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LAMPIRAN

Lampiran 1: Format Kuesioner Penelitian

KUISIONER

PENGARUH *INFORMATION TECHNOLOGI AWARENESS* DAN *DIGITAL MARKETING* MELALUI *OPEN INNOVATION* TERHADAP KINERJA UKM DI KOTA MAKASSAR

Diajukan oleh

JOHANNES BAPTISTA HALIK

A013191009

**PROGRAM DOKTOR ILMU EKONOMI
FAKULTAS EKONOMI DAN
BISNIS UNIVERSITAS
HASANUDDIN MAKASSAR
2022**

I. PETUNJUK PENGISIAN OPINIER/ KUSIONER

a. Bacalah setiap pernyataan dengan teliti, sampai Bapak/Ibu benar-benar memahami intinya.

b. Jangan ada pernyataan yang terlewatkan/tidak diisi.

c. Berikan jawaban atas setiap pernyataan dengan memilih salah satu dari 5 (lima).

d. Alternatif pilihan yang paling cocok dengan keadaan sebenarnya,setiap pilihan.

e. Diberikan kode sebagai berikut:

STS= Sangat Tidak Setuju   1

TS = Tidak Setuju   2

KS = Kurang Setuju   3

S   = Setuju   4

SS = Sangat Setuju   5

Cantumkan tanda centang (√) pada kolom pilihan yang Bapak/Ibu pilih yang kolomnya tersedia di samping kanan dari setiap pernyataan.

II. KARAKTERISTIK RESPONDEN

JenisKelamin   : ☐ Pria   ☐ Wanita

Lama Usaha   : ☐ Dibawah 1 tahun ☐ 1- 3 tahun

☐ Diatas 3 tahun

JumlahKaryawan   : ....

JumlahJenis Menu Yang Ditawarkan : ……..

Sosial Media Yang Digunakan :

	WhatsApp		Facebook
	Instagram		Telegram
	Tiktok		Snack Video
	Lainnya (…………………..)		

E-Commerce yang digunakan :

	Gofood		GrabFood
	Shopee		Tokopedia
	Lazada		Lainnya……

Penggunaan aplikasi digital UKM :

	Ya		Tidak

Aplikasi usaha berbasis digital : ……………………
yang digunakan(Jika ada)

III. INSTRUMEN KUESIONER

A. *INFORMATION TECHNOLOGY AWARENESS*

No.	Daftar Pernyataan	Jawaban				
		SS	S	KS	TS	STS
X1.1	Saya telah mengetahui jenis teknologi digital yang tepat untuk menunjang kegiatan usaha saya					
X1.2	Usaha saya telah menggunakan jenis teknologi digital dalam menunjang kegiatan usaha saya					
X1.3	Saya maupun para pegawai yang bekerja pada usaha saya telah lancar menggunakan aplikasi digital untuk menjalankan usaha					
X1.4	Saya telah mampu menyelesaikan masalah yang dihadapi dalam menjalankan usaha saya dengan teknologi digital yang tersedia					

B. *DIGITAL MARKETING*

No.	Daftar Pernyataan	Jawaban				
		SS	S	KS	TS	STS
X2.1	Bagi saya, penggunaan media pemasaran digital dapat menekan biaya dan waktu transaksi dari usaha saya kepada konsumen					
X2.2	Hubungan dua arah dari pelaku UKM dan pembeli berjalan lancar dengan menggunakan media pemasaran digital					
X2.3	Program yang usaha saya luncurkan melalui media digital dapat menciptakan nilai lebih bagi usaha yang saya jalankan					
X2.4	Menurut saya, promosi yang dilakukan melalui media digital dapat menarik minat konsumen lebih besar terhadap produk yang saya tawarkan					

C. *OPEN INNOVATION*

No.	Daftar Pernyataan	Jawaban				
		SS	S	KS	TS	STS
Y1.1	Ada keterlibatan dari pihak eksternal (pemerintah, lembaga pendidikan, supplier) terhadap inovasi yang dilakukan oleh usaha saya					
Y1.2	Saya mendapatkan masukan dari konsumen maupun meniru yang dilakukan oleh pesaing saya dalam melakukan inovasi bagi usaha saya.					
Y1.3	UKM saya telah menggunakan alat-alat terbaru sesuai perkembangan zaman serta menawarkan produk yang menggunakan bahan / material yang up to date					
Y1.4	UKM saya telah memiliki alat atau aplikasi yang telah dibeli paten/hak cipta/ lisensinya untuk menunjang kegiatan usaha saya.					
Y1.5	UKM saya berupaya mendapatkan keuntungan lain dari inovasi internal yang telah dilakukan					
Y1.6	UKM saya menawarkan kepada usaha lain metode-metode baru yang dapat mereka gunakan dalam menjalankan usaha mereka					
Y1.5	UKM saya telah menjual lisensi, paten dan cara pembuatan produk baru kepada pihak lain					

D. KINERJA UKM

No.	Daftar Pernyataan	Jawaban				
		SS	S	KS	TS	STS
Y2.1	Penjualan dari produk yang ditawarkan oleh UKM saya mengalami peningkatan dari tahun ke tahun					
Y2.2	Modal usaha saya telah mengalami peningkatan sejak usaha didirikan					
Y2.3	Pegawai / karyawan yang bekerja di usaha saya mengalami penambahan tenaga kerja setiap tahunnya					
Y2.4	Konsumen yang melakukan pembelian terhadap produk usaha saya semakin bertambah banyak					
Y2.5	Laba usaha saya mengalami peningkatan setiap tahunnya					
Y2.6	Tempat / lokasi dari usaha saya mengalami penambahan ukuran atau usaha saya telah membuka cabang di tempat lain					

Lampiran 2 : Hasil Kuesioner Responden

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140	3	3	2	2	3	3
141	3	2	3	3	3	2

142	2	3	2	2	2	3
143	4	4	3	4	4	4
144	4	4	4	3	4	5
145	3	2	3	3	2	3
146	4	5	5	4	4	3
147	4	4	2	4	3	4
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149	2	2	2	3	2	2
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379	3	4	3	5	3	5
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381	2	2	3	2	2	2

Lampiran 3 : Analisis Deskriptif Statistik

Descriptives

Notes

Output Created		14-Jun-2023 11:39:39
Comments		
Input	Data	F:\odt joe halik2 PLS (prgrs)\Analisis deskrptif df SPSS\input SPSS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	381
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.
Syntax		DESCRIPTIVES VARIABLES=TotalX1 TotalX2 TotalY1 TotalY2 /STATISTICS=MEAN STDDEV MIN MAX.
Resources	Processor Time	00:00:00.000

Notes

Output Created		14-Jun-2023 11:39:39
Comments		
Input	Data	F:\odt joe halik2 PLS (prgrs)\Analisis deskrptif df SPSS\input SPSS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	381
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.
Syntax		DESCRIPTIVES VARIABLES=TotalX1 TotalX2 TotalY1 TotalY2 /STATISTICS=MEAN STDDEV MIN MAX.
Resources	Processor Time	00:00:00.000
	Elapsed Time	00:00:00.004

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
TotalX1	381	7	20	15.41	3.713
TotalX2	381	8	20	15.02	3.739
TotalY1	381	15	35	26.44	5.429
TotalY2	381	11	30	20.81	4.966
Valid N (listwise)	381				

Descriptives

Notes

Output Created		14-Jun-2023 11:40:00
Comments		
Input	Data	F:\odt joe halik2 PLS (prgrs)\Analisis deskrptif df SPSS\input SPSS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	381
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.
Syntax		DESCRIPTIVES VARIABLES=RataX1 RataX2 RataY1 RataY2
		/STATISTICS=MEAN STDDEV MIN MAX.
Resources	Processor Time	00:00:00.000
	Elapsed Time	00:00:00.001

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
RataX1	381	1.75	5.00	3.8537	.92822
RataX2	381	2.00	5.00	3.7559	.93478
RataY1	381	2.14	5.00	3.7765	.77562
RataY2	381	1.83	5.00	3.4685	.82763
Valid N (listwise)	381				

Frequencies

Notes

Output Created		14-Jun-2023 11:40:27
Comments		
Input	Data	F:\odt joe halik2 PLS (prgrs)\Analisis deskrptif df SPSS\input SPSS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	381
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
		/STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
		/ORDER=ANALYSIS.

Resources	Processor Time	00:00:00.000
	Elapsed Time	00:00:00.003

Statistics

		X1.1	X1.2	X1.3	X1.4
N	Valid	381	381	381	381
	Missing	0	0	0	0
Mean		3.98	3.92	3.87	3.64
Std. Deviation		1.023	1.089	1.055	.929
Minimum		2	1	1	2
Maximum		5	5	5	5

Frequency Table

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	43	11.3	11.3	11.3
	3	73	19.2	19.2	30.4
	4	112	29.4	29.4	59.8
	5	153	40.2	40.2	100.0
	Total	381	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	1.0	1.0	1.0
	2	51	13.4	13.4	14.4
	3	65	17.1	17.1	31.5
	4	113	29.7	29.7	61.2
	5	148	38.8	38.8	100.0

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	1.0	1.0	1.0
	2	51	13.4	13.4	14.4
	3	65	17.1	17.1	31.5
	4	113	29.7	29.7	61.2
	5	148	38.8	38.8	100.0
	Total	381	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	.8	.8	.8
	2	53	13.9	13.9	14.7
	3	62	16.3	16.3	31.0
	4	135	35.4	35.4	66.4
	5	128	33.6	33.6	100.0
	Total	381	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	55	14.4	14.4	14.4
	3	92	24.1	24.1	38.6
	4	169	44.4	44.4	82.9
	5	65	17.1	17.1	100.0
	Total	381	100.0	100.0	

Frequencies

Notes

Output Created		14-Jun-2023 11:40:39
Comments		
Input	Data	F:\odt joe halik2 PLS (prgrs)\Analisis deskrptif df SPSS\input SPSS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File		381
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=X2.1 X2.2 X2.3 X2.4 /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN /ORDER=ANALYSIS.	
Resources	Processor Time		00:00:00.000
	Elapsed Time		00:00:00.004

Statistics

		X2.1	X2.2	X2.3	X2.4
N	Valid	381	381	381	381
	Missing	0	0	0	0
Mean		3.88	3.96	3.68	3.51
Std. Deviation		1.089	1.144	1.085	.959
Minimum		1	2	1	2

Statistics

		X2.1	X2.2	X2.3	X2.4
N	Valid	381	381	381	381
	Missing	0	0	0	0
Mean		3.88	3.96	3.68	3.51
Std. Deviation		1.089	1.144	1.085	.959
Minimum		1	2	1	2
Maximum		5	5	5	5

Frequency Table

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.3	.3	.3
	2	58	15.2	15.2	15.5
	3	71	18.6	18.6	34.1
	4	107	28.1	28.1	62.2
	5	144	37.8	37.8	100.0

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.3	.3	.3
	2	58	15.2	15.2	15.5
	3	71	18.6	18.6	34.1
	4	107	28.1	28.1	62.2
	5	144	37.8	37.8	100.0
	Total	381	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	62	16.3	16.3	16.3
	3	71	18.6	18.6	34.9
	4	69	18.1	18.1	53.0
	5	179	47.0	47.0	100.0
	Total	381	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	1.3	1.3	1.3
	2	61	16.0	16.0	17.3
	3	91	23.9	23.9	41.2
	4	118	31.0	31.0	72.2
	5	106	27.8	27.8	100.0
	Total	381	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	67	17.6	17.6	17.6
	3	114	29.9	29.9	47.5
	4	140	36.7	36.7	84.3
	5	60	15.7	15.7	100.0
	Total	381	100.0	100.0	

Frequencies

Notes

Output Created		14-Jun-2023 11:40:54
Comments		
Input	Data	F:\odt joe halik2 PLS (prgrs)\Analisis deskrptif df SPSS\input SPSS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	381
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=Y1.1 Y1.2 Y1.3 Y1.4 Y1.5 Y1.6 Y1.7
		/STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
		/ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.015

Notes

Output Created		14-Jun-2023 11:40:54
Comments		
Input	Data	F:\odt joe halik2 PLS (prgrs)\Analisis deskrptif df SPSS\input SPSS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	381
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=Y1.1 Y1.2 Y1.3 Y1.4 Y1.5 Y1.6 Y1.7 /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.015
	Elapsed Time	00:00:00.003

Statistics

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7
N	Valid	381	381	381	381	381	381	381
	Missing	0	0	0	0	0	0	0
Mean		3.73	3.78	3.93	3.80	3.68	3.87	3.65
Std. Deviation		.892	.989	1.051	1.044	1.035	1.008	1.012
Minimum		2	1	1	1	2	1	1
Maximum		5	5	5	5	5	5	5

Frequency Table

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	33	8.7	8.7	8.7
	3	116	30.4	30.4	39.1
	4	151	39.6	39.6	78.7
	5	81	21.3	21.3	100.0
	Total	381	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.3	.3	.3
	2	42	11.0	11.0	11.3
	3	106	27.8	27.8	39.1
	4	124	32.5	32.5	71.7
	5	108	28.3	28.3	100.0
	Total	381	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.3	.3	.3
	2	49	12.9	12.9	13.1
	3	72	18.9	18.9	32.0
	4	114	29.9	29.9	61.9
	5	145	38.1	38.1	100.0
	Total	381	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.3	.3	.3
	2	51	13.4	13.4	13.6
	3	93	24.4	24.4	38.1
	4	113	29.7	29.7	67.7
	5	123	32.3	32.3	100.0
	Total	381	100.0	100.0	

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	65	17.1	17.1	17.1
	3	89	23.4	23.4	40.4
	4	130	34.1	34.1	74.5
	5	97	25.5	25.5	100.0
	Total	381	100.0	100.0	

Y1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.5	.5	.5
	2	43	11.3	11.3	11.8
	3	81	21.3	21.3	33.1
	4	133	34.9	34.9	68.0
	5	122	32.0	32.0	100.0
	Total	381	100.0	100.0	

Y1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.5	.5	.5
	2	61	16.0	16.0	16.5
	3	90	23.6	23.6	40.2
	4	144	37.8	37.8	78.0
	5	84	22.0	22.0	100.0
	Total	381	100.0	100.0	

Frequencies

Notes

Output Created		14-Jun-2023 11:41:09
Comments		
Input	Data	F:\odt joe halik2 PLS (prgrs)\Analisis deskrptif df SPSS\input SPSS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	381
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=Y2.1 Y2.2 Y2.3 Y2.4 Y2.5 Y2.6
		/STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
		/ORDER=ANALYSIS.

| Resources | Processor Time | 00:00:00.000 |
| | Elapsed Time | 00:00:00.003 |

Statistics

		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6
N	Valid	381	381	381	381	381	381
	Missing	0	0	0	0	0	0
Mean		3.41	3.73	3.33	3.44	3.34	3.55
Std. Deviation		.938	1.105	.971	.992	.962	1.056
Minimum		2	1	1	1	1	1
Maximum		5	5	5	5	5	5

Frequency Table

Y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	77	20.2	20.2	20.2
	3	115	30.2	30.2	50.4
	4	145	38.1	38.1	88.5
	5	44	11.5	11.5	100.0
	Total	381	100.0	100.0	

Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	.8	.8	.8
	2	66	17.3	17.3	18.1
	3	80	21.0	21.0	39.1
	4	112	29.4	29.4	68.5
	5	120	31.5	31.5	100.0
	Total	381	100.0	100.0	

Y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	.8	.8	.8
	2	81	21.3	21.3	22.0
	3	132	34.6	34.6	56.7
	4	118	31.0	31.0	87.7
	5	47	12.3	12.3	100.0
	Total	381	100.0	100.0	

Y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.3	.3	.3
	2	83	21.8	21.8	22.0
	3	98	25.7	25.7	47.8
	4	145	38.1	38.1	85.8
	5	54	14.2	14.2	100.0
	Total	381	100.0	100.0	

Y2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.3	.3	.3
	2	88	23.1	23.1	23.4
	3	113	29.7	29.7	53.0
	4	137	36.0	36.0	89.0
	5	42	11.0	11.0	100.0
	Total	381	100.0	100.0	

Y2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.3	.3	.3
	2	74	19.4	19.4	19.7
	3	107	28.1	28.1	47.8
	4	111	29.1	29.1	76.9
	5	88	23.1	23.1	100.0
	Total	381	100.0	100.0	

Lampiran 4 : Gambar Model dan Nilai Uji T
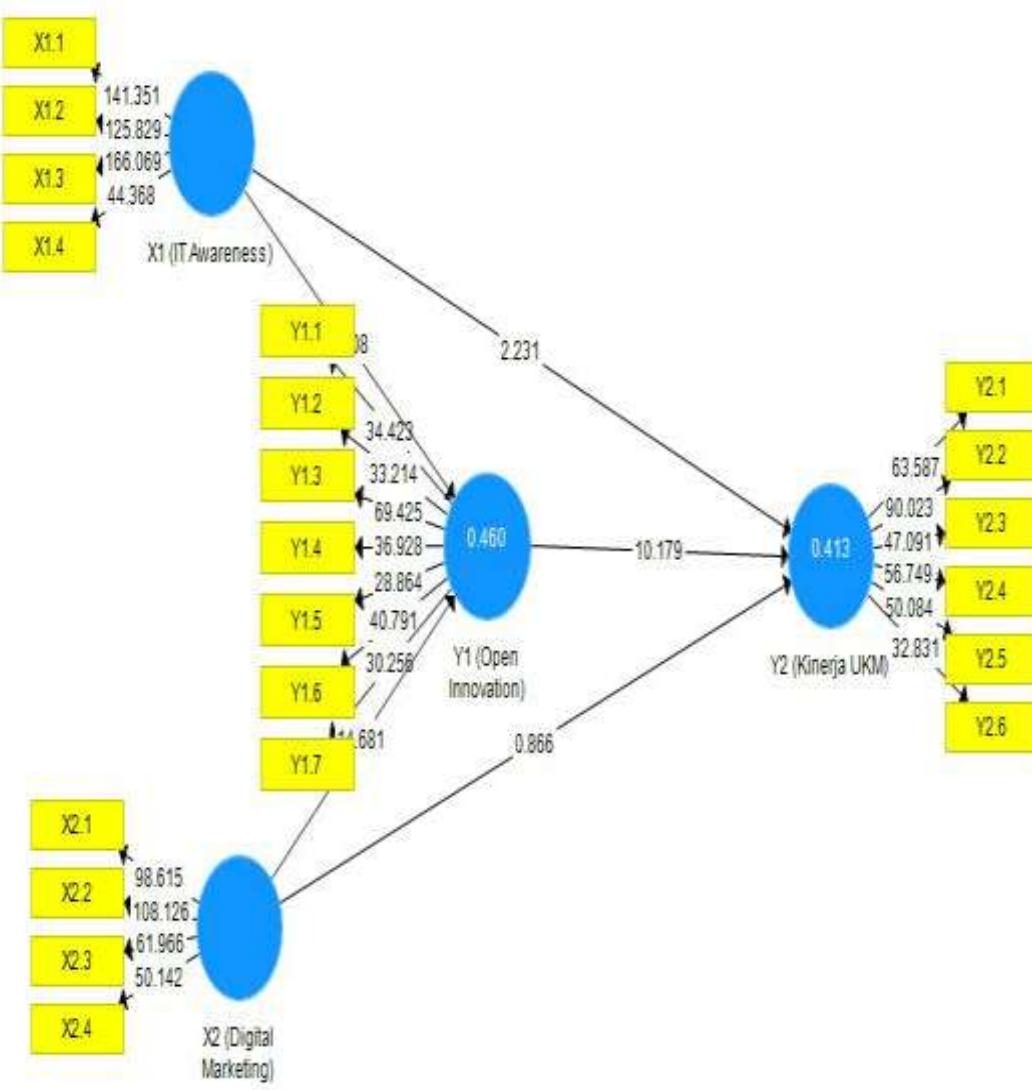
Lampiran 5 : Gambar Model dan Nilai Uji Validitas
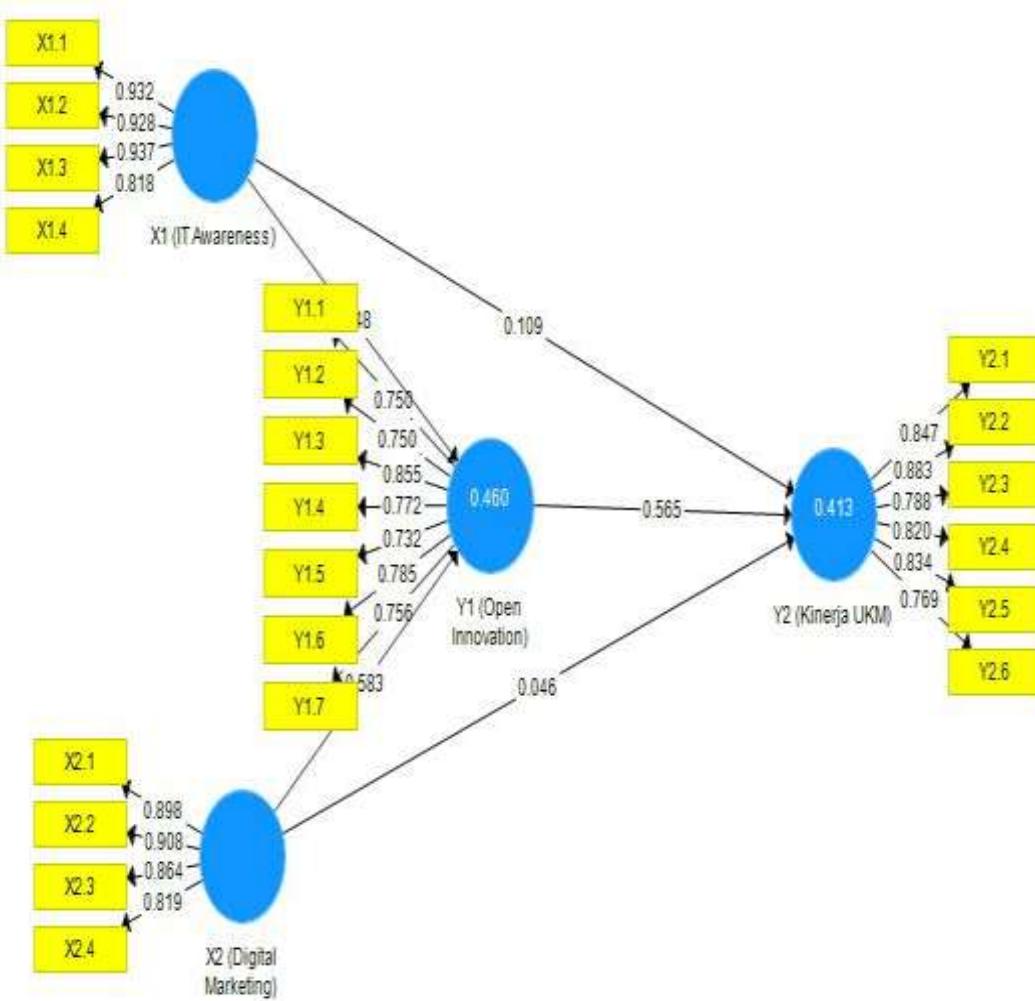
BIODATA

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4. Sarjana (S1) tahun 2002 – 2007 di Unika Atmajaya Jakarta (S.E)
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Karya Ilmiah / Artikel yang telah dipublikasikan

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8. HALIK, J. B., PARAWANSA, D. A. S., & SUDIRMAN, I. (2023). Implications of IT Awareness and Digital Marketing to Product Distribution on the Performance of Makassar SMEs. 유통과학연구 (JDS), 21(7), 105-116.

Demikian biodata ini dibuat dengan sebenarnya.

Makassar,

Johannes Baptista Halik