**HASIL OLAH DATA SPSS**

1. Frekuensi Jawaban Responden Berdasarkan Karakteristik

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Usia** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 16-20 Tahun | 30 | 30.0 | 30.0 | 30.0 |
| 21-25 Tahun | 49 | 49.0 | 49.0 | 79.0 |
| 26-30 Tahun | 14 | 14.0 | 14.0 | 93.0 |
| 31-35 Tahun | 5 | 5.0 | 5.0 | 98.0 |
| > 35 Tahun | 2 | 2.0 | 2.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Jenis Kelamin** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki-Laki | 17 | 17.0 | 17.0 | 17.0 |
| Perempuan | 83 | 83.0 | 83.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pendidikan Terakhir** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | SMP | 11 | 11.0 | 11.0 | 11.0 |
| SMA | 61 | 61.0 | 61.0 | 72.0 |
| Sarjana Strata 1 (S1) | 24 | 24.0 | 24.0 | 96.0 |
| Sarjana Strata 2 (S2) | 4 | 4.0 | 4.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pekerjaan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pelajar/Mahasiswa | 52 | 52.0 | 52.0 | 52.0 |
| Pegawai | 28 | 28.0 | 28.0 | 80.0 |
| Ibu Rumah Tangga | 12 | 12.0 | 12.0 | 92.0 |
| Lainnya | 8 | 8.0 | 8.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Alamat/Domisili** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sidoarjo | 100 | 100.0 | 100.0 | 100.0 |

1. Frekuensi Jawaban Responden Berdasarkan Variabel

Variabel *Content marketing* (X1)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 3 | 3.0 | 3.0 | 4.0 |
| Netral | 16 | 16.0 | 16.0 | 20.0 |
| Setuju | 43 | 43.0 | 43.0 | 63.0 |
| Sangat Setuju | 37 | 37.0 | 37.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 3 | 3.0 | 3.0 | 3.0 |
| Netral | 16 | 16.0 | 16.0 | 19.0 |
| Setuju | 46 | 46.0 | 46.0 | 65.0 |
| Sangat Setuju | 35 | 35.0 | 35.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| Tidak Setuju | 4 | 4.0 | 4.0 | 6.0 |
| Netral | 27 | 27.0 | 27.0 | 33.0 |
| Setuju | 43 | 43.0 | 43.0 | 76.0 |
| Sangat Setuju | 24 | 24.0 | 24.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 3 | 3.0 | 3.0 | 4.0 |
| Netral | 12 | 12.0 | 12.0 | 16.0 |
| Setuju | 45 | 45.0 | 45.0 | 61.0 |
| Sangat Setuju | 39 | 39.0 | 39.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

Variabel *E-Service Quality* (X2)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 4 | 4.0 | 4.0 | 4.0 |
| Tidak Setuju | 19 | 19.0 | 19.0 | 23.0 |
| Netral | 23 | 23.0 | 23.0 | 46.0 |
| Setuju | 26 | 26.0 | 26.0 | 72.0 |
| Sangat Setuju | 28 | 28.0 | 28.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 4 | 4.0 | 4.0 | 4.0 |
| Tidak Setuju | 11 | 11.0 | 11.0 | 15.0 |
| Netral | 28 | 28.0 | 28.0 | 43.0 |
| Setuju | 29 | 29.0 | 29.0 | 72.0 |
| Sangat Setuju | 28 | 28.0 | 28.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 5 | 5.0 | 5.0 | 5.0 |
| Tidak Setuju | 19 | 19.0 | 19.0 | 24.0 |
| Netral | 14 | 14.0 | 14.0 | 38.0 |
| Setuju | 35 | 35.0 | 35.0 | 73.0 |
| Sangat Setuju | 27 | 27.0 | 27.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 9 | 9.0 | 9.0 | 10.0 |
| Netral | 35 | 35.0 | 35.0 | 45.0 |
| Setuju | 24 | 24.0 | 24.0 | 69.0 |
| Sangat Setuju | 31 | 31.0 | 31.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 8 | 8.0 | 8.0 | 8.0 |
| Tidak Setuju | 19 | 19.0 | 19.0 | 27.0 |
| Netral | 16 | 16.0 | 16.0 | 43.0 |
| Setuju | 28 | 28.0 | 28.0 | 71.0 |
| Sangat Setuju | 29 | 29.0 | 29.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 6 | 6.0 | 6.0 | 6.0 |
| Tidak Setuju | 5 | 5.0 | 5.0 | 11.0 |
| Netral | 32 | 32.0 | 32.0 | 43.0 |
| Setuju | 24 | 24.0 | 24.0 | 67.0 |
| Sangat Setuju | 33 | 33.0 | 33.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 4 | 4.0 | 4.0 | 4.0 |
| Tidak Setuju | 21 | 21.0 | 21.0 | 25.0 |
| Netral | 17 | 17.0 | 17.0 | 42.0 |
| Setuju | 31 | 31.0 | 31.0 | 73.0 |
| Sangat Setuju | 27 | 27.0 | 27.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 14 | 14.0 | 14.0 | 15.0 |
| Netral | 25 | 25.0 | 25.0 | 40.0 |
| Setuju | 34 | 34.0 | 34.0 | 74.0 |
| Sangat Setuju | 26 | 26.0 | 26.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| Tidak Setuju | 21 | 21.0 | 21.0 | 23.0 |
| Netral | 15 | 15.0 | 15.0 | 38.0 |
| Setuju | 36 | 36.0 | 36.0 | 74.0 |
| Sangat Setuju | 26 | 26.0 | 26.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 11 | 11.0 | 11.0 | 11.0 |
| Netral | 29 | 29.0 | 29.0 | 40.0 |
| Setuju | 25 | 25.0 | 25.0 | 65.0 |
| Sangat Setuju | 35 | 35.0 | 35.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

Variabel *Brand Awareness* (X3)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 5 | 5.0 | 5.0 | 6.0 |
| Netral | 26 | 26.0 | 26.0 | 32.0 |
| Setuju | 27 | 27.0 | 27.0 | 59.0 |
| Sangat Setuju | 41 | 41.0 | 41.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| Tidak Setuju | 4 | 4.0 | 4.0 | 6.0 |
| Netral | 22 | 22.0 | 22.0 | 28.0 |
| Setuju | 37 | 37.0 | 37.0 | 65.0 |
| Sangat Setuju | 35 | 35.0 | 35.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 4 | 4.0 | 4.0 | 5.0 |
| Netral | 17 | 17.0 | 17.0 | 22.0 |
| Setuju | 40 | 40.0 | 40.0 | 62.0 |
| Sangat Setuju | 38 | 38.0 | 38.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 5 | 5.0 | 5.0 | 5.0 |
| Netral | 21 | 21.0 | 21.0 | 26.0 |
| Setuju | 36 | 36.0 | 36.0 | 62.0 |
| Sangat Setuju | 38 | 38.0 | 38.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

Variabel Keputusan Pembelian (Y)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| Tidak Setuju | 10 | 10.0 | 10.0 | 12.0 |
| Netral | 17 | 17.0 | 17.0 | 29.0 |
| Setuju | 33 | 33.0 | 33.0 | 62.0 |
| Sangat Setuju | 38 | 38.0 | 38.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 6 | 6.0 | 6.0 | 6.0 |
| Netral | 23 | 23.0 | 23.0 | 29.0 |
| Setuju | 37 | 37.0 | 37.0 | 66.0 |
| Sangat Setuju | 34 | 34.0 | 34.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

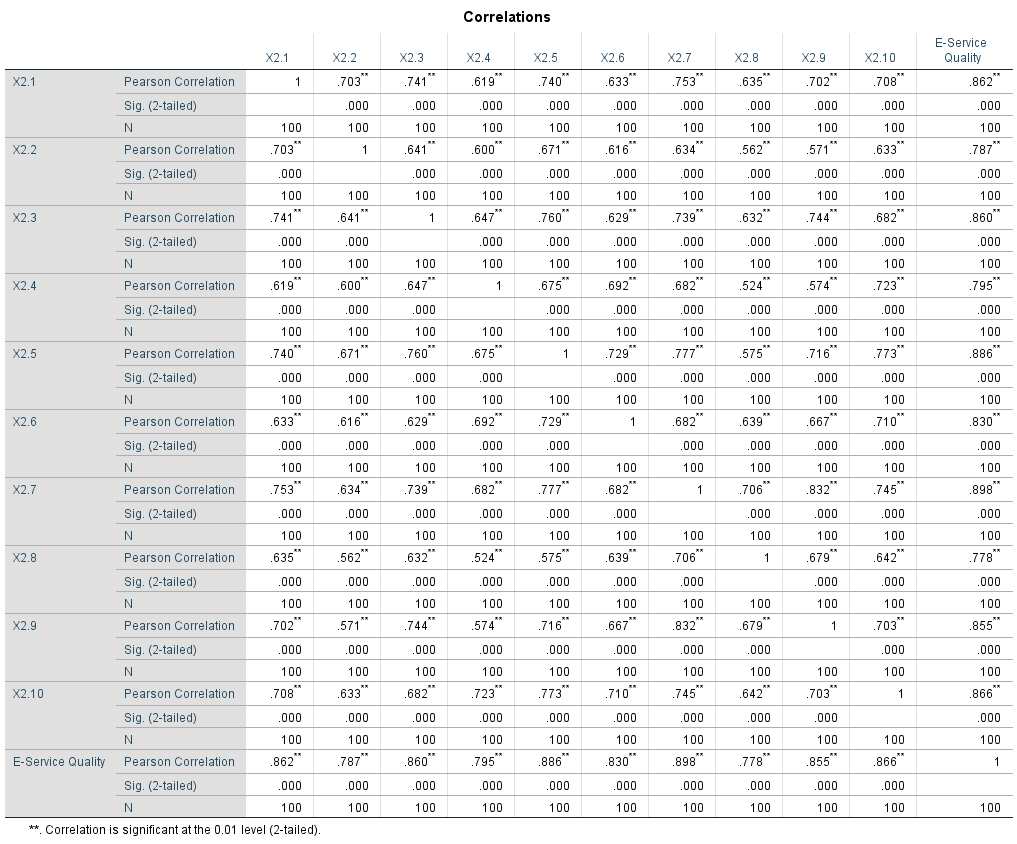
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 8 | 8.0 | 8.0 | 9.0 |
| Netral | 18 | 18.0 | 18.0 | 27.0 |
| Setuju | 44 | 44.0 | 44.0 | 71.0 |
| Sangat Setuju | 29 | 29.0 | 29.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 5 | 5.0 | 5.0 | 5.0 |
| Netral | 20 | 20.0 | 20.0 | 25.0 |
| Setuju | 44 | 44.0 | 44.0 | 69.0 |
| Sangat Setuju | 31 | 31.0 | 31.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

1. Uji Instrumen Data
2. Uji Validitas

Variabel *Content Marketing* (X1) 

Variabel *E-Service Quality* (X2)



Variabel *Brand Awareness* (X3)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | Brand Awareness |
| X3.1 | Pearson Correlation | 1 | .375\*\* | .446\*\* | .379\*\* | .747\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| X3.2 | Pearson Correlation | .375\*\* | 1 | .426\*\* | .368\*\* | .731\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| X3.3 | Pearson Correlation | .446\*\* | .426\*\* | 1 | .474\*\* | .777\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| X3.4 | Pearson Correlation | .379\*\* | .368\*\* | .474\*\* | 1 | .733\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| Brand Awareness | Pearson Correlation | .747\*\* | .731\*\* | .777\*\* | .733\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | |

Variabel Keputusan Pembelian (Y)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Keputusan Pembelian |
| Y.1 | Pearson Correlation | 1 | .512\*\* | .449\*\* | .258\*\* | .780\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .010 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| Y.2 | Pearson Correlation | .512\*\* | 1 | .379\*\* | .383\*\* | .766\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| Y.3 | Pearson Correlation | .449\*\* | .379\*\* | 1 | .382\*\* | .749\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| Y.4 | Pearson Correlation | .258\*\* | .383\*\* | .382\*\* | 1 | .656\*\* |
| Sig. (2-tailed) | .010 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| Keputusan Pembelian | Pearson Correlation | .780\*\* | .766\*\* | .749\*\* | .656\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | |

1. Uji Reliabilitas

Variabel *Content Marketing* (X1)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .698 | 4 |

Variabel *E-Service Quality* (X2)

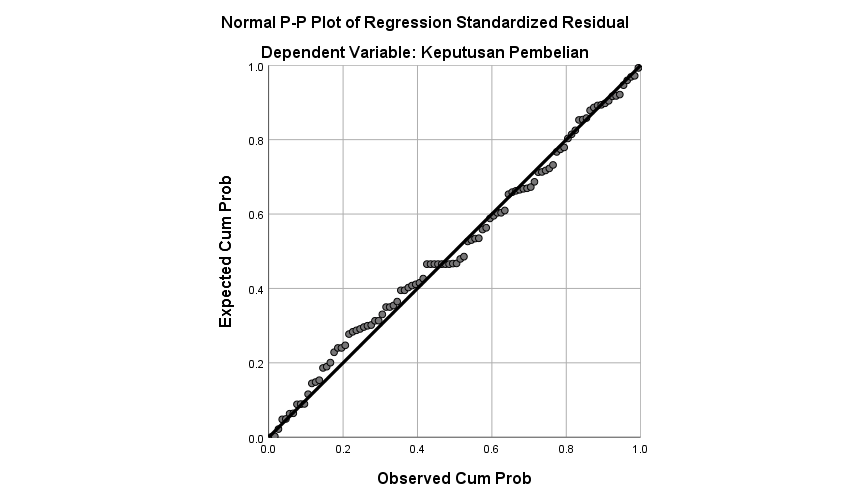
|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .954 | 10 |

Variabel *Brand Awareness* (X3)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .734 | 4 |

Variabel Keputusan Pembelian (Y)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .722 | 4 |

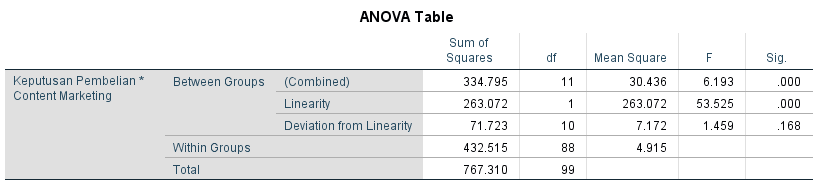
1. Uji Asumsi Klasik
2. Uji Normalitas

**Gambar Grafik Normal Probability Plot**

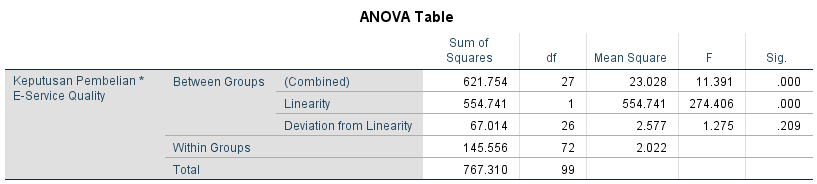
|  |  |  |
| --- | --- | --- |
| ***One-Sample Kolmogorov-Smirnov Test*** | | |
|  | | *Unstandardized Residual* |
| *N* | | 100 |
| *Normal Parametersa,b* | *Mean* | .0000000 |
| *Std. Deviation* | 1.21871325 |
| *Most Extreme Differences* | *Absolute* | .064 |
| *Positive* | .045 |
| *Negative* | -.064 |
| *Test Statistic* | | .064 |
| *Asymp. Sig. (2-tailed)* | | .200c,d |
| *a. Test distribution is Normal.* | | |
| *b. Calculated from data.* | | |
| *c. Lilliefors Significance Correction.* | | |
| *d. This is a lower bound of the true significance.* | | |

**Tabel Uji Normalitas**

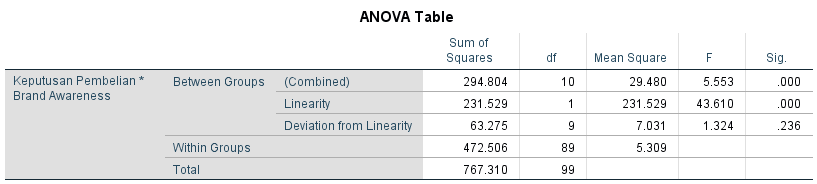
1. Uji Linearitas

Variabel Keputusan Pembelian \* *Content Marketing*

Variabel Keputusan Pembelian \* *E-Service Quality*



Variabel Keputusan Pembelian \* *Brand Awareness*



1. Uji Multikolinieritas

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Coefficientsa*** | | | | | | | | |
| Model | | *Unstandardized Coefficients* | | *Standardized Coefficients* | *t* | *Sig.* | *Collinearity Statistics* | |
| *B* | *Std. Error* | *Beta* | *Tolerance* | *VIF* |
| 1 | (Constant) | 1.955 | .906 |  | 2.156 | .034 |  |  |
| *Content Marketing* | .216 | .062 | .191 | 3.507 | .001 | .676 | 1.479 |
| *E-Service Quality* | .201 | .015 | .697 | 13.802 | .000 | .782 | 1.278 |
| *Brand Awareness* | .189 | .053 | .189 | 3.568 | .001 | .710 | 1.408 |
| a. *Dependent Variable:* Keputusan Pembelian | | | | | | | | |

**Tabel Uji Multikolinieritas**

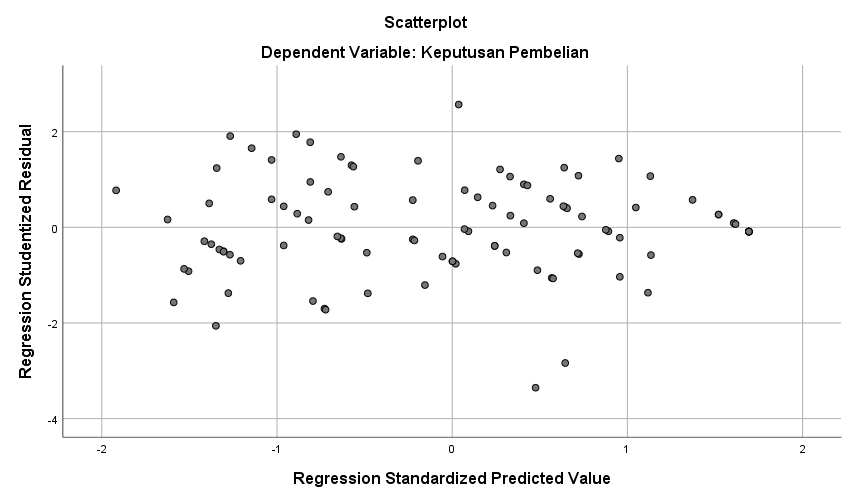
1. Uji Autokorelasi

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Model Summaryb*** | | | | | |
| Model | *R* | *R Square* | *Adjusted R Square* | *Std. Error of the Estimate* | *Durbin-Watson* |
| 1 | .899a | .808 | .802 | 1.238 | 1.768 |
| *a. Predictors: (Constant), Content Marketing, Brand Awareness, E-Service Quality* | | | | | |
| *b. Dependent Variable:* Keputusan Pembelian | | | | | |

**Tabel Uji Autokorelasi**

1. Uji Heteroskedastisitas

**Gambar Grafik Scatterplot**

******

1. Uji Analisis Regresi Linear Berganda

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ***Coefficientsa*** | | | | | | |
| Model | | *Unstandardized Coefficients* | | *Standardized Coefficients* | *t* | *Sig.* |
| *B* | *Std. Error* | *Beta* |
| 1 | *(Constant)* | 1.955 | .906 |  | 2.156 | .034 |
| *Content Marketing* | .216 | .062 | .191 | 3.507 | .001 |
| *E-Service Quality* | .201 | .015 | .697 | 13.802 | .000 |
| *Brand Awareness* | .189 | .053 | .189 | 3.568 | .001 |
| a. *Dependent Variable:* Keputusan Pembelian | | | | | | |

**Tabel Uji Analisis Regresi Linear Berganda**

1. Uji Hipotesis
2. Uji Parsial (Uji T)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ***Coefficientsa*** | | | | | | |
| Model | | *Unstandardized Coefficients* | | *Standardized Coefficients* | *t* | *Sig.* |
| *B* | *Std. Error* | *Beta* |
| 1 | (Constant) | 1.955 | .906 |  | 2.156 | .034 |
| *Content Marketing* | .216 | .062 | .191 | 3.507 | .001 |
| *E-Service Quality* | .201 | .015 | .697 | 13.802 | .000 |
| *Brand Awareness* | .189 | .053 | .189 | 3.568 | .001 |
| a. *Dependent Variable:* Keputusan Pembelian | | | | | | |

**Tabel Uji Parsial (Uji T)**

1. Uji Koefisien Korelasi Berganda (R)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Model Summaryb*** | | | | |
| Model | *R* | *R Square* | *Adjusted R Square* | *Std. Error of the Estimate* |
| 1 | .899a | .808 | .802 | 1.238 |
| a. Predictors: (Constant), *Content Marketing, Brand Awareness, E-Service Quality* | | | | |
| b. Dependent Variable: Keputusan Pembelian | | | | |

**Tabel Uji Koefisien Korelasi Berganda (R)**

1. Uji Koefisien Determinasi Berganda (R2)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Model Summaryb*** | | | | |
| *Model* | *R* | *R Square* | *Adjusted R Square* | *Std. Error of the Estimate* |
| 1 | .899a | .808 | .802 | 1.238 |
| a. *Predictors: (Constant),* *Content Marketing, Brand Awareness, E-Service Quality* | | | | |
| b. *Dependent Variable:* Keputusan Pembelian | | | | |

**Tabel Uji Koefisien Determinasi Berganda**