

LAMPIRAN

1. Lampiran Hasil Analisis Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Digital Marketing	100	8	23	15.04	2.846
Kualitas Pelayanan	100	4	12	7.81	2.092
Citra Merek	100	4	11	7.31	1.998
Keputusan Pembelian	100	5	15	9.33	2.383
Valid N (listwise)	100				

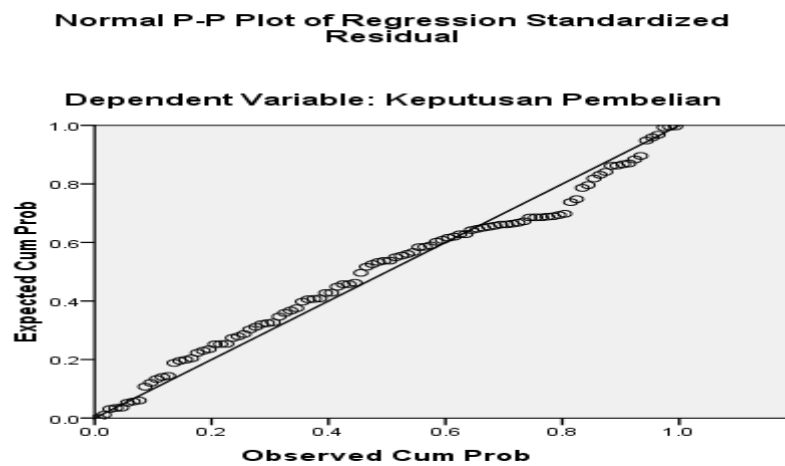
2. Lampiran Hasil Uji Validitas

ITEM	r hitung	r tabel	KET
x1.1	0.621	0.195	val
x1.2	0.518	0.195	val
x1.3	0.611	0.195	val
x1.4	0.615	0.195	val
x1.5	0.560	0.195	val
x1.6	0.462	0.195	val
x1.7	0.652	0.195	val
x1.8	0.582	0.195	val
x2.1	0.771	0.195	val
x2.2	0.761	0.195	val
x2.3	0.676	0.195	val
x2.4	0.737	0.195	val
x3.1	0.775	0.195	val
x3.2	0.755	0.195	val
x3.3	0.718	0.195	val
x3.4	0,720	0,195	val
y1	0,664	0,195	val
y2	0,701	0,195	val
y3	0,698	0,195	val
y4	0,687	0,195	val
y5	0,721	0,195	val

3. Lampiran Hasil Uji Reliabilitas

Variabel	<i>Alfa Cornbach</i>	Keterangan
Digital Marketing (X1)	0,717	Reliabel
Kualitas Layanan (X2)	0,720	Reliabel
Citra Merek (X3)	0,727	Reliabel
Keputusan Pembelian(Y)	0,730	Reliabel

4. Lampiran Uji Normalitas



5. Lampiran Uji Multikolinieritas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Digital Marketing	.995	1.005
	Kualitas Pelayanan	.959	1.043
	Citra Merek	.963	1.038

a. Dependent Variable: Keputusan Pembelian

6. Lampiran Hasil Uji Autokorelasi

Model Summary^b

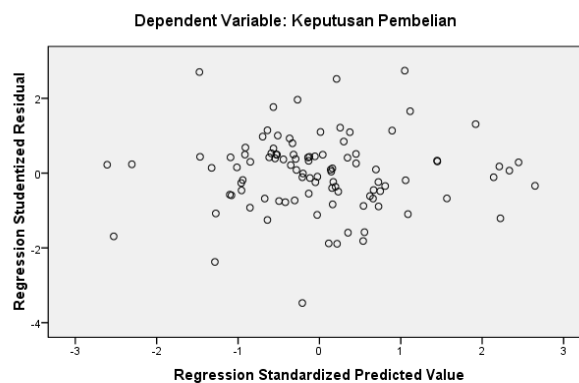
Model	Durbin-Watson
1	1.732 ^a

a. Predictors:
 (Constant), Citra
 Merek, Digital
 Marketing, Kualitas
 Pelayanan

b. Dependent Variable:
 Keputusan Pembelian

7. Lampiran Uji Heteroskedastisitas

Scatterplot



8. Lampiran Hasil Pengujian Korelasi Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 ^a	.527	.512	1.664

a. Predictors: (Constant), Citra Merek, Kualitas Pelayanan, Digital Marketing

9. Lampiran Hasil Pengujian Regresi Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.938	.911		1.031	.305
	Digital Marketing	.197	.082	.235	2.387	.019
	Kualitas Pelayanan	.316	.101	.277	3.116	.002
	Citra Merek	.406	.114	.340	3.576	.001

a. Dependent Variable: Keputusan Pembelian

10. Lampiran Hasil Uji t dan Uji F**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.938	.911		1.031	.305
	Digital Marketing	.197	.082	.235	2.387	.019
	Kualitas Pelayanan	.316	.101	.277	3.116	.002
	Citra Merek	.406	.114	.340	3.576	.001

a. Dependent Variable: Keputusan Pembelian

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	296.242	3	98.747	35.656	.000 ^a
	Residual	265.868	96	2.769		
	Total	562.110	99			

a. Predictors: (Constant), Citra Merek, Kualitas Pelayanan, Digital Marketing

b. Dependent Variable: Keputusan Pembelian