Responden Berdasarkan Gender

**Tabel 1**. Persentase Responden Berdasarkan Gender

|  |  |  |
| --- | --- | --- |
| **Jenis Kelamin** | **Jumlah** | **Persentase (%)** |
| Laki-laki | 55 | 57,20% |
| Perempuan | 41 | 42,70% |
| Total | 96 | 100% |

Responden Berdasarkan Usia

**Tabel 2**. Persentase Responden Berdasarkan Usia

|  |  |  |
| --- | --- | --- |
| **Jenis Kelamin** | **Jumlah** | **Persentase (%)** |
| 17-20 Tahun | 32 | 33,30% |
| 20-27 Tahun | 36 | 37,50% |
| 27-40 Tahun | 28 | 29% |
| Total | 96 | 100% |

Uji Validitas

**Tabel 3**. Hasil Uji Validitas

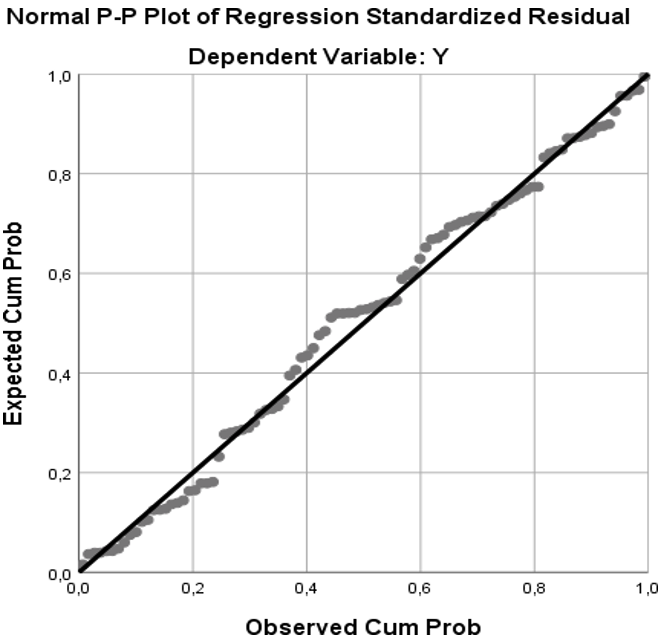
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variabel** | **Indikator** | **R-hitung** | **R-tabel** | **Keterangan** |
| *Digital Marketing* | X1.1 | 0,254 | 0,200 | Valid |
| X1.2 | 0,324 | 0,200 | Valid |
| X1.3 | 0,229 | 0,200 | Valid |
| X1.4 | 0,493 | 0,200 | Valid |
| Kualitas Produk | X2.1 | 0,479 | 0,200 | Valid |
| X2.2 | 0,311 | 0,200 | Valid |
| X2.3 | 0,380 | 0,200 | Valid |
| X2.4 | 0,354 | 0,200 | Valid |
| X2.5 | 0,423 | 0,200 | Valid |
| Harga | X3.1 | 0,271 | 0,200 | Valid |
| X3.2 | 0,416 | 0,200 | Valid |
| X3.3 | 0,611 | 0,200 | Valid |
| X3.4 | 0,242 | 0,200 | Valid |
| Keputusan Pembelian | Y1 | 0,223 | 0,200 | Valid |
| Y2 | 0,217 | 0,200 | Valid |
| Y3 | 0,301 | 0,200 | Valid |
| Y4 | 0,293 | 0,200 | Valid |

Uji Reliabilitas

**Tabel 4**. Hasil Uji Reliabilitas

|  |  |  |  |
| --- | --- | --- | --- |
| **Jumlah Responden** | ***Cronbach’s Alpha*** | **Standart** | **Keterangan** |
| 96 | 0,546 | 0,600 | Reliabel |

Uji Normalitas



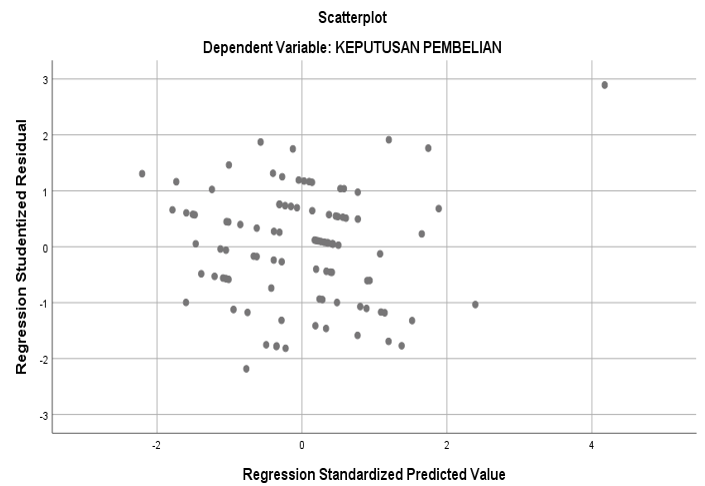
**Gambar 3.** *Plot* Hasil Uji Normalitas

Uji Multikolinearitas

**Tabel 5**. Hasil Uji Multikolinearitas

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Model** | ***Collinearity Statistics*** | |
|  | ***Tolerance*** | **VIF** |
| 1 | *Constant* |  |  |
|  | *Digital Marketing* | 0,944 | 1,060 |
|  | Kualitas Produk | 0,890 | 1,123 |
|  | Harga | 0,868 | 1,152 |

Uji Heteroskedastisitas



**Gambar 4**. Plot Hasil Uji Heteroskedastisitas

Uji Parsial (Uji T)

**Tabel 7**. Hasil Uji Parsial

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | ***Model*** | ***Unstandardized B*** | ***Coefficients Std. Error*** | ***Standardized Coefficients Beta*** | ***t*** | ***Sig.*** |
| 1 | *(Constant)* | 8,954 | 0,337 |  | 26,592 | 0,000 |
|  | *Digital Marketing* | 0,083 | 0,020 | 0,294 | 4,252 | 0,000 |
|  | Kualitas Produk | 0,062 | 0,016 | 0,273 | 3,829 | 0,000 |
|  | Harga | 0,142 | 0,021 | 0,496 | 6,870 | 0,000 |

Uji Simultan (Uji F)

**Tabel 8**. Hasil Uji Simultan

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | | |
|  | ***Model*** | ***Sum of Square*** | ***df*** | ***Mean Square*** | ***F*** | ***Sig.*** |
|  |  |  |  |  |  |  |
| 1 | *Regression* | 26,840 | 3 | 8,947 | 42,964 | 0,000b |
|  | *Residual* | 19,158 | 92 | 0,208 |  |  |
|  | *Total* | 45,998 | 95 |  |  |  |

Uji Koefisien Determinasi (R2)

**Tabel 9**. Hasil Uji Koefisien Determinasi

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Model Summaryb*** | | | | |
| ***Model*** | ***R*** | ***R Square*** | ***Adjusted R Square*** | ***Std. Error of the Estimate*** |
| 1 | 0,764a | 0,584 | 0,570 | 0,456 |