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APPENDIX



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trial version
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Appendix 1

BIOGRAPHY

Personal Identity

Full Name : Deniese Novency Onis

Place, Date of Birth : Makassar, November 28th 2001

Gender : Female

Address : Citraland City CPI. Treasure Island 2, no.28

E-mail : deniesenovency@gmail.com

Educational Background

- 2008-2014 : SD Islam Athirah Kajaolalido
- 2014-2017 : SMP Negeri 6 Makassar
- 2017-2020 : SMA Negeri 2 Makassar

Training and Courses

- Basic Learning Skill, Character, and Creativity (BALANCE) Universitas Hasanuddin (2020)
- Vrije Universiteit Summer School: Introduction to Business and International Management and New Venture in the Amsterdam Entrepreneurial System (2023)



Appendix 2
Research Questionnaire

" THE INFLUENCE OF SOCIAL MEDIA INFLUENCERS, LIVE STREAMING, AND FLASH SALE MARKETING ON THE PURCHASE INTENTION OF SOMETHINC COSMETICS"

Dear Respondent,

My name is Deniese Novency Onis. I am a student at Hasanuddin University's Faculty of Economics and Business. I am writing to request that you complete the attached questionnaire.

The purpose of this questionnaire is to contribute to the advancement of scientific knowledge and will be used solely for my thesis research. I assure you that all responses will be kept strictly confidential, and your identity will be protected.

Your honest and thorough answers to all questions are highly appreciated. As a researcher, I am grateful for your willingness and cooperation in taking the time to assist with this study. Thank you for your valuable contribution.

Best Regards,

Deniese Novency Onis

A021201137

Departement of Management

Faculty of Economics and Business

Hasanuddin University



Section 1: Respondent Identity

Name :

Age :

Gender : Male Female

Section 2: Research Questionnaire

Give a check mark (✓) to the answer that is considered most appropriate according to your brother's/sister's answer, following the instructions below.

Information:

SA = Strongly Agree

A = Agree

N = Neutral

D = Disagree

SD = Strongly Disagree

1. Social Media Influencer (X1)

Num.	List of Question	SA	S	N	D	SD
1.	Social media influencers often introduce me to new Something Cosmetics products.					
2.	I trust the credibility of social media influencers when they review beauty products					
	reviews from social media					



	influencers make me more interested in purchasing Somethinc Cosmetics					
4.	Social media influencers often introduce me to new Somethinc Cosmetics products					
5.	I am more likely to buy Somethinc Cosmetics if a trusted influencer endorses it					

2. Live Streaming (X2)

Num.	List of Question	SA	S	N	D	SD
1.	I watch live streaming events hosted by Somethinc Cosmetics					
2.	Live streaming sessions help me understand the benefits of Something Cosmetics products.					
3.	I find live-streaming events by Somethinc Cosmetics engaging and informative					
4.	Live demonstrations of Somethinc Cosmetics products during live streaming increase my interest in buying them.					
	Have made purchases during or after watching a live-streaming event by					



	Somethinc					
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3. Flash Sale (X3)

Num.	List of Question	SA	S	N	D	SD
1.	I am attracted to flash sales offered by Somethinc Cosmetics.					
2.	Flash sales make me feel a sense of urgency to purchase Somethinc Cosmetics products.					
3.	I am more likely to buy Somethinc Cosmetics products during flash sales due to the discounts.					
4.	Flash sales by Somethinc Cosmetics influence my decision to try new products.					
5.	I actively look for flash sales from Somethinc Cosmetics when considering a purchase					



4. Purchase Intention (Y)

Num.	List of Question	SA	S	N	D	SD
1.	I plan to purchase Somethinc Cosmetics products in the future					
2.	The marketing strategies of Somethinc Cosmetics influence my decision to buy their products					
3.	Recommendations from influencers, live streaming events, and flash sales increase my likelihood of purchasing Somethinc Cosmetics					
4.	I prioritize Somethinc Cosmetics when shopping for beauty products due to their marketing efforts.					
5.	My purchase intention for Somethinc Cosmetics is strongly influenced by its promotional activities.					



Appendix 3

DATA TABULATION

Respondents Answer Regarding Socia Media Influencer

Respondent	X1.1	X1.2	X1.3	X1.4	X1.5	Total X1
1	4	4	4	4	4	20
2	4	4	4	4	4	20
3	3	3	3	3	3	15
4	4	3	4	3	4	18
5	5	5	5	5	5	25
6	2	3	5	3	2	15
7	3	3	3	3	3	15
8	3	3	3	3	3	15
9	3	3	5	4	3	18
10	5	5	5	5	5	25
11	4	2	3	2	5	16
12	3	3	3	3	3	15
13	3	3	4	3	5	18
14	3	3	3	3	3	15
15	4	4	4	4	4	20
16	5	5	5	5	5	25
17	4	4	4	4	4	20
18	3	3	5	4	2	17
19	3	3	3	3	3	15
20	4	4	4	4	4	20
21	5	5	5	5	5	25
	3	2	2	3	2	12
	3	3	3	3	3	15



24	3	5	3	4	2	17
25	4	4	4	4	4	20
26	2	2	4	5	4	17
27	5	5	5	5	5	25
28	5	4	3	3	4	19
29	4	4	4	4	4	20
30	5	5	5	5	5	25
31	5	5	5	5	5	25
32	2	3	4	2	4	15
33	3	2	3	3	2	13
34	4	4	4	4	4	20
35	2	2	4	5	3	16
36	2	4	4	4	3	17
37	5	5	5	5	5	25
38	4	4	4	4	4	20
39	4	4	4	4	4	20
40	3	3	3	3	3	15
41	4	4	4	4	4	20
42	4	5	4	2	2	17
43	4	4	4	4	4	20
44	5	5	5	5	5	25
45	4	4	3	2	2	15
46	5	5	5	5	5	25
47	4	2	4	3	2	15
48	3	3	4	3	4	17
49	4	4	4	4	4	20
50	5	5	5	5	5	25
	3	3	3	3	3	15
	4	3	4	3	4	18
	2	3	4	5	4	18



54	5	5	5	5	5	25
55	2	4	5	3	4	18
56	4	4	4	4	4	20
57	5	5	5	5	5	25
58	3	3	3	3	3	15
59	3	3	3	3	3	15
60	4	4	4	4	4	20
61	4	2	2	3	5	16
62	5	5	5	5	5	25
63	5	2	3	2	2	14
64	3	2	5	2	5	17
65	5	5	5	5	5	25
66	3	2	4	4	5	18
67	4	4	4	4	4	20
68	2	3	5	3	3	16
69	5	5	5	5	5	25
70	5	5	5	5	5	25
71	4	4	4	4	4	20
72	5	5	5	5	5	25
73	2	2	4	5	3	16
74	4	5	4	3	5	21
75	4	4	4	4	4	20
76	4	4	4	4	4	20
77	5	5	5	5	5	25
78	4	2	3	3	4	16
79	3	2	3	2	2	12
80	3	3	3	3	3	15
	2	3	4	4	2	15
	4	4	4	4	4	20
	2	4	3	4	3	16



84	3	3	3	3	3	15
85	5	5	5	5	5	25
86	2	4	2	2	5	15
87	4	4	4	4	4	20
88	5	5	5	5	5	25
89	2	4	2	3	5	16
90	3	3	3	3	3	15
91	2	4	4	3	5	18
92	5	5	5	5	5	25
93	4	4	4	4	4	20
94	5	5	5	5	5	25
95	2	2	2	3	5	14
96	2	5	3	2	4	16
97	3	4	5	5	3	20
98	5	5	5	5	5	25
99	3	3	3	3	3	15
100	5	5	5	5	5	25
101	2	2	4	2	2	12
102	2	3	5	4	4	18
103	4	4	4	4	4	20
104	2	3	2	4	4	15
105	5	5	5	5	5	25
106	2	3	4	4	3	16
107	5	5	5	5	5	25
108	4	4	4	4	4	20
109	3	3	3	3	3	15
110	5	5	5	5	5	25
	5	2	4	5	3	19
	4	3	4	3	2	16
	5	5	5	5	5	25



114	4	4	4	4	4	20
115	5	5	5	5	5	25
116	5	5	5	5	5	25
117	3	2	3	3	2	13
118	4	4	4	4	4	20
119	3	3	3	3	3	15
120	4	4	4	4	4	20

Respondents Answers Regarding Live Streaming

Respondent	X2.1	X2.2	X2.3	X2.4	X2.5	Total X2
1	2	2	2	2	2	10
2	2	2	2	2	2	10
3	4	4	3	4	3	18
4	3	3	3	2	5	16
5	2	2	2	2	2	10
6	4	4	2	2	4	16
7	3	3	3	3	3	15
8	4	4	4	4	4	20
9	2	2	2	2	2	10
10	2	2	2	2	2	10
11	4	5	3	4	2	18
12	4	4	4	4	4	20
13	3	3	3	3	3	15
14	4	5	2	2	5	18
15	4	4	4	4	4	20
	3	3	3	3	3	15
	2	2	2	2	2	10
	3	3	3	3	3	15



19	3	3	3	3	3	15
20	2	2	2	2	2	10
21	3	3	3	3	3	15
22	4	4	4	4	4	20
23	2	2	2	2	2	10
24	4	4	4	4	4	20
25	2	2	2	2	2	10
26	2	2	2	2	2	10
27	3	3	3	3	3	15
28	3	3	3	3	3	15
29	2	2	2	2	2	10
30	4	4	4	4	4	20
31	2	2	2	2	2	10
32	3	3	3	3	3	15
33	3	3	3	3	3	15
34	5	5	3	5	2	20
35	2	2	2	2	2	10
36	3	3	3	3	3	15
37	4	4	4	4	4	20
38	3	3	3	3	4	16
39	3	3	3	3	3	15
40	5	4	2	4	4	19
41	2	2	2	2	2	10
42	2	2	2	2	2	10
43	3	3	3	3	3	15
44	3	3	3	3	3	15
45	4	4	4	4	4	20
	3	3	3	3	4	16
	4	4	2	5	3	18
	3	3	3	3	3	15



49	4	5	2	2	2	15
50	3	3	3	3	3	15
51	5	2	5	2	4	18
52	2	2	2	2	2	10
53	4	4	4	4	4	20
54	2	5	5	2	4	18
55	3	3	3	3	3	15
56	3	3	3	3	3	15
57	2	2	2	2	2	10
58	2	4	3	2	5	16
59	5	2	5	5	5	22
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61	2	2	2	2	2	10
62	2	2	2	2	2	10
63	3	3	3	3	3	15
64	3	3	3	3	3	15
65	3	3	3	3	3	15
66	3	5	3	3	3	17
67	3	3	3	3	3	15
68	3	4	3	5	3	18
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70	3	3	3	3	3	15
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72	4	4	4	4	4	20
73	2	2	2	2	2	10
74	5	3	4	2	2	16
75	2	2	2	2	2	10
	2	2	2	2	2	10
	3	3	3	3	3	15
	3	3	3	3	3	15



79	3	3	3	3	3	15
80	5	4	5	2	2	18
81	3	3	3	3	3	15
82	4	4	4	4	4	20
83	2	2	2	2	2	10
84	5	5	4	4	3	21
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86	3	3	2	4	2	14
87	5	3	2	2	4	16
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91	4	4	4	4	4	20
92	2	2	2	2	2	10
93	3	3	3	3	3	15
94	4	4	4	4	4	20
95	3	3	3	3	3	15
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98	2	2	2	2	2	10
99	4	4	4	4	4	20
100	4	4	4	4	4	20
101	3	3	3	3	3	15
102	4	4	4	4	4	20
103	2	2	2	2	2	10
104	2	2	2	2	2	10
105	2	2	2	2	2	10
	3	5	3	3	5	19
	4	4	4	4	4	20
	2	2	2	2	2	10



109	2	4	2	4	5	17
110	3	2	3	3	5	16
111	3	3	3	3	3	15
112	2	2	2	2	2	10
113	3	3	3	3	3	15
114	4	2	2	4	2	14
115	5	3	4	4	2	18
116	4	5	2	2	2	15
117	2	5	2	4	5	18
118	3	3	4	4	5	19
119	3	3	3	3	3	15
120	2	2	2	2	2	10

Respondents Answers Regarding Flash Sale

Respondent	X3.1	X3.2	X3.3	X3.4	X3.5	Total X3
1	5	5	5	5	5	25
2	3	3	3	3	3	15
3	3	3	3	3	3	15
4	5	4	4	5	4	22
5	4	4	4	4	4	20
6	4	4	4	4	4	20
7	4	5	4	2	5	20
8	3	3	3	3	3	15
9	4	5	2	2	3	16
10	4	4	4	4	4	20
11	5	5	5	5	5	25
	2	4	5	4	5	20
	5	3	5	3	3	19
	3	3	3	3	3	15



15	2	3	4	4	4	17
16	5	3	4	2	4	18
17	3	3	3	3	3	15
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36	3	3	3	3	3	15
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38	3	3	3	3	3	15
39	3	3	3	3	3	15
40	5	5	5	5	5	25
41	3	3	3	3	3	15
	3	3	3	3	3	15
	4	4	4	4	4	20
	3	3	3	3	3	15



45	3	5	3	4	3	18
46	4	4	4	4	4	20
47	3	3	3	3	3	15
48	3	3	3	3	3	15
49	3	3	3	3	3	15
50	4	4	4	4	4	20
51	5	5	5	5	5	25
52	3	3	3	3	3	15
53	3	3	3	3	3	15
54	3	3	3	3	3	15
55	4	4	4	4	4	20
56	3	2	5	5	5	20
57	3	3	3	3	3	15
58	5	3	3	3	5	19
59	4	4	4	4	4	20
60	3	3	3	3	3	15
61	3	3	3	3	3	15
62	4	4	4	4	4	20
63	3	3	3	3	3	15
64	4	5	3	4	3	19
65	5	3	4	3	4	19
66	4	4	4	4	4	20
67	3	3	3	3	3	15
68	3	3	3	3	3	15
69	4	3	5	3	3	18
70	4	4	4	4	4	20
71	4	4	4	4	4	20
	4	4	4	4	4	20
	3	3	3	3	3	15
	3	3	3	3	3	15



75	3	3	3	3	3	15
76	3	3	3	3	3	15
77	4	4	4	4	4	20
78	3	3	3	3	3	15
79	4	4	4	4	4	20
80	3	3	3	3	3	15
81	5	5	5	5	2	22
82	3	3	3	3	3	15
83	3	3	3	3	3	15
84	4	3	3	5	4	19
85	4	4	4	4	4	20
86	3	3	2	3	3	14
87	4	4	4	4	4	20
88	3	3	3	3	3	15
89	3	3	3	3	3	15
90	4	4	4	4	4	20
91	5	2	5	5	4	21
92	3	3	3	3	3	15
93	4	4	4	4	4	20
94	3	3	3	3	3	15
95	5	5	5	5	5	25
96	4	4	4	5	3	20
97	3	4	2	2	3	14
98	4	4	4	4	4	20
99	4	2	3	3	4	16
100	4	4	4	4	4	20
101	4	4	4	4	4	20
	4	4	4	4	4	20
	3	3	3	3	3	15
	2	4	2	5	4	17



105	3	3	3	3	3	15
106	2	3	3	5	3	16
107	4	4	4	4	4	20
108	3	3	3	3	3	15
109	3	3	3	3	3	15
110	5	5	5	5	5	25
111	2	2	2	3	5	14
112	3	3	3	3	3	15
113	4	4	4	4	4	20
114	4	4	4	4	4	20
115	4	3	5	2	4	18
116	4	4	4	4	4	20
117	3	3	3	3	3	15
118	4	4	4	4	4	20
119	2	4	4	2	2	14
120	4	4	4	4	4	20

Respondents Answer Regarding Purchase Intention

Respondent	Y.1	Y.2	Y.3	Y.4	Y.5	Total Y
1	4	4	4	4	4	20
2	4	4	4	4	4	20
3	3	3	3	3	3	15
4	4	4	3	2	2	15
5	3	3	5	5	5	21
6	3	3	4	5	5	20
7	3	3	3	3	3	15
	3	3	3	3	3	15
	3	4	2	5	3	17
	5	5	5	5	5	25



11	3	4	3	4	3	17
12	3	2	5	5	4	19
13	5	5	5	5	5	25
14	5	5	5	5	5	25
15	5	5	5	5	5	25
16	5	5	5	5	5	25
17	4	4	4	4	4	20
18	3	3	3	3	3	15
19	3	3	3	3	3	15
20	4	4	4	4	4	20
21	5	5	5	5	5	25
22	4	2	5	2	4	17
23	3	3	3	3	3	15
24	3	5	3	5	3	19
25	4	4	4	4	4	20
26	5	5	3	4	2	19
27	5	5	5	5	5	25
28	3	3	3	3	3	15
29	4	4	4	4	4	20
30	5	5	5	5	5	25
31	5	5	5	5	5	25
32	4	4	3	4	4	19
33	3	3	3	3	3	15
34	4	4	4	4	4	20
35	3	3	5	5	2	18
36	5	2	4	2	5	18
37	5	5	5	5	5	25
	4	4	4	4	4	20
	4	4	4	4	4	20
	3	3	3	3	3	15



41	4	4	4	4	4	20
42	3	3	5	2	3	16
43	4	4	4	4	4	20
44	5	5	5	5	5	25
45	4	3	5	4	2	18
46	3	3	3	3	3	15
47	5	3	5	3	4	20
48	3	3	3	2	3	14
49	4	4	4	4	4	20
50	5	5	5	5	5	25
51	3	3	3	3	3	15
52	4	4	4	4	4	20
53	5	3	4	5	5	22
54	5	5	5	5	5	25
55	3	4	4	5	5	21
56	4	4	4	4	4	20
57	5	5	5	5	5	25
58	3	3	3	3	3	15
59	3	3	3	3	3	15
60	3	3	3	3	3	15
61	3	3	3	3	3	15
62	5	4	4	4	2	19
63	5	5	5	5	5	25
64	3	3	5	5	4	20
65	5	5	5	5	5	25
66	5	4	4	2	3	18
67	4	4	4	4	4	20
	3	3	4	2	4	16
	5	5	5	5	5	25
	5	5	5	5	5	25



71	4	4	4	4	4	20
72	5	5	5	5	5	25
73	5	5	5	5	5	25
74	5	5	5	5	5	25
75	4	4	4	4	4	20
76	4	4	4	4	4	20
77	5	5	5	5	5	25
78	5	5	2	4	5	21
79	5	2	5	2	3	17
80	3	3	3	3	3	15
81	5	4	4	4	5	22
82	4	4	4	4	4	20
83	3	4	3	2	2	14
84	4	4	4	4	4	20
85	5	5	5	5	5	25
86	4	2	2	5	3	16
87	4	4	4	4	4	20
88	4	4	4	4	4	20
89	5	5	4	5	4	23
90	3	3	3	3	3	15
91	5	3	2	2	3	15
92	2	3	2	4	4	15
93	4	4	4	4	4	20
94	4	2	2	5	5	18
95	2	2	2	2	3	11
96	2	5	4	3	2	16
97	4	3	4	2	2	15
	5	2	2	3	5	17
	3	3	3	3	3	15
	5	5	5	5	5	25



101	3	3	2	3	2	13
102	2	3	3	5	2	15
103	4	4	4	4	4	20
104	4	2	4	3	5	18
105	5	5	5	5	5	25
106	4	3	4	5	4	20
107	5	5	5	5	5	25
108	4	4	4	4	4	20
109	5	5	5	5	5	25
110	5	5	5	5	5	25
111	5	3	4	2	2	16
112	4	4	4	4	4	20
113	5	5	5	5	5	25
114	4	4	4	4	4	20
115	5	5	5	5	5	25
116	5	5	5	5	5	25
117	3	3	3	3	3	15
118	4	4	4	4	4	20
119	5	2	5	2	2	16
120	4	4	4	4	4	20



Appendix 4

Validity Test Social Media Influencer (X1)

Correlations

		X1.1	X1.2	X1.3	TOTALX1
X1.1	Pearson Correlation	1	.467**	.415**	.792**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	181	181	181	181
X1.2	Pearson Correlation	.467**	1	.437**	.802**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	181	181	181	181
X1.3	Pearson Correlation	.415**	.437**	1	.780**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	181	181	181	181
TOTALX1	Pearson Correlation	.792**	.802**	.780**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	181	181	181	181

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

Validity Test Live Streaming (X2)

Correlations

		X2.1	X2.2	X2.3	TOTALX2
X2.1	Pearson Correlation	1	.524**	.468**	.819**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	181	181	181	181
X2.2	Pearson Correlation	.524**	1	.458**	.816**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	181	181	181	181
X2.3	Pearson Correlation	.468**	.458**	1	.793**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	181	181	181	181
TOTALX2	Pearson Correlation	.819**	.816**	.793**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	181	181	181	181

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



Validity Test Flash Sale (X3)

Correlations

		X3.1	X3.2	X3.3	TOTALX3
X3.1	Pearson Correlation	1	.493**	.473**	.802**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	181	180	181	181
X3.2	Pearson Correlation	.493**	1	.412**	.795**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	180	180	180	180
X3.3	Pearson Correlation	.473**	.412**	1	.740**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	181	180	181	181
TOTALX3	Pearson Correlation	.802**	.795**	.740**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	181	180	181	181

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

Validity Test Purchase Intention (Y)

Correlations

		Y1	Y2	Y3	TOTALY
Y1	Pearson Correlation	1	.439**	.527**	.821**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	181	181	181	181
Y2	Pearson Correlation	.439**	1	.403**	.769**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	181	181	181	181
Y3	Pearson Correlation	.527**	.403**	1	.806**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	181	181	181	181
TOTALY	Pearson Correlation	.821**	.769**	.806**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	181	181	181	181

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



Reliability Test Social Media Influencer (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.702	3

Reliability Test Live Streaming (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.737	3

Reliability Test Flash Sale (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.720	3

Reliability Test Purchase Intention (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.716	3



Appendix 5

Multiple Linear Regression

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	8,316	2.292		3.628 0.000
	Total.X1	0,609	0.069	0.639	1.795 0.000
	Total.X2	0,066	0.076	0.064	0.873 0.004
	Total.X3	0,074	0.095	0.057	0.982 0.006

a. Dependent Variable: Total.Y

ANOVA^a

Model	Sum of Squares		df	Mean Square	F	Sig.
	Regression	Residual				
1	701.983	1.052.342	3	233.994	25.793	<.001 ^b
			116	9.072		
	1.754.325		119			

a. Dependent Variable: Total.Y

b. Predictors: (Constant), Total.X3, Total.X1, Total.X2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.633 ^a	0.400	0.385	3.012

Predictors: (Constant), Total.X3, Total.X1

