

Lampiran 1. Kuisisioner Penelitian

Kuisisioner Penelitian

Pengaruh media sosial instagram, kualitas produk dan citra merek terhadap keputusan pembelian produk ashanty di surabaya

Kepada Yth

Bapak/ibu Responden

Saya adalah mahasiswa universitas 17 agustus 1945 surabaya, dalam rangka penyusunan skripsi dengan judul Pengaruh media sosial instagram, kualitas produk dan citra merek terhadap keputusan pembelian produk ashanty di surabaya. Bersama ini saya mohon kesediaannya untuk mengisi kuisisioner yang telah saya sediakan. Atas penelitian dan waktu saya ucapkan terima kasih.

A. IDENTITAS RESPONDEN

Nama : (Tidak wajib)

Berika tanda centang pada jawaban yang anda pilih

Profil Responden

Usia

- | | |
|----------------|----------------|
| 1. < 17 tahun | 3. 26-32 tahun |
| 2. 17-25 tahun | 4. > 32 tahun |

Lampiran 1. Kuisiner Penelitian

Media Sosial Instagram						
No	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
1.	Produk Ashanty Beauty Cosmetic memberikan kejelasan informasi tentang produknya dari foto yang di upload di instagram @ashantyidsurabaya1					
2.	Ashanty Beauty Cosmetic Beauty Cosme memposting Video tutorial cara penggunaan dan manfaat dari produk ashanty kepada pengguna instagram untuk menarik perhatian konsumen.					
3.	Ashanty Beauty Cosmetic kerja sama dengan akun instagam artis lain untuk memmpromosikan produknya dan memfollow akun produknya (@ashantyidsurabay1)					
4.	Ashanty Beauty Cosmetic memberitahukan event melalui sosial media instagram.					

Kualitas Produk						
No	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
1.	Produk Ashanty Beauty Cosmetic membuat wajah lebih cerah, bersih dan awet muda.					
2.	Produk Ashanty Beauty Cosmetic sudah terdaftar pada BPOM dan Halal untuk digunakan.					
3.	Produk Ashanty Beauty Cosmetic tidak mengganggu kesehatan atau aman di gunakan tidak menimbulkan efek samping terhadap kesehatan kulit seperti gatal.					
4.	Kemasan pada produk Ashanty Beauty Cosmetic tidak mudah retak atau rusak sehingga produk tetap higienis.					
5.	Desain pada kemasan produk Ashanty Beauty Cosmetic lebih elegan dan berkelas serta warnanya tidak pasaran.					

Citra merek						
No	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
1.	Merek pada produk Ashanty Beauty Cosmetic mudah di kenali karena nama ashanty sendiri sudah di akui dari kalangan public figure.					
2.	Merek produk Ashanty Beauty Cosmetic menjadi lebih populer sepopuler namanya karena reputasi Ashanty yang baik di kalangan masyarakat.					

3.	Hubungan antara pemilik dengan produk me Ashanty Beauty Cosmetic memiliki citra yang baik.					
4.	Produk merek Ashanty Beauty Cosmetic lebi menguasai pasar dari pada merek artis lain					

Keputusan Pembelian						
No	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
1.	Manfaat dari Produk Ashanty Beauty Cosme banyak di butuhkan konsumen masa kini.					
2.	Produk Ashanty Beauty Cosmetic tetap men pilihan pemakaian kosmetik bagi konsumen masa kini.					
3.	Konsumen membeli produk Ashanty Beauty Cosmetidanpa paksaan dari pihak lain.					
4.	Produk Ashanty Beauty Cosmetic memiliki banyak manfaat untuk di beli.					

Lampiran 2 Tabel distribusi Uji t

df	Interval Kepercayaan, CI									
	91 %	92 %	93 %	94 %	95 %	96 %	97 %	98 %	99 %	99.9
	Tingkat Signifikansi untuk Uji Satu Sisi, α									
	0.04	0.04	0.03	0.03	0.02	0.02	0.01	0.01	0.00	0.00
	Tingkat Signifikansi untuk Uji Dua Sisi, α									
0.09	0.08	0.07	0.06	0.05	0.04	0.03	0.02	0.01	0.00	
201	1.70	1.76	1.82	1.89	1.97	2.06	2.18	2.34	2.60	3.34
202	1.70	1.76	1.82	1.89	1.97	2.06	2.18	2.34	2.60	3.33
203	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.60	3.33
204	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.60	3.33
205	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.60	3.33
206	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.60	3.33
207	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.60	3.33
208	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.60	3.33
209	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.60	3.33
210	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
211	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
212	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
213	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
214	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
215	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
216	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
217	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
218	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
219	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
220	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
221	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
222	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
223	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
224	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
225	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
226	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
227	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
228	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
229	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33
230	1.70	1.75	1.82	1.89	1.97	2.06	2.18	2.34	2.59	3.33

Lampiran Distribusi F table

Df Untuk Penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
181	3.89	3.05	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.81	1.77	1.75	1.72
182	3.89	3.05	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.81	1.77	1.75	1.72
183	3.89	3.05	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.81	1.77	1.75	1.72
184	3.89	3.05	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.81	1.77	1.75	1.72
185	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.75	1.72
186	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.75	1.72
187	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
188	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
189	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
190	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
191	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
192	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
193	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
194	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
195	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
196	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
197	3.89	3.04	2.65	2.42	2.26	2.14	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
198	3.89	3.04	2.65	2.42	2.26	2.14	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
199	3.89	3.04	2.65	2.42	2.26	2.14	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
200	3.89	3.04	2.65	2.42	2.26	2.14	2.06	1.98	1.93	1.88	1.84	1.80	1.77	1.74	1.72
201	3.89	3.04	2.65	2.42	2.26	2.14	2.06	1.98	1.93	1.88	1.84	1.80	1.77	1.74	1.72
202	3.89	3.04	2.65	2.42	2.26	2.14	2.06	1.98	1.93	1.88	1.84	1.80	1.77	1.74	1.72
203	3.89	3.04	2.65	2.42	2.26	2.14	2.05	1.98	1.93	1.88	1.84	1.80	1.77	1.74	1.72

Lampiran 4. Distribusi tabel

N	r	N	r	N	r	N	r	N	r	N	r
1	0.997	41	0.301	81	0.216	121	0.177	161	0.154	201	0.138
2	0.95	42	0.297	82	0.215	122	0.176	162	0.153	202	0.137
3	0.878	43	0.294	83	0.213	123	0.176	163	0.153	203	0.137
4	0.811	44	0.291	84	0.212	124	0.175	164	0.152	204	0.137
5	0.754	45	0.288	85	0.211	125	0.174	165	0.152	205	0.136
6	0.707	46	0.285	86	0.21	126	0.174	166	0.151	206	0.136
7	0.666	47	0.282	87	0.208	127	0.173	167	0.151	207	0.136
8	0.632	48	0.279	88	0.207	128	0.172	168	0.151	208	0.135
9	0.602	49	0.276	89	0.206	129	0.172	169	0.15	209	0.135
10	0.576	50	0.273	90	0.205	130	0.171	170	0.15	210	0.135
11	0.553	51	0.271	91	0.204	131	0.17	171	0.149	211	0.134
12	0.532	52	0.268	92	0.203	132	0.17	172	0.149	212	0.134
13	0.514	53	0.266	93	0.202	133	0.169	173	0.148	213	0.134
14	0.497	54	0.263	94	0.201	134	0.168	174	0.148	214	0.134
15	0.482	55	0.261	95	0.2	135	0.168	175	0.148	215	0.133
16	0.468	56	0.259	96	0.199	136	0.167	176	0.147	216	0.133
17	0.456	57	0.256	97	0.198	137	0.167	177	0.147	217	0.133
18	0.444	58	0.254	98	0.197	138	0.166	178	0.146	218	0.132
19	0.433	59	0.252	99	0.196	139	0.165	179	0.146	219	0.132
20	0.423	60	0.25	100	0.195	140	0.165	180	0.146	220	0.132
21	0.413	61	0.248	101	0.194	141	0.164	181	0.145	221	0.131
22	0.404	62	0.246	102	0.193	142	0.164	182	0.145	222	0.131
23	0.396	63	0.244	103	0.192	143	0.163	183	0.144	223	0.131
24	0.388	64	0.242	104	0.191	144	0.163	184	0.144	224	0.131
25	0.381	65	0.24	105	0.19	145	0.162	185	0.144	225	0.13
26	0.374	66	0.239	106	0.189	146	0.161	186	0.143	226	0.13
27	0.367	67	0.237	107	0.188	147	0.161	187	0.143	227	0.13
28	0.361	68	0.235	108	0.187	148	0.16	188	0.142	228	0.129
29	0.355	69	0.234	109	0.187	149	0.16	189	0.142	229	0.129
30	0.349	70	0.232	110	0.186	150	0.159	190	0.142	230	0.129
31	0.344	71	0.23	111	0.185	151	0.159	191	0.141	231	0.129

32	0.339	72	0.229	112	0.184	152	0.158	192	0.141	232	0.128
33	0.334	73	0.227	113	0.183	153	0.158	193	0.141	233	0.128
34	0.329	74	0.226	114	0.182	154	0.157	194	0.14	234	0.128
35	0.325	75	0.224	115	0.182	155	0.157	195	0.14	235	0.127
36	0.32	76	0.223	116	0.181	156	0.156	196	0.139	236	0.127
37	0.316	77	0.221	117	0.18	157	0.156	197	0.139	237	0.127
38	0.312	78	0.22	118	0.179	158	0.155	198	0.139	238	0.127
39	0.308	79	0.219	119	0.179	159	0.155	199	0.138	239	0.126
40	0.304	80	0.217	120	0.178	160	0.154	200	0.138	240	0.126

Data Responden

Nomor	Usia	JK	X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2.4
1	4	2	4	5	5	5	19	5	4	5	5
2	2	2	5	3	3	5	16	2	4	4	3
3	2	2	5	4	5	4	18	4	3	3	3
4	2	2	3	4	4	5	17	4	4	4	3
5	4	2	5	5	5	4	19	4	3	3	4
6	2	1	4	4	5	5	18	3	3	2	4
7	2	2	4	5	5	5	19	4	4	3	4
8	2	2	5	3	5	5	18	3	3	4	3
9	2	2	3	5	5	5	18	5	4	5	4
10	1	2	4	4	3	5	16	4	3	3	3
11	3	2	5	5	3	5	18	3	3	3	3
12	3	2	5	4	5	5	19	3	3	4	4
13	4	2	4	4	5	4	17	4	4	3	3
14	1	2	5	3	4	4	16	4	4	3	5
15	4	2	4	5	5	2	17	4	4	5	4
16	3	1	3	4	5	4	16	4	4	4	4
17	3	1	5	5	2	5	17	4	4	2	4
18	1	1	5	5	5	1	16	3	4	3	3
19	1	2	4	4	5	3	16	4	4	2	4
20	4	2	4	5	4	5	18	4	4	4	3
21	2	2	5	5	5	5	20	5	4	3	3
22	2	2	2	3	5	5	15	4	3	2	3
23	4	2	4	4	4	4	16	5	4	4	5
24	3	2	4	4	4	4	16	4	4	3	3
25	3	2	3	4	4	5	18	4	4	3	4
26	4	2	3	4	5	5	17	4	3	3	3
27	1	2	4	4	5	4	17	4	3	4	4
28	3	2	4	3	5	5	17	4	3	3	3
29	1	2	5	4	4	5	18	5	4	4	4
30	3	2	4	2	5	5	16	4	4	4	3

Nomor	X2.5	X2	X3.1	X3.2	X3.3	X3.4	X3	Y.1	Y.2	Y.3	Y.4	Y
1	3	22	4	4	5	4	17	5	5	5	5	20
2	4	17	4	4	4	4	16	5	4	5	4	18
3	3	16	5	5	4	5	19	5	5	5	5	20
4	3	18	3	3	5	5	16	5	5	4	4	18
5	4	18	4	4	5	5	19	5	5	5	5	20
6	4	16	4	4	5	5	18	5	5	5	5	20
7	4	19	4	4	4	5	17	5	5	5	5	20
8	4	17	4	4	4	4	16	4	5	5	5	19
9	4	17	5	5	4	4	18	4	5	5	5	19
10	4	17	5	3	3	5	16	5	5	4	4	18
11	4	16	5	4	5	5	19	5	5	5	5	20
12	4	18	4	4	4	4	16	5	5	5	5	20
13	3	17	5	3	5	3	16	3	5	5	5	18
14	5	21	5	5	4	5	19	5	5	5	5	20
15	4	21	3	5	5	5	18	5	5	5	5	20
16	2	18	4	4	5	5	18	5	5	5	5	20
17	2	16	5	5	3	5	18	4	5	5	5	19
18	4	17	4	4	4	4	16	5	4	4	5	18
19	4	18	4	4	5	3	17	5	5	5	4	19
20	4	19	5	5	4	5	19	5	5	5	5	20
21	4	19	5	4	5	5	19	5	5	5	5	20
22	4	16	4	4	4	4	16	5	2	5	5	17
23	4	22	4	5	4	5	18	5	5	5	5	20
24	3	17	4	3	5	4	17	3	5	5	5	18
25	3	18	5	5	4	3	17	5	5	5	5	20
26	4	17	4	4	4	4	16	5	5	5	4	19
27	4	19	4	5	5	4	18	5	5	5	5	20
28	4	17	4	4	4	4	16	5	4	4	5	18
29	4	21	4	4	5	5	18	5	5	5	5	20
30	3	18	5	3	5	5	18	4	5	5	5	19

Nomor	Usia	JK	X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2.4
31	3	1	4	4	4	4	16	3	2	4	4
32	2	2	5	5	3	5	18	3	5	4	3
33	4	2	5	4	5	4	18	5	4	5	4
34	3	2	5	3	5	4	17	4	4	2	3
35	3	2	5	5	5	4	19	4	3	4	5
36	2	2	5	3	4	5	17	3	3	3	4
37	2	2	4	4	4	5	17	4	3	3	4
38	3	2	4	5	5	5	19	4	4	3	5
39	1	2	4	5	5	4	18	4	4	4	3
40	2	1	3	5	5	5	18	4	4	4	3
41	4	2	5	4	3	5	17	4	3	3	4
42	2	1	4	5	4	5	18	5	4	3	2
43	3	2	5	5	5	3	18	4	4	4	3
44	3	2	5	5	4	4	18	4	3	3	4
45	1	2	4	5	4	5	18	4	4	4	4
46	1	2	5	5	5	3	18	4	4	3	3
47	4	2	4	5	4	4	17	4	3	3	4
48	2	2	5	5	5	9	19	4	3	3	4
49	4	1	5	4	2	5	16	5	5	5	4
50	2	2	5	2	5	5	17	5	4	3	4
51	2	2	4	5	5	4	18	4	4	3	3
52	4	2	4	4	4	4	16	4	4	5	4
53	4	2	4	5	4	4	17	4	4	3	4
54	3	2	5	5	5	4	19	3	3	3	3
55	4	2	4	4	5	3	16	3	3	3	3
56	1	1	4	4	4	4	16	3	4	3	3
57	4	2	4	4	4	4	16	4	4	3	3
58	1	2	4	4	5	5	18	4	5	3	4
59	4	2	5	5	4	2	16	5	4	4	3
60	1	1	5	3	5	5	18	4	4	3	3

Nomor	X2.5	X2	X3.1	X3.2	X3.3	X3.4	X3	Y.1	Y.2	Y.3	Y.4	Y
31	4	17	4	5	4	3	17	3	5	5	5	18
32	5	20	5	5	4	4	18	5	5	5	5	20
33	4	22	5	3	4	5	17	5	5	5	5	20
34	4	17	4	4	4	4	16	3	5	5	5	18
35	5	21	5	4	4	5	18	5	5	5	5	20
36	5	18	4	5	5	5	19	5	5	5	5	20
37	4	18	3	5	5	5	18	4	5	5	5	19
38	3	19	5	4	5	5	19	5	5	5	5	20
39	4	19	4	5	5	4	18	5	5	4	5	19
40	4	19	5	5	5	5	20	5	5	5	5	20
41	5	19	5	4	5	4	18	4	4	5	5	18
42	4	18	3	4	5	5	17	5	5	4	5	19
43	4	19	5	4	5	5	19	5	5	5	5	20
44	4	18	5	5	3	5	18	5	5	5	5	20
45	5	21	5	5	4	5	19	5	5	5	5	20
46	3	17	4	4	4	4	16	3	5	5	5	18
47	4	18	5	4	4	4	17	4	5	5	5	19
48	4	18	5	5	5	4	19	5	5	5	5	20
49	4	23	5	4	3	5	17	5	5	5	5	20
50	5	21	5	2	5	5	17	4	4	5	5	18
51	4	18	4	5	4	4	17	5	5	5	4	19
52	4	21	4	4	4	5	16	5	5	5	5	20
53	4	19	3	3	5	5	16	4	5	5	4	18
54	4	16	4	4	5	5	18	5	5	5	5	20
55	3	15	4	4	4	4	16	5	5	5	2	17
56	4	17	5	4	3	5	17	4	4	5	5	18
57	5	19	5	5	3	3	16	5	5	4	5	19
58	5	21	5	5	4	4	18	5	5	5	5	20
59	3	19	4	5	5	4	18	5	5	5	5	20
60	5	18	5	4	5	3	17	5	4	5	5	19

Nomor	Usia	JK	X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2.4
61	2	2	5	4	5	3	17	5	4	4	3
62	2	2	5	5	4	4	18	5	5	5	5
63	3	2	5	4	5	5	19	4	4	3	3
64	1	2	4	4	4	5	17	5	4	3	4
65	4	2	4	5	5	4	18	4	4	5	4
66	3	1	4	4	4	4	16	4	4	3	3
67	3	2	5	3	5	5	18	3	4	3	4
68	1	2	4	4	4	5	17	3	3	3	3
69	3	2	5	4	4	4	17	4	3	4	4
70	3	1	4	5	5	5	19	5	5	2	5
71	2	2	5	5	5	4	19	5	4	2	3
72	4	2	4	4	5	3	16	3	3	5	1
73	1	1	4	4	4	5	17	2	2	5	5
74	4	2	5	5	4	4	18	4	4	4	5
75	3	1	4	4	4	5	17	5	4	1	4
76	2	1	5	5	4	4	18	5	5	5	3
77	1	2	5	4	4	4	17	4	4	4	3
78	3	1	4	5	5	4	18	2	2	5	5
79	2	2	5	5	2	5	17	5	1	3	5
80	2	2	3	5	5	5	18	4	4	2	4
81	2	2	5	5	4	4	18	5	5	3	3
82	2	1	3	5	5	5	18	4	4	4	5
83	2	2	5	4	5	5	19	3	2	2	4
84	4	2	5	2	5	5	17	4	2	2	4
85	1	2	5	4	4	5	18	4	4	2	4
86	3	1	4	4	4	5	17	3	3	3	3
87	3	2	5	4	4	4	17	3	3	3	3
88	1	1	5	4	5	5	19	3	3	3	4
89	3	2	4	5	5	2	16	4	4	4	3
90	4	2	5	5	5	4	19	4	3	4	3

Nomor	X2.5	X2	X3.1	X3.2	X3.3	X3.4	X3	Y.1	Y.2	Y.3	Y.4	Y
61	3	19	4	5	5	4	18	5	5	5	5	20
62	5	25	4	4	4	4	16	5	5	5	5	20
63	4	18	5	4	4	5	19	5	5	5	5	20
64	5	21	4	5	5	5	19	5	5	5	5	20
65	4	21	5	3	5	3	16	5	5	3	5	18
66	3	17	3	3	5	5	16	5	5	4	3	17
67	5	19	5	5	4	5	19	5	5	5	5	20
68	4	16	4	5	5	4	18	5	5	4	5	19
69	3	18	4	4	4	4	16	5	5	5	3	18
70	4	21	5	5	5	4	19	5	5	5	5	20
71	5	19	5	5	5	3	18	5	5	5	5	20
72	5	17	4	4	5	5	18	4	5	5	5	19
73	5	19	3	4	5	5	17	5	5	5	4	19
74	5	22	5	4	4	4	17	5	5	5	5	20
75	4	18	4	4	4	4	16	5	5	5	3	18
76	3	21	4	4	5	5	18	5	5	5	5	20
77	3	18	3	4	5	5	17	5	4	4	5	18
78	5	19	3	5	3	5	16	5	5	5	4	19
79	5	19	4	4	4	4	16	5	5	5	5	20
80	4	18	4	4	4	5	17	5	5	5	4	19
81	4	19	5	4	4	5	18	5	5	5	5	20
82	5	22	5	5	4	3	17	5	5	5	5	20
83	3	19	4	4	4	5	17	5	5	5	5	20
84	4	16	4	4	4	4	16	4	5	4	5	18
85	3	17	5	4	5	4	18	5	4	5	5	19
86	4	16	4	5	5	5	19	5	5	5	5	20
87	4	16	5	5	4	3	17	5	5	5	4	19
88	4	17	5	3	5	3	18	5	5	5	5	20
89	3	18	4	4	4	4	16	4	5	5	5	19
90	5	19	4	5	4	4	17	5	5	5	5	20

Nomor	Usia	JK	X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2.4
91	3	2	5	5	5	2	17	3	4	3	4
92	2	2	4	5	5	5	19	4	4	3	3
93	3	1	5	4	4	4	17	4	4	3	3
94	4	2	4	5	5	5	19	4	3	3	4
95	4	2	4	4	4	5	17	4	3	3	3
96	3	2	4	5	4	5	18	3	3	5	4
97	2	1	5	4	5	4	18	4	4	3	4
98	2	2	5	4	5	5	19	4	4	3	4
99	2	1	4	4	3	5	16	4	4	4	5
100	2	2	5	5	5	5	20	5	5	5	5
101	4	2	3	2	3	4	12	2	3	3	4
102	3	2	4	3	3	4	14	3	2	3	3
103	2	2	4	4	4	4	16	3	4	2	3
104	2	1	4	4	2	2	12	3	3	2	2
105	3	2	5	4	4	4	17	4	2	3	2
106	2	2	4	4	4	3	15	4	4	4	4
107	4	2	3	5	4	4	16	3	3	3	4
108	4	2	3	3	4	3	13	3	3	3	3
109	2	2	4	5	3	3	15	2	3	3	3
110	2	2	4	4	4	5	17	4	3	3	3
111	3	2	4	5	5	5	19	3	3	4	4
112	4	2	4	4	5	4	17	4	4	4	3
113	3	2	5	3	4	2	14	3	3	3	3
114	4	2	4	5	5	5	19	5	5	4	4
115	2	2	4	4	5	5	18	3	3	4	4
116	3	2	2	2	3	3	10	3	3	2	2
117	4	2	4	4	4	5	17	3	3	3	4
118	4	2	5	4	4	5	18	4	4	3	3
119	3	2	5	5	5	2	17	3	2	3	4
120	4	2	5	5	5	5	20	4	5	4	3

Nomor	X2.5	X2	X3.1	X3.2	X3.3	X3.4	X3	Y.1	Y.2	Y.3	Y.4	Y
91	4	18	3	5	5	4	17	4	5	5	5	19
92	3	17	4	5	4	5	18	5	5	5	5	20
93	3	18	4	5	4	4	17	4	5	5	5	19
94	4	18	5	4	4	5	18	5	5	5	5	20
95	4	17	5	3	5	5	18	4	5	5	5	19
96	3	18	4	4	4	4	16	5	5	4	5	19
97	4	19	5	5	4	3	17	5	5	5	5	20
98	4	19	4	4	5	5	18	5	5	5	5	20
99	5	22	4	4	4	5	17	5	4	5	4	18
100	5	25	5	5	5	5	20	5	5	5	5	20
101	5	17	4	4	3	3	15	5	5	5	2	17
102	3	14	4	5	3	4	17	4	5	5	5	19
103	4	16	5	4	3	3	15	4	4	4	4	16
104	3	13	5	2	3	4	14	4	4	4	4	16
105	4	15	4	5	5	5	19	5	5	5	5	20
106	4	20	4	5	4	4	17	5	5	5	5	20
107	5	18	5	5	4	4	18	5	4	5	5	19
108	3	15	4	3	4	3	14	4	4	4	4	16
109	4	15	3	3	3	4	13	5	2	3	5	15
110	3	16	2	4	4	4	14	5	3	4	5	17
111	5	19	5	5	5	4	19	5	5	5	5	20
112	3	18	4	5	4	4	17	4	5	4	5	18
113	4	16	4	4	4	4	16	4	4	5	5	18
114	4	22	5	5	3	4	17	5	5	5	5	20
115	5	19	5	5	5	4	19	5	5	5	4	19
116	2	12	3	3	3	3	12	1	4	5	5	15
117	4	17	5	5	3	4	17	5	5	5	5	20
118	5	19	4	5	4	5	18	5	5	5	5	20
119	4	16	4	4	4	4	16	5	5	5	2	17
120	4	20	5	3	5	5	18	5	5	5	5	20

Nomor	Usia	JK	X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2.4
121	4	2	4	5	5	5	19	4	5	5	4
122	2	2	4	4	4	4	16	4	3	3	3
123	2	2	4	4	3	3	14	3	2	2	3
124	3	2	3	5	5	4	17	5	5	5	4
125	4	2	2	3	4	1	10	3	2	2	2
126	2	2	4	4	4	4	16	3	3	3	3
127	3	2	5	5	5	5	20	4	4	4	3
128	2	2	4	4	4	4	16	4	3	3	3
129	3	2	5	5	4	4	18	4	3	4	4
130	2	2	4	4	4	4	16	3	4	2	2
131	2	2	4	4	5	5	18	4	4	5	5
132	4	2	4	4	4	4	16	4	4	2	4
133	2	2	4	3	3	4	14	3	3	3	3
134	3	2	4	4	4	4	16	3	3	3	3
135	3	2	5	5	5	4	19	4	4	4	3
136	4	2	5	5	4	4	18	4	3	4	3
137	2	2	4	3	4	3	14	4	3	2	3
138	3	2	5	5	4	4	18	3	3	3	3
139	3	2	5	5	5	4	19	3	4	4	4
140	2	2	5	4	5	5	19	3	5	5	5
141	2	2	4	4	4	3	15	4	3	2	3
142	4	2	3	4	5	3	15	4	3	3	3
143	3	2	4	3	3	3	13	5	4	2	2
144	4	2	4	3	4	4	15	4	3	2	3
145	2	2	4	5	5	5	19	3	4	4	4
146	2	2	5	4	4	5	18	4	3	4	3
147	4	2	5	3	3	4	15	3	4	2	4
148	4	2	5	2	5	5	17	3	4	4	2
149	4	2	5	5	4	4	18	3	3	4	5
150	2	2	3	2	3	2	10	2	2	2	2

Nomor	X2.5	X2	X3.1	X3.2	X3.3	X3.4	X3	Y.1	Y.2	Y.3	Y.4	Y
121	5	23	5	5	5	5	20	5	5	5	5	20
122	3	16	4	4	5	5	18	5	4	5	5	19
123	3	13	3	4	3	3	13	4	4	4	4	16
124	3	22	5	4	5	5	19	5	4	5	5	19
125	3	12	3	2	2	3	10	5	5	2	3	15
126	3	15	3	4	3	4	15	3	4	5	5	17
127	4	19	4	5	4	5	18	5	5	5	5	20
128	3	16	4	4	4	4	16	5	2	4	5	16
129	4	19	5	5	5	3	18	4	5	5	5	19
130	4	15	3	3	4	5	15	5	5	2	4	16
131	4	22	4	5	4	5	18	5	5	5	5	20
132	3	17	5	4	3	5	17	5	5	4	3	17
133	3	15	4	3	4	4	14	3	5	3	4	15
134	4	16	3	4	5	5	17	5	5	4	4	18
135	4	19	4	4	4	4	16	4	5	5	5	19
136	4	18	5	5	5	4	19	5	5	5	5	20
137	4	16	5	3	3	4	14	2	4	5	5	16
138	4	16	4	4	4	4	16	5	5	5	4	19
139	5	20	4	5	5	5	19	5	5	5	5	20
140	5	23	5	4	4	5	18	5	5	5	5	20
141	3	15	4	3	5	3	15	4	5	3	4	16
142	4	17	5	4	3	5	17	5	5	4	5	19
143	2	15	4	4	4	4	16	4	5	3	4	16
144	2	14	3	4	3	3	14	5	2	4	4	15
145	5	20	5	5	5	5	20	5	5	5	5	20
146	4	18	4	5	3	5	17	4	5	5	4	18
147	4	17	5	5	5	2	17	5	5	5	3	18
148	3	16	4	4	4	4	16	4	5	3	5	17
149	3	18	4	5	5	5	19	5	5	5	5	20
150	4	12	3	2	2	3	10	2	5	4	3	14

Nomor	Usia	JK	X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2.4
151	3	2	3	3	3	2	11	3	2	3	3
152	3	2	5	5	4	4	18	4	3	2	3
153	3	2	5	4	5	5	19	4	3	4	4
154	3	2	3	4	3	3	13	2	3	4	3
155	3	2	5	5	5	5	20	4	3	3	4
156	4	2	4	4	4	5	17	5	5	5	4
157	3	2	4	3	3	4	14	3	3	3	2
158	2	2	4	4	4	3	15	3	3	3	3
159	3	2	5	4	5	4	18	3	3	4	3
160	2	2	5	5	5	4	19	4	4	3	4
161	4	2	4	3	4	4	15	4	3	2	2
162	2	2	4	4	5	5	18	4	3	3	3
163	3	2	5	5	5	4	19	3	3	3	4
164	2	2	4	5	5	4	18	3	4	5	3
165	3	2	4	4	3	3	14	2	3	3	2
166	4	2	4	3	4	3	14	3	3	3	3
167	4	2	2	3	4	4	13	3	2	3	2
168	4	2	5	4	5	5	19	5	5	2	3
169	3	2	5	5	2	5	17	3	4	1	5
170	3	2	4	2	4	4	14	4	3	2	2
171	4	2	5	4	5	5	19	4	3	3	2
172	3	2	4	3	5	5	17	5	5	4	4
173	4	2	3	2	4	2	11	3	3	2	2
174	4	2	3	3	3	2	11	3	2	2	2
175	2	2	5	5	5	5	20	3	3	3	3
176	3	2	4	4	5	5	18	4	4	4	5
177	3	2	5	5	3	4	17	3	3	4	4
178	3	2	4	4	4	4	16	4	2	4	2
179	4	2	3	3	5	4	15	3	4	2	2
180	2	2	5	5	5	4	19	4	4	4	3

Nomor	X2.5	X2	X3.1	X3.2	X3.3	X3.4	X3	Y.1	Y.2	Y.3	Y.4	Y
151	3	14	3	4	3	3	14	4	4	4	4	16
152	5	17	4	4	4	4	16	4	5	5	4	18
153	5	20	5	5	4	3	17	5	5	5	5	20
154	2	14	3	3	4	5	15	3	4	5	4	16
155	5	19	5	5	5	5	20	5	5	5	5	20
156	4	23	4	5	5	5	19	5	5	5	5	20
157	3	14	5	3	4	5	17	5	5	4	3	17
158	3	15	4	3	3	4	14	3	3	4	5	15
159	5	18	4	5	5	5	19	5	5	5	5	20
160	5	20	5	5	5	5	20	5	5	5	5	20
161	4	15	3	4	5	5	17	5	3	4	5	17
162	4	17	5	3	5	4	17	4	5	5	4	18
163	5	18	4	4	3	4	15	5	4	5	5	19
164	2	17	5	5	4	4	18	5	5	5	4	19
165	2	12	3	3	4	4	14	3	5	3	4	15
166	4	16	4	4	4	4	16	4	4	4	4	16
167	3	13	4	3	4	3	14	5	4	4	3	16
168	3	18	5	4	5	5	19	5	5	5	5	20
169	4	17	4	5	3	5	17	4	4	5	5	18
170	3	14	3	4	3	5	15	4	5	3	3	15
171	4	16	4	4	4	4	16	4	5	5	5	19
172	4	22	4	5	5	5	19	5	5	5	5	20
173	3	13	4	3	3	3	13	3	4	5	3	15
174	3	11	2	4	2	4	12	4	3	5	2	14
175	3	15	5	5	3	4	17	5	5	5	5	20
176	4	21	4	5	5	5	19	5	5	5	5	20
177	3	17	5	4	5	4	18	4	5	5	5	19
178	4	16	2	3	4	5	14	4	4	4	4	16
179	3	14	4	4	4	4	16	5	3	4	5	17
180	4	19	5	4	5	5	19	5	5	5	4	19

Nomor	Usia	JK	X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2.4
181	3	2	5	5	5	5	20	4	4	4	3
182	4	2	4	4	4	4	16	3	2	2	4
183	3	2	4	4	5	4	17	5	3	3	3
184	2	2	5	5	5	4	19	4	4	4	3
185	2	2	5	4	5	4	18	3	2	4	2
186	2	2	5	5	5	4	19	4	3	4	3
187	3	2	4	4	5	4	17	5	3	2	4
188	2	2	3	3	3	3	12	3	3	3	2
189	3	2	4	3	4	3	13	2	1	3	3
190	4	2	4	4	5	4	17	3	3	4	4
191	2	2	5	3	4	3	15	3	3	3	3
192	2	2	4	4	4	4	16	5	5	5	4
193	3	2	4	5	3	3	15	3	4	3	3
194	4	2	4	4	3	3	14	3	4	2	4
195	2	2	5	5	5	4	19	5	4	3	3
196	3	2	5	4	5	4	18	3	3	4	4
197	2	2	4	2	3	3	12	3	4	3	1
198	3	2	4	5	4	5	18	4	4	4	4
199	2	2	3	4	5	3	15	3	2	2	4
200	3	2	4	5	4	4	17	3	3	3	3
201	2	2	5	4	5	4	18	4	4	3	3
202	3	2	5	5	3	4	17	5	4	5	4
203	2	2	4	4	4	4	16	3	2	3	3
204	2	2	4	4	3	4	15	3	4	3	3
205	3	2	4	4	3	3	14	3	3	2	3
206	3	2	3	4	3	4	14	3	3	3	4
207	3	2	4	4	4	3	15	4	2	3	3
208	2	2	5	5	4	4	18	5	4	4	3
209	3	2	5	5	5	5	20	2	4	5	4
210	2	2	4	5	5	4	18	5	5	5	4

Nomor	X2.5	X2	X3.1	X3.2	X3.3	X3.4	X3	Y.1	Y.2	Y.3	Y.4	Y
181	4	19	4	5	5	4	18	5	5	5	5	20
182	5	16	4	4	4	4	16	5	5	4	4	18
183	4	18	4	5	5	3	17	4	5	5	4	18
184	5	20	5	5	5	5	20	5	5	5	5	20
185	5	16	4	5	5	4	18	5	4	5	5	19
186	5	19	5	5	5	5	20	5	5	5	5	20
187	4	18	4	4	4	5	17	5	5	4	4	18
188	3	14	3	4	4	3	14	5	4	3	3	15
189	4	13	5	4	3	2	14	2	3	5	5	15
190	4	18	5	5	4	5	19	5	5	5	4	19
191	3	15	4	4	4	4	16	4	3	4	5	16
192	5	24	4	5	5	5	19	5	5	5	5	20
193	4	17	4	5	4	4	17	4	3	5	5	17
194	4	17	4	4	4	4	16	4	4	4	5	17
195	4	19	5	5	5	5	20	5	5	5	5	20
196	4	18	4	5	3	5	17	4	5	5	5	19
197	2	13	3	3	3	4	13	5	4	3	3	15
198	4	20	5	5	4	5	19	5	5	5	5	20
199	5	16	4	4	4	4	16	3	5	4	4	16
200	3	15	5	4	5	3	17	4	5	5	4	18
201	4	18	5	5	5	4	19	5	5	5	4	19
202	4	22	5	4	3	5	17	5	5	5	5	20
203	4	15	4	4	3	4	15	3	4	4	5	16
204	3	16	5	2	5	5	17	4	4	5	5	18
205	4	15	2	3	5	2	12	4	4	3	4	15
206	4	17	3	5	2	5	15	4	5	4	4	17
207	4	16	2	5	4	5	16	5	4	3	5	17
208	3	19	4	4	5	4	17	4	5	5	5	19
209	5	20	5	5	4	5	19	5	5	5	5	20
210	4	23	4	5	5	4	18	5	5	5	5	20

Nomor	Usia	JK	X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2.4
211	3	2	4	4	4	4	16	4	3	3	3
212	3	2	3	4	4	3	13	3	2	2	2
213	3	2	3	4	5	3	15	3	2	4	3
214	2	2	3	4	4	2	13	3	3	2	3
215	3	2	5	5	5	4	19	4	4	4	3
216	3	2	5	5	2	5	17	4	4	3	3
217	3	2	4	4	4	3	15	3	2	3	3
218	2	2	4	4	5	4	17	5	5	3	4
219	3	2	5	5	5	5	20	4	3	3	4
220	2	2	5	5	4	4	18	3	4	3	3
221	2	2	4	4	4	4	16	4	3	4	4

Nomor	X2.5	X2	X3.1	X3.2	X3.3	X3.4	X3	Y.1	Y.2	Y.3	Y.4	Y
211	4	17	4	5	3	5	17	4	5	5	4	18
212	4	13	4	4	2	4	14	3	3	4	4	14
213	4	16	4	3	4	3	15	5	3	4	4	16
214	2	13	2	2	3	4	11	3	4	4	4	15
215	4	19	3	4	5	5	17	4	5	5	5	19
216	4	18	4	5	5	5	19	5	5	4	5	19
217	4	15	5	2	2	5	14	4	4	4	4	16
218	5	22	5	5	5	5	20	5	5	5	5	20
219	4	18	5	5	4	4	18	5	5	5	5	20
220	4	17	4	4	4	5	17	5	5	5	4	19
221	4	19	4	5	4	4	17	5	4	5	5	19

Lampiran 5. Hasil Output SPSS Frequencies

Statistics		
Usia		
N	Valid	221
	Missing	0
Mean		2,72

Statistics		
Jenis_Kelamin		
N	Valid	221
	Missing	0
Mean		1,90

Usia				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	8,1	8,1
	2	75	33,9	42,1
	3	78	35,3	77,4
	4	50	22,6	100,0
Total	221	100,0	100,0	

Jenis_Kelamin					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1	23	10,4	10,4	10,4
	2	198	89,6	89,6	100,0
	Total	221	100,0	100,0	

Frequencies

Statistics						
	Media_Social_In stagram1	Media_Social_In stagram2	Media_Social_In stagram3	Media_Social_In stagram4	Total	
N	Valid	221	221	221	221	221
	Missing	0	0	0	0	0
Mean	4,26	4,16	4,28	4,12	16,80	

Statistics						
	Kualitas_Produk 1	Kualitas_Produk 2	Kualitas_Produk 3	Kualitas_Produk 4	Kualitas_Produk 5	Total
N	Valid	221	221	221	221	221
	Missing	0	0	0	0	0
Mean	3,71	3,46	3,30	3,41	3,87	17,74

Statistics						
		Citra_Merek1	Citra_Merek2	Citra_Merek3	Citra_Merek4	Total
N	Valid	221	221	221	221	221
	Missing	0	0	0	0	0
Mean		4,20	4,20	4,18	4,29	16,93

Statistics						
		Keputusan_Pem belian1	Keputusan_Pem belian2	Keputusan_Pem belian3	Keputusan_Pem belian4	Total
N	Valid	221	221	221	221	221
	Missing	0	0	0	0	0
Mean		4,57	4,67	4,67	4,61	18,52

Uji Validitas

Correlations						
	Media_Social_Ins tagram1	Media_Social_Ins tagram2	Media_Social_Ins tagram3	Media_Social_Ins tagram4	Total	
Media_Social_Instagram1	Pearson Correlation	1	,303**	,126	,243**	,615**
	Sig. (2-tailed)		,000	,062	,000	,000
	N	221	221	221	221	221
Media_Social_Instagram2	Pearson Correlation	,303**	1	,206**	,174**	,656**
	Sig. (2-tailed)	,000		,002	,010	,000
	N	221	221	221	221	221
Media_Social_Instagram3	Pearson Correlation	,126	,206**	1	,191**	,590**
	Sig. (2-tailed)	,062	,002		,004	,000
	N	221	221	221	221	221
Media_Social_Instagram4	Pearson Correlation	,243**	,174**	,191**	1	,641**
	Sig. (2-tailed)	,000	,010	,004		,000
	N	221	221	221	221	221
Total	Pearson Correlation	,615**	,656**	,590**	,641**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	221	221	221	221	221

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

Correlations							
	Kualitas _Produk 1	Kualitas _Produk 2	Kualitas _Produk 3	Kualitas _Produk 4	Kualitas _Produk 5	Total	
Kualitas_Produk1	Pearson Correlation	1	,511**	,161*	,214**	,066	,589**
	Sig. (2-tailed)		,000	,017	,001	,330	,000
Kualitas_Produk2	Pearson Correlation	221	221	221	221	221	221
	Sig. (2-tailed)	,511**	1	,299**	,224**	,055	,650**
Kualitas_Produk3	Pearson Correlation	,000	,000	,000	,001	,414	,000
	Sig. (2-tailed)						
Kualitas_Produk4	Pearson Correlation	,161*	,299**	1	,294**	,205**	,629**
	Sig. (2-tailed)	,017	,000		,000	,002	,000
Kualitas_Produk5	Pearson Correlation	221	221	221	221	221	221
	Sig. (2-tailed)	,214**	,224**	,294**	1	,391**	,683**
Kualitas_Produk5	Pearson Correlation	,001	,001	,000		,000	,000
	Sig. (2-tailed)						
Total	Pearson Correlation	,066	,055	,205**	,391**	1	,527**
	Sig. (2-tailed)	,330	,414	,002	,000		,000
Total	Pearson Correlation	221	221	221	221	221	221
	Sig. (2-tailed)	,589**	,650**	,629**	,683**	,527**	1
	N	,000	,000	,000	,000	,000	
	N	221	221	221	221	221	221

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

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

Correlations						
	Citra_Merek1	Citra_Merek2	Citra_Merek3	Citra_Merek4	Total	
Citra_Merek1	Pearson Correlation	1	,225**	,155*	,046	,579**
	Sig. (2-tailed)		,001	,021	,498	,000
Citra_Merek2	N	221	221	221	221	221
	Pearson Correlation	,225**	1	,193**	,136*	,647**
Citra_Merek3	Sig. (2-tailed)	,001		,004	,043	,000
	N	221	221	221	221	221
Citra_Merek4	Pearson Correlation	,155*	,193**	1	,184**	,645**
	Sig. (2-tailed)	,021	,004		,006	,000
Citra_Merek4	N	221	221	221	221	221
	Pearson Correlation	,046	,136*	,184**	1	,525**
Total	Sig. (2-tailed)	,498	,043	,006		,000
	N	221	221	221	221	221
Total	Pearson Correlation	,579**	,647**	,645**	,525**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
Total	N	221	221	221	221	221

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

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

Correlations						
	Keputusan_Pem belian1	Keputusan_Pem belian2	Keputusan_Pem belian3	Keputusan_Pem belian4	Total	
Keputusan_Pembelian1	Pearson Correlation	1	,215**	,124	,079	,598**
	Sig. (2-tailed)		,001	,067	,240	,000
Keputusan_Pembelian2	N	221	221	221	221	221
	Pearson Correlation	,215**	1	,280**	,058	,614**
Keputusan_Pembelian3	Sig. (2-tailed)	,001		,000	,391	,000
	N	221	221	221	221	221
Keputusan_Pembelian4	Pearson Correlation	,124	,280**	1	,330**	,676**
	Sig. (2-tailed)	,067	,000		,000	,000
Keputusan_Pembelian4	N	221	221	221	221	221
	Pearson Correlation	,079	,058	,330**	1	,594**
Total	Sig. (2-tailed)	,240	,391	,000		,000
	N	221	221	221	221	221
Total	Pearson Correlation	,598**	,614**	,676**	,594**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
Total	N	221	221	221	221	221

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

Hasil Uji Reliabilitas

Reliability Statistics	
Cronbach's Alpha	N of Items
,741	4

Item - Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	
Media_Social_Instagram1	29,35	13,975	,495	,716	
Media_Social_Instagram2	29,46	13,413	,520	,704	
Media_Social_Instagram3	29,34	13,943	,444	,724	
Media_Social_Instagram4	29,50	12,860	,500	,702	

Reliability Statistics	
Cronbach's Alpha	N of Items
,745	5

Item - Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	
Kualitas_Produk1	31,78	22,198	,491	,720	
Kualitas_Produk2	32,03	21,467	,554	,706	
Kualitas_Produk3	32,19	21,221	,519	,708	
Kualitas_Produk4	32,09	21,343	,581	,702	
Kualitas_Produk5	31,62	22,700	,411	,732	

Reliability Statistics	
Cronbach's Alpha	N of Items
,723	4

Item - Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	
Citra_Merek1	29,61	11,249	,423		,703
Citra_Merek2	29,61	10,776	,498		,681
Citra_Merek3	29,63	10,771	,491		,683
Citra_Merek4	29,52	11,524	,374		,716

Reliability Statistics	
Cronbach's Alpha	N of Items
,733	4

Item - Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	
Keputusan_Pembelian1	32,46	8,631	,429		,713
Keputusan_Pembelian2	32,36	8,749	,469		,706
Keputusan_Pembelian3	32,37	8,570	,552		,688
Keputusan_Pembelian4	32,43	8,746	,434		,713

Hasil Analisis Regresi dan Uji Koefisien Determinasi

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.		
		B	Std. Error	Beta				
1	(Constant)	4,698	,440		10,688	,000		
	Media_Social_Instagram	,261	,036	,325	7,272	,000		
	Kualitas_Produk	,170	,026	,264	6,657	,000		
	Citra_Merek	,379	,040	,427	9,427	,000		

a. Dependent Variable: Keputusan_Pembelian

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,909 ^a	,826	,824	,696	,826	343,277	3	217	,000	1,719

a. Predictors: (Constant), Citra_Merek, Kualitas_Produk, Media_Social_Instagram

b. Dependent Variable: Keputusan_Pembelian

Hasil uji F dan Uji t

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	498,214	3	166,071	343,277	,000 ^b
	Residual	104,981	217	,484		
	Total	603,195	220			

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Citra_Merek, Kualitas_Produk, Media_Sosial_Instagram

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	4,698	,440			10,688	,000
	Media_Sosial_Instagram	,261	,036	,325		7,272	,000
	Kualitas_Produk	,170	,026	,264		6,657	,000
	Citra_Merek	,379	,040	,427		9,427	,000

a. Dependent Variable: Keputusan_Pembelian