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APPENDIX

Appendix 1 Biography

Personal Information

Full Name : Andi Arie Surya Wibowo
Place, Date of birth :
Gender : Laki-Laki
Address :
Phone number : 08
Email : @gmail.com

Educational Background

2007 – 2013 : SD
2013 – 2016 : SMP
2016 – 2019 : SMA
2019 – Now : Hasanuddin University

Organizational Background

- 1.-
- 2.-

Makassar, 09 July 2024

Andi Arie Surya Wibowo

Appendix 2 Research Questionnaire

RESEARCH QUESTIONNAIRE

Respectfully, introduce my name Andi Arie Surya Wibowo, Management Student of the Faculty of Economics and Business, Hasanuddin University Period 2017, please be willing to fill out this research questionnaire with an objective assessment. Relative data will be kept confidential and only used for academic research purposes. The information you provide is very helpful in completing this research. For your willingness and participation in filling out this questionnaire, I would like to thank you

Makassar, 24 June 2024

Andi Arie Surya Wibow

RESPONDENT IDENTITIES

Name :

Gender :

Age :

INSTRUCTIONS FOR FILLING OUT THE QUESTIONNAIRE

Answer the following statement according to your opinion by marking (√) the options available.

SDA = Strongly Disagree diberi skor = 1

DA = Disagree diberi skor = 2

N = Neutral diberi skor = 3

A = Agree diberi skor = 4

SA = Strongly Disagree diberi skor = 5

RESEARCH QUESTIONNAIRE

Brand Image Variable

| NO | Question | SCORE | | | | |
|----|--|-------|----|---|---|----|
| 1 | Makassar Super Meatballs is one of the businesses that I trust and like compared to others | SDA | DA | N | A | SA |
| 2 | People's responses to Super Makassar Meatballs are very good | SDA | DA | N | A | SA |
| 3 | I love the products produced from Makassar Super Meatballs | SDA | DA | N | A | SA |

Social Media Marketing Variable

| NO | Question | SCORE | | | | |
|----|---|-------|----|---|---|----|
| 1 | The interaction built by Bakso Super Makassar with customers is very good on social media | SDA | DA | N | A | SA |
| 2 | The message conveyed by Bakso Super Makassar on social media is very credible and trustworthy | SDA | DA | N | A | SA |
| 3 | I always share information with my friends and family through social media about Makassar Super Meatballs | SDA | DA | N | A | SA |
| 4 | I always see promotions carried out by Bakso Super Makassar on social media | SDA | DA | N | A | SA |

Purchase Decision Variable

| NO | Question | SCORE | | | | |
|----|---|-------|----|---|---|----|
| 1 | I know clearly why I bought products from Bakso Super Makassar | SDA | DA | N | A | SA |
| 2 | Super Makassar Meatballs display information aimed at the right product | SDA | DA | N | A | SA |
| 3 | Super Makassar Meatballs always display content and open stores at the right time | SDA | DA | N | A | SA |
| 4 | Makassar super meatballs have a variety of payment methods | STS | TS | N | S | SS |

Appendix 3 Data Tabulation

| No | Brand Image | | | Total | Sosial Media Marketing | | | | Total | Keputusan Pembelian | | | | Total |
|----|-------------|------|------|-------|------------------------|------|------|------|-------|---------------------|----|----|----|-------|
| | X1.1 | X1.2 | X1.3 | | X2.1 | X2.2 | X2.3 | X2.4 | | Y1 | Y2 | Y3 | Y4 | |
| 1 | 3 | 4 | 3 | 10 | 4 | 3 | 3 | 3 | 13 | 3 | 4 | 3 | 4 | 14 |
| 2 | 3 | 3 | 4 | 10 | 3 | 3 | 4 | 3 | 13 | 3 | 4 | 4 | 4 | 15 |
| 3 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
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| 10 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 4 | 18 | 4 | 5 | 4 | 4 | 17 |
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| 168 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 169 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 |
| 170 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 171 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 4 | 18 | 4 | 5 | 4 | 5 | 18 |
| 172 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 5 | 5 | 20 |
| 173 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 5 | 18 | 4 | 4 | 5 | 4 | 17 |
| 174 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 |
| 175 | 4 | 5 | 4 | 13 | 5 | 5 | 4 | 5 | 19 | 4 | 5 | 5 | 5 | 19 |
| 176 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 177 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 178 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |

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| 179 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 180 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 181 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 182 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 183 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 4 | 4 | 17 |
| 184 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 4 | 18 |
| 185 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 5 | 19 | 4 | 5 | 4 | 5 | 18 |
| 186 | 5 | 4 | 5 | 14 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 187 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 188 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 189 | 4 | 5 | 5 | 14 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 190 | 4 | 5 | 5 | 14 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 191 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 5 | 19 |
| 192 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 193 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 194 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 5 | 18 | 4 | 4 | 4 | 4 | 16 |
| 195 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 196 | 3 | 2 | 2 | 7 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 197 | 3 | 2 | 2 | 7 | 3 | 2 | 3 | 3 | 11 | 4 | 3 | 3 | 3 | 13 |
| 198 | 2 | 2 | 2 | 6 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 199 | 3 | 3 | 3 | 9 | 2 | 2 | 2 | 2 | 8 | 3 | 3 | 3 | 3 | 12 |
| 200 | 3 | 3 | 3 | 9 | 2 | 2 | 2 | 3 | 9 | 2 | 2 | 3 | 2 | 9 |
| 201 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 12 | 3 | 2 | 2 | 2 | 9 |
| 202 | 3 | 2 | 2 | 7 | 3 | 3 | 3 | 2 | 11 | 2 | 2 | 2 | 2 | 8 |
| 203 | 2 | 2 | 2 | 6 | 2 | 2 | 2 | 2 | 8 | 3 | 3 | 2 | 2 | 10 |
| 204 | 2 | 2 | 2 | 6 | 2 | 2 | 2 | 2 | 8 | 3 | 3 | 3 | 3 | 12 |

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| 205 | 2 | 2 | 2 | 6 | 2 | 2 | 2 | 2 | 8 | 2 | 3 | 2 | 2 | 9 |
| 206 | 3 | 3 | 3 | 9 | 2 | 3 | 2 | 3 | 10 | 2 | 3 | 3 | 3 | 11 |
| 207 | 4 | 3 | 3 | 10 | 4 | 3 | 3 | 4 | 14 | 3 | 3 | 3 | 3 | 12 |
| 208 | 4 | 4 | 4 | 12 | 3 | 4 | 3 | 4 | 14 | 4 | 3 | 3 | 3 | 13 |
| 209 | 3 | 4 | 3 | 10 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 3 | 4 | 14 |
| 210 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 3 | 4 | 14 |
| 211 | 3 | 3 | 3 | 9 | 4 | 3 | 4 | 3 | 14 | 4 | 3 | 3 | 3 | 13 |
| 212 | 3 | 4 | 3 | 10 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 16 |
| 213 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 4 | 14 | 4 | 4 | 4 | 4 | 16 |
| 214 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 215 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 216 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 217 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 4 | 18 | 4 | 3 | 3 | 3 | 13 |
| 218 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 219 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 4 | 15 |
| 220 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 221 | 3 | 4 | 4 | 11 | 4 | 3 | 4 | 3 | 14 | 4 | 4 | 4 | 4 | 16 |
| 222 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 13 | 3 | 3 | 3 | 3 | 12 |
| 223 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 224 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 225 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 226 | 3 | 4 | 3 | 10 | 3 | 4 | 3 | 4 | 14 | 4 | 4 | 4 | 4 | 16 |
| 227 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 228 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 3 | 14 | 4 | 3 | 3 | 3 | 13 |
| 229 | 4 | 3 | 4 | 11 | 4 | 4 | 3 | 3 | 14 | 4 | 4 | 4 | 4 | 16 |
| 230 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 3 | 12 | 4 | 4 | 3 | 4 | 15 |

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| 231 | 4 | 4 | 4 | 12 | 3 | 3 | 4 | 4 | 14 | 4 | 4 | 4 | 4 | 16 |
| 232 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 233 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 234 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 4 | 5 | 19 |
| 235 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 5 | 17 | 5 | 5 | 5 | 5 | 20 |
| 236 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 237 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 238 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 4 | 17 | 5 | 5 | 5 | 5 | 20 |
| 239 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 4 | 18 |
| 240 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 4 | 19 |
| 241 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 242 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 243 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 244 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 |
| 245 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 4 | 18 | 5 | 4 | 5 | 5 | 19 |
| 246 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 4 | 18 |
| 247 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 |
| 248 | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 249 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 5 | 19 |
| 250 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 251 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 252 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 253 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 254 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 255 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 256 | 4 | 5 | 4 | 13 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |

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| 257 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 |
| 258 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 |
| 259 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 260 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 261 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 262 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 4 | 13 | 3 | 3 | 3 | 4 | 13 |
| 263 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 4 | 3 | 14 |
| 264 | 4 | 3 | 4 | 11 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 265 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 266 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 267 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 13 | 3 | 3 | 3 | 3 | 12 |
| 268 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 269 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 270 | 4 | 4 | 4 | 12 | 3 | 4 | 3 | 4 | 14 | 3 | 4 | 3 | 4 | 14 |
| 271 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 272 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 3 | 3 | 13 |
| 273 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 |
| 274 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 |
| 275 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 276 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 277 | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 5 | 4 | 18 |
| 278 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 279 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 4 | 4 | 17 |
| 280 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 281 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 282 | 4 | 5 | 5 | 14 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 4 | 16 |

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| 283 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 |
| 284 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 285 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 286 | 4 | 5 | 4 | 13 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 287 | 4 | 4 | 4 | 12 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 288 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 289 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 4 | 18 |
| 290 | 4 | 5 | 5 | 14 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 20 |
| 291 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 292 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 |
| 293 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 4 | 18 |
| 294 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 4 | 16 |
| 295 | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 296 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 4 | 17 |
| 297 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 298 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 299 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 300 | 4 | 5 | 4 | 13 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 301 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 302 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 303 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 304 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 305 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 306 | 4 | 5 | 4 | 13 | 5 | 5 | 4 | 4 | 18 | 5 | 4 | 5 | 4 | 18 |
| 307 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 5 | 17 | 5 | 5 | 5 | 5 | 20 |
| 308 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |

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| 309 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 310 | 4 | 5 | 4 | 13 | 4 | 4 | 5 | 5 | 18 | 5 | 4 | 5 | 5 | 19 |
| 311 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 |
| 312 | 4 | 4 | 5 | 13 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 313 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 314 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 315 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 4 | 18 |
| 316 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 4 | 18 |
| 317 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 4 | 17 | 5 | 5 | 5 | 5 | 20 |
| 318 | 5 | 5 | 4 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 319 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 19 |
| 320 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 19 |
| 321 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 4 | 18 |
| 322 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 5 | 19 | 4 | 4 | 4 | 4 | 16 |
| 323 | 5 | 4 | 5 | 14 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 324 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 4 | 4 | 17 |
| 325 | 5 | 4 | 5 | 14 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 326 | 5 | 5 | 5 | 15 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 327 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 328 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 |
| 329 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 |
| 330 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 3 | 15 | 5 | 5 | 5 | 5 | 20 |
| 331 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 12 | 4 | 4 | 5 | 4 | 17 |
| 332 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 333 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 334 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |

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| 335 | 4 | 4 | 4 | 12 | 3 | 4 | 3 | 4 | 14 | 4 | 3 | 4 | 3 | 14 |
| 336 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 3 | 12 | 4 | 4 | 3 | 3 | 14 |
| 337 | 4 | 3 | 3 | 10 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 338 | 3 | 3 | 3 | 9 | 4 | 3 | 3 | 4 | 14 | 4 | 3 | 3 | 3 | 13 |
| 339 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 340 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 341 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 342 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 343 | 5 | 5 | 4 | 14 | 4 | 5 | 5 | 4 | 18 | 4 | 4 | 4 | 4 | 16 |
| 344 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 |
| 345 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 346 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 347 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 348 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 349 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 350 | 4 | 5 | 4 | 13 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 351 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 352 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 5 | 19 | 4 | 4 | 5 | 4 | 17 |
| 353 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 354 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 355 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 356 | 4 | 3 | 3 | 10 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 16 |
| 357 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 3 | 14 | 4 | 4 | 3 | 4 | 15 |
| 358 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 4 | 15 |
| 359 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 360 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |

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| 361 | 3 | 3 | 4 | 10 | 3 | 4 | 4 | 3 | 14 | 4 | 4 | 3 | 4 | 15 |
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Appendix 4 Data Processing Results

Description of Brand Image Variables X1

| Statistics | | | | | |
|--------------------|---------|------|------|------|------------|
| | | X1.1 | X1.2 | X1.3 | BrandImage |
| N | Valid | 361 | 361 | 361 | 361 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 4.16 | 4.19 | 4.15 | 12.51 |
| Std. Error of Mean | | .036 | .038 | .038 | .107 |
| Median | | 4.00 | 4.00 | 4.00 | 12.00 |
| Mode | | 4 | 4 | 4 | 12 |
| Std. Deviation | | .693 | .716 | .728 | 2.024 |
| Variance | | .480 | .512 | .530 | 4.095 |
| Minimum | | 2 | 2 | 2 | 6 |
| Maximum | | 5 | 5 | 5 | 15 |
| Sum | | 1502 | 1514 | 1499 | 4515 |

| X1.1 | | | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 4 | 1.1 | 1.1 | 1.1 |
| | 3 | 50 | 13.9 | 13.9 | 15.0 |
| | 4 | 191 | 52.9 | 52.9 | 67.9 |
| | 5 | 116 | 32.1 | 32.1 | 100.0 |
| | Total | 361 | 100.0 | 100.0 | |

| X1.2 | | | | | |
|-------|---|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 7 | 1.9 | 1.9 | 1.9 |
| | 3 | 43 | 11.9 | 11.9 | 13.9 |
| | 4 | 184 | 51.0 | 51.0 | 64.8 |
| | 5 | 127 | 35.2 | 35.2 | 100.0 |

| | | | | |
|--|-------|-----|-------|-------|
| | Total | 361 | 100.0 | 100.0 |
|--|-------|-----|-------|-------|

| X1.3 | | | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 7 | 1.9 | 1.9 | 1.9 |
| | 3 | 51 | 14.1 | 14.1 | 16.1 |
| | 4 | 183 | 50.7 | 50.7 | 66.8 |
| | 5 | 120 | 33.2 | 33.2 | 100.0 |
| | Total | 361 | 100.0 | 100.0 | |

Description of Social Media Marketing Variables X2

| Statistics | | | | | | |
|--------------------|---------|------|------|------|------|----------------------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | SocialMediaMarketing |
| N | Valid | 361 | 361 | 361 | 361 | 361 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.19 | 4.21 | 4.20 | 4.24 | 16.84 |
| Std. Error of Mean | | .037 | .039 | .037 | .038 | .141 |
| Median | | 4.00 | 4.00 | 4.00 | 4.00 | 16.00 |
| Mode | | 4 | 4 | 4 | 4 | 16 |
| Std. Deviation | | .711 | .738 | .709 | .714 | 2.683 |
| Variance | | .505 | .544 | .503 | .510 | 7.198 |
| Minimum | | 2 | 2 | 2 | 2 | 8 |
| Maximum | | 5 | 5 | 5 | 5 | 20 |
| Sum | | 1513 | 1520 | 1515 | 1530 | 6078 |

| X2.1 | | | | | |
|-------|---|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 6 | 1.7 | 1.7 | 1.7 |
| | 3 | 45 | 12.5 | 12.5 | 14.1 |

| | | | | |
|-------|-----|-------|-------|-------|
| 4 | 184 | 51.0 | 51.0 | 65.1 |
| 5 | 126 | 34.9 | 34.9 | 100.0 |
| Total | 361 | 100.0 | 100.0 | |

| X2.2 | | | | | |
|-------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 6 | 1.7 | 1.7 | 1.7 |
| | 3 | 50 | 13.9 | 13.9 | 15.5 |
| | 4 | 167 | 46.3 | 46.3 | 61.8 |
| | 5 | 138 | 38.2 | 38.2 | 100.0 |
| | Total | 361 | 100.0 | 100.0 | |

| X2.3 | | | | | |
|-------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 6 | 1.7 | 1.7 | 1.7 |
| | 3 | 44 | 12.2 | 12.2 | 13.9 |
| | 4 | 184 | 51.0 | 51.0 | 64.8 |
| | 5 | 127 | 35.2 | 35.2 | 100.0 |
| | Total | 361 | 100.0 | 100.0 | |

| X2.4 | | | | | |
|-------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 5 | 1.4 | 1.4 | 1.4 |
| | 3 | 44 | 12.2 | 12.2 | 13.6 |
| | 4 | 172 | 47.6 | 47.6 | 61.2 |
| | 5 | 140 | 38.8 | 38.8 | 100.0 |
| | Total | 361 | 100.0 | 100.0 | |

Description of Purchase Decision Variables Y

| Statistics | | | | | | |
|--------------------|---------|------|------|------|------|--------------------|
| | | Y1 | Y2 | Y3 | Y4 | KeputusanPembelian |
| N | Valid | 361 | 361 | 361 | 361 | 361 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.29 | 4.26 | 4.23 | 4.23 | 17.01 |
| Std. Error of Mean | | .035 | .037 | .038 | .037 | .137 |
| Median | | 4.00 | 4.00 | 4.00 | 4.00 | 16.00 |
| Mode | | 4 | 4 | 4 | 4 | 16 |
| Std. Deviation | | .671 | .706 | .715 | .707 | 2.599 |
| Variance | | .450 | .499 | .511 | .500 | 6.753 |
| Minimum | | 2 | 2 | 2 | 2 | 8 |
| Maximum | | 5 | 5 | 5 | 5 | 20 |
| Sum | | 1548 | 1538 | 1527 | 1527 | 6140 |

| Y1 | | | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 4 | 1.1 | 1.1 | 1.1 |
| | 3 | 32 | 8.9 | 8.9 | 10.0 |
| | 4 | 181 | 50.1 | 50.1 | 60.1 |
| | 5 | 144 | 39.9 | 39.9 | 100.0 |
| | Total | 361 | 100.0 | 100.0 | |

| Y2 | | | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 3 | .8 | .8 | .8 |
| | 3 | 46 | 12.7 | 12.7 | 13.6 |
| | 4 | 166 | 46.0 | 46.0 | 59.6 |
| | 5 | 146 | 40.4 | 40.4 | 100.0 |
| | Total | 361 | 100.0 | 100.0 | |

| Y3 | | | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 4 | 1.1 | 1.1 | 1.1 |
| | 3 | 48 | 13.3 | 13.3 | 14.4 |
| | 4 | 170 | 47.1 | 47.1 | 61.5 |
| | 5 | 139 | 38.5 | 38.5 | 100.0 |
| | Total | 361 | 100.0 | 100.0 | |

| Y4 | | | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 5 | 1.4 | 1.4 | 1.4 |
| | 3 | 43 | 11.9 | 11.9 | 13.3 |
| | 4 | 177 | 49.0 | 49.0 | 62.3 |
| | 5 | 136 | 37.7 | 37.7 | 100.0 |
| | Total | 361 | 100.0 | 100.0 | |

Validity Test

Brand Image Variable

| Correlations | | | | | |
|--------------|---------------------|--------|--------|--------|------------|
| | | X1.1 | X1.2 | X1.3 | BrandImage |
| X1.1 | Pearson Correlation | 1 | .817** | .877** | .947** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 361 | 361 | 361 | 361 |
| X1.2 | Pearson Correlation | .817** | 1 | .844** | .937** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 361 | 361 | 361 | 361 |
| X1.3 | Pearson Correlation | .877** | .844** | 1 | .959** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 361 | 361 | 361 | 361 |

| | | | | | |
|------------|---------------------|--------|--------|--------|-----|
| BrandImage | Pearson Correlation | .947** | .937** | .959** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 361 | 361 | 361 | 361 |

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

Social Media Marketing Variable

| Correlations | | | | | | |
|----------------------|---------------------|--------|--------|--------|--------|----------------------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | SosialMediaMarketing |
| X2.1 | Pearson Correlation | 1 | .839** | .840** | .797** | .930** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 361 | 361 | 361 | 361 | 361 |
| X2.2 | Pearson Correlation | .839** | 1 | .834** | .838** | .941** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 361 | 361 | 361 | 361 | 361 |
| X2.3 | Pearson Correlation | .840** | .834** | 1 | .834** | .938** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 361 | 361 | 361 | 361 | 361 |
| X2.4 | Pearson Correlation | .797** | .838** | .834** | 1 | .928** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 361 | 361 | 361 | 361 | 361 |
| SosialMediaMarketing | Pearson Correlation | .930** | .941** | .938** | .928** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 361 | 361 | 361 | 361 | 361 |

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

Purchase Decision Variable

| Correlations | | | | | | |
|--------------|---------------------|--------|--------|--------|--------|--------------------|
| | | Y1 | Y2 | Y3 | Y4 | KeputusanPembelian |
| Y1 | Pearson Correlation | 1 | .797** | .829** | .785** | .916** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 361 | 361 | 361 | 361 | 361 |
| Y2 | Pearson Correlation | .797** | 1 | .822** | .853** | .936** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 361 | 361 | 361 | 361 | 361 |

| | | | | | | |
|---------------------|---------------------|--------|--------|--------|--------|--------|
| Y3 | Pearson Correlation | .829** | .822** | 1 | .808** | .932** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 361 | 361 | 361 | 361 | 361 |
| Y4 | Pearson Correlation | .785** | .853** | .808** | 1 | .929** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 361 | 361 | 361 | 361 | 361 |
| Keputusan Pembelian | Pearson Correlation | .916** | .936** | .932** | .929** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 361 | 361 | 361 | 361 | 361 |

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

Reliability Test

Brand Image Variable

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| .876 | 4 |

Social Media Marketing Variable

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| .848 | 5 |

Purchase Decision Variable

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| .847 | 5 |

Coefficient of Determination Test R2

| Model Summary ^b | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .843 ^a | .711 | .709 | 1.402 |
| a. Predictors: (Constant), SosialMediaMarketing, BrandImage | | | | |
| b. Dependent Variable: KeputusanPembelian | | | | |

Partial Test/ T Test & Simple Linear Regression Test

| Coefficients ^a | | | | | | |
|---|----------------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.980 | .485 | | 6.145 | .000 |
| | BrandImage | .190 | .068 | .148 | 2.796 | .005 |
| | SosialMediaMarketing | .692 | .051 | .715 | 13.519 | .000 |
| a. Dependent Variable: KeputusanPembelian | | | | | | |

Appendix 5 Documentation



Screenshot IG Official Bakso Super Makassar