

LAMPIRAN I

KUESIONER PENELITIAN

PENGARUH STRATEGI PENGGUNAAN PLATFORM *E-COMMERCE*, HARGA, DAN KUALITAS PRODUK TERHADAP PENINGKATAN PENJUALAN TOKO CHANKIR LABURA AEK KANOPAN

1. Identifikasi Responden

Nama Responden :
Umur Responden :
Jenis Kelamin :
Pendidikan terakhir :
Pekerjaan :

2. Petunjuk Pengisian

Mohon beri tanda centang atau checklist (✓) salahsatu pernyataan yang paling sesuai. Adapun pendapat yang diberikan mempunyai nilai sebagai berikut:

Pengukuran		Skala
Sangat Setuju	(SS)	5
Setuju	(S)	4
Ragu-Ragu	(RR)	3
Tidak Setuju	(TS)	2
Sangat Tidak Setuju	(STS)	1

No	PERNYATAAN	JAWABAN				
		SS	S	RR	TS	STS
		5	4	3	2	1
A.	Platform <i>E-commerce</i>					
1.	Produk ini memiliki ciri desain yang unik dan mudah dikenali.					
2.	Biaya tambahan seperti ongkos kirim masih dalam batas wajar.					
3.	Toko ini memiliki ulasan atau penilaian yang baik.					
4.	Platform <i>E-commerce</i> yang digunakan memiliki sistem keamanan yang dapat dipercaya.					
5.	Informasi produk yang ditampilkan lengkap dan jelas.					

6.	Toko menyediakan foto dan spesifikasi produk yang membantu dalam mengambil peningkatan penjualan.					
7.	Platform ini menyediakan berbagai pilihan metode pembayaran.					
8.	Proses pembayaran mudah dipahami dan dilakukan.					
B. Harga Produk						
9.	Harga produk ini sesuai dengan target konsumen.					
10.	Saya tidak merasa keberatan dengan harga yang ditetapkan untuk produk ini.					
11.	Harga produk mampu bersaing dengan penjual lain untuk produk yang serupa.					
12.	Harga yang ditawarkan tergolong terjangkau dibandingkan kualitasnya.					
13.	Harga produk sesuai dengan kualitas yang saya terima.					
14.	Saya merasa harga produk mencerminkan mutu produk tersebut.					
15.	Kualitas produk ini sesuai dengan harga yang ditawarkan.					
16.	Secara keseluruhan, produk ini layak dibeli dengan harga tersebut.					
C. Kualitas Produk						
17.	Rasa dan kualitas produk sesuai dengan yang saya harapkan.					
18.	Produk memiliki cita rasa yang enak dan konsisten.					
19.	Produk memiliki daya tahan yang baik.					
20.	Kualitas produk tetap terjaga selama masa penggunaan/konsumsi.					
21.	Produk diproduksi dan dikemas secara bersih dan higienis.					
22.	Produk memenuhi standar					

	kualitas yang dijanjikan.					
23.	Produk tersedia dalam berbagai pilihan varian.					
24.	Banyaknya pilihan varian memudahkan saya dalam memilih produk.					
25.	Ketahanan produk sesuai dengan yang dijelaskan.					
26.	Produk dapat dikonsumsi setiap hari dalam batas wajar tertentu.					
D. Peningkatan Penjualan						
27.	Target penjualan usaha mengalami peningkatan setelah menggunakan <i>E-commerce</i> .					
28.	<i>E-commerce</i> membantu meningkatkan total target penjualan.					
29.	Jumlah pelanggan baru meningkat setelah usaha menggunakan <i>E-commerce</i> .					
30.	<i>E-commerce</i> membantu menjangkau pelanggan yang lebih luas.					
31.	Program promo <i>online</i> mendorong konsu menuntuk melakukan pembelian.					
32.	Diskon dan promosi <i>online</i> berdampak positif terhadap penjualan produk.					

LAMPIRAN II
TABULASI DATA UJI INSTRUMEN
VALIDITAS-REABILITAS

Penggunaan platform <i>E-commerce</i>										Harga									
Resp	Pernyataan								Total	Resp	Pernyataan								Total
	P1	P2	P3	P4	P5	P6	P7	P8			P1	P2	P3	P4	P5	P6	P7	P8	
1	5	5	5	5	5	4	4	5	38	1	4	4	5	5	5	4	4	3	34
2	5	4	5	4	5	4	5	4	36	2	5	4	5	4	5	4	5	4	36
3	5	4	5	4	5	4	5	4	36	3	3	5	4	5	4	5	4	5	35
4	4	3	5	3	4	5	2	2	28	4	5	3	4	4	4	4	4	4	32
5	5	4	5	5	5	5	5	5	39	5	4	4	4	4	4	4	4	4	32
6	4	5	4	5	4	5	4	5	36	6	5	5	4	5	4	4	4	5	36
7	5	4	5	4	5	4	5	5	37	7	4	5	5	4	5	5	4	5	37
8	5	4	4	4	5	4	4	5	35	8	5	4	4	4	4	4	4	4	33
9	4	4	4	4	4	4	4	4	32	9	4	4	4	4	4	4	4	4	32
10	5	5	5	4	4	5	5	5	38	10	5	4	5	5	4	5	4	4	36
11	5	5	4	5	5	5	5	5	39	11	5	4	5	4	5	5	4	5	37
12	5	5	5	5	5	4	5	5	39	12	4	4	5	5	5	5	4	5	37
13	5	5	5	5	5	5	5	5	40	13	5	5	5	5	5	5	5	5	40
14	4	4	4	4	4	4	4	4	32	14	4	4	4	4	4	4	4	4	32
15	4	4	4	4	4	4	4	4	32	15	4	4	4	4	4	4	4	4	32
16	5	4	5	4	4	4	5	5	36	16	4	5	4	4	5	5	5	4	36
17	4	4	4	4	4	4	4	4	32	17	4	4	4	4	4	4	4	4	32
18	5	5	5	5	5	5	5	5	40	18	5	5	5	5	5	5	5	5	40
19	5	5	5	5	5	5	5	5	40	19	5	5	5	5	5	5	5	5	40
20	4	4	4	4	4	4	4	4	32	20	4	4	4	4	4	4	4	4	32
21	5	4	4	5	5	5	5	5	38	21	5	4	5	5	5	5	5	5	39
22	4	4	4	4	4	4	4	4	32	22	4	4	4	5	5	5	5	4	36
23	5	4	5	4	5	4	5	4	36	23	5	5	4	5	5	5	5	5	39
24	5	5	4	3	4	4	4	4	33	24	4	4	3	4	4	4	4	4	31
25	5	4	5	5	5	5	5	5	39	25	4	4	5	5	5	5	5	4	37
26	5	5	4	5	4	5	4	5	37	26	4	5	4	5	4	5	4	5	36
27	4	4	4	4	4	4	4	4	32	27	4	4	4	4	4	4	4	4	32
28	5	4	4	5	5	5	5	5	38	28	5	5	5	5	5	5	5	5	40
29	5	5	5	5	5	5	5	5	40	29	5	3	5	3	5	4	5	5	35
30	5	4	4	5	5	4	4	5	36	30	4	5	4	5	4	5	4	5	36

Kualitas produk												Peningkatan penjualan							
Resp	Pernyataan										Total	Resp	Pernyataan						Total
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10			P1	P2	P3	P4	P5	P6	
1	5	4	5	4	5	5	4	5	4	5	46	1	4	5	5	4	5	4	27
2	5	4	5	4	5	4	3	5	4	4	43	2	5	4	5	4	5	4	27
3	4	5	4	5	4	5	4	5	4	5	45	3	4	5	4	4	5	4	26
4	4	4	4	4	4	4	4	4	4	4	40	4	4	4	4	4	4	4	24
5	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	5	5	30
6	5	5	5	5	5	5	5	5	5	5	50	6	4	5	5	4	4	5	27
7	5	5	4	4	4	5	5	4	4	5	45	7	4	4	5	5	5	4	27
8	5	5	5	5	5	5	5	5	5	5	50	8	4	4	4	4	4	4	24
9	4	4	4	4	4	4	4	4	4	4	40	9	4	4	4	4	4	4	24
10	4	5	5	5	4	5	4	5	5	5	47	10	4	5	5	4	5	4	27
11	5	4	5	5	5	5	4	5	5	5	48	11	4	5	5	5	4	5	28
12	4	5	5	5	5	4	5	5	5	4	47	12	4	5	4	5	5	5	28
13	5	5	5	5	5	5	5	5	5	5	50	13	5	5	5	5	5	5	30
14	4	4	4	4	4	4	4	4	4	4	40	14	4	4	4	4	4	4	24
15	4	4	4	4	4	4	4	4	4	4	40	15	4	4	4	4	4	4	24
16	5	4	4	4	4	5	5	4	4	5	44	16	5	4	5	5	4	4	27
17	4	4	4	4	4	4	4	4	4	4	40	17	4	4	4	4	4	4	24
18	5	5	5	5	5	5	5	5	5	5	50	18	5	5	5	5	5	5	30
19	5	5	5	5	5	5	5	5	5	5	50	19	5	5	5	5	5	5	30
20	4	4	4	4	4	4	4	4	4	4	40	20	4	4	4	4	4	4	24
21	4	4	4	4	4	5	4	5	5	5	45	21	5	5	5	5	5	5	30
22	4	4	4	4	4	4	4	4	4	4	40	22	5	5	4	4	4	4	26
23	5	5	5	4	4	5	5	5	4	4	46	23	5	5	4	4	4	5	27
24	4	4	4	4	3	4	4	5	4	4	40	24	5	5	5	5	5	5	30
25	5	5	5	5	5	5	5	5	5	5	50	25	4	5	5	4	5	5	28
26	5	4	5	5	4	5	4	5	5	4	46	26	4	5	5	4	5	4	27
27	4	4	4	4	4	4	4	4	4	4	40	27	4	4	4	4	4	4	24
28	5	5	5	4	4	4	5	5	5	5	47	28	5	5	5	4	5	4	28
29	5	5	5	5	5	5	5	5	5	4	49	29	5	5	5	5	5	5	30
30	4	5	4	4	5	4	4	4	5	4	43	30	4	4	4	5	4	4	25

LAMPIRAN III

UJI VALIDITAS DAN REABILITAS

Validitas X1

		Correlations								Strategi Penggunaan Platform E-commerce
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	
X1.1	Pearson Correlation	1	.406*	.509*	.429*	.749*	.279	.673*	.630*	.809**
	Sig. (2-tailed)		.026	.004	.018	.000	.136	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.406*	1	.124	.507*	.167	.334	.401*	.617*	.637**
	Sig. (2-tailed)	.026		.514	.004	.378	.071	.028	.000	.000
	N	30	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.509*	.124	1	.109	.471*	.202	.398*	.100	.482**
	Sig. (2-tailed)	.004	.514		.566	.009	.285	.029	.601	.007
	N	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.429*	.507*	.109	1	.572*	.528*	.521*	.782*	.802**
	Sig. (2-tailed)	.018	.004	.566		.001	.003	.003	.000	.000
	N	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.749*	.167	.471*	.572*	1	.222	.609*	.495*	.743**
	Sig. (2-tailed)	.000	.378	.009	.001		.239	.000	.005	.000
	N	30	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.279	.334	.202	.528*	.222	1	.194	.308	.526*
	Sig. (2-tailed)	.136	.071	.285	.003	.239		.304	.098	.003
	N	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.673*	.401*	.398*	.521*	.609*	.194	1	.708*	.812**
	Sig. (2-tailed)	.000	.028	.029	.003	.000	.304		.000	.000
	N	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	.630*	.617*	.100	.782*	.495*	.308	.708*	1	.845**
	Sig. (2-tailed)	.000	.000	.601	.000	.005	.098	.000		.000
	N	30	30	30	30	30	30	30	30	30

Strategi Penggunaa n Platform E-commerce	Pearson Correlation	.809*	.637*	.482*	.802*	.743*	.526*	.812*	.845*	1
	Sig. (2-tailed)	.000	.000	.007	.000	.000	.003	.000	.000	
	N	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

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

Validitas X2

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	Harga Produk
X2.1	Pearson Correlation	1	-.062	.457*	.043	.361*	.072	.450*	.302	.490**
	Sig. (2-tailed)		.746	.011	.822	.050	.704	.013	.105	.006
	N	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	-.062	1	.041	.587**	.171	.593**	.201	.519**	.587**
	Sig. (2-tailed)	.746		.829	.001	.367	.001	.288	.003	.001
	N	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.457*	.041	1	.257	.722**	.434*	.450*	.302	.681**
	Sig. (2-tailed)	.011	.829		.170	.000	.016	.013	.105	.000
	N	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.043	.587**	.257	1	.237	.658**	.230	.312	.634**
	Sig. (2-tailed)	.822	.001	.170		.207	.000	.222	.094	.000
	N	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.361*	.171	.722**	.237	1	.535**	.761**	.298	.749**
	Sig. (2-tailed)	.050	.367	.000	.207		.002	.000	.109	.000
	N	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.072	.593**	.434*	.658**	.535**	1	.434*	.606**	.812**
	Sig. (2-tailed)	.704	.001	.016	.000	.002		.016	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.450*	.201	.450*	.230	.761**	.434*	1	.276	.695**
	Sig. (2-tailed)	.013	.288	.013	.222	.000	.016		.139	.000
	N	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.302	.519**	.302	.312	.298	.606**	.276	1	.687**
	Sig. (2-tailed)	.105	.003	.105	.094	.109	.000	.139		.000
	N	30	30	30	30	30	30	30	30	30
Harga Produk	Pearson Correlation	.490**	.587**	.681**	.634**	.749**	.812**	.695**	.687**	1
	Sig. (2-tailed)	.006	.001	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

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

X3.10	Pearson Correlation	.473*	.535*	.473*	.530*	.412*	.607*	.531*	.573*	.473*	1	.735**
	Sig. (2-tailed)	.008	.002	.008	.003	.024	.000	.003	.001	.008		.000
	N	30	30	30	30	30	30	30	30	30	30	30
Kualitas Produk	Pearson Correlation	.751*	.750*	.837*	.810*	.683*	.785*	.710*	.775*	.785*	.735*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

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

Validitas Y

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Peningkatan Penjualan
Y.1	Pearson Correlation	1	.389*	.439*	.444*	.355	.444*	.688**
	Sig. (2-tailed)		.034	.015	.014	.055	.014	.000
	N	30	30	30	30	30	30	30
Y.2	Pearson Correlation	.389*	1	.522**	.250	.600**	.667**	.768**
	Sig. (2-tailed)	.034		.003	.183	.000	.000	.000
	N	30	30	30	30	30	30	30
Y.3	Pearson Correlation	.439*	.522**	1	.439*	.665**	.439*	.787**
	Sig. (2-tailed)	.015	.003		.015	.000	.015	.000
	N	30	30	30	30	30	30	30
Y.4	Pearson Correlation	.444*	.250	.439*	1	.355	.583**	.688**
	Sig. (2-tailed)	.014	.183	.015		.055	.001	.000
	N	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.355	.600**	.665**	.355	1	.355	.748**
	Sig. (2-tailed)	.055	.000	.000	.055		.055	.000
	N	30	30	30	30	30	30	30
Y.6	Pearson Correlation	.444*	.667**	.439*	.583**	.355	1	.781**
	Sig. (2-tailed)	.014	.000	.015	.001	.055		.000
	N	30	30	30	30	30	30	30
Peningkatan Penjualan	Pearson Correlation	.688**	.768**	.787**	.688**	.748**	.781**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

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

Reliability X1**Reliability Statistics**

Cronbach's Alpha	N of Items
.860	8

Reliability X2**Reliability Statistics**

Cronbach's Alpha	N of Items
.816	8

Reliability X3**Reliability Statistics**

Cronbach's Alpha	N of Items
.918	10

Reliability Y**Reliability Statistics**

Cronbach's Alpha	N of Items
.838	6

LAMPIRAN IV
TABULASI DATA PENELITIAN

Penggunaan platform <i>E-commerce</i>										Harga									
Resp	Pernyataan								Total	Resp	Pernyataan								Total
	P1	P2	P3	P4	P5	P6	P7	P8			P1	P2	P3	P4	P5	P6	P7	P8	
1	5	5	4	4	5	4	5	4	36	1	5	4	5	4	4	5	5	4	36
2	5	5	4	5	5	4	5	4	37	2	5	4	4	5	4	5	4	5	36
3	4	4	4	4	4	4	4	4	32	3	4	4	4	4	4	4	4	4	32
4	5	4	5	4	5	4	5	4	36	4	5	4	5	4	5	4	5	4	36
5	5	5	4	4	4	4	4	4	34	5	4	4	4	4	4	4	4	4	32
6	5	4	5	5	4	4	4	5	36	6	5	5	4	4	5	5	5	5	38
7	5	4	5	4	5	4	5	4	36	7	5	4	5	4	5	4	4	4	35
8	5	5	4	4	4	4	4	4	34	8	5	5	5	5	4	5	5	5	39
9	5	5	5	5	5	5	5	5	40	9	5	5	5	5	5	5	5	5	40
10	3	5	3	4	5	5	4	5	34	10	4	4	3	5	4	3	5	5	33
11	3	4	3	3	4	5	4	2	28	11	4	4	5	3	2	2	3	4	27
12	4	5	4	5	5	5	5	5	38	12	3	5	5	5	5	5	5	4	37
13	5	5	5	5	4	4	4	5	37	13	4	4	5	5	5	5	5	5	38
14	4	4	5	5	4	5	5	5	37	14	5	4	5	5	5	5	5	5	39
15	4	4	4	5	5	5	5	5	37	15	4	5	5	5	5	5	5	5	39
16	4	4	4	4	4	5	5	5	35	16	4	4	5	5	5	4	5	4	36
17	3	3	3	5	4	5	5	5	33	17	4	4	5	5	5	5	5	5	38
18	4	4	4	3	4	5	4	4	32	18	4	3	4	5	3	4	5	5	33
19	4	4	3	5	5	4	4	3	32	19	3	4	5	4	3	4	4	4	31
20	4	4	4	5	4	5	4	4	34	20	5	5	4	3	3	3	3	4	30
21	4	4	4	4	4	5	4	4	33	21	5	4	5	4	4	4	4	5	35
22	4	4	4	4	4	4	4	4	32	22	4	4	5	4	5	5	4	5	36
23	3	3	3	3	4	4	3	3	26	23	4	4	4	4	5	4	4	4	33
24	5	4	4	4	4	4	5	4	34	24	3	4	4	4	4	4	4	4	31
25	4	4	4	3	3	3	4	4	29	25	4	4	4	4	4	4	4	4	32
26	5	5	5	4	4	5	5	5	38	26	4	4	4	4	3	4	4	4	31
27	4	4	2	4	4	4	4	2	28	27	4	3	4	3	4	3	3	4	28
28	5	5	5	5	5	5	5	5	40	28	5	4	5	4	3	5	4	4	34
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32	3	3	3	3	3	3	3	3	24	32	4	4	4	5	5	5	5	5	37
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42	5	5	5	5	5	5	5	5	40	42	5	5	4	5	5	5	5	4	38

43	4	4	4	4	4	4	4	4	32	43	4	4	4	3	4	3	4	3	29
44	5	5	5	5	4	4	5	5	38	44	4	4	4	3	4	3	5	3	30
45	5	5	5	5	4	4	5	5	38	45	4	4	4	5	3	5	5	2	32
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47	5	4	4	3	4	5	5	4	34	47	4	5	5	3	4	4	3	3	31
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69	4	4	3	5	3	5	5	3	32	69	5	5	4	5	4	5	4	5	37
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72	5	5	5	4	4	5	5	5	38	72	3	5	5	4	4	3	5	5	34
73	4	4	3	5	4	4	4	3	31	73	4	4	5	5	5	4	5	4	36
74	2	4	4	4	4	5	5	4	32	74	5	4	5	4	3	5	5	4	35
75	4	2	3	4	3	4	4	3	27	75	4	4	3	5	4	4	3	4	31
76	2	3	3	4	5	2	4	3	26	76	4	3	4	4	3	4	4	3	29
77	3	4	4	3	5	4	2	4	29	77	4	5	5	4	3	4	5	5	35
78	4	4	5	5	5	2	3	5	33	78	3	5	4	2	4	3	4	5	30
79	5	4	4	5	4	3	4	4	33	79	5	5	4	3	5	5	4	5	36
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81	4	4	4	4	4	5	4	4	33	81	5	5	3	4	5	5	3	4	34
82	2	4	4	5	5	4	4	5	33	82	4	4	5	4	4	4	5	5	35
83	3	3	4	4	4	4	4	4	30	83	5	5	5	4	4	5	5	4	37
84	4	5	5	4	3	4	5	4	34	84	4	4	5	4	4	4	5	4	34
85	3	4	3	1	3	5	5	4	28	85	4	3	3	5	4	4	3	4	30
86	5	5	3	5	2	4	4	4	32	86	1	3	3	5	4	4	3	5	28
87	3	4	5	3	5	4	4	5	33	87	5	2	5	4	4	4	5	4	33
88	3	2	2	4	2	2	4	4	23	88	3	5	4	4	4	4	4	4	32

89	4	2	4	4	2	4	4	4	28	89	4	2	3	4	4	4	3	2	26
90	5	3	3	5	2	1	4	4	27	90	4	2	1	4	3	3	1	3	21
91	4	5	3	2	1	5	4	4	28	91	5	2	2	4	4	2	2	5	26
92	1	5	3	2	1	3	4	4	23	92	2	1	1	4	4	3	1	3	19
93	5	4	4	4	5	5	5	4	36	93	2	1	3	4	4	2	3	3	22
94	4	5	4	5	5	4	4	4	35	94	5	5	4	5	5	5	5	4	38
95	5	5	5	5	5	5	5	5	40	95	5	5	5	5	5	5	4	5	39
96	4	5	4	4	5	5	4	5	36	96	5	4	4	5	4	4	5	4	35

Kualitas produk												Peningkatan penjualan								
Resp	Pernyataan										Total	Resp	Pernyataan						Total	
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10			P1	P2	P3	P4	P5	P6		
1	5	4	5	5	4	5	3	4	5	4	44	1	5	4	5	4	5	4	27	
2	5	5	4	5	4	5	4	5	4	5	46	2	4	5	5	4	5	4	27	
3	4	4	4	4	4	4	4	4	4	4	40	3	4	4	4	4	4	4	24	
4	4	4	4	5	5	4	4	4	5	4	43	4	5	4	5	4	5	4	27	
5	4	4	4	4	4	4	4	4	4	4	40	5	4	4	4	4	4	4	24	
6	5	5	5	5	4	4	4	4	4	4	44	6	5	5	4	4	4	5	27	
7	5	5	4	5	4	4	5	5	4	4	45	7	5	4	5	4	5	4	27	
8	5	5	5	5	5	4	4	4	4	4	45	8	4	4	4	4	4	4	24	
9	5	5	5	5	5	5	5	5	5	5	50	9	5	5	5	5	5	5	30	
10	4	3	5	1	2	3	4	5	4	2	33	10	5	4	5	5	4	5	28	
11	2	2	1	3	4	4	4	4	3	5	32	11	2	3	4	5	4	2	20	
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42	4	4	4	4	4	4	4	4	4	3	39	42	4	4	3	3	3	3	20	
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46	4	4	3	5	5	5	5	4	5	4	44	46	4	4	4	4	4	2	22	
47	4	4	5	5	2	4	5	5	4	4	42	47	4	4	4	5	5	5	27	
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52	3	3	4	3	2	3	5	5	4	3	35	52	4	4	4	4	4	4	24	
53	4	4	3	4	5	5	4	5	3	4	41	53	5	5	5	4	4	4	27	

54	5	4	4	3	4	4	5	4	4	5	42	54	5	5	5	4	4	4	27
55	4	4	5	3	3	3	4	5	3	3	37	55	4	4	3	4	4	4	23
56	4	4	5	2	3	4	5	4	5	4	40	56	5	4	4	4	5	5	27
57	4	4	4	4	2	2	4	4	4	4	36	57	3	3	3	4	3	3	19
58	4	4	5	3	4	3	4	5	4	4	40	58	5	4	4	4	5	4	26
59	3	3	4	4	2	4	3	4	4	2	33	59	4	4	3	3	3	3	20
60	4	4	4	4	3	3	3	4	4	4	37	60	5	5	3	3	3	3	22
61	4	4	5	5	3	4	3	5	5	5	43	61	4	5	2	3	5	2	21
62	5	5	4	3	5	3	3	4	4	4	40	62	4	4	4	3	4	4	23
63	3	4	3	3	3	3	3	3	3	3	31	63	3	3	3	3	3	3	18
64	4	4	4	5	5	5	4	4	4	4	43	64	5	5	4	4	4	4	26
65	5	3	4	5	3	4	4	5	5	4	42	65	4	4	4	4	5	4	25
66	3	4	5	5	4	4	5	4	5	5	44	66	5	4	5	3	3	5	25
67	3	4	3	5	4	5	3	3	4	3	37	67	4	4	3	4	5	4	24
68	4	3	3	5	4	5	3	3	3	3	36	68	3	4	3	5	4	3	22
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70	4	2	3	3	3	3	5	5	4	4	36	70	4	3	3	3	4	5	22
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73	4	4	4	5	5	5	5	5	4	5	46	73	5	4	4	5	3	4	25
74	4	4	4	4	4	5	4	4	5	4	42	74	4	5	4	5	3	5	26
75	5	4	5	5	4	5	4	4	5	2	43	75	4	5	5	4	5	4	27
76	4	2	5	4	5	4	5	5	5	5	44	76	5	5	4	5	5	5	29
77	3	4	5	3	5	3	5	5	4	5	42	77	5	5	4	4	5	5	28
78	4	4	5	5	3	3	3	4	4	5	40	78	4	4	5	5	4	5	27
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80	4	5	5	4	5	5	4	4	4	4	44	80	4	4	4	5	4	4	25
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94	4	4	5	4	4	4	4	3	4	5	41	94	3	4	5	5	5	4	26
95	1	4	3	1	4	5	5	3	4	4	34	95	3	4	4	4	4	4	23
96	2	3	1	3	5	4	4	5	5	4	36	96	5	5	4	4	4	5	27

LAMPIRAN V UJI DESKRIPTIF

Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Strategi Penggunaan Platform <i>E-commerce</i>	96	23.00	40.00	33.0729	3.77873
Harga Produk	96	19.00	40.00	32.8854	4.01017
KualitasProduk	96	25.00	50.00	40.0208	4.87956
PeningkatanPenjualan	96	16.00	30.00	24.7187	3.06320
Valid N (listwise)	96				

Frequencies

Notes

Output Created		18-JUN-2026 12:52:44
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	96
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=x1.1 x1.2 x1.3 x1.4 x1.5 x1.6 x1.7 x1.8 x2.1 x2.2 x2.3 x2.4 x2.5 x2.6 x2.7 x2.8 x3.1 x3.2 x3.3 x3.4 x3.5 x3.6 x3.7 x3.8 x3.9 x3.10 y1 y2 y3 y4 y5 y6 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00,11
	Elapsed Time	00:00:00,17

Statistics

x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7
------	------	------	------	------	------	------

N	Valid	96	96	96	96	96	96	96
	Missing	0	0	0	0	0	0	0

Statistics

		x1.8	x2.1	x2.2	x2.3	x2.4	x2.5	x2.6
N	Valid	96	96	96	96	96	96	96
	Missing	0	0	0	0	0	0	0

Statistics

		x2.7	x2.8	x3.1	x3.2	x3.3	x3.4	x3.5
N	Valid	96	96	96	96	96	96	96
	Missing	0	0	0	0	0	0	0

Statistics

		x3.6	x3.7	x3.8	x3.9	x3.10	y1	y2
N	Valid	96	96	96	96	96	96	96
	Missing	0	0	0	0	0	0	0

Statistics

		y3	y4	y5	y6
N	Valid	96	96	96	96
	Missing	0	0	0	0

Frequency Table

		x1.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	3	3.1	3.1	4.2
	3	19	19.8	19.8	24.0
	4	39	40.6	40.6	64.6
	5	34	35.4	35.4	100.0
	Total	96	100.0	100.0	

		x1.2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.1	3.1	3.1
	3	11	11.5	11.5	14.6
	4	45	46.9	46.9	61.5
	5	37	38.5	38.5	100.0
	Total	96	100.0	100.0	

		x1.3			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.1	2.1	2.1
	3	22	22.9	22.9	25.0
	4	43	44.8	44.8	69.8
	5	29	30.2	30.2	100.0
	Total	96	100.0	100.0	

		x1.4			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.1	2.1	3.1
	3	17	17.7	17.7	20.8
	4	40	41.7	41.7	62.5
	5	36	37.5	37.5	100.0
	Total	96	100.0	100.0	

		x1.5			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.1	2.1	2.1
	2	5	5.2	5.2	7.3
	3	12	12.5	12.5	19.8
	4	41	42.7	42.7	62.5
	5	36	37.5	37.5	100.0
	Total	96	100.0	100.0	

		x1.6			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	3	3.1	3.1	4.2
	3	14	14.6	14.6	18.8
	4	42	43.8	43.8	62.5
	5	36	37.5	37.5	100.0
	Total	96	100.0	100.0	

		x1.7			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	10	10.4	10.4	11.5
	4	47	49.0	49.0	60.4
	5	38	39.6	39.6	100.0
	Total	96	100.0	100.0	

		x1.8			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.1	2.1	2.1
	3	14	14.6	14.6	16.7
	4	47	49.0	49.0	65.6
	5	33	34.4	34.4	100.0
	Total	96	100.0	100.0	

		x2.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.1	2.1	3.1
	3	16	16.7	16.7	19.8
	4	42	43.8	43.8	63.5
	5	35	36.5	36.5	100.0
	Total	96	100.0	100.0	

		x2.2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.1	2.1	2.1
	2	4	4.2	4.2	6.3
	3	15	15.6	15.6	21.9
	4	43	44.8	44.8	66.7
	5	32	33.3	33.3	100.0
	Total	96	100.0	100.0	

		x2.3			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.1	2.1	2.1
	2	3	3.1	3.1	5.2
	3	17	17.7	17.7	22.9
	4	38	39.6	39.6	62.5
	5	36	37.5	37.5	100.0
	Total	96	100.0	100.0	

		x2.4			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	15	15.6	15.6	16.7
	4	45	46.9	46.9	63.5
	5	35	36.5	36.5	100.0
	Total	96	100.0	100.0	

		x2.5			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	19	19.8	19.8	20.8
	4	45	46.9	46.9	67.7
	5	31	32.3	32.3	100.0
	Total	96	100.0	100.0	

		x2.6			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.1	3.1	3.1
	3	17	17.7	17.7	20.8
	4	41	42.7	42.7	63.5
	5	35	36.5	36.5	100.0
	Total	96	100.0	100.0	

		x2.7			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.1	2.1	2.1
	2	1	1.0	1.0	3.1
	3	20	20.8	20.8	24.0
	4	36	37.5	37.5	61.5
	5	37	38.5	38.5	100.0
	Total	96	100.0	100.0	

		x2.8			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.1	3.1	3.1
	3	16	16.7	16.7	19.8
	4	41	42.7	42.7	62.5
	5	36	37.5	37.5	100.0
	Total	96	100.0	100.0	

x3.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.1	2.1	2.1
	2	4	4.2	4.2	6.3
	3	13	13.5	13.5	19.8
	4	48	50.0	50.0	69.8
	5	29	30.2	30.2	100.0
	Total	96	100.0	100.0	

x3.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.1	3.1	3.1
	2	6	6.3	6.3	9.4
	3	18	18.8	18.8	28.1
	4	46	47.9	47.9	76.0
	5	23	24.0	24.0	100.0
	Total	96	100.0	100.0	

x3.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.1	3.1	3.1
	2	3	3.1	3.1	6.3
	3	17	17.7	17.7	24.0
	4	36	37.5	37.5	61.5
	5	37	38.5	38.5	100.0
	Total	96	100.0	100.0	

x3.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.1	2.1	2.1
	2	6	6.3	6.3	8.3
	3	16	16.7	16.7	25.0
	4	35	36.5	36.5	61.5
	5	37	38.5	38.5	100.0
	Total	96	100.0	100.0	

x3.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	9.4	9.4	9.4
	3	17	17.7	17.7	27.1
	4	43	44.8	44.8	71.9
	5	27	28.1	28.1	100.0
	Total	96	100.0	100.0	

x3.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	4	4.2	4.2	5.2
	3	22	22.9	22.9	28.1
	4	42	43.8	43.8	71.9
	5	27	28.1	28.1	100.0
	Total	96	100.0	100.0	

x3.7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.1	3.1	3.1
	3	17	17.7	17.7	20.8
	4	46	47.9	47.9	68.8
	5	30	31.3	31.3	100.0
	Total	96	100.0	100.0	

x3.8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	18	18.8	18.8	19.8
	4	47	49.0	49.0	68.8
	5	30	31.3	31.3	100.0
	Total	96	100.0	100.0	

		x3.9			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	1	1.0	1.0	2.1
	3	14	14.6	14.6	16.7
	4	50	52.1	52.1	68.8
	5	30	31.3	31.3	100.0
	Total	96	100.0	100.0	

		x3.10			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	9	9.4	9.4	10.4
	3	11	11.5	11.5	21.9
	4	49	51.0	51.0	72.9
	5	26	27.1	27.1	100.0
	Total	96	100.0	100.0	

		y1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.1	3.1	3.1
	3	15	15.6	15.6	18.8
	4	43	44.8	44.8	63.5
	5	35	36.5	36.5	100.0
	Total	96	100.0	100.0	

		y2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.1	2.1	2.1
	3	11	11.5	11.5	13.5
	4	49	51.0	51.0	64.6
	5	34	35.4	35.4	100.0
	Total	96	100.0	100.0	

y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.2	4.2	4.2
	3	18	18.8	18.8	22.9
	4	48	50.0	50.0	72.9
	5	26	27.1	27.1	100.0
	Total	96	100.0	100.0	

y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.1	2.1	2.1
	3	14	14.6	14.6	16.7
	4	49	51.0	51.0	67.7
	5	31	32.3	32.3	100.0
	Total	96	100.0	100.0	

y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.1	2.1	3.1
	3	15	15.6	15.6	18.8
	4	41	42.7	42.7	61.5
	5	37	38.5	38.5	100.0
	Total	96	100.0	100.0	

y6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.2	4.2	4.2
	3	15	15.6	15.6	19.8
	4	46	47.9	47.9	67.7
	5	31	32.3	32.3	100.0
	Total	96	100.0	100.0	

LAMPIRAN VI UJI ASUMSI KLASIK

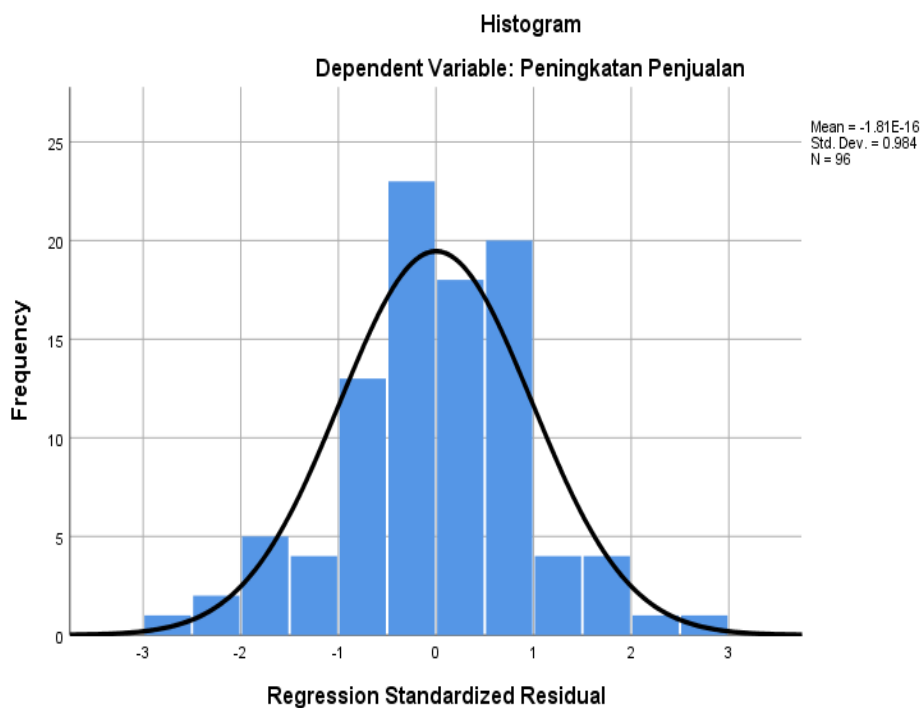
Uji Normalitas

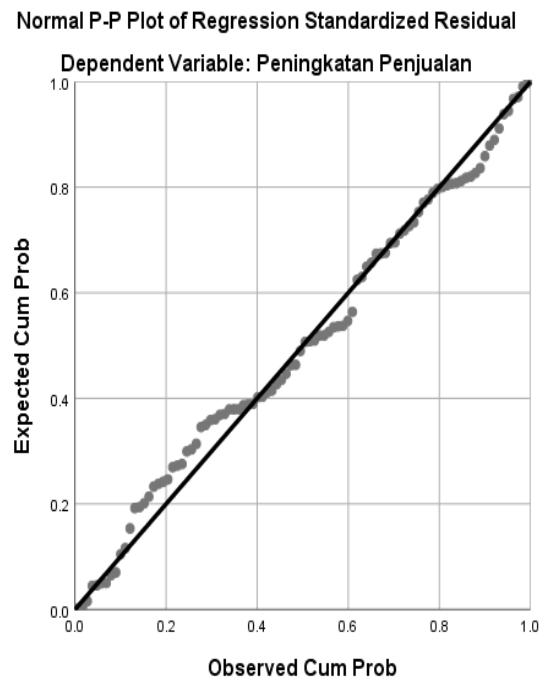
Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.09270020
Most Extreme Differences	Absolute	.072
	Positive	.057
	Negative	-.072
Test Statistic		.072
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.





Uji Multikolinieritas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Strategi Penggunaan Platform <i>E-commerce</i>	.766	1.306
	Harga Produk	.636	1.573
	KualitasProduk	.623	1.606

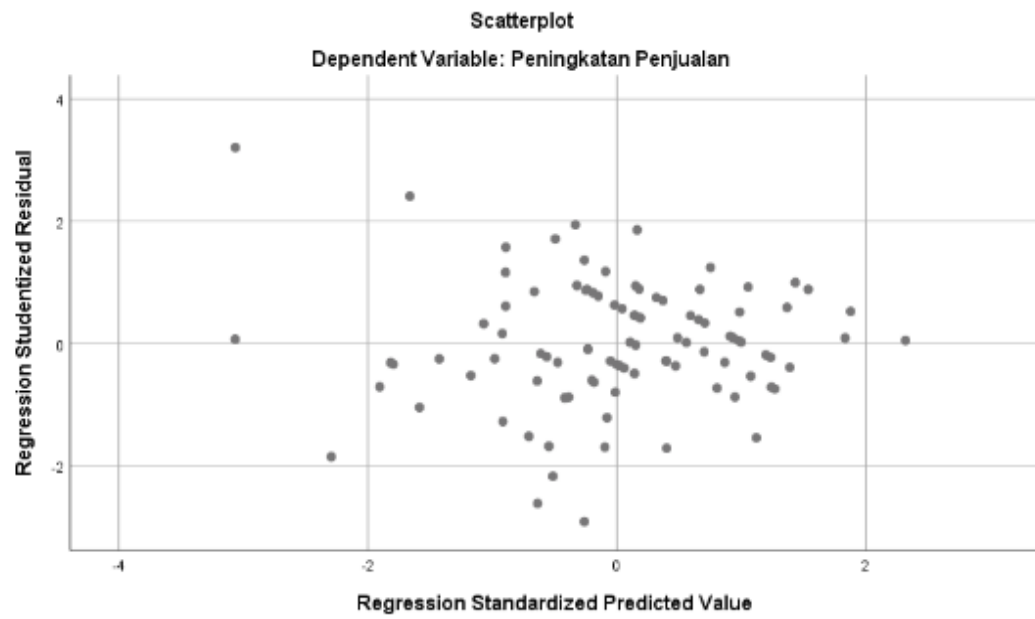
a. Dependent Variabel: PeningkatanPenjualan

Uji Heteroskedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.124	1.409		4.347	.000
	Strategi Penggunaan Platform <i>E-commerce</i>	-.054	.041	-.149	-1.324	.189
	Harga Produk	-.039	.042	-.114	-.922	.359
	KualitasProduk	-.037	.035	-.134	-1.071	.287

a. Dependent Variabel: ABS_RES



LAMPIRAN VII

UJI HIPOTESIS

Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.383	2.292		.603	.548
	Strategi Penggunaan Platform <i>E-commerce</i>	.282	.066	.348	4.277	.000
	Harga Produk	.246	.068	.322	3.606	.001
	KualitasProduk	.148	.057	.235	2.606	.011

a. Dependent Variabel: PeningkatanPenjualan

Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.383	2.292		.603	.548
	Strategi Penggunaan Platform <i>E-commerce</i>	.282	.066	.348	4.277	.000
	Harga Produk	.246	.068	.322	3.606	.001
	KualitasProduk	.148	.057	.235	2.606	.011

a. Dependent Variabel: PeningkatanPenjualan

Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	475.364	3	158.455	35.039	.000 ^b
	Residual	416.042	92	4.522		
	Total	891.406	95			

a. Dependent Variabel: PeningkatanPenjualan

b. Predictors: (Constant), KualitasProduk, Strategi Penggunaan Platform *E-commerce*, Harga Produk

Determinasi**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730 ^a	.533	.518	2.12655

a. Predictors: (Constant), KualitasProduk, Strategi Penggunaan Platform *E-commerce*, Harga Produk

b. Dependent Variabel: PeningkatanPenjualan

LAMPIRAN VIII

DOKUMENTASI PENELITIAN

Foto bersama Owner Chankir Labura



Foto bersama Karyawan Chankir Labura



Foto Toko Chankir Labura



Foto Sampel Produk Chankir Labura

