

## DAFTAR PUSTAKA

- Alina, C., & Ab, E. (2016). Social Media-a Strategy in Developing Customer Relationship Management. *Procedia Economics and Finance*, 39, 785–790. [https://doi.org/10.1016/S2212-5671\(16\)30266-0](https://doi.org/10.1016/S2212-5671(16)30266-0)
- Asif, M., Xuhui, W., Nasiri, A., & Ayyub, S. (2018). Determinant factors influencing organic food tingkat penggunaan Lmen and the moderating role of awareness: A comparative analysis. *Food Quality and Preference*, 63, 144–150. <https://doi.org/10.1016/j.foodqual.2017.08.006>
- Ayuningsih, F., & Maftukhah, I. (2020). Management Analysis Journal The Influence of *Product knowledge*, Brand Image, and Brand Love on Purchase Decision through Word of Mouth Article Information. *Management Analysis Journal*, 9(4). <http://maj.unnes.ac.id>
- Basu, R., Weng, |, Lim, M., Kumar, A., Satish Kumar, |, & Lim, W. M. (2023). *Marketing analytics: The bridge between customer psychology and marketing decision-making*. <https://doi.org/10.1002/mar.21908>
- Bin Baz, S. S., Malibarey, W. M., Alsalmi, H. A., Alzaydi, M. D., Alqahtani, A. M., & Alghamdi, R. Y. (2023). The Impact of a Healthy Lifestyle on Psychological Well-Being Among Saudi Adolescent Girls Attending Secondary Schools in Taif City, Saudi Arabia. *Cureus*. <https://doi.org/10.7759/cureus.50189>
- Bratkov, M. (2024). "Social Media Influencers: Customer Attitudes and Impact on Purchase Behaviour."

Burke, L. M., & Manore, M. M. (2020). Nutrition for sport and physical activity.

*Present Knowledge in Nutrition: Clinical and Applied Topics in Nutrition*,

101–120. <https://doi.org/10.1016/B978-0-12-818460-8.00006-X>

Caballero-García, A., Noriega-González, D. C., Roche, E., Drobnic, F., & Córdova,

A. (2023). Effects of L-Carnitine Intake on Exercise-Induced Muscle Damage and Oxidative Stress: A Narrative Scoping Review. In *Nutrients* (Vol. 15, Issue 11). Multidisciplinary Digital Publishing Institute (MDPI).

<https://doi.org/10.3390/nu15112587>

Catalani, V., Negri, A., Townshend B, \$, H., Simonato, P., Prilutskaya, M., Tippet,

A., & Corazza, O. (2021). The market of sport supplement in the digital era: A netnographic analysis of perceived risks, side-effects and other safety issues.

*Emerging Trends in Drugs, Addictions, and Health*, 1, 100014.

<https://doi.org/10.1016/j.etdah.2021.100014>

Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived

*Social Media Marketing* elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695–720.

<https://doi.org/10.1108/APJML-04-2019-0262>

Chinnaiyan, K. M. (2019). Role of stress management for cardiovascular disease

prevention. *Current Opinion in Cardiology*, 34(5).

[https://journals.lww.com/co-](https://journals.lww.com/co-cardiology/fulltext/2019/09000/role_of_stress_management_for_cardiovascular.13.aspx)

[cardiology/fulltext/2019/09000/role\\_of\\_stress\\_management\\_for\\_cardiovascular.13.aspx](https://journals.lww.com/co-cardiology/fulltext/2019/09000/role_of_stress_management_for_cardiovascular.13.aspx)

- Christi, M., & Junaedi, S. (2021). The Influence of Social Media on Consumer Tingkat penggunaan Lmens: Like Behavior as a Moderator. *Journal of Sosial Science*, 2(3), 285–290. <https://doi.org/10.46799/jsss.v2i3.91>
- Cockerham, W. C., D. Wolfe, J., & Bauldry, S. (2019). Health Lifestyles in Late Middle Age. *Research on Aging*, 42(1), 34–46. <https://doi.org/10.1177/0164027519884760>
- Mollborn, S., Lawrence, E. M., & Saint Onge, J. M. (2021). Contributions and Challenges in Health Lifestyles Research. *Journal of Health and Social Behavior*, 62(3), 388–403. <https://doi.org/10.1177/0022146521997813>
- Córdova-Martínez, A., Caballero-García, A., Bello, H. J., Pérez-Valdecantos, D., & Roche, E. (2021). Effect of glutamine supplementation on muscular damage biomarkers in professional basketball players. *Nutrients*, 13(6). <https://doi.org/10.3390/nu13062073>
- D. Tambalis, K., & Arnaoutis, G. (2022). The Importance of Branched-chain Amino Acids and Nitrate in Sports Performance and Health. *Journal of Physical Activity Research*, 7(1), 37–46. <https://doi.org/10.12691/jpar-7-1-6>
- Dash, G., & Chakraborty, D. (2021). Digital Transformation of Marketing Strategies during a Pandemic: Evidence from an Emerging Economy during COVID-19. *Sustainability*, 13(12), 6735. <https://doi.org/10.3390/su13126735>
- Dhuli, K., Naureen, Z., Medori, M. C., Fioretti, F., Caruso, P., Perrone, M. A., Nodari, S., Manganotti, P., Xhufi, S., Bushati, M., Bozo, D., Connelly, S. T., Herbst, K. L., & Bertelli, M. (2022). Physical activity for health. In *Journal of*

*preventive medicine and hygiene* (Vol. 63, Issue 2, pp. E150–E159). NLM (Medline). <https://doi.org/10.15167/2421-4248/jpmh2022.63.2S3.2756>

Dodds, L., Brayne, C., & Siette, J. (2024). Associations between social networks, cognitive function, and quality of life among older adults in long-term care. *BMC Geriatrics*, 24(1), 221. <https://doi.org/10.1186/s12877-024-04794-9>

Dolan SH, Williams DP, Ainsworth BE, et al. (2018). "Development and reproducibility of the bone loading history questionnaire." *Med Sci Sports Exerc.* 38 (6): 1121–31.

Doro, M. R., de Araújo, I. P., Santana, J. O., Doro, J. G. O., João, P. T., das Virgens, L. C., Júnior, F. L. P., Caperuto, É., & Portella, D. L. (2023). Has COVID-19 lowered physical activity practice while boosting online searches for professional exercise information? *European Journal of Translational Myology*, 33(2). <https://doi.org/10.4081/ejtm.2023.11343>

Dwyer, M. J., Pasini, M., De Dominicis, S., & Righi, E. (2020). Physical activity: Benefits and challenges during the COVID-19 pandemic. In *Scandinavian Journal of Medicine and Science in Sports* (Vol. 30, Issue 7, pp. 1291–1294). Blackwell Munksgaard. <https://doi.org/10.1111/sms.13710>

Fleming, D. J., & Al-Zubaidi, D. H. (2023). Nutrition and sport. *InnovAiT: Education and Inspiration for General Practice*, 16(10), 498–503. <https://doi.org/10.1177/17557380231185366>

Foster, C., & Armstrong, M. E. G. (2018). What types of physical activities are effective in developing muscle and bone strength and balance? *Journal of*

*Frailty, Sarcopenia and Falls*, 03(02), 58–65. <https://doi.org/10.22540/JFSF-03-058>

Gadhavi, D. D., Shukla, Y. S., & Patel, J. D. (2014). Moderating role of cause related marketing campaign between attitude towards products and tingkat penggunaan Lmen: An experimental analysis. *Indian Journal of Marketing*, 44(3), 35–42. <https://doi.org/10.17010/ijom/2014/v44/i3/80427>

Grand View Research. (2024). *Sports Nutrition Market Size, Share & Trends Report, 2030*. Grand View Research. <https://www.grandviewresearch.com/industry-analysis/sports-nutrition-market#>

Gupta, R., & Wood, D. A. (2019). Primary prevention of ischaemic heart disease: populations, individuals, and health professionals. *The Lancet*, 394(10199), 685–696. [https://doi.org/https://doi.org/10.1016/S0140-6736\(19\)31893-8](https://doi.org/https://doi.org/10.1016/S0140-6736(19)31893-8)

Hall, P. A. (2019). What mediates exercise effects on dietary choice? Clues from the brain stimulation literature. In *International Journal of Obesity* (Vol. 43, Issue 8, pp. 1650–1651). Nature Publishing Group. <https://doi.org/10.1038/s41366-019-0395-z>

Hamam, M., Di Vita, G., Zanchini, R., Spina, D., Raimondo, M., Pilato, M., & D'amico, M. (2022). Consumers' Attitudes and Tingkat penggunaan Lmen for a Vitamin-Enriched Extra Virgin Olive Oil. *Nutrients*, 14(8). <https://doi.org/10.3390/nu14081658>

Harrison, L., & Smith, R. (2016). Developing food products for consumers concerned with physical activity, sports, and fitness. *Developing Food*

*Products for Consumers with Specific Dietary Needs*, 215–239.

<https://doi.org/10.1016/B978-0-08-100329-9.00011-6>

Hirshkowitz, M., Whiton, K., Albert, S. M., Alessi, C., Bruni, O., DonCarlos, L.,

Hazen, N., Herman, J., Katz, E. S., Kheirandish-Gozal, L., Neubauer, D. N.,

O'Donnell, A. E., Ohayon, M., Peever, J., Rawding, R., Sachdeva, R. C.,

Setters, B., Vitiello, M. V., Ware, J. C., & Adams Hillard, P. J. (2015).

National Sleep Foundation's sleep time duration recommendations:

methodology and results summary. *Sleep Health*, 1(1), 40–43.

<https://doi.org/10.1016/j.sleh.2014.12.010>

Housh, D. J., Housh, T. J., & Johnson, G. O. (2017). *Introduction to Exercise*

*Science*. Taylor & Francis.

[https://www.taylorfrancis.com/chapters/edit/10.4324/9781315177670-](https://www.taylorfrancis.com/chapters/edit/10.4324/9781315177670-8/exercise-sport-nutrition-joan-eckerson)

[8/exercise-sport-nutrition-joan-eckerson](https://www.taylorfrancis.com/chapters/edit/10.4324/9781315177670-8/exercise-sport-nutrition-joan-eckerson)

Jadhav, H. B., Sablani, S., Gogate, P., Annapure, U., Casanova, F., Nayik, G. A.,

Alaskar, K., Sarwar, N., Raina, I. A., Ramniwas, S., & Mousavi Khaneghah,

A. (2023). Factors governing consumers buying behavior concerning

nutraceutical product. *Food Science and Nutrition*, 11(9), 4988–5003.

<https://doi.org/10.1002/FSN3.3518>

Jamil, K., Dunnan, L., Shehzad, M. U., & Gillani, S. H. M. (2021). *Role of Social*

*Media Marketing Activities in Influencing Customer Intentions: A Perspective*

*of a New Emerging Era*. *Frontiers in Psychology*.

Jashari, F., & Rrustemi, V. (2017). *The Impact of Social Media on Consumer*

*Behavior – Case Study Kosovo*. *Scientific Papers*

Jaye, C., Young, J., Egan, R., Llewellyn, R., Cunningham, W., & Radue, P. (2018).

The healthy lifestyle in longevity narratives. *Social Theory & Health*, 16(4), 361–378. <https://doi.org/10.1057/s41285-018-0062-9>

Jiang, P., & Rosenbloom, B. (2014). Consumer Knowledge and External Pre-Purchase Information Search: A Meta-Analysis of the Evidence. In *Consumer Culture Theory* (Vol. 15, pp. 353–389). Emerald Group Publishing Limited. [https://doi.org/10.1108/S0885-2111\(2013\)0000015023](https://doi.org/10.1108/S0885-2111(2013)0000015023)

Keefer, H., Racette, C., & Drake, M. A. (2024). Factors influencing consumer motivations for protein choice. *Journal of Food Science*, 89(1), 596–613. <https://doi.org/10.1111/1750-3841.16805>

Keogh, C., Li, C., & Gao, Z. (2019). Evolving consumer trends for whey protein sports supplements: the Heckman ordered probit estimation. *Agricultural and Food Economics*, 7(1), 6. <https://doi.org/10.1186/s40100-019-0125-9>

Khow, Y. Z., Lim, T. L. Y., Ng, J. S. P., Wu, J., Tan, C. S., Chia, K. S., Luo, N., & Seow, W. J. (2021). Behavioral impact of national health campaigns on healthy lifestyle practices among young adults in Singapore: a cross-sectional study. *BMC Public Health*, 21(1), 1601. <https://doi.org/10.1186/s12889-021-11628-5>

Khwaja, M. G., Mahmood, S., & Zaman, U. (2020). Examining the Effects of eWOM, Trust Inclination, and Information Adoption on Tingkat penggunaan Lmens in an Accelerated Digital Marketing Context. *Information*, 11(10), 478. <https://doi.org/10.3390/info11100478>

- Kian<sup>1</sup>, T. P., Goh, H., Boon<sup>2</sup>, S., Wee, L., Fong<sup>3</sup>, Y., & Jian, A. (2017). Factors That Influence the Consumer Tingkat penggunaan Lmen in Social Media Websites. *International Journal of Supply Chain Management*, 6(4), 208–214. <https://ojs.excelingtech.co.uk/index.php/IJSCM/article/view/1808>
- Kreider, R. B., Schwarz, N. A., & Leutholtz, B. (2012). Optimizing Nutrition for Exercise and Sports. In N. J. Temple, T. Wilson, & Jr. Jacobs David R. (Eds.), *Nutritional Health: Strategies for Disease Prevention* (pp. 391–434). Humana Press. [https://doi.org/10.1007/978-1-61779-894-8\\_19](https://doi.org/10.1007/978-1-61779-894-8_19)
- L-Men. (2024a). *L-Men - Products*. <https://www.l-men.com/>
- L-Men. (2024b). *L-Men 2 GO*. <https://www.l-men.com/products/l-men-2-go/>
- Lu, C. C., Ke, C. Y., Wu, W. T., & Lee, R. P. (2023). L-Glutamine is better for treatment than prevention in exhaustive exercise. *Frontiers in Physiology*, 14. <https://doi.org/10.3389/fphys.2023.1172342>
- Mahindru, A., Patil, P., & Agrawal, V. (2023). Role of Physical Activity on Mental Health and Well-Being: A Review. *Cureus*. <https://doi.org/10.7759/cureus.33475>
- Martinho, D. V., Nobari, H., Faria, A., Field, A., Duarte, D., & Sarmiento, H. (2022). Oral Branched-Chain Amino Acids Supplementation in Athletes: A Systematic Review. In *Nutrients* (Vol. 14, Issue 19). MDPI. <https://doi.org/10.3390/nu14194002>
- Mitrou, P. (2022). *Dietary Habits, Beneficial Exercise and Chronic Diseases* (P. Mitrou, Ed.). MDPI. <https://doi.org/10.3390/books978-3-0365-4992-7>



- Nguyen, J., & Brymer, E. (2018). Nature-based guided imagery as an intervention for state anxiety. *Frontiers in Psychology*, 9(OCT). <https://doi.org/10.3389/fpsyg.2018.01858>
- Nutrifood Indonesia. (2024). *Nutrifood Indonesia - About Us*. <https://www.nutrifood.co.id/about-us/>
- Nystoriak, M. A., & Bhatnagar, A. (2018). Cardiovascular Effects and Benefits of Exercise. *Frontiers in Cardiovascular Medicine*, 5. <https://doi.org/10.3389/fcvm.2018.00135>
- Owusu-Apenten, R., & Vieira, E. (2023). Food Labels. In R. Owusu-Apenten & E. R. Vieira (Eds.), *Elementary Food Science* (pp. 81–112). Springer International Publishing. [https://doi.org/10.1007/978-3-030-65433-7\\_4](https://doi.org/10.1007/978-3-030-65433-7_4)
- Poturak, M., & Softić, S. (2019). Influence of Social Media Content on Consumer Tingkat penggunaan Lmen: Mediation Effect of Brand Equity. *Eurasian Journal of Business and Economics*, 12(23), 17–43. <https://doi.org/10.17015/ejbe.2019.023.02>
- Roberto, C., & Gorski, M. (2015). Public health policies to encourage healthy eating habits: recent perspectives. *Journal of Healthcare Leadership*, 81. <https://doi.org/10.2147/JHL.S69188>
- Sherovska, G. (2022). Sports-Related Nutrition Marketing and Its Performance Impact on Athletes in the Republic of North Macedonia. *8th International Scientific Conference – ERAZ 2022*. <https://doi.org/10.31410/ERAZ.2022.171>

- Sokolova, K., & Kefi, H. (2019). "Instagram and YouTube Bloggers Promote It, Why Should I Buy? How Credibility and Parasocial Interaction Influence Purchase Intentions." *Journal of Retailing and Consumer Services*
- Singh, P., Ahmad, A., Prakash, G., & Kushwah, P. K. S. (2021). Investigating the effects of consumer characteristics with respect to brand knowledge and product involvement on brand alliance evaluation. *Asia Pacific Journal of Marketing and Logistics*, 33(8), 1798–1813. <https://doi.org/10.1108/APJML-05-2019-0321>
- Stanton, J. V., & Cook, L. A. (2019). *Product knowledge* and information processing of organic foods. *Journal of Consumer Marketing*, 36(1), 240–252. <https://doi.org/10.1108/JCM-07-2017-2275>
- Sudeck, G. & Pfeifer, K. (2016). "Motivational Competence in Exercise and Sport." *German Journal of Exercise and Sport Research*.
- Tambalis, K. D. (2022). SPECIAL NUTRITIONAL NEEDS FOR ATHLETES AND EXERCISERS. *European Journal of Physiotherapy and Rehabilitation Studies*, 3(1). <https://doi.org/10.46827/ejprs.v3i1.119>
- van der Vliet, N., Staatsen, B., Kruize, H., Morris, G., Costongs, C., Bell, R., Marques, S., Taylor, T., Quiroga, S., Martinez Juarez, P., Máca, V., Ščasný, M., Zvěřinová, I., Tozija, F., Gjorgjev, D., Espnes, G., & Schuit, J. (2018). The INHERIT Model: A Tool to Jointly Improve Health, Environmental Sustainability and Health Equity through Behavior and Lifestyle Change. *International Journal of Environmental Research and Public Health*, 15(7), 1435. <https://doi.org/10.3390/ijerph15071435>

- Velten, J., Bieda, A., Scholten, S., Wannemüller, A., & Margraf, J. (2018). Lifestyle choices and mental health: a longitudinal survey with German and Chinese students. *BMC Public Health*, 18(1), 632. <https://doi.org/10.1186/s12889-018-5526-2>
- Verified Market Research. (2023). *Global Sports Nutrition Market Size By Product Type, By End-User Demographics, By Distribution Channels, By Geographic Scope And Forecast*. Verified Market Research. <https://www.verifiedmarketresearch.com/product/sports-nutrition-market/>
- Wesana, J., Schouteten, J. J., Van Acker, E., Gellynck, X., & De Steur, H. (2020). On consumers' use, brand preference and equity of sports nutrition products. *British Food Journal*, 122(2), 635–654. <https://doi.org/10.1108/BFJ-08-2019-0589>
- World Health Organization. (2018). *Global status report on alcohol and health 2018*. <https://www.who.int/publications/i/item/9789241565639>
- World Health Organization. (2022, October 5). *Physical activity*. World Health Organization. <https://www.who.int/news-room/fact-sheets/detail/physical-activity>
- Xi Xi, Yang, J., Jiao, K., & Wang, S. (2022). "We Buy What We Wanna Be: Understanding the Effect of Brand Identity Driven by Consumer Perceived Value" *Frontiers in Psychology*
- Yeo, S. F., Tan, C. L., Leong, I. Y. C., Palmucci, D. N., & Then, Y. J. (2023). Supplements tingkat penggunaan Lmen: young consumer's perspective.

*British Food Journal*, 125(7), 2610–2627. <https://doi.org/10.1108/BFJ-09-2022-0818>

Yu, H., Zhu, T., Tian, J., Zhang, G., Wang, P., Chen, J., & Shen, L. (2024). Physical activity and self-efficacy in college students: the mediating role of grit and the moderating role of gender. *PeerJ*, 12, e17422. <https://doi.org/10.7717/peerj.17422>

Zanjani, S., Tol, A., Mohebbi, B., Sadeghi, R., Jalyani, K., & Moradi, A. (2015). Determinants of healthy lifestyle and its related factors among elderly people. *Journal of Education and Health Promotion*, 4(1), 103. <https://doi.org/10.4103/2277-9531.171817>

Zhang, X., Ding, X., Ma, L., & Wang, G. (2018). "Identifying Factors Preventing Sustainable Brand Loyalty among Consumers: A Mixed Methods Approach." *Sustainability*

## LAMPIRAN

Variabel	Definisi Konseptual	Definsi Operasional
Aktifitas Olahraga	Aktifitas Olahraga adalah semua bentuk aktifitas fisik yang dilakukan baik dalam bentuk kompetitif atau juga santai.	<ol style="list-style-type: none"> <li>1. Penting bagi saya untuk memainkan olahraga favorit saya</li> <li>2. Teman-teman saya memandang saya sebagai penggemar berat olahraga favorit saya</li> <li>3. Saya melihat diri saya sebagai penggemar berat olahraga favorit saya</li> <li>4. Saya sering melakukan olahraga dalam satu minggu</li> <li>5. Saya konsisten dalam melakukan olahraga</li> <li>6. Saya selalu semangat saat melakukan olahraga</li> <li>7. Saya melakukan aktifitas olahraga continuous (olahraga dengan kecepatan tetap untuk jangka waktu yang lama, dengan fokus pada menjaga irama dan detak jantung yang konsisten).</li> <li>8. Saya melakukan aktifitas olahraga with HIIT (olahraga interval intensitas tinggi, melibatkan rangkaian interval pendek dan upaya maksimum yang berulang-ulang, diikuti dengan periode pemulihan).</li> </ol>
<i>Social Media Marketing</i>	<i>Social media marketing</i> adalah penggunaan media sosial untuk memasarkan produk dan layanan dari suatu perusahaan atau bisnis.	<ol style="list-style-type: none"> <li>1. Pemasaran melalui sosial media memungkinkan untuk berbagi informasi dengan orang lain</li> <li>2. Melalui sosial media sangat mudah bagi saya untuk menyampaikan pendapat saya tentang merek L-Men 2Go</li> <li>3. Konten yang dibagikan di <i>Social Media Marketing</i> produk merek L-Men 2Go merupakan informasi terkini</li> <li>4. Pemasaran melalui sosial media yang dilakukan oleh merek L-Men 2Go memberikan informasi yang saya butuhkan</li> <li>5. Saya suka cara iklan merek L-Men 2Go yang dipasang di <i>social media marketing</i></li> </ol>
<i>Product knowledge</i>	Pengetahuan produk merupakan serangkaian informasi yang terkandung dalam ingatan konsumen, yang akan membantu sebagai dasar pertimbangan untuk	<ol style="list-style-type: none"> <li>1. Saya mengetahui tentang produk setelah mendapatkan informasi produk L-Men 2Go yang muncul di media sosial.</li> <li>2. Saya memiliki persepsi terhadap informasi produk.</li> <li>3. Saya mengetahui tentang komposisi produk produk L-Men 2Go yang muncul di media sosial.</li> </ol>

Variabel	Definisi Konseptual	Definsi Operasional
	ditindaklanjuti oleh konsumen.	<ol style="list-style-type: none"> <li>1. Saya mengetahui tentang ukuran produk produk L-Men 2Go yang muncul di media sosial.</li> <li>2. Saya mengetahui cara penggunaan produk produk L-Men 2Go yang muncul di media sosial.</li> <li>3. Saya mengetahui tentang manfaat produk produk L-Men 2Go yang muncul di media sosial.</li> <li>4. Saya mengetahui tentang efek samping atau dampak penggunaan produk L-Men 2Go yang muncul di media sosial.</li> </ol>
Tingkat Penggunaan Lmen	Loyalitas perilaku diukur melalui frekuensi dan konsistensi pembelian produk LMen. Frekuensi pembelian berulang, Rendahnya perilaku perpindahan merek dan tingginya retensi pelanggan, serta pola pembelian yang konsisten dan advokasi merek.	<ol style="list-style-type: none"> <li>1. Saya mengkonsumsi LMen secara teratur.</li> <li>2. Saya mengkonsumsi LMen secara rutin</li> <li>3. Saya sering mengkonsumsi LMen</li> </ol>

Kategori	Total	Persentase
<b>Jenis Kelamin</b>		
Laki-laki	249	83%
Perempuan	51	17%
<b>Usia</b>		
< 30 tahun	135	45%
> 50 tahun	57	19%
31-40 tahun	48	16%
41-50 tahun	60	20%
<b>Pendidikan</b>		
Diploma	36	12%
SMA/SMK	45	15%
Strata 1	198	66%
Strata 2	21	7%
<b>Pekerjaan</b>		
Belum/Tidak Bekerja	12	4%
IRT/ Ibu Rumah Tangga	6	2%
Karyawan Swasta	6	2%
Pedagang	2	1%
Pelajar/Mahasiswa	90	30%
PNS	21	7%
Tenaga Pengajar	8	3%
TNI/Polri	3	1%
Wiraswasta	47	16%
<b>Status Pernikahan</b>		

Tidak Menikah	202	67%
Menikah	98	33%

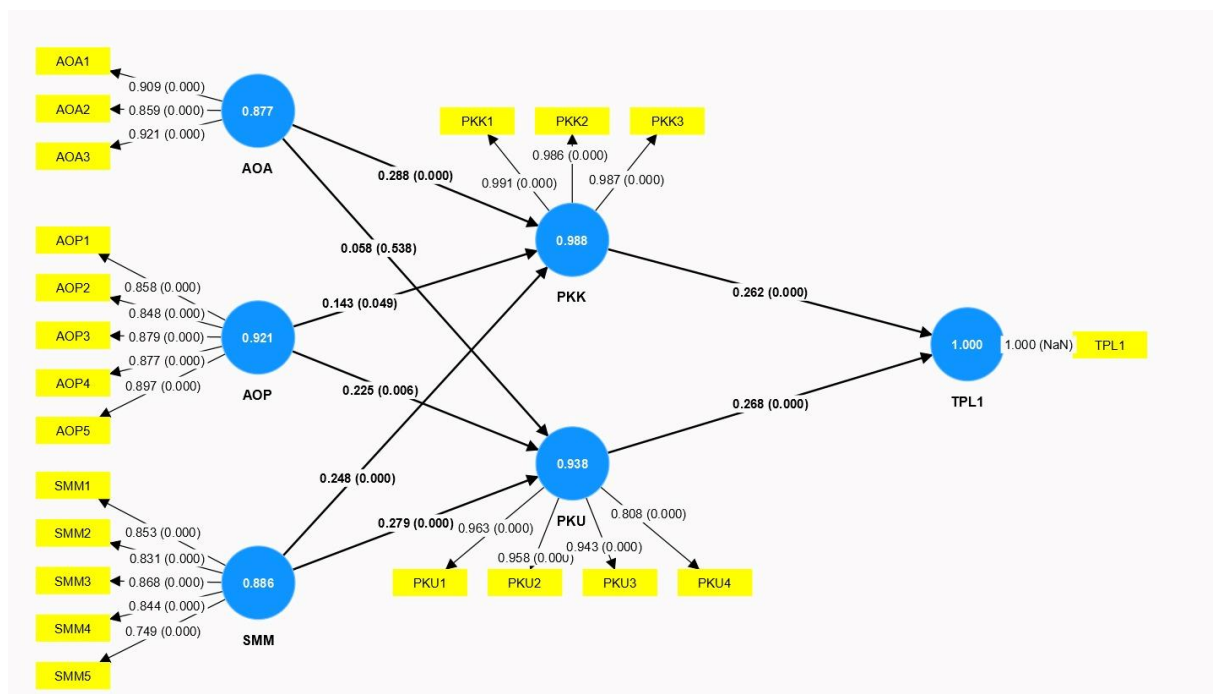
	AOA	AOP	SMM	PKK	PKU	TP
AOA1	0.909					
AOA2	0.859					
AOA3	0.921					
AOP1		0.858				
AOP2		0.848				
AOP3		0.879				
AOP4		0.877				
AOP5		0.897				
PKK1				0.991		
PKK2				0.986		
PKK3				0.987		
PKU1					0.963	
PKU2					0.958	
PKU3					0.943	
PKU4					0.808	
SMM1			0.853			
SMM2			0.831			
SMM3			0.868			
SMM4			0.844			
SMM5			0.749			
TPL1						1.000

Variabel	Average Variance Extracted (AVE)	Keterangan
AOA	0.804	Valid
AOP	0.76	Valid
SMM	0.689	Valid
PKK	0.977	Valid
PKU	0.847	Valid
TP	1.000	Valid

Variabel	Alpha Cronbach	Keterangan
Aktifitas Olahraga Antusias	<b>0,862</b>	Reliabel
Aktifitas Olahraga Pemula	<b>0,821</b>	Reliabel

<i>Social Media Marketing</i>	<b>0,813</b>	Reliabel
Pengetahuan Produk Umum	<b>0,886</b>	Reliabel
Pengetahuan Produk Khusus	<b>0,932</b>	Reliabel
Tingkat penggunaan Lmen	<b>1.000</b>	Reliabel

Relasi antar Variabel	VIF
Aktifitas Olahraga Antusias -> Pengetahuan Produk Khusus	2.570
Aktifitas Olahraga Antusias -> Pengetahuan Produk Umum	2.570
Aktifitas Olahraga Pemula -> Pengetahuan Produk Khusus	2.334
Aktifitas Olahraga Pemula -> Pengetahuan Produk Umum	2.334
Sosial Media Marketing -> Pengetahuan Produk Khusus	1.652
Sosial Media Marketing -> Pengetahuan Produk Umum	1.652
Pengetahuan Produk Khusus -> Tingkat Penggunaan	1.779
Pengetahuan Produk Umum -> Tingkat Penggunaan	1.779



	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	P values
--	---------------------	-----------------	----------------------------	----------



AOA -> PKK	0.288	0.288	0.077	0.000
<b>AOA -&gt; PKU</b>	<b>0.058</b>	<b>0.055</b>	<b>0.094</b>	<b>0.538</b>
AOP -> PKK	0.143	0.144	0.073	0.049
AOP -> PKU	0.225	0.228	0.081	0.006
PKK -> TPL1	0.262	0.262	0.065	0.000
PKU -> TPL1	0.268	0.269	0.069	0.000
SMM -> PKK	0.248	0.249	0.067	0.000
SMM -> PKU	0.279	0.281	0.071	0.000

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.495 <sup>a</sup>	.245	<b>.238</b>	3.088

a. Predictors: (Constant), totalSMM, totalAOP, totalAOA

**Tabel 4.9 Uji F**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	917.148	3	305.716	32.058	<b>.000<sup>a</sup></b>
Residual	2822.772	296	9.536		
Total	3739.920	299			

a. Dependent Variable: totalPKU

b. Predictors: (Constant), totalSMM, totalAOP, totalAOA

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.598 <sup>a</sup>	.358	<b>.351</b>	2.683

a. Predictors: (Constant), totalSMM, totalAOP, totalAOA

**Tabel 4.11 Uji F**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1187.897	3	395.966	55.017	<b>.000<sup>a</sup></b>
Residual	2130.353	296	7.197		
Total	3318.250	299			

a. Dependent Variable: totalPKK

b. Predictors: (Constant), totalSMM, totalAOP, totalAOA

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.478 <sup>a</sup>	.229	.224	.738

a. Predictors: (Constant), totalPKU, totalPKK

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.998	2	23.999	44.055	.000 <sup>b</sup>
	Residual	161.789	297	.545		
	Total	209.787	299			

a. Dependent Variable: totalTPL

b. Predictors: (Constant), totalPKU, totalPKK

Variabel	Pernyataan	Rata-Rata	Standar Deviasi
Aktifitas Olahraga Antusias	Teman-teman saya memandang saya sebagai penggemar berat olahraga favorit saya	3,46	0,94
	Saya selalu bersemangat dan antusias saat melakukan olahraga	3,50	0,98
	Saya melakukan aktifitas olahraga with <i>HIIT</i> (olahraga interval intensitas tinggi, melibatkan rangkaian interval pendek dan upaya maksimum yang berulang-ulang, diikuti dengan periode pemulihan)	3,46	0,96
	<b>Rata-Rata</b>	<b>3,52</b>	<b>0,98</b>
Aktifitas Olahraga Pemula	Menurut saya melakukan olahraga favorit adalah hal yang penting	3,46	,999
	Saya melihat diri saya sebagai penggemar berat (fans) olahraga favorit saya	3,61	1,027
	Saya sering melakukan olahraga, dalam satu minggu pasti ada waktu bagi saya untuk melakukan olahraga favorit saya	3,58	,987
	Saya konsisten dalam melakukan olahraga	3,59	,989
	Saya melakukan aktifitas olahraga <i>continuous</i> (olahraga dengan kecepatan tetap untuk jangka waktu yang lama, dengan fokus pada menjaga irama dan detak jantung yang konsisten)	3,52	,980
	<b>Rata-rata</b>	<b>3,55</b>	<b>,996</b>

<i>Social Media Marketing</i>	Menurut saya, pemasaran melalui sosial media memungkinkan untuk berbagi informasi dengan orang lain	3,37	1,01
	Melalui sosial media sangat mudah bagi saya untuk menyampaikan pendapat saya tentang brand L-Men, terutama produk L-Men 2Go	3,34	0,97
	Konten yang dibagikan di sosial media L-Men, merupakan informasi terkini	3,49	0,9
	Pemasaran melalui sosial media yang dilakukan oleh merek L-Men 2Go memberikan informasi yang saya butuhkan	3,40	1,01
	Saya suka cara iklan merek L-Men 2Go yang dipasang di social media	3,38	0,95
	<b>Rata-Rata</b>	<b>3,4</b>	<b>0,975</b>
Pengetahuan Produk Umum	Saya sangat paham tentang informasi produk L-Men 2Go, seperti formula produk, harga produk, keunggulan produk serta distribusi produk L-Men 2Go	3,62	0,92
	Saya memiliki persepsi yang baik terhadap produk L-Men 2Go	3,71	1,11
	Saya mengetahui tentang ukuran kemasan (ml) produk L-Men 2Go serta kelebihan setiap variannya,	2,92	1,12
	Saya mengetahui tentang manfaat produk L-Men 2Go	2,93	1,13
	<b>Rata-Rata</b>	<b>3,31</b>	<b>1,13</b>
Pengetahuan Produk Khusus	Saya sangat paham tentang informasi produk L-Men 2Go, seperti formula produk, harga produk, keunggulan produk serta distribusi produk L-Men 2Go	2,90	1,113
	Saya mengetahui tentang komposisi produk L-Men 2Go seperti informasi gizi yang terkandung di dalamnya	2,92	1,126
	Saya mengetahui cara penggunaan produk L-Men 2Go seperti cara mengkonsumsi tiap hari untuk hasil yang maksimal	2,93	1,133
	<b>Rata-Rata</b>	<b>2,91</b>	<b>1,124</b>
Tingkat penggunaan Lmen	Saya sering mengkonsumsi LMen,	3,74	0,87
	<b>Rata-Rata</b>	<b>3,576</b>	<b>0,845</b>

Variabel	P values
AOA -> PKK	0.000
<b>AOA -&gt; PKU</b>	<b>0.538</b>
AOP -> PKK	0.049
AOP -> PKU	0.006
PKK -> TPL1	0.000
PKU -> TPL1	0.000
SMM -> PKK	0.000
SMM -> PKU	0.000