# LAMPIRAN

Lampiran 1 Kuesioner Penelitian

## KUESIONER PENELITIAN
## PENGARUH PROMOSI DIGITAL, HARGA DAN *BRAND AWARENESS* TERHADAP KEPUTUSAN PEMBELIAN FORE COFFEE DI SURABAYA

Dengan Hormat, perkenalkan saya Nur Alisa Septivianti Mahasiswa Ilmu Administrasi Bisnis, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas 17 Agusutus 1945 Surabaya. Dalam rangka penyusunan Skripsi sebagai salah satu syarat menyelesaikan studi pada jenjang Strata Satu (S1) di Universitas 17 Agustus 1945 Surabaya. Saya melakukan penelitian ini dengan judul "Pengaruh Promosi Digital, Harga, dan Brand Awareness Terhadap Keputusan Pembelian Fore Coffee di Surabaya" oleh karena itu saya selaku peneliti mengharapkan bantuan anda selaku konsumen Fore Coffe di Surabaya agar dapat mengisi kuesioner dengan keadaan yang sebenarnya.

**I. Identitas Responden**

1. Nama :
2. Jenis Kelamin :

   ☐ Perempuan

   ☐ Laki – Laki
3. Usia :

   ☐ 17-20

   ☐ 21-25

   ☐ 26-30
4. Pekerjaan :

   ☐ Karyawan Swasta

☐ Pelajar/Mahasiswa

☐ Wirausaha

☐ PNS

☐ Lainnya

5. Pendapatan :

   ☐ < Rp 1.000.000

   ☐ Rp 1.000.000 – Rp 2.000.000

   ☐ Rp 2.000.000 – Rp 3.000.000

   ☐ > Rp 3.000.000

6. Domisili Surabaya :

   ☐ Ya

   ☐ Tidak

7. Apakah pernah membeli Fore Coffee melalui aplikasi Fore :

   ☐ Ya

   ☐ Tidak

8. Tujuan utama anda datang ke Fore Coffee :

   ☐ Bersantai

   ☐ Mengerjakan tugas atau pekerjaan

   ☐ Berkumpul dengan teman

   ☐ Meeting atau diskusi

   ☐ Mengikuti tren atau mencoba produk baru

9. Biasa datang ke Fore Coffee bersama :

   ☐ Sendiri

☐ Teman

☐ Keluarga

☐ Pasangan

☐ Rekan kerja

☐ Teman kuliah

10. Biasa datang ke Fore Coffee sekitar pukul :

☐ 07.00 – 10.00 WIB

☐ 10.00 – 13.00 WIB

☐ 13.00 – 16.00 WIB

☐ 16.00 – 19.00 WIB

☐ 19.00 – 22.00 WIB

11. Frekuensi anda membeli Fore Coffee dalam 1 bulan :

☐ 1 – 2 kali

☐ 3 – 5 kali

☐ 6 – 8 kali

☐ Lebih dari 8 kali

12. Media yang paling sering anda gunakan untuk mengetahui promo Fore Coffee :

☐ Instagram

☐ TikTok

☐ Aplikasi Fore Coffee

☐ Teman atau keluarga

☐ Lainnya

**II. Petunjuk Pengisian**

Jawablah pernyataan sesuai dengan pendapat anda, Kemudian pilih poin yang anda anggap sesuai. Untuk menjawan pernyataan gunakan skala pengukuran sebagai berikut:

SS =Sangat Setuju (5)
S =Setuju (4)
KS =Kurang Setuju (3)
TS =Tidak Setuju (2)
STS =Sangat Tidak Setuju (1)

**III. Pernyataan Kuesioner**

1. Variabel Promosi Digital (X1)

| **PROMOSI DIGITAL (X1)** | | | | | | |
|---|---|---|---|---|---|---|
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| ***Reach* (Jangkauan)** | | | | | | |
| 1. | Promosi digital Fore Coffee menjangkau konsumen sesuai dengan target pasar. | | | | | |
| ***Engagement* (Interaksi)** | | | | | | |
| 2. | Saya pernah memberikan like, komentar, atau membagikan konten promosi digital Fore Coffee | | | | | |
| ***Conversion* (Konversi)** | | | | | | |
| 3. | Promosi digital yang diberikan Fore Coffee melalui aplikasi membuat saya tertarik membeli produk. | | | | | |
| ***Retention* (Retensi)** | | | | | | |
| 4. | Fore Coffee memiliki strategi untuk mempertahankan pelanggan agar tetap loyal | | | | | |

2. Variabel Harga (X2)

| **HARGA (X2)** | | | | | | |
|---|---|---|---|---|---|---|
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **Keterjangkauan Harga** | | | | | | |
| 1. | Harga produk Fore Coffee sesuai dengan budget yang saya miliki. | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Kesesuaian Harga dengan Kualitas Produk** | | | | | | |
| 2. | Saya merasa kualitas Fore Coffee sebanding dengan harganya. | | | | | |
| **Daya Saing Harga** | | | | | | |
| 3. | Fore Coffee menetapkan harga yang bersaing | | | | | |
| **Nilai yang Dirasakan** | | | | | | |
| 4. | Fore Coffee dapat memberikan nilai tambah sehingga dapat membangun pengalaman pada pelanggan | | | | | |
| **Kesesuaian Harga dengan Manfaat** | | | | | | |
| 5. | Harga yang saya bayar sesuai dengan kepuasan yang saya rasakan setelah membeli Fore Coffee. | | | | | |

3. Variabel *Brand Awareness* (X3)

| ***BRAND AWARENESS* (X3)** | | | | | | |
|---|---|---|---|---|---|---|
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **Brand Impression** | | | | | | |
| 1. | Saya sering melihat Fore Coffee di media sosial atau internet. | | | | | |
| **Brand Recall** | | | | | | |
| 2. | Saya mengetahui Fore Coffee dari hasil survei, ualasan atau penilaian yang dilakukakn di media sosial. | | | | | |
| **Purchase Decision** | | | | | | |
| 3. | Brand Fore Coffee mempengaruhi keputusan saya dalam membeli kopi. | | | | | |
| **Brand Recognition** | | | | | | |
| 4. | Saya dapat mengenali logo atau identitas visual Fore Coffee dengan mudah. | | | | | |
| **Brand Reach** | | | | | | |
| 5. | Fore Coffee aktif mempromosikan produknya melalui media sosial. | | | | | |
| **Brand Consumption** | | | | | | |
| 6. | Saya tatap memilih Fore Coffee setelah membandingkan dengan brand lain. | | | | | |

4. Variabel Keputusan Pembelian (Y)

| KEPUTUSAN PEMBELIAN (Y) | | | | | | |
|---|---|---|---|---|---|---|
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **Penilihan Produk** | | | | | | |
| 1. | Tampilan, deskripsi, dan foto produk Fore Coffee membuat saya tertarik untuk melakukan pembelian | | | | | |
| **Pemilihan Merek** | | | | | | |
| 2. | Ciri khas rasa Fore Coffee menjadi alasan utama saya memilihnya. | | | | | |
| **Pemilihan Saluran Pembelian** | | | | | | |
| 3. | Saya memilih Fore Coffee ketika ingin membeli kopi karenagerai mudah di temui terutama di surabaya | | | | | |
| **Penentuan Waktu Pembelian** | | | | | | |
| 4. | Saya biasanya membeli Fore Coffee pada jam/jadwal tertentu (mis. pagi, jam kerja, atau sore) sesuai kebutuhan | | | | | |
| **Pilihan Jumlah Pembelian** | | | | | | |
| 5. | Bila ada promosi bundling atau paket hemat, saya cenderung membeli lebih dari satu item sekaligus. | | | | | |
| **Metode Pembayaran** | | | | | | |
| 6. | Ketersediaan metode pembayaran digital (e-wallet/QR/kartu) membuat saya lebih yakin untuk membeli di Fore Coffe | | | | | |

Lampiran 2 Tabulasi Data

1. Variabel Promosi Digital (X1)

| Promosi Digital (X1) | | | | | | |
|---|---|---|---|---|---|---|
| **Responden** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **Total** | **Rata-rata** |
| 1 | 5 | 5 | 5 | 4 | 19 | 4,75 |
| 2 | 4 | 3 | 4 | 4 | 15 | 3,75 |
| 3 | 4 | 3 | 4 | 4 | 15 | 3,75 |
| 4 | 4 | 4 | 5 | 4 | 17 | 4,25 |
| 5 | 5 | 4 | 5 | 4 | 18 | 4,50 |
| 6 | 4 | 4 | 4 | 3 | 15 | 3,75 |
| 7 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 8 | 5 | 5 | 4 | 5 | 19 | 4,75 |
| 9 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 10 | 4 | 4 | 3 | 3 | 14 | 3,50 |
| 11 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 12 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 13 | 4 | 5 | 5 | 4 | 18 | 4,50 |
| 14 | 4 | 4 | 5 | 4 | 17 | 4,25 |
| 15 | 4 | 4 | 4 | 3 | 15 | 3,75 |
| 16 | 4 | 4 | 3 | 4 | 15 | 3,75 |
| 17 | 3 | 4 | 4 | 3 | 14 | 3,50 |
| 18 | 4 | 5 | 4 | 4 | 17 | 4,25 |
| 19 | 4 | 5 | 4 | 4 | 17 | 4,25 |
| 20 | 3 | 4 | 3 | 3 | 13 | 3,25 |
| 21 | 4 | 3 | 3 | 4 | 14 | 3,50 |

| Promosi Digital (X1) | | | | | | |
|---|---|---|---|---|---|---|
| **Responden** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **Total** | **Rata-rata** |
| 22 | 3 | 4 | 3 | 3 | 13 | 3,25 |
| 23 | 4 | 4 | 5 | 4 | 17 | 4,25 |
| 24 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 25 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 26 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 27 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 28 | 4 | 5 | 5 | 4 | 18 | 4,50 |
| 29 | 4 | 5 | 4 | 5 | 18 | 4,50 |
| 30 | 4 | 4 | 5 | 5 | 18 | 4,50 |
| 31 | 4 | 5 | 4 | 4 | 17 | 4,25 |
| 32 | 3 | 4 | 4 | 3 | 14 | 3,50 |
| 33 | 3 | 4 | 4 | 3 | 14 | 3,50 |
| 34 | 4 | 4 | 4 | 3 | 15 | 3,75 |
| 35 | 4 | 3 | 3 | 4 | 14 | 3,50 |
| 36 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 37 | 4 | 4 | 4 | 5 | 17 | 4,25 |
| 38 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 39 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 40 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 41 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 42 | 4 | 3 | 4 | 3 | 14 | 3,50 |
| 43 | 4 | 3 | 4 | 4 | 15 | 3,75 |
| 44 | 4 | 4 | 4 | 4 | 16 | 4,00 |

| Promosi Digital (X1) | | | | | | |
|---|---|---|---|---|---|---|
| **Responden** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **Total** | **Rata-rata** |
| 45 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 46 | 5 | 5 | 4 | 4 | 18 | 4,50 |
| 47 | 4 | 4 | 3 | 4 | 15 | 3,75 |
| 48 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 49 | 5 | 4 | 5 | 4 | 18 | 4,50 |
| 50 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 51 | 4 | 4 | 5 | 4 | 17 | 4,25 |
| 52 | 4 | 4 | 5 | 4 | 17 | 4,25 |
| 53 | 4 | 4 | 5 | 5 | 18 | 4,50 |
| 54 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 55 | 4 | 3 | 5 | 4 | 16 | 4,00 |
| 56 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 57 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 58 | 4 | 4 | 4 | 5 | 17 | 4,25 |
| 59 | 4 | 4 | 4 | 5 | 17 | 4,25 |
| 60 | 3 | 3 | 3 | 3 | 12 | 3,00 |
| 61 | 4 | 4 | 5 | 4 | 17 | 4,25 |
| 62 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 63 | 4 | 5 | 4 | 4 | 17 | 4,25 |
| 64 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 65 | 3 | 3 | 3 | 3 | 12 | 3,00 |
| 66 | 3 | 3 | 3 | 3 | 12 | 3,00 |
| 67 | 5 | 4 | 4 | 4 | 17 | 4,25 |

| Promosi Digital (X1) | | | | | | |
|---|---|---|---|---|---|---|
| **Responden** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **Total** | **Rata-rata** |
| 68 | 4 | 4 | 4 | 3 | 15 | 3,75 |
| 69 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 70 | 4 | 4 | 4 | 3 | 15 | 3,75 |
| 71 | 3 | 3 | 3 | 3 | 12 | 3,00 |
| 72 | 5 | 4 | 5 | 5 | 19 | 4,75 |
| 73 | 5 | 4 | 4 | 4 | 17 | 4,25 |
| 74 | 4 | 4 | 5 | 5 | 18 | 4,50 |
| 75 | 4 | 4 | 4 | 3 | 15 | 3,75 |
| 76 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 77 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 78 | 5 | 4 | 4 | 5 | 18 | 4,50 |
| 79 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 80 | 3 | 4 | 3 | 4 | 14 | 3,50 |
| 81 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 82 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 83 | 4 | 4 | 4 | 3 | 15 | 3,75 |
| 84 | 5 | 4 | 5 | 4 | 18 | 4,50 |
| 85 | 5 | 5 | 4 | 5 | 19 | 4,75 |
| 86 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 87 | 4 | 4 | 4 | 5 | 17 | 4,25 |
| 88 | 4 | 4 | 3 | 4 | 15 | 3,75 |
| 89 | 5 | 4 | 4 | 4 | 17 | 4,25 |
| 90 | 4 | 4 | 4 | 4 | 16 | 4,00 |

| Promosi Digital (X1) | | | | | | |
|---|---|---|---|---|---|---|
| **Responden** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **Total** | **Rata-rata** |
| 91 | 3 | 4 | 4 | 4 | 15 | 3,75 |
| 92 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 93 | 4 | 4 | 4 | 3 | 15 | 3,75 |
| 94 | 4 | 3 | 4 | 4 | 15 | 3,75 |
| 95 | 4 | 5 | 5 | 4 | 18 | 4,50 |
| 96 | 5 | 5 | 4 | 5 | 19 | 4,75 |
| 97 | 4 | 5 | 4 | 4 | 17 | 4,25 |
| 98 | 4 | 4 | 4 | 3 | 15 | 3,75 |
| 99 | 4 | 5 | 4 | 5 | 18 | 4,50 |
| 100 | 4 | 3 | 4 | 3 | 14 | 3,50 |
| Total Score | 406 | 407 | 410 | 398 | 1621 | 405,25 |
| Rata-rata score | 4,06 | 4,07 | 4,10 | 3,98 | 16,21 | 4,05 |

2. Variabel Harga (X2)

| Harga | | | | | | | |
|---|---|---|---|---|---|---|---|
| Responden | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Total | Rata-rata |
| 1 | 4 | 5 | 5 | 5 | 4 | 23 | 4,60 |
| 2 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 3 | 3 | 3 | 3 | 4 | 4 | 17 | 3,40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 5 | 4 | 4 | 4 | 4 | 3 | 19 | 3,80 |
| 6 | 3 | 3 | 4 | 3 | 3 | 16 | 3,20 |
| 7 | 4 | 4 | 5 | 5 | 4 | 22 | 4,40 |
| 8 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 9 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 10 | 3 | 4 | 3 | 3 | 3 | 16 | 3,20 |

| Harga | | | | | | | |
|---|---|---|---|---|---|---|---|
| Responden | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Total | Rata-rata |
| 11 | 4 | 5 | 4 | 4 | 4 | 21 | 4,20 |
| 12 | 5 | 4 | 5 | 5 | 5 | 24 | 4,80 |
| 13 | 4 | 5 | 4 | 4 | 4 | 21 | 4,20 |
| 14 | 5 | 4 | 4 | 4 | 4 | 21 | 4,20 |
| 15 | 4 | 3 | 4 | 3 | 4 | 18 | 3,60 |
| 16 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 17 | 3 | 3 | 3 | 3 | 3 | 15 | 3,00 |
| 18 | 4 | 5 | 4 | 4 | 4 | 21 | 4,20 |
| 19 | 4 | 5 | 5 | 5 | 5 | 24 | 4,80 |
| 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 21 | 3 | 3 | 3 | 3 | 4 | 16 | 3,20 |
| 22 | 4 | 4 | 3 | 5 | 4 | 20 | 4,00 |
| 23 | 5 | 4 | 4 | 4 | 4 | 21 | 4,20 |
| 24 | 4 | 4 | 5 | 5 | 4 | 22 | 4,40 |
| 25 | 4 | 4 | 5 | 4 | 4 | 21 | 4,20 |
| 26 | 5 | 5 | 5 | 4 | 4 | 23 | 4,60 |
| 27 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 28 | 4 | 5 | 4 | 4 | 4 | 21 | 4,20 |
| 29 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 30 | 5 | 4 | 4 | 4 | 4 | 21 | 4,20 |
| 31 | 3 | 3 | 4 | 3 | 4 | 17 | 3,40 |
| 32 | 4 | 4 | 5 | 5 | 4 | 22 | 4,40 |
| 33 | 4 | 4 | 5 | 4 | 4 | 21 | 4,20 |
| 34 | 4 | 4 | 4 | 5 | 4 | 21 | 4,20 |
| 35 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 36 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 37 | 5 | 3 | 4 | 4 | 5 | 21 | 4,20 |
| 38 | 4 | 4 | 3 | 4 | 4 | 19 | 3,80 |
| 39 | 4 | 4 | 4 | 3 | 3 | 18 | 3,60 |
| 40 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 41 | 3 | 3 | 4 | 3 | 3 | 16 | 3,20 |
| 42 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |

| Harga | | | | | | | |
|---|---|---|---|---|---|---|---|
| Responden | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Total | Rata-rata |
| 43 | 4 | 3 | 3 | 3 | 3 | 16 | 3,20 |
| 44 | 4 | 3 | 4 | 3 | 3 | 17 | 3,40 |
| 45 | 3 | 3 | 4 | 4 | 3 | 17 | 3,40 |
| 46 | 4 | 4 | 4 | 3 | 4 | 19 | 3,80 |
| 47 | 4 | 4 | 5 | 4 | 4 | 21 | 4,20 |
| 48 | 3 | 4 | 3 | 4 | 4 | 18 | 3,60 |
| 49 | 4 | 5 | 5 | 5 | 5 | 24 | 4,80 |
| 50 | 5 | 4 | 5 | 5 | 4 | 23 | 4,60 |
| 51 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 52 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 53 | 4 | 4 | 4 | 3 | 4 | 19 | 3,80 |
| 54 | 4 | 5 | 5 | 4 | 4 | 22 | 4,40 |
| 55 | 4 | 4 | 4 | 4 | 5 | 21 | 4,20 |
| 56 | 5 | 5 | 5 | 5 | 4 | 24 | 4,80 |
| 57 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 58 | 5 | 4 | 4 | 5 | 4 | 22 | 4,40 |
| 59 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 60 | 4 | 3 | 4 | 4 | 3 | 18 | 3,60 |
| 61 | 4 | 5 | 4 | 5 | 4 | 22 | 4,40 |
| 62 | 4 | 4 | 4 | 5 | 4 | 21 | 4,20 |
| 63 | 4 | 5 | 4 | 5 | 5 | 23 | 4,60 |
| 64 | 4 | 3 | 4 | 4 | 4 | 19 | 3,80 |
| 65 | 4 | 4 | 4 | 4 | 3 | 19 | 3,80 |
| 66 | 4 | 4 | 5 | 4 | 4 | 21 | 4,20 |
| 67 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 68 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 69 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 70 | 3 | 4 | 3 | 4 | 4 | 18 | 3,60 |
| 71 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 72 | 4 | 5 | 4 | 4 | 4 | 21 | 4,20 |
| 73 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 74 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |

| Harga | | | | | | | |
|---|---|---|---|---|---|---|---|
| Responden | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Total | Rata-rata |
| 75 | 4 | 4 | 4 | 3 | 4 | 19 | 3,80 |
| 76 | 5 | 5 | 4 | 5 | 5 | 24 | 4,80 |
| 77 | 4 | 5 | 5 | 4 | 4 | 22 | 4,40 |
| 78 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 79 | 3 | 5 | 4 | 4 | 5 | 21 | 4,20 |
| 80 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 81 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 82 | 4 | 5 | 5 | 4 | 5 | 23 | 4,60 |
| 83 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 84 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 85 | 5 | 5 | 5 | 4 | 5 | 24 | 4,80 |
| 86 | 4 | 4 | 3 | 3 | 4 | 18 | 3,60 |
| 87 | 4 | 4 | 5 | 4 | 4 | 21 | 4,20 |
| 88 | 4 | 5 | 4 | 4 | 4 | 21 | 4,20 |
| 89 | 5 | 5 | 5 | 4 | 5 | 24 | 4,80 |
| 90 | 3 | 2 | 3 | 3 | 3 | 14 | 2,80 |
| 91 | 4 | 4 | 4 | 3 | 4 | 19 | 3,80 |
| 92 | 3 | 4 | 4 | 4 | 4 | 19 | 3,80 |
| 93 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 94 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 95 | 5 | 5 | 5 | 4 | 4 | 23 | 4,60 |
| 96 | 4 | 5 | 5 | 4 | 4 | 22 | 4,40 |
| 97 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 98 | 4 | 4 | 5 | 4 | 4 | 21 | 4,20 |
| 99 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 100 | 4 | 3 | 4 | 3 | 4 | 18 | 3,60 |
| Total Score | 401 | 407 | 413 | 400 | 400 | 2021 | 404,20 |
| Rata-rata score | 4,01 | 4,07 | 4,13 | 4,00 | 4,00 | 20,21 | 4,04 |

3. Variabel Keputusan Pembelian (Y)

| Keputusan Pembelian | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Responden | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Total | Rata-rata |
| 1 | 4 | 4 | 5 | 5 | 5 | 5 | 28 | 4,67 |
| 2 | 4 | 4 | 5 | 4 | 4 | 4 | 25 | 4,17 |
| 3 | 4 | 3 | 3 | 3 | 4 | 3 | 20 | 3,33 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 5 | 4 | 3 | 4 | 4 | 5 | 3 | 23 | 3,83 |
| 6 | 4 | 3 | 4 | 4 | 3 | 4 | 22 | 3,67 |
| 7 | 4 | 4 | 4 | 5 | 5 | 5 | 27 | 4,50 |
| 8 | 4 | 4 | 5 | 4 | 4 | 4 | 25 | 4,17 |
| 9 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 3,83 |
| 10 | 4 | 3 | 3 | 3 | 4 | 4 | 21 | 3,50 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 13 | 3 | 3 | 4 | 3 | 4 | 3 | 20 | 3,33 |
| 14 | 4 | 4 | 4 | 5 | 5 | 5 | 27 | 4,50 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 16 | 4 | 4 | 4 | 5 | 5 | 4 | 26 | 4,33 |
| 17 | 4 | 3 | 4 | 3 | 5 | 3 | 22 | 3,67 |
| 18 | 4 | 5 | 4 | 5 | 4 | 4 | 26 | 4,33 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 20 | 4 | 4 | 3 | 4 | 4 | 3 | 22 | 3,67 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 22 | 4 | 3 | 4 | 3 | 4 | 4 | 22 | 3,67 |
| 23 | 5 | 4 | 4 | 5 | 4 | 4 | 26 | 4,33 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 25 | 5 | 4 | 4 | 4 | 5 | 5 | 27 | 4,50 |
| 26 | 4 | 4 | 5 | 4 | 4 | 4 | 25 | 4,17 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 28 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 4,17 |
| 29 | 4 | 4 | 5 | 4 | 5 | 4 | 26 | 4,33 |
| 30 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 3,83 |

| Keputusan Pembelian | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Responden | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Total | Rata-rata |
| 31 | 4 | 3 | 4 | 3 | 4 | 3 | 21 | 3,50 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 33 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 4,17 |
| 34 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4,17 |
| 35 | 4 | 5 | 5 | 4 | 4 | 4 | 26 | 4,33 |
| 36 | 5 | 4 | 5 | 4 | 5 | 4 | 27 | 4,50 |
| 37 | 5 | 4 | 4 | 4 | 4 | 5 | 26 | 4,33 |
| 38 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 3,83 |
| 39 | 4 | 5 | 4 | 4 | 5 | 5 | 27 | 4,50 |
| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 43 | 4 | 3 | 3 | 4 | 4 | 3 | 21 | 3,50 |
| 44 | 4 | 4 | 4 | 4 | 3 | 4 | 23 | 3,83 |
| 45 | 3 | 3 | 3 | 3 | 4 | 3 | 19 | 3,17 |
| 46 | 3 | 4 | 4 | 4 | 3 | 4 | 22 | 3,67 |
| 47 | 3 | 4 | 5 | 4 | 4 | 4 | 24 | 4,00 |
| 48 | 4 | 3 | 4 | 3 | 4 | 3 | 21 | 3,50 |
| 49 | 4 | 4 | 5 | 4 | 5 | 5 | 27 | 4,50 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 51 | 4 | 3 | 4 | 3 | 4 | 3 | 21 | 3,50 |
| 52 | 4 | 5 | 4 | 4 | 4 | 4 | 25 | 4,17 |
| 53 | 4 | 4 | 4 | 4 | 5 | 3 | 24 | 4,00 |
| 54 | 4 | 4 | 4 | 4 | 5 | 4 | 25 | 4,17 |
| 55 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 3,83 |
| 56 | 4 | 5 | 5 | 4 | 4 | 5 | 27 | 4,50 |
| 57 | 5 | 5 | 5 | 4 | 5 | 4 | 28 | 4,67 |
| 58 | 5 | 4 | 5 | 4 | 5 | 5 | 28 | 4,67 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 60 | 4 | 3 | 4 | 3 | 4 | 4 | 22 | 3,67 |
| 61 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 4,17 |
| 62 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 3,83 |

| Keputusan Pembelian | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Responden | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Total | Rata-rata |
| 63 | 5 | 4 | 4 | 5 | 5 | 5 | 28 | 4,67 |
| 64 | 4 | 3 | 4 | 4 | 3 | 4 | 22 | 3,67 |
| 65 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3,00 |
| 66 | 4 | 4 | 3 | 4 | 4 | 3 | 22 | 3,67 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 68 | 3 | 3 | 4 | 3 | 4 | 3 | 20 | 3,33 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 70 | 4 | 4 | 5 | 5 | 4 | 4 | 26 | 4,33 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 73 | 5 | 4 | 5 | 4 | 4 | 4 | 26 | 4,33 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 75 | 3 | 4 | 4 | 4 | 4 | 4 | 23 | 3,83 |
| 76 | 4 | 5 | 4 | 4 | 5 | 4 | 26 | 4,33 |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 78 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 3,83 |
| 79 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4,17 |
| 80 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 81 | 4 | 5 | 4 | 4 | 4 | 5 | 26 | 4,33 |
| 82 | 4 | 4 | 5 | 4 | 4 | 4 | 25 | 4,17 |
| 83 | 3 | 4 | 4 | 4 | 3 | 4 | 22 | 3,67 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 85 | 5 | 4 | 5 | 5 | 5 | 5 | 29 | 4,83 |
| 86 | 3 | 3 | 3 | 3 | 3 | 4 | 19 | 3,17 |
| 87 | 4 | 4 | 4 | 4 | 5 | 4 | 25 | 4,17 |
| 88 | 4 | 4 | 4 | 4 | 5 | 4 | 25 | 4,17 |
| 89 | 5 | 5 | 4 | 4 | 5 | 4 | 27 | 4,50 |
| 90 | 3 | 3 | 3 | 4 | 4 | 3 | 20 | 3,33 |
| 91 | 4 | 5 | 4 | 4 | 4 | 4 | 25 | 4,17 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 93 | 4 | 4 | 4 | 4 | 3 | 4 | 23 | 3,83 |
| 94 | 4 | 4 | 4 | 4 | 5 | 4 | 25 | 4,17 |

| Keputusan Pembelian | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Responden | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Total | Rata-rata |
| 95 | 4 | 4 | 5 | 4 | 4 | 4 | 25 | 4,17 |
| 96 | 5 | 5 | 4 | 5 | 5 | 5 | 29 | 4,83 |
| 97 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 3,83 |
| 98 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 99 | 4 | 4 | 4 | 4 | 5 | 4 | 25 | 4,17 |
| 100 | 3 | 3 | 4 | 3 | 4 | 4 | 21 | 3,50 |
| Total Score | 402 | 389 | 408 | 399 | 417 | 399 | 2414 | 402,33 |
| Rata-rata score | 4,02 | 3,89 | 4,08 | 3,99 | 4,17 | 3,99 | 24,14 | 4,02 |

Lampiran 3 Uji Instrumen Data

Uji Validitas dan Reliabilitas Promosi Digital (X1)

**Correlations**

| | | X1.1 | X1.2 | X1.3 | X1.4 | Total |
|---|---|---|---|---|---|---|
| X1.1 | Pearson Correlation | 1 | .676** | .487** | .761** | .845** |
| | Sig. (2-tailed) | | .000 | .006 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .676** | 1 | .510** | .725** | .851** |
| | Sig. (2-tailed) | .000 | | .004 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .487** | .510** | 1 | .580** | .794** |
| | Sig. (2-tailed) | .006 | .004 | | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .761** | .725** | .580** | 1 | .894** |
| | Sig. (2-tailed) | .000 | .000 | .001 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .845** | .851** | .794** | .894** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .857 | 4 |

Uji Validitas dan Reliabilitas Harga (X2)

**Correlations**

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Total |
|---|---|---|---|---|---|---|---|
| X2.1 | Pearson Correlation | 1 | .434* | .080 | .457* | .563** | .700** |
| | Sig. (2-tailed) | | .016 | .675 | .011 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .434* | 1 | .369* | .675** | .668** | .829** |
| | Sig. (2-tailed) | .016 | | .045 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .080 | .369* | 1 | .416* | .314 | .501** |
| | Sig. (2-tailed) | .675 | .045 | | .022 | .091 | .005 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .457* | .675** | .416* | 1 | .730** | .868** |
| | Sig. (2-tailed) | .011 | .000 | .022 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .563** | .668** | .314 | .730** | 1 | .884** |
| | Sig. (2-tailed) | .001 | .000 | .091 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .700** | .829** | .501** | .868** | .884** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .005 | .000 | .000 | |
| | N | 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).

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .825 | 5 |

Uji Validitas dan Reliabilitas *Brand Awareness* (X3)

**Correlations**

| | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | Total |
|---|---|---|---|---|---|---|---|---|
| X3.1 | Pearson Correlation | 1 | .747** | .406* | .108 | .485** | .494** | .770** |
| | Sig. (2-tailed) | | .000 | .026 | .568 | .007 | .006 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | .747** | 1 | .514** | .225 | .417* | .507** | .800** |
| | Sig. (2-tailed) | .000 | | .004 | .232 | .022 | .004 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | .406* | .514** | 1 | .606** | .361* | .292 | .703** |
| | Sig. (2-tailed) | .026 | .004 | | .000 | .050 | .118 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | .108 | .225 | .606** | 1 | .281 | .195 | .510** |
| | Sig. (2-tailed) | .568 | .232 | .000 | | .133 | .302 | .004 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | .485** | .417* | .361* | .281 | 1 | .770** | .779** |
| | Sig. (2-tailed) | .007 | .022 | .050 | .133 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.6 | Pearson Correlation | .494** | .507** | .292 | .195 | .770** | 1 | .767** |
| | Sig. (2-tailed) | .006 | .004 | .118 | .302 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .770** | .800** | .703** | .510** | .779** | .767** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .004 | .000 | .000 | |
| | N | 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).

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .821 | 6 |

Uji Validitas dan Reliabilitas Keputusan Pembelian (Y)

**Correlations**

| | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Total |
|---|---|---|---|---|---|---|---|---|
| Y1 | Pearson Correlation | 1 | .667** | .396* | .531** | .349 | .079 | .656** |
| | Sig. (2-tailed) | | .000 | .030 | .003 | .059 | .678 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y2 | Pearson Correlation | .667** | 1 | .669** | .529** | .645** | .447* | .875** |
| | Sig. (2-tailed) | .000 | | .000 | .003 | .000 | .013 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y3 | Pearson Correlation | .396* | .669** | 1 | .619** | .629** | .522** | .829** |
| | Sig. (2-tailed) | .030 | .000 | | .000 | .000 | .003 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y4 | Pearson Correlation | .531** | .529** | .619** | 1 | .663** | .210 | .741** |
| | Sig. (2-tailed) | .003 | .003 | .000 | | .000 | .266 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y5 | Pearson Correlation | .349 | .645** | .629** | .663** | 1 | .414* | .796** |
| | Sig. (2-tailed) | .059 | .000 | .000 | .000 | | .023 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y6 | Pearson Correlation | .079 | .447* | .522** | .210 | .414* | 1 | .641** |
| | Sig. (2-tailed) | .678 | .013 | .003 | .266 | .023 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .656** | .875** | .829** | .741** | .796** | .641** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 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).

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .829 | 6 |

Lampiran 4 Uji Asumsi Klasik

1. Uji Linearitas

Variabel Promosi Digital (X1)

**ANOVA Table**

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|---|
| Keputusan Pembelian * Promosi Digital | Between Groups | (Combined) | 134.919 | 8 | 16.865 | 3.904 | .001 |
| | | Linearity | 100.639 | 1 | 100.639 | 23.296 | .000 |
| | | Deviation from Linearity | 34.280 | 7 | 4.897 | 1.134 | .349 |
| | Within Groups | | 393.121 | 91 | 4.320 | | |
| | Total | | 528.040 | 99 | | | |

Variabel Harga (X2)

**ANOVA Table**

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|---|
| Keputusan Pembelian * Harga | Between Groups | (Combined) | 210.537 | 11 | 19.140 | 5.305 | .000 |
| | | Linearity | 174.539 | 1 | 174.539 | 48.376 | .000 |
| | | Deviation from Linearity | 35.998 | 10 | 3.600 | .998 | .452 |
| | Within Groups | | 317.503 | 88 | 3.608 | | |
| | Total | | 528.040 | 99 | | | |

Variabel Brand Awareness (X3)

**ANOVA Table**

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|---|
| Keputusan Pembelian * Brand Awareness | Between Groups | (Combined) | 224.531 | 11 | 20.412 | 5.918 | .000 |
| | | Linearity | 179.836 | 1 | 179.836 | 52.142 | .000 |
| | | Deviation from Linearity | 44.695 | 10 | 4.469 | 1.296 | .245 |
| | Within Groups | | 303.509 | 88 | 3.449 | | |
| | Total | | 528.040 | 99 | | | |

2. Uji Normalitas

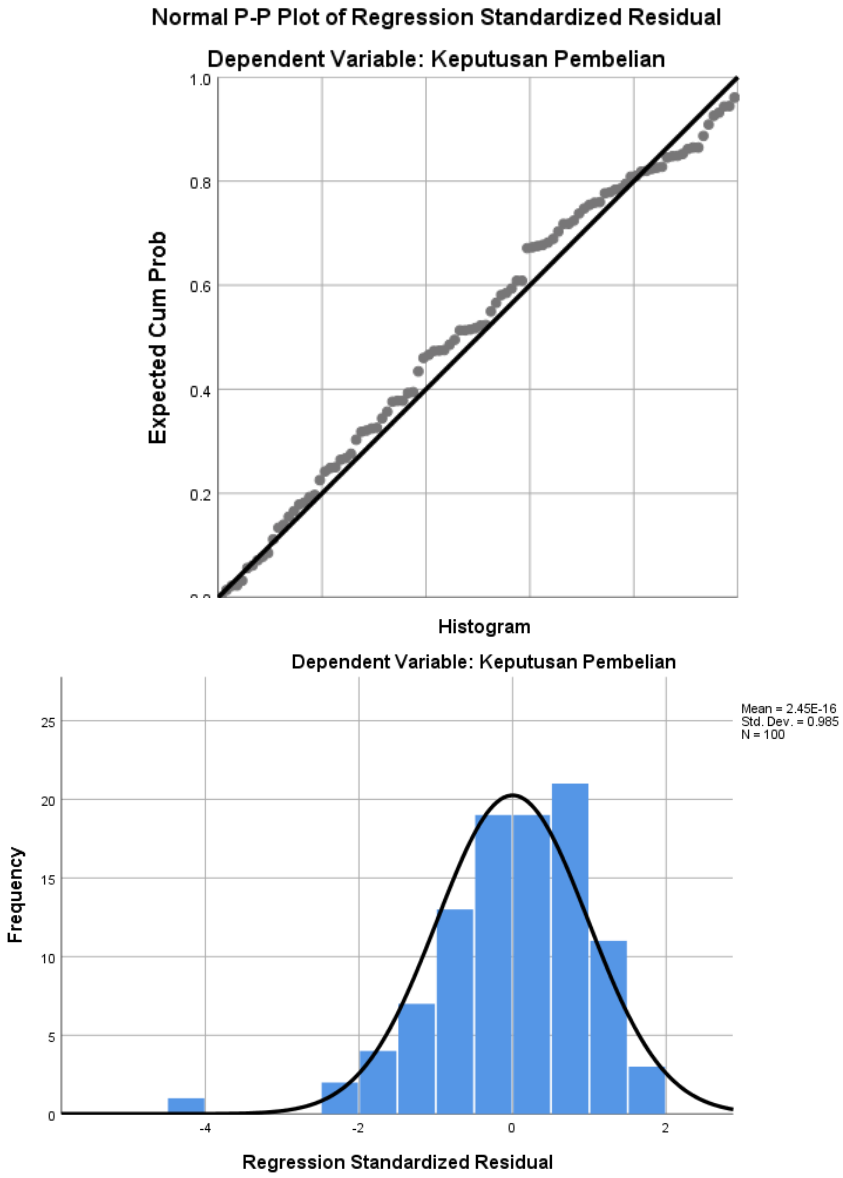
**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 100 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 1.49731253 |
| Most Extreme Differences | Absolute | .084 |
| | Positive | .062 |
| | Negative | -.084 |
| Test Statistic | | .084 |
| Asymp. Sig. (2-tailed) | | .080[c] |

a. Test distribution is Normal.

b. Calculated from data.

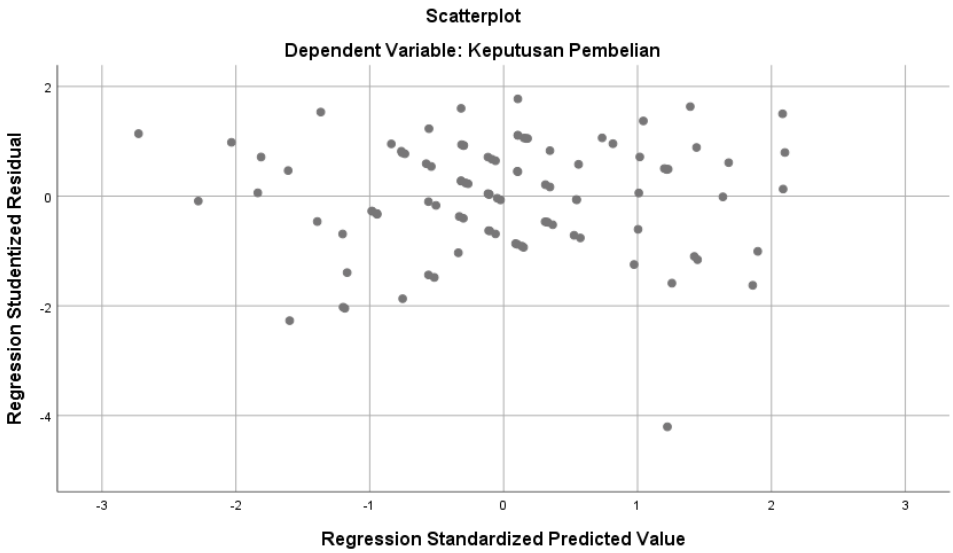
c. Lilliefors Significance Correction.




3. Uji Multikolinearitas

| Model | | Collinearity Statistics | |
|---|---|---|---|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Promosi Digital | .916 | 1.091 |
| | Harga | .827 | 1.210 |
| | *Brand awarenessss* | .890 | 1.123 |

4. Uji Heteroskedastisitas



Lampiran 5 Analisis Regresi Linear Berganda

**Coefficients**[a]

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics Tolerance | Collinearity Statistics VIF |
|---|---|---|---|---|---|---|---|---|
| 1 | (Constant) | .585 | 2.070 | | .283 | .778 | | |
| | Promosi Digital | .369 | .089 | .287 | 4.149 | .000 | .916 | 1.091 |
| | Harga | .376 | .079 | .348 | 4.781 | .000 | .827 | 1.210 |
| | *Brand awarenesss* | .399 | .064 | .436 | 6.217 | .000 | .890 | 1.123 |

a. Dependent Variable: Keputusan Pembelian

Lampiran 6 Uji Hipotesis

1. Uji t (Parsial)

**Coefficients**[a]

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics Tolerance | Collinearity Statistics VIF |
|---|---|---|---|---|---|---|---|---|
| 1 | (Constant) | .585 | 2.070 | | .283 | .778 | | |
| | Promosi Digital | .369 | .089 | .287 | 4.149 | .000 | .916 | 1.091 |
| | Harga | .376 | .079 | .348 | 4.781 | .000 | .827 | 1.210 |
| | Brand Awareness | .399 | .064 | .436 | 6.217 | .000 | .890 | 1.123 |

a. Dependent Variable: Keputusan Pembelian

2. Uji F (Simultan)

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 306.087 | 3 | 102.029 | 44.130 | .000[b] |
| | Residual | 221.953 | 96 | 2.312 | | |
| | Total | 528.040 | 99 | | | |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Awareness, Promosi Digital, Harga

3. Koefisien Determinasi ($R^2$)

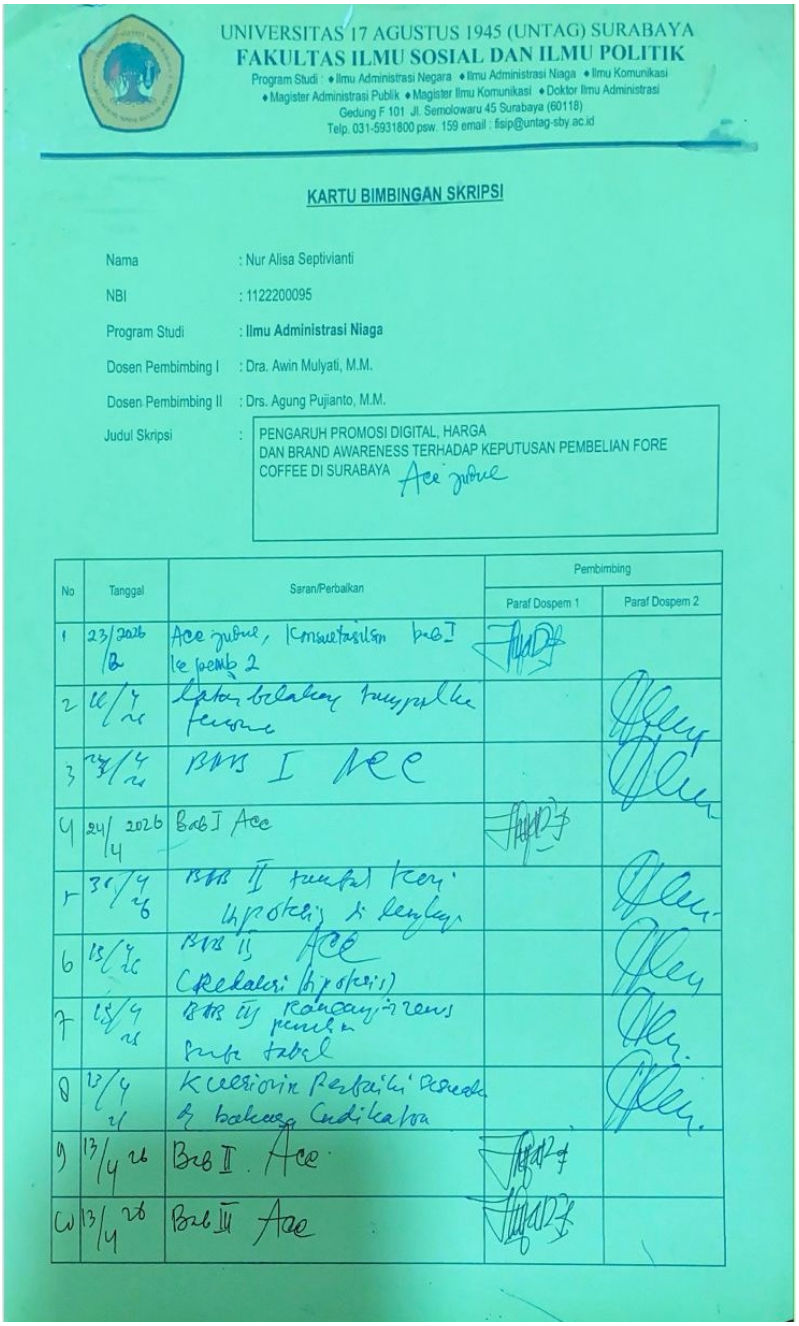
**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .761[a] | .580 | .567 | 1.521 |

a. Predictors: (Constant), Brand Awareness, Promosi Digital, Harga

b. Dependent Variable: Keputusan Pembelian

Lampiran 7 Kartu Bimbingan Skripsi

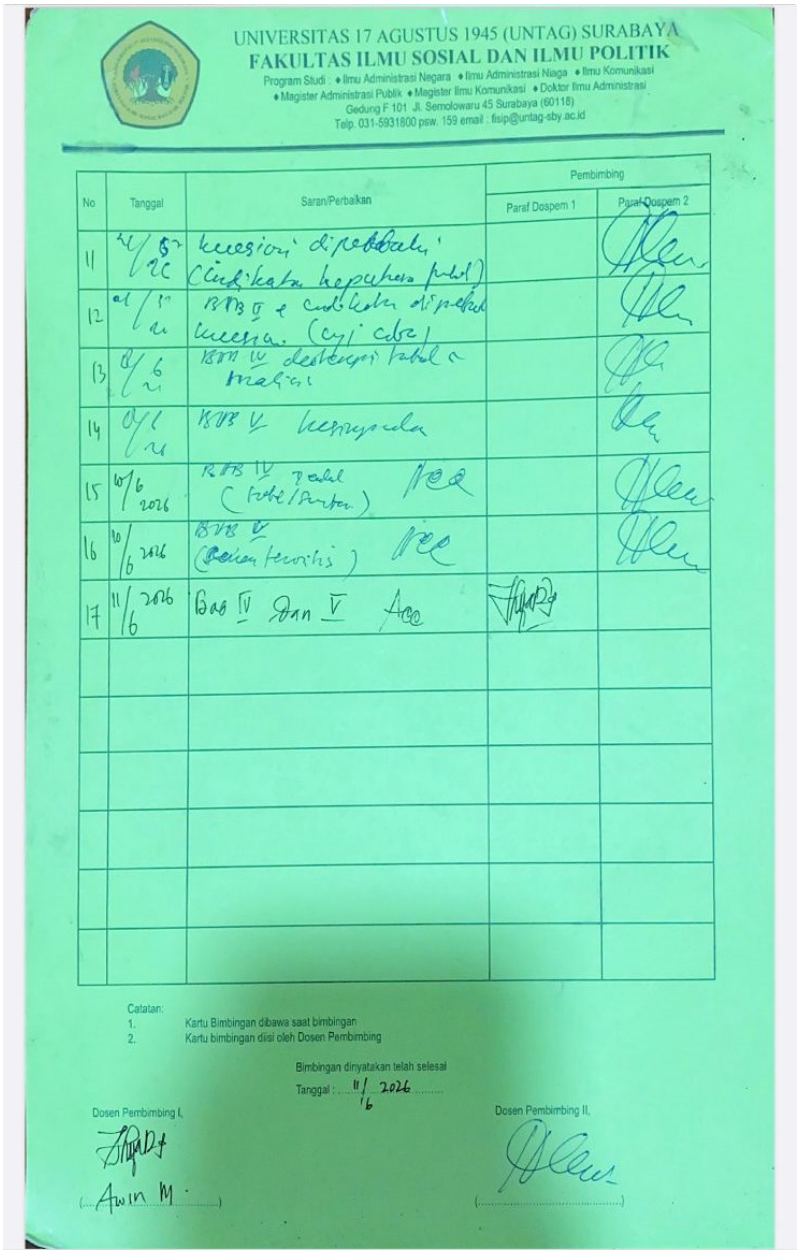


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**FAKULTAS ILMU SOSIAL DAN ILMU POLITIK**
Program Studi : ♦Ilmu Administrasi Negara ♦Ilmu Administrasi Niaga ♦Ilmu Komunikasi
♦Magister Administrasi Publik ♦Magister Ilmu Komunikasi ♦Doktor Ilmu Administrasi
Gedung F 101 Jl. Semolowaru 45 Surabaya (60118)
Telp. 031-5931800 psw. 159 email : fisip@untag-sby.ac.id

**KARTU BIMBINGAN SKRIPSI**

Nama : Nur Alisa Septivianti
NBI : 1122200095
Program Studi : **Ilmu Administrasi Niaga**
Dosen Pembimbing I : Dra. Awin Mulyati, M.M.
Dosen Pembimbing II : Drs. Agung Pujianto, M.M.
Judul Skripsi : PENGARUH PROMOSI DIGITAL, HARGA DAN BRAND AWARENESS TERHADAP KEPUTUSAN PEMBELIAN FORE COFFEE DI SURABAYA Acc judul

| No | Tanggal | Saran/Perbaikan | Pembimbing | |
|---|---|---|---|---|
| | | | Paraf Dospem 1 | Paraf Dospem 2 |
| 1 | 23/2026 | Acc judul, Konsultasikan bab I ke pemb 2 | | |
| 2 | 10/4 26 | Latar belakang tunjukkan fenomena | | |
| 3 | 23/4 26 | BAB I Acc | | |
| 4 | 24/4 2026 | Bab I Acc | | |
| 5 | 30/4 26 | BAB II tambah teori hipotesis di lengkapi | | |
| 6 | 13/4 26 | BAB II Acc (Rekalori hipotesis) | | |
| 7 | 13/4 26 | BAB III rancangan rems pembuatan tabel | | |
| 8 | 13/4 26 | Kuesioner perbaiki pernyataan & bahasa Gramatikanya | | |
| 9 | 13/4 26 | Bab II. Acc | | |
| 10 | 13/4 26 | Bab III Acc | | |



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♦ Magister Administrasi Publik ♦ Magister Ilmu Komunikasi ♦ Doktor Ilmu Administrasi
Gedung F 101 Jl. Semolowaru 45 Surabaya (60118)
Telp. 031-5931800 psw. 159 email : fisip@untag-sby.ac.id

| No | Tanggal | Saran/Perbaikan | Pembimbing | |
|---|---|---|---|---|
| | | | Paraf Dospem 1 | Paraf Dospem 2 |
| 11 | 4/6 2026 | kuesioner dipebbaiki (indikator kepuasan publik) | | |
| 12 | 9/6 2026 | BAB II & indikator dispekah kuesioner. (cek) | | |
| 13 | 8/6 2026 | BAB IV deskripsi tabel & analisis | | |
| 14 | 9/6 2026 | BAB V kesimpulan | | |
| 15 | 10/6 2026 | BAB IV Tabel (tabel/gambar) ACC | | |
| 16 | 10/6 2026 | BAB V (Daftar pustaka) ACC | | |
| 17 | 11/6 2026 | Bab IV dan V Acc | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Catatan:
1. Kartu Bimbingan dibawa saat bimbingan
2. Kartu bimbingan diisi oleh Dosen Pembimbing

Bimbingan dinyatakan telah selesai
Tanggal : 11/6 2026

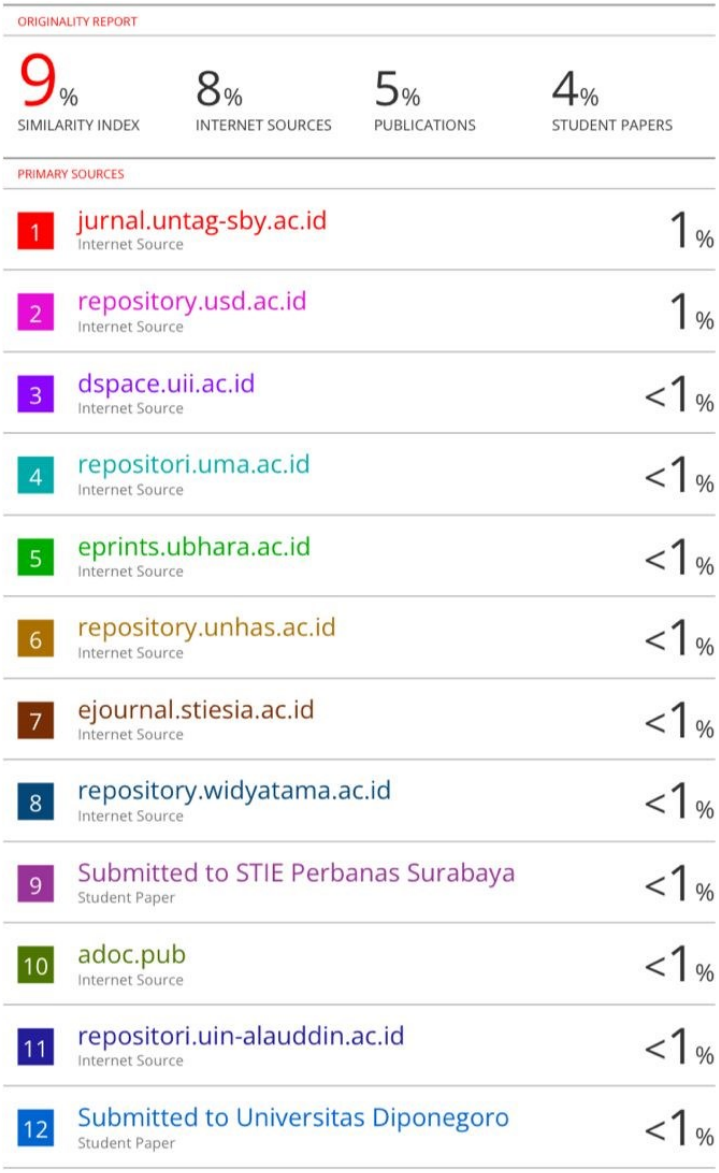
Dosen Pembimbing I,

( Awin M. )

Dosen Pembimbing II,

( )

Lampiran 8 Hasil Turnitin



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**FAKULTAS ILMU SOSIAL DAN ILMU POLITIK**
**LABORATORIUM OTONOMI DAERAH**
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Lampiran 10 LOA Publis Jurnal

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| **Judul** | PENGARUH PROMOSI DIGITAL, HARGA, DAN BRAND AWARENESS TERHADAP KEPUTUSAN PEMBELIAN FORE COFFEE DI SURABAYA |
| **Author** | Nur Alisa Septivianti (Universitas 17 Agustus 1945 Surabaya), Awin Mulyati (Universitas 17 Agustus 1945 Surabaya), Agung Pujianto (Universitas 17 Agustus 1945 Surabaya) |
| **Korespondensi** | nuralisa63591@gmail.com |
| **Jurnal** | Musytari: Jurnal Manajemen, Akuntansi, dan Ekonomi |
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Malang, 15 June 2026

**Dr. Fahad Ismail, M.Pd., PhD**
**Director**

Lampiran 11 Lembar Revisi Ujian Skripsi

PROGRAM STUDI ILMU ADMINISTRASI NIAGA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA

## LEMBAR REVISI UJIAN SKRIPSI

Nama :Nur Alisa Septivianti
NIM :1122200095
Hari/ Tanggal Ujian : Senin, 29 Juni 2026
Judul Skripsi : Penganuh Promosi Digital, Harga, dan Brand Awareness Terhadap Keputusan Pembelian Fore Coffee di Surabaya

Catatan Perbaikan:

-Perbaiki judul - Awarnessess
-Abstrak dan bhs Inggris, tanpa Alinea

Surabaya, .....
Persetujuan Dosen Penguji, Telah Revisi/Perbaikan,

(Anita Mulyati)

Revisi dari Dosen Penguji,

(Anita Mulyati)

Catatan: Bila tidak ada revisi, dosen penguji wajib menuliskan "tidak ada revisi", dan menandatangani di sebelah kanan dan kiri.

PROGRAM STUDI ILMU ADMINISTRASI NIAGA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA

## LEMBAR REVISI UJIAN SKRIPSI

Nama :Nur Alisa Septivianti
NIM :1122200095
Hari/ Tanggal Ujian : Senin, 29 Juni 2026
Judul Skripsi : Pengaruh Promosi Digital, Harga, dan Brand Awareness Terhadap Keputusan Pembelian Fore Coffee di Surabaya

Catatan Perbaikan:

Perbaiki Daftar Pustaka.
Baca kembali penulisan menurut Cegurseli.

Surabaya, 03 Juli 2026.
Persetujuan Dosen Penguji Telah Revisi/Perbaikan,

Revisi dari Dosen Penguji,

Catatan: Bila tidak ada revisi, dosen penguji wajib menuliskan "tidak ada revisi", dan menandatangani di sebelah kanan dan kiri.

PROGRAM STUDI ILMU ADMINISTRASI NIAGA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA

## LEMBAR REVISI UJIAN SKRIPSI

Nama :Nur Alisa Septivianti
NIM :1122200095
Hari/ Tanggal Ujian : Senin, 29 Juni 2026
Judul Skripsi : Pengaruh Promosi Digital, Harga, dan Brand Awareness Terhadap Keputusan Pembelian Fore Coffee di Surabaya

Catatan Perbaikan:

Surabaya, 7 Juli 2025
Persetujuan Dosen Penguji Telah Revisi/Perbaikan,

Revisi dari Dosen Penguji,

Catatan: Bila tidak ada revisi, dosen penguji wajib menuliskan "tidak ada revisi", dan ditandatangani di sebelah kanan dan kiri.