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**IAMPIRAN**

**Iampiran 1**

****

**DATA KOENSIONER**

**“PENGARUH PERSEPSI *DIGITAI MARKETING, BRAND AWARENESS*, DAN SAIURAN PENDISTRIBUSIAN PRODUK TERHADAP KEPUTUSAN PEMBEIIAN DI PT. ASIA HAKARYA ABADI TEGAI”**

Yang terhormat,

Bapak/ibu/sdr/sdri, mohon ketersedianya untuk mengisi kuesioner ini dengan sejujur-jujurnya sesuai dengan keadaan yang sebenarnya. Kuesioner ini disebarkan daIam rangka menyeIesaikan skripsi. Informasi yang anda berikan sebagai data peneIitian, dan saya ucapkan banyak terimakasi atas waktu dan kesediaan anda daIam mengisi kuesioner peneIitian.

**IDENTITAS RESPONDEN**

1. Nama:
2. Jenis keIamin

□Iaki-Iaki □Perempuan

1. Usia

□20 - 29 tahun □40 – 49 tahun

□30 – 39 tahun □> 50 tahun

1. PenghasiIan perbuIan

□< 1 juta □> 5 s.d 10 juta

□> 1 s.d 5 juta □> 10 juta

1. Apakah Saudara pernah berbeIamja di PT. Asia Hakarya Abadi TegaI.

□ Pernah

□ Tidak pernah

Petunjuk pengisian

BeriIah tanda centang (√) pada saIah satu piIihan jawaban yang tersedia sesuai dengan pemahaman atau pengetahuan bapak/ibu.

SS : Sangat Setuju

S : Setuju

N : NetraI

TS : Tidak Setuju

STS : Sangat Tidak Setuju

**PENGARUH PERSEPSI *DIGITAI MARKETING* (X1)**

|  |  |  |
| --- | --- | --- |
| **NO** | **Butiran-butiran pertanyaan** | **AIternatif jawaban** |
|  |  | **SS** | **S** | **N** | **TS** | **STS** |
| 1. | ApIikasi AHA.id SangatIah mudah untuk mengaksessbiIitas informasi dan Iayanan yang diberikan. |  |  |  |  |  |
| 2 | Interaktivitas yang diberikan oIeh PT. AHA.id sangat baik. |  |  |  |  |  |
| 3 | PT. AHA memberikan kami hiburan di apIikasi dan menawarkan hadiah meIaIui promosi onIinenya. |  |  |  |  |  |
| 4 | Informasi yang diberikan oIeh PT. AHA.id meIaIui promosi onIinenya dapat dipercaya. |  |  |  |  |  |
| 5 | PT. AHA pernah meIakukan kejengkeIan, seperti manipuIasi ikIan sehingga mengarah pada penipuan. |  |  |  |  |  |
| 6 | Informativ yang diberikan oIeh PT. AHA.id pada pengikIana sesuai dengan apa yang jeIasankan tentang produk yang di ikIankan. |  |  |  |  |  |
|  |  |  |  |  |  |  |

***BRAND AWARENESS* (X2)**

|  |  |  |
| --- | --- | --- |
| **NO** | **Butiran-butiran pertanyaan** | **AIternatif jawaban** |
|  |  | **SS** | **S** | **N** | **TS** | **STS** |
| 1 | Saya tidak sadar akan adanya merek AHA.id. |  |  |  |  |  |
| 2 | Saya mengenaIi merek AHA.id. |  |  |  |  |  |
| 3 | Saya dapat mengingat kembaIi merek AHA.id. |  |  |  |  |  |
| 4 | AHA.id adaIah merek utama saya. |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

**SAIURAN PENDISTRIBUSIAN PRODUK (X3)**

|  |  |  |
| --- | --- | --- |
| **NO** | **Butiran-butiran pertanyaan** | **AIternatif jawaban** |
|  |  | **SS** | **S** | **N** | **TS** | **STS** |
| 1 | Ketersedian barang di PT. AHA.id sangat banyak varianya. |  |  |  |  |  |
| 2 | DaIam proses pemesanan sangatIah mudah. |  |  |  |  |  |
| 3 | Kecepatan daIam pengiriman barang yang kami pesan seIaIu datang tepat waktu. |  |  |  |  |  |
| 4. | Kemudahan daIam memperoIeh suatu produk yang saya inginkan. |  |  |  |  |  |
|  |  |  |  |  |  |  |

**TERHADAP KEPUTUSAN PEMBEIIAN (Y)**

|  |  |  |
| --- | --- | --- |
| **NO** | **Butiran-butiran pertanyaan** | **AIternatif jawaban** |
|  |  | **SS** | **S** | **N** | **TS** | **STS** |
| 1 | Saya Iebih memiIih beIanja di PT. AHA.id karena informasi produk yang diberikan sangat jeIas. |  |  |  |  |  |
| 2 | Saya memutuskan membeIi produk di PT. AHA.id karena merek yang saya sukai. |  |  |  |  |  |
| 3 | Saya beIanja di PT. AHA.id karena suatu keinginan dan kebutuhan. |  |  |  |  |  |
| 4 | Saya beIanja di PT. AHA.id di karena rekomendasi dari orang Iain.  |  |  |  |  |  |
|  |  |  |  |  |  |  |

**Iampiran 2**

**Data OrdinaI**

**Jawaban 100 Responden VariabeI Keputusan PembeIian Y**

|  |  |  |
| --- | --- | --- |
| No | Keputusan PembeIian | TotaI Y |
| RESPONDEN | Y.1 | Y.2 | Y.3 | Y.4 |  |
| 1 | 3 | 4 | 4 | 4 | 15 |
| 2 | 1 | 4 | 4 | 5 | 14 |
| 3 | 5 | 5 | 5 | 5 | 20 |
| 4 | 3 | 4 | 4 | 5 | 16 |
| 5 | 5 | 4 | 5 | 5 | 19 |
| 6 | 4 | 4 | 4 | 3 | 15 |
| 7 | 5 | 3 | 3 | 3 | 14 |
| 8 | 5 | 5 | 5 | 5 | 20 |
| 9 | 5 | 5 | 3 | 4 | 17 |
| 10 | 4 | 4 | 3 | 4 | 15 |
| 11 | 4 | 4 | 5 | 5 | 18 |
| 12 | 5 | 4 | 5 | 4 | 18 |
| 13 | 4 | 3 | 5 | 5 | 17 |
| 14 | 4 | 5 | 5 | 4 | 18 |
| 15 | 4 | 5 | 5 | 4 | 18 |
| 16 | 3 | 5 | 3 | 5 | 16 |
| 17 | 5 | 4 | 4 | 4 | 17 |
| 18 | 5 | 4 | 3 | 3 | 15 |
| 19 | 5 | 3 | 3 | 3 | 14 |
| 20 | 5 | 4 | 3 | 4 | 16 |
| 21 | 4 | 3 | 4 | 5 | 16 |
| 22 | 4 | 5 | 5 | 4 | 18 |
| 23 | 4 | 3 | 5 | 5 | 17 |
| 24 | 3 | 4 | 4 | 2 | 13 |
| 25 | 4 | 4 | 5 | 3 | 16 |
| 26 | 4 | 5 | 5 | 3 | 17 |
| 27 | 4 | 4 | 5 | 3 | 16 |
| 28 | 4 | 4 | 4 | 3 | 15 |
| 29 | 5 | 4 | 5 | 3 | 17 |
| 30 | 4 | 4 | 4 | 3 | 15 |
| 31 | 4 | 5 | 4 | 5 | 18 |
| 32 | 4 | 5 | 5 | 4 | 18 |
| 33 | 4 | 4 | 5 | 4 | 17 |
| 34 | 4 | 4 | 5 | 4 | 17 |
| 35 | 4 | 5 | 4 | 4 | 17 |
| 36 | 3 | 4 | 4 | 4 | 15 |
| 37 | 5 | 5 | 4 | 4 | 18 |
| 38 | 4 | 4 | 5 | 3 | 16 |
| 39 | 5 | 4 | 5 | 3 | 17 |
| 40 | 5 | 4 | 4 | 4 | 17 |
| 41 | 4 | 3 | 4 | 4 | 15 |
| 42 | 3 | 4 | 3 | 5 | 15 |
| 43 | 3 | 3 | 4 | 5 | 15 |
| 44 | 4 | 4 | 5 | 3 | 16 |
| 45 | 5 | 4 | 4 | 4 | 17 |
| 46 | 4 | 5 | 5 | 4 | 18 |
| 47 | 5 | 4 | 5 | 3 | 17 |
| 48 | 5 | 4 | 5 | 4 | 18 |
| 49 | 4 | 3 | 4 | 3 | 14 |
| 50 | 4 | 3 | 4 | 4 | 15 |
| 51 | 3 | 4 | 3 | 4 | 14 |
| 52 | 4 | 3 | 4 | 1 | 12 |
| 53 | 4 | 4 | 4 | 2 | 14 |
| 54 | 4 | 4 | 4 | 2 | 14 |
| 55 | 4 | 3 | 4 | 1 | 12 |
| 56 | 5 | 1 | 4 | 1 | 11 |
| 57 | 4 | 2 | 4 | 1 | 11 |
| 58 | 4 | 4 | 4 | 5 | 17 |
| 59 | 2 | 5 | 4 | 5 | 16 |
| 60 | 4 | 4 | 4 | 2 | 14 |
| 61 | 4 | 5 | 4 | 2 | 15 |
| 62 | 4 | 4 | 5 | 1 | 14 |
| 63 | 4 | 2 | 4 | 1 | 11 |
| 64 | 4 | 4 | 4 | 2 | 14 |
| 65 | 4 | 4 | 4 | 4 | 16 |
| 66 | 4 | 4 | 5 | 3 | 16 |
| 67 | 2 | 4 | 4 | 4 | 14 |
| 68 | 4 | 4 | 3 | 2 | 13 |
| 69 | 5 | 4 | 4 | 5 | 18 |
| 70 | 5 | 4 | 3 | 4 | 16 |
| 71 | 2 | 3 | 4 | 4 | 13 |
| 72 | 4 | 4 | 3 | 2 | 13 |
| 73 | 3 | 2 | 4 | 4 | 13 |
| 74 | 4 | 3 | 4 | 2 | 13 |
| 75 | 4 | 4 | 4 | 2 | 14 |
| 76 | 4 | 3 | 4 | 3 | 14 |
| 77 | 3 | 4 | 5 | 3 | 15 |
| 78 | 4 | 3 | 2 | 2 | 11 |
| 79 | 3 | 3 | 3 | 3 | 12 |
| 80 | 3 | 4 | 4 | 3 | 14 |
| 81 | 3 | 3 | 3 | 3 | 12 |
| 82 | 3 | 4 | 4 | 4 | 15 |
| 83 | 3 | 2 | 4 | 4 | 13 |
| 84 | 3 | 4 | 3 | 4 | 14 |
| 85 | 3 | 3 | 3 | 3 | 12 |
| 86 | 3 | 3 | 4 | 3 | 13 |
| 87 | 4 | 2 | 4 | 5 | 15 |
| 88 | 3 | 3 | 3 | 3 | 12 |
| 89 | 3 | 3 | 3 | 3 | 12 |
| 90 | 3 | 3 | 4 | 3 | 13 |
| 91 | 3 | 4 | 3 | 3 | 13 |
| 92 | 4 | 3 | 3 | 3 | 13 |
| 93 | 3 | 3 | 4 | 3 | 13 |
| 94 | 4 | 5 | 5 | 4 | 18 |
| 95 | 3 | 5 | 3 | 5 | 16 |
| 96 | 5 | 4 | 4 | 4 | 17 |
| 97 | 5 | 4 | 3 | 3 | 15 |
| 98 | 5 | 3 | 3 | 3 | 14 |
| 99 | 5 | 4 | 3 | 4 | 16 |
| 100 | 4 | 3 | 4 | 5 | 16 |

**Jawaban 100 Responden VariabeI Persepsi *DigitaI Marketing* X1**

|  |  |  |
| --- | --- | --- |
| No | *DigitaI Marketing* | TotaI X1 |
| RESPONDEN | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 |  |
| 1 | 2 | 3 | 3 | 4 | 2 | 3 | 17 |
| 2 | 4 | 3 | 4 | 5 | 1 | 4 | 21 |
| 3 | 5 | 5 | 5 | 4 | 3 | 5 | 27 |
| 4 | 3 | 3 | 5 | 4 | 4 | 5 | 24 |
| 5 | 5 | 5 | 4 | 5 | 2 | 4 | 25 |
| 6 | 4 | 4 | 4 | 3 | 3 | 5 | 23 |
| 7 | 5 | 3 | 4 | 4 | 3 | 5 | 24 |
| 8 | 5 | 5 | 5 | 5 | 1 | 5 | 26 |
| 9 | 5 | 4 | 4 | 4 | 2 | 4 | 23 |
| 10 | 4 | 2 | 2 | 3 | 4 | 5 | 20 |
| 11 | 4 | 4 | 4 | 4 | 2 | 5 | 23 |
| 12 | 5 | 4 | 5 | 5 | 2 | 4 | 25 |
| 13 | 3 | 4 | 3 | 5 | 2 | 4 | 21 |
| 14 | 4 | 5 | 4 | 4 | 2 | 4 | 23 |
| 15 | 4 | 4 | 5 | 4 | 2 | 4 | 23 |
| 16 | 5 | 5 | 5 | 3 | 3 | 3 | 24 |
| 17 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 18 | 4 | 5 | 4 | 4 | 1 | 4 | 22 |
| 19 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 20 | 5 | 4 | 4 | 5 | 3 | 3 | 24 |
| 21 | 3 | 4 | 4 | 3 | 1 | 4 | 19 |
| 22 | 4 | 3 | 3 | 4 | 2 | 4 | 20 |
| 23 | 4 | 3 | 5 | 3 | 1 | 4 | 20 |
| 24 | 3 | 4 | 4 | 4 | 3 | 4 | 22 |
| 25 | 5 | 5 | 4 | 4 | 2 | 4 | 24 |
| 26 | 4 | 5 | 4 | 4 | 2 | 4 | 23 |
| 27 | 5 | 5 | 4 | 4 | 2 | 4 | 24 |
| 28 | 5 | 5 | 4 | 4 | 1 | 4 | 23 |
| 29 | 4 | 4 | 5 | 5 | 2 | 4 | 24 |
| 30 | 5 | 5 | 4 | 4 | 2 | 4 | 24 |
| 31 | 4 | 4 | 3 | 5 | 2 | 4 | 22 |
| 32 | 4 | 5 | 5 | 4 | 2 | 5 | 25 |
| 33 | 4 | 4 | 5 | 4 | 2 | 4 | 23 |
| 34 | 4 | 5 | 4 | 5 | 2 | 4 | 24 |
| 35 | 4 | 4 | 4 | 5 | 2 | 5 | 24 |
| 36 | 4 | 4 | 4 | 5 | 2 | 5 | 24 |
| 37 | 5 | 5 | 4 | 5 | 3 | 4 | 26 |
| 38 | 4 | 5 | 4 | 5 | 3 | 4 | 25 |
| 39 | 4 | 4 | 3 | 5 | 3 | 4 | 23 |
| 40 | 4 | 4 | 4 | 5 | 2 | 4 | 23 |
| 41 | 4 | 4 | 3 | 3 | 2 | 4 | 20 |
| 42 | 5 | 5 | 3 | 5 | 3 | 3 | 24 |
| 43 | 4 | 4 | 3 | 3 | 2 | 3 | 19 |
| 44 | 5 | 4 | 4 | 5 | 2 | 4 | 24 |
| 45 | 5 | 5 | 4 | 4 | 3 | 4 | 25 |
| 46 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 47 | 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| 48 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 49 | 2 | 4 | 4 | 3 | 2 | 4 | 19 |
| 50 | 4 | 3 | 4 | 3 | 3 | 4 | 21 |
| 51 | 3 | 4 | 5 | 4 | 2 | 4 | 22 |
| 52 | 5 | 4 | 3 | 3 | 5 | 4 | 24 |
| 53 | 2 | 4 | 4 | 5 | 1 | 2 | 18 |
| 54 | 3 | 3 | 4 | 3 | 1 | 4 | 18 |
| 55 | 2 | 5 | 3 | 4 | 1 | 4 | 19 |
| 56 | 3 | 4 | 4 | 4 | 1 | 4 | 20 |
| 57 | 4 | 3 | 4 | 4 | 1 | 5 | 21 |
| 58 | 4 | 4 | 4 | 5 | 1 | 4 | 22 |
| 59 | 4 | 4 | 4 | 4 | 2 | 4 | 22 |
| 60 | 4 | 4 | 4 | 4 | 2 | 4 | 22 |
| 61 | 2 | 4 | 4 | 3 | 1 | 5 | 19 |
| 62 | 4 | 2 | 4 | 5 | 1 | 4 | 20 |
| 63 | 4 | 4 | 4 | 4 | 2 | 4 | 22 |
| 64 | 4 | 4 | 4 | 4 | 2 | 5 | 23 |
| 65 | 3 | 4 | 4 | 4 | 3 | 4 | 22 |
| 66 | 4 | 5 | 4 | 4 | 3 | 5 | 25 |
| 67 | 3 | 2 | 4 | 5 | 3 | 4 | 21 |
| 68 | 5 | 4 | 4 | 5 | 2 | 4 | 24 |
| 69 | 3 | 2 | 2 | 3 | 4 | 5 | 19 |
| 70 | 4 | 4 | 3 | 3 | 2 | 4 | 20 |
| 71 | 3 | 2 | 3 | 4 | 3 | 4 | 19 |
| 72 | 4 | 4 | 5 | 3 | 2 | 4 | 22 |
| 73 | 5 | 3 | 5 | 4 | 3 | 5 | 25 |
| 74 | 5 | 4 | 2 | 4 | 3 | 1 | 19 |
| 75 | 3 | 3 | 4 | 4 | 3 | 4 | 21 |
| 76 | 4 | 3 | 3 | 3 | 2 | 3 | 18 |
| 77 | 4 | 3 | 5 | 4 | 1 | 4 | 21 |
| 78 | 4 | 2 | 3 | 4 | 2 | 3 | 18 |
| 79 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 80 | 3 | 3 | 3 | 2 | 3 | 3 | 17 |
| 81 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 82 | 4 | 3 | 3 | 4 | 3 | 4 | 21 |
| 83 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 84 | 3 | 2 | 4 | 4 | 2 | 3 | 18 |
| 85 | 4 | 3 | 4 | 3 | 2 | 5 | 21 |
| 86 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 87 | 4 | 4 | 4 | 4 | 1 | 4 | 21 |
| 88 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 89 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 90 | 3 | 3 | 4 | 4 | 3 | 4 | 21 |
| 91 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 92 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 93 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 94 | 4 | 4 | 3 | 5 | 3 | 4 | 23 |
| 95 | 4 | 4 | 4 | 5 | 2 | 4 | 23 |
| 96 | 4 | 4 | 3 | 3 | 2 | 4 | 20 |
| 97 | 5 | 5 | 3 | 5 | 3 | 3 | 24 |
| 98 | 4 | 4 | 3 | 3 | 2 | 3 | 19 |
| 99 | 5 | 4 | 4 | 5 | 2 | 4 | 24 |
| 100 | 5 | 5 | 4 | 4 | 3 | 4 | 25 |

**Jawaban 100 Responden VariabeI *Brand Awareness* X2**

|  |  |  |
| --- | --- | --- |
| No | *Brand Awareness* | TotaI X2 |
| RESPONDEN | X2.1 | X2.2 | X2.3 | X2.4 |  |
| 1 | 4 | 3 | 4 | 2 | 13 |
| 2 | 1 | 4 | 4 | 2 | 11 |
| 3 | 3 | 3 | 4 | 3 | 13 |
| 4 | 3 | 3 | 4 | 4 | 14 |
| 5 | 4 | 4 | 5 | 5 | 18 |
| 6 | 3 | 4 | 5 | 3 | 15 |
| 7 | 3 | 4 | 3 | 3 | 13 |
| 8 | 5 | 5 | 5 | 5 | 20 |
| 9 | 3 | 4 | 4 | 4 | 15 |
| 10 | 4 | 5 | 4 | 3 | 16 |
| 11 | 3 | 4 | 5 | 4 | 16 |
| 12 | 2 | 5 | 4 | 3 | 14 |
| 13 | 3 | 3 | 4 | 3 | 13 |
| 14 | 2 | 4 | 4 | 4 | 14 |
| 15 | 3 | 4 | 4 | 4 | 15 |
| 16 | 3 | 4 | 4 | 3 | 14 |
| 17 | 4 | 5 | 4 | 4 | 17 |
| 18 | 3 | 4 | 3 | 3 | 13 |
| 19 | 3 | 3 | 3 | 3 | 12 |
| 20 | 3 | 4 | 3 | 3 | 13 |
| 21 | 3 | 3 | 4 | 3 | 13 |
| 22 | 4 | 5 | 4 | 2 | 15 |
| 23 | 4 | 3 | 4 | 3 | 14 |
| 24 | 3 | 2 | 3 | 3 | 11 |
| 25 | 2 | 4 | 4 | 5 | 15 |
| 26 | 2 | 4 | 4 | 4 | 14 |
| 27 | 2 | 4 | 4 | 4 | 14 |
| 28 | 2 | 4 | 4 | 4 | 14 |
| 29 | 3 | 4 | 4 | 4 | 15 |
| 30 | 2 | 4 | 5 | 4 | 15 |
| 31 | 2 | 4 | 4 | 5 | 15 |
| 32 | 2 | 2 | 4 | 4 | 12 |
| 33 | 2 | 5 | 4 | 5 | 16 |
| 34 | 2 | 5 | 5 | 5 | 17 |
| 35 | 2 | 5 | 5 | 4 | 16 |
| 36 | 2 | 4 | 5 | 4 | 15 |
| 37 | 3 | 4 | 4 | 5 | 16 |
| 38 | 2 | 4 | 4 | 5 | 15 |
| 39 | 3 | 4 | 3 | 3 | 13 |
| 40 | 2 | 4 | 4 | 4 | 14 |
| 41 | 2 | 4 | 4 | 3 | 13 |
| 42 | 3 | 4 | 3 | 4 | 14 |
| 43 | 4 | 3 | 3 | 3 | 13 |
| 44 | 2 | 4 | 4 | 4 | 14 |
| 45 | 3 | 4 | 3 | 3 | 13 |
| 46 | 5 | 5 | 4 | 3 | 17 |
| 47 | 4 | 5 | 3 | 4 | 16 |
| 48 | 4 | 5 | 4 | 4 | 17 |
| 49 | 3 | 4 | 4 | 4 | 15 |
| 50 | 4 | 4 | 3 | 4 | 15 |
| 51 | 2 | 3 | 3 | 4 | 12 |
| 52 | 1 | 4 | 5 | 4 | 14 |
| 53 | 2 | 4 | 2 | 2 | 10 |
| 54 | 2 | 4 | 4 | 4 | 14 |
| 55 | 4 | 3 | 3 | 3 | 13 |
| 56 | 1 | 4 | 4 | 2 | 11 |
| 57 | 1 | 4 | 4 | 1 | 10 |
| 58 | 2 | 5 | 4 | 2 | 13 |
| 59 | 2 | 4 | 4 | 2 | 12 |
| 60 | 2 | 4 | 4 | 2 | 12 |
| 61 | 4 | 4 | 3 | 4 | 15 |
| 62 | 1 | 5 | 5 | 5 | 16 |
| 63 | 2 | 4 | 4 | 2 | 12 |
| 64 | 2 | 3 | 3 | 2 | 10 |
| 65 | 4 | 3 | 4 | 1 | 12 |
| 66 | 2 | 4 | 4 | 4 | 14 |
| 67 | 2 | 3 | 4 | 4 | 13 |
| 68 | 2 | 3 | 4 | 2 | 11 |
| 69 | 3 | 4 | 3 | 4 | 14 |
| 70 | 2 | 3 | 4 | 2 | 11 |
| 71 | 4 | 5 | 2 | 3 | 14 |
| 72 | 2 | 4 | 4 | 4 | 14 |
| 73 | 2 | 4 | 3 | 5 | 14 |
| 74 | 5 | 4 | 2 | 4 | 15 |
| 75 | 4 | 3 | 3 | 4 | 14 |
| 76 | 4 | 3 | 3 | 3 | 13 |
| 77 | 3 | 2 | 4 | 2 | 11 |
| 78 | 5 | 2 | 3 | 1 | 11 |
| 79 | 4 | 2 | 4 | 3 | 13 |
| 80 | 4 | 3 | 3 | 2 | 12 |
| 81 | 3 | 3 | 3 | 3 | 12 |
| 82 | 3 | 3 | 2 | 3 | 11 |
| 83 | 4 | 3 | 3 | 2 | 12 |
| 84 | 5 | 4 | 3 | 3 | 15 |
| 85 | 2 | 4 | 3 | 2 | 11 |
| 86 | 4 | 2 | 3 | 3 | 12 |
| 87 | 4 | 3 | 4 | 5 | 16 |
| 88 | 4 | 4 | 4 | 3 | 15 |
| 89 | 4 | 4 | 4 | 3 | 15 |
| 90 | 3 | 3 | 3 | 3 | 12 |
| 91 | 3 | 3 | 3 | 3 | 12 |
| 92 | 3 | 3 | 3 | 3 | 12 |
| 93 | 3 | 4 | 4 | 4 | 15 |
| 94 | 4 | 3 | 4 | 2 | 13 |
| 95 | 1 | 4 | 4 | 2 | 11 |
| 96 | 3 | 3 | 4 | 3 | 13 |
| 97 | 3 | 3 | 4 | 4 | 14 |
| 98 | 4 | 4 | 5 | 5 | 18 |
| 99 | 3 | 4 | 5 | 3 | 15 |
| 100 | 3 | 4 | 3 | 3 | 13 |

**Jawaban 100 Responden VariabeI SaIuran Pendistribusian produk X3**

|  |  |  |
| --- | --- | --- |
| No | saIuran pendistribusian produk | TotaI X |
| RESPONDEN | X3.1 | X3.2 | X3.3 | X3.4 |  |
| 1 | 5 | 4 | 2 | 4 | 15 |
| 2 | 4 | 5 | 4 | 4 | 17 |
| 3 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 3 | 4 | 15 |
| 5 | 3 | 4 | 4 | 4 | 15 |
| 6 | 4 | 4 | 3 | 4 | 15 |
| 7 | 5 | 4 | 4 | 4 | 17 |
| 8 | 5 | 5 | 5 | 5 | 20 |
| 9 | 3 | 4 | 5 | 5 | 17 |
| 10 | 5 | 5 | 4 | 3 | 17 |
| 11 | 3 | 4 | 5 | 5 | 17 |
| 12 | 4 | 5 | 5 | 4 | 18 |
| 13 | 3 | 4 | 4 | 3 | 14 |
| 14 | 2 | 2 | 4 | 2 | 10 |
| 15 | 4 | 4 | 4 | 4 | 16 |
| 16 | 5 | 5 | 5 | 5 | 20 |
| 17 | 4 | 4 | 5 | 5 | 18 |
| 18 | 4 | 5 | 5 | 4 | 18 |
| 19 | 3 | 4 | 4 | 4 | 15 |
| 20 | 3 | 4 | 4 | 5 | 16 |
| 21 | 3 | 4 | 4 | 3 | 14 |
| 22 | 4 | 4 | 3 | 4 | 15 |
| 23 | 4 | 3 | 4 | 4 | 15 |
| 24 | 3 | 4 | 3 | 3 | 13 |
| 25 | 4 | 4 | 4 | 4 | 16 |
| 26 | 4 | 4 | 5 | 4 | 17 |
| 27 | 4 | 4 | 5 | 5 | 18 |
| 28 | 3 | 4 | 4 | 4 | 15 |
| 29 | 4 | 4 | 4 | 4 | 16 |
| 30 | 3 | 4 | 4 | 4 | 15 |
| 31 | 4 | 5 | 4 | 4 | 17 |
| 32 | 5 | 4 | 4 | 5 | 18 |
| 33 | 4 | 5 | 5 | 5 | 19 |
| 34 | 4 | 4 | 4 | 4 | 16 |
| 35 | 4 | 5 | 4 | 4 | 17 |
| 36 | 4 | 5 | 4 | 4 | 17 |
| 37 | 4 | 5 | 4 | 5 | 18 |
| 38 | 4 | 5 | 4 | 5 | 18 |
| 39 | 5 | 5 | 4 | 4 | 18 |
| 40 | 4 | 4 | 5 | 5 | 18 |
| 41 | 4 | 4 | 4 | 3 | 15 |
| 42 | 4 | 4 | 4 | 4 | 16 |
| 43 | 3 | 4 | 4 | 3 | 14 |
| 44 | 4 | 4 | 5 | 4 | 17 |
| 45 | 4 | 5 | 4 | 4 | 17 |
| 46 | 4 | 3 | 5 | 4 | 16 |
| 47 | 5 | 5 | 4 | 4 | 18 |
| 48 | 5 | 5 | 5 | 4 | 19 |
| 49 | 1 | 4 | 4 | 2 | 11 |
| 50 | 4 | 3 | 4 | 3 | 14 |
| 51 | 4 | 2 | 4 | 2 | 12 |
| 52 | 4 | 5 | 4 | 4 | 17 |
| 53 | 4 | 4 | 4 | 5 | 17 |
| 54 | 5 | 1 | 3 | 3 | 12 |
| 55 | 5 | 4 | 4 | 3 | 16 |
| 56 | 5 | 4 | 3 | 4 | 16 |
| 57 | 4 | 4 | 4 | 4 | 16 |
| 58 | 5 | 4 | 3 | 4 | 16 |
| 59 | 4 | 4 | 4 | 5 | 17 |
| 60 | 4 | 4 | 4 | 4 | 16 |
| 61 | 2 | 3 | 5 | 3 | 13 |
| 62 | 5 | 5 | 5 | 5 | 20 |
| 63 | 4 | 4 | 4 | 2 | 14 |
| 64 | 4 | 2 | 4 | 4 | 14 |
| 65 | 5 | 4 | 4 | 4 | 17 |
| 66 | 4 | 3 | 4 | 3 | 14 |
| 67 | 3 | 4 | 4 | 4 | 15 |
| 68 | 2 | 4 | 4 | 2 | 12 |
| 69 | 1 | 2 | 4 | 5 | 12 |
| 70 | 4 | 3 | 5 | 3 | 15 |
| 71 | 4 | 5 | 3 | 4 | 16 |
| 72 | 4 | 4 | 3 | 4 | 15 |
| 73 | 4 | 2 | 3 | 4 | 13 |
| 74 | 1 | 5 | 3 | 2 | 11 |
| 75 | 4 | 5 | 3 | 4 | 16 |
| 76 | 3 | 3 | 3 | 3 | 12 |
| 77 | 3 | 4 | 4 | 4 | 15 |
| 78 | 4 | 4 | 3 | 4 | 15 |
| 79 | 3 | 3 | 3 | 3 | 12 |
| 80 | 3 | 4 | 2 | 3 | 12 |
| 81 | 3 | 3 | 3 | 3 | 12 |
| 82 | 4 | 4 | 4 | 4 | 16 |
| 83 | 3 | 3 | 4 | 3 | 13 |
| 84 | 4 | 3 | 4 | 3 | 14 |
| 85 | 4 | 4 | 5 | 5 | 18 |
| 86 | 3 | 3 | 3 | 3 | 12 |
| 87 | 4 | 5 | 4 | 4 | 17 |
| 88 | 3 | 3 | 3 | 3 | 12 |
| 89 | 3 | 3 | 3 | 3 | 12 |
| 90 | 3 | 4 | 3 | 3 | 13 |
| 91 | 3 | 4 | 4 | 3 | 14 |
| 92 | 3 | 3 | 3 | 3 | 12 |
| 93 | 4 | 4 | 4 | 4 | 16 |
| 94 | 5 | 5 | 5 | 5 | 20 |
| 95 | 3 | 4 | 5 | 5 | 17 |
| 96 | 5 | 5 | 4 | 3 | 17 |
| 97 | 3 | 4 | 5 | 5 | 17 |
| 98 | 4 | 5 | 5 | 4 | 18 |
| 99 | 3 | 4 | 4 | 3 | 14 |
| 100 | 2 | 2 | 4 | 2 | 10 |

Iampiran 3

**Data IntervaI**

Iampiran Jawaban 100 Responden VariabeI Persepsi *DigitaI Marketing* MSI

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Succesive IntervaI** |  |  |  |  |  |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **TotaI X1** |
| 1.000 | 2.008 | 2.251 | 3.678 | 2.156 | 2.427 | 13.520 |
| 3.103 | 2.008 | 3.490 | 4.890 | 1.000 | 3.736 | 18.226 |
| 4.334 | 4.264 | 4.822 | 3.678 | 3.218 | 5.154 | 25.471 |
| 2.048 | 2.008 | 4.822 | 3.678 | 4.264 | 5.154 | 21.974 |
| 4.334 | 4.264 | 3.490 | 4.890 | 2.156 | 3.736 | 22.869 |
| 3.103 | 3.039 | 3.490 | 2.517 | 3.218 | 5.154 | 20.520 |
| 4.334 | 2.008 | 3.490 | 3.678 | 3.218 | 5.154 | 21.881 |
| 4.334 | 4.264 | 4.822 | 4.890 | 1.000 | 5.154 | 24.464 |
| 4.334 | 3.039 | 3.490 | 3.678 | 2.156 | 3.736 | 20.433 |
| 3.103 | 1.000 | 1.000 | 2.517 | 4.264 | 5.154 | 17.038 |
| 3.103 | 3.039 | 3.490 | 3.678 | 2.156 | 5.154 | 20.620 |
| 4.334 | 3.039 | 4.822 | 4.890 | 2.156 | 3.736 | 22.977 |
| 2.048 | 3.039 | 2.251 | 4.890 | 2.156 | 3.736 | 18.119 |
| 3.103 | 4.264 | 3.490 | 3.678 | 2.156 | 3.736 | 20.427 |
| 3.103 | 3.039 | 4.822 | 3.678 | 2.156 | 3.736 | 20.534 |
| 4.334 | 4.264 | 4.822 | 2.517 | 3.218 | 2.427 | 21.582 |
| 4.334 | 3.039 | 3.490 | 3.678 | 4.264 | 3.736 | 22.540 |
| 3.103 | 4.264 | 3.490 | 3.678 | 1.000 | 3.736 | 19.271 |
| 3.103 | 3.039 | 3.490 | 3.678 | 3.218 | 2.427 | 18.955 |
| 4.334 | 3.039 | 3.490 | 4.890 | 3.218 | 2.427 | 21.397 |
| 2.048 | 3.039 | 3.490 | 2.517 | 1.000 | 3.736 | 15.829 |
| 3.103 | 2.008 | 2.251 | 3.678 | 2.156 | 3.736 | 16.932 |
| 3.103 | 2.008 | 4.822 | 2.517 | 1.000 | 3.736 | 17.186 |
| 2.048 | 3.039 | 3.490 | 3.678 | 3.218 | 3.736 | 19.208 |
| 4.334 | 4.264 | 3.490 | 3.678 | 2.156 | 3.736 | 21.658 |
| 3.103 | 4.264 | 3.490 | 3.678 | 2.156 | 3.736 | 20.427 |
| 4.334 | 4.264 | 3.490 | 3.678 | 2.156 | 3.736 | 21.658 |
| 4.334 | 4.264 | 3.490 | 3.678 | 1.000 | 3.736 | 20.502 |
| 3.103 | 3.039 | 4.822 | 4.890 | 2.156 | 3.736 | 21.746 |
| 4.334 | 4.264 | 3.490 | 3.678 | 2.156 | 3.736 | 21.658 |
| 3.103 | 3.039 | 2.251 | 4.890 | 2.156 | 3.736 | 19.174 |
| 3.103 | 4.264 | 4.822 | 3.678 | 2.156 | 5.154 | 23.178 |
| 3.103 | 3.039 | 4.822 | 3.678 | 2.156 | 3.736 | 20.534 |
| 3.103 | 4.264 | 3.490 | 4.890 | 2.156 | 3.736 | 21.638 |
| 3.103 | 3.039 | 3.490 | 4.890 | 2.156 | 5.154 | 21.831 |
| 3.103 | 3.039 | 3.490 | 4.890 | 2.156 | 5.154 | 21.831 |
| 4.334 | 4.264 | 3.490 | 4.890 | 3.218 | 3.736 | 23.931 |
| 3.103 | 4.264 | 3.490 | 4.890 | 3.218 | 3.736 | 22.700 |
| 3.103 | 3.039 | 2.251 | 4.890 | 3.218 | 3.736 | 20.236 |
| 3.103 | 3.039 | 3.490 | 4.890 | 2.156 | 3.736 | 20.413 |
| 3.103 | 3.039 | 2.251 | 2.517 | 2.156 | 3.736 | 16.802 |
| 4.334 | 4.264 | 2.251 | 4.890 | 3.218 | 2.427 | 21.384 |
| 3.103 | 3.039 | 2.251 | 2.517 | 2.156 | 2.427 | 15.493 |
| 4.334 | 3.039 | 3.490 | 4.890 | 2.156 | 3.736 | 21.644 |
| 4.334 | 4.264 | 3.490 | 3.678 | 3.218 | 3.736 | 22.720 |
| 3.103 | 3.039 | 2.251 | 2.517 | 3.218 | 3.736 | 17.864 |
| 4.334 | 3.039 | 3.490 | 4.890 | 4.264 | 3.736 | 23.752 |
| 3.103 | 4.264 | 4.822 | 3.678 | 4.264 | 3.736 | 23.867 |
| 1.000 | 3.039 | 3.490 | 2.517 | 2.156 | 3.736 | 15.937 |
| 3.103 | 2.008 | 3.490 | 2.517 | 3.218 | 3.736 | 18.071 |
| 2.048 | 3.039 | 4.822 | 3.678 | 2.156 | 3.736 | 19.479 |
| 4.334 | 3.039 | 2.251 | 2.517 | 5.186 | 3.736 | 21.063 |
| 1.000 | 3.039 | 3.490 | 4.890 | 1.000 | 1.489 | 14.907 |
| 2.048 | 2.008 | 3.490 | 2.517 | 1.000 | 3.736 | 14.798 |
| 1.000 | 4.264 | 2.251 | 3.678 | 1.000 | 3.736 | 15.929 |
| 2.048 | 3.039 | 3.490 | 3.678 | 1.000 | 3.736 | 16.990 |
| 3.103 | 2.008 | 3.490 | 3.678 | 1.000 | 5.154 | 18.432 |
| 3.103 | 3.039 | 3.490 | 4.890 | 1.000 | 3.736 | 19.257 |
| 3.103 | 3.039 | 3.490 | 3.678 | 2.156 | 3.736 | 19.202 |
| 3.103 | 3.039 | 3.490 | 3.678 | 2.156 | 3.736 | 19.202 |
| 1.000 | 3.039 | 3.490 | 2.517 | 1.000 | 5.154 | 16.199 |
| 3.103 | 1.000 | 3.490 | 4.890 | 1.000 | 3.736 | 17.218 |
| 3.103 | 3.039 | 3.490 | 3.678 | 2.156 | 3.736 | 19.202 |
| 3.103 | 3.039 | 3.490 | 3.678 | 2.156 | 5.154 | 20.620 |
| 2.048 | 3.039 | 3.490 | 3.678 | 3.218 | 3.736 | 19.208 |
| 3.103 | 4.264 | 3.490 | 3.678 | 3.218 | 5.154 | 22.907 |
| 2.048 | 1.000 | 3.490 | 4.890 | 3.218 | 3.736 | 18.381 |
| 4.334 | 3.039 | 3.490 | 4.890 | 2.156 | 3.736 | 21.644 |
| 2.048 | 1.000 | 1.000 | 2.517 | 4.264 | 5.154 | 15.982 |
| 3.103 | 3.039 | 2.251 | 2.517 | 2.156 | 3.736 | 16.802 |
| 2.048 | 1.000 | 2.251 | 3.678 | 3.218 | 3.736 | 15.931 |
| 3.103 | 3.039 | 4.822 | 2.517 | 2.156 | 3.736 | 19.373 |
| 4.334 | 2.008 | 4.822 | 3.678 | 3.218 | 5.154 | 23.214 |
| 4.334 | 3.039 | 1.000 | 3.678 | 3.218 | 1.000 | 16.269 |
| 2.048 | 2.008 | 3.490 | 3.678 | 3.218 | 3.736 | 18.177 |
| 3.103 | 2.008 | 2.251 | 2.517 | 2.156 | 2.427 | 14.462 |
| 3.103 | 2.008 | 4.822 | 3.678 | 1.000 | 3.736 | 18.347 |
| 3.103 | 1.000 | 2.251 | 3.678 | 2.156 | 2.427 | 14.615 |
| 2.048 | 2.008 | 2.251 | 2.517 | 3.218 | 2.427 | 14.468 |
| 2.048 | 2.008 | 2.251 | 1.000 | 3.218 | 2.427 | 12.951 |
| 2.048 | 2.008 | 2.251 | 2.517 | 3.218 | 2.427 | 14.468 |
| 3.103 | 2.008 | 2.251 | 3.678 | 3.218 | 3.736 | 17.994 |
| 2.048 | 2.008 | 2.251 | 2.517 | 3.218 | 2.427 | 14.468 |
| 2.048 | 1.000 | 3.490 | 3.678 | 2.156 | 2.427 | 14.799 |
| 3.103 | 2.008 | 3.490 | 2.517 | 2.156 | 5.154 | 18.427 |
| 2.048 | 2.008 | 2.251 | 2.517 | 3.218 | 2.427 | 14.468 |
| 3.103 | 3.039 | 3.490 | 3.678 | 1.000 | 3.736 | 18.045 |
| 2.048 | 2.008 | 2.251 | 2.517 | 3.218 | 2.427 | 14.468 |
| 2.048 | 2.008 | 2.251 | 2.517 | 3.218 | 2.427 | 14.468 |
| 2.048 | 2.008 | 3.490 | 3.678 | 3.218 | 3.736 | 18.177 |
| 3.103 | 3.039 | 3.490 | 3.678 | 3.218 | 2.427 | 18.955 |
| 2.048 | 2.008 | 2.251 | 2.517 | 3.218 | 2.427 | 14.468 |
| 2.048 | 3.039 | 3.490 | 3.678 | 4.264 | 3.736 | 20.254 |
| 3.103 | 3.039 | 2.251 | 4.890 | 3.218 | 3.736 | 20.236 |
| 3.103 | 3.039 | 3.490 | 4.890 | 2.156 | 3.736 | 20.413 |
| 3.103 | 3.039 | 2.251 | 2.517 | 2.156 | 3.736 | 16.802 |
| 4.334 | 4.264 | 2.251 | 4.890 | 3.218 | 2.427 | 21.384 |
| 3.103 | 3.039 | 2.251 | 2.517 | 2.156 | 2.427 | 15.493 |
| 4.334 | 3.039 | 3.490 | 4.890 | 2.156 | 3.736 | 21.644 |
| 4.334 | 4.264 | 3.490 | 3.678 | 3.218 | 3.736 | 22.720 |

**Iampiran Jawaban 100 Responden VariabeI *Brand Awareness* X2 MSI**

|  |  |  |  |
| --- | --- | --- | --- |
| **Succesive IntervaI** |  |  |  |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **TotaI X2** |
| 3.964 | 2.102 | 3.462 | 2.045 | 11.573 |
| 1.000 | 3.262 | 3.462 | 2.045 | 9.769 |
| 3.089 | 2.102 | 3.462 | 2.952 | 11.605 |
| 3.089 | 2.102 | 3.462 | 3.861 | 12.515 |
| 3.964 | 3.262 | 4.821 | 4.935 | 16.982 |
| 3.089 | 3.262 | 4.821 | 2.952 | 14.124 |
| 3.089 | 3.262 | 2.220 | 2.952 | 11.522 |
| 5.048 | 4.575 | 4.821 | 4.935 | 19.380 |
| 3.089 | 3.262 | 3.462 | 3.861 | 13.674 |
| 3.964 | 4.575 | 3.462 | 2.952 | 14.953 |
| 3.089 | 3.262 | 4.821 | 3.861 | 15.033 |
| 2.168 | 4.575 | 3.462 | 2.952 | 13.157 |
| 3.089 | 2.102 | 3.462 | 2.952 | 11.605 |
| 2.168 | 3.262 | 3.462 | 3.861 | 12.753 |
| 3.089 | 3.262 | 3.462 | 3.861 | 13.674 |
| 3.089 | 3.262 | 3.462 | 2.952 | 12.765 |
| 3.964 | 4.575 | 3.462 | 3.861 | 15.863 |
| 3.089 | 3.262 | 2.220 | 2.952 | 11.522 |
| 3.089 | 2.102 | 2.220 | 2.952 | 10.363 |
| 3.089 | 3.262 | 2.220 | 2.952 | 11.522 |
| 3.089 | 2.102 | 3.462 | 2.952 | 11.605 |
| 3.964 | 4.575 | 3.462 | 2.045 | 14.046 |
| 3.964 | 2.102 | 3.462 | 2.952 | 12.480 |
| 3.089 | 1.000 | 2.220 | 2.952 | 9.261 |
| 2.168 | 3.262 | 3.462 | 4.935 | 13.827 |
| 2.168 | 3.262 | 3.462 | 3.861 | 12.753 |
| 2.168 | 3.262 | 3.462 | 3.861 | 12.753 |
| 2.168 | 3.262 | 3.462 | 3.861 | 12.753 |
| 3.089 | 3.262 | 3.462 | 3.861 | 13.674 |
| 2.168 | 3.262 | 4.821 | 3.861 | 14.112 |
| 2.168 | 3.262 | 3.462 | 4.935 | 13.827 |
| 2.168 | 1.000 | 3.462 | 3.861 | 10.492 |
| 2.168 | 4.575 | 3.462 | 4.935 | 15.141 |
| 2.168 | 4.575 | 4.821 | 4.935 | 16.499 |
| 2.168 | 4.575 | 4.821 | 3.861 | 15.426 |
| 2.168 | 3.262 | 4.821 | 3.861 | 14.112 |
| 3.089 | 3.262 | 3.462 | 4.935 | 14.748 |
| 2.168 | 3.262 | 3.462 | 4.935 | 13.827 |
| 3.089 | 3.262 | 2.220 | 2.952 | 11.522 |
| 2.168 | 3.262 | 3.462 | 3.861 | 12.753 |
| 2.168 | 3.262 | 3.462 | 2.952 | 11.844 |
| 3.089 | 3.262 | 2.220 | 3.861 | 12.432 |
| 3.964 | 2.102 | 2.220 | 2.952 | 11.238 |
| 2.168 | 3.262 | 3.462 | 3.861 | 12.753 |
| 3.089 | 3.262 | 2.220 | 2.952 | 11.522 |
| 5.048 | 4.575 | 3.462 | 2.952 | 16.037 |
| 3.964 | 4.575 | 2.220 | 3.861 | 14.620 |
| 3.964 | 4.575 | 3.462 | 3.861 | 15.863 |
| 3.089 | 3.262 | 3.462 | 3.861 | 13.674 |
| 3.964 | 3.262 | 2.220 | 3.861 | 13.307 |
| 2.168 | 2.102 | 2.220 | 3.861 | 10.352 |
| 1.000 | 3.262 | 4.821 | 3.861 | 12.945 |
| 2.168 | 3.262 | 1.000 | 2.045 | 8.475 |
| 2.168 | 3.262 | 3.462 | 3.861 | 12.753 |
| 3.964 | 2.102 | 2.220 | 2.952 | 11.238 |
| 1.000 | 3.262 | 3.462 | 2.045 | 9.769 |
| 1.000 | 3.262 | 3.462 | 1.000 | 8.724 |
| 2.168 | 4.575 | 3.462 | 2.045 | 12.250 |
| 2.168 | 3.262 | 3.462 | 2.045 | 10.937 |
| 2.168 | 3.262 | 3.462 | 2.045 | 10.937 |
| 3.964 | 3.262 | 2.220 | 3.861 | 13.307 |
| 1.000 | 4.575 | 4.821 | 4.935 | 15.332 |
| 2.168 | 3.262 | 3.462 | 2.045 | 10.937 |
| 2.168 | 2.102 | 2.220 | 2.045 | 8.535 |
| 3.964 | 2.102 | 3.462 | 1.000 | 10.528 |
| 2.168 | 3.262 | 3.462 | 3.861 | 12.753 |
| 2.168 | 2.102 | 3.462 | 3.861 | 11.594 |
| 2.168 | 2.102 | 3.462 | 2.045 | 9.777 |
| 3.089 | 3.262 | 2.220 | 3.861 | 12.432 |
| 2.168 | 2.102 | 3.462 | 2.045 | 9.777 |
| 3.964 | 4.575 | 1.000 | 2.952 | 12.490 |
| 2.168 | 3.262 | 3.462 | 3.861 | 12.753 |
| 2.168 | 3.262 | 2.220 | 4.935 | 12.585 |
| 5.048 | 3.262 | 1.000 | 3.861 | 13.171 |
| 3.964 | 2.102 | 2.220 | 3.861 | 12.147 |
| 3.964 | 2.102 | 2.220 | 2.952 | 11.238 |
| 3.089 | 1.000 | 3.462 | 2.045 | 9.596 |
| 5.048 | 1.000 | 2.220 | 1.000 | 9.268 |
| 3.964 | 1.000 | 3.462 | 2.952 | 11.378 |
| 3.964 | 2.102 | 2.220 | 2.045 | 10.331 |
| 3.089 | 2.102 | 2.220 | 2.952 | 10.363 |
| 3.089 | 2.102 | 1.000 | 2.952 | 9.143 |
| 3.964 | 2.102 | 2.220 | 2.045 | 10.331 |
| 5.048 | 3.262 | 2.220 | 2.952 | 13.482 |
| 2.168 | 3.262 | 2.220 | 2.045 | 9.695 |
| 3.964 | 1.000 | 2.220 | 2.952 | 10.135 |
| 3.964 | 2.102 | 3.462 | 4.935 | 14.463 |
| 3.964 | 3.262 | 3.462 | 2.952 | 13.640 |
| 3.964 | 3.262 | 3.462 | 2.952 | 13.640 |
| 3.089 | 2.102 | 2.220 | 2.952 | 10.363 |
| 3.089 | 2.102 | 2.220 | 2.952 | 10.363 |
| 3.089 | 2.102 | 2.220 | 2.952 | 10.363 |
| 3.089 | 3.262 | 3.462 | 3.861 | 13.674 |
| 3.964 | 2.102 | 3.462 | 2.045 | 11.573 |
| 1.000 | 3.262 | 3.462 | 2.045 | 9.769 |
| 3.089 | 2.102 | 3.462 | 2.952 | 11.605 |
| 3.089 | 2.102 | 3.462 | 3.861 | 12.515 |
| 3.964 | 3.262 | 4.821 | 4.935 | 16.982 |
| 3.089 | 3.262 | 4.821 | 2.952 | 14.124 |
| 3.089 | 3.262 | 2.220 | 2.952 | 11.522 |

Iampiran Jawaban 100 Responden VariabeI SaIuran Pendistribusian Produk X3 MSI

|  |  |  |  |
| --- | --- | --- | --- |
| **Succesive IntervaI** |  |  |  |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **TotaI X3** |
| 4.726 | 3.611 | 1.000 | 3.079 | 12.416 |
| 3.485 | 4.913 | 3.421 | 3.079 | 14.897 |
| 4.726 | 4.913 | 4.741 | 4.291 | 18.670 |
| 3.485 | 3.611 | 2.206 | 3.079 | 12.380 |
| 2.408 | 3.611 | 3.421 | 3.079 | 12.519 |
| 3.485 | 3.611 | 2.206 | 3.079 | 12.380 |
| 4.726 | 3.611 | 3.421 | 3.079 | 14.836 |
| 4.726 | 4.913 | 4.741 | 4.291 | 18.670 |
| 2.408 | 3.611 | 4.741 | 4.291 | 15.051 |
| 4.726 | 4.913 | 3.421 | 2.042 | 15.101 |
| 2.408 | 3.611 | 4.741 | 4.291 | 15.051 |
| 3.485 | 4.913 | 4.741 | 3.079 | 16.218 |
| 2.408 | 3.611 | 3.421 | 2.042 | 11.482 |
| 1.612 | 1.872 | 3.421 | 1.000 | 7.905 |
| 3.485 | 3.611 | 3.421 | 3.079 | 13.595 |
| 4.726 | 4.913 | 4.741 | 4.291 | 18.670 |
| 3.485 | 3.611 | 4.741 | 4.291 | 16.127 |
| 3.485 | 4.913 | 4.741 | 3.079 | 16.218 |
| 2.408 | 3.611 | 3.421 | 3.079 | 12.519 |
| 2.408 | 3.611 | 3.421 | 4.291 | 13.731 |
| 2.408 | 3.611 | 3.421 | 2.042 | 11.482 |
| 3.485 | 3.611 | 2.206 | 3.079 | 12.380 |
| 3.485 | 2.586 | 3.421 | 3.079 | 12.571 |
| 2.408 | 3.611 | 2.206 | 2.042 | 10.266 |
| 3.485 | 3.611 | 3.421 | 3.079 | 13.595 |
| 3.485 | 3.611 | 4.741 | 3.079 | 14.916 |
| 3.485 | 3.611 | 4.741 | 4.291 | 16.127 |
| 2.408 | 3.611 | 3.421 | 3.079 | 12.519 |
| 3.485 | 3.611 | 3.421 | 3.079 | 13.595 |
| 2.408 | 3.611 | 3.421 | 3.079 | 12.519 |
| 3.485 | 4.913 | 3.421 | 3.079 | 14.897 |
| 4.726 | 3.611 | 3.421 | 4.291 | 16.048 |
| 3.485 | 4.913 | 4.741 | 4.291 | 17.429 |
| 3.485 | 3.611 | 3.421 | 3.079 | 13.595 |
| 3.485 | 4.913 | 3.421 | 3.079 | 14.897 |
| 3.485 | 4.913 | 3.421 | 3.079 | 14.897 |
| 3.485 | 4.913 | 3.421 | 4.291 | 16.109 |
| 3.485 | 4.913 | 3.421 | 4.291 | 16.109 |
| 4.726 | 4.913 | 3.421 | 3.079 | 16.138 |
| 3.485 | 3.611 | 4.741 | 4.291 | 16.127 |
| 3.485 | 3.611 | 3.421 | 2.042 | 12.558 |
| 3.485 | 3.611 | 3.421 | 3.079 | 13.595 |
| 2.408 | 3.611 | 3.421 | 2.042 | 11.482 |
| 3.485 | 3.611 | 4.741 | 3.079 | 14.916 |
| 3.485 | 4.913 | 3.421 | 3.079 | 14.897 |
| 3.485 | 2.586 | 4.741 | 3.079 | 13.891 |
| 4.726 | 4.913 | 3.421 | 3.079 | 16.138 |
| 4.726 | 4.913 | 4.741 | 3.079 | 17.459 |
| 1.000 | 3.611 | 3.421 | 1.000 | 9.032 |
| 3.485 | 2.586 | 3.421 | 2.042 | 11.534 |
| 3.485 | 1.872 | 3.421 | 1.000 | 9.777 |
| 3.485 | 4.913 | 3.421 | 3.079 | 14.897 |
| 3.485 | 3.611 | 3.421 | 4.291 | 14.807 |
| 4.726 | 1.000 | 2.206 | 2.042 | 9.973 |
| 4.726 | 3.611 | 3.421 | 2.042 | 13.799 |
| 4.726 | 3.611 | 2.206 | 3.079 | 13.621 |
| 3.485 | 3.611 | 3.421 | 3.079 | 13.595 |
| 4.726 | 3.611 | 2.206 | 3.079 | 13.621 |
| 3.485 | 3.611 | 3.421 | 4.291 | 14.807 |
| 3.485 | 3.611 | 3.421 | 3.079 | 13.595 |
| 1.612 | 2.586 | 4.741 | 2.042 | 10.982 |
| 4.726 | 4.913 | 4.741 | 4.291 | 18.670 |
| 3.485 | 3.611 | 3.421 | 1.000 | 11.517 |
| 3.485 | 1.872 | 3.421 | 3.079 | 11.856 |
| 4.726 | 3.611 | 3.421 | 3.079 | 14.836 |
| 3.485 | 2.586 | 3.421 | 2.042 | 11.534 |
| 2.408 | 3.611 | 3.421 | 3.079 | 12.519 |
| 1.612 | 3.611 | 3.421 | 1.000 | 9.644 |
| 1.000 | 1.872 | 3.421 | 4.291 | 10.583 |
| 3.485 | 2.586 | 4.741 | 2.042 | 12.854 |
| 3.485 | 4.913 | 2.206 | 3.079 | 13.682 |
| 3.485 | 3.611 | 2.206 | 3.079 | 12.380 |
| 3.485 | 1.872 | 2.206 | 3.079 | 10.641 |
| 1.000 | 4.913 | 2.206 | 1.000 | 9.118 |
| 3.485 | 4.913 | 2.206 | 3.079 | 13.682 |
| 2.408 | 2.586 | 2.206 | 2.042 | 9.242 |
| 2.408 | 3.611 | 3.421 | 3.079 | 12.519 |
| 3.485 | 3.611 | 2.206 | 3.079 | 12.380 |
| 2.408 | 2.586 | 2.206 | 2.042 | 9.242 |
| 2.408 | 3.611 | 1.000 | 2.042 | 9.061 |
| 2.408 | 2.586 | 2.206 | 2.042 | 9.242 |
| 3.485 | 3.611 | 3.421 | 3.079 | 13.595 |
| 2.408 | 2.586 | 3.421 | 2.042 | 10.457 |
| 3.485 | 2.586 | 3.421 | 2.042 | 11.534 |
| 3.485 | 3.611 | 4.741 | 4.291 | 16.127 |
| 2.408 | 2.586 | 2.206 | 2.042 | 9.242 |
| 3.485 | 4.913 | 3.421 | 3.079 | 14.897 |
| 2.408 | 2.586 | 2.206 | 2.042 | 9.242 |
| 2.408 | 2.586 | 2.206 | 2.042 | 9.242 |
| 2.408 | 3.611 | 2.206 | 2.042 | 10.266 |
| 2.408 | 3.611 | 3.421 | 2.042 | 11.482 |
| 2.408 | 2.586 | 2.206 | 2.042 | 9.242 |
| 3.485 | 3.611 | 3.421 | 3.079 | 13.595 |
| 4.726 | 4.913 | 4.741 | 4.291 | 18.670 |
| 2.408 | 3.611 | 4.741 | 4.291 | 15.051 |
| 4.726 | 4.913 | 3.421 | 2.042 | 15.101 |
| 2.408 | 3.611 | 4.741 | 4.291 | 15.051 |
| 3.485 | 4.913 | 4.741 | 3.079 | 16.218 |
| 2.408 | 3.611 | 3.421 | 2.042 | 11.482 |
| 1.612 | 1.872 | 3.421 | 1.000 | 7.905 |

Iampiran Jawaban 100 Responden VariabeI Keputusan PembeIian Y MSI

|  |  |  |  |
| --- | --- | --- | --- |
| **Succesive IntervaI** |  |  |  |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** | **TotaI Y** |
| 2.622 | 3.870 | 3.638 | 3.370 | 13.501 |
| 1.000 | 3.870 | 3.638 | 4.414 | 12.922 |
| 4.961 | 5.154 | 4.890 | 4.414 | 19.418 |
| 2.622 | 3.870 | 3.638 | 4.414 | 14.544 |
| 4.961 | 3.870 | 4.890 | 4.414 | 18.134 |
| 3.719 | 3.870 | 3.638 | 2.516 | 13.744 |
| 4.961 | 2.748 | 2.452 | 2.516 | 12.677 |
| 4.961 | 5.154 | 4.890 | 4.414 | 19.418 |
| 4.961 | 5.154 | 2.452 | 3.370 | 15.937 |
| 3.719 | 3.870 | 2.452 | 3.370 | 13.412 |
| 3.719 | 3.870 | 4.890 | 4.414 | 16.893 |
| 4.961 | 3.870 | 4.890 | 3.370 | 17.091 |
| 3.719 | 2.748 | 4.890 | 4.414 | 15.770 |
| 3.719 | 5.154 | 4.890 | 3.370 | 17.133 |
| 3.719 | 5.154 | 4.890 | 3.370 | 17.133 |
| 2.622 | 5.154 | 2.452 | 4.414 | 14.641 |
| 4.961 | 3.870 | 3.638 | 3.370 | 15.840 |
| 4.961 | 3.870 | 2.452 | 2.516 | 13.799 |
| 4.961 | 2.748 | 2.452 | 2.516 | 12.677 |
| 4.961 | 3.870 | 2.452 | 3.370 | 14.653 |
| 3.719 | 2.748 | 3.638 | 4.414 | 14.519 |
| 3.719 | 5.154 | 4.890 | 3.370 | 17.133 |
| 3.719 | 2.748 | 4.890 | 4.414 | 15.770 |
| 2.622 | 3.870 | 3.638 | 1.768 | 11.898 |
| 3.719 | 3.870 | 4.890 | 2.516 | 14.995 |
| 3.719 | 5.154 | 4.890 | 2.516 | 16.279 |
| 3.719 | 3.870 | 4.890 | 2.516 | 14.995 |
| 3.719 | 3.870 | 3.638 | 2.516 | 13.744 |
| 4.961 | 3.870 | 4.890 | 2.516 | 16.237 |
| 3.719 | 3.870 | 3.638 | 2.516 | 13.744 |
| 3.719 | 5.154 | 3.638 | 4.414 | 16.925 |
| 3.719 | 5.154 | 4.890 | 3.370 | 17.133 |
| 3.719 | 3.870 | 4.890 | 3.370 | 15.849 |
| 3.719 | 3.870 | 4.890 | 3.370 | 15.849 |
| 3.719 | 5.154 | 3.638 | 3.370 | 15.881 |
| 2.622 | 3.870 | 3.638 | 3.370 | 13.501 |
| 4.961 | 5.154 | 3.638 | 3.370 | 17.123 |
| 3.719 | 3.870 | 4.890 | 2.516 | 14.995 |
| 4.961 | 3.870 | 4.890 | 2.516 | 16.237 |
| 4.961 | 3.870 | 3.638 | 3.370 | 15.840 |
| 3.719 | 2.748 | 3.638 | 3.370 | 13.476 |
| 2.622 | 3.870 | 2.452 | 4.414 | 13.358 |
| 2.622 | 2.748 | 3.638 | 4.414 | 13.422 |
| 3.719 | 3.870 | 4.890 | 2.516 | 14.995 |
| 4.961 | 3.870 | 3.638 | 3.370 | 15.840 |
| 3.719 | 5.154 | 4.890 | 3.370 | 17.133 |
| 4.961 | 3.870 | 4.890 | 2.516 | 16.237 |
| 4.961 | 3.870 | 4.890 | 3.370 | 17.091 |
| 3.719 | 2.748 | 3.638 | 2.516 | 12.622 |
| 3.719 | 2.748 | 3.638 | 3.370 | 13.476 |
| 2.622 | 3.870 | 2.452 | 3.370 | 12.315 |
| 3.719 | 2.748 | 3.638 | 1.000 | 11.105 |
| 3.719 | 3.870 | 3.638 | 1.768 | 12.995 |
| 3.719 | 3.870 | 3.638 | 1.768 | 12.995 |
| 3.719 | 2.748 | 3.638 | 1.000 | 11.105 |
| 4.961 | 1.000 | 3.638 | 1.000 | 10.599 |
| 3.719 | 1.816 | 3.638 | 1.000 | 10.173 |
| 3.719 | 3.870 | 3.638 | 4.414 | 15.641 |
| 1.681 | 5.154 | 3.638 | 4.414 | 14.887 |
| 3.719 | 3.870 | 3.638 | 1.768 | 12.995 |
| 3.719 | 5.154 | 3.638 | 1.768 | 14.279 |
| 3.719 | 3.870 | 4.890 | 1.000 | 13.479 |
| 3.719 | 1.816 | 3.638 | 1.000 | 10.173 |
| 3.719 | 3.870 | 3.638 | 1.768 | 12.995 |
| 3.719 | 3.870 | 3.638 | 3.370 | 14.598 |
| 3.719 | 3.870 | 4.890 | 2.516 | 14.995 |
| 1.681 | 3.870 | 3.638 | 3.370 | 12.560 |
| 3.719 | 3.870 | 2.452 | 1.768 | 11.809 |
| 4.961 | 3.870 | 3.638 | 4.414 | 16.883 |
| 4.961 | 3.870 | 2.452 | 3.370 | 14.653 |
| 1.681 | 2.748 | 3.638 | 3.370 | 11.438 |
| 3.719 | 3.870 | 2.452 | 1.768 | 11.809 |
| 2.622 | 1.816 | 3.638 | 3.370 | 11.446 |
| 3.719 | 2.748 | 3.638 | 1.768 | 11.873 |
| 3.719 | 3.870 | 3.638 | 1.768 | 12.995 |
| 3.719 | 2.748 | 3.638 | 2.516 | 12.622 |
| 2.622 | 3.870 | 4.890 | 2.516 | 13.898 |
| 3.719 | 2.748 | 1.000 | 1.768 | 9.235 |
| 2.622 | 2.748 | 2.452 | 2.516 | 10.338 |
| 2.622 | 3.870 | 3.638 | 2.516 | 12.647 |
| 2.622 | 2.748 | 2.452 | 2.516 | 10.338 |
| 2.622 | 3.870 | 3.638 | 3.370 | 13.501 |
| 2.622 | 1.816 | 3.638 | 3.370 | 11.446 |
| 2.622 | 3.870 | 2.452 | 3.370 | 12.315 |
| 2.622 | 2.748 | 2.452 | 2.516 | 10.338 |
| 2.622 | 2.748 | 3.638 | 2.516 | 11.524 |
| 3.719 | 1.816 | 3.638 | 4.414 | 13.587 |
| 2.622 | 2.748 | 2.452 | 2.516 | 10.338 |
| 2.622 | 2.748 | 2.452 | 2.516 | 10.338 |
| 2.622 | 2.748 | 3.638 | 2.516 | 11.524 |
| 2.622 | 3.870 | 2.452 | 2.516 | 11.460 |
| 3.719 | 2.748 | 2.452 | 2.516 | 11.435 |
| 2.622 | 2.748 | 3.638 | 2.516 | 11.524 |
| 3.719 | 5.154 | 4.890 | 3.370 | 17.133 |
| 2.622 | 5.154 | 2.452 | 4.414 | 14.641 |
| 4.961 | 3.870 | 3.638 | 3.370 | 15.840 |
| 4.961 | 3.870 | 2.452 | 2.516 | 13.799 |
| 4.961 | 2.748 | 2.452 | 2.516 | 12.677 |
| 4.961 | 3.870 | 2.452 | 3.370 | 14.653 |
| 3.719 | 2.748 | 3.638 | 4.414 | 14.519 |

**Iampiran 4**

**HasiI Uji VaIiditas**

***Persepsi DigitaI Marketing***

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **r hitung** | **r tabeI** | **Keterangan** |
| 1 | 0,719 | 0,3494 | VaIid |
| 2 | 0,721 | 0,3494 | VaIid |
| 3 | 0,555 | 0,3494 | VaIid |
| 4 | 0,659 | 0,3494 | VaIid |
| 5 | 0,732 | 0,3494 | VaIid |
| 6 | 0,522 | 0,3494 | VaIid |

Sumber : data dioIah (2022)

***Brand Awareness***

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **r hitung** | **r tabeI** | **Keterangan** |
| 1 | 0,370 | 0,3494 | VaIid |
| 2 | 0,519 | 0,3494 | VaIid |
| 3 | 0,384 | 0,3494 | VaIid |
| 4 | 0,759 | 0,3494 | VaIid |

Sumber : data dioIah (2022)

**SaIuran Pendistribusian Produk**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **r hitung** | **r tabeI** | **Keterangan** |
| 1 | 0,711 | 0,3494 | VaIid |
| 2 | 0,629 | 0,3494 | VaIid |
| 3 | 0,755 | 0,3494 | VaIid |
| 4 | 0,816 | 0,3494 | VaIid |

Sumber : data dioIah (2022)

**Keputusam PembeIian**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **r hitung** | **r tabeI** | **Keterangan** |
| 1 | 0,497 | 0,3494 | VaIid |
| 2 | 0,636 | 0,3494 | VaIid |
| 3 | 0,436 | 0,3494 | VaIid |
| 4 | 0,574 | 0,3494 | VaIid |

Sumber: data dioIah (2022)

**Iampiran 5**

**HasiI Uji ReaIibiIitas**

**HasiI Uji ReIiabiIitas Persepsi *DigitaI Marketing* (X1)**

|  |
| --- |
| **Case Processing Summary** |
|  | N | % |
| Cases | VaIid | 30 | 100.0 |
| ExcIudeda | 0 | .0 |
| TotaI | 30 | 100.0 |
| a. Iistwise deIetion based on aII variabIes in the procedure. |

|  |
| --- |
| **ReIiabiIity Statistics** |
| Cronbach's AIpha | N of Items |
| .828 | 6 |

Sumber : Output Spss 25

**HasiI ReIiabiIitas *Brand Awareness* (X2)**

|  |
| --- |
| **Case Processing Summary** |
|  | N | % |
| Cases | VaIid | 30 | 100.0 |
| ExcIudeda | 0 | .0 |
| TotaI | 30 | 100.0 |
| a. Iistwise deIetion based on aII variabIes in the procedure. |

|  |
| --- |
| **ReIiabiIity Statistics** |
| Cronbach's AIpha | N of Items |
| .711 | 4 |

Sumber : hasiI Spss 25

**HasiI Uji ReIiabiIitas SaIuran Pendistribusian Produk (X3)**

|  |
| --- |
| **Case Processing Summary** |
|  | N | % |
| Cases | VaIid | 30 | 100.0 |
| ExcIudeda | 0 | .0 |
| TotaI | 30 | 100.0 |
| a. Iistwise deIetion based on aII variabIes in the procedure. |

|  |
| --- |
| **ReIiabiIity Statistics** |
| Cronbach's AIpha | N of Items |
| .701 | 4 |

Sumber: HasiI Spss 25

**HasiI Uji ReIiabiIitas Keputusan PembeIian Y**

|  |
| --- |
| **Case Processing Summary** |
|  | N | % |
| Cases | VaIid | 30 | 100.0 |
| ExcIudeda | 0 | .0 |
| TotaI | 30 | 100.0 |
| a. Iistwise deIetion based on aII variabIes in the procedure. |

|  |
| --- |
| **ReIiabiIity Statistics** |
| Cronbach's AIpha | N of Items |
| .717 | 4 |

Sumber : HasiI Spss 25

**Iampiran 6**

**HasiI AnaIisis Koefisien Determinasi**



**Iampiran 7**

**HasiI AnaIisis Uji F (SimuItan)**

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**Iampiran 8**

**HasiI AnaIisis Uji t (ParsiaI)**

****

**Iampiran 9**

**HasiI Uji NormaIitas**

|  |
| --- |
| **One-SampIe KoImogorov-Smirnov Test** |
|  | Unstandardized ResiduaI |
| N | 100 |
| NormaI Parametersa,b | Mean | .0000000 |
| Std. Deviation | 1.58927270 |
| Most Extreme Differences | AbsoIute | .056 |
| Positive | .056 |
| Negative | -.034 |
| Test Statistic | .056 |
| Asymp. Sig. (2-taiIed) | .200c,d |
| a. Test distribution is NormaI. |
| b. CaIcuIated from data. |
| c. IiIIiefors Significance Correction. |
| d. This is a Iower bound of the true significance. |

**Iampiran 10**

**HasiI MuItikoIinieritas**

****

**Iampiran 11**

**HASII UJI HETEROKEDASTISITAS**

****