

LAMPIRAN

lampiran 1 Kuesioner

Kepada Yang Terhormat Bapak/Ibu/Saudara/i Responden,

Perkenalkan, saya Maria Apriliany Verasita Mahu, ,Mahasiswa Program Studi Kewirausahaan, Institut Filsafat dan Teknologi Kreatif Ledalero. Saat ini saya sedang melakukan penelitian dalam rangka penyusunan skripsi dengan judul " Pengaruh Penerapan Strategi Pemasaran Digital Terhadap Minat Beli Konsumen Produk Coklat Sikka di Kabupaten Sikka.

Sehubungan dengan hal tersebut, saya memohon kesediaan Bapak/Ibu/Saudara/i untuk meluangkan waktu mengisi kuisisioner ini. Data yang Bapak/Ibu/Saudara/i berikan akan dijaga kerahasiannya dan digunakan semata-mata untuk kepentingan akademik. Tidak ada jawaban yang salah dalam kuesioner ini. Oleh karena itu, diharapkan Bapak/Ibu/Saudara/i dapat memberikan jawaban yang paling sesuai pendapat pribadi.

Atas kesediaan dan partisipasi Bapak/Ibu/Saudara/i, saya ucapkan terima kasih.

BAGIAN A: DATA DIRI RESPONDEN

1. Inisial Nama :
2. Jenis Kelamin
 - Laki-Laki
 - Perempuan
3. Usia :

- 15-25 Tahun
- 26 – 50 Tahun

4. Pekerjaan :

- Pelajar/Mahasiswa
- Pegawai Negri Sipil
- Dosen
- Lainnya:

5. Domisili

- Kabupaten Sikka
- Diluar Kabupaten Sikka

A. Pernyataan Penelitian

1. Produk Coklat Sikka sering dipromosikan melalui media sosial.
2. Produk Coklat Sikka menggunakan berbagai platform media sosial (seperti Instagram, Facebook, dll.) untuk promosi.
3. Tampilan visual konten promosi produk terlihat menarik.
4. Informasi yang disampaikan dalam konten produk mudah dipahami
5. Admin media sosial merespon komentar konsumen dengan baik.
6. Konten produk mendapatkan keterlibatan yang baik dari konsumen (like, komentar, dan share).
7. Informasi mengenai produk mudah ditemukan di media online.

8. Konsumen dapat dengan mudah mengakses atau membeli produk secara online
9. Produk menggunakan iklan digital (seperti Facebook Ads, Instagram Ads, dll.).
10. Penawaran yang diberikan secara online menarik perhatian konsumen
11. Saya tertarik dengan produk Coklat Sikka.
12. Saya tertarik untuk mencari informasi lebih lanjut tentang produk Coklat Sikka.
13. Saya memiliki keinginan untuk mencoba produk Coklat Sikka.
14. Saya memiliki keinginan untuk mencoba produk Coklat Sikka setelah melihat ulasan atau informasi yang tersedia.
15. Saya berencana membeli produk Coklat Sikka dalam waktu dekat.
16. Saya cenderung memilih produk Coklat Sikka dibandingkan produk sejenis lainnya.
17. Saya bersedia merekomendasikan dan membeli kembali produk Coklat Sikka.
18. Saya bersedia membeli produk Coklat Sikka.

lampiran 2 Hasil Tabulasi Data

Variabel X

x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	Total
4	5	2	5	4	1	4	3	4	4	36
5	5	5	5	1	3	5	5	5	5	44
2	2	2	5	4	5	1	1	1	3	26
4	4	4	4	4	4	4	4	4	4	40
3	4	3	5	3	2	2	3	3	3	31
4	4	4	3	4	4	4	4	4	4	39
4	4	4	4	4	4	4	4	4	4	40
4	3	3	3	4	2	4	1	4	4	32
4	5	3	5	4	5	4	5	4	5	44
5	5	5	5	4	4	3	2	4	4	41
4	5	3	5	1	3	4	5	4	3	37
3	4	5	5	4	4	5	5	5	5	45
4	5	5	5	5	2	5	5	5	5	46
5	5	5	1	3	3	3	3	3	4	35
4	4	4	4	4	4	2	4	4	4	38

5	4	5	4	5	4	2	5	5	4	43
5	5	5	5	4	4	4	4	4	4	44
5	5	5	5	4	2	5	5	4	5	45
1	1	2	2	2	1	2	1	2	3	17
3	4	4	1	3	3	4	5	4	5	36
2	3	1	3	2	4	2	3	5	5	30
3	4	5	4	2	1	2	3	4	4	32
2	2	2	2	2	2	2	2	2	2	20
4	5	5	4	2	3	5	3	4	5	40
4	4	4	4	4	4	4	4	4	4	40
4	4	3	2	4	5	4	4	4	4	38
4	4	4	4	4	4	4	4	4	4	40
4	4	4	4	4	4	4	4	4	4	40
4	4	4	4	4	4	4	4	4	4	40
3	5	5	5	5	5	5	5	5	5	48
5	5	5	5	4	4	4	2	3	3	40

4	4	4	4	4	4	4	4	4	4	40
5	3	3	3	4	1	3	3	3	3	31
4	3	3	1	2	4	2	5	4	4	32
4	4	4	4	4	4	4	4	4	4	40
3	3	4	5	2	2	3	5	3	4	34
4	4	5	2	1	5	5	5	5	5	41
4	5	5	5	4	4	4	3	4	4	42
4	4	5	3	3	5	3	5	3	5	40
3	3	3	4	1	5	3	4	3	3	32
3	3	4	2	3	2	2	5	3	3	30
4	4	5	5	5	4	5	3	3	5	43
4	5	4	5	5	4	5	4	1	4	41
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5	5	5	5	5	4	4	5	5	5	48
4	4	4	4	4	4	3	3	3	4	37
3	4	2	5	1	2	3	3	4	4	31

4	3	5	5	5	4	5	5	5	5	46
4	4	4	4	4	3	4	4	4	4	39
5	5	5	5	5	5	5	5	5	5	50
5	5	5	5	5	5	5	5	5	5	50
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4	4	4	2	4	4	4	4	4	4	38
4	4	4	5	4	4	4	4	4	4	41
4	4	4	5	3	5	5	5	5	3	43
4	4	5	3	5	5	5	5	4	5	45
5	5	5	5	5	5	5	5	5	5	50
5	5	5	5	5	5	5	5	5	5	50
5	5	5	5	5	5	3	2	4	5	44
5	5	5	5	4	2	1	2	4	4	37
4	4	4	4	4	4	4	4	4	4	40
2	2	2	2	4	2	2	2	2	2	22
4	4	5	4	5	4	4	3	4	5	42

[illegible]

[illegible]

4	4		4	4	4	4	4	28
4	3	4	4	3	3	4	4	29
4	5	5	4	4	5	4	4	35
5	5	5	5	5	5	5	5	40
5	4	5	4	1	5	4	5	33
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4	4	5	5	4	4	5	5	36
4	5	4	5	4	4	5	5	36
4	4	4	4	4	3	4	4	31
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4	3	3	3	3	3	3	3	25
4	4	4	4	3	3	3	3	28
4	3	5	4	3	3	1	2	25
3	3	4	4	3	3	4	3	27

4	4	4	4	3	3	3	4	29
5	4	5	5	2	4	4	4	33
4	4	4	4	4	4	4	4	32
5	5	5	5	4	4	4	4	36
4	4	4	4	4	4	4	4	32
4	4	4	4	4	4	4	4	32
4	4	4	4	4	4	4	4	32
5	5	5	5	5	5	5	3	38
5	4	5	4	4	4	4	4	34
4	4	4	4	4	4	4	4	32
4	4	3	4	4	3	2	4	28
4	4	5	5	3	4	4	4	33
4	4	4	4	4	4	4	4	32
3	4	4	5	2	3	2	3	26
5	5	5	5	4	5	5	5	39
4	4	4	5	4	4	4	4	33

4	4	4	4	3	3	4	4	30
2	4	4	5	5	5	5	5	35
5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	40
5	4	4	5	5	5	4	4	36
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4	4	4	4	4	4	4	4	32
3	3	3	3	3	3	3	3	24
5	5	4	5	4	5	4	5	37
5	5	5	5	5	5	5	5	40
4	3	4	4	3	3	4	4	29
5	4	5	4	4	4	4	4	34
5	5	5	5	5	5	5	5	40
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5	5	5	5	5	5	5	5	40
4	5	4	5	4	4	4	4	34

4	3	4	4	4	4	3	4	30
5	5	5	5	5	5	4	5	39
4	3	4	4	4	4	5	4	32
4	3	5	4	1	4	2	2	25
2	3	5	3	3	2	3	3	24
5	5	5	5	5	5	5	5	40
4	4	4	4	4	4	4	4	32
5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	40
4	3	5	3	3	4	4	4	30

lampiran 3 Hasil Menggunakan SPSS Versi 16

Uji Validitas Variabel X

Correlations												
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X
X1	Pearson Correlation	1	.778"	.699"	.508"	.338"	.356"	.590"	.310"	.548"	.591"	.794"
	Sig. (2-tailed)		.000	.000	.000	.001	.000	.000	.002	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96
X2	Pearson Correlation	.778"	1	.699"	.588"	.255"	.336"	.605"	.358"	.581"	.679"	.817"
	Sig. (2-tailed)	.000		.000	.000	.012	.001	.000	.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96
X3	Pearson Correlation	.699"	.699"	1	.452"	.343"	.404"	.585"	.375"	.547"	.667"	.806"
	Sig. (2-tailed)	.000	.000		.000	.001	.000	.000	.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96
X4	Pearson Correlation	.508"	.588"	.452"	1	.208"	.258"	.503"	.093	.390"	.444"	.636"
	Sig. (2-tailed)	.000	.000	.000		.042	.011	.000	.366	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96
X5	Pearson Correlation	.338"	.255"	.343"	.208"	1	.331"	.226"	.205"	.187	.183	.482"
	Sig. (2-tailed)	.001	.012	.001	.042		.001	.027	.045	.068	.074	.000
	N	96	96	96	96	96	96	96	96	96	96	96
X6	Pearson Correlation	.356"	.336"	.404"	.258"	.331"	1	.458"	.405"	.401"	.426"	.631"
	Sig. (2-tailed)	.000	.001	.000	.011	.001		.000	.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96
X7	Pearson Correlation	.590"	.605"	.585"	.503"	.226"	.458"	1	.426"	.544"	.661"	.795"
	Sig. (2-tailed)	.000	.000	.000	.000	.027	.000		.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96
X8	Pearson Correlation	.310"	.358"	.375"	.093	.205"	.405"	.426"	1	.566"	.413"	.588"
	Sig. (2-tailed)	.002	.000	.000	.366	.045	.000	.000		.000	.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96
X9	Pearson Correlation	.548"	.581"	.547"	.390"	.187	.401"	.544"	.566"	1	.662"	.751"
	Sig. (2-tailed)	.000	.000	.000	.000	.068	.000	.000	.000		.000	.000
	N	96	96	96	96	96	96	96	96	96	96	96
X10	Pearson Correlation	.591"	.679"	.667"	.444"	.183	.426"	.661"	.413"	.662"	1	.790"
	Sig. (2-tailed)	.000	.000	.000	.000	.074	.000	.000	.000	.000		.000
	N	96	96	96	96	96	96	96	96	96	96	96

X	Pearson Correlation	.794"	.817"	.806"	.636"	.482"	.631"	.795"	.588"	.751"	.790"	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	96	96	96	96	96

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

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

Validitas Y

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y
Y1	Pearson Correlation	1	.508**	.504**	.537**	.342**	.572**	.356**	.390**	.696**
	Sig. (2-tailed)		.000	.000	.000	.001	.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96
Y2	Pearson Correlation	.508**	1	.400**	.652**	.490**	.542**	.643**	.727**	.829**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96
Y3	Pearson Correlation	.504**	.400**	1	.597**	.276**	.344**	.378**	.409**	.626**
	Sig. (2-tailed)	.000	.000		.000	.006	.001	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96
Y4	Pearson Correlation	.537**	.652**	.597**	1	.472**	.447**	.456**	.501**	.759**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96
Y5	Pearson Correlation	.342**	.490**	.276**	.472**	1	.519**	.491**	.493**	.715**
	Sig. (2-tailed)	.001	.000	.006	.000		.000	.000	.000	.000
	N	96	96	96	96	96	96	96	96	96
Y6	Pearson Correlation	.572**	.542**	.344**	.447**	.519**	1	.465**	.395**	.736**
	Sig. (2-tailed)	.000	.000	.001	.000	.000		.000	.000	.000
	N	96	96	96	96	96	96	96	96	96
Y7	Pearson Correlation	.356**	.643**	.378**	.456**	.491**	.465**	1	.685**	.760**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	96	96	96	96	96	96	96	96	96
Y8	Pearson Correlation	.390**	.727**	.409**	.501**	.493**	.395**	.685**	1	.779**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	96	96	96	96	96	96	96	96	96
Y	Pearson Correlation	.696**	.829**	.626**	.759**	.715**	.736**	.760**	.779**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	96	96	96

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

Uji reliabilitas

Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

a. Listwise deletion based on all
variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.881	10

Reliability Statistics

Cronbach's Alpha	N of Items
.876	8

Uji Asumsi Klasik

One-Sample Kolmogorov-Smirnov Test

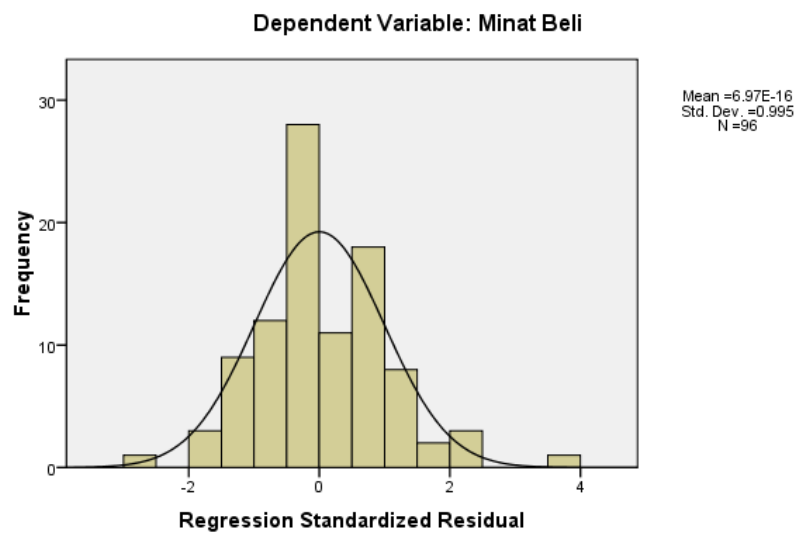
		Unstandardized Residual
N		96
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	3.02917096
Most Extreme Differences	Absolute	.098
	Positive	.098
	Negative	-.058
Kolmogorov-Smirnov Z		.964
Asymp. Sig. (2-tailed)		.311

One-Sample Kolmogorov-Smirnov Test

		Unstandardi zed Residual
N		96
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	3.02917096
Most Extreme Differences	Absolute	.098
	Positive	.098
	Negative	-.058
Kolmogorov-Smirnov Z		.964
Asymp. Sig. (2-tailed)		.311
a. Test distribution is Normal.		

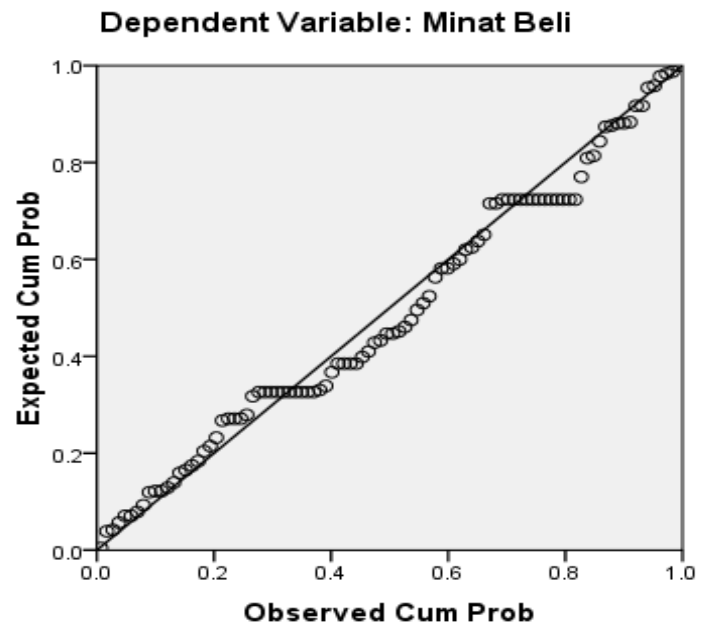
Uji Histogram

Histogram



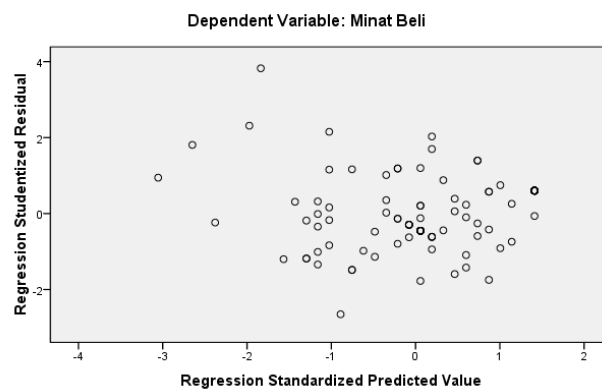
Uji P-Plot

Normal P-P Plot of Regression Standardized Residual



Uji Heteroskedasitas

Scatterplot



Uji F
ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1205.625	1	1205.625	130.008	.000 ^a
	Residual	871.708	94	9.273		
	Total	2077.333	95			

a. Predictors: (Constant), Penerapan Strategi Pemasaran Digital

b. Dependent Variable: Minat Beli

Uji T

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.089	1.702		8.279	.000

Penerapan Strategi Pemasaran Digital	.482	.042	.762	11.402	.000
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a. Dependent Variable: Minat Beli

Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.762^a	.580	.576	3.04524	2.124

a. Predictors: (Constant), Penerapan Strategi Pemasaran Digital

b. Dependent Variable: Minat Beli

Uji Statistik Deskriptif

Descriptive Statistics

	N	Minimu m	Maximu m	Mean	Std. Deviation
Penerapan Strategi Pemasaran Digital	96	17.00	50.00	39.5729	7.38953
Minat Beli	96	22.00	40.00	33.1667	4.67618
Valid N (listwise)	96				

lampiran 4 Daftar R tabel, T tabel, F tabel

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
87	0.1755	0.2084	0.2463	0.2717	0.3430
88	0.1745	0.2072	0.2449	0.2702	0.3412

89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274

T tabel

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
df	0.50	0.20	0.10	0.050	0.02	0.010	0.002
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019

94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374

F tabel

$\alpha = 0,05$	df1=(k-1)							
df2=(n-k-1)	1	2	3	4	5	6	7	8
1	161.44	199.500	215.70	224.583	230.162	233.98	236.768	238.883
8			7			6		
89	3.948	3.099	2.707	2.474	2.317	2.202	2.114	2.044
90	3.947	3.098	2.706	2.473	2.316	2.201	2.113	2.043
91	3.946	3.097	2.705	2.472	2.315	2.200	2.112	2.042

92	3.945	3.095	2.704	2.471	2.313	2.199	2.111	2.041
93	3.943	3.094	2.703	2.470	2.312	2.198	2.110	2.040
94	3.942	3.093	2.701	2.469	2.311	2.197	2.109	2.038
95	3.941	3.092	2.700	2.467	2.310	2.196	2.108	2.037
96	3.940	3.091	2.699	2.466	2.309	2.195	2.106	2.036