

SURAT PERNYATAAN KEABSAHAN

Saya yang bertanda tangan di bawah ini:

Nama : Tri Lathifah Mesi Andayani

NIM : 24220011

Program Studi : Manajemen

Judul Tugas Akhir : Pengaruh *Digital Marketing* Dan Inovasi Produk
Terhadap Penjualan Pelaku Usaha Mikro Kecil
Kota Depok

Dengan ini menyatakan bahwa seluruh data yang saya gunakan dalam penyusunan tugas akhir ini adalah data yang sah, yang telah saya peroleh dari sumber terpercaya, baik data primer maupun data sekunder, serta tidak di rekayasa atau dimanipulasi dalam bentuk apapun.

Apabila di kemudian hari ditemukan adanya ketidaksesuaian atau ketidakabsahan data dalam tugas akhir ini, maka saya bersedia bertanggung jawab penuh, baik secara akademik maupun secara hukum sesuai dengan ketentuan yang berlaku di Universitas Nusa Mandiri.

Demikian surat pernyataan ini saya buat dengan sebenar-benarnya dan penuh tanggung jawab untuk dapat dipergunakan sebagaimana mestinya.

Jakarta, 27 Juli 2026

Yang Membuat Pernyataan,



Tri Lathiah Mesi Andayani

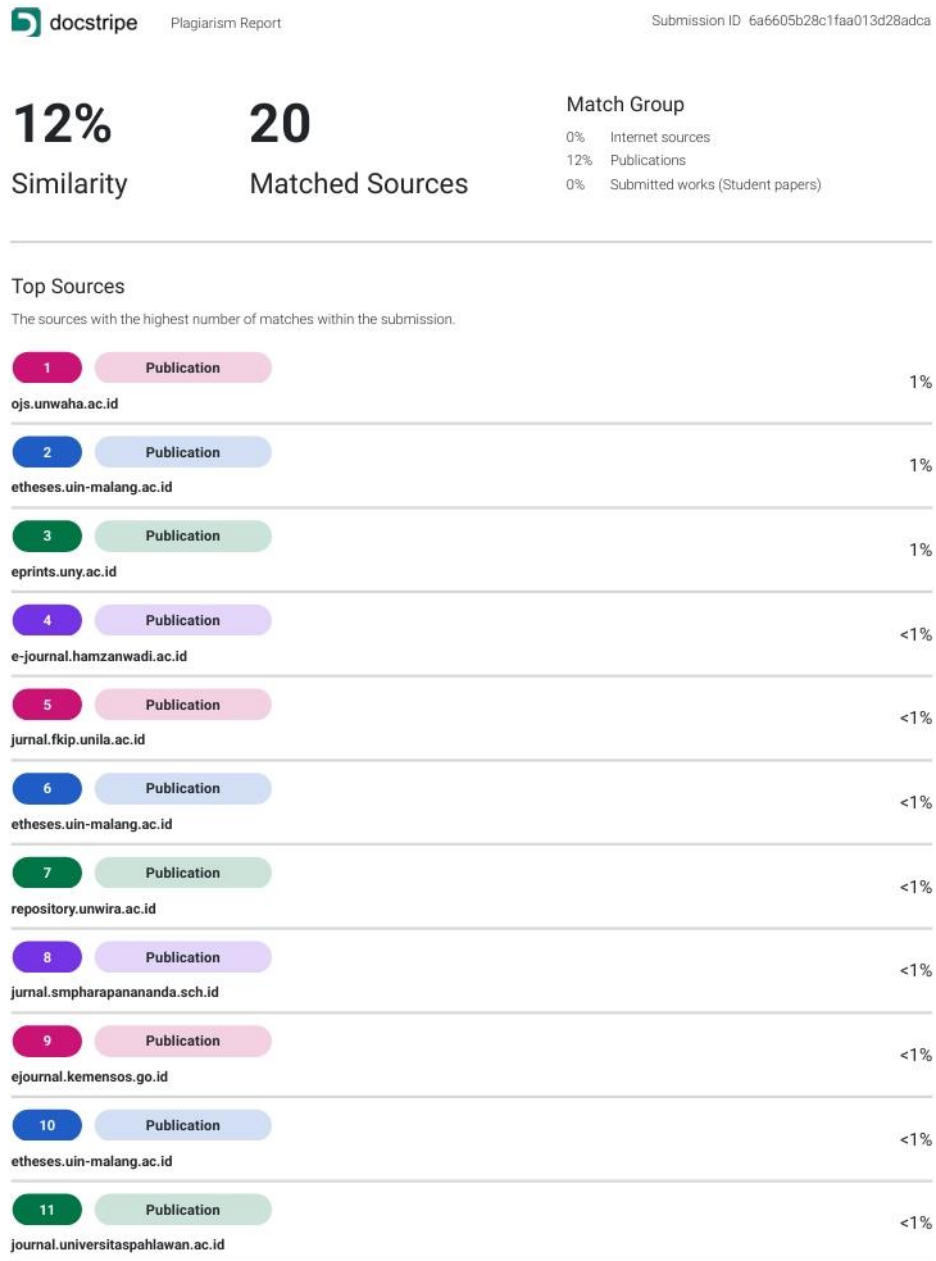
Nim: 24220011

LAMPIRAN

Lampiran A Bukti Hasil Pengecekan Plagiarisme

BUKTI HASIL PENGECEKKEN PLAGIARISME

1. BAB I



2. BAB II



Plagiarism Report

Submission ID 6a6605a78c1faa013d28ad42

15%
Similarity

21
Matched Sources

Match Group

0% Internet sources
15% Publications
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Top Sources

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1	Publication	2%
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4	Publication	<1%
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10	Publication	<1%
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11	Publication	<1%
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3. BAB III

 **docstripe**

Plagiarism Report

Submission ID 6a6a2a328c1faa013d6c0d5e

25%
Similarity

59
Matched Sources

Match Group
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Plagiarism Report

Submission ID 6a6a2a328c1faa013d6c0d5e

4. BAB IV

23%

Similarity

90

Matched Sources

Match Group

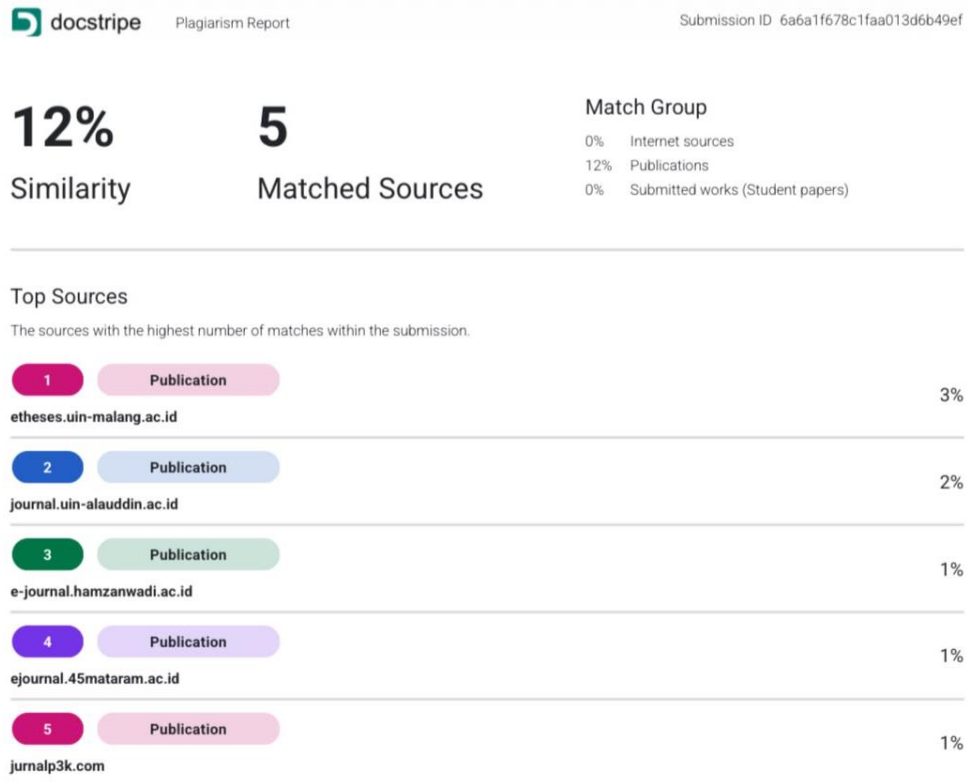
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5. BAB V



Lampiran B. Bukti Submit Artikel Ilmiah

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📄 ⭐ ⚙️ 👤 ⋮ 🗨 Chat

Jurnal Pariwisata Bisnis Digital dan Manajemen

i 🔔 TL

📁 My Submissions as Author

1 Active submissions

0 Revisions requested

0 Revisions submitted

0 Incomplete submissions

0 Scheduled for publication

0 Published

0 Declined

Start A New Submission

Active submissions (1)

Filters ...

🔍 Search submissions, ID, authors, k

ID ↕	SUBMISSIONS	STAGE	EDITORIAL ACTIVITY	ACTIONS
8825	Lathifah — PENGARUH DIGITAL MARKETING DAN INOVASI PRODUK TE...	Submission		View

Showing 1 to 1 of 1

The image shows the official logo of Universitas Nusa Mandiri. It consists of a large, stylized monogram 'U' and 'M' in a light blue color. The 'U' is formed by two vertical bars and a horizontal base, while the 'M' is formed by two vertical bars and a horizontal top bar. The logo is set against a white background with a light blue border. Below the monogram, the words 'UNIVERSITAS NUSA MANDIRI' are written in a bold, blue, sans-serif font.

Lampiran C. Form Kuesioner

(X1.1)		(X1.2)	(X1.3)	(X1.4)	(X1.5)	(X1.6)	(X1.7)	(X1.8)	(X1.9)	(X1.10)
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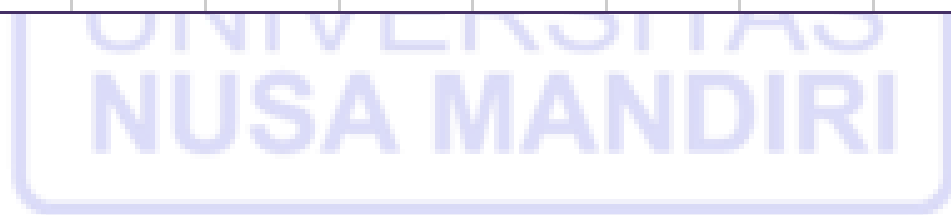
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Lampiran D.Hasil Analisis Data

1. Uji Validitas

Digital Marketing

Correlations											
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1
X1.1 Pearson Correlation	1	,359**	,168	,078	,259**	,262**	-,022	-,040	,158	,044	,345**
Sig. (2-tailed)		,000	,093	,436	,009	,008	,825	,693	,115	,660	,000
N	101	101	101	101	101	101	101	101	101	101	101
X1.2 Pearson Correlation	,359**	1	,180	,293**	,328**	,349**	,306**	,198	,310**	,150	,571**
Sig. (2-tailed)	,000		,072	,003	,001	,000	,002	,050	,002	,133	,000
N	101	101	101	101	101	101	101	101	101	101	101
X1.3 Pearson Correlation	,168	,180	1	,119	,341**	,271**	,195	,237**	,052	,201**	,452**
Sig. (2-tailed)	,093	,072		,235	,000	,006	,051	,017	,603	,044	,000
N	101	101	101	101	101	101	101	101	101	101	101
X1.4 Pearson Correlation	,078	,293**	,119	1	,144	,050	-,014	,008	,089	,074	,248*
Sig. (2-tailed)	,436	,003	,235		,152	,623	,891	,940	,375	,463	,012
N	101	101	101	101	101	101	101	101	101	101	101
X1.5 Pearson Correlation	,259**	,328**	,341**	,144	1	,472**	,363**	,400**	,289**	,209*	,639**
Sig. (2-tailed)	,009	,001	,000	,152		,000	,000	,000	,003	,036	,000
N	101	101	101	101	101	101	101	101	101	101	101
X1.6 Pearson Correlation	,262**	,349**	,271**	,050	,472**	1	,412**	,463**	,264**	,320**	,679**
Sig. (2-tailed)	,008	,000	,006	,623	,000		,000	,000	,008	,001	,000
N	101	101	101	101	101	101	101	101	101	101	101
X1.7 Pearson Correlation	-,022	,306**	,195	-,014	,363**	,412**	1	,762**	,449**	,331**	,726**
Sig. (2-tailed)	,825	,002	,051	,891	,000	,000		,000	,000	,001	,000
N	101	101	101	101	101	101	101	101	101	101	101
X1.8 Pearson Correlation	-,040	,198	,237**	,008	,400**	,463**	,762**	1	,540**	,405**	,754**
Sig. (2-tailed)	,693	,050	,017	,940	,000	,000	,000		,000	,000	,000
N	101	101	101	101	101	101	101	101	101	101	101
X1.9 Pearson Correlation	,158	,310**	,052	,089	,289**	,264**	,449**	,540**	1	,638**	,684**
Sig. (2-tailed)	,115	,002	,603	,375	,003	,008	,000	,000		,000	,000
N	101	101	101	101	101	101	101	101	101	101	101
X1.10 Pearson Correlation	,044	,150	,201**	,074	,209*	,320**	,331**	,405**	,638**	1	,601**
Sig. (2-tailed)	,660	,133	,044	,463	,036	,001	,001	,000	,000		,000
N	101	101	101	101	101	101	101	101	101	101	101
X1 Pearson Correlation	,345**	,571**	,452**	,248	,639**	,679**	,726**	,754**	,684**	,601**	1
Sig. (2-tailed)	,000	,000	,000	,012	,000	,000	,000	,000	,000	,000	
N	101	101	101	101	101	101	101	101	101	101	101

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

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

Inovasi Produk

Correlations									
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2
X2.1 Pearson Correlation	1	,447**	,070	,312**	,448**	,233*	,198*	,245**	,649**
Sig. (2-tailed)		,000	,485	,001	,000	,019	,047	,014	,000
N	101	101	101	101	101	101	101	101	101
X2.2 Pearson Correlation	,447**	1	,233*	,097	,180	,215*	,281**	,135	,578**
Sig. (2-tailed)	,000		,019	,336	,071	,031	,004	,178	,000
N	101	101	101	101	101	101	101	101	101
X2.3 Pearson Correlation	,070	,233*	1	,158	,065	,174	,142	,086	,414**
Sig. (2-tailed)	,485	,019		,115	,520	,082	,157	,391	,000
N	101	101	101	101	101	101	101	101	101
X2.4 Pearson Correlation	,312**	,097	,158	1	,361**	,371**	,158	,435**	,605**
Sig. (2-tailed)	,001	,336	,115		,000	,000	,116	,000	,000
N	101	101	101	101	101	101	101	101	101
X2.5 Pearson Correlation	,448**	,180	,065	,361**	1	,223*	,401**	,440**	,654**
Sig. (2-tailed)	,000	,071	,520	,000		,025	,000	,000	,000
N	101	101	101	101	101	101	101	101	101
X2.6 Pearson Correlation	,233*	,215*	,174	,371**	,223*	1	,384**	,236*	,634**
Sig. (2-tailed)	,019	,031	,082	,000	,025		,000	,017	,000
N	101	101	101	101	101	101	101	101	101
X2.7 Pearson Correlation	,198*	,281**	,142	,158	,401**	,384**	1	,122	,584**
Sig. (2-tailed)	,047	,004	,157	,116	,000	,000		,223	,000
N	101	101	101	101	101	101	101	101	101
X2.8 Pearson Correlation	,245**	,135	,086	,435**	,440**	,236*	,122	1	,529**
Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000
N	101	101	101	101	101	101	101	101	101
X2 Pearson Correlation	,649**	,578**	,414**	,605**	,654**	,634**	,584**	,529**	1
Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
N	101	101	101	101	101	101	101	101	101

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

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

CORRELATIONS

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/VARIABLES=Y.1 Y.2 Y.3 Y.4 Y.5 Y.6 Y.7 Y.8 Y
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

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Penjualan

Correlations									
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y
Y.1 Pearson Correlation	1	,491**	,509**	,465**	,383*	,394**	,571**	,496**	,760**
Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000
N	101	101	101	101	101	101	101	101	101
Y.2 Pearson Correlation	,491**	1	,415**	,387**	,521**	,336**	,451**	,505**	,726**
Sig. (2-tailed)	,000		,000	,000	,000	,001	,000	,000	,000
N	101	101	101	101	101	101	101	101	101
Y.3 Pearson Correlation	,509**	,415**	1	,493**	,540**	,348**	,592**	,523**	,769**
Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000
N	101	101	101	101	101	101	101	101	101
Y.4 Pearson Correlation	,465**	,387**	,493**	1	,429**	,315**	,418**	,528**	,709**
Sig. (2-tailed)	,000	,000	,000		,000	,001	,000	,000	,000
N	101	101	101	101	101	101	101	101	101
Y.5 Pearson Correlation	,383*	,521**	,540**	,429**	1	,252*	,449**	,493**	,702**
Sig. (2-tailed)	,000	,000	,000	,000		,011	,000	,000	,000
N	101	101	101	101	101	101	101	101	101
Y.6 Pearson Correlation	,394**	,336**	,348**	,315**	,252*	1	,395**	,163	,563**
Sig. (2-tailed)	,000	,001	,000	,001	,011		,000	,103	,000
N	101	101	101	101	101	101	101	101	101
Y.7 Pearson Correlation	,571**	,451**	,592**	,416**	,449**	,395**	1	,455**	,756**
Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,000
N	101	101	101	101	101	101	101	101	101
Y.8 Pearson Correlation	,496**	,505**	,523**	,528**	,493**	,163	,455**	1	,726**
Sig. (2-tailed)	,000	,000	,000	,000	,000	,103	,000		,000
N	101	101	101	101	101	101	101	101	101
Y Pearson Correlation	,760**	,726**	,769**	,709**	,702**	,563**	,756**	,726**	1
Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
N	101	101	101	101	101	101	101	101	101

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

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

2. Uji Asumsi Klasik

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

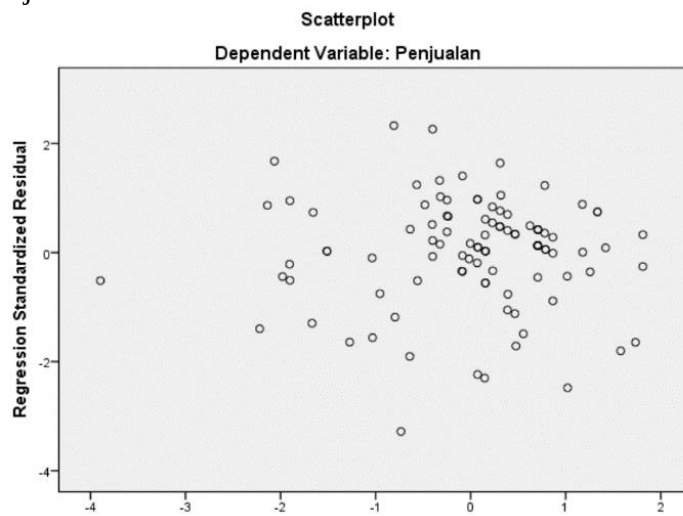
		dependen
N		101
Normal Parameters ^{a,b}	Mean	-10,9382
	Std. Deviation	105,62085
Most Extreme Differences	Absolute	,076
	Positive	,076
	Negative	-,049
Test Statistic		,076
Asymp. Sig. (2-tailed)		,169 ^c

Uji Multikolinearitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5,724	3,496		1,637	,105		
Digital Marketing	,477	,089	,532	5,361	,000	,581	1,722
Inovasi Produk	,233	,129	,179	1,799	,075	,581	1,722

Uji Heterokedastiditas



3. Uji Koefisien Korelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,662 ^a	,439	,427	3,426

4. Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,662 ^a	,439	,427	3,426

5. Pengujian Hipotesis

Uji Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	5,724	3,496	
	Digital Marketing	,477	,089	,532
	Inovasi Produk	,233	,129	,179

a. Dependent Variable: Penjualan

Uji t

t	Sig.	Collinearity Statistics	
		Tolerance	VIF
1,637	,105		
5,361	,000	,581	1,722
1,799	,075	,581	1,722

Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	898,742	2	449,371	38,287	,000 ^b
	Residual	1150,208	98	11,737		
	Total	2048,950	100			

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