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LAMPIRAN

LAMPIRAN 1 KUESIONER PENELITIAN

Bogor, Maret 2025

Kepada Yth.

Pemain game *Genshin Impact*

di Tempat

Assalamu'alaikum Wr. Wb.

Dengan hormat,

Saya yang bertanda tangan di bawah ini:

Nama : Muhammad Farel Saputra

NPM : 19210060

Jurusan : Manajemen Pemasaran

Institusi : Universitas Binaniaga Indonesia

Judul Skripsi : Pengaruh *Digital Marketing, Influencer Marketing*, dan *Customer Engagement* terhadap Loyalitas Generasi Z dalam *Game Genshin Impact*

Saat ini saya sedang menyusun skripsi sebagai salah satu syarat untuk memperoleh gelar Sarjana Manajemen (S.M.). Untuk itu, saya memohon kesediaan Bapak/Ibu/teman-teman untuk meluangkan waktu dalam menjawab pertanyaan-pertanyaan yang terdapat pada kuesioner ini secara jujur, lengkap, dan objektif.

Atas partisipasi dan kesediaan waktu yang diberikan, saya ucapkan terima kasih yang sebesar-besarnya. Semoga kebaikan Bapak/Ibu/teman-teman mendapatkan balasan yang setimpal.

Wassalamu'alaikum Wr. Wb.

Hormat saya,

Muhammad Farel Saputra

Variabel Digital Marketing (X1) Aryani (2021:26)		STS	TS	N	S	SS
4	Saya dapat berinteraksi langsung dengan konten <i>digital Genshin Impact</i> seperti melalui forum diskusi.					
5	Media sosial <i>Genshin Impact</i> memudahkan saya untuk berbagi pengalaman bermain dengan pengguna lain.					
6	Saya merasa didengar atau diperhatikan saat memberikan <i>feedback</i> melalui <i>platform digital Genshin Impact</i> .					
Entertainment (Hiburan)						
7	Konten <i>digital</i> dari <i>Genshin Impact</i> menarik bagi saya.					
8	Saya merasa senang menonton konten promosi <i>digital Genshin Impact</i> .					
9	Saya menikmati aktivitas <i>digital</i> seperti video kreator konten <i>Genshin Impact</i> .					
Credibility (Kredibilitas)						
10	Saya percaya bahwa informasi yang dibagikan oleh <i>Genshin Impact</i> melalui kanal <i>digital</i> adalah akurat.					
11	Saya yakin bahwa konten <i>digital Genshin Impact</i> dibuat oleh sumber yang profesional dan resmi.					
12	<i>Genshin Impact</i> memiliki reputasi yang baik dalam menyampaikan informasi secara <i>online</i> .					
Irritation (Gangguan/Keberisikan)						
13	Promosi <i>digital Genshin Impact</i> tidak muncul terlalu sering.					
14	Iklan <i>digital Genshin Impact</i> ditampilkan secara wajar.					
15	Konten <i>digital Genshin Impact</i> relevan dengan minat saya.					
Informativeness (Informasi)						
16	Konten <i>digital Genshin Impact</i> memberikan saya informasi yang saya butuhkan tentang fitur <i>game</i> .					
17	Saya merasa konten <i>digital Genshin Impact</i> membantu saya memahami <i>event update</i> terbaru.					
18	Saya sering mendapatkan informasi yang bermanfaat mengenai <i>Genshin Impact</i> melalui kanal <i>digital</i> .					

Variabel <i>Influencer Marketing</i> (X2) Shimp & Terence (2020:259),		STS	TS	N	S	SS
<i>Trustworthiness</i> (Dapat Dipercaya)						
1	Saya merasa <i>influencer Genshin Impact</i> yang saya ikuti menyampaikan informasi dengan jujur.					
2	Saya percaya dengan pendapat yang diberikan oleh <i>influencer</i> tentang <i>Genshin Impact</i> .					
3	Saya merasa <i>influencer</i> yang membahas <i>Genshin Impact</i> tidak menyesatkan dalam kontennya.					
<i>Expertise</i> (Keahlian)						
4	<i>Influencer Genshin Impact</i> yang saya ikuti terlihat menguasai informasi tentang <i>game</i> tersebut.					
5	<i>Influencer</i> tersebut mampu memberikan panduan atau <i>tips</i> bermain <i>Genshin Impact</i> dengan baik.					
6	Saya menganggap <i>influencer</i> tersebut ahli dalam membahas fitur-fitur dalam <i>Genshin Impact</i> .					
<i>Physical Attractiveness</i> (Daya Tarik Fisik)						
7	Saya tertarik menonton <i>influencer Genshin Impact</i> karena penampilannya yang menarik.					
8	Penampilan <i>influencer</i> membuat saya lebih tertarik untuk memperhatikan konten <i>Genshin Impact</i> yang mereka buat.					
9	Daya tarik fisik <i>influencer</i> memengaruhi ketertarikan saya terhadap <i>game Genshin Impact</i> .					
<i>Respect</i> (Rasa Hormat)						
10	Saya menghormati pencapaian dan reputasi <i>influencer</i> yang membahas <i>Genshin Impact</i> .					
11	Saya menganggap <i>influencer</i> tersebut sebagai panutan dalam komunitas <i>Genshin Impact</i> .					
12	Saya merasa <i>influencer</i> tersebut layak dihargai karena kontribusinya terhadap komunitas pemain <i>Genshin Impact</i> .					
<i>Similarity</i> (Kesamaan)						
13	Saya merasa memiliki kesamaan (usia, gaya bicara, selera bermain) dengan <i>influencer Genshin Impact</i> yang saya ikuti.					
14	<i>Influencer Genshin Impact</i> tersebut memiliki pengalaman bermain yang mirip dengan saya.					
15	Saya lebih suka <i>influencer</i> yang saya rasa mirip dengan saya dalam cara bermain <i>Genshin Impact</i> .					

Variabel <i>Customer engagement</i> (X3) Tjiptono (2015:52)		STS	TS	N	S	SS
<i>Enthusiasm</i> (Antusiasme)						
1	Saya merasa sangat antusias saat bermain <i>Genshin Impact</i> .					
2	Saya selalu menantikan konten atau pembaruan terbaru dari <i>Genshin Impact</i> .					
3	Saya merasa senang ketika membicarakan <i>Genshin Impact</i> dengan orang lain.					
<i>Attention</i> (Perhatian)						
4	Saya memperhatikan informasi resmi yang dikeluarkan oleh HoYoverse tentang <i>Genshin Impact</i> .					
5	Saya menyimak konten promosi atau teaser karakter baru di <i>Genshin Impact</i> .					
6	Saya selalu mengikuti berita terbaru seputar <i>Genshin Impact</i> melalui media sosial.					
<i>Absorption</i> (Penyerapan)						
7	Saat bermain <i>Genshin Impact</i> , saya sering merasa waktu berlalu sangat cepat.					
8	Saya bisa fokus penuh ketika sedang bermain <i>Genshin Impact</i> .					
9	Saya sering merasa larut dalam dunia <i>Genshin Impact</i> saat bermain.					
<i>Interaction</i> (Interaksi)						
10	Saya sering berdiskusi tentang <i>Genshin Impact</i> di forum atau grup komunitas.					
11	Saya pernah membagikan pengalaman bermain <i>Genshin Impact</i> di media sosial.					
12	Saya memberikan tanggapan terhadap konten resmi <i>Genshin Impact</i> .					
<i>Identification</i> (Identifikasi)						
13	Saya merasa karakter di <i>Genshin Impact</i> mewakili kepribadian saya.					
14	Saya merasa menjadi bagian dari komunitas pemain <i>Genshin Impact</i> .					
15	Saya merasa memiliki keterikatan emosional dengan game <i>Genshin Impact</i> .					

Variabel <i>Loyalitas Pelanggan</i> (Y) Setyaleksana (2017:47)		STS	TS	N	S	SS
<i>Repeat Purchase</i> (Pembelian Ulang)						
1	Saya sering melakukan <i>top-up</i> dalam game <i>Genshin Impact</i> .					

Variabel Loyalitas Pelanggan (Y) Setyaleksana (2017:47)		STS	TS	N	S	SS
2	Saya bersedia membeli <i>item premium</i> seperti <i>Genesis Crystals</i> atau <i>Blessing of the Welkin Moon</i> secara berkala.					
3	Saya tetap melakukan pembelian dalam <i>game</i> meskipun sudah memiliki banyak karakter atau <i>item</i> .					
<i>Retention</i> (Ketertarikan untuk Tetap Menggunakan)						
4	Saya masih tertarik untuk terus memainkan <i>Genshin Impact</i> dalam waktu yang lama.					
5	Saya merasa <i>Genshin Impact</i> layak untuk dimainkan dibandingkan <i>game</i> lain.					
6	Saya jarang merasa bosan saat bermain <i>Genshin Impact</i> .					
<i>Referrals</i> (Rekomendasi ke Orang Lain)						
7	Saya pernah mengajak teman atau orang lain untuk bermain <i>Genshin Impact</i> .					
8	Saya sering membicarakan <i>Genshin Impact</i> secara positif kepada orang lain.					
9	Saya akan merekomendasikan <i>Genshin Impact</i> kepada orang yang belum pernah memainkannya.					

LAMPIRAN 2
TABULASI UJI VALIDITAS
VARIABEL *DIGITAL MARKETING* (X1)

Responden	Butir Pertanyaan																		Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
1	5	5	4	5	4	5	4	4	4	5	4	4	5	5	4	5	5	4	81
2	5	5	4	5	4	4	5	4	4	4	5	5	5	4	4	4	4	4	79
3	4	5	4	5	5	4	4	4	4	5	5	4	4	5	4	4	4	4	78
4	4	4	4	5	5	5	4	5	4	5	5	4	4	4	5	5	5	4	81
5	4	4	4	5	5	4	5	5	4	5	5	5	4	5	5	4	4	5	82
6	5	4	4	4	5	4	4	4	5	5	5	5	4	5	5	5	4	4	81
7	4	4	5	4	4	5	5	5	4	4	5	4	4	5	5	5	5	5	82
8	4	5	5	4	4	4	4	4	4	4	5	5	5	5	4	4	4	5	79
9	4	4	5	4	5	5	5	4	4	4	5	5	4	4	4	5	4	4	79
10	4	4	4	4	5	5	5	5	5	5	5	5	4	5	5	5	4	5	84
11	5	3	5	4	4	3	4	3	5	4	5	4	3	3	3	3	3	4	68
12	5	4	5	4	5	3	5	4	3	5	4	3	5	3	3	5	4	4	74
13	5	3	4	5	5	5	5	5	4	5	4	5	4	3	4	3	3	5	77
14	4	4	4	4	4	4	4	4	5	5	3	4	5	3	3	5	3	4	72
15	5	3	5	5	5	5	4	5	3	4	5	4	3	3	3	4	4	4	74
16	3	3	5	5	5	3	3	4	5	4	3	5	4	4	3	3	4	4	70
17	4	5	3	4	5	3	4	3	3	4	4	4	4	4	5	5	4	3	71
18	3	5	3	3	4	3	4	5	5	5	4	3	3	4	3	3	5	3	68
19	5	4	5	5	4	3	3	4	5	3	5	4	4	4	5	5	4	3	75
20	5	5	5	5	3	3	4	5	4	4	5	5	3	5	3	5	3	4	76
21	4	2	3	4	2	3	4	4	3	3	2	3	2	4	4	2	2	3	54
22	3	3	2	2	3	2	3	3	4	4	2	3	2	4	3	4	3	4	54
23	4	4	3	3	3	2	4	4	3	3	2	4	3	4	4	4	2	4	60
24	3	3	2	4	3	3	4	4	2	3	4	4	3	3	2	4	2	3	56
25	4	4	4	4	3	3	2	4	3	4	3	3	4	3	2	2	2	3	57
26	2	3	3	2	3	3	3	2	2	2	2	3	3	3	2	3	3	2	46
27	2	3	3	3	2	3	2	2	2	3	3	2	2	3	3	2	2	2	44
28	3	3	2	2	2	3	3	3	2	3	2	2	3	3	3	3	3	3	48
29	4	5	4	4	5	5	5	5	4	5	5	5	4	4	4	5	5	4	82
30	5	4	5	4	4	4	4	5	4	4	4	4	5	4	4	4	5	5	78

TABULASI UJI VALIDITAS VARIABEL *INFLUENCER MARKETING* (X2)

Responden	Butir Pertanyaan															Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
1	5	4	4	4	5	5	5	4	5	5	4	4	5	4	5	68
2	5	5	5	4	5	5	4	4	4	4	5	5	5	5	5	70
3	4	5	4	4	5	4	4	5	4	4	5	4	5	5	4	66
4	5	5	4	4	4	4	5	4	5	4	4	4	4	5	5	66
5	5	4	4	4	5	5	5	5	5	4	5	5	5	4	5	70
6	4	4	4	5	4	5	4	4	5	4	5	5	5	4	5	67
7	5	4	5	4	5	5	4	5	4	5	4	5	4	4	4	67
8	5	5	4	5	5	5	5	5	4	4	5	5	5	4	4	70
9	5	5	5	4	4	5	5	4	4	5	4	5	4	4	4	67
10	5	4	5	4	5	4	4	4	4	5	5	5	4	4	5	67
11	5	3	4	4	3	3	4	3	3	5	5	3	3	5	3	56
12	3	3	4	5	4	5	5	4	5	3	5	4	3	3	4	60
13	4	3	5	3	4	5	5	4	5	4	5	3	3	3	5	61
14	5	5	3	5	5	4	3	4	5	4	4	4	3	4	4	62
15	5	4	5	4	5	4	4	5	3	3	3	5	3	3	3	59
16	4	4	5	5	5	3	5	4	5	3	3	5	5	5	3	64
17	5	4	5	4	3	3	5	4	3	3	5	4	5	4	3	60
18	4	3	4	5	3	5	3	4	5	4	4	5	5	4	5	63
19	4	3	3	4	3	5	5	3	3	4	4	4	3	3	3	54
20	3	3	4	4	3	4	4	4	5	4	5	3	3	3	4	56
21	3	2	4	3	2	2	4	4	3	3	2	4	2	2	4	44
22	4	4	4	3	4	4	4	3	4	2	3	4	2	3	2	50
23	3	3	2	3	3	2	2	4	4	3	3	2	2	3	2	41
24	4	2	2	4	4	3	2	3	2	3	2	3	3	3	4	44
25	4	3	4	2	3	4	2	4	3	2	2	3	4	4	2	46
26	2	3	3	3	3	2	3	2	3	2	2	2	2	3	3	38
27	2	2	2	2	2	2	2	3	2	2	2	2	3	2	2	32
28	2	3	3	3	2	3	3	2	2	2	2	2	2	2	3	36
29	4	5	5	4	5	4	4	4	5	4	5	5	5	5	5	69
30	4	4	4	5	5	5	5	4	5	5	4	4	4	4	4	66

		Correlations																
		IM1	IM2	IM3	IM4	IM5	IM6	IM7	IM8	IM9	IM10	IM11	IM12	IM13	IM14	IM15	TOTAL_IM	
IM1	Pearson Correlation	1	.650**	.571**	.466**	.676**	.563**	.479**	.601**	.343	.659**	.551**	.709**	.585**	.676**	.423*	.784**	
	Sig. (2-tailed)		<.001	<.001	.009	<.001	.001	.007	<.001	.064	<.001	.002	<.001	<.001	<.001	.020	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
IM2	Pearson Correlation	.650**	1	.535**	.476**	.739**	.499**	.480**	.504**	.515**	.460**	.552**	.636**	.592**	.724**	.394	.768**	
	Sig. (2-tailed)	<.001		.002	.008	<.001	.005	.007	.005	.004	.011	.002	<.001	<.001	<.001	.031	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
IM3	Pearson Correlation	.571**	.535**	1	.304	.494**	.487**	.646**	.520**	.430*	.433*	.537**	.707**	.522**	.516**	.426*	.714**	
	Sig. (2-tailed)	<.001	.002		.103	.006	.006	<.001	.003	.018	.017	.002	<.001	.003	.004	.019	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
IM4	Pearson Correlation	.466**	.476**	.304	1	.576**	.532**	.510**	.400*	.589**	.568**	.581**	.654**	.514**	.495**	.531**	.719**	
	Sig. (2-tailed)	.009	.008	.103		<.001	.002	.004	.029	<.001	.001	<.001	<.001	.004	.005	.003	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
IM5	Pearson Correlation	.676**	.739**	.494**	.576**	1	.584**	.444**	.624**	.571**	.535**	.500**	.686**	.570**	.625**	.498**	.800**	
	Sig. (2-tailed)	<.001	<.001	.006	<.001		<.001	.014	<.001	<.001	.002	.005	<.001	<.001	<.001	.005	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
IM6	Pearson Correlation	.563**	.499**	.487**	.532**	.584**	1	.562**	.495**	.594**	.603**	.634**	.646**	.541**	.378*	.590**	.772**	
	Sig. (2-tailed)	.001	.005	.006	.002	<.001		.001	.005	<.001	<.001	<.001	<.001	.002	.039	<.001	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
IM7	Pearson Correlation	.479**	.480**	.646**	.510**	.444**	.562**	1	.381*	.516**	.522**	.625**	.571**	.409*	.354	.447*	.702**	
	Sig. (2-tailed)	.007	.007	<.001	.004	.014	.001		.038	.004	.003	<.001	<.001	.025	.055	.013	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
IM8	Pearson Correlation	.601**	.504**	.520**	.400*	.624**	.495**	.381*	1	.510**	.468**	.513**	.667**	.588**	.427*	.397*	.704**	
	Sig. (2-tailed)	<.001	.005	.003	.029	<.001	.005	.038		.004	.009	.004	<.001	<.001	.019	.030	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
IM9	Pearson Correlation	.343	.515**	.430*	.589**	.571**	.594**	.516**	.510**	1	.522**	.625**	.507**	.468**	.499**	.609**	.732**	
	Sig. (2-tailed)	.064	.004	.018	<.001	<.001	<.001	.004	.004		.003	<.001	.004	.009	.005	<.001	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
IM10	Pearson Correlation	.659**	.460*	.433*	.568**	.535**	.603**	.522**	.468**	.522**	1	.696**	.535**	.484**	.554**	.663**	.768**	
	Sig. (2-tailed)	<.001	.011	.017	.001	.002	<.001	.003	.009	.003		<.001	.002	.007	.001	<.001	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
IM11	Pearson Correlation	.551**	.552**	.537**	.581**	.500**	.634**	.625**	.513**	.625**	.696**	1	.528**	.576**	.575**	.608**	.807**	
	Sig. (2-tailed)	.002	.002	.002	<.001	.005	<.001	<.001	.004	<.001	<.001		.003	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
IM12	Pearson Correlation	.709**	.636**	.707**	.654**	.686**	.646**	.571**	.667**	.507**	.535**	.528**	1	.688**	.553**	.562**	.846**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.004	.002	.003		<.001	.002	.001	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
IM13	Pearson Correlation	.585**	.592**	.522**	.514**	.570**	.541**	.409*	.588**	.468**	.484**	.576**	.688**	1	.751**	.544**	.778**	
	Sig. (2-tailed)	<.001	<.001	.003	.004	<.001	.002	.025	<.001	.009	.007	<.001	<.001		<.001	.002	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
IM14	Pearson Correlation	.676**	.724**	.516**	.495**	.625**	.378*	.354	.427*	.499**	.554**	.575**	.553**	.751**	1	.409*	.749**	
	Sig. (2-tailed)	<.001	<.001	.004	.005	<.001	.039	.055	.019	.005	.001	<.001	.002	<.001		.025	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
IM15	Pearson Correlation	.423*	.394*	.426*	.531**	.498**	.590**	.447*	.397*	.609**	.663**	.608**	.562**	.544**	.409*	1	.719**	
	Sig. (2-tailed)	.020	.031	.019	.003	.005	<.001	.013	.030	<.001	<.001	<.001	.001	.002	.025		<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
TOTAL_IM	Pearson Correlation	.784**	.768**	.714**	.719**	.800**	.772**	.702**	.704**	.732**	.768**	.807**	.846**	.778**	.749**	.719**	1	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		
	N	30	30	30	30	30	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).

TABULASI UJI VALIDITAS VARIABEL *CUSTOMER ENGAGEMENT* (X3)

Responden	Butir Pertanyaan															Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
1	4	4	5	4	5	5	4	4	5	4	4	4	4	5	5	66
2	4	4	5	5	5	4	4	4	5	4	5	4	4	4	4	65
3	5	5	5	4	5	4	5	4	4	5	4	4	4	5	5	68
4	4	4	5	4	4	4	4	4	5	5	5	5	5	5	4	67
5	5	4	4	5	5	5	5	4	5	4	5	4	5	4	5	69
6	4	4	5	5	4	4	5	5	4	4	4	5	5	5	4	67
7	5	4	4	5	4	5	5	5	4	4	4	5	5	4	4	67
8	4	5	5	4	5	5	5	4	4	4	4	4	4	4	4	65
9	5	4	5	5	5	4	4	5	5	5	4	4	4	5	4	68
10	5	5	4	5	4	5	4	5	4	5	5	4	5	5	4	69
11	4	4	5	4	4	3	5	5	4	5	3	5	5	3	3	62
12	3	3	3	4	3	5	5	3	4	3	4	3	4	5	4	56
13	5	5	4	4	4	3	5	4	5	5	3	5	5	3	5	65
14	4	5	4	5	3	3	3	3	3	5	4	4	4	3	4	57
15	3	5	5	4	4	3	5	4	5	3	4	4	3	5	5	62
16	3	5	5	4	3	5	3	5	3	3	3	4	3	5	5	59
17	3	4	3	4	5	4	5	5	5	4	4	4	3	5	3	61
18	3	5	3	5	5	4	5	3	3	4	4	3	5	4	3	59
19	5	5	3	5	5	5	5	5	4	3	3	4	3	4	4	63
20	5	5	5	5	4	4	5	4	5	4	5	3	3	4	5	66
21	3	2	3	3	2	3	4	4	3	2	4	2	4	4	4	47
22	2	4	2	2	4	4	4	2	3	2	2	3	3	4	4	45
23	3	2	4	2	2	4	2	3	3	2	3	4	4	3	4	45
24	2	4	4	2	4	2	4	4	4	4	4	3	3	2	3	49
25	2	4	4	4	2	3	3	2	2	4	4	4	3	2	4	47
26	3	2	2	3	3	2	3	2	3	2	3	3	3	2	3	39
27	3	2	3	2	2	2	2	3	2	2	2	2	3	2	2	34
28	2	3	3	3	3	3	2	3	2	3	2	3	2	2	3	39
29	4	5	5	4	4	5	4	5	5	5	5	4	4	5	5	69
30	4	4	4	5	4	4	5	5	5	4	4	4	5	4	5	66

		Correlations															TOTAL_CE
		CE1	CE2	CE3	CE4	CE5	CE6	CE7	CE8	CE9	CE10	CE11	CE12	CE13	CE14	CE15	
CE1	Pearson Correlation	1	.449*	.465**	.697**	.529**	.478**	.509**	.599**	.612**	.581**	.464**	.511**	.576**	.435*	.471**	.780**
	Sig. (2-tailed)		.013	.010	<.001	.003	.007	.004	<.001	<.001	<.001	.010	.004	<.001	.016	.009	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
CE2	Pearson Correlation	.449*	1	.500**	.611**	.621**	.430*	.543**	.425*	.444*	.671**	.397*	.480**	.199	.445*	.511**	.721**
	Sig. (2-tailed)	.013		.005	<.001	<.001	.018	.002	.019	.014	<.001	.030	.007	.292	.014	.004	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
CE3	Pearson Correlation	.465**	.500**	1	.422*	.324	.299	.244	.550**	.531**	.627**	.532**	.586**	.327	.428*	.529**	.679**
	Sig. (2-tailed)	.010	.005		.020	.081	.109	.195	.002	.003	<.001	.002	<.001	.077	.018	.003	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
CE4	Pearson Correlation	.697**	.611**	.422*	1	.538**	.523**	.572**	.519**	.501**	.619**	.612**	.505**	.498**	.496**	.419*	.795**
	Sig. (2-tailed)	<.001	<.001	.020		.002	.003	<.001	.003	.005	<.001	<.001	.004	.005	.005	.021	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
CE5	Pearson Correlation	.529**	.621**	.324	.538**	1	.473**	.697**	.479**	.699**	.528**	.394*	.391*	.294	.519**	.259	.730**
	Sig. (2-tailed)	.003	<.001	.081	.002		.008	<.001	.007	<.001	.003	.031	.033	.115	.003	.166	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
CE6	Pearson Correlation	.478**	.430*	.299	.523**	.473**	1	.405*	.460*	.410*	.241	.408*	.361	.344	.732**	.532**	.661**
	Sig. (2-tailed)	.007	.018	.109	.003	.008		.026	.010	.025	.200	.025	.050	.062	<.001	.003	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
CE7	Pearson Correlation	.509**	.543**	.244	.572**	.697**	.405*	1	.498**	.683**	.425*	.455*	.374*	.479**	.544**	.375*	.731**
	Sig. (2-tailed)	.004	.002	.195	<.001	<.001	.026		.005	<.001	.019	.011	.042	.007	.002	.041	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
CE8	Pearson Correlation	.599**	.425*	.550**	.519*	.479**	.460*	.498**	1	.619**	.492**	.381*	.507**	.390*	.572**	.307	.729**
	Sig. (2-tailed)	<.001	.019	.002	.003	.007	.010	.005		<.001	.006	.038	.004	.033	<.001	.098	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
CE9	Pearson Correlation	.612**	.444*	.531**	.501**	.699**	.410*	.683**	.619**	1	.540**	.636**	.490**	.415*	.615**	.549**	.815**
	Sig. (2-tailed)	<.001	.014	.003	.005	<.001	.025	<.001	<.001		.002	<.001	.006	.023	<.001	.002	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
CE10	Pearson Correlation	.581**	.671**	.627**	.619**	.528**	.241	.425*	.492**	.540**	1	.583**	.642**	.536**	.312	.297	.752**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	.003	.200	.019	.006	.002		<.001	<.001	.002	.093	.112	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
CE11	Pearson Correlation	.464**	.397*	.532**	.612**	.394*	.408*	.455*	.381*	.636**	.583**	1	.280	.457*	.512**	.442*	.701**
	Sig. (2-tailed)	.010	.030	.002	<.001	.031	.025	.011	.038	<.001	<.001		.134	.011	.004	.014	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
CE12	Pearson Correlation	.511**	.480**	.586**	.505**	.391*	.361	.374*	.507**	.490**	.642**	.280	1	.552**	.329	.381*	.678**
	Sig. (2-tailed)	.004	.007	<.001	.004	.033	.050	.042	.004	.006	<.001	.134		.002	.076	.038	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
CE13	Pearson Correlation	.576**	.199	.327	.498**	.294	.344	.479**	.390*	.415*	.536**	.457*	.552**	1	.346	.246	.612**
	Sig. (2-tailed)	<.001	.292	.077	.005	.115	.062	.007	.033	.023	.002	.011	.002		.061	.190	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
CE14	Pearson Correlation	.435*	.445*	.428*	.496**	.519**	.732**	.544**	.572**	.615**	.312	.512**	.329	.346	1	.550**	.734**
	Sig. (2-tailed)	.016	.014	.018	.005	.003	<.001	.002	<.001	<.001	.093	.004	.076	.061		.002	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
CE15	Pearson Correlation	.471**	.511**	.529**	.419*	.259	.532**	.375*	.307	.549**	.297	.442*	.381*	.246	.550**	1	.630**
	Sig. (2-tailed)	.009	.004	.003	.021	.166	.003	.041	.098	.002	.112	.014	.038	.190	.002		<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL_CE	Pearson Correlation	.780**	.721**	.679**	.795**	.730**	.661**	.731**	.729**	.815**	.752**	.701**	.678**	.612**	.734**	.630**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	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).

TABULASI UJI VALIDITAS VARIABEL LOYALITAS PELANGGAN (Y)

Responden	Butir Pertanyaan									Total
	1	2	3	4	5	6	7	8	9	
1	4	4	5	4	5	5	4	4	4	39
2	4	5	4	4	5	5	4	4	5	40
3	5	4	4	4	5	5	5	5	5	42
4	4	5	5	5	5	4	5	4	4	41
5	5	4	5	5	5	5	5	5	4	43
6	4	4	5	5	4	5	4	4	5	40
7	5	4	4	5	5	5	5	5	4	42
8	4	4	5	4	5	4	5	4	5	40
9	5	5	5	4	4	4	4	4	5	40
10	4	4	5	4	4	5	5	5	4	40
11	4	5	4	3	5	4	5	5	3	38
12	5	4	4	4	5	3	4	4	4	37
13	3	3	5	4	3	3	4	5	3	33
14	5	3	4	4	3	5	4	3	3	34
15	3	3	3	4	4	4	4	5	3	33
16	5	4	5	5	4	3	5	4	5	40
17	4	4	5	3	5	5	5	3	4	38
18	4	3	4	4	5	3	4	5	3	35
19	3	4	5	4	4	3	5	3	3	34
20	3	3	4	4	4	5	5	4	5	37
21	3	3	4	2	4	2	4	4	2	28
22	4	4	3	4	2	4	2	2	4	29
23	2	4	3	2	4	4	4	3	4	30
24	4	3	3	3	4	2	3	4	2	28
25	2	3	4	2	4	3	2	3	2	25
26	2	2	3	3	3	3	2	2	3	23
27	2	2	3	2	2	2	3	3	3	22
28	2	3	2	2	3	2	2	2	2	20
29	4	5	5	4	5	5	4	4	5	41
30	4	4	4	4	5	4	5	5	5	40

		Correlations									
		LP1	LP2	LP3	LP4	LP5	LP6	LP7	LP8	LP9	TOTAL_LP
LP1	Pearson Correlation	1	.569**	.516**	.735**	.496**	.504**	.554**	.503**	.527**	.792**
	Sig. (2-tailed)		.001	.004	<.001	.005	.005	.002	.005	.003	<.001
	N	30	30	30	30	30	30	30	30	30	30
LP2	Pearson Correlation	.569**	1	.536**	.464**	.609**	.540**	.515**	.313	.606**	.744**
	Sig. (2-tailed)	.001		.002	.010	<.001	.002	.004	.093	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30
LP3	Pearson Correlation	.516**	.536**	1	.598**	.498**	.468**	.661**	.434*	.498**	.753**
	Sig. (2-tailed)	.004	.002		<.001	.005	.009	<.001	.016	.005	<.001
	N	30	30	30	30	30	30	30	30	30	30
LP4	Pearson Correlation	.735**	.464**	.598**	1	.377*	.566**	.557**	.494**	.623**	.795**
	Sig. (2-tailed)	<.001	.010	<.001		.040	.001	.001	.005	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30
LP5	Pearson Correlation	.496**	.609**	.498**	.377*	1	.445*	.658**	.610**	.406*	.738**
	Sig. (2-tailed)	.005	<.001	.005	.040		.014	<.001	<.001	.026	<.001
	N	30	30	30	30	30	30	30	30	30	30
LP6	Pearson Correlation	.504**	.540**	.468**	.566**	.445*	1	.515**	.321	.681**	.747**
	Sig. (2-tailed)	.005	.002	.009	.001	.014		.004	.084	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30
LP7	Pearson Correlation	.554**	.515**	.661**	.557**	.658**	.515**	1	.680**	.538**	.830**
	Sig. (2-tailed)	.002	.004	<.001	.001	<.001	.004		<.001	.002	<.001
	N	30	30	30	30	30	30	30	30	30	30
LP8	Pearson Correlation	.503**	.313	.434*	.494**	.610**	.321	.680**	1	.287	.678**
	Sig. (2-tailed)	.005	.093	.016	.005	<.001	.084	<.001		.124	<.001
	N	30	30	30	30	30	30	30	30	30	30
LP9	Pearson Correlation	.527**	.606**	.498**	.623**	.406*	.681**	.538**	.287	1	.763**
	Sig. (2-tailed)	.003	<.001	.005	<.001	.026	<.001	.002	.124		<.001
	N	30	30	30	30	30	30	30	30	30	30
TOTAL_LP	Pearson Correlation	.792**	.744**	.753**	.795**	.738**	.747**	.830**	.678**	.763**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	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 3
HASIL UJI RELIABILITAS
VARIABEL *DIGITAL MARKETING* (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.945	18

VARIABEL *INFLUENCER MARKETING* (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.946	15

VARIABEL *CUSTOMER ENGAGEMENT* (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.933	15

VARIABEL *LOYALITAS PELANGGAN* (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.908	9

LAMPIRAN 4
TABULASI RESPONDEN
VARIABEL *DIGITAL MARKETING* (X1)

Responden	Butir Pertanyaan																		Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
1	4	5	4	4	4	5	5	5	5	3	2	5	4	4	5	5	4	4	77
2	4	4	4	3	3	4	4	4	4	3	2	5	5	3	5	4	4	4	69
3	3	3	3	3	3	3	3	3	3	3	3	3	5	4	5	4	4	4	62
4	4	3	3	3	3	3	3	3	3	3	1	3	5	3	5	4	4	4	60
5	5	4	4	4	4	4	3	2	2	4	4	3	5	3	4	5	4	4	68
6	4	4	4	3	3	3	3	3	3	4	3	3	5	3	5	4	4	5	66
7	3	3	3	3	3	3	3	4	3	3	3	3	4	4	4	5	4	4	62
8	4	4	5	4	3	4	4	5	5	3	3	5	5	3	5	5	5	5	77
9	4	5	5	4	5	4	3	4	4	4	4	5	5	5	4	5	4	4	78
10	4	3	4	3	4	3	4	4	3	4	3	4	5	5	4	5	4	5	71
11	4	3	4	4	4	4	4	5	4	3	4	5	5	4	5	4	5	5	76
12	3	3	3	3	3	3	3	3	3	2	3	3	5	5	5	5	4	5	64
13	4	3	3	4	4	3	3	3	3	3	3	3	5	4	4	5	4	5	66
14	4	4	4	3	3	5	4	4	4	4	4	4	5	5	5	5	5	5	77
15	4	4	4	4	4	3	4	4	3	3	4	4	5	5	4	5	5	5	74
16	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	5	5	4	75
17	5	3	4	4	4	5	5	5	5	4	5	5	4	4	4	5	5	4	80
18	5	4	4	4	4	4	4	4	4	4	3	4	5	5	2	5	4	5	74
19	5	3	3	2	2	1	2	3	2	3	2	2	5	5	5	5	5	4	59
20	3	3	3	2	3	3	4	4	4	3	3	4	5	5	5	5	4	4	67
21	5	5	5	5	5	5	5	5	5	2	5	5	5	4	5	4	5	4	84
22	2	2	2	2	2	2	4	4	4	3	3	3	5	5	4	4	4	4	59
23	5	5	5	4	5	4	5	5	5	5	5	5	5	5	4	4	4	4	84
24	2	1	2	3	3	3	3	3	3	4	4	4	5	5	5	4	4	5	63
25	3	3	3	2	2	3	3	3	3	3	3	3	5	5	5	5	5	4	63
26	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5	5	5	4	76
27	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	4	77
28	5	5	5	5	5	5	5	5	5	2	5	5	5	5	4	5	5	4	85
29	3	3	3	3	3	2	2	3	3	3	3	3	4	2	4	4	5	4	57
30	4	5	4	4	4	4	4	4	4	3	4	4	5	4	4	4	5	4	74
31	2	2	1	1	2	1	1	1	1	3	2	2	5	4	4	4	5	4	45
32	4	3	4	5	4	4	4	4	4	3	4	5	5	3	4	5	2	4	71

Responden	Butir Pertanyaan																		Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
33	5	4	4	4	5	5	3	5	5	3	5	4	5	5	5	5	5	4	81
34	1	1	1	1	1	2	2	2	2	3	1	2	5	5	5	5	5	4	48
35	4	5	5	5	5	5	5	5	4	4	2	2	5	3	3	3	3	3	71
36	4	5	5	4	4	4	4	4	4	2	5	4	3	4	5	3	5	4	73
37	1	1	2	1	1	1	2	3	2	1	3	2	5	4	5	5	5	3	47
38	4	5	5	4	5	5	5	5	5	3	5	4	5	4	2	5	5	4	80
39	5	5	5	5	4	5	5	5	5	4	5	5	4	4	5	5	5	4	85
40	5	5	5	5	5	4	5	5	5	4	5	5	4	5	5	5	5	4	86
41	4	4	4	5	4	3	4	4	5	4	4	5	4	5	5	5	5	4	78
42	4	4	4	5	4	4	5	5	5	3	5	5	4	5	5	2	5	4	78
43	5	5	5	5	5	4	5	5	5	3	5	5	4	5	5	5	5	4	85
44	1	1	2	2	2	2	2	1	1	3	1	1	5	4	5	5	5	4	47
45	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5	4	87
46	4	4	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	4	86
47	5	5	5	4	5	5	5	5	5	4	5	5	5	5	3	5	5	4	85
48	4	5	5	5	5	5	4	3	5	4	4	3	5	5	5	5	5	4	81
49	1	2	2	2	1	1	2	1	2	4	1	2	5	3	2	5	5	4	45
50	4	5	5	5	5	5	5	5	5	3	5	5	5	3	5	5	5	3	83
51	1	1	2	2	1	1	2	1	1	2	2	1	5	5	4	4	5	5	45
52	5	5	5	5	5	5	5	5	5	3	5	5	4	4	5	4	5	5	85
53	5	5	5	5	5	4	5	5	4	4	5	5	4	4	5	4	4	4	82
54	5	4	4	5	5	5	5	5	5	4	5	5	4	4	3	3	4	4	79
55	5	5	5	5	4	5	5	5	4	3	4	4	5	5	4	3	4	5	80
56	4	4	5	5	5	5	5	5	5	3	5	5	4	4	5	4	5	4	82
57	4	5	5	5	5	5	5	5	5	4	5	5	4	4	4	5	4	5	84
58	5	5	5	5	5	5	5	5	5	4	5	5	4	4	4	5	4	5	85
59	4	4	5	4	4	4	4	4	5	4	4	4	4	5	3	3	3	3	71
60	2	2	2	1	2	2	2	2	2	3	2	2	5	4	5	4	5	3	50
61	5	5	4	5	5	5	5	5	5	3	5	4	4	5	5	4	4	5	83
62	4	5	5	5	5	4	5	5	5	3	5	5	4	5	5	4	3	5	82
63	5	5	4	4	4	5	5	5	4	3	4	5	5	3	4	5	4	5	79
64	4	5	4	4	5	5	5	5	5	3	5	5	4	5	4	5	3	5	81
65	2	2	3	1	1	1	2	3	3	4	2	1	5	5	3	5	5	5	53
66	3	3	4	4	4	4	4	4	5	4	4	4	3	5	4	4	3	4	70
67	4	5	5	5	5	5	4	4	4	4	5	5	4	2	3	4	5	4	77
68	4	5	4	5	4	2	2	2	2	3	2	2	5	5	5	5	4	3	64

Responden	Butir Pertanyaan																		Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
69	5	4	5	5	4	4	4	4	5	4	4	4	3	4	4	5	5	4	77
70	4	4	4	5	5	5	5	3	4	4	5	5	5	3	4	5	3	4	77
71	1	1	1	1	1	2	1	2	2	4	2	2	5	3	5	4	4	4	45
72	1	2	1	3	2	2	1	1	2	4	2	1	2	4	5	5	4	3	45
73	4	3	4	4	4	5	5	5	5	3	5	5	5	5	4	4	4	5	79
74	4	5	4	5	3	4	4	4	5	3	5	5	4	4	3	5	5	5	77
75	4	4	4	4	4	4	4	4	4	3	5	5	5	5	3	4	5	5	76
76	5	5	5	5	3	5	5	4	4	3	4	3	5	5	4	4	5	5	79
77	2	2	1	2	1	2	1	2	1	4	1	1	5	4	4	4	4	5	46
78	5	4	4	4	5	5	5	4	4	4	5	5	4	4	3	4	3	4	76
79	3	3	3	3	3	2	3	2	2	3	2	2	5	2	5	4	4	5	56
80	4	5	5	5	5	5	5	5	5	2	4	4	4	5	3	3	4	4	77
81	4	5	5	5	4	4	4	4	4	3	5	5	3	3	4	3	5	3	73
82	4	4	4	4	5	5	5	4	4	3	4	4	4	5	2	5	5	5	76
83	4	5	4	4	5	4	5	4	5	4	5	5	5	4	5	4	3	5	80
84	5	5	3	4	4	4	4	4	4	4	4	4	3	3	5	5	5	3	73
85	3	4	4	4	3	4	3	3	3	3	3	3	5	4	5	3	4	4	65
86	5	5	4	4	5	5	5	5	5	3	4	4	4	3	4	4	3	4	76
87	5	4	3	3	4	3	3	3	3	4	3	3	4	3	3	4	5	5	65
88	3	3	3	3	3	3	3	3	3	3	3	3	1	4	5	5	4	4	59
89	5	4	5	3	4	3	4	3	4	3	3	4	3	5	3	3	4	5	68
90	5	5	5	5	3	4	5	5	4	4	5	5	5	4	5	3	4	4	80
91	4	5	4	4	4	5	3	5	5	5	3	3	3	2	5	4	5	5	74
92	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	3	3	4	68
93	5	4	5	5	5	3	4	4	4	4	4	4	5	3	5	2	5	5	76
94	5	5	4	4	4	4	5	5	3	3	3	4	4	3	5	4	4	4	73
95	4	4	3	3	3	4	4	5	5	5	5	4	4	3	4	4	5	5	74
96	4	4	3	3	3	3	3	3	4	4	4	5	4	4	5	4	5	5	70
97	4	5	4	5	5	5	4	5	5	5	4	5	3	4	3	5	2	5	78
98	5	3	5	5	5	5	2	5	5	5	4	4	5	5	2	4	5	3	77
99	5	5	2	5	5	5	5	5	5	5	4	4	5	5	5	4	5	5	84
100	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	3	4	72

TABULASI RESPONDEN VARIABEL *INFLUENCER MARKETING* (X2)

Responden	Butir Pertanyaan															Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
1	4	5	4	4	4	5	5	5	5	3	2	5	4	4	5	77
2	4	4	4	3	3	4	4	4	4	3	2	5	5	3	5	69
3	3	3	3	3	3	3	3	3	3	3	3	3	5	4	5	62
4	4	3	3	3	3	3	3	3	3	3	1	3	5	3	5	60
5	5	4	4	4	4	4	3	2	2	4	4	3	5	3	4	68
6	4	4	4	3	3	3	3	3	3	4	3	3	5	3	5	66
7	3	3	3	3	3	3	3	4	3	3	3	3	4	4	4	62
8	4	4	5	4	3	4	4	5	5	3	3	5	5	3	5	77
9	4	5	5	4	5	4	3	4	4	4	4	5	5	5	4	78
10	4	3	4	3	4	3	4	4	3	4	3	4	5	5	4	71
11	4	3	4	4	4	4	4	5	4	3	4	5	5	4	5	76
12	3	3	3	3	3	3	3	3	3	2	3	3	5	5	5	64
13	4	3	3	4	4	3	3	3	3	3	3	3	5	4	4	66
14	4	4	4	3	3	5	4	4	4	4	4	4	5	5	5	77
15	4	4	4	4	4	3	4	4	3	3	4	4	5	5	4	74
16	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	75
17	5	3	4	4	4	5	5	5	5	4	5	5	4	4	4	80
18	5	4	4	4	4	4	4	4	4	4	3	4	5	5	2	74
19	5	3	3	2	2	1	2	3	2	3	2	2	5	5	5	59
20	3	3	3	2	3	3	4	4	4	3	3	4	5	5	5	67
21	5	5	5	5	5	5	5	5	5	2	5	5	5	4	5	84
22	2	2	2	2	2	2	4	4	4	3	3	3	5	5	4	59
23	5	5	5	4	5	4	5	5	5	5	5	5	5	5	4	84
24	2	1	2	3	3	3	3	3	3	4	4	4	5	5	5	63
25	3	3	3	2	2	3	3	3	3	3	3	3	5	5	5	63
26	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5	76
27	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	77
28	5	5	5	5	5	5	5	5	5	2	5	5	5	5	4	85
29	3	3	3	3	3	2	2	3	3	3	3	3	4	2	4	57
30	4	5	4	4	4	4	4	4	4	3	4	4	5	4	4	74
31	2	2	1	1	2	1	1	1	1	3	2	2	5	4	4	45
32	4	3	4	5	4	4	4	4	4	3	4	5	5	3	4	71
33	5	4	4	4	5	5	3	5	5	3	5	4	5	5	5	81
34	1	1	1	1	1	2	2	2	2	3	1	2	5	5	5	48

Responden	Butir Pertanyaan															Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
35	4	5	5	5	5	5	5	5	4	4	2	2	5	3	3	71
36	4	5	5	4	4	4	4	4	4	2	5	4	3	4	5	73
37	1	1	2	1	1	1	2	3	2	1	3	2	5	4	5	47
38	4	5	5	4	5	5	5	5	5	3	5	4	5	4	2	80
39	5	5	5	5	4	5	5	5	5	4	5	5	4	4	5	85
40	5	5	5	5	5	4	5	5	5	4	5	5	4	5	5	86
41	4	4	4	5	4	3	4	4	5	4	4	5	4	5	5	78
42	4	4	4	5	4	4	5	5	5	3	5	5	4	5	5	78
43	5	5	5	5	5	4	5	5	5	3	5	5	4	5	5	85
44	1	1	2	2	2	2	2	1	1	3	1	1	5	4	5	47
45	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	87
46	4	4	5	5	5	5	5	5	5	4	5	5	5	5	5	86
47	5	5	5	4	5	5	5	5	5	4	5	5	5	5	3	85
48	4	5	5	5	5	5	4	3	5	4	4	3	5	5	5	81
49	1	2	2	2	1	1	2	1	2	4	1	2	5	3	2	45
50	4	5	5	5	5	5	5	5	5	3	5	5	5	3	5	83
51	1	1	2	2	1	1	2	1	1	2	2	1	5	5	4	45
52	5	5	5	5	5	5	5	5	5	3	5	5	4	4	5	85
53	5	5	5	5	5	4	5	5	4	4	5	5	4	4	5	82
54	5	4	4	5	5	5	5	5	5	4	5	5	4	4	3	79
55	5	5	5	5	4	5	5	5	4	3	4	4	5	5	4	80
56	4	4	5	5	5	5	5	5	5	3	5	5	4	4	5	82
57	4	5	5	5	5	5	5	5	5	4	5	5	4	4	4	84
58	5	5	5	5	5	5	5	5	5	4	5	5	4	4	4	85
59	4	4	5	4	4	4	4	4	5	4	4	4	4	5	3	71
60	2	2	2	1	2	2	2	2	2	3	2	2	5	4	5	50
61	5	5	4	5	5	5	5	5	5	3	5	4	4	5	5	83
62	4	5	5	5	5	4	5	5	5	3	5	5	4	5	5	82
63	5	5	4	4	4	5	5	5	4	3	4	5	5	3	4	79
64	4	5	4	4	5	5	5	5	5	3	5	5	4	5	4	81
65	2	2	3	1	1	1	2	3	3	4	2	1	5	5	3	53
66	3	3	4	4	4	4	4	4	5	4	4	4	3	5	4	70
67	4	5	5	5	5	5	4	4	4	4	5	5	4	2	3	77
68	4	5	4	5	4	2	2	2	2	3	2	2	5	5	5	64
69	5	4	5	5	4	4	4	4	5	4	4	4	3	4	4	77
70	4	4	4	5	5	5	5	3	4	4	5	5	5	3	4	77

[illegible]

TABULASI RESPONDEN VARIABEL *CUSTOMER ENGAGEMENT* (X3)

Responden	Butir Pertanyaan															Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
1	3	4	4	4	5	3	3	4	5	4	3	3	4	4	4	57
2	4	4	4	3	3	3	2	3	3	1	2	1	4	4	3	44
3	3	2	3	4	3	1	2	3	2	3	2	3	4	4	3	42
4	4	4	3	1	2	3	2	3	2	3	4	4	4	4	4	47
5	2	2	2	4	3	4	2	4	5	4	4	4	4	4	3	51
6	1	3	3	4	2	3	2	3	4	3	4	4	4	4	3	47
7	2	3	2	1	1	4	1	2	1	3	4	4	4	4	4	40
8	3	3	4	1	4	1	3	3	1	2	2	1	4	4	4	40
9	4	3	5	4	5	4	2	3	3	5	5	5	4	3	5	60
10	3	3	3	3	3	4	2	3	3	3	2	2	4	3	4	45
11	5	5	5	1	4	3	3	2	2	1	1	2	2	3	4	43
12	2	1	2	3	1	2	2	3	4	4	4	3	4	3	4	42
13	2	1	1	3	1	3	2	3	3	3	4	3	4	4	4	41
14	3	3	2	2	2	2	3	3	1	1	2	2	4	3	5	38
15	2	3	3	2	3	3	1	2	1	2	1	1	4	4	4	36
16	5	5	4	3	4	4	5	3	3	3	1	1	4	3	5	53
17	3	2	1	4	1	5	3	4	5	4	3	4	4	3	5	51
18	1	2	2	2	1	3	3	5	2	3	3	2	4	3	5	41
19	4	3	4	2	4	2	1	3	1	2	2	1	3	3	5	40
20	3	1	1	1	1	2	1	2	2	1	1	2	3	5	4	30
21	5	5	4	4	4	5	3	5	5	5	4	4	4	4	4	65
22	3	2	1	4	2	1	1	2	3	1	3	2	4	3	3	35
23	5	5	3	5	2	4	5	4	5	5	5	5	4	4	3	64
24	1	2	2	3	3	4	4	3	2	3	2	3	4	4	4	44
25	2	3	2	1	3	2	2	2	1	4	3	3	5	5	4	42
26	5	5	4	4	4	5	5	4	3	5	4	5	4	5	5	67
27	4	4	3	4	5	3	4	3	4	3	3	4	4	5	3	56
28	5	5	3	5	3	4	4	5	4	5	4	4	4	5	4	64
29	3	3	1	2	2	1	2	1	3	3	2	3	5	5	5	41
30	2	1	1	3	2	2	2	1	2	3	2	2	4	5	5	37
31	1	2	2	1	2	1	1	2	1	3	2	1	4	4	4	31
32	4	4	3	3	3	5	3	3	2	4	3	4	4	5	5	55
33	4	4	4	1	4	5	3	5	1	2	2	2	5	4	5	51
34	2	1	1	1	2	2	1	2	2	2	1	2	4	4	3	30

Responden	Butir Pertanyaan															Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
35	1	1	2	2	1	2	3	1	1	2	2	2	4	4	5	33
36	3	4	3	4	3	3	3	4	3	4	3	3	4	4	5	53
37	2	2	1	2	1	1	2	2	1	3	3	1	4	5	5	35
38	4	5	5	5	4	4	3	2	4	5	5	4	4	5	4	63
39	4	3	3	2	3	3	1	1	1	2	2	1	5	4	5	40
40	3	4	4	4	4	4	2	3	4	4	5	5	4	4	2	56
41	5	4	4	5	3	4	4	4	4	5	5	4	4	3	5	63
42	3	1	1	2	1	1	2	2	1	2	2	1	4	4	5	32
43	5	5	4	4	4	5	5	5	4	5	5	5	4	4	3	67
44	3	2	2	2	2	3	2	1	2	1	3	2	4	4	5	38
45	5	5	5	4	5	5	3	4	5	4	5	4	4	4	5	67
46	4	4	3	3	3	5	5	3	5	3	5	5	4	3	3	58
47	5	5	4	5	4	5	5	5	4	5	4	4	4	3	5	67
48	4	5	5	5	5	4	3	4	4	5	5	4	4	4	4	65
49	1	1	2	1	2	1	2	3	2	2	1	1	4	4	5	32
50	5	3	4	5	4	5	5	5	5	5	5	5	4	3	5	68
51	2	1	1	1	1	1	1	1	2	1	1	2	4	5	5	29
52	5	5	5	5	5	5	4	5	5	5	5	5	3	5	4	71
53	5	4	5	3	3	5	5	4	2	5	5	4	4	4	4	62
54	3	3	4	4	4	5	5	5	5	4	5	5	3	4	4	63
55	2	2	3	2	3	2	1	2	1	2	1	2	5	4	4	36
56	5	5	4	4	4	5	5	5	5	4	5	5	4	4	5	69
57	4	4	4	4	4	5	5	5	5	4	5	5	4	5	3	66
58	5	5	5	5	5	5	4	5	5	5	5	4	3	4	5	70
59	4	5	5	5	5	5	5	5	5	5	5	5	4	4	5	72
60	2	2	3	2	1	3	1	2	1	2	1	1	4	4	4	33
61	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	73
62	5	5	5	3	5	5	5	5	4	3	4	4	4	4	5	66
63	5	5	5	5	5	5	5	5	5	5	5	5	5	4	3	72
64	4	3	4	4	4	5	5	5	5	4	5	5	5	4	5	67
65	2	1	1	2	1	3	2	1	2	2	2	2	4	5	4	34
66	4	4	4	5	4	3	3	4	5	5	5	5	4	5	5	65
67	4	4	4	5	4	5	5	5	5	5	5	5	5	4	3	68
68	2	2	2	1	2	1	1	1	1	1	2	1	4	5	3	29
69	4	5	5	5	5	5	5	5	5	5	5	5	2	4	4	69
70	4	4	5	5	5	5	5	5	5	5	5	5	4	4	4	70

Responden	Butir Pertanyaan															Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
71	2	1	2	2	2	2	2	3	1	2	1	1	3	4	4	32
72	2	3	3	2	3	4	3	2	3	2	1	2	4	4	2	40
73	3	3	2	4	2	2	2	1	3	1	2	1	5	3	4	38
74	4	4	4	4	4	5	5	4	5	4	4	3	4	5	5	64
75	4	4	4	5	4	5	5	4	5	5	5	5	5	4	5	69
76	4	4	3	3	3	3	2	4	2	3	3	2	3	3	5	47
77	1	2	1	2	1	1	1	1	2	2	2	2	4	5	4	31
78	4	4	4	4	4	4	4	3	4	4	4	4	4	5	5	61
79	3	3	2	2	2	2	1	1	2	2	1	2	4	3	4	34
80	5	5	5	5	5	4	5	5	5	5	4	5	5	4	4	71
81	5	5	4	4	4	5	5	4	5	4	4	5	4	4	3	65
82	4	4	5	5	5	4	4	4	4	5	5	4	5	4	4	66
83	3	1	1	5	4	2	1	2	4	3	4	4	5	5	4	48
84	5	5	4	5	4	5	5	5	5	5	4	5	4	4	4	69
85	2	1	2	2	2	3	2	2	1	2	2	1	5	5	4	36
86	5	5	5	3	5	3	4	4	3	3	3	3	3	5	5	59
87	5	4	4	4	4	4	2	3	3	3	4	3	5	4	4	56
88	2	3	3	2	3	2	3	3	1	2	1	1	3	4	5	38
89	5	5	4	3	4	4	4	4	4	3	4	4	3	5	4	60
90	5	5	4	3	4	5	3	3	4	3	4	4	3	4	4	58
91	5	4	4	4	4	4	5	4	4	4	3	4	4	4	5	62
92	5	4	4	4	4	3	3	4	3	4	3	3	4	5	4	57
93	3	3	3	3	3	4	4	3	2	3	3	2	3	4	4	47
94	4	4	5	3	5	4	2	3	2	3	3	2	4	4	5	53
95	4	5	5	5	5	4	1	2	5	4	5	5	5	4	5	64
96	4	4	4	4	5	3	2	3	4	2	3	3	4	5	4	54
97	3	5	5	4	4	4	4	4	4	4	3	3	5	3	5	60
98	4	5	5	5	4	5	5	4	5	3	4	5	3	5	5	67
99	5	4	4	5	5	5	4	4	5	4	4	5	5	4	4	67
100	5	5	4	4	5	4	3	5	5	4	5	3	5	3	4	64

TABULASI RESPONDEN VARIABEL LOYALITAS PELANGGAN (Y)

Responden	Butir Pertanyaan									Total
	1	2	3	4	5	6	7	8	9	
1	5	5	3	5	5	4	5	5	3	40
2	5	5	2	5	2	5	2	5	5	36
3	3	3	3	3	3	3	3	3	3	27
4	4	4	3	3	3	3	3	3	3	29
5	4	4	3	2	3	4	4	4	4	32
6	3	3	3	3	3	3	3	3	4	28
7	4	4	4	4	4	4	3	3	3	33
8	4	4	5	5	4	5	3	4	3	37
9	4	3	4	5	4	4	3	3	4	34
10	4	3	3	4	4	4	3	3	4	32
11	4	5	4	5	4	5	4	5	5	41
12	3	3	3	3	3	3	3	3	3	27
13	3	3	3	3	1	1	5	3	3	25
14	4	4	4	4	4	5	4	4	4	37
15	4	4	4	4	4	4	3	3	4	34
16	4	4	4	4	4	4	4	4	4	36
17	3	4	5	4	5	5	5	4	4	39
18	4	4	4	4	4	4	4	5	5	38
19	4	4	3	3	2	3	2	2	3	26
20	4	3	2	5	5	3	2	3	3	30
21	5	5	5	5	5	5	4	5	5	44
22	2	2	2	5	5	4	1	1	5	27
23	5	5	5	5	5	5	5	5	5	45
24	3	3	3	3	3	4	4	3	3	29
25	3	3	3	3	3	3	3	3	3	27
26	5	5	5	5	4	4	4	4	4	40
27	4	4	4	4	1	1	4	4	4	30
28	5	5	5	5	5	5	5	5	5	45
29	3	3	3	3	3	3	2	3	2	25
30	4	4	4	4	4	4	4	4	4	36
31	1	2	2	1	1	1	1	2	2	13
32	4	4	4	5	5	5	4	5	4	40
33	4	4	4	5	5	5	5	5	5	42
34	1	1	1	2	1	1	1	2	1	11

Responden	Butir Pertanyaan									Total
	1	2	3	4	5	6	7	8	9	
35	4	4	3	3	3	5	3	3	2	30
36	3	4	3	4	3	2	3	3	4	29
37	2	2	1	1	2	1	1	2	1	13
38	5	5	5	5	5	5	5	5	5	45
39	4	4	4	5	5	5	5	5	5	42
40	4	5	5	5	5	5	5	5	4	43
41	5	5	4	5	5	5	5	5	5	44
42	4	4	5	5	5	5	5	5	5	43
43	5	5	5	5	5	5	5	5	5	45
44	2	2	1	2	2	2	2	2	2	17
45	5	5	5	5	4	5	4	4	4	41
46	4	4	4	5	5	5	5	5	4	41
47	5	5	5	5	5	5	5	5	4	44
48	4	5	5	5	5	4	5	5	5	43
49	2	1	1	1	1	1	2	3	1	13
50	5	4	4	5	4	5	5	5	5	42
51	2	1	1	1	1	1	1	2	2	12
52	5	5	5	5	5	5	5	5	5	45
53	5	5	5	5	5	5	5	4	5	44
54	4	4	4	4	5	5	5	5	5	41
55	4	4	4	5	5	5	5	5	5	42
56	5	5	4	5	4	5	5	5	5	43
57	4	4	4	5	4	5	5	5	5	41
58	5	5	5	5	5	5	5	5	5	45
59	4	5	5	5	5	5	5	5	5	44
60	2	2	1	2	2	3	2	2	2	18
61	5	5	5	5	5	5	5	5	5	45
62	5	5	5	4	4	5	5	5	5	43
63	5	5	5	5	5	5	5	5	5	45
64	4	3	4	4	4	5	5	5	4	38
65	2	1	1	1	5	5	2	2	2	21
66	4	4	4	4	4	3	4	4	5	36
67	4	4	4	5	5	5	5	5	5	42
68	2	2	2	1	2	1	1	1	2	14
69	4	5	5	5	5	5	5	5	5	44
70	4	4	5	5	5	5	5	5	5	43

Responden	Butir Pertanyaan									Total
	1	2	3	4	5	6	7	8	9	
71	2	1	2	1	1	2	2	3	2	16
72	2	3	3	2	1	4	3	2	2	22
73	3	3	2	2	5	2	5	2	4	28
74	4	4	4	4	5	5	5	5	5	41
75	4	4	4	5	5	5	5	4	4	40
76	4	4	5	5	5	5	3	4	4	39
77	1	2	1	1	2	1	1	1	1	11
78	4	4	4	5	4	4	4	4	4	37
79	3	3	2	5	3	2	2	2	1	23
80	5	5	5	5	5	4	5	5	4	43
81	5	5	4	4	5	5	5	4	4	41
82	4	4	5	5	4	4	4	4	5	39
83	4	4	5	4	5	5	4	4	4	39
84	5	5	4	4	5	5	5	5	4	42
85	5	3	5	3	3	3	4	5	4	35
86	5	5	5	3	3	3	4	4	3	35
87	5	4	4	5	4	4	3	3	3	35
88	2	3	3	3	3	2	3	3	3	25
89	5	5	4	4	3	4	4	4	3	36
90	5	5	5	4	4	5	5	5	5	43
91	4	3	5	5	4	4	5	5	4	39
92	2	4	4	4	4	5	5	4	5	37
93	4	5	3	4	4	4	4	5	5	38
94	5	4	5	3	4	4	4	3	4	36
95	5	4	5	3	5	5	3	5	4	39
96	5	5	3	4	4	4	5	4	3	37
97	5	4	5	3	5	5	5	5	4	41
98	3	4	5	4	5	5	4	3	5	38
99	5	5	5	5	5	5	4	4	4	42
100	5	5	4	3	4	4	4	5	4	38

LAMPIRAN 5

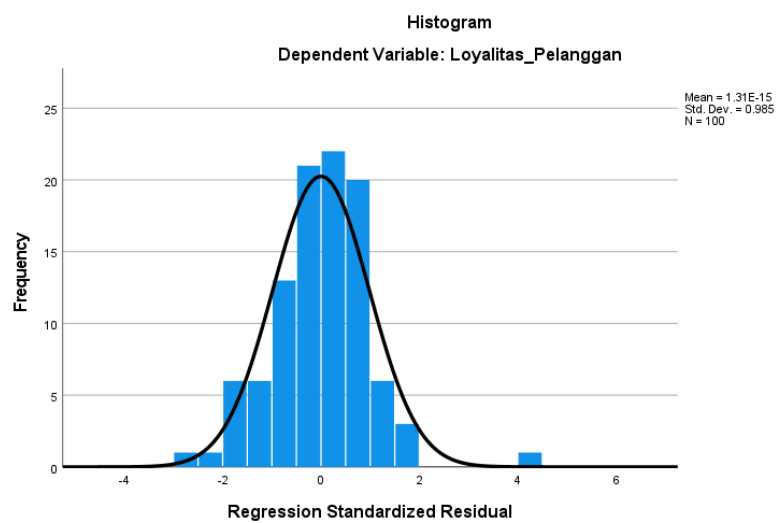
HASIL UJI ASUMSI KLASIK

Output Uji Normalitas

		Correlations			
		Digital_Marketing	Influencer_Marketing	Customer_Engagement	Loyalitas_Pelanggan
Digital_Marketing	Pearson Correlation	1	.899**	.698**	.914**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	100	100	100	100
Influencer_Marketing	Pearson Correlation	.899**	1	.705**	.915**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	100	100	100	100
Customer_Engagement	Pearson Correlation	.698**	.705**	1	.776**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	100	100	100	100
Loyalitas_Pelanggan	Pearson Correlation	.914**	.915**	.776**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	100	100	100	100

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

Output Uji Normalitas (*Histogram*)



Output Multikolinieritas

Coefficients^a

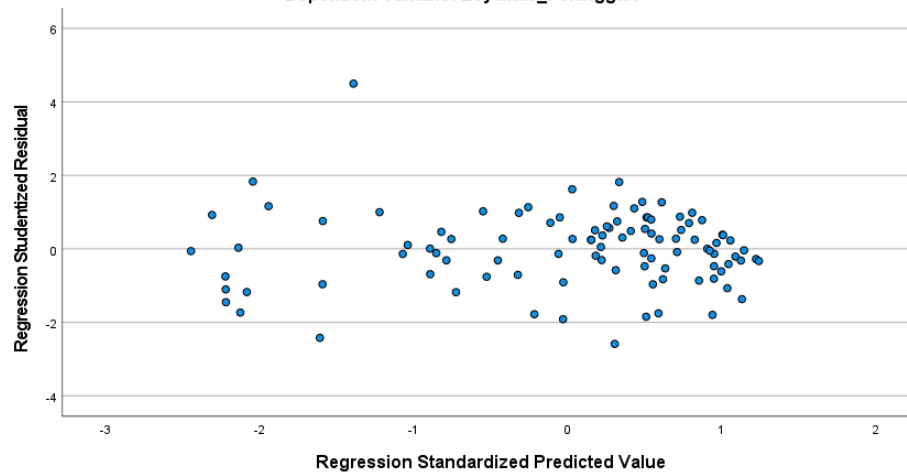
Model		Collinearity Statistics	
		Tolerance	VIF
1	Digital_Marketing	.184	5.440
	Influencer_Marketing	.181	5.540
	Customer_Engagement	.481	2.077

a. Dependent Variable: Loyalitas_Pelanggan

Output Heteroskedastisitas

Scatterplot

Dependent Variable: Loyalitas_Pelanggan



Output Uji Linieritas Variabel *Digital Marketing* (X1)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Loyalitas_Pelanggan * Digital_Marketing	Between Groups	(Combined)	7768.426	35	221.955	15.344	<.,001
		Linearity	7265.908	1	7265.908	502.307	<.,001
		Deviation from Linearity	502.518	34	14.780	1.022	.459
	Within Groups		925.764	64	14.465		
	Total		8694.190	99			

Output Uji Linieritas Variabel *Influencer Marketing* (X2)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Loyalitas_Pelanggan * Influencer_Marketing	Between Groups	(Combined)	7583.879	33	229.815	13.661	<.,001
		Linearity	7278.949	1	7278.949	432.681	<.,001
		Deviation from Linearity	304.930	32	9.529	.566	.960
	Within Groups		1110.311	66	16.823		
	Total		8694.190	99			

Output Uji Linieritas Variabel *Customer Engagement* (X3)

ANOVA Table			Sum of Squares	df	Mean Square	F	Sig.
Loyalitas_Pelanggan * Customer_Engagement	Between Groups	(Combined)	6676.466	39	171.191	5.091	<,.001
		Linearity	5236.022	1	5236.022	155.701	<,.001
		Deviation from Linearity	1440.444	38	37.906	1.127	.334
	Within Groups		2017.724	60	33.629		
	Total		8694.190	99			

LAMPIRAN 6

HASIL SPSS

Variabel *Digital Marketing* (X1)

		Statistics																	
		DM01	DM02	DM03	DM04	DM05	DM06	DM07	DM08	DM09	DM10	DM11	DM12	DM13	DM14	DM15	DM16	DM17	DM18
N	Valid	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.89	3.88	3.86	3.84	3.80	3.80	3.86	3.92	3.91	3.46	3.76	3.88	4.46	4.13	4.27	4.34	4.37	4.26
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	5.00	4.00	4.50	4.00	5.00	4.00
Mode		4	5	4	5	5	5	5	5	5	3	5	5	5	5	5	5	5	4
Std. Deviation		1.136	1.183	1.119	1.170	1.189	1.198	1.155	1.143	1.147	.744	1.190	1.183	.771	.872	.874	.755	.761	.630
Range		4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	2
Minimum		1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	2	3
Maximum		5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Sum		389	388	386	384	380	380	386	392	391	346	376	388	446	413	427	434	437	426
Percentiles	25	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00
	50	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	5.00	4.00	4.50	4.00	5.00	4.00
	75	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00

Variabel *Influencer Marketing* (X2)

		Statistics														
		IM1	IM2	IM3	IM4	IM5	IM6	IM7	IM8	IM9	IM10	IM11	IM12	IM13	IM14	IM15
N	Valid	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.86	3.86	3.94	3.92	3.88	3.83	3.89	3.93	3.82	3.98	3.96	3.95	4.07	3.92	3.79
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Mode		4	4	5	5	4	4 ^a	5	5	5	5	5	5	4	4	4
Std. Deviation		1.064	1.198	1.162	1.169	1.140	1.190	1.154	1.174	1.266	1.137	1.180	1.167	.655	.761	.729
Range		4	4	4	4	4	4	4	4	4	4	4	4	3	3	3
Minimum		1	1	1	1	1	1	1	1	1	1	1	1	2	2	2
Maximum		5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Sum		386	386	394	392	388	383	389	393	382	398	396	395	407	392	379
Percentiles	25	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00
	50	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
	75	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	4.00	4.00

a. Multiple modes exist. The smallest value is shown

Variabel *Customer Engagement* (X3)

		Statistics														
		CE1	CE2	CE3	CE4	CE5	CE6	CE7	CE8	CE9	CE10	CE11	CE12	CE13	CE14	CE15
N	Valid	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.53	3.45	3.32	3.33	3.31	3.50	3.08	3.30	3.24	3.35	3.33	3.23	4.02	4.05	4.24
Median		4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.50	3.00	4.00	4.00	4.00
Mode		5	5	4	4	4	5	5	3	5	3 ^a	5	5	4	4	4
Std. Deviation		1.275	1.373	1.325	1.349	1.323	1.352	1.440	1.299	1.505	1.290	1.400	1.441	.635	.687	.754
Range		4	4	4	4	4	4	4	4	4	4	4	4	3	2	3
Minimum		1	1	1	1	1	1	1	1	1	1	1	1	2	3	2
Maximum		5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Sum		353	345	332	333	331	350	308	330	324	335	333	323	402	405	424
Percentiles	25	2.25	2.00	2.00	2.00	2.00	2.25	2.00	2.00	2.00	2.00	2.00	2.00	4.00	4.00	4.00
	50	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.50	3.00	4.00	4.00	4.00
	75	5.00	5.00	4.00	4.00	4.00	5.00	5.00	4.00	5.00	4.75	5.00	5.00	4.00	5.00	5.00

a. Multiple modes exist. The smallest value is shown

Variabel Loyalitas Pelanggan (Y)

		Statistics								
		LP1	LP2	LP3	LP4	LP5	LP6	LP7	LP8	LP9
N	Valid	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0
Mean		3.88	3.87	3.77	3.92	3.89	3.98	3.84	3.91	3.85
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Mode		4	4	5	5	5	5	5	5	5
Std. Deviation		1.094	1.107	1.238	1.261	1.254	1.295	1.269	1.164	1.167
Range		4	4	4	4	4	4	4	4	4
Minimum		1	1	1	1	1	1	1	1	1
Maximum		5	5	5	5	5	5	5	5	5
Sum		388	387	377	392	389	398	384	391	385
Percentiles	25	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	50	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
	75	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00

Analisis Korelasi

		Correlations			
		Digital_Marketing	Influencer_Marketing	Customer_Engagement	Loyalitas_Pelanggan
Digital_Marketing	Pearson Correlation	1	.899**	.698**	.914**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	100	100	100	100
Influencer_Marketing	Pearson Correlation	.899**	1	.705**	.915**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	100	100	100	100
Customer_Engagement	Pearson Correlation	.698**	.705**	1	.776**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	100	100	100	100
Loyalitas_Pelanggan	Pearson Correlation	.914**	.915**	.776**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	100	100	100	100

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

Analisis Regresi Linear Berganda

		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-14.359	2.004		-7.167	<.001		
	Digital_Marketing	.334	.061	.407	5.465	<.001	.184	5.440
	Influencer_Marketing	.304	.057	.402	5.344	<.001	.181	5.540
	Customer_Engagement	.143	.032	.208	4.518	<.001	.481	2.077

a. Dependent Variable: Loyalitas_Pelanggan

LAMPIRAN 7

Uji t dan Uji F

Output Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7841.392	3	2613.797	294.237	<.001^b
	Residual	852.798	96	8.883		
	Total	8694.190	99			

a. Dependent Variable: Loyalitas_Pelanggan

b. Predictors: (Constant), Customer_Engagement, Digital_Marketing, Influencer_Marketing

Output Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-14.359	2.004		-7.167	<.001		
	Digital_Marketing	.334	.061	.407	5.465	<.001	.184	5.440
	Influencer_Marketing	.304	.057	.402	5.344	<.001	.181	5.540
	Customer_Engagement	.143	.032	.208	4.518	<.001	.481	2.077

a. Dependent Variable: Loyalitas_Pelanggan

LAMPIRAN 8

Tabel r

DF = n-2	0,1	0,05	0,02	0,01
	r 0,005	r 0,05	r 0,025	r 0,01
1	0,9877	0,9969	0,9995	0,9999
2	0,9000	0,9500	0,9800	0,9900
3	0,8054	0,8783	0,9343	0,9587
4	0,7293	0,8114	0,8822	0,9172
5	0,6694	0,7545	0,8329	0,8745
6	0,6215	0,7067	0,7887	0,8343
7	0,5822	0,6664	0,7498	0,7977
8	0,5494	0,6319	0,7155	0,7646
9	0,5214	0,6021	0,6851	0,7348
10	0,4973	0,5760	0,6581	0,7079
11	0,4762	0,5529	0,6339	0,6835
12	0,4575	0,5324	0,6120	0,6614
13	0,4409	0,5140	0,5923	0,6411
14	0,4259	0,4973	0,5742	0,6226
15	0,4124	0,4821	0,5577	0,6055
16	0,4000	0,4683	0,5425	0,5897
17	0,3887	0,4555	0,5285	0,5751
18	0,3783	0,4438	0,5155	0,5614
19	0,3687	0,4329	0,5034	0,5487
20	0,3598	0,4227	0,4921	0,5368
21	0,3515	0,4132	0,4815	0,5256
22	0,3438	0,4044	0,4716	0,5151
23	0,3365	0,3961	0,4622	0,5052
24	0,3297	0,3882	0,4534	0,4958
25	0,3233	0,3809	0,4451	0,4869
26	0,3172	0,3739	0,4372	0,4785
27	0,3115	0,3673	0,4297	0,4705
28	0,3061	0,3610	0,4226	0,4629
29	0,3009	0,3550	0,4158	0,4556
30	0,2960	0,3494	0,4093	0,4487

LAMPIRAN 9

Tabel t

Df	Pr	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
81	0,67751	1,29209	1,66388	1,98969	2,37327	2,63790	3,19392	
82	0,6774fi	1,29196	1,663sS	1,98932	2,37269	2,63712	3,19262	
83	0,67746	1,29133	1,66342	1,98896	2,37212	2,63637	3,19135	
84	0,67742	1,29\71	1,6632fi	1,98861	2,37156	2,63565	3,19\11	
85	0,6773fi	1,29159	1,66298	1,98827	2,37102	2,63491	3,1889g	
86	0,67735	1,29147	1,66277	\.98793	2,37g49	2,63411	3,18772	
87	0,67732	1,29136	1,6625s	1,98761	2,36998	2,63355	3,18657	
88	0,6772fi	1,29125	1,66235	1,98729	2,36947	2,6328s	3,18544	
89	0,67726	1,29114	1,6621s	1,98698	2,36898	2,63220	3,18434	
90	0,67721	1,29103	1,6619s	1,98667	2,36850	2,63157	3,18327	
91	0,67720	1,29g92	1,66177	1,98638	2,36803	2,63094	3,18222	
92	0,67717	1,29082	1,66159	1,98609	2,36757	2,63035	3,18119	
93	0,67714	1,29072	1,66140	\.98580	2,36712	2,62973	3,18g19	
94	0,67711	1,29g62	1,66123	1,98552	2,36667	2,62915	3,17921	
95	0,67708	1,29053	1,66105	1,98525	2,36624	2,62858	3,17825	
96	0,67705	1,29043	1,66088	1,9849B	2,36532	2,62802	3,17*31	
97	0,67701	1,29034	1,6@71	1,98472	2,36541	2,62747	3,17639	
98	0,67700	1,29025	1,6@55	1,98447	2,36500	2,62695	3,17549	
99	0,67698	1,29016	1,6@39	1,984Z2	2,36461	2,62641	3,1746g	
10fi	0,67695	1,29g07	1,66023	\.9639?	2,36422	2,62589	3,17374	
101	0,67693	1,25999	1,66008	1,98373	2,36334	2,62539	3,17289	
102	0,67690	1,28991	1,65993	1,98350	2,36346	2,624B9	3,17206	
103	0,6768B	1,28982	1,65978	1,98326	2,36310	2,62441	3,17125	
104	0,67686	1,20974	1,65964	1,98304	2,36274	2,62395	3,17g45	
105	0,67681	1,20967	1,65950	1,98282	2,36239	2,62347	3,1s967	
106	0,67681	1,20959	1,6593s	1,98260	2,36204	2,62301	3,1s89g	
107	0,67679	1,28951	1,65922	\.96238	2,36170	2,6225s	3,1s815	
108	0,67677	1,28944	1,65909	J.98217	2,36137	2,62212	3,1s741	
109	0,67675	1,28937	1,65895	J.98197	2,36105	2,62169	3,1s669	
11fi	0,67671	1,20930	1,65882	1,9817T	2,36g73	2,6212s	3,1s598	
111	0,67671	1,20922	1,6@7g	1,98157	2,36g41	2,62085	3,1s528	
112	0,6766fi	1,20916	1,65857	1,98137	2,36g10	2,62044	3,1s46g	
113	0,67667	1,20909	1,6S81S	1,98118	2,35930	2,62004	3,1s392	
114	0,67665	1,20902	1,6S833	1,96099	2,35950	2,61964	3,1s326	
115	0,67661	1,28896	1,65821	1,98081	2,35921	2,6192s	3,1s262	
116	0,67661	1,28839	1,65810	1,98063	2,35892	2,61888	3,1s198	
117	0,6765fi	1,20833	1,65798	1,98045	2,35864	2,61850	3,1s135	
118	0,67657	1,28877	1,65787	1,980Z7	2,35837	2,61814	3,1s074	
119	0,67656	1,28871	1,6577o	1,98010	2,35809	2,61778	3,1s013	
120	0,67654	1,28865	1,65765	1,97993	2,35732	2,61742	3,15954	

LAMPIRAN 10
Profil Responden
Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	89	89.0	89.0	89.0
	Perempuan	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-21 Tahun	70	70.0	70.0	70.0
	22-25 Tahun	24	24.0	24.0	94.0
	26-30 Tahun	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Status Aktivitas Bermain

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Masih Aktif Bermain	82	82.0	82.0	82.0
	Sudah Tidak Aktif Bermain	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Lama Bermain Genshin Impact

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang dari 6 bulan	34	34.0	34.0	34.0
	6 bulan – 1 tahun	26	26.0	26.0	60.0
	1–2 tahun	12	12.0	12.0	72.0
	Lebih dari 2 tahun	28	28.0	28.0	100.0
	Total	100	100.0	100.0	