

## Lampiran I. Kuesioner Penelitian

### KUESIONER PENELITIAN

Kepada Yth:

Bapak/Ibu/Saudara/i

Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Labuhanbatu

Di Tempat

Dengan hormat,

Dalam rangka penyusunan skripsi sebagai salah satu syarat untuk memperoleh gelar sarjana pada Fakultas Ekonomi dan Bisnis Universitas Labuhanbatu, saya sedang melakukan penelitian yang berjudul “Pengaruh *Brand Image*, *Customer Experience*, dan Pemasaran Media Sosial terhadap Keputusan Pembelian *Iphone* pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Labuhanbatu.”

Sehubungan dengan hal tersebut, saya memohon kesediaan Bapak/Ibu/Saudara/i untuk meluangkan waktu mengisi kuesioner ini dengan memberikan jawaban atas pernyataan-pernyataan yang telah disediakan. Jawaban yang diberikan diharapkan sesuai dengan kondisi dan pengalaman yang sebenarnya.

Perlu saya sampaikan bahwa kuesioner ini semata-mata digunakan untuk kepentingan akademik dan penelitian. Seluruh informasi serta jawaban yang diberikan akan dijaga kerahasiaannya dan tidak akan digunakan untuk kepentingan lain di luar penelitian ini.

Atas perhatian, kesediaan, dan kerja sama Bapak/Ibu/Saudara/i dalam mengisi kuesioner ini, saya mengucapkan terima kasih.

Rantauprapat, April 2026

Penulis

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## KUESIONER PENELITIAN

### PENGARUH *BRAND IMAGE*, *CUSTOMER EXPERIENCE* DAN PEMASARAN MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN *IPHONE* PADA MAHASISWA FEB UNIVERSITAS LABUHAN BATU

#### Petunjuk pengisian kuesioner:

- 1) Kuesioner ini ditujukan kepada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Labuhanbatu yang menggunakan atau pernah menggunakan *Iphone*.
- 2) Bacalah setiap pernyataan dengan cermat sebelum memberikan jawaban.
- 3) Berikan jawaban sesuai dengan kondisi dan pengalaman anda yang sebenarnya.
- 4) Beri tanda centang (✓) pada salah satu pilihan jawaban yang paling sesuai dengan pendapat anda.
- 5) Setiap pertanyaan hanya membutuhkan satu jawaban saja.

#### Identitas Responden:

Berilah tanda centang (✓) pada jawaban yang sesuai.

- 1) Nama responden : .....
- 2) Jenis Kelamin :  Laki-laki  Perempuan
- 3) Usia Responden :  18–20 tahun  21–23 tahun  > 23 tahun
- 4) Program Studi :  Manajemen  Akuntansi
- 5) Pendapat anda dinyatakan dalam skala 1 - 5 yang memiliki makna:  
Sangat Setuju (SS) = 5  
Setuju (S) = 4  
Ragu-ragu (RR) = 3  
Tidak Setuju (TS) = 2  
Sangat Tidak Setuju (STS) = 1

**Brand Image (X<sub>1</sub>)**

No	Pernyataan	SS	S	RR	TS	STS
1	<i>Iphone</i> memiliki performa yang andal dalam penggunaan sehari-hari.					
2	<i>Iphone</i> menawarkan fitur dan inovasi yang bermanfaat bagi penggunanya.					
3	Saya merasa nyaman dan puas saat menggunakan <i>Iphone</i> .					
4	Penggunaan <i>Iphone</i> mencerminkan gaya hidup saya.					
5	<i>Iphone</i> memberikan kesan eksklusif bagi penggunanya.					
6	Informasi tentang produk <i>Iphone</i> mudah ditemukan secara online.					
7	<i>Iphone</i> aktif dan konsisten dalam menyampaikan informasi di media digital.					
8	Saya percaya pada ulasan online mengenai produk <i>Iphone</i> .					
9	Rating dan komentar pengguna lain memengaruhi pandangan saya terhadap <i>Iphone</i> .					
10	Reputasi digital <i>Iphone</i> membuat saya semakin yakin terhadap merek tersebut.					

*Customer experience (X<sub>2</sub>)*

No	Pernyataan	SS	S	RR	TS	STS
1	Petugas atau penjual <i>Iphone</i> memberikan pelayanan yang ramah dan membantu.					
2	Pelayanan yang saya terima diberikan dengan cepat dan tepat sesuai kebutuhan.					
3	Proses pembelian <i>Iphone</i> mudah untuk dilakukan.					
4	Kualitas <i>Iphone</i> tetap konsisten dalam penggunaan sehari-hari.					
5	Kualitas <i>Iphone</i> sesuai dengan harapan saya sebagai pengguna.					
6	<i>Iphone</i> memiliki performa yang andal dan konsisten.					
7	Keluhan atau pertanyaan terkait <i>Iphone</i> ditanggapi dengan cepat.					
8	Pihak <i>Apple</i> atau penjual memberikan solusi yang jelas atas masalah produk.					
9	Saya tidak mengalami kesulitan saat mencari informasi tentang <i>Iphone</i> .					
10	Pengalaman menggunakan iPhone secara keseluruhan membuat saya puas.					

### Pemasaran Media Sosial (X<sub>3</sub>)

No	Pernyataan	SS	S	RR	TS	STS
1	Konten media sosial <i>Iphone</i> menarik untuk dilihat.					
2	Konten media sosial <i>Iphone</i> memberikan informasi yang jelas tentang produk.					
3	Konten media sosial <i>Iphone</i> mendorong saya untuk berinteraksi.					
4	Admin media sosial <i>Iphone</i> merespons komentar atau pesan dengan cepat.					
5	Tanggapan yang diberikan media sosial <i>Iphone</i> jelas dan membantu.					
6	Ulasan pengguna lain di media sosial memengaruhi pandangan saya terhadap <i>Iphone</i> .					
7	Testimoni di media sosial membuat saya semakin percaya pada <i>Iphone</i> .					
8	Rekomendasi dari pengguna lain di media sosial mendorong minat saya terhadap <i>Iphone</i> .					
9	Frekuensi unggahan media sosial <i>Iphone</i> sudah sesuai dan tidak berlebihan.					
10	Media sosial <i>Iphone</i> secara rutin mengunggah konten.					

### Keputusan Pembelian (Y)

No	Pernyataan	SS	S	RR	TS	STS
1	<i>Iphone</i> yang saya beli sesuai dengan kebutuhan saya.					
2	Fitur <i>Iphone</i> sesuai dengan yang saya harapkan.					
3	Saya yakin <i>Iphone</i> adalah merek terbaik dibandingkan merek smartphone lain.					
4	Saya mempertimbangkan promo atau diskon sebelum membeli <i>Iphone</i> .					
5	Tempat pembelian <i>Iphone</i> memberikan kenyamanan dan keamanan transaksi.					
6	Saya mempertimbangkan waktu yang tepat sebelum membeli <i>Iphone</i> .					
7	Saya membeli <i>Iphone</i> sesuai dengan kebutuhan pribadi saya.					
8	Saya merasa keputusan memilih merek <i>Iphone</i> sudah tepat.					
9	Menurut saya <i>Iphone</i> lebih unggul dibandingkan merek smartphone lain					
10	Secara keseluruhan, <i>Iphone</i> merupakan pilihan produk yang tepat bagi saya.					

## Lampiran II. Tabulasi Data Uji Instrument Penelitian

### Brand Image (X<sub>1</sub>)

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	TOTAL
1	4	4	5	4	4	4	4	4	4	4	41
2	4	4	4	4	4	4	4	4	4	4	40
3	4	4	4	2	4	4	2	4	2	2	32
4	5	4	5	5	5	5	4	5	5	5	48
5	3	4	4	2	4	4	4	3	4	2	34
6	4	5	5	2	4	5	5	4	4	4	42
7	4	4	4	5	5	4	4	4	5	4	43
8	4	4	4	3	4	3	4	3	4	3	36
9	4	4	4	3	4	4	4	4	3	4	38
10	5	4	5	5	4	4	5	4	5	4	45
11	4	5	5	4	4	4	5	5	4	5	45
12	4	4	4	4	4	4	5	4	4	5	42
13	3	3	2	3	4	3	4	3	3	4	32
14	5	5	5	5	5	5	5	5	5	5	50
15	3	4	4	4	4	4	4	4	4	4	39
16	5	5	5	5	5	5	5	5	5	5	50
17	3	4	4	3	4	4	4	3	4	4	37
18	4	4	4	2	2	4	4	4	4	3	35
19	5	5	5	5	5	5	5	5	5	5	50
20	4	4	4	3	4	4	4	4	4	4	39
21	4	4	4	4	4	4	4	4	4	4	40
22	4	4	4	4	4	4	4	4	4	4	40
23	4	4	4	4	4	4	4	4	4	4	40
24	4	4	4	4	4	4	4	4	4	4	40
25	4	4	4	4	4	4	4	4	4	4	40
26	4	4	4	4	4	4	4	4	4	4	40
27	4	4	4	4	4	4	4	4	4	4	40
28	4	4	4	4	4	4	4	4	4	4	40
29	4	4	4	4	4	4	4	4	4	4	40
30	4	4	4	4	4	4	4	4	4	4	40

### Customer Experience (X<sub>2</sub>)

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	TOTAL
1	4	4	4	4	4	4	4	4	4	4	40
2	4	4	4	4	4	4	4	4	4	4	40
3	4	4	4	4	4	4	4	4	4	4	40
4	4	4	4	4	4	4	4	4	4	4	40
5	4	4	4	4	4	4	4	4	4	4	40
6	4	4	4	4	4	4	4	4	4	4	40
7	4	4	4	4	4	4	4	4	4	4	40
8	4	4	4	4	4	4	4	4	4	4	40
9	4	4	4	4	3	3	4	4	4	4	38
10	4	4	4	4	4	4	4	4	4	4	40
11	4	5	4	4	4	4	4	4	4	4	41
12	5	4	5	4	5	4	5	4	5	4	45
13	4	4	4	4	4	4	4	4	4	4	40
14	5	5	5	5	5	5	5	5	5	5	50
15	5	4	5	4	5	4	5	4	5	4	45
16	5	5	5	5	5	5	5	5	5	5	50
17	4	4	4	4	4	4	4	4	4	4	40
18	4	4	4	4	4	4	4	4	4	4	40
19	4	5	4	5	5	4	4	4	5	4	44
20	5	5	4	4	4	4	4	4	4	4	42
21	5	4	5	4	5	4	5	4	5	4	45
22	5	4	5	4	5	4	5	4	5	4	45
23	5	5	5	5	5	4	4	4	4	4	45
24	4	4	5	5	4	4	5	5	4	4	44
25	5	5	5	5	5	5	5	5	5	5	50
26	5	5	5	5	5	5	5	5	5	5	50
27	5	5	5	5	5	5	5	5	5	5	50
28	5	5	5	5	5	5	5	5	5	5	50
29	4	4	5	2	5	5	5	4	3	2	39
30	5	5	5	5	4	4	4	4	4	5	45

**Pemasaran Media Sosial (X<sub>3</sub>)**

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	TOTAL
1	5	4	4	4	4	4	4	4	4	4	41
2	4	3	3	4	4	3	3	4	3	4	35
3	4	4	3	3	4	3	4	4	4	3	36
4	5	4	4	5	4	5	4	5	4	5	45
5	5	5	5	5	5	4	5	5	5	5	49
6	5	5	5	5	5	5	5	5	5	5	50
7	4	4	4	4	4	3	4	4	4	4	39
8	5	5	5	5	5	5	5	5	5	5	50
9	4	4	4	4	4	4	4	4	4	4	40
10	4	5	4	4	4	4	4	5	5	5	44
11	4	4	4	4	4	4	4	4	4	4	40
12	4	4	4	4	4	4	4	4	4	4	40
13	5	5	5	5	5	5	5	5	5	5	50
14	4	4	4	4	4	4	4	4	4	4	40
15	4	4	4	4	4	4	4	4	4	4	40
16	4	4	4	4	4	4	4	4	4	4	40
17	4	4	4	4	4	4	4	4	4	4	40
18	4	4	4	4	4	4	4	4	4	4	40
19	4	4	4	4	4	4	4	4	4	4	40
20	4	4	4	4	4	4	4	4	4	4	40
21	4	4	4	4	4	4	4	4	4	4	40
22	4	4	4	4	4	4	4	4	4	4	40
23	4	4	4	4	4	4	4	4	4	4	40
24	4	4	4	4	4	4	4	4	4	4	40
25	4	4	4	4	4	4	4	4	4	4	40
26	4	4	4	4	4	5	4	4	4	4	41
27	4	4	4	4	4	4	4	4	4	4	40
28	4	4	4	4	4	4	4	4	4	4	40
29	4	4	4	4	4	4	4	4	4	4	40
30	4	4	4	4	4	4	4	4	4	4	40

**Keputusan Pembelian (Y)**

No	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	TOTAL
1	4	5	4	4	4	5	5	4	5	5	45
2	4	4	4	4	4	4	4	4	4	4	40
3	5	5	5	5	5	5	5	5	5	5	50
4	5	4	5	4	5	4	5	4	5	4	45
5	5	4	5	4	5	4	5	5	5	5	47
6	4	4	4	4	4	4	4	4	4	4	40
7	5	5	5	5	5	5	5	5	5	5	50
8	5	4	4	4	4	5	5	5	4	5	45
9	4	4	5	5	5	5	5	4	5	5	47
10	5	5	5	5	5	5	5	5	5	5	50
11	4	4	4	4	4	4	4	4	4	4	40
12	5	5	5	5	5	4	4	4	4	4	45
13	4	4	5	5	4	4	5	5	4	4	44
14	5	5	5	5	5	5	5	5	5	5	50
15	5	5	5	5	5	5	5	5	5	5	50
16	4	5	2	5	5	5	5	5	2	3	41
17	5	5	5	5	5	5	5	5	5	5	50
18	5	4	2	5	5	5	5	3	3	2	39
19	4	4	5	5	5	4	4	4	4	4	43
20	4	4	4	4	4	4	4	4	4	4	40
21	4	4	4	4	4	4	4	4	4	4	40
22	5	5	4	4	4	4	4	4	4	4	42
23	5	5	5	5	5	5	5	5	5	5	50
24	5	5	4	5	4	5	4	4	4	5	45
25	5	5	5	4	5	4	5	5	5	5	48
26	4	4	5	5	5	5	5	5	5	5	48
27	5	4	3	3	4	4	4	4	3	4	38
28	5	5	5	5	5	5	5	5	5	5	50
29	5	5	5	5	5	5	5	5	5	5	50
30	5	5	5	5	5	5	5	5	5	5	50

### Lampiran III. Hasil Uji Instrument Penelitian

#### Hasil Uji Validitas Variabel *Brand Image* (X<sub>1</sub>)

		Correlations										
		x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8	x1.9	x1.10	total X1
x1.1	Pearson Correlation	1	.552**	.691***	.612***	.442*	.632***	.401*	.777***	.575***	.501**	.797***
	Sig. (2-tailed)		.002	<.001	<.001	.015	<.001	.028	<.001	<.001	.005	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x1.2	Pearson Correlation	.552**	1	.807***	.249	.377*	.760***	.581***	.695***	.464**	.428*	.720***
	Sig. (2-tailed)	.002		<.001	.184	.040	<.001	<.001	<.001	.010	.018	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x1.3	Pearson Correlation	.691***	.807***	1	.387*	.351	.752***	.477**	.691***	.583***	.380*	.762***
	Sig. (2-tailed)	<.001	<.001		.035	.057	<.001	.008	<.001	<.001	.038	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x1.4	Pearson Correlation	.612***	.249	.387*	1	.653***	.361	.446*	.612***	.719***	.745***	.801***
	Sig. (2-tailed)	<.001	.184	.035		<.001	.050	.013	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x1.5	Pearson Correlation	.442*	.377*	.351	.653***	1	.485**	.266	.442*	.472**	.509**	.659***
	Sig. (2-tailed)	.015	.040	.057	<.001		.007	.156	.015	.008	.004	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x1.6	Pearson Correlation	.632***	.760***	.752***	.361	.485**	1	.424*	.761***	.538**	.483**	.766***
	Sig. (2-tailed)	<.001	<.001	<.001	.050	.007		.020	<.001	.002	.007	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x1.7	Pearson Correlation	.401*	.581***	.477**	.446*	.266	.424*	1	.401*	.698***	.706***	.706***
	Sig. (2-tailed)	.028	<.001	.008	.013	.156	.020		.028	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x1.8	Pearson Correlation	.777***	.695***	.691***	.612***	.442*	.761***	.401*	1	.478**	.668***	.836***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	.015	<.001	.028		.008	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x1.9	Pearson Correlation	.575***	.464**	.583***	.719***	.472**	.538**	.698***	.478**	1	.581***	.812***
	Sig. (2-tailed)	<.001	.010	<.001	<.001	.008	.002	<.001	.008		<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x1.10	Pearson Correlation	.501**	.428*	.380*	.745***	.509**	.483**	.706***	.668***	.581***	1	.810***
	Sig. (2-tailed)	.005	.018	.038	<.001	.004	.007	<.001	<.001	<.001		<.001
	N	30	30	30	30	30	30	30	30	30	30	30
total X1	Pearson Correlation	.797***	.720***	.762***	.801***	.659***	.766***	.706***	.836***	.812***	.810***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30

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

\*\*\* Correlation at 0.001(2-tailed)

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

## Hasil Uji Validitas Variabel *Customer Experience* (X<sub>2</sub>)

		Correlations										
		x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	x2.8	x2.9	x2.10	TOTAL X2
x2.1	Pearson Correlation	1	.591***	.800***	.485**	.705***	.480**	.659***	.472**	.709***	.558**	.840***
	Sig. (2-tailed)		<.001	<.001	.007	<.001	.007	<.001	.008	<.001	.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x2.2	Pearson Correlation	.591***	1	.397*	.667***	.450*	.552**	.226	.562**	.429*	.614***	.716***
	Sig. (2-tailed)	<.001		.030	<.001	.013	.002	.230	.001	.018	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x2.3	Pearson Correlation	.800***	.397*	1	.347	.772***	.589***	.873***	.590***	.539**	.306	.796***
	Sig. (2-tailed)	<.001	.030		.060	<.001	<.001	<.001	<.001	.002	.100	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x2.4	Pearson Correlation	.485**	.667***	.347	1	.268	.267	.195	.643***	.625***	.880***	.720***
	Sig. (2-tailed)	.007	<.001	.060		.152	.153	.302	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x2.5	Pearson Correlation	.705***	.450*	.772***	.268	1	.708***	.762***	.455*	.672***	.207	.771***
	Sig. (2-tailed)	<.001	.013	<.001	.152		<.001	<.001	.011	<.001	.273	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x2.6	Pearson Correlation	.480**	.552**	.589***	.267	.708***	1	.657***	.761***	.391*	.361	.731***
	Sig. (2-tailed)	.007	.002	<.001	.153	<.001		<.001	<.001	.033	.050	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x2.7	Pearson Correlation	.659***	.226	.873***	.195	.762***	.657***	1	.676***	.633***	.234	.751***
	Sig. (2-tailed)	<.001	.230	<.001	.302	<.001	<.001		<.001	<.001	.214	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x2.8	Pearson Correlation	.472**	.562**	.590***	.643***	.455*	.761***	.676***	1	.538**	.654***	.817***
	Sig. (2-tailed)	.008	.001	<.001	<.001	.011	<.001	<.001		.002	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x2.9	Pearson Correlation	.709***	.429*	.539**	.625***	.672***	.391*	.633***	.538**	1	.675***	.818***
	Sig. (2-tailed)	<.001	.018	.002	<.001	<.001	.033	<.001	.002		<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
x2.10	Pearson Correlation	.558**	.614***	.306	.880***	.207	.361	.234	.654***	.675***	1	.732***
	Sig. (2-tailed)	.001	<.001	.100	<.001	.273	.050	.214	<.001	<.001		<.001
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL X2	Pearson Correlation	.840***	.716***	.796***	.720***	.771***	.731***	.751***	.817***	.818***	.732***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30

\*\*\*. Correlation at 0.001(2-tailed)

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

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

## Hasil Uji Validitas Variabel Pemasaran Media Sosial (X3)

		Correlations										
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	TOTAL X3
X3.1	Pearson Correlation	1	.625 <sup>***</sup>	.678 <sup>***</sup>	.820 <sup>***</sup>	.784 <sup>***</sup>	.586 <sup>***</sup>	.716 <sup>***</sup>	.792 <sup>***</sup>	.625 <sup>***</sup>	.735 <sup>***</sup>	.831 <sup>***</sup>
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
X3.2	Pearson Correlation	.625 <sup>***</sup>	1	.836 <sup>***</sup>	.634 <sup>***</sup>	.796 <sup>***</sup>	.569 <sup>**</sup>	.908 <sup>***</sup>	.820 <sup>***</sup>	1.000 <sup>***</sup>	.746 <sup>***</sup>	.898 <sup>***</sup>
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
X3.3	Pearson Correlation	.678 <sup>***</sup>	.836 <sup>***</sup>	1	.836 <sup>***</sup>	.828 <sup>***</sup>	.716 <sup>***</sup>	.914 <sup>***</sup>	.678 <sup>***</sup>	.836 <sup>***</sup>	.776 <sup>***</sup>	.921 <sup>***</sup>
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
X3.4	Pearson Correlation	.820 <sup>***</sup>	.634 <sup>***</sup>	.836 <sup>***</sup>	1	.796 <sup>***</sup>	.722 <sup>***</sup>	.710 <sup>***</sup>	.820 <sup>***</sup>	.634 <sup>***</sup>	.919 <sup>***</sup>	.898 <sup>***</sup>
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
X3.5	Pearson Correlation	.784 <sup>***</sup>	.796 <sup>***</sup>	.828 <sup>***</sup>	.796 <sup>***</sup>	1	.523 <sup>**</sup>	.892 <sup>***</sup>	.784 <sup>***</sup>	.796 <sup>***</sup>	.721 <sup>***</sup>	.890 <sup>***</sup>
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		.003	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
X3.6	Pearson Correlation	.586 <sup>***</sup>	.569 <sup>**</sup>	.716 <sup>***</sup>	.722 <sup>***</sup>	.523 <sup>**</sup>	1	.625 <sup>***</sup>	.586 <sup>***</sup>	.569 <sup>**</sup>	.670 <sup>***</sup>	.761 <sup>***</sup>
	Sig. (2-tailed)	<.001	.001	<.001	<.001	.003		<.001	<.001	.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
X3.7	Pearson Correlation	.716 <sup>***</sup>	.908 <sup>***</sup>	.914 <sup>***</sup>	.710 <sup>***</sup>	.892 <sup>***</sup>	.625 <sup>***</sup>	1	.716 <sup>***</sup>	.908 <sup>***</sup>	.650 <sup>***</sup>	.908 <sup>***</sup>
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
X3.8	Pearson Correlation	.792 <sup>***</sup>	.820 <sup>***</sup>	.678 <sup>***</sup>	.820 <sup>***</sup>	.784 <sup>***</sup>	.586 <sup>***</sup>	.716 <sup>***</sup>	1	.820 <sup>***</sup>	.919 <sup>***</sup>	.899 <sup>***</sup>
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
X3.9	Pearson Correlation	.625 <sup>***</sup>	1.000 <sup>***</sup>	.836 <sup>***</sup>	.634 <sup>***</sup>	.796 <sup>***</sup>	.569 <sup>**</sup>	.908 <sup>***</sup>	.820 <sup>***</sup>	1	.746 <sup>***</sup>	.898 <sup>***</sup>
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	.001	<.001	<.001		<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
X3.10	Pearson Correlation	.735 <sup>***</sup>	.746 <sup>***</sup>	.776 <sup>***</sup>	.919 <sup>***</sup>	.721 <sup>***</sup>	.670 <sup>***</sup>	.650 <sup>***</sup>	.919 <sup>***</sup>	.746 <sup>***</sup>	1	.899 <sup>***</sup>
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL X3	Pearson Correlation	.831 <sup>***</sup>	.898 <sup>***</sup>	.921 <sup>***</sup>	.898 <sup>***</sup>	.890 <sup>***</sup>	.761 <sup>***</sup>	.908 <sup>***</sup>	.899 <sup>***</sup>	.898 <sup>***</sup>	.899 <sup>***</sup>	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30

\*\*\*. Correlation at 0.001(2-tailed)

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

## Hasil Uji Validitas Variabel Keputusan Pembelian (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	.536**	.227	.153	.426*	.312	.342	.307	.311	.302	.526**
	Sig. (2-tailed)		.002	.228	.421	.019	.094	.064	.099	.095	.105	.003
	N	30	30	30	30	30	30	30	30	30	30	30
Y.2	Pearson Correlation	.536**	1	.243	.470**	.397*	.530**	.331	.475**	.318	.422*	.641***
	Sig. (2-tailed)	.002		.196	.009	.030	.003	.074	.008	.087	.020	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
Y.3	Pearson Correlation	.227	.243	1	.328	.391*	.050	.279	.526**	.876***	.766***	.754***
	Sig. (2-tailed)	.228	.196		.077	.033	.791	.135	.003	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
Y.4	Pearson Correlation	.153	.470**	.328	1	.648***	.646***	.464**	.371*	.252	.172	.610***
	Sig. (2-tailed)	.421	.009	.077		<.001	<.001	.010	.044	.179	.364	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.426*	.397*	.391*	.648***	1	.451*	.636***	.430*	.402*	.206	.677***
	Sig. (2-tailed)	.019	.030	.033	<.001		.012	<.001	.018	.028	.276	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
Y.6	Pearson Correlation	.312	.530**	.050	.646***	.451*	1	.666***	.418*	.284	.381*	.622***
	Sig. (2-tailed)	.094	.003	.791	<.001	.012		<.001	.021	.128	.038	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
Y.7	Pearson Correlation	.342	.331	.279	.464**	.636***	.666***	1	.628***	.467**	.361*	.702***
	Sig. (2-tailed)	.064	.074	.135	.010	<.001	<.001		<.001	.009	.050	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
Y.8	Pearson Correlation	.307	.475**	.526**	.371*	.430*	.418*	.628***	1	.469**	.660***	.761***
	Sig. (2-tailed)	.099	.008	.003	.044	.018	.021	<.001		.009	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
Y.9	Pearson Correlation	.311	.318	.876***	.252	.402*	.284	.467**	.469**	1	.822***	.813***
	Sig. (2-tailed)	.095	.087	<.001	.179	.028	.128	.009	.009		<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
Y.10	Pearson Correlation	.302	.422*	.766***	.172	.206	.381*	.361*	.660***	.822***	1	.792***
	Sig. (2-tailed)	.105	.020	<.001	.364	.276	.038	.050	<.001	<.001		<.001
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL Y	Pearson Correlation	.526**	.641***	.754***	.610***	.677***	.622***	.702***	.761***	.813***	.792***	1
	Sig. (2-tailed)	.003	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30

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

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

\*\*\* . Correlation at 0.001(2-tailed)

### Hasil Uji Reliabilitas Variabel *Brand Image* (X<sub>1</sub>)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.915	10

### Hasil Uji Reliabilitas Variabel *Customer Experience* (X<sub>2</sub>)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.920	10

### Hasil Uji Reliabilitas Variabel Pemasaran Media Sosial (X<sub>3</sub>)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.966	10

### Hasil Uji Reliabilitas Variabel Keputusan Pembelian (Y)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.876	10

**Lampiran IV. Tabulasi Data Penelitian****Brand Image (X<sub>1</sub>)**

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	TOTAL
1	5	4	4	4	4	4	4	5	5	5	44
2	4	4	4	4	3	4	4	4	4	3	38
3	5	4	4	4	4	4	4	4	4	4	41
4	4	4	5	5	4	5	4	5	5	4	45
5	4	3	4	4	3	4	4	4	4	4	38
6	4	4	4	4	3	3	3	4	4	4	37
7	5	4	5	5	4	5	4	4	5	5	46
8	4	4	4	4	4	4	4	4	4	4	40
9	3	4	3	4	3	4	4	3	4	4	36
10	4	5	4	4	4	4	4	4	4	4	41
11	3	3	3	3	3	5	3	4	4	4	35
12	3	4	3	4	5	3	4	3	3	3	35
13	4	4	4	4	4	4	4	5	4	4	41
14	3	4	4	3	3	3	3	2	3	3	31
15	3	3	3	3	3	3	4	2	3	3	30
16	4	3	3	3	4	3	3	4	4	3	34
17	4	3	4	4	3	4	3	4	4	3	36
18	4	3	3	3	4	5	4	5	4	4	39
19	3	3	3	4	4	3	3	3	3	3	32
20	3	3	3	4	3	3	3	4	3	3	32
21	4	4	4	4	5	5	4	5	5	5	45
22	4	3	4	4	3	3	4	4	3	3	35
23	4	3	4	4	4	4	3	4	4	3	37
24	3	4	3	3	4	3	4	3	3	3	33
25	3	4	4	3	3	3	3	3	3	5	34
26	4	4	5	3	5	4	4	4	4	4	41
27	3	4	3	4	4	4	3	4	3	4	36
28	4	4	4	4	4	4	4	4	4	5	41
29	3	3	3	4	4	3	4	4	3	3	34
30	3	4	3	4	4	4	4	4	4	4	38
31	4	4	4	3	4	4	4	4	3	4	38
32	5	4	4	5	4	5	5	5	4	5	46
33	4	4	4	4	4	5	4	4	4	4	41
34	4	3	3	3	3	3	4	3	3	3	32
35	4	4	4	4	4	4	4	5	4	4	41

36	3	4	3	3	3	3	4	3	2	3	31
37	4	5	4	4	4	4	4	4	4	3	40
38	3	2	3	3	2	3	4	3	2	3	28
39	3	3	3	3	3	4	3	2	4	3	31
40	3	4	4	4	4	4	3	4	4	4	38
41	4	4	4	5	4	4	4	3	4	4	40
42	4	4	4	3	4	4	4	4	5	4	40
43	4	3	4	4	4	4	4	3	4	4	38
44	3	4	3	4	4	5	3	3	4	3	36
45	4	3	3	3	3	3	3	4	2	3	31
46	3	4	4	4	3	3	3	3	4	4	35
47	4	4	4	3	4	4	3	4	3	3	36
48	4	4	5	5	4	5	3	4	4	5	43
49	5	4	4	4	4	5	3	4	4	4	41
50	4	3	2	3	2	3	3	3	4	3	30
51	4	4	3	4	4	4	4	3	5	4	39
52	4	4	4	3	4	4	4	4	4	4	39
53	4	3	4	3	3	4	3	3	4	3	34
54	5	4	4	3	4	4	4	3	4	4	39
55	4	5	4	5	4	5	4	4	5	4	44
56	5	4	4	4	4	5	4	5	4	4	43
57	4	4	4	4	4	4	4	4	3	3	38
58	3	3	4	3	3	4	4	4	4	4	36
59	3	4	4	5	4	4	4	4	4	4	40
60	3	4	5	4	4	4	4	4	4	4	40
61	3	3	4	4	3	4	4	4	3	4	36
62	4	3	4	3	4	4	3	4	4	4	37
63	4	3	3	3	3	3	3	3	3	3	31
64	3	3	3	3	3	3	3	4	3	3	31
65	5	4	5	5	5	4	4	4	4	4	44
66	4	5	5	5	4	4	4	4	5	5	45
67	3	3	4	4	4	4	4	4	4	4	38
68	4	4	4	4	4	4	5	4	4	5	42
69	4	3	4	4	5	4	4	4	4	4	40
70	3	3	3	4	4	3	4	4	4	4	36
71	3	4	4	3	4	4	5	4	4	4	39
72	5	4	5	4	4	5	5	5	4	5	46
73	3	4	3	4	4	5	4	4	4	4	39

74	5	5	5	5	5	4	4	5	4	5	47
75	3	2	2	2	3	3	3	2	3	3	26
76	4	5	4	4	5	4	4	5	4	4	43
77	4	3	3	4	4	4	4	4	4	3	37
78	3	4	3	3	4	4	4	4	4	3	36
79	4	4	4	4	5	4	4	3	3	4	39
80	3	2	3	3	3	3	3	4	3	2	29
81	3	3	3	3	4	4	4	4	4	3	35
82	4	4	3	4	5	4	4	4	4	4	40
83	4	4	4	4	5	5	5	4	5	5	45
84	3	4	4	4	3	4	3	4	4	4	37
85	3	3	3	4	3	3	4	3	3	4	33
86	3	4	3	4	3	4	4	3	3	4	35
87	4	4	4	5	4	4	4	5	4	4	42
88	3	4	4	5	4	4	4	4	4	4	40
89	4	4	2	4	3	3	3	4	4	3	34
90	4	4	4	3	4	4	4	4	4	4	39
91	4	4	4	3	4	4	4	4	4	4	39
92	4	4	5	4	4	5	4	4	4	4	42
93	3	3	4	3	4	3	3	4	3	4	34

### Customer Experience (X<sub>2</sub>)

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	TOTAL
1	3	4	3	4	4	3	3	3	4	3	34
2	3	3	4	3	3	4	4	3	4	4	35
3	3	3	3	3	3	3	3	4	3	3	31
4	3	4	5	4	4	4	3	3	4	4	38
5	4	4	4	4	4	5	4	5	4	4	42
6	4	3	4	4	4	3	3	4	3	4	36
7	4	4	4	3	4	4	4	4	3	4	38
8	3	3	4	3	3	3	3	3	3	2	30
9	3	4	4	4	3	3	3	4	3	3	34
10	4	4	4	3	4	3	3	4	3	3	35
11	4	3	4	2	3	3	3	4	3	3	32
12	4	3	4	4	4	3	4	4	4	4	38
13	4	5	4	4	4	4	4	4	4	5	42
14	4	5	4	4	5	4	5	5	5	5	46

15	3	4	3	3	4	4	4	4	4	4	37
16	4	4	4	4	4	3	4	4	4	3	38
17	3	4	4	4	4	4	3	4	4	3	37
18	3	3	3	3	3	3	3	3	3	3	30
19	4	5	4	3	4	3	3	3	4	4	37
20	4	3	4	4	3	4	3	4	3	4	36
21	5	5	5	5	5	5	5	5	4	5	49
22	4	4	4	3	4	4	4	4	4	3	38
23	4	4	3	4	3	4	3	4	4	4	37
24	3	4	4	3	3	3	3	4	4	4	35
25	3	3	3	3	3	3	3	3	4	4	32
26	4	4	4	4	4	4	4	4	5	5	42
27	4	5	4	5	4	4	4	4	4	4	42
28	4	4	4	4	4	4	4	4	4	4	40
29	4	3	4	3	3	3	3	3	3	3	32
30	5	4	5	4	5	4	4	4	4	4	43
31	3	2	3	2	3	3	3	3	3	3	28
32	5	5	5	4	4	4	4	4	4	4	43
33	5	4	5	5	5	5	5	5	5	5	49
34	3	3	3	3	4	4	3	3	3	3	32
35	3	3	3	5	3	3	3	4	3	3	33
36	4	4	3	4	3	3	4	3	4	3	35
37	3	4	3	3	4	3	3	4	3	4	34
38	3	3	3	3	3	2	4	3	2	2	28
39	4	4	4	4	3	3	4	4	4	4	38
40	3	3	4	3	4	3	3	4	3	4	34
41	4	4	4	3	4	4	4	4	4	4	39
42	4	3	3	4	3	3	3	3	3	3	32
43	5	5	5	4	5	5	5	5	4	4	47
44	3	4	3	4	3	3	3	3	4	3	33
45	3	4	4	4	4	4	3	3	4	4	37
46	4	4	4	4	4	5	4	4	4	3	40
47	3	4	3	4	3	3	2	3	3	4	32
48	4	4	3	4	4	4	3	4	3	3	36
49	4	4	5	5	5	4	4	4	5	4	44
50	2	3	3	3	3	2	3	3	3	3	28
51	4	4	3	3	3	4	4	4	4	4	37
52	4	4	3	4	4	4	5	3	3	3	37

<b>53</b>	4	4	4	5	4	4	4	4	3	4	<b>40</b>
<b>54</b>	2	4	4	3	3	3	3	3	3	4	<b>32</b>
<b>55</b>	3	3	4	3	3	3	2	3	3	2	<b>29</b>
<b>56</b>	4	4	4	4	5	4	4	4	4	4	<b>41</b>
<b>57</b>	3	5	4	4	4	4	4	4	4	4	<b>40</b>
<b>58</b>	4	4	4	5	4	4	4	3	4	4	<b>40</b>
<b>59</b>	4	5	3	3	4	4	4	4	3	4	<b>38</b>
<b>60</b>	4	4	3	3	3	3	3	3	4	3	<b>33</b>
<b>61</b>	4	3	4	4	4	4	3	3	3	4	<b>36</b>
<b>62</b>	3	4	4	4	3	4	4	4	4	5	<b>39</b>
<b>63</b>	4	3	3	4	3	3	3	3	3	3	<b>32</b>
<b>64</b>	5	5	5	4	4	5	5	5	5	5	<b>48</b>
<b>65</b>	4	4	4	4	4	4	5	3	4	3	<b>39</b>
<b>66</b>	3	3	3	3	4	3	3	3	3	3	<b>31</b>
<b>67</b>	4	4	4	4	4	4	3	4	4	4	<b>39</b>
<b>68</b>	3	3	3	4	3	3	3	3	3	4	<b>32</b>
<b>69</b>	4	4	4	5	4	4	5	4	4	4	<b>42</b>
<b>70</b>	5	4	4	5	5	4	5	5	4	4	<b>45</b>
<b>71</b>	3	4	4	3	3	3	3	3	3	3	<b>32</b>
<b>72</b>	4	5	4	4	4	4	4	3	4	4	<b>40</b>
<b>73</b>	4	4	4	4	4	4	4	4	3	4	<b>39</b>
<b>74</b>	4	4	4	4	4	4	4	5	4	4	<b>41</b>
<b>75</b>	4	5	4	5	5	4	5	5	5	4	<b>46</b>
<b>76</b>	4	4	4	4	4	3	3	4	4	3	<b>37</b>
<b>77</b>	3	3	4	4	2	3	3	3	3	3	<b>31</b>
<b>78</b>	4	3	3	3	4	3	3	4	3	3	<b>33</b>
<b>79</b>	4	3	3	4	3	3	4	3	3	3	<b>33</b>
<b>80</b>	3	3	4	4	3	4	4	4	4	5	<b>38</b>
<b>81</b>	5	4	3	4	4	4	4	4	3	4	<b>39</b>
<b>82</b>	4	4	4	3	4	4	4	4	4	4	<b>39</b>
<b>83</b>	4	4	4	4	4	4	4	5	4	4	<b>41</b>
<b>84</b>	4	3	3	4	4	3	4	4	4	4	<b>37</b>
<b>85</b>	5	4	5	4	5	5	5	4	5	4	<b>46</b>
<b>86</b>	4	4	3	3	4	3	3	4	4	3	<b>35</b>
<b>87</b>	5	5	5	5	5	5	5	4	5	5	<b>49</b>
<b>88</b>	4	5	4	4	4	4	4	4	4	5	<b>42</b>
<b>89</b>	3	3	3	3	3	3	4	3	3	3	<b>31</b>
<b>90</b>	3	3	4	3	3	4	3	3	3	2	<b>31</b>

<b>91</b>	5	4	4	4	4	4	3	4	4	4	<b>40</b>
<b>92</b>	4	3	3	3	3	4	4	3	4	3	<b>34</b>
<b>93</b>	4	3	4	4	5	4	4	5	4	4	<b>41</b>

### Pemasaran Media Sosial (X3)

<b>No</b>	<b>X3.1</b>	<b>X3.2</b>	<b>X3.3</b>	<b>X3.4</b>	<b>X3.5</b>	<b>X3.6</b>	<b>X3.7</b>	<b>X3.8</b>	<b>X3.9</b>	<b>X3.10</b>	<b>TOTAL</b>
<b>1</b>	3	4	4	4	4	4	4	4	5	4	<b>40</b>
<b>2</b>	4	3	3	4	4	4	4	3	4	3	<b>36</b>
<b>3</b>	3	3	4	3	3	4	3	3	4	4	<b>34</b>
<b>4</b>	3	3	4	3	2	3	3	3	3	3	<b>30</b>
<b>5</b>	4	4	4	4	4	4	4	4	4	4	<b>40</b>
<b>6</b>	4	4	4	4	5	5	4	4	5	4	<b>43</b>
<b>7</b>	4	4	3	3	4	4	4	4	4	5	<b>39</b>
<b>8</b>	4	3	3	3	3	3	3	3	3	4	<b>32</b>
<b>9</b>	4	4	4	4	4	4	4	3	3	4	<b>38</b>
<b>10</b>	4	4	4	4	4	4	4	4	4	4	<b>40</b>
<b>11</b>	4	4	4	5	4	3	4	4	3	3	<b>38</b>
<b>12</b>	3	4	4	4	4	4	5	4	4	4	<b>40</b>
<b>13</b>	5	4	4	4	4	5	4	5	3	4	<b>42</b>
<b>14</b>	3	3	3	4	3	3	3	2	4	3	<b>31</b>
<b>15</b>	4	4	4	4	4	5	4	5	5	4	<b>43</b>
<b>16</b>	4	4	4	4	5	4	3	4	4	4	<b>40</b>
<b>17</b>	4	5	5	5	5	4	4	5	4	5	<b>46</b>
<b>18</b>	5	5	4	5	5	5	4	4	4	4	<b>45</b>
<b>19</b>	3	3	3	3	3	2	4	3	3	4	<b>31</b>
<b>20</b>	4	3	4	4	4	4	3	3	3	3	<b>35</b>
<b>21</b>	4	5	4	4	4	5	4	4	4	4	<b>42</b>
<b>22</b>	4	4	4	4	4	4	4	4	4	3	<b>39</b>
<b>23</b>	4	4	5	4	5	4	5	4	4	4	<b>43</b>
<b>24</b>	5	5	5	5	5	5	5	5	5	5	<b>50</b>
<b>25</b>	5	4	4	4	4	4	5	4	3	4	<b>41</b>
<b>26</b>	4	5	5	5	4	4	5	4	4	4	<b>44</b>
<b>27</b>	3	5	4	5	4	5	5	5	4	5	<b>45</b>
<b>28</b>	4	4	4	4	4	5	4	4	5	5	<b>43</b>
<b>29</b>	4	3	4	4	4	4	4	4	4	4	<b>39</b>
<b>30</b>	4	5	4	4	4	5	4	4	4	4	<b>42</b>
<b>31</b>	4	4	3	3	4	4	3	4	4	4	<b>37</b>

<b>32</b>	3	4	4	4	4	3	4	4	3	3	<b>36</b>
<b>33</b>	4	4	3	4	4	3	4	4	4	4	<b>38</b>
<b>34</b>	4	3	4	5	4	4	3	4	4	5	<b>40</b>
<b>35</b>	4	5	5	5	5	5	5	5	5	5	<b>49</b>
<b>36</b>	3	3	3	2	3	3	4	3	3	3	<b>30</b>
<b>37</b>	4	4	5	4	5	4	5	5	4	4	<b>44</b>
<b>38</b>	3	2	4	4	3	4	3	3	3	3	<b>32</b>
<b>39</b>	4	4	3	4	3	3	4	4	3	4	<b>36</b>
<b>40</b>	4	4	5	4	4	4	4	4	5	5	<b>43</b>
<b>41</b>	4	5	4	3	3	4	3	4	3	3	<b>36</b>
<b>42</b>	3	3	4	4	3	4	3	3	2	3	<b>32</b>
<b>43</b>	3	3	4	4	3	4	4	4	3	3	<b>35</b>
<b>44</b>	4	4	5	4	4	4	4	4	4	4	<b>41</b>
<b>45</b>	4	4	4	4	4	4	3	4	4	3	<b>38</b>
<b>46</b>	4	4	4	3	4	4	4	5	4	4	<b>40</b>
<b>47</b>	4	4	4	4	4	4	5	4	4	4	<b>41</b>
<b>48</b>	4	4	4	4	4	3	4	4	4	3	<b>38</b>
<b>49</b>	4	5	5	5	5	5	5	5	4	5	<b>48</b>
<b>50</b>	4	5	4	4	5	4	4	4	4	5	<b>43</b>
<b>51</b>	3	3	3	3	3	2	3	3	3	4	<b>30</b>
<b>52</b>	4	4	4	4	4	4	3	4	4	4	<b>39</b>
<b>53</b>	3	3	4	4	3	3	4	4	3	3	<b>34</b>
<b>54</b>	5	4	5	4	5	5	4	4	4	5	<b>45</b>
<b>55</b>	4	4	3	3	4	4	4	3	3	3	<b>35</b>
<b>56</b>	4	3	3	3	4	4	3	3	4	4	<b>35</b>
<b>57</b>	4	4	4	4	4	4	4	4	4	4	<b>40</b>
<b>58</b>	5	4	5	5	4	4	4	5	4	4	<b>44</b>
<b>59</b>	4	3	3	3	4	3	3	3	3	4	<b>33</b>
<b>60</b>	4	4	4	4	3	4	4	4	4	4	<b>39</b>
<b>61</b>	4	3	3	3	4	3	3	4	4	3	<b>34</b>
<b>62</b>	3	3	4	3	3	3	4	4	4	4	<b>35</b>
<b>63</b>	4	4	5	5	5	5	4	4	4	5	<b>45</b>
<b>64</b>	4	4	5	5	4	4	4	4	4	3	<b>41</b>
<b>65</b>	3	4	4	3	3	3	4	2	4	4	<b>34</b>
<b>66</b>	5	4	4	5	5	5	4	4	4	4	<b>44</b>
<b>67</b>	5	5	5	5	5	5	5	4	5	5	<b>49</b>
<b>68</b>	4	4	5	5	5	5	4	5	5	5	<b>47</b>
<b>69</b>	4	3	3	4	3	3	4	3	3	3	<b>33</b>

70	3	4	4	4	3	4	4	4	3	4	37
71	4	4	5	5	4	5	4	5	5	4	45
72	4	3	3	4	3	3	4	3	3	4	34
73	5	4	4	5	4	4	4	5	4	3	42
74	5	4	4	5	4	4	5	5	5	4	45
75	4	3	3	3	3	3	4	3	3	3	32
76	4	4	4	3	4	4	4	4	4	4	39
77	2	2	2	2	3	2	2	2	2	2	21
78	4	3	4	3	3	3	3	3	3	3	32
79	4	4	4	4	4	4	4	4	4	3	39
80	4	4	3	4	4	3	4	3	3	3	35
81	5	5	5	5	5	5	4	4	4	4	46
82	3	3	3	3	3	3	3	4	3	4	32
83	4	4	4	4	4	4	3	4	3	4	38
84	4	4	4	4	3	4	4	4	4	3	38
85	5	4	4	4	5	4	5	4	5	4	44
86	3	4	3	3	3	3	3	2	3	3	30
87	4	5	4	5	4	4	4	5	4	4	43
88	3	3	4	4	4	4	4	3	4	3	36
89	4	3	5	3	3	3	4	3	3	3	34
90	4	5	5	3	4	4	4	4	4	5	42
91	4	4	3	4	4	3	3	5	5	4	39
92	4	4	3	3	4	3	3	4	4	3	35
93	4	4	4	3	4	4	4	4	4	4	39

### Keputusan Pembelian (Y)

No	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	TOTAL
1	4	4	4	4	5	4	4	4	4	4	41
2	3	3	4	4	4	3	4	3	3	3	34
3	3	3	3	4	4	3	3	3	4	4	34
4	4	5	4	4	4	4	3	4	4	4	40
5	3	4	4	3	3	3	3	3	3	4	33
6	4	4	4	4	4	4	5	4	4	4	41
7	4	4	3	3	4	4	4	3	4	4	37
8	3	3	3	3	4	4	4	3	3	2	32
9	3	4	4	4	4	4	3	4	3	4	37
10	4	4	3	4	4	4	3	4	4	4	38

11	3	4	3	3	4	3	4	3	3	4	34
12	4	3	3	4	4	4	3	3	4	4	36
13	3	4	3	4	4	4	3	4	4	3	36
14	3	4	3	2	4	3	4	3	3	3	32
15	3	4	3	5	3	4	4	4	4	4	38
16	4	4	3	4	4	4	4	4	4	4	39
17	4	3	3	3	3	4	3	4	3	3	33
18	4	4	5	4	3	4	4	4	3	4	39
19	4	4	3	3	4	3	3	3	3	4	34
20	4	3	4	4	5	4	3	4	3	3	37
21	4	5	5	5	4	5	4	4	5	5	46
22	4	4	4	4	4	4	4	3	4	5	40
23	4	4	4	4	4	4	4	4	3	3	38
24	5	4	4	4	4	4	4	5	4	4	42
25	3	4	4	3	4	4	3	4	4	4	37
26	5	4	5	4	4	4	4	4	5	4	43
27	4	4	3	4	4	4	3	4	4	4	38
28	5	3	4	4	4	4	4	4	5	4	41
29	3	4	3	3	2	4	4	3	3	3	32
30	4	4	4	4	5	4	4	5	4	5	43
31	4	4	3	3	4	2	3	3	4	4	34
32	4	4	4	4	4	4	4	5	4	4	41
33	4	4	5	4	4	5	5	5	4	4	44
34	3	3	4	3	4	3	3	4	3	3	33
35	5	4	4	4	4	4	4	4	5	3	41
36	3	4	4	4	4	4	3	4	4	3	37
37	4	3	4	3	4	4	4	3	4	4	37
38	3	4	3	4	4	4	4	3	2	3	34
39	4	4	3	4	4	3	4	4	3	3	36
40	4	3	4	4	4	4	4	4	4	4	39
41	4	4	4	3	3	4	4	4	4	4	38
42	4	4	4	3	4	3	4	3	4	4	37
43	4	4	3	4	4	4	4	4	4	4	39
44	3	3	3	3	3	4	4	3	3	3	32
45	3	4	4	4	3	4	4	4	4	4	38
46	4	4	4	4	3	3	4	3	3	4	36
47	4	3	4	4	4	4	3	3	4	3	36
48	4	4	4	4	5	4	5	4	4	4	42

49	5	4	5	4	5	5	5	4	4	5	46
50	3	4	4	3	3	3	3	3	3	3	32
51	4	4	5	4	4	4	4	4	4	4	41
52	4	4	4	4	3	4	4	4	4	4	39
53	4	4	4	3	3	4	3	3	4	4	36
54	5	5	4	4	3	3	4	4	4	4	40
55	3	3	4	4	4	3	3	4	3	4	35
56	4	4	4	5	4	4	4	4	5	4	42
57	3	4	4	4	4	4	3	4	4	4	38
58	4	5	3	4	4	4	3	3	4	4	38
59	3	3	4	4	5	3	3	4	3	4	36
60	4	4	4	4	3	5	4	3	4	4	39
61	4	4	3	3	4	4	4	3	4	3	36
62	4	4	4	4	4	4	3	3	3	4	37
63	4	3	4	4	3	4	3	4	5	4	38
64	4	4	4	4	4	4	4	4	5	4	41
65	3	5	5	3	4	4	4	4	4	4	40
66	4	4	4	4	4	4	4	3	3	3	37
67	5	4	4	4	4	5	4	4	4	4	42
68	4	3	4	4	3	4	3	4	4	4	37
69	3	4	4	3	4	3	4	4	4	4	37
70	3	4	4	4	4	3	4	3	4	3	36
71	3	4	3	4	4	4	4	4	4	4	38
72	5	4	4	5	4	5	4	4	5	4	44
73	4	4	4	4	4	4	4	4	4	4	40
74	5	4	4	5	5	5	4	4	4	4	44
75	4	4	4	4	3	4	4	3	4	3	37
76	3	4	4	4	4	4	4	4	5	4	40
77	3	2	2	3	3	3	3	3	4	3	29
78	4	4	4	4	3	3	4	4	3	3	36
79	4	4	4	3	4	4	3	4	4	3	37
80	4	4	4	4	3	3	3	3	2	3	33
81	3	3	4	3	4	4	3	3	4	4	35
82	4	3	4	3	4	4	3	4	4	4	37
83	4	4	5	5	4	4	4	5	5	4	44
84	4	4	4	3	4	3	4	4	3	4	37
85	4	5	4	4	5	4	4	4	4	3	41
86	3	4	4	4	4	4	4	4	3	4	38

<b>87</b>	5	4	5	5	4	4	5	5	4	4	<b>45</b>
<b>88</b>	3	4	4	3	4	4	3	4	4	4	<b>37</b>
<b>89</b>	4	4	4	3	3	3	4	3	3	3	<b>34</b>
<b>90</b>	4	3	3	4	4	5	4	4	4	4	<b>39</b>
<b>91</b>	4	4	3	5	5	5	3	3	3	4	<b>39</b>
<b>92</b>	4	4	4	4	3	4	4	4	4	3	<b>38</b>
<b>93</b>	4	5	4	3	4	4	4	4	5	4	<b>41</b>

## Lampiran V. Hasil Uji Asumsi Klasik

### Hasil Uji Normalitas

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		93	
Normal Parameters <sup>a, b</sup>	Mean	.0000000	
	Std. Deviation	2.34426319	
Most Extreme Differences	Absolute	.083	
	Positive	.043	
	Negative	-.083	
Test Statistic		.083	
Asymp. Sig. (2-tailed) <sup>c</sup>		.120	
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.	.116	
	99% Confidence Interval	Lower Bound	.107
		Upper Bound	.124

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 926214481.

### Hasil Uji Multikolinearitas

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.801	3.091		2.201	.030		
	Brand Image	.301	.055	.397	5.464	<.001	.985	1.015
	Customer Experience	.307	.049	.452	6.245	<.001	.990	1.010
	Pemasaran Media Sosial	.215	.047	.328	4.531	<.001	.991	1.009

a. Dependent Variable: Keputusan Pembelian

### Hasil Uji Heteroskedastisitas

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.080	1.789		1.163	.248
	Brand Image	-.025	.032	-.083	-.777	.439
	Customer Experience	.020	.028	.074	.694	.489
	Pemasaran Media Sosial	.000	.027	.001	.012	.990

a. Dependent Variable: ABS\_RES

## Lampiran VI. Hasil Uji Analisis Regresi Linear Berganda

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.801	3.091		2.201	.030
	Brand Image	.301	.055	.397	5.464	<.001
	Customer Experience	.307	.049	.452	6.245	<.001
	Pemasaran Media Sosial	.215	.047	.328	4.531	<.001

a. Dependent Variable: Keputusan Pembelian

## Lampiran VII. Hasil Uji Hipotesis

### Hasil Uji Parsial (Uji t)

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.801	3.091		2.201	.030
	Brand Image	.301	.055	.397	5.464	<.001
	Customer Experience	.307	.049	.452	6.245	<.001
	Pemasaran Media Sosial	.215	.047	.328	4.531	<.001

a. Dependent Variable: Keputusan Pembelian

### Hasil Uji Simultan (Uji F)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	588.537	3	196.179	34.534	<.001 <sup>b</sup>
	Residual	505.592	89	5.681		
	Total	1094.129	92			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Pemasaran Media Sosial, Customer Experience, Brand Image

## Hasil Uji Koefisien Determinasi (R<sup>2</sup>)

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733 <sup>a</sup>	.538	.522	2.38345

a. Predictors: (Constant), Pemasaran Media Sosial, Customer Experience, Brand Image

b. Dependent Variable: Keputusan Pembelian