# DAFTAR PUSTAKA

**Buku dan E-Book:**

Aaker, David A. 1991. *Managing Brand Equity*. New York: The Freepress.

Grant, August E., dan Jennifer H. Meadows. 2008. *Communication Technology Update and Fundamentals*. 11th ed. Taylor & Francis.

Kartono, Kartini. 1977. *Tinjauan Holistik Mengenai Tujuan Pendidikan Nasional*.

Jakarta: Pradnya Paramita.

Kasali, Rhenald. 2007. *Membidik Pasar Indonesia Segmentasi Targeting Positioning*. PT Gramedia Pustaka Utama.

Knapp, Druane. 2001. *The Brand Mindset*. Yogyakarta: Andi Publiser.

Kotler, Philip, dan Gary Amstrong. 2003. *Dasar-Dasar Pemasaran*. Kesembilan.

Jakarta: PT. Indeks Gramedia.

Kotler, Philip, dan Gary Armstrong. 2018. *Prinsip-Prinsip Pemasaran*. 7 ed.

Jakarta: Salemba Empat.

Kotler, Philip, dan Kevin Lane Keller. 2016. *Marketing Management*. 15 ed.

Pearson Education.

Kotler, Philip, dan Keller Lane Keller. 2011. *Manajemen Pemasaran*. 13 ed. Jakarta: Erlangga.

107

108

Krug, Steve. 2013. *Don’t Make Me Think (Panduan Praktis Membangun Web Yang Logis)*. Jakarta: PT.Serambi Ilmu Semesta.

Margono. 2004. “Metodologi Penelitian Pendidikan.” dalam *Metodologi Penelitian Pendidikan*. Jakarta: PT Rineka Cipta.

Nazir, Mohammad. 2005. *Metode Penelitian*. Bogor: Ghalia Indonesia.

Sarwono, Jonathan. 2012. *Metode Penelitian Kuantitatif Dan Kualitatif* .

Yogyakarta: Graha Ilmu.

Subagyo, Pangestu, dan Djarwanto. 2002. *Statistik Induktif*. Kelima. Yogyakarta: BPFE.

Sugiyono. 2021. “Metode Penelitian Kuantitatif Kualitatif Dan R & D.” Hlm. 99 dalam *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: CV. Alfabeta.

Sukmadinata, Nana Syaodih. 2013. *Metode Penelitian Pendidikan*. Bandung: Remaja Rosdakarya.

Suyasti, W. 2018. “Branding Memahami Dan Merancang Strategi Merek.” Hlm. 45 dalam *Branding Memahami dan Merancang Strategi Merek*. Bandung: PT CV Rodaskarya.

Tjiptono, Fandy. 2008. *Strategi Pemasaran*. III. Yogyakarta: CV. Andi Offset.

Wibisono, Dermawan. 2003. “Riset Bisnis: Panduan Bagi Praktisi Dan Akademisi.” Hlm. 33 dalam *Riset Bisnis: Panduan Bagi Praktisi dan Akademisi*. Jakarta: PT Gramedia Pustaka Utama.

109

Widiyanto, Ibnu. 2008. *Pointers: Metodelogi Penelitian*. Semarang: Badan Penerbit Undip.

# Jurnal:

Anggraini, Chindy, Susie Perbawasari, dan Heru Budiana. 2018. “Cyberbranding Sebagai Upaya Membangun Brand Awareness Shopee Indonesia.” *Jurnal Komunikasi Dan Media* 2.

Aulia, Dessy, dan Eka Putri. 2016. “Senantiasa Di Sisi Anda Sebagai Tagline Dalam Membentuk Citra Terpercaya Nasabah Bank Central (BCA) Samarinda.” 4(4):149–60.

Bahri, Saiful, Yuver Kusnoto, Basuki Wibowo, Sahid Hidayat, Yulita Dewi Purmintasari, dan Emusti Rivasintha. 2019. “Upaya Pelestarian Cagar Budaya Hollandsch Inlandsche School (HIS) Pertama Di Indonesia.” *Jurnal Pengabdian Kepada Masyarakat* 3(1).

Bendoly, Elliot, James D. Blocher, Kurt M. Bretthauer, Shanker Krishnan, dan M.

A. Venkataramanan. 2005. “*Online*/In-Store Integration and Customer Retention.” *Journal of Service Research* 7(4).

Chiranjeev, Kohli, Lance. Leuthesser, dan Rajneesh Suri. 2007. “Got Slogan?

Guidelines for Creating Effective Slogans.” *Business Horizons* 50:415–22.

Evanschitzky, Heiner, Gopalkrishnan R. Iyer, Josef Hesse, dan Dieter Ahlert. 2000. “E-Satisfaction: An Initial Examination.” *Journal of Retailing* 80(3).

110

Hulu, Fatolosa. 2017. “Dampak Bisnis *Online* Peningkatan Pemasaran Jasa Barang Melalui JNE.” *Jurnal Akuntansi Dan Manajemen PEMBNAS* 1(1).

Koranti, Komsi. 2013. “Analisis Pengaruh Faktor Eksternal Dan Internal Terhadap Minat Berwirausaha.” *Jurnal Elektronik* 5:2.

Mujiyana, Mujiyana, dan Elissa Ingge. 2013. “Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Via Internet Pada Toko *Online*.” *Jurnal Teknik Industri* 3(3):147.

Oktivera, Elsie, dan F. A. Wisnu Wirawan. 2020. “E-Sales Promotion Membentuk Impulse Buying Konsumen Studi Kasus : Digital Payment OVO.” *Jurnal Ilmu Komunikasi* 7(1):3.

Purnamasari, Dian Indri. 2008. “Faktor-Faktor Yang Mempengaruhi Kepuasan Kerja Akuntan.” *Jurnal Riset Akuntansi Dan Keuangan* 4(1):22–23.

Rohimah, Afifatur. 2019. “Era Digitalisasi Media Pemasaran *Online* Dalam Gugurnya Pasar Ritel Konvensional.” *Jurnal Ilmu Komunikasi* 6(2):91. doi: 10.21070/kanal.v6i2.1931.

Setyarko, Yuqi. 2016. “Analisis Persepsi Harga, Promosi, Kualitas, Layanan, Dan Kemudahan Penggunaan Terhadap Keputusan Pembelian Produk Secara *Online*.” *Jurnal Ekonomika Dan Manajemen* 5:141.

Suhartono, dan Dwi Rahayu. 2021. “Pengaruh Kualitas, Harga Dan Kualitas Produk Terhadap Loyalitas Pelanggan Dengan Kepuasan Konsumen Variabel

111

Intervening (Studi Pada Jasa Pelatihan UVI Consultant Yogyakarta).” *Jurnal Manajemen* 11(1):67.

Wandy, Yeni Andriyani, Zulkarnaen Stie, Muhammadiyah Bandung, Jl Karapitan, No 143, dan Bandung Abstrak. 2017. “Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Mobil Toyota Paris Di Wijaya Toyota Dago Bandung.” 1(2).

# Skripsi:

Darno. 2007. “Efektifitas Tagline Dalam Meningkatkan Brand Awareness (Studi Pada Mahasiswa Pengonsumsi Produk Rokok, Minuman Teh, Dan Minuman Bersoda).” Universitas Negeri Semarang.

Kholilurohman, Muhammad. 2016. “Efektivitas Tagline Aqua Dan Pada Brand Awareness Dan Keputusan Pembelian Di Kota Malang.”

Partodipuro, Ayu Puspitasari. 2009. “Analisis Sikap Konsumen Atas Pembelian Pakaian Melalui Toko Pakaian *Online* Dan Pengaruhnya Terhadap Niat Pembelian.” Universitas Indonesia.

Wulansari, Rina Ayani. 2011. “Tagline Iklan IM3 Di Televisi Dan Loyalitas Pelanggan (Studi Korelasi Antara Persepsi Pelanggan Dengan Loyalitas Di Kalangan Mahasiswa UPI).” Universitas Pendidikan Indonesia, Bandung.

112

# Internet:

iPrice. 2021. “Peta E-Commerce Di Indonesia.” *IPrice*. <https://iprice.co.id/insights/id/moe/map-of-ecommerce-q3-2021>. (Diakses

pada tanggal 20 April 2022)

Kemp, Simon. 2021. “Digital 2021 : Indonesia.” *DataReportal*. [https://datareportal.com/reports/digital-2021-indonesia.](https://datareportal.com/reports/digital-2021-indonesia) (Diakses pada tanggal

12 April 2022)

Markplus, Inc. 2018. “Inilah Daftar E-Commerce Favorit Masyarakat Indonesia Versi MarkPlus Inc.” *Kompas.Com*. [https://biz.kompas.com/read/2018/11/29/115232728/inilah-daftar-e-](https://biz.kompas.com/read/2018/11/29/115232728/inilah-daftar-e-commerce-favorit-masyarakat-indonesia-versi-markplus-inc)

[commerce-favorit-masyarakat-indonesia-versi-markplus-inc.](https://biz.kompas.com/read/2018/11/29/115232728/inilah-daftar-e-commerce-favorit-masyarakat-indonesia-versi-markplus-inc) (Diakses pada

tanggal 20 April 2022)

Pahlevi, Reza. 2022. “Nilai Transaksi E-Commerce Indonesia Diperkirakan Capai US$137,5 Miliar Pada 2025.” *Databoks.Katadata*. [https://databoks.katadata.co.id/datapublish/2022/03/18/nilai-transaksi-e-](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)

[commerce-indonesia-diperkirakan-capai-us1375-miliar-pada-](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)

[2025#:~:text=Nilai%20Transaksi%20E%2DCommerce%20Indonesia,5%20](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)

[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

April 2022)

# 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.

113

114

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* dariShopee dan Tokopedia. |  |  |  |  |  |
| 2. | *Tagline* Shopee dan Tokopedia mudahdiingat. |  |  |  |  |  |
| 3. | Saya mengetahui perbedaan antara*Tagline* Shopee dan Tokopedia |  |  |  |  |  |
| 4. | *Tagline* Shopee dan Tokopedia sesuaidengan promosi yang ditawarkan. |  |  |  |  |  |
| 5. | Gratis ongkir yang ditawarkan oleh Shopee lebih banyak, sedangkan Tokopedia memberikan kemudahan kepada para penggunanya untukberbelanja secara *online*. |  |  |  |  |  |
| 6. | *Tagline* Shopee dan Tokopedia menggunakan kalimat yang mudahdimengerti dan jelas. |  |  |  |  |  |
| 7. | Saya tertarik untuk berbelanja secara*online* karena *tagline* dari Shopee dan Tokopedia. |  |  |  |  |  |
| 8. | Saya berbelanja *online* berdasarkankebutuhan yang dimiliki. |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 9. | Saya berbelanja *online* karena tergiur dengan produk yang ditawarkan diShopee 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 karenaterpengaruh oleh *tagline* Shopee dan Tokopedia. |  |  |  |  |  |
| 12. | Saya merasa aplikasi shopee dan tokopedia menjadi tempat yang cocokuntuk 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 danTokopedia. |  |  |  |  |  |
| 15. | Saya puas dengan produk yang dibelimelalui Shopee dan Tokopedia. |  |  |  |  |  |
| 16. | Saya berkeinginan untuk melakukanpembelian ulang di aplikasi Shopee dan Tokopedia. |  |  |  |  |  |

115

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 |

116

117

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 |

118

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 |

119

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 |

120

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 |

121

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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

122

123



124



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.

125

126

**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

127

128

* 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 |  |
| TaglineShopee 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 |

129

130

|  |  |  |  |
| --- | --- | --- | --- |
| **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

131

132