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# LAMPIRAN



## Lampiran 1 Biodata

### Biodata

#### Identitas Diri

Nama : Salmiah  
Tempat, Tanggal Lahir : Makassar, 1 Januari 2001  
Jenis Kelamin : Perempuan  
Alamat Rumah : Desa Padaelo, Kec. Mallawa, Kab Maros  
Telepon Rumah atau HP : 085215017688  
Alamat *E-mail* : salmiahcamba1111@gmail.com

#### Riwayat Pendidikan

2008 – 2014 : SDN.54 Abbalu  
2014 – 2017 : SMP Negeri 3 Camba  
2017 – 2020 : UPT SMAN 2 Maros

#### Pengalaman Organisasi

1. Bendahara Umum Karang Taruna Desa Padaelo Tahun 2018-2019.
2. Remaja Masjid Nurul Iman Abbalu Desa Padaelo
3. OSIS UPT SMAN 2 Maros (Koordinator Seksi Kreativitas, Keterampilan dan Kewirausahaan) Tahun 2019.
4. Anggota UKM Koperasi Mahasiswa Universitas Hasanuddin Tahun 2020.
5. Anggota Ikatan Mahasiswa Manajemen (IMMAJ) Fakultas Ekonomi dan Bisnis Universitas Hasanuddin

Demikian data ini dibuat dengan sebenarnya.

Makassar, 21 November 2023

Salmiah

## Lampiran 2 Kuesioner Penelitian

### KUESIONER PENELITIAN

#### **PENGARUH *MARKETING MIX* DAN FAKTOR SOSIAL TERHADAP KEPUTUSAN PEMBELIAN MINUMAN YOTTA DI KOTA MAKASSAR**

**(Studi Kasus Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas  
Hasanuddin)**

Responden yang terhormat,

Perkenalkan nama saya Salmiah mahasiswa S1 Program Studi Manajemen. Sehubungan dengan kegiatan penelitian yang saya lakukan dengan judul “Pengaruh *Marketing Mix* dan Faktor Sosial terhadap Keputusan Pembelian minuman Yotta di Kota Makassar (Studi kasus pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Hasanuddin)”, maka saya minta kesediannya untuk mengisi kuesioner ini. Tujuan dari kuesioner ini adalah sebagai bahan masukan yang digunakan untuk memperoleh data yang akurat dalam penyusunan skripsi. Oleh karena itu, mohon kiranya Mahasiswa/Mahasiswi berkenan mengisi kuesioner ini dengan sebaik-baiknya.

Kriteria responden yang dibutuhkan untuk kuesioner ini sebagai berikut:

1. Mahasiswa aktif Fakultas Ekonomi dan Bisnis Universitas Hasanuddin angkatan 2020 dan 2021.
2. Mahasiswa yang pernah membeli minuman Yotta.

Akhir kata, atas kesediaan Mahasiswa/Mahasiswi mengisi kuesioner ini saya ucapkan terima kasih banyak.

Makassar, 21 November 2023

Salmiah

### I. IDENTITAS RESPONDEN

1. Nama/Inisial :
2. Jenis kelamin : L/P
3. Program studi : Ilmu Ekonomi/Manajemen/  
Akuntansi
4. Angkatan : 2020/2021
5. Pernah membeli minuman Yotta : Ya/Tidak

### II. PETUNJUK PENGISIAN

1. Bacalah setiap pernyataan dengan saksama.
2. Mohon untuk mengisi semua pernyataan dengan jujur.
3. Pilihlah salah satu jawaban yang disediakan.
4. Setiap pernyataan terdiri dari empat alternatif jawaban, yaitu:

Skor	Makna Jawaban
4	Sangat Setuju (SS)
3	Setuju (S)
2	Tidak Setuju (TS)
1	Sangat Tidak Setuju (STS)

### III. *Marketing Mix*

No.	Pernyataan	SS	S	TS	STS
	<b>Product</b>				
1	Minuman Yotta memiliki desain kemasan produk yang menarik.				
2	Minuman Yotta memiliki banyak varian rasa dan dengan tampilan yang menarik.				
3	Minuman Yotta sesuai dengan selera konsumen.				
4	Minuman Yotta terbuat dari bahan yang berkualitas.				
	<b>Price</b>				

1	Minuman Yotta memiliki harga yang terjangkau.				
2	Minuman Yotta memiliki harga yang murah dibandingkan dengan pesaing.				
3	Minuman Yotta memiliki harga yang sesuai dengan daya beli konsumen.				
4	Minuman Yotta selalu memberikan diskon untuk menarik konsumen.				
	<b>Place</b>				
1	Yotta memiliki lokasi yang mudah dijangkau oleh konsumen (strategis).				
2	Yotta menggunakan jasa pengiriman yang terpercaya.				
3	Yotta memiliki suasana yang nyaman untuk bersantai.				
4	Yotta menjangkau konsumen baik secara <i>offline</i> maupun <i>online</i> .				
	<b>Promotion</b>				
1	Minuman Yotta memberikan pelayanan khusus kepada konsumen yang memiliki kartu member.				
2	Minuman Yotta melakukan promosi penjualan terus menerus, sehingga konsumen tertarik membeli.				
3	Minuman Yotta mempromosikan produknya dengan menggunakan foto asli.				
4	Minuman Yotta sangat memanfaatkan media sosial dalam memperkenalkan produknya kepada konsumen.				

#### IV. Faktor Sosial

No.	Pertanyaan	SS	S	TS	STS
1	Saya membeli minuman Yotta karena rekomendasi dari teman.				

2	Saya membeli minuman Yotta karena rekomendasi dari keluarga.				
3	Saya membeli minuman Yotta karena memiliki citra yang baik dikalangan konsumen.				
4	Saya membeli minuman Yotta karena banyak orang disekitar saya yang membelinya.				

#### V. Keputusan Pembelian

No.	Pertanyaan	SS	S	TS	STS
1	Saya membeli minuman Yotta karena sesuai dengan selera saya.				
2	Saya membeli minuman Yotta karena tuntutan kebutuhan.				
3	Saya membeli minuman Yotta karena banyaknya <i>review</i> positif di media sosial.				
4	Saya membeli minuman Yotta karena merasa puas dengan pembelian sebelumnya.				

### Lampiran 3 Hasil Perhitungan Kuesion

- *Marketing Mix (X1)*

NO.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X.10	X1.11	X1.12	X1.13	X1.14	X1.15	X1.16	TOTAL X1
1	2	3	3	3	4	4	3	2	3	3	3	3	3	3	3	3	48
2	3	3	3	3	3	2	3	2	3	3	4	4	3	2	3	4	48
3	3	4	2	3	3	2	3	2	3	3	3	3	2	2	3	4	45
4	2	3	3	2	2	3	2	3	2	3	2	3	3	2	2	3	40
5	4	4	3	3	3	3	3	2	4	3	3	3	3	3	3	3	50
6	3	3	3	3	2	2	2	3	3	3	2	3	2	3	3	3	43
7	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	62
8	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
9	3	4	3	3	3	4	3	3	3	3	4	3	4	4	3	4	54
10	3	4	4	3	4	3	3	3	4	3	2	4	3	2	3	3	51
11	2	3	3	2	3	3	3	3	3	3	3	3	2	3	3	3	45
12	3	3	3	3	3	2	3	2	3	3	3	4	3	3	4	3	48
13	4	3	4	4	4	3	4	3	4	3	3	3	3	4	4	4	57
14	3	3	3	3	4	3	3	2	4	3	3	4	3	2	3	4	50
15	4	4	3	3	4	4	3	3	4	3	4	4	3	3	3	4	56
16	3	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	52
17	3	3	3	3	3	2	3	3	3	3	3	3	2	3	3	3	46
18	3	3	3	3	4	3	3	4	4	2	3	3	4	3	3	4	52
19	3	3	3	3	4	4	4	3	4	4	3	4	3	3	3	3	54
20	3	4	3	3	4	3	3	4	4	4	2	4	3	3	4	4	55
12	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	4	47
22	3	4	2	3	2	2	2	3	3	4	3	3	2	3	3	3	45

<b>23</b>	3	3	3	3	3	2	3	2	3	3	3	3	3	3	3	3	<b>46</b>
<b>24</b>	3	4	3	3	3	3	3	2	4	3	2	3	3	4	4	3	<b>50</b>
<b>25</b>	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	<b>62</b>
<b>26</b>	3	4	4	3	3	2	4	3	3	3	2	4	2	3	4	2	<b>49</b>
<b>27</b>	3	3	3	2	2	2	2	2	3	2	2	3	2	2	3	3	<b>39</b>
<b>28</b>	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	<b>63</b>
<b>29</b>	3	4	3	3	4	4	4	3	4	4	3	4	3	4	4	4	<b>58</b>
<b>30</b>	3	4	3	3	3	2	3	3	3	3	2	3	3	3	3	2	<b>46</b>
<b>31</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	<b>64</b>
<b>32</b>	3	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	<b>56</b>
<b>33</b>	3	4	4	3	4	4	4	4	4	4	3	4	3	4	4	4	<b>60</b>
<b>34</b>	3	3	3	4	3	4	3	2	2	2	2	3	2	2	3	4	<b>45</b>
<b>35</b>	4	4	4	4	3	4	4	3	4	4	4	4	3	3	3	4	<b>59</b>
<b>36</b>	4	4	4	4	4	3	3	3	3	3	2	3	3	3	3	3	<b>52</b>
<b>37</b>	2	3	3	3	4	4	4	3	4	4	3	4	3	3	3	3	<b>53</b>
<b>38</b>	3	3	4	3	2	2	3	3	4	2	3	4	4	3	3	4	<b>50</b>
<b>39</b>	4	3	3	3	3	2	3	2	4	3	2	3	2	2	3	4	<b>46</b>
<b>40</b>	2	3	2	3	3	3	3	2	3	3	2	3	2	3	3	3	<b>43</b>
<b>41</b>	3	3	3	3	4	4	4	3	4	4	3	4	3	3	4	4	<b>56</b>
<b>42</b>	4	3	4	3	3	3	3	3	4	3	3	3	3	4	3	4	<b>53</b>
<b>43</b>	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	<b>48</b>
<b>44</b>	3	4	4	3	3	3	3	2	2	3	3	3	4	3	3	3	<b>49</b>
<b>45</b>	3	4	3	4	4	2	3	3	2	2	4	4	3	3	4	3	<b>51</b>
<b>46</b>	3	4	3	2	4	4	4	3	4	2	2	4	3	2	3	3	<b>50</b>
<b>47</b>	3	4	4	4	4	4	4	3	4	4	3	4	3	4	4	4	<b>60</b>
<b>48</b>	2	3	4	3	4	4	4	3	3	3	3	3	4	3	4	4	<b>54</b>
<b>49</b>	2	4	3	3	3	4	4	2	4	3	2	3	2	2	3	3	<b>47</b>
<b>50</b>	3	3	3	3	4	3	3	2	4	3	4	3	2	3	3	3	<b>49</b>

<b>51</b>	4	4	3	4	4	3	4	3	4	4	3	4	4	4	4	4	<b>60</b>
<b>52</b>	3	4	3	4	4	3	3	3	3	4	4	4	3	4	4	3	<b>56</b>
<b>53</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	<b>64</b>
<b>54</b>	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	<b>62</b>
<b>55</b>	3	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	<b>61</b>
<b>56</b>	3	3	3	4	3	2	3	3	3	3	2	3	3	2	3	2	<b>45</b>
<b>57</b>	3	3	3	3	2	2	3	3	2	3	3	3	3	3	3	3	<b>45</b>
<b>58</b>	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	<b>47</b>
<b>59</b>	3	3	3	3	2	1	3	1	3	4	2	4	3	3	3	3	<b>44</b>
<b>60</b>	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	<b>47</b>
<b>61</b>	3	3	4	3	4	3	4	3	4	4	3	4	3	3	3	4	<b>55</b>
<b>62</b>	3	4	3	3	3	3	3	3	4	3	3	4	3	3	3	3	<b>51</b>
<b>63</b>	4	4	4	3	4	4	4	4	4	4	3	4	4	3	4	4	<b>61</b>
<b>64</b>	3	4	3	3	4	2	3	3	3	2	4	3	3	2	3	3	<b>48</b>
<b>65</b>	4	4	4	3	2	3	3	2	4	3	4	4	3	2	2	4	<b>51</b>
<b>66</b>	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	<b>62</b>
<b>67</b>	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	<b>50</b>
<b>68</b>	4	4	4	3	2	2	3	2	4	4	3	4	4	2	3	3	<b>51</b>
<b>69</b>	2	3	3	2	3	4	4	3	4	3	4	4	3	3	3	3	<b>51</b>
<b>70</b>	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	<b>48</b>
<b>71</b>	4	4	4	3	3	3	3	2	3	3	3	3	2	3	3	3	<b>49</b>
<b>72</b>	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	<b>49</b>
<b>73</b>	3	3	3	3	4	4	4	3	4	4	3	2	2	2	3	3	<b>50</b>
<b>74</b>	4	4	3	3	4	3	3	2	4	3	3	3	3	3	3	3	<b>51</b>
<b>75</b>	3	4	3	3	3	2	2	2	3	3	3	3	2	2	3	4	<b>45</b>
<b>76</b>	3	4	4	3	4	3	3	3	4	3	3	4	2	3	3	4	<b>53</b>
<b>77</b>	3	3	3	3	3	2	3	2	3	2	3	3	4	3	2	3	<b>45</b>
<b>78</b>	4	4	4	3	2	2	3	3	4	4	4	4	2	2	4	4	<b>53</b>



<b>79</b>	4	4	4	4	4	4	4	3	4	4	3	4	3	3	4	3	<b>59</b>
<b>80</b>	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	<b>47</b>
<b>81</b>	3	2	4	3	3	2	3	3	3	3	4	3	3	3	4	3	<b>49</b>
<b>82</b>	4	4	3	3	4	4	4	2	4	4	3	3	3	3	4	3	<b>55</b>
<b>83</b>	4	4	4	4	3	4	4	3	4	3	4	3	4	4	4	3	<b>59</b>
<b>84</b>	3	4	3	3	4	4	4	3	4	4	3	4	3	3	4	4	<b>57</b>
<b>85</b>	3	4	4	3	3	3	3	2	3	3	3	3	2	3	3	3	<b>48</b>
<b>86</b>	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	<b>49</b>
<b>87</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	<b>64</b>
<b>88</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	<b>64</b>
<b>89</b>	3	4	3	3	4	3	4	3	3	3	2	3	3	3	3	3	<b>50</b>
<b>90</b>	3	4	4	4	3	2	3	1	4	4	3	4	2	2	4	3	<b>50</b>

- **Faktor Sosial (X2)**

<b>NO.</b>	<b>X2.1</b>	<b>X2.2</b>	<b>X2.3</b>	<b>X2.4</b>	<b>TOTAL X2</b>
1	3	3	2	3	11
2	4	2	3	3	12
3	2	1	2	3	8
4	1	1	1	1	4
5	3	3	4	3	13
6	3	2	3	3	11
7	3	3	4	4	14
8	4	1	4	4	13
9	4	4	3	2	13
10	1	1	4	4	10
11	4	2	2	2	10
12	2	2	3	3	10
13	3	2	2	3	10
14	2	2	3	3	10
15	2	3	4	4	13
16	4	4	4	4	16
17	3	2	3	3	11
18	3	3	2	3	11
19	3	2	3	3	11
20	3	1	3	3	10
12	3	2	3	2	10
22	3	3	3	3	12
23	3	2	3	3	11
24	3	2	3	4	12
25	4	4	4	4	16
26	3	3	3	3	12
27	2	2	3	2	9
28	3	3	3	3	12
29	4	2	3	4	13
30	2	2	2	3	9
31	3	2	4	3	12
32	2	3	3	2	10
33	4	2	4	4	14
34	2	3	3	2	10
35	4	3	4	4	15
36	3	1	3	3	10
37	2	1	3	3	9
38	2	2	4	4	12
39	4	1	3	4	12
40	3	1	3	3	10
41	3	1	3	2	9

42	3	3	4	2	12
43	3	2	3	2	10
44	3	2	4	4	13
45	2	2	4	3	11
46	2	2	2	2	8
47	4	3	4	4	15
48	3	2	3	3	11
49	2	4	3	4	13
50	2	2	3	3	10
51	2	3	4	4	13
52	3	3	4	4	14
53	4	4	4	4	16
54	1	4	4	4	13
55	3	3	3	3	12
56	2	2	3	2	9
57	2	3	3	3	11
58	2	2	3	2	9
59	3	3	3	3	12
60	3	3	3	3	12
61	3	3	3	4	13
62	2	2	3	2	9
63	4	4	3	3	14
64	2	2	3	2	9
65	1	1	3	4	9
66	3	3	4	4	14
67	3	4	3	3	13
68	2	1	4	3	10
69	2	3	3	2	10
70	3	2	3	3	11
71	3	3	3	2	11
72	3	3	3	3	12
73	4	4	3	3	14
74	4	2	4	4	14
75	1	3	4	3	11
76	4	3	4	4	15
77	2	3	3	3	11
78	3	2	4	4	13
79	4	2	4	4	14
80	1	1	2	1	5
81	2	2	3	3	10
82	4	2	3	3	12
83	4	4	4	4	16
84	4	2	4	3	13
85	2	2	3	3	10
86	3	3	3	3	12

<b>87</b>	4	4	4	3	15
<b>88</b>	4	4	4	4	16
<b>89</b>	1	4	3	3	11
<b>90</b>	4	1	4	4	13

- **Keputusan Pembelian (Y)**

<b>NO.</b>	<b>Y1</b>	<b>Y2</b>	<b>Y3</b>	<b>Y4</b>	<b>TOTAL Y</b>
<b>1</b>	3	2	3	3	11
<b>2</b>	3	2	2	3	10
<b>3</b>	2	1	1	1	5
<b>4</b>	3	1	1	1	6
<b>5</b>	4	3	3	4	14
<b>6</b>	3	2	2	3	10
<b>7</b>	4	2	4	4	14
<b>8</b>	3	1	4	4	12
<b>9</b>	3	2	4	4	13
<b>10</b>	3	3	1	3	10
<b>11</b>	3	2	2	3	10
<b>12</b>	3	2	2	3	10
<b>13</b>	4	2	3	3	12
<b>14</b>	4	2	3	4	13
<b>15</b>	3	2	3	3	11
<b>16</b>	4	2	4	4	14
<b>17</b>	3	2	3	3	11
<b>18</b>	3	1	2	3	9
<b>19</b>	3	3	3	3	12
<b>20</b>	3	2	3	3	11
<b>12</b>	2	1	2	3	8
<b>22</b>	2	3	3	2	10
<b>23</b>	3	1	2	3	9
<b>24</b>	3	3	3	3	12
<b>25</b>	4	3	3	4	14
<b>26</b>	3	2	2	4	11
<b>27</b>	2	2	3	2	9
<b>28</b>	4	2	3	3	12
<b>29</b>	4	4	3	3	14
<b>30</b>	3	2	2	2	9
<b>31</b>	3	2	3	3	11
<b>32</b>	4	4	3	3	14
<b>33</b>	3	2	2	3	10
<b>34</b>	3	2	2	3	10
<b>35</b>	4	3	4	4	15

36	3	1	2	4	10
37	2	1	2	2	7
38	3	2	3	3	11
39	2	1	2	3	8
40	2	1	3	1	7
41	3	2	3	3	11
42	3	3	3	4	13
43	2	2	3	2	9
44	3	2	3	4	12
45	3	1	3	3	10
46	3	1	2	2	8
47	4	3	4	4	15
48	3	2	3	3	11
49	4	2	2	4	12
50	4	2	3	3	12
51	4	1	3	4	12
52	4	3	3	4	14
53	4	4	4	4	16
54	4	1	4	4	13
55	4	4	4	4	16
56	3	1	2	3	9
57	3	2	3	3	11
58	3	2	2	3	10
59	2	1	3	2	8
60	3	2	3	3	11
61	3	2	3	3	11
62	4	2	3	4	13
63	4	3	4	4	15
64	3	2	2	3	10
65	2	1	4	3	10
66	4	2	4	4	14
67	4	2	3	3	12
68	4	2	2	4	12
69	3	3	3	4	13
70	3	3	3	3	12
71	3	2	2	3	10
72	4	2	3	3	12
73	3	3	3	3	12
74	4	2	2	4	12
75	3	3	2	3	11
76	4	1	3	4	12
77	3	2	2	3	10
78	4	2	4	4	14
79	4	1	2	4	11
80	2	2	2	3	9

<b>81</b>	3	2	3	3	11
<b>82</b>	3	2	3	3	11
<b>83</b>	4	2	4	4	14
<b>84</b>	4	2	3	4	13
<b>85</b>	4	2	3	4	13
<b>86</b>	3	2	3	3	11
<b>87</b>	4	3	4	4	15
<b>88</b>	4	4	4	4	16
<b>89</b>	3	2	4	4	13
<b>90</b>	4	1	1	4	10

## Lampiran 4 Hasil Olah Data Kuisiner

- Analisis Jawaban Responden
  - Marketing Mix (X1)

**X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	9	10.0	10.0	10.0
	S	55	61.1	61.1	71.1
	SS	26	28.9	28.9	100.0
	Total	90	100.0	100.0	

**X1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.1	1.1	1.1
	S	36	40.0	40.0	41.1
	SS	53	58.9	58.9	100.0
	Total	90	100.0	100.0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.3	3.3	3.3
	S	50	55.6	55.6	58.9
	SS	37	41.1	41.1	100.0
	Total	90	100.0	100.0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.6	5.6	5.6
	S	61	67.8	67.8	73.3
	SS	24	26.7	26.7	100.0
	Total	90	100.0	100.0	

**X1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	10	11.1	11.1	11.1
	S	36	40.0	40.0	51.1
	SS	44	48.9	48.9	100.0
	Total	90	100.0	100.0	

**X1.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.1	1.1	1.1
	TS	24	26.7	26.7	27.8
	S	35	38.9	38.9	66.7
	SS	30	33.3	33.3	100.0
	Total	90	100.0	100.0	

**X1.7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.6	5.6	5.6
	S	52	57.8	57.8	63.3
	SS	33	36.7	36.7	100.0
	Total	90	100.0	100.0	



**X1.8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.2	2.2	2.2
	TS	24	26.7	26.7	28.9
	S	50	55.6	55.6	84.4
	SS	14	15.6	15.6	100.0
	Total	90	100.0	100.0	

**X1.9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.6	5.6	5.6
	S	37	41.1	41.1	46.7
	SS	48	53.3	53.3	100.0
	Total	90	100.0	100.0	

**X1.10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	8	8.9	8.9	8.9
	S	50	55.6	55.6	64.4
	SS	32	35.6	35.6	100.0
	Total	90	100.0	100.0	

**X1.11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	18	20.0	20.0	20.0
	S	50	55.6	55.6	75.6
	SS	22	24.4	24.4	100.0
	Total	90	100.0	100.0	

**X1.12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.1	1.1	1.1
	S	47	52.2	52.2	53.3
	SS	42	46.7	46.7	100.0
	Total	90	100.0	100.0	

**X1.13**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	19	21.1	21.1	21.1
	S	50	55.6	55.6	76.7
	SS	21	23.3	23.3	100.0
	Total	90	100.0	100.0	

**X1.14**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	18	20.0	20.0	20.0
	S	51	56.7	56.7	76.7
	SS	21	23.3	23.3	100.0
	Total	90	100.0	100.0	

**X1.15**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.3	3.3	3.3
	S	55	61.1	61.1	64.4
	SS	32	35.6	35.6	100.0
	Total	90	100.0	100.0	

**X1.16**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.3	3.3	3.3
	S	49	54.4	54.4	57.8
	SS	38	42.2	42.2	100.0
	Total	90	100.0	100.0	

○ **Faktor Sosial (X2)****X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	7	7.8	7.8	7.8
	TS	25	27.8	27.8	35.6
	S	35	38.9	38.9	74.4
	SS	23	25.6	25.6	100.0
	Total	90	100.0	100.0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	14	15.6	15.6	15.6
	TS	35	38.9	38.9	54.4
	S	28	31.1	31.1	85.6
	SS	13	14.4	14.4	100.0
	Total	90	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.1	1.1	1.1
	TS	8	8.9	8.9	10.0
	S	50	55.6	55.6	65.6
	SS	31	34.4	34.4	100.0
	Total	90	100.0	100.0	

**X2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.2	2.2	2.2
	TS	16	17.8	17.8	20.0
	S	43	47.8	47.8	67.8
	SS	29	32.2	32.2	100.0
	Total	90	100.0	100.0	

- **Keputusan Pembelian (Y)**

**Y.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	11	12.2	12.2	12.2
	S	45	50.0	50.0	62.2
	SS	34	37.8	37.8	100.0
	Total	90	100.0	100.0	

**Y.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	20	22.2	22.2	22.2
	TS	49	54.4	54.4	76.7
	S	16	17.8	17.8	94.4
	SS	5	5.6	5.6	100.0
	Total	90	100.0	100.0	

**Y.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.4	4.4	4.4
	TS	26	28.9	28.9	33.3
	S	43	47.8	47.8	81.1
	SS	17	18.9	18.9	100.0
	Total	90	100.0	100.0	

**Y.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.3	3.3	3.3
	TS	7	7.8	7.8	11.1
	S	45	50.0	50.0	61.1
	SS	35	38.9	38.9	100.0
	Total	90	100.0	100.0	



	N	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90
X1.5	Pearson Correlation	.154	.266*	.214*	.400**	1	.605**	.617**	.454**	.404**	.294**	.234*	.269*	.327**	.397**	.463**	.291**	.654**
	Sig. (2-tailed)	.147	.011	.043	.000		.000	.000	.000	.000	.005	.026	.010	.002	.000	.000	.005	.000
	N	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90
X1.6	Pearson Correlation	.076	.287**	.265*	.215*	.605**	1	.674**	.410**	.441**	.361**	.267*	.218*	.331**	.398**	.304**	.363**	.648**
	Sig. (2-tailed)	.478	.006	.012	.042	.000		.000	.000	.000	.000	.011	.039	.001	.000	.004	.000	.000
	N	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90
X1.7	Pearson Correlation	.220*	.258*	.405**	.373**	.617**	.674**	1	.429**	.539**	.495**	.256*	.421**	.420**	.446**	.546**	.286**	.745**
	Sig. (2-tailed)	.037	.014	.000	.000	.000	.000		.000	.000	.000	.015	.000	.000	.000	.000	.006	.000
	N	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90
X1.8	Pearson Correlation	.205	.219*	.356**	.331**	.454**	.410**	.429**	1	.283**	.306**	.278**	.287**	.485**	.520**	.403**	.330**	.645**
	Sig. (2-tailed)	.053	.038	.001	.001	.000	.000	.000		.007	.003	.008	.006	.000	.000	.000	.001	.000
	N	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90
X1.9	Pearson Correlation	.432**	.292**	.329**	.173	.404**	.441**	.539**	.283**	1	.470**	.225*	.477**	.223*	.241*	.352**	.412**	.626**
	Sig. (2-tailed)	.000	.005	.002	.103	.000	.000	.000	.007		.000	.033	.000	.034	.022	.001	.000	.000





	N	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90
X1.15	Pearson Correlation	.333**	.333**	.381**	.509**	.463**	.304**	.546**	.403**	.352**	.554**	.304**	.472**	.323**	.571**	1	.329**	.704**
	Sig. (2-tailed)	.001	.001	.000	.000	.000	.004	.000	.000	.001	.000	.004	.000	.002	.000		.002	.000
	N	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90
X1.16	Pearson Correlation	.318**	.147	.285**	.253*	.291**	.363**	.286**	.330**	.412**	.319**	.377**	.428**	.339**	.301**	.329**	1	.574**
	Sig. (2-tailed)	.002	.165	.006	.016	.005	.000	.006	.001	.000	.002	.000	.000	.001	.004	.002		.000
	N	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90
Marketing Mix (X1)	Pearson Correlation	.548**	.504**	.606**	.619**	.654**	.648**	.745**	.645**	.626**	.645**	.553**	.603**	.637**	.690**	.704**	.574**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90

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

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

○ **Faktor Sosial (X2)**

**Correlations**

		X2.1	X2.2	X2.3	X2.4	Faktor Sosial (X2)
X2.1	Pearson Correlation	1	.229*	.298**	.350**	.699**
	Sig. (2-tailed)		.030	.004	.001	.000
	N	90	90	90	90	90
X2.2	Pearson Correlation	.229*	1	.254*	.190	.639**
	Sig. (2-tailed)	.030		.016	.072	.000
	N	90	90	90	90	90
X2.3	Pearson Correlation	.298**	.254*	1	.626**	.724**
	Sig. (2-tailed)	.004	.016		.000	.000
	N	90	90	90	90	90
X2.4	Pearson Correlation	.350**	.190	.626**	1	.737**
	Sig. (2-tailed)	.001	.072	.000		.000
	N	90	90	90	90	90
Faktor Sosial (X2)	Pearson Correlation	.699**	.639**	.724**	.737**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	90	90	90	90	90

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

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

○ **Keputusan Pembelian (Y)**

**Correlations**

		Y.1	Y.2	Y.3	Y.4	Keputusan Pembelian (Y)
Y.1	Pearson Correlation	1	.353**	.350**	.697**	.779**
	Sig. (2-tailed)		.001	.001	.000	.000
	N	90	90	90	90	90
Y.2	Pearson Correlation	.353**	1	.361**	.280**	.682**
	Sig. (2-tailed)	.001		.000	.008	.000
	N	90	90	90	90	90
Y.3	Pearson Correlation	.350**	.361**	1	.445**	.736**
	Sig. (2-tailed)	.001	.000		.000	.000
	N	90	90	90	90	90

Y.4	Pearson Correlation	.697**	.280**	.445**	1	.797**
	Sig. (2-tailed)	.000	.008	.000		.000
	N	90	90	90	90	90
Keputusan Pembelian (Y)	Pearson Correlation	.779**	.682**	.736**	.797**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	90	90	90	90	90

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

- **Uji Reliabilitas**

- **Marketing Mix (X1)**

Reliability Statistics	
Cronbach's Alpha	N of Items
.894	16

- **Faktor Sosial (X2)**

Reliability Statistics	
Cronbach's Alpha	N of Items
.632	4

- **Keputusan Pembelian (Y)**

Reliability Statistics	
Cronbach's Alpha	N of Items
.731	4

- Uji Statistik Deskriptif

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Marketing Mix (X1)	90	39	64	51.94	6.138
Faktor Sosial (X2)	90	4	16	11.60	2.263
Keputusan Pembelian (Y)	90	5	16	11.38	2.226
Valid N (listwise)	90				

- Uji Normalitas

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		90	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	1.45749553	
Most Extreme Differences	Absolute	.066	
	Positive	.060	
	Negative	-.066	
Test Statistic		.066	
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>	
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.	.420	
	99% Confidence Interval	Lower Bound	.407
		Upper Bound	.433

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

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

- Uji Linearitas

- **Marketing Mix (X1)**

ANOVA Table

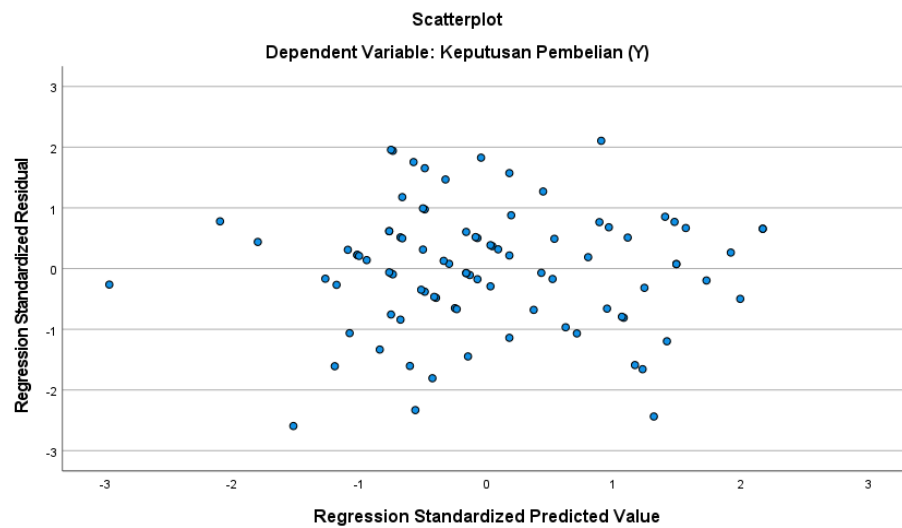
			Sum of		Mean		
			Squares	df	Square	F	Sig.
Keputusan Pembelian (Y) * Marketing Mix (X1)	Between Groups	(Combined)	244.251	23	10.620	3.560	.000
		Linearity	201.969	1	201.969	67.697	.000
		Deviation from Linearity	42.282	22	1.922	.644	.875
	Within Groups		196.905	66	2.983		
	Total		441.156	89			

- **Faktor Sosial (X2)**

ANOVA Table

			Sum of		Mean		
			Squares	df	Square	F	Sig.
Keputusan Pembelian (Y) * Faktor Sosial (X2)	Between Groups	(Combined)	236.481	10	23.648	9.128	.000
		Linearity	206.329	1	206.329	79.638	.000
		Deviation from Linearity	30.151	9	3.350	1.293	.254
	Within Groups		204.675	79	2.591		
	Total		441.156	89			

- Uji Heteroskedastisitas



- Analisis Regresi Linear Berganda

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.258	1.332		-.945	.347
Marketing Mix (X1)	.149	.032	.410	4.589	.000
Faktor Sosial (X2)	.423	.088	.430	4.803	.000

a. Dependent Variable: Keputusan Pembelian (Y)

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**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
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Marketing Mix (X1)	.149	.032	.410	4.589	.000
Faktor Sosial (X2)	.423	.088	.430	4.803	.000

a. Dependent Variable: Keputusan Pembelian (Y)

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**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	252.093	2	126.047	58.002	.000 <sup>b</sup>
	Residual	189.062	87	2.173		
	Total	441.156	89			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Faktor Sosial (X2), Marketing Mix (X1)

- Koefisien Determinasi (R<sup>2</sup>)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 <sup>a</sup>	.571	.562	1.474

a. Predictors: (Constant), Faktor Sosial (X2), Marketing Mix (X1)