

## LAMPIRAN

## Lampiran 1

| X1.1 | X1.2 | X1.3 | X1.4 | TOTAL X1 | X2.1 | X2.2 | X2.3 | TOTAL X2 | Y.1 | Y.2 | Y.3 | Y.4 | TOTAL Y |
|------|------|------|------|----------|------|------|------|----------|-----|-----|-----|-----|---------|
| 4    | 4    | 4    | 4    | 16       | 5    | 3    | 5    | 13       | 5   | 3   | 3   | 5   | 26      |
| 3    | 4    | 2    | 4    | 13       | 5    | 5    | 5    | 15       | 4   | 5   | 5   | 4   | 28      |
| 4    | 5    | 3    | 4    | 16       | 4    | 5    | 4    | 13       | 4   | 5   | 5   | 4   | 28      |
| 3    | 4    | 2    | 4    | 13       | 4    | 4    | 4    | 12       | 4   | 5   | 5   | 4   | 26      |
| 4    | 4    | 2    | 4    | 14       | 4    | 4    | 5    | 13       | 2   | 2   | 4   | 4   | 12      |
| 4    | 4    | 2    | 4    | 14       | 3    | 3    | 3    | 9        | 4   | 4   | 4   | 4   | 16      |
| 5    | 5    | 5    | 5    | 20       | 5    | 5    | 5    | 15       | 5   | 5   | 5   | 5   | 20      |
| 3    | 4    | 1    | 4    | 12       | 5    | 4    | 5    | 14       | 4   | 4   | 3   | 4   | 25      |
| 3    | 3    | 1    | 3    | 8        | 3    | 2    | 2    | 7        | 2   | 3   | 3   | 3   | 11      |
| 3    | 4    | 2    | 4    | 13       | 3    | 4    | 4    | 11       | 4   | 4   | 2   | 2   | 12      |
| 4    | 4    | 1    | 4    | 13       | 2    | 2    | 4    | 8        | 4   | 5   | 2   | 2   | 11      |
| 4    | 5    | 5    | 3    | 17       | 4    | 5    | 4    | 13       | 5   | 4   | 5   | 5   | 29      |
| 4    | 4    | 2    | 4    | 14       | 2    | 2    | 4    | 8        | 4   | 4   | 2   | 4   | 14      |
| 3    | 1    | 1    | 1    | 6        | 2    | 2    | 2    | 6        | 1   | 2   | 2   | 3   | 6       |
| 3    | 2    | 2    | 4    | 10       | 3    | 3    | 5    | 11       | 4   | 4   | 2   | 4   | 14      |
| 5    | 5    | 5    | 5    | 20       | 5    | 5    | 5    | 15       | 5   | 5   | 5   | 5   | 20      |
| 3    | 3    | 3    | 3    | 12       | 4    | 3    | 3    | 10       | 3   | 4   | 3   | 3   | 13      |
| 5    | 5    | 5    | 5    | 20       | 5    | 5    | 5    | 15       | 5   | 5   | 5   | 5   | 20      |
| 5    | 5    | 5    | 5    | 20       | 5    | 5    | 5    | 15       | 5   | 5   | 5   | 5   | 20      |
| 3    | 3    | 3    | 5    | 14       | 4    | 3    | 4    | 11       | 3   | 3   | 3   | 3   | 12      |
| 4    | 4    | 4    | 4    | 16       | 4    | 4    | 4    | 12       | 3   | 3   | 3   | 3   | 12      |
| 4    | 4    | 2    | 4    | 14       | 4    | 4    | 4    | 12       | 4   | 4   | 2   | 4   | 16      |
| 5    | 4    | 2    | 5    | 16       | 4    | 5    | 4    | 13       | 5   | 5   | 2   | 4   | 26      |
| 3    | 4    | 2    | 4    | 13       | 4    | 4    | 3    | 11       | 3   | 3   | 3   | 3   | 12      |
| 4    | 4    | 4    | 4    | 16       | 4    | 4    | 4    | 12       | 4   | 4   | 4   | 4   | 16      |
| 4    | 4    | 2    | 4    | 14       | 4    | 4    | 5    | 13       | 4   | 5   | 2   | 4   | 21      |
| 4    | 5    | 2    | 4    | 15       | 4    | 4    | 4    | 12       | 4   | 4   | 2   | 4   | 14      |
| 4    | 5    | 3    | 4    | 16       | 4    | 3    | 4    | 11       | 3   | 3   | 4   | 5   | 25      |
| 3    | 3    | 3    | 2    | 11       | 3    | 3    | 3    | 9        | 3   | 3   | 3   | 4   | 13      |
| 4    | 4    | 1    | 5    | 14       | 5    | 5    | 5    | 15       | 4   | 5   | 2   | 4   | 21      |
| 4    | 4    | 1    | 4    | 13       | 5    | 5    | 4    | 14       | 4   | 4   | 2   | 5   | 25      |
| 4    | 4    | 2    | 4    | 14       | 5    | 4    | 4    | 13       | 4   | 4   | 2   | 4   | 14      |
| 5    | 1    | 1    | 5    | 12       | 3    | 3    | 3    | 9        | 5   | 4   | 2   | 5   | 26      |
| 5    | 3    | 1    | 3    | 12       | 3    | 3    | 3    | 9        | 4   | 4   | 2   | 4   | 14      |
| 4    | 2    | 2    | 4    | 12       | 3    | 2    | 4    | 9        | 4   | 4   | 1   | 4   | 13      |
| 4    | 4    | 3    | 5    | 16       | 3    | 3    | 4    | 10       | 5   | 5   | 3   | 5   | 18      |
| 3    | 3    | 2    | 4    | 12       | 3    | 4    | 4    | 11       | 4   | 2   | 2   | 3   | 11      |
| 4    | 3    | 3    | 2    | 12       | 3    | 3    | 3    | 9        | 4   | 4   | 2   | 2   | 12      |
| 4    | 3    | 1    | 4    | 12       | 4    | 4    | 3    | 11       | 3   | 3   | 3   | 3   | 12      |
| 3    | 4    | 1    | 3    | 11       | 3    | 3    | 4    | 10       | 5   | 5   | 2   | 3   | 25      |
| 2    | 4    | 1    | 5    | 12       | 3    | 4    | 5    | 12       | 5   | 5   | 3   | 3   | 26      |
| 4    | 4    | 1    | 4    | 13       | 2    | 2    | 4    | 8        | 4   | 4   | 2   | 2   | 12      |
| 4    | 4    | 3    | 3    | 14       | 4    | 2    | 5    | 11       | 5   | 5   | 3   | 3   | 26      |
| 4    | 4    | 1    | 4    | 13       | 4    | 4    | 5    | 13       | 5   | 5   | 1   | 2   | 13      |
| 4    | 5    | 4    | 5    | 18       | 3    | 4    | 3    | 10       | 4   | 5   | 2   | 3   | 14      |
| 4    | 4    | 4    | 4    | 16       | 4    | 4    | 4    | 12       | 3   | 5   | 4   | 4   | 14      |
| 4    | 4    | 2    | 4    | 14       | 4    | 4    | 4    | 12       | 4   | 4   | 3   | 4   | 25      |
| 5    | 5    | 5    | 5    | 20       | 5    | 5    | 5    | 15       | 5   | 5   | 5   | 5   | 20      |
| 5    | 5    | 5    | 5    | 20       | 5    | 5    | 5    | 15       | 5   | 5   | 5   | 5   | 20      |
| 4    | 4    | 2    | 4    | 14       | 4    | 5    | 4    | 13       | 4   | 4   | 2   | 4   | 14      |
| 4    | 5    | 4    | 5    | 18       | 5    | 5    | 5    | 15       | 5   | 5   | 5   | 3   | 18      |
| 4    | 4    | 5    | 4    | 17       | 4    | 4    | 5    | 13       | 4   | 5   | 4   | 4   | 17      |
| 4    | 2    | 2    | 4    | 12       | 2    | 4    | 5    | 11       | 4   | 4   | 1   | 2   | 20      |
| 2    | 4    | 2    | 4    | 12       | 2    | 2    | 4    | 8        | 4   | 4   | 2   | 2   | 12      |
| 5    | 5    | 3    | 5    | 18       | 4    | 4    | 4    | 12       | 5   | 5   | 3   | 5   | 18      |
| 4    | 4    | 2    | 4    | 14       | 4    | 4    | 4    | 12       | 4   | 4   | 1   | 2   | 11      |
| 3    | 2    | 2    | 2    | 8        | 2    | 2    | 2    | 6        | 2   | 2   | 2   | 2   | 8       |
| 4    | 4    | 2    | 2    | 12       | 4    | 4    | 4    | 12       | 4   | 4   | 1   | 4   | 13      |
| 4    | 4    | 1    | 1    | 10       | 4    | 4    | 4    | 12       | 4   | 4   | 4   | 4   | 16      |
| 3    | 2    | 2    | 2    | 8        | 2    | 2    | 2    | 6        | 2   | 2   | 2   | 2   | 8       |
| 5    | 5    | 4    | 5    | 19       | 5    | 5    | 5    | 15       | 5   | 5   | 5   | 5   | 20      |
| 4    | 4    | 3    | 4    | 15       | 4    | 4    | 4    | 12       | 4   | 4   | 2   | 2   | 12      |
| 4    | 4    | 4    | 5    | 17       | 4    | 4    | 5    | 13       | 5   | 5   | 4   | 4   | 18      |
| 5    | 5    | 3    | 5    | 18       | 4    | 4    | 5    | 13       | 5   | 5   | 2   | 5   | 17      |
| 4    | 5    | 2    | 5    | 16       | 4    | 4    | 5    | 13       | 4   | 4   | 5   | 5   | 19      |
| 4    | 4    | 4    | 4    | 16       | 4    | 4    | 4    | 12       | 4   | 4   | 4   | 4   | 16      |
| 4    | 4    | 3    | 4    | 15       | 4    | 4    | 5    | 13       | 5   | 5   | 1   | 2   | 13      |
| 5    | 5    | 3    | 3    | 16       | 5    | 5    | 5    | 15       | 5   | 5   | 1   | 2   | 13      |
| 5    | 5    | 3    | 2    | 15       | 4    | 4    | 4    | 12       | 5   | 5   | 2   | 2   | 14      |
| 5    | 5    | 3    | 5    | 18       | 5    | 5    | 4    | 14       | 5   | 5   | 3   | 3   | 16      |
| 5    | 5    | 5    | 4    | 19       | 4    | 4    | 5    | 13       | 3   | 4   | 5   | 5   | 17      |
| 4    | 4    | 2    | 4    | 14       | 4    | 4    | 4    | 12       | 5   | 5   | 3   | 3   | 16      |
| 5    | 4    | 2    | 2    | 13       | 4    | 4    | 3    | 11       | 4   | 5   | 1   | 1   | 11      |
| 4    | 4    | 4    | 4    | 16       | 5    | 5    | 5    | 15       | 5   | 5   | 2   | 2   | 14      |
| 5    | 5    | 2    | 5    | 17       | 5    | 5    | 5    | 15       | 4   | 5   | 2   | 5   | 16      |
| 5    | 5    | 4    | 5    | 19       | 5    | 5    | 5    | 15       | 4   | 5   | 5   | 4   | 18      |
| 3    | 2    | 2    | 3    | 10       | 3    | 3    | 3    | 9        | 1   | 3   | 3   | 3   | 8       |
| 3    | 3    | 4    | 5    | 15       | 5    | 5    | 5    | 1        | 3   | 1   | 4   | 5   | 13      |
| 4    | 4    | 4    | 4    | 16       | 5    | 4    | 5    | 14       | 4   | 4   | 2   | 4   | 14      |
| 4    | 4    | 5    | 5    | 18       | 4    | 4    | 5    | 13       | 4   | 2   | 1   | 2   | 9       |
| 4    | 4    | 4    | 4    | 16       | 5    | 5    | 5    | 15       | 2   | 2   | 1   | 1   | 6       |
| 4    | 4    | 1    | 4    | 13       | 4    | 4    | 4    | 12       | 5   | 5   | 2   | 2   | 14      |
| 5    | 5    | 2    | 4    | 16       | 5    | 5    | 5    | 15       | 5   | 5   | 3   | 3   | 16      |
| 5    | 5    | 2    | 2    | 14       | 4    | 4    | 4    | 12       | 4   | 4   | 1   | 1   | 10      |
| 4    | 4    | 5    | 3    | 16       | 4    | 4    | 4    | 12       | 4   | 4   | 2   | 2   | 14      |
| 5    | 5    | 1    | 5    | 16       | 3    | 4    | 4    | 11       | 3   | 4   | 4   | 3   | 14      |
| 4    | 5    | 4    | 4    | 17       | 5    | 5    | 4    | 14       | 4   | 4   | 4   | 3   | 14      |
| 5    | 5    | 5    | 5    | 20       | 5    | 4    | 5    | 14       | 4   | 4   | 4   | 3   | 15      |
| 3    | 3    | 3    | 4    | 13       | 3    | 4    | 3    | 10       | 3   | 2   | 3   | 3   | 11      |
| 4    | 4    | 4    | 4    | 16       | 4    | 4    | 4    | 12       | 4   | 4   | 4   | 4   | 16      |
| 3    | 1    | 2    | 1    | 6        | 2    | 1    | 1    | 2        | 5   | 4   | 3   | 2   | 11      |
| 3    | 3    | 3    | 3    | 12       | 3    | 3    | 3    | 9        | 4   | 3   | 3   | 3   | 13      |
| 4    | 3    | 4    | 5    | 16       | 3    | 3    | 1    | 7        | 3   | 3   | 3   | 2   | 11      |
| 4    | 4    | 4    | 4    | 16       | 4    | 4    | 5    | 13       | 4   | 4   | 4   | 5   | 17      |
| 3    | 3    | 3    | 3    | 12       | 4    | 4    | 4    | 12       | 3   | 3   | 4   | 3   | 13      |
| 5    | 4    | 4    | 4    | 17       | 4    | 4    | 4    | 12       | 4   | 4   | 4   | 4   | 16      |
| 3    | 3    | 3    | 3    | 12       | 3    | 3    | 3    | 9        | 3   | 3   | 3   | 3   | 12      |
| 3    | 2    | 3    | 3    | 11       | 3    | 3    | 3    | 9        | 4   | 4   | 3   | 3   | 14      |
| 4    | 4    | 5    | 5    | 18       | 4    | 5    | 5    | 14       | 5   | 5   | 4   | 5   | 20      |
| 3    | 3    | 2    | 3    | 11       | 3    | 3    | 3    | 9        | 3   | 3   | 3   | 3   | 12      |
| 4    | 4    | 2    | 4    | 14       | 5    | 4    | 4    | 13       | 4   | 5   | 2   | 4   | 21      |
| 3    | 3    | 3    | 3    | 12       | 3    | 3    | 3    | 9        | 3   | 3   | 3   | 3   | 12      |
| 3    | 3    | 3    | 3    | 12       | 3    | 3    | 3    | 9        | 3   | 3   | 3   | 3   | 12      |
| 5    | 5    | 5    | 3    | 18       | 5    | 5    | 5    | 15       | 5   | 5   | 5   | 5   | 20      |
| 5    | 3    | 4    | 4    | 16       | 4    | 4    | 4    | 12       | 4   | 4   | 4   | 4   | 16      |
| 5    | 5    | 2    | 4    | 16       | 4    | 5    | 5    | 14       | 5   | 5   | 2   | 5   | 17      |
| 4    | 4    | 3    | 4    | 15       | 3    | 3    | 3    | 9        | 3   | 3   | 3   | 3   | 12      |
| 3    | 4    | 4    | 4    | 15       | 4    | 4    | 4    | 12       | 3   | 4   | 3   | 3   | 13      |

## Lampiran 2



**YAYASAN WAKAF UMI**  
**UNIVERSITAS MUSLIM INDONESIA**  
**FAKULTAS EKONOMI DAN BISNIS**

Kampus I : Jl. Kahatua No. 27 Telp. (0411) 873018-875058 Fax. (0411) 870093 Makassar 90121  
 Kampus II : Jl. Urip Sumaharjo Telp. (0411) 449725 – 453308 – 453818 Fax. (0411) 453308 Makassar 90131



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Nomor : 0898/ C.04 / FEB-UMI/ II /2026  
 Lamp. : -  
 Perihal : Rekomendasi ijin Penelitian

Kepada Yang Terhormat  
 Pimpinan Fortis  
 Di-  
 Tempat

*Assalamu Alaikum Warahmatullahi Waberkatuh*  
 Atas Rahmat Allah SWT., dalam rangka menyelesaikan tugas akhir mahasiswa Fakultas Ekonomi dan Bisnis UMI, maka bersama ini kami mohon bantuan Bapak/Ibu kiranya memberikan ijin kepada mahasiswa kami dibawah ini.

|                       |                                  |
|-----------------------|----------------------------------|
| Nama Mahasiswa        | : Ainun Jarlah H.                |
| Nomor Induk Mahasiswa | : 02220220185                    |
| Fakultas/ Jurusan     | : Ekonomi Dan Bisnis / Manajemen |
| Konsentrasi           | : Pemasaran                      |
| No.Hp/Wa              | : 081247502153                   |

Akan melakukan penelitian pada penyusunan skripsi dengan judul:  
**"Pengaruh Social Media Marketing Dan Brand Image Terhadap Minat Beli Konsumen Brand Fortis Di Kota Makassar"**

Adapun waktu pelaksanaan penelitian di sesuaikan dengan waktu kantor yang bersangkutan.  
 Demikian surat permohonan penelitian ini, atas bantuan dan kerjasamanya diucapkan terimakasih  
 Wallahu Wallyut Taufiq Wahdayah  
 Wassalamuallaikum warahmatullahiwarbarkatuh

Makassar, 12 Februari 2026 M.  
 24 Sya'ban 1447 H

  
 Wakil Dekan Bidang Akademik  
Dr. Syamsu Alam, SE, M.Si, Ak, CA

Tembusan

1. Rektor UMI Makassar
2. Dekan Fakultas Ekonomi Dan Bisnis UMI (sebagai laporan)
3. Arsip

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Terakreditasi : Unggul : Program Studi Ekonomi Pembangunan, Nomor : 10207/SK/SAN-PTAK-18/K/S/III/2021  
 Terakreditasi : Unggul : Program Studi Manajemen, Nomor : 5752/SK/SAN-PTAK-18/K/S/III/2021  
 Terakreditasi : Unggul : Program Studi Akuntansi, Nomor : 10525/SK/SAN-PTAK-18/K/S/III/2021  
 Terakreditasi : B : Program Studi PPAK, Nomor : B572/SK/SAN-PTAKred19/K/S/2020

### Lampiran 3



#### FORTIS STUDIO

Head Office : Jl. Jade Timur II No. 25 Summarecon Mutiara Makassar

#### SURAT KETERANGAN

Kepada Yth,  
Wakil Dekan Fakultas Ekonomi dan Bisnis  
Universitas Muslim Indonesia  
Di-  
Makassar

Menindaklanjuti surat izin penelitian yang kami terima, bersama dengan surat ini kami memberikan izin kepada mahasiswa yang tersebut dibawah ini :

Nama : Ainun Jariah H.  
NIM : 02220220185  
Fakultas/Jurusan : Ekonomi dan Bisnis/Manajemen

Untuk melaksanakan penelitian di Fortis Studio sesuai jadwal yang diajukan, dengan memperhatikan ketentuan dan prosedur yang berlaku di instansi kami.

Demikian surat ini kami sampaikan, atas perhatiannya kami ucapkan terima kasih.

Makassar, 18 Januari 2026

Farhan Ramadhan  
Owner

**KUESIONER PENELITIAN**  
**PENGARUH *SOCIAL MEDIA MARKETING* DAN**  
***BRAND IMAGE* TERHADAP MINAT BELI KONSUMEN**  
**BRAND FORTIS DI KOTA MAKASSAR**

Assalamualaikum Warahmatullahi Wabarakatuh.

Halo 🤝 Perkenalkan saya Ainun Jariah H., mahasiswa tingkat akhir Program Studi Manajemen di Universitas Muslim Indonesia.

Saat ini saya sedang melakukan penelitian untuk tugas akhir skripsi dengan judul **“Pengaruh *Social Media Marketing* dan *Brand Image* Terhadap Minat Beli Konsumen Brand Fortis Di Kota Makassar”**

Adapun kriteria responden dalam penelitian ini yaitu:

1. Berdomisili di Kota Makassar
2. Mengetahui, mengikuti, atau pernah melihat promosi Brand Fortis melalui media sosial
3. Pernah membeli atau memiliki minat untuk membeli produk Fortis
4. Berusia antara 17-35 tahun.

Apabila anda memenuhi kriteria diatas, saya sangat mengharapkan kesediaan anda untuk mengisi kuesioner ini dengan jujur dan apa adanya. Waktu pengisian diperkirakan 5-10 menit. Seluruh data yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan akademik.

Atas partisipasinya, saya ucapkan Terima Kasih.

Hormat saya,

Ainun Jariah H.  
02220220185

#### A. IDENTITAS RESPONDEN

1. Apakah anda berdomisili di kota Makassar?
  - ☐ Ya
  - ☐ Tidak
2. Apakah Anda pernah melihat/mengetahui/mengikuti promosi Brand Fortis di Media Social?
  - ☐ Ya
  - ☐ Tidak
3. Dari mana Anda pertama kali mengetahui Brand Fortis?
  - ☐ Instagram
  - ☐ Teman/ kerabat
  - ☐ Influencer/ Endorsement
  - ☐ Iklan di media Sosial
  - ☐ Marketplace
  - ☐ Tidak pernah
4. Nama/ Inisial: .....
5. Usia:
  - ☐ 17- 22 tahun
  - ☐ 23- 29 tahun
  - ☐ 30- 35 tahun
6. Jenis kelamin
  - ☐ Perempuan
  - ☐ Laki- laki
7. Pendidikan terakhir
  - ☐ SMA/Sederajat
  - ☐ Diploma/S1
  - ☐ S2 Magister
  - ☐ Yang lain:..
8. Pekerjaan
  - ☐ Pelajar / Mahasiswa
  - ☐ Pegawai Negeri

- Pegawai swasta
- Wiraswasta
- Yang lain:...

#### A. Petunjuk Pengisian Kuesioner

Silahkan pilih jawaban yang paling sesuai dengan pengalaman dan pendapat Anda.

**1 = Sangat Tidak Setuju**

**2 = Tidak Setuju**

**3 = Netral**

**4 = Setuju**

**5 = Sangat Setuju**

Terdiri atas 4 pernyataan, pengisian kuesioner ini tidak dinilai “benar” atau “salah”, oleh karena itu diharapkan anda dapat memberikan jawaban yang sebenar-benarnya.

| No.                                  | Pertanyaan                                                                                                        | Penilaian |   |   |   |   |
|--------------------------------------|-------------------------------------------------------------------------------------------------------------------|-----------|---|---|---|---|
| <b><i>SOCIAL MEDIA MARKETING</i></b> |                                                                                                                   | 1         | 2 | 3 | 4 | 5 |
| 1.                                   | Konten yang dibuat Brand Fortis di media sosial menarik dan membuat saya lebih tertarik untuk membeli.            |           |   |   |   |   |
| 2.                                   | Konten Brand Fortis di media sosial mudah dibagikan dan mendorong saya untuk mempertimbangkan pembelian.          |           |   |   |   |   |
| 3.                                   | Interaksi Brand Fortis dengan pengguna (balasan komentar/DM) meningkatkan ketertarikan saya untuk membeli.        |           |   |   |   |   |
| 4.                                   | Informasi produk Brand Fortis di media sosial mudah diakses sehingga memudahkan saya mengambil keputusan membeli. |           |   |   |   |   |

| No.                | Pertanyaan                                                                                    | Penilaian |   |   |   |   |
|--------------------|-----------------------------------------------------------------------------------------------|-----------|---|---|---|---|
| <b>BRAND IMAGE</b> |                                                                                               | 1         | 2 | 3 | 4 | 5 |
| 1.                 | Perusahaan di balik merek Fortis memiliki reputasi yang baik dan dapat dipercaya.             |           |   |   |   |   |
| 2.                 | Fortis Adalah merek yang cocok untuk orang seperti saya (penggunanya mencerminkan diri saya). |           |   |   |   |   |
| 3.                 | Produk Fortis memiliki kualitas yang unggul dibanding merek lain pada kategori yang sama.     |           |   |   |   |   |

| No.                        | Pertanyaan                                                                                             | Penilaian |   |   |   |   |
|----------------------------|--------------------------------------------------------------------------------------------------------|-----------|---|---|---|---|
| <b>MINAT BELI KONSUMEN</b> |                                                                                                        | 1         | 2 | 3 | 4 | 5 |
| 1.                         | Saya berniat mencari informasi lebih lanjut tentang produk Brand Fortis.                               |           |   |   |   |   |
| 2.                         | Saya tertarik untuk mendalami keunggulan dan detail produk Brand Fortis.                               |           |   |   |   |   |
| 3.                         | Saya memiliki keinginan untuk membeli produk Brand Fortis.                                             |           |   |   |   |   |
| 4.                         | Saya mempertimbangkan produk Brand Fortis sebagai salah satu pilihan utama sebelum memutuskan membeli. |           |   |   |   |   |

## Lampiran 5 hasil uji

## Descriptive Statistics

|                        | N   | Minimum | Maximum | Mean    | Std.<br>Deviation |
|------------------------|-----|---------|---------|---------|-------------------|
| Social_Media_Marketing | 108 | 4.00    | 20.00   | 14.5000 | 3.18143           |
| Brand_Image            | 108 | 5.00    | 15.00   | 11.6759 | 2.42583           |
| Minat_Beli_Konsumen    | 108 | 6.00    | 20.00   | 14.3519 | 3.08846           |
| Valid N (listwise)     | 108 |         |         |         |                   |

| Indikator | Kriteria Penilaian |             |             |             |             | Jumlah | Rata -<br>rata |
|-----------|--------------------|-------------|-------------|-------------|-------------|--------|----------------|
|           | STS<br>(1)         | TS<br>(2)   | N<br>(3)    | S<br>(4)    | SS<br>(5)   |        |                |
| X1.1      | 2<br>1,9%          | 7<br>6,5%   | 22<br>20,4% | 52<br>48,1% | 25<br>23,1% | 108    | 3,84           |
| X1.2      | 2<br>1,9%          | 8<br>7,4%   | 19<br>17,6% | 48<br>44,4% | 31<br>28,7% | 108    | 3,91           |
| X1.3      | 15<br>13,9%        | 33<br>30,6% | 24<br>22,2% | 22<br>20,4% | 14<br>13%   | 108    | 2,88           |
| X1.4      | 4<br>3,7%          | 8<br>7,4%   | 16<br>14,8% | 51<br>47,2% | 29<br>26,9% | 108    | 3,86           |

| Indikator | Kriteria Penilaian |            |             |             |             | Jumlah | Rata-<br>rata |
|-----------|--------------------|------------|-------------|-------------|-------------|--------|---------------|
|           | STS<br>(1)         | TS<br>(2)  | N<br>(3)    | S<br>(4)    | SS<br>(5)   |        |               |
| X2.1      | 0<br>0%            | 9<br>8,3%  | 26<br>24,1% | 46<br>42,6% | 27<br>25%   | 108    | 3,84          |
| X2.2      | 1<br>0,9%          | 10<br>9,3% | 23<br>21,3% | 46<br>42,6% | 28<br>25,9% | 108    | 3,83          |
| X2.3      | 2<br>1,9%          | 6<br>5,6%  | 20<br>18,5% | 42<br>38,9% | 38<br>35,2% | 108    | 4,00          |

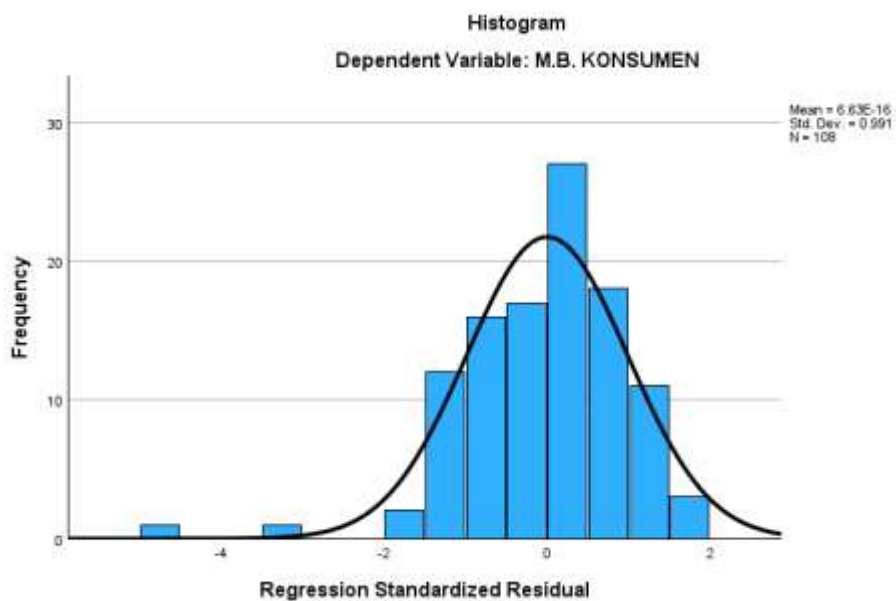
| Indikator | Kriteria Penilaian |             |             |             |             | Jumlah | Rata-rata |
|-----------|--------------------|-------------|-------------|-------------|-------------|--------|-----------|
|           | STS<br>(1)         | TS<br>(2)   | N<br>(3)    | S<br>(4)    | SS<br>(5)   |        |           |
| Y1        | 2<br>1,9%          | 6<br>5,6%   | 20<br>18,5% | 48<br>44,4% | 32<br>29,6% | 108    | 3,94      |
| Y2        | 1<br>1,9%          | 8<br>7,4%   | 21<br>19,4% | 41<br>38%   | 37<br>34,3% | 108    | 3,97      |
| Y3        | 9<br>8,3%          | 34<br>31,5% | 30<br>27,8% | 20<br>18,5% | 15<br>13,9% | 108    | 2,98      |
| Y4        | 5<br>4,6%          | 19<br>17,6% | 27<br>25%   | 32<br>29,6% | 25<br>23,1% | 108    | 3,49      |



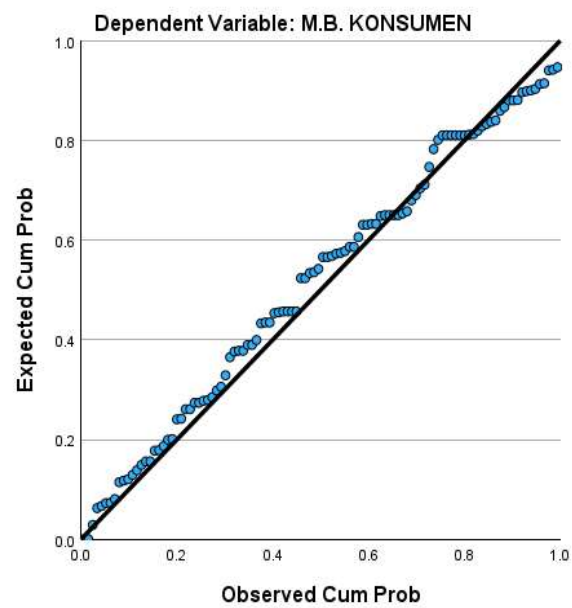
|       |                     |        |        |        |        |        |        |        |        |        |        |        |       |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|
|       | Sig. (2-tailed)     | <.001  | <.001  | .003   | <.001  | <.001  | <.001  | .002   | <.001  | .004   | <.001  |        | <.001 |
|       | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    | 108    | 108    | 108    | 108    | 108   |
| TOTAL | Pearson Correlation | .753** | .820** | .593** | .663** | .761** | .785** | .704** | .674** | .653** | .566** | .639** | 1     |
|       | Sig. (2-tailed)     | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  |       |
|       | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    | 108    | 108    | 108    | 108    | 108   |

## Reliability Statistics

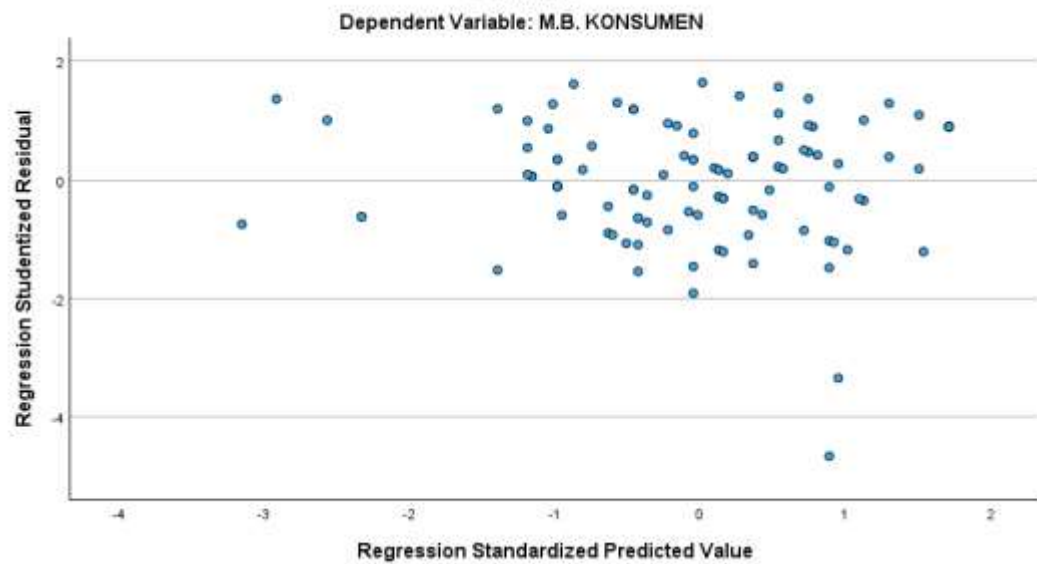
|            |            |
|------------|------------|
| Cronbach's |            |
| Alpha      | N of Items |
| .883       | 11         |



Normal P-P Plot of Regression Standardized Residual



Scatterplot



**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .696 <sup>a</sup> | .484     | .474              | 2.23908                    | 1.509         |

a. Predictors: (Constant), B. IMAGE, S.M.MARKETING

b. Dependent Variable: M.B. KONSUMEN

**Coefficients<sup>a</sup>**

| Model |               | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  | Collinearity Statistics |       |
|-------|---------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-------|
|       |               | B                           | Std. Error | Beta                      |       |       | Tolerance               | VIF   |
| 1     | (Constant)    | 3.557                       | 1.121      |                           | 3.173 | .002  |                         |       |
|       | S.M.MARKETING | .442                        | .096       | .456                      | 4.601 | <.001 | .501                    | 1.997 |
|       | B. IMAGE      | .375                        | .126       | .295                      | 2.974 | .004  | .501                    | 1.997 |

a. Dependent Variable: M.B. KONSUMEN

**Collinearity Diagnostics<sup>a</sup>**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |               |          |
|-------|-----------|------------|-----------------|----------------------|---------------|----------|
|       |           |            |                 | (Constant)           | S.M.MARKETING | B. IMAGE |
| 1     | 1         | 2.962      | 1.000           | .00                  | .00           | .00      |
|       | 2         | .025       | 10.873          | .97                  | .21           | .09      |
|       | 3         | .013       | 15.337          | .02                  | .79           | .91      |

a. Dependent Variable: M.B. KONSUMEN

## Lampiran 6









