

LAMPIRAN

Lampiran 1

1. Content Marketing (X)

No.	Pernyataan Variabel X (<i>Content Marketing</i>)	Jawaban									
		STS (1)		TS (2)		N (3)		S (4)		SS (5)	
		F	%	F	%	F	%	F	%	F	%
1	Konten BTS berbahasa daerah memberi informasi yang berguna bagi konsumen	0	0%	0	0%	10	10%	79	79%	11	11%
2	Konten BTS berbahasa daerah memberi informasi yang dapat diandalkan konsumen	0	0%	14	14%	33	33%	44	44%	9	9%
3	Konten BTS berbahasa daerah memberi informasi produk, layanan dan/atau fitur Tokopedia	0	0%	1	1%	4	4%	86	86%	9	9%
4	Konten BTS berbahasa daerah memiliki nilai emosional	1	1%	6	6%	15	15%	45	45%	33	33%
5	Konten BTS berbahasa daerah merupakan keunikan	0	0%	1	1%	7	7%	44	44%	48	48%
6	Konten BTS berbahasa daerah merupakan hiburan	0	0%	2	2%	11	11%	44	44%	43	43%
7	Konten BTS berbahasa daerah dipahami dengan baik	0	0%	1	1%	10	10%	63	63%	26	26%

2. *Purchase Intention (Y)*

No.	Pernyataan Variabel Y (<i>Purchase Intention</i>)	Jawaban									
		STS (1)		TS (2)		N (3)		S (4)		SS (5)	
		F	%	F	%	F	%	F	%	F	%
1	Konten BTS berbahasa daerah mendorong konsumen mencari produk di Tokopedia	0	0%	2	2%	17	17%	69	69%	12	12%
2	Konten BTS berbahasa daerah mendorong konsumen mencari informasi terkait fitur dan/atau layanan Tokopedia	0	0%	1	1%	7	7%	81	81%	11	11%
3	Konten BTS berbahasa daerah mendorong konsumen mencari manfaat dan mengevaluasi suatu produk di Tokopedia	0	0%	4	4%	24	24%	63	63%	9	9%
4	Konten BTS berbahasa daerah mendorong konsumen menginginkan produk yang ada di Tokopedia	0	0%	2	2%	12	12%	69	69%	17	17%

3. *Customer Engagement (Z)*

No.	Pernyataan Variabel Z (<i>Customer Engagement</i>)	Jawaban									
		STS (1)		TS (2)		N (3)		S (4)		SS (5)	
		F	%	F	%	F	%	F	%	F	%
1	Konten BTS berbahasa daerah 'disukai', disebar, dan/atau diberi komentar oleh konsumen	0	0%	0	0%	11	11%	69	69%	20	20%
2	Konten BTS berbahasa daerah dengan cepat 'disukai', disebar, dan/atau diberi komentar oleh konsumen	0	0%	0	0%	23	23%	60	60%	17	17%
3	Konten BTS berbahasa daerah diberi komentar positif oleh konsumen	0	0%	1	1%	9	9%	60	60%	30	30%
4	Konten BTS berbahasa daerah menjadikan konsumen aktif memberikan komentar terhadap segala konten Tokopedia	1	1%	28	28%	41	41%	20	20%	10	10%
5	Konten BTS berbahasa daerah menjadikan konsumen aktif menyebarkan segala konten Tokopedia	0	0%	21	21%	45	45%	24	24%	10	10%
6	Konten BTS berbahasa daerah mendorong konsumen bertukar informasi, pengalaman, dan/atau ide dengan sesama audiens	0	0%	1	1%	11	11%	75	75%	13	13%
7	Konten BTS berbahasa daerah mendorong konsumen mencari informasi, gagasan, dan/atau ide dari sesama audiens	0	0%	3	3%	33	33%	45	45%	19	19%

Lampiran 2**Tabulasi Data Mentah**

X.1	X.2	X.3	X.4	X.5	X.6	X.7
4	4	4	4	5	5	4
4	4	4	4	4	4	5
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Y.1	Y.2	Y.3	Y.4
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Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	Z.7
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4	3	4	3	3	4	4

Lampiran 3

Karakteristik Responden Berdasarkan Usia

No.	Usia	Frekuensi (Orang)	Persentase (%)
1	<20	21	21%
2	20-30	78	78%
3	>30	1	1%

Lampiran 4

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,392	3,366		-,413	,680
X	3,069	,118	,935	26,007	,000

a. Dependent Variable: Z

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,554	,344		1,611	,111
X	-,193	,034	-,102	-5,712	,000
Z	,630	,010	1,093	61,119	,000

a. Dependent Variable: Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,998 ^a	,996	,996	,338

a. Predictors: (Constant), Z, X

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,935 ^a	,873	,872	3,312

a. Predictors: (Constant), X

		Correlations							
		X.1	X.2	X.3	X.4	X.5	X.6	X.7	Total
X.1	Pearson Correlation	1	,459*	,528*	,274	,394*	,055	,520**	,739**
	Sig. (2-tailed)		,011	,003	,144	,031	,775	,003	,000
	N	30	30	30	30	30	30	30	30
X.2	Pearson Correlation	,459*	1	,482*	-,250	,171	-,073	,303	,479**
	Sig. (2-tailed)	,011		,007	,183	,365	,703	,103	,007
	N	30	30	30	30	30	30	30	30
X.3	Pearson Correlation	,528**	,482**	1	-,094	,367*	,053	,432*	,604**
	Sig. (2-tailed)	,003	,007		,620	,046	,781	,017	,000
	N	30	30	30	30	30	30	30	30
X.4	Pearson Correlation	,274	-,250	-,094	1	,285	,404*	,060	,479**
	Sig. (2-tailed)	,144	,183	,620		,127	,027	,751	,007
	N	30	30	30	30	30	30	30	30
X.5	Pearson Correlation	,394*	,171	,367*	,285	1	,440*	,352	,731**
	Sig. (2-tailed)	,031	,365	,046	,127		,015	,056	,000
	N	30	30	30	30	30	30	30	30
X.6	Pearson Correlation	,055	-,073	,053	,404*	,440*	1	,053	,518**
	Sig. (2-tailed)	,775	,703	,781	,027	,015		,779	,003
	N	30	30	30	30	30	30	30	30
X.7	Pearson Correlation	,520**	,303	,432*	,060	,352	,053	1	,596**
	Sig. (2-tailed)	,003	,103	,017	,751	,056	,779		,001
	N	30	30	30	30	30	30	30	30
Total	Pearson Correlation	,739**	,479**	,604*	,479*	,731**	,518*	,596**	1
	Sig. (2-tailed)	,000	,007	,000	,007	,000	,003	,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							
		Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	Z.7	Total
Z.1	Pearson Correlation	1	,794**	,613*	,579*	,261	,366*	,181	,779**
	Sig. (2-tailed)		,000	,000	,001	,164	,046	,337	,000

	N	30	30	30	30	30	30	30	30
Z.2	Pearson Correlation	,794**	1	,597*	,526*	,215	,492*	,188	,778**
	Sig. (2-tailed)	,000		,000	,003	,255	,006	,320	,000
	N	30	30	30	30	30	30	30	30
Z.3	Pearson Correlation	,613**	,597**	1	,445*	,161	,438*	,298	,726**
	Sig. (2-tailed)	,000	,000		,014	,396	,015	,110	,000
	N	30	30	30	30	30	30	30	30
Z.4	Pearson Correlation	,579**	,526**	,445*	1	,372*	,381*	,141	,705**
	Sig. (2-tailed)	,001	,003	,014		,043	,038	,456	,000
	N	30	30	30	30	30	30	30	30
Z.5	Pearson Correlation	,261	,215	,161	,372*	1	,724*	,657**	,655**
	Sig. (2-tailed)	,164	,255	,396	,043		,000	,000	,000
	N	30	30	30	30	30	30	30	30
Z.6	Pearson Correlation	,366*	,492**	,438*	,381*	,724**	1	,551**	,786**
	Sig. (2-tailed)	,046	,006	,015	,038	,000		,002	,000
	N	30	30	30	30	30	30	30	30
Z.7	Pearson Correlation	,181	,188	,298	,141	,657**	,551*	1	,560**
	Sig. (2-tailed)	,337	,320	,110	,456	,000	,002		,001
	N	30	30	30	30	30	30	30	30
Totall	Pearson Correlation	,779**	,778**	,726*	,705*	,655**	,786*	,560**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,001	
	N	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).

Correlations

	Y.1	Y.2	Y.3	Y.4	Totall	
Y.1	1	,813**	,477**	,395*	,837**	
	Sig. (2-tailed)	,000	,008	,031	,000	
	N	30	30	30	30	
Y.2	Pearson Correlation	,813**	1	,433*	,408*	,835**
	Sig. (2-tailed)	,000		,017	,025	,000
	N	30	30	30	30	30
Y.3	Pearson Correlation	,477**	,433*	1	,779**	,805**

	Sig. (2-tailed)	,008	,017		,000	,000
	N	30	30	30	30	30
	Pearson Correlation	,395*	,408*	,779**	1	,777**
Y.4	Sig. (2-tailed)	,031	,025	,000		,000
	N	30	30	30	30	30
	Pearson Correlation	,837**	,835**	,805**	,777**	1
Totalll	Sig. (2-tailed)	,000	,000	,000	,000	
	N	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 Statistics

Cronbach's Alpha	N of Items
,651	7

Reliability Statistics

Cronbach's Alpha	N of Items
,841	7

Reliability Statistics

Cronbach's Alpha	N of Items
,828	4