

LAMPIRAN 1 kuosioner penelitian

ANGKET PENELITIAN

Hal : Permohonan bantuan pengisian kuesioner
Kepada Yth.

Bapak/Ibu/Saudara/Saudari

Denganhormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Sarjana S1 di Fakultas Ekonomi dan Bisnis UNISNU JEPARA, peneliti berusaha untuk mengumpulkan data dan informasi mengenai "**PENGARUH SOSIAL MEDIA MARKETING BRAND IMAGE DAN BRAND TRUST TERHADAP MINAT BELI KONSUMEN TOKO KOLEKSI AWAN**".

Oleh karena itu, saya ingin mengajak Bapak/Ibu/Saudari untuk ikut berpartisipasi dalam pengisian kuesioner ini agar hasil penelitian ini dapat memiliki kredibilitas yang tinggi. Saya sangat berterima kasih atas kesediaan dan partisipasi Bapak/Ibu/Saudari dalam meluangkan waktu untuk mengisi kuesioner ini.

Atas perhatian dan kerjasamanya, saya ucapkan terima kasih.

Hormat saya,

Muhammad Ayik Muhyidin

Petunjuk Pengisian :

1. Bacalah setiap pertanyaan dengan seksama sebelum menjawab.
2. Anda hanya dapat memberikan satu jawaban di setiap pertanyaan.
3. Isilah kuesioner dengan memberi tanda (√) pada kolom yang tersedia dan pilih sesuai dengan keadaan yang sebenarnya.

Keterangan :

STS : sangat tidak setuju

- TS : tidak setuju
- KS : kurang setuju
- S : setuju
- SS : sangat setuju

Karakteristik responden

1. Jenis kelamin
 - a. laki laki
 - b. perempuan
2. Usia
 - a. 17 -20
 - b. 21-24
 - c. 25-28
 - d. 29-32
 - e. 32 lebih
3. Pendidikan Terakhir
 - a. SD
 - b. SLTP
 - c. SLTA
 - d. Perguruan tinggi
4. Pekerjaan
 - a. Pelajar/mahasiswa
 - b. Wirausaha
 - c. pegawai swasta
 - d. PNS
 - e. lain lain

DAFTAR PERTANYAAN

Variable	Definisi operasional	Pertanyaan	STS	TS	N	S	SS
Social media marketing (X1)	Context	Cara penyajian pesan toko koleksi awan yang disampaikan melalui instagram menarik					
	Communication	Respon pemilik/admin instagram Toko koleksi awan cukup cepat dalam melayani pelanggan					
	Collaboration	Interaksi antara pemilik/admin instagram Toko koleksi awan dengan pelanggan menarik saya untuk membeli produknya.					
	Connection	Hubungan yang dibina di social media instagram Toko koleksi awan dengan pelanggan berjalan dengan baik					
Brand image (X2)	Brand Identity (identitas Merek)	Produk dari toko koleksi awan mudah dikenali dan dibedakan dengan produk lain					
	Brand Personality (Personalitas Merek)	Produk dari toko koleksi awan mempunyai ciri khas sendiri dibandingkan dengan produk lain					
	Brand Association (Asosiasi Merek)	Produk dari toko koleksi awan lebih unggul dari produk lain yang sejenis					
	Brand Attitude dan Behavior (sikap dan perilaku merek)	Pemilik/admin instagram toko koleksi awan memberikan pelayanan yang baik kepada konsumen					
	Brand Benefit and Competence	Membeli produk dari toko koleksi awan memberi lebih banyak					

	(Manfaat dan Keunggulan Merek)	keuntungan dari pada produk lain					
Brand trust (x3)	Achieving result	Produk dari toko koleksi awan dapat memenuhi keinginan konsumen					
	Acting with integrity	Produk dari toko koleksi awan mempunyai kualitas yang konsisten dari waktu ke waktu					
	Demonstrate concern	Toko koleksi awan memberikan perhatian lebih kepada konsumen sehingga konsumen merasa aman dan nyaman saat menggunakan atau membeli produk toko koleksi awan					
Minat Beli (Y)	Minat transaksional	Iklan di instagram toko koleksi awan membuat konsumen tertarik untuk membeli					
	Minat referensial	Produk dari toko koleksi awan layak untuk direkomendasikan kepada orang lain					
	Minat pereferensial	Toko koleksi awan yang akan saya cari pertama jika saya ingin membeli pakaian sejenis daster atau baby doll					
	Minat eksploratif	Konsumen tertarik untuk mengikuti instagram toko koleksi awan untuk mengetahui jika ada produk baru					

LAMPIRAN 2 Hasil angket penelitian

HASIL ANGKET PENELITIAN

1. Sosial Media Marketing

Resp	X11	X12	X13	X14	Skor
1	4	5	4	4	17
2	2	5	4	5	16
3	5	5	4	4	18
4	4	5	5	4	18
5	4	4	4	4	16
6	3	4	3	3	13
7	2	3	3	3	11
8	4	4	4	4	16
9	5	5	5	4	19
10	5	4	5	4	18
11	5	5	4	4	18
12	5	5	4	4	18
13	5	5	5	4	19
14	4	5	5	5	19
15	5	5	5	5	20
16	3	4	3	3	13
17	3	4	4	3	14
18	4	4	4	4	16
19	3	4	4	3	14
20	3	3	3	4	13
21	3	3	3	3	12
22	5	5	5	4	19
23	4	4	4	5	17
24	4	4	4	4	16
25	4	4	4	4	16
26	4	4	3	5	16
27	4	3	3	5	15

Resp	X11	X12	X13	X14	Skor
28	3	3	3	2	11
29	4	3	2	2	11
30	4	5	5	5	19
31	5	5	5	5	20
32	5	5	5	5	20
33	3	2	2	3	10
34	3	4	3	3	13
35	2	3	4	3	12
36	5	5	5	5	20
37	5	5	5	5	20
38	2	3	2	2	9
39	3	3	3	2	11
40	5	5	5	4	19
41	5	5	5	5	20
42	4	4	4	4	16
43	4	4	4	4	16
44	5	5	4	4	18
45	5	5	5	4	19
46	5	5	5	5	20
47	5	4	5	5	19
48	5	5	5	5	20
49	5	5	5	5	20
50	5	5	5	4	19
51	2	3	4	3	12
52	4	5	5	5	19
53	2	3	2	2	9
54	5	5	5	5	20
55	5	4	5	5	19
56	5	5	5	5	20
57	4	5	5	5	19

Resp	X11	X12	X13	X14	Skor
58	5	5	5	5	20
59	5	5	5	4	19
60	4	5	5	4	18
61	5	5	5	4	19
62	5	5	5	5	20
63	4	4	4	4	16
64	5	5	5	5	20
65	5	5	5	5	20
66	5	5	5	5	20
67	4	4	4	4	16
68	5	5	5	5	20
69	4	3	4	4	15
70	3	3	4	2	12
71	5	5	5	5	20
72	4	4	4	3	15
73	4	4	4	4	16
74	3	3	3	4	13
75	4	4	4	4	16
76	4	4	4	4	16
77	3	3	4	3	13
78	4	4	4	5	17
79	5	5	4	4	18
80	4	5	4	4	17
81	5	5	5	4	19
82	4	4	4	4	16
83	2	3	3	3	11
84	4	3	5	4	16
85	4	4	5	4	17
86	4	4	3	4	15
87	5	4	3	4	16

Resp	X11	X12	X13	X14	Skor
88	2	5	4	4	15
89	3	4	3	5	15
90	4	4	4	4	16
91	2	3	4	3	12
92	4	4	4	5	17
93	2	3	4	5	14
94	3	3	3	5	14
95	4	5	4	5	18
96	5	5	4	4	18
97	4	3	4	5	16
98	4	5	4	5	18

2. Brand Image

Resp	X21	X22	X23	X24	X25	Skor
1	4	4	4	4	4	20
2	5	4	4	4	5	22
3	4	4	4	3	5	20
4	3	4	5	4	2	18
5	4	4	4	4	4	20
6	3	4	3	4	3	17
7	3	4	3	4	3	17
8	4	4	4	4	4	20
9	5	5	5	5	5	25
10	4	4	5	4	4	21
11	4	4	4	4	4	20
12	4	4	4	5	4	21
13	5	5	5	5	5	25
14	5	5	5	5	5	25
15	5	5	5	4	5	24
16	3	4	3	4	3	17

Resp	X21	X22	X23	X24	X25	Skor
17	3	4	4	4	3	18
18	4	4	4	4	4	20
19	3	4	4	4	3	18
20	4	4	3	4	4	19
21	4	4	3	4	4	19
22	5	5	5	5	5	25
23	3	4	4	5	4	20
24	2	2	4	4	4	16
25	4	2	4	4	4	18
26	3	4	3	3	4	17
27	5	5	3	4	5	22
28	3	4	3	3	3	16
29	2	3	2	3	3	13
30	5	5	5	5	5	25
31	5	5	5	5	5	25
32	5	5	5	5	5	25
33	3	4	2	3	3	15
34	5	4	3	4	4	20
35	3	4	4	4	3	18
36	5	5	5	5	5	25
37	5	5	5	5	5	25
38	2	3	2	3	3	13
39	3	4	3	2	3	15
40	5	5	5	5	5	25
41	5	5	5	5	5	25
42	4	4	4	5	4	21
43	5	4	4	4	4	21
44	5	4	4	4	4	21
45	5	5	5	4	5	24
46	5	4	5	5	4	23

Resp	X21	X22	X23	X24	X25	Skor
47	5	5	5	4	5	24
48	5	5	5	5	5	25
49	5	5	5	5	5	25
50	4	5	5	5	4	23
51	3	4	4	4	3	18
52	5	5	5	5	5	25
53	2	3	2	3	3	13
54	5	5	5	5	5	25
55	5	5	5	5	5	25
56	4	5	5	4	5	23
57	5	4	5	5	4	23
58	5	4	5	5	5	24
59	5	5	5	4	5	24
60	5	5	5	4	5	24
61	4	4	5	5	4	22
62	5	4	5	5	4	23
63	5	4	4	5	4	22
64	5	5	5	5	5	25
65	5	5	5	5	5	25
66	5	4	5	5	5	24
67	4	4	4	4	4	20
68	4	4	5	5	5	23
69	4	4	4	5	4	21
70	3	4	4	4	3	18
71	5	5	5	5	5	25
72	3	4	4	3	4	18
73	4	2	4	4	4	18
74	4	4	3	3	4	18
75	2	2	4	4	4	16
76	4	4	4	4	4	20

Resp	X21	X22	X23	X24	X25	Skor
77	3	4	4	4	3	18
78	5	5	4	4	5	23
79	4	4	4	5	4	21
80	4	4	4	4	4	20
81	5	5	5	5	5	25
82	4	4	4	4	4	20
83	3	4	3	4	3	17
84	4	4	5	4	4	21
85	4	4	5	5	4	22
86	4	4	3	4	4	19
87	4	4	3	4	4	19
88	3	4	4	4	4	19
89	4	4	3	3	5	19
90	4	4	4	3	4	19
91	4	3	4	3	4	18
92	4	4	4	4	4	20
93	5	4	4	4	4	21
94	4	5	3	4	5	21
95	5	4	4	4	5	22
96	3	4	4	4	3	18
97	4	4	5	4	4	21
98	5	4	5	4	4	22

3. Brand Trustt

Resp	X31	X32	X33	Skor
1	4	4	4	12
2	5	5	5	15
3	5	5	5	15
4	4	5	4	13
5	4	4	4	12

Resp	X31	X32	X33	Skor
6	3	4	3	10
7	4	4	3	11
8	4	4	4	12
9	5	5	5	15
10	4	5	4	13
11	4	5	5	14
12	4	4	4	12
13	4	4	4	12
14	5	5	5	15
15	5	5	5	15
16	3	4	3	10
17	3	4	3	10
18	4	4	4	12
19	3	4	3	10
20	4	4	3	11
21	4	4	3	11
22	5	4	5	14
23	5	5	4	14
24	4	4	4	12
25	4	4	4	12
26	4	4	4	12
27	4	5	5	14
28	3	3	4	10
29	3	3	3	9
30	5	5	5	15
31	5	5	5	15
32	5	5	5	15
33	3	4	4	11
34	4	3	4	11
35	3	4	3	10

Resp	X31	X32	X33	Skor
36	5	5	5	15
37	5	5	5	15
38	2	3	3	8
39	2	3	3	8
40	5	5	5	15
41	5	4	5	14
42	4	4	4	12
43	4	5	5	14
44	4	4	4	12
45	5	5	4	14
46	5	5	4	14
47	4	5	5	14
48	5	4	5	14
49	5	5	5	15
50	5	4	5	14
51	5	5	5	15
52	5	5	5	15
53	5	5	5	15
54	5	5	5	15
55	5	5	4	14
56	5	5	5	15
57	5	5	5	15
58	4	4	4	12
59	5	5	4	14
60	3	3	4	10
61	5	5	5	15
62	5	5	5	15
63	5	5	5	15
64	4	4	4	12
65	4	5	4	13

Resp	X31	X32	X33	Skor
66	4	4	4	12
67	4	4	4	12
68	5	5	5	15
69	4	4	4	12
70	4	4	5	13
71	4	4	4	12
72	4	4	4	12
73	4	4	4	12
74	3	4	3	10
75	5	5	5	15
76	4	4	4	12
77	4	4	4	12
78	5	5	5	15
79	4	4	4	12
80	4	5	4	13
81	4	5	4	13
82	5	4	5	14
83	3	4	3	10
84	5	5	5	15
85	4	5	4	13
86	4	4	4	12
87	4	4	4	12
88	4	4	4	12
89	5	5	5	15
90	4	4	4	12
91	4	5	4	13
92	4	5	4	13
93	4	5	4	13
94	5	5	5	15
95	5	5	5	15

Resp	X31	X32	X33	Skor
96	3	4	3	10
97	4	5	4	13
98	4	4	4	12

4. Minat Beli

Resp	Y1	Y2	Y3	Y4	Skor
1	4	4	4	4	16
2	5	4	5	4	18
3	4	4	5	4	17
4	3	4	2	5	14
5	4	4	4	4	16
6	3	4	3	4	14
7	3	4	3	3	13
8	4	4	4	4	16
9	5	5	5	5	20
10	4	4	4	4	16
11	4	4	4	4	16
12	4	4	4	5	17
13	5	5	5	5	20
14	5	5	5	5	20
15	5	5	5	5	20
16	3	4	3	3	13
17	3	4	3	3	13
18	4	4	4	4	16
19	3	4	3	4	14
20	4	4	4	3	15
21	4	4	4	3	15
22	5	5	5	5	20
23	3	4	4	5	16
24	4	5	4	4	17

Resp	Y1	Y2	Y3	Y4	Skor
25	4	4	4	4	16
26	3	4	4	4	15
27	5	5	5	4	19
28	3	4	3	3	13
29	5	3	3	3	14
30	5	5	5	5	20
31	5	5	5	5	20
32	5	5	5	5	20
33	3	4	3	3	13
34	5	4	4	5	18
35	3	4	3	3	13
36	5	5	5	5	20
37	5	5	5	5	20
38	2	3	3	4	12
39	3	4	3	3	13
40	5	5	5	5	20
41	5	5	5	5	20
42	4	4	4	3	15
43	5	4	4	5	18
44	5	4	4	5	18
45	5	5	5	4	19
46	5	4	4	5	18
47	5	5	5	5	20
48	5	5	5	5	20
49	5	5	5	5	20
50	4	5	4	5	18
51	4	5	4	5	18
52	5	5	5	5	20
53	4	3	3	3	13
54	4	5	5	5	19

Resp	Y1	Y2	Y3	Y4	Skor
55	4	4	5	4	17
56	3	5	5	5	18
57	3	5	5	5	18
58	4	5	5	5	19
59	4	5	5	5	19
60	4	5	5	4	18
61	4	5	4	4	17
62	4	5	4	4	17
63	4	4	5	5	18
64	5	5	5	5	20
65	5	5	5	5	20
66	3	5	5	5	18
67	3	4	4	4	15
68	4	5	5	5	19
69	3	3	4	3	13
70	4	3	4	5	16
71	3	5	5	5	18
72	4	4	5	4	17
73	5	4	4	4	17
74	4	3	3	5	15
75	4	4	4	4	16
76	5	4	4	5	18
77	5	3	4	3	15
78	2	4	4	4	14
79	2	5	4	4	15
80	5	5	4	4	18
81	5	5	5	5	20
82	5	4	4	4	17
83	3	3	4	4	14
84	3	3	4	4	14

Resp	Y1	Y2	Y3	Y4	Skor
85	3	4	5	5	17
86	5	4	4	4	17
87	5	4	5	4	18
88	2	5	5	5	17
89	2	4	4	3	13
90	4	4	4	4	16
91	5	3	4	4	16
92	4	4	4	5	17
93	4	3	4	5	16
94	4	3	4	3	14
95	4	5	4	3	16
96	5	5	4	5	19
97	3	5	4	4	16
98	4	4	4	4	16

LAMPIRAN 3 Uji statistik deskriptif

DISTRIBUSI FREKUENSI

1. Sosial Media Marketing

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
X1.1	98	2	5	394	4,02	,974
X1.2	98	2	5	414	4,22	,819
X1.3	98	2	5	406	4,14	,837
X1.4	98	2	5	402	4,10	,867
Valid (listwise) N	98					

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	10	10,2	10,2	10,2
3	15	15,3	15,3	25,5
4	36	36,7	36,7	62,2
5	37	37,8	37,8	100,0
Total	98	100,0	100,0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	21	21,4	21,4	22,4
4	31	31,6	31,6	54,1
5	45	45,9	45,9	100,0
Total	98	100,0	100,0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	4,1	4,1	4,1
3	16	16,3	16,3	20,4
4	40	40,8	40,8	61,2
5	38	38,8	38,8	100,0
Total	98	100,0	100,0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6,1	6,1	6,1
3	14	14,3	14,3	20,4
4	42	42,9	42,9	63,3
5	36	36,7	36,7	100,0
Total	98	100,0	100,0	

2. Brand Image**Descriptive Statistics**

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
X2.1	98	2	5	403	4,11	,895
X2.2	98	2	5	410	4,18	,694
X2.3	98	2	5	408	4,16	,846
X2.4	98	2	5	413	4,21	,692
X2.5	98	2	5	409	4,17	,746
Valid (listwise)	N 98					

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5,1	5,1	5,1
3	19	19,4	19,4	24,5
4	34	34,7	34,7	59,2
5	40	40,8	40,8	100,0
Total	98	100,0	100,0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	4,1	4,1	4,1
3	4	4,1	4,1	8,2
4	60	61,2	61,2	69,4
5	30	30,6	30,6	100,0
Total	98	100,0	100,0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	4,1	4,1	4,1
3	16	16,3	16,3	20,4
4	38	38,8	38,8	59,2
5	40	40,8	40,8	100,0
Total	98	100,0	100,0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	12	12,2	12,2	13,3

4	50	51,0	51,0	64,3
5	35	35,7	35,7	100,0
Total	98	100,0	100,0	

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	17	17,3	17,3	18,4
4	44	44,9	44,9	63,3
5	36	36,7	36,7	100,0
Total	98	100,0	100,0	

3. Brand Trustt

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
X3.1	98	2	5	414	4,22	,740
X3.2	98	3	5	433	4,42	,608
X3.3	98	3	5	416	4,24	,690
Valid (listwise)	N 98					

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2,0	2,0	2,0
3	12	12,2	12,2	14,3
4	46	46,9	46,9	61,2
5	38	38,8	38,8	100,0
Total	98	100,0	100,0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	6	6,1	6,1	6,1
4	45	45,9	45,9	52,0
5	47	48,0	48,0	100,0
Total	98	100,0	100,0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	14	14,3	14,3	14,3
4	46	46,9	46,9	61,2
5	38	38,8	38,8	100,0
Total	98	100,0	100,0	

4. Minat Beli**Descriptive Statistics**

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
X4.1	98	2	5	396	4,04	,896
X4.2	98	3	5	421	4,30	,677

X4.3		98	2	5	415	4,23	,715
X4.4		98	3	5	420	4,29	,746
Valid (listwise)	N	98					

X4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5,1	5,1	5,1
3	22	22,4	22,4	27,6
4	35	35,7	35,7	63,3
5	36	36,7	36,7	100,0
Total	98	100,0	100,0	

X4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	12	12,2	12,2	12,2
4	45	45,9	45,9	58,2
5	41	41,8	41,8	100,0
Total	98	100,0	100,0	

X4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	13	13,3	13,3	14,3
4	46	46,9	46,9	61,2
5	38	38,8	38,8	100,0
Total	98	100,0	100,0	

X4.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	17	17,3	17,3	17,3
4	36	36,7	36,7	54,1

5	45	45,9	45,9	100,0
Total	98	100,0	100,0	

LAMPIRAN 4 Uji kualitas data

UJI VALIDITAS DAN RELIABILITAS

1. Sosial Media Marketing

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	12,47	4,808	,739	,563	,837
X1.2	12,27	5,310	,777	,620	,822
X1.3	12,35	5,260	,768	,600	,824
X1.4	12,39	5,518	,648	,425	,869

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,874	,876	4

2. Brand Image

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	16,73	5,888	,816	,716	,828
X2.2	16,66	7,339	,642	,440	,869
X2.3	16,68	6,425	,722	,581	,852
X2.4	16,63	7,286	,660	,516	,866
X2.5	16,67	6,799	,739	,635	,847

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,879	,879	5

3. Brand Trust

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1	8,66	1,360	,854	,740	,757
X3.2	8,47	1,860	,693	,502	,900
X3.3	8,64	1,552	,787	,676	,818

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,882	,882	3

4. Minat Beli

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1.1	12,82	3,203	,416	,208	,785
Y1.2	12,56	3,507	,543	,392	,700
Y1.3	12,62	3,083	,695	,508	,616
Y1.4	12,57	3,216	,586	,369	,674

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,752	,765	4

LAMPIRAN 5 Uji asumsi klasik

UJI ASUMSI KLASIK

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		98
Normal Parameters ^{a,b}		
	Mean	,0000000
	Std. Deviation	1,33114568
Most Extreme Differences	Absolute	,089
	Positive	,066
	Negative	-,089
Test Statistic		,089
Asymp. Sig. (2-tailed)		,056 ^c

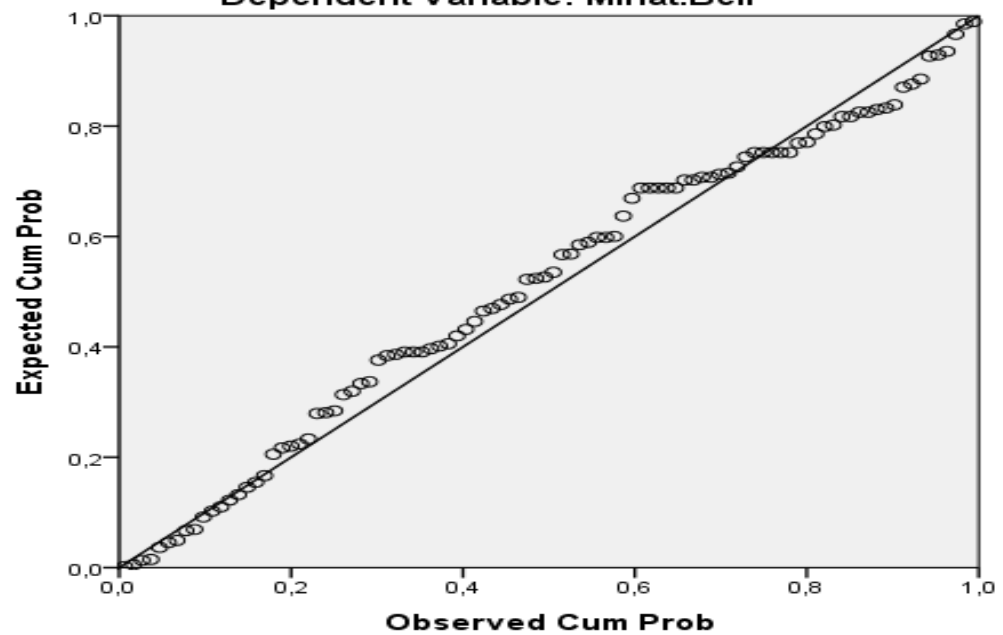
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Minat.Beli



2. Uji Linieritas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Unstandardized Residual Sosial.Media.M arketing	Between Groups	(Combined)	22,741	11	2,067	1,192	,305
		Linearity	,000	1	,000	,000	1,000
		Deviation from Linearity	22,741	10	2,274	1,311	,237
	Within Groups		149,138	86	1,734		
Total			171,879	97			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Unstandardized Residual Brand.Image	Between Groups	(Combined)	38,368	11	3,488	2,247	,019
		Linearity	,000	1	,000	,000	1,000
		Deviation from Linearity	38,368	10	3,837	2,471	,052
	Within Groups		133,511	86	1,552		
Total			171,879	97			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Unstandardized Residual Brand.Trust	Between Groups	(Combined)	5,413	7	,773	,418	,889
		Linearity	,000	1	,000	,000	1,000
		Deviation from Linearity	5,413	6	,902	,488	,816
	Within Groups		166,466	90	1,850		
Total			171,879	97			

3. Uji Multikolinearitas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Sosial.Media.Marketing	,240	4,162
	Brand.Image	,232	4,307
	Brand.Trust	,621	1,611

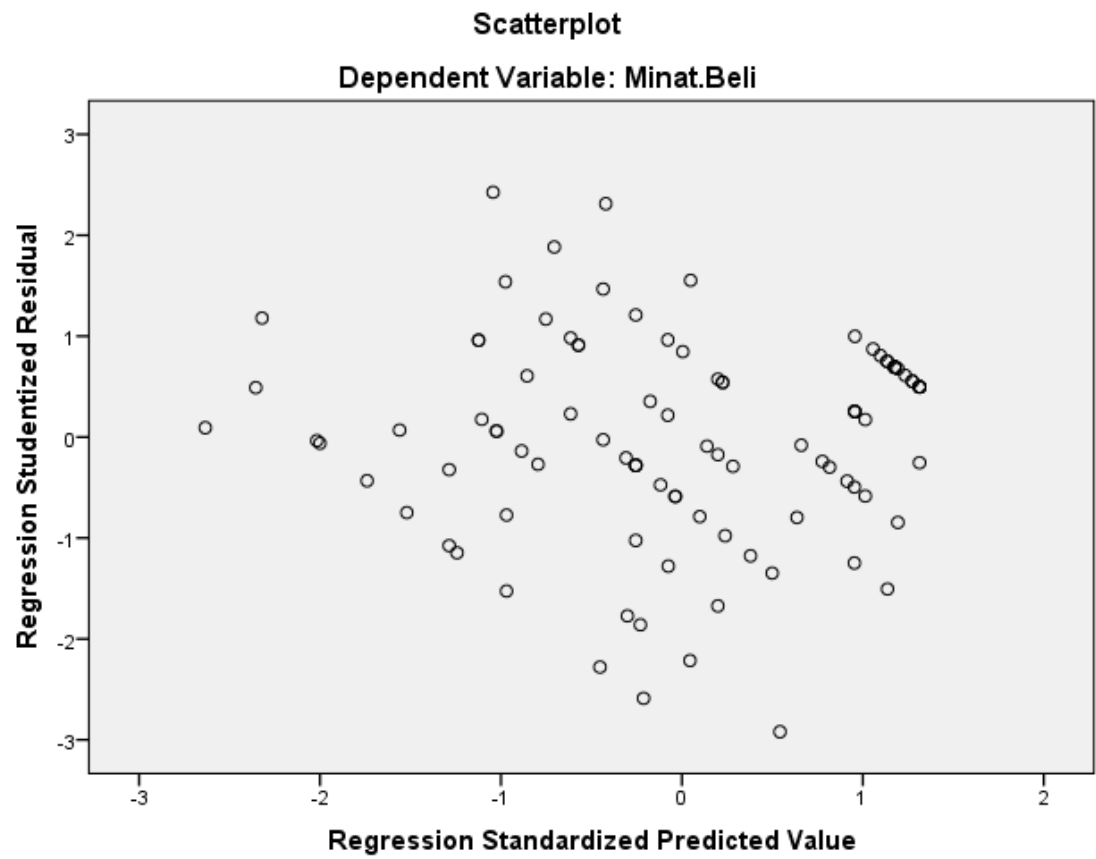
a. Dependent Variable: Minat.Beli

4. Uji Heteroskedastisitas

Correlations

			Sosial.Media. Marketing	Brand. Image	Brand. Trust	Unstandardized Residual
Spearman's rho	Sosial.Media. Marketing	Correlation Coefficient	1,000	,864**	,547**	,029
		Sig. (2-tailed)	.	,000	,000	,774
		N	98	98	98	98
	Brand.Image	Correlation Coefficient	,864**	1,000	,584**	,054
		Sig. (2-tailed)	,000	.	,000	,598
		N	98	98	98	98
	Brand.Trust	Correlation Coefficient	,547**	,584**	1,000	,054
		Sig. (2-tailed)	,000	,000	.	,595
		N	98	98	98	98
	Unstandardize d Residual	Correlation Coefficient	,029	,054	,054	1,000
		Sig. (2-tailed)	,774	,598	,595	.
		N	98	98	98	98

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



LAMPIRAN 6 Uji hipotesis

UJI HIPOTESIS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,526	1,056		4,287	,000
Sosial.Media.Marketing	,259	,094	,334	2,758	,007
Brand.Image	,340	,089	,471	3,820	,000
Brand.Trust	,075	,095	,060	,795	,429

a. Dependent Variable: Minat.Beli

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	346,121	3	115,374	63,097	,000 ^b
	Residual	171,879	94	1,829		
	Total	518,000	97			

a. Dependent Variable: Minat.Beli

b. Predictors: (Constant), Brand.Trust, Sosial.Media.Marketing, Brand.Image

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,817 ^a	,668	,658	1,352

a. Predictors: (Constant), Brand.Trust, Sosial.Media.Marketing, Brand.Image

b. Dependent Variable: Minat.Beli