

LAMPIRAN

Lampiran 1 - Uji Validitas Pengaruh Iklan di TikTok

Lampiran 1 - Uji Validitas Pengaruh Ikla 1

Correlations													
	(X1)	(X2)	(X3)	(X4)	(X5)	(X6)	(X7)	(X8)	(X9)	(X10)	(X11)	(X12)	TOTAL X
(X1)	Pearson Correlation	1	.631**	.553**	.437**	.486**	.582**	.505**	.561**	.571**	.545**	.580**	.677**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160
(X2)	Pearson Correlation	.631**	1	.580**	.455**	.539**	.569**	.549**	.572**	.582**	.530**	.522**	.563**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160
(X3)	Pearson Correlation	.553**	.580**	1	.602**	.659**	.716**	.707**	.704**	.706**	.671**	.605**	.625**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160
(X4)	Pearson Correlation	.437**	.455**	.602**	1	.624**	.595**	.596**	.606**	.630**	.566**	.572**	.502**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160
(X5)	Pearson Correlation	.486**	.539**	.659**	.624**	1	.757**	.733**	.706**	.735**	.689**	.621**	.587**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160
(X6)	Pearson Correlation	.582**	.569**	.716**	.595**	.757**	1	.731**	.723**	.748**	.733**	.603**	.607**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160
(X7)	Pearson Correlation	.505**	.549**	.707**	.596**	.733**	.731**	1	.823**	.780**	.698**	.618**	.614**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160
(X8)	Pearson Correlation	.561**	.572**	.704**	.606**	.706**	.723**	.823**	1	.823**	.784**	.630**	.626**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160
(X9)	Pearson Correlation	.571**	.582**	.706**	.630**	.735**	.748**	.780**	.823**	1	.790**	.698**	.683**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160
(X10)	Pearson Correlation	.545**	.530**	.671**	.566**	.689**	.733**	.698**	.784**	.790**	1	.695**	.696**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160
(X11)	Pearson Correlation	.580**	.522**	.605**	.572**	.621**	.603**	.618**	.630**	.698**	.695**	1	.757**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	160	160	160	160	160	160	160	160	160	160	160	160
(X12)	Pearson Correlation	.677**	.563**	.625**	.502**	.587**	.607**	.614**	.626**	.683**	.696**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160	160	160	160	160	160	160
TOTAL X	Pearson Correlation	.722**	.722**	.827**	.737**	.831**	.851**	.856**	.877**	.896**	.858**	.807**	.809**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160	160	160	160	160

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

Lampiran 2 - Uji Validitas Loyalitas Pelanggan

		Correlations				
		(Y1)	(Y2)	(Y3)	(Y4)	TOTAL Y
(Y1)	Pearson Correlation	1	.708**	.644**	.294	.791**
	Sig. (2-tailed)		.000	.000	.115	.000
	N	30	30	30	30	30
(Y2)	Pearson Correlation	.708**	1	.779**	.592**	.925**
	Sig. (2-tailed)	.000		.000	.001	.000
	N	30	30	30	30	30
(Y3)	Pearson Correlation	.644**	.779**	1	.475**	.868**
	Sig. (2-tailed)	.000	.000		.008	.000
	N	30	30	30	30	30
(Y4)	Pearson Correlation	.294	.592**	.475**	1	.729**
	Sig. (2-tailed)	.115	.001	.008		.000
	N	30	30	30	30	30
TOTAL Y	Pearson Correlation	.791**	.925**	.868**	.729**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

Lampiran 3 - Uji Reabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.956	16

Lampiran 4 - Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		160
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.07820752
Most Extreme Differences	Absolute	.057
	Positive	.041
	Negative	-.057
Test Statistic		.057
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Lampiran 5 - Uji Linieritas

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
TOTAL Y * TOTAL X	Between Groups	(Combined)	1858.938	39	47.665	11.884	.000
		Linearity	1653.531	1	1653.531	412.262	.000
		Deviation from Linearity	205.407	38	5.405	1.348	.114
	Within Groups		481.305	120	4.011		
	Total		2340.244	159			

Lampiran 6 - Uji Heterosdatisitas (Glejser)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.376	.437		5.439	.000
	Pengaruh Iklan "Paling Gak Bisa Kalo Soal Nyetok Moisturizer di TikTok"	-.018	.010	-.141	-1.792	.075

a. Dependent Variable: ABS_RES

Lampiran 7 - Uji Korelasi

Correlations			
		Iklan	Loyalitas Pelanggan
Iklan	Pearson Correlation	1	.841**
	Sig. (2-tailed)		.000
	N	160	160
Loyalitas Pelanggan	Pearson Correlation	.841**	1
	Sig. (2-tailed)	.000	
	N	160	160

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

Lampiran 8 - Uji Analisis Regresi Linier Sederhana

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.376	.437		5.439	.000
	Pengaruh Iklan "Paling Gak Bisa Kalo Soal Nyetok Moisturizer di TikTok"	-.018	.010	-.141	-1.792	.075

a. Dependent Variable: ABS_RES

Lampiran 9 - Uji T

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	2.376	.437		.000
	Pengaruh Iklan "Paling Gak Bisa Kalo Soal Nyetok Moisturizer di TikTok"	-.018	.010	-.141	.075

a. Dependent Variable: ABS_RES

Lampiran 10 - Uji Koefisien Determinasi

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841 ^a	.707	.705	2.085
a. Predictors: (Constant), Iklan				

Lampiran 11 - Kartu Bimbingan Skripsi



UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
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KARTU BIMBINGAN SKRIPSI

Nama : Jihan Amalia Damasyah
 NBI : 1152000201
 Program Studi : Ilmu Komunikasi
 Dosen Pembimbing I : Dr. Teguh Priyo Sadono, M.Si
 Dosen Pembimbing II : Herlina Kusumaningrum, S. Sos., MA
 Judul Skripsi : PENGARUH IKLAN "PALING GAK BISA KALO SOAL NYETOK MOISTURIZER" DI TIKTOK TERHADAP LOYALITAS PELANGGAN THE ORIGINOTE

No	Tanggal	Saran/Perbaikan	Pembimbing	
			Paraf Dospem 1	Paraf Dospem 2
1	5/03/24	Revisi operasional diperbaiki dengan menaruh literatur buku dan jurnal		
2	08/03/24	Perbaiki variabel terdapat dan hasil analisis		
3	19/03/24	Perbaiki Metadblog		
4	26/03/24	Konsep loyalitas ditambah operasionalisasi diperbaiki		
5	22/04	Lampiran ke Bab Berisi		
6	23/04	- kuesioner - Penen		
7	7/05/24	Lampiran ke Bab IV		
8	7/05/24	- kuesioner perbaikan		
9	11/06/24	100 apian		
10	20/06/24	Penamaan tabel • Revisi • Lampiran dan daftar tabel ditambah		



Catatan:

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

Tanggal: 20 Juni 2024

Dosen Pembimbing II.

Dosen Pembimbing II,



Herlina Kurniasari

Lampiran 12 - Lembar Perintah Revisi Penguji 1

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

LEMBAR REVISI UJIAN SKRIPSI

Nama : Jihan Amalia Darmasyah
NIM : 1152000201
Hari/ Tanggal Ujian : Jumat, 28 Juni 2024
Judul Skripsi : Pengaruh Iklan "Paling Gak Bisa Kalo Soal Nyetok Moisturizer" di TikTok Terhadap Loyalitas Pelanggan The Originote

Catatan Perbaikan:

Harus disertai dengan catatan

Surabaya,
Persetujuan Dosen Penguji Telah Revisi/Perbaikan,

Revisi dari Dosen Penguji,

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

Lampiran 13 - Lembar Perintah Revisi Penguji 2

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

LEMBAR REVISI UJIAN SKRIPSI

Nama : Jihan Amalia Darmasyah
NIM : 1152000201
Hari/ Tanggal Ujian : Jumat, 28 Juni 2024
Judul Skripsi : Pengaruh Iklan "Paling Gak Bisa Kalo Soal Nyetok Moisturizer" di TikTok Terhadap Loyalitas Pelanggan The Originote

Catatan Perbaikan:

Revisi seperti yg dibahas pada waktu sidang

Surabaya, 4 Juli 2024
Persetujuan Dosen Penguji Telah Revisi/Perbaikan,



Revisi dari Dosen Penguji,



Bagus Cahyo Shatri A.P

Lampiran 14 - Lembar Perintah Revisi Penguji 3

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

LEMBAR REVISI UJIAN SKRIPSI

Nama : Jihan Amalia Darmasyah
NIM : 1152000201
Hari/ Tanggal Ujian : Jumat, 28 Juni 2024
Judul Skripsi : Pengaruh Iklan "Paling Gak Bisa Kalo Soal Nyetok Moisturizer" di TikTok Terhadap Loyalitas Pelanggan The Originote

Catatan Perbaikan:

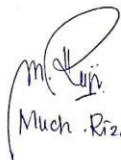
• Hipotesis χ

• Definisi Operasional χ

• Teori χ

Surabaya, 28-06-2024
Persetujuan Dosen Penguji Telah Revisi/Perbaikan,

Revisi dari Dosen Penguji,


Much Rizqi


Much Rizqi

Lampiran 13 - Bukti Turnitin

skripsi jihan			
ORIGINALITY REPORT			
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