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LAMPIRAN

LAMPIRAN 1
KUESIONER PENELITIAN

Assalamualaikum, Wr. Wb.

Perkenalkan, saya Elsyabila Gitazahrain, mahasiswi Universitas Binaniaga Indonesia Program Studi Manajemen, Program Sarjana, Fakultas Ekonomi dan Bisnis. Saat ini saya sedang melaksanakan penelitian sebagai bagian dari penyelesaian studi dengan judul "**Pengaruh *Fear of Missing Out (FoMO)* dan *Brand Trust* terhadap Keputusan Pembelian Produk Richeese Factory".**

Demi tercapainya tujuan penelitian ini, maka peneliti memohon kesediaan Saudara/i untuk mengisi kuesioner ini dengan pernyataan yang telah disediakan sesuai dengan keadaan yang sebenarnya. Jawaban yang diberikan oleh Saudara/i tidak akan dinilai salah atau benar, semua informasi yang diterima sebagai hasil jawaban ini akan dijamin kerahasiaanya karena semata-mata hanya untuk ilmu pengetahuan.

Atas kesediaan Saudara/i untuk meluangkan waktunya dalam pengisian kuesioner ini, peneliti mengucapkan terima kasih.

Hormat Saya,

Elsyabila Gitazahrain
NPM 19210098

A. Profil Responden

1. Nama ....*
2. Jenis kelamin*
   - Laki-laki
   - Perempuan
3. Usia*
   - 17 – 22 Tahun
   - 23 – 28 Tahun
   - 29 – 34 Tahun
   - 35 – 40 Tahun
   - > 41 Tahun
4. Pekerjaan*
   - Pelajar/mahasiswa
   - Wirausaha
   - Karyawan
   - Lainnya
5. Domisili*
   - Bogor Barat
   - Bogor Timur
   - Bogor Tengah
   - Bogor Utara
   - Bogor Selatan
   - Tanah Sareal
6. Seberapa sering membeli Produk Richeese Factory*
   - 2 – 4 kali
   - 5 0 8 kali
   - > 10 kali

B. Petunjuk Pengisian

Mohon Saudara/i menandai jawaban yang paling tepat untuk setiap pernyataan berikut dengan menekan tombol bulat pada pilihan jawaban yang tersedia dan menurut Saudara/i tepat atau sesuai dengan pendapat masing-masing. Setiap pernyataan hanya membutuhkan satu pernyataan dengan skala penilaian:

- Sangat Tidak Setuju (STS) = 1
- Tidak Setuju (TS) = 2
- Netral (N) = 3
- Sangat Setuju (SS) = 4
- Setuju (S) = 5

PERNYATAAN KUESIONER

- **Variabel *Fear of Missing Out (FoMO)***

No	PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
Kecemasan Kehilangan Pengalaman Sosial						
1.	Saya merasa khawatir jika tidak ikut serta saat teman-teman mengunjungi Richeese Factory.					
2.	Saya merasa takut melewatkan momen seru bersama teman-teman di Richeese Factory.					
3.	Saya merasa cemas ketika tidak ikut dalam kegiatan sosial yang berlangsung di Richeese Factory.					
Kebutuhan untuk Tetap Terhubung Secara Real-Time						
4.	Saya merasa perlu mengetahui informasi terbaru tentang promo di Richeese Factory.					
5.	Saya merasa terdorong untuk segera membuka media sosial ketika melihat postingan tentang Richeese Factory.					
6.	Saya tidak ingin tertinggal kabar ketika teman-teman sedang berada di Richeese Factory.					
Preferensi terhadap Aktivitas Sosial Dibanding Sendirian						
7.	Saya lebih memilih menghabiskan waktu bersama teman-teman di Richeese Factory daripada sendiri di rumah.					
8.	Saya merasa lebih senang makan di Richeese Factory jika bersama orang lain.					
9.	Saya cenderung mengikuti ajakan teman untuk makan bersama di Richeese Factory.					
Perbandingan sosial negatif						
10.	Saya merasa iri ketika melihat orang lain menikmati menu Richeese Factory sedangkan saya belum mencobanya.					
11.	Saya merasa tidak nyaman saat melihat orang lain membagikan pengalaman menyenangkan di Richeese Factory.					

No	PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
12.	Saya sering membandingkan pengalaman saya dengan orang lain yang lebih sering mengunjungi Richeese Factory.					

- **Variabel *Brand Trust***

No	PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
	Kepercayaan *(Trust)*					
13.	Saya percaya bahwa Richeese Factory selalu memberikan produk berkualitas.					
14.	Saya merasa yakin bahwa Richeese Factory memprioritaskan kepuasan pelanggan.					
15.	Saya percaya Richeese Factory adalah merek yang dapat saya andalkan saat ingin membeli makanan cepat saji.					
	Dapat Diandalkan *(Rely)*					
16.	Richeese Factory konsisten dalam memberikan rasa serta kualitas produk.					
17.	Saya yakin Richeese Factory mampu memberikan pelayanan yang konsisten.					
18.	Saya merasa Richeese Factory dapat dipercaya dalam memenuhi janji promosi yang ditawarkan.					
	Jujur *(Honest)*					
19.	Saya percaya Richeese Factory menyampaikan informasi yang jujur dalam iklan promosi.					
20.	Saya yakin Richeese Factory menyampaikan informasi produk sesuai dengan kualitas yang sebenarnya.					
21.	Saya percaya bahwa Richeese Factory terbuka dalam menyampaikan informasi tentang kelebihan, kekurangan produknya kepada konsumen.					
	Keamanan *(Safety)*					

No	PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
22.	Saya merasa produk dari Richeese Factory aman untuk dikonsumsi.					
23.	Saya percaya bahan yang digunakan Richeese Factory tidak membahayakan kesehatan.					
24.	Saya yakin proses produksi makanan di Richeese Factory dilakukan dengan standar kebersihan yang baik.					

- **Variabel Keputusan Pembelian**

No	PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
Kemantapan terhadap Produk						
25.	Saya merasa yakin dengan kualitas produk Richeese Factory.					
26.	Saya percaya bahwa produk Richeese Factory memberikan manfaat yang sesuai dengan harapan saya.					
27.	Saya merasa tertarik membeli produk Richeese Factory karena saya percaya dengan produknya.					
Kebiasaan dalam Membeli Produk						
28.	Saya terbiasa membeli produk dari Richeese Factory.					
29.	Saya cenderung membeli ulang produk Richeese Factory daripada mencoba merek lain.					
30.	Saya sering membeli produk Richeese Factory tanpa perlu berpikir lama.					
Memberikan Rekomendasi kepada Orang Lain						
31.	Saya pernah merekomendasikan Richeese Factory kepada orang lain.					
32.	Saya merasa puas sehingga menyarankan orang lain untuk mencoba Richeese Factory.					

<table>
<tr><th rowspan="2">No</th><th rowspan="2">PERNYATAAN</th><th colspan="5">JAWABAN</th></tr>
<tr><th>SS</th><th>S</th><th>N</th><th>TS</th><th>STS</th></tr>
<tr><td>33.</td><td>Saya sering menceritakan pengalaman saya membeli produk Richeese Factory kepada teman atau keluarga.</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td colspan="7">Melakukan Pembelian Ulang</td></tr>
<tr><td>34.</td><td>Saya berencana membeli kembali produk Richeese Factory di kemudian hari.</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>35.</td><td>Saya sudah beberapa kali membeli produk dari Richeese Factory.</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>36.</td><td>Saya akan terus membeli produk Richeese Factory jika kualitasnya tetap baik.</td><td></td><td></td><td></td><td></td><td></td></tr>
</table>

LAMPIRAN 2

HASIL UJI VALIDITAS

A. Variabel *Fear of Missing Out (FoMO)*

Responden	Butir Pernyataan												Total X1
	1	2	3	4	5	6	7	8	9	10	11	12	
1	3	4	3	4	4	4	5	5	4	3	3	3	45
2	4	4	4	4	4	4	5	5	4	4	4	4	50
3	2	2	2	3	3	2	2	3	3	2	2	2	28
4	4	3	3	4	3	3	3	4	2	3	3	3	38
5	3	3	4	4	3	3	3	4	4	2	2	3	38
6	2	2	1	2	4	1	2	4	4	1	2	1	26
7	3	2	4	4	4	4	3	4	4	4	4	3	43
8	5	5	5	5	5	5	5	5	5	1	1	1	48
9	2	2	1	2	2	2	2	3	3	2	1	1	23
10	1	2	1	5	3	1	4	5	4	4	4	3	37
11	4	5	4	5	5	4	5	5	4	3	3	3	50
12	4	4	3	5	5	3	3	5	3	3	3	3	44
13	1	3	3	3	3	3	3	3	3	4	4	3	36
14	4	4	3	4	5	3	4	5	4	4	3	4	47
15	4	4	3	5	5	4	3	5	5	3	3	3	47
16	5	5	5	5	4	4	4	5	5	4	5	4	55
17	3	5	4	3	3	4	4	2	5	5	4	3	45
18	2	4	2	3	2	3	3	3	2	2	2	2	30
19	2	3	2	2	4	3	4	3	3	2	1	2	31
20	2	2	2	3	3	2	2	3	3	2	2	2	28
21	2	2	2	2	2	2	2	2	2	2	1	2	23
22	2	2	2	2	2	2	2	2	2	2	2	2	24
23	2	2	2	2	2	2	2	2	2	2	2	2	24
24	2	2	2	2	3	2	2	2	2	2	2	2	25
25	3	4	3	4	4	3	4	4	4	2	2	2	39
26	2	2	2	3	3	2	3	4	3	2	2	2	30
27	2	2	2	2	3	2	4	4	4	2	2	2	31
28	2	2	2	2	3	2	3	2	3	2	2	2	27
29	2	2	2	2	3	2	2	4	2	2	2	2	27
30	2	2	2	3	4	2	2	5	2	2	2	2	30

Correlations

		FM_1.1	FM_1.2	FM_1.3	FM_2.1	FM_2.2	FM_2.3	FM_3.1	FM_3.2	FM_3.3	FM_4.1	FM_4.2	FM_4.3	TOTAL_FM
FM_1.1	Pearson Correlation	1	.776**	.812**	.709**	.682**	.785**	.557**	.572**	.555**	.265	.319	.462*	.817**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.001	.001	.001	.156	.085	.010	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FM_1.2	Pearson Correlation	.776**	1	.771**	.682**	.589**	.838**	.744**	.448*	.615**	.420*	.405*	.479**	.846**
	Sig. (2-tailed)	.000		.000	.000	.001	.000	.000	.013	.000	.021	.027	.007	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FM_1.3	Pearson Correlation	.812**	.771**	1	.659**	.530**	.898**	.619**	.396*	.593**	.440*	.484**	.553**	.841**
	Sig. (2-tailed)	.000	.000		.000	.003	.000	.000	.030	.001	.015	.007	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FM_2.1	Pearson Correlation	.709**	.682**	.659**	1	.683**	.629**	.613**	.772**	.613**	.466**	.561**	.591**	.868**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.009	.001	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FM_2.2	Pearson Correlation	.682**	.589**	.530**	.683**	1	.566**	.567**	.760**	.610**	.219	.290	.363*	.746**
	Sig. (2-tailed)	.000	.001	.003	.000		.001	.001	.000	.000	.244	.121	.048	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FM_2.3	Pearson Correlation	.785**	.838**	.898**	.629**	.566**	1	.689**	.394*	.578**	.417*	.378*	.463*	.829**
	Sig. (2-tailed)	.000	.000	.000	.000	.001		.000	.031	.001	.022	.039	.010	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FM_3.1	Pearson Correlation	.557**	.744**	.619**	.613**	.567**	.689**	1	.554**	.679**	.424*	.393*	.474**	.793**
	Sig. (2-tailed)	.001	.000	.000	.000	.001	.000		.001	.000	.019	.032	.008	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FM_3.2	Pearson Correlation	.572**	.448*	.396*	.772**	.760**	.394*	.554**	1	.518**	.235	.376*	.423*	.704**
	Sig. (2-tailed)	.001	.013	.030	.000	.000	.031	.001		.003	.212	.040	.020	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FM_3.3	Pearson Correlation	.555**	.615**	.593**	.613**	.610**	.578**	.679**	.518**	1	.401*	.450*	.356	.757**
	Sig. (2-tailed)	.001	.000	.001	.000	.000	.001	.000	.003		.028	.012	.054	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FM_4.1	Pearson Correlation	.265	.420*	.440*	.466**	.219	.417*	.424*	.235	.401*	1	.890**	.849**	.637**
	Sig. (2-tailed)	.156	.021	.015	.009	.244	.022	.019	.212	.028		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FM_4.2	Pearson Correlation	.319	.405*	.484**	.561**	.290	.378*	.393*	.376*	.450*	.890**	1	.830**	.678**
	Sig. (2-tailed)	.085	.027	.007	.001	.121	.039	.032	.040	.012	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FM_4.3	Pearson Correlation	.462*	.479**	.553**	.591**	.363*	.463*	.474**	.423*	.356	.849**	.830**	1	.726**
	Sig. (2-tailed)	.010	.007	.002	.001	.048	.010	.008	.020	.054	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL_FM	Pearson Correlation	.817**	.846**	.841**	.868**	.746**	.829**	.793**	.704**	.757**	.637**	.678**	.726**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

B. Variabel *Brand Trust* (X2)

Responden	Butir Pernyataan												Total X2
	1	2	3	4	5	6	7	8	9	10	11	12	
1	4	4	3	4	4	4	4	4	4	3	3	4	45
2	4	4	4	4	4	4	4	4	4	4	4	4	48
3	3	3	3	4	4	3	3	3	3	4	3	3	39
4	4	4	4	5	4	4	4	5	4	5	4	4	51
5	3	4	3	4	3	4	3	3	3	4	4	4	42
6	3	4	3	5	4	4	3	3	3	4	2	3	41
7	4	4	4	4	4	4	4	4	4	4	4	4	48
8	5	5	4	5	5	5	4	4	4	4	4	4	53
9	4	4	3	3	3	3	3	3	3	2	2	3	36
10	5	5	4	4	4	4	5	5	5	3	4	4	52
11	4	5	4	5	5	5	5	5	5	3	4	4	54
12	4	4	4	4	4	4	4	4	4	4	4	4	48
13	3	2	5	2	2	3	4	4	3	3	2	4	37
14	4	5	4	4	5	4	4	4	4	3	4	4	49
15	4	4	4	4	4	4	4	4	4	4	4	4	48
16	5	5	5	5	5	4	5	4	4	5	4	4	55
17	4	3	4	4	2	2	5	3	4	3	3	5	42
18	5	5	5	5	5	5	5	4	4	5	4	5	57
19	4	4	3	4	3	3	3	3	3	4	3	5	42
20	4	5	4	5	4	4	3	4	4	3	3	3	46
21	4	4	4	4	4	3	3	3	3	3	3	3	41
22	4	4	4	4	4	3	3	3	4	3	3	3	42
23	4	4	4	4	4	3	3	3	4	3	3	4	43
24	4	4	4	4	4	3	4	4	4	4	3	4	46
25	4	4	4	4	4	4	4	4	4	4	3	4	47
26	4	4	4	4	4	4	4	4	4	4	3	4	47
27	4	4	4	4	4	4	3	4	4	4	3	4	46
28	4	4	4	4	4	4	4	4	4	3	3	4	46
29	4	4	3	4	4	4	4	4	4	3	3	3	44
30	4	4	3	4	4	4	4	4	4	3	3	3	44

Correlations

		BT_1.1	BT_1.2	BT_1.3	BT_2.1	BT_2.2	BT_2.3	BT_3.1	BT_3.2	BT_3.3	BT_4.1	BT_4.2	BT_4.3	Brand_Trust
BT_1.1	Pearson Correlation	1	.694**	.444*	.418*	.533**	.387*	.564**	.430*	.619**	.181	.504**	.333	.741**
	Sig. (2-tailed)		.000	.014	.022	.002	.035	.001	.018	.000	.337	.005	.072	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BT_1.2	Pearson Correlation	.694**	1	.132	.713**	.789**	.668**	.261	.393*	.540**	.158	.568**	.044	.742**
	Sig. (2-tailed)	.000		.487	.000	.000	.000	.164	.032	.002	.403	.001	.817	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BT_1.3	Pearson Correlation	.444*	.132	1	.062	.210	.157	.514**	.382*	.348	.322	.313	.410*	.520**
	Sig. (2-tailed)	.014	.487		.746	.265	.407	.004	.037	.060	.083	.092	.024	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BT_2.1	Pearson Correlation	.418*	.713**	.062	1	.687**	.560**	.209	.252	.379*	.500**	.488**	.062	.674**
	Sig. (2-tailed)	.022	.000	.746		.000	.001	.267	.180	.039	.005	.006	.746	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BT_2.2	Pearson Correlation	.533**	.789**	.210	.687**	1	.723**	.245	.428*	.498**	.335	.544**	-.105	.744**
	Sig. (2-tailed)	.002	.000	.265	.000		.000	.193	.018	.005	.070	.002	.581	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BT_2.3	Pearson Correlation	.387*	.668**	.157	.560**	.723**	1	.351	.633**	.463*	.365*	.554**	.071	.749**
	Sig. (2-tailed)	.035	.000	.407	.001	.000		.057	.000	.010	.047	.002	.707	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BT_3.1	Pearson Correlation	.564**	.261	.514**	.209	.245	.351	1	.647**	.666**	.204	.492**	.514**	.690**
	Sig. (2-tailed)	.001	.164	.004	.267	.193	.057		.000	.000	.279	.006	.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BT_3.2	Pearson Correlation	.430*	.393*	.382*	.252	.428*	.633**	.647**	1	.745**	.203	.503**	.191	.713**
	Sig. (2-tailed)	.018	.032	.037	.180	.018	.000	.000		.000	.282	.005	.312	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BT_3.3	Pearson Correlation	.619**	.540**	.348	.379*	.498**	.463*	.666**	.745**	1	.000	.549**	.238	.732**
	Sig. (2-tailed)	.000	.002	.060	.039	.005	.010	.000	.000		1.000	.002	.206	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BT_4.1	Pearson Correlation	.181	.158	.322	.500**	.335	.365*	.204	.203	.000	1	.483**	.402*	.534**
	Sig. (2-tailed)	.337	.403	.083	.005	.070	.047	.279	.282	1.000		.007	.028	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BT_4.2	Pearson Correlation	.504**	.568**	.313	.488**	.544**	.554**	.492**	.503**	.549**	.483**	1	.402*	.797**
	Sig. (2-tailed)	.005	.001	.092	.006	.002	.002	.006	.005	.002	.007		.027	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BT_4.3	Pearson Correlation	.333	.044	.410*	.062	-.105	.071	.514**	.191	.238	.402*	.402*	1	.429*
	Sig. (2-tailed)	.072	.817	.024	.746	.581	.707	.004	.312	.206	.028	.027		.018
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Brand_Trust	Pearson Correlation	.741**	.742**	.520**	.674**	.744**	.749**	.690**	.713**	.732**	.534**	.797**	.429*	1
	Sig. (2-tailed)	.000	.000	.003	.000	.000	.000	.000	.000	.000	.002	.000	.018	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

C. Variabel Keputusan Pembelian

Responden	Butir Pernyataan												Total Y
	1	2	3	4	5	6	7	8	9	10	11	12	
1	5	4	4	5	4	4	5	5	4	5	5	5	55
2	5	4	4	4	4	4	5	4	4	4	4	4	50
3	3	3	4	3	3	3	4	4	3	4	4	5	43
4	5	5	4	3	4	3	4	4	4	5	5	5	51
5	3	3	3	3	3	3	3	3	3	3	3	3	36
6	3	3	4	4	4	4	4	3	2	5	5	5	46
7	4	4	4	4	3	4	4	3	4	3	3	3	43
8	4	4	4	5	4	5	4	4	4	4	4	4	50
9	5	3	2	4	4	3	4	4	3	4	4	4	44
10	5	5	4	4	4	3	5	5	5	4	4	4	52
11	5	4	4	5	5	4	5	5	3	5	5	5	55
12	4	4	4	4	4	3	5	5	4	4	4	4	49
13	4	3	4	4	4	5	5	5	4	3	5	3	49
14	4	4	4	4	4	4	4	4	4	4	4	4	48
15	4	4	4	4	4	4	4	4	4	4	4	4	48
16	5	4	5	5	4	4	4	5	4	4	5	4	53
17	4	4	5	4	5	4	5	4	5	4	5	4	53
18	4	4	4	4	3	4	4	3	4	4	4	5	47
19	4	3	4	3	3	3	4	4	3	4	4	5	44
20	4	3	4	3	3	4	4	4	3	4	4	3	43
21	3	3	4	4	3	3	4	4	3	3	4	3	41
22	3	3	4	4	3	3	4	4	3	3	4	3	41
23	3	3	4	3	3	3	4	3	3	3	3	3	38
24	4	3	3	3	3	3	4	3	3	4	4	3	40
25	4	3	3	5	4	3	5	4	4	4	5	4	48
26	5	3	3	4	3	3	4	4	3	4	4	4	44
27	5	3	4	4	3	3	5	5	3	4	4	4	47
28	4	4	4	3	3	2	5	4	3	4	4	4	44
29	4	3	4	3	4	2	4	3	3	3	4	3	40
30	4	4	4	4	4	2	4	3	3	4	4	3	43

Correlations

		KP_1.1	KP_1.2	KP_1.3	KP_2.1	KP_2.2	KP_2.3	KP_3.1	KP_3.2	KP_3.3	KP_4.1	KP_4.2	KP_4.3	Keputusan_Pembelian
KP_1.1	Pearson Correlation	1	.487**	-.051	.384*	.402*	.113	.462*	.546**	.390*	.502**	.368*	.338	.655**
	Sig. (2-tailed)		.006	.790	.036	.028	.551	.010	.002	.033	.005	.045	.067	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP_1.2	Pearson Correlation	.487**	1	.411*	.264	.469**	.157	.299	.273	.686**	.426*	.202	.341	.653**
	Sig. (2-tailed)	.006		.024	.159	.009	.406	.109	.144	.000	.019	.286	.065	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP_1.3	Pearson Correlation	-.051	.411*	1	.130	.249	.282	.248	.241	.354	.060	.272	.127	.419*
	Sig. (2-tailed)	.790	.024		.494	.185	.131	.186	.200	.055	.754	.146	.503	.021
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP_2.1	Pearson Correlation	.384*	.264	.130	1	.538**	.499**	.397*	.484**	.371*	.300	.484**	.240	.676**
	Sig. (2-tailed)	.036	.159	.494		.002	.005	.030	.007	.044	.107	.007	.201	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP_2.2	Pearson Correlation	.402*	.469**	.249	.538**	1	.320	.451*	.362*	.452*	.452*	.647**	.288	.729**
	Sig. (2-tailed)	.028	.009	.185	.002		.084	.012	.050	.012	.012	.000	.123	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP_2.3	Pearson Correlation	.113	.157	.282	.499**	.320	1	.117	.274	.394*	.162	.302	.189	.520**
	Sig. (2-tailed)	.551	.406	.131	.005	.084		.537	.143	.031	.392	.104	.318	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP_3.1	Pearson Correlation	.462*	.299	.248	.397*	.451*	.117	1	.655**	.425*	.308	.490**	.246	.652**
	Sig. (2-tailed)	.010	.109	.186	.030	.012	.537		.000	.019	.098	.006	.189	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP_3.2	Pearson Correlation	.546**	.273	.241	.484**	.362*	.274	.655**	1	.387*	.308	.500**	.310	.704**
	Sig. (2-tailed)	.002	.144	.200	.007	.050	.143	.000		.035	.098	.005	.096	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP_3.3	Pearson Correlation	.390*	.686**	.354	.371*	.452*	.394*	.425*	.387*	1	.042	.213	.100	.633**
	Sig. (2-tailed)	.033	.000	.055	.044	.012	.031	.019	.035		.827	.258	.599	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP_4.1	Pearson Correlation	.502**	.426*	.060	.300	.452*	.162	.308	.308	.042	1	.623**	.800**	.654**
	Sig. (2-tailed)	.005	.019	.754	.107	.012	.392	.098	.098	.827		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP_4.2	Pearson Correlation	.368*	.202	.272	.484**	.647**	.302	.490**	.500**	.213	.623**	1	.499**	.726**
	Sig. (2-tailed)	.045	.286	.146	.007	.000	.104	.006	.005	.258	.000		.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP_4.3	Pearson Correlation	.338	.341	.127	.240	.288	.189	.246	.310	.100	.800**	.499**	1	.596**
	Sig. (2-tailed)	.067	.065	.503	.201	.123	.318	.189	.096	.599	.000	.005		.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Keputusan_Pembelian	Pearson Correlation	.655**	.653**	.419*	.676**	.729**	.520**	.652**	.704**	.633**	.654**	.726**	.596**	1
	Sig. (2-tailed)	.000	.000	.021	.000	.000	.003	.000	.000	.000	.000	.000	.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

LAMPIRAN 3

HASIL UJI RELIABILITAS

A. Variabel *Fear of Missing Out* (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.938	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
FM_1.1	32.93	77.857	.774	.930
FM_1.2	32.63	76.447	.806	.929
FM_1.3	32.97	77.275	.802	.929
FM_2.1	32.33	75.885	.834	.928
FM_2.2	32.20	80.786	.697	.933
FM_2.3	32.87	78.740	.792	.930
FM_3.1	32.47	78.809	.747	.931
FM_3.2	31.90	79.610	.637	.936
FM_3.3	32.30	79.872	.705	.933
FM_4.1	33.03	82.516	.569	.937
FM_4.2	33.13	81.292	.613	.936
FM_4.3	33.20	83.062	.682	.934

B. Variabel *Brand Trust* (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.888	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BT_1.1	41.97	22.654	.690	.875
BT_1.2	41.87	21.775	.674	.874
BT_1.3	42.13	23.568	.428	.887
BT_2.1	41.83	22.420	.598	.879
BT_2.2	42.03	21.275	.668	.874
BT_2.3	42.20	21.614	.682	.874
BT_3.1	42.13	21.913	.608	.878
BT_3.2	42.17	22.282	.646	.876
BT_3.3	42.13	22.671	.678	.875
BT_4.1	42.37	22.930	.422	.890
BT_4.2	42.67	21.471	.743	.870
BT_4.3	42.13	24.120	.328	.892

C. Variabel Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.862	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP_1.1	42.07	20.754	.561	.850
KP_1.2	42.60	21.214	.572	.849
KP_1.3	42.30	22.838	.318	.864
KP_2.1	42.30	20.769	.591	.848
KP_2.2	42.53	20.809	.662	.844
KP_2.3	42.77	21.495	.394	.863
KP_3.1	41.87	21.706	.584	.850
KP_3.2	42.20	20.372	.619	.846
KP_3.3	42.67	21.057	.540	.851
KP_4.1	42.27	21.306	.576	.849
KP_4.2	42.00	20.966	.661	.844
KP_4.3	42.27	20.961	.484	.856

LAMPIRAN 4

TABULASI DATA RESPONDEN

A. Variabel *Fear of Missing Out* (X1)

Responden	Butir Pernyataan												Total X1
	1	2	3	4	5	6	7	8	9	10	11	12	
1	3	4	3	4	4	4	5	5	4	3	3	3	45
2	4	4	4	4	4	4	5	5	4	4	4	4	50
3	2	2	2	3	3	2	2	3	3	2	2	2	28
4	4	3	3	4	3	3	3	4	2	3	3	3	38
5	3	3	4	4	3	3	3	4	4	2	2	3	38
6	2	2	1	2	4	1	2	4	4	1	2	1	26
7	3	2	4	4	4	4	3	4	4	4	4	3	43
8	5	5	5	5	5	5	5	5	5	1	1	1	48
9	2	2	1	2	2	2	2	3	3	2	1	1	23
10	1	2	1	5	3	1	4	5	4	4	4	3	37
11	4	5	4	5	5	4	5	5	4	3	3	3	50
12	4	4	3	5	5	3	3	5	3	3	3	3	44
13	1	3	3	3	3	3	3	3	3	4	4	3	36
14	4	4	3	4	5	3	4	5	4	4	3	4	47
15	4	4	3	5	5	4	3	5	5	3	3	3	47
16	5	5	5	5	4	4	4	5	5	4	5	4	55
17	3	5	4	3	3	4	4	2	5	5	4	3	45
18	2	4	2	3	2	3	3	3	2	2	2	2	30
19	2	3	2	2	4	3	4	3	3	2	1	2	31
20	2	2	2	3	3	2	2	3	3	2	2	2	28
21	2	2	2	2	2	2	2	2	2	2	1	2	23
22	2	2	2	2	2	2	2	2	2	2	2	2	24
23	2	2	2	2	2	2	2	2	2	2	2	2	24
24	2	2	2	2	3	2	2	2	2	2	2	2	25
25	3	4	3	4	4	3	4	4	4	2	2	2	39
26	2	2	2	3	3	2	3	4	3	2	2	2	30
27	2	2	2	2	3	2	4	4	4	2	2	2	31
28	2	2	2	2	3	2	3	2	3	2	2	2	27
29	2	2	2	2	3	2	2	4	2	2	2	2	27
30	2	2	2	3	4	2	2	5	2	2	2	2	30
31	3	3	3	4	4	3	3	4	3	3	3	3	39

Responden	Butir Pernyataan												Total X1
	1	2	3	4	5	6	7	8	9	10	11	12	
32	3	4	3	4	4	3	3	4	3	2	2	3	38
33	4	4	3	4	4	4	4	4	4	2	3	3	43
34	3	3	4	4	4	4	4	4	3	4	4	4	45
35	2	3	2	3	3	2	3	3	3	3	2	3	32
36	2	4	3	4	3	2	3	4	4	3	1	1	34
37	3	4	4	5	4	3	3	3	4	1	1	1	36
38	2	2	2	4	4	2	3	4	3	2	2	2	32
39	4	4	3	4	4	3	3	4	3	2	2	2	38
40	2	2	2	3	3	2	3	4	2	2	2	2	29
41	2	3	2	3	4	3	3	4	3	3	2	3	35
42	3	3	3	3	4	3	3	4	3	3	3	3	38
43	3	3	3	3	3	3	3	4	3	3	3	3	37
44	2	2	2	3	3	2	2	3	2	3	2	2	28
45	4	3	3	4	4	3	3	4	3	3	3	2	39
46	2	2	2	2	2	2	2	3	2	2	2	2	25
47	3	2	2	2	3	2	3	3	3	2	2	2	29
48	2	2	2	2	3	2	2	2	2	2	3	2	26
49	3	3	3	3	4	3	4	3	4	4	2	2	38
50	3	3	3	3	3	3	3	3	3	3	3	3	36
51	3	3	3	3	4	3	4	4	4	3	3	3	40
52	4	4	4	4	4	4	4	4	4	4	3	3	46
53	4	4	4	4	4	4	4	4	4	4	3	3	46
54	3	3	3	3	3	3	3	3	3	3	3	3	36
55	2	2	2	3	3	2	4	3	3	2	3	2	31
56	4	3	2	4	4	3	3	4	2	2	2	3	36
57	2	2	2	3	3	2	2	4	2	2	2	2	28
58	4	4	3	4	4	3	4	5	4	4	3	3	45
59	4	4	3	4	4	3	4	4	4	4	3	3	44
60	3	4	2	4	4	3	3	4	3	2	2	2	36
61	2	2	2	3	3	2	2	3	2	2	2	2	27
62	3	3	3	3	3	2	2	3	2	2	2	2	30
63	4	4	3	4	4	4	4	4	3	3	3	3	43
64	3	3	2	3	3	3	2	4	2	2	2	2	31
65	2	2	2	3	3	2	3	4	2	2	2	2	29
66	3	3	2	3	3	2	2	4	2	2	2	2	30
67	3	3	2	3	3	3	2	4	2	2	2	2	31
68	2	2	2	3	3	2	2	3	2	2	2	2	27

Responden	Butir Pernyataan												Total X1
	1	2	3	4	5	6	7	8	9	10	11	12	
69	3	3	2	4	4	3	3	4	3	2	2	2	35
70	4	4	3	5	5	3	4	5	4	4	3	4	48
71	2	2	2	2	3	2	2	3	2	2	2	2	26
72	4	4	2	4	4	3	4	4	4	3	2	3	41
73	4	4	3	3	3	3	4	4	3	2	2	2	37
74	4	4	3	4	4	3	3	4	3	3	2	2	39
75	3	3	2	3	3	2	3	5	3	3	3	3	36
76	2	2	2	2	2	2	2	2	2	2	2	2	24
77	2	2	2	3	4	2	4	4	3	2	2	2	32
78	2	2	2	3	3	2	4	3	2	2	2	2	29
79	2	2	2	4	4	2	4	3	2	2	2	2	31
80	2	2	2	2	2	2	2	2	2	2	2	2	24
81	4	4	3	4	4	3	4	5	4	4	3	3	45
82	4	4	3	5	5	4	4	5	4	4	3	4	49
83	2	2	2	3	2	2	2	4	2	2	2	2	27
84	4	4	4	5	5	4	4	5	4	4	3	3	49
85	4	4	3	5	5	4	4	5	4	4	3	3	48
86	4	4	4	4	4	4	4	4	4	4	4	4	48
87	4	4	3	5	4	4	5	5	4	4	3	3	48
88	4	4	3	4	4	3	3	4	3	3	1	1	37
89	2	2	2	3	3	2	2	4	2	2	1	1	26
90	2	2	1	3	3	2	1	4	1	1	1	1	22
91	2	2	2	3	3	2	2	4	3	2	2	2	29
92	2	2	2	2	2	2	3	4	3	2	2	2	28
93	4	4	3	5	5	4	4	5	4	4	3	3	48
94	2	2	2	2	3	2	3	3	3	2	2	2	28
95	2	2	2	3	3	2	3	2	2	2	2	2	27
96	2	2	2	2	2	2	2	2	2	2	2	2	24
97	2	2	2	2	2	2	2	2	2	2	2	2	24
98	2	2	2	3	4	2	4	3	3	2	2	2	31
99	2	2	2	3	3	2	3	4	3	2	2	2	30
100	3	3	3	4	4	3	4	4	4	3	3	3	41

B. Variabel Brand Trust (X2)

Responden	Butir Pernyataan												Total X2
	13	14	15	16	17	18	19	20	21	22	23	24	
1	4	4	3	4	4	4	4	4	4	3	3	4	45
2	4	4	4	4	4	4	4	4	4	4	4	4	48
3	3	3	3	4	4	3	3	3	3	4	3	3	39
4	4	4	4	5	4	4	4	5	4	5	4	4	51
5	3	4	3	4	3	4	3	3	3	4	4	4	42
6	3	4	3	5	4	4	3	3	3	4	2	3	41
7	4	4	4	4	4	4	4	4	4	4	4	4	48
8	5	5	4	5	5	5	4	4	4	4	4	4	53
9	4	4	3	3	3	3	3	3	3	2	2	3	36
10	5	5	4	4	4	4	5	5	5	3	4	4	52
11	4	5	4	5	5	5	5	5	5	3	4	4	54
12	4	4	4	4	4	4	4	4	4	4	4	4	48
13	3	2	5	2	2	3	4	4	3	3	2	4	37
14	4	5	4	4	5	4	4	4	4	3	4	4	49
15	4	4	4	4	4	4	4	4	4	4	4	4	48
16	5	5	5	5	5	4	5	4	4	5	4	4	55
17	4	3	4	4	2	2	5	3	4	3	3	5	42
18	5	5	5	5	5	5	5	4	4	5	4	5	57
19	4	4	3	4	3	3	3	3	3	4	3	5	42
20	4	5	4	5	4	4	3	4	4	3	3	3	46
21	4	4	4	4	4	3	3	3	3	3	3	3	41
22	4	4	4	4	4	3	3	3	4	3	3	3	42
23	4	4	4	4	4	3	3	3	4	3	3	4	43
24	4	4	4	4	4	3	4	4	4	4	3	4	46
25	4	4	4	4	4	4	4	4	4	4	3	4	47
26	4	4	4	4	4	4	4	4	4	4	3	4	47
27	4	4	4	4	4	4	3	4	4	4	3	4	46
28	4	4	4	4	4	4	4	4	4	3	3	4	46
29	4	4	3	4	4	4	4	4	4	3	3	3	44
30	4	4	3	4	4	4	4	4	4	3	3	3	44
31	4	4	4	4	4	4	3	3	3	4	4	4	45
32	4	4	3	4	4	4	4	4	4	4	4	4	47
33	4	4	4	4	4	4	4	4	4	4	4	4	48
34	4	4	3	3	4	4	4	4	4	3	4	5	46

Responden	Butir Pernyataan												Total X2
	13	14	15	16	17	18	19	20	21	22	23	24	
35	3	4	4	3	3	3	3	3	3	3	3	3	38
36	4	4	4	3	3	3	3	4	3	4	4	4	43
37	5	4	4	4	4	4	4	4	4	4	4	4	49
38	4	4	4	4	4	4	4	4	4	3	3	3	45
39	4	4	3	4	4	4	4	4	4	4	3	4	46
40	4	4	2	3	3	3	3	3	3	3	3	3	37
41	4	4	4	4	4	4	4	4	4	4	4	4	48
42	4	4	4	4	4	4	4	4	4	3	3	4	46
43	4	4	3	3	3	3	3	3	3	3	3	3	38
44	3	3	3	3	3	3	3	3	3	3	3	3	36
45	4	4	3	4	4	4	4	4	3	3	4	4	45
46	3	4	3	3	4	3	3	3	3	3	3	3	38
47	4	4	4	4	4	4	3	3	4	3	3	4	44
48	4	4	4	3	4	3	3	3	4	3	3	4	42
49	4	4	4	4	4	4	4	4	4	3	3	4	46
50	4	4	4	4	4	4	4	4	4	3	3	4	46
51	4	4	4	4	4	4	4	4	4	4	4	4	48
52	4	4	4	4	4	4	4	4	4	4	4	4	48
53	4	4	4	4	4	4	4	4	4	4	4	4	48
54	4	4	4	4	4	4	4	4	4	4	4	4	48
55	4	4	4	4	4	4	4	4	4	4	4	4	48
56	4	4	2	3	3	3	3	3	3	3	3	4	38
57	3	3	2	3	3	4	4	4	4	3	4	4	41
58	4	4	3	4	4	4	4	4	4	4	4	4	47
59	4	4	4	4	4	4	5	4	4	4	4	4	49
60	4	4	3	4	4	4	4	4	4	3	4	4	46
61	3	3	2	3	3	3	3	3	3	3	3	3	35
62	4	4	3	4	4	4	4	4	4	4	4	4	47
63	4	4	4	4	4	4	4	4	4	4	4	4	48
64	3	3	2	3	3	3	3	3	3	3	3	3	35
65	3	3	2	3	3	3	3	3	3	3	3	3	35
66	4	4	2	4	4	3	3	3	3	4	4	3	41
67	4	4	2	4	4	4	4	4	4	3	4	3	44
68	3	3	3	3	3	3	3	3	3	3	3	3	36
69	4	4	2	4	4	4	4	4	4	3	3	3	43
70	5	5	4	5	5	4	4	4	4	4	4	4	52
71	3	3	2	3	2	3	3	3	3	3	3	3	34

Responden	Butir Pernyataan												Total X2
	13	14	15	16	17	18	19	20	21	22	23	24	
72	4	4	4	4	4	4	4	4	4	4	4	4	48
73	3	3	2	3	3	3	3	3	3	3	3	3	35
74	4	4	2	4	4	4	3	3	3	2	3	3	39
75	4	4	2	4	4	4	4	4	3	3	4	4	44
76	4	4	4	4	4	4	3	3	4	3	3	4	44
77	4	4	4	4	4	4	4	4	4	4	4	4	48
78	4	4	4	4	4	4	3	4	4	4	3	4	46
79	4	4	4	4	4	4	4	4	4	4	3	4	47
80	4	4	4	4	4	4	4	4	4	4	4	4	48
81	4	4	4	4	4	4	4	4	4	4	4	4	48
82	4	4	4	4	4	4	4	4	4	4	4	4	48
83	4	4	2	4	4	4	4	4	4	2	3	3	42
84	4	4	4	4	4	4	4	4	4	3	3	3	45
85	4	4	4	4	4	4	4	4	4	2	3	3	44
86	4	4	4	4	4	4	4	4	4	4	4	4	48
87	4	4	4	4	4	4	4	4	4	3	4	4	47
88	4	4	2	3	4	3	3	3	3	2	3	3	37
89	4	4	2	4	4	3	3	3	3	2	3	3	38
90	4	4	2	4	3	3	3	4	3	2	3	4	39
91	4	4	2	3	3	4	4	3	3	2	3	3	38
92	3	4	2	3	4	3	3	4	4	3	4	4	41
93	4	4	4	4	4	4	4	4	4	4	4	4	48
94	4	4	4	4	4	4	3	3	4	4	3	4	45
95	4	4	4	4	4	4	4	4	4	4	3	4	47
96	4	4	4	4	4	4	4	4	4	3	3	3	45
97	4	4	4	4	4	4	3	3	4	3	3	3	43
98	4	4	4	4	4	4	4	4	4	4	4	4	48
99	4	4	2	4	4	4	4	4	4	3	3	3	43
100	4	4	4	4	4	4	4	4	4	4	4	4	48

C. Variabel Keputusan Pembelian (Y)

Responden	Butir Pernyataan												Total Y
	25	26	27	28	29	30	31	32	33	34	35	36	
1	5	4	4	5	4	4	5	5	4	5	5	5	55
2	5	4	4	4	4	4	5	4	4	4	4	4	50
3	3	3	4	3	3	3	4	4	3	4	4	5	43
4	5	5	4	3	4	3	4	4	4	5	5	5	51
5	3	3	3	3	3	3	3	3	3	3	3	3	36
6	3	3	4	4	4	4	4	3	2	5	5	5	46
7	4	4	4	4	3	4	4	3	4	3	3	3	43
8	4	4	4	5	4	5	4	4	4	4	4	4	50
9	5	3	2	4	4	3	4	4	3	4	4	4	44
10	5	5	4	4	4	3	5	5	5	4	4	4	52
11	5	4	4	5	5	4	5	5	3	5	5	5	55
12	4	4	4	4	4	3	5	5	4	4	4	4	49
13	4	3	4	4	4	5	5	5	4	3	5	3	49
14	4	4	4	4	4	4	4	4	4	4	4	4	48
15	4	4	4	4	4	4	4	4	4	4	4	4	48
16	5	4	5	5	4	4	4	5	4	4	5	4	53
17	4	4	5	4	5	4	5	4	5	4	5	4	53
18	4	4	4	4	3	4	4	3	4	4	4	5	47
19	4	3	4	3	3	3	4	4	3	4	4	5	44
20	4	3	4	3	3	4	4	4	3	4	4	3	43
21	3	3	4	4	3	3	4	4	3	3	4	3	41
22	3	3	4	4	3	3	4	4	3	3	4	3	41
23	3	3	4	3	3	3	4	3	3	3	3	3	38
24	4	3	3	3	3	3	4	3	3	4	4	3	40
25	4	3	3	5	4	3	5	4	4	4	5	4	48
26	5	3	3	4	3	3	4	4	3	4	4	4	44
27	5	3	4	4	3	3	5	5	3	4	4	4	47
28	4	4	4	3	3	2	5	4	3	4	4	4	44
29	4	3	4	3	4	2	4	3	3	3	4	3	40
30	4	4	4	4	4	2	4	3	3	4	4	3	43
31	4	4	4	3	3	3	4	3	3	4	4	3	42
32	4	4	4	4	4	3	4	4	4	4	4	4	47
33	4	4	4	4	4	4	4	4	4	4	4	4	48

Responden	Butir Pernyataan												Total Y
	25	26	27	28	29	30	31	32	33	34	35	36	
34	4	4	3	4	4	4	4	4	3	4	4	3	45
35	4	4	4	3	3	3	4	4	3	4	4	3	43
36	4	4	4	3	3	2	3	3	3	4	3	4	40
37	1	4	4	4	4	3	5	5	4	4	5	4	47
38	4	4	4	3	3	2	4	3	3	4	4	3	41
39	4	4	4	3	2	2	4	3	2	4	4	3	39
40	4	3	3	2	2	2	3	3	3	4	3	3	35
41	4	4	3	3	3	3	4	3	3	4	4	3	41
42	4	4	4	4	3	3	4	3	3	4	4	3	43
43	3	3	3	3	3	3	3	3	3	3	3	3	36
44	3	3	3	3	3	3	3	3	3	3	3	3	36
45	4	4	4	3	2	2	4	3	3	4	4	3	40
46	4	3	3	3	2	3	4	3	3	3	3	3	37
47	4	3	4	3	3	3	5	4	3	3	4	4	43
48	4	3	3	3	3	3	4	4	3	3	4	4	41
49	4	4	4	4	4	3	5	4	3	4	4	5	48
50	4	3	4	4	3	3	4	4	3	4	4	4	44
51	4	4	4	4	4	4	4	4	4	4	4	4	48
52	4	4	4	4	4	4	4	4	4	4	4	4	48
53	4	4	4	4	4	4	4	4	4	4	4	4	48
54	4	4	4	4	4	4	4	4	4	4	4	4	48
55	4	4	4	4	4	4	4	4	4	4	4	4	48
56	4	4	4	3	2	2	4	4	3	4	4	3	41
57	3	3	3	3	2	2	4	4	4	3	4	3	38
58	4	4	4	4	4	3	4	4	3	4	4	4	46
59	4	4	4	4	4	4	4	4	4	4	4	4	48
60	4	4	4	3	3	3	4	4	3	4	4	4	44
61	3	3	3	3	2	2	4	3	2	3	4	3	35
62	4	4	4	3	2	2	4	4	2	4	4	3	40
63	4	4	4	4	4	4	4	4	3	4	4	4	47
64	3	3	3	3	2	2	4	3	2	3	4	3	35
65	3	3	3	3	2	2	4	3	3	3	4	3	36
66	4	4	3	3	2	2	4	3	2	3	4	3	37
67	4	4	3	3	2	2	4	3	2	4	4	3	38
68	3	3	3	2	2	2	3	3	2	3	3	3	32
69	4	4	3	3	3	3	4	3	3	3	4	3	40
70	5	4	4	5	4	4	5	4	4	5	5	4	53

Responden	Butir Pernyataan												Total Y
	25	26	27	28	29	30	31	32	33	34	35	36	
71	3	3	3	2	2	2	3	3	2	3	4	3	33
72	4	4	4	4	4	3	4	4	3	4	4	4	46
73	4	3	3	3	2	2	4	3	3	4	4	3	38
74	4	3	3	3	2	2	4	3	2	4	4	3	37
75	4	4	3	3	3	2	4	3	3	4	4	4	41
76	4	3	4	3	3	3	4	4	3	3	4	4	42
77	4	4	4	4	4	4	4	4	4	4	4	4	48
78	4	4	4	4	3	3	4	4	4	4	4	4	46
79	4	3	4	4	3	3	5	4	3	4	4	4	45
80	4	4	4	4	4	4	4	4	4	4	4	4	48
81	4	4	4	4	4	4	5	4	3	4	4	4	48
82	4	4	4	4	4	4	4	4	4	4	4	4	48
83	4	4	3	3	2	2	3	3	2	3	4	3	36
84	4	4	4	4	4	4	4	4	4	5	5	4	50
85	4	3	4	5	5	4	5	4	4	4	5	4	51
86	4	4	4	4	4	4	4	4	4	4	4	4	48
87	4	4	4	5	4	4	5	4	3	4	4	5	50
88	4	4	4	3	1	1	4	3	2	4	4	3	37
89	4	3	3	3	2	2	5	4	3	4	4	3	40
90	4	3	2	3	2	2	3	3	2	4	4	3	35
91	4	4	3	3	2	3	4	3	2	3	4	3	38
92	4	4	3	3	3	2	4	3	3	4	4	3	40
93	4	4	4	4	4	4	5	5	3	5	4	5	51
94	4	4	4	4	3	3	4	4	4	4	4	4	46
95	4	4	4	3	3	3	4	4	3	4	4	4	44
96	4	3	3	3	3	3	4	4	3	4	4	4	42
97	4	3	3	3	3	3	4	4	3	4	4	4	42
98	4	4	4	4	4	4	4	4	4	4	4	4	48
99	4	4	3	4	3	3	4	3	3	4	4	3	42
100	4	4	4	4	4	4	4	4	4	4	4	4	48

LAMPIRAN 5

HASIL UJI ASUMSI KLASIK

A. Output Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

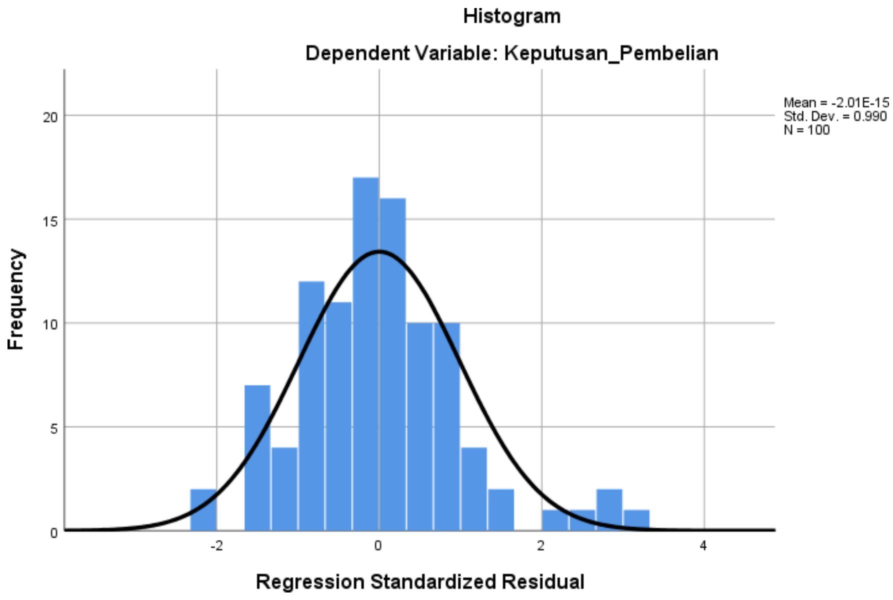
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.13285264
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.041
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200[c,d]

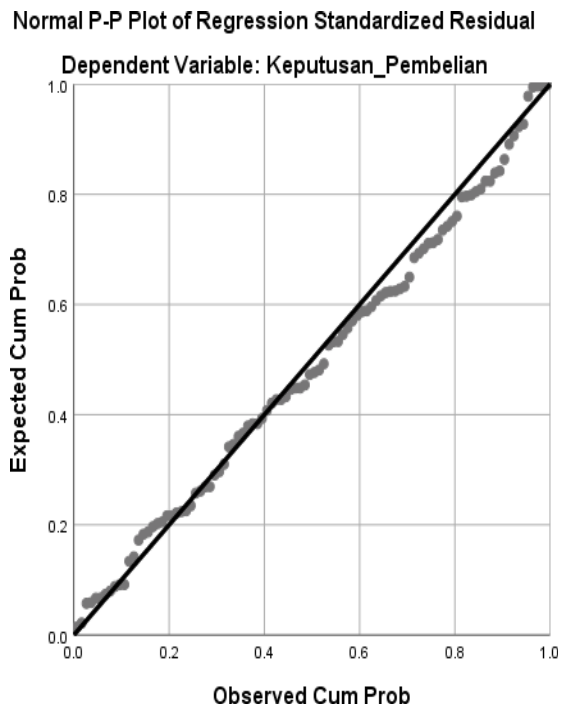
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.





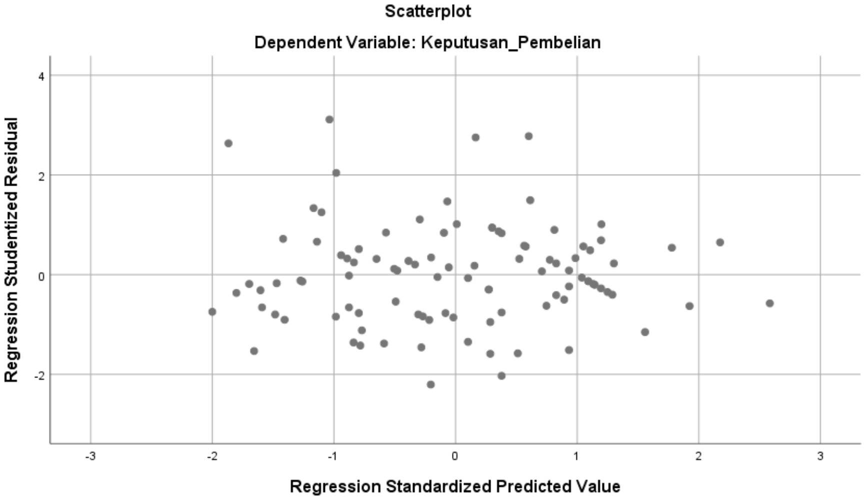
B. Output Hasil Uji Multikolinieritas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.471	2.965		2.857	.005		
	Fear_of_Missing_Out	.224	.045	.349	4.922	.000	.721	1.387
	Brand_Trust	.618	.078	.563	7.934	.000	.721	1.387

a. Dependent Variable: Keputusan_Pembelian

C. Output Hasil Uji Heteroskedastisitas



D. Output Hasil Uji Linieritas

1. Uji Linearitas Variabel Fear of Missing Out terhadap Keputusan Pembelian

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_Pembelian * Fear_of_Missing_Out	Between Groups	(Combined)	1512.689	27	56.026	3.247	.000
		Linearity	1152.973	1	1152.973	66.814	.000
		Deviation from Linearity	359.716	26	13.835	.802	.731
	Within Groups		1242.471	72	17.257		
	Total		2755.160	99			

2. Uji Linearitas Brand Trust terhadap Keputusan Pembelian

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_Pembelian * Brand_Trust	Between Groups	(Combined)	1717.303	20	85.865	6.536	.000
		Linearity	1540.809	1	1540.809	117.284	.000
		Deviation from Linearity	176.494	19	9.289	.707	.801
	Within Groups		1037.857	79	13.137		
	Total		2755.160	99			

LAMPIRAN 6

HASIL SPSS

A. Output Analisis Statistik Deskriptif Variabel Fear of Missing Out

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
FM_1.1	100	1	5	2.82	.925
FM_1.2	100	2	5	2.95	.947
FM_1.3	100	1	5	2.57	.820
FM_2.1	100	2	5	3.36	.948
FM_2.2	100	2	5	3.46	.834
FM_2.3	100	1	5	2.71	.820
FM_3.1	100	1	5	3.11	.909
FM_3.2	100	2	5	3.72	.911
FM_3.3	100	1	5	3.04	.898
FM_4.1	100	1	5	2.61	.886
FM_4.2	100	1	5	2.38	.789
FM_4.3	100	1	4	2.40	.739
Fear_of_Missing_Out	100	22	55	35.13	8.246
Valid N (listwise)	100				

B. Output Analisis Statistik Deskriptif Variabel Brand Trust

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BT_1.1	100	3	5	3.91	.452
BT_1.2	100	2	5	3.96	.470
BT_1.3	100	2	5	3.44	.845
BT_2.1	100	2	5	3.86	.551
BT_2.2	100	2	5	3.83	.570
BT_2.3	100	2	5	3.74	.525
BT_3.1	100	3	5	3.70	.577
BT_3.2	100	3	5	3.71	.518
BT_3.3	100	3	5	3.73	.489
BT_4.1	100	2	5	3.42	.684
BT_4.2	100	2	4	3.43	.555
BT_4.3	100	3	5	3.71	.537
Brand_Trust	100	34	57	44.44	4.810
Valid N (listwise)	100				

C. Output Analisis Statistik Deskriptif Keputusan Pembelian

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KP_1.1	100	1	5	3.93	.573
KP_1.2	100	3	5	3.65	.520
KP_1.3	100	2	5	3.68	.548
KP_2.1	100	2	5	3.58	.684
KP_2.2	100	1	5	3.24	.842
KP_2.3	100	1	5	3.09	.830
KP_3.1	100	3	5	4.11	.530
KP_3.2	100	3	5	3.73	.617
KP_3.3	100	2	5	3.23	.709
KP_4.1	100	3	5	3.84	.526
KP_4.2	100	3	5	4.03	.460
KP_4.3	100	3	5	3.67	.637
Keputusan_Pembelian	100	32	55	43.78	5.275
Valid N (listwise)	100				

D. Output Hasil Analisis Korelasi

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805[a]	.647	.640	3.165

a. Predictors: (Constant), Brand_Trust, Fear_of_Missing_Out

b. Dependent Variable: Keputusan_Pembelian

E. Output Analisis Regresi Linier Berganda

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	8.471	2.965		2.857	.005		
	Fear_of_Missing_Out	.224	.045	.349	4.922	.000	.721	1.387
	Brand_Trust	.618	.078	.563	7.934	.000	.721	1.387

a. Dependent Variable: Keputusan_Pembelian

F. Uji Koefisien Determinasi (Uji R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805[a]	.647	.640	3.165

a. Predictors: (Constant), Brand_Trust, Fear_of_Missing_Out

b. Dependent Variable: Keputusan_Pembelian

LAMPIRAN 7

HASIL UJI HIPOTESIS

A. Hasil Uji t

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	8.471	2.965		2.857	.005		
	Fear_of_Missing_Out	.224	.045	.349	4.922	.000	.721	1.387
	Brand_Trust	.618	.078	.563	7.934	.000	.721	1.387

a. Dependent Variable: Keputusan_Pembelian

B. Hasil Uji f

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1783.498	2	891.749	89.022	.000[b]
	Residual	971.662	97	10.017		
	Total	2755.160	99			

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Brand_Trust, Fear_of_Missing_Out