

## Lampiran 2

Tabel prasurvey

No	Nama	Asal	Informasi	Kunjungan
1	Angga	Panjang	Media sosial	1
2	Indah	Kota Bumi	Media sosial	1
3	Mia	B.Lampung	Lainnya	1
4	Nana	Palembang	Teman	2
5	Anggi	Palembang	Media sosial	3
6	Desi	B.Lampung	Keluarga	1
7	Seli roliayana	Karang Anyar	Lainnya	2
8	Devi	Metro	Teman	1
9	Rizki	Rejo mulio	Keluarga	1
10	Agung	Pesawaran	Media sosial	2
11	Ramah	Pesawaran	Keluarga	1
12	Rio andika	Pesawaran	Teman	2
13	Ardiannyah	Mesuji	Lainnya	3
14	Chandra	B.Lampung	Teman	2
15	Dewi	Panjang	Teman	1
16	Sukma jaya	Kalianda	Media sosial	1
17	Raditya	Kalianda	Teman	1
18	M.Rafi	B.Lampung	Teman	2
19	Okpin	Pesawaran	Keluarga	2
20	Meri	Pringsewu	Lainnya	3
21	Wiratama	Pringsewu	Teman	1
22	Indri	B.Lampung	Keluarga	2
23	Ahmat taufiq	Tulang Bawang	Keluarga	3
24	Ambrizal	Kota Bumi	Media sosial	2
25	Deva	Raja Basa	Teman	2
26	Marwan	Raja Basa	Media sosial	1
27	Najib	B.Lampung	Teman	1
28	Aji prastyo	Tanggamus	Keluarga	2
29	Yogi	Tanggamus	Lainnya	1
30	Siti	Jati Mulio	Keluarga	3

# Lampiran 3

## 1. Uji Validitas X1

		Correlations										
		x1	x1	x1	x1	x1	x1	x1	x1	x1	x1	TOTAL_x1
x1	Pearson Correlation	1	,186	,602	,539	,935	,352	,567	,131	,503	,644	,809
	Sig. (2-tailed)		,325	,000	,002	,000	,057	,001	,491	,005	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
x1	Pearson Correlation	,186	1	,322	,084	,105	,299	,328	,799	,421	,224	,528
	Sig. (2-tailed)	,325		,083	,657	,580	,108	,077	,000	,020	,233	,003
	N	30	30	30	30	30	30	30	30	30	30	30
x1	Pearson Correlation	,602	,322	1	,364	,562	,213	,965	,270	,507	,850	,825
	Sig. (2-tailed)	,000	,083		,048	,001	,259	,000	,148	,004	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
x1	Pearson Correlation	,539	,084	,364	1	,504	,040	,269	-,070	,387	,511	,553
	Sig. (2-tailed)	,002	,657	,048		,005	,834	,150	,712	,034	,004	,002
	N	30	30	30	30	30	30	30	30	30	30	30
x1	Pearson Correlation	,935	,105	,562	,504	1	,394	,616	,046	,471	,602	,776
	Sig. (2-tailed)	,000	,580	,001	,005		,031	,000	,810	,009	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
x1	Pearson Correlation	,352	,299	,213	,040	,394	1	,273	,330	,342	,302	,513
	Sig. (2-tailed)	,057	,108	,259	,834	,031		,144	,075	,065	,105	,004
	N	30	30	30	30	30	30	30	30	30	30	30
x1	Pearson Correlation	,567	,328	,965	,269	,616	,273	1	,278	,508	,817	,821
	Sig. (2-tailed)	,001	,077	,000	,150	,000	,144		,137	,004	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
x1	Pearson Correlation	,131	,799	,270	-,070	,046	,330	,278	1	,336	,173	,453
	Sig. (2-tailed)	,491	,000	,148	,712	,810	,075	,137		,069	,361	,012
	N	30	30	30	30	30	30	30	30	30	30	30
x1	Pearson Correlation	,503	,421	,507	,387	,471	,342	,508	,336	1	,507	,730
	Sig. (2-tailed)	,005	,020	,004	,034	,009	,065	,004	,069		,004	,000
	N	30	30	30	30	30	30	30	30	30	30	30
x1	Pearson Correlation	,644	,224	,850	,511	,602	,302	,817	,173	,507	1	,831
	Sig. (2-tailed)	,000	,233	,000	,004	,000	,105	,000	,361	,004		,000
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL_x1	Pearson Correlation	,809	,528	,825	,553	,776	,513	,821	,453	,730	,831	1
	Sig. (2-tailed)	,000	,003	,000	,002	,000	,004	,000	,012	,000	,000	
	N	30	30	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).

## 2. Uji Validitas X2

		Correlations										
		x2	x2	x2	x2	x2	x2	x2	x2	x2	x2	Total_x2
x2	Pearson Correlation	1	,099	,279	,098	,392	,497	,577	,470	,335	,525	,604
	Sig. (2-tailed)		,602	,136	,605	,032	,005	,001	,009	,070	,003	,000
	N	30	30	30	30	30	30	30	30	30	30	30
x2	Pearson Correlation	,099	1	,394	,491	,236	,420	,458	,395	,505	,315	,668
	Sig. (2-tailed)	,602		,031	,006	,210	,021	,011	,031	,004	,090	,000
	N	30	30	30	30	30	30	30	30	30	30	30
x2	Pearson Correlation	,279	,394	1	,654	,563	,381	,336	,348	,356	,443	,709
	Sig. (2-tailed)	,136	,031		,000	,001	,038	,070	,059	,053	,014	,000
	N	30	30	30	30	30	30	30	30	30	30	30
x2	Pearson Correlation	,098	,491	,654	1	,330	,273	,357	,436	,291	,352	,656
	Sig. (2-tailed)	,605	,006	,000		,075	,145	,053	,016	,118	,057	,000
	N	30	30	30	30	30	30	30	30	30	30	30
x2	Pearson Correlation	,392	,236	,563	,330	1	,625	,317	,396	,190	,359	,641
	Sig. (2-tailed)	,032	,210	,001	,075		,000	,088	,031	,314	,051	,000
	N	30	30	30	30	30	30	30	30	30	30	30
x2	Pearson Correlation	,497	,420	,381	,273	,625	1	,508	,298	,339	,384	,695
	Sig. (2-tailed)	,005	,021	,038	,145	,000		,004	,109	,067	,036	,000
	N	30	30	30	30	30	30	30	30	30	30	30
x2	Pearson Correlation	,577	,458	,336	,357	,317	,508	1	,205	,148	,256	,621
	Sig. (2-tailed)	,001	,011	,070	,053	,088	,004		,277	,434	,172	,000
	N	30	30	30	30	30	30	30	30	30	30	30
x2	Pearson Correlation	,470	,395	,348	,436	,396	,298	,205	1	,656	,908	,744
	Sig. (2-tailed)	,009	,031	,059	,016	,031	,109	,277		,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
x2	Pearson Correlation	,335	,505	,356	,291	,190	,339	,148	,656	1	,710	,664
	Sig. (2-tailed)	,070	,004	,053	,118	,314	,067	,434	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
x2	Pearson Correlation	,525	,315	,443	,352	,359	,384	,256	,908	,710	1	,759
	Sig. (2-tailed)	,003	,090	,014	,057	,051	,036	,172	,000	,000		,000
	N	30	30	30	30	30	30	30	30	30	30	30
Total_x2	Pearson Correlation	,604	,668	,709	,656	,641	,695	,621	,744	,664	,759	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	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).

### 3. Uji Validitas Y

Correlations														
	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Total_Y
Y	Pearson Correlation	1	,620**	,350	,316	,274	,322	,000	,479**	,113	,183	,408	,473**	,608**
	Sig. (2-tailed)		,000	,058	,088	,143	,082	1,000	,007	,553	,334	,025	,008	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y	Pearson Correlation	,620**	1	,502**	,368*	,296	,201	-,124	-,211	-,031	-,239	,255	,366*	,516*
	Sig. (2-tailed)	,000		,005	,045	,112	,288	,513	,263	,873	,203	,173	,047	,003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y	Pearson Correlation	,350	,502**	1	,660**	,471**	,354	,159	,307	-,066	,135	,361**	,411**	,597**
	Sig. (2-tailed)	,058	,005		,000	,009	,055	,402	,099	,728	,475	,050	,024	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y	Pearson Correlation	,316	,368*	,660**	1	,556**	,553**	,099	,460	,176	,273	,376**	,436**	,682**
	Sig. (2-tailed)	,088	,045	,000		,001	,002	,603	,011	,353	,144	,041	,016	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y	Pearson Correlation	,274	,296	,471**	,556**	1	,513**	,258	,536**	,088	,305	,473**	,610**	,691**
	Sig. (2-tailed)	,143	,112	,009	,001		,004	,170	,002	,644	,101	,008	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y	Pearson Correlation	,322	,201	,354	,553**	,513**	1	,421*	,770**	,528**	,337	,511**	,771**	,819**
	Sig. (2-tailed)	,082	,288	,055	,002	,004		,020	,000	,003	,069	,004	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y	Pearson Correlation	,000	-,124	,159	,099	,258	,421*	1	,379	,176	,307	,319	,408**	,445**
	Sig. (2-tailed)	1,000	,513	,402	,603	,170	,020		,039	,352	,099	,086	,025	,014
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y	Pearson Correlation	,479**	,211	,307	,460	,536**	,770**	,379	1	,333	,254	,601**	,826**	,808**
	Sig. (2-tailed)	,007	,263	,099	,011	,002	,000	,039		,073	,175	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y	Pearson Correlation	,113	-,031	-,066	,176	,088	,528**	,176	,333	1	,425	,152	,434**	,443**
	Sig. (2-tailed)	,553	,873	,728	,353	,644	,003	,352	,073		,019	,423	,016	,014
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y	Pearson Correlation	,183	,239	,135	,273	,305	,337	,307	,254	,425	1	,013	,358	,499**
	Sig. (2-tailed)	,334	,203	,475	,144	,101	,069	,099	,175	,019		,945	,052	,005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y	Pearson Correlation	,408**	,255	,361**	,376*	,473**	,511**	,319	,601**	,152	,013	1	,507**	,666**
	Sig. (2-tailed)	,025	,173	,050	,041	,008	,004	,086	,000	,423	,945		,004	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y	Pearson Correlation	,473**	,366*	,411*	,436*	,610**	,771**	,408**	,826**	,434**	,358	,507**	1	,861**
	Sig. (2-tailed)	,008	,047	,024	,016	,000	,000	,025	,000	,016	,052	,004		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Total_Y	Pearson Correlation	,608**	,516*	,597**	,682**	,691**	,819**	,445	,808**	,443	,499**	,666**	,861**	1
	Sig. (2-tailed)	,000	,003	,000	,000	,000	,000	,014	,000	,014	,005	,000	,000	
	N	30	30	30	30	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 4

### Uji Reliabilitas

#### 1. Promosi di Instagram (X1)

##### Reliability Statistics

Cronbach's Alpha	N of Items
,874	10

#### 2. Word of mouth (X2)

##### Reliability Statistics

Cronbach's Alpha	N of Items
,865	10

#### 3. Keputusan Berkunjung (Y)

##### Reliability Statistics

Cronbach's Alpha	N of Items
,861	12

## Lampiran 5

### Karakteristik Responden

#### 1. Jenis Kelamin

jenis\_kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki-laki	44	44,0	44,0	44,0
	perempuan	56	56,0	56,0	100,0
	Total	100	100,0	100,0	

#### 2. Pengeluaran Perbulan

Pengeluaran\_Perbulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<Rp.250.000	1	1,0	1,0	1,0
	Rp.250.000-500.000	3	3,0	3,0	4,0
	Rp.500.000-750.000	19	18,8	19,0	23,0
	Rp.700.000-1.000.000	27	26,7	27,0	50,0
	>Rp.1.000.000	50	49,5	50,0	100,0
	Total		100	99,0	100,0
Missing	System	1	1,0		
Total		101	100,0		

#### 3. Pekerjaan

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai Negeri	1	1,0	1,0	1,0
	Pegawai Swasta	10	9,8	10,0	11,0
	Pelajar/Mahasiswa	77	75,5	77,0	88,0
	Lainnya	12	11,8	12,0	100,0
	Total		100	98,0	100,0
Missing	System	2	2,0		
Total		102	100,0		

#### 4. Frekuensi Mengunjungi Media Sosial

Frekuensi\_Kunjungan\_Media\_Sosial

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setiap Hari	76	74,5	76,0	76,0
	3-4 Kali Seminggu	21	20,6	21,0	97,0
	1-2 Kali Sebulan	3	2,9	3,0	100,0
	Total	100	98,0	100,0	
Missing	System	2	2,0		
Total		102	100,0		

# Lampiran 6

## Pesentase hasil jawaan kuesioner

### 1. Promosi di Instagram (X1)

Statistics

		1 (X1)	2 (X1)	3 (X1)	4 (X1)	5 (X1)	6 (X1)	7 (X1)	8 (X1)	9 (X1)	10 (X1)
N	Valid	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0

1 (X1)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	16	16,0	16,0	16,0
4	64	64,0	64,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

2 (X1)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	15	15,0	15,0	16,0
4	65	65,0	65,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

3 (X1)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	21	21,0	21,0	21,0
4	50	50,0	50,0	71,0
5	29	29,0	29,0	100,0
Total	100	100,0	100,0	

4 (X1)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	11	11,0	11,0	12,0
3	41	41,0	41,0	53,0
4	30	30,0	30,0	83,0
5	17	17,0	17,0	100,0
Total	100	100,0	100,0	

5 (X1)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2,0	2,0	2,0
3	20	20,0	20,0	22,0
4	54	54,0	54,0	76,0
5	24	24,0	24,0	100,0
Total	100	100,0	100,0	

6 (X1)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3,0	3,0	3,0
3	15	15,0	15,0	18,0
4	65	65,0	65,0	83,0
5	17	17,0	17,0	100,0
Total	100	100,0	100,0	

7 (X1)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2,0	2,0	2,0
3	19	19,0	19,0	21,0
4	45	45,0	45,0	66,0
5	34	34,0	34,0	100,0
Total	100	100,0	100,0	

8 (X1)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2,0	2,0	2,0
3	15	15,0	15,0	17,0
4	57	57,0	57,0	74,0
5	26	26,0	26,0	100,0
Total	100	100,0	100,0	

9 (X1)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	14	14,0	14,0	14,0
4	55	55,0	55,0	69,0
5	31	31,0	31,0	100,0
Total	100	100,0	100,0	

10 (X1)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2,0	2,0	2,0
3	13	13,0	13,0	15,0
4	65	65,0	65,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

## 2. Word of Mouth (X2)

### Statistics

		1 (X2)	2 (X2)	3 (X2)	4 (X2)	5 (X2)	6 (X2)	7 (X2)	8 (X2)	9 (X2)	10 (X2)
N	Valid	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0

#### 1 (X2)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	18	18,0	18,0	19,0
	4	60	60,0	60,0	79,0
	5	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

#### 2 (X2)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	8	8,0	8,0	9,0
	3	12	12,0	12,0	21,0
	4	61	61,0	61,0	82,0
	5	18	18,0	18,0	100,0
Total	100	100,0	100,0		

#### 3 (X2)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,0	2,0	2,0
	3	10	10,0	10,0	12,0
	4	64	64,0	64,0	76,0
	5	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

#### 4 (X2)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,0	3,0	3,0
	3	21	21,0	21,0	24,0
	4	53	53,0	53,0	77,0
	5	23	23,0	23,0	100,0
	Total	100	100,0	100,0	

#### 5 (X2)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	17	17,0	17,0	18,0
	4	51	51,0	51,0	69,0
	5	31	31,0	31,0	100,0
	Total	100	100,0	100,0	

#### 6 (X2)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	15	15,0	15,0	16,0
	3	38	38,0	38,0	54,0
	4	37	37,0	37,0	91,0
	5	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

#### 7 (X2)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	10,0	10,0	10,0
	2	26	26,0	26,0	36,0
	3	42	42,0	42,0	78,0
	4	18	18,0	18,0	96,0
	5	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

**8 (X2)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6,0	6,0	6,0
3	31	31,0	31,0	37,0
4	44	44,0	44,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

**9 (X2)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	1	1,0	1,0	2,0
3	11	11,0	11,0	13,0
4	66	66,0	66,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

**10 (X2)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	8	8,0	8,0	9,0
4	61	61,0	61,0	70,0
5	30	30,0	30,0	100,0
Total	100	100,0	100,0	

**3. Keputusan Berkunjung (Y)**

**Statistics**

	1 (Y)	2 (Y)	3 (Y)	4 (Y)	5 (Y)	6 (Y)	7 (Y)	8 (Y)	9 (Y)	10 (Y)	11 (Y)	12 (Y)
N Valid	100	100	100	100	100	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0	0	0	0	0	0

**1 (Y)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	22	22,0	22,0	22,0
4	55	55,0	55,0	77,0
5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

**2 (Y)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	17	17,0	17,0	17,0
4	51	51,0	51,0	68,0
5	32	32,0	32,0	100,0
Total	100	100,0	100,0	

**3 (Y)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	18	18,0	18,0	19,0
4	52	52,0	52,0	71,0
5	29	29,0	29,0	100,0
Total	100	100,0	100,0	

**4 (Y)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	15	15,0	15,0	16,0
4	48	48,0	48,0	64,0
5	36	36,0	36,0	100,0
Total	100	100,0	100,0	

**5 (Y)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3,0	3,0	3,0
2	11	11,0	11,0	14,0
3	26	26,0	26,0	40,0
4	40	40,0	40,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

**6 (Y)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2,0	2,0	2,0
3	19	19,0	19,0	21,0
4	54	54,0	54,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

**7 (Y)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	22	22,0	22,0	22,0
4	57	57,0	57,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

**8 (Y)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	16	16,0	16,0	16,0
4	49	49,0	49,0	65,0
5	35	35,0	35,0	100,0
Total	100	100,0	100,0	

**9 (Y)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	16	16,0	16,0	16,0
4	42	42,0	42,0	58,0
5	42	42,0	42,0	100,0
Total	100	100,0	100,0	

**10 (Y)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	14	14,0	14,0	15,0
4	52	52,0	52,0	67,0
5	33	33,0	33,0	100,0
Total	100	100,0	100,0	

**11 (Y)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2,0	2,0	2,0
3	36	36,0	36,0	38,0
4	48	48,0	48,0	86,0
5	14	14,0	14,0	100,0
Total	100	100,0	100,0	

**12 (Y)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	15	15,0	15,0	15,0
4	58	58,0	58,0	73,0
5	27	27,0	27,0	100,0
Total	100	100,0	100,0	



# Lampiran 7

## 1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Promosi di Instagram	Word of Mouth	Keputusan Membeli
N		100	100	100
Normal Parameters <sup>a,b</sup>	Mean	39,99	38,25	48,56
	Std. Deviation	3,702	3,846	4,411
Most Extreme Differences	Absolute	,091	,133	,090
	Positive	,073	,075	,050
	Negative	-,091	-,133	-,090
Kolmogorov-Smirnov Z		,911	1,326	,897
Asymp. Sig. (2-tailed)		,378	,059	,397

a. Test distribution is Normal.

b. Calculated from data.

## 2. Uji Homogenitas

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Promosi di Instagram	1,665	15	78	,076
Word of Mouth	1,711	15	78	,066

## 3. Uji Linieritas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Promosi di Instagram * Keputusan Berkunjung	Between Groups	(Combined)	591,048	21	28,145	2,866	,000
		Linearity	288,512	1	288,512	29,381	,000
		Deviation from Linearity	302,535	20	15,127	1,540	,091
	Within Groups	765,942	78	9,820			
	Total	1356,990	99				
Word of Mouth * Keputusan Berkunjung	Between Groups	(Combined)	663,444	21	31,593	3,075	,000
		Linearity	326,397	1	326,397	31,772	,000
		Deviation from Linearity	337,047	20	16,852	1,640	,064
	Within Groups	801,306	78	10,273			
	Total	1464,750	99				

## 4. Regresi Linier Berganda

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20,941	4,510		4,644	,000
	Promosi di Instagram	,346	,122	,290	2,833	,006
	Word of Mouth	,360	,118	,314	3,067	,003

a. Dependent Variable: Keputusan Membeli

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,531 <sup>a</sup>	,282	,267	3,776

a. Predictors: (Constant), Word of Mouth, Promosi di Instagram

### 5. Uji t

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20,941	4,510		4,644	,000
	Promosi di Instagram	,346	,122	,290	2,833	,006
	Word of Mouth	,360	,118	,314	3,067	,003

a. Dependent Variable: Keputusan Membeli

### 6. Uji F

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	543,715	2	271,857	19,068	,000 <sup>b</sup>
	Residual	1382,925	97	14,257		
	Total	1926,640	99			

a. Dependent Variable: Keputusan Membeli

b. Predictors: (Constant), Word of Mouth, Promosi di Instagram

Tabel t

**DISTRIBUSI NILAI  $t_{\text{tabel}}$**

d.f	$t_{0.10}$	$t_{0.05}$	$t_{0.025}$	$t_{0.01}$	$t_{0.005}$
1	3.078	6.314	12.71	31.82	63.66
2	1.886	2.920	4.303	6.965	9.925
3	1.638	2.353	3.182	4.541	5.841
4	1.533	2.132	2.776	3.747	4.604
5	1.476	2.015	2.571	3.365	4.032
6	1.440	1.943	2.447	3.143	3.707
7	1.415	1.895	2.365	2.998	3.499
8	1.397	1.860	2.306	2.896	3.355
9	1.383	1.833	2.262	2.821	3.250
10	1.372	1.812	2.228	2.764	3.169
11	1.363	1.796	2.201	2.718	3.106
12	1.356	1.782	2.179	2.681	3.055
13	1.350	1.771	2.160	2.650	3.012
14	1.345	1.761	2.145	2.624	2.977
15	1.341	1.753	2.131	2.602	2.947
16	1.337	1.746	2.120	2.583	2.921
17	1.333	1.740	2.110	2.567	2.898
18	1.330	1.734	2.101	2.552	2.878
19	1.328	1.729	2.093	2.539	2.861
20	1.325	1.725	2.086	2.528	2.845
21	1.323	1.721	2.080	2.518	2.831
22	1.321	1.717	2.074	2.508	2.819
23	1.319	1.714	2.069	2.500	2.807
24	1.318	1.711	2.064	2.492	2.797
25	1.316	1.708	2.060	2.485	2.787
26	1.315	1.706	2.056	2.479	2.779
27	1.314	1.703	2.052	2.473	2.771
28	1.313	1.701	2.048	2.467	2.763
29	1.311	1.699	2.045	2.462	2.756
30	1.310	1.697	2.042	2.457	2.750
31	1.309	1.696	2.040	2.453	2.744
32	1.309	1.694	2.037	2.449	2.738
33	1.308	1.692	2.035	2.445	2.733
34	1.307	1.691	2.032	2.441	2.728
35	1.306	1.690	2.030	2.438	2.724
36	1.306	1.688	2.028	2.434	2.719
37	1.305	1.687	2.026	2.431	2.715
38	1.304	1.686	2.024	2.429	2.712
39	1.304	1.685	2.023	2.426	2.708
40	1.303	1.684	2.021	2.423	2.704
41	1.303	1.683	2.020	2.421	2.701
42	1.302	1.682	2.018	2.418	2.698
43	1.302	1.681	2.017	2.416	2.695
44	1.301	1.680	2.015	2.414	2.692
45	1.301	1.679	2.014	2.412	2.690
61	1.296	1.671	2.000	2.390	2.659
62	1.296	1.671	1.999	2.389	2.659
63	1.296	1.670	1.999	2.389	2.658
64	1.296	1.670	1.999	2.388	2.657
65	1.296	1.670	1.998	2.388	2.657
66	1.295	1.670	1.998	2.387	2.656
67	1.295	1.670	1.998	2.387	2.655
68	1.295	1.670	1.997	2.386	2.655
69	1.295	1.669	1.997	2.386	2.654
70	1.295	1.669	1.997	2.385	2.653
71	1.295	1.669	1.996	2.385	2.653
72	1.295	1.669	1.996	2.384	2.652
73	1.295	1.669	1.996	2.384	2.651
74	1.295	1.668	1.995	2.383	2.651
75	1.295	1.668	1.995	2.383	2.650
76	1.294	1.668	1.995	2.382	2.649
77	1.294	1.668	1.994	2.382	2.649
78	1.294	1.668	1.994	2.381	2.648
79	1.294	1.668	1.994	2.381	2.647
80	1.294	1.667	1.993	2.380	2.647
81	1.294	1.667	1.993	2.380	2.646
82	1.294	1.667	1.993	2.379	2.645
83	1.294	1.667	1.992	2.379	2.645
84	1.294	1.667	1.992	2.378	2.644
85	1.294	1.666	1.992	2.378	2.643
86	1.293	1.666	1.991	2.377	2.643
87	1.293	1.666	1.991	2.377	2.642
88	1.293	1.666	1.991	2.376	2.641
89	1.293	1.666	1.990	2.376	2.641
90	1.293	1.666	1.990	2.375	2.640
91	1.293	1.665	1.990	2.374	2.639
92	1.293	1.665	1.989	2.374	2.639
93	1.293	1.665	1.989	2.373	2.638
94	1.293	1.665	1.989	2.373	2.637
95	1.293	1.665	1.988	2.372	2.637
96	1.292	1.664	1.988	2.372	2.636
97	1.292	1.664	1.988	2.371	2.635
98	1.292	1.664	1.987	2.371	2.635
99	1.292	1.664	1.987	2.370	2.634
100	1.292	1.664	1.987	2.370	2.633
101	1.292	1.663	1.986	2.369	2.633
102	1.292	1.663	1.986	2.369	2.632
103	1.292	1.663	1.986	2.368	2.631
104	1.292	1.663	1.985	2.368	2.631
105	1.292	1.663	1.985	2.367	2.630

Tabel F

Titik Persentase Distribusi F untuk Probabilita = 0,05

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	161	199	216	225	230	234	237	239	241	242	243	244	245	245	246
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38	19.40	19.40	19.41	19.42	19.42	19.43
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81	8.79	8.76	8.74	8.73	8.71	8.70
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00	5.96	5.94	5.91	5.89	5.87	5.86
5	6.81	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77	4.74	4.70	4.68	4.66	4.64	4.62
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10	4.06	4.03	4.00	3.98	3.96	3.94
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68	3.64	3.60	3.57	3.55	3.53	3.51
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39	3.35	3.31	3.28	3.26	3.24	3.22
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18	3.14	3.10	3.07	3.05	3.03	3.01
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.98	2.94	2.91	2.89	2.86	2.85
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90	2.85	2.82	2.79	2.76	2.74	2.72
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80	2.75	2.72	2.69	2.66	2.64	2.62
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71	2.67	2.63	2.60	2.58	2.55	2.53
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65	2.60	2.57	2.53	2.51	2.48	2.46
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59	2.54	2.51	2.48	2.45	2.42	2.40
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54	2.49	2.46	2.42	2.40	2.37	2.35
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61	2.55	2.49	2.45	2.41	2.38	2.35	2.33	2.31
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46	2.41	2.37	2.34	2.31	2.29	2.27
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42	2.38	2.34	2.31	2.28	2.26	2.23
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39	2.35	2.31	2.28	2.25	2.22	2.20
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32	2.28	2.25	2.22	2.20	2.18
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34	2.30	2.26	2.23	2.20	2.17	2.15
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44	2.37	2.32	2.27	2.24	2.20	2.18	2.15	2.13
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42	2.36	2.30	2.25	2.22	2.18	2.15	2.13	2.11
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28	2.24	2.20	2.16	2.14	2.11	2.09
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22	2.18	2.15	2.12	2.09	2.07
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25	2.20	2.17	2.13	2.10	2.08	2.06
28	4.20	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24	2.19	2.15	2.12	2.09	2.06	2.04
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35	2.28	2.22	2.18	2.14	2.10	2.08	2.05	2.03
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21	2.16	2.13	2.09	2.06	2.04	2.01
31	4.16	3.30	2.91	2.68	2.52	2.41	2.32	2.25	2.20	2.15	2.11	2.08	2.05	2.03	2.00
32	4.15	3.29	2.90	2.67	2.51	2.40	2.31	2.24	2.19	2.14	2.10	2.07	2.04	2.01	1.99
33	4.14	3.28	2.89	2.66	2.50	2.39	2.30	2.23	2.18	2.13	2.09	2.06	2.03	2.00	1.98
34	4.13	3.28	2.88	2.65	2.49	2.38	2.29	2.23	2.17	2.12	2.08	2.05	2.02	1.99	1.97
35	4.12	3.27	2.87	2.64	2.49	2.37	2.29	2.22	2.16	2.11	2.07	2.04	2.01	1.99	1.96
36	4.11	3.26	2.87	2.63	2.48	2.36	2.28	2.21	2.15	2.11	2.07	2.03	2.00	1.98	1.95
37	4.11	3.25	2.86	2.63	2.47	2.36	2.27	2.20	2.14	2.10	2.06	2.02	2.00	1.97	1.95
38	4.10	3.24	2.85	2.62	2.46	2.35	2.26	2.19	2.14	2.09	2.05	2.02	1.99	1.96	1.94
39	4.09	3.24	2.85	2.61	2.46	2.34	2.26	2.19	2.13	2.08	2.04	2.01	1.98	1.95	1.93
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.08	2.04	2.00	1.97	1.95	1.92
41	4.08	3.23	2.83	2.60	2.44	2.33	2.24	2.17	2.12	2.07	2.03	2.00	1.97	1.94	1.92
42	4.07	3.22	2.83	2.59	2.44	2.32	2.24	2.17	2.11	2.06	2.03	1.99	1.96	1.94	1.91
43	4.07	3.21	2.82	2.59	2.43	2.32	2.23	2.16	2.11	2.06	2.02	1.99	1.96	1.93	1.91
44	4.06	3.21	2.82	2.58	2.43	2.31	2.23	2.16	2.10	2.05	2.01	1.98	1.95	1.92	1.90
45	4.06	3.20	2.81	2.58	2.42	2.31	2.22	2.15	2.10	2.05	2.01	1.97	1.94	1.92	1.89

**Tabel r**

**NILAI-NILAI r PRODUCT MOMENT**

N	Taraf Signifikan		N	Taraf Signifikan		N	Taraf Signifikan	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,666	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,684	37	0,325	0,418	125	0,176	0,230
14	0,532	0,661	38	0,320	0,413	150	0,159	0,210
15	0,514	0,641	39	0,316	0,408	175	0,148	0,194
16	0,497	0,623	40	0,312	0,403	200	0,138	0,181
17	0,482	0,606	41	0,308	0,398	300	0,113	0,148
18	0,468	0,590	42	0,304	0,393	400	0,098	0,128
19	0,456	0,575	43	0,301	0,389	500	0,088	0,115
20	0,444	0,561	44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,376	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			

Sumber: Sugiyono.2008. *Statistika untuk Penelitian*. Bandung: Alfabeta. Hal. 373