

Lampiran 1. Kuesioner Penelitian

Halo, perkenalkan saya Kelvin, mahasiswa Politeknik Wilmar Bisnis Indonesia jurusan Manajemen Pemasaran Internasional. Kami bermaksud untuk menyampaikan kuesioner penelitian mengenai "Pengaruh Promosi *Instagram* terhadap Keputusan Pembelian di Goffee untuk memenuhi tugas akhir, hasil dari kuesioner ini akan digunakan sebagai bahan penyusunan skripsi. Kami mengucapkan terima kasih yang sebesar-besarnya atau kesediaan saudara/saudari yang telah meluangkan waktu untuk menjawab semua pertanyaan dalam kuesioner ini. Informasi yang saudara/saudari berikan akan dijaga kerahasiaannya.

Karakteristik Responden

Nama :

Jenis Kelamin :

- Pria
- Wanita

Gadget Pilihan :

- PC/Komputer/Laptop
- Smartphone
- Tablet/Ipad

Kelompok Umur :

- 13 - 16 Tahun
- 17 - 23 Tahun
- 24 - 33 Tahun
- 34 - 43 Tahun

Status Pekerjaan :

- Pelajar
- Mahasiswa/i
- Profesional/Karyawan/Pekerja
- Wiraswasta
- Ibu Rumah Tangga

Kunjungan ke Goffee :

- YA
- TIDAK

Frekuensi Responden mengunjungi Goffee :

- 1x Sehari
- 1x Seminggu
- 1x Sebulan
- 1x Setahun

Apakah Responden telah mengikuti *Instagram* Goffee :

- YA
- TIDAK

Alasan Responden mengikuti *Instagram* Goffee :

- Untuk mengetahui Informasi Terbaru
- Untuk Menyampaikan Pesan Saran, dan Keluhan

Frekuensi Responden bermain *Instagram* dalam sehari :

- <30 Menit
- <1 Jam
- <2 Jam
- >2 Jam

Timing Responden bermain *Instagram* :

- Jam 11.00AM - 13.00PM
- Jam 19.00PM - 21.00PM

Tanggapan Responden

Pilih jawaban pada kolom yang paling sesuai menurut pendapat Anda.

Keterangan:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

(Lanjutan)

Variabel *social media promotion* (X)

No	Indikator	Pertanyaan	Jawaban				
			1	2	3	4	5
1	Context	Apakah penyampaian pesan di caption konten <i>instagram</i> jelas dan mudah dipahami					
2		Apakah penyampaian pesan di caption konten Promo <i>instagram</i> mendorong untuk melakukan pembelian					
3	Communication	Apakah melalui sosial media <i>instagram</i> Goffee anda memperoleh informasi mengenai promo terbaru Goffee					
4		Apakah melalui sosial media <i>instagram</i> Goffee membuat anda lebih mudah menanyakan lebih lanjut informasi tentang promo terbaru di Goffee					

5	Collaboration	Apakah admin sosial media <i>instagram</i> Goffee merespon pertanyaan tentang promo dengan cepat					
6		Apakah admin sosial media <i>instagram</i> Goffee menjawab pertanyaan dengan jelas dan mudah dipahami					
7	Connection	Apakah admin sosial media <i>instagram</i> Goffee membangun komunikasi mengenai ide promo					
8		Apakah admin sosial media <i>instagram</i> Goffee membangun komunikasi mengenai keluhan promo					
9	Content Creation	Apakah konten gambar promosi sosial media <i>instagram</i> Goffee didesain dengan Interaktif					
10		Apakah konten gambar promosi sosial media <i>Instagram</i> Goffee mendorong untuk melakukan pembelian					
11	Content Sharing	Apakah sosial media <i>instagram</i> Goffee mendorong untuk melakukan sharing promosi di <i>Instagram</i>					
12		Apakah melalui sharing sosial media <i>instagram</i> semakin mengetahui promosi terbaru di Goffee					
13	Connecting	Apakah melalui promosi sosial media <i>instagram</i> Goffee anda menemukan networking yang memiliki minat yang sama					
14		Apakah melalui promosi sosial media <i>instagram</i> Goffee anda memperoleh networking yang baru					
15	Community Building	Apakah sosial media <i>instagram</i> Goffee melakukan promosi dengan membangun komunitas <i>online</i>					
16		Apakah promosi sosial media <i>instagram</i> di komunitas <i>online</i> mendorong untuk melakukan pembelian					

(Lanjutan)

Variabel keputusan pembelian (Y)

No	Indikator	Pertanyaan	Jawaban				
			1	2	3	4	5
1	Pengenalan Kebutuhan	Informasi tentang promosi yang tersedia membuat anda ingin membeli di Goffee					
2		Informasi tentang promo dari sosial media <i>instagram</i> Goffee memberikan anda pilihan yang bervariasi					
3	Pencarian Informasi	Apakah sosial media <i>instagram</i> Goffee adalah media yang efektif dalam membantu proses pencarian informasi promo					
4		Apakah sosial media <i>instagram</i> Goffee adalah media yang update dalam memberikan informasi tentang promo terbaru					
5	Evaluasi Alternatif	Apakah sosial media <i>instagram</i> Goffee membantu anda mengetahui kelebihan Goffee dibandingkan kedai kopi lain					
6		Apakah sosial media <i>instagram</i> Goffee membantu anda menentukan promosi yang cocok dengan anda					
7	Keputusan Pembelian	Apakah anda melakukan pembelian di Goffee karena Promo					
8		Apakah anda merasa puas dalam melakukan pembelian di Goffee					
9	Perilaku Pasca Pembelian	Apakah anda merekomendasikan promo terbaru di Goffee kepada teman/kerabat anda					
10		Apakah anda menikmati promo di Goffee untuk kemudian hari					

Lampiran 2. Hasil Uji Validitas dan Uji Reliabilitas

a. Social Media Promotion (X)

Pre-test

		Correlations																	
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	TOTALX	
X1	Pearson Correlation	1	.432 ^{**}	.488 ^{**}	.263 [*]	.398 ^{**}	.244	.128	.178	.207	-.025	.221	-.014	-.016	.272 [*]	.142	.093	.475 [*]	
	Sig. (2-tailed)		.001	.000	.043	.002	.060	.330	.174	.112	.851	.089	.917	.905	.036	.277	.478	.000	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
X2	Pearson Correlation	.432 ^{**}	1	.327 [*]	.578 ^{**}	.342 ^{**}	.627 ^{**}	.175	.269 [*]	.234	.209	.181	-.142	.220	.248	.235	.283 [*]	.664 ^{**}	
	Sig. (2-tailed)	.001		.011	.000	.008	.000	.182	.038	.072	.109	.166	.278	.091	.056	.070	.028	.000	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
X3	Pearson Correlation	.488 ^{**}	.327 [*]	1	.366 ^{**}	.387 ^{**}	.352 ^{**}	.016	.192	.138	.172	.344 ^{**}	-.068	.148	.297 [*]	.274 [*]	.239	.563 ^{**}	
	Sig. (2-tailed)	.000	.011		.004	.002	.006	.905	.142	.292	.189	.007	.605	.260	.021	.034	.066	.000	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
X4	Pearson Correlation	.263 [*]	.578 ^{**}	.366 ^{**}	1	.334 ^{**}	.610 ^{**}	.339 ^{**}	.164	.261	.262	.279 [*]	.265 [*]	.362 ^{**}	.172	.263 [*]	.307	.706 ^{**}	
	Sig. (2-tailed)	.043	.000	.004		.009	.000	.008	.210	.044	.043	.031	.041	.005	.188	.042	.017	.000	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
X5	Pearson Correlation	.398 ^{**}	.342 ^{**}	.387 ^{**}	.334 ^{**}	1	.443 ^{**}	.242	.255 [*]	.284	-.015	.107	.045	.072	.243	.164	.226	.551 ^{**}	
	Sig. (2-tailed)	.002	.008	.002	.009		.000	.062	.049	.028	.910	.416	.734	.584	.061	.212	.082	.000	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
X6	Pearson Correlation	.244	.627 ^{**}	.352 ^{**}	.610 ^{**}	.443 ^{**}	1	.392 ^{**}	.143	.171	.201	.187	.280	.357 ^{**}	.193	.282	.294	.698 ^{**}	
	Sig. (2-tailed)	.060	.000	.006	.000	.000		.002	.277	.192	.123	.152	.030	.005	.140	.029	.023	.000	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
X7	Pearson Correlation	.128	.175	.016	.339 ^{**}	.242	.392 ^{**}	1	-.055	.119	-.061	.414 ^{**}	.308 ^{**}	.118	.114	.277 [*]	.186	.423 ^{**}	
	Sig. (2-tailed)	.330	.182	.905	.008	.062	.002		.675	.365	.644	.001	.017	.370	.384	.032	.154	.001	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
X8	Pearson Correlation	.178	.269 [*]	.192	.164	.255 [*]	.143	-.055	1	-.175	.041	-.149	.047	.007	.014	.273 [*]	.207	.296 [*]	
	Sig. (2-tailed)	.174	.038	.142	.210	.049	.277	.675		.180	.758	.256	.720	.959	.918	.035	.112	.022	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
X9	Pearson Correlation	.207	.234	.138	.261 [*]	.284 [*]	.171	.119	.175	1	.350 ^{**}	.356 ^{**}	.133	.178	.264 [*]	.248	.226	.541 ^{**}	
	Sig. (2-tailed)	.112	.072	.292	.044	.028	.192	.365	.180		.006	.005	.313	.174	.041	.056	.082	.000	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
X10	Pearson Correlation	-.025	.209	.172	.262 [*]	-.015	.201	-.061	.041	.350 ^{**}	1	.215	.129	.514 ^{**}	.162	.028	.166	.422 ^{**}	
	Sig. (2-tailed)	.851	.109	.189	.043	.910	.123	.644	.758	.006		.099	.327	.000	.217	.830	.206	.001	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
X11	Pearson Correlation	.221	.181	.344 ^{**}	.279 [*]	.107	.187	.414 ^{**}	-.149	.356 ^{**}	.215	1	.149	.252	.384 ^{**}	.296 [*]	.320	.548 ^{**}	
	Sig. (2-tailed)	.089	.166	.007	.031	.416	.152	.001	.256	.005	.099		.257	.052	.002	.022	.013	.000	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
X12	Pearson Correlation	-.014	.142	-.068	.265 [*]	.045	.280	.308 ^{**}	.047	.133	.129	.149	1	.322	.191	.276 [*]	.266	.386 ^{**}	
	Sig. (2-tailed)	.917	.278	.605	.041	.734	.030	.017	.720	.313	.327	.257		.012	.144	.033	.040	.002	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
X13	Pearson Correlation	-.016	.220	.148	.362 ^{**}	.072	.357 ^{**}	.118	.007	.178	.514 ^{**}	.252	.322	1	.329	.093	.347	.519 ^{**}	
	Sig. (2-tailed)	.905	.091	.260	.005	.584	.005	.370	.959	.174	.000	.052	.012		.010	.480	.007	.000	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
X14	Pearson Correlation	.272 [*]	.248	.297 [*]	.172	.243	.193	.114	.014	.264 [*]	.162	.384 ^{**}	.191	.329	1	.150	.257 [*]	.503 ^{**}	
	Sig. (2-tailed)	.036	.056	.021	.188	.061	.140	.384	.918	.041	.217	.002	.144	.010		.253	.047	.000	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
X15	Pearson Correlation	.142	.235	.274 [*]	.263 [*]	.164	.282 [*]	.277 [*]	.273 [*]	.248	.028	.296 [*]	.276 [*]	.093	.150	1	.443 ^{**}	.509 ^{**}	
	Sig. (2-tailed)	.277	.070	.034	.042	.212	.029	.032	.035	.056	.830	.022	.033	.480	.253		.000	.000	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
X16	Pearson Correlation	.093	.283 [*]	.239	.307 [*]	.226	.294 [*]	.186	.207	.226	.166	.320	.266 [*]	.347 ^{**}	.257 [*]	.443 ^{**}	1	.566 ^{**}	
	Sig. (2-tailed)	.478	.028	.066	.017	.082	.023	.154	.112	.082	.206	.013	.040	.007	.047	.000		.000	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
TOTALX	Pearson Correlation	.475 [*]	.664 ^{**}	.563 ^{**}	.706 ^{**}	.551 ^{**}	.698 ^{**}	.423 ^{**}	.296 [*]	.541 ^{**}	.422 ^{**}	.548 ^{**}	.386 ^{**}	.519 ^{**}	.503 ^{**}	.509 ^{**}	.566 ^{**}	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.001	.022	.000	.001	.000	.002	.000	.000	.000	.000	.000	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60

*. Correlation is significant at the 0.01 level (2-tailed).

°. Correlation is significant at the 0.05 level (2-tailed).

Post-test

		Correlations																
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	TOTALX
X1	Pearson Correlation	1	.362	.535	.198	.208	.172	.268	.114	.243	.190	.266	.217	.195	.253	.139	.175	.543
	Sig. (2-tailed)		.000	.000	.027	.020	.056	.003	.205	.006	.034	.003	.015	.029	.004	.122	.051	.000
	N	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125
X2	Pearson Correlation	.362	1	.320	.620	.197	.379	.221	.259	.284	.200	.245	.074	.352	.148	.237	.332	.635
	Sig. (2-tailed)	.000		.000	.000	.028	.000	.013	.004	.001	.025	.006	.410	.000	.100	.008	.000	.000
	N	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125
X3	Pearson Correlation	.535	.320	1	.323	.320	.284	.242	.212	.223	.234	.385	.056	.299	.300	.258	.324	.637
	Sig. (2-tailed)	.000	.000		.000	.000	.001	.006	.017	.012	.009	.000	.535	.001	.001	.004	.000	.000
	N	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125
X4	Pearson Correlation	.198	.620	.323	1	.127	.377	.308	.213	.251	.182	.347	.197	.394	.111	.324	.389	.645
	Sig. (2-tailed)	.027	.000	.000		.159	.000	.000	.017	.005	.042	.000	.027	.000	.217	.000	.000	.000
	N	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125
X5	Pearson Correlation	.208	.197	.320	.127	1	.464	.035	.058	.176	-.034	.082	-.026	.069	.215	-.015	.065	.372
	Sig. (2-tailed)	.020	.028	.000	.159		.000	.696	.524	.050	.705	.362	.773	.447	.016	.872	.474	.000
	N	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125
X6	Pearson Correlation	.172	.379	.284	.377	.464	1	.221	.060	.107	.142	.117	.131	.236	.084	.092	.085	.491
	Sig. (2-tailed)	.056	.000	.001	.000	.000		.013	.509	.235	.113	.195	.147	.008	.351	.305	.346	.000
	N	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125
X7	Pearson Correlation	.268	.221	.242	.308	.035	.221	1	.042	.171	.164	.282	.372	.158	.265	.246	.199	.491
	Sig. (2-tailed)	.003	.013	.006	.000	.696	.013		.638	.056	.067	.001	.000	.079	.003	.006	.026	.000
	N	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125
X8	Pearson Correlation	.114	.259	.212	.213	.058	.060	.042	1	.178	.140	.140	.049	.165	-.077	.284	.302	.362
	Sig. (2-tailed)	.205	.004	.017	.017	.524	.509	.638		.047	.121	.119	.586	.067	.395	.001	.001	.000
	N	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125
X9	Pearson Correlation	.243	.284	.223	.251	.176	.107	.171	.178	1	.426	.352	.147	.265	.210	.235	.261	.575
	Sig. (2-tailed)	.006	.001	.012	.005	.050	.235	.056	.047		.000	.000	.102	.003	.019	.008	.001	.000
	N	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125
X10	Pearson Correlation	.190	.200	.234	.182	-.034	.142	.164	.140	.426	1	.226	.205	.384	.174	.038	.217	.485
	Sig. (2-tailed)	.034	.025	.009	.042	.705	.113	.067	.121	.000		.011	.022	.000	.052	.676	.015	.000
	N	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125
X11	Pearson Correlation	.266	.245	.385	.347	.082	.117	.282	.140	.352	.226	1	.133	.383	.223	.362	.404	.598
	Sig. (2-tailed)	.003	.006	.000	.000	.362	.195	.001	.119	.000	.011		.139	.000	.013	.000	.000	.000
	N	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125
X12	Pearson Correlation	.217	.074	.056	.197	-.026	.131	.372	.049	.147	.205	.133	1	.156	.258	.119	.187	.376
	Sig. (2-tailed)	.015	.410	.535	.027	.773	.147	.000	.586	.102	.022	.139		.083	.004	.187	.037	.000
	N	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125
X13	Pearson Correlation	.195	.352	.299	.394	.069	.236	.158	.165	.265	.384	.383	.156	1	.168	.188	.461	.588
	Sig. (2-tailed)	.029	.000	.001	.000	.447	.008	.079	.067	.003	.000	.000	.083		.061	.035	.000	.000
	N	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125
X14	Pearson Correlation	.253	.148	.300	.111	.215	.084	.265	-.077	.210	.174	.223	.258	.168	1	.008	.166	.420
	Sig. (2-tailed)	.004	.100	.001	.217	.016	.351	.003	.395	.019	.052	.013	.004	.061		.932	.064	.000
	N	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125
X15	Pearson Correlation	.139	.237	.258	.324	-.015	.092	.246	.284	.235	.038	.362	.119	.188	.008	1	.401	.464
	Sig. (2-tailed)	.122	.008	.004	.000	.872	.305	.006	.001	.008	.676	.000	.187	.035	.932		.000	.000
	N	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125
X16	Pearson Correlation	.175	.332	.324	.389	.065	.085	.199	.302	.281	.217	.404	.187	.461	.166	.401	1	.590
	Sig. (2-tailed)	.051	.000	.000	.000	.474	.346	.026	.001	.001	.015	.000	.037	.000	.064	.000		.000
	N	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125
TOTALX	Pearson Correlation	.543	.635	.637	.645	.372	.491	.491	.362	.575	.485	.598	.376	.588	.420	.464	.590	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125

(Lanjutan)

Variabel keputusan pembelian (Y)

Pre-test

		Correlations																
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	TOTALX
X1	Pearson Correlation	1	.422 ^{**}	.411 ^{**}	.032	-.019	.066	.332 [*]	.077	.150	.411 ^{**}	1.000 ^{**}	.535 ^{**}	-.134	.032	.282	.182	.573 ^{**}
	Sig. (2-tailed)		.007	.009	.843	.906	.687	.037	.636	.355	.009	0.000	.000	.409	.843	.078	.261	.000
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
X2	Pearson Correlation	.422 ^{**}	1	.295	-.006	.133	.004	.047	.055	.045	.295	.422 ^{**}	.340 [*]	-.240	-.006	.443 ^{**}	.449 ^{**}	.450 ^{**}
	Sig. (2-tailed)	.007		.064	.972	.414	.982	.774	.738	.784	.064	.007	.032	.136	.972	.004	.004	.004
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
X3	Pearson Correlation	.411 ^{**}	.295	1	.146	-.077	.094	.094	.014	.257	1.000 ^{**}	.411 ^{**}	.328 [*]	.056	.146	.281	.268	.487 ^{**}
	Sig. (2-tailed)	.009	.064		.367	.638	.564	.563	.930	.109	0.000	.009	.039	.733	.367	.079	.094	.001
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
X4	Pearson Correlation	.032	-.006	.146	1	.598 ^{**}	.528 ^{**}	-.025	.587 ^{**}	-.079	.146	.032	-.024	.581 ^{**}	1.000 ^{**}	.107	-.072	.563 ^{**}
	Sig. (2-tailed)	.843	.972	.367		.000	.000	.877	.000	.627	.367	.843	.884	.000	0.000	.513	.661	.000
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
X5	Pearson Correlation	-.019	.133	-.077	.598 ^{**}	1	.620 ^{**}	.227	.725 ^{**}	-.122	-.077	-.019	.072	.447 ^{**}	.598 ^{**}	.154	.024	.533 ^{**}
	Sig. (2-tailed)	.906	.414	.638	.000		.000	.159	.000	.455	.638	.906	.661	.004	.000	.343	.884	.000
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
X6	Pearson Correlation	.066	.004	.094	.528 ^{**}	.620 ^{**}	1	.382 [*]	.743 ^{**}	.128	.094	.066	-.035	.445 ^{**}	.528 ^{**}	.288	-.064	.606 ^{**}
	Sig. (2-tailed)	.687	.982	.564	.000	.000		.015	.000	.430	.564	.687	.832	.004	.000	.072	.693	.000
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
X7	Pearson Correlation	.332 [*]	.047	.094	-.025	.227	.382 [*]	1	.342 [*]	.196	.094	.332 [*]	.140	.010	-.025	.331 [*]	.183	.462 ^{**}
	Sig. (2-tailed)	.037	.774	.563	.877	.159	.015		.031	.227	.563	.037	.389	.951	.877	.037	.258	.003
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
X8	Pearson Correlation	.077	.055	.014	.587 ^{**}	.725 ^{**}	.743 ^{**}	.342 [*]	1	.081	.014	.077	.128	.377 ^{**}	.587 ^{**}	.327 [*]	.118	.683 ^{**}
	Sig. (2-tailed)	.636	.738	.930	.000	.000	.000	.031		.621	.930	.636	.432	.016	.000	.039	.468	.000
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
X9	Pearson Correlation	.150	.045	.257	-.079	-.122	.128	.196	.081	1	.257	.150	.005	-.118	-.079	.177	.267	.337 [*]
	Sig. (2-tailed)	.355	.784	.109	.627	.455	.430	.227	.621		.109	.355	.978	.467	.627	.274	.096	.033
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
X10	Pearson Correlation	.411 ^{**}	.295	1.000 ^{**}	.146	-.077	.094	.094	.014	.257	1	.411 ^{**}	.328 [*]	.056	.146	.281	.268	.487 ^{**}
	Sig. (2-tailed)	.009	.064	0.000	.367	.638	.564	.563	.930	.109		.009	.039	.733	.367	.079	.094	.001
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
X11	Pearson Correlation	1.000 ^{**}	.422 ^{**}	.411 ^{**}	.032	-.019	.066	.332 [*]	.077	.150	.411 ^{**}	1	.535 ^{**}	-.134	.032	.282	.182	.573 ^{**}
	Sig. (2-tailed)	0.000	.007	.009	.843	.906	.687	.037	.636	.355	.009		.000	.409	.843	.078	.261	.000
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
X12	Pearson Correlation	.535 ^{**}	.340 [*]	.328 [*]	-.024	.072	-.035	.140	.128	.005	.328 [*]	.535 ^{**}	1	-.086	-.024	.263	.173	.419 ^{**}
	Sig. (2-tailed)	.000	.032	.039	.884	.661	.832	.389	.432	.978	.039	.000		.598	.884	.101	.284	.007
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
X13	Pearson Correlation	-.134	-.240	.056	.581 ^{**}	.447 ^{**}	.445 ^{**}	.010	.377 ^{**}	-.118	.056	-.134	-.086	1	.581 ^{**}	-.028	-.153	.315 [*]
	Sig. (2-tailed)	.409	.136	.733	.000	.004	.004	.951	.016	.467	.733	.409	.598		.000	.862	.347	.047
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
X14	Pearson Correlation	.032	-.006	.146	1.000 ^{**}	.598 ^{**}	.528 ^{**}	-.025	.587 ^{**}	-.079	.146	.032	-.024	.581 ^{**}	1	.107	-.072	.563 ^{**}
	Sig. (2-tailed)	.843	.972	.367	0.000	.000	.000	.877	.000	.627	.367	.843	.884	.000		.513	.661	.000
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
X15	Pearson Correlation	.282	.443 ^{**}	.281	.107	.154	.288	.331 [*]	.327 [*]	.177	.281	.282	.263	-.028	.107	1	.496 ^{**}	.572 ^{**}
	Sig. (2-tailed)	.078	.004	.079	.513	.343	.072	.037	.039	.274	.079	.078	.101	.862	.513		.001	.000
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
X16	Pearson Correlation	.182	.449 ^{**}	.268	-.072	.024	-.064	.183	.118	.267	.268	.182	.173	-.153	-.072	.496 ^{**}	1	.428 ^{**}
	Sig. (2-tailed)	.261	.004	.094	.661	.884	.693	.258	.468	.096	.094	.261	.284	.347	.661	.001		.006
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
TOTALX	Pearson Correlation	.573 ^{**}	.450 ^{**}	.487 ^{**}	.563 ^{**}	.533 ^{**}	.606 ^{**}	.462 ^{**}	.683 ^{**}	.337 [*]	.487 ^{**}	.573 ^{**}	.419 ^{**}	.315 [*]	.563 ^{**}	.572 ^{**}	.428 ^{**}	1
	Sig. (2-tailed)	.000	.004	.001	.000	.000	.000	.003	.000	.033	.001	.000	.007	.047	.000	.000	.006	
	N	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Post-test

		Correlations																
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	TOTALX
X1	Pearson Correlation	1	.365**	.472**	.146	.037	.165	.069	.069	.040	.472**	.992**	.026	.162	.146	-.025	.049	.409**
	Sig. (2-tailed)		.000	.000	.098	.677	.061	.433	.433	.653	.000	.000	.767	.065	.098	.774	.581	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2	Pearson Correlation	.365**	1	.311**	.368**	.313**	.407**	.082	.370**	.157	.311**	.359**	.172	.329**	.368**	.124	.330**	.595**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.354	.000	.074	.000	.000	.051	.000	.000	.160	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X3	Pearson Correlation	.472**	.311**	1	.283**	.172	.232**	.051	.189*	.113	1.000**	.470**	.064	.292**	.283**	.138	.242**	.494**
	Sig. (2-tailed)	.000	.000		.001	.050	.008	.567	.031	.199	0.000	.000	.470	.001	.001	.118	.006	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X4	Pearson Correlation	.146	.368**	.283**	1	.637**	.837**	.201	.828**	.179	.283**	.129	.087	.776**	1.000**	.058	.062	.785**
	Sig. (2-tailed)	.098	.000	.001		.000	.000	.022	.000	.042	.001	.144	.326	.000	0.000	.509	.482	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X5	Pearson Correlation	.037	.313**	.172	.637**	1	.701**	.338**	.659**	.261**	.172	.018	.157	.486**	.637**	.180	.213**	.678**
	Sig. (2-tailed)	.677	.000	.050	.000		.000	.000	.000	.003	.050	.843	.075	.000	.000	.040	.015	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X6	Pearson Correlation	.165	.407**	.232**	.837**	.701**	1	.370**	.863**	.265**	.232**	.149	.122	.691**	.837**	.177	.114	.822**
	Sig. (2-tailed)	.061	.000	.008	.000	.000		.000	.000	.002	.008	.091	.168	.000	.000	.044	.198	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X7	Pearson Correlation	.069	.082	.051	.201	.338**	.370**	1	.295**	.202	.051	.050	-.064	.108	.201	.157	.122	.379*
	Sig. (2-tailed)	.433	.354	.567	.022	.000	.000		.001	.021	.567	.571	.468	.222	.022	.074	.167	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X8	Pearson Correlation	.069	.370**	.189*	.828**	.659**	.863**	.295**	1	.242**	.189*	.054	.189*	.672**	.828**	.197	.174*	.803**
	Sig. (2-tailed)	.433	.000	.031	.000	.000	.000	.001		.006	.031	.538	.031	.000	.000	.025	.047	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X9	Pearson Correlation	.040	.157	.113	.179	.261**	.265**	.202	.242**	1	.113	.037	.030	.154	.179	.136	.146	.421**
	Sig. (2-tailed)	.653	.074	.199	.042	.003	.002	.021	.006		.199	.673	.731	.081	.042	.124	.097	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X10	Pearson Correlation	.472**	.311**	1.000**	.283**	.172	.232**	.051	.189*	.113	1	.470**	.064	.292**	.283**	.138	.242**	.494**
	Sig. (2-tailed)	.000	.000	0.000	.001	.050	.008	.567	.031	.199		.000	.470	.001	.001	.118	.006	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X11	Pearson Correlation	.992**	.359**	.470**	.129	.018	.149	.050	.054	.037	.470**	1	.022	.172	.129	-.015	.058	.399**
	Sig. (2-tailed)	.000	.000	.000	.144	.843	.091	.571	.538	.673	.000		.800	.051	.144	.869	.511	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X12	Pearson Correlation	.026	.172	.064	.087	.157	.122	-.064	.189*	.030	.064	.022	1	.052	.087	.186	.277**	.317**
	Sig. (2-tailed)	.767	.051	.470	.326	.075	.168	.468	.031	.731	.470	.800		.556	.326	.034	.001	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X13	Pearson Correlation	.162	.329**	.292**	.776**	.486**	.691**	.108	.672**	.154	.292**	.172	.052	1	.776**	-.027	.079	.682**
	Sig. (2-tailed)	.065	.000	.001	.000	.000	.000	.222	.000	.081	.001	.051	.556		.000	.756	.374	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X14	Pearson Correlation	.146	.368**	.283**	1.000**	.637**	.837**	.201	.828**	.179	.283**	.129	.087	.776**	1	.058	.062	.785**
	Sig. (2-tailed)	.098	.000	.001	0.000	.000	.000	.022	.000	.042	.001	.144	.326	.000		.509	.482	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X15	Pearson Correlation	-.025	.124	.138	.058	.180	.177**	.157	.197*	.136	.138	-.015	.186*	-.027	.058	1	.390**	.315**
	Sig. (2-tailed)	.774	.160	.118	.509	.040	.044	.074	.025	.124	.118	.869	.034	.756	.509		.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X16	Pearson Correlation	.049	.330**	.242**	.062	.213	.114	.122	.174*	.146	.242**	.058	.277**	.079	.062	.390**	1	.397**
	Sig. (2-tailed)	.581	.000	.006	.482	.015	.198	.167	.047	.097	.006	.511	.001	.374	.482	.000		.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
TOTALX	Pearson Correlation	.409**	.595**	.494**	.785**	.678**	.822**	.379**	.803**	.421**	.494**	.399**	.317**	.682**	.785**	.315**	.397**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reabilitas Social Media Promotion (X)

Pre-test

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	59.7750	29.410	.471	.792
X2	59.7250	29.999	.330	.801
X3	59.5750	29.738	.466	.792
X4	59.8250	28.661	.488	.790
X5	59.8250	28.917	.454	.792
X6	59.6250	28.497	.534	.786
X7	59.8000	30.215	.342	.800
X8	59.5500	28.049	.590	.782
X9	59.6750	31.199	.151	.815
X10	59.5750	29.738	.466	.792
X11	59.7750	29.410	.471	.792
X12	59.8000	30.164	.324	.801
X13	59.9000	30.708	.227	.808
X14	59.8250	28.661	.488	.790
X15	59.6500	28.900	.492	.790
X16	59.6000	30.503	.279	.804

Post-test

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	57.6000	41.932	.359	.850
X2	57.7615	40.074	.519	.843
X3	57.5231	40.810	.499	.844
X4	57.7000	37.933	.735	.831
X5	57.8615	39.268	.616	.838
X6	57.6154	37.541	.773	.828
X7	57.8308	42.529	.265	.855
X8	57.5846	38.012	.729	.831
X9	57.7308	41.873	.264	.857
X10	57.5231	40.810	.499	.844
X11	57.6077	42.008	.347	.851
X12	57.8077	43.443	.168	.860
X13	57.7769	38.733	.616	.837
X14	57.7000	37.933	.735	.831
X15	57.8846	43.157	.216	.857
X16	57.9154	42.311	.294	.854

Reabilitas Keputusan Pembelian (Y)

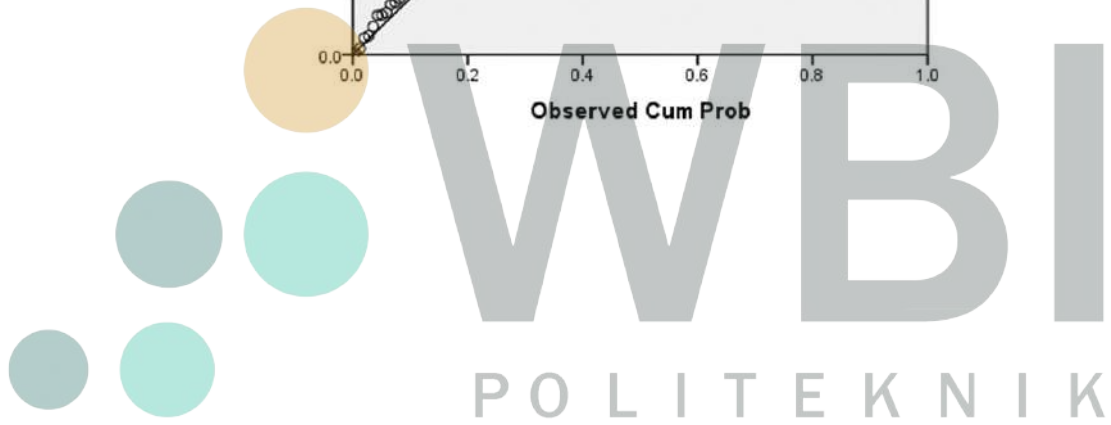
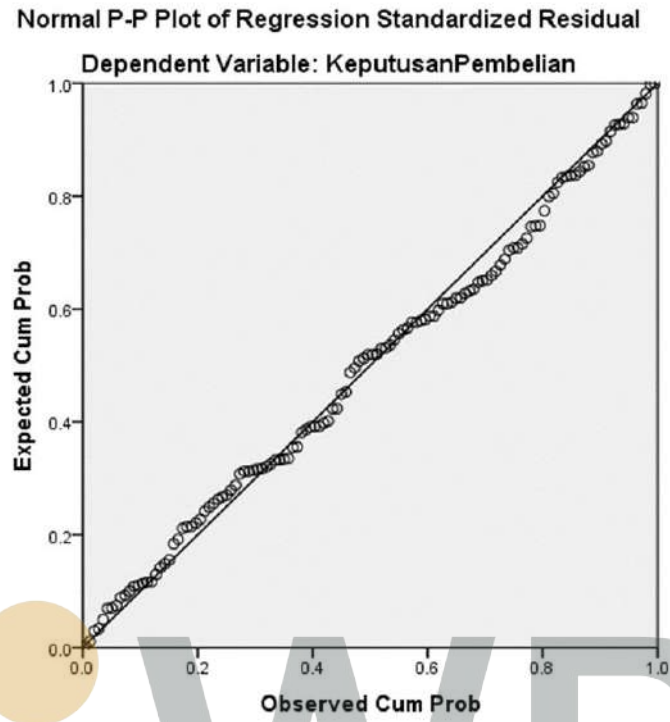
Pre-test

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	36.1750	22.353	.474	.876
Y2	35.8750	20.369	.675	.861
Y3	36.0000	22.359	.578	.870
Y4	35.9250	21.866	.529	.872
Y5	36.0500	21.895	.564	.870
Y6	36.0500	20.869	.700	.860
Y7	36.2000	21.703	.448	.880
Y8	36.0750	20.328	.689	.860
Y9	36.1750	19.635	.769	.853
Y10	36.1500	20.541	.642	.864

Post-test

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	33.6077	20.473	.434	.865
Y2	33.7231	17.938	.699	.844
Y3	33.5385	20.312	.499	.860
Y4	33.7231	18.760	.637	.850
Y5	33.5615	20.016	.512	.859
Y6	33.7000	19.111	.608	.852
Y7	33.8538	19.351	.477	.864
Y8	33.8077	18.606	.656	.848
Y9	33.9846	18.604	.689	.845
Y10	34.0000	19.039	.600	.853

Lampiran 3. Hasil Uji Asumsi Klasik



Lampiran 4. Hasil Analisis Regresi Berganda

a. Uji t

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.259	2.652		.098	.922
	Context	.473	.294	.118	1.607	.111
	Communication	-.307	.469	-.075	-.654	.514
	Collaboration	1.424	.343	.420	4.154	.000
	Connection	.700	.320	.178	2.183	.031
	ContentCreation	.777	.287	.189	2.708	.008
	ContentSharing	1.160	.319	.249	3.635	.000
	Connecting	-.191	.362	-.060	-.529	.598
	CommunityBuilding	.836	.230	.208	3.630	.000

a. Dependent Variable: KeputusanPembelian

b. Uji F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2021.057	8	252.632	30.708	.000 ^b
	Residual	995.443	121	8.227		
	Total	3016.500	129			

a. Dependent Variable: KeputusanPembelian

b. Predictors: (Constant), CommunityBuilding, Connecting, ContentSharing, ContentCreation, Connection, Context, Collaboration, Communication

c. Uji determinan

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.819 ^a	.670	.648	2.86824
a. Predictors: (Constant), CommunityBuilding, Connecting, ContentSharing, ContentCreation, Connection, Context, Collaboration, Communication				
b. Dependent Variable: KeputusanPembelian				



Lampiran 5. Rekapitulasi Data Kuesioner

no	Variabel Social Media Promotion (X)										Variabel Keputusan Pembelian (Y)										
	x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	y1	y2	y3	y4	y5	y6	y7	y8	y9	y10	
1	4	4	4	4	5	5	3	3	5	4	4	5	5	3	3	5	4	4	4	4	5
2	5	4	4	4	4	4	4	3	4	5	5	4	4	3	5	4	4	4	4	4	4
3	4	3	5	4	4	4	4	4	4	5	4	5	4	3	3	4	4	3	4	4	4
4	4	3	4	5	4	5	4	5	4	4	4	4	5	5	4	4	4	3	4	4	5
5	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4
6	3	3	4	3	3	3	3	3	4	4	3	4	4	3	2	3	3	3	3	3	3
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