

## LAMPIRAN-LAMPIRAN

Lampiran 1 Daftar Nama Akun JasTip Merchandise K-Pop di Instagram

Tabel 6.1 Daftar Nama Akun JasTip Merchandise K-Pop di Instagram

No	Nama Akun Toko JasTip	Jumlah Followers (20 Okt 23)	Aktif 1 Bulan Terakhir	
			Ya	Tidak
1	sugarstix	103.416	✓	
2	storeaprils	53.734	✓	
3	lalalilac.kr	49.239	✓	
4	lunaeticstore.kpop	40.771	✓	
5	kpopgoodies.id	27.151		✓
6	lovelykpopstore	23.674	✓	
7	ash.youwish	19.075	✓	
8	goodseoul.kpop	18.878	✓	
9	merch.kpopstuff	15.497	✓	
10	magic.shopmerch	13.638	✓	
11	worldwide_kpops	10.412	✓	
12	kpophallyu_store	10.361	✓	
13	aumy.kr	10.217		✓
14	saljeon.id	10.211	✓	
15	noonajajann	9.776		✓
16	hyungstoreee	9.603	✓	
17	gekore.go	8.719	✓	
18	JasTipkoreaa_id	8.675	✓	
19	eonniverse.id	8.480	✓	
20	bigit.store	7.724	✓	
21	bydalgi	7.696	✓	
22	JasTipbts.stuff	7.627	✓	
23	uri_gage	6.980	✓	
24	ureuphoria.store	6.728	✓	
25	favfee_	6.346	✓	
26	shimdena.store	6.328	✓	
27	mujigae.co	6.321	✓	
28	vante_koreanstore	6.179	✓	
29	treevia.co	5.933	✓	
30	nuunaa.kstore	5.774	✓	
31	seaturnano	5.527	✓	
32	urseoulmate,kpop	5.084	✓	
33	k.poppies	4.749	✓	
34	kinisamaofficial	4.739	✓	
35	maejinverse	4.708	✓	

No	Nama Akun Toko JasTip	Jumlah Followers (20 Okt 23)	Aktif 1 Bulan Terakhir	
			Ya	Tidak
36	purplekoreankpop.JasTip	4.414	✓	
37	dench.co	4.326	✓	
38	lovedbykimchi	4.289	✓	
39	fangirlneedshop_	3.859		✓
40	mybt21stuff	3.772	✓	
41	gopurpleyou_	3.717	✓	
42	mcfloer	2.858	✓	
43	indah_kpop_stuff	2.841		✓
44	kstoreaiss	2.495		✓
45	solsolna.merch	2.471		✓
46	gyeoul.store	2.471	✓	
47	flashstore_id	2.420	✓	
48	peupeu.id	2.029		✓
49	loveyourself.ourproject	2.025	✓	
50	yourseesaw.id	1.955	✓	
51	noonasellingokr	1.751	✓	
52	go.babybear	1.635	✓	
53	needmerch.id	1.630	✓	
54	btjr.store	1.629	✓	
55	sorelle.kr	1.626	✓	
56	btsmarketina	1.386	✓	
57	tigerstixv	1.357	✓	
58	uri.bangtanot7	1.217	✓	
59	warung.agustd	1.180	✓	
60	justcallstore	1.155	✓	
61	serendipityhouse_official	1.139	✓	
62	battersugar	993	✓	
63	moon.jwan	940	✓	
64	baetannyid	923	✓	
65	JasTip.mpin	897	✓	
66	_snow_peach	791		✓
67	fairytan_shop	703		✓
68	brekkieclub.id	673	✓	
69	go_moonstars	662	✓	
70	yeotajikshop	627	✓	
71	monji_to	577	✓	
72	kpopaddict.bar	572	✓	
73	yukjajan_kpop	544	✓	

No	Nama Akun Toko JasTip	Jumlah Followers (20 Okt 23)	Aktif 1 Bulan Terakhir	
			Ya	Tidak
74	JasTipkopp	469		✓
75	warteg_mamabear	458	✓	
76	babynamgi_	456	✓	
77	bangtanniesstuff	429	✓	
78	silvi.kpopstuff	384		✓
79	kpophaluu.id	379		✓
80	tannieseu	358	✓	
81	myminkook_	287		✓
82	dorabbies	275	✓	
83	haneuristore	240	✓	
84	sangpum_JasTipkr	219	✓	
85	ishipo.id	203	✓	
86	babyborastore	84	✓	
87	taeginsstore	78	✓	
88	ssoraidn	75	✓	
89	shopatnichinichi	62	✓	
90	choikupse	34		✓
91	go.minikoo	16		✓

Lampiran 2 Data Kuesioner 10 Responden terhadap Uji Signifikansi Kriteria

Email	Nama	C1	C2	C3	C4	C5	C6	C7
Gitsarr@gmail.com	Gita Sarah	10	9	10	10	10	8	9
nengahmudiari99@gmail.com	Nengah Mudiari	10	10	10	10	10	10	10
itachyy88@gmail.com	Brait Cahyani	8	9	9	10	10	10	9
pututiaraningsih03@gmail.com	Putu Tiara Ningsih	6	9	6	9	6	6	6
indirashintapратиwi@gmail.com	Putu Indira Shinta Pratiwi	10	10	10	10	10	10	10
putusanita28@gmail.com	Ni Putu Sanita Hermayani	10	8	8	10	7	7	10
mangayu2812@gmail.com	Ni Komang Ayu Sukmawati	10	10	10	10	10	10	10
putuayusri25@gmail.com	Putu Ayu Sri	8	9	8	8	9	8	9
widiaantaridewi33@gmail.com	Putu Widia Antari Dewi	10	9	9	9	9	9	9
diahapriliani03@gmail.com	Luh Diah Apriliani	7	5	5	8	10	8	8

Lampiran 3 Hasil Regresi linier pada SPSS untuk Uji Signifikansi Kriteria  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.648	7.545		1.279	.291
	Followers (C2)	-.925	.616	-.896	-1.502	.230
	Harga (C3)	1.468	.729	1.715	2.015	.137
	Kualitas Layanan (C4)	-.356	.517	-.197	-.688	.541
	Metode Transaksi (C5)	-.660	.570	-.628	-1.158	.331
	Ragam Produk (C6)	.163	.503	.153	.323	.768
	Rating E-Commerce (C7)	.318	.442	.260	.720	.524

a. Dependent Variable: Estimasi Pengiriman (C1)

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.621	2.551		4.163	.025
	Estimasi Pengiriman (C1)	-.464	.309	-.479	-1.502	.230
	<b>Harga (C3)</b>	<b>1.311</b>	<b>.233</b>	<b>1.581</b>	<b>5.637</b>	<b>.011</b>
	Kualitas Layanan (C4)	-.428	.307	-.245	-1.395	.257
	<b>Metode Transaksi (C5)</b>	<b>-.755</b>	<b>.214</b>	<b>-.741</b>	<b>-3.521</b>	<b>.039</b>
	Ragam Produk (C6)	.408	.275	.396	1.484	.234
	Rating E-Commerce (C7)	-.162	.326	-.137	-.496	.654

a. Dependent Variable: Followers (C2)

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-7.824	1.746		-4.482	.021
	Estimasi Pengiriman (C1)	.392	.194	.335	2.015	.137
	<b>Followers (C2)</b>	<b>.697</b>	<b>.124</b>	<b>.578</b>	<b>5.637</b>	<b>.011</b>
	Kualitas Layanan (C4)	.348	.205	.165	1.700	.188
	Metode Transaksi (C5)	.525	.183	.428	2.875	.064
	Ragam Produk (C6)	-.242	.224	-.194	-1.079	.360
	Rating E-Commerce (C7)	.081	.243	.057	.334	.760

a. Dependent Variable: Harga (C3)

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.161	5.284		2.680	.075
	Estimasi Pengiriman (C1)	-.383	.557	-.693	-.688	.541
	Followers (C2)	-.919	.659	-1.609	-1.395	.257
	Harga (C3)	1.408	.828	2.971	1.700	.188
	Metode Transaksi (C5)	-.852	.514	-1.465	-1.657	.196
	Ragam Produk (C6)	.470	.457	.797	1.029	.379
	Rating E-Commerce (C7)	-.168	.487	-.249	-.345	.753

a. Dependent Variable: Kualitas Layanan (C4)

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.364	3.371		3.668	.035
	Estimasi Pengiriman (C1)	-.468	.404	-.492	-1.158	.331
	<b>Followers (C2)</b>	<b>-1.066</b>	<b>.303</b>	<b>-1.086</b>	<b>-3.521</b>	<b>.039</b>
	Harga (C3)	1.396	.486	1.715	2.875	.064
	Kualitas Layanan (C4)	-.561	.338	-.326	-1.657	.196
	Ragam Produk (C6)	.613	.245	.605	2.498	.088
	Rating E-Commerce (C7)	-.177	.390	-.152	-.453	.681

a. Dependent Variable: Metode Transaksi (C5)

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-11.845	8.072		-1.467	.239
	Estimasi Pengiriman (C1)	.207	.640	.221	.323	.768
	Followers (C2)	1.036	.698	1.070	1.484	.234
	Harga (C3)	-1.155	1.071	-1.437	-1.079	.360
	Kualitas Layanan (C4)	.555	.539	.327	1.029	.379
	Metode Transaksi (C5)	1.101	.441	1.116	2.498	.088
	Rating E-Commerce (C7)	.451	.473	.393	.953	.411

a. Dependent Variable: Ragam Produk (C6)

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.246	10.724		.582	.601
	Estimasi Pengiriman (C1)	.463	.643	.566	.720	.524
	Followers (C2)	-.469	.945	-.555	-.496	.654
	Harga (C3)	.443	1.324	.631	.334	.760
	Kualitas Layanan (C4)	-.227	.658	-.154	-.345	.753
	Metode Transaksi (C5)	-.363	.801	-.421	-.453	.681
	Ragam Produk (C6)	.516	.541	.591	.953	.411

a. Dependent Variable: Rating E-Commerce (C7)

#### Lampiran 4 Data Kuesioner terhadap Penentuan Pembobotan Kriteria oleh Responden

Nama	C1	C2	C3	C4	C5	C6	C7
Gita Sarah	9	9	10	10	10	8	10
Nengah Mudiari	10	10	10	10	10	10	10
Braitah Cahyani	9	9	9	10	10	10	9
Putu Tiara Ningsih	9	9	8	8	6	6	6
Putu Indira Shinta Pratiwi	10	10	9	10	9	9	10
Ni Putu Sanita Hermayani	9	8	7	10	6	7	10
Ni Komang Ayu Sukmawati	10	10	10	10	10	10	10
Putu Ayu Sri	8	9	9	10	9	9	9
Putu Widia Antari Dewi	10	10	9	9	10	10	9

Nama	C1	C2	C3	C4	C5	C6	C7
Luh Diah Apriliani	6	7	6	8	7	6	9

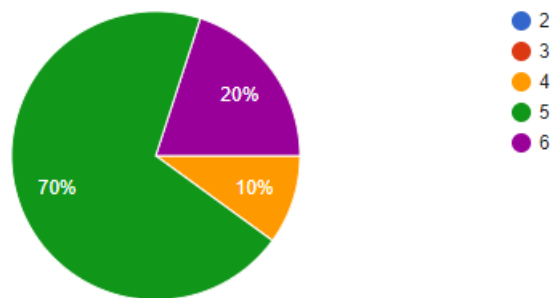
Lampiran 5 Pemeringkatan Alternatif dari Responden

ID Alternatif	Alternatif	Responden									
		1	2	3	4	5	6	7	8	9	10
A1	sugarstix	1	12	4	1	6	5	1	2	2	8
A2	storeaprils	2	11	2	3	3	1	10	11	11	12
A3	lalalilac.kr	3	7	12	2	4	3	2	5	5	11
A4	lunaeticstore.kpop	12	1	7	9	7	2	6	12	12	7
A5	lovelykpopstore	8	3	6	7	11	6	3	3	3	4
A6	ash.youwish	6	8	11	6	9	12	12	4	4	6
A7	goodseoul.kpop	5	9	10	8	2	10	4	6	6	10
A8	merch.kpopstuff	10	4	3	12	11	11	11	9	9	3
A9	magic.shopmerch	9	2	5	11	10	4	9	10	10	5
A10	worldwide_kpops	7	10	8	5	1	8	8	1	1	1
A11	kpophallyu_store	11	6	9	10	5	9	5	7	7	9
A12	saljeon.id	4	5	1	4	8	7	7	8	8	2

Lampiran 6 Nilai Margin Perbandingan Peringkat dari Responden

Menurut anda, berapa nilai margin perbandingan peringkat yang dapat direkomendasikan untuk mencapai kinerja pengujian pada Confusion Matrix yang baik?

10 jawaban



### Lampiran 7 Batasan Minimal Followers dari Responden

Berapa batasan minimal jumlah followers sebuah akun pada sebuah toko JasTip K-Pop di Instagram yang membuat anda percaya terhadap layanannya?

10 jawaban

