

KUESIONER PENELITIAN

**ANALISIS STRATEGI PROMOSI INFLUENCER,
EFEKTIVITAS WAKTU, HARGA DAN KEPUASAN
KONSUMEN TERHADAP MINAT BELI ONLINE
DI TIKTOK SHOP**

Petunjuk pengisian kuesioner :

- 1) Mohon diberi tanda checklist (✓) pada kolom jawaban Bapak / Ibu anggap paling sesuai.
- 2) Setiap pertanyaan hanya membutuhkan satu jawaban saja.
- 3) Mohon memberikan jawaban yang sebenarnya karena tidak akan mempengaruhi pekerjaan anda.
- 4) Setelah mengisi kuesioner mohon Bapak/Ibu berikan kepada yang menyerahkan kuesioner.
- 5) Terimakasih atas partisipasi anda.

Identitas Responden

- 1) Nama :
- 2) Usia :Tahun
- 3) Jenis Kelamin : ☐ Pria ☐ Wanita
- 4) Pendidikan Terakhir :
- 5) Pendapat anda dinyatakan dalam skala 1 s/d yang memiliki makna

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

Variabel Strategi promosi influencer (X₁)

No	Pernyataan	SS	S	KS	TS	STS
1	Strategi promosi yang dilakukan menarik minat konsumen					
2	Strategi promosi yang dilakukan memberikan pemahaman yang baik					
3	Konsumen memberikan respon yang baik bagi promosi yang dilakukan					
4	Seluruh konsumen memberikan tanggapan yang baik terhadap iklan produk					
5	Seluruh konsumen memberikan respon yang positif terhadap strategi promosi					

Variabel Efektifitas waktu (X₂)

No	Pernyataan	SS	S	KS	TS	STS
1	Belanja secara online dapat mengefektifitaskan waktu dengan baik					
2	Pelayanan yang diberikan dapat mengefektifitaskan waktu					
3	Efesiensi waktu menarik minat konsumen					
4	Citra toko belanja online memberikan penilaian yang baik					

Variabel Harga (X₃)

No	Pernyataan	SS	S	KS	TS	STS
1	Harga pada tiktok shop lebih terjangkau bila dibandingkan dengan toko shop lainnya					
2	Harga yang diberikan sesuai dengan kemampuan konsumen					
3	Tiktok shop dapat bersaing dengan produk toko online lainnya					
4	Harga yang diberikan merupakan harga yang sesuai dengan manfaat produk					

Variabel Kepuasan konsumen (X₄)

No	Pernyataan	SS	S	KS	TS	STS
1	Konsumen merasa puas dengan bukti fisik produk yang didapatkan					
2	Produk pada tiktok shop memiliki keandalan yang baik					
3	Tiktok shop memiliki daya tanggap yang baik					
4	Produk tiktok shop memiliki jaminan produk yang baik					
5	Produk pada tiktok shop memiliki kesesuaian yang baik					

Variabel minat beli online (Y)

No	Pernyataan	SS	S	KS	TS	STS
1	Minat belanja saya pada tiktok shop selalu meningkat					
2	Saya akan merekomendasikan untuk berbelanja di tiktok shop					
3	Saya merasa puas Ketika berbelanja di tiktok shop					
4	Tiktok shop selalu memperhatikan keinginan konsumen					

LAMPIRAN 2

HASIL SPSS

Regression

Notes

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	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT y /METHOD=ENTER x1 x2 x3 x4 /SCATTERPLOT=(*S RESID ,*ZPRED) /RESIDUALS HISTOGRAM(ZRESI D) NORMPROB(ZRESI D) /SAVE PRED.
Resources	Processor Time	00:00:07,02
	Elapsed Time	00:00:07,59
	Memory Required	4112 bytes
	Additional Memory Required for Residual Plots	848 bytes

Variables Created or PRE_1 Modified	Unstandardized Predicted Value
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Descriptive Statistics

	Mean	Std. Deviation	N
Minat beli online	17.59	1.683	96
Strategi promosi influencer	21.28	3.269	96
Efektivitas waktu	17.27	2.540	96
Harga	17.30	2.272	96
Kepuasan konsumen	21.68	2.654	96

Correlations

		Minat beli online	Strategi promosi influencer	Efektivitas waktu
Pearson Correlation	Minat beli online	1.000	.348	.715
	Strategi promosi influencer	.348	1.000	.500
	Efektivitas waktu	.715	.500	1.000
	Harga	.509	.884	.746
	Kepuasan konsumen	.826	.461	.922

Sig. (1-tailed)	Minat beli online	.	.000	.000
	Strategi promosi influencer	.000	.	.000
	Efektivitas waktu	.000	.000	.
	Harga	.000	.000	.000
	Kepuasan konsumen	.000	.000	.000
N	Minat beli online	96	96	96
	Strategi promosi influencer	96	96	96
	Efektivitas waktu	96	96	96
	Harga	96	96	96
	Kepuasan konsumen	96	96	96

Correlations

		Harga	Kepuasan konsumen
Pearson Correlation	Minat beli online	.509	.826
	Strategi promosi influencer	.884	.461
	Efektivitas waktu	.746	.922
	Harga	1.000	.668
	Kepuasan konsumen	.668	1.000
Sig. (1-tailed)	Minat beli online	.000	.000
	Strategi promosi influencer	.000	.000
	Efektivitas waktu	.000	.000
	Harga	.	.000

	Kepuasan konsumen	.000	.
N	Minat beli online	96	96
	Strategi promosi influencer	96	96
	Efektivitas waktu	96	96
	Harga	96	96
	Kepuasan konsumen	96	96

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepuasan konsumen, Strategi promosi influencer, Efektivitas waktu, Harga ^b	.	Enter

a. Dependent Variable: Minat beli online

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.894 ^a	.799	.792	.796

a. Predictors: (Constant), Kepuasan konsumen, Strategi promosi influencer, Efektivitas waktu, Harga

b. Dependent Variable: Minat beli online

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	231.476	3	77.159	121.640	.000 ^b
	Residual	58.357	92	.634		
	Total	289.833	95			

a. Dependent Variable: Minat beli online

b. Predictors: (Constant), Kepuasan konsumen, Strategi promosi influencer, Efektivitas waktu, Harga

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.108	.879		3.536	.001

strategi promosi influencer	.286	.136	.168	3.635	.000
efektifitas waktu	.692	.082	.887	3.271	.002
Harga	.521	.134	.887	3.046	.002
kepuasan konsumen	.167	.124	.066	2.544	.018

Coefficients^a

			Collinearity Statistics	
Model		Sig.	Tolerance	VIF
1	(Constant)	.000		
	Strategi promosi influencer	.785	.157	6.367
	Efektivitas waktu	.082	.100	7.043
	Harga	.832	.192	8.846
	Kepuasan konsumen	.000	.146	6.863

a. Dependent Variable: Minat beli online

Collinearity Diagnostics^a

			Variance Proportions			
Model	Dimensio n	Eigenvalue	Condition Index	(Constant)	Strategi promosi influencer	Efektivitas waktu
1	1	4.971	1.000	.00	.00	.00

2	.015	18.190	.03	.12	.02
3	.012	20.537	.69	.00	.04
4	.002	54.343	.11	.31	.15
5	.001	77.839	.17	.56	.79

Collinearity Diagnostics^a

Variance Proportions

Model	Dimension	Harga	Kepuasan konsumen
1	1	.00	.00
	2	.01	.03
	3	.00	.01
	4	.28	.52
	5	.71	.44

a. Dependent Variable: Minat beli online

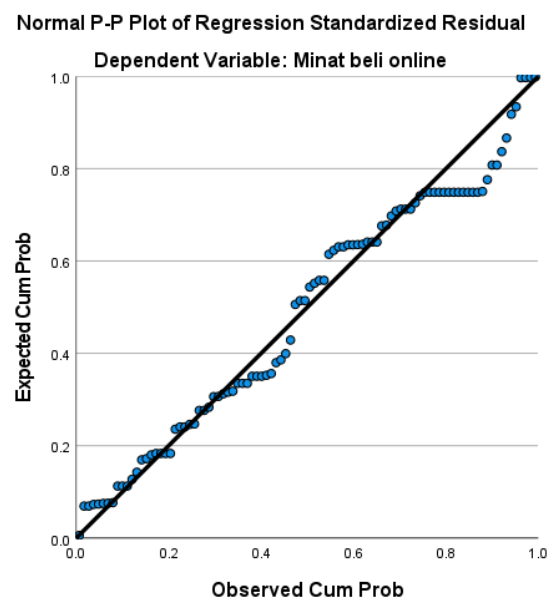
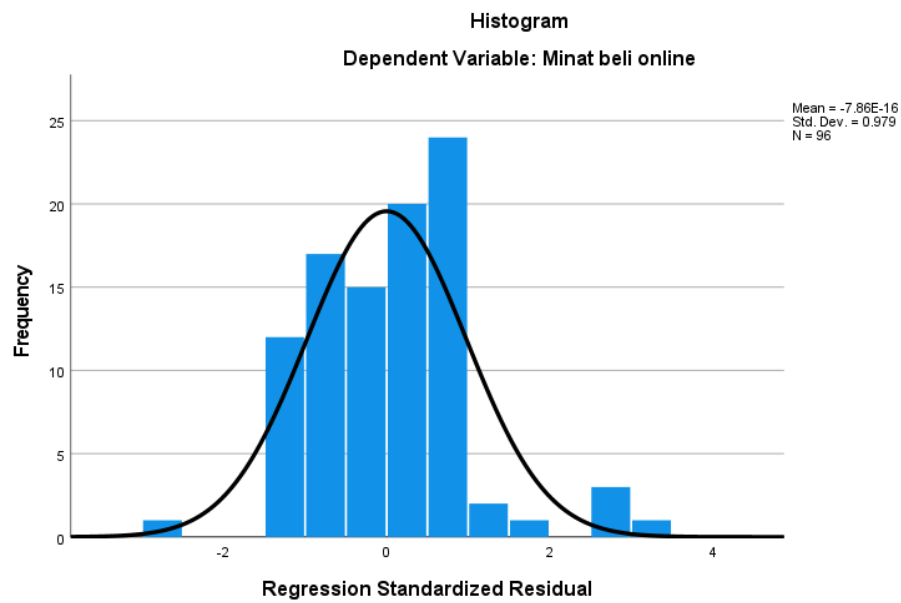
Residuals Statistics^a

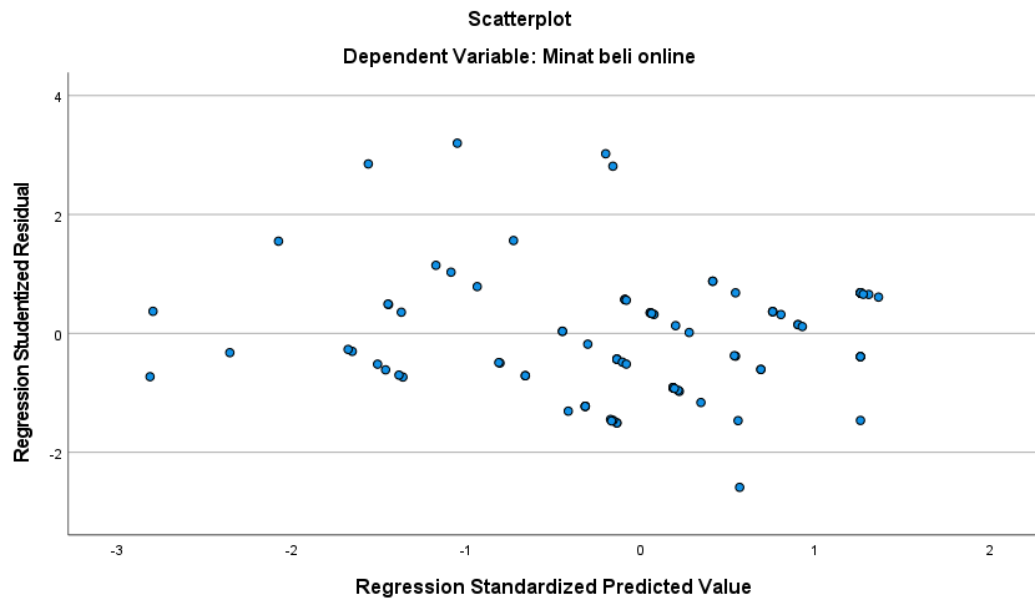
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13.65	19.51	17.59	1.405	96
Std. Predicted Value	-2.809	1.364	.000	1.000	96
Standard Error of Predicted Value	.106	.545	.199	.085	96

Adjusted Value	Predicted	13.62	19.41	17.58	1.413	96
Residual		-2.392	2.880	.000	.928	96
Std. Residual		-2.523	3.039	.000	.979	96
Stud. Residual		-2.588	3.200	.005	1.012	96
Deleted Residual		-2.517	3.195	.010	.994	96
Stud. Deleted Residual		-2.674	3.378	.009	1.033	96
Mahal. Distance		.206	30.477	3.958	5.061	96
Cook's Distance		.000	.251	.015	.042	96
Centered Value	Leverage	.002	.321	.042	.053	96

a. Dependent Variable: Minat beli online

Charts





FREKUENSI**Notes**

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	Cases Used	Statistics are based on all cases with valid data.
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Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,19

Frequency Table**p1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.3	7.3	7.3
	4	42	43.8	43.8	51.0
	5	47	49.0	49.0	100.0
	Total	96	100.0	100.0	

p2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.3	7.3	7.3
	4	47	49.0	49.0	56.3
	5	42	43.8	43.8	100.0
	Total	96	100.0	100.0	

p3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	9.4	9.4	9.4
	4	42	43.8	43.8	53.1
	5	45	46.9	46.9	100.0
	Total	96	100.0	100.0	

p4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	8	8.3	8.3	9.4
	4	43	44.8	44.8	54.2
	5	44	45.8	45.8	100.0
	Total	96	100.0	100.0	

p5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	5.2	5.2	5.2
	4	45	46.9	46.9	52.1
	5	46	47.9	47.9	100.0
	Total	96	100.0	100.0	

p6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	9.4	9.4	9.4
	4	41	42.7	42.7	52.1
	5	46	47.9	47.9	100.0
	Total	96	100.0	100.0	

p7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6.3	6.3	6.3
	4	41	42.7	42.7	49.0
	5	49	51.0	51.0	100.0
	Total	96	100.0	100.0	

p8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.3	7.3	7.3
	4	46	47.9	47.9	55.2
	5	43	44.8	44.8	100.0
	Total	96	100.0	100.0	

p9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10.4	10.4	10.4
	4	35	36.5	36.5	46.9
	5	51	53.1	53.1	100.0
	Total	96	100.0	100.0	

p10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8.3	8.3	8.3
	4	44	45.8	45.8	54.2
	5	44	45.8	45.8	100.0
	Total	96	100.0	100.0	

p11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.3	7.3	7.3
	4	45	46.9	46.9	54.2
	5	44	45.8	45.8	100.0
	Total	96	100.0	100.0	

p12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	5.2	5.2	5.2
	4	44	45.8	45.8	51.0
	5	47	49.0	49.0	100.0
	Total	96	100.0	100.0	

p13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10.4	10.4	10.4
	4	35	36.5	36.5	46.9
	5	51	53.1	53.1	100.0
	Total	96	100.0	100.0	

p14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	14.6	14.6	14.6
	4	40	41.7	41.7	56.3
	5	42	43.8	43.8	100.0
	Total	96	100.0	100.0	

p10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8.3	8.3	8.3
	4	44	45.8	45.8	54.2
	5	44	45.8	45.8	100.0
	Total	96	100.0	100.0	

p15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.3	7.3	7.3
	4	45	46.9	46.9	54.2
	5	44	45.8	45.8	100.0
	Total	96	100.0	100.0	

p16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	5.2	5.2	5.2
	4	44	45.8	45.8	51.0
	5	47	49.0	49.0	100.0
	Total	96	100.0	100.0	

p17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10.4	10.4	10.4
	4	35	36.5	36.5	46.9
	5	51	53.1	53.1	100.0
	Total	96	100.0	100.0	

p18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	14.6	14.6	14.6
	4	40	41.7	41.7	56.3
	5	42	43.8	43.8	100.0
	Total	96	100.0	100.0	

p19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	14.6	14.6	14.6
	4	40	41.7	41.7	56.3
	5	42	43.8	43.8	100.0
	Total	96	100.0	100.0	

P20

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	14.6	14.6	14.6
	4	40	41.7	41.7	56.3
	5	42	43.8	43.8	100.0
	Total	96	100.0	100.0	