



LAMPIRAN – LAMPIRAN

Lampiran 1 Instrumen Penelitian

Profile Responden

Pertanyaan berikut adalah informasi tentang data diri Anda. Mohon diisi dengan memberi tanda cek (√) pada kotak yang sesuai dengan jawaban Anda.

1. Nama responden :
2. Umur responden : 18 - 23 Tahun
 24 - 30 Tahun
 31 - 37 Tahun
 38 - 45 Tahun
 > 45 Tahun
3. Pendidikan terakhir : Sekolah Menengah Atas
 Diploma
 Sarjana (S1)
 S2/S3
2. Domisili
 Jakarta Pusat
 Jakarta Barat
 Jakarta Timur
 Jakarta Selatan
 Jakarta Utara
 Luar Jakarta
3. Budget perbulan
 < Rp. 100.000
 Rp. 100.000 – Rp. 300.000
 Rp. 300.000 – Rp. 500.000
 > Rp. 500.000

Lampiran 2 Instruksi Pengisian Kuisisioner

Jawablah pernyataan-pernyataan berikut dengan memilih salah satu kolom pilihan jawaban yang tersedia. Keterangan jawaban sebagai berikut:

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

Pengisian Kuesioner

Keputusan Pembelian (Y)

Pertanyaan	STS	TS	N	S	SS
Pilihan Produk					
Saya selalu melakukan research tentang merk dan asal usul produk pixy					
Rekomendasi dari Pelanggan lain					
Saya membeli produk pixy karena direkomendasi oleh teman/kerabat/saudara					
Cara Pembayaran					
Produk pixy memiliki kemudahan dalam bertransaksi					

Live Streaming (X1)

Pertanyaan	STS	TS	N	S	SS
Persepsi Kualitas Produk					
Saya tertarik untuk membeli produk pixy karena host/streamer menunjukkan					

kualitas produk di live streaming					
Kredibilitas Host					
Saya tertarik untuk membeli produk pixy karena host/streamer memiliki kemampuan menjual yang bagus dan menarik					
Diskon/Potongan Harga					
Saya tertarik untuk membeli produk pixy saat live streaming karena terdapat potongan harga					

Content Marketing (X2)

Pertanyaan	STS	TS	N	S	SS
Kognisi Pembaca					
Saya tertarik pada produk pixy karena memiliki visual konten pemasaran yang unik dan menarik					
Motivasi Berbagi					
Saya tertarik pada konten marketing pixy yang memiliki informasi/pengetahuan tentang produk					
Persuasi					

Saya suka produk pixy karena memiliki konten yang menunjukkan keunggulan produknya dibanding produk lain					
Pengambilan Keputusan					
Saya memilih produk pixy berdasarkan trik pemasaran penjualannya pada media sosial					
Faktor Kehidupan					
Saya membeli produk pixy karena teman dan kerabat saya menggunakan produk yang sama					

Promosi (X3)

Pertanyaan	STS	TS	N	S	SS
Diskon/Potongan Harga					
Saya tertarik untuk membeli produk pixy saat live streaming karena terdapat potongan harga					
Cashback					
Saya suka jika membeli produk pixy mendapatkan cashback					
Tampilan Digital					
Saya suka membeli produk pixy di e-commerce tiktok/shopee karena tampilan digital yang mudah dipahami					

Lampiran 3 Hasil pengumpulan data kuesioner

1. Tabulasi Data Variabel Live Streaming

LS1	LS2	LS3	LS
5	4	4	13
5	5	5	15
3	3	3	9
5	4	4	13
5	4	4	13
5	4	5	14
5	5	5	15
5	5	4	14
4	4	4	12
4	4	4	12
5	4	4	13
3	4	4	11
4	4	3	11
3	4	4	11
4	4	4	12
4	4	4	12
4	3	4	11
5	5	5	15
4	4	4	12
4	4	4	12
5	5	5	15
4	4	4	12
3	3	3	9
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5	5	5	15
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4	5	5	14
5	4	5	14
4	4	3	11
3	4	4	11
4	4	4	12
5	5	5	15
5	5	5	15
5	5	5	15

5	5	5	15
4	3	4	11
4	3	4	11
5	4	5	14
4	5	5	14
5	4	5	14
4	5	5	14
4	4	4	12
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4	5	4	13
5	4	5	14
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4	4	4	12
4	4	3	11
4	5	4	13
3	3	3	9
4	5	5	14
4	4	4	12
3	4	4	11
3	3	3	9
3	3	3	9
4	4	4	12
4	4	5	13
5	4	5	14
4	4	3	11
4	4	4	12
3	3	3	9
4	3	3	10
3	4	3	10
5	4	5	14
3	3	3	9
4	4	4	12
4	4	4	12
5	5	4	14
4	5	5	14
5	5	5	15
5	4	5	14
4	5	5	14
5	5	5	15
5	5	5	15
5	5	5	15
4	4	4	12
2	2	2	6

5	5	5	15
4	4	4	12
4	4	3	11
4	4	4	12
4	5	5	14
4	4	3	11
4	4	3	11
4	5	5	14
4	5	5	14
3	4	3	10
3	3	4	10
4	4	4	12
4	4	4	12
4	4	4	12
5	4	5	14
4	4	4	12
4	4	5	13
4	4	4	12
5	4	5	14
5	5	4	14
4	4	4	12
3	3	4	10
2	5	4	11
5	5	5	15
4	5	5	14
3	3	3	9
5	4	4	13
5	5	4	14
4	4	4	12
5	5	5	15
4	4	4	12
4	4	4	12
4	4	4	12
4	4	4	12
4	3	3	10
4	4	4	12
4	4	4	12
4	4	4	12
3	3	4	10
3	4	4	11
4	4	4	12
4	4	4	12
3	3	4	10

5	5	4	14
3	3	4	10
4	5	5	14
4	3	4	11
5	5	5	15

2. Tabulasi Data Variabel *Content Marketing*

CM1	CM2	CM3	CM4	CM5	CM
4	5	5	4	4	22
4	4	4	4	4	20
4	4	4	4	4	20
4	4	3	3	3	17
5	4	5	5	5	24
4	4	4	4	4	20
5	4	5	4	4	22
5	5	4	5	5	24
5	4	5	5	5	24
5	4	4	4	4	21
4	5	5	5	5	24
5	4	5	5	5	24
4	4	5	4	4	21
4	4	4	4	4	20
3	4	4	4	4	19
4	4	4	4	4	20
5	5	5	5	5	25
4	4	4	4	4	20
5	4	5	5	5	24
5	5	4	5	4	23
3	4	3	4	3	17
3	3	3	3	3	15
5	5	5	5	5	25
4	4	3	4	4	19
4	4	5	5	5	23

4	3	4	4	4	19
4	4	4	4	4	20
5	4	5	5	5	24
4	4	5	4	5	22
4	4	4	3	4	19
5	5	5	5	5	25
4	3	4	4	4	19
5	5	5	5	5	25
5	5	5	5	5	25
4	4	4	4	3	19
5	4	5	4	5	23
4	4	4	4	5	21
5	5	5	5	5	25
3	3	3	4	3	16
5	5	5	5	5	25
4	5	5	5	5	24
3	4	4	4	4	19
4	4	4	4	3	19
4	5	4	5	5	23
4	4	4	4	4	20
4	4	4	4	4	20
5	5	5	5	5	25
3	4	3	3	4	17
5	5	4	5	5	24
5	5	5	5	5	25
3	4	3	4	4	18
4	4	5	4	4	21
4	5	5	5	5	24
4	5	5	4	5	23
4	4	3	4	4	19
4	4	4	4	4	20

4	4	4	4	4	20
4	4	4	4	3	19
4	4	4	4	4	20
5	5	5	5	5	25
4	5	5	5	5	24
4	4	5	5	4	22
5	4	5	4	4	22
5	4	4	4	4	21
4	3	4	4	4	19
4	4	4	4	4	20
5	5	5	5	5	25
4	4	4	4	4	20
4	4	4	4	4	20
3	3	4	3	3	16
5	5	5	4	4	23
5	5	5	5	5	25
4	5	5	5	5	24
4	3	4	4	4	19
4	4	4	4	4	20
5	4	5	5	4	23
3	3	3	3	3	15
4	4	4	3	4	19
5	5	5	4	5	24
5	5	5	5	5	25
3	4	4	4	4	19
5	5	5	5	5	25
3	3	3	3	2	14
5	5	5	5	5	25
3	3	4	4	3	17
4	4	4	4	4	20
4	4	5	5	5	23

3	3	3	3	3	15
4	4	4	4	4	20
4	4	4	4	4	20
5	4	4	4	4	21
4	4	4	4	4	20
4	4	4	5	5	22
4	4	4	4	3	19
5	5	5	5	5	25
5	4	5	5	4	23
5	5	5	5	4	24
3	3	3	3	3	15
4	5	4	4	4	21
3	4	4	4	4	19
4	4	4	4	4	20
5	5	5	5	5	25
4	4	4	4	4	20
2	2	1	3	2	10
4	5	4	5	5	23
5	5	5	5	5	25
4	5	5	4	5	23
3	4	4	4	4	19
4	4	5	4	4	21
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4	4	4	4	4	20
5	5	5	5	5	25
4	4	4	4	4	20
4	4	4	4	4	20
3	5	3	5	4	20
4	5	5	4	2	20
4	4	4	4	3	19
4	4	4	4	4	20

4	3	3	4	3	17
4	4	3	3	4	18
4	4	4	4	4	20
3	3	3	4	4	17
4	4	5	4	4	21
5	3	5	4	5	22
4	3	3	3	4	17
5	4	4	4	5	22
4	4	4	4	3	19
4	3	5	5	4	21
3	3	3	3	4	16
5	4	5	5	5	24

3. Tabulasi Data Variabel Promosi

P1	P2	P3	P
5	4	5	14
5	5	5	15
4	4	4	12
4	4	4	12
4	4	5	13
4	4	3	11
5	5	4	14
4	4	4	12
4	4	3	11
3	3	4	10
3	3	3	9
4	4	4	12
4	4	4	12
3	3	3	9
4	5	5	14
3	3	3	9
3	3	3	9
4	4	4	12
3	3	3	9
5	4	5	14
5	5	4	14
4	4	4	12

4	4	3	11
5	5	5	15
4	4	4	12
4	4	4	12
4	4	4	12
4	5	5	14
4	4	4	12
2	2	3	7
4	4	4	12
4	4	4	12
5	4	4	13
5	4	5	14
4	4	4	12
4	4	4	12
4	4	4	12
4	4	4	12
5	4	4	13
4	4	4	12
4	4	4	12
5	5	5	15
5	5	5	15
5	5	4	14
3	3	3	9
4	4	4	12
3	3	3	9
4	4	4	12
4	4	3	11
5	5	5	15
3	3	3	9
4	5	5	14
5	5	5	15
4	4	4	12
5	4	4	13
4	3	3	10
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5	5	5	15
5	5	5	15
4	4	5	13
5	5	4	14
4	5	5	14
4	3	4	11
4	4	5	13
4	4	4	12

5	5	4	14
5	5	5	15
3	3	3	9
4	4	4	12
3	4	4	11
4	5	5	14
5	5	5	15
5	5	5	15
5	4	5	14
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5	5	5	15
4	4	4	12
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4	4	4	12
2	2	2	6
4	3	4	11
4	4	4	12
1	1	4	6
5	4	4	13
5	5	5	15
5	5	4	14
4	4	4	12

4	4	4	12
4	4	5	13
4	4	4	12
5	5	5	15
4	4	4	12
4	4	4	12
5	4	5	14
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5	5	5	15
4	4	4	12
4	5	4	13
5	5	4	14
4	4	5	13
5	5	4	14
4	5	4	13
5	5	5	15

4. Tabulasi Data Variabel Keputusan Pembelian

KP1	KP2	KP3	KP
5	5	4	14
5	5	4	14
4	4	4	12
4	4	4	12
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
4	4	3	11
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5	5	4	14
5	5	4	14
4	4	4	12
5	5	4	14
4	4	4	12
4	3	4	11

5	5	4	14
4	4	4	12
5	5	4	14
5	5	5	15
5	4	4	13
5	4	4	13
5	5	4	14
5	5	4	14
5	4	4	13
5	4	4	13
5	5	4	14
5	4	4	13
4	4	4	12
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4	4	3	11
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5	5	5	15
5	5	4	14
4	4	4	12
4	4	4	12
4	4	5	13
4	4	3	11
5	5	5	15
5	4	4	13

5	5	5	15
5	4	5	14
5	5	5	15
5	5	5	15
4	4	4	12
4	4	3	11
5	4	4	13
4	4	3	11
5	5	5	15
4	4	4	12
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4	3	4	11
4	4	4	12
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3	5	3	11
4	5	5	14
3	3	4	10
4	4	5	13
5	5	5	15
5	4	5	14
4	4	4	12
5	5	5	15

Lampiran 4 Hasil output SPSS

1. Hasil Uji Validitas

Correlations

		LS1	LS2	LS3	LS
LS1	Pearson Correlation	1	.592**	.637**	.856**
	Sig. (2-tailed)		.000	.000	.000
	N	130	130	130	130
LS2	Pearson Correlation	.592**	1	.695**	.871**
	Sig. (2-tailed)	.000		.000	.000
	N	130	130	130	130
LS3	Pearson Correlation	.637**	.695**	1	.890**
	Sig. (2-tailed)	.000	.000		.000
	N	130	130	130	130

LS	Pearson Correlation	.856**	.871**	.890**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	130	130	130	130

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

Correlations

		CM1	CM2	CM3	CM4	CM5	CM
CM1	Pearson Correlation	1	.578**	.715**	.634**	.640**	.841**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	130	130	130	130	130	130
CM2	Pearson Correlation	.578**	1	.619**	.661**	.617**	.814**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	130	130	130	130	130	130
CM3	Pearson Correlation	.715**	.619**	1	.692**	.662**	.874**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	130	130	130	130	130	130
CM4	Pearson Correlation	.634**	.661**	.692**	1	.703**	.862**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	130	130	130	130	130	130
CM5	Pearson Correlation	.640**	.617**	.662**	.703**	1	.856**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	130	130	130	130	130	130
CM	Pearson Correlation	.841**	.814**	.874**	.862**	.856**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	130	130	130	130	130	130

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

Correlations

		P1	P2	P3	P
P1	Pearson Correlation	1	.792**	.629**	.908**
	Sig. (2-tailed)		.000	.000	.000
	N	130	130	130	130
P2	Pearson Correlation	.792**	1	.660**	.922**
	Sig. (2-tailed)	.000		.000	.000
	N	130	130	130	130
P3	Pearson Correlation	.629**	.660**	1	.845**
	Sig. (2-tailed)	.000	.000		.000
	N	130	130	130	130
P	Pearson Correlation	.908**	.922**	.845**	1
	Sig. (2-tailed)	.000	.000	.000	

N	130	130	130	130
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** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		KP1	KP2	KP3	KP
KP1	Pearson Correlation	1	.524**	.335**	.777**
	Sig. (2-tailed)		.000	.000	.000
	N	130	130	130	130
KP2	Pearson Correlation	.524**	1	.401**	.828**
	Sig. (2-tailed)	.000		.000	.000
	N	130	130	130	130
KP3	Pearson Correlation	.335**	.401**	1	.744**
	Sig. (2-tailed)	.000	.000		.000
	N	130	130	130	130
KP	Pearson Correlation	.777**	.828**	.744**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	130	130	130	130

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

2. Hasil Uji Reliabilitas

Live Streaming

Reliability Statistics

Cronbach's	
Alpha	N of Items
.842	3

Content Marketing

Reliability Statistics

Cronbach's	
Alpha	N of Items
.903	5

Promosi

Reliability Statistics

Cronbach's	
Alpha	N of Items
.872	3

Keputusan Pembelian

Reliability Statistics

Cronbach's	
Alpha	N of Items
.684	3

3. Hasil Uji Asumsi Klasik

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		130
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.03917259
Most Extreme Differences	Absolute	.078
	Positive	.039
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed) ^c		.052

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Uji Multikolinearitas

		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	LS	.957	1.045
	CM	.957	1.045
	P	.963	1.038

a. Dependent Variable: KP

4. Uji Heterokedastisitas

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.238	.590		3.790	.000
	LS	-.038	.031	-.108	-1.210	.229
	CM	-.029	.020	-.128	-1.435	.154
	P	-.029	.030	-.086	-.969	.334

a. Dependent Variable: Abs_ut

5. Uji F (Anova)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.588	3	30.529	27.614	.000 ^b
	Residual	139.304	126	1.106		
	Total	230.892	129			

a. Dependent Variable: KP

b. Predictors: (Constant), P, LS, CM

6. Uji t

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.735	.951		4.981	.000
	LS	.235	.051	.328	4.635	.000
	CM	.128	.032	.282	3.983	.000
	P	.237	.049	.343	4.870	.000

a. Dependent Variable: KP

Lampiran 5 Daftar Riwayat Hidup



Marchella G. Halim

March 07th 2002 | Jl. Panglima Polim 89 Cipondoh, Tangerang, Banten
+62 851-5610-2305 | marchellaghalim@gmail.com

Outgoing Administration with 3 Years of experience in Administrative Support. Intermediate Certificate in Microsoft Excel, and well known to work with Microsoft Office. Excellent english skills and professional writing abilities.

Experiences

- **GENERAL AFFAIR SUPERVISOR | PT PANCA BUDI NIAGA (OCTOBER 2023 - PRESENT)**
- **HR & GENERAL AFFAIR | PT DIMENSI KREASI PERSADA MULIA (OCTOBER 2021 - OCTOBER 2023)**
- 1. Assistant to Director of Human Resources & Personnel :
 - Make recapitulation and employee attendance reports, employee overtime.
 - Employee database.
 - Take care of employees.
 - MCU employee years.
 - Employee training.
 - Prepare the Board of Directors meeting & schedule.
 - Registration & payment to BPJS Kesehatan & Ketenagakerjaan
 - Making a Work Instruction, SOP & Company Letters
 - Organized Company's Legality Documents
 - Interacted with vendors, contractors and skilled services personnel to receive orders, direct activities and communicate instructions.
 - Supervise HR & GA SOPs implemented appropriately.
 - Manage HR & GA budget.
- 2. Assistant to Director of General Affair
 - Routine Payment Processes (up to PR Preparation) and weekly/monthly reports
 - Utility bills (eg PLN, IPL, wifi, cleaning, etc).
 - Subscription parking registration.
 - Employee needs (eg ATK, printer ink, stamp duty, etc).
 - Payment Office Billing of Services
 - Record routine checks and maintenance of office equipment and support such as Computer, AC, Printers, Project Equipment, etc.
 - Supervise HR & GA SOPs implemented appropriately.
 - Manage HR & GA budget.
- **BARISTA (PART TIME) | LEWI'S ORGANICS CAFÉ (DECEMBER 2020 - SEPTEMBER 2021)**
- Make products according to company operational standards.
- Developing more products. Pleasantly interacted with customers during hectic periods to promote fun, positive environment.
- Engendered customer loyalty by remembering personal preferences and allergy information.
- Prevented infections and maintained store professionalism by cleaning and sanitizing work areas daily.

- **ADMINISTRATION OFFICER (FULL TIME) | PT. ALAMI SEJAHTERA NUSANTARA**
(DECEMBER 2020 – SEPTEMBER 2021)

- Manage purchases at cafes and manufacture of Organic Products.
- Supervising administrative works and dividing responsibilities to ensure performance.
- Taking a good care of tourists or domestics customers as well. Creating an employees payroll data.
- Learned new skills and applied to daily tasks to improve efficiency and productivity.
- Collaborated with team members to achieve target results.

- **PHOTO MODEL | SUGEE OFFICIAL (APRIL 2020 – AGUSTUS 2020)**

- Participating in photoshoots to promote, advertise and representing people how to wear the clothing, footwear, or any other products.
- Provide ideas for making more interesting photoshoot themes.
- Posing to increase product value
- Conducted research, gathered information from multiple sources and presented results.

Education

HIGHSCHOOL GRADUATED | MAY 2020 | TARUNA MANDIRI

- Major: Social Science
- Received award to Singapore after becoming the first student to become paskibraka at Banten province.
- Organization Treasurer (Taruna Mandiri Festival 2019) controlling organization finance, budgeting plans, managing incoming and outgoing funds.
- Awarded and certified as an Pakibraka Provinsi Banten on 2018.
- Member of Purna Paskibraka Indonesia

BACHELOR'S DEGREE | 2020 – Present | PEMBANGUNAN JAYA UNIVERSITY

- Major: Economics & Business Management
- Blended Learning Majoring in Management, Offline Learning Only on Saturday.
- Elected as a Class Leader.
- Become an Intermediary For Lecturers in Giving Assignments.
- a Class Representative To Attend Activities or Meetings.

Skills & Abilities

1. Fast Learner
2. Administration Management
3. Marketing & Development
4. Communication & Public Speaking
5. Microsoft Office
6. Work as A Team
7. Team Building & Leadership
8. Problem-solving



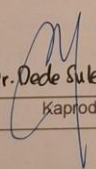
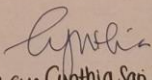
Language Ability

- Native in Indonesia
- Active in English
- Passive in Mandarin

Training & Courses


- Paskibraka Provinsi Banten | 2018 2017 – 2018
- Intermediate Excel Class by Kevin Tham | 2022

Lampiran 6 Formulir Persetujuan Penulisan Skripsi

 Universitas Pembangunan Jaya	FORMULIR PERSETUJUAN PENULISAN SKRIPSI/TA	SPT-1/03/SOP-18/P-02 18/03/2024	
Nama Mahasiswa : Marchella Gurtna Halim Prodi/NIM : Manajemen / 2020021182 Judul Skripsi/TA yang diajukan : Pengaruh Live Streaming, Content Marketing, dan Promosi terhadap Keputusan Pembelian Produk Kosmetik Pixy			
Telah disetujui untuk menulis Skripsi/TA.			
Dosen Pembimbing Skripsi/TA yang ditugaskan Prodi adalah:			
No	Nama	NIDN	JAD
1	Cynthia Sari Dewi, S.E., M.Sc.	0308118803	AA
2			
Tangerang Selatan, 01 November 2024			
Menugaskan,	Menyetujui,	Menerima,	
 Yusuf Iskandar, Ssi., M.M. Koordinator Skripsi/TA	 Dr. Dede Suleman, SE., MM., CMA Kaprodi	 Cynthia Sari Dewi, S.E., M.Sc. Dosen Pembimbing 1	Dosen Pembimbing 2

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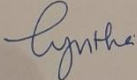
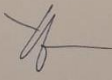
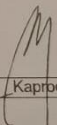
Lampiran 7 Formulir Pengajuan Sidang Skripsi

	FORMULIR PENGAJUAN SIDANG SKRIPSI/TA	SPT-1/04/SOP-06/F-01 No. Pendaftaran
	Nama Mahasiswa : <u>Marchella Guntra Halim</u> Prodi/NIM : <u>2020021182</u> Judul Skripsi/TA : <u>Pengaruh Live Streaming, konten marketing, dan Promosi terhadap Keputusan Pembelian Produk kosmetik Pixy</u> Dosen Pembimbing : <u>1. Cynthia San Dewi, SE., M.Sc.</u> : <u>2.</u> Dosen Penguji : <u>1. Mohamad Ino Febrianto, SE., MM, PhD</u> JAD : : <u>2. Dr. Dede Sulman, SE, MM, CMA</u> JAD : : <u>3.</u> JAD : Jadwal Sidang : Tempat : _____ Hari/Tanggal: _____	

Telah memenuhi syarat Sidang Skripsi/TA: (mohon beri tanda V untuk syarat yang relevan)




















No	Syarat	Ya	Tidak
1	IPK minimal 2.00	✓	
2	Tidak ada nilai D untuk mata kuliah mayor/inti Prodi <i>(sedang mengulang)</i>	✓	
3	MK Skripsi/TA tercantum di BRS semester berjalan	✓	
4	Lulus minimal 1 mata kuliah KOTA untuk tiap rumpun	✓	
5	SPT-1/03/SOP-28/F-03 Formulir Pembimbingan Skripsi (minimal 8 x)	✓	
6	Poin JSDP (minimal 75% persen dari syarat kelulusan)	✓	
7	Mengumpulkan dokumen Skripsi/TA (sesuai ketentuan Prodi)	✓	

Tangerang Selatan, 06 Desember 2024



Mengajukan	Mengetahui	Memeriksa	Menyetujui
			
Mahasiswa	Dosen Pembimbing	Koordinator Skripsi/TA	Kaprodi

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Lampiran 8 Formulir Pembimbingan Skripsi

		FORMULIR PEMBIMBINGAN SKRIPSI/TA		SPT-1/03/SOP-28/F-03 No. Revisi:	
Nama Mahasiswa : Marchella Guritna Halim Prodi/NIM : Manajemen/2020021182 Judul Skripsi/TA yang diajukan : Pengaruh Live Streaming, Konten Marketing, dan Promosi terhadap keputusan Pembelian Produk kosmetik Pixy					
No	Tanggal	Materi Pembimbingan	Paraf Mahasiswa	Paraf Dosen Pembimbing	
1	13/09/2024	Pembahasan Bab 1-2			
2	20/09/2024	Pembahasan Bab 1-2			
3	28/09/2024	Pembahasan Bab 2-3			
4	8/10/2024	Pembahasan Bab 2-3			
5	16/10/2024	Pembahasan Bab 2-3			
6	22/11/2024	Pembahasan Bab 4			
7	4/12/2024	Pembahasan Bab 4			
8	07/12/2024	Pembahasan Bab 4-5			
9	08/12/2024	Pembahasan Bab 5			

* Jika pembimbingan lebih dari minimal 8 kali, mohon membuat salinan formulir ini

 Mahasiswa	 Cynthia Sari Dewi, S.E., M.Sc. Dosen Pembimbing	
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