

LAMPIRAN

A.1 Lampiran Kuisisioner Penelitian

KUISISIONER PENELITIAN

HUBUNGAN AKTIVITAS *MARKETING PUBLIC RELATIONS* DALAM MEDIA SOSIAL *INSTAGRAM* TERHADAP LOYALITAS PELANGGAN

Identitas Responden

Nama Responden :

Jenis Kelamin : L/P

Kelompok Usia : () dibawah 17 tahun
() 18 – 24 tahun
() 25 – 31 tahun
() diatas 31 tahun

Akun Instagram :

Sudah pernah memakai/menggunakan/membeli produk Optika Lunett : Ya/Tidak (Jika Tidak maka kuisisioner berakhir)

Keterangan cara pengisian kusioner:

Berilah tanda pada setiap pernyataan sesuai dengan kondisi yang anda alami sebenarnya:

1. Sangat Tidak Setuju 2. Tidak Setuju 3. Netral 4. Setuju 5.Sangat Setuju

Variabel X Aktivitas *Marketing Public Relations*

No	Pernyataan					
		STS	TS	N	S	SS
		1	2	3	4	5
1	Menurut saya Optika Lunett sudah membagikan informasi mengenai produk kacamata yang saya butuhkan					
2	Menurut saya Optika Lunett sudah mempromosikan produk kacamata yang dijual dengan baik					

3	Menurut saya Optika Lunett mengadakan campaign atau event yang menarik (giveaway/lomba/webinar/games/dll)					
4	Menurut saya campaign atau event yang diadakan Optika Lunett sudah berjalan dengan baik (giveaway/lomba/webinar/games/dll)					
5	Menurut saya logo dan packaging produk Optika Lunett memberikan ketertarikan tersendiri					
6	Menurut saya tampilan media sosial Optika Lunett menarik untuk dilihat					
7	Menurut saya Optika Lunett dapat dipertimbangkan sebagai sponsor dalam kegiatan, event, maupun campaign tertentu.					
8	Menurut saya Optika Lunett sudah bekerja sama dengan baik bersama pihak lain pada suatu kegiatan, event, maupun campaign tertentu					

Variabel Y Loyalitas Pelanggan

No	Pernyataan		STS	TS	N	S	SS
			1	2	3	4	5
1	Saya berkeinginan untuk membeli kembali produk Optika Lunett						
2	Saya menjadikan Optika Lunett sebagai referensi dalam pembelian produkacamata.						
3	Saya berkeinginan untuk mengkoleksi produk Optika Lunett.						
4	Saya bersedia membeli produk lain yang dijual Optika Lunett.						
5	Saya bersedia mereferensikan Optika Lunett kepada orang lain.						
6	Saya bersedia membeli produk berdasarkan referensi Optika Lunett.						
7	Saya bersedia menolak untuk membeli produk lain selain Optika Lunett.						
8	Saya bersedia untuk setia terhadap produk-produk Optika Lunett.						

A.2 Lampiran Hasil Uji Penelitian

Hasil Uji Validitas Kuisisioner Penelitian

		Correlations								
		X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	TOTAL X
X.1	Pearson Correlation	1	.360*	.343*	.273	.383*	.552**	.525**	.474**	.665**
	Sig. (2-tailed)		.022	.030	.088	.015	.000	.001	.002	.000
	N	40	40	40	40	40	40	40	40	40
X.2	Pearson Correlation	.360*	1	.580**	.513**	.242	.463**	.499**	.512**	.715**
	Sig. (2-tailed)	.022		.000	.001	.132	.003	.001	.001	.000
	N	40	40	40	40	40	40	40	40	40
X.3	Pearson Correlation	.343*	.580**	1	.516**	.316*	.363*	.433**	.515**	.709**
	Sig. (2-tailed)	.030	.000		.001	.047	.021	.005	.001	.000
	N	40	40	40	40	40	40	40	40	40
X.4	Pearson Correlation	.273	.513**	.516**	1	.634**	.407**	.378*	.338*	.687**
	Sig. (2-tailed)	.088	.001	.001		.000	.009	.016	.033	.000
	N	40	40	40	40	40	40	40	40	40
X.5	Pearson Correlation	.383*	.242	.316*	.634**	1	.565**	.504**	.481**	.701**
	Sig. (2-tailed)	.015	.132	.047	.000		.000	.001	.002	.000
	N	40	40	40	40	40	40	40	40	40
X.6	Pearson Correlation	.552**	.463**	.363*	.407**	.565**	1	.550**	.433**	.736**
	Sig. (2-tailed)	.000	.003	.021	.009	.000		.000	.005	.000

	N	40	40	40	40	40	40	40	40	40
X.7	Pearson Correlation	.525**	.499**	.433**	.378*	.504**	.550**	1	.774**	.812**
	Sig. (2-tailed)	.001	.001	.005	.016	.001	.000		.000	.000
	N	40	40	40	40	40	40	40	40	40
X.8	Pearson Correlation	.474**	.512**	.515**	.338*	.481**	.433**	.774**	1	.791**
	Sig. (2-tailed)	.002	.001	.001	.033	.002	.005	.000		.000
	N	40	40	40	40	40	40	40	40	40
TOTAL X	Pearson Correlation	.665**	.715**	.709**	.687**	.701**	.736**	.812**	.791**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40	40	40	40

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

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

Sumber: SPSS 29

		Correlations								
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	TOTAL Y
Y1	Pearson Correlation	1	.546**	.400*	.478**	.704**	.721**	.663**	.591**	.825**
	Sig. (2-tailed)		.000	.010	.002	.000	.000	.000	.000	.000
	N	40	40	40	40	40	40	40	40	40
Y2	Pearson Correlation	.546**	1	.594**	.557**	.479**	.567**	.602**	.520**	.776**
	Sig. (2-tailed)	.000		.000	.000	.002	.000	.000	.001	.000
	N	40	40	40	40	40	40	40	40	40

Y3	Pearson Correlation	.400*	.594**	1	.604**	.470**	.526**	.570**	.551**	.749**
	Sig. (2-tailed)	.010	.000		.000	.002	.000	.000	.000	.000
	N	40	40	40	40	40	40	40	40	40
Y4	Pearson Correlation	.478**	.557**	.604**	1	.500**	.434**	.352*	.362*	.659**
	Sig. (2-tailed)	.002	.000	.000		.001	.005	.026	.022	.000
	N	40	40	40	40	40	40	40	40	40
Y5	Pearson Correlation	.704**	.479**	.470**	.500**	1	.634**	.357*	.448**	.728**
	Sig. (2-tailed)	.000	.002	.002	.001		.000	.024	.004	.000
	N	40	40	40	40	40	40	40	40	40
Y6	Pearson Correlation	.721**	.567**	.526**	.434**	.634**	1	.736**	.617**	.852**
	Sig. (2-tailed)	.000	.000	.000	.005	.000		.000	.000	.000
	N	40	40	40	40	40	40	40	40	40
Y7	Pearson Correlation	.663**	.602**	.570**	.352*	.357*	.736**	1	.722**	.825**
	Sig. (2-tailed)	.000	.000	.000	.026	.024	.000		.000	.000
	N	40	40	40	40	40	40	40	40	40
Y8	Pearson Correlation	.591**	.520**	.551**	.362*	.448**	.617**	.722**	1	.792**
	Sig. (2-tailed)	.000	.001	.000	.022	.004	.000	.000		.000
	N	40	40	40	40	40	40	40	40	40
TOTAL Y	Pearson Correlation	.825**	.776**	.749**	.659**	.728**	.852**	.825**	.792**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		
	N	40	40	40	40	40	40	40	40	40

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

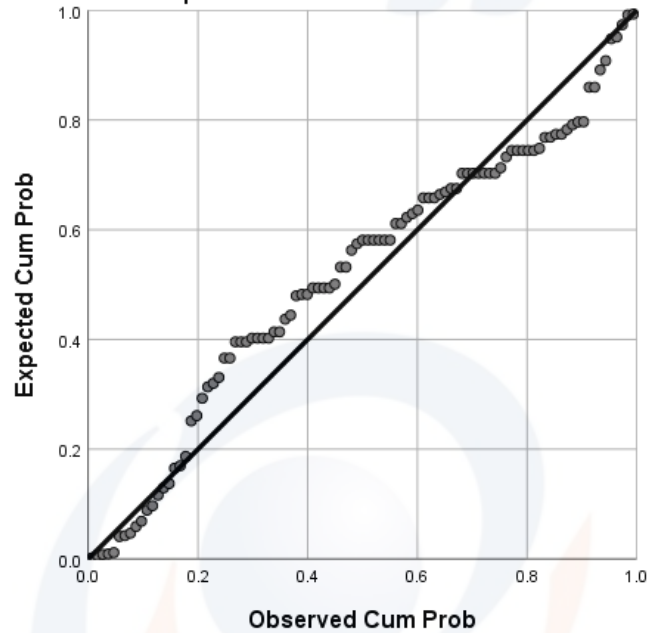
* . Correlation is significant at the 0.05 level (2-tailed).

Sumber : SPSS 29

Hasil Uji Probability Plot

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: TOTAL Y



Sumber: SPSS 29

Hasil Uji Pearson

Correlations

		TOTAL X1	TOTAL Y
TOTAL X1	Pearson Correlation	1	.587**
	Sig. (2-tailed)		.000
	N	100	100
TOTAL Y	Pearson Correlation	.587**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

Sumber: SPSS 29

Hasil Uji T Parsial

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	9.894	3.412	2.900	.005
	TOTAL X	.706	.098	.587	.000

a. Dependent Variable: TOTAL Y

Sumber: SPSS 29

Hasil Uji Statistik Deskriptif

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
TOTAL X	100	26	40	34.58	2.985
TOTAL Y	100	22	40	34.31	3.589
Valid N (listwise)	100				

Sumber: SPSS 29

A.3 Lampiran Tabulasi Data

X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	TOTAL X	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	TOTAL Y
5	5	4	4	4	4	4	4	34	3	3	4	4	4	4	4	3	29
3	3	4	4	4	4	4	4	30	4	4	4	4	4	4	4	3	31
5	5	5	5	5	5	3	5	38	5	5	5	5	5	5	5	5	40
4	4	2	4	4	4	4	4	30	4	4	4	4	4	4	4	4	32
4	5	4	5	5	5	5	5	38	5	5	4	4	5	5	5	5	38
5	4	5	4	4	5	4	4	35	4	5	5	4	5	4	4	5	36
4	5	4	4	4	5	5	5	36	4	5	5	5	4	4	4	4	35
5	5	4	4	4	4	5	5	36	5	4	4	5	4	4	4	4	34
4	5	5	4	4	4	4	5	35	4	4	5	5	5	4	4	4	35
4	5	5	4	4	4	4	5	35	5	4	4	4	4	5	5	5	36
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4	5	5	5	4	4	4	4	35	5	4	4	4	5	5	4	5	36
4	4	4	5	5	4	4	4	34	4	4	5	5	4	4	4	5	35
4	5	5	5	4	4	4	4	35	5	4	4	4	5	5	4	5	36
5	5	5	4	4	4	5	5	37	5	5	4	4	4	5	5	5	37
4	5	5	5	4	4	4	4	35	4	5	4	5	5	5	4	5	37
4	5	4	5	5	4	4	4	35	4	5	4	4	5	5	4	5	36
5	4	4	5	5	5	5	4	37	4	5	4	4	4	5	5	5	36
4	5	4	4	5	5	4	4	35	5	4	4	4	5	5	5	4	36
5	4	4	5	5	4	4	4	35	5	5	5	4	4	5	5	5	38
3	4	4	4	4	3	3	3	28	4	3	3	3	4	3	3	3	26
4	5	5	5	4	5	4	4	36	4	5	5	4	4	4	5	4	35
4	4	5	5	5	4	4	4	35	5	4	4	4	5	5	5	5	37
4	4	3	3	3	4	4	4	29	3	3	4	3	4	4	3	4	28
4	5	4	5	4	4	4	4	34	4	5	4	4	4	5	5	4	35
5	4	5	4	4	4	4	5	35	4	5	5	5	4	4	4	5	36
4	5	5	4	4	4	5	5	36	5	5	4	4	4	5	5	4	36

X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	TOTAL X	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	TOTAL Y
4	5	4	4	5	5	4	4	35	5	4	4	4	5	5	4	4	35
5	4	4	4	5	5	5	5	37	4	5	5	5	4	5	4	3	35
4	5	5	4	4	4	5	5	36	5	4	4	5	5	5	4	5	37
4	5	4	5	4	4	4	5	35	5	4	5	4	5	4	4	5	36
3	4	4	4	3	3	4	4	29	4	3	3	4	4	4	3	3	28
4	5	4	4	5	5	3	4	34	4	5	3	3	4	5	4	3	31
4	4	4	4	3	2	4	4	29	3	4	3	3	4	4	3	4	28
4	5	4	3	4	4	5	5	34	5	5	4	4	4	4	5	4	35
5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	4	5	39
5	4	5	4	5	5	5	5	38	4	5	4	4	5	4	5	5	36
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4	4	5	5	4	4	5	5	36	4	5	5	4	4	5	5	4	36
4	4	5	5	3	4	4	5	34	4	2	4	4	4	2	2	2	24
4	4	5	5	5	4	4	4	35	5	4	4	5	4	3	4	4	33
4	5	5	4	4	5	5	4	36	4	4	5	5	5	4	4	5	36
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5	5	4	4	5	5	4	4	36	4	4	5	5	5	5	4	4	36
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4	4	5	4	5	5	4	5	36	4	4	4	4	4	4	3	4	31
4	4	4	4	5	5	4	4	34	4	4	5	5	4	4	5	5	36
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4	4	5	5	5	4	4	4	35	4	5	5	4	4	5	4	5	36
4	4	5	5	4	4	5	5	36	4	4	5	5	4	4	5	5	36
5	5	5	5	5	5	5	5	40	5	2	3	4	4	2	2	2	24

X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	TOTAL X	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	TOTAL Y
4	4	4	4	5	5	5	5	36	4	4	4	5	5	5	5	5	37
5	5	4	4	4	4	3	3	32	5	5	4	5	4	5	2	4	34
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5	5	5	5	5	5	5	5	40	4	5	5	5	5	5	5	4	38
3	4	4	4	4	4	4	4	31	4	4	2	4	4	4	4	3	29
4	5	4	4	4	5	5	4	35	4	5	4	4	4	5	5	4	35
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4	5	4	4	5	5	5	4	36	4	5	4	4	4	4	5	5	35
4	5	4	4	5	4	4	4	34	4	5	4	5	5	5	4	4	36
4	5	4	4	5	4	5	5	36	4	4	5	4	5	5	4	5	36
4	5	4	5	5	4	5	5	37	4	5	4	4	5	4	5	5	36
4	4	3	4	3	3	3	4	28	3	4	3	3	4	3	3	4	27
4	4	4	5	5	4	5	4	35	4	5	4	5	5	4	5	4	36
4	5	4	4	4	4	5	5	35	5	4	4	5	4	5	4	4	35
4	4	3	3	4	4	3	3	28	4	3	4	3	3	4	3	4	28
4	5	4	4	5	4	5	5	36	5	4	5	4	4	5	4	4	35

X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	TOTAL X	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	TOTAL Y
5	4	4	5	5	4	4	4	35	5	4	5	4	4	5	4	5	36
4	5	5	5	4	4	5	5	37	5	4	5	4	4	5	4	5	36
5	4	4	5	5	4	4	5	36	4	4	5	4	5	4	5	5	36
5	4	4	5	5	4	4	5	36	5	4	4	5	5	5	4	4	36
4	4	5	4	5	5	4	4	35	5	4	5	5	5	4	5	4	37
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4	5	4	4	4	5	4	5	35	4	5	5	4	5	4	5	5	37

A.4 Lampiran Dokumentasi

