

# LAMPIRAN

## Lampiran 1

### Kuesioner Penelitian

#### Kuesioner Penelitian

Kepada Para Responden yang Terhormat,

Saya mahasiswa Institut Informatika dan Bisnis Darmajaya. Fakultas Ekonomi dan Bisnis yang sedang menyelesaikan skripsi dengan judul “Pengaruh *Brand Image* dan *Sosial Media Marketing* terhadap *Brand Loyalty* dengan Mediasi *Brand Love* Pada Skincare Daviena”. Penelitian ini dilakukan dengan tujuan untuk memperoleh informasi dari anda berkaitan dengan Pengaruh *Brand Image* dan *Sosial Media Marketing* terhadap *Brand Loyalty* dengan Mediasi *Brand Love*.

Saya berharap partisipasi para responden untuk dapat menyediakan waktu dan pendapatnya dalam pengisian kuesioner penelitian ini. Atas kerjasama dan bantuan yang diberikan tidak lupa saya mengucapkan terima kasih.

Hormat Saya,  
Peneliti

Vivi Pitaloka  
2112110101

## A. IDENTITAS RESPONDEN

1. Email :
2. Nama :
3. Usia : ☐ 17 - 25 tahun  
☐ 26 - 33 tahun  
☐ 34 - 42 tahun  
☐ 43 - 50 tahun
4. Pendidikan Terakhir : ☐ SMP  
☐ SMA  
☐ D3  
☐ S1  
☐ S2
5. Jenis Kelamin : ☐ Laki-laki  
☐ Perempuan
6. Berapa lama konsumen menggunakan Skincare?  
☐ > 6 bulan  
☐ 1 tahun  
☐ 2 tahun  
☐ > 3 tahun
7. Apakah anda mengikuti akun media social Skincare Daviena?  
☐ YA  
☐ TIDAK

Keterangan jawaban sebagai berikut :

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

| <i>Brand Image</i> |                                                                                                | STS | TS | N | S | SS |
|--------------------|------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| Kekuatan Merek     |                                                                                                |     |    |   |   |    |
| 1                  | Merek Daviena adalah merek yang terkenal                                                       |     |    |   |   |    |
| 2                  | Produk Skincare Daviena selalu menjadi salah satu pilihan utama saya.                          |     |    |   |   |    |
| Keberpihakan Merek |                                                                                                |     |    |   |   |    |
| 3                  | Daviena adalah merek Skincare yang sesuai dengan kebutuhan perawatan kulit saya.               |     |    |   |   |    |
| 4                  | Saya cenderung merekomendasikan Skincare Daviena kepada teman atau keluarga.                   |     |    |   |   |    |
| Keunikan Merek     |                                                                                                |     |    |   |   |    |
| 5                  | Produk Skincare Daviena memiliki karakteristik yang membedakannya dari merek Skincare lainnya. |     |    |   |   |    |
| 6                  | Pengalaman menggunakan produk Daviena terasa berbeda dibandingkan dengan produk merek lain.    |     |    |   |   |    |



|    |                                                                                                |  |  |  |  |  |
|----|------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 15 | Saya sering melihat ulasan tentang Skincare Daviena di media sosial.                           |  |  |  |  |  |
| 16 | Saya cenderung mencoba Skincare Daviena berdasarkan rekomendasi pengguna lain di media sosial. |  |  |  |  |  |

| <i>Brand Loyalty</i> |                                                                                                  | STS | TS | N | S | SS |
|----------------------|--------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| <i>Wom</i>           |                                                                                                  |     |    |   |   |    |
| 17                   | Saya sering merekomendasikan produk Skincare Daviena kepada teman atau keluarga.                 |     |    |   |   |    |
| 18                   | Saya senang berbagi pengalaman positif saya menggunakan produk Skincare Daviena.                 |     |    |   |   |    |
| Menolak ajakan       |                                                                                                  |     |    |   |   |    |
| 19                   | Saya tidak tertarik untuk mencoba merek Skincare lain karena saya percaya pada kualitas Daviena. |     |    |   |   |    |
| 20                   | Saya tetap menggunakan Daviena meskipun produk lain mungkin menawarkan manfaat yang serupa.      |     |    |   |   |    |
| Mengulangi pembelian |                                                                                                  |     |    |   |   |    |
| 21                   | Saya merasa puas dengan produk Daviena sehingga saya akan membelinya lagi.                       |     |    |   |   |    |
| 22                   | Saya berencana untuk terus membeli produk Skincare Daviena di masa mendatang.                    |     |    |   |   |    |

| <i>Brand Love</i> |                                                                                     | STS | TS | N | S | SS |
|-------------------|-------------------------------------------------------------------------------------|-----|----|---|---|----|
| 23                | Saya sangat menyukai merek Daviena dibandingkan dengan merek Skincare lainnya.      |     |    |   |   |    |
| 24                | Produk dari Daviena membuat saya merasa lebih percaya diri dan bahagia.             |     |    |   |   |    |
| 25                | Merek Daviena memberikan pengalaman yang sangat menyenangkan bagi penggunanya.      |     |    |   |   |    |
| 26                | Saya merasa sangat terhubung secara emosional dengan merek Daviena.                 |     |    |   |   |    |
| 27                | Saya menyukai merek Daviena karena produk dan pelayanannya.                         |     |    |   |   |    |
| 28                | Saya sangat menyukai Daviena sebagai merek Skincare favorit saya.                   |     |    |   |   |    |
| 29                | Daviena adalah merek yang memberikan pengalaman menyenangkan dalam perawatan kulit. |     |    |   |   |    |
| 30                | Saya merasa sangat terikat secara emosional dengan merek Daviena.                   |     |    |   |   |    |

## Lampiran 2

### Hasil Pengumpulan Data Jawaban Responden

#### Hasil Pengumpulan Data Jawaban 190 Responden

| No | <i>Brand Image</i> |     |     |     |     |     | Total |
|----|--------------------|-----|-----|-----|-----|-----|-------|
|    | BI1                | BI2 | BI3 | BI4 | BI5 | BI6 |       |
| 1  | 3                  | 3   | 2   | 4   | 4   | 3   | 19    |
| 2  | 3                  | 3   | 3   | 3   | 3   | 3   | 18    |
| 3  | 3                  | 3   | 2   | 4   | 3   | 4   | 19    |
| 4  | 3                  | 3   | 4   | 3   | 4   | 4   | 21    |
| 5  | 2                  | 3   | 2   | 3   | 2   | 2   | 14    |
| 6  | 3                  | 2   | 4   | 3   | 3   | 2   | 17    |
| 7  | 3                  | 2   | 3   | 2   | 3   | 4   | 17    |
| 8  | 3                  | 3   | 3   | 3   | 3   | 3   | 18    |
| 9  | 4                  | 3   | 4   | 3   | 4   | 3   | 21    |
| 10 | 4                  | 4   | 3   | 3   | 3   | 3   | 20    |
| 11 | 3                  | 4   | 3   | 3   | 3   | 2   | 18    |
| 12 | 5                  | 5   | 4   | 5   | 4   | 4   | 27    |
| 13 | 3                  | 3   | 3   | 3   | 2   | 4   | 18    |
| 14 | 3                  | 4   | 3   | 2   | 3   | 4   | 19    |
| 15 | 3                  | 2   | 3   | 3   | 3   | 3   | 17    |
| 16 | 4                  | 3   | 3   | 4   | 4   | 3   | 21    |
| 17 | 4                  | 4   | 4   | 4   | 4   | 4   | 24    |
| 18 | 4                  | 4   | 3   | 4   | 3   | 3   | 21    |
| 19 | 3                  | 3   | 3   | 3   | 4   | 2   | 18    |
| 20 | 2                  | 2   | 2   | 2   | 2   | 2   | 12    |
| 21 | 4                  | 4   | 3   | 4   | 3   | 4   | 22    |
| 22 | 3                  | 3   | 2   | 2   | 4   | 3   | 17    |
| 23 | 4                  | 4   | 4   | 4   | 4   | 4   | 24    |
| 24 | 4                  | 4   | 4   | 4   | 4   | 4   | 24    |



|           |   |   |   |   |   |   |    |
|-----------|---|---|---|---|---|---|----|
| <b>25</b> | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| <b>26</b> | 2 | 2 | 2 | 2 | 3 | 2 | 13 |
| <b>27</b> | 2 | 2 | 2 | 3 | 2 | 3 | 14 |
| <b>28</b> | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| <b>29</b> | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| <b>30</b> | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| <b>31</b> | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| <b>32</b> | 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| <b>33</b> | 3 | 3 | 3 | 3 | 2 | 4 | 18 |
| <b>34</b> | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| <b>35</b> | 2 | 2 | 3 | 2 | 2 | 2 | 13 |
| <b>36</b> | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| <b>37</b> | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| <b>38</b> | 2 | 2 | 2 | 3 | 2 | 2 | 13 |
| <b>39</b> | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| <b>40</b> | 3 | 2 | 3 | 3 | 2 | 4 | 17 |
| <b>41</b> | 3 | 3 | 2 | 2 | 3 | 3 | 16 |
| <b>42</b> | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| <b>43</b> | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| <b>44</b> | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| <b>45</b> | 3 | 4 | 3 | 2 | 4 | 2 | 18 |
| <b>46</b> | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| <b>47</b> | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| <b>48</b> | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| <b>49</b> | 3 | 3 | 3 | 2 | 3 | 3 | 17 |
| <b>50</b> | 3 | 3 | 2 | 3 | 2 | 3 | 16 |
| <b>51</b> | 3 | 3 | 2 | 4 | 4 | 3 | 19 |
| <b>52</b> | 3 | 3 | 4 | 2 | 3 | 3 | 18 |
| <b>53</b> | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| <b>54</b> | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

|           |   |   |   |   |   |   |    |
|-----------|---|---|---|---|---|---|----|
| <b>55</b> | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| <b>56</b> | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| <b>57</b> | 3 | 3 | 2 | 3 | 2 | 3 | 16 |
| <b>58</b> | 4 | 4 | 3 | 3 | 4 | 3 | 21 |
| <b>59</b> | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| <b>60</b> | 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| <b>61</b> | 2 | 2 | 2 | 2 | 3 | 2 | 13 |
| <b>62</b> | 3 | 2 | 3 | 3 | 2 | 4 | 17 |
| <b>63</b> | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| <b>64</b> | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| <b>65</b> | 3 | 4 | 4 | 4 | 3 | 3 | 21 |
| <b>66</b> | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| <b>67</b> | 3 | 3 | 3 | 2 | 3 | 4 | 18 |
| <b>68</b> | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| <b>69</b> | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| <b>70</b> | 4 | 3 | 4 | 3 | 3 | 3 | 20 |
| <b>71</b> | 3 | 3 | 3 | 2 | 4 | 3 | 18 |
| <b>72</b> | 3 | 2 | 4 | 3 | 3 | 3 | 18 |
| <b>73</b> | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| <b>74</b> | 2 | 3 | 2 | 2 | 2 | 2 | 13 |
| <b>75</b> | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| <b>76</b> | 3 | 3 | 3 | 2 | 4 | 4 | 19 |
| <b>77</b> | 3 | 2 | 3 | 3 | 2 | 3 | 16 |
| <b>78</b> | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| <b>79</b> | 3 | 3 | 2 | 3 | 4 | 3 | 18 |
| <b>80</b> | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| <b>81</b> | 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| <b>82</b> | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| <b>83</b> | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| <b>84</b> | 4 | 3 | 3 | 3 | 3 | 4 | 20 |

|            |   |   |   |   |   |   |    |
|------------|---|---|---|---|---|---|----|
| <b>85</b>  | 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| <b>86</b>  | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| <b>87</b>  | 5 | 5 | 4 | 5 | 4 | 5 | 28 |
| <b>88</b>  | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| <b>89</b>  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| <b>90</b>  | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| <b>91</b>  | 3 | 3 | 3 | 4 | 2 | 3 | 18 |
| <b>92</b>  | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| <b>93</b>  | 3 | 3 | 4 | 3 | 2 | 3 | 18 |
| <b>94</b>  | 3 | 3 | 2 | 4 | 4 | 3 | 19 |
| <b>95</b>  | 3 | 4 | 3 | 3 | 2 | 4 | 19 |
| <b>96</b>  | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| <b>97</b>  | 3 | 4 | 3 | 2 | 3 | 2 | 17 |
| <b>98</b>  | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| <b>99</b>  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| <b>100</b> | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| <b>101</b> | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| <b>102</b> | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| <b>103</b> | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| <b>104</b> | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| <b>105</b> | 3 | 4 | 4 | 2 | 4 | 3 | 20 |
| <b>106</b> | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| <b>107</b> | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| <b>108</b> | 4 | 3 | 4 | 4 | 3 | 3 | 21 |
| <b>109</b> | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| <b>110</b> | 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| <b>111</b> | 3 | 3 | 3 | 4 | 2 | 3 | 18 |
| <b>112</b> | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| <b>113</b> | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| <b>114</b> | 4 | 3 | 4 | 3 | 4 | 3 | 21 |

|     |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|----|
| 115 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 116 | 3 | 3 | 3 | 2 | 3 | 3 | 17 |
| 117 | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| 118 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 119 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 120 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 121 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 122 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 123 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 124 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 125 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 126 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 127 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 128 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 129 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 130 | 3 | 4 | 4 | 3 | 3 | 2 | 19 |
| 131 | 3 | 2 | 3 | 3 | 2 | 3 | 16 |
| 132 | 2 | 2 | 3 | 2 | 2 | 2 | 13 |
| 133 | 3 | 3 | 3 | 2 | 4 | 2 | 17 |
| 134 | 3 | 3 | 3 | 2 | 2 | 4 | 17 |
| 135 | 3 | 3 | 4 | 4 | 4 | 3 | 21 |
| 136 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 137 | 3 | 4 | 2 | 3 | 3 | 3 | 18 |
| 138 | 3 | 2 | 4 | 2 | 3 | 4 | 18 |
| 139 | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 140 | 2 | 3 | 2 | 2 | 2 | 3 | 14 |
| 141 | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 142 | 3 | 3 | 4 | 2 | 3 | 3 | 18 |
| 143 | 2 | 2 | 3 | 2 | 2 | 2 | 13 |
| 144 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |

|     |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|----|
| 145 | 2 | 3 | 3 | 3 | 2 | 3 | 16 |
| 146 | 2 | 2 | 3 | 2 | 2 | 2 | 13 |
| 147 | 3 | 3 | 3 | 3 | 4 | 2 | 18 |
| 148 | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| 149 | 3 | 3 | 4 | 2 | 3 | 3 | 18 |
| 150 | 3 | 3 | 3 | 2 | 3 | 4 | 18 |
| 151 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 152 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 153 | 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| 154 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 155 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 156 | 2 | 2 | 3 | 2 | 2 | 2 | 13 |
| 157 | 2 | 3 | 3 | 2 | 3 | 3 | 16 |
| 158 | 3 | 3 | 4 | 3 | 3 | 2 | 18 |
| 159 | 3 | 3 | 4 | 2 | 2 | 4 | 18 |
| 160 | 3 | 2 | 3 | 3 | 3 | 3 | 17 |
| 161 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 162 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 163 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 164 | 3 | 3 | 3 | 2 | 4 | 3 | 18 |
| 165 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 166 | 3 | 3 | 3 | 4 | 4 | 3 | 20 |
| 167 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 168 | 3 | 3 | 4 | 3 | 3 | 4 | 20 |
| 169 | 3 | 2 | 4 | 3 | 3 | 3 | 18 |
| 170 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 171 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 172 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 173 | 3 | 2 | 3 | 4 | 4 | 3 | 19 |
| 174 | 3 | 3 | 2 | 2 | 3 | 4 | 17 |

|     |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|----|
| 175 | 3 | 3 | 3 | 2 | 3 | 4 | 18 |
| 176 | 3 | 2 | 3 | 4 | 3 | 2 | 17 |
| 177 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 178 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 179 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 180 | 3 | 3 | 3 | 3 | 3 | 2 | 17 |
| 181 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 182 | 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| 183 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 184 | 3 | 3 | 4 | 3 | 3 | 2 | 18 |
| 185 | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| 186 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 187 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 188 | 3 | 3 | 3 | 3 | 2 | 2 | 16 |
| 189 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 190 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |

**Hasil Pengumpulan Data Jawaban 190 Responden**

| No | <i>Social Media Marketing(X2)</i> |      |      |      |      |      |      |      |      |       | Total |
|----|-----------------------------------|------|------|------|------|------|------|------|------|-------|-------|
|    | SMM1                              | SMM2 | SMM3 | SMM4 | SMM5 | SMM6 | SMM7 | SMM8 | SMM9 | SMM10 |       |
| 1  | 2                                 | 5    | 3    | 5    | 5    | 3    | 4    | 3    | 5    | 5     | 40    |
| 2  | 3                                 | 2    | 4    | 2    | 3    | 3    | 2    | 3    | 4    | 3     | 29    |
| 3  | 4                                 | 4    | 5    | 5    | 5    | 4    | 4    | 4    | 4    | 5     | 44    |
| 4  | 4                                 | 4    | 2    | 3    | 3    | 4    | 3    | 4    | 2    | 2     | 31    |
| 5  | 3                                 | 4    | 2    | 4    | 2    | 4    | 3    | 2    | 3    | 4     | 31    |
| 6  | 5                                 | 3    | 5    | 3    | 4    | 5    | 3    | 3    | 4    | 4     | 39    |
| 7  | 5                                 | 3    | 5    | 4    | 5    | 4    | 5    | 5    | 4    | 4     | 44    |
| 8  | 4                                 | 5    | 5    | 3    | 3    | 3    | 3    | 3    | 3    | 3     | 35    |
| 9  | 4                                 | 5    | 4    | 5    | 5    | 4    | 4    | 5    | 5    | 5     | 46    |
| 10 | 5                                 | 5    | 3    | 3    | 3    | 4    | 3    | 5    | 3    | 4     | 38    |
| 11 | 5                                 | 5    | 4    | 5    | 5    | 5    | 4    | 4    | 5    | 5     | 47    |

|    |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 12 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 47 |
| 13 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 47 |
| 14 | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 5 | 4 | 4 | 42 |
| 15 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 16 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 2 | 4 | 33 |
| 17 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 18 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 4 | 4 | 26 |
| 19 | 3 | 3 | 4 | 4 | 2 | 4 | 2 | 3 | 4 | 4 | 33 |
| 20 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 38 |
| 21 | 4 | 1 | 2 | 1 | 3 | 3 | 2 | 1 | 1 | 2 | 20 |
| 22 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 12 |
| 23 | 4 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 39 |
| 24 | 4 | 2 | 2 | 4 | 2 | 3 | 4 | 2 | 4 | 3 | 30 |
| 25 | 3 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 34 |
| 26 | 2 | 2 | 2 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 30 |
| 27 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 13 |
| 28 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 43 |
| 29 | 3 | 3 | 5 | 3 | 5 | 4 | 5 | 3 | 3 | 5 | 39 |
| 30 | 2 | 3 | 2 | 3 | 1 | 1 | 3 | 1 | 3 | 1 | 20 |
| 31 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 47 |
| 32 | 2 | 4 | 3 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 36 |
| 33 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 5 | 4 | 34 |
| 34 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 3 | 45 |
| 35 | 3 | 3 | 1 | 2 | 2 | 3 | 3 | 2 | 1 | 3 | 23 |
| 36 | 5 | 4 | 5 | 4 | 3 | 5 | 3 | 5 | 4 | 5 | 43 |
| 37 | 4 | 3 | 4 | 2 | 4 | 4 | 2 | 3 | 2 | 3 | 31 |
| 38 | 1 | 2 | 3 | 3 | 1 | 1 | 2 | 3 | 3 | 3 | 22 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 39 |
| 40 | 4 | 3 | 3 | 2 | 2 | 4 | 4 | 2 | 3 | 3 | 30 |
| 41 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 43 |

|    |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 42 | 4 | 4 | 2 | 4 | 3 | 4 | 2 | 3 | 3 | 4 | 33 |
| 43 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 2 | 4 | 2 | 28 |
| 44 | 4 | 1 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 2 | 22 |
| 45 | 3 | 3 | 4 | 4 | 3 | 3 | 5 | 4 | 3 | 4 | 36 |
| 46 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 46 |
| 47 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 3 | 27 |
| 48 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 44 |
| 49 | 1 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 21 |
| 50 | 2 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 2 | 26 |
| 51 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 4 | 5 | 45 |
| 52 | 5 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 35 |
| 53 | 5 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 41 |
| 54 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 46 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 48 |
| 56 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 33 |
| 57 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 32 |
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| 63 | 2 | 4 | 4 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 25 |
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| 65 | 5 | 4 | 5 | 5 | 3 | 5 | 4 | 5 | 3 | 5 | 44 |
| 66 | 2 | 3 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 35 |
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| 69 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 70 | 4 | 3 | 5 | 5 | 4 | 3 | 3 | 5 | 3 | 5 | 40 |
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| 73  | 2 | 3 | 3 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 35 |
| 74  | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 3 | 2 | 2 | 15 |
| 75  | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 39 |
| 76  | 2 | 3 | 1 | 3 | 1 | 3 | 3 | 2 | 2 | 1 | 21 |
| 77  | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 78  | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 43 |
| 79  | 2 | 4 | 2 | 2 | 4 | 3 | 4 | 3 | 4 | 3 | 31 |
| 80  | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 42 |
| 81  | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
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| 83  | 2 | 4 | 4 | 2 | 4 | 3 | 4 | 2 | 4 | 2 | 31 |
| 84  | 3 | 3 | 4 | 2 | 4 | 3 | 4 | 2 | 3 | 2 | 30 |
| 85  | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 86  | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 47 |
| 87  | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 38 |
| 88  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
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| 91  | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 44 |
| 92  | 2 | 4 | 4 | 3 | 5 | 3 | 4 | 3 | 3 | 5 | 36 |
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| 96  | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 97  | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| 98  | 3 | 5 | 3 | 5 | 4 | 3 | 3 | 3 | 5 | 4 | 38 |
| 99  | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 47 |
| 100 | 3 | 2 | 4 | 3 | 2 | 2 | 2 | 2 | 3 | 4 | 27 |
| 101 | 4 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 3 | 3 | 40 |

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| 104 | 3 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 43 |
| 105 | 2 | 3 | 2 | 3 | 3 | 1 | 2 | 1 | 1 | 3 | 21 |
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| 135 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 45 |
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| 137 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 12 |
| 138 | 2 | 2 | 2 | 4 | 4 | 2 | 3 | 4 | 4 | 3 | 30 |
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| 143 | 1 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 15 |
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| 155 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 3 | 5 | 5 | 43 |
| 156 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 49 |
| 157 | 1 | 2 | 1 | 1 | 2 | 1 | 3 | 1 | 2 | 1 | 15 |
| 158 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 159 | 2 | 1 | 1 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 20 |
| 160 | 3 | 4 | 4 | 2 | 4 | 3 | 4 | 2 | 4 | 2 | 32 |
| 161 | 2 | 3 | 3 | 4 | 3 | 3 | 5 | 4 | 5 | 3 | 35 |

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| 163 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 47 |
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| 165 | 3 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 40 |
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| 167 | 5 | 4 | 3 | 5 | 3 | 5 | 3 | 3 | 5 | 4 | 40 |
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| 173 | 1 | 3 | 3 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 18 |
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| 177 | 2 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 2 | 2 | 30 |
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| 182 | 4 | 3 | 3 | 4 | 3 | 5 | 3 | 3 | 3 | 3 | 34 |
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| 185 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 4 | 5 | 39 |
| 186 | 4 | 5 | 3 | 5 | 3 | 5 | 5 | 3 | 3 | 5 | 41 |
| 187 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 44 |
| 188 | 3 | 1 | 1 | 1 | 2 | 2 | 3 | 3 | 1 | 2 | 19 |
| 189 | 2 | 5 | 3 | 4 | 5 | 3 | 3 | 3 | 4 | 3 | 35 |
| 190 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 38 |

**Hasil Pengumpulan Data Jawaban 190 Responden**

| No | <i>Brand Loyalty (Y)</i> |      |      |      |      |      | Total |
|----|--------------------------|------|------|------|------|------|-------|
|    | BLY1                     | BLY2 | BLY3 | BLY4 | BLY5 | BLY6 |       |
| 1  | 4                        | 4    | 4    | 3    | 4    | 3    | 22    |
| 2  | 3                        | 5    | 5    | 5    | 3    | 4    | 25    |
| 3  | 4                        | 4    | 4    | 4    | 3    | 4    | 23    |
| 4  | 3                        | 3    | 3    | 4    | 4    | 3    | 20    |
| 5  | 2                        | 2    | 4    | 4    | 2    | 2    | 16    |
| 6  | 4                        | 4    | 5    | 5    | 4    | 4    | 26    |
| 7  | 4                        | 3    | 4    | 4    | 3    | 4    | 22    |
| 8  | 3                        | 2    | 2    | 2    | 3    | 3    | 15    |
| 9  | 4                        | 3    | 3    | 4    | 4    | 4    | 22    |
| 10 | 2                        | 3    | 3    | 3    | 2    | 3    | 16    |
| 11 | 4                        | 4    | 4    | 3    | 3    | 4    | 22    |
| 12 | 4                        | 4    | 5    | 5    | 5    | 5    | 28    |
| 13 | 2                        | 2    | 5    | 5    | 1    | 1    | 16    |
| 14 | 4                        | 4    | 4    | 3    | 4    | 3    | 22    |
| 15 | 5                        | 4    | 5    | 5    | 5    | 5    | 29    |
| 16 | 4                        | 3    | 3    | 4    | 4    | 4    | 22    |
| 17 | 4                        | 4    | 4    | 2    | 2    | 4    | 20    |
| 18 | 3                        | 3    | 4    | 4    | 4    | 4    | 22    |
| 19 | 4                        | 3    | 3    | 4    | 4    | 4    | 22    |
| 20 | 3                        | 1    | 3    | 1    | 3    | 1    | 12    |
| 21 | 2                        | 2    | 2    | 2    | 2    | 2    | 12    |
| 22 | 3                        | 3    | 2    | 2    | 2    | 2    | 14    |
| 23 | 4                        | 4    | 5    | 5    | 5    | 5    | 28    |
| 24 | 3                        | 3    | 4    | 4    | 4    | 4    | 22    |
| 25 | 2                        | 2    | 3    | 3    | 3    | 3    | 16    |
| 26 | 4                        | 4    | 3    | 3    | 3    | 3    | 20    |
| 27 | 2                        | 2    | 3    | 3    | 2    | 2    | 14    |

|    |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|----|
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| 29 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 30 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 31 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 32 | 4 | 4 | 4 | 2 | 2 | 4 | 20 |
| 33 | 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 34 | 2 | 3 | 3 | 3 | 3 | 2 | 16 |
| 35 | 3 | 3 | 2 | 2 | 3 | 3 | 16 |
| 36 | 3 | 4 | 4 | 3 | 5 | 5 | 24 |
| 37 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| 38 | 2 | 2 | 3 | 3 | 3 | 3 | 16 |
| 39 | 3 | 2 | 2 | 3 | 3 | 3 | 16 |
| 40 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 41 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 42 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 43 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 44 | 2 | 2 | 3 | 3 | 3 | 3 | 16 |
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| 46 | 5 | 5 | 4 | 4 | 3 | 3 | 24 |
| 47 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 48 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 49 | 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 50 | 3 | 2 | 2 | 3 | 3 | 3 | 16 |
| 51 | 2 | 2 | 3 | 3 | 2 | 2 | 14 |
| 52 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 53 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 54 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
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| 56 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
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| <b>58</b> | 5 | 5 | 5 | 5 | 4 | 3 | 27 |
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| <b>61</b> | 2 | 2 | 3 | 3 | 3 | 2 | 15 |
| <b>62</b> | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| <b>63</b> | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| <b>64</b> | 3 | 3 | 2 | 2 | 4 | 4 | 18 |
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| <b>68</b> | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| <b>69</b> | 3 | 3 | 4 | 4 | 5 | 5 | 24 |
| <b>70</b> | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| <b>71</b> | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| <b>72</b> | 2 | 2 | 3 | 3 | 3 | 2 | 15 |
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| <b>79</b> | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
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| <b>81</b> | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| <b>82</b> | 2 | 3 | 3 | 3 | 2 | 3 | 16 |
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| <b>84</b> | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| <b>85</b> | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| <b>86</b> | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
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| <b>89</b>  | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| <b>90</b>  | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| <b>91</b>  | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| <b>92</b>  | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| <b>93</b>  | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| <b>94</b>  | 4 | 4 | 2 | 3 | 2 | 3 | 18 |
| <b>95</b>  | 4 | 3 | 4 | 4 | 3 | 3 | 21 |
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| <b>97</b>  | 5 | 5 | 5 | 5 | 3 | 3 | 26 |
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| <b>99</b>  | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| <b>100</b> | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| <b>101</b> | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| <b>102</b> | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| <b>103</b> | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
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| <b>111</b> | 4 | 4 | 4 | 4 | 2 | 2 | 20 |
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| 119 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
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| 146 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
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| <b>151</b> | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| <b>152</b> | 1 | 1 | 5 | 5 | 5 | 1 | 18 |
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| <b>161</b> | 5 | 5 | 5 | 2 | 2 | 5 | 24 |
| <b>162</b> | 2 | 5 | 5 | 2 | 3 | 3 | 20 |
| <b>163</b> | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| <b>164</b> | 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| <b>165</b> | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| <b>166</b> | 3 | 4 | 4 | 4 | 3 | 4 | 22 |
| <b>167</b> | 5 | 3 | 3 | 5 | 5 | 5 | 26 |
| <b>168</b> | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| <b>169</b> | 5 | 2 | 2 | 5 | 5 | 5 | 24 |
| <b>170</b> | 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| <b>171</b> | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| <b>172</b> | 3 | 5 | 5 | 5 | 5 | 3 | 26 |
| <b>173</b> | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| <b>174</b> | 1 | 2 | 2 | 1 | 1 | 1 | 8  |
| <b>175</b> | 4 | 4 | 4 | 4 | 3 | 5 | 24 |
| <b>176</b> | 2 | 2 | 4 | 4 | 4 | 4 | 20 |
| <b>177</b> | 5 | 5 | 5 | 4 | 5 | 5 | 29 |

|     |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|----|
| 178 | 4 | 2 | 2 | 4 | 4 | 4 | 20 |
| 179 | 4 | 4 | 4 | 2 | 2 | 4 | 20 |
| 180 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 181 | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 182 | 2 | 2 | 4 | 3 | 3 | 4 | 18 |
| 183 | 5 | 4 | 4 | 5 | 4 | 5 | 27 |
| 184 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 185 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 186 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 187 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 188 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 189 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 190 | 5 | 2 | 2 | 5 | 5 | 5 | 24 |

#### Hasil Pengumpulan Data Jawaban 190 Responden

| No | <i>Brand Love</i> |      |      |      |      |      |      |      | Total |
|----|-------------------|------|------|------|------|------|------|------|-------|
|    | BLV1              | BLV2 | BLV3 | BLV4 | BLV5 | BLV6 | BLV7 | BLV8 |       |
| 1  | 4                 | 4    | 3    | 3    | 5    | 5    | 3    | 3    | 30    |
| 2  | 3                 | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 24    |
| 3  | 4                 | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 32    |
| 4  | 3                 | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 24    |
| 5  | 4                 | 2    | 2    | 4    | 2    | 4    | 2    | 4    | 24    |
| 6  | 4                 | 4    | 4    | 4    | 4    | 4    | 3    | 3    | 30    |
| 7  | 3                 | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 30    |
| 8  | 3                 | 3    | 3    | 3    | 3    | 5    | 5    | 3    | 28    |
| 9  | 4                 | 4    | 4    | 5    | 4    | 5    | 4    | 4    | 34    |
| 10 | 2                 | 2    | 3    | 3    | 3    | 3    | 3    | 3    | 22    |
| 11 | 4                 | 4    | 4    | 3    | 2    | 4    | 4    | 4    | 29    |
| 12 | 5                 | 5    | 5    | 5    | 4    | 4    | 5    | 5    | 38    |

|    |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|----|
| 13 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 14 | 4 | 3 | 4 | 4 | 1 | 3 | 1 | 4 | 24 |
| 15 | 5 | 4 | 4 | 5 | 3 | 3 | 5 | 5 | 34 |
| 16 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 33 |
| 17 | 2 | 3 | 5 | 4 | 5 | 4 | 3 | 2 | 28 |
| 18 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 29 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 30 |
| 20 | 1 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 20 |
| 21 | 3 | 3 | 2 | 4 | 4 | 2 | 2 | 2 | 22 |
| 22 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 18 |
| 23 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 38 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 30 |
| 25 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 26 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 2 | 24 |
| 27 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 14 |
| 28 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 34 |
| 29 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 37 |
| 30 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 2 | 26 |
| 31 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| 32 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 38 |
| 33 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 28 |
| 34 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 21 |
| 35 | 1 | 3 | 3 | 3 | 3 | 3 | 1 | 1 | 18 |
| 36 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 37 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 28 |
| 38 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 21 |
| 39 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 22 |
| 40 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 30 |
| 41 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 38 |
| 42 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 30 |

|    |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|----|
| 43 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 30 |
| 44 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 22 |
| 45 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 30 |
| 46 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 47 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 30 |
| 48 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 29 |
| 49 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 2 | 24 |
| 50 | 3 | 3 | 3 | 5 | 5 | 3 | 2 | 2 | 26 |
| 51 | 5 | 5 | 3 | 3 | 5 | 2 | 2 | 5 | 30 |
| 52 | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 28 |
| 53 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 34 |
| 54 | 5 | 4 | 4 | 3 | 5 | 3 | 3 | 4 | 31 |
| 55 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 30 |
| 56 | 3 | 5 | 4 | 3 | 5 | 3 | 4 | 3 | 30 |
| 57 | 3 | 3 | 3 | 4 | 4 | 2 | 2 | 3 | 24 |
| 58 | 3 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 34 |
| 59 | 3 | 3 | 3 | 3 | 5 | 5 | 3 | 3 | 28 |
| 60 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 38 |
| 61 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 63 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 28 |
| 64 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 32 |
| 65 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 37 |
| 66 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 28 |
| 67 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 34 |
| 68 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 38 |
| 69 | 5 | 5 | 5 | 2 | 5 | 3 | 3 | 2 | 30 |
| 70 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 38 |
| 71 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 28 |
| 72 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 27 |

|     |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|----|
| 73  | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 74  | 2 | 3 | 4 | 3 | 4 | 3 | 2 | 2 | 23 |
| 75  | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 30 |
| 76  | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 77  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 38 |
| 78  | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 2 | 34 |
| 79  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 80  | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 28 |
| 81  | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| 82  | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 22 |
| 83  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 84  | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 28 |
| 85  | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 36 |
| 86  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 87  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 88  | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| 89  | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 30 |
| 90  | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 38 |
| 91  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 92  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 93  | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 28 |
| 94  | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 30 |
| 95  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 96  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 38 |
| 97  | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 38 |
| 98  | 2 | 5 | 5 | 5 | 2 | 2 | 5 | 5 | 31 |
| 99  | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 100 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 30 |
| 101 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| 102 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 36 |

|            |   |   |   |   |   |   |   |   |    |
|------------|---|---|---|---|---|---|---|---|----|
| <b>103</b> | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| <b>104</b> | 5 | 4 | 3 | 3 | 5 | 5 | 2 | 2 | 29 |
| <b>105</b> | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| <b>106</b> | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 28 |
| <b>107</b> | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 |
| <b>108</b> | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 30 |
| <b>109</b> | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| <b>110</b> | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 24 |
| <b>111</b> | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| <b>112</b> | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 36 |
| <b>113</b> | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 28 |
| <b>114</b> | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 38 |
| <b>115</b> | 3 | 3 | 5 | 5 | 5 | 5 | 2 | 2 | 30 |
| <b>116</b> | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 38 |
| <b>117</b> | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 28 |
| <b>118</b> | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 30 |
| <b>119</b> | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 38 |
| <b>120</b> | 4 | 4 | 2 | 2 | 2 | 4 | 4 | 4 | 26 |
| <b>121</b> | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 38 |
| <b>122</b> | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 36 |
| <b>123</b> | 3 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 34 |
| <b>124</b> | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 36 |
| <b>125</b> | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| <b>126</b> | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 30 |
| <b>127</b> | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 |
| <b>128</b> | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 38 |
| <b>129</b> | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| <b>130</b> | 1 | 3 | 3 | 3 | 2 | 2 | 1 | 1 | 16 |
| <b>131</b> | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| <b>132</b> | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 11 |

|     |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|----|
| 133 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 22 |
| 134 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 28 |
| 135 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 136 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 26 |
| 137 | 1 | 1 | 1 | 1 | 3 | 3 | 1 | 1 | 12 |
| 138 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 139 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 18 |
| 140 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 22 |
| 141 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 30 |
| 142 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 |
| 143 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 10 |
| 144 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 18 |
| 145 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| 146 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 18 |
| 147 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 148 | 2 | 2 | 4 | 4 | 4 | 3 | 4 | 3 | 26 |
| 149 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 21 |
| 150 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| 151 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 36 |
| 152 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 153 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 154 | 5 | 5 | 4 | 4 | 3 | 4 | 2 | 2 | 29 |
| 155 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 30 |
| 156 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 29 |
| 157 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| 158 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 159 | 1 | 1 | 3 | 4 | 3 | 3 | 1 | 1 | 17 |
| 160 | 4 | 4 | 2 | 2 | 5 | 4 | 4 | 5 | 30 |
| 161 | 5 | 4 | 5 | 5 | 5 | 5 | 2 | 2 | 33 |
| 162 | 5 | 5 | 3 | 5 | 4 | 4 | 3 | 5 | 34 |



|            |   |   |   |   |   |   |   |   |    |
|------------|---|---|---|---|---|---|---|---|----|
| <b>163</b> | 5 | 5 | 3 | 3 | 5 | 3 | 3 | 5 | 32 |
| <b>164</b> | 4 | 3 | 5 | 5 | 3 | 3 | 4 | 4 | 31 |
| <b>165</b> | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 36 |
| <b>166</b> | 1 | 1 | 4 | 4 | 4 | 4 | 3 | 4 | 25 |
| <b>167</b> | 5 | 5 | 5 | 3 | 5 | 3 | 3 | 5 | 34 |
| <b>168</b> | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 30 |
| <b>169</b> | 5 | 5 | 4 | 4 | 2 | 2 | 4 | 4 | 30 |
| <b>170</b> | 4 | 4 | 4 | 5 | 5 | 4 | 2 | 2 | 30 |
| <b>171</b> | 4 | 5 | 2 | 2 | 4 | 4 | 5 | 5 | 31 |
| <b>172</b> | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 38 |
| <b>173</b> | 2 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 26 |
| <b>174</b> | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| <b>175</b> | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 34 |
| <b>176</b> | 2 | 2 | 4 | 3 | 3 | 4 | 4 | 4 | 26 |
| <b>177</b> | 5 | 4 | 4 | 3 | 3 | 3 | 3 | 5 | 30 |
| <b>178</b> | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 34 |
| <b>179</b> | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 5 | 32 |
| <b>180</b> | 2 | 3 | 4 | 4 | 5 | 4 | 5 | 2 | 29 |
| <b>181</b> | 2 | 5 | 5 | 5 | 5 | 4 | 2 | 2 | 30 |
| <b>182</b> | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 30 |
| <b>183</b> | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 35 |
| <b>184</b> | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 28 |
| <b>185</b> | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 36 |
| <b>186</b> | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 36 |
| <b>187</b> | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 38 |
| <b>188</b> | 3 | 3 | 4 | 2 | 2 | 4 | 2 | 2 | 22 |
| <b>189</b> | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | 34 |
| <b>190</b> | 5 | 5 | 5 | 4 | 5 | 3 | 3 | 5 | 35 |

### Lampiran 3

#### Karakteristik Responden

##### 1. Karakteristik Usia Responden

| No | Usia          | Pengguna | Presentase |
|----|---------------|----------|------------|
| 1. | 17 - 25 tahun | 125      | 65,8%      |
| 2. | 26 - 33 tahun | 36       | 18,9%      |
| 3. | 34 - 42 tahun | 24       | 12,6%      |
| 4. | 43 - 50 tahun | 5        | 2,6%       |
|    | Jumlah        | 190      | 100%       |

##### 2. Karakteristik Pendidikan Terakhir

| No | Pendidikan Terakhir | Pengguna | Presentase |
|----|---------------------|----------|------------|
| 1. | SMP                 | 25       | 13,2%      |
| 2. | SMA                 | 120      | 63,2%      |
| 3. | D3                  | 15       | 7,9%       |
| 4. | S1                  | 20       | 10,5%      |
| 5. | S2                  | 10       | 5,3%       |
|    | Jumlah              | 190      | 100%       |

##### 3. Karakteristik Jenis Kelamin

| No | Jenis Kelamin | Pengguna | Presentase |
|----|---------------|----------|------------|
| 1. | Laki-laki     | 6        | 3,2%       |
| 2. | Perempuan     | 184      | 96,8%      |
|    | Jumlah        | 190      | 100%       |

##### 4. Karakteristik berdasarkan penggunaan Skincare Daviena

| Berapa lama konsumen menggunakan Skincare Daviena | Pengguna | Presentase |
|---------------------------------------------------|----------|------------|
| >6 bulan                                          | 15       | 7,9%       |

|          |     |       |
|----------|-----|-------|
| 1 tahun  | 60  | 31,6% |
| 2 tahun  | 64  | 33,7% |
| >3 tahun | 51  | 26,8% |
| Jumlah   | 190 | 100%  |

#### 5. Karakteristik berdasarkan akun Media Sosial

|                                                          |          |            |
|----------------------------------------------------------|----------|------------|
| Apakah anda mengikuti akun media sosial Skincare Daviena | Pengguna | Presentase |
| YA                                                       | 190      | 100%       |
| TIDAK                                                    | 0        | 0          |
| Jumlah                                                   | 190      | 100%       |

## Lampiran 4

### Frekuensi Identitas Responden

#### 1. Frekuensi Identitas Responden

| Usia  |             |           |         |               |                    |
|-------|-------------|-----------|---------|---------------|--------------------|
|       |             | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 17-25 tahun | 125       | 65.8    | 65.8          | 65.8               |
|       | 26-33 tahun | 36        | 18.9    | 18.9          | 84.7               |
|       | 34-42 tahun | 24        | 12.6    | 12.6          | 97.4               |
|       | 43-50 tahun | 5         | 2.6     | 2.6           | 100.0              |
|       | Total       | 190       | 100.0   | 100.0         |                    |

| Pendidikan Terakhir |       |           |         |               |                    |
|---------------------|-------|-----------|---------|---------------|--------------------|
|                     |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid               | SMP   | 25        | 13.2    | 13.2          | 13.2               |
|                     | SMA   | 120       | 63.2    | 63.2          | 76.3               |
|                     | D3    | 15        | 7.9     | 7.9           | 84.2               |
|                     | S1    | 20        | 10.5    | 10.5          | 94.7               |
|                     | S2    | 10        | 5.3     | 5.3           | 100.0              |
|                     | Total | 190       | 100.0   | 100.0         |                    |

| Jenis Kelamin |           |           |         |               |                    |
|---------------|-----------|-----------|---------|---------------|--------------------|
|               |           | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid         | Laki-laki | 6         | 3.2     | 3.2           | 3.2                |
|               | Perempuan | 184       | 96.8    | 96.8          | 100.0              |
|               | Total     | 190       | 100.0   | 100.0         |                    |

| Konsumen menggunakan Skincare |           |           |         |               |                    |
|-------------------------------|-----------|-----------|---------|---------------|--------------------|
|                               |           | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                         | > 6 bulan | 15        | 7.9     | 7.9           | 7.9                |
|                               | 1 tahun   | 60        | 31.6    | 31.6          | 39.5               |
|                               | 2 tahun   | 64        | 33.7    | 33.7          | 73.2               |

|  |           |     |       |       |       |
|--|-----------|-----|-------|-------|-------|
|  | > 3 tahun | 51  | 26.8  | 26.8  | 100.0 |
|  | Total     | 190 | 100.0 | 100.0 |       |

| Mengikuti akun media sosial Daviena |    |           |         |               |                    |
|-------------------------------------|----|-----------|---------|---------------|--------------------|
|                                     |    | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                               | YA | 190       | 100.0   | 100.0         | 100.0              |

## 2. Frekuensi Jawaban *Brand Image* (X1)

| Pernyataan 1 |               |           |         |               |                    |
|--------------|---------------|-----------|---------|---------------|--------------------|
|              |               | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Tidak Setuju  | 16        | 8.4     | 8.4           | 8.4                |
|              | Netral        | 85        | 44.7    | 44.7          | 53.2               |
|              | Setuju        | 70        | 36.8    | 36.8          | 90.0               |
|              | Sangat Setuju | 19        | 10.0    | 10.0          | 100.0              |
|              | Total         | 190       | 100.0   | 100.0         |                    |

| Pernyataan 2 |               |           |         |               |                    |
|--------------|---------------|-----------|---------|---------------|--------------------|
|              |               | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Tidak Setuju  | 24        | 12.6    | 12.6          | 12.6               |
|              | Netral        | 89        | 46.8    | 46.8          | 59.5               |
|              | Setuju        | 67        | 35.3    | 35.3          | 94.7               |
|              | Sangat Setuju | 10        | 5.3     | 5.3           | 100.0              |
|              | Total         | 190       | 100.0   | 100.0         |                    |

| Pernyataan 3 |               |           |         |               |                    |
|--------------|---------------|-----------|---------|---------------|--------------------|
|              |               | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Tidak Setuju  | 23        | 12.1    | 12.1          | 12.1               |
|              | Netral        | 75        | 39.5    | 39.5          | 51.6               |
|              | Setuju        | 82        | 43.2    | 43.2          | 94.7               |
|              | Sangat Setuju | 10        | 5.3     | 5.3           | 100.0              |
|              | Total         | 190       | 100.0   | 100.0         |                    |

| Pernyataan 4 |               |           |         |               |                    |
|--------------|---------------|-----------|---------|---------------|--------------------|
|              |               | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Tidak Setuju  | 35        | 18.4    | 18.4          | 18.4               |
|              | Netral        | 86        | 45.3    | 45.3          | 63.7               |
|              | Setuju        | 59        | 31.1    | 31.1          | 94.7               |
|              | Sangat Setuju | 10        | 5.3     | 5.3           | 100.0              |
|              | Total         | 190       | 100.0   | 100.0         |                    |

| Pernyataan 5 |               |           |         |               |                    |
|--------------|---------------|-----------|---------|---------------|--------------------|
|              |               | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Tidak Setuju  | 29        | 15.3    | 15.3          | 15.3               |
|              | Netral        | 75        | 39.5    | 39.5          | 54.7               |
|              | Setuju        | 76        | 40.0    | 40.0          | 94.7               |
|              | Sangat Setuju | 10        | 5.3     | 5.3           | 100.0              |
|              | Total         | 190       | 100.0   | 100.0         |                    |

| Pernyataan 6 |               |           |         |               |                    |
|--------------|---------------|-----------|---------|---------------|--------------------|
|              |               | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Tidak Setuju  | 25        | 13.2    | 13.2          | 13.2               |
|              | Netral        | 83        | 43.7    | 43.7          | 56.8               |
|              | Setuju        | 78        | 41.1    | 41.1          | 97.9               |
|              | Sangat Setuju | 4         | 2.1     | 2.1           | 100.0              |
|              | Total         | 190       | 100.0   | 100.0         |                    |

### 3. Frekuensi Jawaban *Social Media Marketing* (X2)

| Pernyataan 1 |                     |           |         |               |                       |
|--------------|---------------------|-----------|---------|---------------|-----------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
| Valid        | Sangat Tidak Setuju | 11        | 5.8     | 5.8           | 5.8                   |
|              | Tidak Setuju        | 31        | 16.3    | 16.3          | 22.1                  |
|              | Netral              | 40        | 21.1    | 21.1          | 43.2                  |
|              | Setuju              | 49        | 25.8    | 25.8          | 68.9                  |
|              | Sangat Setuju       | 59        | 31.1    | 31.1          | 100.0                 |
|              | Total               | 190       | 100.0   | 100.0         |                       |

| Pernyataan 2 |                     |           |         |               |                       |
|--------------|---------------------|-----------|---------|---------------|-----------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
| Valid        | Sangat Tidak Setuju | 12        | 6.3     | 6.3           | 6.3                   |
|              | Tidak Setuju        | 17        | 8.9     | 8.9           | 15.3                  |
|              | Netral              | 50        | 26.3    | 26.3          | 41.6                  |
|              | Setuju              | 58        | 30.5    | 30.5          | 72.1                  |
|              | Sangat Setuju       | 53        | 27.9    | 27.9          | 100.0                 |
|              | Total               | 190       | 100.0   | 100.0         |                       |

| Pernyataan 3 |                     |           |         |               |                       |
|--------------|---------------------|-----------|---------|---------------|-----------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
| Valid        | Sangat Tidak Setuju | 12        | 6.3     | 6.3           | 6.3                   |
|              | Tidak Setuju        | 25        | 13.2    | 13.2          | 19.5                  |
|              | Netral              | 39        | 20.5    | 20.5          | 40.0                  |
|              | Setuju              | 57        | 30.0    | 30.0          | 70.0                  |
|              | Sangat Setuju       | 57        | 30.0    | 30.0          | 100.0                 |
|              | Total               | 190       | 100.0   | 100.0         |                       |

| Pernyataan 4 |                     |           |         |               |                       |
|--------------|---------------------|-----------|---------|---------------|-----------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
| Valid        | Sangat Tidak Setuju | 13        | 6.8     | 6.8           | 6.8                   |
|              | Tidak Setuju        | 21        | 11.1    | 11.1          | 17.9                  |

|  |               |     |       |       |       |
|--|---------------|-----|-------|-------|-------|
|  | Netral        | 40  | 21.1  | 21.1  | 38.9  |
|  | Setuju        | 59  | 31.1  | 31.1  | 70.0  |
|  | Sangat Setuju | 57  | 30.0  | 30.0  | 100.0 |
|  | Total         | 190 | 100.0 | 100.0 |       |

| Pernyataan 5 |                     |           |         |               |                    |
|--------------|---------------------|-----------|---------|---------------|--------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Sangat Tidak Setuju | 12        | 6.3     | 6.3           | 6.3                |
|              | Tidak Setuju        | 18        | 9.5     | 9.5           | 15.8               |
|              | Netral              | 44        | 23.2    | 23.2          | 38.9               |
|              | Setuju              | 61        | 32.1    | 32.1          | 71.1               |
|              | Sangat Setuju       | 55        | 28.9    | 28.9          | 100.0              |
|              | Total               | 190       | 100.0   | 100.0         |                    |

| Pernyataan 6 |                     |           |         |               |                    |
|--------------|---------------------|-----------|---------|---------------|--------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Sangat Tidak Setuju | 11        | 5.8     | 5.8           | 5.8                |
|              | Tidak Setuju        | 21        | 11.1    | 11.1          | 16.8               |
|              | Netral              | 40        | 21.1    | 21.1          | 37.9               |
|              | Setuju              | 55        | 28.9    | 28.9          | 66.8               |
|              | Sangat Setuju       | 63        | 33.2    | 33.2          | 100.0              |
|              | Total               | 190       | 100.0   | 100.0         |                    |

| Pernyataan 7 |                     |           |         |               |                    |
|--------------|---------------------|-----------|---------|---------------|--------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Sangat Tidak Setuju | 8         | 4.2     | 4.2           | 4.2                |
|              | Tidak Setuju        | 19        | 10.0    | 10.0          | 14.2               |
|              | Netral              | 48        | 25.3    | 25.3          | 39.5               |
|              | Setuju              | 61        | 32.1    | 32.1          | 71.6               |
|              | Sangat Setuju       | 54        | 28.4    | 28.4          | 100.0              |
|              | Total               | 190       | 100.0   | 100.0         |                    |



| Pernyataan 8 |                     |           |         |               |                    |
|--------------|---------------------|-----------|---------|---------------|--------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Sangat Tidak Setuju | 13        | 6.8     | 6.8           | 6.8                |
|              | Tidak Setuju        | 23        | 12.1    | 12.1          | 18.9               |
|              | Netral              | 48        | 25.3    | 25.3          | 44.2               |
|              | Setuju              | 44        | 23.2    | 23.2          | 67.4               |
|              | Sangat Setuju       | 62        | 32.6    | 32.6          | 100.0              |
|              | Total               | 190       | 100.0   | 100.0         |                    |

| Pernyataan 9 |                     |           |         |               |                    |
|--------------|---------------------|-----------|---------|---------------|--------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Sangat Tidak Setuju | 11        | 5.8     | 5.8           | 5.8                |
|              | Tidak Setuju        | 22        | 11.6    | 11.6          | 17.4               |
|              | Netral              | 42        | 22.1    | 22.1          | 39.5               |
|              | Setuju              | 59        | 31.1    | 31.1          | 70.5               |
|              | Sangat Setuju       | 56        | 29.5    | 29.5          | 100.0              |
|              | Total               | 190       | 100.0   | 100.0         |                    |

| Pernyataan 10 |                     |           |         |               |                    |
|---------------|---------------------|-----------|---------|---------------|--------------------|
|               |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid         | Sangat Tidak Setuju | 10        | 5.3     | 5.3           | 5.3                |
|               | Tidak Setuju        | 24        | 12.6    | 12.6          | 17.9               |
|               | Netral              | 39        | 20.5    | 20.5          | 38.4               |
|               | Setuju              | 56        | 29.5    | 29.5          | 67.9               |
|               | Sangat Setuju       | 61        | 32.1    | 32.1          | 100.0              |
|               | Total               | 190       | 100.0   | 100.0         |                    |

#### 4. Frekuensi Jawaban *Brand Loyalty* (Y)

| Pernyataan 1 |                     |           |         |               |                       |
|--------------|---------------------|-----------|---------|---------------|-----------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
| Valid        | Sangat Tidak Setuju | 6         | 3.2     | 3.2           | 3.2                   |
|              | Tidak Setuju        | 31        | 16.3    | 16.3          | 19.5                  |
|              | Netral              | 42        | 22.1    | 22.1          | 41.6                  |
|              | Setuju              | 67        | 35.3    | 35.3          | 76.8                  |
|              | Sangat Setuju       | 44        | 23.2    | 23.2          | 100.0                 |
|              | Total               | 190       | 100.0   | 100.0         |                       |

| Pernyataan 2 |                     |           |         |               |                       |
|--------------|---------------------|-----------|---------|---------------|-----------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
| Valid        | Sangat Tidak Setuju | 5         | 2.6     | 2.6           | 2.6                   |
|              | Tidak Setuju        | 36        | 18.9    | 18.9          | 21.6                  |
|              | Netral              | 38        | 20.0    | 20.0          | 41.6                  |
|              | Setuju              | 71        | 37.4    | 37.4          | 78.9                  |
|              | Sangat Setuju       | 40        | 21.1    | 21.1          | 100.0                 |
|              | Total               | 190       | 100.0   | 100.0         |                       |

| Pernyataan 3 |                     |           |         |               |                       |
|--------------|---------------------|-----------|---------|---------------|-----------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
| Valid        | Sangat Tidak Setuju | 3         | 1.6     | 1.6           | 1.6                   |
|              | Tidak Setuju        | 23        | 12.1    | 12.1          | 13.7                  |
|              | Netral              | 45        | 23.7    | 23.7          | 37.4                  |
|              | Setuju              | 72        | 37.9    | 37.9          | 75.3                  |
|              | Sangat Setuju       | 47        | 24.7    | 24.7          | 100.0                 |
|              | Total               | 190       | 100.0   | 100.0         |                       |

| Pernyataan 4 |                     |           |         |               |                       |
|--------------|---------------------|-----------|---------|---------------|-----------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
| Valid        | Sangat Tidak Setuju | 8         | 4.2     | 4.2           | 4.2                   |
|              | Tidak Setuju        | 15        | 7.9     | 7.9           | 12.1                  |

|  |               |     |       |       |       |
|--|---------------|-----|-------|-------|-------|
|  | Netral        | 47  | 24.7  | 24.7  | 36.8  |
|  | Setuju        | 77  | 40.5  | 40.5  | 77.4  |
|  | Sangat Setuju | 43  | 22.6  | 22.6  | 100.0 |
|  | Total         | 190 | 100.0 | 100.0 |       |

| Pernyataan 5 |                     |           |         |               |                    |
|--------------|---------------------|-----------|---------|---------------|--------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Sangat Tidak Setuju | 4         | 2.1     | 2.1           | 2.1                |
|              | Tidak Setuju        | 26        | 13.7    | 13.7          | 15.8               |
|              | Netral              | 51        | 26.8    | 26.8          | 42.6               |
|              | Setuju              | 64        | 33.7    | 33.7          | 76.3               |
|              | Sangat Setuju       | 45        | 23.7    | 23.7          | 100.0              |
|              | Total               | 190       | 100.0   | 100.0         |                    |

| Pernyataan 6 |                     |           |         |               |                    |
|--------------|---------------------|-----------|---------|---------------|--------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Sangat Tidak Setuju | 6         | 3.2     | 3.2           | 3.2                |
|              | Tidak Setuju        | 23        | 12.1    | 12.1          | 15.3               |
|              | Netral              | 50        | 26.3    | 26.3          | 41.6               |
|              | Setuju              | 59        | 31.1    | 31.1          | 72.6               |
|              | Sangat Setuju       | 52        | 27.4    | 27.4          | 100.0              |
|              | Total               | 190       | 100.0   | 100.0         |                    |

## 5. Frekuensi Jawaban *Brand Love* (Z)

| Pernyataan 1 |                     |           |         |               |                    |
|--------------|---------------------|-----------|---------|---------------|--------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Sangat Tidak Setuju | 8         | 4.2     | 4.2           | 4.2                |
|              | Tidak Setuju        | 22        | 11.6    | 11.6          | 15.8               |
|              | Netral              | 39        | 20.5    | 20.5          | 36.3               |
|              | Setuju              | 68        | 35.8    | 35.8          | 72.1               |
|              | Sangat Setuju       | 53        | 27.9    | 27.9          | 100.0              |
|              | Total               | 190       | 100.0   | 100.0         |                    |

| Pernyataan 2 |                     |           |         |               |                    |
|--------------|---------------------|-----------|---------|---------------|--------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Sangat Tidak Setuju | 5         | 2.6     | 2.6           | 2.6                |
|              | Tidak Setuju        | 15        | 7.9     | 7.9           | 10.5               |
|              | Netral              | 46        | 24.2    | 24.2          | 34.7               |
|              | Setuju              | 73        | 38.4    | 38.4          | 73.2               |
|              | Sangat Setuju       | 51        | 26.8    | 26.8          | 100.0              |
|              | Total               | 190       | 100.0   | 100.0         |                    |

| Pernyataan 3 |                     |           |         |               |                    |
|--------------|---------------------|-----------|---------|---------------|--------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Sangat Tidak Setuju | 3         | 1.6     | 1.6           | 1.6                |
|              | Tidak Setuju        | 9         | 4.7     | 4.7           | 6.3                |
|              | Netral              | 53        | 27.9    | 27.9          | 34.2               |
|              | Setuju              | 80        | 42.1    | 42.1          | 76.3               |
|              | Sangat Setuju       | 45        | 23.7    | 23.7          | 100.0              |
|              | Total               | 190       | 100.0   | 100.0         |                    |

| Pernyataan 4 |                     |           |         |               |                    |
|--------------|---------------------|-----------|---------|---------------|--------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Sangat Tidak Setuju | 3         | 1.6     | 1.6           | 1.6                |
|              | Tidak Setuju        | 13        | 6.8     | 6.8           | 8.4                |
|              | Netral              | 50        | 26.3    | 26.3          | 34.7               |
|              | Setuju              | 71        | 37.4    | 37.4          | 72.1               |
|              | Sangat Setuju       | 53        | 27.9    | 27.9          | 100.0              |
|              | Total               | 190       | 100.0   | 100.0         |                    |

| Pernyataan 5 |                     |           |         |               |                    |
|--------------|---------------------|-----------|---------|---------------|--------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Sangat Tidak Setuju | 2         | 1.1     | 1.1           | 1.1                |
|              | Tidak Setuju        | 18        | 9.5     | 9.5           | 10.5               |
|              | Netral              | 43        | 22.6    | 22.6          | 33.2               |

|  |               |     |       |       |       |
|--|---------------|-----|-------|-------|-------|
|  | Setuju        | 65  | 34.2  | 34.2  | 67.4  |
|  | Sangat Setuju | 62  | 32.6  | 32.6  | 100.0 |
|  | Total         | 190 | 100.0 | 100.0 |       |

| Pernyataan 6 |                     |           |         |               |                    |
|--------------|---------------------|-----------|---------|---------------|--------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Sangat Tidak Setuju | 2         | 1.1     | 1.1           | 1.1                |
|              | Tidak Setuju        | 17        | 8.9     | 8.9           | 10.0               |
|              | Netral              | 52        | 27.4    | 27.4          | 37.4               |
|              | Setuju              | 72        | 37.9    | 37.9          | 75.3               |
|              | Sangat Setuju       | 47        | 24.7    | 24.7          | 100.0              |
|              | Total               | 190       | 100.0   | 100.0         |                    |

| Pernyataan 7 |                     |           |         |               |                    |
|--------------|---------------------|-----------|---------|---------------|--------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Sangat Tidak Setuju | 7         | 3.7     | 3.7           | 3.7                |
|              | Tidak Setuju        | 39        | 20.5    | 20.5          | 24.2               |
|              | Netral              | 48        | 25.3    | 25.3          | 49.5               |
|              | Setuju              | 54        | 28.4    | 28.4          | 77.9               |
|              | Sangat Setuju       | 42        | 22.1    | 22.1          | 100.0              |
|              | Total               | 190       | 100.0   | 100.0         |                    |

| Pernyataan 8 |                     |           |         |               |                    |
|--------------|---------------------|-----------|---------|---------------|--------------------|
|              |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Sangat Tidak Setuju | 6         | 3.2     | 3.2           | 3.2                |
|              | Tidak Setuju        | 35        | 18.4    | 18.4          | 21.6               |
|              | Netral              | 39        | 20.5    | 20.5          | 42.1               |
|              | Setuju              | 60        | 31.6    | 31.6          | 73.7               |
|              | Sangat Setuju       | 50        | 26.3    | 26.3          | 100.0              |
|              | Total               | 190       | 100.0   | 100.0         |                    |

**Lampiran 5**  
**Hasil Data Responden**

**1. Hasil Outer Loadings**

|               | <i><b>Brand<br/>Image (X1)</b></i> | <i><b>Social<br/>Media<br/>Marketing<br/>(X2)</b></i> | <i><b>Brand<br/>Loyalty (Z)</b></i> | <i><b>Brand Love<br/>(Y)</b></i> |
|---------------|------------------------------------|-------------------------------------------------------|-------------------------------------|----------------------------------|
| <b>BI 1</b>   | 0,953                              |                                                       |                                     |                                  |
| <b>B1 2</b>   | 0,797                              |                                                       |                                     |                                  |
| <b>BI 3</b>   | 0,753                              |                                                       |                                     |                                  |
| <b>BI 4</b>   | 0,761                              |                                                       |                                     |                                  |
| <b>BI 5</b>   | 0,760                              |                                                       |                                     |                                  |
| <b>BI 6</b>   | 0,716                              |                                                       |                                     |                                  |
| <b>SMM 1</b>  |                                    | 0,729                                                 |                                     |                                  |
| <b>SMM 2</b>  |                                    | 0,809                                                 |                                     |                                  |
| <b>SMM 3</b>  |                                    | 0,803                                                 |                                     |                                  |
| <b>SMM 4</b>  |                                    | 0,838                                                 |                                     |                                  |
| <b>SMM 5</b>  |                                    | 0,805                                                 |                                     |                                  |
| <b>SMM 6</b>  |                                    | 0,835                                                 |                                     |                                  |
| <b>SMM 7</b>  |                                    | 0,784                                                 |                                     |                                  |
| <b>SMM 8</b>  |                                    | 0,830                                                 |                                     |                                  |
| <b>SMM 9</b>  |                                    | 0,812                                                 |                                     |                                  |
| <b>SMM 10</b> |                                    | 0,818                                                 |                                     |                                  |
| <b>BLY 1</b>  |                                    |                                                       | 0,845                               |                                  |
| <b>BLY 2</b>  |                                    |                                                       | 0,812                               |                                  |
| <b>BLY 3</b>  |                                    |                                                       | 0,806                               |                                  |
| <b>BLY 4</b>  |                                    |                                                       | 0,822                               |                                  |
| <b>BLY 5</b>  |                                    |                                                       | 0,808                               |                                  |
| <b>BLY 6</b>  |                                    |                                                       | 0,847                               |                                  |

|              |  |  |  |       |
|--------------|--|--|--|-------|
| <b>BLV 1</b> |  |  |  | 0,801 |
| <b>BLV 2</b> |  |  |  | 0,818 |
| <b>BLV 3</b> |  |  |  | 0,762 |
| <b>BLV 4</b> |  |  |  | 0,776 |
| <b>BLV 5</b> |  |  |  | 0,762 |
| <b>BLV 6</b> |  |  |  | 0,781 |
| <b>BLV 7</b> |  |  |  | 0,756 |
| <b>BLV 8</b> |  |  |  | 0,784 |

**2. Hasil Cross Loadings discriminant validity**

|               | <i>Brand Image (X1)</i> | <i>Social Media Marketing (X2)</i> | <i>Brand Loyalty (Y)</i> | <i>Brand Love (Z)</i> |
|---------------|-------------------------|------------------------------------|--------------------------|-----------------------|
| <b>BI 1</b>   | 0,953                   | 0,382                              | 0,557                    | 0,551                 |
| <b>BI 2</b>   | 0,797                   | 0,278                              | 0,352                    | 0,346                 |
| <b>BI 3</b>   | 0,753                   | 0,305                              | 0,436                    | 0,344                 |
| <b>BI 4</b>   | 0,761                   | 0,261                              | 0,378                    | 0,355                 |
| <b>BI 5</b>   | 0,760                   | 0,292                              | 0,399                    | 0,382                 |
| <b>BI 6</b>   | 0,716                   | 0,210                              | 0,343                    | 0,398                 |
| <b>SMM 1</b>  | 0,204                   | 0,729                              | 0,340                    | 0,452                 |
| <b>SMM 2</b>  | 0,369                   | 0,809                              | 0,471                    | 0,572                 |
| <b>SMM 3</b>  | 0,263                   | 0,803                              | 0,481                    | 0,555                 |
| <b>SMM 4</b>  | 0,313                   | 0,838                              | 0,468                    | 0,595                 |
| <b>SMM 5</b>  | 0,328                   | 0,805                              | 0,543                    | 0,614                 |
| <b>SMM 6</b>  | 0,261                   | 0,835                              | 0,441                    | 0,553                 |
| <b>SMM 7</b>  | 0,260                   | 0,784                              | 0,445                    | 0,545                 |
| <b>SMM 8</b>  | 0,307                   | 0,830                              | 0,490                    | 0,545                 |
| <b>SMM 9</b>  | 0,365                   | 0,812                              | 0,505                    | 0,594                 |
| <b>SMM 10</b> | 0,277                   | 0,818                              | 0,521                    | 0,623                 |
| <b>BLY 1</b>  | 0,433                   | 0,472                              | 0,845                    | 0,670                 |

|              |       |       |       |       |
|--------------|-------|-------|-------|-------|
| <b>BLY 2</b> | 0,440 | 0,468 | 0,812 | 0,623 |
| <b>BLY 3</b> | 0,448 | 0,563 | 0,806 | 0,685 |
| <b>BLY 4</b> | 0,336 | 0,513 | 0,822 | 0,686 |
| <b>BLY 5</b> | 0,381 | 0,454 | 0,808 | 0,633 |
| <b>BLY 6</b> | 0,564 | 0,430 | 0,847 | 0,640 |
| <b>BLV 1</b> | 0,395 | 0,561 | 0,649 | 0,801 |
| <b>BLV 2</b> | 0,534 | 0,600 | 0,660 | 0,818 |
| <b>BLV 3</b> | 0,433 | 0,543 | 0,652 | 0,762 |
| <b>BLV 4</b> | 0,367 | 0,540 | 0,616 | 0,776 |
| <b>BLV 5</b> | 0,368 | 0,547 | 0,592 | 0,762 |
| <b>BLV 6</b> | 0,395 | 0,541 | 0,625 | 0,781 |
| <b>BLV 7</b> | 0,326 | 0,499 | 0,566 | 0,756 |
| <b>BLV 8</b> | 0,332 | 0,533 | 0,611 | 0,784 |

### 3. Hasil Average Variance Extracted (AVE)

| <i>Average Variance Extracted (AVE)</i> |       |
|-----------------------------------------|-------|
| <i>Brand Image</i>                      | 0.630 |
| <i>Social Media Marketing</i>           | 0.651 |
| <i>Brand Love</i>                       | 0.678 |
| <i>Brand Loyalty</i>                    | 0.609 |

### 4. Hasil Composite Reliability

| <i>Composite Reliability</i>  |       |
|-------------------------------|-------|
| <i>Brand Image</i>            | 0.910 |
| <i>Social Media Marketing</i> | 0.949 |
| <i>Brand Loyalty</i>          | 0.927 |



|                   |       |
|-------------------|-------|
| <i>Brand Love</i> | 0.926 |
|-------------------|-------|

### 5. Hasil Cronbach's Alpha

| <i>Cronbach's Alpha</i>       |       |
|-------------------------------|-------|
| <i>Brand Image</i>            | 0.880 |
| <i>Social Media Marketing</i> | 0.940 |
| <i>Brand Loyalty</i>          | 0.905 |
| <i>Brand Love</i>             | 0.908 |

### 6. Nilai R2 (R Square)

|                          | <i>R Square</i> | <i>R Square Adjusted</i> |
|--------------------------|-----------------|--------------------------|
| <i>Brand Love (Z)</i>    | 0,567           | 0,562                    |
| <i>Brand Loyalty (Y)</i> | 0,658           | 0,652                    |

### 7. Hasil Goodness of Fit atau Model Fit

| <i>Fit Summary</i> | <i>Estimated Model</i> |
|--------------------|------------------------|
| SRMR               | 0.060                  |
| D_ ULS             | 1.680                  |
| D_ G               | 1.015                  |
| Chi Square         | 986.726                |
| NFI                | 0.786                  |

### 8. Hasil Path Coefficients

| Hipotesis | Relationship                          | Original Sample | T-Statistic | P-Value | Hasil    |
|-----------|---------------------------------------|-----------------|-------------|---------|----------|
| H1        | <i>Brand Image-&gt; Brand Loyalty</i> | 0.163           | 2,872       | 0.004   | Diterima |

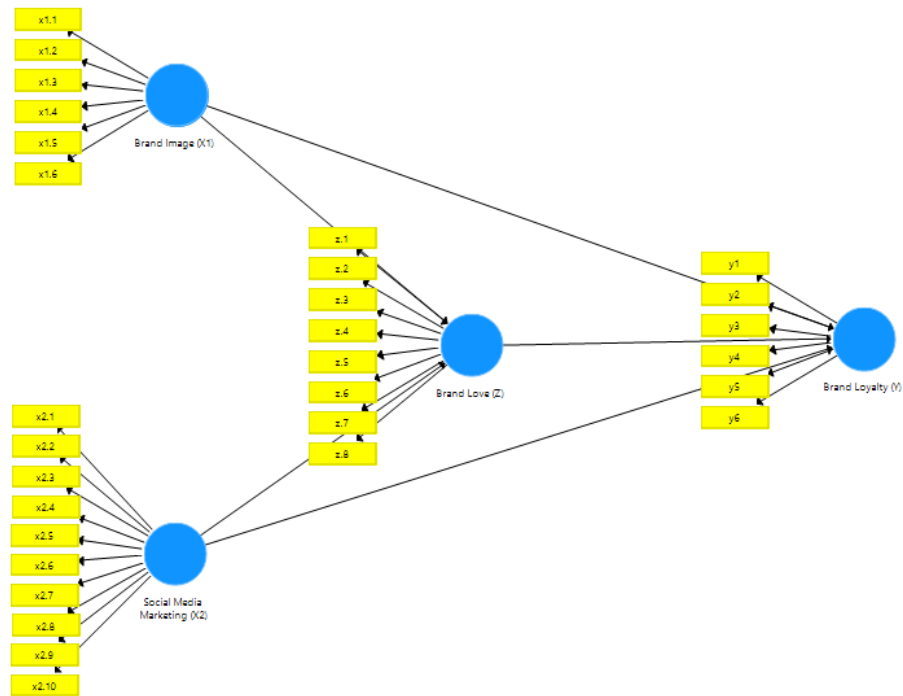
|    |                                                  |       |        |       |          |
|----|--------------------------------------------------|-------|--------|-------|----------|
| H2 | <i>Brand Image-&gt; Brand Love</i>               | 0.288 | 5,797  | 0.000 | Diterima |
| H3 | <i>Social Media Marketing-&gt; Brand Loyalty</i> | 0.049 | 0,873  | 0.383 | Ditolak  |
| H4 | <i>Social Media Marketing-&gt; Brand Love</i>    | 0.597 | 13,673 | 0.000 | Diterima |
| H5 | <i>Brand Love -&gt; Brand Loyalty</i>            | 0.680 | 8,199  | 0,000 | Diterima |

### 9. Hasil bootstrapping

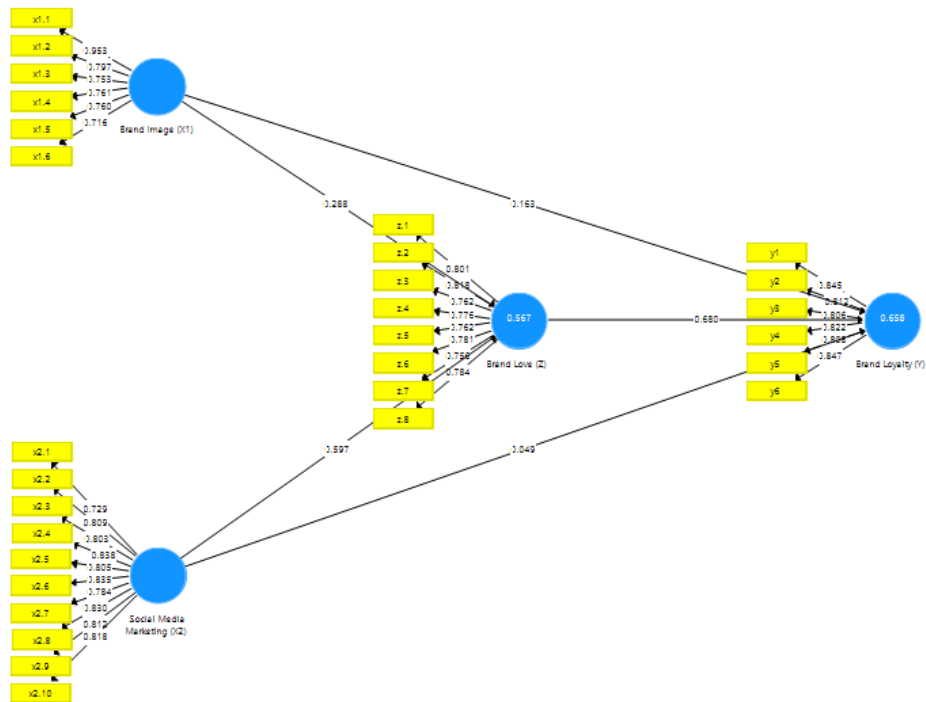
| Hipotesis | Relationship                                                     | Original Sample | T-Statistic | P-Value | Hasil    |
|-----------|------------------------------------------------------------------|-----------------|-------------|---------|----------|
| H6        | <i>Brand Image -&gt; Brand Love-&gt; Brand Loyalty</i>           | 0,196           | 4,435       | 0,000   | Diterima |
| H7        | <i>Social Media Marketing-&gt; Brand Love-&gt; Brand Loyalty</i> | 0,406           | 7,831       | 0,000   | Diterima |

## Lampiran 6

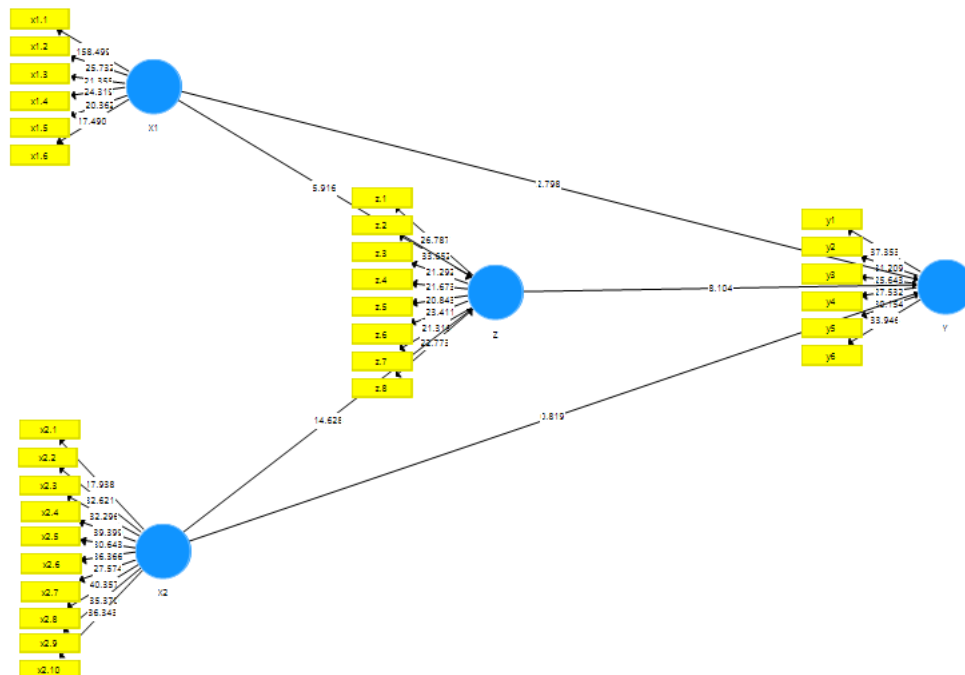
**Gambar Model Struktural, Output Calculate algorithm, Hasil Ouput  
Bootsrapping Model**



**Model Struktural**



### Output Calculate algorithm



### Hasil Ouput Bootsraping Model

## Lampiran 7

### Bukti Surat Izin Penelitian



Bandar Lampung, 21 November 2024

Nomor : Penelitian.046/DMJ/DFEB/Dit. Adm.Akd/Reg/XI - 2024  
 Lampiran : -  
 Perihal : Permohonan Izin Penelitian

Kepada Yth,  
**Pimpinan Daviena Skincare**  
 Di -  
 Jl. ZA, Pagar Alam No.56 Gedong Meneng, Kec. Rajabasa, Kota B. Lampung, 35144

Dengan hormat,

Berdasarkan dengan peraturan Akademik Institut Informatika dan Bisnis (IIB) Darmajaya bahwa mahasiswa/i Strata Satu (S1) yang akan menyelesaikan studinya diwajibkan untuk memiliki pengalaman kerja dengan melaksanakan Penelitian dan membuat laporan yang waktunya sesuai dengan kalender Institut Informatika dan Bisnis (IIB) Darmajaya.

Untuk itu kami mohon kerja sama Bapak/Ibu agar kiranya dapat menerima mahasiswa/i untuk melakukan Izin Penelitian, yang pelaksanaanya dimulai dari tanggal **21 November 2024 s.d 03 Januari 2025** (selama satu bulan dua minggu)

Adapun mahasiswa/i tersebut adalah :

Nama : Vivi Pitaloka  
 NPM : 2112110101  
 Jurusan : S1 Manajemen  
 Jenjang : Strata Satu (S1)

Demikian permohonan ini dibuat, atas perhatian dan kerjasama yang baik kami ucapkan terimakasih.



Tembusan:  
 1. Program Studi S1 Manajemen  
 2. Arsip