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KUESIONER PENELITIAN

Kepada Yth.
Bapak/Ibu/Saudara/i
Di
Tempat

Dalam rangka menyelesaikan pendidikan Sarjana Manajemen (S.M) pada Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Bengkulu, Saya yang bertanda tangan di bawah ini :

Nama : Leonita Ristiani
NPM : 2261201082
Program Studi : Manajemen
Judul : Pengaruh Content Marketing dan Brand Awareness terhadap
Penelitian : kepercayaan guna meningkatkan Keputusan Pembelian produk
skincare skintific dikalangan generasi Z (Studi Kasus
Kelurahan Pematang Gubernur Kecamatan Muara Bangka
Hulu Kota Bengkulu)

Dengan ini memohon kesediaan Bapak/Ibu/Saudara/i untuk berpartisipasi sebagai responden dalam penelitian yang saya lakukan. Informasi dan jawaban yang diberikan akan digunakan sepenuhnya untuk kepentingan ilmiah dan dijamin kerahasiaannya. Tidak terdapat jawaban benar maupun salah, sehingga saya sangat berharap Bapak/Ibu/Saudara/i dapat mengisi kuesioner ini secara jujur sesuai kondisi yang sebenarnya.

Partisipasi Anda sangat membantu kelancaran penyusunan skripsi ini. Atas perhatian, waktu, dan kesediaannya, saya mengucapkan terima kasih.

Hormat Saya,

Leonita Ristiani

IDENTITAS RESPONDEN

Nama :

Apakah anda pengguna Skincare Skintific

1. Ya
2. Tidak

Usia

13 - 20 Tahun 21 – 28 Tahun

Petunjuk Pengisian

- a. Berilah tanda (√) pada kolom jawaban yang ada di sebelah kanan pernyataan yang paling sesuai dengan pendapat Bapak/Ibu/Saudara/i.
- b. Berikan hanya 1 (satu) jawaban saja pada setiap pernyataan.
- c. Baca dan pahami pernyataan sebelum memberikan jawaban.

Pilihan Jawaban:

SS : Sangat Setuju

S : Setuju

KS : Kurang Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

No	Pernyataan	Skor				
		(1) (STS)	(2) (TS)	(3) (KS)	(4) (S)	(5) (SS)
Content Marketing (X1)						
Relavansi (Kergantungan)						
1.	Content Skintific menyajikan informasi produk secara jelas dan terperinci.					
2.	Content Skintific memberikan penjelasan yang membantu saya memahami manfaat produk skincare.					
Akurasi						
3.	Content Skintific memberikan informasi yang relevan dengan kebutuhan perawatan kulit.					
4.	Content skintific menjelaskan kondisi terkini dari suatu produk.					
Bernilai						
5.	Content skintific bisa dipercaya					
6.	Content skintific memberikan manfaat.					
Mudah dipahami						
7.	Informasi atau pesan pada content skintific mudah dipahami					
8.	Huruf atau tulisan pada content skintific dapat dibaca dengan jelas					
Mudah ditemukan						
9.	Content skintific mudah ditemukan					
10.	Content skintific terdapat di beberapa media sosial seperti Instagram, youtube, dan lainnya.					
Konsisten						
11.	Content skintific diperbaharui secara berkala.					
12.	Content skintific diupload secara konsisten setiap waktu					

No	Pernyataan	Skor				
		(1) (STS)	(2) (TS)	(3) (KS)	(4) (S)	(5) (SS)
Brand Awareness (X2)						
Unware of Brand (Puncak Pikiran)						
1.	Saya mengenali nama dan logo merek Skintific.					
2	Saya mudah mengingat merek Skintific ketika membutuhkan produk skincare.					
3	Saya mengetahui bahwa skintific merupakan brand skincare yang memproduksi berbagai produk untuk mengatasi masalah kulit.					
Brand Recognition						
4	Saya mampu mengenal brand skintific dengan menggunakan bantuan promosi seperti iklan atau brosur					
5.	Saya mampu mengenali brand skintific Ketika melihat produk skincare dipamerkan atau ditampilkan di toko//online shop.					
6	Logo brand skintific mudah saya kenali					
Brand Recall (Ingat Merk)						
7.	Saya mampu mengingat bahwa skintific adalah brand yang menjual produk skincare meskipun tanpa melihat promosi.					
8.	Saya mampu mengingat brand skintific tanpa melihat produk atau iklannya.					
9	Saya mampu mengingat brand skintific jika saya ingin membeli					
Top Of Mind Awarness (Puncak ingatan merek)						
10	Saya sudah mengenal brand skintific					
11.	Saya sudah terbiasa membeli produk skincare di skintific					

No	Pernyataan	Skor				
		(1) (STS)	(2) (TS)	(3) (KS)	(4) (S)	(5) (SS)
Kepercayaan						
<i>Benevolence (kesungguhan/ketulusan)</i>						
1.	Saya percaya bahwa skintific memberikan pelayanan terbaik kepada konsumennya dalam setiap transaksi pembelian produk skincare					
2.	Saya percaya bahwa skintific bertanggung jawab penuh Ketika terjadi masalah atau keluhan terkait produk yang saya gunakan.					
<i>Ability (Kemampuan)</i>						
3.	Saya merasa aman menggunakan produk skintific karena informasi keamanan produk seperti ingredients dan cara pemakaian dijelaskan dengan jelas.					
4.	Saya merasa puas menggunakan produk skintific karena kualitas produknya sesuai dengan klaim yang disampaikan merek tersebut.					
5.	Saya percaya bahwa data pribadi saya (seperti Alamat atau informasi pembayaran) tidak akan disalahgunakan Ketika saya membeli produk skintific					
<i>Integrity (Integritas)</i>						
6.	Saya percaya bahwa skintific bertanggung jawab dalam menjamin keamanan dan kualitas produknya.					
7.	Saya percaya menggunakan produk skintific karena merek ini selalu memberikan informasi yang jujur dan transparan melalui penjelasan ingredients, manfaat, dan bukti hasil penggunaan.					
<i>Willingness To Depend</i>						
8.	Saya percaya bahwa skintific dapat memberikan Solusi terhadap resiko atau masalah kulit yang mungkin saya alami setelah					

	menggunakan produknya.					
9.	Saya bersedia menggunakan produk skintific secara rutin dalam perawatan kulit sehari-hari karena saya percaya dengan kualitas dan keamanannya.					

No	Pertanyaan	Skor				
		(1)	(2)	(3)	(4)	(5)
Keputusan Pembelian		(STS)	(TS)	(KS)	(S)	(SS)
Pemilihan produk						
1.	Saya memutuskan untuk membeli produk skincare skintific karena kualitas produknya bagus.					
2.	Saya memutuskan untuk membeli produk skincare skintific karena tersedia berbagai macam varian produk sesuai kebutuhan kulit.					
3.	Saya memutuskan untuk membeli produk skincare skintific karena harga dan kualitasnya sesuai.					
Pemilihan merek						
4.	Saya memutuskan membeli skincare skintific karena menyediakan berbagai pilihan produk dengan merek yang terpercaya					
Pemilihan saluran pembelian						
5.	Saya memutuskan membeli produk skincare skintific karena toko/reseller resmi skintific mudah dijangkau atau dekat (baik offline maupun online)					
6.	Saya memutuskan membeli produk skincare skintific karena produk skintific tersedia lengkap di berbagai platform belanja seperti Shopee, Tokopedia, Tiktokshop					
Pemilihan waktu pembelian						
7.	Saya memutuskan membeli produk skincare skintific pada waktu tertentu, misalnya saat					

	promo atau menjelang event diskon besar.					
8.	Saya melakukan pembelian produk skincare skintific secara berulang atau lebih dari satu kali.					
Pemilihan Jumlah Pembelian						
9.	Saya membeli produk skintific lebih dari satu item, misalnya Ketika membeli paket skincare atau restock beberapa produk sekaligus.					
Metode Pembayaran						
10.	Saya memutuskan membeli produk skincare skintific karena tersedia berbagai metode pembayaran yang mudah, seperti COD, transfer bank, e-wallet, atau paylater.					

TABULASI DATA SAMPEL AWAL

PENGARUH CONTENT MARKETING DAN BRAND AWARENESS TERHADAP KEPERCAYAAN GUNA MENINGKATKAN KEPUTUSAN PEMBELIAN SKINCARE SKINTIFIC DIKALANGAN GENERASI Z

NO	CONTENT MARKETING (X1)												TOTAL
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	
1	5	5	5	5	5	4	4	5	4	5	5	5	57
2	4	4	4	4	4	3	4	4	4	3	3	4	45
3	4	5	4	5	5	5	4	5	4	4	4	5	54
4	4	4	4	4	4	4	4	4	4	4	4	4	48
5	5	5	5	5	5	5	5	5	5	5	5	5	60
6	4	5	5	5	5	5	4	5	4	5	5	5	57
7	5	5	5	5	5	5	5	5	5	5	5	5	60
8	3	3	3	3	3	4	4	4	4	4	3	3	41
9	4	4	5	4	5	4	4	4	5	4	4	4	51
10	3	3	4	3	4	4	3	3	3	3	3	3	39
11	3	3	3	3	3	4	3	3	3	2	2	1	33
12	4	4	4	4	4	4	4	4	4	4	4	4	48
13	4	4	4	4	4	4	4	4	4	4	4	4	48
14	2	2	5	2	5	3	2	5	3	4	2	1	36
15	2	2	2	2	2	2	2	2	2	2	2	2	24
16	4	5	5	5	5	5	5	5	5	5	5	5	59
17	4	4	4	4	4	4	4	4	4	4	4	4	48
18	5	4	5	4	5	4	5	4	5	4	5	4	54
19	5	5	5	3	4	4	4	4	5	5	5	4	53
20	4	5	4	5	4	4	4	3	4	5	4	5	51
21	5	5	4	4	5	5	5	5	5	5	4	4	56
22	5	4	5	4	5	4	5	4	5	4	5	4	54
23	5	5	5	5	5	5	5	5	5	5	5	5	60
24	2	5	5	4	5	5	5	5	5	5	5	5	56
25	3	3	3	3	3	3	3	3	3	3	3	3	36
26	4	3	4	4	3	4	4	4	4	4	4	3	45
27	3	4	5	4	3	5	5	4	5	5	5	5	53
28	4	4	4	4	4	4	3	4	4	4	4	4	47
29	4	4	5	5	5	4	2	4	4	5	3	3	48
30	4	4	3	5	4	4	5	5	5	5	4	4	52

NO	KEPERCAYAAN (Z)									TOTAL
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	
1	4	4	5	4	5	5	5	5	5	42
2	4	4	4	4	4	4	4	4	4	36
3	4	5	5	5	4	4	5	4	4	40
4	4	4	4	4	4	4	4	4	4	36
5	1	1	5	5	5	5	5	5	5	37
6	4	4	4	4	5	5	5	5	4	40
7	5	5	5	5	5	5	5	5	5	45
8	3	4	4	3	4	4	4	4	3	33
9	4	5	5	4	5	4	4	4	4	39
10	3	4	4	4	4	3	3	3	4	32
11	3	2	3	3	2	3	3	3	3	25
12	4	4	4	4	4	4	4	4	4	36
13	4	4	4	4	4	4	4	4	4	36
14	2	3	3	1	1	1	1	1	1	14
15	2	2	2	2	2	2	2	2	2	18
16	5	3	5	5	5	5	5	5	5	43
17	4	4	4	4	4	4	4	4	4	36
18	4	5	4	5	4	5	4	5	4	40
19	5	4	4	5	5	5	5	5	4	42
20	4	4	4	5	4	4	4	4	4	37
21	4	4	5	4	5	4	5	5	5	41
22	4	5	4	5	4	5	4	5	4	40
23	4	5	5	5	5	5	5	5	5	44
24	5	5	4	3	4	5	4	4	4	38
25	3	3	3	3	3	3	3	3	3	27
26	4	4	4	4	4	4	4	4	4	36
27	5	5	4	3	4	4	3	3	4	35
28	4	4	4	4	4	4	4	4	4	36
29	5	5	5	5	4	3	3	3	4	37
30	4	4	5	4	5	5	5	4	5	41

NO	KEPUTUSAN PEMBELIAN (Y)										TOTAL
	X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	X4.7	X4.8	X4.9	X4.10	
1	4	4	4	5	5	4	5	5	5	5	46
2	4	4	4	3	3	4	4	5	3	4	38
3	5	5	5	4	5	5	4	5	5	4	47
4	4	4	4	4	4	4	4	4	4	4	40
5	1	1	1	1	1	1	1	1	1	1	10
6	5	5	4	4	5	5	5	5	4	5	47
7	5	5	5	5	5	5	5	5	5	5	50
8	4	4	4	4	4	4	4	4	4	4	40
9	5	4	4	5	4	4	4	4	4	4	42
10	3	3	3	3	3	3	3	3	3	3	30
11	2	3	2	3	3	3	3	3	3	3	28
12	4	4	4	4	4	4	4	4	4	4	40
13	4	4	4	4	4	4	4	4	4	4	40
14	5	5	5	1	1	5	4	3	1	1	31
15	2	1	2	2	1	1	1	1	2	2	15
16	5	5	5	5	5	5	5	3	2	5	45
17	4	4	4	4	4	4	4	4	3	4	39
18	4	5	3	5	4	5	4	5	4	5	44
19	5	5	5	5	4	4	5	4	5	4	46
20	4	4	4	4	4	4	5	4	4	5	42
21	5	5	5	5	5	5	4	4	5	5	48
22	4	5	4	5	4	5	4	5	4	5	45
23	5	5	5	5	5	5	2	5	4	5	46
24	5	2	1	1	4	2	2	5	5	5	32
25	5	5	3	3	3	4	5	5	3	4	40
26	4	5	3	4	4	4	3	4	2	4	37
27	5	5	5	4	4	5	5	4	5	5	47
28	4	5	4	4	3	4	4	4	4	4	40
29	5	5	3	4	3	5	4	2	1	4	36
30	4	4	4	4	5	5	5	3	4	5	43

HASIL UJI VALIDITAS DAN RELIABILITAS

4.1.2 Content Marketing (X1)

		Correlations												
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	TOTAL_X1
X1.1	Pearson Correlation	1	.963**	.701**	.952**	.920**	.940**	.943**	.913**	.933**	.932**	.894**	.904**	.973**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.963**	1	.754**	.950**	.917**	.914**	.939**	.891**	.905**	.930**	.869**	.862**	.963**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.701**	.754**	1	.639**	.675**	.656**	.657**	.637**	.683**	.617**	.678**	.566**	.720**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.952**	.950**	.639**	1	.965**	.949**	.988**	.951**	.939**	.939**	.867**	.925**	.981**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.920**	.917**	.675**	.965**	1	.939**	.976**	.940**	.960**	.904**	.865**	.894**	.970**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.940**	.914**	.656**	.949**	.939**	1	.962**	.959**	.980**	.924**	.899**	.856**	.971**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.943**	.939**	.657**	.988**	.976**	.962**	1	.963**	.951**	.926**	.886**	.916**	.984**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	.913**	.891**	.637**	.951**	.940**	.959**	.963**	1	.947**	.932**	.891**	.875**	.965**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson Correlation	.933**	.905**	.683**	.939**	.960**	.980**	.951**	.947**	1	.910**	.890**	.849**	.967**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.10	Pearson Correlation	.932**	.930**	.617**	.939**	.904**	.924**	.926**	.932**	.910**	1	.898**	.888**	.957**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.11	Pearson Correlation	.894**	.869**	.678**	.867**	.865**	.899**	.886**	.891**	.890**	.898**	1	.860**	.926**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.12	Pearson Correlation	.904**	.862**	.566**	.925**	.894**	.856**	.916**	.875**	.849**	.888**	.860**	1	.924**
	Sig. (2-tailed)	<.001	<.001	.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL_X1	Pearson Correlation	.973**	.963**	.720**	.981**	.970**	.971**	.984**	.965**	.967**	.957**	.926**	.924**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.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).

Reliability Statistics

Cronbach's Alpha	N of Items
.988	12

4.2.2 Brand Awareness (X2)

		Correlations											
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	TOTALX2
X2.1	Pearson Correlation	1	.898**	.895**	.907**	.895**	.913**	.904**	.869**	.852**	.878**	.897**	.945**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.898**	1	.966**	.855**	.912**	.913**	.924**	.899**	.869**	.908**	.927**	.960**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.895**	.966**	1	.840**	.916**	.898**	.930**	.917**	.903**	.895**	.913**	.961**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.907**	.855**	.840**	1	.920**	.881**	.930**	.876**	.873**	.846**	.873**	.935**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.895**	.912**	.916**	.920**	1	.880**	.985**	.943**	.956**	.880**	.935**	.975**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.913**	.913**	.898**	.881**	.880**	1	.899**	.853**	.837**	.881**	.872**	.935**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.904**	.924**	.930**	.930**	.985**	.899**	1	.953**	.970**	.899**	.922**	.984**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.869**	.899**	.917**	.876**	.943**	.853**	.953**	1	.925**	.852**	.907**	.954**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.9	Pearson Correlation	.852**	.869**	.903**	.873**	.956**	.837**	.970**	.925**	1	.872**	.895**	.949**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.10	Pearson Correlation	.878**	.908**	.895**	.846**	.880**	.881**	.899**	.852**	.872**	1	.911**	.934**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
X2.11	Pearson Correlation	.897**	.927**	.913**	.873**	.935**	.872**	.922**	.907**	.895**	.911**	1	.958**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
TOTALX2	Pearson Correlation	.945**	.960**	.961**	.935**	.975**	.935**	.984**	.954**	.949**	.934**	.958**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30

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

Reliability Statistics

Cronbach's Alpha	N of Items
.989	11

4.3.2 Kepercayaan (Z)

		Correlations									
		Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	Z.7	Z.8	Z.9	TOTAL Z
Z.1	Pearson Correlation	1	.884**	.980**	.972**	.881**	.882**	.889**	.889**	.881**	.980**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30
Z.2	Pearson Correlation	.884**	1	.860**	.832**	.764**	.825**	.800**	.800**	.756**	.897**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30
Z.3	Pearson Correlation	.980**	.860**	1	.947**	.888**	.900**	.913**	.913**	.895**	.983**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30
Z.4	Pearson Correlation	.972**	.832**	.947**	1	.847**	.819**	.825**	.857**	.846**	.944**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30
Z.5	Pearson Correlation	.881**	.764**	.888**	.847**	1	.778**	.861**	.786**	.832**	.903**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30
Z.6	Pearson Correlation	.882**	.825**	.900**	.819**	.778**	1	.895**	.931**	.833**	.931**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30
Z.7	Pearson Correlation	.889**	.800**	.913**	.825**	.861**	.895**	1	.929**	.868**	.943**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30
Z.8	Pearson Correlation	.889**	.800**	.913**	.857**	.786**	.931**	.929**	1	.828**	.939**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30
Z.9	Pearson Correlation	.881**	.756**	.895**	.846**	.832**	.833**	.868**	.828**	1	.913**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	30	30	30	30	30	30	30	30	30	30
TOTAL Z	Pearson Correlation	.980**	.897**	.983**	.944**	.903**	.931**	.943**	.939**	.913**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30	30	30	30	30

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

Reliability Statistics

Cronbach's Alpha	N of Items
.982	9

4.4.2 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	.959**	.882**	.915**	.840**	.977**	.925**	.952**	.926**	.962**	.980**
	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
Y.2	Pearson Correlation	.959**	1	.874**	.918**	.840**	.935**	.871**	.926**	.909**	.910**	.959**
	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
Y.3	Pearson Correlation	.882**	.874**	1	.843**	.870**	.857**	.848**	.866**	.845**	.877**	.918**
	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
Y.4	Pearson Correlation	.915**	.918**	.843**	1	.882**	.891**	.872**	.887**	.919**	.895**	.947**
	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
Y.5	Pearson Correlation	.840**	.840**	.870**	.882**	1	.840**	.866**	.818**	.891**	.845**	.913**
	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
Y.6	Pearson Correlation	.977**	.935**	.857**	.891**	.840**	1	.925**	.906**	.904**	.962**	.965**
	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
Y.7	Pearson Correlation	.925**	.871**	.848**	.872**	.866**	.925**	1	.913**	.904**	.950**	.953**
	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
Y.8	Pearson Correlation	.952**	.926**	.866**	.887**	.818**	.906**	.913**	1	.920**	.932**	.957**
	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
Y.9	Pearson Correlation	.926**	.909**	.845**	.919**	.891**	.904**	.904**	.920**	1	.940**	.963**
	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
Y.10	Pearson Correlation	.962**	.910**	.877**	.895**	.845**	.962**	.950**	.932**	.940**	1	.974**
	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 Y	Pearson Correlation	.980**	.959**	.918**	.947**	.913**	.965**	.953**	.957**	.963**	.974**	1
	Sig. (2-tailed)	<.001	<.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).

Reliability Statistics

Cronbach's Alpha	N of Items
.988	10

TABULASI DATA

PENGARUH *CONTENT MARKETING* DAN *BRAND AWARENESS* TERHADAP KEPERCAYAAN GUNA MENINGKATKAN KEPUTUSAN PEMBELIAN SKINCARE SCARLETT DIKALANGAN GENERASI Z

NO	CONTENT MARKETING (X1)												TOT AL
	X1. 1	X1. 2	X1. 3	X1. 4	X1. 5	X1. 6	X1. 7	X1. 8	X1. 9	X1.1 0	X1.1 1	X1.1 2	
1	1	3	1	2	1	2	1	2	1	2	1	1	18
2	2	1	3	1	5	2	4	1	2	5	2	1	29
3	2	3	1	5	1	2	3	1	3	1	4	1	27
4	3	1	4	1	5	1	3	1	3	1	4	1	28
5	3	1	5	2	1	3	4	1	4	2	5	1	32
6	2	3	2	4	1	5	2	3	1	4	1	5	33
7	1	3	1	2	1	3	1	3	5	2	1	2	25
8	3	2	1	4	2	1	4	1	5	2	1	4	30
9	3	4	3	2	3	3	4	3	4	5	2	2	38
10	1	2	5	1	3	1	4	1	5	1	2	1	27
11	3	3	3	3	3	3	3	2	3	2	3	3	34
12	1	3	3	4	4	2	3	2	5	3	3	5	38
13	3	3	4	5	4	3	3	3	5	2	3	3	41
14	4	4	4	5	5	4	4	4	4	5	4	5	52
15	4	5	4	5	4	5	4	5	4	5	4	5	54
16	4	5	3	4	5	5	5	4	5	4	4	4	52
17	4	5	4	5	4	5	4	5	4	5	4	5	54
18	5	5	5	5	5	5	5	5	5	5	5	5	60
19	4	5	4	5	4	5	5	4	4	4	5	4	53
20	5	5	5	5	5	5	5	5	5	5	5	5	60
21	3	3	2	4	2	3	4	4	2	1	3	5	36
22	5	5	5	5	5	5	5	5	5	5	5	5	60
23	1	3	4	3	4	4	5	3	4	5	4	5	45
24	5	4	4	4	5	2	4	2	4	3	3	3	43
25	5	5	5	5	5	5	5	5	5	5	5	5	60
26	4	5	4	5	5	2	4	4	5	4	5	5	52
27	5	5	3	4	5	4	5	3	1	2	2	3	42
28	3	4	4	5	4	4	3	3	5	2	3	4	44
29	5	4	5	4	5	4	5	4	5	4	5	4	54
30	5	5	4	5	4	5	5	5	5	4	4	5	56
31	4	5	4	5	4	5	4	5	5	3	4	5	53
32	5	4	5	4	5	4	5	4	5	4	5	4	54
33	4	5	5	4	5	4	5	4	4	5	5	3	53

34	4	5	5	4	5	4	4	5	4	5	5	4	54
35	4	4	4	4	4	4	4	5	5	5	5	5	53
36	4	5	2	3	5	5	4	4	5	3	3	5	48
37	4	5	1	5	1	3	5	3	5	1	4	1	38
38	1	3	1	3	5	2	1	2	1	3	4	1	27
39	1	3	1	4	1	2	2	3	1	3	1	3	25
40	2	3	1	3	2	1	4	1	2	1	2	1	23
41	5	4	5	5	4	5	3	3	5	4	5	4	52
42	3	2	4	4	3	4	5	2	4	2	5	4	42
43	3	3	4	3	4	4	4	3	3	4	3	3	41
44	1	2	1	3	1	3	1	3	1	2	1	3	22
45	3	4	3	4	3	4	4	3	4	4	3	4	43
46	1	3	5	2	1	2	4	1	3	1	4	1	28
47	4	3	4	2	4	2	4	3	3	3	4	3	39
48	1	2	5	2	1	3	4	2	1	3	1	3	28
49	4	2	3	5	3	3	4	3	4	2	4	5	42
50	2	4	1	5	1	3	1	5	1	3	4	1	31
51	4	2	5	3	4	4	5	3	4	3	3	4	44
52	2	5	1	4	2	5	1	4	1	4	1	4	34
53	2	5	1	2	2	5	1	4	4	2	5	1	34
54	4	2	5	1	3	2	4	5	1	3	4	2	36
55	3	4	3	5	3	5	3	4	2	4	5	2	43
56	4	3	5	3	4	2	4	5	1	4	3	5	43
57	3	5	1	4	2	5	1	4	2	5	2	1	35
58	5	3	3	4	5	4	3	4	4	3	5	3	46
59	4	3	4	3	4	4	4	3	2	4	2	4	41
60	4	4	4	4	4	4	4	4	4	4	4	4	48
61	3	2	5	3	1	4	5	2	3	4	1	5	38
62	5	5	5	4	4	5	5	5	4	4	4	5	55
63	5	4	5	4	5	4	5	4	5	4	5	4	54
64	4	5	4	5	4	5	4	5	4	5	4	5	54
65	4	4	4	4	4	4	3	4	4	4	4	4	47
66	3	2	4	1	4	2	1	5	3	2	4	4	35
67	5	3	4	3	5	3	4	3	4	3	4	4	45
68	4	2	5	3	4	2	1	4	2	1	5	3	36
69	4	2	1	5	3	1	4	5	3	1	5	2	36
70	5	3	3	5	4	4	4	2	4	3	4	3	44
71	1	5	2	3	1	4	1	4	2	5	2	1	31
72	4	5	2	5	3	1	4	5	2	3	1	5	40
73	3	1	3	1	3	1	3	1	3	1	3	1	24
74	4	1	5	4	2	5	1	3	5	2	4	1	37
75	4	5	4	4	5	3	4	5	3	4	5	5	51

76	4	3	5	3	5	2	1	5	4	2	3	4	41
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NO	BRAND AWARENESS (X2)											TOTAL
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7	1	5	2	5	1	4	3	2	4	2	1	37
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9	5	4	5	3	3	5	2	4	5	4	3	52
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165	2	1	2	1	2	3	1	4	2	1	3	187

166	2	1	4	3	1	3	2	3	2	1	3	191
167	3	2	1	4	5	3	2	4	5	2	1	199
168	2	4	5	2	1	4	3	5	2	1	3	200
169	2	1	4	2	1	4	2	1	3	2	1	192
170	2	1	2	1	3	1	1	3	2	3	5	194
171	1	2	1	3	2	1	2	1	3	2	1	190
172	2	1	2	4	2	1	4	3	1	2	3	197
173	3	1	3	2	3	1	3	1	3	2	1	196
174	2	2	4	5	3	1	3	2	1	4	2	203
175	2	4	1	2	3	1	3	3	1	3	3	201
176	2	2	2	1	3	2	1	3	1	3	4	200
177	1	3	2	3	3	2	1	3	2	1	3	201
178	2	5	3	1	3	1	1	2	3	1	3	203
179	1	4	5	2	1	3	4	3	3	4	2	211
180	2	1	3	1	3	2	1	3	2	1	3	202
181	1	2	3	1	3	1	2	3	3	1	4	205
182	1	3	2	1	2	4	1	1	2	3	2	204
183	2	1	3	3	2	1	3	2	3	1	3	207
184	2	1	3	2	1	3	2	1	3	2	1	205
185	2	4	1	2	3	3	1	2	3	2	4	212
186	2	3	1	3	4	3	1	3	4	3	1	214
187	2	1	3	1	3	2	1	3	2	1	3	209
188	3	1	3	4	2	5	2	1	3	2	3	217
189	3	2	1	4	3	5	3	1	3	4	4	222
190	2	3	1	3	2	1	3	2	1	2	4	214
191	2	1	2	2	4	3	1	3	2	4	1	216
192	3	2	1	3	2	1	3	2	1	3	2	215
193	2	3	2	1	3	3	2	1	3	2	2	217
194	2	4	2	1	3	2	1	3	2	1	3	218
195	4	3	1	4	4	3	5	3	2	1	3	228
196	3	4	5	3	2	5	3	1	3	3	4	232
197	5	4	3	4	2	2	1	3	4	5	4	234
198	4	4	4	3	2	1	5	4	3	3	2	233
199	3	4	5	3	2	4	5	4	3	2	3	237
200	3	5	4	3	2	4	4	5	4	3	1	238

NO	KEPERCAYAAN (Z)									TOTAL
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	
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3	2	1	3	1	3	1	4	1	2	18
4	3	1	4	1	4	1	5	1	4	24
5	3	1	4	1	5	1	3	2	1	21
6	1	3	1	5	2	3	1	4	2	22
7	1	3	1	5	1	3	1	3	1	19
8	1	4	1	4	2	5	1	3	1	22
9	3	2	3	4	4	3	3	3	2	27
10	1	3	1	4	2	1	4	1	5	22
11	3	3	3	2	3	3	3	2	3	25
12	4	2	3	2	4	2	1	3	2	23
13	3	4	5	4	2	2	3	3	4	30
14	5	3	5	4	4	5	3	3	4	36
15	4	5	4	5	4	5	4	5	4	40
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22	5	5	5	5	5	5	5	5	5	45
23	4	5	4	5	1	4	3	4	3	33
24	3	4	2	4	3	4	2	5	3	30
25	5	5	5	5	5	5	5	5	5	45
26	2	3	4	5	4	4	5	3	5	35
27	4	5	4	4	5	5	3	3	5	38
28	4	5	4	3	4	2	4	2	5	33
29	5	4	5	4	5	4	5	4	5	41
30	3	5	3	5	2	4	3	4	3	32
31	5	4	5	3	5	4	3	5	2	36
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36	4	5	5	4	3	5	3	2	4	35
37	1	4	2	5	1	5	1	4	1	24
38	1	5	3	2	1	5	2	1	3	23
39	1	4	2	2	1	4	1	4	2	21
40	1	3	1	3	1	4	1	1	2	17

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42	3	4	3	3	4	3	4	4	3	31
43	3	3	3	5	3	4	2	4	5	32
44	3	1	2	3	1	4	1	2	3	20
45	4	3	5	3	4	4	3	4	5	35
46	1	2	5	1	4	2	5	1	3	24
47	3	5	4	2	4	3	3	4	2	30
48	2	4	1	3	1	2	2	1	3	19
49	4	5	3	2	4	3	3	4	3	31
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51	4	3	5	3	4	4	5	3	4	35
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54	3	5	3	1	3	4	2	5	3	29
55	4	5	4	2	4	5	4	5	2	35
56	4	3	4	3	5	3	4	2	1	29
57	2	5	1	4	2	4	1	4	2	25
58	4	3	5	3	4	3	2	4	3	31
59	4	5	4	3	4	3	5	3	5	36
60	4	4	4	4	4	4	4	4	4	36
61	3	1	4	5	2	1	2	3	5	26
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68	3	2	5	1	4	2	5	2	2	26
69	3	1	4	2	1	5	2	3	1	22
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71	4	2	5	2	1	4	1	5	2	26
72	5	2	4	5	1	5	3	2	1	28
73	4	5	4	5	4	5	4	5	4	40
74	4	2	5	2	4	1	3	5	2	28
75	3	2	4	3	1	4	5	2	4	28
76	4	2	5	4	2	5	2	1	5	30
77	4	2	5	4	3	5	4	3	4	34
78	4	5	3	5	4	3	5	4	3	36
79	4	5	4	3	5	3	5	3	2	34
80	4	5	4	5	4	3	5	4	3	37
81	3	5	3	4	3	5	3	4	3	33
82	4	3	4	3	2	4	3	3	5	31

83	4	3	5	3	5	3	4	3	4	34
84	4	5	4	5	4	5	4	5	4	40
85	4	3	2	4	3	4	2	4	3	29
86	4	5	4	5	4	5	4	5	4	40
87	4	5	3	5	3	5	3	5	3	36
88	3	5	3	4	2	4	2	5	3	31
89	4	5	4	5	4	5	4	5	4	40
90	4	3	4	5	3	4	2	4	3	32
91	3	5	4	2	4	3	2	5	4	32
92	4	5	4	5	4	5	4	4	5	40
93	4	5	4	5	4	5	4	5	4	40
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95	4	5	4	5	4	5	3	4	5	39
96	4	2	4	5	3	5	3	4	2	32
97	4	3	5	3	4	2	4	4	4	33
98	4	5	4	5	4	5	4	5	4	40
99	4	3	4	2	4	3	4	3	4	31
100	3	4	3	4	3	4	4	5	3	33
101	4	3	2	5	2	4	5	1	4	30
102	4	3	5	3	4	3	4	5	2	33
103	5	5	5	5	5	5	5	5	5	45
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107	3	2	1	3	4	5	3	1	2	24
108	3	5	2	1	5	3	1	5	4	29
109	3	1	5	3	2	5	1	3	1	24
110	4	3	5	3	1	4	5	2	4	31
111	5	2	3	4	5	3	4	5	3	34
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113	3	4	2	4	4	3	4	5	3	32
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117	4	3	5	3	3	4	3	3	2	30
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119	3	4	2	4	4	3	3	3	3	29
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122	4	4	1	4	5	3	2	4	5	32
123	3	4	2	1	4	5	4	2	3	28
124	4	4	3	5	4	3	2	4	1	30

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126	4	5	3	4	5	3	4	2	4	34
127	4	3	5	3	2	4	1	3	5	30
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129	2	4	3	5	3	3	3	4	2	29
130	4	3	5	2	3	3	4	5	2	31
131	4	3	4	3	4	2	4	3	3	30
132	4	2	5	2	3	2	1	3	2	24
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134	5	4	4	5	3	2	3	4	2	32
135	4	3	5	4	3	2	3	2	3	29
136	3	5	3	4	3	2	3	2	4	29
137	2	4	2	1	3	4	5	2	2	25
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139	4	5	3	3	5	3	2	5	3	33
140	2	3	1	3	5	3	4	2	4	27
141	2	4	5	3	2	5	4	4	3	32
142	4	5	3	5	2	4	1	2	5	31
143	4	2	5	3	5	2	4	3	4	32
144	5	3	2	5	3	4	2	4	5	33
145	3	4	5	5	4	5	4	3	4	37
146	5	4	4	3	5	5	4	4	4	38
147	5	5	4	4	5	5	5	4	5	42
148	5	5	4	3	5	5	5	3	5	40
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152	4	4	5	3	4	5	3	4	5	37
153	3	5	3	5	1	5	3	3	5	33
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155	4	5	4	5	5	5	4	5	5	42
156	4	3	5	3	1	3	4	3	5	31
157	4	5	3	4	5	3	1	3	4	32
158	3	4	3	4	5	4	3	3	3	32
159	4	3	3	2	4	5	2	1	4	28
160	3	3	3	3	3	3	3	3	3	27
161	2	3	1	4	2	3	4	2	5	26
162	3	2	4	2	5	2	1	3	4	26
163	2	1	4	3	2	5	2	1	4	24
164	4	2	2	1	4	3	1	2	4	23
165	2	4	5	2	1	3	2	1	3	23
166	2	1	4	2	1	4	1	5	3	23

167	3	2	1	4	5	2	1	3	4	25
168	3	2	5	2	1	3	2	4	1	23
169	3	2	1	4	3	2	1	3	4	23
170	3	1	2	1	3	4	2	1	2	19
171	2	1	3	1	4	1	5	3	1	21
172	2	1	4	2	1	3	4	5	2	24
173	2	1	3	2	1	4	3	1	4	21
174	3	2	4	1	4	2	4	1	3	24
175	1	3	2	4	2	1	3	5	1	22
176	2	1	3	2	1	2	4	5	2	22
177	3	2	5	2	1	4	1	3	5	26
178	1	4	2	4	5	2	1	2	4	25
179	4	2	5	3	1	3	3	4	2	27
180	3	4	5	2	1	3	5	2	1	26
181	2	1	3	2	1	2	1	5	3	20
182	1	2	1	4	2	1	2	2	1	16
183	1	5	2	1	3	2	1	3	1	19
184	2	1	3	2	4	2	2	1	3	20
185	2	1	3	2	1	3	1	2	1	16
186	2	1	3	3	4	1	3	2	1	20
187	2	1	3	1	4	2	1	2	1	17
188	3	2	3	1	5	3	1	2	4	24
189	2	1	2	3	4	2	1	4	3	22
190	3	5	3	1	2	3	4	5	3	29
191	2	4	5	3	1	3	4	2	1	25
192	3	4	2	1	4	5	3	2	1	25
193	1	3	2	4	1	3	2	1	3	20
194	3	5	1	3	2	3	1	3	3	24
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196	2	4	2	1	4	5	1	2	4	25
197	3	2	2	1	4	4	5	3	2	26
198	4	3	2	1	3	3	5	4	3	28
199	4	5	4	2	3	5	4	2	3	32
200	4	3	5	3	2	3	1	4	3	28

NO	KEPUTUSAN PEMBELIAN (Y)										TOTAL L
	X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	X4.7	X4.8	X4.9	X4.10	
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2	2	3	1	4	1	5	1	3	1	4	25
3	4	2	5	1	2	1	3	1	3	1	23
4	2	4	1	5	1	3	1	5	2	1	25
5	4	3	1	5	2	3	1	5	1	3	28
6	2	1	4	2	1	5	3	4	1	4	27
7	4	1	5	2	1	3	1	4	1	5	27
8	3	1	3	4	1	3	4	1	5	2	27
9	4	4	2	3	4	4	2	4	2	3	32
10	1	3	2	4	1	5	2	1	3	1	23
11	3	3	2	3	3	3	1	3	2	3	26
12	4	5	4	2	3	1	3	2	3	1	28
13	2	2	3	3	5	2	4	1	3	4	29
14	3	4	5	5	4	1	3	4	4	5	38
15	3	4	5	4	4	2	3	5	4	4	38
16	4	5	4	5	4	5	3	5	4	5	44
17	4	5	4	5	4	5	4	5	4	5	45
18	5	5	5	5	5	5	5	5	4	5	49
19	4	5	2	3	5	5	4	4	5	5	42
20	5	5	5	5	5	5	5	5	5	5	50
21	4	5	4	5	2	1	2	2	2	2	29
22	5	5	5	5	5	5	5	5	5	5	50
23	4	5	4	5	4	5	4	5	4	5	45
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25	5	5	5	5	5	5	5	5	5	5	50
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27	3	3	3	5	4	5	5	4	3	5	40
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34	3	5	4	4	5	2	3	3	5	2	36
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38	5	2	4	1	5	2	4	1	5	3	32
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40	1	3	1	3	1	3	1	3	1	3	20

41	3	5	5	3	4	5	4	5	4	5	43
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43	3	2	4	3	5	1	3	5	3	3	32
44	2	1	4	1	2	4	1	1	3	1	20
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46	2	4	1	2	3	5	1	2	4	2	26
47	4	3	4	5	3	4	3	4	3	3	36
48	2	3	1	4	1	5	2	1	3	1	23
49	4	2	3	4	2	3	3	2	5	3	31
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51	3	2	3	4	3	2	3	4	5	2	31
52	1	5	1	3	1	4	1	5	1	3	25
53	4	1	5	1	3	1	4	1	4	2	26
54	1	5	3	1	4	1	4	1	4	5	29
55	3	2	1	5	2	3	2	4	2	4	28
56	4	5	2	3	3	5	3	4	2	5	36
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68	3	5	1	4	1	3	1	4	5	2	29
69	4	3	5	1	3	2	4	1	4	5	32
70	4	2	4	3	4	4	5	3	4	2	35
71	3	4	5	3	1	5	3	2	1	3	30
72	3	5	3	1	5	3	2	5	1	4	32
73	4	5	4	5	3	2	1	5	2	1	32
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75	3	5	2	1	4	3	5	3	1	5	32
76	3	5	2	1	4	3	5	1	4	3	31
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79	4	5	3	5	3	4	5	3	5	3	40
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81	3	3	3	4	5	2	4	3	4	5	36
82	4	2	4	5	2	4	2	3	3	4	33

83	4	3	4	2	5	3	3	4	2	5	35
84	4	5	4	5	4	5	4	5	4	5	45
85	4	3	5	3	4	2	4	4	2	3	34
86	3	5	3	5	3	5	3	5	3	5	40
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88	3	2	4	3	2	4	3	2	3	4	30
89	4	5	4	5	4	5	4	5	4	5	45
90	4	3	2	5	3	4	3	5	2	3	34
91	3	2	5	3	3	5	4	3	5	2	35
92	4	5	4	5	4	5	4	5	4	5	45
93	4	5	3	5	4	4	5	4	4	5	43
94	2	3	4	2	5	3	4	3	4	2	32
95	4	5	4	5	4	5	4	4	5	3	43
96	3	4	5	2	3	4	3	5	3	3	35
97	3	5	3	3	4	3	4	3	3	4	35
98	4	5	4	5	4	5	4	5	4	5	45
99	3	5	3	4	2	5	4	3	4	3	36
100	3	5	3	4	2	4	4	3	5	4	37
101	4	5	3	1	3	1	3	2	1	3	26
102	4	2	3	5	3	3	4	4	5	2	35
103	5	5	5	5	5	5	5	5	5	5	50
104	4	5	4	5	4	4	5	4	5	4	44
105	4	5	4	5	4	5	4	5	4	5	45
106	4	2	1	2	3	1	3	1	3	2	22
107	3	1	3	2	1	4	2	1	1	1	19
108	4	5	1	3	2	4	1	5	2	1	28
109	3	1	5	3	1	1	2	4	5	2	27
110	1	2	4	1	5	3	4	5	2	4	31
111	3	4	4	3	5	4	3	5	4	3	38
112	4	3	4	2	4	3	2	5	2	4	33
113	3	4	2	5	2	2	3	4	5	4	34
114	4	3	5	3	4	3	4	5	3	4	38
115	4	3	2	3	5	4	2	4	3	2	32
116	4	2	5	4	3	2	5	4	3	2	34
117	4	3	4	2	4	2	3	4	3	2	31
118	4	5	4	2	2	2	4	5	3	1	32
119	4	3	5	2	4	4	2	3	5	4	36
120	3	4	5	2	2	3	5	4	3	3	34
121	4	3	2	5	4	2	3	2	4	5	34
122	4	3	2	4	5	2	4	3	4	5	36
123	3	4	2	5	1	4	2	4	5	3	33
124	4	5	3	2	4	5	3	2	4	5	37

125	4	3	3	5	2	1	4	5	3	2	32
126	3	5	4	2	5	3	4	5	3	5	39
127	4	3	5	3	2	4	2	1	3	4	31
128	4	3	5	3	4	2	4	3	4	5	37
129	3	2	4	3	3	3	4	3	3	3	31
130	4	5	3	4	2	5	3	4	3	5	38
131	5	4	2	3	4	2	4	2	3	4	33
132	4	2	1	4	2	1	3	5	2	3	27
133	3	3	3	5	4	2	4	2	4	3	33
134	3	3	5	2	3	3	4	2	5	5	35
135	3	2	2	1	4	2	1	4	5	4	28
136	4	2	4	3	5	3	4	3	5	3	36
137	3	4	2	4	5	2	1	4	3	5	33
138	3	5	2	1	4	5	4	4	5	2	35
139	4	3	2	1	5	4	2	3	2	3	29
140	4	5	3	2	1	5	4	3	3	4	34
141	4	5	3	2	4	5	3	1	3	4	34
142	3	5	4	2	5	1	4	3	3	5	35
143	2	4	5	3	2	4	3	5	3	4	35
144	4	5	2	3	1	3	3	2	5	3	31
145	5	4	5	5	4	5	5	5	5	5	48
146	4	5	5	5	5	5	4	5	5	5	48
147	5	5	4	5	5	5	5	5	4	4	47
148	4	5	4	4	5	5	5	5	5	5	47
149	3	4	5	5	4	4	5	5	5	5	45
150	4	2	5	4	3	5	2	4	5	4	38
151	4	2	5	1	3	4	2	5	3	2	31
152	4	3	5	3	2	4	5	3	4	2	35
153	3	5	3	2	3	4	5	2	5	4	36
154	3	5	5	4	4	3	4	5	4	5	42
155	4	4	5	5	5	4	5	5	4	5	46
156	3	2	4	5	4	3	1	3	5	3	33
157	4	3	5	3	5	2	5	3	5	4	39
158	4	4	2	3	3	4	5	3	2	4	34
159	3	4	4	5	3	4	5	3	5	3	39
160	3	3	3	3	3	3	3	3	3	3	30
161	4	5	2	1	3	1	2	3	1	4	26
162	3	5	3	1	2	4	3	2	5	3	31
163	3	2	5	2	1	4	2	1	4	2	26
164	3	2	1	3	5	4	2	1	3	2	26
165	3	2	1	4	5	2	1	3	2	5	28
166	3	2	1	5	2	3	1	4	1	4	26

167	3	5	2	1	3	2	1	4	5	4	30
168	2	1	3	2	4	1	2	1	3	3	22
169	2	4	5	3	2	1	2	3	1	5	28
170	4	2	1	3	2	1	3	4	2	1	23
171	2	1	4	2	1	4	2	1	2	4	23
172	3	1	4	5	2	1	3	2	1	4	26
173	4	3	2	1	4	3	1	5	4	3	30
174	2	1	4	2	1	4	5	2	1	3	25
175	3	4	2	1	3	4	5	2	1	3	28
176	2	3	1	4	5	2	1	4	1	4	27
177	3	2	5	1	2	1	3	2	4	1	24
178	3	2	5	1	3	2	1	4	5	2	28
179	3	5	2	1	4	5	3	1	5	3	32
180	3	2	5	4	2	1	3	4	3	5	32
181	3	5	1	3	2	1	3	3	2	4	27
182	1	2	3	1	2	3	2	3	2	3	22
183	2	1	3	1	4	1	2	1	3	2	20
184	2	1	4	2	1	3	4	2	1	3	23
185	2	1	3	4	2	1	2	3	1	4	23
186	2	1	3	2	3	1	4	2	1	4	23
187	3	2	3	1	3	1	3	2	1	4	23
188	3	4	1	2	1	3	1	4	2	1	22
189	3	4	2	5	3	1	4	2	1	3	28
190	3	2	1	4	4	2	4	5	2	4	31
191	2	1	3	5	3	2	1	4	4	3	28
192	3	4	2	1	3	3	2	3	4	2	27
193	3	5	2	1	3	1	4	3	2	4	28
194	3	4	5	2	3	1	4	5	2	1	30
195	3	5	3	1	3	2	1	4	3	1	26
196	3	2	1	4	3	5	2	1	3	2	26
197	3	4	2	1	3	4	2	1	3	4	27
198	3	5	4	3	2	1	3	2	3	1	27
199	3	5	4	2	4	4	5	3	2	1	33
200	4	5	3	2	4	5	3	2	1	3	32

HASIL UJI VALIDITAS DAN RELIABILITAS

Content Marketing (X1)

		Correlations												
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	TOTAL_X1
X1.1	Pearson Correlation	1	.654**	.693**	.632**	.659**	.607**	.658**	.619**	.626**	.614**	.616**	.580**	.874**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.2	Pearson Correlation	.654**	1	.429**	.590**	.528**	.554**	.561**	.523**	.476**	.511**	.458**	.429**	.738**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.3	Pearson Correlation	.693**	.429**	1	.440**	.530**	.519**	.589**	.491**	.605**	.536**	.555**	.553**	.765**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.4	Pearson Correlation	.632**	.590**	.440**	1	.484**	.574**	.535**	.602**	.503**	.525**	.542**	.430**	.754**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.5	Pearson Correlation	.659**	.528**	.530**	.484**	1	.559**	.565**	.521**	.567**	.436**	.538**	.513**	.759**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.6	Pearson Correlation	.607**	.554**	.519**	.574**	.559**	1	.544**	.417**	.558**	.488**	.523**	.488**	.754**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.7	Pearson Correlation	.658**	.561**	.589**	.535**	.565**	.544**	1	.474**	.504**	.468**	.595**	.502**	.775**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.8	Pearson Correlation	.619**	.523**	.491**	.602**	.521**	.417**	.474**	1	.489**	.543**	.507**	.521**	.734**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.9	Pearson Correlation	.626**	.476**	.605**	.503**	.567**	.558**	.504**	.489**	1	.495**	.517**	.471**	.748**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.10	Pearson Correlation	.614**	.511**	.536**	.525**	.436**	.488**	.468**	.543**	.495**	1	.465**	.541**	.726**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.11	Pearson Correlation	.616**	.458**	.555**	.542**	.538**	.523**	.595**	.507**	.517**	.465**	1	.480**	.746**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.12	Pearson Correlation	.580**	.429**	.553**	.430**	.513**	.488**	.502**	.521**	.471**	.541**	.480**	1	.716**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
TOTAL_X1	Pearson Correlation	.874**	.738**	.765**	.754**	.759**	.754**	.775**	.734**	.748**	.726**	.746**	.716**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200

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

Reliability Statistics

Cronbach's Alpha	N of Items
.932	12

Brand Awareness (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	TOTAL_X2
X2.1	Pearson Correlation	1	.496**	.590**	.526**	.554**	.570**	.614**	.512**	.538**	.522**	.522**	.792**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200
X2.2	Pearson Correlation	.496**	1	.429**	.526**	.440**	.587**	.542**	.528**	.598**	.508**	.523**	.761**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200
X2.3	Pearson Correlation	.590**	.429**	1	.462**	.385**	.529**	.575**	.507**	.540**	.389**	.585**	.738**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200
X2.4	Pearson Correlation	.526**	.526**	.462**	1	.390**	.484**	.506**	.499**	.531**	.476**	.516**	.726**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200
X2.5	Pearson Correlation	.554**	.440**	.385**	.390**	1	.432**	.471**	.458**	.412**	.483**	.475**	.680**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200
X2.6	Pearson Correlation	.570**	.587**	.529**	.484**	.432**	1	.516**	.490**	.535**	.512**	.529**	.762**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200
X2.7	Pearson Correlation	.614**	.542**	.575**	.506**	.471**	.516**	1	.498**	.438**	.552**	.540**	.773**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200
X2.8	Pearson Correlation	.512**	.528**	.507**	.499**	.458**	.490**	.498**	1	.405**	.418**	.523**	.715**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200
X2.9	Pearson Correlation	.538**	.598**	.540**	.531**	.412**	.535**	.438**	.405**	1	.410**	.506**	.726**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200
X2.10	Pearson Correlation	.522**	.508**	.389**	.476**	.483**	.512**	.552**	.418**	.410**	1	.396**	.700**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200
X2.11	Pearson Correlation	.522**	.523**	.585**	.516**	.475**	.529**	.540**	.523**	.506**	.396**	1	.748**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	200	200	200	200	200	200	200	200	200	200	200	200
TOTAL_X2	Pearson Correlation	.792**	.761**	.738**	.726**	.680**	.762**	.773**	.715**	.726**	.700**	.748**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	200	200	200	200	200	200	200	200	200	200	200	200

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

Reliability Statistics

Cronbach's Alpha	N of Items
.916	11

Kepercayaan (Z)

Correlations

		Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	Z.7	Z.8	Z.9	TOTAL.Z
Z.1	Pearson Correlation	1	.477**	.638**	.544**	.628**	.546**	.584**	.651**	.544**	.817**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200
Z.2	Pearson Correlation	.477**	1	.419**	.568**	.526**	.529**	.502**	.567**	.532**	.756**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200
Z.3	Pearson Correlation	.638**	.419**	1	.409**	.490**	.458**	.490**	.568**	.523**	.729**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200
Z.4	Pearson Correlation	.544**	.568**	.409**	1	.476**	.533**	.493**	.554**	.587**	.759**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200
Z.5	Pearson Correlation	.628**	.526**	.490**	.476**	1	.469**	.465**	.622**	.521**	.766**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200
Z.6	Pearson Correlation	.546**	.529**	.458**	.533**	.469**	1	.451**	.499**	.517**	.732**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200
Z.7	Pearson Correlation	.584**	.502**	.490**	.493**	.465**	.451**	1	.455**	.427**	.718**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200
Z.8	Pearson Correlation	.651**	.567**	.568**	.554**	.622**	.499**	.455**	1	.455**	.788**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200
Z.9	Pearson Correlation	.544**	.532**	.523**	.587**	.521**	.517**	.427**	.455**	1	.750**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	200	200	200	200	200	200	200	200	200	200
TOTAL.Z	Pearson Correlation	.817**	.756**	.729**	.759**	.766**	.732**	.718**	.788**	.750**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	200	200	200	200	200	200	200	200	200	200

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

Reliability Statistics

Cronbach's Alpha	N of Items
.906	9

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	.481**	.539**	.528**	.535**	.523**	.486**	.551**	.524**	.480**	.715**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200
Y.2	Pearson Correlation	.481**	1	.485**	.521**	.549**	.679**	.507**	.515**	.516**	.546**	.756**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200
Y.3	Pearson Correlation	.539**	.485**	1	.618**	.571**	.575**	.622**	.563**	.620**	.563**	.800**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200
Y.4	Pearson Correlation	.528**	.521**	.618**	1	.625**	.547**	.566**	.661**	.534**	.623**	.813**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200
Y.5	Pearson Correlation	.535**	.549**	.571**	.625**	1	.617**	.542**	.596**	.592**	.631**	.813**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200
Y.6	Pearson Correlation	.523**	.679**	.575**	.547**	.617**	1	.536**	.458**	.596**	.520**	.788**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200
Y.7	Pearson Correlation	.486**	.507**	.622**	.566**	.542**	.536**	1	.455**	.523**	.526**	.746**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200
Y.8	Pearson Correlation	.551**	.515**	.563**	.661**	.596**	.458**	.455**	1	.453**	.605**	.760**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200
Y.9	Pearson Correlation	.524**	.516**	.620**	.534**	.592**	.596**	.523**	.453**	1	.441**	.751**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	200	200	200	200	200	200	200	200	200	200	200
Y.10	Pearson Correlation	.480**	.546**	.563**	.623**	.631**	.520**	.526**	.605**	.441**	1	.770**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	200	200	200	200	200	200	200	200	200	200	200
TOTAL Y	Pearson Correlation	.715**	.756**	.800**	.813**	.813**	.788**	.746**	.760**	.751**	.770**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	200	200	200	200	200	200	200	200	200	200	200

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

Reliability Statistics

Cronbach's Alpha	N of Items
.924	10

Frequency Tabel

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	18	9.0	9.0	9.0
	2.00	26	13.0	13.0	22.0
	3.00	51	25.5	25.5	47.5
	4.00	77	38.5	38.5	86.0
	5.00	28	14.0	14.0	100.0
Total		200	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	19	9.5	9.5	9.5
	2.00	21	10.5	10.5	20.0
	3.00	54	27.0	27.0	47.0
	4.00	36	18.0	18.0	65.0
	5.00	70	35.0	35.0	100.0
Total		200	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	23	11.5	11.5	11.5
	2.00	32	16.0	16.0	27.5
	3.00	43	21.5	21.5	49.0
	4.00	56	28.0	28.0	77.0
	5.00	46	23.0	23.0	100.0
Total		200	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	19	9.5	9.5	9.5
	2.00	28	14.0	14.0	23.5
	3.00	47	23.5	23.5	47.0
	4.00	49	24.5	24.5	71.5
	5.00	57	28.5	28.5	100.0
Total		200	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	28	14.0	14.0	14.0
	2.00	20	10.0	10.0	24.0
	3.00	47	23.5	23.5	47.5
	4.00	57	28.5	28.5	76.0
	5.00	48	24.0	24.0	100.0
Total		200	100.0	100.0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	19	9.5	9.5	9.5
	2.00	40	20.0	20.0	29.5
	3.00	44	22.0	22.0	51.5
	4.00	51	25.5	25.5	77.0
	5.00	46	23.0	23.0	100.0
Total		200	100.0	100.0	

X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	31	15.5	15.5	15.5
	2.00	24	12.0	12.0	27.5
	3.00	37	18.5	18.5	46.0
	4.00	69	34.5	34.5	80.5
	5.00	39	19.5	19.5	100.0
Total		200	100.0	100.0	

X1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	23	11.5	11.5	11.5
	2.00	22	11.0	11.0	22.5
	3.00	47	23.5	23.5	46.0
	4.00	49	24.5	24.5	70.5
	5.00	59	29.5	29.5	100.0
Total		200	100.0	100.0	

X1.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	23	11.5	11.5	11.5
	2.00	22	11.0	11.0	22.5
	3.00	49	24.5	24.5	47.0
	4.00	60	30.0	30.0	77.0
	5.00	46	23.0	23.0	100.0
Total		200	100.0	100.0	

X1.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	30	15.0	15.0	15.0
	2.00	37	18.5	18.5	33.5
	3.00	48	24.0	24.0	57.5
	4.00	42	21.0	21.0	78.5
	5.00	43	21.5	21.5	100.0
Total		200	100.0	100.0	

X1.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	18	9.0	9.0	9.0
	2.00	25	12.5	12.5	21.5
	3.00	54	27.0	27.0	48.5
	4.00	59	29.5	29.5	78.0
	5.00	44	22.0	22.0	100.0
Total		200	100.0	100.0	

X1.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	29	14.5	14.5	14.5
	2.00	33	16.5	16.5	31.0
	3.00	42	21.0	21.0	52.0
	4.00	44	22.0	22.0	74.0
	5.00	52	26.0	26.0	100.0
Total		200	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	17	8.5	8.5	8.5
	2.00	40	20.0	20.0	28.5
	3.00	46	23.0	23.0	51.5
	4.00	71	35.5	35.5	87.0
	5.00	26	13.0	13.0	100.0
Total		200	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	19	9.5	9.5	9.5
	2.00	19	9.5	9.5	19.0
	3.00	50	25.0	25.0	44.0
	4.00	40	20.0	20.0	64.0
	5.00	72	36.0	36.0	100.0
Total		200	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	25	12.5	12.5	12.5
	2.00	35	17.5	17.5	30.0
	3.00	51	25.5	25.5	55.5
	4.00	50	25.0	25.0	80.5
	5.00	39	19.5	19.5	100.0
Total		200	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	19	9.5	9.5	9.5
	2.00	29	14.5	14.5	24.0
	3.00	53	26.5	26.5	50.5
	4.00	50	25.0	25.0	75.5
	5.00	49	24.5	24.5	100.0
Total		200	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	23	11.5	11.5	11.5
	2.00	39	19.5	19.5	31.0
	3.00	50	25.0	25.0	56.0
	4.00	50	25.0	25.0	81.0
	5.00	38	19.0	19.0	100.0
Total		200	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	24	12.0	12.0	12.0
	2.00	23	11.5	11.5	23.5
	3.00	42	21.0	21.0	44.5
	4.00	52	26.0	26.0	70.5
	5.00	59	29.5	29.5	100.0
Total		200	100.0	100.0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	34	17.0	17.0	17.0
	2.00	30	15.0	15.0	32.0
	3.00	50	25.0	25.0	57.0
	4.00	48	24.0	24.0	81.0
	5.00	38	19.0	19.0	100.0
Total		200	100.0	100.0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	24	12.0	12.0	12.0
	2.00	26	13.0	13.0	25.0
	3.00	61	30.5	30.5	55.5
	4.00	45	22.5	22.5	78.0
	5.00	44	22.0	22.0	100.0
Total		200	100.0	100.0	

X2.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	20	10.0	10.0	10.0
	2.00	27	13.5	13.5	23.5
	3.00	59	29.5	29.5	53.0
	4.00	49	24.5	24.5	77.5
	5.00	45	22.5	22.5	100.0
Total		200	100.0	100.0	

X2.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	24	12.0	12.0	12.0
	2.00	31	15.5	15.5	27.5
	3.00	39	19.5	19.5	47.0
	4.00	57	28.5	28.5	75.5
	5.00	49	24.5	24.5	100.0
Total		200	100.0	100.0	

X2.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	19	9.5	9.5	9.5
	2.00	29	14.5	14.5	24.0
	3.00	63	31.5	31.5	55.5
	4.00	49	24.5	24.5	80.0
	5.00	40	20.0	20.0	100.0
Total		200	100.0	100.0	

Z.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	19	9.5	9.5	9.5
	2.00	26	13.0	13.0	22.5
	3.00	56	28.0	28.0	50.5
	4.00	79	39.5	39.5	90.0
	5.00	20	10.0	10.0	100.0
Total		200	100.0	100.0	

Z.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	22	11.0	11.0	11.0
	2.00	29	14.5	14.5	25.5
	3.00	48	24.0	24.0	49.5
	4.00	37	18.5	18.5	68.0
	5.00	64	32.0	32.0	100.0
Total		200	100.0	100.0	

Z.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	18	9.0	9.0	9.0
	2.00	28	14.0	14.0	23.0
	3.00	41	20.5	20.5	43.5
	4.00	61	30.5	30.5	74.0
	5.00	52	26.0	26.0	100.0
Total		200	100.0	100.0	

Z.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	24	12.0	12.0	12.0
	2.00	34	17.0	17.0	29.0
	3.00	46	23.0	23.0	52.0
	4.00	49	24.5	24.5	76.5
	5.00	47	23.5	23.5	100.0
Total		200	100.0	100.0	

Z.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	31	15.5	15.5	15.5
	2.00	26	13.0	13.0	28.5
	3.00	37	18.5	18.5	47.0
	4.00	69	34.5	34.5	81.5
	5.00	37	18.5	18.5	100.0
Total		200	100.0	100.0	

Z.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	15	7.5	7.5	7.5
	2.00	30	15.0	15.0	22.5
	3.00	55	27.5	27.5	50.0
	4.00	39	19.5	19.5	69.5
	5.00	61	30.5	30.5	100.0
Total		200	100.0	100.0	

Z.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	36	18.0	18.0	18.0
	2.00	29	14.5	14.5	32.5
	3.00	46	23.0	23.0	55.5
	4.00	56	28.0	28.0	83.5
	5.00	33	16.5	16.5	100.0
Total		200	100.0	100.0	

Z.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	22	11.0	11.0	11.0
	2.00	34	17.0	17.0	28.0
	3.00	46	23.0	23.0	51.0
	4.00	52	26.0	26.0	77.0
	5.00	46	23.0	23.0	100.0
Total		200	100.0	100.0	

Z.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	23	11.5	11.5	11.5
	2.00	35	17.5	17.5	29.0
	3.00	50	25.0	25.0	54.0
	4.00	58	29.0	29.0	83.0
	5.00	34	17.0	17.0	100.0
Total		200	100.0	100.0	

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	4.0	4.0	4.0
	2.00	22	11.0	11.0	15.0
	3.00	76	38.0	38.0	53.0
	4.00	82	41.0	41.0	94.0
	5.00	12	6.0	6.0	100.0
Total		200	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	20	10.0	10.0	10.0
	2.00	34	17.0	17.0	27.0
	3.00	39	19.5	19.5	46.5
	4.00	32	16.0	16.0	62.5
	5.00	75	37.5	37.5	100.0
Total		200	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	22	11.0	11.0	11.0
	2.00	33	16.5	16.5	27.5
	3.00	38	19.0	19.0	46.5
	4.00	53	26.5	26.5	73.0
	5.00	54	27.0	27.0	100.0
Total		200	100.0	100.0	

Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	35	17.5	17.5	17.5
	2.00	35	17.5	17.5	35.0
	3.00	41	20.5	20.5	55.5
	4.00	33	16.5	16.5	72.0
	5.00	56	28.0	28.0	100.0
Total		200	100.0	100.0	

Y.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	24	12.0	12.0	12.0
	2.00	33	16.5	16.5	28.5
	3.00	44	22.0	22.0	50.5
	4.00	59	29.5	29.5	80.0
	5.00	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

Y.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	31	15.5	15.5	15.5
	2.00	36	18.0	18.0	33.5
	3.00	39	19.5	19.5	53.0
	4.00	44	22.0	22.0	75.0
	5.00	50	25.0	25.0	100.0
	Total	200	100.0	100.0	

Y.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	26	13.0	13.0	13.0
	2.00	34	17.0	17.0	30.0
	3.00	44	22.0	22.0	52.0
	4.00	63	31.5	31.5	83.5
	5.00	33	16.5	16.5	100.0
	Total	200	100.0	100.0	

Y.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	24	12.0	12.0	12.0
	2.00	29	14.5	14.5	26.5
	3.00	43	21.5	21.5	48.0
	4.00	47	23.5	23.5	71.5
	5.00	57	28.5	28.5	100.0
	Total	200	100.0	100.0	

Y.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	26	13.0	13.0	13.0
	2.00	27	13.5	13.5	26.5
	3.00	47	23.5	23.5	50.0
	4.00	51	25.5	25.5	75.5
	5.00	49	24.5	24.5	100.0
	Total	200	100.0	100.0	

Y.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	20	10.0	10.0	10.0
	2.00	29	14.5	14.5	24.5
	3.00	50	25.0	25.0	49.5
	4.00	47	23.5	23.5	73.0
	5.00	54	27.0	27.0	100.0
	Total	200	100.0	100.0	

UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		200	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	3.01443058	
Most Extreme Differences	Absolute	.047	
	Positive	.047	
	Negative	-.037	
Test Statistic		.047	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.366	
	99% Confidence Interval	Lower Bound	.353
		Upper Bound	.378

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Hasil Uji Variabel *Content Marketing* (X1) Terhadap Keputusan Pembelian (Y)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Content Marketing ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.879 ^a	.773	.772	3.52107	.773	673.045	1	198	<.001

a. Predictors: (Constant), Content Marketing

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.947	1.088		5.464	<.001
	Content Marketing	.677	.026	.879	25.943	<.001

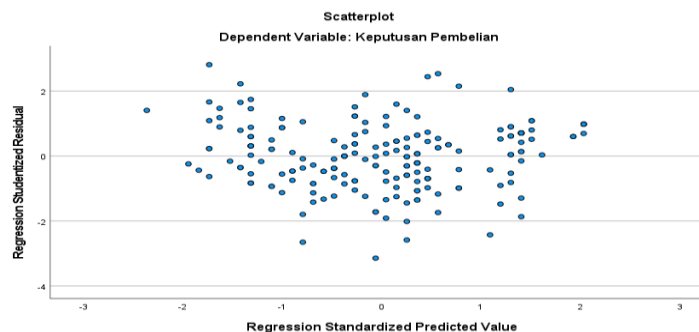
a. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8344.366	1	8344.366	673.045	<.001 ^b
	Residual	2454.789	198	12.398		
	Total	10799.155	199			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Content Marketing



Hasil Uji Variabel Brand Awareness (X2) Terhadap Keputusan Pembelian (Y)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Awareness ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.801 ^a	.641	.639	4.42331	.641	353.945	1	198	<.001

a. Predictors: (Constant), Brand Awareness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.825	1.345		6.562	<.001
	Brand Awareness	.671	.036	.801	18.813	<.001

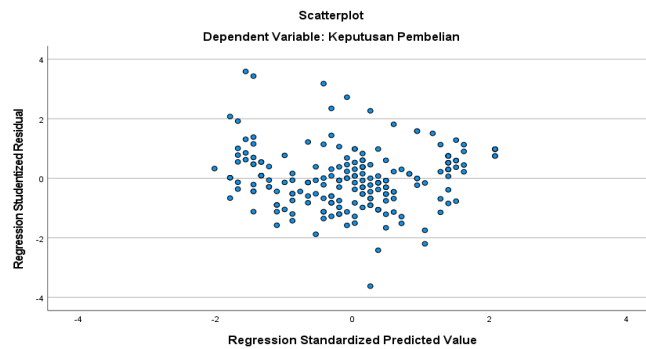
a. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6925.159	1	6925.159	353.945	<.001 ^b
	Residual	3873.996	198	19.566		
	Total	10799.155	199			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Awareness



Hasil Uji Variabel Content Marketing (X1) Terhadap Kepercayaan (Z)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Content Marketing ^b	.	Enter

a. Dependent Variable: Kepercayaan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.880 ^a	.774	.773	3.23037	.774	678.731	1	198	<.001

a. Predictors: (Constant), Content Marketing

ANOVA^a

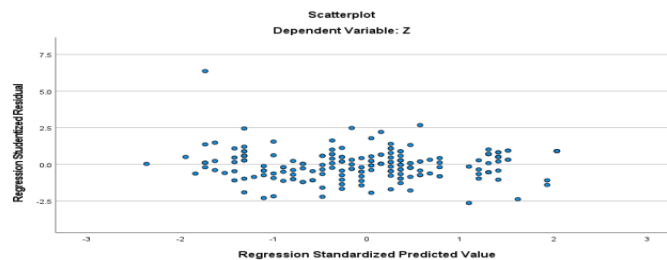
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7082.765	1	7082.765	678.731	<.001 ^b
	Residual	2066.190	198	10.435		
	Total	9148.955	199			

a. Dependent Variable: Kepercayaan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.660	.999		4.667	<.001
	Content Marketing	.624	.024	.880	26.052	<.001

a. Dependent Variable: Kepercayaan



Hasil Uji Variabel *Brand Awareness* (X2) Terhadap Kepercayaan (Y)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Awareness ^b		Enter

a. Dependent Variable: Kepercayaan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.815 ^a	.663	.662	3.94343	.663	390.333	1	198	<.001

a. Predictors: (Constant), Brand Awareness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6069.928	1	6069.928	390.333	<.001 ^b
	Residual	3079.027	198	15.551		
	Total	9148.955	199			

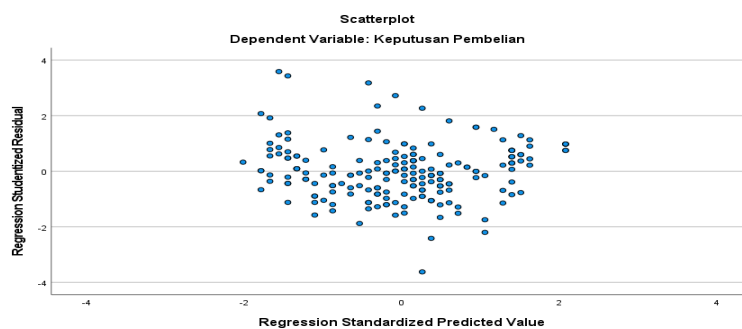
a. Dependent Variable: Kepercayaan

b. Predictors: (Constant), Brand Awareness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.945	1.199		5.792	<.001
	Brand Awareness	.628	.032	.815	19.757	<.001

a. Dependent Variable: Kepercayaan



Hasil Uji Variabel Kepercayaan (Z) Terhadap Keputusan Pembelian (Y)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepercayaan ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.890 ^a	.791	.790	3.37341	.791	750.967	1	198	<.001

a. Predictors: (Constant), Kepercayaan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8545.933	1	8545.933	750.967	<.001 ^b
	Residual	2253.222	198	11.380		
	Total	10799.155	199			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kepercayaan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.455	1.084		4.109	<.001
	Kepercayaan	.966	.035	.890	27.404	<.001

a. Dependent Variable: Keputusan Pembelian

