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## LAMPIRAN

### Lampiran 1 Kuesioner penelitian

#### A. PETUNJUK PENGISIAN KUESIONER

Responden dapat memberikan jawaban dengan menekan tanda (O) pada salah satu pilihan jawaban yang tersedia di google form. Hanya satu jawaban saja yang dimungkinkan untuk setiap pertanyaan. Pada masing-masing pertanyaan terdapat lima *alternative* jawaban dalam guna mengacu pada Teknik skala likert,

Yaitu:

Sangat tidak setuju (STS)	1
Tidak setuju (TS)	2
Setuju (S)	3
Cukup setuju (CS)	4
Sangat setuju (SS)	5

Data responden dan semua informasi yang diberikan akan dijamin kerahasiannya. Oleh sebab itu, dimohon untuk mengisi kuesioner dengan sebenarnya dan seobjektif mungkin.

#### B. DEMOGRAFI RESPONDEN

- Jenis kelamin
  - Pria
  - Wanita
- Berapa rentan usia anda
  - 20-24 tahun
  - 25-29 tahun
  - 30-34 tahun
  - 35-39 tahun
  - 40-44 tahun
- Intensitas penggunaan tiktok setiap hari
  - 30 menit
  - 30 menit-1 jam
  - 1-2 jam
  - Lebih dari 2 jam
- Sudah berapa lama anda menggunakan tiktok
  - Kurang dari 1 bulan
  - 1-3 bulan
  - 3-6 bulan
  - Di atas 6 bulan

## C. Kuesioner Penelitian

## Variabel Nilai Hedonis

No	Pertanyaan	Alternatif jawaban				
		STS	TS	S	CS	SS
		1	2	3	4	5
<b>Efek</b>						
1	saya merasakan keseruan membeli produk yang saya lihat selama menonton video di tiktok					
2	saya lakukan, saya lebih menyukai menghabiskan waktu untuk melihat video review produk di tiktok, sebagai cara untuk memilih dan membeli produk secara online					
<b>Kepuasan</b>						
3	saya menikmati menonton tiktok dengan produk baru yang mereka tampilkan di siaran langsung					
4	saya selalu ingin kembali menonton tiktok untuk mencari produk yang saya sukai					
<b>Petualangan</b>						
5	saat ingin membeli produk di tiktoshop saya merasakan seperti berpetualang					
6	saya sering menghabiskan banyak waktu menonton tiktok untuk mencari produk yang menarik perhatian saya.					

## Variabel Nilai Utilitarian

No	Pertanyaan	Alternatif jawaban				
		STS	TS	S	CS	SS
		1	2	3	4	5
<b>Efektivitas</b>						
1	saya merasa tertarik membeli produk yang saya lihat di tiktok shop, karena sesuai dengan informasi yang diberikan					
2	saya berminat untuk membeli produk yang saya lihat di tiktok, karena kemudahan untuk mengakses produk yang ditawarkan					
<b>Efisiensi</b>						
3	produk yang saya lihat di tiktok sesuai dengan minat saya					
4	informasi yang saya lihat di tiktok sangat bermanfaat untuk saya dalam memilih produk yang saya inginkan					
<b>Persepsi Manfaat</b>						
5	tiktok shop menarik perhatian saya karena sangat mudah digunakan					
6	terkadang konten yang ada di tiktok membuat saya bisa mendapatkan informasi atau produk yang mungkin saya butuhkan					



## Variabel Purchase intention

No	Pertanyaan	Alternatif jawaban				
		STS	TS	S	CS	SS
		1	2	3	4	5
<b>Minat Transaksional</b>						
1	melihat video review di tiktok, memunculkan niat saya untuk membeli produk yang saya lihat					
<b>Minat Referensial</b>						
2	saya akan merekomendasikan ke orang lain untuk membeli produk yang pernah saya beli di tiktok shop					
<b>Minat Preferensi</b>						
3	saya merasa produk yang ada di tiktok shop bermanfaat dan menyenangkan					
<b>Minat Eksploratif</b>						
4	kapanpun saya ingin mencari suatu produk, saya berniat membeli produk di tiktok shop					

## Variabel Emotional Pleasure

No	Pertanyaan	Alternatif jawaban				
		STS	TS	S	CS	SS
		1	2	3	4	5
<b>Pengalaman Puas</b>						
1	saya selalu merasa puas ketika saya membeli produk dengan harga yang lebih murah					
2	kualitas produk yang baik dan didukung oleh harga yang terjangkau, selalu memuat saya merasa puas					
<b>Suasana Hati</b>						
3	terkadang saya memiliki niat membeli suatu produk bukan karena kegunaannya, tapi hanya mengikuti kesenangan saya					
4	saya senang ketika produk yang paling saya inginkan turun harga					

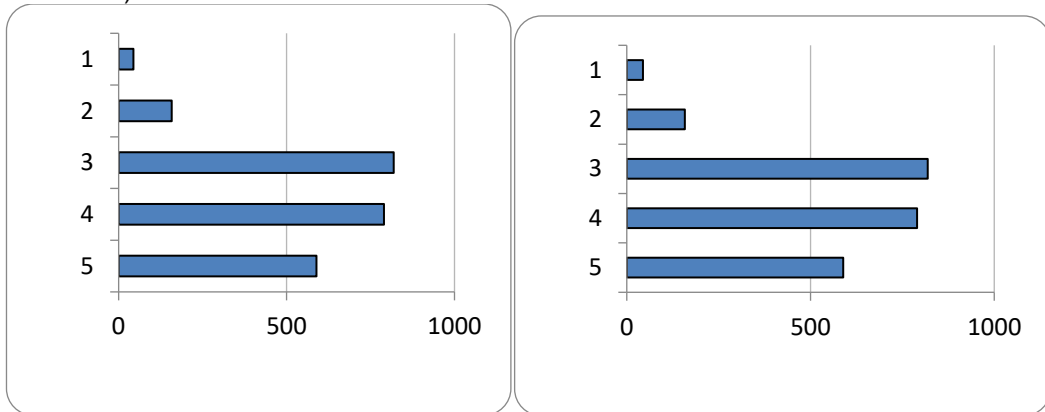
## Variabel Price Discount

No	Pertanyaan	Alternatif jawaban				
		STS	TS	S	CS	SS
		1	2	3	4	5
<b>Framing Discount</b>						
1	saya ingin berbelanja di tiktok shop pada toko yang memberikan diskon harga yang menarik					
<b>Masa Potongan Harga</b>						
2	niat saya untuk membeli suatu produk muncul ketika melihat adanya perbedaan harga yang jauh dari harga yang tertera					
3	saya tertarik berbelanja di tiktokshop yang menawarkan diskon lebih lama dibandingkan dengan toko lain.					
4	saya selalu menjadikan masa potongan harga sebagai waktu saya untuk melakukan pertimbangan dalam membeli produk					
<b>Jenis Produk Yang Didiskon</b>						

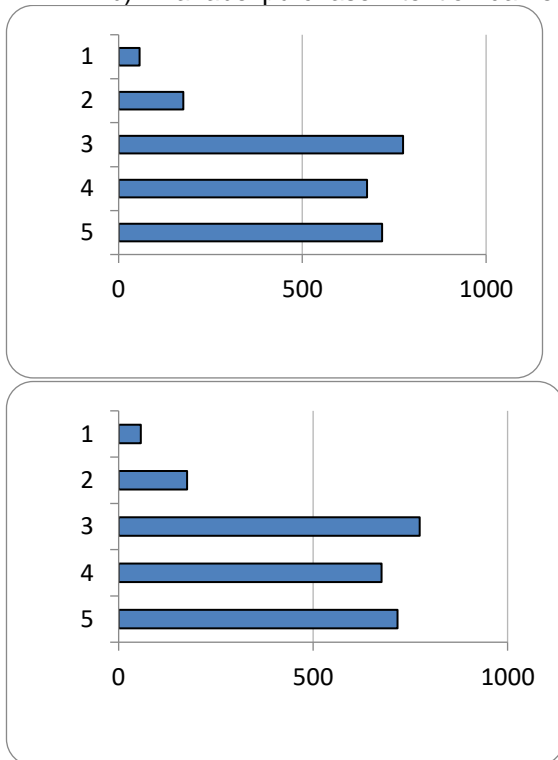
5	saya ingin berbelanja di tiktok shop hanya pada produk yang memiliki diskon					
6	saya memiliki keinginan untuk membeli ketika produk yang ditawarkan adalah produk yang paling saya inginkan					

**Lampiran 2 Statistik Deskriptif**

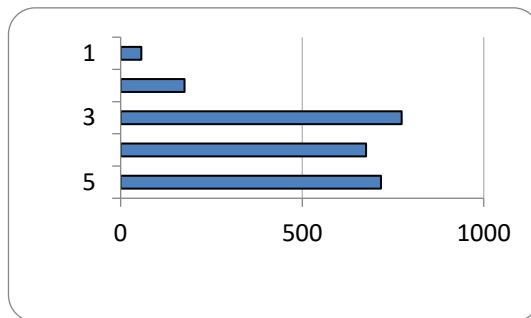
a) Variabel Hedonis dan utilitarian



b) Variabel purchase intention dan emotional pleasure



c) Variabel price discount



## d) Demografi responden

Demografi Responden	Ukuran	Frekuensi
Gender	Wanita	287
	Pria	113
Usia	20-24 tahun	261
	25-29 tahun	101
	30-34 tahun	21
	35-39 tahun	8
	40-44 tahun	9
Intensitas Penggunaan Tiktok	30 menit	81
	30 menit-1 jam	106
	1-2 jam	73
	lebih dari 2 jam	140
Lama Menggunakan Tiktok	Kurang dari 1 bulan	68
	1-3 bulan	51
	3-6 bulan	37
	Di atas 6 bulan	244

## Lampiran 3 Hasil dan Olah Data Statistik

## a) Nilai outer loading

	Outer loadings
Ke1 <- Emotional Pleasure	0.844
Ke2 <- Emotional Pleasure	0.838
Ke3 <- Emotional Pleasure	0.434
Ke4 <- Emotional Pleasure	0.731
Kh1 <- Nilai Hedonis	0.675
Kh2 <- Nilai Hedonis	0.719
Kh3 <- Nilai Hedonis	0.771
Kh4 <- Nilai Hedonis	0.834
Kh5 <- Nilai Hedonis	0.750
Kh6 <- Nilai Hedonis	0.812
Kp1 <- Purchase Intention	0.783
Kp2 <- Purchase Intention	0.778
Kp3 <- Purchase Intention	0.788
Kp4 <- Purchase Intention	0.826
Kpd1 <- Price Discount	0.807
Kpd2 <- Price Discount	0.809
Kpd3 <- Price Discount	0.826
Kpd4 <- Price Discount	0.777

Kpd5 <- Price Discount	0.644
Kpd6 <- Price Discount	0.741
Ku1 <- Nilai Utilitarian	0.778
Ku2 <- Nilai Utilitarian	0.832
Ku3 <- Nilai Utilitarian	0.788
Ku4 <- Nilai Utilitarian	0.825
Ku5 <- Nilai Utilitarian	0.818
Ku6 <- Nilai Utilitarian	0.743

	Outer Loadings
Ke1 <- Emotional Pleasure	0.856
Ke2 <- Emotional Pleasure	0.882
Ke4 <- Emotional Pleasure	0.780
Kh2 <- Nilai Hedonis	0.743
Kh3 <- Nilai Hedonis	0.772
Kh4 <- Nilai Hedonis	0.857
Kh5 <- Nilai Hedonis	0.738
Kh6 <- Nilai Hedonis	0.835
Kp1 <- Purchase Intention	0.784
Kp2 <- Purchase Intention	0.777
Kp3 <- Purchase Intention	0.788
Kp4 <- Purchase Intention	0.825
Kpd1 <- Price Discount	0.815
Kpd2 <- Price Discount	0.819
Kpd3 <- Price Discount	0.844
Kpd4 <- Price Discount	0.785
Kpd6 <- Price Discount	0.762
Ku1 <- Nilai Utilitarian	0.777
Ku2 <- Nilai Utilitarian	0.832
Ku3 <- Nilai Utilitarian	0.786
Ku4 <- Nilai Utilitarian	0.825
Ku5 <- Nilai Utilitarian	0.818
Ku6 <- Nilai Utilitarian	0.745
Price Discount X Emotional Pleasure -> Price Discount X Emotional Pleasure	1.000

## b) Nilai loading factor

	Nilai Hedonis	Nilai Utilitarian	Emotional Pleasure	Price Discount	Purchase Intention
KH2	<b>0.743</b>	0.447	0.399	0.351	0.446
KH3	<b>0.772</b>	0.554	0.430	0.469	0.522
KH4	<b>0.857</b>	0.517	0.391	0.420	0.536
KH5	<b>0.738</b>	0.468	0.309	0.400	0.545
KH6	<b>0.835</b>	0.519	0.367	0.421	0.542
KU1	0.495	<b>0.777</b>	0.439	0.504	0.573
KU2	0.540	<b>0.832</b>	0.480	0.551	0.606
KU3	0.518	<b>0.786</b>	0.389	0.494	0.595
KU4	0.529	<b>0.825</b>	0.467	0.567	0.581
KU5	0.476	<b>0.818</b>	0.445	0.553	0.648

KU6	0.485	<b>0.745</b>	0.469	0.521	0.520
KE1	0.450	0.467	<b>0.856</b>	0.474	0.474
KE2	0.376	0.474	<b>0.882</b>	0.456	0.456
KE4	0.380	0.480	<b>0.780</b>	0.512	0.512
KPD1	0.432	0.535	0.465	<b>0.815</b>	0.526
KPD2	0.387	0.521	0.442	<b>0.819</b>	0.496
KPD3	0.456	0.572	0.454	<b>0.844</b>	0.569
KPD4	0.426	0.513	0.409	<b>0.785</b>	0.464
KPD6	0.404	0.545	0.531	<b>0.762</b>	0.461
KP1	0.558	0.618	0.475	0.493	<b>0.784</b>
KP2	0.522	0.516	0.351	0.495	<b>0.777</b>
KP3	0.447	0.604	0.355	0.520	<b>0.788</b>
KP4	0.555	0.598	0.336	0.485	<b>0.825</b>

## c) Validitas diskriminan

	Emotional Pleasure	Nilai Hedonis	Nilai Utilitarian	Price Discount	Purchase Intention
Emotional Pleasure	0.840				
Nilai Hedonis	0.480	0.791			
Nilai Utilitarian	0.562	0.636	0.798		
Price Discount	0.570	0.523	0.667	0.806	
Purchase Intention	0.479	0.657	0.737	0.627	0.079

## d) Path analisis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Nilai Hedonis -> Emotional Pleasure	0,206	0,211	0,058	3,550	0,000
Nilai Hedonis -> Price Discount	0,167	0,170	0,056	2,992	0,003
Nilai Hedonis -> Purchase Intention	0,316	0,321	0,056	5,683	0,000
Nilai Utilitarian -> Emotional Pleasure	0,432	0,430	0,064	6,695	0,000
Nilai Utilitarian -> Price Discount	0,562	0,561	0,055	10,292	0,000
Nilai Utilitarian -> Purchase Intention	0,536	0,533	0,055	9,673	0,000
Price Discount -> Purchase Intention	0,196	0,195	0,051	3,835	0,000
Nilai Hedonis -> Emotional Pleasure -> Purchase Intention	-0,003	-0,002	0,010	0,266	0,791
Nilai Utilitarian -> Emotional Pleasure -> Purchase Intention	-0,005	-0,005	0,018	0,289	0,773
Nilai Hedonis -> Price Discount -> Purchase Intention	0,033	0,033	0,015	2,217	0,027
Nilai Utilitarian -> Price Discount -> Purchase Intention	0,110	0,110	0,032	3,477	0,001

## e) Pengujian selang kepercayaan

	Original Sample (O)	Sample Mean (M)	Bias	2.5%	97.5%
Emotional Pleasure -> Purchase Intention	-0,012	-0,013	0,000	-0,095	0,071
Nilai Hedonis -> Emotional Pleasure	0,206	0,211	0,005	0,063	0,305

Nilai Hedonis -> Price Discount	0,167	0,170	0,003	0,061	0,272
Nilai Hedonis -> Purchase Intention	0,316	0,321	0,005	0,203	0,411
Nilai Utilitarian -> Emotional Pleasure	0,432	0,430	-0,002	0,310	0,572
Nilai Utilitarian -> Price Discount	0,562	0,561	-0,001	0,454	0,664
Nilai Utilitarian -> Purchase Intention	0,536	0,533	-0,003	0,430	0,643
Price Discount -> Purchase Intention	0,196	0,195	-0,001	0,090	0,293
Nilai Hedonis -> Emotional Pleasure -> Purchase Intention	-0,003	-0,002	0,000	-0,020	0,018
Nilai Utilitarian -> Emotional Pleasure -> Purchase Intention	-0,005	-0,005	0,000	-0,039	0,029
Nilai Hedonis -> Price Discount -> Purchase Intention	0,033	0,033	0,001	0,009	0,064
Nilai Utilitarian -> Price Discount -> Purchase Intention	0,110	0,110	0,000	0,049	0,175
Nilai Hedonis -> Emotional Pleasure -> Purchase Intention	-0,003	-0,002	0,000	-0,020	0,018
Nilai Utilitarian -> Emotional Pleasure -> Purchase Intention	-0,005	-0,005	0,000	-0,039	0,029
Nilai Hedonis -> Price Discount -> Purchase Intention	0,033	0,033	0,001	0,009	0,064
Nilai Utilitarian -> Price Discount -> Purchase Intention	0,110	0,110	0,000	0,049	0,175

## f) Estimasi goodness of fit

	<b>Saturated Model</b>	<b>Estimated Model</b>
SRMR	0,059	0,065
d_ ULS	0,970	1,184
d_ G	0,362	0,381
Chi-Square	868,275	894,341
NFI	0,834	0,829

## g) Estimasi VIF

	<b>VIF</b>
KE1	<b>1,783</b>
KE2	<b>2,087</b>
KE4	<b>1,500</b>
KH2	<b>1,666</b>
KH3	<b>1,702</b>
KH4	<b>2,407</b>
KH5	<b>1,664</b>
KH6	<b>2,266</b>
KP1	<b>1,544</b>
KP2	<b>1,590</b>
KP3	<b>1,645</b>
KP4	<b>1,814</b>
KPD1	<b>1,932</b>
KPD2	<b>2,051</b>

KPD3	2,175
KPD4	1,828
KPD6	1,708
KU1	2,007
KU2	2,301
KU3	1,967
KU4	2,267
KU5	2,158
KU6	1,911

## h) PLS predict

	RMSE	MAE	MAPE	Q <sup>2</sup> _predict
KE1	0,889	0,709	23,909	0,246
KE2	0,823	0,679	19,535	0,222
KE4	0,765	0,621	17,221	0,230
KPD1	0,836	0,648	20,966	0,293
KPD2	0,867	0,670	22,729	0,270
KPD3	0,808	0,649	19,910	0,335
KPD4	0,848	0,665	22,384	0,273
KPD6	0,799	0,646	19,638	0,296
KP1	0,758	0,597	20,582	0,420
KP2	0,813	0,618	23,089	0,316
KP3	0,685	0,543	16,508	0,354
KP4	0,808	0,651	24,982	0,402

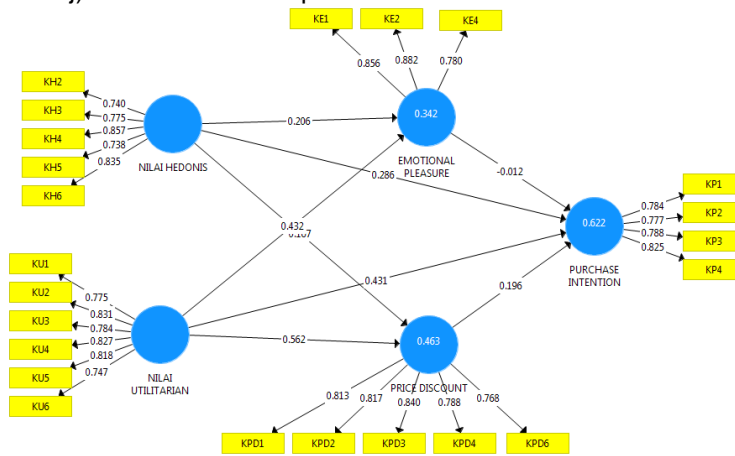
	RMSE	MAE	MAPE	Q <sup>2</sup> _predict
KE1	0,901	0,714	23,976	0,226
KE2	0,839	0,688	20,022	0,191
KE4	0,759	0,609	16,704	0,241
KPD1	0,852	0,663	21,331	0,265
KPD2	0,883	0,685	23,180	0,244
KPD3	0,824	0,653	19,921	0,308
KPD4	0,876	0,682	23,054	0,225
KPD6	0,810	0,636	19,472	0,276
KP1	0,779	0,609	21,054	0,388
KP2	0,825	0,630	23,311	0,296
KP3	0,689	0,539	16,354	0,347
KP4	0,781	0,635	23,417	0,442

## i) Estimasi R square

	R Square Adjusted
Emotional Pleasure	0,338
Price Discount	0,460

Purchase Intention	0,619
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j) Gambar model penelitian



Lampiran 4 Proses pengumpulan data

