

LAMPIRAN-LAMPIRAN

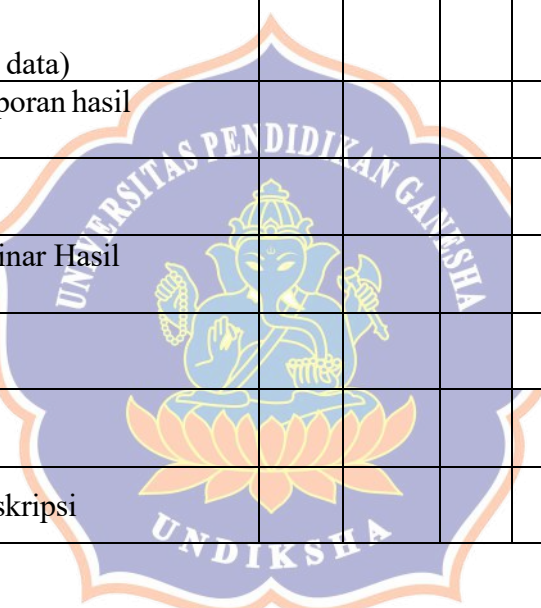
Lampiran 1 Observasi Awal

No.	Y.1	Y.2	Y.3	Y.4	Y.5	Total Skor	Kategori
1	4	4	5	4	5	22	Tinggi
2	3	3	4	3	4	17	Sedang
3	5	4	4	5	5	23	Tinggi
4	2	2	3	3	4	14	Rendah
5	4	4	3	4	5	20	Tinggi
6	3	4	5	3	4	19	Sedang
7	4	4	5	4	5	22	Tinggi
8	4	3	4	3	3	17	Sedang
9	5	5	4	5	4	23	Tinggi
10	5	4	5	5	4	23	Tinggi
Total	39	37	42	39	43	200	Tinggi



Lampiran 2 : Jadwal Penelitian

No	Jenis Kegiatan	Bulan Ke-								
		VII	VIII	IX	X	XI	XII	I	II	III
1.	Pengajuan judul penelitian dan penyusunan proposal	■	■							
2.	Konsultasi dengan dosen pembimbing	■	■	■						
3.	Seminar proposal				■					
4.	Perbaikan proposal					■	■	■		
5.	Pelaksanaan penelitian (pengumpulan data)						■	■	■	
6.	Penyusunan laporan hasil penelitian									■
7.	Seminar Hasil									■
8.	Perbaikan seminar Hasil									■
9.	Sidang skripsi									■
10.	Revisi									■
11.	Pengumpulan skripsi									■



Lampiran 3 : Kuesioner Penelitian



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

Hal : Pengisian Kuesioner

Kepada Yth.

Bapak/Ibu/Saudara/i Konsumen UMKM Denur Florist Singaraja

Dengan hormat,

Perkenalkan saya Ayu Sri Wulandari, mahasiswi Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Pendidikan Ganesha. Saat ini saya sedang melaksanakan penelitian sebagai bagian dari penyusunan tugas akhir (skripsi) dengan judul “Pengaruh *Social Media Marketing* dan Kualitas Produk terhadap Minat Beli Konsumen UMKM Denur Florist Singaraja”

Sehubungan dengan penelitian tersebut, saya memohon kesediaan saudara/saudari untuk berpartisipasi dengan mengisi kuesioner yang telah disediakan. Mohon agar setiap pernyataan dijawab dengan jujur dan sesuai pengalaman pribadi. Seluruh informasi yang diberikan akan dijaga kerahasiaannya dan digunakan hanya untuk kepentingan akademik dalam penelitian ini.

Atas waktu dan partisipasi yang diberikan, saya mengucapkan terima kasih yang sebesar-besarnya.

Singaraja, 26 November
2025

Ayu Sri Wulandari
NIM.2217041140

A. IDENTITAS RESPONDEN

(Berikan tanda ✓ pada kotak jawaban)

1. Nama Lengkap :
2. Jenis Kelamin :
 - Laki-Laki
 - Perempuan
3. Usia :
 - 18 – 25 tahun
 - 26 – 30 tahun
 - 31 – 35 tahun
 - 36 – 40 tahun
 - > 40 tahun
4. Pekerjaan :
 - Pelajar
 - Mahasiswa
 - Pegawai Negeri/ASN
 - BUMN
 - Wiraswasta
5. Pendapatan :
 - < Rp 500.000
 - Rp 500.000 – Rp2.500.000
 - Rp3.000.000 – Rp5.000.000
 - ≥ Rp5.000.000



B. INFORMASI UMUM RESPONDEN

1. Saya mengetahui tentang Denur Florist Singaraja
 - Ya
 - Tidak
2. Saya berminat membeli produk Denur Florist Singaraja
 - Ya
 - Tidak

C. PETUNJUK PENGISIAN KUESIONER

Pengisian kuesioner menggunakan metode Skala Likert. Silahkan pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (✓) pada pilihan yang tersedia.

SS : Sangat Setuju (5)

S : Setuju (4)

CS : Cukup Setuju (3)

TS : Tidak Setuju (2)

STS : Sangat Tidak Setuju (1)

D. DAFTAR PERNYATAAN

1. Variabel Minat Beli

No	Indikator	Pernyataan	SS	S	CS	TS	STS
			5	4	3	2	1
1	<i>Awareness</i> (Kesadaran)	Saya mengetahui Denur Florist Singaraja sebagai penyedia produk <i>florist</i> di Kota Singaraja.					
2	<i>Knowledge</i> (Pengetahuan)	Saya mengetahui jenis produk dan layanan yang ditawarkan oleh Denur Florist Singaraja.					
3	<i>Liking</i> (Ketertarikan)	Saya tertarik dengan produk <i>florist</i> yang ditawarkan oleh Denur Florist Singaraja.					
4	<i>Preference</i> (Preferensi)	Saya lebih memilih Denur Florist dibandingkan <i>florist</i> lain di Kota Singaraja.					
5	<i>Conviction</i> (Keyakinan)	Saya yakin bahwa Denur Florist Singaraja mampu memberikan produk <i>florist</i> yang sesuai dengan kebutuhan dan harapan saya.					

2. Variabel *Social Media Marketing*

No	Indikator	Pernyataan	SS	S	CS	TS	STS
			5	4	3	2	1
1	<i>Online Communities</i> (Komunitas Online)	Saya merasa menjadi bagian dari pengikut media sosial UMKM Denur Florist Singaraja.					
2	<i>Interaction</i> (Interaksi)	Saya melihat bahwa akun media sosial Denur Florist Singaraja aktif berinteraksi dengan pengikut.					
3	<i>Collaboration</i> (Kolaborasi)	Saya mengetahui bahwa Denur Florist Singaraja melakukan kerja sama dengan pihak lain yang ditampilkan melalui media sosial.					
4	<i>Connection</i> (Koneksi)	Saya merasakan bahwa media sosial Denur Florist Singaraja memudahkan saya untuk terhubung dan berkomunikasi secara langsung.					
5	<i>Sharing of Content</i> (Berbagi Konten)	Saya melihat bahwa Denur Florist Singaraja secara rutin membagikan konten promosi produk melalui media sosial.					

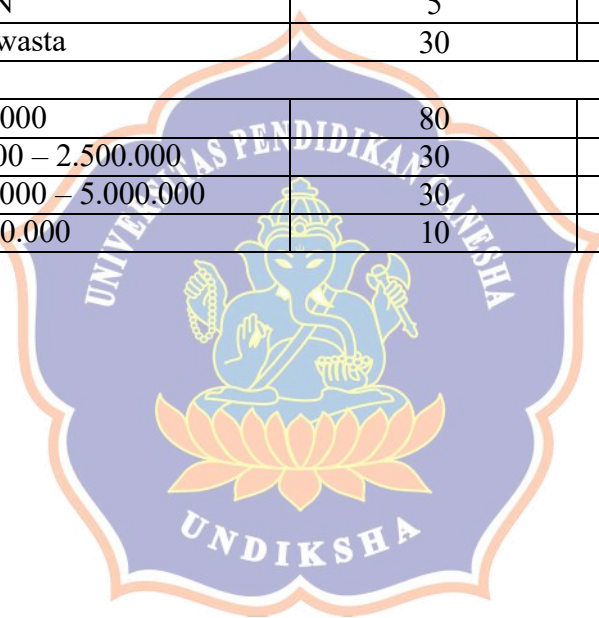
3. Variabel Kualitas Produk

No	Indikator	Pernyataan	SS	S	CS	TS	STS
			5	4	3	2	1
1	Daya tahan produk	Saya menilai bahwa produk yang ditawarkan Denur Florist Singaraja memiliki daya tahan yang baik sesuai dengan fungsinya.					
2	Keistimewaan Produk	Saya menilai bahwa produk Denur Florist Singaraja memiliki keistimewaan atau keunikan yang membedakannya dari produk <i>florist</i> lain.					
3	Keandalan Produk	Saya menilai bahwa produk Denur Florist Singaraja memiliki keandalan yang baik sesuai dengan yang ditawarkan.					
4	Kesesuaian dengan Spesifikasi	Saya melihat bahwa produk Denur Florist Singaraja sesuai dengan spesifikasi yang ditawarkan.					
5	Estetika Produk	Saya menilai bahwa produk Denur Florist Singaraja memiliki tampilan yang menarik.					

UNDIKSHA

Lampiran 4 : Gambaran Umum Responden

Keterangan	N = 120	
	Jumlah (Orang)	Persentase
Usia		
a. 18 - 25 Tahun	110	73,33%
b. 26 - 30 Tahun	12	8,00%
c. 31 - 35 Tahun	10	6,67%
d. 36 – 40 Tahun	8	5,33%
e. > 40 Tahun	10	6,67%
Pekerjaan		
a. Pelajar	12	8,00%
b. Mahasiswa	85	56,67%
c. PNS	18	12,00%
d. BUMN	5	3,33%
e. Wiraswasta	30	20,00%
Pendapatan		
a. < 500.000	80	53,33%
b. 500.000 – 2.500.000	30	20,00%
c. 3.000.000 – 5.000.000	30	20,00%
d. > 5.000.000	10	6,67%



Lampiran 5 : Tabulasi Data Kuesioner

Social Media Marketing (X₁)

<i>Social Media Marketing (X₁)</i>						
No	X1.1	X1.2	X1.3	X1.4	X1.5	Total
1	4	5	5	4	5	23
2	4	4	4	4	4	20
3	4	4	4	4	4	20
4	5	3	4	5	5	22
5	3	4	3	3	4	17
6	4	3	4	4	3	18
7	4	3	4	4	4	19
8	3	4	4	3	3	17
9	4	5	5	4	4	22
10	4	4	5	4	4	21
11	4	4	5	4	4	21
12	3	3	3	3	3	15
13	4	5	4	4	4	21
14	5	5	5	5	5	25
15	3	3	3	3	3	15
16	4	5	4	4	5	22
17	4	5	5	4	4	22
18	4	3	3	4	3	17
19	3	5	5	3	4	20
20	4	4	3	4	3	18
21	5	4	4	5	5	23
22	3	4	5	3	5	20
23	5	3	4	5	4	21
24	3	4	4	3	4	18
25	3	3	4	3	3	16
26	4	4	3	4	4	19

27	5	5	4	5	5	24
28	4	5	4	5	4	22
29	4	5	4	5	5	23
30	3	3	3	3	4	16
31	5	4	4	4	4	21
32	4	4	3	4	3	18
33	5	5	5	5	5	25
34	5	4	5	4	5	23
35	5	5	4	5	4	23
36	5	4	5	4	5	23
37	4	4	4	4	4	20
38	4	5	4	5	5	23
39	3	4	3	4	3	17
40	4	3	5	3	4	19
41	3	4	5	4	5	21
42	4	5	5	5	4	23
43	5	4	5	4	4	22
44	5	4	5	4	5	23
45	5	5	5	5	5	25
46	3	3	4	3	5	18
47	4	4	4	4	3	19
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49	3	5	4	5	4	21
50	4	4	3	4	4	19
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53	3	5	4	4	4	20
54	4	5	4	4	4	21
55	5	5	4	4	4	22
56	4	3	4	4	4	19
57	4	5	4	4	3	20

58	4	3	3	3	4	17
59	5	5	5	5	5	25
60	4	4	4	4	4	20
61	5	4	5	5	5	24
62	4	4	4	4	5	21
63	5	5	5	5	5	25
64	5	4	3	3	3	18
65	4	3	5	5	4	21
66	4	4	5	5	5	23
67	4	5	5	5	5	24
68	3	3	4	4	3	17
69	5	5	5	5	5	25
70	4	4	3	3	3	17
71	4	4	4	4	5	21
72	4	4	3	3	3	17
73	3	3	4	4	3	17
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75	4	3	3	3	4	17
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78	4	2	4	2	3	15
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83	5	5	5	5	5	25
84	4	4	3	4	3	18
85	4	5	2	5	3	19
86	5	5	4	5	5	25
87	4	3	5	3	2	17
88	3	3	3	3	4	16

89	5	5	5	5	5	25
90	5	5	5	5	5	25
91	4	3	4	3	3	17
92	3	3	3	3	5	17
93	5	5	5	5	5	25
94	4	4	3	4	3	18
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96	3	4	4	4	3	18
97	4	2	4	2	4	16
98	3	5	3	5	5	21
99	3	3	4	3	3	16
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110	4	5	4	4	5	22
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112	4	3	5	5	4	21
113	3	4	5	5	5	22
114	4	5	5	5	4	23
115	5	4	5	5	4	23
116	5	4	5	5	5	24
117	5	5	5	5	5	25
118	3	3	4	4	5	19
119	4	4	4	4	3	19

120	5	5	4	4	4	22
121	3	5	4	4	4	20
122	4	4	3	3	4	18
123	5	4	4	4	3	20
124	4	3	5	5	4	21
125	3	5	4	4	4	20
126	5	3	4	5	3	20
127	4	3	3	4	4	18
128	4	2	4	4	3	17
129	5	5	5	5	4	24
130	5	5	5	5	5	25
131	4	5	5	4	5	23
132	3	5	3	3	4	18
133	5	5	5	5	5	25
134	4	4	3	4	3	18
135	4	5	2	4	3	18
136	5	5	4	5	5	25
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140	5	5	5	5	5	25
141	4	3	4	4	3	18
142	3	3	3	3	5	17
143	5	4	5	4	5	23
144	4	4	3	4	3	18
145	5	3	4	5	4	21
146	3	4	4	3	3	17
147	4	2	4	4	4	18
148	3	5	3	3	5	19
149	3	3	4	3	5	18
150	5	5	4	5	4	23

Kualitas Produk (X₂)

Kualitas Produk (X₂)						
No	X2.1	X2.2	X2.3	X2.4	X2.5	Total
1	5	5	5	5	4	24
2	4	4	4	4	3	19
3	5	5	3	5	4	22
4	5	4	5	5	3	22
5	4	5	4	4	4	21
6	5	4	4	5	3	21
7	5	4	4	5	5	23
8	5	3	4	5	3	20
9	5	4	5	5	5	24
10	3	4	4	3	5	19
11	4	3	5	4	5	21
12	3	4	4	3	3	17
13	4	4	3	4	5	20
14	5	5	4	5	3	22
15	4	4	3	4	4	19
16	4	4	4	4	4	20
17	4	5	5	4	5	23
18	3	3	4	3	4	17
19	3	4	3	3	5	18
20	3	4	4	3	4	18
21	5	5	5	5	5	25
22	3	3	4	3	5	18
23	5	4	5	5	5	24
24	5	4	3	5	4	21
25	3	3	3	3	4	16
26	4	4	4	4	5	21
27	4	3	5	5	4	21
28	4	4	5	5	5	23

29	4	5	5	5	5	24
30	3	4	3	3	3	16
31	5	3	4	4	4	20
32	3	4	3	3	4	17
33	4	5	4	4	5	22
34	5	4	5	5	3	22
35	5	4	4	4	4	21
36	5	5	5	5	5	25
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38	4	4	5	5	4	22
39	4	3	4	4	4	19
40	3	3	5	5	5	21
41	4	5	4	4	3	20
42	5	5	5	5	5	25
43	3	5	5	5	4	22
44	4	4	5	5	5	23
45	5	4	5	5	4	23
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60	5	3	4	3	3	18
61	5	5	4	5	5	24
62	4	5	5	5	4	23
63	5	5	5	5	5	25
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66	4	5	5	5	5	24
67	5	4	4	4	5	22
68	4	4	4	4	4	20
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79	5	5	5	5	5	25
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86	5	5	4	5	5	24
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91	4	2	4	4	4	18
92	3	4	5	3	3	18
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96	4	4	4	4	4	20
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116	4	4	5	4	5	22
117	5	4	5	4	4	22
118	4	5	4	5	5	23
119	4	4	4	4	4	20
120	4	5	5	5	5	24
121	3	3	4	3	4	17

122	4	4	4	4	4	20
123	5	4	4	4	3	20
124	4	5	5	5	4	23
125	4	4	5	4	4	21
126	3	3	4	4	4	18
127	4	3	4	4	3	18
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131	5	5	5	5	5	25
132	4	5	3	3	4	19
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145	4	3	4	4	4	19
146	4	4	3	4	3	18
147	4	5	4	4	3	20
148	4	5	5	5	4	23
149	3	3	4	3	4	17
150	5	4	5	4	5	23

Minat Beli (Y)

Minat Beli (Y)						
No	Y.1	Y.2	Y.3	Y.4	Y.5	Total
1	5	5	5	5	5	25
2	5	4	3	4	4	20
3	4	4	4	4	5	21
4	4	4	5	4	4	21
5	5	4	4	4	5	22
6	4	4	4	4	4	20
7	5	4	5	4	4	22
8	4	4	4	4	3	19
9	5	5	5	5	5	25
10	5	5	4	5	3	22
11	5	5	5	5	5	25
12	3	3	4	3	3	16
13	5	4	5	4	5	23
14	5	5	4	5	5	24
15	3	4	3	4	3	17
16	4	4	4	4	4	20
17	5	5	5	5	5	25
18	4	4	4	4	4	20
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24	5	4	3	4	3	19
25	3	3	4	3	3	16
26	5	5	4	4	4	22
27	4	4	4	4	5	21
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29	5	4	5	5	4	23
30	4	4	3	3	4	18
31	4	4	4	4	5	21
32	3	3	4	4	4	18
33	5	5	5	5	5	25
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44	5	5	5	5	5	25
45	5	4	5	5	5	24
46	4	4	5	5	5	23
47	3	5	5	5	4	22
48	5	5	5	5	4	24
49	4	3	3	3	4	17
50	3	3	5	5	5	21
51	5	5	3	5	3	21
52	5	4	4	4	4	21
53	5	4	5	4	4	22
54	5	5	4	5	5	24
55	4	5	4	5	5	23
56	4	5	4	5	3	21
57	3	4	4	4	3	18
58	5	4	4	4	3	20
59	5	4	5	4	5	23

60	3	5	4	5	4	21
61	5	5	5	5	5	25
62	4	4	4	4	5	21
63	5	4	5	4	5	23
64	4	4	3	4	3	18
65	4	4	4	4	4	20
66	5	5	5	5	5	25
67	5	5	5	5	5	25
68	4	4	4	4	3	19
69	5	5	5	5	5	25
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71	5	4	4	4	4	21
72	4	4	3	4	3	18
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74	5	5	5	5	5	25
75	4	3	3	3	3	16
76	4	4	3	4	4	19
77	4	4	4	4	4	20
78	3	4	3	3	4	17
79	5	5	5	5	5	25
80	5	5	5	5	4	24
81	5	5	5	5	5	25
82	4	4	4	4	4	20
83	5	5	5	5	5	25
84	4	3	4	4	4	19
85	4	4	3	4	4	19
86	5	5	5	5	5	25
87	3	4	4	3	3	17
88	4	4	3	4	4	19
89	5	5	5	5	5	25
90	5	5	5	5	5	25

91	3	4	3	3	4	17
92	4	2	3	4	4	17
93	5	5	5	5	5	25
94	4	4	4	4	4	20
95	4	4	4	4	4	20
96	3	4	4	3	4	18
97	4	4	3	4	4	19
98	5	4	5	5	5	24
99	2	3	4	2	4	15
100	5	4	4	5	5	23
101	5	4	5	4	4	22
102	4	4	3	4	4	19
103	4	4	4	4	5	21
104	3	3	4	3	4	17
105	5	5	5	5	5	25
106	5	4	5	4	5	23
107	4	5	5	5	5	24
108	4	5	5	5	5	24
109	4	4	3	4	3	18
110	4	4	4	4	5	21
111	3	3	3	3	3	15
112	4	4	4	4	5	21
113	3	3	4	3	4	17
114	5	4	5	4	5	23
115	4	5	4	5	4	22
116	5	5	5	5	5	25
117	5	4	5	4	5	23
118	4	4	5	4	5	22
119	3	5	5	5	4	22
120	5	5	5	5	4	24
121	4	3	3	3	4	17

122	3	3	5	3	5	19
123	5	5	3	5	3	21
124	5	4	4	4	4	21
125	5	4	5	4	4	22
126	4	4	3	4	4	19
127	4	4	4	4	4	20
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135	4	4	3	4	4	19
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139	5	5	5	5	5	25
140	5	5	5	5	5	25
141	3	4	3	3	4	17
142	4	2	3	4	4	17
143	4	3	4	3	4	18
144	4	4	4	4	4	20
145	4	4	4	4	4	20
146	3	4	4	3	4	18
147	4	4	3	4	4	19
148	5	4	5	5	5	24
149	2	3	4	2	4	15
150	5	4	4	5	5	23

Lampiran 6 : Tabulasi Data Sampel Penelitian

NO	Social Media Marketing (X1)						Kualitas Produk (X2)						Minat Beli (Y)					
	X1.					Total	X2.					Total	X3.					Total
	1	2	3	4	5		1	2	3	4	5		1	2	3	4	5	
1	4	5	5	4	5	23	5	5	5	5	4	24	5	5	5	5	5	25
2	4	4	4	4	4	20	4	4	4	4	3	19	5	4	3	4	4	20
3	4	4	4	4	4	20	5	5	3	5	4	22	4	4	4	4	5	21
4	5	3	4	5	5	22	5	4	5	5	3	22	4	4	5	4	4	21
5	3	4	3	3	4	17	4	5	4	4	4	21	5	4	4	4	5	22
6	4	3	4	4	3	18	5	4	4	5	3	21	4	4	4	4	4	20
7	4	3	4	4	4	19	5	4	4	5	5	23	5	4	5	4	4	22
8	3	4	4	3	3	17	5	3	4	5	3	20	4	4	4	4	3	19
9	4	5	5	4	4	22	5	4	5	5	5	24	5	5	5	5	5	25
10	4	4	5	4	4	21	3	4	4	3	5	19	5	5	4	5	3	22
11	4	4	5	4	4	21	4	3	5	4	5	21	5	5	5	5	5	25
12	3	3	3	3	3	15	3	4	4	3	3	17	3	3	4	3	3	16
13	4	5	4	4	4	21	4	4	3	4	5	20	5	4	5	4	5	23
14	5	5	5	5	5	25	5	5	4	5	3	22	5	5	4	5	5	24
15	3	3	3	3	3	15	4	4	3	4	4	19	3	4	3	4	3	17
16	4	5	4	4	5	22	4	4	4	4	4	20	4	4	4	4	4	20
17	4	5	5	4	4	22	4	5	5	4	5	23	5	5	5	5	5	25
18	4	3	3	4	3	17	3	3	4	3	4	17	4	4	4	4	4	20
19	3	5	5	3	4	20	3	4	3	3	5	18	4	4	5	4	4	21
20	4	4	3	4	3	18	3	4	4	3	4	18	3	4	5	4	4	20
21	5	4	4	5	5	23	5	5	5	5	5	25	5	5	5	5	5	25
22	3	4	5	3	5	20	3	3	4	3	5	18	4	4	5	4	4	21
23	5	3	4	5	4	21	5	4	5	5	5	24	4	4	5	4	5	22
24	3	4	4	3	4	18	5	4	3	5	4	21	5	4	3	4	3	19
25	3	3	4	3	3	16	3	3	3	3	4	16	3	3	4	3	3	16
26	4	4	3	4	4	19	4	4	4	4	5	21	5	5	4	4	4	22
27	5	5	4	5	5	24	4	3	5	5	4	21	4	4	4	4	5	21
28	4	5	4	5	4	22	4	4	5	5	5	23	5	5	4	4	3	21
29	4	5	4	5	5	23	4	5	5	5	5	24	5	4	5	5	4	23
30	3	3	3	3	4	16	3	4	3	3	3	16	4	4	3	3	4	18

31	5	4	4	4	4	21	5	3	4	4	4	20	4	4	4	4	5	21
32	4	4	3	4	3	18	3	4	3	3	4	17	3	3	4	4	4	18
33	5	5	5	5	5	25	4	5	4	4	5	22	5	5	5	5	5	25
34	5	4	5	4	5	23	5	4	5	5	3	22	5	4	5	5	5	24
35	5	5	4	5	4	23	5	4	4	4	4	21	4	5	5	5	5	24
36	5	4	5	4	5	23	5	5	5	5	5	25	4	5	5	5	5	24
37	4	4	4	4	4	20	3	3	4	4	4	18	4	4	3	3	3	17
38	4	5	4	5	5	23	4	4	5	5	4	22	4	4	4	4	5	21
39	3	4	3	4	3	17	4	3	4	4	4	19	3	3	3	3	3	15
40	4	3	5	3	4	19	3	3	5	5	5	21	4	4	4	4	5	21
41	3	4	5	4	5	21	4	5	4	4	3	20	3	3	4	4	4	18
42	4	5	5	5	4	23	5	5	5	5	5	25	5	4	5	5	5	24
43	5	4	5	4	4	22	3	5	5	5	4	22	4	5	4	4	4	21
44	5	4	5	4	5	23	4	4	5	5	5	23	5	5	5	5	5	25
45	5	5	5	5	5	25	5	4	5	5	4	23	5	4	5	5	5	24
46	3	3	4	3	5	18	4	5	4	4	5	22	4	4	5	5	5	23
47	4	4	4	4	3	19	4	4	4	4	4	20	3	5	5	5	4	22
48	5	5	4	5	4	23	4	5	5	5	5	24	5	5	5	5	4	24
49	3	5	4	5	4	21	3	3	4	4	4	18	4	3	3	3	4	17
50	4	4	3	4	4	19	4	4	4	4	4	20	3	3	5	5	5	21
51	5	4	4	4	3	20	5	4	4	4	3	20	5	5	3	5	3	21
52	4	3	5	5	4	21	4	5	5	5	4	23	5	4	4	4	4	21
53	3	5	4	4	4	20	4	4	5	4	4	21	5	4	5	4	4	22
54	4	5	4	4	4	21	5	3	3	3	5	19	5	5	4	5	5	24
55	5	5	4	4	4	22	5	5	4	5	5	24	4	5	4	5	5	23
56	4	3	4	4	4	19	5	3	3	3	3	17	4	5	4	5	3	21
57	4	5	4	4	3	20	4	4	3	4	4	19	3	4	4	4	3	18
58	4	3	3	3	4	17	5	3	3	3	4	18	5	4	4	4	3	20
59	5	5	5	5	5	25	5	5	5	5	4	24	5	4	5	4	5	23
60	4	4	4	4	4	20	5	3	4	3	3	18	3	5	4	5	4	21
61	5	4	5	5	5	24	5	5	4	5	5	24	5	5	5	5	5	25
62	4	4	4	4	5	21	4	5	5	5	4	23	4	4	4	4	5	21
63	5	5	5	5	5	25	5	5	5	5	5	25	5	4	5	4	5	23
64	5	4	3	3	3	18	4	3	3	3	4	17	4	4	3	4	3	18

65	4	3	5	5	4	21	4	3	5	3	4	19	4	4	4	4	20
66	4	4	5	5	5	23	4	5	5	5	5	24	5	5	5	5	25
67	4	5	5	5	5	24	5	4	4	4	5	22	5	5	5	5	25
68	3	3	4	4	3	17	4	4	4	4	4	20	4	4	4	3	19
69	5	5	5	5	5	25	5	3	5	3	5	21	5	5	5	5	25
70	4	4	3	3	3	17	3	3	3	3	4	16	4	3	3	3	17
71	4	4	4	4	5	21	4	5	5	5	4	23	5	4	4	4	21
72	4	4	3	3	3	17	2	3	4	3	4	16	4	4	3	4	18
73	3	3	4	4	3	17	4	3	4	3	3	17	4	4	3	4	19
74	5	5	5	5	5	25	5	4	5	4	5	23	5	5	5	5	25
75	4	3	3	3	4	17	3	4	4	4	4	19	4	3	3	3	16
76	5	3	4	3	3	18	3	3	4	3	4	17	4	4	3	4	19
77	4	3	3	3	4	17	4	3	4	4	3	18	4	4	4	4	20
78	4	2	4	2	3	15	4	3	3	4	4	18	3	4	3	3	17
79	5	5	5	5	4	24	5	5	5	5	5	25	5	5	5	5	25
80	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	4	24
81	4	5	5	5	5	24	5	5	5	5	5	25	5	5	5	5	25
82	3	5	3	5	4	20	4	5	3	4	4	20	4	4	4	4	20
83	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	25
84	4	4	3	4	3	18	5	3	3	5	3	19	4	3	4	4	19
85	4	5	2	5	3	19	3	5	4	3	4	19	4	4	3	4	19
86	5	5	4	5	5	25	5	5	4	5	5	24	5	5	5	5	25
87	4	3	5	3	2	17	4	3	4	4	3	18	3	4	4	3	17
88	3	3	3	3	4	16	3	4	3	3	4	17	4	4	3	4	19
89	5	5	5	5	5	25	5	5	4	5	5	24	5	5	5	5	25
90	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	25
91	4	3	4	3	3	17	4	2	4	4	4	18	3	4	3	3	17
92	3	3	3	3	5	17	3	4	5	3	3	18	4	2	3	4	17
93	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	25
94	4	4	3	4	3	18	4	4	3	4	4	19	4	4	4	4	20
95	5	3	4	3	4	19	4	3	4	4	4	19	4	4	4	4	20
96	3	4	4	4	3	18	4	4	4	4	4	20	3	4	4	3	18
97	4	2	4	2	4	16	4	4	4	4	3	19	4	4	3	4	19
98	3	5	3	5	5	21	4	5	5	4	4	22	5	4	5	5	24

99	3	3	4	3	3	16	3	3	3	3	4	16	2	3	4	2	4	15
100	5	5	4	5	4	23	5	5	5	5	5	25	5	4	4	5	5	23
101	4	5	4	4	5	22	4	5	5	5	5	24	5	4	5	4	4	22
102	3	3	3	3	4	16	3	4	3	4	3	17	4	4	3	4	4	19
103	5	4	4	4	4	21	5	3	4	3	4	19	4	4	4	4	5	21
104	4	4	3	3	3	17	3	4	3	4	4	18	3	3	4	3	4	17
105	5	5	5	5	5	25	4	5	4	5	5	23	5	5	5	5	5	25
106	5	4	5	5	5	24	5	4	5	4	3	21	5	4	5	4	5	23
107	5	5	4	4	4	22	5	4	4	4	4	21	4	5	5	5	5	24
108	5	4	5	5	5	24	5	5	5	5	5	25	4	5	5	5	5	24
109	4	4	4	4	4	20	3	3	4	3	4	17	4	4	3	4	3	18
110	4	5	4	4	5	22	4	4	5	4	4	21	4	4	4	4	5	21
111	3	4	3	3	3	16	4	3	4	3	4	18	3	3	3	3	3	15
112	4	3	5	5	4	21	3	3	5	3	5	19	4	4	4	4	5	21
113	3	4	5	5	5	22	4	5	4	5	3	21	3	3	4	3	4	17
114	4	5	5	5	4	23	5	5	5	5	5	25	5	4	5	4	5	23
115	5	4	5	5	4	23	3	5	5	5	4	22	4	5	4	5	4	22
116	5	4	5	5	5	24	4	4	5	4	5	22	5	5	5	5	5	25
117	5	5	5	5	5	25	5	4	5	4	4	22	5	4	5	4	5	23
118	3	3	4	4	5	19	4	5	4	5	5	23	4	4	5	4	5	22
119	4	4	4	4	3	19	4	4	4	4	4	20	3	5	5	5	4	22
120	5	5	4	4	4	22	4	5	5	5	5	24	5	5	5	5	4	24
121	3	5	4	4	4	20	3	3	4	3	4	17	4	3	3	3	4	17
122	4	4	3	3	4	18	4	4	4	4	4	20	3	3	5	3	5	19
123	5	4	4	4	3	20	5	4	4	4	3	20	5	5	3	5	3	21
124	4	3	5	5	4	21	4	5	5	5	4	23	5	4	4	4	4	21
125	3	5	4	4	4	20	4	4	5	4	4	21	5	4	5	4	4	22
126	5	3	4	5	3	20	3	3	4	4	4	18	4	4	3	4	4	19
127	4	3	3	4	4	18	4	3	4	4	3	18	4	4	4	4	4	20
128	4	2	4	4	3	17	4	3	3	3	4	17	3	4	3	3	4	17
129	5	5	5	5	4	24	5	5	5	5	5	25	5	5	5	5	5	25
130	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	4	24
131	4	5	5	4	5	23	5	5	5	5	5	25	5	5	5	5	5	25
132	3	5	3	3	4	18	4	5	3	3	4	19	4	4	4	4	4	20

133	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
134	4	4	3	4	3	18	5	3	3	3	3	17	4	3	4	4	4	19
135	4	5	2	4	3	18	3	5	4	4	4	20	4	4	3	4	4	19
136	5	5	4	5	5	25	5	5	4	4	5	23	5	5	5	5	5	25
137	4	3	5	4	2	18	4	3	4	4	3	18	3	4	4	3	3	17
138	3	3	3	3	4	16	3	4	3	3	4	17	4	4	3	4	4	19
139	5	5	5	5	5	25	5	5	4	4	5	23	5	5	5	5	5	25
140	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
141	4	3	4	4	3	18	4	2	4	4	4	18	3	4	3	3	4	17
142	3	3	3	3	5	17	3	4	5	5	3	20	4	2	3	4	4	17
143	5	4	5	4	5	23	5	5	5	4	5	24	4	3	4	3	4	18
144	4	4	3	4	3	18	4	4	3	3	4	18	4	4	4	4	4	20
145	5	3	4	5	4	21	4	3	4	4	4	19	4	4	4	4	4	20
146	3	4	4	3	3	17	4	4	3	4	3	18	3	4	4	3	4	18
147	4	2	4	4	4	18	4	5	4	4	3	20	4	4	3	4	4	19
148	3	5	3	3	5	19	4	5	5	5	4	23	5	4	5	5	5	24
149	3	3	4	3	5	18	3	3	4	3	4	17	2	3	4	2	4	15
150	5	5	4	5	4	23	5	4	5	4	5	23	5	4	4	5	5	23



Lampiran 7 : Output Pengujian Data pada SPSS

Hasil Uji Validitas *Social Media Marketing* (X₁) Sampel Kecil

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL_X1
X1.1	Pearson Correlation	1	.522**	.605**	.793**	.328	.814**
	Sig. (2-tailed)		.003	.000	.000	.077	.000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	.522**	1	.536**	.651**	.566**	.827**
	Sig. (2-tailed)	.003		.002	.000	.001	.000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	.605**	.536**	1	.485**	.474**	.771**
	Sig. (2-tailed)	.000	.002		.007	.008	.000
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	.793**	.651**	.485**	1	.472**	.856**
	Sig. (2-tailed)	.000	.000	.007		.008	.000
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	.328	.566**	.474**	.472**	1	.715**
	Sig. (2-tailed)	.077	.001	.008	.008		.000
	N	30	30	30	30	30	30
TOTAL_X1	Pearson Correlation	.814**	.827**	.771**	.856**	.715**	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).

Hasil Uji Reliabilitas *Social Media Marketing* (X₁) Sampel Kecil

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.856	5

Hasil Uji Validitas Kualitas Produk (X₂) Sampel Kecil

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL_X2
X2.1	Pearson Correlation	1	.518**	.645**	.955**	.557**	.858**
	Sig. (2-tailed)		.003	.000	.000	.001	.000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	.518**	1	.814**	.566**	.733**	.836**
	Sig. (2-tailed)	.003		.000	.001	.000	.000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	.645**	.814**	1	.701**	.695**	.894**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	.955**	.566**	.701**	1	.620**	.896**
	Sig. (2-tailed)	.000	.001	.000		.000	.000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	.557**	.733**	.695**	.620**	1	.829**
	Sig. (2-tailed)	.001	.000	.000	.000		.000
	N	30	30	30	30	30	30
TOTAL_X2	Pearson Correlation	.858**	.836**	.894**	.896**	.829**	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).

Hasil Uji Reliabilitas Kualitas Produk (X₂) Sampel Kecil

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.914	5

Hasil Uji Validitas Minat Beli (Y) Sampel Kecil

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	TOTAL_Y
Y.1	Pearson Correlation	1	.654**	.518**	.773**	.507**	.856**
	Sig. (2-tailed)		.000	.003	.000	.004	.000
	N	30	30	30	30	30	30
Y.2	Pearson Correlation	.654**	1	.638**	.771**	.503**	.878**
	Sig. (2-tailed)	.000		.000	.000	.005	.000
	N	30	30	30	30	30	30
Y.3	Pearson Correlation	.518**	.638**	1	.646**	.311	.740**
	Sig. (2-tailed)	.003	.000		.000	.094	.000
	N	30	30	30	30	30	30
Y.4	Pearson Correlation	.773**	.771**	.646**	1	.507**	.905**
	Sig. (2-tailed)	.000	.000	.000		.004	.000
	N	30	30	30	30	30	30
Y.5	Pearson Correlation	.507**	.503**	.311	.507**	1	.700**
	Sig. (2-tailed)	.004	.005	.094	.004		.000
	N	30	30	30	30	30	30
TOTAL_Y	Pearson Correlation	.856**	.878**	.740**	.905**	.700**	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).

Hasil Uji Reliabilitas Minat Beli (Y) Sampel Kecil

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.874	5

Hasil Uji Validitas *Social Media Marketing* (X₁) Sampel Besar

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL_X1
X1.1	Pearson Correlation	1	.296**	.436**	.552**	.284**	.693**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
X1.2	Pearson Correlation	.296**	1	.256**	.525**	.407**	.698**
	Sig. (2-tailed)	.000		.002	.000	.000	.000
	N	150	150	150	150	150	150
X1.3	Pearson Correlation	.436**	.256**	1	.489**	.467**	.714**
	Sig. (2-tailed)	.000	.002		.000	.000	.000
	N	150	150	150	150	150	150
X1.4	Pearson Correlation	.552**	.525**	.489**	1	.438**	.823**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150
X1.5	Pearson Correlation	.284**	.407**	.467**	.438**	1	.715**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150
TOTAL_X1	Pearson Correlation	.693**	.698**	.714**	.823**	.715**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

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

Hasil Uji Reliabilitas *Social Media Marketing* (X₁) Sampel Besar

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.779	5

Hasil Uji Validitas Kualitas Produk (X₂) Sampel Besar

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL_X2
X2.1	Pearson Correlation	1	.310**	.277**	.495**	.207*	.643**
	Sig. (2-tailed)		.000	.001	.000	.011	.000
	N	150	150	150	150	150	150
X2.2	Pearson Correlation	.310**	1	.383**	.592**	.372**	.759**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
X2.3	Pearson Correlation	.277**	.383**	1	.561**	.362**	.717**
	Sig. (2-tailed)	.001	.000		.000	.000	.000
	N	150	150	150	150	150	150
X2.4	Pearson Correlation	.495**	.592**	.561**	1	.292**	.829**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150
X2.5	Pearson Correlation	.207*	.372**	.362**	.292**	1	.615**
	Sig. (2-tailed)	.011	.000	.000	.000		.000
	N	150	150	150	150	150	150
TOTAL_X2	Pearson Correlation	.643**	.759**	.717**	.829**	.615**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

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

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

Hasil Uji Reliabilitas Kualitas Produk (X₂) Sampel Besar

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.759	5

Hasil Uji Validitas Minat Beli (Y) Sampel Besar

		Correlations					
		Y.1	Y.2	Y.3	Y.4	Y.5	TOTAL_Y
Y.1	Pearson Correlation	1	.545**	.435**	.672**	.422**	.781**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
Y.2	Pearson Correlation	.545**	1	.477**	.738**	.346**	.780**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
Y.3	Pearson Correlation	.435**	.477**	1	.572**	.622**	.789**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150
Y.4	Pearson Correlation	.672**	.738**	.572**	1	.496**	.878**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150
Y.5	Pearson Correlation	.422**	.346**	.622**	.496**	1	.727**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150
TOTAL_Y	Pearson Correlation	.781**	.780**	.789**	.878**	.727**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

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

Hasil Uji Reliabilitas Minat Beli (Y) Sampel Besar

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.850	5

Hasil Pengujian Asumsi Klasik

a. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.53534213
Most Extreme Differences	Absolute	.050
	Positive	.035
	Negative	-.050
Test Statistic		.050
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

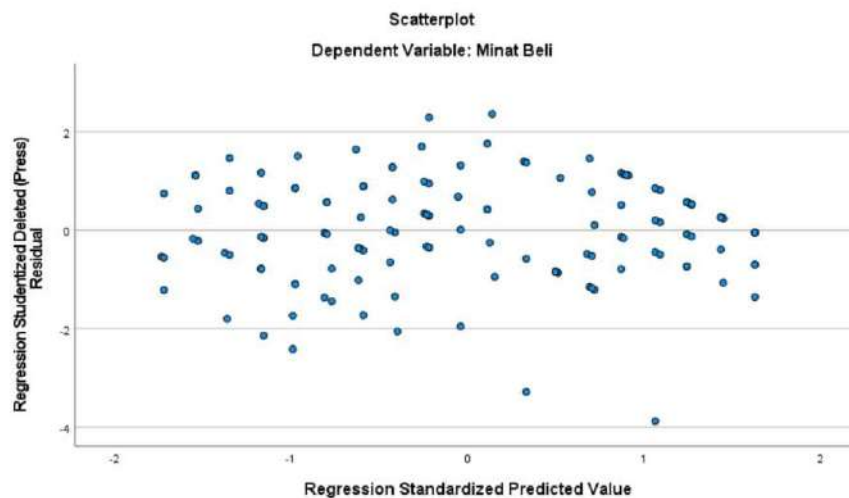
d. This is a lower bound of the true significance.

b. Uji Multikolinearitas

Coefficients ^a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	TOTAL_X1	.359	2.784
	TOTAL_X2	.359	2.784

a. Dependent Variable: TOTAL_Y

c. Uji Heteroskedastisitas



Hasil Uji Analisis Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.243	.989		2.267	.025
	Social Media Marketing	.473	.072	.479	6.568	<.001
	Kualitas Produk	.439	.077	.414	5.682	<.001

a. Dependent Variable: Minat Beli

Hasil Uji Koefisien Determinasi (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 ^a	.719	.715	1.546

a. Predictors: (Constant), Kualitas Produk, Social Media Marketing

b. Dependent Variable: Minat Beli

Hasil Pengujian Hipotesis

a. Uji F (Simultan)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	898.959	2	449.480	188.118	<.001 ^b
	Residual	351.234	147	2.389		
	Total	1250.193	149			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Kualitas Produk, Social Media Marketing

b. Uji t (Parsial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.243	.989		2.267	.025
	Social Media Marketing	.473	.072	.479	6.568	<.001
	Kualitas Produk	.439	.077	.414	5.682	<.001

a. Dependent Variable: Minat Beli

Lampiran 8 : Dokumentasi Penyebaran Kuesioner

