

DAFTAR LAMPIRAN

Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN

Assalamualaikum wr,wb.

Perkenalkan saya Deny Nurfauzan, Mahasiswa Program Studi Manajemen Sekolah Tinggi Ilmu Ekonomi Indonesia - Jakarta (STEI). Saat ini, saya sedang melakukan penelitian untuk tugas akhir (skripsi) dengan judul **“PENGARUH PROMOTION, BRAND EQUITY DAN CUSTOMER EXPERIENCE TERHADAP KEPUTUSAN PEMBELIAN MELALUI APLIKASI TRAVELOKA EATS (STUDI KASUS PENGGUNA AKUN INSTAGRAM TRAVELOKA EATS)**

Penelitian ini merupakan salah satu syarat kelulusan di jenjang Stara- 1 Manajemen. Berkaitan dengan hal tersebut saya memohon saudara atau saudara meluangkan waktu untuk mengisi kuesioner ini secara lengkap sehingga dapat membantu melengkapi data yang saya perlukan. Data pribadi saudara/i tidak akan dipublikasikan dan kerahasiaan informasi yang diperoleh akan dijaga baik untuk kepentingan penelitian saya.

Besar harapan saya atas partisipasi saudara/i terhadap pengisian kuesioner ini, atas perhatian dan bantuan saudarai, saya mengucapkan terimakasih.

Hormat Saya.

DENY NURFAUZAN

21180000513

Lampiran 2. Responden Kuesioner

Petunjuk Pengisian:

Angket ini terdiri dari, identitas responden dan tanggapan responden. Untuk setiap pertanyaan dan jawaban mohon dibaca dan dijawab tanpa ada yang dilewatkan. Untuk cara menjawab pertanyaan dengan memberikan tanda *checklist* (\checkmark) pada jawaban yang sudah di sediakan.

1. Identitas Responden

- a. Usia : () <18 Tahun
 () 19- 25 Tahun
 () 26-30 Tahun
 () 31- 35 Tahun
 () 36-40 Tahun

- b. Jenis Kelamin : () Laki-Laki
 () Perempuan

- c. Pekerjaan : () Pelajar/Mahasiswa
 () Karyawan Swasta
 () Pegawai Negeri
 () Wirausaha
 () Ya lainnya

2. Tanggapan responden

Pada setiap pertanyaan terdapat lima pilihan jawaban yang mengacu pada metode skala likert, dengan kriteria penilaian:

1. = Sangat Tidak Setuju
2. = Tidak Setuju
3. = Netral
4. = Setuju
5. = Sangat Setuju

| No | Uraian Kuesioner atau Pernyataan | STS | TS | N | S | SS |
|------------------------------|--|-----|----|---|---|----|
| | | 1 | 2 | 3 | 4 | 5 |
| <i>Variabel Promotion</i> | | | | | | |
| 1 | Menurut saya kegiatan promosi yang dilakukan oleh Traveloka eats melalui instagram sudah sesuai dengan <i>advertising</i> yang didapatkan | | | | | |
| 2 | Menurut saya kegiatan promosi yang dilakukan oleh Traveloka eats melalui instagram sudah sesuai <i>dengan sales promotion</i> yang didapatkan | | | | | |
| 3 | Menurut saya kegiatan promosi yang dilakukan oleh Traveloka eats melalui instagram sudah sesuai dengan <i>Public relation</i> yang di dapatkan | | | | | |
| <i>Variabel Brand Equity</i> | | | | | | |
| 4 | Menurut saya brand equity Traveloka eats mampu menjadikan leadership market di segementasi dilevery order food bagi konsumen | | | | | |
| 5 | Menurut saya Traveloka eats dapat mempertahankan loyalitas konsumen | | | | | |
| 6 | Menurut saya srategi dalam mempertahankan market Traveoka eats mampu memperkuat dalam memberikan layanannya terhadap konsumen | | | | | |
| 7 | Menurut saya dalam memasarkan suatu Traveloka eats mampu menjangkau semua kalangan konsumen | | | | | |
| 8 | Menurut saya dalam harus mengikuti trend masa kini di era serba digital yang dilakukan Traveloka Eats dalam membangun brand awareness | | | | | |
| 9 | Menurut saya Traveloka eats menjadikan legalitas dan sudah mengikuti aturan-aturan dalam memasarkan produk tersebut | | | | | |

| Variabel <i>Customer Experience</i> | | | | | | |
|-------------------------------------|--|--|--|--|--|--|
| 10 | Konsumen sebagai pengguna aplikasi Traveloka eats mendapatkan pengalaman konsumen dengan cara hanya melihat dan merasakan | | | | | |
| 11 | Dengan customer experience sebagai pengguna aplikasi Traveloka eats mempengaruhi perasaan senang dan puas dalam menggunakan layanannya | | | | | |
| 12 | Menurut saya pengalaman yang dapat memperkenalkan Traveloka eats dengan berfikir secara baik | | | | | |
| 13 | Dalam memperkenalkan aplikasi Traveloka eats dengan melakukan tindakan baik terhadap konsumen | | | | | |
| 14 | Pengalaman yang di dapat dari pengguna aplikasi Traveloka Eats terhadap komunitas sosial | | | | | |
| Variabel Keputusan Pembelian | | | | | | |
| 15 | Menurut saya pilihan jenis makanan Traveloka Eats yang beragam | | | | | |
| 16 | Menurut saya pilihan restoran Traveloka Eats yang beragam | | | | | |
| 17 | Menurut saya pilihan cabang restoran Traveloka Eats yang beragam | | | | | |
| 18 | Menurut saya melalui aplikasi Traveloka Eats bisa beli di setiap waktu | | | | | |
| 19 | Menurut saya melalui aplikasi Traveloka eats tidak membatasi jumlah pembelian | | | | | |

Lampiran 3. Hasil Pengolahan SPSS Versi 26

Lampiran 3.1 Uji Validasi *Promotion* (X1)

| Correlations | | | | | |
|--------------|---------------------|--------|--------|--------|----------|
| | | X1.1 | X1.2 | X1.3 | Total_X1 |
| X1.1 | Pearson Correlation | 1 | .638** | .616** | .884** |
| | Sig. (2-tailed) | | 0.000 | 0.000 | 0.000 |
| | N | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .638** | 1 | .522** | .841** |
| | Sig. (2-tailed) | 0.000 | | 0.000 | 0.000 |
| | N | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .616** | .522** | 1 | .834** |
| | Sig. (2-tailed) | 0.000 | 0.000 | | 0.000 |
| | N | 100 | 100 | 100 | 100 |
| Total_X1 | Pearson Correlation | .884** | .841** | .834** | 1 |
| | Sig. (2-tailed) | 0.000 | 0.000 | 0.000 | |
| | N | 100 | 100 | 100 | 100 |

Lampiran 3.2 Uji Validasi *Brand Equity* (X2)

| Correlations | | | | | | | | | |
|--------------|---------------------|--------|--------|--------|--------|--------|--------|--------|----------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | Total_X2 |
| X2.1 | Pearson Correlation | 1 | .488** | .433** | .429** | .392** | .351** | .324** | .664** |
| | Sig. (2-tailed) | | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.001 | 0.000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .488** | 1 | .637** | .595** | .640** | .438** | .357** | .802** |
| | Sig. (2-tailed) | 0.000 | | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .433** | .637** | 1 | .509** | .597** | .408** | .380** | .759** |
| | Sig. (2-tailed) | 0.000 | 0.000 | | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |

| | | | | | | | | | |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson Correlation | .429** | .595** | .509** | 1 | .508** | .528** | .349** | .763** |
| | Sig. (2-tailed) | 0.000 | 0.000 | 0.000 | | 0.000 | 0.000 | 0.000 | 0.000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.5 | Pearson Correlation | .392** | .640** | .597** | .508** | 1 | .529** | .437** | .785** |
| | Sig. (2-tailed) | 0.000 | 0.000 | 0.000 | 0.000 | | 0.000 | 0.000 | 0.000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.6 | Pearson Correlation | .351** | .438** | .408** | .528** | .529** | 1 | .539** | .731** |
| | Sig. (2-tailed) | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | | 0.000 | 0.000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.7 | Pearson Correlation | .324** | .357** | .380** | .349** | .437** | .539** | 1 | .665** |

| | | | | | | | | | |
|--|---------------------|--------|--------|--------|--------|--------|--------|--------|-------|
| | Sig. (2-tailed) | 0.001 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | | 0.000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total_X2 | Pearson Correlation | .664** | .802** | .759** | .763** | .785** | .731** | .665** | 1 |
| | Sig. (2-tailed) | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | |

Lampiran 3.3 Uji Validasi *Customer Experience* (X3)

| Correlations | | | | | | | |
|---------------------|--|--------|--------|--------|--------|--------|----------|
| | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | Total_X3 |
| X3.1 | Pearson Correlation | 1 | .500** | .262** | .428** | .513** | .737** |
| | Sig. (2-tailed) | | 0.000 | 0.009 | 0.000 | 0.000 | 0.000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.2 | Pearson Correlation | .500** | 1 | .348** | .455** | .465** | .740** |
| | Sig. (2-tailed) | 0.000 | | 0.000 | 0.000 | 0.000 | 0.000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.3 | Pearson Correlation | .262** | .348** | 1 | .500** | .481** | .688** |
| | Sig. (2-tailed) | 0.009 | 0.000 | | 0.000 | 0.000 | 0.000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.4 | Pearson Correlation | .428** | .455** | .500** | 1 | .514** | .768** |
| | Sig. (2-tailed) | 0.000 | 0.000 | 0.000 | | 0.000 | 0.000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.5 | Pearson Correlation | .513** | .465** | .481** | .514** | 1 | .798** |
| | Sig. (2-tailed) | 0.000 | 0.000 | 0.000 | 0.000 | | 0.000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Total_X3 | Pearson Correlation | .737** | .740** | .688** | .768** | .798** | 1 |
| | Sig. (2-tailed) | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| **. | Correlation is significant at the 0.01 level (2-tailed). | | | | | | |

Lampiran 3.4 Uji Validasi Keputusan Pembelian (Y)

| Correlations | | | | | | | |
|--|---------------------|------------|------------|------------|------------|------------|---------|
| | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Total_Y |
| Y.1 | Pearson Correlation | 1 | .430** | .454** | - 0.068 | .471** | .687** |
| | Sig. (2-tailed) | | 0.000 | 0.000 | 0.502 | 0.000 | 0.000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.2 | Pearson Correlation | .430** | 1 | .761** | - 0.163 | .526** | .789** |
| | Sig. (2-tailed) | 0.000 | | 0.000 | 0.105 | 0.000 | 0.000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.3 | Pearson Correlation | .454** | .761** | 1 | - 0.149 | .522** | .798** |
| | Sig. (2-tailed) | 0.000 | 0.000 | | 0.140 | 0.000 | 0.000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.4 | Pearson Correlation | - 0.068 | - 0.163 | - 0.149 | 1 | - 0.169 | .215* |
| | Sig. (2-tailed) | 0.502 | 0.105 | 0.140 | | 0.092 | 0.032 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.5 | Pearson Correlation | .471** | .526** | .522** | - 0.169 | 1 | .698** |
| | Sig. (2-tailed) | 0.000 | 0.000 | 0.000 | 0.092 | | 0.000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Total_Y | Pearson Correlation | .687** | .789** | .798** | .215* | .698** | 1 |
| | Sig. (2-tailed) | 0.000 | 0.000 | 0.000 | 0.032 | 0.000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

Lampiran 3.5 Uji Reliabilitas *Promotion* (X1)

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| 0.813 | 3 |

Lampiran 3.6 Uji Reliabilitas *Brand Equity* (X2)

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| 0.858 | 7 |

Lampiran 3.7 Uji Reliabilitas *Customer Experience* (X3)

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| 0.800 | 5 |

Lampiran 3.8 Uji Reliabilitas Keputusan Pembelian (Y)

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| 0.791 | 5 |

Lampiran 3.9 Uji Koefisien Determinasi Parsial X1 Terhadap Y

| Model Summary | | | | |
|-------------------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .627 ^a | 0.393 | 0.387 | 1.850 |
| a. Predictors: (Constant), Total_X1 | | | | |

Lampiran 3.10 Uji Koefisien Determinasi Parsial X2 Terhadap Y

| Model Summary | | | | |
|-------------------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .672 ^a | 0.452 | 0.446 | 1.759 |
| a. Predictors: (Constant), Total_X2 | | | | |

Lampiran 3.11 Uji Koefisien Determinasi Parsial X3 Terhadap Y

| Model Summary | | | | |
|-------------------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .697 ^a | 0.486 | 0.481 | 1.703 |
| a. Predictors: (Constant), Total_X3 | | | | |

Lampiran 3.12 Data Tabulasi Penelitian (Promotion X1) (Brand Equity X2) (Customer Experience X3) dan Keputusan Pembelian (Y)

| <i>Promotion (X1)</i> | | | |
|-----------------------|------|------|----------|
| X1.1 | X1.2 | X1.3 | Total X1 |
| 5 | 4 | 5 | 14 |
| 4 | 5 | 4 | 13 |
| 5 | 5 | 4 | 14 |
| 5 | 4 | 5 | 14 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 3 | 11 |
| 4 | 4 | 5 | 13 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 4 | 13 |
| 4 | 5 | 5 | 14 |
| 4 | 3 | 4 | 11 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 15 |
| 4 | 5 | 4 | 13 |
| 5 | 5 | 5 | 15 |
| 3 | 3 | 3 | 9 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 3 | 3 | 3 | 9 |
| 4 | 4 | 5 | 13 |
| 5 | 5 | 5 | 15 |
| 3 | 4 | 4 | 11 |
| 4 | 5 | 5 | 14 |
| 4 | 4 | 3 | 11 |
| 5 | 5 | 5 | 15 |
| 3 | 3 | 3 | 9 |

| | | | |
|---|---|---|----|
| 5 | 5 | 5 | 15 |
| 5 | 5 | 4 | 14 |
| 4 | 5 | 4 | 13 |
| 5 | 5 | 4 | 14 |
| 5 | 4 | 5 | 14 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 5 | 4 | 13 |
| 5 | 5 | 4 | 14 |
| 5 | 4 | 4 | 13 |
| 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 15 |
| 4 | 5 | 5 | 14 |
| 4 | 4 | 5 | 13 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 5 | 14 |
| 4 | 5 | 4 | 13 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 4 | 3 | 4 | 11 |
| 3 | 4 | 4 | 11 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 5 | 14 |
| 4 | 4 | 5 | 13 |
| 4 | 4 | 3 | 11 |
| 5 | 4 | 5 | 14 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 5 | 14 |
| 4 | 4 | 5 | 13 |
| 3 | 4 | 4 | 11 |
| 5 | 4 | 5 | 14 |
| 5 | 5 | 5 | 15 |

| | | | |
|---|---|---|----|
| 5 | 5 | 5 | 15 |
| 4 | 3 | 4 | 11 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 5 | 5 | 4 | 14 |
| 3 | 3 | 4 | 10 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 3 | 11 |
| 5 | 4 | 4 | 13 |
| 4 | 5 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 4 | 14 |
| 4 | 4 | 3 | 11 |
| 4 | 4 | 5 | 13 |
| 5 | 4 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 3 | 3 | 4 | 10 |
| 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 5 | 14 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 4 | 11 |
| 5 | 5 | 4 | 14 |

| <i>Brand Equity (X2)</i> | | | | | | | |
|--------------------------|------|------|------|------|------|------|----------|
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | Total X2 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 31 |
| 5 | 5 | 4 | 4 | 5 | 4 | 5 | 32 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 29 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 31 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 29 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 25 |
| 2 | 4 | 4 | 4 | 5 | 5 | 4 | 28 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 30 |
| 3 | 3 | 3 | 3 | 5 | 5 | 5 | 27 |
| 4 | 5 | 4 | 4 | 5 | 5 | 4 | 31 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 27 |
| 4 | 3 | 4 | 4 | 4 | 5 | 4 | 28 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 34 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 34 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 34 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 4 | 5 | 4 | 5 | 5 | 5 | 4 | 32 |
| 4 | 5 | 5 | 5 | 5 | 4 | 3 | 31 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 4 | 5 | 5 | 5 | 5 | 5 | 3 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 5 | 4 | 4 | 4 | 5 | 4 | 4 | 30 |
| 5 | 4 | 4 | 4 | 5 | 3 | 2 | 27 |
| 4 | 4 | 5 | 4 | 4 | 5 | 5 | 31 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 3 | 4 | 4 | 4 | 4 | 4 | 3 | 26 |
| 5 | 5 | 5 | 5 | 5 | 5 | 2 | 32 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 32 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 30 |
| 3 | 3 | 3 | 3 | 3 | 4 | 4 | 23 |
| 4 | 5 | 4 | 5 | 5 | 5 | 5 | 33 |

| | | | | | | | |
|---|---|---|---|---|---|---|----|
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 29 |
| 4 | 4 | 5 | 5 | 5 | 3 | 4 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 34 |
| 4 | 4 | 4 | 5 | 4 | 5 | 5 | 31 |
| 4 | 3 | 4 | 5 | 4 | 4 | 4 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 34 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 32 |
| 5 | 5 | 5 | 4 | 5 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 32 |
| 4 | 5 | 5 | 4 | 4 | 4 | 5 | 31 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 4 | 4 | 5 | 3 | 4 | 4 | 4 | 28 |
| 3 | 4 | 4 | 3 | 4 | 3 | 2 | 23 |
| 3 | 3 | 4 | 3 | 3 | 4 | 3 | 23 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 29 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 30 |
| 5 | 4 | 5 | 5 | 4 | 4 | 3 | 30 |
| 4 | 5 | 5 | 4 | 5 | 4 | 4 | 31 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 32 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 33 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 32 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 30 |
| 5 | 3 | 3 | 4 | 4 | 5 | 4 | 28 |
| 5 | 4 | 5 | 3 | 5 | 5 | 5 | 32 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 34 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 3 | 3 | 4 | 2 | 4 | 3 | 3 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 34 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 30 |

| | | | | | | | |
|---|---|---|---|---|---|---|----|
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 26 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 29 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 31 |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 26 |
| 5 | 4 | 4 | 5 | 4 | 4 | 4 | 30 |
| 4 | 5 | 4 | 5 | 5 | 5 | 4 | 32 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 33 |
| 4 | 3 | 3 | 4 | 3 | 3 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 3 | 3 | 3 | 3 | 4 | 4 | 3 | 23 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 27 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 33 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 2 | 5 | 5 | 5 | 5 | 4 | 5 | 31 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 27 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 29 |

| <i>Customer Experience (X3)</i> | | | | | |
|---------------------------------|------|------|------|------|----------|
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | Total X3 |
| 4 | 5 | 5 | 4 | 5 | 23 |
| 5 | 4 | 4 | 5 | 4 | 22 |
| 4 | 4 | 5 | 4 | 4 | 21 |
| 4 | 5 | 5 | 4 | 5 | 23 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 5 | 5 | 5 | 23 |
| 3 | 4 | 4 | 4 | 3 | 18 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 5 | 5 | 5 | 4 | 23 |
| 5 | 5 | 4 | 4 | 4 | 22 |
| 4 | 4 | 5 | 5 | 4 | 22 |
| 3 | 2 | 5 | 4 | 4 | 18 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 4 | 4 | 5 | 5 | 23 |
| 4 | 5 | 4 | 5 | 4 | 22 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 5 | 5 | 5 | 5 | 24 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 5 | 4 | 5 | 22 |
| 3 | 3 | 5 | 5 | 4 | 20 |
| 4 | 4 | 3 | 3 | 4 | 18 |
| 3 | 5 | 3 | 4 | 4 | 19 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 4 | 4 | 4 | 4 | 5 | 21 |
| 4 | 5 | 4 | 4 | 5 | 22 |
| 2 | 4 | 4 | 3 | 3 | 16 |
| 5 | 4 | 4 | 4 | 4 | 21 |
| 3 | 4 | 4 | 4 | 4 | 19 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 4 | 4 | 4 | 4 | 19 |
| 2 | 5 | 5 | 5 | 5 | 22 |

| | | | | | |
|---|---|---|---|---|----|
| 4 | 4 | 5 | 5 | 5 | 23 |
| 4 | 5 | 4 | 4 | 4 | 21 |
| 4 | 4 | 5 | 3 | 5 | 21 |
| 5 | 5 | 3 | 4 | 5 | 22 |
| 5 | 5 | 5 | 5 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 5 | 4 | 4 | 21 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 5 | 4 | 5 | 5 | 24 |
| 5 | 5 | 4 | 4 | 5 | 23 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 5 | 5 | 5 | 4 | 24 |
| 5 | 5 | 5 | 4 | 5 | 24 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 4 | 5 | 4 | 5 | 23 |
| 4 | 5 | 4 | 4 | 4 | 21 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 5 | 5 | 5 | 5 | 24 |
| 5 | 4 | 2 | 5 | 5 | 21 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 5 | 5 | 5 | 4 | 23 |
| 2 | 4 | 3 | 3 | 3 | 15 |
| 3 | 3 | 4 | 3 | 3 | 16 |
| 5 | 4 | 4 | 4 | 4 | 21 |
| 5 | 5 | 5 | 4 | 4 | 23 |
| 3 | 4 | 5 | 4 | 4 | 20 |
| 4 | 5 | 4 | 4 | 3 | 20 |
| 4 | 4 | 4 | 4 | 5 | 21 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 5 | 5 | 5 | 5 | 24 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 4 | 5 | 4 | 5 | 23 |
| 4 | 5 | 4 | 5 | 4 | 22 |
| 4 | 4 | 3 | 3 | 3 | 17 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 5 | 4 | 5 | 4 | 23 |
| 5 | 5 | 4 | 4 | 5 | 23 |
| 3 | 3 | 3 | 4 | 3 | 16 |
| 4 | 4 | 4 | 4 | 4 | 20 |

| | | | | | |
|---|---|---|---|---|----|
| 5 | 5 | 5 | 5 | 3 | 23 |
| 4 | 5 | 5 | 4 | 5 | 23 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 5 | 5 | 5 | 23 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 3 | 4 | 4 | 4 | 19 |
| 4 | 5 | 5 | 5 | 4 | 23 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 4 | 4 | 4 | 3 | 3 | 18 |
| 5 | 5 | 4 | 4 | 5 | 23 |
| 4 | 3 | 4 | 5 | 4 | 20 |
| 4 | 5 | 4 | 5 | 4 | 22 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 5 | 4 | 4 | 4 | 21 |
| 4 | 4 | 4 | 5 | 4 | 21 |
| 5 | 5 | 4 | 4 | 4 | 22 |
| 4 | 4 | 4 | 4 | 3 | 19 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 4 | 4 | 3 | 18 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 5 | 5 | 5 | 5 | 24 |
| 4 | 4 | 4 | 5 | 4 | 21 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 3 | 3 | 18 |
| 4 | 4 | 5 | 4 | 4 | 21 |

| Keputusan Pembelian (Y) | | | | | |
|-------------------------|-----|-----|-----|-----|---------|
| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Total Y |
| 5 | 4 | 5 | 4 | 5 | 23 |
| 4 | 5 | 4 | 5 | 4 | 22 |
| 4 | 5 | 4 | 5 | 4 | 22 |
| 5 | 4 | 5 | 5 | 5 | 24 |
| 4 | 4 | 5 | 5 | 4 | 22 |
| 5 | 5 | 4 | 5 | 4 | 23 |
| 3 | 3 | 3 | 5 | 5 | 19 |
| 4 | 2 | 2 | 5 | 4 | 17 |
| 4 | 5 | 5 | 5 | 5 | 24 |
| 4 | 3 | 4 | 5 | 3 | 19 |
| 4 | 4 | 4 | 4 | 5 | 21 |
| 4 | 3 | 4 | 4 | 4 | 19 |
| 4 | 4 | 4 | 5 | 5 | 22 |
| 5 | 5 | 4 | 3 | 4 | 21 |
| 4 | 5 | 5 | 5 | 5 | 24 |
| 4 | 5 | 5 | 4 | 5 | 23 |
| 5 | 4 | 4 | 4 | 5 | 22 |
| 3 | 3 | 3 | 5 | 3 | 17 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 5 | 5 | 3 | 5 | 23 |
| 4 | 5 | 5 | 4 | 5 | 23 |
| 4 | 3 | 3 | 4 | 4 | 18 |
| 4 | 5 | 5 | 5 | 5 | 24 |
| 4 | 4 | 4 | 5 | 4 | 21 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 3 | 3 | 5 | 3 | 17 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 5 | 5 | 3 | 5 | 23 |
| 3 | 5 | 3 | 4 | 4 | 19 |
| 4 | 4 | 4 | 5 | 4 | 21 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 5 | 5 | 4 | 5 | 24 |
| 4 | 3 | 3 | 3 | 4 | 17 |
| 5 | 5 | 5 | 4 | 5 | 24 |

| | | | | | |
|---|---|---|---|---|----|
| 5 | 5 | 5 | 5 | 4 | 24 |
| 4 | 5 | 4 | 3 | 5 | 21 |
| 5 | 5 | 5 | 4 | 5 | 24 |
| 5 | 5 | 5 | 4 | 5 | 24 |
| 4 | 5 | 5 | 2 | 5 | 21 |
| 4 | 5 | 5 | 1 | 5 | 20 |
| 4 | 5 | 5 | 4 | 5 | 23 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 5 | 4 | 4 | 4 | 22 |
| 5 | 4 | 5 | 4 | 4 | 22 |
| 4 | 5 | 5 | 2 | 4 | 20 |
| 5 | 5 | 5 | 4 | 5 | 24 |
| 4 | 5 | 5 | 5 | 5 | 24 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 4 | 5 | 5 | 5 | 24 |
| 4 | 5 | 5 | 5 | 4 | 23 |
| 4 | 4 | 4 | 5 | 4 | 21 |
| 5 | 5 | 4 | 5 | 4 | 23 |
| 5 | 5 | 5 | 5 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 5 | 5 | 3 | 4 | 21 |
| 3 | 3 | 3 | 4 | 4 | 17 |
| 3 | 3 | 3 | 4 | 3 | 16 |
| 4 | 4 | 4 | 2 | 4 | 18 |
| 4 | 4 | 5 | 4 | 5 | 22 |
| 4 | 4 | 4 | 4 | 3 | 19 |
| 3 | 5 | 5 | 3 | 4 | 20 |
| 5 | 5 | 4 | 4 | 4 | 22 |
| 5 | 5 | 5 | 2 | 5 | 22 |
| 5 | 4 | 4 | 4 | 5 | 22 |
| 4 | 4 | 4 | 3 | 4 | 19 |
| 5 | 5 | 4 | 4 | 5 | 23 |
| 4 | 5 | 4 | 4 | 5 | 22 |
| 3 | 3 | 3 | 5 | 3 | 17 |
| 5 | 5 | 4 | 5 | 5 | 24 |
| 4 | 5 | 4 | 4 | 5 | 22 |
| 5 | 5 | 5 | 4 | 5 | 24 |
| 3 | 4 | 5 | 5 | 3 | 20 |
| 4 | 4 | 4 | 5 | 4 | 21 |

| | | | | | |
|---|---|---|---|---|----|
| 3 | 5 | 5 | 5 | 5 | 23 |
| 5 | 4 | 4 | 4 | 5 | 22 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 5 | 5 | 3 | 5 | 23 |
| 5 | 5 | 5 | 4 | 5 | 24 |
| 4 | 3 | 3 | 4 | 3 | 17 |
| 4 | 2 | 2 | 5 | 5 | 18 |
| 3 | 5 | 5 | 4 | 5 | 22 |
| 3 | 5 | 5 | 3 | 5 | 21 |
| 5 | 4 | 5 | 2 | 5 | 21 |
| 4 | 4 | 4 | 5 | 4 | 21 |
| 4 | 5 | 4 | 3 | 5 | 21 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 5 | 4 | 5 | 4 | 22 |
| 4 | 5 | 4 | 4 | 5 | 22 |
| 4 | 4 | 4 | 3 | 4 | 19 |
| 3 | 3 | 3 | 4 | 3 | 16 |
| 4 | 4 | 4 | 5 | 4 | 21 |
| 3 | 4 | 4 | 5 | 4 | 20 |
| 4 | 4 | 4 | 5 | 4 | 21 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 5 | 5 | 5 | 5 | 24 |
| 5 | 5 | 5 | 4 | 5 | 24 |
| 4 | 4 | 4 | 5 | 3 | 20 |
| 3 | 3 | 3 | 5 | 4 | 18 |
| 4 | 5 | 5 | 5 | 4 | 23 |



Lampiran 4. Surat Riset

Nomor : 282/BAA&AD/STEI/V/2022

Lampiran : Proposal Penelitian

**Perihal : Peromohonan Izin Riset Bagi Mahasiswa
Sekolah Tinggi Ilmu Ekonomi Indonesia**

Kepada Yth:

PT. Traveloka Indonesia (Traveloka.Com)

**16Th Flor Midpoint Place, Jl. H Fachrudin No.,26 Kp. Bali, Kecamatan
Tanah Abang, Jakarta. Daerah Khusus Ibukota Jakaerta 10250**

Sesuai dengan ketentuan yang berlaku, setiap mahasiswa diwajibkan untuk menyusun Karya Tulis Akhir (Skripsi) dan mempertahankan dihadapan suatu panitia penguji sebagai persyaratan untuk memperoleh gelar Sarjana Ekonomi.

Sehubungan dengan hal tersebut, mahasiswa Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI) :

Nama : Deny Nurfauzan

NPK : 21180000513

No. Handphone : 089505544061

Program Studi : S1 MANAJEMEN

Judul KTA : PENGARUH PROMOTION, BRAND EQUITY DAN CUSTOMER EXPERIENCE TERHADAP KEPUTUSAN PEMBELIAN MELALUI APLIKASI TRAVELOKA EATS (STUDI KASUS PENGGUNA INSTAGRAM TRAVELOKA EATS)

Bermaksud untuk mengadakan riset dalam bidang manajemen dengan topik yang ingin dibahas seperti yang dimuat dalam proposal penelitian terlampir pada Instansi yang Bapak/Ibu pimpin. Perlu kami tambahkan bahwa kode etik Perguruan Tinggi menjamin kerahasiaan data dan informasi yang diperoleh.

Sebagai bukti pelaksanaan riset, maka satu set laporan hasil penelitian (Skripsi) nantinya akan diserahkan kepada Manajemen Instansi oleh mahasiswa yang bersangkutan.

Pimpinan Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI) Jakarta, Mengucapkan terima kasih atas bantuan dan kerjasamanya.

Jakarta, 16 Agustus 2022

Sekolah Tinggi Ilmu Ekonomi Indonesia

Wakil Ketua I



DR. LIES. Zulfiati, S.E., M.SI., AK.,CA

NIK. 010999089

Lampiran 5 Daftar Riwayat Hidup Peneliti

DATA PRIBADI

Nama : Deny Nurfauzan
Jenis Kelamin : Laki-laki
Tempat, Tanggal Lahir : Jakarta, 03 Oktober 1999
Alamat : Jl.Kayumanis 2 Baru No.17 RT/13 RW/02
Kel. Kayumanis Kec. Matraman Jakarta
Timur DKI JAKARTA
Agama : Islam
No. Telpon : 0895-0554-4061
Email : denynurfauzan77@gmail.com

PENDIDIKAN FORMAL

SD Negeri 17 JAKARTA : 2006 - 2011
SMP Negeri 97 Jakarta : 2012 - 2015
SMAS MUHAMMADIYAH 12 JAKARTA : 2015 - 2018
Sekolah Tinggi Ilmu Ekonomi Indonesia : 2018 - sekarang