

Lampiran I

KUESIONER PENELITIAN

Perihal : Mohon bantuan pengisian Kuesioner

Kepada Yth : Bapak/ Ibu, Saudara/ i

Di tempat

Dengan Hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Strata 1 Manajemen di Program Studi Manajemen IIB Darmajaya, Saya:

Nama : Davit Ardianto

NPM : 1812110348

Sedang melakukan penelitian yang berjudul “**PENGARUH SOCIAL MEDIA MARKETING DAN PERSEPSI HARGA TERHADAP MINAT BELI KONSUMEN PADA PRODUK FASHION ROUGHNECK DI INSTAGRAM**” Oleh karena itu saya mohon kesediaan bapak/ibu,saudara/i untuk mengisi kusioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpul akan saya jaga kerahasiaanya dan di gunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu, saudara/i saya ucapkan terima kasih.

Bandar Lampung, Januari 2024

Peneliti

Davit Ardianto
NPM.1812110348

Panduan pengisian pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
3. Berilah tanda (√) pada jawaban yang telah disediakan oleh peneliti.
4. Keterangan : SS (Sangat Setuju)
S (Setuju)
SS (Cukup Setuju)
TS (Tidak Setuju)
STS (Sangat Tidak Setuju)

IDENTITAS RESPONDEN

1. Nama :(Dapat dikosongkan)

2. Jenis Kelamin : Laki-laki
 Perempuan

3. Usia :

<input type="checkbox"/> a. 15 Tahun – 24 Tahun	<input type="checkbox"/> c. 35 Tahun – 44 Tahun
<input type="checkbox"/> b. 25 Tahun – 34 Tahun	<input type="checkbox"/> d. > 44 Tahun

4. Pekerjaan :

<input type="checkbox"/> a. Mahasiswa	<input type="checkbox"/> d. Pegawai Swasta
<input type="checkbox"/> b. Wiraswasta	<input type="checkbox"/> e. Pelajar
<input type="checkbox"/> c. Pegawai Negeri	

DAFTAR PERNYATAAN

Social Media Marketing						
No	Pernyataan	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
<i>Content Creation</i>						
1	Video promosi Roughneck di instagram menarik					
2	Postingan promosi Roughneck di instagram sangat lengkap					
<i>Content Sharing</i>						
3	Roughneck membagikan konten promosi secara konsisten di instagram					
4	Konten yang dibagikan Roughneck I di insatgram memberikan infromasi promosi dengan jelas					
<i>Connecting</i>						
5	Roughneck selalu memberikan respon setiap postingan promosi di instagram					
6	Konten yang dibagikan Roughneck di Instagram mendapat banyak like dan share.					
<i>Community Building</i>						
7	Roughneck dapat membangun komunitas brand fashion lokal di instagram					
8	Roughneck dapat memperoleh banyak pengikut baru melalui konten di instagram					

Persepsi Harga						
No	Pernyataan	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
Keterjangkauan Harga						
1	Harga produk fashion Roughneck terjangkau					
2	Harga produk fashion Roughneck sesuai dengan daya beli masyarakat					
Harga Sesuai Kemampuan Atau Daya Saing Harga						
3	Harga produk fashion Roughneck bersaing dengan produk fashion lain					
4	Harga produk fashion Roughneck lebih ekonomis dibandingkan produk fashion lain					
Kesesuaian Harga Dengan Kualitas Produk						
5	Harga poduk fashion Roughneck sesuai dengan kualitas					
6	Harga poduk fashion Roughneck sesuai dengan kebutuhan					
Kesesuaian Harga Dengan Manfaat						
7	Harga poduk fashion Roughneck sesuai dengan manfaat yang diberikan					
8	Harga poduk fashion Roughneck sesuai untuk semua jenis kalangan					

MINAT BELI						
No	Pernyataan	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
<i>Minat Transaksional</i>						
1	Tertarik membeli produk fashion Roughneck di Instagram					
2	Memiliki keinginan untuk membeli setelah mengetahui harga produk fashion Roughneck di instagram					
<i>Minat Refrensial</i>						
3	Berminat merekomendasikan produk fashion Roughneck di instagram kepada orang lain					
4	Berminat untuk membagikan informasi produk fashion Roughneck di instagram kepada orang lain					
<i>Minat Prefensial</i>						
5	Instagram menjadi pilihan utama untuk membeli produk fashion Roughneck					
6	Hanya membeli fashion Roughneck di instagram					
<i>Minat Eksploratif</i>						
7	Mengikuti seluruh aktivitas produk fashion Roughneck di Instagram					
8	Saya mencari informasi produk fashion Roughneck di Instagram sebelum melakukan pembelian					

Lampiran II (Hasil Jawaban Responden)

No	S 1	S 2	S 3	S 4	S 5	S 6	S 7	S 8	Socia Media Marketing	H 1	H 2	H 3	H 4	H 5	H 6	H 7	H 8	Persepsi Harga	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	Minat Beli
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112	4	5	5	3	5	3	4	5	34	3	2	3	2	4	4	4	3	25	5	4	4	3	3	4	3	29	
113	4	5	3	5	5	3	4	5	34	4	3	4	4	5	5	5	3	33	5	5	4	5	5	4	5	38	
114	3	4	3	3	3	4	3	4	27	4	2	3	3	4	4	4	4	28	4	4	3	4	4	3	4	30	
115	3	4	3	4	4	3	3	4	28	3	2	3	4	3	3	3	3	24	4	3	4	3	4	4	3	29	
116	4	4	4	4	5	3	4	4	32	3	1	4	1	4	4	4	3	24	4	5	3	3	4	3	3	29	
117	3	4	3	2	3	4	3	4	26	4	2	3	2	3	5	3	4	26	4	4	3	3	4	3	3	28	
118	3	3	3	3	2	4	3	3	24	3	2	3	3	3	5	3	4	26	3	4	2	3	4	2	3	25	
119	5	4	4	4	3	2	5	4	31	2	3	2	2	3	5	3	2	22	5	4	3	4	4	3	4	31	
120	3	4	3	3	5	3	3	4	28	3	3	3	3	4	3	4	3	26	5	4	3	4	4	3	4	31	

Lampiran III (Hasil Uji Deskriptif)

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	101	84.2	84.2	84.2
Valid Perempuan	19	15.8	15.8	100.0
Total	120	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid > 44 Tahun	3	2.5	2.5	2.5
Valid 15 Tahun – 24 Tahun	76	63.3	63.3	65.8
Valid 25 Tahun – 34 Tahun	28	23.3	23.3	89.2
Valid 35 Tahun – 44 Tahun	13	10.8	10.8	100.0
Total	120	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Mahasiswa	63	52.5	52.5	52.5
Valid Pegawai Negeri	10	8.3	8.3	60.8
Valid Pegawai Swasta	12	10.0	10.0	70.8
Valid Pelajar	27	22.5	22.5	93.3
Valid Wiraswasta	8	6.7	6.7	100.0
Total	120	100.0	100.0	

S1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
Valid 2	4	3.3	3.3	4.2
Valid 3	28	23.3	23.3	27.5
Valid 4	42	35.0	35.0	62.5
Valid 5	45	37.5	37.5	100.0
Total	120	100.0	100.0	

S2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.7	1.7	1.7
Valid 3	14	11.7	11.7	13.3
Valid 4	52	43.3	43.3	56.7
Valid 5	52	43.3	43.3	100.0
Total	120	100.0	100.0	

S3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	7	5.8	5.8	6.7
3	44	36.7	36.7	43.3
4	44	36.7	36.7	80.0
5	24	20.0	20.0	100.0
Total	120	100.0	100.0	

S4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.7	1.7	1.7
2	9	7.5	7.5	9.2
3	36	30.0	30.0	39.2
4	41	34.2	34.2	73.3
5	32	26.7	26.7	100.0
Total	120	100.0	100.0	

S5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	10	8.3	8.3	9.2
3	30	25.0	25.0	34.2
4	45	37.5	37.5	71.7
5	34	28.3	28.3	100.0
Total	120	100.0	100.0	

S6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	3.3	3.3	3.3
2	16	13.3	13.3	16.7
3	43	35.8	35.8	52.5
4	39	32.5	32.5	85.0
5	18	15.0	15.0	100.0
Total	120	100.0	100.0	

S7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	4	3.3	3.3	4.2
3	27	22.5	22.5	26.7
4	53	44.2	44.2	70.8
5	35	29.2	29.2	100.0
Total	120	100.0	100.0	

S8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.7	1.7	1.7
3	14	11.7	11.7	13.3
4	58	48.3	48.3	61.7
5	46	38.3	38.3	100.0
Total	120	100.0	100.0	

H1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	19	15.8	15.8	16.7
3	44	36.7	36.7	53.3
4	41	34.2	34.2	87.5
5	15	12.5	12.5	100.0
Total	120	100.0	100.0	

H2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	4.2	4.2	4.2
2	39	32.5	32.5	36.7
3	45	37.5	37.5	74.2
4	17	14.2	14.2	88.3
5	14	11.7	11.7	100.0
Total	120	100.0	100.0	

H3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	5.0	5.0	5.0
2	17	14.2	14.2	19.2
3	49	40.8	40.8	60.0
4	37	30.8	30.8	90.8
5	11	9.2	9.2	100.0
Total	120	100.0	100.0	

H4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	3.3	3.3	3.3
2	22	18.3	18.3	21.7
3	40	33.3	33.3	55.0
4	33	27.5	27.5	82.5
5	21	17.5	17.5	100.0
Total	120	100.0	100.0	

H5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	8	6.7	6.7	7.5
3	37	30.8	30.8	38.3
4	48	40.0	40.0	78.3
5	26	21.7	21.7	100.0
Total	120	100.0	100.0	

H6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.7	1.7	1.7
2	9	7.5	7.5	9.2
3	34	28.3	28.3	37.5
4	43	35.8	35.8	73.3
5	32	26.7	26.7	100.0
Total	120	100.0	100.0	

H7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	13	10.8	10.8	11.7
3	36	30.0	30.0	41.7
4	42	35.0	35.0	76.7
5	28	23.3	23.3	100.0
Total	120	100.0	100.0	

H8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.7	1.7	1.7
2	13	10.8	10.8	12.5
3	42	35.0	35.0	47.5
4	44	36.7	36.7	84.2
5	19	15.8	15.8	100.0
Total	120	100.0	100.0	

M1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	.8	.8	.8
3	12	10.0	10.0	10.8
4	50	41.7	41.7	52.5
5	57	47.5	47.5	100.0
Total	120	100.0	100.0	

M2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1.7	1.7	1.7
3	18	15.0	15.0	16.7
Valid 4	55	45.8	45.8	62.5
5	45	37.5	37.5	100.0
Total	120	100.0	100.0	

M3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.7	1.7	1.7
2	8	6.7	6.7	8.3
Valid 3	39	32.5	32.5	40.8
4	37	30.8	30.8	71.7
5	34	28.3	28.3	100.0
Total	120	100.0	100.0	

M4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	2.5	2.5	2.5
3	37	30.8	30.8	33.3
Valid 4	50	41.7	41.7	75.0
5	30	25.0	25.0	100.0
Total	120	100.0	100.0	

M5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1.7	1.7	1.7
3	21	17.5	17.5	19.2
Valid 4	56	46.7	46.7	65.8
5	41	34.2	34.2	100.0
Total	120	100.0	100.0	

M6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.7	1.7	1.7
2	8	6.7	6.7	8.3
Valid 3	37	30.8	30.8	39.2
4	38	31.7	31.7	70.8
5	35	29.2	29.2	100.0
Total	120	100.0	100.0	

M7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	2.5	2.5	2.5
3	37	30.8	30.8	33.3
Valid 4	51	42.5	42.5	75.8
5	29	24.2	24.2	100.0
Total	120	100.0	100.0	

M8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1.7	1.7	1.7
3	22	18.3	18.3	20.0
Valid 4	59	49.2	49.2	69.2
5	37	30.8	30.8	100.0
Total	120	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

Correlations

		S1	S2	S3	S4	S5	S6	S7	S8	Socia_Media_Marketing
S1	Pearson Correlation	1	.251	.400	.648**	.477**	.420	.803**	.149	.739**
	Sig. (2-tailed)		.180	.029	.000	.008	.021	.000	.433	.000
	N	30	30	30	30	30	30	30	30	30
S2	Pearson Correlation	.251	1	.507**	.312	.135	.290	.171	.842**	.599**
	Sig. (2-tailed)	.180		.004	.094	.477	.120	.365	.000	.000
	N	30	30	30	30	30	30	30	30	30
S3	Pearson Correlation	.400	.507**	1	.654**	.389	.374	.396	.574**	.770**
	Sig. (2-tailed)	.029	.004		.000	.034	.042	.030	.001	.000
	N	30	30	30	30	30	30	30	30	30
S4	Pearson Correlation	.648**	.312	.654**	1	.654**	.451*	.567**	.295	.841**
	Sig. (2-tailed)	.000	.094	.000		.000	.012	.001	.114	.000
	N	30	30	30	30	30	30	30	30	30
S5	Pearson Correlation	.477**	.135	.389	.654**	1	.629**	.276	.104	.690**
	Sig. (2-tailed)	.008	.477	.034	.000		.000	.139	.583	.000
	N	30	30	30	30	30	30	30	30	30
S6	Pearson Correlation	.420	.290	.374	.451*	.629**	1	.196	.310	.690**
	Sig. (2-tailed)	.021	.120	.042	.012	.000		.299	.095	.000
	N	30	30	30	30	30	30	30	30	30
S7	Pearson Correlation	.803**	.171	.396	.567**	.276	.196	1	.176	.627**
	Sig. (2-tailed)	.000	.365	.030	.001	.139	.299		.352	.000
	N	30	30	30	30	30	30	30	30	30
S8	Pearson Correlation	.149	.842**	.574**	.295	.104	.310	.176	1	.592**
	Sig. (2-tailed)	.433	.000	.001	.114	.583	.095	.352		.001
	N	30	30	30	30	30	30	30	30	30
Socia Media Marketing	Pearson Correlation	.739**	.599**	.770**	.841**	.690**	.690**	.627**	.592**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.001	
	N	30	30	30	30	30	30	30	30	30

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

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

Correlations

		H1	H2	H3	H4	H5	H6	H7	H8	Persepsi_Harga
H1	Pearson Correlation	1	.522**	.684**	.378*	.576**	.249	.307	.290	.732**
	Sig. (2-tailed)		.003	.000	.039	.001	.184	.099	.120	.000
	N	30	30	30	30	30	30	30	30	30
H2	Pearson Correlation	.522**	1	.508**	.572**	.403*	.289	.542**	.353	.747**
	Sig. (2-tailed)	.003		.004	.001	.027	.122	.002	.055	.000
	N	30	30	30	30	30	30	30	30	30
H3	Pearson Correlation	.684**	.508**	1	.617**	.541**	.386*	.529**	.316	.839**
	Sig. (2-tailed)	.000	.004		.000	.002	.035	.003	.088	.000
	N	30	30	30	30	30	30	30	30	30
H4	Pearson Correlation	.378*	.572**	.617**	1	.297	.412*	.447*	.580**	.765**
	Sig. (2-tailed)	.039	.001	.000		.111	.024	.013	.001	.000
	N	30	30	30	30	30	30	30	30	30
H5	Pearson Correlation	.576**	.403*	.541**	.297	1	.389*	.291	.069	.664**
	Sig. (2-tailed)	.001	.027	.002	.111		.033	.118	.716	.000
	N	30	30	30	30	30	30	30	30	30
H6	Pearson Correlation	.249	.289	.386*	.412*	.389*	1	.346	.113	.586**
	Sig. (2-tailed)	.184	.122	.035	.024	.033		.061	.552	.001
	N	30	30	30	30	30	30	30	30	30
H7	Pearson Correlation	.307	.542**	.529**	.447*	.291	.346	1	.384*	.687**
	Sig. (2-tailed)	.099	.002	.003	.013	.118	.061		.036	.000
	N	30	30	30	30	30	30	30	30	30
H8	Pearson Correlation	.290	.353	.316	.580**	.069	.113	.384*	1	.520**
	Sig. (2-tailed)	.120	.055	.088	.001	.716	.552	.036		.003
	N	30	30	30	30	30	30	30	30	30
Persepsi Harga	Pearson Correlation	.732**	.747**	.839**	.765**	.664**	.586**	.687**	.520**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.000	.003	
	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).

Correlations

		M1	M2	M3	M4	M5	M6	M7	M8	Minat_Beli
M1	Pearson Correlation	1	.800**	.659**	.539**	.169	.657**	.593**	.554**	.752**
	Sig. (2-tailed)		.000	.000	.002	.373	.000	.001	.001	.000
	N	30	30	30	30	30	30	30	30	30
M2	Pearson Correlation	.800**	1	.677**	.552**	.286	.641**	.503**	.552**	.760**
	Sig. (2-tailed)	.000		.000	.002	.125	.000	.005	.002	.000
	N	30	30	30	30	30	30	30	30	30
M3	Pearson Correlation	.659**	.677**	1	.611**	.444*	.980**	.611**	.716**	.877**
	Sig. (2-tailed)	.000	.000		.000	.014	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
M4	Pearson Correlation	.539**	.552**	.611**	1	.787**	.538**	.855**	.836**	.871**
	Sig. (2-tailed)	.002	.002	.000		.000	.002	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
M5	Pearson Correlation	.169	.286	.444*	.787**	1	.359	.594**	.737**	.670**
	Sig. (2-tailed)	.373	.125	.014	.000		.051	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30
M6	Pearson Correlation	.657**	.641**	.980**	.538**	.359	1	.628**	.685**	.845**
	Sig. (2-tailed)	.000	.000	.000	.002	.051		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
M7	Pearson Correlation	.593**	.503**	.611**	.855**	.594**	.628**	1	.885**	.864**
	Sig. (2-tailed)	.001	.005	.000	.000	.001	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
M8	Pearson Correlation	.554**	.552**	.716**	.836**	.737**	.685**	.885**	1	.911**
	Sig. (2-tailed)	.001	.002	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
Minat_Beli	Pearson Correlation	.752**	.760**	.877**	.871**	.670**	.845**	.864**	.911**	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).

Lampiran V (Hasil Uji Reliabilitas)

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
.846	8

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
.847	8

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
.930	8

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Socia_Media_Marketing	Persepsi_Harga	Minat_Beli
N		120	120	120
Normal Parameters ^{a,b}	Mean	31.27	27.78	32.13
	Std. Deviation	4.363	4.956	5.003
Most Extreme Differences	Absolute	.117	.119	.097
	Positive	.050	.119	.093
	Negative	-.117	-.090	-.097
Kolmogorov-Smirnov Z		1.285	1.304	1.057
Asymp. Sig. (2-tailed)		.074	.067	.214

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat_Beli * Socia_Media_Marketing	(Combined)		1587.455	20	79.373	5.646	.000
	Between Groups	Linearity	1194.467	1	1194.467	84.971	.000
		Deviation from Linearity	392.988	19	20.684	1.471	.113
	Within Groups		1391.670	99	14.057		
	Total		2979.125	119			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat_Beli * Persepsi_Harga	(Combined)		1237.010	22	56.228	3.131	.000
	Between Groups	Linearity	852.320	1	852.320	47.457	.000
		Deviation from Linearity	384.690	21	18.319	1.020	.448
	Within Groups		1742.115	97	17.960		
	Total		2979.125	119			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	7.088	2.572		2.755	.007		
1 Socia_Media_Marketing	.557	.093	.486	5.973	.000	.706	1.416
Persepsi_Harga	.274	.082	.271	3.334	.001	.706	1.416

a. Dependent Variable: Minat_Beli

Lampiran IX (Hasil Uji Analisis Regresi Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Persepsi_Harga , Socia_Media_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	.673 ^a	.453	.444	3.732

a. Predictors: (Constant), Persepsi_Harga, Socia_Media_Marketing

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.088	2.572		2.755	.007
	Socia_Media_Marketing	.557	.093	.486	5.973	.000
	Persepsi_Harga	.274	.082	.271	3.334	.001

a. Dependent Variable: Minat_Beli

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1349.314	2	674.657	48.432	.000 ^b
	Residual	1629.811	117	13.930		
	Total	2979.125	119			

a. Dependent Variable: Minat_Beli

b. Predictors: (Constant), Persepsi_Harga, Socia_Media_Marketing