

## **BAB V**

### **PENUTUP**

#### **5.1 Kesimpulan**

Berdasarkan penelitian ini, peneliti *pengaruh Social Media Marketing* dan E-WOM terhadap Keputusan Pembelian melalui *Brand Awareness* sebagai Mediasi Pada Produk MS Glow di Indonesia, setelah melakukan penelitian maka dapat ditarik kesimpulan sebagai berikut:

1. *Social media marketing* berpengaruh positif dan signifikan terhadap *brand awareness* dengan nilai *t-statistics*  $4,954 > 1,96$  dan *p-values*  $0,000 < 0,05$ . Hal ini berarti *social media marketing* mempengaruhi kesadaran merek pengguna produk MS Glow. Semakin tinggi promosi di sosial media yang diberikan oleh MS Glow kepada konsumen maka semakin tinggi juga kesadaran merek konsumen akan produk MS Glow di Indonesia
2. E-WOM berpengaruh positif dan signifikan terhadap *brand awareness* dengan nilai *t-statistics*  $4,061 > 1,96$  dan *p-values*  $0,000 < 0,05$ . Hal ini berarti ulasan maupun rekomendasi konsumen dapat meningkatkan kesadaran merek konsumen terhadap produk MS Glow di Indonesia.
3. *Social media marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai *t-statistics*  $4,954 > 1,96$  dan *p-values*  $0,000 < 0,05$ . Hal ini menunjukkan bahwa semakin tinggi promosi yang dilakukan MS Glow di sosial media akan mempengaruhi keputusan pembelian produk MS Glow di Indonesia.

4. E-WOM berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai *t-statistics* 2,139 > 1,96 dan *p-values* 0,033 < 0,005. Hasil ini menunjukkan bahwa semakin tinggi rekomendasi atau ulasan yang dilakukan konsumen lainnya di sosial media maka akan mempengaruhi perilaku konsumen dalam mengambil keputusan untuk membeli produk MS Glow di Indonesia.
5. *Brand awareness* tidak berpengaruh signifikan terhadap keputusan pembelian dengan nilai *t-statistics* 1,525 < 1,96 dan *p-values* 0,127 > 0,05. Hasil ini menunjukkan bahwa walaupun semakin tinggi kesadaran merek yang diciptakan oleh MS Glow kepada konsumen maka hal ini tidak akan mempengaruhi keputusan pembelian produk MS Glow di Indonesia.
6. *Social media marketing* terhadap keputusan pembelian melalui *brand awareness* berpengaruh positif namun tidak signifikan dengan hasil *t-statistics* 1,290 < 1,96 dan *p-values* 0,197 > 0,05. Hasil ini menunjukkan bahwa strategi pemasaran yang dilakukan oleh MS Glow di media sosial memiliki potensi yang besar untuk konsumen melakukan pembelian. Namun, *brand awareness* belum berhasil membentuk eksposur media sosial dan tindakan pembelian
7. E-WOM terhadap keputusan pembelian melalui *brand awareness* berpengaruh positif namun tidak signifikan dengan hasil *t-statistics* 1,290 < 1,96 dan *p-values* 0,124 > 0,05. Hasil ini menunjukkan bahwa meskipun persebaran informasi dan ulasan konsumen secara online

memiliki potensi untuk memengaruhi keputusan pembelian, dalam konteks MS Glow di Indonesia, pengaruh tersebut tidak cukup kuat atau konsisten untuk meningkatkan kesadaran atau pengenalan terhadap produk MS Glow dan mendorong keputusan pembelian.

## 5.2 Implikasi

Implikasi penelitian dapat diketahui dari pengaruh *Social Media Marketing* dan E-WOM memiliki peran penting dalam meningkatkan keputusan pembelian produk MS Glow di Indonesia. Dengan demikian, strategi pemasaran dengan membangun *brand awareness* yang lebih kuat dapat meningkatkan kesadaran dan keputusan pembelian dari konsumen di masa yang akan datang. Implikasi ini mengarahkan pada tindakan konkret yang dapat dilakukan oleh berbagai pihak yang membutuhkan hasil penelitian yaitu:

### 1. Bagi MS Glow

Diharapkan MS Glow dapat memperhatikan dan menganalisis hasil penelitian ini untuk mengambil keputusan guna meningkatkan keputusan pembelian dan membangun kesadaran merek melalui *sosial media marketing* dan E-WOM.

### 2. Bagi Akademis

Penelitian ini berkontribusi pada literatur ilmiah dengan memberikan bukti empiris sehingga akademisi dapat menggunakan temuan penelitian ini sebagai referensi penelitian lanjutan. Dalam pengembangan penelitian lanjutan maka dapat lebih mengeksplorasi faktor lainnya yang dapat mempengaruhi keputusan pembelian.

### 3. Bagi Peneliti Selanjutnya

Hasil penelitian ini diharapkan dapat menjadi acuan atau referensi tambahan serta menjadi sumber bacaan sehingga dapat menambah wawasan.

## 5.3 Keterbatasan Penelitian

Terdapat sejumlah keterbatasan yang harus dipertimbangkan untuk penelitian masa mendatang yaitu:

1. Keterbatasan sampel yang terbatas yakni hanya Perempuan di Indonesia
2. Keterbatasan objek penelitian yang hanya meneliti produk skincare MS Glow di Indonesia.
3. Variabel yang tidak terukur dalam penelitian yang tidak mempertimbangkan variabel lain yang dapat mempengaruhi keputusan pembelian seperti faktor harga, kualitas produk, inovasi produk atau pengalaman sebelumnya dengan merek.

## 5.4 Saran Penelitian

Berdasarkan hasil penelitian, pembahasan, dan kesimpulan yang telah diuraikan diatas, maka ada beberapa saran dari peneliti yang dapat bermanfaat yaitu sebagai berikut:

1. Bagi perusahaan Ms Glow
  - a. Bagi perusahaan diharapkan untuk memperhatikan kualitas konten media sosial, termasuk elemen hiburan, interaktivitas, dan *storytelling*, serta dampaknya terhadap keterlibatan konsumen dan pembentukan *brand experience* secara emosional.

- b. Meningkatkan *intensity* yang menandakan bahwa konsumen belum aktif atau rutin membicarakan produk secara online. Oleh karena itu, MS Glow harus mengarahkan atau menekankan testimoni atau rekomendasi yang kuat konsumen. Sehingga, dapat menciptakan *awareness* dan minat beli yang lebih tinggi.
- c. MS Glow dapat memperkuat pesan-pesan komunikasi pemasaran yang bersifat mendorong aksi, seperti memberikan bukti manfaat nyata melalui testimoni pengguna atau *call to action* yang lebih kuat di media sosial sehingga *purchase* dapat menjadi tindakan pembelian konsumen di masa datang.
- d. Rendahnya kecenderungan konsumen MS Glow untuk memberikan rekomendasi kepada orang lain mengindikasikan bahwa keputusan pembelian masih bersifat personal dan belum sepenuhnya dibarengi dengan loyalitas atau keyakinan merek yang kuat. Oleh karena itu, upaya strategis perlu difokuskan pada membangun kepercayaan, kepuasan, dan pengalaman positif agar pembelian berkembang menjadi advokasi merek.

## 2. Bagi Akademisi

- a. Bagi akademisi diharapkan skripsi ini dapat menjadi salah satu referensi tambahan dalam melakukan penelitian dan dapat memberikan wawasan yang lebih luas tentang pengaruh *social media marketing* dan E-WOM terhadap keputusan pembelian melalui *brand awareness* sebagai mediasi pada produk MS Glow di Indonesia.

### 3. Peneliti selanjutnya

- a. Bagi peneliti selanjutnya dapat meningkatkan tingkat capaian responden lebih baik lagi.
- b. Bagi peneliti selanjutnya dapat memperluas sampel penelitian dengan lebih banyak responden dari berbagai demografis, seperti usia, jenis kelamin, dan lokasi geografis yang dapat membantu meningkatkan generalisasi hasil penelitian dan memberikan gambaran yang lebih komprehensif tentang pengaruh *social media marketing* dan E-WOM.
- c. Peneliti selanjutnya dapat mempertimbangkan untuk memasukkan variabel lain yang mungkin mempengaruhi keputusan pembelian maupun *brand awareness* seperti harga, kualitas produk, *brand image*, *brand trust*.

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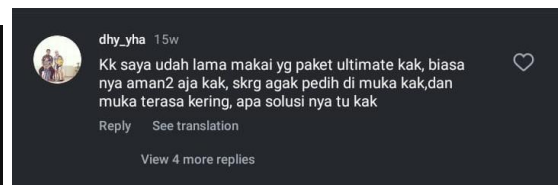
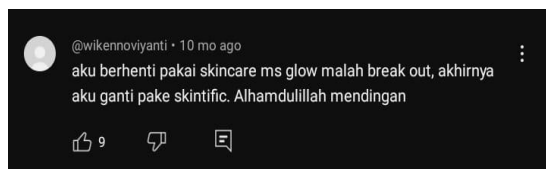
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# LAMPIRAN

## Lampiran 1 Komentar Negatif pada Produk MS Glow

### Komentar Negatif:

| No. | Nama Akun       | Komentar                                                                                          |
|-----|-----------------|---------------------------------------------------------------------------------------------------|
| 1.  | @dhy_yha        | Kk saya udah lama pake MS Glow tapi kok lama-lama kulit saya agak pedih di muka dan terasa kering |
| 2.  | @wikennoviyanti | aku berhenti pake skincare MS Glow, malah breakout dengan ganti ke Skintific                      |
| 3.  | @yes_lly1       | ms glow bikin gua tambah kusam dan komedoan                                                       |



Sumber : TikTok, Instagram, dan Youtube

## Lampiran 2 Lembar Kuesioner

### KUESIONER PENELITIAN

#### **“Pengaruh *Social Media Marketing* Dan E-WOM Terhadap Keputusan Pembelian Melalui *Brand Awareness* Sebagai Mediasi Pada Produk MS Glow di Indonesia”**

Assalamualaikum Wr.Wb

Perkenalkan saya Virgyola Salma NPM 2110070530111 merupakan mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Baiturrahmah. Bermaksud melakukan survey awal pada rencana penelitian skripsi saya dengan judul: “Pengaruh *Social Media Marketing* Dan Ewom Terhadap Keputusan Pembelian Melalui *Brand Awareness* Sebagai Mediasi Pada Produk Ms Glow di Indonesia” Berkenan dengan itu, saya memohon kesediaan Ibu/Saudara/i untuk mengisi kuesioner ini. Semua identitas Ibu/Saudara/i akan dijaga kerahasiaannya dan jawaban kuesioner hanya akan dipergunakan untuk kepentingan penelitian. Atas bantuan yang Ibu/Saudara/i berikan, saya ucapkan terimakasih.

#### **Petunjuk Pengisian:**

1. Bacalah dengan teliti pertanyaan terlebih dahulu
2. Jawablah semua pertanyaan dengan cara memberikan tanda (✓) pada pilihan jawaban.
3. Isilah secara singkat untuk pertanyaan yang tidak mempunyai pilihan jawaban.

#### **Data Responden**

Mohon isi identitas responden ini dengan kondisi responden sebenarnya.

1. Nama:

2. Umur

- ☐ 17-20  
☐ 21-24  
☐ 25-29  
☐ 30-34  
☐ 35-39  
☐ 40-44

3. Apakah anda menggunakan sosial media seperti Instagram, TikTok, dan Youtube?

- ☐ Pernah  
☐ Tidak Pernah

4. Pernahkah anda membeli produk Ms Glow?

- ☐ Pernah  
☐ Tidak Pernah

5. Sudah berapa kali anda membeli produk Ms Glow?

- ☐ < 2 kali  
☐ > 2kali

6. Asal Wilayah

- |                                                 |      |                                              |
|-------------------------------------------------|------|----------------------------------------------|
| <input type="checkbox"/> Nanggroe<br>Darussalam | Aceh | <input type="checkbox"/> Nusa Tenggara Barat |
| <input type="checkbox"/> Sumatera Utara         |      | <input type="checkbox"/> Nusa Tenggara Timur |
| <input type="checkbox"/> Sumatera Barat         |      | <input type="checkbox"/> Kalimantan Barat    |
| <input type="checkbox"/> Riau                   |      | <input type="checkbox"/> Kalimantan Tengah   |
| <input type="checkbox"/> Jambi                  |      | <input type="checkbox"/> Kalimantan Selatan  |
| <input type="checkbox"/> Sumatera Selatan       |      | <input type="checkbox"/> Kalimantan Utara    |
| <input type="checkbox"/> Bengkulu               |      | <input type="checkbox"/> Kalimantan Timur    |
| <input type="checkbox"/> Lampung                |      | <input type="checkbox"/> Sulawesi Utara      |
| <input type="checkbox"/> Kep. Bangka Belitung   |      | <input type="checkbox"/> Sulawesi Tengah     |
| <input type="checkbox"/> DKI Jakarta            |      | <input type="checkbox"/> Sulawesi Barat      |
| <input type="checkbox"/> Jawa Barat             |      | <input type="checkbox"/> Sulawesi Selatan    |
| <input type="checkbox"/> Jawa Tengah            |      | <input type="checkbox"/> Maluku              |
| <input type="checkbox"/> DI Yogyakarta          |      | <input type="checkbox"/> Maluku Utara        |
| <input type="checkbox"/> Jawa Timur             |      | <input type="checkbox"/> Papua               |
| <input type="checkbox"/> Banten                 |      | <input type="checkbox"/> Papua Selatan       |
| <input type="checkbox"/> Bali                   |      |                                              |

### Petunjuk Pengisian

- 1) Mohon dengan hormat, bantuan dan kesediaan Ibu/Saudara/i untuk menjawab seluruh pernyataan yang ada dalam kuesioner ini.
- 2) Berilah jawaban pernyataan berikut sesuai dengan pendapat Ibu/Saudara/i, dengan cara memberi tanda (✓) pada kolom yang tersedia.
- 3) Ada lima pilihan jawaban yang tersedia untuk masing-masing pertanyaan, yaitu:

- SS = Sangat Setuju = 5
- S = Setuju = 4
- KS = Kurang Setuju = 3
- TS = Tidak Setuju = 2
- STS = Sangat Tidak Setuju = 1

| No                                        | Pernyataan Keputusan Pembelian (Y)                                                                            | SS | S | KS | TS | STS |
|-------------------------------------------|---------------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| <b>Kemantapan pada sebuah produk</b>      |                                                                                                               |    |   |    |    |     |
| 1.                                        | Saya percaya bahwa produk Ms Glow memenuhi kebutuhan perawatan kulit.                                         |    |   |    |    |     |
| 2.                                        | Saya membeli produk Ms Glow sesuai dengan keinginan karena kualitas produk Ms Glow yang bagus                 |    |   |    |    |     |
| <b>Kebiasaan dalam membeli produk</b>     |                                                                                                               |    |   |    |    |     |
| 3.                                        | Saya selalu mencari produk Ms Glow ketika berbelanja produk perawatan kulit                                   |    |   |    |    |     |
| 4.                                        | Informasi yang diberikan sesuai dengan kenyataan yang ada sehingga saya berminat untuk membeli produk Ms Glow |    |   |    |    |     |
| <b>Merekomendasikan kepada orang lain</b> |                                                                                                               |    |   |    |    |     |
| 5.                                        | Saya merekomendasikan produk Ms Glow kepada teman, keluarga maupun orang lain                                 |    |   |    |    |     |
| 6.                                        | Saya membeli produk Ms Glow karena adanya bujukan orang lain                                                  |    |   |    |    |     |
| <b>Melakukan Pembelian Ulang</b>          |                                                                                                               |    |   |    |    |     |
| 7.                                        | Saya merasa bahwa produk Ms Glow layak untuk dibeli kembali                                                   |    |   |    |    |     |

| No | Pernyataan Keputusan Pembelian (Y)                                | SS | S | KS | TS | STS |
|----|-------------------------------------------------------------------|----|---|----|----|-----|
| 8. | Saya akan melakukan pembelian produk Ms Glow secara terus menerus |    |   |    |    |     |

Sumber: Afifah N.M & Sitorus D.H. (2023). *Pengaruh Citra Merek, Kualitas Produk, dan Word Of Mouth Terhadap Keputusan Pembelian Produk Emina di Batam.*

| No                   | Pernyataan <i>Social Media Marketing</i> (X <sub>1</sub> )                                       | SS | S | KS | TS | STS |
|----------------------|--------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| <b>Entertainment</b> |                                                                                                  |    |   |    |    |     |
| 1.                   | Saya merasa terhibur dengan konten yang dibagikan oleh Ms Glow di media sosial                   |    |   |    |    |     |
| 2.                   | Saya merasa konten yang disajikan oleh Ms Glow membuat saya tertarik untuk mengikuti akun mereka |    |   |    |    |     |
| <b>Interaction</b>   |                                                                                                  |    |   |    |    |     |
| 3.                   | Saya merasa bahwa saya dapat berinteraksi dengan pengguna lain maupun Ms Glow di media sosial    |    |   |    |    |     |
| 4.                   | Saya merasa Ms Glow merespons komentar atau pertanyaan saya terkait produk di media sosial       |    |   |    |    |     |
| <b>Trendiness</b>    |                                                                                                  |    |   |    |    |     |
| 5.                   | Saya merasa bahwa konten yang dibagikan Ms Glow selalu mengikuti trend terbaru di media sosial   |    |   |    |    |     |
| 6.                   | Saya merasa bahwa konten yang ditampilkan Ms Glow di media sosial merupakan informasi terkini    |    |   |    |    |     |
| <b>Customization</b> |                                                                                                  |    |   |    |    |     |
| 7.                   | Saya merasa bahwa konten yang dibagikan Ms Glow disesuaikan dengan minat dan preferensi saya     |    |   |    |    |     |
| 8.                   | Saya merasa bahwa media sosial Ms Glow menyediakan informasi dan produk sesuai dengan kebutuhan. |    |   |    |    |     |
| <b>Word Of Mouth</b> |                                                                                                  |    |   |    |    |     |
| 9                    | Saya ingin berbagi informasi mengenai produk Ms Glow di media sosial                             |    |   |    |    |     |
| 10                   | Saya sering berbagi pengalaman tentang produk Ms Glow                                            |    |   |    |    |     |

Sumber: Faisal, A., & Ekawanto, A. (2021). The Role of Social Media Marketing in Increasing Brand Awareness, Brand Image and Purchase Intention. Indonesian Management and Accounting Research.

Aji, M. P., Nadhila, V., Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry.

| No                      | Pernyataan E-WOM (X <sub>2</sub> )                                                         | SS | S | KS | TS | STS |
|-------------------------|--------------------------------------------------------------------------------------------|----|---|----|----|-----|
| <b>Intensity</b>        |                                                                                            |    |   |    |    |     |
| 1.                      | Saya sering menulis ulasan tentang produk dan pengalaman MS Glow di <i>platform</i> online |    |   |    |    |     |
| 2.                      | Saya sering membaca ulasan online mengenai produk MS Glow ini.                             |    |   |    |    |     |
| <b>Positive Valance</b> |                                                                                            |    |   |    |    |     |
| 3.                      | Saya cenderung memberikan ulasan positif tentang produk MS Glow yang saya gunakan          |    |   |    |    |     |
| 4.                      | Saya merasa senang ketika merekomendasikan produk MS Glow kepada orang lain                |    |   |    |    |     |
| <b>Content</b>          |                                                                                            |    |   |    |    |     |
| 5.                      | Saya sering membagikan informasi yang detail tentang produk MS Glow dalam ulasan saya      |    |   |    |    |     |
| 6.                      | Saya memberikan ulasan produk MS Glow mencakup informasi yang bermanfaat                   |    |   |    |    |     |

Sumber: Aji, M. P., Nadhila, V., Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry.

| No                  | Pernyataan <i>Brand Awareness</i> (Z)                                                                 | SS | S | KS | TS | STS |
|---------------------|-------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| <b>Brand Recall</b> |                                                                                                       |    |   |    |    |     |
| 1.                  | Saya dapat menyebutkan nama merek MS Glow tanpa melihat logo atau iklan                               |    |   |    |    |     |
| 2.                  | Saya merasa bahwa merek MS Glow mudah disebut sehingga mudah di ingat                                 |    |   |    |    |     |
| <b>Recognition</b>  |                                                                                                       |    |   |    |    |     |
| 3.                  | Saya mengenal produk MS Glow sebagai brand kecantikan yang menawarkan berbagai produk perawatan kulit |    |   |    |    |     |

| No                        | Pernyataan <i>Brand Awareness</i> (Z)                                                                  | SS | S | KS | TS | STS |
|---------------------------|--------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| 4.                        | Saya dengan mudah mengenali produk yang dikeluarkan oleh merek MS Glow                                 |    |   |    |    |     |
| <b><i>Purchase</i></b>    |                                                                                                        |    |   |    |    |     |
| 5.                        | Saya menjadikan MS Glow sebagai pilihan pertama dan utama ketika membeli skincare                      |    |   |    |    |     |
| 6.                        | Saya membandingkan MS Glow dengan merk lain ketika ingin membeli skincare                              |    |   |    |    |     |
| <b><i>Consumption</i></b> |                                                                                                        |    |   |    |    |     |
| 7.                        | Saya dapat mengenali merk MS Glow meski menggunakan skincare pesaing                                   |    |   |    |    |     |
| 8.                        | Produk perawatan kulit dari MS Glow adalah produk yang selalu saya pakai untuk mengatasi masalah kulit |    |   |    |    |     |

Sumber: Sari, S., Syamsuddin, Syahrul (2021). Analisis Brand Awareness dan Pengaruhnya Terhadap Buying Decision Mobil Toyota Calya di Makassar.

### Lampiran 3 Tabulasi Data 30 Responden

| No | Social Media Marketing (X <sub>1</sub> ) |    |    |    |    |    |    |    |    |     | Total | No | E-WOM (X <sub>2</sub> ) |    |    |    |    |    | Total |
|----|------------------------------------------|----|----|----|----|----|----|----|----|-----|-------|----|-------------------------|----|----|----|----|----|-------|
|    | P1                                       | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 |       |    | P1                      | P2 | P3 | P4 | P5 | P6 |       |
| 1  | 3                                        | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 3   | 23    | 1  | 4                       | 3  | 2  | 2  | 2  | 2  | 15    |
| 2  | 4                                        | 4  | 4  | 2  | 4  | 4  | 4  | 4  | 2  | 4   | 36    | 2  | 3                       | 3  | 3  | 4  | 2  | 2  | 17    |
| 3  | 3                                        | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 2   | 34    | 3  | 1                       | 2  | 3  | 3  | 3  | 3  | 15    |
| 4  | 3                                        | 2  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 2   | 31    | 4  | 2                       | 3  | 4  | 2  | 1  | 1  | 13    |
| 5  | 3                                        | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 3   | 34    | 5  | 4                       | 3  | 3  | 3  | 3  | 4  | 20    |
| 6  | 4                                        | 3  | 2  | 2  | 4  | 5  | 4  | 5  | 3  | 4   | 36    | 6  | 4                       | 3  | 4  | 3  | 2  | 4  | 20    |
| 7  | 4                                        | 5  | 4  | 4  | 3  | 4  | 4  | 5  | 5  | 5   | 43    | 7  | 5                       | 4  | 4  | 4  | 4  | 5  | 26    |
| 8  | 4                                        | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 40    | 8  | 4                       | 4  | 4  | 4  | 4  | 4  | 24    |
| 9  | 3                                        | 4  | 3  | 4  | 4  | 4  | 5  | 4  | 4  | 4   | 39    | 9  | 1                       | 2  | 2  | 3  | 2  | 2  | 12    |
| 10 | 2                                        | 2  | 3  | 3  | 2  | 2  | 3  | 2  | 3  | 3   | 25    | 10 | 3                       | 3  | 2  | 2  | 2  | 2  | 14    |
| 11 | 4                                        | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 40    | 11 | 4                       | 3  | 5  | 4  | 4  | 4  | 24    |
| 12 | 4                                        | 4  | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 4   | 42    | 12 | 4                       | 4  | 4  | 4  | 4  | 4  | 24    |
| 13 | 4                                        | 4  | 4  | 4  | 4  | 5  | 5  | 5  | 5  | 4   | 44    | 13 | 4                       | 4  | 4  | 5  | 4  | 4  | 25    |
| 14 | 4                                        | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 5  | 5   | 39    | 14 | 5                       | 5  | 5  | 5  | 5  | 5  | 30    |
| 15 | 4                                        | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4   | 39    | 15 | 3                       | 3  | 4  | 4  | 4  | 4  | 22    |
| 16 | 2                                        | 1  | 2  | 2  | 2  | 2  | 2  | 2  | 1  | 1   | 17    | 16 | 2                       | 1  | 1  | 1  | 1  | 1  | 7     |
| 17 | 1                                        | 1  | 1  | 2  | 2  | 2  | 2  | 1  | 1  | 1   | 14    | 17 | 1                       | 2  | 3  | 3  | 2  | 2  | 13    |
| 18 | 5                                        | 5  | 4  | 4  | 4  | 4  | 4  | 5  | 5  | 4   | 44    | 18 | 5                       | 5  | 4  | 5  | 5  | 4  | 28    |
| 19 | 4                                        | 5  | 4  | 5  | 4  | 4  | 5  | 4  | 5  | 5   | 45    | 19 | 4                       | 5  | 4  | 5  | 4  | 4  | 26    |
| 20 | 5                                        | 4  | 5  | 4  | 4  | 5  | 4  | 3  | 4  | 5   | 43    | 20 | 5                       | 4  | 5  | 4  | 3  | 4  | 25    |
| 21 | 4                                        | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 2   | 38    | 21 | 2                       | 2  | 4  | 4  | 2  | 4  | 18    |
| 22 | 4                                        | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3   | 36    | 22 | 2                       | 2  | 2  | 2  | 2  | 4  | 14    |
| 23 | 4                                        | 4  | 4  | 5  | 5  | 4  | 5  | 4  | 4  | 4   | 43    | 23 | 3                       | 3  | 4  | 4  | 3  | 4  | 21    |
| 24 | 4                                        | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3   | 37    | 24 | 3                       | 3  | 4  | 3  | 4  | 4  | 21    |

| No | Social Media Marketing (X <sub>1</sub> ) |    |    |    |    |    |    |    |    |     | Total | No | E-WOM (X <sub>2</sub> ) |    |    |    |    |    | Total |
|----|------------------------------------------|----|----|----|----|----|----|----|----|-----|-------|----|-------------------------|----|----|----|----|----|-------|
|    | P1                                       | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 |       |    | P1                      | P2 | P3 | P4 | P5 | P6 |       |
| 25 | 3                                        | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 30    | 25 | 3                       | 3  | 3  | 3  | 3  | 3  | 18    |
| 26 | 3                                        | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2   | 21    | 26 | 2                       | 2  | 2  | 2  | 2  | 2  | 12    |
| 27 | 4                                        | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 40    | 27 | 4                       | 4  | 4  | 4  | 4  | 4  | 24    |
| 28 | 2                                        | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2   | 20    | 28 | 2                       | 2  | 3  | 2  | 3  | 2  | 14    |
| 29 | 4                                        | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 40    | 29 | 4                       | 4  | 4  | 4  | 4  | 4  | 24    |
| 30 | 4                                        | 3  | 5  | 4  | 5  | 3  | 5  | 4  | 5  | 4   | 42    | 30 | 4                       | 4  | 5  | 4  | 4  | 5  | 26    |

| No | Brand Awareness (Z) |    |    |    |    |    |    |    | Total | No | Keputusan Pembelian (Y) |    |    |    |    |    |    |    | Total |
|----|---------------------|----|----|----|----|----|----|----|-------|----|-------------------------|----|----|----|----|----|----|----|-------|
|    | P1                  | P2 | P3 | P4 | P5 | P6 | P7 | P8 |       |    | P1                      | P2 | P3 | P4 | P5 | P6 | P7 | P8 |       |
| 1  | 2                   | 2  | 2  | 2  | 3  | 2  | 2  | 3  | 18    | 1  | 2                       | 2  | 3  | 2  | 2  | 2  | 2  | 3  | 18    |
| 2  | 4                   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 32    | 2  | 4                       | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 33    |
| 3  | 4                   | 4  | 4  | 4  | 3  | 4  | 4  | 2  | 29    | 3  | 4                       | 4  | 2  | 3  | 3  | 2  | 3  | 3  | 24    |
| 4  | 2                   | 3  | 4  | 2  | 3  | 2  | 2  | 2  | 20    | 4  | 4                       | 3  | 2  | 3  | 3  | 1  | 4  | 3  | 23    |
| 5  | 3                   | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 28    | 5  | 3                       | 3  | 4  | 4  | 4  | 2  | 4  | 4  | 28    |
| 6  | 5                   | 5  | 5  | 4  | 2  | 3  | 4  | 4  | 32    | 6  | 3                       | 4  | 3  | 5  | 5  | 4  | 5  | 4  | 33    |
| 7  | 5                   | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 39    | 7  | 4                       | 5  | 4  | 4  | 5  | 2  | 5  | 5  | 34    |
| 8  | 4                   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 32    | 8  | 5                       | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 35    |
| 9  | 3                   | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 29    | 9  | 3                       | 4  | 3  | 3  | 3  | 1  | 4  | 2  | 23    |
| 10 | 2                   | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 18    | 10 | 2                       | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 24    |
| 11 | 4                   | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 33    | 11 | 5                       | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 34    |
| 12 | 3                   | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 32    | 12 | 4                       | 4  | 4  | 4  | 4  | 3  | 5  | 4  | 32    |
| 13 | 4                   | 4  | 5  | 5  | 4  | 4  | 4  | 4  | 34    | 13 | 4                       | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 31    |
| 14 | 5                   | 2  | 2  | 3  | 4  | 5  | 2  | 5  | 28    | 14 | 3                       | 5  | 4  | 4  | 4  | 5  | 5  | 5  | 35    |
| 15 | 4                   | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 31    | 15 | 4                       | 4  | 4  | 4  | 4  | 2  | 4  | 4  | 30    |
| 16 | 1                   | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 9     | 16 | 1                       | 2  | 1  | 1  | 1  | 2  | 1  | 1  | 10    |

| No | Brand Awareness (Z) |    |    |    |    |    |    |    | Total | No | Keputusan Pembelian (Y) |    |    |    |    |    |    |    | Total |
|----|---------------------|----|----|----|----|----|----|----|-------|----|-------------------------|----|----|----|----|----|----|----|-------|
|    | P1                  | P2 | P3 | P4 | P5 | P6 | P7 | P8 |       |    | P1                      | P2 | P3 | P4 | P5 | P6 | P7 | P8 |       |
| 17 | 3                   | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 24    | 17 | 3                       | 3  | 1  | 1  | 2  | 2  | 2  | 1  | 15    |
| 18 | 5                   | 4  | 5  | 5  | 4  | 4  | 4  | 5  | 36    | 18 | 5                       | 5  | 4  | 5  | 5  | 4  | 4  | 5  | 37    |
| 19 | 5                   | 4  | 3  | 5  | 4  | 5  | 4  | 5  | 35    | 19 | 4                       | 5  | 5  | 4  | 5  | 4  | 5  | 4  | 36    |
| 20 | 5                   | 5  | 4  | 3  | 5  | 4  | 5  | 4  | 35    | 20 | 5                       | 3  | 4  | 5  | 5  | 4  | 5  | 4  | 35    |
| 21 | 4                   | 4  | 4  | 4  | 2  | 4  | 4  | 4  | 30    | 21 | 4                       | 4  | 2  | 4  | 2  | 2  | 2  | 2  | 22    |
| 22 | 4                   | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 27    | 22 | 4                       | 4  | 4  | 4  | 4  | 3  | 5  | 4  | 32    |
| 23 | 4                   | 3  | 3  | 4  | 3  | 4  | 5  | 4  | 30    | 23 | 4                       | 4  | 5  | 4  | 5  | 4  | 5  | 5  | 36    |
| 24 | 4                   | 4  | 4  | 4  | 2  | 5  | 5  | 3  | 31    | 24 | 4                       | 4  | 3  | 4  | 3  | 4  | 4  | 2  | 28    |
| 25 | 2                   | 2  | 1  | 3  | 2  | 2  | 2  | 5  | 19    | 25 | 2                       | 3  | 4  | 3  | 4  | 4  | 4  | 5  | 29    |
| 26 | 2                   | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 16    | 26 | 1                       | 2  | 1  | 2  | 2  | 1  | 2  | 2  | 13    |
| 27 | 4                   | 4  | 3  | 4  | 4  | 3  | 5  | 4  | 31    | 27 | 4                       | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 33    |
| 28 | 2                   | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 16    | 28 | 4                       | 4  | 3  | 3  | 2  | 3  | 2  | 3  | 24    |
| 29 | 4                   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 32    | 29 | 5                       | 5  | 4  | 5  | 4  | 3  | 5  | 4  | 35    |
| 30 | 3                   | 3  | 4  | 4  | 5  | 5  | 4  | 4  | 32    | 30 | 5                       | 4  | 4  | 5  | 5  | 4  | 3  | 4  | 34    |

#### Lampiran 4. Hasil Uji Validitas dan Reliabilitas

##### *Convergent Validity*

|       | Y     | Z     | x1    | x2    |
|-------|-------|-------|-------|-------|
| X1.1  |       |       | 0.894 |       |
| X1.10 |       |       | 0.828 |       |
| X1.2  |       |       | 0.896 |       |
| X1.3  |       |       | 0.863 |       |
| X1.4  |       |       | 0.805 |       |
| X1.5  |       |       | 0.868 |       |
| X1.6  |       |       | 0.831 |       |
| X1.7  |       |       | 0.884 |       |
| X1.8  |       |       | 0.857 |       |
| X1.9  |       |       | 0.891 |       |
| X2.1  |       |       |       | 0.828 |
| X2.2  |       |       |       | 0.901 |
| X2.3  |       |       |       | 0.858 |
| X2.4  |       |       |       | 0.902 |
| X2.5  |       |       |       | 0.895 |
| X2.6  |       |       |       | 0.873 |
| Y.1   | 0.751 |       |       |       |
| Y.2   | 0.79  |       |       |       |
| Y.3   | 0.875 |       |       |       |
| Y.4   | 0.902 |       |       |       |
| Y.5   | 0.924 |       |       |       |
| Y.6   | 0.71  |       |       |       |
| Y.7   | 0.854 |       |       |       |
| Y.8   | 0.861 |       |       |       |
| Z.1   |       | 0.893 |       |       |
| Z.2   |       | 0.864 |       |       |
| Z.3   |       | 0.794 |       |       |
| Z.4   |       | 0.922 |       |       |
| Z.5   |       | 0.715 |       |       |
| Z.6   |       | 0.844 |       |       |
| Z.7   |       | 0.862 |       |       |
| Z.8   |       | 0.742 |       |       |

***Average Variance Extracted (AVE)***

|           | <b>Cronbach's<br/>alpha</b> | <b>Composite<br/>reliability<br/>(rho_a)</b> | <b>Composite<br/>reliability<br/>(rho_c)</b> | <b>Average<br/>variance<br/>extracted<br/>(AVE)</b> |
|-----------|-----------------------------|----------------------------------------------|----------------------------------------------|-----------------------------------------------------|
| <b>Y</b>  | 0.937                       | 0.944                                        | 0.949                                        | 0.7                                                 |
| <b>Z</b>  | 0.935                       | 0.939                                        | 0.947                                        | 0.693                                               |
| <b>x1</b> | 0.961                       | 0.963                                        | 0.967                                        | 0.743                                               |
| <b>x2</b> | 0.94                        | 0.944                                        | 0.952                                        | 0.768                                               |

***Dicriminant Validity***

|           | <b>X1</b> | <b>X2</b> | <b>Y</b> | <b>Z</b> |
|-----------|-----------|-----------|----------|----------|
| <b>X1</b> | 0.862     |           |          |          |
| <b>X2</b> | 0.807     | 0.876     |          |          |
| <b>Y</b>  | 0.874     | 0.852     | 0.836    |          |
| <b>Z</b>  | 0.889     | 0.816     | 0.825    | 0.832    |

**Lampiran 5 Tabulasi Data 160 Responden**

| No | Social Media Marketing<br>(X <sub>1</sub> ) |    |    |    |    | Total | No | E-WOM<br>(X <sub>2</sub> ) |    |    | Total | No | Brand Awareness<br>(Z) |    |    |    | Total | No | Keputusan<br>Pembelian (Y) |    |    |    | Total |
|----|---------------------------------------------|----|----|----|----|-------|----|----------------------------|----|----|-------|----|------------------------|----|----|----|-------|----|----------------------------|----|----|----|-------|
|    | P1                                          | P2 | P3 | P4 | P5 |       |    | P1                         | P2 | P3 |       |    | P1                     | P2 | P3 | P4 |       |    | P1                         | P2 | P3 | P4 |       |
| 1  | 7                                           | 6  | 8  | 8  | 7  | 36    | 1  | 7                          | 8  | 8  | 23    | 1  | 8                      | 8  | 7  | 7  | 30    | 1  | 8                          | 7  | 6  | 7  | 28    |
| 2  | 6                                           | 7  | 8  | 9  | 7  | 37    | 2  | 7                          | 8  | 8  | 23    | 2  | 10                     | 8  | 8  | 8  | 34    | 2  | 8                          | 8  | 6  | 9  | 31    |
| 3  | 8                                           | 7  | 8  | 8  | 8  | 39    | 3  | 8                          | 8  | 8  | 24    | 3  | 8                      | 8  | 8  | 8  | 32    | 3  | 8                          | 8  | 5  | 8  | 29    |
| 4  | 8                                           | 7  | 7  | 7  | 7  | 36    | 4  | 7                          | 5  | 8  | 20    | 4  | 8                      | 8  | 7  | 5  | 28    | 4  | 6                          | 5  | 5  | 6  | 22    |
| 5  | 8                                           | 8  | 7  | 8  | 8  | 39    | 5  | 4                          | 4  | 4  | 12    | 5  | 8                      | 8  | 8  | 8  | 32    | 5  | 8                          | 8  | 8  | 8  | 32    |
| 6  | 7                                           | 4  | 7  | 7  | 9  | 34    | 6  | 9                          | 7  | 9  | 25    | 6  | 6                      | 8  | 7  | 3  | 24    | 6  | 7                          | 5  | 6  | 5  | 23    |
| 7  | 8                                           | 9  | 8  | 6  | 7  | 38    | 7  | 6                          | 7  | 7  | 20    | 7  | 6                      | 6  | 8  | 7  | 27    | 7  | 7                          | 8  | 7  | 8  | 30    |
| 8  | 2                                           | 3  | 3  | 4  | 3  | 15    | 8  | 3                          | 3  | 4  | 10    | 8  | 4                      | 3  | 2  | 3  | 12    | 8  | 4                          | 3  | 2  | 3  | 12    |
| 9  | 3                                           | 3  | 3  | 3  | 3  | 15    | 9  | 2                          | 3  | 4  | 9     | 9  | 3                      | 3  | 3  | 4  | 13    | 9  | 3                          | 3  | 3  | 3  | 12    |
| 10 | 6                                           | 8  | 9  | 7  | 9  | 39    | 10 | 6                          | 8  | 10 | 24    | 10 | 7                      | 9  | 9  | 10 | 35    | 10 | 6                          | 9  | 7  | 7  | 29    |
| 11 | 6                                           | 8  | 9  | 9  | 7  | 39    | 11 | 4                          | 7  | 8  | 19    | 11 | 10                     | 10 | 8  | 9  | 37    | 11 | 8                          | 9  | 4  | 8  | 29    |
| 12 | 9                                           | 9  | 8  | 9  | 9  | 44    | 12 | 9                          | 8  | 10 | 27    | 12 | 9                      | 8  | 9  | 9  | 35    | 12 | 9                          | 9  | 9  | 8  | 35    |
| 13 | 8                                           | 9  | 9  | 9  | 8  | 43    | 13 | 6                          | 8  | 7  | 21    | 13 | 7                      | 7  | 9  | 9  | 32    | 13 | 8                          | 9  | 9  | 10 | 36    |
| 14 | 8                                           | 9  | 9  | 9  | 7  | 42    | 14 | 9                          | 9  | 8  | 26    | 14 | 9                      | 9  | 9  | 9  | 36    | 14 | 9                          | 9  | 10 | 9  | 37    |
| 15 | 10                                          | 9  | 9  | 8  | 9  | 45    | 15 | 10                         | 9  | 9  | 28    | 15 | 8                      | 9  | 9  | 9  | 35    | 15 | 9                          | 8  | 10 | 9  | 36    |
| 16 | 9                                           | 8  | 8  | 7  | 9  | 41    | 16 | 6                          | 8  | 7  | 21    | 16 | 10                     | 10 | 8  | 9  | 37    | 16 | 9                          | 8  | 7  | 9  | 33    |
| 17 | 7                                           | 9  | 6  | 9  | 8  | 39    | 17 | 8                          | 8  | 8  | 24    | 17 | 9                      | 7  | 10 | 7  | 33    | 17 | 10                         | 9  | 7  | 7  | 33    |
| 18 | 7                                           | 7  | 9  | 9  | 7  | 39    | 18 | 10                         | 9  | 7  | 26    | 18 | 6                      | 8  | 9  | 7  | 30    | 18 | 9                          | 9  | 7  | 9  | 34    |
| 19 | 8                                           | 7  | 10 | 9  | 7  | 41    | 19 | 7                          | 9  | 7  | 23    | 19 | 7                      | 8  | 10 | 8  | 33    | 19 | 7                          | 9  | 7  | 9  | 32    |
| 20 | 8                                           | 8  | 8  | 8  | 8  | 40    | 20 | 8                          | 8  | 8  | 24    | 20 | 8                      | 8  | 8  | 8  | 32    | 20 | 10                         | 9  | 7  | 9  | 35    |
| 21 | 7                                           | 7  | 8  | 9  | 8  | 39    | 21 | 3                          | 5  | 4  | 12    | 21 | 7                      | 8  | 7  | 7  | 29    | 21 | 7                          | 6  | 4  | 6  | 23    |
| 22 | 8                                           | 7  | 8  | 8  | 8  | 39    | 22 | 6                          | 8  | 8  | 22    | 22 | 8                      | 8  | 7  | 8  | 31    | 22 | 8                          | 8  | 6  | 8  | 30    |

| No | Social Media Marketing<br>(X <sub>1</sub> ) |    |    |    |    | Total | No | E-WOM<br>(X <sub>2</sub> ) |    |    | Total | No | Brand Awareness<br>(Z) |    |    |    | Total | No | Keputusan<br>Pembelian (Y) |    |    |    | Total |
|----|---------------------------------------------|----|----|----|----|-------|----|----------------------------|----|----|-------|----|------------------------|----|----|----|-------|----|----------------------------|----|----|----|-------|
|    | P1                                          | P2 | P3 | P4 | P5 |       |    | P1                         | P2 | P3 |       |    | P1                     | P2 | P3 | P4 |       |    | P1                         | P2 | P3 | P4 |       |
| 23 | 9                                           | 9  | 8  | 9  | 10 | 45    | 23 | 9                          | 9  | 8  | 26    | 23 | 9                      | 8  | 9  | 9  | 35    | 23 | 9                          | 9  | 9  | 9  | 36    |
| 24 | 9                                           | 9  | 9  | 7  | 9  | 43    | 24 | 9                          | 9  | 7  | 25    | 24 | 10                     | 7  | 9  | 9  | 35    | 24 | 8                          | 9  | 9  | 9  | 35    |
| 25 | 8                                           | 7  | 8  | 8  | 6  | 37    | 25 | 6                          | 7  | 8  | 21    | 25 | 8                      | 8  | 7  | 8  | 31    | 25 | 8                          | 7  | 7  | 6  | 28    |
| 26 | 8                                           | 9  | 9  | 8  | 9  | 43    | 26 | 7                          | 8  | 9  | 24    | 26 | 8                      | 9  | 8  | 9  | 34    | 26 | 9                          | 8  | 9  | 9  | 35    |
| 27 | 8                                           | 6  | 8  | 10 | 9  | 41    | 27 | 9                          | 10 | 9  | 28    | 27 | 9                      | 9  | 8  | 9  | 35    | 27 | 9                          | 7  | 7  | 8  | 31    |
| 28 | 8                                           | 8  | 9  | 8  | 8  | 41    | 28 | 8                          | 7  | 8  | 23    | 28 | 8                      | 7  | 7  | 8  | 30    | 28 | 8                          | 8  | 7  | 7  | 30    |
| 29 | 8                                           | 6  | 6  | 8  | 7  | 35    | 29 | 4                          | 7  | 7  | 18    | 29 | 8                      | 8  | 7  | 7  | 30    | 29 | 8                          | 7  | 4  | 8  | 27    |
| 30 | 7                                           | 7  | 9  | 9  | 9  | 41    | 30 | 8                          | 9  | 9  | 26    | 30 | 9                      | 9  | 9  | 9  | 36    | 30 | 8                          | 9  | 8  | 8  | 33    |
| 31 | 9                                           | 10 | 10 | 10 | 10 | 49    | 31 | 7                          | 8  | 9  | 24    | 31 | 9                      | 10 | 10 | 10 | 39    | 31 | 9                          | 9  | 10 | 10 | 38    |
| 32 | 7                                           | 6  | 9  | 8  | 9  | 39    | 32 | 7                          | 9  | 7  | 23    | 32 | 7                      | 9  | 9  | 10 | 35    | 32 | 9                          | 9  | 9  | 9  | 36    |
| 33 | 8                                           | 8  | 8  | 9  | 8  | 41    | 33 | 6                          | 8  | 8  | 22    | 33 | 7                      | 8  | 7  | 7  | 29    | 33 | 8                          | 8  | 5  | 8  | 29    |
| 34 | 8                                           | 8  | 8  | 8  | 8  | 40    | 34 | 8                          | 8  | 8  | 24    | 34 | 7                      | 8  | 8  | 8  | 31    | 34 | 8                          | 8  | 8  | 8  | 32    |
| 35 | 7                                           | 7  | 4  | 4  | 10 | 32    | 35 | 10                         | 9  | 10 | 29    | 35 | 4                      | 4  | 10 | 10 | 28    | 35 | 6                          | 4  | 10 | 10 | 30    |
| 36 | 8                                           | 8  | 8  | 8  | 8  | 40    | 36 | 7                          | 8  | 8  | 23    | 36 | 8                      | 8  | 8  | 8  | 32    | 36 | 8                          | 8  | 6  | 7  | 29    |
| 37 | 8                                           | 9  | 9  | 10 | 9  | 45    | 37 | 8                          | 8  | 8  | 24    | 37 | 8                      | 8  | 8  | 8  | 32    | 37 | 9                          | 9  | 8  | 8  | 34    |
| 38 | 9                                           | 8  | 9  | 9  | 8  | 43    | 38 | 9                          | 9  | 9  | 27    | 38 | 8                      | 9  | 8  | 9  | 34    | 38 | 8                          | 7  | 8  | 10 | 33    |
| 39 | 9                                           | 7  | 8  | 9  | 9  | 42    | 39 | 7                          | 7  | 9  | 23    | 39 | 7                      | 9  | 8  | 9  | 33    | 39 | 7                          | 9  | 8  | 7  | 31    |
| 40 | 7                                           | 8  | 8  | 8  | 6  | 37    | 40 | 5                          | 8  | 7  | 20    | 40 | 6                      | 6  | 7  | 6  | 25    | 40 | 8                          | 7  | 5  | 7  | 27    |
| 41 | 8                                           | 9  | 9  | 9  | 9  | 44    | 41 | 9                          | 9  | 10 | 28    | 41 | 9                      | 10 | 9  | 8  | 36    | 41 | 10                         | 9  | 7  | 10 | 36    |
| 42 | 7                                           | 7  | 9  | 7  | 9  | 39    | 42 | 5                          | 8  | 5  | 18    | 42 | 9                      | 8  | 8  | 8  | 33    | 42 | 10                         | 8  | 5  | 8  | 31    |
| 43 | 8                                           | 9  | 7  | 9  | 9  | 42    | 43 | 8                          | 9  | 9  | 26    | 43 | 7                      | 8  | 10 | 10 | 35    | 43 | 7                          | 6  | 8  | 9  | 30    |
| 44 | 8                                           | 7  | 9  | 9  | 10 | 43    | 44 | 9                          | 8  | 9  | 26    | 44 | 9                      | 6  | 9  | 8  | 32    | 44 | 8                          | 9  | 9  | 7  | 33    |
| 45 | 9                                           | 8  | 8  | 8  | 8  | 41    | 45 | 8                          | 10 | 10 | 28    | 45 | 8                      | 9  | 10 | 9  | 36    | 45 | 9                          | 8  | 8  | 8  | 33    |

| No | Social Media Marketing<br>(X <sub>1</sub> ) |    |    |    |    | Total | No | E-WOM<br>(X <sub>2</sub> ) |    |    | Total | No | Brand Awareness<br>(Z) |    |    |    | Total | No | Keputusan<br>Pembelian (Y) |    |    |    | Total |
|----|---------------------------------------------|----|----|----|----|-------|----|----------------------------|----|----|-------|----|------------------------|----|----|----|-------|----|----------------------------|----|----|----|-------|
|    | P1                                          | P2 | P3 | P4 | P5 |       |    | P1                         | P2 | P3 |       |    | P1                     | P2 | P3 | P4 |       |    | P1                         | P2 | P3 | P4 |       |
| 46 | 9                                           | 9  | 8  | 8  | 8  | 42    | 46 | 9                          | 8  | 9  | 26    | 46 | 8                      | 8  | 8  | 9  | 33    | 46 | 7                          | 7  | 7  | 8  | 29    |
| 47 | 7                                           | 8  | 8  | 7  | 8  | 38    | 47 | 7                          | 8  | 9  | 24    | 47 | 10                     | 9  | 7  | 10 | 36    | 47 | 7                          | 6  | 7  | 8  | 28    |
| 48 | 7                                           | 7  | 7  | 10 | 10 | 41    | 48 | 8                          | 9  | 8  | 25    | 48 | 9                      | 8  | 8  | 8  | 33    | 48 | 8                          | 9  | 9  | 7  | 33    |
| 49 | 6                                           | 5  | 7  | 7  | 8  | 33    | 49 | 9                          | 10 | 10 | 29    | 49 | 9                      | 10 | 8  | 9  | 36    | 49 | 5                          | 6  | 4  | 5  | 20    |
| 50 | 8                                           | 9  | 8  | 9  | 9  | 43    | 50 | 9                          | 8  | 9  | 26    | 50 | 7                      | 9  | 8  | 9  | 33    | 50 | 9                          | 9  | 9  | 10 | 37    |
| 51 | 8                                           | 9  | 9  | 9  | 8  | 43    | 51 | 9                          | 9  | 9  | 27    | 51 | 9                      | 9  | 6  | 7  | 31    | 51 | 9                          | 8  | 9  | 9  | 35    |
| 52 | 10                                          | 10 | 10 | 10 | 10 | 50    | 52 | 6                          | 6  | 6  | 18    | 52 | 6                      | 8  | 6  | 8  | 28    | 52 | 8                          | 6  | 7  | 6  | 27    |
| 53 | 9                                           | 8  | 10 | 9  | 6  | 42    | 53 | 6                          | 9  | 7  | 22    | 53 | 9                      | 8  | 9  | 10 | 36    | 53 | 9                          | 8  | 6  | 10 | 33    |
| 54 | 8                                           | 8  | 8  | 8  | 8  | 40    | 54 | 8                          | 8  | 8  | 24    | 54 | 7                      | 8  | 8  | 8  | 31    | 54 | 8                          | 8  | 8  | 8  | 32    |
| 55 | 6                                           | 6  | 8  | 8  | 8  | 36    | 55 | 6                          | 8  | 7  | 21    | 55 | 8                      | 8  | 8  | 8  | 32    | 55 | 8                          | 8  | 8  | 8  | 32    |
| 56 | 10                                          | 10 | 9  | 10 | 8  | 47    | 56 | 8                          | 9  | 9  | 26    | 56 | 9                      | 10 | 9  | 10 | 38    | 56 | 10                         | 9  | 8  | 9  | 36    |
| 57 | 10                                          | 9  | 9  | 9  | 9  | 46    | 57 | 10                         | 8  | 10 | 28    | 57 | 9                      | 9  | 10 | 9  | 37    | 57 | 8                          | 9  | 10 | 9  | 36    |
| 58 | 8                                           | 7  | 8  | 8  | 8  | 39    | 58 | 7                          | 8  | 8  | 23    | 58 | 8                      | 8  | 8  | 8  | 32    | 58 | 9                          | 9  | 8  | 8  | 34    |
| 59 | 5                                           | 7  | 9  | 7  | 9  | 37    | 59 | 5                          | 7  | 5  | 17    | 59 | 9                      | 7  | 6  | 3  | 25    | 59 | 5                          | 7  | 9  | 5  | 26    |
| 60 | 9                                           | 8  | 8  | 8  | 8  | 41    | 60 | 8                          | 8  | 8  | 24    | 60 | 8                      | 8  | 8  | 8  | 32    | 60 | 8                          | 8  | 10 | 8  | 34    |
| 61 | 10                                          | 10 | 10 | 10 | 9  | 49    | 61 | 9                          | 10 | 10 | 29    | 61 | 9                      | 10 | 10 | 10 | 39    | 61 | 10                         | 10 | 10 | 10 | 40    |
| 62 | 7                                           | 9  | 8  | 9  | 9  | 42    | 62 | 10                         | 9  | 8  | 27    | 62 | 8                      | 9  | 9  | 10 | 36    | 62 | 9                          | 7  | 7  | 10 | 33    |
| 63 | 7                                           | 7  | 7  | 7  | 6  | 34    | 63 | 6                          | 6  | 6  | 18    | 63 | 8                      | 7  | 7  | 7  | 29    | 63 | 8                          | 7  | 7  | 6  | 28    |
| 64 | 8                                           | 8  | 8  | 8  | 8  | 40    | 64 | 8                          | 8  | 8  | 24    | 64 | 8                      | 8  | 8  | 8  | 32    | 64 | 8                          | 8  | 8  | 8  | 32    |
| 65 | 6                                           | 7  | 7  | 7  | 7  | 34    | 65 | 7                          | 7  | 6  | 20    | 65 | 7                      | 6  | 7  | 7  | 27    | 65 | 7                          | 7  | 6  | 8  | 28    |
| 66 | 8                                           | 8  | 7  | 8  | 8  | 39    | 66 | 8                          | 9  | 7  | 24    | 66 | 9                      | 9  | 8  | 9  | 35    | 66 | 9                          | 9  | 7  | 9  | 34    |
| 67 | 10                                          | 9  | 8  | 8  | 8  | 43    | 67 | 9                          | 8  | 8  | 25    | 67 | 9                      | 8  | 8  | 8  | 33    | 67 | 9                          | 9  | 8  | 10 | 36    |
| 68 | 8                                           | 9  | 8  | 9  | 8  | 42    | 68 | 8                          | 9  | 9  | 26    | 68 | 9                      | 9  | 9  | 9  | 36    | 68 | 9                          | 9  | 10 | 7  | 35    |

| No | Social Media Marketing<br>(X <sub>1</sub> ) |    |    |    |    | Total | No | E-WOM<br>(X <sub>2</sub> ) |    |    | Total | No | Brand Awareness<br>(Z) |    |    |    | Total | No | Keputusan<br>Pembelian (Y) |    |    |    | Total |
|----|---------------------------------------------|----|----|----|----|-------|----|----------------------------|----|----|-------|----|------------------------|----|----|----|-------|----|----------------------------|----|----|----|-------|
|    | P1                                          | P2 | P3 | P4 | P5 |       |    | P1                         | P2 | P3 |       |    | P1                     | P2 | P3 | P4 |       |    | P1                         | P2 | P3 | P4 |       |
| 69 | 2                                           | 2  | 2  | 2  | 4  | 12    | 69 | 2                          | 2  | 2  | 6     | 69 | 6                      | 10 | 3  | 6  | 25    | 69 | 5                          | 3  | 2  | 3  | 13    |
| 70 | 9                                           | 9  | 9  | 9  | 9  | 45    | 70 | 9                          | 8  | 8  | 25    | 70 | 9                      | 9  | 9  | 10 | 37    | 70 | 9                          | 9  | 9  | 10 | 37    |
| 71 | 8                                           | 8  | 7  | 9  | 8  | 40    | 71 | 9                          | 9  | 8  | 26    | 71 | 8                      | 10 | 8  | 9  | 35    | 71 | 8                          | 9  | 8  | 9  | 34    |
| 72 | 8                                           | 10 | 9  | 7  | 9  | 43    | 72 | 7                          | 9  | 9  | 25    | 72 | 9                      | 8  | 9  | 9  | 35    | 72 | 9                          | 10 | 8  | 10 | 37    |
| 73 | 8                                           | 9  | 7  | 9  | 7  | 40    | 73 | 8                          | 9  | 9  | 26    | 73 | 7                      | 9  | 10 | 9  | 35    | 73 | 8                          | 8  | 7  | 9  | 32    |
| 74 | 9                                           | 7  | 9  | 7  | 9  | 41    | 74 | 9                          | 7  | 7  | 23    | 74 | 9                      | 9  | 7  | 9  | 34    | 74 | 9                          | 7  | 7  | 9  | 32    |
| 75 | 8                                           | 8  | 8  | 8  | 6  | 38    | 75 | 4                          | 8  | 6  | 18    | 75 | 8                      | 8  | 6  | 8  | 30    | 75 | 8                          | 6  | 4  | 4  | 22    |
| 76 | 7                                           | 9  | 8  | 9  | 9  | 42    | 76 | 8                          | 9  | 9  | 26    | 76 | 6                      | 8  | 10 | 8  | 32    | 76 | 9                          | 9  | 9  | 7  | 34    |
| 77 | 10                                          | 8  | 10 | 9  | 7  | 44    | 77 | 10                         | 9  | 9  | 28    | 77 | 9                      | 8  | 9  | 10 | 36    | 77 | 9                          | 9  | 7  | 7  | 32    |
| 78 | 8                                           | 6  | 9  | 8  | 8  | 39    | 78 | 6                          | 8  | 8  | 22    | 78 | 9                      | 10 | 9  | 9  | 37    | 78 | 10                         | 8  | 7  | 9  | 34    |
| 79 | 8                                           | 8  | 8  | 8  | 8  | 40    | 79 | 8                          | 8  | 8  | 24    | 79 | 8                      | 8  | 8  | 8  | 32    | 79 | 9                          | 10 | 10 | 10 | 39    |
| 80 | 8                                           | 8  | 8  | 8  | 8  | 40    | 80 | 7                          | 9  | 8  | 24    | 80 | 9                      | 8  | 8  | 9  | 34    | 80 | 8                          | 8  | 7  | 8  | 31    |
| 81 | 2                                           | 2  | 2  | 2  | 2  | 10    | 81 | 5                          | 3  | 6  | 14    | 81 | 4                      | 4  | 3  | 3  | 14    | 81 | 3                          | 3  | 3  | 4  | 13    |
| 82 | 5                                           | 8  | 8  | 8  | 8  | 37    | 82 | 6                          | 7  | 8  | 21    | 82 | 8                      | 8  | 8  | 8  | 32    | 82 | 6                          | 6  | 6  | 6  | 24    |
| 83 | 4                                           | 4  | 4  | 4  | 4  | 20    | 83 | 4                          | 4  | 4  | 12    | 83 | 8                      | 8  | 8  | 8  | 32    | 83 | 4                          | 5  | 5  | 4  | 18    |
| 84 | 8                                           | 8  | 10 | 9  | 8  | 43    | 84 | 7                          | 9  | 9  | 25    | 84 | 9                      | 9  | 10 | 8  | 36    | 84 | 9                          | 9  | 8  | 10 | 36    |
| 85 | 8                                           | 10 | 7  | 7  | 9  | 41    | 85 | 6                          | 8  | 8  | 22    | 85 | 7                      | 10 | 8  | 8  | 33    | 85 | 9                          | 7  | 6  | 6  | 28    |
| 86 | 7                                           | 7  | 9  | 9  | 8  | 40    | 86 | 9                          | 9  | 7  | 25    | 86 | 9                      | 9  | 7  | 10 | 35    | 86 | 8                          | 9  | 9  | 9  | 35    |
| 87 | 4                                           | 4  | 4  | 5  | 5  | 22    | 87 | 2                          | 2  | 3  | 7     | 87 | 3                      | 2  | 5  | 6  | 16    | 87 | 5                          | 5  | 4  | 4  | 18    |
| 88 | 8                                           | 8  | 8  | 8  | 9  | 41    | 88 | 7                          | 7  | 7  | 21    | 88 | 7                      | 8  | 9  | 7  | 31    | 88 | 8                          | 7  | 8  | 7  | 30    |
| 89 | 8                                           | 9  | 9  | 8  | 10 | 44    | 89 | 8                          | 9  | 9  | 26    | 89 | 10                     | 8  | 8  | 9  | 35    | 89 | 9                          | 9  | 8  | 10 | 36    |
| 90 | 9                                           | 8  | 9  | 8  | 8  | 42    | 90 | 9                          | 8  | 9  | 26    | 90 | 9                      | 8  | 9  | 9  | 35    | 90 | 8                          | 9  | 7  | 8  | 32    |
| 91 | 8                                           | 10 | 10 | 10 | 10 | 48    | 91 | 8                          | 10 | 10 | 28    | 91 | 10                     | 10 | 9  | 10 | 39    | 91 | 10                         | 8  | 8  | 9  | 35    |

| No  | Social Media Marketing<br>(X <sub>1</sub> ) |    |    |    |    | Total | No  | E-WOM<br>(X <sub>2</sub> ) |    |    | Total | No  | Brand Awareness<br>(Z) |    |    |    | Total | No  | Keputusan<br>Pembelian (Y) |    |    |    | Total |
|-----|---------------------------------------------|----|----|----|----|-------|-----|----------------------------|----|----|-------|-----|------------------------|----|----|----|-------|-----|----------------------------|----|----|----|-------|
|     | P1                                          | P2 | P3 | P4 | P5 |       |     | P1                         | P2 | P3 |       |     | P1                     | P2 | P3 | P4 |       |     | P1                         | P2 | P3 | P4 |       |
| 92  | 8                                           | 10 | 9  | 7  | 9  | 43    | 92  | 6                          | 8  | 10 | 24    | 92  | 9                      | 10 | 8  | 8  | 35    | 92  | 9                          | 10 | 7  | 9  | 35    |
| 93  | 8                                           | 8  | 8  | 8  | 8  | 40    | 93  | 8                          | 8  | 8  | 24    | 93  | 10                     | 8  | 9  | 10 | 37    | 93  | 10                         | 10 | 9  | 10 | 39    |
| 94  | 7                                           | 9  | 9  | 9  | 5  | 39    | 94  | 5                          | 7  | 8  | 20    | 94  | 9                      | 9  | 7  | 9  | 34    | 94  | 9                          | 7  | 6  | 8  | 30    |
| 95  | 9                                           | 9  | 7  | 9  | 9  | 43    | 95  | 7                          | 8  | 7  | 22    | 95  | 5                      | 4  | 7  | 6  | 22    | 95  | 9                          | 9  | 8  | 8  | 34    |
| 96  | 8                                           | 9  | 9  | 8  | 8  | 42    | 96  | 9                          | 9  | 9  | 27    | 96  | 9                      | 7  | 9  | 9  | 34    | 96  | 9                          | 9  | 10 | 9  | 37    |
| 97  | 5                                           | 6  | 5  | 5  | 7  | 28    | 97  | 5                          | 7  | 5  | 17    | 97  | 7                      | 5  | 6  | 6  | 24    | 97  | 7                          | 5  | 6  | 6  | 24    |
| 98  | 9                                           | 9  | 9  | 9  | 9  | 45    | 98  | 8                          | 8  | 9  | 25    | 98  | 7                      | 9  | 9  | 9  | 34    | 98  | 9                          | 9  | 8  | 9  | 35    |
| 99  | 7                                           | 9  | 9  | 8  | 10 | 43    | 99  | 9                          | 9  | 8  | 26    | 99  | 9                      | 9  | 9  | 7  | 34    | 99  | 8                          | 7  | 9  | 7  | 31    |
| 100 | 9                                           | 9  | 9  | 8  | 10 | 45    | 100 | 9                          | 9  | 9  | 27    | 100 | 10                     | 9  | 9  | 9  | 37    | 100 | 9                          | 8  | 9  | 10 | 36    |
| 101 | 10                                          | 9  | 9  | 9  | 9  | 46    | 101 | 9                          | 9  | 9  | 27    | 101 | 8                      | 9  | 10 | 9  | 36    | 101 | 9                          | 9  | 9  | 10 | 37    |
| 102 | 9                                           | 8  | 9  | 10 | 9  | 45    | 102 | 9                          | 10 | 10 | 29    | 102 | 8                      | 9  | 9  | 9  | 35    | 102 | 10                         | 9  | 10 | 8  | 37    |
| 103 | 9                                           | 9  | 9  | 10 | 8  | 45    | 103 | 9                          | 9  | 9  | 27    | 103 | 10                     | 9  | 9  | 8  | 36    | 103 | 9                          | 10 | 8  | 10 | 37    |
| 104 | 3                                           | 4  | 2  | 2  | 3  | 14    | 104 | 3                          | 5  | 2  | 10    | 104 | 3                      | 2  | 2  | 4  | 11    | 104 | 7                          | 4  | 6  | 4  | 21    |
| 105 | 8                                           | 9  | 9  | 9  | 8  | 43    | 105 | 9                          | 8  | 9  | 26    | 105 | 9                      | 8  | 9  | 8  | 34    | 105 | 9                          | 9  | 6  | 9  | 33    |
| 106 | 7                                           | 8  | 7  | 6  | 7  | 35    | 106 | 7                          | 5  | 8  | 20    | 106 | 6                      | 7  | 7  | 7  | 27    | 106 | 6                          | 7  | 5  | 8  | 26    |
| 107 | 3                                           | 5  | 3  | 5  | 3  | 19    | 107 | 5                          | 4  | 3  | 12    | 107 | 5                      | 5  | 4  | 3  | 17    | 107 | 5                          | 3  | 5  | 4  | 17    |
| 108 | 9                                           | 10 | 9  | 8  | 9  | 45    | 108 | 9                          | 8  | 9  | 26    | 108 | 9                      | 8  | 8  | 9  | 34    | 108 | 9                          | 8  | 8  | 8  | 33    |
| 109 | 7                                           | 8  | 8  | 7  | 7  | 37    | 109 | 5                          | 6  | 7  | 18    | 109 | 6                      | 9  | 8  | 7  | 30    | 109 | 8                          | 6  | 6  | 6  | 26    |
| 110 | 9                                           | 8  | 10 | 10 | 10 | 47    | 110 | 5                          | 10 | 9  | 24    | 110 | 10                     | 10 | 9  | 8  | 37    | 110 | 9                          | 10 | 5  | 9  | 33    |
| 111 | 7                                           | 8  | 8  | 7  | 6  | 36    | 111 | 7                          | 8  | 8  | 23    | 111 | 7                      | 7  | 8  | 8  | 30    | 111 | 8                          | 7  | 6  | 7  | 28    |
| 112 | 9                                           | 8  | 7  | 10 | 9  | 43    | 112 | 8                          | 7  | 9  | 24    | 112 | 8                      | 9  | 7  | 9  | 33    | 112 | 9                          | 9  | 8  | 7  | 33    |
| 113 | 9                                           | 7  | 8  | 8  | 8  | 40    | 113 | 7                          | 7  | 6  | 20    | 113 | 8                      | 7  | 9  | 8  | 32    | 113 | 8                          | 7  | 7  | 7  | 29    |
| 114 | 7                                           | 8  | 10 | 8  | 9  | 42    | 114 | 10                         | 8  | 10 | 28    | 114 | 7                      | 9  | 7  | 9  | 32    | 114 | 10                         | 10 | 9  | 9  | 38    |

| No  | Social Media Marketing<br>(X <sub>1</sub> ) |    |    |    |    | Total | No  | E-WOM<br>(X <sub>2</sub> ) |    |    | Total | No  | Brand Awareness<br>(Z) |    |    |    | Total | No  | Keputusan<br>Pembelian (Y) |    |    |    | Total |
|-----|---------------------------------------------|----|----|----|----|-------|-----|----------------------------|----|----|-------|-----|------------------------|----|----|----|-------|-----|----------------------------|----|----|----|-------|
|     | P1                                          | P2 | P3 | P4 | P5 |       |     | P1                         | P2 | P3 |       |     | P1                     | P2 | P3 | P4 |       |     | P1                         | P2 | P3 | P4 |       |
| 115 | 6                                           | 9  | 9  | 7  | 9  | 40    | 115 | 8                          | 7  | 8  | 23    | 115 | 7                      | 10 | 7  | 7  | 31    | 115 | 7                          | 9  | 8  | 7  | 31    |
| 116 | 8                                           | 7  | 9  | 9  | 7  | 40    | 116 | 8                          | 7  | 10 | 25    | 116 | 10                     | 8  | 6  | 9  | 33    | 116 | 10                         | 10 | 8  | 10 | 38    |
| 117 | 8                                           | 9  | 7  | 9  | 8  | 41    | 117 | 9                          | 9  | 9  | 27    | 117 | 9                      | 10 | 8  | 8  | 35    | 117 | 8                          | 10 | 8  | 9  | 35    |
| 118 | 7                                           | 9  | 9  | 9  | 8  | 42    | 118 | 9                          | 9  | 9  | 27    | 118 | 9                      | 8  | 9  | 9  | 35    | 118 | 9                          | 9  | 10 | 9  | 37    |
| 119 | 6                                           | 6  | 4  | 5  | 6  | 27    | 119 | 8                          | 6  | 5  | 19    | 119 | 5                      | 5  | 7  | 7  | 24    | 119 | 4                          | 4  | 5  | 6  | 19    |
| 120 | 8                                           | 9  | 6  | 7  | 10 | 40    | 120 | 9                          | 9  | 7  | 25    | 120 | 9                      | 8  | 8  | 8  | 33    | 120 | 9                          | 8  | 10 | 8  | 35    |
| 121 | 9                                           | 9  | 9  | 8  | 9  | 44    | 121 | 8                          | 8  | 7  | 23    | 121 | 8                      | 9  | 8  | 8  | 33    | 121 | 8                          | 7  | 8  | 8  | 31    |
| 122 | 10                                          | 8  | 9  | 8  | 9  | 44    | 122 | 10                         | 8  | 9  | 27    | 122 | 9                      | 10 | 8  | 9  | 36    | 122 | 9                          | 9  | 9  | 9  | 36    |
| 123 | 6                                           | 8  | 9  | 6  | 6  | 35    | 123 | 2                          | 6  | 5  | 13    | 123 | 2                      | 3  | 4  | 2  | 11    | 123 | 8                          | 7  | 5  | 6  | 26    |
| 124 | 5                                           | 4  | 4  | 4  | 3  | 20    | 124 | 4                          | 4  | 4  | 12    | 124 | 5                      | 3  | 3  | 5  | 16    | 124 | 5                          | 4  | 4  | 3  | 16    |
| 125 | 4                                           | 6  | 6  | 5  | 6  | 27    | 125 | 6                          | 5  | 6  | 17    | 125 | 6                      | 6  | 5  | 6  | 23    | 125 | 6                          | 4  | 6  | 6  | 22    |
| 126 | 9                                           | 9  | 9  | 9  | 9  | 45    | 126 | 9                          | 9  | 9  | 27    | 126 | 9                      | 9  | 8  | 9  | 35    | 126 | 8                          | 9  | 10 | 9  | 36    |
| 127 | 8                                           | 8  | 8  | 8  | 7  | 39    | 127 | 8                          | 8  | 7  | 23    | 127 | 8                      | 8  | 8  | 8  | 32    | 127 | 8                          | 8  | 7  | 8  | 31    |
| 128 | 8                                           | 9  | 9  | 9  | 10 | 45    | 128 | 9                          | 9  | 9  | 27    | 128 | 9                      | 9  | 9  | 9  | 36    | 128 | 9                          | 9  | 10 | 9  | 37    |
| 129 | 10                                          | 10 | 10 | 10 | 10 | 50    | 129 | 10                         | 10 | 10 | 30    | 129 | 9                      | 8  | 8  | 10 | 35    | 129 | 9                          | 9  | 10 | 10 | 38    |
| 130 | 6                                           | 9  | 8  | 9  | 8  | 40    | 130 | 5                          | 7  | 8  | 20    | 130 | 9                      | 8  | 9  | 9  | 35    | 130 | 9                          | 9  | 7  | 9  | 34    |
| 131 | 9                                           | 8  | 10 | 8  | 8  | 43    | 131 | 8                          | 8  | 7  | 23    | 131 | 9                      | 9  | 6  | 8  | 32    | 131 | 9                          | 9  | 7  | 9  | 34    |
| 132 | 9                                           | 9  | 9  | 9  | 8  | 44    | 132 | 10                         | 7  | 8  | 25    | 132 | 10                     | 9  | 10 | 8  | 37    | 132 | 9                          | 7  | 8  | 9  | 33    |
| 133 | 7                                           | 7  | 7  | 7  | 6  | 34    | 133 | 7                          | 6  | 7  | 20    | 133 | 7                      | 7  | 7  | 7  | 28    | 133 | 6                          | 8  | 6  | 8  | 28    |
| 134 | 9                                           | 8  | 7  | 9  | 10 | 43    | 134 | 9                          | 8  | 9  | 26    | 134 | 10                     | 10 | 9  | 10 | 39    | 134 | 9                          | 8  | 7  | 10 | 34    |
| 135 | 8                                           | 8  | 8  | 8  | 8  | 40    | 135 | 7                          | 9  | 8  | 24    | 135 | 8                      | 8  | 8  | 9  | 33    | 135 | 9                          | 8  | 9  | 8  | 34    |
| 136 | 3                                           | 4  | 4  | 4  | 2  | 17    | 136 | 3                          | 2  | 2  | 7     | 136 | 2                      | 2  | 2  | 2  | 8     | 136 | 3                          | 2  | 3  | 2  | 10    |
| 137 | 9                                           | 9  | 9  | 9  | 9  | 45    | 137 | 7                          | 9  | 9  | 25    | 137 | 10                     | 9  | 7  | 9  | 35    | 137 | 9                          | 9  | 8  | 9  | 35    |

| No  | Social Media Marketing<br>(X <sub>1</sub> ) |    |    |    |    | Total | No  | E-WOM<br>(X <sub>2</sub> ) |    |    | Total | No  | Brand Awareness<br>(Z) |    |    |    | Total | No  | Keputusan<br>Pembelian (Y) |    |    |    | Total |
|-----|---------------------------------------------|----|----|----|----|-------|-----|----------------------------|----|----|-------|-----|------------------------|----|----|----|-------|-----|----------------------------|----|----|----|-------|
|     | P1                                          | P2 | P3 | P4 | P5 |       |     | P1                         | P2 | P3 |       |     | P1                     | P2 | P3 | P4 |       |     | P1                         | P2 | P3 | P4 |       |
| 138 | 8                                           | 9  | 9  | 8  | 9  | 43    | 138 | 8                          | 9  | 9  | 26    | 138 | 10                     | 10 | 9  | 8  | 37    | 138 | 9                          | 7  | 8  | 8  | 32    |
| 139 | 7                                           | 7  | 8  | 8  | 9  | 39    | 139 | 8                          | 7  | 8  | 23    | 139 | 8                      | 8  | 8  | 8  | 32    | 139 | 8                          | 7  | 9  | 6  | 30    |
| 140 | 8                                           | 8  | 9  | 8  | 8  | 41    | 140 | 6                          | 6  | 9  | 21    | 140 | 8                      | 8  | 8  | 6  | 30    | 140 | 7                          | 6  | 7  | 6  | 26    |
| 141 | 6                                           | 4  | 4  | 4  | 5  | 23    | 141 | 7                          | 4  | 4  | 15    | 141 | 4                      | 4  | 5  | 5  | 18    | 141 | 4                          | 5  | 4  | 5  | 18    |
| 142 | 7                                           | 8  | 6  | 7  | 7  | 35    | 142 | 7                          | 6  | 8  | 21    | 142 | 8                      | 7  | 7  | 7  | 29    | 142 | 8                          | 7  | 6  | 7  | 28    |
| 143 | 10                                          | 10 | 10 | 10 | 10 | 50    | 143 | 10                         | 10 | 9  | 29    | 143 | 10                     | 10 | 10 | 10 | 40    | 143 | 9                          | 9  | 10 | 9  | 37    |
| 144 | 9                                           | 9  | 6  | 7  | 9  | 40    | 144 | 6                          | 8  | 6  | 20    | 144 | 8                      | 9  | 7  | 9  | 33    | 144 | 8                          | 9  | 7  | 9  | 33    |
| 145 | 6                                           | 9  | 9  | 7  | 9  | 40    | 145 | 6                          | 9  | 9  | 24    | 145 | 7                      | 9  | 9  | 9  | 34    | 145 | 6                          | 9  | 8  | 6  | 29    |
| 146 | 6                                           | 9  | 9  | 9  | 7  | 40    | 146 | 7                          | 10 | 7  | 24    | 146 | 7                      | 9  | 7  | 10 | 33    | 146 | 7                          | 9  | 9  | 6  | 31    |
| 147 | 7                                           | 9  | 7  | 9  | 8  | 40    | 147 | 7                          | 9  | 8  | 24    | 147 | 6                      | 9  | 8  | 7  | 30    | 147 | 7                          | 10 | 8  | 7  | 32    |
| 148 | 9                                           | 9  | 9  | 7  | 7  | 41    | 148 | 10                         | 9  | 7  | 26    | 148 | 7                      | 8  | 7  | 10 | 32    | 148 | 6                          | 7  | 8  | 8  | 29    |
| 149 | 8                                           | 8  | 8  | 8  | 8  | 40    | 149 | 7                          | 8  | 8  | 23    | 149 | 8                      | 8  | 8  | 8  | 32    | 149 | 8                          | 8  | 8  | 7  | 31    |
| 150 | 9                                           | 9  | 9  | 8  | 7  | 42    | 150 | 9                          | 9  | 9  | 27    | 150 | 9                      | 9  | 9  | 9  | 36    | 150 | 9                          | 9  | 6  | 9  | 33    |
| 151 | 7                                           | 6  | 8  | 10 | 7  | 38    | 151 | 10                         | 9  | 7  | 26    | 151 | 10                     | 7  | 8  | 9  | 34    | 151 | 8                          | 7  | 7  | 9  | 31    |
| 152 | 9                                           | 7  | 9  | 9  | 7  | 41    | 152 | 9                          | 9  | 7  | 25    | 152 | 8                      | 9  | 7  | 9  | 33    | 152 | 8                          | 9  | 7  | 10 | 34    |
| 153 | 9                                           | 9  | 7  | 7  | 9  | 41    | 153 | 10                         | 8  | 7  | 25    | 153 | 7                      | 10 | 7  | 7  | 31    | 153 | 7                          | 7  | 9  | 7  | 30    |
| 154 | 7                                           | 8  | 10 | 7  | 7  | 39    | 154 | 9                          | 7  | 7  | 23    | 154 | 10                     | 7  | 8  | 7  | 32    | 154 | 6                          | 8  | 7  | 9  | 30    |
| 155 | 6                                           | 8  | 10 | 7  | 10 | 41    | 155 | 7                          | 10 | 7  | 24    | 155 | 7                      | 10 | 7  | 7  | 31    | 155 | 7                          | 9  | 10 | 7  | 33    |
| 156 | 9                                           | 8  | 7  | 9  | 7  | 40    | 156 | 7                          | 9  | 7  | 23    | 156 | 8                      | 7  | 10 | 7  | 32    | 156 | 10                         | 10 | 8  | 7  | 35    |
| 157 | 8                                           | 8  | 8  | 8  | 8  | 40    | 157 | 8                          | 8  | 8  | 24    | 157 | 8                      | 8  | 8  | 8  | 32    | 157 | 8                          | 8  | 7  | 8  | 31    |
| 158 | 4                                           | 4  | 4  | 4  | 4  | 20    | 158 | 4                          | 5  | 5  | 14    | 158 | 4                      | 4  | 4  | 4  | 16    | 158 | 8                          | 6  | 5  | 5  | 24    |
| 159 | 7                                           | 9  | 10 | 8  | 9  | 43    | 159 | 6                          | 9  | 10 | 25    | 159 | 8                      | 9  | 9  | 8  | 34    | 159 | 9                          | 9  | 10 | 9  | 37    |
| 160 | 8                                           | 8  | 8  | 8  | 8  | 40    | 160 | 4                          | 5  | 5  | 14    | 160 | 8                      | 7  | 6  | 7  | 28    | 160 | 8                          | 8  | 5  | 6  | 27    |

## Lampiran 6 Hasil Uji SmartPLS

### Outer Loading

|                        | <i>Social Media Marketing (X<sub>1</sub>)</i> | <i>Electronic Word Of Mouth (X<sub>2</sub>)</i> | <i>Brand Awareness (Z)</i> | <i>Keputusan Pembelian (Y)</i> |
|------------------------|-----------------------------------------------|-------------------------------------------------|----------------------------|--------------------------------|
| <b>X<sub>1.1</sub></b> | 0.880                                         |                                                 |                            |                                |
| <b>X<sub>1.2</sub></b> | 0.882                                         |                                                 |                            |                                |
| <b>X<sub>1.3</sub></b> | 0.883                                         |                                                 |                            |                                |
| <b>X<sub>1.4</sub></b> | 0.888                                         |                                                 |                            |                                |
| <b>X<sub>1.5</sub></b> | 0.853                                         |                                                 |                            |                                |
| <b>X<sub>2.1</sub></b> |                                               | 0.868                                           |                            |                                |
| <b>X<sub>2.2</sub></b> |                                               | 0.914                                           |                            |                                |
| <b>X<sub>2.3</sub></b> |                                               | 0.909                                           |                            |                                |
| <b>Z<sub>1</sub></b>   |                                               |                                                 | 0.862                      |                                |
| <b>Z<sub>2</sub></b>   |                                               |                                                 | 0.862                      |                                |
| <b>Z<sub>3</sub></b>   |                                               |                                                 | 0.868                      |                                |
| <b>Z<sub>4</sub></b>   |                                               |                                                 | 0.889                      |                                |
| <b>Y<sub>1</sub></b>   |                                               |                                                 |                            | 0.872                          |
| <b>Y<sub>2</sub></b>   |                                               |                                                 |                            | 0.906                          |
| <b>Y<sub>3</sub></b>   |                                               |                                                 |                            | 0.805                          |
| <b>Y<sub>4</sub></b>   |                                               |                                                 |                            | 0.890                          |

### Construct Reliability

|           | <b>Cronbach's alpha</b> | <b>Composite reliability (rho_a)</b> | <b>Composite reliability (rho_c)</b> | <b>Average variance extracted (AVE)</b> |
|-----------|-------------------------|--------------------------------------|--------------------------------------|-----------------------------------------|
| <b>X1</b> | 0,925                   | 0,925                                | 0,944                                | 0,770                                   |
| <b>X2</b> | 0.879                   | 0,889                                | 0,925                                | 0,805                                   |
| <b>Y</b>  | 0.891                   | 0,894                                | 0,925                                | 0,755                                   |
| <b>Z</b>  | 0.893                   | 0,896                                | 0,926                                | 0,757                                   |

### Discriminant Validity

|             | <b>BA</b> | <b>EWOM</b> | <b>KP</b> | <b>SMM</b> |
|-------------|-----------|-------------|-----------|------------|
| <b>BA</b>   |           |             |           |            |
| <b>EWOM</b> | 0.899     |             |           |            |
| <b>KP</b>   | 0.891     | 0.909       |           |            |
| <b>SMM</b>  | 0.911     | 0.890       | 0.958     |            |

|             | <b>BA</b> | <b>EWOM</b> | <b>KP</b> | <b>SMM</b> |
|-------------|-----------|-------------|-----------|------------|
| <b>BA</b>   | 0.870     |             |           |            |
| <b>EWOM</b> | 0.805     | 0.897       |           |            |
| <b>KP</b>   | 0.800     | 0.808       | 0.869     |            |
| <b>SMM</b>  | 0.831     | 0.808       | 0.870     | 0.877      |

### *R-Square*

|          | <b>R-square</b> | <b>R-square adjusted</b> |
|----------|-----------------|--------------------------|
| <b>Y</b> | 0,799           | 0,792                    |
| <b>Z</b> | 0,741           | 0,738                    |

### **Model Fit**

|                   | <b>Saturated model</b> | <b>Estimated model</b> |
|-------------------|------------------------|------------------------|
| <b>SRMR</b>       | 0,058                  | 0,065                  |
| <b>d_ ULS</b>     | 0,459                  | 0,575                  |
| <b>d_ G</b>       | 0,383                  | 0,424                  |
| <b>Chi-square</b> | 356,731                | 419,656                |
| <b>NFI</b>        | 0,854                  | 0,829                  |

### *F-Square*

|           | <b>X1</b> | <b>X2</b> | <b>Y</b> | <b>Z</b> |
|-----------|-----------|-----------|----------|----------|
| <b>X1</b> |           |           | 0,378    | 0,361    |
| <b>X2</b> |           |           | 0,063    | 0,199    |
| <b>Y</b>  |           |           |          |          |
| <b>Z</b>  |           |           | 0,025    |          |

### *Dirrect Effect*

|                    | <b>Original sample (O)</b> | <b>Sample mean (M)</b> | <b>Standard deviation (STDEV)</b> | <b>T statistics ((O/STDEV))</b> | <b>P values</b> |
|--------------------|----------------------------|------------------------|-----------------------------------|---------------------------------|-----------------|
| <b>X1 - &gt; Y</b> | 0,634                      | 0,614                  | 0,135                             | 4,692                           | 0.000           |
| <b>X1 - &gt; Z</b> | 0,519                      | 0,521                  | 0,105                             | 4,954                           | 0.000           |

|                        |       |       |       |       |       |
|------------------------|-------|-------|-------|-------|-------|
| <b>X2 -<br/>&gt; Y</b> | 0,217 | 0,227 | 0,101 | 2,139 | 0.033 |
| <b>X2 -<br/>&gt; Z</b> | 0,386 | 0,385 | 0,095 | 4,061 | 0,000 |
| <b>Z -&gt;<br/>Y</b>   | 0,156 | 0,167 | 0,102 | 1,525 | 0,127 |

*Specific Indirect Effect*

|                                   | <b>Original<br/>sample<br/>(O)</b> | <b>Sample<br/>mean<br/>(M)</b> | <b>Standard<br/>deviation<br/>(STDEV)</b> | <b>T statistics<br/>( O/STDEV )</b> | <b>P<br/>values</b> |
|-----------------------------------|------------------------------------|--------------------------------|-------------------------------------------|-------------------------------------|---------------------|
| <b>X1 -&gt;<br/>Z -&gt;<br/>Y</b> | 0,081                              | 0,090                          | 0,063                                     | 1,290                               | 0,197               |
| <b>X2 -&gt;<br/>Z -&gt;<br/>Y</b> | 0,060                              | 0,061                          | 0,039                                     | 1,537                               | 0,124               |

## Lampiran 7 Total Capaian Responden (TCR)

### a. TCR *Social Media Marketing* (X<sub>1</sub>)

| Pertanyaan                               | STS | TS | KS | S  | SS | N   | Skor | Rerata  | TCR    | Kategori |
|------------------------------------------|-----|----|----|----|----|-----|------|---------|--------|----------|
|                                          | 1   | 2  | 3  | 4  | 5  |     |      |         |        |          |
| Social Media Marketing (X <sub>1</sub> ) |     |    |    |    |    |     |      |         |        |          |
| X <sub>1</sub> 01                        | 5   | 7  | 34 | 89 | 25 | 160 | 602  | 3.7625  | 75.25  | Baik     |
| X <sub>1</sub> 02                        | 5   | 9  | 29 | 84 | 33 | 160 | 611  | 3.81875 | 76.375 | Baik     |
| X <sub>1</sub> 03                        | 3   | 10 | 24 | 87 | 36 | 160 | 623  | 3.89375 | 77.875 | Baik     |
| X <sub>1</sub> 04                        | 4   | 8  | 24 | 87 | 37 | 160 | 625  | 3.90625 | 78.125 | Baik     |
| X <sub>1</sub> 05                        | 5   | 10 | 23 | 75 | 47 | 160 | 629  | 3.93125 | 78.625 | Baik     |
| X <sub>1</sub> 06                        | 4   | 10 | 15 | 87 | 44 | 160 | 637  | 3.98125 | 79.625 | Baik     |
| X <sub>1</sub> 07                        | 5   | 7  | 26 | 81 | 41 | 160 | 626  | 3.9125  | 78.25  | Baik     |
| X <sub>1</sub> 08                        | 3   | 12 | 14 | 91 | 40 | 160 | 633  | 3.95625 | 79.125 | Baik     |
| X <sub>1</sub> 09                        | 3   | 8  | 28 | 80 | 41 | 160 | 628  | 3.925   | 78.5   | Baik     |
| X <sub>1</sub> 10                        | 7   | 6  | 23 | 80 | 44 | 160 | 628  | 3.925   | 78.5   | Baik     |
| Jumlah                                   |     |    |    |    |    |     | 6242 | 39.0125 | 780.25 | Baik     |
| Rata-rata                                |     |    |    |    |    |     |      | 3,90125 | 78,025 |          |

### b. TCR E-WOM (X<sub>2</sub>)

| Pertanyaan              | STS | TS | KS | S  | SS | N   | Skor | Rerata  | TCR    | Katego<br>ri |
|-------------------------|-----|----|----|----|----|-----|------|---------|--------|--------------|
|                         | 1   | 2  | 3  | 4  | 5  |     |      |         |        |              |
| E-WOM (X <sub>2</sub> ) |     |    |    |    |    |     |      |         |        |              |
| X <sub>2</sub> 01       | 6   | 18 | 38 | 58 | 40 | 160 | 588  | 3.675   | 73.5   | Baik         |
| X <sub>2</sub> 02       | 7   | 13 | 42 | 68 | 30 | 160 | 581  | 3.63125 | 72.625 | Baik         |
| X <sub>2</sub> 03       | 4   | 10 | 22 | 91 | 33 | 160 | 619  | 3.86875 | 77.375 | Baik         |
| X <sub>2</sub> 04       | 7   | 8  | 24 | 80 | 41 | 160 | 620  | 3.875   | 77.5   | Baik         |
| X <sub>2</sub> 05       | 5   | 13 | 30 | 79 | 33 | 160 | 602  | 3.7625  | 75.25  | Baik         |

|                  |   |    |    |    |    |     |             |                |                |             |
|------------------|---|----|----|----|----|-----|-------------|----------------|----------------|-------------|
| X <sub>206</sub> | 3 | 12 | 24 | 75 | 46 | 160 | 629         | 3.93125        | 78.625         | Baik        |
| <b>Jumlah</b>    |   |    |    |    |    |     | <b>3639</b> | <b>22,7438</b> | <b>454,875</b> | <b>Baik</b> |
| <b>Rata-rata</b> |   |    |    |    |    |     |             | <b>3,79063</b> | <b>75,8125</b> |             |

### C. TCR *Brand Awareness* (Z)

| Pertanyaan                 | STS | TS | KS | S  | SS | N   | Skor        | Rerata         | TCR            | Kategori    |
|----------------------------|-----|----|----|----|----|-----|-------------|----------------|----------------|-------------|
|                            | 1   | 2  | 3  | 4  | 5  |     |             |                |                |             |
| <b>Brand Awareness (Z)</b> |     |    |    |    |    |     |             |                |                |             |
| Z01                        | 2   | 15 | 29 | 80 | 34 | 160 | 609         | 3.80625        | 76.125         | Baik        |
| Z02                        | 5   | 7  | 15 | 81 | 52 | 160 | 648         | 4.05           | 81             | Sangat Baik |
| Z03                        | 7   | 7  | 12 | 84 | 50 | 160 | 643         | 4.01875        | 80.375         | Baik        |
| Z04                        | 4   | 9  | 22 | 80 | 45 | 160 | 633         | 3.95625        | 79.125         | Baik        |
| Z05                        | 7   | 13 | 28 | 77 | 35 | 160 | 600         | 3.75           | 75             | Baik        |
| Z06                        | 5   | 7  | 15 | 84 | 49 | 160 | 645         | 4.03125        | 80.625         | Baik        |
| Z07                        | 3   | 9  | 20 | 77 | 51 | 160 | 644         | 4.025          | 80.5           | Baik        |
| Z08                        | 7   | 6  | 23 | 78 | 46 | 160 | 630         | 3.9375         | 78.75          | Baik        |
| <b>Jumlah</b>              |     |    |    |    |    |     | <b>5052</b> | <b>31,575</b>  | <b>631,5</b>   | <b>Baik</b> |
| <b>Rata-rata</b>           |     |    |    |    |    |     |             | <b>3,94688</b> | <b>78,9375</b> |             |

### D. TCR Keputusan Pembelian (Y)

| Pertanyaan                     | STS | TS | KS | S  | SS | N   | Skor | Rerata  | TCR    | Kategori |
|--------------------------------|-----|----|----|----|----|-----|------|---------|--------|----------|
|                                | 1   | 2  | 3  | 4  | 5  |     |      |         |        |          |
| <b>Keputusan Pembelian (Y)</b> |     |    |    |    |    |     |      |         |        |          |
| Y01                            | 2   | 10 | 19 | 94 | 35 | 160 | 630  | 3.9375  | 78.75  | Baik     |
| Y02                            | 1   | 9  | 24 | 75 | 51 | 160 | 646  | 4.0375  | 80.75  | Baik     |
| Y03                            | 3   | 14 | 32 | 70 | 41 | 160 | 612  | 3.825   | 76.5   | Baik     |
| Y04                            | 4   | 10 | 17 | 87 | 42 | 160 | 633  | 3.95625 | 79.125 | Baik     |

|           |   |    |    |    |        |      |         |         |      |
|-----------|---|----|----|----|--------|------|---------|---------|------|
| Y05       | 5 | 10 | 36 | 62 | 47 160 | 616  | 3.85    | 77      | Baik |
| Y06       | 8 | 24 | 41 | 59 | 28 160 | 555  | 3.46875 | 69.375  | Baik |
| Y07       | 2 | 14 | 26 | 71 | 47 160 | 627  | 3.91875 | 78.375  | Baik |
| Y08       | 4 | 12 | 29 | 71 | 44 160 | 619  | 3.86875 | 77.375  | Baik |
| Jumlah    |   |    |    |    |        | 4938 | 30,8625 | 617,25  | Baik |
| Rata-rata |   |    |    |    |        |      | 3,85781 | 77,1563 |      |

## Lampiran 8 Kartu Bimbingan



### UNIVERSITAS BAITURRAHMAH PADANG FAKULTAS EKONOMI DAN BISNIS KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa : Virgyola Salma  
NPM : 2110070530111  
Jurusan : Manajemen  
Pembimbing 2 : Amrullah S.E., M.Si  
Judul Skripsi : Pengaruh *Social Media Marketing* dan E-WOM terhadap Keputusan Pembelian melalui *Brand Awareness* sebagai Mediasi pada Produk Ms Glow di Indonesia

| Bbg Ke: | Hari/Tanggal       | Materi Bimbingan        | Tanda Tangan Pembimbing II |
|---------|--------------------|-------------------------|----------------------------|
| 1.      | Sabtu/<br>16-11-24 | Judul!                  |                            |
| 2.      | Senin/<br>02-12-24 | Bab I, II, III          |                            |
| 3.      | Kamis/<br>19-12-24 | Revisi Bab I, II, & III |                            |
| 4.      | Kamis/<br>02-01-25 | Acce Proposal!          |                            |
| 5.      | Kamis/<br>20-3-25  | Kuesioner Penelitian    |                            |
| 6.      | Kamis/<br>22-5-25  | Bab IV                  |                            |
| 7.      | Rabu/<br>28-5-25   | Revisi Bab IV           |                            |
| 8.      | Senin/<br>02-06-25 | Bab V                   |                            |
| 9.      | Kamis/<br>05-06-25 | Revisi Bab V            |                            |
| 10.     | Rabu/<br>11-6-25   | Acce Draft Skripsi!     |                            |



UNIVERSITAS BAITURRAHMAH PADANG  
FAKULTAS EKONOMI DAN BISNIS  
KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa : Virgyola Salma  
NPM : 2110070530111  
Jurusan : Manajemen  
Pembimbing 1 : Yulihardi S.E., MM  
Judul Skripsi : Pengaruh *Social Media Marketing* dan E-WOM terhadap Keputusan Pembelian melalui *Brand Awareness* sebagai Mediasi pada Produk Ms Glow di Indonesia

| Bbg Ke: | Hari/Tanggal | Materi Bimbingan     | Tanda Tangan Pembimbing I |
|---------|--------------|----------------------|---------------------------|
| 1       |              | Dik. Juri            | ad                        |
| 2       |              | Perbaiki Proposal    | ad                        |
| 3       |              | Rile Fenned          | ad                        |
| 4       |              | Aggi Mude G          | ad                        |
| 5       |              | Bab 132              | ad                        |
|         |              | Konsep Supra         | ad                        |
| 6       |              | Kuesioner Penelitian | ad                        |
| 7       |              | Bimbingan Bab IV     | ad                        |
| 8       |              | Revisi Bab IV        | ad                        |
| 9       |              | Bimbingan Bab V      | ad                        |
| 10      |              | Cyri 132             | ad                        |
|         |              | Konsep Supra         | ad                        |
|         |              |                      |                           |
|         |              |                      |                           |

\*Coret yang Tidak Perlu

## Lampiran 9. Student Activities Performance System (SAPS)

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DAFTAR USULAN PENETAPAN ANGKA KREDIT KEGIATAN MAHASISWA  
STUDENT ACTIVITIES PERFORMANCE SYSTEM (SAPS)  
UNIVERSITAS BAITURRAHMAH

| KETERANGAN PERORANGAN       |                         |
|-----------------------------|-------------------------|
| 1. Nama                     | VIRGYOLA SALMA          |
| 2. NPM                      | 2110070530111           |
| 3. Fakultas/ Jurusan        | Ekonomi                 |
| 4. Program Studi            | Manajemen               |
| 5. Tahun Masuk              | 2021                    |
| 6. Tempat dan Tanggal Lahir | Cileungsi/ 14-09-2002   |
| 7. Jenis Kelamin            | Perempuan               |
| 8. E-Mail                   | virgyolasalma@gmail.com |
| 9. No. HP                   | 088279540426            |
| 10. Alamat                  |                         |

| UNSUR YANG DINILAI |                                                                            |              |               |             |
|--------------------|----------------------------------------------------------------------------|--------------|---------------|-------------|
| NO.                | UNSUR DAN SUB UNSUR                                                        | ANGKA KREDIT |               |             |
|                    |                                                                            | DEFAULT      | JUMLAH USULAN | TIM PENILAI |
|                    | <b>UNSUR UTAMA</b>                                                         |              |               |             |
| 1.                 | <b>PENALARAN</b>                                                           |              |               |             |
|                    | <b>Menulis Karya Ilmiah</b>                                                |              |               |             |
|                    | <b>Dalam Majalah Ilmiah Tiap Artikel</b>                                   |              |               |             |
|                    | 1. Internasional                                                           | 40           | 0             | 0           |
|                    | 2. Nasional                                                                | 30           | 0             | 0           |
|                    | 3. Regional                                                                | 20           | 0             | 0           |
|                    | 4. Universitas                                                             | 15           | 0             | 0           |
|                    | 5. Fakultas                                                                | 10           | 0             | 0           |
|                    | 6. Program Studi                                                           | 15           | 0             | 0           |
|                    | <b>Dalam Koran/ Majalah Populer/ Umum Tiap Artikel</b>                     |              |               |             |
|                    | 1. Internasional/bhs. asing                                                | 30           | 0             | 0           |
|                    | 2. Nasional                                                                | 20           | 0             | 0           |
|                    | 3. Lokal                                                                   | 10           | 0             | 0           |
|                    | <b>Dalam Bentuk Buku (dengan ISBN)</b>                                     |              |               |             |
|                    | 1. Sebagai penulis                                                         | 40           | 0             | 0           |
|                    | 2. Sebagai penulis artikel                                                 | 30           | 0             | 0           |
|                    | 3. Sebagai editor                                                          | 20           | 0             | 0           |
|                    | <b>Mengikuti Lomba Karya Ilmiah (Karya Tulis/ Pemikiran Kritis/ Debat)</b> |              |               |             |

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| NO. | UNSUR DAN SUB UNSUR                                           | ANGKA KREDIT |               |             |
|-----|---------------------------------------------------------------|--------------|---------------|-------------|
|     |                                                               | DEFAULT      | JUMLAH USULAN | TIM PENILAI |
|     | <b>Lomba Karya ilmiah(karya tulis/pemikiran kritis/debat)</b> |              |               |             |
|     | 1. Internasional                                              | 40           | 0             | 0           |
|     | 2. Nasional                                                   | 25           | 0             | 0           |
|     | 3. Regional                                                   | 15           | 0             | 0           |
|     | 4. Universitas                                                | 10           | 0             | 0           |
|     | 5. Fakultas / Jurusan                                         | 5            | 0             | 0           |
|     | 6. Program Studi                                              | 3            | 0             | 0           |
|     | <b>Mendapatkan Prestasi Pada Pertemuan/ Perlombaan Ilmiah</b> |              |               |             |
|     | <b>Prestasi pada pertemuan/perlombaan ilmiah</b>              |              |               |             |
|     | 1. Internasional                                              | 60           | 0             | 0           |
|     | 2. Nasional                                                   | 40           | 0             | 0           |
|     | 3. Regional                                                   | 30           | 0             | 0           |
|     | 4. Universitas                                                | 25           | 0             | 0           |
|     | 5. Fakultas/ Jurusan                                          | 15           | 0             | 0           |
|     | 6. Program Studi                                              | 10           | 0             | 0           |
|     | <b>Mengikuti Seminar Ilmiah</b>                               |              |               |             |
|     | <b>Sebagai Pemakalah</b>                                      |              |               |             |
|     | 1. Internasional                                              | 40           | 0             | 0           |
|     | 2. Nasional                                                   | 30           | 0             | 0           |
|     | 3. Regional                                                   | 20           | 0             | 0           |
|     | 4. Universitas                                                | 15           | 0             | 0           |
|     | 5. Fakultas/ Jurusan                                          | 10           | 0             | 0           |
|     | 6. Program Studi                                              | 5            | 0             | 0           |
|     | <b>Sebagai Peserta</b>                                        |              |               |             |
|     | 1. Internasional                                              | 20           | 1             | 20          |
|     | 2. Nasional                                                   | 15           | 1             | 15          |
|     | 3. Regional                                                   | 10           | 0             | 0           |
|     | 4. Universitas                                                | 5            | 0             | 0           |
|     | 5. Fakultas/ Jurusan                                          | 3            | 0             | 0           |
|     | 6. Program Studi                                              | 2            | 0             | 0           |
|     | <b>Menampilkan Poster Pada Pertemuan Ilmiah</b>               |              |               |             |
|     | <b>Poster pada pertemuan ilmiah</b>                           |              |               |             |
|     | 1. Internasional                                              | 30           | 0             | 0           |
|     | 2. Nasional                                                   | 20           | 0             | 0           |

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| NO. | UNSUR DAN SUB UNSUR                                                              | ANGKA KREDIT |               |             |
|-----|----------------------------------------------------------------------------------|--------------|---------------|-------------|
|     |                                                                                  | DEFAULT      | JUMLAH USULAN | TIM PENILAI |
|     | 3. Regional                                                                      | 15           | 0             | 0           |
|     | 4. Universitas                                                                   | 10           | 0             | 0           |
|     | 5. Fakultas/ Jurusan                                                             | 5            | 0             | 0           |
|     | <b>Membuat Rancangan dan Karya Teknologi, Karya Seni, Pertunjukan Karya Seni</b> |              |               |             |
|     | <b>Rancangan dan karya teknologi, karya seni, pertunjukan karya seni</b>         |              |               |             |
|     | 1. Internasional                                                                 | 40           | 0             | 0           |
|     | 2. Nasional                                                                      | 25           | 0             | 0           |
|     | 3. Regional                                                                      | 15           | 0             | 0           |
|     | 4. Universitas                                                                   | 10           | 0             | 0           |
|     | 5. Fakultas/ Jurusan                                                             | 5            | 0             | 0           |
|     | <b>Berperan Serta Aktif pada Organisasi Profesi</b>                              |              |               |             |
|     | <b>Tingkat Internasional sebagai:</b>                                            |              |               |             |
|     | 1. Ketua/Wakil/sekretaris/ Bendahara Tiap periode                                | 25           | 0             | 0           |
|     | 2. Pengurus tiap periode jabatan                                                 | 20           | 0             | 0           |
|     | 3. Anggota tiap semester                                                         | 15           | 0             | 0           |
|     | <b>Tingkat Nasional sebagai :</b>                                                |              |               |             |
|     | 1. Ketua/Wakil/Sekretaris/ Bendahara tiap periode jabatan                        | 20           | 0             | 0           |
|     | 2. Pengurus tiap periode jabatan                                                 | 15           | 0             | 0           |
|     | 3. Anggota tiap semester                                                         | 10           | 0             | 0           |
|     | <b>Tingkat Regional :</b>                                                        |              |               |             |
|     | 1. Ketua/Wakil/Sekretaris/ Bendahara tiap                                        | 15           | 0             | 0           |
|     | 2. Pengurus tiap periode jabatan                                                 | 10           | 0             | 0           |
|     | 3. Anggota tiap periode jabatan                                                  | 5            | 0             | 0           |
|     | <b>Tingkat Universitas/ Fakultas/Jurusan :</b>                                   |              |               |             |
|     | 1. Ketua, Wakil/Sekretaris/ Bendahara tiap                                       | 10           | 0             | 0           |
|     | 2. Pengurus tiap periode jabatan                                                 | 5            | 0             | 0           |
|     | 3. Anggota tiap periode jabatan                                                  | 3            | 0             | 0           |
|     | <b>Mengikuti Pelatihan Bidang Keilmuan</b>                                       |              |               |             |
|     | <b>Pelatihan Bidang Keilmuan</b>                                                 |              |               |             |
|     | 1. Internasional                                                                 | 20           | 0             | 0           |
|     | 2. Nasional                                                                      | 15           | 0             | 0           |
|     | 3. Regional                                                                      | 10           | 0             | 0           |
|     | 4. Universitas                                                                   | 5            | 0             | 0           |

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| UNSUR YANG DINILAI |                                                                                    |              |               |             |
|--------------------|------------------------------------------------------------------------------------|--------------|---------------|-------------|
| D.                 | UNSUR DAN SUB UNSUR                                                                | ANGKA KREDIT |               |             |
|                    |                                                                                    | DEFAULT      | JUMLAH USULAN | TIM PENILAI |
|                    | 5. Fakultas/ Jurusan                                                               | 3            | 0             | 0           |
| 2.                 | <b>MINAT DAN BAKAT</b>                                                             |              |               |             |
|                    | <b>Menduduki Jabatan pada Badan Kemahasiswaan</b>                                  |              |               |             |
|                    | <b>Tingkat Universitas tiap periode kepengurusan</b>                               |              |               |             |
|                    | 1. Presiden/Wakil/Sekretaris/ Bendahara BEM Unbrah                                 | 25           | 0             | 0           |
|                    | 2. Kementrian                                                                      | 15           | 0             | 0           |
|                    | 3. Anggota Pengurus                                                                | 10           | 0             | 0           |
|                    | 4. Ketua/Wakil/ Sekretaris DLM Unbrah                                              | 25           | 1             | 25          |
|                    | 5. Anggota DLM Unbrah                                                              | 10           | 0             | 0           |
|                    | <b>Mempunyai prestasi di bidang Olahraga/ humaniora /piagam/medali penghargaan</b> |              |               |             |
|                    | <b>Tingkat Fakultas/Jurusan tiap periode kepengurusan</b>                          |              |               |             |
|                    | 1. Gubernur/Wakil/Sekretaris/ Bendahara BEM                                        | 25           | 0             | 0           |
|                    | 2. Kepala Seksi/Bidang                                                             | 15           | 0             | 0           |
|                    | 3. Anggota Pengurus                                                                | 10           | 0             | 0           |
|                    | 4. Ketua/ Wakil/ Sekretaris DLM F/J                                                | 25           | 0             | 0           |
|                    | 5. Anggota DLM F/J                                                                 | 10           | 0             | 0           |
|                    | <b>Mengikuti perlombaan bidang Olahraga/ humaniora</b>                             |              |               |             |
|                    | <b>Perlombaan bidang Olahraga/ humaniora</b>                                       |              |               |             |
|                    | 1. Internasional                                                                   | 30           | 0             | 0           |
|                    | 2. Nasional                                                                        | 20           | 0             | 0           |
|                    | 3. Regional                                                                        | 15           | 0             | 0           |
|                    | 4. Universitas                                                                     | 10           | 0             | 0           |
|                    | 5. Fakultas/ Jurusan                                                               | 5            | 0             | 0           |
|                    | <b>Menduduki Jabatan pada UKM Tingkat Universitas/ Fakultas/ Jurusan</b>           |              |               |             |
|                    | <b>Jabatan pada UKM Tingkat Universitas/ Fakultas/ Jurusan</b>                     |              |               |             |
|                    | 1. Ketua/Wakil tiap periode kepengurusan                                           | 15           | 0             | 0           |
|                    | 2. Kepala Bidang tiap periode kepengurusan                                         | 10           | 0             | 0           |
|                    | 3. Anggota tiap periode kepengurusan                                               | 5            | 0             | 0           |
|                    | <b>Mewakili PT duduk dalam panitia antar lembaga tiap priode</b>                   |              |               |             |
|                    | <b>Duduk dalam panitia antar lembaga tiap priode</b>                               |              |               |             |
|                    | 1. Internasional                                                                   | 20           | 0             | 0           |
|                    | 2. Nasional                                                                        | 15           | 0             | 0           |
|                    | 3. Regional                                                                        | 10           | 0             | 0           |

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| UNSUR YANG DINILAI                                                          |              |               |             |
|-----------------------------------------------------------------------------|--------------|---------------|-------------|
| UNSUR DAN SUB UNSUR                                                         | ANGKA KREDIT |               |             |
|                                                                             | DEFAULT      | JUMLAH USULAN | TIM PENILAI |
| Mengikuti pertemuan organisasi/lembaga tiap kegiatan                        |              |               |             |
| Mengikuti pertemuan organisasi/lembaga tiap kegiatan                        |              |               |             |
| 1. Internasional                                                            | 20           | 0             | 0           |
| 2. Nasional                                                                 | 15           | 1             | 15          |
| 3. Regional                                                                 | 10           | 0             | 0           |
| Berperan-serta aktif dalam ke Panitiaan tiap kegiatan                       |              |               |             |
| Aktif dalam ke Panitiaan tiap kegiatan                                      |              |               |             |
| 1. Internasional                                                            | 20           | 0             | 0           |
| 2. Nasional                                                                 | 15           | 0             | 0           |
| 3. Regional                                                                 | 10           | 0             | 0           |
| 4. Universitas                                                              | 5            | 2             | 5           |
| 5. Fakultas/ Jurusan                                                        | 3            | 0             | 0           |
| 6. Program Studi                                                            | 2            | 0             | 0           |
| Mengikuti pelatihan bidang minat dan bakat serta kegiatan pelatihan lainnya |              |               |             |
| Pelatihan bidang minat dan bakat serta kegiatan pelatihan lainnya           |              |               |             |
| 1. Internasional                                                            | 20           | 0             | 0           |
| 2. Nasional                                                                 | 15           | 2             | 15          |
| 3. Regional                                                                 | 10           | 0             | 0           |
| 4. Universitas                                                              | 5            | 4             | 5           |
| 5. Fakultas/ Jurusan                                                        | 3            | 0             | 0           |
| 6. Program Studi                                                            | 2            | 0             | 0           |
| <b>3. PENGABDIAN PADA MASYARAKAT</b>                                        |              |               |             |
| Memberikan layanan kepada masyarakat tiap kegiatan                          |              |               |             |
| Layanan kepada masyarakat tiap kegiatan                                     |              |               |             |
| 1. Internasional                                                            | 20           | 0             | 0           |
| 2. Nasional                                                                 | 15           | 3             | 15          |
| 3. Regional                                                                 | 10           | 0             | 0           |
| 4. Lokal                                                                    | 5            | 1             | 5           |
| Memberikan pelatihan keilmuan pada masyarakat tiap kegiatan                 |              |               |             |
| Pelatihan keilmuan pada masyarakat tiap kegiatan                            |              |               |             |
| 1. Internasional                                                            | 20           | 0             | 0           |
| 2. Nasional                                                                 | 15           | 0             | 0           |
| 3. Regional                                                                 | 10           | 0             | 0           |
| 4. Lokal                                                                    | 5            | 0             | 0           |

| UNSUR YANG DINILAI |                     |              |               |
|--------------------|---------------------|--------------|---------------|
| NO.                | UNSUR DAN SUB UNSUR | ANGKA KREDIT |               |
|                    |                     | DEFAULT      | JUMLAH USULAN |
|                    |                     |              | TIM PENILAI   |
| TOTAL              |                     | 1694         | 16            |
|                    |                     |              | 185           |

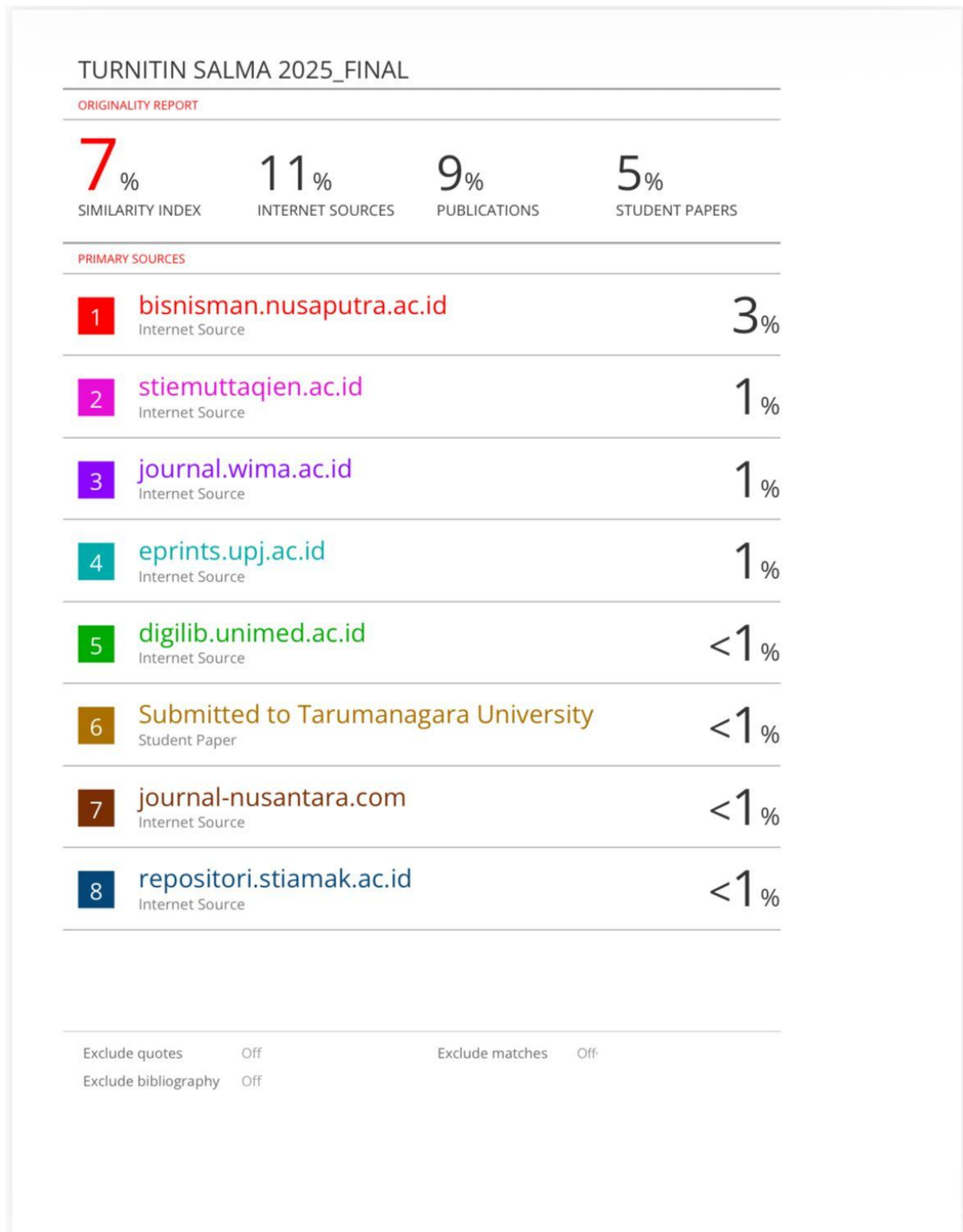
Padang, 13-06-2025  
Diajukan Oleh

*[Signature]*  
16/06/2025

*[Signature]*  
( VIRGYOLA SALMA )

*[Signature]*  
Acc saps

## Lampiran 10. Uji Plagiat



## Lampiran 10. Uji Plagiat