

UJI VALIDITAS

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X1P1	148.55	134.945	.658	.963
X1P2	148.53	135.985	.525	.964
X1P3	148.57	135.327	.580	.963
X1P4	148.55	134.829	.620	.963
X1P5	148.62	135.009	.617	.963
X1P6	148.66	134.498	.671	.963
X1P7	148.58	134.478	.653	.963
X1P8	148.45	134.176	.731	.962
X2P1	148.55	133.906	.651	.963
X2P2	148.47	135.331	.580	.963
X2P3	148.55	134.714	.629	.963
X2P4	148.57	136.212	.508	.964
X2P5	148.51	134.524	.694	.963
X2P6	148.40	134.436	.725	.962
X2P7	148.45	134.253	.724	.962
X2P8	148.55	136.060	.560	.963
X2P9	148.47	134.792	.673	.963
X2P10	148.43	134.404	.715	.962
X3P1	148.62	134.547	.708	.963
X3P2	148.55	135.829	.581	.963
X3P3	148.49	135.101	.644	.963
X3P4	148.53	133.792	.659	.963
X3P5	148.53	134.408	.653	.963
X3P6	148.53	134.869	.616	.963
X3P7	148.66	135.036	.678	.963
X3P8	148.55	134.406	.654	.963
YP1	148.47	134.177	.728	.962
YP2	148.49	133.985	.689	.963
YP3	148.49	134.793	.671	.963
YP4	148.45	133.829	.707	.962
YP5	148.49	134.716	.678	.963
YP6	148.45	134.637	.690	.963
YP7	148.43	134.827	.678	.963
YP8	148.43	135.289	.637	.963

UJI RELIABILITAS

Flash Sale Promotion (X1)

Reliability Statistics	
Cronbach's	
Alpha	N of Items
.865	8

Celebrity Endorser (X3)

Reliability Statistics	
Cronbach's	
Alpha	N of Items
.908	8

Online Customer Rview (X2)

Reliability Statistics	
Cronbach's	
Alpha	N of Items
.917	10

Purchase Interest (Y)

Reliability Statistics	
Cronbach's	
Alpha	N of Items
.941	8

UJI ASUMSI KLASIK :

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.91244592
Most Extreme Differences	Absolute	.086
	Positive	.074
	Negative	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.068 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Uji Multikolinearitas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	<i>Flash Sale Promotion</i>	.258	3.879
	<i>Online Customer Review</i>	.337	2.966
	<i>Celebrity Endorser</i>	.302	3.307

a. Dependent Variable: *Purchase Interest*

Uji Heteroskedastisitas

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	4.884	1.791		2.727	.008
<i>Flash Sale Promotion</i>	-.123	.089	-.267	-1.375	.172
<i>Online Customer Review</i>	.059	.064	.156	.919	.360
<i>Celebrity Endorser</i>	-.053	.080	-.119	-.664	.508

a. Dependent Variable: ABS_RES

UJI REGRESI LINEAR BERGANDA

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	.681	2.410		.283	.778
<i>Flash Sale Promotion</i>	.120	.120	.109	.997	.321
<i>Online Customer Review</i>	.496	.086	.552	5.768	.000
<i>Celebrity Endorser</i>	.250	.108	.235	2.324	.022

a. Dependent Variable: *Purchase Interest*

UJI T

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	.681	2.410		.283	.778
<i>Flash Sale Promotion</i>	.120	.120	.109	.997	.321
<i>Online Customer Review</i>	.496	.086	.552	5.768	.000
<i>Celebrity Endorser</i>	.250	.108	.235	2.324	.022

a. Dependent Variable: *Purchase Interest*

UJI F

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	814.079	3	271.360	76.057	.000 ^b
Residual	342.511	96	3.568		
Total	1156.590	99			

a. Dependent Variable: *Purchase Interest*

b. Predictors: (Constant), *Celebrity Endorser*, *Online Customer Review*, *Flash Sale Promotion*

UJI DETERMINASI R²

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.839 ^a	.704	.695	1.889

a. Predictors: (Constant), *Celebrity Endorser*, *Online Customer Review*, *Flash Sale Promotion*