

Lampiran 1 Kuisisioner Penelitian

| Tayangan Digital public relations | | Daya Tarik Brand Ambassador | | Loyalitas Pelanggan | | Alat Ukur |
|--|---|-----------------------------|---|---------------------|---|--------------|
| Dimensi | Indikator | Dimensi | Indikator | Dimensi | Indikator | |
| <i>Attracting Visitor Through Search</i> | Oreo dapat memperoleh peningkatan jumlah followers | Attractiveness | Brand ambassador memiliki daya tarik yang positif | Repurchase | Saya akan melakukan pembelian berulang kali | Skala Likert |
| | Oreo dapat memperoleh peningkatan interaksi melalui kolom komentar | | Brand ambassador menunjukkan figur yang menarik | | Saya sudah membeli produk Oreo X blackpink lebih dari 5 kali | |
| <i>Engagement And Dialogue</i> | Oreo berhasil membangun hubungan yang erat dengan pelanggan | Expertise | Brand ambaasador memiliki keahlian dalam memasarkan produk Oreo | total reference | Saya berbagi pengalaman kepada orang lain dalam membeli produk Oreo Blackpink | |
| | Oreo menunjukkan interaksi yang kuat dengan pelanggan | | Brand ambassador memiliki kemampuan berkomunikasi yang baik | | Saya merekomendasikan Oreo X Blackpink kepada teman saya Saya memasarkan produk Oreo X blackpink di media sosial | |
| <i>Building Campaign Buzz</i> | Konten yang dibentuk oleh Oreo sangat menarik sehingga menjadi trending | Trustworthiness | Informasi yang diberikan oleh brand ambassador dapat dipercaya | first choice | Oreo menjadi pilihan pertama ketika saya ingin cemilan | |
| | Pembentukan | | Brand | | Saya akan mencari brand Oreo di tempat saya biasa membeli | |

| | | | | | |
|-----------------------|--|--|---|--|--|
| | konten yang dilakukan oleh Oreo sangat unik | | ambasador dapat menanamkan stimulus di dalam benak pelanggan sehingga lebih yakin | | menunjukkan kesetiaan saya kepada brand Oreo |
| defensive atau crisis | Konten yang dibuat bersifat <i>fun</i> | | | | |
| | Konten yang dibentuk tidak mengandung adanya unsur konflik ataupun pembelaan | | | | |

Lampiran 2 Hasil Penelitian

Correlations

Correlations

| | | Tayangan Digital | Tayangan Digital | Tayangan Digital | Tayangan Digital | Tayangan Digital | Tayangan Digital | Tayangan Digital | Tayangan Digital | Tayangan Digital |
|------------------|---------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Tayangan Digital | Pearson Correlation | 1 | .633** | .717** | .717** | .727** | .623** | .704** | .497** | .786** |
| | Sig. (2-tailed) | | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | .005 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Tayangan Digital | Pearson Correlation | .633** | 1 | .836** | .696** | .812** | .851** | .824** | .750** | .899** |
| | Sig. (2-tailed) | <.001 | | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Tayangan Digital | Pearson Correlation | .717** | .836** | 1 | .828** | .849** | .863** | .728** | .651** | .905** |
| | Sig. (2-tailed) | <.001 | <.001 | | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Tayangan Digital | Pearson Correlation | .717** | .696** | .828** | 1 | .814** | .803** | .700** | .672** | .874** |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | | <.001 | <.001 | <.001 | <.001 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

| | | | | | | | | | | |
|------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Tayangan Digital | Pearson Correlation | .727** | .812** | .849** | .814** | 1 | .886** | .863** | .715** | .932** |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 | | <.001 | <.001 | <.001 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Tayangan Digital | Pearson Correlation | .623** | .851** | .863** | .803** | .886** | 1 | .896** | .845** | .950** |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 | <.001 | | <.001 | <.001 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Tayangan Digital | Pearson Correlation | .704** | .824** | .728** | .700** | .863** | .896** | 1 | .873** | .927** |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | | <.001 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Tayangan Digital | Pearson Correlation | .497** | .750** | .651** | .672** | .715** | .845** | .873** | 1 | .850** |
| | Sig. (2-tailed) | .005 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Tayangan Digital | Pearson Correlation | .786** | .899** | .905** | .874** | .932** | .950** | .927** | .850** | 1 |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

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

Correlations

| | | Correlations | | | | | | |
|-----------------------------------|----------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| | | Daya Tarik Brand Ambassador | Daya Tarik Brand Ambassador | Daya Tarik Brand Ambassador | Daya Tarik Brand Ambassador | Daya Tarik Brand Ambassador | Daya Tarik Brand Ambassador | Daya Tarik Brand Ambassador |
| Daya Tarik Brand Ambassador | Pearson Correlatio n | 1 | .283 | .378* | .247 | .441* | .538** | .604** |
| | Sig. (2- tailed) | | .130 | .039 | .189 | .015 | .002 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Daya Tarik Brand Ambassador | Pearson Correlatio n | .283 | 1 | .603** | .557** | .578** | .888** | .823** |
| | Sig. (2- tailed) | .130 | | <.001 | .001 | <.001 | <.001 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Daya Tarik Brand Ambassador | Pearson Correlatio n | .378* | .603** | 1 | .467** | .488** | .605** | .747** |
| | Sig. (2- tailed) | .039 | <.001 | | .009 | .006 | <.001 | <.001 |

| | | | | | | | | |
|-----------------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Daya Tarik Brand Ambassador | Pearson Correlation | .247 | .557** | .467** | 1 | .707** | .617** | .786** |
| | Sig. (2-tailed) | .189 | .001 | .009 | | <.001 | <.001 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Daya Tarik Brand Ambassador | Pearson Correlation | .441* | .578** | .488** | .707** | 1 | .661** | .831** |
| | Sig. (2-tailed) | .015 | <.001 | .006 | <.001 | | <.001 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Daya Tarik Brand Ambassador | Pearson Correlation | .538** | .888** | .605** | .617** | .661** | 1 | .909** |
| | Sig. (2-tailed) | .002 | <.001 | <.001 | <.001 | <.001 | | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Daya Tarik Brand Ambassador | Pearson Correlation | .604** | .823** | .747** | .786** | .831** | .909** | 1 |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | |

| | | | | | | | | |
|---|----|----|----|----|----|----|----|----|
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
|---|----|----|----|----|----|----|----|----|

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

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

Correlations

Correlations

| | | Loyalitas Pelanggan | Loyalitas Pelanggan | Loyalitas Pelanggan | Loyalitas Pelanggan | Loyalitas Pelanggan | Loyalitas Pelanggan | Loyalitas Pelanggan | Loyalitas Pelanggan | Loyalitas Pelanggan |
|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Loyalitas Pelanggan | Pearson Correlation | 1 | .503** | .449* | .351 | .336 | .447* | .577** | .443* | .605** |
| | Sig. (2-tailed) | | .005 | .013 | .057 | .070 | .013 | <.001 | .014 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Loyalitas Pelanggan | Pearson Correlation | .503** | 1 | .512** | .450* | .663** | .803** | .661** | .636** | .824** |
| | Sig. (2-tailed) | .005 | | .004 | .013 | <.001 | <.001 | <.001 | <.001 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

| | | | | | | | | | | |
|---------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Loyalitas Pelanggan | Pearson Correlation | .449* | .512** | 1 | .938** | .589** | .515** | .648** | .626** | .837** |
| | Sig. (2-tailed) | .013 | .004 | | <.001 | <.001 | .004 | <.001 | <.001 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Loyalitas Pelanggan | Pearson Correlation | .351 | .450* | .938** | 1 | .689** | .447* | .648** | .592** | .822** |
| | Sig. (2-tailed) | .057 | .013 | <.001 | | <.001 | .013 | <.001 | <.001 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Loyalitas Pelanggan | Pearson Correlation | .336 | .663** | .589** | .689** | 1 | .452* | .492** | .375* | .756** |
| | Sig. (2-tailed) | .070 | <.001 | <.001 | <.001 | | .012 | .006 | .041 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Loyalitas Pelanggan | Pearson Correlation | .447* | .803** | .515** | .447* | .452* | 1 | .772** | .797** | .812** |
| | Sig. (2-tailed) | .013 | <.001 | .004 | .013 | .012 | | <.001 | <.001 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Loyalitas Pelanggan | Pearson Correlation | .577** | .661** | .648** | .648** | .492** | .772** | 1 | .882** | .875** |

| | | | | | | | | | | |
|---------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 | .006 | <.001 | | <.001 | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Loyalitas Pelanggan | Pearson Correlation | .443* | .636** | .626** | .592** | .375* | .797** | .882** | 1 | .825** |
| | Sig. (2-tailed) | .014 | <.001 | <.001 | <.001 | .041 | <.001 | <.001 | | <.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Loyalitas Pelanggan | Pearson Correlation | .605** | .824** | .837** | .822** | .756** | .812** | .875** | .825** | 1 |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 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 |
|------------------|------------|
| .799 | 9 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|------------------|-------------------------------|-----------------------------------|---|--|
| Tayangan Digital | 66.3667 | 146.999 | .757 | .779 |
| Tayangan Digital | 66.6000 | 144.248 | .884 | .772 |
| Tayangan Digital | 66.4667 | 145.223 | .892 | .774 |
| Tayangan Digital | 66.6333 | 144.240 | .855 | .773 |
| Tayangan Digital | 66.3000 | 145.459 | .923 | .774 |
| Tayangan Digital | 66.4000 | 144.110 | .943 | .771 |
| Tayangan Digital | 66.3000 | 143.803 | .916 | .771 |
| Tayangan Digital | 66.4333 | 142.737 | .825 | .770 |
| Tayangan Digital | 35.4333 | 41.082 | 1.000 | .961 |

Reliability

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 |
|------------------|------------|
| .795 | 7 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Daya Tarik Brand Ambassador | 50.6667 | 25.540 | .533 | .783 |
| Daya Tarik Brand Ambassador | 50.6000 | 24.455 | .787 | .764 |
| Daya Tarik Brand Ambassador | 50.7000 | 24.631 | .696 | .769 |

| | | | | |
|-----------------------------|---------|--------|-------|------|
| Daya Tarik Brand Ambassador | 50.8667 | 23.499 | .729 | .756 |
| Daya Tarik Brand Ambassador | 50.8333 | 24.006 | .793 | .758 |
| Daya Tarik Brand Ambassador | 50.6667 | 23.747 | .889 | .752 |
| Daya Tarik Brand Ambassador | 27.6667 | 7.195 | 1.000 | .871 |

Reliability

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 |
|------------------|------------|
| .787 | 9 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Loyalitas Pelanggan | 59.9000 | 151.472 | .570 | .781 |
| Loyalitas Pelanggan | 60.5667 | 140.323 | .795 | .758 |
| Loyalitas Pelanggan | 60.1000 | 140.024 | .809 | .757 |
| Loyalitas Pelanggan | 60.1000 | 140.438 | .792 | .758 |
| Loyalitas Pelanggan | 60.7667 | 137.909 | .707 | .756 |
| Loyalitas Pelanggan | 60.3000 | 142.355 | .783 | .762 |
| Loyalitas Pelanggan | 60.1667 | 142.420 | .857 | .761 |
| Loyalitas Pelanggan | 60.1000 | 142.300 | .799 | .761 |
| Loyalitas Pelanggan | 32.1333 | 40.326 | 1.000 | .913 |

Regression

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1 | Tayangan Digital, Daya Tarik Brand Ambassador ^b | . | Enter |

a. Dependent Variable: Loyalitas Pelanggan

b. All requested variables entered.

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .500 ^a | .250 | .234 | 5.27992 |

a. Predictors: (Constant), Tayangan Digital, Daya Tarik Brand Ambassador

b. Dependent Variable: Loyalitas Pelanggan

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|--------------------|
| 1 | Regression | 900.069 | 2 | 450.035 | 16.143 | <.001 ^b |
| | Residual | 2704.121 | 97 | 27.878 | | |
| | Total | 3604.190 | 99 | | | |

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Tayangan Digital, Daya Tarik Brand Ambassador

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------------------|-----------------------------|------------|---------------------------|-------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 6.546 | 4.532 | | 1.445 | .152 |
| | Daya Tarik Brand Ambassador | .966 | .265 | .504 | 3.637 | <.001 |
| | Tayangan Digital | -.009 | .203 | -.006 | -.042 | .966 |

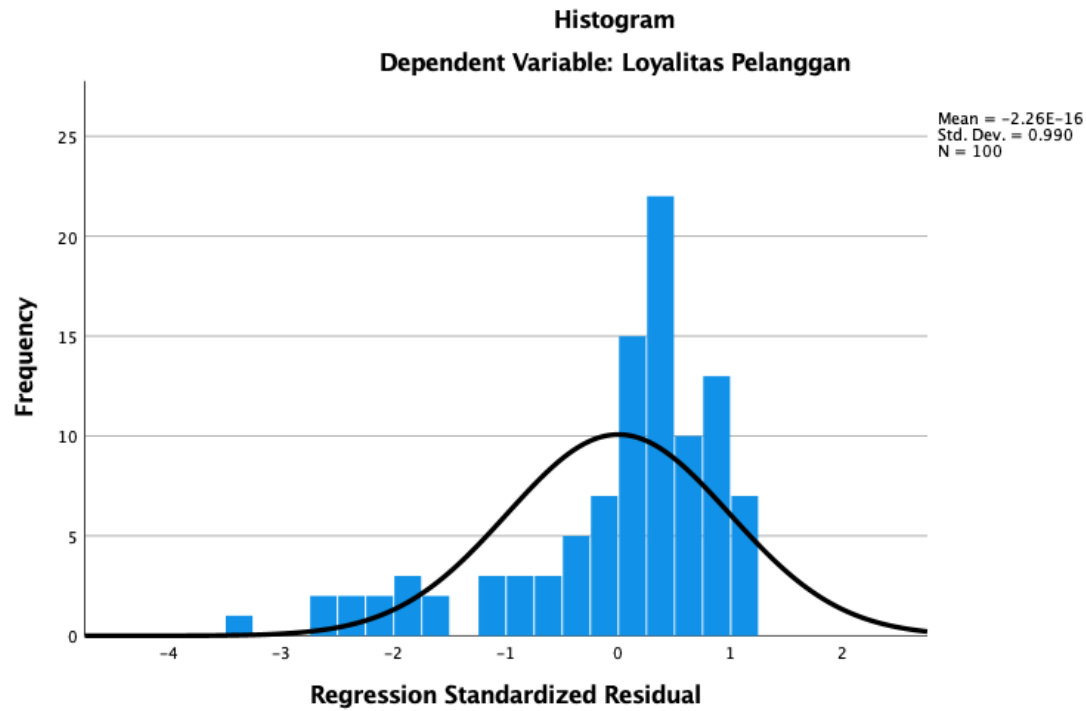
a. Dependent Variable: Loyalitas Pelanggan

Residuals Statistics^a

| | Minimum | Maximum | Mean | Std. Deviation | N |
|----------------------|-----------|---------|---------|----------------|-----|
| Predicted Value | 19.9697 | 35.2039 | 30.4100 | 3.01523 | 100 |
| Residual | -17.17809 | 6.52076 | .00000 | 5.22631 | 100 |
| Std. Predicted Value | -3.463 | 1.590 | .000 | 1.000 | 100 |
| Std. Residual | -3.253 | 1.235 | .000 | .990 | 100 |

a. Dependent Variable: Loyalitas Pelanggan

Charts



Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Loyalitas Pelanggan

