

**Lampiran 01. Data Penjualan Dana Iswara Dulang periode Januari s/d Desember 2020**

DATA PENJULAN DI DANA ISWARA DULANG TAHUN 2020

| <b>BULAN</b> | <b>TERJUAL</b> | <b>JUMLAH</b>      |
|--------------|----------------|--------------------|
| JANUARI      | 7.380          | 505 Orang          |
| FEBRUARI     | 8.037          | 640 Orang          |
| MARET        | 6.410          | 425 Orang          |
| APRIL        | 5.802          | 415 Orang          |
| MEI          | 4.425          | 342 Orang          |
| JUNI         | 3.820          | 302 Orang          |
| JULI         | 3.610          | 289 Orang          |
| AGUSTUS      | 4.245          | 335 Orang          |
| SEPTEMBER    | 5.350          | 403 Orang          |
| OKTOBER      | 4.102          | 335 Orang          |
| NOVEMBER     | 3.225          | 305 Orang          |
| DESEMBER     | 2.028          | 206 Orang          |
| <b>TOTAL</b> | <b>58.434</b>  | <b>4.502 Orang</b> |

Sumber : Dana Iswara Dulang (DIS)



## Lampiran 02. Kuesioner Penelitian



**KUESIONER PENELITIAN  
UNIVERSITAS PENDIDIKAN GANESHA  
FAKULTAS EKONOMI  
JURUSAN MANAJEMEN  
PROGRAM STUDI MANAJEMEN**

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Kepada Yth. Bapak/Ibu, Saudara/i

Hal : Pengisian Kuesioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha pada program Studi Manajemen, dengan ini saya mengadakan penelitian yang berjudul **“Pengaruh *Social Media Marketing*, *Word of Mouth* dan Desain Produk terhadap Keputusan Pembelian Konsumen di Dana Iswara Dulang”**.

Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan berpartisipasi dalam penelitian ini dengan mengisi kuesioner terlampir. Data yang saya kumpulkan adalah murni untuk tujuan penelitian dan diperlakukan secara konfidensial. Atas perhatian dan kesediaan bapak/ibu mengisi kuesioner ini, saya ucapkan terima kasih.

Singaraja, 23 Desember 2021

Peneliti

I Komang Oka Sucita

NIM. 1817041133

### A. Identitas Responden

Responden diharapkan menjawab pertanyaan-pertanyaan berikut dengan mengisi bagian yang kosong atau memberi tanda (✓) pada jawaban yang tersedia.

1. Nama : .....
2. Usia : .....tahun
3. Alamat : .....
4. Jenis Kelamin :  Laki-laki  Perempuan
5. Pernah melakukan pembelian di Dana Iswara Dulang?  
 IYA  TIDAK

Jika anda menjawab IYA, silahkan lanjutkan mengisi kuesioner, namun jika menjawab TIDAK, silahkan berhenti untuk mengisi kuesioner.

### B. Petunjuk Pengisian Kuesioner

1. Pahamiilah dan baca dengan teliti beberapa pernyataan yang diberikan
2. Silakan pilih jawaban pada kolom yang tersedia dengan jujur dan sebaik-baiknya, yang menurut anda paling sesuai dengan kondisi yang dirasakan, dengan memberikan tanda centang (✓) pada pilihan jawaban yang tersedia.

Keterangan:

1. SS : Sangat Setuju
2. S : Setuju
3. R : Ragu-Ragu
4. TS : Tidak Setuju
5. STS : Sangat Tidak Setuju

### C. Daftar Pernyataan

#### 1. Social Media Marketing

| No | Indikator                 | Pernyataan   | SS | S | R | TS | STS |
|----|---------------------------|--|----|---|---|----|-----|
|    |                           | <i>Social media marketing</i>  | 5  | 4 | 3 | 2  | 1   |
| 1  | <i>Online communities</i> | Media sosial yang di miliki Dana Iswara Dulang membantu saya dalam pemberian informasi.                        |    |   |   |    |     |
| 2  | <i>Interaction</i>        | Saya menerima interaksi oleh Dana Iswara Dulang lewat media sosial yang dimiliki sangat baik.                  |    |   |   |    |     |
| 3  | <i>Sharing of content</i> | Saya melihat konten yang ada pada media sosial Dana Iswara Dulang selalu <i>up to date</i> .                   |    |   |   |    |     |
| 4  | <i>Accessibility</i>      | Media sosial <i>Facebook</i> dan <i>instagram</i> yang dimiliki Dana Iswara Dulang mudah diakses menurut saya. |    |   |   |    |     |
| 5  | <i>Credibility</i>        | Produk dari Dana Iswara Dulang yang saya beli tidak mengecewakan.  |    |   |   |    |     |

#### 2. Word of Mouth

| No | Indikator       | Pernyataan   | SS | S | R | TS | STS |
|----|-----------------|--|----|---|---|----|-----|
|    |                 | <i>Word of Mouth</i>   | 5  | 4 | 3 | 2  | 1   |
| 1  | Kemaun konsumen | Saya sering membicarakan produk dari Dana Iswara Dulang karena memiliki kualitas produk yang baik. |    |   |   |    |     |
| 2  | Rekomendasi     | Saya akan memberikan rekomendasi untuk membeli produk dulang di Dana Iswara Dulang.                |    |   |   |    |     |
| 3  | Dorongan        | Saya membeli produk dari Dana Iswara Dulang karena dorongan dari teman.                            |    |   |   |    |     |

### 3. Desain Produk

| No | Indikator                    | Pernyataan   | SS | S | R | TS | STS |
|----|------------------------------|--|----|---|---|----|-----|
|    |                              | Desain Produk  | 5  | 4 | 3 | 2  | 1   |
| 1  | Variasi desain               | Produk dulang dari Dana Iswara Dulang memiliki banyak pilihan variasi desain.        |    |   |   |    |     |
| 2  | Model terbaru                | Produk dulang di Dana Iswara Dulang selalu memiliki model terbaru                    |    |   |   |    |     |
| 3  | Desain mengikuti <i>tren</i> | Warna dan bentuk produk dulang dari Dana Iswara Dulang mengikuti perkembangan zaman. |    |   |   |    |     |

### 4. Keputusan Pembelian

| No | Indikator                                | Pernyataan  | SS | S | R | TS | STS |
|----|--|---|----|---|---|----|-----|
|    |  | Keputusan Pembelian   | 5  | 4 | 3 | 2  | 1   |
| 1  | Tujuan membeli sebuah produk             | Saya membeli produk dulang di Dana Iswara Dulang karena saya membutuhkannya   |    |   |   |    |     |
| 2  | Pemrosesan                               | Sebelum saya membeli produk di Dana Iswara Dulang saya mencari informasi tentang produk di Dana Iswara Dulang dari orang-orang. |    |   |   |    |     |
| 3  | Kemantapan pada sebuah produk            | Saya mantap membeli produk dulang di Dana Iswara Dulang.  |    |   |   |    |     |
| 4  | Memberikan rekomendasi kepada orang lain | Saya memberikan rekomendasi kepada orang lain untuk membeli produk dari Dana Iswara Dulang.                                     |    |   |   |    |     |
| 5  | Melakukan pembelian ulang                | Saya akan membeli kembali produk dulang di Dana Iswara Dulang.  |    |   |   |    |     |

**Lampiran 03. Tabulasi Data Kuesioner Variabel *Social Media Marketing* ( $X_1$ ), *Word of Mouth* ( $X_2$ ), dan *Desain Produk* ( $X_3$ ) terhadap Keputusan Pembelian ( $Y$ )**

| Res | <i>Social Media Marketing</i> |        |        |        |        | Total | <i>Word Of Mouth</i> |        |        | Total | <i>Desain Produk</i> |        |        | Total | Keputusan Pembelian |        |        |        |        | Total |
|-----|-------------------------------|--------|--------|--------|--------|-------|----------------------|--------|--------|-------|----------------------|--------|--------|-------|---------------------|--------|--------|--------|--------|-------|
|     | Item 1                        | Item 2 | Item 3 | Item 4 | Item 5 |       | Item 1               | Item 2 | Item 3 |       | Item 1               | Item 2 | Item 3 |       | Item 1              | Item 2 | Item 3 | Item 4 | Item 5 |       |
| 1   | 4                             | 4      | 4      | 4      | 5      | 16    | 5                    | 4      | 5      | 14    | 4                    | 4      | 3      | 11    | 5                   | 4      | 5      | 3      | 4      | 21    |
| 2   | 4                             | 3      | 3      | 4      | 4      | 14    | 3                    | 3      | 3      | 9     | 5                    | 4      | 4      | 13    | 4                   | 4      | 4      | 3      | 4      | 19    |
| 3   | 3                             | 4      | 4      | 4      | 4      | 15    | 4                    | 4      | 3      | 11    | 5                    | 4      | 4      | 13    | 5                   | 4      | 4      | 4      | 4      | 21    |
| 4   | 4                             | 4      | 3      | 4      | 4      | 15    | 5                    | 5      | 5      | 15    | 4                    | 4      | 5      | 13    | 5                   | 4      | 5      | 3      | 5      | 22    |
| 5   | 4                             | 4      | 4      | 5      | 5      | 17    | 4                    | 5      | 5      | 14    | 5                    | 5      | 5      | 15    | 5                   | 4      | 4      | 4      | 4      | 21    |
| 6   | 4                             | 4      | 4      | 4      | 5      | 16    | 5                    | 5      | 5      | 15    | 5                    | 4      | 5      | 14    | 5                   | 5      | 5      | 3      | 5      | 23    |
| 7   | 4                             | 5      | 5      | 4      | 5      | 18    | 4                    | 4      | 5      | 13    | 5                    | 5      | 5      | 15    | 4                   | 5      | 4      | 4      | 5      | 22    |
| 8   | 3                             | 4      | 4      | 4      | 5      | 15    | 5                    | 5      | 5      | 15    | 5                    | 4      | 4      | 13    | 5                   | 5      | 4      | 5      | 5      | 24    |
| 9   | 5                             | 5      | 5      | 5      | 5      | 20    | 5                    | 5      | 5      | 15    | 5                    | 5      | 5      | 15    | 5                   | 5      | 5      | 4      | 5      | 24    |
| 10  | 4                             | 4      | 4      | 4      | 4      | 16    | 5                    | 4      | 5      | 14    | 4                    | 4      | 3      | 11    | 4                   | 4      | 4      | 3      | 5      | 20    |
| 11  | 4                             | 4      | 4      | 5      | 4      | 17    | 5                    | 5      | 5      | 15    | 4                    | 4      | 4      | 12    | 4                   | 4      | 5      | 4      | 4      | 21    |
| 12  | 3                             | 4      | 4      | 4      | 4      | 15    | 5                    | 5      | 4      | 14    | 4                    | 4      | 3      | 11    | 4                   | 5      | 4      | 3      | 5      | 21    |
| 13  | 4                             | 4      | 4      | 5      | 5      | 17    | 4                    | 4      | 4      | 12    | 4                    | 3      | 3      | 10    | 4                   | 4      | 4      | 3      | 5      | 20    |
| 14  | 4                             | 3      | 5      | 4      | 5      | 16    | 4                    | 5      | 4      | 13    | 4                    | 4      | 4      | 12    | 5                   | 4      | 4      | 3      | 5      | 21    |
| 15  | 5                             | 5      | 4      | 4      | 5      | 18    | 4                    | 4      | 4      | 12    | 4                    | 3      | 3      | 10    | 4                   | 5      | 4      | 3      | 4      | 20    |
| 16  | 2                             | 3      | 3      | 3      | 3      | 11    | 3                    | 3      | 3      | 9     | 4                    | 3      | 4      | 11    | 4                   | 3      | 3      | 3      | 3      | 16    |
| 17  | 3                             | 3      | 3      | 3      | 4      | 12    | 3                    | 3      | 3      | 9     | 3                    | 3      | 3      | 9     | 4                   | 4      | 3      | 3      | 3      | 17    |
| 18  | 4                             | 4      | 5      | 4      | 4      | 17    | 4                    | 5      | 4      | 13    | 5                    | 5      | 4      | 14    | 4                   | 4      | 5      | 3      | 5      | 21    |
| 19  | 5                             | 5      | 5      | 5      | 5      | 20    | 4                    | 5      | 5      | 14    | 4                    | 4      | 4      | 12    | 5                   | 5      | 5      | 4      | 5      | 24    |

| Res | Social Media Marketing |        |        |        |        | Total | Word Of Mouth |        |        | Total | Desain Produk |        |        | Total | Keputusan Pembelian |        |        |        |        | Total |
|-----|------------------------|--------|--------|--------|--------|-------|---------------|--------|--------|-------|---------------|--------|--------|-------|---------------------|--------|--------|--------|--------|-------|
|     | Item 1                 | Item 2 | Item 3 | Item 4 | Item 5 |       | Item 1        | Item 2 | Item 3 |       | Item 1        | Item 2 | Item 3 |       | Item 1              | Item 2 | Item 3 | Item 4 | Item 5 |       |
| 20  | 4                      | 5      | 4      | 5      | 5      | 18    | 5             | 5      | 5      | 15    | 5             | 5      | 5      | 15    | 5                   | 5      | 5      | 5      | 5      | 25    |
| 21  | 4                      | 5      | 4      | 4      | 4      | 17    | 5             | 4      | 4      | 13    | 4             | 4      | 3      | 11    | 4                   | 4      | 5      | 3      | 5      | 21    |
| 22  | 5                      | 5      | 5      | 5      | 5      | 20    | 5             | 5      | 5      | 15    | 5             | 5      | 5      | 15    | 5                   | 5      | 5      | 5      | 5      | 25    |
| 23  | 4                      | 4      | 4      | 4      | 5      | 16    | 5             | 4      | 4      | 13    | 5             | 4      | 4      | 13    | 5                   | 5      | 5      | 3      | 4      | 22    |
| 24  | 5                      | 4      | 5      | 4      | 5      | 18    | 4             | 4      | 4      | 12    | 4             | 4      | 3      | 11    | 4                   | 4      | 4      | 4      | 4      | 20    |
| 25  | 5                      | 4      | 5      | 4      | 4      | 18    | 5             | 4      | 4      | 13    | 5             | 4      | 4      | 13    | 5                   | 4      | 4      | 4      | 5      | 22    |
| 26  | 3                      | 4      | 4      | 4      | 4      | 15    | 5             | 5      | 5      | 15    | 4             | 4      | 3      | 11    | 4                   | 5      | 4      | 4      | 4      | 21    |
| 27  | 4                      | 5      | 5      | 5      | 5      | 19    | 5             | 4      | 5      | 14    | 4             | 5      | 4      | 13    | 5                   | 4      | 5      | 4      | 5      | 23    |
| 28  | 5                      | 4      | 5      | 5      | 4      | 19    | 4             | 4      | 4      | 12    | 4             | 4      | 4      | 12    | 4                   | 5      | 5      | 3      | 5      | 22    |
| 29  | 3                      | 3      | 4      | 4      | 4      | 14    | 4             | 4      | 4      | 12    | 4             | 4      | 3      | 11    | 4                   | 4      | 5      | 4      | 4      | 21    |
| 30  | 3                      | 3      | 4      | 4      | 4      | 14    | 4             | 4      | 4      | 12    | 4             | 4      | 3      | 11    | 5                   | 5      | 4      | 3      | 4      | 21    |
| 31  | 3                      | 3      | 4      | 4      | 4      | 14    | 5             | 4      | 5      | 14    | 5             | 4      | 3      | 12    | 4                   | 5      | 4      | 4      | 4      | 21    |
| 32  | 3                      | 3      | 4      | 4      | 4      | 14    | 4             | 5      | 5      | 14    | 4             | 5      | 3      | 12    | 4                   | 5      | 4      | 4      | 4      | 21    |
| 33  | 3                      | 3      | 3      | 4      | 4      | 13    | 4             | 4      | 5      | 13    | 4             | 4      | 3      | 11    | 5                   | 4      | 4      | 3      | 4      | 20    |
| 34  | 3                      | 3      | 3      | 4      | 4      | 13    | 5             | 4      | 4      | 13    | 4             | 4      | 3      | 11    | 4                   | 4      | 4      | 4      | 3      | 19    |
| 35  | 5                      | 5      | 5      | 5      | 5      | 20    | 5             | 4      | 5      | 14    | 4             | 4      | 3      | 11    | 4                   | 4      | 4      | 3      | 4      | 19    |
| 36  | 4                      | 5      | 5      | 5      | 5      | 19    | 5             | 4      | 4      | 13    | 4             | 3      | 3      | 10    | 4                   | 4      | 4      | 3      | 3      | 18    |
| 37  | 4                      | 4      | 4      | 5      | 5      | 17    | 4             | 4      | 4      | 12    | 4             | 3      | 3      | 10    | 4                   | 4      | 4      | 3      | 3      | 18    |
| 38  | 4                      | 4      | 4      | 5      | 4      | 17    | 4             | 4      | 4      | 12    | 3             | 3      | 3      | 9     | 4                   | 4      | 3      | 3      | 3      | 17    |
| 39  | 3                      | 3      | 4      | 4      | 4      | 14    | 4             | 4      | 4      | 12    | 4             | 3      | 3      | 10    | 4                   | 4      | 4      | 3      | 3      | 18    |
| 40  | 3                      | 3      | 3      | 3      | 4      | 12    | 4             | 4      | 4      | 12    | 3             | 3      | 3      | 9     | 3                   | 4      | 3      | 3      | 3      | 16    |

| Res | Social Media Marketing |        |        |        |        | Total | Word Of Mouth |        |        | Total | Desain Produk |        |        | Total | Keputusan Pembelian |        |        |        |        | Total |
|-----|------------------------|--------|--------|--------|--------|-------|---------------|--------|--------|-------|---------------|--------|--------|-------|---------------------|--------|--------|--------|--------|-------|
|     | Item 1                 | Item 2 | Item 3 | Item 4 | Item 5 |       | Item 1        | Item 2 | Item 3 |       | Item 1        | Item 2 | Item 3 |       | Item 1              | Item 2 | Item 3 | Item 4 | Item 5 |       |
| 41  | 3                      | 3      | 3      | 4      | 3      | 13    | 4             | 4      | 4      | 12    | 4             | 4      | 3      | 11    | 4                   | 3      | 3      | 3      | 3      | 16    |
| 42  | 4                      | 4      | 5      | 4      | 5      | 17    | 4             | 5      | 5      | 14    | 5             | 4      | 4      | 13    | 4                   | 5      | 4      | 3      | 4      | 20    |
| 43  | 4                      | 4      | 4      | 4      | 4      | 16    | 4             | 5      | 5      | 14    | 4             | 4      | 3      | 11    | 4                   | 5      | 4      | 3      | 5      | 21    |
| 44  | 4                      | 5      | 4      | 4      | 5      | 17    | 5             | 5      | 4      | 14    | 5             | 4      | 3      | 12    | 4                   | 4      | 5      | 3      | 5      | 21    |
| 45  | 5                      | 5      | 4      | 4      | 4      | 18    | 4             | 4      | 5      | 13    | 5             | 4      | 4      | 13    | 4                   | 4      | 5      | 4      | 5      | 22    |
| 46  | 5                      | 5      | 5      | 4      | 5      | 19    | 4             | 5      | 4      | 13    | 4             | 4      | 4      | 12    | 5                   | 5      | 5      | 3      | 5      | 23    |
| 47  | 4                      | 4      | 4      | 4      | 4      | 16    | 4             | 4      | 4      | 12    | 4             | 4      | 4      | 12    | 4                   | 4      | 4      | 4      | 3      | 19    |
| 48  | 4                      | 4      | 4      | 4      | 5      | 16    | 5             | 5      | 5      | 15    | 4             | 5      | 4      | 13    | 5                   | 4      | 4      | 4      | 4      | 21    |
| 49  | 3                      | 4      | 4      | 4      | 4      | 15    | 4             | 5      | 4      | 13    | 4             | 5      | 4      | 13    | 4                   | 4      | 4      | 4      | 3      | 19    |
| 50  | 4                      | 4      | 5      | 5      | 5      | 18    | 5             | 5      | 4      | 14    | 4             | 4      | 4      | 12    | 5                   | 5      | 5      | 3      | 4      | 22    |
| 51  | 4                      | 4      | 5      | 4      | 5      | 17    | 5             | 5      | 4      | 14    | 5             | 5      | 5      | 15    | 5                   | 5      | 5      | 4      | 4      | 23    |
| 52  | 4                      | 4      | 4      | 4      | 3      | 16    | 4             | 4      | 4      | 12    | 4             | 4      | 4      | 12    | 4                   | 4      | 4      | 3      | 4      | 19    |
| 53  | 4                      | 4      | 4      | 4      | 3      | 16    | 4             | 4      | 4      | 12    | 5             | 4      | 4      | 13    | 4                   | 4      | 4      | 3      | 4      | 19    |
| 54  | 4                      | 5      | 5      | 5      | 5      | 19    | 5             | 5      | 5      | 15    | 5             | 5      | 4      | 14    | 5                   | 5      | 5      | 4      | 5      | 24    |
| 55  | 4                      | 5      | 4      | 4      | 4      | 17    | 5             | 5      | 4      | 14    | 4             | 5      | 4      | 13    | 4                   | 4      | 5      | 3      | 5      | 21    |
| 56  | 5                      | 4      | 4      | 4      | 5      | 17    | 4             | 4      | 4      | 12    | 4             | 4      | 3      | 11    | 5                   | 4      | 4      | 3      | 4      | 20    |
| 57  | 5                      | 4      | 4      | 4      | 4      | 17    | 5             | 4      | 5      | 14    | 5             | 4      | 4      | 13    | 4                   | 4      | 4      | 4      | 4      | 20    |
| 58  | 4                      | 5      | 5      | 5      | 4      | 19    | 4             | 4      | 4      | 12    | 4             | 5      | 4      | 13    | 5                   | 5      | 5      | 5      | 5      | 25    |
| 59  | 3                      | 3      | 4      | 4      | 4      | 14    | 5             | 5      | 4      | 14    | 3             | 3      | 3      | 9     | 3                   | 4      | 3      | 3      | 3      | 16    |
| 60  | 3                      | 3      | 4      | 4      | 4      | 14    | 4             | 4      | 5      | 13    | 3             | 3      | 3      | 9     | 4                   | 3      | 3      | 3      | 3      | 16    |
| 61  | 4                      | 5      | 5      | 5      | 5      | 19    | 4             | 4      | 5      | 13    | 4             | 4      | 5      | 13    | 4                   | 4      | 4      | 4      | 3      | 19    |



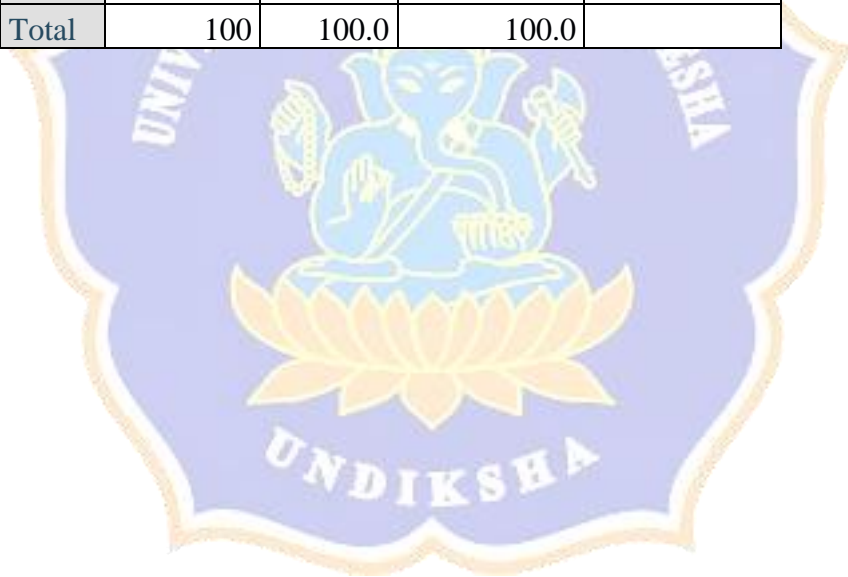
| Res | Social Media Marketing |        |        |        |        | Total | Word Of Mouth |        |        | Total | Desain Produk |        |        | Total | Keputusan Pembelian |        |        |        |        | Total |
|-----|------------------------|--------|--------|--------|--------|-------|---------------|--------|--------|-------|---------------|--------|--------|-------|---------------------|--------|--------|--------|--------|-------|
|     | Item 1                 | Item 2 | Item 3 | Item 4 | Item 5 |       | Item 1        | Item 2 | Item 3 |       | Item 1        | Item 2 | Item 3 |       | Item 1              | Item 2 | Item 3 | Item 4 | Item 5 |       |
| 62  | 4                      | 5      | 4      | 4      | 5      | 17    | 4             | 5      | 5      | 14    | 4             | 3      | 3      | 10    | 4                   | 4      | 4      | 4      | 3      | 19    |
| 63  | 4                      | 5      | 4      | 4      | 4      | 17    | 4             | 5      | 4      | 13    | 4             | 4      | 3      | 11    | 5                   | 5      | 4      | 3      | 4      | 21    |
| 64  | 5                      | 4      | 4      | 4      | 5      | 17    | 4             | 4      | 4      | 12    | 4             | 4      | 3      | 11    | 5                   | 5      | 4      | 3      | 4      | 21    |
| 65  | 4                      | 4      | 4      | 5      | 4      | 17    | 4             | 4      | 4      | 12    | 4             | 4      | 4      | 12    | 4                   | 5      | 5      | 4      | 5      | 23    |
| 66  | 3                      | 4      | 4      | 4      | 4      | 15    | 3             | 4      | 3      | 10    | 4             | 4      | 4      | 12    | 5                   | 4      | 4      | 4      | 5      | 22    |
| 67  | 3                      | 3      | 4      | 4      | 3      | 14    | 4             | 4      | 4      | 12    | 5             | 4      | 4      | 13    | 5                   | 4      | 5      | 4      | 5      | 23    |
| 68  | 5                      | 4      | 4      | 4      | 4      | 17    | 3             | 4      | 3      | 10    | 4             | 4      | 3      | 11    | 4                   | 5      | 5      | 3      | 4      | 21    |
| 69  | 5                      | 4      | 4      | 4      | 4      | 17    | 4             | 3      | 4      | 11    | 4             | 4      | 4      | 12    | 4                   | 4      | 5      | 4      | 4      | 21    |
| 70  | 5                      | 4      | 4      | 4      | 4      | 17    | 3             | 3      | 4      | 10    | 3             | 4      | 4      | 11    | 4                   | 5      | 5      | 3      | 4      | 21    |
| 71  | 4                      | 4      | 3      | 3      | 3      | 14    | 4             | 4      | 4      | 12    | 3             | 3      | 4      | 10    | 5                   | 4      | 4      | 4      | 3      | 20    |
| 72  | 4                      | 3      | 3      | 4      | 3      | 14    | 4             | 4      | 3      | 11    | 4             | 3      | 4      | 11    | 3                   | 4      | 3      | 4      | 3      | 17    |
| 73  | 3                      | 4      | 4      | 4      | 4      | 15    | 4             | 4      | 3      | 11    | 3             | 3      | 3      | 9     | 3                   | 3      | 3      | 3      | 3      | 15    |
| 74  | 4                      | 3      | 4      | 3      | 3      | 14    | 4             | 4      | 4      | 12    | 4             | 3      | 4      | 11    | 4                   | 4      | 3      | 4      | 3      | 18    |
| 75  | 3                      | 3      | 3      | 3      | 4      | 12    | 3             | 4      | 4      | 11    | 4             | 3      | 3      | 10    | 3                   | 4      | 3      | 3      | 2      | 15    |
| 76  | 3                      | 3      | 4      | 3      | 4      | 13    | 3             | 3      | 3      | 9     | 3             | 3      | 3      | 9     | 3                   | 4      | 3      | 3      | 3      | 16    |
| 77  | 3                      | 3      | 4      | 3      | 3      | 13    | 3             | 4      | 4      | 11    | 3             | 3      | 3      | 9     | 3                   | 3      | 3      | 3      | 2      | 14    |
| 78  | 3                      | 3      | 4      | 4      | 3      | 14    | 4             | 4      | 4      | 12    | 3             | 3      | 4      | 10    | 4                   | 4      | 4      | 4      | 4      | 20    |
| 79  | 4                      | 4      | 4      | 3      | 4      | 15    | 4             | 4      | 4      | 12    | 4             | 3      | 4      | 11    | 4                   | 4      | 4      | 4      | 4      | 20    |
| 80  | 4                      | 4      | 4      | 3      | 3      | 15    | 4             | 4      | 4      | 12    | 4             | 4      | 4      | 12    | 5                   | 4      | 4      | 4      | 4      | 21    |
| 81  | 3                      | 4      | 4      | 4      | 4      | 15    | 4             | 3      | 3      | 10    | 4             | 4      | 4      | 12    | 4                   | 4      | 4      | 3      | 3      | 18    |
| 82  | 4                      | 4      | 4      | 4      | 5      | 16    | 3             | 4      | 3      | 10    | 4             | 3      | 3      | 10    | 4                   | 4      | 4      | 3      | 3      | 18    |

| Res | Social Media Marketing |        |        |        |        | Total | Word Of Mouth |        |        | Total | Desain Produk |        |        | Total | Keputusan Pembelian |        |        |        |        | Total |
|-----|------------------------|--------|--------|--------|--------|-------|---------------|--------|--------|-------|---------------|--------|--------|-------|---------------------|--------|--------|--------|--------|-------|
|     | Item 1                 | Item 2 | Item 3 | Item 4 | Item 5 |       | Item 1        | Item 2 | Item 3 |       | Item 1        | Item 2 | Item 3 |       | Item 1              | Item 2 | Item 3 | Item 4 | Item 5 |       |
| 83  | 4                      | 3      | 3      | 4      | 4      | 14    | 4             | 4      | 3      | 11    | 4             | 4      | 4      | 12    | 3                   | 4      | 4      | 3      | 3      | 17    |
| 84  | 4                      | 4      | 4      | 4      | 5      | 16    | 3             | 3      | 3      | 9     | 4             | 3      | 4      | 11    | 4                   | 4      | 4      | 3      | 3      | 18    |
| 85  | 3                      | 4      | 4      | 3      | 4      | 14    | 4             | 4      | 4      | 12    | 3             | 4      | 4      | 11    | 4                   | 4      | 4      | 3      | 4      | 19    |
| 86  | 3                      | 4      | 4      | 3      | 4      | 14    | 4             | 4      | 3      | 11    | 4             | 4      | 4      | 12    | 4                   | 4      | 4      | 4      | 4      | 20    |
| 87  | 4                      | 3      | 4      | 4      | 4      | 15    | 3             | 3      | 4      | 10    | 5             | 3      | 4      | 12    | 4                   | 4      | 4      | 4      | 3      | 19    |
| 88  | 3                      | 4      | 4      | 3      | 3      | 14    | 3             | 3      | 3      | 9     | 4             | 4      | 4      | 12    | 4                   | 4      | 4      | 4      | 4      | 20    |
| 89  | 4                      | 4      | 4      | 4      | 3      | 16    | 3             | 3      | 4      | 10    | 5             | 4      | 4      | 13    | 5                   | 4      | 3      | 4      | 4      | 20    |
| 90  | 4                      | 4      | 5      | 5      | 4      | 18    | 3             | 4      | 4      | 11    | 4             | 4      | 4      | 12    | 3                   | 4      | 4      | 4      | 3      | 18    |
| 91  | 4                      | 4      | 5      | 5      | 5      | 18    | 4             | 3      | 3      | 10    | 4             | 3      | 3      | 10    | 4                   | 3      | 3      | 3      | 3      | 16    |
| 92  | 3                      | 4      | 4      | 5      | 5      | 16    | 4             | 4      | 4      | 12    | 4             | 3      | 3      | 10    | 3                   | 4      | 3      | 3      | 3      | 16    |
| 93  | 4                      | 4      | 5      | 5      | 4      | 18    | 4             | 4      | 3      | 11    | 4             | 4      | 4      | 12    | 4                   | 4      | 4      | 4      | 3      | 19    |
| 94  | 3                      | 4      | 4      | 5      | 5      | 16    | 3             | 4      | 3      | 10    | 3             | 3      | 4      | 10    | 4                   | 4      | 4      | 4      | 3      | 19    |
| 95  | 4                      | 4      | 4      | 5      | 5      | 17    | 4             | 3      | 4      | 11    | 4             | 4      | 5      | 13    | 3                   | 4      | 4      | 4      | 3      | 18    |
| 96  | 4                      | 4      | 4      | 5      | 4      | 17    | 3             | 4      | 3      | 10    | 4             | 4      | 4      | 12    | 5                   | 4      | 5      | 4      | 4      | 22    |
| 97  | 4                      | 4      | 4      | 4      | 5      | 16    | 4             | 3      | 4      | 11    | 4             | 4      | 4      | 12    | 5                   | 5      | 4      | 4      | 4      | 22    |
| 98  | 3                      | 3      | 4      | 4      | 4      | 14    | 4             | 4      | 4      | 12    | 5             | 4      | 4      | 13    | 5                   | 4      | 5      | 4      | 4      | 22    |
| 99  | 3                      | 4      | 4      | 4      | 4      | 15    | 5             | 4      | 4      | 13    | 4             | 4      | 4      | 12    | 5                   | 4      | 4      | 4      | 4      | 21    |
| 100 | 3                      | 4      | 3      | 4      | 4      | 14    | 5             | 5      | 5      | 15    | 5             | 4      | 4      | 13    | 4                   | 4      | 4      | 3      | 3      | 18    |

**Lampiran 04. Output SPSS 24.0 for Windows Deskripsi Data Responden**

| <b>Jenis_Kelamin</b> |           |           |         |               |                    |
|----------------------|-----------|-----------|---------|---------------|--------------------|
|                      |           | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                | Laki-laki | 11        | 11.0    | 11.0          | 11.0               |
|                      | Perempuan | 89        | 89.0    | 89.0          | 100.0              |
|                      | Total     | 100       | 100.0   | 100.0         |                    |

| <b>Usia</b> |       |           |         |               |                    |
|-------------|-------|-----------|---------|---------------|--------------------|
|             |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid       | 20-28 | 14        | 14.0    | 14.0          | 14.0               |
|             | 28-36 | 31        | 31.0    | 31.0          | 45.0               |
|             | 36-44 | 49        | 49.0    | 49.0          | 94.0               |
|             | 44-52 | 6         | 6.0     | 6.0           | 100.0              |
|             | Total | 100       | 100.0   | 100.0         |                    |



**Lampiran 05. Output SPSS 24.0 for Windows Uji Validitas**

1. *Social Media Marketing*

|          |                     | Correlations |        |        |        |        |          |
|----------|---------------------|--------------|--------|--------|--------|--------|----------|
|          |                     | X1.1         | X1.2   | X1.3   | X1.4   | X1.5   | X1.Total |
| X1.1     | Pearson Correlation | 1            | .557** | .455** | .360** | .374** | .781**   |
|          | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000   | .000     |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100      |
| X1.2     | Pearson Correlation | .557**       | 1      | .532** | .444** | .490** | .820**   |
|          | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000   | .000     |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100      |
| X1.3     | Pearson Correlation | .455**       | .532** | 1      | .507** | .464** | .785**   |
|          | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000   | .000     |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100      |
| X1.4     | Pearson Correlation | .360**       | .444** | .507** | 1      | .506** | .727**   |
|          | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000   | .000     |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100      |
| X1.5     | Pearson Correlation | .374**       | .490** | .464** | .506** | 1      | .585**   |
|          | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |        | .000     |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100      |
| X1.Total | Pearson Correlation | .781**       | .820** | .785** | .727** | .585** | 1        |
|          | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   |          |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100      |

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

2. *Word of Mouth*

|  |                     | <b>Correlations</b> |        |        |          |
|--|---------------------|---------------------|--------|--------|----------|
|  |                     | X2.1                | X2.2   | X2.3   | X2.Total |
| X2.1   | Pearson Correlation | 1                   | .576** | .593** | .857**   |
|  | Sig. (2-tailed)     |                     | .000   | .000   | .000     |
|  | N                   | 100                 | 100    | 100    | 100      |
| X2.2   | Pearson Correlation | .576**              | 1      | .552** | .831**   |
|  | Sig. (2-tailed)     | .000                |        | .000   | .000     |
|  | N                   | 100                 | 100    | 100    | 100      |
| X2.3   | Pearson Correlation | .593**              | .552** | 1      | .850**   |
|  | Sig. (2-tailed)     | .000                | .000   |        | .000     |
|  | N                   | 100                 | 100    | 100    | 100      |
| X2.Total<br>1  | Pearson Correlation | .857**              | .831** | .850** | 1        |
|  | Sig. (2-tailed)     | .000                | .000   | .000   |          |
|  | N                   | 100                 | 100    | 100    | 100      |
| **. Correlation is significant at the 0.01 level (2-tailed). |                     |                     |        |        |          |



## 3. Desain Produk

| Correlations   |                     |        |        |        |          |
|--|---------------------|--------|--------|--------|----------|
|  |                     | X3.1   | X3.2   | X3.3   | X3.Total |
| X3.1   | Pearson Correlation | 1      | .516** | .427** | .796**   |
|  | Sig. (2-tailed)     |        | .000   | .000   | .000     |
|  | N                   | 100    | 100    | 100    | 100      |
| X3.2   | Pearson Correlation | .516** | 1      | .487** | .829**   |
|  | Sig. (2-tailed)     | .000   |        | .000   | .000     |
|  | N                   | 100    | 100    | 100    | 100      |
| X3.3   | Pearson Correlation | .427** | .487** | 1      | .795**   |
|  | Sig. (2-tailed)     | .000   | .000   |        | .000     |
|  | N                   | 100    | 100    | 100    | 100      |
| X3.Total<br>1  | Pearson Correlation | .796** | .829** | .795** | 1        |
|  | Sig. (2-tailed)     | .000   | .000   | .000   |          |
|  | N                   | 100    | 100    | 100    | 100      |
| **. Correlation is significant at the 0.01 level (2-tailed). |                     |        |        |        |          |



## 4. Keputusan Pembelian

| Correlations   |                     |        |        |        |        |        |         |
|--|---------------------|--------|--------|--------|--------|--------|---------|
|  |                     | Y.1    | Y.2    | Y.3    | Y.4    | Y.5    | Y.Total |
| Y.1  | Pearson Correlation | 1      | .380** | .507** | .299** | .567** | .759**  |
|  | Sig. (2-tailed)     |        | .000   | .000   | .003   | .000   | .000    |
|  | N                   | 100    | 100    | 100    | 100    | 100    | 100     |
| Y.2  | Pearson Correlation | .380** | 1      | .510** | .205*  | .523** | .698**  |
|  | Sig. (2-tailed)     | .000   |        | .000   | .041   | .000   | .000    |
|  | N                   | 100    | 100    | 100    | 100    | 100    | 100     |
| Y.3  | Pearson Correlation | .507** | .510** | 1      | .241*  | .676** | .817**  |
|  | Sig. (2-tailed)     | .000   | .000   |        | .016   | .000   | .000    |
|  | N                   | 100    | 100    | 100    | 100    | 100    | 100     |
| Y.4  | Pearson Correlation | .299** | .205*  | .241*  | 1      | .209*  | .506**  |
|  | Sig. (2-tailed)     | .003   | .041   | .016   |        | .037   | .000    |
|  | N                   | 100    | 100    | 100    | 100    | 100    | 100     |
| Y.5  | Pearson Correlation | .567** | .523** | .676** | .209*  | 1      | .850**  |
|  | Sig. (2-tailed)     | .000   | .000   | .000   | .037   |        | .000    |
|  | N                   | 100    | 100    | 100    | 100    | 100    | 100     |
| Y.Total  | Pearson Correlation | .759** | .698** | .817** | .506** | .850** | 1       |
|  | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |         |
|  | N                   | 100    | 100    | 100    | 100    | 100    | 100     |
| **. Correlation is significant at the 0.01 level (2-tailed). |                     |        |        |        |        |        |         |
| *. Correlation is significant at the 0.05 level (2-tailed).  |                     |        |        |        |        |        |         |

### Lampiran 06. Output SPSS 24.0 for Windows Uji Reliabilitas

#### 1. Social Media Marketing

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .813                   | 5          |

#### Word of Mouth

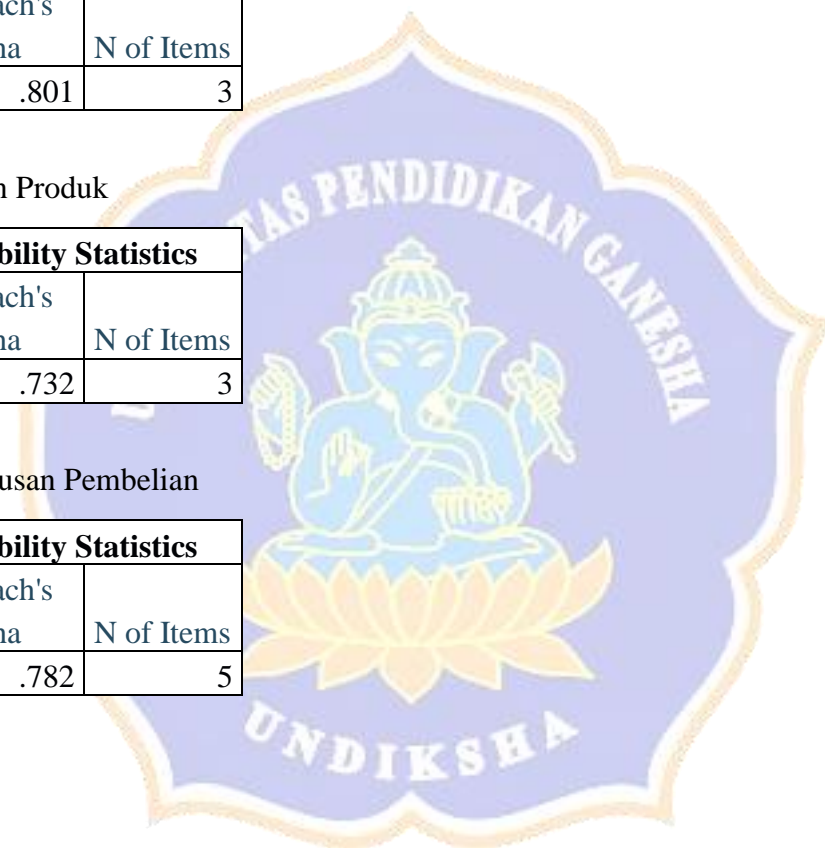
| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .801                   | 3          |

#### 2. Desain Produk

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .732                   | 3          |

#### 3. Keputusan Pembelian

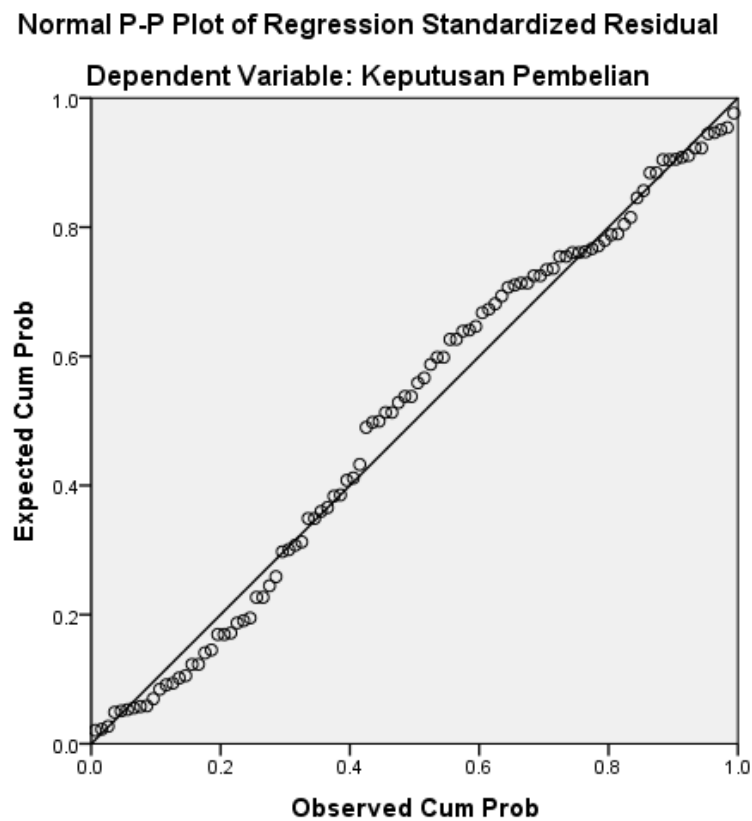
| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .782                   | 5          |





### Lampiran 07. Output SPSS 24.0 for Windows Uji Asumsi Klasik

#### 1. Uji Normalitas



| One-Sample Kolmogorov-Smirnov Test     |                |                         |
|--|----------------|-------------------------|
|  |                | Unstandardized Residual |
| N                                      |                | 100                     |
| Normal Parameters <sup>a,b</sup>       | Mean           | .0000000                |
|  | Std. Deviation | 1.54556243              |
| Most Extreme Differences               | Absolute       | .078                    |
|  | Positive       | .059                    |
|  | Negative       | -.078                   |
| Test Statistic                         |                | .078                    |
| Asymp. Sig. (2-tailed)                 |                | .138 <sup>c</sup>       |
| a. Test distribution is Normal.        |                |                         |
| b. Calculated from data.               |                |                         |
| c. Lilliefors Significance Correction. |                |                         |

## 2. Uji Multikolinearitas

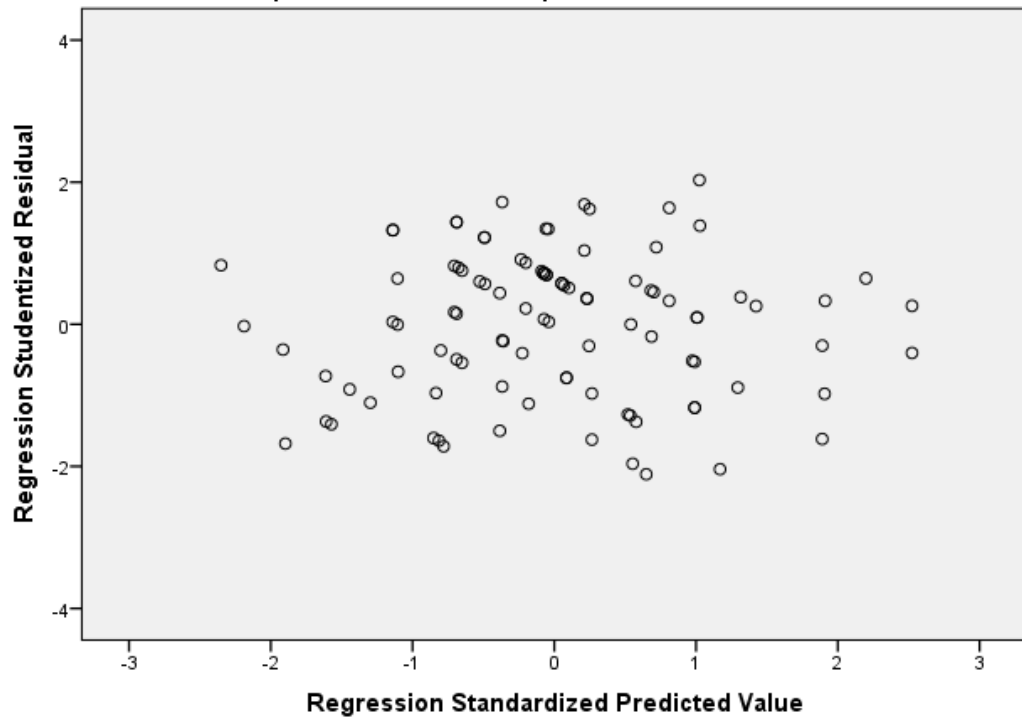
| Coefficients <sup>a</sup> |                               |                         |       |
|---------------------------|-------------------------------|-------------------------|-------|
| Model                     |                               | Collinearity Statistics |       |
|                           |                               | Tolerance               | VIF   |
| 1                         | (Constant)                    |                         |       |
|                           | <i>Social Media Marketing</i> | .792                    | 1.262 |
|                           | Word of Mouth                 | .799                    | 1.251 |
|                           | Desain Produk                 | .756                    | 1.324 |

a. Dependent Variable: Keputusan Pembelian

## 3. Uji Heteroskedastisitas

## Scatterplot

Dependent Variable: Keputusan Pembelian



| Coefficients <sup>a</sup> |                               |                             |            |                           |        |      |
|---------------------------|-------------------------------|-----------------------------|------------|---------------------------|--------|------|
| Model                     |                               | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                           |                               | B                           | Std. Error | Beta                      |        |      |
| 1                         | (Constant)                    | 1.801                       | .853       |                           | 2.113  | .037 |
|                           | <i>Social Media Marketing</i> | .005                        | .048       | .011                      | .095   | .925 |
|                           | Word of Mouth                 | -.068                       | .056       | -.137                     | -1.205 | .231 |
|                           | Desain Produk                 | .022                        | .064       | .040                      | .341   | .734 |

a. Dependent Variable: RES2



**Lampiran 08. Output SPSS 24.0 for Windows Uji Regresi Linier Berganda**

| Model Summary  |                   |          |                   |                            |
|--|-------------------|----------|-------------------|----------------------------|
| Model  | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1  | .762 <sup>a</sup> | .581     | .568              | 1.56953                    |
| a. Predictors: (Constant), Desain Produk, Word of Mouth, <i>Social Media Marketing</i> |                   |          |                   |                            |

| ANOVA <sup>a</sup>   |            |                |    |             |        |                   |
|--|------------|----------------|----|-------------|--------|-------------------|
| Model  |            | Sum of Squares | df | Mean Square | F      | Sig.              |
| 1  | Regression | 327.472        | 3  | 109.157     | 44.311 | .000 <sup>b</sup> |
|  | Residual   | 236.488        | 96 | 2.463       |        |                   |
|  | Total      | 563.960        | 99 |             |        |                   |
| a. Dependent Variable: Keputusan Pembelian   |            |                |    |             |        |                   |
| b. Predictors: (Constant), Desain Produk, Word of Mouth, <i>Social Media Marketing</i> |            |                |    |             |        |                   |

| Coefficients <sup>a</sup>                  |                               |                             |            |                           |       |      |              |         |      |
|--|-------------------------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|
| Model                                      |                               | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlations |         |      |
|  |                               | B                           | Std. Error | Beta                      |       |      | Zero-order   | Partial | Part |
| 1  | (Constant)                    | 2.446                       | 1.588      |                           | 1.541 | .127 |              |         |      |
|  | <i>Social media marketing</i> | .295                        | .089       | .248                      | 3.334 | .001 | .525         | .322    | .220 |
|  | Word of mouth                 | .265                        | .105       | .187                      | 2.530 | .013 | .481         | .250    | .167 |
|  | Desain Produk                 | .819                        | .120       | .519                      | 6.824 | .000 | .695         | .572    | .451 |
| a. Dependent Variable: Keputusan Pembelian |                               |                             |            |                           |       |      |              |         |      |

**Lampiran 09. Dokumentasi Kegiatan**



