

LAMPIRAN

LEMBAR KUESIONER PENELITIAN

ANALISIS *DIGITAL MARKETING* TERHADAP *BRAND TRUST* PENGGUNA *E-WALLET* DANA PADA GENERASI Z DAN MILLENNIAL

Perkenalkan nama saya Theresha Merlyn yang merupakan seorang mahasiswi politeknik Wilmar Bisnis Indonesia, dan sedang dalam rangka menyusun skripsi saya dengan judul “ANALISIS *DIGITAL MARKETING* TERHADAP *BRAND TRUST* PENGGUNA *E-WALLET* DANA PADA GENERASI Z DAN MILLENNIAL”. Saya mohon kesediaan anda mengisi kuisisioner ini secara jujur dan sesuai pengalaman pribadi. Data yang anda berikan akan dijaga kerahasiaannya dan hanya digunakan untuk keperluan akademik. Partisipasi anda sangat berarti untuk keberhasilan penelitian ini. Terima kasih atas waktu dan partisipasinya.

Hormat Saya

Theresha Merlyn Wira Salim

LEMBAR KUISIONER PENELITIAN

PETUNJUK PENGISIAN: Kuisisioner ini secara khusus ditujukan kepada generasi Z dan millennial kota Medan yang merupakan pengguna aktif *e-wallet* DANA dengan minimal sekali pemakaian dalam satu bulan terakhir dan pernah melihat konten pada sosial media, iklan DANA, dan menemukan artikel mengenai DANA. Isilah pernyataan dibawah ini dengan sebenar-benarnya.

Berilah tanda centang (✓) dibawah pada salah satu alternatif jawaban yang paling tepat dengan kriteria jawaban:

Keterangan	Nilai
Sangat Tidak Setuju (STS)	1
Tidak Setuju (TS)	2
Kurang Setuju (KS)	3
Setuju (S)	4
Sangat Setuju (SS)	5

IDENTITAS RESPONDEN (Mohon diisi maupun diceklis dengan benar)

1. Jenis Kelamin : ☐ Laki-Laki
☐ Perempuan
2. Usia : ☐ 17-20 Tahun
☐ 21-25 Tahun
☐ 26-30 Tahun
☐ 31-35 Tahun

3. Pekerjaan : ☐ Pelajar / Mahasiswa
☐ Pegawai Negri Sipil
☐ Pegawai Swasta
☐ Wirausaha
☐ Freelancer / Pekerja Lepas
☐ Ibu Rumah Tangga
4. Penghasilan : ☐ < Rp. 1.000.000
☐ Rp. 1.000.000 – Rp. 4.000.000
☐ Rp. 5.000.000 – Rp. 8.000.000
☐ Rp. 9.000.000 – Rp. 12.000.000
☐ > Rp. 12.000.000
5. Frekuensi penggunaan : ☐ 1-2 Kali
☐ 3-5 Kali
☐ 6-10 Kali
☐ >10 kali

Lampiran 1: Kuisioner Penelitian

NO	Pernyataan	1	2	3	4	5
Digital Marketing						
Social media marketing						
1	Saya merasa isi konten postingan DANA di media sosial menghibur.					
2	Saya merasa DANA sering berinteraksi dengan menanggapi komentar pengguna di media sosial.					
3	Saya merasa konten postingan DANA di media sosial mengikuti tren yang sedang populer.					
4	Saya merasa DANA membagikan konten yang sesuai dengan preferensi (keinginan).					
5	Saya tertarik membagikan postingan DANA kepada orang lain (teman atau keluarga) setelah melihat konten media sosial DANA.					
Display Advertising						
1	Saya merasa pesan dalam iklan DANA mudah dipahami, baik dalam bentuk gambar maupun video.					
2	Saya merasa pesan iklan DANA konsisten di berbagai platform media digital.					
3	Saya merasa isi iklan yang disampaikan DANA sesuai dengan kenyataan.					
4	Iklan DANA berhubungan dengan kebutuhan saya.					
5	Saya merasa tertarik untuk mencoba fitur terbaru setelah melihat iklan DANA					
Search Engine Marketing						
1	Saya memiliki kemudahan menemukan informasi terkait DANA pada mesin pencarian (Google, safari, yahoo, dll).					
2	Saya menemukan <i>website</i> resmi DANA berada pada poisis teratas saat mencari informasi mengenai <i>e-wallet</i> DANA.					
3	Saya merasa informasi pada <i>website</i> resmi DANA memiliki kredibilitas (dapat dipercaya).					
4	Saya merasa <i>website</i> DANA menyediakan informasi yang lengkap mengenai layanan <i>e-wallet</i> mereka.					
Brand trust						
Brand Reliability						
1	Saya percaya bahwa DANA memiliki reputasi yang positif sebagai layanan <i>e-wallet</i> di Indonesia.					
2	Saya merasa aplikasi <i>e-wallet</i> DANA aman digunakan untuk melakukan transaksi.					
3	Saya merasa aplikasi <i>e-wallet</i> DANA konsisten menunjukkan performa positif.					
4	Saya percaya DANA dapat diandalkan dalam melakukan transaksi.					
Brand Intention						
1	Saya merasa bahwa DANA peduli terhadap pengguna nya.					
2	Saya merasa DANA memiliki tanggung jawab dalam memberikan layanan.					
3	Saya percaya DANA memiliki komitmen dalam memberikan pelayanan.					
4	Saya percaya DANA berupaya melindungi penggunanya dari resiko yang merugikan.					

Lampiran 2: Tabulasi Data *Social Media Marketing*

NO	Social media marketing (X ₁)					
	SMM_1	SMM_2	SMM_3	SMM_4	SMM_5	TOTAL_X1
1	4	4	4	4	4	20
2	3	3	4	4	4	18
3	4	4	4	4	4	20
4	3	4	4	5	4	20
5	5	3	5	5	4	22
6	3	3	4	2	3	15
7	4	4	5	5	5	23
8	4	3	3	3	4	17
9	5	4	4	4	5	22
10	4	4	5	4	4	21
11	4	4	5	5	4	22
12	5	4	3	4	3	19
13	4	3	4	5	4	20
14	3	4	3	2	5	17
15	3	3	4	4	4	18
16	4	5	4	4	3	20
17	5	5	4	4	5	23
18	5	5	4	5	4	23
19	4	5	4	4	5	22
20	5	5	5	5	5	25
21	4	3	4	3	4	18
22	4	4	5	4	4	21
23	4	5	5	5	5	24
24	4	5	5	4	4	22
25	5	5	5	5	5	25
26	3	3	4	4	3	17
27	4	5	5	5	5	24
28	3	3	4	3	3	16
29	1	3	4	4	5	17
30	3	1	3	3	3	13
31	4	5	5	4	4	22
32	4	4	4	4	4	20
33	4	3	4	4	3	18
34	2	3	3	3	3	14
35	3	2	3	3	3	14
36	4	4	4	4	4	20
37	5	5	5	5	5	25
38	1	2	3	3	4	13

NO	Social media marketing (X ₁)					
	SMM_1	SMM_2	SMM_3	SMM_4	SMM_5	TOTAL_X1
39	3	3	3	3	3	15
40	4	3	3	3	3	16
41	2	2	2	2	1	9
42	2	3	3	4	3	15
43	4	4	4	4	4	20
44	3	3	4	5	4	19
45	4	5	5	5	5	24
46	4	3	4	4	4	19
47	4	4	5	4	2	19
48	3	3	4	3	4	17
49	4	2	3	4	3	16
50	4	3	4	2	3	16
51	4	2	5	3	4	18
52	5	5	5	5	2	22
53	5	5	5	5	4	24
54	3	3	4	4	3	17
55	4	4	4	4	4	20
56	4	4	3	3	3	17
57	3	3	4	4	3	17
58	5	5	5	5	4	24
59	3	3	3	3	3	15
60	4	5	5	5	5	24
61	4	4	5	3	5	21
62	4	2	3	5	4	18
63	5	5	4	5	4	23
64	5	5	5	5	5	25
65	5	5	5	5	5	25
66	2	3	4	3	4	16
67	4	4	4	4	5	21
68	5	5	5	5	5	25
69	4	4	4	4	4	20
70	3	4	4	4	4	19
71	3	3	4	4	3	17
72	3	3	4	4	4	18
73	5	4	4	2	5	20
74	3	4	4	3	4	18
75	3	3	4	4	4	18
76	2	4	4	4	4	18
77	3	2	3	2	2	12
78	5	5	5	5	5	25

NO	Social media marketing (X ₁)					
	SMM_1	SMM_2	SMM_3	SMM_4	SMM_5	TOTAL_X1
79	2	3	3	3	3	14
80	4	2	5	5	5	21
81	3	3	4	4	4	18
82	4	4	3	4	4	19
83	5	5	5	4	5	24
84	3	1	3	3	2	12
85	4	3	4	4	4	19
86	4	4	4	4	4	20
87	4	4	4	3	4	19
88	3	3	4	4	4	18
89	4	3	4	4	3	18
90	4	4	4	4	4	20
91	3	3	4	4	4	18
92	3	4	5	4	2	18
93	3	3	4	3	3	16
94	4	4	4	4	4	20
95	3	3	1	3	3	13
96	3	4	4	4	3	18
97	4	4	4	4	3	19
98	3	4	5	4	4	20
99	4	3	3	4	4	18
100	4	4	4	4	4	20

Lampiran 3: Tabulasi Data *Display Ads*

NO	Display Ads (X ₂)					
	DA_1	DA_2	DA_3	DA_4	DA_5	TOTAL_X2
1	4	4	4	4	4	20
2	4	4	4	5	4	21
3	4	4	5	5	4	22
4	5	4	5	5	3	22
5	5	4	4	4	5	22
6	4	4	3	3	4	18
7	5	5	5	4	5	24
8	3	4	4	3	3	17
9	5	5	5	5	5	25
10	4	4	4	4	4	20
11	4	4	5	4	4	21
12	4	3	4	4	3	18
13	4	4	4	3	4	19

NO	Display Ads (X ₂)					
	DA_1	DA_2	DA_3	DA_4	DA_5	TOTAL_X2
14	4	3	3	2	4	16
15	5	4	3	4	1	17
16	4	4	4	4	4	20
17	4	4	4	4	4	20
18	4	4	5	5	5	23
19	5	5	5	5	5	25
20	4	4	4	4	5	21
21	3	3	4	4	3	17
22	5	5	5	3	5	23
23	5	5	5	5	5	25
24	4	4	4	4	4	20
25	5	5	5	5	4	24
26	4	4	4	3	4	19
27	5	5	5	5	5	25
28	4	4	3	3	3	17
29	4	4	5	4	4	21
30	3	3	3	3	3	15
31	5	5	5	4	5	24
32	4	4	4	4	4	20
33	4	4	4	4	3	19
34	5	5	5	3	3	21
35	3	4	3	4	5	19
36	4	4	4	4	4	20
37	4	5	4	5	5	23
38	4	5	4	2	4	19
39	3	3	4	4	4	18
40	5	4	4	4	4	21
41	3	3	3	4	4	17
42	4	4	1	3	2	14
43	4	4	4	4	4	20
44	3	3	3	4	4	17
45	5	5	5	5	5	25
46	4	4	4	3	4	19
47	4	4	5	3	2	18
48	4	3	4	4	4	19
49	5	4	4	5	4	22
50	5	3	3	4	3	18
51	5	4	3	4	4	20
52	5	5	3	5	5	23
53	5	5	5	5	5	25

NO	Display Ads (X ₂)					
	DA_1	DA_2	DA_3	DA_4	DA_5	TOTAL_X2
54	4	4	4	4	4	20
55	4	3	4	2	5	18
56	4	4	3	2	2	15
57	5	4	4	3	5	21
58	5	5	5	5	5	25
59	3	2	3	5	1	14
60	5	4	4	4	4	21
61	4	4	3	3	5	19
62	4	4	4	4	4	20
63	4	5	4	4	3	20
64	5	5	5	5	5	25
65	4	4	4	4	5	21
66	5	5	1	1	2	14
67	5	3	5	4	5	22
68	5	5	5	5	5	25
69	4	4	4	4	4	20
70	3	4	4	5	3	19
71	4	4	4	4	4	20
72	4	3	3	3	3	16
73	4	4	3	3	4	18
74	4	5	3	4	4	20
75	4	4	4	4	3	19
76	4	4	4	4	4	20
77	5	5	5	3	1	19
78	4	5	5	4	5	23
79	4	4	5	3	5	21
80	5	3	1	2	3	14
81	4	4	4	4	4	20
82	3	3	3	3	3	15
83	5	5	5	5	5	25
84	4	4	4	3	3	18
85	4	4	4	4	4	20
86	4	4	4	4	4	20
87	4	4	4	4	4	20
88	4	4	4	4	1	17
89	4	4	5	4	5	22
90	4	4	4	4	4	20
91	3	3	4	4	3	17
92	4	3	4	4	3	18
93	4	4	3	4	3	18

NO	Display Ads (X ₂)					TOTAL_X2
	DA_1	DA_2	DA_3	DA_4	DA_5	
94	4	4	4	4	4	20
95	3	4	3	4	3	17
96	5	5	3	3	5	21
97	5	4	5	5	2	21
98	4	3	4	4	3	18
99	5	4	5	3	2	19
100	4	4	4	4	4	20

Lampiran 4: Tabulasi Data *Search Engine Optimization*

NO	Search engine optimization (X ₃)				
	SEO_1	SEO_2	SEO_3	SEO_4	TOTAL_X3
1	4	4	4	4	16
2	4	4	4	4	16
3	3	4	5	4	16
4	5	5	5	5	20
5	5	5	5	4	19
6	4	2	3	3	12
7	5	5	4	5	19
8	5	4	3	5	17
9	4	4	5	4	17
10	4	4	4	4	16
11	5	4	4	4	17
12	4	4	4	4	16
13	5	4	4	4	17
14	3	1	4	4	12
15	4	4	2	5	15
16	5	3	3	4	15
17	4	4	4	4	16
18	4	4	4	4	16
19	5	5	5	5	20
20	5	4	4	5	18
21	4	3	2	2	11
22	5	5	5	5	20
23	5	5	5	5	20
24	4	4	4	4	16
25	5	4	5	5	19
26	4	2	4	4	14
27	5	5	5	5	20

NO	Search engine optimization (X ₃)				
	SEO_1	SEO_2	SEO_3	SEO_4	TOTAL_X3
28	4	4	4	4	16
29	5	5	5	5	20
30	3	4	4	4	15
31	5	5	5	5	20
32	4	4	4	4	16
33	3	4	4	4	15
34	4	4	5	5	18
35	3	4	4	4	15
36	4	4	4	4	16
37	5	5	5	5	20
38	4	4	3	4	15
39	3	4	4	3	14
40	4	4	4	4	16
41	3	2	3	3	11
42	4	3	1	2	10
43	4	4	3	4	15
44	4	4	3	3	14
45	5	5	5	5	20
46	4	4	3	4	15
47	5	4	4	5	18
48	5	3	4	3	15
49	4	5	4	4	17
50	2	3	5	5	15
51	4	4	4	4	16
52	5	5	5	5	20
53	5	5	5	5	20
54	5	3	3	4	15
55	5	4	5	5	19
56	4	4	4	4	16
57	4	5	5	4	18
58	5	5	5	5	20
59	5	5	5	5	20
60	4	4	5	5	18
61	5	3	5	4	17
62	4	4	4	4	16
63	5	5	4	5	19
64	5	5	5	5	20
65	5	5	3	4	17
66	1	1	2	4	8
67	5	4	4	5	18

NO	Search engine optimization (X ₃)				
	SEO_1	SEO_2	SEO_3	SEO_4	TOTAL_X3
68	5	5	5	5	20
69	4	4	4	4	16
70	3	3	4	5	15
71	4	4	4	4	16
72	4	5	4	4	17
73	4	5	4	4	17
74	4	3	4	5	16
75	3	3	4	4	14
76	4	4	4	4	16
77	5	5	5	5	20
78	5	4	5	5	19
79	5	5	3	4	17
80	5	4	3	3	15
81	4	4	4	4	16
82	3	3	3	3	12
83	5	5	5	5	20
84	4	3	3	3	13
85	4	4	4	4	16
86	4	4	4	4	16
87	4	4	4	4	16
88	5	3	4	4	16
89	5	5	4	4	18
90	4	4	4	4	16
91	3	4	4	4	15
92	4	3	3	3	13
93	4	4	4	4	16
94	4	4	4	4	16
95	4	3	1	2	10
96	3	3	3	3	12
97	5	5	4	5	19
98	5	4	5	4	18
99	4	4	4	5	17
100	4	4	4	4	16

Lampiran 5: Tabulasi Data *Brand Trust*

NO	Brand trust (Y)								
	BT_1	BT_2	BT_3	BT_4	BT_5	BT_6	BT_7	BT_8	TOTAL_Y
1	4	4	5	3	4	4	3	4	31
2	4	4	4	4	4	4	4	5	33

NO	Brand trust (Y)								TOTAL_Y
	BT_1	BT_2	BT_3	BT_4	BT_5	BT_6	BT_7	BT_8	
3	5	5	4	5	4	4	4	4	35
4	5	4	4	5	5	4	5	5	37
5	4	4	4	5	5	5	5	5	37
6	3	3	3	4	4	4	3	3	27
7	4	5	4	5	4	4	5	5	36
8	3	4	5	4	4	4	4	3	31
9	4	4	4	4	5	5	5	5	36
10	4	3	4	4	4	4	4	4	31
11	4	5	5	4	4	4	4	4	34
12	4	3	4	4	4	4	4	3	30
13	3	3	4	3	4	5	5	5	32
14	3	4	4	4	3	3	3	3	27
15	3	4	4	3	4	5	5	4	32
16	3	3	4	4	4	4	4	4	30
17	3	4	3	4	4	4	4	4	30
18	4	4	4	4	5	4	4	4	33
19	5	5	5	5	5	5	5	5	40
20	4	4	4	4	4	4	4	4	32
21	4	4	3	3	4	3	3	3	27
22	5	4	4	5	5	4	4	4	35
23	4	4	5	5	5	4	5	4	36
24	4	4	4	4	4	4	4	4	32
25	5	5	5	4	5	5	4	5	38
26	4	4	4	4	4	4	3	4	31
27	5	5	5	5	5	4	5	5	39
28	4	4	4	4	4	4	4	4	32
29	5	5	5	5	5	4	5	5	39
30	4	4	4	4	4	4	4	4	32
31	4	5	5	5	5	5	5	5	39
32	4	4	4	4	4	4	4	4	32
33	4	4	4	4	4	4	4	4	32
34	5	5	5	5	5	5	4	5	39
35	4	4	4	4	5	4	4	5	34
36	4	4	4	4	4	4	4	4	32
37	5	5	5	4	5	4	5	5	38
38	4	5	5	5	4	4	4	4	35
39	4	4	3	4	4	4	4	3	30
40	4	4	4	4	5	4	4	4	33
41	5	4	4	3	4	3	4	4	31
42	4	4	3	2	4	3	3	1	24

NO	Brand trust (Y)								TOTAL_Y
	BT_1	BT_2	BT_3	BT_4	BT_5	BT_6	BT_7	BT_8	
43	4	4	4	4	4	4	4	4	32
44	3	3	3	4	4	4	3	3	27
45	4	5	5	5	5	5	5	5	39
46	5	3	4	3	4	4	3	4	30
47	4	5	3	3	4	5	5	4	33
48	3	3	4	3	3	5	4	4	29
49	5	5	5	5	5	4	5	4	38
50	4	4	5	5	4	4	3	5	34
51	4	3	2	4	5	5	4	4	31
52	3	5	3	5	4	4	4	5	33
53	5	5	5	5	4	5	5	5	39
54	4	4	4	4	4	4	4	4	32
55	5	5	5	5	5	5	4	4	38
56	4	5	4	4	3	4	3	4	31
57	4	5	4	4	4	5	5	4	35
58	5	5	5	5	5	5	4	5	39
59	5	5	5	5	3	5	3	3	34
60	4	5	5	4	4	4	4	4	34
61	5	4	4	4	3	3	4	4	31
62	3	3	4	4	3	4	4	4	29
63	3	4	3	4	4	5	4	5	32
64	5	5	5	5	5	5	4	5	39
65	4	3	5	4	3	4	3	3	29
66	3	4	3	2	4	2	3	3	24
67	5	4	4	4	5	4	4	5	35
68	4	5	5	5	5	5	5	5	39
69	4	4	4	4	4	4	4	4	32
70	5	3	4	4	4	4	3	3	30
71	2	4	4	4	4	4	4	5	31
72	3	4	4	4	4	4	4	4	31
73	5	2	5	3	5	5	5	5	35
74	5	3	4	4	5	4	4	4	33
75	4	4	4	4	3	3	3	4	29
76	4	5	5	4	4	4	4	4	34
77	5	5	5	5	5	5	5	5	40
78	5	5	4	3	5	5	5	5	37
79	4	5	4	4	4	4	5	5	35
80	2	5	3	5	4	4	5	2	30
81	4	4	4	4	4	4	4	3	31
82	3	2	4	4	4	4	4	2	27

NO	Brand trust (Y)								TOTAL_Y
	BT_1	BT_2	BT_3	BT_4	BT_5	BT_6	BT_7	BT_8	
83	4	5	5	5	5	5	5	5	39
84	4	4	4	4	4	4	4	4	32
85	3	4	4	5	4	4	4	4	32
86	3	4	4	5	4	4	4	4	32
87	4	4	4	5	4	4	5	4	34
88	2	4	4	4	4	4	3	4	29
89	4	4	5	4	5	5	4	5	36
90	4	4	4	4	4	4	4	4	32
91	4	4	4	4	4	4	3	3	30
92	3	4	3	4	4	4	3	4	29
93	4	4	4	4	4	4	4	4	32
94	4	4	4	4	4	4	4	4	32
95	3	4	4	4	3	3	4	4	29
96	3	3	4	4	4	4	4	4	30
97	5	5	5	5	4	4	5	5	38
98	4	3	4	5	4	4	5	5	34
99	5	4	5	5	5	5	4	3	36
100	4	4	4	4	4	4	4	4	32

Lampiran 6: Karakteristik Responden

Diagram Jenis Kelamin

Jenis Kelamin:
100 responses

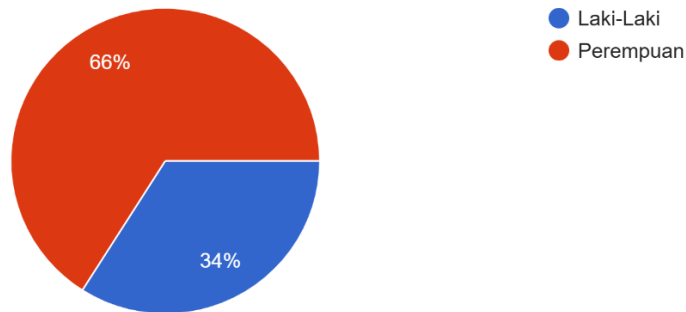


Diagram Usia

Usia:
100 responses

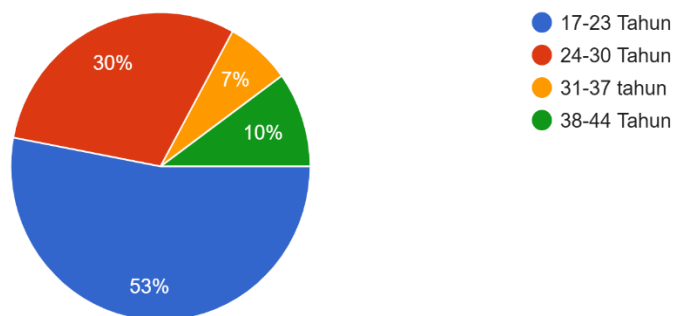


Diagram Pekerjaan

Pekerjaan:
100 responses

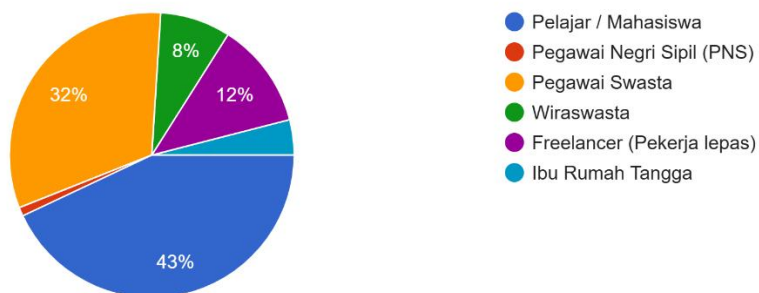
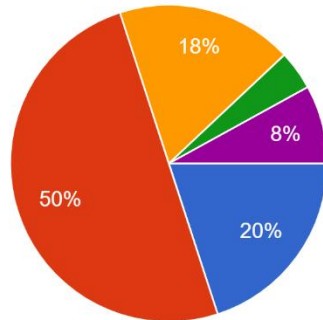


Diagram Penghasilan

Penghasilan:

100 responses

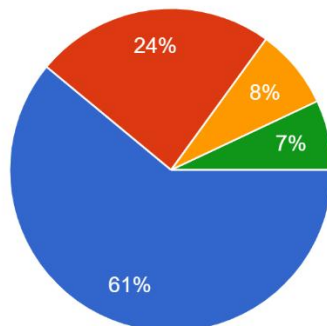


- < Rp.1.000.000
- Rp. 1.000.000 – Rp. 4.000.000
- Rp. 5.000.000 – Rp. 8.000.000
- Rp. 9.000.000 – Rp. 12.000.000
- > Rp. 12.000.000

Diagram Frekuensi Penggunaan

Frekuensi penggunaan e-wallet DANA dalam seminggu:

100 responses



- 1-2 kali
- 3-5 kali
- 6-10 kali
- > 10 kali

Lampiran 7: R-TABEL, T- TABEL, F- TABEL

R-Tabel

R-Tabel					
df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211

T-Tabel

T-Tabel							
df	One-Tailed test						
	0,25	0,10	0,05	0,025	0,01	0,005	0,001
	Two-Tailed Test						
	0,50	0,20	0,10	0,05	0,02	0,01	0,002
90	0,677225	1,291029	1,661961	1,986675	2,368497	2,631565	3,183271
91	0,677195	1,290924	1,661771	1,986377	2,368026	2,630940	3,182221
92	0,677166	1,290821	1,661585	1,986086	2,367566	2,630330	3,181194
93	0,677137	1,290721	1,661404	1,985802	2,367115	2,629732	3,180191
94	0,677109	1,290623	1,661226	1,985523	2,366674	2,629148	3,179209
95	0,677081	1,290527	1,661052	1,985251	2,366243	2,628576	3,178248
96	0,677054	1,290432	1,660881	1,984984	2,365821	2,628016	3,177308
97	0,677027	1,290340	1,660715	1,984723	2,365407	2,627468	3,176387
98	0,677001	1,290250	1,660551	1,984467	2,365002	2,626931	3,175486
99	0,676976	1,290161	1,660391	1,984217	2,364606	2,626405	3,174604
100	0,676951	1,290075	1,660234	1,983972	2,364217	2,625891	3,173739

F-Tabel

F- Tabel															
Titik Persentase Distribusi F untuk Probabilita = 0,05															
df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
90	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77

Lampiran 8: Hasil Analisis Statistik Deskriptif

• Social Media Marketing (X₁)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SMM_1	100	1	5	3.70	.905
SMM_2	100	1	5	3.65	.978
SMM_3	100	1	5	4.04	.777
SMM_4	100	2	5	3.91	.830
SMM_5	100	1	5	3.84	.861
Valid N (listwise)	100				

• Display Ads (X₂)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ADS_1	100	3	5	4.20	.636
ADS_2	100	2	5	4.05	.672
ADS_3	100	1	5	3.98	.876
ADS_4	100	1	5	3.87	.837
ADS_5	100	1	5	3.83	1.035
Valid N (listwise)	100				

• Search Engine Optimization (X₃)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SEO_1	100	1	5	4.23	.777
SEO_2	100	1	5	4.00	.865
SEO_3	100	1	5	4.01	.870
SEO_4	100	2	5	4.18	.730
Valid N (listwise)	100				

• Brand Trust (Y)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BT1	100	2	5	4.00	.765
BT2	100	2	5	4.12	.729
BT3	100	2	5	4.16	.662
BT4	100	2	5	4.17	.682
BT5	100	3	5	4.21	.591
BT6	100	2	5	4.17	.587
BT7	100	3	5	4.09	.668
BT8	100	1	5	4.11	.790
Valid N (listwise)	100				

Lampiran 9: Hasil Uji Validitas

• Social Media Marketing (X₁)

		Correlations					
		SMM_1	SMM_2	SMM_3	SMM_4	SMM_5	TOTAL_X1
SMM_1	Pearson Correlation	1	.599**	.477**	.475**	.392**	.764**
	Sig. (1-tailed)		<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
SMM_2	Pearson Correlation	.599**	1	.590**	.521**	.508**	.839**
	Sig. (1-tailed)	<.001		<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
SMM_3	Pearson Correlation	.477**	.590**	1	.585**	.492**	.794**
	Sig. (1-tailed)	<.001	<.001		<.001	<.001	<.001
	N	100	100	100	100	100	100
SMM_4	Pearson Correlation	.475**	.521**	.585**	1	.446**	.768**
	Sig. (1-tailed)	<.001	<.001	<.001		<.001	<.001
	N	100	100	100	100	100	100
SMM_5	Pearson Correlation	.392**	.508**	.492**	.446**	1	.727**
	Sig. (1-tailed)	<.001	<.001	<.001	<.001		<.001
	N	100	100	100	100	100	100
TOTAL_X1	Pearson Correlation	.764**	.839**	.794**	.768**	.727**	1
	Sig. (1-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100

** Correlation is significant at the 0.01 level (1-tailed).

• Display Ads (X₂)

		Correlations					
		ADS_1	ADS_2	ADS_3	ADS_4	ADS_5	TOTAL_X2
ADS_1	Pearson Correlation	1	.567**	.298**	.144	.221*	.585**
	Sig. (1-tailed)		<.001	.001	.076	.014	<.001
	N	100	100	100	100	100	100
ADS_2	Pearson Correlation	.567**	1	.379**	.209*	.361**	.688**
	Sig. (1-tailed)	<.001		<.001	.018	<.001	<.001
	N	100	100	100	100	100	100
ADS_3	Pearson Correlation	.298**	.379**	1	.506**	.364**	.762**
	Sig. (1-tailed)	.001	<.001		<.001	<.001	<.001
	N	100	100	100	100	100	100
ADS_4	Pearson Correlation	.144	.209*	.506**	1	.289**	.651**
	Sig. (1-tailed)	.076	.018	<.001		.002	<.001
	N	100	100	100	100	100	100
ADS_5	Pearson Correlation	.221*	.361**	.364**	.289**	1	.711**
	Sig. (1-tailed)	.014	<.001	<.001	.002		<.001
	N	100	100	100	100	100	100
TOTAL_X2	Pearson Correlation	.585**	.688**	.762**	.651**	.711**	1
	Sig. (1-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100

** Correlation is significant at the 0.01 level (1-tailed).

* Correlation is significant at the 0.05 level (1-tailed).

• Search Engine Optimization (X₃)

		Correlations					
		SEO_1	SEO_2	SEO_3	SEO_4	TOTAL_X3	
SEO_1	Pearson Correlation	1	.587**	.340**	.389**	.723**	
	Sig. (1-tailed)		<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	
SEO_2	Pearson Correlation	.587**	1	.524**	.512**	.834**	
	Sig. (1-tailed)	<.001		<.001	<.001	<.001	
	N	100	100	100	100	100	
SEO_3	Pearson Correlation	.340**	.524**	1	.697**	.813**	
	Sig. (1-tailed)	<.001	<.001		<.001	<.001	
	N	100	100	100	100	100	
SEO_4	Pearson Correlation	.389**	.512**	.697**	1	.807**	
	Sig. (1-tailed)	<.001	<.001	<.001		<.001	
	N	100	100	100	100	100	
TOTAL_X3	Pearson Correlation	.723**	.834**	.813**	.807**	1	
	Sig. (1-tailed)	<.001	<.001	<.001	<.001		
	N	100	100	100	100	100	

** Correlation is significant at the 0.01 level (1-tailed).

- **Brand Trust (Y)**

		Correlations								
		BT1	BT2	BT3	BT4	BT5	BT6	BT7	BT8	TOTAL_Y
BT1	Pearson Correlation	1	.308**	.478**	.232*	.447**	.225*	.217*	.301**	.617**
	Sig. (1-tailed)		.001	.000	.010	.000	.012	.015	.001	.000
	N	100	100	100	100	100	100	100	100	100
BT2	Pearson Correlation	.308**	1	.378**	.426**	.246**	.212*	.330**	.345**	.623**
	Sig. (1-tailed)	.001		.000	.000	.007	.017	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
BT3	Pearson Correlation	.478**	.378**	1	.431**	.300**	.345**	.287**	.391**	.681**
	Sig. (1-tailed)	.000	.000		.000	.001	.000	.002	.000	.000
	N	100	100	100	100	100	100	100	100	100
BT4	Pearson Correlation	.232*	.426**	.431**	1	.311**	.331**	.365**	.358**	.649**
	Sig. (1-tailed)	.010	.000	.000		.001	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
BT5	Pearson Correlation	.447**	.246**	.300**	.311**	1	.478**	.489**	.448**	.683**
	Sig. (1-tailed)	.000	.007	.001	.001		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
BT6	Pearson Correlation	.225*	.212*	.345**	.331**	.478**	1	.476**	.460**	.641**
	Sig. (1-tailed)	.012	.017	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
BT7	Pearson Correlation	.217*	.330**	.287**	.365**	.489**	.476**	1	.536**	.689**
	Sig. (1-tailed)	.015	.000	.002	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
BT8	Pearson Correlation	.301**	.345**	.391**	.358**	.448**	.460**	.536**	1	.733**
	Sig. (1-tailed)	.001	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
TOTAL_Y	Pearson Correlation	.617**	.623**	.681**	.649**	.683**	.641**	.689**	.733**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Lampiran 10: Hasil Uji Reliabilitas

Social Media Marketing (X₁)

Reliability Statistics

Cronbach's Alpha	N of Items
.836	5

Display Ads (X₂)

Reliability Statistics

Cronbach's Alpha	N of Items
.702	5

Brand Trust (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.816	8

Search Engine Optimization (X₃)

Reliability Statistics

Cronbach's Alpha	N of Items
.804	4

Lampiran 11: Hasil Uji Asumsi Klasik

• Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.53672299
Most Extreme Differences	Absolute	.079
	Positive	.047
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed) ^c		.130
Monte Carlo Sig. (2-tailed) ^d	Sig.	.129
	99% Confidence Interval	Lower Bound .120
		Upper Bound .138

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

- Uji Multikolinearitas

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.498	1.186	9.696	<.001		
	TOTAL_X1	-.397	.062	-.370	<.001	.549	1.823
	TOTAL_X2	.611	.085	.467	<.001	.439	2.277
	TOTAL_X3	1.033	.086	.732	<.001	.505	1.981

a. Dependent Variable: TOTAL_Y

- Uji Heteroskedastisitas

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.833	.675	1.234	.220	
	TOTAL_X1	.010	.036	.039	.288	.774
	TOTAL_X2	-.048	.048	-.149	.983	.328
	TOTAL_X3	.071	.049	.207	1.461	.147

a. Dependent Variable: ABS_RES

Lampiran 12: Hasil Analisis Regresi Linier Berganda

- Uji Persamaan Regresi

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	11.498	1.186	9.696	<.001	
	TOTAL_X1	-.397	.062	-.370	<.001	
	TOTAL_X2	.611	.085	.467	<.001	
	TOTAL_X3	1.033	.086	.732	<.001	

a. Dependent Variable: TOTAL_Y

- Uji Koefisien Determinasi (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906 ^a	.822	.816	1.561

a. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2

Lampiran 13: Hasil Uji Hipotesis

- Uji T (Uji Parsial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.498	1.186		9.696	<.001
	TOTAL_X1	-.397	.062	-.370	-6.367	<.001
	TOTAL_X2	.611	.085	.467	7.184	<.001
	TOTAL_X3	1.033	.086	.732	12.064	<.001

a. Dependent Variable: TOTAL_Y

- Uji F (Uji Simultan)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1077.120	3	359.040	147.431	<.001 ^b
	Residual	233.790	96	2.435		
	Total	1310.910	99			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2

Lampiran 14: Data Outlier

