

## LAMPIRAN

- **Lampiran I**

### **KUESIONER PENELITIAN DAMPAK IMPLEMENTASI DIGITAL MARKETING**

Kepada Yth :

Bapak/Ibu/Saudara Responden

Di Tempat

*Assalamualaikum Wr Wb. Salam Sejahtera Bagi Kita Semua.*

Saya saat ini sedang melakukan penelitian dengan tema "**Pengaruh Implementasi Digital Marketing terhadap Sikap dan Minat Untuk Menggunakan Layanan Peer To Peer Lending Lahan Sikam.**" Untuk itu dalam kesempatan ini, saya mohon kesediaan Bapak/Ibu/Saudara untuk membantu saya mengisi kuesioner ini. Apapun pendapat dan informasi yang Bapak/Ibu/Saudara berikan, **SAYA AKAN JAMIN KERAHASIAANNYA** dan ini semua semata-mata untuk kepentingan penelitian.

Saya sangat menghargai pengerobanan waktu dan sumbangan pemikiran Bapak/Ibu/Saudara untuk mengisi kuesioner ini. Oleh karena itu, Saya sangat mengucapkan banyak terima kasih, semoga bantuan dan amal baik Bapak/Ibu/Saudara sekalian mendapat imbalan dari Allah SWT. Serta akan memberikan dampak positif bagi perkembangan layanan digital di masa depan. Aamiin.

Hormat Saya,



**Bustami Achmad Gani**

Peneliti IIB Darmajaya

## • Lampiran II

Petunjuk Pengisian Kuesioner

1. Pilihlah jawaban sesuai dengan keadaan yang sebenarnya pada jawaban yang tersedia.
2. Skala pengukuran yang digunakan pada jawaban anda sebagai berikut :

**Tabel. Skala Pengukuran**

|                     | Skala Interval |    |   |   |    |               |
|---------------------|----------------|----|---|---|----|---------------|
| Sangat Tidak Setuju | 1              | 2  | 3 | 4 | 5  | Sangat Setuju |
|                     | STS            | TS | N | S | SS |               |

Keterangan :

- STS : Sangat Tidak Setuju
- TS : Tidak Setuju
- N : Netral
- S : Setuju
- SS : Sangat Setuju

## • Lampiran III

Karakteristik Responden

|   |                                                |                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---|------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Nama                                           |                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 2 | Jenis Kelamin                                  | <input type="checkbox"/> Laki-laki<br><input type="checkbox"/> Perempuan                                                                                                                                                                                                                                                                                                                                             |
| 3 | Usia                                           | <input type="checkbox"/> 17 – 25 tahun<br><input type="checkbox"/> 26 – 35 tahun<br><input type="checkbox"/> 36 - 45 tahun<br><input type="checkbox"/> 46 – 55 tahun                                                                                                                                                                                                                                                 |
| 4 | Pendidikan Terakhir                            | <input type="checkbox"/> SMA/SMK<br><input type="checkbox"/> Diploma/Vokasi<br><input type="checkbox"/> S1<br><input type="checkbox"/> S2<br><input type="checkbox"/> S3                                                                                                                                                                                                                                             |
| 5 | Asal Daerah (pilih sesuai nama kota/babupaten) | <input type="checkbox"/> Kota Bandar Lampung<br><input type="checkbox"/> Kota Metro<br><input type="checkbox"/> Kab. Lampung Selatan<br><input type="checkbox"/> Kab. Lampung Tengah<br><input type="checkbox"/> Kab. Lampung Timur<br><input type="checkbox"/> Kab. Lampung Barat<br><input type="checkbox"/> Kab. Lampung Utara<br><input type="checkbox"/> Kab. Pesawaran<br><input type="checkbox"/> Kab. Mesuji |

|    |                                                         |                                                                                                                                                                                                                                                                                                                                                                                               |
|----|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                                                         | <input type="checkbox"/> Kab. Pesisir Barat<br><input type="checkbox"/> Kab Pringsewu<br><input type="checkbox"/> Kab. Tanggamus<br><input type="checkbox"/> Kab. Tulang Bawang<br><input type="checkbox"/> Kab. Tulang Bawang Barat<br><input type="checkbox"/> Kab. Way Kanan                                                                                                               |
| 6  | Pekerjaan                                               | <input type="checkbox"/> Pelajar<br><input type="checkbox"/> Mahasiswa<br><input type="checkbox"/> Karyawan<br><input type="checkbox"/> Wiraswasta<br><input type="checkbox"/> Ibu Rumah Tangga<br><input type="checkbox"/> PNS<br><input type="checkbox"/> Karyawan BUMN<br><input type="checkbox"/> Profesional (Pengacara, Dokter, Nakes, Petani, Nelayan, Ojol, EO/Profesi Kreatif)       |
| 7  | Rata-Rata Pengeluaran setiap bulan                      | <input type="checkbox"/> Rp. 354.000 – Rp 532.000<br><input type="checkbox"/> Rp. 532.000 – Rp 1.200.000<br><input type="checkbox"/> 1.200.000 - Rp 6.000.000<br><input type="checkbox"/> > Rp 6.000.000                                                                                                                                                                                      |
| 8  | Sosial Media yang paling sering digunakan               | <input type="checkbox"/> TikTok<br><input type="checkbox"/> Instagram<br><input type="checkbox"/> Youtube<br><input type="checkbox"/> Facebook                                                                                                                                                                                                                                                |
| 9  | Lama Waku menggunakan sosial media dalam sehari         | <input type="checkbox"/> < 2 Jam<br><input type="checkbox"/> 2 – 4 Jam<br><input type="checkbox"/> 4 – 8 Jam<br><input type="checkbox"/> > 8 Jam                                                                                                                                                                                                                                              |
| 10 | Aplikasi Perpesanan instan yang paling sering digunakan | <input type="checkbox"/> WhatsApp<br><input type="checkbox"/> Telegram<br><input type="checkbox"/> Line<br><input type="checkbox"/> SMS                                                                                                                                                                                                                                                       |
| 11 | Hobi yang paling diminati                               | <input type="checkbox"/> Fotografi/Videografi<br><input type="checkbox"/> Membaca<br><input type="checkbox"/> Memasak<br><input type="checkbox"/> Traveling<br><input type="checkbox"/> Menari<br><input type="checkbox"/> Memancing<br><input type="checkbox"/> Berkebun<br><input type="checkbox"/> Bermain Game<br><input type="checkbox"/> Bernyanyi<br><input type="checkbox"/> Olahraga |
| 12 | Model belanja yang diminati                             | <input type="checkbox"/> Offline                                                                                                                                                                                                                                                                                                                                                              |

|    |                                              |                                                                                                                                                                                                                                                                                                                                                                 |
|----|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                                              | <input type="checkbox"/> Online                                                                                                                                                                                                                                                                                                                                 |
| 13 | Model transaksi yang paling sering digunakan | <input type="checkbox"/> Kartu Kredit<br><input type="checkbox"/> Debit<br><input type="checkbox"/> E-Money<br><input type="checkbox"/> QRIS<br><input type="checkbox"/> Tunai                                                                                                                                                                                  |
| 14 | Kategori barang yang paling sering dibeli    | <input type="checkbox"/> Fashion<br><input type="checkbox"/> Elektronik/Komputer<br><input type="checkbox"/> Gadget<br><input type="checkbox"/> Makanan/Minuman<br><input type="checkbox"/> Make Up<br><input type="checkbox"/> Mainan/Koleksi<br><input type="checkbox"/> Aksesoris<br><input type="checkbox"/> Otomotif<br><input type="checkbox"/> Lain-lain |

#### • Lampiran IV

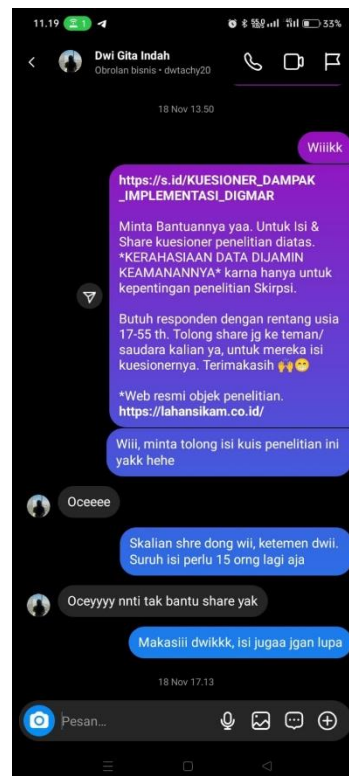
##### Daftar Pertanyaan

| Variabel                                | Daftar Pertanyaan                                                                                |
|-----------------------------------------|--------------------------------------------------------------------------------------------------|
| <b>Digital Marketing Implementation</b> |                                                                                                  |
| DMI1                                    | Saya sering melihat iklan Lahan Sikam di media sosial.                                           |
| DMI2                                    | Konten yang diposting oleh Lahan Sikam di media sosial menarik perhatian saya.                   |
| DMI3                                    | Saya merasa informasi yang diberikan melalui email Lahan Sikam bermanfaat.                       |
| DMI4                                    | Website Lahan Sikam mudah ditemukan di mesin pencari.                                            |
| <b>Digital Brand Awareness</b>          |                                                                                                  |
| DBA1                                    | Saya mengenali merek Lahan Sikam ketika melihat kontennya di sosial media.                       |
| DBA2                                    | Saya dapat mengingat nama Lahan Sikam setelah melihat kontennya.                                 |
| DBA3                                    | Saya memiliki persepsi positif tentang merek Lahan Sikam.                                        |
| DBA4                                    | Saya sering berbicara tentang Lahan Sikam dengan teman-teman saya.                               |
| <b>Digital Customer Engagement</b>      |                                                                                                  |
| DCE1                                    | Saya sering berinteraksi dengan konten Lahan Sikam di media sosial.                              |
| DCE2                                    | Saya merasa terlibat ketika mengikuti kuis atau polling yang diadakan oleh Lahan Sikam.          |
| DCE3                                    | Saya menghabiskan waktu yang cukup lama di Website Lahan Sikam.                                  |
| <b>Digital Attitude</b>                 |                                                                                                  |
| DA1                                     | Saya merasa nyaman menggunakan layanan digital untuk pinjaman online.                            |
| DA2                                     | Saya percaya bahwa layanan <i>peer-to-peer lending</i> seperti Lahan Sikam aman untuk digunakan. |
| DA3                                     | Saya memiliki sikap positif terhadap penggunaan teknologi digital dalam layanan keuangan.        |
| <b>Intention to Use</b>                 |                                                                                                  |
| ITU1                                    | Saya berniat menggunakan layanan <i>peer-to-peer lending</i> dari Lahan Sikam dalam waktu dekat. |
| ITU2                                    | Saya akan merekomendasikan layanan Lahan Sikam kepada teman atau keluarga saya.                  |
| ITU3                                    | Setelah mendapatkan informasi lebih lanjut, saya siap untuk menggunakan layanan tersebut.        |

- **Lampiran V**

## Dokumentasi Penyebaran Kuesioner





- **Lampiran VI**

Tabel. Uji Validitas Variabel *Digital Marketing Implementation*

|           |                     | <b>Correlations Digital Marketing Implementation</b> |        |        |        |           |
|-----------|---------------------|------------------------------------------------------|--------|--------|--------|-----------|
|           |                     | DMI1                                                 | DMI2   | DMI3   | DMI4   | TOTAL DMI |
| DMI1      | Pearson Correlation | 1                                                    | .404*  | .513** | .341   | .740**    |
|           | Sig. (2-tailed)     |                                                      | .027   | .004   | .066   | .000      |
|           | N                   | 30                                                   | 30     | 30     | 30     | 30        |
| DMI2      | Pearson Correlation | .404*                                                | 1      | .805** | .442*  | .811**    |
|           | Sig. (2-tailed)     | .027                                                 |        | .000   | .014   | .000      |
|           | N                   | 30                                                   | 30     | 30     | 30     | 30        |
| DMI3      | Pearson Correlation | .513**                                               | .805** | 1      | .554** | .898**    |
|           | Sig. (2-tailed)     | .004                                                 | .000   |        | .001   | .000      |
|           | N                   | 30                                                   | 30     | 30     | 30     | 30        |
| DMI4      | Pearson Correlation | .341                                                 | .442*  | .554** | 1      | .727**    |
|           | Sig. (2-tailed)     | .066                                                 | .014   | .001   |        | .000      |
|           | N                   | 30                                                   | 30     | 30     | 30     | 30        |
| TOTAL DMI | Pearson Correlation | .740**                                               | .811** | .898** | .727** | 1         |
|           | Sig. (2-tailed)     | .000                                                 | .000   | .000   | .000   |           |
|           | N                   | 30                                                   | 30     | 30     | 30     | 30        |

\*. Correlation is significant at the 0.05 level (2-tailed).

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

Tabel. Uji Validitas Variabel *Digital Brand Awareness*

|           |                     | <b>Correlations Digital Brand Awareness</b> |        |        |        |           |
|-----------|---------------------|---------------------------------------------|--------|--------|--------|-----------|
|           |                     | DBA1                                        | DBA2   | DBA3   | DBA4   | TOTAL DBA |
| DBA1      | Pearson Correlation | 1                                           | .674** | .668** | .592** | .894**    |
|           | Sig. (2-tailed)     |                                             | .000   | .000   | .001   | .000      |
|           | N                   | 30                                          | 30     | 30     | 30     | 30        |
| DBA2      | Pearson Correlation | .674**                                      | 1      | .591** | .387*  | .826**    |
|           | Sig. (2-tailed)     | .000                                        |        | .001   | .034   | .000      |
|           | N                   | 30                                          | 30     | 30     | 30     | 30        |
| DBA3      | Pearson Correlation | .668**                                      | .591** | 1      | .615** | .831**    |
|           | Sig. (2-tailed)     | .000                                        | .001   |        | .000   | .000      |
|           | N                   | 30                                          | 30     | 30     | 30     | 30        |
| DBA4      | Pearson Correlation | .592**                                      | .387*  | .615** | 1      | .765**    |
|           | Sig. (2-tailed)     | .001                                        | .034   | .000   |        | .000      |
|           | N                   | 30                                          | 30     | 30     | 30     | 30        |
| TOTAL DBA | Pearson Correlation | .894**                                      | .826** | .831** | .765** | 1         |
|           | Sig. (2-tailed)     | .000                                        | .000   | .000   | .000   |           |
|           | N                   | 30                                          | 30     | 30     | 30     | 30        |

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

\* . Correlation is significant at the 0.05 level (2-tailed).

Tabel. Uji Validitas Variabel *Digital Customer Engagement*

|           |                     | <b>Correlations Digital Customer Engagement</b> |        |        |           |
|-----------|---------------------|-------------------------------------------------|--------|--------|-----------|
|           |                     | DCE1                                            | DCE2   | DCE3   | TOTAL DCE |
| DCE1      | Pearson Correlation | 1                                               | .812** | .588** | .889**    |
|           | Sig. (2-tailed)     |                                                 | .000   | .001   | .000      |
|           | N                   | 30                                              | 30     | 30     | 30        |
| DCE2      | Pearson Correlation | .812**                                          | 1      | .715** | .939**    |
|           | Sig. (2-tailed)     | .000                                            |        | .000   | .000      |
|           | N                   | 30                                              | 30     | 30     | 30        |
| DCE3      | Pearson Correlation | .588**                                          | .715** | 1      | .861**    |
|           | Sig. (2-tailed)     | .001                                            | .000   |        | .000      |
|           | N                   | 30                                              | 30     | 30     | 30        |
| TOTAL DCE | Pearson Correlation | .889**                                          | .939** | .861** | 1         |
|           | Sig. (2-tailed)     | .000                                            | .000   | .000   |           |
|           | N                   | 30                                              | 30     | 30     | 30        |

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



Tabel. Uji Validitas Variabel *Digital Attitude*

|           |                     | <b>Correlations Digital Attitude</b> |                    |                    |                    |
|-----------|---------------------|--------------------------------------|--------------------|--------------------|--------------------|
|           |                     | DA1                                  | DA2                | DA3                | TOTAL DA4          |
| DA1       | Pearson Correlation | 1                                    | .370 <sup>*</sup>  | .608 <sup>**</sup> | .813 <sup>**</sup> |
|           | Sig. (2-tailed)     |                                      | .044               | .000               | .000               |
|           | N                   | 30                                   | 30                 | 30                 | 30                 |
| DA2       | Pearson Correlation | .370 <sup>*</sup>                    | 1                  | .648 <sup>**</sup> | .788 <sup>**</sup> |
|           | Sig. (2-tailed)     | .044                                 |                    | .000               | .000               |
|           | N                   | 30                                   | 30                 | 30                 | 30                 |
| DA3       | Pearson Correlation | .608 <sup>**</sup>                   | .648 <sup>**</sup> | 1                  | .898 <sup>**</sup> |
|           | Sig. (2-tailed)     | .000                                 | .000               |                    | .000               |
|           | N                   | 30                                   | 30                 | 30                 | 30                 |
| TOTAL DA4 | Pearson Correlation | .813 <sup>**</sup>                   | .788 <sup>**</sup> | .898 <sup>**</sup> | 1                  |
|           | Sig. (2-tailed)     | .000                                 | .000               | .000               |                    |
|           | N                   | 30                                   | 30                 | 30                 | 30                 |

\*. Correlation is significant at the 0.05 level (2-tailed).

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

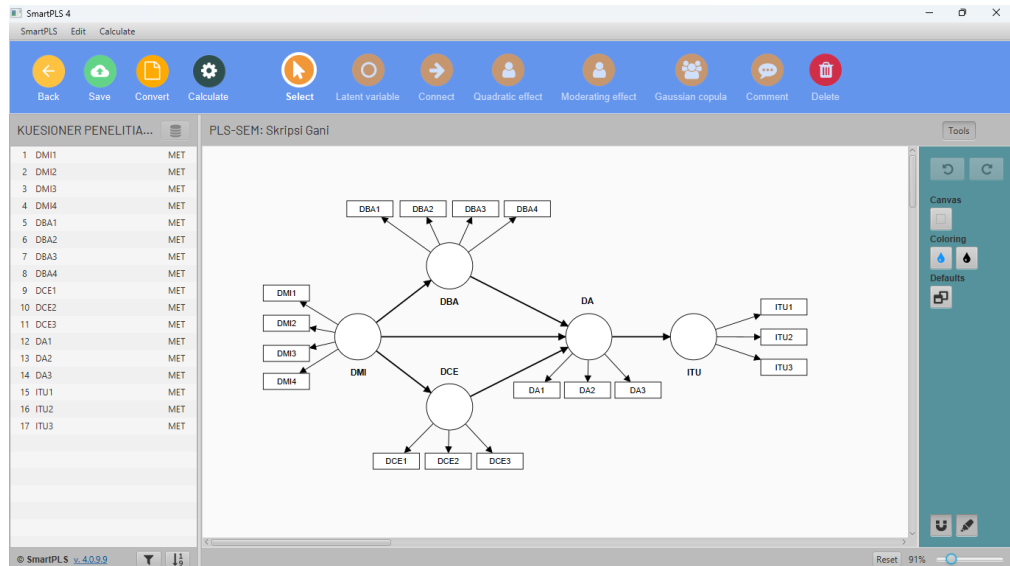
Tabel. Uji Validitas Variabel *Intention To Use*

|           |                     | <b>Correlations Intention To Use</b> |                    |                    |                    |
|-----------|---------------------|--------------------------------------|--------------------|--------------------|--------------------|
|           |                     | ITU1                                 | ITU2               | ITU3               | TOTAL ITU          |
| ITU1      | Pearson Correlation | 1                                    | .772 <sup>**</sup> | .853 <sup>**</sup> | .921 <sup>**</sup> |
|           | Sig. (2-tailed)     |                                      | .000               | .000               | .000               |
|           | N                   | 30                                   | 30                 | 30                 | 30                 |
| ITU2      | Pearson Correlation | .772 <sup>**</sup>                   | 1                  | .854 <sup>**</sup> | .939 <sup>**</sup> |
|           | Sig. (2-tailed)     | .000                                 |                    | .000               | .000               |
|           | N                   | 30                                   | 30                 | 30                 | 30                 |
| ITU3      | Pearson Correlation | .853 <sup>**</sup>                   | .854 <sup>**</sup> | 1                  | .960 <sup>**</sup> |
|           | Sig. (2-tailed)     | .000                                 | .000               |                    | .000               |
|           | N                   | 30                                   | 30                 | 30                 | 30                 |
| TOTAL ITU | Pearson Correlation | .921 <sup>**</sup>                   | .939 <sup>**</sup> | .960 <sup>**</sup> | 1                  |
|           | Sig. (2-tailed)     | .000                                 | .000               | .000               |                    |
|           | N                   | 30                                   | 30                 | 30                 | 30                 |

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

- **Lampiran VII**

Tabel. Skema PLS



Tabel. Deskriptive & Nomality Statistic

| Indicator data (original) - MV descriptives |       |        |              |              |                    |                 |          |  |
|---------------------------------------------|-------|--------|--------------|--------------|--------------------|-----------------|----------|--|
|                                             | Mean  | Medlan | Observed mln | Observed max | Standard deviation | Excess kurtosis | Skewness |  |
| DA1                                         | 2.702 | 3.000  | 1.000        | 5.000        | 1.135              | -0.744          | 0.078    |  |
| DA2                                         | 3.255 | 3.000  | 1.000        | 5.000        | 0.918              | 0.610           | -0.309   |  |
| DA3                                         | 3.582 | 4.000  | 1.000        | 5.000        | 0.961              | 0.196           | -0.380   |  |
| DBA1                                        | 3.262 | 3.000  | 1.000        | 5.000        | 1.015              | -0.083          | -0.630   |  |
| DBA2                                        | 3.418 | 4.000  | 1.000        | 5.000        | 0.931              | 0.328           | -0.558   |  |
| DBA3                                        | 3.433 | 3.000  | 1.000        | 5.000        | 0.828              | 1.169           | -0.503   |  |
| DBA4                                        | 2.823 | 3.000  | 1.000        | 5.000        | 0.932              | -0.079          | -0.009   |  |
| DCE1                                        | 2.823 | 3.000  | 1.000        | 5.000        | 1.087              | -0.675          | -0.076   |  |
| DCE2                                        | 3.014 | 3.000  | 1.000        | 5.000        | 1.010              | -0.179          | -0.195   |  |
| DCE3                                        | 2.688 | 3.000  | 1.000        | 5.000        | 1.025              | -0.434          | 0.180    |  |
| DMI1                                        | 2.922 | 3.000  | 1.000        | 5.000        | 1.039              | -0.322          | -0.264   |  |
| DMI2                                        | 3.199 | 3.000  | 1.000        | 5.000        | 0.852              | 0.948           | -0.534   |  |
| DMI3                                        | 3.284 | 3.000  | 1.000        | 5.000        | 0.853              | 1.085           | -0.445   |  |
| DMI4                                        | 3.532 | 4.000  | 1.000        | 5.000        | 0.896              | 1.280           | -0.725   |  |
| ITU1                                        | 2.986 | 3.000  | 1.000        | 5.000        | 0.953              | 0.096           | -0.220   |  |
| ITU2                                        | 3.128 | 3.000  | 1.000        | 5.000        | 1.010              | 0.061           | -0.135   |  |
| ITU3                                        | 3.234 | 3.000  | 1.000        | 5.000        | 0.958              | 0.315           | -0.144   |  |

Tabel. Convergent Validity & Internal Consistency Reliability

| Outer loadings - Matrix |       |       |       |       |       |  |
|-------------------------|-------|-------|-------|-------|-------|--|
|                         | DA    | DBA   | DCE   | DMI   | ITU   |  |
| DA1                     | 0.809 |       |       |       |       |  |
| DA2                     | 0.925 |       |       |       |       |  |
| DA3                     | 0.856 |       |       |       |       |  |
| DBA1                    |       | 0.882 |       |       |       |  |
| DBA2                    |       | 0.861 |       |       |       |  |
| DBA3                    |       | 0.768 |       |       |       |  |
| DBA4                    |       | 0.781 |       |       |       |  |
| DCE1                    |       |       | 0.933 |       |       |  |
| DCE2                    |       |       | 0.910 |       |       |  |
| DCE3                    |       |       | 0.924 |       |       |  |
| DMI1                    |       |       |       | 0.781 |       |  |
| DMI2                    |       |       |       | 0.888 |       |  |
| DMI3                    |       |       |       | 0.907 |       |  |
| DMI4                    |       |       |       | 0.750 |       |  |
| ITU1                    |       |       |       |       | 0.924 |  |
| ITU2                    |       |       |       |       | 0.948 |  |
| ITU3                    |       |       |       |       | 0.936 |  |
|                         |       |       |       |       |       |  |

| Construct reliability and validity - Overview |                  |                               |                               |                                  |
|-----------------------------------------------|------------------|-------------------------------|-------------------------------|----------------------------------|
|                                               | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | Average variance extracted (AVE) |
| DA                                            | 0.830            | 0.836                         | 0.899                         | 0.748                            |
| DBA                                           | 0.841            | 0.845                         | 0.894                         | 0.679                            |
| DCE                                           | 0.913            | 0.914                         | 0.945                         | 0.851                            |
| DMI                                           | 0.852            | 0.868                         | 0.901                         | 0.696                            |
| ITU                                           | 0.930            | 0.933                         | 0.955                         | 0.876                            |
|                                               |                  |                               |                               |                                  |

Tabel. Convergent Validity – Heterotrait Monotrait Ration (HTMT)

| Discriminant validity - Heterotrait-monotrait ratio (HTMT) - Matrix |       |       |       |       |     |  |
|---------------------------------------------------------------------|-------|-------|-------|-------|-----|--|
|                                                                     | DA    | DBA   | DCE   | DMI   | ITU |  |
| DA                                                                  |       |       |       |       |     |  |
| DBA                                                                 | 0.838 |       |       |       |     |  |
| DCE                                                                 | 0.798 | 0.800 |       |       |     |  |
| DMI                                                                 | 0.865 | 0.956 | 0.820 |       |     |  |
| ITU                                                                 | 0.915 | 0.795 | 0.757 | 0.768 |     |  |

Tabel. Convergent Validity – Fornell Larcker Criterion

| Discriminant validity - Fornell-Larcker criterion |       |       |       |       |       |  |
|---------------------------------------------------|-------|-------|-------|-------|-------|--|
|                                                   | DA    | DBA   | DCE   | DMI   | ITU   |  |
| DA                                                | 0.865 |       |       |       |       |  |
| DBA                                               | 0.699 | 0.824 |       |       |       |  |
| DCE                                               | 0.694 | 0.703 | 0.923 |       |       |  |
| DMI                                               | 0.730 | 0.813 | 0.731 | 0.834 |       |  |
| ITU                                               | 0.805 | 0.703 | 0.697 | 0.689 | 0.936 |  |

Tabel. Convergent Validity – Cross Loadings

| Discriminant validity – Cross loadings |       |       |       |       |       |  |
|----------------------------------------|-------|-------|-------|-------|-------|--|
|                                        | DA    | DBA   | DCE   | DMI   | ITU   |  |
| DA1                                    | 0.809 | 0.537 | 0.696 | 0.547 | 0.664 |  |
| DA2                                    | 0.925 | 0.658 | 0.620 | 0.688 | 0.754 |  |
| DA3                                    | 0.856 | 0.615 | 0.485 | 0.654 | 0.667 |  |
| DBA1                                   | 0.604 | 0.882 | 0.593 | 0.731 | 0.574 |  |
| DBA2                                   | 0.554 | 0.861 | 0.532 | 0.677 | 0.582 |  |
| DBA3                                   | 0.589 | 0.768 | 0.486 | 0.581 | 0.580 |  |
| DBA4                                   | 0.558 | 0.781 | 0.700 | 0.683 | 0.583 |  |
| DCE1                                   | 0.667 | 0.683 | 0.933 | 0.707 | 0.632 |  |
| DCE2                                   | 0.634 | 0.666 | 0.910 | 0.671 | 0.666 |  |
| DCE3                                   | 0.618 | 0.594 | 0.924 | 0.643 | 0.631 |  |
| DMI1                                   | 0.531 | 0.641 | 0.613 | 0.781 | 0.472 |  |
| DMI2                                   | 0.650 | 0.740 | 0.670 | 0.888 | 0.640 |  |
| DMI3                                   | 0.685 | 0.741 | 0.687 | 0.907 | 0.667 |  |
| DMI4                                   | 0.557 | 0.576 | 0.440 | 0.750 | 0.500 |  |
| ITU1                                   | 0.701 | 0.618 | 0.661 | 0.604 | 0.924 |  |
| ITU2                                   | 0.790 | 0.692 | 0.667 | 0.670 | 0.948 |  |
| ITU3                                   | 0.767 | 0.660 | 0.629 | 0.660 | 0.936 |  |
|                                        |       |       |       |       |       |  |

Tabel. Collinearity Statistics (VIF) – Inner Model

| Collinearity statistics (VIF) – Inner model – List |       |  |
|----------------------------------------------------|-------|--|
|                                                    | VIF   |  |
| DA → ITU                                           | 1.000 |  |
| DBA → DA                                           | 3.193 |  |
| DCE → DA                                           | 2.320 |  |
| DMI → DA                                           | 3.470 |  |
| DMI → DBA                                          | 1.000 |  |
| DMI → DCE                                          | 1.000 |  |
|                                                    |       |  |

Tabel. R-square Adjusted

| R-square - Overview |          |                   |  |
|---------------------|----------|-------------------|--|
|                     | R-square | R-square adjusted |  |
| DA                  | 0.603    | 0.594             |  |
| DBA                 | 0.662    | 0.659             |  |
| DCE                 | 0.534    | 0.531             |  |
| ITU                 | 0.649    | 0.646             |  |

Tabel. F-square

| f-square - List |          |  |
|-----------------|----------|--|
|                 | f-square |  |
| DA → ITU        | 1.847    |  |
| DBA → DA        | 0.038    |  |
| DCE → DA        | 0.094    |  |
| DMI → DA        | 0.082    |  |
| DMI → DBA       | 1.956    |  |
| DMI → DCE       | 1.148    |  |

Tabel. Pengujian Hipotesis

| Path coefficients - Mean, STDEV, T values, p values |                     |                 |                            |                          |          |
|-----------------------------------------------------|---------------------|-----------------|----------------------------|--------------------------|----------|
|                                                     | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics ( O /STDEV) | P values |
| DA → ITU                                            | 0.805               | 0.806           | 0.034                      | 23.887                   | 0.000    |
| DBA → DA                                            | 0.219               | 0.216           | 0.102                      | 2.149                    | 0.032    |
| DCE → DA                                            | 0.295               | 0.296           | 0.076                      | 3.863                    | 0.000    |
| DMI → DA                                            | 0.336               | 0.338           | 0.104                      | 3.241                    | 0.001    |
| DMI → DBA                                           | 0.813               | 0.816           | 0.029                      | 27.929                   | 0.000    |
| DMI → DCE                                           | 0.731               | 0.732           | 0.039                      | 18.639                   | 0.000    |

Tabel. Importance Performace Map – Total Effects Indikator DA

| Importance-performance map [DA](indicators) - Indicator total effects for [DA] |       |  |
|--------------------------------------------------------------------------------|-------|--|
|                                                                                | DA    |  |
| DBA1                                                                           | 0.071 |  |
| DBA2                                                                           | 0.066 |  |
| DBA3                                                                           | 0.062 |  |
| DBA4                                                                           | 0.066 |  |
| DCE1                                                                           | 0.111 |  |
| DCE2                                                                           | 0.106 |  |
| DCE3                                                                           | 0.102 |  |
| DMI1                                                                           | 0.206 |  |
| DMI2                                                                           | 0.238 |  |
| DMI3                                                                           | 0.244 |  |
| DMI4                                                                           | 0.182 |  |
|                                                                                |       |  |

Tabel. Importance Performace Map – Performaces Indikator DA

| Importance-performance map [DA](indicators) - Indicator performances for [DA] |                |  |
|-------------------------------------------------------------------------------|----------------|--|
|                                                                               | MV performance |  |
| DBA1                                                                          | 56.560         |  |
| DBA2                                                                          | 60.461         |  |
| DBA3                                                                          | 60.816         |  |
| DBA4                                                                          | 45.567         |  |
| DCE1                                                                          | 45.567         |  |
| DCE2                                                                          | 50.355         |  |
| DCE3                                                                          | 42.199         |  |
| DMI1                                                                          | 48.050         |  |
| DMI2                                                                          | 54.965         |  |
| DMI3                                                                          | 57.092         |  |
| DMI4                                                                          | 63.298         |  |
|                                                                               |                |  |

Tabel. Importance Performace Map – Total Effects Indikator ITU

| Importance-performance map [ITU](indicators) - Indicator total effects for [ITU] |       |  |
|----------------------------------------------------------------------------------|-------|--|
|                                                                                  | ITU   |  |
| DA1                                                                              | 0.299 |  |
| DA2                                                                              | 0.334 |  |
| DA3                                                                              | 0.297 |  |
| DBA1                                                                             | 0.057 |  |
| DBA2                                                                             | 0.053 |  |
| DBA3                                                                             | 0.050 |  |
| DBA4                                                                             | 0.053 |  |
| DCE1                                                                             | 0.090 |  |
| DCE2                                                                             | 0.085 |  |
| DCE3                                                                             | 0.082 |  |
| DMI1                                                                             | 0.166 |  |
| DMI2                                                                             | 0.192 |  |
| DMI3                                                                             | 0.196 |  |
| DMI4                                                                             | 0.146 |  |
|                                                                                  |       |  |

Tabel. Importance Performace Map – Performaces Indikator ITU

| Importance-performance map [ITU](indicators) - Indicator performances for [ITU] |                |  |
|---------------------------------------------------------------------------------|----------------|--|
|                                                                                 | MV performance |  |
| DA1                                                                             | 42.553         |  |
| DA2                                                                             | 56.383         |  |
| DA3                                                                             | 64.539         |  |
| DBA1                                                                            | 56.560         |  |
| DBA2                                                                            | 60.461         |  |
| DBA3                                                                            | 60.816         |  |
| DBA4                                                                            | 45.567         |  |
| DCE1                                                                            | 45.567         |  |
| DCE2                                                                            | 50.355         |  |
| DCE3                                                                            | 42.199         |  |
| DMI1                                                                            | 48.050         |  |
| DMI2                                                                            | 54.965         |  |
| DMI3                                                                            | 57.092         |  |
| DMI4                                                                            | 63.298         |  |
|                                                                                 |                |  |



- **Lampiran VIII**

Tabulasi Jawaban Responden Variabel *Digital Marketing Implementation*

| <b>Responden</b> | <b>DMI1</b> | <b>DMI2</b> | <b>DMI3</b> | <b>DMI4</b> |
|------------------|-------------|-------------|-------------|-------------|
| Responden1       | 3           | 5           | 5           | 3           |
| Responden2       | 4           | 4           | 5           | 3           |
| Responden3       | 2           | 3           | 4           | 4           |
| Responden4       | 3           | 4           | 4           | 4           |
| Responden5       | 5           | 4           | 5           | 4           |
| Responden6       | 2           | 3           | 3           | 3           |
| Responden7       | 3           | 3           | 3           | 3           |
| Responden8       | 3           | 4           | 4           | 4           |
| Responden9       | 5           | 5           | 5           | 5           |
| Responden10      | 3           | 4           | 4           | 4           |
| Responden11      | 3           | 3           | 3           | 3           |
| Responden12      | 4           | 4           | 5           | 5           |
| Responden13      | 3           | 3           | 3           | 3           |
| Responden14      | 3           | 3           | 3           | 4           |
| Responden15      | 4           | 4           | 4           | 4           |
| Responden16      | 3           | 3           | 4           | 3           |
| Responden17      | 3           | 3           | 4           | 4           |
| Responden18      | 3           | 3           | 3           | 3           |
| Responden19      | 3           | 3           | 3           | 3           |
| Responden20      | 5           | 4           | 5           | 4           |
| Responden21      | 3           | 3           | 3           | 3           |
| Responden22      | 3           | 3           | 3           | 3           |
| Responden23      | 2           | 3           | 3           | 3           |
| Responden24      | 5           | 3           | 3           | 3           |
| Responden25      | 4           | 3           | 3           | 3           |
| Responden26      | 3           | 4           | 4           | 5           |
| Responden27      | 3           | 3           | 3           | 3           |
| Responden28      | 4           | 3           | 4           | 5           |
| Responden29      | 4           | 3           | 4           | 4           |
| Responden30      | 3           | 3           | 3           | 4           |
| Responden31      | 1           | 1           | 1           | 1           |
| Responden32      | 5           | 5           | 5           | 5           |
| Responden33      | 3           | 3           | 3           | 3           |
| Responden34      | 3           | 3           | 4           | 4           |
| Responden35      | 3           | 3           | 4           | 4           |
| Responden36      | 3           | 2           | 3           | 3           |
| Responden37      | 4           | 3           | 4           | 4           |
| Responden38      | 2           | 3           | 3           | 4           |
| Responden39      | 4           | 4           | 3           | 4           |
| Responden40      | 2           | 3           | 3           | 4           |
| Responden41      | 3           | 3           | 3           | 3           |
| Responden42      | 3           | 3           | 3           | 3           |
| Responden43      | 4           | 5           | 3           | 3           |
| Responden44      | 2           | 3           | 3           | 3           |
| Responden45      | 3           | 3           | 4           | 4           |
| Responden46      | 4           | 3           | 3           | 3           |
| Responden47      | 3           | 3           | 3           | 3           |
| Responden48      | 4           | 3           | 3           | 4           |
| Responden49      | 3           | 4           | 4           | 4           |
| Responden50      | 3           | 3           | 3           | 3           |
| Responden51      | 3           | 3           | 4           | 4           |
| Responden52      | 3           | 3           | 3           | 3           |
| Responden53      | 2           | 4           | 3           | 5           |
| Responden54      | 1           | 1           | 3           | 4           |
| Responden55      | 3           | 4           | 4           | 4           |
| Responden56      | 2           | 3           | 3           | 4           |
| Responden57      | 3           | 4           | 4           | 3           |
| Responden58      | 3           | 4           | 4           | 3           |
| Responden59      | 3           | 4           | 4           | 4           |
| Responden60      | 2           | 3           | 3           | 5           |

| <b>Responden</b> | <b>DMI1</b> | <b>DMI2</b> | <b>DMI3</b> | <b>DMI4</b> |
|------------------|-------------|-------------|-------------|-------------|
| Responden61      | 4           | 4           | 4           | 4           |
| Responden62      | 4           | 4           | 3           | 4           |
| Responden63      | 3           | 3           | 3           | 3           |
| Responden64      | 3           | 3           | 3           | 3           |
| Responden65      | 4           | 3           | 4           | 4           |
| Responden66      | 5           | 4           | 4           | 4           |
| Responden67      | 2           | 2           | 2           | 2           |
| Responden68      | 3           | 4           | 4           | 5           |
| Responden69      | 3           | 3           | 3           | 3           |
| Responden70      | 4           | 3           | 3           | 4           |
| Responden71      | 3           | 4           | 3           | 4           |
| Responden72      | 2           | 3           | 3           | 3           |
| Responden73      | 3           | 3           | 3           | 4           |
| Responden74      | 4           | 4           | 3           | 4           |
| Responden75      | 3           | 4           | 3           | 4           |
| Responden76      | 4           | 4           | 4           | 5           |
| Responden77      | 1           | 1           | 2           | 3           |
| Responden78      | 3           | 3           | 3           | 3           |
| Responden79      | 4           | 3           | 3           | 3           |
| Responden80      | 4           | 4           | 4           | 4           |
| Responden81      | 1           | 3           | 3           | 4           |
| Responden82      | 2           | 4           | 4           | 4           |
| Responden83      | 1           | 1           | 3           | 1           |
| Responden84      | 1           | 3           | 3           | 3           |
| Responden85      | 1           | 1           | 1           | 1           |
| Responden86      | 1           | 1           | 1           | 1           |
| Responden87      | 2           | 3           | 1           | 1           |
| Responden88      | 3           | 4           | 4           | 4           |
| Responden89      | 4           | 4           | 4           | 4           |
| Responden90      | 3           | 3           | 3           | 3           |
| Responden91      | 3           | 3           | 3           | 3           |
| Responden92      | 5           | 5           | 5           | 5           |
| Responden93      | 3           | 3           | 3           | 3           |
| Responden94      | 4           | 3           | 3           | 3           |
| Responden95      | 4           | 4           | 5           | 5           |
| Responden96      | 2           | 2           | 2           | 3           |
| Responden97      | 4           | 4           | 4           | 4           |
| Responden98      | 3           | 4           | 4           | 5           |
| Responden99      | 3           | 4           | 3           | 4           |
| Responden100     | 3           | 4           | 4           | 3           |
| Responden101     | 1           | 1           | 1           | 1           |
| Responden102     | 2           | 3           | 3           | 5           |
| Responden103     | 2           | 3           | 3           | 3           |
| Responden104     | 3           | 3           | 3           | 3           |
| Responden105     | 4           | 4           | 4           | 4           |
| Responden106     | 3           | 4           | 4           | 5           |
| Responden107     | 4           | 5           | 4           | 4           |
| Responden108     | 1           | 1           | 1           | 4           |
| Responden109     | 1           | 3           | 2           | 4           |
| Responden110     | 3           | 3           | 3           | 3           |
| Responden111     | 4           | 4           | 4           | 4           |
| Responden112     | 3           | 3           | 3           | 4           |
| Responden113     | 4           | 4           | 4           | 5           |
| Responden114     | 3           | 3           | 3           | 4           |
| Responden115     | 1           | 3           | 3           | 3           |
| Responden116     | 2           | 2           | 3           | 4           |
| Responden117     | 1           | 3           | 3           | 3           |
| Responden118     | 2           | 3           | 3           | 3           |
| Responden119     | 1           | 3           | 3           | 3           |
| Responden120     | 3           | 3           | 3           | 3           |
| Responden121     | 2           | 3           | 2           | 2           |
| Responden122     | 4           | 3           | 4           | 4           |
| Responden123     | 4           | 4           | 4           | 4           |
| Responden124     | 3           | 3           | 3           | 4           |
| Responden125     | 3           | 4           | 3           | 3           |

| Responden    | DMI1 | DMI2 | DMI3 | DMI4 |
|--------------|------|------|------|------|
| Responden126 | 3    | 4    | 3    | 4    |
| Responden127 | 3    | 3    | 4    | 4    |
| Responden128 | 2    | 4    | 4    | 5    |
| Responden129 | 3    | 3    | 3    | 4    |
| Responden130 | 4    | 3    | 4    | 3    |
| Responden131 | 2    | 2    | 2    | 4    |
| Responden132 | 1    | 2    | 3    | 3    |
| Responden133 | 3    | 3    | 3    | 3    |
| Responden134 | 3    | 2    | 3    | 4    |
| Responden135 | 3    | 2    | 3    | 3    |
| Responden136 | 1    | 2    | 2    | 4    |
| Responden137 | 3    | 3    | 3    | 4    |
| Responden138 | 4    | 4    | 4    | 3    |
| Responden139 | 1    | 3    | 3    | 3    |
| Responden140 | 4    | 2    | 1    | 1    |
| Responden141 | 1    | 3    | 3    | 3    |

Tabulasi Jawaban Responden Variabel *Digital Brand Awareness*

| Responden   | DBA1 | DBA2 | DBA3 | DBA4 |
|-------------|------|------|------|------|
| Responden1  | 4    | 4    | 3    | 2    |
| Responden2  | 5    | 3    | 4    | 4    |
| Responden3  | 2    | 1    | 3    | 3    |
| Responden4  | 4    | 5    | 4    | 5    |
| Responden5  | 4    | 5    | 4    | 4    |
| Responden6  | 3    | 3    | 3    | 3    |
| Responden7  | 3    | 3    | 3    | 3    |
| Responden8  | 3    | 3    | 3    | 3    |
| Responden9  | 5    | 5    | 5    | 5    |
| Responden10 | 4    | 3    | 4    | 3    |
| Responden11 | 2    | 3    | 3    | 3    |
| Responden12 | 4    | 5    | 4    | 3    |
| Responden13 | 4    | 4    | 4    | 4    |
| Responden14 | 2    | 3    | 3    | 2    |
| Responden15 | 4    | 4    | 4    | 4    |
| Responden16 | 3    | 3    | 3    | 3    |
| Responden17 | 4    | 4    | 4    | 3    |
| Responden18 | 3    | 3    | 3    | 3    |
| Responden19 | 3    | 3    | 3    | 3    |
| Responden20 | 4    | 4    | 4    | 4    |
| Responden21 | 3    | 3    | 3    | 3    |
| Responden22 | 3    | 3    | 3    | 3    |
| Responden23 | 3    | 3    | 3    | 3    |
| Responden24 | 5    | 5    | 4    | 4    |
| Responden25 | 3    | 3    | 3    | 4    |
| Responden26 | 2    | 4    | 4    | 2    |
| Responden27 | 2    | 2    | 3    | 2    |
| Responden28 | 4    | 5    | 3    | 2    |
| Responden29 | 4    | 3    | 4    | 3    |
| Responden30 | 4    | 4    | 3    | 3    |
| Responden31 | 1    | 1    | 3    | 1    |
| Responden32 | 5    | 5    | 5    | 5    |
| Responden33 | 3    | 3    | 3    | 3    |
| Responden34 | 3    | 4    | 5    | 3    |
| Responden35 | 2    | 4    | 4    | 2    |
| Responden36 | 3    | 3    | 3    | 3    |
| Responden37 | 4    | 4    | 4    | 4    |
| Responden38 | 3    | 4    | 4    | 2    |
| Responden39 | 3    | 4    | 3    | 4    |
| Responden40 | 3    | 4    | 4    | 2    |
| Responden41 | 4    | 3    | 4    | 3    |
| Responden42 | 3    | 3    | 3    | 3    |
| Responden43 | 4    | 4    | 2    | 3    |

| <b>Responden</b> | <b>DBA1</b> | <b>DBA2</b> | <b>DBA3</b> | <b>DBA4</b> |
|------------------|-------------|-------------|-------------|-------------|
| Responden44      | 3           | 3           | 3           | 3           |
| Responden45      | 4           | 4           | 3           | 3           |
| Responden46      | 3           | 4           | 4           | 3           |
| Responden47      | 3           | 3           | 3           | 3           |
| Responden48      | 3           | 4           | 3           | 3           |
| Responden49      | 4           | 4           | 4           | 4           |
| Responden50      | 3           | 3           | 3           | 3           |
| Responden51      | 4           | 4           | 4           | 3           |
| Responden52      | 3           | 3           | 3           | 2           |
| Responden53      | 4           | 4           | 4           | 2           |
| Responden54      | 1           | 2           | 5           | 2           |
| Responden55      | 4           | 3           | 3           | 4           |
| Responden56      | 4           | 3           | 4           | 2           |
| Responden57      | 4           | 4           | 4           | 3           |
| Responden58      | 4           | 4           | 4           | 3           |
| Responden59      | 5           | 5           | 5           | 5           |
| Responden60      | 4           | 4           | 4           | 2           |
| Responden61      | 4           | 4           | 4           | 4           |
| Responden62      | 4           | 4           | 4           | 3           |
| Responden63      | 2           | 2           | 3           | 2           |
| Responden64      | 3           | 3           | 4           | 3           |
| Responden65      | 4           | 4           | 4           | 4           |
| Responden66      | 4           | 4           | 4           | 4           |
| Responden67      | 2           | 2           | 2           | 2           |
| Responden68      | 4           | 5           | 5           | 3           |
| Responden69      | 3           | 3           | 3           | 4           |
| Responden70      | 5           | 4           | 3           | 3           |
| Responden71      | 4           | 4           | 5           | 3           |
| Responden72      | 3           | 2           | 5           | 2           |
| Responden73      | 4           | 4           | 4           | 3           |
| Responden74      | 4           | 4           | 4           | 3           |
| Responden75      | 4           | 4           | 3           | 3           |
| Responden76      | 4           | 5           | 4           | 3           |
| Responden77      | 1           | 2           | 2           | 1           |
| Responden78      | 3           | 3           | 3           | 3           |
| Responden79      | 4           | 4           | 2           | 2           |
| Responden80      | 3           | 4           | 3           | 4           |
| Responden81      | 2           | 2           | 3           | 1           |
| Responden82      | 4           | 4           | 4           | 3           |
| Responden83      | 1           | 1           | 3           | 2           |
| Responden84      | 2           | 2           | 3           | 2           |
| Responden85      | 1           | 3           | 3           | 1           |
| Responden86      | 1           | 3           | 1           | 1           |
| Responden87      | 3           | 4           | 1           | 2           |
| Responden88      | 4           | 4           | 3           | 2           |
| Responden89      | 4           | 3           | 4           | 3           |
| Responden90      | 3           | 3           | 3           | 3           |
| Responden91      | 3           | 3           | 3           | 3           |
| Responden92      | 5           | 5           | 5           | 5           |
| Responden93      | 3           | 3           | 3           | 3           |
| Responden94      | 4           | 4           | 4           | 3           |
| Responden95      | 4           | 4           | 4           | 4           |
| Responden96      | 1           | 1           | 1           | 1           |
| Responden97      | 4           | 4           | 4           | 4           |
| Responden98      | 3           | 5           | 4           | 4           |
| Responden99      | 4           | 4           | 4           | 2           |
| Responden100     | 4           | 4           | 3           | 2           |
| Responden101     | 3           | 3           | 3           | 1           |
| Responden102     | 2           | 3           | 4           | 1           |
| Responden103     | 2           | 2           | 3           | 2           |
| Responden104     | 3           | 3           | 3           | 3           |
| Responden105     | 4           | 4           | 3           | 3           |
| Responden106     | 4           | 4           | 4           | 3           |
| Responden107     | 4           | 4           | 5           | 4           |
| Responden108     | 1           | 1           | 1           | 1           |

| Responden    | DBA1 | DBA2 | DBA3 | DBA4 |
|--------------|------|------|------|------|
| Responden109 | 2    | 3    | 3    | 1    |
| Responden110 | 4    | 4    | 5    | 3    |
| Responden111 | 4    | 4    | 4    | 4    |
| Responden112 | 4    | 3    | 3    | 2    |
| Responden113 | 5    | 4    | 4    | 3    |
| Responden114 | 4    | 4    | 4    | 2    |
| Responden115 | 3    | 4    | 4    | 3    |
| Responden116 | 4    | 5    | 4    | 2    |
| Responden117 | 1    | 3    | 3    | 4    |
| Responden118 | 4    | 4    | 4    | 2    |
| Responden119 | 3    | 3    | 4    | 2    |
| Responden120 | 3    | 3    | 3    | 3    |
| Responden121 | 2    | 2    | 3    | 2    |
| Responden122 | 4    | 4    | 4    | 3    |
| Responden123 | 4    | 4    | 4    | 4    |
| Responden124 | 4    | 3    | 4    | 3    |
| Responden125 | 3    | 3    | 3    | 3    |
| Responden126 | 3    | 4    | 4    | 4    |
| Responden127 | 3    | 3    | 3    | 3    |
| Responden128 | 5    | 4    | 4    | 2    |
| Responden129 | 3    | 3    | 3    | 2    |
| Responden130 | 4    | 4    | 3    | 3    |
| Responden131 | 2    | 3    | 3    | 2    |
| Responden132 | 4    | 4    | 2    | 1    |
| Responden133 | 3    | 3    | 3    | 3    |
| Responden134 | 1    | 2    | 3    | 2    |
| Responden135 | 2    | 2    | 3    | 2    |
| Responden136 | 2    | 2    | 3    | 3    |
| Responden137 | 3    | 3    | 3    | 3    |
| Responden138 | 4    | 4    | 3    | 3    |
| Responden139 | 3    | 3    | 3    | 3    |
| Responden140 | 1    | 1    | 1    | 1    |
| Responden141 | 3    | 3    | 3    | 3    |

Tabulasi Jawaban Responden Variabel *Digital Customer Engagement*

| Responden   | DCE1 | DCE2 | DCE3 |
|-------------|------|------|------|
| Responden1  | 3    | 4    | 5    |
| Responden2  | 5    | 4    | 4    |
| Responden3  | 4    | 4    | 4    |
| Responden4  | 5    | 4    | 4    |
| Responden5  | 4    | 4    | 5    |
| Responden6  | 3    | 3    | 3    |
| Responden7  | 3    | 3    | 3    |
| Responden8  | 3    | 3    | 3    |
| Responden9  | 5    | 5    | 5    |
| Responden10 | 3    | 3    | 2    |
| Responden11 | 3    | 2    | 2    |
| Responden12 | 3    | 4    | 3    |
| Responden13 | 3    | 3    | 3    |
| Responden14 | 3    | 3    | 2    |
| Responden15 | 4    | 4    | 4    |
| Responden16 | 3    | 3    | 3    |
| Responden17 | 3    | 2    | 2    |
| Responden18 | 3    | 3    | 3    |
| Responden19 | 3    | 3    | 3    |
| Responden20 | 5    | 5    | 4    |
| Responden21 | 3    | 3    | 3    |
| Responden22 | 3    | 3    | 3    |
| Responden23 | 3    | 3    | 3    |
| Responden24 | 2    | 2    | 2    |
| Responden25 | 3    | 3    | 3    |
| Responden26 | 3    | 3    | 4    |

| <b>Responden</b> | <b>DCE1</b> | <b>DCE2</b> | <b>DCE3</b> |
|------------------|-------------|-------------|-------------|
| Responden27      | 3           | 2           | 3           |
| Responden28      | 5           | 5           | 3           |
| Responden29      | 3           | 3           | 3           |
| Responden30      | 4           | 3           | 3           |
| Responden31      | 1           | 1           | 1           |
| Responden32      | 5           | 5           | 5           |
| Responden33      | 3           | 3           | 3           |
| Responden34      | 4           | 3           | 2           |
| Responden35      | 3           | 3           | 2           |
| Responden36      | 3           | 3           | 3           |
| Responden37      | 3           | 4           | 3           |
| Responden38      | 2           | 2           | 2           |
| Responden39      | 4           | 4           | 4           |
| Responden40      | 2           | 3           | 2           |
| Responden41      | 4           | 4           | 4           |
| Responden42      | 3           | 3           | 3           |
| Responden43      | 4           | 3           | 3           |
| Responden44      | 3           | 3           | 3           |
| Responden45      | 3           | 4           | 3           |
| Responden46      | 4           | 4           | 4           |
| Responden47      | 3           | 3           | 3           |
| Responden48      | 2           | 3           | 2           |
| Responden49      | 3           | 3           | 2           |
| Responden50      | 3           | 3           | 3           |
| Responden51      | 3           | 3           | 3           |
| Responden52      | 2           | 2           | 2           |
| Responden53      | 2           | 3           | 1           |
| Responden54      | 1           | 5           | 2           |
| Responden55      | 4           | 3           | 4           |
| Responden56      | 2           | 1           | 2           |
| Responden57      | 4           | 4           | 4           |
| Responden58      | 3           | 3           | 3           |
| Responden59      | 4           | 5           | 5           |
| Responden60      | 2           | 2           | 2           |
| Responden61      | 4           | 4           | 4           |
| Responden62      | 4           | 3           | 2           |
| Responden63      | 1           | 1           | 1           |
| Responden64      | 3           | 3           | 3           |
| Responden65      | 4           | 4           | 3           |
| Responden66      | 2           | 4           | 2           |
| Responden67      | 2           | 2           | 2           |
| Responden68      | 4           | 4           | 3           |
| Responden69      | 3           | 3           | 3           |
| Responden70      | 3           | 4           | 2           |
| Responden71      | 4           | 5           | 4           |
| Responden72      | 2           | 3           | 2           |
| Responden73      | 4           | 4           | 4           |
| Responden74      | 4           | 4           | 4           |
| Responden75      | 3           | 3           | 3           |
| Responden76      | 4           | 4           | 3           |
| Responden77      | 1           | 2           | 2           |
| Responden78      | 2           | 2           | 2           |
| Responden79      | 2           | 2           | 2           |
| Responden80      | 2           | 3           | 2           |
| Responden81      | 1           | 1           | 1           |
| Responden82      | 2           | 2           | 3           |
| Responden83      | 2           | 3           | 1           |
| Responden84      | 2           | 2           | 3           |
| Responden85      | 1           | 1           | 1           |
| Responden86      | 1           | 1           | 1           |
| Responden87      | 1           | 3           | 2           |
| Responden88      | 3           | 3           | 2           |
| Responden89      | 4           | 4           | 4           |
| Responden90      | 2           | 3           | 3           |
| Responden91      | 3           | 3           | 3           |

| <b>Responden</b> | <b>DCE1</b> | <b>DCE2</b> | <b>DCE3</b> |
|------------------|-------------|-------------|-------------|
| Responden92      | 4           | 5           | 5           |
| Responden93      | 3           | 3           | 3           |
| Responden94      | 3           | 4           | 2           |
| Responden95      | 4           | 4           | 3           |
| Responden96      | 1           | 1           | 1           |
| Responden97      | 4           | 4           | 4           |
| Responden98      | 5           | 5           | 4           |
| Responden99      | 2           | 4           | 3           |
| Responden100     | 3           | 4           | 4           |
| Responden101     | 1           | 1           | 1           |
| Responden102     | 1           | 1           | 1           |
| Responden103     | 2           | 2           | 2           |
| Responden104     | 3           | 3           | 3           |
| Responden105     | 4           | 4           | 4           |
| Responden106     | 4           | 4           | 3           |
| Responden107     | 4           | 4           | 4           |
| Responden108     | 1           | 1           | 1           |
| Responden109     | 2           | 3           | 2           |
| Responden110     | 4           | 3           | 3           |
| Responden111     | 4           | 4           | 4           |
| Responden112     | 3           | 3           | 3           |
| Responden113     | 3           | 3           | 2           |
| Responden114     | 2           | 2           | 2           |
| Responden115     | 1           | 3           | 1           |
| Responden116     | 2           | 2           | 2           |
| Responden117     | 1           | 1           | 1           |
| Responden118     | 1           | 2           | 1           |
| Responden119     | 2           | 2           | 2           |
| Responden120     | 3           | 3           | 3           |
| Responden121     | 2           | 2           | 2           |
| Responden122     | 1           | 2           | 1           |
| Responden123     | 4           | 4           | 4           |
| Responden124     | 3           | 2           | 2           |
| Responden125     | 3           | 3           | 3           |
| Responden126     | 4           | 3           | 2           |
| Responden127     | 3           | 3           | 3           |
| Responden128     | 4           | 4           | 2           |
| Responden129     | 2           | 3           | 2           |
| Responden130     | 3           | 3           | 3           |
| Responden131     | 2           | 2           | 2           |
| Responden132     | 1           | 3           | 1           |
| Responden133     | 3           | 3           | 3           |
| Responden134     | 1           | 3           | 2           |
| Responden135     | 2           | 3           | 2           |
| Responden136     | 2           | 3           | 2           |
| Responden137     | 1           | 1           | 1           |
| Responden138     | 2           | 3           | 3           |
| Responden139     | 3           | 3           | 3           |
| Responden140     | 1           | 1           | 1           |
| Responden141     | 2           | 2           | 2           |

Tabulasi Jawaban Responden Variabel *Digital Attitude*

| <b>Responden</b> | <b>DA1</b> | <b>DA2</b> | <b>DA3</b> |
|------------------|------------|------------|------------|
| Responden1       | 5          | 3          | 5          |
| Responden2       | 4          | 4          | 5          |
| Responden3       | 4          | 2          | 3          |
| Responden4       | 4          | 5          | 4          |
| Responden5       | 4          | 5          | 5          |
| Responden6       | 3          | 3          | 3          |
| Responden7       | 3          | 3          | 3          |
| Responden8       | 4          | 3          | 4          |
| Responden9       | 5          | 5          | 5          |

| <b>Responden</b> | <b>DA1</b> | <b>DA2</b> | <b>DA3</b> |
|------------------|------------|------------|------------|
| Responden10      | 4          | 3          | 4          |
| Responden11      | 2          | 2          | 2          |
| Responden12      | 3          | 4          | 4          |
| Responden13      | 3          | 3          | 3          |
| Responden14      | 2          | 3          | 3          |
| Responden15      | 4          | 4          | 4          |
| Responden16      | 1          | 3          | 3          |
| Responden17      | 2          | 3          | 4          |
| Responden18      | 3          | 3          | 3          |
| Responden19      | 3          | 3          | 3          |
| Responden20      | 3          | 4          | 4          |
| Responden21      | 3          | 3          | 4          |
| Responden22      | 3          | 3          | 3          |
| Responden23      | 3          | 3          | 3          |
| Responden24      | 4          | 3          | 3          |
| Responden25      | 3          | 4          | 3          |
| Responden26      | 2          | 4          | 4          |
| Responden27      | 3          | 4          | 3          |
| Responden28      | 4          | 4          | 4          |
| Responden29      | 4          | 4          | 5          |
| Responden30      | 3          | 3          | 3          |
| Responden31      | 1          | 1          | 1          |
| Responden32      | 5          | 5          | 5          |
| Responden33      | 5          | 3          | 5          |
| Responden34      | 4          | 4          | 5          |
| Responden35      | 4          | 4          | 5          |
| Responden36      | 3          | 3          | 3          |
| Responden37      | 3          | 4          | 4          |
| Responden38      | 1          | 3          | 4          |
| Responden39      | 2          | 2          | 3          |
| Responden40      | 2          | 4          | 4          |
| Responden41      | 3          | 3          | 3          |
| Responden42      | 3          | 3          | 3          |
| Responden43      | 4          | 5          | 5          |
| Responden44      | 3          | 3          | 3          |
| Responden45      | 2          | 3          | 4          |
| Responden46      | 4          | 4          | 4          |
| Responden47      | 3          | 3          | 3          |
| Responden48      | 2          | 2          | 3          |
| Responden49      | 2          | 3          | 5          |
| Responden50      | 2          | 2          | 3          |
| Responden51      | 3          | 4          | 4          |
| Responden52      | 1          | 2          | 3          |
| Responden53      | 3          | 5          | 5          |
| Responden54      | 1          | 2          | 4          |
| Responden55      | 4          | 3          | 3          |
| Responden56      | 2          | 3          | 4          |
| Responden57      | 4          | 4          | 4          |
| Responden58      | 2          | 3          | 4          |
| Responden59      | 5          | 4          | 5          |
| Responden60      | 1          | 3          | 3          |
| Responden61      | 4          | 4          | 4          |
| Responden62      | 2          | 3          | 3          |
| Responden63      | 1          | 3          | 3          |
| Responden64      | 1          | 3          | 3          |
| Responden65      | 4          | 4          | 4          |
| Responden66      | 1          | 4          | 5          |
| Responden67      | 1          | 3          | 2          |
| Responden68      | 3          | 5          | 5          |
| Responden69      | 3          | 3          | 3          |
| Responden70      | 2          | 4          | 5          |
| Responden71      | 4          | 5          | 4          |
| Responden72      | 1          | 3          | 3          |
| Responden73      | 4          | 4          | 4          |
| Responden74      | 3          | 4          | 4          |



| <b>Responden</b> | <b>DA1</b> | <b>DA2</b> | <b>DA3</b> |
|------------------|------------|------------|------------|
| Responden75      | 3          | 3          | 3          |
| Responden76      | 2          | 3          | 4          |
| Responden77      | 1          | 3          | 4          |
| Responden78      | 2          | 3          | 3          |
| Responden79      | 2          | 3          | 3          |
| Responden80      | 2          | 3          | 3          |
| Responden81      | 1          | 2          | 2          |
| Responden82      | 4          | 4          | 4          |
| Responden83      | 3          | 2          | 2          |
| Responden84      | 3          | 3          | 4          |
| Responden85      | 1          | 1          | 2          |
| Responden86      | 1          | 1          | 1          |
| Responden87      | 2          | 1          | 2          |
| Responden88      | 2          | 3          | 4          |
| Responden89      | 5          | 5          | 5          |
| Responden90      | 3          | 3          | 3          |
| Responden91      | 3          | 3          | 3          |
| Responden92      | 5          | 5          | 5          |
| Responden93      | 3          | 3          | 3          |
| Responden94      | 3          | 4          | 4          |
| Responden95      | 3          | 4          | 4          |
| Responden96      | 1          | 3          | 3          |
| Responden97      | 4          | 4          | 4          |
| Responden98      | 5          | 5          | 5          |
| Responden99      | 2          | 3          | 3          |
| Responden100     | 4          | 4          | 4          |
| Responden101     | 2          | 3          | 4          |
| Responden102     | 1          | 3          | 5          |
| Responden103     | 3          | 3          | 3          |
| Responden104     | 3          | 3          | 3          |
| Responden105     | 3          | 4          | 4          |
| Responden106     | 4          | 5          | 5          |
| Responden107     | 3          | 4          | 5          |
| Responden108     | 1          | 1          | 1          |
| Responden109     | 2          | 3          | 3          |
| Responden110     | 3          | 3          | 3          |
| Responden111     | 4          | 4          | 4          |
| Responden112     | 3          | 3          | 4          |
| Responden113     | 3          | 4          | 5          |
| Responden114     | 1          | 3          | 3          |
| Responden115     | 1          | 3          | 4          |
| Responden116     | 2          | 3          | 3          |
| Responden117     | 1          | 3          | 4          |
| Responden118     | 3          | 4          | 3          |
| Responden119     | 2          | 3          | 4          |
| Responden120     | 3          | 3          | 3          |
| Responden121     | 2          | 3          | 3          |
| Responden122     | 2          | 2          | 5          |
| Responden123     | 1          | 3          | 4          |
| Responden124     | 4          | 4          | 4          |
| Responden125     | 3          | 3          | 3          |
| Responden126     | 2          | 3          | 4          |
| Responden127     | 3          | 3          | 3          |
| Responden128     | 2          | 4          | 5          |
| Responden129     | 3          | 3          | 3          |
| Responden130     | 3          | 4          | 4          |
| Responden131     | 2          | 3          | 5          |
| Responden132     | 1          | 1          | 2          |
| Responden133     | 2          | 3          | 3          |
| Responden134     | 1          | 3          | 4          |
| Responden135     | 3          | 3          | 3          |
| Responden136     | 3          | 4          | 4          |
| Responden137     | 3          | 3          | 3          |
| Responden138     | 3          | 4          | 3          |
| Responden139     | 2          | 3          | 3          |

| <b>Responden</b> | <b>DA1</b> | <b>DA2</b> | <b>DA3</b> |
|------------------|------------|------------|------------|
| Responden140     | 1          | 1          | 1          |
| Responden141     | 1          | 1          | 1          |

Tabulasi Jawaban Responden Variabel *Intention to Use*

| <b>Responden</b> | <b>ITU1</b> | <b>ITU2</b> | <b>ITU3</b> |
|------------------|-------------|-------------|-------------|
| Responden1       | 5           | 5           | 5           |
| Responden2       | 3           | 4           | 3           |
| Responden3       | 3           | 1           | 2           |
| Responden4       | 4           | 5           | 5           |
| Responden5       | 4           | 5           | 4           |
| Responden6       | 3           | 3           | 3           |
| Responden7       | 3           | 3           | 3           |
| Responden8       | 3           | 3           | 3           |
| Responden9       | 5           | 5           | 5           |
| Responden10      | 3           | 4           | 4           |
| Responden11      | 2           | 2           | 2           |
| Responden12      | 3           | 3           | 4           |
| Responden13      | 3           | 3           | 3           |
| Responden14      | 2           | 3           | 3           |
| Responden15      | 4           | 4           | 4           |
| Responden16      | 2           | 2           | 2           |
| Responden17      | 3           | 3           | 4           |
| Responden18      | 3           | 3           | 3           |
| Responden19      | 3           | 3           | 3           |
| Responden20      | 4           | 4           | 4           |
| Responden21      | 2           | 2           | 2           |
| Responden22      | 3           | 3           | 3           |
| Responden23      | 3           | 3           | 3           |
| Responden24      | 3           | 3           | 3           |
| Responden25      | 3           | 4           | 3           |
| Responden26      | 4           | 3           | 4           |
| Responden27      | 2           | 2           | 2           |
| Responden28      | 3           | 4           | 4           |
| Responden29      | 4           | 4           | 5           |
| Responden30      | 3           | 3           | 3           |
| Responden31      | 1           | 1           | 1           |
| Responden32      | 5           | 5           | 5           |
| Responden33      | 3           | 3           | 4           |
| Responden34      | 3           | 4           | 3           |
| Responden35      | 3           | 4           | 4           |
| Responden36      | 3           | 3           | 3           |
| Responden37      | 4           | 4           | 4           |
| Responden38      | 2           | 3           | 1           |
| Responden39      | 2           | 3           | 3           |
| Responden40      | 3           | 3           | 3           |
| Responden41      | 3           | 3           | 3           |
| Responden42      | 3           | 3           | 3           |
| Responden43      | 5           | 5           | 3           |
| Responden44      | 3           | 3           | 3           |
| Responden45      | 3           | 4           | 5           |
| Responden46      | 4           | 4           | 4           |
| Responden47      | 3           | 3           | 3           |
| Responden48      | 2           | 2           | 3           |
| Responden49      | 3           | 3           | 3           |
| Responden50      | 2           | 1           | 2           |
| Responden51      | 4           | 4           | 4           |
| Responden52      | 1           | 1           | 1           |
| Responden53      | 3           | 3           | 4           |
| Responden54      | 3           | 3           | 3           |
| Responden55      | 3           | 3           | 4           |
| Responden56      | 4           | 3           | 4           |
| Responden57      | 4           | 4           | 4           |

| <b>Responden</b> | <b>ITU1</b> | <b>ITU2</b> | <b>ITU3</b> |
|------------------|-------------|-------------|-------------|
| Responden58      | 3           | 4           | 3           |
| Responden59      | 5           | 5           | 5           |
| Responden60      | 3           | 2           | 2           |
| Responden61      | 4           | 4           | 4           |
| Responden62      | 3           | 3           | 3           |
| Responden63      | 1           | 2           | 2           |
| Responden64      | 3           | 3           | 3           |
| Responden65      | 4           | 4           | 4           |
| Responden66      | 4           | 4           | 4           |
| Responden67      | 2           | 2           | 2           |
| Responden68      | 5           | 5           | 5           |
| Responden69      | 3           | 3           | 3           |
| Responden70      | 1           | 3           | 3           |
| Responden71      | 4           | 5           | 4           |
| Responden72      | 2           | 2           | 3           |
| Responden73      | 3           | 4           | 4           |
| Responden74      | 4           | 3           | 4           |
| Responden75      | 3           | 4           | 3           |
| Responden76      | 3           | 3           | 4           |
| Responden77      | 1           | 2           | 2           |
| Responden78      | 3           | 3           | 3           |
| Responden79      | 2           | 2           | 3           |
| Responden80      | 3           | 3           | 3           |
| Responden81      | 2           | 3           | 3           |
| Responden82      | 4           | 4           | 4           |
| Responden83      | 2           | 2           | 3           |
| Responden84      | 4           | 3           | 4           |
| Responden85      | 3           | 3           | 3           |
| Responden86      | 1           | 1           | 1           |
| Responden87      | 3           | 2           | 2           |
| Responden88      | 3           | 3           | 3           |
| Responden89      | 4           | 4           | 4           |
| Responden90      | 3           | 3           | 3           |
| Responden91      | 4           | 3           | 3           |
| Responden92      | 5           | 5           | 5           |
| Responden93      | 3           | 3           | 3           |
| Responden94      | 3           | 4           | 3           |
| Responden95      | 4           | 4           | 5           |
| Responden96      | 3           | 3           | 3           |
| Responden97      | 4           | 4           | 4           |
| Responden98      | 4           | 5           | 5           |
| Responden99      | 2           | 2           | 3           |
| Responden100     | 4           | 4           | 4           |
| Responden101     | 1           | 1           | 3           |
| Responden102     | 1           | 1           | 1           |
| Responden103     | 2           | 2           | 2           |
| Responden104     | 3           | 3           | 3           |
| Responden105     | 2           | 3           | 3           |
| Responden106     | 4           | 5           | 5           |
| Responden107     | 4           | 5           | 5           |
| Responden108     | 1           | 1           | 1           |
| Responden109     | 3           | 3           | 3           |
| Responden110     | 3           | 3           | 3           |
| Responden111     | 4           | 4           | 4           |
| Responden112     | 2           | 1           | 3           |
| Responden113     | 3           | 4           | 5           |
| Responden114     | 3           | 3           | 3           |
| Responden115     | 3           | 3           | 3           |
| Responden116     | 3           | 3           | 3           |
| Responden117     | 2           | 2           | 3           |
| Responden118     | 3           | 3           | 3           |
| Responden119     | 3           | 3           | 3           |
| Responden120     | 3           | 3           | 3           |
| Responden121     | 2           | 3           | 3           |
| Responden122     | 3           | 3           | 3           |

| <b>Responden</b> | <b>ITU1</b> | <b>ITU2</b> | <b>ITU3</b> |
|------------------|-------------|-------------|-------------|
| Responden123     | 3           | 3           | 3           |
| Responden124     | 3           | 3           | 3           |
| Responden125     | 3           | 3           | 3           |
| Responden126     | 2           | 3           | 3           |
| Responden127     | 3           | 3           | 3           |
| Responden128     | 4           | 5           | 5           |
| Responden129     | 3           | 3           | 3           |
| Responden130     | 3           | 4           | 4           |
| Responden131     | 3           | 3           | 3           |
| Responden132     | 1           | 1           | 1           |
| Responden133     | 3           | 3           | 3           |
| Responden134     | 4           | 3           | 4           |
| Responden135     | 3           | 3           | 3           |
| Responden136     | 3           | 3           | 3           |
| Responden137     | 1           | 3           | 3           |
| Responden138     | 3           | 3           | 3           |
| Responden139     | 4           | 3           | 3           |
| Responden140     | 1           | 1           | 1           |
| Responden141     | 2           | 2           | 2           |