

APPENDIX A: RESEARCH QUESTIONNAIRE

Customer Satisfaction Survey (Towards PT Mega Wisata Indah's Social Media)

Name :

Gender : Male / Female

Age :

Customer Loyalty : Below 5 years / 5 to 10 Years / Above 10 years

Product Purchased : Tickets / Visa / Tour / Cruise / Accommodations / Two or more

1. I often get the product updates and promotion from Mega Wisata through social media (Instagram, Whatsapp, and Line).

1	2	3	4	5
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2. I easily contact Mega Wisata through social media (Instagram, Whatsapp, and Line), be it for inquiries or complaints

1	2	3	4	5
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3. I have followed at least one of Mega Wisata's social media accounts (Instagram, Whatsapp, or Line)

1	2	3	4	5
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4. I have at least one friend or family member who follows Mega Wisata's social media (Instagram, Whatsapp, or Line).

1	2	3	4	5
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5. After I have seen or read Mega Wisata's social media posts or broadcasts, I often ask them for more information.

1	2	3	4	5
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6. I have told my friends, colleagues, and family members about the promotions that they post and broadcast on social media (Instagram, Whatsapp, or Line).

1	2	3	4	5
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7. I tend to prefer using Mega Wisata's travel services to other travel agencies.

1	2	3	4	5
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8. After asking Mega Wisata about their products and promotions through social media (Instagram, Whatsapp, and Line), I have purchased their products and services repeatedly (more than twice).

1	2	3	4	5
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9. When I have complaints and/or questions that I give them through social media, they always respond well (fast/accurate responses).

1	2	3	4	5
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10. The company provides excellence services. For example: pre-tour information and reminders, wherein the staff members will inform customers about detailed things that affect customers' comfort during travel, like the things to bring, the clothes that match the weather, etc.

1	2	3	4	5
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11. I like Mega Wisata's post and broadcast formats. For instance, their posts generate positive feelings and are attractive, the language they use is easy to understand, and they give me good vibes.

1	2	3	4	5
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12. When I engage with them through social media, they respond in a manner that makes me feel comfortable and well cared for.

1	2	3	4	5
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13. Mega Wisata's employees always act with a positive attitude, whether in real life or through social media. They always serve customers in a friendly manner.

1	2	3	4	5
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14. Their employees always respond to my inquiries and requests seriously. They really care about their customers.

1	2	3	4	5
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15. The price of their products and services are truly reasonable.

1	2	3	4	5
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16. The prices they set on their products and services such as tour tickets, etc. are always in accordance with the value I get.

1	2	3	4	5
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Please tell us what we can improve to serve you better?

APPENDIX B: DESCRIPTIVE QUESTIONS' ANSWERS

RESPONDENT NO.	ANSWER
1	I think the company should post more interesting contents on Instagram. These can range from aesthetically-pleasing travel photos, trivia, to their latest promotions. Post more high-value contents, and the company will automatically get more followers and, in turn, more customers.
2	Good job
3	Keep on improving, stay updated with the technology
4	Format postingan di instagram nya saja yg perlu di improve dan mungkin harus lebih lebih sering lagi post story instagram dan bisa dibuat highlight nya juga
5	-
6	Nanti mau ke swiss request koko nasi alias davin yang bawa ya by janica liuwys
7	be patient to customers
8	Give me more discount as loyal customer
9	No comment! So far they are the best.
10	more promotion
11	So far there are no prblems.... thx
12	Nothing
13	♥
14	-
15	Need more customer service to respond faster
16	Best services n best quality of the tours
17	Please give special benefit for customers who are very eager to recommend your service since customer tend to with for benefits in everything they do for
18	-
19	-
20	Fast respond!
21	always maintain the good services
22	Keep the good work and great services!!
23	Perhaps try to make the social media feeds more suitable for today's trend
24	Sering-sering Adakan Travel fair maskapai luar negeri, mengingat harga pesawat domestic yang harganya sangat mahal.
25	More option tour package will be great
26	more discount and promotion
27	GOOD
28	nothing
29	Perbanyak posting di instagram
30	No comment
31	Stay awesome 🖐
32	Keep being informative!

33	Nothing to improve
34	a more update social media account!
35	More new destinations package
36	Quick response please!
37	Provide thematic tour packages
38	Have always had a great time with the tours from mega wisata, keep up the good work !
39	-
40	Everything's good! :)
41	keep up the good work!
42	-
43	Keep up the good work!
44	The service quality
45	-
46	Nil
47	It is good
48	Nothing
49	Post more about the promotions and products
50	-
51	More fun package holiday
52	No comment
53	More promo please..
54	keep doing the best!

APPENDIX C: PRE-TEST QUESTIONNAIRE TABULATION

Social Media Marketing (Variable X)

No	Number Of Question Variable X								TOTAL
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	
1	4	4	2	2	4	4	3	4	27
2	4	4	4	4	2	1	4	3	26
3	5	4	4	4	4	4	3	5	33
4	4	4	4	5	5	4	3	3	32
5	4	4	5	4	5	4	4	4	34
6	4	4	4	4	2	4	3	2	27
7	5	5	4	4	4	5	5	5	37
8	4	4	4	4	4	3	3	3	29
9	4	4	4	4	4	4	4	4	32
10	4	5	4	5	5	5	5	5	38
11	4	4	5	5	4	3	3	4	32
12	5	5	5	5	5	5	5	5	40
13	4	4	5	5	5	5	5	5	38
14	5	5	5	5	4	3	3	4	34
15	5	5	4	5	5	5	5	5	39
16	3	3	3	4	5	4	5	5	32
17	4	5	5	5	4	5	5	5	38
18	3	3	4	4	4	4	4	4	30
19	5	5	5	5	5	5	5	5	40
20	5	4	4	4	4	3	4	4	32

Customer Satisfaction (Variable Y)

No	Number Of Question Variable Y								TOTAL
	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	
1	3	4	2	3	4	2	3	4	25
2	4	3	3	4	2	3	3	4	26
3	3	4	5	4	4	5	4	5	34
4	4	4	4	4	3	3	3	3	28
5	4	2	2	4	5	4	2	2	25
6	3	4	4	4	3	3	4	4	29
7	5	4	3	4	4	3	4	5	32
8	3	4	4	4	3	3	3	3	27
9	5	3	5	3	5	4	3	3	31
10	5	5	5	5	5	5	5	5	40
11	5	5	5	4	4	4	5	4	36
12	5	3	3	5	5	5	3	5	34
13	3	2	4	5	5	5	5	5	34
14	5	5	5	3	3	4	5	5	35
15	4	4	3	4	5	5	5	5	35
16	5	5	5	5	4	3	3	3	33
17	4	4	3	4	5	4	5	3	32
18	4	4	2	4	2	5	4	4	29
19	5	5	4	5	5	3	5	5	37
20	3	3	4	4	3	4	4	5	30

APPENDIX D: RESEARCH QUESTIONNAIRE TABULATION

Social Media Marketing (Variable X)

NO	Number Of Question Variable X								TOTAL
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	
1	4	4	5	5	4	4	5	4	35
2	4	4	4	4	4	4	5	4	33
3	5	4	5	4	5	3	5	5	36
4	4	5	5	5	4	4	5	4	36
5	4	4	3	5	3	4	5	3	31
6	3	5	5	4	5	5	5	5	37
7	1	4	5	4	2	5	2	5	28
8	5	5	4	5	5	5	5	5	39
9	5	5	5	5	5	4	5	5	39
10	5	5	5	5	5	5	5	5	40
11	4	5	4	5	4	4	4	3	33
12	4	4	4	4	4	3	4	4	31
13	5	4	4	4	4	4	2	4	31
14	4	4	4	5	3	3	4	3	30
15	5	5	5	3	4	4	4	5	35
16	4	4	4	4	4	5	5	4	34
17	5	3	4	4	5	3	5	3	32
18	4	4	4	5	3	3	4	3	30
19	5	4	4	5	5	5	5	5	38
20	3	5	3	4	4	4	3	5	31
21	4	5	5	5	5	5	5	5	39
22	5	5	5	5	5	5	5	5	40
23	4	5	4	5	3	4	5	4	34
24	4	5	5	5	4	5	5	5	38
25	4	4	4	5	4	4	5	5	35
26	4	4	4	4	5	4	4	4	33

27	5	5	5	5	4	5	4	4	37
28	4	4	3	3	4	4	4	4	30
29	4	3	5	5	3	3	4	3	30
30	3	5	5	5	4	3	5	5	35
31	4	4	4	4	4	4	4	4	32
32	4	4	4	4	4	5	5	5	35
33	4	5	4	4	4	4	4	4	33
34	3	4	2	4	4	4	5	3	29
35	4	4	4	4	4	3	3	3	29
36	4	4	4	4	4	4	4	4	32
37	4	4	4	5	4	4	5	4	34
38	5	5	5	5	5	5	5	5	40
39	4	4	4	4	4	4	4	1	29
40	4	5	4	4	2	4	3	2	28
41	4	4	4	5	4	4	3	2	30
42	4	4	4	4	4	3	4	4	31
43	4	5	3	4	3	3	3	3	28
44	5	5	4	4	5	4	5	4	36
45	5	5	5	5	4	4	4	3	35
46	3	5	3	5	2	3	5	4	30
47	3	4	4	4	3	4	3	3	28
48	4	4	4	5	4	5	5	5	36
49	4	4	4	5	3	4	3	2	29
50	4	4	4	4	4	3	3	3	29
51	4	4	4	5	5	5	5	5	37
52	4	5	4	5	4	4	3	4	33
53	4	3	4	5	4	4	4	5	33
54	5	5	4	5	4	5	5	4	37

Customer Satisfaction (Variable Y)

No	Number Of Question Variable Y								TOTAL
	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	
1	4	5	3	4	3	4	4	4	31
2	4	4	4	4	4	4	4	4	32
3	5	5	5	5	5	4	4	4	37
4	5	5	3	5	5	5	4	5	37
5	5	5	4	5	5	4	4	4	36
6	5	5	4	5	5	5	4	4	37
7	5	5	5	5	4	4	4	4	36
8	5	5	5	5	5	5	5	5	40
9	5	5	5	5	5	5	5	5	40
10	5	5	5	5	5	5	5	4	39
11	4	5	5	4	5	5	4	5	37
12	4	4	4	4	4	4	3	3	30
13	4	4	4	4	4	4	4	4	32
14	4	4	4	4	4	4	4	4	32
15	5	4	4	3	4	4	3	4	31
16	4	4	4	4	4	4	4	4	32
17	5	4	4	4	5	5	4	5	36
18	4	5	4	4	4	5	4	4	34
19	5	5	5	5	5	5	5	5	40
20	3	5	5	5	5	5	4	5	37
21	5	5	5	5	5	5	5	5	40
22	5	5	5	5	5	5	5	5	40
23	4	5	4	3	4	4	3	5	32
24	5	5	4	4	5	5	5	5	38
25	5	5	4	5	5	4	4	4	36
26	3	4	5	4	4	4	4	4	32

APPENDIX E: SPSS DATA OUTPUT

Validity Result of Variable X (Social Media Marketing)

		Correlations								
		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	TOTAL
Q1	Pearson Correlation	1	.742**	.322	.249	.092	.161	.070	.276	.474*
	Sig. (2-tailed)		.000	.166	.290	.699	.499	.770	.238	.035
	N	20	20	20	20	20	20	20	20	20
Q2	Pearson Correlation	.742**	1	.429	.470*	.184	.402	.348	.369	.679**
	Sig. (2-tailed)	.000		.059	.037	.437	.079	.132	.110	.001
	N	20	20	20	20	20	20	20	20	20
Q3	Pearson Correlation	.322	.429	1	.791**	.169	.134	.216	.169	.557*
	Sig. (2-tailed)	.166	.059		.000	.477	.574	.359	.477	.011
	N	20	20	20	20	20	20	20	20	20
Q4	Pearson Correlation	.249	.470*	.791**	1	.363	.275	.370	.284	.677**
	Sig. (2-tailed)	.290	.037	.000		.115	.240	.108	.224	.001
	N	20	20	20	20	20	20	20	20	20
Q5	Pearson Correlation	.092	.184	.169	.363	1	.631**	.451*	.671**	.704**
	Sig. (2-tailed)	.699	.437	.477	.115		.003	.046	.001	.001
	N	20	20	20	20	20	20	20	20	20
Q6	Pearson Correlation	.161	.402	.134	.275	.631**	1	.578**	.631**	.753**
	Sig. (2-tailed)	.499	.079	.574	.240	.003		.008	.003	.000
	N	20	20	20	20	20	20	20	20	20
Q7	Pearson Correlation	.070	.348	.216	.370	.451*	.578**	1	.716**	.730**
	Sig. (2-tailed)	.770	.132	.359	.108	.046	.008		.000	.000
	N	20	20	20	20	20	20	20	20	20
Q8	Pearson Correlation	.276	.369	.169	.284	.671**	.631**	.716**	1	.797**
	Sig. (2-tailed)	.238	.110	.477	.224	.001	.003	.000		.000
	N	20	20	20	20	20	20	20	20	20
TOTAL	Pearson Correlation	.474*	.679**	.557*	.677**	.704**	.753**	.730**	.797**	1
	Sig. (2-tailed)	.035	.001	.011	.001	.001	.000	.000	.000	
	N	20	20	20	20	20	20	20	20	20

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Validity Result of Variable Y (Customer Satisfaction)

		Correlations								
		Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	TOTAL
Q9	Pearson Correlation	1	.417	.261	.173	.249	-.008	.140	.051	.570**
	Sig. (2-tailed)		.067	.266	.464	.291	.973	.555	.831	.009
	N	20	20	20	20	20	20	20	20	20
Q10	Pearson Correlation	.417	1	.341	.026	-.214	-.360	.449*	.192	.529*
	Sig. (2-tailed)	.067		.141	.912	.364	.119	.047	.417	.016
	N	20	20	20	20	20	20	20	20	20
Q11	Pearson Correlation	.261	.341	1	-.132	-.246	-.005	.087	-.246	.249
	Sig. (2-tailed)	.266	.141		.580	.296	.983	.715	.297	.290
	N	20	20	20	20	20	20	20	20	20
Q12	Pearson Correlation	.173	.026	-	1	.576**	.206	.187	.238	.509*
	Sig. (2-tailed)	.464	.912	.132		.008	.385	.431	.313	.022
	N	20	20	20	20	20	20	20	20	20
Q13	Pearson Correlation	.249	-.214	-	.576**	1	.501*	.024	.057	.407
	Sig. (2-tailed)	.291	.364	.246	.008		.024	.919	.812	.075
	N	20	20	20	20	20	20	20	20	20
Q14	Pearson Correlation	-.008	-.360	-	.206	.501*	1	.079	.208	.351
	Sig. (2-tailed)	.973	.119	.983	.385	.024		.741	.380	.129
	N	20	20	20	20	20	20	20	20	20
Q15	Pearson Correlation	.140	.449*	.087	.187	.024	.079	1	.629**	.720**
	Sig. (2-tailed)	.555	.047	.715	.431	.919	.741		.003	.000
	N	20	20	20	20	20	20	20	20	20
Q16	Pearson Correlation	.051	.192	-	.238	.057	.208	.629**	1	.601**
	Sig. (2-tailed)	.831	.417	.246	.313	.812	.380	.003		.005
	N	20	20	20	20	20	20	20	20	20
TOTAL	Pearson Correlation	.570**	.529*	.249	.509*	.407	.351	.720**	.601**	1
	Sig. (2-tailed)	.009	.016	.290	.022	.075	.129	.000	.005	
	N	20	20	20	20	20	20	20	20	20

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

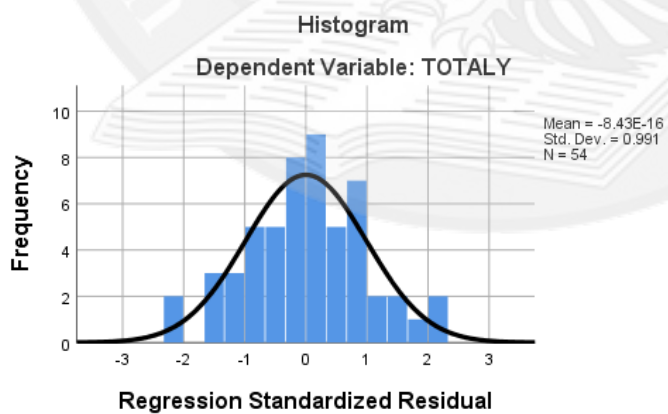
Normality Test (One-Sample Kolmogorov-Smirnov Test)

One-Sample Kolmogorov-Smirnov Test

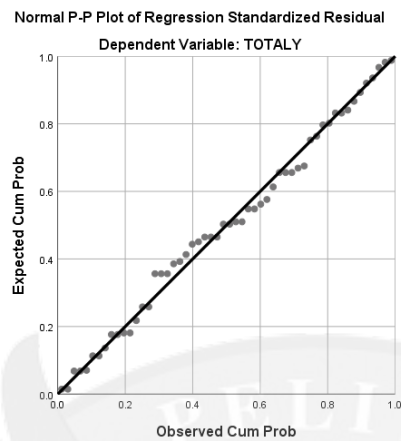
		Unstandardized Residual
N		54
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.40641255
Most Extreme Differences	Absolute	.077
	Positive	.064
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Histogram Output



P-Plot Output



Linearity Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
TOTALY *	Between Groups	(Combined)	378.343	12	31.529	5.289	.000
TOTALX	Linearity		315.846	1	315.846	52.982	.000
	Deviation from Linearity		62.497	11	5.682	.953	.502
	Within Groups		244.417	41	5.961		
	Total		622.759	53			

Correlational Test

Correlations

		TOTALX	TOTALY
TOTALX	Pearson Correlation	1	.712**
	Sig. (2-tailed)		.000
	N	54	54
TOTALY	Pearson Correlation	.712**	1
	Sig. (2-tailed)	.000	
	N	54	54

** . Correlation is significant at the 0.01 level (2-tailed).

Determination Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712 ^a	.507	.498	2.429

a. Predictors: (Constant), TOTALX

b. Dependent Variable: TOTALY

Linear Regression Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.462	3.126		3.986	.000
	TOTALX	.681	.093	.712	7.315	.000

a. Dependent Variable: TOTALY

APPENDIX F: R TABLE

Distribusi Nilai r_{tabel}

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541

APPENDIX G: Z TABLE

Distribusi Nilai Z_{tabel}

Z	0.00	0.01	0.02	0.03	0.04	0.05	0.06	0.07	0.08	0.09
0.0	0.0000	0.0040	0.0080	0.0120	0.0160	0.0199	0.0239	0.0279	0.0319	0.0359
0.1	0.0398	0.0438	0.0478	0.0517	0.0557	0.0596	0.0636	0.0675	0.0714	0.0753
0.2	0.0793	0.0832	0.0871	0.0910	0.0948	0.0987	0.1026	0.1064	0.1103	0.1141
0.3	0.1179	0.1217	0.1255	0.1293	0.1331	0.1368	0.1406	0.1443	0.1480	0.1517
0.4	0.1554	0.1591	0.1628	0.1664	0.1700	0.1736	0.1772	0.1808	0.1844	0.1879
0.5	0.1915	0.1950	0.1985	0.2019	0.2054	0.2088	0.2123	0.2157	0.2190	0.2224
0.6	0.2257	0.2291	0.2324	0.2357	0.2389	0.2422	0.2454	0.2486	0.2517	0.2549
0.7	0.2580	0.2611	0.2642	0.2673	0.2704	0.2734	0.2764	0.2794	0.2823	0.2852
0.8	0.2881	0.2910	0.2939	0.2967	0.2995	0.3023	0.3051	0.3078	0.3106	0.3133
0.9	0.3159	0.3186	0.3212	0.3238	0.3264	0.3289	0.3315	0.3340	0.3365	0.3389
1.0	0.3413	0.3438	0.3461	0.3485	0.3508	0.3531	0.3554	0.3577	0.3599	0.3621
1.1	0.3643	0.3665	0.3686	0.3708	0.3729	0.3749	0.3770	0.3790	0.3810	0.3830
1.2	0.3849	0.3869	0.3888	0.3907	0.3925	0.3944	0.3962	0.3980	0.3997	0.4015
1.3	0.4032	0.4049	0.4066	0.4082	0.4099	0.4115	0.4131	0.4147	0.4162	0.4177
1.4	0.4192	0.4207	0.4222	0.4236	0.4251	0.4265	0.4279	0.4292	0.4306	0.4319
1.5	0.4332	0.4345	0.4357	0.4370	0.4382	0.4394	0.4406	0.4418	0.4429	0.4441
1.6	0.4452	0.4463	0.4474	0.4484	0.4495	0.4505	0.4515	0.4525	0.4535	0.4545
1.7	0.4554	0.4564	0.4573	0.4582	0.4591	0.4599	0.4608	0.4616	0.4625	0.4633
1.8	0.4641	0.4649	0.4656	0.4664	0.4671	0.4678	0.4686	0.4693	0.4699	0.4706
1.9	0.4713	0.4719	0.4726	0.4732	0.4738	0.4744	0.4750	0.4756	0.4761	0.4767
2.0	0.4772	0.4778	0.4783	0.4788	0.4793	0.4798	0.4803	0.4808	0.4812	0.4817
2.1	0.4821	0.4826	0.4830	0.4834	0.4838	0.4842	0.4846	0.4850	0.4854	0.4857
2.2	0.4861	0.4864	0.4868	0.4871	0.4875	0.4878	0.4881	0.4884	0.4887	0.4890
2.3	0.4893	0.4896	0.4898	0.4901	0.4904	0.4906	0.4909	0.4911	0.4913	0.4916
2.4	0.4918	0.4920	0.4922	0.4925	0.4927	0.4929	0.4931	0.4932	0.4934	0.4936
2.5	0.4938	0.4940	0.4941	0.4943	0.4945	0.4946	0.4948	0.4949	0.4951	0.4952
2.6	0.4953	0.4955	0.4956	0.4957	0.4959	0.4960	0.4961	0.4962	0.4963	0.4964
2.7	0.4965	0.4966	0.4967	0.4968	0.4969	0.4970	0.4971	0.4972	0.4973	0.4974
2.8	0.4974	0.4975	0.4976	0.4977	0.4977	0.4978	0.4979	0.4979	0.4980	0.4981
2.9	0.4981	0.4982	0.4982	0.4983	0.4984	0.4984	0.4985	0.4985	0.4986	0.4986
3.0	0.4987	0.4987	0.4987	0.4988	0.4988	0.4989	0.4989	0.4989	0.4990	0.4990

APPENDIX H: MAIN TEST CONFIRMATION LETTER

Date : 04 July 2019
Subject : Confirmation Letter
Reference No. : 21/VII/MWI/2019
To : UPH Medan

Dear Sir/Madam,

This letter is to certify and confirm that:

Name : Davin
Student ID : 00000015851
Study Program: International Business (Management) – 2015 Intake

has done a research in the form of a survey about social media marketing and how it affects our company PT Mega Wisata Indah's customer satisfaction. This study was conducted for his final paper titled "The Impact of Implementing Social Media Marketing towards Customers Satisfaction at PT Mega Wisata Indah in Medan" as one of the requirements to complete his undergraduate study.

Thank you for your understanding. Should you have further inquiries, feel free to call us at +62 61 8051 0696 or send us an e-mail at mega@megawis.com.

Best Regards,



Evelyn

Operational Director

APPENDIX I: PRE TEST CONFIRMATION LETTER

RUT PT. RAYA UTAMA TRAVEL

Jl. Aksara No. 124 Medan - 20224, Indonesia
 Tel. (061) 7350011 (Hunting) Fax. (061) 7354604, 7356363
 E-mail : sales@rut.co.id



PT. RAYA UTAMA TRAVEL PT. RAYA UTAMA TRAVEL PT. RAYA UTAMA TRAVEL PT. RAYA UTAMA TRAVEL PT. RAYA UTAMA TRAVEL PT. RAYA UTAMA TRAVEL

Date : 01 July 2019
 Subject : Confirmation Letter
 Reference No. : 28/MDN/SRT/GA/VII/2019
 To : UPH Medan

Dear Sir/Madam,

This letter is to certify and confirm that:

Name : Davin
 Student ID : 00000015851
 Study Program: International Business (Management) – 2015 Intake

has done a research in the form of a pre-test survey about social media marketing and how it affects our company PT Raya Utama Travel's customer satisfaction. This study has been conducted to fulfill one of the requirements for the completion of Davin's undergraduate study, which is his *skripsi* titled "The Impact of Implementing Social Media Marketing towards Customers Satisfaction at PT Mega Wisata Indah in Medan".

Thank you for your understanding. Should you have further inquiries, feel free to call us at +62 61 4520033 - 4570011 or send us an e-mail at contacts@rut.co.id.

Best Regards,



Hakim Onggo

Manager