

Lampiran 1. Kuesioner Penelitian

No. Responden :.....

KUISIONER PENELITIAN

Kepada Yth,
Konsumen Sepatu NIKE di UNISSULA Semarang
Ditempat

Dengan hormat,

Sehubungan dengan pengumpulan data untuk penelitian Skripsi dengan judul
“PENGARUH *SOCIAL MEDIA MARKETING* INSTAGRAM DAN *BRAND AWARENESS* TERHADAP KEPUTUSAN PEMBELIAN SEPATU NIKE DENGAN *BRAND EQUITY* SEBAGAI VARIABEL INTERVENING” (Studi Pada Mahasiswa/i Universitas Islam Sultan Agung Semarang). Maka peneliti mohon kerjasamanya terhadap konsumen mengenai produk sepatu olahraga merek “NIKE” di UNISSULA Semarang untuk mengisi kuisisioner dibawah ini.

Dari jawaban saudara/i sangat bermanfaat untuk kelancaran penelitian ini, sehingga kejujuran saudara/i dalam menjawab pertanyaan-pertanyaan sangat peneliti harapkan, agar keabsahan dan kebenaran dalam penelitian ini bisa dipertanggungjawabkan.

Peneliti

(Fajar Mahardika)

Nim : 30401511724

1. Identitas responden

Nama :

Alamat :

Fakultas :

Jenis Kelamin :

Mohon diisi dengan memberikan tanda centang (✓) pada jawaban yang sesuai dengan pendapat anda.

1. Berapa usia anda saat ini?

a. 18 tahun - 20 tahun

c. 23 tahun – 25 tahun

b. 20 tahun – 23 tahun

d. Lebih dari 25 tahun

2. Pendapatan pribadi yang anda terima setiap bulan

a. Kurang Rp 750.000,00

c. Rp 1.200.000.00 – Rp 1.500.000.00

b. Rp 750.000.00 – Rp 1.200.000.00

d. Diatas Rp 1.500.000.00

3. Apakah anda menggunakan social media untuk membeli sesuatu ?

() Ya

() Tidak

4. Sudah berapa lama anda menggunakan social media instagram sebagai media pencarian informasi mengenai produk/jasa ?

A. \leq 1 Tahun

B. 2 Tahun

C. 3 Tahun

D. 4 Tahun

E. \geq 5 Tahun

I. Petunjuk Pengisian Kuisisioner

a. Saya mengharapkan anda untuk menjawab setiap butir pertanyaan dalam daftar kuisisioner ini sesuai dengan pengalaman yang anda hadapi.

b. Untuk setiap pertanyaan, sudah disediakan pilihan jawaban, anda cukup memberikan tanda (✓) pada jawaban yang anda inginkan dan diharapkan hanya memilih satu jawaban.

Keterangan
:

| No | Alternatif Jawaban | Skor |
|----|-----------------------------|------|
| 1. | Sangat Setuju (SS) | 5 |
| 2. | Setuju (S) | 4 |
| 3. | Cukup Setuju (CS) | 3 |
| 4. | Tidak Setuju (TS) | 2 |
| 5. | Sangat Tidak Setuju (STS) | 1 |

A. KUISIONER SOCIAL MEDIA MARKETING

| No | Social Media Marketing | STS | TS | CS | S | SS |
|--|---|-----|----|----|---|----|
| 1 | Promosi yang dilakukan NIKE melalui sosial media instagram sangat menarik | | | | | |
| Menurut anda promosi seperti apa yang anda harapkan dari NIKE di sosial media? | | | | | | |
| 2. | Saya meyakini adanya komentar/ulasan positif akan merubah persepsi pelanggan lain tentang merek sepatu NIKE | | | | | |
| Menurut anda komunikasi seperti apa yang harus diterapkan untuk membentuk hubungan jangka panjang di media sosial? | | | | | | |
| 3. | Produk NIKE memunculkan sepatu baru yang unik dan didukung kualitas yang terbaik menjadikannya trending di media sosial | | | | | |
| Bagaimana trending produk yang Nike tawarkan di social media ? | | | | | | |
| 4. | Produl NIKE melalui sosial media instagram mempunyai pelayanan yang baik dan terpercaya. | | | | | |
| Apa yang anda harapkan dari pelayanan sosial media NIKE? | | | | | | |
| 5. | Saya merekomendasikan ke pelanggan lain tentang produk NIKE | | | | | |
| Bagaimana cara anda untuk merekomendasikan ke pelanggan lain ? | | | | | | |

B. KUISIONER BRAND AWARENESS

| No. | Pernyataan | STS | TS | CS | S | SS |
|--|--|-----|----|----|---|----|
| 1. | Apabila diminta untuk menyebutkan merek produk sepatu olahraga, maka merek "NIKE" adalah merek pertama kali yang muncul dibenak saya | | | | | |
| Apa yang membuat saudara ingat terhadap produk nike ? | | | | | | |
| 2. | Saya teringat NIKE apabila ada seseorang yang menyarankan sepatu olahraga | | | | | |
| Ciri-ciri seperti apa yang anda tau tentang produk Nike: | | | | | | |
| 3. | Produk sepatu NIKE adalah merek yang banyak dikenal oleh masyarakat | | | | | |
| Apa yang membuat NIKE dikenal oleh masyarakat? | | | | | | |
| 4. | Sepatu merek Nike merupakan sepatu original yang memiliki bahan yang kuat dan lembut. | | | | | |
| Apakah anda merasa nyaman saat memakai sepatu Nike : | | | | | | |
| 5. | Saat melihat logo "swoosh" tik, dan Slogan "Just Do It". Maka saya secara sadar mengenal merek dari kategori produk tersebut. | | | | | |
| Ciri-ciri apa yang membuat anda sadar terhadap produk Nike ? | | | | | | |

C. KUISIONER BRAND EQUITY

| No. | PERNYATAAN | STS | TS | CS | S | SS |
|--|--|-----|----|----|---|----|
| 1. | Produk sepatu olahraga merek "NIKE" lebih unggul dari pada pesaing dipasaran | | | | | |
| Menurut anda apa kelebihan dan kekurangan produk Nike ? | | | | | | |
| 2. | Sepatu NIKE yang saya gunakan, cukup tangguh dan memiliki kualitas yang baik | | | | | |
| Apakah kualitas produk Nike sangat memuaskan ?berikan alasannya: | | | | | | |

| | | | | | | |
|---|---|--|--|--|--|--|
| 3. | Dengan adanya pelayanan dan terjangkaunya outlet penjualan produk maka saya tidak susah menemukan produk NIKE | | | | | |
| Menurut anda bagaimana strategi yang tepat untuk pemasaran Nike? | | | | | | |
| 4. | Sepatu NIKE memiliki desain yang stylish | | | | | |
| Desain seperti apa yang anda harapkan dari sepatu NIKE? | | | | | | |
| 5. | Menurut saya produk NIKE adalah merek yang dapat diandalkan | | | | | |
| Menurut anda bagaimana cara mempertahankan kualitas suatu produk ?: | | | | | | |

D. KUISIONER KEPUTUSAN PEMBELIAN

| No. | Pernyataan | STS | TS | CS | S | SS |
|--|--|-----|----|----|---|----|
| 1. | Menurut saya, tipe yang ditawarkan produk NIKE sesuai dengan kebutuhan saya. | | | | | |
| Sejauh mana NIKE memenuhi kebutuhan anda? | | | | | | |
| 2. | NIKE memiliki pelayanan yang baik lewat sosial media pengiklanannya | | | | | |
| Pelayanan seperti apa yang anda harapkan? | | | | | | |
| 3. | Produk NIKE memberikan kelebihan yang membuat saya menyukainya | | | | | |
| Apa yang membuat anda menyukai produk NIKE ? | | | | | | |
| 4. | Saya rela mengeluarkan biaya yang lebih demi merek sepatu NIKE | | | | | |
| Menurut anda harga produk Nike sesuai dengan kualitasnya ? | | | | | | |
| 5. | Produk sepatu olahraga merek “NIKE” tidak pernah mengecewakan pelanggan. | | | | | |
| Akankah anda membeli kembali produk Nike lain kali ? | | | | | | |

Lampiran 2. Tabulasi Data

Tabulasi Data Variabel Penelitian

| No | Social Media Marketing | | | | | Total |
|----|------------------------|---|---|---|---|-------|
| 1 | 4 | 4 | 2 | 3 | 3 | 16 |
| 2 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 3 | 4 | 4 | 19 |
| 5 | 4 | 4 | 3 | 4 | 4 | 19 |
| 6 | 2 | 3 | 3 | 3 | 3 | 14 |
| 7 | 4 | 5 | 5 | 5 | 5 | 24 |
| 8 | 4 | 4 | 2 | 3 | 3 | 16 |
| 9 | 3 | 4 | 4 | 4 | 4 | 19 |
| 10 | 4 | 4 | 4 | 4 | 4 | 20 |
| 11 | 4 | 4 | 4 | 4 | 4 | 20 |
| 12 | 4 | 4 | 3 | 4 | 4 | 19 |
| 13 | 2 | 3 | 3 | 3 | 3 | 14 |
| 14 | 3 | 4 | 4 | 4 | 4 | 19 |
| 15 | 3 | 3 | 2 | 3 | 3 | 14 |
| 16 | 4 | 4 | 3 | 4 | 4 | 19 |
| 17 | 4 | 3 | 3 | 3 | 3 | 16 |
| 18 | 1 | 2 | 2 | 2 | 2 | 9 |
| 19 | 3 | 4 | 4 | 4 | 4 | 19 |
| 20 | 2 | 2 | 4 | 3 | 3 | 14 |
| 21 | 4 | 4 | 2 | 3 | 3 | 16 |
| 22 | 4 | 4 | 3 | 4 | 4 | 19 |
| 23 | 4 | 3 | 4 | 4 | 4 | 19 |
| 24 | 2 | 2 | 3 | 2 | 2 | 11 |
| 25 | 3 | 4 | 4 | 4 | 4 | 19 |
| 26 | 4 | 4 | 3 | 4 | 4 | 19 |
| 27 | 3 | 2 | 3 | 3 | 3 | 14 |
| 28 | 4 | 2 | 2 | 3 | 3 | 14 |
| 29 | 4 | 4 | 3 | 4 | 4 | 19 |
| 30 | 2 | 1 | 2 | 2 | 2 | 9 |
| 31 | 4 | 3 | 4 | 4 | 4 | 19 |
| 32 | 4 | 4 | 3 | 4 | 4 | 19 |
| 33 | 4 | 3 | 3 | 3 | 3 | 16 |
| 34 | 2 | 4 | 4 | 3 | 3 | 16 |
| 35 | 4 | 4 | 2 | 3 | 3 | 16 |
| 36 | 4 | 3 | 4 | 5 | 4 | 20 |
| 37 | 4 | 2 | 5 | 5 | 4 | 20 |
| 38 | 4 | 3 | 4 | 5 | 4 | 20 |
| 39 | 3 | 4 | 4 | 5 | 4 | 20 |
| 40 | 4 | 4 | 2 | 3 | 3 | 16 |
| 41 | 3 | 4 | 3 | 3 | 3 | 16 |
| 42 | 3 | 3 | 3 | 2 | 3 | 14 |

| No | Brand Awareness | | | | | Total |
|----|-----------------|---|---|---|---|-------|
| 1 | 4 | 2 | 2 | 3 | 3 | 14 |
| 2 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 4 | 4 | 4 | 4 | 4 | 20 |
| 6 | 2 | 3 | 3 | 3 | 3 | 14 |
| 7 | 5 | 5 | 4 | 5 | 5 | 24 |
| 8 | 4 | 3 | 4 | 4 | 4 | 19 |
| 9 | 3 | 3 | 4 | 3 | 3 | 16 |
| 10 | 4 | 4 | 3 | 4 | 4 | 19 |
| 11 | 4 | 4 | 3 | 4 | 4 | 19 |
| 12 | 4 | 2 | 4 | 3 | 3 | 16 |
| 13 | 4 | 5 | 4 | 4 | 4 | 21 |
| 14 | 4 | 5 | 4 | 4 | 4 | 21 |
| 15 | 4 | 3 | 3 | 3 | 3 | 16 |
| 16 | 4 | 4 | 3 | 4 | 4 | 19 |
| 17 | 4 | 3 | 4 | 4 | 4 | 19 |
| 18 | 1 | 2 | 1 | 1 | 1 | 6 |
| 19 | 3 | 4 | 4 | 4 | 4 | 19 |
| 20 | 4 | 4 | 2 | 3 | 3 | 16 |
| 21 | 2 | 3 | 3 | 3 | 3 | 14 |
| 22 | 4 | 4 | 2 | 3 | 3 | 16 |
| 23 | 4 | 3 | 4 | 4 | 4 | 19 |
| 24 | 2 | 2 | 3 | 2 | 2 | 11 |
| 25 | 3 | 4 | 3 | 3 | 3 | 16 |
| 26 | 4 | 4 | 3 | 4 | 4 | 19 |
| 27 | 3 | 2 | 2 | 2 | 2 | 11 |
| 28 | 4 | 4 | 2 | 3 | 3 | 16 |
| 29 | 4 | 4 | 2 | 3 | 3 | 16 |
| 30 | 2 | 2 | 1 | 2 | 2 | 9 |
| 31 | 4 | 3 | 4 | 4 | 4 | 19 |
| 32 | 4 | 4 | 3 | 4 | 4 | 19 |
| 33 | 4 | 3 | 4 | 4 | 4 | 19 |
| 34 | 4 | 4 | 3 | 4 | 4 | 20 |
| 35 | 4 | 4 | 3 | 3 | 3 | 17 |
| 36 | 5 | 4 | 4 | 4 | 4 | 21 |
| 37 | 5 | 4 | 4 | 4 | 4 | 21 |
| 38 | 5 | 4 | 4 | 4 | 4 | 21 |
| 39 | 3 | 4 | 3 | 3 | 3 | 16 |
| 40 | 4 | 4 | 2 | 3 | 3 | 16 |
| 41 | 3 | 4 | 3 | 3 | 3 | 16 |
| 42 | 3 | 1 | 3 | 2 | 2 | 11 |

| | | | | | | |
|----|---|---|---|---|---|----|
| 43 | 2 | 4 | 4 | 3 | 3 | 16 |
| 44 | 4 | 4 | 2 | 3 | 3 | 16 |
| 45 | 2 | 3 | 3 | 3 | 3 | 14 |
| 46 | 3 | 3 | 3 | 2 | 3 | 14 |
| 47 | 3 | 4 | 3 | 3 | 3 | 16 |
| 48 | 2 | 2 | 3 | 3 | 4 | 14 |
| 49 | 4 | 2 | 2 | 3 | 3 | 14 |
| 50 | 2 | 4 | 2 | 3 | 3 | 14 |
| 51 | 3 | 3 | 3 | 2 | 3 | 14 |
| 52 | 3 | 2 | 2 | 2 | 2 | 11 |
| 53 | 3 | 3 | 2 | 3 | 3 | 14 |
| 54 | 3 | 3 | 2 | 3 | 3 | 14 |
| 55 | 3 | 2 | 3 | 3 | 3 | 14 |
| 56 | 2 | 3 | 3 | 3 | 3 | 14 |
| 57 | 4 | 2 | 3 | 3 | 4 | 16 |
| 58 | 2 | 1 | 1 | 1 | 1 | 6 |
| 59 | 3 | 4 | 4 | 4 | 4 | 19 |
| 60 | 4 | 3 | 4 | 4 | 4 | 19 |
| 61 | 2 | 4 | 4 | 3 | 3 | 16 |
| 62 | 4 | 3 | 4 | 4 | 4 | 19 |
| 63 | 3 | 4 | 3 | 3 | 3 | 16 |
| 64 | 2 | 4 | 4 | 3 | 3 | 16 |
| 65 | 3 | 4 | 4 | 5 | 4 | 20 |
| 66 | 3 | 4 | 4 | 5 | 4 | 20 |
| 67 | 4 | 4 | 4 | 5 | 4 | 21 |
| 68 | 4 | 4 | 4 | 5 | 4 | 21 |
| 69 | 4 | 4 | 4 | 5 | 4 | 21 |
| 70 | 3 | 3 | 1 | 2 | 2 | 11 |
| 71 | 3 | 3 | 2 | 3 | 3 | 14 |
| 72 | 2 | 4 | 2 | 3 | 3 | 14 |
| 73 | 4 | 2 | 5 | 4 | 4 | 19 |
| 74 | 4 | 4 | 3 | 4 | 4 | 19 |
| 75 | 4 | 3 | 3 | 3 | 3 | 16 |
| 76 | 3 | 3 | 4 | 3 | 3 | 16 |
| 77 | 3 | 2 | 2 | 2 | 2 | 11 |
| 78 | 3 | 2 | 3 | 3 | 3 | 14 |
| 79 | 1 | 1 | 3 | 2 | 2 | 9 |
| 80 | 1 | 1 | 2 | 1 | 1 | 6 |
| 81 | 4 | 4 | 3 | 4 | 4 | 19 |
| 82 | 4 | 4 | 3 | 4 | 4 | 19 |
| 83 | 4 | 3 | 4 | 4 | 4 | 19 |
| 84 | 4 | 3 | 4 | 4 | 4 | 19 |
| 85 | 3 | 3 | 2 | 3 | 3 | 14 |
| 86 | 4 | 3 | 4 | 4 | 4 | 19 |
| 87 | 4 | 3 | 4 | 4 | 4 | 19 |
| 88 | 4 | 3 | 3 | 3 | 3 | 16 |
| 89 | 4 | 3 | 3 | 3 | 3 | 16 |
| 90 | 3 | 4 | 4 | 4 | 5 | 20 |

| | | | | | | |
|----|---|---|---|---|---|----|
| 43 | 4 | 4 | 3 | 4 | 4 | 19 |
| 44 | 4 | 2 | 2 | 3 | 3 | 14 |
| 45 | 2 | 3 | 2 | 2 | 2 | 11 |
| 46 | 3 | 3 | 4 | 3 | 3 | 16 |
| 47 | 3 | 4 | 3 | 3 | 3 | 16 |
| 48 | 2 | 2 | 3 | 2 | 2 | 11 |
| 49 | 4 | 2 | 4 | 3 | 3 | 16 |
| 50 | 2 | 4 | 4 | 3 | 3 | 16 |
| 51 | 3 | 3 | 4 | 3 | 3 | 16 |
| 52 | 3 | 3 | 2 | 3 | 3 | 14 |
| 53 | 3 | 3 | 2 | 3 | 3 | 14 |
| 54 | 3 | 4 | 4 | 4 | 4 | 19 |
| 55 | 3 | 2 | 2 | 2 | 2 | 11 |
| 56 | 2 | 3 | 2 | 2 | 2 | 11 |
| 57 | 4 | 4 | 3 | 4 | 4 | 19 |
| 58 | 1 | 1 | 2 | 1 | 1 | 6 |
| 59 | 3 | 4 | 4 | 4 | 4 | 19 |
| 60 | 4 | 3 | 3 | 3 | 4 | 17 |
| 61 | 2 | 4 | 4 | 3 | 4 | 17 |
| 62 | 4 | 3 | 4 | 4 | 4 | 19 |
| 63 | 3 | 3 | 2 | 3 | 3 | 14 |
| 64 | 2 | 4 | 2 | 3 | 3 | 14 |
| 65 | 3 | 4 | 4 | 4 | 4 | 19 |
| 66 | 2 | 4 | 4 | 3 | 3 | 16 |
| 67 | 5 | 5 | 3 | 4 | 4 | 21 |
| 68 | 5 | 5 | 3 | 4 | 4 | 21 |
| 69 | 5 | 5 | 3 | 4 | 4 | 21 |
| 70 | 3 | 3 | 2 | 3 | 3 | 14 |
| 71 | 3 | 3 | 2 | 3 | 3 | 14 |
| 72 | 2 | 4 | 2 | 3 | 3 | 14 |
| 73 | 4 | 2 | 4 | 3 | 3 | 16 |
| 74 | 4 | 4 | 3 | 4 | 4 | 19 |
| 75 | 4 | 3 | 3 | 3 | 3 | 16 |
| 76 | 3 | 4 | 4 | 4 | 4 | 19 |
| 77 | 3 | 2 | 2 | 2 | 2 | 11 |
| 78 | 3 | 2 | 3 | 3 | 3 | 14 |
| 79 | 1 | 2 | 2 | 2 | 2 | 9 |
| 80 | 1 | 2 | 1 | 1 | 1 | 6 |
| 81 | 4 | 4 | 3 | 4 | 4 | 19 |
| 82 | 4 | 3 | 4 | 4 | 4 | 19 |
| 83 | 4 | 3 | 3 | 3 | 3 | 16 |
| 84 | 4 | 3 | 4 | 4 | 4 | 19 |
| 85 | 2 | 3 | 2 | 2 | 2 | 11 |
| 86 | 5 | 3 | 4 | 4 | 4 | 20 |
| 87 | 5 | 4 | 3 | 4 | 4 | 2 |
| 88 | 5 | 3 | 3 | 3 | 3 | 17 |
| 89 | 3 | 3 | 2 | 3 | 3 | 14 |
| 90 | 3 | 3 | 2 | 3 | 3 | 14 |

| | | | | | | |
|-----|---|---|---|---|---|----|
| 91 | 3 | 4 | 4 | 4 | 5 | 20 |
| 92 | 2 | 4 | 4 | 3 | 3 | 16 |
| 93 | 3 | 4 | 3 | 3 | 3 | 16 |
| 94 | 3 | 4 | 3 | 3 | 3 | 16 |
| 95 | 4 | 2 | 4 | 3 | 3 | 16 |
| 96 | 4 | 3 | 4 | 4 | 4 | 19 |
| 97 | 2 | 5 | 4 | 4 | 4 | 19 |
| 98 | 5 | 4 | 5 | 5 | 5 | 24 |
| 99 | 5 | 5 | 4 | 5 | 5 | 24 |
| 100 | 5 | 4 | 5 | 5 | 5 | 24 |

| | | | | | | |
|-----|---|---|---|---|---|----|
| 91 | 4 | 4 | 3 | 4 | 4 | 19 |
| 92 | 4 | 3 | 3 | 3 | 3 | 16 |
| 93 | 3 | 4 | 4 | 4 | 4 | 19 |
| 94 | 4 | 4 | 3 | 4 | 4 | 19 |
| 95 | 4 | 4 | 2 | 3 | 3 | 16 |
| 96 | 2 | 4 | 4 | 3 | 3 | 16 |
| 97 | 2 | 4 | 4 | 3 | 3 | 16 |
| 98 | 5 | 5 | 5 | 5 | 5 | 25 |
| 99 | 4 | 5 | 5 | 5 | 5 | 24 |
| 100 | 5 | 4 | 5 | 5 | 5 | 24 |

| No | Brand Equity | | | | | Total |
|----|--------------|---|---|---|---|-------|
| 1 | 2 | 4 | 4 | 3 | 3 | 16 |
| 2 | 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 4 | 4 | 3 | 4 | 4 | 19 |
| 5 | 4 | 4 | 3 | 4 | 4 | 19 |
| 6 | 2 | 3 | 3 | 3 | 3 | 14 |
| 7 | 5 | 5 | 4 | 5 | 5 | 24 |
| 8 | 4 | 4 | 3 | 4 | 4 | 19 |
| 9 | 3 | 4 | 4 | 4 | 4 | 19 |
| 10 | 5 | 4 | 4 | 4 | 4 | 21 |
| 11 | 5 | 4 | 4 | 4 | 4 | 21 |
| 12 | 4 | 2 | 5 | 4 | 4 | 19 |
| 13 | 2 | 3 | 3 | 3 | 3 | 14 |
| 14 | 2 | 2 | 4 | 3 | 3 | 14 |
| 15 | 4 | 3 | 3 | 3 | 3 | 16 |
| 16 | 4 | 4 | 3 | 4 | 4 | 19 |
| 17 | 4 | 3 | 4 | 4 | 4 | 19 |
| 18 | 1 | 2 | 2 | 2 | 2 | 9 |
| 19 | 3 | 4 | 4 | 4 | 4 | 19 |
| 20 | 4 | 4 | 3 | 4 | 4 | 19 |
| 21 | 4 | 4 | 2 | 3 | 3 | 16 |
| 22 | 4 | 4 | 3 | 4 | 4 | 19 |
| 23 | 4 | 5 | 4 | 4 | 4 | 21 |
| 24 | 2 | 2 | 3 | 2 | 2 | 11 |
| 25 | 3 | 4 | 4 | 4 | 4 | 19 |
| 26 | 4 | 4 | 3 | 4 | 4 | 19 |
| 27 | 3 | 2 | 2 | 2 | 2 | 11 |
| 28 | 4 | 5 | 2 | 4 | 4 | 19 |
| 29 | 4 | 4 | 3 | 4 | 4 | 19 |
| 30 | 1 | 2 | 2 | 2 | 2 | 9 |
| 31 | 4 | 3 | 4 | 4 | 4 | 19 |
| 32 | 4 | 4 | 3 | 4 | 4 | 19 |
| 33 | 4 | 3 | 3 | 3 | 3 | 16 |
| 34 | 2 | 4 | 4 | 3 | 3 | 16 |
| 35 | 4 | 4 | 2 | 3 | 3 | 16 |

| No | Keputusan Pembelian | | | | | Total |
|----|---------------------|---|---|---|---|-------|
| 1 | 4 | 3 | 4 | 3 | 4 | 18 |
| 2 | 5 | 5 | 4 | 4 | 5 | 23 |
| 3 | 5 | 5 | 4 | 4 | 5 | 23 |
| 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 4 | 4 | 4 | 4 | 4 | 20 |
| 6 | 2 | 4 | 3 | 3 | 3 | 15 |
| 7 | 5 | 5 | 5 | 4 | 5 | 24 |
| 8 | 4 | 4 | 4 | 4 | 4 | 20 |
| 9 | 3 | 3 | 4 | 4 | 4 | 18 |
| 10 | 5 | 5 | 4 | 4 | 5 | 23 |
| 11 | 5 | 5 | 4 | 4 | 5 | 23 |
| 12 | 4 | 4 | 4 | 4 | 4 | 20 |
| 13 | 4 | 4 | 4 | 3 | 4 | 19 |
| 14 | 4 | 4 | 4 | 2 | 4 | 18 |
| 15 | 4 | 4 | 3 | 3 | 4 | 18 |
| 16 | 3 | 4 | 4 | 4 | 3 | 18 |
| 17 | 4 | 4 | 3 | 3 | 4 | 18 |
| 18 | 2 | 2 | 2 | 4 | 3 | 13 |
| 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 20 | 4 | 4 | 2 | 4 | 4 | 18 |
| 21 | 4 | 4 | 2 | 2 | 3 | 15 |
| 22 | 4 | 4 | 4 | 3 | 4 | 19 |
| 23 | 4 | 4 | 3 | 5 | 4 | 20 |
| 24 | 2 | 2 | 2 | 4 | 3 | 13 |
| 25 | 3 | 3 | 4 | 4 | 4 | 18 |
| 26 | 4 | 4 | 4 | 2 | 4 | 18 |
| 27 | 3 | 3 | 2 | 4 | 3 | 15 |
| 28 | 4 | 4 | 3 | 3 | 4 | 18 |
| 29 | 4 | 3 | 4 | 3 | 4 | 18 |
| 30 | 2 | 2 | 1 | 3 | 2 | 10 |
| 31 | 4 | 4 | 3 | 3 | 4 | 18 |
| 32 | 4 | 3 | 4 | 3 | 4 | 18 |
| 33 | 4 | 4 | 4 | 4 | 4 | 20 |
| 34 | 3 | 4 | 4 | 3 | 4 | 18 |
| 35 | 4 | 2 | 4 | 4 | 4 | 18 |

| | | | | | | |
|----|---|---|---|---|---|----|
| 36 | 4 | 3 | 4 | 4 | 4 | 19 |
| 37 | 4 | 2 | 2 | 3 | 3 | 14 |
| 38 | 4 | 3 | 3 | 3 | 3 | 16 |
| 39 | 3 | 4 | 4 | 4 | 4 | 19 |
| 40 | 4 | 4 | 3 | 4 | 4 | 19 |
| 41 | 3 | 4 | 3 | 3 | 3 | 16 |
| 42 | 3 | 3 | 1 | 2 | 2 | 11 |
| 43 | 2 | 4 | 4 | 3 | 3 | 16 |
| 44 | 4 | 4 | 3 | 4 | 4 | 19 |
| 45 | 2 | 3 | 3 | 3 | 3 | 14 |
| 46 | 2 | 3 | 3 | 3 | 3 | 14 |
| 47 | 3 | 4 | 4 | 4 | 4 | 19 |
| 48 | 2 | 2 | 3 | 2 | 2 | 11 |
| 49 | 4 | 2 | 4 | 3 | 3 | 16 |
| 50 | 2 | 4 | 3 | 2 | 3 | 14 |
| 51 | 3 | 3 | 4 | 3 | 3 | 16 |
| 52 | 3 | 4 | 3 | 3 | 3 | 16 |
| 53 | 1 | 3 | 3 | 2 | 2 | 11 |
| 54 | 3 | 4 | 4 | 4 | 4 | 19 |
| 55 | 2 | 2 | 3 | 2 | 2 | 11 |
| 56 | 2 | 3 | 2 | 2 | 2 | 11 |
| 57 | 4 | 2 | 4 | 3 | 3 | 16 |
| 58 | 1 | 1 | 2 | 1 | 1 | 6 |
| 59 | 3 | 4 | 4 | 4 | 4 | 19 |
| 60 | 4 | 3 | 4 | 4 | 4 | 19 |
| 61 | 2 | 4 | 4 | 3 | 3 | 16 |
| 62 | 4 | 3 | 4 | 4 | 4 | 19 |
| 63 | 4 | 4 | 4 | 5 | 5 | 23 |
| 64 | 4 | 4 | 4 | 3 | 3 | 18 |
| 65 | 5 | 4 | 5 | 5 | 5 | 24 |
| 66 | 5 | 4 | 5 | 5 | 5 | 24 |
| 67 | 5 | 4 | 5 | 5 | 5 | 24 |
| 68 | 5 | 4 | 5 | 5 | 5 | 24 |
| 69 | 5 | 4 | 5 | 5 | 5 | 24 |
| 70 | 3 | 3 | 5 | 5 | 3 | 19 |
| 71 | 1 | 3 | 3 | 2 | 2 | 11 |
| 72 | 2 | 4 | 2 | 3 | 3 | 14 |
| 73 | 4 | 2 | 2 | 3 | 3 | 14 |
| 74 | 4 | 2 | 4 | 3 | 3 | 16 |
| 75 | 4 | 3 | 4 | 4 | 4 | 19 |
| 76 | 3 | 3 | 3 | 4 | 3 | 16 |
| 77 | 2 | 2 | 3 | 2 | 2 | 11 |
| 78 | 2 | 2 | 3 | 2 | 2 | 11 |
| 79 | 1 | 2 | 1 | 1 | 1 | 6 |
| 80 | 1 | 2 | 2 | 2 | 2 | 9 |
| 81 | 4 | 3 | 4 | 4 | 4 | 19 |
| 82 | 4 | 3 | 4 | 4 | 4 | 19 |
| 83 | 4 | 3 | 3 | 3 | 3 | 16 |

| | | | | | | |
|----|---|---|---|---|---|----|
| 36 | 4 | 4 | 4 | 4 | 4 | 20 |
| 37 | 4 | 4 | 3 | 3 | 4 | 18 |
| 38 | 4 | 4 | 4 | 4 | 4 | 20 |
| 39 | 4 | 4 | 4 | 4 | 4 | 20 |
| 40 | 4 | 4 | 4 | 2 | 4 | 18 |
| 41 | 3 | 3 | 4 | 4 | 4 | 18 |
| 42 | 3 | 2 | 3 | 2 | 3 | 13 |
| 43 | 4 | 4 | 4 | 3 | 4 | 19 |
| 44 | 4 | 4 | 4 | 2 | 4 | 18 |
| 45 | 2 | 2 | 4 | 4 | 3 | 15 |
| 46 | 3 | 3 | 4 | 4 | 4 | 18 |
| 47 | 4 | 4 | 4 | 4 | 4 | 20 |
| 48 | 3 | 3 | 3 | 3 | 3 | 15 |
| 49 | 4 | 4 | 2 | 4 | 4 | 18 |
| 50 | 2 | 2 | 4 | 4 | 3 | 15 |
| 51 | 3 | 3 | 3 | 3 | 3 | 15 |
| 52 | 3 | 3 | 2 | 4 | 3 | 15 |
| 53 | 3 | 3 | 3 | 3 | 3 | 15 |
| 54 | 3 | 3 | 4 | 4 | 4 | 18 |
| 55 | 3 | 3 | 3 | 3 | 3 | 15 |
| 56 | 3 | 3 | 3 | 3 | 3 | 15 |
| 57 | 4 | 4 | 2 | 4 | 4 | 18 |
| 58 | 2 | 2 | 2 | 2 | 2 | 10 |
| 59 | 4 | 4 | 4 | 4 | 4 | 20 |
| 60 | 4 | 4 | 4 | 4 | 4 | 20 |
| 61 | 4 | 4 | 4 | 4 | 4 | 20 |
| 62 | 4 | 4 | 4 | 4 | 4 | 20 |
| 63 | 3 | 3 | 4 | 4 | 4 | 18 |
| 64 | 4 | 4 | 4 | 3 | 4 | 19 |
| 65 | 4 | 4 | 4 | 4 | 4 | 20 |
| 66 | 4 | 4 | 4 | 4 | 4 | 20 |
| 67 | 5 | 5 | 4 | 4 | 5 | 23 |
| 68 | 5 | 5 | 4 | 4 | 5 | 23 |
| 69 | 5 | 5 | 4 | 4 | 5 | 23 |
| 70 | 3 | 3 | 3 | 3 | 3 | 15 |
| 71 | 3 | 3 | 3 | 3 | 3 | 15 |
| 72 | 2 | 2 | 4 | 4 | 3 | 15 |
| 73 | 4 | 4 | 3 | 4 | 4 | 19 |
| 74 | 4 | 4 | 2 | 4 | 4 | 18 |
| 75 | 4 | 4 | 3 | 3 | 4 | 18 |
| 76 | 4 | 4 | 4 | 4 | 4 | 20 |
| 77 | 3 | 3 | 3 | 3 | 3 | 15 |
| 78 | 3 | 3 | 3 | 3 | 3 | 15 |
| 79 | 1 | 2 | 2 | 3 | 2 | 10 |
| 80 | 1 | 2 | 2 | 3 | 2 | 10 |
| 81 | 4 | 4 | 4 | 4 | 4 | 20 |
| 82 | 4 | 4 | 4 | 4 | 4 | 20 |
| 83 | 4 | 4 | 3 | 3 | 4 | 18 |

| | | | | | | |
|-----|---|---|---|---|---|----|
| 84 | 3 | 3 | 2 | 3 | 3 | 14 |
| 85 | 2 | 3 | 2 | 2 | 2 | 11 |
| 86 | 4 | 3 | 4 | 4 | 4 | 19 |
| 87 | 4 | 4 | 3 | 4 | 4 | 19 |
| 88 | 4 | 5 | 5 | 5 | 5 | 24 |
| 89 | 4 | 3 | 3 | 3 | 3 | 16 |
| 90 | 2 | 3 | 3 | 3 | 3 | 14 |
| 91 | 4 | 4 | 5 | 4 | 4 | 20 |
| 92 | 4 | 3 | 3 | 3 | 3 | 16 |
| 93 | 5 | 4 | 4 | 4 | 5 | 21 |
| 94 | 5 | 4 | 5 | 4 | 5 | 22 |
| 95 | 4 | 4 | 3 | 4 | 5 | 20 |
| 96 | 2 | 4 | 4 | 3 | 3 | 16 |
| 97 | 2 | 5 | 3 | 3 | 3 | 16 |
| 98 | 4 | 5 | 5 | 5 | 5 | 24 |
| 99 | 5 | 4 | 5 | 5 | 5 | 24 |
| 100 | 4 | 5 | 5 | 5 | 5 | 24 |

| | | | | | | |
|-----|---|---|---|---|---|----|
| 84 | 3 | 4 | 4 | 4 | 4 | 19 |
| 85 | 2 | 2 | 3 | 1 | 2 | 10 |
| 86 | 4 | 4 | 4 | 4 | 4 | 20 |
| 87 | 4 | 4 | 4 | 4 | 4 | 20 |
| 88 | 4 | 4 | 3 | 4 | 4 | 19 |
| 89 | 4 | 4 | 3 | 3 | 4 | 18 |
| 90 | 4 | 3 | 3 | 4 | 4 | 18 |
| 91 | 4 | 4 | 4 | 3 | 4 | 19 |
| 92 | 4 | 4 | 3 | 3 | 4 | 18 |
| 93 | 4 | 4 | 4 | 4 | 4 | 20 |
| 94 | 5 | 5 | 4 | 2 | 4 | 20 |
| 95 | 4 | 4 | 4 | 3 | 4 | 19 |
| 96 | 3 | 3 | 4 | 4 | 4 | 18 |
| 97 | 2 | 2 | 5 | 5 | 4 | 18 |
| 98 | 5 | 5 | 5 | 5 | 4 | 24 |
| 99 | 5 | 5 | 5 | 5 | 4 | 24 |
| 100 | 5 | 5 | 5 | 5 | 4 | 24 |

Lampiran 3. Uji Validitas dan Reliabilitas Variabel X1

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 100 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 100 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .817 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|------|----------------|-----|
| x1.1 | 3.22 | .848 | 100 |
| x1.2 | 3.24 | .878 | 100 |
| x1.3 | 3.16 | .861 | 100 |
| x1.4 | 3.26 | .733 | 100 |
| x1.5 | 3.31 | .706 | 100 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| x1.1 | 12.97 | 6.898 | .407 | .841 |
| x1.2 | 12.95 | 6.614 | .453 | .830 |
| x1.3 | 13.03 | 6.534 | .489 | .818 |
| x1.4 | 12.93 | 5.682 | .918 | .693 |
| x1.5 | 12.88 | 5.824 | .911 | .700 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 16.19 | 9.428 | 3.071 | 5 |

Uji Validitas dan Reliabilitas Variabel X2

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 100 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 100 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .860 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|------|----------------|-----|
| x2.1 | 3.27 | .886 | 100 |
| x2.2 | 3.23 | .802 | 100 |
| x2.3 | 3.07 | .891 | 100 |
| x2.4 | 3.23 | .777 | 100 |
| x2.5 | 3.23 | .777 | 100 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| x2.1 | 12.76 | 7.437 | .575 | .860 |
| x2.2 | 12.80 | 8.222 | .464 | .882 |
| x2.3 | 12.96 | 7.594 | .532 | .871 |
| x2.4 | 12.80 | 6.586 | .956 | .761 |
| x2.5 | 12.80 | 6.586 | .956 | .761 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 16.03 | 10.999 | 3.316 | 5 |

Uji Validitas dan Reliabilitas Variabel Y1

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 100 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 100 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .846 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|------|----------------|-----|
| y1.1 | 3.07 | 1.008 | 100 |
| y1.2 | 3.33 | .842 | 100 |
| y1.3 | 3.25 | .821 | 100 |
| y1.4 | 3.27 | .802 | 100 |
| y1.5 | 3.26 | .787 | 100 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| y1.1 | 13.11 | 7.351 | .541 | .854 |
| y1.2 | 12.85 | 8.189 | .503 | .853 |
| y1.3 | 12.93 | 8.530 | .441 | .867 |
| y1.4 | 12.91 | 6.770 | .936 | .739 |
| y1.5 | 12.92 | 6.781 | .957 | .735 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 16.18 | 11.321 | 3.365 | 5 |

Uji Validitas dan Reliabilitas Variabel Y2

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 100 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 100 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .776 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|------|----------------|-----|
| y2.1 | 3.48 | .797 | 100 |
| y2.2 | 3.48 | .772 | 100 |
| y2.3 | 3.45 | .770 | 100 |
| y2.4 | 3.46 | .717 | 100 |
| y2.5 | 3.67 | .587 | 100 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| y2.1 | 14.06 | 4.158 | .703 | .677 |
| y2.2 | 14.06 | 4.522 | .598 | .718 |
| y2.3 | 14.09 | 4.871 | .475 | .761 |
| y2.4 | 14.08 | 5.852 | .206 | .839 |
| y2.5 | 13.87 | 4.518 | .888 | .643 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 17.54 | 7.079 | 2.661 | 5 |

Regression Model 1

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1 | Brand Awareness, Social media marketing ^a | . | Enter |

- a. All requested variables entered.
 b. Dependent Variable: Brand Equity

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .816 ^a | .666 | .659 | 1.965 |

- a. Predictors: (Constant), Brand Awareness, Social media marketing
 b. Dependent Variable: Brand Equity

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 746.389 | 2 | 373.194 | 96.695 | .000 ^a |
| | Residual | 374.371 | 97 | 3.859 | | |
| | Total | 1120.760 | 99 | | | |

- a. Predictors: (Constant), Brand Awareness, Social media marketing
 b. Dependent Variable: Brand Equity

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.741 | 1.081 | | 1.611 | .110 |
| | Social media marketing | .350 | .105 | .319 | 3.320 | .001 |
| | Brand Awareness | .548 | .098 | .540 | 5.616 | .000 |

- a. Dependent Variable: Brand Equity

Regression Model 2

Variables Entered/Removed^b

| Model | Variables Entered | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1 | Brand Equity , Social media marketing, Brand Awareness | . | Enter |

a. All requested variables entered.

b. Dependent Variable: Keputusan pembelian

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .872 ^a | .760 | .753 | 1.324 |

a. Predictors: (Constant), Brand Equity , Social media marketing, Brand Awareness

b. Dependent Variable: Keputusan pembelian

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1 | Regression | 532.672 | 3 | 177.557 | 101.360 | .000 ^a |
| | Residual | 168.168 | 96 | 1.752 | | |
| | Total | 700.840 | 99 | | | |

a. Predictors: (Constant), Brand Equity , Social media marketing, Brand Awareness

b. Dependent Variable: Keputusan pembelian

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.190 | .738 | | 7.036 | .000 |
| | Social media marketing | .195 | .075 | .225 | 2.604 | .011 |
| | Brand Awareness | .236 | .076 | .294 | 3.120 | .002 |
| | Brand Equity | .334 | .068 | .423 | 4.890 | .000 |

a. Dependent Variable: Keputusan pembelian

Uji Asumsi Klasik

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | .1049152 |
| | Std. Deviation | 1.11047640 |
| Most Extreme Differences | Absolute | .086 |
| | Positive | .051 |
| | Negative | -.086 |
| Kolmogorov-Smirnov Z | | .862 |
| Asymp. Sig. (2-tailed) | | .448 |

a. Test distribution is Normal.

b. Calculated from data.

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.366 | .373 | | 3.660 | .000 |
| | Social media marketing | -.038 | .038 | -.175 | -1.001 | .320 |
| | Brand Awareness | .012 | .038 | .060 | .316 | .753 |
| | Brand Equity | -.003 | .035 | -.017 | -.100 | .920 |

a. Dependent Variable: Abs_res

Coefficients^a

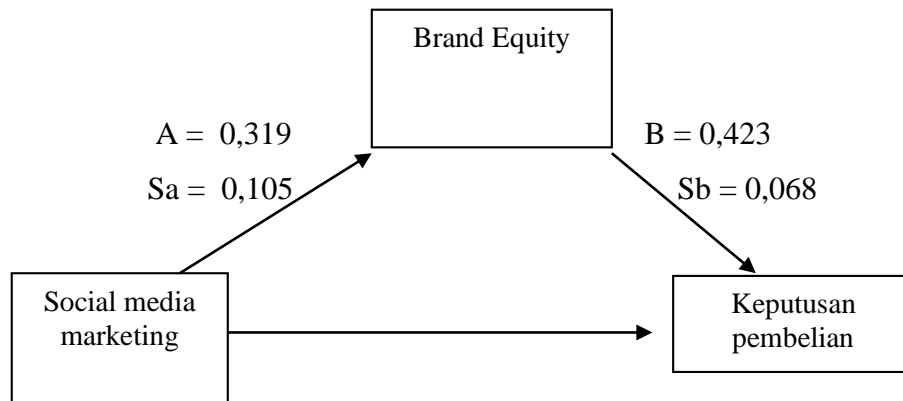
| Model | | Collinearity Statistics | |
|-------|------------------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | Social media marketing | .335 | 2.987 |
| | Brand Awareness | .281 | 3.555 |
| | Brand Equity | .334 | 2.994 |

a. Dependent Variable: Keputusan pembelian

Lampiran 4. Pengujian Sobel Test

A. Pengaruh *Social Media Marketing* Terhadap Keputusan Pembelian Melalui *Brand Equity*

Hasil pengolahan data dengan path analisis diperoleh hasil sebagai berikut :



A:
B:
SE_A:
SE_B: 0.068

Sobel test statistic:2,729910

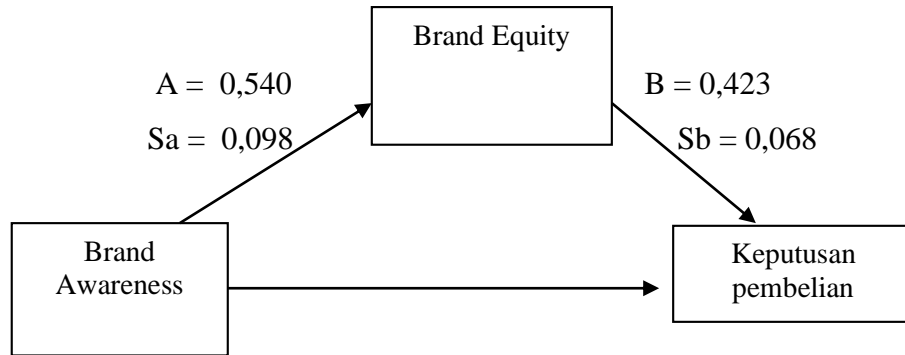
One-tailed probability:0.003167

Two-tailed probability:0.006335

B. Pengaruh *Brand Awereness* Terhadap Keputusan Pembelian Melalui

Brand Equity

Hasil pengolahan data dengan path analisis diperoleh hasil sebagai berikut :



A:

B:

SE_A:

SE_B: 0.068

Sobel test statistic:4.124695

One-tailed probability:0.000018

Two-tailed probability:0.000037