

Lampiran 1 :

Tabel 1. Ringkasan Daftar Penelitian Terdahulu

| No. | Nama Peneliti | Judul Penelitian | Hasil Penelitian |
|-----|-------------------------------|---|--|
| 1. | Ardy Wibowo Chen & Ma, (2020) | <i>Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience</i> | <ul style="list-style-type: none"> • SMMA berhubungan positif dengan kualitas hubungan. • CX berhubungan positif dengan kualitas hubungan. • Kualitas hubungan berhubungan positif dengan niat beli. • Kualitas hubungan berhubungan positif dengan niat loyalitas. • Kualitas hubungan berhubungan positif dengan niat partisipasi. |
| 2. | (Dwivedi et al., 2021) | <i>Setting the future of digital and social media marketing research : Perspectives and research propositions</i> | <ul style="list-style-type: none"> • Media sosial dapat memiliki pengaruh yang signifikan terhadap loyalitas merek, keberlanjutan dan efektivitas bisnis • Pemasaran media digital dan sosial dapat memiliki efek positif pada merek perusahaan • Pemasaran media sosial memiliki efek positif pada retensi pelanggan • Hasilnya mengidentifikasi efek positif dari intensitas penggunaan media sosial pada kesadaran merek dan niat untuk terlibat dalam komunikasi eWOM. |
| 3. | (Haque & Mazumder, 2020) | <i>A Study on the Relationship Between Customer Loyalty and Customer Trust in Online Shopping</i> | <p>H1: Tingkat kualitas layanan yang tinggi berhubungan positif dengan kepercayaan pelanggan</p> <p>H2: Kualitas website yang baik berhubungan positif dengan kepercayaan pelanggan</p> <p>H3: Keandalan penjual online menghasilkan tingkat kepercayaan pelanggan yang lebih tinggi.</p> <p>H4: Tingkat kepercayaan pelanggan yang lebih tinggi mengarah ke tingkat loyalitas pelanggan yang lebih tinggi.</p> |

| No. | Nama Peneliti | Judul Penelitian | Hasil Penelitian |
|-----|-------------------------------|---|---|
| 4. | (Zhan <i>et al.</i> , 2016) | <i>Understanding the influence of social media on people's life satisfaction through two competing explanatory mechanisms</i> | <ul style="list-style-type: none"> • Penggunaan media sosial berpengaruh positif terhadap manfaat sosial • Manfaat sosial memiliki efek positif pada kepuasan hidup • Hubungan positif antara penggunaan media sosial dan kelebihan beban sosial |
| 5. | (Duarte <i>et al.</i> , 2018) | <i>How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM</i> | Hasil penelitian menunjukkan bahwa kepercayaan konsumen untuk pembelian online meningkat melalui peningkatan kualitas layanan, kualitas website dan kehandalan. |
| 6. | (Zhang <i>et al.</i> , 2011) | <i>Repurchase intention in B2C E-Commerce : A relationship quality perspective</i> | <ul style="list-style-type: none"> • Kualitas hubungan online dan kegunaan situs <i>web</i> yang dirasakan berdampak positif terhadap niat pembelian ulang pelanggan. • Kualitas hubungan <i>online</i> secara positif dipengaruhi oleh keahlian vendor yang dirasakan dalam pemenuhan pesanan, reputasi vendor yang dirasakan, dan kegunaan situs <i>web</i> yang dirasakan. • Ketidakpercayaan pada perilaku <i>vendor</i> secara negatif mempengaruhi kualitas hubungan <i>online</i> |
| 7. | (Rajaobelina, 2018) | <i>The impact of customer experience on relationship quality with travel agencies in a multichannel enviroment</i> | <ul style="list-style-type: none"> • Dimensi <i>THINK</i> dan <i>FEEL</i> sebagai faktor kunci yang berdampak positif pada kualitas hubungan. • Dimensi <i>ACT (in-store)</i> dan <i>SENSE (online)</i> juga ditemukan mempengaruhi kualitas hubungan secara positif. |

| No. | Nama Peneliti | Judul Penelitian | Hasil Penelitian |
|-----|-------------------------------|---|---|
| 8. | (Fernandes & Pinto, 2019) | <i>Relationship quality determinants and outcomes in retail banking services: The role of customer experience</i> | <p>H1: Pengalaman pelanggan memiliki dampak positif pada RQ</p> <p>H2: Pengalaman pelanggan memiliki dampak positif pada retensi pelanggan</p> <p>H3: Pengalaman pelanggan memiliki dampak positif pada niat dari mulut ke mulut</p> <p>H4: Pengalaman pelanggan memiliki dampak positif pada toleransi pelanggan</p> <p>H5: RQ memediasi hubungan antara pengalaman pelanggan dan (a) retensi pelanggan, (b) niat dari mulut ke mulut, dan (c) toleransi pelanggan</p> |
| 9. | (Belch, E. G., & Belch, 2018) | <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i> | <p>H1: mengintegrasikan keberlanjutan ke dalam strategi bisnis dan pemasaran mereka saat konsumen memasukkan tindakan sosial dan lingkungan dari konsumen ke dalam evaluasi mereka terhadap perusahaan dan proses pengambilan keputusan.</p> <p>H2: Industri periklanan sebagai akibat dari pertumbuhan pesat media digital dan teknologi baru lainnya</p> <p>H3: Mengeksplorasi metode penelitian baru dalam upaya mereka untuk lebih memahami konsumen dan memasarkan kepada mereka secara lebih efektif.</p> <p>H4: Memperbarui Perspektif Media Digital dan Sosial tentang bagaimana Internet telah mengubah penjualan pribadi.</p> <p>H5: Membahas teknik dan program baru yang tersedia di web yang telah menjadikan penjualan pribadi lebih efisien dan efektif, sekaligus mengubah peran penjualan dalam prosesnya.</p> |
| 10. | (S. C. Chen & Lin, 2019) | <i>Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction</i> | <p>Hasil analisis menunjukkan bahwa aktivitas pemasaran media sosial secara tidak langsung mempengaruhi kepuasan melalui identifikasi sosial dan nilai yang dirasakan</p> |

| No | Nama Peneliti | Judul Penelitian | Hasil Penelitian |
|-----|------------------------------|---|---|
| 11. | (Hanaysha, 2018) | <i>An examination of the factors affecting consumer's purchase decision in the Malaysian retail market</i> | <ul style="list-style-type: none"> • Hasil penelitian menunjukkan bahwa tanggung jawab sosial perusahaan berpengaruh positif signifikan terhadap keputusan pembelian • Promosi penjualan berpengaruh negatif terhadap keputusan pembelian • <i>Store environment</i> berpengaruh positif signifikan terhadap keputusan pembelian konsumen • Pengaruh pemasaran media sosial terhadap keputusan pembelian tidak signifikan • <i>Perceived value</i> berpengaruh positif signifikan terhadap keputusan pembelian |
| 12. | (Verhagen & Van Dolen, 2011) | <i>The influence of online store beliefs on consumer online impulse buying: A model and empirical application</i> | Pengaruh yang signifikan dari daya tarik barang dagangan, kenikmatan, dan gaya komunikasi toko online, dimediasi oleh emosi konsumen. |
| 13. | (Lemke et al., 2011) | <i>Customer experience quality: an exploration in business and consumer contexts using repertory grid technique</i> | Kualitas pengalaman mencakup evaluasi tidak hanya produk dan layanan perusahaan tetapi juga pertemuan pemasok peer-to-peer dan pelengkap. |
| 14. | (Dobrota et al., 2012) | <i>Influence of the customer experience on satisfaction wit mobile phones</i> | Pengalaman adalah faktor penentu kepuasan yang signifikan dan terdapat perbedaan menurut jenis ponsel yang digunakan pelanggan dan frekuensi penggunaan. |
| 15. | (Zahra & Lutfie, 2017) | <i>THE IMPACT CUSTOMER EXPERIENCE AND CUSTOMER VALUE TO CUSTOMER SATISFACTION (Case Study at Customer Café What's Up Depok in 2017)</i> | Hasil penelitian ini menunjukkan variabel customer experience masuk kedalam kategori sangat baik. Pada variabel customer value masuk dalam kategori sangat baik. Dan variabel customer satisfaction masuk dalam kategori sangat baik. |

| No | Nama Peneliti | Judul Penelitian | Hasil Penelitian |
|-----|---------------------------------|---|---|
| 16. | (De Pelsmacker & Janssen, 2007) | <i>A Model for Fair Trade Buying Behaviour: The Role of Perceived Quantity and Quality of Information and of Product-specific Attitudes</i> | Ketertarikan pada produk perdagangan yang adil, penerimaan harga, dan kesukaan produk berdampak signifikan pada perilaku pembelian perdagangan yang adil. Minat produk merupakan variabel terpenting yang mempengaruhi perilaku pembelian. |
| 17. | (Tatar & Eren-Erdoğan, 2016) | <i>The effect social media marketing on brand trust and brand loyalty for hotels</i> | Pengaruh positif website yang jelas, keamanan website, interaktivitas online dan kolaborasi dengan website lain yang bermanfaat terhadap kepercayaan merek dan pengaruh kepercayaan merek terhadap loyalitas merek |
| 18. | (Ibrahim & Aljarah, 2018) | <i>Datatest of relationships among social media marketing activities, brand loyalty, revisit intention. Evidence from the hospitality industry in northern cyprus</i> | Pengaruh signifikan aktivitas SMM terhadap loyalitas merek dan niat berkunjung kembali |
| 19. | (Wang, 2010) | <i>Effect of consumption experience on brand an loyalty: Research in the repurchase of popular entertainment product</i> | <ul style="list-style-type: none"> • Ekspektasi pelanggan terhadap pengalaman hiburan tidak memiliki korelasi positif yang signifikan dengan kepuasan dan loyalitas pelanggan • Ekspektasi pengalaman memiliki korelasi negatif dengan loyalitas pelanggan • Pengaruh program pengalaman yang diarahkan pada loyalitas dan variabel lainnya bervariasi sesuai dengan jenis produk pengalaman dan industri terkait • Lingkungan pengalaman memiliki korelasi positif paling signifikan dengan kepuasan dan loyalitas pelanggan |

| No. | Nama Peneliti | Judul Penelitian | Hasil Penelitian |
|-----|------------------------------------|--|--|
| 20. | (Mascarenhas <i>et al.</i> , 2006) | <i>Lasting customer loyalty: a total customer experience approach</i> | TCE (<i>total customer experience</i>) ditangkap dalam tiga elemen interaktif esensial: momen fisik, momen keterlibatan emosional, dan momen rantai nilainya |
| 21. | (Sirait, 2018) | <i>The Effect of Relationship Management and Service Quality on Customer Satisfaction</i> | Hasil menunjukkan customer relationship management dan kualitas pelayanan secara parsial dan simultan berpengaruh positif dan signifikan terhadap kepuasan pelanggan |
| 22. | (Hassan <i>et al.</i> , 2015) | <i>Effect of Customer Relationship Management on Customer Satisfaction</i> | Studi ini menunjukkan bahwa manajemen hubungan pelanggan berpengaruh signifikan terhadap kepuasan pelanggan dan kedua variabel memiliki hubungan positif |
| 23. | (Suzana, 2010) | <i>Customer satisfaction measurement in hotel industry: Content analysis study</i> | Hasil penelitian ini memberikan penilaian kepada para profesional hotel tentang metode pengukuran dan pengelolaan kepuasan pelanggan |
| 24. | (Santouridis & Trivellas, 2010) | <i>Investigating the impact of service quality and customer satisfaction on customer loyalty in mobile telephony in Greece</i> | Layanan pelanggan, struktur harga dan sistem penagihan adalah dimensi kualitas layanan yang memiliki pengaruh positif yang lebih signifikan terhadap kepuasan pelanggan, yang pada gilirannya memiliki dampak positif yang signifikan terhadap loyalitas pelanggan. |
| 25. | (Ali, 2016) | <i>Hotel website quality, perceived flow, customer satisfaction and purchase intention</i> | H1: Kualitas <i>website</i> hotel berpengaruh positif signifikan terhadap aliran persepsi H2 : Aliran persepsi berpengaruh positif signifikan terhadap kepuasan pelanggan. H3 : Aliran persepsi berpengaruh positif signifikan terhadap niat beli. H4: Kepuasan pelanggan berpengaruh positif signifikan terhadap niat beli |

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| 26. | (Hassan & Nareeman, 2017) | <i>Impact of CSR practices on customer satisfaction and retention: An empirical study on foreign MNCs in Malaysia</i> | <ul style="list-style-type: none"> • Terdapat pengaruh signifikan dan positif CSR dimensi etika, dan filantropi terhadap kepuasan dan retensi pelanggan. • CSR berpengaruh positif dan signifikan terhadap niat pelanggan • CSR ekonomi berkorelasi positif dan signifikan dengan kepuasan dan retensi pelanggan. • Hubungan positif yang signifikan dan kuat antara peningkatan kepuasan pelanggan dan retensi • Hubungan positif yang signifikan dan kuat antara peningkatan kepuasan pelanggan dan retensi |

Lampiran 2

Tabel 2. Definisi Operasional Variable

| Variabel | Dimensi | Indikator | Skala |
|---|---|---|---------------|
| Aktivitas pemasaran media sosial (Seo & Park, 2018) | Hiburan (<i>Entertainment</i>) | 1. Menarik pelanggan 2. Memberikan respon positif terhadap pelanggan | <i>Likert</i> |
| | Interaksi (<i>Interaction</i>) | 3. Memberikan informasi terbaru 4. Memberikan kemudahan berinteraksi dengan pelanggan | <i>Likert</i> |
| | Trendi (<i>Trend</i>) | 5. Kegiatan pemasaran mengikuti trend 6. Iklan dan promosi sebagai cara untuk meningkatkan penjualan | <i>Likert</i> |
| | Kustomisasi (<i>Customization</i>) | 7. Menciptakan keunikan terhadap produk 8. Memberikan prioritas terhadap pelanggan | <i>Likert</i> |
| | Resiko persepsi (<i>Perceived Risk</i>) | 9. Produk yang tidak sesuai 10. Kesalahan mengenai informasi pribadi | <i>Likert</i> |
| Pengalaman pelanggan (Schmitt, 1999) | <i>Sense</i> | 11. Dimana pelanggan disuguhkan dengan tampilan suatu produk 12. Kualitas produk | <i>Likert</i> |
| | <i>Feel</i> | 13. Pelayanan terhadap pelanggan 14. Kualitas pengiriman produk | <i>Likert</i> |
| | <i>Think</i> | 15. <i>Online shop</i> memiliki cara untuk menarik pelanggan 16. Keingintahuan terhadap produk | <i>Likert</i> |

| Variabel | Dimensi | Indikator | Skala |
|--------------------------------------|--|--|---------------|
| Pengalaman pelanggan (Schmitt, 1999) | <i>Act</i> | 17. <i>Online shop</i> mempengaruhi gaya hidup pelanggan 18. Aktivitas keseharian saya menggunakan media sosial Tiktok shop | <i>Likert</i> |
| | <i>Relate</i> | 19. Menggunakan produk berdasarkan pengalaman pelanggan 20. Adanya hubungan baik antara <i>Online shop</i> dengan pelanggan | <i>Likert</i> |
| Kualitas hubungan (Huang, 2012) | Kepercayaan (<i>Trust</i>) | 21. <i>Online shop</i> mengutamakan kejujuran dalam bertransaksi 22. Manfaat dari produk tersebut | <i>Likert</i> |
| | Persepsi Nilai (<i>Perceived value</i>) | 23. Memenuhi keinginan pelanggan 24. Persepsi nilai memberikan pengalaman yang baik | <i>Likert</i> |
| | Komunikasi (<i>Communication</i>) | 25. Respon yang diberikan kepada pelanggan 26. Memberikan jaminan kerusakan produk | <i>Likert</i> |
| Loyalitas pelanggan (Mashuri, 2020) | <i>Make reguler repeat purchase</i> | 27. Melakukan pembelian secara teratur 28. Menggunakan produk secara teratur | <i>Likert</i> |
| | <i>Purchase across product and servise lines</i> | 29. Membeli produk dengan varian berbeda 30. Pelayanan yang diberikan tidak berubah | <i>Likert</i> |
| | <i>Refers other</i> | 31. Mempromosikan produk tersebut kepada kerabat 32. Mengatakan hal positif terhadap produk | <i>Likert</i> |

| Variabel | Dimensi | Indikator | Skala |
|--|---|--|---------------|
| Loyalitas pelanggan (Mashuri, 2020) | <i>Demonstrates immunity to the pull of the competition</i> | 33. Kelebihan dari produk tersebut 34. Keunggulan dalam persaingan produk online shop | <i>Likert</i> |
| Kepuasan pelanggan Afrilliana, (2020) | Keyakinan | 35. Menanamkan rasa percaya pelanggan 36. keyakinan akan keaslian produk | <i>Likert</i> |
| | Berwujud | 37. Penampilan fisik produk 38. Penampilan web online shop | <i>Likert</i> |

Lampiran 3 Kuisisioner Penelitian

Bapak/Ibu/Sdr. Yth.

Dengan Hormat,

Kepada para Responden yang terhormat, perkenalkan saya Salsabil mahasiswi Fakultas Ekonomi dan Bisnis Universitas Esa Unggul. Sehubungan dengan penyelesaian tugas akhir saya pada kuisisioner penelitian ini ditujukan untuk mengetahui

(Studi Kasus Pada Kalangan Aktivitas pemasaran media sosial, Pengalaman pelanggan, Kualitas hubungan, Kepuasan pelanggan dan Tiga Hasil Perilaku Pelanggan. Maka, saya mengharapkan ketersediaan waktu anda untuk menjadi responden dalam penelitian ini dengan cara mengisi kuisisioner secara lengkap dan sesuai dengan keadaan yang sebenarnya karena pengisian kuisisioner sangat mempengaruhi hasil penelitian.

Seluruh data termasuk identitas dan jawaban Anda pada kuisisioner ini merupakan data yang bersifat RAHASIA dan hanya digunakan untuk kepentingan karya ilmiah atau penelitian. Dalam pengisian kuisisioner ini TIDAK ADA JAWABAN BENAR ATAU SALAH. Sehingga, saya mengharapkan Anda dapat mengisi setiap pertanyaan dan pernyataan pada kuisisioner ini dengan JUJUR dan SUNGGUH-SUNGGUH.

Jika Anda memiliki pertanyaan yang berhubungan dengan kuisisioner penelitian ini, Anda dapat menghubungi saya melalui email Salsabilsalsab08@gmail.com Atas partisipasi dan ketersediaan waktu anda dalam mengisi kuisisioner ini, saya ucapkan terimakasih.

***Wajib**

Data Diri Anda:

1. Jenis Kelamin*

Tandai salah satu saja.

- Laki-Laki
- Perempuan

2. Usia*

Tandai salah satu saja.

- 18 s/d 21 tahun
- 22 s/d 25 tahun
- 26 s/d 29 tahun

3. Status/Pekerjaan*

Tandai salah satu saja.

- Pelajar/Mahasiswa
- Mahasiswa sambil bekerja

4. Frekuensi pembelian dalam satu bulan terakhir*

Tandai salah satu saja.

- 2 kali
- 3 s/d 4 kali
- ≥ 5 kali

5. Total pengeluaran dalam pembelian Parfum Andinskin*

Tandai salah satu saja

- Rp30.000-Rp100.000
- Rp101.000 s/d Rp200.000
- \geq Rp200.000

6. Belum bekerja/lama bekerja*

Tandai salah satu saja

- Belum bekerja
- 2 tahun atau kurang
- 3 s/d 4 tahun
- ≥ 5 tahun

Petunjuk Pengisian Kuisioner :

1. Sangat Tidak Setuju (STS)
2. Tidak Setuju (TS)
3. Netral (N)
4. Setuju (S)
5. Sangat Setuju (SS)

Aktivitas pemasaran media sosial (Chen & Lin, 2019; Kim & Ko, 2012)

1. Parfume Andinskin memberikan konten yang menarik di Tiktok *shop* untuk membeli produk tersebut* Tandai satu saja

1 2 3 4 5
STS SS

2. Saya senang membeli produk Parfume Andinskin di Tiktok *shop** Tandai satu saja

1 2 3 4 5
STS SS

3. Saya membeli produk Parfume Andinskin di Tiktok *shop* karena informasi produk yang diberikan sangat *update to date** Tandai satu saja

1 2 3 4 5
STS SS

4. Saya membeli produk Parfume Andinskin di Tiktok *shop* karena mudah untuk menyampaikan pendapat saya mengenai produk yang dijual* Tandai satu saja

1 2 3 4 5
STS SS

5. Konten pemasaran Parfume Andinskin mengikuti tren di media sosial* Tandai satu saja

1 2 3 4 5
STS SS

6. Saya akan mempromosikan konten dari Parfume Andinskin Tiktok *shop* di media sosial saya* Tandai satu saja

1 2 3 4 5
STS SS

7. Saya merasa produk parfum andinskin memiliki ciri khas tersendiri* Tandai satu saja

1 2 3 4 5
STS SS

8. Produk Andinskin memberikan prioritas terhadap pelanggan dalam transaksi* Tandai satu saja

1 2 3 4 5
STS SS

9. Saya merasa khawatir dengan kualitas produk dari Andinskin* Tandai satu saja

1 2 3 4 5
STS SS

10. Saya merasa khawatir jika memberikan informasi pribadi saya di Tiktok shop* Tandai satu saja

1 2 3 4 5
STS SS

Pengalaman pelanggan (Chen & Lin, 2015; Hsu & Tsou, 2011)

11. Parfume Andinskin memiliki tampilan yang simple namun tetap menarik* Tandai satu saja

1 2 3 4 5
STS SS

12. Parfume Andinskin memberikan harum yang dapat bertahan lama* Tandai satu saja

1 2 3 4 5
STS SS

13. Saya menerima pelayanan yang baik ketika membeli Parfume Andinskin di Tiktok shop* Tandai satu saja

1 2 3 4 5
STS SS

14. Kualitas dalam *packaging* untuk pengiriman Parfume Andinskin terjamin aman* Tandai satu saja

1 2 3 4 5
STS SS

15. Parfume Andinskin memiliki cara tersendiri untuk menarik pelanggan*

Tandai satu saja

1 2 3 4 5
STS SS

16. Parfume Andinskin mendorong rasa ingin tahu saya* Tandai satu saja

1 2 3 4 5
STS SS

17. Postingan Parfume Andinskin membuat saya berpikir dan menyesuaikan dengan gaya hidup saya* Tandai satu saja

1 2 3 4 5
STS SS

18. Tiktok *shop* membuat saya mengingatkan pada aktivitas yang biasa saya lakukan* Tandai satu saja

1 2 3 4 5
STS SS

19. Saya menggunakan parfum andinskin berdasarkan pengalaman pelanggan lainnya* Tandai satu saja

1 2 3 4 5
STS SS

20. Saya dapat berhubungan dengan baik antara Owner Parfume Andinskin dan pelanggan di Tiktok *shop** Tandai satu saja

1 2 3 4 5
STS SS

Kualitas hubungan (Carvajal-trujillo & Bons, 2015; Lu *et al.*, 2016; Oliveira *et al.*, 2017)

21. Owner Parfume Andinskin mengutamakan kejujuran dalam bertransaksi*

Tandai satu saja

1 2 3 4 5
STS SS

22. Memiliki aroma yang bervariasi, menggunakan *Parfume* Andinskin membuat saya tampil lebih percaya diri* Tandai satu saja

1 2 3 4 5
STS SS

23. Membeli produk Parfume Andinskin di Tiktok *shop* adalah pilihan yang tepat

* Tandai satu saja

1 2 3 4 5
STS SS

24. Secara keseluruhan berbelanja di Tiktok *shop* memberikan nilai yang baik*

Tandai satu saja

1 2 3 4 5
STS SS

25. Owner Parfume Andinskin merespon pelanggan dengan cepat* Tandai satu saja

1 2 3 4 5
STS SS

26. Owner Parfume Andinskin membuat jaminan kepada pelanggan jika produk yang dikirim tidak sesuai* Tandai satu saja

1 2 3 4 5
STS SS

Loyalitas Pelanggan (Ali, 2016; C. C. Chen & Chang, 2018; C. L. Hsu & Lin, 2015)

27. Saya tetap membeli kembali parfume Andinskin di Tiktok *shop** Tandai satu saja

1 2 3 4 5
STS SS

28. Saya tetap menggunakan *parfume* Andinskin meskipun ada kerabat yang merekomendasikan *parfume* lain* Tandai satu saja

1 2 3 4 5
STS SS

29. Saya membeli *parfume* Andinskin dengan varian wangi yang berbeda* Tandai satu saja

1 2 3 4 5
STS SS

30. Saya membeli kembali parfum andinskin dengan pelayanan yang sama* Tandai satu saja

1 2 3 4 5
STS SS

31. Saya merekomendasikan parfum andinskin kepada kerabat saya* Tandai satu saja

1 2 3 4 5
STS SS

32. Saya mengatakan hal positif kepada orang lain mengenai produk parfum andinskin* Tandai satu saja

1 2 3 4 5
STS SS

33. Selain harga yang terjangkau, Parfume Andinskin memiliki wangi yang tahan lama* Tandai satu saja

1 2 3 4 5
STS SS

34. Saya selalu menceritakan kualitas Parfume Andinskin yang setara dengan pafum mahal lainnya* Tandai satu saja

1 2 3 4 5
STS SS

Kepuasan pelanggan (Afrilliana, 2020)

35. Saya yakin dan percaya dengan kualitas dan pelayanan parfum andinskin* Tandai satu saja

1 2 3 4 5
STS SS

36. Saya percaya produk yang saya pesan di situs jejaring sosial sesuai dengan harapan.* Tandai satu saja

1 2 3 4 5
STS SS

37. Parfume Andinskin memiliki design yang inovatif* Tandai satu saja

1 2 3 4 5
STS SS

38. Tampilan website parfum andinskin sesuai dengan deskripsi produk* Tandai satu saja

1 2 3 4 5
STS SS

Lampiran 4

Input Data Penelitian

| No. responde | Aktivitas Pemasaran Media Sosial | | | | | | | | | | Total |
|-----------------|----------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------|
| | SMMA1 | SMMA2 | SMMA3 | SMMA4 | SMMA5 | SMMA6 | SMMA7 | SMMA8 | SMMA9 | SMMA10 | |
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 2 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 3 | 5 | 1 | 5 | 1 | 4 | 5 | 4 | 5 | 5 | 2 | 37 |
| 4 | 5 | 4 | 5 | 4 | 1 | 1 | 1 | 2 | 2 | 2 | 27 |
| 5 | 4 | 4 | 2 | 1 | 4 | 5 | 2 | 5 | 3 | 5 | 35 |
| 6 | 2 | 5 | 4 | 4 | 5 | 5 | 5 | 2 | 4 | 5 | 41 |
| 7 | 1 | 5 | 1 | 1 | 1 | 5 | 1 | 5 | 1 | 1 | 22 |
| 8 | 4 | 5 | 5 | 4 | 1 | 1 | 4 | 4 | 3 | 5 | 36 |
| 9 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 5 | 4 | 24 |
| 10 | 4 | 5 | 3 | 4 | 4 | 2 | 3 | 4 | 2 | 2 | 33 |
| 11 | 4 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 4 | 4 | 28 |
| 12 | 5 | 4 | 4 | 4 | 3 | 4 | 2 | 2 | 2 | 2 | 32 |
| 13 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 33 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 15 | 5 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 4 | 27 |
| 16 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 4 | 4 | 5 | 28 |
| 17 | 1 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 4 | 4 | 21 |
| 18 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 3 | 3 | 20 |
| 19 | 2 | 4 | 2 | 4 | 5 | 4 | 4 | 2 | 3 | 4 | 34 |
| 20 | 1 | 2 | 1 | 5 | 5 | 1 | 1 | 1 | 3 | 4 | 24 |
| 21 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 3 | 23 |
| 22 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 |
| 23 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 1 | 17 |
| 24 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 4 | 4 | 22 |
| 25 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 24 |
| 26 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 4 | 3 | 24 |
| 27 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 3 | 3 | 17 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 29 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 3 | 14 |
| 30 | 5 | 2 | 4 | 1 | 4 | 1 | 2 | 1 | 3 | 3 | 26 |
| 31 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 3 | 15 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 38 |
| 33 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 5 | 5 | 25 |
| 34 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 3 | 3 | 21 |
| 35 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 4 | 3 | 22 |
| 36 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 4 | 3 | 24 |
| 37 | 1 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 4 | 2 | 19 |
| 38 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 4 | 3 | 17 |
| 39 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 4 | 4 | 19 |
| 40 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
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| 43 | 5 | 1 | 5 | 1 | 4 | 5 | 2 | 2 | 5 | 5 | 35 |
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| 51 | 4 | 2 | 2 | 2 | 2 | 4 | 4 | 5 | 5 | 4 | 34 |
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| 65 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 3 | 26 |
| 66 | 2 | 2 | 2 | 2 | 2 | 4 | 3 | 4 | 3 | 4 | 28 |
| 67 | 1 | 1 | 2 | 2 | 1 | 3 | 3 | 3 | 3 | 3 | 22 |
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| 70 | 5 | 2 | 4 | 1 | 4 | 3 | 3 | 4 | 4 | 3 | 33 |
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| 81 | 1 | 2 | 1 | 1 | 1 | 3 | 3 | 4 | 4 | 3 | 23 |
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| 95 | 5 | 4 | 5 | 2 | 2 | 3 | 4 | 5 | 2 | 3 | 35 |
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| 107 | 4 | 4 | 3 | 4 | 4 | 4 | 2 | 1 | 2 | 4 | 32 |
| 108 | 4 | 3 | 3 | 4 | 4 | 2 | 3 | 2 | 1 | 2 | 28 |
| 109 | 2 | 2 | 1 | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 23 |
| 110 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 42 |
| 111 | 4 | 3 | 5 | 5 | 3 | 4 | 3 | 5 | 4 | 4 | 40 |
| 112 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 30 |
| 113 | 2 | 2 | 2 | 4 | 4 | 3 | 2 | 2 | 2 | 4 | 27 |
| 114 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 2 | 2 | 17 |
| 115 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 24 |
| 116 | 2 | 1 | 3 | 3 | 2 | 3 | 3 | 5 | 2 | 3 | 27 |
| 117 | 3 | 3 | 4 | 4 | 3 | 2 | 3 | 2 | 4 | 2 | 30 |
| 118 | 5 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 1 | 4 | 33 |
| 119 | 5 | 4 | 3 | 3 | 3 | 3 | 2 | 5 | 3 | 3 | 34 |
| 120 | 3 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 43 |
| 121 | 5 | 3 | 5 | 3 | 4 | 3 | 3 | 1 | 2 | 3 | 32 |
| 122 | 2 | 5 | 2 | 4 | 4 | 2 | 3 | 5 | 2 | 2 | 31 |
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| 124 | 5 | 4 | 1 | 1 | 1 | 4 | 2 | 3 | 4 | 5 | 30 |
| 125 | 4 | 3 | 3 | 4 | 4 | 1 | 3 | 2 | 1 | 1 | 26 |
| 126 | 2 | 5 | 3 | 3 | 2 | 2 | 3 | 2 | 1 | 2 | 25 |
| 127 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 5 | 1 | 5 | 38 |
| 128 | 4 | 4 | 3 | 2 | 2 | 3 | 1 | 1 | 1 | 3 | 24 |
| 129 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 1 | 2 | 4 | 35 |
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| 134 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 1 | 2 | 2 | 36 |
| 135 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 5 | 2 | 5 | 36 |
| 136 | 5 | 4 | 4 | 1 | 4 | 1 | 3 | 2 | 3 | 1 | 28 |
| 137 | 5 | 4 | 5 | 2 | 1 | 3 | 1 | 3 | 3 | 3 | 30 |
| 138 | 4 | 2 | 4 | 1 | 1 | 4 | 1 | 2 | 2 | 4 | 25 |
| 139 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 46 |
| 140 | 5 | 2 | 4 | 4 | 2 | 2 | 2 | 4 | 2 | 2 | 29 |
| 141 | 4 | 5 | 5 | 4 | 4 | 2 | 4 | 2 | 5 | 2 | 37 |
| 142 | 5 | 2 | 5 | 5 | 5 | 5 | 2 | 5 | 2 | 5 | 41 |
| 143 | 5 | 4 | 2 | 2 | 2 | 1 | 4 | 2 | 2 | 1 | 25 |
| 144 | 4 | 4 | 5 | 4 | 2 | 4 | 3 | 4 | 3 | 5 | 38 |
| 145 | 5 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 33 |
| 146 | 4 | 4 | 3 | 4 | 2 | 4 | 2 | 5 | 3 | 3 | 34 |
| 147 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 2 | 36 |
| 148 | 5 | 2 | 4 | 4 | 1 | 4 | 4 | 2 | 2 | 4 | 32 |
| 149 | 5 | 4 | 4 | 5 | 2 | 2 | 2 | 2 | 2 | 1 | 29 |
| 150 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 151 | 5 | 5 | 5 | 4 | 3 | 4 | 1 | 3 | 3 | 4 | 37 |
| 152 | 4 | 4 | 5 | 2 | 3 | 5 | 5 | 4 | 4 | 5 | 41 |
| 153 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
| 154 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 45 |
| 155 | 5 | 5 | 5 | 4 | 2 | 5 | 4 | 3 | 4 | 4 | 41 |
| 156 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 157 | 4 | 4 | 5 | 1 | 1 | 4 | 2 | 1 | 1 | 4 | 27 |
| 158 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 2 | 5 | 44 |
| 159 | 4 | 5 | 5 | 5 | 3 | 4 | 2 | 4 | 1 | 4 | 37 |
| 160 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| 161 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 46 |
| 162 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 45 |
| 163 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 47 |
| 164 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 165 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 166 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 167 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 46 |
| 168 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 47 |
| 169 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 46 |
| 170 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 46 |
| 171 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 49 |
| 172 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 47 |
| 173 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 47 |
| 174 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 46 |
| 175 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 176 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 47 |
| 177 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 178 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 179 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 180 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 181 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 46 |
| 182 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 49 |
| 183 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 184 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 49 |
| 185 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 186 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 47 |
| 187 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 188 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 189 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 190 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |

| Pengalaman Pelanggan | | | | | | | | | | Total |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-------|
| CE1 | CE2 | CE3 | CE4 | CE5 | CE6 | CE7 | CE8 | CE9 | CE10 | |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 1 | 4 | 5 | 4 | 5 | 5 | 2 | 2 | 5 | 38 |
| 5 | 4 | 1 | 1 | 1 | 2 | 2 | 2 | 5 | 1 | 24 |
| 2 | 1 | 4 | 5 | 2 | 5 | 3 | 5 | 5 | 3 | 35 |
| 4 | 4 | 5 | 5 | 5 | 2 | 4 | 5 | 2 | 5 | 41 |
| 1 | 1 | 1 | 5 | 1 | 5 | 1 | 1 | 1 | 1 | 18 |
| 5 | 4 | 1 | 1 | 4 | 4 | 3 | 5 | 2 | 2 | 31 |
| 2 | 2 | 2 | 2 | 2 | 1 | 5 | 4 | 5 | 5 | 30 |
| 3 | 4 | 4 | 2 | 3 | 4 | 2 | 2 | 2 | 2 | 28 |
| 2 | 2 | 2 | 2 | 4 | 2 | 4 | 4 | 5 | 5 | 32 |
| 4 | 4 | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 27 |
| 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 5 | 5 | 36 |
| 5 | 3 | 5 | 5 | 2 | 5 | 5 | 3 | 3 | 3 | 39 |
| 2 | 4 | 2 | 2 | 2 | 2 | 2 | 4 | 5 | 4 | 29 |
| 3 | 2 | 2 | 2 | 2 | 4 | 4 | 5 | 5 | 4 | 33 |
| 2 | 1 | 1 | 2 | 2 | 2 | 4 | 4 | 4 | 5 | 27 |
| 2 | 2 | 2 | 1 | 1 | 2 | 3 | 3 | 2 | 2 | 20 |
| 2 | 4 | 5 | 4 | 4 | 2 | 3 | 4 | 5 | 3 | 36 |
| 1 | 5 | 5 | 1 | 1 | 1 | 3 | 4 | 2 | 1 | 24 |
| 2 | 2 | 2 | 2 | 2 | 2 | 4 | 3 | 4 | 3 | 26 |
| 3 | 3 | 2 | 1 | 2 | 2 | 4 | 3 | 4 | 3 | 27 |
| 1 | 2 | 1 | 2 | 2 | 1 | 2 | 1 | 4 | 3 | 19 |
| 2 | 2 | 1 | 2 | 2 | 2 | 4 | 4 | 3 | 4 | 26 |
| 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 27 |
| 2 | 2 | 2 | 2 | 2 | 3 | 4 | 3 | 4 | 3 | 27 |
| 2 | 2 | 1 | 1 | 2 | 1 | 3 | 3 | 3 | 3 | 21 |
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| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 3 | 35 |
| 2 | 2 | 2 | 2 | 2 | 1 | 5 | 5 | 5 | 5 | 31 |
| 2 | 2 | 2 | 2 | 1 | 2 | 3 | 3 | 4 | 3 | 24 |
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| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 22 |
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| 2 | 3 | 1 | 2 | 2 | 1 | 3 | 3 | 4 | 3 | 24 |
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| 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 5 | 4 | 35 |
| 2 | 4 | 3 | 2 | 2 | 2 | 3 | 2 | 4 | 4 | 28 |
| 3 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 3 | 3 | 33 |
| 2 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 3 | 3 | 20 |
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| 3 | 5 | 5 | 3 | 4 | 3 | 2 | 3 | 2 | 1 | 31 |
| 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 2 | 1 | 31 |
| 3 | 4 | 4 | 3 | 3 | 3 | 4 | 2 | 2 | 1 | 29 |
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| 2 | 1 | 3 | 1 | 5 | 2 | 4 | 2 | 4 | 3 | 27 |
| 2 | 3 | 4 | 2 | 3 | 4 | 3 | 4 | 3 | 3 | 31 |
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| 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 5 | 4 | 36 |
| 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 4 | 37 |
| 3 | 2 | 2 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 32 |
| 3 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 3 | 3 | 31 |
| 3 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 1 | 2 | 30 |
| 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 2 | 1 | 28 |
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| 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 42 |
| 5 | 5 | 3 | 5 | 3 | 4 | 4 | 3 | 5 | 4 | 41 |

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| 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 23 |
| 3 | 3 | 2 | 1 | 2 | 2 | 3 | 3 | 5 | 2 | 26 |
| 4 | 4 | 3 | 4 | 3 | 4 | 2 | 3 | 2 | 4 | 33 |
| 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 1 | 31 |
| 3 | 3 | 3 | 4 | 2 | 4 | 3 | 2 | 5 | 3 | 32 |
| 3 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 44 |
| 5 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 1 | 2 | 32 |
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| 3 | 4 | 4 | 4 | 4 | 2 | 3 | 1 | 3 | 2 | 30 |
| 3 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 1 | 2 | 28 |
| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 2 | 28 |
| 4 | 4 | 3 | 3 | 5 | 4 | 3 | 3 | 2 | 2 | 33 |
| 5 | 4 | 4 | 4 | 2 | 2 | 5 | 3 | 1 | 2 | 32 |
| 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 5 | 2 | 35 |
| 4 | 1 | 4 | 2 | 2 | 1 | 1 | 3 | 2 | 3 | 23 |
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| 4 | 1 | 1 | 1 | 1 | 1 | 4 | 1 | 2 | 2 | 18 |
| 5 | 4 | 3 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 42 |
| 4 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 26 |
| 5 | 4 | 4 | 2 | 2 | 2 | 2 | 4 | 2 | 5 | 32 |
| 5 | 5 | 5 | 2 | 2 | 2 | 5 | 2 | 5 | 2 | 35 |
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| 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 31 |
| 3 | 4 | 2 | 5 | 4 | 3 | 4 | 2 | 5 | 3 | 35 |
| 4 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 4 | 35 |
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| 4 | 5 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 25 |
| 4 | 3 | 4 | 1 | 2 | 2 | 5 | 4 | 4 | 4 | 33 |
| 5 | 4 | 3 | 4 | 3 | 5 | 4 | 1 | 3 | 3 | 35 |
| 5 | 2 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 41 |
| 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 47 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 5 | 4 | 2 | 4 | 3 | 3 | 5 | 4 | 3 | 4 | 37 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 5 | 1 | 1 | 3 | 2 | 2 | 4 | 2 | 1 | 1 | 22 |
| 5 | 4 | 4 | 5 | 1 | 4 | 5 | 4 | 5 | 2 | 39 |
| 5 | 5 | 3 | 5 | 3 | 5 | 4 | 2 | 4 | 1 | 37 |
| 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 45 |
| 4 | 5 | 4 | 4 | 4 | 5 | 2 | 5 | 4 | 5 | 42 |
| 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 46 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 46 |
| 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 47 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 46 |
| 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 45 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 47 |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|----|
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 47 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 47 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 48 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 5 | 5 | 41 |
| 5 | 2 | 4 | 4 | 5 | 4 | 2 | 5 | 4 | 4 | 39 |
| 2 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 41 |
| 4 | 1 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 41 |
| 5 | 2 | 1 | 5 | 2 | 4 | 1 | 5 | 2 | 4 | 31 |
| 4 | 5 | 2 | 4 | 1 | 4 | 2 | 5 | 4 | 4 | 35 |
| 2 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 4 | 2 | 4 | 4 | 5 | 5 | 2 | 4 | 5 | 4 | 39 |
| 1 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 2 | 37 |
| 5 | 4 | 5 | 4 | 5 | 4 | 2 | 5 | 5 | 4 | 43 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 1 | 41 |
| 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 1 | 4 | 41 |
| 4 | 4 | 2 | 4 | 1 | 5 | 4 | 5 | 4 | 2 | 35 |
| 5 | 1 | 4 | 5 | 4 | 2 | 4 | 5 | 4 | 1 | 35 |
| 5 | 4 | 4 | 1 | 4 | 4 | 5 | 5 | 4 | 4 | 40 |
| 1 | 4 | 5 | 2 | 4 | 5 | 5 | 4 | 1 | 4 | 35 |
| 5 | 2 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 43 |
| 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 46 |
| 4 | 2 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 42 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 2 | 43 |
| 4 | 5 | 5 | 4 | 2 | 4 | 5 | 2 | 4 | 1 | 36 |
| 4 | 2 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 42 |
| 1 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 2 | 40 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 4 | 5 | 2 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 41 |
| 5 | 2 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 43 |
| 5 | 4 | 4 | 2 | 5 | 5 | 4 | 4 | 4 | 5 | 42 |
| 4 | 4 | 5 | 4 | 4 | 4 | 5 | 1 | 5 | 4 | 40 |
| 4 | 5 | 5 | 2 | 4 | 4 | 2 | 4 | 2 | 4 | 36 |
| 4 | 1 | 2 | 5 | 2 | 4 | 5 | 4 | 5 | 2 | 34 |
| 4 | 5 | 4 | 2 | 5 | 1 | 4 | 5 | 5 | 4 | 39 |
| 4 | 5 | 4 | 5 | 2 | 4 | 1 | 4 | 5 | 1 | 35 |
| 4 | 5 | 5 | 4 | 4 | 5 | 2 | 4 | 4 | 4 | 41 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 44 |
| 5 | 5 | 2 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 43 |
| 4 | 5 | 4 | 4 | 4 | 2 | 4 | 2 | 5 | 4 | 38 |
| 1 | 4 | 5 | 1 | 4 | 4 | 5 | 5 | 5 | 4 | 38 |
| 4 | 4 | 1 | 4 | 5 | 5 | 2 | 5 | 5 | 1 | 36 |
| 1 | 4 | 5 | 5 | 5 | 4 | 4 | 2 | 5 | 1 | 36 |
| 5 | 2 | 4 | 5 | 4 | 4 | 5 | 2 | 4 | 5 | 40 |

| Kualitas Hubungan | | | | | | Total |
|-------------------|-----|-----|-----|-----|-----|-------|
| RQ1 | RQ2 | RQ3 | RQ4 | RQ5 | RQ6 | |
| 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 4 | 4 | 1 | 1 | 5 | 5 | 20 |
| 3 | 3 | 2 | 2 | 3 | 4 | 17 |
| 3 | 1 | 1 | 1 | 1 | 4 | 11 |
| 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| 4 | 4 | 4 | 5 | 1 | 5 | 23 |
| 1 | 1 | 1 | 2 | 2 | 3 | 10 |
| 2 | 2 | 2 | 1 | 1 | 4 | 12 |
| 3 | 1 | 1 | 2 | 2 | 3 | 12 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 3 | 2 | 2 | 3 | 3 | 1 | 14 |
| 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 4 | 4 | 3 | 4 | 4 | 2 | 21 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 1 | 4 | 3 | 3 | 3 | 4 | 18 |
| 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 1 | 3 | 3 | 3 | 3 | 3 | 16 |
| 2 | 2 | 2 | 3 | 3 | 1 | 13 |
| 3 | 3 | 3 | 3 | 3 | 2 | 17 |
| 3 | 3 | 3 | 2 | 3 | 4 | 18 |
| 2 | 3 | 4 | 3 | 1 | 4 | 17 |
| 3 | 2 | 2 | 2 | 2 | 3 | 14 |
| 2 | 2 | 3 | 3 | 2 | 3 | 15 |
| 3 | 2 | 2 | 2 | 3 | 4 | 16 |
| 3 | 3 | 3 | 3 | 3 | 2 | 17 |
| 3 | 4 | 2 | 1 | 3 | 3 | 16 |
| 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 2 | 3 | 2 | 2 | 3 | 1 | 13 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 1 | 2 | 3 | 2 | 3 | 15 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 3 | 2 | 2 | 2 | 3 | 2 | 14 |

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|---|---|---|---|---|---|----|
| 1 | 2 | 2 | 2 | 1 | 2 | 10 |
| 3 | 2 | 3 | 3 | 3 | 4 | 18 |
| 3 | 3 | 3 | 3 | 3 | 2 | 17 |
| 3 | 3 | 2 | 2 | 3 | 2 | 15 |
| 3 | 2 | 3 | 2 | 2 | 2 | 14 |
| 3 | 2 | 3 | 2 | 3 | 2 | 15 |
| 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 1 | 2 | 3 | 4 | 1 | 3 | 14 |
| 1 | 1 | 2 | 2 | 3 | 4 | 13 |
| 2 | 2 | 3 | 3 | 3 | 2 | 15 |
| 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 3 | 3 | 2 | 3 | 2 | 3 | 16 |
| 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| 2 | 2 | 3 | 2 | 3 | 2 | 14 |
| 3 | 3 | 3 | 1 | 4 | 3 | 17 |
| 2 | 2 | 1 | 2 | 1 | 4 | 12 |
| 2 | 3 | 2 | 2 | 2 | 4 | 15 |
| 1 | 2 | 2 | 3 | 2 | 3 | 13 |
| 1 | 2 | 2 | 3 | 2 | 4 | 14 |
| 2 | 3 | 2 | 2 | 2 | 4 | 15 |
| 2 | 2 | 1 | 2 | 3 | 3 | 13 |
| 2 | 3 | 1 | 2 | 3 | 4 | 15 |
| 1 | 2 | 1 | 3 | 1 | 4 | 12 |
| 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 2 | 2 | 2 | 4 | 2 | 1 | 13 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 3 | 1 | 2 | 3 | 1 | 4 | 14 |
| 2 | 3 | 3 | 3 | 2 | 3 | 16 |
| 3 | 3 | 3 | 2 | 2 | 3 | 16 |
| 2 | 2 | 2 | 2 | 2 | 3 | 13 |
| 5 | 2 | 2 | 2 | 2 | 4 | 17 |
| 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 2 | 2 | 3 | 4 | 4 | 2 | 17 |
| 1 | 2 | 2 | 1 | 1 | 4 | 11 |
| 1 | 2 | 1 | 2 | 1 | 3 | 10 |
| 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 2 | 2 | 3 | 2 | 2 | 3 | 14 |
| 1 | 1 | 1 | 2 | 1 | 1 | 7 |
| 2 | 2 | 2 | 2 | 2 | 3 | 13 |
| 2 | 2 | 2 | 4 | 2 | 4 | 16 |
| 4 | 4 | 3 | 1 | 4 | 2 | 18 |
| 2 | 4 | 1 | 3 | 2 | 2 | 14 |
| 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| 4 | 4 | 3 | 3 | 3 | 2 | 19 |
| 2 | 1 | 1 | 1 | 2 | 3 | 10 |
| 2 | 1 | 1 | 2 | 2 | 2 | 10 |
| 1 | 1 | 2 | 1 | 1 | 4 | 10 |
| 2 | 2 | 2 | 1 | 2 | 1 | 10 |
| 4 | 4 | 3 | 3 | 3 | 2 | 19 |
| 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 2 | 2 | 2 | 2 | 2 | 3 | 13 |
| 1 | 2 | 2 | 3 | 3 | 4 | 15 |
| 2 | 1 | 2 | 1 | 2 | 4 | 12 |
| 1 | 2 | 2 | 2 | 2 | 4 | 13 |
| 2 | 1 | 1 | 1 | 2 | 3 | 10 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 2 | 2 | 2 | 2 | 4 | 17 |
| 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 1 | 1 | 2 | 1 | 2 | 4 | 11 |

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|---|---|---|---|---|---|----|
| 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 2 | 3 | 2 | 2 | 2 | 2 | 13 |
| 4 | 5 | 3 | 5 | 5 | 4 | 26 |
| 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 2 | 5 | 5 | 5 | 5 | 5 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 3 | 3 | 3 | 3 | 2 | 17 |
| 2 | 2 | 2 | 2 | 2 | 4 | 14 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 1 | 1 | 2 | 1 | 1 | 1 | 7 |
| 4 | 2 | 5 | 4 | 5 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |

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|---|---|---|---|---|---|----|
| 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 5 | 4 | 5 | 1 | 2 | 21 |
| 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 5 | 3 | 4 | 5 | 5 | 5 | 27 |
| 4 | 4 | 4 | 5 | 3 | 3 | 23 |
| 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 2 | 2 | 3 | 3 | 20 |
| 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 5 | 4 | 5 | 5 | 5 | 3 | 27 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 3 | 4 | 4 | 26 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 2 | 3 | 21 |
| 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 2 | 2 | 2 | 2 | 2 | 4 | 14 |
| 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 5 | 5 | 5 | 5 | 4 | 3 | 27 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 2 | 2 | 2 | 4 | 4 | 5 | 19 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 2 | 4 | 4 | 4 | 2 | 3 | 19 |
| 4 | 3 | 2 | 3 | 5 | 2 | 19 |
| 2 | 2 | 4 | 5 | 4 | 2 | 19 |
| 1 | 3 | 3 | 3 | 3 | 2 | 15 |
| 4 | 3 | 4 | 2 | 2 | 4 | 19 |
| 3 | 2 | 5 | 4 | 2 | 2 | 18 |
| 1 | 1 | 2 | 3 | 1 | 1 | 9 |
| 4 | 3 | 4 | 4 | 4 | 2 | 21 |
| 2 | 2 | 5 | 3 | 5 | 4 | 21 |

| Kepuasan Pelanggan | | | | |
|--------------------|-----|-----|-----|-------|
| CS1 | CS2 | CS3 | CS4 | Total |
| 5 | 4 | 4 | 4 | 17 |
| 4 | 4 | 2 | 5 | 15 |
| 4 | 1 | 2 | 4 | 11 |
| 2 | 2 | 4 | 2 | 10 |
| 2 | 2 | 5 | 4 | 13 |
| 5 | 2 | 2 | 2 | 11 |
| 4 | 2 | 2 | 5 | 13 |
| 4 | 2 | 2 | 2 | 10 |
| 2 | 2 | 2 | 2 | 8 |
| 4 | 2 | 4 | 4 | 14 |
| 3 | 4 | 4 | 4 | 15 |
| 3 | 2 | 2 | 2 | 9 |
| 4 | 4 | 4 | 4 | 16 |
| 3 | 4 | 4 | 4 | 15 |
| 4 | 3 | 3 | 3 | 13 |
| 2 | 4 | 4 | 4 | 14 |
| 2 | 3 | 3 | 3 | 11 |
| 2 | 3 | 4 | 4 | 13 |
| 2 | 3 | 3 | 4 | 12 |
| 1 | 1 | 3 | 3 | 8 |
| 1 | 2 | 3 | 2 | 8 |
| 4 | 3 | 3 | 3 | 13 |
| 1 | 3 | 3 | 3 | 10 |
| 2 | 2 | 2 | 2 | 8 |
| 2 | 2 | 2 | 4 | 10 |
| 2 | 2 | 3 | 3 | 10 |
| 2 | 2 | 2 | 2 | 8 |
| 2 | 3 | 3 | 3 | 11 |
| 2 | 2 | 2 | 2 | 8 |
| 2 | 4 | 4 | 4 | 14 |
| 2 | 2 | 2 | 2 | 8 |
| 3 | 2 | 4 | 3 | 12 |
| 3 | 2 | 3 | 4 | 12 |
| 2 | 1 | 3 | 2 | 8 |
| 2 | 2 | 1 | 1 | 6 |
| 2 | 2 | 2 | 1 | 7 |
| 2 | 2 | 2 | 4 | 10 |
| 2 | 2 | 4 | 3 | 11 |
| 2 | 2 | 4 | 4 | 12 |
| 2 | 1 | 4 | 4 | 11 |
| 2 | 2 | 3 | 3 | 10 |
| 2 | 1 | 3 | 3 | 9 |
| 2 | 2 | 3 | 3 | 10 |
| 2 | 1 | 3 | 3 | 9 |
| 2 | 2 | 3 | 3 | 10 |

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|---|---|---|---|----|
| 3 | 2 | 3 | 3 | 11 |
| 4 | 3 | 3 | 3 | 13 |
| 3 | 4 | 3 | 3 | 13 |
| 4 | 3 | 4 | 4 | 15 |
| 2 | 2 | 3 | 4 | 11 |
| 4 | 3 | 2 | 2 | 11 |
| 2 | 2 | 3 | 2 | 9 |
| 3 | 3 | 3 | 2 | 11 |
| 4 | 3 | 3 | 2 | 12 |
| 4 | 3 | 2 | 3 | 12 |
| 2 | 3 | 2 | 3 | 10 |
| 4 | 3 | 3 | 3 | 13 |
| 3 | 3 | 3 | 3 | 12 |
| 3 | 2 | 4 | 4 | 13 |
| 2 | 3 | 3 | 4 | 12 |
| 4 | 2 | 3 | 3 | 12 |
| 3 | 4 | 4 | 4 | 15 |
| 4 | 3 | 2 | 3 | 12 |
| 3 | 2 | 3 | 3 | 11 |
| 4 | 2 | 3 | 3 | 12 |
| 2 | 2 | 3 | 3 | 10 |
| 4 | 2 | 3 | 3 | 12 |
| 3 | 4 | 4 | 4 | 15 |
| 2 | 2 | 4 | 4 | 12 |
| 2 | 2 | 3 | 3 | 10 |
| 3 | 2 | 2 | 2 | 9 |
| 4 | 3 | 4 | 4 | 15 |
| 2 | 3 | 2 | 2 | 9 |
| 1 | 1 | 2 | 2 | 6 |
| 1 | 2 | 4 | 3 | 10 |
| 4 | 2 | 3 | 3 | 12 |
| 3 | 4 | 3 | 2 | 12 |
| 4 | 3 | 3 | 2 | 12 |
| 3 | 3 | 3 | 2 | 11 |
| 4 | 2 | 2 | 2 | 10 |
| 4 | 2 | 3 | 2 | 11 |
| 4 | 3 | 3 | 3 | 13 |
| 2 | 2 | 4 | 4 | 12 |
| 2 | 2 | 2 | 4 | 10 |
| 2 | 4 | 2 | 2 | 10 |
| 3 | 3 | 2 | 2 | 10 |
| 4 | 3 | 2 | 2 | 11 |
| 4 | 3 | 4 | 2 | 13 |
| 2 | 3 | 3 | 2 | 10 |
| 4 | 2 | 2 | 4 | 12 |

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|---|---|---|---|----|
| 3 | 2 | 2 | 2 | 9 |
| 4 | 3 | 2 | 3 | 12 |
| 3 | 2 | 3 | 3 | 11 |
| 4 | 3 | 2 | 3 | 12 |
| 2 | 2 | 2 | 4 | 10 |
| 2 | 4 | 4 | 3 | 13 |
| 2 | 5 | 3 | 4 | 14 |
| 1 | 4 | 4 | 3 | 12 |
| 2 | 1 | 3 | 2 | 8 |
| 4 | 2 | 3 | 3 | 12 |
| 3 | 3 | 3 | 3 | 12 |
| 4 | 3 | 2 | 3 | 12 |
| 3 | 3 | 3 | 3 | 12 |
| 5 | 5 | 4 | 4 | 18 |
| 4 | 2 | 2 | 3 | 11 |
| 4 | 2 | 2 | 2 | 10 |
| 2 | 2 | 3 | 2 | 9 |
| 1 | 2 | 2 | 2 | 7 |
| 1 | 3 | 3 | 3 | 10 |
| 4 | 2 | 3 | 3 | 12 |
| 3 | 2 | 2 | 2 | 9 |
| 4 | 3 | 3 | 3 | 13 |
| 3 | 4 | 4 | 4 | 15 |
| 3 | 4 | 4 | 4 | 15 |
| 3 | 4 | 4 | 4 | 15 |
| 2 | 3 | 3 | 3 | 11 |
| 1 | 1 | 1 | 1 | 4 |
| 4 | 2 | 2 | 2 | 10 |
| 3 | 4 | 1 | 1 | 9 |
| 4 | 4 | 5 | 3 | 16 |
| 3 | 3 | 4 | 5 | 15 |
| 4 | 4 | 5 | 5 | 18 |
| 5 | 3 | 5 | 5 | 18 |
| 5 | 5 | 5 | 4 | 19 |
| 3 | 3 | 3 | 2 | 11 |
| 5 | 5 | 4 | 5 | 19 |
| 5 | 4 | 4 | 5 | 18 |
| 3 | 5 | 5 | 3 | 16 |
| 3 | 4 | 4 | 2 | 13 |
| 4 | 3 | 3 | 3 | 13 |
| 5 | 5 | 5 | 4 | 19 |
| 5 | 5 | 4 | 3 | 17 |
| 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 4 | 5 | 18 |
| 3 | 5 | 3 | 3 | 14 |
| 4 | 4 | 3 | 2 | 13 |
| 4 | 4 | 5 | 4 | 17 |
| 3 | 5 | 4 | 3 | 15 |
| 4 | 4 | 5 | 5 | 18 |
| 5 | 4 | 5 | 5 | 19 |
| 5 | 5 | 5 | 4 | 19 |
| 5 | 5 | 4 | 4 | 18 |
| 5 | 5 | 4 | 5 | 19 |
| 5 | 4 | 4 | 5 | 18 |
| 3 | 4 | 4 | 4 | 15 |
| 4 | 3 | 3 | 5 | 15 |
| 5 | 4 | 5 | 4 | 18 |
| 5 | 4 | 4 | 4 | 17 |
| 4 | 5 | 4 | 4 | 17 |

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|---|---|---|---|----|
| 1 | 2 | 3 | 2 | 8 |
| 4 | 3 | 3 | 3 | 13 |
| 1 | 3 | 3 | 3 | 10 |
| 2 | 2 | 2 | 2 | 8 |
| 2 | 2 | 2 | 4 | 10 |
| 2 | 2 | 3 | 3 | 10 |
| 2 | 2 | 2 | 2 | 8 |
| 2 | 3 | 3 | 3 | 11 |
| 2 | 2 | 2 | 2 | 8 |
| 2 | 4 | 4 | 4 | 14 |
| 2 | 2 | 2 | 2 | 8 |
| 3 | 2 | 4 | 3 | 12 |
| 3 | 2 | 3 | 4 | 12 |
| 2 | 1 | 3 | 2 | 8 |
| 2 | 2 | 1 | 1 | 6 |
| 2 | 2 | 2 | 1 | 7 |
| 2 | 2 | 2 | 4 | 10 |
| 2 | 2 | 4 | 3 | 11 |
| 2 | 2 | 4 | 4 | 12 |
| 2 | 1 | 4 | 4 | 11 |

| Loyalitas Pelanggan | | | | | | | | Total |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-------|
| CL1 | CL2 | CL3 | CL4 | CL5 | CL6 | CL7 | CL8 | |
| 5 | 5 | 3 | 3 | 3 | 3 | 1 | 5 | 28 |
| 5 | 5 | 4 | 3 | 3 | 3 | 3 | 5 | 31 |
| 3 | 1 | 3 | 4 | 3 | 4 | 3 | 1 | 22 |
| 1 | 1 | 2 | 2 | 1 | 2 | 3 | 1 | 13 |
| 3 | 3 | 1 | 2 | 1 | 2 | 1 | 3 | 16 |
| 5 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 23 |
| 1 | 2 | 3 | 1 | 2 | 4 | 2 | 2 | 17 |
| 3 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 20 |
| 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 15 |
| 2 | 2 | 4 | 3 | 4 | 3 | 4 | 2 | 24 |
| 4 | 4 | 4 | 3 | 2 | 2 | 4 | 4 | 27 |
| 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 22 |
| 5 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 33 |
| 3 | 3 | 3 | 2 | 1 | 2 | 4 | 3 | 21 |
| 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 30 |
| 5 | 5 | 3 | 2 | 4 | 4 | 4 | 5 | 32 |
| 4 | 3 | 2 | 2 | 2 | 1 | 3 | 3 | 20 |
| 3 | 3 | 2 | 2 | 1 | 2 | 3 | 3 | 19 |
| 2 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 25 |
| 3 | 3 | 2 | 1 | 1 | 2 | 2 | 3 | 17 |
| 4 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 21 |
| 2 | 4 | 4 | 3 | 3 | 4 | 2 | 4 | 26 |
| 3 | 2 | 3 | 2 | 1 | 1 | 3 | 2 | 17 |
| 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 20 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| 2 | 3 | 2 | 3 | 4 | 3 | 2 | 3 | 22 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| 2 | 2 | 3 | 3 | 1 | 3 | 3 | 2 | 19 |
| 4 | 1 | 2 | 2 | 1 | 2 | 3 | 1 | 16 |
| 2 | 3 | 2 | 3 | 1 | 3 | 4 | 3 | 21 |
| 3 | 2 | 1 | 3 | 1 | 3 | 1 | 2 | 16 |
| 4 | 4 | 3 | 2 | 2 | 3 | 4 | 4 | 26 |
| 1 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 20 |
| 5 | 5 | 2 | 2 | 1 | 2 | 2 | 5 | 24 |
| 2 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 20 |
| 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 18 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 18 |
| 3 | 2 | 2 | 3 | 1 | 2 | 1 | 2 | 16 |
| 2 | 2 | 1 | 2 | 1 | 2 | 3 | 2 | 15 |
| 2 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 14 |
| 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 18 |
| 2 | 4 | 2 | 3 | 2 | 2 | 2 | 4 | 21 |
| 3 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 15 |
| 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 21 |
| 2 | 1 | 4 | 3 | 3 | 4 | 3 | 1 | 21 |
| 3 | 3 | 3 | 4 | 3 | 2 | 2 | 3 | 23 |
| 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 27 |
| 2 | 2 | 3 | 4 | 2 | 3 | 3 | 2 | 21 |
| 3 | 1 | 3 | 2 | 3 | 2 | 3 | 1 | 18 |
| 1 | 1 | 3 | 2 | 3 | 4 | 2 | 1 | 17 |
| 1 | 1 | 4 | 3 | 2 | 4 | 2 | 1 | 18 |
| 2 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 25 |
| 2 | 3 | 4 | 3 | 3 | 4 | 2 | 3 | 24 |
| 3 | 2 | 3 | 4 | 3 | 3 | 1 | 2 | 21 |
| 2 | 2 | 4 | 3 | 3 | 2 | 3 | 2 | 21 |
| 3 | 2 | 3 | 4 | 4 | 4 | 4 | 2 | 26 |
| 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 21 |
| 2 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 19 |
| 2 | 3 | 2 | 3 | 1 | 2 | 3 | 3 | 19 |
| 2 | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 26 |
| 3 | 2 | 4 | 3 | 3 | 4 | 4 | 2 | 25 |
| 4 | 3 | 2 | 1 | 3 | 3 | 2 | 3 | 21 |
| 3 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 19 |
| 3 | 2 | 3 | 4 | 3 | 3 | 2 | 2 | 22 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|----|
| 2 | 1 | 4 | 3 | 3 | 4 | 3 | 1 | 21 |
| 1 | 1 | 3 | 4 | 4 | 4 | 2 | 1 | 20 |
| 4 | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 27 |
| 2 | 3 | 2 | 3 | 1 | 3 | 2 | 3 | 19 |
| 2 | 4 | 1 | 3 | 1 | 3 | 3 | 4 | 21 |
| 3 | 3 | 4 | 4 | 4 | 4 | 1 | 3 | 26 |
| 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 28 |
| 2 | 2 | 4 | 3 | 3 | 4 | 2 | 2 | 22 |
| 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 14 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| 2 | 4 | 4 | 3 | 3 | 4 | 2 | 4 | 26 |
| 4 | 1 | 4 | 4 | 3 | 4 | 2 | 1 | 23 |
| 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 27 |
| 3 | 3 | 3 | 2 | 1 | 2 | 2 | 3 | 19 |
| 4 | 3 | 3 | 3 | 4 | 2 | 2 | 3 | 24 |
| 1 | 1 | 4 | 3 | 3 | 3 | 3 | 1 | 19 |
| 1 | 2 | 4 | 3 | 3 | 4 | 2 | 2 | 21 |
| 1 | 1 | 2 | 3 | 1 | 3 | 2 | 1 | 14 |
| 2 | 1 | 1 | 3 | 1 | 3 | 2 | 1 | 14 |
| 3 | 1 | 3 | 3 | 4 | 2 | 2 | 1 | 19 |
| 1 | 1 | 4 | 4 | 3 | 4 | 2 | 1 | 20 |
| 1 | 2 | 3 | 4 | 4 | 3 | 2 | 2 | 21 |
| 2 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 24 |
| 1 | 1 | 4 | 3 | 3 | 4 | 2 | 1 | 19 |
| 1 | 2 | 3 | 4 | 4 | 4 | 2 | 2 | 22 |
| 1 | 1 | 3 | 2 | 3 | 3 | 3 | 1 | 17 |
| 4 | 4 | 3 | 4 | 1 | 3 | 2 | 4 | 25 |
| 2 | 2 | 4 | 3 | 4 | 3 | 3 | 2 | 23 |
| 2 | 1 | 3 | 2 | 3 | 4 | 3 | 1 | 19 |
| 1 | 1 | 4 | 3 | 2 | 4 | 2 | 1 | 18 |
| 2 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 21 |
| 3 | 3 | 2 | 2 | 1 | 2 | 2 | 3 | 18 |
| 3 | 3 | 2 | 1 | 1 | 2 | 3 | 3 | 18 |
| 2 | 2 | 3 | 3 | 4 | 3 | 3 | 2 | 22 |
| 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 26 |
| 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 29 |
| 4 | 5 | 3 | 4 | 3 | 4 | 3 | 5 | 31 |
| 5 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 2 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 20 |
| 5 | 4 | 3 | 4 | 3 | 3 | 2 | 4 | 28 |
| 5 | 5 | 4 | 3 | 3 | 4 | 2 | 5 | 31 |
| 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 14 |
| 4 | 4 | 2 | 2 | 2 | 2 | 3 | 4 | 23 |
| 5 | 5 | 4 | 3 | 3 | 4 | 3 | 5 | 32 |
| 5 | 5 | 3 | 4 | 2 | 3 | 3 | 5 | 30 |
| 4 | 5 | 3 | 3 | 4 | 4 | 3 | 5 | 31 |
| 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 30 |
| 5 | 5 | 4 | 3 | 3 | 3 | 4 | 5 | 32 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 29 |
| 5 | 5 | 4 | 3 | 4 | 4 | 1 | 5 | 31 |
| 4 | 4 | 3 | 3 | 4 | 2 | 2 | 4 | 26 |
| 5 | 5 | 4 | 4 | 3 | 4 | 1 | 5 | 31 |
| 4 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 35 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 38 |
| 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 36 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 38 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 37 |
| 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 37 |
| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 38 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 37 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 37 |
| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 38 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 34 |
| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 38 |
| 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 38 |
| 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 37 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 37 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|----|
| 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 37 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 34 |
| 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 36 |
| 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 33 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 |
| 5 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 33 |
| 5 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 37 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 34 |
| 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 37 |
| 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 36 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 |
| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 38 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 37 |
| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 38 |
| 4 | 4 | 1 | 1 | 5 | 5 | 5 | 5 | 30 |
| 3 | 3 | 2 | 2 | 3 | 4 | 3 | 1 | 21 |
| 3 | 1 | 1 | 1 | 1 | 4 | 1 | 1 | 13 |
| 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 23 |
| 4 | 4 | 4 | 5 | 1 | 5 | 5 | 2 | 30 |
| 1 | 1 | 1 | 2 | 2 | 3 | 1 | 2 | 13 |
| 2 | 2 | 2 | 1 | 1 | 4 | 3 | 2 | 17 |
| 3 | 1 | 1 | 2 | 2 | 3 | 2 | 2 | 16 |
| 4 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 27 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 3 | 2 | 2 | 3 | 3 | 1 | 2 | 3 | 19 |
| 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 36 |
| 4 | 4 | 3 | 4 | 4 | 2 | 3 | 3 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 34 |
| 1 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 25 |
| 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 26 |
| 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 24 |
| 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 2 | 2 | 2 | 3 | 3 | 1 | 4 | 3 | 20 |
| 3 | 3 | 3 | 3 | 3 | 2 | 2 | 4 | 23 |
| 3 | 3 | 3 | 2 | 3 | 4 | 3 | 2 | 23 |
| 2 | 3 | 4 | 3 | 1 | 4 | 3 | 3 | 23 |
| 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 18 |
| 2 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 20 |
| 3 | 2 | 2 | 2 | 3 | 4 | 2 | 2 | 20 |
| 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 21 |
| 3 | 4 | 2 | 1 | 3 | 3 | 4 | 1 | 21 |
| 3 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 28 |
| 2 | 3 | 2 | 2 | 3 | 1 | 3 | 2 | 18 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 1 | 2 | 3 | 2 | 3 | 1 | 3 | 19 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 37 |
| 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 18 |
| 1 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 14 |
| 3 | 2 | 3 | 3 | 3 | 4 | 2 | 2 | 22 |
| 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 21 |
| 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 20 |
| 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 18 |
| 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 19 |

Lampiran 5

Analisa Validitas dan Reliabilitas SPSS 26 (30 Responden)

CORRELATIONS

```
/VARIABLES=SMMA1 SMMA2 SMMA3 SMMA4 SMMA5 SMMA6 SMMA7  
SMMA8 SMMA9 SMMA10 SMMA_X1  
/PRINT=TWOTAIL NOSIG  
/MISSING=PAIRWISE.
```

Correlations

| Notes | | |
|------------------------|--------------------------------|---|
| Output Created | | 08-FEB-2023 10:18:57 |
| Comments | | |
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| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 30 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics for each pair of variables are based on all the cases with valid data for that pair. |
| Syntax | | CORRELATIONS /VARIABLES=SMMA1 SMMA2 SMMA3 SMMA4 SMMA5 SMMA6 SMMA7 SMMA8 SMMA9 SMMA10 SMMA_X1 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE. |
| Resources | Processor Time | 00:00:00,09 |
| | Elapsed Time | 00:00:00,04 |

[DataSet0]

| | | SMM A1 | SMM A2 | SMM A3 | SMM A4 | SMM A5 |
|-------|------------------------|-----------|-----------|-----------|-----------|-----------|
| SMMA1 | Pearson Correlation | 1 | ,407* | ,755* | ,410* | ,430* |
| | Sig. (2- tailed) | | ,026 | ,000 | ,025 | ,018 |
| | N | 30 | 30 | 30 | 30 | 30 |
| SMMA2 | Pearson Correlation | ,407* | 1 | ,532* | ,632* | ,465* |
| | Sig. (2- tailed) | ,026 | | ,002 | ,000 | ,010 |
| | N | 30 | 30 | 30 | 30 | 30 |
| SMMA3 | Pearson Correlation | ,755* | ,532* | 1 | ,507* | ,428* |
| | Sig. (2- tailed) | ,000 | ,002 | | ,004 | ,018 |
| | N | 30 | 30 | 30 | 30 | 30 |
| SMMA4 | Pearson Correlation | ,410* | ,632* | ,507* | 1 | ,561* |
| | Sig. (2- tailed) | ,025 | ,000 | ,004 | | ,001 |
| | N | 30 | 30 | 30 | 30 | 30 |
| SMMA5 | Pearson Correlation | ,430* | ,465* | ,428* | ,561* | 1 |
| | Sig. (2- tailed) | ,018 | ,010 | ,018 | ,001 | |
| | N | 30 | 30 | 30 | 30 | 30 |
| SMMA6 | Pearson Correlation | ,318 | ,581* | ,381* | ,243 | ,600* |
| | Sig. (2- tailed) | ,087 | ,001 | ,038 | ,197 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| SMMA7 | Pearson Correlation | ,461* | ,517* | ,639* | ,509* | ,629* |
| | Sig. (2- tailed) | ,010 | ,003 | ,000 | ,004 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| SMMA8 | Pearson Correlation | ,440* | ,608* | ,503* | ,220 | ,384* |
| | Sig. (2- tailed) | | | | | |
| | N | 30 | 30 | 30 | 30 | 30 |

| | | | | | | |
|---------------------------------|---------------------|-------|-------|-------|-------|-------|
| | Sig. (2-tailed) | ,015 | ,000 | ,005 | ,242 | ,036 |
| | N | 30 | 30 | 30 | 30 | 30 |
| SMMA9 | Pearson Correlation | ,109 | -,037 | ,379* | ,120 | ,374* |
| | Sig. (2-tailed) | ,566 | ,847 | ,039 | ,529 | ,042 |
| | N | 30 | 30 | 30 | 30 | 30 |
| SMMA10 | Pearson Correlation | ,118 | ,266 | ,264 | ,382* | ,402* |
| | Sig. (2-tailed) | ,536 | ,156 | ,158 | ,037 | ,028 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Social Media Marketing Activity | Pearson Correlation | ,657* | ,733* | ,777* | ,664* | ,766* |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 |

CORRELATIONS

```

/VARIABLES=CE1 CE2 CE3 CE4 CE5 CE6 CE7 CE8 CE9 CE10 CE_X2
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

Notes

| | | |
|------------------------|--------------------------------|---|
| Output Created | 08-FEB-2023 10:19:16 | |
| Comments | | |
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| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 30 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics for each pair of variables are based on all the cases with valid data for that pair. |

| | | |
|-----------|---|-------------|
| Syntax | CORRELATIONS /VARIABLES=CE1 CE2 CE3 CE4 CE5 CE6 CE7 CE8 CE9 CE10 CE_X2 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE. | |
| Resources | Processor Time | 00:00:00,05 |
| | Elapsed Time | 00:00:00,02 |

| | | CE1 | CE2 | CE3 | CE4 | CE5 |
|-----|---------------------|--------|--------|--------|--------|--------|
| CE1 | Pearson Correlation | 1 | ,426* | ,419* | ,346 | ,517** |
| | Sig. (2-tailed) | | ,019 | ,021 | ,061 | ,003 |
| | N | 30 | 30 | 30 | 30 | 30 |
| CE2 | Pearson Correlation | ,426* | 1 | ,493** | ,141 | ,424* |
| | Sig. (2-tailed) | ,019 | | ,006 | ,457 | ,020 |
| | N | 30 | 30 | 30 | 30 | 30 |
| CE3 | Pearson Correlation | ,419* | ,493** | 1 | ,593** | ,535** |
| | Sig. (2-tailed) | ,021 | ,006 | | ,001 | ,002 |
| | N | 30 | 30 | 30 | 30 | 30 |
| CE4 | Pearson Correlation | ,346 | ,141 | ,593** | 1 | ,516** |
| | Sig. (2-tailed) | ,061 | ,457 | ,001 | | ,004 |
| | N | 30 | 30 | 30 | 30 | 30 |
| CE5 | Pearson Correlation | ,517** | ,424* | ,535** | ,516** | 1 |
| | Sig. (2-tailed) | ,003 | ,020 | ,002 | ,004 | |
| | N | 30 | 30 | 30 | 30 | 30 |
| CE6 | Pearson Correlation | ,494** | ,120 | ,373* | ,685** | ,387* |
| | Sig. (2-tailed) | ,005 | ,527 | ,042 | ,000 | ,035 |

| | | | | | | |
|---------------------|---------------------|--------|--------|--------|--------|--------|
| | N | 30 | 30 | 30 | 30 | 30 |
| CE7 | Pearson Correlation | ,377* | ,000 | ,328 | ,238 | ,427* |
| | Sig. (2-tailed) | ,040 | 1,000 | ,077 | ,205 | ,019 |
| | N | 30 | 30 | 30 | 30 | 30 |
| CE8 | Pearson Correlation | ,195 | ,292 | ,301 | ,104 | ,441* |
| | Sig. (2-tailed) | ,301 | ,118 | ,105 | ,585 | ,015 |
| | N | 30 | 30 | 30 | 30 | 30 |
| CE9 | Pearson Correlation | ,036 | ,075 | ,072 | -,031 | ,192 |
| | Sig. (2-tailed) | ,849 | ,694 | ,705 | ,871 | ,308 |
| | N | 30 | 30 | 30 | 30 | 30 |
| CE10 | Pearson Correlation | ,194 | -,140 | ,217 | ,282 | ,605** |
| | Sig. (2-tailed) | ,305 | ,460 | ,249 | ,132 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Customer Expreience | Pearson Correlation | ,661** | ,470** | ,730** | ,668** | ,820** |
| | Sig. (2-tailed) | ,000 | ,009 | ,000 | ,000 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 |

CORRELATIONS

/VARIABLES=RQ1 RQ2 RQ3 RQ4 RQ5 RQ6 RQ_Z1

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Notes

| | | |
|------------------------|---|---|
| Output Created | 08-FEB-2023 10:20:30 | |
| Comments | | |
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| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 30 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics for each pair of variables are based on all the cases with valid data for that pair. |
| Syntax | CORRELATIONS /VARIABLES=RQ1 RQ2 RQ3 RQ4 RQ5 RQ6 RQ_Z1 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE. | |
| Resources | Processor Time | 00:00:00,00 |
| | Elapsed Time | 00:00:00,01 |

| | | RQ1 | RQ2 | RQ3 | RQ4 | RQ5 |
|-----|---------------------|--------|--------|--------|--------|--------|
| RQ1 | Pearson Correlation | 1 | ,518** | ,353 | ,388* | ,491** |
| | Sig. (2-tailed) | | ,003 | ,055 | ,034 | ,006 |
| | N | 30 | 30 | 30 | 30 | 30 |
| RQ2 | Pearson Correlation | ,518** | 1 | ,732** | ,608** | ,667** |
| | Sig. (2-tailed) | ,003 | | ,000 | ,000 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| RQ3 | Pearson Correlation | ,353 | ,732** | 1 | ,845** | ,319 |
| | Sig. (2-tailed) | ,055 | ,000 | | ,000 | ,086 |
| | N | 30 | 30 | 30 | 30 | 30 |
| RQ4 | Pearson Correlation | ,388* | ,608** | ,845** | 1 | ,380* |
| | | | | | | |

| | | | | | | |
|----------------------|-----------------|--------|-------------------|--------|-------------------|--------|
| | Sig. (2-tailed) | ,034 | ,000 | ,000 | | ,038 |
| | N | 30 | 30 | 30 | 30 | 30 |
| RQ5 | Pearson | ,491** | ,667** | ,319 | ,380 ⁺ | 1 |
| | Correlation | | | | | |
| | Sig. (2-tailed) | ,006 | ,000 | ,086 | ,038 | |
| | N | 30 | 30 | 30 | 30 | 30 |
| RQ6 | Pearson | ,272 | ,395 ⁺ | ,231 | ,063 | ,081 |
| | Correlation | | | | | |
| | Sig. (2-tailed) | ,145 | ,031 | ,219 | ,741 | ,670 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Relationship Quality | Pearson | ,684** | ,911** | ,808** | ,764** | ,685** |
| | Correlation | | | | | |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 |

CORRELATIONS

/VARIABLES=CS1 CS2 CS3 CS4 CS_Z2
 /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE.

Correlations

Notes

| | | |
|------------------------|--------------------------------|---|
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| Comments | | |
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| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 30 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics for each pair of variables are based on all the cases with valid data for that pair. |

| | | |
|-----------|----------------|---|
| Syntax | | CORRELATIONS /VARIABLES=CS1 CS2 CS3 CS4 CS_Z2 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE. |
| Resources | Processor Time | 00:00:00,02 |
| | Elapsed Time | 00:00:00,02 |

Correlations

| | | CS1 | CS2 | CS3 | CS4 | |
|-----------------------|---------------------|--------|--------|--------|--------|--|
| CS1 | Pearson Correlation | 1 | ,192 | -,097 | ,268 | |
| | Sig. (2-tailed) | | ,309 | ,610 | ,151 | |
| | N | 30 | 30 | 30 | 30 | |
| CS2 | Pearson Correlation | ,192 | 1 | ,490** | ,481** | |
| | Sig. (2-tailed) | ,309 | | ,006 | ,007 | |
| | N | 30 | 30 | 30 | 30 | |
| CS3 | Pearson Correlation | -,097 | ,490** | 1 | ,390* | |
| | Sig. (2-tailed) | ,610 | ,006 | | ,033 | |
| | N | 30 | 30 | 30 | 30 | |
| CS4 | Pearson Correlation | ,268 | ,481** | ,390* | 1 | |
| | Sig. (2-tailed) | ,151 | ,007 | ,033 | | |
| | N | 30 | 30 | 30 | 30 | |
| Customer Satisfaction | Pearson Correlation | ,567** | ,769** | ,607** | ,777** | |
| | Sig. (2-tailed) | ,001 | ,000 | ,000 | ,000 | |
| | N | 30 | 30 | 30 | 30 | |

CORRELATIONS

```

/VARIABLES=CL1 CL2 CL3 CL4 CL5 CL6 CL7 CL8 CL_Y
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

Notes

| | | |
|------------------------|--|---|
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| Comments | | |
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| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 30 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics for each pair of variables are based on all the cases with valid data for that pair. |
| Syntax | CORRELATIONS /VARIABLES=CL1 CL2 CL3 CL4 CL5 CL6 CL7 CL8 CL_Y /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE. | |
| Resources | Processor Time | 00:00:00,02 |
| | Elapsed Time | 00:00:00,09 |

| | | CL1 | CL2 | CL3 | CL4 | CL5 |
|-----|---------------------|--------|--------|--------|--------|--------|
| CL1 | Pearson Correlation | 1 | ,586** | ,214 | ,273 | ,266 |
| | Sig. (2-tailed) | | ,001 | ,255 | ,145 | ,155 |
| | N | 30 | 30 | 30 | 30 | 30 |
| CL2 | Pearson Correlation | ,586** | 1 | ,390* | ,272 | ,424* |
| | Sig. (2-tailed) | ,001 | | ,033 | ,146 | ,019 |
| | N | 30 | 30 | 30 | 30 | 30 |
| CL3 | Pearson Correlation | ,214 | ,390* | 1 | ,551** | ,515** |
| | Sig. (2-tailed) | ,255 | ,033 | | ,002 | ,004 |
| | N | 30 | 30 | 30 | 30 | 30 |
| CL4 | Pearson Correlation | ,273 | ,272 | ,551** | 1 | ,567** |
| | | | | | | |

| | | | | | | |
|------------------|---------------------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | ,145 | ,146 | ,002 | | ,001 |
| | N | 30 | 30 | 30 | 30 | 30 |
| CL5 | Pearson Correlation | ,266 | ,424* | ,515** | ,567** | 1 |
| | Sig. (2-tailed) | ,155 | ,019 | ,004 | ,001 | |
| | N | 30 | 30 | 30 | 30 | 30 |
| CL6 | Pearson Correlation | ,011 | ,272 | ,542** | ,520** | ,628** |
| | Sig. (2-tailed) | ,953 | ,146 | ,002 | ,003 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| CL7 | Pearson Correlation | ,172 | ,134 | ,377* | ,218 | ,033 |
| | Sig. (2-tailed) | ,364 | ,481 | ,040 | ,246 | ,862 |
| | N | 30 | 30 | 30 | 30 | 30 |
| CL8 | Pearson Correlation | ,586** | 1,000* | ,390* | ,272 | ,424* |
| | Sig. (2-tailed) | ,001 | ,000 | ,033 | ,146 | ,019 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Customer Loyalty | Pearson Correlation | ,635** | ,818** | ,707** | ,645** | ,714** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 |

RELIABILITY

```

/VARIABLES=SMMA1 SMMA2 SMMA3 SMMA4 SMMA5 SMMA6 SMMA7
SMMA8 SMMA9 SMMA10
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Notes

| | | |
|----------------|---------------------------|----------|
| Output Created | 08-FEB-2023 10:21:33 | |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data | 30 |
| | File | |
| Matrix Input | | |

| | | |
|------------------------|-----------------------|--|
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax | | RELIABILITY /VARIABLES=SMMA1 SMMA2 SMMA3 SMMA4 SMMA5 SMMA6 SMMA7 SMMA8 SMMA9 SMMA10 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA. |
| Resources | Processor Time | 00:00:00,02 |
| | Elapsed Time | 00:00:00,01 |

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 30 | 100,0 |

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

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| ,882 | 10 |

RELIABILITY

```

/VARIABLES=CE1 CE2 CE3 CE4 CE5 CE6 CE7 CE8 CE9 CE10
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Notes

| | | |
|------------------------|---|---|
| Output Created | 08-FEB-2023 10:21:49 | |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data | 30 |
| | File | |
| | Matrix Input | |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax | RELIABILITY /VARIABLES=CE1 CE2 CE3 CE4 CE5 CE6 CE7 CE8 CE9 CE10 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA. | |
| Resources | Processor Time | 00:00:00,00 |
| | Elapsed Time | 00:00:00,01 |

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 30 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,814 | 10 |

RELIABILITY

```
/VARIABLES=RQ1 RQ2 RQ3 RQ4 RQ5 RQ6  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

Reliability

Notes

| | | |
|------------------------|---|---|
| Output Created | 08-FEB-2023 10:22:07 | |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 30 |
| | Matrix Input | |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax | RELIABILITY /VARIABLES=RQ1 RQ2 RQ3 RQ4 RQ5 RQ6 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA. | |
| Resources | Processor Time | 00:00:00,00 |
| | Elapsed Time | 00:00:00,01 |

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 30 | 100,0 |

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

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| ,815 | 6 |

RELIABILITY

```

/VARIABLES=CS1 CS2 CS3 CS4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Notes

| | | |
|------------------------|---|---|
| Output Created | 08-FEB-2023 10:22:22 | |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data | 30 |
| | File | |
| Missing Value Handling | Matrix Input | |
| | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax | RELIABILITY /VARIABLES=CS1 CS2 CS3 CS4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA. | |
| Resources | Processor Time | 00:00:00,00 |
| | Elapsed Time | 00:00:00,01 |

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 30 | 100,0 |

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

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| ,593 | 4 |

RELIABILITY

```
/VARIABLES=CL1 CL2 CL3 CL4 CL5 CL6 CL7 CL8  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

Reliability

Notes

| | | |
|----------------|---|---|
| Output Created | 08-FEB-2023 10:22:35 | |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 30 |
| | Matrix Input | |
| | Missing Value Handling | Definition of Missing |
| Cases Used | | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax | RELIABILITY /VARIABLES=CL1 CL2 CL3 CL4 CL5 CL6 CL7 CL8 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA. | |

| | | |
|-----------|----------------|-------------|
| Resources | Processor Time | 00:00:00,02 |
| | Elapsed Time | 00:00:00,01 |

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 30 | 100,0 |

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

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| ,818 | 8 |

RELIABILITY

```

/VARIABLES=SMMA1 SMMA2 SMMA3 SMMA4 SMMA5 SMMA6 SMMA7
SMMA8 SMMA9 SMMA10 CE1 CE2 CE3 CE4 CE5 CE6
CE7 CE8 CE9 CE10 RQ1 RQ2 RQ3 RQ4 RQ5 RQ6 CS1 CS2 CS3 CS4 CL1 CL2
CL3 CL4 CL5 CL6 CL7 CL8
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Notes

| | | |
|------------------------|---------------------------|---|
| Output Created | | 08-FEB-2023 10:23:21 |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data | 30 |
| | File | |
| | Matrix Input | |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics are based on all cases with valid data for all variables in the procedure. |

| | |
|-----------|--|
| Syntax | RELIABILITY /VARIABLES=SMMA1 SMMA2 SMMA3 SMMA4 SMMA5 SMMA6 SMMA7 SMMA8 SMMA9 SMMA10 CE1 CE2 CE3 CE4 CE5 CE6 CE7 CE8 CE9 CE10 RQ1 RQ2 RQ3 RQ4 RQ5 RQ6 CS1 CS2 CS3 CS4 CL1 CL2 CL3 CL4 CL5 CL6 CL7 CL8 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA. |
| Resources | Processor Time 00:00:00,02 Elapsed Time 00:00:00,02 |

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 30 | 100,0 |

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

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| ,940 | 38 |

SAVE OUTFILE='C:\Users\agung\Desktop\SKRIPSI SALSABIL\30RSP UJI
VALIDITAS RELIABILITAS.sav'
/COMPRESSED.

Analisa Validitas dan Reliabilitas SPSS 26 (190 Responden)

CORRELATIONS

```

/VARIABLES=SMMA1 SMMA2 SMMA3 SMMA4 SMMA5 SMMA6 SMMA7
SMMA8 SMMA9 SMMA10 SMMA_X1
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
    
```

Correlations

| Notes | | |
|------------------------|--------------------------------|---|
| Output Created | | 06-FEB-2023 14:49:57 |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 187 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics for each pair of variables are based on all the cases with valid data for that pair. |
| Syntax | | CORRELATIONS /VARIABLES=SMMA1 SMMA2 SMMA3 SMMA4 SMMA5 SMMA6 SMMA7 SMMA8 SMMA9 SMMA10 SMMA_X1 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE. |
| Resources | Processor Time | 00:00:00,05 |
| | Elapsed Time | 00:00:00,05 |

[DataSet0]

| | | SMM A1 | SMM A2 | SMM A3 | SMM A4 | SMM A5 |
|-------|------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| SMMA1 | Pearson Correlation | 1 | ,609 [*] | ,772 [*] | ,548 [*] | ,547 [*] |
| | Sig. (2- tailed) | | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| SMMA2 | Pearson Correlation | ,609 [*] | 1 | ,681 [*] | ,679 [*] | ,620 [*] |
| | Sig. (2- tailed) | ,000 | | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| SMMA3 | Pearson Correlation | ,772 [*] | ,681 [*] | 1 | ,651 [*] | ,575 [*] |
| | Sig. (2- tailed) | ,000 | ,000 | | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| SMMA4 | Pearson Correlation | ,548 [*] | ,679 [*] | ,651 [*] | 1 | ,703 [*] |
| | Sig. (2- tailed) | ,000 | ,000 | ,000 | | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| SMMA5 | Pearson Correlation | ,547 [*] | ,620 [*] | ,575 [*] | ,703 [*] | 1 |
| | Sig. (2- tailed) | ,000 | ,000 | ,000 | ,000 | |
| | N | 187 | 187 | 187 | 187 | 187 |
| SMMA6 | Pearson Correlation | ,384 [*] | ,443 [*] | ,506 [*] | ,392 [*] | ,477 [*] |
| | Sig. (2- tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| SMMA7 | Pearson Correlation | ,323 [*] | ,478 [*] | ,473 [*] | ,448 [*] | ,512 [*] |
| | Sig. (2- tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| SMMA8 | Pearson Correlation | ,317 [*] | ,360 [*] | ,410 [*] | ,359 [*] | ,355 [*] |
| | Sig. (2- tailed) | | | | | |
| | N | 187 | 187 | 187 | 187 | 187 |

| | | | | | | |
|---------------------------------|---------------------|-------|-------|-------|-------|-------|
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| SMMA9 | Pearson Correlation | ,151* | ,204* | ,327* | ,195* | ,321* |
| | Sig. (2-tailed) | ,040 | ,005 | ,000 | ,007 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| SMMA10 | Pearson Correlation | ,234* | ,239* | ,346* | ,299* | ,320* |
| | Sig. (2-tailed) | ,001 | ,001 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| Social Media Marketing Activity | Pearson Correlation | ,695* | ,752* | ,811* | ,747* | ,767* |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |

CORRELATIONS

```

/VARIABLES=CE1 CE2 CE3 CE4 CE5 CE6 CE7 CE8 CE9 CE10 CE_X2
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

Notes

| | | |
|------------------------|--------------------------------|---|
| Output Created | 06-FEB-2023 14:50:50 | |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 187 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics for each pair of variables are based on all the cases with valid data for that pair. |

| | | |
|-----------|---|-------------|
| Syntax | CORRELATIONS /VARIABLES=CE1 CE2 CE3 CE4 CE5 CE6 CE7 CE8 CE9 CE10 CE_X2 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE. | |
| Resources | Processor Time | 00:00:00,03 |
| | Elapsed Time | 00:00:00,03 |

| | | CE1 | CE2 | CE3 | CE4 | CE5 |
|-----|---------------------|--------|--------|--------|--------|--------|
| CE1 | Pearson Correlation | 1 | ,477** | ,461** | ,565** | ,450** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| CE2 | Pearson Correlation | ,477** | 1 | ,646** | ,462** | ,529** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| CE3 | Pearson Correlation | ,461** | ,646** | 1 | ,584** | ,707** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| CE4 | Pearson Correlation | ,565** | ,462** | ,584** | 1 | ,598** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| CE5 | Pearson Correlation | ,450** | ,529** | ,707** | ,598** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | |
| | N | 187 | 187 | 187 | 187 | 187 |
| CE6 | Pearson Correlation | ,545** | ,515** | ,595** | ,698** | ,612** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |

| | | | | | | |
|---------------------|---------------------|--------|--------|--------|--------|--------|
| | N | 187 | 187 | 187 | 187 | 187 |
| CE7 | Pearson Correlation | ,342** | ,270** | ,378** | ,377** | ,433** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| CE8 | Pearson Correlation | ,338** | ,299** | ,378** | ,337** | ,428** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| CE9 | Pearson Correlation | ,287** | ,280** | ,302** | ,343** | ,373** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| CE10 | Pearson Correlation | ,367** | ,205** | ,331** | ,339** | ,462** |
| | Sig. (2-tailed) | ,000 | ,005 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| Customer Experience | Pearson Correlation | ,693** | ,674** | ,771** | ,764** | ,799** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |

CORRELATIONS

/VARIABLES=RQ1 RQ2 RQ3 RQ4 RQ5 RQ6 RQ_Z1

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Notes

| | | |
|------------------------|---|---|
| Output Created | 06-FEB-2023 14:51:10 | |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 187 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics for each pair of variables are based on all the cases with valid data for that pair. |
| Syntax | CORRELATIONS /VARIABLES=RQ1 RQ2 RQ3 RQ4 RQ5 RQ6 RQ_Z1 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE. | |
| Resources | Processor Time | 00:00:00,02 |
| | Elapsed Time | 00:00:00,02 |

| | | RQ1 | RQ2 | RQ3 | RQ4 | RQ5 |
|-----|---------------------|--------|--------|--------|--------|--------|
| RQ1 | Pearson Correlation | 1 | ,790** | ,758** | ,696** | ,750** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| RQ2 | Pearson Correlation | ,790** | 1 | ,805** | ,776** | ,759** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| RQ3 | Pearson Correlation | ,758** | ,805** | 1 | ,842** | ,769** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |

| | | | | | | |
|----------------------|---------------------|--------|--------|--------|--------|--------|
| RQ4 | Pearson Correlation | ,696** | ,776** | ,842** | 1 | ,719** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| RQ5 | Pearson Correlation | ,750** | ,759** | ,769** | ,719** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | |
| | N | 187 | 187 | 187 | 187 | 187 |
| RQ6 | Pearson Correlation | ,553** | ,565** | ,582** | ,547** | ,573** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| Relationship Quality | Pearson Correlation | ,879** | ,907** | ,918** | ,884** | ,881** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |

CORRELATIONS
/VARIABLES=CS1 CS2 CS3 CS4 CS_Z2
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

Correlations

Notes

| | | |
|------------------------|--------------------------------|---|
| Output Created | 06-FEB-2023 14:51:28 | |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 187 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics for each pair of variables are based on all the cases with valid data for that pair. |

| | | |
|-----------|----------------|---|
| Syntax | | CORRELATIONS /VARIABLES=CS1 CS2 CS3 CS4 CS_Z2 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE. |
| Resources | Processor Time | 00:00:00,00 |
| | Elapsed Time | 00:00:00,02 |

| | | CS1 | CS2 | CS3 | CS4 |
|-----------------------|---------------------|--------|--------|--------|--------|
| CS1 | Pearson Correlation | 1 | ,463** | ,277** | ,347** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 |
| CS2 | Pearson Correlation | ,463** | 1 | ,531** | ,425** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 |
| CS3 | Pearson Correlation | ,277** | ,531** | 1 | ,628** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 |
| | N | 187 | 187 | 187 | 187 |
| CS4 | Pearson Correlation | ,347** | ,425** | ,628** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | |
| | N | 187 | 187 | 187 | 187 |
| Customer Satisfaction | Pearson Correlation | ,706** | ,798** | ,777** | ,773** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 |

CORRELATIONS
/VARIABLES=CL1 CL2 CL3 CL4 CL5 CL6 CL7 CL8 CL_Y
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

Correlations

Notes

| | | |
|------------------------|--|---|
| Output Created | 06-FEB-2023 14:51:50 | |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 187 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics for each pair of variables are based on all the cases with valid data for that pair. |
| Syntax | CORRELATIONS /VARIABLES=CL1 CL2 CL3 CL4 CL5 CL6 CL7 CL8 CL_Y /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE. | |
| Resources | Processor Time | 00:00:00,03 |
| | Elapsed Time | 00:00:00,03 |

| | | CL1 | CL2 | CL3 | CL4 | CL5 |
|-----|---------------------|--------|--------|--------|--------|--------|
| CL1 | Pearson Correlation | 1 | ,747** | ,451** | ,414** | ,467** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| CL2 | Pearson Correlation | ,747** | 1 | ,502** | ,481** | ,503** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| CL3 | Pearson Correlation | ,451** | ,502** | 1 | ,655** | ,666** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |

| | | | | | | |
|------------------|-----------------|--------|--------|--------|--------|--------|
| CL4 | Pearson | ,414** | ,481** | ,655** | 1 | ,584** |
| | Correlation | | | | | |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| CL5 | Pearson | ,467** | ,503** | ,666** | ,584** | 1 |
| | Correlation | | | | | |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | |
| | N | 187 | 187 | 187 | 187 | 187 |
| CL6 | Pearson | ,324** | ,403** | ,597** | ,562** | ,545** |
| | Correlation | | | | | |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| CL7 | Pearson | ,495** | ,573** | ,537** | ,422** | ,517** |
| | Correlation | | | | | |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| CL8 | Pearson | ,746** | ,941** | ,481** | ,478** | ,499** |
| | Correlation | | | | | |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |
| Customer Loyalty | Pearson | ,777** | ,860** | ,772** | ,724** | ,765** |
| | Correlation | | | | | |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 187 | 187 | 187 | 187 | 187 |

RELIABILITY

/VARIABLES=SMMA1 SMMA2 SMMA3 SMMA4 SMMA5 SMMA6 SMMA7
SMMA8 SMMA9 SMMA10

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability

Notes

| | | |
|------------------------|--|---|
| Output Created | 06-FEB-2023 14:52:17 | |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data | 187 |
| | File | |
| | Matrix Input | |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax | RELIABILITY /VARIABLES=SMMA1 SMMA2 SMMA3 SMMA4 SMMA5 SMMA6 SMMA7 SMMA8 SMMA9 SMMA10 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA. | |
| Resources | Processor Time | 00:00:00,02 |
| | Elapsed Time | 00:00:00,01 |

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 187 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 187 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,894 | 10 |

RELIABILITY

```

/VARIABLES=CE1 CE2 CE3 CE4 CE5 CE6 CE7 CE8 CE9 CE10
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
    
```

Reliability

| Notes | | |
|----------------|--------------------------------|---|
| Output Created | | 06-FEB-2023 14:52:39 |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 187 |
| | Matrix Input | |
| | Missing Value Handling | Definition of Missing |
| Cases Used | | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax | | RELIABILITY /VARIABLES=CE1 CE2 CE3 CE4 CE5 CE6 CE7 CE8 CE9 CE10 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA. |
| Resources | Processor Time | 00:00:00,00 |
| | Elapsed Time | 00:00:00,03 |

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 187 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 187 | 100,0 |

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

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| ,886 | 10 |

```
RELIABILITY
/VARIABLES=RQ1 RQ2 RQ3 RQ4 RQ5 RQ6
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Notes

| | | |
|------------------------|---|---|
| Output Created | 06-FEB-2023 14:52:54 | |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data | 187 |
| | File | |
| | Matrix Input | |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax | RELIABILITY /VARIABLES=RQ1 RQ2 RQ3 RQ4 RQ5 RQ6 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA. | |

| | | |
|-----------|----------------|-------------|
| Resources | Processor Time | 00:00:00,02 |
| | Elapsed Time | 00:00:00,02 |

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 187 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 187 | 100,0 |

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

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| ,934 | 6 |

RELIABILITY

```

/VARIABLES=CS1 CS2 CS3 CS4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Notes

| | | |
|------------------------|---------------------------|---|
| Output Created | 06-FEB-2023 14:53:22 | |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data | 187 |
| | File | |
| Missing Value Handling | Matrix Input | |
| | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics are based on all cases with valid data for all variables in the procedure. |

| | |
|-----------|---|
| Syntax | RELIABILITY /VARIABLES=CS1 CS2 CS3 CS4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA. |
| Resources | Processor Time 00:00:00,00 Elapsed Time 00:00:00,00 |

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 187 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 187 | 100,0 |

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

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| ,757 | 4 |

RELIABILITY
/VARIABLES=CL1 CL2 CL3 CL4 CL5 CL6 CL7 CL8
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

Reliability

Notes

| | | |
|------------------------|---------------------------|---|
| Output Created | 06-FEB-2023 14:53:41 | |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data | 187 |
| | File | |
| Matrix Input | | |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |

| | | |
|------------|----------------|---|
| Cases Used | | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax | | RELIABILITY /VARIABLES=CL1 CL2 CL3 CL4 CL5 CL6 CL7 CL8 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA. |
| Resources | Processor Time | 00:00:00,00 |
| | Elapsed Time | 00:00:00,00 |

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 187 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 187 | 100,0 |

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

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| ,902 | 8 |

REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT RQ_Z1
/METHOD=ENTER SMMA_X1 CE_X2.

```

Regression

Notes

| | | |
|----------------|----------------------|----------|
| Output Created | 06-FEB-2023 14:54:17 | |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |

| | | |
|------------------------|---|---|
| | N of Rows in Working Data File | 187 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics are based on cases with no missing values for any variable used. |
| Syntax | | REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT RQ_Z1 /METHOD=ENTER SMMA_X1 CE_X2. |
| Resources | Processor Time | 00:00:00,03 |
| | Elapsed Time | 00:00:00,02 |
| | Memory Required | 4496 bytes |
| | Additional Memory Required for Residual Plots | 0 bytes |

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1 | Customer Experience, Social Media Marketing Activity ^b | . | Enter |

a. Dependent Variable: Relationship Quality

b. All requested variables entered.

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | ,588 ^a | ,345 | ,338 | 5,48285 |

a. Predictors: (Constant), Customer Experience, Social Media Marketing Activity

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 2918,451 | 2 | 1459,226 | 48,541 | ,000 ^b |
| | Residual | 5531,346 | 184 | 30,062 | | |
| | Total | 8449,797 | 186 | | | |

a. Dependent Variable: Relationship Quality

b. Predictors: (Constant), Customer Experience, Social Media Marketing Activity

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t |
|-------|---------------------------------|-----------------------------|------------|---------------------------|-------|
| | | B | Std. Error | Beta | |
| 1 | (Constant) | 5,140 | 1,784 | | 2,881 |
| | Social Media Marketing Activity | ,040 | ,045 | ,057 | ,885 |
| | Customer Experience | ,409 | ,047 | ,564 | 8,779 |

REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT CS_Z2
/METHOD=ENTER SMMA_X1 CE_X2 RQ_Z1.
    
```

Regression

Notes

| | | |
|------------------------|--------------------------------|---|
| Output Created | 06-FEB-2023 14:54:50 | |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 187 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics are based on cases with no missing values for any variable used. |

| | |
|-----------|---|
| Syntax | REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CS_Z2 /METHOD=ENTER SMMA_X1 CE_X2 RQ_Z1. |
| Resources | Processor Time 00:00:00,00 |
| | Elapsed Time 00:00:00,02 |
| | Memory Required 5024 bytes |
| | Additional Memory Required for Residual Plots 0 bytes |

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1 | Relationship Quality, Social Media Marketing Activity, Customer Experience ^b | . | Enter |

a. Dependent Variable: Customer Satisfaction

b. All requested variables entered.

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | ,610 ^a | ,372 | ,361 | 2,53359 |

a. Predictors: (Constant), Relationship Quality, Social Media Marketing Activity, Customer Experience

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 694,770 | 3 | 231,590 | 36,078 | ,000 ^b |
| | Residual | 1174,695 | 183 | 6,419 | | |
| | Total | 1869,465 | 186 | | | |

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Relationship Quality, Social Media Marketing Activity, Customer Experience

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t |
|-------|---------------------------------|-----------------------------|------------|---------------------------|--------|
| | | B | Std. Error | Beta | |
| 1 | (Constant) | 6,180 | ,843 | | 7,332 |
| | Social Media Marketing Activity | -,062 | ,021 | -,190 | -2,997 |
| | Customer Experience | ,133 | ,026 | ,391 | 5,204 |
| | Relationship Quality | ,160 | ,034 | ,341 | 4,705 |

```
REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT CL_Y
/METHOD=ENTER SMMA_X1 CE_X2 RQ_Z1 CS_Z2.
```

Regression

Notes

| | | |
|------------------------|--------------------------------|---|
| Output Created | 06-FEB-2023 14:55:45 | |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 187 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |

| | | |
|------------|---|---|
| Cases Used | | Statistics are based on cases with no missing values for any variable used. |
| Syntax | REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CL_Y /METHOD=ENTER SMMA_X1 CE_X2 RQ_Z1 CS_Z2. | |
| Resources | Processor Time | 00:00:00,02 |
| | Elapsed Time | 00:00:00,02 |
| | Memory Required | 5600 bytes |
| | Additional Memory Required for Residual Plots | 0 bytes |

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1 | Customer Satisfaction, Social Media Marketing Activity, Relationship Quality, Customer Experience ^b | . | Enter |

a. Dependent Variable: Customer Loyalty

b. All requested variables entered.

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | ,848 ^a | ,720 | ,713 | 3,86908 |

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer Satisfaction, Social Media Marketing Activity, Relationship Quality, Customer Experience

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t |
|-------|---------------------------------|-----------------------------|------------|---------------------------|--------|
| | | B | Std. Error | Beta | |
| 1 | (Constant) | 2,416 | 1,464 | | 1,650 |
| | Social Media Marketing Activity | -,123 | ,033 | -,163 | -3,765 |
| | Customer Experience | ,278 | ,042 | ,358 | 6,631 |
| | Relationship Quality | ,465 | ,055 | ,434 | 8,448 |
| | Customer Satisfaction | ,590 | ,113 | ,259 | 5,230 |

REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA COLLIN TOL ZPP
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT CL_Y
/METHOD=ENTER SMMA_X1 CE_X2 RQ_Z1 CS_Z2
/SCATTERPLOT=(*SRESID,*ZPRED)
/RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID)
/CASEWISE PLOT(ZRESID) OUTLIERS(3)
/SAVE RESID.

```

Regression

Notes

| | | |
|------------------------|--------------------------------|---|
| Output Created | 06-FEB-2023 14:56:26 | |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 187 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics are based on cases with no missing values for any variable used. |

| | | |
|----------------------------------|--|---|
| Syntax | | REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CL_Y /METHOD=ENTER SMMA_X1 CE_X2 RQ_Z1 CS_Z2 /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID) /CASEWISE PLOT(ZRESID) OUTLIERS(3) /SAVE RESID. |
| Resources | Processor Time | 00:00:05,69 |
| | Elapsed Time | 00:00:02,37 |
| | Memory Required | 5632 bytes |
| | Additional Memory Required for Residual Plots | 632 bytes |
| Variables Created or Modified | RES_1 | Unstandardized Residual |

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1 | Customer Satisfaction, Social Media Marketing Activity, Relationship Quality, Customer Experience ^b | . | Enter |

a. Dependent Variable: Customer Loyalty

b. All requested variables entered.

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | ,848 ^a | ,720 | ,713 | 3,86908 | 1,780 |

a. Predictors: (Constant), Customer Satisfaction, Social Media Marketing Activity, Relationship Quality, Customer Experience

b. Dependent Variable: Customer Loyalty

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 6992,592 | 4 | 1748,148 | 116,779 | ,000 ^b |
| | Residual | 2724,499 | 182 | 14,970 | | |
| | Total | 9717,091 | 186 | | | |

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer Satisfaction, Social Media Marketing Activity, Relationship Quality, Customer Experience

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t |
|-------|---------------------------------|-----------------------------|------------|---------------------------|--------|
| | | B | Std. Error | Beta | |
| 1 | (Constant) | 2,416 | 1,464 | | 1,650 |
| | Social Media Marketing Activity | -,123 | ,033 | -,163 | -3,765 |
| | Customer Experience | ,278 | ,042 | ,358 | 6,631 |
| | Relationship Quality | ,465 | ,055 | ,434 | 8,448 |
| | Customer Satisfaction | ,590 | ,113 | ,259 | 5,230 |

| Model | Dimension | Eigenvalue | Condition Index | (Constant) | Variance Proportions | |
|-------|-----------|------------|-----------------|------------|----------------------|---------------------|
| | | | | | Marketing Activity | Customer Experience |
| 1 | 1 | 4,824 | 1,000 | ,00 | ,00 | ,00 |
| | 2 | ,077 | 7,941 | ,01 | ,51 | ,00 |
| | 3 | ,047 | 10,091 | ,21 | ,07 | ,01 |
| | 4 | ,029 | 12,832 | ,23 | ,00 | ,79 |
| | 5 | ,022 | 14,694 | ,55 | ,42 | ,20 |

Casewise Diagnostics^a

| Case Number | Std. Residual | Customer Loyalty | Predicted Value | Residual |
|-------------|---------------|------------------|-----------------|-----------|
| 157 | -3,038 | 17,00 | 28,7546 | -11,75457 |
| 181 | 3,462 | 37,00 | 23,6050 | 13,39495 |

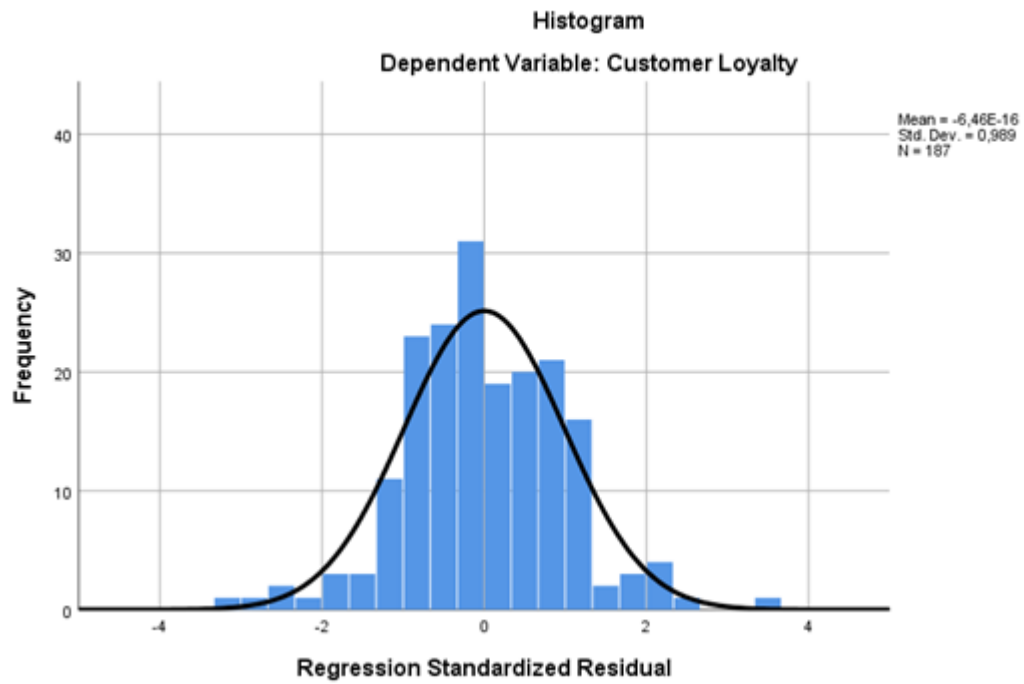
a. Dependent Variable: Customer Loyalty

Residuals Statistics^a

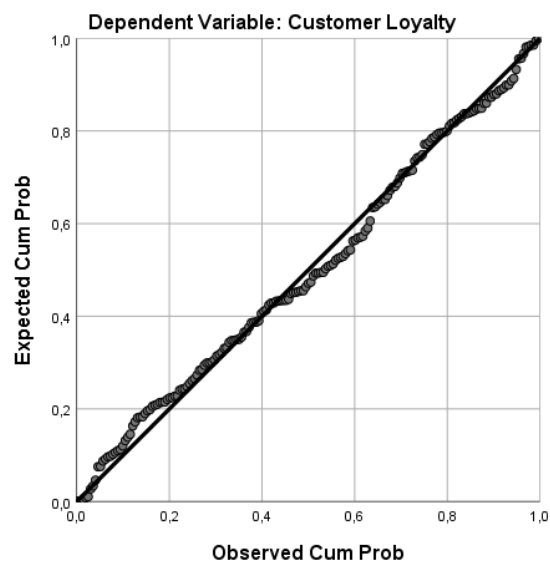
| | Minimum | Maximum | Mean | Std. Deviation | N |
|-----------------------------------|-----------|----------|---------|----------------|-----|
| Predicted Value | 10,1951 | 37,7584 | 24,7273 | 6,13144 | 187 |
| Std. Predicted Value | -2,370 | 2,125 | ,000 | 1,000 | 187 |
| Standard Error of Predicted Value | ,309 | 1,281 | ,615 | ,148 | 187 |
| Adjusted Predicted Value | 10,0493 | 37,7483 | 24,7236 | 6,13926 | 187 |
| Residual | -11,75457 | 13,39495 | ,00000 | 3,82725 | 187 |
| Std. Residual | -3,038 | 3,462 | ,000 | ,989 | 187 |
| Stud. Residual | -3,106 | 3,509 | ,000 | 1,005 | 187 |
| Deleted Residual | -12,28509 | 13,76307 | ,00370 | 3,95156 | 187 |
| Stud. Deleted Residual | -3,183 | 3,624 | ,001 | 1,014 | 187 |
| Mahal. Distance | ,190 | 19,399 | 3,979 | 2,482 | 187 |
| Cook's Distance | ,000 | ,178 | ,007 | ,017 | 187 |
| Centered Leverage Value | ,001 | ,104 | ,021 | ,013 | 187 |

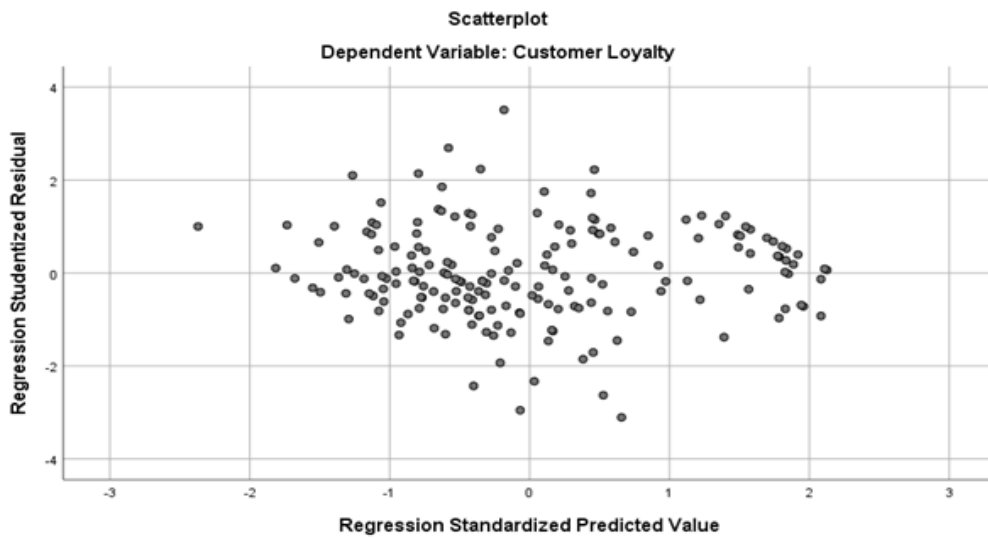
a. Dependent Variable: Customer Loyalty

Charts



Normal P-P Plot of Regression Standardized Residual





NPART TESTS
/K-S(NORMAL)=RES_1
/MISSING ANALYSIS.

NPar Tests

Notes

| | | |
|------------------------|---|--|
| Output Created | | 06-FEB-2023 14:57:15 |
| Comments | | |
| Input | Active Dataset | DataSet0 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 187 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics for each test are based on all cases with valid data for the variable(s) used in that test. |
| Syntax | NPART TESTS /K-S(NORMAL)=RES_1 /MISSING ANALYSIS. | |
| Resources | Processor Time | 00:00:00,02 |
| | Elapsed Time | 00:00:00,03 |
| | Number of Cases Allowed ^a | 786432 |

a. Based on availability of workspace memory.

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|----------------------------|
| N | | 187 |
| Normal Parameters ^{a,b} | Mean | ,0000000 |
| | Std. Deviation | 3,82724998 |
| Most Extreme Differences | Absolute | ,050 |
| | Positive | ,050 |
| | Negative | -,050 |
| Test Statistic | | ,050 |
| Asymp. Sig. (2-tailed) | | ,200 ^{c,d} |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

Lampiran 6

Output data penelitian

| No | Pernyataan | Nilai rhitung | Nilai rtabel | ket |
|----------------------------------|---|------------------|-----------------|-------|
| Aktivitas Pemasaran Media Sosial | | | | |
| 1. | Parfume Andinskin memberikan konten yang menarik di Tiktok <i>shop</i> untuk membeli produk tersebut | 0,657 | 0,361 | Valid |
| 2. | Saya senang membeli produk Parfume Andinskin di Tiktok <i>shop</i> | 0,733 | 0,361 | Valid |
| 3. | Saya membeli produk Parfume Andinskin di Tiktok <i>shop</i> karena informasi produk yang diberikan sangat <i>update to date</i> | 0,777 | 0,361 | Valid |
| 4. | Saya membeli produk Parfume Andinskin di Tiktok <i>shop</i> karena mudah untuk menyampaikan pendapat saya mengenai produk yang dijual | 0,664 | 0,361 | Valid |
| 5. | Konten pemasaran Parfume Andinskin mengikuti tren di media sosial | 0,766 | 0,361 | Valid |
| 6. | Saya akan mempromosikan konten dari Parfume Andinskin Tiktok <i>shop</i> di media sosial saya | 0,725 | 0,361 | Valid |
| 7. | Saya merasa produk parfum andinskin memiliki ciri khas tersendiri | 0,847 | 0,361 | Valid |
| 8. | Produk Andinskin memberikan prioritas terhadap pelanggan dalam transaksi | 0,713 | 0,361 | Valid |
| 9. | Saya merasa khawatir dengan kualitas produk dari Andinskin | 0,500 | 0,361 | Valid |
| 10. | Saya merasa khawatir jika memberikan informasi pribadi saya di Tiktok <i>shop</i> | 0,552 | 0,361 | Valid |

Sumber data : Diolah peneliti 2023

| No | Pernyataan | Nilai rhitung | Nilai rtabel | ket |
|----------------------|---|------------------|-----------------|-------|
| Pengalaman Pelanggan | | | | |
| 1. | Parfume Andinskin memiliki tampilan yang simple namun tetap menarik | 0,661 | 0,361 | Valid |
| 2. | Parfume Andinskin memberikan harum yang dapat bertahan lama | 0,470 | 0,361 | Valid |
| 3. | Saya menerima pelayanan yang baik ketika membeli Parfume Andinskin di Tiktok <i>shop</i> | 0,730 | 0,361 | Valid |
| 4. | Kualitas dalam <i>packaging</i> untuk pengiriman Parfume Andinskin terjamin aman | 0,668 | 0,361 | Valid |
| 5. | Parfume Andinskin memiliki cara tersendiri untuk menarik pelanggan | 0,820 | 0,361 | Valid |
| 6. | Parfume Andinskin mendorong rasa ingin tahu saya | 0,590 | 0,361 | Valid |
| 7. | Postingan Parfume Andinskin membuat saya berpikir dan menyesuaikan dengan gaya hidup saya | 0,633 | 0,361 | Valid |
| 8. | Tiktok <i>shop</i> membuat saya mengingatkan pada aktivitas yang biasa saya lakukan | 0,594 | 0,361 | Valid |
| 9. | Saya menggunakan parfum andinskin berdasarkan pengalaman pelanggan lainnya | 0,368 | 0,361 | Valid |
| 10. | Saya dapat berhubungan dengan baik antara Owner Parfume Andinskin dan pelanggan di Tiktok <i>shop</i> | 0,591 | 0,361 | Valid |

Sumber data : Diolah peneliti 2023

| No | Pernyataan | Nilai rhitung | Nilai rtabel | ket |
|--------------------------|--|------------------|-----------------|-------|
| Kualitas Hubungan | | | | |
| 1. | Owner Parfume Andinskin mengutamakan kejujuran dalam bertransaksi | 0,684 | 0,361 | Valid |
| 2. | Memiliki aroma yang bervariasi, menggunakan Parfume Andinskin membuat saya tampil lebih percaya diri | 0,991 | 0,361 | Valid |
| 3. | Membeli produk Parfume Andinskin di Tiktok shop adalah pilihan yang tepat | 0,808 | 0,361 | Valid |
| 4. | Secara keseluruhan berbelanja di Tiktok shop memberikan nilai yang baik | 0,764 | 0,361 | Valid |
| 5. | Owner Parfume Andinskin merespon pelanggan dengan cepat | 0,685 | 0,361 | Valid |
| 6. | Owner Parfume Andinskin membuat jaminan kepada pelanggan jika produk yang dikirim tidak sesuai | 0,469 | 0,361 | Valid |

Sumber data : Diolah peneliti 2023

| No | Pernyataan | Nilai rhitung | Nilai rtabel | ket |
|---------------------------|--|------------------|-----------------|-------|
| Kepuasan Pelanggan | | | | |
| 1. | Saya yakin dan percaya dengan kualitas dan pelayanan parfum andinskin | 0,567 | 0,361 | Valid |
| 2. | Saya percaya produk yang saya pesan di situs jejaring sosial sesuai dengan harapan | 0,769 | 0,361 | Valid |
| 3. | Parfume Andinskin memiliki design yang inovatif | 0,607 | 0,361 | Valid |
| 4. | Tampilan website parfum andinskin sesuai dengan deskripsi produk | 0,777 | 0,361 | Valid |

Sumber data : Diolah peneliti 2023

| No | Pernyataan | Nilai rhitung | Nilai rtabel | ket |
|---------------------|--|------------------|-----------------|-------|
| Loyalitas Pelanggan | | | | |
| 1. | Saya tetap membeli kembali parfume Andinskin di Tiktok <i>shop</i> | 0,635 | 0,361 | Valid |
| 2. | Saya tetap menggunakan <i>parfume</i> Andinskin meskipun ada kerabat yang merekomendasikan <i>parfume</i> lain | 0,818 | 0,361 | Valid |
| 3. | Saya menerima pelayanan yang baik ketika membeli Parfume Andinskin di Tiktok <i>shop</i> | 0,707 | 0,361 | Valid |
| 4. | Saya membeli <i>parfume</i> Andinskin dengan varian wangi yang berbeda | 0,645 | 0,361 | Valid |
| 5. | Saya membeli kembali parfum andinskin dengan pelayanan yang sama | 0,714 | 0,361 | Valid |
| 6. | Saya merekomendasikan parfum andinskin kepada kerabat saya | 0,582 | 0,361 | Valid |
| 7. | Selain harga yang terjangkau, Parfume Andinskin memiliki wangi yang tahan lama | 0,363 | 0,361 | Valid |
| 8. | Saya selalu menceritakan kualitas Parfume Andinskin yang setara dengan pafum mahal lainnya | 0,818 | 0,361 | Valid |

Sumber data : Diolah peneliti 2023

Indeks Variabel Aktifitas Pemasaran Media Sosial (X₁)

| No | Pernyataan | STS | TS | N | S | SS | Jumlah | Indeks | Kategori |
|----|--|-----|----|----|----|----|--------|--------|----------|
| | | 1 | 2 | 3 | 4 | 5 | | | |
| 1 | Parfume Andinskin memberikan konten yang menarik di Tiktok shop untuk membeli produk tersebut | 23 | 41 | 13 | 55 | 55 | 639 | 127.8 | Sedang |
| 2 | Saya senang membeli produk Parfume Andinskin di Tiktok shop | 19 | 52 | 21 | 43 | 52 | 618 | 123.6 | Sedang |
| 3 | Saya membeli produk Parfume Andinskin di Tiktok shop karena informasi produk yang diberikan sangat update to date | 18 | 50 | 36 | 27 | 56 | 614 | 122.8 | Sedang |
| 4 | Saya membeli produk Parfume Andinskin di Tiktok shop karena mudah untuk menyampaikan pendapat saya mengenai produk yang dijual | 28 | 45 | 19 | 57 | 38 | 593 | 118.6 | Sedang |
| 5 | Konten pemasaran Parfume Andinskin mengikuti tren di media sosial | 31 | 49 | 18 | 51 | 38 | 577 | 115.4 | Sedang |
| 6 | Saya akan mempromosikan konten dari Parfume Andinskin Tiktok shop di media sosial saya | 16 | 39 | 43 | 41 | 48 | 627 | 125.4 | Sedang |
| 7 | Saya merasa produk parfum andinskin memiliki ciri khas tersendiri | 16 | 47 | 51 | 42 | 31 | 586 | 117.2 | Sedang |
| 8 | Produk Andinskin memberikan prioritas terhadap pelanggan dalam transaksi | 21 | 44 | 34 | 29 | 59 | 622 | 124.4 | Sedang |

| | | | | | | | | | |
|-----------|---|----|----|----|----|----|-----|--------|--------|
| 9 | Saya merasa khawatir dengan kualitas produk dari Andinskin | 19 | 38 | 45 | 41 | 44 | 614 | 122.8 | Sedang |
| 10 | Saya merasa khawatir jika memberikan informasi pribadi saya di Tiktok | 9 | 28 | 48 | 50 | 52 | 669 | 133.8 | Sedang |
| Rata-Rata | | | | | | | | 195.04 | |

Indeks Variabel Pengalaman Pelanggan (X₂)

| No | Pernyataan | STS | TS | N | S | SS | Jumlah | Indeks | Kategori |
|----|---|-----|----|----|----|----|--------|--------|----------|
| | | 1 | 2 | 3 | 4 | 5 | | | |
| 1 | Parfume Andinskin memiliki tampilan yang simple namun tetap menarik | 17 | 32 | 33 | 41 | 64 | 664 | 132.8 | Sedang |
| 2 | Parfume Andinskin memberikan harum yang dapat bertahan lama | 22 | 36 | 18 | 62 | 49 | 641 | 128.2 | Sedang |
| 3 | Saya menerima pelayanan yang baik ketika membeli Parfume Andinskin di Tiktok shop | 21 | 38 | 17 | 65 | 46 | 638 | 127.6 | Sedang |
| 4 | Kualitas dalam packaging untuk pengiriman Parfume Andinskin terjamin aman | 24 | 38 | 19 | 51 | 55 | 636 | 127.2 | Sedang |
| 5 | Parfume Andinskin memiliki cara tersendiri untuk menarik pelanggan | 14 | 49 | 23 | 50 | 51 | 636 | 127.2 | Sedang |
| 6 | Parfume Andinskin mendorong rasa ingin tahu saya | 19 | 49 | 22 | 51 | 46 | 617 | 123.4 | Sedang |
| 7 | Postingan Parfume Andinskin membuat saya berpikir dan menyesuaikan dengan gaya hidup saya | 8 | 27 | 41 | 53 | 58 | 687 | 137.4 | Sedang |

| | | | | | | | | | |
|-----------|--|----|----|----|----|----|-----|--------|--------|
| 8 | Tiktok shop membuat saya mengingatkan pada aktivitas yang biasa saya lakukan | 10 | 33 | 49 | 52 | 43 | 646 | 129.2 | Sedang |
| 9 | Saya menggunakan parfum andinskin berdasarkan pengalaman pelanggan lainnya | 14 | 28 | 31 | 43 | 71 | 690 | 138 | Sedang |
| 10 | Saya dapat berhubungan dengan baik antara Owner Parfume Andinskin dan pelanggan di Tiktok shop | 22 | 36 | 32 | 47 | 50 | 628 | 125.6 | Sedang |
| Rata-Rata | | | | | | | | 259.32 | |

Indeks Variabel Kualitas Hubungan (Z_1)

| No | Pernyataan | STS | TS | N | S | SS | Jumlah | Indeks | Kategori |
|-----------|--|-----|----|----|----|----|--------|--------|----------|
| | | 1 | 2 | 3 | 4 | 5 | | | |
| 1 | Owner Parfume Andinskin mengutamakan kejujuran dalam bertransaksi | 18 | 39 | 31 | 49 | 50 | 635 | 127 | Sedang |
| 2 | Memiliki aroma yang bervariasi, menggunakan Parfume Andinskin membuat saya tampil lebih percaya diri | 14 | 45 | 31 | 43 | 54 | 639 | 127.8 | Sedang |
| 3 | Membeli produk Parfume Andinskin di Tiktok shop adalah pilihan yang tepat | 14 | 45 | 38 | 32 | 58 | 636 | 127.2 | Sedang |
| 4 | Secara keseluruhan berbelanja di Tiktok shop memberikan nilai yang baik | 14 | 40 | 37 | 44 | 52 | 641 | 128.2 | Sedang |
| 5 | Owner Parfume Andinskin merespon pelanggan dengan cepat | 15 | 43 | 39 | 41 | 49 | 627 | 125.4 | Sedang |
| 6 | Owner Parfume Andinskin membuat jaminan kepada pelanggan jika produk yang dikirim tidak sesuai | 7 | 30 | 39 | 60 | 51 | 679 | 135.8 | Sedang |
| Rata-Rata | | | | | | | | 154.28 | |

Indeks Variabel Kepuasan Pelanggan (Z_2)

| No | Pernyataan | STS | TS | N | S | SS | Jumlah | Indeks | Kategori |
|-----------|---|-----|----|----|----|----|--------|--------|----------|
| | | 1 | 2 | 3 | 4 | 5 | | | |
| 1 | Saya yakin dan percaya dengan kualitas dan pelayanan parfum andinskin | 12 | 65 | 40 | 52 | 18 | 560 | 112 | Sedang |
| 2 | Saya percaya produk yang saya pesan di situs jejaring sosial sesuai dengan harapan. | 13 | 75 | 48 | 36 | 15 | 526 | 105.2 | Sedang |
| 3 | Parfume Andinskin memiliki design yang inovatif | 4 | 49 | 68 | 53 | 13 | 583 | 116.6 | Sedang |
| 4 | Tampilan website parfum andinskin sesuai dengan deskripsi produk | 6 | 50 | 60 | 56 | 15 | 585 | 117 | Sedang |
| Rata-Rata | | | | | | | | 90.16 | |

Indeks Variabel Loyalitas Pelanggan (Y)

| No | Pernyataan | STS | TS | N | S | SS | Jumlah | Indeks | Kategori |
|----|--|-----|----|----|----|----|--------|--------|----------|
| | | 1 | 2 | 3 | 4 | 5 | | | |
| 1 | Saya tetap membeli kembali parfume Andinskin di Tiktok shop | 19 | 47 | 43 | 40 | 38 | 592 | 118.4 | Sedang |
| 2 | Saya tetap menggunakan parfume Andinskin meskipun ada kerabat yang merekomendasikan parfume lain | 23 | 47 | 40 | 37 | 40 | 585 | 117 | Sedang |
| 3 | Saya membeli parfume Andinskin dengan varian wangi yang berbeda | 10 | 41 | 61 | 60 | 15 | 590 | 118 | Sedang |
| 4 | Saya membeli kembali parfum andinskin dengan pelayanan yang sama | 11 | 43 | 67 | 54 | 12 | 574 | 114.8 | Sedang |
| 5 | Saya merekomendasikan parfum andinskin kepada kerabat saya | 31 | 27 | 71 | 41 | 17 | 547 | 109.4 | Sedang |
| 6 | Saya mengatakan hal positif kepada orang lain mengenai produk parfum andinskin | 5 | 46 | 50 | 70 | 16 | 607 | 121.4 | Sedang |
| 7 | Selain harga yang terjangkau, Parfume Andinskin memiliki wangi yang tahan lama | 11 | 66 | 54 | 33 | 23 | 552 | 110.4 | Sedang |
| 8 | Saya selalu menceritakan kualitas Parfume Andinskin yang setara dengan | 22 | 54 | 40 | 28 | 43 | 577 | 115.4 | Sedang |

| | | | | | | | | | |
|-----------|------------------------|--|--|--|--|--|--|--------|--|
| | pafum mahal lainnya | | | | | | | | |
| Rata-Rata | | | | | | | | 184.96 | |

Lampiran 7

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