LAMPIRAN

Lampiran 1 Kuisioner

Kepada:

Responden Yth.

Saya minta kesediaannya bagi para responden untuk membantu mengisi data dalam kuisioner ini. Data yang didapatkan tidak akan disebarluaskan dan dijamin kerahasiaannya karena hanya akan disimpan oleh peneliti. Kuisioner ini akan berfokus kepada bagaimana pengaruh konten dari akun Tiktok @dotzybink terhadap tingkat kesadaran merek dan keputusan pembelian konsumen. Atas ketersediannya, saya ucapkan terima kasih yang sebanyak-banyaknya

Pertanyaan Demografis

2. Jenis Kelamin:
    - Pria
    - Wanita
3. Usia
    - 16-20 tahun
    - 21-25 tahun
    - 26-30 tahun
    - 31-35 tahun
    - >35 tahun
4. Domisili
    - DKI Jakarta
    - Tangerang
    - Luar kota (selain dari yang disebutkan diatas wilayah Indonesia)
    - Luar Negeri
5. Pekerjaan
    - Siswa / Mahasiswa
    - Karyawan Swasta
    - Pegawai Negeri
    - Wirausaha
    - Ibu Rumah Tangga
    - Lainnya

Pertanyaan Skala Likert

Silakan untuk mengisi pertanyaan di bawah sesuai dengan ketentuan berikut:

- Jawaban STS (Sangat Tidak Setuju)
- Jawaban TS (Tidak Setuju)
- Jawaban S (Setuju)
- Jawaban SS (Sangat Setuju)

No	Pertanyaan	STS	TS	S	SS
Pertanyaan mengenai Content Marketing					
1.	Saya dapat memahami isi dari konten video pada akun TikTok salon Binkdotz dengan baik				
2.	Saya dapat dengan mudah mengingat nama salon Binkdotz karena pesan yang dibagikan melalui konten TikTok yang menarik dan informatif				
3.	Konten yang dibagikan akun TikTok salon Binkdotz informatif				
4.	Konten yang dibagikan akun TikTok salon Binkdotz mampu meningkatkan rasa penasaran				
5.	Konten yang dibagikan akun TikTok salon Binkdotz dapat menunjukkan nilai baik dari salon Binkdotz				
6.	Konten yang dibagikan akun TikTok salon Binkdotz dapat mengedukasi saya				
7.	Konten yang dibagikan akun TikTok salon Binkdotz dapat menjelaskan produk dan menjawab kebutuhan saya				
8.	Konten yang dibagikan akun Tiktok salon Binkdotz dapat dipercaya				
9.	Konten yang dibagikan akun TikTok salon Binkdotz dibagikan secara konsisten				
10.	Konten yang dibagikan di akun TikTok salon Binkdotz membantu saya memutuskan untuk menggunakan layanan salon Binkdotz				
11.	Informasi dalam konten yang dibagikan di akun TikTok salon Binkdotz mampu menjawab kebutuhan di masyarakat				
12.	Konten yang dibagikan di akun TikTok salon Binkdotz sesuai dengan kenyataan atau sesuai dengan apa yang dirasakan saat menggunakan jasa tersebut				

Pertanyaan mengenai Brand Awareness					
No	Pertanyaan	STS	TS	S	SS
1.	Konten TikTok @dotzybink pernah muncul di FYP TikTok saya				
2.	Saya dapat membedakan konten TikTok yang dibuat salon Binkdotz dibandingkan konten dari salon lainnya				
3.	Saya secara spontan mengingat salon Binkdotz ketika melihat konten yang serupa				
4.	Saya mengetahui jika salon Binkdotz merupakan spesialis untuk pewarnaan rambut				
5.	Saya langsung mengingat salon Binkdotz jika ingin mencari salon untuk pewarnaan rambut				
6.	Ketika diminta untuk merekomendasikan salon untuk pewarnaan rambut, saya langsung mengingat salon Binkdotz				

Pertanyaan Keputusan Pembelian					
No	Pertanyaan	STS	TS	S	SS
1.	Saya menggunakan jasa salon Binkdotz karena sesuai dengan kebutuhan saya				
2.	Saya menggunakan jasa salon Binkdotz karena menyukai hasil-hasil yang terlihat di konten akun Tiktok				
3.	Saya mencari tahu informasi mengenai salon Binkdotz melalui media sosial sebelum menggunakan jasa salon Binkdotz				
4.	Saya mencari informasi mengenai salon Binkdotz melalui review				
5.	Kualitas layanan *hairstylis*t yang ditawarkan salon Binkdotz lebih baik daripada salon lain				
6.	Warna-warna yang ditawarkan di salon Binkdotz tidak ada di salon lainnya				
7.	Saya memilih salon Binkdotz karena sesuai dengan keinginan dan preferensi				
8.	Saya menjadikan salon Binkdotz sebagai pilihan pertama dalam memilih salon untuk pewarnaan rambut				
9.	Saya merasa puas menggunakan jasa salon Binkdotz				
10.	Saya akan menggunakan jasa salon Binkdotz lagi kedepannya				

Lampiran 2 Hasil Output SPSS

Correlations

		X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	X.9	X.10	X.11	X.12	Content Marketing (X)
X.1	Pearson Correlation	1	.369**	.277**	.210**	.134*	.197**	.134*	.156**	.217**	.115*	.108	.157**	.480**
	Sig. (2-tailed)		<.001	<.001	<.001	.020	<.001	.020	.007	<.001	.047	.061	.006	<.001
	N	300	300	300	300	300	300	300	300	300	300	300	300	300
X.2	Pearson Correlation	.369**	1	.356**	.382**	.263**	.228**	.263**	.247**	.071	.142*	.170**	.174**	.574**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	.220	.014	.003	.002	<.001
	N	300	300	300	300	300	300	300	300	300	300	300	300	300
X.3	Pearson Correlation	.277**	.356**	1	.418**	.378**	.337**	.208**	.238**	.091	.159**	.143*	.182**	.598**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	.117	.006	.013	.002	<.001
	N	300	300	300	300	300	300	300	300	300	300	300	300	300
X.4	Pearson Correlation	.210**	.382**	.418**	1	.490**	.244**	.161**	.174**	.037	.125*	.117*	.008	.528**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	.005	.003	.519	.031	.043	.889	<.001
	N	300	300	300	300	300	300	300	300	300	300	300	300	300
X.5	Pearson Correlation	.134*	.263**	.378**	.490**	1	.248**	.133*	.195**	.045	.247**	.164**	.073	.529**
	Sig. (2-tailed)	.020	<.001	<.001	<.001		<.001	.021	<.001	.439	<.001	.004	.205	<.001
	N	300	300	300	300	300	300	300	300	300	300	300	300	300
X.6	Pearson Correlation	.197**	.228**	.337**	.244**	.248**	1	.122*	.254**	.085	.199**	.159**	.075	.491**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		.035	<.001	.141	<.001	.006	.193	<.001
	N	300	300	300	300	300	300	300	300	300	300	300	300	300
X.7	Pearson Correlation	.134*	.263**	.208**	.161**	.133*	.122*	1	.367**	.237**	.244**	.121*	.210**	.515**
	Sig. (2-tailed)	.020	<.001	<.001	.005	.021	.035		<.001	<.001	<.001	.036	<.001	<.001
	N	300	300	300	300	300	300	300	300	300	300	300	300	300
X.8	Pearson Correlation	.156**	.247**	.238**	.174**	.195**	.254**	.367**	1	.415**	.337**	.300**	.177**	.617**
	Sig. (2-tailed)	.007	<.001	<.001	.003	<.001	<.001	<.001		<.001	<.001	<.001	.002	<.001
	N	300	300	300	300	300	300	300	300	300	300	300	300	300
X.9	Pearson Correlation	.217**	.071	.091	.037	.045	.085	.237**	.415**	1	.364**	.204**	.219**	.477**
	Sig. (2-tailed)	<.001	.220	.117	.519	.439	.141	<.001	<.001		<.001	<.001	<.001	<.001
	N	300	300	300	300	300	300	300	300	300	300	300	300	300
X.10	Pearson Correlation	.115*	.142*	.159**	.125*	.247**	.199**	.244**	.337**	.364**	1	.314**	.292**	.571**
	Sig. (2-tailed)	.047	.014	.006	.031	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	300	300	300	300	300	300	300	300	300	300	300	300	300
X.11	Pearson Correlation	.108	.170**	.143*	.117*	.164**	.159**	.121*	.300**	.204**	.314**	1	.201**	.483**
	Sig. (2-tailed)	.061	.003	.013	.043	.004	.006	.036	<.001	<.001	<.001		<.001	<.001
	N	300	300	300	300	300	300	300	300	300	300	300	300	300
X.12	Pearson Correlation	.157**	.174**	.182**	.008	.073	.075	.210**	.177**	.219**	.292**	.201**	1	.442**
	Sig. (2-tailed)	.006	.002	.002	.889	.205	.193	<.001	.002	<.001	<.001	<.001		<.001
	N	300	300	300	300	300	300	300	300	300	300	300	300	300
Content Marketing (X)	Pearson Correlation	.480**	.574**	.598**	.528**	.529**	.491**	.515**	.617**	.477**	.571**	.483**	.442**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	300	300	300	300	300	300	300	300	300	300	300	300	300

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

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

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Brand Awareness (Y)
Y.1	Pearson Correlation	1	.108	.276**	.340**	.231**	.250**	.570**
	Sig. (2-tailed)		.062	<.001	<.001	<.001	<.001	<.001
	N	300	300	300	300	300	300	300
Y.2	Pearson Correlation	.108	1	.385**	.330**	.290**	.237**	.574**
	Sig. (2-tailed)	.062		<.001	<.001	<.001	<.001	<.001
	N	300	300	300	300	300	300	300
Y.3	Pearson Correlation	.276**	.385**	1	.495**	.325**	.337**	.703**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001
	N	300	300	300	300	300	300	300
Y.4	Pearson Correlation	.340**	.330**	.495**	1	.379**	.264**	.705**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001
	N	300	300	300	300	300	300	300
Y.5	Pearson Correlation	.231**	.290**	.325**	.379**	1	.425**	.658**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001
	N	300	300	300	300	300	300	300
Y.6	Pearson Correlation	.250**	.237**	.337**	.264**	.425**	1	.615**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001
	N	300	300	300	300	300	300	300
Brand Awareness (Y)	Pearson Correlation	.570**	.574**	.703**	.705**	.658**	.615**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	
	N	300	300	300	300	300	300	300

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

Correlations

		Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	Z.7	Z.8	Z.9	Z.10	Purchase Decision
Z.1	Pearson Correlation	1	.257**	.176**	.289**	.198**	.194**	.086	.145*	.168**	.144*	.490**
	Sig. (2-tailed)		<.001	.002	<.001	<.001	<.001	.136	.012	.003	.012	<.001
	N	300	300	300	300	300	300	300	300	300	300	300
Z.2	Pearson Correlation	.257**	1	.298**	.291**	.400**	.158**	.148*	.078	.510**	.128*	.588**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	.006	.010	.178	<.001	.027	<.001
	N	300	300	300	300	300	300	300	300	300	300	300
Z.3	Pearson Correlation	.176**	.298**	1	.175**	.182**	.116*	.186**	.085	.229**	.264**	.488**
	Sig. (2-tailed)	.002	<.001		.002	.002	.045	.001	.141	<.001	<.001	<.001
	N	300	300	300	300	300	300	300	300	300	300	300
Z.4	Pearson Correlation	.289**	.291**	.175**	1	.317**	.283**	.232**	.236**	.154**	.271**	.606**
	Sig. (2-tailed)	<.001	<.001	.002		<.001	<.001	<.001	<.001	.008	<.001	<.001
	N	300	300	300	300	300	300	300	300	300	300	300
Z.5	Pearson Correlation	.198**	.400**	.182**	.317**	1	.317**	.269**	.237**	.197**	.098	.603**
	Sig. (2-tailed)	<.001	<.001	.002	<.001		<.001	<.001	<.001	<.001	.090	<.001
	N	300	300	300	300	300	300	300	300	300	300	300
Z.6	Pearson Correlation	.194**	.158**	.116*	.283**	.317**	1	.337**	.284**	.143*	.122*	.571**
	Sig. (2-tailed)	<.001	.006	.045	<.001	<.001		<.001	<.001	.013	.035	<.001
	N	300	300	300	300	300	300	300	300	300	300	300
Z.7	Pearson Correlation	.086	.148*	.186**	.232**	.269**	.337**	1	.317**	.114*	.089	.529**
	Sig. (2-tailed)	.136	.010	.001	<.001	<.001	<.001		<.001	.048	.124	<.001
	N	300	300	300	300	300	300	300	300	300	300	300
Z.8	Pearson Correlation	.145*	.078	.085	.236**	.237**	.284**	.317**	1	.328**	.126*	.532**
	Sig. (2-tailed)	.012	.178	.141	<.001	<.001	<.001	<.001		<.001	.029	<.001
	N	300	300	300	300	300	300	300	300	300	300	300
Z.9	Pearson Correlation	.168**	.510**	.229**	.154**	.197**	.143*	.114*	.328**	1	.175**	.539**
	Sig. (2-tailed)	.003	<.001	<.001	.008	<.001	.013	.048	<.001		.002	<.001
	N	300	300	300	300	300	300	300	300	300	300	300
Z.10	Pearson Correlation	.144*	.128*	.264**	.271**	.098	.122*	.089	.126*	.175**	1	.445**
	Sig. (2-tailed)	.012	.027	<.001	<.001	.090	.035	.124	.029	.002		<.001
	N	300	300	300	300	300	300	300	300	300	300	300
Purchase Decision	Pearson Correlation	.490**	.588**	.488**	.606**	.603**	.571**	.529**	.532**	.539**	.445**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	300	300	300	300	300	300	300	300	300	300	300

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

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.762	12

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.729	6

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.728	10

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.611	.984		4.688	<.001
	Content Marketing (X)	.386	.024	.675	15.813	<.001

a. Dependent Variable: Brand Awareness (Y)

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.55	23.13	20.10	1.475	300
Residual	-6.970	4.502	.000	1.610	300
Std. Predicted Value	-5.790	2.054	.000	1.000	300
Std. Residual	-4.321	2.791	.000	.998	300

a. Dependent Variable: Brand Awareness (Y)

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Content Marketing (X)[b]	.	Enter

a. Dependent Variable: Brand Awareness (Y)

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.675[a]	.456	.454	1.613

a. Predictors: (Constant), Content Marketing (X)

b. Dependent Variable: Brand Awareness (Y)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	650.708	1	650.708	250.050	<.001[b]
	Residual	775.489	298	2.602		
	Total	1426.197	299			

a. Dependent Variable: Brand Awareness (Y)

b. Predictors: (Constant), Content Marketing (X)

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Content Marketing (X)[b]	.	Enter

a. Dependent Variable: Purchase Decision

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.540[a]	.291	.289	2.651

a. Predictors: (Constant), Content Marketing (X)

b. Dependent Variable: Purchase Decision

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	860.751	1	860.751	122.485	<.001[b]
	Residual	2094.166	298	7.027		
	Total	2954.917	299			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Content Marketing (X)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15.606	1.617		9.654	<.001
	Content Marketing (X)	.444	.040	.540	11.067	<.001

a. Dependent Variable: Purchase Decision

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	23.59	36.90	33.42	1.697	300
Residual	-8.353	6.978	.000	2.646	300
Std. Predicted Value	-5.790	2.054	.000	1.000	300
Std. Residual	-3.151	2.632	.000	.998	300

a. Dependent Variable: Purchase Decision

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Awareness (Y)[b]	.	Enter

a. Dependent Variable: Purchase Decision

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527[a]	.277	.275	2.677

a. Predictors: (Constant), Brand Awareness (Y)

b. Dependent Variable: Purchase Decision

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	819.228	1	819.228	114.310	<.001[b]
	Residual	2135.688	298	7.167		
	Total	2954.917	299			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Awareness (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18.185	1.433		12.691	<.001
	Brand Awareness (Y)	.758	.071	.527	10.692	<.001

a. Dependent Variable: Purchase Decision

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	24.25	36.38	33.42	1.655	300
Residual	-9.101	5.657	.000	2.673	300
Std. Predicted Value	-5.539	1.787	.000	1.000	300
Std. Residual	-3.400	2.113	.000	.998	300

a. Dependent Variable: Purchase Decision

NPar Tests

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual	Unstandardized Residual	Unstandardized Residual
N			300	300	300
Normal Parameters[a,b]	Mean		.0000000	.0000000	.0000000
	Std. Deviation		1.61046798	2.64648799	2.67259613
Most Extreme Differences	Absolute		.031	.037	.049
	Positive		.031	.033	.040
	Negative		-.028	-.037	-.049
Test Statistic			.031	.037	.049
Asymp. Sig. (2-tailed)			.200[c,d]	.200[c,d]	.084[c]
Monte Carlo Sig. (2-tailed)	Sig.		.920[e]	.778[e]	.464[e]
	99% Confidence Interval	Lower Bound	.913	.767	.451
		Upper Bound	.927	.788	.477

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Based on 10000 sampled tables with starting seed 2110151063.

Correlations

		Content Marketing (X)	Brand Awareness (Y)	Purchase Decision
Content Marketing (X)	Pearson Correlation	1	.675**	.540**
	Sig. (2-tailed)		<.001	<.001
	N	300	300	300
Brand Awareness (Y)	Pearson Correlation	.675**	1	.527**
	Sig. (2-tailed)	<.001		<.001
	N	300	300	300
Purchase Decision	Pearson Correlation	.540**	.527**	1
	Sig. (2-tailed)	<.001	<.001	
	N	300	300	300

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.102[a]	.010	.007	.96111

a. Predictors: (Constant), Content Marketing (X)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.884	1	2.884	3.123	.078[b]
	Residual	275.274	298	.924		
	Total	278.158	299			

a. Dependent Variable: ujiheterosglejser1

b. Predictors: (Constant), Content Marketing (X)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.319	.586		3.956	<.001
	Content Marketing (X)	-.026	.015	-.102	-1.767	.078

a. Dependent Variable: ujiheterosglejser1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.087[a]	.008	.004	1.55339

a. Predictors: (Constant), Content Marketing (X)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.444	1	5.444	2.256	.134[b]
	Residual	719.079	298	2.413		
	Total	724.523	299			

a. Dependent Variable: ujiheterosglejser2

b. Predictors: (Constant), Content Marketing (X)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.553	.947		3.751	<.001
	Content Marketing (X)	-.035	.023	-.087	-1.502	.134

a. Dependent Variable: ujiheterosglejser2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.106[a]	.011	.008	1.56796

a. Predictors: (Constant), Brand Awareness (Y)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.302	1	8.302	3.377	.067[b]
	Residual	732.634	298	2.459		
	Total	740.936	299			

a. Dependent Variable: ujiheterosglejser3

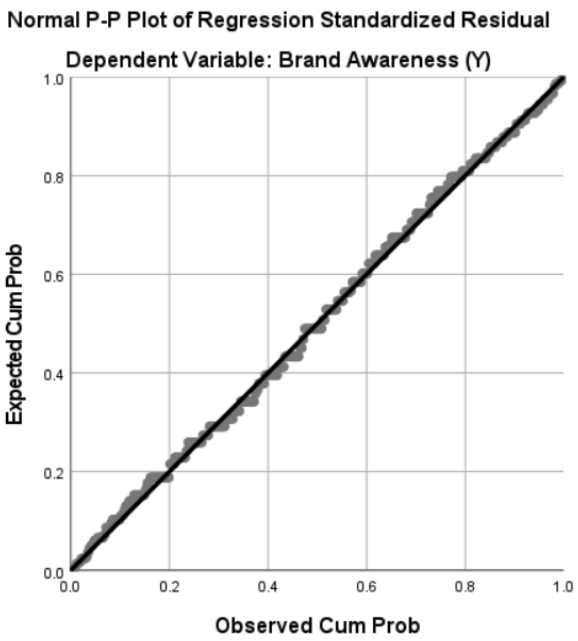
b. Predictors: (Constant), Brand Awareness (Y)

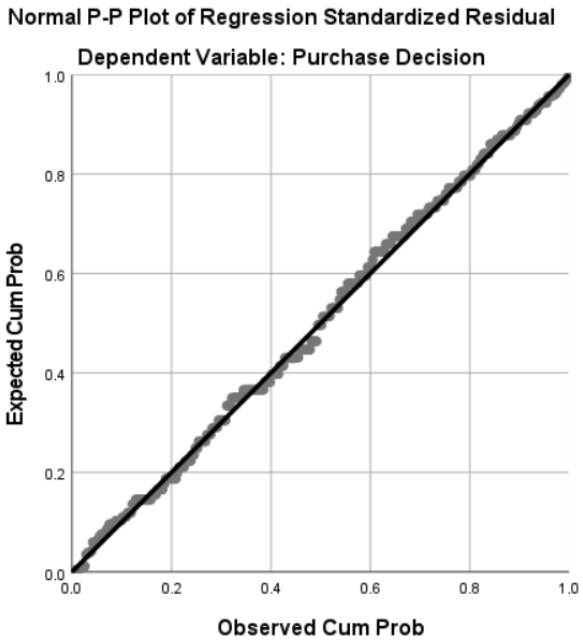
Coefficients[a]

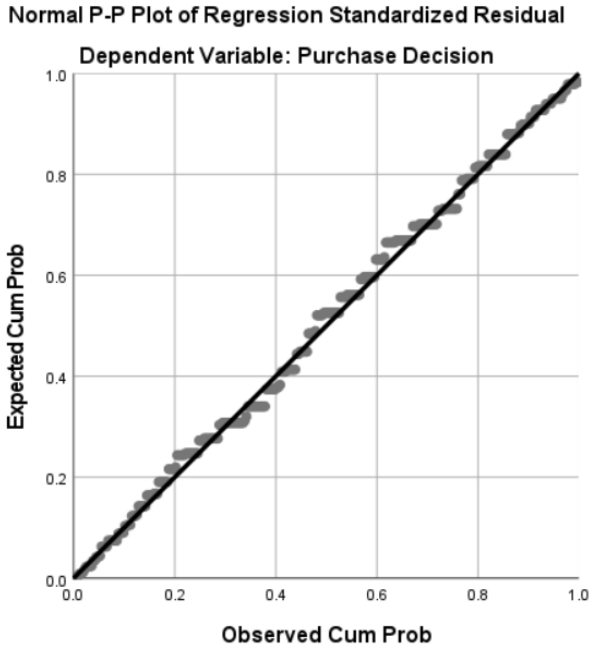
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.689	.839		4.396	<.001
	Brand Awareness (Y)	-.076	.042	-.106	-1.838	.067

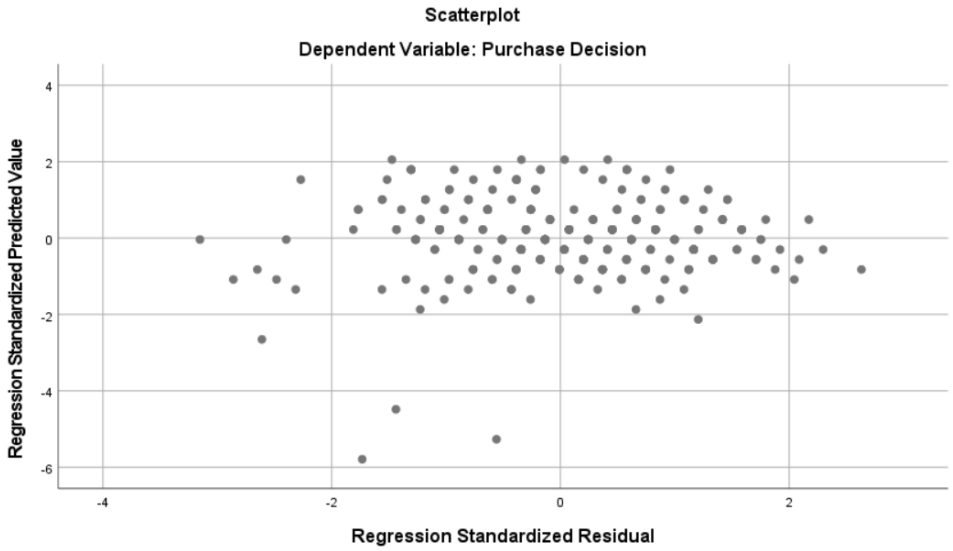
a. Dependent Variable: ujiheterosglejser3

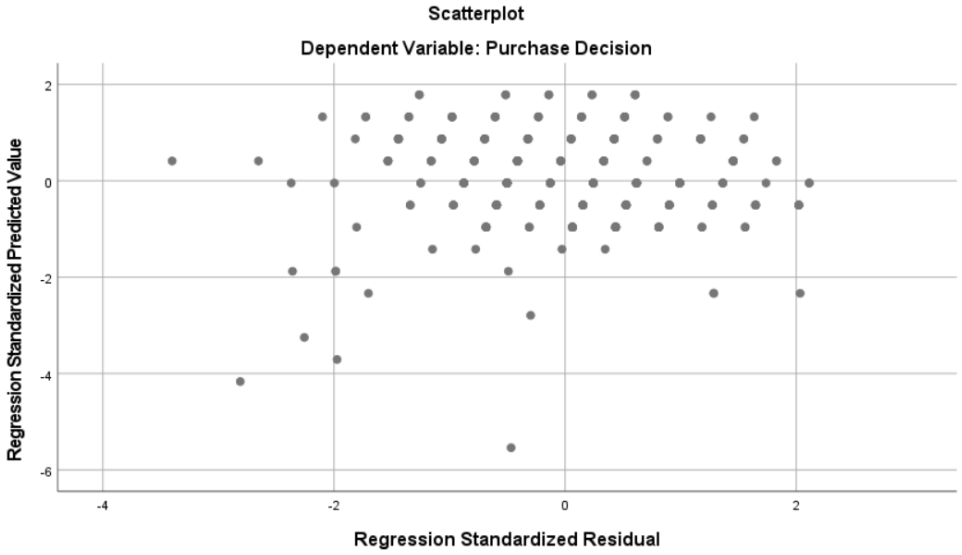
Charts


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Brand Awareness (Y)
Expected Cum Prob
Observed Cum Prob
0.0
0.2
0.4
0.6
0.8
1.0


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Purchase Decision
Expected Cum Prob
Observed Cum Prob
0.0
0.2
0.4
0.6
0.8
1.0


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Purchase Decision
Expected Cum Prob
Observed Cum Prob
0.0
0.2
0.4
0.6
0.8
1.0


Scatterplot
Dependent Variable: Purchase Decision
Regression Standardized Predicted Value
Regression Standardized Residual
4
2
0
-2
-4
-6
-4
-2
0
2


Scatterplot
Dependent Variable: Purchase Decision
Regression Standardized Predicted Value
Regression Standardized Residual
2
0
-2
-4
-6
-4
-2
0
2