

VARIABEL PENGGUNAAN MEDIA SOSIAL

Uji Validitas

		Correlations										
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.Jml
X1.1	Pearson Correlation	1	.477**	.312**	.541**	.381**	.294**	.343**	.312**	.417**	.294**	.688**
	Sig. (2-tailed)		.000	.001	.000	.000	.001	.000	.001	.000	.001	.000
	N	118	118	118	118	118	118	118	118	118	118	118
X1.2	Pearson Correlation	.477**	1	.183*	.295**	.312**	.381**	.381**	.284**	.425**	.270**	.627**
	Sig. (2-tailed)	.000		.047	.001	.001	.000	.000	.002	.000	.003	.000
	N	118	118	118	118	118	118	118	118	118	118	118
X1.3	Pearson Correlation	.312**	.183*	1	.225*	.227*	.262**	.337**	.432**	.297**	.351**	.583**
	Sig. (2-tailed)	.001	.047		.014	.013	.004	.000	.000	.001	.000	.000
	N	118	118	118	118	118	118	118	118	118	118	118
X1.4	Pearson Correlation	.541**	.295**	.225*	1	.357**	.196*	.347**	.287**	.463**	.360**	.635**
	Sig. (2-tailed)	.000	.001	.014		.000	.033	.000	.002	.000	.000	.000
	N	118	118	118	118	118	118	118	118	118	118	118
X1.5	Pearson Correlation	.381**	.312**	.227*	.357**	1	.424**	.277**	.363**	.407**	.360**	.641**
	Sig. (2-tailed)	.000	.001	.013	.000		.000	.002	.000	.000	.000	.000
	N	118	118	118	118	118	118	118	118	118	118	118
X1.6	Pearson Correlation	.294**	.381**	.262**	.196*	.424**	1	.187*	.253**	.409**	.271**	.572**
	Sig. (2-tailed)	.001	.000	.004	.033	.000		.042	.006	.000	.003	.000
	N	118	118	118	118	118	118	118	118	118	118	118
X1.7	Pearson Correlation	.343**	.381**	.337**	.347**	.277**	.187*	1	.449**	.315**	.385**	.636**
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.042		.000	.001	.000	.000
	N	118	118	118	118	118	118	118	118	118	118	118
X1.8	Pearson Correlation	.312**	.284**	.432**	.287**	.363**	.253**	.449**	1	.340**	.378**	.659**
	Sig. (2-tailed)	.001	.002	.000	.002	.000	.006	.000		.000	.000	.000
	N	118	118	118	118	118	118	118	118	118	118	118
X1.9	Pearson Correlation	.417**	.425**	.297**	.463**	.407**	.409**	.315**	.340**	1	.299**	.682**
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	.001	.000		.001	.000
	N	118	118	118	118	118	118	118	118	118	118	118
X1.10	Pearson Correlation	.294**	.270**	.351**	.360**	.360**	.271**	.385**	.378**	.299**	1	.625**
	Sig. (2-tailed)	.001	.003	.000	.000	.000	.003	.000	.000	.001		.000
	N	118	118	118	118	118	118	118	118	118	118	118
X1.Jml	Pearson Correlation	.688**	.627**	.583**	.635**	.641**	.572**	.636**	.659**	.682**	.625**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	118	118	118	118	118	118	118	118	118	118	118

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

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

Uji Reliabilitas

Case Processing Summary			
		N	%
Cases	Valid	118	99.2
	Excluded ^a	1	.8
	Total	119	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.757	11

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	65.1864	39.811	.642	.732
X1.2	65.0932	40.376	.576	.737
X1.3	65.1271	40.385	.523	.738
X1.4	65.1949	40.449	.587	.737
X1.5	65.0593	40.398	.593	.736
X1.6	65.0424	40.861	.518	.741
X1.7	65.1780	40.284	.586	.736
X1.8	65.1610	39.623	.605	.732
X1.9	65.0847	40.130	.638	.734
X1.10	65.1864	40.375	.574	.737
X1.Jml	34.2797	11.109	1.000	.835

Variabel Aplikasi E-commerce																			
Uji Validitas																			
Correlations																			
X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13	X2.14	X2.15	X2.16	X2.17	X2.18	X2.19	X2.20
1	.610**	.298**	.260**	.334**	.323**	.465**	.134	.336**	.249**	.329**	.290**	.156	.189*	.255**	.368**	.264**	.336**	.177	.260**
	.000	.001	.005	.000	.000	.000	.149	.000	.007	.000	.001	.092	.040	.005	.000	.004	.000	.056	.000
.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118
.610**	1	.372**	.313**	.210*	.301**	.380**	.164	.316**	.287**	.208*	.361**	.081	.074	.270**	.352**	.377**	.177	.231*	.350**
.000		.000	.001	.023	.001	.000	.076	.000	.002	.024	.000	.384	.425	.003	.000	.000	.055	.012	.000
.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118
.298**	.372**	1	.357**	.465**	.299**	.365**	.287**	.279**	.324**	.395**	.268**	.149	.147	.326**	.274**	.423**	.313**	.287**	.330**
.001	.000		.000	.000	.001	.000	.002	.002	.000	.000	.003	.108	.112	.000	.003	.000	.001	.002	.000
.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118
.260**	.313**	.357**	1	.246**	.301**	.207*	.333**	.212*	.372**	.311**	.355**	.357**	.263**	.201*	.257**	.328**	.362**	.214*	.220**
.005	.001	.000		.007	.001	.024	.000	.021	.000	.001	.000	.000	.004	.029	.005	.000	.000	.020	.000
.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118
.334**	.210*	.465**	.246**	1	.464**	.348**	.321**	.412**	.545**	.433**	.267**	.246**	.313**	.298**	.421**	.310**	.266**	.359**	.450**
.000	.023	.000	.007		.000	.000	.000	.000	.000	.000	.003	.007	.001	.001	.000	.001	.004	.000	.000
.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118
.323**	.301**	.299**	.301**	.464**	1	.430**	.285**	.366**	.399**	.322**	.258**	.137	.096	.225*	.340**	.268**	.257**	.347**	.330**
.000	.001	.001	.001	.000		.000	.002	.000	.000	.000	.005	.140	.302	.014	.000	.003	.005	.000	.000
.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118
.465**	.380**	.365**	.207*	.348**	.430**	1	.332**	.344**	.366**	.405**	.215*	.144	.243**	.392**	.468**	.245**	.231*	.382**	.340**
.000	.000	.000	.024	.000	.000		.000	.000	.000	.000	.019	.121	.008	.000	.000	.007	.012	.000	.000
.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118
.134	.164	.287**	.333**	.321**	.285**	.332**	1	.299**	.268**	.350**	.201*	.401**	.286**	.442**	.348**	.286**	.213*	.367**	.250**
.149	.076	.002	.000	.000	.002	.000		.001	.003	.000	.029	.000	.002	.000	.000	.002	.021	.000	.000
.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118
.336**	.316**	.279**	.212*	.412**	.366**	.344**	.299**	1	.421**	.371**	.125	.411**	.211*	.363**	.311**	.466**	.378**	.386**	.340**
.000	.000	.002	.021	.000	.000	.000	.001		.000	.000	.176	.000	.022	.000	.001	.000	.000	.000	.000
.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118
.249**	.287**	.324**	.372**	.545**	.399**	.366**	.268**	.421**	1	.462**	.307**	.379**	.404**	.310**	.379**	.424**	.413**	.346**	.370**
.007	.002	.000	.000	.000	.000	.000	.003	.000		.000	.001	.000	.000	.001	.000	.000	.000	.000	.000
.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118
.329**	.208*	.395**	.311**	.433**	.322**	.405**	.350**	.371**	.462**	1	.382**	.248**	.413**	.483**	.517**	.402**	.320**	.354**	.340**
.000	.024	.000	.001	.000	.000	.000	.000	.000	.000		.000	.007	.000	.000	.000	.000	.000	.000	.000
.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118	.118
.290**	.361**	.268**	.355**	.267**	.258**	.215*	.201*	.125	.307**	.382**	1	.364**	.238**	.346**	.395**	.386**	.295**	.133	.360**
.001	.000	.003	.000	.003	.005	.019	.029	.176	.001	.000		.000	.010	.000	.000	.000	.001	.150	.000

118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118
.156	.081	.149	.357**	.246**	.137	.144	.401**	.411**	.379**	.248**	.364**	1	.410**	.365**	.226*	.270**	.434**	.383**	.266**
.092	.384	.108	.000	.007	.140	.121	.000	.000	.000	.007	.000		.000	.000	.014	.003	.000	.000	.000
118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118
.189*	.074	.147	.263**	.313**	.096	.243**	.286**	.211*	.404**	.413**	.238**	.410**	1	.433**	.374**	.237**	.256**	.353**	.341**
.040	.425	.112	.004	.001	.302	.008	.002	.022	.000	.000	.010	.000		.000	.000	.010	.005	.000	.000
118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118
.255**	.270**	.326**	.201*	.298**	.225*	.392**	.442**	.363**	.310**	.483**	.346**	.365**	.433**	1	.563**	.422**	.235*	.499**	.299**
.005	.003	.000	.029	.001	.014	.000	.000	.000	.001	.000	.000	.000	.000		.000	.000	.010	.000	.000
118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118
.368**	.352**	.274**	.257**	.421**	.340**	.468**	.348**	.311**	.379**	.517**	.395**	.226*	.374**	.563**	1	.437**	.267**	.249**	.481**
.000	.000	.003	.005	.000	.000	.000	.000	.001	.000	.000	.000	.014	.000	.000		.000	.003	.007	.000
118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118
.264**	.377**	.423**	.328**	.310**	.268**	.245**	.286**	.466**	.424**	.402**	.386**	.270**	.237**	.422**	.437**	1	.412**	.349**	.401**
.004	.000	.000	.000	.001	.003	.007	.002	.000	.000	.000	.000	.003	.010	.000	.000		.000	.000	.000
118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118
.336**	.177	.313**	.362**	.266**	.257**	.231*	.213*	.378**	.413**	.320**	.295**	.434**	.256**	.235*	.267**	.412**	1	.334**	.181**
.000	.055	.001	.000	.004	.005	.012	.021	.000	.000	.000	.001	.000	.005	.010	.003	.000		.000	.000
118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118
.177	.231*	.287**	.214*	.359**	.347**	.382**	.367**	.386**	.346**	.354**	.133	.383**	.353**	.499**	.249**	.349**	.334**	1	.450**
.056	.012	.002	.020	.000	.000	.000	.000	.000	.000	.000	.150	.000	.000	.000	.007	.000	.000		.000
118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118
.261**	.350**	.339**	.229*	.455**	.337**	.342**	.259**	.346**	.370**	.345**	.365**	.266**	.341**	.299**	.481**	.407**	.187*	.456**	
.004	.000	.000	.013	.000	.000	.000	.005	.000	.000	.000	.000	.004	.000	.001	.000	.000	.042	.000	
118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118
.318**	.231*	.324**	.420**	.360**	.217*	.298**	.373**	.265**	.400**	.385**	.254**	.330**	.433**	.347**	.364**	.326**	.355**	.308**	.399**
.000	.012	.000	.000	.000	.018	.001	.000	.004	.000	.000	.005	.000	.000	.000	.000	.000	.000	.001	.000
118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118
.326**	.115	.179	.194*	.241**	.136	.364**	.273**	.273**	.331**	.370**	.324**	.497**	.333**	.324**	.396**	.234*	.448**	.279**	.231**
.000	.213	.052	.036	.009	.142	.000	.003	.003	.000	.000	.000	.000	.000	.000	.000	.011	.000	.002	.000
118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118
.553**	.518**	.577**	.546**	.635**	.545**	.612**	.568**	.604**	.669**	.675**	.548**	.556**	.535**	.646**	.671**	.635**	.573**	.597**	.613**
.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118

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Uji Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	118	100.0
	Excluded ^a	0	.0
	Total	118	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.750	23

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	145.5254	177.004	.527	.741
X2.2	145.5000	177.175	.490	.742
X2.3	145.5339	175.755	.549	.739
X2.4	145.5847	176.621	.518	.741
X2.5	145.4915	175.808	.612	.739
X2.6	145.4915	176.782	.518	.741
X2.7	145.5508	175.532	.587	.739
X2.8	145.7203	174.408	.534	.738
X2.9	145.5254	175.807	.578	.739
X2.10	145.4237	174.964	.647	.738
X2.11	145.4746	174.935	.654	.738
X2.12	145.5085	176.115	.519	.740
X2.13	145.5763	176.913	.530	.741
X2.14	145.5508	177.326	.509	.742
X2.15	145.5169	175.175	.623	.738
X2.16	145.5763	175.374	.651	.738
X2.17	145.5424	175.430	.611	.739
X2.18	145.4153	176.313	.546	.740
X2.19	145.5508	175.993	.572	.740
X2.20	145.5508	176.301	.590	.740
X2.21	145.5085	175.893	.588	.739
X2.22	145.5593	176.727	.520	.741
X2.Jml	74.4576	46.028	1.000	.911

VARIABEL KINERJA PEMASARAN

Uji Validitas

		Correlations						
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.Jml
Y.1	Pearson Correlation	1	.547**	.348**	.432**	.594**	.443**	.773**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	118	118	118	118	118	118	118
Y.2	Pearson Correlation	.547**	1	.416**	.328**	.362**	.465**	.724**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	118	118	118	118	118	118	118
Y.3	Pearson Correlation	.348**	.416**	1	.396**	.261**	.349**	.646**
	Sig. (2-tailed)	.000	.000		.000	.004	.000	.000
	N	118	118	118	118	118	118	118
Y.4	Pearson Correlation	.432**	.328**	.396**	1	.551**	.403**	.731**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	118	118	118	118	118	118	118
Y.5	Pearson Correlation	.594**	.362**	.261**	.551**	1	.383**	.725**
	Sig. (2-tailed)	.000	.000	.004	.000		.000	.000
	N	118	118	118	118	118	118	118
Y.6	Pearson Correlation	.443**	.465**	.349**	.403**	.383**	1	.709**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	118	118	118	118	118	118	118
Y.Jml	Pearson Correlation	.773**	.724**	.646**	.731**	.725**	.709**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	118	118	118	118	118	118	118

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

Uji Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	118	100.0
	Excluded ^a	0	.0
	Total	118	100.0

a. Listwise deletion based on all variables in the procedure.

Case Processing Summary

		N	%
Cases	Valid	118	100.0
	Excluded ^a	0	.0
	Total	118	100.0

a. Listwise deletion based on all variables in the procedure.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	36.5254	17.995	.723	.745
Y.2	36.4576	18.045	.660	.749
Y.3	36.6186	18.460	.570	.759
Y.4	36.6356	17.823	.664	.746
Y.5	36.5678	18.213	.666	.751
Y.6	36.4492	18.113	.642	.751
Y.Jml	19.9322	5.346	1.000	.811

UJI NORMALITAS

MENGGUNAKAN Kolmogorov – Smirnov

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Aplikasi E-Commerce, Penggunaan Media Sosial ^b	.	Enter

a. Dependent Variable: Kinerja Pemasaran

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527 ^a	.277	.265	1.98233

a. Predictors: (Constant), Aplikasi E-Commerce, Penggunaan Media Sosial

b. Dependent Variable: Kinerja Pemasaran

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	173.548	2	86.774	22.082	.000 ^b
	Residual	451.910	115	3.930		
	Total	625.458	117			

a. Dependent Variable: Kinerja Pemasaran

b. Predictors: (Constant), Aplikasi E-Commerce, Penggunaan Media Sosial

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	173.548	2	86.774	22.082	.000 ^b
	Residual	451.910	115	3.930		
	Total	625.458	117			

a. Dependent Variable: Kinerja Pemasaran

b. Predictors: (Constant), Aplikasi E-Commerce, Penggunaan Media Sosial

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.634	2.179		2.585	.011
	Penggunaan Media Sosial	.115	.070	.166	1.645	.103
	Aplikasi E-Commerce	.139	.034	.408	4.056	.000

a. Dependent Variable: Kinerja Pemasaran

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	17.4775	22.4736	19.9322	1.21791	118
Residual	-4.66481	5.45795	.00000	1.96532	118
Std. Predicted Value	-2.016	2.087	.000	1.000	118
Std. Residual	-2.353	2.753	.000	.991	118

a. Dependent Variable: Kinerja Pemasaran

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		118
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.99141615
Most Extreme Differences	Absolute	.083
	Positive	.068
	Negative	-.083
Test Statistic		.083

Asymp. Sig. (2-tailed)	.042 ^c
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- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

UJI LINIERITAS

Case Processing Summary

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
Kinerja Pemasaran * Penggunaan Media Sosial	117	100.0%	0	0.0%	117	100.0%
Kinerja Pemasaran * Aplikasi E-Commerce	117	100.0%	0	0.0%	117	100.0%

Report

Kinerja Pemasaran

Penggunaan Media Sosial	Mean	N	Std. Deviation
28.00	21.0000	3	3.00000
29.00	19.5000	2	2.12132
30.00	18.3333	18	2.42536
31.00	20.4000	5	2.19089
32.00	19.0000	6	.89443
33.00	20.3333	9	1.87083
34.00	21.2353	17	1.56243
35.00	20.5909	22	1.96781
36.00	19.7273	11	1.84883
37.00	20.0000	2	2.82843
38.00	17.6000	5	2.60768
40.00	20.2353	17	2.88378
Total	19.9487	117	2.31504

ANOVA Table

			Sum of Squares	df	Mean Square
Kinerja Pemasaran * Penggunaan Media Sosial	Between Groups	(Combined)	125.175	11	11.380
		Linearity	6.979	1	6.979
		Deviation from Linearity	118.195	10	11.819
	Within Groups		496.518	105	4.728
	Total		621.692	116	

Measures of Association

	R	R Squared	Eta	Eta Squared
Kinerja Pemasaran *	.106	.011	.449	.201
Penggunaan Media Sosial				

Report

Kinerja Pemasaran

Aplikasi E-Commerce	Mean	N	Std. Deviation
62.00	15.0000	1	.
64.00	15.0000	1	.
65.00	18.0000	3	.00000
66.00	18.2941	17	1.79460
67.00	18.5000	4	1.91485
68.00	20.0000	3	3.46410
69.00	17.5000	2	.70711
70.00	19.0000	7	1.82574
71.00	19.3333	6	1.50555
72.00	19.0000	3	1.00000
73.00	19.3333	3	1.15470
74.00	19.7500	4	2.62996
75.00	19.6667	6	2.65832
76.00	20.6250	8	1.59799
77.00	21.2500	16	1.69312
78.00	20.6000	5	1.14018
79.00	21.5000	6	1.37840
80.00	23.0000	4	1.15470
81.00	23.0000	3	1.00000
83.00	21.0000	2	4.24264
85.00	19.0000	2	1.41421
87.00	24.0000	1	.
88.00	20.7000	10	2.62679
Total	19.9487	117	2.31504

ANOVA Table

			Sum of Squares	df	Mean Square
Kinerja Pemasaran * Aplikasi E-Commerce	Between Groups	(Combined)	278.905	22	12.6
		Linearity	159.365	1	159.3
		Deviation from Linearity	119.539	21	5.6
	Within Groups		342.788	94	3.6
	Total		621.692	116	

Measures of Association

	R	R Squared	Eta	Eta Squared
Kinerja Pemasaran * Aplikasi E-Commerce	.506	.256	.670	.449

UJI MULTIKOLINIERITAS

Menggunakan Nilai Pair-Wise Correlation antar Variabel Bebas

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Aplikasi E-Commerce, Penggunaan Media Sosial ^b	.	Enter

a. Dependent Variable: Kinerja Pemasaran

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527 ^a	.277	.265	1.98233

a. Predictors: (Constant), Aplikasi E-Commerce, Penggunaan Media Sosial

b. Dependent Variable: Kinerja Pemasaran

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.634	2.179		2.585	.011
	Penggunaan Media Sosial	.115	.070	.166	1.645	.103
	Aplikasi E-Commerce	.139	.034	.408	4.056	.000

a. Dependent Variable: Kinerja Pemasaran

Coefficient Correlations^a

Model			Aplikasi E-Commerce	Penggunaan Media Sosial
1	Correlations	Aplikasi E-Commerce	1.000	-.616
		Penggunaan Media Sosial	-.616	1.000
	Covariances	Aplikasi E-Commerce	.001	-.001
		Penggunaan Media Sosial	-.001	.005

a. Dependent Variable: Kinerja Pemasaran

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	17.4775	22.4736	19.9322	1.21791	118
Residual	-4.66481	5.45795	.00000	1.96532	118
Std. Predicted Value	-2.016	2.087	.000	1.000	118
Std. Residual	-2.353	2.753	.000	.991	118

a. Dependent Variable: Kinerja Pemasaran

Keterangan Tidak Ada Masalah

Uji Heteroskedastisitas
Menggunakan Metode Glejser

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Aplikasi E-Commerce, Penggunaan Media Sosial ^b	.	Enter

a. Dependent Variable: Abresid

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.357 ^a	.128	.113	1.19974

a. Predictors: (Constant), Aplikasi E-Commerce, Penggunaan Media Sosial

b. Dependent Variable: Abresid

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.250	2	12.125	8.424	.000 ^b
	Residual	165.529	115	1.439		
	Total	189.779	117			

a. Dependent Variable: Abresid

b. Predictors: (Constant), Aplikasi E-Commerce, Penggunaan Media Sosial

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.731	1.319		-2.829	.006
	Penggunaan Media Sosial	.104	.042	.272	2.455	.016

Aplikasi E-Commerce	.022	.021	.119	1.077	.284
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a. Dependent Variable: Abresid

Coefficient Correlations^a

Model			Aplikasi E-Commerce	Penggunaan Media Sosial
1	Correlations	Aplikasi E-Commerce	1.000	-.616
		Penggunaan Media Sosial	-.616	1.000
	Covariances	Aplikasi E-Commerce	.000	-.001
		Penggunaan Media Sosial	-.001	.002

a. Dependent Variable: Abresid

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.5604	2.3868	1.4905	.45527	118
Residual	-1.80384	4.55590	.00000	1.18944	118
Std. Predicted Value	-2.043	1.969	.000	1.000	118
Std. Residual	-1.504	3.797	.000	.991	118

a. Dependent Variable: Abresid

Keterangan dari hasil uji menunjukkan bahwa nilai probabilitas lebih besar dari 0,05 maka kesimpulan tidak terjadi gejala heteroskedastisitas

ANALISIS REGRESI LINIER BERGANDA

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Aplikasi E-Commerce, Penggunaan Media Sosial ^b	.	Enter

a. Dependent Variable: Kinerja Pemasaran

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527 ^a	.277	.265	1.98233

a. Predictors: (Constant), Aplikasi E-Commerce, Penggunaan Media Sosial

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	173.548	2	86.774	22.082	.000 ^b
	Residual	451.910	115	3.930		
	Total	625.458	117			

a. Dependent Variable: Kinerja Pemasaran

b. Predictors: (Constant), Aplikasi E-Commerce, Penggunaan Media Sosial

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.634	2.179		2.585	.011
	Penggunaan Media Sosial	.115	.070	.166	1.645	.103
	Aplikasi E-Commerce	.139	.034	.408	4.056	.000

a. Dependent Variable: Kinerja Pemasaran

UJI REGRESI BERGANDA

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Aplikasi E-Commerce, Penggunaan Media Sosial ^b		Enter

a. Dependent Variable: Kinerja Pemasaran

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.512 ^a	.262	.249	2.00589

a. Predictors: (Constant), Aplikasi E-Commerce, Penggunaan Media Sosial

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	163.003	2	81.502	20.256	.000 ^b
	Residual	458.689	114	4.024		
	Total	621.692	116			

a. Dependent Variable: Kinerja Pemasaran

b. Predictors: (Constant), Aplikasi E-Commerce, Penggunaan Media Sosial

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.329	2.735		1.948	.054
	Penggunaan Media Sosial	.053	.056	.077	.951	.344
	Aplikasi E-Commerce	.172	.028	.502	6.227	.000

a. Dependent Variable: Kinerja Pemasaran

UJI REGRESI LINIER BERGANDA

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Aplikasi E-Commerce, Penggunaan Media Sosial ^b	.	Enter

a. Dependent Variable: Kinerja Pemasaran

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.512 ^a	.262	.249	2.00589

a. Predictors: (Constant), Aplikasi E-Commerce, Penggunaan Media Sosial

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	163.003	2	81.502	20.256	.000 ^b
	Residual	458.689	114	4.024		
	Total	621.692	116			

a. Dependent Variable: Kinerja Pemasaran

b. Predictors: (Constant), Aplikasi E-Commerce, Penggunaan Media Sosial

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.329	2.735		1.948	.054
	Penggunaan Media Sosial	.053	.056	.077	.951	.344
	Aplikasi E-Commerce	.172	.028	.502	6.227	.000

a. Dependent Variable: Kinerja Pemasaran

Correlations

		Penggunaan Media Sosial	Aplikasi E- Commerce	Kinerja Pemasaran
Penggunaan Media Sosial	Pearson Correlation	1	.058	.106
	Sig. (2-tailed)		.531	.256
	N	117	117	117
Aplikasi E-Commerce	Pearson Correlation	.058	1	.506**
	Sig. (2-tailed)	.531		.000
	N	117	117	117
Kinerja Pemasaran	Pearson Correlation	.106	.506**	1
	Sig. (2-tailed)	.256	.000	
	N	117	117	117

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