LAMPIRAN I

KUESIONER

Kepada

YTH. Bapak/Ibu/Saudara/i Responden

Dengan Hormat

Bersama ini saya menyampaikan permohonan kepada Bapak/ibu/Saudara/i para pengguna aplikasi *Grabfood* untuk mengisi daftar pernyataan secara sukarela, jujur dan benar. Adapun pernyataan ini dimaksudkan untuk mengetahui bagaimana keputusan pembelian yang dilakukan oleh pengguna *Grabfood* di kota Semarang Tengah.

Penelitian ini hanya untuk kepentingan ilmiah, sehingga saya akan menjamin kerahasian dari semua pendapat/opini atau komentar yang Bapak/Ibu/Saudara/I berikan. Dengan hal ini besar harapan saya Bapak/Ibu/Saudara/i berkenan mengisi semua pernyataan dalam kusioner ini

Demikian surat permohonan yang saya ajukan, atas ketersedian dan partisipasi Bapak/Ibu/Saudara/i, saya ucapkan terimakasih.

Semarang, Februari 2019

Hormat Saya,

Mega Muktiani

IDENTITAS RESPONDEN

Petunjuk Pengisian

Berilah tanda (√) pada salah satu jawaban tertera pada daftar pernyataan SS/S/N/TS/STS pada kolom yang telah disediakan dan kemudian tuliskan alasannya anda sudah memilih jawaban tersebut.

Isilah Identitas diri Ibu/Bapak/Saudara/i sesuai dengan keadaan yang sebenarnya.

1. Nama = _____
2. Umur = a. 19-25 tahun
   b. 26-30 tahun
   c. 36-40 tahun
   d. > 40 tahun
3. Jenis Kelamin = a. Pria
   b. Wanita
4. Tingkat Pendidikan = a. SD/SMP
   b. SMA/MA
   c. Diploma
   d. Sarjana
5. Pekerjaan = a. PNS
   b. Pegawai Swasta
   c. *Entrepreneur*
   d. Pelajar/Mahasiswa
   e. Lainnya, ……

Berilah jawaban atas pernyataan-pernyaatan pada lembar selanjutnya dengan tanda (√), yaitu 1-5 untuk setiap pernyataan dengan ketentuan bobot sebagai berikut:

1. Sangat Setuju Bobot 5
2. Setuju Bobot 4
3. Netral Bobot 3
4. Tidak Setuju Bobot 2
5. Sangant Tidak Setuju Bobot 1

a. Konten Digital Marketing

No	Pernyataan	SS	S	N	TS	STS
		5	4	3	2	1
1	Menurut saya, konten yang menarik pada search menu aplikasi *Grabfood* akan memudahkan saya dalam memilih					
2	Menurut saya, fitur-fitur pada aplikasi grabfood mudah dalam penggunaannya					
3	Menurut saya, konten *Grabfood* memberikan bujukan seperti gambar, rincian harga yang tranparansidan rating pelanggan					
4	Menurut saya, aplikasi Grabfood dapat mengizinkan saya mengatur koten pilihan menu pada tampilan order food yang disediakan.					
5	Menurut saya, aplikasi memberikan informasi yang jelas, baik bagi pengguna atau pengantar melalui chat/telp					

Menurut pendapat Bapak/Ibu/Saudara/i apa yang membedakan konten digital pada Grabfood dengan aplikasi lainnya. Jelaskan!

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b. New Media

No	Pernyataan	SS	S	N	TS	STS
		5	4	3	2	1
1	Menurut saya, aplikasi *Grabfood* dapat membroadcast informasi terbaru kepada semua member					
2	Menurut saya, transparansi pengguna dan pengantar ketika memberikan layanan pesan antar yaitu melalui menu chat personal maupun media telpon					
3	Menurut saya, aplikasi *Grabfood* sangat mudah menemukan lokasi pesanan bahkan waktu pesanan sampai kepengguna dijelaskan					
4	Saya bisa mendiskusikan pesanan dengan pengantar menu yang disediakan pada kedai-kedai yang disediakan di aplikasi					
5	Saya maupun pengantar pada aplikasi memberikan feedback seperti *Grabreward* karna sudah melayani/dilayani dengan baik					

Menurut pendapat Bapak/Ibu/Saudara/i media yang disampaikan pada *Grabfood* sudah fleksibel atau bersifat interaktif dalam menyampaikan informasi yang anda butuhkan. Jelaskan!

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c. Minat Beli

No	Pernyataan	SS	S	N	TS	STS
		5	4	3	2	1
1	Menurut saya, aplikasi *Grabfood* yang sudah saya pilih untuk memenuhi kebutuhan					
2	Informasi aplikasi *Grabfood* sudah saya pilih karna produk menunya transparansi					
3	Saya memesan di aplikasi *Grabfood* karena ingin membeli menu tersebut					
4	Menurut saya, aplikasi *Grabfood* telah saya referensikan kepada pengguna lain					
5	Menurut saya, aplikasi *Grabfood* telah memberikan transaksional yang mudah dan transparansi dengan pengantar					

Menurut pendapat Bapak/Ibu/Saudara/iketika transaksi pasca pembelian pada aplikasi *Grabfood* sudah membandingkan pada aplikasi lainnya. Jelaskan!

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d. Keputusan Pembelian

No	Pernyataan	SS	S	N	TS	STS
		5	4	3	2	1
1	Menurut saya, pembelian produk di aplikasi *Grabfood* karna adanya suatu kebutuhan untuk pribadi saya					
2	Saya memesan makanan/minuman di aplikasi *Grabfood*, sebelumnya sudah mempertimbangkan pada aplikasi/situs lain					

3	Menurut saya, keputusan pembelian di aplikasi *Grabfood* merupakan aplikasi yang tepat untuk memenuhi kebutuhan saya					
4	Saya merasa nyaman dan puas setelah melakukan pembelian di aplikasi *Grabfood*					
5	Menurut saya, Layanan pesan antar secara online sebagai alternative yang sangat memudahkan saya					

Menurut pendapat Bapak/Ibu/Saudara/i dengan adanya penawaran seperti program *discount* harga antar makanan yang dilaksanakan untuk meningkatkan suatu keputusan pembelian. Jelaskan!

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Terimakasih ☺

LAMPIRAN II

HASIL KUESIONER

A. VARIABEL KUESIONER

RESP	Konten Digital					tot	New Media					tot	Minat Beli					tot	Keputusan Pembelian					tot
	P1	P2	P3	P4	P5		P6	P7	P8	P9	P10		P11	P12	P13	P14	P15		P16	P17	P18	P19	P20	
1	4	4	3	4	5	**20**	4	4	4	4	5	**21**	2	3	4	3	3	**15**	4	4	5	4	4	**21**
2	4	3	4	4	4	**19**	4	3	4	2	4	**17**	3	4	4	4	4	**19**	4	4	4	3	4	**19**
3	4	4	3	4	4	**19**	4	5	3	4	5	**21**	5	4	5	5	5	**24**	4	5	5	3	5	**22**
4	4	5	4	4	5	**22**	5	5	4	5	3	**22**	4	4	5	4	5	**22**	5	5	4	4	5	**23**
5	2	3	3	2	3	**13**	3	3	2	4	3	**15**	3	2	4	3	4	**16**	4	3	3	4	4	**18**
6	4	3	4	2	4	**17**	3	4	2	4	4	**17**	4	4	4	5	5	**22**	4	5	4	3	5	**21**
7	3	4	3	3	4	**17**	3	4	4	4	4	**19**	5	5	4	5	5	**24**	5	4	4	5	4	**22**
8	4	4	5	2	4	**19**	2	5	4	5	5	**21**	4	2	4	4	4	**18**	4	4	4	4	5	**21**
9	3	4	4	3	4	**18**	3	4	4	3	4	**18**	3	3	3	2	3	**14**	3	4	3	3	3	**16**
10	3	4	3	2	5	**17**	4	5	4	5	4	**22**	4	3	1	3	2	**13**	5	5	4	4	5	**23**
11	4	3	4	2	5	**18**	4	5	4	4	3	**20**	3	4	3	3	4	**17**	4	5	3	4	5	**21**
12	5	5	5	5	5	**25**	4	5	5	5	5	**24**	5	5	5	3	5	**23**	5	4	4	3	3	**19**
13	5	4	4	5	5	**23**	4	5	5	4	5	**23**	4	4	5	4	5	**22**	5	5	4	4	5	**23**
14	4	3	3	2	4	**16**	3	4	2	3	3	**15**	3	2	4	3	4	**16**	4	2	3	3	4	**16**
15	3	3	3	3	3	**15**	3	3	3	3	3	**15**	3	4	3	4	3	**17**	3	3	4	3	2	**15**
16	5	5	5	4	4	**23**	5	5	4	4	5	**23**	5	5	5	5	5	**25**	5	5	5	5	5	**25**
17	3	4	2	3	4	**16**	5	4	3	3	4	**19**	3	4	4	4	4	**19**	3	4	4	3	4	**18**
18	4	4	4	3	4	**19**	3	4	4	4	4	**19**	4	4	5	5	5	**23**	4	4	4	5	5	**22**
19	2	2	4	4	3	**15**	4	4	4	4	5	**21**	2	4	4	4	4	**18**	4	4	2	3	5	**18**
20	4	4	4	4	4	**20**	3	4	4	4	4	**19**	3	3	4	4	4	**18**	4	4	3	3	3	**17**
21	3	3	3	3	2	**14**	2	2	2	2	2	**10**	2	2	2	2	2	**10**	2	4	4	3	3	**16**
22	3	3	2	2	4	**14**	2	3	3	2	3	**13**	4	3	3	3	2	**15**	3	4	3	3	3	**16**
23	3	3	4	2	4	**16**	4	4	2	4	4	**18**	2	2	4	3	4	**15**	4	3	4	3	4	**18**
24	1	2	2	1	1	**7**	2	1	1	2	1	**7**	2	2	1	2	1	**8**	1	1	2	2	2	**8**
25	4	4	4	4	5	**21**	4	5	4	4	5	**22**	4	5	5	5	4	**23**	4	5	4	5	5	**23**

RESP	Konten Digital					tot	New Media					tot	Minat Beli					tot	Keputusan Pembelian					tot
	P1	P2	P3	P4	P5		P6	P7	P8	P9	P10		P11	P12	P13	P14	P15		P16	P17	P18	P19	P20	
26	4	4	3	4	4	**19**	4	4	3	5	5	**21**	4	4	4	4	3	**19**	5	2	4	4	4	**19**
27	4	5	5	4	5	**23**	4	4	4	5	5	**22**	4	4	4	4	5	**21**	4	4	4	4	5	**21**
28	4	4	4	4	4	**20**	4	4	4	4	4	**20**	4	4	4	4	4	**20**	4	4	4	4	4	**20**
29	2	1	2	2	1	**8**	1	1	1	1	2	**6**	2	1	1	1	1	**6**	1	2	2	2	2	**9**
30	1	1	1	1	1	**5**	1	1	1	1	1	**5**	1	1	1	1	1	**5**	1	1	1	1	1	**5**
31	5	4	4	4	4	**21**	3	4	4	4	3	**18**	3	3	3	3	4	**16**	3	3	2	3	3	**14**
32	4	5	5	4	5	**23**	4	4	4	5	5	**22**	4	4	4	4	5	**21**	4	4	4	4	5	**21**
33	4	4	4	4	4	**20**	4	4	4	4	4	**20**	4	4	4	4	4	**20**	4	4	4	4	4	**20**
34	2	1	2	2	1	**8**	1	1	1	1	1	**5**	2	2	1	1	1	**7**	1	1	2	2	2	**8**
35	1	1	1	1	1	**5**	1	1	1	1	1	**5**	1	1	1	1	1	**5**	1	1	1	1	1	**5**
36	5	4	4	4	4	**21**	3	4	4	4	4	**19**	3	3	3	3	4	**16**	3	4	3	3	4	**17**
37	5	5	5	4	5	**24**	4	4	4	4	4	**20**	4	4	4	3	4	**19**	4	4	3	4	5	**20**
38	3	4	3	3	4	**17**	4	4	4	3	4	**19**	3	4	4	2	4	**17**	4	3	3	3	4	**17**
39	5	5	5	5	5	**25**	3	5	5	5	5	**23**	1	5	5	5	1	**17**	5	5	3	5	5	**23**
40	5	5	5	4	5	**24**	4	4	3	4	5	**20**	3	3	5	3	3	**17**	5	1	2	2	5	**15**
41	5	5	5	5	5	**25**	5	5	5	5	5	**25**	5	5	5	5	5	**25**	4	5	5	5	5	**24**
42	5	5	4	5	5	**24**	4	5	5	5	5	**24**	4	4	4	4	5	**21**	4	4	5	4	5	**22**
43	4	4	5	4	5	**22**	3	4	2	4	5	**18**	3	3	3	4	5	**18**	4	5	3	4	5	**21**
44	5	5	5	1	5	**21**	5	5	5	5	5	**25**	5	3	3	5	4	**20**	5	3	5	5	5	**23**
45	5	5	5	5	5	**25**	5	5	5	5	5	**25**	5	5	5	5	5	**25**	5	5	5	5	5	**25**
46	3	3	3	3	3	**15**	3	3	3	3	3	**15**	3	3	3	3	3	**15**	3	3	3	3	3	**15**
47	2	2	2	2	2	**10**	2	2	2	2	2	**10**	3	2	2	3	2	**12**	2	2	2	2	2	**10**
48	5	5	5	5	5	**25**	5	5	5	5	5	**25**	5	5	5	5	5	**25**	5	3	3	4	5	**20**
49	4	4	3	4	4	**19**	3	4	4	3	5	**19**	5	4	5	4	4	**22**	5	3	4	4	4	**20**
50	2	2	3	2	2	**11**	2	2	2	2	2	**10**	3	3	3	3	3	**15**	2	2	2	3	2	**11**
51	5	5	5	5	5	**25**	5	5	5	5	5	**25**	5	5	5	1	1	**17**	5	5	5	5	5	**25**
52	4	4	4	4	4	**20**	3	4	4	4	3	**18**	1	3	4	2	3	**13**	3	3	3	2	4	**15**

RESP	Konten Digital					tot	New Media					tot	Minat Beli					tot	Keputusan Pembelian					tot
	P1	P2	P3	P4	P5		P6	P7	P8	P9	P10		P11	P12	P13	P14	P15		P16	P17	P18	P19	P20	
53	4	4	5	4	4	**21**	4	4	2	3	3	**16**	3	3	3	3	3	**15**	3	2	3	3	3	**14**
54	4	5	4	5	5	**23**	5	5	5	5	5	**25**	5	5	5	5	4	**24**	5	5	4	5	5	**24**
55	4	4	4	5	5	**22**	4	4	4	4	4	**20**	4	4	4	5	4	**21**	4	4	5	5	5	**23**
56	5	5	5	5	5	**25**	4	4	5	5	5	**23**	5	5	5	4	5	**24**	5	3	4	4	4	**20**
57	3	3	3	4	3	**16**	4	4	3	3	5	**19**	2	3	4	1	3	**13**	4	2	3	2	4	**15**
58	5	4	4	4	3	**20**	4	4	4	4	4	**20**	4	4	4	3	4	**19**	4	4	4	5	5	**22**
59	4	5	4	4	4	**21**	3	4	4	4	4	**19**	3	3	4	4	4	**18**	4	4	3	4	5	**20**
60	5	5	5	5	5	**25**	5	5	5	5	5	**25**	5	5	5	5	5	**25**	5	5	5	5	5	**25**
61	4	4	4	4	4	**20**	4	4	4	4	4	**20**	4	4	4	4	4	**20**	4	4	4	4	4	**20**
62	4	5	4	4	4	**21**	4	4	4	4	4	**20**	4	4	4	4	4	**20**	4	4	4	4	4	**20**
63	5	5	5	5	5	**25**	5	5	5	5	5	**25**	5	5	5	5	5	**25**	5	5	5	5	5	**25**
64	4	4	4	4	4	**20**	4	4	4	4	4	**20**	4	4	3	4	4	**19**	4	4	3	4	4	**19**
65	5	4	4	4	4	**21**	4	4	4	4	4	**20**	4	3	4	4	4	**19**	4	4	4	4	4	**20**
66	5	4	5	4	5	**23**	3	4	5	5	3	**20**	3	3	3	4	4	**17**	4	2	4	3	5	**18**
67	4	4	4	4	4	**20**	4	4	4	4	5	**21**	4	4	5	4	4	**21**	4	3	3	4	4	**18**
68	3	3	3	3	3	**15**	3	3	3	3	3	**15**	3	3	3	3	3	**15**	3	3	3	3	3	**15**
69	4	4	3	4	4	**19**	4	4	3	4	3	**18**	4	4	4	4	4	**20**	4	4	4	4	4	**20**
70	3	3	3	4	3	**16**	4	3	4	4	4	**19**	4	3	4	3	4	**18**	4	3	4	3	4	**18**
71	3	3	4	3	4	**17**	3	4	4	4	4	**19**	3	4	3	3	4	**17**	3	4	3	4	4	**18**
72	4	5	4	3	4	**20**	3	3	3	4	4	**17**	4	4	4	4	4	**20**	3	4	4	4	4	**19**
73	2	2	3	2	3	**12**	2	2	2	3	3	**12**	2	3	2	3	3	**13**	1	2	2	2	2	**9**
74	4	5	4	5	5	**23**	4	5	5	5	5	**24**	5	5	5	5	5	**25**	5	5	5	5	5	**25**
75	4	3	4	4	4	**19**	4	4	4	4	4	**20**	2	4	3	3	4	**16**	3	2	3	4	4	**16**
76	4	5	5	5	4	**23**	4	5	4	5	4	**22**	5	5	5	5	5	**25**	5	4	5	4	5	**23**
77	3	3	3	3	3	**15**	3	3	3	3	3	**15**	3	3	3	3	3	**15**	3	3	3	3	3	**15**
78	5	3	4	5	2	**19**	4	4	3	4	4	**19**	4	4	4	4	4	**20**	4	4	4	4	4	**20**
79	5	4	5	5	5	**24**	3	5	5	5	5	**23**	5	3	5	5	5	**23**	5	5	5	3	5	**23**

RESP	Konten Digital					tot	New Media					tot	Minat Beli					tot	Keputusan Pembelian					tot
	P1	P2	P3	P4	P5		P6	P7	P8	P9	P10		P11	P12	P13	P14	P15		P16	P17	P18	P19	P20	
80	5	5	5	5	5	**25**	5	5	5	5	5	**25**	5	5	5	5	5	**25**	5	5	5	5	5	**25**
81	2	2	2	3	1	**10**	2	1	2	2	2	**9**	2	2	2	2	1	**9**	2	2	3	2	2	**11**
82	5	4	5	4	4	**22**	4	4	4	5	4	**21**	4	4	5	5	5	**23**	4	4	4	4	4	**20**
83	4	4	4	3	4	**19**	4	4	4	4	4	**20**	4	4	4	4	4	**20**	4	4	4	4	4	**20**
84	4	4	4	4	4	**20**	4	4	4	4	4	**20**	5	4	5	4	4	**22**	5	3	5	4	4	**21**
85	3	3	3	3	3	**15**	3	3	3	3	3	**15**	3	3	3	3	3	**15**	3	3	3	3	3	**15**
86	4	2	4	3	4	**17**	3	5	5	5	4	**22**	4	4	2	3	4	**17**	2	4	3	4	5	**18**
87	5	5	4	4	4	**22**	2	4	4	4	4	**18**	4	4	4	4	4	**20**	4	4	4	4	4	**20**
88	5	5	5	1	5	**21**	5	5	5	5	5	**25**	5	5	5	4	5	**24**	2	5	5	2	5	**19**
89	5	5	5	5	5	**25**	1	3	1	5	4	**14**	4	4	4	4	4	**20**	4	4	4	4	2	**18**
90	3	4	3	3	5	**18**	3	4	4	4	4	**19**	4	3	3	4	4	**18**	4	5	4	4	5	**22**
91	2	2	1	3	1	**9**	3	2	1	2	1	**9**	2	1	2	3	1	**9**	2	3	2	1	1	**9**
92	5	4	5	4	4	**22**	4	4	4	4	4	**20**	5	5	4	4	4	**22**	4	4	3	2	4	**17**
93	3	3	3	3	4	**16**	4	4	4	4	4	**20**	4	4	4	3	4	**19**	4	2	3	4	4	**17**
94	5	4	4	2	4	**19**	4	4	4	4	5	**21**	4	4	4	4	4	**20**	4	4	4	4	4	**20**
95	3	4	4	4	4	**19**	4	4	4	4	4	**20**	4	4	4	4	4	**20**	4	4	4	4	4	**20**
96	5	5	4	4	4	**22**	4	4	5	5	5	**23**	4	4	5	5	4	**22**	5	5	4	4	3	**21**
97	4	4	4	3	5	**20**	3	4	5	4	4	**20**	4	5	5	4	5	**23**	4	4	4	4	5	**21**
98	5	5	2	3	5	**20**	2	5	5	5	4	**21**	4	5	3	3	5	**20**	3	4	4	4	5	**20**
99	4	4	4	4	4	**20**	4	4	4	4	4	**20**	4	4	4	4	4	**20**	4	4	4	4	4	**20**
100	5	3	4	4	4	**20**	3	2	2	2	3	**12**	3	3	3	2	2	**13**	4	4	3	4	5	**20**

B. RANGKUMAN HASIL RESPONDEN

NO	NAMA	JENIS KELAMIN	PEKERJAAN	TINGKAT PENDIDIKAN	UMUR
1	Ani	P	PNS	S1	19-25
2	Dhika	L	Pegawai Swasta	S1	19-25
3	Nurul Trio Saputra	L	PNS	S1	26-30
4	Nahdla Atika	P	Pegawai Swasta	S1	19-25
5	Rendragraha Variantoro	P	Pegawai Swasta	S1	26-30
6	Ati Rusiyani	P	PNS	S2	36-40
7	Irma	P	Pegawai Swasta	S1	19-25
8	Khuswatun Khasanah	P	Pegawai Swasta	S1	19-25
9	Kiki Fatihatul Makiah	P	Mahasiswi	SMA/MA	19-25
10	Khansa	P	Pegawai Swasta	S1	19-25
11	Maily	P	Pegawai Swasta	S1	19-25
12	Hanggara Bagus Setyawan	L	Pegawai Swasta	S1	26-30
13	Sugiyo Pranoto	L	PNS	S1	36-40
14	Naila	P	Pegawai Swasta	S1	19-25
15	Maulida Trisjayanti	P	Mahasiswi	S1	26-30
16	Haviz Faisal	L	PNS	S1	>40
17	Yana Josep	P	PNS	S2	>40
18	Rahma Wulan Idayanti	P	PNS	S1	36-40
19	Yulia	P	Pegawai Swasta	S1	19-25
20	Irna Maryana	P	PNS	S1	19-25
21	Rizki Novini	P	PNS	S1	19-25
22	Dwi Mulyaningsih	P	Pegawai Swasta	S1	26-30
23	Sanusi	L	PNS	S1	26-30
24	Pittoyo	L	PNS	S1	26-30
25	Munadirin	L	Enterpreneur	S1	26-30
26	Bintang Firdaus Fatikhin	L	Enterpreneur	S1	26-30
27	Wati	P	Pegawai Swasta	S1	26-30
28	Lia Setyarini	P	Mahasiswi	S1	19-25
29	Aditya Nikolas	L	Pegawai Swasta	S1	19-25
30	Khusnul Khotimah	P	Pegawai Swasta	S1	26-30
31	Bima Ganteng	L	Enterpreneur	S1	19-25
32	Maftuh Ahnan	L	Pegawai Swasta	S1	19-25
33	Yuliandi pradita	L	Pegawai Swasta	SMA/MA	19-25
34	Soffiana Yuniar Wibowo	P	Pegawai Swasta	S1	19-25
35	Doni	L	Pegawai Swasta	S1	19-25
36	Muhammad Aan Basari	L	Pegawai Swasta	S1	19-25
37	Rina Fitrohati	L	Mahasiswi	SMA/MA	19-25
38	Arga Pradipta	L	Pegawai Swasta	SMA/MA	19-25
39	Syafa	P	Pegawai Swasta	SMA/MA	19-25
40	Tri Reza Hardiyanti	P	Mahasiswi	SMA/MA	19-25

NO	NAMA	JENIS KELAMIN	PEKERJAAN	TINGKAT PENDIDIKAN	UMUR
41	Sintya Afrelian	P	Pegawai Swasta	S1	19-25
42	Alfia Purwanti	P	Mahasiswi	S1	19-25
43	Tania Sifana	P	PNS	S1	19-25
44	Mustofa	L	PNS	S1	19-25
45	Fina Iffatul Maula	P	Pegawai Swasta	S1	19-25
46	Lia Rosiana	P	Pegawai Swasta	S1	19-25
47	Galuh Laksmita Ranggi	P	Pegawai Swasta	S1	19-25
48	Eli	P	Pegawai Swasta	S1	19-25
49	Bayun	P	Pegawai Swasta	S1	19-25
50	Intan	P	Pegawai Swasta	S1	19-25
51	Ayu	P	P3K	S1	36-40
52	Syindi	P	Mahasiswi	SMA/MA	19-25
53	Gebri	P	Mahasiswi	SMA/MA	19-25
54	Aninda Rengganis	P	Mahasiswi	SMA/MA	19-25
55	Funi Rosalin	P	Mahasiswi	DIPLOMA	19-25
56	Dea Karina	P	Pegawai Swasta	S1	19-25
57	Anggita	P	Mahasiswi	DIPLOMA	19-25
58	Isti	P	Mahasiswi	S1	19-25
59	Nurul	L	Mahasiswi	S1	19-25
60	Dita Ardiana	P	Mahasiswi	DIPLOMA	19-25
61	Disi Sabatini	P	PNS	S1	26-30
62	Elma Herdiana	P	Pegawai Swasta	DIPLOMA	19-25
63	Putri	P	Pegawai Swasta	DIPLOMA	19-25
64	Sukma	P	Pegawai Swasta	SMA/MA	19-25
65	Muhammad Ahyat	L	Pegawai Swasta	SMA/MA	19-25
66	Yasinta Dea Erasseptiani	P	Mahasiswi	SMA/MA	19-25
67	Prawitasari Krisnaningrum	P	Mahasiswi	SMA/MA	19-25
68	Aldi Andika	L	Mahasiswi	SMA/MA	19-25
69	Shella Ika Oktaviani	P	Pegawai Swasta	SMA/MA	19-25
70	Dana	P	Pegawai Swasta	SMA/MA	19-25
71	Giska	P	Pegawai Swasta	SMA/MA	19-25
72	Dwi Priyanti	P	Pegawai Swasta	S1	19-25
73	Ayyu	P	PNS	S1	19-25
74	Ria	P	PNS	S1	19-25
75	Ikbal	L	PNS	S1	19-25
76	Sari	P	Enterpreneur	S1	19-25
77	Sri Hastuti	P	Mahasiswi	DIPLOMA	19-25
78	Sarlita	P	Mahasiswi	DIPLOMA	19-25
79	Chusnul chotimah	P	Pegawai Swasta	S1	26-30
80	Nadia	P	Mahasiswi	SMA/MA	19-25
81	Dzulfikar	L	Pegawai BUMN	DIPLOMA	19-25
82	Bintang Baskara	L	Pegawai Swasta	DIPLOMA	19-25
83	Pijar	L	Pegawai Swasta	DIPLOMA	19-25

NO	NAMA	JENIS KELAMIN	PEKERJAAN	TINGKAT PENDIDIKAN	UMUR
84	Azmi	L	Pegawai Swasta	DIPLOMA	19-25
85	Vita	P	Pegawai Swasta	SMA/MA	19-25
86	Alya	L	Mahasiswi	SMA/MA	19-25
87	Dina	P	Bidan	S1	26-30
88	Farah	P	Kesmas	S1	36-40
89	Kintan	P	Mahasiswi	SMA/MA	19-25
90	Wiguna	P	Mahasiswa	SMA/MA	19-25
91	Adi Nugraha	L	Mahasiswa	DIPLOMA	19-25
92	Ayu	P	Mahasiswi	SMA/MA	19-25
93	Wiwin	P	Mahasiswi	SMA/MA	19-25
94	Nurul	P	Mahasiswi	SMA/MA	19-25
95	Furqon	L	Mahasiswa	SMA/MA	19-25
96	Nandha	P	Mahasiswi	SMA/MA	19-25
97	Gishela	P	Mahasiswi	SMA/MA	19-25
98	Kiki	P	Mahasiswi	SMA/MA	19-25
99	Diyah Ayu Novita	P	Mahasiswi	SMA/MA	19-25
100	Imam	L	Mahasiswa	S1	19-25

LAMPIRAN III

UJI VALIDITAS DAN REABILITAS

A. UJI VALIDITAS

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	0,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,974	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	70,85	276,917	,804	,972
P2	70,90	274,778	,862	,972
P3	70,92	279,246	,771	,973
P4	71,16	281,368	,646	,974
P5	70,78	273,608	,860	,972
P6	71,21	280,652	,734	,973
P7	70,86	273,718	,896	,971
P8	71,08	273,913	,814	,972
P9	70,85	274,735	,869	,972
P10	70,80	274,545	,866	,972
P11	71,10	278,434	,753	,973
P12	71,07	277,399	,818	,972
P13	70,94	274,845	,828	,972
P14	71,10	278,576	,741	,973
P15	70,96	275,493	,766	,973
P16	70,95	275,098	,841	,972
P17	71,06	279,047	,711	,973
P18	71,09	280,972	,773	,973
P19	71,11	280,382	,763	,973
P20	70,70	276,434	,807	,972

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	TOTAL
P1	Pearson Correlation	1	.793**	.784**	.634**	.751**	.545**	.729**	.678**	.723**	.696**	.607**	.645**	.675**	.549**	.598**	.672**	.560**	.616**	.582**	.653**	.825**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P2	Pearson Correlation	.793**	1	.723**	.611**	.829**	.621**	.771**	.707**	.802**	.750**	.665**	.707**	.746**	.625**	.633**	.753**	.610**	.692**	.656**	.658**	.877**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P3	Pearson Correlation	.784**	.723**	1	.580**	.727**	.565**	.687**	.618**	.747**	.703**	.535**	.611**	.655**	.558**	.610**	.641**	.509**	.522**	.560**	.656**	.794**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P4	Pearson Correlation	.634**	.611**	.580**	1	.517**	.503**	.525**	.539**	.548**	.579**	.430**	.602**	.649**	.460**	.437**	.643**	.449**	.480**	.511**	.445**	.682**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P5	Pearson Correlation	.751**	.829**	.727**	.517**	1	.607**	.850**	.747**	.811**	.789**	.595**	.692**	.675**	.590**	.679**	.748**	.638**	.633**	.657**	.784**	.877**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P6	Pearson Correlation	.545**	.621**	.565**	.503**	.607**	1	.726**	.651**	.620**	.675**	.574**	.650**	.672**	.522**	.553**	.683**	.494**	.610**	.538**	.645**	.760**

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	TOTAL
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P7	Pearson Correlation	.729**	.771**	.687**	.525**	.850**	.726**	1	.819**	.862**	.825**	.646**	.722**	.722**	.631**	.716**	.772**	.683**	.670**	.663**	.818**	.908**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P8	Pearson Correlation	.678**	.707**	.618**	.539**	.747**	.651**	.819**	1	.768**	.743**	.614**	.741**	.648**	.552**	.617**	.660**	.592**	.613**	.629**	.706**	.835**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P9	Pearson Correlation	.723**	.802**	.747**	.548**	.811**	.620**	.862**	.768**	1	.785**	.642**	.691**	.675**	.663**	.704**	.733**	.603**	.666**	.669**	.732**	.883**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P10	Pearson Correlation	.696**	.750**	.703**	.579**	.789**	.675**	.825**	.743**	.785**	1	.627**	.710**	.780**	.622**	.675**	.780**	.603**	.658**	.644**	.751**	.881**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P11	Pearson Correlation	.607**	.665**	.535**	.430**	.595**	.574**	.646**	.614**	.642**	.627**	1	.704**	.638**	.660**	.680**	.658**	.566**	.725**	.626**	.554**	.779**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	TOTAL
P12	Pearson Correlation	.645**	.707**	.611**	.602**	.692**	.650**	.722**	.741**	.691**	.710**	.704**	1	.732**	.643**	.656**	.637**	.616**	.622**	.683**	.622**	.837**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P13	Pearson Correlation	.675**	.746**	.655**	.649**	.675**	.672**	.722**	.648**	.675**	.780**	.638**	.732**	1	.674**	.697**	.794**	.544**	.654**	.581**	.636**	.847**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P14	Pearson Correlation	.549**	.625**	.558**	.460**	.590**	.522**	.631**	.552**	.663**	.622**	.660**	.643**	.674**	1	.723**	.643**	.612**	.640**	.639**	.558**	.769**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P15	Pearson Correlation	.598**	.633**	.610**	.437**	.679**	.553**	.716**	.617**	.704**	.675**	.680**	.656**	.697**	.723**	1	.599**	.543**	.605**	.545**	.653**	.793**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P16	Pearson Correlation	.672**	.753**	.641**	.643**	.748**	.683**	.772**	.660**	.733**	.780**	.658**	.637**	.794**	.643**	.599**	1	.562**	.655**	.704**	.711**	.859**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	TOTAL
P17	Pearson Correlation	.560**	.610**	.509**	.449**	.638**	.494**	.683**	.592**	.603**	.603**	.566**	.616**	.544**	.612**	.543**	.562**	1	.670**	.641**	.639**	.742**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P18	Pearson Correlation	.616**	.692**	.522**	.480**	.633**	.610**	.670**	.613**	.666**	.658**	.725**	.622**	.654**	.640**	.605**	.655**	.670**	1	.677**	.625**	.794**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P19	Pearson Correlation	.582**	.656**	.560**	.511**	.657**	.538**	.663**	.629**	.669**	.644**	.626**	.683**	.581**	.639**	.545**	.704**	.641**	.677**	1	.689**	.786**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P20	Pearson Correlation	.653**	.658**	.656**	.445**	.784**	.645**	.818**	.706**	.732**	.751**	.554**	.622**	.636**	.558**	.653**	.711**	.639**	.625**	.689**	1	.828**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.825**	.877**	.794**	.682**	.877**	.760**	.908**	.835**	.883**	.881**	.779**	.837**	.847**	.769**	.793**	.859**	.742**	.794**	.786**	.828**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

B. UJI REABILITAS

Reliability Konten Digital

Reliability Statistics

Cronbach's Alpha	N of Items
,918	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	15,08	13,852	,855	,887
P2	15,13	13,811	,855	,887
P3	15,15	14,492	,803	,898
P4	15,39	15,028	,643	,930
P5	15,01	13,848	,805	,897

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	0,0
	Total	100	100,0

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

Reliability New Media

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	0,0
	Total	100	100,0

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P6	15,25	16,189	,725	,940
P7	14,90	14,515	,915	,906
P8	15,12	14,450	,828	,923
P9	14,89	14,988	,847	,919
P10	14,84	14,944	,843	,920

Reliability Minat Beli

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	0,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,914	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P11	14,77	14,745	,766	,897
P12	14,74	14,901	,784	,894
P13	14,61	14,362	,786	,893
P14	14,77	14,623	,774	,896
P15	14,63	13,932	,793	,892

Reliability Keputusan Pembelian

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	0,0
	Total	100	100,0

a. Listwise deletion based on all variables in theprocedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,904	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P16	14,88	12,592	,762	,883
P17	14,99	12,737	,719	,893
P18	15,02	13,414	,762	,884
P19	15,04	13,029	,792	,877
P20	14,63	12,538	,777	,879

LAMPIRAN IV

UJI NORMALITAS

- **UJI NORMALITAS 1**

Digital Marketing (X1), New Media (X2) terhadap Mnat Beli (Y1)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	NewMedia, KontenDigital[b]		Enter

a. Dependent Variable: MinatBeli

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862[a]	,743	,738	2,412

a. Predictors: (Constant), NewMedia, KontenDigital

b. Dependent Variable: MinatBeli

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1633,192	2	816,596	140,351	.000[b]
	Residual	564,368	97	5,818		
	Total	2197,560	99			

a. Dependent Variable: MinatBeli

b. Predictors: (Constant), NewMedia, KontenDigital

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,812	1,030		1,759	,082
	KontenDigital	,308	,105	,305	2,942	,004
	NewMedia	,572	,102	,584	5,633	,000

a. Dependent Variable: MinatBeli

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6,21	23,82	18,38	4,062	100
Residual	-6,825	6,075	,000	2,388	100
Std. Predicted Value	-2,995	1,340	,000	1,000	100
Std. Residual	-2,829	2,518	,000	,990	100

a. Dependent Variable: MinatBeli

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,38761115
Most Extreme Differences	Absolute	,079
	Positive	,071
	Negative	-,079
Kolmogorov-Smirnov Z		,792
Asymp. Sig. (2-tailed)		,558

a. Test distribution is Normal.

b. Calculated from data.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	NewMedia, KontenDigital[b]		Enter

a. Dependent Variable: MinatBeli

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862[a]	,743	,738	2,412

a. Predictors: (Constant), NewMedia, KontenDigital

b. Dependent Variable: MinatBeli

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1633,192	2	816,596	140,351	.000[b]
	Residual	564,368	97	5,818		
	Total	2197,560	99			

a. Dependent Variable: MinatBeli

b. Predictors: (Constant), NewMedia, KontenDigital

Coefficients[a]

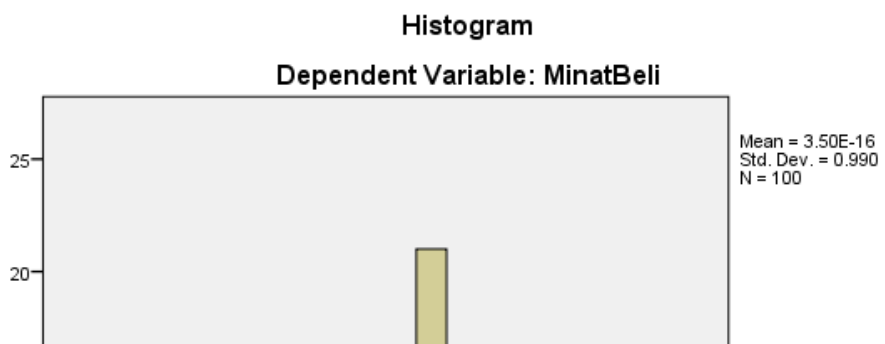
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,812	1,030		1,759	,082
	KontenDigital	,308	,105	,305	2,942	,004
	NewMedia	,572	,102	,584	5,633	,000

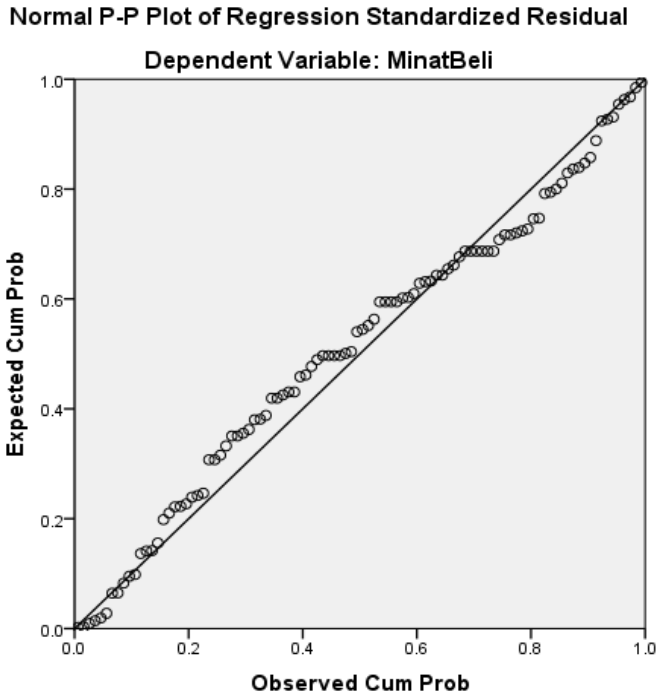
a. Dependent Variable: MinatBeli

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6,21	23,82	18,38	4,062	100
Residual	-6,825	6,075	,000	2,388	100
Std. Predicted Value	-2,995	1,340	,000	1,000	100
Std. Residual	-2,829	2,518	,000	,990	100

a. Dependent Variable: MinatBeli





- **UJI NORMALITAS 2**

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MinatBeli[b]		Enter

a. Dependent Variable: KeptPemb

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845[a]	,714	,711	2,383

a. Predictors: (Constant), MinatBeli

b. Dependent Variable: KeptPemb

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1386,719	1	1386,719	244,281	.000[b]
	Residual	556,321	98	5,677		
	Total	1943,040	99			

a. Dependent Variable: KeptPemb

b. Predictors: (Constant), MinatBeli

Coefficients[a]

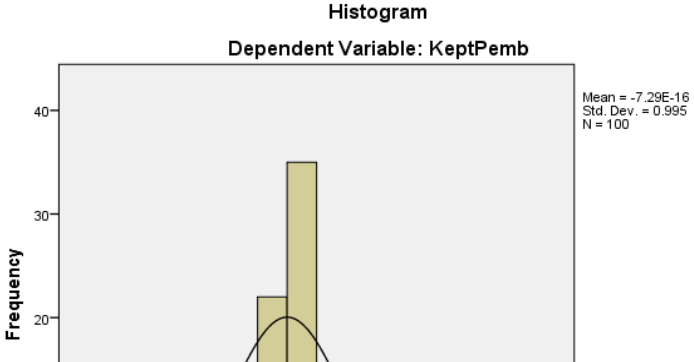
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,039	,964		4,190	,000
	MinatBeli	,794	,051	,845	15,629	,000

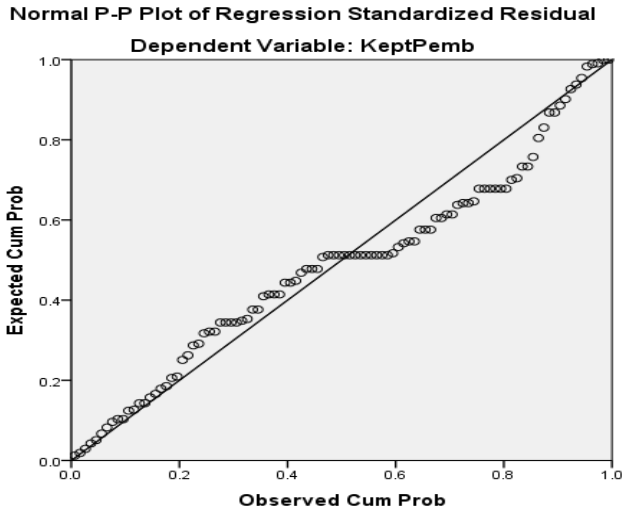
a. Dependent Variable: KeptPemb

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8,01	23,90	18,64	3,743	100
Residual	-5,366	8,634	,000	2,371	100
Std. Predicted Value	-2,840	1,405	,000	1,000	100
Std. Residual					100

a





One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,37052778
Most Extreme Differences	Absolute	,131
	Positive	,131
	Negative	-,076
Kolmogorov-Smirnov Z		1,311
Asymp. Sig. (2-tailed)		,064

a. Test distribution is Normal.

b. Calculated from data.

LAMPIRAN V

UJI MULTIKOLINIERITAS

Descriptive Statistics

	Mean	Std. Deviation	N
minatbeli	18,38	4,711	100
DigitalMarketing	18,94	4,664	100
NewMedia	18,75	4,806	100

Correlations

		minatbeli	DigitalMarketing	NewMedia
Pearson Correlation	minatbeli	1,000	,812	,849
	DigitalMarketing	,812	1,000	,868
	NewMedia	,849	,868	1,000
Sig. (1-tailed)	minatbeli		,000	,000
	DigitalMarketing	,000		,000
	NewMedia	,000	,000	
N	minatbeli	100	100	100
	DigitalMarketing	100	100	100
	NewMedia	100	100	100

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	NewMedia, DigitalMarketing[b]		Enter

a. Dependent Variable: minatbeli

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.862[a]	,743	,738	2,412	,743	140,351	2	97	,000

a. Predictors: (Constant), NewMedia, DigitalMarketing

b. Dependent Variable: minatbeli

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1633,192	2	816,596	140,351	.000[b]
	Residual	564,368	97	5,818		
	Total	2197,560	99			

a. Dependent Variable: minatbeli

b. Predictors: (Constant), NewMedia, DigitalMarketing

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	1,812	1,030		1,759	,082	-,232	3,856		
	DigitalMarketing	,308	,105	,305	2,942	,004	,100	,516	,246	4,059
	NewMedia	,572	,102	,584	5,633	,000	,371	,774	,246	4,059

a. Dependent Variable: minatbeli

Coefficient Correlations[a]

Model			NewMedia	DigitalMarketing
1	Correlations	NewMedia	1,000	-,868
		DigitalMarketing	-,868	1,000
	Covariances	NewMedia	,010	-,009
		DigitalMarketing	-,009	,011

a. Dependent Variable: minatbeli

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	DigitalMarketing	NewMedia
1	1	2,955	1,000	,01	,00	,00
	2	,037	8,906	,98	,05	,08
	3	,008	19,537	,01	,95	,92

a. Dependent Variable: minatbeli

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6,21	23,82	18,38	4,062	100
Residual	-6,825	6,075	,000	2,388	100
Std. Predicted Value	-2,995	1,340	,000	1,000	100
Std. Residual	-2,829	2,518	,000	,990	100

a. Dependent Variable: minatbeli

Descriptive Statistics

	Mean	Std. Deviation	N
keptpemb	18,64	4,430	100
minatbeli	18,38	4,711	100

Correlations

		keptpemb	minatbeli
Pearson Correlation	keptpemb	1,000	,845
	minatbeli	,845	1,000
Sig. (1-tailed)	keptpemb		,000
	minatbeli	,000	
N	keptpemb	100	100
	minatbeli	100	100

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	minatbeli[b]		Enter

a. Dependent Variable: keptpemb

b. All requested variables entered.

Model Summary[b]

					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.845[a]	,714	,711	2,383	,714	244,281	1	98	,000

a. Predictors: (Constant), minatbeli

b. Dependent Variable: keptpemb

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1386,719	1	1386,719	244,281	.000[b]
	Residual	556,321	98	5,677		
	Total	1943,040	99			

a. Dependent Variable: keptpemb

b. Predictors: (Constant), minatbeli

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	4,039	,964		4,190	,000	2,126	5,953					
	minatbeli	,794	,051	,845	15,629	,000	,694	,895	,845	,845	,845	1,000	1,000

a. Dependent Variable: keptpemb

Coefficient Correlations[a]

Model			minatbeli
1	Correlations	minatbeli	1,000
	Covariances	minatbeli	,003

a. Dependent Variable: keptpemb

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	minatbeli
1	1	1,969	1,000	,02	,02
	2	,031	7,967	,98	,98

a. Dependent Variable: keptpemb

Casewise Diagnostics[a]

Case Number	Std. Residual	keptpemb	Predicted Value	Residual
10	3,624	23	14,37	8,634
51	3,129	25	17,54	7,456

a. Dependent Variable: keptpemb

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8,01	23,90	18,64	3,743	100
Residual	-5,366	8,634	,000	2,371	100
Std. Predicted Value	-2,840	1,405	,000	1,000	100
Std. Residual	-2,252	3,624	,000	,995	100

a. Dependent Variable: keptpemb

LAMPIRAN VI

UJI HETEROKEDASITAS

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	NewMedia, KontenDigital[b]		Enter

a. Dependent Variable: MinatBeli

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862[a]	,743	,738	2,412

a. Predictors: (Constant), NewMedia, KontenDigital

b. Dependent Variable: MinatBeli

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1633,192	2	816,596	140,351	.000[b]
	Residual	564,368	97	5,818		
	Total	2197,560	99			

a. Dependent Variable: MinatBeli

b. Predictors: (Constant), NewMedia, KontenDigital

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,812	1,030		1,759	,082
	KontenDigital	,308	,105	,305	2,942	,004
	NewMedia	,572	,102	,584	5,633	,000

a. Dependent Variable: MinatBeli

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6,21	23,82	18,38	4,062	100
Residual	-6,825	6,075	,000	2,388	100
Std. Predicted Value	-2,995	1,340	,000	1,000	100
Std. Residual	-2,829	2,518	,000	,990	100

a. Dependent Variable: MinatBeli

Correlations

			KontenDigital	NewMedia	Unstandardized Residual
Spearman's rho	KontenDigital	Correlation Coefficient	1,000	.750**	,062
		Sig. (2-tailed)		,000	,542
		N	100	100	100
	NewMedia	Correlation Coefficient	.750**	1,000	,057
		Sig. (2-tailed)	,000		,570
		N	100	100	100
	Unstandardized Residual	Correlation Coefficient	,062	,057	1,000
		Sig. (2-tailed)	,542	,570	
		N	100	100	100

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

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MinatBeli[b]		Enter

a. Dependent Variable: KeptPemb

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845[a]	,714	,711	2,383

a. Predictors: (Constant), MinatBeli

b. Dependent Variable: KeptPemb

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1386,719	1	1386,719	244,281	.000[b]
	Residual	556,321	98	5,677		
	Total	1943,040	99			

a. Dependent Variable: KeptPemb

b. Predictors: (Constant), MinatBeli

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,039	,964		4,190	,000
	MinatBeli	,794	,051	,845	15,629	,000

a. Dependent Variable: KeptPemb

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8,01	23,90	18,64	3,743	100
Residual	-5,366	8,634	,000	2,371	100
Std. Predicted Value	-2,840	1,405	,000	1,000	100
Std. Residual	-2,252	3,624	,000	,995	100

a. Dependent Variable: KeptPemb

Correlations

			MinatBeli	Unstandardized Residual
Spearman's rho	MinatBeli	Correlation Coefficient	1,000	,046
		Sig. (2-tailed)		,652
		N	100	100
	Unstandardized Residual	Correlation Coefficient	,046	1,000
		Sig. (2-tailed)	,652	
		N	100	100

LAMPIRAN VII

REGRESI BERGANDA/ *PATH ANALYSIS*

A. UJI DETERMINASI

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	New Media, Konten Digital[b]		Enter

a. Dependent Variable: Minat Beli

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.862[a]	,743	,738	2,412	1,430

a. Predictors: (Constant), New Media, Konten Digital

b. Dependent Variable: Minat Beli

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1633,192	2	816,596	140,351	.000[b]
	Residual	564,368	97	5,818		
	Total	2197,560	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), New Media, Konten Digital

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,812	1,030		1,759	,082
	Konten Digital	,308	,105	,305	2,942	,004
	New Media	,572	,102	,584	5,633	,000

a. Dependent Variable: Minat Beli

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6,21	23,82	18,38	4,062	100
Residual	-6,825	6,075	,000	2,388	100
Std. Predicted Value	-2,995	1,340	,000	1,000	100
Std. Residual	-2,829	2,518	,000	,990	100

a. Dependent Variable: Minat Beli

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Minat Beli[b]		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.845[a]	,714	,711	2,383	1,809

a. Predictors: (Constant), Minat Beli

b. Dependent Variable: Keputusan Pembelian

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1386,719	1	1386,719	244,281	.000[b]
	Residual	556,321	98	5,677		
	Total	1943,040	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Minat Beli

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,039	,964		4,190	,000
	Minat Beli	,794	,051	,845	15,629	,000

a. Dependent Variable: Keputusan Pembelian

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8,01	23,90	18,64	3,743	100
Residual	-5,366	8,634	,000	2,371	100
Std. Predicted Value	-2,840	1,405	,000	1,000	100
Std. Residual	-2,252	3,624	,000	,995	100

a. Dependent Variable: Keputusan Pembelian

B. UJI REGRESI

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	New Media, Konten Digital[b]		Enter

a. Dependent Variable: Minat Beli

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862[a]	,743	,738	2,412

a. Predictors: (Constant), New Media, Konten Digital

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1633,192	2	816,596	140,351	.000[b]
	Residual	564,368	97	5,818		
	Total	2197,560	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), New Media, Konten Digital

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,812	1,030		1,759	,082
	Konten Digital	,308	,105	,305	2,942	,004
	New Media	,572	,102	,584	5,633	,000

a. Dependent Variable: Minat Beli

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Minat Beli, Konten Digital, New Media[b]		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.900[a]	,811	,805	1,958

a. Predictors: (Constant), Minat Beli, Konten Digital, New Media

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1574,874	3	524,958	136,884	.000[b]
	Residual	368,166	96	3,835		
	Total	1943,040	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Minat Beli, Konten Digital, New Media

Coefficients[a]

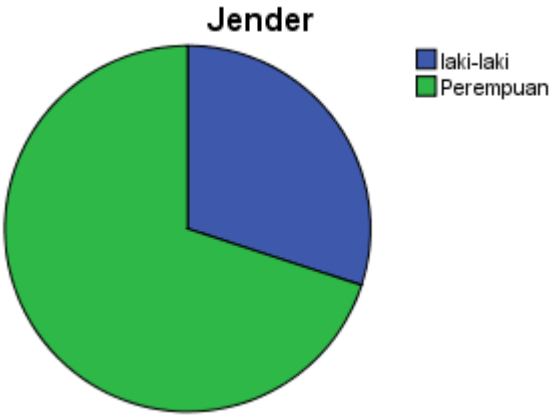
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,130	,850		2,507	,014
	Konten Digital	,182	,089	,192	2,052	,043
	New Media	,405	,095	,440	4,266	,000
	Minat Beli	,297	,082	,316	3,603	,001

a. Dependent Variable: Keputusan Pembelian

C. INFORMASI RESPONDEN

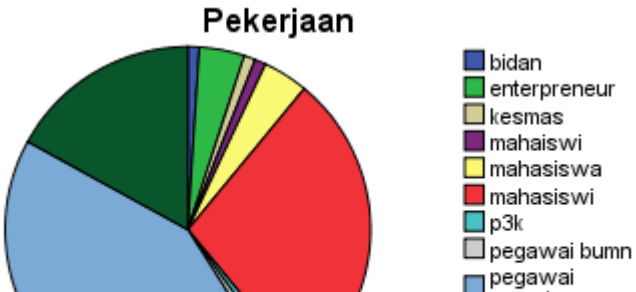
Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki-laki	30	30,0	30,0	30,0
	Perempuan	70	70,0	70,0	100,0
	Total	100	100,0	100,0	



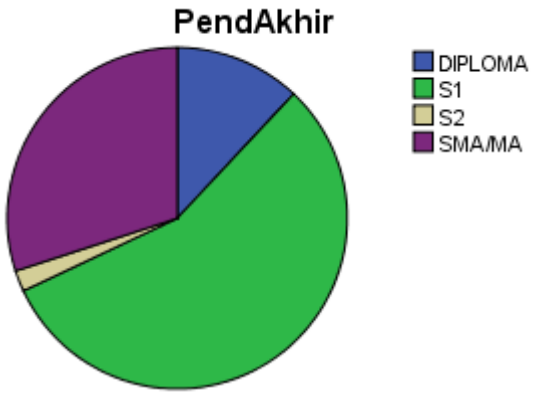
Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	bidan	1	1,0	1,0	1,0
	enterpreneur	4	4,0	4,0	5,0
	kesmas	1	1,0	1,0	6,0
	mahaiswi	1	1,0	1,0	7,0
	mahasiswa	4	4,0	4,0	11,0
	mahasiswi	28	28,0	28,0	39,0
	p3k	1	1,0	1,0	40,0
	pegawai bumn	1	1,0	1,0	41,0
	pegawai swasta	42	42,0	42,0	83,0
	pns	17	17,0	17,0	100,0
	Total	100	100,0	100,0	



PendAkhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DIPLOMA	12	12,0	12,0	12,0
	S1	56	56,0	56,0	68,0
	S2	2	2,0	2,0	70,0
	SMA/MA	30	30,0	30,0	100,0
	Total	100	100,0	100,0	



Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>40	2	2,0	2,0	2,0
	19-25	79	79,0	79,0	81,0
	26-30	14	14,0	14,0	95,0
	36-40	5	5,0	5,0	100,0
	Total	100	100,0	100,0