LAMPIRAN

Lampiran Tabulasi angket responden variabel Digital Marketing (X1)

Item pernyataan	Jawaban Responden										Rata-rata
	SS		S		N		TS		STS		
	f	%	f	%	f	%	f	%	f	%	
X1.P1	30	41.1	42	57.5	0	0	1	1.4	0	0	4.40
X1.P2	30	41.1	39	53.4	0	0	4	5.5	0	0	4.36
X1.P3	31	42.5	39	53.4	0	0	2	2.7	1	1.4	4.33
X1.P4	29	39.7	35	47.9	0	0	8	11	1	1.4	4.14
X1.P5	19	26	44	60.3	0	0	3	4.1	7	9.6	3.89
X1.P6	26	35.6	41	56.2	0	0	1	1.4	5	6.8	4.12
X1.P7	23	31.5	35	47.9	0	0	1	1.4	14	19.2	3.90

Lampiran Tabulasi angket responden variabel Online Customer Review (X2)

Item pernyataan	Jawaban Responden										Rata-rata
	SS		S		N		TS		STS		
	f	%	f	%	f	%	f	%	f	%	
X2.P1	33	45.2	36	49.3	0	0	1	1.4	3	4.1	4.30
X2.P2	37	50.7	33	45.2	0	0	0	0	3	4.1	4.47
X2.P3	38	52.1	31	42.5	0	0	1	1.4	3	4.1	4.40
X2.P4	37	50.7	32	43.8	0	0	1	1.4	3	4.1	4.40
X2.P5	36	49.3	37	50.7	0	0	0	0	0	0	4.49
X2.P6	33	45.2	39	53.4	0	0	0	0	1	1.4	4.44
X2.P7	38	52.1	35	47.9	0	0	0	0	0	0	4.52

Lampiran Tabulasi angket responden variabel Validitas Loyalitas Konsumen (Y)

Item pernyataan	Jawaban Responden										Rata-rata
	SS		S		N		TS		STS		
	f	%	f	%	f	%	f	%	f	%	
Y.P1	23	31.5	40	54.8	0	0	3	4.1	7	9.6	3.94
Y.P2	27	37	32	43.8	0	0	2	2.7	12	16.4	3.82
Y.P3	23	31.5	29	39.7	0	0	1	1.4	20	27.4	3.47
Y.P4	27	37	44	60.3	0	0	0	0	2	2.7	4.32
Y.P5	24	32.9	38	52.1	0	0	1	1.4	10	13.7	3.99
Y.P6	27	37	32	43.8	0	0	3	4.1	11	15.1	3.84

Lampiran Uji Validitas Digital Marketing (X1)

Item Pertanyaan	r hitung	r tabel	Keterangan
X1.P1	0,420	0,361	Valid
X1.P2	0,487	0,361	Valid
X1.P3	0,792	0,361	Valid
X1.P4	0,754	0,361	Valid
X1.P5	0,729	0,361	Valid
X1.P6	0,685	0,361	Valid
X1.P7	0,767	0,361	Valid

Lampiran Uji Validitas Online Customer Review (X2)

Item Pertanyaan	r hitung	r tabel	Keterangan
X2.P1	0,452	0,361	Valid
X2.P2	0,775	0,361	Valid
X2.P3	0,724	0,361	Valid
X2.P4	0,649	0,361	Valid
X2.P5	0,636	0,361	Valid
X2.P6	0,606	0,361	Valid
X2.P7	0,444	0,361	Valid

Lampiran Uji Validitas Loyalitas Konsumen(Y)

Item Pertanyaan	r hitung	r tabel	Keterangan
Y.P1	0,787	0,361	Valid
Y.P2	0,924	0,361	Valid
Y.P3	0,785	0,361	Valid
Y.P4	0,660	0,361	Valid
Y.P5	0,771	0,361	Valid
Y.P6	0,706	0,361	Valid

Lampiran Uji Reabilitas

Variabel	*Alpha Cronbach*	*Alpha*	Keterangan
Digital Marketing (X1)	0,794	0,600	Reliabel
Online Customer Review (X2)	0,719	0,600	Reliabel
Loyalitas Konsumen (Y)	0,854	0,600	Reliabel

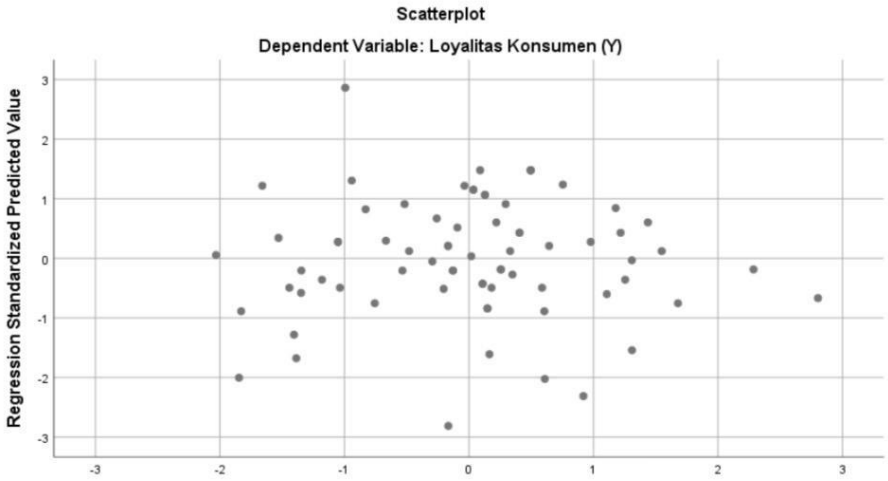
Lampiran Uji One-Sample Kolmogrov-Smirnov

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		73
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.42983641
Most Extreme Differences	Absolute	.090
	Positive	.065
	Negative	-.090
Test Statistic		.090
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 Uji Multikolinearitas

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.468	3.921		1.650	.103		
	Digital Marketing (X 1)	1.045	.115	.806	9.118	.000	.836	1.197
	Online Customer Review (X 2)	.408	.120	.300	3.400	.001	.836	1.197
a. Dependent Variable: Loyalitas Konsumen (Y)								

Lampiran Uji Heteroskedastisitas



Lampiran Uji Regresi Linear Berganda

Tabel 4.17 Uji Regresi Linear Berganda

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.468	3.921		1.650	.103
	Digital Marketing (X 1)	1.045	.115	.806	9.118	.000
	Online Customer Review (X 2)	.408	.120	.300	3.400	.001
a. Dependent Variable: Loyalitas Konsumen (Y)						

Lampiran Uji t

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.468	3.921		1.650	.103
	Digital Marketing (X 1)	1.045	.115	.806	9.118	.000
	Online Customer Review (X 2)	.408	.120	.300	3.400	.001
a. Dependent Variable: Loyalitas Konsumen (Y)						

Lampiran Uji F

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	505.535	2	252.767	41.623	.000[b]
	Residual	425.096	70	6.073		
	Total	930.630	72			
a. Dependent Variable: Loyalitas Konsumen (Y)						
b. Predictors: (Constant), *Online Customer Review* (X 2), *Digital Marketing* (X 1)						

Lampiran Uji R

l

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737[a]	.743	.530	2.464
a. Predictors: (Constant), *Online Customer Review* (X 2), *Digital Marketing* (X 1)				

Lampiran Surat Jalan Penelitian

Yayasan Bina Patria Nusantara
UNIVERSITAS TRIBHUWANA TUNGGADEWI MALANG
FAKULTAS EKONOMI
Jl. Telaga Warna Tlogomas Malang, 65144,-Indonesia Telp. 0341-565500; Fax 0341-565522
Program Studi : MANAJEMEN, AKUNTANSI

SURAT JALAN PENELITIAN UNTUK TUGAS AKHIR/ SKRIPSI

Nomor :1374 /TB- FE /DL-420 /15/2026

1.	Pejabat yang berwenang memberi tugas :	Dr. AHMAD MUKOFFI, S.E., M.SA Jabatan Dekan Fakultas : FAKULTAS EKONOMI
2.	Mahasiswa yang ditugaskan	ROSALIA APRI LINDA NIM : 2022120232 MANAJEMEN
3.	Judul Penelitian / Skripsi	PENGARUH DIGITAL MARKETING ONLINE, CUSTOMER REVIEW TERHADAP LOYALITAS KONSUMEN MARKETPLACE SHOPEE PADA MAHASISWA MANAJEMEN FAKULTAS EKONOMI ANGKATAN 2022 UNIVERSITAS TRIBHWUANA TUNGGADEWI MALANG
4.	Tujuan	UNIVERSITAS TRIBHWUANA TUNGGADEWI MALANG Jl.Telaga Warna Blok C, Tlogomas, Kec. Lowokwaru, Kota Malang, Jawa Timur.
5.	Lamanya Tugas : Tanggal Berangkat Tanggal Kembali	 15/Dec/2025 15/Feb/2026

Telah Datang,
Pimpinan Instansi,

(Moh. Askiyanto, S.E.,MM)

Mengetahui,
Pembimbing Utama,

Drs.R Y SUSANTO, M.A.B

Telah diberikan dengan keterangan bahwa perjalanan tersebut diatas benar dilakukan atas tugasnya dan semata-mata untuk kepentingan studi dalam waktu yang telah di tentukan.

Telah Kembali,
Dekan,

Dr. AHMAD MUKOFFI, S.E., M.SA
NUPTK : 3138752653130123

Malang, 15/02/2026
Dekan

OFFI, S.E., M.SA
53130123