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# LAMPIRAN

Lampiran 1 : Kuesioner Penelitian

## KUESIONER PENELITIAN

### **“Pengaruh *Social Media Marketing* Dan *Brand Ambassador* K-Drama Terhadap Minat Beli Konsumen Pada Produk *Sunscreen Azarine*”**

Nama Responden :

Jenis Kelamin :

Usia :

Asal Domisili :

Pendapatan :

Petunjuk Pengisian :

1. Jawablah pertanyaan dengan memilih salah satu dari 5 alternatif jawaban yang tersedia dan berikan tanda centang (√) pada kolom yang anda pilih.
2. Kuesioner penelitian disusun untuk mengukur dan mendapatkan tanggapan dari responden dengan skala likert lima point ialah :
  - 5 = Sangat Setuju (SS)
  - 4 = Setuju (S)
  - 3 = Cukup Setuju (CS)
  - 2 = Tidak Setuju (TS)
  - 1 = Sangat Tidak Setuju (STS)

No	Pertanyaan	Respon				
		SS	S	CS	TS	STS
<b>Social Media Marketing</b>						
<b>Konteks</b>						
1	Informasi yang diberikan Azarine Cosmetic melalui tampilan instagram @azarinecosmeticofficial tentang produk sunscreen sangat menarik perhatian saya					
2	Informasi mengenai produk sunscreen diberikan Azarine Cosmetic melalui instagram @azarinecosmeticofficial sangat lengkap					
3	Informasi mengenai produk sunscreen diberikan Azarine Cosmetic melalui instagram @azarinecosmeticofficial sangat informative					
<b>Komunikasi</b>						
4	Isi pesan atau informasi yang disampaikan Azarine Cosmetic mengenai produk sunscreen					



	<p>melalui instagram</p> <p>@azarinecosmeticofficial dapat dimengerti oleh saya</p>					
5	<p>Isi pesan atau informasi yang disampaikan Azarine Cosmetic mengenai produk sunscreen melalui instagram</p> <p>@azarinecosmeticofficial memberikan manfaat kepada saya</p>					
6	<p>Isi pesan atau informasi yang disampaikan Azarine Cosmetic mengenai produk sunscreen melalui instagram</p> <p>@azarinecosmeticofficial dapat saya respon dengan baik</p>					
<b>Kolaborasi</b>						
7	<p>Admin Azarine Cosmetic memberikan pandangan yang baik tentang produk sunscreen melalui instagram @azarinecosmeticofficial</p>					
8	<p>Saya dengan mudah membantu memberikan jawaban atau referensi atas pertanyaan dari pengguna lain</p>					

	dalam kolom komentar instagram @azarinecosmeticofficial					
<b>Koneksi</b>						
9	Admin sudah membangun hubungan yang baik yaitu berkomunikasi dengan followers melalui akun instagram @azarinecosmeticofficial					
10	Akun instagram @azarinecosmeticofficial sebagai suatu pemenuh kebutuhan atas informasi mengenai produk sunscreen Azarine Cosmetic					
<b>Brand Ambassador</b>						
<b>Visibility</b>						
11	Lee Min Ho merupakan aktor K-drama dan bintang iklan papan atas					
12	Saya mengenal Lee Min Ho sebelum menjadi bintang iklan di Indonesia					
13	Lee Min Ho merupakan aktor K-drama dengan paras yang tampan					
<b>Credibility</b>						

14	Lee Min Ho pantas menjadi bintang iklan karena memiliki karakter yang kharismatik					
15	Lee Min Ho memiliki kemampuan berkomunikasi yang baik dalam mempromosikan produk <i>sunscreen</i> Azarine					
<b>Attraction</b>						
16	Lee Min Ho merupakan aktor K-drama yang ramah dan memiliki daya tarik tersendiri					
17	Lee Min Ho memiliki penampilan yang menarik					
<b>Power</b>						
18	Produk yang dibawakan Lee Min Ho mudah untuk saya terima					
19	Menurut saya Lee Min Ho mempunyai fans yang fanatik terutama wanita termasuk saya salah satu fans Lee Min Ho					
<b>Minat Beli Konsumen</b>						
<b>Attention</b>						
20	Saya menyadari Azarine Cosmetic					

	adalah sebuah merek produk <i>skincare</i> lokal yang tidak asing di telinga					
21	Saya mengetahui Azarine Cosmetic adalah sebuah produk lokal yang menyediakan <i>skincare</i> berupa <i>sunscreen</i>					
<b>Interest</b>						
22	Saya tertarik untuk membeli produk <i>sunscreen</i> Azarine					
<b>Desire</b>						
23	Saya memiliki keinginan untuk membeli produk <i>sunscreen</i> Azarine					
<b>Action</b>						
24	Saya sudah berencana untuk membeli produk <i>sunscreen</i> Azarine					

Lampiran 2 : Data Variabel *Social Media Marketing*

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	TOTAL X1
1	5	5	5	5	5	5	5	5	5	5	50
2	5	5	5	5	5	5	5	3	3	5	46
3	5	5	5	5	5	5	5	4	5	4	48
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	5	5	5	5	5	5	5	5	5	5	50
7	5	5	5	4	5	5	5	4	4	5	47
8	5	5	5	5	4	5	5	5	5	4	48
9	4	4	4	5	5	5	5	4	5	5	46
10	4	4	4	4	4	4	4	4	4	4	40
11	4	4	4	4	4	5	4	5	4	5	43
12	4	5	5	5	5	5	5	4	5	5	48
13	4	4	4	4	4	4	4	4	4	4	40
14	5	5	4	5	3	5	5	3	3	5	43
15	5	5	5	4	5	4	4	4	4	4	44
16	5	5	5	5	5	5	5	3	5	5	48
17	5	5	5	5	5	5	5	5	5	5	50
18	4	4	4	4	4	4	5	4	4	5	42
19	5	5	5	5	5	5	4	4	5	5	48
20	5	5	5	3	4	4	5	5	5	4	45
21	5	5	5	5	5	5	5	5	5	5	50
22	5	5	5	5	5	5	5	5	5	5	50
23	5	5	5	5	5	5	5	5	5	5	50
24	5	5	5	5	4	5	5	5	5	4	48
25	4	4	4	5	4	4	3	4	4	4	40
26	3	4	4	4	4	4	4	4	4	3	38
27	4	5	5	5	5	5	5	5	5	5	49
28	5	5	5	5	5	5	5	4	4	5	48
29	5	5	5	5	5	5	5	5	4	5	49
30	4	4	5	4	4	4	4	4	4	4	41
31	4	4	4	4	4	4	4	4	5	4	41
32	5	4	4	5	5	4	5	3	3	5	43
33	5	5	5	5	4	4	4	4	4	5	45
34	5	4	4	5	5	5	5	4	4	5	46
35	4	5	5	5	4	5	5	3	5	5	46
36	5	4	3	4	4	4	4	3	5	4	40
37	5	5	5	5	5	5	5	4	4	5	48
38	5	5	4	4	5	4	5	4	5	5	46
39	5	5	5	4	4	4	4	4	4	4	43
40	5	4	4	4	5	4	4	4	4	4	42

41	5	5	5	5	5	5	5	3	3	3	5	44
42	5	5	5	5	5	5	5	5	5	5	5	50
43	5	5	5	5	5	5	5	5	5	5	5	50
44	5	4	4	4	4	4	4	5	4	4	5	43
45	5	4	5	5	4	4	4	3	4	4	5	43
46	4	5	4	4	4	4	4	3	3	3	4	38
47	4	5	4	5	4	4	4	5	3	5	5	44
48	5	5	5	5	5	5	4	4	4	5	5	47
49	5	5	5	5	5	5	5	5	5	5	5	50
50	5	5	5	5	5	5	5	5	3	5	5	48
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67	4	4	4	4	4	4	4	4	4	4	4	40
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75	4	4	5	4	5	5	5	4	5	5	5	46
76	5	4	5	5	5	5	4	4	5	5	4	46
77	4	5	5	5	5	5	5	4	4	4	5	46
78	5	4	4	5	4	4	4	4	3	3	5	41
79	4	5	5	4	4	4	4	4	5	5	5	45
80	4	4	4	5	5	4	4	4	4	5	5	44
81	5	5	5	5	5	5	5	5	5	5	5	50
82	5	5	5	4	4	4	5	5	5	5	5	48
83	3	4	4	4	4	4	4	5	4	4	4	40

84	5	5	5	5	4	4	5	4	4	4	45
85	5	5	4	5	5	5	5	5	4	5	48
86	4	5	4	5	5	5	5	3	4	5	45
87	4	4	4	4	4	4	4	4	4	4	40
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96	5	5	4	5	5	5	5	5	5	5	49
97	4	5	5	5	5	4	4	4	4	4	44
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100	4	4	3	4	3	4	4	4	4	4	38
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125	4	5	5	4	4	5	5	4	4	4	44
126	3	4	4	4	4	5	4	4	4	4	40





170	5	5	5	5	5	5	5	4	5	5	49
171	5	5	5	5	4	4	5	4	4	4	45
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175	5	5	5	5	5	5	5	5	5	5	50
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193	5	4	4	4	5	4	4	4	4	5	43
194	5	5	5	5	5	5	5	5	5	5	50
195	4	5	4	5	4	4	4	4	4	5	43
196	5	5	5	5	5	5	5	5	5	5	50
197	4	5	5	5	5	5	5	5	5	5	49
198	5	5	5	5	5	5	5	5	5	5	50
199	5	5	5	5	5	5	5	5	5	5	50
200	5	5	5	5	5	5	5	5	5	5	50
201	5	5	4	4	5	5	5	5	4	5	47
202	5	5	5	5	5	5	5	3	4	5	47
203	5	5	5	5	5	5	5	5	5	5	50
204	5	5	5	5	4	5	4	5	4	5	47
205	5	5	5	4	5	5	5	3	5	5	47
206	5	5	5	5	5	5	5	5	5	5	50
207	4	4	4	5	5	5	4	5	4	5	45
208	5	5	5	5	5	5	5	5	5	5	50
209	4	4	4	5	5	5	5	5	5	4	46
210	5	5	5	5	5	5	4	4	5	5	48
211	3	4	3	5	3	4	4	3	3	4	36
212	4	5	4	3	4	4	5	4	3	4	40











Lampiran 3 : Data Variabel *Brand Ambassador*

	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	TOTAL X2
1	4	5	5	5	5	5	5	5	5	44
2	5	5	5	5	4	4	5	4	5	42
3	5	4	5	5	4	4	5	4	4	40
4	5	5	5	4	5	5	5	5	5	44
5	4	5	5	5	5	5	5	5	5	44
6	4	5	5	5	5	5	5	4	5	43
7	4	5	5	4	4	5	5	4	5	41
8	5	5	5	5	4	4	5	5	5	43
9	5	5	5	4	5	5	5	4	3	41
10	5	5	5	5	5	5	5	5	5	45
11	5	5	4	5	5	4	5	5	5	43
12	5	5	4	5	5	5	5	4	4	42
13	4	5	4	5	5	5	5	5	4	42
14	4	5	5	4	4	4	5	5	5	41
15	5	5	5	4	4	4	4	4	5	40
16	4	5	5	5	5	5	5	5	5	44
17	5	5	5	5	5	5	5	4	5	44
18	4	5	5	5	5	5	5	5	5	44
19	4	5	4	5	5	5	5	4	5	42
20	5	4	5	3	5	5	5	5	5	42
21	5	5	4	4	5	5	5	5	3	41
22	5	5	5	5	5	5	5	5	5	45
23	5	5	5	5	5	5	5	4	5	44
24	4	4	5	4	4	5	5	5	5	41
25	5	4	5	5	4	5	5	4	4	41
26	4	5	5	5	4	5	5	4	4	41
27	5	5	5	5	5	4	5	5	5	44
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35	4	5	5	5	3	4	5	4	5	40
36	4	5	5	4	5	5	5	4	4	41
37	5	5	4	5	5	4	5	5	5	43
38	5	5	5	5	4	4	4	4	5	41
39	5	5	5	5	4	5	5	5	4	43
40	5	4	5	5	5	5	5	4	5	43







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128	5	4	5	5	5	5	5	5	5	44
129	5	5	5	5	5	5	5	5	4	44
130	5	5	5	5	5	5	5	5	5	45
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136	5	5	5	5	3	5	5	3	5	41
137	3	3	3	4	5	5	5	4	5	37
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139	5	5	5	5	4	5	5	4	5	43
140	5	5	5	5	5	4	5	5	5	44
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143	5	5	5	5	4	5	5	4	5	43
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145	5	5	5	5	5	5	5	5	4	44
146	5	5	5	5	5	5	5	5	5	45
147	3	5	3	4	3	5	5	4	3	35
148	5	5	5	5	5	5	5	4	5	44
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173	5	5	5	5	5	5	5	5	5	45
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176	5	5	5	5	5	5	5	4	5	44
177	5	5	5	5	5	5	5	5	3	43
178	5	5	5	5	5	5	5	5	5	45
179	3	5	5	5	3	5	5	4	4	39
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184	5	5	5	5	5	5	5	5	5	45
185	5	5	5	5	3	5	5	5	5	43
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188	5	5	5	5	4	5	5	4	3	41
189	5	5	5	5	4	5	5	5	4	43
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211	5	5	5	5	5	5	5	5	5	45
212	5	5	5	5	4	5	5	4	4	42

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217	4	4	5	5	5	5	5	5	5	43
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249	5	5	5	5	4	5	5	4	5	43
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253	5	5	5	5	4	4	5	4	5	42
254	5	5	5	3	4	4	5	5	3	39
255	5	5	5	5	5	5	4	5	5	44



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319	5	5	5	5	5	5	5	5	4	44
320	5	5	5	5	5	5	5	5	5	45
321	5	5	5	5	5	4	5	5	5	44
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323	4	4	5	4	5	4	4	4	5	39
324	4	5	5	5	5	5	5	5	5	44
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331	5	5	5	5	5	5	5	5	5	45
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335	5	4	3	5	4	4	5	4	3	37
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339	5	5	5	5	5	5	4	5	5	44
340	5	5	5	5	5	5	5	5	5	45
341	4	5	4	5	5	5	5	5	5	43







Lampiran 4 : Data Variabel Minat Beli Konsumen

	Y1	Y2	Y3	Y4	Y5	TOTAL Y
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8	5	5	5	5	3	23
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73	5	5	4	4	4	22
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124	4	5	5	5	5	24
125	4	4	5	4	5	22
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176	5	5	4	5	4	23
177	5	5	5	5	5	25
178	5	5	5	5	5	25
179	5	5	5	5	4	24
180	5	5	5	5	5	25
181	5	5	5	5	5	25
182	5	5	5	5	5	25
183	5	5	5	5	5	25
184	5	5	5	5	5	25
185	5	5	5	5	5	25
186	3	5	4	5	4	21
187	5	5	5	5	5	25
188	5	5	4	4	5	23
189	5	4	5	4	4	22
190	5	5	5	5	5	25
191	5	5	5	5	5	25
192	5	5	5	5	5	25
193	4	4	5	5	4	22
194	5	5	5	5	5	25
195	5	5	5	5	4	24
196	5	5	5	5	5	25
197	5	5	5	5	5	25
198	5	5	5	5	5	25
199	5	5	5	5	5	25
200	5	5	5	5	5	25
201	3	4	5	5	3	20
202	5	5	5	5	5	25
203	5	5	5	5	5	25
204	5	5	5	5	5	25
205	5	5	5	5	5	25
206	5	5	5	5	5	25
207	4	3	5	5	5	22
208	5	5	5	5	5	25
209	4	5	5	5	5	24
210	5	5	5	5	5	25
211	5	5	4	5	5	24
212	4	4	5	4	4	21

213	5	5	5	5	5	25
214	4	5	5	5	5	24
215	5	5	5	5	5	25
216	5	5	5	5	5	25
217	4	4	4	4	4	20
218	5	4	5	4	5	23
219	4	4	4	4	4	20
220	5	5	5	5	5	25
221	5	5	5	5	5	25
222	4	5	5	5	5	24
223	5	5	5	5	5	25
224	5	5	5	5	5	25
225	5	5	5	5	5	25
226	5	5	5	5	5	25
227	5	5	5	5	5	25
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230	3	4	3	5	5	20
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235	4	5	4	4	4	21
236	4	4	4	5	4	21
237	5	5	5	5	4	24
238	4	5	4	5	5	23
239	4	5	5	5	5	24
240	5	5	5	5	5	25
241	5	5	5	5	5	25
242	4	4	4	4	4	20
243	5	5	5	5	5	25
244	5	4	4	4	4	21
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250	5	5	5	5	5	25
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252	4	4	5	5	5	23
253	4	4	5	5	5	23
254	5	5	5	5	5	25
255	5	5	5	5	5	25

256	4	4	4	4	4	20
257	5	5	5	5	5	25
258	5	5	5	5	5	25
259	4	5	4	5	5	23
260	5	5	5	5	5	25
261	5	5	5	5	5	25
262	4	5	5	5	5	24
263	5	5	4	4	4	22
264	5	5	5	5	5	25
265	5	5	5	5	5	25
266	5	5	3	3	4	20
267	5	5	5	5	5	25
268	4	4	5	5	5	23
269	5	5	5	5	5	25
270	5	4	4	4	4	21
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272	5	5	5	5	5	25
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274	5	5	5	5	5	25
275	4	4	4	5	5	22
276	5	5	5	5	5	25
277	5	5	5	5	5	25
278	5	5	5	5	5	25
279	5	5	5	5	5	25
280	4	4	4	4	4	20
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283	5	5	4	4	4	22
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291	5	5	5	5	5	25
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293	5	5	5	5	5	25
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295	5	5	5	5	5	25
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298	5	5	5	5	5	25

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300	5	5	5	5	5	25
301	5	5	5	5	5	25
302	5	5	5	4	5	24
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305	5	5	5	5	5	25
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307	5	5	5	5	5	25
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316	5	5	4	4	4	22
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339	5	5	5	5	5	25
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341	5	5	5	5	5	25



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343	5	5	5	5	5	25
344	5	5	5	5	5	25
345	5	5	5	5	5	25
346	5	5	5	5	5	25
347	5	5	5	5	5	25
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349	5	4	5	5	5	24
350	5	5	5	5	5	25
351	5	5	5	5	5	25
352	4	4	4	4	4	20
353	5	5	5	5	5	25
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377	5	5	5	5	5	25
378	5	5	5	5	5	25
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380	4	4	4	4	5	21
381	4	4	4	4	4	20
382	5	5	5	5	5	25
383	5	5	5	5	5	25
384	5	5	5	5	5	25

385	5	5	5	5	5	25
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Lampiran 5 : Hasil Uji Validitas

a. *Social Media Marketing (X1)*

		Correlations										
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	TOTALX1
X1.1	Pearson Correlation	1	.614**	.534**	.390**	.481**	.407**	.445**	.333**	.413**	.450**	.688**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385	385	385
X1.2	Pearson Correlation	.614**	1	.619**	.470**	.399**	.430**	.523**	.373**	.478**	.499**	.733**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385	385	385
X1.3	Pearson Correlation	.534**	.619**	1	.471**	.555**	.504**	.484**	.438**	.533**	.501**	.762**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385	385	385
X1.4	Pearson Correlation	.390**	.470**	.471**	1	.536**	.573**	.456**	.311**	.407**	.515**	.687**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385	385	385
X1.5	Pearson Correlation	.481**	.399**	.555**	.536**	1	.603**	.516**	.408**	.515**	.521**	.746**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385	385	385
X1.6	Pearson Correlation	.407**	.430**	.504**	.573**	.603**	1	.582**	.449**	.544**	.556**	.762**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385	385	385
X1.7	Pearson Correlation	.445**	.523**	.484**	.456**	.516**	.582**	1	.466**	.569**	.579**	.768**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385	385	385
X1.8	Pearson Correlation	.333**	.373**	.438**	.311**	.408**	.449**	.466**	1	.573**	.433**	.667**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	385	385	385	385	385	385	385	385	385	385	385
X1.9	Pearson Correlation	.413**	.478**	.533**	.407**	.515**	.544**	.569**	.573**	1	.587**	.775**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	385	385	385	385	385	385	385	385	385	385	385
X1.10	Pearson Correlation	.450**	.499**	.501**	.515**	.521**	.556**	.579**	.433**	.587**	1	.764**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	385	385	385	385	385	385	385	385	385	385	385
TOTALX1	Pearson Correlation	.688**	.733**	.762**	.687**	.746**	.762**	.768**	.667**	.775**	.764**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	385	385	385	385	385	385	385	385	385	385	385

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

b. *Brand Ambassador (X2)*

		Correlations									
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	TOTALX2
X2.1	Pearson Correlation	1	.135**	.086	.112*	.160**	.014	.078	.140**	.155**	.434**
	Sig. (2-tailed)		.008	.090	.027	.002	.780	.124	.006	.002	.000
	N	385	385	385	385	385	385	385	385	385	385
X2.2	Pearson Correlation	.135**	1	.036	.122*	-.001	.072	.174**	.148**	-.019	.343**
	Sig. (2-tailed)	.008		.480	.017	.990	.160	.001	.004	.709	.000
	N	385	385	385	385	385	385	385	385	385	385
X2.3	Pearson Correlation	.086	.036	1	.094	.031	.107*	.077	.049	.091	.345**
	Sig. (2-tailed)	.090	.480		.064	.549	.036	.134	.339	.074	.000
	N	385	385	385	385	385	385	385	385	385	385
X2.4	Pearson Correlation	.112*	.122*	.094	1	.284**	.196**	.162**	.184**	.229**	.496**
	Sig. (2-tailed)	.027	.017	.064		.000	.000	.001	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385	385
X2.5	Pearson Correlation	.160**	-.001	.031	.284**	1	.289**	.106*	.471**	.398**	.675**
	Sig. (2-tailed)	.002	.990	.549	.000		.000	.037	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385	385
X2.6	Pearson Correlation	.014	.072	.107*	.196**	.289**	1	.210**	.129*	.194**	.466**
	Sig. (2-tailed)	.780	.160	.036	.000	.000		.000	.012	.000	.000
	N	385	385	385	385	385	385	385	385	385	385
X2.7	Pearson Correlation	.078	.174**	.077	.162**	.106*	.210**	1	.077	.086	.343**
	Sig. (2-tailed)	.124	.001	.134	.001	.037	.000		.133	.093	.000
	N	385	385	385	385	385	385	385	385	385	385
X2.8	Pearson Correlation	.140**	.148**	.049	.184**	.471**	.129*	.077	1	.297**	.609**
	Sig. (2-tailed)	.006	.004	.339	.000	.000	.012	.133		.000	.000
	N	385	385	385	385	385	385	385	385	385	385
X2.9	Pearson Correlation	.155**	-.019	.091	.229**	.398**	.194**	.086	.297**	1	.632**
	Sig. (2-tailed)	.002	.709	.074	.000	.000	.000	.093	.000		.000
	N	385	385	385	385	385	385	385	385	385	385
TOTALX2	Pearson Correlation	.434**	.343**	.345**	.496**	.675**	.466**	.343**	.609**	.632**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	385	385	385	385	385	385	385	385	385	385

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

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

c. Minat Beli Konsumen (Y)

		<b>Correlations</b>					
		Y1	Y2	Y3	Y4	Y5	TOTALY
Y1	Pearson Correlation	1	.576**	.461**	.340**	.321**	.720**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	385	385	385	385	385	385
Y2	Pearson Correlation	.576**	1	.451**	.351**	.339**	.706**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	385	385	385	385	385	385
Y3	Pearson Correlation	.461**	.451**	1	.670**	.536**	.819**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	385	385	385	385	385	385
Y4	Pearson Correlation	.340**	.351**	.670**	1	.663**	.794**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	385	385	385	385	385	385
Y5	Pearson Correlation	.321**	.339**	.536**	.663**	1	.757**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	385	385	385	385	385	385
TOTALY	Pearson Correlation	.720**	.706**	.819**	.794**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	385	385	385	385	385	385

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

## Lampiran 6 : Hasil Uji Reliabilitas

### a. Uji Reliabilitas *Social Media Marketing*

#### Case Processing Summary

		N	%
Cases	Valid	385	100.0
	Excluded <sup>a</sup>	0	.0
	Total	385	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.904	10

### b. Uji Reliabilitas *Brand Ambassador*

#### Case Processing Summary

		N	%
Cases	Valid	385	100.0
	Excluded <sup>a</sup>	0	.0
	Total	385	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.604	9

c. Uji Reliabilitas Minat Beli Konsumen

**Case Processing Summary**

		N	%
Cases	Valid	385	100.0
	Excluded <sup>a</sup>	0	.0
	Total	385	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.814	5

## Lampiran 7 : Analisis Regresi Linear Berganda

### 1. Analisis Regresi Linear Berganda Sebelum Transformasi

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12.523	1.470		8.516	.000		
	TOTALX1	.193	.018	.494	10.665	.000	.885	1.131
	TOTALX2	.061	.036	.079	1.712	.088	.885	1.131

a. Dependent Variable: TOTALY

### 2. Analisis Regresi Linear Berganda Sesudah Transformasi

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.121	.077		1.573	.119		
	TRANSFORMX1	.283	.087	.296	3.244	.002	.982	1.019
	TRANSFORMX2	.079	.083	.086	.944	.347	.982	1.019

a. Dependent Variable: TRANSFORMY



## Lampiran 8 : Uji Koefisien Determinasi

### 1. Uji Koefisien Determinasi Sebelum Transformasi

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.526 <sup>a</sup>	.276	.273	1.376

a. Predictors: (Constant), TOTALX2, TOTALX1

b. Dependent Variable: TOTALY

### 2. Uji Koefisien Determinasi Sesudah Transformasi

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.319 <sup>a</sup>	.102	.085	.24656

a. Predictors: (Constant), TRANSFORMX2, TRANSFORMX1

b. Dependent Variable: TRANSFORMY

## Lampiran 9 : Uji F

### 1. Uji F Sebelum Transformasi

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	276.305	2	138.152	72.961	.000 <sup>b</sup>
	Residual	723.321	382	1.894		
	Total	999.626	384			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALX2, TOTALX1

### 2. Uji F Sesudah Transformasi

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.758	2	.379	6.234	.003 <sup>b</sup>
	Residual	6.687	110	.061		
	Total	7.445	112			

a. Dependent Variable: TRANSFORMY

b. Predictors: (Constant), TRANSFORMX2, TRANSFORMX1

Lampiran 10 : Uji Normalitas One-Sample Kolmogorov-Smirnov Test

1. Uji Normalitas One-Sample Kolmogorov-Smirnov Test Sebelum Transformasi

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual	
N		385	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	1.37246085	
Most Extreme Differences	Absolute	.225	
	Positive	.050	
	Negative	-.225	
Test Statistic		.225	
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	.000 <sup>d</sup>	
	99% Confidence Interval	Lower Bound	.000
		Upper Bound	.000

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 10000 sampled tables with starting seed 1314643744.

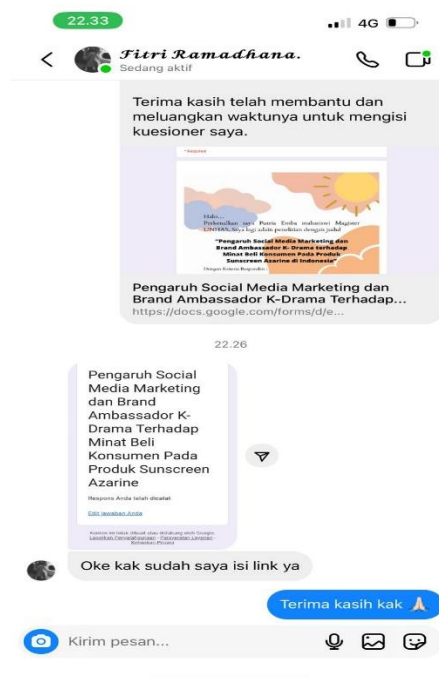
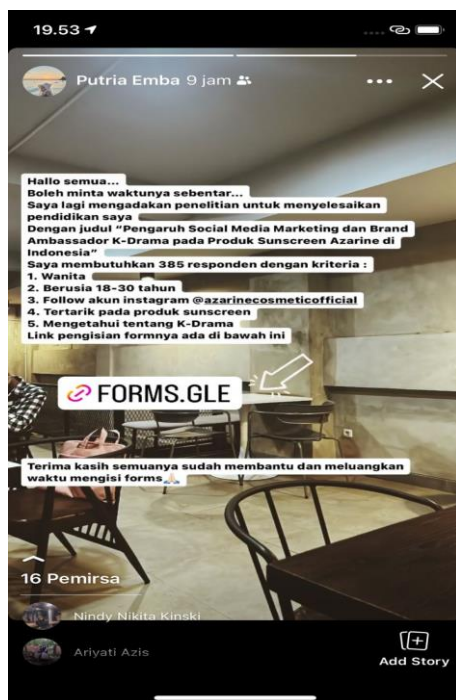
2. Uji Normalitas One-Sample Kolmogorov-Smirnov Test Sesudah Transformasi

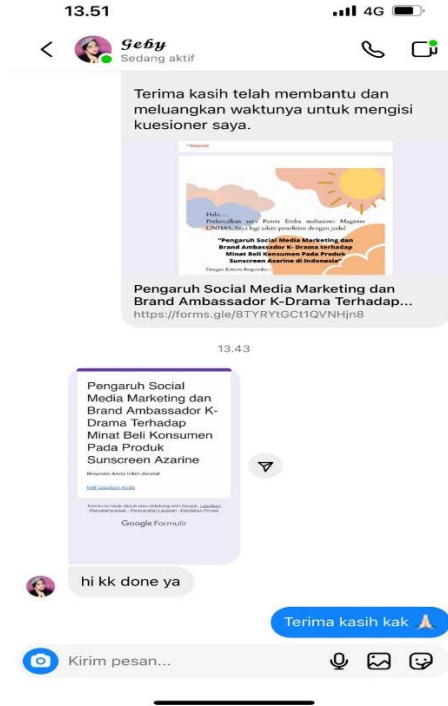
**One-Sample Kolmogorov-Smirnov Test**

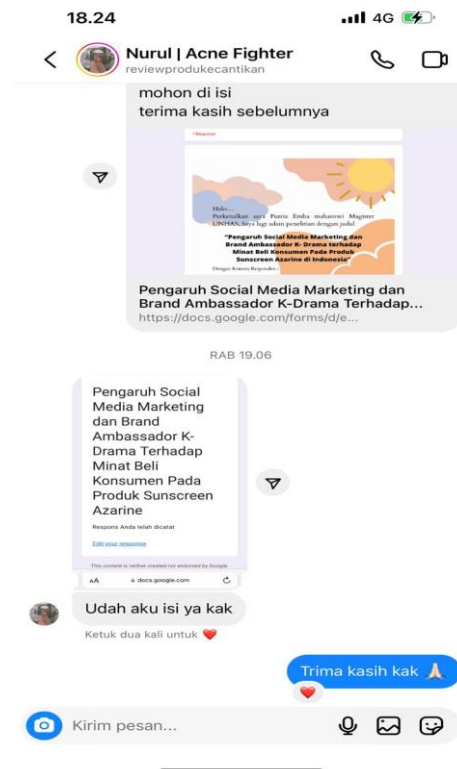
		Unstandardized Residual	
N		113	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	.24434877	
Most Extreme Differences	Absolute	.111	
	Positive	.105	
	Negative	-.111	
Test Statistic		.111	
Asymp. Sig. (2-tailed)		.002 <sup>c</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	.113 <sup>d</sup>	
	99% Confidence Interval	Lower Bound	.104
		Upper Bound	.121

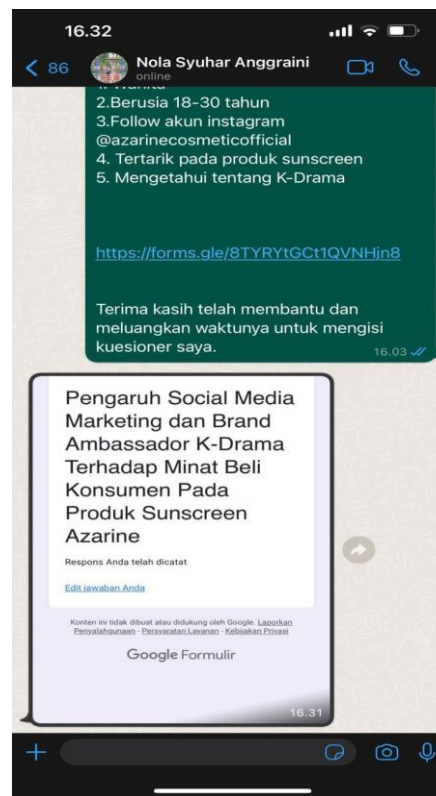
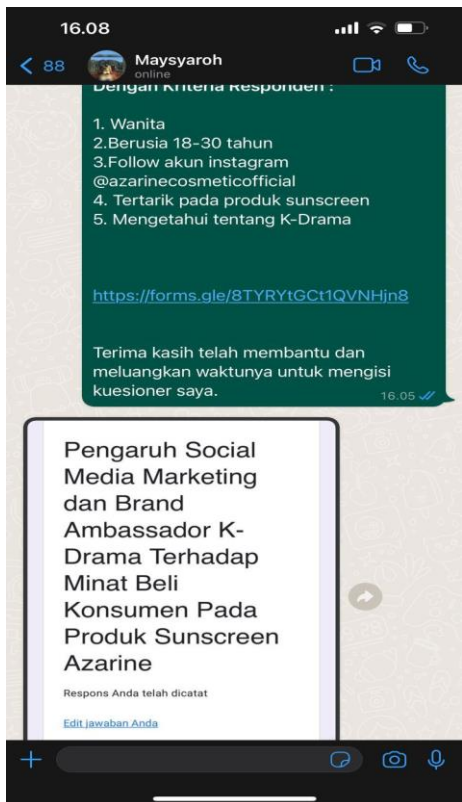
- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 10000 sampled tables with starting seed 624387341.

## Lampiran 11. Media Penyebaran Kuesioner Online









## Lampiran 12. Google Form

The screenshot shows a Google Forms interface for a survey titled "1. Pengaruh Social Media Marketing dan Brand Ambassador". The form has received 596 responses. A red banner at the top indicates "Tidak menerima jawaban" (Not accepting answers). Below this, a message states: "Pesan untuk responden: This form is no longer accepting responses, and has been set to automatically close by". Navigation tabs for "Ringkasan" (Summary), "Pertanyaan" (Questions), and "Individual" are visible. Below the message, there are sections for "Data Diri Responden" (Respondent Information) and "Nama" (Name), with a count of 596 answers shown.

This screenshot displays the "Ringkasan" (Summary) view of the same Google Form. It features a pie chart titled "Jenis Kelamin" (Gender) based on 596 responses. The chart shows that 96.1% of respondents are female (Perempuan) and 3.9% are male (Laki-laki). A "Salin" (Copy) button is located next to the chart. Below the chart, the "Usia" (Age) section is partially visible, also showing 596 answers.

Jenis Kelamin	Persentase
Perempuan	96,1%
Laki-laki	3,9%



