

# The influence of brand image and buzzer messages on buying interest in Tiktok

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## Abstract

The rapid advancement of technology and social media has changed the way consumers interact with brands, with TikTok emerging as a key marketing platform, especially among young audiences. According to Keller (in Dam 2021) the mental relationship between consumers and brands is very important in forming a brand image, meeting consumer expectations, and differentiating the company thereby increasing sales potential. This study explores the influence of brand image and buzzer messages on purchase intentions in TikTok to address the research gap in the Indonesian market. As stated by Hawkins and Mothersbaugh (in Vivian, 2020), brand image includes the target market's interpretation of the product's benefits and usage attributes, while Lin et al. (2021) argue that brand image can be assessed through brand quality, consistency and personality. Meanwhile, buzzer messages effectively shape consumer engagement and purchase intentions through impactful social media content as stated by (Arum 2021) and Rifda (2022). This quantitative study surveyed 97 purposefully selected TikTok users aged 14-60 years who had made purchases through the TikTok Shop. Statistical analysis including multiple linear regression was used to assess the influence of brand image and buzzer messages on purchase intention. This research shows that brand image has no effect on purchasing interest, while effective buzzer messages increase product visibility and user engagement, thereby encouraging purchase intention. This research contributes to understanding the role of brand image strategy and social influence on TikTok, providing insights for digital marketing efforts aimed at the platform's unique, highly interactive audience.

## Keywords:

Bell Message; Brand image; Digital Marketing; Purchase Interest; TikTok.

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## INTRODUCTION

The development of technology and social media has changed the way consumers interact with brands. One platform that has experienced rapid growth is TikTok, which has become an effective marketing tool for many brands, especially among the younger generation. According to data from Oberlo, the number of TikTok users is expected to reach 2.05 billion by 2024, with an average annual growth of 37.2% since 2018. In addition, TikTok also recorded an average usage time of 58.4 minutes per day in 2024, indicating high engagement from its users. However, this phenomenon also poses new challenges in understanding how brand image and messages from buzzers can influence consumer purchasing interest. In this context, it is important to investigate how the brand image built through content on TikTok and the influence of buzzers in conveying messages can influence user purchasing interest.

Previous studies have shown that brand image has a significant influence on consumer purchasing interest. According to Kotler and Keller (2016) a positive brand image can create consumer trust and preference for a product. On the other hand, research by (Musa et al. 2018) shows that buzz marketing has a significant influence on purchasing interest. Research from (Godey et al., 2016) in the Journal of Business Research also found that consumer engagement through social media can improve brand image which leads to increased purchase interest. This study also emphasizes the importance of consumer interaction with brands through digital platforms, especially in increasing purchase interest. Even so, there is still little research that specifically examines the influence of brand image and buzzer messages simultaneously in the context of TikTok, especially in Indonesia.

The relationship between brand image and buzzer messages is very significant in the context of TikTok. When consumers see positive content about a brand from buzzers or influencers, it can strengthen the brand's image in their minds. Conversely, a strong brand image can make buzzer messages more acceptable and trusted by consumers. To achieve this goal, the focus of this study is the problem of brand image on purchasing interest and buzzer messages on purchasing interest. Based on the phenomena and background above, the researcher has a study entitled "**THE INFLUENCE OF BRAND IMAGE AND BUZZER MESSAGES ON BUYING INTEREST IN TIKTOK**"

## LITERATURE REVIEW

### **The Influence of Brand Image on Purchase Interest in TikTok**

According to Keller in (Dam & Dam, 2021), the consumer's mental relationship with the brand plays a role in forming the brand's "image". Having a memorable brand identity helps meet consumer expectations and differentiates the

company from competitors, which in turn can increase the brand's sales potential. Meanwhile, Hawkins and Mothersbaugh in (Vivian, 2020) stated that brand image is related to the visual memory of the brand, which includes the target market's interpretation of product attributes, benefits, how to use, users, and production and marketing characteristics. Meanwhile, according to (Lin et.al 2021) brand image can be measured through the attributes of quality, consistency and brand personality.

If the brand image created is good, then buying interest will emerge because consumers feel confident with the quality, reputation and values of the product. According to (Kotler & Keller, n.d.) Purchase interest is a consumer response to a product that indicates that they have the potential to buy it. Meanwhile, purchase interest according to (Rofiudin et al., 2022) is consumer behavior that arises as a response as a form of consideration before making a purchase. As consumers begin to identify their needs, search for related information, and weigh the advantages and disadvantages of the information obtained, they will gradually develop a strong desire to make a purchase.

In addition, buying interest is often triggered by how the brand interacts with consumers on social media such as TikTok. This platform allows brands to appear creatively so that they are more easily accepted by the audience. According to (Ali & Naushad, 2023) Consumers who have a positive perception of a brand will be more motivated to make a purchase, especially when the brand is presented with interesting and interactive content.

According to research conducted by (Tarigan et al., 2023) with the title *The Influence of Digital Marketing and Brand Image on Purchase Interest of Make Over Cosmetic Products* shows that brand image has a significant positive influence on purchase interest. This is because the better the brand image owned by the Make Over industry, the more it will be able to increase consumer purchase interest in its products. Meanwhile, according to (Peronika et al., 2020), consumers in Pagar Alam City tend to be more interested in buying Wardah products when they have a positive perception of the brand. Based on this, the H1 hypothesis is formulated as follows:

H1: Brand image has a positive effect on buying interest on Tiktok

### **The Influence of Buzzer Messages on Purchase Interest in TikTok**

Buzzer messages, according to (Arum 2021), are individuals or groups who voice similar opinions about an issue on social media. Buzz marketing is a modern marketing phenomenon that utilizes the rapid spread of information in the digital era. This process explains the factors that influence the spread of product information, as well as the mechanisms underlying its spread. In today's digital era, buzz marketing emphasizes the importance of interesting and valuable content, which is able to attract attention and influence user behavior on social media platforms such as TikTok. On TikTok, buzzers often

create creative content in the form of videos that can capture the attention of the audience in a short time. They can use real or fake identities to support their interests on social media (Rifda, 2022). Relevant, creative, and credible content will increase brand exposure and encourage consumers to engage further, thereby increasing purchase intention.

According to Kompasiana (2024) shows that TikTok users are more likely to buy products recommended by influencers or buzzers they follow. According to (Chandra & Sari 2021), social media is an effective tool to increase customer satisfaction and interaction, which ultimately impacts consumer decisions in choosing products from a particular brand. Buzzers act as marketing agents who take advantage of the popularity and trust that has been built with their fans. Interesting content such as make-up or skincare tutorials can build consumer trust and interest in buying the product. In this context, buzzers not only increase product visibility but also create trends that drive consumer behavior to buy the product. Based on this theoretical basis, the hypothesis proposed is:

H2: Buzzer messages have a positive effect on purchasing interest in TikTok

## RESEARCH METHOD

This study uses a quantitative approach with a survey method. The survey will be conducted to collect data from respondents regarding the influence of brand image and buzzer messages on purchasing interest on TikTok. The population in this study are TikTok users who have made purchases through TikTok Shop. This population includes individuals aged 14 to 60 years. The sample taken using the purposive sampling technique, namely selecting respondents based on certain criteria:

1. Respondents aged 14-60 years
2. Respondents have the Tiktok application
3. Respondents have made purchases at Tiktokshop

The sample size is determined based on the Margin of Error (MoE) with a 95% confidence level. The determination of the number of samples is determined using the Margin of Error formula according to Arikunto (2012:75).

$$n = \frac{Z^2}{4(Moe)^2}$$

Information:  $n$  = number of samples  
 $Z$  = level of confidence required in determining the sample 95% (so that the value of  $Z = 1.96$  and  $\alpha = 5\%$ ).

Moe = Margin of error, which is the maximum level of error that can be tolerated, and in this study the Moe used is 10%.

$$\begin{aligned} \text{Calculation: } n &= \frac{1962}{4 \times (0.1)^2} \\ &= 96.04 \text{ (rounded to 97)} \end{aligned}$$

Data will be collected through questionnaires distributed online. Because this research is quantitative associative, the data obtained from questionnaire respondents uses a Likert scale of 1-5 and then continued using statistical analysis with the SPSS program. The techniques used are validity and reliability tests, equipped with classical assumption tests, multiple linear regression tests, to simultaneous hypothesis testing (f-test) and partial hypotheses (t-test).

## FINDINGS AND DISCUSSION

### 1. Validity Test

If  $r \text{ count} > r \text{ table}$  or  $\text{sig} < 0.05$ , then the statement item is valid.

If  $r \text{ count} < r \text{ table}$  or  $\text{sig} > 0.05$ , then the statement item is invalid.

From the overall calculation, all statement items are declared valid because the  $r$ -calculation value  $>$   $r$ -table so that all statements can be used to measure the influence of brand image and buzzer messages on buying interest on TikTok.

**Table 1.**

*Validity test*

Variables	Indicator	r Count	r Table	$\alpha$	Information
Brand Image (X1)	X1.1	0.306	0.1996	0.05	Valid
	X1.2	0.251	0.1996	0.05	Valid
	X1.3	0.415	0.1996	0.05	Valid
	X1.4	0.360	0.1996	0.05	Valid
	X1.5	0.368	0.1996	0.05	Valid
Buzzer Message (X2)	X2.1	0.454	0.1996	0.05	Valid
	X2.2	0.428	0.1996	0.05	Valid
	X2.3	0.481	0.1996	0.05	Valid
	X2.4	0.424	0.1996	0.05	Valid
	X2.5	0.507	0.1996	0.05	Valid
Buying Interest (Y)	Y.1	0.413	0.1996	0.05	Valid
	Y.2	0.464	0.1996	0.05	Valid
	Y.3	0.334	0.1996	0.05	Valid
	Y.4	0.270	0.1996	0.05	Valid
	Y.5	0.319	0.1996	0.05	Valid

Source: Author work

### 2. Reliability Test

After the validity test is carried out, it is continued with a reliability test using the Cronbach Alpha formula where the questionnaire can be said to be reliable if each variable has a Cronbach alpha value  $> 0.60$ . Based on the following table, it shows that each variable has a Cronbach alpha value  $> 0.60$ . So it can be said that the questionnaire used in this study is reliable. The following are the results of the reliability test that has been carried out:

**Table 2.***Reliability test*

Variables	Cronbach's alpha	Standard	Information
Brand Image (X1)	0.713	0.60	Reliable
Buzzer Message (X2)	0.700	0.60	Reliable
Buying Interest (Y)	0.695	0.60	Reliable

Source: Author work

### 3. Descriptive Statistical Test

**Table 3.***Descriptive statistic*

Variables	N	Min	Max	Mean	Std. Deviation
Brand Image (X1)	97	19	24	21.54	1,090
Buzzer Message (X2)	97	17	24	21.08	1.413
Buying Interest (Y)	97	18	25	21.54	1.182

Source: Author work

Based on the Descriptive Test Results above, the distribution of data obtained by the researcher can be described as:

Brand Image Variable (X1), from the data it can be described that the minimum value is 19 while the maximum value is 24 and the average is 21.54 and the standard deviation of the brand image data is 1.090.

Buzzer Messages variable (X2), from the data it can be described that the minimum value is 17 while the maximum value is 24 and the average buzzer messages are 21.08 and the standard deviation of the buzzer messages data is 1.413.

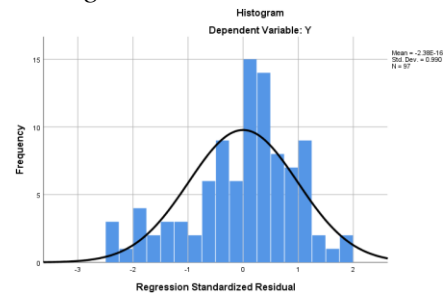
Buying Interest Variable (Y), from the data it can be described that the minimum value is 18 while the maximum value is 25 and the average is 21.54 and the standard deviation of the buying interest data is 1.182.

### 4. Normality Test

Data is said to follow a normal distribution when viewed from the spread of data on the diagonal axis of the graph. Normality tests use

graphical analysis and statistical analysis. Graphical analysis is in the form of histogram graphs and PP Plot graphs. The histogram and PP Plot graphs can be seen in Figures 1 and 2. Normality tests are carried out using the One-Sample Kolmogorov Smirnov Test statistical test.

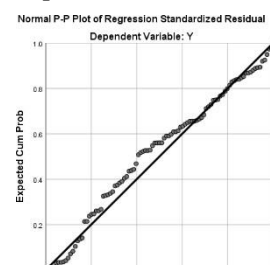
**Figure 1.**  
*Histogram*



Source: Author work

The image above is a histogram graph. A histogram graph is said to be normal if the data distribution forms a bell (bell shaped), not skewed to the left or not skewed to the right. The histogram graph above forms a bell and does not skewed to the right or left so that the histogram graph is declared normal.

**Figure 2.**  
*P-plot test*

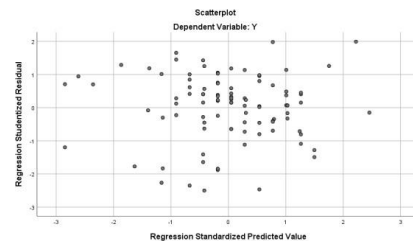


Source: Author work

The graph above provides an explanation of the curve showing the shape of the PP Plot around the regression line. The PP Plot graph above shows that the data is spread around the diagonal line and follows the direction of the diagonal line. Thus, the regression model is normally distributed or meets the requirements of the normality assumption.

**Figure 3.**

### *Heteroscedasticity*



Source: Author work

The results of the heteroscedasticity test show that none of the independent variables are significantly related to the absolute value of the residual. This means that the regression model does not have symptoms of heteroscedasticity.

## 5. Multicollinearity Test

The table in Appendix 2 shows that the regression model does not experience multicollinearity interference. This can be seen in the tolerance value of each independent variable which is greater than 0.10. The results of the VIF calculation also show that the VIF value of each independent variable is less than 10. So it can be concluded that there is no multicollinearity between independent variables in the regression model.

## 6. Multiple Linear Regression Results

The table of multiple regression can be seen at Appendix 3. The linear regression equation model formed is as follows:

$$Y \text{ (Buying Interest)} = -8.508 + 0.098$$

The explanation is as follows:

1. The constant value of -8.508 with a positive value means that if the independent value is 0 (constant), then the dependent variable is -8.508.
2. The beta coefficient value of the Brand Image variable (X1) is 0.098, which is positive (+), so it can be interpreted that if the X1 variable increases, the Y variable will also increase, and vice versa.
3. The beta coefficient value of the Buzzer Messages variable (X2) is 0.303, which is positive (+), so it can be interpreted that if the X2 variable increases, the Y variable will also increase, and vice versa.

## 7. Hypothesis Test Results

### a. Results of the Determination Coefficient Test (R<sup>2</sup>)

The table of R<sup>2</sup> coefficient can be seen in Appendix 4. The Adj R Square value is 0.050 or 5%. The coefficient of determination value shows that the Brand Image (X1) and Buzzer Messages (X2)



variables are able to explain the Buying Interest (Y) variable by 5%, while the remaining 95% is explained by other variables.

**b. F Test Results**

The table of F test can be seen in Appendix 5.

If the calculated F value  $>$  F table or sig  $<$   $\alpha$  then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.

If the calculated F value  $<$  F table or sig  $>$   $\alpha$  then H<sub>a</sub> is rejected and H<sub>0</sub> is accepted.

The calculated F value is 2.477  $<$  the F table value of 3.11 and the significant value is 0.090  $>$  0.05, so H<sub>a</sub> is rejected and H<sub>0</sub> is accepted, meaning that the brand image and buzzer messages variables do not affect buying interest.

**c. t-Test Results**

The table of F test can be seen in Appendix 6.

If the calculated t value  $>$  t table or sig  $<$   $\alpha$  then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.

If the calculated t value  $<$  t table or sig  $>$   $\alpha$  then H<sub>a</sub> is rejected and H<sub>0</sub> is accepted.

The partial influence of independent variables on dependent variables is as follows:

- a) The calculated t value of the brand image variable (X<sub>1</sub>) is 0.556  $<$  the t table value of 1.985 and the sig. value is 0.580  $>$  0.05, so H<sub>a</sub> is rejected and H<sub>0</sub> is accepted, meaning that the brand image variable does not have an effect on buying interest.
- b) The calculated t value of the buzzer messages variable (X<sub>2</sub>) is 2.224  $>$  the t table value of 1.985 and the sig. value is 0.029  $<$  0.05, so H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, meaning that the buzzer messages variable has an effect on buying interest.

**The Influence of Brand Image and Buzzer Messages on Buying Interest**

This study found that overall, brand image and buzzer messages did not have a significant effect on buying interest on TikTok.

**The Influence of Brand Image on Buying Interest**

The results of the study show that Brand Image does not have a significant influence on buying interest individually. Companies should also pay attention to other factors that are more influential in building buying interest and consider adjustments in marketing strategies to achieve better results.

**The Influence of Buzzer Messages on Buying Interest**

The results of the study show that Buzzer Messages have a significant influence on buying interest. By utilizing the power

of buzzers in delivering marketing messages, companies can increase consumer buying interest and, ultimately, drive product sales. This shows the importance of the role of buzzers in modern marketing strategies, especially on the Tiktok platform.

## CONCLUSIONS

This study shows that Brand Image does not have a significant effect on Buying Interest individually. Although Brand Image is an important element in building a company's image, the results of the study indicate that this variable does not directly affect consumer purchasing decisions on TikTok. On the other hand, Buzzer Messages are proven to have a significant effect on Buying Interest. This shows that marketing through buzzers is effective in attracting consumer attention and buying interest. In this context, companies need to make more use of marketing strategies that involve buzzers to increase buying interest on social media platforms such as TikTok.

### Suggestion

1. **Diversification of Marketing Strategy:** Companies should not only rely on Brand Image in marketing efforts. Expanding strategies that incorporate creative and interesting Buzzer Messages will be more effective in attracting consumer interest.
2. **Improving Cooperation with Buzzers:** Choosing the right buzzer that is relevant to the company's target audience can increase the effectiveness of the marketing campaign. This collaboration should focus on delivering authentic and engaging messages.
3. **Engaging Content Development:** Companies should invest in creating innovative and engaging content to increase engagement with audiences on TikTok. Entertaining and informative content can increase consumers' desire to buy.
4. **Deeper Research:** Conducting further research on consumer behavior and their preferences on the TikTok platform will help companies better understand the factors that can influence buying interest.

## LIMITATION & FURTHER RESEARCH

This study has several limitations that need to be considered:

1. **Time and Space Limitations:** This research was conducted over a period of time and only on one social media platform, namely TikTok. The results may not be generalizable to other platforms or different marketing contexts.
2. **Sample Size:** The sample size used in this study was 97 respondents. Although sufficient for statistical analysis, this number may not reflect

the entire population of TikTok users, so the results need to be evaluated with caution.

3. **Limited Focus on Variables:** This study only focuses on two variables, namely Brand Image and Buzzer Messages, without considering other factors that may also influence Buying Interest, such as price, product quality, or recommendations from friends.

For further research, it is recommended that:

1. **Increasing Sample Size:** Research with a larger and more diverse sample size can provide more representative and valid results regarding the influence of the variables studied.
2. **Adding Variables:** Consider examining other variables that may influence Buying Interest, such as price factors, product quality, or consumer trust in the brand.
3. **Applying Quantitative and Qualitative Methods:** Combining quantitative and qualitative methods in further research can provide deeper insights into how consumers interact with Brand Image and Buzzer Messages on social media platforms.
4. **Reviewing Other Platforms:** Conduct research on other social media platforms to understand whether the same results apply in different contexts, as well as identify the most effective marketing strategies for each platform.

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**Appendix 1.***Validity and reliability test 1st-order*

Variable	Dimension	Item	Loading Factor	AVE	CR		
Consumer ethnocentrism	Pro-social motivation	X1.1	0.787	0.80	0.881		
		X1.2	0.810				
		X1.3	0.842				
		X1.4	0.784				
	Cognitive distortion	X2.1	0.823			0.85	0.890
		X2.2	0.886			4	
		X2.3	0.852				
	Threat perceptions	X3.1	0.856	0.87	0.906		
		X3.2	0.867	3			
		X3.3	0.896				
	Social demonstrability of benefits	X4.1	0.827	0.85	0.886		
		X4.2	0.856	0			
		X4.3	0.866				
	Perceived quality		Z1.1	0.809	0.62	0.915	
Z1.2			0.726	5			
Z1.3			0.807				
Z2.1			0.790				
Z2.2			0.828				
Z2.3			0.831				
Z3.1			0.821				
Z3.2			0.699				
Z3.3			0.823				
Z3.4			0.758				
Purchase intention				Y1.1	0.722	0.51	0.943
				Y1.2	0.741	5	
				Y2.1	0.720		
				Y2.2	0.680		
	Y3.1	0.742					
	Y3.2	0.752					
	Y4.1	0.744					
	Y4.2	0.631					

Source: Author work

**Appendix 2.***Multicollinearity*

Variables	Tolerance	VIF	Criteria
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X1	.955	1,047	There is no multicollinearity
X2	.955	1,047	There is no multicollinearity

Source: Author work

**Appendix 3.**

*Multiple regression*

<b>Coefficients a</b>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-	5.228		-	.107		
	X1	.098	.176	.057	1.628	.580	.955	1,047
	X2	.303	.136	.229	2.224	.029	.955	1,047

a. Dependent Variable: Unstandardized Residual

Source: Author work

**Appendix 4.**

*R2 coefficient*

<b>Model Summary b</b>			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.224a	.050	.030	1,840
a. Predictors: (Constant), X2, X1			
b. Dependent Variable: Y			

Source: Author work

**Appendix 5.**

*F-test*

<b>ANOVA</b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16,780	2	8,390	2.477	.090b

Residual	318,457	94	3.388		
Total	335,237	96			
a. Dependent Variable: Y					
b. Predictors: (Constant), X2, X1					

Source: Author work

**Appendix 6.**

*T-test*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-8,508	5.22		-1.628	.107		
	X1	.098	.176	.057	.556	.580	.955	1,047
	X2	.303	.136	.229	2.224	.029	.955	1,047

a. Dependent Variable: Unstandardized Residual

Source: Author work