

LAMPIRAN 1

KUESIONER

MEDIASI *CUSTOMER ENGAGEMENT* PADA *SOCIAL MEDIA MARKETING* DAN *BRAND EXPERIENCE* TERHADAP *BRAND LOYALTY* HOTEL BERBINTANG DI KOTA MALANG

Kepada
Yth. Tamu Hotel Berbintang
Di Kota Malang

Kuesioner ini disusun sebagai alat untuk mengumpulkan data penelitian dalam rangka penyusunan Disertasi. Informasi yang Saudara berikan semata-mata hanya untuk keperluan akademis. Oleh karena itu, saya mengharapkan kesediaan Bapak/Ibu untuk memberikan jawaban yang paling sesuai dengan kondisi yang Bapak/Ibu rasakan/alami saat ini

Atas kerjasama dan kemurahan hati Bapak/Ibu, terlebih dahulu saya ucapkan banyak terima kasih.

Malang, November 2020
Peneliti

Margo Mulyono

I. Karakteristik Responden

1. Usia :tahun
2. Jenis Kelamin :
3. Lama Menginap : malam
4. Tujuan Wisata :

II. Petunjuk Pengisian

Bapak/Ibu dimohon untuk memberikan tanda silang (X) pada kolom yang Bapak/Ibu anggap paling tepat untuk menanggapi masing-masing item pernyataan.

- SS : Sangat Setuju
S : Setuju
N : Netral
TS : Tidak Setuju
STS : Sangat Tidak Setuju

SOCIAL MEDIA MARKETING (X₁)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
	<i>Participation</i>					
1	Content hotel di sosial media dapat dipercaya					
2	Pelanggan berpartisipasi memberikan masukan tentang hotel di sosial media					
	<i>Openness</i>					
3	Produk yang ditawarkan hotel di media sosial mudah dipahami					
4	Tampilan makanan dan minuman hotel di sosial media menarik untuk dilihat					
	<i>Conversation</i>					
5	Pelanggan mengetahui produk yang ditawarkan hotel					
6	Pelanggan mendapatkan informasi hotel melalui media sosial					
	<i>Community</i>					
7	Hotel menyampaikan informasi semua produk di media sosial					
8	Pelanggan memberikan informasi mengenai produk dan jasa hotel ke kerabat					
	<i>Connectedness</i>					
9	Hotel memberikan pelayanan tepat waktu					
10	Hotel memberikan informasi kepada tamu tentang kapan pelayanan yang dijanjikan akan direalisasikan					

BRAND EXPERIENCE (X₂)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
	<i>Sensory Experience</i>					
11	Merek hotel menarik secara sensorik					
12	Merek hotel terkesan pada panca indera saya					
	<i>Affective Experience</i>					
13	Merek hotel dapat memikat perasaan saya					
14	Saya memiliki hubungan emosi dengan merek hotel					
	<i>Intellectual Experience</i>					
15	Merek hotel membuat berpikir secara positif					
16	Merek hotel sebagai sarana pemecahan Masalah					
	<i>Behavioral Experience</i>					

17	Merek hotel memiliki orientasi pada tingkah laku tertentu					
18	Saya menginap di hotel memiliki pengalaman yang menarik					

CUSTOMER ENGAGEMENT (Y₁)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
	Connection					
19	Pihak Hotel membangun hubungan dengan Pelanggan					
20	Terjalin hubungan yang harmonis antara pihak hotel dengan pelanggan					
	Interaction					
21	Terjadi interaksi antara pelanggan dan Produsen					
22	Terjadi interaksi antar pelanggan					
	Satisfaction					
23	Saya puas dengan masakan yang disajikan					
24	Keberagaman jasa dan produk memberikan pengalaman baru di setiap kedatangan					
	Retention					
25	Saya sering menginap di hotel ini					
26	Saya akan menginap lagi di hotel ini jika ke kota ini					
	Commitment					
27	Karyawan memberikan pelayanan sesuai dengan keinginan dan kebutuhan pelanggan					
28	Pelanggan bersedia merekomendasikan kepada pelanggan lain untuk menginap di hotel ini					
	Advocacy					
29	Saya akan menyebarkan pengalaman positif pada kerabat					
30	Saya akan menyebarkan pengalaman positif pada teman					
	Engagement					
31	Saya memiliki ikatan emosional dengan hotel ini					
32	Saya loyal pada hotel ini					

BRAND LOYALTY (Y2)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
	Nilai					
33	Administrasi pembayaran menginap dapat dilakukan dengan non tunai					
34	Administrasi layanan menginap terintegrasi dengan pembayaran fasilitas lain					
	Reputasi dan karakteristik merek					
35	Hotel ini lebih unggul dibandingkan pesaing					
36	Hotel ini mudah dikenali dari atribut					
	Kenyamanan dan kemudahan					
37	Saya merasa nyaman saat berada di hotel					
38	Hotel mudah dijangkau					
	Kepuasan					
39	Saya puas dengan layanan yang diberikan Hotel					
40	Saya puas menginap di hotel ini					
	Pelayanan					
41	Karyawan hotel bersikap proaktif dalam melayani tamu					
42	Karyawan memberikan pelayanan sesuai keperluan masing-masing tamu					
	Garansi					
43	Hotel memberikan garansi kenyamanan pada Tamu					
44	Karyawan hotel memahami pelanggan ketika tamu merasa kurang nyaman					

Lampiran 2. Uji Validitas

Correlations

		Social media marketing
X1.1.1	Pearson Correlation	,628**
	Sig. (2-tailed)	,000
	N	110
X1.1.2	Pearson Correlation	,687**
	Sig. (2-tailed)	,000
	N	110
X1.2.1	Pearson Correlation	,697**
	Sig. (2-tailed)	,000
	N	110
X1.2.2	Pearson Correlation	,623**
	Sig. (2-tailed)	,000
	N	110
X1.3.1	Pearson Correlation	,462**
	Sig. (2-tailed)	,000
	N	110
X1.3.2	Pearson Correlation	,756**
	Sig. (2-tailed)	,000
	N	110
X1.4.1	Pearson Correlation	,739**
	Sig. (2-tailed)	,000
	N	110
X1.4.2	Pearson Correlation	,687**
	Sig. (2-tailed)	,000
	N	110
X1.5.1	Pearson Correlation	,720**
	Sig. (2-tailed)	,000
	N	110
X1.5.2	Pearson Correlation	,701**
	Sig. (2-tailed)	,000
	N	110
Social media marketing	Pearson Correlation	1
	N	110

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

Correlations

		Brand experiance
X2.1.1	Pearson Correlation	,632**
	Sig. (2-tailed)	,000
	N	110
X2.1.2	Pearson Correlation	,715**
	Sig. (2-tailed)	,000
	N	110
X2.2.1	Pearson Correlation	,697**
	Sig. (2-tailed)	,000
	N	110
X2.2.2	Pearson Correlation	,708**
	Sig. (2-tailed)	,000
	N	110
X2.3.1	Pearson Correlation	,848**
	Sig. (2-tailed)	,000
	N	110
X2.3.2	Pearson Correlation	,696**
	Sig. (2-tailed)	,000
	N	110
X2.4.1	Pearson Correlation	,658**
	Sig. (2-tailed)	,000
	N	110
X2.4.2	Pearson Correlation	,622**
	Sig. (2-tailed)	,000
	N	110
Brand experiance	Pearson Correlation	1
	N	110

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

Correlations

		Customer engagement
Y1.1.1	Pearson Correlation	,685**
	Sig. (2-tailed)	,000
	N	110
Y1.1.2	Pearson Correlation	,410**
	Sig. (2-tailed)	,000
	N	110
Y1.2.1	Pearson Correlation	,761**
	Sig. (2-tailed)	,000
	N	110
Y1.2.2	Pearson Correlation	,664**
	Sig. (2-tailed)	,000
	N	110
Y1.3.1	Pearson Correlation	,701**
	Sig. (2-tailed)	,000
	N	110
Y1.3.2	Pearson Correlation	,631**
	Sig. (2-tailed)	,000
	N	110
Y1.4.1	Pearson Correlation	,796**
	Sig. (2-tailed)	,000
	N	110
Y1.4.2	Pearson Correlation	,725**
	Sig. (2-tailed)	,000
	N	110
Y1.5.1	Pearson Correlation	,736**
	Sig. (2-tailed)	,000
	N	110
Y1.5.2	Pearson Correlation	,741**
	Sig. (2-tailed)	,000
	N	110
Customer engagement	Pearson Correlation	1
	N	110

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

Correlations

		Customer engagement
Y1.6.1	Pearson Correlation	,774**
	Sig. (2-tailed)	,000
	N	110
Y1.6.2	Pearson Correlation	,586**
	Sig. (2-tailed)	,000
	N	110
Y1.7.1	Pearson Correlation	,747**
	Sig. (2-tailed)	,000
	N	110
Y1.7.2	Pearson Correlation	,718**
	Sig. (2-tailed)	,000
	N	110
Customer engagement	Pearson Correlation	1
	N	110

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

Correlations

		Brand loyalty
Y2.1.1	Pearson Correlation	,556**
	Sig. (2-tailed)	,000
	N	110
Y2.1.2	Pearson Correlation	,708**
	Sig. (2-tailed)	,000
	N	110
Y2.2.1	Pearson Correlation	,640**
	Sig. (2-tailed)	,000
	N	110
Y2.2.2	Pearson Correlation	,695**
	Sig. (2-tailed)	,000
	N	110
Y2.3.1	Pearson Correlation	,560**
	Sig. (2-tailed)	,000
	N	110
Y2.3.2	Pearson Correlation	,623**
	Sig. (2-tailed)	,000
	N	110
Y2.4.1	Pearson Correlation	,664**
	Sig. (2-tailed)	,000
	N	110
Y2.4.2	Pearson Correlation	,833**
	Sig. (2-tailed)	,000
	N	110
Y2.5.1	Pearson Correlation	,621**
	Sig. (2-tailed)	,000
	N	110
Y2.5.2	Pearson Correlation	,650**
	Sig. (2-tailed)	,000
	N	110
Y2.6.1	Pearson Correlation	,612**
	Sig. (2-tailed)	,000
	N	110
Y2.6.2	Pearson Correlation	,807**
	Sig. (2-tailed)	,000
	N	110
Brand loyalty	Pearson Correlation	1
	N	110

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

Lampiran 3. Uji Reliabilitas

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100,0
	Excluded ^a	0	,0
	Total	110	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,863	10

Item Statistics

	Mean	Std. Deviation	N
X1.1.1	4,27	,540	110
X1.1.2	4,17	,648	110
X1.2.1	4,22	,709	110
X1.2.2	4,27	,716	110
X1.3.1	4,32	,634	110
X1.3.2	4,20	,661	110
X1.4.1	4,15	,744	110
X1.4.2	3,96	,812	110
X1.5.1	4,12	,674	110
X1.5.2	4,17	,740	110

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100,0
	Excluded ^a	0	,0
	Total	110	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,844	8

Item Statistics

	Mean	Std. Deviation	N
X2.1.1	4,26	,631	110
X2.1.2	4,13	,651	110
X2.2.1	4,22	,794	110
X2.2.2	4,17	,788	110
X2.3.1	4,25	,582	110
X2.3.2	4,13	,743	110
X2.4.1	3,96	,690	110
X2.4.2	4,04	,729	110

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100,0
	Excluded ^a	0	,0
	Total	110	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,915	14

Item Statistics

	Mean	Std. Deviation	N
Y1.1.1	4,15	,675	110
Y1.1.2	4,28	,665	110
Y1.2.1	4,15	,661	110
Y1.2.2	4,35	,656	110
Y1.3.1	4,22	,696	110
Y1.3.2	4,41	,625	110
Y1.4.1	4,15	,618	110
Y1.4.2	4,25	,680	110
Y1.5.1	4,15	,680	110
Y1.5.2	4,20	,618	110
Y1.6.1	4,12	,646	110
Y1.6.2	4,16	,657	110
Y1.7.1	4,14	,760	110
Y1.7.2	4,15	,756	110

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100,0
	Excluded ^a	0	,0
	Total	110	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,881	12

Item Statistics

	Mean	Std. Deviation	N
Y2.1.1	4,11	,596	110
Y2.1.2	4,15	,719	110
Y2.2.1	4,08	,706	110
Y2.2.2	4,23	,585	110
Y2.3.1	4,11	,682	110
Y2.3.2	4,25	,623	110
Y2.4.1	4,27	,634	110
Y2.4.2	4,29	,580	110
Y2.5.1	4,20	,647	110
Y2.5.2	4,16	,671	110
Y2.6.1	4,22	,669	110
Y2.6.2	4,35	,517	110

Lampiran 4. Statistik Deskriptif

Frequency Table

X1.1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	35	31,8	31,8	31,8
	4	70	63,6	63,6	95,5
	3	5	4,5	4,5	100,0
	Total	110	100,0	100,0	

X1.1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	34	30,9	30,9	30,9
	4	61	55,5	55,5	86,4
	3	15	13,6	13,6	100,0
	Total	110	100,0	100,0	

X1.2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	42	38,2	38,2	38,2
	4	50	45,5	45,5	83,6
	3	18	16,4	16,4	100,0
	Total	110	100,0	100,0	

X1.2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	47	42,7	42,7	42,7
	4	46	41,8	41,8	84,5
	3	17	15,5	15,5	100,0
	Total	110	100,0	100,0	

X1.3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	45	40,9	40,9	40,9
	4	55	50,0	50,0	90,9
	3	10	9,1	9,1	100,0
	Total	110	100,0	100,0	

X1.3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	37	33,6	33,6	33,6
	4	58	52,7	52,7	86,4
	3	15	13,6	13,6	100,0
	Total	110	100,0	100,0	

X1.4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	40	36,4	36,4	36,4
	4	47	42,7	42,7	79,1
	3	23	20,9	20,9	100,0
	Total	110	100,0	100,0	

X1.4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	31	28,2	28,2	28,2
	4	47	42,7	42,7	70,9
	3	29	26,4	26,4	97,3
	2	3	2,7	2,7	100,0
	Total	110	100,0	100,0	

X1.5.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	32	29,1	29,1	29,1
	4	59	53,6	53,6	82,7
	3	19	17,3	17,3	100,0
	Total	110	100,0	100,0	

X1.5.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	41	37,3	37,3	37,3
	4	47	42,7	42,7	80,0
	3	22	20,0	20,0	100,0
	Total	110	100,0	100,0	

X2.1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	40	36,4	36,4	36,4
	4	59	53,6	53,6	90,0
	3	11	10,0	10,0	100,0
	Total	110	100,0	100,0	

X2.1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	31	28,2	28,2	28,2
	4	62	56,4	56,4	84,5
	3	17	15,5	15,5	100,0
	Total	110	100,0	100,0	

X2.2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	47	42,7	42,7	42,7
	4	42	38,2	38,2	80,9
	3	19	17,3	17,3	98,2
	2	2	1,8	1,8	100,0
	Total	110	100,0	100,0	

X2.2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	43	39,1	39,1	39,1
	4	45	40,9	40,9	80,0
	3	20	18,2	18,2	98,2
	2	2	1,8	1,8	100,0
	Total	110	100,0	100,0	

X2.3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	36	32,7	32,7	32,7
	4	66	60,0	60,0	92,7
	3	8	7,3	7,3	100,0
	Total	110	100,0	100,0	

X2.3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	38	34,5	34,5	34,5
	4	48	43,6	43,6	78,2
	3	24	21,8	21,8	100,0
	Total	110	100,0	100,0	

X2.4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	24	21,8	21,8	21,8
	4	58	52,7	52,7	74,5
	3	28	25,5	25,5	100,0
	Total	110	100,0	100,0	

X2.4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	31	28,2	28,2	28,2
	4	52	47,3	47,3	75,5
	3	27	24,5	24,5	100,0
	Total	110	100,0	100,0	

Y1.1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	34	30,9	30,9	30,9
	4	58	52,7	52,7	83,6
	3	18	16,4	16,4	100,0
	Total	110	100,0	100,0	

Y1.1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	44	40,0	40,0	40,0
	4	53	48,2	48,2	88,2
	3	13	11,8	11,8	100,0
	Total	110	100,0	100,0	

Y1.2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	33	30,0	30,0	30,0
	4	60	54,5	54,5	84,5
	3	17	15,5	15,5	100,0
	Total	110	100,0	100,0	

Y1.2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	49	44,5	44,5	44,5
	4	50	45,5	45,5	90,0
	3	11	10,0	10,0	100,0
	Total	110	100,0	100,0	

Y1.3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	41	37,3	37,3	37,3
	4	52	47,3	47,3	84,5
	3	17	15,5	15,5	100,0
	Total	110	100,0	100,0	

Y1.3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	53	48,2	48,2	48,2
	4	49	44,5	44,5	92,7
	3	8	7,3	7,3	100,0
	Total	110	100,0	100,0	

Y1.4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	30	27,3	27,3	27,3
	4	66	60,0	60,0	87,3
	3	14	12,7	12,7	100,0
	Total	110	100,0	100,0	

Y1.4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	42	38,2	38,2	38,2
	4	53	48,2	48,2	86,4
	3	15	13,6	13,6	100,0
	Total	110	100,0	100,0	

Y1.5.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	35	31,8	31,8	31,8
	4	57	51,8	51,8	83,6
	3	18	16,4	16,4	100,0
	Total	110	100,0	100,0	

Y1.5.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	34	30,9	30,9	30,9
	4	64	58,2	58,2	89,1
	3	12	10,9	10,9	100,0
	Total	110	100,0	100,0	

Y1.6.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	30	27,3	27,3	27,3
	4	63	57,3	57,3	84,5
	3	17	15,5	15,5	100,0
	Total	110	100,0	100,0	

Y1.6.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	34	30,9	30,9	30,9
	4	60	54,5	54,5	85,5
	3	16	14,5	14,5	100,0
	Total	110	100,0	100,0	

Y1.7.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	38	34,5	34,5	34,5
	4	51	46,4	46,4	80,9
	3	19	17,3	17,3	98,2
	2	2	1,8	1,8	100,0
	Total	110	100,0	100,0	

Y1.7.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	40	36,4	36,4	36,4
	4	48	43,6	43,6	80,0
	3	21	19,1	19,1	99,1
	2	1	,9	,9	100,0
	Total	110	100,0	100,0	

Y2.1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	26	23,6	23,6	23,6
	4	70	63,6	63,6	87,3
	3	14	12,7	12,7	100,0
	Total	110	100,0	100,0	

Y2.1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	38	34,5	34,5	34,5
	4	51	46,4	46,4	80,9
	3	21	19,1	19,1	100,0
	Total	110	100,0	100,0	

Y2.2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	32	29,1	29,1	29,1
	4	55	50,0	50,0	79,1
	3	23	20,9	20,9	100,0
	Total	110	100,0	100,0	

Y2.2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	34	30,9	30,9	30,9
	4	67	60,9	60,9	91,8
	3	9	8,2	8,2	100,0
	Total	110	100,0	100,0	

Y2.3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	32	29,1	29,1	29,1
	4	58	52,7	52,7	81,8
	3	20	18,2	18,2	100,0
	Total	110	100,0	100,0	

Y2.3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	38	34,5	34,5	34,5
	4	61	55,5	55,5	90,0
	3	11	10,0	10,0	100,0
	Total	110	100,0	100,0	

Y2.4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	41	37,3	37,3	37,3
	4	58	52,7	52,7	90,0
	3	11	10,0	10,0	100,0
	Total	110	100,0	100,0	

Y2.4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	39	35,5	35,5	35,5
	4	64	58,2	58,2	93,6
	3	7	6,4	6,4	100,0
	Total	110	100,0	100,0	

Y2.5.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	36	32,7	32,7	32,7
	4	60	54,5	54,5	87,3
	3	14	12,7	12,7	100,0
	Total	110	100,0	100,0	

Y2.5.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	35	31,8	31,8	31,8
	4	58	52,7	52,7	84,5
	3	17	15,5	15,5	100,0
	Total	110	100,0	100,0	

Y2.6.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	39	35,5	35,5	35,5
	4	56	50,9	50,9	86,4
	3	15	13,6	13,6	100,0
	Total	110	100,0	100,0	

Y2.6.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	41	37,3	37,3	37,3
	4	67	60,9	60,9	98,2
	3	2	1,8	1,8	100,0
	Total	110	100,0	100,0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1.1	110	3	5	4,27	,540
X1.1.2	110	3	5	4,17	,648
X1.2.1	110	3	5	4,22	,709
X1.2.2	110	3	5	4,27	,716
X1.3.1	110	3	5	4,32	,634
X1.3.2	110	3	5	4,20	,661
X1.4.1	110	3	5	4,15	,744
X1.4.2	110	2	5	3,96	,812
X1.5.1	110	3	5	4,12	,674
X1.5.2	110	3	5	4,17	,740
Social media marketing	110	3,0	5,0	4,19	,463
X2.1.1	110	3	5	4,26	,631
X2.1.2	110	3	5	4,13	,651
X2.2.1	110	2	5	4,22	,794
X2.2.2	110	2	5	4,17	,788
X2.3.1	110	3	5	4,25	,582
X2.3.2	110	3	5	4,13	,743
X2.4.1	110	3	5	3,96	,690
X2.4.2	110	3	5	4,04	,729
Brand experiance	110	2,9	5,0	4,15	,487
Y1.1.1	110	3	5	4,15	,675
Y1.1.2	110	3	5	4,28	,665
Y1.2.1	110	3	5	4,15	,661
Y1.2.2	110	3	5	4,35	,656
Y1.3.1	110	3	5	4,22	,696
Y1.3.2	110	3	5	4,41	,625
Y1.4.1	110	3	5	4,15	,618
Y1.4.2	110	3	5	4,25	,680
Y1.5.1	110	3	5	4,15	,680
Y1.5.2	110	3	5	4,20	,618
Y1.6.1	110	3	5	4,12	,646
Y1.6.2	110	3	5	4,16	,657
Y1.7.1	110	2	5	4,14	,760
Y1.7.2	110	2	5	4,15	,756
Customer engagement	110	3,0	5,0	4,20	,464
Y2.1.1	110	3	5	4,11	,596
Y2.1.2	110	3	5	4,15	,719
Y2.2.1	110	3	5	4,08	,706
Y2.2.2	110	3	5	4,23	,585
Y2.3.1	110	3	5	4,11	,682
Y2.3.2	110	3	5	4,25	,623
Y2.4.1	110	3	5	4,27	,634

	N	Minimum	Maximum	Mean	Std. Deviation
Y2.4.2	110	3	5	4,29	,580
Y2.5.1	110	3	5	4,20	,647
Y2.5.2	110	3	5	4,16	,671
Y2.6.1	110	3	5	4,22	,669
Y2.6.2	110	3	5	4,35	,517
Brand loyalty	110	3,0	4,9	4,20	,419
Valid N (listwise)	110				

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Assessment of normality (Group number 1)

Variable	min	max	Skew	c.r.	kurtosis	c.r.
X24	3,000	5,000	-,289	-1,237	-,755	-1,617
Y26	3,000	5,000	-,121	-,517	-,744	-1,592
Y25	3,000	5,000	-,101	-,433	-,839	-1,797
Y24	3,000	5,000	-,352	-1,506	-,272	-,582
Y23	3,000	5,000	-,301	-1,289	-,349	-,748
X15	3,000	5,000	-,184	-,787	-,665	-1,424
Y17	2,000	5,000	-,596	-2,354	-,007	-,014
Y16	3,000	5,000	-,034	-,147	-,562	-1,204
Y15	3,000	5,000	,039	,166	-,878	-1,879
Y14	3,000	5,000	-,191	-,819	-,511	-1,095
X14	3,000	5,000	-,216	-,923	-1,021	-2,187
X13	3,000	5,000	-,530	-2,268	,294	,629
X12	3,000	5,000	-,340	-1,454	-,531	-1,136
X11	3,000	5,000	-,075	-,322	-,134	-,288
X23	3,000	5,000	-,092	-,393	-,786	-1,683
X22	2,500	5,000	-,489	-2,092	-,429	-,919
X21	3,000	5,000	-,295	-1,264	-,192	-,410
Y13	3,000	5,000	-,446	-1,910	-,580	-1,242
Y12	3,000	5,000	-,336	-1,440	-,490	-1,048
Y11	3,000	5,000	-,433	-1,855	-,271	-,580
Y22	3,000	5,000	-,129	-,552	-,676	-1,446
Y21	3,000	5,000	-,156	-,669	-,767	-1,642
Multivariate					26,740	2,315

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
98	41,503	,007	,547
110	38,692	,015	,503
106	38,101	,018	,313
21	38,055	,018	,139
99	37,935	,019	,055
76	37,688	,020	,023
48	36,513	,027	,029
26	35,748	,032	,027
68	35,508	,034	,014
67	34,125	,048	,038
94	33,762	,052	,028
64	33,098	,061	,034
8	31,804	,081	,107
89	31,597	,085	,081
104	31,278	,091	,072
105	30,983	,096	,063
45	30,670	,103	,059
29	30,414	,109	,051
44	30,181	,114	,043
4	29,797	,123	,049
58	29,261	,138	,073
65	28,942	,147	,077
3	27,710	,186	,297
63	27,512	,192	,281
57	27,318	,199	,265
61	26,929	,214	,317
101	26,821	,218	,276
85	26,475	,232	,320
81	26,410	,235	,267
33	26,397	,235	,204
107	26,386	,235	,151
72	26,158	,245	,156
92	26,138	,246	,115
96	25,838	,259	,137
1	25,297	,283	,236
12	25,254	,285	,190
97	24,881	,303	,252
82	24,839	,305	,205
84	24,394	,327	,300

Observation number	Mahalanobis d-squared	p1	p2
59	24,141	,340	,332
49	23,875	,354	,373
75	23,823	,357	,322
87	23,728	,362	,293
32	23,466	,376	,333
39	23,197	,391	,380
60	23,116	,395	,344
23	23,096	,396	,284
102	23,071	,398	,232
90	22,607	,424	,360
18	22,316	,441	,425
79	22,042	,457	,485
53	21,987	,461	,436
66	21,896	,466	,406
52	21,865	,468	,349
55	21,835	,470	,294
10	21,718	,477	,280
34	21,013	,520	,553
38	20,927	,525	,522
109	20,882	,528	,469
88	20,657	,542	,510
25	20,538	,549	,496
27	20,326	,563	,532
11	20,301	,564	,468
6	19,713	,601	,696
36	19,184	,634	,850
42	19,092	,640	,833
14	19,056	,642	,794
74	18,669	,666	,876
71	18,400	,682	,908
35	18,020	,705	,951
37	17,962	,708	,938
86	17,892	,712	,924
7	17,800	,718	,912
16	17,686	,724	,905
69	17,265	,749	,955
28	17,236	,750	,936
50	17,118	,757	,930
19	17,109	,757	,900
15	17,068	,760	,869

Observation number	Mahalanobis d-squared	p1	p2
70	16,957	,766	,856
13	16,877	,770	,831
54	16,768	,776	,813
51	16,759	,777	,751
95	16,587	,786	,756
31	16,550	,788	,697
83	15,846	,823	,896
40	15,485	,841	,936
46	15,452	,842	,907
100	15,433	,843	,865
47	15,073	,859	,911
17	14,976	,863	,889
62	14,963	,864	,837
108	14,734	,873	,847
43	14,061	,899	,951
56	13,999	,902	,927
77	13,679	,912	,943
24	13,192	,928	,972
20	12,734	,940	,986
103	12,567	,945	,981
73	12,420	,948	,972

Sample Moments (Group number 1)**Sample Covariances (Group number 1)**

	X24	Y26	Y25	Y24	Y23	X15	Y17	Y16	Y15	Y14	X14	X13	X12	X11	X23	X22	X21	Y13	Y12	Y11	Y22	Y21	
X24	,382																						
Y26	,166	,266																					
Y25	,155	,164	,303																				
Y24	,175	,185	,171	,280																			
Y23	,148	,120	,152	,164	,289																		
X15	,193	,174	,192	,186	,158	,352																	
Y17	,205	,202	,210	,252	,195	,204	,429																
Y16	,136	,176	,165	,181	,150	,191	,234	,282															
Y15	,152	,190	,181	,193	,216	,181	,240	,216	,316														
Y14	,173	,196	,174	,195	,152	,197	,249	,211	,218	,314													
X14	,205	,183	,185	,204	,190	,232	,230	,194	,235	,229	,453												
X13	,150	,128	,132	,152	,093	,185	,162	,127	,136	,138	,176	,235											
X12	,166	,155	,151	,176	,143	,212	,210	,177	,186	,184	,222	,159	,340										
X11	,127	,120	,114	,144	,099	,170	,129	,114	,133	,136	,187	,154	,145	,244									
X23	,216	,177	,154	,169	,162	,170	,190	,155	,178	,176	,189	,114	,169	,078	,300								
X22	,136	,178	,169	,145	,172	,144	,178	,134	,177	,146	,161	,083	,147	,068	,260	,450							
X21	,141	,142	,126	,143	,124	,149	,176	,113	,140	,139	,118	,093	,111	,059	,199	,225	,269						
Y13	,145	,156	,175	,171	,160	,129	,238	,158	,192	,214	,181	,128	,162	,105	,154	,157	,121	,304					
Y12	,198	,175	,167	,183	,150	,162	,228	,188	,209	,241	,224	,118	,197	,123	,196	,152	,113	,187	,308				
Y11	,159	,134	,173	,183	,148	,183	,169	,134	,151	,138	,190	,163	,143	,143	,150	,172	,117	,126	,150	,316			
Y22	,143	,142	,122	,166	,109	,159	,223	,174	,173	,186	,198	,128	,173	,106	,164	,158	,129	,170	,203	,135	,335		
Y21	,164	,155	,133	,163	,129	,183	,197	,166	,165	,195	,194	,139	,188	,123	,150	,131	,124	,159	,209	,142	,198	,271	

Condition number = 120,370

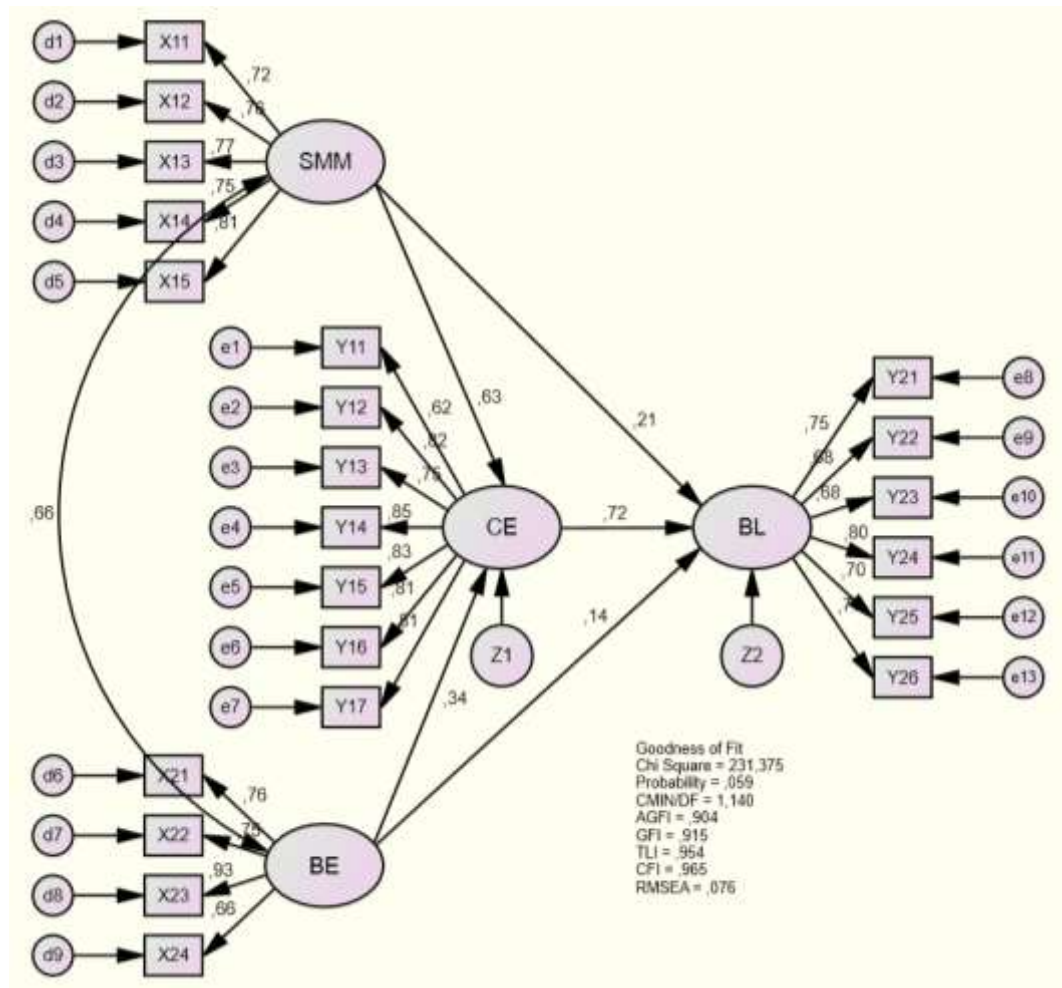
Eigenvalues

3,843,479,349,273,242,229,192,169,160,149,138,127,106,093,086,081,077,063,0

60,048,043,032

Determinant of sample covariance matrix =,027

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Estimates (Group number 1 - Default model)**Scalar Estimates (Group number 1 - Default model)****Maximum Likelihood Estimates****Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
CE <--- SMM	,616	,128	4,799	***	
CE <--- BE	,294	,088	3,355	***	
BL <--- CE	,823	,175	4,704	***	
BL <--- SMM	,238	,107	2,235	,025	
BL <--- BE	,141	,066	2,144	,032	
Y21 <--- BL	,994	,132	7,548	***	
Y22 <--- BL	1,000				
Y11 <--- CE	1,000				
Y12 <--- CE	1,316	,187	7,019	***	
Y13 <--- CE	1,192	,181	6,570	***	
X21 <--- BE	1,000				
X22 <--- BE	1,265	,157	8,066	***	
X23 <--- BE	1,290	,127	10,128	***	
X11 <--- SMM	1,000				
X12 <--- SMM	1,243	,164	7,556	***	
X13 <--- SMM	1,051	,137	7,678	***	
X14 <--- SMM	1,432	,190	7,535	***	
Y14 <--- CE	1,374	,191	7,184	***	
Y15 <--- CE	1,341	,190	7,048	***	
Y16 <--- CE	1,234	,178	6,917	***	
Y17 <--- CE	1,528	,220	6,941	***	
X15 <--- SMM	1,353	,167	8,083	***	
Y23 <--- BL	,922	,135	6,833	***	
Y24 <--- BL	1,070	,134	7,959	***	
Y25 <--- BL	,977	,139	7,054	***	
Y26 <--- BL	1,002	,131	7,673	***	
X24 <--- BE	1,024	,147	6,973	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
CE <--- SMM	,630
CE <--- BE	,335
BL <--- CE	,724
BL <--- SMM	,214
BL <--- BE	,142
Y21 <--- BL	,753
Y22 <--- BL	,681
Y11 <--- CE	,617
Y12 <--- CE	,822
Y13 <--- CE	,750
X21 <--- BE	,764
X22 <--- BE	,746
X23 <--- BE	,933
X11 <--- SMM	,718
X12 <--- SMM	,756
X13 <--- SMM	,768
X14 <--- SMM	,754
Y14 <--- CE	,850
Y15 <--- CE	,827
Y16 <--- CE	,805
Y17 <--- CE	,809
X15 <--- SMM	,809
Y23 <--- BL	,677
Y24 <--- BL	,798
Y25 <--- BL	,700
Y26 <--- BL	,767
X24 <--- BE	,657

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
BE <--> SMM	,093	,021	4,450	***	

Correlations: (Group number 1 - Default model)

	Estimate
BE <--> SMM	,661

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
BE	,157	,034	4,581	***	
SMM	,126	,030	4,191	***	
Z1	,025	,009	2,972	,003	
Z2	-,007	,004	-2,052	,040	
e8	,117	,016	7,251	***	
e9	,180	,025	7,328	***	
e1	,195	,027	7,172	***	
e2	,100	,015	6,654	***	
e3	,133	,019	6,939	***	
d6	,112	,018	6,377	***	
d7	,200	,031	6,495	***	
d8	,039	,013	2,952	,003	
d1	,118	,018	6,593	***	
d2	,146	,023	6,392	***	
d3	,097	,015	6,311	***	
d4	,196	,031	6,404	***	
e4	,087	,013	6,464	***	
e5	,100	,015	6,626	***	
e6	,099	,015	6,741	***	
e7	,148	,022	6,722	***	
d5	,122	,020	5,962	***	
e10	,157	,021	7,331	***	
e11	,102	,014	7,145	***	
e12	,155	,021	7,314	***	
e13	,110	,015	7,226	***	
d9	,217	,032	6,870	***	

Total Effects (Group number 1 - Default model)

	SMM	BE	CE	BL
CE	,616	,294	,000	,000
BL	,746	,383	,823	,000
X24	,000	1,024	,000	,000
Y26	,747	,384	,825	1,002
Y25	,729	,374	,805	,977
Y24	,798	,410	,881	1,070
Y23	,688	,353	,759	,922
X15	1,353	,000	,000	,000
Y17	,942	,449	1,528	,000
Y16	,761	,362	1,234	,000
Y15	,827	,394	1,341	,000
Y14	,847	,404	1,374	,000
X14	1,432	,000	,000	,000
X13	1,051	,000	,000	,000
X12	1,243	,000	,000	,000
X11	1,000	,000	,000	,000
X23	,000	1,290	,000	,000
X22	,000	1,265	,000	,000
X21	,000	1,000	,000	,000
Y13	,735	,350	1,192	,000
Y12	,811	,386	1,316	,000
Y11	,616	,294	1,000	,000
Y22	,746	,383	,823	1,000
Y21	,742	,381	,819	,994

Standardized Total Effects (Group number 1 - Default model)

	SMM	BE	CE	BL
CE	,630	,335	,000	,000
BL	,670	,384	,724	,000
X24	,000	,657	,000	,000
Y26	,514	,295	,555	,767
Y25	,469	,269	,507	,700
Y24	,535	,307	,577	,798
Y23	,453	,260	,490	,677
X15	,809	,000	,000	,000
Y17	,510	,271	,809	,000
Y16	,507	,270	,805	,000
Y15	,521	,277	,827	,000
Y14	,536	,285	,850	,000
X14	,754	,000	,000	,000
X13	,768	,000	,000	,000
X12	,756	,000	,000	,000
X11	,718	,000	,000	,000
X23	,000	,933	,000	,000
X22	,000	,746	,000	,000
X21	,000	,764	,000	,000
Y13	,472	,252	,750	,000
Y12	,518	,276	,822	,000
Y11	,389	,207	,617	,000
Y22	,457	,262	,493	,681
Y21	,505	,290	,545	,753

Direct Effects (Group number 1 - Default model)

	SMM	BE	CE	BL
CE	,616	,294	,000	,000
BL	,238	,141	,823	,000
X24	,000	1,024	,000	,000
Y26	,000	,000	,000	1,002
Y25	,000	,000	,000	,977
Y24	,000	,000	,000	1,070
Y23	,000	,000	,000	,922
X15	1,353	,000	,000	,000
Y17	,000	,000	1,528	,000
Y16	,000	,000	1,234	,000
Y15	,000	,000	1,341	,000
Y14	,000	,000	1,374	,000
X14	1,432	,000	,000	,000
X13	1,051	,000	,000	,000
X12	1,243	,000	,000	,000
X11	1,000	,000	,000	,000
X23	,000	1,290	,000	,000
X22	,000	1,265	,000	,000
X21	,000	1,000	,000	,000
Y13	,000	,000	1,192	,000
Y12	,000	,000	1,316	,000
Y11	,000	,000	1,000	,000
Y22	,000	,000	,000	1,000
Y21	,000	,000	,000	,994

Standardized Direct Effects (Group number 1 - Default model)

	SMM	BE	CE	BL
CE	,630	,335	,000	,000
BL	,214	,142	,724	,000
X24	,000	,657	,000	,000
Y26	,000	,000	,000	,767
Y25	,000	,000	,000	,700
Y24	,000	,000	,000	,798
Y23	,000	,000	,000	,677
X15	,809	,000	,000	,000
Y17	,000	,000	,809	,000
Y16	,000	,000	,805	,000
Y15	,000	,000	,827	,000
Y14	,000	,000	,850	,000
X14	,754	,000	,000	,000
X13	,768	,000	,000	,000
X12	,756	,000	,000	,000
X11	,718	,000	,000	,000
X23	,000	,933	,000	,000
X22	,000	,746	,000	,000
X21	,000	,764	,000	,000
Y13	,000	,000	,750	,000
Y12	,000	,000	,822	,000
Y11	,000	,000	,617	,000
Y22	,000	,000	,000	,681
Y21	,000	,000	,000	,753

Indirect Effects (Group number 1 - Default model)

	SMM	BE	CE	BL
CE	,000	,000	,000	,000
BL	,508	,242	,000	,000
X24	,000	,000	,000	,000
Y26	,747	,384	,825	,000
Y25	,729	,374	,805	,000
Y24	,798	,410	,881	,000
Y23	,688	,353	,759	,000
X15	,000	,000	,000	,000
Y17	,942	,449	,000	,000
Y16	,761	,362	,000	,000
Y15	,827	,394	,000	,000
Y14	,847	,404	,000	,000
X14	,000	,000	,000	,000
X13	,000	,000	,000	,000
X12	,000	,000	,000	,000
X11	,000	,000	,000	,000
X23	,000	,000	,000	,000
X22	,000	,000	,000	,000
X21	,000	,000	,000	,000
Y13	,735	,350	,000	,000
Y12	,811	,386	,000	,000
Y11	,616	,294	,000	,000
Y22	,746	,383	,823	,000
Y21	,742	,381	,819	,000

Standardized Indirect Effects (Group number 1 - Default model)

	SMM	BE	CE	BL
CE	,000	,000	,000	,000
BL	,456	,243	,000	,000
X24	,000	,000	,000	,000
Y26	,514	,295	,555	,000
Y25	,469	,269	,507	,000
Y24	,535	,307	,577	,000
Y23	,453	,260	,490	,000
X15	,000	,000	,000	,000
Y17	,510	,271	,000	,000
Y16	,507	,270	,000	,000
Y15	,521	,277	,000	,000
Y14	,536	,285	,000	,000
X14	,000	,000	,000	,000
X13	,000	,000	,000	,000
X12	,000	,000	,000	,000
X11	,000	,000	,000	,000
X23	,000	,000	,000	,000
X22	,000	,000	,000	,000
X21	,000	,000	,000	,000
Y13	,472	,252	,000	,000
Y12	,518	,276	,000	,000
Y11	,389	,207	,000	,000
Y22	,457	,262	,493	,000
Y21	,505	,290	,545	,000