



## Lampiran 1. Hasil Uji Validitas

### 1. Variabel *Electronic Word of Mouth* (e-WOM) (X<sub>1</sub>)

|        |                     | Correlations |        |        |        |        |        |        |
|--------|---------------------|--------------|--------|--------|--------|--------|--------|--------|
|        |                     | X1.1         | X1.2   | X1.3   | X1.4   | X1.5   | X1.6   | JUMLAH |
| X1.1   | Pearson Correlation | 1            | .235** | .375** | .198*  | .459** | .288** | .714** |
|        | Sig. (2-tailed)     |              | .004   | .000   | .015   | .000   | .000   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    |
| X1.2   | Pearson Correlation | .235**       | 1      | .026   | .331** | .177*  | .333** | .578** |
|        | Sig. (2-tailed)     | .004         |        | .751   | .000   | .031   | .000   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    |
| X1.3   | Pearson Correlation | .375**       | .026   | 1      | -.009  | .339** | .183*  | .531** |
|        | Sig. (2-tailed)     | .000         | .751   |        | .914   | .000   | .025   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    |
| X1.4   | Pearson Correlation | .198*        | .331** | -.009  | 1      | .150   | .279** | .532** |
|        | Sig. (2-tailed)     | .015         | .000   | .914   |        | .068   | .001   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    |
| X1.5   | Pearson Correlation | .459**       | .177*  | .339** | .150   | 1      | .165*  | .639** |
|        | Sig. (2-tailed)     | .000         | .031   | .000   | .068   |        | .043   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    |
| X1.6   | Pearson Correlation | .288**       | .333** | .183*  | .279** | .165*  | 1      | .619** |
|        | Sig. (2-tailed)     | .000         | .000   | .025   | .001   | .043   |        | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    |
| JUMLAH | Pearson Correlation | .714**       | .578** | .531** | .532** | .639** | .619** | 1      |
|        | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   |        |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    |

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

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

### 2. Variabel *Social Media Marketing* (X<sub>2</sub>)

|        |                     | Correlations |        |        |        |        |        |        |        |        |        |
|--------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|        |                     | X2.1         | X2.2   | X2.3   | X2.4   | X2.5   | X2.6   | X2.7   | X2.8   | X2.9   | JMLHX2 |
| X2.1   | Pearson Correlation | 1            | .230** | .280** | .342** | .481** | .374** | .449** | .257** | .480** | .709** |
|        | Sig. (2-tailed)     |              | .005   | .001   | .000   | .000   | .000   | .000   | .002   | .000   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    |
| X2.2   | Pearson Correlation | .230**       | 1      | .230** | .293** | .266** | .346** | .268** | .420** | .260** | .569** |
|        | Sig. (2-tailed)     | .005         |        | .005   | .000   | .001   | .000   | .001   | .000   | .001   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    |
| X2.3   | Pearson Correlation | .280**       | .230** | 1      | .054   | .419** | .292** | .370** | .199*  | .432** | .567** |
|        | Sig. (2-tailed)     | .001         | .005   |        | .513   | .000   | .000   | .000   | .014   | .000   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    |
| X2.4   | Pearson Correlation | .342**       | .293** | .054   | 1      | .394** | .269** | .403** | .374** | .085   | .583** |
|        | Sig. (2-tailed)     | .000         | .000   | .513   |        | .000   | .001   | .000   | .000   | .299   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    |
| X2.5   | Pearson Correlation | .481**       | .266** | .419** | .394** | 1      | .307** | .431** | .144   | .406** | .688** |
|        | Sig. (2-tailed)     | .000         | .001   | .000   | .000   |        | .000   | .000   | .078   | .000   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    |
| X2.6   | Pearson Correlation | .374**       | .346** | .292** | .269** | .307** | 1      | .164*  | .386** | .402** | .625** |
|        | Sig. (2-tailed)     | .000         | .000   | .000   | .001   | .000   |        | .045   | .000   | .000   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    |
| X2.7   | Pearson Correlation | .449**       | .268** | .370** | .403** | .431** | .164*  | 1      | .238** | .364** | .655** |
|        | Sig. (2-tailed)     | .000         | .001   | .000   | .000   | .000   | .045   |        | .003   | .000   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    |
| X2.8   | Pearson Correlation | .257**       | .420** | .199*  | .374** | .144   | .386** | .238** | 1      | .240** | .569** |
|        | Sig. (2-tailed)     | .002         | .000   | .014   | .000   | .078   | .000   | .003   |        | .003   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    |
| X2.9   | Pearson Correlation | .480**       | .260** | .432** | .085   | .406** | .402** | .364** | .240** | 1      | .659** |
|        | Sig. (2-tailed)     | .000         | .001   | .000   | .299   | .000   | .000   | .000   | .003   |        | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    |
| JMLHX2 | Pearson Correlation | .709**       | .569** | .567** | .583** | .688** | .625** | .655** | .569** | .659** | 1      |
|        | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    | 150    |

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

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

### 3. Variabel *Brand Awareness* (X<sub>3</sub>)

|        |                     | Correlations |        |        |        |        |        |        |
|--------|---------------------|--------------|--------|--------|--------|--------|--------|--------|
|        |                     | X3.1         | X3.2   | X3.3   | X3.4   | X3.5   | X3.6   | JMLHX3 |
| X3.1   | Pearson Correlation | 1            | .244** | .547** | .507** | .539** | .560** | .795** |
|        | Sig. (2-tailed)     |              | .003   | .000   | .000   | .000   | .000   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    |
| X3.2   | Pearson Correlation | .244**       | 1      | .293** | .290** | .240** | .270** | .498** |
|        | Sig. (2-tailed)     | .003         |        | .000   | .000   | .003   | .001   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    |
| X3.3   | Pearson Correlation | .547**       | .293** | 1      | .398** | .375** | .479** | .708** |
|        | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000   | .000   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    |
| X3.4   | Pearson Correlation | .507**       | .290** | .398** | 1      | .461** | .434** | .716** |
|        | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000   | .000   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    |
| X3.5   | Pearson Correlation | .539**       | .240** | .375** | .461** | 1      | .703** | .787** |
|        | Sig. (2-tailed)     | .000         | .003   | .000   | .000   |        | .000   | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    |
| X3.6   | Pearson Correlation | .560**       | .270** | .479** | .434** | .703** | 1      | .813** |
|        | Sig. (2-tailed)     | .000         | .001   | .000   | .000   | .000   |        | .000   |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    |
| JMLHX3 | Pearson Correlation | .795**       | .498** | .708** | .716** | .787** | .813** | 1      |
|        | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   |        |
|        | N                   | 150          | 150    | 150    | 150    | 150    | 150    | 150    |

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

### 4. Variabel Loyalitas Pelanggan (Y)

|      |                     | Correlations |        |        |        |        |
|------|---------------------|--------------|--------|--------|--------|--------|
|      |                     | Y1.1         | Y1.2   | Y1.3   | Y1.4   | JMLY   |
| Y1.1 | Pearson Correlation | 1            | .390** | .571** | .377** | .832** |
|      | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000   |
|      | N                   | 150          | 150    | 150    | 150    | 150    |
| Y1.2 | Pearson Correlation | .390**       | 1      | .371** | .398** | .703** |
|      | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000   |
|      | N                   | 150          | 150    | 150    | 150    | 150    |
| Y1.3 | Pearson Correlation | .571**       | .371** | 1      | .188*  | .751** |
|      | Sig. (2-tailed)     | .000         | .000   |        | .021   | .000   |
|      | N                   | 150          | 150    | 150    | 150    | 150    |
| Y1.4 | Pearson Correlation | .377**       | .398** | .188*  | 1      | .638** |
|      | Sig. (2-tailed)     | .000         | .000   | .021   |        | .000   |
|      | N                   | 150          | 150    | 150    | 150    | 150    |
| JMLY | Pearson Correlation | .832**       | .703** | .751** | .638** | 1      |
|      | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |        |
|      | N                   | 150          | 150    | 150    | 150    | 150    |

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

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

| df = (N-2) | Tingkat signifikansi untuk uji satu arah |        |        |        |        |
|------------|------------------------------------------|--------|--------|--------|--------|
|            | 0.05                                     | 0.025  | 0.01   | 0.005  | 0.0005 |
|            | Tingkat signifikansi untuk uji dua arah  |        |        |        |        |
|            | 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 |
| 31         | 0.2913                                   | 0.3440 | 0.4032 | 0.4421 | 0.5465 |
| 32         | 0.2869                                   | 0.3388 | 0.3972 | 0.4357 | 0.5392 |
| 33         | 0.2826                                   | 0.3338 | 0.3916 | 0.4296 | 0.5322 |
| 34         | 0.2785                                   | 0.3291 | 0.3862 | 0.4238 | 0.5254 |
| 35         | 0.2746                                   | 0.3246 | 0.3810 | 0.4182 | 0.5189 |
| 36         | 0.2709                                   | 0.3202 | 0.3760 | 0.4128 | 0.5126 |
| 37         | 0.2673                                   | 0.3160 | 0.3712 | 0.4076 | 0.5066 |
| 38         | 0.2638                                   | 0.3120 | 0.3665 | 0.4026 | 0.5007 |
| 39         | 0.2605                                   | 0.3081 | 0.3621 | 0.3978 | 0.4950 |
| 40         | 0.2573                                   | 0.3044 | 0.3578 | 0.3932 | 0.4896 |
| 41         | 0.2542                                   | 0.3008 | 0.3536 | 0.3887 | 0.4843 |
| 42         | 0.2512                                   | 0.2973 | 0.3496 | 0.3843 | 0.4791 |
| 43         | 0.2483                                   | 0.2940 | 0.3457 | 0.3801 | 0.4742 |
| 44         | 0.2455                                   | 0.2907 | 0.3420 | 0.3761 | 0.4694 |
| 45         | 0.2429                                   | 0.2876 | 0.3384 | 0.3721 | 0.4647 |
| 46         | 0.2403                                   | 0.2845 | 0.3348 | 0.3683 | 0.4601 |
| 47         | 0.2377                                   | 0.2816 | 0.3314 | 0.3646 | 0.4557 |
| 48         | 0.2353                                   | 0.2787 | 0.3281 | 0.3610 | 0.4514 |
| 49         | 0.2329                                   | 0.2759 | 0.3249 | 0.3575 | 0.4473 |
| 50         | 0.2306                                   | 0.2732 | 0.3218 | 0.3542 | 0.4432 |

| df = (N-2) | Tingkat signifikansi untuk uji satu arah |        |        |        |        |
|------------|------------------------------------------|--------|--------|--------|--------|
|            | 0.05                                     | 0.025  | 0.01   | 0.005  | 0.0005 |
|            | Tingkat signifikansi untuk uji dua arah  |        |        |        |        |
|            | 0.1                                      | 0.05   | 0.02   | 0.01   | 0.001  |
| 51         | 0.2284                                   | 0.2706 | 0.3188 | 0.3509 | 0.4393 |
| 52         | 0.2262                                   | 0.2681 | 0.3158 | 0.3477 | 0.4354 |
| 53         | 0.2241                                   | 0.2656 | 0.3129 | 0.3445 | 0.4317 |
| 54         | 0.2221                                   | 0.2632 | 0.3102 | 0.3415 | 0.4280 |
| 55         | 0.2201                                   | 0.2609 | 0.3074 | 0.3385 | 0.4244 |
| 56         | 0.2181                                   | 0.2586 | 0.3048 | 0.3357 | 0.4210 |
| 57         | 0.2162                                   | 0.2564 | 0.3022 | 0.3328 | 0.4176 |
| 58         | 0.2144                                   | 0.2542 | 0.2997 | 0.3301 | 0.4143 |
| 59         | 0.2126                                   | 0.2521 | 0.2972 | 0.3274 | 0.4110 |
| 60         | 0.2108                                   | 0.2500 | 0.2948 | 0.3248 | 0.4079 |
| 61         | 0.2091                                   | 0.2480 | 0.2925 | 0.3223 | 0.4048 |
| 62         | 0.2075                                   | 0.2461 | 0.2902 | 0.3198 | 0.4018 |
| 63         | 0.2058                                   | 0.2441 | 0.2880 | 0.3173 | 0.3988 |
| 64         | 0.2042                                   | 0.2423 | 0.2858 | 0.3150 | 0.3959 |
| 65         | 0.2027                                   | 0.2404 | 0.2837 | 0.3126 | 0.3931 |
| 66         | 0.2012                                   | 0.2387 | 0.2816 | 0.3104 | 0.3903 |
| 67         | 0.1997                                   | 0.2369 | 0.2796 | 0.3081 | 0.3876 |
| 68         | 0.1982                                   | 0.2352 | 0.2776 | 0.3060 | 0.3850 |
| 69         | 0.1968                                   | 0.2335 | 0.2756 | 0.3038 | 0.3823 |
| 70         | 0.1954                                   | 0.2319 | 0.2737 | 0.3017 | 0.3798 |
| 71         | 0.1940                                   | 0.2303 | 0.2718 | 0.2997 | 0.3773 |
| 72         | 0.1927                                   | 0.2287 | 0.2700 | 0.2977 | 0.3748 |
| 73         | 0.1914                                   | 0.2272 | 0.2682 | 0.2957 | 0.3724 |
| 74         | 0.1901                                   | 0.2257 | 0.2664 | 0.2938 | 0.3701 |
| 75         | 0.1888                                   | 0.2242 | 0.2647 | 0.2919 | 0.3678 |
| 76         | 0.1876                                   | 0.2227 | 0.2630 | 0.2900 | 0.3655 |
| 77         | 0.1864                                   | 0.2213 | 0.2613 | 0.2882 | 0.3633 |
| 78         | 0.1852                                   | 0.2199 | 0.2597 | 0.2864 | 0.3611 |
| 79         | 0.1841                                   | 0.2185 | 0.2581 | 0.2847 | 0.3589 |
| 80         | 0.1829                                   | 0.2172 | 0.2565 | 0.2830 | 0.3568 |
| 81         | 0.1818                                   | 0.2159 | 0.2550 | 0.2813 | 0.3547 |
| 82         | 0.1807                                   | 0.2146 | 0.2535 | 0.2796 | 0.3527 |
| 83         | 0.1796                                   | 0.2133 | 0.2520 | 0.2780 | 0.3507 |
| 84         | 0.1786                                   | 0.2120 | 0.2505 | 0.2764 | 0.3487 |
| 85         | 0.1775                                   | 0.2108 | 0.2491 | 0.2748 | 0.3468 |
| 86         | 0.1765                                   | 0.2096 | 0.2477 | 0.2732 | 0.3449 |
| 87         | 0.1755                                   | 0.2084 | 0.2463 | 0.2717 | 0.3430 |
| 88         | 0.1745                                   | 0.2072 | 0.2449 | 0.2702 | 0.3412 |
| 89         | 0.1735                                   | 0.2061 | 0.2435 | 0.2687 | 0.3393 |
| 90         | 0.1726                                   | 0.2050 | 0.2422 | 0.2673 | 0.3375 |
| 91         | 0.1716                                   | 0.2039 | 0.2409 | 0.2659 | 0.3358 |
| 92         | 0.1707                                   | 0.2028 | 0.2396 | 0.2645 | 0.3341 |
| 93         | 0.1698                                   | 0.2017 | 0.2384 | 0.2631 | 0.3323 |
| 94         | 0.1689                                   | 0.2006 | 0.2371 | 0.2617 | 0.3307 |
| 95         | 0.1680                                   | 0.1996 | 0.2359 | 0.2604 | 0.3290 |
| 96         | 0.1671                                   | 0.1986 | 0.2347 | 0.2591 | 0.3274 |
| 97         | 0.1663                                   | 0.1975 | 0.2335 | 0.2578 | 0.3258 |
| 98         | 0.1654                                   | 0.1966 | 0.2324 | 0.2565 | 0.3242 |
| 99         | 0.1646                                   | 0.1956 | 0.2312 | 0.2552 | 0.3226 |
| 100        | 0.1638                                   | 0.1946 | 0.2301 | 0.2540 | 0.3211 |

| df = (N-2) | Tingkat signifikansi untuk uji satu arah |        |        |        |        |
|------------|------------------------------------------|--------|--------|--------|--------|
|            | 0.05                                     | 0.025  | 0.01   | 0.005  | 0.0005 |
|            | Tingkat signifikansi untuk uji dua arah  |        |        |        |        |
|            | 0.1                                      | 0.05   | 0.02   | 0.01   | 0.001  |
| 101        | 0.1630                                   | 0.1937 | 0.2290 | 0.2528 | 0.3196 |
| 102        | 0.1622                                   | 0.1927 | 0.2279 | 0.2515 | 0.3181 |
| 103        | 0.1614                                   | 0.1918 | 0.2268 | 0.2504 | 0.3166 |
| 104        | 0.1606                                   | 0.1909 | 0.2257 | 0.2492 | 0.3152 |
| 105        | 0.1599                                   | 0.1900 | 0.2247 | 0.2480 | 0.3137 |
| 106        | 0.1591                                   | 0.1891 | 0.2236 | 0.2469 | 0.3123 |
| 107        | 0.1584                                   | 0.1882 | 0.2226 | 0.2458 | 0.3109 |
| 108        | 0.1576                                   | 0.1874 | 0.2216 | 0.2446 | 0.3095 |
| 109        | 0.1569                                   | 0.1865 | 0.2206 | 0.2436 | 0.3082 |
| 110        | 0.1562                                   | 0.1857 | 0.2196 | 0.2425 | 0.3068 |
| 111        | 0.1555                                   | 0.1848 | 0.2186 | 0.2414 | 0.3055 |
| 112        | 0.1548                                   | 0.1840 | 0.2177 | 0.2403 | 0.3042 |
| 113        | 0.1541                                   | 0.1832 | 0.2167 | 0.2393 | 0.3029 |
| 114        | 0.1535                                   | 0.1824 | 0.2158 | 0.2383 | 0.3016 |
| 115        | 0.1528                                   | 0.1816 | 0.2149 | 0.2373 | 0.3004 |
| 116        | 0.1522                                   | 0.1809 | 0.2139 | 0.2363 | 0.2991 |
| 117        | 0.1515                                   | 0.1801 | 0.2131 | 0.2353 | 0.2979 |
| 118        | 0.1509                                   | 0.1793 | 0.2122 | 0.2343 | 0.2967 |
| 119        | 0.1502                                   | 0.1786 | 0.2113 | 0.2333 | 0.2955 |
| 120        | 0.1496                                   | 0.1779 | 0.2104 | 0.2324 | 0.2943 |
| 121        | 0.1490                                   | 0.1771 | 0.2096 | 0.2315 | 0.2931 |
| 122        | 0.1484                                   | 0.1764 | 0.2087 | 0.2305 | 0.2920 |
| 123        | 0.1478                                   | 0.1757 | 0.2079 | 0.2296 | 0.2908 |
| 124        | 0.1472                                   | 0.1750 | 0.2071 | 0.2287 | 0.2897 |
| 125        | 0.1466                                   | 0.1743 | 0.2062 | 0.2278 | 0.2886 |
| 126        | 0.1460                                   | 0.1736 | 0.2054 | 0.2269 | 0.2875 |
| 127        | 0.1455                                   | 0.1729 | 0.2046 | 0.2260 | 0.2864 |
| 128        | 0.1449                                   | 0.1723 | 0.2039 | 0.2252 | 0.2853 |
| 129        | 0.1443                                   | 0.1716 | 0.2031 | 0.2243 | 0.2843 |
| 130        | 0.1438                                   | 0.1710 | 0.2023 | 0.2235 | 0.2832 |
| 131        | 0.1432                                   | 0.1703 | 0.2015 | 0.2226 | 0.2822 |
| 132        | 0.1427                                   | 0.1697 | 0.2008 | 0.2218 | 0.2811 |
| 133        | 0.1422                                   | 0.1690 | 0.2001 | 0.2210 | 0.2801 |
| 134        | 0.1416                                   | 0.1684 | 0.1993 | 0.2202 | 0.2791 |
| 135        | 0.1411                                   | 0.1678 | 0.1986 | 0.2194 | 0.2781 |
| 136        | 0.1406                                   | 0.1672 | 0.1979 | 0.2186 | 0.2771 |
| 137        | 0.1401                                   | 0.1666 | 0.1972 | 0.2178 | 0.2761 |
| 138        | 0.1396                                   | 0.1660 | 0.1965 | 0.2170 | 0.2752 |
| 139        | 0.1391                                   | 0.1654 | 0.1958 | 0.2163 | 0.2742 |
| 140        | 0.1386                                   | 0.1648 | 0.1951 | 0.2155 | 0.2733 |
| 141        | 0.1381                                   | 0.1642 | 0.1944 | 0.2148 | 0.2723 |
| 142        | 0.1376                                   | 0.1637 | 0.1937 | 0.2140 | 0.2714 |
| 143        | 0.1371                                   | 0.1631 | 0.1930 | 0.2133 | 0.2705 |
| 144        | 0.1367                                   | 0.1625 | 0.1924 | 0.2126 | 0.2696 |
| 145        | 0.1362                                   | 0.1620 | 0.1917 | 0.2118 | 0.2687 |
| 146        | 0.1357                                   | 0.1614 | 0.1911 | 0.2111 | 0.2678 |
| 147        | 0.1353                                   | 0.1609 | 0.1904 | 0.2104 | 0.2669 |
| 148        | 0.1348                                   | 0.1603 | 0.1898 | 0.2097 | 0.2660 |
| 149        | 0.1344                                   | 0.1598 | 0.1892 | 0.2090 | 0.2652 |
| 150        | 0.1339                                   | 0.1593 | 0.1886 | 0.2083 | 0.2643 |

## Lampiran 2. Hasil Uji Reliabilitas

### 1. Variabel *Electronic Word of Mouth* (e-WOM) ( $X_1$ )

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .650             | 6          |

### 2. Variabel *Social Media Marketing* ( $X_2$ )

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .805             | 9          |

### 3. Variabel *Brand Awareness* ( $X_3$ )

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .821             | 6          |

### 4. Variabel Loyalitas Pelanggan (Y)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .713             | 4          |

### Lampiran 3. Hasil Uji Asumsi Klasik

#### 1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

|                                  |                         | Unstandardized Residual |
|----------------------------------|-------------------------|-------------------------|
| N                                |                         | 150                     |
| Normal Parameters <sup>a,b</sup> | Mean                    | .0000000                |
|                                  | Std. Deviation          | .27867933               |
| Most Extreme Differences         | Absolute                | .099                    |
|                                  | Positive                | .077                    |
|                                  | Negative                | -.099                   |
| Test Statistic                   |                         | .099                    |
| Asymp. Sig. (2-tailed)           |                         | .001 <sup>c</sup>       |
| Monte Carlo Sig. (2-tailed)      | Sig.                    | .097 <sup>d</sup>       |
|                                  | 99% Confidence Interval | Lower Bound             |
|                                  |                         | Upper Bound             |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

#### 2. Uji Multikolinearitas

| Coefficients <sup>a</sup> |            |                             |            |                           |       |                         |               |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|-------------------------|---------------|
|                           |            | Unstandardized Coefficients |            | Standardized Coefficients |       | Collinearity Statistics |               |
| Model                     |            | B                           | Std. Error | Beta                      | t     | Sig.                    | Tolerance VIF |
| 1                         | (Constant) | -.139                       | 1.148      |                           | -.122 | .903                    |               |
|                           | jumlahx1   | .206                        | .089       | .212                      | 2.307 | .022                    | .228 4.377    |
|                           | jumlahx2   | .022                        | .062       | .036                      | .347  | .729                    | .181 5.540    |
|                           | jumlahx3   | .424                        | .043       | .661                      | 9.969 | .000                    | .438 2.282    |

a. Dependent Variable: jumlahy

#### 3. Uji Heteroskedastisitas

| Coefficients <sup>a</sup> |            |                             |            |                           |        |      |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|------|
|                           |            | Unstandardized Coefficients |            | Standardized Coefficients |        |      |
| Model                     |            | B                           | Std. Error | Beta                      | t      | Sig. |
| 1                         | (Constant) | 5.998                       | 2.318      |                           | 2.587  | .011 |
|                           | JUMLAHX1   | .080                        | .181       | .073                      | .444   | .657 |
|                           | JUMLAHX2   | -.231                       | .126       | -.340                     | -1.835 | .069 |
|                           | JUMLAHX3   | -.030                       | .086       | -.041                     | -.344  | .731 |

a. Dependent Variable: LN\_RS

## Lampiran 4. Uji Hipotesis

### 1. Uji Analisis Regresi Linier Berganda

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

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | -.139                       | 1.148      |                           | -.122 | .903 |
|       | jumlahx1   | .206                        | .089       | .212                      | 2.307 | .022 |
|       | jumlahx2   | .022                        | .062       | .036                      | .347  | .729 |
|       | jumlahx3   | .424                        | .043       | .661                      | 9.969 | .000 |

a. Dependent Variable: jumlahy

### 2. Uji Parsial (Uji t)

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

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | -.139                       | 1.148      |                           | -.122 | .903 |
|       | jumlahx1   | .206                        | .089       | .212                      | 2.307 | .022 |
|       | jumlahx2   | .022                        | .062       | .036                      | .347  | .729 |
|       | jumlahx3   | .424                        | .043       | .661                      | 9.969 | .000 |

a. Dependent Variable: jumlahy

### 3. Uji Simultan (Uji F)

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

| Model |            | Sum of Squares | df  | Mean Square | F       | Sig.              |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1     | Regression | 522.314        | 3   | 174.105     | 124.385 | .000 <sup>b</sup> |
|       | Residual   | 204.359        | 146 | 1.400       |         |                   |
|       | Total      | 726.673        | 149 |             |         |                   |

a. Dependent Variable: jumlahy

b. Predictors: (Constant), jumlahx3, jumlahx1, jumlahx2

### 4. Uji Koefisien Determinasi ( $R^2$ )

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .848 <sup>a</sup> | .719     | .713              | 1.18310                    |

a. Predictors: (Constant), jumlahx3, jumlahx1, jumlahx2

## Lampiran 5. Tabulasi Data Penelitian

### 1. *Electronic Word of Mouth*

| <i>Electronic Word of Mouth (e-WOM)</i> |      |      |      |      |      |      |       |
|-----------------------------------------|------|------|------|------|------|------|-------|
|                                         | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | Total |
| 1                                       | 4    | 5    | 4    | 5    | 5    | 5    | 28    |
| 2                                       | 4    | 4    | 5    | 5    | 4    | 5    | 27    |
| 3                                       | 5    | 5    | 5    | 5    | 5    | 5    | 30    |
| 4                                       | 4    | 3    | 4    | 5    | 4    | 5    | 25    |
| 5                                       | 4    | 4    | 5    | 4    | 5    | 5    | 27    |
| 6                                       | 4    | 4    | 4    | 4    | 4    | 4    | 24    |
| 7                                       | 4    | 5    | 5    | 4    | 4    | 4    | 26    |
| 8                                       | 5    | 4    | 5    | 5    | 5    | 5    | 29    |
| 9                                       | 5    | 5    | 5    | 4    | 4    | 4    | 27    |
| 10                                      | 5    | 4    | 5    | 4    | 4    | 4    | 26    |
| 11                                      | 4    | 4    | 4    | 4    | 4    | 4    | 24    |
| 12                                      | 4    | 3    | 4    | 4    | 4    | 4    | 23    |
| 13                                      | 4    | 4    | 5    | 5    | 4    | 4    | 26    |
| 14                                      | 5    | 5    | 4    | 5    | 4    | 5    | 28    |
| 15                                      | 4    | 4    | 5    | 5    | 5    | 5    | 28    |
| 16                                      | 5    | 4    | 5    | 5    | 5    | 5    | 29    |
| 17                                      | 5    | 5    | 4    | 5    | 4    | 5    | 28    |
| 18                                      | 4    | 4    | 5    | 5    | 4    | 4    | 26    |
| 19                                      | 4    | 5    | 4    | 5    | 5    | 5    | 28    |
| 20                                      | 4    | 4    | 4    | 5    | 4    | 5    | 26    |
| 21                                      | 4    | 4    | 5    | 5    | 4    | 5    | 27    |
| 22                                      | 5    | 4    | 4    | 4    | 4    | 5    | 26    |
| 23                                      | 4    | 4    | 4    | 5    | 5    | 4    | 26    |
| 24                                      | 5    | 4    | 4    | 4    | 5    | 4    | 26    |
| 25                                      | 4    | 5    | 4    | 5    | 5    | 5    | 28    |
| 26                                      | 4    | 4    | 4    | 4    | 5    | 3    | 24    |
| 27                                      | 4    | 4    | 4    | 4    | 4    | 4    | 24    |
| 28                                      | 4    | 4    | 4    | 4    | 4    | 4    | 24    |
| 29                                      | 4    | 4    | 4    | 4    | 4    | 4    | 24    |
| 30                                      | 4    | 5    | 4    | 5    | 4    | 5    | 27    |
| 31                                      | 4    | 4    | 4    | 4    | 4    | 4    | 24    |
| 32                                      | 5    | 5    | 5    | 5    | 5    | 5    | 30    |
| 33                                      | 4    | 5    | 5    | 4    | 3    | 4    | 25    |
| 34                                      | 4    | 5    | 4    | 5    | 4    | 5    | 27    |

|    |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|----|
| 35 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 36 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 37 | 5 | 4 | 4 | 5 | 4 | 5 | 27 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 39 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 42 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 44 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 45 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 46 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 47 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 50 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 51 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 52 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 53 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 54 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 55 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 56 | 3 | 3 | 4 | 4 | 3 | 2 | 19 |
| 57 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 58 | 1 | 4 | 2 | 5 | 1 | 4 | 17 |
| 59 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 60 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 61 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 62 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 63 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 64 | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 66 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 67 | 4 | 5 | 4 | 5 | 3 | 5 | 26 |
| 68 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 69 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 70 | 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 71 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 72 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 73 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |

|     |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|----|
| 74  | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 75  | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 76  | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 77  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 78  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 79  | 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| 80  | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 81  | 2 | 4 | 5 | 2 | 4 | 5 | 22 |
| 82  | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 83  | 4 | 3 | 4 | 4 | 5 | 4 | 24 |
| 84  | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 85  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 86  | 2 | 4 | 5 | 5 | 4 | 2 | 22 |
| 87  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 88  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 89  | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 90  | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 91  | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 92  | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 93  | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 94  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 95  | 4 | 4 | 2 | 4 | 4 | 4 | 22 |
| 96  | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 97  | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 98  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 99  | 2 | 4 | 5 | 2 | 4 | 5 | 22 |
| 100 | 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 101 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 102 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 103 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 104 | 4 | 2 | 4 | 4 | 2 | 5 | 21 |
| 105 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 106 | 4 | 4 | 2 | 4 | 4 | 4 | 22 |
| 107 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 108 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 109 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 110 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 111 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 112 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

|     |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|----|
| 113 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 114 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 115 | 4 | 4 | 5 | 2 | 4 | 5 | 24 |
| 116 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 117 | 4 | 5 | 3 | 4 | 4 | 5 | 25 |
| 118 | 4 | 3 | 4 | 5 | 5 | 5 | 26 |
| 119 | 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| 120 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 121 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 122 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 123 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 124 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 125 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 126 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 127 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 128 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 129 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 130 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 131 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 132 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 133 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 134 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 135 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 136 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 137 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 138 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 139 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 140 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 141 | 4 | 3 | 5 | 4 | 5 | 5 | 26 |
| 142 | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 143 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 144 | 4 | 2 | 5 | 4 | 4 | 2 | 21 |
| 145 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 146 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 147 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 148 | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 149 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 150 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |



|    |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|----|
| 39 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 41 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 40 |
| 42 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 41 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 44 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 40 |
| 45 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 41 |
| 46 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 40 |
| 47 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 50 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 51 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 41 |
| 52 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 40 |
| 53 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 39 |
| 54 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 55 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 40 |
| 56 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 3 | 31 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 37 |
| 58 | 2 | 4 | 1 | 5 | 2 | 4 | 2 | 5 | 1 | 26 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 37 |
| 60 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 39 |
| 61 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 40 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 63 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 40 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 66 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 42 |
| 67 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 4 | 36 |
| 68 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 40 |
| 69 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 70 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 42 |
| 71 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 72 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 41 |
| 73 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 41 |
| 74 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 39 |
| 75 | 5 | 2 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 41 |
| 76 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 42 |
| 77 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 78 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 79 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 35 |

|     |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|----|
| 80  | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 38 |
| 81  | 2 | 4 | 5 | 2 | 4 | 5 | 2 | 4 | 5 | 33 |
| 82  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 37 |
| 83  | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 33 |
| 84  | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 42 |
| 85  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 86  | 2 | 4 | 5 | 5 | 4 | 2 | 4 | 5 | 2 | 33 |
| 87  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 88  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 89  | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 40 |
| 90  | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 39 |
| 91  | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 40 |
| 92  | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 43 |
| 93  | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 41 |
| 94  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 95  | 3 | 5 | 4 | 4 | 2 | 5 | 5 | 5 | 5 | 38 |
| 96  | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 40 |
| 97  | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 2 | 40 |
| 98  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 99  | 2 | 4 | 5 | 2 | 4 | 5 | 2 | 4 | 5 | 33 |
| 100 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 39 |
| 101 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 41 |
| 102 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 37 |
| 103 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 39 |
| 104 | 2 | 2 | 4 | 4 | 4 | 2 | 4 | 2 | 2 | 26 |
| 105 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 40 |
| 106 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 4 | 32 |
| 107 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 41 |
| 108 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 109 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 41 |
| 110 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 40 |
| 111 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 112 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 38 |
| 113 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 114 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 115 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 5 | 35 |
| 116 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 35 |
| 117 | 5 | 4 | 5 | 2 | 4 | 5 | 4 | 3 | 4 | 36 |
| 118 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 119 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 42 |
| 120 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 41 |

|     |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|----|
| 121 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 31 |
| 122 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 40 |
| 123 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 42 |
| 124 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 41 |
| 125 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 41 |
| 126 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 41 |
| 127 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 41 |
| 128 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 41 |
| 129 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 41 |
| 130 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 41 |
| 131 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 41 |
| 132 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 40 |
| 133 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 42 |
| 134 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 41 |
| 135 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 42 |
| 136 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 42 |
| 137 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 42 |
| 138 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 41 |
| 139 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 41 |
| 140 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 41 |
| 141 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 40 |
| 142 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 143 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 42 |
| 144 | 2 | 4 | 5 | 2 | 2 | 4 | 5 | 4 | 2 | 30 |
| 145 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 41 |
| 146 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 41 |
| 147 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 42 |
| 148 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 41 |
| 149 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 42 |
| 150 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 42 |

3. *Brand Awareness*

|    | <i>Brand Awareness</i> |      |      |      |      |      | Total |
|----|------------------------|------|------|------|------|------|-------|
|    | X3.1                   | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 |       |
| 1  | 5                      | 4    | 5    | 5    | 4    | 5    | 28    |
| 2  | 4                      | 4    | 5    | 5    | 5    | 5    | 28    |
| 3  | 5                      | 5    | 5    | 5    | 5    | 5    | 30    |
| 4  | 4                      | 4    | 4    | 4    | 4    | 4    | 24    |
| 5  | 4                      | 4    | 4    | 5    | 5    | 4    | 26    |
| 6  | 3                      | 4    | 4    | 4    | 3    | 3    | 21    |
| 7  | 4                      | 5    | 4    | 4    | 4    | 4    | 25    |
| 8  | 3                      | 4    | 4    | 3    | 3    | 3    | 20    |
| 9  | 5                      | 4    | 4    | 4    | 4    | 4    | 25    |
| 10 | 5                      | 5    | 4    | 4    | 5    | 4    | 27    |
| 11 | 4                      | 4    | 4    | 4    | 4    | 4    | 24    |
| 12 | 3                      | 4    | 3    | 4    | 3    | 3    | 20    |
| 13 | 4                      | 5    | 4    | 4    | 4    | 4    | 25    |
| 14 | 5                      | 5    | 4    | 4    | 5    | 4    | 27    |
| 15 | 5                      | 5    | 4    | 5    | 5    | 5    | 29    |
| 16 | 4                      | 5    | 5    | 5    | 4    | 5    | 28    |
| 17 | 5                      | 5    | 5    | 5    | 4    | 5    | 29    |
| 18 | 4                      | 4    | 5    | 5    | 5    | 4    | 27    |
| 19 | 4                      | 5    | 4    | 4    | 4    | 4    | 25    |
| 20 | 4                      | 4    | 4    | 5    | 4    | 4    | 25    |
| 21 | 4                      | 5    | 5    | 5    | 5    | 4    | 28    |
| 22 | 4                      | 5    | 5    | 5    | 4    | 4    | 27    |
| 23 | 4                      | 5    | 4    | 5    | 5    | 4    | 27    |
| 24 | 4                      | 5    | 4    | 4    | 4    | 4    | 25    |
| 25 | 4                      | 5    | 5    | 4    | 5    | 5    | 28    |
| 26 | 3                      | 3    | 4    | 4    | 3    | 2    | 19    |
| 27 | 3                      | 4    | 4    | 4    | 4    | 3    | 22    |
| 28 | 4                      | 4    | 4    | 4    | 4    | 4    | 24    |
| 29 | 4                      | 4    | 4    | 4    | 4    | 4    | 24    |
| 30 | 5                      | 4    | 4    | 4    | 4    | 5    | 26    |
| 31 | 4                      | 4    | 4    | 4    | 4    | 4    | 24    |
| 32 | 5                      | 5    | 5    | 5    | 5    | 5    | 30    |
| 33 | 4                      | 4    | 4    | 4    | 4    | 4    | 24    |
| 34 | 4                      | 5    | 4    | 5    | 4    | 5    | 27    |
| 35 | 4                      | 5    | 4    | 4    | 4    | 4    | 25    |
| 36 | 4                      | 5    | 4    | 5    | 4    | 5    | 27    |

|    |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|----|
| 37 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 39 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 41 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 42 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 44 | 2 | 4 | 5 | 4 | 4 | 2 | 21 |
| 45 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 47 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 50 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 51 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 52 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 53 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 56 | 3 | 1 | 4 | 3 | 1 | 2 | 14 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 58 | 2 | 4 | 1 | 2 | 5 | 4 | 18 |
| 59 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 60 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 61 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 62 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 63 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 64 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 65 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 66 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 68 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 69 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 70 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 71 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 72 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 73 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 74 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 75 | 1 | 5 | 1 | 1 | 1 | 1 | 10 |

|     |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|----|
| 76  | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 77  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 78  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 79  | 4 | 5 | 5 | 4 | 3 | 2 | 23 |
| 80  | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 81  | 2 | 4 | 5 | 2 | 4 | 5 | 22 |
| 82  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 83  | 3 | 3 | 2 | 4 | 2 | 3 | 17 |
| 84  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 85  | 3 | 4 | 4 | 4 | 3 | 3 | 21 |
| 86  | 2 | 4 | 4 | 5 | 5 | 4 | 24 |
| 87  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 88  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 89  | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 90  | 4 | 5 | 5 | 4 | 2 | 2 | 22 |
| 91  | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 92  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 93  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 94  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 95  | 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| 96  | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 97  | 4 | 5 | 5 | 1 | 4 | 4 | 23 |
| 98  | 5 | 5 | 5 | 2 | 2 | 4 | 23 |
| 99  | 2 | 4 | 5 | 2 | 4 | 5 | 22 |
| 100 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 101 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 102 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 103 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 104 | 2 | 4 | 2 | 4 | 2 | 1 | 15 |
| 105 | 4 | 5 | 5 | 5 | 3 | 4 | 26 |
| 106 | 2 | 4 | 4 | 4 | 2 | 2 | 18 |
| 107 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 108 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 109 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 110 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 111 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 112 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 113 | 4 | 4 | 4 | 4 | 2 | 2 | 20 |
| 114 | 3 | 4 | 3 | 4 | 3 | 4 | 21 |

|     |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|----|
| 115 | 4 | 5 | 4 | 4 | 2 | 2 | 21 |
| 116 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 117 | 4 | 5 | 3 | 4 | 5 | 4 | 25 |
| 118 | 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 119 | 3 | 4 | 4 | 4 | 5 | 5 | 25 |
| 120 | 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 121 | 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 122 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 123 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 124 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 125 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 126 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 127 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 128 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 129 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 130 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 131 | 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 132 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 133 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 134 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 135 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 136 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 137 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 138 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 139 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 140 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 141 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 142 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 143 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 144 | 4 | 2 | 2 | 2 | 4 | 4 | 18 |
| 145 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 146 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 147 | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 148 | 5 | 5 | 4 | 5 | 4 | 5 | 28 |
| 149 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 150 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |

## 4. Loyalitas Pelanggan

|    | Loyalitas Pelanggan |      |      |      | Total |
|----|---------------------|------|------|------|-------|
|    | Y1.1                | Y1.2 | Y1.3 | Y1.4 |       |
| 1  | 4                   | 5    | 4    | 5    | 18    |
| 2  | 5                   | 5    | 4    | 4    | 18    |
| 3  | 5                   | 5    | 5    | 5    | 20    |
| 4  | 4                   | 4    | 4    | 4    | 16    |
| 5  | 4                   | 4    | 5    | 4    | 17    |
| 6  | 3                   | 3    | 3    | 4    | 13    |
| 7  | 4                   | 4    | 4    | 4    | 16    |
| 8  | 4                   | 4    | 5    | 4    | 17    |
| 9  | 5                   | 5    | 4    | 4    | 18    |
| 10 | 4                   | 4    | 4    | 4    | 16    |
| 11 | 4                   | 4    | 4    | 4    | 16    |
| 12 | 3                   | 3    | 3    | 4    | 13    |
| 13 | 4                   | 4    | 4    | 5    | 17    |
| 14 | 5                   | 5    | 5    | 4    | 19    |
| 15 | 5                   | 5    | 4    | 5    | 19    |
| 16 | 4                   | 4    | 4    | 5    | 17    |
| 17 | 4                   | 4    | 5    | 5    | 18    |
| 18 | 4                   | 4    | 5    | 5    | 18    |
| 19 | 4                   | 4    | 4    | 5    | 17    |
| 20 | 4                   | 4    | 5    | 5    | 18    |
| 21 | 4                   | 4    | 5    | 4    | 17    |
| 22 | 5                   | 4    | 4    | 5    | 18    |
| 23 | 5                   | 4    | 4    | 4    | 17    |
| 24 | 4                   | 4    | 4    | 5    | 17    |
| 25 | 4                   | 5    | 5    | 5    | 19    |
| 26 | 3                   | 4    | 3    | 4    | 14    |
| 27 | 3                   | 4    | 4    | 4    | 15    |
| 28 | 4                   | 4    | 4    | 4    | 16    |
| 29 | 4                   | 4    | 4    | 5    | 17    |
| 30 | 5                   | 5    | 5    | 5    | 20    |
| 31 | 4                   | 4    | 4    | 4    | 16    |
| 32 | 5                   | 5    | 5    | 5    | 20    |
| 33 | 4                   | 4    | 4    | 4    | 16    |
| 34 | 4                   | 5    | 4    | 5    | 18    |
| 35 | 4                   | 4    | 4    | 4    | 16    |
| 36 | 4                   | 5    | 4    | 5    | 18    |

|    |   |   |   |   |    |
|----|---|---|---|---|----|
| 37 | 5 | 4 | 4 | 5 | 18 |
| 38 | 4 | 4 | 4 | 4 | 16 |
| 39 | 4 | 4 | 5 | 5 | 18 |
| 40 | 5 | 5 | 5 | 5 | 20 |
| 41 | 4 | 4 | 4 | 5 | 17 |
| 42 | 4 | 5 | 4 | 5 | 18 |
| 43 | 5 | 5 | 5 | 5 | 20 |
| 44 | 2 | 4 | 2 | 4 | 12 |
| 45 | 5 | 4 | 4 | 5 | 18 |
| 46 | 4 | 4 | 4 | 5 | 17 |
| 47 | 5 | 5 | 5 | 5 | 20 |
| 48 | 5 | 5 | 5 | 5 | 20 |
| 49 | 5 | 5 | 5 | 5 | 20 |
| 50 | 5 | 5 | 5 | 5 | 20 |
| 51 | 5 | 4 | 4 | 5 | 18 |
| 52 | 4 | 5 | 4 | 4 | 17 |
| 53 | 4 | 4 | 4 | 4 | 16 |
| 54 | 4 | 5 | 4 | 4 | 17 |
| 55 | 4 | 4 | 4 | 4 | 16 |
| 56 | 2 | 3 | 2 | 3 | 10 |
| 57 | 4 | 4 | 4 | 4 | 16 |
| 58 | 1 | 4 | 4 | 2 | 11 |
| 59 | 4 | 4 | 4 | 4 | 16 |
| 60 | 4 | 5 | 5 | 5 | 19 |
| 61 | 4 | 5 | 4 | 5 | 18 |
| 62 | 5 | 5 | 5 | 5 | 20 |
| 63 | 4 | 5 | 4 | 5 | 18 |
| 64 | 4 | 4 | 4 | 4 | 16 |
| 65 | 4 | 4 | 4 | 4 | 16 |
| 66 | 4 | 4 | 5 | 5 | 18 |
| 67 | 5 | 4 | 3 | 5 | 17 |
| 68 | 4 | 4 | 4 | 5 | 17 |
| 69 | 5 | 5 | 5 | 5 | 20 |
| 70 | 4 | 4 | 4 | 5 | 17 |
| 71 | 5 | 5 | 5 | 5 | 20 |
| 72 | 4 | 5 | 5 | 5 | 19 |
| 73 | 4 | 4 | 4 | 4 | 16 |
| 74 | 4 | 4 | 5 | 4 | 17 |
| 75 | 1 | 4 | 1 | 5 | 11 |

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 76  | 5 | 4 | 5 | 5 | 19 |
| 77  | 5 | 5 | 5 | 5 | 20 |
| 78  | 5 | 5 | 5 | 5 | 20 |
| 79  | 4 | 3 | 4 | 3 | 14 |
| 80  | 4 | 4 | 5 | 5 | 18 |
| 81  | 2 | 4 | 5 | 2 | 13 |
| 82  | 4 | 4 | 5 | 4 | 17 |
| 83  | 3 | 4 | 4 | 5 | 16 |
| 84  | 4 | 4 | 4 | 5 | 17 |
| 85  | 3 | 3 | 3 | 3 | 12 |
| 86  | 2 | 4 | 5 | 5 | 16 |
| 87  | 4 | 4 | 4 | 4 | 16 |
| 88  | 5 | 5 | 5 | 5 | 20 |
| 89  | 4 | 5 | 4 | 5 | 18 |
| 90  | 2 | 4 | 2 | 5 | 13 |
| 91  | 4 | 4 | 4 | 5 | 17 |
| 92  | 5 | 5 | 4 | 5 | 19 |
| 93  | 4 | 4 | 5 | 5 | 18 |
| 94  | 5 | 5 | 5 | 5 | 20 |
| 95  | 4 | 1 | 4 | 4 | 13 |
| 96  | 4 | 5 | 4 | 5 | 18 |
| 97  | 5 | 5 | 4 | 4 | 18 |
| 98  | 2 | 5 | 4 | 5 | 16 |
| 99  | 2 | 4 | 5 | 2 | 13 |
| 100 | 4 | 4 | 4 | 5 | 17 |
| 101 | 4 | 5 | 5 | 5 | 19 |
| 102 | 4 | 4 | 4 | 5 | 17 |
| 103 | 4 | 5 | 4 | 4 | 17 |
| 104 | 2 | 4 | 2 | 4 | 12 |
| 105 | 4 | 5 | 5 | 5 | 19 |
| 106 | 2 | 2 | 2 | 4 | 10 |
| 107 | 5 | 4 | 4 | 5 | 18 |
| 108 | 4 | 4 | 4 | 4 | 16 |
| 109 | 5 | 5 | 5 | 5 | 20 |
| 110 | 4 | 5 | 4 | 4 | 17 |
| 111 | 4 | 4 | 4 | 4 | 16 |
| 112 | 4 | 4 | 4 | 4 | 16 |
| 113 | 2 | 4 | 2 | 4 | 12 |
| 114 | 3 | 4 | 3 | 3 | 13 |

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 115 | 4 | 4 | 4 | 5 | 17 |
| 116 | 4 | 4 | 4 | 4 | 16 |
| 117 | 4 | 5 | 3 | 5 | 17 |
| 118 | 3 | 3 | 3 | 3 | 12 |
| 119 | 4 | 4 | 5 | 5 | 18 |
| 120 | 3 | 4 | 5 | 5 | 17 |
| 121 | 3 | 3 | 3 | 3 | 12 |
| 122 | 5 | 4 | 5 | 4 | 18 |
| 123 | 5 | 4 | 5 | 4 | 18 |
| 124 | 4 | 5 | 5 | 4 | 18 |
| 125 | 4 | 5 | 4 | 5 | 18 |
| 126 | 5 | 4 | 5 | 4 | 18 |
| 127 | 4 | 5 | 4 | 5 | 18 |
| 128 | 5 | 4 | 4 | 5 | 18 |
| 129 | 5 | 4 | 5 | 4 | 18 |
| 130 | 4 | 5 | 5 | 4 | 18 |
| 131 | 4 | 5 | 4 | 5 | 18 |
| 132 | 4 | 5 | 5 | 4 | 18 |
| 133 | 4 | 5 | 4 | 5 | 18 |
| 134 | 4 | 4 | 5 | 4 | 17 |
| 135 | 5 | 4 | 5 | 4 | 18 |
| 136 | 4 | 5 | 4 | 5 | 18 |
| 137 | 5 | 5 | 4 | 5 | 19 |
| 138 | 5 | 4 | 5 | 4 | 18 |
| 139 | 4 | 4 | 5 | 5 | 18 |
| 140 | 5 | 4 | 5 | 4 | 18 |
| 141 | 5 | 4 | 5 | 4 | 18 |
| 142 | 4 | 4 | 5 | 5 | 18 |
| 143 | 5 | 4 | 5 | 4 | 18 |
| 144 | 5 | 5 | 5 | 4 | 19 |
| 145 | 5 | 5 | 5 | 4 | 19 |
| 146 | 5 | 4 | 4 | 4 | 17 |
| 147 | 5 | 5 | 4 | 4 | 18 |
| 148 | 5 | 4 | 4 | 5 | 18 |
| 149 | 5 | 4 | 4 | 5 | 18 |
| 150 | 5 | 5 | 4 | 4 | 18 |

### Lampiran 6. Karakteristik Responden

| NO | Jenis Ke-<br>lamin | Usia        | Pekerjaan         | Media So-<br>sial yang di-<br>miliki | Frekuensi Membeli |
|----|--------------------|-------------|-------------------|--------------------------------------|-------------------|
| 1  | Laki-laki          | 21-24 tahun | BARISTA           | Instagram                            | 4 kali            |
| 2  | Perempuan          | 21-24 tahun | Karyawan Swasta   | Tiktok                               | 4 kali            |
| 3  | Perempuan          | 21-24 tahun | Pelajar/Mahasiswa | Instagram                            | 5 kali            |
| 4  | Perempuan          | 17-20 tahun | Pelajar/Mahasiswa | Instagram                            | 5 kali            |
| 5  | Laki-laki          | 21-24 tahun | Pelajar/Mahasiswa | Instagram                            | 4 kali            |
| 6  | Perempuan          | 21-24 tahun | Pelajar/Mahasiswa | Instagram                            | 4 kali            |
| 7  | Perempuan          | 21-24 tahun | Guru/Dosen        | Instagram                            | 4 kali            |
| 8  | Laki-laki          | 17-20 tahun | Pelajar/Mahasiswa | Tiktok                               | 5 kali            |
| 9  | Perempuan          | 21-24 tahun | Pelajar/Mahasiswa | Tiktok                               | 5 kali            |
| 10 | Perempuan          | 17-20 tahun | Karyawan Swasta   | Instagram                            | 4 kali            |
| 11 | Laki-laki          | 17-20 tahun | Pelajar/Mahasiswa | Instagram                            | 4 kali            |
| 12 | Laki-laki          | 17-20 tahun | Pelajar/Mahasiswa | Tiktok                               | 4 kali            |
| 13 | Perempuan          | 21-24 tahun | Pelajar/Mahasiswa | Tiktok                               | 5 kali            |
| 14 | Laki-laki          | 17-20 tahun | Pelajar/Mahasiswa | Tiktok                               | 5 kali            |
| 15 | Laki-laki          | 21-24 tahun | Karyawan Swasta   | Instagram                            | 4 kali            |
| 16 | Laki-laki          | 21-24 tahun | Wirausaha         | Instagram                            | 5 kali            |
| 17 | Laki-laki          | 21-24 tahun | Pelajar/Mahasiswa | Instagram                            | 5 kali            |
| 18 | Perempuan          | 21-24 tahun | Buruh pabrik      | Tiktok                               | 4 kali            |
| 19 | Perempuan          | 17-20 tahun | Pelajar/Mahasiswa | Tiktok                               | 3 kali            |
| 20 | Perempuan          | 25-29 tahun | Ibu Rumah Tangga  | Tiktok                               | 3 kali            |
| 21 | Perempuan          | 21-24 tahun | Pelajar/Mahasiswa | Instagram                            | 4 kali            |
| 22 | Perempuan          | 21-24 tahun | Wirausaha         | Tiktok                               | 5 kali            |
| 23 | Perempuan          | 21-24 tahun | Pelajar/Mahasiswa | Tiktok                               | 4 kali            |
| 24 | Perempuan          | 21-24 tahun | Karyawan Swasta   | Tiktok                               | 4 kali            |
| 25 | Laki-laki          | 21-24 tahun | Pelajar/Mahasiswa | Instagram                            | 3 kali            |
| 26 | Laki-laki          | 17-20 tahun | Pelajar/Mahasiswa | Instagram                            | 5 kali            |
| 27 | Laki-laki          | 21-24 tahun | Karyawan Swasta   | Instagram                            | 3 kali            |
| 28 | Laki-laki          | 21-24 tahun | Karyawan Swasta   | Tiktok                               | 4 kali            |
| 29 | Perempuan          | 25-29 tahun | Karyawan Swasta   | Tiktok                               | 3 kali            |
| 30 | Laki-laki          | 17-20 tahun | Pelajar/Mahasiswa | Facebook                             | 5 kali            |
| 31 | Perempuan          | 21-24 tahun | Pelajar/Mahasiswa | Instagram                            | 3 kali            |
| 32 | Laki-laki          | 25-29 tahun | Wirausaha         | Instagram                            | 5 kali            |
| 33 | Laki-laki          | 21-24 tahun | Pelajar/Mahasiswa | Tiktok                               | 4 kali            |
| 34 | Laki-laki          | 17-20 tahun | Karyawan Swasta   | Instagram                            | 5 kali            |
| 35 | Perempuan          | 25-29 tahun | Karyawan Swasta   | Tiktok                               | 4 kali            |

|    |           |             |                   |             |        |
|----|-----------|-------------|-------------------|-------------|--------|
| 36 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa | Instagram   | 5 kali |
| 37 | Perempuan | 21-24 tahun | perawat           | Tiktok      | 5 kali |
| 38 | Laki-laki | 25-29 tahun | Wirausaha         | Tiktok      | 4 kali |
| 39 | Perempuan | 17-20 tahun | Pelajar/Mahasiswa | Instagram   | 5 kali |
| 40 | Laki-laki | 21-24 tahun | Wirausaha         | Instagram   | 5 kali |
| 41 | Perempuan | 25-29 tahun | Karyawan Swasta   | Tiktok      | 4 kali |
| 42 | Perempuan | 21-24 tahun | Ibu Rumah Tangga  | Instagram   | 4 kali |
| 43 | Perempuan | 21-24 tahun | Karyawan Swasta   | Instagram   | 5 kali |
| 44 | Laki-laki | 21-24 tahun | Pelajar/Mahasiswa | Instagram   | 4 kali |
| 45 | Perempuan | 17-20 tahun | Karyawan Swasta   | Instagram   | 4 kali |
| 46 | Laki-laki | 21-24 tahun | Pelajar/Mahasiswa | Instagram   | 4 kali |
| 47 | Laki-laki | 25-29 tahun | Karyawan Swasta   | Instagram   | 5 kali |
| 48 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa | Instagram   | 3 kali |
| 49 | Laki-laki | 25-29 tahun | Karyawan Swasta   | Instagram   | 5 kali |
| 50 | Laki-laki | 21-24 tahun | Karyawan Swasta   | Tiktok      | 5 kali |
| 51 | Perempuan | 21-24 tahun | Karyawan Swasta   | Instagram   | 4 kali |
| 52 | Perempuan | 21-24 tahun | Karyawan Swasta   | Instagram   | 4 kali |
| 53 | Perempuan | 21-24 tahun | Karyawan Swasta   | Instagram   | 4 kali |
| 54 | Perempuan | 21-24 tahun | Karyawan Swasta   | Tiktok      | 4 kali |
| 55 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa | Tiktok      | 4 kali |
| 56 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa | Tiktok      | 3 kali |
| 57 | Laki-laki | 21-24 tahun | Pelajar/Mahasiswa | Instagram   | 4 kali |
| 58 | Laki-laki | 17-20 tahun | Pelajar/Mahasiswa | Instagram   | 5 kali |
| 59 | Laki-laki | 21-24 tahun | Pelajar/Mahasiswa | Instagram   | 3 kali |
| 60 | Laki-laki | 21-24 tahun | Karyawan Swasta   | X (Twitter) | 4 kali |
| 61 | Laki-laki | 21-24 tahun | Wirausaha         | Instagram   | 4 kali |
| 62 | Laki-laki | 25-29 tahun | ojol              | Facebook    | 5 kali |
| 63 | Laki-laki | 21-24 tahun | Karyawan Swasta   | Instagram   | 5 kali |
| 64 | Laki-laki | 25-29 tahun | Karyawan Swasta   | Instagram   | 4 kali |
| 65 | Laki-laki | 21-24 tahun | Pelajar/Mahasiswa | Tiktok      | 3 kali |
| 66 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa | Instagram   | 3 kali |
| 67 | Laki-laki | 25-29 tahun | Wirausaha         | Facebook    | 4 kali |
| 68 | Laki-laki | 21-24 tahun | Pelajar/Mahasiswa | Tiktok      | 5 kali |
| 69 | Laki-laki | 17-20 tahun | Karyawan Swasta   | Tiktok      | 5 kali |
| 70 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa | Tiktok      | 5 kali |
| 71 | Laki-laki | 25-29 tahun | Wirausaha         | Tiktok      | 5 kali |
| 72 | Laki-laki | 21-24 tahun | Karyawan Swasta   | Instagram   | 5 kali |
| 73 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa | Tiktok      | 5 kali |
| 74 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa | Instagram   | 5 kali |

|     |           |             |                   |             |        |
|-----|-----------|-------------|-------------------|-------------|--------|
| 75  | Laki-laki | 21-24 tahun | Pelajar/Mahasiswa | Instagram   | 4 kali |
| 76  | Laki-laki | 21-24 tahun | Pelajar/Mahasiswa | Instagram   | 5 kali |
| 77  | Laki-laki | 25-29 tahun | Karyawan Swasta   | Instagram   | 5 kali |
| 78  | Laki-laki | 25-29 tahun | Pelajar/Mahasiswa | Instagram   | 5 kali |
| 79  | Perempuan | 21-24 tahun | Karyawan Swasta   | Instagram   | 4 kali |
| 80  | Laki-laki | 21-24 tahun | Karyawan Swasta   | Instagram   | 4 kali |
| 81  | Laki-laki | 21-24 tahun | Karyawan Swasta   | Instagram   | 5 kali |
| 82  | Perempuan | 17-20 tahun | Pelajar/Mahasiswa | Instagram   | 4 kali |
| 83  | Perempuan | 21-24 tahun | Pelajar/Mahasiswa | Instagram   | 3 kali |
| 84  | Laki-laki | 25-29 tahun | Karyawan Swasta   | X (Twitter) | 3 kali |
| 85  | Perempuan | 25-29 tahun | Karyawan Swasta   | Tiktok      | 4 kali |
| 86  | Laki-laki | 21-24 tahun | Wirausaha         | Instagram   | 4 kali |
| 87  | Laki-laki | 21-24 tahun | Karyawan Swasta   | Instagram   | 4 kali |
| 88  | Perempuan | 25-29 tahun | Ibu Rumah Tangga  | Tiktok      | 5 kali |
| 89  | Perempuan | 17-20 tahun | Karyawan Swasta   | Tiktok      | 4 kali |
| 90  | Perempuan | 21-24 tahun | Pelajar/Mahasiswa | Instagram   | 3 kali |
| 91  | Perempuan | 21-24 tahun | Pelajar/Mahasiswa | Instagram   | 3 kali |
| 92  | Perempuan | 21-24 tahun | Barista           | Instagram   | 3 kali |
| 93  | Perempuan | 21-24 tahun | Pelajar/Mahasiswa | Tiktok      | 4 kali |
| 94  | Laki-laki | 21-24 tahun | Pelajar/Mahasiswa | Instagram   | 4 kali |
| 95  | Laki-laki | 21-24 tahun | Wirausaha         | Instagram   | 3 kali |
| 96  | Perempuan | 17-20 tahun | Pelajar/Mahasiswa | X (Twitter) | 3 kali |
| 97  | Perempuan | 25-29 tahun | Karyawan Swasta   | Instagram   | 4 kali |
| 98  | Laki-laki | 21-24 tahun | Wirausaha         | Instagram   | 5 kali |
| 99  | Laki-laki | 25-29 tahun | Karyawan Swasta   | Instagram   | 5 kali |
| 100 | Perempuan | 21-24 tahun | Ibu Rumah Tangga  | Tiktok      | 4 kali |
| 101 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa | Instagram   | 4 kali |
| 102 | Laki-laki | 21-24 tahun | Pelajar/Mahasiswa | Tiktok      | 4 kali |
| 103 | Laki-laki | 21-24 tahun | Pegawai BUMN      | Tiktok      | 5 kali |
| 104 | Perempuan | 25-29 tahun | Wirausaha         | Instagram   | 3 kali |
| 105 | Perempuan | 21-24 tahun | Karyawan Swasta   | Instagram   | 4 kali |
| 106 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa | Tiktok      | 4 kali |
| 107 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa | Instagram   | 5 kali |
| 108 | Perempuan | 25-29 tahun | Karyawan Swasta   | Instagram   | 3 kali |
| 109 | Perempuan | 21-24 tahun | Ibu Rumah Tangga  | Instagram   | 4 kali |
| 110 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa | Tiktok      | 5 kali |
| 111 | Perempuan | 17-20 tahun | Pelajar/Mahasiswa | Instagram   | 4 kali |
| 112 | Perempuan | 17-20 tahun | Pelajar/Mahasiswa | Instagram   | 3 kali |
| 113 | Laki-laki | 21-24 tahun | Pelajar/Mahasiswa | Instagram   | 4 kali |

|     |           |             |                    |             |        |
|-----|-----------|-------------|--------------------|-------------|--------|
| 114 | Perempuan | 17-20 tahun | Pelajar/Mahasiswa  | Instagram   | 4 kali |
| 115 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa  | Tiktok      | 3 kali |
| 116 | Laki-laki | 21-24 tahun | Pelajar/Mahasiswa  | Instagram   | 3 kali |
| 117 | Laki-laki | 21-24 tahun | Guru/Dosen         | Tiktok      | 4 kali |
| 118 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa  | Tiktok      | 4 kali |
| 119 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa  | Instagram   | 4 kali |
| 120 | Perempuan | 17-20 tahun | Pelajar/Mahasiswa  | Tiktok      | 4 kali |
| 121 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa  | Instagram   | 3 kali |
| 122 | Perempuan | 17-20 tahun | Pelajar/Mahasiswa  | Tiktok      | 3 kali |
| 123 | Laki-laki | 17-20 tahun | Pelajar/Mahasiswa  | Instagram   | 4 kali |
| 124 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa  | Facebook    | 5 kali |
| 125 | Laki-laki | 21-24 tahun | Pelajar/Mahasiswa  | X (Twitter) | 4 kali |
| 126 | Laki-laki | 25-29 tahun | Karyawan Swasta    | Facebook    | 3 kali |
| 127 | Laki-laki | 25-29 tahun | Karyawan Swasta    | Instagram   | 4 kali |
| 128 | Laki-laki | 21-24 tahun | Pegawai Negeri/ASN | Tiktok      | 5 kali |
| 129 | Perempuan | 21-24 tahun | Pegawai Negeri/ASN | Instagram   | 4 kali |
| 130 | Laki-laki | 17-20 tahun | Karyawan Swasta    | Facebook    | 3 kali |
| 131 | Perempuan | 17-20 tahun | Pelajar/Mahasiswa  | X (Twitter) | 4 kali |
| 132 | Laki-laki | 17-20 tahun | Pelajar/Mahasiswa  | Tiktok      | 4 kali |
| 133 | Laki-laki | 17-20 tahun | Pelajar/Mahasiswa  | Instagram   | 3 kali |
| 134 | Laki-laki | 21-24 tahun | Karyawan Swasta    | Instagram   | 4 kali |
| 135 | Laki-laki | 21-24 tahun | Karyawan Swasta    | Tiktok      | 4 kali |
| 136 | Laki-laki | 25-29 tahun | Pegawai Negeri/ASN | Facebook    | 3 kali |
| 137 | Perempuan | 25-29 tahun | Karyawan Swasta    | Instagram   | 5 kali |
| 138 | Perempuan | 21-24 tahun | Karyawan Swasta    | Instagram   | 4 kali |
| 139 | Perempuan | 21-24 tahun | Guru/Dosen         | Instagram   | 3 kali |
| 140 | Perempuan | 17-20 tahun | Pelajar/Mahasiswa  | Tiktok      | 3 kali |
| 141 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa  | Tiktok      | 5 kali |
| 142 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa  | Tiktok      | 3 kali |
| 143 | Perempuan | 17-20 tahun | Pelajar/Mahasiswa  | Facebook    | 4 kali |
| 144 | Laki-laki | 21-24 tahun | Wirausaha          | Instagram   | 4 kali |
| 145 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa  | Tiktok      | 4 kali |
| 146 | Perempuan | 25-29 tahun | Pegawai Negeri/ASN | Tiktok      | 5 kali |
| 147 | Laki-laki | 21-24 tahun | Karyawan Swasta    | Tiktok      | 3 kali |
| 148 | Laki-laki | 17-20 tahun | Pelajar/Mahasiswa  | Tiktok      | 5 kali |
| 149 | Perempuan | 21-24 tahun | Karyawan Swasta    | Instagram   | 4 kali |
| 150 | Perempuan | 21-24 tahun | Pelajar/Mahasiswa  | Tiktok      | 3 kali |

### Lampiran 7. Dokumentasi Penelitian





## Lampiran 8. Surat Izin Penelitian



### FAKULTAS SOSIAL, HUMANIORA, DAN SENI UNIVERSITAS SAHID SURAKARTA

Jl. Adi Sucipto No. 145, Solo 57144, Indonesia  
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www.usahidsolo.ac.id

Nomor : 304/D/FSHS/Usahid-Ska/V/2026  
Lampiran :  
Perihal : **Permohonan Ijin Pengambilan Data Penelitian Skripsi / Tugas Akhir**

Kepada Yth.

Bapak/Ibu Pimpinan Wahidin Coffe

Jl. Dr. Wahidin No.3 A, Penumping, Kec. Laweyan

Kota Surakarta, Jawa Tengah 57148

Dengan hormat,

Guna memenuhi persyaratan perkuliahan Program S-1 di Universitas Sahid Surakarta, mahasiswa diwajibkan untuk menempuh Skripsi / Tugas Akhir. Dimana perlu diadakannya pengambilan data penelitian di instansi yang terkait dengan bidang keilmuan yang ditekuni.

Dalam rangka melaksanakan kegiatan tersebut, bersama ini kami menyampaikan permohonan ijin bagi mahasiswa kami untuk dapat melakukan pengambilan data penelitian di instansi yang Bapak/Ibu pimpin. Adapun data mahasiswa tersebut adalah sebagai berikut:

|                       |                                                                                                                                       |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| Nama                  | : <b>Diah Angie Navita</b>                                                                                                            |
| Nomor Induk Mahasiswa | : 2022081016                                                                                                                          |
| Program Studi         | : Administrasi Bisnis                                                                                                                 |
| Judul Skripsi         | : Pengaruh Electronic Word of Mouth (e-WOM), Social Media Marketing, dan Brand Awareness terhadap Retensi Pelanggan di Wahidin Coffee |
| Waktu Penelitian      | : 5 Januari 2026 s/d 5 Juli 2026                                                                                                      |

Demikian atas perhatian dan kerja sama yang baik, kami mengucapkan terima kasih.

Surakarta, 4 Mei 2026

Mengetahui,

Dekan Fakultas Sosial, Humaniora dan Seni



**Faqih Purnomosidi, S.Psi., M.Si**  
NIDN. 0602058801

W3A

WAHIDIN COFFEE  
Brew, Art & Soul  
Jl. Dr. Wahidin No. 3A, Penumping, Kec. Laweyan,  
Kota Surakarta, Jawa Tengah 57148

W3A

## SURAT KETERANGAN

Nomor: 015/WC/1/2026

Yang bertanda tangan di bawah ini:

Nama : Rohmat Rokhan Eko Saputro

Jabatan : Marketing

Dengan ini menerangkan bahwa:

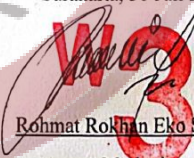
Nama : Diah Anggie Navita

NIM : 2022081016

Program Studi : Administrasi Bisnis

Telah melaksanakan penelitian di Wahidin Coffee dalam rangka penyusunan skripsi yang berjudul **PENGARUH ELECTRONIC WORD OF MOUTH (E-WOM), SOCIAL MEDIA MARKETING, DAN BRAND AWARENESS TERHADAP LOYALITAS PELANGGAN GEN Z DI WAHIDIN COFFEE**. Penelitian telah dilaksanakan pada periode Januari sampai dengan Juli dan telah selesai sesuai dengan ketentuan yang berlaku di Wahidin Coffee. Demikian surat ini dibuat untuk diketahui dan dipergunakan sebagaimana mestinya.

Surakarta, 30 Juli 2026

  
Rohmat Rokhan Eko Saputro  
Marketing