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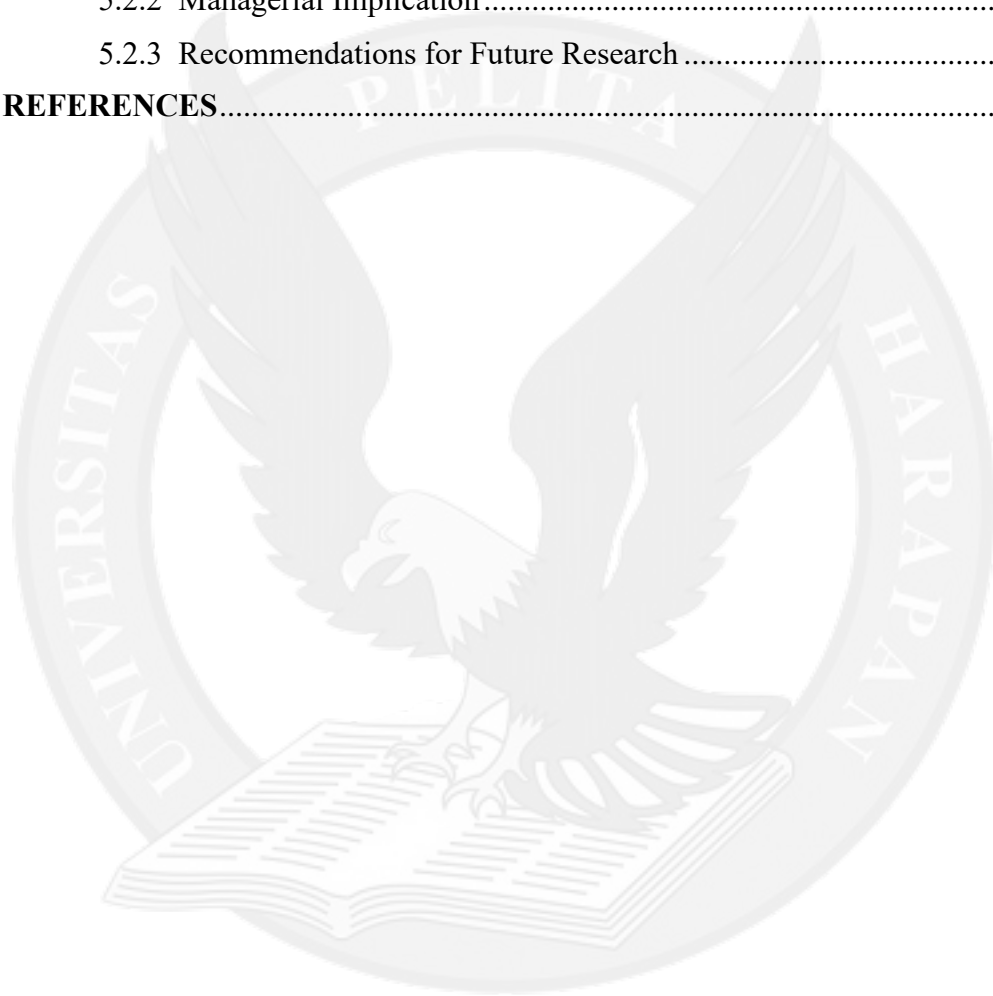
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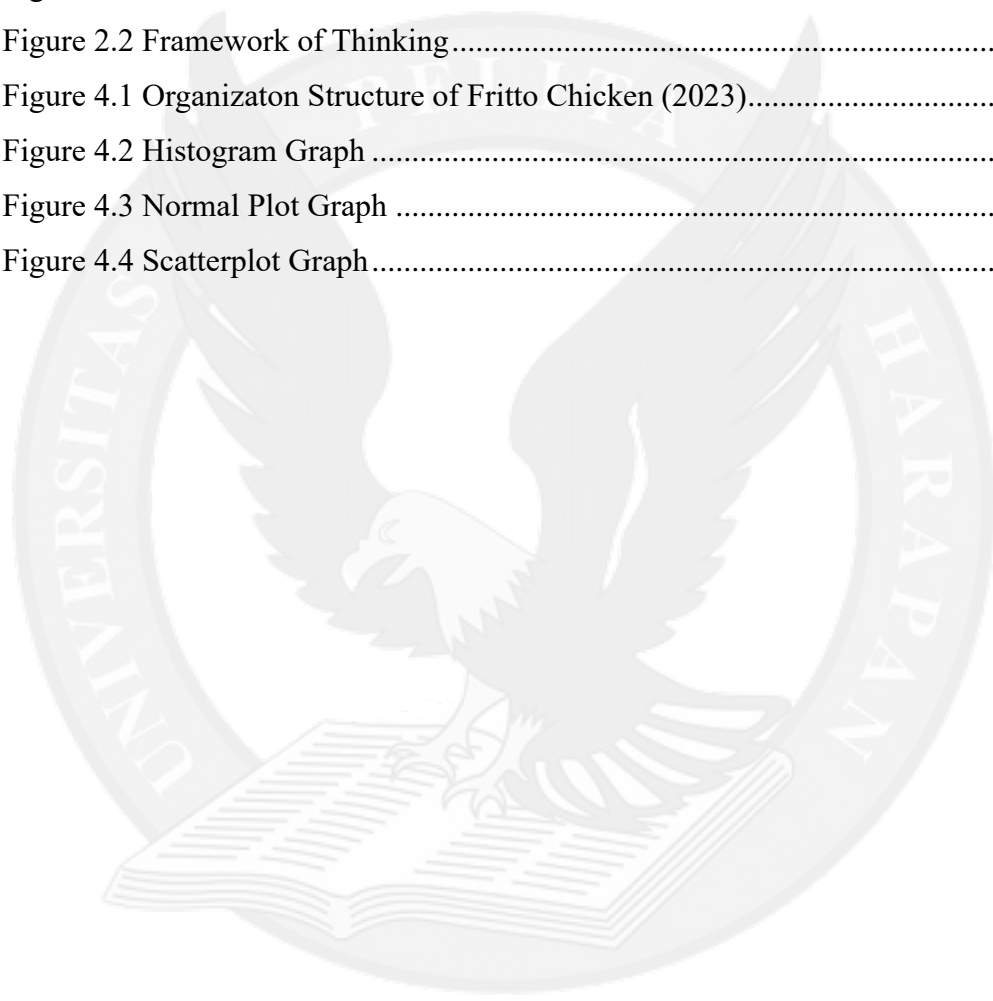
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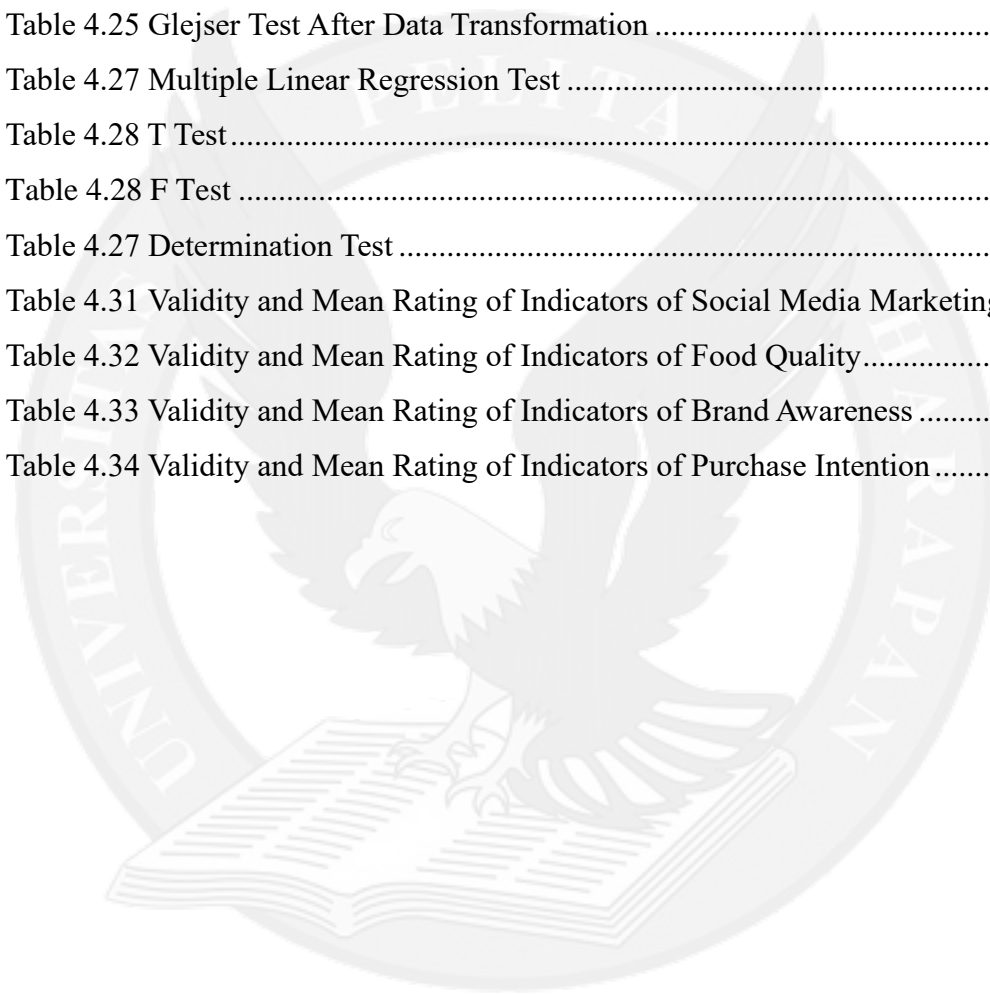
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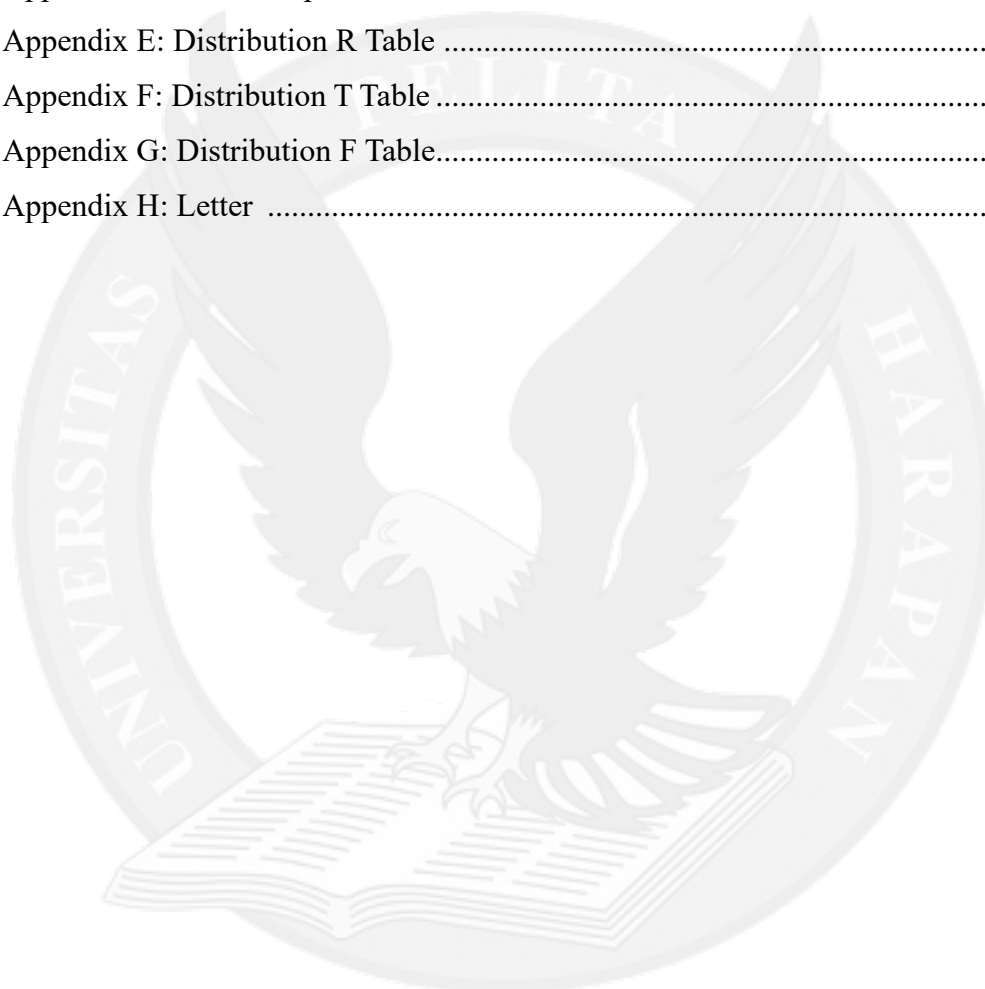
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**Appendix A: Questionnaire**

Kepda Yth

Bapak/Ibu Responden

Kuesioner Penelitian  
Kepada  
Bapak/Ibu Responden  
Fritto Chicken

Sehubungan dengan adanya penelitian skripsi yang dilakukan, saya selaku peneliti memohon kesediaan Bapak/Ibu untuk meluangkan waktu dalam pengisian kuesioner yang diberikan. Hasil jawaban dari pengisian kuesioner ini hanya akan digunakan untuk kepentingan dalam penelitian skripsi ini.

Terima Kasih

Angellica

Petunjuk Pengisian

Berikan tanda centang (√) pada kolom identitas dan jawaban yang tersedia pada pilihan jawaban yang diberikan. Pilihan jawaban yang tersedia dalam keterangan sebagai berikut.

SS = Sangat Setuju  
S = Setuju  
N = Netral  
TS = Tidak Setuju  
STS = Sangat Tidak Setuju

Identitas Responden

Usia :  18-25 tahun  26-35 tahun  
 > 35 tahun

Jenis Kelamin :  Laki-laki  Perempuan

Jumlah Berkunjung :  1-3 kali

4-5 kali

Pendidikan :  > 5 kali       D3  
 SMA/SMK       S2  
 S1     

### Social Media Marketing

No	Pernyataan	SA	A	N	D	SD
Pembuatan konten						
1	Fritto Chicken memiliki konten Instagram yang menarik					
2	Fritto Chicken menyajikan konten berkualitas yang menarik minat konsumen					
Pembagian konten						
3	Fritto Chicken menyajikan konten yang bermanfaat bagi konsumen					
4	Fritto Chicken secara aktif berinteraksi dengan konsumen melalui konten					
Menghubungkan						
5	Fritto Chicken selalu berusaha menjalin hubungan melalui media sosial					
6	Fritto Chicken mampu menciptakan hubungan yang baik dengan konsumen di media sosial					
Membangun komunitas						
7	Fritto Chicken memiliki followers yang aktif di media sosial Instagram					
8	Fritto Chicken aktif dalam membangun komunitas di media sosial Instagram					

### Brand Awareness

No	Pernyataan	SA	A	N	D	SD
Mengenali merek						
1	Anda dapat mengenali logo Fritto Chicken					
2	Anda sering melihat Fritto Chicken di media sosial					

	Merek mampu menghasilkan kenangan				
3	Anda memiliki pengalaman yang baik ketika membeli makanan di Fritto Chicken				
4	Fritto Chicken selalu berusaha memberikan pelayanan yang baik kepada konsumen				
	Konsumen dapat mengenali merek saat dibutuhkan				
5	Anda percaya dengan kualitas makanan yang disajikan oleh Fritto Chicken				
6	Fritto Chicken memiliki cabang yang dekat dengan lokasi Anda				
	Konsumen mempertimbangkan merek				
7	Fritto Chicken menjadi pilihan utama anda ketika membeli makanan ayam goreng				
8	Fritto Chicken memiliki menu yang menarik dibandingkan dengan restoran sejenis lainnya				

### Food Quality

No	Pernyataan	SA	A	N	D	SD
	Kualitas rasa					
1	Fritto Chicken memiliki kualitas rasa yang menarik					
2	Fritto Chicken memiliki cita rasa yang berbeda dibandingkan dengan restoran sejenis					
	Kuantitas					
3	Fritto Chicken menyajikan porsi makanan yang memadai dan sesuai dengan harganya					
4	Fritto Chicken selalu konsisten dalam setiap porsi makanan yang disajikan					
	Variasi menu					
5	Fritto Chicken memiliki pilihan menu yang beragam					
6	Anda sering tertarik untuk mencoba berbagai menu yang disajikan oleh Fritto Chicken					
	Rasa					

7	Rasa makanan yang ditawarkan oleh Fritto Chicken sesuai dengan harapan Anda					
8	Anda merasa puas dengan cita rasa yang ditawarkan oleh Fritto Chicken					
	Inovasi					
9	Fritto Chicken sering berinovasi dalam menyediakan menu terbaru					
10	Fritto Chicken aktif memberikan berbagai promosi yang menarik					

### Purchasing Intention

No	Pernyataan	SA	A	N	D	SD
	Niat transaksional					
1	Anda secara aktif membeli makanan dari Fritto Chicken dalam beberapa bulan terakhir					
2	Fritto Chicken mampu memberikan promosi yang menarik minat pembelian					
	Niat referensial					
3	Anda pernah mereferensikan Fritto Chicken kepada orang lain					
4	Anda pernah menceritakan pengalaman Anda dalam membeli makanan di Fritto Chicken					
	Niat preferensial					
5	Fritto Chicken selalu menyajikan menu yang menarik perhatian konsumen					
6	Anda lebih sering membeli ayam goreng cepat saji di Fritto dibandingkan restoran sejenis					
	Niat eksploratif					
7	Anda sering mencoba menu-menu baru di Fritto Chicken					
8	Anda pernah menggunakan berbagai program promosi yang diberikan oleh Fritto Chicken					

## Appendix B: Data Tabulation Spss Output

### Pretest 30

No	SOCIAL MEDIA MARKETING								TOTAL
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	
1	3	2	5	4	4	4	3	2	27
2	5	4	4	4	2	4	4	2	29
3	5	5	5	4	3	4	4	4	34
4	5	4	5	4	5	4	3	4	34
5	5	4	2	4	4	4	4	5	32
6	2	4	5	4	5	4	4	4	32
7	2	4	2	2	2	2	4	2	20
8	2	2	5	4	2	2	2	1	20
9	2	2	2	4	3	2	2	4	21
10	4	2	4	5	5	4	4	4	32
11	4	4	5	4	4	2	2	2	27
12	1	1	2	1	1	1	2	2	11
13	2	3	2	2	2	2	2	4	19
14	2	5	2	4	2	2	2	4	23
15	2	2	5	4	2	2	2	3	22
16	2	2	2	5	2	3	4	5	25
17	4	5	2	4	2	2	2	5	26
18	2	2	2	2	2	5	2	5	22
19	2	4	2	1	4	2	2	5	22
20	2	2	2	4	2	2	2	2	18
21	2	2	2	4	2	5	2	2	21
22	2	5	4	2	1	2	4	2	22
23	4	2	2	2	2	2	4	2	20
24	2	2	2	4	2	5	4	4	25
25	2	2	2	4	2	5	5	5	27
26	2	4	2	2	1	2	3	5	21
27	1	2	4	5	2	2	5	5	26
28	2	5	2	4	2	5	4	5	29
29	4	3	2	4	4	2	5	5	29
30	2	2	2	5	2	2	5	5	25

No	BRAND AWARENESS								TOTAL
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	
1	4	2	3	3	3	5	2	2	24
2	2	2	4	4	3	2	4	2	23
3	5	3	4	4	5	5	5	3	34
4	2	2	2	2	2	3	2	2	17
5	3	4	4	5	5	5	4	4	34
6	4	4	4	4	5	5	4	4	34
7	5	4	4	5	5	4	4	4	35
8	5	4	5	5	5	4	5	4	37
9	5	5	4	5	5	4	4	5	37
10	5	5	4	4	4	5	4	5	36
11	3	4	5	4	5	5	5	4	35
12	4	5	5	4	2	4	5	5	34
13	4	2	4	4	5	4	4	2	29
14	3	4	4	4	4	3	4	4	30
15	4	4	4	4	5	5	4	4	34
16	4	4	4	4	4	3	4	4	31
17	4	4	3	5	5	5	3	4	33
18	4	4	4	5	4	4	4	4	33
19	4	3	4	3	4	3	4	3	28
20	3	3	5	4	3	4	4	3	29
21	4	2	3	3	4	3	3	3	25
22	2	5	4	4	4	4	4	5	32
23	4	4	4	4	4	3	4	4	31
24	5	4	4	4	3	4	4	4	32
25	4	4	5	5	4	4	5	4	35
26	3	3	3	4	3	3	2	4	25
27	3	4	4	4	5	4	2	4	30
28	4	4	4	4	3	4	4	3	30
29	5	3	2	2	3	3	3	2	23
30	4	4	4	3	3	4	3	5	30

No	FOOD QUALITY										TOTAL
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	
1	5	5	5	5	5	5	5	5	5	5	50
2	5	5	5	5	5	5	5	5	5	5	50
3	5	5	5	3	2	3	3	5	2	1	34
4	3	2	3	4	4	4	4	4	5	3	36
5	2	2	2	2	5	5	5	5	5	2	35
6	5	4	4	4	3	3	3	1	4	4	35
7	5	5	5	4	3	3	1	1	3	4	34
8	5	3	3	3	1	1	1	1	2	1	21
9	1	2	2	4	2	2	1	1	2	2	19
10	5	5	5	5	5	5	5	5	5	2	47
11	5	5	5	5	5	5	5	5	5	5	50
12	5	5	5	5	5	5	5	5	5	5	50
13	5	5	5	5	5	5	5	5	5	5	50
14	5	5	5	5	5	5	5	5	5	5	50
15	3	2	2	2	1	1	5	1	3	1	21
16	3	5	2	2	1	1	1	1	3	1	20
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18	4	5	5	4	3	3	3	3	4	2	36
19	4	3	4	1	2	3	2	2	2	1	24
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23	2	1	1	1	2	1	2	1	1	1	13
24	5	1	1	3	1	1	4	4	3	1	24
25	4	3	1	1	1	1	4	5	4	3	27
26	3	3	3	4	3	3	2	4	4	4	33
27	3	4	4	4	5	4	2	4	4	4	38
28	4	4	4	4	3	4	4	3	3	3	36
29	5	3	2	2	3	3	3	2	5	5	33
30	4	4	4	3	3	4	3	5	3	3	36

No	PURCHASE INTENTION								TOTAL
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	
1	4	4	3	3	5	4	4	4	31
2	4	3	4	4	3	5	4	2	29
3	5	3	5	4	3	3	4	5	32
4	3	4	3	4	4	4	3	4	29
5	3	4	4	4	2	4	3	3	27
6	3	3	4	4	3	3	4	4	28
7	5	5	4	5	5	4	5	4	37
8	4	4	5	5	3	4	4	4	33
9	4	4	3	5	4	4	4	4	32
10	4	3	4	4	4	3	4	3	29
11	5	4	5	4	5	4	4	5	36
12	2	2	2	2	3	3	2	3	19
13	5	4	4	3	2	4	3	4	29
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15	4	4	2	4	4	5	5	5	33
16	4	4	4	5	3	4	4	4	32
17	4	4	3	4	4	5	5	4	33
18	4	4	4	4	5	2	5	4	32
19	4	4	5	4	4	4	5	4	34
20	3	4	4	4	3	4	4	4	30
21	4	5	4	5	3	4	4	4	33
22	4	5	4	4	3	5	5	5	35
23	5	4	5	4	4	5	3	4	34
24	5	5	4	4	3	4	4	4	33
25	4	3	4	4	3	3	3	4	28
26	5	4	4	3	4	4	4	4	32
27	4	5	4	4	4	4	5	5	35
28	4	3	3	2	4	4	3	3	26
29	4	5	4	4	5	5	4	4	35
30	5	4	4	4	4	5	3	5	34





35	3	1	5	5	5	2	5	5	31
36	4	1	5	5	5	5	5	5	35
37	4	5	4	5	4	4	5	5	36
38	5	2	5	5	5	5	5	5	37
39	4	5	4	4	4	4	5	5	35
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49	5	5	5	4	3	4	5	3	34
50	5	5	5	4	5	2	5	4	35
51	5	5	5	5	5	5	2	2	34
52	5	5	5	5	2	5	2	5	34
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64	4	4	4	2	4	4	3	3	28
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66	4	5	4	4	4	4	4	4	33
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68	5	4	3	2	3	3	2	4	26
69	5	2	5	1	5	5	4	2	29
70	5	2	4	3	4	4	4	4	30
71	3	3	4	4	4	4	4	4	30
72	5	2	3	5	3	3	3	2	26
73	5	2	3	3	3	3	3	3	25

74	5	3	2	2	2	4	4	4	26
75	5	2	3	3	3	3	3	3	25
76	5	3	3	5	3	5	3	3	30
77	5	4	2	2	2	4	2	2	23
78	5	3	2	3	2	4	3	4	26
79	5	2	3	1	3	3	3	2	22
80	5	4	3	3	3	3	3	3	27
81	5	4	4	2	4	3	3	3	28
82	5	4	4	4	4	3	4	2	30
83	5	2	4	4	4	4	3	3	29
84	5	4	3	2	3	3	3	3	26
85	5	4	4	4	4	3	2	2	28
86	5	3	4	4	4	4	4	2	30
87	5	3	2	2	2	3	2	3	22
88	5	4	5	4	5	5	5	5	38
89	4	3	5	5	5	5	4	5	36
90	5	5	2	2	2	3	3	2	24
91	5	4	4	4	4	4	4	4	33
92	5	4	2	3	2	3	4	3	26
93	5	3	4	4	5	5	1	5	32
94	5	3	4	4	4	3	3	4	30
95	5	3	3	3	4	4	2	4	28
96	4	3	3	3	3	3	3	4	26
97	3	4	5	5	5	4	4	5	35

No	BRAND AWARENESS								TOTAL
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	
1	2	2	2	4	4	4	4	2	24
2	5	4	4	4	4	4	4	2	31
3	2	3	3	4	2	2	3	2	21
4	5	4	4	5	4	4	4	2	32
5	4	2	2	2	4	4	4	2	24
6	4	4	4	4	5	2	2	2	27
7	4	4	4	4	4	4	4	2	30
8	4	4	4	4	2	4	4	4	30
9	2	2	2	4	4	4	3	2	23
10	4	4	4	4	4	4	4	4	32
11	5	5	5	5	5	5	5	2	37
12	2	2	2	4	4	3	4	2	23

13	2	2	2	4	2	2	2	4	20
14	4	4	4	4	4	4	4	2	30
15	5	4	4	5	4	5	5	2	34
16	1	1	1	1	1	4	5	2	16
17	1	1	3	1	2	1	1	2	12
18	5	4	4	4	4	4	4	2	31
19	2	2	2	4	5	4	4	2	25
20	5	5	5	5	5	5	5	2	37
21	4	4	4	4	4	4	4	4	32
22	2	2	2	4	4	4	4	2	24
23	5	2	2	2	5	5	2	4	27
24	5	5	5	2	2	2	5	4	30
25	2	2	2	5	2	2	2	3	20
26	5	5	5	5	2	5	5	4	36
27	5	5	5	4	5	5	5	4	38
28	5	5	5	5	5	5	5	5	40
29	5	5	5	5	4	5	5	4	38
30	2	2	2	5	5	5	5	4	30
31	5	5	5	5	4	3	4	4	35
32	5	2	2	2	4	5	2	5	27
33	5	5	5	5	5	5	5	3	38
34	5	5	5	5	5	2	5	4	36
35	5	4	5	5	5	5	5	5	39
36	3	3	2	3	3	2	3	4	23
37	4	4	4	4	4	4	4	3	31
38	2	2	2	4	4	4	2	4	24
39	4	5	4	4	5	2	2	2	28
40	2	2	2	5	4	3	4	4	26
41	4	4	4	4	4	4	2	2	28
42	5	4	4	5	4	4	2	4	32
43	3	4	4	3	4	4	4	4	30
44	4	5	5	4	5	5	2	4	34
45	4	5	5	4	5	5	4	4	36
46	2	2	2	4	4	3	2	2	21
47	4	5	5	4	5	5	4	4	36
48	4	4	4	4	4	4	4	4	32
49	5	5	5	2	5	5	4	4	35
50	3	4	4	3	4	4	4	4	30
51	2	5	3	4	4	2	5	4	29

52	2	2	2	4	4	5	5	5	29
53	2	4	2	4	4	2	4	4	26
54	2	4	2	3	3	2	2	4	22
55	2	4	2	4	5	2	2	4	25
56	2	4	2	4	4	5	4	4	29
57	2	4	2	5	4	2	2	4	25
58	2	4	2	2	2	2	3	4	21
59	2	2	2	4	4	2	3	3	22
60	2	2	1	3	3	2	4	3	20
61	3	4	4	5	4	4	4	5	33
62	4	3	4	4	5	4	4	3	31
63	5	4	3	5	4	3	2	3	29
64	5	4	4	5	4	4	4	3	33
65	4	4	3	4	4	3	3	4	29
66	2	2	2	2	2	2	2	2	16
67	2	2	2	4	4	4	5	3	26
68	3	3	2	3	3	2	3	4	23
69	4	4	4	4	4	2	2	2	26
70	4	2	2	2	4	4	3	4	25
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72	5	4	3	5	4	3	4	2	30
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74	5	4	4	5	4	4	4	4	34
75	3	4	4	3	4	4	3	4	29
76	4	5	5	4	5	5	5	4	37
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78	4	4	3	4	4	3	4	4	30
79	2	2	2	4	5	5	5	4	29
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81	5	5	5	2	5	5	4	4	35
82	2	2	2	3	4	4	4	5	26
83	4	4	2	2	2	2	2	3	21
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87	2	2	2	4	2	4	4	5	25
88	3	3	4	3	3	2	2	2	22
89	4	4	5	4	2	2	2	2	25
90	3	4	4	3	4	4	3	2	27

91	2	2	2	3	4	4	2	4	23
92	2	2	2	4	3	3	2	2	20
93	2	2	2	3	4	2	2	2	19
94	2	2	2	3	2	4	4	2	21
95	3	3	3	3	4	3	4	2	25
96	4	2	4	3	4	3	4	2	26
97	5	2	3	4	3	5	4	2	28

No	FOOD QUALITY										TOTAL
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	
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2	3	3	4	4	4	4	2	4	5	3	36
3	4	4	4	4	4	4	4	4	4	5	41
4	3	3	3	5	5	5	5	5	4	4	42
5	3	3	3	4	3	4	4	3	4	4	35
6	4	3	4	3	4	4	3	3	3	3	34
7	4	3	3	3	3	3	3	3	2	3	30
8	3	3	3	3	3	2	3	3	3	3	29
9	3	3	3	3	3	3	3	4	3	3	31
10	3	3	3	3	2	4	3	3	3	3	30
11	3	5	2	3	3	3	3	3	3	3	31
12	3	3	3	3	3	3	2	3	3	3	29
13	3	2	3	3	3	2	3	3	3	3	28
14	3	3	3	3	3	4	4	3	3	3	32
15	3	3	3	4	3	3	4	4	3	3	33
16	3	3	3	3	3	3	3	3	3	3	30
17	5	2	3	3	3	5	4	5	5	3	38
18	5	5	5	5	5	5	4	5	5	3	47
19	5	5	4	4	4	4	4	5	5	4	44
20	5	5	5	5	5	5	2	2	5	4	43
21	3	3	3	3	3	3	4	3	3	4	32
22	5	5	5	5	5	5	4	5	5	3	47
23	5	5	5	5	5	2	4	5	2	3	41
24	5	2	5	5	2	5	4	5	5	5	43
25	5	2	5	5	5	5	5	5	5	5	47
26	5	3	3	4	4	4	5	2	5	5	40
27	5	5	5	5	5	5	5	5	5	5	50
28	5	5	5	5	4	4	3	5	5	5	46
29	5	5	2	5	3	3	3	5	2	5	38

30	5	5	5	5	3	3	3	2	5	5	41
31	5	5	2	2	3	3	3	2	5	5	35
32	2	5	5	5	5	2	5	5	2	4	40
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35	5	5	5	5	5	2	5	5	2	4	43
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37	3	3	4	4	2	4	5	5	5	4	39
38	5	5	5	5	5	2	5	5	5	5	47
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41	5	3	5	5	5	5	5	5	5	5	48
42	5	2	5	5	4	5	2	5	5	3	41
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44	5	5	5	5	5	2	5	5	5	2	44
45	5	5	5	5	5	5	5	5	5	5	50
46	3	2	3	3	4	4	4	4	3	3	33
47	3	5	3	3	3	3	3	3	3	3	32
48	3	3	3	3	2	3	2	3	3	3	28
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55	4	4	2	4	2	4	2	4	4	5	35
56	3	3	2	3	2	4	2	4	4	2	29
57	4	4	4	4	2	4	2	3	3	2	32
58	4	4	4	2	2	4	2	4	5	2	33
59	4	5	3	4	2	4	2	4	4	5	37
60	5	4	3	5	2	4	2	5	4	2	36
61	4	4	4	4	2	4	2	4	3	2	33
62	5	4	4	5	2	2	2	4	2	2	32
63	3	4	4	3	2	2	1	3	3	2	27
64	4	5	5	4	3	4	4	5	4	4	42
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68	4	4	4	4	4	4	3	4	4	3	38

69	5	5	5	2	2	2	2	2	2	2	29
70	3	4	4	3	3	4	4	4	4	4	37
71	4	4	3	4	3	3	2	3	3	2	31
72	3	3	3	3	4	4	4	4	4	4	36
73	4	4	4	4	4	4	4	4	4	4	40
74	3	3	3	3	4	5	4	4	5	4	38
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79	3	4	4	3	4	5	5	4	5	5	42
80	4	3	3	4	2	5	5	4	5	5	40
81	3	3	2	3	4	4	3	4	4	3	33
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83	3	3	3	3	4	4	4	4	4	4	36
84	4	2	4	3	5	5	5	2	5	5	40
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86	2	3	2	3	4	4	3	4	4	3	32
87	4	5	4	3	3	3	3	3	3	3	34
88	2	4	3	4	4	4	4	4	4	4	37
89	2	2	4	4	3	3	3	3	3	3	30
90	3	2	3	2	4	2	4	4	2	4	30
91	2	2	4	2	3	3	4	3	3	4	30
92	4	2	4	3	4	4	5	4	4	5	39
93	2	2	2	2	3	4	4	3	4	4	30
94	4	2	2	5	3	4	5	3	4	4	36
95	4	2	2	2	4	3	3	4	3	3	30
96	4	2	4	2	3	3	2	3	4	3	30
97	4	2	4	3	5	4	4	3	2	4	35

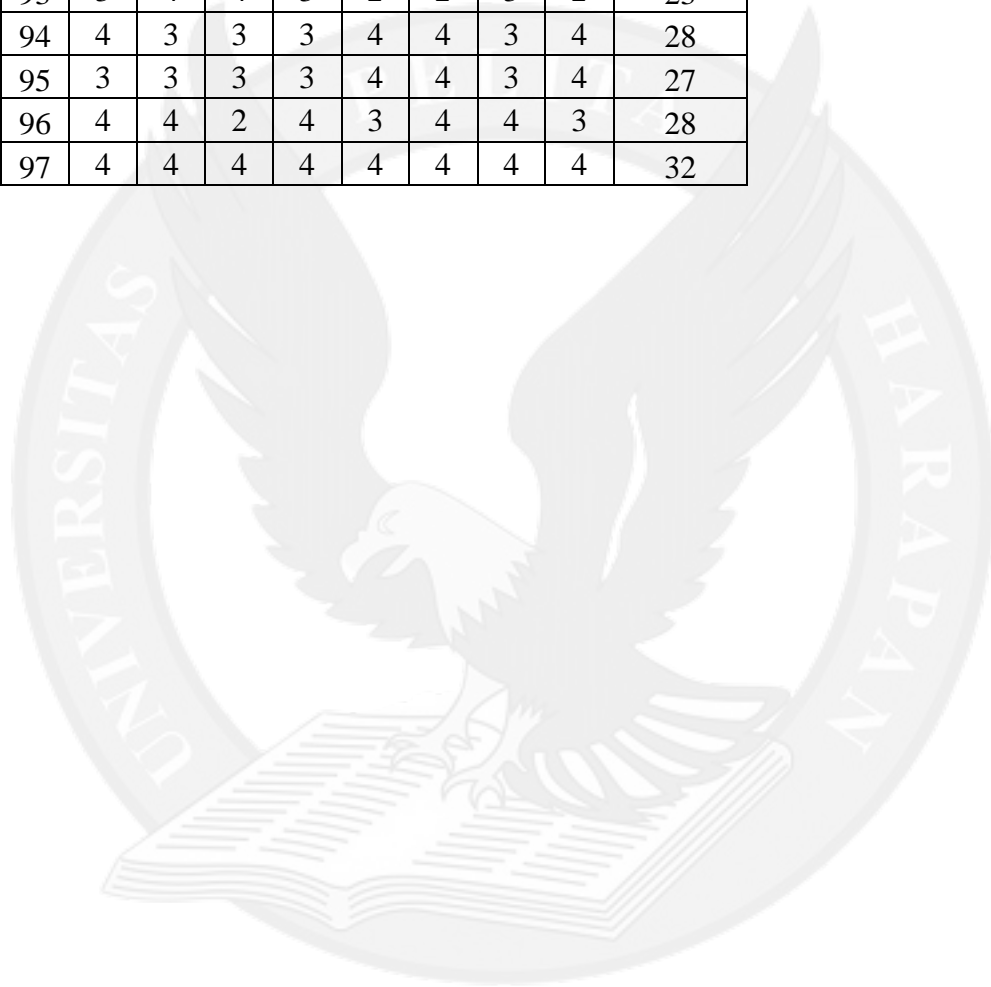
No	PURCHASE INTENTION								TOTAL
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	
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2	4	4	4	4	2	4	4	4	30
3	2	2	2	2	2	2	2	2	16
4	5	4	4	4	4	4	4	2	31
5	3	4	5	5	4	4	1	4	30
6	3	4	5	5	4	2	4	2	29
7	3	4	5	5	2	4	4	4	31



8	2	4	5	5	4	4	4	4	32
9	3	5	5	5	4	4	4	4	34
10	3	3	5	5	4	4	4	4	32
11	3	4	5	5	5	5	5	5	37
12	4	4	4	5	4	4	5	4	34
13	4	4	4	4	4	2	5	4	31
14	4	4	4	4	4	2	4	4	30
15	2	4	4	4	5	4	4	5	32
16	1	1	5	1	2	1	1	1	13
17	1	1	2	1	1	1	1	1	9
18	3	4	5	5	4	4	4	4	33
19	4	4	4	4	4	4	4	4	32
20	5	5	5	5	4	4	5	5	38
21	4	4	4	4	4	4	4	4	32
22	4	4	4	4	4	4	4	4	32
23	5	4	5	5	5	5	5	5	39
24	3	5	5	5	5	5	5	5	38
25	5	5	5	2	5	5	5	5	37
26	5	5	5	5	4	5	5	5	39
27	5	5	5	5	5	2	5	5	37
28	5	5	3	5	5	5	5	5	38
29	5	5	5	4	5	5	2	4	35
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32	5	5	5	5	2	5	5	4	36
33	5	5	4	3	5	2	5	5	34
34	5	5	4	5	2	5	5	5	36
35	1	5	5	2	5	5	5	4	32
36	3	5	5	5	5	4	5	5	37
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40	5	5	5	5	5	5	5	5	40
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52	4	4	4	4	5	4	2	2	29
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58	5	5	4	5	4	5	2	4	34
59	5	4	5	4	4	5	2	4	33
60	4	3	4	3	4	3	2	4	27
61	4	4	4	4	4	4	2	2	28
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69	4	3	5	3	2	4	2	4	27
70	4	2	3	3	2	2	2	4	22
71	2	3	4	3	4	4	2	4	26
72	4	3	3	3	3	3	2	4	25
73	4	4	4	4	4	4	2	5	31
74	3	4	4	4	3	2	2	2	24
75	4	4	3	4	4	4	1	2	26
76	4	5	4	5	4	5	2	2	31
77	2	4	3	4	3	2	4	4	26
78	4	2	4	2	4	2	2	2	22
79	3	4	3	3	4	2	2	2	23
80	4	4	2	4	3	4	2	5	28
81	4	4	3	4	4	3	4	2	28
82	4	4	3	4	3	4	2	2	26
83	3	3	3	3	4	3	2	2	23
84	4	5	4	4	5	5	4	2	33
85	2	3	4	3	3	4	4	2	25

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93	3	4	4	3	2	2	3	2	23
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95	3	3	3	3	4	4	3	4	27
96	4	4	2	4	3	4	4	3	28
97	4	4	4	4	4	4	4	4	32



## Appendix D: Spss Output

### Pretest Result

		Correlations								
		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	TOTAL
Q1	Pearson Correlation	1	.390*	.309	.234	.524**	.235	.175	-.006	.666**
	Sig. (2-tailed)		.033	.096	.213	.003	.212	.356	.974	.000
	N	30	30	30	30	30	30	30	30	30
Q2	Pearson Correlation	.390*	1	.125	-.096	.133	.023	.037	.177	.428*
	Sig. (2-tailed)	.033		.509	.615	.482	.904	.846	.349	.018
	N	30	30	30	30	30	30	30	30	30
Q3	Pearson Correlation	.309	.125	1	.302	.428*	.081	.005	-.373*	.441*
	Sig. (2-tailed)	.096	.509		.105	.018	.670	.978	.042	.015
	N	30	30	30	30	30	30	30	30	30
Q4	Pearson Correlation	.234	-.096	.302	1	.308	.314	.345	.194	.596**
	Sig. (2-tailed)	.213	.615	.105		.098	.091	.062	.304	.001
	N	30	30	30	30	30	30	30	30	30
Q5	Pearson Correlation	.524**	.133	.428*	.308	1	.264	.097	.163	.680**
	Sig. (2-tailed)	.003	.482	.018	.098		.159	.611	.390	.000
	N	30	30	30	30	30	30	30	30	30
Q6	Pearson Correlation	.235	.023	.081	.314	.264	1	.268	.213	.562**
	Sig. (2-tailed)	.212	.904	.670	.091	.159		.152	.258	.001
	N	30	30	30	30	30	30	30	30	30
Q7	Pearson Correlation	.175	.037	.005	.345	.097	.268	1	.327	.511**
	Sig. (2-tailed)	.356	.846	.978	.062	.611	.152		.077	.004
	N	30	30	30	30	30	30	30	30	30
Q8	Pearson Correlation	-.006	.177	-.373*	.194	.163	.213	.327	1	.404*
	Sig. (2-tailed)	.974	.349	.042	.304	.390	.258	.077		.027
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.666**	.428*	.441*	.596**	.680**	.562**	.511**	.404*	1
	Sig. (2-tailed)	.000	.018	.015	.001	.000	.001	.004	.027	
	N	30	30	30	30	30	30	30	30	30

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

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

### Reliability Statistics

Cronbach's	
Alpha	N of Items
.638	8

		Correlations								
		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	TOTAL
Q1	Pearson Correlation	1	.251	.075	.179	.268	.304	.288	.171	.477**
	Sig. (2-tailed)		.181	.695	.344	.153	.102	.123	.367	.008
	N	30	30	30	30	30	30	30	30	30
Q2	Pearson Correlation	.251	1	.485**	.535**	.256	.371*	.432*	.904**	.788**
	Sig. (2-tailed)	.181		.007	.002	.173	.043	.017	.000	.000
	N	30	30	30	30	30	30	30	30	30
Q3	Pearson Correlation	.075	.485**	1	.612**	.278	.264	.775**	.474**	.713**
	Sig. (2-tailed)	.695	.007		.000	.137	.159	.000	.008	.000
	N	30	30	30	30	30	30	30	30	30
Q4	Pearson Correlation	.179	.535**	.612**	1	.573**	.357	.511**	.519**	.782**
	Sig. (2-tailed)	.344	.002	.000		.001	.053	.004	.003	.000
	N	30	30	30	30	30	30	30	30	30
Q5	Pearson Correlation	.268	.256	.278	.573**	1	.472**	.309	.249	.633**
	Sig. (2-tailed)	.153	.173	.137	.001		.008	.096	.185	.000
	N	30	30	30	30	30	30	30	30	30
Q6	Pearson Correlation	.304	.371*	.264	.357	.472**	1	.210	.319	.604**
	Sig. (2-tailed)	.102	.043	.159	.053	.008		.264	.086	.000
	N	30	30	30	30	30	30	30	30	30
Q7	Pearson Correlation	.288	.432*	.775**	.511**	.309	.210	1	.307	.696**
	Sig. (2-tailed)	.123	.017	.000	.004	.096	.264		.099	.000
	N	30	30	30	30	30	30	30	30	30
Q8	Pearson Correlation	.171	.904**	.474**	.519**	.249	.319	.307	1	.735**
	Sig. (2-tailed)	.367	.000	.008	.003	.185	.086	.099		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.477**	.788**	.713**	.782**	.633**	.604**	.696**	.735**	1
	Sig. (2-tailed)	.008	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

### Reliability Statistics

Cronbach's	
Alpha	N of Items
.830	8

		Correlations										
		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	TOTAL
Q1	Pearson Correlation	1	.661**	.655**	.483**	.354	.411*	.406*	.365*	.441*	.500**	.654**
	Sig. (2-tailed)		.000	.000	.007	.055	.024	.026	.047	.015	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q2	Pearson Correlation	.661**	1	.880**	.651**	.577**	.598**	.273	.367*	.502**	.578**	.766**
	Sig. (2-tailed)	.000		.000	.000	.001	.000	.145	.046	.005	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q3	Pearson Correlation	.655**	.880**	1	.789**	.722**	.759**	.345	.392*	.510**	.578**	.838**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.062	.032	.004	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q4	Pearson Correlation	.483**	.651**	.789**	1	.769**	.749**	.398*	.392*	.656**	.654**	.826**
	Sig. (2-tailed)	.007	.000	.000		.000	.000	.029	.032	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q5	Pearson Correlation	.354	.577**	.722**	.769**	1	.948**	.579**	.585**	.812**	.745**	.901**
	Sig. (2-tailed)	.055	.001	.000	.000		.000	.001	.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q6	Pearson Correlation	.411*	.598**	.759**	.749**	.948**	1	.595**	.638**	.763**	.693**	.909**
	Sig. (2-tailed)	.024	.000	.000	.000	.000		.001	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q7	Pearson Correlation	.406*	.273	.345	.398*	.579**	.595**	1	.707**	.689**	.433*	.682**
	Sig. (2-tailed)	.026	.145	.062	.029	.001	.001		.000	.000	.017	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q8	Pearson Correlation	.365*	.367*	.392*	.392*	.585**	.638**	.707**	1	.579**	.424*	.695**
	Sig. (2-tailed)	.047	.046	.032	.032	.001	.000	.000		.001	.020	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q9	Pearson Correlation	.441*	.502**	.510**	.656**	.812**	.763**	.689**	.579**	1	.752**	.842**
	Sig. (2-tailed)	.015	.005	.004	.000	.000	.000	.000	.001		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q10	Pearson Correlation	.500**	.578**	.578**	.654**	.745**	.693**	.433*	.424*	.752**	1	.802**
	Sig. (2-tailed)	.005	.001	.001	.000	.000	.000	.017	.020	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.654**	.766**	.838**	.826**	.901**	.909**	.682**	.695**	.842**	.802**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

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

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

### Reliability Statistics

Cronbach's	
Alpha	N of Items
.933	10

## Correlations

		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	TOTAL
Q1	Pearson Correlation	1	.387*	.462*	.197	.258	.248	.245	.403*	.673**
	Sig. (2-tailed)		.035	.010	.296	.169	.187	.191	.027	.000
	N	30	30	30	30	30	30	30	30	30
Q2	Pearson Correlation	.387*	1	.198	.496**	.239	.423*	.527**	.470**	.778**
	Sig. (2-tailed)	.035		.294	.005	.203	.020	.003	.009	.000
	N	30	30	30	30	30	30	30	30	30
Q3	Pearson Correlation	.462*	.198	1	.363*	-.096	.043	.135	.176	.491**
	Sig. (2-tailed)	.010	.294		.048	.612	.823	.477	.353	.006
	N	30	30	30	30	30	30	30	30	30
Q4	Pearson Correlation	.197	.496**	.363*	1	.018	.118	.467**	.268	.611**
	Sig. (2-tailed)	.296	.005	.048		.923	.535	.009	.152	.000
	N	30	30	30	30	30	30	30	30	30
Q5	Pearson Correlation	.258	.239	-.096	.018	1	.036	.382*	.235	.450*
	Sig. (2-tailed)	.169	.203	.612	.923		.852	.037	.211	.013
	N	30	30	30	30	30	30	30	30	30
Q6	Pearson Correlation	.248	.423*	.043	.118	.036	1	.111	.130	.438*
	Sig. (2-tailed)	.187	.020	.823	.535	.852		.559	.494	.015
	N	30	30	30	30	30	30	30	30	30
Q7	Pearson Correlation	.245	.527**	.135	.467**	.382*	.111	1	.379*	.685**
	Sig. (2-tailed)	.191	.003	.477	.009	.037	.559		.039	.000
	N	30	30	30	30	30	30	30	30	30
Q8	Pearson Correlation	.403*	.470**	.176	.268	.235	.130	.379*	1	.629**
	Sig. (2-tailed)	.027	.009	.353	.152	.211	.494	.039		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.673**	.778**	.491**	.611**	.450*	.438*	.685**	.629**	1
	Sig. (2-tailed)	.000	.000	.006	.000	.013	.015	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

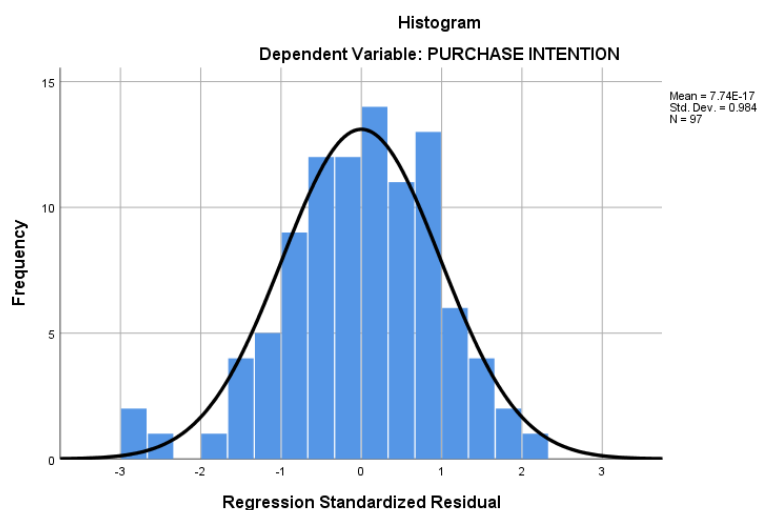
\*\*. Correlation is significant at the 0.01 level (2-tailed).

## Reliability Statistics

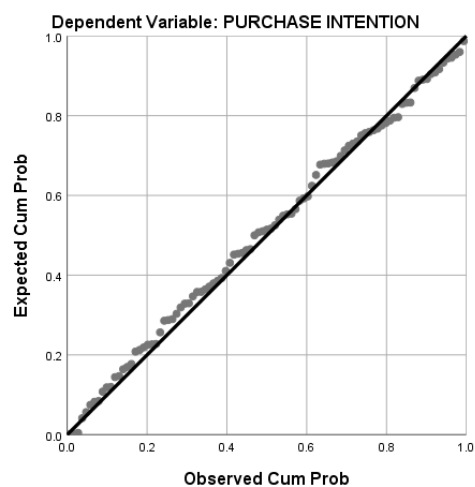
Cronbach's	
Alpha	N of Items
.731	8

		Statistics			
		SOCIAL MEDIA MARKETING	BRAND AWARENESS	FOOD QUALITY	PURCHASE INTENTION
N	Valid	97	97	97	97
	Missing	0	0	0	0
Mean		30.3918	28.0309	36.9278	30.3814
Median		31.0000	28.0000	36.0000	31.0000
Mode		30.00 <sup>a</sup>	30.00	30.00	28.00 <sup>a</sup>
Std. Deviation		4.88313	5.74176	5.99696	5.97119
Variance		23.845	32.968	35.963	35.655

a. Multiple modes exist. The smallest value is shown



Normal P-P Plot of Regression Standardized Residual





### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	4.59404989
Most Extreme Differences	Absolute	.051
	Positive	.035
	Negative	-.051
Test Statistic		.051
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.  
 b. Calculated from data.  
 c. Lilliefors Significance Correction.  
 d. This is a lower bound of the true significance.

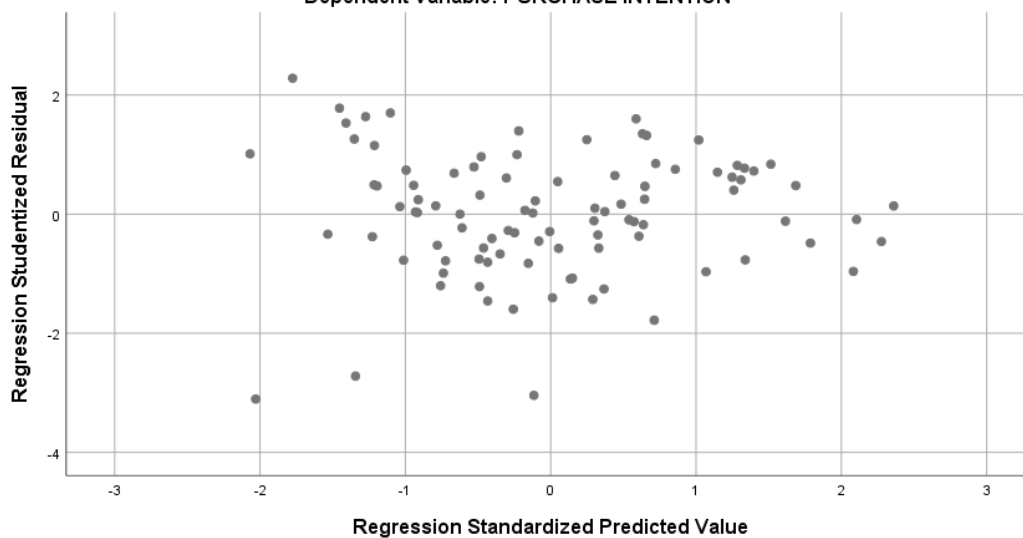
### Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	SOCIAL MEDIA MARKETING	.925	1.081
	BRAND AWARENESS	.912	1.097
	FOOD QUALITY	.933	1.072

a. Dependent Variable: PURCHASE INTENTION

### Scatterplot

Dependent Variable: PURCHASE INTENTION



**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	9.742	2.391		4.074	.000
	SOCIAL MEDIA MARKETING	-.079	.060	-.134	-1.321	.190
	BRAND AWARENESS	-.137	.051	-.274	-2.673	.009
	FOOD QUALITY	.002	.049	.004	.038	.970

a. Dependent Variable: ABSUT

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	3.049	.652		4.674	.000
	SOCIAL MEDIA MARKETING	-.021	.016	-.134	-1.286	.201
	BRAND AWARENESS	-.027	.014	-.200	-1.910	.059
	FOOD QUALITY	.002	.013	.014	.135	.893

a. Dependent Variable: SQRT

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	-1.681	4.055		-.415	.679
	SOCIAL MEDIA MARKETING	.436	.101	.357	4.300	.000
	BRAND AWARENESS	.275	.087	.264	3.162	.002
	FOOD QUALITY	.301	.082	.302	3.657	.000

a. Dependent Variable: PURCHASE INTENTION

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1396.778	3	465.593	21.371	.000 <sup>b</sup>
	Residual	2026.108	93	21.786		
	Total	3422.887	96			

a. Dependent Variable: PURCHASE INTENTION

b. Predictors: (Constant), FOOD QUALITY, SOCIAL MEDIA MARKETING, BRAND AWARENESS

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.639 <sup>a</sup>	.408	.389	4.66756

a. Predictors: (Constant), FOOD QUALITY, SOCIAL MEDIA MARKETING, BRAND AWARENESS

b. Dependent Variable: PURCHASE INTENTION



### Appendix E: Distribution R Table

df = (N-2)	The significant level for one sided test				
	0.05	0.0025	0.01	0.005	0.0005
	The significant level for two sided test				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541

### Appendix F: Distribution F Table

df untuk penyebut (N2)								df untuk pembilang (N1)							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.87	1.83	1.80	1.77	1.75
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74

### Appendix G: Distribution T Table

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
df	0.50	0.20	0.10	0.050	0.02	0.010	0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954