

LAMPIRAN

Lampiran 1 Kuesioner Penelitian

Pengaruh Daya Tarik Iklan, Potongan Harga dan *Shopping Lifestyle* Terhadap Keputusan Pembelian Impulsif Pada Pengguna Aplikasi Shopee dan Lazada di Surabaya

- Nama** :
- Jenis Kelamin** : Perempuan
 Laki-laki
- Usia** 15-20 Tahun
 21-25 Tahun
 25-30 Tahun
 > 30 Tahun
- Pekerjaan** : Pelajar
 Mahasiswa
 Pengusaha
 Karyawan
 Yang Lain
- Penghasilan** Belum berpenghasilan
 < Rp. 1.000.000
 Rp. 1.000.000-Rp 3.000.000

○ > Rp.3000.000

B. Petunjuk Pengisian

Silahkan pilih jawaban yang menurut saudara benar dan sesuai dengan kondisi yang saudara alami beri tanda (√) untuk memberi jawaban yang menurut saudara benar. Setiap responden hanya dibolehkan memilih satu jawaban setiap jawaban memiliki point sebagai berikut:

| | | | |
|-----|---|---------------------|-----------|
| SS | = | Sangat Setuju | (5 Point) |
| S | = | Setuju | (4 Point) |
| KS | = | Kurang Setuju | (3 Point) |
| TS | = | Tidak Setuju | (2 Point) |
| STS | = | Sangat Tidak Setuju | (1 Point) |

C. Pernyataan Penelitian

| Daya Tarik Iklan (X1) | | | | | | |
|-----------------------|---|-----|----|----|----|----|
| No | Pernyataan | STS | TS | KS | SS | SS |
| 1 | Pesan iklan tentang shopee ataupun lazada mudah dipahami dan alurnya jelas sehingga penonton mudah tertarik melakukan pembelian | | | | | |
| 2 | Konten iklan dari shopee ataupun lazada memuat pesan yang disampaikan sebagaimana adanya dan dapat dipercaya | | | | | |
| 3 | Pihak shopee ataupun lazada menggunakan iklan dengan konsep yang berbeda dengan aplikasi <i>e-commerce</i> lainnya | | | | | |

| Potongan Harga (X2) | | | | | | |
|----------------------------|--|------------|-----------|-----------|-----------|-----------|
| No | Pernyataan | STS | TS | KS | SS | SS |
| 1 | Saya membeli produk di shopee ataupun lazada yang memiliki potongan harga | | | | | |
| 2 | Saya akan sangat tertarik untuk membeli produk di shopee ataupun lazada yang memiliki potongan harga pada waktu promo bulanan seperti 9.9 ; 11.11, mendekati lebaran, dan tahun baru | | | | | |
| 3 | Banyak jenis produk yang mendapatkan potongan harga gratis ongkir dan potongan harga jenis lainnya di shopee ataupun lazada | | | | | |

| Shopping Lifestyle (X3) | | | | | | |
|--------------------------------|--|------------|-----------|-----------|-----------|-----------|
| No | Pernyataan | STS | TS | KS | SS | SS |
| 1 | Saya akan membeli produk di shopee ataupun lazada yang Ditawarkan melalui iklan yang ada | | | | | |
| 2 | Saya akan tertarik membeli melalui shopee ataupun lazada suatu produk atau fashion dengan model terbaru karena mengikuti tren yang ada | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| 3 | Saya cenderung mencari dan membeli produk shopee ataupun lazada dengan merek terkenal agar status sosial saya meningkat | | | | | |
| 4 | Saya cenderung berbelanja produk di shopee ataupun lazada yang memiliki kualitas terbaik | | | | | |
| 5 | Saya akan membeli suatu produk di shopee ataupun lazada lebih dari satu merek walaupun produk tersebut memiliki jenis yang sama dengan produk yang sudah saya miliki | | | | | |

| Pembelian Impulsif (Y) | | | | | | |
|-------------------------------|--|------------|-----------|-----------|-----------|-----------|
| No | Pernyataan | STS | TS | KS | SS | SS |
| 1 | Saya akan membeli produk tanpa rencana sebelumnya ketika melihat iklan tentang potongan harga dari shopee ataupun lazada di media elektronik | | | | | |
| 2 | Karena produk di shopee ataupun lazada memiliki potongan harga dan saya suka produk tersebut, maka saya akan membeli pada saat itu juga | | | | | |
| 3 | Saya akan membeli suatu produk menggunakan seluruh uang saya di shopee ataupun lazada | | | | | |

| | | | | | | |
|----------|---|--|--|--|--|--|
| | dengancepat tanpa berpikir panjang karena melihat iklan tentang promosi potongan harga dan promosi lainnya | | | | | |
| 4 | Saya tetap membeli produk di shopee ataupun lazada karena adanya potongan harga dalam jumlah besar meskipun akhirnya produk tersebut akan jarang terpakai | | | | | |

Lampiran 2 Hasil Uji Instrumen

1. Uji Validitas Daya Tarik Iklan (X1)

a) Daya Tarik Iklan (X1)

Correlations

| | | X1.1 | X1.2 | X1.3 | X1.TTL |
|--------|---------------------|--------|--------|--------|--------|
| X1.1 | Pearson Correlation | 1 | .688** | .484** | .902** |
| | Sig. (2-tailed) | | .000 | .007 | .000 |
| | N | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .688** | 1 | .297 | .883** |
| | Sig. (2-tailed) | .000 | | .111 | .000 |
| | N | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .484** | .297 | 1 | .624** |
| | Sig. (2-tailed) | .007 | .111 | | .000 |
| | N | 30 | 30 | 30 | 30 |
| X1.TTL | Pearson Correlation | .902** | .883** | .624** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 |

b) Potongan Harga (X2)

Correlations

| | | X2.1 | X2.2 | X2.3 | X2.TTL |
|--------|---------------------|--------|--------|--------|--------|
| X2.1 | Pearson Correlation | 1 | .696** | .479** | .916** |
| | Sig. (2-tailed) | | .000 | .007 | .000 |
| | N | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .696** | 1 | .232 | .866** |
| | Sig. (2-tailed) | .000 | | .217 | .000 |
| | N | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .479** | .232 | 1 | .606** |
| | Sig. (2-tailed) | .007 | .217 | | .000 |
| | N | 30 | 30 | 30 | 30 |
| X2.TTL | Pearson Correlation | .916** | .866** | .606** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 |

c) Shopping Lifestyle (X3)

Correlations

| | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.TTL |
|------|---------------------|--------|--------|--------|--------|--------|--------|
| X3.1 | Pearson Correlation | 1 | .275 | .264 | .507** | .224 | .601** |
| | Sig. (2-tailed) | | .142 | .159 | .004 | .235 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | .275 | 1 | .716** | .330 | .400* | .726** |
| | Sig. (2-tailed) | .142 | | .000 | .075 | .028 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | .264 | .716** | 1 | .386* | .583** | .786** |
| | Sig. (2-tailed) | .159 | .000 | | .035 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | .507** | .330 | .386* | 1 | .444* | .758** |
| | Sig. (2-tailed) | .004 | .075 | .035 | | .014 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | .224 | .400* | .583** | .444* | 1 | .760** |

| | | | | | | | |
|--------|---------------------|--------|--------|--------|--------|--------|------|
| | Sig. (2-tailed) | .235 | .028 | .001 | .014 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.TTL | Pearson Correlation | .601** | .726** | .786** | .758** | .760** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |

d) Pembelian Impulsif (Y)

Correlations

| | | Y1.1 | Y1.2 | Y1.3 | Y1.4 | YTTL |
|------|---------------------|--------|--------|--------|--------|--------|
| Y1.1 | Pearson Correlation | 1 | .742** | .671** | .760** | .883** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Y1.2 | Pearson Correlation | .742** | 1 | .641** | .539** | .821** |
| | Sig. (2-tailed) | .000 | | .000 | .002 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Y1.3 | Pearson Correlation | .671** | .641** | 1 | .671** | .831** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Y1.4 | Pearson Correlation | .760** | .539** | .671** | 1 | .819** |
| | Sig. (2-tailed) | .000 | .002 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| YTTL | Pearson Correlation | .883** | .821** | .831** | .819** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 |

2. Uji Reliabilitas

a) Daya Tarik Iklan (X1)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .730 | 3 |

b) Potongan Harga (X2)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .725 | 3 |

c) Shopping Lifestyle (X3)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .767 | 5 |

d) Pembelian Impulsif (Y)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .887 | 4 |

Lampiran 3 Tabulasi Data

a) Tabulasi Data Daya Tarik Iklan (X1)

| No. Responden | Pernyataan | | | Total Score | Rata- Rata Score |
|------------------|------------|---|---|----------------|------------------------|
| | 1 | 2 | 3 | | |
| 1 | 5 | 5 | 5 | 15 | 5 |
| 2 | 4 | 4 | 4 | 12 | 4 |
| 3 | 3 | 3 | 3 | 9 | 3 |
| 4 | 5 | 5 | 5 | 15 | 5 |
| 5 | 4 | 3 | 3 | 10 | 3,33 |
| 6 | 4 | 4 | 4 | 12 | 4 |
| 7 | 4 | 4 | 4 | 12 | 4 |
| 8 | 5 | 5 | 5 | 15 | 5 |
| 9 | 5 | 5 | 5 | 15 | 5 |
| 10 | 4 | 4 | 4 | 12 | 4 |
| 11 | 5 | 5 | 5 | 15 | 5 |
| 12 | 1 | 5 | 2 | 8 | 2,66 |
| 13 | 4 | 4 | 4 | 12 | 4 |
| 14 | 5 | 5 | 5 | 15 | 5 |
| 15 | 5 | 5 | 4 | 14 | 4,67 |
| 16 | 4 | 5 | 4 | 13 | 4,33 |
| 17 | 4 | 5 | 4 | 13 | 4,33 |
| 18 | 5 | 5 | 5 | 15 | 5 |
| 19 | 5 | 5 | 5 | 15 | 5 |
| 20 | 5 | 5 | 5 | 15 | 5 |
| 21 | 3 | 4 | 5 | 10 | 3,33 |
| 22 | 5 | 5 | 5 | 15 | 5 |
| 23 | 4 | 4 | 4 | 12 | 4 |
| 24 | 4 | 5 | 4 | 13 | 4,33 |
| 25 | 3 | 4 | 3 | 10 | 3,33 |
| 26 | 4 | 5 | 4 | 13 | 4,33 |
| 27 | 5 | 5 | 5 | 15 | 5 |
| 28 | 5 | 5 | 5 | 15 | 5 |
| 29 | 4 | 4 | 4 | 12 | 4 |
| 30 | 4 | 4 | 4 | 12 | 4 |
| 31 | 4 | 4 | 4 | 12 | 4 |

| | | | | | |
|----|---|---|---|----|------|
| 32 | 5 | 5 | 5 | 15 | 5 |
| 33 | 4 | 5 | 5 | 14 | 4,67 |
| 34 | 5 | 5 | 5 | 15 | 5 |
| 35 | 5 | 5 | 5 | 15 | 5 |
| 36 | 5 | 5 | 4 | 14 | 4,67 |
| 37 | 5 | 5 | 5 | 15 | 5 |
| 38 | 4 | 4 | 4 | 12 | 4 |
| 39 | 3 | 3 | 3 | 9 | 3 |
| 40 | 5 | 4 | 3 | 12 | 4 |
| 41 | 5 | 5 | 5 | 15 | 5 |
| 42 | 5 | 5 | 4 | 14 | 4,67 |
| 43 | 5 | 5 | 5 | 15 | 5 |
| 44 | 5 | 5 | 5 | 15 | 5 |
| 45 | 4 | 5 | 4 | 13 | 4,33 |
| 46 | 4 | 5 | 4 | 13 | 4,33 |
| 47 | 5 | 5 | 5 | 15 | 5 |
| 48 | 5 | 5 | 5 | 15 | 5 |
| 49 | 5 | 5 | 5 | 15 | 5 |
| 50 | 4 | 5 | 4 | 13 | 4,33 |
| 51 | 5 | 4 | 3 | 12 | 4 |
| 52 | 4 | 4 | 4 | 12 | 4 |
| 53 | 3 | 5 | 5 | 13 | 4,33 |
| 54 | 5 | 5 | 2 | 12 | 4 |
| 55 | 4 | 4 | 4 | 12 | 4 |
| 56 | 5 | 5 | 5 | 15 | 5 |
| 57 | 3 | 4 | 3 | 10 | 3,33 |
| 58 | 5 | 5 | 5 | 15 | 5 |
| 59 | 5 | 5 | 5 | 15 | 5 |
| 60 | 5 | 5 | 5 | 15 | 5 |
| 61 | 4 | 5 | 4 | 13 | 4,33 |
| 62 | 5 | 5 | 5 | 15 | 5 |
| 63 | 4 | 5 | 5 | 14 | 4,67 |
| 64 | 4 | 4 | 4 | 12 | 4 |
| 65 | 3 | 5 | 3 | 11 | 3,67 |
| 66 | 5 | 5 | 3 | 13 | 4,33 |
| 67 | 4 | 5 | 4 | 13 | 4,33 |
| 68 | 5 | 5 | 4 | 14 | 4,67 |

| | | | | | |
|-----------------|---|---|---|----|--------|
| 69 | 4 | 5 | 4 | 13 | 4,33 |
| 70 | 5 | 5 | 5 | 15 | 5 |
| 71 | 5 | 5 | 3 | 13 | 4,33 |
| 72 | 5 | 5 | 3 | 13 | 4,33 |
| 73 | 4 | 4 | 4 | 12 | 4 |
| 74 | 5 | 5 | 5 | 15 | 5 |
| 75 | 5 | 5 | 5 | 15 | 5 |
| 76 | 2 | 5 | 5 | 12 | 4 |
| 77 | 5 | 5 | 5 | 15 | 5 |
| 78 | 4 | 4 | 4 | 12 | 4 |
| 79 | 5 | 5 | 5 | 15 | 5 |
| 80 | 4 | 4 | 4 | 12 | 4 |
| 81 | 5 | 5 | 4 | 14 | 4,67 |
| 82 | 5 | 5 | 5 | 15 | 5 |
| 83 | 4 | 5 | 3 | 12 | 4 |
| 84 | 4 | 5 | 5 | 14 | 4,67 |
| 85 | 5 | 5 | 1 | 11 | 3,67 |
| 86 | 5 | 5 | 3 | 13 | 4,33 |
| 87 | 4 | 4 | 4 | 12 | 4 |
| 88 | 5 | 5 | 3 | 13 | 4,33 |
| 89 | 5 | 5 | 4 | 14 | 4,67 |
| 90 | 4 | 5 | 5 | 14 | 4,67 |
| 91 | 4 | 5 | 3 | 12 | 4 |
| 92 | 4 | 5 | 3 | 12 | 4 |
| 93 | 5 | 5 | 5 | 15 | 5 |
| 94 | 5 | 4 | 5 | 14 | 4,67 |
| 95 | 4 | 5 | 5 | 14 | 4,67 |
| 96 | 5 | 5 | 3 | 13 | 4,33 |
| Total Score | | | | | 424,97 |
| Rata-rata score | | | | | 4,42 |

b) Tabulasi Data Variabel Potongan Harga (X2)

| No Responden | Pernyataan | | | Total | Rata-rata |
|--------------|------------|---|---|-------|-----------|
| | 1 | 2 | 3 | | |
| 1 | 4 | 5 | 5 | 14 | 4,67 |
| 2 | 4 | 4 | 4 | 12 | 4 |
| 3 | 5 | 5 | 3 | 13 | 4,33 |
| 4 | 5 | 5 | 5 | 15 | 5 |
| 5 | 5 | 4 | 5 | 14 | 4,67 |
| 6 | 5 | 4 | 3 | 12 | 4 |
| 7 | 5 | 5 | 5 | 15 | 5 |
| 8 | 5 | 4 | 5 | 14 | 4,67 |
| 9 | 4 | 3 | 3 | 10 | 3,33 |
| 10 | 5 | 5 | 5 | 15 | 5 |
| 11 | 5 | 4 | 3 | 12 | 4 |
| 12 | 5 | 5 | 5 | 15 | 5 |
| 13 | 5 | 4 | 4 | 13 | 4,33 |
| 14 | 4 | 4 | 4 | 12 | 4 |
| 15 | 5 | 5 | 5 | 15 | 5 |
| 16 | 5 | 5 | 5 | 15 | 5 |
| 17 | 5 | 5 | 5 | 15 | 5 |
| 18 | 4 | 3 | 3 | 10 | 3,33 |
| 19 | 5 | 5 | 5 | 15 | 5 |
| 20 | 5 | 5 | 5 | 15 | 5 |
| 21 | 4 | 5 | 4 | 13 | 4,33 |
| 22 | 5 | 4 | 4 | 13 | 4,33 |
| 23 | 5 | 5 | 5 | 15 | 5 |
| 24 | 4 | 4 | 4 | 12 | 4 |
| 25 | 5 | 5 | 5 | 15 | 5 |
| 26 | 5 | 2 | 5 | 12 | 4 |
| 27 | 3 | 5 | 4 | 12 | 4 |
| 28 | 3 | 3 | 3 | 9 | 3 |
| 29 | 5 | 5 | 2 | 12 | 4 |
| 30 | 5 | 5 | 5 | 15 | 5 |
| 31 | 4 | 4 | 5 | 14 | 4,67 |
| 32 | 4 | 4 | 4 | 12 | 4 |
| 33 | 5 | 5 | 5 | 15 | 5 |
| 34 | 5 | 5 | 5 | 15 | 5 |

| | | | | | |
|----|---|---|---|----|------|
| 35 | 4 | 4 | 4 | 12 | 4 |
| 36 | 4 | 5 | 5 | 14 | 4,67 |
| 37 | 5 | 5 | 4 | 14 | 4,67 |
| 38 | 5 | 4 | 3 | 12 | 4 |
| 39 | 5 | 5 | 5 | 15 | 5 |
| 40 | 5 | 5 | 5 | 15 | 5 |
| 41 | 2 | 3 | 4 | 9 | 3 |
| 42 | 5 | 5 | 5 | 15 | 5 |
| 43 | 5 | 4 | 3 | 12 | 4 |
| 44 | 5 | 3 | 4 | 12 | 4 |
| 45 | 4 | 4 | 4 | 12 | 4 |
| 46 | 5 | 5 | 5 | 15 | 5 |
| 47 | 4 | 4 | 4 | 12 | 4 |
| 48 | 5 | 5 | 4 | 14 | 4,67 |
| 49 | 3 | 4 | 3 | 10 | 3,33 |
| 50 | 5 | 5 | 1 | 11 | 3,67 |
| 51 | 5 | 5 | 5 | 15 | 5 |
| 52 | 3 | 5 | 5 | 13 | 4,33 |
| 53 | 5 | 3 | 5 | 13 | 4,33 |
| 54 | 5 | 4 | 5 | 14 | 4,67 |
| 55 | 4 | 5 | 5 | 14 | 4,67 |
| 56 | 5 | 5 | 4 | 14 | 4,67 |
| 57 | 5 | 5 | 5 | 15 | 5 |
| 58 | 5 | 4 | 3 | 12 | 4 |
| 59 | 5 | 4 | 5 | 14 | 4,67 |
| 60 | 4 | 4 | 4 | 12 | 4 |
| 61 | 4 | 5 | 4 | 13 | 4,33 |
| 62 | 4 | 3 | 4 | 11 | 3,67 |
| 63 | 5 | 5 | 4 | 14 | 4,67 |
| 64 | 5 | 5 | 5 | 15 | 5 |
| 65 | 5 | 4 | 5 | 14 | 4,67 |
| 66 | 5 | 5 | 5 | 15 | 5 |
| 67 | 5 | 5 | 5 | 15 | 5 |
| 68 | 4 | 4 | 4 | 12 | 4 |
| 69 | 5 | 5 | 5 | 15 | 5 |
| 70 | 5 | 4 | 4 | 13 | 4,33 |
| 71 | 5 | 5 | 5 | 15 | 5 |

| | | | | | |
|-------------|---|---|---|----|--------|
| 72 | 4 | 4 | 4 | 12 | 4 |
| 73 | 5 | 2 | 3 | 10 | 3,33 |
| 74 | 4 | 4 | 4 | 12 | 4 |
| 75 | 5 | 3 | 5 | 13 | 4,33 |
| 76 | 5 | 4 | 5 | 14 | 4,67 |
| 77 | 4 | 4 | 4 | 12 | 4 |
| 78 | 5 | 5 | 5 | 15 | 5 |
| 79 | 4 | 4 | 4 | 12 | 4 |
| 80 | 4 | 3 | 3 | 10 | 3,33 |
| 81 | 5 | 4 | 3 | 12 | 4 |
| 82 | 5 | 5 | 5 | 15 | 5 |
| 83 | 4 | 4 | 4 | 12 | 4 |
| 84 | 5 | 5 | 5 | 15 | 5 |
| 85 | 5 | 5 | 5 | 15 | 5 |
| 86 | 5 | 5 | 5 | 15 | 5 |
| 87 | 4 | 3 | 3 | 10 | 3,33 |
| 88 | 5 | 5 | 3 | 13 | 4,33 |
| 89 | 5 | 5 | 5 | 15 | 5 |
| 90 | 5 | 3 | 2 | 10 | 3,33 |
| 91 | 5 | 5 | 5 | 15 | 5 |
| 92 | 5 | 5 | 5 | 15 | 5 |
| 93 | 5 | 5 | 5 | 15 | 5 |
| 94 | 5 | 5 | 5 | 15 | 5 |
| 95 | 4 | 4 | 4 | 12 | 4 |
| 96 | 5 | 5 | 5 | 15 | 5 |
| Total Score | | | | | 425.33 |
| Rata-rata | | | | | 4,43 |

c) Tabulasi Data *Shopping Lifestyle* (X3)

| No Responden | Pernyataan | | | | | Total | Rata-rata |
|--------------|------------|---|---|---|---|-------|-----------|
| | 1 | 2 | 3 | 4 | 5 | | |
| 1 | 5 | 5 | 3 | 5 | 5 | 23 | 4,6 |
| 2 | 5 | 4 | 4 | 5 | 4 | 22 | 4,4 |
| 3 | 4 | 5 | 5 | 4 | 5 | 23 | 4,6 |
| 4 | 5 | 4 | 5 | 4 | 5 | 23 | 4,6 |
| 5 | 5 | 4 | 5 | 4 | 4 | 22 | 4,4 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 7 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 8 | 4 | 3 | 3 | 5 | 5 | 20 | 4 |
| 9 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 10 | 3 | 3 | 4 | 4 | 4 | 18 | 3,6 |
| 11 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 12 | 5 | 4 | 4 | 4 | 5 | 22 | 4,4 |
| 13 | 4 | 5 | 4 | 4 | 5 | 22 | 4,4 |
| 14 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 16 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 17 | 5 | 5 | 4 | 4 | 4 | 23 | 4,6 |
| 18 | 4 | 3 | 4 | 4 | 3 | 18 | 3,6 |
| 19 | 5 | 5 | 5 | 5 | 4 | 24 | 4,8 |
| 20 | 5 | 5 | 4 | 5 | 5 | 24 | 4,8 |
| 21 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 22 | 4 | 4 | 5 | 4 | 5 | 22 | 4,4 |
| 23 | 5 | 4 | 5 | 5 | 5 | 24 | 4,8 |
| 24 | 4 | 4 | 5 | 5 | 4 | 22 | 4,4 |
| 25 | 5 | 5 | 5 | 4 | 5 | 24 | 4,8 |
| 26 | 4 | 5 | 2 | 3 | 4 | 18 | 3,6 |
| 27 | 5 | 4 | 5 | 5 | 4 | 23 | 4,6 |
| 28 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 29 | 4 | 5 | 5 | 4 | 5 | 23 | 4,6 |
| 30 | 3 | 2 | 5 | 5 | 4 | 19 | 3,8 |
| 31 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 32 | 5 | 5 | 4 | 4 | 4 | 22 | 4,4 |
| 33 | 5 | 5 | 5 | 4 | 5 | 24 | 4,8 |
| 34 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |

| | | | | | | | |
|----|---|---|---|---|---|----|-----|
| 35 | 5 | 4 | 5 | 5 | 4 | 23 | 4,6 |
| 36 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 37 | 5 | 4 | 5 | 5 | 5 | 24 | 4,8 |
| 38 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 39 | 4 | 5 | 5 | 4 | 5 | 23 | 4,6 |
| 40 | 5 | 5 | 4 | 5 | 5 | 24 | 4,8 |
| 41 | 4 | 3 | 3 | 5 | 5 | 20 | 4 |
| 42 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 43 | 5 | 4 | 5 | 4 | 4 | 22 | 4,4 |
| 44 | 3 | 5 | 5 | 4 | 3 | 20 | 4 |
| 45 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 46 | 5 | 4 | 5 | 5 | 5 | 24 | 4,8 |
| 47 | 4 | 5 | 5 | 4 | 5 | 23 | 4,6 |
| 48 | 4 | 5 | 5 | 5 | 4 | 23 | 4,6 |
| 49 | 4 | 5 | 5 | 5 | 5 | 24 | 4,8 |
| 50 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 51 | 4 | 5 | 5 | 4 | 4 | 22 | 4,4 |
| 52 | 4 | 5 | 5 | 5 | 5 | 24 | 4,8 |
| 53 | 5 | 5 | 5 | 2 | 5 | 22 | 4,4 |
| 54 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 55 | 5 | 5 | 2 | 5 | 5 | 22 | 4,4 |
| 56 | 2 | 3 | 5 | 5 | 5 | 20 | 4 |
| 57 | 5 | 5 | 5 | 4 | 4 | 23 | 4,6 |
| 58 | 4 | 5 | 5 | 4 | 4 | 22 | 4,4 |
| 59 | 3 | 5 | 5 | 2 | 5 | 20 | 4 |
| 60 | 5 | 4 | 4 | 4 | 5 | 22 | 4,4 |
| 61 | 5 | 3 | 2 | 5 | 5 | 20 | 4 |
| 62 | 5 | 5 | 5 | 4 | 5 | 24 | 4,8 |
| 63 | 4 | 5 | 5 | 5 | 5 | 24 | 4,8 |
| 64 | 5 | 5 | 4 | 5 | 4 | 23 | 4,6 |
| 65 | 4 | 4 | 5 | 5 | 5 | 23 | 4,6 |
| 66 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 67 | 5 | 5 | 3 | 5 | 5 | 23 | 4,6 |
| 68 | 3 | 4 | 4 | 3 | 3 | 17 | 3,4 |
| 69 | 5 | 3 | 3 | 5 | 5 | 21 | 4,2 |
| 70 | 4 | 5 | 5 | 4 | 5 | 23 | 4,6 |
| 71 | 4 | 4 | 5 | 5 | 4 | 22 | 4,4 |

| | | | | | | | |
|-------------|---|---|---|---|---|----|-------|
| 72 | 5 | 5 | 2 | 5 | 5 | 22 | 4,4 |
| 73 | 5 | 4 | 4 | 5 | 5 | 23 | 4,6 |
| 74 | 5 | 4 | 5 | 5 | 5 | 24 | 4,8 |
| 75 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 76 | 5 | 4 | 4 | 5 | 4 | 22 | 4,4 |
| 77 | 5 | 5 | 5 | 4 | 5 | 24 | 4,8 |
| 78 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 79 | 4 | 5 | 5 | 4 | 4 | 22 | 4,4 |
| 80 | 4 | 4 | 4 | 4 | 4 | 20 | 4 |
| 81 | 5 | 4 | 4 | 5 | 4 | 22 | 4,4 |
| 82 | 5 | 4 | 5 | 5 | 5 | 24 | 4,8 |
| 83 | 5 | 5 | 5 | 5 | 3 | 23 | 4,6 |
| 84 | 4 | 5 | 4 | 5 | 4 | 22 | 4,4 |
| 85 | 4 | 5 | 4 | 4 | 3 | 20 | 4 |
| 86 | 4 | 4 | 5 | 3 | 4 | 20 | 4 |
| 87 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 88 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 89 | 5 | 5 | 5 | 4 | 5 | 24 | 4,8 |
| 90 | 5 | 4 | 4 | 5 | 4 | 22 | 4,4 |
| 91 | 5 | 3 | 4 | 4 | 5 | 22 | 4,4 |
| 92 | 3 | 5 | 5 | 3 | 4 | 20 | 4 |
| 93 | 5 | 4 | 5 | 5 | 5 | 24 | 4,8 |
| 94 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| 95 | 4 | 4 | 4 | 4 | 5 | 22 | 4,4 |
| 96 | 5 | 5 | 5 | 5 | 5 | 25 | 5 |
| Total Score | | | | | | | 435,8 |
| Rata-rata | | | | | | | 4,53 |

d) Tabulasi Data Pembelian Impulsif

| No Responden | Pernyataan | | | | Total Score | Rata-rata |
|--------------|------------|---|---|---|-------------|-----------|
| | 1 | 2 | 3 | 4 | | |
| 1 | 4 | 4 | 5 | 5 | 18 | 4,5 |
| 2 | 4 | 4 | 4 | 4 | 16 | 4 |
| 3 | 5 | 5 | 5 | 5 | 20 | 5 |
| 4 | 5 | 5 | 5 | 5 | 20 | 5 |
| 5 | 5 | 4 | 4 | 5 | 18 | 4,5 |
| 6 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 7 | 5 | 5 | 3 | 5 | 18 | 4,5 |
| 8 | 4 | 4 | 5 | 5 | 18 | 4,5 |
| 9 | 5 | 5 | 5 | 5 | 20 | 5 |
| 10 | 3 | 5 | 5 | 3 | 16 | 4 |
| 11 | 4 | 4 | 5 | 5 | 18 | 4,5 |
| 12 | 5 | 5 | 5 | 5 | 20 | 5 |
| 13 | 4 | 5 | 4 | 4 | 17 | 4,25 |
| 14 | 4 | 5 | 5 | 4 | 18 | 4,5 |
| 15 | 5 | 5 | 5 | 5 | 20 | 5 |
| 16 | 5 | 5 | 5 | 5 | 20 | 5 |
| 17 | 5 | 5 | 5 | 5 | 20 | 5 |
| 18 | 3 | 3 | 5 | 5 | 16 | 4 |
| 19 | 5 | 5 | 5 | 5 | 20 | 5 |
| 20 | 5 | 5 | 5 | 5 | 20 | 5 |
| 21 | 5 | 5 | 5 | 5 | 20 | 5 |
| 22 | 5 | 5 | 5 | 3 | 18 | 4,5 |
| 23 | 5 | 5 | 3 | 5 | 18 | 4,5 |
| 24 | 5 | 4 | 5 | 5 | 19 | 4,75 |
| 25 | 3 | 4 | 5 | 5 | 17 | 4,25 |
| 26 | 4 | 3 | 5 | 5 | 17 | 4,25 |
| 27 | 5 | 5 | 5 | 5 | 20 | 5 |
| 28 | 5 | 5 | 3 | 3 | 16 | 4 |
| 29 | 3 | 5 | 5 | 5 | 18 | 4,5 |
| 30 | 4 | 4 | 5 | 5 | 18 | 4,5 |
| 31 | 5 | 4 | 5 | 5 | 19 | 4,75 |
| 32 | 3 | 5 | 5 | 5 | 18 | 4,5 |
| 33 | 5 | 4 | 5 | 5 | 19 | 4,75 |
| 34 | 5 | 5 | 4 | 5 | 19 | 4,75 |

| | | | | | | |
|----|---|---|---|---|----|------|
| 35 | 4 | 4 | 5 | 5 | 18 | 4,5 |
| 36 | 5 | 5 | 5 | 5 | 20 | 5 |
| 37 | 5 | 5 | 5 | 5 | 20 | 5 |
| 38 | 5 | 5 | 4 | 4 | 18 | 4,5 |
| 39 | 5 | 5 | 5 | 5 | 20 | 5 |
| 40 | 5 | 4 | 5 | 4 | 18 | 4,5 |
| 41 | 3 | 5 | 5 | 5 | 18 | 4,5 |
| 42 | 5 | 5 | 5 | 5 | 20 | 5 |
| 43 | 5 | 5 | 3 | 5 | 18 | 4,5 |
| 44 | 4 | 4 | 4 | 4 | 16 | 4 |
| 45 | 4 | 4 | 4 | 4 | 16 | 4 |
| 46 | 5 | 4 | 5 | 5 | 19 | 4,75 |
| 47 | 5 | 5 | 5 | 5 | 20 | 5 |
| 48 | 5 | 5 | 5 | 5 | 20 | 5 |
| 49 | 4 | 4 | 5 | 5 | 18 | 4,5 |
| 50 | 5 | 4 | 4 | 5 | 18 | 4,5 |
| 51 | 5 | 5 | 5 | 5 | 20 | 5 |
| 52 | 5 | 5 | 5 | 5 | 20 | 5 |
| 53 | 5 | 5 | 5 | 5 | 20 | 5 |
| 54 | 5 | 5 | 5 | 5 | 20 | 5 |
| 55 | 5 | 5 | 5 | 3 | 18 | 4,5 |
| 56 | 5 | 5 | 3 | 5 | 18 | 4,5 |
| 57 | 4 | 4 | 4 | 4 | 16 | 4 |
| 58 | 5 | 5 | 5 | 4 | 19 | 4,75 |
| 59 | 5 | 3 | 5 | 4 | 17 | 4,25 |
| 60 | 4 | 5 | 4 | 5 | 18 | 4,5 |
| 61 | 4 | 4 | 4 | 4 | 16 | 4 |
| 62 | 5 | 5 | 5 | 5 | 20 | 5 |
| 63 | 5 | 5 | 5 | 5 | 20 | 5 |
| 64 | 4 | 4 | 4 | 4 | 16 | 4 |
| 65 | 5 | 3 | 4 | 4 | 16 | 4 |
| 66 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 67 | 5 | 5 | 5 | 5 | 20 | 5 |
| 68 | 5 | 3 | 5 | 4 | 17 | 4,25 |
| 69 | 5 | 5 | 5 | 5 | 20 | 5 |
| 70 | 5 | 5 | 5 | 5 | 20 | 5 |
| 71 | 5 | 3 | 5 | 5 | 17 | 4,25 |

| | | | | | | |
|-----------------|---|---|---|---|----|------|
| 72 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 73 | 5 | 4 | 4 | 5 | 18 | 4,5 |
| 74 | 4 | 3 | 5 | 5 | 17 | 4,25 |
| 75 | 5 | 4 | 5 | 5 | 19 | 4,75 |
| 76 | 4 | 4 | 5 | 5 | 18 | 4,5 |
| 77 | 5 | 5 | 5 | 5 | 20 | 5 |
| 78 | 5 | 5 | 5 | 5 | 20 | 5 |
| 79 | 5 | 5 | 5 | 5 | 20 | 5 |
| 80 | 3 | 3 | 5 | 5 | 16 | 4 |
| 81 | 5 | 5 | 5 | 5 | 20 | 5 |
| 82 | 5 | 5 | 5 | 5 | 20 | 5 |
| 83 | 4 | 5 | 5 | 4 | 18 | 4,5 |
| 84 | 5 | 5 | 5 | 5 | 20 | 5 |
| 85 | 4 | 4 | 5 | 5 | 18 | 4,5 |
| 86 | 5 | 5 | 5 | 4 | 19 | 4,75 |
| 87 | 5 | 5 | 4 | 4 | 18 | 4,5 |
| 88 | 3 | 5 | 5 | 2 | 15 | 3,75 |
| 89 | 5 | 5 | 5 | 5 | 20 | 5 |
| 90 | 4 | 4 | 4 | 4 | 16 | 4 |
| 91 | 5 | 3 | 5 | 5 | 18 | 4,5 |
| 92 | 5 | 2 | 5 | 3 | 15 | 3,75 |
| 93 | 5 | 5 | 5 | 5 | 20 | 5 |
| 94 | 5 | 5 | 5 | 5 | 20 | 5 |
| 95 | 4 | 4 | 5 | 5 | 18 | 4,5 |
| 96 | 5 | 5 | 5 | 5 | 20 | 5 |
| Total Score | | | | | | 444 |
| Rata-rata score | | | | | | 4,62 |

Lampiran 4 Hasil Uji Analisis Data

A. Uji Asumsi Klasik

a) Uji Linearitas

1) Uji Linearitas Daya Tarik Iklan (X1)

ANOVA Table

| | | | Sum of | df | Mean | F | Sig. |
|---|---------|-----------------------------|---------|----|--------|------|------|
| | | | Squares | | Square | | |
| PEMBELIAN IMPULSIF (Y) * DAYA TARIK IKLAN (X1) | Between | (Combined) | 25.907 | 7 | 3.701 | 1.78 | .100 |
| | Groups | | | | | 9 | |
| | | Linearity | 2.849 | 1 | 2.849 | 1.37 | .244 |
| | | Deviation from Linearity | 23.057 | 6 | 3.843 | 1.85 | .097 |
| | | Within Groups | 182.093 | 88 | 2.069 | | |
| Total | | | 208.000 | 95 | | | |

2) Uji Linearitas Potongan Harga (X2)

ANOVA Table

| | | | Sum of | df | Mean | F | Sig. |
|---|---------|-----------------------------|---------|----|--------|------|------|
| | | | Squares | | Square | | |
| PEMBELIAN IMPULSIF (Y) * POTONGAN HARGA (X2) | Between | (Combined) | 22.468 | 6 | 3.745 | 1.79 | .109 |
| | Groups | | | | | 6 | |
| | | Linearity | 19.181 | 1 | 19.181 | 9.20 | .003 |
| | | Deviation from Linearity | 3.288 | 5 | .658 | .315 | .903 |
| | | Within Groups | 185.532 | 89 | 2.085 | | |
| Total | | | 208.000 | 95 | | | |

3) Uji Linearitas Shopping Lifestyle (X3)

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---------------|--------------------------|----------------|----|-------------|--------|------|
| PEMBELIAN IMPULSIF (Y) * SHOPPING LIFESTYLE (X3) | Between | (Combined) | 53.433 | 8 | 6.679 | 3.759 | .001 |
| | Groups | Linearity | 40.622 | 1 | 40.622 | 22.865 | .000 |
| | | Deviation from Linearity | 12.811 | 7 | 1.830 | 1.030 | .416 |
| | Within Groups | | 154.567 | 87 | 1.777 | | |
| Total | | | 208.000 | 95 | | | |

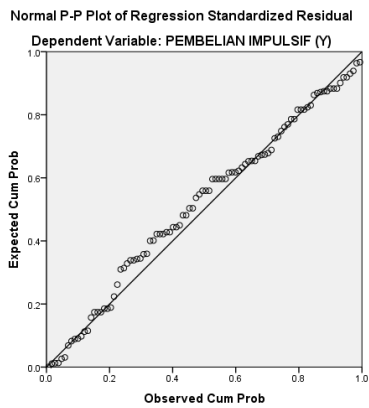
b) Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 96 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.23557781 |
| Most Extreme Differences | Absolute | .078 |
| | Positive | .040 |
| | Negative | -.078 |
| Test Statistic | | .078 |
| Asymp. Sig. (2-tailed) | | .186 ^c |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Uji Normalitas Model P-Plot



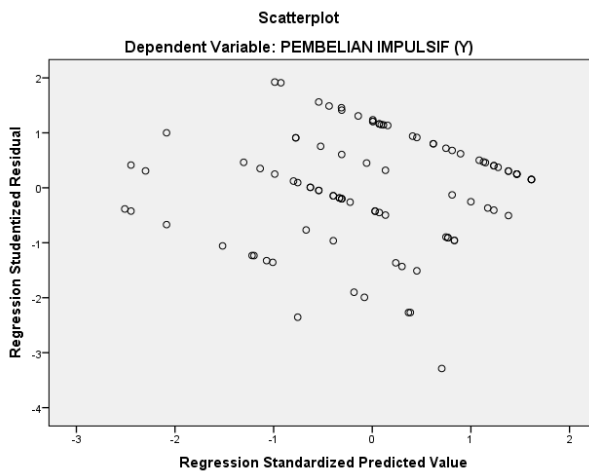
c) Uji Multikolonieritas

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|-------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 5.281 | 2.181 | | 2.421 | .017 | | |
| | DAYA TARIK IKLAN (X1) | .190 | .080 | .214 | 2.360 | .020 | .920 | 1.087 |
| | POTONGAN HARGA (X2) | .275 | .079 | .318 | 3.482 | .001 | .908 | 1.101 |
| | SHOPPING LIFESTYLE (X3) | .310 | .066 | .410 | 4.676 | .000 | .987 | 1.013 |

a. Dependent Variable: PEMBELIAN IMPULSIF (Y)

d) Uji Heterokedastisitas



B. Uji Regresi Linear Berganda

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardize | t | Sig. |
|-------|-------------------------|-----------------------------|------------|---------------------|-------|------|
| | | B | Std. Error | d Coefficients Beta | | |
| 1 | (Constant) | 5.281 | 2.181 | | 2.421 | .017 |
| | DAYA TARIK IKLAN (X1) | .190 | .080 | .214 | 2.360 | .020 |
| | POTONGAN HARGA (X2) | .275 | .079 | .318 | 3.482 | .001 |
| | SHOPPING LIFESTYLE (X3) | .310 | .066 | .410 | 4.676 | .000 |

a. Dependent Variable: PEMBELIAN IMPULSIF (Y)

C. Uji Hipotesis

a) Uji t (Parsial)

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.281 | 2.181 | | 2.421 | .017 |
| | DAYA TARIK IKLAN (X1) | .190 | .080 | .214 | 2.360 | .020 |
| | POTONGAN HARGA (X2) | .275 | .079 | .318 | 3.482 | .001 |
| | SHOPPING LIFESTYLE (X3) | .310 | .066 | .410 | 4.676 | .000 |

a. Dependent Variable: PEMBELIAN IMPULSIF (Y)

b) Uji F (Simultan)

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 62.968 | 3 | 20.989 | 13.314 | .000 ^b |
| | Residual | 145.032 | 92 | 1.576 | | |
| | Total | 208.000 | 95 | | | |

a. Dependent Variable: PEMBELIAN IMPULSIF (Y)


b. Predictors: (Constant), SHOPPING LIFESTYLE (X3), DAYA TARIK IKLAN (X1), POTONGAN HARGA (X2)

c) Uji Koefisien Determinan R²

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .550 ^a | .303 | .280 | 1.256 |

a. Predictors: (Constant), SHOPPING LIFESTYLE (X3), DAYA TARIK IKLAN (X1), POTONGAN HARGA (X2)

Lampiran 5 Kartu Bimbingan



UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
 Program Studi : • Administrasi Publik • Administrasi Bisnis • Ilmu Komunikasi
 • Magister Administrasi Publik • Magister Ilmu Komunikasi • Doktor Ilmu Administrasi
 Gedung F 101 Jl. Semolowaru 45 Surabaya (60118)
 Telp. 031-5991742, 5931800 psw. 159 email : fisisp@untag-sby.ac.id

KARTU BIMBINGAN SKRIPSI

Nama : Hida Ayunita Wulandari
 NBI : 1121900049
 Program Studi : Administrasi Niaga
 Dosen Pembimbing I : Dra. Diana Juni Mulyati, M.M
 Dosen Pembimbing II : Drs. Agung Pujianto, M.M
 Judul Skripsi : Pengaruh Daya Tani Iklan, Potongan Harga, Dan Shopping Lifestyle Terhadap Keputusan Pembelian Impulsif Pada Pengguna Aplikasi Shopee dan Lazada di Surabaya

| No | Tanggal | Saran/Perbaikan | Pembimbing | |
|----|----------|---|----------------|----------------|
| | | | Paraf Dospem 1 | Paraf Dospem 2 |
| 1. | 8/3-23 | Bab I Acc ds. perbaikan manfaat Praktis | / | |
| 2 | 14/3/23 | BAB I perbaikan Capas belakang | / | / |
| 3 | 20/3/23 | BAB I Acc | | / |
| | 15/3/23 | BAB II perbaikan footnote secara kejuruan 'mandaly' teori & referensi minimal 1. Hjp. p. p. p. p. | | / |
| | 30/3/23 | BAB II Acc | | / |
| 6 | 4/4-2023 | Bab II Acc dengan perbaikan indikator variable | / | |
| 7 | 12/4/23 | BAB II perbaikan Rumusan populasi & level data (tabel kuesioner operasional) | | / |



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Program Studi : ♦ Administrasi Publik ♦ Administrasi Bisnis ♦ Ilmu Komunikasi
 ♦ Magister Administrasi Publik ♦ Magister Ilmu Komunikasi ♦ Doktor Ilmu Administrasi
 Gedung F 101 Jl. Semolowaru 45 Surabaya (60118)
 Telp. 031-5991742, 5931800 psw. 159 email : fsip@untag-sby.ac.id

| No | Tanggal | Saran/Perbaikan | Pembimbing | |
|----|---------|---|--------------------|--------------------|
| | | | Paraf Dospem 1 | Paraf Dospem 2 |
| | 07/5/23 | BAB II ke (judul sample disesuaikan hitungan) | | <i>[Signature]</i> |
| | 11/5-23 | Bab III acc dengan revisi sesuai saran. | <i>[Signature]</i> | <i>[Signature]</i> |
| | 6/6-23 | BAB IV judul tabel, tabel 4.16 uji hipotesis di paragraf pembahasan ps. hasil | | <i>[Signature]</i> |
| | 08/6/23 | BAB IV ke | | <i>[Signature]</i> |
| | 9/6-23 | Bab IV → revisi regresi → hasilnya | <i>[Signature]</i> | |
| | 13/6-23 | Bab IV → acc. | <i>[Signature]</i> | |
| | 13/6/23 | BAB V ke. (bhs bedakan & batasan) | | <i>[Signature]</i> |
| | 15/6-23 | Bab V → acc ds. perbaikan rekomendasi | <i>[Signature]</i> | |
| | | | | |

Catatan:

1. Kartu Bimbingan dibawa saat bimbingan
2. Kartu bimbingan diisi oleh Dosen Pembimbing

Bimbingan dinyatakan telah selesai

Tanggal: 15 Juni 2023

Dosen Pembimbing I,

[Signature]
 (.....)

Dosen Pembimbing II,

[Signature]
 (.....)

Lampiran 6 Lembar Revisi Ujian Skripsi

PROGRAM STUDI ADMINISTRASI NIAGA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA

LEMBAR REVISI UJIAN SKRIPSI

Nama : Hida Ayunita Wulandari

NIM : 1121900049

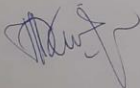
Hari/ Tanggal Ujian : Senin, 26 Juni 2023

Catatan Perbaikan:

tidak ada revisi.

Surabaya,
Persetujuan Dosen Penguji 1 Telah Revisi/Perbaikan,

Revisi dari Dosen Penguji 1,

()

()

Catatan: Bila tidak ada revisi, dosen penguji wajib menuliskan "tidak ada revisi", dan menandatangani di sebelah kanan dan kiri.

LEMBAR REVISI UJIAN SKRIPSI

Nama : Hida Ayunita Wulandari


NIM : 1121900049

Hari/ Tanggal Ujian : Seni, 26 Juni 2023

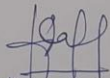
Catatan Perbaikan:

- ⊕ Kopikan semaiikan Daftar Pustaka
- ⊖ Definisi konsep & operasional

Surabaya,
Persetujuan Dosen Penguji 2 Telah Revisi/Perbaikan,

()

Revisi dari Dosen Penguji 2,

()
(Ni Made Ida Pratiwi)

Catatan: Bila tidak ada revisi, dosen penguji wajib menuliskan "tidak ada revisi", dan menandatangani di sebelah kanan dan kiri.

LEMBAR REVISI UJIAN SKRIPSI

Nama : Hida Ayunita Wulandari

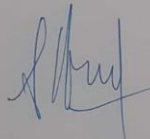
NIM : 1121900049

Hari/ Tanggal Ujian : Seni, 26 Juni 2023


Catatan Perbaikan:

- Sambek pustaka.
- Ilmiah Supli.

Surabaya,
Persetujuan Dosen Penguji 3 Telah Revisi/Perbaikan,

()

Revisi dari Dosen Penguji 3,

()
Ski A.

Catatan: Bila tidak ada revisi, dosen penguji wajib menuliskan "tidak ada revisi", dan menandatangani di sebelah kanan dan kiri.

Lampiran 7 Surat Keterangan Hasil Turnitin



**UNIVERSITAS 17 AGUSTUS 1945
(UNTAG) SURABAYA FAKULTAS
ILMU SOSIAL DAN ILMU POLITIK
PROGRAM STUDI ILMU
ADMINISTRASI BISNIS
LABORATORIUM OTODAERAH**

Gedung F Lantai 2 Universitas 17 Agustus 1945 Surabaya
Jl. Semolowaru No. 45 Surabaya, Telp. (031) 5931800

SURAT KETERANGAN

Nomor: 670/K/LOD/V/2023

Yang bertanda tangan di bawah ini penanggung jawab Uji Turnitin dari Fakultas Ilmu Sosial dan Ilmu Politik Universitas 17 Agustus 1945 (UNTAG) Surabaya

Nama : Yusuf Hariyoko, S.AP., M.AP

NPP 20110170735

Dengan ini menerangkan bahwa:

Nama : Hida Ayunita Wulandari

NBI : 1121900049

Berdasarkan hasil uji turnitin untuk Bab 1,4,5 skripsi mahasiswa tersebut telah di bawah 20%. Surat Keterangan ini di berikan atas permintaan yang bersangkutan untuk "Pendaftaran ujianskripsi".

Demikian surat keterangan ini dibuat untuk dapat dipergunakan sebagaimana mestinya.

Surabaya, 23 Juni

2023 Kepala Lab.


LABORATORIUM OTODAERAH
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA
Yusuf Hariyoko, S.AP., M.AP

Lampiran 8 Hasil Turnitin Jurnal

