

## **BAB V**

### **PENUTUP**

Pada bab lima ini, penulis akan mengambil kesimpulan dari hasil penelitian yang telah dilakukan. Selanjutnya, penulis membuat implikasi manajerial, memaparkan keterbatasan penelitian dan merumuskan saran bagi penelitian sejenis di masa yang akan datang

#### **5.1 Kesimpulan**

Hasil penelitian yang telah dilakukan dapat disimpulkan sebagai berikut:

a. Hasil analisis profil responden

Dari 50 responden terdapat 27 responden yang mengikuti media sosial Netflix dan 23 orang tidak menggunakan media sosial netflix dengan persentase masing-masing 54% menggunakan dan 46% tidak menggunakan.

b. Hasil analisis deskripsi variabel penelitian

Dari penelitian yang sudah dilakukan terlihat nilai mean tertinggi ada pada lingkup dimensi Iklan sebesar 17.42 yang artinya faktor iklan sangat berpengaruh pada loyalitas konsumen dan disusul variabel Membangun Hubungan sebesar 16.38, Umpan Balik 16.20, Brand Image 16.04, dan seterusnya. Mean terendah berada pada faktor kenyamanan sebesar 0,51

c. Hasil analisis faktor

Berdasarkan penelitan yang telah dibuat bahwa berbagai faktor terkait periklanan, umpan balik, menjalin hubungan, *brand image*,

informatif, kenyamanan, mudah diakses, dan pelayanan kustomer mempengaruhi persepsi konsumen secara positif yang berarti bahwa faktor-faktor ini membantu dalam loyalitas konsumen terhadap merek pilihan mereka.

Dari penelitian yang sudah dibuat maka dapat disimpulkan dalam analisis faktor ini adalah seperti berikut.

Tabel 5.1  
Kesimpulan Hasil Analisis Faktor

Faktor	Item Variabel
1	Brand image 1, 2, 3, 4, Informatif 1
2	Umpan balik 2, 3, 4, layanan konsumen 1, 2
3	Informatif 2, 3, 4, Kenyamanan 2
4	Iklan 1, umpan balik 1, menjalin hubungan 1,2,3
5	Iklan 2, 3, 4, menjalin hubungan 4
6	Kenyamanan 1 dan mudah diakses 2

## 5.2 Implikasi Manajerial

Penelitian ini menunjukkan pengaruh berbagai faktor yang membentuk loyalitas merek konsumen. Penelitian ini akan sangat membantu para pengiklan yang sedang bekerja untuk mengembangkan dan memelihara berbagai strategi media sosial yang akan digunakan untuk menciptakan dan mempertahankan loyalitas merek konsumen terhadap merek pilihan mereka. Berdasarkan hal tersebut maka pengiklan harus memperhatikan pemasaran berbasis media sosial karena keunikan dan pertumbuhannya yang cepat.

## 5.3 Keterbatasan Penelitian

Terlepas dari kontribusi ini, penulis juga mengakui batasan penyelidikan ini dan karenanya mengusulkan cara baru untuk penelitian di masa mendatang. Dalam

penelitian ini pada dasarnya penulis berpusat pada gagasan dan gagasan umum dalam kehidupan berbasis web dan literatur loyalitas merek. Namun, di masa mendatang mungkin peneliti selanjutnya memikirkan lebih banyak faktor untuk memiliki wawasan yang lebih dalam tentang topik ini. Selain itu keterbatasan jumlah responden, keterbatasan waktu dan keterbatasan wilayah geografis penelitian merupakan batasan penting lainnya dari penelitian ini.

#### **5.4 Saran untuk Penelitian Selanjutnya**

Mengacu dari keterbatasan penelitian di atas, penulis menyarankan pada penelitian sejenis di masa yang akan datang untuk melakukan penelitian mengikuti dinamisme yang berkaitan dengan media sosial dalam memahami bagaimana dampak berkembangnya media sosial setelah beberapa waktu kedepan. Hal ini dilakukan dengan tujuan menyesuaikan perubahan perilaku baik dari pengguna, brand, maupun pembuat kebijakan media sosial di masa mendatang.

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## LAMPIRAN

### LAMPIRAN I: KUESIONER PENELITIAN

#### PERSEPSI TERHADAP PENGARUH MEDIA SOSIAL YANG DIGUNAKAN NETFLIX UNTUK MENCIPTAKAN LOYALITAS PENGGUNA

Petunjuk pengisian:

**Jawablah pertanyaan berikut dengan memberikan tanda centang atau Checklist (v) pada kotak atau kolom yang tersedia di bawah ini!**

Keterangan pilihan jawaban:

- **STS** = Sangat Tidak Setuju
- **TS** = Tidak Setuju
- **N** = Netral
- **S** = Setuju
- **SS** = Sangat Setuju

Jenis Kelamin:

- Laki-laki
- Perempuan

Pernah Menggunakan Layanan Streaming Netflix:

- Pernah
- Tidak pernah

Pernah Menggunakan Media Sosial:

- Pernah
- Tidak pernah

Mengikuti Media Sosial Netflix:

- Mengikuti
- Tidak mengikuti

Iklan	STS	TS	N	S	SS
1. Netflix menggunakan media sosial untuk menciptakan kesadaran merek.					
2. Perusahaan menggunakan media sosial untuk menyediakan cakupan luas bagi pengguna.					
3. Perusahaan menggunakan media sosial untuk mengenalkan produk-produk baru dengan cara yang mudah.					
4. Perusahaan menggunakan media sosial untuk membuat kehadiran merek lebih terasa.					

Umpan Balik	STS	TS	N	S	SS
1. Survei online yang dilakukan Netflix dapat memperoleh umpan balik jujur dari pengguna.					
2. Pengguna dapat dengan mudah mengembangkan minat untuk melihat berbagai produk yang tersedia di media sosial perusahaan.					
3. Media sosial dapat memfasilitasi pengguna untuk membandingkan berbagai penawaran promosi penjualan yang dilakukan oleh perusahaan.					
4. Umpan balik positif yang dibagikan pengguna di media sosial dapat mengarah pada reputasi baik yang selanjutnya menciptakan loyalitas pengguna.					

Membangun Hubungan	STS	TS	N	S	SS
1. Netflix menggunakan media sosial untuk menciptakan rasa memiliki antara merek dan penggunanya.					
2. Perusahaan menggunakan media sosial untuk penargetan kelompok pengguna baru potensial.					
3. Perusahaan menggunakan media sosial untuk memperkuat dan meningkatkan hubungan merek dengan pengguna.					
4. Strategi pemasaran seperti cashback dan diskon. Adalah senjata yang sangat efektif untuk memenangkan hati pengguna.					



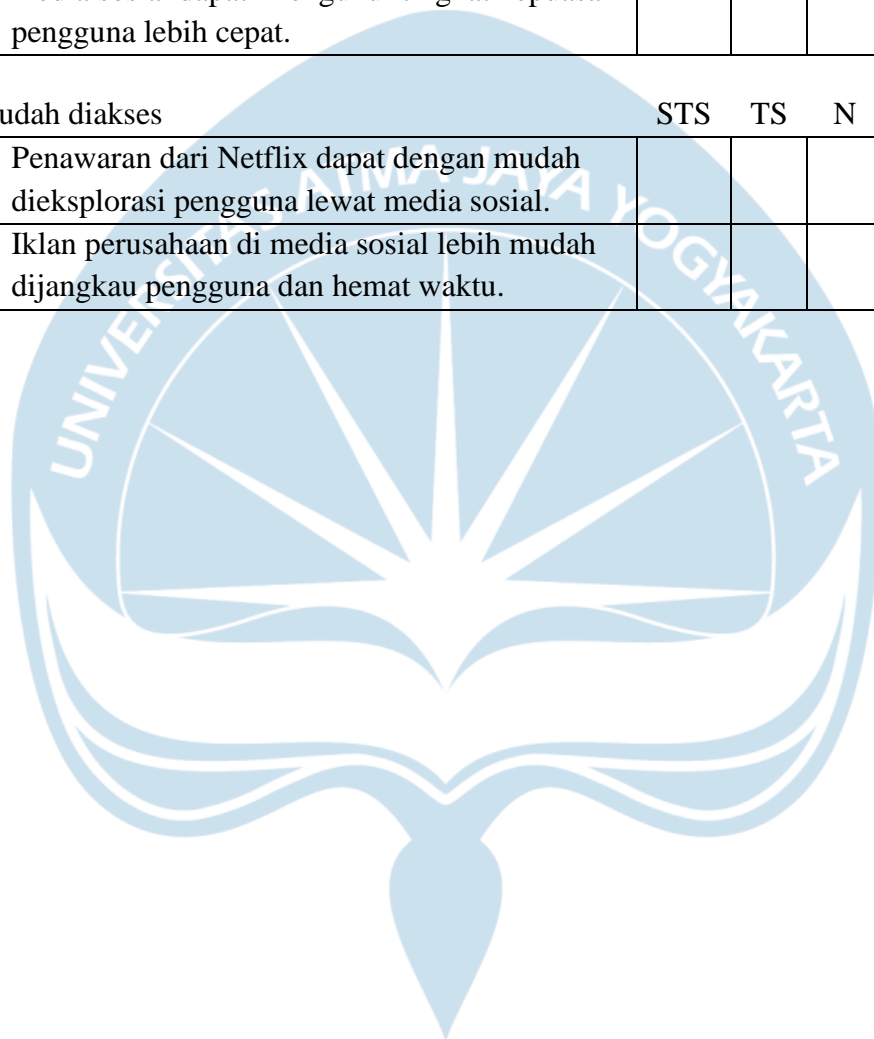
<i>Brand Image</i>	STS	TS	N	S	SS
1. Netflix melakukan kampanye media sosial seperti pertemuan selebriti dan kolaborasi, sebagai alat yang kuat untuk membangun loyalitas pengguna.					
2. Perusahaan yang menggunakan strategi pemasaran lewat media sosial memiliki citra positif dibandingkan yang tidak menggunakan media sosial sama sekali.					
3. Postingan dan komentar yang dibagikan di halaman pengguna dapat bermanfaat untuk evaluasi citra merek-diri perusahaan.					
4. Postingan dan komentar tentang merek di media sosial adalah indikator paling signifikan dari popularitas suatu merek.					

Informatif	STS	TS	N	S	SS
1. Media sosial dapat bertindak sebagai sarana berbagi pengalaman yang dapat diandalkan terkait dengan produk dan layanan perusahaan.					
2. Media sosial menjadi sumber tepercaya dari semua informasi terkait dengan produk dan layanan Netflix					
3. Penawaran yang dilakukan di media sosial dapat dilihat dan diakses dengan jelas oleh pengguna.					
4. Perusahaan dapat menggunakan media sosial untuk memahami kebutuhan dan preferensi pengguna mereka secara lebih efektif.					

Kenyamanan	STS	TS	N	S	SS
1. Netflix dengan mudah membangun kepercayaan antara pengguna dan merek lewat media sosial.					
2. Pengguna dengan mudah membandingkan penawaran yang tersedia di media sosial perusahaan					
3. Media sosial perusahaan menjadi metode pembelian yang mudah.					

Pelayanan kustomer	STS	TS	N	S	SS
1. Netflix menggunakan media sosial untuk menyelesaikan keluhan pengguna dengan cara yang lebih cepat.					
2. Formulir umpan balik yang di bagikan lewat media sosial dapat mengukur tingkat kepuasan pengguna lebih cepat.					

Mudah diakses	STS	TS	N	S	SS
1. Penawaran dari Netflix dapat dengan mudah dieksplorasi pengguna lewat media sosial.					
2. Iklan perusahaan di media sosial lebih mudah dijangkau pengguna dan hemat waktu.					





## LAMPIRAN III: UJI VALIDITAS DAN RELIABILITAS

### Validitas dan Reliabilitas Guttman Scales

#### Correlations

		P1	P2	P3	TOTAL
P1	Pearson Correlation	1	.060	.562**	.842**
	Sig. (2-tailed)		.681	.000	.000
	N	50	50	50	50
P2	Pearson Correlation	.060	1	.221	.365**
	Sig. (2-tailed)	.681		.123	.009
	N	50	50	50	50
P3	Pearson Correlation	.562**	.221	1	.885**
	Sig. (2-tailed)	.000	.123		.000
	N	50	50	50	50
TOTAL	Pearson Correlation	.842**	.365**	.885**	1
	Sig. (2-tailed)	.000	.009	.000	
	N	50	50	50	50

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

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded <sup>a</sup>	0	.0
	Total	50	100.0

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

##### Reliability Statistics

Cronbach's Alpha	N of Items
.577	3

## Validitas dan Reliabilitas Likert Scales



## Correlations

		P1	P2	P3	P4	P5	P6
P1	Pearson Correlation	1	.469**	.360*	.602**	.477**	.270
	Sig. (2-tailed)		.001	.010	.000	.000	.058
	N	50	50	50	50	50	50
P2	Pearson Correlation	.469**	1	.743**	.446**	.251	.196
	Sig. (2-tailed)	.001		.000	.001	.078	.173
	N	50	50	50	50	50	50
P3	Pearson Correlation	.360*	.743**	1	.642**	.356*	.307*
	Sig. (2-tailed)	.010	.000		.000	.011	.030
	N	50	50	50	50	50	50
P4	Pearson Correlation	.602**	.446**	.642**	1	.552**	.376**
	Sig. (2-tailed)	.000	.001	.000		.000	.007
	N	50	50	50	50	50	50
P5	Pearson Correlation	.477**	.251	.356*	.552**	1	.364**
	Sig. (2-tailed)	.000	.078	.011	.000		.009
	N	50	50	50	50	50	50
P6	Pearson Correlation	.270	.196	.307*	.376**	.364**	1
	Sig. (2-tailed)	.058	.173	.030	.007	.009	
	N	50	50	50	50	50	50
P7	Pearson Correlation	.170	.136	.268	.279*	.316*	.592**
	Sig. (2-tailed)	.238	.347	.060	.050	.026	.000
	N	50	50	50	50	50	50
P8	Pearson Correlation	.237	.407**	.490**	.403**	.236	.648**
	Sig. (2-tailed)	.098	.003	.000	.004	.099	.000
	N	50	50	50	50	50	50
P9	Pearson Correlation	.652**	.498**	.513**	.529**	.567**	.604**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	50	50	50	50	50	50
P10	Pearson Correlation	.315*	.380**	.376**	.444**	.446**	.593**
	Sig. (2-tailed)	.026	.007	.007	.001	.001	.000
	N	50	50	50	50	50	50
P11	Pearson Correlation	.640**	.596**	.523**	.582**	.420**	.435**
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.002
	N	50	50	50	50	50	50
P12	Pearson Correlation	.394**	.548**	.629**	.406**	.382**	.344*
	Sig. (2-tailed)	.005	.000	.000	.003	.006	.015
	N	50	50	50	50	50	50
P13	Pearson Correlation	.260	.131	.114	.331*	.462**	.475**
	Sig. (2-tailed)	.068	.363	.430	.019	.001	.000
	N	50	50	50	50	50	50

## Correlations

		P7	P8	P9	P10	P11	P12
P1	Pearson Correlation	.170	.237	.652**	.315*	.640**	.394**
	Sig. (2-tailed)	.238	.098	.000	.026	.000	.005
	N	50	50	50	50	50	50
P2	Pearson Correlation	.136	.407**	.498**	.380**	.596**	.548**
	Sig. (2-tailed)	.347	.003	.000	.007	.000	.000
	N	50	50	50	50	50	50
P3	Pearson Correlation	.268	.490**	.513**	.376**	.523**	.629**
	Sig. (2-tailed)	.060	.000	.000	.007	.000	.000
	N	50	50	50	50	50	50
P4	Pearson Correlation	.279*	.403**	.529**	.444**	.582**	.406**
	Sig. (2-tailed)	.050	.004	.000	.001	.000	.003
	N	50	50	50	50	50	50
P5	Pearson Correlation	.316*	.236	.567**	.446**	.420**	.382**
	Sig. (2-tailed)	.026	.099	.000	.001	.002	.006
	N	50	50	50	50	50	50
P6	Pearson Correlation	.592**	.648**	.604**	.593**	.435**	.344*
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.015
	N	50	50	50	50	50	50
P7	Pearson Correlation	1	.601**	.386**	.354*	.301*	.414**
	Sig. (2-tailed)		.000	.006	.012	.034	.003
	N	50	50	50	50	50	50
P8	Pearson Correlation	.601**	1	.465**	.536**	.584**	.345*
	Sig. (2-tailed)	.000		.001	.000	.000	.014
	N	50	50	50	50	50	50
P9	Pearson Correlation	.386**	.465**	1	.579**	.758**	.472**
	Sig. (2-tailed)	.006	.001		.000	.000	.001
	N	50	50	50	50	50	50
P10	Pearson Correlation	.354*	.536**	.579**	1	.609**	.184
	Sig. (2-tailed)	.012	.000	.000		.000	.200
	N	50	50	50	50	50	50
P11	Pearson Correlation	.301*	.584**	.758**	.609**	1	.436**
	Sig. (2-tailed)	.034	.000	.000	.000		.002
	N	50	50	50	50	50	50
P12	Pearson Correlation	.414**	.345*	.472**	.184	.436**	1
	Sig. (2-tailed)	.003	.014	.001	.200	.002	
	N	50	50	50	50	50	50
P13	Pearson Correlation	.437**	.267	.404**	.267	.293*	.209
	Sig. (2-tailed)	.002	.061	.004	.061	.039	.145
	N	50	50	50	50	50	50

## Correlations

		P13	P14	P15	P16	P17	P18
P1	Pearson Correlation	.260	.277	.153	.115	.217	.183
	Sig. (2-tailed)	.068	.052	.290	.427	.130	.204
	N	50	50	50	50	50	50
P2	Pearson Correlation	.131	.153	.012	.096	.121	.172
	Sig. (2-tailed)	.363	.289	.932	.507	.402	.231
	N	50	50	50	50	50	50
P3	Pearson Correlation	.114	.279	.178	.210	.215	.147
	Sig. (2-tailed)	.430	.050	.215	.144	.134	.307
	N	50	50	50	50	50	50
P4	Pearson Correlation	.331 <sup>*</sup>	.420 <sup>**</sup>	.334 <sup>*</sup>	.265	.297 <sup>*</sup>	.197
	Sig. (2-tailed)	.019	.002	.018	.063	.036	.171
	N	50	50	50	50	50	50
P5	Pearson Correlation	.462 <sup>**</sup>	.214	.520 <sup>**</sup>	.424 <sup>**</sup>	.339 <sup>*</sup>	.496 <sup>**</sup>
	Sig. (2-tailed)	.001	.136	.000	.002	.016	.000
	N	50	50	50	50	50	50
P6	Pearson Correlation	.475 <sup>**</sup>	.469 <sup>**</sup>	.208	.291 <sup>*</sup>	.423 <sup>**</sup>	.197
	Sig. (2-tailed)	.000	.001	.148	.041	.002	.170
	N	50	50	50	50	50	50
P7	Pearson Correlation	.437 <sup>**</sup>	.439 <sup>**</sup>	.411 <sup>**</sup>	.301 <sup>*</sup>	.627 <sup>**</sup>	.328 <sup>*</sup>
	Sig. (2-tailed)	.002	.001	.003	.034	.000	.020
	N	50	50	50	50	50	50
P8	Pearson Correlation	.267	.343 <sup>*</sup>	.145	.241	.347 <sup>*</sup>	.208
	Sig. (2-tailed)	.061	.015	.315	.091	.014	.147
	N	50	50	50	50	50	50
P9	Pearson Correlation	.404 <sup>**</sup>	.239	.278	.326 <sup>*</sup>	.363 <sup>**</sup>	.463 <sup>**</sup>
	Sig. (2-tailed)	.004	.095	.050	.021	.010	.001
	N	50	50	50	50	50	50
P10	Pearson Correlation	.267	.215	.260	.281 <sup>*</sup>	.252	.341 <sup>*</sup>
	Sig. (2-tailed)	.061	.134	.069	.048	.077	.015
	N	50	50	50	50	50	50
P11	Pearson Correlation	.293 <sup>*</sup>	.246	.188	.269	.361 <sup>**</sup>	.308 <sup>*</sup>
	Sig. (2-tailed)	.039	.085	.192	.059	.010	.029
	N	50	50	50	50	50	50
P12	Pearson Correlation	.209	.207	.121	.258	.238	.292 <sup>*</sup>
	Sig. (2-tailed)	.145	.148	.404	.070	.096	.039
	N	50	50	50	50	50	50
P13	Pearson Correlation	1	.547 <sup>**</sup>	.625 <sup>**</sup>	.502 <sup>**</sup>	.713 <sup>**</sup>	.293 <sup>*</sup>
	Sig. (2-tailed)		.000	.000	.000	.000	.039
	N	50	50	50	50	50	50



## Correlations

		P19	P20	P21	P22	P23	P24
P1	Pearson Correlation	.108	.068	.458**	.211	.000	.314*
	Sig. (2-tailed)	.456	.638	.001	.141	1.000	.027
	N	50	50	50	50	50	50
P2	Pearson Correlation	.050	.217	.310*	.112	.031	.116
	Sig. (2-tailed)	.730	.131	.029	.439	.833	.424
	N	50	50	50	50	50	50
P3	Pearson Correlation	.182	.272	.264	.273	.106	.017
	Sig. (2-tailed)	.207	.056	.064	.055	.463	.906
	N	50	50	50	50	50	50
P4	Pearson Correlation	.255	.269	.354*	.379**	.154	.261
	Sig. (2-tailed)	.073	.058	.012	.007	.286	.068
	N	50	50	50	50	50	50
P5	Pearson Correlation	.473**	.357*	.293*	.420**	.161	.201
	Sig. (2-tailed)	.001	.011	.039	.002	.264	.161
	N	50	50	50	50	50	50
P6	Pearson Correlation	.498**	.439**	.169	.322*	.032	.202
	Sig. (2-tailed)	.000	.001	.240	.023	.828	.159
	N	50	50	50	50	50	50
P7	Pearson Correlation	.285*	.261	.096	.245	.187	.149
	Sig. (2-tailed)	.045	.067	.508	.087	.192	.303
	N	50	50	50	50	50	50
P8	Pearson Correlation	.250	.393**	.197	.203	-.071	.060
	Sig. (2-tailed)	.080	.005	.171	.157	.625	.679
	N	50	50	50	50	50	50
P9	Pearson Correlation	.418**	.380**	.492**	.398**	.134	.176
	Sig. (2-tailed)	.003	.006	.000	.004	.354	.221
	N	50	50	50	50	50	50
P10	Pearson Correlation	.528**	.500**	.200	.402**	.199	.016
	Sig. (2-tailed)	.000	.000	.164	.004	.166	.912
	N	50	50	50	50	50	50
P11	Pearson Correlation	.218	.259	.432**	.318*	.027	.246
	Sig. (2-tailed)	.128	.069	.002	.024	.851	.085
	N	50	50	50	50	50	50
P12	Pearson Correlation	.260	.318*	.255	.408**	.194	.088
	Sig. (2-tailed)	.068	.024	.074	.003	.177	.542
	N	50	50	50	50	50	50
P13	Pearson Correlation	.274	.167	.070	.123	.122	.321*
	Sig. (2-tailed)	.054	.248	.628	.396	.398	.023
	N	50	50	50	50	50	50

## Correlations

		P25	P26	P27	TOTAL
P1	Pearson Correlation	.233	.293 <sup>*</sup>	.060	.530 <sup>**</sup>
	Sig. (2-tailed)	.104	.039	.677	.000
	N	50	50	50	50
P2	Pearson Correlation	.190	.162	.136	.459 <sup>**</sup>
	Sig. (2-tailed)	.187	.261	.348	.001
	N	50	50	50	50
P3	Pearson Correlation	.273	.098	.304 <sup>*</sup>	.544 <sup>**</sup>
	Sig. (2-tailed)	.055	.499	.032	.000
	N	50	50	50	50
P4	Pearson Correlation	.350 <sup>*</sup>	.254	.229	.650 <sup>**</sup>
	Sig. (2-tailed)	.013	.075	.110	.000
	N	50	50	50	50
P5	Pearson Correlation	.240	.372 <sup>**</sup>	.177	.663 <sup>**</sup>
	Sig. (2-tailed)	.093	.008	.218	.000
	N	50	50	50	50
P6	Pearson Correlation	.361 <sup>*</sup>	.612 <sup>**</sup>	.510 <sup>**</sup>	.670 <sup>**</sup>
	Sig. (2-tailed)	.010	.000	.000	.000
	N	50	50	50	50
P7	Pearson Correlation	.381 <sup>**</sup>	.409 <sup>**</sup>	.447 <sup>**</sup>	.602 <sup>**</sup>
	Sig. (2-tailed)	.006	.003	.001	.000
	N	50	50	50	50
P8	Pearson Correlation	.434 <sup>**</sup>	.423 <sup>**</sup>	.477 <sup>**</sup>	.591 <sup>**</sup>
	Sig. (2-tailed)	.002	.002	.000	.000
	N	50	50	50	50
P9	Pearson Correlation	.301 <sup>*</sup>	.554 <sup>**</sup>	.329 <sup>*</sup>	.763 <sup>**</sup>
	Sig. (2-tailed)	.034	.000	.020	.000
	N	50	50	50	50
P10	Pearson Correlation	.276	.434 <sup>**</sup>	.243	.633 <sup>**</sup>
	Sig. (2-tailed)	.053	.002	.089	.000
	N	50	50	50	50
P11	Pearson Correlation	.453 <sup>**</sup>	.454 <sup>**</sup>	.222	.687 <sup>**</sup>
	Sig. (2-tailed)	.001	.001	.121	.000
	N	50	50	50	50
P12	Pearson Correlation	.225	.160	.283 <sup>*</sup>	.552 <sup>**</sup>
	Sig. (2-tailed)	.116	.267	.046	.000
	N	50	50	50	50
P13	Pearson Correlation	.290 <sup>*</sup>	.410 <sup>**</sup>	.276	.596 <sup>**</sup>
	Sig. (2-tailed)	.041	.003	.052	.000
	N	50	50	50	50

## Correlations

		P1	P2	P3	P4	P5	P6
P14	Pearson Correlation	.277	.153	.279	.420**	.214	.469**
	Sig. (2-tailed)	.052	.289	.050	.002	.136	.001
	N	50	50	50	50	50	50
P15	Pearson Correlation	.153	.012	.178	.334*	.520**	.208
	Sig. (2-tailed)	.290	.932	.215	.018	.000	.148
	N	50	50	50	50	50	50
P16	Pearson Correlation	.115	.096	.210	.265	.424**	.291*
	Sig. (2-tailed)	.427	.507	.144	.063	.002	.041
	N	50	50	50	50	50	50
P17	Pearson Correlation	.217	.121	.215	.297*	.339*	.423**
	Sig. (2-tailed)	.130	.402	.134	.036	.016	.002
	N	50	50	50	50	50	50
P18	Pearson Correlation	.183	.172	.147	.197	.496**	.197
	Sig. (2-tailed)	.204	.231	.307	.171	.000	.170
	N	50	50	50	50	50	50
P19	Pearson Correlation	.108	.050	.182	.255	.473**	.498**
	Sig. (2-tailed)	.456	.730	.207	.073	.001	.000
	N	50	50	50	50	50	50
P20	Pearson Correlation	.068	.217	.272	.269	.357*	.439**
	Sig. (2-tailed)	.638	.131	.056	.058	.011	.001
	N	50	50	50	50	50	50
P21	Pearson Correlation	.458**	.310*	.264	.354*	.293*	.169
	Sig. (2-tailed)	.001	.029	.064	.012	.039	.240
	N	50	50	50	50	50	50
P22	Pearson Correlation	.211	.112	.273	.379**	.420**	.322*
	Sig. (2-tailed)	.141	.439	.055	.007	.002	.023
	N	50	50	50	50	50	50
P23	Pearson Correlation	.000	.031	.106	.154	.161	.032
	Sig. (2-tailed)	1.000	.833	.463	.286	.264	.828
	N	50	50	50	50	50	50
P24	Pearson Correlation	.314*	.116	.017	.261	.201	.202
	Sig. (2-tailed)	.027	.424	.906	.068	.161	.159
	N	50	50	50	50	50	50
P25	Pearson Correlation	.233	.190	.273	.350*	.240	.361*
	Sig. (2-tailed)	.104	.187	.055	.013	.093	.010
	N	50	50	50	50	50	50
P26	Pearson Correlation	.293*	.162	.098	.254	.372**	.612**
	Sig. (2-tailed)	.039	.261	.499	.075	.008	.000
	N	50	50	50	50	50	50

## Correlations

		P7	P8	P9	P10	P11	P12
P14	Pearson Correlation	.439**	.343*	.239	.215	.246	.207
	Sig. (2-tailed)	.001	.015	.095	.134	.085	.148
	N	50	50	50	50	50	50
P15	Pearson Correlation	.411**	.145	.278	.260	.188	.121
	Sig. (2-tailed)	.003	.315	.050	.069	.192	.404
	N	50	50	50	50	50	50
P16	Pearson Correlation	.301*	.241	.326*	.281*	.269	.258
	Sig. (2-tailed)	.034	.091	.021	.048	.059	.070
	N	50	50	50	50	50	50
P17	Pearson Correlation	.627**	.347*	.363**	.252	.361**	.238
	Sig. (2-tailed)	.000	.014	.010	.077	.010	.096
	N	50	50	50	50	50	50
P18	Pearson Correlation	.328*	.208	.463**	.341*	.308*	.292*
	Sig. (2-tailed)	.020	.147	.001	.015	.029	.039
	N	50	50	50	50	50	50
P19	Pearson Correlation	.285*	.250	.418**	.528**	.218	.260
	Sig. (2-tailed)	.045	.080	.003	.000	.128	.068
	N	50	50	50	50	50	50
P20	Pearson Correlation	.261	.393**	.380**	.500**	.259	.318*
	Sig. (2-tailed)	.067	.005	.006	.000	.069	.024
	N	50	50	50	50	50	50
P21	Pearson Correlation	.096	.197	.492**	.200	.432**	.255
	Sig. (2-tailed)	.508	.171	.000	.164	.002	.074
	N	50	50	50	50	50	50
P22	Pearson Correlation	.245	.203	.398**	.402**	.318*	.408**
	Sig. (2-tailed)	.087	.157	.004	.004	.024	.003
	N	50	50	50	50	50	50
P23	Pearson Correlation	.187	-.071	.134	.199	.027	.194
	Sig. (2-tailed)	.192	.625	.354	.166	.851	.177
	N	50	50	50	50	50	50
P24	Pearson Correlation	.149	.060	.176	.016	.246	.088
	Sig. (2-tailed)	.303	.679	.221	.912	.085	.542
	N	50	50	50	50	50	50
P25	Pearson Correlation	.381**	.434**	.301*	.276	.453**	.225
	Sig. (2-tailed)	.006	.002	.034	.053	.001	.116
	N	50	50	50	50	50	50
P26	Pearson Correlation	.409**	.423**	.554**	.434**	.454**	.160
	Sig. (2-tailed)	.003	.002	.000	.002	.001	.267
	N	50	50	50	50	50	50

## Correlations

		P13	P14	P15	P16	P17	P18
P14	Pearson Correlation	.547**	1	.480**	.415**	.564**	.103
	Sig. (2-tailed)	.000		.000	.003	.000	.478
	N	50	50	50	50	50	50
P15	Pearson Correlation	.625**	.480**	1	.747**	.707**	.259
	Sig. (2-tailed)	.000	.000		.000	.000	.069
	N	50	50	50	50	50	50
P16	Pearson Correlation	.502**	.415**	.747**	1	.527**	.223
	Sig. (2-tailed)	.000	.003	.000		.000	.119
	N	50	50	50	50	50	50
P17	Pearson Correlation	.713**	.564**	.707**	.527**	1	.214
	Sig. (2-tailed)	.000	.000	.000	.000		.135
	N	50	50	50	50	50	50
P18	Pearson Correlation	.293*	.103	.259	.223	.214	1
	Sig. (2-tailed)	.039	.478	.069	.119	.135	
	N	50	50	50	50	50	50
P19	Pearson Correlation	.274	.207	.324*	.470**	.286*	.524**
	Sig. (2-tailed)	.054	.150	.022	.001	.044	.000
	N	50	50	50	50	50	50
P20	Pearson Correlation	.167	.203	.181	.439**	.151	.571**
	Sig. (2-tailed)	.248	.158	.208	.001	.294	.000
	N	50	50	50	50	50	50
P21	Pearson Correlation	.070	.058	.056	.119	.102	.387**
	Sig. (2-tailed)	.628	.687	.701	.410	.479	.006
	N	50	50	50	50	50	50
P22	Pearson Correlation	.123	.015	.330*	.439**	.161	.346*
	Sig. (2-tailed)	.396	.916	.019	.001	.263	.014
	N	50	50	50	50	50	50
P23	Pearson Correlation	.122	-.102	.290*	.156	.204	.340*
	Sig. (2-tailed)	.398	.482	.041	.281	.155	.016
	N	50	50	50	50	50	50
P24	Pearson Correlation	.321*	.216	.260	.272	.414**	.194
	Sig. (2-tailed)	.023	.131	.069	.056	.003	.177
	N	50	50	50	50	50	50
P25	Pearson Correlation	.290*	.349*	.355*	.233	.571**	.229
	Sig. (2-tailed)	.041	.013	.011	.103	.000	.109
	N	50	50	50	50	50	50
P26	Pearson Correlation	.410**	.297*	.288*	.426**	.573**	.341*
	Sig. (2-tailed)	.003	.036	.043	.002	.000	.015
	N	50	50	50	50	50	50

## Correlations

		P19	P20	P21	P22	P23	P24
P14	Pearson Correlation	.207	.203	.058	.015	-.102	.216
	Sig. (2-tailed)	.150	.158	.687	.916	.482	.131
	N	50	50	50	50	50	50
P15	Pearson Correlation	.324 <sup>*</sup>	.181	.056	.330 <sup>*</sup>	.290 <sup>*</sup>	.260
	Sig. (2-tailed)	.022	.208	.701	.019	.041	.069
	N	50	50	50	50	50	50
P16	Pearson Correlation	.470 <sup>**</sup>	.439 <sup>**</sup>	.119	.439 <sup>**</sup>	.156	.272
	Sig. (2-tailed)	.001	.001	.410	.001	.281	.056
	N	50	50	50	50	50	50
P17	Pearson Correlation	.286 <sup>*</sup>	.151	.102	.161	.204	.414 <sup>**</sup>
	Sig. (2-tailed)	.044	.294	.479	.263	.155	.003
	N	50	50	50	50	50	50
P18	Pearson Correlation	.524 <sup>**</sup>	.571 <sup>**</sup>	.387 <sup>**</sup>	.346 <sup>*</sup>	.340 <sup>*</sup>	.194
	Sig. (2-tailed)	.000	.000	.006	.014	.016	.177
	N	50	50	50	50	50	50
P19	Pearson Correlation	1	.816 <sup>**</sup>	.166	.479 <sup>**</sup>	.178	.074
	Sig. (2-tailed)		.000	.249	.000	.215	.609
	N	50	50	50	50	50	50
P20	Pearson Correlation	.816 <sup>**</sup>	1	.169	.411 <sup>**</sup>	.243	.031
	Sig. (2-tailed)	.000		.240	.003	.089	.830
	N	50	50	50	50	50	50
P21	Pearson Correlation	.166	.169	1	.453 <sup>**</sup>	.305 <sup>*</sup>	.588 <sup>**</sup>
	Sig. (2-tailed)	.249	.240		.001	.031	.000
	N	50	50	50	50	50	50
P22	Pearson Correlation	.479 <sup>**</sup>	.411 <sup>**</sup>	.453 <sup>**</sup>	1	.628 <sup>**</sup>	.338 <sup>*</sup>
	Sig. (2-tailed)	.000	.003	.001		.000	.016
	N	50	50	50	50	50	50
P23	Pearson Correlation	.178	.243	.305 <sup>*</sup>	.628 <sup>**</sup>	1	.390 <sup>**</sup>
	Sig. (2-tailed)	.215	.089	.031	.000		.005
	N	50	50	50	50	50	50
P24	Pearson Correlation	.074	.031	.588 <sup>**</sup>	.338 <sup>*</sup>	.390 <sup>**</sup>	1
	Sig. (2-tailed)	.609	.830	.000	.016	.005	
	N	50	50	50	50	50	50
P25	Pearson Correlation	.215	.199	.289 <sup>*</sup>	.414 <sup>**</sup>	.323 <sup>*</sup>	.536 <sup>**</sup>
	Sig. (2-tailed)	.133	.165	.042	.003	.022	.000
	N	50	50	50	50	50	50
P26	Pearson Correlation	.537 <sup>**</sup>	.504 <sup>**</sup>	.262	.247	.102	.493 <sup>**</sup>
	Sig. (2-tailed)	.000	.000	.066	.083	.483	.000
	N	50	50	50	50	50	50

## Correlations

		P25	P26	P27	TOTAL
P14	Pearson Correlation	.349 <sup>*</sup>	.297 <sup>*</sup>	.383 <sup>**</sup>	.512 <sup>**</sup>
	Sig. (2-tailed)	.013	.036	.006	.000
	N	50	50	50	50
P15	Pearson Correlation	.355 <sup>*</sup>	.288 <sup>*</sup>	.346 <sup>*</sup>	.583 <sup>**</sup>
	Sig. (2-tailed)	.011	.043	.014	.000
	N	50	50	50	50
P16	Pearson Correlation	.233	.426 <sup>**</sup>	.465 <sup>**</sup>	.612 <sup>**</sup>
	Sig. (2-tailed)	.103	.002	.001	.000
	N	50	50	50	50
P17	Pearson Correlation	.571 <sup>**</sup>	.573 <sup>**</sup>	.454 <sup>**</sup>	.659 <sup>**</sup>
	Sig. (2-tailed)	.000	.000	.001	.000
	N	50	50	50	50
P18	Pearson Correlation	.229	.341 <sup>*</sup>	.221	.556 <sup>**</sup>
	Sig. (2-tailed)	.109	.015	.124	.000
	N	50	50	50	50
P19	Pearson Correlation	.215	.537 <sup>**</sup>	.495 <sup>**</sup>	.613 <sup>**</sup>
	Sig. (2-tailed)	.133	.000	.000	.000
	N	50	50	50	50
P20	Pearson Correlation	.199	.504 <sup>**</sup>	.601 <sup>**</sup>	.600 <sup>**</sup>
	Sig. (2-tailed)	.165	.000	.000	.000
	N	50	50	50	50
P21	Pearson Correlation	.289 <sup>*</sup>	.262	.128	.494 <sup>**</sup>
	Sig. (2-tailed)	.042	.066	.377	.000
	N	50	50	50	50
P22	Pearson Correlation	.414 <sup>**</sup>	.247	.272	.596 <sup>**</sup>
	Sig. (2-tailed)	.003	.083	.056	.000
	N	50	50	50	50
P23	Pearson Correlation	.323 <sup>*</sup>	.102	.179	.366 <sup>**</sup>
	Sig. (2-tailed)	.022	.483	.212	.009
	N	50	50	50	50
P24	Pearson Correlation	.536 <sup>**</sup>	.493 <sup>**</sup>	.318 <sup>*</sup>	.479 <sup>**</sup>
	Sig. (2-tailed)	.000	.000	.024	.000
	N	50	50	50	50
P25	Pearson Correlation	1	.564 <sup>**</sup>	.477 <sup>**</sup>	.611 <sup>**</sup>
	Sig. (2-tailed)		.000	.000	.000
	N	50	50	50	50
P26	Pearson Correlation	.564 <sup>**</sup>	1	.668 <sup>**</sup>	.695 <sup>**</sup>
	Sig. (2-tailed)	.000		.000	.000
	N	50	50	50	50

## Correlations

		P1	P2	P3	P4	P5	P6
P27	Pearson Correlation	.060	.136	.304 <sup>*</sup>	.229	.177	.510 <sup>**</sup>
	Sig. (2-tailed)	.677	.348	.032	.110	.218	.000
	N	50	50	50	50	50	50
TOTAL	Pearson Correlation	.530 <sup>**</sup>	.459 <sup>**</sup>	.544 <sup>**</sup>	.650 <sup>**</sup>	.663 <sup>**</sup>	.670 <sup>**</sup>
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000
	N	50	50	50	50	50	50

## Correlations

		P7	P8	P9	P10	P11	P12
P27	Pearson Correlation	.447 <sup>**</sup>	.477 <sup>**</sup>	.329 <sup>*</sup>	.243	.222	.283 <sup>*</sup>
	Sig. (2-tailed)	.001	.000	.020	.089	.121	.046
	N	50	50	50	50	50	50
TOTAL	Pearson Correlation	.602 <sup>**</sup>	.591 <sup>**</sup>	.763 <sup>**</sup>	.633 <sup>**</sup>	.687 <sup>**</sup>	.552 <sup>**</sup>
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	50	50	50	50	50	50

## Correlations

		P13	P14	P15	P16	P17	P18
P27	Pearson Correlation	.276	.383 <sup>**</sup>	.346 <sup>*</sup>	.465 <sup>**</sup>	.454 <sup>**</sup>	.221
	Sig. (2-tailed)	.052	.006	.014	.001	.001	.124
	N	50	50	50	50	50	50
TOTAL	Pearson Correlation	.596 <sup>**</sup>	.512 <sup>**</sup>	.583 <sup>**</sup>	.612 <sup>**</sup>	.659 <sup>**</sup>	.556 <sup>**</sup>
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	50	50	50	50	50	50

## Correlations

		P19	P20	P21	P22	P23	P24
P27	Pearson Correlation	.495 <sup>**</sup>	.601 <sup>**</sup>	.128	.272	.179	.318 <sup>*</sup>
	Sig. (2-tailed)	.000	.000	.377	.056	.212	.024
	N	50	50	50	50	50	50
TOTAL	Pearson Correlation	.613 <sup>**</sup>	.600 <sup>**</sup>	.494 <sup>**</sup>	.596 <sup>**</sup>	.366 <sup>**</sup>	.479 <sup>**</sup>
	Sig. (2-tailed)	.000	.000	.000	.000	.009	.000
	N	50	50	50	50	50	50



### Correlations

		P25	P26	P27	TOTAL
P27	Pearson Correlation	.477**	.668**	1	.610**
	Sig. (2-tailed)	.000	.000		.000
	N	50	50	50	50
TOTAL	Pearson Correlation	.611**	.695**	.610**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	50	50	50	50

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

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

### Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded <sup>a</sup>	0	.0
	Total	50	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.925	27

## LAMPIRAN IV: ANALISIS PERSENTASE

### Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	21	42.0	42.0	42.0
	Perempuan	29	58.0	58.0	100.0
	Total	50	100.0	100.0	

### Menggunakan Layanan Streaming Netflix

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	18	36.0	36.0	36.0
	Ya	32	64.0	64.0	100.0
	Total	50	100.0	100.0	

### Menggunakan Media Sosial

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	2	4.0	4.0	4.0
	Ya	48	96.0	96.0	100.0
	Total	50	100.0	100.0	

### Media Sosial Netflix

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	23	46.0	46.0	46.0
	Ya	27	54.0	54.0	100.0
	Total	50	100.0	100.0	

## LAMPIRAN V: ANALISIS DESKRIPTIF

		Statistics							
		Iklan	Umpan Balik	Membangun Hubungan	Brand Image	Informatif	Kenyamanan	Mudah Diakses	Pelayanan Customer
N	Valid	50	50	50	50	50	50	50	50
	Missing	0	0	0	0	0	0	0	0
Mean		17.42	16.20	16.38	16.04	15.48	11.76	8.10	8.00
Median		17.00	16.00	16.00	16.00	16.00	12.00	8.00	8.00
Std. Deviation		2.348	2.129	2.571	2.927	2.742	2.143	1.542	1.525
Variance		5.514	4.531	6.608	8.570	7.520	4.594	2.378	2.327
Range		12	8	11	12	11	10	6	6
Minimum		8	12	9	8	9	5	4	4
Maximum		20	20	20	20	20	15	10	10
Sum		871	810	819	802	774	588	405	400

Iklan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	1	2.0	2.0	2.0
	13	1	2.0	2.0	4.0
	14	1	2.0	2.0	6.0
	15	3	6.0	6.0	12.0
	16	13	26.0	26.0	38.0
	17	7	14.0	14.0	52.0
	18	6	12.0	12.0	64.0
	19	4	8.0	8.0	72.0
	20	14	28.0	28.0	100.0
	Total	50	100.0	100.0	

Umpan Balik					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12	2	4.0	4.0	4.0
	14	8	16.0	16.0	20.0
	15	10	20.0	20.0	40.0
	16	15	30.0	30.0	70.0
	17	3	6.0	6.0	76.0
	18	2	4.0	4.0	80.0
	19	3	6.0	6.0	86.0
	20	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

### Membangun Hubungan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	1	2.0	2.0	2.0
	11	1	2.0	2.0	4.0
	12	2	4.0	4.0	8.0
	13	2	4.0	4.0	12.0
	14	3	6.0	6.0	18.0
	15	6	12.0	12.0	30.0
	16	13	26.0	26.0	56.0
	17	8	16.0	16.0	72.0
	18	3	6.0	6.0	78.0
	19	1	2.0	2.0	80.0
	20	10	20.0	20.0	100.0
Total		50	100.0	100.0	

### Brand Image

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	2	4.0	4.0	4.0
	11	1	2.0	2.0	6.0
	12	3	6.0	6.0	12.0
	13	1	2.0	2.0	14.0
	14	4	8.0	8.0	22.0
	15	10	20.0	20.0	42.0
	16	8	16.0	16.0	58.0
	17	6	12.0	12.0	70.0
	18	4	8.0	8.0	78.0
	19	2	4.0	4.0	82.0
	20	9	18.0	18.0	100.0
Total		50	100.0	100.0	

### Informatif

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	1	2.0	2.0	2.0
	11	3	6.0	6.0	8.0
	12	5	10.0	10.0	18.0
	13	3	6.0	6.0	24.0
	14	5	10.0	10.0	34.0
	15	5	10.0	10.0	44.0
	16	12	24.0	24.0	68.0
	17	6	12.0	12.0	80.0
	18	1	2.0	2.0	82.0
	19	4	8.0	8.0	90.0
	20	5	10.0	10.0	100.0
Total		50	100.0	100.0	

### Kenyamanan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	1	2.0	2.0	2.0
	8	1	2.0	2.0	4.0
	9	6	12.0	12.0	16.0
	10	4	8.0	8.0	24.0
	11	9	18.0	18.0	42.0
	12	12	24.0	24.0	66.0
	13	8	16.0	16.0	82.0
	14	1	2.0	2.0	84.0
	15	8	16.0	16.0	100.0
	Total	50	100.0	100.0	

### Mudah Diakses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	2	4.0	4.0	4.0
	5	1	2.0	2.0	6.0
	6	4	8.0	8.0	14.0
	7	6	12.0	12.0	26.0
	8	19	38.0	38.0	64.0
	9	6	12.0	12.0	76.0
	10	12	24.0	24.0	100.0
	Total	50	100.0	100.0	

### Pelayanan Kustomer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	2	4.0	4.0	4.0
	6	5	10.0	10.0	14.0
	7	11	22.0	22.0	36.0
	8	14	28.0	28.0	64.0
	9	7	14.0	14.0	78.0
	10	11	22.0	22.0	100.0
	Total	50	100.0	100.0	

## LAMPIRAN VI: ANALISIS ITERASI

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.673
Bartlett's Test of Sphericity	Approx. Chi-Square	1040.698
	df	351
	Sig.	.000

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.714
Bartlett's Test of Sphericity	Approx. Chi-Square	913.910
	df	300
	Sig.	.000

### Anti-image Matrices

		Iklan 1	Iklan 2	Iklan 3	Iklan 4
Anti-image Covariance	Iklan 1	.225	-.017	.054	-.055
	Iklan 2	-.017	.194	-.091	.072
	Iklan 3	.054	-.091	.116	-.092
	Iklan 4	-.055	.072	-.092	.228
	Umpan Balik 1	-.051	.046	-.048	-.021
	Umpan Balik 2	.057	.044	-.001	.023
	Umpan Balik 3	-.005	-.014	.040	-.033
	Umpan Balik 4	-.029	-.012	-.029	-.005
	Menjalin Hubungan 1	-.067	-.010	-.030	.010
	Menjalin Hubungan 2	-.024	-.051	-.014	.008
	Menjalin Hubungan 3	.001	-.012	.031	-.044
	Menjalin Hubungan 4	-.071	-.066	-.036	.020
	Brand Image 1	.027	-.061	.071	-.062
	Brand Image 2	-.081	-.003	-.014	-.058
	Brand Image 3	-.006	-.028	.028	-.037
	Brand Image 4	.038	.040	-.026	.055
	Informatif 1	.004	.032	-.038	.040
	Informatif 2	.077	.043	-.002	.059
	Informatif 3	-.013	.038	-.022	.013
	Informatif 4	-.011	-.047	.024	-.040
	Kenyamanan 1	.039	.017	.009	.012
	Kenyamanan 2	.004	.002	.026	-.041
	Kenyamanan 3	.028	.035	-.016	.011
	Mudah di akses 1	-.061	-.046	.003	-.028
	Mudah di akses 2	.013	.023	-.031	.036
	Layanan Konsumer 1	.018	-.028	.051	-.029
	Layanan Konsumer 2	.014	.061	-.057	.052
	Anti-image Correlation	Iklan 1	.694 <sup>a</sup>	-.083	.333
Iklan 2		-.083	.626 <sup>a</sup>	-.604	.344
Iklan 3		.333	-.604	.605 <sup>a</sup>	-.564
Iklan 4		-.242	.344	-.564	.746 <sup>a</sup>
Umpan Balik 1		-.212	.204	-.276	-.087
Umpan Balik 2		.373	.307	-.005	.149
Umpan Balik 3		-.022	-.067	.247	-.142
Umpan Balik 4		-.145	-.065	-.202	-.027
Menjalin Hubungan 1		-.537	-.090	-.333	.082
Menjalin Hubungan 2		-.115	-.265	-.094	.038
Menjalin Hubungan 3		.006	-.072	.245	-.251
Menjalin Hubungan 4		-.305	-.306	-.217	.086

### Anti-image Matrices

		Umpan Balik 1	Umpan Balik 2	Umpan Balik 3	
Anti-image Covariance	Iklan 1	-.051	.057	-.005	
	Iklan 2	.046	.044	-.014	
	Iklan 3	-.048	-.001	.040	
	Iklan 4	-.021	.023	-.033	
	Umpan Balik 1	.260	-.007	-.019	
	Umpan Balik 2	-.007	.104	-.031	
	Umpan Balik 3	-.019	-.031	.230	
	Umpan Balik 4	.020	-.057	-.081	
	Menjalin Hubungan 1	.013	-.050	.001	
	Menjalin Hubungan 2	-.013	-.054	-.014	
	Menjalin Hubungan 3	.007	.031	.037	
	Menjalin Hubungan 4	-.045	-.050	-.060	
	Brand Image 1	-.060	-.037	.072	
	Brand Image 2	.070	-.074	-.021	
	Brand Image 3	-.072	.000	.007	
	Brand Image 4	.031	.041	-.003	
	Informatif 1	.042	.016	-.072	
	Informatif 2	-.038	.078	-.074	
	Informatif 3	.010	-.013	.007	
	Informatif 4	-.019	-.019	.033	
	Kenyamanan 1	-.010	.058	.011	
	Kenyamanan 2	-.025	-.025	-.004	
	Kenyamanan 3	.055	.034	-.029	
	Mudah di akses 1	-.003	-.057	.017	
	Mudah di akses 2	.014	.020	.037	
	Layanan Konsumer 1	-.048	-.005	.011	
	Layanan Konsumer 2	.064	.021	-.038	
	Anti-image Correlation	Iklan 1	-.212	.373	-.022
		Iklan 2	.204	.307	-.067
		Iklan 3	-.276	-.005	.247
Iklan 4		-.087	.149	-.142	
Umpan Balik 1		.796 <sup>a</sup>	-.041	-.080	
Umpan Balik 2		-.041	.646 <sup>a</sup>	-.201	
Umpan Balik 3		-.080	-.201	.777 <sup>a</sup>	
Umpan Balik 4		.096	-.427	-.407	
Menjalin Hubungan 1		.099	-.596	.005	
Menjalin Hubungan 2		-.057	-.384	-.066	
Menjalin Hubungan 3		.035	.264	.210	
Menjalin Hubungan 4		-.180	-.312	-.255	



### Anti-image Matrices

		Umpan Balik 4	Menjalin Hubungan 1	Menjalin Hubungan 2
Anti-image Covariance	Iklan 1	-.029	-.067	-.024
	Iklan 2	-.012	-.010	-.051
	Iklan 3	-.029	-.030	-.014
	Iklan 4	-.005	.010	.008
	Umpan Balik 1	.020	.013	-.013
	Umpan Balik 2	-.057	-.050	-.054
	Umpan Balik 3	-.081	.001	-.014
	Umpan Balik 4	.174	.038	-.006
	Menjalin Hubungan 1	.038	.069	.036
	Menjalin Hubungan 2	-.006	.036	.189
	Menjalin Hubungan 3	-.044	-.048	-.082
	Menjalin Hubungan 4	.053	.035	.093
	Brand Image 1	-.030	-.024	.005
	Brand Image 2	.074	.036	-.008
	Brand Image 3	.006	-.008	-.019
	Brand Image 4	-.024	-.013	-.001
	Informatif 1	.005	.010	.024
	Informatif 2	-.029	-.052	-.011
	Informatif 3	.050	.003	-.046
	Informatif 4	-.020	.020	.014
	Kenyamanan 1	-.068	-.070	-.021
	Kenyamanan 2	-.001	-.005	-.004
	Kenyamanan 3	.039	-.028	-.078
	Mudah di akses 1	.043	.059	.050
Mudah di akses 2	-.054	.019	.028	
Layanan Konsumer 1	.002	-.036	-.032	
Layanan Konsumer 2	-.032	-.011	.033	
Anti-image Correlation	Iklan 1	-.145	-.537	-.115
	Iklan 2	-.065	-.090	-.265
	Iklan 3	-.202	-.333	-.094
	Iklan 4	-.027	.082	.038
	Umpan Balik 1	.096	.099	-.057
	Umpan Balik 2	-.427	-.596	-.384
	Umpan Balik 3	-.407	.005	-.066
	Umpan Balik 4	.733 <sup>a</sup>	.351	-.032
	Menjalin Hubungan 1	.351	.661 <sup>a</sup>	.316
	Menjalin Hubungan 2	-.032	.316	.739 <sup>a</sup>
	Menjalin Hubungan 3	-.291	-.504	-.513
	Menjalin Hubungan 4	.257	.269	.436

### Anti-image Matrices

		Menjalin Hubungan 3	Menjalin Hubungan 4	Brand Image 1
Anti-image Covariance	Iklan 1	.001	-.071	.027
	Iklan 2	-.012	-.066	-.061
	Iklan 3	.031	-.036	.071
	Iklan 4	-.044	.020	-.062
	Umpan Balik 1	.007	-.045	-.060
	Umpan Balik 2	.031	-.050	-.037
	Umpan Balik 3	.037	-.060	.072
	Umpan Balik 4	-.044	.053	-.030
	Menjalin Hubungan 1	-.048	.035	-.024
	Menjalin Hubungan 2	-.082	.093	.005
	Menjalin Hubungan 3	.134	-.045	.028
	Menjalin Hubungan 4	-.045	.242	-.012
	Brand Image 1	.028	-.012	.220
	Brand Image 2	.011	.022	-.030
	Brand Image 3	.025	.046	.016
	Brand Image 4	-.017	-.045	-.035
	Informatif 1	-.038	-.015	-.074
	Informatif 2	-.005	-.048	-.049
	Informatif 3	.022	-.011	-.008
	Informatif 4	-.006	.015	.022
	Kenyamanan 1	.031	-.016	.044
	Kenyamanan 2	-.002	-.034	.034
	Kenyamanan 3	.046	-.037	-.027
	Mudah di akses 1	-.030	.050	-.014
	Mudah di akses 2	-.046	-.006	.009
	Layanan Konsumer 1	.027	.012	.044
Layanan Konsumer 2	.001	-.033	-.020	
Anti-image Correlation	Iklan 1	.006	-.305	.119
	Iklan 2	-.072	-.306	-.294
	Iklan 3	.245	-.217	.443
	Iklan 4	-.251	.086	-.276
	Umpan Balik 1	.035	-.180	-.253
	Umpan Balik 2	.264	-.312	-.248
	Umpan Balik 3	.210	-.255	.319
	Umpan Balik 4	-.291	.257	-.152
	Menjalin Hubungan 1	-.504	.269	-.193
	Menjalin Hubungan 2	-.513	.436	.025
	Menjalin Hubungan 3	.767 <sup>a</sup>	-.248	.161
	Menjalin Hubungan 4	-.248	.701 <sup>a</sup>	-.051

## Anti-image Matrices

		Brand Image 2	Brand Image 3	Brand Image 4
Anti-image Covariance	Iklan 1	-.081	-.006	.038
	Iklan 2	-.003	-.028	.040
	Iklan 3	-.014	.028	-.026
	Iklan 4	-.058	-.037	.055
	Umpan Balik 1	.070	-.072	.031
	Umpan Balik 2	-.074	.000	.041
	Umpan Balik 3	-.021	.007	-.003
	Umpan Balik 4	.074	.006	-.024
	Menjalin Hubungan 1	.036	-.008	-.013
	Menjalin Hubungan 2	-.008	-.019	-.001
	Menjalin Hubungan 3	.011	.025	-.017
	Menjalin Hubungan 4	.022	.046	-.045
	Brand Image 1	-.030	.016	-.035
	Brand Image 2	.276	-.009	-.042
	Brand Image 3	-.009	.095	-.073
	Brand Image 4	-.042	-.073	.119
	Informatif 1	-.024	-.047	.020
	Informatif 2	-.055	-.032	.063
	Informatif 3	.038	-.016	.020
	Informatif 4	-.018	.034	-.049
	Kenyamanan 1	-.057	.007	.031
	Kenyamanan 2	.037	.018	-.067
	Kenyamanan 3	.051	-.033	.060
	Mudah di akses 1	.028	.017	-.044
	Mudah di akses 2	-.073	-.040	.076
	Layanan Konsumer 1	.027	.043	-.034
	Layanan Konsumer 2	-.025	-.057	.042
	Anti-image Correlation	Iklan 1	-.323	-.038
Iklan 2		-.015	-.209	.266
Iklan 3		-.077	.265	-.225
Iklan 4		-.232	-.250	.332
Umpan Balik 1		.262	-.460	.178
Umpan Balik 2		-.437	.004	.369
Umpan Balik 3		-.084	.044	-.018
Umpan Balik 4		.340	.048	-.166
Menjalin Hubungan 1		.258	-.102	-.145
Menjalin Hubungan 2		-.035	-.143	-.007
Menjalin Hubungan 3		.057	.220	-.133
Menjalin Hubungan 4		.087	.302	-.267

### Anti-image Matrices

		Informatif 1	Informatif 2	Informatif 3
Anti-image Covariance	Iklan 1	.004	.077	-.013
	Iklan 2	.032	.043	.038
	Iklan 3	-.038	-.002	-.022
	Iklan 4	.040	.059	.013
	Umpan Balik 1	.042	-.038	.010
	Umpan Balik 2	.016	.078	-.013
	Umpan Balik 3	-.072	-.074	.007
	Umpan Balik 4	.005	-.029	.050
	Menjalin Hubungan 1	.010	-.052	.003
	Menjalin Hubungan 2	.024	-.011	-.046
	Menjalin Hubungan 3	-.038	-.005	.022
	Menjalin Hubungan 4	-.015	-.048	-.011
	Brand Image 1	-.074	-.049	-.008
	Brand Image 2	-.024	-.055	.038
	Brand Image 3	-.047	-.032	-.016
	Brand Image 4	.020	.063	.020
	Informatif 1	.107	.039	-.027
	Informatif 2	.039	.216	-.016
	Informatif 3	-.027	-.016	.141
	Informatif 4	.002	-.067	-.067
	Kenyamanan 1	-.009	.015	-.011
	Kenyamanan 2	.023	.008	-.054
	Kenyamanan 3	-.021	.013	.078
	Mudah di akses 1	-.004	-.061	-.002
	Mudah di akses 2	-.013	-.005	.008
	Layanan Konsumer 1	-.046	.000	-.010
	Layanan Konsumer 2	.042	.067	.009
	Anti-image Correlation	Iklan 1	.026	.348
Iklan 2		.223	.211	.231
Iklan 3		-.341	-.011	-.170
Iklan 4		.254	.265	.075
Umpan Balik 1		.255	-.162	.054
Umpan Balik 2		.155	.520	-.108
Umpan Balik 3		-.460	-.332	.038
Umpan Balik 4		.035	-.149	.316
Menjalin Hubungan 1		.114	-.427	.035
Menjalin Hubungan 2		.172	-.055	-.283
Menjalin Hubungan 3		-.317	-.031	.163
Menjalin Hubungan 4		-.093	-.209	-.060

### Anti-image Matrices

		Informatif 4	Kenyamanan 1	Kenyamanan 2
Anti-image Covariance	Iklan 1	-.011	.039	.004
	Iklan 2	-.047	.017	.002
	Iklan 3	.024	.009	.026
	Iklan 4	-.040	.012	-.041
	Umpan Balik 1	-.019	-.010	-.025
	Umpan Balik 2	-.019	.058	-.025
	Umpan Balik 3	.033	.011	-.004
	Umpan Balik 4	-.020	-.068	-.001
	Menjalin Hubungan 1	.020	-.070	-.005
	Menjalin Hubungan 2	.014	-.021	-.004
	Menjalin Hubungan 3	-.006	.031	-.002
	Menjalin Hubungan 4	.015	-.016	-.034
	Brand Image 1	.022	.044	.034
	Brand Image 2	-.018	-.057	.037
	Brand Image 3	.034	.007	.018
	Brand Image 4	-.049	.031	-.067
	Informatif 1	.002	-.009	.023
	Informatif 2	-.067	.015	.008
	Informatif 3	-.067	-.011	-.054
	Informatif 4	.090	-.019	.026
	Kenyamanan 1	-.019	.241	-.040
	Kenyamanan 2	.026	-.040	.165
	Kenyamanan 3	-.068	.034	-.091
	Mudah di akses 1	.043	-.111	.009
	Mudah di akses 2	.001	.033	-.088
	Layanan Konsumer 1	-.004	.034	.032
Layanan Konsumer 2	-.059	.025	-.005	
Anti-image Correlation	Iklan 1	-.076	.168	.019
	Iklan 2	-.359	.079	.014
	Iklan 3	.235	.051	.190
	Iklan 4	-.277	.053	-.211
	Umpan Balik 1	-.122	-.038	-.120
	Umpan Balik 2	-.199	.364	-.193
	Umpan Balik 3	.231	.046	-.022
	Umpan Balik 4	-.158	-.332	-.003
	Menjalin Hubungan 1	.258	-.541	-.050
	Menjalin Hubungan 2	.107	-.099	-.023
	Menjalin Hubungan 3	-.050	.171	-.014
	Menjalin Hubungan 4	.101	-.068	-.169

### Anti-image Matrices

		Kenyamanan 3	Mudah di akses 1	Mudah di akses 2
Anti-image Covariance	Iklan 1	.028	-.061	.013
	Iklan 2	.035	-.046	.023
	Iklan 3	-.016	.003	-.031
	Iklan 4	.011	-.028	.036
	Umpan Balik 1	.055	-.003	.014
	Umpan Balik 2	.034	-.057	.020
	Umpan Balik 3	-.029	.017	.037
	Umpan Balik 4	.039	.043	-.054
	Menjalin Hubungan 1	-.028	.059	.019
	Menjalin Hubungan 2	-.078	.050	.028
	Menjalin Hubungan 3	.046	-.030	-.046
	Menjalin Hubungan 4	-.037	.050	-.006
	Brand Image 1	-.027	-.014	.009
	Brand Image 2	.051	.028	-.073
	Brand Image 3	-.033	.017	-.040
	Brand Image 4	.060	-.044	.076
	Informatif 1	-.021	-.004	-.013
	Informatif 2	.013	-.061	-.005
	Informatif 3	.078	-.002	.008
	Informatif 4	-.068	.043	.001
	Kenyamanan 1	.034	-.111	.033
	Kenyamanan 2	-.091	.009	-.088
	Kenyamanan 3	.194	-.062	-.002
	Mudah di akses 1	-.062	.113	-.022
	Mudah di akses 2	-.002	-.022	.228
	Layanan Konsumer 1	.016	-.032	-.058
	Layanan Konsumer 2	.012	-.038	.009
	Anti-image Correlation	Iklan 1	.136	-.384
Iklan 2		.182	-.310	.107
Iklan 3		-.108	.024	-.190
Iklan 4		.052	-.174	.158
Umpan Balik 1		.245	-.020	.056
Umpan Balik 2		.237	-.529	.128
Umpan Balik 3		-.137	.105	.163
Umpan Balik 4		.212	.304	-.271
Menjalin Hubungan 1		-.246	.676	.150
Menjalin Hubungan 2		-.406	.342	.137
Menjalin Hubungan 3		.285	-.240	-.262
Menjalin Hubungan 4		-.170	.300	-.025

### Anti-image Matrices

		Layanan Konsumer 1	Layanan Konsumer 2
Anti-image Covariance	Iklan 1	.018	.014
	Iklan 2	-.028	.061
	Iklan 3	.051	-.057
	Iklan 4	-.029	.052
	Umpan Balik 1	-.048	.064
	Umpan Balik 2	-.005	.021
	Umpan Balik 3	.011	-.038
	Umpan Balik 4	.002	-.032
	Menjalin Hubungan 1	-.036	-.011
	Menjalin Hubungan 2	-.032	.033
	Menjalin Hubungan 3	.027	.001
	Menjalin Hubungan 4	.012	-.033
	Brand Image 1	.044	-.020
	Brand Image 2	.027	-.025
	Brand Image 3	.043	-.057
	Brand Image 4	-.034	.042
	Informatif 1	-.046	.042
	Informatif 2	.000	.067
	Informatif 3	-.010	.009
	Informatif 4	-.004	-.059
	Kenyamanan 1	.034	.025
	Kenyamanan 2	.032	-.005
	Kenyamanan 3	.016	.012
	Mudah di akses 1	-.032	-.038
	Mudah di akses 2	-.058	.009
	Layanan Konsumer 1	.092	-.057
Layanan Konsumer 2	-.057	.186	
Anti-image Correlation	Iklan 1	.128	.066
	Iklan 2	-.211	.324
	Iklan 3	.490	-.387
	Iklan 4	-.203	.252
	Umpan Balik 1	-.308	.293
	Umpan Balik 2	-.049	.148
	Umpan Balik 3	.073	-.186
	Umpan Balik 4	.020	-.177
	Menjalin Hubungan 1	-.452	-.099
	Menjalin Hubungan 2	-.245	.173
	Menjalin Hubungan 3	.245	.009
	Menjalin Hubungan 4	.080	-.155

### Anti-image Matrices

	Iklan 1	Iklan 2	Iklan 3	Iklan 4
Brand Image 1	.119	-.294	.443	-.276
Brand Image 2	-.323	-.015	-.077	-.232
Brand Image 3	-.038	-.209	.265	-.250
Brand Image 4	.235	.266	-.225	.332
Informatif 1	.026	.223	-.341	.254
Informatif 2	.348	.211	-.011	.265
Informatif 3	-.074	.231	-.170	.075
Informatif 4	-.076	-.359	.235	-.277
Kenyamanan 1	.168	.079	.051	.053
Kenyamanan 2	.019	.014	.190	-.211
Kenyamanan 3	.136	.182	-.108	.052
Mudah di akses 1	-.384	-.310	.024	-.174
Mudah di akses 2	.056	.107	-.190	.158
Layanan Konsumer 1	.128	-.211	.490	-.203
Layanan Konsumer 2	.066	.324	-.387	.252

### Anti-image Matrices

	Umpan Balik 1	Umpan Balik 2	Umpan Balik 3
Brand Image 1	-.253	-.248	.319
Brand Image 2	.262	-.437	-.084
Brand Image 3	-.460	.004	.044
Brand Image 4	.178	.369	-.018
Informatif 1	.255	.155	-.460
Informatif 2	-.162	.520	-.332
Informatif 3	.054	-.108	.038
Informatif 4	-.122	-.199	.231
Kenyamanan 1	-.038	.364	.046
Kenyamanan 2	-.120	-.193	-.022
Kenyamanan 3	.245	.237	-.137
Mudah di akses 1	-.020	-.529	.105
Mudah di akses 2	.056	.128	.163
Layanan Konsumer 1	-.308	-.049	.073
Layanan Konsumer 2	.293	.148	-.186



### Anti-image Matrices

	Umpan Balik 4	Menjalin Hubungan 1	Menjalin Hubungan 2
Brand Image 1	-.152	-.193	.025
Brand Image 2	.340	.258	-.035
Brand Image 3	.048	-.102	-.143
Brand Image 4	-.166	-.145	-.007
Informatif 1	.035	.114	.172
Informatif 2	-.149	-.427	-.055
Informatif 3	.316	.035	-.283
Informatif 4	-.158	.258	.107
Kenyamanan 1	-.332	-.541	-.099
Kenyamanan 2	-.003	-.050	-.023
Kenyamanan 3	.212	-.246	-.406
Mudah di akses 1	.304	.676	.342
Mudah di akses 2	-.271	.150	.137
Layanan Konsumer 1	.020	-.452	-.245
Layanan Konsumer 2	-.177	-.099	.173

### Anti-image Matrices

	Menjalin Hubungan 3	Menjalin Hubungan 4	Brand Image 1
Brand Image 1	.161	-.051	.726 <sup>a</sup>
Brand Image 2	.057	.087	-.120
Brand Image 3	.220	.302	.108
Brand Image 4	-.133	-.267	-.214
Informatif 1	-.317	-.093	-.484
Informatif 2	-.031	-.209	-.223
Informatif 3	.163	-.060	-.045
Informatif 4	-.050	.101	.157
Kenyamanan 1	.171	-.068	.191
Kenyamanan 2	-.014	-.169	.180
Kenyamanan 3	.285	-.170	-.130
Mudah di akses 1	-.240	.300	-.086
Mudah di akses 2	-.262	-.025	.039
Layanan Konsumer 1	.245	.080	.309
Layanan Konsumer 2	.009	-.155	-.101

### Anti-image Matrices

	Brand Image 2	Brand Image 3	Brand Image 4
Brand Image 1	-.120	.108	-.214
Brand Image 2	.709 <sup>a</sup>	-.058	-.233
Brand Image 3	-.058	.621 <sup>a</sup>	-.689
Brand Image 4	-.233	-.689	.567 <sup>a</sup>
Informatif 1	-.140	-.466	.179
Informatif 2	-.223	-.219	.394
Informatif 3	.193	-.136	.158
Informatif 4	-.115	.364	-.470
Kenyamanan 1	-.221	.043	.183
Kenyamanan 2	.174	.143	-.480
Kenyamanan 3	.222	-.239	.391
Mudah di akses 1	.160	.163	-.383
Mudah di akses 2	-.291	-.275	.462
Layanan Konsumer 1	.169	.455	-.324
Layanan Konsumer 2	-.111	-.426	.283

### Anti-image Matrices

	Informatif 1	Informatif 2	Informatif 3
Brand Image 1	-.484	-.223	-.045
Brand Image 2	-.140	-.223	.193
Brand Image 3	-.466	-.219	-.136
Brand Image 4	.179	.394	.158
Informatif 1	.718 <sup>a</sup>	.260	-.221
Informatif 2	.260	.591 <sup>a</sup>	-.093
Informatif 3	-.221	-.093	.755 <sup>a</sup>
Informatif 4	.018	-.480	-.597
Kenyamanan 1	-.055	.064	-.057
Kenyamanan 2	.170	.041	-.356
Kenyamanan 3	-.149	.065	.470
Mudah di akses 1	-.040	-.393	-.016
Mudah di akses 2	-.085	-.022	.047
Layanan Konsumer 1	-.465	-.001	-.086
Layanan Konsumer 2	.298	.334	.058

### Anti-image Matrices

	Informatif 4	Kenyamanan 1	Kenyamanan 2
Brand Image 1	.157	.191	.180
Brand Image 2	-.115	-.221	.174
Brand Image 3	.364	.043	.143
Brand Image 4	-.470	.183	-.480
Informatif 1	.018	-.055	.170
Informatif 2	-.480	.064	.041
Informatif 3	-.597	-.057	-.356
Informatif 4	.617 <sup>a</sup>	-.128	.213
Kenyamanan 1	-.128	.621 <sup>a</sup>	-.199
Kenyamanan 2	.213	-.199	.713 <sup>a</sup>
Kenyamanan 3	-.512	.156	-.510
Mudah di akses 1	.425	-.676	.063
Mudah di akses 2	.010	.140	-.453
Layanan Konsumer 1	-.043	.227	.255
Layanan Konsumer 2	-.458	.116	-.027

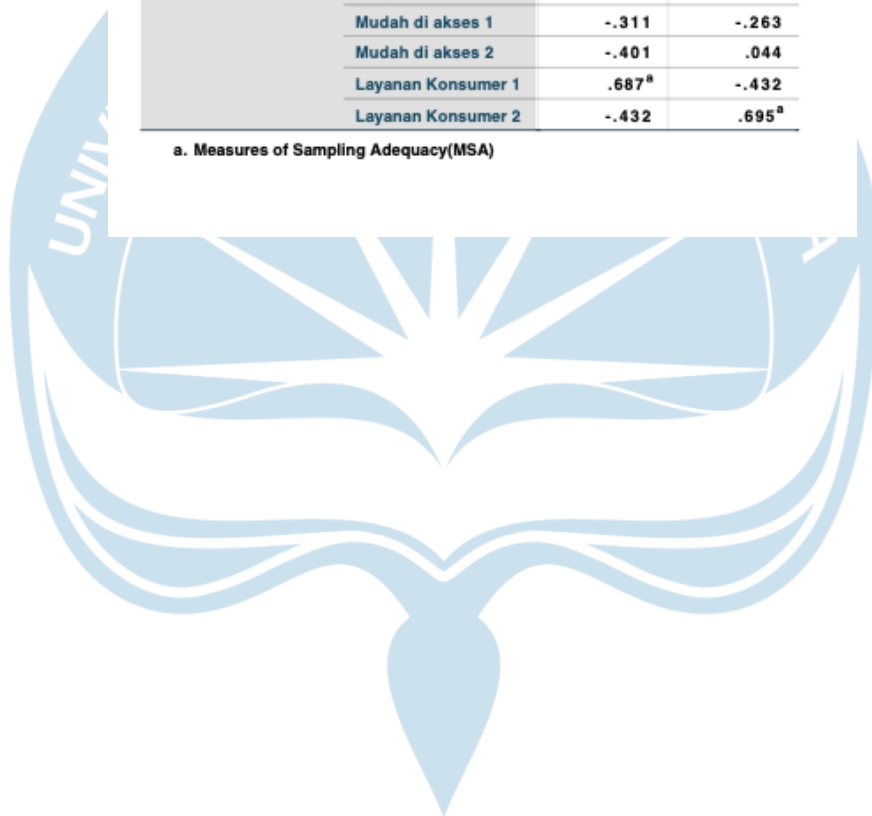
### Anti-image Matrices

	Kenyamanan 3	Mudah di akses 1	Mudah di akses 2
Brand Image 1	-.130	-.086	.039
Brand Image 2	.222	.160	-.291
Brand Image 3	-.239	.163	-.275
Brand Image 4	.391	-.383	.462
Informatif 1	-.149	-.040	-.085
Informatif 2	.065	-.393	-.022
Informatif 3	.470	-.016	.047
Informatif 4	-.512	.425	.010
Kenyamanan 1	.156	-.676	.140
Kenyamanan 2	-.510	.063	-.453
Kenyamanan 3	.425 <sup>a</sup>	-.418	-.008
Mudah di akses 1	-.418	.438 <sup>a</sup>	-.135
Mudah di akses 2	-.008	-.135	.749 <sup>a</sup>
Layanan Konsumer 1	.122	-.311	-.401
Layanan Konsumer 2	.066	-.263	.044

### Anti-image Matrices

	Layanan Konsumer 1	Layanan Konsumer 2
Brand Image 1	.309	-.101
Brand Image 2	.169	-.111
Brand Image 3	.455	-.426
Brand Image 4	-.324	.283
Informatif 1	-.465	.298
Informatif 2	-.001	.334
Informatif 3	-.086	.058
Informatif 4	-.043	-.458
Kenyamanan 1	.227	.116
Kenyamanan 2	.255	-.027
Kenyamanan 3	.122	.066
Mudah di akses 1	-.311	-.263
Mudah di akses 2	-.401	.044
Layanan Konsumer 1	.687 <sup>a</sup>	-.432
Layanan Konsumer 2	-.432	.695 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)



### Communalities

	Initial	Extraction
Iklan 1	1.000	.770
Iklan 2	1.000	.733
Iklan 3	1.000	.873
Iklan 4	1.000	.649
Umpan Balik 1	1.000	.734
Umpan Balik 2	1.000	.756
Umpan Balik 3	1.000	.773
Umpan Balik 4	1.000	.785
Menjalin Hubungan 1	1.000	.806
Menjalin Hubungan 2	1.000	.694
Menjalin Hubungan 3	1.000	.781
Menjalin Hubungan 4	1.000	.648
Brand Image 1	1.000	.745
Brand Image 2	1.000	.651
Brand Image 3	1.000	.867
Brand Image 4	1.000	.755
Informatif 1	1.000	.840
Informatif 2	1.000	.568
Informatif 3	1.000	.854
Informatif 4	1.000	.896
Kenyamanan 1	1.000	.717
Kenyamanan 2	1.000	.760
Kenyamanan 3	1.000	.825
Mudah di akses 1	1.000	.872
Mudah di akses 2	1.000	.703
Layanan Konsumer 1	1.000	.861
Layanan Konsumer 2	1.000	.844

Extraction Method: Principal Component Analysis.

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.642	35.711	35.711	9.642	35.711	35.711	3.731	13.819	13.819
2	2.886	10.687	46.398	2.886	10.687	46.398	3.235	11.982	25.802
3	2.233	8.271	54.669	2.233	8.271	54.669	3.198	11.844	37.646
4	2.072	7.673	62.342	2.072	7.673	62.342	3.144	11.646	49.291
5	1.585	5.870	68.211	1.585	5.870	68.211	2.997	11.102	60.393
6	1.343	4.974	73.186	1.343	4.974	73.186	2.338	8.658	69.050
7	1.001	3.706	76.892	1.001	3.706	76.892	2.117	7.842	76.892
8	.910	3.371	80.263						
9	.745	2.759	83.022						
10	.671	2.484	85.506						
11	.587	2.173	87.680						
12	.556	2.060	89.740						
13	.439	1.626	91.366						
14	.413	1.531	92.897						
15	.335	1.242	94.139						
16	.319	1.182	95.321						
17	.262	.971	96.292						
18	.210	.778	97.070						
19	.160	.592	97.662						
20	.143	.531	98.193						
21	.121	.447	98.640						
22	.098	.363	99.003						
23	.089	.329	99.333						
24	.074	.274	99.607						
25	.053	.197	99.804						
26	.028	.102	99.907						
27	.025	.093	100.000						

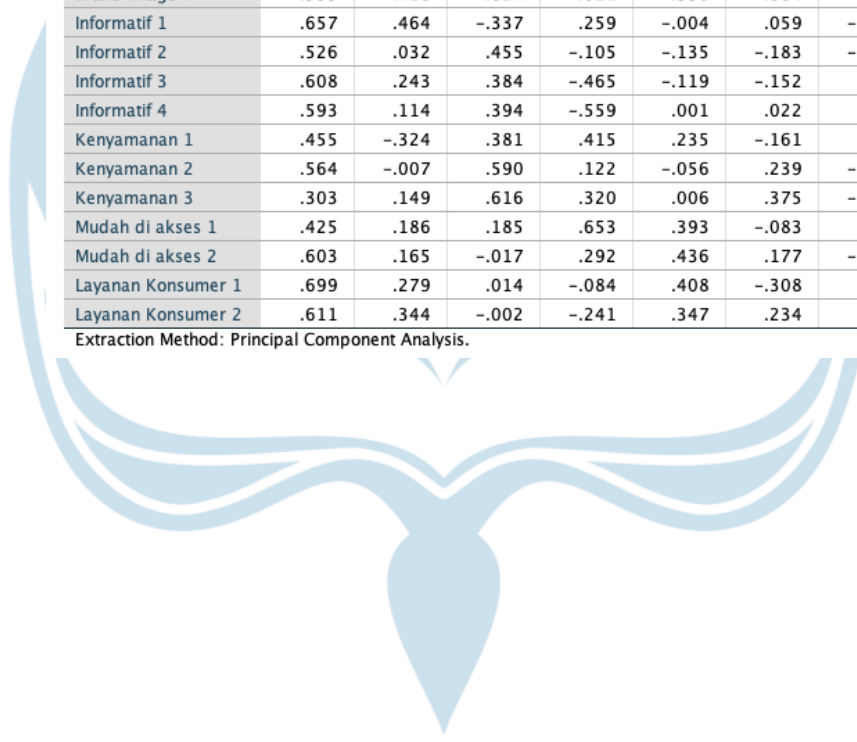
Extraction Method: Principal Component Analysis.



**Component Matrix<sup>a</sup>**

	Component						
	1	2	3	4	5	6	7
Iklan 1	.536	-.479	-.133	.328	-.076	-.340	.086
Iklan 2	.477	-.636	-.160	.014	-.018	.201	.185
Iklan 3	.572	-.520	-.162	-.066	-.136	.450	.153
Iklan 4	.666	-.342	-.116	.175	-.192	.042	.079
Umpan Balik 1	.664	-.060	.138	.066	-.451	-.245	-.053
Umpan Balik 2	.709	.081	-.200	-.315	.236	-.118	-.193
Umpan Balik 3	.624	.230	-.253	-.115	.087	.217	-.446
Umpan Balik 4	.640	-.152	-.312	-.328	.308	.132	-.189
Menjalin Hubungan 1	.784	-.329	.013	-.035	-.039	-.276	-.073
Menjalin Hubungan 2	.657	-.166	.074	-.333	-.034	-.187	-.286
Menjalin Hubungan 3	.714	-.447	-.141	.072	.101	-.182	-.057
Menjalin Hubungan 4	.562	-.358	.011	-.037	-.145	.424	.047
Brand Image 1	.592	.379	-.312	.198	-.267	-.176	-.110
Brand Image 2	.522	.263	-.516	.066	-.086	.048	.172
Brand Image 3	.561	.503	-.097	.263	-.461	.088	-.001
Brand Image 4	.595	.418	.024	.021	-.338	.084	.322
Informatif 1	.657	.464	-.337	.259	-.004	.059	-.097
Informatif 2	.526	.032	.455	-.105	-.135	-.183	-.145
Informatif 3	.608	.243	.384	-.465	-.119	-.152	.158
Informatif 4	.593	.114	.394	-.559	.001	.022	.251
Kenyamanan 1	.455	-.324	.381	.415	.235	-.161	.085
Kenyamanan 2	.564	-.007	.590	.122	-.056	.239	-.136
Kenyamanan 3	.303	.149	.616	.320	.006	.375	-.298
Mudah di akses 1	.425	.186	.185	.653	.393	-.083	.187
Mudah di akses 2	.603	.165	-.017	.292	.436	.177	-.065
Layanan Konsumer 1	.699	.279	.014	-.084	.408	-.308	.162
Layanan Konsumer 2	.611	.344	-.002	-.241	.347	.234	.344

Extraction Method: Principal Component Analysis.



### Rotated Component Matrix<sup>a</sup>

	Component						
	1	2	3	4	5	6	7
Iklan 1	.129	.368	-.081	.733	.013	.255	-.095
Iklan 2	-.061	.781	.019	.308	.105	.092	-.067
Iklan 3	.094	.897	.091	.135	.168	-.015	.067
Iklan 4	.292	.566	.059	.455	.107	.125	.080
Umpan Balik 1	.430	.176	.285	.610	.018	-.085	.238
Umpan Balik 2	.210	.117	.348	.247	.705	.123	-.058
Umpan Balik 3	.407	.134	.053	.016	.733	.011	.221
Umpan Balik 4	.060	.388	.195	.119	.750	.096	-.086
Menjalin Hubungan 1	.141	.336	.272	.687	.325	.129	.069
Menjalin Hubungan 2	.057	.165	.372	.483	.504	-.118	.155
Menjalin Hubungan 3	.067	.449	.076	.619	.362	.235	-.024
Menjalin Hubungan 4	.123	.716	.142	.116	.160	-.008	.248
Brand Image 1	.768	-.041	.045	.287	.252	.076	.004
Brand Image 2	.652	.230	.073	.021	.262	.162	-.269
Brand Image 3	.881	.038	.131	.085	.016	.029	.251
Brand Image 4	.696	.162	.465	.024	-.069	.109	.102
Informatif 1	.758	.041	.017	.058	.399	.309	.071
Informatif 2	.097	-.024	.449	.409	.117	.010	.418
Informatif 3	.195	.002	.851	.197	.151	-.027	.174
Informatif 4	.040	.186	.895	.068	.177	.010	.150
Kenyamanan 1	-.125	.207	.069	.495	-.069	.554	.310
Kenyamanan 2	.091	.221	.325	.180	.062	.187	.725
Kenyamanan 3	.077	.036	.057	-.043	.015	.220	.874
Mudah di akses 1	.233	-.029	-.026	.172	-.045	.856	.227
Mudah di akses 2	.246	.164	.042	.020	.417	.618	.241
Layanan Konsumer 1	.239	-.076	.512	.252	.409	.545	-.099
Layanan Konsumer 2	.270	.226	.593	-.247	.342	.434	-.033

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

### Component Transformation Matrix

Component	1	2	3	4	5	6
1	.450	.488	.432	.428	.377	.218
2	-.589	-.212	-.163	.526	.552	.027
3	-.500	-.053	.828	-.142	-.179	.095
4	.409	-.808	.208	.320	-.124	.135
5	.179	-.238	.185	-.545	.689	-.325
6	-.035	-.070	-.151	-.347	.177	.905

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.