**Lampiran 1**

**KUESIONER**

Kepada Yth

Bapak/Ibu Responden

di-

Tempat

Puji syukur kita panjatkan kehadirat Allah SWT karena atas limpahan rahmat, hidayah dan taufik-Nya lah sehingga angket penelitian ini yang berjudul “**Pengaruh Pemanfaatan *Digital Marketing* Terhadap Keberlangsungan Kegiatan UMKM Di Desa Cempedak Lobang Kecamatan Sei Rampah Kabupaten Serdang Bedagai**”. Sehubungan dengan hal tersebut, maka mohon kesediaan Bapak/Ibu untuk mengisi angket ini walaupun disadari bahwa kesibukan selalu menyertai aktivitas, tugas dan pekerjaan Bapak/Ibu. Dalam mengisi angket ini, mohon kesediaanya untuk menjawab secara jujur dan objektif serta tidak merasa ragu karena angket ini hanya untuk kebutuhan penelitian, yang tidak sama sekali dimaksudkan untuk memberi penilaian yang dapat merugikan akademik Bapak/Ibu.

Atas kesediaan dan kerjasama yang baik ini diucapkan banyak terima kasih, semoga Allah SWT meridhoi kita semua, Amin.

Medan, Juli 2021

Peneliti,

**Cici Novita**

NPM : 173114258

**A. IDENTITAS RESPONDEN**

Nama : ………………………………………………………

Jenis Kelamin : ………………………………………………………

Umur : ………………………………………………………

Pendidikan : ………………………………………………………

**B. PETUNJUK PENGISIAN**

1. Bacalah baik-baik setiap pertanyaan dalam angket ini sebelum menjawabnya.
2. Berilah jawaban dengan memberi tanda (✓) pada kolom yang tersedia.

SS = Sangat Setuju

S = Setuju

KS = Kurang Setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju

1. Bila ada sesuatu yang kurang jelas, mohon ditanyakan pada peneliti.

***Digital Marketing* (X)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
|  | ***Cost* (biaya)** |  |  |  |  |  |
| 1. | Dengan adanya pemasaran melalui *digital* maka akan memperkecil pengeluaran. |  |  |  |  |  |
| 2. | Pengeluaran dengan biaya yang rendah didalam promosi dan pemasaran produk sangat penting. |  |  |  |  |  |
|  | ***Incentive Program* (Program Pendorong)** |  |  |  |  |  |
| 3. | Promosi yang dilakukan harus terprogram dan terarah sehingga akan menjadi keunggulan usaha. |  |  |  |  |  |
| 4. | Program promosi yang bagus akan menjadi nilai tambahan terhadap usaha. |  |  |  |  |  |
|  | ***Site Design* (Bentuk Situs)** |  |  |  |  |  |
| 5. | *Design* yang ditampilkan harus semenarik mungkin. |  |  |  |  |  |
| 6. | *Design* pada situs media *digital* yang bagus dapat menarik minat konsumen. |  |  |  |  |  |
| 7. | Pentingnya pengetahuan serta kreatifitas dalam mengelola tampilan/*design* pada situs akan menjadi nilai tambahan (*plus value*) bagi UMKM. |  |  |  |  |  |
|  | ***Interactive* (Interaktif)** |  |  |  |  |  |
| 8. | Kualitas pelayanan yang baik akan membuat konsumen senang. |  |  |  |  |  |
| 9. | Adanya informasi yang jelas mengenai suatu produk akan membuat konsumen merasa puas dan tertarik. |  |  |  |  |  |
| 10. | Dengan menjalin suatu hubungan baik akan membuat konsumen melakukan pembelian secara berulang. |  |  |  |  |  |

**Keberlangsungan Kegiatan UMKM (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
|  | **Pendapatan** |  |  |  |  |  |
| 1. | Pendapatan yang diharapkan mampu membantu kehidupan sehari-hari dan masa mendatang. |  |  |  |  |  |
| 2. | Tujuan saya dalam usaha adalah untuk mendapatkan pendapatan yang lebih. |  |  |  |  |  |
|  | **Pertumbuhan Usaha** |  |  |  |  |  |
| 3. | Usaha yang baik adalah usaha yang mengalami pertumbuhan. |  |  |  |  |  |
| 4. | Pertumbuhan usaha dapat menaikkan keuntungan. |  |  |  |  |  |
|  | **Kualitas Produk** |  |  |  |  |  |
| 5. | Produk yang saya hasilkan berkualitas tinggi. |  |  |  |  |  |
| 6. | Produk yang berkualitas dapat menarik minat konsumen. |  |  |  |  |  |
|  | **Daya Saing** |  |  |  |  |  |
| 7. | Persaingan didalam usaha harus bersifat sehat. |  |  |  |  |  |
| 8. | Kualitas produk yang saya tawarkan tidak kalah dengan pesaing. |  |  |  |  |  |
|  | **Kondisi Lingkungan Sosial** |  |  |  |  |  |
| 9. | Kondisi lingkungan usaha yang baik akan mempengaruhi kemajuan usaha. |  |  |  |  |  |
| 10. | Kondisi lingkungan sosial merupakan salah satu faktor pendukung perkembangan suatu usaha. |  |  |  |  |  |

**Lampiran 2**

**TABULASI DATA VARIABEL X**

**(*DIGITAL MARKETING*)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Item Pernyataan** | | | | | | | | | | **Total** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| 1 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 42 |
| 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 39 |
| 6 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 7 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 42 |
| 8 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 9 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 11 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 12 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 41 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 15 | 2 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 41 |
| 16 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 17 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 42 |
| 18 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 45 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 20 | 2 | 2 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 42 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 23 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 37 |
| 24 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 43 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 43 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 43 |
| 28 | 4 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 35 |
| 29 | 4 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 35 |
| 30 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 43 |
| 31 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 41 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 33 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 45 |
| 34 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 35 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 36 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 38 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 45 |
| 39 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 46 |
| 40 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 43 |
| 41 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 45 |
| 42 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 45 |
| 43 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| 44 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 45 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 43 |
| 46 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 44 |
| 47 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 46 |
| 48 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 49 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 50 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 51 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 45 |
| 52 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 38 |
| 53 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 54 | 2 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 41 |
| 55 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 42 |
| 56 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
| 57 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 41 |
| 58 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 43 |
| 59 | 2 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 37 |
| 60 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 43 |
| 61 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 44 |
| 62 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 63 | 2 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 43 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 42 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 42 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 68 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 46 |
| 69 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 46 |
| 70 | 2 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 71 | 2 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 36 |
| 72 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 73 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 47 |
| 74 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 46 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 43 |
| 76 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 40 |
| 77 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 45 |
| 78 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 44 |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| 80 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 44 |
| 81 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 82 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 43 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **Total** | **313** | **333** | **348** | **360** | **356** | **344** | **351** | **382** | **364** | **369** | **3520** |

**TABULASI DATA VARIABEL Y**

**(KEBERLANGSUNGAN KEGIATAN UMKM)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Item Pernyataan** | | | | | | | | | | **Total** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 2 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 42 |
| 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 44 |
| 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 47 |
| 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 6 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 43 |
| 7 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 8 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 47 |
| 9 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 12 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 43 |
| 13 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 42 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| 17 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 46 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 20 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 49 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 23 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 28 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 44 |
| 29 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 44 |
| 30 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 45 |
| 31 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 43 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 43 |
| 33 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 43 |
| 34 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 35 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 42 |
| 36 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 44 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 38 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 46 |
| 39 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 47 |
| 40 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 45 |
| 41 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 47 |
| 42 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 45 |
| 43 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 45 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 42 |
| 45 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 42 |
| 46 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
| 47 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 45 |
| 48 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 39 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 51 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 47 |
| 52 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 42 |
| 53 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 54 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 45 |
| 55 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 45 |
| 56 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 49 |
| 57 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 43 |
| 58 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 46 |
| 59 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 60 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 46 |
| 61 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 62 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 63 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 47 |
| 64 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 44 |
| 65 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 66 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 44 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 68 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 47 |
| 69 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 47 |
| 70 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 71 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 45 |
| 72 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 73 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 44 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 75 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 78 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 46 |
| 79 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 42 |
| 80 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 81 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **Total** | **362** | **365** | **360** | **363** | **353** | **362** | **370** | **359** | **362** | **352** | **3608** |

**TOTAL TABULASI VARIABEL X DAN Y**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No.** | **X** | **Y** | **X2** | **Y2** | **X.Y** |
| 1 | 38 | 40 | 1444 | 1600 | 1520 |
| 2 | 42 | 42 | 1764 | 1764 | 1764 |
| 3 | 42 | 44 | 1764 | 1936 | 1848 |
| 4 | 41 | 47 | 1681 | 2209 | 1927 |
| 5 | 39 | 42 | 1521 | 1764 | 1638 |
| 6 | 43 | 43 | 1849 | 1849 | 1849 |
| 7 | 42 | 41 | 1764 | 1681 | 1722 |
| 8 | 47 | 47 | 2209 | 2209 | 2209 |
| 9 | 45 | 46 | 2025 | 2116 | 2070 |
| 10 | 40 | 40 | 1600 | 1600 | 1600 |
| 11 | 49 | 40 | 2401 | 1600 | 1960 |
| 12 | 41 | 43 | 1681 | 1849 | 1763 |
| 13 | 40 | 41 | 1600 | 1681 | 1640 |
| 14 | 40 | 40 | 1600 | 1600 | 1600 |
| 15 | 41 | 42 | 1681 | 1764 | 1722 |
| 16 | 43 | 41 | 1849 | 1681 | 1763 |
| 17 | 42 | 46 | 1764 | 2116 | 1932 |
| 18 | 45 | 40 | 2025 | 1600 | 1800 |
| 19 | 40 | 40 | 1600 | 1600 | 1600 |
| 20 | 42 | 49 | 1764 | 2401 | 2058 |
| 21 | 40 | 40 | 1600 | 1600 | 1600 |
| 22 | 40 | 40 | 1600 | 1600 | 1600 |
| 23 | 37 | 42 | 1369 | 1764 | 1554 |
| 24 | 47 | 50 | 2209 | 2500 | 2350 |
| 25 | 43 | 40 | 1849 | 1600 | 1720 |
| 26 | 43 | 40 | 1849 | 1600 | 1720 |
| 27 | 43 | 40 | 1849 | 1600 | 1720 |
| 28 | 35 | 44 | 1225 | 1936 | 1540 |
| 29 | 35 | 44 | 1225 | 1936 | 1540 |
| 30 | 43 | 45 | 1849 | 2025 | 1935 |
| 31 | 41 | 43 | 1681 | 1849 | 1763 |
| 32 | 40 | 43 | 1600 | 1849 | 1720 |
| 33 | 45 | 43 | 2025 | 1849 | 1935 |
| 34 | 44 | 47 | 1936 | 2209 | 2068 |
| 35 | 37 | 42 | 1369 | 1764 | 1554 |
| 36 | 45 | 44 | 2025 | 1936 | 1980 |
| 37 | 40 | 40 | 1600 | 1600 | 1600 |
| 38 | 45 | 46 | 2025 | 2116 | 2070 |
| 39 | 46 | 47 | 2116 | 2209 | 2162 |
| 40 | 43 | 45 | 1849 | 2025 | 1935 |
| 41 | 45 | 47 | 2025 | 2209 | 2115 |
| 42 | 45 | 45 | 2025 | 2025 | 2025 |
| 43 | 45 | 45 | 2025 | 2025 | 2025 |
| 44 | 43 | 42 | 1849 | 1764 | 1806 |
| 45 | 43 | 42 | 1849 | 1764 | 1806 |
| 46 | 44 | 44 | 1936 | 1936 | 1936 |
| 47 | 46 | 45 | 2116 | 2025 | 2070 |
| 48 | 42 | 39 | 1764 | 1521 | 1638 |
| 49 | 38 | 40 | 1444 | 1600 | 1520 |
| 50 | 38 | 40 | 1444 | 1600 | 1520 |
| 51 | 45 | 47 | 2025 | 2209 | 2115 |
| 52 | 38 | 42 | 1444 | 1764 | 1596 |
| 53 | 47 | 47 | 2209 | 2209 | 2209 |
| 54 | 41 | 45 | 1681 | 2025 | 1845 |
| 55 | 42 | 45 | 1764 | 2025 | 1890 |
| 56 | 47 | 49 | 2209 | 2401 | 2303 |
| 57 | 41 | 43 | 1681 | 1849 | 1763 |
| 58 | 43 | 46 | 1849 | 2116 | 1978 |
| 59 | 37 | 43 | 1369 | 1849 | 1591 |
| 60 | 43 | 46 | 1849 | 2116 | 1978 |
| 61 | 44 | 48 | 1936 | 2304 | 2112 |
| 62 | 48 | 49 | 2304 | 2401 | 2352 |
| 63 | 43 | 47 | 1849 | 2209 | 2021 |
| 64 | 41 | 44 | 1681 | 1936 | 1804 |
| 65 | 42 | 41 | 1764 | 1681 | 1722 |
| 66 | 42 | 44 | 1764 | 1936 | 1848 |
| 67 | 40 | 40 | 1600 | 1600 | 1600 |
| 68 | 46 | 47 | 2116 | 2209 | 2162 |
| 69 | 46 | 47 | 2116 | 2209 | 2162 |
| 70 | 44 | 50 | 1936 | 2500 | 2200 |
| 71 | 36 | 45 | 1296 | 2025 | 1620 |
| 72 | 48 | 50 | 2304 | 2500 | 2400 |
| 73 | 47 | 44 | 2209 | 1936 | 2068 |
| 74 | 46 | 40 | 2116 | 1600 | 1840 |
| 75 | 43 | 41 | 1849 | 1681 | 1763 |
| 76 | 40 | 40 | 1600 | 1600 | 1600 |
| 77 | 45 | 40 | 2025 | 1600 | 1800 |
| 78 | 44 | 46 | 1936 | 2116 | 2024 |
| 79 | 41 | 42 | 1681 | 1764 | 1722 |
| 80 | 44 | 42 | 1936 | 1764 | 1848 |
| 81 | 40 | 40 | 1600 | 1600 | 1600 |
| 82 | 43 | 40 | 1849 | 1600 | 1720 |
| 83 | 40 | 40 | 1600 | 1600 | 1600 |
| **Total** | **3520** | **3608** | **150060** | **157590** | **153368** |

**DATA VALIDITAS VARIABEL X (*DIGITAL MARKETING*)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Item Pernyataan** | | | | | | | | | | **Total** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| 1 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 40 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 41 |
| 8 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 10 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 40 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 40 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 17 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 19 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 22 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 40 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 24 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 27 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 40 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **∑X** | **127** | **126** | **123** | **124** | **123** | **126** | **125** | **126** | **126** | **124** | **1248** |
| **∑X2** | **16129** | **15876** | **15129** | **15376** | **15129** | **15876** | **15625** | **15876** | **15876** | **15376** | **1557504** |
| **∑X.Y** | **16129** | **15876** | **15498** | **15500** | **15621** | **15750** | **15750** | **15624** | **15750** | **15252** | **1564992** |

**DATA VALIDITAS VARIABEL Y (KEBERLANGSUNGAN KEGIATAN UMKM)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **NO** | **Item Pernyataan** | | | | | | | | | | **Total** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 45 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 8 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 10 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 11 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 44 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 15 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 18 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 19 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 20 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 23 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 46 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 27 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **∑Y** | **127** | **126** | **126** | **125** | **127** | **125** | **126** | **124** | **125** | **123** | **1254** |
| **∑Y2** | **16129** | **15876** | **15876** | **15625** | **16129** | **15625** | **15876** | **15376** | **15625** | **15129** | **1572516** |
| **∑X.Y** | **16129** | **15876** | **15498** | **15500** | **15621** | **15750** | **15750** | **15624** | **15750** | **15252** | **1564992** |

**Lampiran 3**

**OUTPUT SPSS**

**Frequency Table Karakteristik Responden**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Jenis Kelamin | | | | | | | | | | | | | | | |
|  | | | | Frequency | | | Percent | | | Valid Percent | | | Cumulative Percent | | |
| Valid | Perempuan | | | 56 | | | 67.5 | | | 67.5 | | | 67.5 | | |
| Laki-Laki | | | 27 | | | 32.5 | | | 32.5 | | | 100.0 | | |
| Total | | | 83 | | | 100.0 | | | 100.0 | | |  | | |
| Umur | | | | | | | | | | | | | | |
|  | | | Frequency | | | Percent | | | Valid Percent | | | Cumulative Percent | | |
| Valid | 11-20 | | 6 | | | 7.2 | | | 7.2 | | | 7.2 | | |
| 21-30 | | 19 | | | 22.9 | | | 22.9 | | | 30.1 | | |
| 31-40 | | 29 | | | 34.9 | | | 34.9 | | | 65.1 | | |
| 41-50 | | 17 | | | 20.5 | | | 20.5 | | | 85.5 | | |
| 51-60 | | 9 | | | 10.8 | | | 10.8 | | | 96.4 | | |
| 61-70 | | 2 | | | 2.4 | | | 2.4 | | | 98.8 | | |
| 71-80 | | 1 | | | 1.2 | | | 1.2 | | | 100.0 | | |
| Total | | 83 | | | 100.0 | | | 100.0 | | |  | | |
| Pendidikan | | | | | | | | | | | | | |
|  | | Frequency | | | Percent | | | Valid Percent | | | Cumulative Percent | | |
| Valid | SD | 18 | | | 21.7 | | | 21.7 | | | 21.7 | | |
| SMP | 13 | | | 15.7 | | | 15.7 | | | 37.3 | | |
| SMA | 48 | | | 57.8 | | | 57.8 | | | 95.2 | | |
| D3 | 2 | | | 2.4 | | | 2.4 | | | 97.6 | | |
| S1 | 2 | | | 2.4 | | | 2.4 | | | 100.0 | | |
| Total | 83 | | | 100.0 | | | 100.0 | | |  | | |

**Frequency Table *Digital Marketing***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 9 | 10.8 | 10.8 | 10.8 |
| 3 | 9 | 10.8 | 10.8 | 21.7 |
| 4 | 57 | 68.7 | 68.7 | 90.4 |
| 5 | 8 | 9.6 | 9.6 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1.2 | 1.2 | 1.2 |
| 2 | 4 | 4.8 | 4.8 | 6.0 |
| 3 | 5 | 6.0 | 6.0 | 12.0 |
| 4 | 56 | 67.5 | 67.5 | 79.5 |
| 5 | 17 | 20.5 | 20.5 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 6 | 7.2 | 7.2 | 7.2 |
| 4 | 55 | 66.3 | 66.3 | 73.5 |
| 5 | 22 | 26.5 | 26.5 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 1 | 1.2 | 1.2 | 1.2 |
| 4 | 53 | 63.9 | 63.9 | 65.1 |
| 5 | 29 | 34.9 | 34.9 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 5 | 6.0 | 6.0 | 6.0 |
| 4 | 49 | 59.0 | 59.0 | 65.1 |
| 5 | 29 | 34.9 | 34.9 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | 1.2 | 1.2 | 1.2 |
| 3 | 3 | 3.6 | 3.6 | 4.8 |
| 4 | 62 | 74.7 | 74.7 | 79.5 |
| 5 | 17 | 20.5 | 20.5 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 3 | 3.6 | 3.6 | 3.6 |
| 4 | 58 | 69.9 | 69.9 | 73.5 |
| 5 | 22 | 26.5 | 26.5 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4 | 33 | 39.8 | 39.8 | 39.8 |
| 5 | 50 | 60.2 | 60.2 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4 | 51 | 61.4 | 61.4 | 61.4 |
| 5 | 32 | 38.6 | 38.6 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |
| **P10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 2 | 2.4 | 2.4 | 2.4 |
| 4 | 42 | 50.6 | 50.6 | 53.0 |
| 5 | 39 | 47.0 | 47.0 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

**Frequency Table Keberlangsungan Kegiatan UMKM**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4 | 53 | 63.9 | 63.9 | 63.9 |
| 5 | 30 | 36.1 | 36.1 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 2 | 2.4 | 2.4 | 2.4 |
| 4 | 46 | 55.4 | 55.4 | 57.8 |
| 5 | 35 | 42.2 | 42.2 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4 | 55 | 66.3 | 66.3 | 66.3 |
| 5 | 28 | 33.7 | 33.7 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4 | 52 | 62.7 | 62.7 | 62.7 |
| 5 | 31 | 37.3 | 37.3 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4 | 62 | 74.7 | 74.7 | 74.7 |
| 5 | 21 | 25.3 | 25.3 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4 | 53 | 63.9 | 63.9 | 63.9 |
| 5 | 30 | 36.1 | 36.1 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |
| **P7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4 | 45 | 54.2 | 54.2 | 54.2 |
| 5 | 38 | 45.8 | 45.8 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 1 | 1.2 | 1.2 | 1.2 |
| 4 | 54 | 65.1 | 65.1 | 66.3 |
| 5 | 28 | 33.7 | 33.7 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 1 | 1.2 | 1.2 | 1.2 |
| 4 | 51 | 61.4 | 61.4 | 62.7 |
| 5 | 31 | 37.3 | 37.3 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **P10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 1 | 1.2 | 1.2 | 1.2 |
| 4 | 61 | 73.5 | 73.5 | 74.7 |
| 5 | 21 | 25.3 | 25.3 | 100.0 |
| Total | 83 | 100.0 | 100.0 |  |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| 0.904 | 10 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| P1 | 37.4333 | 6.599 | 0.373 | 0.915 |
| P2 | 37.4667 | 6.533 | 0.438 | 0.910 |
| P3 | 37.5667 | 6.530 | 0.632 | 0.897 |
| P4 | 37.5333 | 6.395 | 0.626 | 0.897 |
| P5 | 37.5667 | 6.392 | 0.729 | 0.892 |
| P6 | 37.4667 | 5.982 | 0.735 | 0.890 |
| P7 | 37.5000 | 5.983 | 0.800 | 0.886 |
| P8 | 37.4667 | 5.844 | 0.813 | 0.884 |
| P9 | 37.4667 | 5.844 | 0.813 | 0.884 |
| P10 | 37.5333 | 6.189 | 0.756 | 0.889 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| 0.902 | 10 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | | | | | |
|  | | Scale Mean if Item Deleted | | Scale Variance if Item Deleted | | Corrected Item-Total Correlation | | Cronbach's Alpha if Item Deleted | | | |
| P1 | | 37.5667 | | 6.530 | | 0.597 | | 0.897 | | | |
| P2 | | 37.6000 | | 6.455 | | 0.681 | | 0.891 | | | |
| P3 | | 37.6000 | | 6.524 | | 0.644 | | 0.893 | | | |
| P4 | | 37.6333 | | 6.723 | | 0.591 | | 0.896 | | | |
| P5 | | 37.5667 | | 6.530 | | 0.597 | | 0.897 | | | |
| P6 | | 37.6333 | | 6.861 | | 0.515 | | 0.901 | | | |
| P7 | | 37.6000 | | 6.248 | | 0.793 | | 0.883 | | | |
| P8 | | 37.6667 | | 6.644 | | 0.709 | | 0.889 | | | |
| P9 | | 37.6333 | | 6.378 | | 0.786 | | 0.884 | | | |
| P10 | | 37.7000 | | 6.838 | | 0.687 | | 0.892 | | | |
| **Coefficientsa** | | | | | | | | | | | | | |
| Model | | | | Unstandardized Coefficients | | | | Standardized Coefficients | | T | | Sig. | |
| B | | Std. Error | | Beta | |
| 1 | | (Constant) | | 24.173 | | 4.113 | |  | | 5.878 | | 0.000 | |
| Digital Marketing | | 0.455 | | 0.097 | | 0.463 | | 4.704 | | 0.000 | |
| a. Dependent Variable: Keberlangsungan Kegiatan UMKM | | | | | | | | | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | 0.463a | 0.215 | 0.205 | 2.698 |
| a. Predictors: (Constant), Digital Marketing | | | | |

**Lampiran 4**

**Titik Presentase Distribusi t Tabel**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Pr** | **0.25** | **0.10** | **0.05** | **0.025** | **0.01** | **0.005** | **0.001** |
| **Df** | **0.50** | **0.20** | **0.10** | **0.050** | **0.02** | **0.010** | **0.002** |
| **1** | 1.00000 | 3.07768 | 6.31375 | 12.70620 | 31.82052 | 63.65674 | 318.30884 |
| **2** | 0.81650 | 1.88562 | 2.91999 | 4.30265 | 6.96456 | 9.92484 | 22.32712 |
| **3** | 0.76489 | 1.63774 | 2.35336 | 3.18245 | 4.54070 | 5.84091 | 10.21453 |
| **4** | 0.74070 | 1.53321 | 2.13185 | 2.77645 | 3.74695 | 4.60409 | 7.17318 |
| **5** | 0.72669 | 1.47588 | 2.01505 | 2.57058 | 3.36493 | 4.03214 | 5.89343 |
| **6** | 0.71756 | 1.43976 | 1.94318 | 2.44691 | 3.14267 | 3.70743 | 5.20763 |
| **7** | 0.71114 | 1.41492 | 1.89458 | 2.36462 | 2.99795 | 3.49948 | 4.78529 |
| **8** | 0.70639 | 1.39682 | 1.85955 | 2.30600 | 2.89646 | 3.35539 | 4.50079 |
| **9** | 0.70272 | 1.38303 | 1.83311 | 2.26216 | 2.82144 | 3.24984 | 4.29681 |
| **10** | 0.69981 | 1.37218 | 1.81246 | 2.22814 | 2.76377 | 3.16927 | 4.14370 |
| **11** | 0.69745 | 1.36343 | 1.79588 | 2.20099 | 2.71808 | 3.10581 | 4.02470 |
| **12** | 0.69548 | 1.35622 | 1.78229 | 2.17881 | 2.68100 | 3.05454 | 3.92963 |
| **13** | 0.69383 | 1.35017 | 1.77093 | 2.16037 | 2.65031 | 3.01228 | 3.85198 |
| **14** | 0.69242 | 1.34503 | 1.76131 | 2.14479 | 2.62449 | 2.97684 | 3.78739 |
| **15** | 0.69120 | 1.34061 | 1.75305 | 2.13145 | 2.60248 | 2.94671 | 3.73283 |
| **16** | 0.69013 | 1.33676 | 1.74588 | 2.11991 | 2.58349 | 2.92078 | 3.68615 |
| **17** | 0.68920 | 1.33338 | 1.73961 | 2.10982 | 2.56693 | 2.89823 | 3.64577 |
| **18** | 0.68836 | 1.33039 | 1.73406 | 2.10092 | 2.55238 | 2.87844 | 3.61048 |
| **19** | 0.68762 | 1.32773 | 1.72913 | 2.09302 | 2.53948 | 2.86093 | 3.57940 |
| **20** | 0.68695 | 1.32534 | 1.72472 | 2.08596 | 2.52798 | 2.84534 | 3.55181 |
| **21** | 0.68635 | 1.32319 | 1.72074 | 2.07961 | 2.51765 | 2.83136 | 3.52715 |
| **22** | 0.68581 | 1.32124 | 1.71714 | 2.07387 | 2.50832 | 2.81876 | 3.50499 |
| **23** | 0.68531 | 1.31946 | 1.71387 | 2.06866 | 2.49987 | 2.80734 | 3.48496 |
| **24** | 0.68485 | 1.31784 | 1.71088 | 2.06390 | 2.49216 | 2.79694 | 3.46678 |
| **25** | 0.68443 | 1.31635 | 1.70814 | 2.05954 | 2.48511 | 2.78744 | 3.45019 |
| **26** | 0.68404 | 1.31497 | 1.70562 | 2.05553 | 2.47863 | 2.77871 | 3.43500 |
| **27** | 0.68368 | 1.31370 | 1.70329 | 2.05183 | 2.47266 | 2.77068 | 3.42103 |
| **28** | 0.68335 | 1.31253 | 1.70113 | 2.04841 | 2.46714 | 2.76326 | 3.40816 |
| **29** | 0.68304 | 1.31143 | 1.69913 | 2.04523 | 2.46202 | 2.75639 | 3.39624 |
| **30** | 0.68276 | 1.31042 | 1.69726 | 2.04227 | 2.45726 | 2.75000 | 3.38518 |
| **31** | 0.68249 | 1.30946 | 1.69552 | 2.03951 | 2.45282 | 2.74404 | 3.37490 |
| **32** | 0.68223 | 1.30857 | 1.69389 | 2.03693 | 2.44868 | 2.73848 | 3.36531 |
| **33** | 0.68200 | 1.30774 | 1.69236 | 2.03452 | 2.44479 | 2.73328 | 3.35634 |
| **34** | 0.68177 | 1.30695 | 1.69092 | 2.03224 | 2.44115 | 2.72839 | 3.34793 |
| **35** | 0.68156 | 1.30621 | 1.68957 | 2.03011 | 2.43772 | 2.72381 | 3.34005 |
| **36** | 0.68137 | 1.30551 | 1.68830 | 2.02809 | 2.43449 | 2.71948 | 3.33262 |
| **37** | 0.68118 | 1.30485 | 1.68709 | 2.02619 | 2.43145 | 2.71541 | 3.32563 |
| **38** | 0.68100 | 1.30423 | 1.68595 | 2.02439 | 2.42857 | 2.71156 | 3.31903 |
| **39** | 0.68083 | 1.30364 | 1.68488 | 2.02269 | 2.42584 | 2.70791 | 3.31279 |
| **40** | 0.68067 | 1.30308 | 1.68385 | 2.02108 | 2.42326 | 2.70446 | 3.30688 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Pr** | **0.25** | **0.10** | **0.05** | **0.025** | **0.01** | **0.005** | **0.001** |
| **Df** | **0.50** | **0.20** | **0.10** | **0.050** | **0.02** | **0.010** | **0.002** |
| **41** | 0.68052 | 1.30254 | 1.68288 | 2.01954 | 2.42080 | 2.70118 | 3.30127 |
| **42** | 0.68038 | 1.30204 | 1.68195 | 2.01808 | 2.41847 | 2.69807 | 3.29595 |
| **43** | 0.68024 | 1.30155 | 1.68107 | 2.01669 | 2.41625 | 2.69510 | 3.29089 |
| **44** | 0.68011 | 1.30109 | 1.68023 | 2.01537 | 2.41413 | 2.69228 | 3.28607 |
| **45** | 0.67998 | 1.30065 | 1.67943 | 2.01410 | 2.41212 | 2.68959 | 3.28148 |
| **46** | 0.67986 | 1.30023 | 1.67866 | 2.01290 | 2.41019 | 2.68701 | 3.27710 |
| **47** | 0.67975 | 1.29982 | 1.67793 | 2.01174 | 2.40835 | 2.68456 | 3.27291 |
| **48** | 0.67964 | 1.29944 | 1.67722 | 2.01063 | 2.40658 | 2.68220 | 3.26891 |
| **49** | 0.67953 | 1.29907 | 1.67655 | 2.00958 | 2.40489 | 2.67995 | 3.26508 |
| **50** | 0.67943 | 1.29871 | 1.67591 | 2.00856 | 2.40327 | 2.67779 | 3.26141 |
| **51** | 0.67933 | 1.29837 | 1.67528 | 2.00758 | 2.40172 | 2.67572 | 3.25789 |
| **52** | 0.67924 | 1.29805 | 1.67469 | 2.00665 | 2.40022 | 2.67373 | 3.25451 |
| **53** | 0.67915 | 1.29773 | 1.67412 | 2.00575 | 2.39879 | 2.67182 | 3.25127 |
| **54** | 0.67906 | 1.29743 | 1.67356 | 2.00488 | 2.39741 | 2.66998 | 3.24815 |
| **55** | 0.67898 | 1.29713 | 1.67303 | 2.00404 | 2.39608 | 2.66822 | 3.24515 |
| **56** | 0.67890 | 1.29685 | 1.67252 | 2.00324 | 2.39480 | 2.66651 | 3.24226 |
| **57** | 0.67882 | 1.29658 | 1.67203 | 2.00247 | 2.39357 | 2.66487 | 3.23948 |
| **58** | 0.67874 | 1.29632 | 1.67155 | 2.00172 | 2.39238 | 2.66329 | 3.23680 |
| **59** | 0.67867 | 1.29607 | 1.67109 | 2.00100 | 2.39123 | 2.66176 | 3.23421 |
| **60** | 0.67860 | 1.29582 | 1.67065 | 2.00030 | 2.39012 | 2.66028 | 3.23171 |
| **61** | 0.67853 | 1.29558 | 1.67022 | 1.99962 | 2.38905 | 2.65886 | 3.22930 |
| **62** | 0.67847 | 1.29536 | 1.66980 | 1.99897 | 2.38801 | 2.65748 | 3.22696 |
| **63** | 0.67840 | 1.29513 | 1.66940 | 1.99834 | 2.38701 | 2.65615 | 3.22471 |
| **64** | 0.67834 | 1.29492 | 1.66901 | 1.99773 | 2.38604 | 2.65485 | 3.22253 |
| **65** | 0.67828 | 1.29471 | 1.66864 | 1.99714 | 2.38510 | 2.65360 | 3.22041 |
| **66** | 0.67823 | 1.29451 | 1.66827 | 1.99656 | 2.38419 | 2.65239 | 3.21837 |
| **67** | 0.67817 | 1.29432 | 1.66792 | 1.99601 | 2.38330 | 2.65122 | 3.21639 |
| **68** | 0.67811 | 1.29413 | 1.66757 | 1.99547 | 2.38245 | 2.65008 | 3.21446 |
| **69** | 0.67806 | 1.29394 | 1.66724 | 1.99495 | 2.38161 | 2.64898 | 3.21260 |
| **70** | 0.67801 | 1.29376 | 1.66691 | 1.99444 | 2.38081 | 2.64790 | 3.21079 |
| **71** | 0.67796 | 1.29359 | 1.66660 | 1.99394 | 2.38002 | 2.64686 | 3.20903 |
| **72** | 0.67791 | 1.29342 | 1.66629 | 1.99346 | 2.37926 | 2.64585 | 3.20733 |
| **73** | 0.67787 | 1.29326 | 1.66600 | 1.99300 | 2.37852 | 2.64487 | 3.20567 |
| **74** | 0.67782 | 1.29310 | 1.66571 | 1.99254 | 2.37780 | 2.64391 | 3.20406 |
| **75** | 0.67778 | 1.29294 | 1.66543 | 1.99210 | 2.37710 | 2.64298 | 3.20249 |
| **76** | 0.67773 | 1.29279 | 1.66515 | 1.99167 | 2.37642 | 2.64208 | 3.20096 |
| **77** | 0.67769 | 1.29264 | 1.66488 | 1.99125 | 2.37576 | 2.64120 | 3.19948 |
| **78** | 0.67765 | 1.29250 | 1.66462 | 1.99085 | 2.37511 | 2.64034 | 3.19804 |
| **79** | 0.67761 | 1.29236 | 1.66437 | 1.99045 | 2.37448 | 2.63950 | 3.19663 |
| **80** | 0.67757 | 1.29222 | 1.66412 | 1.99006 | 2.37387 | 2.63869 | 3.19526 |
| **81** | 0.67753 | 1.29209 | **1.66388** | 1.98969 | 2.37327 | 2.63790 | 3.19392 |
| **82** | 0.67749 | 1.29196 | 1.66365 | 1.98932 | 2.37269 | 2.63712 | 3.19262 |
| **83** | 0.67746 | 1.29183 | 1.66342 | 1.98896 | 2.37212 | 2.63637 | 3.19135 |
| **84** | 0.67742 | 1.29171 | 1.66320 | 1.98861 | 2.37156 | 2.63563 | 3.19011 |
| **85** | 0.67739 | 1.29159 | 1.66298 | 1.98827 | 2.37102 | 2.63491 | 3.18890 |
| **86** | 0.67735 | 1.29147 | 1.66277 | 1.98793 | 2.37049 | 2.63421 | 3.18772 |
| **87** | 0.67732 | 1.29136 | 1.66256 | 1.98761 | 2.36998 | 2.63353 | 3.18657 |
| **88** | 0.67729 | 1.29125 | 1.66235 | 1.98729 | 2.36947 | 2.63286 | 3.18544 |