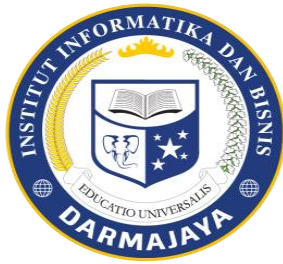


LAMPIRAN

Lampiran 1



KUESIONER PENELITIAN

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian pada Konsumen Starbucks Coffee Bandar Lampung. Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IBI Darmajaya. Konsentrasi Manajemen Pemasaran. Tentang **“ANALISIS PENGARUH *SOCIAL MEDIA MARKETING* DAN *EXPERIENTIAL MARKETING* TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN STARBUCKS COFFEE BANDAR LAMPUNG”**.

Bersama ini saya,

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NPM : 161211007

Email : rivaneffendi110@gmail.com

Fakultas/Jurusan : Ekonomi / Manajemen IIB Darmajaya

Dosen Pembimbing : M. Rafiq, S.E., M.Si.

Memohon bantuan kepada Bapak/Ibu/Saudara untuk mengisi kuesioner penelitian yang terlampir. Jawaban yang objektif akan sangat membantu penelitian ini. Semua jawaban akan dijaga kerahasiaannya dan hanya dipergunakan untuk kepentingan penelitian.

Atas perhatian dan bantuannya saya ucapkan terimakasih.

KUESIONER

Pertanyaan di bawah ini dalam rangka penelitian skripsi dengan judul :

**ANALISIS PENGARUH *SOCIAL MEDIA MARKETING* DAN
EXPERIENTIAL MARKETING TERHADAP KEPUTUSAN PEMBELIAN
KONSUMEN STARBUCKS COFFEE BANDAR LAMPUNG**

Petunjuk pengisian :

1. Jawablah pertanyaan yang diajukan dibawah ini dengan benar dan jujur.
2. Berilah tanda (√) pada salah satu jawaban yang paling benar.
3. Pertanyaan / pernyataan harus dijawab semua

SS = Sangat Setuju

S = Setuju

N = Netral

TS = Tidak Setuju

STS = Sangat Tidak Setuju

No. Res :

IDENTITAS RESPONDEN

1. Nama Responden :

2. Asal Daerah :

3. Jenis Kelamin : Laki – Laki Perempuan

4. Usia : 17 -30 Tahun 41 – 50 Tahun
 31 – 40 Tahun > 50 tahun

5. Pekerjaan : PNS/BUMN Pelajar
 Karyawan Swasta DII
 Wiraswasta

DAFTAR PERNYATAAN

| Pernyataan <i>Social Media Marketing (X₁)</i> | Jawaban | | | | |
|--|---------|---|---|----|-----|
| | SS | S | N | TS | STS |
| | 5 | 4 | 3 | 2 | 1 |
| Context (Konteks) | | | | | |
| 1. Menurut saya Produk yang disampaikan di <i>media social</i> jelas dan mudah dipahami. | | | | | |
| 2. Menurut saya Starbucks Coffee menyampaikan produk – produk di <i>media social</i> dengan konten yang menarik dan inovatif. | | | | | |
| Communication (Komunikasi) | | | | | |
| 3. Menurut saya Konsumen sering menanggapi pesan atau informasi mengenai produk yang dijual Starbucks Coffe pada <i>social media</i> . | | | | | |
| 4. Menurut saya Konsumen sering meriview produk Starbucks Coffe pada <i>social media</i> . | | | | | |
| Collaboration (Kolaborasi) | | | | | |
| 5. Menurut saya Konsumen berpartisipasi meberikan masukan mengenai produk pada Starbucks Coffee . | | | | | |
| 6. Menurut saya Konsumen membantu memasarkan produk Starbucks Coffee di media sosial. | | | | | |
| Connection (Koneksi) | | | | | |
| 7. Menurut saya Starbucks Coffee menggunakan jasa selebgram untuk membantu memasarkan produknya. | | | | | |
| 8. Menurut saya Starbucks Coffee selalu mengadakan giveaway untuk konsumennya melalui media sosial. | | | | | |

| Pernyataan <i>Experiential Marketing (X₂)</i> | Jawaban | | | | |
|---|---------|---|---|----|-----|
| | SS | S | N | TS | STS |
| | 5 | 4 | 3 | 2 | 1 |
| <i>Sense (Panca Indra)</i> | | | | | |
| 1. Menurut saya Aroma Coffee pada Starbucks Coffee membangkitkan selera konsumen. | | | | | |
| 2. Menurut saya Pemilihan warna gedung dan interior Starbucks Coffee yang modern. | | | | | |
| 3. Menurut saya Rasa minuman dan makanan di Starbucks Coffee sesuai selera konsumen. | | | | | |
| 4. Menurut saya Logo/symbol yang dipakai Starbucks Coffee terlihat cocok dan mudah dikenal. | | | | | |
| <i>Feel (Perasaan)</i> | | | | | |
| 5. Menurut saya Starbucks Coffee memberikan nuansa café yang digemari anak muda. | | | | | |
| 6. Menurut saya Konsumen merasa nyaman ketika berada di Starbucks Coffee. | | | | | |
| 7. Menurut saya Kebersihan di dalam Starbucks Coffee terjaga dengan baik. | | | | | |
| 8. Menurut saya Pegawai/penjual di Starbucks Coffee sangat ramah dan sopan. | | | | | |
| <i>Think (Pikiran)</i> | | | | | |
| 9. Menurut saya Starbucks Coffee memiliki keunikan sendiri dibandingkan café lain. | | | | | |
| 10. Menurut saya Reputasi dan popularitas Starbucks Coffee mempengaruhi keinginan untuk datang ke sini. | | | | | |
| <i>Act (Prilaku)</i> | | | | | |
| 11. Menurut saya Konsumen datang ke Starbucks Coffee untuk menikmati suasana café bersama teman, pasangan dan keluarga. | | | | | |
| 12. Menurut saya Starbucks Coffee sudah menjadi bagian dari gaya hidup dan <i>style</i> konsumen. | | | | | |
| | | | | | |

| Relate (Hubungan) | | | | | |
|--|--|--|--|--|--|
| 13. Menurut saya Starbucks Coffee merupakan tempat nongkrong & berkumpul yang banyak diminati semua orang. | | | | | |
| 14. Menurut saya, saya Merasa bangga saat berada di Starbucks Coffee | | | | | |

| Pernyataan | Jawaban | | | | |
|---|---------|---|---|----|-----|
| | SS | S | N | TS | STS |
| | 5 | 4 | 3 | 2 | 1 |
| Keputusan Pembelian (Y) | | | | | |
| Pemilihan Produk/Jasa | | | | | |
| 1. Menurut saya Konsumen membeli berdasarkan keberagaman produk yang ditawarkan oleh Starbucks Coffee. | | | | | |
| 2. Menurut saya Konsumen membeli berdasarkan keunggulan produk Starbucks Coffee. | | | | | |
| Pemilihan Merek | | | | | |
| 3. Menurut saya Konsumen mengunjungi Starbucks Coffee berdasarkan kepopuleran Starbucks Coffee. | | | | | |
| 4. Menurut saya Penentuan merek Starbucks Coffee sangat penting agar konsumen mudah mengingat produk ini. | | | | | |
| Pemilihan Waktu | | | | | |
| 5. Menurut saya Konsumen membutuhkan waktu yang relatif singkat untuk memutuskan membeli di Starbucks Coffee. | | | | | |
| 6. Menurut saya Starbucks Coffee selalu dipenuhi konsumen pada hari – hari libur. | | | | | |
| Pemilihan Metode/Cara Pembayaran | | | | | |
| 7. Menurut saya Konsumen senang melakukan pembayaran melalui aplikasi <i>Go-Pay</i> . | | | | | |
| 8. Menurut saya Konsumen merasakan kemudahan membeli dalam <i>delivery order</i> . | | | | | |

Lampiran 2

Hasil Jawaban Responden

1. Nilai Jawaban Kuesioner Variabel *Social Media Marketing* (X1)

| P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | Total_X1 |
|----|----|----|----|----|----|----|----|----------|
| 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 26 |
| 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 26 |
| 2 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 23 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 28 |
| 5 | 3 | 5 | 4 | 5 | 4 | 3 | 5 | 34 |
| 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 37 |
| 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 37 |
| 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 31 |
| 4 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 33 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 30 |
| 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 28 |
| 4 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 19 |
| 4 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 28 |
| 3 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 24 |
| 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 28 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 3 | 4 | 3 | 3 | 4 | 3 | 29 |
| 3 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 29 |
| 4 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 30 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 4 | 4 | 3 | 5 | 3 | 5 | 3 | 4 | 31 |
| 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 26 |
| 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 34 |
| 4 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 32 |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 26 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 36 |
| 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 28 |
| 3 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 29 |
| 4 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 30 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 4 | 4 | 3 | 5 | 3 | 5 | 3 | 4 | 31 |
| 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 26 |
| 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 34 |
| 4 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 32 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|----|
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 26 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 36 |
| 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 26 |
| 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 26 |
| 2 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 23 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 28 |
| 5 | 3 | 5 | 4 | 5 | 4 | 3 | 5 | 34 |
| 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 37 |
| 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 37 |
| 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 31 |
| 4 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 33 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 30 |
| 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 28 |
| 4 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 19 |
| 4 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 28 |
| 3 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 24 |
| 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 28 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 3 | 4 | 3 | 3 | 4 | 3 | 29 |
| 3 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 29 |
| 4 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 30 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 4 | 4 | 3 | 5 | 3 | 5 | 3 | 4 | 31 |
| 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 26 |
| 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 34 |
| 4 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 32 |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 26 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 36 |
| 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 28 |
| 3 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 29 |
| 4 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 30 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 4 | 4 | 3 | 5 | 3 | 5 | 3 | 4 | 31 |
| 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 26 |
| 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 34 |
| 4 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 32 |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 26 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 36 |
| 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 28 |
| 3 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 29 |
| 4 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 30 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 4 | 4 | 3 | 5 | 3 | 5 | 3 | 4 | 31 |
| 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 26 |
| 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 34 |
| 4 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 32 |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 26 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 36 |
| 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 28 |
| 3 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 29 |
| 4 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 30 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 4 | 4 | 3 | 5 | 3 | 5 | 3 | 4 | 31 |
| 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 26 |
| 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 34 |
| 4 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 32 |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 26 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 36 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|----|
| 3 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 29 |
| 4 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 30 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 4 | 4 | 3 | 5 | 3 | 5 | 3 | 4 | 31 |
| 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 26 |
| 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 34 |
| 4 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 32 |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 26 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 36 |
| 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 28 |
| 3 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 29 |
| 4 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 30 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 4 | 4 | 3 | 5 | 3 | 5 | 3 | 4 | 31 |
| 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 26 |
| 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 34 |
| 4 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 32 |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 26 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |

2. Nilai Jawaban Kuesioner Variabel *Experiential Marketing* (X2)

| Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Q11 | Q12 | Q13 | Q14 | Total_X2 |
|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|----------|
| 3 | 4 | 2 | 3 | 3 | 4 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 47 |
| 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 34 |
| 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 52 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 51 |
| 1 | 3 | 2 | 3 | 5 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 3 | 1 | 34 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 42 |
| 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 36 |
| 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 44 |
| 5 | 3 | 3 | 2 | 1 | 3 | 3 | 2 | 5 | 3 | 2 | 5 | 3 | 5 | 45 |
| 3 | 5 | 5 | 3 | 3 | 5 | 5 | 3 | 3 | 5 | 3 | 3 | 5 | 3 | 54 |
| 2 | 5 | 5 | 3 | 2 | 5 | 5 | 3 | 2 | 5 | 3 | 2 | 5 | 2 | 49 |
| 1 | 2 | 2 | 4 | 1 | 2 | 2 | 4 | 1 | 2 | 4 | 1 | 2 | 1 | 29 |
| 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 49 |

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 38 |
| 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 47 |
| 3 | 2 | 3 | 4 | 3 | 2 | 3 | 4 | 3 | 2 | 4 | 3 | 2 | 3 | 41 |
| 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 34 |
| 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 51 |
| 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 42 |
| 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 38 |
| 2 | 2 | 3 | 1 | 2 | 2 | 3 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 27 |
| 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 47 |
| 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 48 |
| 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 47 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 56 |
| 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 46 |
| 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 47 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 56 |
| 3 | 3 | 4 | 5 | 3 | 3 | 4 | 5 | 3 | 3 | 5 | 3 | 3 | 3 | 50 |
| 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 42 |
| 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 38 |
| 2 | 2 | 3 | 1 | 2 | 2 | 3 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 27 |
| 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 47 |
| 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 48 |
| 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 47 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 56 |
| 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 46 |
| 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 47 |
| 3 | 3 | 3 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 48 |
| 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 4 | 3 | 2 | 35 |
| 3 | 3 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 49 |
| 2 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 46 |

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 3 | 5 | 5 | 5 | 2 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 3 | 1 | 57 |
| 3 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 3 | 4 | 3 | 3 | 58 |
| 4 | 2 | 2 | 4 | 2 | 2 | 2 | 4 | 2 | 2 | 4 | 4 | 2 | 3 | 39 |
| 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 53 |
| 3 | 2 | 3 | 5 | 4 | 2 | 3 | 3 | 3 | 2 | 4 | 5 | 3 | 5 | 47 |
| 4 | 3 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 3 | 54 |
| 4 | 2 | 3 | 4 | 3 | 2 | 3 | 4 | 3 | 2 | 5 | 5 | 5 | 2 | 47 |
| 2 | 3 | 3 | 5 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 2 | 1 | 41 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 56 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 2 | 3 | 58 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 4 | 3 | 3 | 46 |
| 3 | 2 | 3 | 4 | 2 | 2 | 3 | 3 | 3 | 2 | 4 | 4 | 2 | 3 | 40 |
| 1 | 2 | 3 | 3 | 3 | 2 | 3 | 1 | 3 | 2 | 5 | 4 | 3 | 2 | 37 |
| 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 51 |
| 3 | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 50 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 43 |
| 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 3 | 54 |
| 3 | 4 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 2 | 2 | 46 |
| 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 51 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 55 |
| 5 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 55 |
| 4 | 3 | 3 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 51 |
| 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 3 | 50 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 4 | 5 | 5 | 5 | 3 | 3 | 49 |
| 4 | 4 | 2 | 2 | 5 | 4 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 4 | 53 |
| 4 | 3 | 3 | 3 | 5 | 3 | 5 | 2 | 4 | 3 | 4 | 3 | 3 | 3 | 48 |
| 3 | 4 | 2 | 5 | 4 | 4 | 5 | 3 | 2 | 4 | 5 | 5 | 4 | 4 | 54 |
| 2 | 3 | 3 | 5 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 44 |
| 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 3 | 48 |
| 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 2 | 2 | 46 |
| 3 | 3 | 2 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 42 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 3 | 3 | 3 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 5 | 5 | 4 | 3 | 50 |
| 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 4 | 3 | 4 | 37 |
| 3 | 3 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 51 |
| 2 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 5 | 4 | 3 | 46 |
| 3 | 5 | 5 | 5 | 2 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 3 | 3 | 58 |
| 3 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 3 | 3 | 60 |
| 4 | 2 | 2 | 4 | 2 | 2 | 2 | 4 | 2 | 2 | 5 | 5 | 4 | 3 | 43 |
| 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 52 |
| 3 | 2 | 3 | 5 | 4 | 2 | 3 | 3 | 3 | 2 | 5 | 5 | 4 | 4 | 48 |
| 4 | 3 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 53 |
| 4 | 2 | 3 | 4 | 3 | 2 | 3 | 4 | 3 | 2 | 5 | 4 | 3 | 3 | 45 |
| 2 | 3 | 3 | 5 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 47 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 54 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 60 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 44 |
| 3 | 2 | 3 | 4 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 38 |
| 1 | 2 | 3 | 3 | 3 | 2 | 3 | 1 | 3 | 2 | 5 | 5 | 2 | 2 | 37 |
| 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 5 | 5 | 3 | 3 | 52 |
| 3 | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 50 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 46 |
| 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 54 |
| 3 | 4 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 48 |
| 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 3 | 52 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 56 |
| 5 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 3 | 3 | 55 |

3. Nilai Jawaban Kuesioner Variabel Keputusan Pembelian (Y)

| R1 | R2 | R3 | R4 | R5 | R6 | R7 | R8 | Total_Y |
|----|----|----|----|----|----|----|----|---------|
| 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 27 |
| 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 27 |
| 2 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 23 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 27 |
| 5 | 3 | 4 | 4 | 5 | 4 | 3 | 5 | 33 |
| 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 37 |
| 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 37 |
| 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 31 |
| 4 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 34 |
| 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 25 |
| 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 29 |
| 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 28 |
| 4 | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 21 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 2 | 27 |
| 3 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 24 |
| 4 | 4 | 5 | 4 | 3 | 3 | 4 | 3 | 30 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 4 | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 30 |
| 3 | 4 | 5 | 5 | 3 | 4 | 3 | 4 | 31 |
| 4 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 30 |
| 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 30 |
| 4 | 4 | 3 | 5 | 3 | 5 | 3 | 4 | 31 |
| 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 27 |
| 4 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 33 |
| 4 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 33 |
| 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 27 |
| 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 32 |
| 4 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 34 |
| 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 29 |
| 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 37 |
| 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 29 |
| 3 | 4 | 3 | 5 | 3 | 4 | 4 | 3 | 29 |
| 3 | 3 | 4 | 5 | 3 | 3 | 3 | 3 | 27 |
| 4 | 2 | 3 | 3 | 2 | 4 | 3 | 4 | 25 |
| 3 | 3 | 4 | 5 | 3 | 5 | 5 | 3 | 31 |
| 5 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 33 |
| 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 22 |
| 4 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 26 |
| 4 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 33 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|----|
| 4 | 5 | 4 | 4 | 5 | 4 | 3 | 3 | 32 |
| 3 | 3 | 4 | 3 | 3 | 2 | 2 | 2 | 22 |
| 2 | 5 | 3 | 3 | 5 | 3 | 3 | 4 | 28 |
| 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 27 |
| 3 | 5 | 3 | 4 | 5 | 2 | 5 | 5 | 32 |
| 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 37 |
| 4 | 4 | 5 | 4 | 4 | 2 | 2 | 2 | 27 |
| 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 35 |
| 5 | 5 | 4 | 4 | 5 | 4 | 2 | 3 | 32 |
| 4 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 34 |
| 3 | 4 | 4 | 3 | 4 | 3 | 2 | 3 | 26 |
| 4 | 5 | 3 | 4 | 5 | 4 | 3 | 3 | 31 |
| 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 29 |
| 4 | 5 | 4 | 2 | 5 | 4 | 4 | 5 | 33 |
| 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 27 |
| 3 | 4 | 3 | 3 | 4 | 2 | 2 | 3 | 24 |
| 4 | 3 | 5 | 4 | 3 | 3 | 2 | 3 | 27 |
| 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 31 |
| 4 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 28 |
| 3 | 4 | 5 | 5 | 4 | 3 | 3 | 3 | 30 |
| 4 | 5 | 3 | 5 | 5 | 3 | 4 | 4 | 33 |
| 4 | 4 | 3 | 3 | 4 | 2 | 4 | 3 | 27 |
| 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 31 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 34 |
| 4 | 3 | 4 | 5 | 3 | 4 | 3 | 4 | 30 |
| 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 29 |
| 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 27 |
| 4 | 2 | 3 | 5 | 2 | 5 | 4 | 4 | 29 |
| 4 | 3 | 4 | 4 | 3 | 5 | 3 | 5 | 31 |
| 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 37 |
| 3 | 5 | 4 | 3 | 5 | 3 | 3 | 3 | 29 |
| 3 | 3 | 3 | 5 | 3 | 4 | 3 | 4 | 28 |
| 3 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 31 |
| 4 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 26 |
| 3 | 5 | 4 | 5 | 5 | 4 | 3 | 3 | 32 |
| 5 | 3 | 3 | 4 | 3 | 2 | 2 | 2 | 24 |
| 3 | 5 | 1 | 3 | 5 | 3 | 3 | 4 | 27 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 28 |
| 4 | 5 | 4 | 5 | 5 | 2 | 5 | 5 | 35 |
| 4 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 36 |
| 4 | 4 | 3 | 3 | 4 | 2 | 2 | 2 | 24 |
| 4 | 5 | 3 | 5 | 5 | 4 | 4 | 3 | 33 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|----|
| 3 | 5 | 4 | 4 | 5 | 4 | 2 | 3 | 30 |
| 4 | 5 | 4 | 5 | 5 | 3 | 3 | 4 | 33 |
| 4 | 4 | 4 | 5 | 4 | 3 | 2 | 3 | 29 |
| 3 | 5 | 4 | 4 | 5 | 4 | 3 | 3 | 31 |
| 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 30 |
| 4 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 35 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 29 |
| 5 | 4 | 5 | 4 | 4 | 2 | 2 | 3 | 29 |
| 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 24 |
| 3 | 4 | 3 | 5 | 4 | 3 | 3 | 4 | 29 |
| 3 | 3 | 4 | 5 | 3 | 2 | 4 | 4 | 28 |
| 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 27 |
| 3 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 33 |
| 5 | 4 | 3 | 4 | 4 | 2 | 4 | 3 | 29 |
| 3 | 4 | 1 | 3 | 4 | 4 | 3 | 4 | 26 |
| 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 30 |
| 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 34 |

Lampiran 3

Hasil Karakteristik Responden

1. Responden Berdasarkan Jenis Kelamin

Jenis_Kelamin

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid Pria | 52 | 52.0 | 52.0 | 52.0 |
| Wanita | 48 | 48.0 | 48.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

2. Berdasarkan Usia

Usia

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Valid 17 - 30 tahun | 66 | 66.0 | 66.0 | 66.0 |
| 31 - 40 tahun | 20 | 20.0 | 20.0 | 86.0 |
| 41 - 50 tahun | 14 | 14.0 | 14.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

3. Berdasarkan Pekerjaan

Pekerjaan

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid PNS/BUMN | 11 | 11.0 | 11.0 | 11.0 |
| Pelajar/Mahasiswa | 66 | 66.0 | 66.0 | 77.0 |
| Karyawan Swasta | 23 | 23.0 | 23.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

| | | | | | | | | | | |
|---------|-----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | |
| R6 | Pearson | .403* | .413** | .092 | .412** | .446** | 1 | .426** | .592** | .711** |
| | Correlation | | | | | | | | | |
| | Sig. (2-tailed) | .010 | .008 | .573 | .008 | .004 | | .006 | .000 | .000 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| R7 | Pearson | .349* | .529** | .393* | .515** | .501** | .426** | 1 | .312* | .762** |
| | Correlation | | | | | | | | | |
| | Sig. (2-tailed) | .027 | .000 | .012 | .001 | .001 | .006 | | .050 | .000 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| R8 | Pearson | .530** | .255 | .150 | .357* | .404** | .592** | .312* | 1 | .671** |
| | Correlation | | | | | | | | | |
| | Sig. (2-tailed) | .000 | .112 | .356 | .024 | .010 | .000 | .050 | | .000 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| Total_Y | Pearson | .659** | .682** | .521** | .608** | .709** | .711** | .762** | .671** | 1 |
| | Correlation | | | | | | | | | |
| | Sig. (2-tailed) | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .000 | |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |

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

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

Lampiran 4

Hasil Uji Reliabilitas

1. Social Media Marketing (X1)

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| | Valid | 40 | 100.0 |
| Cases | Excluded ^a | 0 | .0 |
| | Total | 40 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .863 | 8 |

2. Experiential Marketing (X2)

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| | Valid | 40 | 100.0 |
| Cases | Excluded ^a | 0 | .0 |
| | Total | 40 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .920 | 14 |

3. Keputusan Pembelian (Y)

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| | Valid | 40 | 100.0 |
| Cases | Excluded ^a | 0 | .0 |
| | Total | 40 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .818 | 8 |

Lampiran 5

Hasil Uji Persyaratan Analisis Data

1. Uji Normalitas Kolmogorov-Smirnov

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | 0E-7 |
| | Std. Deviation | 2.22208462 |
| | Absolute | .071 |
| Most Extreme Differences | Positive | .069 |
| | Negative | -.071 |
| Kolmogorov-Smirnov Z | | .705 |
| Asymp. Sig. (2-tailed) | | .703 |

a. Test distribution is Normal.

b. Calculated from data.

2. Uji Homogenitas

Social Media Marketing (X1)

Test of Homogeneity of Variances

Total_Y

| Levene Statistic | df1 | df2 | Sig. |
|------------------|-----|-----|------|
| 1.140 | 13 | 86 | .338 |

Experiential Marketing (X2)

Test of Homogeneity of Variances

Total_Y

| Levene Statistic | df1 | df2 | Sig. |
|------------------|-----|-----|------|
| 1.237 | 20 | 73 | .251 |

3. Uji Linearitas

Social Media Marketing (X1)

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|-----------------------|---------------|--------------------------|----------------|----|-------------|-------|------|
| Total_Y * Total_X1 | | (Combined) | 207.480 | 13 | 15.960 | 1.521 | .126 |
| | Between | Linearity | 65.482 | 1 | 65.482 | 6.239 | .014 |
| | Groups | Deviation from Linearity | 141.999 | 12 | 11.833 | 1.127 | .349 |
| | Within Groups | | 902.630 | 86 | 10.496 | | |
| | Total | | 1110.110 | 99 | | | |

Experiential Marketing (X2)

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|-----------------------|---------------|--------------------------|----------------|----|-------------|---------|------|
| Total_Y * Total_X2 | | (Combined) | 731.813 | 26 | 28.147 | 5.431 | .000 |
| | Between | Linearity | 570.898 | 1 | 570.898 | 110.166 | .000 |
| | Groups | Deviation from Linearity | 160.915 | 25 | 6.437 | 1.242 | .235 |
| | Within Groups | | 378.297 | 73 | 5.182 | | |
| | Total | | 1110.110 | 99 | | | |

4. Uji Multikolinieritas

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | | |
|-------|-----------------------------|------------|---------------------------|------|--------|-------------------------|------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF | |
| | (Constant) | 5.749 | 2.403 | | | | | |
| 1 | Total_X1 | .175 | .055 | .213 | 3.162 | .002 | .998 | 1.002 |
| | Total_X2 | .386 | .037 | .708 | 10.502 | .000 | .998 | 1.002 |

a. Dependent Variable: Total_Y

Lampiran 6

1. Hasil Analisis Regresi Linear berganda

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| | | | | | | | |
| (Constant) | 5.749 | 2.403 | | 2.393 | .019 | | |
| 1 Total_X1 | .175 | .055 | .213 | 3.162 | .002 | .998 | 1.002 |
| Total_X2 | .386 | .037 | .708 | 10.502 | .000 | .998 | 1.002 |

a. Dependent Variable: Total_Y

2. Hasil Uji Koefisien Determinasi (R^2)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .748 ^a | .560 | .551 | 2.245 |

a. Predictors: (Constant), Total_X2, Total_X1

b. Dependent Variable: Total_Y

Lampiran 7

Hasil Pengujian Hipotesis

1. Uji t

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
|-------|-----------------------------|------------|---------------------------|------|--------|------|
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | 5.749 | 2.403 | | 2.393 | .019 |
| | Total_X1 | .175 | .055 | .213 | 3.162 | .002 |
| | Total_X2 | .386 | .037 | .708 | 10.502 | .000 |

a. Dependent Variable: Total_Y

2. Uji F

| Model | Sum of Squares | df | Mean Square | F | Sig. | |
|-------|----------------|----------|-------------|---------|--------|-------------------|
| 1 | Regression | 621.282 | 2 | 310.641 | 61.642 | .000 ^b |
| | Residual | 488.828 | 97 | 5.039 | | |
| | Total | 1110.110 | 99 | | | |

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X2, Total_X1