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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"> 1. Penting bagi saya untuk memainkan olahraga favorit saya 2. Teman-teman saya memandang saya sebagai penggemar berat olahraga favorit saya 3. Saya melihat diri saya sebagai penggemar berat olahraga favorit saya 4. Saya sering melakukan olahraga dalam satu minggu 5. Saya konsisten dalam melakukan olahraga 6. Saya selalu semangat saat melakukan olahraga 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). 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).
<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"> 1. Pemasaran melalui sosial media memungkinkan untuk berbagi informasi dengan orang lain 2. Melalui sosial media sangat mudah bagi saya untuk menyampaikan pendapat saya tentang merek L-Men 2Go 3. Konten yang dibagikan di <i>Social Media Marketing</i> produk merek L-Men 2Go merupakan informasi terkini 4. Pemasaran melalui sosial media yang dilakukan oleh merek L-Men 2Go memberikan informasi yang saya butuhkan 5. Saya suka cara iklan merek L-Men 2Go yang dipasang di <i>social media marketing</i>
<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"> 1. Saya mengetahui tentang produk setelah mendapatkan informasi produk L-Men 2Go yang muncul di media sosial. 2. Saya memiliki persepsi terhadap informasi produk. 3. Saya mengetahui tentang komposisi produk produk L-Men 2Go yang muncul di media sosial.

Variabel	Definisi Konseptual	Definsi Operasional
	ditindaklanjuti oleh konsumen.	<ol style="list-style-type: none"> 1. Saya mengetahui tentang ukuran produk produk L-Men 2Go yang muncul di media sosial. 2. Saya mengetahui cara penggunaan produk produk L-Men 2Go yang muncul di media sosial. 3. Saya mengetahui tentang manfaat produk produk L-Men 2Go yang muncul di media sosial. 4. Saya mengetahui tentang efek samping atau dampak penggunaan produk L-Men 2Go yang muncul di media sosial.
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"> 1. Saya mengkonsumsi LMen secara teratur. 2. Saya mengkonsumsi LMen secara rutin 3. Saya sering mengkonsumsi LMen

Kategori	Total	Persentase
Jenis Kelamin		
Laki-laki	249	83%
Perempuan	51	17%
Usia		
< 30 tahun	135	45%
> 50 tahun	57	19%
31-40 tahun	48	16%
41-50 tahun	60	20%
Pendidikan		
Diploma	36	12%
SMA/SMK	45	15%
Strata 1	198	66%
Strata 2	21	7%
Pekerjaan		
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%
Status Pernikahan		

Tidak Menikah	202	67%
Menikah	98	33%

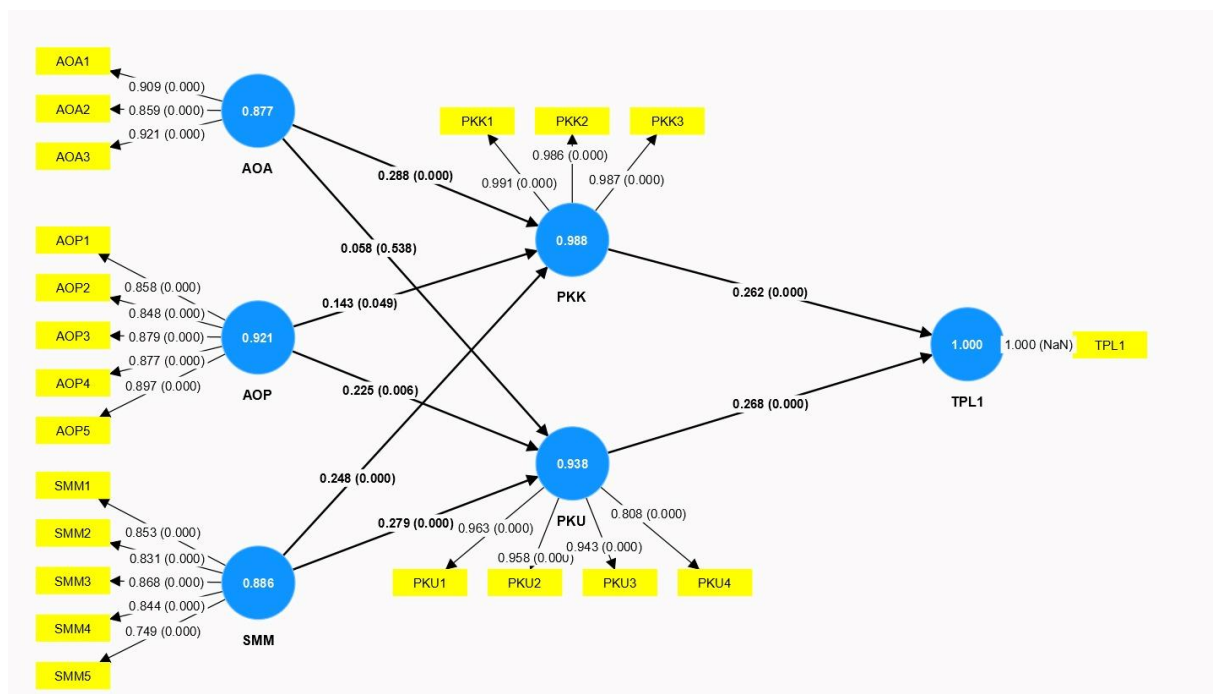
	AOA	AOP	SMM	PKK	PKU	TP
AOA1	0.909					
AOA2	0.859					
AOA3	0.921					
AOP1		0.858				
AOP2		0.848				
AOP3		0.879				
AOP4		0.877				
AOP5		0.897				
PKK1				0.991		
PKK2				0.986		
PKK3				0.987		
PKU1					0.963	
PKU2					0.958	
PKU3					0.943	
PKU4					0.808	
SMM1			0.853			
SMM2			0.831			
SMM3			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	0,862	Reliabel
Aktifitas Olahraga Pemula	0,821	Reliabel

<i>Social Media Marketing</i>	0,813	Reliabel
Pengetahuan Produk Umum	0,886	Reliabel
Pengetahuan Produk Khusus	0,932	Reliabel
Tingkat penggunaan Lmen	1.000	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
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AOA -> PKK	0.288	0.288	0.077	0.000
AOA -> PKU	0.058	0.055	0.094	0.538
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 ^a	.245	.238	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	.000^a
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 ^a	.358	.351	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	.000^a
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 ^a	.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 ^b
	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
	Rata-Rata	3,52	0,98
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
	Rata-rata	3,55	,996

<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
	Rata-Rata	3,4	0,975
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
	Rata-Rata	3,31	1,13
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
	Rata-Rata	2,91	1,124
Tingkat penggunaan Lmen	Saya sering mengkonsumsi LMen,	3,74	0,87
	Rata-Rata	3,576	0,845

Variabel	P values
AOA -> PKK	0.000
AOA -> PKU	0.538
AOP -> PKK	0.049
AOP -> PKU	0.006
PKK -> TPL1	0.000
PKU -> TPL1	0.000
SMM -> PKK	0.000
SMM -> PKU	0.000