

Lampiran 1 Kuesioner Penelitian

PENGARUH DIGITAL MARKETING DAN HOOK POINT TERHADAP MINAT BELI PADA TEH BOTOL SOSRO

I. Pengantar

Bersama ini saya sampaikan daftar pertanyaan kepada Bapak/Ibu/Sdr/i, dengan permohonan agar berkenan kiranya meluangkan waktu untuk mengisinya. Pertanyaan dalam daftar ini berkenaan dengan tanggapan Anda sebagai penelitian tesis saya, Edward Unggul Bharata, Mahasiswa S1, Program Studi Bisnis Digital, Institut Informatika dan Bisnis Darmajaya.

Atas kesediaan Bapak/Ibu/Sdr/i memberikan jawaban, sebelum dan sesudahnya saya ucapkan terima kasih.

II. Cara mengisi jawaban

Silahkan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan jalan memberikan tanda (√) pada pilihan jawaban yang tersedia.

Keterangan :

SS = Sangat Setuju

S = Setuju

CS = Cukup Setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju

Bagian I

Profil Responden

Petunjuk pengisian. Lingkarilah jawaban dari setiap pertanyaan dibawah ini yang sesuai dengan pendapat Anda.

1. Jenis kelamin:

A. Laki-laki

B. Perempuan

2. Usia Anda saat ini:

A. 21-30 tahun

B. 31- 40 tahun

C. 41 - 50 tahun

D. 51 - 60 tahun

3. Pendidikan terakhir:

A.SMA/SMK

B. D3

C. S1

D. S2

Minat Beli

Berilah Tanda (X) pada jawaban yang anda pilih:

No.	Minat Beli (Y)	SS	S	CS	TS	STS
Minat transaksional						
1.	Saya akan membeli produk Teh Botol Sosro di setiap saat					
2.	Saya tertarik membeli produk Teh Botol Sosro di setiap ada penawaran					
Minat refrensial						
3.	Saya akan menyarankan kepada orang lain untuk membeli Teh Botol Sosro					
4.	Saya akan merekomendasikan kepada orang lain untuk membeli Teh Botol Sosro melalui online					
Minat preferensial						
5.	Saya kurang tertarik merk teh lain dan hanya memilih produk Teh Botol Sosro					
6.	Teh Botol Sosro rasanya sangat enak dan otentik					
Minat eksploratif						
7.	Saya selalu mencari informasi terbaru tentang produk Teh Botol Sosro melalui media online					
8.	Saya selalu mencari promo terbaru produk Teh Botol Sosro di setiap ada penawaran					

Digital Marketing

Berilah Tanda (X) pada jawaban yang anda pilih:

No.	Digital Marketing (X ₁)	SS	S	CS	TS	STS
Kepercayaan						
1.	Saya percaya produk the botol sosro kualitasnya terjamin pada pembelian melalui online					
2.	Saya percaya produk yang cacat setelah sampai di tangan konsumen bisa di tukar Kembali kepada penjual					
Kemudahan						
3.	Saya mudah mendapatkan update informasi produk Teh Botol Sosro melalui media online					
4.	Saya mudah menemukan produk Teh Botol Sosro melalui penjualan online					
Kualitas Informasi						
5.	Informasi yang lengkap di media online memudahkan saya mencari produk Teh Botol Sosro yang saya inginkan					
6.	Informasi produk Teh Botol Sosro di media online mampu memberikan Gambaran yang jelas terhadap produk					
Harga						
7.	Produk Teh Botol Sosro di media online di jual dengan harga yang jelas					
8.	Harga Teh Botol Sosro yang di cantumkan di media online memudahkan saya memilih produk yang di inginkan					

Hook

Berilah Tanda (X) pada jawaban yang anda pilih:

No.	Hook (X ₂)	SS	S	CS	TS	STS
Trigger						
1.	Konten Teh Botol Sosro selalu menarik perhatian saya					
2.	Konten Teh Botol Sosro selalu mengikuti trend					
Action						
3.	Konten Teh Botol Sosro membuat konsumen tertarik untuk membeli					
4.	Teh Botol Sosro selalu meningkatkan strategi konten yang menarik bagi customer					
Reward						
5.	Teh Botol Sosro memberikan voucher dan diskon untuk customer					
6.	Konten Teh Botol Sosro selalu menjaga loyalitas customer					
Investement						
7.	Teh Botol Sosro berinvestasi besar dalam pemasaran digital untuk meningkatkan minat beli					
8.	Investasi pemasaran digital yang dilakukan oleh Teh Botol Sosro membuat saya lebih tertarik untuk membeli produknya					

Lampiran 2 Jawaban Responden PRETEST

Y_1	Y_2	Y_3	Y_4	Y_5	Y_6	Y_7	Y_8	Y
3	3	3	4	3	3	4	3	26
1	2	1	1	1	1	1	1	9
3	3	4	3	3	4	3	5	28
2	2	4	2	4	3	2	2	21
1	5	1	1	1	5	1	5	20
3	3	4	5	4	5	5	5	34
4	4	4	4	4	4	4	4	32
2	3	3	3	2	3	3	4	23
4	4	5	3	5	5	5	5	36
4	4	4	4	4	4	4	4	32
3	3	3	2	4	4	2	2	23
2	3	3	3	2	3	2	2	20
3	3	3	1	5	5	1	5	26
3	3	3	3	3	3	3	2	23
3	3	3	2	4	4	4	4	27
3	2	3	2	3	2	3	2	20
3	3	3	3	3	3	3	3	24
3	5	4	3	4	4	3	3	29
3	2	3	2	3	2	3	2	20
5	4	5	5	5	4	4	4	36
4	4	4	5	5	5	5	5	37
4	4	4	5	5	5	5	5	37
4	4	4	4	4	4	4	4	32
5	5	5	3	5	3	4	4	34
5	5	4	5	5	5	5	4	38
3	2	3	2	3	2	3	2	20
2	3	2	3	2	2	4	3	21
3	3	3	4	3	3	3	4	26
3	2	3	2	3	2	3	2	20
3	3	3	3	3	3	3	3	24

X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8	X1
3	4	4	4	4	4	5	5	33
1	1	1	1	1	1	1	1	8
3	4	5	3	4	3	3	3	28
4	4	4	4	4	4	4	4	32
5	5	5	5	5	5	5	5	40
5	4	4	4	5	5	5	5	37
4	4	4	5	4	4	5	4	34

3	4	4	4	4	4	3	4	30
5	5	5	4	5	5	4	5	38
4	4	4	4	4	4	4	4	32
4	4	3	2	2	4	4	4	27
3	4	3	3	4	3	3	3	26
1	1	1	3	3	3	3	3	18
2	3	4	4	4	4	4	4	29
3	4	4	3	4	4	4	4	30
3	2	2	3	3	3	3	2	21
3	3	3	3	3	3	3	3	24
5	4	4	4	4	4	4	4	33
3	2	2	3	3	3	3	2	21
3	3	5	5	4	4	5	4	33
4	4	5	4	5	4	4	4	34
3	3	3	3	3	3	3	3	24
4	4	3	4	3	4	3	4	29
3	4	4	4	4	4	3	3	29
5	5	5	4	5	2	2	5	33
4	3	3	3	4	4	4	4	29
3	3	3	3	3	3	3	3	24
3	3	3	3	3	3	3	3	24
2	2	3	3	3	2	2	2	19
5	3	3	3	3	4	4	4	29

X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	X2_7	X2_8	X2
3	4	3	4	4	4	4	4	30
1	1	1	1	1	1	1	1	8
4	4	4	3	4	4	3	3	29
4	2	4	4	2	4	4	4	28
5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	40
4	4	4	4	5	5	4	4	34
4	3	4	3	4	4	3	4	29
5	4	5	5	5	5	4	5	38
4	4	4	4	4	4	4	4	32
3	4	4	4	2	4	3	3	27
3	3	3	3	2	3	3	3	23
3	5	5	5	3	3	5	5	34
4	5	5	5	4	4	4	4	35
5	5	5	5	4	5	4	5	38
3	2	3	2	3	2	3	2	20

3	4	3	3	3	3	3	3	25
3	3	4	3	4	4	3	4	28
3	3	2	2	3	2	2	3	20
4	4	3	4	3	4	3	3	28
3	4	3	4	4	3	4	3	28
4	4	4	4	4	4	3	4	31
3	3	4	3	4	4	4	3	28
4	3	4	3	3	4	3	4	28
4	4	4	4	4	4	4	4	32
3	2	3	3	2	3	3	2	21
3	3	3	3	3	3	3	3	24
3	3	3	3	3	3	3	3	24
3	2	3	2	3	2	3	2	20
4	3	3	4	3	3	4	3	27

1	1	1	1	1	1	1	1	8
5	5	4	2	5	5	4	2	32
3	3	3	3	3	3	3	3	24
4	3	4	4	4	3	4	4	30
4	4	4	4	4	4	4	4	32
3	4	3	3	3	4	3	3	26
3	5	3	3	3	5	3	3	28
4	3	4	4	4	3	4	4	30
4	3	4	3	4	3	4	3	28
3	4	3	4	3	4	3	4	28
4	3	3	3	4	3	3	3	26
2	3	3	4	2	3	3	4	24
3	3	3	3	3	3	3	3	24
3	3	3	3	3	3	3	3	24
3	3	3	3	3	3	3	3	24
3	3	3	3	3	3	3	3	24
2	3	2	3	2	3	2	3	20
4	3	4	3	4	3	4	3	28
3	3	3	2	3	3	3	2	22
4	4	4	4	4	4	4	4	32
2	2	3	2	2	2	3	2	18
3	4	3	3	3	4	3	3	26
3	3	3	3	3	3	3	3	24
4	4	4	4	4	4	4	4	32
3	3	4	3	3	3	4	3	26
3	3	3	3	3	3	3	3	24
4	4	3	4	4	4	3	4	30
2	3	3	4	2	3	3	4	24
4	4	3	3	4	4	3	3	28
3	3	3	4	3	3	3	4	26
3	4	4	3	3	4	4	3	28
3	4	4	3	3	4	4	3	28
4	5	2	2	4	5	2	2	26
4	4	3	3	4	4	3	3	28
4	3	4	3	4	3	4	3	28
4	4	4	4	4	4	4	4	32
3	4	3	4	3	4	3	4	28
4	3	4	3	4	3	4	3	28
3	4	4	4	3	4	4	4	30

4	3	4	4	4	3	4	4	30
4	4	3	3	4	4	3	3	28
3	4	4	4	3	4	4	4	30
3	3	3	3	3	3	3	3	24
4	3	4	3	4	3	4	3	28
3	4	3	3	3	4	3	3	26
3	3	3	4	3	3	3	4	26
4	4	3	3	4	4	3	3	28
4	4	3	3	4	4	3	3	28
4	4	4	4	4	4	4	4	32
4	4	4	3	4	4	4	3	30
4	3	4	3	4	3	4	3	28
4	3	3	3	4	3	3	3	26
3	3	3	4	3	3	3	4	26
5	3	3	4	5	3	3	5	31
4	3	4	3	4	3	4	3	28
3	4	3	4	3	4	3	4	28
3	4	3	4	3	4	3	4	28
3	3	3	3	3	3	3	3	24
4	3	4	3	4	3	4	3	28
4	3	4	4	4	3	4	4	30
4	4	3	4	4	4	3	4	30
4	4	3	4	4	4	3	4	30
4	3	3	4	4	3	3	4	28
4	4	3	4	4	4	3	4	30
4	3	3	3	4	3	3	3	26
4	4	3	4	4	4	3	4	30
4	3	3	4	4	3	3	4	28
4	4	3	4	4	4	3	4	30
5	5	5	5	5	5	5	5	40
5	4	4	5	5	5	4	3	35

X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8	X1
3	4	4	4	4	4	5	5	33
1	1	1	1	1	1	1	1	8
3	4	5	3	4	3	3	3	28
4	4	4	4	4	4	4	4	32
5	5	5	5	5	5	5	5	40
5	4	4	4	5	5	5	5	37
4	4	4	5	4	4	5	4	34
3	4	4	4	4	4	3	4	30

5	5	5	4	5	5	4	5	38
4	4	4	4	4	4	4	4	32
4	4	3	2	2	4	4	4	27
3	4	3	3	4	3	3	3	26
1	1	1	3	3	3	3	3	18
2	3	4	4	4	4	4	4	29
3	4	4	3	4	4	4	4	30
3	2	2	3	3	3	3	2	21
3	3	3	3	3	3	3	3	24
5	4	4	4	4	4	4	4	33
3	2	2	3	3	3	3	2	21
3	3	5	5	4	4	5	4	33
4	4	5	4	5	4	4	4	34
3	3	3	3	3	3	3	3	24
4	4	3	4	3	4	3	4	29
3	4	4	4	4	4	3	3	29
5	5	5	4	5	2	2	5	33
4	3	3	3	4	4	4	4	29
3	3	3	3	3	3	3	3	24
3	3	3	3	3	3	3	3	24
2	2	3	3	3	2	2	2	19
5	3	3	3	3	4	4	4	29
2	2	2	2	2	2	2	2	16
1	1	1	1	1	1	1	1	8
5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	40
4	4	4	4	4	4	4	4	32
4	4	4	4	4	4	4	4	32
3	3	3	3	3	3	3	3	24
1	1	1	1	1	1	1	1	8
4	4	4	5	4	4	4	5	34
3	3	3	3	3	3	3	3	24
4	4	5	4	4	4	5	4	34
5	4	4	4	5	4	4	4	34
3	3	3	3	3	3	3	3	24
4	4	5	3	4	4	5	3	32
4	3	3	3	4	3	3	3	26
4	4	4	4	4	4	4	4	32
4	4	5	3	4	4	5	3	32

4	4	4	4	4	4	4	4	32
3	4	4	4	3	4	4	4	30
4	3	4	3	4	3	4	3	28
3	3	4	4	3	3	4	4	28
4	4	3	4	4	4	3	4	30
4	4	4	4	4	4	4	4	32
3	4	3	4	3	4	3	4	28
4	4	3	4	4	4	3	4	30
3	3	3	3	3	3	3	3	24
4	5	4	4	4	5	4	4	34
4	4	4	4	4	4	4	4	32
4	4	4	4	4	4	4	4	32
4	4	4	4	4	4	4	4	32
3	4	3	4	3	4	3	4	28
4	4	3	4	4	4	3	4	30
3	3	3	3	3	3	3	3	24
4	4	4	4	4	4	4	4	32
3	4	3	4	3	4	3	4	28
4	4	3	4	4	4	3	4	30
5	5	5	5	5	5	5	5	40
5	4	5	5	4	5	4	5	37

X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	X2_7	X2_8	X2
3	4	3	4	4	4	4	4	30
1	1	1	1	1	1	1	1	8
4	4	4	3	4	4	3	3	29
4	2	4	4	2	4	4	4	28
5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	40
4	4	4	4	5	5	4	4	34
4	3	4	3	4	4	3	4	29
5	4	5	5	5	5	4	5	38
4	4	4	4	4	4	4	4	32
3	4	4	4	2	4	3	3	27
3	3	3	3	2	3	3	3	23
3	5	5	5	3	3	5	5	34
4	5	5	5	4	4	4	4	35
5	5	5	5	4	5	4	5	38
3	2	3	2	3	2	3	2	20
3	4	3	3	3	3	3	3	25
3	3	4	3	4	4	3	4	28

3	3	2	2	3	2	2	3	20
4	4	3	4	3	4	3	3	28
3	4	3	4	4	3	4	3	28
4	4	4	4	4	4	3	4	31
3	3	4	3	4	4	4	3	28
4	3	4	3	3	4	3	4	28
4	4	4	4	4	4	4	4	32
3	2	3	3	2	3	3	2	21
3	3	3	3	3	3	3	3	24
3	3	3	3	3	3	3	3	24
3	2	3	2	3	2	3	2	20
4	3	3	4	3	3	4	3	27
2	2	2	2	2	2	2	2	16
1	1	1	1	1	1	1	1	8
5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	40
4	4	4	4	4	4	4	4	32
4	4	4	4	4	4	4	4	32
3	3	3	3	3	3	3	3	24
1	1	1	1	1	1	1	1	8
4	5	5	4	4	5	5	4	36
4	3	4	3	4	3	4	3	28
4	4	4	4	4	4	4	4	32
4	4	4	4	4	4	4	4	32
3	3	4	3	3	3	4	3	26
4	4	4	4	4	4	4	4	32
4	4	4	4	4	4	4	4	32
5	4	4	4	5	4	4	4	34
3	4	3	4	3	4	3	4	28
4	5	3	4	4	5	3	4	32
3	3	4	3	3	3	4	3	26
3	3	3	4	3	3	3	4	26
3	4	3	3	3	4	3	3	26
4	3	3	4	4	3	3	4	28
3	3	3	3	3	3	3	3	24
3	3	3	3	3	3	3	3	24
3	3	3	4	3	3	3	4	26
3	2	2	2	3	2	2	2	18
4	5	4	5	4	5	4	5	36

3	3	3	2	3	3	3	2	22
4	5	5	4	4	5	5	4	36
3	2	2	2	3	2	2	2	18
2	3	4	3	2	3	4	3	24
3	4	3	3	3	4	3	3	26
4	5	5	4	4	5	5	4	36
3	3	3	3	3	3	3	3	24
3	3	3	3	3	3	3	3	24
3	3	4	4	3	3	4	4	28
4	3	4	4	4	3	4	4	30
3	5	3	3	3	5	3	3	28
2	3	4	4	2	3	4	4	26
3	3	3	4	3	3	3	4	26
4	3	3	4	4	3	3	4	28
4	4	4	4	4	4	4	4	32
2	3	4	4	2	3	4	4	26
3	4	3	3	3	4	3	3	26
5	5	4	5	5	5	4	5	38
4	5	4	4	4	5	4	4	34
2	3	2	3	2	3	2	3	20
4	3	4	3	4	3	4	3	28
5	5	4	2	5	5	4	2	32
3	3	3	2	3	3	3	2	22
5	4	3	4	5	4	3	4	32
3	4	5	5	3	4	5	5	34
4	4		3	4	4	4	3	26
4	3	4	3	4	3	4	3	28
4	4	3	5	4	4	3	5	32
3	3	3	2	3	3	3	2	22
2	4	3	4	2	4	3	4	26
5	2	2	3	5	2	2	3	24
2	3	5	5	2	3	5	5	30
2	3	3	3	2	3	3	3	22
2	3	3	3	2	3	3	3	22
2	3	3	3	2	3	3	3	22
2	3	3	3	2	3	3	3	22
3	3	3	3	3	3	3	3	24
3	3	3	3	3	3	3	3	24
3	2	3	2	3	2	3	2	20
2	5	4	4	2	5	4	4	30
2	2	3	2	2	2	3	2	18

4	4	4	4	4	4	4	4	32
2	2	2	2	2	2	2	2	16
3	3	3	3	3	3	3	3	24
3	3	3	3	3	3	3	3	24
3	2	3	2	3	2	3	2	20
2	5	4	4	2	5	4	4	30
3	3	3	3	3	3	3	3	24
3	3	3	3	3	3	3	3	24
3	2	3	2	3	2	3	2	20
5	5	5	5	5	5	5	5	40
5	4	5	4	5	4	5	5	37

**Lampiran 4 Uji Validitas
Minat Beli**

		Correlations								
		Y_1	Y_2	Y_3	Y_4	Y_5	Y_6	Y_7	Y_8	Y
Y_1	Pearson Correlation	1	.496**	.835**	.660**	.850**	.421*	.720**	.399*	.845**
	Sig. (2-tailed)		.005	.000	.000	.000	.020	.000	.029	.000
	N	30	30	30	30	30	30	30	30	30
Y_2	Pearson Correlation	.496**	1	.402*	.453*	.419*	.685**	.378*	.625**	.698**
	Sig. (2-tailed)	.005		.028	.012	.021	.000	.040	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y_3	Pearson Correlation	.835**	.402*	1	.618**	.843**	.456*	.658**	.416*	.821**
	Sig. (2-tailed)	.000	.028		.000	.000	.011	.000	.022	.000
	N	30	30	30	30	30	30	30	30	30
Y_4	Pearson Correlation	.660**	.453*	.618**	1	.504**	.444*	.818**	.462*	.794**
	Sig. (2-tailed)	.000	.012	.000		.004	.014	.000	.010	.000
	N	30	30	30	30	30	30	30	30	30
Y_5	Pearson Correlation	.850**	.419*	.843**	.504**	1	.611**	.589**	.471**	.833**
	Sig. (2-tailed)	.000	.021	.000	.004		.000	.001	.009	.000
	N	30	30	30	30	30	30	30	30	30
Y_6	Pearson Correlation	.421*	.685**	.456*	.444*	.611**	1	.373*	.831**	.768**
	Sig. (2-tailed)	.020	.000	.011	.014	.000		.042	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y_7	Pearson Correlation	.720**	.378*	.658**	.818**	.589**	.373*	1	.457*	.798**
	Sig. (2-tailed)	.000	.040	.000	.000	.001	.042		.011	.000
	N	30	30	30	30	30	30	30	30	30
Y_8	Pearson Correlation	.399*	.625**	.416*	.462*	.471**	.831**	.457*	1	.748**
	Sig. (2-tailed)	.029	.000	.022	.010	.009	.000	.011		.000
	N	30	30	30	30	30	30	30	30	30
Y	Pearson Correlation	.845**	.698**	.821**	.794**	.833**	.768**	.798**	.748**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

Digital Marketing

Correlations

		X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8	X1
X1_1	Pearson Correlation	1	.762**	.595**	.490**	.587**	.613**	.515**	.722**	.794**
	Sig. (2-tailed)		.000	.001	.006	.001	.000	.004	.000	.000
	N	30	30	30	30	30	30	30	30	30
X1_2	Pearson Correlation	.762**	1	.841**	.597**	.731**	.614**	.479**	.800**	.873**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.007	.000	.000
	N	30	30	30	30	30	30	30	30	30
X1_3	Pearson Correlation	.595**	.841**	1	.724**	.823**	.553**	.528**	.727**	.864**
	Sig. (2-tailed)	.001	.000		.000	.000	.002	.003	.000	.000
	N	30	30	30	30	30	30	30	30	30
X1_4	Pearson Correlation	.490**	.597**	.724**	1	.782**	.647**	.658**	.678**	.817**
	Sig. (2-tailed)	.006	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X1_5	Pearson Correlation	.587**	.731**	.823**	.782**	1	.611**	.551**	.745**	.862**
	Sig. (2-tailed)	.001	.000	.000	.000		.000	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30
X1_6	Pearson Correlation	.613**	.614**	.553**	.647**	.611**	1	.866**	.758**	.833**
	Sig. (2-tailed)	.000	.000	.002	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X1_7	Pearson Correlation	.515**	.479**	.528**	.658**	.551**	.866**	1	.720**	.780**
	Sig. (2-tailed)	.004	.007	.003	.000	.002	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
X1_8	Pearson Correlation	.722**	.800**	.727**	.678**	.745**	.758**	.720**	1	.914**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
X1	Pearson Correlation	.794**	.873**	.864**	.817**	.862**	.833**	.780**	.914**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

Hook Point

Correlations

		X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	X2_7	X2_8	X2
X2_1	Pearson Correlation	1	.636**	.782**	.748**	.704**	.833**	.657**	.777**	.867**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2_2	Pearson Correlation	.636**	1	.725**	.843**	.674**	.692**	.692**	.771**	.862**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2_3	Pearson Correlation	.782**	.725**	1	.818**	.655**	.824**	.780**	.856**	.913**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2_4	Pearson Correlation	.748**	.843**	.818**	1	.581**	.786**	.850**	.838**	.919**
	Sig. (2-tailed)	.000	.000	.000		.001	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2_5	Pearson Correlation	.704**	.674**	.655**	.581**	1	.724**	.635**	.696**	.805**
	Sig. (2-tailed)	.000	.000	.000	.001		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2_6	Pearson Correlation	.833**	.692**	.824**	.786**	.724**	1	.663**	.818**	.900**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2_7	Pearson Correlation	.657**	.692**	.780**	.850**	.635**	.663**	1	.755**	.853**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
X2_8	Pearson Correlation	.777**	.771**	.856**	.838**	.696**	.818**	.755**	1	.925**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
X2	Pearson Correlation	.867**	.862**	.913**	.919**	.805**	.900**	.853**	.925**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

Lampiran 5 Uji Reliabilitas

Minat Beli

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	Cronbach's Alpha Based on Standardized Items	N of Items
.911	.913	8

Inter-Item Covariance Matrix

	Y_1	Y_2	Y_3	Y_4	Y_5	Y_6	Y_7	Y_8
Y_1	1.016	.476	.811	.818	1.000	.483	.855	.492
Y_2	.476	.907	.369	.531	.466	.741	.424	.728
Y_3	.811	.369	.930	.733	.948	.500	.748	.491
Y_4	.818	.531	.733	1.513	.724	.621	1.186	.694
Y_5	1.000	.466	.948	.724	1.362	.810	.810	.672
Y_6	.483	.741	.500	.621	.810	1.293	.500	1.155
Y_7	.855	.424	.748	1.186	.810	.500	1.390	.659
Y_8	.492	.728	.491	.694	.672	1.155	.659	1.495

Digital Marketing

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 Based on Standardized		
Cronbach's Alpha	Items	N of Items
.940	.942	8

Inter-Item Covariance Matrix

	X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8
X1_1	1.220	.875	.726	.466	.598	.608	.554	.800
X1_2	.875	1.082	.968	.534	.701	.574	.485	.834
X1_3	.726	.968	1.223	.690	.839	.549	.568	.807
X1_4	.466	.534	.690	.741	.621	.500	.552	.586
X1_5	.598	.701	.839	.621	.851	.506	.494	.690
X1_6	.608	.574	.549	.500	.506	.806	.756	.683
X1_7	.554	.485	.568	.552	.494	.756	.947	.703
X1_8	.800	.834	.807	.586	.690	.683	.703	1.007

Hook Point

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 Based on Standardized		
Cronbach's Alpha	Items	N of Items
.958	.959	8

Inter-Item Covariance Matrix

	X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	X2_7	X2_8
X2_1	.737	.569	.644	.668	.608	.717	.485	.672
X2_2	.569	1.086	.724	.914	.707	.724	.621	.810
X2_3	.644	.724	.920	.816	.632	.793	.644	.828
X2_4	.668	.914	.816	1.082	.608	.821	.761	.879
X2_5	.608	.707	.632	.608	1.013	.731	.549	.707
X2_6	.717	.724	.793	.821	.731	1.007	.572	.828
X2_7	.485	.621	.644	.761	.549	.572	.740	.655
X2_8	.672	.810	.828	.879	.707	.828	.655	1.017

Lampiran 6 Regresi Linear Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Hook Point, Digital Marketing ^b	.	Enter

a. Dependent Variable: Minat Beli

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825 ^a	.680	.674	3.348

a. Predictors: (Constant), Hook Point, Digital Marketing

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2570.621	2	1285.310	114.651	.000 ^b
	Residual	1210.749	108	11.211		
	Total	3781.369	110			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Hook Point, Digital Marketing

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.237	1.568		2.703	.008
	Digital Marketing	.613	.071	.645	8.662	.000
	Hook Point	.206	.065	.236	3.170	.002

a. Dependent Variable: Minat Beli

Lampiran 7 Uji Asumsi Klasik

Variables Entered/Removed^a

Model	Variables Entered	Variables	Method
		Removed	
1	Hook Point, Digital Marketing ^b	.	Enter

a. Dependent Variable: Minat Beli

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.825 ^a	.680	.674	3.348	1.339

a. Predictors: (Constant), Hook Point, Digital Marketing

b. Dependent Variable: Minat Beli

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2570.621	2	1285.310	114.651	.000 ^b
	Residual	1210.749	108	11.211		
	Total	3781.369	110			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Hook Point, Digital Marketing

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.237	1.568		2.703	.008		
	Digital Marketing	.613	.071	.645	8.662	.000	.534	1.871
	Hook Point	.206	.065	.236	3.170	.002	.534	1.871

a. Dependent Variable: Minat Beli

Collinearity Diagnostics^a

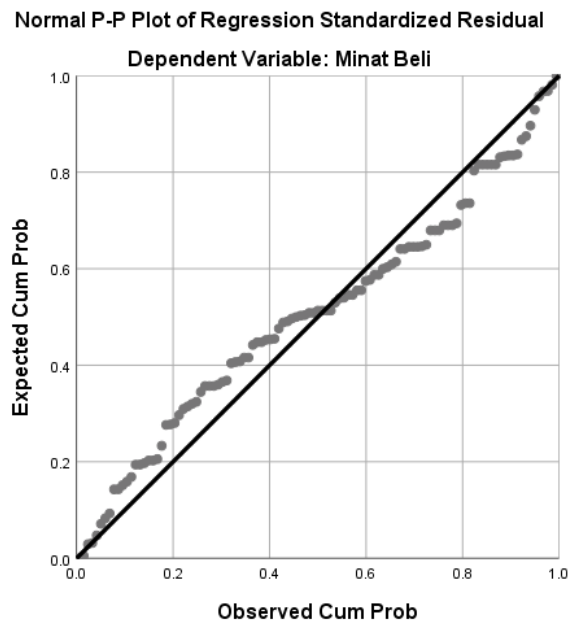
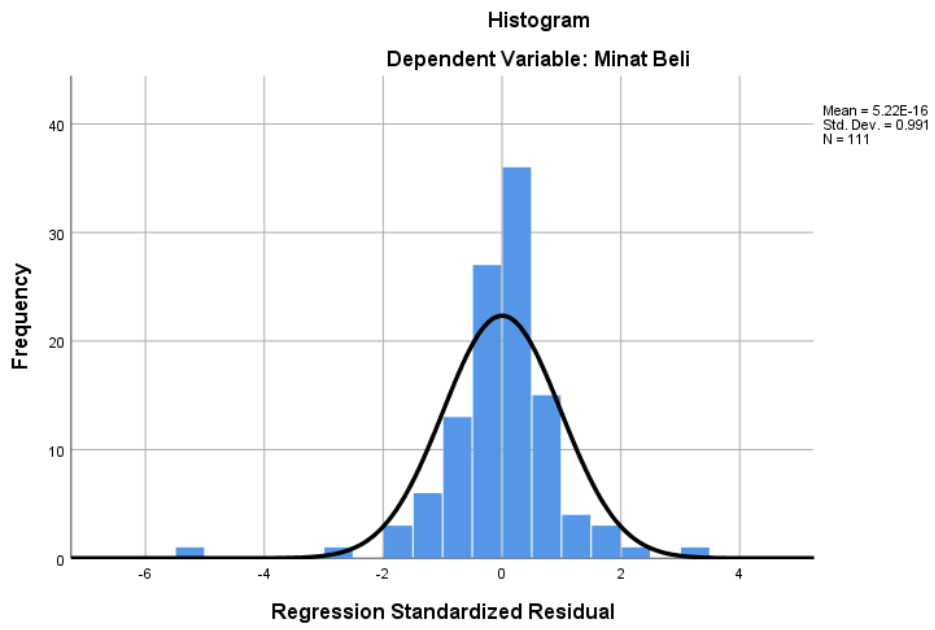
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Digital Marketing	Hook Point
1	1	2.956	1.000	.00	.00	.00
	2	.029	10.057	.88	.04	.33
	3	.015	13.945	.12	.96	.66

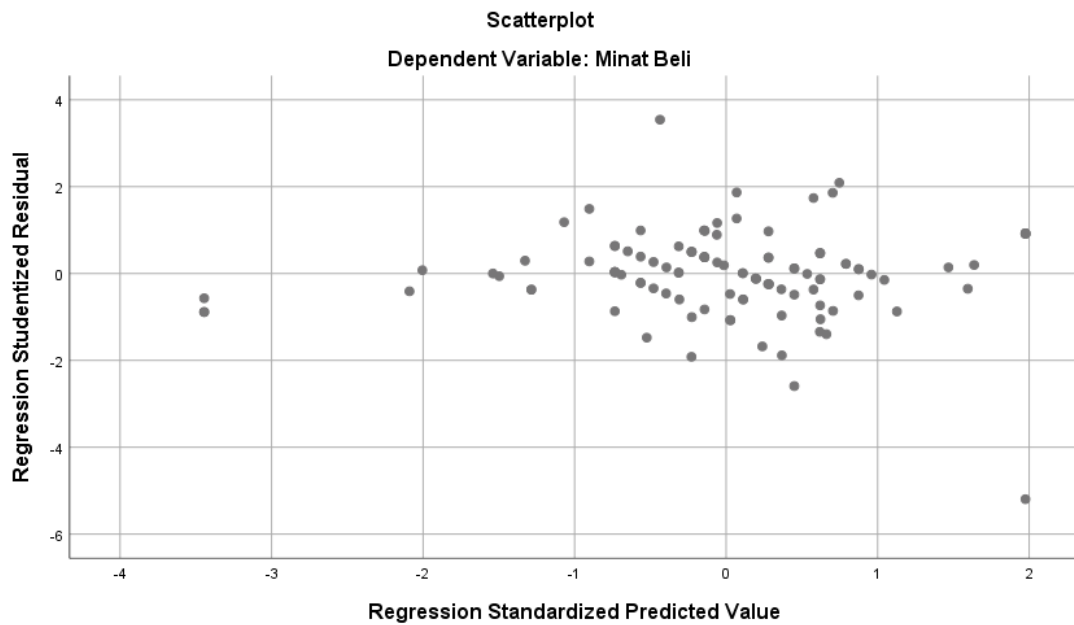
a. Dependent Variable: Minat Beli

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10.79	36.99	27.44	4.834	111
Std. Predicted Value	-3.445	1.975	.000	1.000	111
Standard Error of Predicted Value	.319	1.146	.520	.182	111
Adjusted Predicted Value	11.02	37.81	27.44	4.816	111
Residual	-16.990	11.669	.000	3.318	111
Std. Residual	-5.074	3.485	.000	.991	111
Stud. Residual	-5.195	3.542	.000	1.007	111
Deleted Residual	-17.809	12.053	-.002	3.425	111
Stud. Deleted Residual	-5.971	3.750	-.006	1.056	111
Mahal. Distance	.005	11.889	1.982	2.453	111
Cook's Distance	.000	.434	.011	.044	111
Centered Leverage Value	.000	.108	.018	.022	111

a. Dependent Variable: Minat Beli





One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		111
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.31765065
Most Extreme Differences	Absolute	.097
	Positive	.097
	Negative	-.094
Test Statistic		.097
Asymp. Sig. (2-tailed)		.012 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		111	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	3.31765065	
Most Extreme Differences	Absolute	.097	
	Positive	.097	
	Negative	-.094	
Test Statistic		.097	
Asymp. Sig. (2-tailed)		.012 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.229 ^d	
	99% Confidence Interval	Lower Bound	.218
		Upper Bound	.240

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 92208573.

**Lampiran 8 Uji Linearitas
Means**

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Minat Beli * Digital Marketing	111	100.0%	0	0.0%	111	100.0%
Minat Beli * Hook Point	111	100.0%	0	0.0%	111	100.0%

**Minat Beli * Digital Marketing
Report**

Minat Beli

Digital Marketing	Mean	N	Std. Deviation
8	8.33	3	.577
16	17.00	2	1.414
18	26.00	1	.
19	20.00	1	.
20	21.00	2	1.414
21	20.00	2	.000
22	26.00	2	2.828
24	25.44	18	3.258
26	24.67	3	5.033
27	23.00	1	.
28	27.07	15	1.486
29	26.60	5	6.066
30	27.58	12	2.193
32	29.61	23	2.463
33	32.25	4	5.679
34	31.00	7	3.512
36	30.00	1	.
37	34.50	2	.707
38	36.00	1	.
40	36.67	6	8.165
Total	27.44	111	5.863

ANOVA Table

			Sum of	df	Mean	F	Sig.
			Squares		Square		
Minat Beli *	Between	(Combined)	2668.480	19	140.446	11.484	.000
Digital Marketing	Groups	Linearity	2458.001	1	2458.001	200.989	.000
		Deviation from Linearity	210.479	18	11.693	.956	.516
	Within Groups		1112.889	91	12.230		
	Total		3781.369	110			

Measures of Association

	R	R Squared	Eta	Eta Squared
Minat Beli * Digital Marketing	.806	.650	.840	.706

Minat Beli * Hook Point Report

Minat Beli Hook Point	Mean	N	Std. Deviation
8	8.33	3	.577
16	23.00	2	9.899
18	22.00	3	5.292
20	25.14	7	4.880
21	20.00	1	.
22	27.00	7	2.769
23	20.00	1	.
24	26.60	15	2.923
25	24.00	1	.
26	26.50	12	1.732
27	23.50	2	.707
28	29.07	14	4.599
29	25.50	2	3.536
30	26.00	5	2.449
31	37.00	1	.
32	30.14	14	3.183
34	27.60	5	2.966
35	23.00	1	.
36	31.00	4	2.000
37	35.00	1	.
38	31.67	3	4.509
40	36.29	7	7.521
Total	27.44	111	5.863

ANOVA Table

			Sum of		Mean		
			Squares	df	Square	F	Sig.
Minat Beli *	Between	(Combined)	2414.307	21	114.967	7.485	.000
Hook Point	Groups	Linearity	1729.486	1	1729.486	112.595	.000
		Deviation from Linearity	684.821	20	34.241	2.229	.056
Within Groups			1367.062	89	15.360		
Total			3781.369	110			

Measures of Association

	R	R Squared	Eta	Eta Squared
Minat Beli * Hook Point	.676	.457	.799	.638