

LAMPIRAN

LAMPIRAN I

Tabel Daftar 50 Marketplace Di Indonesia

NO	Nama Marketplace	NO	Nama Marketplace
1	Shopee	26	Asmaraku
2	tokopedia	27	redBus Indonesia
3	Bukalapak	28	UNIQLO INDONESIA
4	Lazada	29	agoda
5	Bibli	30	H&M
6	Orami	31	mothercare
7	bhinneka.com	32	Bro Do
8	Traveloka	33	Tix id
9	SociollaID	34	ElectronicCityID
10	Myhartono	35	CGVKreasi

NO	Nama Marketplace	NO	Nama Marketplace
11	zalora	36	hijup
12	Matahari	37	Pemmzchannel
13	alfagift	38	klik indomaret
14	KAI	39	Halodoc
15	jakartanotebook.com	40	mbizmarket1169
16	LottemartIndo	41	olx_id
17	mitrajakmall4365	42	Minisoindonesia
18	Tiket.com	43	monotaro_id
19	iStyleid	44	InfoSuperIndo
20	cinema21	45	indogrosir562

NO	Nama Marketplace	NO	Nama Marketplace
21	jamtangancom	46	Garuda Indonesia
22	Citilink Indonesia	47	hypermart
23	PlazaKameraOfficial	48	IKEAIndonesia_ID
24	Otten Coffee	49	informafurnishing9548
25	mapclub	50	Kimia farma

LAMPIRAN II

Hasil *Dataset 50 Marketplace di indonesia* Dari *Social Blade*

SOCIAL BLADE

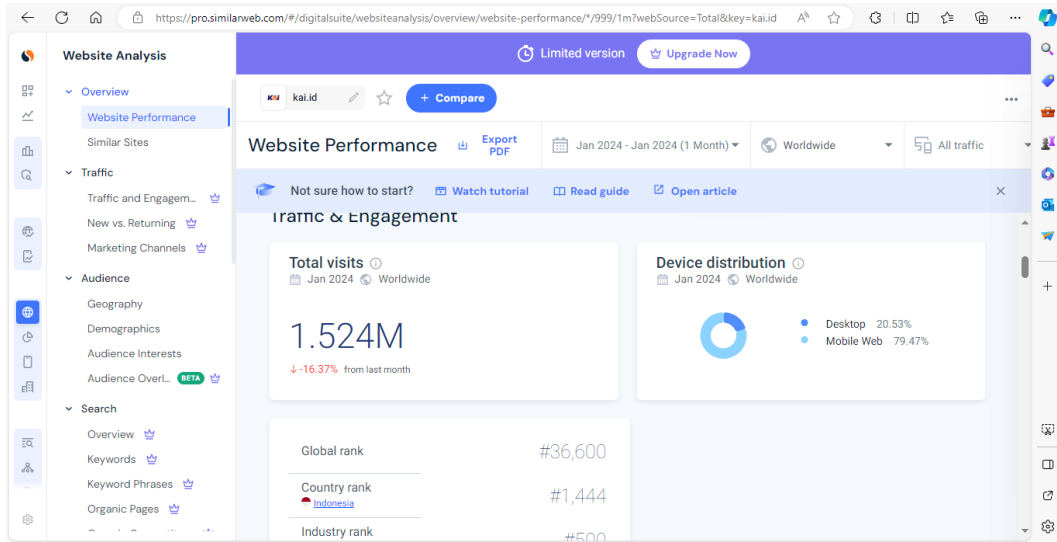
The screenshot shows the Social Blade profile page for 'ORAMI ENTERTAINMENT'. The channel has 1,191 uploads, 451K subscribers, and 103,693,430 video views. It is categorized as 'Entertainment' and was created on August 22nd, 2013. The page includes a navigation menu with options like 'User Summary', 'Future Projections', and 'Detailed Statistics'.

No	Nama Marketplace	Jumlah Upload	Subscriber	Video Views
1	Shopee	6.804	3.180.000	10.313.003.086
2	tokopedia	1.396	2.320.000	1.532.539.978
3	Bukalapak	2.018	992.000	644.613.386
4	Lazada	969	820.000	1.894.961.475
5	Bibli	1.907	1.190.000	798.403.670
6	Orami	1.161	449.000	103.008.859
7	bhinneka.com	687	35.700	10.592.566
8	Traveloka	529	671.000	498.437.665
9	SociollaID	62	4.990	20.555.417
10	Myhartono	290	1.630	739.548
11	zalora	820	83.700	95.263.352
12	Matahari	348	103.000	171.243.550
13	alfagift	1.558	24.800	76.918.013
14	KAI	422	105.000	12.144.571
15	jakartanotebook.com	218	5.940	1.482.007
16	LottemartIndo	411	1.530	3.411.272
17	mitrajakmall4365	46	827.000	64.361
18	Tiket.com	627	631.000	172.496.890
19	iStyleid	599	10.000	42.609.299
20	cinema21	1.965	291.000	64.796.704
21	jamtangan.com	1.476	82.500	71.815.233
22	Citilink Indonesia	256	43.700	3.567.662

No	Nama Marketplace	Jumlah Upload	Subscriber	Video Views
23	PlazaKameraOfficial	125	9.340	1.391.572
24	Otten Coffee	515	150.000	18.818.539
25	mapclub	40	1.570	2.032.851
26	Asmaraku	299	25.300	9.543.467
27	redBus Indonesia	48	3.100	46.337.683
28	UNIQLO INDONESIA	254	14.400	73.682.531
29	agoda	12	49.800	261.958.791
30	H&M	650	439.000	232.184.439
31	mothercare	292	6.740	10.074.174
32	Bro Do	394	15.500	2.873.374
33	Tix id	548	16.000	8.239.526
34	ElectronicCityID	90	3.220	1.169.429
35	CGVKreasi	2.339	83.200	30.506.646
36	hijup	1.205	310.000	47.394.325
37	Pemzmchannel	1.054	102.000	33.449.676
38	klik indomaret	1.452	151.000	74.299.391
39	Halodoc	2.289	866.000	267.311.687
40	mbizmarket1169	104	1.210	171.898
41	olx_id	617	188.000	291.954.742
42	minisoindonesia	148	4.560	451.554
43	monotaro_id	118	677	1.136.773
44	InfoSuperIndo	113	3.860	2.367.831
45	indogrosir562	48	5.290	165.093
46	Garuda Indonesia	336	104.000	31.674.993
47	hypermart	192	1.480	28.336.226
48	IKEAIndonesia_ID	459	86.200	88.286.330
49	informafurnishing9548	146	4.520	81.912.189
50	Kimia farma	85	5.140	337.103

Lampiran III

Hasil Dataset 50 Marketplace Di Indonesia Dari Similarweb



No	Nama Marketplace	Jumlah Pengunjung
1	Shopee	242.100.000
2	tokopedia	101.000.000
3	Bukalapak	8.698.000
4	Lazada	48.630.000
5	Bibli	35.790.000
6	Orami	25.290.000
7	bhinneka.com	1.327.000
8	Traveloka	21.430.000
9	SociollaID	1.279.000
10	Myhartono	237.143
11	zalora	2.353.000
12	Matahari	901.433
13	alfagift	224.918
14	KAI	1.822.000
15	jakartanotebook.com	725.219
16	LottemartIndo	236.847
17	mitrajakmall4365	343.147
18	Tiket.com	11.460.000
19	iStyleid	404.925
20	cinema21	267.831
21	jamtangan.com	718.633

No	Nama Marketplace	Jumlah Pengunjung
22	Citilink Indonesia	1.036.000
23	PlazaKameraOfficial	66.687
24	Otten Coffee	266.069
25	mapclub	519.201
26	Asmaraku	108.684
27	redBus Indonesia	1.147.000
28	UNIQLO INDONESIA	83.720.000
29	agoda	89.530.000
30	H&M	717.518
31	mothercare	135.202
32	Bro Do	93.077
33	Tix id	288.849
34	ElectronicCityID	20.102
35	CGVKreasi	1.116
36	hijup	233.261
37	Pemmzchannel	76.802
38	klik indomaret	2.849.000
39	Halodoc	43.210.000
40	mbizmarket1169	421.082
41	olx_id	11.170.000
42	minisoindonesia	1.161.000
43	monotaro_id	615.669
44	InfoSuperIndo	609.205
45	indogrosir562	43.467
46	Garuda Indonesia	237.298
47	hypermart	136.108
48	IKEAIndonesia_ID	1.117.000
49	informafurnishing9548	243.740
50	Kimia farma	816.671

LAMPIRAN VI

Hasil Uji Smart PLS (Uji Regresion)

➤ Normalitas

The screenshot shows the 'Indicators' table in SmartPLS 4. The table lists four indicators: Jumlah Upload, Subscriber, Video Views, and Jumlah Pengunjung. Each indicator is associated with a specific type (MET) and has various statistical values including Mean, Median, Scale min, Scale max, Observed min, Observed max, Standard deviation, Excess kurtosis, Skewness, and Cramér-von Mises p.

Name	No.	Type	Missings	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness	Cramér-von Mises p
Jumlah Upload	1	MET	0	770.820	422.000	12.000	8804.000	12.000	8804.000	1072.089	19.401	3.811	
Subscriber	2	MET	0	290491.940	48800.000	677.000	3180000.000	677.000	3180000.000	589324.989	12.980	3.377	
Video Views	3	MET	0	353614627.940	33449676.000	64361.000	10313003086.000	64361.000	10313003086.000	146559444.106	43.898	6.477	
Jumlah Pengunjung	4	MET	0	14916578.080	718633.000	1116.000	24210000.000	1116.000	24210000.000	39921633.947	21.019	4.235	

➤ Uji Multikolineritas

The screenshot shows the 'Collinearity statistics - VIF' table in SmartPLS 4. The table displays the Variance Inflation Factor (VIF) for three indicators: Video Views (4.251), Subscriber (3.273), and Jumlah Upload (3.553).

	VIF
Video Views	4.251
Subscriber	3.273
Jumlah Upload	3.553

➤ Uji Heterokedastisitas

SmartPLS 4 - Indicators

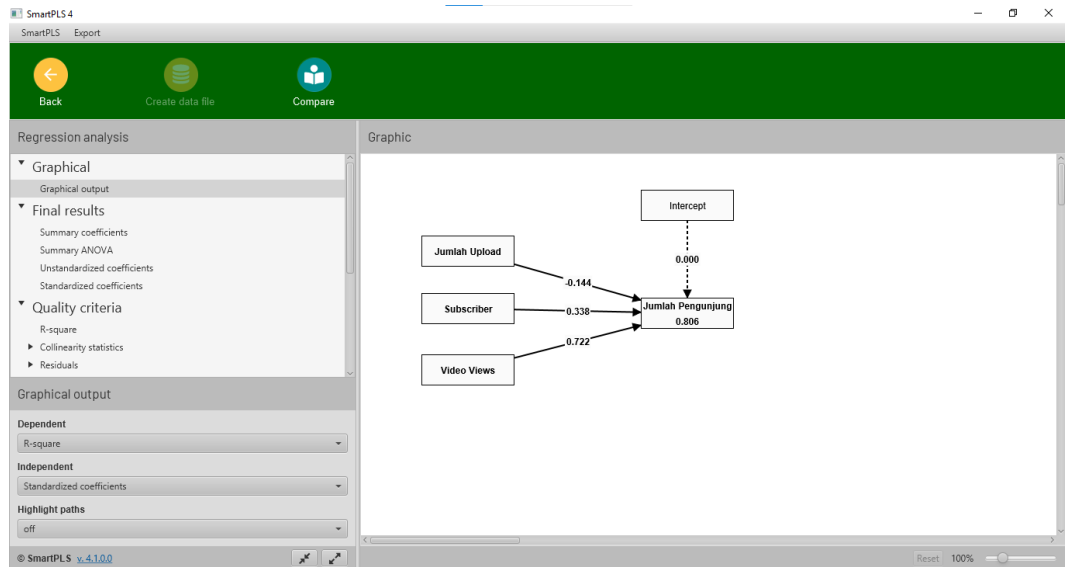
	Name	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness	Cramér-von Mises p value
Indicators	Jumlah Upload	70.820	422.000	12.000	6804.000	12.000	6804.000	1072.089	19.401	3.811	0.000
Samples	Subscriber	91.940	49800.000	677.000	3180000.000	677.000	3180000.000	589324.989	12.980	3.377	0.000
Missing values	Video Views	27.940	33449676.000	64361.000	10313003086.000	64361.000	10313003086.000	1465594444.106	43.898	6.477	0.000
	Jumlah Pengunjung	78.080	718633.000	1116.000	242100000.000	1116.000	242100000.000	39921633.947	21.019	4.235	0.000

➤ Hasil Uji R square and adjusted R Square

SmartPLS 4 - Regression analysis

	Jumlah Pengunjung
R-square	0.806
R-square adjusted	0.793
Durbin-Watson test	1.378

➤ Hasil Model Regression



➤ Hasil Uji T

	Unstandardized coefficients	Standardized coefficients	SE	T value	P value	5.0 %	95.0 %
Subscriber	22.910	0.338	7.965	2.876	0.003	9.545	36.275
Video Views	0.020	0.722	0.004	5.386	0.000	0.014	0.026
Jumlah Upload	-5363.280	-0.144	4562.072	1.176	0.123	-13018.103	2291.543
Intercept	5247634.893	0.000	3640655.581	1.441	0.078	-861118.545	11356388.331