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LAMPIRAN 1

KUESIONER

KUESIONER PENELITIAN

Dengan Hormat,

Responden yang terhormat, Perkenalkan saya adalah mahasiswi jurusan Magister Manajemen Fakultas Ekonomi dan Bisnis Universitas Hasanuddin Makassar. Saat ini saya sedang mengadakan penelitian mengenai yang dihadapi oleh perusahaan maka peneliti tertarik untuk memilih judul yaitu : “ **Pengaruh *Social Media Marketing* Terhadap Brand equity dan Electronic Worth of Mouth (e-WOM) dan Dampaknya Terhadap Keputusan Pembelian (survey pada pelanggan Briton English Education)** “

Penelitian ini menggunakan kuesioner sebagai alat pengumpulan data primer. Oleh karena itu, saya mohon bantuan anda untuk berkenan meluangkan waktu mengisi/memberikan jawaban atas beberapa pertanyaan terkait dengan penelitian ini. Besar Harapan saya agar anda menjawab semua pertanyaan secara lengkap sesuai ketentuan. Atas perhatian dan waktu yang anda berikan untuk mengisi/memberikan jawaban, Saya ucapkan terima kasih.

Hormat saya,

Penulis
Magfira Amalia

□ *Saya sebagai responden merupakan follower dari akun instagram Briton English Education (@Britonschoolofficial)*

Jika Ya, silahkan lanjutkan ke pertanyaan berikutnya.

Nama Responden :

Beri tanda cek (√) pada salah satu jawaban yang paling tepat dan sesuai menurut Anda.

Identitas Responden:

1. **Usia (tahun)** :
 17-21 22-26 27-31 ≥32
2. **Jenis Kelamin**
 Perempuan Laki-Laki
3. **Profesi**
 Pelajar/Mahasiswa Karyawan Swasta
 PNS Wiraswasta
 Lainnya

KUESIONER PENELITIAN

“ Pengaruh Social Media Marketing Terhadap Brand equity dan Electronic Worth of Mouth (e-WOM) dan Dampaknya Terhadap Keputusan Pembelian

(survey pada pelanggan Briton English Education) “

Berilah tanda cek (√) pada salah satu jawaban yang paling tepat dan sesuai menurut pendapat dan pengalaman Anda selama mengikuti instagram Briton English Education.

Keterangan:

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

Variabel Sosial Media Marketing

| No | Pertanyaan | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1. | Penyampaian pesan/Informasi Briton English Education kepada konsumen melalui gambar/foto sangat menarik dan inovatif seta jelas dan mudah dipahami | | | | | |
| .2 | Briton English Edcation selalu memberikan beraneka Informasi dan promosi melalui akun media sosialnya. | | | | | |
| 3. | Briton English Edcation selalu memberikan umpan balik atas tanggapan konsumen melalui sosial medianya. | | | | | |
| 4. | Jangkauan Promosi Briton English Education sangat luas, sehingga mudah terhubung dan berinteraksi dengan banyak orang dengan minat yang sama. | | | | | |

Variabel electronic word of mouth (e-WOM)

| No | Pertanyaan | STS | TS | N | S | SS |
|----|------------|-----|----|---|---|----|
|----|------------|-----|----|---|---|----|

| | | | | | | |
|----|---|--|--|--|--|--|
| 1. | Saya sering mengakses informasi suatu produk melalui situs jejaring sosial. | | | | | |
| 2. | Saya mengetahui Briton English Education melalui sosial media. | | | | | |
| 3. | Saya mendapatkan informasi mengenai Briton English Education melalui <i>social media</i> . | | | | | |
| 4. | Saya berminat menggunakan jasa Briton English Education karena rekomendasi orang lain melalui <i>social media</i> . | | | | | |
| 5. | Jika tidak ada rekomendasi melalui <i>social media</i> , saya ragu untuk menggunakan jasa Briton English Education | | | | | |
| 6 | Saya berminat menggunakan jasa Briton English Education karena banyaknya komentar positif yang ditulis oleh pengguna <i>social media</i> di Facebook, Instagram dan <i>social media</i> lain. | | | | | |
| 7 | Saya mendapatkan informasi mengenai variasi Layanan dan Promosi Briton English Education melalui <i>social media</i> . | | | | | |
| 8 | Saya mendapatkan informasi mengenai kualitas Produk Briton English Education melalui <i>social media</i> | | | | | |

Variabel *Brand Equity* (*Ekuitas Merek*)

| No | Pertanyaan | STS | TS | N | S | SS |
|--|---|-----|----|---|---|----|
| Brand Awareness (Kesadaran Merek) | | | | | | |
| 1. | Beragam Produk Briton English Education dapat diingat dengan baik | | | | | |
| 2 | Briton English Education merupakan alternatif pilihan utama ketika hendak memakai Layanan serupa. | | | | | |
| Perceived Quality (Persepsi Kualitas Merek) | | | | | | |
| 3 | Briton English Education memiliki layanan yang baik dan memuaskan | | | | | |
| Brand Association (Asosiasi Merek) | | | | | | |
| 4 | Briton English Education memiliki citra yang lebih baik dibandingkan layanan serupa merek lain. | | | | | |
| Brand Loyalty (Loyalitas Merek) | | | | | | |
| 5 | Saya selalu memilih Layanan Briton English Education | | | | | |

Variabel Keputusan pembelian

| No | Pertanyaan | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1. | Saya memutuskan membeli produk Briton English Education karena sesuai dengan kebutuhan dan keinginan saya. | | | | | |
| 2. | Saya melakukan penilaian terhadap beberapa alternatif dengan produk sejenis yang ada sebelum memutuskan membeli produk Briton English Education | | | | | |
| 3. | Saya memutuskan membeli produk Briton English Education karena produknya lebih memuaskan dari produk serupa lainnya | | | | | |
| 4. | Saya merasa puas setelah membeli produk Briton English Education | | | | | |

LAMPIRAN 2

TABULASI DATA PENELITIAN

| | | | | | | | | | | | | | | |
|----|---|---|---|---|----|---|---|---|---|---|---|---|---|----|
| 44 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 36 |
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| 46 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 35 |
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| 55 | 5 | 5 | 3 | 4 | 17 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 3 | 31 |
| 56 | 5 | 3 | 4 | 4 | 16 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 30 |
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| 58 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 36 |
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| 63 | 3 | 2 | 3 | 3 | 11 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 26 |
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| 74 | 5 | 4 | 4 | 5 | 18 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 37 |
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| 86 | 3 | 2 | 3 | 3 | 11 | 1 | 2 | 3 | 5 | 4 | 3 | 4 | 3 | 25 |
| 87 | 4 | 4 | 3 | 3 | 14 | 3 | 2 | 1 | 1 | 2 | 4 | 3 | 5 | 21 |

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| 175 | 5 | 4 | 4 | 4 | 17 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |

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| 307 | 4 | 4 | 4 | 4 | 16 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 32 |

| | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y | Z.1 | Z.2 | Z.3 | Z.4 | Z |
|----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|----|
| 1 | 5 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 5 | 3 | 18 |
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| 6 | 5 | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 5 | 3 | 18 |
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| 125 | 5 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 5 | 4 | 18 |
| 126 | 4 | 4 | 3 | 3 | 4 | 14 | 3 | 4 | 4 | 5 | 16 |
| 127 | 4 | 3 | 4 | 4 | 4 | 15 | 3 | 3 | 4 | 3 | 13 |
| 128 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 3 | 14 |
| 129 | 3 | 3 | 4 | 3 | 3 | 13 | 5 | 5 | 4 | 4 | 18 |
| 130 | 5 | 4 | 4 | 3 | 5 | 16 | 4 | 4 | 5 | 4 | 17 |

| | | | | | | | | | | | |
|-----|---|---|---|---|---|----|---|---|---|---|----|
| 131 | 3 | 4 | 3 | 3 | 3 | 13 | 2 | 3 | 4 | 2 | 11 |
| 132 | 1 | 2 | 2 | 1 | 1 | 6 | 2 | 2 | 2 | 2 | 8 |
| 133 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 134 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 135 | 3 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 3 | 3 | 13 |
| 136 | 4 | 4 | 4 | 3 | 4 | 15 | 3 | 3 | 4 | 3 | 13 |
| 137 | 5 | 3 | 5 | 4 | 5 | 17 | 4 | 4 | 3 | 4 | 15 |
| 138 | 1 | 2 | 2 | 1 | 1 | 6 | 3 | 4 | 4 | 3 | 14 |
| 139 | 5 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 5 | 4 | 18 |
| 140 | 2 | 1 | 1 | 2 | 2 | 6 | 3 | 2 | 2 | 3 | 10 |
| 141 | 3 | 3 | 4 | 3 | 3 | 13 | 2 | 3 | 3 | 3 | 11 |
| 142 | 3 | 2 | 3 | 4 | 4 | 12 | 3 | 2 | 3 | 2 | 10 |
| 143 | 3 | 4 | 4 | 3 | 3 | 14 | 2 | 2 | 2 | 2 | 8 |
| 144 | 4 | 4 | 3 | 4 | 4 | 15 | 2 | 3 | 2 | 3 | 10 |
| 145 | 3 | 3 | 3 | 3 | 3 | 12 | 4 | 3 | 4 | 2 | 13 |
| 146 | 5 | 4 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 3 | 15 |
| 147 | 4 | 3 | 4 | 3 | 3 | 14 | 5 | 4 | 3 | 2 | 14 |
| 148 | 4 | 4 | 3 | 4 | 4 | 15 | 5 | 4 | 3 | 4 | 16 |
| 149 | 4 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 15 |
| 150 | 4 | 3 | 4 | 4 | 4 | 15 | 5 | 3 | 4 | 2 | 14 |
| 151 | 3 | 4 | 3 | 3 | 3 | 13 | 4 | 3 | 2 | 2 | 11 |
| 152 | 4 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 15 |
| 153 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 154 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 |
| 155 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 156 | 5 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 3 | 18 |
| 157 | 1 | 2 | 2 | 1 | 1 | 6 | 2 | 2 | 2 | 2 | 8 |
| 158 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 159 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 160 | 3 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 3 | 3 | 13 |
| 161 | 4 | 4 | 4 | 3 | 4 | 15 | 3 | 3 | 4 | 3 | 13 |
| 162 | 5 | 3 | 5 | 4 | 5 | 17 | 4 | 4 | 3 | 4 | 15 |
| 163 | 3 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 4 | 3 | 14 |
| 164 | 5 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 5 | 4 | 18 |
| 165 | 1 | 2 | 2 | 1 | 1 | 6 | 3 | 4 | 4 | 5 | 16 |
| 166 | 4 | 3 | 4 | 4 | 4 | 15 | 3 | 3 | 4 | 3 | 13 |
| 167 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 3 | 14 |
| 168 | 3 | 3 | 4 | 3 | 3 | 13 | 5 | 5 | 4 | 4 | 18 |
| 169 | 5 | 4 | 4 | 3 | 5 | 16 | 4 | 4 | 5 | 4 | 17 |
| 170 | 1 | 2 | 2 | 1 | 1 | 6 | 2 | 3 | 4 | 2 | 11 |
| 171 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 172 | 3 | 3 | 3 | 2 | 3 | 11 | 3 | 3 | 3 | 2 | 11 |
| 173 | 5 | 5 | 4 | 4 | 5 | 18 | 4 | 4 | 5 | 3 | 16 |
| 174 | 5 | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 5 | 3 | 18 |

| | | | | | | | | | | | |
|-----|---|---|---|---|---|----|---|---|---|---|----|
| 175 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 176 | 3 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 177 | 5 | 4 | 5 | 4 | 5 | 18 | 5 | 5 | 5 | 3 | 18 |
| 178 | 5 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 3 | 15 |
| 179 | 4 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 3 | 15 |
| 180 | 1 | 2 | 2 | 1 | 1 | 6 | 3 | 3 | 2 | 2 | 10 |
| 181 | 4 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 4 | 4 | 14 |
| 182 | 4 | 4 | 5 | 5 | 4 | 18 | 4 | 4 | 5 | 3 | 16 |
| 183 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 184 | 3 | 3 | 3 | 5 | 3 | 14 | 2 | 4 | 4 | 3 | 13 |
| 185 | 5 | 4 | 4 | 4 | 4 | 17 | 4 | 5 | 5 | 3 | 17 |
| 186 | 3 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 2 | 11 |
| 187 | 4 | 3 | 4 | 4 | 3 | 15 | 4 | 3 | 3 | 3 | 13 |
| 188 | 3 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 189 | 4 | 4 | 3 | 3 | 4 | 14 | 4 | 3 | 4 | 2 | 13 |
| 190 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 191 | 5 | 4 | 5 | 4 | 4 | 18 | 4 | 4 | 5 | 4 | 17 |
| 192 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 193 | 5 | 4 | 5 | 4 | 5 | 18 | 4 | 5 | 4 | 4 | 17 |
| 194 | 4 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 3 | 15 |
| 195 | 4 | 4 | 3 | 3 | 3 | 14 | 3 | 3 | 4 | 2 | 12 |
| 196 | 4 | 4 | 5 | 4 | 5 | 17 | 4 | 5 | 5 | 5 | 19 |
| 197 | 3 | 4 | 3 | 2 | 3 | 12 | 4 | 3 | 4 | 3 | 14 |
| 198 | 1 | 2 | 2 | 1 | 1 | 6 | 4 | 4 | 4 | 3 | 15 |
| 199 | 4 | 3 | 4 | 4 | 4 | 15 | 5 | 3 | 4 | 2 | 14 |
| 200 | 1 | 2 | 2 | 1 | 1 | 6 | 4 | 3 | 2 | 2 | 11 |
| 201 | 4 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 15 |
| 202 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 203 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 |
| 204 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 205 | 5 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 3 | 18 |
| 206 | 1 | 2 | 2 | 1 | 1 | 6 | 2 | 2 | 2 | 2 | 8 |
| 207 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 208 | 1 | 2 | 2 | 1 | 1 | 6 | 3 | 3 | 3 | 3 | 12 |
| 209 | 3 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 3 | 3 | 13 |
| 210 | 4 | 4 | 4 | 3 | 4 | 15 | 3 | 3 | 4 | 3 | 13 |
| 211 | 5 | 3 | 5 | 4 | 5 | 17 | 4 | 4 | 3 | 4 | 15 |
| 212 | 3 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 4 | 3 | 14 |
| 213 | 1 | 2 | 2 | 1 | 1 | 6 | 4 | 5 | 5 | 4 | 18 |
| 214 | 4 | 4 | 3 | 3 | 4 | 14 | 3 | 4 | 4 | 5 | 16 |
| 215 | 4 | 3 | 4 | 4 | 4 | 15 | 3 | 3 | 4 | 3 | 13 |
| 216 | 2 | 2 | 1 | 1 | 2 | 6 | 4 | 4 | 3 | 3 | 14 |
| 217 | 3 | 3 | 4 | 3 | 3 | 13 | 5 | 5 | 4 | 4 | 18 |
| 218 | 5 | 4 | 4 | 3 | 5 | 16 | 4 | 4 | 5 | 4 | 17 |

| | | | | | | | | | | | |
|-----|---|---|---|---|---|----|---|---|---|---|----|
| 219 | 3 | 4 | 3 | 3 | 3 | 13 | 2 | 3 | 4 | 2 | 11 |
| 220 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 221 | 4 | 3 | 4 | 4 | 4 | 15 | 5 | 3 | 4 | 2 | 14 |
| 222 | 2 | 2 | 1 | 1 | 2 | 6 | 4 | 3 | 2 | 2 | 11 |
| 223 | 4 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 15 |
| 224 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 225 | 2 | 2 | 1 | 1 | 2 | 6 | 4 | 5 | 5 | 5 | 19 |
| 226 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 227 | 5 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 3 | 18 |
| 228 | 2 | 3 | 3 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 8 |
| 229 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 230 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 231 | 3 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 3 | 3 | 13 |
| 232 | 4 | 4 | 4 | 3 | 4 | 15 | 3 | 3 | 4 | 3 | 13 |
| 233 | 5 | 3 | 5 | 4 | 5 | 17 | 4 | 4 | 3 | 4 | 15 |
| 234 | 3 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 4 | 3 | 14 |
| 235 | 5 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 5 | 4 | 18 |
| 236 | 4 | 4 | 3 | 3 | 4 | 14 | 3 | 4 | 4 | 5 | 16 |
| 237 | 4 | 3 | 4 | 4 | 4 | 15 | 3 | 3 | 4 | 3 | 13 |
| 238 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 3 | 14 |
| 239 | 3 | 3 | 4 | 3 | 3 | 13 | 5 | 5 | 4 | 4 | 18 |
| 240 | 3 | 4 | 3 | 3 | 3 | 13 | 4 | 3 | 2 | 2 | 11 |
| 241 | 4 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 15 |
| 242 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 243 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 |
| 244 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 245 | 5 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 3 | 18 |
| 246 | 2 | 3 | 3 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 8 |
| 247 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 248 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 249 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 250 | 2 | 3 | 3 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 8 |
| 251 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 252 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 253 | 3 | 3 | 4 | 3 | 3 | 13 | 5 | 5 | 4 | 4 | 18 |
| 254 | 3 | 4 | 3 | 3 | 3 | 13 | 4 | 3 | 2 | 2 | 11 |
| 255 | 4 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 15 |
| 256 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 257 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 |
| 258 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 259 | 5 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 3 | 18 |
| 260 | 2 | 3 | 3 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 8 |
| 261 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 262 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |

| | | | | | | | | | | | |
|-----|---|---|---|---|---|----|---|---|---|---|----|
| 263 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 264 | 2 | 3 | 3 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 8 |
| 265 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 266 | 3 | 4 | 3 | 3 | 3 | 13 | 4 | 3 | 2 | 2 | 11 |
| 267 | 4 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 15 |
| 268 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 269 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 |
| 270 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 271 | 5 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 3 | 18 |
| 272 | 2 | 3 | 3 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 8 |
| 273 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 274 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 275 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 276 | 2 | 3 | 3 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 8 |
| 277 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 278 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 279 | 3 | 3 | 4 | 3 | 3 | 13 | 5 | 5 | 4 | 4 | 18 |
| 280 | 3 | 4 | 3 | 3 | 3 | 13 | 4 | 3 | 2 | 2 | 11 |
| 281 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 282 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 283 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 284 | 2 | 3 | 3 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 8 |
| 285 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 286 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 287 | 3 | 3 | 4 | 3 | 3 | 13 | 5 | 5 | 4 | 4 | 18 |
| 288 | 3 | 4 | 3 | 3 | 3 | 13 | 4 | 3 | 2 | 2 | 11 |
| 289 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 290 | 2 | 3 | 3 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 8 |
| 291 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 292 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 293 | 3 | 3 | 4 | 3 | 3 | 13 | 5 | 5 | 4 | 4 | 18 |
| 294 | 3 | 4 | 3 | 3 | 3 | 13 | 4 | 3 | 2 | 2 | 11 |
| 295 | 4 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 15 |
| 296 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 297 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 |
| 298 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 299 | 5 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 3 | 18 |
| 300 | 2 | 3 | 3 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 8 |
| 301 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 302 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 303 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 304 | 2 | 3 | 3 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 8 |
| 305 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 306 | 3 | 4 | 3 | 3 | 3 | 13 | 4 | 3 | 2 | 2 | 11 |

| | | | | | | | | | | | |
|-----|---|---|---|---|---|----|---|---|---|---|----|
| 307 | 4 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 15 |
| 308 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 309 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 |
| 310 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 311 | 5 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 3 | 18 |
| 312 | 2 | 3 | 3 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 8 |
| 313 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 314 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 315 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 316 | 2 | 3 | 3 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 8 |
| 317 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 318 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 319 | 3 | 3 | 4 | 3 | 3 | 13 | 5 | 5 | 4 | 4 | 18 |
| 320 | 3 | 4 | 3 | 3 | 3 | 13 | 4 | 3 | 2 | 2 | 11 |
| 321 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 322 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 323 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 |
| 324 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 325 | 5 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 3 | 18 |
| 326 | 2 | 3 | 3 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 8 |
| 327 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 328 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 329 | 2 | 2 | 3 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 330 | 2 | 3 | 3 | 2 | 2 | 10 | 2 | 2 | 2 | 2 | 8 |
| 331 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 332 | 3 | 4 | 3 | 3 | 3 | 13 | 4 | 3 | 2 | 2 | 11 |
| 333 | 4 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 15 |
| 334 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 335 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 |
| 336 | 4 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 337 | 5 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 3 | 18 |
| 338 | 5 | 4 | 5 | 5 | 5 | 19 | 4 | 5 | 5 | 5 | 19 |
| 339 | 5 | 5 | 5 | 4 | 4 | 19 | 4 | 4 | 4 | 3 | 15 |
| 340 | 2 | 2 | 1 | 1 | 2 | 6 | 5 | 5 | 5 | 3 | 18 |

LAMPIRAN 3

OUT PUT OLAH DATA SPSS

UJI VALIDITAS

Social Media Marketing (X1)

| | | Correlations | | | | |
|------|---------------------|--------------|--------|--------|--------|--------|
| | | X1.1 | X1.2 | X1.3 | X1.4 | SMM |
| X1.1 | Pearson Correlation | 1 | .586** | .638** | .544** | .879** |
| | Sig. (2-tailed) | | 0.001 | 0.000 | 0.002 | 0.000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .586** | 1 | .456* | .374* | .730** |
| | Sig. (2-tailed) | 0.001 | | 0.011 | 0.042 | 0.000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .638** | .456* | 1 | .692** | .838** |
| | Sig. (2-tailed) | 0.000 | 0.011 | | 0.000 | 0.000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .544** | .374* | .692** | 1 | .800** |
| | Sig. (2-tailed) | 0.002 | 0.042 | 0.000 | | 0.000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| SMM | Pearson Correlation | .879** | .730** | .838** | .800** | 1 |
| | Sig. (2-tailed) | 0.000 | 0.000 | 0.000 | 0.000 | |
| | N | 30 | 30 | 30 | 30 | 30 |

| | | | | | | | | | | |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|----|
| EWOM | Pearson Correlation | .788** | .754** | .835** | .838** | .618** | .883** | .884** | .673** | 1 |
| | Sig. (2-tailed) | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

Brand Equity (Y)

Correlations

| | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | BE |
|-----|---------------------|--------|--------|--------|--------|--------|--------|
| Y.1 | Pearson Correlation | 1 | .766** | .738** | .452* | .828** | .896** |
| | Sig. (2-tailed) | | 0.000 | 0.000 | 0.001 | 0.000 | 0.000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | .766** | 1 | .559** | 0.317 | .794** | .776** |
| | Sig. (2-tailed) | 0.000 | | 0.001 | 0.003 | 0.000 | 0.000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | .738** | .559** | 1 | .582** | .773** | .880** |
| | Sig. (2-tailed) | 0.000 | 0.001 | | 0.001 | 0.000 | 0.000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.4 | Pearson Correlation | .452* | 0.317 | .582** | 1 | .454* | .736** |
| | Sig. (2-tailed) | 0.001 | 0.009 | 0.001 | | 0.001 | 0.000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.5 | Pearson Correlation | .828** | .794** | .773** | .454* | 1 | .856** |
| | Sig. (2-tailed) | 0.000 | 0.000 | 0.000 | 0.001 | | 0.000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| BE | Pearson Correlation | .896** | .776** | .880** | .736** | .856** | 1 |
| | Sig. (2-tailed) | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |

Keputusan Pembelian (Z)

Correlations

| | | Z1 | Z2 | Z3 | Z4 | KP |
|----|---------------------|--------|--------|--------|--------|--------|
| Z1 | Pearson Correlation | 1 | .683** | .591** | 0.524 | .780** |
| | Sig. (2-tailed) | | 0.000 | 0.001 | 0.002 | 0.000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Z2 | Pearson Correlation | .683** | 1 | .719** | .473** | .899** |
| | Sig. (2-tailed) | 0.000 | | 0.000 | 0.008 | 0.000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Z3 | Pearson Correlation | .591** | .719** | 1 | .452* | .866** |
| | Sig. (2-tailed) | 0.001 | 0.000 | | 0.001 | 0.000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Z4 | Pearson Correlation | 0.238 | .473** | .452* | 1 | .665** |
| | Sig. (2-tailed) | 0.206 | 0.008 | 0.012 | | 0.000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| KP | Pearson Correlation | .780** | .899** | .866** | .665** | 1 |
| | Sig. (2-tailed) | 0.000 | 0.000 | 0.000 | 0.000 | |
| | N | 30 | 30 | 30 | 30 | 30 |

UJI REALIBILITAS

Social Media Marketing (X1)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| 0.819 | 4 |

E-WOM (X2)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| 0.901 | 8 |

Brand Equity (Y)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| 0.890 | 5 |

Keputusan Pembelian (Y)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| 0.820 | 4 |

UJI REGRESI SOCIAL MEDIA MARKETING, E-WOM TERHADAP KEPUTISAN PEMBELIAN

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|------------------------|-------------------|--------|
| 1 | EWOM, SMM ^b | . | Enter |

a. Dependent Variable: BRAND EQUITY

b. All requested variables entered.

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 1751.009 | 2 | 875.504 | 163.227 | .000 ^b |
| | Residual | 1807.579 | 337 | 5.364 | | |
| | Total | 3558.588 | 339 | | | |

a. Dependent Variable: BRAND EQUITY

b. Predictors: (Constant), EWOM, SMM

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .701 ^a | .492 | .489 | 2.31597 |

a. Predictors: (Constant), EWOM, SMM

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.152 | .618 | | 6.716 | .000 |
| | SMM | .279 | .057 | .273 | 4.884 | .000 |
| | EWOM | .217 | .025 | .480 | 8.594 | .000 |

a. Dependent Variable: BRAND EQUITY

UJI REGRESI SOCIAL MEDIA MARKETING, E-WOM, DAN BRAND EQUITY TERHADAP KEPUTUSAN PEMBELIAN

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|--------------------------------------|-------------------|--------|
| 1 | BRAND EQUITY, SMM, EWOM ^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 | .750 ^a | .562 | .558 | 2.15585 |

a. Predictors: (Constant), BRAND EQUITY, SMM, EWOM

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 2001.773 | 3 | 667.258 | 143.567 | .000 ^b |
| | Residual | 1561.625 | 336 | 4.648 | | |
| | Total | 3563.397 | 339 | | | |

- a. Dependent Variable: KEPUTUSAN PEMBELIAN
b. Predictors: (Constant), BRAND EQUITY, SMM, EWOM

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.422 | .613 | | 3.952 | .000 |
| | SMM | .308 | .055 | .301 | 5.596 | .000 |
| | EWOM | .162 | .026 | .359 | 6.264 | .000 |
| | BRAND EQUITY | .181 | .051 | .181 | 3.567 | .000 |

- a. Dependent Variable: KEPUTUSAN PEMBELIAN