

LAMPIRAN

Lampiran 1. Kuesioner Penelitian

Perkenalkan saya Shyan Jerrel Batistuta Simanjuntak, biasa di panggil Jeje_stak, saat ini saya sedang melakukan penelitian untuk Skripsi tugas akhir saya yang berjudul "EVALUASI CONTENT MARKETING DAN CUSTOMER ENGAGEMENT DALAM MENINGKATKAN LOYALITAS PELANGGAN PADA INSTAGRAM TRIBE FIT" , Mohon kiranya para member yang menerima kuesioner ini untuk mau meluangkan waktunya 5 menit untuk menjawab kuisisioner yang saya buat agar saya dapat melanjutkan penelitian saya ke tahap berikutnya.

Dengan rincian nilai :

Skor 1 = Sangat Tidak Setuju

Skor 2 = Tidak Setuju

Skor 3 = Kurang Setuju

Skor 4 = Setuju

Skor 5 = Sangat Setuju

Atas bantuannya saya mengucapkan terima kasih

Regards,

Jeje_stak

Karakteristik Responden

Nama :

Gender :

- Laki-Laki
- Perempuan

Usia :

- 17-25 tahun
- 25-40 tahun
- > 40 tahun

Pekerjaan :

- PNS
- Wiraswasta
- BUMN
- Pelajar/Mahasiswa
- Lain-lainnya.

Tanggapan Responden

a. Variabel *Content Marketing* (X1)

- Indikator *strategy*

No.	Pernyataan	Jawaban				
		1	2	3	4	5
1.	Iklan yang ditayangkan sangat relevan dengan pelanggan					
2.	Iklan yang ditayangkan sudah memenuhi kebutuhan informasi pelanggan					

- Indikator *Activity*

No.	Pernyataan	Jawaban				
		1	2	3	4	5
1.	Jenis konten yang diunggah selalu konsisten dengan apa yang disukai oleh pelanggan					
2.	Konten yang ditayangkan sangat bersifat interaktif					

- Indikator *Result*

No.	Pernyataan	Jawaban				
		1	2	3	4	5
1.	Konten yang ditayangkan membuat kepercayaan pelanggan terhadap Tribe Fit meningkat					
2.	Konten ditayangkan selalu mudah untuk dipahami					

b. Variabel *Customer Engagement* (X2)

- Indikator *Enthusiasm*

No.	Pernyataan	Jawaban				
		1	2	3	4	5
1.	Pelanggan sering kali merasa senang ketika melihat konten Tribe Fit					
2.	Pelanggan selalu menantikan konten yang ditayangkan setiap hari					

- Indikator *Attention*

No.	Pernyataan	Jawaban				
		1	2	3	4	5
1.	Ketertarikan pelanggan terhadap Tribe Fit meningkat saat melihat konten Tribe Fit					
2.	Pelanggan tertarik berlangganan di Tribe Fit karena konten-konten yang ditayangkan selalu konsisten					

- Indikator *Absorption*

No.	Pernyataan	Jawaban				
		1	2	3	4	5
1.	Respon yang cepat dari pihak Tribe Fit membuat pelanggan lebih senang					
2.	Konten yang ditayangkan selalu membuat pelanggan ingin tetap berada di beranda Instagram Tribe Fit					

- Indikator *Interaction*

No.	Pernyataan	Jawaban				
		1	2	3	4	5
1.	Konten yang ditayangkan selalu membuat pelanggan ingin tetap berkomunikasi dengan Tribe Fit					
2.	Konten yang ditayangkan selalu membuat pelanggan merasa ikut serta dalam pengembangan Tribe Fit					

- Indikator *Identification*

No.	Pernyataan	Jawaban				
		1	2	3	4	5
1.	Konten yang ditayangkan sudah membuat pelanggan merasa lebih dekat dengan Tribe Fit					
2.	Pelanggan sudah merasa Tribe Fit menjadi Rumah Kedua					

c. Variabel Loyalitas Pelanggan (Y)

- Indikator *Repeat*

No.	Pernyataan	Jawaban				
		1	2	3	4	5
1.	Pelanggan selalu memperpanjang membership di Tribe Fit karena sering melihat konten menarik di Instagram					
2.	Pelanggan selalu memperpanjang membership karena informasi promo melalui konten-konten yang ditayangkan					

- Indikator *Retention*

No.	Pernyataan	Jawaban				
		1	2	3	4	5
1.	Pelanggan selalu percaya dengan Tribe Fit karena konten edukasi yang ditayangkan					

2.	Pelanggan selalu mengikuti konten-konten terupdate dari Tribe Fit					
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- Indikator *Referrals*

No.	Pernyataan	Jawaban				
		1	2	3	4	5
1.	Pelanggan selalu merekomendasikan Tribe Fit dengan cara menyebarkan konten-konten yang ditayangkan di Instagram Tribe Fit					
2.	Pelanggan selalu merekomendasikan Tribe Fit sebagai tempat gym terbaik di Medan					

Lampiran 2. Hasil Uji Validitas dan Reliabilitas

a. Variabel *content marketing* (X1)

		Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Total_X1
X1.1	Pearson Correlation	1	.721**	.576**	.640**	.642**	.674**	.860**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.721**	1	.551**	.649**	.582**	.610**	.839**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.576**	.551**	1	.536**	.551**	.435**	.765**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.640**	.649**	.536**	1	.649**	.546**	.823**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.642**	.582**	.551**	.649**	1	.639**	.827**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.674**	.610**	.435**	.546**	.639**	1	.781**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
Total_X1	Pearson Correlation	.860**	.839**	.765**	.823**	.827**	.781**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	50.0
	Excluded ^a	100	50.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.896	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	21.71	10.410	.798	.867
X1.2	21.77	10.037	.757	.871
X1.3	21.89	9.978	.631	.895
X1.4	21.86	10.122	.733	.875
X1.5	21.76	10.225	.743	.874
X1.6	21.61	10.867	.693	.882

b. Variabel customer engagement (X2)

		Correlations										
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	Total_X2
relation		1	.602 ^{**}	.671 ^{**}	.784 ^{**}	.618 ^{**}	.583 ^{**}	.675 ^{**}	.642 ^{**}	.497 ^{**}	.553 ^{**}	.815 ^{**}
f)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
		100	100	100	100	100	100	100	100	100	100	100
relation		.602 ^{**}	1	.667 ^{**}	.735 ^{**}	.515 ^{**}	.699 ^{**}	.587 ^{**}	.691 ^{**}	.691 ^{**}	.652 ^{**}	.855 ^{**}
f)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
		100	100	100	100	100	100	100	100	100	100	100
relation		.671 ^{**}	.667 ^{**}	1	.639 ^{**}	.586 ^{**}	.587 ^{**}	.607 ^{**}	.480 ^{**}	.624 ^{**}	.692 ^{**}	.808 ^{**}
f)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
		100	100	100	100	100	100	100	100	100	100	100
relation		.784 ^{**}	.735 ^{**}	.639 ^{**}	1	.620 ^{**}	.704 ^{**}	.700 ^{**}	.709 ^{**}	.664 ^{**}	.588 ^{**}	.881 ^{**}
f)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
		100	100	100	100	100	100	100	100	100	100	100
relation		.618 ^{**}	.515 ^{**}	.586 ^{**}	.620 ^{**}	1	.645 ^{**}	.488 ^{**}	.476 ^{**}	.472 ^{**}	.449 ^{**}	.711 ^{**}
f)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
		100	100	100	100	100	100	100	100	100	100	100
relation		.583 ^{**}	.699 ^{**}	.587 ^{**}	.704 ^{**}	.645 ^{**}	1	.767 ^{**}	.612 ^{**}	.592 ^{**}	.575 ^{**}	.834 ^{**}
f)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
		100	100	100	100	100	100	100	100	100	100	100
relation		.675 ^{**}	.587 ^{**}	.607 ^{**}	.700 ^{**}	.488 ^{**}	.767 ^{**}	1	.611 ^{**}	.637 ^{**}	.588 ^{**}	.821 ^{**}
f)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
		100	100	100	100	100	100	100	100	100	100	100
relation		.642 ^{**}	.691 ^{**}	.480 ^{**}	.709 ^{**}	.476 ^{**}	.612 ^{**}	.611 ^{**}	1	.554 ^{**}	.556 ^{**}	.792 ^{**}
f)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
		100	100	100	100	100	100	100	100	100	100	100
relation		.497 ^{**}	.691 ^{**}	.624 ^{**}	.664 ^{**}	.472 ^{**}	.592 ^{**}	.637 ^{**}	.554 ^{**}	1	.575 ^{**}	.779 ^{**}
f)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
		100	100	100	100	100	100	100	100	100	100	100
relation		.553 ^{**}	.652 ^{**}	.692 ^{**}	.588 ^{**}	.449 ^{**}	.575 ^{**}	.588 ^{**}	.556 ^{**}	.575 ^{**}	1	.781 ^{**}
f)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
		100	100	100	100	100	100	100	100	100	100	100
relation		.815 ^{**}	.855 ^{**}	.808 ^{**}	.881 ^{**}	.711 ^{**}	.834 ^{**}	.821 ^{**}	.792 ^{**}	.779 ^{**}	.781 ^{**}	1
f)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
		100	100	100	100	100	100	100	100	100	100	100

**. Significant at the 0.01 level (2-tailed).

Case Processing Summary

		N	%
Cases	Valid	100	50.0
	Excluded ^a	100	50.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.940	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	38.34	36.267	.768	.933
X2.2	38.58	34.488	.809	.931
X2.3	38.29	36.370	.760	.933
X2.4	38.46	35.665	.850	.929
X2.5	38.11	38.321	.656	.938
X2.6	38.48	35.747	.790	.932
X2.7	38.42	36.408	.777	.932
X2.8	38.48	35.303	.730	.935
X2.9	38.37	36.821	.726	.935
X2.10	38.50	35.222	.714	.936

c. Loyalitas Pelanggan (Y)

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Total_Y
Y.1	Pearson Correlation	1	.627**	.696**	.710**	.653**	.551**	.848**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y.2	Pearson Correlation	.627**	1	.674**	.592**	.572**	.395**	.769**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y.3	Pearson Correlation	.696**	.674**	1	.818**	.717**	.659**	.899**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y.4	Pearson Correlation	.710**	.592**	.818**	1	.770**	.697**	.908**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
Y.5	Pearson Correlation	.653**	.572**	.717**	.770**	1	.612**	.854**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
Y.6	Pearson Correlation	.551**	.395**	.659**	.697**	.612**	1	.769**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
Total_Y	Pearson Correlation	.848**	.769**	.899**	.908**	.854**	.769**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	50.0
	Excluded ^a	100	50.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.916	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	21.38	11.955	.763	.901
Y.2	21.14	12.930	.662	.915
Y.3	21.11	12.685	.855	.889
Y.4	21.20	11.960	.859	.886
Y.5	21.18	12.573	.786	.897
Y.6	21.04	13.231	.672	.912

d. Tabel R

**Distribusi Nilai r_{tabel}
Signifikansi 5% dan 1%**

N	The Level of Significance		N	The Level of Significance	
	5%	1%		5%	1%
3	0.997	0.999	38	0.320	0.413
4	0.950	0.990	39	0.316	0.408
5	0.878	0.959	40	0.312	0.403
6	0.811	0.917	41	0.308	0.398
7	0.754	0.874	42	0.304	0.393
8	0.707	0.834	43	0.301	0.389
9	0.666	0.798	44	0.297	0.384
10	0.632	0.765	45	0.294	0.380
11	0.602	0.735	46	0.291	0.376
12	0.576	0.708	47	0.288	0.372
13	0.553	0.684	48	0.284	0.368
14	0.532	0.661	49	0.281	0.364
15	0.514	0.641	50	0.279	0.361
16	0.497	0.623	55	0.266	0.345
17	0.482	0.606	60	0.254	0.330
18	0.468	0.590	65	0.244	0.317
19	0.456	0.575	70	0.235	0.306
20	0.444	0.561	75	0.227	0.296
21	0.433	0.549	80	0.220	0.286
22	0.432	0.537	85	0.213	0.278
23	0.413	0.526	90	0.207	0.267
24	0.404	0.515	95	0.202	0.263
25	0.396	0.505	100	0.195	0.256
26	0.388	0.496	125	0.176	0.230
27	0.381	0.487	150	0.159	0.210
28	0.374	0.478	175	0.148	0.194
29	0.367	0.470	200	0.138	0.181
30	0.361	0.463	300	0.113	0.148
31	0.355	0.456	400	0.098	0.128
32	0.349	0.449	500	0.088	0.115
33	0.344	0.442	600	0.080	0.105
34	0.339	0.436	700	0.074	0.097
35	0.334	0.430	800	0.070	0.091
36	0.329	0.424	900	0.065	0.086
37	0.325	0.418	1000	0.062	0.081

Lampiran 3. Hasil Uji Deskriptif

e. Variabel *Content Marketing*

Indikator	Nilai Rata-rata	Kategori
X1.1	4.41	Sangat Berpengaruh
X1.2	4.35	Sangat Berpengaruh
X1.3	4.23	Sangat Berpengaruh
X1.4	4.26	Sangat Berpengaruh
X1.5	4.36	Sangat Berpengaruh
X1.6	4.51	Sangat Berpengaruh
Rata-rata Variabel <i>Content Marketing</i> (X1)	4.35	Sangat Berpengaruh

Indikator	Nilai Rata-rata	Kategori
X2.1	4.33	Sangat Berpengaruh
X2.2	4.09	Berpengaruh
X2.3	4.38	Sangat Berpengaruh
X2.4	4.21	Sangat Berpengaruh
X2.5	4.56	Sangat Berpengaruh
X2.6	4.19	Berpengaruh
X2.7	4.25	Sangat Berpengaruh
X2.8	4.19	Berpengaruh
X2.9	4.30	Sangat Berpengaruh
X2.10	4.17	Berpengaruh
Rata-rata Variabel <i>Customer Engagement</i> (X2)	4.27	Sangat Berpengaruh

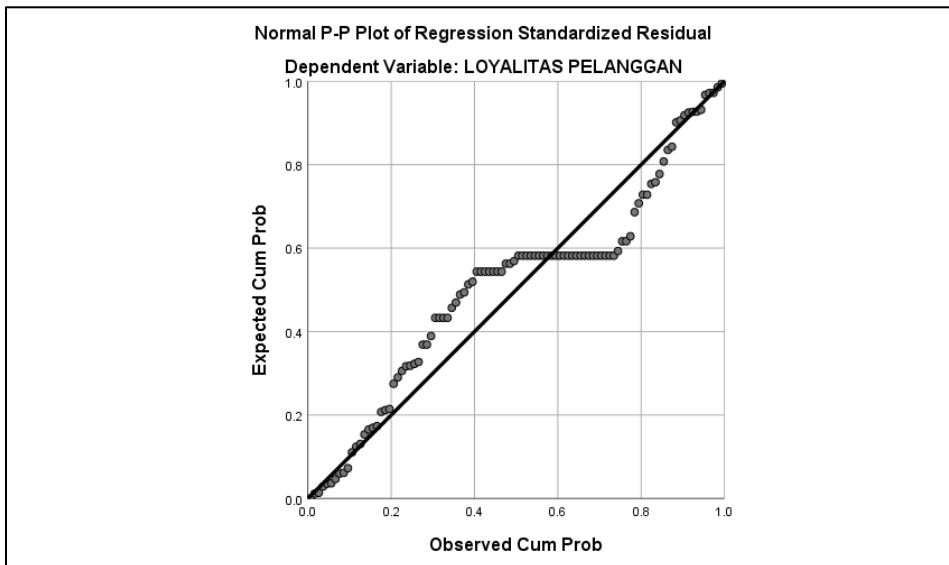
f. Variabel *Customer Engagement*

g. Variabel Loyalitas Pelanggan

Indikator	Nilai Rata-rata	Kategori
Y.1	4.03	Berpengaruh
Y.2	4.27	Sangat Berpengaruh
Y.3	4.03	Sangat Berpengaruh
Y.4	4.21	Sangat Berpengaruh
Y.5	4.23	Sangat Berpengaruh
Y.6	4.37	Sangat Berpengaruh
Rata-rata Variabel Loyalitas Pelanggan (Y)	4.24	Sangat Berpengaruh

Lampiran 4. Hasil Uji Asumsi Klasik

h. Uji Normalitas



i. Uji Multikolinearitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.513	1.299		.395	.694		
	KONTEN MARKETING	.112	.098	.101	1.148	.254	.249	4.018
	CUSTOMER ENGAGEMENT	.515	.056	.812	9.200	.000	.249	4.018

a. Dependent Variable: LOYALITAS PELANGGAN

j. Uji Heterokedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.477	.949		3.662	.000
	content marketing	-.001	.073	-.004	-.018	.985
	customer engagement	-.069	.062	-.229	-1.117	.267

a. Dependent Variable: ABS

Lampiran 5. Hasil Analisis Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.513	1.299		.395	.694		
	KONTEN MARKETING	.112	.098	.101	1.148	.254	.249	4.018
	CUSTOMER ENGAGEMENT	.515	.056	.812	9.200	.000	.249	4.018

a. Dependent Variable: LOYALITAS PELANGGAN

- a. Uji t
- b. Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1429.233	2	714.617	209.447	.000 ^b
	Residual	330.957	97	3.412		
	Total	1760.190	99			

a. Dependent Variable: LOYALITAS PELANGGAN

b. Predictors: (Constant), CUSTOMER ENGAGEMENT, KONTEN MARKETING

- c. Uji Determinan (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.901 ^a	.812	.808	1.847	2.057

a. Predictors: (Constant), CUSTOMER ENGAGEMENT, KONTEN MARKETING

b. Dependent Variable: LOYALITAS PELANGGAN

d. Tabel t

Distribusi Nilai t_{tabel}

d.f	$t_{0.10}$	$t_{0.05}$	$t_{0.025}$	$t_{0.01}$	$t_{0.005}$	d.f	$t_{0.10}$	$t_{0.05}$	$t_{0.025}$	$t_{0.01}$	$t_{0.005}$
1	3.078	6.314	12.71	31.82	63.66	61	1.296	1.671	2.000	2.390	2.659
2	1.886	2.920	4.303	6.965	9.925	62	1.296	1.671	1.999	2.389	2.659
3	1.638	2.353	3.182	4.541	5.841	63	1.296	1.670	1.999	2.389	2.658
4	1.533	2.132	2.776	3.747	4.804	64	1.296	1.670	1.999	2.388	2.657
5	1.476	2.015	2.571	3.365	4.032	65	1.296	1.670	1.998	2.388	2.657
6	1.440	1.943	2.447	3.143	3.707	66	1.295	1.670	1.998	2.387	2.656
7	1.415	1.895	2.365	2.998	3.499	67	1.295	1.670	1.998	2.387	2.655
8	1.397	1.860	2.308	2.896	3.355	68	1.295	1.670	1.997	2.386	2.655
9	1.383	1.833	2.262	2.821	3.250	69	1.295	1.669	1.997	2.386	2.654
10	1.372	1.812	2.228	2.764	3.189	70	1.295	1.669	1.997	2.385	2.653
11	1.363	1.796	2.201	2.718	3.166	71	1.295	1.669	1.996	2.385	2.653
12	1.356	1.782	2.179	2.681	3.055	72	1.295	1.669	1.996	2.384	2.652
13	1.350	1.771	2.160	2.650	3.012	73	1.295	1.669	1.996	2.384	2.651
14	1.345	1.761	2.145	2.624	2.977	74	1.295	1.668	1.995	2.383	2.651
15	1.341	1.753	2.131	2.602	2.947	75	1.295	1.668	1.995	2.383	2.650
16	1.337	1.746	2.120	2.583	2.921	76	1.294	1.668	1.995	2.382	2.649
17	1.333	1.740	2.110	2.567	2.898	77	1.294	1.668	1.994	2.382	2.649
18	1.330	1.734	2.101	2.552	2.878	78	1.294	1.668	1.994	2.381	2.648
19	1.328	1.729	2.093	2.539	2.861	79	1.294	1.668	1.994	2.381	2.647
20	1.325	1.725	2.086	2.528	2.845	80	1.294	1.667	1.993	2.380	2.647
21	1.323	1.721	2.080	2.518	2.831	81	1.294	1.667	1.993	2.380	2.646
22	1.321	1.717	2.074	2.508	2.819	82	1.294	1.667	1.993	2.379	2.645
23	1.319	1.714	2.069	2.500	2.807	83	1.294	1.667	1.992	2.379	2.645
24	1.318	1.711	2.064	2.492	2.797	84	1.294	1.667	1.992	2.378	2.644
25	1.316	1.708	2.060	2.485	2.787	85	1.294	1.666	1.992	2.378	2.643
26	1.315	1.706	2.056	2.479	2.779	86	1.293	1.666	1.991	2.377	2.643
27	1.314	1.703	2.052	2.473	2.771	87	1.293	1.666	1.991	2.377	2.642
28	1.313	1.701	2.048	2.467	2.763	88	1.293	1.666	1.991	2.376	2.641
29	1.311	1.699	2.045	2.462	2.756	89	1.293	1.666	1.990	2.376	2.641
30	1.310	1.697	2.042	2.457	2.750	90	1.293	1.666	1.990	2.375	2.640
31	1.309	1.696	2.040	2.453	2.744	91	1.293	1.665	1.990	2.374	2.639
32	1.309	1.694	2.037	2.449	2.738	92	1.293	1.665	1.989	2.374	2.639
33	1.308	1.692	2.035	2.445	2.733	93	1.293	1.665	1.989	2.373	2.638
34	1.307	1.691	2.032	2.441	2.728	94	1.293	1.665	1.989	2.373	2.637
35	1.306	1.690	2.030	2.438	2.724	95	1.293	1.665	1.988	2.372	2.637
36	1.306	1.688	2.028	2.434	2.719	96	1.292	1.664	1.988	2.372	2.636
37	1.305	1.687	2.026	2.431	2.715	97	1.292	1.664	1.988	2.371	2.635
38	1.304	1.686	2.024	2.429	2.712	98	1.292	1.664	1.987	2.371	2.635
39	1.304	1.685	2.023	2.426	2.708	99	1.292	1.664	1.987	2.370	2.634
40	1.303	1.684	2.021	2.423	2.704	100	1.292	1.664	1.987	2.370	2.633
41	1.303	1.683	2.020	2.421	2.701	101	1.292	1.663	1.986	2.369	2.633
42	1.302	1.682	2.018	2.418	2.698	102	1.292	1.663	1.986	2.369	2.632
43	1.302	1.681	2.017	2.416	2.695	103	1.292	1.663	1.986	2.368	2.631
44	1.301	1.680	2.015	2.414	2.692	104	1.292	1.663	1.985	2.368	2.631
45	1.301	1.679	2.014	2.412	2.690	105	1.292	1.663	1.985	2.367	2.630
46	1.300	1.679	2.013	2.410	2.687	106	1.291	1.663	1.985	2.367	2.629
47	1.300	1.678	2.012	2.408	2.685	107	1.291	1.662	1.984	2.366	2.629
48	1.299	1.677	2.011	2.407	2.682	108	1.291	1.662	1.984	2.366	2.628
49	1.299	1.677	2.010	2.405	2.680	109	1.291	1.662	1.984	2.365	2.627
50	1.299	1.676	2.009	2.403	2.678	110	1.291	1.662	1.983	2.365	2.627
51	1.298	1.675	2.008	2.402	2.676	111	1.291	1.662	1.983	2.364	2.626
52	1.298	1.675	2.007	2.400	2.674	112	1.291	1.661	1.983	2.364	2.625
53	1.298	1.674	2.006	2.399	2.672	113	1.291	1.661	1.982	2.363	2.625
54	1.297	1.674	2.005	2.397	2.670	114	1.291	1.661	1.982	2.363	2.624
55	1.297	1.673	2.004	2.396	2.668	115	1.291	1.661	1.982	2.362	2.623
56	1.297	1.673	2.003	2.395	2.667	116	1.290	1.661	1.981	2.362	2.623
57	1.297	1.672	2.002	2.394	2.665	117	1.290	1.661	1.981	2.361	2.622
58	1.296	1.672	2.002	2.392	2.663	118	1.290	1.660	1.981	2.361	2.621
59	1.296	1.671	2.001	2.391	2.662	119	1.290	1.660	1.980	2.360	2.621
60	1.296	1.671	2.000	2.390	2.660	120	1.290	1.660	1.980	2.360	2.620

e. Tabel f

Distribution Nilai Tabel $F_{0,05}$
Degrees of freedom for Nominator

D	1	2	3	4	5	6	7	8	9	10	12	15	20	24	30	40	60	120	∞
1	161	200	216	225	230	234	237	239	241	242	244	246	248	249	250	251	252	253	254
2	18,5	19,0	19,2	19,2	19,3	19,3	19,4	19,4	19,4	19,4	19,4	19,4	19,4	19,5	19,5	19,5	19,5	19,5	19,5
3	10,1	9,55	9,28	9,12	9,01	8,94	8,89	8,85	8,81	8,79	8,74	8,70	8,66	8,64	8,62	8,59	8,57	8,55	8,53
4	7,71	6,94	6,59	6,39	6,26	6,16	6,09	6,04	6,00	5,96	5,91	5,86	5,80	5,77	5,75	5,72	5,69	5,66	5,63
5	6,61	5,79	5,41	5,19	5,05	4,95	4,88	4,82	4,77	4,74	4,68	4,62	4,56	4,53	4,50	4,46	4,43	4,40	4,37
6	5,99	5,14	4,76	4,53	4,39	4,28	4,21	4,15	4,10	4,06	4,00	3,94	3,87	3,84	3,81	3,77	3,74	3,70	3,67
7	5,59	4,74	4,35	4,12	3,97	3,87	3,79	3,73	3,68	3,64	3,57	3,51	3,44	3,41	3,38	3,34	3,30	3,27	3,23
8	5,32	4,46	4,07	3,84	3,69	3,58	3,50	3,44	3,39	3,35	3,28	3,22	3,15	3,12	3,08	3,04	3,01	2,97	2,93
9	5,12	4,26	3,86	3,63	3,48	3,37	3,29	3,23	3,18	3,14	3,07	3,01	2,94	2,90	2,86	2,83	2,79	2,75	2,71
10	4,96	4,10	3,71	3,48	3,33	3,22	3,14	3,07	3,02	2,98	2,91	2,85	2,77	2,74	2,70	2,66	2,62	2,58	2,54
11	4,84	3,98	3,59	3,36	3,20	3,09	3,01	2,95	2,90	2,85	2,79	2,72	2,65	2,61	2,57	2,53	2,49	2,45	2,40
12	4,75	3,89	3,49	3,26	3,11	3,00	2,91	2,85	2,80	2,75	2,69	2,62	2,54	2,51	2,47	2,43	2,38	2,34	2,30
13	4,67	3,81	3,41	3,13	3,03	2,92	2,83	2,77	2,71	2,67	2,60	2,53	2,46	2,42	2,38	2,34	2,30	2,25	2,21
14	4,60	3,74	3,34	3,11	2,96	2,85	2,76	2,70	2,65	2,60	2,53	2,46	2,39	2,35	2,31	2,27	2,22	2,18	2,13
15	4,54	3,68	3,29	3,06	2,90	2,79	2,71	2,64	2,59	2,54	2,48	2,40	2,33	2,29	2,25	2,20	2,16	2,11	2,07
16	4,49	3,63	3,24	3,01	2,85	2,74	2,66	2,59	2,54	2,49	2,42	2,35	2,28	2,24	2,19	2,15	2,11	2,06	2,01
17	4,45	3,59	3,20	2,96	2,81	2,70	2,61	2,55	2,49	2,45	2,38	2,31	2,23	2,19	2,15	2,10	2,06	2,01	1,96
18	4,41	3,55	3,16	2,93	2,77	2,66	2,58	2,51	2,46	2,41	2,34	2,27	2,19	2,15	2,11	2,06	2,02	1,97	1,92
19	4,38	3,52	3,13	2,90	2,74	2,63	2,54	2,48	2,42	2,38	2,31	2,23	2,16	2,11	2,07	2,03	1,98	1,93	1,88
20	4,35	3,49	3,10	2,87	2,71	2,60	2,51	2,45	2,39	2,35	2,28	2,20	2,12	2,08	2,04	1,99	1,95	1,90	1,84
21	4,32	3,47	3,07	2,84	2,68	2,57	2,49	2,42	2,37	2,32	2,25	2,18	2,10	2,05	2,01	1,96	1,92	1,87	1,81
22	4,30	3,44	3,05	2,82	2,66	2,55	2,46	2,40	2,34	2,30	2,23	2,15	2,07	2,03	1,98	1,94	1,89	1,84	1,78
23	4,28	3,42	3,03	2,80	2,64	2,53	2,44	2,37	2,32	2,27	2,20	2,13	2,05	2,01	1,96	1,91	1,86	1,81	1,76
24	4,26	3,40	3,01	2,78	2,62	2,51	2,42	2,36	2,30	2,25	2,18	2,11	2,03	1,98	1,94	1,89	1,84	1,79	1,73
25	4,24	3,39	2,99	2,76	2,60	2,49	2,40	2,34	2,28	2,24	2,16	2,09	2,01	1,96	1,92	1,87	1,82	1,77	1,71
30	4,17	3,32	2,92	2,69	2,53	2,42	2,33	2,27	2,21	2,16	2,09	2,01	1,93	1,89	1,84	1,79	1,74	1,68	1,62
40	4,08	3,23	2,84	2,61	2,45	2,34	2,25	2,18	2,12	2,08	2,00	1,92	1,84	1,79	1,74	1,69	1,64	1,58	1,51
50	4,08	3,18	2,79	2,56	2,40	2,29	2,20	2,13	2,07	2,02	1,95	1,87	1,78	1,74	1,69	1,63	1,56	1,50	1,41
60	4,00	3,15	2,76	2,53	2,37	2,25	2,17	2,10	2,04	1,99	1,92	1,84	1,75	1,70	1,65	1,59	1,53	1,47	1,39
100	3,94	3,09	2,70	2,46	2,30	2,19	2,10	2,03	1,97	1,92	1,85	1,80	1,68	1,63	1,57	1,51	1,46	1,40	1,28
120	3,92	3,07	2,68	2,45	2,29	2,18	2,09	2,02	1,96	1,91	1,83	1,75	1,66	1,61	1,55	1,50	1,43	1,35	1,22
∞	3,84	3,00	2,60	2,37	2,21	2,10	2,01	1,94	1,88	1,83	1,75	1,67	1,57	1,52	1,46	1,39	1,32	1,22	1,00

Lampiran 6. Rekapitulasi Data Kuesioner (Data Pre-Test)

No. responden	content marketing(X1)						customer engagement(X2)										loyalitas pelanggan(X3)							
	strategy		activity		result		enthusiasm		attention		absorption		interaction		identification		repeat		retention		referrals			
	x2	x3	x4	x5	x6	TOTAL X1	x2	x3	x4	x5	x6	x7	x8	x9	x10	x1	x2	x3	x4	x5	x6	TOTAL X3		
1	4	3	4	4	5	25	4	3	4	3	5	4	4	4	3	4	38	3	5	4	3	4	22	
2	4	5	5	5	5	29	5	4	5	5	5	5	5	5	5	5	49	5	5	5	5	5	30	
3	5	5	5	5	5	30	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	30	
4	5	5	5	5	5	30	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	30	
5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	30	
6	5	5	5	5	5	30	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	30	
7	5	5	4	5	4	28	5	5	4	5	5	5	5	5	5	49	5	5	5	5	5	5	30	
8	5	5	4	4	5	28	5	5	4	4	5	5	5	4	5	47	5	2	4	4	4	5	25	
9	5	5	5	5	5	30	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	4	29
10	5	5	5	3	4	27	5	3	5	4	5	3	3	3	5	40	3	4	4	3	3	3	5	22
11	4	4	5	4	4	25	4	4	4	4	4	4	4	4	4	41	5	5	5	4	4	4	4	27
12	5	5	5	5	5	30	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	30
13	4	4	4	4	4	24	4	4	4	4	4	4	4	4	4	40	4	4	4	4	4	4	4	24
14	5	4	4	5	5	28	4	4	4	4	5	4	4	3	4	39	3	5	5	4	4	4	4	25
15	5	5	5	5	5	30	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	30
16	5	5	5	5	5	30	5	5	4	5	4	5	4	3	3	40	4	5	5	5	5	5	4	28
17	5	5	5	5	5	30	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	30
18	5	5	4	4	5	28	5	5	5	5	4	5	5	5	5	49	5	5	5	5	5	5	5	30
19	5	5	5	5	5	30	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	30
20	4	4	4	4	4	24	5	4	4	4	5	4	3	4	3	41	3	4	4	4	4	4	5	24
21	4	5	5	3	5	27	5	3	5	5	3	4	5	4	5	44	3	3	4	4	4	4	4	22
22	4	4	4	4	4	25	4	4	4	4	4	4	4	4	4	42	4	4	4	4	4	4	5	25
23	5	5	5	5	5	30	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	30
24	5	4	4	5	4	27	4	3	3	4	5	4	4	4	4	38	3	3	3	3	3	4	4	20
25	1	1	1	1	1	6	1	1	1	1	1	2	3	2	4	18	2	3	2	1	2	1	1	11
26	5	5	4	4	5	27	5	3	4	3	5	3	3	3	4	36	3	3	3	3	3	3	5	20
27	5	5	5	5	5	30	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	30
28	5	3	4	3	5	25	5	4	5	5	5	5	5	5	4	48	5	5	5	5	5	3	5	28
29	5	5	5	5	5	30	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	30
30	4	4	4	4	4	24	5	4	5	4	5	4	4	4	4	42	4	4	4	4	4	3	4	24

31	5	4	3	2	4	4	4	4	3	3	2	3	4	32	4	3	4	3	3	5	22
32	5	5	5	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	30
33	5	5	5	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	30
34	5	5	5	5	5	5	5	5	5	5	5	5	5	50	4	5	5	5	5	5	29
35	5	4	4	4	4	4	4	4	3	4	3	4	3	37	3	3	4	3	4	3	21
36	5	5	5	5	5	5	5	5	4	5	5	5	3	47	2	2	5	5	5	5	24
37	5	5	5	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	30
38	5	5	5	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	30
39	5	4	4	4	4	4	4	4	4	4	4	4	4	43	2	5	4	5	5	5	26
40	4	4	4	4	4	4	4	4	4	4	4	4	4	40	4	4	4	4	4	4	24
41	4	4	4	4	4	4	4	4	4	4	4	4	4	40	4	4	4	4	4	4	24
42	5	5	5	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	30
43	5	5	5	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	30
44	5	5	5	5	5	5	5	5	5	5	5	5	4	40	5	5	5	5	5	5	30
45	5	5	5	5	5	5	5	5	4	5	5	5	4	48	5	5	5	5	5	5	30
46	5	5	5	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	30
47	5	5	5	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	30
48	5	5	5	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	30
49	4	5	4	5	5	5	5	4	5	5	5	5	5	49	4	4	5	5	4	4	26
50	4	4	4	4	4	4	4	4	4	4	4	4	5	41	4	5	5	5	5	5	29
51	3	5	2	4	5	5	3	4	5	3	3	5	4	38	4	3	3	3	4	4	21
52	4	2	4	2	4	5	2	3	5	3	4	5	5	44	3	5	4	4	5	4	25
53	3	3	2	3	2	5	18	3	1	2	2	2	1	19	1	1	2	2	1	2	9
54	4	4	4	3	4	4	23	3	3	4	3	4	3	34	4	4	4	4	4	4	24
55	4	4	3	4	4	4	23	4	3	4	4	4	4	41	4	4	4	4	4	5	26
56	4	5	5	4	4	5	27	5	4	5	4	5	4	47	4	5	4	4	4	5	26
57	4	4	4	3	4	3	22	4	3	4	3	4	3	34	3	4	4	4	4	5	24
58	5	5	1	5	5	5	26	5	3	5	4	5	5	43	5	3	5	5	5	5	28
59	4	5	3	4	4	5	25	3	5	5	4	3	4	43	5	4	4	5	3	5	26
60	4	4	3	4	3	3	21	4	2	2	4	5	5	35	3	2	3	3	3	5	19
61	4	4	4	4	4	5	4	25	4	4	4	4	4	40	4	4	4	4	4	4	24
62	4	4	5	4	4	4	25	4	4	4	4	4	4	42	4	4	4	4	4	4	24
63	4	4	4	4	4	4	24	4	4	4	4	4	4	40	4	4	4	4	4	4	24

proposal jrestak - Goo... x TABULASI DATA JEJE... x Kuesioner Jeje Stak - G... x Kuesioner Jeje Stak (R... x UII HETEROKEDASTIS... x UII REGRESI LINIER BEI... x Tugas Akhir Mahasisw... x Download Distribusi... x

https://docs.google.com/spreadsheets/d/1WJzOzhWYbDrM4UTdNjgLikmpTgyrppM3/edit#gid=1947264272

TABULASI DATA JEJE .xlsx

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Z88 =SUM(188:Y88)

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Sheet1

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