

## LAMPIRAN

Lampiran 1. Lampiran Kuesioner Penelitian

### **KUESIONER “PENGARUH *SOCIAL MEDIA MARKETING*, *BRAND AWARENESS*, DAN INTENSITAS PROMOSI TERHADAP KEPUTUSAN PEMBELIAN PADA KAFE SUDUT TEMU”**

Responden yang terhormat,

Saya mahasiswi Politeknik Harapan Bersama Tegal, dengan identitas sebagai berikut:

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Prodi : DIII Akuntansi

Dalam rangka memenuhi Tugas Akhir yang menjadi salah satu syarat untuk menyelesaikan Program Diploma (DIII) Prodi Akuntansi Politeknik Harapan Bersama Tegal, saat ini saya sedang melakukan penelitian yang berjudul “Pengaruh *social media marketing*, *brand awareness*, dan intensitas promosi terhadap keputusan pembelian pada Kafe Sudut Temu”.

Dalam melancarkan proses penelitian ini, dibutuhkan informasi saudara/i responden. Oleh karena itu apabila anda termasuk dalam kriteria:

1. Pelajar atau mahasiswa.
2. Konsumen atau pelanggan Kafe Sudut Temu.
3. Pernah mengunjungi dan melakukan transaksi pembelian di Kafe Sudut Temu
4. Pengguna aktif media sosial.

Oleh karena itu apabila saudara/i memenuhi kriteria di atas, besar harapan saya saudara/i dapat mengisi kuesioner berikut dengan tepat dan teliti. Segala informasi yang diberikan dalam kuesioner ini hanya digunakan untuk keperluan penelitian dan akan dijaga kerahasiannya sesuai dengan kode etik penelitian.

Atas kesediaan saudara/i dalam meluangkan waktu untuk mengisi kuesioner ini, saya ucapkan terima kasih.

Hormat saya,

Naiyla Rizka Lail idkha

**I. Identitas Responden**

1. Nama Lengkap/Inisial
2. Jenis Kelamin
3. Pelajar atau Mahasiswa
4. Seberapa sering saudara/i mengunjungi dan melakukan transaksi di Kafe Sudut Temu
  - 1 kali
  - 2 – 3 kali
  - > 3 kali
5. Seberapa aktif saudara/i menggunakan media sosial
  - Sangat aktif
  - Jarang aktif
  - Tidak aktif

Saudara/i dapat memilih angka pada skala yang tersedia dengan skala pengukuran sebagai berikut:

skor 1 = STS (Sangat Tidak Setuju)

skor 2 = TS (Tidak Setuju)

skor 3 = R (Ragu-Ragu)

skor 4 = S (Setuju)

skor 5 = SS (Sangat Setuju)

Skor tidak menunjukkan jawaban benar atau salah, melainkan untuk menunjukkan kesesuaian Saudara/i terhadap pilihan yang dipilih.

## II. Daftar Pernyataan

| No.                                      | Pernyataan                                                                                                      | Penilaian |   |   |    |     |
|------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-----------|---|---|----|-----|
|                                          |                                                                                                                 | SS        | S | N | TS | STS |
| <b><i>Social Media Marketing (X)</i></b> |                                                                                                                 |           |   |   |    |     |
| <i>Context</i>                           |                                                                                                                 |           |   |   |    |     |
| 1                                        | Caption yang dibagikan di media sosial Kafe Sudut Temu menarik                                                  |           |   |   |    |     |
| 2                                        | Penyampaian konten di media sosial Kafe Sudut Temu jelas                                                        |           |   |   |    |     |
| 3                                        | Konten yang disajikan oleh Kafe Sudut Temu di media sosial menarik                                              |           |   |   |    |     |
| <i>Communication</i>                     |                                                                                                                 |           |   |   |    |     |
| 4                                        | Media sosial Kafe Sudut Temu menyampaikan informasi menu dan fasilitas secara lengkap.                          |           |   |   |    |     |
| 5                                        | Informasi yang disampaikan di media sosial Kafe Sudut Temu mudah dipahami.                                      |           |   |   |    |     |
| <i>Collaboration</i>                     |                                                                                                                 |           |   |   |    |     |
| 6                                        | Saya pernah diajak berpartisipasi dalam konten media sosial Kafe Sudut Temu (misalnya polling, Q&A, challenge). |           |   |   |    |     |
| 7                                        | Kafe Sudut Temu menghargai pendapat konsumen yang disampaikan di media sosial.                                  |           |   |   |    |     |
| 8                                        | Saya merasa dapat ikut serta dalam pengembangan layanan Kafe Sudut Temu melalui interaksi di media sosial.      |           |   |   |    |     |
| 9                                        | Kafe Sudut Temu menerima dan menanggapi masukan konsumen melalui media sosial.                                  |           |   |   |    |     |
| <i>Connection</i>                        |                                                                                                                 |           |   |   |    |     |
| 10                                       | Saya masih memiliki hubungan berkelanjutan dengan pihak sudut temu                                              |           |   |   |    |     |

| No. | Pernyataan                                                              | Penilaian |   |   |    |     |
|-----|-------------------------------------------------------------------------|-----------|---|---|----|-----|
|     |                                                                         | SS        | S | N | TS | STS |
| 11  | Kafe Sudut Temu memberikan <i>feedback</i> yang menguntungkan bagi saya |           |   |   |    |     |

Sumber: kuesioner dimodifikasi dari penelitian Lintang Oktaviasih (2022)

### **Brand Awareness (X)**

|                    |                                                                                             |  |  |  |  |  |
|--------------------|---------------------------------------------------------------------------------------------|--|--|--|--|--|
| <i>Recall</i>      |                                                                                             |  |  |  |  |  |
| 1                  | Saya dapat dengan mudah mengenal merek yang dimiliki oleh Kafe Sudut Temu                   |  |  |  |  |  |
| 2                  | Dengan saya melihat merek tersebut membuat saya ingin kembali mengunjungi Kafe Sudut Temu   |  |  |  |  |  |
| <i>Recognition</i> |                                                                                             |  |  |  |  |  |
| 3                  | Saya dapat dengan mudah mengenali produk Kafe Sudut Temu melalui logo yang dimiliki         |  |  |  |  |  |
| 4                  | Saya dapat mengenali produk tersebut melalui ciri khas yang dimiliki Kafe Sudut Temu        |  |  |  |  |  |
| <i>Purchase</i>    |                                                                                             |  |  |  |  |  |
| 5                  | Saya merasa puas dan senang dengan menu yang dimiliki Kafe Sudut Temu                       |  |  |  |  |  |
| 6                  | Saya lebih memilih mengunjungi dan membeli menu dari Kafe Sudut Temu dibandingkan kafe lain |  |  |  |  |  |
| <i>Consumption</i> |                                                                                             |  |  |  |  |  |
| 7                  | Saya sering mengonsumsi menu yang disediakan di Kafe Sudut Temu                             |  |  |  |  |  |
| 8                  | Kafe Sudut Temu memberikan pelayanan yang memuaskan                                         |  |  |  |  |  |

Sumber: kuesioner dimodifikasi dari penelitian Hanifah Belen Fauziyyah (2024)

| No. | Pernyataan | Penilaian |   |   |    |     |
|-----|------------|-----------|---|---|----|-----|
|     |            | SS        | S | N | TS | STS |

### Intensitas Promosi (X)

|             |                                                                                              |  |  |  |  |  |
|-------------|----------------------------------------------------------------------------------------------|--|--|--|--|--|
| Frekuensi   |                                                                                              |  |  |  |  |  |
| 1           | Promosi Kafe Sudut Temu tidak hanya muncul sekali atau dua kali saja.                        |  |  |  |  |  |
| 2           | Saya sering melihat promosi Kafe Sudut Temu muncul di media sosial.                          |  |  |  |  |  |
| Durasi      |                                                                                              |  |  |  |  |  |
| 3           | Saya sering melihat iklan Kafe Sudut Temu tetap muncul di media sosial untuk beberapa waktu. |  |  |  |  |  |
| 4           | Durasi penayangan iklan Kafe Sudut Temu membuat saya cukup mengenal menu-nya.                |  |  |  |  |  |
| Konsistensi |                                                                                              |  |  |  |  |  |
| 6           | Pesan yang disampaikan dalam iklan Kafe Sudut Temu tidak berubah-ubah secara tiba-tiba.      |  |  |  |  |  |
| 7           | Saya mudah mengenali iklan Kafe Sudut Temu karena tampilannya yang konsisten.                |  |  |  |  |  |

Sumber: Kuesioner dimodifikasi dari peneliti Meylisa Eka Putri (2023)

### Keputusan Pembelian (Y)

|                             |                                                                                                                      |  |  |  |  |  |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| Pemilihan Produk            |                                                                                                                      |  |  |  |  |  |
| 1                           | Harga menu di Kafe Sudut Temu terjangkau                                                                             |  |  |  |  |  |
| 2                           | Keanekaragaman menu yang disediakan di Kafe Sudut Temu membuat saya tertarik untuk menikmati menu di Kafe Sudut Temu |  |  |  |  |  |
| Pemilihan Saluran Pembelian |                                                                                                                      |  |  |  |  |  |
| 3                           | Saya mengunjungi dengan Kafe Sudut Temu karena konsep tempatnya yang menarik                                         |  |  |  |  |  |
| 4                           | Saya mengunjungi Kafe Sudut Temu karena lokasinya strategis                                                          |  |  |  |  |  |

| No.               | Pernyataan                                                                                       | Penilaian |   |   |    |     |
|-------------------|--------------------------------------------------------------------------------------------------|-----------|---|---|----|-----|
|                   |                                                                                                  | SS        | S | N | TS | STS |
| Waktu Pembelian   |                                                                                                  |           |   |   |    |     |
| 5                 | Saya membeli menu di Kafe Sudut Temu ketika sepulang sekolah atau pulang kuliah                  |           |   |   |    |     |
| 6                 | Saya membeli menu di Kafe Sudut Temu pada saat promosi saja                                      |           |   |   |    |     |
| Jumlah Pembelian  |                                                                                                  |           |   |   |    |     |
| 7                 | Adanya promosi yang saya peroleh dari media sosial membuat saya membeli menu dengan jumlah besar |           |   |   |    |     |
| 8                 | Saya merekomendasikan Kafe Sudut Temu dan mengajak orang lain untuk mengunjungi Kafe Sudut Temu  |           |   |   |    |     |
| Metode Pembayaran |                                                                                                  |           |   |   |    |     |
| 9                 | Kafe Sudut Temu memudahkan saya dalam melakukan transaksi                                        |           |   |   |    |     |
| 10                | Terdapat berbagai macam pilihan metode pembayaran sehingga transaksi lebih efektif.              |           |   |   |    |     |

Sumber: kuesioner dimodifikasi dari penelitian Hanifah Belen Fauziyyah (2024)

Lampiran 2. Tabulasi Jawaban Kuesioner Variabel *Social Media Marketing*

| No<br>Respo<br>nden | SOCIAL MEDIA MARKETING (X1) |          |          |          |          |          |          |          |          |           |           | TOT<br>AL<br>X1 |
|---------------------|-----------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------------|
|                     | SM<br>M1                    | SM<br>M2 | SM<br>M3 | SM<br>M4 | SM<br>M5 | SM<br>M6 | SM<br>M7 | SM<br>M8 | SM<br>M9 | SM<br>M10 | SM<br>M11 |                 |
| 1                   | 4                           | 5        | 4        | 5        | 5        | 4        | 5        | 4        | 5        | 4         | 5         | 50              |
| 2                   | 4                           | 4        | 4        | 4        | 5        | 4        | 4        | 4        | 5        | 4         | 4         | 46              |
| 3                   | 5                           | 5        | 4        | 5        | 5        | 4        | 5        | 4        | 5        | 4         | 4         | 50              |
| 4                   | 4                           | 4        | 5        | 4        | 5        | 5        | 4        | 3        | 5        | 4         | 4         | 47              |
| 5                   | 4                           | 4        | 4        | 5        | 5        | 4        | 4        | 2        | 5        | 3         | 4         | 44              |
| 6                   | 3                           | 4        | 4        | 5        | 4        | 4        | 4        | 3        | 4        | 4         | 3         | 42              |
| 7                   | 4                           | 4        | 5        | 3        | 4        | 4        | 4        | 3        | 4        | 4         | 4         | 43              |
| 8                   | 5                           | 4        | 5        | 4        | 5        | 4        | 4        | 4        | 5        | 2         | 4         | 46              |
| 9                   | 4                           | 4        | 5        | 4        | 4        | 5        | 5        | 4        | 4        | 3         | 2         | 44              |
| 10                  | 4                           | 5        | 4        | 4        | 5        | 4        | 5        | 4        | 4        | 3         | 4         | 46              |
| 11                  | 4                           | 5        | 4        | 5        | 5        | 4        | 5        | 2        | 4        | 4         | 5         | 47              |
| 12                  | 5                           | 4        | 5        | 4        | 5        | 5        | 4        | 4        | 4        | 5         | 4         | 49              |
| 13                  | 5                           | 4        | 5        | 5        | 5        | 3        | 3        | 4        | 5        | 4         | 4         | 47              |
| 14                  | 4                           | 5        | 5        | 3        | 5        | 3        | 4        | 3        | 3        | 3         | 4         | 42              |
| 15                  | 4                           | 5        | 5        | 4        | 4        | 5        | 4        | 2        | 5        | 5         | 4         | 47              |
| 16                  | 3                           | 4        | 2        | 2        | 4        | 2        | 4        | 2        | 4        | 2         | 3         | 32              |
| 17                  | 5                           | 4        | 5        | 5        | 5        | 4        | 4        | 5        | 5        | 4         | 4         | 50              |
| 18                  | 3                           | 4        | 3        | 2        | 4        | 2        | 3        | 1        | 5        | 3         | 3         | 33              |
| 19                  | 5                           | 3        | 5        | 4        | 4        | 4        | 5        | 4        | 5        | 5         | 4         | 48              |
| 20                  | 5                           | 4        | 4        | 3        | 5        | 4        | 3        | 4        | 5        | 4         | 5         | 46              |
| 21                  | 5                           | 4        | 5        | 4        | 5        | 4        | 4        | 3        | 4        | 3         | 4         | 45              |
| 22                  | 5                           | 4        | 5        | 4        | 4        | 5        | 4        | 5        | 4        | 4         | 5         | 49              |
| 23                  | 5                           | 2        | 1        | 2        | 4        | 3        | 2        | 2        | 3        | 1         | 3         | 28              |
| 24                  | 3                           | 4        | 4        | 4        | 5        | 4        | 5        | 3        | 4        | 4         | 4         | 44              |
| 25                  | 5                           | 4        | 4        | 5        | 4        | 4        | 5        | 4        | 4        | 5         | 5         | 49              |
| 26                  | 5                           | 5        | 4        | 4        | 5        | 4        | 4        | 5        | 4        | 3         | 4         | 47              |
| 27                  | 4                           | 5        | 3        | 4        | 5        | 3        | 4        | 5        | 3        | 5         | 4         | 45              |
| 28                  | 4                           | 5        | 4        | 4        | 3        | 3        | 4        | 5        | 4        | 4         | 4         | 44              |
| 29                  | 4                           | 5        | 5        | 4        | 4        | 5        | 5        | 4        | 4        | 5         | 5         | 50              |
| 30                  | 5                           | 3        | 5        | 4        | 5        | 4        | 5        | 4        | 5        | 4         | 4         | 48              |
| 31                  | 5                           | 4        | 4        | 5        | 5        | 5        | 4        | 4        | 4        | 4         | 5         | 49              |
| 32                  | 4                           | 5        | 5        | 4        | 5        | 4        | 4        | 5        | 5        | 4         | 5         | 50              |
| 33                  | 2                           | 3        | 3        | 4        | 4        | 1        | 3        | 3        | 2        | 3         | 4         | 32              |
| 34                  | 2                           | 3        | 2        | 4        | 4        | 2        | 3        | 3        | 2        | 2         | 3         | 30              |
| 35                  | 4                           | 4        | 5        | 5        | 5        | 5        | 5        | 5        | 5        | 4         | 4         | 51              |
| 36                  | 3                           | 4        | 4        | 3        | 4        | 1        | 3        | 4        | 2        | 4         | 4         | 36              |
| 37                  | 4                           | 4        | 4        | 5        | 4        | 2        | 4        | 4        | 2        | 2         | 4         | 39              |
| 38                  | 4                           | 4        | 4        | 5        | 4        | 1        | 4        | 4        | 3        | 1         | 1         | 35              |
| 39                  | 4                           | 4        | 4        | 4        | 4        | 3        | 4        | 4        | 4        | 2         | 2         | 39              |
| 40                  | 4                           | 4        | 5        | 4        | 5        | 2        | 4        | 5        | 2        | 2         | 2         | 39              |
| 41                  | 4                           | 4        | 5        | 4        | 4        | 4        | 5        | 5        | 4        | 4         | 4         | 47              |
| 42                  | 4                           | 4        | 4        | 5        | 4        | 1        | 3        | 3        | 4        | 2         | 3         | 37              |
| 43                  | 2                           | 4        | 4        | 4        | 4        | 1        | 3        | 3        | 2        | 2         | 3         | 32              |
| 44                  | 4                           | 4        | 5        | 5        | 5        | 3        | 3        | 4        | 4        | 4         | 3         | 44              |
| 45                  | 4                           | 4        | 4        | 4        | 4        | 2        | 3        | 2        | 3        | 2         | 3         | 35              |
| 46                  | 4                           | 4        | 4        | 4        | 4        | 4        | 4        | 4        | 4        | 4         | 4         | 44              |
| 47                  | 4                           | 3        | 4        | 3        | 4        | 4        | 4        | 3        | 2        | 2         | 2         | 35              |
| 48                  | 4                           | 4        | 4        | 4        | 4        | 2        | 3        | 4        | 2        | 2         | 3         | 36              |

|     |   |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|---|----|
| 49  | 3 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 3 | 2 | 4 | 43 |
| 50  | 3 | 3 | 5 | 3 | 4 | 2 | 4 | 4 | 1 | 1 | 4 | 34 |
| 51  | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 3 | 2 | 4 | 44 |
| 52  | 5 | 5 | 5 | 5 | 4 | 1 | 4 | 4 | 2 | 3 | 4 | 42 |
| 53  | 4 | 4 | 4 | 5 | 5 | 2 | 4 | 4 | 5 | 2 | 3 | 42 |
| 54  | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 3 | 4 | 2 | 3 | 37 |
| 55  | 3 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 3 | 1 | 2 | 36 |
| 56  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 57  | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 43 |
| 58  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 59  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 60  | 4 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | 3 | 3 | 38 |
| 61  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 62  | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 1 | 2 | 40 |
| 63  | 3 | 4 | 3 | 5 | 4 | 2 | 4 | 5 | 3 | 1 | 3 | 37 |
| 64  | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 3 | 2 | 3 | 37 |
| 65  | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 2 | 4 | 43 |
| 66  | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 37 |
| 67  | 4 | 4 | 5 | 5 | 5 | 2 | 4 | 4 | 4 | 1 | 2 | 40 |
| 68  | 4 | 4 | 5 | 4 | 5 | 2 | 4 | 4 | 2 | 2 | 3 | 39 |
| 69  | 4 | 4 | 4 | 5 | 5 | 2 | 4 | 4 | 3 | 2 | 3 | 40 |
| 70  | 4 | 5 | 4 | 5 | 3 | 2 | 3 | 4 | 3 | 1 | 3 | 37 |
| 71  | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 5 | 4 | 4 | 4 | 43 |
| 72  | 4 | 3 | 4 | 4 | 4 | 2 | 3 | 3 | 4 | 1 | 3 | 35 |
| 73  | 4 | 4 | 5 | 4 | 4 | 2 | 3 | 3 | 3 | 2 | 3 | 37 |
| 74  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 75  | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 3 | 5 | 46 |
| 76  | 4 | 3 | 5 | 2 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 42 |
| 77  | 3 | 4 | 4 | 5 | 4 | 2 | 3 | 3 | 4 | 2 | 3 | 37 |
| 78  | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 46 |
| 79  | 2 | 4 | 4 | 5 | 4 | 1 | 4 | 4 | 2 | 2 | 4 | 36 |
| 80  | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 53 |
| 81  | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 45 |
| 82  | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 46 |
| 83  | 4 | 5 | 5 | 4 | 5 | 3 | 3 | 4 | 2 | 1 | 3 | 39 |
| 84  | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 44 |
| 85  | 3 | 4 | 3 | 5 | 5 | 2 | 3 | 3 | 1 | 2 | 1 | 32 |
| 86  | 2 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 1 | 4 | 3 | 35 |
| 87  | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 2 | 4 | 45 |
| 88  | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 49 |
| 89  | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 2 | 4 | 44 |
| 90  | 4 | 4 | 5 | 4 | 3 | 2 | 2 | 5 | 5 | 5 | 4 | 43 |
| 91  | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 49 |
| 92  | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 48 |
| 93  | 4 | 4 | 5 | 5 | 5 | 3 | 3 | 4 | 5 | 5 | 5 | 48 |
| 94  | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 47 |
| 95  | 4 | 4 | 3 | 5 | 4 | 2 | 4 | 4 | 3 | 3 | 4 | 40 |
| 96  | 4 | 4 | 5 | 4 | 4 | 2 | 4 | 4 | 4 | 3 | 4 | 42 |
| 97  | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 42 |
| 98  | 3 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 43 |
| 99  | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 3 | 4 | 44 |
| 100 | 4 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 2 | 3 | 40 |

Lampiran 3. Tabulasi Jawaban Kuesioner Variabel *Brand Awareness*

| No.<br>Responden | BRAND AWARENESS (X2) |     |     |     |     |     |     |     | TOTAL<br>X2 |
|------------------|----------------------|-----|-----|-----|-----|-----|-----|-----|-------------|
|                  | BA1                  | BA2 | BA3 | BA4 | BA5 | BA6 | BA7 | BA8 |             |
| 1                | 4                    | 4   | 5   | 4   | 5   | 4   | 4   | 5   | 35          |
| 2                | 4                    | 4   | 4   | 4   | 5   | 4   | 4   | 5   | 34          |
| 3                | 5                    | 5   | 4   | 4   | 5   | 4   | 5   | 4   | 36          |
| 4                | 5                    | 4   | 5   | 5   | 4   | 4   | 5   | 4   | 36          |
| 5                | 5                    | 4   | 5   | 4   | 4   | 2   | 2   | 5   | 31          |
| 6                | 3                    | 4   | 4   | 4   | 5   | 4   | 4   | 5   | 33          |
| 7                | 5                    | 5   | 4   | 4   | 4   | 3   | 4   | 4   | 33          |
| 8                | 4                    | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 38          |
| 9                | 4                    | 4   | 5   | 4   | 5   | 4   | 4   | 4   | 34          |
| 10               | 4                    | 5   | 4   | 4   | 5   | 5   | 4   | 5   | 36          |
| 11               | 4                    | 5   | 4   | 4   | 5   | 5   | 4   | 5   | 36          |
| 12               | 4                    | 5   | 5   | 5   | 4   | 3   | 5   | 4   | 35          |
| 13               | 4                    | 4   | 5   | 4   | 4   | 4   | 4   | 5   | 34          |
| 14               | 4                    | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 32          |
| 15               | 4                    | 5   | 5   | 4   | 4   | 5   | 4   | 5   | 36          |
| 16               | 3                    | 2   | 2   | 2   | 3   | 2   | 2   | 3   | 19          |
| 17               | 4                    | 5   | 4   | 4   | 4   | 5   | 5   | 5   | 36          |
| 18               | 2                    | 4   | 2   | 2   | 5   | 4   | 4   | 4   | 27          |
| 19               | 4                    | 4   | 5   | 5   | 5   | 4   | 4   | 5   | 36          |
| 20               | 4                    | 5   | 3   | 4   | 4   | 4   | 5   | 4   | 33          |
| 21               | 4                    | 5   | 5   | 4   | 5   | 4   | 4   | 5   | 36          |
| 22               | 4                    | 4   | 5   | 4   | 4   | 5   | 4   | 5   | 35          |
| 23               | 4                    | 5   | 4   | 5   | 3   | 1   | 2   | 2   | 26          |
| 24               | 4                    | 4   | 3   | 4   | 4   | 4   | 4   | 4   | 31          |
| 25               | 4                    | 5   | 5   | 4   | 4   | 5   | 4   | 4   | 35          |
| 26               | 5                    | 4   | 4   | 5   | 4   | 4   | 4   | 5   | 35          |
| 27               | 4                    | 5   | 3   | 4   | 5   | 3   | 5   | 4   | 33          |
| 28               | 4                    | 4   | 5   | 4   | 4   | 5   | 3   | 4   | 33          |
| 29               | 5                    | 4   | 4   | 5   | 5   | 4   | 5   | 5   | 37          |
| 30               | 5                    | 5   | 4   | 4   | 4   | 5   | 5   | 5   | 37          |
| 31               | 5                    | 5   | 4   | 5   | 4   | 5   | 5   | 4   | 37          |
| 32               | 5                    | 4   | 4   | 5   | 4   | 4   | 5   | 4   | 35          |
| 33               | 4                    | 5   | 4   | 5   | 4   | 4   | 2   | 3   | 31          |
| 34               | 3                    | 3   | 4   | 4   | 3   | 2   | 2   | 3   | 24          |
| 35               | 4                    | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 38          |
| 36               | 2                    | 2   | 2   | 4   | 4   | 3   | 4   | 4   | 25          |
| 37               | 2                    | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 30          |
| 38               | 3                    | 4   | 2   | 3   | 4   | 4   | 4   | 4   | 28          |
| 39               | 4                    | 4   | 4   | 4   | 4   | 3   | 3   | 4   | 30          |
| 40               | 3                    | 4   | 3   | 3   | 4   | 1   | 2   | 4   | 24          |
| 41               | 4                    | 4   | 4   | 4   | 5   | 4   | 4   | 5   | 34          |
| 42               | 4                    | 3   | 4   | 4   | 5   | 2   | 4   | 5   | 31          |
| 43               | 3                    | 3   | 4   | 3   | 4   | 2   | 2   | 4   | 25          |
| 44               | 4                    | 3   | 4   | 5   | 4   | 3   | 4   | 4   | 31          |
| 45               | 4                    | 4   | 4   | 4   | 4   | 3   | 3   | 4   | 30          |
| 46               | 4                    | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 32          |
| 47               | 4                    | 4   | 4   | 4   | 4   | 3   | 3   | 3   | 29          |
| 48               | 3                    | 3   | 3   | 2   | 4   | 1   | 2   | 4   | 22          |
| 49               | 4                    | 5   | 4   | 4   | 5   | 4   | 3   | 5   | 34          |

|     |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|----|
| 50  | 4 | 5 | 5 | 4 | 3 | 1 | 2 | 4 | 28 |
| 51  | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 35 |
| 52  | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 33 |
| 53  | 3 | 3 | 2 | 2 | 4 | 2 | 1 | 4 | 21 |
| 54  | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 32 |
| 55  | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 4 | 21 |
| 56  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 57  | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 30 |
| 58  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 59  | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 60  | 4 | 3 | 4 | 4 | 4 | 2 | 2 | 3 | 26 |
| 61  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 62  | 2 | 2 | 4 | 4 | 4 | 2 | 2 | 4 | 24 |
| 63  | 4 | 5 | 5 | 3 | 4 | 3 | 2 | 4 | 30 |
| 64  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 65  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 66  | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 28 |
| 67  | 1 | 2 | 2 | 2 | 5 | 2 | 2 | 5 | 21 |
| 68  | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 38 |
| 69  | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 28 |
| 70  | 4 | 3 | 5 | 4 | 5 | 2 | 2 | 4 | 29 |
| 71  | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 36 |
| 72  | 4 | 4 | 4 | 4 | 4 | 2 | 1 | 4 | 27 |
| 73  | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 34 |
| 74  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 75  | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 36 |
| 76  | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 35 |
| 77  | 3 | 4 | 2 | 3 | 4 | 2 | 4 | 4 | 26 |
| 78  | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 33 |
| 79  | 3 | 2 | 5 | 4 | 4 | 2 | 4 | 4 | 28 |
| 80  | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 |
| 81  | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 32 |
| 82  | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 35 |
| 83  | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 5 | 32 |
| 84  | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 85  | 2 | 3 | 1 | 5 | 3 | 4 | 4 | 2 | 24 |
| 86  | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 35 |
| 87  | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 5 | 33 |
| 88  | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 34 |
| 89  | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 33 |
| 90  | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 35 |
| 91  | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 36 |
| 92  | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 34 |
| 93  | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 34 |
| 94  | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 35 |
| 95  | 4 | 4 | 5 | 4 | 4 | 2 | 3 | 5 | 31 |
| 96  | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 32 |
| 97  | 4 | 4 | 5 | 4 | 5 | 2 | 3 | 5 | 32 |
| 98  | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 36 |
| 99  | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 100 | 4 | 5 | 5 | 3 | 4 | 5 | 3 | 4 | 33 |

Lampiran 4. Tabulasi Jawaban Kuesioner Variabel Intensitas Promosi

| No.<br>Responden | INTENSITAS PROMOSI (X3) |     |     |     |     |     |     | TOTAL<br>X3 |
|------------------|-------------------------|-----|-----|-----|-----|-----|-----|-------------|
|                  | IP1                     | IP2 | IP3 | IP4 | IP5 | IP6 | IP7 |             |
| 1                | 4                       | 5   | 4   | 4   | 4   | 5   | 5   | 31          |
| 2                | 4                       | 4   | 4   | 5   | 4   | 4   | 5   | 30          |
| 3                | 5                       | 4   | 4   | 5   | 4   | 5   | 5   | 32          |
| 4                | 5                       | 4   | 4   | 5   | 5   | 4   | 4   | 31          |
| 5                | 3                       | 4   | 3   | 4   | 4   | 4   | 4   | 26          |
| 6                | 3                       | 4   | 3   | 5   | 4   | 4   | 4   | 27          |
| 7                | 4                       | 4   | 4   | 4   | 5   | 5   | 4   | 30          |
| 8                | 4                       | 5   | 4   | 5   | 5   | 4   | 4   | 31          |
| 9                | 2                       | 4   | 4   | 4   | 3   | 5   | 4   | 26          |
| 10               | 3                       | 4   | 3   | 4   | 5   | 4   | 4   | 27          |
| 11               | 4                       | 5   | 4   | 4   | 5   | 5   | 5   | 32          |
| 12               | 5                       | 5   | 4   | 4   | 3   | 4   | 5   | 30          |
| 13               | 5                       | 4   | 3   | 5   | 4   | 2   | 3   | 26          |
| 14               | 4                       | 5   | 3   | 3   | 4   | 4   | 4   | 27          |
| 15               | 5                       | 5   | 4   | 4   | 5   | 4   | 5   | 32          |
| 16               | 4                       | 4   | 4   | 4   | 4   | 4   | 4   | 28          |
| 17               | 5                       | 4   | 4   | 4   | 5   | 4   | 5   | 31          |
| 18               | 2                       | 4   | 4   | 3   | 4   | 3   | 4   | 24          |
| 19               | 4                       | 4   | 5   | 5   | 3   | 3   | 5   | 29          |
| 20               | 3                       | 4   | 4   | 5   | 4   | 3   | 4   | 27          |
| 21               | 4                       | 4   | 4   | 5   | 4   | 3   | 4   | 28          |
| 22               | 4                       | 4   | 3   | 4   | 5   | 4   | 5   | 29          |
| 23               | 2                       | 4   | 3   | 4   | 4   | 1   | 4   | 22          |
| 24               | 4                       | 4   | 3   | 4   | 4   | 4   | 3   | 26          |
| 25               | 5                       | 5   | 4   | 5   | 5   | 4   | 5   | 33          |
| 26               | 4                       | 5   | 5   | 4   | 5   | 5   | 4   | 32          |
| 27               | 3                       | 4   | 5   | 3   | 5   | 5   | 4   | 29          |
| 28               | 4                       | 4   | 5   | 3   | 4   | 4   | 4   | 28          |
| 29               | 5                       | 4   | 4   | 5   | 4   | 4   | 5   | 31          |
| 30               | 5                       | 5   | 3   | 4   | 4   | 4   | 5   | 30          |
| 31               | 5                       | 5   | 5   | 4   | 5   | 5   | 5   | 34          |
| 32               | 4                       | 4   | 5   | 4   | 4   | 5   | 4   | 30          |
| 33               | 2                       | 1   | 1   | 2   | 4   | 5   | 4   | 19          |
| 34               | 3                       | 2   | 3   | 2   | 3   | 4   | 2   | 19          |
| 35               | 4                       | 4   | 5   | 5   | 5   | 5   | 5   | 33          |
| 36               | 1                       | 1   | 1   | 1   | 3   | 5   | 5   | 17          |
| 37               | 3                       | 2   | 2   | 3   | 4   | 4   | 4   | 22          |
| 38               | 2                       | 1   | 1   | 1   | 4   | 4   | 5   | 18          |
| 39               | 4                       | 3   | 3   | 4   | 4   | 4   | 4   | 26          |
| 40               | 4                       | 2   | 4   | 4   | 3   | 2   | 4   | 23          |
| 41               | 4                       | 4   | 4   | 4   | 4   | 5   | 4   | 29          |
| 42               | 2                       | 3   | 3   | 4   | 3   | 4   | 5   | 24          |
| 43               | 2                       | 1   | 1   | 4   | 3   | 4   | 4   | 19          |
| 44               | 4                       | 4   | 4   | 5   | 5   | 4   | 4   | 30          |
| 45               | 4                       | 4   | 4   | 4   | 3   | 4   | 4   | 27          |
| 46               | 4                       | 4   | 4   | 4   | 4   | 4   | 4   | 28          |
| 47               | 4                       | 4   | 3   | 3   | 4   | 4   | 3   | 25          |
| 48               | 4                       | 4   | 4   | 3   | 2   | 3   | 3   | 23          |
| 49               | 3                       | 3   | 3   | 5   | 4   | 4   | 4   | 26          |

|     |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|----|
| 50  | 3 | 1 | 3 | 5 | 3 | 4 | 4 | 23 |
| 51  | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 31 |
| 52  | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 31 |
| 53  | 2 | 2 | 2 | 3 | 4 | 4 | 4 | 21 |
| 54  | 3 | 2 | 3 | 4 | 3 | 4 | 5 | 24 |
| 55  | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 24 |
| 56  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 57  | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 27 |
| 58  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 59  | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 33 |
| 60  | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 26 |
| 61  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 62  | 2 | 3 | 2 | 3 | 2 | 4 | 5 | 21 |
| 63  | 1 | 3 | 3 | 5 | 3 | 4 | 3 | 22 |
| 64  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 65  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 66  | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 23 |
| 67  | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 31 |
| 68  | 1 | 3 | 2 | 4 | 1 | 5 | 4 | 20 |
| 69  | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 25 |
| 70  | 3 | 2 | 1 | 3 | 3 | 4 | 4 | 20 |
| 71  | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 31 |
| 72  | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 29 |
| 73  | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 31 |
| 74  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 75  | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 30 |
| 76  | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 27 |
| 77  | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 30 |
| 78  | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 29 |
| 79  | 4 | 5 | 3 | 4 | 2 | 5 | 4 | 27 |
| 80  | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 33 |
| 81  | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 28 |
| 82  | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 26 |
| 83  | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 29 |
| 84  | 4 | 4 | 3 | 2 | 4 | 4 | 5 | 26 |
| 85  | 3 | 4 | 2 | 4 | 5 | 2 | 3 | 23 |
| 86  | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 22 |
| 87  | 3 | 2 | 3 | 4 | 3 | 5 | 4 | 24 |
| 88  | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 29 |
| 89  | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 28 |
| 90  | 3 | 2 | 2 | 4 | 5 | 5 | 5 | 26 |
| 91  | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 33 |
| 92  | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 32 |
| 93  | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 31 |
| 94  | 5 | 4 | 3 | 4 | 5 | 5 | 3 | 29 |
| 95  | 3 | 4 | 5 | 4 | 4 | 5 | 3 | 28 |
| 96  | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 29 |
| 97  | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 24 |
| 98  | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 29 |
| 99  | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 30 |
| 100 | 2 | 4 | 3 | 5 | 4 | 3 | 5 | 26 |

Lampiran 5. Tabulasi Jawaban Kuesioner Variabel Keputusan Pembelian

| No.<br>Responden | KEPUTUSAN PEMBELIAN (Y) |     |     |     |     |     |     |     |     |      | TOTAL<br>Y |
|------------------|-------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------------|
|                  | KP1                     | KP2 | KP3 | KP4 | KP5 | KP6 | KP7 | KP8 | KP9 | KP10 |            |
| 1                | 5                       | 4   | 4   | 5   | 5   | 4   | 4   | 5   | 4   | 5    | 45         |
| 2                | 5                       | 5   | 4   | 4   | 5   | 4   | 4   | 4   | 5   | 5    | 45         |
| 3                | 5                       | 3   | 4   | 4   | 3   | 5   | 4   | 3   | 5   | 4    | 40         |
| 4                | 4                       | 5   | 5   | 4   | 5   | 3   | 5   | 4   | 4   | 5    | 44         |
| 5                | 4                       | 4   | 4   | 5   | 3   | 5   | 3   | 5   | 5   | 5    | 43         |
| 6                | 4                       | 4   | 5   | 4   | 4   | 2   | 4   | 3   | 5   | 5    | 40         |
| 7                | 4                       | 4   | 4   | 4   | 5   | 5   | 4   | 4   | 5   | 5    | 44         |
| 8                | 4                       | 5   | 5   | 4   | 4   | 2   | 4   | 4   | 4   | 5    | 41         |
| 9                | 4                       | 5   | 4   | 4   | 2   | 1   | 3   | 4   | 4   | 5    | 36         |
| 10               | 4                       | 5   | 4   | 4   | 3   | 2   | 4   | 5   | 4   | 5    | 40         |
| 11               | 5                       | 4   | 4   | 5   | 5   | 4   | 5   | 4   | 4   | 5    | 45         |
| 12               | 5                       | 4   | 3   | 5   | 5   | 5   | 5   | 4   | 4   | 5    | 45         |
| 13               | 3                       | 4   | 4   | 5   | 4   | 2   | 4   | 5   | 5   | 5    | 41         |
| 14               | 4                       | 4   | 4   | 4   | 4   | 2   | 4   | 4   | 5   | 5    | 40         |
| 15               | 5                       | 4   | 5   | 5   | 4   | 4   | 5   | 4   | 5   | 5    | 46         |
| 16               | 4                       | 4   | 3   | 2   | 2   | 4   | 4   | 3   | 4   | 4    | 34         |
| 17               | 5                       | 5   | 5   | 4   | 4   | 3   | 4   | 4   | 5   | 5    | 44         |
| 18               | 4                       | 4   | 4   | 4   | 5   | 2   | 4   | 4   | 5   | 5    | 41         |
| 19               | 5                       | 4   | 4   | 5   | 5   | 4   | 4   | 5   | 3   | 4    | 43         |
| 20               | 4                       | 4   | 5   | 4   | 5   | 3   | 3   | 4   | 5   | 4    | 41         |
| 21               | 4                       | 4   | 5   | 5   | 3   | 2   | 4   | 4   | 5   | 4    | 40         |
| 22               | 5                       | 5   | 4   | 5   | 4   | 2   | 4   | 5   | 4   | 4    | 42         |
| 23               | 4                       | 2   | 1   | 1   | 4   | 2   | 1   | 2   | 4   | 5    | 26         |
| 24               | 3                       | 4   | 5   | 5   | 4   | 3   | 4   | 4   | 5   | 5    | 42         |
| 25               | 5                       | 5   | 4   | 5   | 5   | 4   | 4   | 5   | 4   | 4    | 45         |
| 26               | 4                       | 5   | 4   | 4   | 5   | 3   | 4   | 5   | 5   | 5    | 44         |
| 27               | 4                       | 3   | 3   | 4   | 4   | 3   | 5   | 4   | 5   | 3    | 38         |
| 28               | 4                       | 4   | 3   | 5   | 4   | 4   | 3   | 4   | 5   | 5    | 41         |
| 29               | 5                       | 5   | 4   | 4   | 5   | 5   | 4   | 5   | 4   | 5    | 46         |
| 30               | 5                       | 5   | 5   | 3   | 5   | 4   | 5   | 4   | 5   | 5    | 46         |
| 31               | 5                       | 5   | 5   | 5   | 4   | 4   | 5   | 5   | 5   | 5    | 48         |
| 32               | 4                       | 4   | 5   | 4   | 4   | 2   | 2   | 4   | 4   | 4    | 37         |
| 33               | 4                       | 4   | 2   | 4   | 1   | 4   | 4   | 2   | 4   | 4    | 33         |
| 34               | 2                       | 2   | 4   | 1   | 2   | 2   | 4   | 3   | 4   | 4    | 28         |
| 35               | 5                       | 4   | 4   | 5   | 5   | 5   | 5   | 4   | 4   | 5    | 46         |
| 36               | 5                       | 4   | 4   | 5   | 5   | 2   | 2   | 4   | 4   | 2    | 37         |
| 37               | 4                       | 4   | 5   | 4   | 4   | 2   | 4   | 4   | 4   | 4    | 39         |
| 38               | 5                       | 4   | 4   | 4   | 4   | 2   | 4   | 4   | 5   | 4    | 40         |
| 39               | 4                       | 4   | 4   | 4   | 3   | 3   | 4   | 4   | 4   | 4    | 38         |
| 40               | 4                       | 5   | 4   | 3   | 2   | 4   | 3   | 4   | 4   | 5    | 38         |
| 41               | 4                       | 4   | 4   | 4   | 5   | 3   | 4   | 4   | 5   | 4    | 41         |
| 42               | 5                       | 5   | 4   | 3   | 4   | 2   | 3   | 4   | 5   | 5    | 40         |
| 43               | 4                       | 4   | 4   | 3   | 1   | 1   | 2   | 2   | 4   | 3    | 28         |
| 44               | 4                       | 3   | 4   | 4   | 2   | 3   | 4   | 3   | 4   | 5    | 36         |
| 45               | 4                       | 4   | 4   | 3   | 4   | 2   | 4   | 4   | 4   | 4    | 37         |
| 46               | 4                       | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4    | 40         |
| 47               | 3                       | 4   | 4   | 4   | 4   | 3   | 3   | 3   | 4   | 4    | 36         |
| 48               | 3                       | 4   | 5   | 4   | 4   | 2   | 1   | 4   | 4   | 4    | 35         |
| 49               | 4                       | 5   | 5   | 4   | 4   | 5   | 5   | 4   | 4   | 3    | 43         |

|     |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 50  | 4 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 33 |
| 51  | 5 | 5 | 4 | 4 | 3 | 2 | 4 | 5 | 4 | 4 | 40 |
| 52  | 4 | 4 | 4 | 3 | 4 | 2 | 5 | 5 | 5 | 5 | 41 |
| 53  | 4 | 4 | 4 | 3 | 1 | 1 | 2 | 2 | 4 | 4 | 29 |
| 54  | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 42 |
| 55  | 4 | 3 | 4 | 4 | 2 | 4 | 2 | 2 | 4 | 4 | 33 |
| 56  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 57  | 4 | 2 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 34 |
| 58  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 59  | 5 | 5 | 5 | 5 | 5 | 2 | 4 | 5 | 5 | 5 | 46 |
| 60  | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 36 |
| 61  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 62  | 5 | 5 | 4 | 3 | 2 | 2 | 2 | 2 | 4 | 5 | 34 |
| 63  | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 5 | 39 |
| 64  | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 37 |
| 65  | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 66  | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 37 |
| 67  | 5 | 5 | 5 | 5 | 2 | 1 | 1 | 4 | 3 | 5 | 36 |
| 68  | 4 | 5 | 3 | 4 | 1 | 2 | 4 | 4 | 5 | 4 | 36 |
| 69  | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 37 |
| 70  | 4 | 5 | 3 | 4 | 2 | 3 | 1 | 4 | 5 | 4 | 35 |
| 71  | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| 72  | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 37 |
| 73  | 4 | 4 | 5 | 3 | 2 | 2 | 3 | 4 | 4 | 4 | 35 |
| 74  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 75  | 4 | 5 | 5 | 4 | 4 | 2 | 4 | 5 | 5 | 5 | 43 |
| 76  | 4 | 5 | 3 | 2 | 3 | 4 | 5 | 4 | 4 | 5 | 39 |
| 77  | 4 | 5 | 3 | 4 | 5 | 3 | 2 | 4 | 4 | 4 | 38 |
| 78  | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 44 |
| 79  | 4 | 5 | 4 | 3 | 5 | 2 | 2 | 4 | 4 | 5 | 38 |
| 80  | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 45 |
| 81  | 4 | 5 | 4 | 4 | 4 | 2 | 2 | 4 | 5 | 5 | 39 |
| 82  | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 3 | 4 | 5 | 42 |
| 83  | 4 | 5 | 4 | 4 | 2 | 2 | 4 | 5 | 5 | 4 | 39 |
| 84  | 5 | 4 | 5 | 5 | 4 | 2 | 4 | 4 | 4 | 4 | 41 |
| 85  | 3 | 3 | 4 | 4 | 1 | 5 | 2 | 4 | 5 | 5 | 36 |
| 86  | 4 | 5 | 1 | 5 | 4 | 2 | 4 | 5 | 4 | 4 | 38 |
| 87  | 4 | 4 | 3 | 2 | 3 | 4 | 4 | 2 | 4 | 5 | 35 |
| 88  | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 42 |
| 89  | 4 | 5 | 4 | 4 | 5 | 2 | 4 | 4 | 5 | 4 | 41 |
| 90  | 5 | 5 | 4 | 5 | 2 | 1 | 2 | 5 | 5 | 4 | 38 |
| 91  | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 42 |
| 92  | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 44 |
| 93  | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 47 |
| 94  | 3 | 4 | 5 | 4 | 4 | 5 | 2 | 4 | 5 | 4 | 40 |
| 95  | 3 | 5 | 3 | 4 | 3 | 2 | 4 | 4 | 5 | 4 | 37 |
| 96  | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
| 97  | 4 | 4 | 5 | 4 | 4 | 2 | 2 | 4 | 5 | 5 | 39 |
| 98  | 4 | 5 | 5 | 5 | 2 | 4 | 3 | 4 | 5 | 5 | 42 |
| 99  | 4 | 5 | 5 | 4 | 5 | 2 | 4 | 5 | 5 | 5 | 44 |
| 100 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 42 |

Lampiran 6. Hasil *Output* SPSS Karakteristik Responden**JenisKelamin**

|       |           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Laki-Laki | 8         | 8.0     | 8.0           | 8.0                |
|       | Perempuan | 92        | 92.0    | 92.0          | 100.0              |
|       | Total     | 100       | 100.0   | 100.0         |                    |

**Identitas**

|       |           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Mahasiswa | 70        | 70.0    | 70.0          | 70.0               |
|       | Pelajar   | 30        | 30.0    | 30.0          | 100.0              |
|       | Total     | 100       | 100.0   | 100.0         |                    |

**FrekuensiKunjungan**

|       |          | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------|-----------|---------|---------------|--------------------|
| Valid | > 3 kali | 31        | 31.0    | 31.0          | 31.0               |
|       | 1 kali   | 17        | 17.0    | 17.0          | 48.0               |
|       | 2-3 kali | 52        | 52.0    | 52.0          | 100.0              |
|       | Total    | 100       | 100.0   | 100.0         |                    |

**FrekuensiKeaktifanInstagram**

|       |              | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | Jarang aktif | 20        | 20.0    | 20.0          | 20.0               |
|       | Sangat aktif | 80        | 80.0    | 80.0          | 100.0              |
|       | Total        | 100       | 100.0   | 100.0         |                    |

## Lampiran 7. Hasil Output SPSS Uji Validitas

### *Social Media Marketing (X1)*

|          |                     | Correlations |        |        |        |        |        |        |        |        |        |        |          |
|----------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|
|          |                     | SMM1         | SMM2   | SMM3   | SMM4   | SMM5   | SMM6   | SMM7   | SMM8   | SMM9   | SMM10  | SMM11  | TOTALSMM |
| SMM1     | Pearson Correlation | 1            | .159   | .336** | .094   | .275** | .508** | .166   | .240*  | .507** | .280** | .279** | .590**   |
|          | Sig. (2-tailed)     |              | .115   | <.001  | .354   | .006   | <.001  | .099   | .016   | <.001  | .005   | .005   | <.001    |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| SMM2     | Pearson Correlation | .159         | 1      | .203*  | .303** | .182   | .223*  | .296** | .297** | .193   | .325** | .323** | .499**   |
|          | Sig. (2-tailed)     | .115         |        | .043   | .002   | .070   | .026   | .003   | .003   | .055   | <.001  | .001   | <.001    |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| SMM3     | Pearson Correlation | .336**       | .203*  | 1      | .175   | .162   | .334** | .238*  | .315** | .246*  | .294** | .277** | .546**   |
|          | Sig. (2-tailed)     | <.001        | .043   |        | .081   | .106   | <.001  | .017   | .001   | .014   | .003   | .005   | <.001    |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| SMM4     | Pearson Correlation | .094         | .303** | .175   | 1      | .164   | .064   | .271** | .291** | .097   | .042   | .106   | .354**   |
|          | Sig. (2-tailed)     | .354         | .002   | .081   |        | .103   | .529   | .006   | .003   | .339   | .682   | .292   | <.001    |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| SMM5     | Pearson Correlation | .275**       | .182   | .162   | .164   | 1      | .270** | .213*  | .103   | .233*  | .149   | .164   | .394**   |
|          | Sig. (2-tailed)     | .006         | .070   | .106   | .103   |        | .007   | .033   | .307   | .019   | .139   | .102   | <.001    |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| SMM6     | Pearson Correlation | .508**       | .223*  | .334** | .064   | .270** | 1      | .510** | .190   | .585** | .590** | .470** | .785**   |
|          | Sig. (2-tailed)     | <.001        | .026   | <.001  | .529   | .007   |        | <.001  | .058   | <.001  | <.001  | <.001  | <.001    |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| SMM7     | Pearson Correlation | .166         | .296** | .238*  | .271** | .213*  | .510** | 1      | .330** | .235*  | .289** | .312** | .589**   |
|          | Sig. (2-tailed)     | .099         | .003   | .017   | .006   | .033   | <.001  |        | <.001  | .019   | .003   | .002   | <.001    |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| SMM8     | Pearson Correlation | .240*        | .297** | .315** | .291** | .103   | .190   | .330** | 1      | .073   | .203*  | .248*  | .488**   |
|          | Sig. (2-tailed)     | .016         | .003   | .001   | .003   | .307   | .058   | <.001  |        | .469   | .043   | .013   | <.001    |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| SMM9     | Pearson Correlation | .507**       | .193   | .246*  | .097   | .233*  | .585** | .235*  | .073   | 1      | .512** | .439** | .681**   |
|          | Sig. (2-tailed)     | <.001        | .055   | .014   | .339   | .019   | <.001  | .019   | .469   |        | <.001  | <.001  | <.001    |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| SMM10    | Pearson Correlation | .280**       | .325** | .294** | .042   | .149   | .590** | .289** | .203*  | .512** | 1      | .651** | .738**   |
|          | Sig. (2-tailed)     | .005         | <.001  | .003   | .682   | .139   | <.001  | .003   | .043   | <.001  |        | <.001  | <.001    |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| SMM11    | Pearson Correlation | .279**       | .323** | .277** | .106   | .164   | .470** | .312** | .248*  | .439** | .651** | 1      | .696**   |
|          | Sig. (2-tailed)     | .005         | .001   | .005   | .292   | .102   | <.001  | .002   | .013   | <.001  | <.001  |        | <.001    |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| TOTALSMM | Pearson Correlation | .590**       | .499** | .546** | .354** | .394** | .785** | .589** | .488** | .681** | .738** | .696** | 1        |
|          | Sig. (2-tailed)     | <.001        | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  |          |
|          | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100      |

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

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

## Brand Awareness (X2)

|         |                     | Correlations |        |        |        |        |        |        |        |         |
|---------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|---------|
|         |                     | BA1          | BA2    | BA3    | BA4    | BA5    | BA6    | BA7    | BA8    | TOTALBA |
| BA1     | Pearson Correlation | 1            | .584** | .551** | .574** | .132   | .350** | .370** | .268** | .722**  |
|         | Sig. (2-tailed)     |              | <.001  | <.001  | <.001  | .191   | <.001  | <.001  | .007   | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| BA2     | Pearson Correlation | .584**       | 1      | .397** | .418** | .242*  | .509** | .427** | .188   | .724**  |
|         | Sig. (2-tailed)     | <.001        |        | <.001  | <.001  | .015   | <.001  | <.001  | .061   | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| BA3     | Pearson Correlation | .551**       | .397** | 1      | .464** | .123   | .206*  | .185   | .333** | .611**  |
|         | Sig. (2-tailed)     | <.001        | <.001  |        | <.001  | .222   | .039   | .066   | <.001  | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| BA4     | Pearson Correlation | .574**       | .418** | .464** | 1      | .105   | .371** | .526** | .095   | .682**  |
|         | Sig. (2-tailed)     | <.001        | <.001  | <.001  |        | .299   | <.001  | <.001  | .345   | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| BA5     | Pearson Correlation | .132         | .242*  | .123   | .105   | 1      | .286** | .265** | .529** | .454**  |
|         | Sig. (2-tailed)     | .191         | .015   | .222   | .299   |        | .004   | .008   | <.001  | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| BA6     | Pearson Correlation | .350**       | .509** | .206*  | .371** | .286** | 1      | .663** | .370** | .751**  |
|         | Sig. (2-tailed)     | <.001        | <.001  | .039   | <.001  | .004   |        | <.001  | <.001  | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| BA7     | Pearson Correlation | .370**       | .427** | .185   | .526** | .265** | .663** | 1      | .333** | .747**  |
|         | Sig. (2-tailed)     | <.001        | <.001  | .066   | <.001  | .008   | <.001  |        | <.001  | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| BA8     | Pearson Correlation | .268**       | .188   | .333** | .095   | .529** | .370** | .333** | 1      | .554**  |
|         | Sig. (2-tailed)     | .007         | .061   | <.001  | .345   | <.001  | <.001  | <.001  |        | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| TOTALBA | Pearson Correlation | .722**       | .724** | .611** | .682** | .454** | .751** | .747** | .554** | 1       |
|         | Sig. (2-tailed)     | <.001        | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  |         |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |

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

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

## Intensitas Promosi (X3)

|         |                     | Correlations |        |        |        |        |        |        |         |
|---------|---------------------|--------------|--------|--------|--------|--------|--------|--------|---------|
|         |                     | IP1          | IP2    | IP3    | IP4    | IP5    | IP6    | IP7    | TOTALIP |
| IP1     | Pearson Correlation | 1            | .631** | .541** | .400** | .380** | .090   | .152   | .777**  |
|         | Sig. (2-tailed)     |              | <.001  | <.001  | <.001  | <.001  | .373   | .132   | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| IP2     | Pearson Correlation | .631**       | 1      | .631** | .460** | .332** | .084   | .127   | .804**  |
|         | Sig. (2-tailed)     | <.001        |        | <.001  | <.001  | <.001  | .408   | .209   | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| IP3     | Pearson Correlation | .541**       | .631** | 1      | .438** | .281** | .093   | .094   | .756**  |
|         | Sig. (2-tailed)     | <.001        | <.001  |        | <.001  | .005   | .358   | .354   | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| IP4     | Pearson Correlation | .400**       | .460** | .438** | 1      | .242*  | -.017  | .167   | .641**  |
|         | Sig. (2-tailed)     | <.001        | <.001  | <.001  |        | .015   | .865   | .096   | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| IP5     | Pearson Correlation | .380**       | .332** | .281** | .242*  | 1      | .125   | .203*  | .576**  |
|         | Sig. (2-tailed)     | <.001        | <.001  | .005   | .015   |        | .216   | .043   | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| IP6     | Pearson Correlation | .090         | .084   | .093   | -.017  | .125   | 1      | .181   | .321**  |
|         | Sig. (2-tailed)     | .373         | .408   | .358   | .865   | .216   |        | .071   | .001    |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| IP7     | Pearson Correlation | .152         | .127   | .094   | .167   | .203*  | .181   | 1      | .378**  |
|         | Sig. (2-tailed)     | .132         | .209   | .354   | .096   | .043   | .071   |        | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| TOTALIP | Pearson Correlation | .777**       | .804** | .756** | .641** | .576** | .321** | .378** | 1       |
|         | Sig. (2-tailed)     | <.001        | <.001  | <.001  | <.001  | <.001  | .001   | <.001  |         |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100     |

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

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

## Keputusan Pembelian (Y)

|         |                     | Correlations |        |        |        |        |        |        |        |        |        |         |
|---------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
|         |                     | KP1          | KP2    | KP3    | KP4    | KP5    | KP6    | KP7    | KP8    | KP9    | KP10   | TOTALKP |
| KP1     | Pearson Correlation | 1            | .289** | .106   | .351** | .302** | .154   | .198*  | .252*  | -.006  | .114   | .505**  |
|         | Sig. (2-tailed)     |              | .004   | .294   | <.001  | .002   | .127   | .048   | .011   | .950   | .258   | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| KP2     | Pearson Correlation | .289**       | 1      | .195   | .179   | .085   | -.100  | .102   | .411** | .116   | .203*  | .406**  |
|         | Sig. (2-tailed)     | .004         |        | .052   | .075   | .398   | .324   | .315   | <.001  | .250   | .043   | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| KP3     | Pearson Correlation | .106         | .195   | 1      | .279** | .196   | -.027  | .098   | .268** | .132   | .127   | .424**  |
|         | Sig. (2-tailed)     | .294         | .052   |        | .005   | .050   | .787   | .332   | .007   | .190   | .210   | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| KP4     | Pearson Correlation | .351**       | .179   | .279** | 1      | .312** | .151   | .178   | .510** | .162   | .002   | .592**  |
|         | Sig. (2-tailed)     | <.001        | .075   | .005   |        | .002   | .135   | .077   | <.001  | .108   | .984   | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| KP5     | Pearson Correlation | .302**       | .085   | .196   | .312** | 1      | .266** | .375** | .430** | .106   | .138   | .683**  |
|         | Sig. (2-tailed)     | .002         | .398   | .050   | .002   |        | .007   | <.001  | <.001  | .293   | .172   | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| KP6     | Pearson Correlation | .154         | -.100  | -.027  | .151   | .266** | 1      | .421** | .013   | -.004  | .169   | .498**  |
|         | Sig. (2-tailed)     | .127         | .324   | .787   | .135   | .007   |        | <.001  | .897   | .966   | .092   | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| KP7     | Pearson Correlation | .198*        | .102   | .098   | .178   | .375** | .421** | 1      | .268** | .091   | .166   | .632**  |
|         | Sig. (2-tailed)     | .048         | .315   | .332   | .077   | <.001  | <.001  |        | .007   | .368   | .100   | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| KP8     | Pearson Correlation | .252*        | .411** | .268** | .510** | .430** | .013   | .268** | 1      | .246*  | .143   | .654**  |
|         | Sig. (2-tailed)     | .011         | <.001  | .007   | <.001  | <.001  | .897   | .007   |        | .014   | .157   | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| KP9     | Pearson Correlation | -.006        | .116   | .132   | .162   | .106   | -.004  | .091   | .246*  | 1      | .240*  | .320**  |
|         | Sig. (2-tailed)     | .950         | .250   | .190   | .108   | .293   | .966   | .368   | .014   |        | .016   | .001    |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| KP10    | Pearson Correlation | .114         | .203*  | .127   | .002   | .138   | .169   | .166   | .143   | .240*  | 1      | .386**  |
|         | Sig. (2-tailed)     | .258         | .043   | .210   | .984   | .172   | .092   | .100   | .157   | .016   |        | <.001   |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| TOTALKP | Pearson Correlation | .505**       | .406** | .424** | .592** | .683** | .498** | .632** | .654** | .320** | .386** | 1       |
|         | Sig. (2-tailed)     | <.001        | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | .001   | <.001  |         |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |

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

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

## Lampiran 8. Hasil Output SPSS Uji Reliabilitas

## Social Media Marketing (X1)

## Reliability Statistics

|            |            |
|------------|------------|
| Cronbach's |            |
| Alpha      | N of Items |
| .810       | 11         |

## Brand Awareness (X2)

## Reliability Statistics

|            |            |
|------------|------------|
| Cronbach's |            |
| Alpha      | N of Items |
| .814       | 8          |

## Intensitas Promosi (X3)

**Reliability Statistics**

| Cronbach's<br>Alpha | N of Items |
|---------------------|------------|
| .741                | 7          |

## Keputusan Pembelian (Y)

**Reliability Statistics**

| Cronbach's<br>Alpha | N of Items |
|---------------------|------------|
| .690                | 10         |

## Lampiran 9. Hasil Output SPSS Uji Asumsi Klasik

## Uji Normalitas

**One-Sample Kolmogorov-Smirnov Test**

|                                          |                         |             | Standardized<br>Residual |
|------------------------------------------|-------------------------|-------------|--------------------------|
| N                                        |                         |             | 100                      |
| Normal Parameters <sup>a,b</sup>         | Mean                    |             | .0000000                 |
|                                          | Std. Deviation          |             | .98473193                |
| Most Extreme Differences                 | Absolute                |             | .080                     |
|                                          | Positive                |             | .052                     |
|                                          | Negative                |             | -.080                    |
| Test Statistic                           |                         |             | .080                     |
| Asymp. Sig. (2-tailed) <sup>c</sup>      |                         |             | .118                     |
| Monte Carlo Sig. (2-tailed) <sup>d</sup> | Sig.                    |             | .118                     |
|                                          | 99% Confidence Interval | Lower Bound | .110                     |
|                                          |                         | Upper Bound | .126                     |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

### Uji Multikolinearitas

| Coefficients <sup>a</sup> |                      |                             |            |                           |       |      |                         |       |
|---------------------------|----------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|                           |                      | Unstandardized Coefficients |            | Standardized Coefficients |       |      | Collinearity Statistics |       |
| Model                     |                      | B                           | Std. Error | Beta                      | t     | Sig. | Tolerance               | VIF   |
| 1                         | (Constant)           | 10.774                      | 2.141      |                           | 5.033 | .000 |                         |       |
|                           | SocialMediaMarketing | .235                        | .085       | .302                      | 2.777 | .007 | .300                    | 3.334 |
|                           | BrandAwareness       | .331                        | .091       | .332                      | 3.623 | .000 | .421                    | 2.374 |
|                           | IntensitasPromosi    | .308                        | .102       | .272                      | 3.031 | .003 | .440                    | 2.271 |

a. Dependent Variable: KeputusanPembelian

### Uji Heteroskedastisitas

| Coefficients <sup>a</sup> |                      |                             |            |                           |        |      |
|---------------------------|----------------------|-----------------------------|------------|---------------------------|--------|------|
|                           |                      | Unstandardized Coefficients |            | Standardized Coefficients |        |      |
| Model                     |                      | B                           | Std. Error | Beta                      | t      | Sig. |
| 1                         | (Constant)           | 4.595                       | 1.345      |                           | 3.417  | .001 |
|                           | SocialMediaMarketing | -.017                       | .053       | -.059                     | -.325  | .746 |
|                           | BrandAwareness       | .030                        | .057       | .080                      | .526   | .600 |
|                           | IntensitasPromosi    | -.105                       | .064       | -.245                     | -1.642 | .104 |

a. Dependent Variable: Hetero

### Lampiran 10. Hasil Output SPSS Uji Regresi Linear Regresi Berganda

| Coefficients <sup>a</sup> |                      |                             |            |                           |       |      |                         |       |
|---------------------------|----------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|                           |                      | Unstandardized Coefficients |            | Standardized Coefficients |       |      | Collinearity Statistics |       |
| Model                     |                      | B                           | Std. Error | Beta                      | t     | Sig. | Tolerance               | VIF   |
| 1                         | (Constant)           | 10.774                      | 2.141      |                           | 5.033 | .000 |                         |       |
|                           | SocialMediaMarketing | .235                        | .085       | .302                      | 2.777 | .007 | .300                    | 3.334 |
|                           | BrandAwareness       | .331                        | .091       | .332                      | 3.623 | .000 | .421                    | 2.374 |
|                           | IntensitasPromosi    | .308                        | .102       | .272                      | 3.031 | .003 | .440                    | 2.271 |

## Lampiran 11. Hasil Output Uji Hipotesis

## Uji T (Uji Parsial)

| Coefficients <sup>a</sup> |                      |                             |            |                           |      |
|---------------------------|----------------------|-----------------------------|------------|---------------------------|------|
| Model                     |                      | Unstandardized Coefficients |            | Standardized Coefficients | Sig. |
|                           |                      | B                           | Std. Error | Beta                      |      |
| 1                         | (Constant)           | 10.774                      | 2.141      |                           | .000 |
|                           | SocialMediaMarketing | .235                        | .085       | .302                      | .007 |
|                           | BrandAwareness       | .331                        | .091       | .332                      | .000 |
|                           | IntensitasPromosi    | .308                        | .102       | .272                      | .003 |

a. Dependent Variable: KeputusanPembelian

## Uji F (Uji Simultan)

| ANOVA <sup>a</sup> |            |                |    |             |        |                   |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model              |            | Sum of Squares | df | Mean Square | F      | Sig.              |
| 1                  | Regression | 1285.407       | 3  | 428.469     | 62.106 | .000 <sup>b</sup> |
|                    | Residual   | 662.303        | 96 | 6.899       |        |                   |
|                    | Total      | 1947.710       | 99 |             |        |                   |

a. Dependent Variable: KeputusanPembelian

b. Predictors: (Constant), IntensitasPromosi, BrandAwareness, SocialMediaMarketing

## Lampiran 12. Hasil Ouput SPSS Uji Koefisien Determinasi

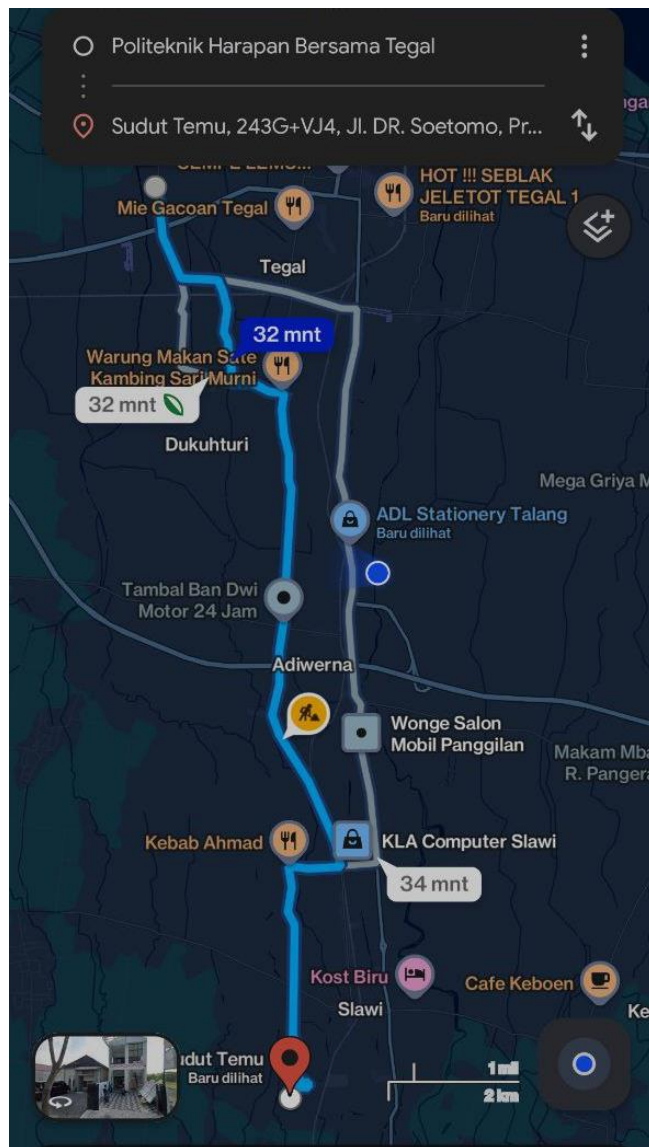
| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .812 <sup>a</sup> | .660     | .649              | 2.627                      |

a. Predictors: (Constant), IntensitasPromosi, BrandAwareness, SocialMediaMarketing

Lampiran 13. Visual Kafe Sudut Temu



Lampiran 14. Peta Map Kafe Sudut Temu



## Lampiran 15. Surat Izin Permohonan Penelitian



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Excellent!!

Nomor : 052.03/AKT.PHB/III/2025  
Hal : Permohonan Izin Penelitian

Kepada Yth.  
Owner Cafe Sudut Temu  
Di Tempat

Dengan hormat,

Sehubungan akan dilakukannya kegiatan Penelitian mahasiswa program studi Diploma III Akuntansi Politeknik Harapan Bersama dalam rangka penyusunan Tugas Akhir Tahun Akademik 2024/2025. Adapun nama mahasiswa peneliti :

| NO | NAMA                    | NIM      | JUDUL<br>TUGAS AKHIR                                                                                  |
|----|-------------------------|----------|-------------------------------------------------------------------------------------------------------|
| 1  | Naiyla Rizka Lail Idkha | 22030056 | Pengaruh Sosial Media Marketing dan Brand Awareness terhadap Keputusan Pembelian pada Kafe Sudut Temu |

Dengan ini kami mohon agar mahasiswa tersebut diberi izin untuk melakukan kegiatan Penelitian pada Instansi/Perusahaan yang Bapak/Ibu Pimpin. Data yang diperoleh benar-benar hanya untuk kegiatan Penelitian Tugas Akhir dan tidak untuk dipublikasikan kepada umum.

Demikian surat permohonan ini kami sampaikan, atas perhatian dan ijin yang diberikan diucapkan terima kasih.

Tegal, 5 Maret 2025  
Ketua Program Studi Diploma III Akuntansi,



**Kusdiyawati, S.E., M.Ak., AK.**  
NIPY. 010.005.014

## Lampiran 16. Surat Izin Penyebaran Kuesioner



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D3 - Akuntansi

No. : 085.03/AKT.PHB/III/2025

Lamp. : -

Hal. : Ijin Penyebaran Kuesioner

Kepada Yth.  
Owner Café Sudut Temu  
Di Tempat

Dengan hormat,  
Sehubungan untuk memenuhi kelengkapan penyusunan Tugas Akhir mahasiswa kami yang mengadakan penelitian pada Owner Café Sudut Temu :

| No | Nama                    | NIM      | Judul Tugas Akhir                                                                                            |
|----|-------------------------|----------|--------------------------------------------------------------------------------------------------------------|
| 1  | Naiyla Rizka Lail Idkha | 22030056 | Pengaruh Sosial Media Marketing dan <i>Brand Awareness</i> terhadap Keputusan Pembelian pada Kafe Sudut Temu |

Maka dengan ini kami mohon diberikan ijin untuk mahasiswa kami menyebarkan kuesioner kepada nasabah Owner Café Sudut Temu. Penelitian ini semata-mata bersifat ilmiah dan hanya dipergunakan untuk keperluan penyusunan Tugas Akhir.

Demikian surat permohonan dari kami, atas ijin yang diberikan diucapkan terima kasih.

Tegal, 10 April 2025  
Ketua Program Studi,  
  
**Krisdiyawan, SE.,M.Ak.,Ak**  
NIPY. 10.005.014

 Jl. Mataram No. 9 Kota Tegal 52143, Jawa Tengah, Indonesia.

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 akuntansi@politektegal.ac.id

 politektegal.ac.id

## Lampiran 17. Buku Bimbingan Tugas Akhir

## KARTU BIMBINGAN TUGAS AKHIR

## DOSEN PEMBIMBING I

Nama : Nailyla Rizka Laili Idhika  
 NIM : 22030056  
 Program Studi : DIII Akuntansi  
 Judul Tugas Akhir : Pengaruh social media marketing, brand awareness, dan intensitas promosi terhadap keputusan pembelian pada kafe sudut temu  
 Pembimbing I : Ibu Dr. Yeni P. Sari, SE., M.Si., AK., CA.

| No | Hari/ Tanggal       | Materi Bimbingan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Paraf Pembimbing I/II                                                                 |
|----|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| 1  | Senin, 3 Maret 2025 | <p>Bimbingan judul tugas akhir</p> <p>Judul yang diajukan</p> <ol style="list-style-type: none"> <li>1. Analisis Penyelesaian kredit bermasalah pada PT. BPR BKK Kabupaten Tegal</li> <li>2. Analisis Loan to Deposit Ratio (LDR) terhadap Non-performing Loan (NPL) pada PT BPR BKK Kabupaten Tegal.</li> <li>3. Pengaruh social media marketing dan Brand Awareness terhadap keputusan pembelian pada kafe sudut temu</li> </ol> <p>yang dia CC :</p> <p>pengaruh social media marketing dan brand awareness terhadap keputusan pembelian pada kafe sudut temu</p> |    |
| 2  | Kamis, 6 Maret 2025 | <p>Bimbingan perubahan judul menambahkan variabel intensitas promosi</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |

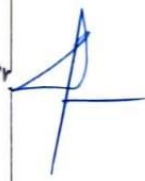
| No | Hari/ Tanggal       | Materi Bimbingan                                                                                                                                                              | Paraf Pembimbing I/II |
|----|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| 3  | Rabu, 7 Mei 2025    | Bimbingan Proposal revisi<br>- revisi penulisan<br>- revisi bab I<br>+ kerangka berpikir<br>+ latar belakang<br>- revisi bab II<br>+ tujuan pustaka<br>+ penelitian terdahulu | f                     |
| 4  | Jumat, 16 Mei 2025  | Bimbingan Proposal revisi<br>- revisi bab II<br>+ penelitian terdahulu<br>+ hipotesis penelitian                                                                              | f                     |
| 5  | Senin, 19 Mei 2025  | Bimbingan Proposal Revisi Bab III<br>- revisi bab III<br>+ waktu penelitian<br>+ metode pengumpulan data                                                                      | f                     |
| 6  | Jumat, 23 Mei 2025  | ACE proposal                                                                                                                                                                  | f                     |
| 7  | Jelas, 15 Juli 2025 | Bimbingan tugas Akhir revisi bab V<br>- revisi penulisan saran<br>- revisi lampiran                                                                                           | d                     |

| No | Hari/ Tanggal | Materi Bimbingan | Paraf Pembimbing I/II                                                               |
|----|---------------|------------------|-------------------------------------------------------------------------------------|
|    |               | ACC              |  |

## KARTU BIMBINGAN TUGAS AKHIR

## DOSEN PEMBIMBING II

Nama : Nailyla Rizka Laili Idhu  
 NIM : 22030050  
 Program Studi : D III Akuntansi  
 Judul Tugas Akhir : Pengaruh Social Media Marketing, Brand Awareness, dan Intensitas Promosi Terhadap Keputusan Pembelian pada Kafe Fadat Jemu.  
 Pembimbing II : Bapak Imam Hasan, S.pd., M.Ak.

| No | Hari/ Tanggal       | Materi Bimbingan                                                                                                                                                                                                                        | Paraf Pembimbing I/II                                                                 |
|----|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| 1  | Senin, 3 Maret 2024 | Bimbingan judul tugas akhir<br>Ace judul<br>Pengaruh Social Media Marketing dan brand awareness thd keputusan pembelian pada kafe fadat jemu<br>penambahan satu variabel X :<br>intensitas promosi                                      |   |
| 2  | Rabu 16 April 2024  | Bimbingan proposal tesis<br>Bab. I<br>* latar belakang<br>* permasalahan masalah<br>* tujuan penelitian<br>* Batasan masalah<br>* kerangka berpikir<br>bab II<br>* tinjauan pustaka<br>* hipotesis penelitian<br>* penelitian terdahulu |  |

| No | Hari/ Tanggal       | Materi Bimbingan                                                                                                                                                     | Paraf Pembimbing I/II                                                                 |
|----|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| 3  | Kamis, 8 Mei 2025   | bab III<br>+ metode pengumpulan data<br>+ Definisi operasional variabel<br>Bimbingan proposal tesis<br>Bab I<br>+ liter belkang material                             |    |
| 4  | Kamis, 15 Mei 2025  | Bab III<br>+ revisi penulisan<br>+ populasi dan sampel<br>+ metode analisis data<br>Bimbingan proposal tesis<br>Bimbingan kembali<br>bab I, II, III dan<br>penulisan |   |
| 5  | Jumat 23 Mei 2025   | ACC Proposal                                                                                                                                                         |  |
| 6  | Jelasa, 1 Juli 2025 | Bimbingan Tugas Akhir<br>Bab IV<br>+ Gambaran umum objek penelitian<br>+ Hasil penelitian<br>+ Pembahasan<br>Bab V<br>+ Kesimpulan<br>+ Saran                        |  |

| No | Hari/ Tanggal         | Materi Bimbingan                                                                                      | Paraf<br>Pembimbing I/II                                                            |
|----|-----------------------|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| 7  | Jumat, 4 Juli<br>2025 | Bimbingan TA <del>ke</del> revisi<br>Bab IV<br>+ hasil penelitian<br>+ Pembahasan<br>Bab V<br>+ Saran |  |
| 8  | Kabu, 9 Juli<br>2025  | Ace Trans Akhir<br>Lampir Sidang                                                                      |  |