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Lampiran 1. Kuesioner

KUESIONER PENELITIAN

PENGARUH MEDIA SOSIAL DAN *BRAND TRUST* TERHADAP KEPUTUSAN PEMBELIAN HP IPHONE *SECOND* DI *MARKETPLACE* FACEBOOK (STUDI KASUS MAHASISWA UMB)

Dalam rangka penyelesaian tugas akhir (skripsi), saya Onky Dwie Prasetya sedang melakukan penelitian mengenai "Pengaruh Media Sosial dan *Brand Trust* terhadap Keputusan Pembelian HP iphone *second* di *Marketplace* facebook ". Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh media sosial dan *brand trust* terhadap keputusan pembelian hp iphone *second* di *marketplace* facebook.

Sehubungan dengan hal tersebut, saya sangat mengharapkan teman-teman sekalian berkenan untuk berpartisipasi dalam penelitian ini dengan mengisi kuesioner yang telah disediakan. Informasi yang diberikan oleh teman akan sangat berharga dan hanya akan digunakan untuk tujuan akademik.

Hormat Saya

Onky Dwie Prasetya

IDENTITAS RESPONDEN

Data Pribadi

a. Nama :

b. Jenis kelamin :

1. Anda Pernah Membeli HP Iphone Second ?

- YA ☐

- TIDAK ☐

2. Apakah Anda Memiliki Akun Facebook ?

- YA ☐

- TIDAK ☐

PETUNJUK PENGISIAN KUESIONER

Dalam kuisisioner ini terdapat tiga pernyataan mengenai Media Sosial, *Brand Trust* dan Keputusan Pembelian. Beri jawaban atas pernyataan berikut ini sesuai dengan pendapat anda dan kondisi yang sebenarnya, dengan cara memberi tanda (✓) pada kolom yang tersedia.

Keterangan Pilihan Jawaban :

STS : Sangat tidak setuju

TS : Tidak Setuju

KS : Kurang Setuju

S : Setuju

SS : Sangat Setuju

1. Variabel Keputusan Pembelian (Y)

No	Pernyataan	STS 1	TS 2	KS 3	S 4	SS 5
Pemilihan produk						
1.	Saya lebih memilih iPhone second karena menekan pengeluaran					
2.	Saya memerhatikan spesifikasi HP iPhone <i>second</i> dengan cermat sebelum memutuskan untuk membeli					
Pemilihan Merek						
3.	Saya melakukan pembelian karena brand dan informasi media sosial mendukungnya					
4.	Saya merekomendasikan teman untuk membeli iPhone bekas via Facebook					
Pemilihan Tempat Penyalur						
5.	Saya berniat membeli iPhone second lewat Facebook dalam waktu dekat					
6.	Saya sudah pernah membeli iPhone second lewat Facebook Marketplace					
Waktu Pembelian						
7.	Saya mengecek reputasi penjual (rating/komentar) sebelum beli					
8.	Saya menentukan waktu untuk membeli HP iPhone <i>second</i> setelah melihat ulasan atau diskusi yang ada di Facebook					
Jumlah Pembelian						
9.	Saya akan membeli iPhone second jika harga dan kondisinya sesuai					
10.	Saya sudah pernah membeli iPhone second lewat Facebook Marketplace					
Metode Pembayaran						
11.	Saya lebih menyukai metode pembayaran yang mudah dan efisien					

12.	Kepercayaan saya terhadap <i>platform</i> pembayaran berpengaruh terhadap keputusan saya dalam membeli HP iPhone <i>second</i>					
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2. Variabel Media Sosial (X₁)

No	Pernyataan	STS 1	TS 2	KS 3	S 4	SS 5
Context						
1.	Saya merasa iklan/promosi HP iPhone second di Facebook menarik perhatian saya					
2.	Saya merasa bahwa media sosial, terutama Facebook, menyediakan informasi yang relevan mengenai kualitas HP iPhone <i>second</i> yang saya cari					
Communication						
3.	Saya percaya lebih pada penjual yang cepat merespons via Facebook Messenger					
4.	Saya merasa bahwa penjual HP iPhone <i>second</i> di Facebook <i>Marketplace</i> memberikan respons yang cepat terhadap pertanyaan yang saya ajukan					
Collaboration						
5.	Kolaborasi antar pengguna di <i>marketplace</i> memudahkan saya dalam memilih HP iPhone <i>second</i>					
6.	Saya mengikuti grup jual beli iPhone second di Facebook untuk referensi					
Connection						
7.	Saya merasa bahwa media sosial memberikan kesempatan bagi saya untuk berinteraksi dan memperoleh rekomendasi atau ulasan dari orang lain sebelum memutuskan untuk membeli HP iPhone <i>second</i>					

8.	Saya merasa lebih percaya pada produk HP iPhone <i>second</i> yang dijual di <i>marketplace</i> Facebook karena adanya hubungan yang terjalin antara penjual dan pembeli					
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3. Brand Trust (X₂)

No	Pernyataan	STS 1	TS 2	KS 3	S 4	S S 5
<i>Achieving Result</i>						
1.	Pengalaman saya sebelumnya membuat saya percaya pada merek iPhone					
2.	Saya percaya iPhone tahan lama dan tidak cepat ketinggalan zaman					
<i>Acting With Integrity</i>						
3.	Saya percaya bahwa iPhone <i>second</i> memiliki kualitas yang konsisten					
4.	Saya yakin iPhone bekas memiliki nilai jual kembali yang baik					
<i>Demonstrate Concern</i>						
5.	Saya percaya merk iPhone tetap dapat diandalkan meskipun produk <i>second</i>					
6.	Saya merasa tenang membeli karena Apple dikenal brand premium					
<i>Reliability</i>						
7.	Saya percaya sistem keamanan iPhone tetap terjaga walau <i>second</i>					
8.	Saya meyakini kualitas merek HP iPhone <i>second</i> yang saya pilih					
<i>Intentionality</i>						
9.	Saya merasa bahwa merek HP iPhone <i>second</i> yang saya pilih sangat memperhatikan kepuasan konsumen					

10.	Saya jarang mendengar keluhan serius dari pengguna iPhone second					
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Lampiran 2. TABULASI UJI COBA INSTRUMEN

TABULASI DATA RESPONDEN																																	
No resp	X1								Total	X2								Total	Y												Total		
1	4	5	5	5	4	5	4	4	36	4	5	5	5	5	5	5	5	5	49	5	5	5	5	5	5	5	5	5	5	5	60		
2	5	5	5	5	5	5	5	5	40	5	5	4	5	5	5	5	5	5	49	5	4	5	5	5	5	5	5	5	5	5	5	59	
3	5	5	4	4	4	5	4	5	36	5	5	5	5	5	5	5	5	5	50	4	4	3	4	3	4	4	5	4	3	5	2	45	
4	4	5	5	5	5	5	5	4	38	5	5	5	5	4	4	4	4	4	44	5	5	5	5	5	5	4	4	5	2	5	5	55	
5	3	5	4	4	4	4	4	3	31	4	5	5	5	4	4	5	4	5	45	4	4	4	4	4	4	4	3	4	4	5	3	47	
6	5	5	5	5	5	5	5	5	40	4	5	4	5	5	5	5	5	4	5	47	5	5	4	5	5	5	5	5	5	5	5	3	57
7	4	5	4	4	4	4	4	4	33	4	5	5	5	5	5	5	5	5	49	5	4	5	5	4	5	5	5	5	5	5	5	5	58
8	5	4	3	5	5	5	5	5	37	5	5	5	5	5	5	5	4	5	5	49	4	4	2	4	4	4	4	5	4	4	3	2	44
9	4	3	4	5	4	4	4	4	32	4	5	5	5	5	5	5	5	5	49	5	4	5	4	5	5	5	4	5	5	5	5	57	
10	5	4	5	5	5	5	5	5	39	5	4	5	5	5	5	5	5	5	49	5	5	5	5	5	5	5	5	5	5	5	5	5	60
11	4	5	4	5	4	5	5	5	37	5	4	5	5	5	5	4	5	4	5	47	5	5	5	5	5	5	5	5	5	5	5	5	60
12	5	4	5	5	5	4	5	4	37	3	4	4	4	5	5	3	2	3	2	35	5	5	5	5	5	5	5	5	5	5	5	5	60
13	5	4	5	5	5	3	5	3	35	5	3	4	5	4	4	3	4	3	4	39	5	5	5	5	5	5	5	5	3	4	4	5	56
14	4	4	5	5	4	4	4	4	34	4	5	4	5	4	4	5	4	5	44	5	5	5	5	5	5	5	5	5	5	4	4	58	
15	3	3	4	4	3	4	3	4	28	3	2	4	5	4	4	3	4	3	4	36	4	4	2	4	4	3	4	4	3	2	4	4	42
16	4	3	5	5	4	4	4	4	33	5	5	5	5	5	4	3	5	3	5	45	4	5	2	5	4	5	4	4	4	4	5	4	50
17	4	3	4	5	4	4	4	4	32	4	5	5	3	4	4	4	4	4	41	5	5	5	5	5	5	5	5	5	5	5	5	5	60
18	4	3	4	4	4	4	5	4	32	5	4	5	3	4	4	2	4	4	4	39	5	5	5	5	5	5	5	5	5	5	5	5	60
19	4	5	4	5	4	5	5	5	37	4	5	5	5	4	4	5	4	4	4	44	5	5	5	5	5	5	5	5	5	5	5	5	60
20	4	4	3	4	4	4	5	4	32	4	5	4	4	4	4	2	5	5	4	41	5	4	5	5	5	5	4	5	5	5	5	5	58
21	5	4	4	5	5	4	5	4	36	5	3	4	5	4	4	5	5	5	5	45	5	5	5	5	5	5	5	5	5	5	5	5	60

22	5	3	4	4	5	4	5	4	34	4	5	4	4	4	3	4	3	4	3	38	5	5	5	4	5	5	5	5	5	5	5	5	59
23	4	4	5	5	4	4	5	4	35	5	5	5	5	4	5	4	5	4	5	47	5	5	5	5	5	5	5	5	5	5	5	5	60
24	5	4	4	5	5	3	5	3	34	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	5	4	5	5	5	59
25	4	5	5	5	4	5	4	5	37	5	5	5	5	5	5	5	5	5	5	50	4	4	5	4	3	4	5	4	4	4	4	4	49
26	4	5	5	5	4	5	5	5	38	5	5	5	5	5	5	5	5	5	5	50	4	4	4	4	4	4	4	4	4	4	4	4	39
27	4	5	5	4	4	5	5	5	37	5	5	5	5	5	5	3	5	3	5	46	4	5	5	5	5	5	4	5	5	5	4	5	57
28	3	5	5	4	3	5	5	5	35	5	5	5	5	5	4	5	4	5	4	47	5	4	5	5	5	5	4	5	5	5	5	5	58
29	5	4	5	5	5	5	5	5	39	5	5	5	5	5	4	5	4	5	4	47	5	5	5	5	5	5	4	5	5	4	5	5	58

Lampiran 3. Output SPSS Uji Validitas

Variabel Media Sosial X1

		Correlations								
		P1.1	P1.2	P1.3	P1.4	P1.5	P1.6	P1.7	P1.8	TOTALP1
P1.1	Pearson Correlation	1	-.065	.036	.407*	.867**	-.027	.493**	.126	.578**
	Sig. (2-tailed)		.737	.853	.028	.000	.889	.007	.513	.001
	N	29	29	29	29	29	29	29	29	29
P1.2	Pearson Correlation	-.065	1	.278	.017	-.013	.586**	.215	.401*	.576**
	Sig. (2-tailed)	.737		.145	.932	.947	.001	.263	.031	.001
	N	29	29	29	29	29	29	29	29	29
P1.3	Pearson Correlation	.036	.278	1	.364	.090	.236	.094	.168	.486**
	Sig. (2-tailed)	.853	.145		.052	.641	.218	.629	.383	.008
	N	29	29	29	29	29	29	29	29	29
P1.4	Pearson Correlation	.407*	.017	.364	1	.477**	.087	.214	.091	.517**
	Sig. (2-tailed)	.028	.932	.052		.009	.652	.264	.638	.004
	N	29	29	29	29	29	29	29	29	29
P1.5	Pearson Correlation	.867**	-.013	.090	.477**	1	-.068	.570**	-.071	.574**
	Sig. (2-tailed)	.000	.947	.641	.009		.725	.001	.714	.001
	N	29	29	29	29	29	29	29	29	29
P1.6	Pearson Correlation	-.027	.586**	.236	.087	-.068	1	.157	.885**	.652**
	Sig. (2-tailed)	.889	.001	.218	.652	.725		.415	.000	.000

	N	29	29	29	29	29	29	29	29	29
P1.7	Pearson Correlation	.493**	.215	.094	.214	.570**	.157	1	.233	.622**
	Sig. (2-tailed)	.007	.263	.629	.264	.001	.415		.225	.000
	N	29	29	29	29	29	29	29	29	29
P1.8	Pearson Correlation	.126	.401*	.168	.091	-.071	.885**	.233	1	.637**
	Sig. (2-tailed)	.513	.031	.383	.638	.714	.000	.225		.000
	N	29	29	29	29	29	29	29	29	29
TOTALP1	Pearson Correlation	.578**	.576**	.486**	.517**	.574**	.652**	.622**	.637**	1
	Sig. (2-tailed)	.001	.001	.008	.004	.001	.000	.000	.000	
	N	29	29	29	29	29	29	29	29	29

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

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

Variabel *Brand Trust* X2

Correlations

		P2.1	P2.2	P2.3	P2.4	P2.5	P2.6	P2.7	P2.8	P2.9	P2.10	TOTALP2
P2.1	Pearson Correlation	1	.196	.438*	.256	.248	.173	.162	.481**	.241	.557**	.557**
	Sig. (2-tailed)		.309	.018	.180	.194	.371	.401	.008	.208	.002	.002
	N	29	29	29	29	29	29	29	29	29	29	29
P2.2	Pearson Correlation	.196	1	.449*	.028	.317	.185	.372*	.183	.426*	.183	.532**
	Sig. (2-tailed)	.309		.015	.887	.094	.336	.047	.341	.021	.341	.003
	N	29	29	29	29	29	29	29	29	29	29	29
P2.3	Pearson Correlation	.438*	.449*	1	.109	.344	.310	.265	.313	.236	.416*	.561**
	Sig. (2-tailed)	.018	.015		.574	.067	.102	.164	.099	.217	.025	.002
	N	29	29	29	29	29	29	29	29	29	29	29
P2.4	Pearson Correlation	.256	.028	.109	1	.383*	.364	.555**	.432*	.212	.516**	.592**
	Sig. (2-tailed)	.180	.887	.574		.040	.052	.002	.019	.269	.004	.001
	N	29	29	29	29	29	29	29	29	29	29	29
P2.5	Pearson Correlation	.248	.317	.344	.383*	1	.719**	.380*	.327	.235	.424*	.633**
	Sig. (2-tailed)	.194	.094	.067	.040		.000	.042	.083	.221	.022	.000
	N	29	29	29	29	29	29	29	29	29	29	29
P2.6	Pearson Correlation	.173	.185	.310	.364	.719**	1	.321	.483**	.216	.568**	.631**
	Sig. (2-tailed)	.371	.336	.102	.052	.000		.090	.008	.261	.001	.000
	N	29	29	29	29	29	29	29	29	29	29	29
P2.7	Pearson Correlation	.162	.372*	.265	.555**	.380*	.321	1	.264	.692**	.410*	.729**

	Sig. (2-tailed)	.401	.047	.164	.002	.042	.090		.167	.000	.027	.000
	N	29	29	29	29	29	29	29	29	29	29	29
P2.8	Pearson Correlation	.481**	.183	.313	.432*	.327	.483**	.264	1	.380*	.934**	.735**
	Sig. (2-tailed)	.008	.341	.099	.019	.083	.008	.167		.042	.000	.000
	N	29	29	29	29	29	29	29	29	29	29	29
P2.9	Pearson Correlation	.241	.426*	.236	.212	.235	.216	.692**	.380*	1	.380*	.671**
	Sig. (2-tailed)	.208	.021	.217	.269	.221	.261	.000	.042		.042	.000
	N	29	29	29	29	29	29	29	29	29	29	29
P2.10	Pearson Correlation	.557**	.183	.416*	.516**	.424*	.568**	.410*	.934**	.380*	1	.822**
	Sig. (2-tailed)	.002	.341	.025	.004	.022	.001	.027	.000	.042		.000
	N	29	29	29	29	29	29	29	29	29	29	29
TOTALP2	Pearson Correlation	.557**	.532**	.561**	.592**	.633**	.631**	.729**	.735**	.671**	.822**	1
	Sig. (2-tailed)	.002	.003	.002	.001	.000	.000	.000	.000	.000	.000	
	N	29	29	29	29	29	29	29	29	29	29	29

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

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

Variabel Keputusan Pembelian Y

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	TOTALY
Y1	Pearson Correlation	1	.629**	.648**	.677**	.752**	.767**	.633**	.693**	.609**	.489**	.590**	.608**	.915**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.006	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y2	Pearson Correlation	.629**	1	.343	.664**	.615**	.645**	.463*	.567**	.371*	.287	.352	.409*	.736**
	Sig. (2-tailed)	.000		.064	.000	.000	.000	.010	.001	.044	.124	.057	.025	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y3	Pearson Correlation	.648**	.343	1	.494**	.605**	.680**	.569**	.350	.627**	.576**	.430*	.748**	.623**
	Sig. (2-tailed)	.000	.064		.006	.000	.000	.001	.058	.000	.001	.018	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y4	Pearson Correlation	.677**	.664**	.494**	1	.686**	.795**	.356	.610**	.524**	.447*	.456*	.592**	.723**
	Sig. (2-tailed)	.000	.000	.006		.000	.000	.053	.000	.003	.013	.011	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y5	Pearson Correlation	.752**	.615**	.605**	.686**	1	.761**	.405*	.493**	.596**	.530**	.388*	.694**	.696**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.026	.006	.001	.003	.034	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y6	Pearson Correlation	.767**	.645**	.680**	.795**	.761**	1	.505**	.582**	.724**	.672**	.569**	.643**	.801**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.004	.001	.000	.000	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y7	Pearson Correlation	.633**	.463*	.569**	.356	.405*	.505**	1	.456*	.356	.611**	.310	.431*	.610**

	Sig. (2-tailed)	.000	.010	.001	.053	.026	.004		.011	.053	.000	.095	.017	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y8	Pearson Correlation	.693**	.567**	.350	.610**	.493**	.582**	.456*	1	.457*	.507**	.213	.295	.738**
	Sig. (2-tailed)	.000	.001	.058	.000	.006	.001	.011		.011	.004	.259	.114	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y9	Pearson Correlation	.609**	.371*	.627**	.524**	.596**	.724**	.356	.457*	1	.619**	.560**	.469**	.645**
	Sig. (2-tailed)	.000	.044	.000	.003	.001	.000	.053	.011		.000	.001	.009	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y10	Pearson Correlation	.489**	.287	.576**	.447*	.530**	.672**	.611**	.507**	.619**	1	.315	.422*	.570**
	Sig. (2-tailed)	.006	.124	.001	.013	.003	.000	.000	.004	.000		.090	.020	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y11	Pearson Correlation	.590**	.352	.430*	.456*	.388*	.569**	.310	.213	.560**	.315	1	.444*	.577**
	Sig. (2-tailed)	.001	.057	.018	.011	.034	.001	.095	.259	.001	.090		.014	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y12	Pearson Correlation	.608**	.409*	.748**	.592**	.694**	.643**	.431*	.295	.469**	.422*	.444*	1	.594**
	Sig. (2-tailed)	.000	.025	.000	.001	.000	.000	.017	.114	.009	.020	.014		.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.915**	.736**	.623**	.723**	.696**	.801**	.610**	.738**	.645**	.570**	.577**	.594**	1
Y	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.001	.001	
	N	30	30	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).

Lampiran 4. Output SPSS Uji Reliabilitas

Hasil Uji Realibilitas Media Sosial X1

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	29	96.7
	Excluded ^a	1	3.3
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.713	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1.1	31.03	6.677	.399	.686
P1.2	31.07	6.424	.350	.703
P1.3	30.86	7.052	.294	.708
P1.4	30.62	7.244	.383	.692
P1.5	31.00	6.786	.409	.684
P1.6	30.90	6.453	.498	.665
P1.7	30.69	6.722	.481	.671
P1.8	31.00	6.429	.469	.670

Hasil Uji Realibilitas *Brand Trust* X2

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	29	96.7
	Excluded ^a	1	3.3
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.840	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P2.1	40.69	17.007	.446	.833
P2.2	40.59	16.680	.389	.841
P2.3	40.52	17.616	.482	.832
P2.4	40.45	17.042	.497	.829
P2.5	40.62	17.172	.558	.826
P2.6	40.72	16.850	.543	.826
P2.7	40.93	14.281	.593	.824
P2.8	40.76	15.475	.643	.814
P2.9	40.83	15.719	.557	.823
P2.10	40.76	14.904	.756	.802

Hasil Uji Realibilitas Keputusan Pembelian Y

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.923	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	50.63	28.930	.848	.911
Y2	50.73	30.133	.603	.919
Y3	50.80	25.890	.745	.916
Y4	50.60	30.179	.746	.916
Y5	50.67	28.644	.789	.912
Y6	50.57	28.944	.893	.910
Y7	50.70	30.562	.618	.919
Y8	50.63	29.895	.596	.919
Y9	50.70	29.045	.715	.915
Y10	50.83	27.592	.651	.919
Y11	50.60	30.731	.539	.921
Y12	50.83	26.902	.697	.917

Lampiran 5. Analisis Hasil Pengujian Validitas dan Reliabilitas

Hasil Uji Validitas

Variabel	Item	r tabel	r hitung	Keterangan
Media Sosial X1	1	0,444	578	Valid
	2		576	Valid
	3		486	Valid
	4		517	Valid
	5		574	Valid
	6		652	Valid
	7		622	Valid
	8		637	Valid
Brand Trust X2	1	0,444	557	Valid
	2		532	Valid
	3		561	Valid
	4		592	Valid
	5		633	Valid
	6		631	Valid
	7		729	Valid
	8		735	Valid
	9		671	Valid
	10		822	Valid
Keputusan Pembelian Y	1	0,444	915	Valid
	2		736	Valid
	3		623	Valid
	4		723	Valid
	5		696	Valid
	6		801	Valid
	7		610	Valid
	8		738	Valid
	9		645	Valid
	10		570	Valid
	11		577	Valid
	12		594	Valid

Sumber : Olah Data SPSS 25

Hasil Uji Reliabilitas

Variabel	Cronbach's Alpha	Keterangan
Media Sosial (X ₁)	713	Reliabel
Brand Trust (X ₂)	840	Reliabel
Keputusan Pembelian (Y)	923	Reliabel

Sumber : Olah Data SPSS 25

Lampiran 6. TABULASI DATA HASIL PENELITIAN

TABULASI DATA PENELITIAN
PENGARUH MEDIA SOSIAL DAN *BRAND TRUST*
TERHADAP KEPUTUSAN PEMBELIAN HP IPHONE *SECOND* DI *MARKETPLACE* FACEBOOK

No res p	X1								TOTA L	X2								TOTA L	Y													TOTA L
1	5	5	4	4	4	4	5	5	36	5	5	4	5	4	4	4	4	4	43	5	5	5	5	5	5	5	5	4	4	5	5	58
2	5	5	5	4	5	5	5	5	39	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	5	5	5	5	5	60
3	4	5	4	5	4	5	5	2	34	4	5	5	5	5	5	5	5	5	49	3	2	5	4	5	3	4	5	4	5	4	5	49
4	3	3	4	5	5	5	5	4	34	5	5	4	5	5	5	5	5	5	49	5	5	5	4	5	5	3	5	5	5	5	5	57
5	4	5	5	5	3	5	5	4	30	5	5	5	5	5	5	5	5	5	50	5	5	2	5	5	5	4	4	4	5	2	4	50
6	5	4	5	4	5	5	2	3	31	5	5	5	5	4	4	4	4	4	44	5	4	4	5	5	5	3	5	4	4	3	4	51
7	5	5	4	5	5	5	2	5	36	4	5	5	5	4	4	5	4	5	45	4	5	4	5	5	5	5	4	5	4	5	5	56
8	5	4	2	5	5	5	5	5	36	4	5	4	5	5	5	5	5	4	47	5	5	4	4	5	4	4	5	5	5	4	5	55
9	5	5	5	5	4	5	5	5	39	4	5	5	5	5	5	5	5	5	49	4	4	5	4	5	5	5	5	5	5	5	5	57
10	5	5	5	5	3	5	4	5	37	5	5	5	5	5	5	5	4	5	49	5	2	4	5	3	5	5	5	5	5	5	5	54
11	5	4	5	5	5	5	5	5	39	4	5	5	5	5	5	5	5	5	49	5	5	4	5	5	3	5	5	5	5	5	5	57
12	5	5	5	5	5	5	5	5	40	5	4	5	5	5	5	5	5	5	49	5	5	4	5	5	5	5	4	5	4	5	2	54
13	5	5	5	5	5	2	5	5	37	5	4	5	5	5	5	4	5	4	47	3	4	2	2	5	5	3	5	4	5	4	5	47
14	5	5	4	5	5	5	2	5	36	3	4	4	4	5	5	3	2	3	35	4	4	2	5	5	4	4	5	3	2	4	5	47

15	5	5	5	4	5	5	5	5	39	5	3	4	5	4	4	3	4	3	4	39	4	4	3	5	5	5	4	5	3	4	3	5	50	
16	5	5	4	5	5	5	5	5	39	4	5	4	5	4	4	5	4	5	4	44	5	5	5	4	4	4	5	5	4	4	5	2	52	
17	4	5	5	4	5	5	2	5	35	3	2	4	5	4	4	3	4	3	4	36	5	5	5	5	4	5	5	5	5	4	5	5	58	
18	5	5	5	5	5	5	4	5	39	5	5	5	5	5	4	3	5	3	5	45	5	5	5	5	5	5	5	5	5	5	5	5	60	
19	5	4	4	5	5	5	2	5	35	4	5	5	3	4	4	4	4	4	4	41	4	2	4	4	5	4	5	5	4	4	3	4	48	
20	5	5	4	5	5	5	5	5	39	5	4	5	3	4	4	2	4	4	4	39	5	2	5	5	4	4	5	4	4	5	5	4	52	
21	5	5	4	4	5	4	5	5	37	4	5	5	5	4	4	5	4	4	4	44	4	4	4	4	4	5	4	5	4	5	4	4	51	
22	5	5	4	5	5	5	2	4	35	4	5	4	4	4	4	2	5	5	4	41	5	4	4	5	2	5	4	4	2	2	5	4	46	
23	5	5	4	4	5	5	2	4	34	5	3	4	5	4	4	5	5	5	5	45	5	5	5	5	5	4	5	5	5	5	5	5	59	
24	5	5	5	5	4	5	5	5	39	4	5	4	4	4	3	4	3	4	3	38	5	4	4	4	3	5	5	4	4	3	3	4	48	
25	4	5	4	4	5	5	5	5	37	5	5	5	5	4	5	4	5	4	5	47	5	5	5	5	5	5	5	5	4	5	5	5	59	
26	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	5	5	50	4	5	4	5	4	4	5	3	4	4	5	5	52	
27	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	4	5	5	5	5	59	
28	4	5	5	5	5	5	5	5	39	5	5	5	5	5	5	5	5	5	5	50	5	4	5	5	5	5	5	4	5	5	4	5	57	
29	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	3	5	3	5	46	4	4	4	4	4	3	4	4	3	4	3	4	45	
30	5	5	5	5	5	5	5	5	40	5	5	5	5	5	4	5	4	5	4	47	4	4	4	4	4	3	2	4	5	4	4	3	45	
31	5	5	5	5	5	5	5	5	40	5	5	5	5	5	4	5	4	5	4	47	5	4	5	5	5	5	5	5	5	5	5	5	59	
32	5	5	5	5	5	5	5	5	40	5	5	3	3	5	2	4	2	4	2	35	4	4	4	4	4	3	4	5	3	2	5	4	46	
33	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	4	5	5	5	49	5	5	5	5	5	5	5	5	5	4	5	5	59	
34	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	5	5	50	5	4	5	5	5	5	5	5	5	5	4	5	5	58
35	5	5	5	5	5	5	5	5	40	5	5	5	5	5	4	4	4	5	4	46	5	5	5	5	5	5	5	5	5	4	5	5	59	
36	4	5	5	4	4	5	5	5	37	5	5	5	5	5	5	3	5	3	5	46	5	2	4	5	4	4	4	4	3	4	5	4	48	
37	4	5	5	5	5	5	5	5	39	5	5	5	5	5	5	2	5	2	5	44	5	5	5	5	4	5	5	5	5	5	5	5	59	
38	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	5	5	5	5	5	60	
39	5	5	5	5	5	5	5	5	40	5	5	5	5	5	4	5	4	5	4	47	4	4	4	5	4	5	4	5	4	4	2	2	47	

40	4	4	4	3	5	5	5	2	32	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	5	5	5	5	5	60
41	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	4	5	4	5	48	5	4	5	5	5	5	5	5	5	5	5	5	59
42	5	5	5	5	5	5	5	5	40	2	4	5	4	4	3	4	3	4	3	36	4	4	3	4	3	4	4	5	4	3	5	2	45
43	5	5	5	5	5	5	5	5	40	4	4	4	5	4	2	5	5	5	5	43	5	5	5	5	5	5	4	4	5	2	5	5	55
44	5	3	4	4	5	4	2	4	31	4	5	5	4	5	5	5	4	5	2	44	4	4	4	4	4	4	4	3	4	4	5	3	47
45	5	5	5	5	5	5	5	5	40	3	5	5	5	4	4	4	4	4	4	42	5	5	4	5	5	5	5	5	5	5	5	3	57
46	5	5	5	5	5	5	5	5	40	5	5	4	3	5	4	3	4	3	4	40	5	4	5	5	4	5	5	5	5	5	5	5	58
47	5	5	5	5	5	5	5	5	40	5	5	5	5	5	4	5	4	5	4	47	4	4	2	4	4	4	4	5	4	4	3	2	44
48	4	4	5	5	5	5	5	5	38	5	5	5	5	5	5	2	5	2	5	44	5	4	5	4	5	5	5	4	5	5	5	5	57
49	4	4	5	5	5	5	5	5	38	4	5	5	5	5	5	3	5	3	5	45	5	5	5	5	5	5	5	5	5	5	5	5	60
50	4	3	5	4	5	4	5	4	34	5	4	5	4	5	5	5	5	5	5	48	5	5	5	5	5	5	5	5	5	5	5	5	60
51	5	4	5	5	5	4	5	5	38	4	4	5	3	5	3	4	3	4	3	38	5	5	5	5	5	5	5	5	5	5	5	5	60
52	4	4	4	4	2	4	5	2	29	5	5	5	5	5	5	3	5	5	5	48	5	5	5	5	5	5	5	5	3	4	4	5	56
53	4	4	4	5	2	4	2	4	29	4	4	5	4	5	5	5	5	5	5	47	5	5	5	5	5	5	5	5	5	5	4	4	58
54	4	5	2	5	4	4	3	4	31	5	4	4	4	5	5	3	4	5	4	43	4	4	2	4	4	3	4	4	3	2	4	4	42
55	4	4	4	5	4	4	4	4	33	4	4	5	4	5	5	4	5	5	5	46	4	5	2	5	4	5	4	4	4	4	5	4	50
56	4	4	5	3	3	4	3	4	30	4	4	4	4	4	5	5	4	5	4	43	5	5	5	5	5	5	5	5	5	5	5	5	60
57	2	4	3	5	3	2	4	5	28	4	2	5	5	3	5	4	5	4	5	42	5	5	5	5	5	5	5	5	5	5	5	5	60
58	5	5	5	5	4	5	5	5	39	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	5	5	5	5	5	60
59	5	5	5	5	5	5	5	5	40	5	4	5	5	4	4	4	4	5	4	44	5	4	5	5	5	5	4	5	5	5	5	5	58
60	5	4	5	5	5	5	4	5	38	5	5	5	5	5	5	4	5	5	5	49	5	5	5	5	5	5	5	5	5	5	5	5	60
61	5	5	5	5	5	4	5	4	38	5	5	5	5	5	5	5	5	5	4	49	5	5	5	4	5	5	5	5	5	5	5	5	59
62	5	4	5	5	4	4	5	5	37	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	5	5	5	5	5	60
63	4	4	3	5	4	4	4	4	32	3	4	5	4	4	4	5	4	5	4	42	5	5	5	5	5	5	5	4	5	5	5	5	59
64	3	4	3	3	4	3	2	4	26	4	4	5	5	4	5	5	5	5	5	47	4	4	5	4	3	4	5	4	4	4	4	4	49

65	4	3	2	4	4	3	4	4	28	5	5	5	5	5	5	5	5	5	5	50	4	4	4	4	4	4	4	4	4	4	39		
66	4	4	2	3	2	5	4	4	28	3	3	3	4	4	3	4	3	4	5	36	4	5	5	5	5	5	4	5	5	5	4	5	57
67	5	3	4	5	3	4	4	4	32	4	3	5	4	3	5	4	2	4	4	38	5	4	5	5	5	5	4	5	5	5	5	5	58
68	4	5	5	5	5	5	4	5	38	3	3	4	4	5	4	4	5	5	5	42	5	5	5	5	5	5	4	5	5	4	5	5	58
69	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	5	5	48	3	3	4	4	4	4	4	3	4	4	4	4	23

Lampiran 7. Hasil Output Uji Validitas Dan Reliabilitas Penelitian

		Correlations								
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TOTALX1
X1.1	Pearson Correlation	1	.416**	.422**	.318**	.431**	.436**	.148	.368**	.653**
	Sig. (2-tailed)		.000	.000	.008	.000	.000	.226	.002	.000
	N	69	69	69	69	69	69	69	69	69
X1.2	Pearson Correlation	.416**	1	.406**	.305*	.301*	.422**	.242*	.419**	.629**
	Sig. (2-tailed)	.000		.011	.012	.000	.046	.000	.000	
	N	69	69	69	69	69	69	69	69	69
X1.3	Pearson Correlation	.422**	.406**	1	.307*	.386**	.400**	.359**	.360**	.686**
	Sig. (2-tailed)	.000	.001		.010	.001	.001	.002	.002	.000
	N	69	69	69	69	69	69	69	69	69
X1.4	Pearson Correlation	.318**	.305*	.307*	1	.268*	.213	.273*	.445**	.559**
	Sig. (2-tailed)	.008	.011	.010		.026	.079	.023	.000	.000
	N	69	69	69	69	69	69	69	69	69
X1.5	Pearson Correlation	.431**	.301*	.386**	.268*	1	.376**	.170	.416**	.674**
	Sig. (2-tailed)	.000	.012	.001	.026		.001	.161	.000	.000
	N	69	69	69	69	69	69	69	69	69
X1.6	Pearson Correlation	.436**	.422**	.400**	.213	.376**	1	.173	.195	.573**
	Sig. (2-tailed)	.000	.000	.001	.079	.001		.155	.109	.000
	N	69	69	69	69	69	69	69	69	69
X1.7	Pearson Correlation	.148	.242*	.359**	.273*	.170	.173	1	.237	.567**
	Sig. (2-tailed)	.226	.046	.002	.023	.161	.155		.050	.000
	N	69	69	69	69	69	69	69	69	69
X1.8	Pearson Correlation	.368**	.419**	.360**	.445**	.416**	.195	.237	1	.674**
	Sig. (2-tailed)	.002	.000	.002	.000	.000	.109	.050		.000
	N	69	69	69	69	69	69	69	69	69
TOTAL X1	Pearson Correlation	.653**	.629**	.686**	.559**	.674**	.573**	.567**	.674**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	69	69	69	69	69	69	69	69	69

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

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

Variabel *Brand Trust* (X2)

Correlations

[illegible]

X2.10	Pearson Correlation	.301*	.025	.290*	.516**	.188	.479**	.119	.779**	.123	1	.642**
	Sig. (2-tailed)	.012	.837	.016	.000	.121	.000	.331	.000	.314		.000
	N	69	69	69	69	69	69	69	69	69	69	69
TOTAL X2	Pearson Correlation	.583*	.521**	.574**	.646**	.551**	.655**	.531**	.778**	.522**	.642**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	69	69	69	69	69	69	69	69	69	69	69

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

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

Variabel Keputusan Pembelian (Y)

		Correlations												
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	TOTALY
Y1	Pearson Correlation	1	.413*	.534*	.632*	.250*	.506*	.490*	.308*	.429*	.284*	.413*	.281*	.732**
			*	*	*		*	*		*		*		
	Sig. (2-tailed)		.000	.000	.000	.039	.000	.000	.010	.000	.018	.000	.019	.000
	N	69	69	69	69	69	69	69	69	69	69	69	69	69
Y2	Pearson Correlation	.413*	1	.208	.301*	.387*	.401*	.242*	.208	.386*	.146	.271*	.196	.534**
		*				*	*			*				
	Sig. (2-tailed)	.000		.087	.012	.001	.001	.046	.087	.001	.230	.024	.106	.000
	N	69	69	69	69	69	69	69	69	69	69	69	69	69
Y3	Pearson Correlation	.534*	.208	1	.375*	.296*	.330*	.506*	.259*	.544*	.448*	.509*	.429*	.627**
		*			*		*	*		*	*	*	*	
	Sig. (2-tailed)	.000	.087		.002	.013	.006	.000	.031	.000	.000	.000	.000	.000
	N	69	69	69	69	69	69	69	69	69	69	69	69	69
Y4	Pearson Correlation	.632*	.301*	.375*	1	.247*	.421*	.454*	.156	.261*	.143	.281*	.287*	.542**
		*		*			*	*						
	Sig. (2-tailed)	.000	.012	.002		.041	.000	.000	.200	.030	.242	.019	.017	.000
	N	69	69	69	69	69	69	69	69	69	69	69	69	69
Y5	Pearson Correlation	.250*	.387*	.296*	.247*	1	.308*	.185	.403*	.504*	.481*	.128	.481*	.561**
			*						*	*	*		*	
	Sig. (2-tailed)	.039	.001	.013	.041		.010	.128	.001	.000	.000	.295	.000	.000
	N	69	69	69	69	69	69	69	69	69	69	69	69	69
Y6	Pearson Correlation	.506*	.401*	.330*	.421*	.308*	1	.347*	.299*	.423*	.367*	.204	.337*	.581**
		*	*	*	*			*		*	*		*	
	Sig. (2-tailed)	.000	.001	.006	.000	.010		.004	.013	.000	.002	.093	.005	.000
	N	69	69	69	69	69	69	69	69	69	69	69	69	69
Y7	Pearson Correlation	.490*	.242*	.506*	.454*	.185	.347*	1	.174	.346*	.315*	.409*	.301*	.559**
		*		*	*		*			*	*	*	*	
	Sig. (2-tailed)	.000	.046	.000	.000	.128	.004		.153	.004	.008	.000	.012	.000
	N	69	69	69	69	69	69	69	69	69	69	69	69	69
Y8	Pearson Correlation	.308*	.208	.259*	.156	.403*	.299*	.174	1	.296*	.326*	.112	.257*	.553**
						*				*	*			
	Sig. (2-tailed)	.010	.087	.031	.200	.001	.013	.153		.013	.006	.357	.033	.000
	N	69	69	69	69	69	69	69	69	69	69	69	69	69
Y9	Pearson Correlation	.429*	.386*	.544*	.261*	.504*	.423*	.346*	.296*	1	.633*	.419*	.329*	.649**
		*	*	*		*	*	*			*	*	*	
	Sig. (2-tailed)	.000	.001	.000	.030	.000	.000	.004	.013		.000	.000	.006	.000

	N	69	69	69	69	69	69	69	69	69	69	69	69	69
Y10	Pearson Correlation	.284*	.146	.448*	.143	.481*	.367*	.315*	.326*	.633*	1	.177	.347*	.546**
	Sig. (2-tailed)	.018	.230	.000	.242	.000	.002	.008	.006	.000		.145	.003	.000
	N	69	69	69	69	69	69	69	69	69	69	69	69	69
Y11	Pearson Correlation	.413*	.271*	.509*	.281*	.128	.204	.409*	.112	.419*	.177	1	.360*	.518**
	Sig. (2-tailed)	.000	.024	.000	.019	.295	.093	.000	.357	.000	.145		.002	.000
	N	69	69	69	69	69	69	69	69	69	69	69	69	69
Y12	Pearson Correlation	.281*	.196	.429*	.287*	.481*	.337*	.301*	.257*	.329*	.347*	.360*	1	.547**
	Sig. (2-tailed)	.019	.106	.000	.017	.000	.005	.012	.033	.006	.003	.002		.000
	N	69	69	69	69	69	69	69	69	69	69	69	69	69
TOTAL Y	Pearson Correlation	.732*	.534*	.627*	.542*	.561*	.581*	.559*	.553*	.649*	.546*	.518*	.547*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	69	69	69	69	69	69	69	69	69	69	69	69	69

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

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

Lampiran 8. Output SPSS Uji Reliabilitas

1. Hasil Uji Realibilitas

Variabel Media Sosial (X1)

Case Processing Summary

		N	%
Cases	Valid	69	100.0
	Excluded ^a	0	.0
	Total	69	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.778	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	31.94	11.820	.545	.746
X1.2	31.96	11.807	.546	.746
X1.3	32.07	10.627	.593	.733
X1.4	31.86	12.332	.464	.758
X1.5	32.00	11.147	.503	.750
X1.6	31.90	11.857	.473	.755
X1.7	32.19	10.920	.342	.796
X1.8	31.94	11.408	.526	.746

Variabel *Brand Trust* (X2)

Case Processing Summary

		N	%
Cases	Valid	69	100.0
	Excluded ^a	0	.0
	Total	69	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.795	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	40.58	15.600	.457	.778
X2.2	40.52	15.871	.376	.788
X2.3	40.35	16.436	.487	.778
X2.4	40.42	15.659	.551	.769
X2.5	40.43	16.426	.455	.780
X2.6	40.59	15.068	.540	.768
X2.7	40.83	15.352	.353	.796
X2.8	40.64	13.999	.687	.747
X2.9	40.64	15.705	.365	.791
X2.10	40.65	14.936	.514	.771

Variabel Keputusan Pembelian(Y)

Case Processing Summary

		N	%
Cases	Valid	69	100.0
	Excluded ^a	0	.0
	Total	69	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.856	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	49.67	25.931	.649	.840
Y2	49.93	25.627	.431	.853
Y3	49.91	23.463	.648	.836
Y4	49.64	26.823	.495	.848
Y5	49.72	25.879	.537	.845
Y6	49.68	25.926	.559	.844
Y7	49.77	25.975	.540	.845
Y8	49.64	27.382	.395	.853
Y9	49.86	24.479	.682	.834
Y10	49.93	24.745	.529	.846
Y11	49.77	25.651	.476	.849
Y12	49.84	24.665	.519	.847

Lampiran 9. Analisis Hasil Pengujian Validitas dan Reliabilitas

Hasil Uji Validitas

Variabel	Item	r tabel	r hitung	Keterangan
Media Sosial X1	1	0,444	653	Valid
	2		629	Valid
	3		686	Valid
	4		559	Valid
	5		674	Valid
	6		573	Valid
	7		567	Valid
	8		674	Valid
Brand Trust X2	1	0,444	583	Valid
	2		521	Valid
	3		574	Valid
	4		646	Valid
	5		551	Valid
	6		655	Valid
	7		531	Valid
	8		778	Valid
	9		522	Valid
	10		642	Valid
Keputusan Pembelian Y	1	0,444	732	Valid
	2		534	Valid
	3		627	Valid
	4		542	Valid
	5		561	Valid
	6		581	Valid
	7		559	Valid
	8		553	Valid
	9		649	Valid
	10		546	Valid
	11		518	Valid
	12		547	Valid

Sumber : Olah Data SPSS 25

Hasil Uji Reliabilitas

Variabel	Cronbach's Alpha	Keterangan
Media Sosial (X ₁)	778	Reliabel
Brand Trust (X ₂)	795	Reliabel
Keputusan Pembelian (Y)	856	Reliabel

Sumber : Olah Data SPSS 25

Lampiran 10. Uji Asumsi Klasik

Hasil Uji Normalitas Data Penelitian

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		69
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.98458086
Most Extreme Differences	Absolute	.091
	Positive	.062
	Negative	-.091
Test Statistic		.091
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Hasil Uji Multikolinearitas

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients				
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4.063	3.394		1.197	.236		
	X1	.542	.127	.488	4.252	.000	.267	3.746
	X2	.477	.130	.422	3.679	.000	.267	3.746

a. Dependent Variable: Y

Hasil Uji Heteroskedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.751	2.761		-1.359	.179
	X1	.021	.052	.048	.402	.689
	X2	.092	.047	.234	1.953	.055

a. Dependent Variable: ABS_RES

Lampiran 11. Uji Regresi Linear Berganda

Hasil Uji Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.063	3.394		1.197	.236
	X1	.542	.127	.488	4.252	.000
	X2	.477	.130	.422	3.679	.000

a. Dependent Variable: Y

Uji Koefisien Berganda R²

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.876 ^a	.768	.761	3.307

a. Predictors: (Constant), X2, X1

Hasil Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.063	3.394		1.197	.236
	X1	.542	.127	.488	4.252	.000
	X2	.477	.130	.422	3.679	.000

a. Dependent Variable: Y

Hasil Uji f

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2392.691	2	1196.345	109.382	.000 ^b
	Residual	721.860	66	10.937		
	Total	3114.551	68			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI LAKI	54	78.3	78.3	78.3
	PEREMPUAN	15	21.7	21.7	100.0
	Total	69	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21 - 25 Tahun	64	92.8	92.8	92.8
	>25	5	7.2	7.2	100.0
	Total	69	100.0	100.0	

Program Studi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MANAJEMEN	50	72.5	72.5	72.5
	AKUNTANSI	16	23.2	23.2	95.7
	EKONOMI ISLAM	3	4.3	4.3	100.0
	Total	69	100.0	100.0	

Lampiran R TABEL

Tabel Nilai Kritis R Pearson ($p = 0,05$)

N	DB	R	N	DB	R	N	DB	R
3	1	0,997	36	34	0,329	69	67	0,237
4	2	0,950	37	35	0,325	70	68	0,235
5	3	0,878	38	36	0,320	71	69	0,234
6	4	0,811	39	37	0,316	72	70	0,232
7	5	0,754	40	38	0,312	73	71	0,230
8	6	0,707	41	39	0,308	74	72	0,229
9	7	0,666	42	40	0,304	75	73	0,227
10	8	0,632	43	41	0,301	76	74	0,226
11	9	0,602	44	42	0,297	77	75	0,224
12	10	0,576	45	43	0,294	78	76	0,223
13	11	0,553	46	44	0,291	79	77	0,221
14	12	0,532	47	45	0,288	80	78	0,220
15	13	0,514	48	46	0,285	81	79	0,219
16	14	0,497	49	47	0,282	82	80	0,217
17	15	0,482	50	48	0,279	83	81	0,216
18	16	0,468	51	49	0,276	84	82	0,215
19	17	0,456	52	50	0,273	85	83	0,213
20	18	0,444	53	51	0,271	86	84	0,212
21	19	0,433	54	52	0,268	87	85	0,211
22	20	0,423	55	53	0,266	88	86	0,210
23	21	0,413	56	54	0,263	89	87	0,208
24	22	0,404	57	55	0,261	90	88	0,207
25	23	0,396	58	56	0,259	91	89	0,206
26	24	0,388	59	57	0,256	92	90	0,205
27	25	0,381	60	58	0,254	93	91	0,204
28	26	0,374	61	59	0,252	94	92	0,203
29	27	0,367	62	60	0,250	95	93	0,202
30	28	0,361	63	61	0,248	96	94	0,201
31	29	0,355	64	62	0,246	97	95	0,200
32	30	0,349	65	63	0,244	98	96	0,199
33	31	0,344	66	64	0,242	99	97	0,198
34	32	0,339	67	65	0,240	100	98	0,197
35	33	0,334	68	66	0,239	101	99	0,196

Titik Persentase Distribusi t (df = 41 – 80)

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
Df	0.50	0.20	0.10	0.050	0.02	0.010	0.002
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526

Titik Persentase Distribusi F untuk Probabilita = 0,05

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
46	4.05	3.20	2.81	2.57	2.42	2.30	2.22	2.15	2.09	2.04	2.00	1.97	1.94	1.91	1.89
47	4.05	3.20	2.80	2.57	2.41	2.30	2.21	2.14	2.09	2.04	2.00	1.96	1.93	1.91	1.88
48	4.04	3.19	2.80	2.57	2.41	2.29	2.21	2.14	2.08	2.03	1.99	1.96	1.93	1.90	1.88
49	4.04	3.19	2.79	2.56	2.40	2.29	2.20	2.13	2.08	2.03	1.99	1.96	1.93	1.90	1.88
50	4.03	3.18	2.79	2.56	2.40	2.29	2.20	2.13	2.07	2.03	1.99	1.95	1.92	1.89	1.87
51	4.03	3.18	2.79	2.55	2.40	2.28	2.20	2.13	2.07	2.02	1.98	1.95	1.92	1.89	1.87
52	4.03	3.18	2.78	2.55	2.39	2.28	2.19	2.12	2.07	2.02	1.98	1.94	1.91	1.89	1.86
53	4.02	3.17	2.78	2.55	2.39	2.28	2.19	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
54	4.02	3.17	2.78	2.54	2.39	2.27	2.18	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
55	4.02	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.06	2.01	1.97	1.93	1.90	1.88	1.85
56	4.01	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
57	4.01	3.16	2.77	2.53	2.38	2.26	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
58	4.01	3.16	2.76	2.53	2.37	2.26	2.17	2.10	2.05	2.00	1.96	1.92	1.89	1.87	1.84
59	4.00	3.15	2.76	2.53	2.37	2.26	2.17	2.10	2.04	2.00	1.96	1.92	1.89	1.86	1.84
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04	1.99	1.95	1.92	1.89	1.86	1.84
61	4.00	3.15	2.76	2.52	2.37	2.25	2.16	2.09	2.04	1.99	1.95	1.91	1.88	1.86	1.83
62	4.00	3.15	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.99	1.95	1.91	1.88	1.85	1.83
63	3.99	3.14	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
64	3.99	3.14	2.75	2.52	2.36	2.24	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
65	3.99	3.14	2.75	2.51	2.36	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.85	1.82
66	3.99	3.14	2.74	2.51	2.35	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.84	1.82
67	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.98	1.93	1.90	1.87	1.84	1.82
68	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.97	1.93	1.90	1.87	1.84	1.82
69	3.98	3.13	2.74	2.50	2.35	2.23	2.15	2.08	2.02	1.97	1.93	1.90	1.86	1.84	1.81
70	3.98	3.13	2.74	2.50	2.35	2.23	2.14	2.07	2.02	1.97	1.93	1.89	1.86	1.84	1.81
71	3.98	3.13	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.97	1.93	1.89	1.86	1.83	1.81
72	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
73	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
74	3.97	3.12	2.73	2.50	2.34	2.22	2.14	2.07	2.01	1.96	1.92	1.89	1.85	1.83	1.80
75	3.97	3.12	2.73	2.49	2.34	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.83	1.80
76	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.82	1.80
77	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.96	1.92	1.88	1.85	1.82	1.80
78	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.80
79	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.79
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2.00	1.95	1.91	1.88	1.84	1.82	1.79
81	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.82	1.79
82	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.81	1.79
83	3.96	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.91	1.87	1.84	1.81	1.79
84	3.95	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.90	1.87	1.84	1.81	1.79
85	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.79
86	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.78
87	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.87	1.83	1.81	1.78
88	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.86	1.83	1.81	1.78
89	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78
90	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78

