Lampiran I

KUESIONER PENELITIAN

Perihal : Mohon bantuan pengisian Kuesioner

Kepada Yth : Bapak/ Ibu, Saudara/ i
Di tempat

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

Nama : Rifal Rizal
NPM : 1812110138

Sedang melakukan penelitian yang berjudul "**PENGARUH DIGITAL MARKETING, KUALITAS PRODUK DAN EMOSIONAL TERHADAP KEPUASAN KONSUMENPADA PRODUK ERIGO"** Oleh karena itu saya mohon kesediaan bapak/ibu,saudara/i untuk mengisi kusioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpul akan saya jaga kerahasiaanya dan di gunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu, saudara/i saya ucapkan terima kasih.

Bandar Lampung, Februari 2022
Peneliti

Rifal Rizal
NPM.1812110138

Panduan pengisian pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
3. Berilah tanda (√) pada jawaban yang telah disediakan oleh peneliti.
4. Keterangan : SS (Sangat Setuju)
   S (Setuju)
   SS (Cukup Setuju)
   TS (Tidak Setuju)
   STS (Sangat Tidak Setuju)

IDENTITAS RESPONDEN

1. **Nama** : .....(Dapat dikosongkan)

2. **Jenis Kelamin** : ☐ Laki-laki
   ☐ Perempuan

3. **Usia** :
   ☐ a. 17 Tahun – 22 Tahun ☐ c. 29 Tahun – 34 Tahun
   ☐ b. 23 Tahun – 28 Tahun ☐ d. >35 Tahun

4. **Pekerjaan** :
   ☐ a. Pelajar ☐ c. Pegawai Negeri
   ☐ b. Mahasiswa ☐ d. Pegawai Swasta
   ☐ c. Wiraswasta

5. **Sudah Berapa Kali Membeli Produk Erigo Dalam 3 Bualan Terakhir:**
   ☐ a. 1 kali ☐ c. 4 kali
   ☐ b. 2 kali ☐ d. > 5 kali
   ☐ c. 3 kali

6. **Produk Erigo Yang Sering Dibeli :**

☐ a. Baju ☐ c. Tas

☐ b. Celana ☐ d. Aksesoris

☐ c. Jaket

DAFTAR PERNYATAAN

Digitak Marketing						
No	**Pernyataan**	**STS**	**TS**	**CS**	**S**	**SS**
1	*Digital marketing* cukup membantu konsumen dalam memperoleh informasi mengenai Produk Erigo					
2	Konten *Digital marketing* Produk Erigo sangat menarik					
3	Produk Erigo memmilik prestasi di internasional					
4	Produk Erigo *brand fashion local* terbaik di Indonesia					

Kualitas Produk						
No	**Pernyataan**	**STS**	**TS**	**CS**	**S**	**SS**
1	Bahan produk Erigo nyaman digunakan					
2	Produk Erigo menyediakan berbagai jenis produk Fashion yang menarik					
3	Produk Erigo memiliki berbagai macam desain model yang menarik					
4	Produk Erigo memberikan desain yang beda dengan merek lain					
5	Produk Erigo tidak mudah rusak					
6	Produk Erigo yang ditawarakan sesuai dengan trend masa kini					
7	Produk Erigo memiliki bahan dasar yang berkualitas baik					
8	Produk Erigo tetap awet meskipun digunakan dalam jangka waktu yang lama					

Emosional						
No	**Pernyataan**	**STS**	**TS**	**CS**	**S**	**SS**
1	Senang menggunkana produk Erigo					
2	Bangga Menggunakan Produk Erigo					
3	Produk Erigo membuat lebih percaya diri					
4	Produk Erigo meningkatkan gaya hidup					
5	Produk Erigo menjadi pilihan utama Produk Fashion					
6	Merasa antusia membicara kan produk Erigo					

Kepuasan Konsumen						
No	**Pernyataan**	**STS**	**TS**	**CS**	**S**	**SS**
1	Produk Erigo memberikan jaminan kualitas terbaik pada konsumen					
2	Kualitas produk Erigo sesuai yang diharapkan					
3	Pihak Erigo sangat ramha melayani konsumen					
4	Jasa pengiriman produk Erigo disesuaikan dengan keinginan konsumen					
5	Harga produk Erigo cukup terjangkau					
6	Harga Produk Erigo sesuai dengan kualitas					
7	Proses pemesanan produk Erigo sangat mudah					
8	Proses pembayaran produk Erigo sangat mudah					
9	Menyukai tampilan iklan produk Erigo					
10	Informasi iklan produk Erigo sesuai dengan kenyataan					

Lampiran II (Hasil Jawaban Responden)

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55	3	3	3	4	4	3	20	4	3	4	3	4	4	3	4	4	3	36
56	4	4	4	4	5	4	25	4	5	3	3	4	3	3	4	3	4	36
57	3	5	3	4	4	3	22	4	4	3	3	4	3	3	4	4	4	36
58	3	5	3	4	4	3	22	3	4	2	3	4	2	3	4	3	5	33
59	3	5	3	4	4	5	24	5	4	3	4	4	3	4	4	4	4	39
60	4	3	4	4	4	3	22	5	4	3	4	4	3	4	4	4	5	40
61	5	4	5	5	3	3	25	3	2	1	4	5	1	4	5	4	4	33
62	4	3	4	4	5	5	25	4	4	1	4	3	1	4	3	4	3	31
63	3	3	3	4	4	4	21	4	4	3	4	4	3	4	4	4	4	38
64	3	3	4	5	3	3	21	5	5	4	4	5	4	4	5	5	3	44
65	3	2	3	5	4	3	20	4	4	2	4	4	2	4	4	4	5	37
66	4	4	4	5	4	3	24	5	4	3	4	3	3	4	3	5	5	39
67	5	5	5	4	3	3	25	5	4	4	3	3	4	3	3	4	4	37
68	3	3	3	4	3	3	19	4	4	2	2	4	2	2	4	4	5	33
69	3	4	3	5	3	3	21	4	4	4	3	5	4	3	5	4	3	39
70	3	3	3	4	3	3	19	5	4	4	4	5	4	4	5	4	4	43
71	5	4	5	4	5	5	28	5	5	4	5	5	4	5	5	4	4	46
72	4	3	4	3	4	2	20	4	4	5	4	4	5	4	4	5	4	43
73	4	2	4	3	3	3	19	4	4	5	4	4	5	4	4	5	3	42
74	2	4	5	3	3	4	21	5	5	5	4	4	5	4	4	4	4	44
75	4	4	4	5	4	3	24	4	4	4	4	4	4	4	4	4	3	39
76	4	1	4	4	3	2	18	3	3	5	4	4	5	4	4	4	4	40
77	2	3	2	5	3	3	18	4	4	4	4	4	4	4	4	3	4	39
78	2	3	2	5	2	2	16	5	5	2	5	5	2	5	5	5	3	42
79	3	3	5	5	3	4	23	4	4	3	4	4	3	4	4	5	4	39
80	3	5	5	4	3	3	23	3	3	4	4	4	4	4	4	3	4	37
81	3	3	4	4	5	5	24	5	5	4	3	3	4	3	3	4	3	37
82	2	2	4	4	5	5	22	4	4	3	4	4	3	4	4	4	3	37
83	5	5	4	4	2	2	22	4	4	4	4	4	4	4	4	5	5	42
84	5	3	5	4	4	3	24	5	5	4	3	4	4	3	4	5	5	42
85	3	3	3	3	2	3	17	4	4	5	4	4	5	4	4	5	5	44
86	5	3	5	5	3	4	25	5	5	4	3	3	4	3	3	4	4	38
87	5	3	5	4	2	3	22	4	4	4	4	4	4	4	4	4	3	39
88	3	2	3	4	3	3	18	4	4	3	3	3	3	3	3	3	4	33
89	4	3	3	4	4	4	22	5	5	4	4	4	4	4	4	3	4	41
90	4	4	3	4	4	5	24	4	4	4	4	4	4	4	4	3	4	39
91	4	3	3	3	3	3	19	4	4	4	4	4	4	4	4	4	4	40
92	5	3	2	5	2	3	20	5	5	5	5	5	5	5	5	3	4	47
93	3	2	3	4	2	3	17	5	5	4	4	4	4	4	4	4	3	41
94	3	3	4	4	3	4	21	4	4	5	4	4	5	4	4	5	4	43
95	5	3	5	4	4	4	25	4	4	4	4	4	4	4	4	3	4	39

96	4	3	4	4	4	5	24	4	4	3	4	4	3	4	4	3	4	37
97	3	2	4	2	3	3	17	4	4	5	4	4	5	4	4	4	4	42
98	3	4	4	4	3	4	22	4	4	3	4	4	3	4	4	4	4	38
99	4	4	4	3	4	3	22	5	4	4	4	4	4	4	4	3	4	40
100	4	4	4	4	3	3	22	4	4	5	3	4	5	3	4	5	4	41
101	4	3	4	4	4	5	24	5	4	5	5	5	5	5	5	5	3	47
102	3	3	5	2	3	3	19	5	4	5	4	4	5	4	4	5	4	44
103	4	3	4	3	3	3	20	4	3	4	4	4	4	4	4	4	4	39
104	4	3	5	4	3	3	22	5	5	5	5	5	5	5	5	5	4	49
105	4	3	4	5	3	4	23	5	3	4	5	5	4	5	5	5	4	45
106	4	3	5	4	3	4	23	5	4	4	5	5	4	5	5	5	3	45
107	4	3	4	4	4	4	23	3	4	3	3	4	3	3	4	4	4	35
108	3	3	4	3	3	3	19	4	5	5	4	5	5	4	5	5	4	46
109	3	4	5	3	3	3	21	5	5	5	5	5	5	5	5	5	3	48
110	3	4	5	3	4	4	23	5	5	5	5	5	5	5	5	5	4	49
111	4	3	4	4	4	3	22	5	4	3	5	4	3	5	4	3	4	40
112	3	2	2	3	3	2	15	4	4	4	3	4	4	3	4	4	3	37
113	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	5	3	48
114	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	5	4	49
115	2	4	4	3	3	3	19	3	3	5	4	3	5	4	3	3	5	38
116	4	5	4	4	5	5	27	4	4	5	3	4	5	3	4	5	4	41
117	5	4	4	4	4	4	25	5	5	5	5	5	5	5	5	5	3	48
118	5	5	5	5	5	5	30	4	4	5	5	5	5	5	5	5	4	47
119	2	5	4	4	4	5	24	4	3	3	3	3	3	3	3	3	4	32
120	4	3	4	4	4	2	21	4	4	5	4	4	5	4	4	4	3	41
121	4	4	4	4	4	4	24	5	5	5	5	5	5	5	5	5	4	49
122	4	5	5	5	5	5	29	5	5	5	5	5	5	5	5	5	5	50
123	2	5	2	5	3	4	21	5	5	3	3	5	3	3	5	5	3	40
124	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	5	4	49
125	4	5	5	5	5	5	29	4	5	5	5	5	5	5	5	5	5	49
126	3	5	5	5	5	5	28	5	5	5	5	5	5	5	5	5	4	49
127	4	4	4	4	3	5	24	2	5	5	5	5	5	5	5	3	5	45
128	4	5	5	5	5	5	29	4	5	5	4	4	5	4	4	4	4	43
129	4	4	4	4	5	4	25	5	5	5	5	5	5	5	5	5	4	49
130	5	4	5	5	5	5	29	5	5	5	5	5	5	5	5	5	5	50
131	4	4	4	4	4	3	23	4	5	5	5	5	5	5	5	3	3	45
132	4	3	3	3	3	4	20	5	5	4	5	4	4	5	4	5	4	45
133	5	5	5	4	5	4	28	3	4	5	4	5	5	4	5	5	4	44
134	2	2	2	2	2	3	13	3	4	5	4	3	5	4	3	3	5	39
135	2	2	2	2	2	2	12	4	3	4	3	3	4	3	3	4	4	35
136	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	5	4	49
137	3	5	3	4	4	3	22	3	4	5	3	4	5	3	4	5	3	39
138	5	5	5	5	5	5	30	3	3	5	5	5	5	5	5	4	4	44
139	3	5	3	4	4	5	24	4	4	4	4	4	4	4	4	4	4	40
140	4	3	4	4	4	3	22	3	3	4	4	5	4	4	5	3	5	40

Lampiran III (Hasil Uji Deskriptif)

Jenis_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	93	66.4	66.4	66.4
	Perempuan	47	33.6	33.6	100.0
	Total	140	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>35 Tahun	15	10.7	10.7	10.7
	17 Tahun – 22 Tahun	39	27.9	27.9	38.6
	23 Tahun – 28 Tahun	57	40.7	40.7	79.3
	29 Tahun – 34 Tahun	29	20.7	20.7	100.0
	Total	140	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa	40	28.6	28.6	28.6
	Pegawai Negeri	16	11.4	11.4	40.0
	Pegawai Swasta	43	30.7	30.7	70.7
	Pelajar	18	12.9	12.9	83.6
	Wiraswasta	23	16.4	16.4	100.0
	Total	140	100.0	100.0	

Membeli_Produk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> 5 kali	25	17.9	17.9	17.9
	1 kali	20	14.3	14.3	32.1
	2 kali	37	26.4	26.4	58.6
	3 kali	35	25.0	25.0	83.6
	4 kali	23	16.4	16.4	100.0
	Total	140	100.0	100.0	

Kategori_Produk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aksesoris	18	12.9	12.9	12.9
	Baju	46	32.9	32.9	45.7
	Celana	35	25.0	25.0	70.7
	Jaket	22	15.7	15.7	86.4
	Tas	19	13.6	13.6	100.0
	Total	140	100.0	100.0	

D1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	2.9	2.9	2.9
	2	7	5.0	5.0	7.9
	3	37	26.4	26.4	34.3
	4	51	36.4	36.4	70.7
	5	41	29.3	29.3	100.0
	Total	140	100.0	100.0	

D2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	5.7	5.7	5.7
	3	24	17.1	17.1	22.9
	4	71	50.7	50.7	73.6
	5	37	26.4	26.4	100.0
	Total	140	100.0	100.0	

D3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	6.4	6.4	6.4
	3	35	25.0	25.0	31.4
	4	52	37.1	37.1	68.6
	5	44	31.4	31.4	100.0
	Total	140	100.0	100.0	

D4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.7	.7	.7
	3	17	12.1	12.1	12.9
	4	60	42.9	42.9	55.7
	5	62	44.3	44.3	100.0
	Total	140	100.0	100.0	

K1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.1	2.1	2.1
	2	11	7.9	7.9	10.0
	3	51	36.4	36.4	46.4
	4	44	31.4	31.4	77.9
	5	31	22.1	22.1	100.0
	Total	140	100.0	100.0	

K2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	7	5.0	5.0	6.4
	3	47	33.6	33.6	40.0
	4	47	33.6	33.6	73.6
	5	37	26.4	26.4	100.0
	Total	140	100.0	100.0	

K3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.1	2.1	2.1
	2	8	5.7	5.7	7.9
	3	42	30.0	30.0	37.9
	4	52	37.1	37.1	75.0
	5	35	25.0	25.0	100.0
	Total	140	100.0	100.0	

K4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	3.6	3.6	3.6
	2	17	12.1	12.1	15.7
	3	43	30.7	30.7	46.4
	4	49	35.0	35.0	81.4
	5	26	18.6	18.6	100.0
	Total	140	100.0	100.0	

K5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	19	13.6	13.6	14.3
	3	51	36.4	36.4	50.7
	4	48	34.3	34.3	85.0
	5	21	15.0	15.0	100.0
	Total	140	100.0	100.0	

K6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	4.3	4.3	4.3
	2	41	29.3	29.3	33.6
	3	52	37.1	37.1	70.7
	4	23	16.4	16.4	87.1
	5	18	12.9	12.9	100.0
	Total	140	100.0	100.0	

K7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	4.3	4.3	4.3
	2	16	11.4	11.4	15.7
	3	52	37.1	37.1	52.9
	4	47	33.6	33.6	86.4
	5	19	13.6	13.6	100.0
	Total	140	100.0	100.0	

K8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.1	2.1	2.1
	2	29	20.7	20.7	22.9
	3	52	37.1	37.1	60.0
	4	36	25.7	25.7	85.7
	5	20	14.3	14.3	100.0
	Total	140	100.0	100.0	

E1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	7.1	7.1	7.1
	3	38	27.1	27.1	34.3
	4	58	41.4	41.4	75.7
	5	34	24.3	24.3	100.0
	Total	140	100.0	100.0	

E2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	11	7.9	7.9	9.3
	3	41	29.3	29.3	38.6
	4	44	31.4	31.4	70.0
	5	42	30.0	30.0	100.0
	Total	140	100.0	100.0	

E3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	7.9	7.9	7.9
	3	26	18.6	18.6	26.4
	4	57	40.7	40.7	67.1
	5	46	32.9	32.9	100.0
	Total	140	100.0	100.0	

E4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	5.0	5.0	5.0
	3	18	12.9	12.9	17.9
	4	71	50.7	50.7	68.6
	5	44	31.4	31.4	100.0
	Total	140	100.0	100.0	

E5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	7.1	7.1	7.1
	3	38	27.1	27.1	34.3
	4	47	33.6	33.6	67.9
	5	45	32.1	32.1	100.0
	Total	140	100.0	100.0	

E6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	6.4	6.4	6.4
	3	49	35.0	35.0	41.4
	4	36	25.7	25.7	67.1
	5	46	32.9	32.9	100.0
	Total	140	100.0	100.0	

KK1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.7	.7	.7
	3	18	12.9	12.9	13.6
	4	57	40.7	40.7	54.3
	5	64	45.7	45.7	100.0
	Total	140	100.0	100.0	

KK2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.7	.7	.7
	3	22	15.7	15.7	16.4
	4	61	43.6	43.6	60.0
	5	56	40.0	40.0	100.0
	Total	140	100.0	100.0	

KK3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	6	4.3	4.3	5.7
	3	36	25.7	25.7	31.4
	4	40	28.6	28.6	60.0
	5	56	40.0	40.0	100.0
	Total	140	100.0	100.0	

KK4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.7	.7	.7
	3	39	27.9	27.9	28.6
	4	55	39.3	39.3	67.9
	5	45	32.1	32.1	100.0
	Total	140	100.0	100.0	

KK5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	24	17.1	17.1	17.1
	4	60	42.9	42.9	60.0
	5	56	40.0	40.0	100.0
	Total	140	100.0	100.0	

KK6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	6	4.3	4.3	5.7
	3	36	25.7	25.7	31.4
	4	40	28.6	28.6	60.0
	5	56	40.0	40.0	100.0
	Total	140	100.0	100.0	

KK7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.4	1.4	1.4
	3	39	27.9	27.9	29.3
	4	57	40.7	40.7	70.0
	5	42	30.0	30.0	100.0
	Total	140	100.0	100.0	

KK8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.7	.7	.7
	3	24	17.1	17.1	17.9
	4	62	44.3	44.3	62.1
	5	53	37.9	37.9	100.0
	Total	140	100.0	100.0	

KK9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.1	2.1	2.1
	3	39	27.9	27.9	30.0
	4	43	30.7	30.7	60.7
	5	55	39.3	39.3	100.0
	Total	140	100.0	100.0	

KK10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.7	.7	.7
	3	33	23.6	23.6	24.3
	4	80	57.1	57.1	81.4
	5	26	18.6	18.6	100.0
	Total	140	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

Correlations

		D1	D2	D3	D4	Digita Marketing
D1	Pearson Correlation	1	.655**	.654**	.287	.839**
	Sig. (2-tailed)		.000	.000	.125	.000
	N	30	30	30	30	30
D2	Pearson Correlation	.655**	1	.699**	.244	.839**
	Sig. (2-tailed)	.000		.000	.194	.000
	N	30	30	30	30	30
D3	Pearson Correlation	.654**	.699**	1	.502**	.887**
	Sig. (2-tailed)	.000	.000		.005	.000
	N	30	30	30	30	30
D4	Pearson Correlation	.287	.244	.502**	1	.604**
	Sig. (2-tailed)	.125	.194	.005		.000
	N	30	30	30	30	30
Digita Marketing	Pearson Correlation	.839**	.839**	.887**	.604**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

Correlations

		K1	K2	K3	K4	K5	K6	K7	K8	Kualitas Produk
K1	Pearson Correlation	1	.705**	.753**	.494**	.603**	.374*	.621**	.632**	.769**
	Sig. (2-tailed)		.000	.000	.006	.000	.042	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
K2	Pearson Correlation	.705**	1	.740**	.798**	.819**	.523**	.804**	.624**	.893**
	Sig. (2-tailed)	.000		.000	.000	.000	.003	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
K3	Pearson Correlation	.753**	.740**	1	.544**	.665**	.438*	.692**	.609**	.809**
	Sig. (2-tailed)	.000	.000		.002	.000	.016	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
K4	Pearson Correlation	.494**	.798**	.544**	1	.749**	.498**	.851**	.547**	.812**
	Sig. (2-tailed)	.006	.000	.002		.000	.005	.000	.002	.000
	N	30	30	30	30	30	30	30	30	30
K5	Pearson Correlation	.603**	.819**	.665**	.749**	1	.710**	.880**	.662**	.908**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
K6	Pearson Correlation	.374*	.523**	.438*	.498**	.710**	1	.668**	.783**	.755**
	Sig. (2-tailed)	.042	.003	.016	.005	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
K7	Pearson Correlation	.621**	.804**	.692**	.851**	.880**	.668**	1	.720**	.926**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
K8	Pearson Correlation	.632**	.624**	.609**	.547**	.662**	.783**	.720**	1	.836**
	Sig. (2-tailed)	.000	.000	.000	.002	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
Kualitas Produk	Pearson Correlation	.769**	.893**	.809**	.812**	.908**	.755**	.926**	.836**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		E1	E2	E3	E4	E5	E6	Emosional
E1	Pearson Correlation	1	.563**	.386*	.019	.259	.232	.553**
	Sig. (2-tailed)		.001	.035	.920	.167	.217	.002
	N	30	30	30	30	30	30	30
E2	Pearson Correlation	.563**	1	.509**	.347	.604**	.602**	.836**
	Sig. (2-tailed)	.001		.004	.061	.000	.000	.000
	N	30	30	30	30	30	30	30
E3	Pearson Correlation	.386*	.509**	1	.394*	.470**	.382*	.719**
	Sig. (2-tailed)	.035	.004		.031	.009	.037	.000
	N	30	30	30	30	30	30	30
E4	Pearson Correlation	.019	.347	.394*	1	.434*	.540**	.625**
	Sig. (2-tailed)	.920	.061	.031		.017	.002	.000
	N	30	30	30	30	30	30	30
E5	Pearson Correlation	.259	.604**	.470**	.434*	1	.876**	.826**
	Sig. (2-tailed)	.167	.000	.009	.017		.000	.000
	N	30	30	30	30	30	30	30
E6	Pearson Correlation	.232	.602**	.382*	.540**	.876**	1	.825**
	Sig. (2-tailed)	.217	.000	.037	.002	.000		.000
	N	30	30	30	30	30	30	30
Emosional	Pearson Correlation	.553**	.836**	.719**	.625**	.826**	.825**	1
	Sig. (2-tailed)	.002	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		KK1	KK2	KK3	KK4	KK5	KK6	KK7	KK8	KK9	KK10	Kepuasan Konsumen
KK1	Pearson Correlation	1	.723**	.694**	.702**	.684**	.694**	.517**	.478**	.505**	.281	.766**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.003	.008	.004	.133	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KK2	Pearson Correlation	.723**	1	.834**	.808**	.800**	.834**	.627**	.594**	.651**	.196	.874**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.001	.000	.300	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KK3	Pearson Correlation	.694**	.834**	1	.841**	.866**	1.000**	.649**	.646**	.621**	.341	.926**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.065	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KK4	Pearson Correlation	.702**	.808**	.841**	1	.799**	.841**	.788**	.571**	.712**	.242	.906**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.001	.000	.197	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KK5	Pearson Correlation	.684**	.800**	.866**	.799**	1	.866**	.609**	.770**	.503**	.419*	.897**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.005	.021	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KK6	Pearson Correlation	.694**	.834**	1.000**	.841**	.866**	1	.649**	.646**	.621**	.341	.926**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.065	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KK7	Pearson Correlation	.517**	.627**	.649**	.788**	.609**	.649**	1	.738**	.832**	.171	.824**
	Sig. (2-tailed)	.003	.000	.000	.000	.000	.000		.000	.000	.368	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KK8	Pearson Correlation	.478**	.594**	.646**	.571**	.770**	.646**	.738**	1	.624**	.389*	.796**
	Sig. (2-tailed)	.008	.001	.000	.001	.000	.000	.000		.000	.033	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KK9	Pearson Correlation	.505**	.651**	.621**	.712**	.503**	.621**	.832**	.624**	1	.173	.783**
	Sig. (2-tailed)	.004	.000	.000	.000	.005	.000	.000	.000		.362	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KK10	Pearson Correlation	.281	.196	.341	.242	.419*	.341	.171	.389*	.173	1	.404*
	Sig. (2-tailed)	.133	.300	.065	.197	.021	.065	.368	.033	.362		.027
	N	30	30	30	30	30	30	30	30	30	30	30
Kepuasan Konsumen	Pearson Correlation	.766**	.874**	.926**	.906**	.897**	.926**	.824**	.796**	.783**	.404*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.027	
	N	30	30	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Lampiran V (Hasil Uji Reliabilitas)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.801	4

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.937	8

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.828	6

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.945	10

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Digita Marketing	Kualitas Produk	Emosional	Kepuasan Konsumen
N		140	140	140	140
Normal Parameters[a,b]	Mean	16.06	27.96	23.46	41.02
	Std. Deviation	2.311	5.096	3.935	5.577
Most Extreme Differences	Absolute	.110	.111	.070	.084
	Positive	.086	.111	.070	.080
	Negative	-.110	-.080	-.068	-.084
Kolmogorov-Smirnov Z		1.305	1.313	.824	.990
Asymp. Sig. (2-tailed)		.066	.064	.506	.281

a. Test distribution is Normal.
b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Konsumen * Digita Marketing	Between Groups	(Combined)	638.762	11	58.069	2.018	.032
		Linearity	542.792	1	542.792	18.858	.000
		Deviation from Linearity	95.970	10	9.597	.333	.971
	Within Groups		3684.174	128	28.783		
	Total		4322.936	139			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Konsumen * Kualitas Produk	Between Groups	(Combined)	1536.374	21	73.161	3.098	.000
		Linearity	1264.092	1	1264.092	53.529	.000
		Deviation from Linearity	272.282	20	13.614	.577	.922
	Within Groups		2786.562	118	23.615		
	Total		4322.936	139			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Konsumen * Emosional	Between Groups	(Combined)	851.190	17	50.070	1.760	.041
		Linearity	520.549	1	520.549	18.293	.000
		Deviation from Linearity	330.641	16	20.665	.726	.763
	Within Groups		3471.745	122	28.457		
	Total		4322.936	139			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14.110	3.260		4.328	.000		
	Digita Marketing	.440	.180	.182	2.447	.016	.829	1.207
	Kualitas Produk	.504	.077	.460	6.532	.000	.927	1.079
	Emosional	.245	.106	.173	2.322	.022	.830	1.205

a. Dependent Variable: Kepuasan Konsumen

Lampiran IX (Hasil Uji Regresi Berganda)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611[a]	.374	.360	4.462

a. Predictors: (Constant), Emosional, Kualitas Produk, Digita Marketing

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.110	3.260		4.328	.000
	Digita Marketing	.440	.180	.182	2.447	.016
	Kualitas Produk	.504	.077	.460	6.532	.000
	Emosional	.245	.106	.173	2.322	.022

a. Dependent Variable: Kepuasan Konsumen

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1615.398	3	538.466	27.047	.000[b]
	Residual	2707.537	136	19.908		
	Total	4322.936	139			

a. Dependent Variable: Kepuasan Konsumen
b. Predictors: (Constant), Emosional, Kualitas Produk, Digita Marketing