

## Data Mentah Pendukung Artikel Ilmiah

### Data Uji Statistic Deskriptif

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Online Costumer Review	100	12.00	20.00	17.4500	1.82782
Sosial Media Marketing	100	14.00	25.00	19.6000	2.55841
Endorsment	100	5.00	20.00	14.1400	3.29377
E-money	100	8.00	20.00	17.4000	2.28743
Keputusan Pembelian	100	11.00	20.00	15.3800	2.02400
Valid N (listwise)	100				

### Data Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.51415114
Most Extreme Differences	Absolute	.050
	Positive	.050
	Negative	-.045
Test Statistic		.050
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

### Data Uji Multikolinieritas

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Online Costumer Review	.727	1.376
	Sosial Media Marketing	.503	1.987
	Endorsment	.570	1.753
	E-money	.767	1.304

### Data Uji Heteroskedatisitas

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.123	1.009		.121	.904
	Online Costumer Review	.031	.059	.061	.521	.604
	Sosial Media Marketing	-.025	.051	-.070	-.499	.619
	Endorsment	-.022	.037	-.078	-.587	.558
	E-money	.077	.046	.191	1.671	.098

### Data Uji validitas

Variabel	Indikator	R-hitung	R-tabel	Sig.	Keterangan
Online Costumer Review	X1.1	0,708	0,196	0,00	VALID
	X1.2	0,583		0,00	VALID
	X1.3	0,776		0,00	VALID
	X1.4	0,760		0,00	VALID
Sosial Media Marketing	X2.1	0,778	0,196	0,00	VALID
	X2.2	0,747		0,00	VALID
	X2.3	0,727		0,00	VALID
	X2.4	0,616		0,00	VALID
	X2.5	0,645		0,00	VALID
Endorsment	X3.1	0,846	0,196	0,00	VALID
	X3.2	0,830		0,00	VALID
	X3.3	0,847		0,00	VALID
	X3.4	0,846		0,00	VALID
E-money	X4.1	0,833	0,196	0,00	VALID
	X4.2	0,813		0,00	VALID
	X4.3	0,927		0,00	VALID
	X4.4	0,858		0,00	VALID
Keputusan Pembelian	Y.1	0,437	0,196	0,00	VALID
	Y.2	0,756		0,00	VALID
	Y.3	0,749		0,00	VALID
	Y.4	0,667		0,00	VALID

### Data Uji Reliabilitas

Variabel	Nilai Alpha Cronbach	R-tabel	Keterangan
Online Costumer Review	0,636	0,196	Reliabel
Sosial Media Marketing	0,735	0,196	Reliabel
Endorsment	0,866	0,196	Reliabel
E-money	0,876	0,196	Reliabel
Keputusan Pembelian	0,553	0,196	Reliabel

### Data Uji Analisis Regresi Linier Berganda

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.164	1.700		1.861	.066
	Online costumer review	.070	.100	.063	4.057	.004
	Sosial media marketing	.320	.086	.405	5.742	.000
	Endorsment	.117	.062	.190	3.414	.006
	E money	.176	.078	.199	4.002	.026

a. Dependent Variable: Keputusan pembelian

### Data Uji Koefisien Determinasi Berganda

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817 <sup>a</sup>	.665	.659	1.546

a. Predictors: (Constant), E money, Endorsment, Online costumer review, Social media marketing

### Data Uji Parsial ( Uji t)

Variabel X → Y	T Hitung	Sig.	Hasil
<b>X1 → Y</b>	4.057 > 1,985	0,004 < 0,05	H1 Diterima
<b>X2 → Y</b>	5.742 > 1,985	0,000 < 0,05	H2 Diterima
<b>X3 → Y</b>	3.414 > 1,985	0,006 < 0,05	H3 Diterima
<b>X4 → Y</b>	4.002 > 1,985	0,026 < 0,05	H4 Diterima

### Data Uji Simultan (F)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	178.587	4	44.647	18.687	.000 <sup>b</sup>
	Residual	226.973	95	2.389		
	Total	405.560	99			
a. Dependent Variable: Keputusan Pembelian						
b. Predictors: (Constant), E-money, Endorsment, Online Costumer Review, Sosial Media Marketing						