

# LAMPIRAN



### DAFTAR PERTANYAAN (KUESIONER)

Saya adalah mahasiswi Politeknik Yayasan Keluarga Pahlawan Nasional Yogyakarta Jurusan Akuntansi Perpajakan yang sedang melakukan penelitian untuk Tugas Akhir Skripsi D4 sebagai salah satu syarat kelulusan. Judul penelitian mengenai **“Persepsi Toko-Toko Retail di Kabupaten Klaten Atas Kebijakan Kenaikan PPN Menjadi 11% dan Dampaknya terhadap Optimisme Panjualan”**. Demi tercapainya tujuan penelitian ini saya mengharapkan ketersediaan dari Bapak/Ibu sekalian untuk menjawab pertanyaan yang terdapat didalam kuesioner ini dengan lengkap dan benar.

Atas kesediaan Bapak/Ibu sekalian dalam menjawab kuesioner ini, saya ucapkan terima kasih.

#### A. Data Resonden dan Toko

Nama Toko : .....

Nama Responden : .....

Jabatan : .....

Lama Usaha : .....

Status PKP : Ya ☐ Tidak ☐

#### B. Pertanyaan-pertanyaan

Berilah tanda (✓) pada pertanyaan yang sesuai dengan pilihan anda.

Keterangan :

|     |                     |        |
|-----|---------------------|--------|
| STS | Sangat Tidak Setuju | 1 poin |
| TS  | Tidak Setuju        | 2 poin |
| N   | Netral              | 3 poin |
| S   | Setuju              | 4 poin |
| SS  | Sangat Setuju       | 5 poin |

| No | Pertanyaan atau pernyataan                                                                                                                           | Kategori |    |   |   |    |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----|---|---|----|
|    |                                                                                                                                                      | STS      | TS | N | S | SS |
|    |                                                                                                                                                      | 1        | 2  | 3 | 4 | 5  |
|    | Pengetahuan tentang kebijakan kenaikan PPN                                                                                                           |          |    |   |   |    |
| 1. | Saya mengetahui bahwa pemerintah mengeluarkan kebijakan ini untuk meningkatkan ekonomi setelah pandemi covid-19                                      |          |    |   |   |    |
| 2. | Saya mengetahui adanya kebijakan kenaikan PPN yang diatur dalam UU HPP                                                                               |          |    |   |   |    |
| 3. | Saya setuju jika alasan pemerintah memberlakukan kebijakan kenaikan tarif PPN adalah untuk menguatkan perekonomian nasional setelah Pandemi Covid-19 |          |    |   |   |    |
| 4. | Saya mengetahui bahwa PPN adalah jenis pajak yang dikenakan atas konsumsi barang dan/ atau jasa di dalam daerah pabean (Indonesia)                   |          |    |   |   |    |
| 5. | Saya mengetahui bahwa Pasal 7 ayat (1) huruf a UU HPP mengatur tentang kenaikan tarif PPN menjadi 11%                                                |          |    |   |   |    |
| 6. | PPN adalah pajak yang dikenakan atas barang konsumsi                                                                                                 |          |    |   |   |    |
| 7. | Toko saya adalah pemungut PPN atas nama negara                                                                                                       |          |    |   |   |    |
| 8. | Saya merasa bahwa keputusan pemerintah menetapkan kebijakan                                                                                          |          |    |   |   |    |



| No      | Pertanyaan atau pernyataan                                                                                           | Kategori |    |   |   |    |
|---------|----------------------------------------------------------------------------------------------------------------------|----------|----|---|---|----|
|         |                                                                                                                      | STS      | TS | N | S | SS |
|         |                                                                                                                      | 1        | 2  | 3 | 4 | 5  |
|         | kenaikan PPN merupakan hal yang tepat                                                                                |          |    |   |   |    |
| 9.      | Saya merasa bahwa ini merupakan kebijakan yang tepat untuk meningkatkan perekonomian negara setelah Pandemi Covid-19 |          |    |   |   |    |
| 10.     | Saya tidak merasa keberatan dengan kenaikan tarif PPN menjadi 11%                                                    |          |    |   |   |    |
| 11.     | Saya merasa perlu menyesuaikan harga produk untuk menanggulangi dampak kenaikan PPN.                                 |          |    |   |   |    |
| 12.     | Kenaikan PPN berdampak pada keputusan saya untuk membuka cabang baru.                                                |          |    |   |   |    |
| 13.     | Kenaikan PPN berdampak pada kemampuan saya untuk mempertahankan karyawan.                                            |          |    |   |   |    |
| 14.     | Kenaikan PPN membuat saya lebih kreatif dalam mencari solusi untuk meningkatkan penjualan.                           |          |    |   |   |    |
| 15.     | Kenaikan PPN berpotensi mempengaruhi kelangsungan usaha saya dalam jangka panjang.                                   |          |    |   |   |    |
| Promosi |                                                                                                                      |          |    |   |   |    |
| 16.     | Toko saya melakukan promosi setelah kenaikan PPN                                                                     |          |    |   |   |    |

| No                          | Pertanyaan atau pernyataan                                                           | Kategori |    |   |   |    |
|-----------------------------|--------------------------------------------------------------------------------------|----------|----|---|---|----|
|                             |                                                                                      | STS      | TS | N | S | SS |
|                             |                                                                                      | 1        | 2  | 3 | 4 | 5  |
| 17.                         | Toko saya memiliki program loyalitas pelanggan                                       |          |    |   |   |    |
| 18.                         | Toko saya memiliki 3 akun media sosial untuk melakukan promosi                       |          |    |   |   |    |
| 19.                         | Toko saya melakukan program diskon setelah kenaikan PPN                              |          |    |   |   |    |
| 20.                         | Toko membuat video konten untuk meningkatkan penjualan setelah kenaikan PPN          |          |    |   |   |    |
| Tingkat Optimisme Penjualan |                                                                                      |          |    |   |   |    |
| 1.                          | Omset penjualan saya mengalami penurunan setelah kenaikan tarif PPN.                 |          |    |   |   |    |
| 2.                          | Penurunan omset penjualan saya lebih dari 10% setelah kenaikan PPN.                  |          |    |   |   |    |
| 3.                          | Beban pajak bertambah akibat kenaikan PPN                                            |          |    |   |   |    |
| 4.                          | Omset penjualan saya kembali stabil setelah beberapa bulan kenaikan PPN.             |          |    |   |   |    |
| 5.                          | Kenaikan PPN menyebabkan saya kehilangan pelanggan tetap.                            |          |    |   |   |    |
| 6.                          | Saya merasa perlu menyesuaikan harga produk untuk menanggulangi dampak kenaikan PPN. |          |    |   |   |    |
| 7.                          | Jumlah transaksi penjualan turun setelah kenaikan PPN 11%                            |          |    |   |   |    |
| 8.                          | Margin keuntungan toko turun setelah                                                 |          |    |   |   |    |

| No  | Pertanyaan atau pernyataan                                      | Kategori |    |   |   |    |
|-----|-----------------------------------------------------------------|----------|----|---|---|----|
|     |                                                                 | STS      | TS | N | S | SS |
|     |                                                                 | 1        | 2  | 3 | 4 | 5  |
|     | PPN 11%                                                         |          |    |   |   |    |
| 9.  | Sulit mempertahankan penjualan dilevel sebelum kenaikan PPN 11% |          |    |   |   |    |
| 10. | Kenaikan PPN berdampak pada harga jual produk di toko saya.     |          |    |   |   |    |

| No | Nama Toko                    | Nama Responden        | Jabatan Responden | Lama Usaha | Nomor Hp/Telepon | Status PKP | Jenis Toko Retail |
|----|------------------------------|-----------------------|-------------------|------------|------------------|------------|-------------------|
| 1  | BG Shop                      | Bambang Wijayanto, ST | Owner             | 7 tahun    | 087726307718     | YA         | Fashion           |
| 2  | Purimas                      | Surya Hartono         | owner             | 14 tahun   | 081917041304     | YA         | Kelontong         |
| 3  | Sriwa Store                  | Ridwan                | Owner             | 7 Tahun    | 085729722113     | YA         | Fashion           |
| 4  | Citra Swalayan               | Budi                  | Manager           | 10 Tahun   | 085150718505     | YA         | Kelontong         |
| 5  | ABG COLLECTION               | Dimas                 | Manager           | 9 Tahun    | 082323217313     | YA         | Kelontong         |
| 6  | Minimart Wedi                | Akram Jundullah A     | Wakil Kepala Toko | 6 Tahun    | 0882006940850    | YA         | Kelontong         |
| 7  | Harapan Jaya                 | Galih Putra Pratama   | Manager           | 9 Tahun    | 0895401013026    | YA         | Kelontong         |
| 8  | A.y Store                    | Linda darmawati       | Owner             | 9 tahun    | 085740047004     | YA         | Fashion           |
| 9  | Sumber Hidup                 | Eva Dwiyantri         | Manajer           | 7 tahun    | 0815500580       | YA         | Kelontong         |
| 10 | Alfathiahah                  | Okto salgado          | Kepala Toko       | 7 tahun    | 081917091404     | YA         | Kelontong         |
| 11 | Luwes Glosir Ceper           | Antika Sapitri        | Kepala Toko       | 10 Tahun   | 0895327356320    | YA         | Kelontong         |
| 12 | Berkah Rejeki                | Nanda Putra           | Manager           | 8 Tahun    | 08164275182      | YA         | Kelontong         |
| 13 | Indo Jaya Elektronik         | Bagus Hariyanto       | Manager           | 9 Tahun    | 0895634626376    | YA         | Kelontong         |
| 14 | Toko Monique Grosir Delanggu | syifa                 | manager           | 8 tahun    | 081326188556     | YA         | Kelontong         |
| 15 | Adimas Swalayan Klaten       | Yulianto              | Kepala Toko       | 11 Tahun   | 0272 333011      | YA         | Kelontong         |
| 16 | Wish Mart                    | Faranasya Maharani    | Kepala Toko       | 7 Tahun    | 085803783098     | YA         | Kelontong         |
| 17 | Minimart Rajawali Klaten     | Afrizal Surya         | Wakil Kepala Toko | 7 Tahun    | 085742799865     | YA         | Kelontong         |
| 18 | Minimart Sungkur             | Naufal Al Daffa       | Kepala Toko       | 7 Tahun    | 08811053020      | YA         | Kelontong         |
| 19 | Swalayan Darussalam          | Didit Marwandi        | Manager toko      | 8 Tahun    | 085815950677     | YA         | Kelontong         |
| 20 | MF Kosmetik Kebonarum        | Salina Sekar Sari     | Kepala Toko       | 7 Tahun    | 085293236567     | YA         | Kecantikan        |
| 21 | SS Mart Klaten               | Aldo Alfian           | Owner             | 6 Tahun    | 081238254483     | YA         | Kelontong         |
| 22 | Cemara Accessories Klaten    | Fernanda Nur Alisa    | Kepala Toko       | 6 Tahun    | 085225093474     | YA         | Fashion           |
| 23 | Bimbo                        | Fadhila Nur           | Manager           | 10         | 081804788425     | YA         | Fashion           |

| No | Nama Toko             | Nama Responden       | Jabatan Responden | Lama Usaha | Nomor Hp/Telepon | Status PKP | Jenis Toko Retail |
|----|-----------------------|----------------------|-------------------|------------|------------------|------------|-------------------|
|    | Delanggu              |                      |                   | Tahun      |                  |            |                   |
| 24 | Ayu Swalayan Cawas    | Syahla               | Manager toko      | 12 Tahun   | (0272) 897291    | YA         | Kelontong         |
| 25 | Ayu Swalayan Pedan    | Ghani Tri Waskito    | Manager           | 8 Tahun    | (0272) 898352    | YA         | Kelontong         |
| 26 | Toko Orenz Pedan      | Restu Pangestu       | Manager           | 9 Tahun    | 085445411411     | YA         | Kelontong         |
| 27 | GP Mart Kemalang      | Agus Cahyono         | Manager           | 10 Tahun   | 0856437964695    | YA         | Kelontong         |
| 28 | Toko Rajawali Jatinom | Indra Dwi Yudistira  | Manager           | 10 Tahun   | 081393335353     | YA         | Kelontong         |
| 29 | Toko Ungu Klaten      | Ratih Novitasari     | Wakil kepala toko | 7 tahun    | 08551780775      | YA         | Kelontong         |
| 30 | Toko ABG Klaten       | Fahrizal Ramadhan    | Manager           | 7 Tahun    | 081910126132     | YA         | Kelontong         |
| 31 | Laris Swalayan Klaten | Siska Rahmawati      | Kepala toko       | 29 Tahun   | (0272) 321822    | YA         | Kelontong         |
| 32 | Nadja Store           | Annisa Kurnia Sari   | Kepala Toko       | 6 Tahun    | 082137681221     | YA         | Kelontong         |
| 33 | JEEVIKA MART ORGANIC  | Yumnatha Prasetyani  | Manager           | 6 Tahun    | 082137750007     | YA         | Kelontong         |
| 34 | Toko Bobo             | Arif Juliawan        | Manager           | 10 Tahun   | (0272) 321448    | YA         | Lain - lain       |
| 35 | Mulya Jaya Swalayan   | Adi Wibowo           | Kepala toko       | 10 tahun   | 085729905889     | YA         | Kelontong         |
| 36 | Laris Maju Jaya       | Sigit Januar         | Kepala toko       | 9 tahun    | 081316988924     | YA         | Kelontong         |
| 37 | Toko ABC Klaten       | Evan Rafid Nasrullah | Manager           | 8 Tahun    | 081393014433     | YA         | Kelontong         |
| 38 | Mitra Swalayan Klaten | Musyawaroh           | Manager           | 15 Tahun   | (0272) 327975    | YA         | Kelontong         |
| 39 | Jendela Store         | Pandu Dwi Sudjarmiko | Kepala Toko       | 10 Tahun   | 087734723000     | YA         | Lain - lain       |
| 40 | Violet Danguran       | Irfan Triyono        | Manager           | 9 Tahun    | (0272) 3391514   | YA         | Kelontong         |
| 41 | Toko Gentong Mas      | Anwar Fairuz Ababil  | Manager           | 7 tahun    | 081295519842     | YA         | Kelontong         |
| 42 | Jago Murah Glosir     | Reza Octavian        | Manager           | 9 tahun    | 085725970797     | YA         | Kelontong         |
| 43 | Sinar Kosmetik Pedan  | Aditya Prayoga       | Manager           | 8 tahun    | 0816500580       | YA         | Kecantikan        |
| 44 | Jimshoney Official    | Raziz Fachrozi       | Manager           | 7 Tahun    | 081359836982     | YA         | Fashion           |
| 45 | Pandanaran Mart       | Fahmi Abi Hidayat    | Kepala Toko       | 8 Tahun    | 0895422605032    | YA         | Kelontong         |

| No | Nama Toko                        | Nama Responden         | Jabatan Responden | Lama Usaha | Nomor Hp/Telepon | Status PKP | Jenis Toko Retail |
|----|----------------------------------|------------------------|-------------------|------------|------------------|------------|-------------------|
| 46 | Toko Dadi Rukun                  | Joko Saputro           | Manager           | 6 tahun    | 082323217313     | YA         | Kelontong         |
| 47 | Toko Baru Jaya                   | Radeva Hendra Setiawan | Manager           | 8 Tahun    | 082339939244     | YA         | Kelontong         |
| 48 | Toko Rony E                      | Ilham Kurnia Ababil    | Manager           | 11 Tahun   | 08886566714      | YA         | Kelontong         |
| 49 | Ayu Swalayan Cawas               | Andra Kuncoro          | Manager           | 8 tahun    | (0272) 897291    | YA         | Kelontong         |
| 50 | Toko Kendil Mas                  | Andra Dewa Saputra     | Manager           | 9 Tahun    | 085641080682     | YA         | Kelontong         |
| 51 | Toko Teman                       | Hanif Fajar Anggara    | Manager           | 8 Tahun    | 085890656534     | YA         | Kelontong         |
| 52 | Pantes                           | Reihan Bachtiar        | Manager           | 8 Tahun    | 089628964854     | YA         | Fashion           |
|    | Granada Delanggu                 | Galuh Rahmat Hidayah   | Manager           | 7 Tahun    | (0272) 551144    | YA         | Fashion           |
| 54 | Laris 3                          | Fatma Harum Nafasya    | Maanger           | 9 Tahun    | 085228717000     | YA         | Kelontong         |
| 55 | Toko Muda                        | Andung Kuncoro Aji     | Kepala Toko       | 10 Tahun   | 082316652727     | YA         | Kelontong         |
| 56 | Makmur Perabotan                 | Septian Adi Nugraha    | Kepala Toko       | 11 Tahun   | 0816500580       | YA         | Kelontong         |
| 57 | Larisa Mart                      | Setya Budi Utomo       | Manager           | 10 Tahun   | 085848865122     | YA         | Kelontong         |
| 58 | YS Mart                          | Agus Tri               | Kepala Toko       | 12 TAHUN   | 085740513386     | YA         | Kelontong         |
| 59 | Zeva Minimarket                  | Ramadhani Yoga Pradana | Manager           | 7 Tahun    | 085875411411     | YA         | Kelontong         |
| 60 | Sami Laris Swalayan              | Yudha Putra Pandhawa   | Manager           | 10 Tahun   | 081325364236     | YA         | Kelontong         |
| 61 | Sami Laris Beauty & Healthy care | Ratih Kurnia Sari      | Manager           | 8 Tahun    | 081210177314     | YA         | Kelontong         |
| 62 | Clandys Supermarket Klaten       | Galih Prasetyo         | Manager           | 8 tahun    | 085893732210     | YA         | Kelontong         |
| 63 | JM Fashion                       | Fajar Nur Alfian       | Manager           | 8 Tahun    | 085848865122     | YA         | Kelontong         |
| 64 | Sehati Mart                      | Adhitya Nugraha        | Manager           | 7 tahun    | 082259887467     | YA         | Kelontong         |
| 65 | Minimarket Tonggalan Klaten      | Nanda Bagus Kurniawan  | Manager           | 10 Tahun   | 087717795983     | YA         | Kelontong         |

| No | Nama Toko                     | Nama Responden             | Jabatan Responden | Lama Usaha | Nomor Hp/Telepon | Status PKP | Jenis Toko Retail |
|----|-------------------------------|----------------------------|-------------------|------------|------------------|------------|-------------------|
| 66 | Minimarket Sumber Jaya Klaten | Nita Wulandari             | Kepala Toko       | 9 Tahun    | 08886566714      | YA         | Kelontong         |
| 67 | Ls Mart Klaten                | Rindi Puspita Sari         | Kepala Toko       | 7 Tahun    | 085842269866     | YA         | Kecantikan        |
| 68 | Eco Mart Klaten               | Rangga Tyo Purnama         | Manager           | 9 Tahun    | 085559040274     | YA         | Kelontong         |
| 69 | Toko Kita                     | Fahreza Yoga Permana       | Manager           | 10 Tahun   | 081230554380     | YA         | Kelontong         |
| 70 | Danu Mart                     | Ardiansyah Syahrul Hidayat | Manager           | 8 Tahun    | 0895422604905    | YA         | Kelontong         |
| 71 | Emran Swalayan                | Cindy Dewi Puspita         | Kepala Toko       | 8 Tahun    | 087709224474     | YA         | Kelontong         |
| 72 | 308 Absolute Unscare Klaten   | Endah Kusuma Ningrum       | Kepala Toko       | 7 Tahun    | 0895405069820    | YA         | Fashion           |
| 73 | Toserba Surya Karanganom      | Kevin Fernando             | Manager           | 9 Tahun    | 081293504260     | YA         | Kelontong         |
| 74 | Erika Fashion                 | Ishandi Galuh Prambudi     | Manager           | 9 Tahun    | 081517168431     | YA         | Kelontong         |
| 75 | Sinar Kosmetik Delanggu       | Aji Pangestu               | Manager           | 7 Tahun    | 081359531220     | YA         | Kelontong         |
| 76 | Toko Amanah                   | Yoga Sakti Pradana         | Manager           | 8 Tahun    | 085318719993     | YA         | Kelontong         |
| 77 | Aliza Mart                    | Alissya                    | Kepala Toko       | 9 Tahun    | 081517168387     | YA         | Kelontong         |
| 78 | Kurnia Swalayan               | Patma                      | pemilik           | 11 tahun   | 081818728008     | YA         | Kelontong         |
| 79 | Toko Bersama                  | Sutatik                    | Pemilik           | 9 Tahun    | 081226318300     | YA         | Kelontong         |
| 80 | Toko Ana Jaya 1               | Febriana                   | pemilik           | 12 tahun   | 081548657778     | YA         | Kelontong         |
| 81 | Atria Swalayan                | Bima                       | Manager           | 8 tahun    | 087740655816     | YA         | Kelontong         |
| 82 | Toko Asia Baru                | Sri Winarsih               | pemilik           | 8 tahun    | 087764913335     | YA         | Kelontong         |
| 83 | Wenny Glosir                  | Damar                      | Manajer           | 9 tahun    | 089608910704     | YA         | Kelontong         |
| 84 | TIN Mart                      | Rofiq Kurnia Ilahi         | Manager           | 8 Tahun    | 0895601952380    | YA         | Kelontong         |
| 85 | Gross Gabus Jaya Minimarker   | Bagus Sambodo              | manager           | 9 tahun    | 082144830018     | YA         | Kelontong         |
| 86 | Manis Jaya Mart               | Rico                       | Kepala Toko       | 9 tahun    | 085801573695     | YA         | Kelontong         |
| 87 | Jumbo Toserba Klaten          | Vita                       | Manager           | 10 tahun   | 082141335825     | YA         | Kelontong         |
| 88 | Pusat Glosir                  | Muklis                     | manajer           | 10         | 082233031448     | YA         | Kelontong         |

| No  | Nama Toko          | Nama Responden   | Jabatan Responden | Lama Usaha | Nomor Hp/Telepon | Status PKP | Jenis Toko Retail |
|-----|--------------------|------------------|-------------------|------------|------------------|------------|-------------------|
|     | Klaten             |                  |                   | Tahun      |                  |            |                   |
| 89  | Niceso Klaten      | Galih Setyo      | manajer           | 9 tahun    | 087853051457     | YA         | Lain - lain       |
| 90  | Sumber Kaweruh     | lala             | kepala toko       | 9 tahun    | 085333855481     | YA         | Lain - lain       |
| 91  | Toko Maju Klaten   | Annisa Kusuma    | Kepala toko       | 10 tahun   | 08232576730      | YA         | Kelontong         |
| 92  | Toko Murah Klaten  | Fandi Eka        | Kepala Toko       | 8 tahun    | 0895627288200    | YA         | Kelontong         |
| 93  | Elsa Fashion Store | Putri Elsa       | Kepala Toko       | 7 tahun    | 085602818767     | YA         | Fashion           |
| 94  | Toko Mulia Klaten  | Alfian Januarta  | pemilik           | 11 tahun   | 089567684476     | YA         | Kelontong         |
| 95  | Maharani Fashion   | Annisa Rahmawati | Manager           | 12 tahun   | 087735493121     | YA         | Fashion           |
| 96  | SRC UNI Klaten     | Dany Gunawan     | Manager           | 9 Tahun    | 081219219803     | YA         | Kelontong         |
| 97  | Eiger Store        | Derry            | Kepala Toko       | 10 tahun   | 088802570352     | YA         | Fashion           |
| 98  | Amigo Pedan        | Agus Tri Suseno  | Manager           | 9 Tahun    | 085643260967     | YA         | Fashion           |
| 99  | Toko gentong Mas   | Sania Agustina   | pemilik           | 15 Tahun   | 082223132547     | YA         | Kelontong         |
| 100 | Amigo Klaten       | Fery Irawan      | Manager           | 16 Tahun   | 0895635982761    | YA         | Fashion           |



# Tabulasi Data Kuesioner

| No | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | X13 | X14 | X15 |
|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|
| 1  | 5  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 4   | 5   | 3   | 3   | 5   | 3   |
| 2  | 5  | 4  | 4  | 2  | 3  | 3  | 3  | 5  | 3  | 3   | 4   | 3   | 5   | 3   | 3   |
| 3  | 4  | 4  | 3  | 4  | 5  | 5  | 5  | 5  | 4  | 4   | 3   | 5   | 5   | 5   | 5   |
| 4  | 4  | 4  | 5  | 4  | 5  | 5  | 4  | 5  | 5  | 5   | 5   | 4   | 5   | 5   | 5   |
| 5  | 5  | 2  | 3  | 4  | 2  | 3  | 5  | 3  | 4  | 4   | 5   | 3   | 4   | 4   | 5   |
| 6  | 5  | 4  | 4  | 3  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 2   | 4   |
| 7  | 5  | 4  | 5  | 5  | 4  | 4  | 5  | 5  | 5  | 4   | 4   | 4   | 5   | 5   | 4   |
| 8  | 5  | 3  | 4  | 3  | 4  | 3  | 2  | 3  | 5  | 5   | 3   | 4   | 3   | 2   | 3   |
| 9  | 5  | 2  | 3  | 4  | 4  | 4  | 5  | 5  | 5  | 5   | 4   | 4   | 4   | 5   | 5   |
| 10 | 5  | 4  | 4  | 5  | 3  | 5  | 2  | 2  | 5  | 5   | 1   | 1   | 5   | 4   | 4   |
| 11 | 3  | 4  | 4  | 4  | 4  | 5  | 3  | 3  | 3  | 4   | 4   | 3   | 4   | 5   | 4   |
| 12 | 5  | 5  | 3  | 5  | 4  | 5  | 5  | 5  | 5  | 4   | 5   | 5   | 5   | 5   | 5   |
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| 78 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
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|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 80  | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 |
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| 84  | 3 | 3 | 2 | 4 | 2 | 4 | 5 | 4 | 4 | 3 | 1 | 2 | 2 | 3 | 3 |
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| 99  | 4 | 2 | 3 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| 100 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 |

| No | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 |
|----|----|----|----|----|----|----|----|----|----|-----|
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| 4  | 4  | 5  | 5  | 5  | 4  | 4  | 4  | 5  | 5  | 5   |
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| 13 | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4   |
| 14 | 5  | 5  | 4  | 4  | 4  | 4  | 5  | 4  | 5  | 5   |
| 15 | 5  | 5  | 4  | 4  | 5  | 2  | 5  | 5  | 5  | 5   |
| 16 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 1   |
| 17 | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 2   |
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| 20 | 4  | 4  | 4  | 4  | 5  | 3  | 3  | 4  | 4  | 3   |
| 21 | 5  | 5  | 5  | 1  | 5  | 1  | 1  | 5  | 5  | 5   |
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| 26 | 5  | 4  | 5  | 5  | 4  | 5  | 4  | 5  | 5  | 5   |
| 27 | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 2   |
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| 41 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 3 |
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| 46 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
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| 48 | 5 | 4 | 4 | 2 | 4 | 4 | 5 | 4 | 4 | 4 |
| 49 | 4 | 5 | 5 | 4 | 5 | 2 | 4 | 4 | 4 | 4 |
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| 51 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 2 |
| 52 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 |
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| 85  | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 4 |
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| 87  | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 88  | 5 | 3 | 5 | 5 | 5 | 2 | 3 | 5 | 3 | 3 |
| 89  | 4 | 3 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 3 |
| 90  | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 |
| 91  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
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| 93  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
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| 99  | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
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| No | k1 | k2 | k3 | k4 | k5 |
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| 9  | 5  | 5  | 5  | 5  | 2  |
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| 13 | 4  | 4  | 3  | 4  | 3  |
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| 45 | 3 | 4 | 4 | 4 | 4 |
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| 53 | 3 | 5 | 4 | 5 | 2 |
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| 55 | 4 | 5 | 4 | 4 | 4 |
| 56 | 4 | 5 | 3 | 5 | 3 |
| 57 | 3 | 4 | 2 | 4 | 5 |
| 58 | 4 | 5 | 4 | 3 | 4 |
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| 66 | 4 | 3 | 4 | 4 | 2 |
| 67 | 4 | 5 | 5 | 5 | 4 |
| 68 | 4 | 5 | 4 | 5 | 5 |
| 69 | 5 | 4 | 5 | 4 | 5 |
| 70 | 4 | 5 | 4 | 4 | 5 |
| 71 | 4 | 4 | 5 | 4 | 4 |
| 72 | 4 | 5 | 5 | 4 | 4 |
| 73 | 5 | 4 | 4 | 4 | 3 |
| 74 | 4 | 4 | 3 | 3 | 3 |



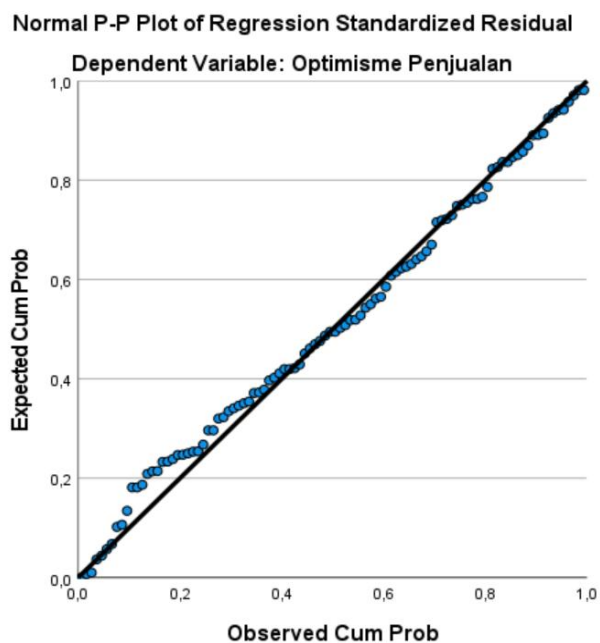
|     |   |   |   |   |   |
|-----|---|---|---|---|---|
| 75  | 5 | 5 | 5 | 5 | 3 |
| 76  | 4 | 4 | 5 | 5 | 4 |
| 77  | 4 | 4 | 5 | 5 | 4 |
| 78  | 5 | 5 | 5 | 5 | 5 |
| 79  | 4 | 4 | 4 | 4 | 4 |
| 80  | 4 | 4 | 5 | 4 | 4 |
| 81  | 4 | 4 | 4 | 2 | 4 |
| 82  | 5 | 4 | 4 | 4 | 4 |
| 83  | 5 | 5 | 5 | 5 | 5 |
| 84  | 4 | 3 | 3 | 2 | 2 |
| 85  | 5 | 5 | 4 | 5 | 4 |
| 86  | 4 | 4 | 4 | 4 | 4 |
| 87  | 4 | 4 | 4 | 4 | 4 |
| 88  | 5 | 5 | 5 | 5 | 3 |
| 89  | 5 | 4 | 5 | 4 | 3 |
| 90  | 3 | 4 | 3 | 4 | 4 |
| 91  | 3 | 3 | 3 | 3 | 2 |
| 92  | 4 | 4 | 4 | 4 | 4 |
| 93  | 1 | 1 | 3 | 3 | 2 |
| 94  | 3 | 3 | 3 | 3 | 3 |
| 95  | 5 | 5 | 5 | 5 | 5 |
| 96  | 4 | 4 | 4 | 5 | 4 |
| 97  | 5 | 4 | 4 | 4 | 3 |
| 98  | 4 | 4 | 4 | 4 | 4 |
| 99  | 5 | 4 | 3 | 4 | 3 |
| 100 | 5 | 5 | 5 | 5 | 5 |

# 1. Uji Normalitas

| One-Sample Kolmogorov-Smirnov Test       |                         |             |                         |
|------------------------------------------|-------------------------|-------------|-------------------------|
|                                          |                         |             | Unstandardized Residual |
| N                                        |                         |             | 100                     |
| Normal Parameters <sup>a,b</sup>         | Mean                    | ,0000000    |                         |
|                                          | Std. Deviation          | 3,65966392  |                         |
| Most Extreme Differences                 | Absolute                | ,079        |                         |
|                                          | Positive                | ,034        |                         |
|                                          | Negative                | -,079       |                         |
| Test Statistic                           |                         |             | ,079                    |
| Asymp. Sig. (2-tailed) <sup>c</sup>      |                         |             | ,126                    |
| Monte Carlo Sig. (2-tailed) <sup>d</sup> | Sig.                    | ,125        |                         |
|                                          | 99% Confidence Interval | Lower Bound | ,116                    |
|                                          |                         | Upper Bound | ,133                    |

a. Test distribution is Normal.  
 b. Calculated from data.  
 c. Lilliefors Significance Correction.  
 d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

# 2. P-Plot



### 3. Uji Linieritas

| ANOVA Table                                   |                |                          |                |    |             |        |       |
|-----------------------------------------------|----------------|--------------------------|----------------|----|-------------|--------|-------|
|                                               |                |                          | Sum of Squares | df | Mean Square | F      | Sig.  |
| Optimisme Penjualan *<br>Persepsi Toko retail | Between Groups | (Combined)               | 1598,133       | 25 | 63,925      | 4,601  | <,001 |
|                                               |                | Linearity                | 1266,675       | 1  | 1266,675    | 91,171 | <,001 |
|                                               |                | Deviation from Linearity | 331,458        | 24 | 13,811      | ,994   | ,484  |
|                                               | Within Groups  |                          | 1028,107       | 74 | 13,893      |        |       |
|                                               | Total          |                          | 2626,240       | 99 |             |        |       |

### 4. Uji Regresi Linier Sederhana

| ANOVA <sup>a</sup>                                       |            |                |    |             |        |                    |
|----------------------------------------------------------|------------|----------------|----|-------------|--------|--------------------|
| Model                                                    |            | Sum of Squares | df | Mean Square | F      | Sig.               |
| 1                                                        | Regression | 1300,319       | 2  | 650,160     | 47,564 | <,001 <sup>b</sup> |
|                                                          | Residual   | 1325,921       | 97 | 13,669      |        |                    |
|                                                          | Total      | 2626,240       | 99 |             |        |                    |
| a. Dependent Variable: Optimisme Penjualan               |            |                |    |             |        |                    |
| b. Predictors: (Constant), Promosi, Persepsi Toko retail |            |                |    |             |        |                    |

| Model Summary <sup>b</sup>                               |                   |          |                   |                            |                 |                   |     |     |               |
|----------------------------------------------------------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|
| Model                                                    | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics |     |     | Sig. F Change |
|                                                          |                   |          |                   |                            |                 | F Change          | df1 | df2 |               |
| 1                                                        | ,704 <sup>a</sup> | ,495     | ,485              | 3,697                      | ,495            | 47,564            | 2   | 97  | <,001         |
| a. Predictors: (Constant), Promosi, Persepsi Toko retail |                   |          |                   |                            |                 |                   |     |     |               |
| b. Dependent Variable: Optimisme Penjualan               |                   |          |                   |                            |                 |                   |     |     |               |

## 5. Uji Validitas

|         |                     | Correlations |        |        |        |        |        |        |        |        |        |        |        |        |        |        |         |  |
|---------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|--|
|         |                     | X01          | X02    | X03    | X04    | X05    | X06    | X07    | X08    | X09    | X10    | X11    | X12    | X13    | X14    | X15    | TOTAL_X |  |
| X01     | Pearson Correlation | 1            | ,102   | ,082   | ,279** | ,055   | ,011   | ,113   | ,118   | ,262** | ,286** | ,166   | ,073   | ,172   | ,252*  | ,195   | ,400**  |  |
|         | Sig. (2-tailed)     |              | ,314   | ,417   | ,005   | ,587   | ,912   | ,262   | ,243   | ,008   | ,004   | ,099   | ,468   | ,088   | ,012   | ,051   | <.001   |  |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |  |
| X02     | Pearson Correlation | ,102         | 1      | ,338** | ,054   | ,623** | ,036   | ,037   | ,204*  | ,136   | ,124   | ,142   | ,007   | ,226*  | ,153   | ,147   | ,478**  |  |
|         | Sig. (2-tailed)     | ,314         |        | <.001  | ,590   | <.001  | ,722   | ,711   | ,042   | ,176   | ,220   | ,160   | ,945   | ,023   | ,129   | ,145   | <.001   |  |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |  |
| X03     | Pearson Correlation | ,082         | ,338** | 1      | ,038   | ,251*  | -,062  | ,015   | ,123   | ,055   | ,004   | ,257** | ,252*  | ,240*  | ,135   | ,135   | ,415**  |  |
|         | Sig. (2-tailed)     | ,417         | <.001  |        | ,706   | ,012   | ,539   | ,883   | ,221   | ,584   | ,970   | ,010   | ,011   | ,016   | ,180   | ,180   | <.001   |  |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |  |
| X04     | Pearson Correlation | ,279**       | ,054   | ,038   | 1      | ,083   | ,269** | ,211*  | ,091   | ,228*  | ,196   | ,169   | ,104   | ,267** | ,350** | ,311** | ,459**  |  |
|         | Sig. (2-tailed)     | ,005         | ,590   | ,706   |        | ,413   | ,007   | ,035   | ,367   | ,022   | ,050   | ,092   | ,302   | ,007   | <.001  | ,002   | <.001   |  |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |  |
| X05     | Pearson Correlation | ,055         | ,623** | ,251*  | ,083   | 1      | ,114   | ,138   | ,113   | ,139   | ,215*  | ,198*  | ,099   | ,316** | ,080   | ,274** | ,529**  |  |
|         | Sig. (2-tailed)     | ,587         | <.001  | ,012   | ,413   |        | ,259   | ,171   | ,264   | ,169   | ,032   | ,048   | ,328   | ,001   | ,430   | ,006   | <.001   |  |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |  |
| X06     | Pearson Correlation | ,011         | ,036   | -,062  | ,269** | ,114   | 1      | ,104   | ,080   | ,216*  | ,276** | ,012   | -,009  | ,120   | ,172   | ,031   | ,275**  |  |
|         | Sig. (2-tailed)     | ,912         | ,722   | ,539   | ,007   | ,259   |        | ,304   | ,430   | ,031   | ,005   | ,904   | ,932   | ,235   | ,087   | ,762   | ,006    |  |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |  |
| X07     | Pearson Correlation | ,113         | ,037   | ,015   | ,211*  | ,138   | ,104   | 1      | ,304** | ,302** | ,308** | ,119   | ,340** | ,220*  | ,157   | ,237*  | ,470**  |  |
|         | Sig. (2-tailed)     | ,262         | ,711   | ,883   | ,035   | ,171   | ,304   |        | ,002   | ,002   | ,002   | ,237   | <.001  | ,028   | ,118   | ,017   | <.001   |  |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |  |
| X08     | Pearson Correlation | ,118         | ,204*  | ,123   | ,091   | ,113   | ,080   | ,304** | 1      | ,208*  | ,153   | ,236*  | ,310** | ,104   | ,071   | ,119   | ,449**  |  |
|         | Sig. (2-tailed)     | ,243         | ,042   | ,221   | ,367   | ,264   | ,430   | ,002   |        | ,038   | ,128   | ,018   | ,002   | ,305   | ,483   | ,237   | <.001   |  |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |  |
| X09     | Pearson Correlation | ,262**       | ,136   | ,055   | ,228*  | ,139   | ,216*  | ,302** | ,208*  | 1      | ,403** | ,157   | ,255*  | ,149   | ,214*  | ,198*  | ,509**  |  |
|         | Sig. (2-tailed)     | ,008         | ,176   | ,584   | ,022   | ,169   | ,031   | ,002   | ,038   |        | <.001  | ,120   | ,011   | ,139   | ,033   | ,048   | <.001   |  |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |  |
| X10     | Pearson Correlation | ,286**       | ,124   | ,004   | ,196   | ,215*  | ,276** | ,308** | ,153   | ,403** | 1      | -,050  | ,198*  | ,205*  | ,179   | ,184   | ,465**  |  |
|         | Sig. (2-tailed)     | ,004         | ,220   | ,970   | ,050   | ,032   | ,005   | ,002   | ,128   | <.001  |        | ,621   | ,048   | ,041   | ,075   | ,067   | <.001   |  |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |  |
| X11     | Pearson Correlation | ,166         | ,142   | ,257** | ,169   | ,198*  | ,012   | ,119   | ,236*  | ,157   | -,050  | 1      | ,474** | ,356** | ,355** | ,365** | ,557**  |  |
|         | Sig. (2-tailed)     | ,099         | ,160   | ,010   | ,092   | ,048   | ,904   | ,237   | ,018   | ,120   | ,621   |        | <.001  | <.001  | <.001  | <.001  | <.001   |  |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |  |
| X12     | Pearson Correlation | ,073         | ,007   | ,252*  | ,104   | ,099   | -,009  | ,340** | ,310** | ,255*  | ,198*  | ,474** | 1      | ,259** | ,343** | ,410** | ,579**  |  |
|         | Sig. (2-tailed)     | ,468         | ,945   | ,011   | ,302   | ,328   | ,932   | <.001  | ,002   | ,011   | ,048   | <.001  |        | ,009   | <.001  | <.001  | <.001   |  |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |  |
| X13     | Pearson Correlation | ,172         | ,226*  | ,240*  | ,267** | ,316** | ,120   | ,220*  | ,104   | ,149   | ,205*  | ,356** | ,259** | 1      | ,322** | ,500** | ,606**  |  |
|         | Sig. (2-tailed)     | ,088         | ,023   | ,016   | ,007   | ,001   | ,235   | ,028   | ,305   | ,139   | ,041   | <.001  | ,009   |        | ,001   | <.001  | <.001   |  |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |  |
| X14     | Pearson Correlation | ,252*        | ,153   | ,135   | ,350** | ,080   | ,172   | ,157   | ,071   | ,214*  | ,179   | ,355** | ,343** | ,322** | 1      | ,488** | ,571**  |  |
|         | Sig. (2-tailed)     | ,012         | ,129   | ,180   | <.001  | ,430   | ,087   | ,118   | ,483   | ,033   | ,075   | <.001  | <.001  | ,001   |        | <.001  | <.001   |  |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |  |
| X15     | Pearson Correlation | ,195         | ,147   | ,135   | ,311** | ,274** | ,031   | ,237*  | ,119   | ,198*  | ,184   | ,365** | ,410** | ,500** | ,488** | 1      | ,627**  |  |
|         | Sig. (2-tailed)     | ,051         | ,145   | ,180   | ,002   | ,006   | ,762   | ,017   | ,237   | ,048   | ,067   | <.001  | <.001  | <.001  | <.001  |        | <.001   |  |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |  |
| TOTAL_X | Pearson Correlation | ,400**       | ,478** | ,415** | ,459** | ,529** | ,275** | ,470** | ,449** | ,509** | ,465** | ,557** | ,579** | ,606** | ,571** | ,627** | 1       |  |
|         | Sig. (2-tailed)     | <.001        | <.001  | <.001  | <.001  | <.001  | ,006   | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  |         |  |
|         | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |  |

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

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

| Correlations |                     |        |        |        |        |        |        |        |        |        |        |         |
|--------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
|              |                     | Y1     | Y2     | Y3     | Y4     | Y5     | Y6     | Y7     | Y8     | Y9     | Y10    | TOTAL_Y |
| Y1           | Pearson Correlation | 1      | ,402** | ,504** | ,294** | ,496** | ,239*  | ,290** | ,502** | ,358** | ,321** | ,664**  |
|              | Sig. (2-tailed)     |        | <,001  | <,001  | ,003   | <,001  | ,017   | ,003   | <,001  | <,001  | ,001   | <,001   |
|              | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| Y2           | Pearson Correlation | ,402** | 1      | ,436** | ,316** | ,414** | ,242*  | ,267** | ,293** | ,507** | ,269** | ,629**  |
|              | Sig. (2-tailed)     | <,001  |        | <,001  | ,001   | <,001  | ,015   | ,007   | ,003   | <,001  | ,007   | <,001   |
|              | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| Y3           | Pearson Correlation | ,504** | ,436** | 1      | ,324** | ,588** | ,354** | ,305** | ,417** | ,403** | ,319** | ,714**  |
|              | Sig. (2-tailed)     | <,001  | <,001  |        | <,001  | <,001  | <,001  | ,002   | <,001  | <,001  | ,001   | <,001   |
|              | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| Y4           | Pearson Correlation | ,294** | ,316** | ,324** | 1      | ,367** | ,338** | ,309** | ,304** | ,453** | ,180   | ,617**  |
|              | Sig. (2-tailed)     | ,003   | ,001   | <,001  |        | <,001  | <,001  | ,002   | ,002   | <,001  | ,074   | <,001   |
|              | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| Y5           | Pearson Correlation | ,496** | ,414** | ,588** | ,367** | 1      | ,201*  | ,253*  | ,513** | ,472** | ,369** | ,713**  |
|              | Sig. (2-tailed)     | <,001  | <,001  | <,001  | <,001  |        | ,045   | ,011   | <,001  | <,001  | <,001  | <,001   |
|              | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| Y6           | Pearson Correlation | ,239*  | ,242*  | ,354** | ,338** | ,201*  | 1      | ,387** | ,198*  | ,191   | ,123   | ,552**  |
|              | Sig. (2-tailed)     | ,017   | ,015   | <,001  | <,001  | ,045   |        | <,001  | ,049   | ,057   | ,224   | <,001   |
|              | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| Y7           | Pearson Correlation | ,290** | ,267** | ,305** | ,309** | ,253*  | ,387** | 1      | ,251*  | ,330** | ,303** | ,598**  |
|              | Sig. (2-tailed)     | ,003   | ,007   | ,002   | ,002   | ,011   | <,001  |        | ,012   | <,001  | ,002   | <,001   |
|              | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| Y8           | Pearson Correlation | ,502** | ,293** | ,417** | ,304** | ,513** | ,198*  | ,251*  | 1      | ,505** | ,386** | ,654**  |
|              | Sig. (2-tailed)     | <,001  | ,003   | <,001  | ,002   | <,001  | ,049   | ,012   |        | <,001  | <,001  | <,001   |
|              | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| Y9           | Pearson Correlation | ,358** | ,507** | ,403** | ,453** | ,472** | ,191   | ,330** | ,505** | 1      | ,467** | ,708**  |
|              | Sig. (2-tailed)     | <,001  | <,001  | <,001  | <,001  | <,001  | ,057   | <,001  | <,001  |        | <,001  | <,001   |
|              | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| Y10          | Pearson Correlation | ,321** | ,269** | ,319** | ,180   | ,369** | ,123   | ,303** | ,386** | ,467** | 1      | ,581**  |
|              | Sig. (2-tailed)     | ,001   | ,007   | ,001   | ,074   | <,001  | ,224   | ,002   | <,001  | <,001  |        | <,001   |
|              | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |
| TOTAL_Y      | Pearson Correlation | ,664** | ,629** | ,714** | ,617** | ,713** | ,552** | ,598** | ,654** | ,708** | ,581** | 1       |
|              | Sig. (2-tailed)     | <,001  | <,001  | <,001  | <,001  | <,001  | <,001  | <,001  | <,001  | <,001  | <,001  |         |
|              | N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100     |

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

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

6. Uji Reliabilitas

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100,0 |
|       | Excluded <sup>a</sup> | 0   | ,0    |
|       | Total                 | 100 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X01 | 56,2000                    | 36,707                         | ,298                             | ,774                             |
| X02 | 56,8000                    | 35,030                         | ,352                             | ,771                             |
| X03 | 56,7000                    | 35,889                         | ,287                             | ,777                             |
| X04 | 56,2300                    | 36,098                         | ,360                             | ,770                             |
| X05 | 56,7300                    | 34,017                         | ,396                             | ,768                             |
| X06 | 56,1900                    | 38,014                         | ,180                             | ,781                             |
| X07 | 56,2900                    | 35,925                         | ,370                             | ,769                             |
| X08 | 56,3200                    | 35,412                         | ,320                             | ,774                             |
| X09 | 56,3300                    | 35,274                         | ,404                             | ,766                             |
| X10 | 56,2400                    | 36,063                         | ,367                             | ,769                             |
| X11 | 56,6300                    | 34,336                         | ,447                             | ,762                             |
| X12 | 56,6600                    | 33,459                         | ,457                             | ,761                             |
| X13 | 56,3900                    | 33,957                         | ,508                             | ,757                             |
| X14 | 56,2700                    | 34,300                         | ,467                             | ,761                             |
| X15 | 56,3200                    | 33,816                         | ,534                             | ,755                             |

**Case Processing Summary**

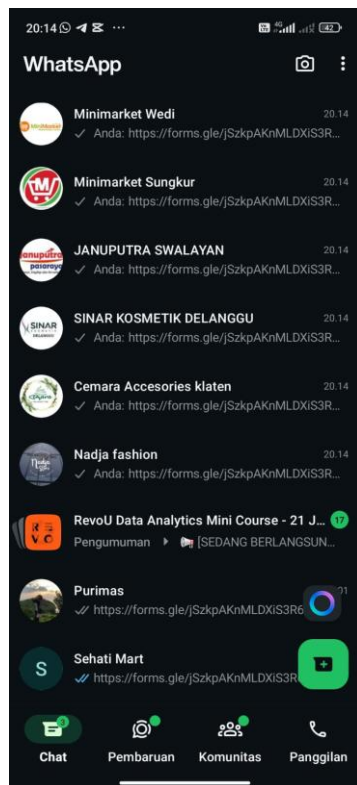
|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100,0 |
|       | Excluded <sup>a</sup> | 0   | ,0    |
|       | Total                 | 100 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Y1  | 36,8300                    | 22,244                         | ,577                             | ,812                             |
| Y2  | 36,9600                    | 22,281                         | ,530                             | ,816                             |
| Y3  | 37,0200                    | 21,596                         | ,631                             | ,806                             |
| Y4  | 37,1200                    | 21,662                         | ,491                             | ,820                             |
| Y5  | 36,9500                    | 21,179                         | ,619                             | ,806                             |
| Y6  | 37,7600                    | 21,659                         | ,386                             | ,835                             |
| Y7  | 37,1200                    | 21,783                         | ,467                             | ,822                             |
| Y8  | 37,0100                    | 22,414                         | ,568                             | ,813                             |
| Y9  | 37,0600                    | 22,077                         | ,633                             | ,808                             |
| Y10 | 37,3300                    | 22,001                         | ,448                             | ,824                             |

### 7. Bukti Penyebaran Kuesioner



D A F T A R H A D I R  
BIMBINGAN TUGAS AKHIR  
(T.A.) SEMESTER GENAP  
TA.2024/2025

|                  |                                      |
|------------------|--------------------------------------|
| Dosen pembimbing | :Nung Harjanto,Dr, S.E.,MAAC.,Ak,CA. |
| Nama Mahasiswa   | :Natasha Viandra Putri               |
| Nomor Mahasiswa  | :2021200137                          |

| No | Hari   | Tanggal       | Materi Bimbingan                                                                                     | Td.Tangan Mhs.                                                                        |
|----|--------|---------------|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| 1  | Rabu   | 12 Maret 2025 | Perkenalan,pembekalan terkait tugas akhir dan laporan magang, serta menjelaskan tentang tugas akhir. |    |
| 2  | Senin  | 24 Maret 2025 | Pengajuan judul tugas akhir serta penentuan judul untuk tugas akhir.                                 |    |
| 3  | Senin  | 14 April 2025 | Penentuan judul dan pemaparan rencana penelitian                                                     |   |
| 4  | Senin  | 21 April 2025 | Bimbingan BAB I                                                                                      |  |
| 5  | Senin  | 28 April 2025 | Revisi BAB I dan BAB                                                                                 |  |
| 6  | Senin  | 05 Mei 2025   | Revisi BAB 2                                                                                         |  |
| 7  | Rabu   | 14 Mei 2025   | Konsultasi Kuesioner                                                                                 |  |
| 8  | Senin  | 26 Mei 2025   | Belajar menggunakn SPSS dengan data yang telah terkumpul                                             |  |
| 9  | Senin  | 02 Juni 2025  | Revisi data pada tugas akhir                                                                         |  |
| 10 | Selasa | 10 Juni 2025  | Revisi data pada tugas akhir                                                                         |  |
| 11 | Senin  | 16 Juni 2025  | Konsultasi tentang pengelolaan data pada tugas akhir                                                 |  |
| 12 | Senin  | 23 Juni 2025  | Revisi Bab 3                                                                                         |  |
| 13 | Senin  | 30 Juni 2025  | Revisi Bab 4                                                                                         |  |



|    |        |                 |                        |  |
|----|--------|-----------------|------------------------|--|
| 14 | Senin  | 07 Juli<br>2025 | Revisi Bab 4           |  |
| 15 | Selasa | 15 Juli<br>2025 | Revisi Bab 4           |  |
| 16 | Senin  | 21 Juli<br>2025 | Revisi Bab 4           |  |
| 17 | Kamis  | 24 Juli<br>2025 | Finalisasi Tugas Akhir |  |

Dosen Pembimbing,



Nung Harjanto, Dr., S.E., MAAC., Ak., CA.

Wakil Direktur Bidang Akademik,



Nung Harjanto, Dr., S.E., MAAC., Ak., CA

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Yogyakarta, 04 Agustus 2025  
Mahasiswa



Natasha Viandra Putri  
2021200137



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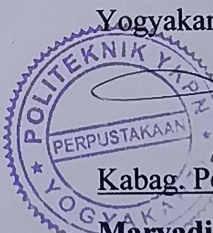
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Kabag. Perpustakaan  
**Maryadi, A.Md.**