

LAMPIRAN

Lampiran 1 Kuisiонер

PENGARUH SOCIAL MEDIA MARKETING, BRAND TRUST, DAN BRAND IMAGE TERHADAP KEPUASAN KONSUMEN SUPERINDO CABANG SATELIT UTARA

Bapak/ Ibu Yang Saya Hormati,

Saya Amelia Febryanti NBI 1212200009 Jurusan Manajemen, Fakultas Ekonomi dan Bisnis, Universitas 17 Agustus 1945 Surabaya. Dalam hal ini sedang melakukan penelitian Tugas Akhir. Kuesiонер ini berhubungan dengan persepsi Anda sebagai Konsumen Superindo Satelit Utara. Hasil kuesiонер ini tidak dipublikasikan, melainkan untuk kepentingan penelitian semata.

Atas bantuan, ketersediaan waktu, dan kerjasamanya saya ucapkan terima kasih.

A. DESKRIPSI RESPONDEN: (Mohon Diisi dengan Centang)

1. Nama:
2. Jenis Kelamin: ☐ Laki-Laki ☐ Perempuan
3. Umur: ☐ 17-25 Tahun ☐ 26-30 Tahun ☐ 31- 50 Tahun
4. Berdomisilil di kota Surabaya: ☐ YA ☐ TIDAK

B. PETUNJUK UMUM KUESIONER

Kuesiонер ini disajikan dalam bentuk pertanyaan, yang didalamnya tidak ada jawaban yang benar atau salah, sehingga memungkinkan Anda untuk secara bebas memilih alternatif jawaban sesuai dengan pendapat atau pengalaman Anda. Jawablah pertanyaan di bawah ini dengan memberikan tanda (X) atau (✓).

C. KETERANGAN

- | | | |
|--------|-----------------------|-----------------|
| 1. SS | = Sangat Setuju | (diberi skor 5) |
| 2. S | = Setuju | (diberi skor 4) |
| 3. N | = Netral | (diberi skor 3) |
| 4. TS | = Tidak Setuju | (diberi skor 2) |
| 5. STS | = Sangat Tidak Setuju | (diberi skor 1) |

D. DAFTAR PERNYATAAN**1. Variabel Social Media Marketing (X1)**

No	PERNYATAAN	JAWABAN				
		STS	TS	N	S	SS
Konten Kualitas						
1.	Konten Superindo di media sosial memiliki kualitas visual yang menarik.					
2.	Informasi yang disampaikan dalam konten mudah dipahami dan relevan dengan kebutuhan saya.					
Customer Engagement						
1.	Saya sering berinteraksi membagikan postingan superindo di media sosial.					
2.	superindo aktif merespons komentar atau pesan dari pelanggan di media sosial.					
Brand Awareness						
1.	Saya mudah mengenali Superindo di antara merek ritel lain di media sosial.					
2.	Saya mengetahui produk baru Superindo melalui media sosial.					
Customer Relationship Management (CRM)						
1.	Superindo menggunakan media sosial untuk menjalin hubungan baik dengan pelanggan.					
2.	Saya merasa dihargai saat Superindo menanggapi pertanyaan saya di media sosial.					

2. Variabel Brand Trust (X2)

No	PERNYATAAN	JAWABAN				
		STS	TS	N	S	SS
Keyakinan terhadap Merek (Belief in the Brand)						
1.	Saya percaya Superindo memiliki komitmen tinggi terhadap kepuasan pelanggan.					

2.	Superindo mampu memenuhi harapan saya sebagai pelanggan.					
Ketergantungan pada Merek (Reliance on the Brand)						
1.	Saya merasa nyaman berbelanja di Superindo dibanding merek ritel lain.					
2.	Saya akan tetap berbelanja di Superindo karena sudah terbukti dapat diandalkan.					
Kejujuran Merek (Brand Honesty / Integrity)						
1.	Saya percaya Superindo selalu jujur dalam menyampaikan informasi produk.					
2.	Superindo tidak memberikan informasi yang menyesatkan pelanggan.					
Rasa Aman terhadap Merek (Brand Safety / Security)						
1.	Superindo memberikan rasa aman bagi saya sebagai konsumen.					
2.	Saya yakin Superindo menjaga data pribadi pelanggan dengan baik.					

3. Variabel Brand Image (X3)

No	PERNYATAAN	JAWABAN				
		STS	TS	N	S	SS
Brand Identification						
1.	Saya bangga berbelanja di Superindo.					
2.	Superindo memiliki identitas merek yang kuat dan mudah dikenali.					
Perceived Quality						
1.	Produk yang dijual di Superindo memiliki kualitas yang baik.					
2.	Kualitas produk Superindo sesuai dengan harga yang ditawarkan.					
Brand Reputation						
1.	Banyak orang merekomendasikan Superindo kepada saya.					
2.	Saya jarang mendengar keluhan negatif tentang Superindo.					

4. Variabel Kepuasan Konsumen (Y1)

No	PERNYATAAN	JAWABAN				
		STS	TS	N	S	SS
Kualitas Produk						
1.	Produk yang saya beli di Superindo sesuai dengan harapan saya.					
2.	Kualitas produk di Superindo selalu konsisten setiap kali saya berbelanja.					
Kualitas Pelayanan						
1.	Karyawan Superindo melayani pelanggan dengan ramah.					
2.	Saya puas dengan cara Superindo menangani keluhan pelanggan.					
Harga						
1.	Harga produk Superindo masih terjangkau bagi saya.					
2.	Nilai produk Superindo sebanding dengan harga yang dibayarkan.					
Citra Merek						
1.	Citra Superindo membuat saya percaya untuk terus berbelanja di sana.					
2.	Superindo dikenal memiliki reputasi baik di bidang ritel.					
Kemudahan Akses						
1.	Lokasi toko Superindo mudah dijangkau oleh pelanggan.					
2.	Proses berbelanja di Superindo sangat mudah dan cepat.					

Lampiran 2 Tabulasi Data

Responden	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Total
1	5	5	4	5	4	5	5	5	38
2	5	5	4	5	4	5	5	5	38
3	4	4	4	4	4	4	4	4	32
4	4	5	4	4	5	5	4	4	35
5	5	5	5	5	5	5	5	5	40
6	4	4	4	4	4	4	4	4	32
7	5	5	5	5	5	5	5	5	40
8	4	4	4	4	4	4	4	4	32
9	4	3	3	3	4	3	3	3	26
10	3	3	1	3	3	1	1	3	18
11	5	5	4	5	5	5	5	5	39
12	3	3	3	3	3	3	3	3	24
13	3	3	3	3	3	3	3	3	24
14	5	5	4	3	5	5	5	4	36
15	5	5	5	5	5	5	5	5	40
16	5	5	5	5	5	5	5	5	40
17	5	5	4	4	4	3	5	4	34
18	5	5	5	5	5	5	5	5	40
19	3	4	4	3	4	4	4	4	30
20	3	4	4	4	3	4	4	5	31
21	4	5	4	4	5	4	5	4	35
22	3	4	1	2	4	3	2	4	23
23	4	4	5	4	4	3	3	4	31
24	4	5	4	3	4	5	4	3	32
25	4	4	2	3	3	2	3	4	25
26	3	5	5	5	5	4	5	4	36
27	4	4	3	4	4	3	4	4	30
28	4	4	3	4	4	4	5	4	32
29	5	5	5	5	5	5	5	5	40
30	5	5	3	4	5	4	4	3	33
31	4	4	3	3	4	3	4	4	29
32	3	3	3	3	3	3	3	3	24
33	5	5	5	5	5	5	5	5	40
34	4	4	4	3	4	2	4	4	29

6	5	5	5	5	5	5	5	5	40
7	5	5	5	5	5	5	5	5	40
8	5	5	4	4	4	5	4	4	35
9	4	4	4	3	4	2	4	4	29
10	5	5	4	5	5	5	5	3	37
11	5	5	5	5	5	5	5	5	40
12	3	3	3	3	3	3	3	3	24
13	3	3	3	3	3	3	3	3	24
14	5	5	5	5	5	5	5	5	40
15	5	5	5	5	5	5	5	5	40
16	5	5	5	5	5	5	5	5	40
17	5	5	4	5	5	4	5	5	38
18	4	4	4	4	4	4	4	4	32
19	4	4	3	4	4	4	4	4	31
20	4	4	4	4	4	4	4	4	32
21	4	5	5	4	4	4	4	5	35
22	5	4	5	4	5	5	4	5	37
23	4	5	4	5	4	5	4	2	33
24	5	4	5	5	5	4	4	4	36
25	4	4	3	3	4	4	4	4	30
26	4	4	5	4	5	5	5	4	36
27	4	4	4	4	4	4	4	4	32
28	5	5	4	4	4	5	4	4	35
29	5	5	5	5	5	5	5	5	40
30	5	5	3	3	5	5	5	5	36
31	5	4	4	4	4	5	4	4	34
32	3	3	3	3	3	3	3	3	24
33	5	5	5	5	5	5	5	5	40
34	4	4	4	4	4	4	4	4	32
35	4	3	3	4	3	2	3	4	26
36	5	5	5	5	5	5	5	5	40
37	5	4	5	5	5	5	5	3	37
38	5	5	5	5	5	5	5	5	40
39	4	4	4	4	4	4	4	4	32
40	4	4	5	5	4	5	4	5	36
41	5	5	5	5	5	5	5	5	40
42	4	5	4	5	4	5	5	5	37

80	5	5	5	5	5	5	5	5	40
81	5	5	5	5	5	5	5	5	40
82	5	5	5	5	5	5	5	5	40
83	5	5	5	5	5	5	5	5	40
84	5	5	5	5	5	5	5	5	40
85	5	5	5	5	5	5	5	5	40
86	5	5	5	5	4	4	4	4	36
87	5	5	5	5	5	5	5	5	40
88	3	3	3	3	4	3	3	3	25
89	5	5	5	5	5	5	5	5	40
90	4	5	5	5	5	4	4	4	36
91	5	5	5	5	5	5	5	5	40
92	4	5	5	3	4	4	4	4	33
93	5	5	5	5	5	5	5	5	40
94	5	5	5	5	5	5	5	5	40
95	5	5	5	5	5	5	5	5	40
96	5	5	5	5	5	5	5	5	40
97	4	4	5	5	4	4	5	5	36
98	4	4	4	5	5	5	4	5	36
99	4	4	4	4	4	4	4	4	32
100	5	4	5	5	5	5	5	5	39

Responden	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	Total
1	4	5	5	4	5	5	28
2	5	5	4	5	4	5	28
3	4	4	4	4	4	4	24
4	4	5	5	4	5	5	28
5	5	5	5	5	5	5	30
6	3	3	3	3	3	3	18
7	5	5	5	5	5	5	30
8	5	5	5	5	5	5	30
9	4	4	4	4	3	3	22
10	5	5	5	4	3	5	27
11	5	5	5	5	5	5	30
12	3	3	3	3	3	3	18
13	3	3	3	3	3	3	18

14	5	5	5	5	5	5	30
15	5	5	5	5	5	5	30
16	5	5	5	5	5	5	30
17	4	4	5	5	4	4	26
18	4	4	4	4	5	5	26
19	3	4	4	4	4	4	23
20	3	4	4	4	3	3	21
21	4	5	4	5	4	5	27
22	3	4	4	4	3	4	22
23	4	4	5	4	5	3	25
24	5	5	4	4	5	5	28
25	3	3	3	3	3	4	19
26	4	4	5	5	5	4	27
27	4	4	4	4	4	4	24
28	4	5	5	5	4	4	27
29	5	5	5	5	5	5	30
30	5	5	5	5	4	4	28
31	4	4	5	4	3	4	24
32	3	3	3	3	3	3	18
33	5	5	5	5	5	5	30
34	4	4	4	4	4	4	24
35	3	2	3	4	2	3	17
36	5	5	5	5	5	4	29
37	5	4	5	5	5	5	29
38	5	5	5	5	5	5	30
39	4	4	4	4	4	4	24
40	4	5	4	4	5	4	26
41	5	5	5	5	5	5	30
42	4	4	4	5	5	5	27
43	5	5	5	4	5	5	29
44	3	3	4	3	3	2	18
45	4	5	5	5	5	4	28
46	4	4	4	4	4	4	24
47	5	5	5	5	5	1	26
48	4	4	5	5	5	5	28
49	5	5	5	4	4	5	28
50	4	5	4	5	4	4	26

51	3	3	4	2	2	4	18
52	4	4	5	5	4	5	27
53	5	5	5	5	5	5	30
54	5	4	4	5	4	5	27
55	5	5	5	5	5	5	30
56	4	4	4	5	5	5	27
57	3	3	3	3	3	3	18
58	4	4	4	4	4	4	24
59	5	4	4	4	3	4	24
60	5	4	5	4	5	4	27
61	4	5	5	5	4	3	26
62	5	5	5	5	5	5	30
63	5	4	5	5	4	5	28
64	1	4	2	4	1	5	17
65	5	4	5	4	4	4	26
66	5	5	5	5	5	5	30
67	4	5	5	4	4	4	26
68	4	5	5	5	4	5	28
69	4	4	5	4	3	5	25
70	5	5	5	5	5	5	30
71	5	5	5	5	5	5	30
72	4	4	4	4	4	4	24
73	3	4	4	4	3	4	22
74	2	3	4	3	2	3	17
75	5	5	5	5	5	5	30
76	3	3	4	4	3	4	21
77	5	5	5	5	5	5	30
78	5	5	5	5	5	5	30
79	5	5	5	5	5	5	30
80	5	5	5	5	5	5	30
81	5	5	5	5	5	5	30
82	5	5	5	5	5	5	30
83	5	5	5	5	5	5	30
84	5	5	5	5	5	5	30
85	5	5	5	5	5	5	30
86	3	4	4	4	4	4	23
87	5	5	5	5	5	5	30

88	3	3	3	3	3	2	17
89	5	5	5	5	5	5	30
90	5	5	5	4	5	4	28
91	5	5	5	5	5	5	30
92	4	5	5	5	5	4	28
93	5	5	5	5	5	5	30
94	5	5	5	5	5	5	30
95	5	5	5	5	5	5	30
96	5	5	5	5	5	5	30
97	4	4	4	4	4	3	23
98	5	5	4	4	5	5	28
99	4	4	4	4	4	4	24
100	5	5	5	5	5	5	30

Responden	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Total
1	4	5	4	4	5	5	5	4	5
2	5	4	5	5	5	5	4	5	4
3	4	4	4	4	4	4	4	4	4
4	4	5	5	5	4	5	5	4	5
5	5	5	5	5	5	5	5	5	5
6	2	2	2	2	2	2	2	2	2
7	5	5	5	5	5	5	5	5	5
8	5	5	4	5	5	5	5	5	5
9	4	4	4	4	4	4	4	4	4
10	5	5	3	3	5	5	5	1	5
11	5	5	5	5	5	5	5	5	5
12	3	3	3	3	3	3	3	3	3
13	3	3	3	3	3	3	3	3	3
14	5	5	5	5	5	5	5	5	5
15	5	5	5	5	5	5	5	5	5
16	5	5	5	5	5	5	5	5	5
17	4	5	4	4	5	5	4	5	4
18	5	5	5	5	4	4	4	4	5
19	4	4	4	4	4	3	4	4	4
20	4	4	4	4	4	5	5	5	5

95	5	5	5	5	5	5	5	5	5
96	5	5	5	5	5	5	5	5	5
97	4	4	4	4	4	4	4	4	4
98	4	4	4	5	5	4	4	5	5
99	4	4	4	4	4	4	4	4	4
100	5	5	5	4	5	5	5	5	5

Lampiran 3 Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	2	5	4.34	.755
X1.2	100	1	5	4.41	.767
X1.3	100	1	5	4.02	1.082
X1.4	100	1	5	4.17	.922
X1.5	100	1	5	4.41	.753
X1.6	100	1	5	4.27	.952
X1.7	100	1	5	4.37	.825
X1.8	100	2	5	4.32	.764
Valid N (listwise)	100				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	100	1	5	4.49	.703
X2.2	100	3	5	4.46	.658
X2.3	100	3	5	4.46	.717
X2.4	100	1	5	4.42	.831
X2.5	100	3	5	4.42	.684
X2.6	100	2	5	4.40	.791
X2.7	100	1	5	4.40	.739
X2.8	100	2	5	4.44	.743
Valid N (listwise)	100				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X3.1	100	1	5	4.30	.847
X3.2	100	2	5	4.43	.728
X3.3	100	2	5	4.51	.689
X3.4	100	2	5	4.44	.701
X3.5	100	1	5	4.28	.922
X3.6	100	1	5	4.36	.847
Valid N (listwise)	100				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y.1	100	1	5	4.29	.868
Y.2	100	1	5	4.41	.842
Y.3	100	2	5	4.34	.807
Y.4	100	1	5	4.33	.888
Y.5	100	1	5	4.37	.849
Y.6	100	1	5	4.33	.900
Y.7	100	1	5	4.37	.837
Y.8	100	1	5	4.37	.861
Y.9	100	2	5	4.49	.745
Y.10	100	2	5	4.44	.756
Valid N (listwise)	100				

Lampiran 4 Hasil Uji Validitas

		Correlations								
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Total_X1
X1.1	Pearson Correlation	1	.472**	.585**	.656**	.640**	.616**	.656**	.633**	.779**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.472**	1	.611**	.615**	.615**	.650**	.716**	.636**	.790**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.585**	.611**	1	.756**	.597**	.730**	.750**	.640**	.866**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.656**	.615**	.756**	1	.699**	.626**	.661**	.740**	.866**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.640**	.615**	.597**	.699**	1	.661**	.599**	.612**	.804**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.616**	.650**	.730**	.626**	.661**	1	.798**	.602**	.858**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.7	Pearson Correlation	.656**	.716**	.750**	.661**	.599**	.798**	1	.676**	.879**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.8	Pearson Correlation	.633**	.636**	.640**	.740**	.612**	.602**	.676**	1	.823**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
Total_X1	Pearson Correlation	.779**	.790**	.866**	.866**	.804**	.858**	.879**	.823**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

		Correlations								
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	Total_X2
X2.1	Pearson Correlation	1	.687**	.690**	.698**	.659**	.660**	.785**	.453**	.845**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.2	Pearson Correlation	.687**	1	.661**	.604**	.621**	.652**	.657**	.491**	.801**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.3	Pearson Correlation	.690**	.661**	1	.724**	.611**	.563**	.660**	.565**	.822**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.4	Pearson Correlation	.698**	.604**	.724**	1	.681**	.648**	.777**	.499**	.853**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.5	Pearson Correlation	.659**	.621**	.611**	.681**	1	.750**	.803**	.626**	.864**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.6	Pearson Correlation	.660**	.652**	.563**	.648**	.750**	1	.709**	.574**	.838**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.7	Pearson Correlation	.785**	.657**	.660**	.777**	.803**	.709**	1	.596**	.901**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.8	Pearson Correlation	.453**	.491**	.565**	.499**	.626**	.574**	.596**	1	.723**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
Total_X2	Pearson Correlation	.845**	.801**	.822**	.853**	.864**	.838**	.901**	.723**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	Total_X3
X3.1	Pearson Correlation	1	.755**	.774**	.694**	.797**	.566**	.896**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X3.2	Pearson Correlation	.755**	1	.746**	.753**	.752**	.614**	.894**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X3.3	Pearson Correlation	.774**	.746**	1	.702**	.727**	.496**	.856**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X3.4	Pearson Correlation	.694**	.753**	.702**	1	.714**	.598**	.860**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
X3.5	Pearson Correlation	.797**	.752**	.727**	.714**	1	.529**	.887**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X3.6	Pearson Correlation	.566**	.614**	.496**	.598**	.529**	1	.746**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
Total_X3	Pearson Correlation	.896**	.894**	.856**	.860**	.887**	.746**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	Total_Y
Y.1	Pearson Correlation	1	.665**	.608**	.556**	.689**	.678**	.504**	.436**	.543**	.696**	.768**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.2	Pearson Correlation	.665**	1	.625**	.547**	.775**	.766**	.442**	.541**	.594**	.681**	.799**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.3	Pearson Correlation	.608**	.625**	1	.857**	.759**	.693**	.754**	.704**	.678**	.762**	.894**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.4	Pearson Correlation	.556**	.547**	.857**	1	.721**	.671**	.758**	.658**	.654**	.729**	.860**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.5	Pearson Correlation	.689**	.775**	.759**	.721**	1	.870**	.630**	.585**	.605**	.735**	.889**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.6	Pearson Correlation	.678**	.766**	.693**	.671**	.870**	1	.615**	.545**	.525**	.735**	.858**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.7	Pearson Correlation	.504**	.442**	.754**	.758**	.630**	.615**	1	.551**	.759**	.698**	.804**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.8	Pearson Correlation	.436**	.541**	.704**	.658**	.585**	.545**	.551**	1	.628**	.647**	.756**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.9	Pearson Correlation	.543**	.594**	.678**	.654**	.605**	.525**	.759**	.628**	1	.760**	.803**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y.10	Pearson Correlation	.696**	.681**	.762**	.729**	.735**	.735**	.698**	.647**	.760**	1	.891**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100
Total_Y	Pearson Correlation	.768**	.799**	.894**	.860**	.889**	.858**	.804**	.756**	.803**	.891**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100

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

Lampiran 5 Uji Reliabilitas**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.935	.937	8

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.935	.936	8

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.924	.928	6

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.950	.951	10

Lampiran 6 Uji Normalitas

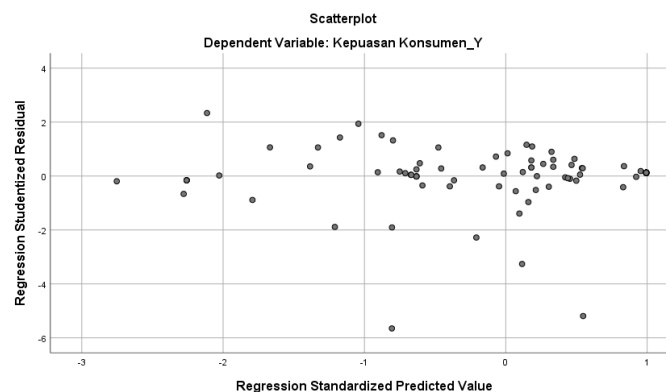
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.60797378
Most Extreme Differences	Absolute	.047
	Positive	.047
	Negative	-.044
Test Statistic		.047
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Lampiran 7 Uji Multikolineritas

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.174	2.866		.759	.450		
	Social Media Marketing_X1	.229	.111	.188	2.068	.041	.372	2.685
	Brand Trust_X2	.414	.147	.291	2.810	.006	.289	3.460
	Brand Image_X3	.721	.162	.428	4.454	.000	.334	2.991

a. Dependent Variable: Kepuasan Konsumen_Y

Lampiran 8 Uji Heteroskedasitas



Lampiran 9 Uji Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.174	2.866		.759	.450
	Social Media Marketing_X1	.229	.111	.188	2.068	.041
	Brand Trust_X2	.414	.147	.291	2.810	.006
	Brand Image_X3	.721	.162	.428	4.454	.000

a. Dependent Variable: Kepuasan Konsumen_Y

Lampiran 10 Uji Koefisien Determinasi (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.839 ^a	.703	.694	3.843

a. Predictors: (Constant), Brand Image_X3, Social Media Marketing_X1, Brand Trust_X2

Lampiran 11 Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.174	2.866		.759	.450
	Social Media Marketing_X1	.229	.111	.188	2.068	.041
	Brand Trust_X2	.414	.147	.291	2.810	.006
	Brand Image_X3	.721	.162	.428	4.454	.000

a. Dependent Variable: Kepuasan Konsumen_Y

Lampiran 12 Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3359.158	3	1119.719	75.802	.000 ^b
	Residual	1418.082	96	14.772		
	Total	4777.240	99			

a. Dependent Variable: Kepuasan Konsumen_Y

b. Predictors: (Constant), Brand Image_X3, Social Media Marketing_X1, Brand Trust_X2

Lampiran 13 Tabel Uji R

Tabel R-Hitung (lanjutan)

DF = n-2	0,1	0,05	0,02	0,01	0,001
	r 0,005	r 0,05	r 0,025	r 0,01	r 0,001
80	0,1829	0,2172	0,2565	0,2830	0,3568
81	0,1818	0,2159	0,2550	0,2813	0,3547
82	0,1807	0,2146	0,2535	0,2796	0,3527
83	0,1796	0,2133	0,2520	0,2780	0,3507
84	0,1786	0,2120	0,2505	0,2764	0,3487
85	0,1775	0,2108	0,2491	0,2748	0,3468
86	0,1765	0,2096	0,2477	0,2732	0,3449
87	0,1755	0,2084	0,2463	0,2717	0,3430
88	0,1745	0,2072	0,2449	0,2702	0,3412
89	0,1735	0,2061	0,2435	0,2687	0,3393
90	0,1726	0,2050	0,2422	0,2673	0,3375
91	0,1716	0,2039	0,2409	0,2659	0,3358
92	0,1707	0,2028	0,2396	0,2645	0,3341
93	0,1698	0,2017	0,2384	0,2631	0,3323
94	0,1689	0,2006	0,2371	0,2617	0,3307
95	0,1680	0,1996	0,2359	0,2604	0,3290
96	0,1671	0,1986	0,2347	0,2591	0,3274
97	0,1663	0,1975	0,2335	0,2578	0,3258
98	0,1654	0,1966	0,2324	0,2565	0,3242
99	0,1646	0,1956	0,2312	0,2552	0,3226
100	0,1638	0,1946	0,2301	0,2540	0,3211
101	0,1630	0,1937	0,2290	0,2528	0,3196
102	0,1622	0,1927	0,2279	0,2515	0,3181
103	0,1614	0,1918	0,2268	0,2504	0,3166
104	0,1606	0,1909	0,2257	0,2492	0,3152
105	0,1599	0,1900	0,2247	0,2480	0,3137
106	0,1591	0,1891	0,2236	0,2469	0,3123
107	0,1584	0,1882	0,2226	0,2458	0,3109
108	0,1576	0,1874	0,2216	0,2446	0,3095
109	0,1569	0,1865	0,2206	0,2436	0,3082
110	0,1562	0,1857	0,2196	0,2425	0,3068
111	0,1555	0,1848	0,2186	0,2414	0,3055
112	0,1548	0,1840	0,2177	0,2403	0,3042
113	0,1541	0,1832	0,2167	0,2393	0,3029
114	0,1535	0,1824	0,2158	0,2383	0,3016
115	0,1528	0,1816	0,2149	0,2373	0,3004
116	0,1522	0,1809	0,2139	0,2363	0,2991
117	0,1515	0,1801	0,2131	0,2353	0,2979
118	0,1509	0,1793	0,2122	0,2343	0,2967
119	0,1502	0,1786	0,2113	0,2333	0,2955
120	0,1496	0,1779	0,2104	0,2324	0,2943

Lampiran 14 Tabel Uji-t

df	0,05	0,025
1	6.314	12.706
2	2.920	4.303
3	2.353	3.182
4	2.132	2.776
5	2.015	2.571
6	1.943	2.447
7	1.895	2.365
8	1.860	2.306
9	1.833	2.262
10	1.812	2.228
11	1.796	2.201
12	1.782	2.179
13	1.771	2.160
14	1.761	2.145
15	1.753	2.131
16	1.746	2.120
17	1.740	2.110
18	1.734	2.101
19	1.729	2.093
20	1.725	2.086
21	1.721	2.080
22	1.717	2.074
23	1.714	2.069
24	1.711	2.064
25	1.708	2.060
26	1.706	2.056
27	1.703	2.052
28	1.701	2.048
29	1.699	2.045
30	1.697	2.042
31	1.696	2.040
32	1.694	2.037
33	1.692	2.035
34	1.691	2.032
35	1.690	2.030
36	1.688	2.028
37	1.687	2.026
38	1.686	2.024
39	1.685	2.023
40	1.684	2.021
41	1.683	2.020
42	1.682	2.018
43	1.681	2.017
44	1.680	2.015
45	1.679	2.014
46	1.679	2.014
47	1.678	2.013
48	1.677	2.012
49	1.677	2.011
50	1.676	2.010
51	1.675	2.008
52	1.675	2.007

df	0,05	0,025
53	1.674	2.006
54	1.674	2.005
55	1.673	2.004
56	1.673	2.003
57	1.672	2.002
58	1.672	2.002
59	1.671	2.001
60	1.671	2.000
61	1.670	2.000
62	1.670	1.999
63	1.669	1.998
64	1.669	1.998
65	1.669	1.997
66	1.668	1.997
67	1.668	1.996
68	1.668	1.995
69	1.667	1.995
70	1.667	1.994
71	1.667	1.995
72	1.666	1.993
73	1.666	1.993
74	1.666	1.993
75	1.665	1.992
76	1.665	1.992
77	1.665	1.991
78	1.665	1.991
79	1.664	1.990
80	1.664	1.990
81	1.664	1.990
82	1.664	1.989
83	1.663	1.989
84	1.663	1.989
85	1.663	1.988
86	1.663	1.988
87	1.663	1.988
88	1.662	1.987
89	1.662	1.987
90	1.662	1.987
91	1.662	1.986
92	1.662	1.986
93	1.661	1.986
94	1.661	1.986
95	1.661	1.985
96	1.661	1.985
97	1.661	1.985
98	1.661	1.984
99	1.660	1.984
100	1.660	1.984
101	1.660	1.984
102	1.660	1.983
103	1.660	1.983
104	1.660	1.983

df	0,05	0,025
105	1.659	1.983
106	1.659	1.983
107	1.659	1.982
108	1.659	1.982
109	1.659	1.982
110	1.659	1.982
111	1.659	1.982
112	1.659	1.981
113	1.658	1.981
114	1.658	1.981
115	1.658	1.981
116	1.658	1.981
117	1.658	1.980
118	1.658	1.980
119	1.658	1.980
120	1.658	1.980
121	1.658	1.980
122	1.657	1.980
123	1.657	1.979
124	1.657	1.979
125	1.657	1.979
126	1.657	1.979
127	1.657	1.979
128	1.657	1.979
129	1.657	1.979
130	1.657	1.978
131	1.657	1.978
132	1.656	1.978
133	1.656	1.978
134	1.656	1.978
135	1.656	1.978
136	1.656	1.978
137	1.656	1.977
138	1.656	1.977
139	1.656	1.977
140	1.656	1.977
141	1.656	1.977
142	1.656	1.977
143	1.656	1.977
144	1.656	1.977
145	1.655	1.976
146	1.655	1.976
147	1.655	1.976
148	1.655	1.976
149	1.655	1.976
150	1.655	1.976
151	1.655	1.976
152	1.655	1.976
153	1.655	1.976
154	1.655	1.975
155	1.655	1.975
156	1.655	1.975

df	0,05	0,025
157	1.655	1.975
158	1.655	1.975
159	1.654	1.975
160	1.654	1.975
161	1.654	1.975
162	1.654	1.975
163	1.654	1.975
164	1.654	1.975
165	1.654	1.974
166	1.654	1.974
167	1.654	1.974
168	1.654	1.974
169	1.654	1.974
170	1.654	1.974
171	1.654	1.974
172	1.654	1.974
173	1.654	1.974
174	1.654	1.974
175	1.654	1.974
176	1.654	1.974
177	1.654	1.973
178	1.653	1.973
179	1.653	1.973
180	1.653	1.973
181	1.653	1.973
182	1.653	1.973
183	1.654	1.973
184	1.653	1.973
185	1.653	1.973
186	1.653	1.973
187	1.653	1.973
188	1.653	1.973
189	1.654	1.973
190	1.653	1.973
191	1.653	1.972
192	1.653	1.972
193	1.653	1.972
194	1.653	1.972
195	1.654	1.972
196	1.653	1.972
197	1.653	1.972
198	1.653	1.972
199	1.653	1.972
200	1.653	1.972

Lampiran 15 Tabel Uji-F

Titik Persentase Distribusi F untuk Probabilita = 0,05

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.87	1.83	1.80	1.77	1.75
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74

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Judul Skripsi : PENGARUH SOCIAL MEDIA MARKETING, BRAND TRUST, DAN BRAND IMAGE TERHADAP KEPUASAN KONSUMEN SUPERKINDO (CARANG CATELIT UTARA)

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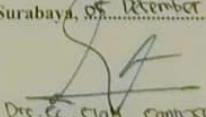
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