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APPENDIX

APPENDIX 1: Krejcie-Morgan Guideline Table

Table 11.3

Sample Size for a Given Population Size

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

APPENDIX 2: Research Questionnaire**RESEARCH QUESTIONNAIRE**

I am Ihsani Nurul Izzah (A021181802), student of Management Undergraduate Study Program, Faculty of Economics and Business, Universitas Hasanuddin. I am currently doing research in order to compile a thesis entitled "The Effect of Social Media Marketing and Brand Image on Customer Purchase Decisions at SS Dessert Makassar"

In this regard, I look forward to your assistance in participating as a respondent by filling out the questionnaire below. All data and information that you provide will be kept confidential and will only be used for scientific purposes.

Thank you for your time and participation.

Best Regards,
Ihsani Nurul Izzah

Respondent Identity

Name (optional):

Age:

Gender:

Job:

- Student
- Entrepreneur
- Employee
- Civil Servant
- Housewife
- Others

Do you follow SS Desserts's Instagram account (@ss.dessertt)?

- Yes
- No

How often do you buy SS Dessert's products?

- 1-2 times
- 3-4 times
- > 4 times

Please answer the statements below by choosing the answer that suits you best.

Guideline:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

Social Media Marketing (X1)

Statement	Answer				
	SD	D	N	A	SA
	1	2	3	4	5
Interactivity					
SS Dessert regularly interacts with its audience					
SS Dessert's interactive communication made me more confident to buy SS Dessert's products					
Informativeness					
SS Dessert provides accurate information regarding its products					
SS Dessert's Instagram account provides useful information					
Personalization					
Through its Instagram account, SS Dessert provides product recommendations that suit my needs					
I am happy with SS Dessert Instagram content that requires my participation as an audience					
Trendiness					
SS Dessert's Instagram account has trendy content					
SS Dessert Instagram account offers up-to-date content					
Word-of-mouth					
I recommend SS Dessert to my relatives through my personal Instagram account					
I would like to share information about brand and products from the SS Dessert Instagram account to my relatives					

Brand Image (X2)

Statement	Answer				
	SD	D	N	A	SA
	1	2	3	4	5
Image of the Product					
SS Dessert products have a unique taste					
SS Dessert products have an attractive appearance					
SS Dessert products are easy to recognize because they are already very well known in the market					
Image of the Company					
SS Dessert is an innovative brand					
SS Dessert gives a positive impression as a pioneer of mentai rice in Makassar					
SS Dessert brand has a positive brand image in the eyes of its consumers					
Image of Service					
SS Dessert provides satisfactory service					
SS Dessert responds to customer complaints well					
Transaction process at SS Dessert is easy and not confusing					

Purchase Decision (Y)

Statement	Answer				
	SD	D	N	A	SA
	1	2	3	4	5
Need Recognition					
I bought SS Dessert's product because I needed it					
SS Dessert products are one of my options if I want to give my relatives a gift					
Information Search					
I did some research on SS Dessert's product before deciding to make a purchase					
I am interested in buying SS Dessert's product because of the information I got from my relatives					
Evaluation of Alternatives					
Before making a purchase, I need to look for alternative products					
I did an assessment of several product alternatives before buying SS Dessert's product					
Purchase Decision					
SS Dessert's promotion on its Instagram account convinced me to buy the product					
SS Dessert's brand image convinced me to buy the product					
Post-Purchase Behaviour					
I repurchase SS Dessert's product if I am satisfied					
I recommend SS Dessert's product to my relatives if I am satisfied					

APPENDIX 3: Respondents' Identity

No	Age	Gender	Job	Do you follow SS Desserts's Instagram account (@ss.dessertt)?	How often do you buy SS Dessert's products?
1	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
2	19	Perempuan	Pelajar/Mahasiswa	Tidak	1 - 2 kali
3	22	Perempuan	Wiraswasta	Tidak	> 4 kali
4	21	Perempuan	Pelajar/Mahasiswa	Tidak	3 - 4 kali
5	21	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
6	22	Laki-Laki	Pelajar/Mahasiswa	Ya	1 - 2 kali
7	22	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
8	22	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
9	22	Perempuan	Pelajar/Mahasiswa	Tidak	1 - 2 kali
10	22	Perempuan	Pelajar/Mahasiswa	Tidak	1 - 2 kali
11	21	Perempuan	Pelajar/Mahasiswa	Tidak	3 - 4 kali
12	22	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
13	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
14	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
15	21	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
16	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
17	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
18	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
19	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
20	22	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
21	22	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
22	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
23	22	Perempuan	Pelajar/Mahasiswa	Tidak	> 4 kali
24	21	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
25	22	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
26	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
27	21	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
28	22	Perempuan	Pelajar/Mahasiswa	Tidak	1 - 2 kali
29	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
30	22	Perempuan	Pelajar/Mahasiswa	Tidak	1 - 2 kali
31	22	Perempuan	Pelajar/Mahasiswa	Tidak	1 - 2 kali
32	21	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali

33	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
34	27	Perempuan	Wiraswasta	Ya	1 - 2 kali
35	21	Perempuan	Pelajar/Mahasiswa	Tidak	> 4 kali
36	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
37	22	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
38	21	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
39	22	Laki-Laki	Pelajar/Mahasiswa	Ya	1 - 2 kali
40	22	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
41	21	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
42	22	Perempuan	Pelajar/Mahasiswa	Tidak	> 4 kali
43	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
44	24	Perempuan	Wiraswasta	Ya	3 - 4 kali
45	25	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
46	22	Laki-Laki	Pelajar/Mahasiswa	Tidak	1 - 2 kali
47	24	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
48	56	Perempuan	Karyawan	Tidak	1 - 2 kali
49	22	Perempuan	-	Ya	> 4 kali
50	23	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
51	23	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
52	24	Perempuan	Wiraswasta	Tidak	> 4 kali
53	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
54	23	Perempuan	Ibu Rumah Tangga	Ya	1 - 2 kali
55	22	Perempuan	Karyawan	Ya	3 - 4 kali
56	24	Perempuan	Wiraswasta	Ya	3 - 4 kali
57	24	Perempuan	Wiraswasta	Ya	1 - 2 kali
58	23	Perempuan	Karyawan	Ya	> 4 kali
59	16	Perempuan	Wiraswasta	Ya	3 - 4 kali
60	25	Perempuan	Pelajar/Mahasiswa	Tidak	> 4 kali
61	20	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
62	24	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
63	22	Perempuan	Karyawan	Ya	3 - 4 kali
64	22	Perempuan	Pelajar/Mahasiswa	Tidak	1 - 2 kali
65	22	Laki-Laki	Pelajar/Mahasiswa	Tidak	1 - 2 kali
66	21	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
67	22	Perempuan	Pelajar/Mahasiswa	Tidak	1 - 2 kali
68	22	Perempuan	Pelajar/Mahasiswa	Tidak	1 - 2 kali
69	22	Laki-Laki	Pelajar/Mahasiswa	Ya	1 - 2 kali
70	22	Laki-Laki	Pelajar/Mahasiswa	Tidak	1 - 2 kali
71	23	Perempuan	Pelajar/Mahasiswa	Tidak	> 4 kali
72	20	Laki-Laki	Pelajar/Mahasiswa	Tidak	> 4 kali

73	28	Perempuan	Karyawan	Ya	1 - 2 kali
74	26	Perempuan	Karyawan	Ya	> 4 kali
75	22	Laki-Laki	Pelajar/Mahasiswa	Ya	1 - 2 kali
76	22	Laki-Laki	Pelajar/Mahasiswa	Ya	1 - 2 kali
77	22	Laki-Laki	Pelajar/Mahasiswa	Tidak	1 - 2 kali
78	33	Laki-Laki	BUMD	Ya	1 - 2 kali
79	21	Laki-Laki	Pelajar/Mahasiswa	Tidak	1 - 2 kali
80	25	Laki-Laki	Karyawan	Ya	1 - 2 kali
81	23	Laki-Laki	Wiraswasta	Tidak	1 - 2 kali
82	21	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
83	19	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
84	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
85	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
86	22	Perempuan	Pelajar/Mahasiswa	Tidak	1 - 2 kali
87	22	Laki-Laki	Pelajar/Mahasiswa	Ya	1 - 2 kali
88	16	Perempuan	Pelajar/Mahasiswa	Tidak	> 4 kali
89	23	Perempuan	Karyawan	Tidak	1 - 2 kali
90	18	Perempuan	Pelajar/Mahasiswa	Tidak	1 - 2 kali
91	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
92	28	Perempuan	Karyawan	Ya	> 4 kali
93	21	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
94	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
95	23	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
96	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
97	22	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
98	23	Laki-Laki	Pekerja	Ya	1 - 2 kali
99	29	Perempuan	Karyawan	Ya	1 - 2 kali
100	23	Perempuan	Karyawan	Ya	> 4 kali
101	32	Laki-Laki	Karyawan	Tidak	1 - 2 kali
102	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
103	23	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
104	21	Perempuan	Pelajar/Mahasiswa	Tidak	3 - 4 kali
105	25	Perempuan	Wiraswasta	Tidak	> 4 kali
106	23	Laki-Laki	Karyawan	Ya	3 - 4 kali
107	24	Perempuan	Wiraswasta	Tidak	> 4 kali
108	22	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
109	22	Laki-Laki	Pelajar/Mahasiswa	Tidak	1 - 2 kali
110	23	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
111	24	Perempuan	Karyawan	Ya	1 - 2 kali
112	29	Perempuan	Karyawan	Tidak	> 4 kali

113	22	Laki-Laki	Pelajar/Mahasiswa	Ya	1 - 2 kali
114	22	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
115	29	Perempuan	Ibu Rumah Tangga	Ya	> 4 kali
116	19	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
117	28	Perempuan	Karyawan	Tidak	1 - 2 kali
118	15	Perempuan	Pelajar/Mahasiswa	Tidak	1 - 2 kali
119	21	Laki-Laki	Pelajar/Mahasiswa	Tidak	1 - 2 kali
120	20	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
121	21	Perempuan	Pelajar/Mahasiswa	Tidak	1 - 2 kali
122	20	Laki-Laki	Pelajar/Mahasiswa	Ya	1 - 2 kali
123	27	Laki-Laki	Wiraswasta	Tidak	1 - 2 kali
124	15	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
125	23	Laki-Laki	Pelajar/Mahasiswa	Tidak	3 - 4 kali
126	21	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
127	22	Laki-Laki	Pelajar/Mahasiswa	Tidak	1 - 2 kali
128	22	Perempuan	Pelajar/Mahasiswa	Tidak	3 - 4 kali
129	21	Perempuan	Pelajar/Mahasiswa	Tidak	> 4 kali
130	22	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
131	20	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
132	22	Laki-Laki	Pelajar/Mahasiswa	Tidak	1 - 2 kali
133	26	Laki-Laki	Wiraswasta	Tidak	1 - 2 kali
134	23	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
135	20	Laki-Laki	Pelajar/Mahasiswa	Tidak	1 - 2 kali
136	27	Laki-Laki	Pengangguran	Tidak	1 - 2 kali
137	23	Perempuan	Karyawan	Ya	> 4 kali
138	36	Perempuan	Ibu Rumah Tangga	Ya	1 - 2 kali
139	22	Laki-Laki	Pelajar/Mahasiswa	Tidak	1 - 2 kali
140	22	Laki-Laki	Pelajar/Mahasiswa	Tidak	1 - 2 kali
141	21	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
142	22	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
143	20	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
144	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
145	19	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
146	20	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
147	23	Perempuan	Wiraswasta	Ya	> 4 kali
148	21	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
149	20	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
150	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
151	21	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
152	21	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali

153	22	Perempuan	Pelajar/Mahasiswa	Tidak	1 - 2 kali
154	22	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
155	25	Perempuan	Wiraswasta	Tidak	1 - 2 kali
156	21	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
157	22	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
158	21	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
159	16	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
160	23	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
161	21	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
162	22	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
163	21	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
164	22	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
165	22	Laki-Laki	Pelajar/Mahasiswa	Ya	3 - 4 kali
166	25	Perempuan	Pegawai BUMD	Ya	> 4 kali
167	42	Perempuan	Ibu Rumah Tangga	Ya	1 - 2 kali
168	20	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
169	18	Laki-Laki	Pelajar/Mahasiswa	Ya	1 - 2 kali
170	19	Laki-Laki	Wiraswasta	Ya	> 4 kali
171	18	Perempuan	Karyawan	Ya	1 - 2 kali
172	20	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
173	31	Perempuan	PNS	Ya	1 - 2 kali
174	24	Perempuan	Wiraswasta	Tidak	1 - 2 kali
175	26	Perempuan	PNS	Ya	> 4 kali
176	30	Perempuan	Ibu Rumah Tangga	Ya	> 4 kali
177	23	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
178	19	Laki-Laki	Pelajar/Mahasiswa	Ya	1 - 2 kali
179	19	Perempuan	Karyawan	Ya	1 - 2 kali
180	25	Perempuan	Karyawan	Ya	> 4 kali
181	20	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
182	19	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
183	17	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
184	21	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
185	24	Perempuan	Wiraswasta	Ya	> 4 kali
186	24	Perempuan	Karyawan	Ya	> 4 kali
187	21	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
188	14	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
189	21	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
190	23	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
191	16	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
192	22	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali

193	20	Laki-Laki	Pelajar/Mahasiswa	Ya	1 - 2 kali
194	18	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
195	24	Perempuan	Karyawan	Tidak	3 - 4 kali
196	28	Laki-Laki	Wiraswasta	Ya	3 - 4 kali
197	28	Perempuan	Wiraswasta	Ya	3 - 4 kali
198	28	Perempuan	Dosen	Tidak	3 - 4 kali
199	21	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
200	28	Perempuan	Ibu Rumah Tangga	Ya	3 - 4 kali
201	28	Perempuan	Ibu Rumah Tangga	Ya	1 - 2 kali
202	21	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
203	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
204	22	Perempuan	Pelajar/Mahasiswa	Tidak	1 - 2 kali
205	29	Perempuan	PNS	Ya	> 4 kali
206	32	Perempuan	Wiraswasta	Ya	> 4 kali
207	23	Perempuan	Wiraswasta	Ya	> 4 kali
208	26	Perempuan	Wiraswasta	Ya	3 - 4 kali
209	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
210	21	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
211	21	Perempuan	Ibu Rumah Tangga	Ya	3 - 4 kali
212	28	Perempuan	Pengangguran	Tidak	3 - 4 kali
213	27	Perempuan	Wiraswasta	Ya	> 4 kali
214	22	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
215	26	Perempuan	Pengusaha	Ya	> 4 kali
216	24	Perempuan	Wiraswasta	Tidak	> 4 kali
217	23	Perempuan	Karyawan	Ya	3 - 4 kali
218	26	Laki-Laki	Karyawan	Ya	> 4 kali
219	32	Perempuan	Ibu Rumah Tangga	Ya	> 4 kali
220	25	Perempuan	Ibu Rumah Tangga	Tidak	> 4 kali
221	25	Perempuan	Karyawan	Ya	3 - 4 kali
222	27	Perempuan	Ibu Rumah Tangga	Ya	3 - 4 kali
223	27	Perempuan	Freelance	Ya	> 4 kali
224	27	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
225	21	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
226	23	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
227	22	Perempuan	Wiraswasta	Ya	3 - 4 kali
228	22	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali
229	27	Perempuan	Ibu Rumah Tangga	Tidak	> 4 kali
230	23	Perempuan	Wiraswasta	Ya	1 - 2 kali
231	22	Perempuan	Karyawan	Ya	1 - 2 kali
232	20	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali

233	29	Perempuan	Wiraswasta	Ya	3 - 4 kali
234	21	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
235	23	Perempuan	Karyawan	Tidak	1 - 2 kali
236	20	Perempuan	Pelajar/Mahasiswa	Ya	3 - 4 kali
237	27	Perempuan	Ibu Rumah Tangga	Ya	> 4 kali
238	28	Perempuan	Karyawan	Ya	1 - 2 kali
239	23	Perempuan	Karyawan	Ya	> 4 kali
240	24	Laki-Laki	Karyawan	Ya	1 - 2 kali
241	25	Perempuan	Pelajar/Mahasiswa	Ya	> 4 kali
242	17	Perempuan	Pelajar/Mahasiswa	Ya	1 - 2 kali

APPENDIX 4: Respondents' Answers

Respondents' Answer regarding Social Media Marketing

No	SOCIAL MEDIA MARKETING (X1)										Total X1
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	
1	5	4	5	4	4	5	5	5	3	4	44
2	4	4	4	4	4	4	5	5	3	4	41
3	5	5	5	4	5	5	5	5	5	5	49
4	3	4	4	4	4	4	4	4	4	4	39
5	5	5	5	5	5	5	5	5	5	5	50
6	3	2	5	4	3	4	4	5	4	4	38
7	4	4	4	4	4	3	4	3	4	4	38
8	4	4	4	3	4	4	4	3	3	5	38
9	5	3	4	4	5	3	3	3	2	2	34
10	3	4	5	4	5	5	5	5	1	2	39
11	3	4	5	4	4	3	5	5	5	5	43
12	5	4	5	3	3	5	5	4	4	4	42
13	4	4	5	4	5	4	5	4	5	3	43
14	4	5	5	5	5	5	5	5	5	5	49
15	4	4	4	4	5	5	4	5	4	4	43
16	4	5	5	3	4	3	5	5	4	3	41
17	5	5	5	5	5	4	5	5	5	5	49
18	4	4	4	5	5	5	5	3	5	5	45
19	4	4	5	3	4	3	4	4	3	3	37
20	4	4	4	4	4	4	5	4	3	3	39
21	4	4	5	4	4	4	5	4	4	4	42
22	5	4	4	5	5	4	4	5	5	5	46
23	4	4	3	3	3	5	5	5	3	4	39
24	4	4	4	4	4	5	5	5	5	5	45
25	3	4	4	4	4	4	3	3	3	4	36
26	5	4	5	4	5	5	5	5	4	4	46
27	5	4	5	5	5	4	4	4	5	5	46
28	3	5	4	3	5	3	4	3	3	4	37
29	5	5	5	5	5	5	5	5	5	5	50
30	4	3	5	4	5	4	4	4	3	4	40
31	5	5	5	4	4	4	5	5	4	4	45
32	3	4	4	4	4	4	4	4	4	4	39
33	4	4	5	5	5	5	5	5	5	5	48
34	4	3	4	4	4	4	5	5	3	3	39

35	3	3	5	5	5	5	5	5	4	3	43
36	4	4	5	5	4	4	4	4	5	4	43
37	4	4	5	5	5	5	5	5	4	4	46
38	4	4	4	4	4	4	4	4	2	3	37
39	5	5	5	5	5	5	5	5	5	5	50
40	3	4	4	4	4	4	4	5	5	5	42
41	2	4	4	4	5	5	5	1	4	5	39
42	3	5	5	5	5	4	5	5	3	5	45
43	4	4	5	5	5	5	5	5	5	5	48
44	5	4	5	5	4	5	4	4	5	5	46
45	4	4	5	3	5	4	5	5	5	4	44
46	4	5	5	5	3	3	4	4	3	3	39
47	5	5	5	5	5	5	5	5	5	5	50
48	5	5	5	5	4	5	5	4	4	4	46
49	5	5	5	5	5	5	5	5	5	5	50
50	5	4	4	5	5	5	4	4	4	5	45
51	4	4	4	5	4	5	5	5	5	4	45
52	5	5	5	5	5	5	5	4	5	5	49
53	5	4	4	4	4	4	5	5	4	4	43
54	5	3	4	3	2	4	5	3	3	3	35
55	4	5	5	5	5	5	5	5	5	4	48
56	4	4	5	5	5	4	4	5	4	3	43
57	4	4	4	4	5	5	3	3	4	4	40
58	5	1	5	5	5	2	5	4	5	5	42
59	5	5	5	5	5	5	5	4	5	5	49
60	5	5	5	5	5	5	5	5	5	5	50
61	4	5	5	5	5	5	5	5	5	4	48
62	3	5	4	4	4	5	5	5	5	5	45
63	4	5	5	5	5	4	4	4	5	4	45
64	4	4	4	5	5	5	5	5	3	3	43
65	5	5	5	5	5	5	5	5	5	5	50
66	4	4	5	5	4	5	5	5	4	4	45
67	4	5	5	4	5	4	5	5	2	4	43
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69	5	5	5	5	5	3	5	5	3	3	44
70	3	4	4	4	4	3	5	4	4	5	40
71	4	4	5	3	5	4	4	5	5	5	44
72	4	4	4	5	5	5	5	5	4	4	45
73	3	2	3	3	3	3	3	2	1	3	26
74	3	4	4	4	4	3	4	4	3	4	37
75	4	5	5	5	5	5	5	5	5	5	49
76	3	5	5	4	5	4	5	4	3	3	41

77	3	3	4	4	4	3	4	3	3	4	35
78	4	4	5	4	4	4	5	5	5	5	45
79	3	3	4	4	3	3	4	3	2	4	33
80	5	5	4	4	5	5	5	5	5	5	48
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83	3	3	3	3	3	3	3	3	3	3	30
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85	5	5	5	5	5	5	5	5	5	5	50
86	4	4	4	4	3	4	4	4	4	3	38
87	5	5	5	5	5	5	4	4	3	4	45
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92	5	5	5	5	5	5	5	5	5	5	50
93	5	5	5	5	5	5	5	5	4	5	49
94	4	4	5	5	5	5	5	5	5	5	48
95	3	4	3	3	3	4	3	4	4	4	35
96	4	3	5	4	4	3	4	4	4	4	39
97	3	4	4	4	4	3	5	5	5	5	42
98	5	5	5	5	5	5	5	5	4	4	48
99	2	3	3	3	4	3	3	3	3	3	30
100	4	5	4	5	3	5	5	3	4	5	43
101	5	5	5	5	5	5	5	5	5	5	50
102	5	4	5	3	3	5	5	5	5	4	44
103	4	5	4	4	5	5	4	4	5	5	45
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105	5	5	5	5	5	5	5	5	5	5	50
106	4	4	5	4	5	5	4	4	4	4	43
107	4	3	4	4	3	4	5	5	5	5	42
108	4	3	5	5	4	3	5	5	5	5	44
109	3	4	5	4	4	3	4	4	3	3	37
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111	5	5	5	5	5	5	5	5	5	5	50
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113	4	4	5	3	3	3	4	3	3	3	35
114	4	5	5	5	5	4	5	4	3	5	45
115	4	5	5	4	5	4	3	4	4	4	42
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117	3	3	5	5	5	4	4	4	4	4	41
118	3	3	3	4	3	4	4	4	5	5	38

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120	5	5	4	4	5	4	4	5	4	3	43
121	3	3	3	4	3	3	3	3	4	4	33
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127	4	5	5	3	3	3	3	3	3	3	35
128	4	4	4	4	4	4	4	4	4	5	41
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130	4	4	4	3	3	4	4	4	4	4	38
131	2	3	4	5	5	5	5	5	5	4	43
132	3	4	3	3	4	3	4	4	3	3	34
133	4	4	5	5	4	5	5	4	5	4	45
134	5	3	5	5	4	5	5	5	5	5	47
135	4	4	4	4	4	4	4	4	4	4	40
136	4	3	4	3	4	3	5	5	4	4	39
137	5	5	5	5	5	5	5	5	5	5	50
138	4	5	5	3	4	5	5	5	5	5	46
139	4	4	4	4	4	4	4	4	3	4	39
140	4	4	4	4	4	4	4	4	3	4	39
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153	4	4	4	4	5	4	5	5	3	5	43
154	3	2	3	3	3	3	3	3	3	3	29
155	4	4	4	5	4	4	5	4	4	4	42
156	5	4	5	5	5	4	5	5	4	4	46
157	5	4	5	4	3	4	4	5	2	3	39
158	5	5	4	5	5	5	5	5	3	4	46
159	3	5	5	4	5	5	5	5	5	5	47
160	4	5	4	5	4	5	5	4	5	5	46

161	4	4	5	5	5	5	5	5	5	5	48
162	5	5	5	5	5	5	5	5	4	5	49
163	4	5	5	4	5	5	5	5	3	4	45
164	5	5	5	5	5	5	5	5	5	5	50
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168	5	5	5	5	5	5	5	5	5	5	50
169	5	2	5	5	5	4	4	5	1	4	40
170	4	5	5	5	4	5	5	5	5	5	48
171	5	5	5	5	5	5	5	5	5	5	50
172	4	4	5	5	5	4	5	5	3	4	44
173	4	5	4	5	5	5	5	4	5	4	46
174	5	5	5	5	5	5	5	4	5	4	48
175	4	5	5	5	5	5	5	5	5	5	49
176	5	5	5	4	4	5	4	4	5	5	46
177	4	4	5	5	4	3	5	4	3	4	41
178	4	5	5	4	5	4	4	4	5	4	44
179	5	5	5	5	4	5	5	5	4	4	47
180	3	4	5	5	4	5	5	4	5	5	45
181	5	4	4	5	5	5	5	5	5	5	48
182	5	5	5	5	5	5	5	5	5	5	50
183	4	4	5	5	5	4	4	4	4	4	43
184	4	3	5	3	5	5	5	5	5	5	45
185	4	4	5	5	5	5	5	5	5	5	48
186	5	3	4	4	4	4	5	4	2	4	39
187	5	5	5	4	4	4	4	4	5	4	44
188	5	5	3	4	4	4	5	5	2	5	42
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190	3	4	4	4	4	3	3	3	4	4	36
191	5	5	5	5	5	5	5	5	5	5	50
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193	3	3	4	4	3	2	3	3	4	3	32
194	5	5	5	5	4	5	4	4	5	5	47
195	3	3	2	3	3	3	4	4	4	4	33
196	4	5	5	5	5	5	5	5	5	5	49
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198	5	5	5	5	5	5	5	5	4	4	48
199	5	5	5	3	3	5	5	5	5	5	46
200	4	5	5	5	5	5	5	4	5	5	48
201	4	4	3	3	3	3	2	2	4	4	32
202	4	3	5	2	4	4	5	5	5	5	42

203	4	5	5	4	5	5	5	3	5	5	46
204	3	2	3	3	4	3	5	5	2	3	33
205	4	4	4	5	4	5	5	4	5	5	45
206	5	5	5	5	4	5	5	5	5	5	49
207	5	5	5	5	5	5	5	5	5	5	50
208	4	4	4	3	4	3	4	4	4	4	38
209	5	5	5	5	4	4	5	4	4	4	45
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212	5	4	5	5	5	5	5	5	5	5	49
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214	5	5	5	5	4	5	5	5	5	5	49
215	3	5	5	5	5	5	5	5	5	5	48
216	5	5	5	5	5	5	5	5	5	5	50
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218	3	3	4	4	4	4	4	4	4	3	37
219	5	5	5	5	5	5	4	4	5	5	48
220	4	4	5	3	3	4	4	3	4	4	38
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223	5	5	5	5	4	5	5	5	3	4	46
224	5	5	5	4	5	5	5	5	4	4	47
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230	5	5	5	4	3	4	4	4	4	4	42
231	5	5	5	4	5	5	5	5	5	5	49
232	5	5	5	4	3	3	4	4	4	4	41
233	4	4	4	5	4	4	5	4	4	4	42
234	3	3	4	3	5	4	5	4	4	5	40
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238	4	5	5	5	5	5	4	4	5	5	47
239	5	5	5	5	5	5	5	5	5	5	50
240	4	5	5	4	5	4	3	3	5	5	43
241	5	5	5	5	5	5	5	5	5	5	50
242	3	4	5	3	5	4	4	4	5	5	42

Respondents' Answer regarding Brand Image

No	BRAND IMAGE (X2)									Total X2
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	
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3	5	5	5	5	5	5	5	4	5	44
4	5	5	5	5	5	5	5	5	5	45
5	5	5	5	5	5	5	5	5	5	45
6	5	5	3	4	4	4	4	4	5	38
7	4	4	4	4	4	4	4	4	4	36
8	5	5	5	4	5	4	4	4	5	41
9	3	3	4	5	4	4	3	4	3	33
10	3	1	4	5	5	5	5	5	5	38
11	3	5	5	5	5	5	5	3	5	41
12	5	5	5	5	5	5	5	3	5	43
13	4	4	4	4	5	5	5	5	5	41
14	5	5	5	5	5	5	5	5	5	45
15	4	4	5	5	4	5	4	4	4	39
16	4	4	5	5	5	5	5	5	5	43
17	5	5	5	5	5	5	5	4	5	44
18	5	5	5	5	5	5	5	5	5	45
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26	4	5	5	4	4	4	5	5	5	41
27	4	3	4	4	4	5	5	5	5	39
28	5	5	5	4	5	5	4	4	5	42
29	5	5	3	5	5	5	4	5	5	42
30	5	4	5	4	4	4	4	4	4	38
31	5	5	5	5	5	5	4	4	5	43
32	4	3	4	4	5	4	4	4	4	36
33	4	5	5	4	5	5	5	4	5	42
34	4	4	4	3	5	4	3	3	3	33
35	5	5	5	5	5	5	3	3	2	38

78	5	5	5	5	5	5	5	4	4	5	43
79	4	4	4	3	4	4	4	4	3	3	33
80	4	4	3	4	5	5	4	4	4	5	38
81	4	5	4	4	4	4	4	5	4	5	39
82	5	5	5	5	5	5	5	5	5	5	45
83	2	3	5	3	4	3	3	3	3	3	29
84	5	5	5	5	5	5	5	4	4	5	43
85	5	5	5	5	5	5	5	5	5	5	45
86	5	4	3	4	4	4	4	4	3	5	36
87	5	5	5	5	5	5	5	5	5	5	45
88	5	4	5	5	5	5	5	5	5	5	44
89	4	3	4	4	3	4	4	5	5	5	37
90	4	5	4	4	5	4	5	4	4	4	39
91	2	4	5	5	5	5	5	5	5	5	41
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95	3	4	4	4	4	4	4	4	4	4	35
96	5	5	5	4	5	4	5	4	4	5	42
97	4	4	5	5	5	5	5	5	3	5	41
98	3	5	3	4	4	4	4	5	4	4	36
99	3	4	4	5	4	4	4	4	5	4	37
100	5	3	2	4	5	4	5	4	4	5	37
101	5	5	5	5	5	5	5	5	5	5	45
102	4	4	5	5	5	5	5	4	3	5	40
103	5	5	4	4	5	5	5	5	5	4	42
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106	5	5	5	5	5	5	5	5	5	5	45
107	4	4	5	5	5	5	5	5	5	5	43
108	5	5	5	5	5	5	5	5	5	5	45
109	4	3	4	5	4	4	4	3	3	3	33
110	5	5	5	5	5	5	5	5	5	5	45
111	5	5	5	5	5	5	5	5	5	5	45
112	5	5	4	4	4	4	4	4	4	4	38
113	5	4	5	3	5	5	5	5	5	5	42
114	5	5	5	5	5	5	5	5	5	5	45
115	5	4	5	3	5	5	5	5	5	4	41
116	3	4	3	4	4	4	3	4	3	5	33
117	3	3	5	5	5	5	5	3	3	4	36
118	5	5	5	5	4	5	5	5	5	5	44
119	4	4	4	4	4	4	4	4	3	4	35

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122	4	5	5	4	4	5	5	4	4	40
123	4	4	3	3	3	3	3	2	3	28
124	5	5	5	4	5	5	5	4	5	43
125	5	4	4	3	3	4	4	4	4	35
126	4	4	4	4	4	4	4	4	4	36
127	5	5	4	5	5	5	5	5	5	44
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129	4	4	5	4	4	4	5	3	4	37
130	5	5	5	5	4	4	5	4	5	42
131	4	5	5	3	5	5	4	5	5	41
132	3	4	3	3	3	3	3	3	3	28
133	5	5	5	4	4	4	5	5	5	42
134	5	5	5	5	5	5	4	5	5	44
135	5	5	5	5	5	5	5	5	5	45
136	3	3	3	3	4	4	3	4	3	30
137	5	5	5	5	5	5	5	2	5	42
138	5	5	4	4	4	5	5	5	5	42
139	4	4	4	3	5	4	4	4	4	36
140	4	4	4	3	5	4	4	4	4	36
141	4	5	5	5	5	5	5	5	5	44
142	4	5	4	5	3	5	4	3	3	36
143	4	5	4	4	4	4	3	3	4	35
144	5	5	5	5	5	5	5	3	5	43
145	5	4	5	5	5	5	5	5	5	44
146	5	5	5	5	5	5	5	5	5	45
147	5	5	5	5	5	5	5	5	5	45
148	5	5	4	4	4	4	5	4	5	40
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150	5	5	5	4	4	5	4	4	5	41
151	5	5	5	5	5	5	4	4	4	42
152	5	5	5	4	5	5	4	4	5	42
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154	3	2	3	3	2	2	2	2	2	21
155	4	5	5	5	5	5	5	4	5	43
156	5	5	5	5	5	5	4	4	5	43
157	3	4	4	3	4	4	4	4	4	34
158	4	4	5	5	5	5	4	5	5	42
159	5	5	5	5	5	5	5	5	5	45
160	5	5	5	5	5	5	5	4	5	44
161	5	5	5	5	5	5	5	4	5	44

Respondents' Answer regarding Purchase Decision

No	PURCHASE DECISION (Y)										Total Y
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	
1	4	5	4	4	4	4	4	4	4	4	41
2	4	5	4	4	3	3	4	4	4	4	39
3	5	4	5	5	5	5	5	5	5	5	49
4	5	5	5	5	5	5	5	5	5	5	50
5	5	5	5	5	5	5	5	5	5	5	50
6	4	4	5	3	5	4	5	4	5	3	42
7	4	4	4	4	4	4	5	5	5	5	44
8	5	3	4	5	2	4	5	4	5	5	42
9	4	2	3	3	5	1	3	4	5	3	33
10	5	4	5	5	5	5	5	5	5	5	49
11	5	5	5	4	3	2	5	5	5	5	44
12	5	4	5	3	5	5	4	5	5	5	46
13	5	5	5	4	3	3	4	4	5	5	43
14	5	5	5	1	3	5	5	5	5	5	44
15	4	5	5	5	5	5	5	5	5	5	49
16	5	5	5	3	4	4	4	4	4	4	42
17	5	5	5	5	3	5	5	5	5	5	48
18	5	5	5	5	5	5	5	5	5	5	50
19	4	3	4	3	4	3	3	4	4	4	36
20	4	4	4	4	3	4	4	5	4	4	40
21	3	4	5	5	4	4	4	5	5	4	43
22	5	5	5	5	5	4	5	5	5	5	49
23	4	5	2	4	3	4	4	4	4	4	38
24	5	5	5	5	5	5	5	5	5	5	50
25	4	3	4	4	5	4	4	4	4	4	40
26	5	5	5	5	4	5	5	5	5	5	49
27	5	4	5	4	3	3	4	4	4	5	41
28	3	5	5	5	3	3	4	4	4	4	40
29	2	5	5	5	5	5	5	5	5	5	47
30	4	4	4	5	2	2	4	4	4	4	37
31	5	5	5	5	4	4	5	5	5	5	48
32	5	4	4	4	4	4	4	4	4	4	41
33	5	5	5	5	3	3	5	5	5	5	46
34	5	3	4	3	4	4	4	4	5	4	40
35	4	4	5	5	5	5	5	5	5	5	48
36	5	5	5	4	3	3	4	5	5	5	44

37	5	4	5	5	2	4	4	4	4	5	42
38	3	3	4	3	3	4	4	4	4	4	36
39	5	5	5	5	5	5	5	5	5	5	50
40	4	5	4	5	3	3	4	4	5	5	42
41	5	5	4	5	4	5	5	5	5	5	48
42	5	5	5	5	3	3	5	5	5	5	46
43	4	4	5	4	5	5	5	5	5	5	47
44	5	5	5	4	3	4	5	5	5	5	46
45	5	5	4	4	3	5	5	5	5	5	46
46	5	5	5	5	4	4	4	4	4	5	45
47	3	5	5	5	2	2	5	5	5	5	42
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50	5	4	4	5	2	2	5	5	5	5	42
51	4	4	4	5	3	3	5	5	5	5	43
52	4	4	5	4	1	1	5	5	5	5	39
53	4	5	4	4	4	4	4	4	4	4	41
54	2	5	4	2	4	2	5	5	5	5	39
55	5	5	5	5	2	5	5	5	5	5	47
56	4	5	4	3	5	5	4	4	5	4	43
57	3	5	3	3	3	4	4	5	5	5	40
58	5	5	5	1	1	1	5	5	5	5	38
59	3	5	4	2	3	3	5	5	5	5	40
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62	5	4	5	5	3	3	5	5	5	5	45
63	5	5	5	5	3	3	5	5	5	5	46
64	5	4	4	4	4	5	4	4	5	5	44
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71	5	4	5	5	2	2	5	5	5	5	43
72	4	4	5	5	5	5	5	5	5	5	48
73	3	3	3	3	3	3	3	3	3	3	30
74	4	4	5	3	4	3	4	4	5	5	41
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76	4	4	4	4	3	3	3	3	4	4	36
77	3	4	4	4	4	3	4	4	4	4	38
78	5	4	5	5	3	5	5	5	5	5	47

79	3	3	4	4	3	3	4	4	4	3	35
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83	4	4	4	4	4	4	3	3	3	3	36
84	4	5	5	3	1	1	5	5	5	5	39
85	5	5	5	5	2	2	5	5	5	5	44
86	3	4	4	4	3	3	4	4	4	4	37
87	3	5	5	5	5	5	5	5	5	5	48
88	5	5	5	4	4	4	5	5	5	5	47
89	4	5	5	5	5	5	3	3	4	4	43
90	4	5	5	5	5	5	5	5	5	5	49
91	4	5	4	4	5	5	4	5	4	5	45
92	5	5	5	5	1	1	5	5	5	5	42
93	5	5	5	4	2	1	4	4	5	5	40
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108	5	5	5	5	3	3	2	5	5	5	43
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115	4	5	3	2	3	4	5	5	5	4	40
116	5	5	4	3	3	3	4	4	5	5	41
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133	4	5	4	4	4	5	5	4	4	4	43
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135	5	4	4	5	5	5	5	5	5	5	48
136	3	4	4	4	4	3	4	3	4	3	36
137	5	5	5	5	5	5	5	5	5	5	50
138	5	5	5	3	5	1	5	5	5	5	44
139	4	4	4	3	3	4	5	4	4	5	40
140	4	4	4	3	3	4	5	4	4	5	40
141	5	4	5	4	5	5	5	5	5	5	48
142	4	3	5	3	4	3	5	3	5	3	38
143	5	4	4	3	3	3	4	4	4	5	39
144	5	5	5	5	5	5	5	5	5	5	50
145	4	5	5	5	5	4	5	4	4	5	46
146	5	5	5	3	1	2	5	5	5	5	41
147	4	5	5	4	3	4	5	5	5	5	45
148	4	4	4	4	3	3	4	4	5	5	40
149	3	5	5	5	2	2	5	5	5	5	42
150	4	5	5	4	4	4	5	5	5	4	45
151	4	5	5	4	4	4	4	5	5	4	44
152	5	5	5	4	4	5	5	4	5	5	47
153	4	4	4	4	3	4	5	5	4	4	41
154	2	2	3	3	2	2	2	3	2	2	23
155	4	5	5	4	3	3	5	5	5	4	43
156	5	5	5	4	3	4	4	4	4	4	42
157	4	4	4	3	5	4	3	4	4	3	38
158	5	5	5	3	4	4	5	5	5	4	45
159	5	5	4	5	1	4	5	5	5	5	44
160	5	4	4	5	4	5	5	5	5	5	47
161	5	5	5	5	2	4	5	5	5	5	46
162	4	4	5	5	5	5	4	5	5	5	47

163	4	3	5	3	4	3	5	5	5	4	41
164	5	5	4	4	3	4	5	5	5	5	45
165	3	3	3	3	3	3	3	3	3	3	30
166	4	4	5	4	4	5	5	5	5	5	46
167	4	5	5	5	3	3	5	5	5	5	45
168	5	5	5	5	1	3	5	5	5	5	44
169	5	2	5	1	5	1	5	2	1	1	28
170	5	5	5	5	5	5	5	5	5	5	50
171	5	5	5	5	5	5	5	5	5	5	50
172	5	5	4	5	3	3	5	5	5	5	45
173	5	5	5	5	5	5	5	5	5	5	50
174	3	4	5	4	4	3	5	5	5	5	43
175	4	5	3	5	5	5	5	5	5	5	47
176	5	5	4	4	4	3	5	5	5	5	45
177	5	5	4	3	3	4	5	5	5	5	44
178	5	5	5	5	3	4	5	5	5	5	47
179	4	4	5	4	4	5	5	5	4	4	44
180	4	4	5	4	1	2	5	5	1	5	36
181	5	5	5	5	5	5	5	5	5	5	50
182	5	5	5	5	5	5	5	5	5	5	50
183	4	5	3	2	2	3	4	4	5	5	37
184	3	5	5	5	4	1	4	5	5	5	42
185	5	4	2	2	2	2	5	5	5	5	37
186	4	5	5	3	4	3	5	5	5	5	44
187	5	5	5	4	3	3	5	5	5	4	44
188	2	5	3	1	5	2	5	4	5	5	37
189	5	5	5	5	3	4	5	5	5	5	47
190	4	3	3	3	4	3	3	3	4	4	34
191	5	5	5	5	3	3	5	5	5	5	46
192	5	5	5	4	2	1	5	5	5	5	42
193	4	4	4	3	3	3	3	3	4	4	35
194	5	5	5	3	1	1	5	5	5	5	40
195	3	3	3	3	4	3	3	3	3	4	32
196	4	5	4	5	3	3	5	5	5	5	44
197	4	5	5	4	1	1	5	5	5	5	40
198	4	5	4	3	5	4	5	5	5	5	45
199	1	4	5	3	3	3	5	5	5	5	39
200	5	5	4	4	3	4	5	5	5	5	45
201	4	4	3	2	2	2	4	3	5	4	33
202	5	4	5	4	4	5	4	5	5	5	46
203	5	5	5	2	1	1	5	5	5	5	39
204	5	3	4	5	4	4	4	3	3	4	39

205	5	5	4	3	2	2	4	5	5	5	40
206	5	5	5	5	2	4	5	5	5	5	46
207	3	5	5	3	3	4	5	5	5	5	43
208	4	5	4	4	5	4	4	3	4	4	41
209	5	5	5	5	5	5	5	5	5	5	50
210	5	5	5	3	5	5	5	5	5	5	48
211	4	3	4	1	3	3	5	3	4	5	35
212	5	5	5	2	2	1	5	5	5	5	40
213	5	5	5	5	3	5	5	5	5	5	48
214	4	5	3	5	3	3	5	5	5	5	43
215	5	5	5	5	5	5	5	5	5	5	50
216	5	5	5	5	5	5	5	5	5	5	50
217	3	4	4	4	4	4	4	4	4	5	40
218	2	3	3	4	4	4	3	3	4	4	34
219	5	5	5	5	3	3	5	5	5	5	46
220	3	4	4	2	3	3	4	3	4	4	34
221	5	5	5	5	5	5	5	5	5	4	49
222	3	4	4	5	2	2	5	5	4	4	38
223	5	3	4	4	5	4	5	5	5	5	45
224	5	5	5	2	5	5	5	5	5	5	47
225	2	5	4	5	5	5	4	5	5	5	45
226	5	5	5	5	5	5	5	5	5	5	50
227	4	4	5	5	3	3	5	5	4	4	42
228	4	4	4	4	5	5	5	5	5	5	46
229	5	5	5	5	1	3	5	5	5	5	44
230	4	3	3	3	5	5	4	4	5	5	41
231	4	5	5	3	4	4	5	5	5	5	45
232	4	5	4	4	5	3	4	4	5	5	43
233	4	5	4	4	5	5	5	5	5	5	47
234	4	5	3	5	2	2	4	4	5	5	39
235	3	3	3	3	3	3	3	3	3	3	30
236	5	5	5	5	4	5	5	5	5	5	49
237	5	5	5	5	5	5	5	5	5	5	50
238	5	5	4	4	4	3	5	5	5	5	45
239	4	5	5	5	4	4	5	5	5	5	47
240	3	3	4	5	2	3	5	4	4	5	38
241	5	5	5	4	3	2	5	5	5	5	44
242	5	5	5	2	2	3	5	5	5	5	42

APPENDIX 5: Validity and Reliability Test

Validity Test Social Media Marketing (X1)

		Correlations										Total_
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1
X1.1	Pearson Correlation	1	.493**	.444**	.408**	.312**	.465**	.405**	.424**	.270**	.327**	.652**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242	242
X1.2	Pearson Correlation	.493**	1	.459**	.438**	.410**	.514**	.337**	.298**	.367**	.381**	.680**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242	242
X1.3	Pearson Correlation	.444**	.459**	1	.466**	.452**	.380**	.374**	.398**	.378**	.318**	.657**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242	242
X1.4	Pearson Correlation	.408**	.438**	.466**	1	.561**	.526**	.432**	.385**	.361**	.381**	.709**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242	242
X1.5	Pearson Correlation	.312**	.410**	.452**	.561**	1	.504**	.422**	.428**	.357**	.393**	.690**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242	242
X1.6	Pearson Correlation	.465**	.514**	.380**	.526**	.504**	1	.577**	.493**	.486**	.496**	.786**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242	242
X1.7	Pearson Correlation	.405**	.337**	.374**	.432**	.422**	.577**	1	.665**	.351**	.426**	.706**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242	242
X1.8	Pearson Correlation	.424**	.298**	.398**	.385**	.428**	.493**	.665**	1	.350**	.356**	.683**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242	242
X1.9	Pearson Correlation	.270**	.367**	.378**	.361**	.357**	.486**	.351**	.350**	1	.692**	.686**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	242	242	242	242	242	242	242	242	242	242	242
X1.10	Pearson Correlation	.327**	.381**	.318**	.381**	.393**	.496**	.426**	.356**	.692**	1	.698**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	242	242	242	242	242	242	242	242	242	242	242
Total_X1	Pearson Correlation	.652**	.680**	.657**	.709**	.690**	.786**	.706**	.683**	.686**	.698**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	242	242	242	242	242	242	242	242	242	242	242

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

Validity Test Brand Image (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	Total_X 2
X2.1	Pearson Correlation	1	.646**	.423**	.464**	.432**	.535**	.458**	.460**	.459**	.727**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242
X2.2	Pearson Correlation	.646**	1	.466**	.444**	.420**	.493**	.414**	.349**	.387**	.684**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242
X2.3	Pearson Correlation	.423**	.466**	1	.600**	.563**	.626**	.485**	.358**	.432**	.727**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242
X2.4	Pearson Correlation	.464**	.444**	.600**	1	.572**	.649**	.492**	.421**	.453**	.752**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242
X2.5	Pearson Correlation	.432**	.420**	.563**	.572**	1	.675**	.446**	.427**	.501**	.731**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242
X2.6	Pearson Correlation	.535**	.493**	.626**	.649**	.675**	1	.663**	.552**	.635**	.855**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242
X2.7	Pearson Correlation	.458**	.414**	.485**	.492**	.446**	.663**	1	.647**	.722**	.794**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242
X2.8	Pearson Correlation	.460**	.349**	.358**	.421**	.427**	.552**	.647**	1	.569**	.722**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	242	242	242	242	242	242	242	242	242	242
X2.9	Pearson Correlation	.459**	.387**	.432**	.453**	.501**	.635**	.722**	.569**	1	.763**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	242	242	242	242	242	242	242	242	242	242
Total_X 2	Pearson Correlation	.727**	.684**	.727**	.752**	.731**	.855**	.794**	.722**	.763**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	242	242	242	242	242	242	242	242	242	242

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

Validity Test Purchase Decision (Y)

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	Total_Y
Y.1	Pearson Correlation	1	.370**	.384**	.261**	.037	.176**	.392**	.388**	.348**	.347**	.561**
	Sig. (2-tailed)		.000	.000	.000	.562	.006	.000	.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242	242
Y.2	Pearson Correlation	.370**	1	.446**	.305**	.031	.176**	.474**	.577**	.529**	.539**	.651**
	Sig. (2-tailed)	.000		.000	.000	.627	.006	.000	.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242	242
Y.3	Pearson Correlation	.384**	.446**	1	.377**	.160*	.194**	.496**	.508**	.342**	.336**	.639**
	Sig. (2-tailed)	.000	.000		.000	.013	.002	.000	.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242	242
Y.4	Pearson Correlation	.261**	.305**	.377**	1	.190**	.391**	.252**	.381**	.245**	.310**	.620**
	Sig. (2-tailed)	.000	.000	.000		.003	.000	.000	.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242	242
Y.5	Pearson Correlation	.037	.031	.160*	.190**	1	.650**	.061	.097	.078	-.038	.472**
	Sig. (2-tailed)	.562	.627	.013	.003		.000	.347	.133	.229	.558	.000
	N	242	242	242	242	242	242	242	242	242	242	242
Y.6	Pearson Correlation	.176**	.176**	.194**	.391**	.650**	1	.183**	.208**	.179**	.197**	.632**
	Sig. (2-tailed)	.006	.006	.002	.000	.000		.004	.001	.005	.002	.000
	N	242	242	242	242	242	242	242	242	242	242	242
Y.7	Pearson Correlation	.392**	.474**	.496**	.252**	.061	.183**	1	.692**	.505**	.546**	.666**
	Sig. (2-tailed)	.000	.000	.000	.000	.347	.004		.000	.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242	242
Y.8	Pearson Correlation	.388**	.577**	.508**	.381**	.097	.208**	.692**	1	.633**	.623**	.748**
	Sig. (2-tailed)	.000	.000	.000	.000	.133	.001	.000		.000	.000	.000
	N	242	242	242	242	242	242	242	242	242	242	242
Y.9	Pearson Correlation	.348**	.529**	.342**	.245**	.078	.179**	.505**	.633**	1	.668**	.653**
	Sig. (2-tailed)	.000	.000	.000	.000	.229	.005	.000	.000		.000	.000
	N	242	242	242	242	242	242	242	242	242	242	242
Y.10	Pearson Correlation	.347**	.539**	.336**	.310**	-.038	.197**	.546**	.623**	.668**	1	.646**
	Sig. (2-tailed)	.000	.000	.000	.000	.558	.002	.000	.000	.000		.000
	N	242	242	242	242	242	242	242	242	242	242	242
Total_Y	Pearson Correlation	.561**	.651**	.639**	.620**	.472**	.632**	.666**	.748**	.653**	.646**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	242	242	242	242	242	242	242	242	242	242	242

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

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

Reliability Test Social Media Marketing (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.879	10

Reliability Test Brand Image (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.901	9

Reliability Test Purchase Decision (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.805	10

APPENDIX 6: Descriptive Statistics

Descriptive Statistics of Social Media Marketing (X1)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	242	2	5	4.22	.766
X1.2	242	1	5	4.30	.791
X1.3	242	2	5	4.57	.628
X1.4	242	2	5	4.34	.742
X1.5	242	2	5	4.40	.729
X1.6	242	2	5	4.33	.776
X1.7	242	2	5	4.55	.657
X1.8	242	1	5	4.40	.752
X1.9	242	1	5	4.21	.938
X1.10	242	2	5	4.34	.746
Valid N (listwise)	242				

Descriptive Statistic of Brand Image (X2)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	242	2	5	4.52	.724
X2.2	242	1	5	4.59	.684
X2.3	242	2	5	4.56	.680
X2.4	242	2	5	4.47	.706
X2.5	242	2	5	4.61	.589
X2.6	242	2	5	4.64	.603
X2.7	242	1	5	4.52	.718
X2.8	242	2	5	4.31	.789
X2.9	242	2	5	4.62	.667
Valid N (listwise)	242				

Descriptive Statistics of Purchase Decision (Y)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y.1	242	1	5	4.28	.842
Y.2	242	2	5	4.44	.761
Y.3	242	2	5	4.43	.715
Y.4	242	1	5	4.05	1.013
Y.5	242	1	5	3.56	1.194
Y.6	242	1	5	3.66	1.174
Y.7	242	2	5	4.52	.695
Y.8	242	2	5	4.52	.707
Y.9	242	1	5	4.64	.676
Y.10	242	1	5	4.62	.655
Valid N (listwise)	242				

APPENDIX 7: Classical Assumption Test

Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		242
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.79088158
Most Extreme Differences	Absolute	.038
	Positive	.027
	Negative	-.038
Test Statistic		.038
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

Multicollinearity Test

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients			Toleranc e	VIF
Model		B	Std. Error	Beta	t	Sig.		
1	(Constant)	10.033	2.255		4.448	.000		
	Social Media Marketing	.225	.075	.226	3.005	.003	.392	2.552
	Brand Image	.560	.085	.496	6.597	.000	.392	2.552

a. Dependent Variable: Purchase Decision

Heteroscedasticity Test

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.158	1.370		.845	.399
	Social Media Marketing	.035	.045	.080	.774	.440
	Brand Image	.007	.052	.015	.144	.885

a. Dependent Variable: Abs_Res

APPENDIX 8: Hypotheses Testing

Multiple Linear Regression & T-Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	10.033	2.255		4.448	.000
	Social Media Marketing	.225	.075	.226	3.005	.003
	Brand Image	.560	.085	.496	6.597	.000

a. Dependent Variable: Purchase Decision

F-Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3085.968	2	1542.984	106.478	.000 ^b
	Residual	3463.359	239	14.491		
	Total	6549.326	241			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Image, Social Media Marketing

Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.686 ^a	.471	.467	3.80671

a. Predictors: (Constant), Brand Image, Social Media Marketing

APPENDIX 9: Biography

BIOGRAPHY

Personal Identity

Full Name : Ihsani Nurul Izzah
 Nickname : Enon
 Place, Date of Birth : Makassar, March 23, 2000
 Gender : Female
 Address : Veteran Selatan no. 162/166, Makassar
 E-mail : enonihsani@gmail.com

Educational Background

- Istana Si Komo Playgroup (2002 – 2004)
- TK Islam Athirah 1 Makassar (2004 – 2006)
- SD Islam Athirah 1 Makassar (2006 – 2012)
- SMP Islam Athirah 1 Makassar (2012 – 2015)
- SMA Islam Athirah 1 Makassar (2015 – 2018)

Training & Courses

- Basic Leadership Training SMA Islam Athirah 1 Makassar (2016)
- Basic Learning Skills, Character, and Creativity (BALANCE) Universitas Hasanuddin (2018)
- MonsoonSIM Workshop FEB UNHAS (2021)
- Humber Virtual Global Summer School: Transformational Leadership and Advocacy Course (2021)

Organizational Experience

- Member of Publication and Documentation Division of Student Council SMA Islam Athirah 1 Makassar (2015 – 2016)
- Head of Publication and Documentation Division of Student Council SMA Islam Athirah 1 Makassar (2016 – 2017)