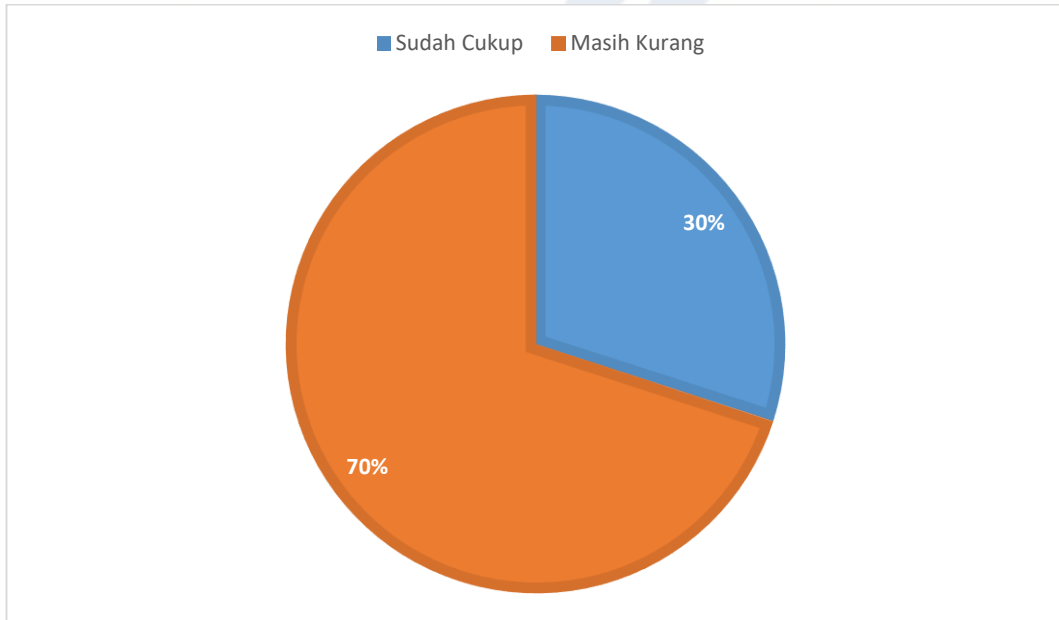
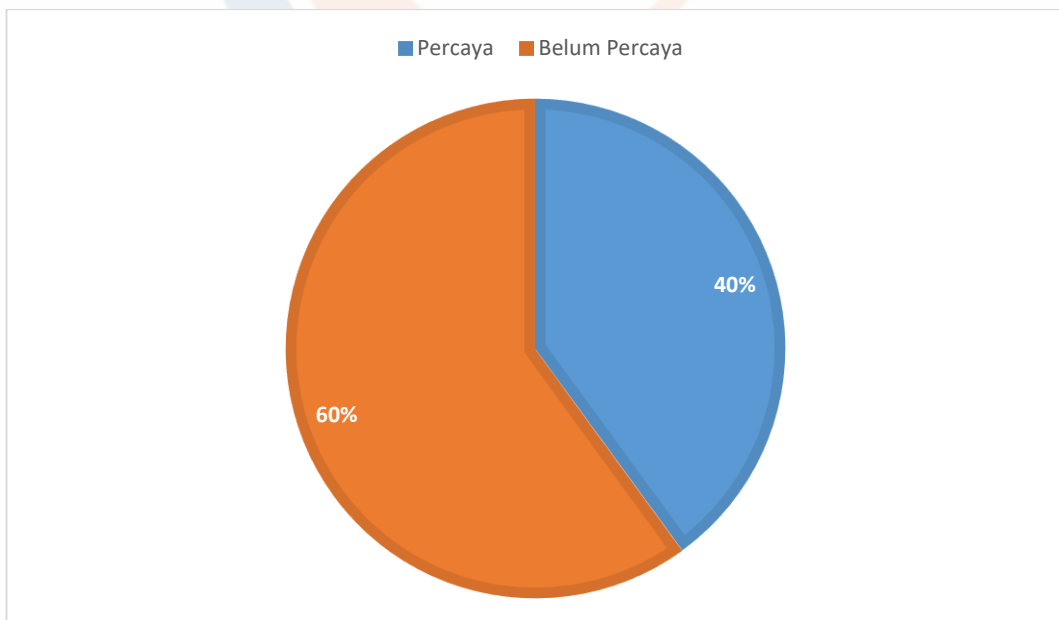


LAMPIRAN

Hasil Pra Survei *value* yang diberikan OVO Payment



Hasil Pra Survei tingkat kepercayaan konsumen terhadap OVO Payment



1. Apakah Anda berdomisili di Jakarta Barat?
 - a) Ya, **Lanjut** pertanyaan berikutnya
 - b) Tidak, **Stop** mengisi kuesioner ini. Terimakasih atas partisipasi anda.

2. Kapan terakhir kali Anda menggunakan OVO payment?
 - a) 1 bulan yang lalu, **Lanjut** pertanyaan berikutnya
 - b) 2 bulan yang lalu, **Lanjut** pertanyaan berikutnya
 - c) Lebih dari 2 bulan yang lalu, **Stop** mengisi kuesioner ini. Terimakasih atas partisipasi anda.

3. Untuk melakukan pembayaran apa Anda Menggunakan OVO payment tersebut?

.....
.....

I. Pernyataan Penelitian

Petunjuk Pengisian:

Berikut ini terdapat beberapa pernyataan seputar penelitian ini. Pilihlah jawaban yang menurut Anda paling tepat dan sesuai dengan apa yang Anda rasakan dengan cara memberikan tanda (X) pada nomor pilihan. Penilaian yang digunakan yaitu sebagai berikut :

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Setuju (S)

4 = Sangat Setuju (SS)

A) *Customer Trust*

No	Pernyataan	STS	TS	S	SS
1	Saya merasa OVO payment mau melayani kepentingan saya	1	2	3	4
2	Menurut saya OVO payment merupakan <i>e-payment</i> yang menepati janjinya	1	2	3	4
3	Saya merasa bahwa OVO payment mampu memenuhi kebutuhan saya	1	2	3	4
4	Saya siap untuk menerima risiko pada saat menggunakan OVO payment	1	2	3	4
5	Saya bersedia untuk melakukan transaksi kepada OVO payment	1	2	3	4
6	Saya bersedia untuk memberikan saran kepada OVO payment	1	2	3	4

B) *Customer Value*

No	Pernyataan	STS	TS	S	SS
1	Menurut saya OVO payment konsisten dalam mempertahankan kualitas produknya	1	2	3	4
2	Saya merasa bahwa OVO payment mudah untuk digunakan	1	2	3	4
3	Saya menikmati saat menggunakan produk OVO payment	1	2	3	4
4	Saya merasa nyaman saat menggunakan produk OVO payment	1	2	3	4
5	Saya merasa senang saat menggunakan produk OVO payment	1	2	3	4

No	Pernyataan	STS	TS	S	SS
6	Menurut saya OVO payment adalah produk yang berkualitas	1	2	3	4
7	Menurut saya produk OVO payment sangat ekonomis saat digunakan	1	2	3	4
8	Saya merasa lebih percaya diri saya ketika menggunakan produk OVO payment	1	2	3	4
9	Saya mendapat pengakuan social saat menggunakan produk OVO payment	1	2	3	4

C) Customer Satisfaction

No	Pernyataan	STS	TS	S	SS
1	Saya selalu menggunakan OVO payment ketika dibutuhkan	1	2	3	4
2	Saya mengatakan hal-hal yang baik tentang OVO payment kepada orang lain	1	2	3	4
3	Saya cenderung tidak tertarik dengan produk e-payment lainnya	1	2	3	4
4	Saya akan menggunakan seluruh aplikasi yang ditawarkan	1	2	3	4
5	Saya mau merekomendasi orang lain untuk menggunakan OVO payment	1	2	3	4

No.	Skor Item																										
	Customer Trust (X1)						Total	Customer Value (X2)									Total	Customer Satisfaction (Y)					Total				
	CT1	CT2	CT3	CT4	CT5	CT6		CV1	CV2	CV3	CV4	CV5	CV6	CV7	CV8	CV9		CS1	CS2	CS3	CS4	CS5					
1	3	3	3	3	3	3	18	3	3	3	3	3	3	3	3	3	3	3	3	3	27	3	3	3	3	3	15
2	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	20
3	3	3	3	3	3	3	18	3	4	4	4	4	3	3	3	3	3	3	3	3	31	4	3	2	2	3	14
4	3	4	3	2	3	4	19	3	4	4	4	4	4	4	2	2	2	2	2	2	31	3	4	1	2	2	12
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6	3	3	3	3	3	3	18	3	3	3	3	3	3	3	3	3	3	3	3	3	27	3	2	2	3	3	13
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9	3	2	3	2	3	3	16	2	3	3	2	2	2	3	2	2	2	2	2	2	21	3	2	1	2	3	11
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No.	Skor Item																				Total					
	Customer Trust (X1)						Total	Customer Value (X2)									Total	Customer Satisfaction (Y)					Total			
	CT1	CT2	CT3	CT4	CT5	CT6		CV1	CV2	CV3	CV4	CV5	CV6	CV7	CV8	CV9		CS1	CS2	CS3		CS4		CS5		
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93	1	1	1	1	1	1	6	1	1	1	1	1	1	1	1	1	1	1	1	9	1	1	1	1	1	5
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Total	362	361	352	347	361	360	2143	366	364	363	361	354	359	355	346	352	3220	364	354	336	349	358	1761			

Hasil Uji Validitas

Customer Trust

		CT1	CT2	CT3	CT4	CT5	CT6	Total_Customer _Trust
CT1	Pearson Correlation	1	.040	.060	.254	.249	.293	.530**
	Sig. (2-tailed)		.835	.753	.175	.184	.116	.003
	N	30	30	30	30	30	30	30
CT2	Pearson Correlation	.040	1	.284	.290	.154	.404*	.553**
	Sig. (2-tailed)	.835		.128	.120	.418	.027	.002
	N	30	30	30	30	30	30	30
CT3	Pearson Correlation	.060	.284	1	.328	.556**	.431*	.688**
	Sig. (2-tailed)	.753	.128		.077	.001	.018	.000
	N	30	30	30	30	30	30	30
CT4	Pearson Correlation	.254	.290	.328	1	.322	-.026	.620**
	Sig. (2-tailed)	.175	.120	.077		.083	.893	.000
	N	30	30	30	30	30	30	30
CT5	Pearson Correlation	.249	.154	.556**	.322	1	.422*	.723**
	Sig. (2-tailed)	.184	.418	.001	.083		.020	.000
	N	30	30	30	30	30	30	30
CT6	Pearson Correlation	.293	.404*	.431*	-.026	.422*	1	.635**
	Sig. (2-tailed)	.116	.027	.018	.893	.020		.000
	N	30	30	30	30	30	30	30
Total_Customer _Trust	Pearson Correlation	.530**	.553**	.688**	.620**	.723**	.635**	1
	Sig. (2-tailed)	.003	.002	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

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

Customer Value

		CV1	CV2	CV3	CV4	CV5	CV6	CV7	CV8	CV9	Total_Customer _Value
CV1	Pearson Correlation	1	.299	.197	.062	.163	.163	.133	.295	.270	.437*
	Sig. (2-tailed)		.109	.298	.744	.390	.391	.484	.114	.149	.016
	N	30	30	30	30	30	30	30	30	30	30
CV2	Pearson Correlation	.299	1	.388*	.143	.312	.301	.096	-.119	.311	.493**
	Sig. (2-tailed)	.109		.034	.450	.093	.106	.612	.532	.094	.006
	N	30	30	30	30	30	30	30	30	30	30
CV3	Pearson Correlation	.197	.388*	1	.282	.370*	.011	.157	-.043	.205	.472**
	Sig. (2-tailed)	.298	.034		.130	.044	.953	.408	.823	.277	.008
	N	30	30	30	30	30	30	30	30	30	30
CV4	Pearson Correlation	.062	.143	.282	1	.600**	.396*	.396*	.282	.382*	.670**
	Sig. (2-tailed)	.744	.450	.130		.000	.030	.030	.130	.037	.000
	N	30	30	30	30	30	30	30	30	30	30
CV5	Pearson Correlation	.163	.312	.370*	.600**	1	.519**	.519**	.247	.437*	.760**
	Sig. (2-tailed)	.390	.093	.044	.000		.003	.003	.189	.016	.000
	N	30	30	30	30	30	30	30	30	30	30
CV6	Pearson Correlation	.163	.301	.011	.396*	.519**	1	.532**	.381*	.607**	.714**
	Sig. (2-tailed)	.391	.106	.953	.030	.003		.002	.038	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
CV7	Pearson Correlation	.133	.096	.157	.396*	.519**	.532**	1	.403*	.244	.635**
	Sig. (2-tailed)	.484	.612	.408	.030	.003	.002		.027	.194	.000
	N	30	30	30	30	30	30	30	30	30	30
CV8	Pearson Correlation	.295	-.119	-.043	.282	.247	.381*	.403*	1	.604**	.557**
	Sig. (2-tailed)	.114	.532	.823	.130	.189	.038	.027		.000	.001
	N	30	30	30	30	30	30	30	30	30	30
CV9	Pearson Correlation	.270	.311	.205	.382*	.437*	.607**	.244	.604**	1	.744**
	Sig. (2-tailed)	.149	.094	.277	.037	.016	.000	.194	.000		.000
	N	30	30	30	30	30	30	30	30	30	30
Total_Customer _Value	Pearson Correlation	.437*	.493**	.472**	.670**	.760**	.714**	.635**	.557**	.744**	1
	Sig. (2-tailed)	.016	.006	.008	.000	.000	.000	.000	.001	.000	
	N	30	30	30	30	30	30	30	30	30	30

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

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

Customer Satisfaction

		CS1	CS2	CS3	CS4	CS5	Total_Customer _Satisfaction
CS1	Pearson Correlation	1	.337	.210	.298	.196	.620**
	Sig. (2-tailed)		.069	.265	.109	.298	.000
	N	30	30	30	30	30	30
CS2	Pearson Correlation	.337	1	.119	.315	.245	.574**
	Sig. (2-tailed)	.069		.530	.090	.193	.001
	N	30	30	30	30	30	30
CS3	Pearson Correlation	.210	.119	1	.215	.258	.633**
	Sig. (2-tailed)	.265	.530		.253	.169	.000
	N	30	30	30	30	30	30
CS4	Pearson Correlation	.298	.315	.215	1	.409*	.687**
	Sig. (2-tailed)	.109	.090	.253		.025	.000
	N	30	30	30	30	30	30
CS5	Pearson Correlation	.196	.245	.258	.409*	1	.667**
	Sig. (2-tailed)	.298	.193	.169	.025		.000
	N	30	30	30	30	30	30
Total_Customer _Satisfaction	Pearson Correlation	.620**	.574**	.633**	.687**	.667**	1
	Sig. (2-tailed)	.000	.001	.000	.000	.000	
	N	30	30	30	30	30	30

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

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

Hasil Uji Reliabilitas

Reliability Statistics Customer Trust

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.681	.690	6

Reliability Statistics

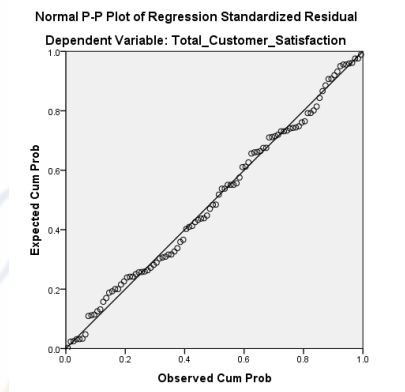
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.787	.789	9

Reliability Statistics Customer Satisfaction

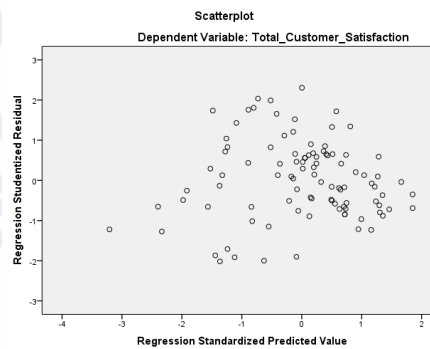
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.623	.638	5

Hasil Uji Asumsi Klasik

Uji Normalitas



Uji Heteroskedastisitas



Uji Multikolinearitas

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Total_Customer_Trust	.162	6.192
Total_Customer_Value	.162	6.192

a. Dependent Variable: Total_Customer_Satisfaction

Hasil Uji Regresi Linear Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.074	.135		.546	.586
Total_Customer_Trust	.183	.093	.180	1.957	.053
Total_Customer_Value	.781	.095	.760	8.248	.000

a. Dependent Variable: Total_Customer_Satisfaction

Hasil Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.929	2	29.464	313.987	.000 ^b
	Residual	9.572	102	.094		
	Total	68.501	104			

a. Dependent Variable: Total_Customer_Satisfaction

b. Predictors: (Constant), Total_Customer_Value, Total_Customer_Trust

Hasil Uji T

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.074	.135		.546	.586
Total_Customer_Trust	.183	.093	.180	1.957	.053
Total_Customer_Value	.781	.095	.760	8.248	.000

a. Dependent Variable: Total_Customer_Satisfaction

Hasil Uji R²

Model Summary^b Customer Trust to Customer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.876 ^a	.767	.765	.39359	.767	339.185	1	103	.000

a. Predictors: (Constant), Total_Customer_Trust

b. Dependent Variable: Total_Customer_Satisfaction

Model Summary^b Customer value to Customer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.925 ^a	.855	.854	.31051	.855	607.464	1	103	.000

a. Predictors: (Constant), Total_Customer_Value

b. Dependent Variable: Total_Customer_Satisfaction

Model Summary^b Customer Trust and Customer Value to Customer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.928 ^a	.860	.858	.30633	.860	313.987	2	102	.000

a. Predictors: (Constant), Total_Customer_Value, Total_Customer_Trust

b. Dependent Variable: Total_Customer_Satisfaction

Hasil Analisis Deskriptif

Jenis_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	64	61.0	61.0	61.0
	Perempuan	41	39.0	39.0	100.0
	Total	105	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 – 25 tahun	62	59.0	59.0	59.0
	26 – 34 tahun	34	32.4	32.4	91.4
	35 – 43 tahun	9	8.6	8.6	100.0
	Total	105	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	26	24.8	24.8	24.8
	Pegawai (swasta / negeri)	61	58.1	58.1	82.9
	Wirausaha	16	15.2	15.2	98.1
	Atlet	2	1.9	1.9	100.0
	Total	105	100.0	100.0	

Pengeluaran_Per_Bulan_untuk_OVO_Payment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp 700.000,00 - Rp 1.000.000,00	76	72.4	72.4	72.4
	Rp 1.000.000,00 – RP 2.000.000,00	17	16.2	16.2	88.6
	Rp 2.000.000,00 – RP 3.000.000,00	7	6.7	6.7	95.2
	> Rp 3.000.000,00	5	4.8	4.8	100.0
	Total	105	100.0	100.0	

Terakhir Kali Menggunakan OVO Payment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Bulan yang lalu	83	79.0	79.0	79.0
	2 Bulan yang lalu	22	21.0	21.0	100.0
	Total	105	100.0	100.0	