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**LAMPIRAN**

Lampiran 1

**KUESIONER PENELITIAN**

Berikut ini adalah kuesioner penelitian yang berkaitan dengan pengaruh *brand equity*, kegiatan pemasaran, media sosial terhadap kinerja pemasaran dengan *brand image* sebagai variable mediasi pada komunitas penjual jilbab pasar pagi kota Tegal.

IDENTITAS RESPONDEN

Nama :

Usia :

Jenis Kelamin :

DAFTAR KUESIONER :

Mohon untuk memberikan tanda (V) pada setiap pernyataan yang anda pilih.

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

**A. Brand Equity**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | STS | TS | N | S | SS |
| a. Differensiasi | | | | | | |
| 1 | Saya suka produknya karena berbeda dengan yang lain |  |  |  |  |  |
| 2 | Saya langsung dapat mengenal produk ini dari produk lainnya |  |  |  |  |  |
| b. Relevansi | | | | | | |
| 3 | Meski harga agak mahal, tetapi produknya berkualitas |  |  |  |  |  |
| 4 | Toko ini selalu ramai, karena barang selalu ready. |  |  |  |  |  |
| c. Pengetahuan | | | | | | |
| 5 | Saya senang belanja di toko ini karena yang melayani tahu tentang produknya |  |  |  |  |  |
| 6 | Cara menjelaskan tentang produk di toko ini sangat menyenangkan |  |  |  |  |  |
| **B. Kegiatan Pemasaran** | | | | | | |
| No | Pernyataan | STS | TS | N | S | SS |
| a. Produk | | | | | | |
| 7 | Produk yang dihadirkan selalu terbaru |  |  |  |  |  |
| 8 | Barang yang sudaah dibeli di toko ini boleh ditukar jika tidak sesuai |  |  |  |  |  |
| b. Harga | | | | | | |
| 9 | Harga jilbab di toko ini mahal |  |  |  |  |  |
| 10 | Harga sesuai dengan jenis barang |  |  |  |  |  |
| c. Tempat | | | | | | |
| 11 | Toko ini mudah dicari |  |  |  |  |  |
| 12 | Toko ini nyaman buat belaanja |  |  |  |  |  |
| d. Promosi | | | | | | |
| 13 | Tiap keluar model baru, selalu ada promo |  |  |  |  |  |
| 14 | Tiap pembelian 10 biji jilbab, gratis 1 biji jilbab |  |  |  |  |  |
| **C. Media Sosial** | | | | | | |
| No | Pernyataan | STS | TS | N | S | SS |
| a. Komunikasi | | | | | | |
| 15 | Cara komunikasi penjual di toko ini enak |  |  |  |  |  |
| 16 | Penjual selalu melayani pembeli dengan sopan |  |  |  |  |  |
| b. Kolaborasi | | | | | | |
| 17 | Pemilik/penjual di toko ini memiliki hubungan baik dengan lingkungan/toko sekitar |  |  |  |  |  |
| 18 | Toko ini berkolaborasi/kerjasama dengan toko lain |  |  |  |  |  |
| c. Koneksi | | | | | | |
| 19 | Toko ini memiliki koneksi dengan toko lain pda produk yang sama |  |  |  |  |  |
| 20 | Dalam memasarkan produknya, selain konven sional juga *online.* |  |  |  |  |  |
|  | | | | | | |
| **D. Kinerja Pemasaran** | | | | | | |
| No | Pernyataan | STS | TS | N | S | SS |
| a. Volume Penjualan | | | | | | |
| 21 | Hampir tiap hari terjadi peningkatan jumlah pembeli. |  |  |  |  |  |
| 22 | Terjadi peningkatan omset penjualan |  |  |  |  |  |
| b. Jumlah Pelanggan | | | | | | |
| 23 | Toko selaalu ramai baik di rumah maupun di pasar. |  |  |  |  |  |
| c. Keuntungan | | | | | | |
| 24 | Ada peningkatan perolehan laba hasil penjualan |  |  |  |  |  |
| **E. *Brand Image*** | | | | | | |
| No | Pernyataan | STS | TS | N | S | SS |
| a. Keunggulan Merek | | | | | | |
| 25 | Toko ini selaalu ramai padahal memasarkan jilbab yang sama |  |  |  |  |  |
| b. Kekuatan Merek | | | | | | |
| 26 | Banyak orang/*customer* mencari keberadaan toko ini |  |  |  |  |  |
| c. Keunikan Merek | | | | | | |
| 27 | Pembeli bukan hanya kaum wanita saja |  |  |  |  |  |
| 28 | Pembeli dari kalangan anak muda saampai orang tua |  |  |  |  |  |

Lampiran 2

REKAPITULASI KUESIONER

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DATA TABULASI KORESPONDEN** | | | | | | |  |  |  |  |  |  |  |  |  |  |
| No | BE1 | BE2 | BE3 | BE4 | BE5 | BE6 | Ttl |  | No | Kp1 | Kp2 | Kp3 | Kp4 | Kp5 | Kp6 | Ttl |
| 1 | 3 | 4 | 3 | 4 | 3 | 4 | 21 |  | 1 | 2 | 2 | 4 | 3 | 4 | 2 | 17 |
| 2 | 3 | 3 | 4 | 4 | 4 | 3 | 21 |  | 2 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |  | 3 | 5 | 4 | 3 | 3 | 5 | 5 | 25 |
| 4 | 3 | 4 | 4 | 4 | 5 | 4 | 24 |  | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 3 | 3 | 4 | 3 | 23 |  | 5 | 3 | 3 | 4 | 3 | 4 | 4 | 21 |
| 6 | 3 | 4 | 3 | 4 | 3 | 4 | 21 |  | 6 | 3 | 3 | 4 | 4 | 3 | 4 | 21 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |  | 7 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 8 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |  | 8 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |  | 9 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 10 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |  | 10 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |  | 11 | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| 12 | 3 | 4 | 3 | 3 | 3 | 3 | 19 |  | 12 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 13 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |  | 13 | 3 | 2 | 3 | 4 | 4 | 4 | 20 |
| 14 | 5 | 5 | 3 | 4 | 4 | 4 | 25 |  | 14 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 15 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |  | 15 | 3 | 3 | 2 | 1 | 4 | 4 | 17 |
| 16 | 5 | 4 | 3 | 5 | 4 | 5 | 26 |  | 16 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 17 | 4 | 4 | 3 | 3 | 4 | 3 | 21 |  | 17 | 4 | 3 | 3 | 2 | 4 | 5 | 21 |
| 18 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |  | 18 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 19 | 4 | 3 | 3 | 3 | 4 | 3 | 20 |  | 19 | 4 | 4 | 3 | 4 | 5 | 5 | 25 |
| 20 | 4 | 3 | 3 | 2 | 4 | 3 | 19 |  | 20 | 4 | 3 | 3 | 4 | 5 | 5 | 24 |
| 21 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |  | 21 | 5 | 4 | 3 | 3 | 3 | 4 | 22 |
| 22 | 4 | 5 | 4 | 4 | 4 | 3 | 24 |  | 22 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 23 | 3 | 4 | 3 | 4 | 4 | 4 | 22 |  | 23 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 24 | 4 | 5 | 4 | 4 | 4 | 5 | 26 |  | 24 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 25 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |  | 25 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |  | 26 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 27 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |  | 27 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 28 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |  | 28 | 3 | 3 | 3 | 3 | 5 | 4 | 21 |
| 29 | 5 | 5 | 3 | 3 | 4 | 4 | 24 |  | 29 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 30 | 4 | 4 | 3 | 3 | 4 | 3 | 21 |  | 30 | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| 31 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |  | 31 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 32 | 3 | 3 | 4 | 1 | 5 | 4 | 20 |  | 32 | 2 | 1 | 3 | 4 | 5 | 2 | 17 |
| 33 | 5 | 5 | 3 | 4 | 4 | 3 | 24 |  | 33 | 4 | 4 | 3 | 3 | 5 | 5 | 24 |
| 34 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |  | 34 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 35 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |  | 35 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |  | 36 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |  | 37 | 5 | 3 | 4 | 4 | 4 | 4 | 24 |
| 38 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |  | 38 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 39 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |  | 39 | 4 | 2 | 3 | 3 | 4 | 3 | 19 |
| 40 | 5 | 4 | 3 | 4 | 5 | 4 | 25 |  | 40 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |

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| 41 | 4 | 5 | 3 | 4 | 3 | 3 | 22 |  | 41 | 4 | 5 | 3 | 3 | 3 | 3 | 21 |
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| 45 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |  | 45 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
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| No | MS1 | MS2 | MS3 | MS4 | MS5 | MS6 | Ttl |  | No | KP1 | KP2 | KP3 | KP4 | Ttl |
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| No | BI1 | BI2 | BI3 | BI4 | Ttl |
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| 92 | 3 | 3 | 4 | 4 | 14 |
| 93 | 3 | 4 | 3 | 3 | 13 |
| 94 | 3 | 3 | 3 | 3 | 12 |
| 95 | 4 | 4 | 4 | 4 | 16 |
| 96 | 4 | 4 | 4 | 4 | 16 |
| 97 | 3 | 3 | 3 | 3 | 12 |
| 98 | 3 | 3 | 3 | 2 | 11 |
| 99 | 3 | 3 | 4 | 3 | 13 |
| 100 | 3 | 3 | 4 | 4 | 14 |
| 101 | 4 | 3 | 4 | 3 | 14 |
| 102 | 3 | 3 | 3 | 3 | 12 |
| 103 | 3 | 3 | 3 | 3 | 12 |
| 104 | 5 | 5 | 5 | 5 | 20 |
| 105 | 3 | 3 | 4 | 3 | 13 |
| 106 | 4 | 3 | 4 | 4 | 15 |
| 107 | 5 | 5 | 5 | 5 | 20 |
| 108 | 5 | 5 | 5 | 5 | 20 |
| 109 | 3 | 3 | 3 | 3 | 12 |
| 110 | 4 | 3 | 3 | 3 | 13 |
| 111 | 3 | 3 | 3 | 3 | 12 |
| 112 | 3 | 3 | 3 | 3 | 12 |
| 113 | 4 | 4 | 4 | 4 | 16 |
| 114 | 4 | 4 | 3 | 3 | 14 |
| 115 | 4 | 4 | 4 | 4 | 16 |
| 116 | 4 | 4 | 3 | 3 | 14 |
| 117 | 3 | 3 | 4 | 3 | 13 |
| 118 | 3 | 3 | 4 | 3 | 13 |
| 119 | 3 | 3 | 3 | 3 | 12 |
| 120 | 3 | 3 | 2 | 3 | 11 |
| 121 | 3 | 3 | 3 | 3 | 12 |
| 122 | 3 | 3 | 4 | 4 | 14 |
| 123 | 4 | 4 | 4 | 3 | 15 |
| 124 | 3 | 3 | 3 | 3 | 12 |
| 125 | 3 | 4 | 3 | 3 | 13 |
| 126 | 3 | 3 | 4 | 4 | 14 |
| 127 | 3 | 4 | 3 | 3 | 13 |
| 128 | 3 | 3 | 3 | 3 | 12 |
| 129 | 4 | 4 | 4 | 4 | 16 |
| 130 | 4 | 4 | 4 | 4 | 16 |
| 131 | 3 | 3 | 3 | 3 | 12 |
| 132 | 3 | 3 | 3 | 2 | 11 |
| 133 | 3 | 3 | 4 | 3 | 13 |
| 134 | 3 | 3 | 4 | 4 | 14 |
| 135 | 3 | 3 | 3 | 3 | 12 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 136 | 4 | 4 | 4 | 4 | 16 |
| 137 | 3 | 3 | 4 | 3 | 13 |
| 138 | 4 | 4 | 4 | 4 | 16 |
| 139 | 2 | 2 | 3 | 3 | 10 |
| 140 | 3 | 3 | 3 | 3 | 12 |
| 141 | 5 | 5 | 3 | 3 | 16 |
| 142 | 2 | 3 | 4 | 5 | 14 |
| 143 | 2 | 2 | 2 | 2 | 8 |
| 144 | 3 | 5 | 5 | 4 | 17 |
| 145 | 3 | 3 | 3 | 3 | 12 |
| 146 | 4 | 4 | 4 | 4 | 16 |
| 147 | 4 | 4 | 4 | 4 | 16 |
| 148 | 3 | 3 | 3 | 4 | 13 |
| 149 | 3 | 3 | 3 | 3 | 12 |
| 150 | 4 | 5 | 4 | 5 | 18 |

Lampiran 3

UJI VALIDITAS DAN REALIBILITAS

**Correlation**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | BE1 | BE2 | BE3 | BE4 | BE5 | BE6 |
| BE1 | Pearson Correlation | 1 | ,569\*\* | ,026 | ,427\* | ,335 | ,268 |
| Sig. (2-tailed) |  | ,001 | ,893 | ,019 | ,070 | ,152 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| BE2 | Pearson Correlation | ,569\*\* | 1 | ,131 | ,394\* | ,169 | ,104 |
| Sig. (2-tailed) | ,001 |  | ,491 | ,031 | ,371 | ,585 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| BE3 | Pearson Correlation | ,026 | ,131 | 1 | ,458\* | ,423\* | ,687\*\* |
| Sig. (2-tailed) | ,893 | ,491 |  | ,011 | ,020 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| BE4 | Pearson Correlation | ,427\* | ,394\* | ,458\* | 1 | ,190 | ,324 |
| Sig. (2-tailed) | ,019 | ,031 | ,011 |  | ,316 | ,081 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| BE5 | Pearson Correlation | ,335 | ,169 | ,423\* | ,190 | 1 | ,507\*\* |
| Sig. (2-tailed) | ,070 | ,371 | ,020 | ,316 |  | ,004 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| BE6 | Pearson Correlation | ,268 | ,104 | ,687\*\* | ,324 | ,507\*\* | 1 |
| Sig. (2-tailed) | ,152 | ,585 | ,000 | ,081 | ,004 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | ,633\*\* | ,572\*\* | ,696\*\* | ,717\*\* | ,648\*\* | ,732\*\* |
| Sig. (2-tailed) | ,000 | ,001 | ,000 | ,000 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |

|  |  |  |
| --- | --- | --- |
| **Correlations** | | |
|  | | Total |
| BE1 | Pearson Correlation | ,633\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| BE2 | Pearson Correlation | ,572\*\* |
| Sig. (2-tailed) | ,001 |
| N | 30 |
| BE3 | Pearson Correlation | ,696\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| BE4 | Pearson Correlation | ,717\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| BE5 | Pearson Correlation | ,648\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| BE6 | Pearson Correlation | ,732\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Total | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 30 |

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

**Reliability**

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 30 | 100,0 |

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

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,766 | 7 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| BE1 | 42,23 | 24,047 | ,561 | ,745 |
| BE2 | 42,43 | 24,185 | ,485 | ,750 |
| BE3 | 42,93 | 23,306 | ,626 | ,734 |
| BE4 | 42,80 | 22,372 | ,635 | ,724 |
| BE5 | 42,40 | 23,559 | ,569 | ,740 |
| BE6 | 42,77 | 22,599 | ,660 | ,724 |
| Total | 23,23 | 6,875 | 1,000 | ,751 |

**Correlations**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | Kp1 | Kp2 | Kp3 | Kp4 | Kp5 | Kp6 |
| Kp1 | Pearson Correlation | 1 | ,748\*\* | ,124 | ,380\* | ,689\*\* | ,721\*\* |
| Sig. (2-tailed) |  | ,000 | ,512 | ,038 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Kp2 | Pearson Correlation | ,748\*\* | 1 | ,106 | ,324 | ,687\*\* | ,661\*\* |
| Sig. (2-tailed) | ,000 |  | ,576 | ,081 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Kp3 | Pearson Correlation | ,124 | ,106 | 1 | ,626\*\* | ,243 | ,180 |
| Sig. (2-tailed) | ,512 | ,576 |  | ,000 | ,195 | ,340 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Kp4 | Pearson Correlation | ,380\* | ,324 | ,626\*\* | 1 | ,447\* | ,463\*\* |
| Sig. (2-tailed) | ,038 | ,081 | ,000 |  | ,013 | ,010 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Kp5 | Pearson Correlation | ,689\*\* | ,687\*\* | ,243 | ,447\* | 1 | ,720\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,195 | ,013 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Kp6 | Pearson Correlation | ,721\*\* | ,661\*\* | ,180 | ,463\*\* | ,720\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,340 | ,010 | ,000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | ,823\*\* | ,793\*\* | ,494\*\* | ,721\*\* | ,832\*\* | ,834\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,006 | ,000 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |

|  |  |  |
| --- | --- | --- |
|  | | |
|  | | Total |
| Kp1 | Pearson Correlation | ,823\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Kp2 | Pearson Correlation | ,793\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Kp3 | Pearson Correlation | ,494\*\* |
| Sig. (2-tailed) | ,006 |
| N | 30 |
| Kp4 | Pearson Correlation | ,721\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Kp5 | Pearson Correlation | ,832\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Kp6 | Pearson Correlation | ,834\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Total | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 30 |

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

**Reliability**

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 30 | 100,0 |

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

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,788 | 7 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Kp1 | 41,17 | 41,661 | ,778 | ,745 |
| Kp2 | 41,27 | 41,926 | ,741 | ,749 |
| Kp3 | 41,23 | 46,323 | ,411 | ,786 |
| Kp4 | 41,17 | 42,902 | ,655 | ,758 |
| Kp5 | 40,77 | 43,426 | ,800 | ,756 |
| Kp6 | 40,80 | 42,166 | ,795 | ,748 |
| Total | 22,40 | 12,731 | 1,000 | ,843 |

**Correlations**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | Ms1 | Ms2 | Ms3 | Ms4 | Ms5 | Ms6 |
| Ms1 | Pearson Correlation | 1 | ,508\*\* | ,695\*\* | ,403\* | ,474\*\* | ,337 |
| Sig. (2-tailed) |  | ,004 | ,000 | ,027 | ,008 | ,069 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Ms2 | Pearson Correlation | ,508\*\* | 1 | ,637\*\* | ,176 | ,251 | ,324 |
| Sig. (2-tailed) | ,004 |  | ,000 | ,353 | ,181 | ,081 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Ms3 | Pearson Correlation | ,695\*\* | ,637\*\* | 1 | ,322 | ,413\* | ,439\* |
| Sig. (2-tailed) | ,000 | ,000 |  | ,083 | ,023 | ,015 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Ms4 | Pearson Correlation | ,403\* | ,176 | ,322 | 1 | ,770\*\* | ,573\*\* |
| Sig. (2-tailed) | ,027 | ,353 | ,083 |  | ,000 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Ms5 | Pearson Correlation | ,474\*\* | ,251 | ,413\* | ,770\*\* | 1 | ,724\*\* |
| Sig. (2-tailed) | ,008 | ,181 | ,023 | ,000 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Ms6 | Pearson Correlation | ,337 | ,324 | ,439\* | ,573\*\* | ,724\*\* | 1 |
| Sig. (2-tailed) | ,069 | ,081 | ,015 | ,001 | ,000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | ,749\*\* | ,689\*\* | ,784\*\* | ,716\*\* | ,792\*\* | ,743\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |

|  |  |  |
| --- | --- | --- |
| **Correlations** | | |
|  | | Total |
| Ms1 | Pearson Correlation | ,749\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Ms2 | Pearson Correlation | ,689\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Ms3 | Pearson Correlation | ,784\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Ms4 | Pearson Correlation | ,716\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Ms5 | Pearson Correlation | ,792\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Ms6 | Pearson Correlation | ,743\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| Total | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 30 |

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

**Reliability**

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 30 | 100,0 |

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

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,784 | 7 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Ms1 | 37,80 | 52,028 | ,704 | ,759 |
| Ms2 | 38,03 | 48,792 | ,596 | ,750 |
| Ms3 | 37,47 | 50,533 | ,737 | ,750 |
| Ms4 | 37,33 | 50,092 | ,647 | ,752 |
| Ms5 | 37,30 | 50,700 | ,748 | ,750 |
| Ms6 | 37,57 | 51,495 | ,693 | ,757 |
| Total | 20,50 | 14,948 | 1,000 | ,825 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | |
|  | | KP1 | KP2 | KP3 | KP4 | Total |
| KP1 | Pearson Correlation | 1 | ,610\*\* | ,531\*\* | ,418\* | ,816\*\* |
| Sig. (2-tailed) |  | ,000 | ,003 | ,021 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 |
| KP2 | Pearson Correlation | ,610\*\* | 1 | ,344 | ,504\*\* | ,808\*\* |
| Sig. (2-tailed) | ,000 |  | ,063 | ,005 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 |
| KP3 | Pearson Correlation | ,531\*\* | ,344 | 1 | ,549\*\* | ,734\*\* |
| Sig. (2-tailed) | ,003 | ,063 |  | ,002 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 |
| KP4 | Pearson Correlation | ,418\* | ,504\*\* | ,549\*\* | 1 | ,786\*\* |
| Sig. (2-tailed) | ,021 | ,005 | ,002 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | ,816\*\* | ,808\*\* | ,734\*\* | ,786\*\* | 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). |

**Reliability**

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 30 | 100,0 |

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

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,810 | 5 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| KP1 | 25,17 | 15,454 | ,749 | ,764 |
| KP2 | 25,40 | 15,076 | ,731 | ,760 |
| KP3 | 25,00 | 16,759 | ,664 | ,793 |
| KP4 | 25,00 | 15,586 | ,708 | ,770 |
| Total | 14,37 | 5,068 | 1,000 | ,791 |

**Correlations**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | |
|  | | BI1 | BI2 | BI3 | BI4 | Total |
| BI1 | Pearson Correlation | 1 | ,816\*\* | ,691\*\* | ,750\*\* | ,911\*\* |
| Sig. (2-tailed) |  | ,000 | ,000 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 |
| BI2 | Pearson Correlation | ,816\*\* | 1 | ,590\*\* | ,707\*\* | ,870\*\* |
| Sig. (2-tailed) | ,000 |  | ,001 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 |
| BI3 | Pearson Correlation | ,691\*\* | ,590\*\* | 1 | ,812\*\* | ,871\*\* |
| Sig. (2-tailed) | ,000 | ,001 |  | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 |
| BI4 | Pearson Correlation | ,750\*\* | ,707\*\* | ,812\*\* | 1 | ,916\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | ,911\*\* | ,870\*\* | ,871\*\* | ,916\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 |  |
| N | 30 | 30 | 30 | 30 | 30 |

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

**Reliability**

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 30 | 100,0 |

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

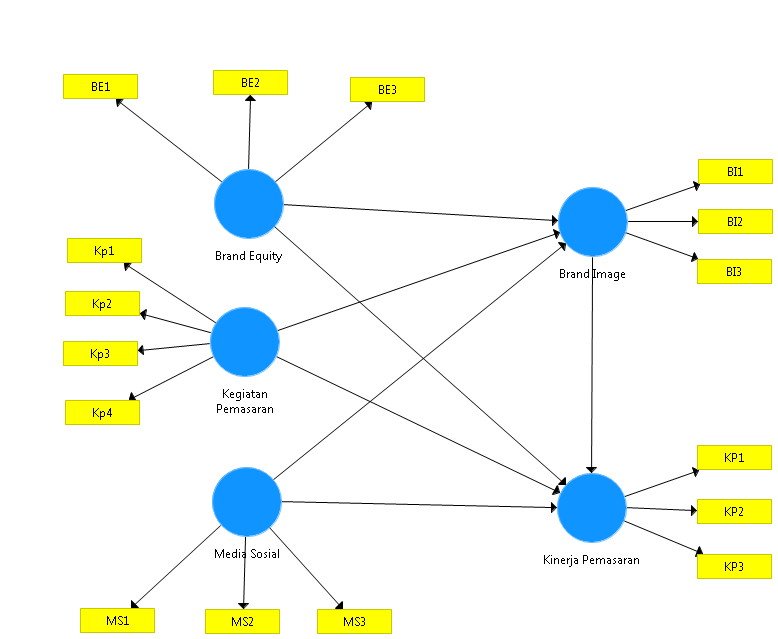
|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,839 | 5 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| BI1 | 24,53 | 18,740 | ,882 | ,796 |
| BI2 | 24,57 | 19,013 | ,829 | ,803 |
| BI3 | 24,50 | 18,672 | ,828 | ,798 |
| BI4 | 24,63 | 18,723 | ,889 | ,795 |
| Total | 14,03 | 6,102 | 1,000 | ,914 |

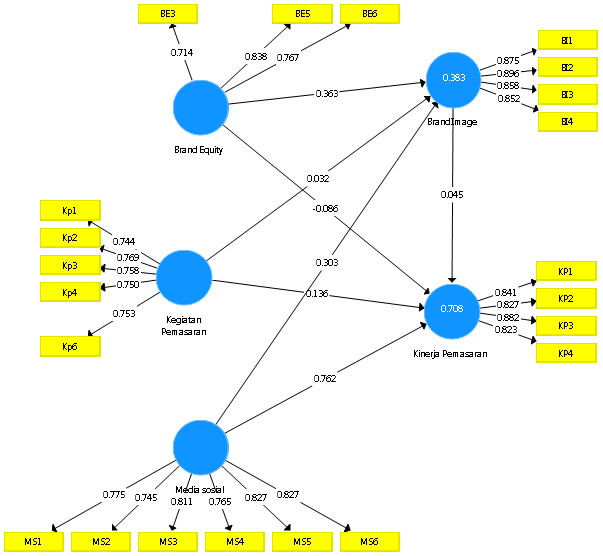
Lampiran 4

Analisis Sem PLS

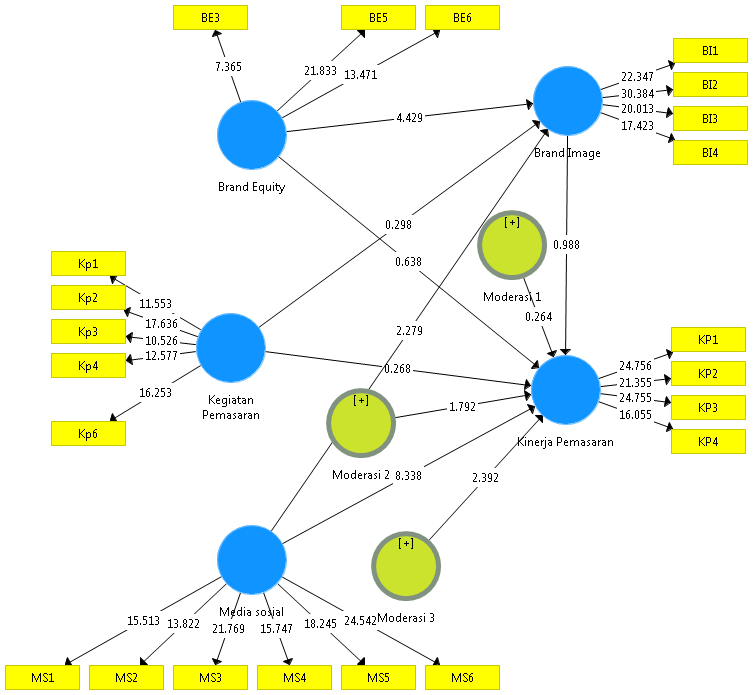
Spesifikasi Model PLS



Hasil Analisa Model



Moderasi



|  |  |
| --- | --- |
| **Indikator** | **Loading Factor** |
| BE3 | 0,714 |
| BE5 | 0,839 |
| BE6 | 0,767 |
| Kp1 | 0,744 |
| Kp2 | 0,768 |
| Kp3 | 0,757 |
| Kp4 | 0,751 |
| Kp6 | 0,753 |
| MS1 | 0,775 |
| MS2 | 0,744 |
| MS3 | 0,811 |
| MS4 | 0,765 |
| MS5 | 0,827 |
| MS6 | 0,827 |
| KP1 | 0,836 |
| KP2 | 0,818 |
| KP3 | 0,884 |
| KP4 | 0,834 |
| BI1 | 0,871 |
| BI2 | 0,895 |
| BI3 | 0,858 |
| BI4 | 0,857 |

Validitas Deskriminan menurut Uji *Fornell Larcker*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | BE | BI | Kp | KP | MS |
| BE | 0.775 |  |  |  |  |
| BI | 0.562 | 0.870 |  |  |  |
| Kp | 0.541 | 0.452 | 0.755 |  |  |
| KP | 0.471 | 0.473 | 0.673 | 0.844 |  |
| MS | 0.602 | 0.545 | 0.740 | 0.835 | 0.792 |

Sumber : data diolah (2023)

Tabel 4. 14 Cross Loading

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **BE** | **Kp** | **MS** | **KP** | **BI** | **Ket** |
| BE3 | 0,714 |  |  |  |  | Valid |
| BE5 | 0,83 |  |  |  |  | Valid |
| BE6 | 0,767 |  |  |  |  | Valid |
| BI1 |  |  |  |  | 0,875 | Valid |
| BI2 |  |  |  |  | 0,896 | Valid |
| BI3 |  |  |  |  | 0,858 | Valid |
| BI4 |  |  |  |  | 0,852 | Valid |
| KP1 |  |  |  | 0,841 |  | Valid |
| KP2 |  |  |  | 0,827 |  | Valid |
| KP3 |  |  |  | 0,882 |  | Valid |
| KP4 |  |  |  | 0,823 |  | Valid |
| Kp1 |  | 0,744 |  |  |  | Valid |
| Kp2 |  | 0,769 |  |  |  | Valid |
| Kp3 |  | 0,758 |  |  |  | Valid |
| Kp4 |  | 0,75 |  |  |  | Valid |
| Kp6 |  | 0,753 |  |  |  | Valid |
| MS1 |  |  | 0,775 |  |  | Valid |
| MS2 |  |  | 0,745 |  |  | Valid |
| MS3 |  |  | 0,811 |  |  | Valid |
| MS4 |  |  | 0,765 |  |  | Valid |
| MS5 |  |  | 0,827 |  |  | Valid |
| MS6 |  |  | 0,827 |  |  | Valid |
|  |  |  |  |  |  |  |

Sumber: Olahdata (2023)

Tabel 4. 15 *Composite Reliability*

|  |  |
| --- | --- |
| **Variabel** | **Composite Reliability** |
| *BE* (X1) | 0.818 |
| Kp (X2) | 0.869 |
| MS (X3) | 0.910 |
| KP (Y) | 0.908 |
| *BI* (Z) | 0.926 |

Sumber: Olahdata (2023)

Tabel 4.16

Reliabilitas Komposit

|  |  |  |  |
| --- | --- | --- | --- |
|  | Cronbach's Alpha | rho\_A | Composite Reliability |
| BE | 0.667 | 0.681 | 0.818 |
| BI | 0.893 | 0.897 | 0.926 |
| Kp | 0.814 | 0.820 | 0.809 |
| KP | 0.865 | 0.872 | 0.908 |
| MS | 0.881 | 0.886 | 0.910 |

Sumber : data diolah (2023)

Tabel 4.17

R Square

|  |  |  |
| --- | --- | --- |
| **Variabel** | **R Square** | **R Square Adjusted** |
| BI | 0.383 | 0.364 |
| KP | 0.708 | 0.696 |

Sumber : data diolah (2023)

Tabel 4.18

Q Square Model

|  |  |  |  |
| --- | --- | --- | --- |
|  | SSO | SSE | Q² (=1-SSE/SSO) |
| BE | 300.000 | 300.000 |  |
| Kp | 500.000 | 500.000 |  |
| MS | 600.000 | 600.000 |  |
| KP | 400.000 | 209.007 | 0.477 |
| BI | 400.000 | 290.585 | 0.274 |

Sumber : data diolah (2023)

Tabel 4.19 SRMR

|  |  |  |
| --- | --- | --- |
|  | Saturated Model | Estimated Model |
| SRMR | 0.098 | 0.098 |

Tabel 4. 20 Hasil *Path Coefficients*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Original Sample (O)** | **Sample Mean (M)** | **Standard Deviation (STDEV)** | **T Statistics (|O/STDEV|)** | **P Values** |
| Brand Equity -> Brand Image | 0.363 | 0.364 | 0.082 | 4.429 | **0.000** |
| Brand Equity -> Kinerja Pemasaran | -0,06 | -0,072 | 0.094 | 0.638 | **0.525** |
| Brand Image -> Kinerja Pemasaran | -0.070 | -0.061 | 0.071 | 0.988 | **0.326** |
| Kegiatan Pemasaran -> Brand Image | 0.032 | 0.054 | 0.107 | 0.298 | **0.766** |
| Kegiatan Pemasaran -> Kinerja Pemasaran | 0.026 | 0.072 | 0.096 | 0.268 | **0.789** |
| Media sosial -> Brand Image | 0.303 | 0.280 | 0.133 | 2.279 | **0.025** |
| Media sosial -> Kinerja Pemasaran | 0.928 | 0.888 | 0.111 | 8.338 | **0.000** |
| Moderasi 1 -> Kinerja Pemasaran | 0.025 | 0.023 | 0.094 | 0.264 | **0.793** |
| Moderasi 2 -> Kinerja Pemasaran | -0.199 | -0.159 | 0.111 | 1.792 | **0.076** |
| Moderasi 3 -> Kinerja pemasaran | 0.313 | 0.263 | 0.131 | 2.392 | **0.019** |

Sumber: Olahdata (2024)