



**LAMPIRAN**

## Lampiran 01. Kuesioner Penelitian



### **PENGARUH *INFLUENCER MARKETING* DAN *BRAND AWARENESS* TERHADAP *PURCHASE INTENTION* MINUMAN ES TEH INDONESIA DI KOTA SINGARAJA**

Kepada

Yth. Bapak/Ibu, Saudara/i

Dengan Hormat,

Dengan rangka menyelesaikan studi di Undiksha pada Jurusan Manajemen, dengan ini saya mengadakan penelitian berjudul “Pengaruh *Influencer Marketing* dan *Brand Awareness* terhadap *Purchase Intention* Minuman Es Teh Indonesia Di Kota Singaraja.

Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan mengisi kuesioner ini. Atas kesediaan dan bantuan Bapak/Ibu, Saudara/i yang turut berpartisipasi dalam mengisi kuesioner observasi awal penelitian ini, saya ucapkan terima kasih.

Hormat saya,

Putu Eka Aprillia Herliana  
1917041199

## 1. Identitas Responden

(Beri tanda ✓ pada kotak jawaban)

- a. Nama :
- b. Jenis kelamin :
- c. Usia :
- d. Apakah pernah memiliki keinginan untuk membeli Es Teh Indonesia

YA  TIDAK

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

## 2. Petunjuk Pengisian Kuesioner

Responden cukup memberi tanda (✓) pada pilihan yang tersedia dengan pendapat Bapak/Ibu/Saudara/i. Setiap pernyataan hanya mengharapkan satu jawaban.

- SS : Sangat Setuju
- S : Setuju
- N : Netral
- TS : Tidak Setuju
- STS : Sangat Tidak Setuju

## 3. Draft Pernyataan

### A. Purchase Intention

No	Pernyataan	5	4	3	2	1
1	Saya ingin membeli minuman Es Teh Indonesia karena memiliki berbagai varian rasa dan memiliki ukuran gelas yang dapat disesuaikan					
2	Pertama kali mendengar minuman Es Teh Indonesia karena teman, kerabat dan saudara					

	saya yang merekomendasikan minuman tersebut					
3	Saya ingin membeli minuman <i>franchise</i> Es Teh Indonesia dibandingkan dengan minuman <i>franchise</i> lainnya,					
4	Saya melihat instagram Es Teh Indonesia untuk mengetahui informasi mengenai harga, rasa dan promo dari Es Teh Indonesia					

### B. Influencer Marketing

No	Pernyataan	5	4	3	2	1
1	Penggunaan jasa <i>influencer</i> pada Es Teh Indonesia membuat calon konsumen menjadi percaya					
2	<i>Influencer</i> dari minuman Es Teh Indonesia memiliki aura positif sehingga akan berpengaruh terhadap citra Es Teh Indonesia					
3	Es Teh Indonesia menggunakan Prilly Latuconsina, Brisia Jodie, Nagita Slavina untuk menarik perhatian konsumen					
4	Minuman Es Teh Indonesia memiliki kualitas yang baik serta memiliki berbagai varian rasa yang berbeda					
5	Peminat Es Teh Indonesia dari berbagai kalangan					

### C. Brand Awareness

No	Pernyataan	5	4	3	2	1
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1	Minuman Es Teh Indonesia dapat diingat dengan mudah karena memiliki ciri khas pada bagian varian rasa minumannya					
2	Saya dapat mengenal minuman Es Teh Indonesia hanya dengan melihat logo dari minuman tersebut					
3	Saya selalu memasukan pilihan minuman Es Teh Indonesia ketika ingin membeli minuman <i>franchise</i>					
4	Minuman Es Teh Indonesia merupakan yang minuman yang sedang banyak diminati					



**Tabulasi Data Kuesioner Awal Variabel *Purchase Intention* (Y), *Influencer Marketing* (X<sub>1</sub>), *Brand Awareness* (X<sub>2</sub>)**

No.	Skor Kuesioner <i>Purchase Intention</i>				Total	Kategori
	Y <sub>1</sub>	Y <sub>2</sub>	Y <sub>3</sub>	Y <sub>4</sub>		
1	5	4	4	5	18	Sangat Tinggi
2	4	4	4	5	17	Tinggi
3	5	5	5	3	18	Sangat Tinggi
4	5	5	4	5	19	Sangat Tinggi
5	5	5	4	4	18	Sangat Tinggi
6	4	5	4	4	17	Tinggi
7	3	4	5	4	16	Tinggi
8	4	4	4	5	17	Tinggi
9	3	5	5	5	18	Sangat Tinggi
10	5	4	4	4	17	Tinggi
Jumlah	43	45	43	44	175	Sangat Tinggi

No	Skor Kuesioner <i>Influencer Marketing</i>					Total	Kategori
	X <sub>1.1</sub>	X <sub>1.2</sub>	X <sub>1.3</sub>	X <sub>1.4</sub>	X <sub>1.5</sub>		
1	5	5	4	5	5	24	Sangat Tinggi
2	5	4	4	4	4	21	Sangat Tinggi
3	4	4	5	5	5	23	Sangat Tinggi
4	4	4	4	4	4	20	Tinggi
5	4	4	5	5	4	22	Sangat Tinggi
6	5	5	3	5	5	23	Sangat Tinggi
7	5	5	4	5	4	23	Sangat Tinggi
8	4	4	3	4	5	20	Tinggi
9	5	4	5	5	4	23	Sangat Tinggi
10	5	5	4	4	5	23	Sangat Tinggi

Jumlah	46	46	41	46	45	224	Sangat Tinggi
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No.	Skor Kuesioner <i>Brand Awareness</i>				Total	Kategori
	X <sub>2.1</sub>	X <sub>2.2</sub>	X <sub>2.3</sub>	X <sub>2.4</sub>		
1	5	4	4	5	18	Sangat Tinggi
2	4	4	4	5	17	Tinggi
3	5	5	5	3	18	Sangat Tinggi
4	5	5	4	5	19	Sangat Tinggi
5	5	5	4	4	18	Sangat Tinggi
6	4	5	4	4	17	Tinggi
7	3	4	5	4	16	Tinggi
8	4	4	4	5	17	Tinggi
9	3	5	5	5	18	Sangat Tinggi
10	5	4	4	4	17	Tinggi
Jumlah	43	45	43	44	175	Sangat Tinggi





<i>Influencer Marketing (X<sub>1</sub>)</i>					Total X <sub>1</sub>	<i>Brand Awareness (X<sub>2</sub>)</i>				Total X <sub>2</sub>
X <sub>1.1</sub>	X <sub>1.2</sub>	X <sub>1.3</sub>	X <sub>1.4</sub>	X <sub>1.5</sub>		X <sub>2.1</sub>	X <sub>2.2</sub>	X <sub>2.3</sub>	X <sub>2.4</sub>	
2	3	2	3	4	14	3	4	2	3	12
4	3	2	4	3	16	2	5	5	3	15
5	5	5	4	5	24	5	5	5	5	20
5	5	5	5	5	25	5	5	4	4	18
5	5	5	4	5	24	5	5	5	5	20
5	4	5	5	5	24	5	5	4	5	19
5	4	5	5	4	23	5	4	5	5	19
2	1	2	3	3	11	3	2	2	2	9
4	4	4	5	5	22	5	5	3	5	18
4	4	5	5	5	23	4	4	4	4	16
5	5	5	5	5	25	5	5	4	5	19
2	3	2	2	2	11	2	2	1	2	7
4	4	5	5	5	23	4	4	4	4	16
3	5	4	4	4	20	4	5	3	5	17
1	5	2	1	1	10	2	1	1	1	5
4	4	5	5	5	23	5	5	5	5	20
4	4	5	5	5	23	4	5	4	3	16
2	3	2	3	3	13	3	2	2	2	9
4	4	4	4	4	20	4	4	4	5	17
5	5	5	5	5	25	5	5	5	5	20
4	5	5	4	5	23	5	4	4	4	17
2	3	2	2	3	12	3	2	2	2	9
4	3	3	4	4	18	3	4	4	4	15
4	4	5	4	4	21	3	5	4	4	16
4	4	4	4	4	20	4	4	5	5	18
4	2	3	4	3	16	3	3	3	3	12
2	4	3	3	4	16	2	4	5	2	13
5	5	5	5	5	25	5	5	5	5	20
4	5	5	5	5	24	4	5	4	5	18
2	3	2	2	2	11	3	3	3	3	12

**Lampiran 02. Tabulasi Data 30 Responden**



<i>Purchase Intention (Y)</i>				Total Y
Y <sub>1</sub>	Y <sub>2</sub>	Y <sub>3</sub>	Y <sub>4</sub>	
5	5	5	5	20
5	5	5	5	20
4	5	5	5	19
5	5	5	5	20
5	5	5	5	20
5	4	4	5	18
5	4	4	5	18
2	2	3	4	11
3	4	3	4	14
3	4	4	5	16
5	5	5	5	20
2	3	3	4	12
3	4	4	5	16
3	4	3	2	12
2	2	3	3	10
5	5	5	4	19
5	5	5	5	20
3	3	3	3	12
5	5	5	4	19
5	5	5	5	20
5	4	4	4	17
4	2	4	5	15
3	4	4	3	14
3	4	4	4	15
4	4	5	4	17
3	4	4	4	15
4	3	5	5	17
5	5	5	5	20
5	5	3	5	18
3	4	4	4	15

**Hasil Uji Instrumen**  
**Hasil Uji Validitas Sampel Kecil (30)**

**Variabel *Influencer Marketing* (X<sub>1</sub>)**

		Correlations					
		X <sub>1.1</sub>	X <sub>1.2</sub>	X <sub>1.3</sub>	X <sub>1.4</sub>	X <sub>1.5</sub>	Total X <sub>1</sub>
X <sub>1.1</sub>	Pearson Correlation	1	.486**	.842**	.873**	.784**	.911**
	Sig. (2-tailed)		.007	.000	.000	.000	.000
	N	30	30	30	30	30	30
X <sub>1.2</sub>	Pearson Correlation	.486**	1	.696**	.389*	.523**	.691**
	Sig. (2-tailed)	.007		.000	.034	.003	.000
	N	30	30	30	30	30	30
X <sub>1.3</sub>	Pearson Correlation	.842**	.696**	1	.839**	.861**	.965**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
X <sub>1.4</sub>	Pearson Correlation	.873**	.389*	.839**	1	.881**	.910**
	Sig. (2-tailed)	.000	.034	.000		.000	.000
	N	30	30	30	30	30	30
X <sub>1.5</sub>	Pearson Correlation	.784**	.523**	.861**	.881**	1	.921**
	Sig. (2-tailed)	.000	.003	.000	.000		.000
	N	30	30	30	30	30	30
Total X <sub>1</sub>	Pearson Correlation	.911**	.691**	.965**	.910**	.921**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	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).

### Variabel *Brand Awareness* (X<sub>2</sub>)

		Correlations				
		X <sub>2.1</sub>	X <sub>2.2</sub>	X <sub>2.3</sub>	X <sub>2.4</sub>	Total X <sub>2</sub>
X <sub>2.1</sub>	Pearson Correlation	1	.646**	.553**	.835**	.845**
	Sig. (2-tailed)		.000	.002	.000	.000
	N	30	30	30	30	30
X <sub>2.2</sub>	Pearson Correlation	.646**	1	.782**	.809**	.913**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
X <sub>2.3</sub>	Pearson Correlation	.553**	.782**	1	.697**	.858**
	Sig. (2-tailed)	.002	.000		.000	.000
	N	30	30	30	30	30
X <sub>2.4</sub>	Pearson Correlation	.835**	.809**	.697**	1	.939**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Total X <sub>2</sub>	Pearson Correlation	.845**	.913**	.858**	.939**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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



### Variabel *Purchase Intention* (Y)

		Correlations				
		Y <sub>1</sub>	Y <sub>2</sub>	Y <sub>3</sub>	Y <sub>4</sub>	Total Y
Y <sub>1</sub>	Pearson Correlation	1	.723**	.710**	.597**	.918**
	Sig. (2-tailed)		.000	.000	.001	.000
	N	30	30	30	30	30
Y <sub>2</sub>	Pearson Correlation	.723**	1	.643**	.395*	.835**
	Sig. (2-tailed)	.000		.000	.031	.000
	N	30	30	30	30	30
Y <sub>3</sub>	Pearson Correlation	.710**	.643**	1	.572**	.859**
	Sig. (2-tailed)	.000	.000		.001	.000
	N	30	30	30	30	30
Y <sub>4</sub>	Pearson Correlation	.597**	.395*	.572**	1	.743**
	Sig. (2-tailed)	.001	.031	.001		.000
	N	30	30	30	30	30
Total Y	Pearson Correlation	.918**	.835**	.859**	.743**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).



## Hasil Uji Reliabilitas Sampel Kecil (30)

### - Variabel *Influencer Marketing* ( $X_1$ )

#### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's	
Alpha	N of Items
.929	5

### - Variabel *Brand Awareness* ( $X_2$ )

#### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's	
Alpha	N of Items
.911	4

- **Variabel *Purchase Intention* (Y)**

**Case Processing Summary**

		N	%
Case	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.858	4



**Tabulasi Data 100 Responden Variabel *Influencer Marketing* ( $X_1$ ) dan *Brand Awareness* ( $X_2$ ), terhadap *Purchase Intention* ( $Y$ )**

Variabel *Influencer Marketing* dan *Brand Awareness*

<i>Influencer Marketing</i> ( $X_1$ )					Total $X_1$	<i>Brand Awareness</i> ( $X_2$ )				Total $X_2$
$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$		$X_{2.1}$	$X_{2.2}$	$X_{2.3}$	$X_{2.4}$	
2	3	2	3	4	14	3	4	2	3	12
4	3	2	4	3	16	2	5	5	3	15
5	5	5	4	5	24	5	5	5	5	20
5	5	5	5	5	25	5	5	4	4	18
5	5	5	4	5	24	5	5	5	5	20
5	4	5	5	5	24	5	5	4	5	19
5	4	5	5	4	23	5	4	5	5	19
2	1	2	3	3	11	3	2	2	2	9
4	4	4	5	5	22	5	5	3	5	18
4	4	5	5	5	23	4	4	4	4	16
5	5	5	5	5	25	5	5	4	5	19
2	3	2	2	2	11	2	2	1	2	7
4	4	5	5	5	23	4	4	4	4	16
3	5	4	4	4	20	4	5	3	5	17
1	5	2	1	1	10	2	1	1	1	5
4	4	5	5	5	23	5	5	5	5	20
4	4	5	5	5	23	4	5	4	3	16
2	3	2	3	3	13	3	2	2	2	9
4	4	4	4	4	20	4	4	4	5	17
5	5	5	5	5	25	5	5	5	5	20
4	5	5	4	5	23	5	4	4	4	17
2	3	2	2	3	12	3	2	2	2	9
4	3	3	4	4	18	3	4	4	4	15
4	4	5	4	4	21	3	5	4	4	16
4	4	4	4	4	20	4	4	5	5	18
4	2	3	4	3	16	3	3	3	3	12
2	4	3	3	4	16	2	4	5	2	13
5	5	5	5	5	25	5	5	5	5	20
4	5	5	5	5	24	4	5	4	5	18
2	3	2	2	2	11	3	3	3	3	12
4	4	4	4	5	21	4	4	4	5	17
3	5	5	5	5	23	5	5	5	4	19
4	4	4	4	4	20	4	4	5	5	18



4	3	3	3	3	16	4	3	2	2	11
4	4	4	4	4	20	5	4	4	5	18
2	2	2	2	2	10	2	2	2	2	8
4	4	4	4	4	20	4	4	5	5	18
5	5	5	5	5	25	5	5	5	5	20
3	3	3	3	3	15	3	3	3	3	12
5	5	5	4	4	23	5	5	5	5	20
4	4	4	4	4	20	4	4	4	5	17
3	3	3	3	3	15	2	2	3	3	10
5	5	5	4	5	24	5	4	4	4	17
2	3	3	2	3	13	2	2	3	2	9
5	5	5	4	5	24	5	4	4	4	17
3	4	4	4	4	19	4	3	3	4	14
4	4	4	4	4	20	4	5	5	4	18
3	1	3	3	3	13	4	1	1	3	9
5	5	5	5	4	24	5	5	5	5	20
4	4	4	4	4	20	4	4	4	4	16
5	5	5	5	5	25	5	5	5	5	20
4	3	4	4	4	19	4	4	5	4	17
4	4	4	4	4	20	4	4	4	4	16
4	4	4	4	4	20	4	4	5	5	18
5	5	5	5	5	25	4	5	5	5	19
4	4	4	5	5	22	4	4	5	5	18
3	2	3	2	2	12	2	2	2	2	8
4	5	5	5	5	24	5	5	5	5	20
3	3	3	2	3	14	2	3	3	3	11
5	5	5	5	5	25	5	5	5	4	19
4	4	4	4	4	20	4	4	4	5	17
4	4	4	4	4	20	4	4	4	4	16
3	4	3	3	3	16	3	4	3	3	13
2	3	2	2	2	11	3	1	2	2	8
4	2	2	3	3	14	2	3	3	3	11
5	5	5	5	5	25	4	5	5	5	19
4	4	4	4	4	20	4	4	5	5	18
5	5	5	5	5	25	5	5	5	5	20
4	4	4	5	5	22	5	5	5	4	19
3	4	5	4	5	21	5	5	5	4	19
5	5	5	5	5	25	5	5	5	5	20
5	5	5	4	5	24	5	5	5	5	20
4	4	4	5	5	22	5	5	5	5	20
5	5	5	4	5	24	5	5	5	5	20

5	5	5	5	5	25	4	3	5	4	16
4	4	5	4	4	21	5	4	4	5	18
3	3	4	3	3	16	4	4	5	5	18
3	3	3	4	4	17	5	5	5	5	20
3	2	2	4	3	14	5	5	5	5	20
5	5	4	3	3	20	5	3	5	5	18
3	3	5	3	3	17	5	5	5	5	20
2	4	3	4	3	16	4	4	4	4	16
4	4	4	3	5	20	5	4	4	3	16
4	4	5	3	4	20	5	5	5	5	20
3	4	3	5	5	20	5	4	4	5	18
1	2	2	2	2	9	5	5	5	5	20
2	3	2	2	3	12	5	5	5	5	20
4	3	4	3	3	17	5	5	5	4	19
4	4	4	3	2	17	5	3	4	5	17
3	3	3	3	3	15	5	4	5	5	19
5	5	5	5	5	25	5	4	4	5	18
5	3	2	4	3	17	4	5	5	5	19
3	3	3	3	3	15	5	4	4	5	18
3	4	4	3	3	17	5	4	5	5	19
3	2	2	1	2	10	3	2	2	2	9
4	4	5	4	3	20	5	5	5	5	20
5	5	5	5	5	25	3	3	3	4	13
2	3	4	4	4	17	5	5	5	5	20
5	5	4	4	4	22	4	4	3	4	15
3	2	1	2	4	12	2	2	2	3	9



<i>Purchase Intention (Y)</i>				Total Y
Y <sub>1</sub>	Y <sub>2</sub>	Y <sub>3</sub>	Y <sub>4</sub>	
5	5	5	5	20
5	5	5	5	20
4	5	5	5	19
5	5	5	5	20
5	5	5	5	20
5	4	4	5	18
5	4	4	5	18
2	2	3	4	11
3	4	3	4	14
3	4	4	5	16
5	5	5	5	20
2	3	3	4	12
3	4	4	5	16
3	4	3	2	12
2	2	3	3	10
5	5	5	4	19
5	5	5	5	20
3	3	3	3	12
5	5	5	4	19
5	5	5	5	20
5	4	4	4	17
4	2	4	5	15
3	4	4	3	14
3	4	4	4	15
4	4	5	4	17
3	4	4	4	15
4	3	5	5	17
5	5	5	5	20
5	5	3	5	18
3	4	4	4	15
5	5	5	5	20
4	5	5	4	18
4	4	5	4	17
3	2	3	2	10
5	5	5	5	20
2	2	2	2	8
5	4	4	4	17

5	5	4	5	19
3	3	2	3	11
5	4	4	4	17
4	5	5	5	19
3	3	3	3	12
4	4	4	4	16
2	3	4	2	11
5	5	5	4	19
2	3	2	3	10
4	4	4	3	15
3	2	3	4	12
5	5	5	5	20
4	4	4	4	16
5	5	5	5	20
3	4	4	2	13
4	4	4	4	16
5	5	5	5	20
4	4	4	5	17
5	4	5	5	19
2	2	3	2	9
5	5	5	4	19
3	3	3	2	11
4	5	5	5	19
5	5	5	4	19
4	4	4	4	16
3	3	3	3	12
3	3	2	2	10
3	3	3	3	12
5	5	5	5	20
4	4	4	5	17
5	5	5	5	20
4	5	4	3	16
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	4	5	5	19
5	5	5	5	20
5	5	5	5	20
5	5	4	5	19
5	5	5	5	20
4	4	3	4	15

Variabel *Purchase**Intention*

5	5	5	5	20
5	5	4	5	19
5	5	5	5	20
5	5	5	5	20
5	5	4	5	19
4	4	4	5	17
3	4	4	5	16
5	4	5	5	19
4	5	4	5	18
5	3	4	5	17
4	4	3	5	16
5	5	3	4	17
5	5	5	5	20
5	5	5	2	17
3	2	4	5	14
5	5	4	4	18
2	1	3	2	8
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	4	5	19
4	4	2	3	13



## Deskripsi Data Responden

		Jenis Kelamin			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Laki-Laki	39	39.0	39.0	39.0
	Perempuan	61	61.0	61.0	100.0
	Total	100	100.0	100.0	

## Usia Responden

		Usia			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	21 Tahun	22	22.0	22.0	22.0
	22 Tahun	60	60.0	60.0	82.0
	23 Tahun	8	8.0	8.0	90.0
	24 Tahun	1	1.0	1.0	91.0
	25 Tahun	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

## Hasil Uji Instrumen

### 1. Hasil Uji Validitas Sampel Besar (100)

#### Variabel *Influencer Marketing* (X<sub>1</sub>)

		Correlations					
		X <sub>1.1</sub>	X <sub>1.2</sub>	X <sub>1.3</sub>	X <sub>1.4</sub>	X <sub>1.5</sub>	TOTAL.X <sub>1</sub>
X <sub>1.1</sub>	Pearson Correlation	1	.637**	.736**	.718**	.678**	.858**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X <sub>1.2</sub>	Pearson Correlation	.637**	1	.775**	.626**	.669**	.841**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X <sub>1.3</sub>	Pearson Correlation	.736**	.775**	1	.746**	.751**	.914**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X <sub>1.4</sub>	Pearson Correlation	.718**	.626**	.746**	1	.845**	.894**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X <sub>1.5</sub>	Pearson Correlation	.678**	.669**	.751**	.845**	1	.894**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
TOTAL.X <sub>1</sub>	Pearson Correlation	.858**	.841**	.914**	.894**	.894**	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).



**Variabel *Brand Awareness* ( $X_2$ )**

		<b>Correlations</b>				
		X2.1	X2.2	X2.3	X2.4	TOTAL.X <sub>2</sub>
X <sub>2.1</sub>	Pearson Correlation	1	.690**	.664**	.777**	.864**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X <sub>2.2</sub>	Pearson Correlation	.690**	1	.814**	.748**	.906**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X <sub>2.3</sub>	Pearson Correlation	.664**	.814**	1	.778**	.909**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X <sub>2.4</sub>	Pearson Correlation	.777**	.748**	.778**	1	.917**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTAL .X <sub>2</sub>	Pearson Correlation	.864**	.906**	.909**	.917**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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



**Variabel *Purchase Intention* (Y)**

		<b>Correlations</b>				
		Y <sub>1</sub>	Y <sub>2</sub>	Y <sub>3</sub>	Y <sub>4</sub>	TOTAL.Y
Y <sub>1</sub>	Pearson	1	.799**	.711**	.664**	.913**
	Correlation					
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y <sub>2</sub>	Pearson	.799**	1	.694**	.577**	.882**
	Correlation					
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y <sub>3</sub>	Pearson	.711**	.694**	1	.633**	.864**
	Correlation					
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y <sub>4</sub>	Pearson	.664**	.577**	.633**	1	.827**
	Correlation					
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTAL.Y	Pearson	.913**	.882**	.864**	.827**	1
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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



## Hasil Uji Reliabilitas Sampel Besar (100)

### Variabel *Influencer Marketing* ( $X_1$ )

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.927	5

### Variabel *Brand Awareness* ( $X_2$ )

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.921	4

### Variabel *Purchase Intention* (Y)

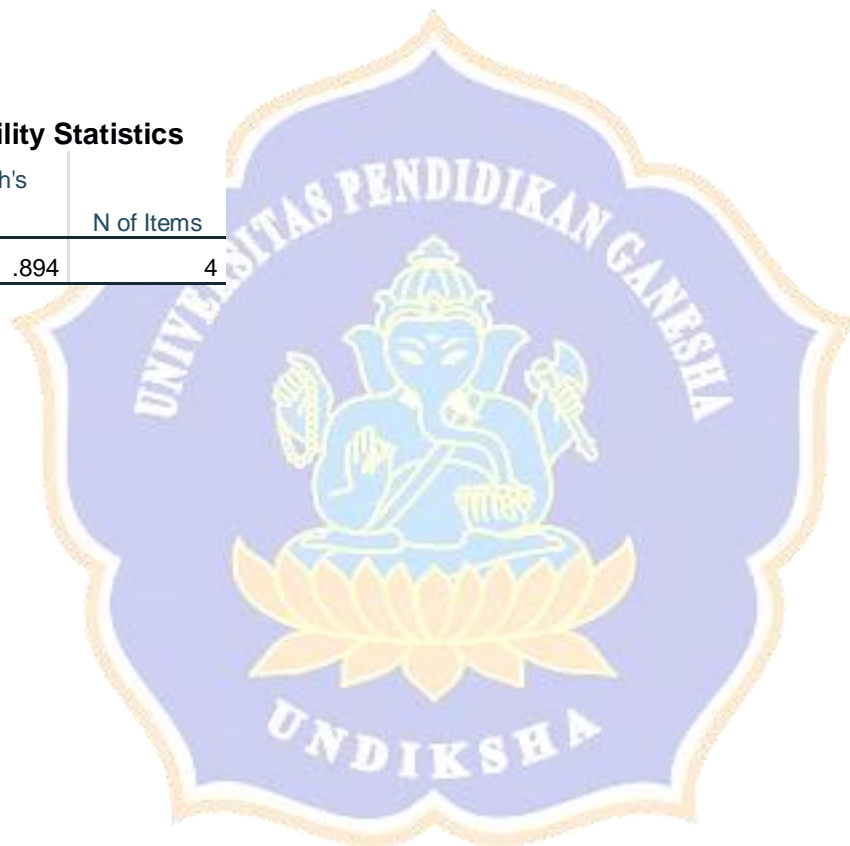
#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.894	4



### Lampiran 03. Hasil Uji Asumsi Klasik

#### - Uji Normalitas

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.08733258
Most Extreme Differences	Absolute	.079
	Positive	.054
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.131 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

#### - Hasil Uji Multikolinieritas

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	4.763	.983		4.845	.000		
Influencer Marketing ( $X_1$ )	.157	.064	.213	2.456	.016	.514	1.944
Brand Awareness ( $X_2$ )	.548	.076	.626	7.212	.000	.514	1.944

a. Dependent Variable: Purchase Intention (Y)

- Hasil Uji Heteroskedastisitas

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.068	.585		5.242	.000
<i>Influencer Marketing (X<sub>1</sub>)</i>	-.033	.038	-.120	-.872	.385
<i>Brand Awareness (X<sub>2</sub>)</i>	-.049	.045	-.147	-1.074	.286

a. Dependent Variable: Abs\_Res



#### 4. ANALISIS REGRESI LINEAR BERGANDA

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.763	.983		4.845	.000
	<i>Influencer Marketing (X1)</i>	.157	.064	.213	2.456	.016
	<i>Brand Awareness (X2)</i>	.548	.076	.626	7.212	.000

a. Dependent Variable: Purchase Intention (Y)

#### KOEFISIEN DETERMINASI ( $R^2$ )

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.790 <sup>a</sup>	.624	.616	2.109

a. Predictors: (Constant), Brand Awareness (X2), Influencer Marketing (X1)

#### Hasil Uji T (Parsial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.763	.983		4.845	.000
	<i>Influencer Marketing (X1)</i>	.157	.064	.213	2.456	.016
	<i>Brand Awareness (X2)</i>	.548	.076	.626	7.212	.000

a. Dependent Variable: Purchase Intention (Y)



**Hasil Uji F (Simultan)**

**ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	715.251	2	357.626	80.423	.000 <sup>b</sup>
Residual	431.339	97	4.447		
Total	1146.590	99			

a. Dependent Variable: Purchase Intention (Y)

b. Predictors: (Constant), Brand Awareness (X2), Influencer Marketing (X1)





Putu Eka Aprillia Herliana lahir di Singaraja, 30 April 2000. Penulis lahir dari pasangan I Made Putra Sentana dan Vitriya. Penulis berkembangsaan Indonesia dan beragama Hindu. Kini penulis beralamat di Jalan Sudirman Gang 5 No 1, Kecamatan Buleleng, Kabupaten Buleleng, Provinsi Bali. Penulis menyelesaikan pendidikan dasar di SD 125 Banyuasri dan lulus pada tahun 2012. Kemudian penulis melanjutkan di SMP Negeri 2 Singaraja dan lulus tahun 2015, penulis lulus dari SMA LAB Undiksha Singaraja dan melanjutkan ke S1 Manajemen di Universitas Pendidikan Ganesha. Pada semester akhir di tahun 2023 penulis telah menyelesaikan Skripsi yang berjudul “Pengaruh *Influencer Marketing* dan *Brand Awareness* terhadap *Purchase Intention* Minuman Es Teh Indonesia di Kota Singaraja”.

