



LAMPIRAN-LAMPIRAN

Lampiran. 1 Kuisisioner Penelitian



KUESIONER PENELITIAN
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN

Kepada

Yth. Bapak/Ibu, Saudara/i

Hal: Pengisian Kuisisioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha pada Program Studi Manajemen, saya mengadakan penelitian yang berjudul **“Pengaruh *Influencer Marketing* dan Kualitas Konten *Marketing* Terhadap Keputusan Konsumen Dalam Pembelian pada *Platform* Media Sosial Instagram”**

Melalui surat ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan mengisi kuisisioner ini secara jujur sesuai dengan keadaan yang sebenarnya. Data yang diperoleh hanya digunakan untuk kepentingan penelitian, sehingga kerahasiaan data akan dijaga sesuai dengan etika penelitian. Atas kesediaan dan bantuan Bapak/Ibu, Saudara/i yang turut berpartisipasi dalam mengisi kuisisioner penelitian ini, saya ucapkan terimakasih.

Singaraja, 3 Maret 2024

Ni Ketut Yesita Purnama
CP: 081337970956



Identitas Responden

(Beri tanda centang (✓) pada kotak jawaban)

Apakah Anda merupakan masyarakat Kecamatan Buleleng?

IYA

TIDAK

Apakah Anda pernah melakukan pembelian pada *platform* media sosial

IYA

TIDAK

Instagram?

1. Nama :

2. Usia :

3. Jenis Kelamin: Laki-Laki Perempuan

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

1. Tingkat Pendidikan

SD-SMA/SMK Sederajat

Diploma

S1

S2

S3

2. Pekerjaan

Petani/Nelayan

Swasta/Wirausaha

ASN/TNI/Polri

BUMN/BUMD

Lainnya/Belum Bekerja

3. Pendapatan

< Rp. 2.500.000

Rp. 2.500.000 - 5.000.000

> Rp. 5.000.000

Petunjuk Pengisian Kuesioner

Silahkan Anda pilih jawaban yang menurut Anda paling sesuai dengan kondisi yang ada pada pilihan jawaban yang tersedia.

Keterangan:

SS : Sangat Setuju

S : Setuju

CS : Cukup Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

Draft Pernyataan

a) Keputusan Pembelian

| No | Pernyataan | SS | S | CS | TS | STS |
|----|---|----|---|----|----|-----|
| | Keputusan Pembelian | 5 | 4 | 3 | 2 | 1 |
| 1 | Adanya <i>Platform</i> Media Sosial Instagram memberikan kemudahan dalam berbelanja online. | | | | | |
| 2 | Adanya <i>platform</i> Media Sosial Instagram membuat saya terbiasa melakukan pembelian suatu produk pada media sosial Instagram. | | | | | |
| 3 | Saya akan merekomendasikan rekan/saudara saya untuk berbelanja dan membeli suatu produk melalui <i>platform</i> media sosial Instagram. | | | | | |
| 4 | Saya akan kembali berbelanja dan melakukan pembelian ulang pada <i>platform</i> media sosial Instagram. | | | | | |

b) *Influencer Marketing*

| No | Pernyataan | SS | S | CS | TS | STS |
|----|---|----|---|----|----|-----|
| | <i>Influencer Marketing</i> | 5 | 4 | 3 | 2 | 1 |
| 1 | <i>Influencer</i> yang memiliki kredibilitas yang baik akan mampu meningkatkan penjualan suatu produk yang dipromosikan oleh <i>Influencer</i> pada <i>platform</i> media sosial Instagram. | | | | | |
| 2 | <i>Influencer</i> yang aktif di media sosial dengan intensitas yang tinggi mampu dalam meningkatkan jumlah pembelian pada <i>platform</i> media sosial Instagram. | | | | | |
| 3 | <i>Influencer</i> yang memiliki jumlah pengikut banyak mampu mempengaruhi keyakinan konsumen dalam menentukan keputusan pembelian suatu produk pada <i>platform</i> media sosial Instagram. | | | | | |

c) Kualitas Konten *Marketing*

| No | Pernyataan | SS | S | CS | TS | STS |
|----|--|----|---|----|----|-----|
| | Kualitas Konten <i>Marketing</i> | 5 | 4 | 3 | 2 | 1 |
| 1 | Adanya penyebaran informasi yang efektif dan efisien terhadap suatu produk dalam konten <i>marketing</i> mampu dalam mempengaruhi konsumen menentukan keputusan pembelian pada <i>platform</i> media sosial Instagram. | | | | | |
| 2 | Pesan yang disampaikan dengan karakteristik yang berbeda melalui konten <i>marketing</i> mampu dalam menarik perhatian konsumen dalam menentukan keputusan pembelian pada <i>platform</i> media sosial Instagram. | | | | | |
| 3 | Pemberian konten yang diposting dengan konsisten sesuai jadwal posting dapat mempengaruhi banyaknya jumlah pembelian pada <i>platform</i> media sosial Instagram. | | | | | |
| 4 | Dengan adanya pihak lain seperti konsumen dan <i>Influencer</i> dalam pemberian konten yang diberikan mampu mempengaruhi konsumen dalam menentukan pembelian terhadap suatu produk. | | | | | |

Lampiran. 2 Gambaran Responden Umum

| No. | Jenis Kelamin | Usia | Status Pendidikan | Pekerjaan | Pendapatan |
|-----|---------------|------|----------------------|------------------------|-------------------------------|
| 1 | Perempuan | 35 | SD-SMA/SMK Sederajat | Swasta/ Wirausaha | > Rp. 5.000.000 |
| 2 | Laki-laki | 27 | S1 | ASN/TNI/POLRI | Rp. 2.500.000 – Rp. 5.000.000 |
| 3 | Perempuan | 33 | SD-SMA/SMK Sederajat | Swasta/ Wirausaha | < Rp. 2.500.00 |
| 4 | Perempuan | 30 | S1 | Swasta/ Wirausaha | > Rp. 5.000.000 |
| 5 | Laki-laki | 32 | S1 | ASN/TNI/POLRI | Rp. 2.500.000 – Rp. 5.000.000 |
| 6 | Perempuan | 22 | S1 | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 7 | Perempuan | 22 | Mahasiswa | Lainnya/ Tidak bekerja | < Rp. 2.500.00 |
| 8 | Perempuan | 22 | Mahasiswa | Swasta/ Wirausaha | > Rp. 5.000.000 |
| 9 | Perempuan | 21 | Mahasiswa | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 10 | Perempuan | 22 | Mahasiswa | ASN/TNI/POLRI | > Rp. 5.000.000 |
| 11 | Laki-laki | 34 | SD-SMA/SMK Sederajat | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 12 | Perempuan | 25 | S1 | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 13 | Perempuan | 22 | SD-SMA/SMK Sederajat | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 14 | Laki-laki | 22 | Mahasiswa | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 15 | Perempuan | 33 | S1 | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |

| No. | Jenis Kelamin | Usia | Status Pendidikan | Pekerjaan | Pendapatan |
|-----|---------------|------|----------------------|------------------------|-------------------------------|
| 16 | Perempuan | 21 | Diploma | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 17 | Perempuan | 21 | SD-SMA/SMK Sederajat | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 18 | Perempuan | 21 | Mahasiswa | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 19 | Perempuan | 22 | Mahasiswa | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 20 | Perempuan | 25 | SD-SMA/SMK Sederajat | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 21 | Perempuan | 21 | S1 | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 22 | Perempuan | 21 | SD-SMA/SMK Sederajat | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 23 | Perempuan | 21 | Mahasiswa | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 24 | Perempuan | 21 | SD-SMA/SMK Sederajat | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 25 | Laki-laki | 24 | Mahasiswa | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 26 | Perempuan | 23 | S1 | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 27 | Perempuan | 23 | SD-SMA/SMK Sederajat | Lainnya/ Tidak bekerja | Rp. 2.500.000 – Rp. 5.000.000 |
| 28 | Laki-laki | 21 | Diploma | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 29 | Perempuan | 21 | Mahasiswa | Lainnya/ Tidak bekerja | Rp. 2.500.000 – Rp. 5.000.000 |
| 30 | Laki-laki | 26 | Mahasiswa | ASN/TNI/POLRI | Rp. 2.500.000 – Rp. 5.000.000 |
| 31 | Laki-laki | 30 | S1 | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |

| No. | Jenis Kelamin | Usia | Status Pendidikan | Pekerjaan | Pendapatan |
|-----|---------------|------|----------------------|------------------------|-------------------------------|
| 32 | Perempuan | 22 | Mahasiswa | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 33 | Perempuan | 23 | S1 | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 34 | Perempuan | 22 | Diploma | Swasta/ Wirausaha | < Rp. 2.500.000 |
| 35 | Laki-laki | 20 | S1 | ASN/TNI/POLRI | Rp. 2.500.000 – Rp. 5.000.000 |
| 36 | Laki-laki | 22 | Mahasiswa | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 37 | Perempuan | 22 | Diploma | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 38 | Perempuan | 22 | S1 | ASN/TNI/POLRI | Rp. 2.500.000 – Rp. 5.000.000 |
| 39 | Perempuan | 35 | S1 | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 40 | Perempuan | 33 | Mahasiswa | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 41 | Laki-laki | 22 | Mahasiswa | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 42 | Perempuan | 27 | Mahasiswa | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 43 | Laki-laki | 21 | SD-SMA/SMK Sederajat | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 44 | Perempuan | 20 | S1 | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 45 | Perempuan | 20 | SD-SMA/SMK Sederajat | Swasta/ Wirausaha | < Rp. 2.500.000 |
| 46 | Perempuan | 20 | S1 | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 47 | Perempuan | 22 | Mahasiswa | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |

| No. | Jenis Kelamin | Usia | Status Pendidikan | Pekerjaan | Pendapatan |
|-----|---------------|------|----------------------|------------------------|-------------------------------|
| 48 | Perempuan | 20 | SD-SMA/SMK Sederajat | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 49 | Perempuan | 23 | S1 | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 50 | Laki-laki | 29 | S1 | Swasta/ Wirausaha | > Rp. 5.000.000 |
| 51 | Perempuan | 25 | SD-SMA/SMK Sederajat | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 52 | Laki-laki | 25 | SD-SMA/SMK Sederajat | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 53 | Perempuan | 25 | SD-SMA/SMK Sederajat | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 54 | Perempuan | 22 | S1 | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 55 | Perempuan | 27 | Mahasiswa | Swasta/ Wirausaha | > Rp. 5.000.000 |
| 56 | Perempuan | 22 | Mahasiswa | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 57 | Laki-laki | 22 | Mahasiswa | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 58 | Perempuan | 25 | Mahasiswa | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 59 | Perempuan | 22 | Mahasiswa | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 60 | Perempuan | 22 | S1 | Swasta/ Wirausaha | < Rp. 2.500.000 |
| 61 | Perempuan | 23 | Mahasiswa | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 62 | Laki-laki | 22 | S1 | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 63 | Laki-laki | 22 | S1 | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |

| No. | Jenis Kelamin | Usia | Status Pendidikan | Pekerjaan | Pendapatan |
|-----|---------------|------|----------------------|------------------------|-------------------------------|
| 64 | Perempuan | 20 | Mahasiswa | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 65 | Laki-laki | 23 | S1 | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 66 | Perempuan | 24 | SD-SMA/SMK Sederajat | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 67 | Perempuan | 21 | SD-SMA/SMK Sederajat | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 68 | Perempuan | 22 | SD-SMA/SMK Sederajat | BUMN/BUMD | > Rp. 5.000.000 |
| 69 | Perempuan | 21 | SD-SMA/SMK Sederajat | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 70 | Perempuan | 22 | SD-SMA/SMK Sederajat | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 71 | Laki-laki | 22 | SD-SMA/SMK Sederajat | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 72 | Perempuan | 22 | Diploma | Swasta/ Wirausaha | < Rp. 2.500.000 |
| 73 | Perempuan | 22 | Diploma | Swasta/ Wirausaha | > Rp. 5.000.000 |
| 74 | Laki-laki | 22 | S1 | Swasta/ Wirausaha | < Rp. 2.500.000 |
| 75 | Perempuan | 24 | SD-SMA/SMK Sederajat | Swasta/ Wirausaha | < Rp. 2.500.000 |
| 76 | Perempuan | 25 | S1 | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 77 | Perempuan | 26 | Diploma | Lainnya/ Belum bekerja | < Rp. 2.500.000 |
| 78 | Perempuan | 25 | Diploma | Swasta/ Wirausaha | < Rp. 2.500.000 |
| 79 | Perempuan | 25 | SD-SMA/SMK Sederajat | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |

| No. | Jenis Kelamin | Usia | Status Pendidikan | Pekerjaan | Pendapatan |
|-----|---------------|------|----------------------|------------------------|-------------------------------|
| 80 | Perempuan | 22 | SD-SMA/SMK Sederajat | BUMN/BUMD | Rp. 2.500.000 – Rp. 5.000.000 |
| 81 | Perempuan | 22 | S1 | Lainnya/ Belum bekerja | < Rp. 2.500.000 |
| 82 | Perempuan | 33 | SD-SMA/SMK Sederajat | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 83 | Perempuan | 21 | Diploma | BUMN/BUMD | Rp. 2.500.000 – Rp. 5.000.000 |
| 84 | Perempuan | 21 | SD-SMA/SMK Sederajat | Swasta/ Wirausaha | < Rp. 2.500.000 |
| 85 | Perempuan | 21 | SD-SMA/SMK Sederajat | Lainnya/ Belum bekerja | > Rp. 5.000.000 |
| 86 | Perempuan | 22 | SD-SMA/SMK Sederajat | Lainnya/ Belum bekerja | < Rp. 2.500.000 |
| 87 | Perempuan | 25 | SD-SMA/SMK Sederajat | BUMN/BUMD | Rp. 2.500.000 – Rp. 5.000.000 |
| 88 | Perempuan | 21 | SD-SMA/SMK Sederajat | Lainnya/ Belum bekerja | > Rp. 5.000.000 |
| 89 | Perempuan | 21 | SD-SMA/SMK Sederajat | Swasta/ Wirausaha | > Rp. 5.000.000 |
| 90 | Perempuan | 21 | SD-SMA/SMK Sederajat | Swasta/ Wirausaha | > Rp. 5.000.000 |
| 91 | Perempuan | 21 | SD-SMA/SMK Sederajat | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 92 | Perempuan | 24 | SD-SMA/SMK Sederajat | Lainnya/ Belum bekerja | > Rp. 5.000.000 |
| 93 | Perempuan | 23 | SD-SMA/SMK Sederajat | Lainnya/ Belum bekerja | > Rp. 5.000.000 |
| 94 | Perempuan | 23 | SD-SMA/SMK Sederajat | Lainnya/ Belum bekerja | > Rp. 5.000.000 |
| 95 | Perempuan | 21 | S1 | Lainnya/ Belum bekerja | < Rp. 2.500.000 |

| No. | Jenis Kelamin | Usia | Status Pendidikan | Pekerjaan | Pendapatan |
|-----|---------------|------|----------------------|------------------------|-------------------------------|
| 96 | Perempuan | 21 | SD-SMA/SMK Sederajat | Lainnya/ Belum bekerja | > Rp. 5.000.000 |
| 97 | Perempuan | 26 | SD-SMA/SMK Sederajat | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 98 | Perempuan | 30 | S1 | Lainnya/ Belum bekerja | > Rp. 5.000.000 |
| 99 | Perempuan | 22 | S1 | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 100 | Perempuan | 23 | S1 | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 101 | Perempuan | 22 | SD-SMA/SMK Sederajat | Lainnya/ Belum bekerja | < Rp. 2.500.000 |
| 102 | Perempuan | 20 | S1 | Lainnya/ Belum bekerja | < Rp. 2.500.000 |
| 103 | Perempuan | 22 | Mahasiswa | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 104 | Perempuan | 22 | Diploma | Lainnya/ Belum bekerja | Rp. 2.500.000 – Rp. 5.000.000 |
| 105 | Perempuan | 22 | S1 | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 106 | Perempuan | 35 | S1 | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 107 | Perempuan | 33 | Mahasiswa | Swasta/ Wirausaha | Rp. 2.500.000 – Rp. 5.000.000 |
| 108 | Perempuan | 22 | Mahasiswa | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 109 | Perempuan | 27 | Mahasiswa | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |
| 110 | Perempuan | 21 | SD-SMA/SMK Sederajat | Lainnya/ Tidak bekerja | < Rp. 2.500.000 |

Lampiran. 3 Tabulasi Data (Hasil Data Pernyataan Responden)

Tabulasi Data Sampel Kecil

| No. | <i>Influencer Marketing</i> | | | | Kauualitas Konten <i>Marketing</i> | | | | | Keputusan Pembelian | | | | |
|-----|-----------------------------|------|------|------|------------------------------------|------|------|------|------|---------------------|-----|-----|-----|----|
| | X1.1 | X1.2 | X1.3 | T.X1 | X2.1 | X2.2 | X2.3 | X2.4 | T.X2 | Y.1 | Y.2 | Y.3 | Y.4 | TY |
| 1 | 3 | 4 | 4 | 11 | 3 | 3 | 4 | 3 | 13 | 3 | 3 | 3 | 3 | 12 |
| 2 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 2 | 5 | 15 |
| 3 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 3 | 3 | 11 | 5 | 5 | 5 | 5 | 20 | 3 | 3 | 3 | 5 | 14 |
| 5 | 4 | 3 | 4 | 11 | 5 | 4 | 5 | 5 | 19 | 4 | 5 | 3 | 5 | 17 |
| 6 | 4 | 5 | 5 | 14 | 4 | 5 | 5 | 4 | 18 | 4 | 4 | 4 | 4 | 16 |
| 7 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 8 | 5 | 4 | 4 | 13 | 5 | 4 | 4 | 5 | 18 | 5 | 4 | 2 | 5 | 16 |
| 9 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 2 | 4 | 14 |
| 10 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 1 | 3 | 14 |
| 11 | 4 | 3 | 4 | 11 | 3 | 3 | 3 | 4 | 13 | 4 | 3 | 2 | 3 | 12 |
| 12 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 5 | 18 | 4 | 4 | 3 | 5 | 16 |
| 13 | 3 | 3 | 3 | 9 | 4 | 3 | 4 | 3 | 14 | 3 | 4 | 3 | 3 | 13 |
| 14 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 5 | 18 |
| 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 2 | 4 | 14 |
| 17 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 4 | 4 | 16 |
| 18 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 5 | 19 | 4 | 4 | 3 | 4 | 15 |
| 19 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 5 | 18 | 4 | 4 | 4 | 5 | 17 |
| 20 | 3 | 3 | 4 | 10 | 4 | 3 | 3 | 4 | 14 | 4 | 3 | 3 | 3 | 13 |

| No. | <i>Influencer Marketing</i> | | | | <i>Kualitas Konten Marketing</i> | | | | | <i>Keputusan Pembelian</i> | | | | |
|-----|-----------------------------|------|------|------|----------------------------------|------|------|------|------|----------------------------|-----|-----|-----|----|
| | X1.1 | X1.2 | X1.3 | T.X1 | X2.1 | X2.2 | X2.3 | X2.4 | T.X2 | Y.1 | Y.2 | Y.3 | Y.4 | TY |
| 21 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 4 | 13 | 4 | 3 | 3 | 4 | 14 |
| 22 | 5 | 5 | 4 | 14 | 5 | 4 | 4 | 5 | 18 | 4 | 4 | 3 | 4 | 15 |
| 23 | 2 | 1 | 1 | 4 | 2 | 1 | 2 | 2 | 7 | 1 | 1 | 3 | 2 | 7 |
| 24 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 4 | 18 | 5 | 5 | 5 | 5 | 20 |
| 25 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 1 | 3 | 13 |
| 26 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 4 | 5 | 19 |
| 27 | 4 | 5 | 5 | 14 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 4 | 19 |
| 28 | 5 | 5 | 4 | 14 | 5 | 4 | 4 | 5 | 18 | 5 | 4 | 5 | 5 | 19 |
| 29 | 5 | 5 | 4 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 30 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 4 | 18 |



Lampiran. 4 Tabulasi Data (Hasil Data Pernyataan Responden)

Tabulasi Data Sampel Besar

| No. | <i>Influencer Marketing</i> | | | | Kualitas Konten <i>Marketing</i> | | | | | Keputusan Pembelian | | | | |
|-----|-----------------------------|------|------|------|----------------------------------|------|------|------|------|---------------------|-----|-----|-----|----|
| | X1.1 | X1.2 | X1.3 | T.X1 | X2.1 | X2.2 | X2.3 | X2.4 | T.X2 | Y.1 | Y.2 | Y.3 | Y.4 | TY |
| 1 | 3 | 4 | 4 | 11 | 3 | 3 | 4 | 3 | 13 | 3 | 3 | 3 | 3 | 12 |
| 2 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 2 | 5 | 15 |
| 3 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 3 | 3 | 11 | 5 | 5 | 5 | 5 | 20 | 3 | 3 | 3 | 5 | 14 |
| 5 | 4 | 3 | 4 | 11 | 5 | 4 | 5 | 5 | 19 | 4 | 5 | 3 | 5 | 17 |
| 6 | 4 | 5 | 5 | 14 | 4 | 5 | 5 | 4 | 18 | 4 | 4 | 4 | 4 | 16 |
| 7 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 8 | 5 | 4 | 4 | 13 | 5 | 4 | 4 | 5 | 18 | 5 | 4 | 2 | 5 | 16 |
| 9 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 2 | 4 | 14 |
| 10 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 1 | 3 | 14 |
| 11 | 4 | 3 | 4 | 11 | 3 | 3 | 3 | 4 | 13 | 4 | 3 | 2 | 3 | 12 |
| 12 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 5 | 18 | 4 | 4 | 3 | 5 | 16 |
| 13 | 3 | 3 | 3 | 9 | 4 | 3 | 4 | 3 | 14 | 3 | 4 | 3 | 3 | 13 |
| 14 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 5 | 18 |
| 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 2 | 4 | 14 |
| 17 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 4 | 4 | 16 |
| 18 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 5 | 19 | 4 | 4 | 3 | 4 | 15 |
| 19 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 5 | 18 | 4 | 4 | 4 | 5 | 17 |

| No. | <i>Influencer Marketing</i> | | | | <i>Kualitas Konten Marketing</i> | | | | | <i>Keputusan Pembelian</i> | | | | |
|-----|-----------------------------|------|------|------|----------------------------------|------|------|------|------|----------------------------|-----|-----|-----|----|
| | X1.1 | X1.2 | X1.3 | T.X1 | X2.1 | X2.2 | X2.3 | X2.4 | T.X2 | Y.1 | Y.2 | Y.3 | Y.4 | TY |
| 20 | 3 | 3 | 4 | 10 | 4 | 3 | 3 | 4 | 14 | 4 | 3 | 3 | 3 | 13 |
| 21 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 4 | 13 | 4 | 3 | 3 | 4 | 14 |
| 22 | 5 | 5 | 4 | 14 | 5 | 4 | 4 | 5 | 18 | 4 | 4 | 3 | 4 | 15 |
| 23 | 2 | 1 | 1 | 4 | 2 | 1 | 2 | 2 | 7 | 1 | 1 | 3 | 2 | 7 |
| 24 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 4 | 18 | 5 | 5 | 5 | 5 | 20 |
| 25 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 1 | 3 | 13 |
| 26 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 4 | 5 | 19 |
| 27 | 4 | 5 | 5 | 14 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 4 | 19 |
| 28 | 5 | 5 | 4 | 14 | 5 | 4 | 4 | 5 | 18 | 5 | 4 | 5 | 5 | 19 |
| 29 | 5 | 5 | 4 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 30 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 4 | 18 |
| 31 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 32 | 4 | 3 | 3 | 10 | 3 | 4 | 4 | 4 | 15 | 5 | 5 | 2 | 3 | 15 |
| 33 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 5 | 16 |
| 34 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 35 | 5 | 5 | 4 | 14 | 4 | 5 | 5 | 5 | 19 | 5 | 4 | 4 | 5 | 18 |
| 36 | 4 | 4 | 3 | 11 | 5 | 3 | 4 | 4 | 16 | 4 | 4 | 3 | 4 | 15 |
| 37 | 3 | 3 | 5 | 11 | 4 | 4 | 3 | 3 | 14 | 3 | 3 | 4 | 4 | 14 |
| 38 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 3 | 4 | 15 |
| 39 | 4 | 3 | 3 | 10 | 3 | 3 | 4 | 4 | 14 | 2 | 4 | 1 | 5 | 12 |
| 40 | 4 | 5 | 4 | 13 | 5 | 4 | 4 | 4 | 17 | 4 | 5 | 5 | 5 | 19 |
| 41 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 42 | 5 | 4 | 4 | 13 | 5 | 4 | 4 | 5 | 18 | 5 | 3 | 3 | 5 | 16 |

| No. | <i>Influencer Marketing</i> | | | | <i>Kualitas Konten Marketing</i> | | | | | <i>Keputusan Pembelian</i> | | | | |
|-----|-----------------------------|------|------|------|----------------------------------|------|------|------|------|----------------------------|-----|-----|-----|----|
| | X1.1 | X1.2 | X1.3 | T.X1 | X2.1 | X2.2 | X2.3 | X2.4 | T.X2 | Y.1 | Y.2 | Y.3 | Y.4 | TY |
| 43 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 3 | 5 | 18 |
| 44 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 |
| 45 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 4 | 18 |
| 46 | 3 | 4 | 4 | 11 | 4 | 3 | 4 | 4 | 15 | 4 | 3 | 3 | 4 | 14 |
| 47 | 5 | 4 | 5 | 14 | 5 | 4 | 5 | 4 | 18 | 4 | 4 | 4 | 5 | 17 |
| 48 | 4 | 3 | 3 | 10 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 5 | 5 | 18 |
| 49 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 50 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 4 | 4 | 17 |
| 51 | 4 | 3 | 3 | 10 | 5 | 4 | 4 | 4 | 17 | 4 | 3 | 4 | 3 | 14 |
| 52 | 4 | 5 | 5 | 14 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 5 | 5 | 18 |
| 53 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 2 | 3 | 13 |
| 54 | 5 | 4 | 5 | 14 | 4 | 5 | 4 | 5 | 18 | 4 | 4 | 3 | 5 | 16 |
| 55 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 4 | 5 | 18 |
| 56 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 57 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 5 | 17 | 3 | 3 | 3 | 4 | 13 |
| 58 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 5 | 16 | 3 | 2 | 3 | 2 | 10 |
| 59 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 5 | 18 | 4 | 5 | 3 | 3 | 15 |
| 60 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 |
| 61 | 4 | 5 | 4 | 13 | 5 | 5 | 4 | 4 | 18 | 4 | 4 | 3 | 4 | 15 |
| 62 | 4 | 3 | 3 | 10 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 3 | 4 | 16 |
| 63 | 4 | 4 | 5 | 13 | 5 | 3 | 3 | 4 | 15 | 4 | 4 | 5 | 4 | 17 |
| 64 | 5 | 5 | 5 | 15 | 5 | 4 | 3 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 65 | 4 | 5 | 3 | 12 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 3 | 5 | 16 |

| No. | <i>Influencer Marketing</i> | | | | <i>Kualitas Konten Marketing</i> | | | | | <i>Keputusan Pembelian</i> | | | | |
|-----|-----------------------------|------|------|------|----------------------------------|------|------|------|------|----------------------------|-----|-----|-----|----|
| | X1.1 | X1.2 | X1.3 | T.X1 | X2.1 | X2.2 | X2.3 | X2.4 | T.X2 | Y.1 | Y.2 | Y.3 | Y.4 | TY |
| 66 | 4 | 5 | 5 | 14 | 4 | 4 | 3 | 5 | 16 | 5 | 4 | 2 | 4 | 15 |
| 67 | 2 | 3 | 5 | 10 | 2 | 4 | 3 | 3 | 12 | 2 | 3 | 2 | 3 | 10 |
| 68 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 69 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 70 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 5 | 18 | 5 | 4 | 5 | 5 | 19 |
| 71 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 72 | 4 | 5 | 4 | 13 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 3 | 4 | 15 |
| 73 | 5 | 4 | 5 | 14 | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 2 | 5 | 17 |
| 74 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 75 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 |
| 76 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 3 | 15 |
| 77 | 5 | 4 | 5 | 14 | 5 | 4 | 5 | 5 | 19 | 3 | 3 | 4 | 5 | 15 |
| 78 | 3 | 5 | 4 | 12 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 2 | 2 | 14 |
| 79 | 3 | 4 | 4 | 11 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 3 | 3 | 14 |
| 80 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 4 | 15 |
| 81 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 3 | 4 | 16 |
| 82 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 4 | 17 |
| 83 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 3 | 5 | 15 |
| 84 | 4 | 3 | 4 | 11 | 5 | 3 | 4 | 4 | 16 | 4 | 3 | 2 | 4 | 13 |
| 85 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 86 | 3 | 4 | 5 | 12 | 3 | 3 | 4 | 3 | 13 | 5 | 3 | 5 | 5 | 18 |
| 87 | 5 | 3 | 4 | 12 | 4 | 4 | 3 | 3 | 14 | 3 | 3 | 3 | 3 | 12 |
| 88 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |

| No. | <i>Influencer Marketing</i> | | | | <i>Kualitas Konten Marketing</i> | | | | | <i>Keputusan Pembelian</i> | | | | |
|-----|-----------------------------|------|------|------|----------------------------------|------|------|------|------|----------------------------|-----|-----|-----|----|
| | X1.1 | X1.2 | X1.3 | T.X1 | X2.1 | X2.2 | X2.3 | X2.4 | T.X2 | Y.1 | Y.2 | Y.3 | Y.4 | TY |
| 89 | 4 | 4 | 4 | 12 | 3 | 3 | 4 | 3 | 13 | 4 | 4 | 3 | 3 | 14 |
| 90 | 4 | 5 | 4 | 13 | 5 | 5 | 3 | 5 | 18 | 5 | 3 | 5 | 5 | 18 |
| 91 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 4 | 16 |
| 92 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 15 |
| 93 | 4 | 5 | 5 | 14 | 5 | 5 | 4 | 5 | 19 | 5 | 4 | 2 | 5 | 16 |
| 94 | 5 | 4 | 3 | 12 | 5 | 3 | 4 | 4 | 16 | 3 | 3 | 3 | 3 | 12 |
| 95 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 4 | 15 |
| 96 | 3 | 4 | 3 | 10 | 5 | 3 | 3 | 4 | 15 | 2 | 2 | 3 | 5 | 12 |
| 97 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 2 | 4 | 13 |
| 98 | 3 | 5 | 4 | 12 | 5 | 3 | 3 | 4 | 15 | 3 | 3 | 4 | 5 | 15 |
| 99 | 4 | 3 | 5 | 12 | 5 | 5 | 5 | 5 | 20 | 5 | 3 | 2 | 3 | 13 |
| 100 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 3 | 4 | 15 |
| 101 | 5 | 4 | 4 | 13 | 4 | 3 | 4 | 4 | 15 | 4 | 3 | 4 | 4 | 15 |
| 102 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 3 | 5 | 16 |
| 103 | 3 | 5 | 5 | 13 | 4 | 4 | 4 | 5 | 17 | 4 | 3 | 2 | 4 | 13 |
| 104 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 4 | 15 |
| 105 | 5 | 5 | 5 | 15 | 4 | 3 | 5 | 5 | 17 | 5 | 4 | 3 | 3 | 15 |
| 106 | 4 | 4 | 5 | 13 | 4 | 5 | 5 | 3 | 17 | 4 | 4 | 5 | 3 | 16 |
| 107 | 4 | 5 | 5 | 14 | 4 | 3 | 5 | 5 | 17 | 4 | 4 | 4 | 5 | 17 |
| 108 | 3 | 5 | 5 | 13 | 3 | 5 | 4 | 3 | 15 | 4 | 4 | 5 | 3 | 16 |
| 109 | 3 | 5 | 5 | 13 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 3 | 18 |
| 110 | 5 | 5 | 5 | 15 | 3 | 5 | 5 | 5 | 18 | 4 | 5 | 4 | 3 | 16 |

Lampiran. 5 Hasil Output Perhitungan SPSS for windows Versi 26.0

Uji Validitas dan Reliabilitas:

Hasil Uji Validitas Keputusan Pembelian (Y) Sampel Kecil:

| | | Y.1 | Y.2 | Y.3 | Y.4 | Total. Y |
|----------|---------------------|--------|--------|--------|--------|----------|
| Y.1 | Pearson Correlation | 1 | .793** | .218 | .568** | .810** |
| | Sig. (2-tailed) | | .000 | .248 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | .793** | 1 | .173 | .534** | .787** |
| | Sig. (2-tailed) | .000 | | .362 | .002 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | .218 | .173 | 1 | .455* | .650** |
| | Sig. (2-tailed) | .248 | .362 | | .011 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Y.4 | Pearson Correlation | .568** | .534** | .455* | 1 | .826** |
| | Sig. (2-tailed) | .001 | .002 | .011 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Total. Y | Pearson Correlation | .810** | .787** | .650** | .826** | 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 Validitas *Influencer Marketing* (X₁) Sampel Kecil

Correlations

| | | X.1.1 | X.1.2 | X.1.3 | Total.X.1 |
|-----------|---------------------|--------|--------|--------|-----------|
| X.1.1 | Pearson Correlation | 1 | .677** | .614** | .848** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 |
| X.1.2 | Pearson Correlation | .677** | 1 | .793** | .928** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 |
| X.1.3 | Pearson Correlation | .614** | .793** | 1 | .900** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 |
| total.X.1 | Pearson Correlation | .848** | .928** | .900** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 |

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

Tabel Validitas Kualitas Konten *Marketing* (X₂) Sampel Kecil:

Correlations

| | | X.2.1 | X.2.2 | X.2.3 | X.2.4 | Total.X.2 |
|-----------|---------------------|--------|--------|--------|--------|-----------|
| X.2.1 | Pearson Correlation | 1 | .742** | .668** | .865** | .902** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X.2.2 | Pearson Correlation | .742** | 1 | .859** | .773** | .939** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X.2.3 | Pearson Correlation | .668** | .859** | 1 | .631** | .874** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X.2.4 | Pearson Correlation | .865** | .773** | .631** | 1 | .901** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Total.X.2 | Pearson Correlation | .902** | .939** | .874** | .901** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 |

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

Hasil Uji Reabilitas Keputusan Pembelian (Y) Sampel Kecil:

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .761 | 4 |

Hasil Reliabilitas *Influencer Marketing* (X₁) Sampel Kecil:

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .873 | 3 |

Hasil Uji Reabilitas Kualitas Konten *Marketing* (X₂) Sampel Kecil:

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .924 | 4 |

Hasil Uji Validitas Keputusan Pembelian (Y) Sampel Besar:

Correlations

| | | Y.1 | Y.2 | Y.3 | Y.4 | Total.Y |
|---------|---------------------|--------|--------|--------|--------|---------|
| Y.1 | Pearson Correlation | 1 | .628** | .263** | .280** | .731** |
| | Sig. (2-tailed) | | .000 | .005 | .003 | .000 |
| | N | 110 | 110 | 110 | 110 | 110 |
| Y.2 | Pearson Correlation | .628** | 1 | .238* | .286** | .724** |
| | Sig. (2-tailed) | .000 | | .012 | .002 | .000 |
| | N | 110 | 110 | 110 | 110 | 110 |
| Y.3 | Pearson Correlation | .263** | .238* | 1 | .322** | .706** |
| | Sig. (2-tailed) | .005 | .012 | | .001 | .000 |
| | N | 110 | 110 | 110 | 110 | 110 |
| Y.4 | Pearson Correlation | .280** | .286** | .322** | 1 | .664** |
| | Sig. (2-tailed) | .003 | .002 | .001 | | .000 |
| | N | 110 | 110 | 110 | 110 | 110 |
| Total.Y | Pearson Correlation | .731** | .724** | .706** | .664** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 110 | 110 | 110 | 110 | 110 |

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

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

Hasil Uji Validitas *Influencer Marketing* (X1) Sampel Besar:

Correlations

| | | X.1.1 | X.1.2 | X.1.3 | Total.X.1 |
|-----------|---------------------|--------|--------|--------|-----------|
| X.1.1 | Pearson Correlation | 1 | .387** | .373** | .731** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 110 | 110 | 110 | 110 |
| X.1.2 | Pearson Correlation | .387** | 1 | .577** | .832** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 110 | 110 | 110 | 110 |
| X.1.3 | Pearson Correlation | .373** | .577** | 1 | .819** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 110 | 110 | 110 | 110 |
| Total.X.1 | Pearson Correlation | .731** | .832** | .819** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 110 | 110 | 110 | 110 |

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

Hasil Uji Validitas Kualitas Konten *Marketing* (X2) Sampel Besar:

Correlations

| | | X.2.1 | X.2.2 | X.2.3 | X.2.4 | Total.X.2 |
|-----------|---------------------|--------|--------|--------|--------|-----------|
| X.2.1 | Pearson Correlation | 1 | .458** | .412** | .640** | .769** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 110 | 110 | 110 | 110 | 110 |
| X.2.2 | Pearson Correlation | .458** | 1 | .640** | .591** | .835** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 110 | 110 | 110 | 110 | 110 |
| X.2.3 | Pearson Correlation | .412** | .640** | 1 | .554** | .800** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 110 | 110 | 110 | 110 | 110 |
| X.2.4 | Pearson Correlation | .640** | .591** | .554** | 1 | .849** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 110 | 110 | 110 | 110 | 110 |
| Total.X.2 | Pearson Correlation | .769** | .835** | .800** | .849** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |

| | | | | | |
|---|-----|-----|-----|-----|-----|
| N | 110 | 110 | 110 | 110 | 110 |
|---|-----|-----|-----|-----|-----|

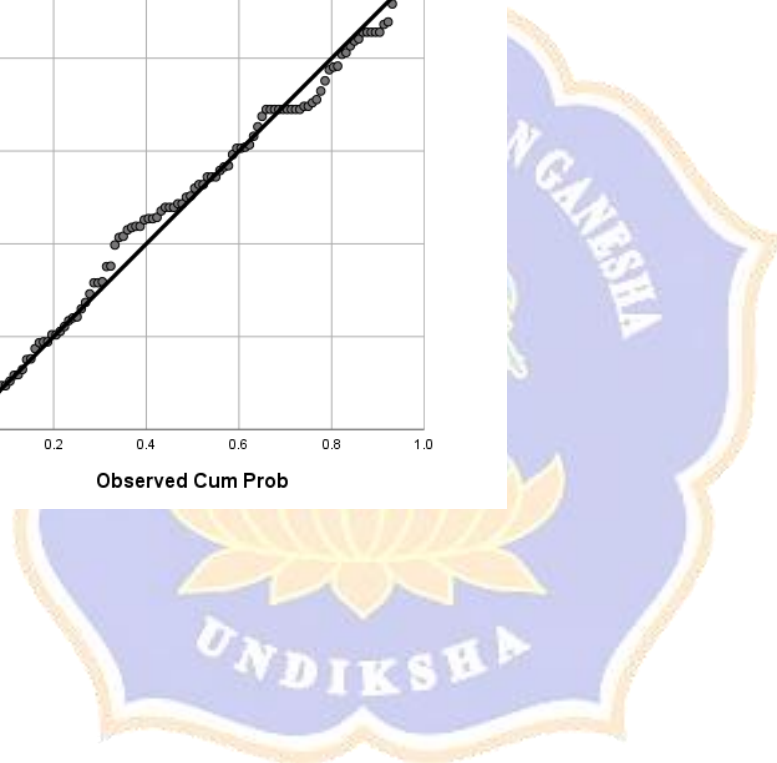
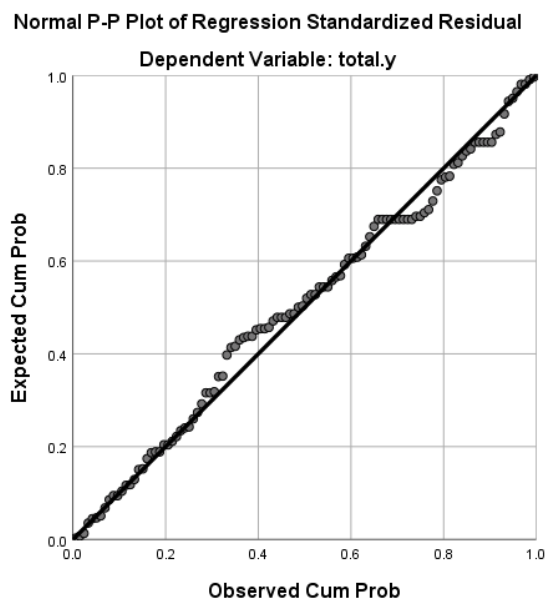
** . Correlation is significant at the 0.01 level (2-tailed).

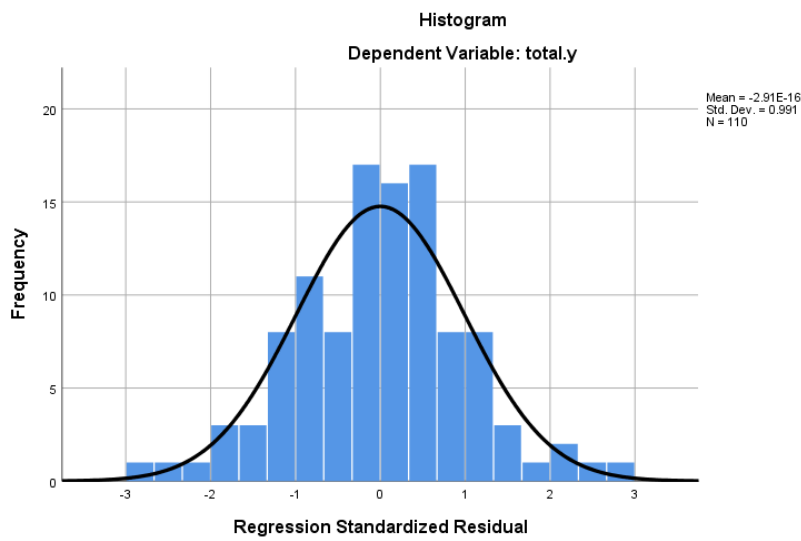
Lampiran. 6 Hasil Output Perhitungan SPSS for windows Versi 26.0

Uji Asumsi Klasik:

1. Uji Normalitas

1) Grafik Histogram *P-Plot*





2) Kolmogorov- Smirnov (K-S)

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 110 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.80726203 |
| Most Extreme Differences | Absolute | .077 |
| | Positive | .060 |
| | Negative | -.077 |
| Test Statistic | | .077 |
| Asymp. Sig. (2-tailed) | | .128 ^c |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

2. Uji Multikolinearitas

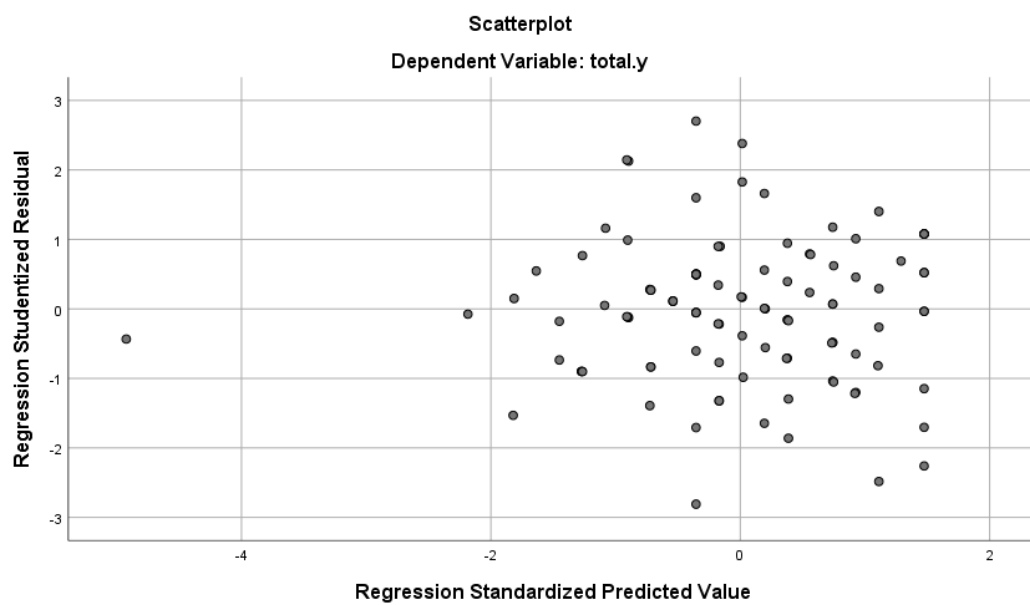
| | | Coefficients ^a | | | | Collinearity Statistics | | |
|-------|------------|-----------------------------|------------|---------------------------|-------|-------------------------|-----------|-----|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Tolerance | VIF |
| | | B | Std. Error | Beta | | | | |
| 1 | (Constant) | 3.240 | 1.356 | | 2.390 | .019 | | |

| | | | | | | | |
|---------------------------|------|------|------|-------|------|------|-------|
| Influencer Marketing | .588 | .150 | .422 | 3.923 | .000 | .447 | 2.238 |
| Kualitas Konten Marketing | .300 | .111 | .291 | 2.700 | .008 | .447 | 2.238 |

a. Dependent Variable: Keputusan Pembelian

3. Uji Heteroskedastisitas

1) Scatterplot



2) Uji Glejser:

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|---------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | .127 | .857 | | .148 | .882 | | |
| | Influencer Marketing | -.033 | .095 | -.050 | -.350 | .527 | .447 | 2.238 |
| | Kualitas Konten Marketing | .098 | .070 | .200 | 1.401 | .114 | .447 | 2.238 |

a. Dependent Variable: ABS

Lampiran. 7 Hasil Perhitungan Output Perhitungan SPSS for windows Versi

26.0

Hasil Analisis Regresi Linear Berganda:

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1 | Kualitas Konten Marketing, Influencer Marketing ^b | . | Enter |

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .795 ^a | .631 | .624 | 1.42204 |

a. Predictors: (Constant), Kualitas Konten Marketing, Influencer Marketing

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 286.203 | 2 | 143.101 | 43.009 | .000 ^b |
| | Residual | 356.015 | 107 | 3.327 | | |
| | Total | 642.218 | 109 | | | |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Konten Marketing, Influencer Marketing

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|---------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 3.240 | 1.356 | | 2.390 | .019 | | |
| | Influencer Marketing | .588 | .150 | .422 | 3.923 | .000 | .447 | 2.238 |
| | Kualitas Konten Marketing | .300 | .111 | .291 | 2.700 | .008 | .447 | 2.238 |

a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics^a

| Model | Dimension | Eigenvalue | Condition Index | (Constant) | Variance Proportions | |
|-------|-----------|------------|-----------------|------------|----------------------|---------------------------|
| | | | | | Influencer Marketing | Kualitas Konten Marketing |
| 1 | 1 | 2.984 | 1.000 | .00 | .00 | .00 |
| | 2 | .011 | 16.469 | 1.00 | .13 | .12 |
| | 3 | .005 | 24.871 | .00 | .87 | .88 |

a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

| | Minimum | Maximum | Mean | Std. Deviation | N |
|-----------------------------------|----------|---------|---------|----------------|-----|
| Predicted Value | 7.6931 | 18.0619 | 15.6727 | 1.62041 | 110 |
| Std. Predicted Value | -4.924 | 1.474 | .000 | 1.000 | 110 |
| Standard Error of Predicted Value | .188 | .883 | .284 | .100 | 110 |
| Adjusted Predicted Value | 7.9051 | 18.1838 | 15.6776 | 1.61468 | 110 |
| Residual | -5.09763 | 4.90237 | .00000 | 1.80726 | 110 |
| Std. Residual | -2.795 | 2.688 | .000 | .991 | 110 |
| Stud. Residual | -2.810 | 2.702 | -.001 | 1.004 | 110 |
| Deleted Residual | -5.15230 | 4.95495 | -.00491 | 1.85733 | 110 |
| Stud. Deleted Residual | -2.906 | 2.786 | -.002 | 1.016 | 110 |
| Mahal. Distance | .166 | 24.544 | 1.982 | 2.754 | 110 |
| Cook's Distance | .000 | .088 | .009 | .016 | 110 |
| Centered Leverage Value | .002 | .225 | .018 | .025 | 110 |

a. Dependent Variable: Keputusan Pembelian

Lampiran. 8 Frekuensi Tanggapan Responden

Frekuensi Tanggapan Variabel *Influencer Marketing*

| Item Pertanyaan | Variabel <i>Influencer Marketing</i> | | | | | Rata-rata Indikator |
|------------------------|--------------------------------------|----|----|----|-----|------------------------|
| | Bobot/Skor | | | | | |
| | SS | S | CS | TS | STS | |
| | 5 | 4 | 3 | 2 | 1 | |
| X₁-1 | 34 | 59 | 15 | 2 | 0 | 4,14 |
| X₁-2 | 38 | 53 | 18 | 0 | 1 | 4,15 |
| X₁-3 | 39 | 56 | 14 | 0 | 1 | 4,20 |

Frekuensi Tanggapan Variabel Kualitas Konten *Marketing*

| Item Pertanyaan | Variabel Kualitas Konten <i>Marketing</i> | | | | | Rata-rata Indikator |
|------------------------|---|----|----|----|-----|------------------------|
| | Bobot/Skor | | | | | |
| | SS | S | CS | TS | STS | |
| | 5 | 4 | 3 | 2 | 1 | |
| X₂-1 | 53 | 45 | 10 | 2 | 0 | 4,35 |
| X₂-2 | 36 | 51 | 22 | 0 | 1 | 4,10 |
| X₂-3 | 36 | 56 | 17 | 1 | 0 | 4,15 |
| X₂-4 | 50 | 49 | 10 | 1 | 0 | 4,35 |

Frekuensi Tanggapan Variabel Keputusan Pembelian

| Item Pertanyaan | Variabel Keputusan Pembelian | | | | | Rata-rata Indikator |
|--------------------|------------------------------|----|----|----|-----|------------------------|
| | Bobot/Skor | | | | | |
| | SS | S | CS | TS | STS | |
| | 5 | 4 | 3 | 2 | 1 | |
| Y-1 | 33 | 61 | 12 | 3 | 1 | 4,11 |
| Y-2 | 27 | 56 | 23 | 3 | 1 | 3,95 |
| Y-3 | 22 | 30 | 39 | 16 | 3 | 3,47 |
| Y-4 | 42 | 42 | 23 | 3 | 0 | 4,12 |

Lampiran. 9 Dokumentasi Penyebaran Kuesioner

