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[Miliar%20pada%202025%20%7C%20Databoks](https://databoks.katadata.co.id/datapublish/2022/03/18/nilai-transaksi-e-commerce-indonesia-diperkirakan-capai-us1375-miliar-pada-2025#%3A~%3Atext%3DNilai%20Transaksi%20E%2DCommerce%20Indonesia%2C5%20Miliar%20pada%202025%20%7C%20Databoks). (Diakses pada tanggal 21

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# LAMPIRAN

Lampiran 1. Kuesioner Penelitian

# KUESIONER PENELITIAN PENGARUH *TAGLINE* SHOPEE DAN TOKOPEDIA

**TERHADAP KEPUTUSAN BELANJA *ONLINE***

# MAHASISWA FAKULTAS ILMU SOSIAL DAN ILMU POLITIK UNIVERSITAS PANCASAKTI TEGAL

**Petunjuk Pengisian Kuesioner**

1. Mengisi identitas berupa NPM (Nomor Pokok Mahasiswa) terlebih dahulu.
2. Bacalah pertanyaan dengan teliti sebelum menjawab.
3. Dalam setiap pertanyaan, terdapat 5 pilihan untuk menjawab yaitu: 1: Sangat Tidak Setuju

2: Tidak Setuju

3: Ragu

4: Setuju

5: Sangat Setuju

1. Berilah tanda (√) untuk menjawab pertanyaan pada kolom yang tersedia.
2. Dalam menjawab pertanyaan, diharapkan dapat menjawab sesuai pendapat responden dengan jujur dan keadaan yang dialami sebagai pengguna aplikasi Shopee dan Tokopedia.

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Lampiran 2. Identitas Responden

# Identitas Responden

NPM :

Program Studi :

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pertanyaan** | **1**  **(STS)** | **2**  **(TS)** | **3**  **(R)** | **4**  **(S)** | **5**  **(SS)** |
| 1. | Saya pernah mendengar *tagline* dari  Shopee dan Tokopedia. |  |  |  |  |  |
| 2. | *Tagline* Shopee dan Tokopedia mudah  diingat. |  |  |  |  |  |
| 3. | Saya mengetahui perbedaan antara  *Tagline* Shopee dan Tokopedia |  |  |  |  |  |
| 4. | *Tagline* Shopee dan Tokopedia sesuai  dengan promosi yang ditawarkan. |  |  |  |  |  |
| 5. | Gratis ongkir yang ditawarkan oleh Shopee lebih banyak, sedangkan Tokopedia memberikan kemudahan kepada para penggunanya untuk  berbelanja secara *online*. |  |  |  |  |  |
| 6. | *Tagline* Shopee dan Tokopedia menggunakan kalimat yang mudah  dimengerti dan jelas. |  |  |  |  |  |
| 7. | Saya tertarik untuk berbelanja secara  *online* karena *tagline* dari Shopee dan Tokopedia. |  |  |  |  |  |
| 8. | Saya berbelanja *online* berdasarkan  kebutuhan yang dimiliki. |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 9. | Saya berbelanja *online* karena tergiur dengan produk yang ditawarkan di  Shopee dan Tokopedia. |  |  |  |  |  |
| 10. | Saya lebih banyak mencari informasi mengenai produk secara langsung pada Shopee dan Tokopedia daripada di media sosial (Twitter, Facebook,  Instagram, dll). |  |  |  |  |  |
| 11. | Saya mencari informasi produk karena  terpengaruh oleh *tagline* Shopee dan Tokopedia. |  |  |  |  |  |
| 12. | Saya merasa aplikasi shopee dan tokopedia menjadi tempat yang cocok  untuk berbelanja secara *online*. |  |  |  |  |  |
| 13. | Saya merasa yakin untuk berbelanja  *online* di Shopee dan Tokopedia karena  *tagline* yang dipromosikan. |  |  |  |  |  |
| 14. | Saya tertarik berbelanja karena harga yang dicantumkan di Shopee dan  Tokopedia. |  |  |  |  |  |
| 15. | Saya puas dengan produk yang dibeli  melalui Shopee dan Tokopedia. |  |  |  |  |  |
| 16. | Saya berkeinginan untuk melakukan  pembelian ulang di aplikasi Shopee dan Tokopedia. |  |  |  |  |  |

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Lampiran 3. Tabel Rekap Data Variabel X dan Y

# Tabel Rekap Data Variabel X dan Y

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Responden** | | **X** | | | | | | | **X** | **Y** | | | | | | | | | **Y** |
| **NPM** | **Program Studi** | **X1** | **X2** | **X3** | **X4** | **X5** | **X6** | **X7** | **TOTAL** | **Y1** | **Y2** | **Y3** | **Y4** | **Y5** | **Y6** | **Y7** | **Y8** | **Y9** | **TOTAL** |
| 1 | 2118500005 | Ilmu Pemerintahan | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 31 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 39 |
| 2 | 2118500011 | Ilmu Pemerintahan | 4 | 4 | 3 | 3 | 1 | 4 | 4 | 23 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 35 |
| 3 | 2118500020 | Ilmu Pemerintahan | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 32 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 36 |
| 4 | 2118500024 | Ilmu Pemerintahan | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 27 | 5 | 2 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 33 |
| 5 | 2118500025 | Ilmu Pemerintahan | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 29 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 38 |
| 6 | 2118500032 | Ilmu Pemerintahan | 4 | 4 | 2 | 3 | 3 | 4 | 3 | 23 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 39 |
| 7 | 2118500033 | Ilmu Pemerintahan | 4 | 5 | 4 | 3 | 2 | 4 | 4 | 26 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 38 |
| 8 | 2118500038 | Ilmu Pemerintahan | 4 | 4 | 2 | 4 | 5 | 5 | 1 | 25 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 4 | 41 |
| 9 | 2118500041 | Ilmu Pemerintahan | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 25 | 4 | 3 | 4 | 2 | 4 | 3 | 4 | 4 | 3 | 31 |
| 10 | 2118500046 | Ilmu Pemerintahan | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 25 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 34 |
| 11 | 2118500048 | Ilmu Pemerintahan | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 29 | 5 | 4 | 2 | 4 | 4 | 4 | 5 | 4 | 3 | 35 |
| 12 | 2118500060 | Ilmu Pemerintahan | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 26 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 34 |
| 13 | 2118500061 | Ilmu Pemerintahan | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |

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|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Responden** | | **X** | | | | | | | **X** | **Y** | | | | | | | | | **Y** |
| **NPM** | **Program Studi** | **X1** | **X2** | **X3** | **X4** | **X5** | **X6** | **X7** | **TOTAL** | **Y1** | **Y2** | **Y3** | **Y4** | **Y5** | **Y6** | **Y7** | **Y8** | **Y9** | **TOTAL** |
| 14 | 2118500064 | Ilmu Pemerintahan | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 26 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 34 |
| 15 | 2118500065 | Ilmu Pemerintahan | 4 | 4 | 2 | 3 | 2 | 4 | 4 | 23 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 1 | 5 | 38 |
| 16 | 2118500070 | Ilmu Pemerintahan | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 19 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 35 |
| 17 | 2118500076 | Ilmu Pemerintahan | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 29 | 5 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 29 |
| 18 | 2118500077 | Ilmu Pemerintahan | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 25 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 36 |
| 19 | 2118500080 | Ilmu Pemerintahan | 4 | 5 | 3 | 4 | 2 | 4 | 4 | 26 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 40 |
| 20 | 2118500086 | Ilmu Pemerintahan | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 26 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 28 |
| 21 | 2118500091 | Ilmu Pemerintahan | 4 | 4 | 3 | 4 | 2 | 4 | 3 | 24 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 41 |
| 22 | 2118500093 | Ilmu Pemerintahan | 3 | 4 | 2 | 4 | 4 | 4 | 3 | 24 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 38 |
| 23 | 2118500104 | Ilmu Pemerintahan | 2 | 2 | 3 | 2 | 2 | 2 | 1 | 14 | 2 | 1 | 2 | 1 | 4 | 2 | 4 | 4 | 3 | 23 |
| 24 | 2119500072 | Ilmu Pemerintahan | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 26 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 34 |
| 25 | 2120600044 | Ilmu Pemerintahan | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 26 | 2122600001 | Ilmu Pemerintahan | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 27 | 2122600004 | Ilmu Pemerintahan | 3 | 4 | 2 | 2 | 4 | 4 | 3 | 22 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 5 | 4 | 36 |
| 28 | 2122600005 | Ilmu Pemerintahan | 2 | 1 | 1 | 1 | 2 | 1 | 2 | 10 | 3 | 4 | 3 | 1 | 4 | 2 | 4 | 2 | 2 | 25 |
| 29 | 2122600009 | Ilmu Pemerintahan | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 11 | 2 | 4 | 2 | 3 | 4 | 1 | 3 | 4 | 3 | 26 |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Responden** | | **X** | | | | | | | **X** | **Y** | | | | | | | | | **Y** |
| **NPM** | **Program Studi** | **X1** | **X2** | **X3** | **X4** | **X5** | **X6** | **X7** | **TOTAL** | **Y1** | **Y2** | **Y3** | **Y4** | **Y5** | **Y6** | **Y7** | **Y8** | **Y9** | **TOTAL** |
| 30 | 2122600009 | Ilmu Pemerintahan | 1 | 1 | 1 | 2 | 4 | 2 | 1 | 12 | 1 | 5 | 5 | 1 | 1 | 5 | 5 | 4 | 4 | 31 |
| 31 | 2122600017 | Ilmu Pemerintahan | 1 | 2 | 2 | 4 | 1 | 2 | 1 | 13 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 14 |
| 32 | 2122600020 | Ilmu Pemerintahan | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 12 | 1 | 2 | 2 | 1 | 5 | 1 | 5 | 5 | 5 | 27 |
| 33 | 2122600024 | Ilmu Pemerintahan | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 34 | 2122600028 | Ilmu Pemerintahan | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 14 | 4 | 5 | 3 | 2 | 4 | 2 | 4 | 3 | 2 | 29 |
| 35 | 2122600032 | Ilmu Pemerintahan | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 28 | 4 | 2 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 30 |
| 36 | 2122600036 | Ilmu Pemerintahan | 2 | 2 | 2 | 1 | 5 | 2 | 2 | 16 | 5 | 5 | 1 | 1 | 5 | 1 | 2 | 2 | 1 | 23 |
| 37 | 2122600040 | Ilmu Pemerintahan | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 24 | 4 | 3 | 3 | 2 | 4 | 4 | 4 | 3 | 3 | 30 |
| 38 | 2122600043 | Ilmu Pemerintahan | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 28 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 39 |
| 39 | 2122600045 | Ilmu Pemerintahan | 1 | 1 | 3 | 2 | 3 | 1 | 1 | 12 | 3 | 4 | 4 | 2 | 5 | 3 | 2 | 3 | 2 | 28 |
| 40 | 2216500024 | Ilmu Pemerintahan | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 17 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 1 | 18 |
| 41 | 2217500033 | Ilmu Komunikasi | 4 | 4 | 5 | 4 | 2 | 4 | 2 | 25 | 5 | 2 | 5 | 2 | 4 | 2 | 5 | 3 | 4 | 32 |
| 42 | 2218500001 | Ilmu Komunikasi | 1 | 2 | 3 | 2 | 2 | 1 | 1 | 12 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 18 |
| 43 | 2218500007 | Ilmu Komunikasi | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 31 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 42 |
| 44 | 2218500008 | Ilmu Komunikasi | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 33 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 41 |
| 45 | 2218500009 | Ilmu Komunikasi | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 34 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Responden** | | **X** | | | | | | | **X** | **Y** | | | | | | | | | **Y** |
| **NPM** | **Program Studi** | **X1** | **X2** | **X3** | **X4** | **X5** | **X6** | **X7** | **TOTAL** | **Y1** | **Y2** | **Y3** | **Y4** | **Y5** | **Y6** | **Y7** | **Y8** | **Y9** | **TOTAL** |
| 46 | 2218500010 | Ilmu Komunikasi | 1 | 1 | 4 | 2 | 2 | 1 | 3 | 14 | 1 | 4 | 5 | 1 | 4 | 3 | 4 | 3 | 5 | 30 |
| 47 | 2218500013 | Ilmu Komunikasi | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 26 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 33 |
| 48 | 2218500017 | Ilmu Komunikasi | 5 | 4 | 4 | 3 | 2 | 4 | 2 | 24 | 5 | 1 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 31 |
| 49 | 2218500018 | Ilmu Komunikasi | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 32 | 5 | 5 | 3 | 2 | 4 | 3 | 4 | 4 | 4 | 34 |
| 50 | 2218500020 | Ilmu Komunikasi | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 29 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| 51 | 2218500023 | Ilmu Komunikasi | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 32 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 39 |
| 52 | 2218500024 | Ilmu Komunikasi | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 9 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 18 |
| 53 | 2218500028 | Ilmu Komunikasi | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 54 | 2218500030 | Ilmu Komunikasi | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 10 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 17 |
| 55 | 2218500033 | Ilmu Komunikasi | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 27 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 56 | 2218500034 | Ilmu Komunikasi | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 30 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 41 |
| 57 | 2218500036 | Ilmu Komunikasi | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 31 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 58 | 2218500037 | Ilmu Komunikasi | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 31 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 39 |
| 59 | 2218500039 | Ilmu Komunikasi | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 27 | 5 | 3 | 5 | 2 | 5 | 4 | 5 | 4 | 4 | 37 |
| 60 | 2218500040 | Ilmu Komunikasi | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 61 | 2219500003 | Ilmu Komunikasi | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 26 | 5 | 2 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 34 |

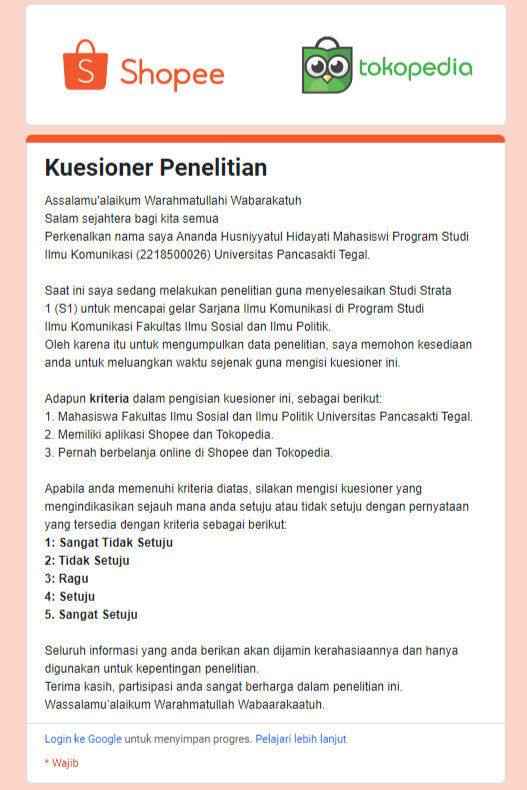
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|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Responden** | | **X** | | | | | | | **X** | **Y** | | | | | | | | | **Y** |
| **NPM** | **Program Studi** | **X1** | **X2** | **X3** | **X4** | **X5** | **X6** | **X7** | **TOTAL** | **Y1** | **Y2** | **Y3** | **Y4** | **Y5** | **Y6** | **Y7** | **Y8** | **Y9** | **TOTAL** |
| 62 | 2219500011 | Ilmu Komunikasi | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 31 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 41 |
| 63 | 2219500024 | Ilmu Komunikasi | 4 | 3 | 3 | 4 | 3 | 4 | 2 | 23 | 4 | 2 | 4 | 2 | 3 | 4 | 4 | 3 | 4 | 30 |
| 64 | 2219500029 | Ilmu Komunikasi | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 11 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 20 |
| 65 | 2219500030 | Ilmu Komunikasi | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 25 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 35 |
| 66 | 2219500033 | Ilmu Komunikasi | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 34 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 36 |
| 67 | 2220600011 | Ilmu Komunikasi | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 11 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 15 |
| 68 | 2220600018 | Ilmu Komunikasi | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 25 | 4 | 2 | 4 | 2 | 4 | 2 | 4 | 4 | 4 | 30 |
| 69 | 2220600025 | Ilmu Komunikasi | 1 | 1 | 3 | 2 | 3 | 1 | 2 | 13 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 1 | 20 |
| 70 | 2220600030 | Ilmu Komunikasi | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 12 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 22 |
| 71 | 2220600040 | Ilmu Komunikasi | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 32 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 35 |
| 72 | 2220600048 | Ilmu Komunikasi | 3 | 3 | 2 | 4 | 3 | 3 | 4 | 22 | 2 | 3 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 30 |
| 73 | 2220600051 | Ilmu Komunikasi | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 74 | 2220600054 | Ilmu Komunikasi | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 27 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 35 |
| 75 | 2221600004 | Ilmu Komunikasi | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 76 | 2221600013 | Ilmu Komunikasi | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 77 | 2221600034 | Ilmu Komunikasi | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 29 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |

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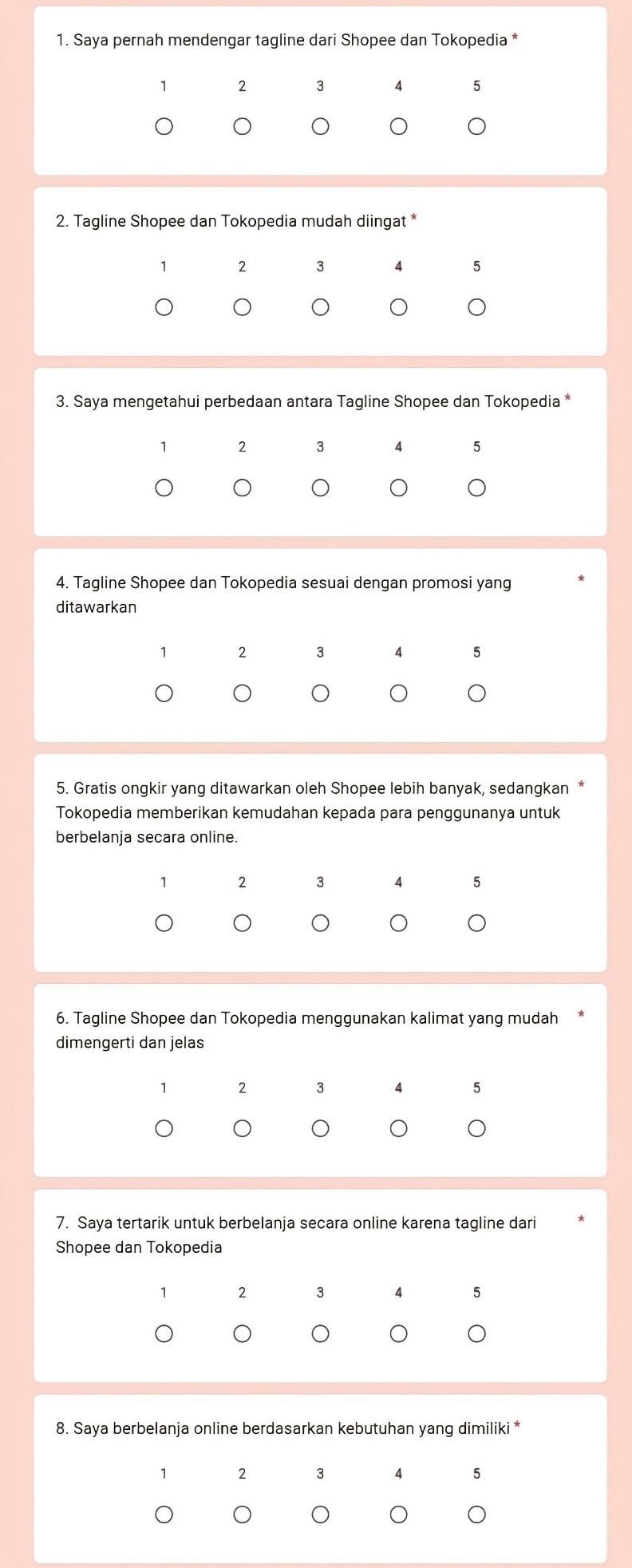
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Responden** | | **X** | | | | | | | **X** | **Y** | | | | | | | | | **Y** |
| **NPM** | **Program Studi** | **X1** | **X2** | **X3** | **X4** | **X5** | **X6** | **X7** | **TOTAL** | **Y1** | **Y2** | **Y3** | **Y4** | **Y5** | **Y6** | **Y7** | **Y8** | **Y9** | **TOTAL** |
| 78 | 2221600037 | Ilmu Komunikasi | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 79 | 2221600042 | Ilmu Komunikasi | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 80 | 2222600007 | Ilmu Komunikasi | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 28 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 36 |
| 81 | 2222600020 | Ilmu Komunikasi | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 82 | 2222600025 | Ilmu Komunikasi | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 31 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 39 |
| 83 | 2222600026 | Ilmu Komunikasi | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 27 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 32 |
| 84 | 2222600032 | Ilmu Komunikasi | 3 | 4 | 5 | 3 | 2 | 3 | 3 | 23 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 29 |
| 85 | 2222600033 | Ilmu Komunikasi | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 25 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 4 | 24 |
| 86 | 2222600035 | Ilmu Komunikasi | 5 | 5 | 4 | 4 | 2 | 5 | 4 | 29 | 2 | 5 | 5 | 4 | 5 | 4 | 5 | 2 | 4 | 36 |

Lampiran 4. Kuesioner Google Formulir

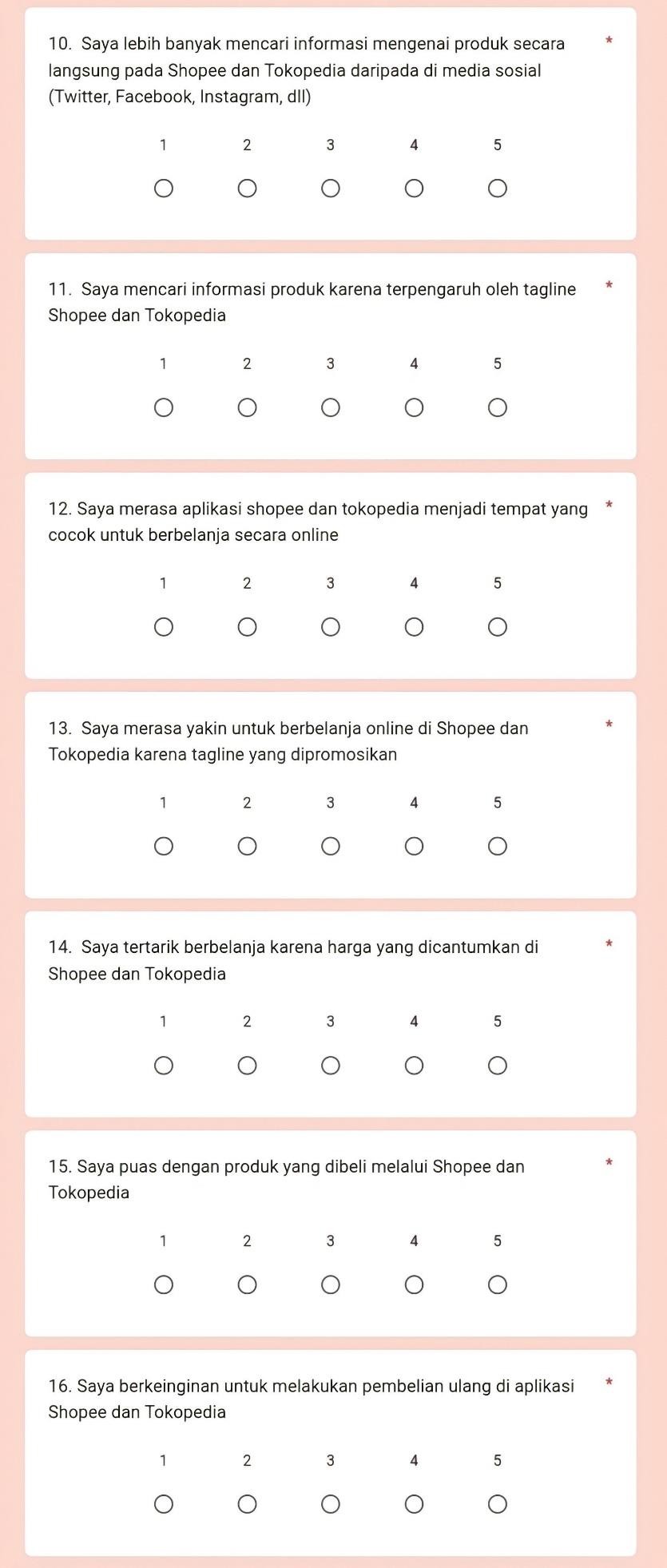


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Lampiran 5. Hasil Uji Validitas dan Reliabilitas

# Hasil Uji Validitas dan Reliabilitas

1. Tagline Shopee dan Tokopedia

**Case Processing Summary**

|  |  |  |  |
| --- | --- | --- | --- |
|  | | N | % |
| Cases | Valid | 86 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 86 | 100.0 |

* 1. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

|  |  |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .936 | 7 |

**Item-Total Statistics**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
| X.1 | 20.71 | 33.197 | .910 | .914 |
| X.2 | 20.67 | 33.752 | .883 | .917 |
| X.3 | 20.93 | 35.524 | .728 | .932 |
| X.4 | 20.85 | 35.612 | .831 | .923 |
| X.5 | 21.03 | 38.834 | .541 | .947 |
| X.6 | 20.64 | 33.621 | .899 | .915 |
| X.7 | 20.98 | 35.670 | .753 | .929 |

1. Keputusan Belanja *Online*

**Case Processing Summary**

|  |  |  |  |
| --- | --- | --- | --- |
|  | | N | % |
| Cases | Valid | 86 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 86 | 100.0 |

* 1. Listwise deletion based on all variables in the procedure.

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**Reliability Statistics**

|  |  |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .894 | 9 |

**Item-Total Statistics**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
| Y.1 | 29.17 | 38.922 | .552 | .892 |
| Y.2 | 29.38 | 39.322 | .545 | .892 |
| Y.3 | 29.31 | 37.394 | .691 | .880 |
| Y.4 | 29.74 | 37.840 | .635 | .885 |
| Y.5 | 28.94 | 39.750 | .666 | .883 |
| Y.6 | 29.49 | 37.547 | .732 | .877 |
| Y.7 | 29.07 | 39.007 | .751 | .877 |
| Y.8 | 29.27 | 39.069 | .643 | .884 |
| Y.9 | 29.34 | 37.403 | .732 | .876 |

Lampiran 6. Hasil Analisis Data

# Hasil Analisis

1. Uji Normalitas

**One-Sample Kolmogorov-Smirnov Test**

|  |  |  |
| --- | --- | --- |
|  | | Unstandardized Residual |
| N | | 86 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 4.06528529 |
| Most Extreme Differences | Absolute | .095 |
| Positive | .095 |
| Negative | -.050 |
| Test Statistic | | .095 |
| Asymp. Sig. (2-tailed) | | .051c |

* 1. Test distribution is Normal.
  2. Calculated from data.
  3. Lilliefors Significance Correction.

1. Uji Regresi Linear Sederhana

**Coefficientsa**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |  |
| B | Std. Error | Beta | Keterangan |
| 1 | (Constant) | 13.137 | 1.627 |  | 8.074 | .000 |  |
| Tagline Shopee dan Tokopedia | .816 | .064 | .810 | 12.660 | .000 | Berpengaruh Signifikan |

* 1. Dependent Variable: Keputusan Belanja *Online*

1. Uji Koefisien Deteriminasi (R Square)

**Model Summaryb**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .810a | .656 | .652 | 4.089 |

* 1. Predictors: (Constant), Tagline Shopee dan Tokopedia

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* 1. Dependent Variable: Keputusan Belanja *Online*

1. Uji Hipotesis

**Coefficientsa**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |  |
| B | Std. Error | Beta | Keterangan |
| 1 | (Constant) | 13.137 | 1.627 |  | 8.074 | .000 |  |
| Tagline  Shopee dan Tokopedia | .816 | .064 | .810 | 12.660 | .000 | Berpengaruh Signifikan |

* 1. Dependent Variable: Keputusan Belanja *Online*

Lampiran 7. R Tabel

# R Tabel Signifikasi 1% (0,1) dan 5% (0,5)

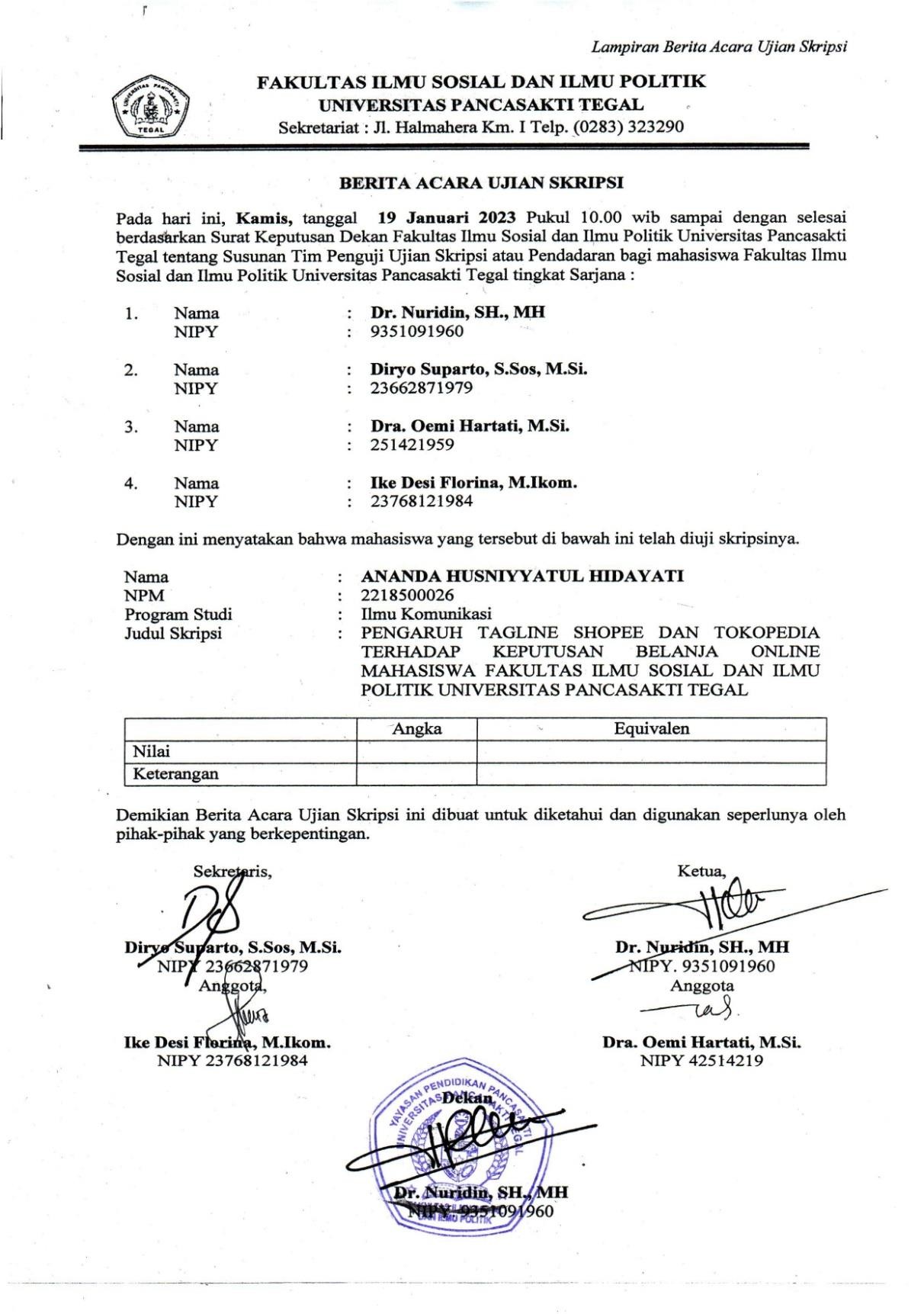
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **df=N-2** | **Signifikasi** | | **df=N-2** | **Signifikasi** | |
| **0.1** | **0.5** | **0.1** | **0.5** |
| 1 | 0.9877 | 0.9969 | 51 | 0.2284 | 0.2706 |
| 2 | 0.9000 | 0.9500 | 52 | 0.2262 | 0.2681 |
| 3 | 0.8054 | 0.8783 | 53 | 0.2241 | 0.2656 |
| 4 | 0.7293 | 0.8114 | 54 | 0.2221 | 0.2632 |
| 5 | 0.6694 | 0.7545 | 55 | 0.2201 | 0.2609 |
| 6 | 0.6215 | 0.7067 | 56 | 0.2181 | 0.2586 |
| 7 | 0.5822 | 0.6664 | 57 | 0.2162 | 0.2564 |
| 8 | 0.5494 | 0.6319 | 58 | 0.2144 | 0.2542 |
| 9 | 0.5214 | 0.6021 | 59 | 0.2126 | 0.2521 |
| 10 | 0.4973 | 0.5760 | 60 | 0.2108 | 0.2500 |
| 11 | 0.4762 | 0.5529 | 61 | 0.2091 | 0.2480 |
| 12 | 0.4575 | 0.5324 | 62 | 0.2075 | 0.2461 |
| 13 | 0.4409 | 0.5140 | 63 | 0.2058 | 0.2441 |
| 14 | 0.4259 | 0.4973 | 64 | 0.2042 | 0.2423 |
| 15 | 0.4124 | 0.4821 | 65 | 0.2027 | 0.2404 |
| 16 | 0.4000 | 0.4683 | 66 | 0.2012 | 0.2387 |
| 17 | 0.3887 | 0.4555 | 67 | 0.1997 | 0.2369 |
| 18 | 0.3783 | 0.4438 | 68 | 0.1982 | 0.2352 |
| 19 | 0.3687 | 0.4329 | 69 | 0.1968 | 0.2335 |
| 20 | 0.3598 | 0.4227 | 70 | 0.1954 | 0.2319 |
| 21 | 0.3515 | 0.4132 | 71 | 0.1940 | 0.2303 |
| 22 | 0.3438 | 0.4044 | 72 | 0.1927 | 0.2287 |
| 23 | 0.3365 | 0.3961 | 73 | 0.1914 | 0.2272 |
| 24 | 0.3297 | 0.3882 | 74 | 0.1901 | 0.2257 |
| 25 | 0.3233 | 0.3809 | 75 | 0.1888 | 0.2242 |
| 26 | 0.3172 | 0.3739 | 76 | 0.1876 | 0.2227 |
| 27 | 0.3115 | 0.3673 | 77 | 0.1864 | 0.2213 |
| 28 | 0.3061 | 0.3610 | 78 | 0.1852 | 0.2199 |
| 29 | 0.3009 | 0.3550 | 79 | 0.1841 | 0.2185 |
| 30 | 0.2960 | 0.3494 | 80 | 0.1829 | 0.2172 |
| 31 | 0.2913 | 0.3440 | 81 | 0.1818 | 0.2159 |
| 32 | 0.2869 | 0.3388 | 82 | 0.1807 | 0.2146 |
| 33 | 0.2826 | 0.3338 | 83 | 0.1796 | 0.2133 |

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|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **df=N-2** | **Signifikasi** | | **df=N-2** | **Signifikasi** | |
| **0.1** | **0.5** | **0.1** | **0.5** |
| 34 | 0.2785 | 0.3291 | 84 | 0.1786 | 0.2120 |
| 35 | 0.2746 | 0.3246 | 85 | 0.1775 | 0.2108 |
| 36 | 0.2709 | 0.3202 | 86 | 0.1765 | 0.2096 |
| 37 | 0.2673 | 0.3160 | 87 | 0.1755 | 0.2084 |
| 38 | 0.2638 | 0.3120 | 88 | 0.1745 | 0.2072 |
| 39 | 0.2605 | 0.3081 | 89 | 0.1735 | 0.2061 |
| 40 | 0.2573 | 0.3044 | 90 | 0.1726 | 0.2050 |
| 41 | 0.2542 | 0.3008 | 91 | 0.1716 | 0.2039 |
| 42 | 0.2512 | 0.2973 | 92 | 0.1707 | 0.2028 |
| 43 | 0.2483 | 0.2940 | 93 | 0.1698 | 0.2017 |
| 44 | 0.2455 | 0.2907 | 94 | 0.1689 | 0.2006 |
| 45 | 0.2429 | 0.2876 | 95 | 0.1680 | 0.1996 |
| 46 | 0.2403 | 0.2845 | 96 | 0.1671 | 0.1986 |
| 47 | 0.2377 | 0.2816 | 97 | 0.1663 | 0.1975 |
| 48 | 0.2353 | 0.2787 | 98 | 0.1654 | 0.1966 |
| 49 | 0.2329 | 0.2759 | 99 | 0.1646 | 0.1956 |
| 50 | 0.2306 | 0.2732 | 100 | 0.1638 | 0.1946 |

Sumber: spssindonesia.com

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