





...

Nama :  Jawaban singkat ▾

Teks jawaban singkat
.....

  Wajib diisi 

Nama akun Instagram : *
Teks jawaban singkat
.....

Mengikuti akun Instagram Kastem Space Coffee Semarang @kastemspace_ *
 Ya
 Tidak

Pernah melihat iklan Kastem Space Coffee Semarang di akun Instagram @kastemspace_ *
 Ya
 Tidak

Pernah melakukan pembelian produk Kastem Space Coffee Semarang *
 Ya
 Tidak

Gambar yang ditampilkan pada iklan Kastem Space Coffee Semarang di akun Instagram @kastemspace_ menarik. *

Sangat Tidak Setuju 1 2 3 4 Sangat Setuju

Kombinasi warna yang ditampilkan dalam iklan Kastem Space Coffee Semarang di akun Instagram @kastemspace_ mencolok dan serasi. *

Sangat Tidak Setuju 1 2 3 4 Sangat Setuju

Pesan dalam iklan Kastem Space Coffee Semarang di akun Instagram @kastemspace_ mudah dimengerti dan mengandung jaminan atau janji. *

Sangat Tidak Setuju 1 2 3 4 Sangat Setuju

Iklan Kastem Space Coffee Semarang di akun Instagram @kastemspace_ mengandung pesan yang menunjukkan kualitas produk. *

Sangat Tidak Setuju 1 2 3 4 Sangat Setuju

Iklan Kastem Space Coffee Semarang di akun Instagram @kastemspace_ menggunakan figure (talent) yang menarik. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Pesan dan gambar pada iklan Kastem Space Coffee Semarang di akun Instagram @kastemspace_ menimbulkan keinginan untuk mencoba produk yang diiklankan. *

1 2 3 4

Sangat Tidak Setuju Tidak Setuju

Pesan dan gambar pada iklan Kastem Space Coffee Semarang di akun Instagram @kastemspace_ menimbulkan tindakan untuk membeli produk yang diiklankan. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Iklan yang disajikan Kastem Space Coffee Semarang di akun Instagram @kastemspace_ menimbulkan perhatian. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Adanya ketertarikan terhadap produk setelah melihat iklan Kastem Space Coffee Semarang di *
akun Instagram @kastemspace_.

	1	2	3	4	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Adanya keinginan membeli produk setelah melihat iklan Kastem Space Coffee Semarang di *
akun Instagram @kastemspace_.

	1	2	3	4	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Adanya rasa yakin terhadap produk setelah melihat iklan Kastem Space Coffee Semarang di *
akun Instagram @kastemspace_ sehingga melakukan keputusan pembelian.

	1	2	3	4	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju



LAMPIRAN 2

Data Tabulasi Responden

No	Akun Instagram	Iklan Media Sosial Instagram (X)							Total X	Keputusan Pembelian (Y)				Total Y
Responden	Responden	X.1	X.2	X.3	X.4	X.5	X.6	X.7		Y.1	Y.2	Y.3	Y.4	
1	R	3	3	3	3	2	2	2	18	2	2	3	3	10
2	Nia	4	4	2	3	3	3	3	22	3	2	3	3	11
3	Riza	3	3	3	3	3	3	3	21	3	3	3	3	12
4	Bayu	4	4	4	4	4	4	4	28	4	4	4	4	16
5	Putri	3	3	4	3	3	3	3	22	3	3	3	3	12
6	Cynthia	3	3	3	4	4	3	3	23	3	3	3	3	12
7	B	3	3	4	3	3	3	3	22	3	3	3	3	12
8	F	3	3	4	3	3	3	4	23	3	4	4	4	15
9	Ode	3	3	3	2	3	3	3	20	3	3	3	3	12
10	Rizka	4	3	4	3	3	3	4	24	3	3	4	4	14
11	Shinta	4	3	3	4	4	4	3	25	3	3	3	4	13
12	Osa	4	3	3	3	3	4	4	24	4	4	4	4	16
13	Cantika	3	3	3	4	2	3	3	21	3	3	3	3	12
14	Diky	4	3	4	3	3	3	3	23	4	4	4	4	16
15	Febri	4	4	4	4	3	3	3	25	4	3	3	3	13
16	Nity	3	2	4	3	2	3	3	20	4	3	3	4	14
17	Dias	4	3	4	3	3	3	4	24	3	3	4	4	14
18	Monica	4	3	4	3	4	4	4	26	4	4	4	4	16
19	Laras	4	4	4	4	4	3	4	27	4	4	4	4	16
20	Steven	4	4	4	4	4	4	4	28	4	4	4	4	16
21	Fajar	3	3	4	3	3	2	3	21	3	4	3	3	13
22	Arga	3	3	3	3	2	3	3	20	3	3	3	3	12
23	Donny	2	2	3	3	3	3	3	19	3	3	3	3	12
24	Dinda	4	3	3	3	3	3	4	23	4	3	3	4	14
25	Nizar	3	3	3	3	2	3	3	20	2	3	3	3	11
26	Suci	3	3	3	3	3	3	4	22	2	3	3	3	11
27	Ica	4	2	4	2	3	4	4	23	4	4	4	4	16
28	Rini	3	3	4	3	3	2	3	21	3	3	3	3	12
29	Shaka	4	3	3	3	3	3	3	22	4	4	4	4	16
30	Jauhari	3	3	3	2	2	3	2	18	3	3	3	3	12
31	Rully	4	4	4	4	4	4	4	28	4	4	4	4	16
32	Obeth	3	2	3	3	3	3	3	20	3	3	3	3	12
33	Ria	4	4	4	4	3	4	4	27	4	3	4	4	15
34	Arya	3	3	3	3	2	3	3	20	3	3	3	3	12
35	N	3	3	3	2	2	2	3	18	3	3	3	3	12

36	Gisel	4	4	4	4	3	3	2	24	3	4	4	4	15
37	Firdaus	3	3	4	4	3	3	3	23	3	3	3	3	12
38	Ibrahim	3	3	4	3	3	3	3	22	4	4	4	4	16
39	Febrian	4	3	4	4	3	3	3	24	3	3	3	3	12
40	Kiki	3	2	3	3	2	2	2	17	3	2	2	2	9
41	Rania	4	3	4	4	4	3	4	26	4	4	4	4	16
42	Rafi	3	3	3	3	3	3	3	21	4	3	4	4	15
43	Malik	4	3	3	4	3	3	4	24	4	3	4	3	14
44	Nisa	3	3	3	3	2	2	3	19	2	3	3	3	11
45	Baim	3	3	4	4	4	3	4	25	3	4	4	4	15
46	Adi	3	2	2	3	3	3	3	19	3	3	3	3	12
47	Abi	3	3	3	3	4	4	2	22	4	4	3	4	15
48	Gita	3	2	4	2	3	3	3	20	3	3	3	3	12
49	Margareta	3	3	4	2	1	4	3	20	3	3	4	3	13
50	Elisabeth	4	3	4	4	3	3	4	25	3	4	3	3	13
51	Iko	4	3	4	4	3	3	4	25	3	3	4	4	14
52	Anggi	4	3	3	3	3	4	3	23	3	4	4	4	15
53	Wardhana	4	4	4	3	3	3	3	24	3	4	3	4	14
54	Fathur	3	3	4	3	3	3	3	22	3	4	3	4	14
55	Nova	3	3	3	2	2	2	3	18	2	3	3	3	11
56	Rahendy	3	3	4	3	2	3	3	21	3	3	3	3	12
57	Y	4	3	4	3	3	3	4	24	3	4	4	4	15
58	Kartika	4	4	4	3	3	4	3	25	3	3	3	3	12
59	Monica	3	3	4	3	3	2	2	20	3	3	3	3	12
60	Tessa	4	3	4	3	3	2	3	22	4	3	3	4	14
61	Tunjung	3	4	3	4	4	4	3	25	4	4	4	3	15
62	M	4	3	4	4	3	3	4	25	4	3	3	3	13
63	Danial	4	3	3	4	3	3	3	23	3	3	3	3	12
64	S	3	3	4	3	3	3	3	22	4	3	3	3	13
65	Rudy	3	3	4	3	3	3	3	22	3	3	3	3	12
66	Felix	3	3	4	4	3	3	4	24	3	4	4	4	15
67	Icha	3	3	3	3	2	3	4	21	3	4	3	3	13
68	Nasya	3	4	3	3	3	3	4	23	3	4	4	4	15
69	Angel	3	3	3	3	3	3	3	21	3	3	3	3	12
70	Tio	3	3	4	3	3	3	4	23	3	3	4	4	14

71	Oza	4	3	4	4	4	4	4	27	4	4	4	4	16
72	Yudhi	3	2	3	4	3	4	4	23	4	4	4	4	16
73	Adhi	3	4	3	4	3	4	3	24	4	3	4	3	14
74	Reza	4	3	4	3	2	3	3	22	3	4	4	4	15
75	April	4	3	4	3	3	3	3	23	3	3	3	3	12
76	Abryel	4	3	3	3	3	3	4	23	4	4	4	4	16
77	Riena	4	4	4	4	3	3	4	26	4	3	3	3	13
78	Ilham	2	2	3	2	2	3	3	17	2	2	2	2	8
79	Nadia	3	3	4	3	3	3	3	22	4	4	4	4	16
80	Diah	3	3	4	3	3	3	4	23	3	4	4	4	15
81	Rico	4	3	3	3	4	3	4	24	4	4	4	4	16
82	P	4	3	4	4	3	3	2	23	3	4	4	4	15
83	Patria	3	3	3	4	4	3	2	22	3	3	4	4	14
84	Andri	3	3	3	4	4	3	3	23	4	3	3	3	13
85	Regi	4	3	4	3	4	4	3	25	3	4	4	4	15
86	Wawan	2	2	3	2	3	3	3	18	2	3	3	3	11
87	Akbar	4	3	3	3	3	3	3	22	3	4	3	3	13
88	Rendra	4	4	4	4	4	3	4	27	3	3	3	3	12
89	Aziz	4	3	4	4	3	3	3	24	3	4	4	4	15
90	Agustino	3	4	3	4	3	3	3	23	3	3	3	3	12
91	Irma	4	3	3	4	3	4	3	24	3	4	4	4	15
92	Vivi	3	3	4	3	4	3	3	23	4	4	4	4	16
93	Dania	4	4	4	4	4	3	3	26	3	4	4	4	15
94	Tabita	3	3	4	4	3	4	3	24	4	3	4	4	15
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98	Dhea	3	3	4	3	4	3	3	23	3	3	3	3	12
99	Reza	4	4	4	4	3	4	4	27	4	4	4	4	16
100	Dea	3	3	3	4	4	3	4	24	4	4	4	4	16

LAMPIRAN 3

Hasil Uji Validitas Data dan Uji Reliabilitas Data Iklan Melalui Media Sosial

Instagram

		Correlations							
		x_1	x_2	x_3	x_4	x_5	x_6	x_7	Skor_total
x_1	Pearson Correlation	1	.446**	.337**	.426**	.339**	.304**	.364**	.721**
	Sig. (2-tailed)		.000	.001	.000	.001	.002	.000	.000
	N	100	100	100	100	100	100	100	100
x_2	Pearson Correlation	.446**	1	.183	.465**	.310**	.244*	.151	.620**
	Sig. (2-tailed)	.000		.068	.000	.002	.014	.133	.000
	N	100	100	100	100	100	100	100	100
x_3	Pearson Correlation	.337**	.183	1	.206*	.193	.063	.261**	.500**
	Sig. (2-tailed)	.001	.068		.040	.054	.532	.009	.000
	N	100	100	100	100	100	100	100	100
x_4	Pearson Correlation	.426**	.465**	.206*	1	.513**	.290**	.251*	.725**
	Sig. (2-tailed)	.000	.000	.040		.000	.003	.012	.000
	N	100	100	100	100	100	100	100	100
x_5	Pearson Correlation	.339**	.310**	.193	.513**	1	.362**	.284**	.697**
	Sig. (2-tailed)	.001	.002	.054	.000		.000	.004	.000
	N	100	100	100	100	100	100	100	100
x_6	Pearson Correlation	.304**	.244*	.063	.290**	.362**	1	.283**	.565**
	Sig. (2-tailed)	.002	.014	.532	.003	.000		.004	.000
	N	100	100	100	100	100	100	100	100
x_7	Pearson Correlation	.364**	.151	.261**	.251*	.284**	.283**	1	.592**
	Sig. (2-tailed)	.000	.133	.009	.012	.004	.004		.000
	N	100	100	100	100	100	100	100	100
Skor_total	Pearson Correlation	.721**	.620**	.500**	.725**	.697**	.565**	.592**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.751	7

LAMPIRAN 4

Hasil Uji Validitas Data dan Uji Reliabilitas Data Keputusan Pembelian

Konsumen

Correlations

		y_1	y_2	y_3	y_4	Skor_total
y_1	Pearson Correlation	1	.407**	.469**	.472**	.716**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y_2	Pearson Correlation	.407**	1	.675**	.700**	.835**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y_3	Pearson Correlation	.469**	.675**	1	.810**	.883**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
y_4	Pearson Correlation	.472**	.700**	.810**	1	.892**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Skor_total	Pearson Correlation	.716**	.835**	.883**	.892**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Reliability Statistics

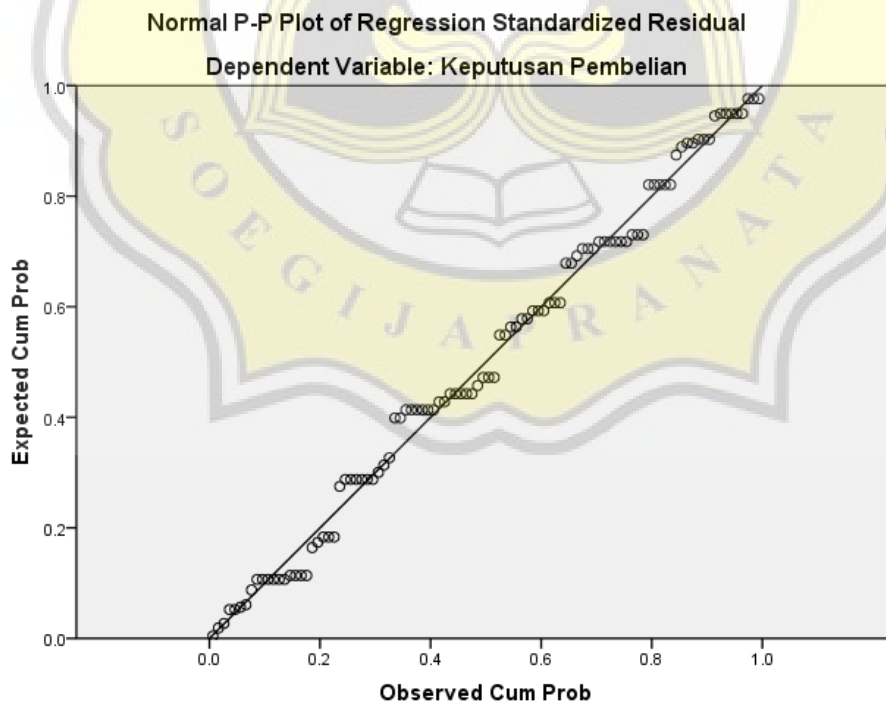
Cronbach's Alpha	N of Items
.848	4

LAMPIRAN 5

Hasil Uji Normalitas Data

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.38089797
Most Extreme Differences	Absolute	.068
	Positive	.067
	Negative	-.068
Kolmogorov-Smirnov Z		.683
Asymp. Sig. (2-tailed)		.739

a. Test distribution is Normal.
b. Calculated from data.



LAMPIRAN 6

Hasil Uji Korelasi

Correlations			
		Iklan Media Sosial Instagram	Keputusan Pembelian
Iklan Media Sosial Instagram	Pearson Correlation	1	.665**
	Sig. (2-tailed)		.000
	N	100	100
Keputusan Pembelian	Pearson Correlation	.665**	1
	Sig. (2-tailed)	.000	
	N	100	100

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



LAMPIRAN 7

Hasil Uji Regresi Linier Sederhana

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.822	1.227		2.300	.024
Iklan Media Sosial Instagram	.474	.054	.665	8.816	.000

a. Dependent Variable: Keputusan Pembelian



LAMPIRAN 8

Hasil Uji T dan Uji Koefisien Determinasi

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.822	1.227		2.300	.024
Iklan Media Sosial Instagram	.474	.054	.665	8.816	.000

a. Dependent Variable: Keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665 ^a	.442	.437	1.388

a. Predictors: (Constant), Iklan Media Sosial Instagram

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