

LAMPIRAN

Lampiran I



INSTITUT INFORMATIKA DAN
BISNISDARMAJAYAFAKULTAS EKONOMI
DANBISNIS
PRODI BISNIS DIGITAL



Jl. Zaenal Abidin Pagar Alam No 93, Bandarlampung, Lampung

KUISONER

PENGARUH *SOCIAL MEDIA MARKETING* DAN *BRAND TRUST*
TERHADAP MINAT BELI ULANG DENGAN KEPUASAN PELANGGAN
SEBAGAI VARIABEL INTERVENING PADA MUARA CAFE AND SPACE

Identitas Penelitian

Nama : Gunawan Saputra
NPM : 2012140004
Jurusan : Bisnis Digital
Fakultas : Ekonomi dan Bisnis
Alamat : Dusun 04 Rt/Rw 002/001 Desa Setia Bakti,
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34156
Email : gunawansaputra1999@gmail.com

Bandarlampung, Desember 2024

Peneliti

Gunawan Saputra



INSTITUT INFORMATIKA DAN
BISNISDARMAJAYAFAKULTAS EKONOMI
DANBISNIS
PRODI BISNIS DIGITAL



Jl. Zaenal Abidin Pagar Alam No 93, Bandarlampung, Lampung

Perihal : Permohonan bantuan
pengisian KuesionerKepada Yth :
Bapak/ Ibu,
Di tempat

Dengan Hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Strata 1 Bisnis Digital di Program Studi Bisnis Digital IIB Darmajaya,Saya:

Nama : GUNAWAN SAPUTRA

NPM : 2012140004

Sedang melakukan penelitian yang berjudul “PENGARUH *SOCIAL MEDIA MARKETING* DAN *BRAND TRUST* TERHADAP MINAT BELI ULANG DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING PADA MUARA CAFE AND SPACE” mohon kesediaan bapak/ibu,saudara/i untuk mengisi kusioner di bawah ini dengan jujur dan benar. Atas perhatian bapak/ibu, saudara/i saya ucapkan terima kasih.

Bandar Lampung, 21 Desember 2023
Peneliti

GUNAWAN
SAPUTRA

NPM. 2012140004

Petunjuk Pengisian Kuisisioner

1. **Jawablah pertanyaan yang diajukan dibawah ini dengan benar dan jujur**
2. **Pertanyaan harus dijawab semua agar peneliti bisa mengolah data yang telah diisi**
3. **Keterangan : Sangat Tidak Setuju (STS) (1) (2) (3) (4) (5) Sangat Setuju (SS)**

SCREENING RESPONDEN

1. Apakah Anda Memiliki Social media?

Ya , jika Ya silahkan melanjutkan ke pertanyaan

Tidak, jika tidak stop disini. Terima kasih.

2. Social Media yang anda miliki saat ini?

Whatsapp

Instagram

Tiktok

Facebook

Telegram

Youtube

IDENTITAS RESPONDEN

1. Nama :

2. Jenis Kelamin : Laki-Laki
 Perempuan

3. Usia : 17-25
 26-35
 36-45
 46-55

4. Asal daerah :

5. Pekerjaan : Pelajar
 Mahasiswa
 Wiraswasta
 Pegawai negeri
 Pegawai Swasta
 Ibu rumah tangga
 Lainnya

DAFTAR PERNYATAAN

| <i>Social Media Marketing</i> | | | | | | |
|-------------------------------|--|------------|-----------|-----------|----------|-----------|
| No | Pernyataan | STS | TS | CS | S | SS |
| <i>Entertainment</i> | | 1 | 2 | 3 | 4 | 5 |
| 1 | Saya memahami pesan yang tertulis pada konten Insatagram @muaraspac | | | | | |
| 2 | Saya sangat terhibur dengan konten Instagram @muaraspac | | | | | |
| <i>Interaction</i> | | 1 | 2 | 3 | 4 | 5 |
| 3 | Saya tertarik atas respon dari pengelola Instagram @muaraspac | | | | | |
| 4 | Interaksi yang terjadi di Instagram @muaraspac menimbulkan minat saya untuk berkunjung | | | | | |
| <i>Trendiness</i> | | 1 | 2 | 3 | 4 | 5 |
| 5 | Saya membeli produk muara cafe and space karena melihat konten yang tren di Instagram @muaraspac | | | | | |
| 6 | Saya membeli ulang produk muara cafe and space karena konten yang pada Instagram @muaraspac | | | | | |
| <i>Advertise</i> | | 1 | 2 | 3 | 4 | 5 |
| 7 | Promosi yang diposting di Media Sosial @muaraspac sangat menarik bagi saya | | | | | |
| 8 | Media Sosial @muaraspac menampilkan iklan yang mengarahkan saya untuk membeli | | | | | |

| | | | | | | |
|----------------------|--|----------|----------|----------|----------|----------|
| | produk muara café and space | | | | | |
| Customization | | 1 | 2 | 3 | 4 | 5 |
| 9 | Media Sosial @muaraspace memberikan tanggapan cepat kepada konsumen | | | | | |
| | | | | | | |
| 10 | Media Sosial @muaraspace memberikan kesempatan konsumen untuk melihat ulasan dan memberikan komentar | | | | | |
| | | | | | | |

| Brand Trust | | | | | | |
|--------------------------------------|--|------------|-----------|-----------|----------|-----------|
| No | Pernyataan | STS | TS | CS | S | SS |
| Brand Characterisric | | 1 | 2 | 3 | 4 | 5 |
| 1 | Saya yakin produk yang dikeluarkan oleh muara café and space memiliki kualitas yang baik | | | | | |
| | | | | | | |
| 2 | Saya yakin muara cafe and space mengedepankan kualitas produk | | | | | |
| | | | | | | |
| Company Characteristic | | 1 | 2 | 3 | 4 | 5 |
| 3 | Saya merasa bahwa layanan di muara café and space sangat baik | | | | | |
| | | | | | | |
| 4 | Merek muara café and space unik sehingga berbeda dengan merek lain nya | | | | | |
| | | | | | | |
| Consumer-Brand Characteristic | | 1 | 2 | 3 | 4 | 5 |
| 5 | Saya membeli produk muara café and space dan merasa puas | | | | | |

| | | | | | | |
|----------------------------------|---|------------|-----------|-----------|----------|-----------|
| | | | | | | |
| 6 | Merek ini memenuhi harapan saya | | | | | |
| <i>Kepuasan Pelanggan</i> | | | | | | |
| No | Pernyataan | STS | TS | CS | S | SS |
| Pengalaman | | 1 | 2 | 3 | 4 | 5 |
| 1 | Saya merasa sangat puas ketika mengkonsumsi produk merek ini | | | | | |
| 2 | Saya merasa layanan yang diberikan oleh merek ini sangat baik | | | | | |
| Harapan pelanggan | | 1 | 2 | 3 | 4 | 5 |
| 3 | Saya merasa merek ini memberikan hal yang positif saat dikonsumsi | | | | | |
| 4 | Produk muara café and space dapat memenuhi kebutuhan saya | | | | | |
| Kebutuhan | | 1 | 2 | 3 | 4 | 5 |
| 5 | Layanan dari muara café and space dapat memenuhi harapan saya | | | | | |
| <i>Minat Beli Ulang</i> | | | | | | |
| No | Pernyataan | STS | TS | CS | S | SS |
| Minat transaksional | | 1 | 2 | 3 | 4 | 5 |
| 1 | Saya mau melakukan pembelian ulang terhadap merek ini | | | | | |
| 2 | Saya merasa percaya dengan merek ini | | | | | |

| | | 1 | 2 | 3 | 4 | 5 |
|---------------------------|---|----------|----------|----------|----------|----------|
| Minat referensial | | 1 | 2 | 3 | 4 | 5 |
| 3 | Saya mau memberikan referensi kepada rekan saya untuk mencoba merek ini | | | | | |
| | | | | | | |
| 4 | Saya mau memberikan referensi atas merek ini melalui sosial media saya | | | | | |
| | | | | | | |
| Minat preferensial | | 1 | 2 | 3 | 4 | 5 |
| 5 | Saya merasa puas ketika membeli produk dari merek ini | | | | | |
| | | | | | | |
| 6 | Saya merasa produk dari merek ini menjadi selera saya | | | | | |
| | | | | | | |
| Minat Eksploratif | | 1 | 2 | 3 | 4 | 5 |
| 7 | Saya selalu mendapatkan informasi terbaru dari produk ini | | | | | |
| | | | | | | |
| 8 | Saya merasa merek ini cocok untuk menjadi pilihan saya | | | | | |
| | | | | | | |

Lampiran II

Hasil Jawaban Responden

Tabulasi Data

SOCIAL MEDIA MARKETING (SMM)

| SMM1 | SMM2 | SMM3 | SMM4 | SMM5 | SMM6 |
|------|------|------|------|------|------|
| 4 | 4 | 5 | 3 | 4 | 5 |
| 5 | 4 | 4 | 5 | 3 | 4 |
| 4 | 4 | 4 | 2 | 2 | 2 |

| | | | | | |
|------|------|------|-------|-------|---|
| 4 | 4 | 4 | 5 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 3 | 4 |
| 4 | 3 | 3 | 3 | 4 | 3 |
| 5 | 5 | 5 | 4 | 4 | 5 |
| 4 | 5 | 4 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 4 | 4 |
| 5 | 4 | 5 | 5 | 3 | 5 |
| 4 | 4 | 4 | 4 | 2 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 5 |
| 4 | 4 | 5 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 4 | 4 |
| 5 | 3 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 2 | 2 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 3 | 3 | 3 | 1 | 1 |
| 5 | 4 | 5 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 4 | 5 |
| 4 | 5 | 4 | 4 | 5 | 5 |
| 5 | 4 | 4 | 3 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 |
| 5 | 4 | 4 | 4 | 3 | 3 |
| 4 | 3 | 4 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 |
| SMM7 | SMM8 | SMM9 | SMM10 | Total | |
| 4 | 5 | 4 | 5 | 43 | |
| 4 | 3 | 5 | 5 | 42 | |
| 2 | 2 | 3 | 3 | 28 | |
| 5 | 5 | 4 | 4 | 42 | |
| 4 | 4 | 4 | 4 | 40 | |
| 4 | 4 | 4 | 4 | 40 | |
| 4 | 5 | 5 | 5 | 41 | |
| 3 | 4 | 4 | 4 | 35 | |
| 5 | 5 | 5 | 4 | 47 | |
| 5 | 4 | 5 | 5 | 47 | |
| 4 | 4 | 4 | 4 | 40 | |
| 3 | 3 | 4 | 4 | 32 | |
| 5 | 5 | 5 | 5 | 48 | |
| 5 | 4 | 5 | 3 | 44 | |

| | | | | |
|---|---|---|---|----|
| 4 | 4 | 5 | 4 | 39 |
| 4 | 4 | 4 | 4 | 40 |
| 5 | 5 | 5 | 4 | 49 |
| 5 | 5 | 5 | 3 | 43 |
| 5 | 4 | 5 | 5 | 45 |
| 5 | 5 | 5 | 5 | 48 |
| 5 | 5 | 4 | 5 | 46 |
| 4 | 4 | 2 | 5 | 39 |
| 5 | 5 | 5 | 5 | 50 |
| 2 | 3 | 4 | 5 | 29 |
| 5 | 5 | 5 | 5 | 48 |
| 5 | 5 | 5 | 5 | 49 |
| 5 | 5 | 5 | 5 | 47 |
| 5 | 5 | 5 | 4 | 43 |
| 5 | 5 | 5 | 5 | 48 |
| 4 | 4 | 4 | 4 | 39 |
| 4 | 4 | 3 | 4 | 35 |
| 4 | 4 | 4 | 5 | 41 |

BRAND TRUST(BT)

| BT1 | BT2 | BT3 | BT4 | BT5 | BT6 | Total |
|-----|-----|-----|-----|-----|-----|-------|
| 4 | 5 | 3 | 5 | 5 | 5 | 27 |
| 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 5 | 5 | 4 | 2 | 3 | 3 | 22 |
| 4 | 3 | 4 | 4 | 5 | 5 | 25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 4 | 3 | 5 | 4 | 26 |
| 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 3 | 5 | 5 | 28 |
| 5 | 5 | 5 | 4 | 5 | 3 | 27 |
| 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |

| | | | | | | |
|---|---|---|---|---|---|----|
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 3 | 4 | 4 | 26 |
| 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 3 | 5 | 4 | 24 |
| 3 | 3 | 4 | 3 | 4 | 3 | 20 |

KEPUASAN PELANGGAN (KP)

| KP1 | KP2 | KP3 | KP4 | KP5 | Total |
|-----|-----|-----|-----|-----|-------|
| 4 | 3 | 3 | 4 | 5 | 19 |
| 4 | 5 | 5 | 4 | 5 | 23 |
| 4 | 4 | 4 | 3 | 3 | 18 |
| 5 | 4 | 5 | 4 | 5 | 23 |
| 4 | 4 | 5 | 4 | 4 | 21 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 5 | 5 | 3 | 3 | 21 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 5 | 4 | 4 | 5 | 23 |
| 5 | 5 | 4 | 4 | 5 | 23 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 5 | 5 | 5 | 3 | 23 |
| 5 | 5 | 4 | 4 | 4 | 22 |
| 5 | 4 | 4 | 4 | 4 | 21 |
| 4 | 4 | 4 | 5 | 5 | 22 |
| 5 | 5 | 5 | 4 | 5 | 24 |
| 5 | 5 | 4 | 4 | 5 | 23 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 5 | 4 | 3 | 3 | 18 |
| 4 | 5 | 5 | 5 | 5 | 24 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 4 | 5 | 5 | 5 | 24 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 4 | 3 | 4 | 4 | 19 |

| | | | | | |
|---|---|---|---|---|----|
| 5 | 4 | 3 | 4 | 5 | 21 |
| 3 | 4 | 3 | 3 | 4 | 17 |

Minat Beli Ulang (MBU)

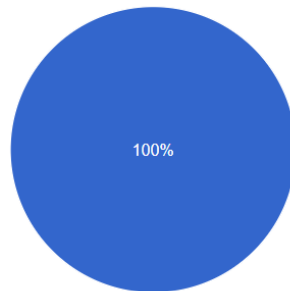
| MBU1 | MBU2 | MBU3 | MBU4 | MBU5 | MBU6 | MBU7 | MBU8 | Total |
|------|------|------|------|------|------|------|------|-------|
| 4 | 4 | 4 | 5 | 3 | 5 | 3 | 5 | 33 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 35 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 37 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 32 |
| 5 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 31 |
| 5 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 33 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 3 | 4 | 5 | 1 | 4 | 3 | 3 | 5 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 33 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 37 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 25 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 35 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 3 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 33 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |

LAMPIRAN III

Apakah anda memiliki social media?

120 jawaban

[Salin diagram](#)

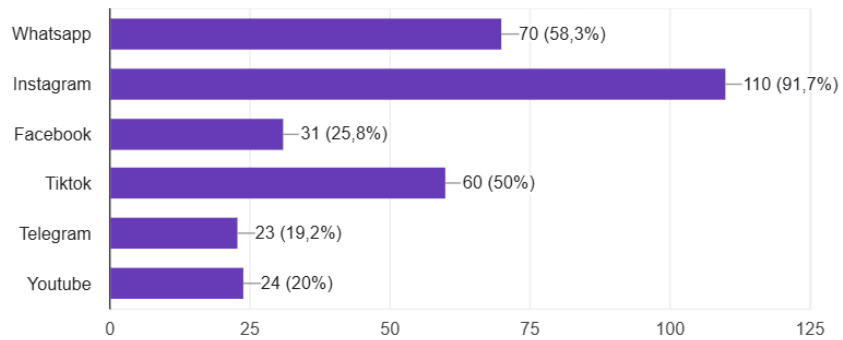


- Ya, jika ya silahkan melanjutkan ke pertanyaan berikutnya
- Tidak, Jika tidak stop disini dan terima kasih

Social media apa yang anda miliki saat ini?

120 jawaban

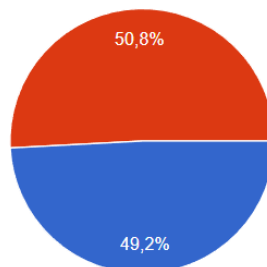
[Salin diagram](#)



Jenis Kelamin

120 jawaban

[Salin diagram](#)

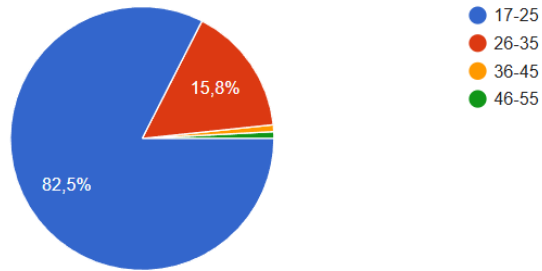


- Laki-laki
- Perempuan

Usia

120 jawaban

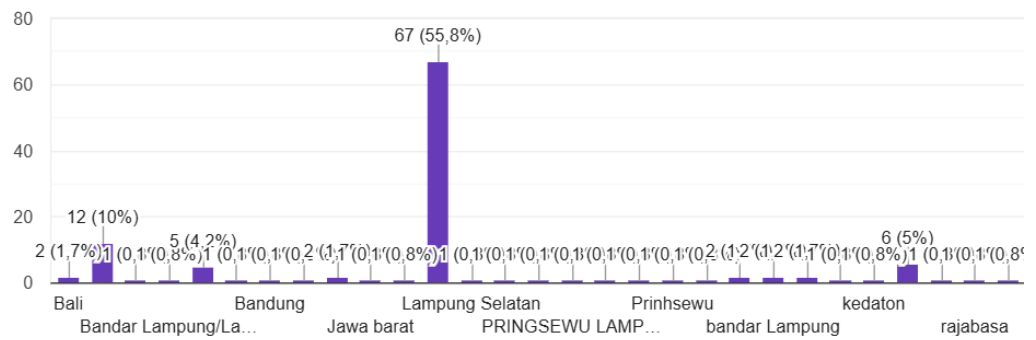
[Salin diagram](#)



Asal Daerah/Provinsi (Lampung)

120 jawaban

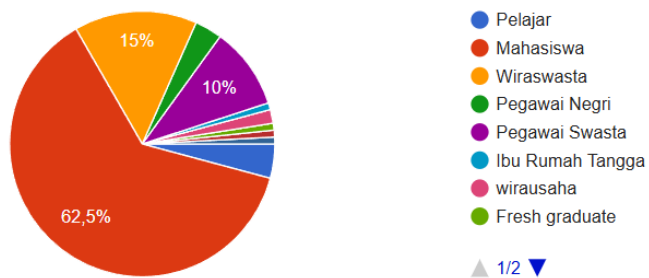
[Salin diagram](#)



Pekerjaan

120 jawaban

[Salin diagram](#)



LAMPIRAN IV

Hasil Jawaban Responden

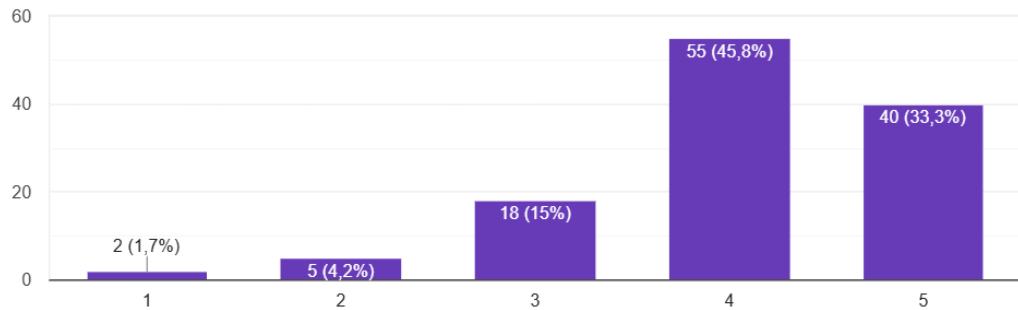
Instrumen Pernyataan

SOCIAL MEDIA MARKETING

Saya memahami pesan yang tertulis pada konten Insatagram @muaraspace

[Salin diagram](#)

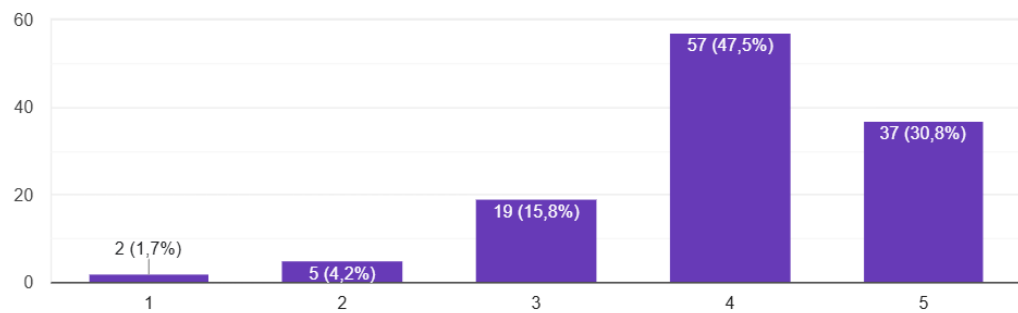
120 jawaban



Saya merasa sangat terkesan dengan konten Instagram @muaraspace

[Salin diagram](#)

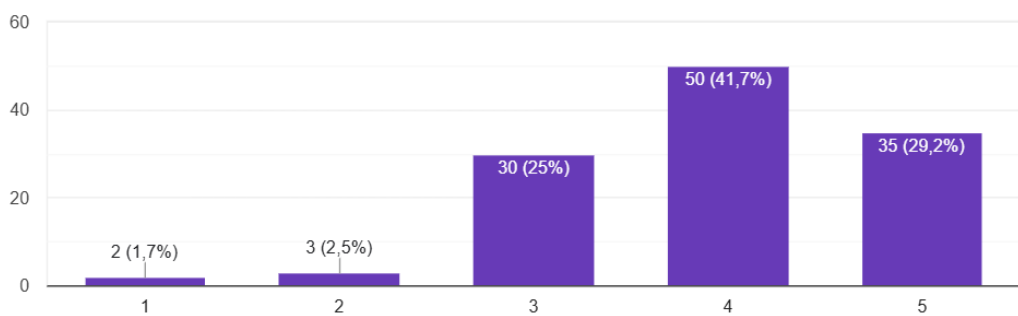
120 jawaban



Saya tertarik atas respon dari pengelola Instagram @muaraspace

[Salin diagram](#)

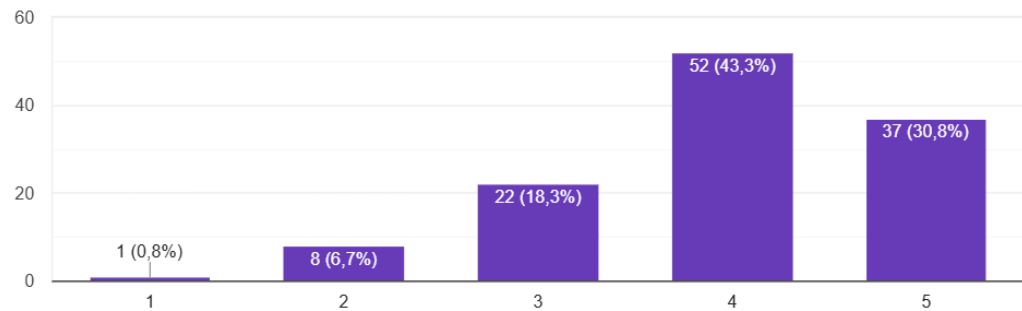
120 jawaban



Interaksi yang terjadi di Instagram @muaraspac menimbulkan minat saya untuk berkunjung

[Salin diagram](#)

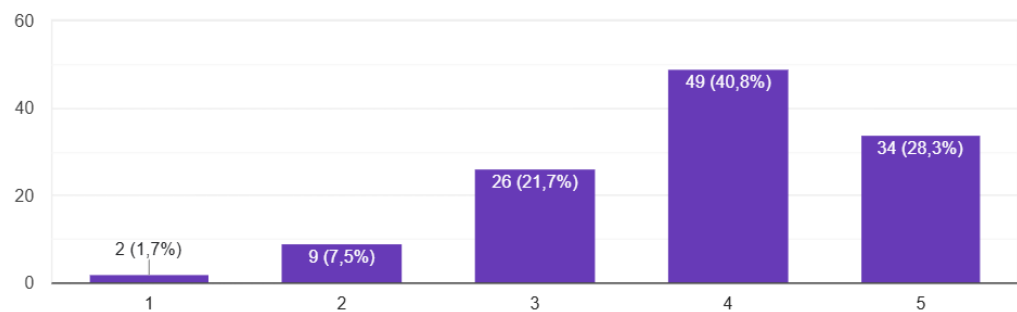
120 jawaban



Saya membeli produk muara cafe and space karena melihat konten yang tren di Instagram @muaraspac

[Salin diagram](#)

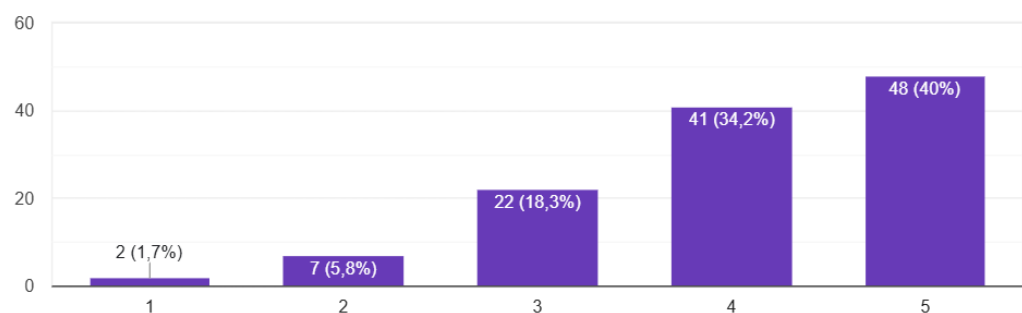
120 jawaban



Saya membeli ulang produk muara cafe and space karena konten yang menarik pada Instagram @muaraspac

[Salin diagram](#)

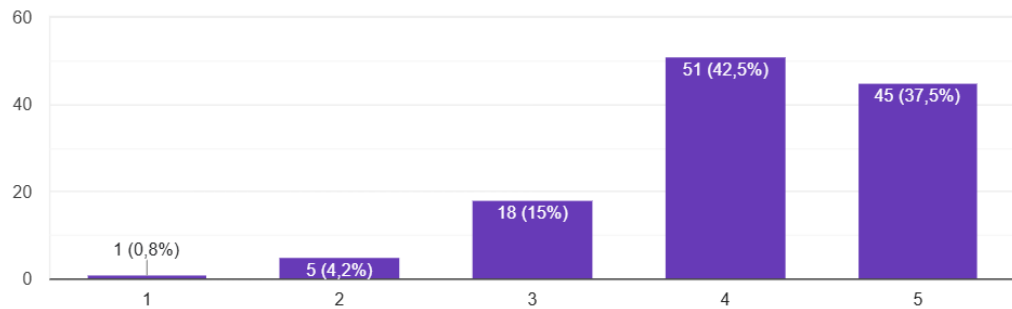
120 jawaban



Promosi yang diposting di media sosial @muaraspace sangat menarik bagi saya

[Salin diagram](#)

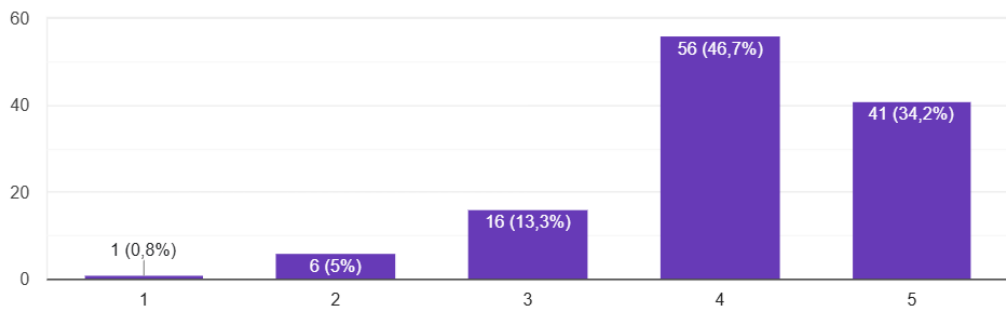
120 jawaban



Media sosial @muaraspace menampilkan iklan yang mengarahkan saya untuk membeli produk muara café and space

[Salin diagram](#)

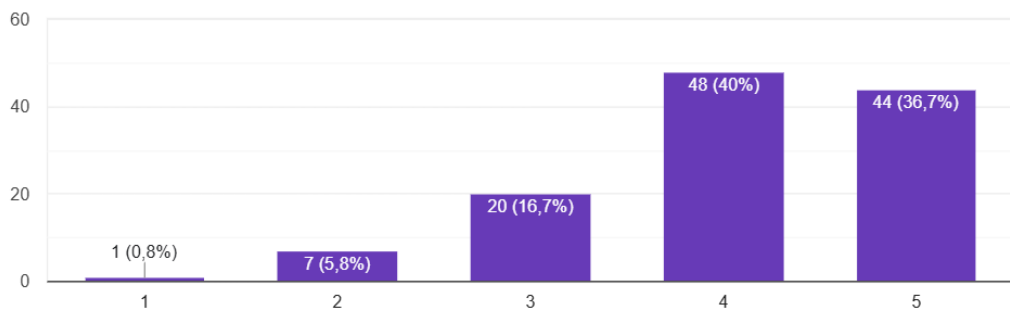
120 jawaban



Media sosial @muaraspace memberikan tanggapan cepat kepada konsumen

[Salin diagram](#)

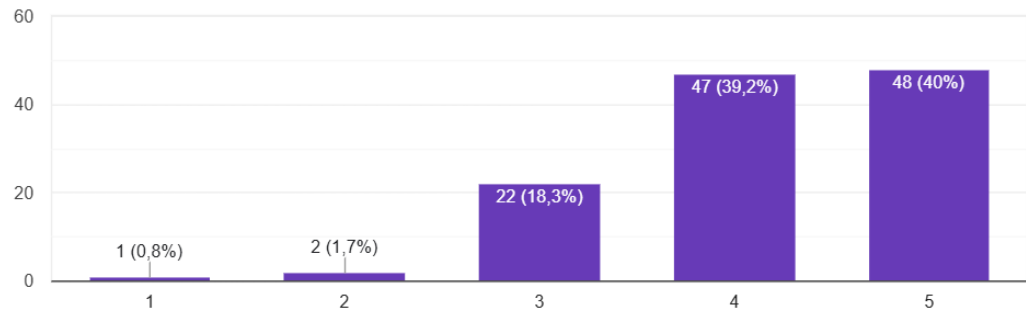
120 jawaban



Media sosial @muaraspace memberikan kesempatan konsumen untuk melihat ulasan dan memberikan komentar

[Salin diagram](#)

120 jawaban

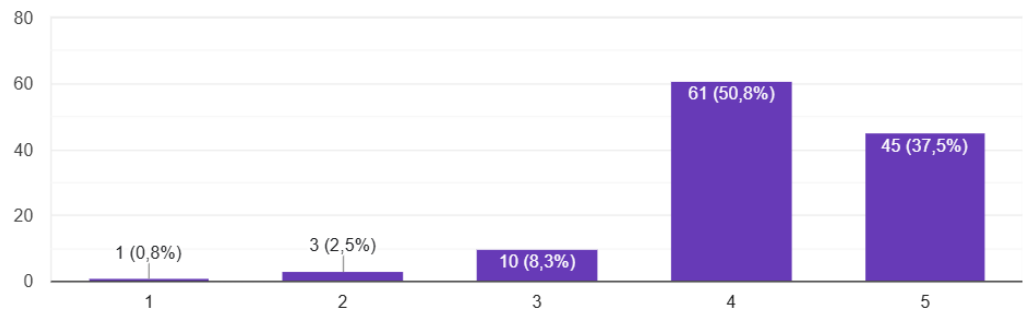


BRAND TRUST

Saya yakin produk yang dikeluarkan oleh muara café and space memiliki kualitas yang baik

[Salin diagram](#)

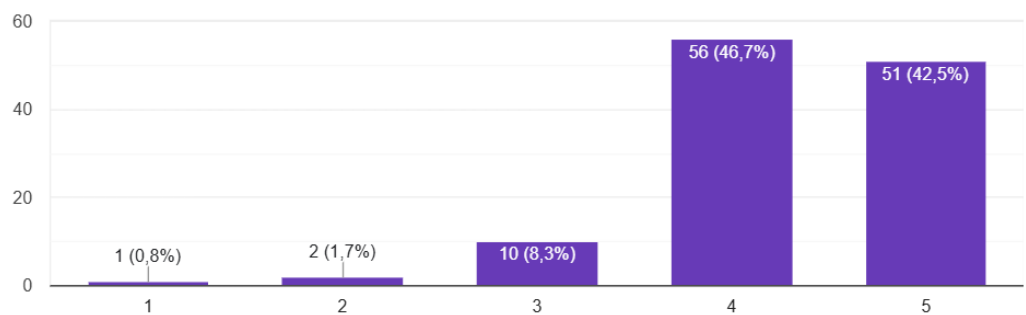
120 jawaban



Saya yakin muara cafe and space sangat mengedepankan kualitas produk

[Salin diagram](#)

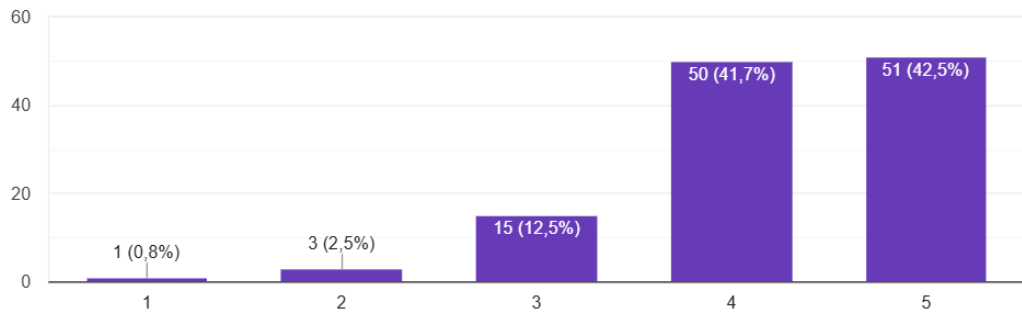
120 jawaban



Saya merasa bahwa layanan di muara café and space sangat baik

[Salin diagram](#)

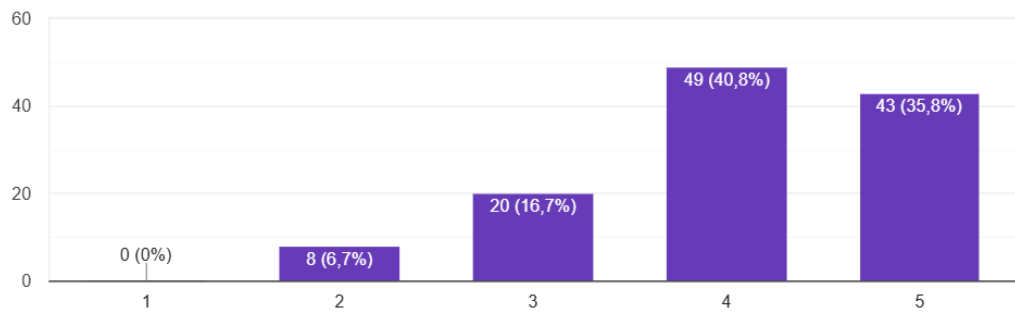
120 jawaban



Merek muara cafe and space unik sehingga berbeda dengan merek lain nya

[Salin diagram](#)

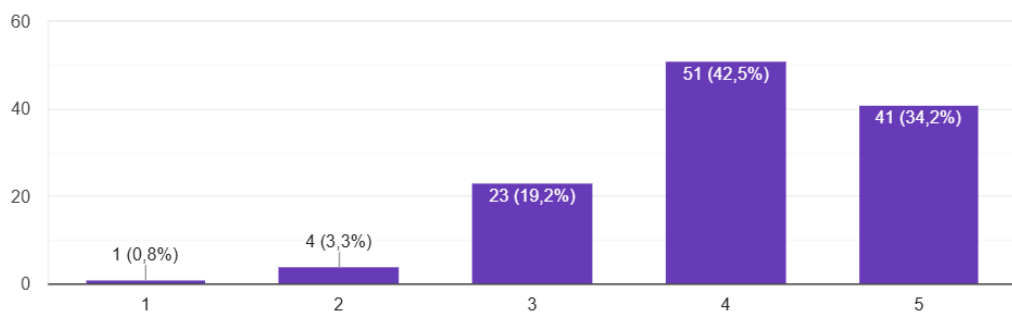
120 jawaban



Saya membeli produk muara café and space dan merasa puas

[Salin diagram](#)

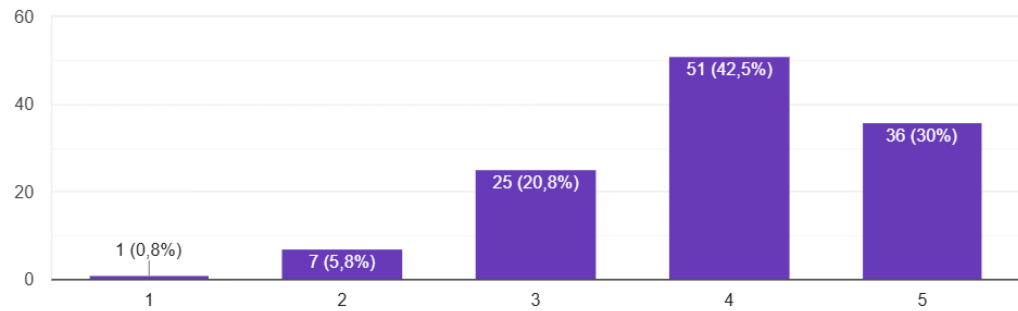
120 jawaban



Merek ini memenuhi harapan saya

[Salin diagram](#)

120 jawaban

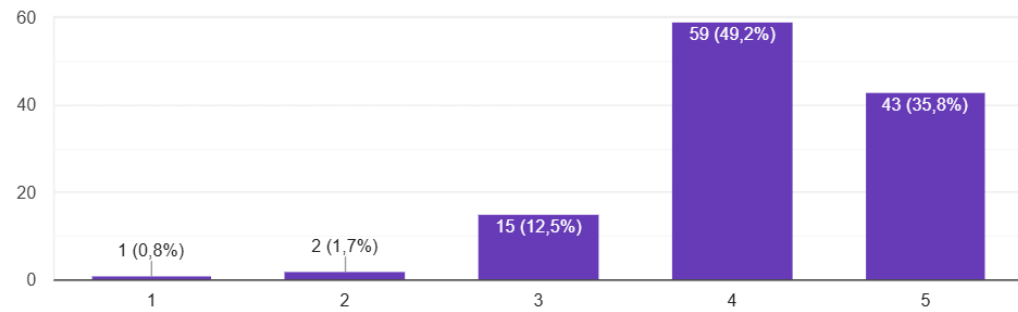


KEPUASAN PELANGGAN

Saya merasa sangat puas ketika mengonsumsi produk merek ini

[Salin diagram](#)

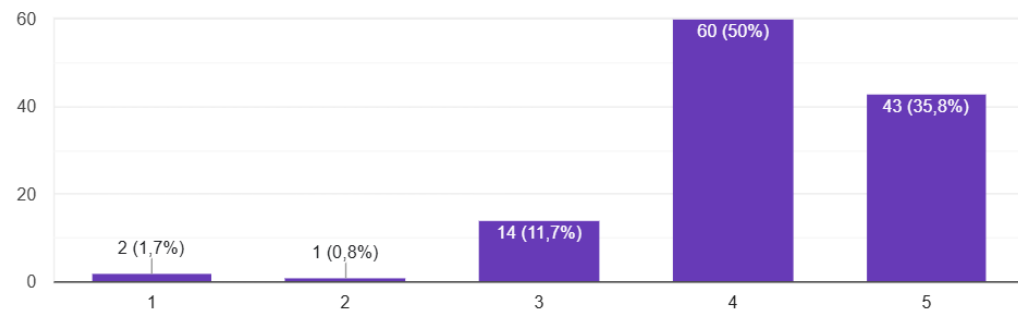
120 jawaban



Saya merasa layanan yang diberikan oleh merek ini sangat baik

[Salin diagram](#)

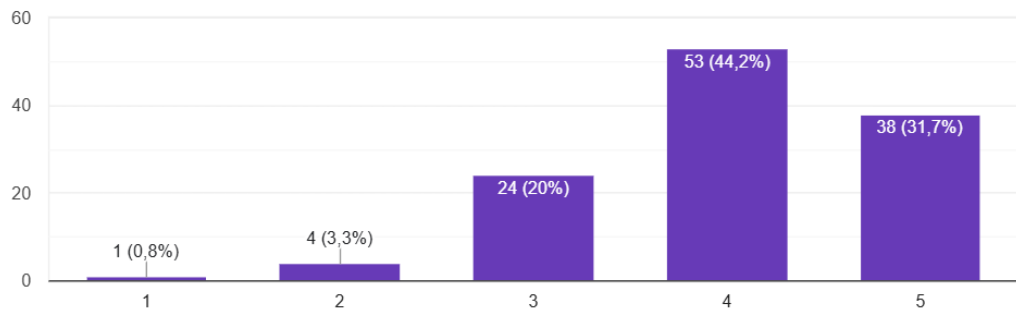
120 jawaban



Saya merasa merek ini memberikan hal yang positif saat dikonsumsi

[Salin diagram](#)

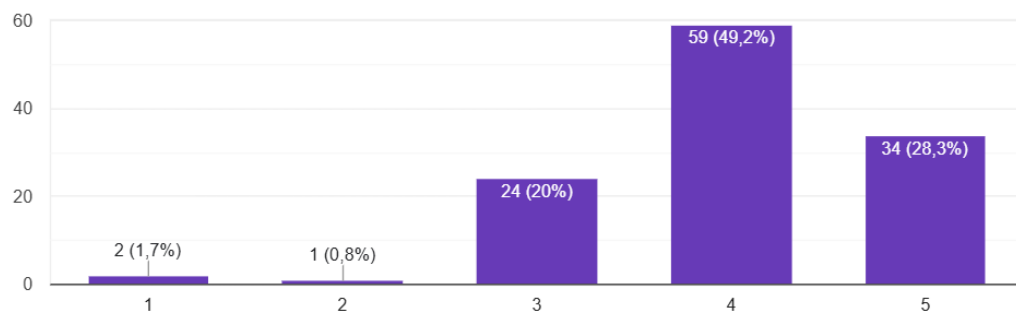
120 jawaban



Produk muara cafe and space dapat memenuhi kebutuhan saya

[Salin diagram](#)

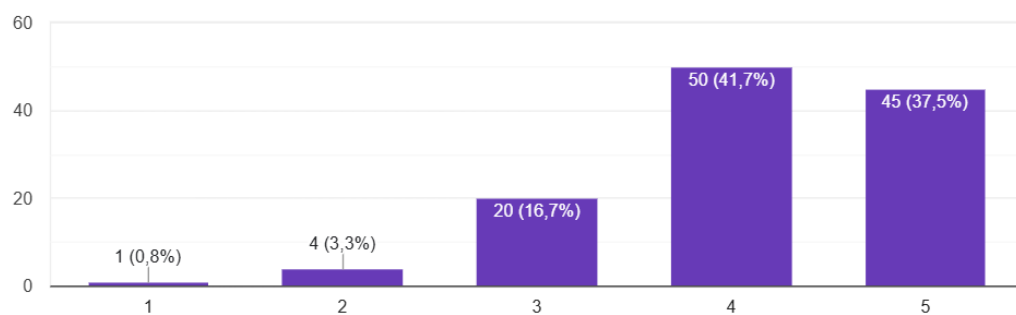
120 jawaban



Layanan dari muara cafe and space dapat memenuhi kebutuhan saya

[Salin diagram](#)

120 jawaban

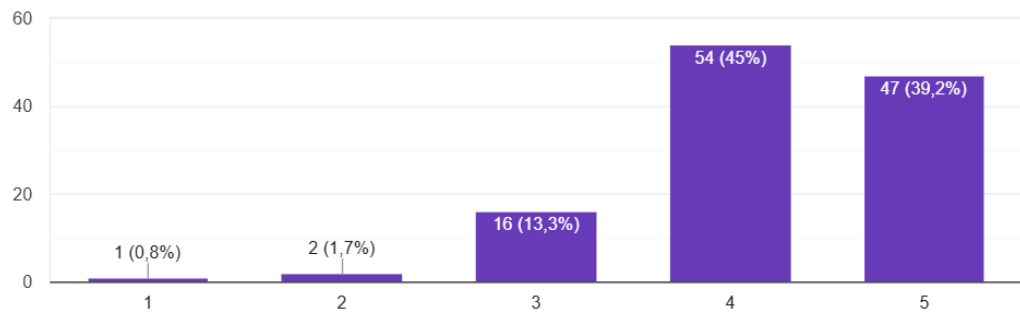


MINAT BELI ULANG

Saya mau melakukan pembelian ulang terhadap merek ini

[Salin diagram](#)

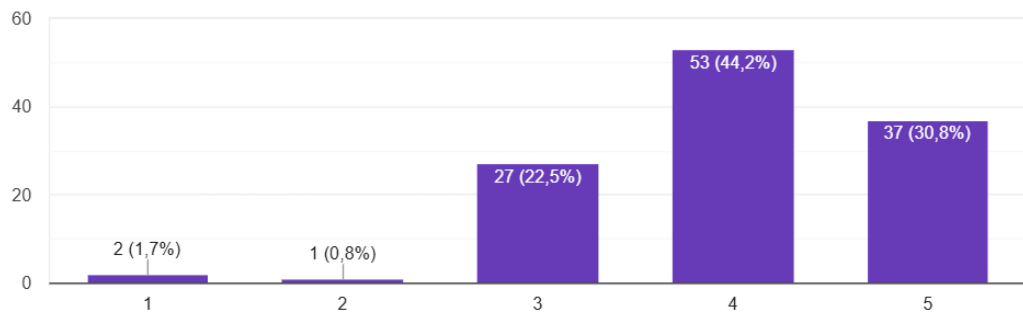
120 jawaban



Saya merasa percaya dengan merek ini

[Salin diagram](#)

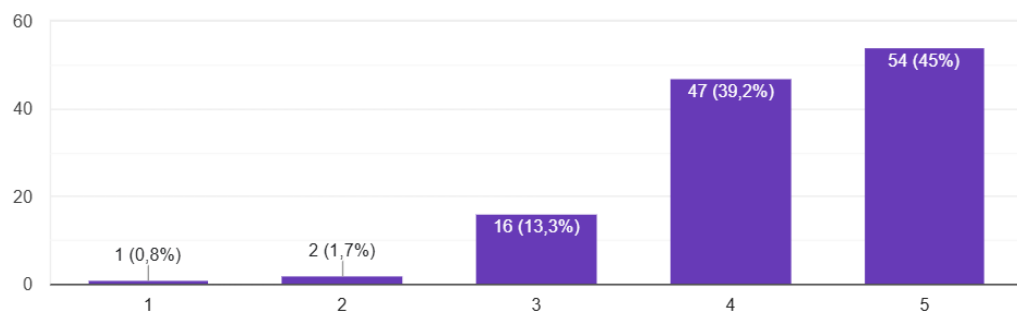
120 jawaban



Saya mau memberikan referensi kepada rekan saya untuk mencoba merek ini

[Salin diagram](#)

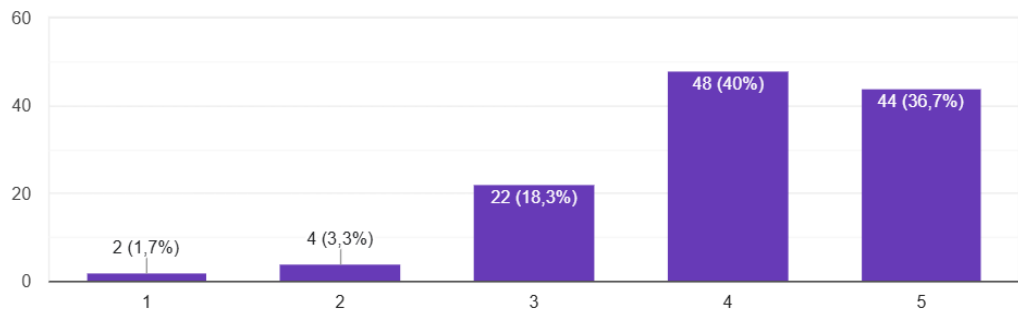
120 jawaban



Saya mau memberikan referensi atas merek ini melalui sosial media saya

[Salin diagram](#)

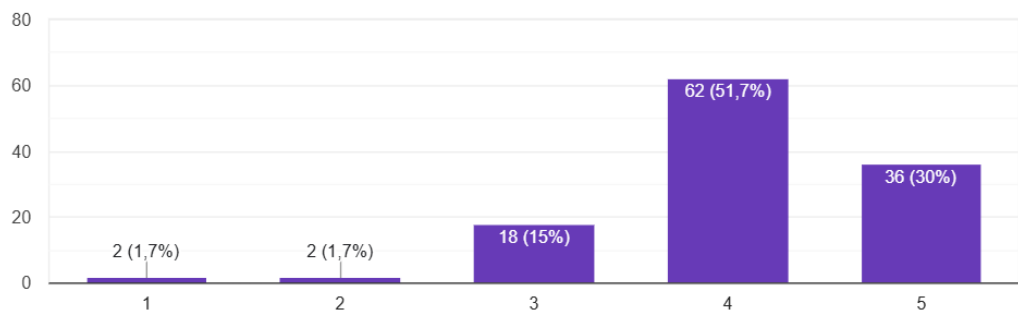
120 jawaban



Saya merasa puas ketika membeli produk dari merek ini

[Salin diagram](#)

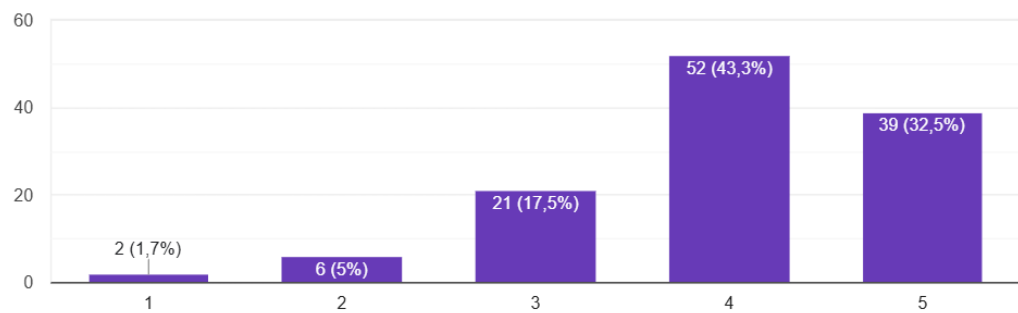
120 jawaban



Saya merasa produk dari merek ini menjadi selera saya

[Salin diagram](#)

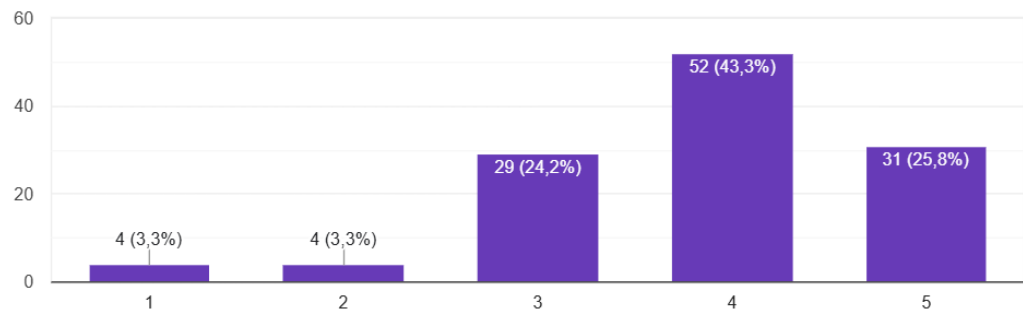
120 jawaban



Saya selalu mendapatkan informasi terbaru dari produk ini

[Salin diagram](#)

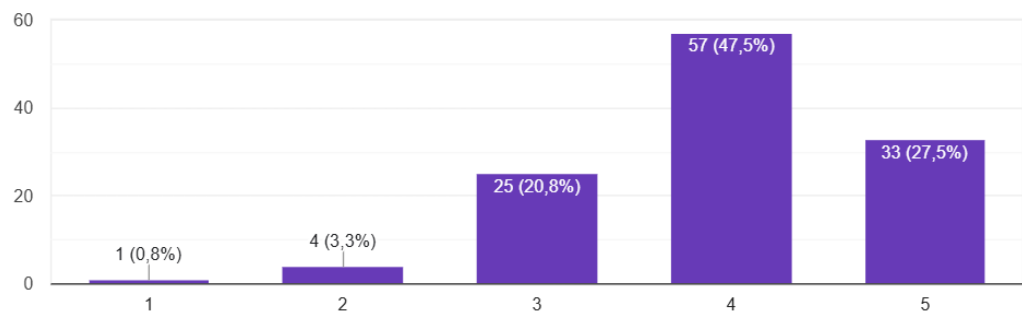
120 jawaban



Saya merasa merek ini cocok untuk menjadi pilihan saya

[Salin diagram](#)

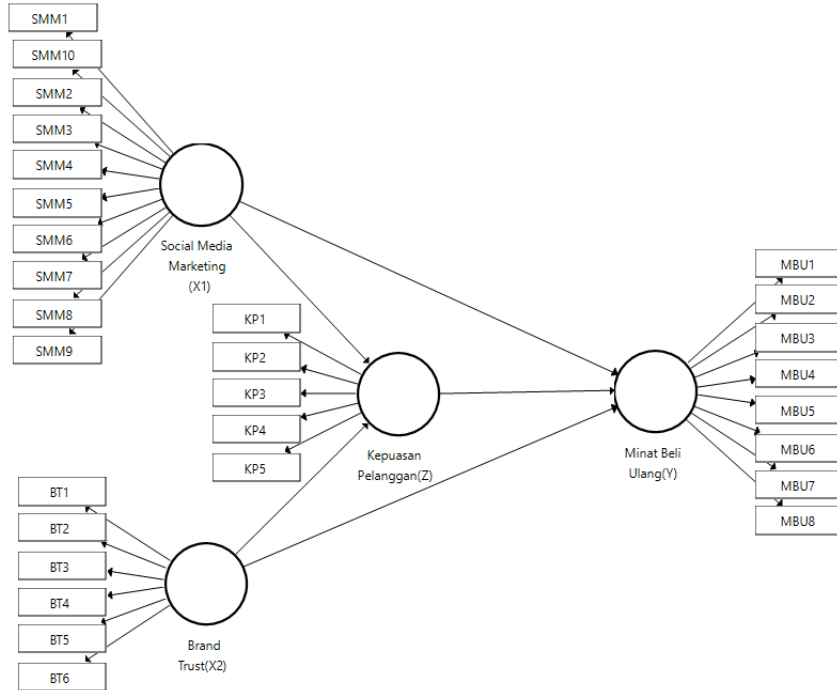
120 jawaban



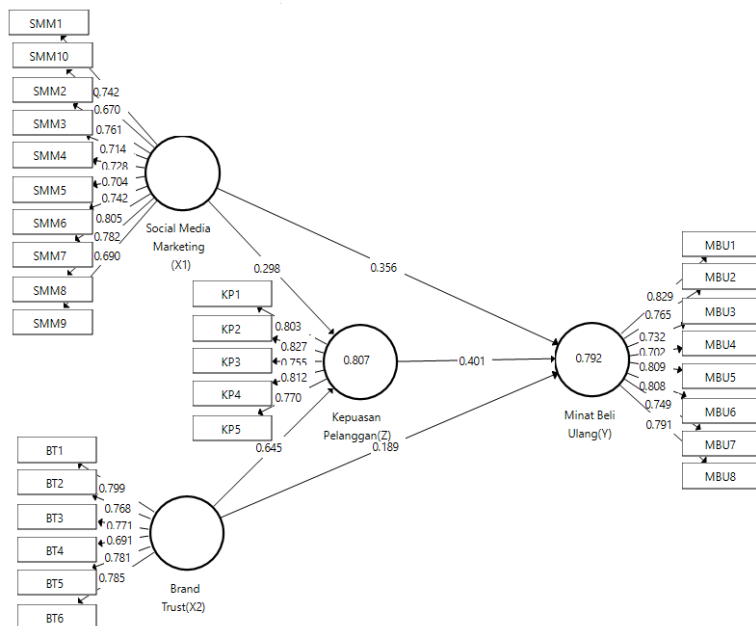
LAMPIRAN V

Hasil Uji SEM-PLS (SMART PLS Version 3)

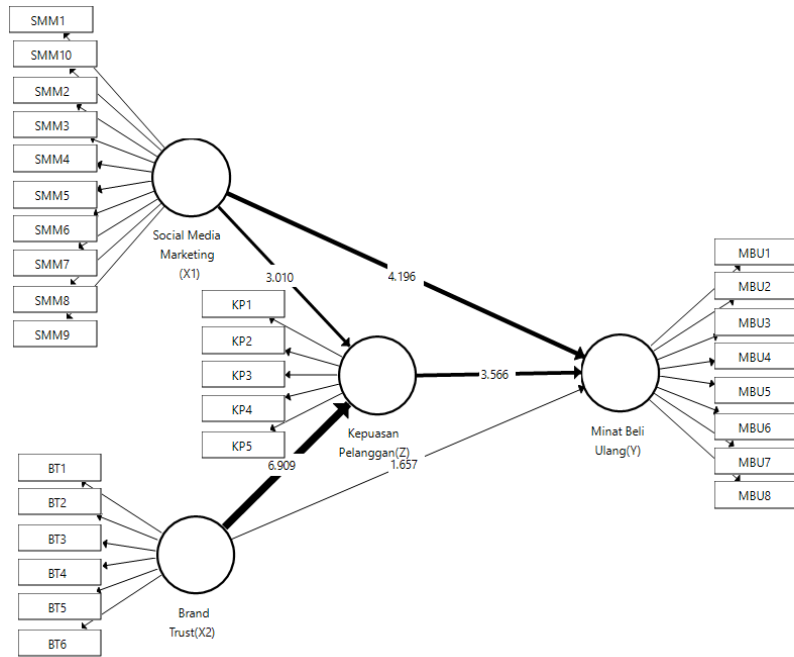
Skema PLS



PLS SEM Algorithm-Result Outer Model



PLS SEM Bootstrapping-Result Inner Model



Construct Reliability and Validity

SmartPLS: C:\Users\USER\smartpls_workspace

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- KWS PLS 1
- New Bagus Project
- PLS-SEM BOOK - Corporate Reputation Extended
- Punya masjid
- DATA VALID NO EDIT
- Tabulasi new csv1 [120 records]
- Archive

Indicators

| No. | Indicator |
|-----|-----------|
| 1 | SMM1 |
| 2 | SMM2 |
| 3 | SMM3 |
| 4 | SMM4 |
| 5 | SMM5 |
| 6 | SMM6 |
| 7 | SMM7 |
| 8 | SMM8 |
| 9 | SMM9 |
| 10 | SMM10 |

*DATA VALID NO EDIT.splsm PLS Algorithm (Run No. 1) Bootstrapping (Run No. 1)

Construct Reliability and Validity

| | Cronbach's Alpha | rho_A | Composi... | Average ... |
|---------------|------------------|--------|------------|-------------|
| Brand Tru... | 0.8592 | 0.8613 | 0.8952 | 0.5879 |
| Kepuasan... | 0.8531 | 0.8542 | 0.8950 | 0.6305 |
| Minat Beli... | 0.9040 | 0.9060 | 0.9227 | 0.5994 |
| Social Me... | 0.9049 | 0.9063 | 0.9213 | 0.5401 |

Final Results Quality Criteria Interim Results Base Data

Path Coefficients R Square Stop Criterion Changes Setting

Indirect Effects f Square Inner Model

Total Effects Construct Reliability and Validity Outer Model

Outer Loadings Discriminant Validity Indicator Data (Original)

Outer Weights Collinearity Statistics (VIF) Indicator Data (Standardized)

Latent Variable Model Fit Indicator Data (Correlations)

R-squared: Minimal Selection Criteria

89°F Partly sunny Search 15:59 22/11/2024

Discriminant validity(Fornell-lacker,HTMT,Cross Loading)

SmartPLS: C:\Users\USER\smartpls_workspace

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

*DATA VALID NO EDIT.splsm PLS Algorithm (Run No. 1) Bootstrapping (Run No. 1)

Discriminant Validity

Fornell-Larcker Criter... Cross Loadings Heterotrait-Monotrait ... Heterotrait-Monotrait ... Copy to Clipboard: Excel Format R Format

| | Brand Tru... | Kepuasan... | Minat Bel... | Social Me... |
|--------------|--------------|-------------|--------------|--------------|
| Brand Tru... | 0.7668 | | | |
| Kepuasan... | 0.8791 | 0.7940 | | |
| Minat Bel... | 0.8213 | 0.8538 | 0.7742 | |
| Social Me... | 0.7850 | 0.8045 | 0.8272 | 0.7349 |

Final Results Quality Criteria Interim Results Base Data

Path Coefficients R Square Stop Criterion Changes Setting

Indirect Effects f Square Inner Model

Total Effects Construct Reliability and Validity Outer Model

Outer Loadings Discriminant Validity Indicator Data (Original)

Outer Weights Collinearity Statistics (VIF) Indicator Data (Standardized)

Latent Variable Model Fit Indicator Data (Correlations)

Residuals Monte Carlo Selection Criteria

89°F Partly sunny 16.03 22/11/2024

SmartPLS: C:\Users\USER\smartpls_workspace

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

*DATA VALID NO EDIT.splsm PLS Algorithm (Run No. 1) Bootstrapping (Run No. 1)

Discriminant Validity

Fornell-Larcker Criter... Cross Loadings Heterotrait-Monotrait ... Heterotrait-Monotrait ... Copy to Clipboard: Excel Format R Format

| | Brand Tru... | Kepuasan... | Minat Bel... | Social Me... |
|-------|--------------|-------------|--------------|--------------|
| BT1 | 0.7995 | 0.6984 | 0.6661 | 0.6374 |
| BT2 | 0.7684 | 0.6705 | 0.6322 | 0.6249 |
| BT3 | 0.7714 | 0.7001 | 0.6040 | 0.5813 |
| BT4 | 0.6911 | 0.5724 | 0.6012 | 0.5381 |
| BT5 | 0.7809 | 0.6977 | 0.6570 | 0.5981 |
| BT6 | 0.7845 | 0.6969 | 0.6166 | 0.6274 |
| KP1 | 0.7471 | 0.8035 | 0.7025 | 0.6537 |
| KP2 | 0.7503 | 0.8273 | 0.6797 | 0.6579 |
| KP3 | 0.6662 | 0.7554 | 0.6566 | 0.5926 |
| KP4 | 0.6607 | 0.8121 | 0.6608 | 0.6326 |
| KP5 | 0.6591 | 0.7696 | 0.6881 | 0.6544 |
| MRI H | 0.6403 | 0.6860 | 0.8204 | 0.6956 |

Final Results Quality Criteria Interim Results Base Data

Path Coefficients R Square Stop Criterion Changes Setting

Indirect Effects f Square Inner Model

Total Effects Construct Reliability and Validity Outer Model

Outer Loadings Discriminant Validity Indicator Data (Original)

Outer Weights Collinearity Statistics (VIF) Indicator Data (Standardized)

Latent Variable Model Fit Indicator Data (Correlations)

Residuals Monte Carlo Selection Criteria

89°F Partly sunny 16.03 22/11/2024

SmartPLS: C:\Users\USER\smartpls_workspace

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- KWS PLS 1
- New Bagas Project
- PLS-SEM BOOK - Corporate Reputation Extended
- Punya masgun
 - DATA VALID NO EDIT
 - Tabulasi new csv1 [120 records]
- Archive

Indicators

| No. | Indicator |
|-----|-----------|
| 1 | SMM1 |
| 2 | SMM2 |
| 3 | SMM3 |
| 4 | SMM4 |
| 5 | SMM5 |
| 6 | SMM6 |
| 7 | SMM7 |
| 8 | SMM8 |
| 9 | SMM9 |
| 10 | SMM10 |

*DATA VALID NO EDIT.splsm PLS Algorithm (Run No. 1) Bootstrapping (Run No. 1)

Discriminant Validity

| | Brand Tru... | Kepuasan... | Minat Bel... | Social Me... |
|--------------|--------------|-------------|--------------|--------------|
| Brand Tru... | | | | |
| Kepuasan... | 1.0241 | | | |
| Minat Bel... | 0.9284 | 0.9681 | | |
| Social Me... | 0.8881 | 0.9132 | 0.9135 | |

Final Results Quality Criteria Interim Results Base Data

Path Coefficients B Square Stop Criterion Changes Setting

Indirect Effects f Square Inner Model

Total Effects Construct Reliability and Validity Outer Model

Outer Loadings Discriminant Validity Indicator Data (Original)

Outer Weights Collinearity Statistics (VIF) Indicator Data (Standardized)

Latent Variable Model Fit Indicator Data (Correlations)

89°F Partly sunny 16.03 22/11/2024

Path Coefficients

SmartPLS: C:\Users\USER\smartpls_workspace

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- KWS PLS 1
- New Bagas Project
- PLS-SEM BOOK - Corporate Reputation Extended
- Punya masgun
 - DATA VALID NO EDIT
 - Tabulasi new csv1 [120 records]
- Archive

Indicators

| No. | Indicator |
|-----|-----------|
| 1 | SMM1 |
| 2 | SMM2 |
| 3 | SMM3 |
| 4 | SMM4 |
| 5 | SMM5 |
| 6 | SMM6 |
| 7 | SMM7 |
| 8 | SMM8 |
| 9 | SMM9 |
| 10 | SMM10 |

*DATA VALID NO EDIT.splsm PLS Algorithm (Run No. 1) Bootstrapping (Run No. 1)

Path Coefficients

| | Brand Tru... | Kepuasan... | Minat Bel... | Social Me... |
|--------------|--------------|-------------|--------------|--------------|
| Brand Tru... | | 0.6450 | 0.1894 | |
| Kepuasan... | | | 0.4009 | |
| Minat Bel... | | | | |
| Social Me... | | 0.2982 | 0.3561 | |

Final Results Quality Criteria Interim Results Base Data

Path Coefficients B Square Stop Criterion Changes Setting

Indirect Effects f Square Inner Model

Total Effects Construct Reliability and Validity Outer Model

Outer Loadings Discriminant Validity Indicator Data (Original)

Outer Weights Collinearity Statistics (VIF) Indicator Data (Standardized)

Latent Variable Model Fit Indicator Data (Correlations)

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Collinearity Statistics

The screenshot displays the SmartPLS interface with the 'Collinearity Statistics (VIF)' window open. The window shows a table of VIF values for 10 indicators. The values are: BT1 (2.2396), BT2 (2.0872), BT3 (1.8499), BT4 (1.5213), BT5 (1.8974), BT6 (1.9117), KP1 (1.8792), KP2 (2.0573), KP3 (1.6823), KP4 (1.9590), and KP5 (1.7101). Below the table, there are four tabs: Final Results, Quality Criteria, Interim Results, and Base Data, each with a list of sub-items.

| Indicator | VIF |
|-----------|--------|
| BT1 | 2.2396 |
| BT2 | 2.0872 |
| BT3 | 1.8499 |
| BT4 | 1.5213 |
| BT5 | 1.8974 |
| BT6 | 1.9117 |
| KP1 | 1.8792 |
| KP2 | 2.0573 |
| KP3 | 1.6823 |
| KP4 | 1.9590 |
| KP5 | 1.7101 |

R Square

The screenshot displays the SmartPLS interface with the 'R Square' window open. The window shows a table with R Square and R Square Adjusted values for two indicators: 'Kepuasan...' and 'Minat Bel...'. The R Square values are 0.8069 and 0.7924, and the R Square Adjusted values are 0.8036 and 0.7870. Below the table, there are four tabs: Final Results, Quality Criteria, Interim Results, and Base Data, each with a list of sub-items.

| Indicator | R Square | R Square Adjusted |
|--------------|----------|-------------------|
| Kepuasan... | 0.8069 | 0.8036 |
| Minat Bel... | 0.7924 | 0.7870 |

F Square

SmartPLS: C:\Users\USER\smartpls_workspace

File Edit View Themes Calculate Info Language

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Project Explorer

- KWS PLS 1
- New Bagas Project
- PLS-SEM BOOK - Corporate Reputation Extended
- Punya masgun
 - DATA VALID NO EDIT
 - Tabulasi new csv1 [120 records]
 - Archive

Indicators

| No. | Indicator |
|-----|-----------|
| 1 | SMM1 |
| 2 | SMM2 |
| 3 | SMM3 |
| 4 | SMM4 |
| 5 | SMM5 |
| 6 | SMM6 |
| 7 | SMM7 |
| 8 | SMM8 |
| 9 | SMM9 |
| 10 | SMM10 |

f Square

Matrix f Square Copy to Clipboard: Excel Format R Format

| | Brand Tru... | Kepuasan... | Minat Bel... | Social Me... |
|--------------|--------------|-------------|--------------|--------------|
| Brand Tru... | | 0.8269 | 0.0363 | |
| Kepuasan... | | | 0.1495 | |
| Minat Bel... | | | | 0.1768 |
| Social Me... | | | | 0.1992 |

Final Results Quality Criteria Interim Results Base Data

Path Coefficients R Square Stop Criterion Changes Setting

Indirect Effects f Square Inner Model

Total Effects Construct Reliability and Validity Outer Model

Outer Loadings Discriminant Validity Indicator Data (Original)

Outer Weights Collinearity Statistics (VIF) Indicator Data (Standardized)

Latent Variable Model Fit Indicator Data (Correlations)

Residuals Model Selection Criteria

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Specific Indirect Effects

SmartPLS: C:\Users\USER\smartpls_workspace

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- KWS PLS 1
- New Bagas Project
- PLS-SEM BOOK - Corporate Reputation Extended
- Punya masgun
 - DATA VALID NO EDIT
 - Tabulasi new csv1 [120 records]
 - Archive

Indicators

| No. | Indicator |
|-----|-----------|
| 1 | SMM1 |
| 2 | SMM2 |
| 3 | SMM3 |
| 4 | SMM4 |
| 5 | SMM5 |
| 6 | SMM6 |
| 7 | SMM7 |
| 8 | SMM8 |
| 9 | SMM9 |
| 10 | SMM10 |

Specific Indirect Effects

Mean, STDEV, T-Values, P-... Confidence Intervals Confidence Intervals Bias ... Samples Copy to Clipboard: Excel Format R Format

| | Original ... | Sample ... | Standard ... | T Statistic... | P Values |
|--------------|--------------|------------|--------------|----------------|----------|
| Brand Tru... | 0.2586 | 0.2551 | 0.0864 | 2.9942 | 0.0029 |
| Social Me... | 0.1195 | 0.1150 | 0.0483 | 2.4764 | 0.0136 |

Final Results Histograms Base Data

Path Coefficients Path Coefficients Histogram Setting

Total Indirect Effects Indirect Effects Histogram Inner Model

Specific Indirect Effects Total Effects Histogram Outer Model

Total Effects Indicator Data (Original)

Outer Loadings Indicator Data (Standardized)

Outer Weights

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Path Coefficient

SmartPLS: C:\Users\USER\smartpls_workspace

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- KWS PLS 1
- New Bagas Project
- PLS-SEM BOOK - Corporate Reputation Extended
- Punya masgun
 - DATA VALID NO EDIT
 - Tabulasi new csv1 [120 records]
 - Archive

Indicators

| No. | Indicator |
|-----|-----------|
| 1 | SMM1 |
| 2 | SMM2 |
| 3 | SMM3 |
| 4 | SMM4 |
| 5 | SMM5 |
| 6 | SMM6 |
| 7 | SMM7 |
| 8 | SMM8 |
| 9 | SMM9 |
| 10 | SMM10 |

Path Coefficients

| | Mean, STDEV, T-Values, P-... | Confidence Intervals | Confidence Intervals Bias ... | Samples | Copy to Clipboard: | Excel Format | R Format |
|--------------|------------------------------|----------------------|-------------------------------|----------------|--------------------|--------------|----------|
| | Original ... | Sample ... | Standard ... | T Statistic... | P Values | | |
| Brand Tru... | 0.6450 | 0.6442 | 0.0934 | 6.9091 | 0.0000 | | |
| Brand Tru... | 0.1894 | 0.1896 | 0.1143 | 1.6566 | 0.0982 | | |
| Kepuasan... | 0.4009 | 0.3938 | 0.1124 | 3.5659 | 0.0004 | | |
| Social Me... | 0.2982 | 0.2965 | 0.0991 | 3.0099 | 0.0027 | | |
| Social Me... | 0.3561 | 0.3620 | 0.0849 | 4.1961 | 0.0000 | | |

Final Results Histograms Base Data

[Path Coefficients](#) [Path Coefficients Histogram](#) [Setting](#)
[Total Indirect Effects](#) [Indirect Effects Histogram](#) [Inner Model](#)
[Specific Indirect Effects](#) [Total Effects Histogram](#) [Outer Model](#)
[Total Effects](#) [Indicator Data \(Original\)](#)
[Outer Loadings](#) [Indicator Data \(Standardized\)](#)
[Outer Weights](#)

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