

## LAMPIRAN

### KUISIONER

1. Jawablah masing-masing pertanyaan di bawah ini sesuai dengan penilaian saudara mengenai “Pengaruh Aplikasi TikTok dan Event sebagai media promosi online dalam meningkatkan daya minat beli costumer (Study pada follower Akun TikTok Rainsdropdeco Surabaya)”
2. Pilihlah salah satu jawaban dari kelima alternative jawaban yang sesua dengan cara memberikan tanda ( √ ) pada salah satu kolom pada jawaban yang tersedia.
3. Keterangan jawaban sebagai berikut :

STS : SangatTidakSetuju

TS : TidakSetuju

N : Netral

S : Setuju

SS : SangatSetuju

#### A. Data Responden

1. Usia :\*(Lingkari nomor yangdipilih)

- |            |            |
|------------|------------|
| 1. 18 - 25 | 4. 42 - 49 |
| 2. 26 - 33 | 5. 50 - 57 |
| 3. 34-41   | 6. >58     |

2. JenisKelamin : \*(Lingkari yang dipilih)

1. Laki-laki
2. Perempuan

3. Pendidikan Akhir : \*(Lingkari nomer yang dipilih)

1. SD
2. SMP
3. SMA
4. Diploma

5. Sarjana
6. Pasca Sarjana

4. Pekerjaan : \*(Lingkari nomer yangdipilih)
1. Profesional (Dokter, Bidan, Programer/praktisi IT, Pengacara, Psikolog dan lain-lain)
  2. TNI/Polisi
  3. PNS (Akademisi, pegawai BUMN/PERUM)
  4. Wiraswasta
  5. Karyawan/pegawai swasta
  6. Pensiunan
  7. Pelajar /Mahasiswa
  8. Lain-lain

5. Gaji/Upah : \*(Lingkarinomer yangdipilih)
1. > 2.000.000-3.000.000
  2. > 3.000.000-4.000.000
  3. > 4.000.000-5.000.000
  4. > 5.000.000

## 1. Daftar Pertanyaan Variabel Aplikasi

Kode	No.	Pertanyaan	SS	S	N	TS	STS
X1.1	1.	Akun tiktok @Rainsdropdeco menyediakan konten-konten tiktok yang sangat menarik dan baik buat para penonton.					
X1.2	2.	Akun tiktok @Rainsdropdeco mempermudah saya untuk mencari konsep Dekorasi Pernikahan yang saya inginkan.					
X1.3	3.	Akun tiktok @Rainsdropdeco menyediakan Konsep-konsep Dekorasi Pernikahan yang sangat unik dan berkesan.					
X1.4	4.	Akun tiktok @Rainsdropdeco memiliki konsep-konsep yang berkualitas, sehingga membuat saya semakin sering mengunjungi akun tersebut.					
X1.5	5.	Akun tiktok @Rainsdropdeco memperlihatkan konsep-konsep dekorasi pernikahan yang menarik sehingga membuat saya ingin menyewa jasa nya.					

## 2. Daftar Pernyataan Variabel Event

Kode	No.	Pertanyaan	SS	S	N	TS	STS
X2.1	1.	Event Decoration mempermudah saya belajar lebih memahami					

		konsep-konsep decoration					
X2.2	2.	Saya lebih suka jika event decoration di laksanakan setiap tahun.					
X2.3	3.	@Rainsdropdeco selalu update konsep-konsep baru di setiap adanya event-event decoration.					
X2.4	4.	Kinerja Event yang di adakan @Raindropdeco sangat baik dan berkualitas.					

### 3. Daftar Pertanyaan Variabel Daya minat Beli Costumer

Kode	No.	Pertanyaan	SS	S	N	TS	STS
Y1.1	1.	Saya merasa puas dengan konten-konten akun tiktok @Rainsdropdeco karena sangat mendidik para pengunjung.					
Y2.2	2	Saya merasa tertarik dengan hasil konsep-konsep dekorasi dari @Rainsdropdeco karena cukup menarik, unik dan berkesan.					
Y2.3	3.	@Raindropdeco membuat saya semakin banyak memiliki inspirasi untuk konsep dekorasi pernikahan saya.					
Y2.4	4	Saya semakin berminat mengadopsi konsep-konsep decoration dari @Rainsdropdeco untuk acara pernikahan saya.					

Y2.5	5	Saya akan merekomendasikan kepada teman atau kerabat saya agar menggunakan jasa dari @Raindropsdeco ketika mereka akan mengadakan sebuah acara pernikahan dan lain-lain.					
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### Data Tabulasi

Aplikasi TikTok (X1)				
X1.1	X1.2	X1.3	X1.4	X1.5
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Event (X2)			
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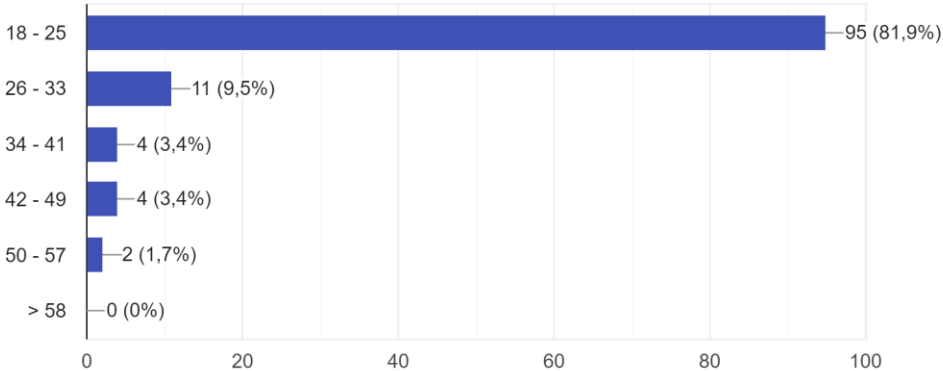
Daya Minat Beli (Y)				
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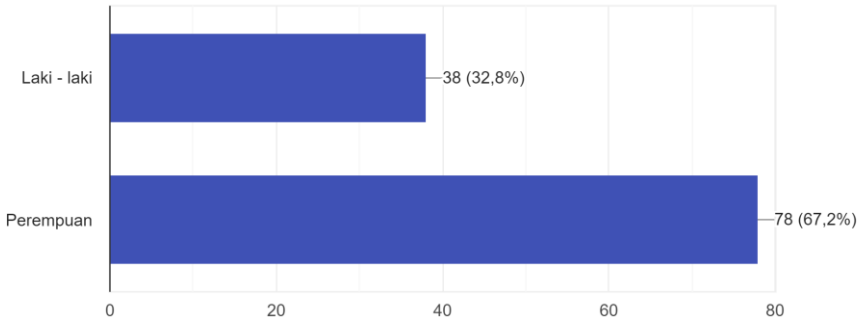
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# Distribusi Frekuensi (Data Google Form)

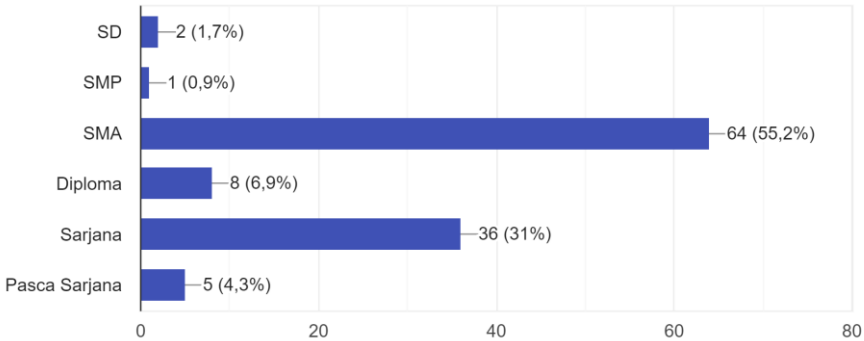
USIA  
116 jawaban



Jenis Kelamin  
116 jawaban

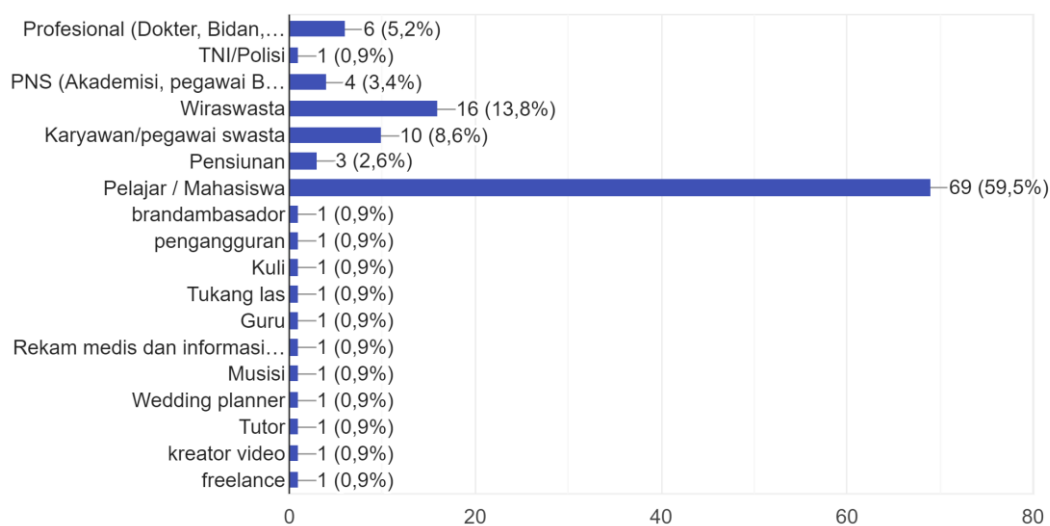


Pendidikan Akhir  
116 jawaban



## Pekerjaan

116 jawaban



### X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	,9	,9	,9
	TS	5	4,3	4,3	5,2
	N	28	24,1	24,1	29,3
	S	53	45,7	45,7	75,0
	ST	29	25,0	25,0	100,0
	Total	116	100,0	100,0	

### X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	,9	,9	,9
	TS	5	4,3	4,3	5,2
	N	21	18,1	18,1	23,3
	S	62	53,4	53,4	76,7
	ST	27	23,3	23,3	100,0
	Total	116	100,0	100,0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	,9	,9	,9
	TS	6	5,2	5,2	6,0
	N	21	18,1	18,1	24,1
	S	51	44,0	44,0	68,1
	ST	37	31,9	31,9	100,0
	Total	116	100,0	100,0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	1,7	1,7	1,7
	TS	5	4,3	4,3	6,0
	N	36	31,0	31,0	37,1
	S	51	44,0	44,0	81,0
	ST	22	19,0	19,0	100,0
	Total	116	100,0	100,0	

**X1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	1,7	1,7	1,7
	TS	5	4,3	4,3	6,0
	N	28	24,1	24,1	30,2
	S	49	42,2	42,2	72,4
	ST	32	27,6	27,6	100,0
	Total	116	100,0	100,0	

**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2,6	2,6	2,6
	N	22	19,0	19,0	21,6
	S	55	47,4	47,4	69,0
	ST	36	31,0	31,0	100,0
	Total	116	100,0	100,0	



**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	2,6	2,6	2,6
	TS	4	3,4	3,4	6,0
	N	26	22,4	22,4	28,4
	S	52	44,8	44,8	73,3
	ST	31	26,7	26,7	100,0
	Total	116	100,0	100,0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	,9	,9	,9
	TS	6	5,2	5,2	6,0
	N	23	19,8	19,8	25,9
	S	58	50,0	50,0	75,9
	ST	28	24,1	24,1	100,0
	Total	116	100,0	100,0	

**X2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	3,4	3,5	3,5
	N	23	19,8	20,0	23,5
	S	53	45,7	46,1	69,6
	ST	35	30,2	30,4	100,0
	Total	115	99,1	100,0	
Missing	System	1	,9		
Total		116	100,0		

**Y.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	1,7	1,7	1,7
	TS	4	3,4	3,4	5,2
	N	29	25,0	25,0	30,2
	S	49	42,2	42,2	72,4
	ST	32	27,6	27,6	100,0
	Total	116	100,0	100,0	

**Y.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	4,3	4,3	4,3
	N	15	12,9	12,9	17,2
	S	61	52,6	52,6	69,8
	ST	35	30,2	30,2	100,0
	Total	116	100,0	100,0	

**Y.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	,9	,9	,9
	TS	2	1,7	1,7	2,6
	N	21	18,1	18,1	20,7
	S	58	50,0	50,0	70,7
	ST	34	29,3	29,3	100,0
	Total	116	100,0	100,0	

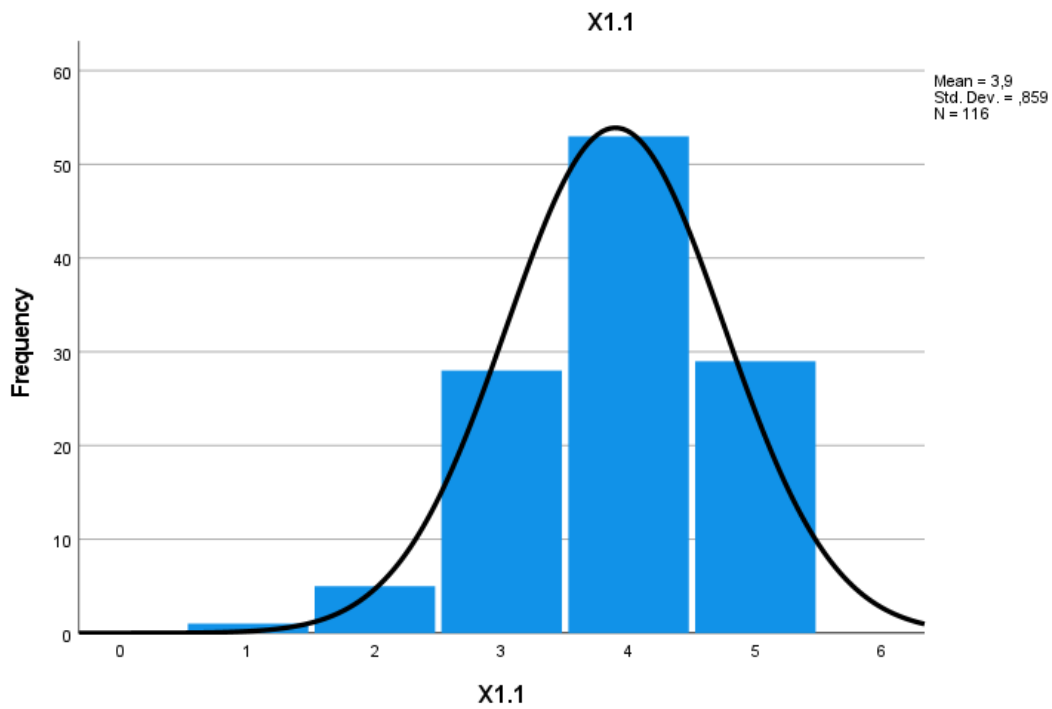
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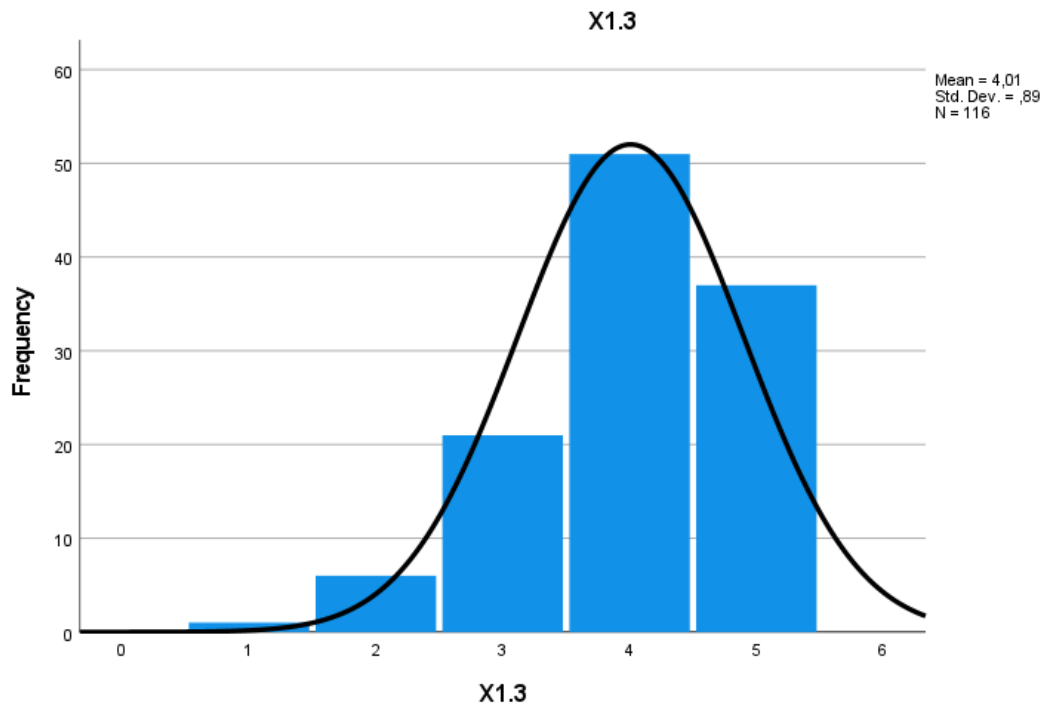
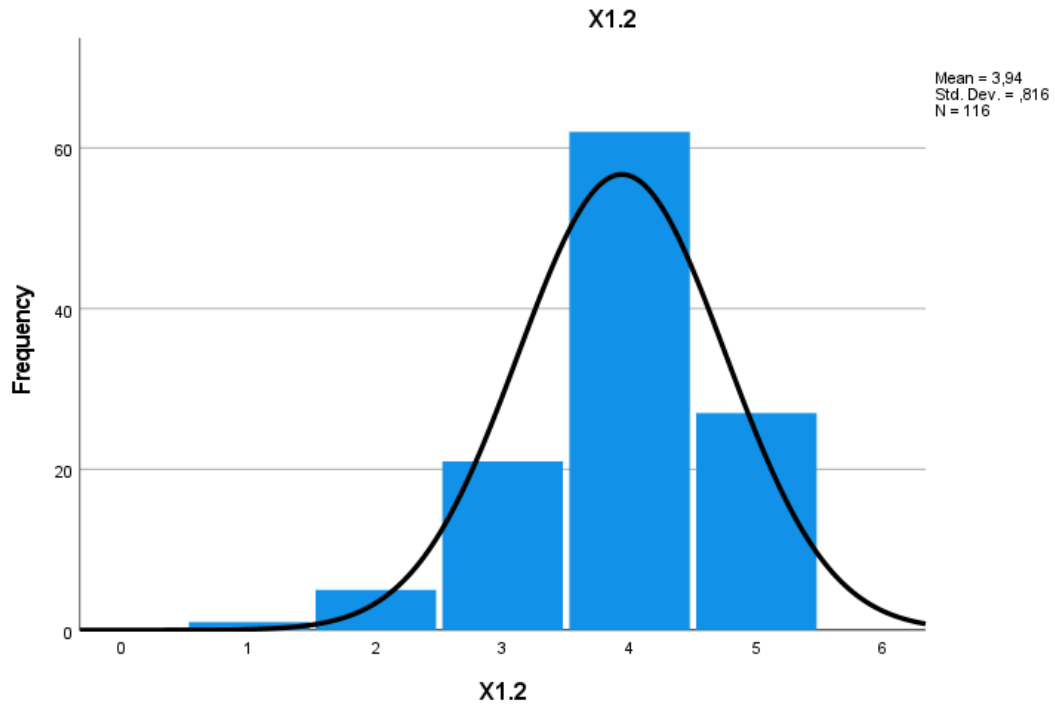
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	TS	8	6,9	6,9	7,8
	N	31	26,7	26,7	34,5

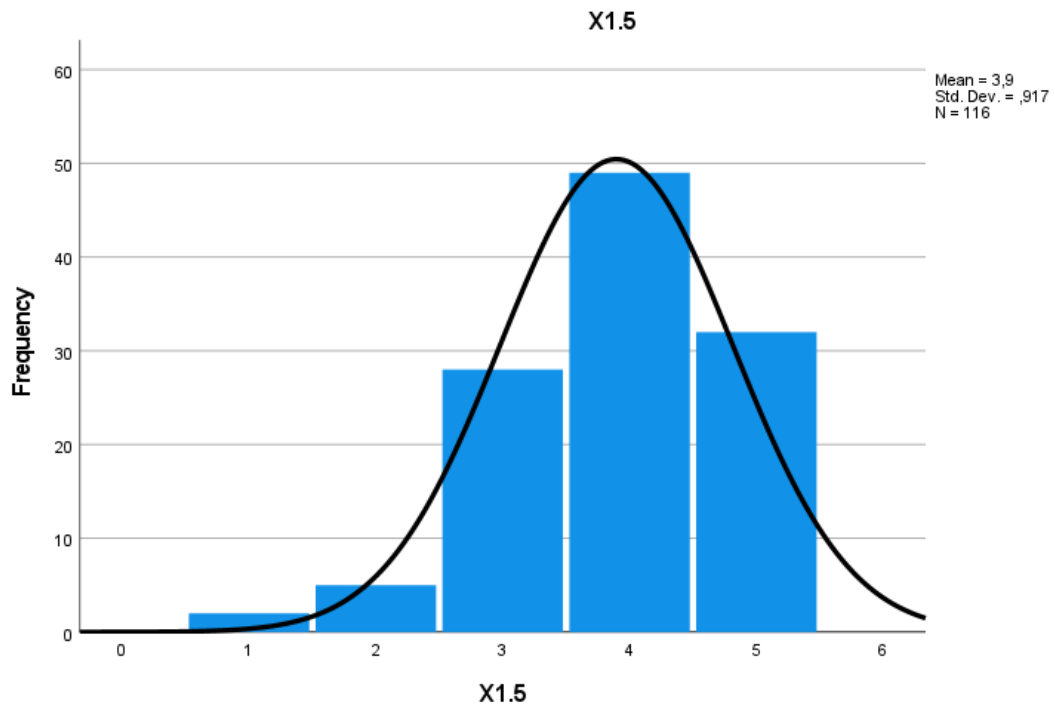
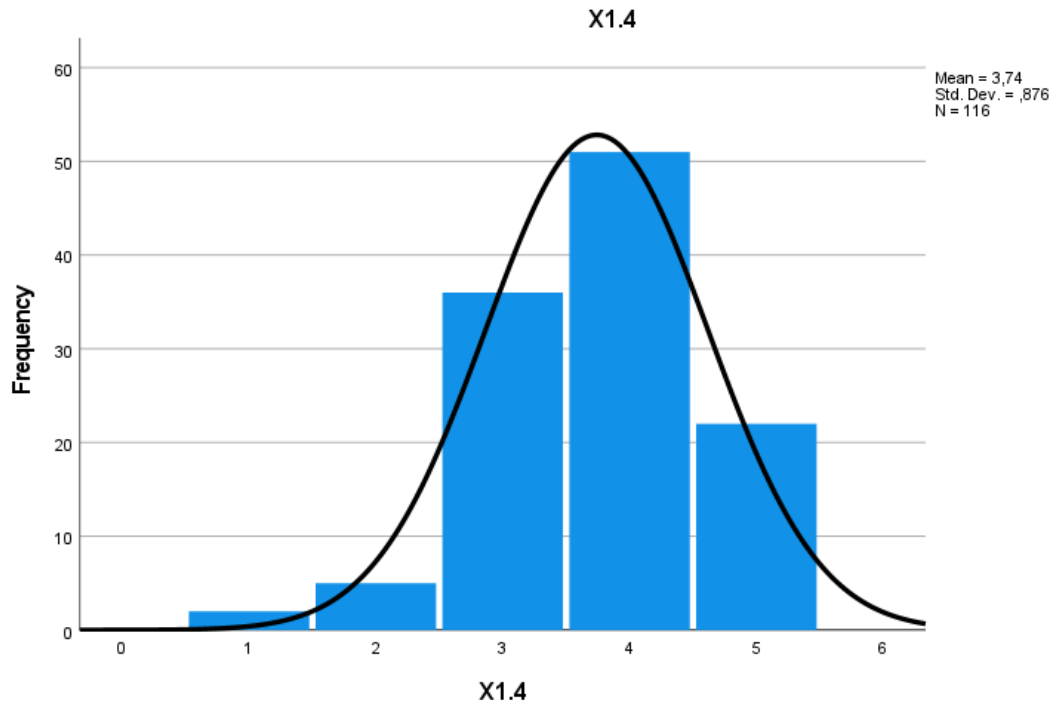
S	49	42,2	42,2	76,7
ST	27	23,3	23,3	100,0
Total	116	100,0	100,0	

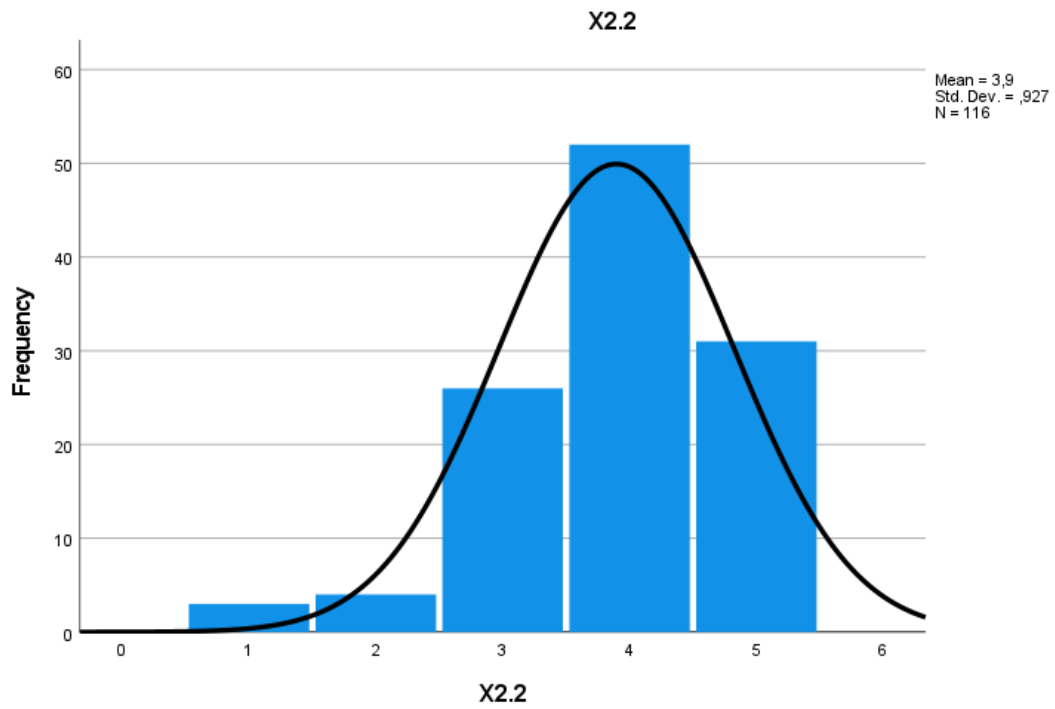
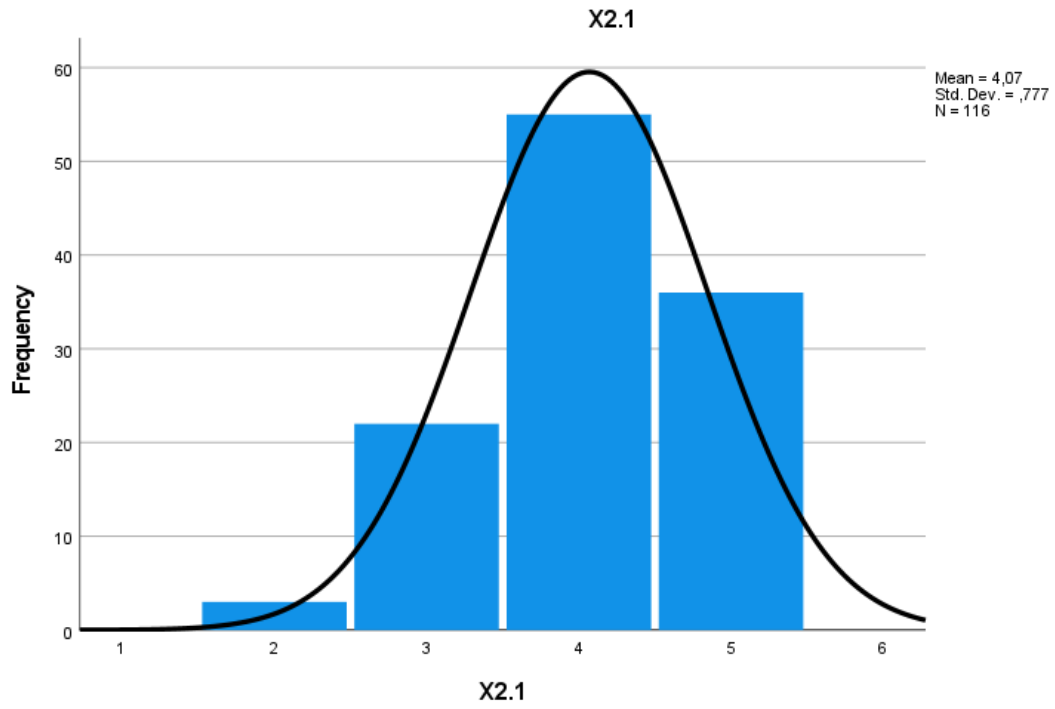
### Y.5

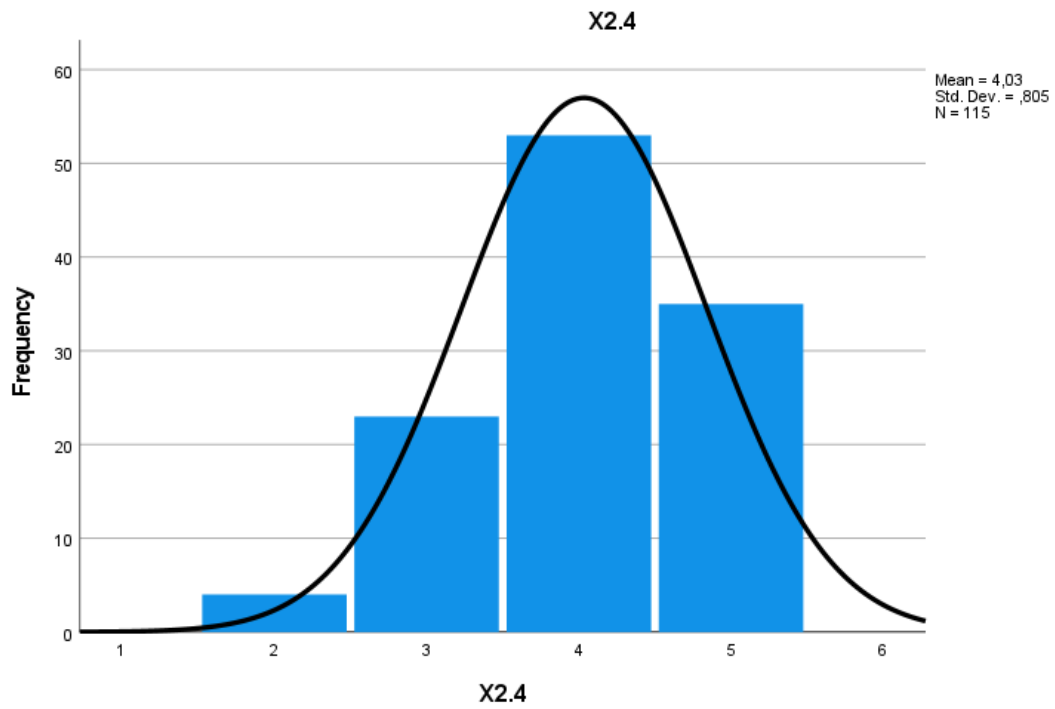
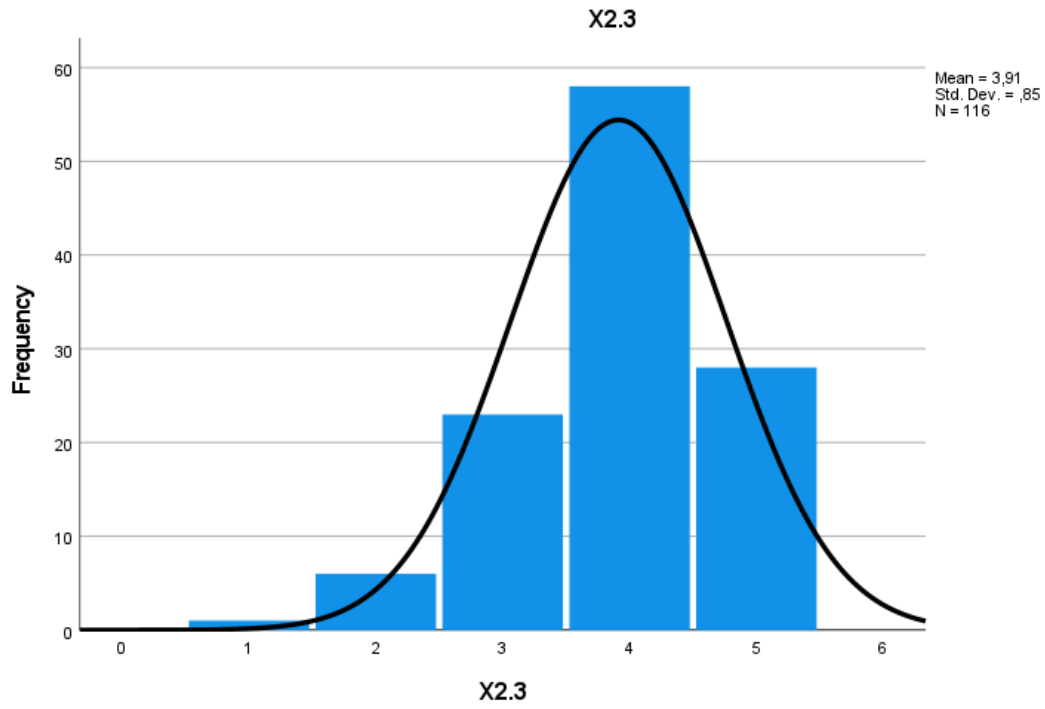
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Valid	STS	2	1,7	1,7	1,7
	TS	7	6,0	6,0	7,8
	N	33	28,4	28,4	36,2
	S	49	42,2	42,2	78,4
	ST	25	21,6	21,6	100,0
	Total	116	100,0	100,0	

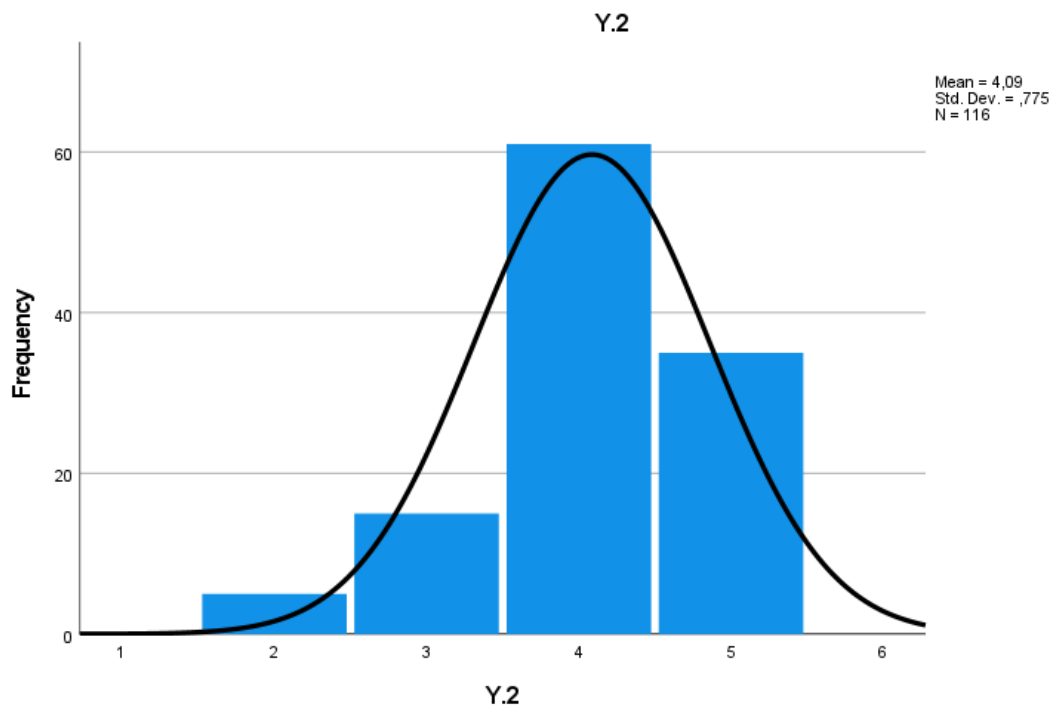
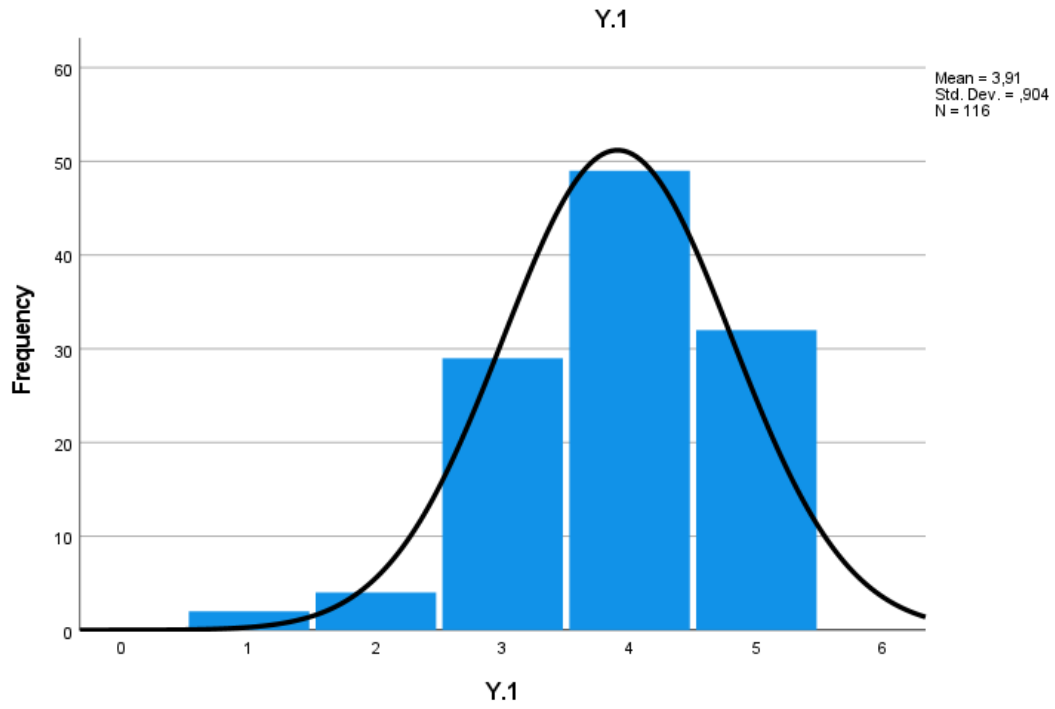




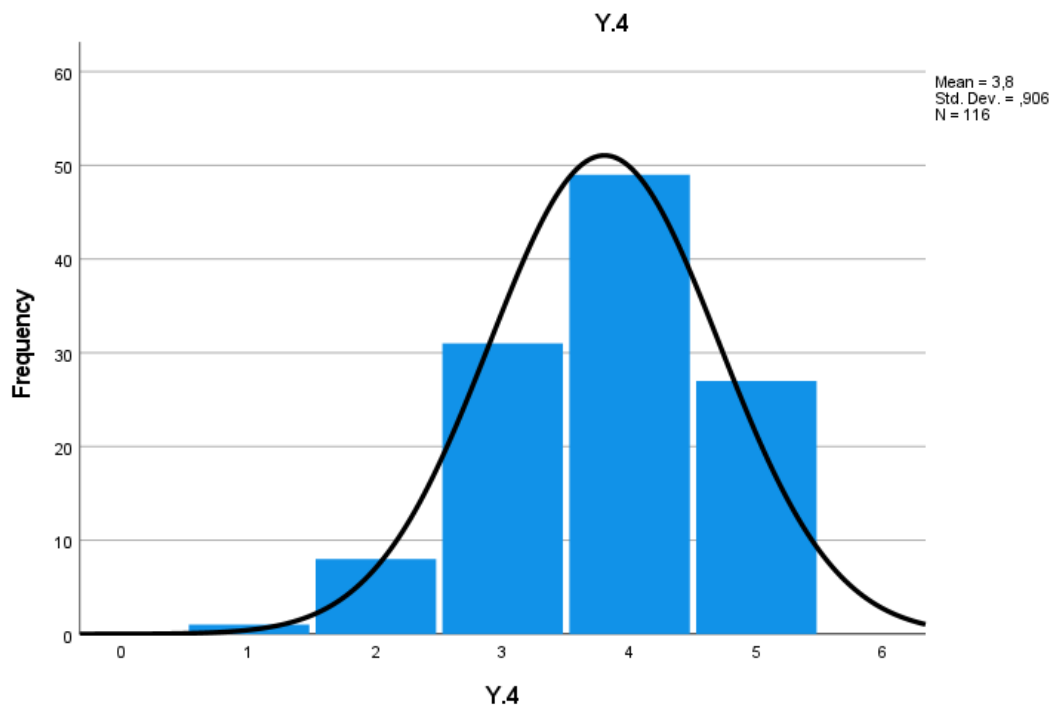
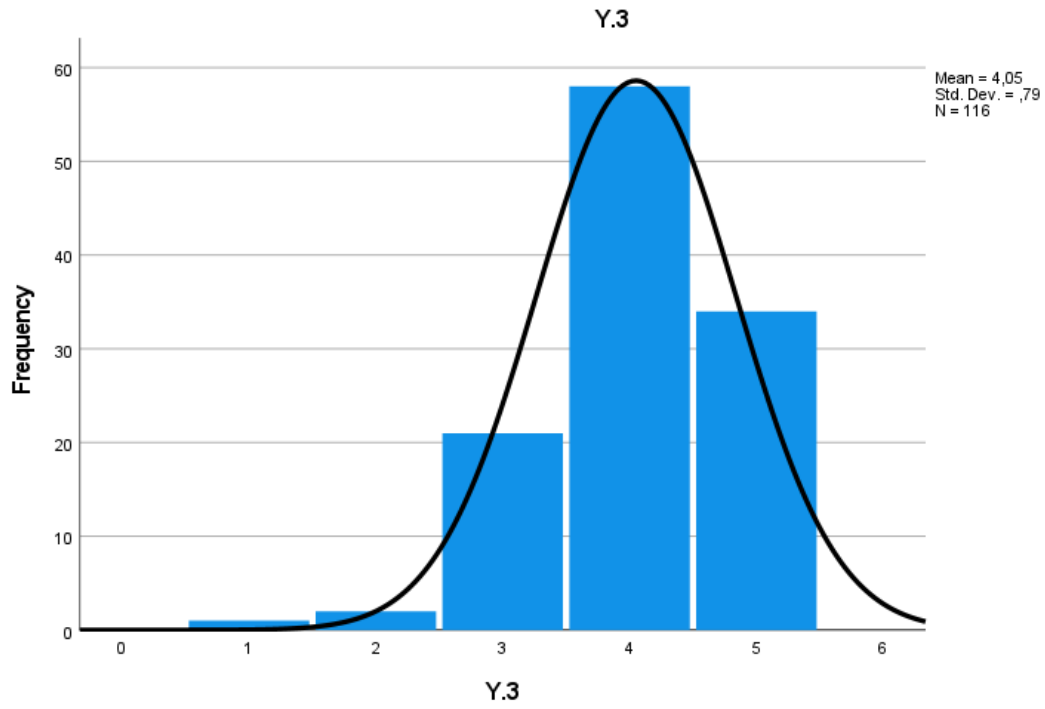


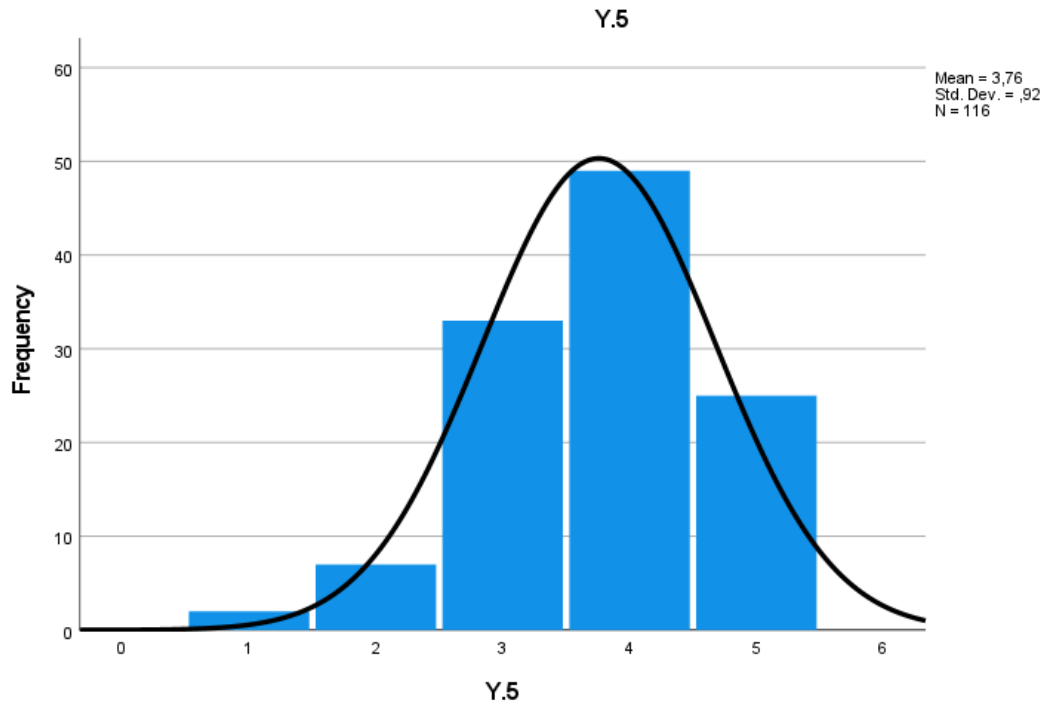












## Uji Validitas

### Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	TotalX1
X1.1	Pearson Correlation	1	,500**	,571**	,484**	,439**	,772**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001
	N	116	116	116	116	116	116
X1.2	Pearson Correlation	,500**	1	,576**	,440**	,549**	,785**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001
	N	116	116	116	116	116	116
X1.3	Pearson Correlation	,571**	,576**	1	,427**	,459**	,784**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001
	N	116	116	116	116	116	116
X1.4	Pearson Correlation	,484**	,440**	,427**	1	,540**	,749**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001
	N	116	116	116	116	116	116
X1.5	Pearson Correlation	,439**	,549**	,459**	,540**	1	,778**

	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001
	N	116	116	116	116	116	116
TotalX1	Pearson Correlation	,772**	,785**	,784**	,749**	,778**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	
	N	116	116	116	116	116	116

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

### Correlations

		X2.1	X2.2	X2.3	X2.4	TotalX2
X2.1	Pearson Correlation	1	,529**	,430**	,474**	,756**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001
	N	116	116	116	115	116
X2.2	Pearson Correlation	,529**	1	,452**	,418**	,773**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001
	N	116	116	116	115	116
X2.3	Pearson Correlation	,430**	,452**	1	,528**	,777**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001
	N	116	116	116	115	116
X2.4	Pearson Correlation	,474**	,418**	,528**	1	,770**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001
	N	115	115	115	115	115
TotalX2	Pearson Correlation	,756**	,773**	,777**	,770**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	
	N	116	116	116	115	116

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

### Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	TotalY
Y.1	Pearson Correlation	1	,421**	,555**	,497**	,663**	,809**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001
	N	116	116	116	116	116	116
Y.2	Pearson Correlation	,421**	1	,419**	,544**	,468**	,715**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001
	N	116	116	116	116	116	116
Y.3	Pearson Correlation	,555**	,419**	1	,537**	,544**	,772**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001

	N	116	116	116	116	116	116
Y.4	Pearson Correlation	,497**	,544**	,537**	1	,516**	,794**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001
	N	116	116	116	116	116	116
Y.5	Pearson Correlation	,663**	,468**	,544**	,516**	1	,824**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001
	N	116	116	116	116	116	116
TotalY	Pearson Correlation	,809**	,715**	,772**	,794**	,824**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	
	N	116	116	116	116	116	116

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

## Uji Reliabilitas

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,808	,880	5

### Reliability Statistics

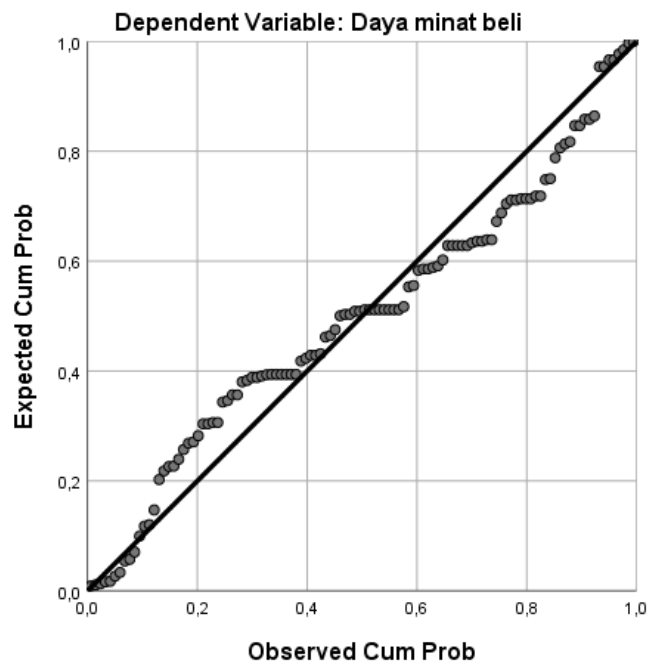
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,808	,880	5

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,802	,902	6

## Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



## One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		116	
Normal Parameters <sup>a,b</sup>	Mean	,0000000	
	Std. Deviation	1,86996436	
Most Extreme Differences	Absolute	,117	
	Positive	,096	
	Negative	-,117	
Test Statistic		,117	
Asymp. Sig. (2-tailed)		,000 <sup>c</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	,073 <sup>d</sup>	
	99% Confidence Interval	Lower Bound	,066
		Upper Bound	,079

## Uji Linieritas

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Daya Minat Beli * Aplikasi TikTok	Between Groups	(Combined)	911,702	15	60,780	15,346	<,001
		Linearity	674,930	1	674,930	170,413	<,001
		Deviation from Linearity	236,773	14	16,912	4,270	<,001
	Within Groups		396,056	100	3,961		
	Total		1307,759	115			

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Daya Minat Beli * Event	Between Groups	(Combined)	861,041	12	71,753	16,544	<,001
		Linearity	794,652	1	794,652	183,224	<,001
		Deviation from Linearity	66,390	11	6,035	1,392	,188
	Within Groups		446,717	103	4,337		
	Total		1307,759	115			

## Uji Heteroskadesitas

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,471	,840		1,751	,083
	Aplikasi TikTok	-,082	,049	-,203	-1,688	,094

Event	,089	,063	,171	1,415	,160
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a. Dependent Variable: RES1

## Analisis Regresi Berganda

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,197	1,174		1,020	,310
	Aplikasi TikTok	,373	,068	,373	5,491	<,001
	Event	,701	,088	,542	7,972	<,001

a. Dependent Variable: Daya Minat Beli

## Penyebaran Kuisisioner

