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LAMPIRAN

LAMPIRAN 1 Surat Persetujuan Skripsi

 PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS ILMU SOSIAL DAN ILMU
POLITIK UNIVERSITAS NASIONAL

PERSETUJUAN SKRIPSI

Nama : Kayla Dinda Verani
NPM : 193516516305
Program Studi : Ilmu Komunikasi
Judul Skripsi : Pengaruh *Social Media Marketing* Pada Aplikasi TikTok Terhadap Keputusan Pembelian Produk Sivali Factory (Survei Pada *Followers* Akun TikTok @sivalifactory)
Diajukan Untuk : Memenuhi salah satu dari persyaratan untuk memperoleh Gelar Sarjana Sastra Satu (S1) pada Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Nasional.

Disetujui untuk diujikan,
Jakarta, 6/02 2023

Dosen Pembimbing Ketua Prodi Ilmu Komunikasi


Dra. Masnah, M.Si.


Drs. Adi Prakosa, M.Si.

LAMPIRAN 2 Surat Tugas Pembimbing



UNIVERSITAS NASIONAL FAKULTAS ILMU SOSIAL DAN ILMU POLITIK

S1- Ilmu Politik, S1- Hubungan Internasional, S1- Ilmu Administrasi Negara,
S1- Sosiologi, dan S1- Ilmu Komunikasi

Jl. Sawo Mania No. 61 Pejaten, Pasar Minggu, Jakarta 12520 Telp. (021) 78833307, 7806700 (Hunting) Fax. 7802718, 7802719
P.O. Box 4741 Jakarta 12047 Homepage : <http://www.unas.ac.id> E-mail : febunas49@gmail.com

PENUGASAN PEMBIMBING SKRIPSI

Nomor : 222/D/X/2022

Dekan Fakultas Ilmu Sosial Ilmu Politik Universitas Nasional dengan ini menugaskan kepada :

Nama Dosen : **Dra. Masnah, M.Si.**

Sebagai Pembimbing skripsi Semester Ganjil Tahun Akademik 2022/2023 bagi mahasiswa berikut :

Nama Mahasiswa : Kayla Dinda Verani
Nomor Pokok : 193516516305
Program Studi : Ilmu Komunikasi
Bidang Konsentrasi : Hubungan Masyarakat

Adapun tugas pokok pembimbing Skripsi adalah :

- o Mengarahkan mahasiswa bimbingannya menyusun proposal penelitian
- o Mendampingi mahasiswa bimbingan dalam seminar proposal penelitian
- o Mengarahkan/membimbing mahasiswa dalam penelitian dan penulisan skripsi

Tugas dan wewenang ini berlaku paling lama untuk jangka waktu 2 (dua) semester, sejak tanggal penugasan ini ditanda tangani.

Jakarta, Rabu, 5 Oktober 2022

Dekan,



Dr. Erna Ermawati Chotim, M.Si

N.I.P. : 0109150857

Tembusan :

1. Wakil Dekan FISIP;
2. Ka. Program Studi;
3. Arsip;

LAMPIRAN 3 Surat Ketersediaan Pembimbing



UNIVERSITAS NASIONAL
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
TERAKREDITASI BAN-PT

Jl. Sawo Manila No. 61, Pejaten, Pasar Minggu, Jakarta Selatan 12520, Telp. (021) 7806700 (hunting),
Fax. 7802718-7802719 <http://www.unas.ac.id>, E-mail : info@unas.ac.id

Jakarta, 26 September 2022

Nomor : 101 /IK/IX/2022

Lamp : -

Hal : *Kesediaan Membimbing Proposal Skripsi*

Kepada Yth.

Bapak/Ibu Dra. Masnah, M.Si
Dosen Prodi Ilmu Komunikasi
Di Jakarta

Dengan hormat,

Terkait dengan penyelenggaraan ujian proposal skripsi semester Ganjil 2022/2023, Prodi Ilmu Komunikasi FISIP Universitas Nasional memohon kesediaan Bapak/Ibu untuk membimbing proposal skripsi yang disusun oleh:

Nama : Kayla Dinda Verani
NPM : 193516516305
Konsentrasi : Public Relations
Judul Proposal Skripsi : PENGARUH SOCIAL MEDIA MARKETING
PADA APLIKASI TIKTOK TERHADAP
KEPUTUSAN PEMBELIAN PRODUK SIVALI
FACTORY (SURVEI PADA FOLLOWERS TIKTOK
@sivalifactory)

Kami berharap Bapak/Ibu dapat memberikan jawaban kesediaan segera dengan memberikan tanda tangan di bawah ini, dan mengembalikannya kepada Prodi Ilmu Komunikasi melalui sekretariat Tata Usaha FISIP. Jika Bapak/Ibu bersedia, mohon dapat membimbing dan mengarahkan proposal skripsi mahasiswa agar layak untuk diuji.

Demikian atas kesediaan dan dukungannya kami ucapkan terima kasih.

*Bersedia/ Tidak Bersedia**
Sebagai Pembimbing,

Dra. Masnah, M.Si

* coret yang tidak perlu



Program Studi Ilmu Komunikasi
Ketua,

Drs. Adi Prakosa, M.Si

LAMPIRAN 4 Lembar Konsultasi Pembimbing Skripsi

LEMBAR KONSULTASI BIMBINGAN SKRIPSI

Nama Mahasiswa : KAYLA DINDA VERANI
Nama Pokok Mahasiswa : 193516516305
Program Studi/ Konsentrasi : Ilmu Komunikasi/ Hubungan Masyarakat
Judul Skripsi : PENGARUH SOCIAL MEDIA MARKETING PADA APLIKASI
TIKTOK TERHADAP KEPUTUSAN PEMBELIAN PRODUK SIVALI FACTORY (Survei Pada
Followers Akun TikTok @sivalifactory).

| NO | Tanggal | Materi Konsultasi | Paraf Pembimbing |
|----|----------|--|------------------|
| 1 | 5/10/22 | Menambahkan data dalam latar belakang, memperbaiki rumusan masalah dan tujuan penelitian, konsultasi tentang pendekatan penelitian | ke |
| 2 | 11/10/22 | Merubah penelitian terdahulu kedalam bentuk tabel dan memperbaiki kerangka pemikiran. | ke |
| 3 | 12/10/22 | Diskusi terkait teori yang digunakan | ke |
| 4 | 26/11/22 | Diskusi Bab 1,2,3 | ke |
| 5 | 05/12/22 | Memperbaiki penelitian terdahulu dan tabel operasionalisasi | ke |
| 6 | 05/01/23 | Bab 4 | ke |
| 7 | 29/01/23 | Konsultasi Bab 4 pembahasan | ke |
| 8 | 02/02/23 | Konsultasi Bab 4 dan 5 | ke |

Jakarta, 28 Februari 2023
Ketua Program Studi,


Drs. Adi Prakosa, M.Si.

LAMPIRAN 5 Hasil Analisis Distribusi Jawaban

▪ **Distribusi Jawaban Variabel X Menggunakan SPSS 25**

X1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 45 | 45.0 | 45.0 | 45.0 |
| | 4 | 55 | 55.0 | 55.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 42 | 42.0 | 42.0 | 42.0 |
| | 4 | 58 | 58.0 | 58.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 39 | 39.0 | 39.0 | 40.0 |
| | 4 | 60 | 60.0 | 60.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X1.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 43 | 43.0 | 43.0 | 43.0 |
| | 4 | 57 | 57.0 | 57.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X1.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 38 | 38.0 | 38.0 | 39.0 |
| | 4 | 61 | 61.0 | 61.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X2.6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| | 2 | 3 | 3.0 | 3.0 | 4.0 |
| | 3 | 48 | 48.0 | 48.0 | 52.0 |
| | 4 | 48 | 48.0 | 48.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X2.7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| | 2 | 4 | 4.0 | 4.0 | 5.0 |
| | 3 | 43 | 43.0 | 43.0 | 48.0 |
| | 4 | 52 | 52.0 | 52.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X2.8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 45 | 45.0 | 45.0 | 47.0 |
| | 4 | 53 | 53.0 | 53.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3.9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 27 | 27.0 | 27.0 | 27.0 |
| | 4 | 73 | 73.0 | 73.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3.10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 28 | 28.0 | 28.0 | 29.0 |
| | 4 | 71 | 71.0 | 71.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3.11

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 37 | 37.0 | 37.0 | 38.0 |
| | 4 | 62 | 62.0 | 62.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X4.12

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 48 | 48.0 | 48.0 | 48.0 |
| | 4 | 52 | 52.0 | 52.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X4.13

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 46 | 46.0 | 46.0 | 48.0 |
| | 4 | 52 | 52.0 | 52.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X4.14

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 44 | 44.0 | 44.0 | 45.0 |
| | 4 | 55 | 55.0 | 55.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X4.15

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 36 | 36.0 | 36.0 | 36.0 |
| | 4 | 64 | 64.0 | 64.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

▪ **Distribusi Jawaban Variabel Y Menggunakan SPSS 25**

Y1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 47 | 47.0 | 47.0 | 47.0 |
| | 4 | 53 | 53.0 | 53.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 30 | 30.0 | 30.0 | 30.0 |
| | 4 | 70 | 70.0 | 70.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 41 | 41.0 | 41.0 | 41.0 |
| | 4 | 59 | 59.0 | 59.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y1.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 38 | 38.0 | 38.0 | 38.0 |
| | 4 | 62 | 62.0 | 62.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y2.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 44 | 44.0 | 44.0 | 45.0 |
| | 4 | 55 | 55.0 | 55.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y2.6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 43 | 43.0 | 43.0 | 45.0 |
| | 4 | 55 | 55.0 | 55.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y2.7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 49 | 49.0 | 49.0 | 51.0 |
| | 4 | 49 | 49.0 | 49.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y2.8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 45 | 45.0 | 45.0 | 47.0 |
| | 4 | 53 | 53.0 | 53.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y2.9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 35 | 35.0 | 35.0 | 36.0 |
| | 4 | 64 | 64.0 | 64.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y3.10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 34 | 34.0 | 34.0 | 35.0 |
| | 4 | 65 | 65.0 | 65.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y3.11

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 38 | 38.0 | 38.0 | 39.0 |
| | 4 | 61 | 61.0 | 61.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y4.12

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 47 | 47.0 | 47.0 | 48.0 |
| | 4 | 52 | 52.0 | 52.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y4.13

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 2.0 | 2.0 | 2.0 |
| | 2 | 7 | 7.0 | 7.0 | 9.0 |
| | 3 | 54 | 54.0 | 54.0 | 63.0 |
| | 4 | 37 | 37.0 | 37.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y5.14

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 46 | 46.0 | 46.0 | 46.0 |
| | 4 | 54 | 54.0 | 54.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y5.15

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 45 | 45.0 | 45.0 | 47.0 |
| | 4 | 53 | 53.0 | 53.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

LAMPIRAN 6 Data Responden

| Resp | Nama | Jenis Kelamin | Usia | Menggunakan social media TikTok | Mengikuti akun TikTok @sivalifactory | Username TikTok | Pernah menggunakan produk Sivali Factory |
|------|-----------------------|---------------|-------------|---------------------------------|--------------------------------------|------------------|--|
| 1 | Kalya | Wanita | 18-24 tahun | Ya | Ya | @s0urs44ly | Pernah |
| 2 | Jesica Naima | Wanita | 18-24 tahun | Ya | Ya | @jemima5331 | Pernah |
| 3 | marisa | Wanita | 18-24 tahun | Ya | Ya | @elarchiveee | Pernah |
| 4 | Sischa | Wanita | 18-24 tahun | Ya | Ya | orenjuicee | Pernah |
| 5 | Vindy Aurell | Wanita | 18-24 tahun | Ya | Ya | capegasie | Pernah |
| 6 | Maulina | Wanita | 18-24 tahun | Ya | Ya | moonzthetic | Pernah |
| 7 | Dita | Wanita | 18-24 tahun | Ya | Ya | dtxzzx | Pernah |
| 8 | Shakira | Wanita | 18-24 tahun | Ya | Ya | @shakqqy | Pernah |
| 9 | Indri nur aini | Wanita | 18-24 tahun | Ya | Ya | @Tehbandulan1500 | Pernah |
| 10 | Sinta baharani | Wanita | 18-24 tahun | Ya | Ya | Xxsnt4 | Pernah |
| 11 | Jihan | Wanita | 18-24 tahun | Ya | Ya | Jihanzhrr | Pernah |
| 12 | Ayuga Luni Amita Sari | Wanita | 18-24 tahun | Ya | Ya | @ayugaiueo | Pernah |

| | | | | | | | |
|----|---------------------|--------|-------------|----|----|---------------|--------|
| 13 | Astri Nurul Hidayah | Wanita | 18-24 tahun | Ya | Ya | Astrinrlh | Pernah |
| 14 | Tania Putri | Wanita | 18-24 tahun | Ya | Ya | fireflie.s | Pernah |
| 15 | Chantika | Wanita | 18-24 tahun | Ya | Ya | chacapung | Pernah |
| 16 | Ira | Wanita | 25-30 tahun | Ya | Ya | Razatk24 | Pernah |
| 17 | Erina | Wanita | 18-24 tahun | Ya | Ya | doyerin | Pernah |
| 18 | Maudy ajeng | Wanita | 18-24 tahun | Ya | Ya | @yeputta0 | Pernah |
| 19 | Salma | Wanita | 18-24 tahun | Ya | Ya | @saalnab | Pernah |
| 20 | min | Wanita | 18-24 tahun | Ya | Ya | purplepaus | Pernah |
| 21 | ayuoctv10@gmail.com | Wanita | 18-24 tahun | Ya | Ya | gataulupaa2 | Pernah |
| 22 | Cynthia | Wanita | 25-30 tahun | Ya | Ya | Ceritacyn | Pernah |
| 23 | Iza | Wanita | 18-24 tahun | Ya | Ya | @onlyonething | Pernah |
| 24 | Noy | Wanita | 18-24 tahun | Ya | Ya | 721cm | Pernah |
| 25 | Saharani | Wanita | 18-24 tahun | Ya | Ya | Dipityshine | Pernah |
| 26 | Wanda | Wanita | 18-24 tahun | Ya | Ya | @choacl | Pernah |
| 27 | kayla | Wanita | 18-24 tahun | Ya | Ya | @dalkomme | Pernah |
| 28 | Nadya | Wanita | 18-24 tahun | Ya | Ya | nadya_ | Pernah |
| 29 | MARISA | Wanita | 18-24 tahun | Ya | Ya | cacamarisa | Pernah |
| 30 | Vanessa | Wanita | 18-24 tahun | Ya | Ya | @stvlghtt | Pernah |
| 31 | Pratiwi Nuraini | Wanita | 18-24 tahun | Ya | Ya | tiwrex | Pernah |

| | | | | | | | |
|----|----------------------|--------|-------------|----|----|------------------|--------|
| 32 | anya | Wanita | 18-24 tahun | Ya | Ya | @pinkirosee | Pernah |
| 33 | Vita | Wanita | 18-24 tahun | Ya | Ya | Vitamicin | Pernah |
| 34 | leaa | Wanita | 18-24 tahun | Ya | Ya | leiaaloui | Pernah |
| 35 | Tasya | Wanita | 18-24 tahun | Ya | Ya | tastasyapратиwi | Pernah |
| 36 | Debrina O | Wanita | 18-24 tahun | Ya | Ya | @uyumyluv | Pernah |
| 37 | Aca | Wanita | 18-24 tahun | Ya | Ya | marshupilamii | Pernah |
| 38 | IFHA | Wanita | 25-30 tahun | Ya | Ya | matchaaaaalateee | Pernah |
| 39 | Pao | Wanita | 18-24 tahun | Ya | Ya | peachypao_ | Pernah |
| 40 | Miranti Agustina | Wanita | 18-24 tahun | Ya | Ya | mirantiagt | Pernah |
| 41 | Nur Fadhilah Wardana | Wanita | 18-24 tahun | Ya | Ya | dlvvarch | Pernah |
| 42 | Amalia | Wanita | 18-24 tahun | Ya | Ya | @liarnyknj | Pernah |
| 43 | Kia | Wanita | 18-24 tahun | Ya | Ya | @niumatchalatte_ | Pernah |
| 44 | Amelia Fatmawati | Wanita | 18-24 tahun | Ya | Ya | noturbae | Pernah |
| 45 | Sha | Wanita | 18-24 tahun | Ya | Ya | - | Pernah |
| 46 | Layli | Wanita | 18-24 tahun | Ya | Ya | @latteenthu | Pernah |
| 47 | Mia | Wanita | 18-24 tahun | Ya | Ya | miaanisy | Pernah |
| 48 | DAPR | Wanita | 18-24 tahun | Ya | Ya | _xviixmmi_ | Pernah |
| 49 | ester | Wanita | 18-24 tahun | Ya | Ya | raneysaferah | Pernah |
| 50 | nanda | Wanita | 18-24 tahun | Ya | Ya | yoonaaddicts30 | Pernah |

| | | | | | | | |
|----|------------------|--------|-------------|----|----|-----------------|--------|
| 51 | Chika | Wanita | 18-24 tahun | Ya | Ya | @bnanachis | Pernah |
| 52 | Steffi | Wanita | 18-24 tahun | Ya | Ya | awwrelia | Pernah |
| 53 | khorry maghfirah | Wanita | 18-24 tahun | Ya | Ya | ilyvbc | Pernah |
| 54 | cil | Wanita | 18-24 tahun | Ya | Ya | jjkecil.97 | Pernah |
| 55 | Nia | Wanita | 18-24 tahun | Ya | Ya | rkrnia | Pernah |
| 56 | yifei | Wanita | 18-24 tahun | Ya | Ya | faraaa48 | Pernah |
| 57 | Asya | Wanita | 18-24 tahun | Ya | Ya | @asyrrd | Pernah |
| 58 | Nisrina Azkiya | Wanita | 18-24 tahun | Ya | Ya | @nnoengss | Pernah |
| 59 | Lulu | Wanita | 18-24 tahun | Ya | Ya | @lulubisay | Pernah |
| 60 | Meisura adelani | Wanita | 18-24 tahun | Ya | Ya | Meisuraadelani | Pernah |
| 61 | elza | Wanita | 18-24 tahun | Ya | Ya | elzananaa | Pernah |
| 62 | Nilam Saraswati | Wanita | 25-30 tahun | Ya | Ya | Hainell | Pernah |
| 63 | Denissa | Wanita | 18-24 tahun | Ya | Ya | Josantz | Pernah |
| 64 | Fifi | Wanita | 18-24 tahun | Ya | Ya | @blossomiesoo | Pernah |
| 65 | Lisa | Wanita | 18-24 tahun | Ya | Ya | Pluvio_ai | Pernah |
| 66 | anz | Wanita | 18-24 tahun | Ya | Ya | @aannnzxxx | Pernah |
| 67 | ara | Wanita | 18-24 tahun | Ya | Ya | @keepyourchinup | Pernah |
| 68 | Resti | Wanita | 18-24 tahun | Ya | Ya | @el_resti | Pernah |
| 69 | Febby | Wanita | 18-24 tahun | Ya | Ya | youre.xbyy | Pernah |

| | | | | | | | |
|----|------------------|--------|-------------|----|----|-----------------|--------|
| 70 | Betha | Wanita | 18-24 tahun | Ya | Ya | Betooy | Pernah |
| 71 | Boraminc | Wanita | 18-24 tahun | Ya | Ya | humanibora | Pernah |
| 72 | hr | Wanita | 18-24 tahun | Ya | Ya | herahirii | Pernah |
| 73 | Cintia | Wanita | 18-24 tahun | Ya | Ya | cinns_ | Pernah |
| 74 | Dwi Muryanti | Wanita | 25-30 tahun | Ya | Ya | bunny.doyie | Pernah |
| 75 | Elza Hasyim | Wanita | 18-24 tahun | Ya | Ya | Elzakhsym | Pernah |
| 76 | Muthmainnah | Wanita | 18-24 tahun | Ya | Ya | @myheartissoul | Pernah |
| 77 | Melinda Putri | Wanita | 25-30 tahun | Ya | Ya | @melindaa.putri | Pernah |
| 78 | Unilam Sari | Wanita | 31-34 tahun | Ya | Ya | @unilamsarii | Pernah |
| 79 | Fifi Ghedi | Wanita | 18-24 tahun | Ya | Ya | @fifienghedi | Pernah |
| 80 | Cahaya Putri | Wanita | 25-30 tahun | Ya | Ya | @cahayaaputih | Pernah |
| 81 | Sherly Yunita | Wanita | 31-34 tahun | Ya | Ya | @sherlyy506 | Pernah |
| 82 | Lirda M. Arif | Wanita | 18-24 tahun | Ya | Ya | lirdrug | Pernah |
| 83 | Nanda Marisa | Wanita | 18-24 tahun | Ya | Ya | @nandamarisa52 | Pernah |
| 84 | Siti zulaika | Wanita | 25-30 tahun | Ya | Ya | @sitizulaika140 | Pernah |
| 85 | Ananda putri | Wanita | 18-24 tahun | Ya | Ya | @ananputwkwk | Pernah |
| 86 | Aza rista | Wanita | 18-24 tahun | Ya | Ya | @azarista | Pernah |
| 87 | Ayu azalia | Wanita | 25-30 tahun | Ya | Ya | @ayuuazalia | Pernah |
| 88 | Syarifah Hanifah | Wanita | 18-24 tahun | Ya | Ya | @sawlence | Pernah |

| | | | | | | | |
|-----|----------------|--------|-------------|----|----|------------------|--------|
| 89 | Kamila | Wanita | 18-24 tahun | Ya | Ya | Kamilalala57 | Pernah |
| 90 | Siska Pratiwi | Wanita | 18-24 tahun | Ya | Ya | n0yanoir | Pernah |
| 91 | Siti Munawaroh | Wanita | 18-24 tahun | Ya | Ya | @flowerbear00 | Pernah |
| 92 | Afra shabira | Wanita | 18-24 tahun | Ya | Ya | brianjavier | Pernah |
| 93 | Devina | Wanita | 18-24 tahun | Ya | Ya | @biubimbab | Pernah |
| 94 | Agnes Devita | Wanita | 25-30 tahun | Ya | Ya | _favorite.almost | Pernah |
| 95 | zahra | Wanita | 18-24 tahun | Ya | Ya | @xvrzhr | Pernah |
| 96 | Tasya | Wanita | 18-24 tahun | Ya | Ya | antsyajesi | Pernah |
| 97 | Refani Aulia | Wanita | 18-24 tahun | Ya | Ya | refaniaulia7 | Pernah |
| 98 | nabila | Wanita | 18-24 tahun | Ya | Ya | @nabzahra_ | Pernah |
| 99 | Vio | Wanita | 18-24 tahun | Ya | Ya | violineec | Pernah |
| 100 | nadia | Wanita | 18-24 tahun | Ya | Ya | pinkstoreidd | Pernah |



LAMPIRAN 7 Jawaban Responden Variabel X

| Resp | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X2.6 | X2.7 | X2.8 | X3.9 | X3.10 | X3.11 | X4.12 | X4.13 | X4.14 | X4.15 | X total |
|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|---------|
| 1 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 51 |
| 2 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 51 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 48 |
| 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 47 |
| 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 58 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 57 |
| 8 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 52 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 59 |
| 10 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 55 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 59 |
| 13 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 50 |
| 14 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 51 |
| 15 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 16 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 53 |
| 17 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 51 |

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| 18 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 51 |
| 19 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 55 |
| 20 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 53 |
| 21 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 55 |
| 22 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 49 |
| 23 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 52 |
| 24 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 25 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 56 |
| 26 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 53 |
| 27 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 52 |
| 28 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 55 |
| 29 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 45 |
| 30 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 52 |
| 31 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 33 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 56 |
| 34 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 57 |
| 35 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 36 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 44 |

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|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 37 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 52 |
| 38 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 40 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 53 |
| 41 | 3 | 4 | 4 | 3 | 4 | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 52 |
| 42 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 52 |
| 43 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 53 |
| 44 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 52 |
| 45 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 46 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 47 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 56 |
| 48 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 54 |
| 49 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 57 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 58 |
| 51 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 56 |
| 52 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 50 |
| 53 | 3 | 3 | 2 | 3 | 3 | 1 | 1 | 3 | 4 | 2 | 2 | 3 | 2 | 1 | 3 | 36 |
| 54 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 54 |
| 55 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 54 |

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|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 56 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 50 |
| 57 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 54 |
| 58 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 54 |
| 59 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 52 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 61 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 62 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 63 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 55 |
| 64 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 55 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 66 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 58 |
| 67 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 51 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 69 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 59 |
| 70 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 54 |
| 71 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 52 |
| 72 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 52 |
| 73 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 55 |
| 74 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 56 |

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| 75 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 48 |
| 76 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 56 |
| 77 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 57 |
| 78 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 57 |
| 79 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 56 |
| 80 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 57 |
| 81 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 54 |
| 82 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 83 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 55 |
| 84 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 52 |
| 85 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 53 |
| 86 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 52 |
| 87 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 54 |
| 88 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 52 |
| 89 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 58 |
| 90 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 91 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 54 |
| 92 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 56 |
| 93 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 54 |

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|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 94 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 58 |
| 95 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 53 |
| 96 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 54 |
| 97 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 49 |
| 98 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 56 |
| 99 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 51 |
| 100 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 51 |



LAMPIRAN 8 Jawaban Responden Variabel Y

| Resp | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | Y2.6 | Y2.7 | Y2.8 | Y2.9 | Y3.10 | Y3.11 | Y4.12 | Y4.13 | Y5.14 | Y5.15 | Y total |
|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|---------|
| 1 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 47 |
| 2 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 51 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 2 | 48 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 46 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 57 |
| 6 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 59 |
| 7 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 48 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 51 |
| 9 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 58 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 55 |
| 11 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 60 |
| 12 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 57 |
| 13 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 47 |
| 14 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 50 |
| 15 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 49 |
| 16 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 51 |
| 17 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 54 |

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|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 18 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 44 |
| 19 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 55 |
| 20 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 55 |
| 21 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 55 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 48 |
| 23 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 57 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 45 |
| 25 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 57 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 55 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 55 |
| 28 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 56 |
| 29 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 43 |
| 30 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 54 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 56 |
| 32 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 60 |
| 33 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 1 | 4 | 4 | 54 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 51 |
| 35 | 4 | 3 | 4 | 3 | 3 | 2 | 2 | 4 | 3 | 4 | 3 | 3 | 2 | 3 | 4 | 59 |
| 36 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 47 |

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|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 37 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 50 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 45 |
| 39 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 58 |
| 40 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 3 | 53 |
| 41 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 51 |
| 42 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 53 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 55 |
| 44 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 58 |
| 45 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 46 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 45 |
| 47 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 57 |
| 48 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 56 |
| 49 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 55 |
| 50 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 54 |
| 51 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 51 |
| 52 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 3 | 3 | 47 |
| 53 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 35 |
| 54 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 53 |
| 55 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 55 |

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|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 56 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 53 |
| 57 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 53 |
| 58 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 52 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 54 |
| 60 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 60 |
| 61 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 58 |
| 62 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 45 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 65 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 60 |
| 66 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 56 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 60 |
| 69 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 58 |
| 70 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 52 |
| 71 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 49 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 54 |
| 73 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 55 |
| 74 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 54 |

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|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 75 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 48 |
| 76 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 56 |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 58 |
| 78 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 57 |
| 79 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 56 |
| 80 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 57 |
| 81 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 57 |
| 82 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 56 |
| 83 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 54 |
| 84 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 52 |
| 85 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 55 |
| 86 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 56 |
| 87 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 53 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 53 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 59 |
| 90 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 58 |
| 91 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 56 |
| 92 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 53 |
| 93 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 51 |

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|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 94 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 56 |
| 95 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 52 |
| 96 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 53 |
| 97 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 49 |
| 98 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 53 |
| 99 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 47 |
| 100 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 52 |



LAMPIRAN 9 Hasil Uji Validitas

▪ **Hasil Uji Validitas Variabel X**

| | | Correlations | | | | | | | | | | | | | | | Social Media Marketing |
|------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------------------------------|
| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X2.6 | X2.7 | X2.8 | X3.9 | X3.10 | X3.11 | X4.12 | X4.13 | X4.14 | X4.15 | |
| X1.1 | Pearson Correlation | 1 | .493** | .297** | .311** | .315** | .078 | .216* | .185 | .220* | .272** | .295** | .177 | .317** | .175 | .369** | .547** |
| | Sig. (2-tailed) | | .000 | .003 | .002 | .001 | .439 | .031 | .066 | .028 | .006 | .003 | .078 | .001 | .081 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .493** | 1 | .308** | .366** | .326** | .103 | .205* | .129 | .304** | .228* | .224* | .277** | .226* | .265** | .375** | .558** |
| | Sig. (2-tailed) | .000 | | .002 | .000 | .001 | .310 | .040 | .202 | .002 | .022 | .025 | .005 | .024 | .008 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .297** | .308** | 1 | .251* | .138 | .279** | .309** | .323** | .173 | .273** | .270** | .286** | .345** | .412** | .458** | .607** |
| | Sig. (2-tailed) | .003 | .002 | | .012 | .171 | .005 | .002 | .001 | .085 | .006 | .007 | .004 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.4 | Pearson Correlation | .311** | .366** | .251* | 1 | .269** | .184 | .123 | .222* | .154 | .257** | .248* | .257** | .169 | .210* | .274** | .499** |
| | Sig. (2-tailed) | .002 | .000 | .012 | | .007 | .068 | .225 | .026 | .125 | .010 | .013 | .010 | .093 | .036 | .006 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

| | | | | | | | | | | | | | | | | | |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.5 | Pearson Correlation | .315** | .326** | .138 | .269** | 1 | .201* | .264** | .342** | .318** | .409** | .286** | .345** | .219* | .360** | .270** | .593** |
| | Sig. (2-tailed) | .001 | .001 | .171 | .007 | | .045 | .008 | .000 | .001 | .000 | .004 | .000 | .029 | .000 | .007 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.6 | Pearson Correlation | .078 | .103 | .279** | .184 | .201* | 1 | .564** | .094 | .097 | .342** | .351** | -.012 | .200* | .363** | .223* | .508** |
| | Sig. (2-tailed) | .439 | .310 | .005 | .068 | .045 | | .000 | .350 | .336 | .001 | .000 | .906 | .046 | .000 | .025 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.7 | Pearson Correlation | .216* | .205* | .309** | .123 | .264** | .564** | 1 | .165 | .232* | .228* | .282** | .163 | .238* | .364** | .186 | .563** |
| | Sig. (2-tailed) | .031 | .040 | .002 | .225 | .008 | .000 | | .101 | .020 | .023 | .004 | .105 | .017 | .000 | .064 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.8 | Pearson Correlation | .185 | .129 | .323** | .222* | .342** | .094 | .165 | 1 | .200* | .360** | .179 | .278** | .397** | .333** | .323** | .535** |
| | Sig. (2-tailed) | .066 | .202 | .001 | .026 | .000 | .350 | .101 | | .047 | .000 | .075 | .005 | .000 | .001 | .001 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.9 | Pearson Correlation | .220* | .304** | .173 | .154 | .318** | .097 | .232* | .200* | 1 | .277** | .243* | .182 | .146 | .175 | .154 | .441** |
| | Sig. (2-tailed) | .028 | .002 | .085 | .125 | .001 | .336 | .020 | .047 | | .005 | .015 | .070 | .146 | .082 | .126 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.10 | Pearson Correlation | .272** | .228* | .273** | .257** | .409** | .342** | .228* | .360** | .277** | 1 | .423** | .109 | .194 | .446** | .356** | .606** |

| | | | | | | | | | | | | | | | | | |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .006 | .022 | .006 | .010 | .000 | .001 | .023 | .000 | .005 | .000 | .283 | .054 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| X3.11 | Pearson Correlation | .295** | .224* | .270** | .248* | .286** | .351** | .282** | .179 | .243* | .423** | 1 | .090 | .274** | .449** | .327** | .584** |
| | Sig. (2-tailed) | .003 | .025 | .007 | .013 | .004 | .000 | .004 | .075 | .015 | .000 | | .374 | .006 | .000 | .001 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X4.12 | Pearson Correlation | .177 | .277** | .286** | .257** | .345** | -.012 | .163 | .278** | .182 | .109 | .090 | 1 | .335** | .376** | .322** | .488** |
| | Sig. (2-tailed) | .078 | .005 | .004 | .010 | .000 | .906 | .105 | .005 | .070 | .283 | .374 | | .001 | .000 | .001 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X4.13 | Pearson Correlation | .317** | .226* | .345** | .169 | .219* | .200* | .238* | .397** | .146 | .194 | .274** | .335** | 1 | .384** | .387** | .575** |
| | Sig. (2-tailed) | .001 | .024 | .000 | .093 | .029 | .046 | .017 | .000 | .146 | .054 | .006 | .001 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X4.14 | Pearson Correlation | .175 | .265** | .412** | .210* | .360** | .363** | .364** | .333** | .175 | .446** | .449** | .376** | .384** | 1 | .528** | .698** |
| | Sig. (2-tailed) | .081 | .008 | .000 | .036 | .000 | .000 | .000 | .001 | .082 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X4.15 | Pearson Correlation | .369** | .375** | .458** | .274** | .270** | .223* | .186 | .323** | .154 | .356** | .327** | .322** | .387** | .528** | 1 | .649** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .006 | .007 | .025 | .064 | .001 | .126 | .000 | .001 | .001 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

| | | | | | | | | | | | | | | | | | |
|------------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|
| Social Media Marketing | Pearson Correlation | .547** | .558** | .607** | .499** | .593** | .508** | .563** | .535** | .441** | .606** | .584** | .488** | .575** | .698** | .649** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 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).

▪ Hasil Uji Validitas Variabel Y

Correlations

| | | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y2.5 | Y2.6 | Y2.7 | Y2.8 | Y2.9 | Y3.10 | Y3.11 | Y4.12 | Y4.13 | Y5.14 | Y5.15 | Keputusan Pembelian |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------------|
| Y1.1 | Pearson Correlation | 1 | .389** | .315** | .171 | .440** | .332** | .190 | .259** | .184 | .163 | .283** | .385** | .304** | .337** | .445** | .584** |
| | Sig. (2-tailed) | | .000 | .001 | .089 | .000 | .001 | .059 | .009 | .067 | .104 | .004 | .000 | .002 | .001 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y1.2 | Pearson Correlation | .389** | 1 | .342** | .297** | .388** | .524** | .329** | .296** | .299** | .270** | .214* | .349** | .253* | .315** | .296** | .616** |
| | Sig. (2-tailed) | .000 | | .001 | .003 | .000 | .000 | .001 | .003 | .002 | .007 | .033 | .000 | .011 | .001 | .003 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y1.3 | Pearson Correlation | .315** | .342** | 1 | .269** | .162 | .406** | .237* | .374** | .357** | .335** | .343** | .231* | .111 | .169 | .185 | .535** |
| | Sig. (2-tailed) | | | | | | | | | | | | | | | | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

| | | | | | | | | | | | | | | | | | | |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----|
| | Sig. (2-tailed) | .001 | .001 | | .007 | .106 | .000 | .018 | .000 | .000 | .001 | .000 | .021 | .273 | .093 | .065 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y1.4 | Pearson Correlation | .171 | .297** | .269** | 1 | .180 | .389** | .454** | .321** | .448** | .219* | .356** | .213* | .303** | .228* | .206* | .566** | |
| | Sig. (2-tailed) | .089 | .003 | .007 | | .074 | .000 | .000 | .001 | .000 | .029 | .000 | .033 | .002 | .022 | .040 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Y2.5 | Pearson Correlation | .440** | .388** | .162 | .180 | 1 | .480** | .274** | .267** | .268** | .364** | .288** | .537** | .200* | .459** | .196 | .616** | |
| | Sig. (2-tailed) | .000 | .000 | .106 | .074 | | .000 | .006 | .007 | .007 | .000 | .004 | .000 | .046 | .000 | .051 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Y2.6 | Pearson Correlation | .332** | .524** | .406** | .389** | .480** | 1 | .453** | .241* | .503** | .375** | .409** | .393** | .449** | .313** | .172 | .727** | |
| | Sig. (2-tailed) | .001 | .000 | .000 | .000 | .000 | | .000 | .016 | .000 | .000 | .000 | .000 | .000 | .002 | .088 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Y2.7 | Pearson Correlation | .190 | .329** | .237* | .454** | .274** | .453** | 1 | .312** | .384** | .406** | .357** | .287** | .298** | .359** | .346** | .643** | |
| | Sig. (2-tailed) | .059 | .001 | .018 | .000 | .006 | .000 | | .002 | .000 | .000 | .000 | .004 | .003 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Y2.8 | Pearson Correlation | .259** | .296** | .374** | .321** | .267** | .241* | .312** | 1 | .401** | .310** | .233* | .321** | .297** | .166 | .276** | .575** | |
| | Sig. (2-tailed) | .009 | .003 | .000 | .001 | .007 | .016 | .002 | | .000 | .002 | .020 | .001 | .003 | .098 | .006 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |

| | | | | | | | | | | | | | | | | | |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Y2.9 | Pearson Correlation | .184 | .299** | .357** | .448** | .268** | .503** | .384** | .401** | 1 | .464** | .437** | .301** | .314** | .278** | .180 | .653** |
| | Sig. (2-tailed) | .067 | .002 | .000 | .000 | .007 | .000 | .000 | .000 | | .000 | .000 | .002 | .001 | .005 | .073 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y3.10 | Pearson Correlation | .163 | .270** | .335** | .219* | .364** | .375** | .406** | .310** | .464** | 1 | .572** | .283** | .040 | .338** | .199* | .591** |
| | Sig. (2-tailed) | .104 | .007 | .001 | .029 | .000 | .000 | .000 | .002 | .000 | | .000 | .004 | .690 | .001 | .047 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y3.11 | Pearson Correlation | .283** | .214* | .343** | .356** | .288** | .409** | .357** | .233* | .437** | .572** | 1 | .053 | .245* | .220* | .160 | .579** |
| | Sig. (2-tailed) | .004 | .033 | .000 | .000 | .004 | .000 | .000 | .020 | .000 | .000 | | .602 | .014 | .028 | .111 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y4.12 | Pearson Correlation | .385** | .349** | .231* | .213* | .537** | .393** | .287** | .321** | .301** | .283** | .053 | 1 | .365** | .327** | .143 | .587** |
| | Sig. (2-tailed) | .000 | .000 | .021 | .033 | .000 | .000 | .004 | .001 | .002 | .004 | .602 | | .000 | .001 | .157 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y4.13 | Pearson Correlation | .304** | .253* | .111 | .303** | .200* | .449** | .298** | .297** | .314** | .040 | .245* | .365** | 1 | .148 | .214* | .539** |
| | Sig. (2-tailed) | .002 | .011 | .273 | .002 | .046 | .000 | .003 | .003 | .001 | .690 | .014 | .000 | | .142 | .033 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y5.14 | Pearson Correlation | .337** | .315** | .169 | .228* | .459** | .313** | .359** | .166 | .278** | .338** | .220* | .327** | .148 | 1 | .427** | .566** |
| | Sig. (2-tailed) | .001 | .001 | .093 | .022 | .000 | .002 | .000 | .098 | .005 | .001 | .028 | .001 | .142 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

| | | | | | | | | | | | | | | | | | |
|---------------------|-----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y5.15 | Pearson | .445** | .296** | .185 | .206* | .196 | .172 | .346** | .276** | .180 | .199* | .160 | .143 | .214* | .427** | 1 | .502** |
| | Correlation | | | | | | | | | | | | | | | | |
| | Sig. (2-tailed) | .000 | .003 | .065 | .040 | .051 | .088 | .000 | .006 | .073 | .047 | .111 | .157 | .033 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Keputusan Pembelian | Pearson | .584** | .616** | .535** | .566** | .616** | .727** | .643** | .575** | .653** | .591** | .579** | .587** | .539** | .566** | .502** | 1 |
| | Correlation | | | | | | | | | | | | | | | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 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 10 Hasil Uji Reliabilitas

▪ Hasil Uji Reliabilitas Variabel X

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 100 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 100 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .845 | 15 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X1.1 | 49.97 | 17.302 | .460 | .837 |
| X1.2 | 49.94 | 17.269 | .473 | .836 |
| X1.3 | 49.93 | 16.975 | .525 | .833 |
| X1.4 | 49.95 | 17.523 | .407 | .840 |
| X1.5 | 49.92 | 17.044 | .510 | .834 |

| | | | | |
|-------|-------|--------|------|------|
| X2.6 | 50.09 | 17.113 | .395 | .842 |
| X2.7 | 50.06 | 16.744 | .454 | .838 |
| X2.8 | 50.01 | 17.202 | .439 | .838 |
| X3.9 | 49.79 | 17.925 | .355 | .842 |
| X3.10 | 49.82 | 17.119 | .530 | .833 |
| X3.11 | 49.91 | 17.093 | .500 | .835 |
| X4.12 | 50.00 | 17.556 | .394 | .840 |
| X4.13 | 50.02 | 17.010 | .484 | .835 |
| X4.14 | 49.99 | 16.333 | .624 | .827 |
| X4.15 | 49.88 | 16.935 | .578 | .831 |

▪ Hasil Uji Reliabilitas Variabel Y

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 100 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 100 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .865 | 15 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Y1.1 | 49.65 | 19.058 | .505 | .857 |
| Y1.2 | 49.48 | 19.101 | .549 | .856 |
| Y1.3 | 49.59 | 19.315 | .452 | .860 |
| Y1.4 | 49.56 | 19.198 | .488 | .858 |
| Y2.5 | 49.64 | 18.819 | .539 | .856 |
| Y2.6 | 49.65 | 18.169 | .665 | .849 |
| Y2.7 | 49.71 | 18.592 | .566 | .854 |
| Y2.8 | 49.67 | 18.930 | .488 | .858 |
| Y2.9 | 49.55 | 18.715 | .583 | .853 |
| Y3.10 | 49.54 | 19.019 | .513 | .857 |
| Y3.11 | 49.58 | 19.034 | .498 | .858 |
| Y4.12 | 49.67 | 18.951 | .506 | .857 |
| Y4.13 | 49.92 | 18.600 | .423 | .864 |
| Y5.14 | 49.64 | 19.142 | .486 | .858 |
| Y5.15 | 49.67 | 19.294 | .407 | .862 |

LAMPIRAN 11 Hasil Olah Data

▪ Hasil Uji Normalitas

| One-Sample Kolmogorov-Smirnov Test | | | Unstandardized Residual |
|---|----------------|--|-------------------------|
| N | | | 100 |
| Normal Parameters ^{a,b} | Mean | | .0000000 |
| | Std. Deviation | | 2.37500559 |
| Most Extreme Differences | Absolute | | .085 |
| | Positive | | .054 |
| | Negative | | -.085 |
| Test Statistic | | | .085 |
| Asymp. Sig. (2-tailed) | | | .072 ^c |
| a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction. | | | |

▪ Hasil Uji Regresi Linear Sederhana

| Variables Entered/Removed ^a | | | |
|--|-------------------------------------|-------------------|---------|
| Model | Variables Entered | Variables Removed | Method |
| 1 | Social Media Marketing ^b | | . Enter |

a. Dependent Variable: Keputusan Pembelian
 b. All requested variables entered.

- Hasil Koefisien Korelasi

| | | Social Media Marketing | Keputusan Pembelian |
|------------------------|---------------------|------------------------|---------------------|
| Social Media Marketing | Pearson Correlation | 1 | .859** |
| | Sig. (2-tailed) | | .000 |
| | N | 100 | 100 |
| Keputusan Pembelian | Pearson Correlation | .859** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 100 | 100 |

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

- Hasil Koefisien Determinasi (R^2)

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .859 ^a | .738 | .735 | 2.387 |

a. Predictors: (Constant), *Social Media Marketing*
 b. Dependent Variable: Keputusan Pembelian

▪ Hasil Uji Parsial (Uji t)

| Coefficients ^a | | | | | | |
|---------------------------|------------------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.835 | 2.920 | | 1.656 | .101 |
| | Social Media Marketing | .903 | .054 | .859 | 16.611 | .000 |

a. Dependent Variable: Keputusan Pembelian

LAMPIRAN 12 Tabel Kuesioner

▪ Tabel Kuesioner

- Identitas Responden**
1. Nama _____
 2. Jenis Kelamin
 - Wanita
 3. Usia
 - 18-24
 - 25-30
 - 31-34
 4. Menggunakan social media TikTok
 - Ya
 - Tidak
 5. Username TikTok _____

6. Pernah menggunakan produk Sivali Factory

- Pernah
- Tidak pernah

Pernyataan Kuesioner

Variabel Social Media Marketing (X)

| No | Pernyataan | Penilaian | | | |
|------------------------------------|---|------------|-----------|----------|-----------|
| | | STS (1) | TS (2) | S (3) | SS (4) |
| Dimensi: Interaction | | | | | |
| 1 | Melalui akun TikTok Sivali Factory saya mendapatkan informasi terkini mengenai produk yang dijual | | | | |
| 2 | Melalui akun TikTok Sivali Factory saya mendapatkan informasi produk secara lengkap | | | | |
| 3 | Akun TikTok Sivali Factory memberikan informasi produk sesuai dengan fakta | | | | |
| 4 | Akun TikTok Sivali Factory memberikan informasi produk secara akurat mengenai kualitas bahan, size, warna, harga, dll. | | | | |
| 5 | Menurut saya penyampaian informasi produk Sivali Factory melalui konten video TikTok sangat menarik, inovatif, dan konsisten. | | | | |
| Dimensi: Sharing of Content | | | | | |
| 6 | Saya dengan mudah membagikan postingan dalam akun TikTok Sivali Factory kepada pengguna TikTok lainnya | | | | |
| 7 | Saya dengan mudah bertukar informasi dengan pengguna lain dalam kolom komentar akun TikTok Sivali Factory | | | | |
| 8 | Sivali Factory membagikan konten melalui TikTok secara konsisten setiap hari | | | | |
| Dimensi: Accessibility | | | | | |
| 9 | Saya dapat dengan mudah mengakses akun TikTok Sivali Factory karena akun tidak di kunci | | | | |
| 10 | Saya dapat dengan mudah melihat review, komentar, likes, rating dari konsumen lain di akun TikTok Sivali Factory | | | | |

| | | | | | |
|------------------------------------|--|--|--|--|--|
| 11 | Saya dapat dengan mudah berpartisipasi dalam akun TikTok Sivali Factory (contoh: menulis komentar) | | | | |
| Dimensi: <i>Credibility</i> | | | | | |
| 12 | Informasi yang disampaikan melalui akun TikTok Sivali Factory dapat dipercaya | | | | |
| 13 | Akun TikTok Sivali Factory aktif merespon pertanyaan konsumen melalui kolom komentar dan <i>live streaming</i> | | | | |
| 14 | Review konsumen dalam akun TikTok Sivali Factory dapat dipercaya | | | | |
| 15 | Akun TikTok Sivali Factory memberikan pelayanan yang baik | | | | |

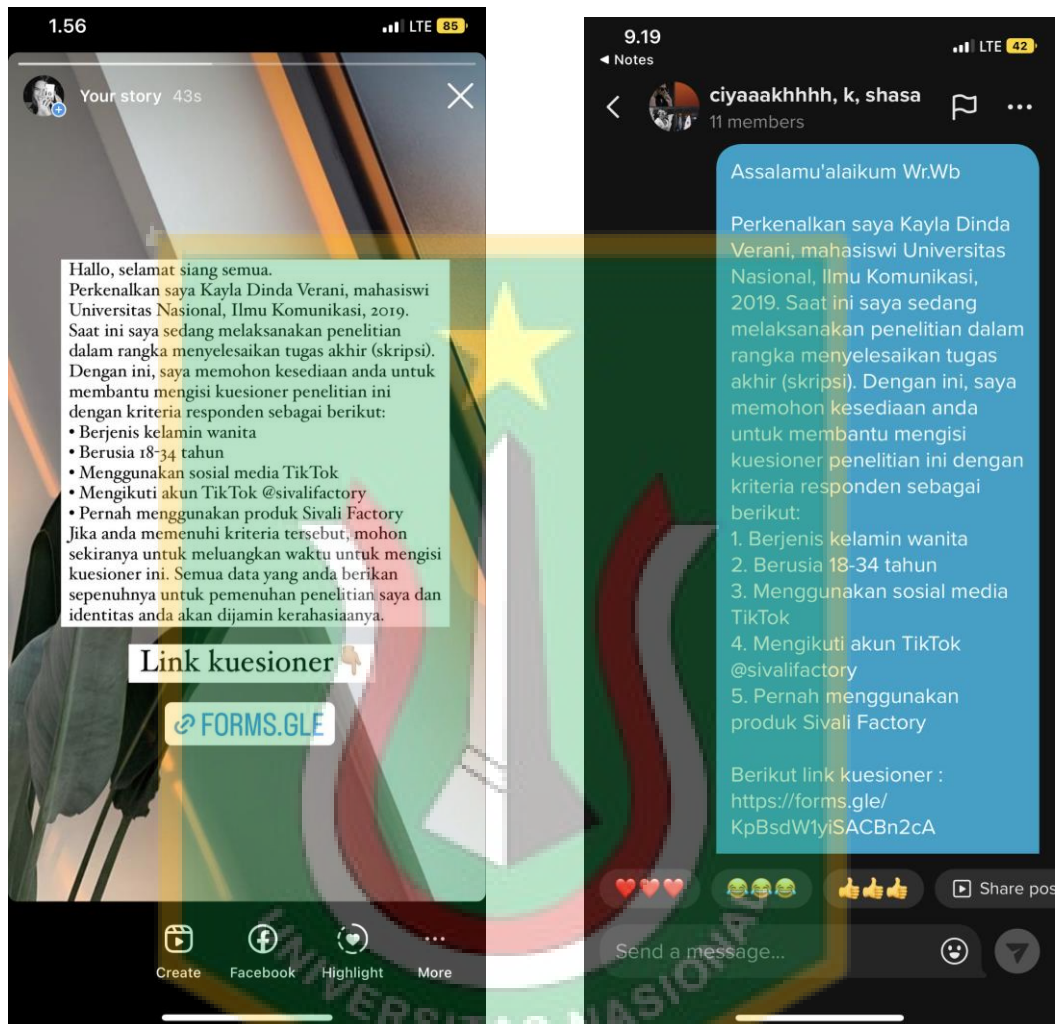
Variabel Keputusan Pembelian (Y)

| No | Pernyataan | Penilaian | | | |
|--------------------------------|---|------------|-----------|----------|-----------|
| | | STS (1) | TS (2) | S (3) | SS (4) |
| Dimensi: Pilihan produk | | | | | |
| 16 | Produk Sivali Factory yang dijual melalui media sosial TikTok menarik perhatian saya | | | | |
| 17 | Produk Sivali Factory memiliki model pakaian yang kekinian (<i>up to date</i>) | | | | |
| 18 | Kualitas bahan yang bagus dan nyaman membuat saya melakukan pembelian produk Sivali Factory | | | | |
| 19 | Produk Sivali Factory memiliki model pakaian yang beragam, sehingga saya tertarik untuk membeli | | | | |
| Dimensi: Pilihan Merek | | | | | |
| 20 | Saya tertarik dengan produk-produk yang dijual oleh Sivali Factory | | | | |
| 21 | Saya memilih produk Sivali Factory karena saya yakin bahwa merek ini berkualitas | | | | |
| 22 | Saya yakin bahwa produk Sivali Factory tidak mengecewakan | | | | |
| 23 | Saya membeli produk Sivali Factory karena harga yang terjangkau | | | | |
| 24 | Harga produk Sivali Factory sesuai dengan kualitasnya | | | | |

| | | | | | |
|----------------------------------|--|--|--|--|--|
| Dimensi: Pilihan Penyalur | | | | | |
| 25 | Saya dengan mudah memperoleh informasi produk Sivali Factory melalui media sosial | | | | |
| 26 | Saya memutuskan untuk membeli produk Sivali Factory karena produk mudah didapatkan melalui <i>online marketplace</i> | | | | |
| Dimensi: Waktu Pembelian | | | | | |
| 27 | Saya tertarik untuk membeli ulang produk Sivali Factory karena layanan dan kualitas yang bagus | | | | |
| 28 | Saya melakukan pembelian 1 produk Sivali Factory secara rutin dalam kurun waktu 3 bulan | | | | |
| Dimensi: Jumlah Pembelian | | | | | |
| 29 | Saya membeli produk Sivali Factory sesuai dengan kebutuhan | | | | |
| 30 | Saya melakukan pembelian produk Sivali Factory secara satuan | | | | |



LAMPIRAN 13 Bukti Sebar Kuesioner



LAMPIRAN 14 Riwayat Hidup Penulis



Data Pribadi:

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2015-2018 : SMA Nusantara Plus
2019-2023 : Universitas Nasional Jakarta

LAMPIRAN 15 Hasil Uji Turnitin

tahap 2

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