DAFTAR PUSTAKA

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes 50, 179-211.*

Andac, Ahmet., Ferdi Akbiyik., dan Ahmet Karkar. (2016) Customer Satisfaction in Digital Content Marketing: Isparta Province as an Example. International Journal of Social Science Studies. 4(5): 124-135.

Ashley, C. & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. Psychology & Marketing, 32(1), pp.15–27.

Azwar S., (2003). *Sikap Manusia Teori dan Pengukurannya*. Edisi 2. Jakata:

Bertrand, M., Karlan, D., Mullainathan, S., Shafir, Zinman, J. (2010). What's Advertising Content Worth? Evidence from a Consumer Credit Marketing Field Experiment. *The Quarterly Journal of Economics. Vol. 125, No. 1, p. 263–306. doi: 10.1162/qjec.2010.125.1.263.*

Boateng Henry, Abednego Feehi Okoe (2015) "Consumers" attitude towards social media advertising and their behavioural response The moderating role of corporate reputation", *Journal of Research in Interactive Marketing Vol. 9 No. 4, pp. 299-312 © Emerald Group Publishing Limitied.*

Bowden, Jana. (2009). The Process of Customer Engagement: A Conceptual Framework. *The Journal of Marketing Theory and Practice. 17. 63-74. 10.2753/MTP1069-6679170105.*

Brodie, R.J., Hollebeek, L.D., Ilić, A., & Jurić, B. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research: JSR, 14(3), 252-271.*

Chaffey, Dave; Mayer, Richard; Johnston, Kevin; Ellis-Chadwick, Fiona. (2000). *Internet Marketing: Strategy, Implementation and Practice*. Pearson Education Limited, United Kingdom.

Czinkota, Michael R. dan Masaaki Kotabe, 2001, Marketing Management, Second Edition, South-Western College Publishing, USA

Content Marketing Institute (2013). The CMI Content Marketing framework - 7 Building Blocks to Success. Retrieved February, 29, 2016 from http://contentmarketinginstitute.com/wp-content/uploads/2013/ 03/CMI_Framework.pdf

Content Marketing Institute (2014). Launch your own Content marketing program - Why. Who. How. Retrieved March, 8, 2016, from http://contentmarketinginstitute.com/launch-content-marketing-program/

Content Marketing Institute (2015). What is content marketing? http://contentmarketinginstitute.com/what-is-content-marketing/

Content Marketing Institute and MarketingProfs (2020). The State of Content Marketing in 2019 2020 B2B Benchmarks, Budgets, and Trends – North America . Author: Stephanie Stahl

de Valck, K, van Bruggen, G.H, & Wierenga, B. (2009). Virtual communities: A

marketing perspective. *Decision Support Systems, 47(3), 185–203. doi:10.1016/j.dss.2009.02.008*

Dessart, Laurence & Veloutsou, Cleopatra & Morgan-Thomas, Anna. (2015). Consumer engagement in online brand communities: A social media perspective. *Journal of Product & Brand Management. 24. 28-42. 10.1108/JPBM-06-2014-0635.*

GetCraft. (2017). Indonesia's Digital and Content Marketing Report 2017.

Gay, L.R. dan Diehl, P.L. (1992), Research Methods for Business and. Management, MacMillan Publishing Company, New York

Glass, Haydan et.al.(2014). The Value Of Internet Services to New Zealand Businesses. *Sapere Research Group.*

Goyette, I, Richard, L, Bergeron, J & Marticotte, F (2010). e-WOM scale word-of-mouth measurement scale. For E-services content, *Canadian Journal of Administrative Scienes,* 27(1), 5-23.

Halligan, B., Shah, D., (2009), Inbound Marketing: Get Found Using Google, Social Media, and Blogs. Wiley;

Hollebeek, Linda & Glynn, Mark & Brodie, Roderick. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. *Journal of Interactive Marketing. 28. 10.1016/j.intmar.2013.12.002.*

Holliman, Geraint., dan Jennifer Rowley. (2014). Business to business digital : marketers' perceptions of best practice. Journal of Research in Interactive Marketing. 8(4): 269-293.

Hsu, M. H. And Chiu, C. M. (2002). *"Predicting Electronic Service Continuance with a Decomposed Theory of Planned Behavior, " Behavior & Information Technology*.

Internet Society. (2014). Global Internet Report 2014. Openand Sustainable for All.

Jogiyanto (2007). *Sistem Informasi Keperilakuan*. Penerbit Andi

Karr, D. (2016)."How To Map Your Content To Unpredictable Customer Journeys. Meltwater Outside Insight

Kilgour, M., Sasser, S.L. & Larke, R. (2015). The social media transformation process: curating content into strategy. Corporate Communications: *An International Journal, 20(3), pp. 326-343.*

Kotler, Amstrong. 2001. Prinsip-prinsip pemasaran, Edisi keduabelas, Jilid 1. Jakarta: Erlangga

Kotler, Philip.2003. Manajemen Pemasaran edisi Kesebelas. Jakarta: GramediaManajemen

Kotler dan Amstrong. 2016. Prinsip-prinsip Pemasaran. Jilid 1 dan 2.Edisi 12. Jakarta: Erlangga

Kotler , Philip., Hermawan Kartajaya, dan Iwan Setiawan. 2017. *Marketing 4.0: Moving from Traditional to Digital*. New Jersey: John Wiley & Sons.

Kucuk. S. Umit dan Krishnamurthy, Sandeep. (2007). An Analysis of Consumer

Malthouse, E., Haenlein, M., Skiera, B., Wege, E. & Zhang, M. (2013). Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House, *Journal of interactive marketing, 27(4), pp. 270-280.*

Mcpheat, Sean. 2011. *Developing Internet Marketing Strategy. United States Of America*: Venus Publishing

Moran, J.M.M. (2016). *Outside-In Marketing: Using Big Data to Guide your Content Marketing*. 1. edn., IBM Press.

Odden, L. (2012). Optimize How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing. Wiley: New York

Office for National Statitics (2014). Internet Access-Huseholds and Induviduals. Theme: People and Places:1-50

Pansari, A. & Kumar, V., (2017). Customer engagement: the construct, antecedents, and consequences. *Journal of the Academy of Marketing Science, 45(3), pp.294–311.*

Patrutio Baltes, Loredana (2016), Content Marketing-the fundamental tool of digital marketing in: *Bulletinn of the Transsivania University of Brasov, Series V: Economic Science Vol.8 (57), pp.111-118*

Power on the Internet. *Technovation, 27*(1-2), 47-56.

Pulizzi Joe, (2013) 'How to Attract and Retain Customers with Content Now', Content Marketing Institute, http://www.contentmarketinginstitute.com, (04/2017).

Pustaka Pelajar Offset.

Rancati, E., Codignola, F. & Capatina, A. (2015). Inbound and outbound marketing techniques: A comparison between Italian and Romanian pure players and clock and mortar companies. *Risk in Contemporary Economy, 2(1), pp. 232-238.*

Reinartz, Werner J., dan V Kumar. (2002). The Mismanagement of Customer Loyalty. Harvard Business Review. 80(07): 86-94.

Ryan, Damian. (2017). *Understanding Digital Media, Marketing Strategies for Engaging The Digital Generation.* London : Kogan Page.

Schamari, Julia & Schaefers, Tobias, 2015. "Leaving the Home Turf: How Brands Can Use Webcare on Consumer-generated Platforms to Increase Positive Consumer Engagement," *Journal of Interactive Marketing, Elsevier, vol. 30(C), pages 20-33*.

Sugiyono. 2011, Metode Penelitian Bisnis. Bandung: Alfabeta.

Vivek, Shiri & Beatty, Sharon & Morgan, Robert. (2012). Customer Engagement: Exploring Customer Relationships Beyond Purchase. *The Journal ofMarketing Theory and Practice. 20. 127-145. 10.2307/23243811*.

Vivero, Padilla. (2016). The Effect of Educational Content Marketing on Facebook

Brand Engagement

Wertime, K. & Fenwick, I. (2008). Digimarketing. Wiley: Hoboken.

LAMPIRAN

I. Lampiran 1

BIODATA

Identitas Diri

Nama	:	Yoga Khoniel Pasoloran
Tempat, Tanggal Lahir	:	Makassar, 04 September 1998
Jenis Kelamin	:	Laki-Laki
Agama	:	Kristen Protestan
Alamat	:	Jl. Telkom 2 Blok C2 No.123 Taman Telkomas Makassar Sulawesi Selatan
Nomor Handphone	:	0895806675321
Email	:	yogakhoniel@gmail.com

Riwayat Pendidikan

- TK Frater Bakti Luhur Makassar 2003-2004
- SD Frater Bakti Luhur Makassar 2004-2010
- SMP Negeri 12 Makassar 2010-2013
- SMA Frater Makassar 2013-2016

Pengalaman Organisasi

- Persekutuan Mahasiswa Kristen Oikumene Fakultas Ekonomi dan Bisnis Universitas Hasanuddin (PMKO-FEB UH)
- Gerakan Mahasiswa Kristen Indonesia (GMKI) Komisariat Ekonomi Unhas

Demikian biodata ini dibuat dengan sebenarnya

Makassar,04 Desember 2020

II. Lampiran 2

KUISIONER PENELITIAN

Identitas Responden

Nama :

Jenis Kelamin : Laki-Laki/Perempuan

Umur : : <17 tahun/17-25 tahun/26-35 tahun/36-45 tahun/>46 tahun

Pekerjaan : ….

Apakah anda pernah menggunakan aplikasi Grab di ponsel anda? : Ya/Tidak

Petunjuk Pengisian

Pilihlah pernyataan dibawah ini sesuai dengan pengalaman anda setelah menggunakan aplikasi Grab dengan mengisi kolom yang tersedia dengan keterangan :

Sangat Setuju

Setuju

Kurang Setuju

Tidak Setuju

Sangat Tidak Setuju

1. Dimensi Content Marketing : Edukasi

No	Pertanyaan	SS	S	KS	TS	STS
1	Konten-konten dari Grab bernilai dan mengedukasi					
2	Konten-konten dari Grab memberikan motivasi untuk mengikuti ajakan dalam konten					
3	Konten-konten dari Grab mengandung nilai filosofis					
4	Konten-konten dari Grab bermanfaat bagi kehidupan saya					

2. Dimensi Content Marketing : Informatif

No	Pertanyaan	SS	S	KS	TS	STS
1	Konten-konten dari Grab mudah dipahami					
2	Konten-konten dari Grab mudah diingat					
3	Konten-konten dari Grab dapat membangun dan menjaga komunikasi dengan baik dengan konsumen dalam hal layanan Grab					
4	Konten-konten dari Grab relevan dengan situasi terkini					
5	Konten-konten dari Grab mendorong saya mengambil keputusan tetap menggunakan layanan Grab					

3. Dimensi Content Marketing : Menghibur

No	Pertanyaan	SS	S	KS	TS	STS
1	Konten-konten dari Grab interaktif					
2	Konten-konten dari Grab berbeda dengan konten yang dibuat merek lain dalam industri yang sama					
3	Konten-konten dari Grab mampu memenuhi kebutuhan					
4	Saya menyukai konten-konten dari Grab					

4. Dimensi Content Marketing : Kepercayaan

No	Pertanyaan	SS	S	KS	TS	STS
1	Konten-konten dari Grab mampu menunjukkan identitas merek					
2	Konten-konten dari Grab mampu memberikan pengaruh timbal balik terkait isi konten					
3	Konten-konten dari Grab dapat dipercaya kebenarannya					
4	Konten-konten dari Grab konsisten					

5. Costumer Engagement

No	Pertanyaan	SS	S	KS	TS	STS
1	Saya bersedia memberikan komentar mengenai kepuasan terhadap layanan Grab					
2	Saya berbagi informasi yang saya dapatkan mengenai Grab					
3	Saya berbagi pengalaman yang saya dapatkan mengenai Grab					
4	Saya merekomendasikan merek Grab					
5	Saya merekomendasikan produk/layanan yang ada pada Grab					
6	Melalui konten-konten Grab saya mampu berinteraksi dengan sesama pengguna Grab					
7	Perhatian saya terhadap merek Grab berkembang					
8	Sikap saya terhadap merek Grab berkembang					
9	Saya bersedia berkontribusi meningkatkan kinerja merek Grab					
10	Saya bersedia berkontribusi mengembangkan produk/layanan yang dimiliki Grab dengan menjadi pelanggan setia dan mempromosikan Grab					

III. Lampiran 3

OUTPUT PENELITIAN

A. STATISTIK DESKRIPTIF

1. Dimensi Edukasi

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation
ED1	110	2.00	3.00	5.00	4.0545	.46603
ED2	110	2.00	3.00	5.00	3.9636	.50552
ED3	110	3.00	2.00	5.00	3.6182	.66335
ED4	110	3.00	2.00	5.00	4.1273	.65117
Edukasi	110	9.00	11.00	20.00	15.7636	1.72901
Valid N (listwise)	110					

2. Dimensi Informatif

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation
INF1	110	3.00	2.00	5.00	4.2091	.52629
INF2	110	3.00	2.00	5.00	4.0727	.63114
INF3	110	3.00	2.00	5.00	4.1909	.59809
INF4	110	2.00	3.00	5.00	4.3091	.53750
INF5	110	4.00	1.00	5.00	3.9727	.73521
Informatif	110	11.00	14.00	25.00	20.7545	2.19334
Valid N (listwise)	110					

3. Dimensi Menghibur

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation
HIB1	110	3.00	2.00	5.00	4.0364	.52335
HIB2	110	4.00	1.00	5.00	3.6545	.74731
HIB3	110	3.00	2.00	5.00	4.1091	.66836
HIB4	110	3.00	2.00	5.00	3.9909	.58255
Menghibur	110	11.00	9.00	20.00	15.7909	1.82287
Valid N (listwise)	110					

4. Dimensi Kepercayaan

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation
KEP1	110	3.00	2.00	5.00	4.1091	.53063
KEP2	110	3.00	2.00	5.00	4.0455	.53134
KEP3	110	3.00	2.00	5.00	4.0364	.54060
KEP4	110	3.00	2.00	5.00	3.9364	.57911
Kepercayaan	110	10.00	10.00	20.00	16.1273	1.66513
Valid N (listwise)	110					

5. Customer Engagement

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation
CE1	110	3.00	2.00	5.00	4.1273	.62235
CE2	110	4.00	1.00	5.00	3.9091	.69791
CE3	110	4.00	1.00	5.00	4.0000	.66360
CE4	110	3.00	2.00	5.00	3.9727	.58198
CE5	110	3.00	2.00	5.00	3.9636	.60468
CE6	110	4.00	1.00	5.00	3.6182	.84573
CE7	110	4.00	1.00	5.00	3.7818	.69575
CE8	110	4.00	1.00	5.00	3.8273	.68882
CE9	110	4.00	1.00	5.00	3.7364	.75026

CE10	110	4.00	1.00	5.00	3.7000	.81893
Custoemer Engagement	110	25.00	25.00	50.00	38.6364	4.83247
Valid N (listwise)	110					

6. Statistik Deskriptif Penelitian

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation
Edukasi	110	9.00	11.00	20.00	15.7636	1.72901
Informatif	110	11.00	14.00	25.00	20.7545	2.19334
Menghibur	110	11.00	9.00	20.00	15.7909	1.82287
Kepercayaan	110	10.00	10.00	20.00	16.1273	1.66513
Customer Engagement	110	25.00	25.00	50.00	38.6364	4.83247
Valid N (listwise)	110					

B. UJI VALIDITAS (CORRELATION)

1. Dimensi Edukasi

Correlations

		ED1	ED2	ED3	ED4	Edukasi
ED1	Pearson Correlation	1	.593**	.424**	.400**	.756**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	110	110	110	110	110
ED2	Pearson Correlation	.593**	1	.560**	.293**	.777**
	Sig. (2-tailed)	.000		.000	.002	.000
	N	110	110	110	110	110
ED3	Pearson Correlation	.424**	.560**	1	.347**	.792**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	110	110	110	110	110
ED4	Pearson Correlation	.400**	.293**	.347**	1	.703**
	Sig. (2-tailed)	.000	.002	.000		.000
	N	110	110	110	110	110
Edukasi	Pearson Correlation	.756**	.777**	.792**	.703**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	110	110	110	110	110

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

2. Dimensi Informatif

Correlations

		INF1	INF2	INF3	INF4	INF5	Informatif
INF1	Pearson Correlation	1	.589**	.484**	.288**	.418**	.752**
	Sig. (2-tailed)		.000	.000	.002	.000	.000
	N	110	110	110	110	110	110
INF2	Pearson Correlation	.589**	1	.376**	.447**	.400**	.775**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	110	110	110	110	110	110
INF3	Pearson Correlation	.484**	.376**	1	.300**	.450**	.721**
	Sig. (2-tailed)	.000	.000		.001	.000	.000
	N	110	110	110	110	110	110
INF4	Pearson Correlation	.288**	.447**	.300**	1	.277**	.617**
	Sig. (2-tailed)	.002	.000	.001		.003	.000
	N	110	110	110	110	110	110
INF5	Pearson Correlation	.418**	.400**	.450**	.277**	1	.741**
	Sig. (2-tailed)	.000	.000	.000	.003		.000
	N	110	110	110	110	110	110
Informatif	Pearson Correlation	.752**	.775**	.721**	.617**	.741**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110

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

3. Dimensi Menghibur

Correlations

		HIB1	HIB2	HIB3	HIB4	Menghibur
HIB1	Pearson Correlation	1	.384**	.434**	.302**	.700**
	Sig. (2-tailed)		.000	.000	.001	.000
	N	110	110	110	110	110
HIB2	Pearson Correlation	.384**	1	.333**	.203*	.708**
	Sig. (2-tailed)	.000		.000	.033	.000
	N	110	110	110	110	110
HIB3	Pearson Correlation	.434**	.333**	1	.521**	.795**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	110	110	110	110	110
HIB4	Pearson Correlation	.302**	.203*	.521**	1	.681**
	Sig. (2-tailed)	.001	.033	.000		.000
	N	110	110	110	110	110
Menghibur	Pearson Correlation	.700**	.708**	.795**	.681**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	110	110	110	110	110

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

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

4. Dimensi Kepercayaan

Correlations

		KEP1	KEP2	KEP3	KEP4	Kepercayaan
KEP1	Pearson Correlation	1	.405**	.370**	.500**	.742**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	110	110	110	110	110
KEP2	Pearson Correlation	.405**	1	.409**	.427**	.730**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	110	110	110	110	110
KEP3	Pearson Correlation	.370**	.409**	1	.535**	.759**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	110	110	110	110	110
KEP4	Pearson Correlation	.500**	.427**	.535**	1	.817**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	110	110	110	110	110
Kepercayaan	Pearson Correlation	.742**	.730**	.759**	.817**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	110	110	110	110	110

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

5. Customer Engagement

Correlations

		CE1	CE2	CE3	CE4	CE5	CE6	CE7	CE8	CE9	CE10	Custoemer Engagement
CE1	Pearson Correlation	1	.470**	.511**	.440**	.329**	.198*	.298**	.244*	.249**	.202*	.546**
	Sig. (2-tailed)		.000	.000	.000	.000	.038	.002	.010	.009	.035	.000
	N	110	110	110	110	110	110	110	110	110	110	110
CE2	Pearson Correlation	.470**	1	.674**	.446**	.470**	.469**	.412**	.406**	.409**	.321**	.727**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.001	.000
	N	110	110	110	110	110	110	110	110	110	110	110
CE3	Pearson Correlation	.511**	.674**	1	.594**	.526**	.294**	.179	.321**	.258**	.186	.632**
	Sig. (2-tailed)	.000	.000		.000	.000	.002	.062	.001	.007	.052	.000
	N	110	110	110	110	110	110	110	110	110	110	110
CE4	Pearson Correlation	.440**	.446**	.594**	1	.727**	.240*	.325**	.400**	.257**	.271**	.646**
	Sig. (2-tailed)	.000	.000	.000		.000	.012	.001	.000	.007	.004	.000
	N	110	110	110	110	110	110	110	110	110	110	110
CE5	Pearson Correlation	.329**	.470**	.526**	.727**	1	.439**	.395**	.425**	.302**	.330**	.692**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.001	.000	.000
	N	110	110	110	110	110	110	110	110	110	110	110
CE6	Pearson Correlation	.198*	.469**	.294**	.240*	.439**	1	.496**	.484**	.447**	.548**	.695**
	Sig. (2-tailed)	.038	.000	.002	.012	.000		.000	.000	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110	110	110
CE7	Pearson Correlation	.298**	.412**	.179	.325**	.395**	.496**	1	.782**	.557**	.560**	.735**
	Sig. (2-tailed)	.002	.000	.062	.001	.000	.000		.000	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110	110	110
CE8	Pearson Correlation	.244*	.406**	.321**	.400**	.425**	.484**	.782**	1	.603**	.623**	.775**
	Sig. (2-tailed)	.010	.000	.001	.000	.000	.000	.000		.000	.000	.000
	N	110	110	110	110	110	110	110	110	110	110	110
CE9	Pearson Correlation	.249**	.409**	.258**	.257**	.302**	.447**	.557**	.603**	1	.766**	.725**
	Sig. (2-tailed)	.009	.000	.007	.007	.001	.000	.000	.000		.000	.000
	N	110	110	110	110	110	110	110	110	110	110	110
CE10	Pearson Correlation	.202*	.321**	.186	.271**	.330**	.548**	.560**	.623**	.766**	1	.726**
	Sig. (2-tailed)	.035	.001	.052	.004	.000	.000	.000	.000	.000		.000
	N	110	110	110	110	110	110	110	110	110	110	110
Custoemer Engagement	Pearson Correlation	.546**	.727**	.632**	.646**	.692**	.695**	.735**	.775**	.725**	.726**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110	110	110	110	110	110

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

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

C. UJI RELIABILITY

Reliability : Edukasi

Notes

Output Created		29-NOV-2020 08:35:12
Comments		
Input	Data	D:\Edukasi.sav
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	110
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=ED1 ED2 ED3 ED4 ED /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

```
[DataSet0] D:\Edukasi.sav
```

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded[a]	0	.0

Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.798	5

```
DATASET ACTIVATE DataSet1.
RELIABILITY
  /VARIABLES=INF1 INF2 INF3 INF4 INF5 INF
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability: Informatif

Notes

Output Created		29-NOV-2020 12:58:53
Comments		
Input	Data	D:\Skripsi Yoga\Informatif.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	110
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=INF1 INF2 INF3 INF4 INF5 INF /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,00

[DataSet1] D:\Skripsi Yoga\Informatif.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded[a]	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.784	6

Reliability : Menghibur

Notes

Output Created		29-NOV-2020 08:35:44
Comments		
Input	Data	D:\Mengibur.sav
	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	110
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=HIB1 HIB2 HIB3 HIB4 HIB /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.

Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

```
[DataSet2] D:\Mengibur.sav
```

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded[a]	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.785	5

```
DATASET ACTIVATE DataSet3.
RELIABILITY
  /VARIABLES=KEP1 KEP2 KEP3 KEP4 KEP
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability: Kepercayaan

Notes

Output Created		29-NOV-2020 08:35:59
Comments		
Input	Data	D:\Kepercayaan.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	110
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=KEP1 KEP2 KEP3 KEP4 KEP /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

```
[DataSet3] D:\Kepercayaan.sav
```

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded[a]	0	.0

Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.803	5

```
DATASET ACTIVATE DataSet5.
RELIABILITY
  /VARIABLES=CE1 CE2 CE3 CE4 CE5 CE6 CE7 CE8 CE9 CE10 CE
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability : Customer Engagement

Notes

Output Created		29-NOV-2020 08:36:15
Comments		
Input	Data	D:\Customer Engagement.sav
	Active Dataset	DataSet5
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	110
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=CE1 CE2 CE3 CE4 CE5 CE6 CE7 CE8 CE9 CE10 CE /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.

Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

[DataSet5] D:\Customer Engagement.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded[a]	0	.0
	Total	110	100.0

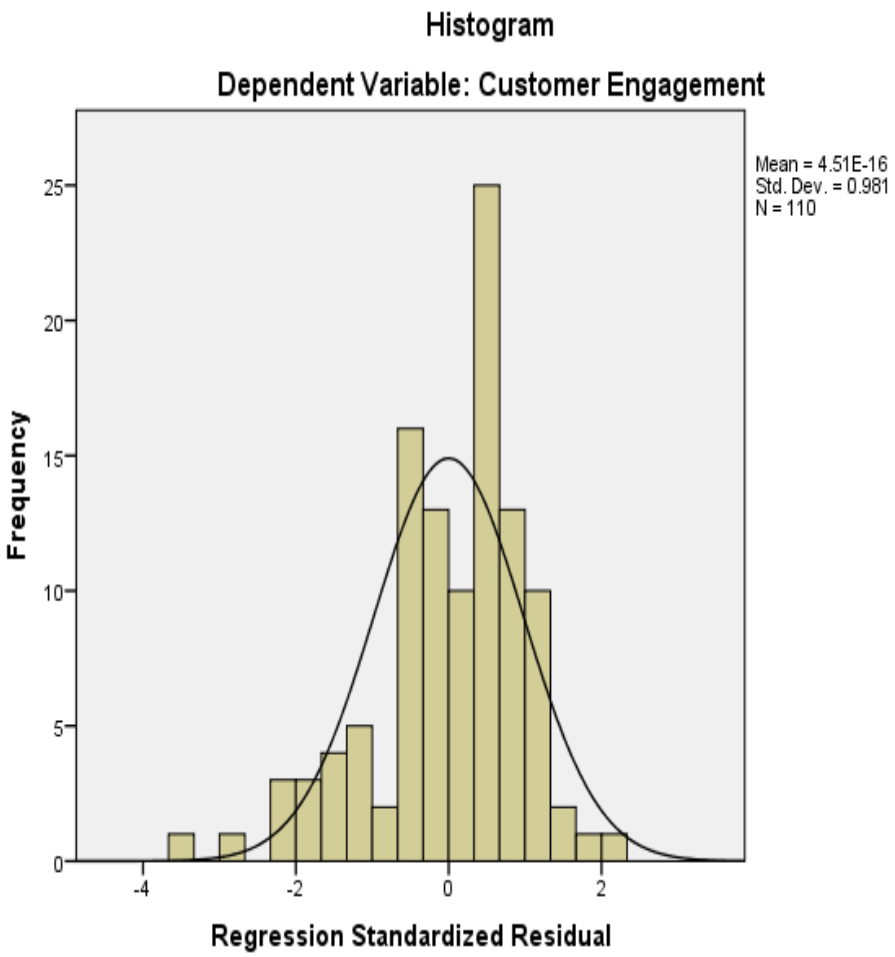
a. Listwise deletion based on all variables in the procedure.

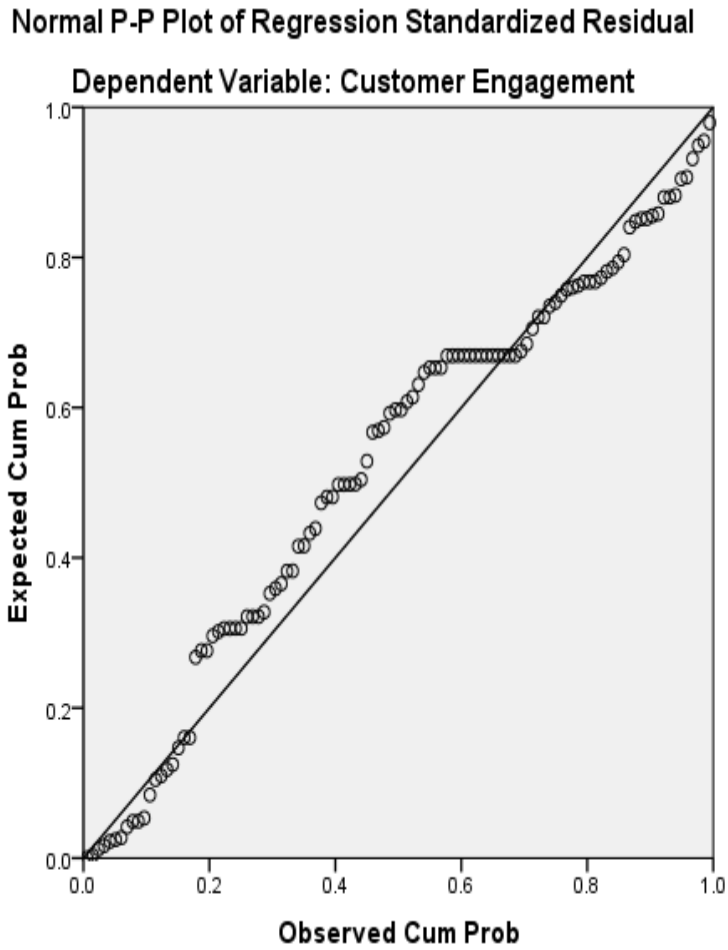
Reliability Statistics

Cronbach's Alpha	N of Items
.767	11

D. UJI ASUMSI KLASIK

1. Uji Normalitas





One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		109
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.33043546
Most Extreme Differences	Absolute	.113
	Positive	.065
	Negative	-.113
Kolmogorov-Smirnov Z		1.179
Asymp. Sig. (2-tailed)		.124

a. Test distribution is Normal.

b. Calculated from data.

b. Calculated from data.

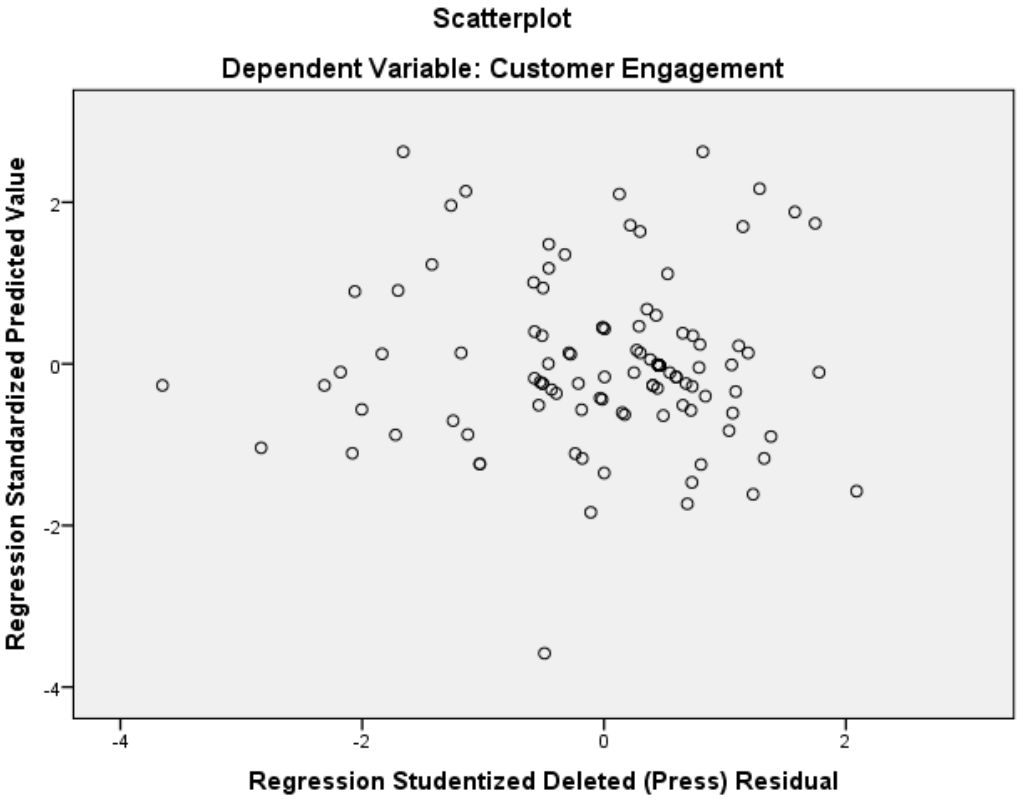
2. Uji Multikolinearitas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.160	3.518		.614	.541		
	Edukasi	.499	.267	.179	1.873	.064	.497	2.014
	Informatif	.502	.249	.228	2.020	.046	.355	2.818
	Menghibur	.849	.283	.320	3.006	.003	.397	2.516
	Kepercayaan	.296	.289	.102	1.022	.309	.454	2.202

a. Dependent Variable: Customer Engagement

3. Uji Heteroskedastisitas



E. UJI HIPOTESIS

1. Uji Determinan

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kepercayaan, Edukasi, Menghibur, Informatif[b]	.	Enter

a. Dependent Variable: Customer Engagement

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725[a]	.526	.508	3.39065

a. Predictors: (Constant), Kepercayaan, Edukasi, Menghibur, Informatif

2. Uji-F

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1338.322	4	334.580	29.103	.000[b]
	Residual	1207.133	105	11.497		
	Total	2545.455	109			

a. Dependent Variable: Customer Engagement

b. Predictors: (Constant), Kepercayaan, Edukasi, Menghibur, Informatif

3. Uji-t (Parsial)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.160	3.518		.614	.541
	Edukasi	.499	.267	.179	1.873	.064
	Informatif	.502	.249	.228	2.020	.046
	Menghibur	.849	.283	.320	3.006	.003
	Kepercayaan	.296	.289	.102	1.022	.309

a. Dependent Variable: Customer Engagement