

Gambar dan Tabel

Tabel 3. 1 Hasil Uji Validitas

Variabel	Item	R _{hitung}	R _{tabel}	Interpretasi
Artificial Intelligence	X1.1	0.879	0,1966	Valid
	X1.2	0.732	0,1966	Valid
	X1.3	0.868	0,1966	Valid
	X1.4	0.881	0,1966	Valid
Digital Marketing	X2.1	0.845	0,1966	Valid
	X2.2	0.843	0,1966	Valid
	X2.3	0.836	0,1966	Valid
	X2.4	0.802	0,1966	Valid
Popularitas	X3.1	0.862	0,1966	Valid
	X3.2	0.891	0,1966	Valid
	X3.3	0.830	0,1966	Valid
Niat Beli	Y1.1	0.872	0,1966	Valid
	Y1.2	0.873	0,1966	Valid
	Y1.3	0.780	0,1966	Valid
	Y1.4	0.834	0,1966	Valid

Sumber: Olah data SPSS 25, 2024

Tabel 3. 2 Hasil Uji Reliabilitas

Variabel	Cronbach's Alpha	Interpretasi
Artificial Intelligence	0,863	Reliabel
Digital Marketing	0,849	Reliabel
Popularitas	0,824	Reliabel
Niat Beli	0,861	Reliabel

Sumber: Olah data SPSS 25, 2024

Tabel 3. 3 Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters	Mean		,0000000
	Std. Deviation		1,74670459
Most Extreme Differences	Absolute		,121
	Positive		,069
	Negative		-,121
Test Statistic			,121
Asymp. Sig. (2-tailed)			,001
Monte Carlo Sig. (2-tailed)	Sig.		,140
	99% Confidence Interval	Lower Bound	,051
		Upper Bound	,229

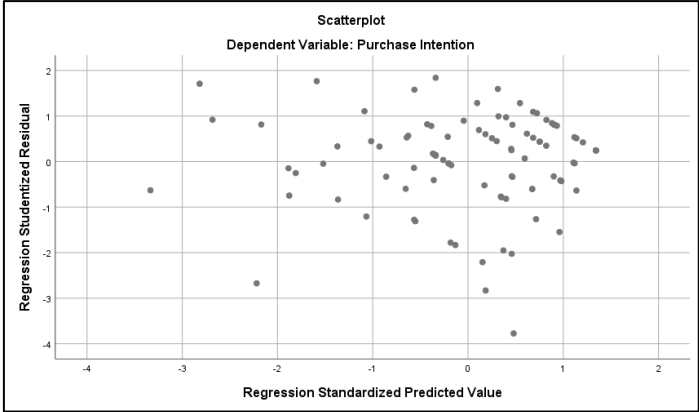
Sumber: Olah data SPSS 25, 2024

Tabel 3. 4 Hasil Uji Multikolinearitas

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	Artificial Intelligence	,689	1,451
	Digital Marketing	,807	1,240
	Popularity	,797	1,255

a. Dependent Variable: Purchase Intention

Sumber: Olah data SPSS 25, 2024



Gambar 3. 1 Hasil Uji Heteroskedastisitas dengan Scatterplot

Tabel 3. 5 Tabel Hasil Uji Heteroskedastisitas

Correlations		Unstandardized Residual	
Spearman's rho	Artificial Intelligence	Correlation Coefficient	,045
		Sig. (2-tailed)	,654
		N	100
	Digital Marketing	Correlation Coefficient	-,004
		Sig. (2-tailed)	,967
		N	100
	Popularity	Correlation Coefficient	,022
		Sig. (2-tailed)	,826
		N	100
	Unstandardized Residual	Correlation Coefficient	1,000
		Sig. (2-tailed)	.
		N	100

Sumber: Olah data SPSS 25, 2024

Tabel 3. 6 Hasil Uji Koefisien Determinasi (R^2)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,792 ^a	,628	,616	1,77379	2,104

a. Predictors: (Constant), Popularity, Digital Marketing, Artificial Intelligence

b. Dependent Variable: Purchase Intention

Sumber: Olah data SPSS 25, 2024

Tabel 3. 7 Hasil Uji T

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	,502	1,311		,383	,703
Artificial Intelligence	,178	,069	,195	2,601	,011
Digital Marketing	,155	,063	,171	2,465	,015
Popularity	,827	,095	,610	8,747	,000

a. Dependent Variable: Purchase Intention

Sumber: Olah data SPSS 25, 2024