

LAMPIRAN

Lampiran 1. Kuesioner

KUESIONER PENELITIAN PENGARUH INOVASI PRODUK DAN KREATIVITAS PRODUK TERHADAP MINAT BELI KONSUMEN PADA UKM LAMPU PARALON GT-ARMINA SURABAYA

Responden yang terhormat,

Perkenalkan,

Nama : Moch Iqbal Choirudin

NBI : 1121700049

Saya mahasiswa fakultas Ilmu Sosial dan Politik program studi Administrasi Bisnis Universitas 17 Agustus 1945 Surabaya sedang melakukan penelitian dengan judul skripsi “Pengaruh Inovasi Produk dan Kreativitas Produk Terhadap Minat Beli Konsumen Pada UKM Lampu Paralon GT-Armina Surabaya”. Untuk penelitian tersebut, saya mohon kesediaannya untuk menjawab dan mengisi beberapa persyaratan yang disediakan dari kuesioner yang diberikan.

Dengan demikian, atas kerjasama yang di berikan saya ucapkan terimakasih.

Hormat saya,

Moch Iqbal Choirudin

Petunjuk Pengisian

Pada pertanyaan yang ada di bawah ini, Bapak/Ibu/Saudara/I dimohon untuk mengisi pertanyaan-pertanyaan tersebut dengan memberikan tanda (x) pada pilihan jawaban yang tersedia

Identitas Responden

1. Nama Responden :
2. Jenis kelamin :
 - Laki laki
 - Perempuan
3. Usia saat ini (pilih salah satu dibawah ini) :
 - 15-20 tahun

- 21-30 tahun
- 31-40 tahun
- 41-50 tahun
- > 50 tahun

4. Pekerjaan saat ini (pilih salah satu dibawah ini) :

- Ibu Rumah Tangga
- Pegawai Swasta
- Wirausaha
- Pelajar/Mahasiswa
- Lainnya

5. Pendapatan per bulan (pilih salah satu dibawah ini) :

- < Rp 500.000
- Rp 500.00 - Rp 1.000.000
- Rp 1.500.000 - Rp 2.000.000
- Rp 2.500.000 - Rp 3.000.000
- Rp 3.000.000 – Rp 5.000.000
- Rp 5.000.000

Keterangan:

- SS : Sangat Setuju (5)
S : Setuju skor (4)
KS : Kurang Setuju skor (3)
TS : Tidak Setuju skor (2)
STS : Sangat Tidak Setuju skor (1)

Lampiran 2. Lembar Perintah Revisi



UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK

Program Studi : Adm. Publik, Adm. Bisnis, Ilmu Komunikasi, Magister Adm. Publik, Doktor Ilmu Adm.
 Gedung: F 101. Jl. Semolowaru 45 Surabaya (60118)
 Telp. 031 5925982, 5931800 psw. 159 e-mail : fisip@untag-sby.ac.id

LEMBAR PERINTAH REVISI

Yang bertanda tangan dibawah ini, Dosen Penguji Skripsi dari mahasiswa :

NBI dan Nama :1121700049 Moch Iqbal Choirudin
 Program Studi : Administrasi Niaga

Memerintahkan untuk mengadakan Revisi Skripsi sbb :

| No | Keterangan Revisi |
|----|-------------------|
| | Tidak ada |

Surabaya, 30/12/2021 9:47:30

Setuju telah direvisi,
 Dosen Penguji,

(Dra. Diana Juni Mulyati, MM)

Dosen Penguji,

(Dra. Diana Juni Mulyati, MM)



UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
 Program Studi : Adm. Publik, Adm. Bisnis, Ilmu Komunikasi, Magister Adm. Publik, Doktor Ilmu Adm.
 Gedung: F 101. Jl. Semolowaru 45 Surabaya (60118)
 Telp. 031 5925982, 5931800 psw. 159 e-mail : fisip@untag-sby.ac.id

LEMBAR PERINTAH REVISI

Yang bertanda tangan dibawah ini, Dosen Penguji Skripsi dari mahasiswa :

NBI dan Nama : 1121700049. Moch Iqbal Choirudin
 Program Studi : Administrasi Niaga

Memerintahkan untuk mengadakan Revisi Skripsi sbb :

| No | Keterangan Revisi |
|----|---|
| | Abstrak, tambahkan teori terkait variabel X1 dan X2, daftar pustaka |

Surabaya, 30/12/2021 12:42:33

Setuju telah direvisi,
 Dosen Penguji,

(Dra.Ni Made Ida Pratiwi, MM)

Dosen Penguji,

(Dra.Ni Made Ida Pratiwi, MM)



UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK

Program Studi : Adm. Publik, Adm. Bisnis, Ilmu Komunikasi, Magister Adm. Publik, Doktor Ilmu Adm.
 Gedung: F 101. Jl. Semolowaru 45 Surabaya (60118)
 Telp. 031 5925982, 5931800 psw. 159 e-mail : fisip@untag-sby.ac.id

LEMBAR PERINTAH REVISI

Yang bertanda tangan dibawah ini, Dosen Penguji Skripsi dari mahasiswa :


NBI dan Nama : 1121700049 Moch Iqbal Choirudin
 Program Studi : Administrasi Niaga

Memerintahkan untuk mengadakan Revisi Skripsi sbb :

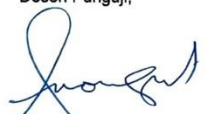
| No | Keterangan Revisi |
|----|--|
| | Teori yang berkaitan dengan variabel X1, X2 dan Y ditambahkan, terlalu sedikit Kerangka berpikir diperbaiki, Pembahasan, Penjelasan hasil penelitian per indikator kesimpulan direvisi, tambahkan jurnal yang sesuai dengan temuannya |

Surabaya, 30/12/2021 9:57:07

Setuju telah direvisi,
 Dosen Penguji,


 (Dr. IGN. Anom Maruta, MM)

Dosen Penguji,


 (Dr. IGN. Anom Maruta, MM)

Lampiran 3 Hasil produk jadi UKM lampu paralon

Lampiran 4 Pernyataan Inovasi Produk

| INOVASI PRODUK | | | | | | |
|-------------------------|---|-----|----|----|---|----|
| NO | PERNYATAAN | STS | TS | KS | S | SS |
| Perluasan Produk | | | | | | |
| 1 | Produk UKM Lampu Paralon GT-Armina memiliki berbagai macam produk | | | | | |
| 2 | Tidak hanya membuat produk lampu saja,ada tempat alat tulis dan tempat tisu | | | | | |
| Peniruan Produk | | | | | | |
| 3 | Produk UKM Lampu Paralon GT-Armina yang ditiru oleh pesaing lain lebih disukai oleh pelanggan | | | | | |
| 4 | Dengan adanya produk UKM Lampu Paralon GT-Armina sebagian ada yang meniru tetapi memakai bahan yang lain | | | | | |
| Produk Baru | | | | | | |
| 5 | Produk UKM Lampu Paralon GT-Armina jarang atau belum pernah ada di pasar sebelumnya dengan bahan dari paralon bekas | | | | | |
| 6 | Produk UKM Lampu Paralon GT-Armina memiliki desain dan kualitas ciri khas yang berbeda dari produk lainnya | | | | | |

Lampiran 5 Pernyataan Kreativitas Produk

| KREATIVITAS PRODUK | | | | | | |
|-------------------------------------|---|-----|----|----|---|----|
| NO | PERNYATAAN | STS | TS | KS | S | SS |
| Keaslian dan Kebaruan Produk | | | | | | |
| 7 | Produk UKM Lampu Paralon GT-Armina terjamin keaslian produknya sehingga pelanggan banyak yang minat | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| 16 | Pelanggan Produk UKM Lampu Paralon GT-Armina bisa mempromosikan lewat sosial media sehingga orang lain banyak yang tahu | | | | | |
|----|---|--|--|--|--|--|

Lampiran 7 Responden berdasarkan Jenis Kelamin

| Jenis Kelamin | Jumlah | Persentase (%) |
|---------------|--------|----------------|
| Laki-laki | 39 | 39% |
| Perempuan | 61 | 61% |
| Total | 100 | 100% |

Lampiran 8 Responden berdasarkan Usia

| Usia | Jumlah | Persentase |
|---------------|--------|------------|
| 15 – 20 Tahun | 7 | 7% |
| 21 – 30 Tahun | 46 | 46% |
| 31 – 40 Tahun | 22 | 22% |
| 41 – 50 Tahun | 9 | 9% |
| >50 Tahun | 16 | 16% |
| Total | 100 | 100% |

Lampiran 9 Responden berdasarkan Pekerjaan

| Pekerjaan | Jumlah | Persentase |
|-------------------|--------|------------|
| Ibu Rumah Tangga | 7 | 7% |
| Pegawai Swasta | 33 | 33% |
| Wirausaha | 17 | 17% |
| Pelajar/Mahasiswa | 43 | 43% |
| Total | 100 | 100% |

Lampiran 10 Responden berdasarkan Pendapatan

| Pendapatan | Jumlah | Persentase |
|-----------------------------|--------|------------|
| >Rp 500.000 – Rp 1.000.000 | 29 | 29% |
| Rp 1.500.000 – Rp 2.000.000 | 10 | 10% |

| | | |
|-----------------------------|-----|------|
| Rp 2.500.000 – Rp 3.000.000 | 16 | 16% |
| Rp 3.000.000 – Rp 5.000.000 | 23 | 23% |
| >Rp 5.000.000 | 4 | 4% |
| Total | 100 | 100% |

Lampiran 11 Tabulasi Data Responden Inovasi Produk

| INOVASI PRODUK | | | | | | | | |
|----------------|------------|---|---|---|---|---|----------------|------------------------|
| NO | PERNYATAAN | | | | | | TOTAL SCORE | RATA- RATA SCORE |
| | 1 | 2 | 3 | 4 | 5 | 6 | | |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 5 | 2 | 3 | 3 | 3 | 2 | 2 | 15 | 2,50 |
| 6 | 1 | 2 | 2 | 1 | 1 | 2 | 9 | 1,50 |
| 7 | 5 | 5 | 5 | 3 | 4 | 5 | 27 | 4,50 |
| 8 | 5 | 4 | 5 | 5 | 4 | 5 | 28 | 4,67 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 10 | 5 | 4 | 5 | 5 | 5 | 5 | 29 | 4,83 |
| 11 | 5 | 4 | 5 | 5 | 5 | 5 | 29 | 4,83 |
| 12 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 4,83 |
| 13 | 5 | 4 | 5 | 4 | 5 | 4 | 27 | 4,50 |
| 14 | 5 | 4 | 4 | 3 | 5 | 4 | 25 | 4,17 |
| 15 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 3,83 |
| 16 | 2 | 3 | 3 | 2 | 2 | 2 | 14 | 2,33 |
| 17 | 1 | 2 | 1 | 1 | 2 | 4 | 11 | 1,83 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 22 | 5 | 5 | 4 | 5 | 5 | 5 | 29 | 4,83 |
| 23 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 26 | 2 | 1 | 1 | 2 | 2 | 1 | 9 | 1,50 |

| | | | | | | | | |
|----|---|---|---|---|---|---|----|------|
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 64 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 65 | 4 | 4 | 5 | 5 | 4 | 4 | 26 | 4,33 |
| 66 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 3,83 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 68 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 69 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 70 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 4,17 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 72 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 73 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 74 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 4,17 |
| 75 | 4 | 4 | 4 | 5 | 5 | 5 | 27 | 4,50 |
| 76 | 5 | 5 | 5 | 5 | 4 | 2 | 26 | 4,33 |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 78 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 80 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 83 | 4 | 4 | 4 | 5 | 5 | 5 | 27 | 4,50 |
| 84 | 5 | 4 | 4 | 5 | 5 | 5 | 28 | 4,67 |
| 85 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 87 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 88 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 90 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 4,83 |
| 91 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 4,83 |
| 92 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 93 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 4,83 |
| 94 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 95 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 96 | 5 | 5 | 5 | 3 | 4 | 4 | 26 | 4,33 |
| 97 | 5 | 5 | 5 | 4 | 4 | 4 | 27 | 4,50 |
| 98 | 5 | 5 | 5 | 4 | 4 | 4 | 27 | 4,50 |

| | | | | | | | | |
|-----------------|---|---|---|---|---|---|------|--------|
| 99 | 4 | 4 | 3 | 5 | 4 | 4 | 24 | 4,00 |
| 100 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| TOTAL SCORE | | | | | | | 2619 | 436,50 |
| RATA-RATA SCORE | | | | | | | | 4,37 |

Lampiran 12 Tabulasi Data Responden Kreativitas Produk

| KREATIVITAS PRODUK | | | | | | | | |
|--------------------|------------|---|---|---|---|---|-------------|-----------------|
| NO. | PERNYATAAN | | | | | | TOTAL SCORE | RATA-RATA SCORE |
| | 1 | 2 | 3 | 4 | 5 | 6 | | |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 5 | 2 | 3 | 3 | 3 | 2 | 2 | 15 | 2,50 |
| 6 | 1 | 2 | 2 | 2 | 1 | 1 | 9 | 1,50 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 13 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 14 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 4,17 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 17 | 3 | 2 | 2 | 2 | 2 | 3 | 14 | 2,33 |
| 18 | 2 | 1 | 3 | 1 | 3 | 2 | 12 | 2,00 |
| 19 | 3 | 2 | 2 | 2 | 1 | 1 | 11 | 1,83 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 21 | 5 | 4 | 5 | 5 | 5 | 5 | 29 | 4,83 |
| 22 | 5 | 5 | 5 | 5 | 5 | 4 | 29 | 4,83 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 25 | 2 | 2 | 2 | 2 | 2 | 2 | 12 | 2,00 |
| 26 | 1 | 1 | 1 | 1 | 1 | 1 | 6 | 1,00 |

| | | | | | | | | |
|----|---|---|---|---|---|---|----|------|
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 29 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 4,83 |
| 30 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 4,67 |
| 31 | 5 | 5 | 5 | 4 | 4 | 4 | 27 | 4,50 |
| 32 | 5 | 5 | 5 | 4 | 4 | 4 | 27 | 4,50 |
| 34 | 5 | 5 | 5 | 5 | 4 | 4 | 28 | 4,67 |
| 35 | 5 | 4 | 5 | 4 | 3 | 3 | 24 | 4,00 |
| 36 | 5 | 5 | 5 | 5 | 4 | 4 | 28 | 4,67 |
| 37 | 4 | 4 | 4 | 5 | 5 | 5 | 27 | 4,50 |
| 38 | 2 | 1 | 1 | 1 | 2 | 2 | 9 | 1,50 |
| 39 | 2 | 2 | 2 | 2 | 2 | 2 | 12 | 2,00 |
| 40 | 4 | 5 | 5 | 5 | 5 | 5 | 29 | 4,83 |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 42 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 45 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4,17 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 47 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 48 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 50 | 2 | 2 | 2 | 2 | 2 | 2 | 12 | 2,00 |
| 51 | 1 | 1 | 1 | 1 | 1 | 1 | 6 | 1,00 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4,00 |
| 53 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5,00 |
| 54 | 4 | 4 | 4 | 4 | 5 | 4 | 25 | 4,17 |
| 55 | 5 | 4 | 5 | 4 | 4 | 4 | 26 | 4,33 |
| 56 | 5 | 4 | 4 | 4 | 5 | 4 | 26 | 4,33 |
| 57 | 5 | 4 | 4 | 4 | 3 | 4 | 24 | 4,00 |
| 58 | 5 | 4 | 4 | 5 | 4 | 4 | 26 | 4,33 |
| 59 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 3,83 |
| 60 | 3 | 3 | 2 | 3 | 2 | 1 | 14 | 2,33 |
| 61 | 1 | 2 | 1 | 2 | 1 | 2 | 9 | 1,50 |
| 62 | 2 | 3 | 2 | 1 | 3 | 3 | 14 | 2,33 |
| 63 | 3 | 4 | 4 | 4 | 4 | 4 | 23 | 3,83 |

| | | |
|-----------------|------|--------|
| TOTAL SCORE | 2396 | 399,33 |
| RATA-RATA SCORE | | 3,99 |

Lampiran 13 Tabulasi Data Minat Beli Konsumen

| MINAT BELI KONSUMEN | | | | | | |
|---------------------|------------|---|---|---|----------------|------------------------|
| NO | PERNYATAAN | | | | TOTAL SCORE | RATA- RATA SCORE |
| | 1 | 2 | 3 | 4 | | |
| 1 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 2 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 3 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 4 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 5 | 2 | 3 | 2 | 2 | 9 | 2,25 |
| 6 | 1 | 2 | 1 | 2 | 6 | 1,50 |
| 7 | 3 | 3 | 3 | 3 | 12 | 3,00 |
| 8 | 5 | 4 | 4 | 4 | 17 | 4,25 |
| 9 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 10 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 11 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 12 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 13 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 14 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 15 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 16 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 17 | 3 | 5 | 4 | 4 | 16 | 4,00 |
| 18 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 19 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 20 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 21 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 22 | 3 | 5 | 4 | 4 | 16 | 4,00 |
| 23 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 24 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 25 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 26 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 27 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 28 | 5 | 4 | 4 | 4 | 17 | 4,25 |

| | | | | | | |
|----|---|---|---|---|----|------|
| 29 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 30 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 31 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 32 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 33 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 34 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 35 | 5 | 5 | 5 | 4 | 19 | 4,75 |
| 36 | 4 | 4 | 4 | 5 | 17 | 4,25 |
| 37 | 5 | 5 | 5 | 4 | 19 | 4,75 |
| 38 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 39 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 40 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 41 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 42 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 43 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 44 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 45 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 46 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 47 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 48 | 4 | 4 | 4 | 5 | 17 | 4,25 |
| 49 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 50 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 51 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 52 | 5 | 5 | 4 | 4 | 18 | 4,50 |
| 53 | 5 | 5 | 4 | 4 | 18 | 4,50 |
| 54 | 4 | 5 | 4 | 4 | 17 | 4,25 |
| 55 | 4 | 5 | 4 | 4 | 17 | 4,25 |
| 56 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 57 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 58 | 4 | 5 | 4 | 4 | 17 | 4,25 |
| 59 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 60 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 61 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 62 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 63 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 64 | 5 | 5 | 5 | 5 | 20 | 5,00 |

| | | | | | | |
|-----|---|---|---|---|----|------|
| 65 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 66 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 67 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 68 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 69 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 70 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 71 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 72 | 4 | 4 | 5 | 5 | 18 | 4,50 |
| 73 | 4 | 4 | 5 | 5 | 18 | 4,50 |
| 74 | 4 | 4 | 4 | 5 | 17 | 4,25 |
| 75 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 76 | 4 | 4 | 5 | 5 | 18 | 4,50 |
| 77 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 78 | 4 | 4 | 5 | 5 | 18 | 4,50 |
| 79 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 80 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 81 | 4 | 4 | 5 | 4 | 17 | 4,25 |
| 82 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 83 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 84 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 85 | 4 | 4 | 5 | 5 | 18 | 4,50 |
| 86 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 87 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 88 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 89 | 5 | 5 | 5 | 4 | 19 | 4,75 |
| 90 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 91 | 5 | 5 | 4 | 4 | 18 | 4,50 |
| 92 | 4 | 4 | 4 | 5 | 17 | 4,25 |
| 93 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 94 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 95 | 4 | 4 | 4 | 5 | 17 | 4,25 |
| 96 | 4 | 5 | 4 | 4 | 17 | 4,25 |
| 97 | 4 | 4 | 4 | 5 | 17 | 4,25 |
| 98 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 99 | 5 | 4 | 4 | 4 | 17 | 4,25 |
| 100 | 5 | 5 | 5 | 5 | 20 | 5,00 |

| | | |
|-----------------|------|--------|
| TOTAL SCORE | 1735 | 433,75 |
| RATA-RATA SCORE | | 4,34 |

Lampiran 14 Uji Validitas

| Variabel | Indikator | Nilai r tabel 0,05 /5% | Nilai r hitung | Kriteria |
|------------------------|-----------|---------------------------------|-------------------|----------|
| Inovasi Produk | X1 | 0,195 | 0,936 | Valid |
| | X2 | 0,195 | 0,936 | Valid |
| | X3 | 0,195 | 0,915 | Valid |
| | X4 | 0,195 | 0,864 | Valid |
| | X5 | 0,195 | 0,959 | Valid |
| | X6 | 0,195 | 0,877 | Valid |
| Kreativitas Produk | X1 | 0,195 | 0,958 | Valid |
| | X2 | 0,195 | 0,969 | Valid |
| | X3 | 0,195 | 0,966 | Valid |
| | X4 | 0,195 | 0,969 | Valid |
| | X5 | 0,195 | 0,943 | Valid |
| | X6 | 0,195 | 0,958 | Valid |
| Minat Beli Konsumen | X1 | 0,195 | 0,875 | Valid |
| | X2 | 0,195 | 0,877 | Valid |
| | X3 | 0,195 | 0,952 | Valid |
| | X4 | 0,195 | 0,884 | Valid |

Lampiran 15 Uji Reabilitas Inovasi Produk

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---------------------|---------------|
| ,960 | 6 |

Lampiran 16 Uji Reabilitas Kreativitas Produk

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,983 | 6 |

Lampiran 17 Uji Reabilitas Minat Beli Konsumen

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,919 | 4 |

Lampiran 18 Rekapitulasi Inovasi Produk

| INOVASI PRODUK | | | | | | | | |
|----------------|------------|------|----|----|----|-----|--------|------|
| NO | PERNYATAAN | Skor | | | | | Jumlah | Mean |
| | | SS | S | KS | TS | STS | | |
| 1 | X1.1 | 58 | 33 | 2 | 5 | 2 | 100 | 4,40 |
| 2 | X1.2 | 49 | 44 | 2 | 4 | 1 | 100 | 4,36 |
| 3 | X1.3 | 50 | 41 | 5 | 2 | 2 | 100 | 4,35 |
| 4 | X1.4 | 50 | 40 | 6 | 0 | 2 | 100 | 4,34 |
| 5 | X1.5 | 53 | 40 | 1 | 5 | 1 | 100 | 4,39 |
| 6 | X1.6 | 52 | 40 | 1 | 5 | 2 | 100 | 4,35 |

Lampiran 19 Rekapitulasi Kreativitas Produk

| KREATIVITAS PRODUK | | | | | | | | |
|--------------------|------------|------|----|----|----|-----|--------|------|
| NO | PERNYATAAN | Skor | | | | | Jumlah | Mean |
| | | SS | S | KS | TS | STS | | |
| 1 | X2.1 | 44 | 37 | 4 | 9 | 6 | 100 | 4,04 |
| 2 | X2.2 | 37 | 44 | 5 | 10 | 4 | 100 | 4,00 |
| 3 | X2.3 | 40 | 41 | 4 | 11 | 4 | 100 | 4,02 |
| 4 | X2.4 | 37 | 44 | 3 | 10 | 6 | 100 | 3,96 |
| 5 | X2.5 | 39 | 41 | 4 | 11 | 5 | 100 | 3,98 |
| 6 | X2.6 | 37 | 44 | 3 | 10 | 6 | 100 | 3,96 |

Lampiran 20 Rekapitulasi Minat Beli Konsumen

| MINAT BELI KONSUMEN | | | | | | | | |
|---------------------|------------|------|----|----|----|-----|--------|------|
| NO | PERNYATAAN | Skor | | | | | Jumlah | Mean |
| | | SS | S | KS | TS | STS | | |
| 1 | Y1.1 | 33 | 62 | 3 | 1 | 1 | 100 | 4,25 |
| 2 | Y1.2 | 43 | 54 | 2 | 1 | 0 | 100 | 4,39 |
| 3 | Y1.3 | 40 | 57 | 1 | 1 | 1 | 100 | 4,34 |
| 4 | Y1.4 | 42 | 55 | 1 | 2 | 0 | 100 | 4,37 |

Lampiran 21 Hasil Uji Regresi Linier Berganda

Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 316.978 | 31.911 | | 9.933 | .000 |
| 1 Inovasi Produk | .167 | .073 | .231 | 2.294 | .024 |
| Kreativitas Produk | .110 | .051 | .215 | 2.135 | .035 |

a. Dependent Variable: Minat Beli Konsumen

Lampiran 22 Uji t

Coefficientsa

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 316.978 | 31.911 | | 9.933 | .000 |
| Inovasi Produk | .167 | .073 | .231 | 2.294 | .024 |
| Kreativitas Produk | .110 | .051 | .215 | 2.135 | .035 |

Lampiran 23 Uji F

ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|-------|-------------------|
| 1 Regression | 41667.410 | 2 | 20833.705 | 7.415 | .001 ^b |
| Residual | 272551.340 | 97 | 2809.808 | | |
| Total | 314218.750 | 99 | | | |

4.4.2.1 Dependent Variable: Minat Beli Konsumen

4.4.2.2 Predictors: (Constant), Kreativitas Produk, Inovasi Produk

Lampiran 24 R Square**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .364 ^a | .133 | .115 | 53.00762 |

4.4.2.1 Predictors: (Constant), Kreativitas Produk, Inovasi Produk

Lampiran 25 Kartu Bimbingan

The screenshot shows the SIMAK AKADEMIK web application interface. At the top, there is a navigation bar with links for 'Perkuliahan', 'Perkuliahan (mhs)', 'Laporan (Mhs)', and 'Yudisium (Mhs)'. Below this, a 'Data Mahasiswa' section displays the following information:

- N I M: 1121700049 - Moch Iqbal Choirudin
- Nama Mahasiswa: Moch Iqbal Choirudin
- Info Akademik: Fakultas : Fakultas Ilmu Sosial dan Ilmu Politik - Jurusan Administrasi Niaga, Semester : 9

Below the student data, there is a 'Bimbingan' (Guidance) section with a table listing guidance sessions. The table has four columns: No, Dosen, Topik, and Tanggal Bimbingan.

| No | Dosen | Topik | Tanggal Bimbingan |
|----|--|------------------------|-------------------|
| 1 | 0009035802 - Dra. Sri Andayani, M.M. | Revisi bab 1 dan 2 | 13 Okt 2021 |
| 2 | 0722066101 - Dra. Diana Juni Mulyati, M.M. | Revisi bab 1 dan 2 | 18 Okt 2021 |
| 3 | 0722066101 - Dra. Diana Juni Mulyati, M.M. | Acc bab 1 revisi bab 2 | 3 Nov 2021 |
| 4 | 0009035802 - Dra. Sri Andayani, M.M. | Acc bab 1 dan 2 | 14 Okt 2021 |
| 5 | 0722066101 - Dra. Diana Juni Mulyati, M.M. | Acc bab 2 | 10 Nov 2021 |
| 6 | 0009035802 - Dra. Sri Andayani, M.M. | Revisi bab 3 | 29 Nov 2021 |
| 7 | 0009035802 - Dra. Sri Andayani, M.M. | Acc bab 3 | 1 Des 2021 |
| 8 | 0722066101 - Dra. Diana Juni Mulyati, M.M. | Acc bab 3 | 8 Des 2021 |
| 9 | 0009035802 - Dra. Sri Andayani, M.M. | Revisi bab 4 dan 5 | 15 Des 2021 |
| 10 | 0009035802 - Dra. Sri Andayani, M.M. | Acc bab 4 dan 5 | 21 Des 2021 |
| 11 | 0722066101 - Dra. Diana Juni Mulyati, M.M. | Acc bab 4 dan 5 | 22 Des 2021 |

Lampiran 26 Turnitin

Pengaruh Inovasi Produk dan Kreatifitas Produk Terhadap
Minat Beli Konsumen (Studi Kasus pada Konsumen UKM
Lampu Paralon GT-Armina Surabaya)

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