

LAMPIRAN

Lampiran 1. Kuesioner Penelitian

KUISIONER

Assalamualaikum Wr. Wb

Dengan hormat,

Sehubung dalam rangka memenuhi skripsi saya pada program Sarjana Universitas Islam Sultan Agung Fakultas Ekonomi, dengan segala kerendahan hati saya mohon kesediaan Bapak/Ibu/Saudara membantu dalam memberikan jawaban dari beberapa pertanyaan yang tersedia dalam kuesioner ini berupa kuesioner tertutup dan kuesioner terbuka mengenai “Membangun Elemen *Social Media Marketing* Terhadap *Repurchase Intention* dengan *Customer Brand Engagement* Sebagai Media Intervening”. Pengumpulan data ini semata-mata hanya akan digunakan untuk penyusunan skripsi dan akan dijamin kerahasiaannya.

Kesediaan dan kerjasama yang Bapak/Ibu/Saudara berikan dalam bentuk informasi yang benar dan lengkap akan sangat mendukung keberhasilan dalam penelitian ini. Selain itu jawaban yang Bapak/Ibu/Saudara berikan juga dapat memberi masukan yang sangat berharga bagi saya.

Akhir kata saya mengucapkan terima kasih atas kesediaan dan kerjasama Bapak/Ibu/Saudara yang telah meluangkan waktu dalam pengisian kuesioner ini. *Wassalamualaikum Wr. Wb*

Hormat saya,

Peneliti

KUESIONER PENELITIAN

PENGARUH ELEMEN *SOCIAL MEDIA MARKETING* TERHADAP *REPURCHASE INTENTION* DENGAN *CUSTOMER BRAND ENGAGEMENT* SEBAGAI MEDIA INTERVENING

(Studi Empirikpada Produk Fashion Halal Online di Jawa Tengah)

A. Identitas Responden

1. No. Arsip (Diisi Penulis)
2. Jenis Kelamin : Pria Wanita
3. Umur (Tahun) : 15-20 21-25 26-30
4. Pendidikan Terakhir : SMP SMA S1
5. Nama olshop favorit untuk belanja produk fashion halal:

B. PETUNJUK PENGISIAN

1. Sebelum mengisi pertanyaan/ Pernyataan berikut, kami memohon kesediaan untuk membaca terlebih dahulu petunjuk pengisian ini.
2. Setiap pertanyaan pilihlah salah satu jawaban yang paling sesuai dengan keadaan, kemudian berikan tanda centang (√) pada kolom yang tersedia.
3. Contoh pengisian :

No.	Pertanyaan/Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1.	Saya mendapatkan potongan harga ketika membeli					√

Keterangan :

STS =
Sangat
Tidak Setuju
TS =
Tidak Setuju

- N = Netral
S = Setuju
SS = Sangat Setuju

4. Mohon setiap pertanyaan/pernyataan dapat diisi seluruhnya



REPURCHASE INTENTION

Pernyataan	Pilihan jawaban				
	ST S	T S	N	S	S S
1. Saya kembali menggunakan produk tersebut					
2. Saya menjadikan produk tersebut sebagai pilihan utama dalam pembelian selanjutnya					
3. Saya mempunyai niat yang kuat untuk mencoba jenis produk yang lain					
Faktor yang membuat repurchase intention meningkat adalah..... Mohon dijelaskan.....					

CBE

Pernyataan	Pilihan jawaban				
	STS	TS	N	S	SS
1. Saya selalu berpikir tentang produk fashion halal dari online shop tersebut					

2. Produk fashion halal dari online shop tersebut membuat saya senang					
3. Produk fashion halal dari olshop tersebut membuat saya nyaman					
4. Saya lebih banyak menggunakan produk fashion halal tersebut daripada produk fashion halal lain					
Faktor yang membuat customer brand engagement semakin kuat adalah.... Mohon dijelaskan.....					

ENTERTAINMENT

Pernyataan	Pilihan jawaban				
	STS	TS	N	S	SS
1. Konten dari media sosial produk fashion halal tersebut menghibur					
2. Mudah bagi saya menghabiskan waktu saat menggunakan media sosial produk fashion halal tersebut					
3. Konten dari media sosial produk fashion halal tersebut menarik					

Konten entertainment seperti apa yang membuat saudara terhibur...
Mohon dijelaskan.....

INTERACTION

Pernyataan	Pilihan jawaban				
	ST S	T S	N	S	SS
1. Media sosial produk fashion halal tersebut memungkinkan konsumen untuk berbagi informasi dengan orang lain					
2. Media sosial produk fashion halal tersebut memungkinkan percakapan dengan orang lain					
3. Adanya kemudahan untuk memberikan pendapat melalui media sosial produk fashion halal tersebut					
Bagaimana interaction yang terjadi di dalam sosial media produk fashion halal tersebut.... Mohon dijelaskan.....					

TRENDINESS

Pernyataan	Pilihan jawaban				
	ST S	T S	N	S	SS
1. Konten media sosial produk fashion halal yang up to date					
2. Media sosial produk fashion halal tersebut memberikan informasi terbaru					
3. Media sosial produk fashion halal tersebut menggunakan aplikasi yang modern					
Apakah faktor yang mengindikasikan bahwa sosial media produk halal fashion tersebut trendi..... Mohon dijelaskan.....					

CUSTOMIZATION

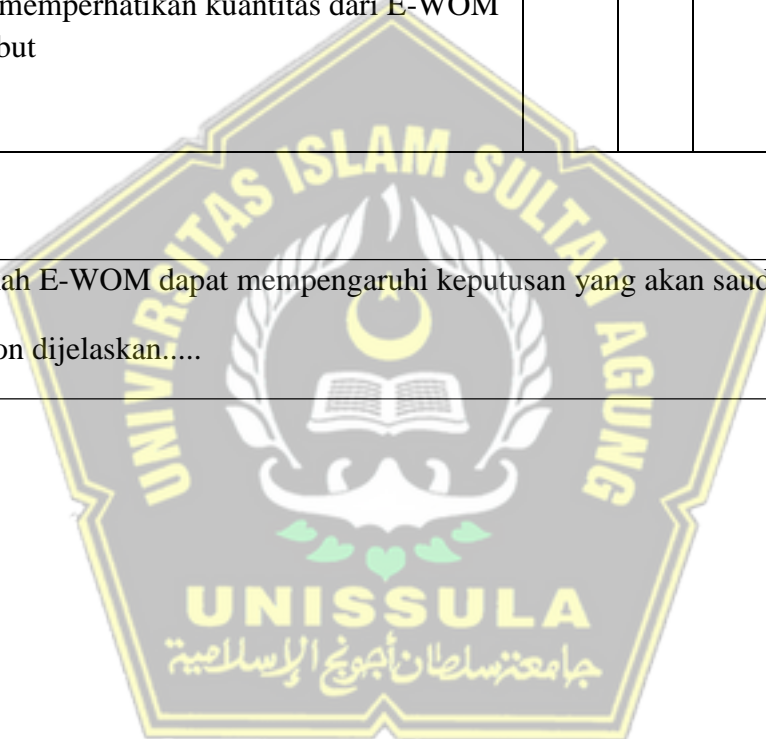
Pernyataan	Pilihan jawaban				
	ST S	T S	N	S	SS
1. Media sosial produk fashion halal tersebut menyediakan fasilitas yang dapat disesuaikan dengan kebutuhan konsumen					
2. Media sosial produk fashion halal tersebut merancang proses pelayanan untuk membantu memenuhi kebutuhan konsumen					
3. Media sosial produk fashion halal tersebut mampu memahami kebutuhan konsumen					
4. Media sosial produk fashion halal tersebut menyesuaikan cara interaksi agar sesuai kebutuhan					
Bagaimana upaya customization yang telah dilakukan media sosial fashion halal tersebut? Mohon dijelaskan.....					

E- WOM

Pernyataan	Pilihan jawaban				
	STS	TS	N	S	SS
1. Saya percaya kepada E-WOM dengan kredibilitas tinggi					
2. Saya memperhatikan kualitas dari E-WOM tersebut					
3. Saya memperhatikan kuantitas dari E-WOM tersebut					

Apakah E-WOM dapat mempengaruhi keputusan yang akan saudara ambil?

Mohon dijelaskan.....



UJI VALIDITAS

Repurchase Intention

Correlations

		Y2	Y22	Y23	Total
Y2	Pearson Correlation	1	.578**	.132	.783**
	Sig. (2-tailed)		.000	.189	.000
	N	100	100	100	100
Y22	Pearson Correlation	.578**	1	.121	.777**
	Sig. (2-tailed)	.000		.232	.000
	N	100	100	100	100
Y23	Pearson Correlation	.132	.121	1	.599**
	Sig. (2-tailed)	.189	.232		.000
	N	100	100	100	100
Total	Pearson Correlation	.783**	.777**	.599**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

CBE

Correlations

		Y11	Y12	Y13	Total
Y11	Pearson Correlation	1	.536**	.323**	.813**
	Sig. (2-tailed)		.000	.001	.000
	N	100	100	100	100
Y12	Pearson Correlation	.536**	1	.337**	.769**
	Sig. (2-tailed)	.000		.001	.000
	N	100	100	100	100
Y13	Pearson Correlation	.323**	.337**	1	.735**
	Sig. (2-tailed)	.001	.001		.000
	N	100	100	100	100
Total	Pearson Correlation	.813**	.769**	.735**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Entertainment

Correlations

		X11	X12	X13	Total
X11	Pearson Correlation	1	.532**	.536**	.842**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X12	Pearson Correlation	.532**	1	.480**	.841**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X13	Pearson Correlation	.536**	.480**	1	.782**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total	Pearson Correlation	.842**	.841**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Interaction

Correlations

		X21	X22	X23	Total
X21	Pearson Correlation	1	.611**	.604**	.863**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X22	Pearson Correlation	.611**	1	.524**	.849**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X23	Pearson Correlation	.604**	.524**	1	.833**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total	Pearson Correlation	.863**	.849**	.833**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Trendiness

Correlations

		X31	X32	X33	Total
X31	Pearson Correlation	1	.628**	.664**	.867**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X32	Pearson Correlation	.628**	1	.638**	.875**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X33	Pearson Correlation	.664**	.638**	1	.878**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total	Pearson Correlation	.867**	.875**	.878**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Customization

Correlations

		X41	X42	X43	Total
X41	Pearson Correlation	1	.637**	.583**	.850**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	99	100
X42	Pearson Correlation	.637**	1	.732**	.856**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	99	100
X43	Pearson Correlation	.583**	.732**	1	.865**
	Sig. (2-tailed)	.000	.000		.000
	N	99	99	99	99
Total	Pearson Correlation	.850**	.856**	.865**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	99	100

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

E-WOM

Correlations

		X51	X52	X53	Total
X51	Pearson Correlation	1	-.065	-.004	.576**
	Sig. (2-tailed)		.523	.967	.000
	N	100	100	100	100
X52	Pearson Correlation	-.065	1	-.127	.447**
	Sig. (2-tailed)	.523		.207	.000
	N	100	100	100	100
X53	Pearson Correlation	-.004	-.127	1	.588**
	Sig. (2-tailed)	.967	.207		.000
	N	100	100	100	100
Total	Pearson Correlation	.576**	.447**	.588**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

UJI RELIABILITAS

Repurchase Intention

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.727	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Y21	8.5600	2.542	.465	.715
Y22	8.7600	2.558	.455	.633
Y23	7.8000	2.040	.442	.733

CBE

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.652	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Y11	7.6100	1.614	.507	.493
Y12	7.2300	2.037	.538	.488
Y13	7.7400	1.891	.374	.682

Entertainment

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.754	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X11	7.5500	1.523	.618	.630
X12	7.7400	1.427	.579	.688
X13	7.3500	1.886	.579	.693

Interaction

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
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.803	3
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Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X21	7.7700	1.250	.696	.687
X22	7.9500	1.179	.633	.752
X23	7.8000	1.273	.626	.756

Trendiness

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.842	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X31	8.1900	1.772	.713	.778
X32	8.2600	1.588	.694	.798
X33	8.2300	1.674	.721	.768

Customization

Case Processing Summary

		N	%
Cases	Valid	99	99.0
	Excluded ^a	1	1.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.843	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X41	8.0909	1.492	.660	.843
X42	7.9798	1.530	.766	.727
X43	7.9899	1.745	.722	.779

E-WOM

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.672	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X51	7.6100	1.614	.507	.493
X52	7.2300	2.037	.538	.468
X53	7.7400	1.891	.374	.682

UJI NORMALITAS



UJI MULTIKOLINEARITAS

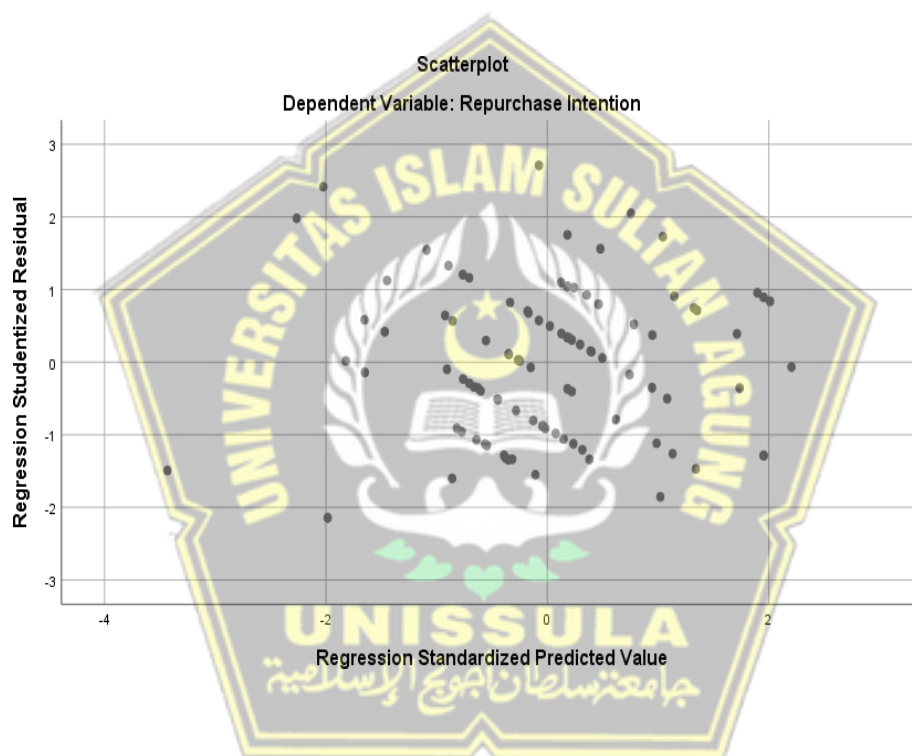
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.352	1.717		.787	.433		

Entertainment	.400	.105	.382	3.799	.000	.574	1.743
Interaction	.124	.134	.104	.922	.359	.453	2.209
Trendiness	.142	.124	.141	1.145	.255	.383	2.611
Customization	.357	.123	.348	2.893	.005	.400	2.500
E-WOM	.073	.122	.046	.596	.553	.968	1.033

a. Dependent Variable: Repurchase Intention

UJI HETEROKEDASTISITAS



REGRESI LINIER BERGANDA

TAHAP 1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
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1	E-WOM, Customization, Entertainment, Interaction, Trendiness ^b	.	Enter
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a. Dependent Variable: CBE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	.578	.555	1.17758

a. Predictors: (Constant), E-WOM, Customization, Entertainment, Interaction, Trendiness

ANOVA ^a							
Model		Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	178.291	5	35.658	25.715	.000 ^b	
	Residual	130.349	94	1.387			
	Total	308.640	99				

a. Dependent Variable: CBE

b. Predictors: (Constant), E-WOM, Customization, Entertainment, Interaction, Trendiness

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.025	1.419		.018	.986
	Entertainment	.397	.087	.404	4.562	.000
	Interaction	.418	.111	.257	2.575	.002
	Trendiness	.388	.102	.136	1.259	.001
	Customization	.419	.102	.082	.771	.073
	E-WOM	.391	.101	.071	1.047	.113

a. Dependent Variable: CBE

REGRESI LINIER BERGANDA

TAHAP 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CBE, E-WOM, Customization, Entertainment, Interaction, Trendiness ^b		Enter

a. Dependent Variable: Repurchase Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697 ^a	.485	.452	1.39305

a. Predictors: (Constant), CBE, E-WOM, Customization, Entertainment, Interaction, Trendiness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	170.115	6	28.353	14.610	.000 ^b
	Residual	180.475	93	1.941		
	Total	350.590	99			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), CBE, E-WOM, Customization, Entertainment, Interaction, Trendiness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.359	1.678		.810	.420
	Entertainment	.287	.114	.274	2.527	.003

Interaction	.204	.135	.173	1.509	.004
Trendiness	.105	.122	.105	.863	.000
Customization	.334	.121	.326	2.766	.007
E-WOM	.043	.120	.027	.357	.122
CBE	.284	.122	.266	2.325	.002

a. Dependent Variable: Repurchase Intention

