**Uji deskriptif**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | **N** | **Minimum** | **Maximum** | **Mean** | **Std. Deviation** |
| **Virtual Try On** | **100** | **4.00** | **14.00** | **11.7400** | **3.19602** |
| **Kualitas Produk** | **100** | **5.00** | **20.00** | **15.4300** | **4.46141** |
| **Country Of Origin** | **100** | **5.00** | **19.00** | **15.5000** | **4.16697** |
| **Keputusan Pembelian** | **100** | **5.00** | **20.00** | **15.6800** | **4.14358** |
| **Valid N (listwise)** | **100** |  |  |  |  |

**Uji validitas**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variabel** | **Item** | **Rhitung** | **Rtabel** | **Interpretasi** |
| **Virtual Try On** | **X1. 1** | **0,779** | **0,1966** | **Valid** |
| **X1.2** | **0,773** | **0,1966** | **Valid** |
| **X1.3** | **0,789** | **0,1966** | **Valid** |
| **Kualitas Produk** | **X2.1** | **0,910** | **0,1966** | **Valid** |
| **X2.2** | **0,915** | **0,1966** | **Valid** |
| **X2.3** | **0,914** | **0,1966** | **Valid** |
| **X2.4** | **0,911** | **0,1966** | **Valid** |
| **Country Of Origin** | **X3.1** | **0,777** | **0,1966** | **Valid** |
| **X3.2** | **0,775** | **0,1966** | **Valid** |
| **X3.3** | **0,773** | **0,1966** | **Valid** |
| **X3.4** | **0,795** | **0,1966** | **Valid** |
| **Keputusan Pembelian** | **Y.1** | **0,780** | **0,1966** | **Valid** |
| **Y.2** | **0,758** | **0,1966** | **Valid** |
| **Y.3** | **0,786** | **0,1966** | **Valid** |
| **Y.4** | **0,827** | **0,1966** | **Valid** |

**Uji reliabilitas**

|  |  |  |
| --- | --- | --- |
| **Variabel** | **Cronbach’s Alpha** | **Interpretasi** |
| **Virtual Try On** | **0.910** | **Reliabel** |
| **Kualitas Produk** | **0.932** | **Reliabel** |
| **Country Of Origin** | **0.933** | **Reliabel** |
| **Keputusan Pembelian** | **0.938** | **Reliabel** |

**Uji asumsi klasik**

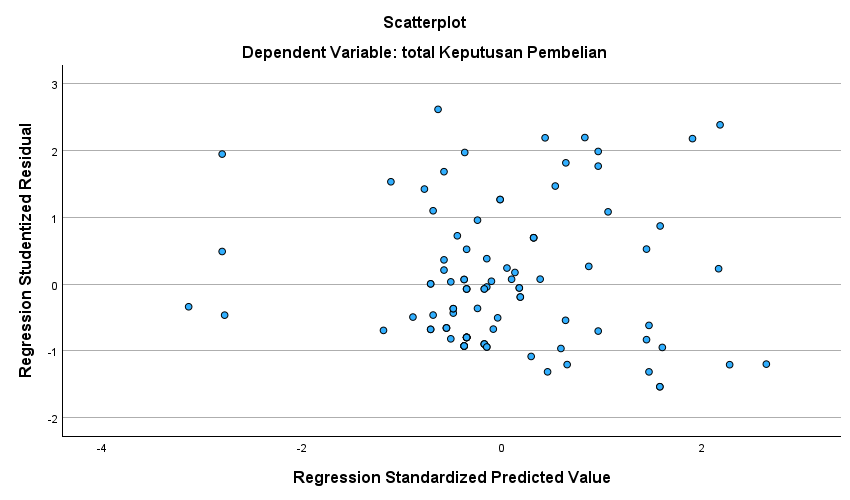
**Uji Normalitas**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | **Unstandardized Residual** |
| **N** | | **100** |
| **Normal Parametersa,b** | **Mean** | **.0000000** |
| **Std. Deviation** | **1.18466402** |
| **Most Extreme Differences** | **Absolute** | **.086** |
| **Positive** | **.086** |
| **Negative** | **-.070** |
| **Test Statistic** | | **.086** |
| **Asymp. Sig. (2-tailed)c** | | **.065** |

**Uji Multikolinearitas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| **Model** | | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** | **Collinearity Statistics** | |
| **B** | **Std. Error** | **Beta** | **Tolerance** | **VIF** |
| **1** | **(Constant)** | **.305** | **.489** |  | **.623** | **.535** |  |  |
| **Virtual Try On** | **.407** | **.077** | **.314** | **5.323** | **,001** | **.244** | **4.093** |
| **Kualitas Produk** | **.068** | **.043** | **.073** | **1.577** | **.118** | **.397** | **2.519** |
| **Country Of Origin** | **.616** | **.057** | **.619** | **10.879** | **,001** | **.263** | **3.806** |

**Uji Heteroskedastisitas**

****

**Uji Koefisien Determinasi (R2)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| **Model** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** |
| **1** | **.958a** | **.918** | **.916** | **1.20303** |
| **a. Predictors: (Constant), Country Of Origin, Kualitas Produk, Virtual Try On** | | | | |
| **b. Dependent Variable: Keputusan Pembelian** | | | | |

**Uji T**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| **Model** | | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** |
| **B** | **Std. Error** | **Beta** |
| **1** | **(Constant)** | **.305** | **.489** |  | **.623** | **.535** |
| **Virtual Try On** | **.407** | **.077** | **.314** | **5.323** | **,001** |
| **Kualitas Produk** | **.068** | **.043** | **.073** | **1.577** | **.118** |
| **Country Of Origin** | **.616** | **.057** | **.619** | **10.879** | **,001** |
| **a. Dependent Variable: Keputusan Pembelian** | | | | | | |