### Lampiran 2

**Karakteristik dan Pengalaman Responden**

<table>
<thead>
<tr>
<th>Responden</th>
<th>Karakteristik Responden</th>
<th>Pengalaman</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>10</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>11</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>12</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>13</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>14</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>15</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>16</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>17</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>18</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>19</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>20</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>21</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>22</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>23</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>24</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>25</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>26</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>27</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>28</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>29</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>30</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>31</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>32</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>33</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

**Keterangan:**

1. Jenis Kelamin
2. Usia
3. Pekerjaan
4. Biaya Pengeluaran (Per hari)
5. Biaya Internet (per bulan)
6. Penggunaan Social Media (per hari)
7. Gadget yang sering digunakan untuk social media
8. Sudah berapa lama anda menjadi anggota fanpage Sabun Lux ?
9. Varian produk lux yang sering digunakan?
10. Ukuran /kemasan lux yang sering dipakai?
11. Untuk siapa anda membeli sabun Lux ?

Fachri Hanif Al-Akbar, 2014
Pengaruh social media marketing Facebook terhadap brand engagement (survey pada anggota fanpage Facebook Lux)
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu
Pengaruh social media marketing facebook terhadap brand engagement (survey pada anggota fanpage facebook lux)
Fachi Hanif Albanna, 2014

Pengaruh **social media marketing facebook** terhadap **brand engagement** (survey pada anggota fanpage facebook lux)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu
Fachi Hanif Albanna, 2014
Pengaruh social media marketing terhadap brand engagement (survey pada anggota fanpage facebook lux)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Keterangan Angka pada Rekapitulasi Karakteristik Responden :

<table>
<thead>
<tr>
<th>Jenis Kelamin</th>
<th>Keterangan</th>
<th>Usia</th>
<th>Keterangan</th>
<th>Pekerjaan</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pria</td>
<td>1</td>
<td>&lt;15</td>
<td>1</td>
<td>Pelajar/mahasiswa</td>
</tr>
<tr>
<td>2</td>
<td>Wanita</td>
<td>2</td>
<td>16-25</td>
<td>2</td>
<td>Wiraswasta</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3</td>
<td>&gt; 25</td>
<td>3</td>
<td>Pegawai swasta</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td>PNS</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5</td>
<td>TNI/Polri</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>Lainnya</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pengeluaran Harian</th>
<th>Keterangan</th>
<th>Pengeluaran Bulan Internet</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&lt;50.000</td>
<td>1</td>
<td>&lt;50.000</td>
</tr>
<tr>
<td>2</td>
<td>50.000-100.000</td>
<td>2</td>
<td>50.000-100.000</td>
</tr>
<tr>
<td>3</td>
<td>100.000-200.000</td>
<td>3</td>
<td>100.000-200.000</td>
</tr>
<tr>
<td>4</td>
<td>&gt;200.000</td>
<td>4</td>
<td>&gt;200.000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Penggunaan sosial media perhari</th>
<th>Keterangan</th>
<th>Gadget yang digunakan untuk sosial media</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&lt;2 jam/hari</td>
<td>1</td>
<td>Smartphone</td>
</tr>
<tr>
<td>2</td>
<td>3 sampai 9 jam/hari</td>
<td>2</td>
<td>Laptop</td>
</tr>
<tr>
<td>3</td>
<td>&gt;10 jam</td>
<td>3</td>
<td>Pc / komputer</td>
</tr>
</tbody>
</table>
Keterangan Angka pada Rekapitulasi Pengalaman Responden:

<table>
<thead>
<tr>
<th>Lama Menggunakan</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&lt;1 bulan</td>
</tr>
<tr>
<td>2</td>
<td>&lt; 6 bulan</td>
</tr>
<tr>
<td>3</td>
<td>&lt; 1 tahun</td>
</tr>
<tr>
<td>4</td>
<td>&gt; 1 tahun</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Varian Lux yang digunakan</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>soft touch</td>
</tr>
<tr>
<td>2</td>
<td>aqua sparcle</td>
</tr>
<tr>
<td>3</td>
<td>velvet touch</td>
</tr>
<tr>
<td>4</td>
<td>fresh splash</td>
</tr>
<tr>
<td>5</td>
<td>white glamour</td>
</tr>
<tr>
<td>6</td>
<td>magical spell</td>
</tr>
<tr>
<td>7</td>
<td>white radiance</td>
</tr>
<tr>
<td>8</td>
<td>secret blise</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Kemasan yang dipakai</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>batang</td>
</tr>
<tr>
<td>2</td>
<td>cair</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Untuk membeli sabun lux</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Untuk keperluan pribadi</td>
</tr>
<tr>
<td>2</td>
<td>Untuk keperluan keluarga</td>
</tr>
<tr>
<td>3</td>
<td>Untuk keperluan teman</td>
</tr>
<tr>
<td>4</td>
<td>lainnya</td>
</tr>
</tbody>
</table>

Fachi Hanif Albanna, 2014
Pengaruh *social media marketing facebook* terhadap *brand engagement* (survey pada anggota fanpage facebok lux)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu