

LAMPIRAN 1
LEMBAR KUESIONER

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Saya melakukan penelitian Pengaruh Kualitas Layanan dan Promosi Terhadap Niat Beli Ulang Melalui Kepercayaan Pada Situs *E-commerce* Shopee untuk menyelesaikan Tugas Akhir. Maka dari itu, saya mengharapkan kesediaan saudara/i untuk mengisi kuesioner ini.

Atas kesediaan saudara/i menjawab dengan jujur dan sebaik-baiknya saya ucapkan terimakasih.

No. Responden :

Petunjuk :

Isilah data responden dibawah ini dengan memberikan tanda ceklis “√” atau silang “X” pada salah satu jawaban.

DATA RESPONDEN

1. Jenis Kelamin
 - A. Laki-Laki
 - B. Perempuan

2. Usia
 - A. 17-21 tahun
 - B. 22-25 tahun
 - C. 26-29 tahun
 - D. > 30

3. Pekerjaan anda saat ini?
 - A. Pelajar
 - B. Mahasiswa
 - C. Karyawan
 - D. Lainnya

4. Rata-Rata Pengeluaran belanja di Shopee dalam 3 bulan
 - A. < Rp. 500.000
 - B. Rp. 500.000 - Rp. 1.000.000
 - C. Rp. 1.000.000 - Rp. 2.000.000
 - D. > Rp. 3.000.000

5. Berapa kali anda dalam per 3 bulan melakukan pembelian di Shoppe ?
 - A. 1
 - B. 2
 - C. 3
 - D. > 4

PERNYATAAN

- 1) Petunjuk : Sebelum mengisi pernyataan dibawah, bacalah petunjuk pengisian dengan baik dan isi data responden terlebih dahulu.
- 2) Kuesioner penelitian ini terdiri dari 35 pernyataan
- 3) Berilah silang (X) atau “√” pada kolom pernyataan.
Sangat Setuju (SS), Setuju (S) , Tidak Setuju (TS), Sangat tidak setuju (STS) sesuai dengan keadaan yang sebenarnya.

No.	Pernyataan	Kategori			
		STS	TS	S	SS
		1	2	3	4
	Kualitas Layanan				
1	Shopee memiliki akses yang mudah untuk digunakan				
2	Fasilitas pencarian barang yang mudah				
3	Shopee memiliki sistem pembayaran yang instan dan mudah				
4	Shopee memberikan jaminan pengembalian barang ketika produk yang diterima salah atau rusak.				
5	Layanan Shopee memberikan jaminan tepat waktu dalam pengajuan pengembalian				
6	Shopee memberikan jaminan produk yang ada di Shopee Mall 100% original				

No.	Pernyataan	Kategori			
		STS	TS	S	SS
		1	2	3	4
7	Shopee cepat tanggap dalam menyelesaikan keluhan				
8	Shopee merespon permintaan pelanggan secara cepat				
9	Shopee melindungi Data pribadi saya				
10	Shopee melindungi Data transaksi saya				
11	Shopee melindungi transaksi data kartu debit/kredit saya				
12	Shopee menyediakan kontak (telepon, email dan lainnya) untuk mengatasi masalah/keluhan belanja saya				
13	Shopee memiliki customer service yang tersedia secara online (Live Chat)				
	Promosi				
14	Iklan Shopee memiliki daya tarik yang unik, baik gaya bahasa yang digunakan, maupun cara menyampaikan pesan				
15	Shopee menayangkan iklannya melalui berbagai media				
16	Shopee sering memberikan bonus/cashback pada saat pembelian produk				
17	Shopee sering memberikan diskon dan promo yang menguntungkan saya				
18	Shopee memberikan potongan ongkos kirim yang menguntungkan saya				
19	Shopee sering menjadi sponsor di berbagai macam acara				
20	Shopee sering mengadakan acara				

No.	Pernyataan	Kategori			
		STS	TS	S	SS
		1	2	3	4
	Kepercayaan				
21	Saya mempercayai situs Shopee untuk berbelanja				
22	Shopee menawarkan berbagai macam produk yang sesuai dengan harapan saya				
23	Informasi yang diberikan Shopee sesuai dengan fakta				
24	Shopee menyediakan fasilitas jaminan ganti rugi untuk para pelanggannya.				
25	Saya percaya Shopee memberikan keamanan dalam bertransaksi				
26	Saya percaya Shopee memberikan kepuasan dalam bertransaksi				
	Niat Beli Ulang				
27	Saya merasa ingin membeli kembali produk pada situs Shopee dengan jumlah yang sama				
28	Setiap saya merasa butuh sesuatu saya berbelanja di Shopee				
29	Saya akan membeli sesuatu yang saya inginkan dengan jumlah yang lebih dari pertama saya beli				
30	Pada saat ada penawaran diskon saya ingin menambah jumlah belanja				
31	Saya ingin lebih sering belanja melalui Shopee				
32	Saya mengurangi berbelanja di <i>marketplace</i> selain Shopee				

LAMPIRAN 2
Tabulasi Kuesioner Penelitian
30 Responden

No. Responden	Kualitas Layanan (X1)													Total
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	
1	3	3	2	2	2	2	2	2	3	3	2	2	2	30
2	3	2	2	2	2	2	3	3	2	2	2	2	2	29
3	3	3	3	2	2	2	2	2	2	4	4	3	2	34
4	3	2	4	3	3	2	2	3	3	2	2	4	2	35
5	4	3	4	3	4	4	4	4	4	3	3	4	4	48
6	2	2	4	2	2	3	3	2	2	2	2	2	2	30
7	2	2	3	4	2	3	2	2	4	2	2	2	3	33
8	4	2	3	2	2	2	2	3	4	4	4	2	2	36
9	4	4	4	2	3	4	4	4	4	4	4	4	4	49
10	4	4	4	2	2	4	4	3	4	3	3	4	4	45
11	4	4	4	4	2	4	4	4	4	4	4	4	4	50
12	4	4	4	3	2	4	2	4	3	2	2	2	4	40
13	3	3	3	2	2	2	2	2	2	2	2	3	2	30
14	2	2	3	2	2	2	2	2	2	2	2	3	2	28
15	2	2	3	2	2	2	3	3	2	3	3	3	2	32
16	4	4	4	4	4	4	4	4	3	3	3	3	4	48
17	4	4	4	2	2	2	2	4	4	2	2	4	2	38
18	4	4	4	3	4	3	3	3	3	4	4	4	3	46
19	4	3	3	3	3	3	3	4	3	3	3	3	3	41
20	4	3	4	3	4	3	3	3	4	3	3	3	3	43
21	4	4	3	3	4	2	4	4	4	3	3	3	2	43
22	3	4	4	4	4	4	2	3	4	3	3	3	4	45
23	4	4	4	4	4	4	4	4	3	3	3	3	4	48
24	2	2	2	2	2	2	2	3	2	2	2	3	2	28
25	4	4	3	4	2	4	4	4	3	4	4	3	4	47
26	4	4	4	4	2	4	2	4	4	4	4	3	4	47
27	4	4	4	4	4	2	4	4	4	4	4	3	2	47
28	4	4	4	4	4	4	4	4	4	4	4	3	4	51
29	2	4	4	3	3	3	3	4	3	4	4	3	3	43
30	3	3	3	3	3	3	3	3	3	3	3	3	3	39

No. Responden	Promosi (X2)							Total	Kepercayaan (X3)						Total
	X2.14	X2.15	X2.16	X2.17	X2.18	X2.19	X2.20		X3.21	X3.22	X3.23	X3.24	X3.25	X3.26	
1	3	3	2	2	2	3	3	18	3	3	3	2	3	3	17
2	2	2	2	2	2	2	3	15	2	2	2	2	2	2	12
3	2	2	2	2	2	3	3	16	2	2	2	2	3	3	14
4	3	3	3	3	3	3	3	21	2	2	3	3	2	2	14
5	3	3	3	3	3	3	3	21	3	3	3	3	3	3	18
6	4	4	3	3	3	3	3	23	4	4	3	3	3	4	21
7	2	2	3	3	3	3	3	19	2	3	3	3	3	3	17
8	3	3	3	3	3	3	3	21	3	3	3	3	3	3	18
9	3	3	3	3	3	3	3	21	4	4	3	3	3	3	20
10	3	3	3	3	3	3	3	21	3	3	3	3	3	3	18
11	3	3	3	3	3	3	3	21	3	3	3	3	3	3	18
12	3	3	3	3	3	3	3	21	3	3	3	3	3	3	18
13	2	3	2	2	2	2	3	16	2	2	2	2	2	2	12
14	2	2	2	3	3	2	3	17	2	2	2	2	2	2	12
15	2	2	2	2	2	2	2	14	2	2	2	2	2	2	12
16	3	3	3	3	3	3	4	22	3	3	3	3	3	3	18
17	3	3	3	3	3	3	3	21	3	3	3	3	3	3	18
18	3	3	3	3	3	3	4	22	3	3	3	3	3	3	18
19	3	3	3	3	3	3	3	21	3	3	3	3	3	3	18
20	3	3	4	4	4	4	3	25	3	3	4	4	4	4	22
21	4	4	3	4	3	3	3	24	4	4	3	3	3	3	20
22	4	4	3	3	3	3	3	23	4	4	3	3	3	3	20
23	3	3	3	3	3	4	3	22	3	3	3	3	4	4	20
24	2	2	2	2	2	2	2	14	2	2	2	2	2	2	12
25	4	4	3	3	3	3	3	23	4	4	3	3	3	3	20
26	3	3	4	4	4	3	4	25	3	3	4	4	3	3	20
27	4	4	3	3	3	4	4	25	4	4	3	3	4	4	22
28	3	3	4	4	4	3	4	25	3	3	4	4	3	3	20
29	3	3	4	4	4	3	4	25	3	3	4	4	3	3	20
30	3	3	3	3	3	2	3	20	3	3	3	3	2	2	16

No. Responden	Niat Beli Ulang (Y)						Total
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	
1	3	3	2	2	3	2	15
2	2	2	2	2	2	2	12
3	3	2	2	2	3	2	14
4	3	3	3	3	3	3	18
5	3	3	3	4	4	4	21
6	4	4	4	4	4	4	24
7	2	2	4	4	3	3	18
8	3	3	3	4	3	3	19
9	3	3	3	4	3	4	20
10	3	4	4	3	4	4	22
11	3	3	3	3	3	3	18
12	3	3	3	3	3	3	18
13	3	2	3	2	3	2	15
14	2	2	2	3	2	3	14
15	1	2	2	2	2	2	11
16	3	4	4	4	3	4	22
17	4	3	4	3	3	4	21
18	4	4	4	4	4	3	23
19	4	4	4	3	4	3	22
20	3	3	4	4	3	3	20
21	4	4	4	4	4	4	24
22	4	4	4	4	3	3	22
23	3	3	4	4	4	3	21
24	2	4	4	4	4	2	20
25	4	4	3	3	3	3	20
26	3	3	4	4	3	4	21
27	4	4	3	3	4	3	21
28	3	3	4	4	3	4	21
29	3	3	4	4	3	4	21
30	3	3	3	3	3	3	18

Tabulasi Kuesioner Penelitian

160 Responden

No. Responden	Kualitas Layanan (X1)													Total
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	
1	4	3	4	4	4	3	2	2	3	2	2	2	2	37
2	3	3	3	2	2	2	3	3	3	3	3	3	3	36
3	3	3	2	2	2	2	2	2	2	2	2	2	2	28
4	3	3	3	3	3	3	3	3	3	3	3	3	3	39
5	2	2	3	3	3	3	3	2	2	3	3	3	3	35
6	3	3	2	2	2	2	3	3	3	3	3	2	3	34
7	4	3	3	3	3	3	4	4	4	3	4	4	3	45
8	4	3	3	3	3	3	3	3	3	3	4	4	3	42
9	3	3	3	3	3	4	3	3	3	3	3	3	3	40
10	4	4	4	3	3	3	4	4	3	4	4	4	4	48
11	3	3	3	3	3	4	3	3	3	3	3	3	3	40
12	4	4	3	2	2	2	1	3	3	3	3	1	3	34
13	3	4	3	3	4	4	3	4	4	3	3	3	3	44
14	3	3	3	2	3	3	3	4	2	3	3	3	3	38
15	3	3	3	2	2	2	3	3	2	2	3	3	3	34
16	3	3	3	3	3	3	3	3	3	3	3	3	3	39
17	2	2	4	3	3	3	2	2	3	2	3	2	2	33
18	4	4	4	3	3	3	4	4	4	4	4	4	3	48
19	4	3	4	3	3	3	4	4	3	3	3	4	3	44
20	3	2	3	2	2	2	2	2	2	2	2	2	2	28
21	3	4	3	3	3	3	3	3	3	3	3	3	3	40
22	3	3	4	3	3	3	4	3	3	4	4	4	4	45
23	4	4	4	2	2	2	3	3	3	3	3	3	3	39
24	3	3	3	3	3	3	2	3	2	3	2	2	3	35
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27	3	3	3	2	2	2	3	3	3	3	3	3	2	35
28	4	4	3	3	3	3	4	4	4	4	4	4	4	48
29	3	3	3	3	3	3	3	4	4	4	4	3	4	44
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35	3	3	3	3	4	3	4	4	4	3	3	4	3	44
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43	3	3	3	4	4	3	3	3	3	4	3	3	2	41
44	3	3	3	2	3	3	3	3	3	3	3	3	2	37
45	3	2	3	4	3	3	3	3	3	3	3	3	2	38
46	3	4	4	4	3	4	3	3	2	2	3	3	4	42
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71	4	4	3	4	4	3	3	3	3	3	3	3	4	44
72	3	4	3	2	2	2	4	4	4	3	4	4	3	42
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79	3	2	3	3	3	4	4	3	3	3	3	4	3	41
80	3	4	3	2	2	2	3	2	3	3	4	3	3	37
81	3	3	4	4	3	4	3	4	4	3	3	3	4	45
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85	3	3	3	4	4	3	4	3	3	4	4	4	4	46
86	4	3	3	4	3	4	4	3	2	4	3	4	4	45
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88	3	3	3	4	4	4	4	3	4	4	4	4	4	48
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91	3	3	3	3	3	3	3	3	3	2	3	3	3	38
92	3	2	3	3	3	3	4	2	2	3	3	4	3	38
93	4	4	4	4	4	4	4	4	4	3	3	4	4	50
94	4	3	4	3	3	4	3	4	4	4	3	3	3	45
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96	3	3	3	3	3	3	3	3	3	4	3	3	3	40
97	4	4	4	4	4	4	4	4	3	3	3	4	4	49
98	3	3	4	3	3	4	2	3	3	4	3	2	3	40
99	4	4	4	4	4	4	4	4	4	4	3	4	4	51
100	3	4	3	3	4	4	3	4	4	2	3	3	3	43
101	3	3	3	2	3	3	3	2	2	4	3	3	2	36
102	3	3	3	2	3	3	3	3	2	3	3	3	2	36
103	3	3	3	3	3	3	3	3	3	3	3	3	3	39
104	3	3	3	3	3	3	3	2	3	2	3	3	2	36
105	4	4	4	4	4	4	3	4	3	3	3	3	4	47
106	3	3	3	3	3	2	3	4	3	3	3	3	2	38

107	3	2	3	3	3	4	4	3	4	3	3	4	3	42
108	3	4	3	2	2	2	4	3	3	3	3	4	3	39
109	3	3	4	4	3	4	4	3	3	4	4	4	4	47
110	4	4	4	4	4	4	4	4	4	4	4	4	4	52
111	4	3	3	2	4	3	2	3	2	3	2	2	2	35
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114	3	3	4	3	4	3	4	3	4	4	3	4	3	45
115	3	3	3	3	4	3	4	4	4	4	4	4	3	46
116	3	4	4	4	4	4	3	4	4	4	4	3	4	49
117	3	4	4	4	3	3	2	2	3	2	2	2	4	38
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No. Responden	Promosi (X2)							Total	Kepercayaan (X3)						Total
	X2.14	X2.15	X2.16	X2.17	X2.18	X2.19	X2.20		X3.21	X3.22	X3.23	X3.24	X3.25	X3.26	
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No. Responden	Niat Beli Ulang (Y)						Total
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83	3	3	3	3	3	3	18
84	3	3	3	3	3	3	18
85	3	2	3	3	2	2	15
86	3	3	3	3	3	2	17
87	4	4	3	4	3	3	21
88	3	3	3	4	3	3	19
89	3	3	3	3	3	3	18
90	3	3	3	4	4	3	20
91	3	3	3	3	3	3	18
92	3	3	2	3	2	2	15
93	4	4	4	4	4	4	24
94	4	4	4	4	4	4	24
95	4	4	4	4	4	4	24
96	2	3	3	3	3	2	16
97	3	4	4	4	4	4	23
98	3	3	3	3	3	3	18
99	3	3	3	3	3	3	18
100	4	3	3	4	3	3	20
101	3	3	2	3	3	2	16
102	2	3	3	3	3	3	17
103	2	2	3	3	3	2	15
104	3	3	3	3	3	2	17
105	3	4	4	3	4	3	21
106	3	3	4	4	3	4	21
107	4	4	4	3	3	2	20
108	3	3	3	3	3	3	18
109	3	3	3	3	3	3	18
110	4	4	4	4	4	4	24
111	2	3	3	2	3	2	15
112	3	3	3	4	3	3	19
113	4	3	4	4	3	4	22
114	3	4	3	3	4	4	21
115	4	4	4	3	4	3	22

116	3	4	4	4	4	4	23
117	3	3	3	3	3	2	17
118	3	4	4	4	4	3	22
119	2	2	2	3	2	2	13
120	3	3	3	3	3	3	18
121	3	3	3	4	3	3	19
122	3	2	3	3	3	3	17
123	3	2	3	3	2	4	17
124	3	4	3	3	3	3	19
125	4	3	4	4	3	3	21
126	4	4	4	4	4	3	23
127	3	4	4	4	4	3	22
128	3	4	3	3	4	3	20
129	3	4	3	3	4	3	20
130	3	3	3	4	3	3	19
131	3	2	3	3	3	3	17
132	2	3	3	2	3	4	17
133	3	3	3	3	3	3	18
134	3	3	3	3	3	3	18
135	3	2	3	3	2	2	15
136	3	3	3	3	3	2	17
137	3	3	3	4	4	4	21
138	3	3	3	3	4	3	19
139	3	3	3	3	3	3	18
140	3	4	3	4	3	3	20
141	3	3	3	4	3	3	19
142	4	3	4	4	3	4	22
143	3	4	3	3	4	4	21
144	4	3	4	4	4	3	22
145	3	4	4	4	4	4	23
146	3	3	3	3	3	2	17
147	4	4	4	4	3	3	22
148	2	2	2	3	2	2	13
149	3	3	3	3	3	3	18
150	2	2	2	3	2	3	14
151	3	3	3	4	3	4	20
152	3	3	3	3	3	3	18
153	2	2	2	2	2	2	12

154	4	4	4	4	4	4	24
155	4	4	4	4	4	4	24
156	4	4	4	4	4	4	24
157	3	3	3	3	2	2	16
158	3	4	4	4	4	4	23
159	3	3	3	3	3	3	18
160	3	3	3	3	3	3	18

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LAMPIRAN 3
UJI VALIDITAS DAN RELIABILITAS
KUALITAS LAYANAN (X₁)

Correlations

	x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8	x1.9	x1.10	x1.11	x1.12	x1.13	Total_X1	
x1.1	Pearson Correlation	1	.667**	.430*	.358	.407*	.449*	.478**	.655**	.625**	.455*	.462*	.359	.504**	.744**
	Sig. (2-tailed)		.000	.018	.052	.026	.013	.008	.000	.000	.011	.010	.051	.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x1.2	Pearson Correlation	.667**	1	.574**	.509**	.431*	.597**	.484**	.672**	.529**	.535**	.532**	.407*	.641**	.825**
	Sig. (2-tailed)	.000		.001	.004	.017	.000	.007	.000	.003	.002	.002	.026	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x1.3	Pearson Correlation	.430*	.574**	1	.443*	.466**	.595**	.346	.468**	.515**	.284	.366*	.494**	.554**	.700**
	Sig. (2-tailed)	.018	.001		.014	.009	.001	.061	.009	.004	.129	.047	.005	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x1.4	Pearson Correlation	.358	.509**	.443*	1	.514**	.592**	.367*	.510**	.487**	.358	.393*	.067	.621**	.687**
	Sig. (2-tailed)	.052	.004	.014		.004	.001	.046	.004	.006	.052	.032	.724	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x1.5	Pearson Correlation	.407*	.431*	.466**	.514**	1	.292	.510**	.434*	.401*	.296	.324	.301	.319	.623**
	Sig. (2-tailed)	.026	.017	.009	.004		.117	.004	.017	.028	.112	.081	.106	.086	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x1.6	Pearson Correlation	.449*	.597**	.595**	.592**	.292	1	.488**	.507**	.443*	.337	.373*	.234	.980**	.759**
	Sig. (2-tailed)	.013	.000	.001	.001	.117		.006	.004	.014	.069	.042	.214	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x1.7	Pearson Correlation	.478**	.484**	.346	.367*	.510**	.488**	1	.584**	.316	.445*	.478**	.360	.476**	.694**
	Sig. (2-tailed)	.008	.007	.061	.046	.004	.006		.001	.089	.014	.008	.050	.008	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x1.8	Pearson Correlation	.655**	.672**	.468**	.510**	.434*	.507**	.584**	1	.513**	.420*	.476**	.377*	.559**	.780**
	Sig. (2-tailed)	.000	.000	.009	.004	.017	.004	.001		.004	.021	.008	.040	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x1.9	Pearson Correlation	.625**	.529**	.515**	.487**	.401*	.443*	.316	.513**	1	.413*	.413*	.307	.491**	.699**
	Sig. (2-tailed)	.000	.003	.004	.006	.028	.014	.089	.004		.023	.023	.098	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x1.10	Pearson Correlation	.455*	.535**	.284	.358	.296	.337	.445*	.420*	.413*	1	.976**	.253	.379*	.670**
	Sig. (2-tailed)	.011	.002	.129	.052	.112	.069	.014	.021	.023		.000	.177	.039	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x1.11	Pearson Correlation	.462*	.532**	.366*	.393*	.324	.373*	.478**	.476**	.413*	.976**	1	.310	.412*	.708**

	Sig. (2-tailed)	.010	.002	.047	.032	.081	.042	.008	.008	.023	.000	.095	.024	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.359	.407*	.494**	.067	.301	.234	.360	.377*	.307	.253	.310	.288	.497**
x1.12	Sig. (2-tailed)	.051	.026	.005	.724	.106	.214	.050	.040	.098	.177	.095	.123	.005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.504**	.641**	.554**	.621**	.319	.980**	.476**	.559**	.491**	.379*	.412*	.288	.795**
x1.13	Sig. (2-tailed)	.004	.000	.001	.000	.086	.000	.008	.001	.006	.039	.024	.123	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.744**	.825**	.700**	.687**	.623**	.759**	.694**	.780**	.699**	.670**	.708**	.497**	.795**
Total_X1	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.005	.000
	N	30	30	30	30	30	30	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).

Reliability Statistics

Cronbach's Alpha	N of Items
.917	13

PROMOSI (X₂)

Correlations

		x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	Total_X2
	Pearson Correlation	1	.958**	.515**	.520**	.450*	.571**	.347	.792**
x2.1	Sig. (2-tailed)		.000	.004	.003	.013	.001	.060	.000
	N	30	30	30	30	30	30	30	30
	Pearson Correlation	.958**	1	.452*	.453*	.378*	.502**	.346	.743**
x2.2	Sig. (2-tailed)	.000		.012	.012	.039	.005	.061	.000
	N	30	30	30	30	30	30	30	30
	Pearson Correlation	.515**	.452*	1	.914**	.954**	.591**	.604**	.898**
x2.3	Sig. (2-tailed)	.004	.012		.000	.000	.001	.000	.000
	N	30	30	30	30	30	30	30	30
	Pearson Correlation	.520**	.453*	.914**	1	.955**	.502**	.567**	.879**
x2.4	Sig. (2-tailed)	.003	.012	.000		.000	.005	.001	.000
	N	30	30	30	30	30	30	30	30
	Pearson Correlation	.450*	.378*	.954**	.955**	1	.518**	.614**	.868**
x2.5	Sig. (2-tailed)	.013	.039	.000	.000		.003	.000	.000
	N	30	30	30	30	30	30	30	30
	Pearson Correlation	.571**	.502**	.591**	.502**	.518**	1	.422*	.729**
x2.6	Sig. (2-tailed)	.001	.005	.001	.005	.003		.020	.000
	N	30	30	30	30	30	30	30	30
	Pearson Correlation	.347	.346	.604**	.567**	.614**	.422*	1	.681**
x2.7	Sig. (2-tailed)	.060	.061	.000	.001	.000	.020		.000
	N	30	30	30	30	30	30	30	30
	Pearson Correlation	.792**	.743**	.898**	.879**	.868**	.729**	.681**	1
Total_X2	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	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).

Reliability Statistics

Cronbach's Alpha	N of Items
.906	7

KEPERCAYAAN (X₃)

Correlations

		x3.1	x3.2	x3.3	x3.4	x3.5	x3.6	Total_X3
x3.1	Pearson Correlation	1	.965**	.476**	.502**	.588**	.640**	.845**
	Sig. (2-tailed)		.000	.008	.005	.001	.000	.000
	N	30	30	30	30	30	30	30
x3.2	Pearson Correlation	.965**	1	.501**	.525**	.620**	.671**	.866**
	Sig. (2-tailed)	.000		.005	.003	.000	.000	.000
	N	30	30	30	30	30	30	30
x3.3	Pearson Correlation	.476**	.501**	1	.954**	.556**	.533**	.790**
	Sig. (2-tailed)	.008	.005		.000	.001	.002	.000
	N	30	30	30	30	30	30	30
x3.4	Pearson Correlation	.502**	.525**	.954**	1	.593**	.564**	.813**
	Sig. (2-tailed)	.005	.003	.000		.001	.001	.000
	N	30	30	30	30	30	30	30
x3.5	Pearson Correlation	.588**	.620**	.556**	.593**	1	.954**	.849**
	Sig. (2-tailed)	.001	.000	.001	.001		.000	.000
	N	30	30	30	30	30	30	30
x3.6	Pearson Correlation	.640**	.671**	.533**	.564**	.954**	1	.862**
	Sig. (2-tailed)	.000	.000	.002	.001	.000		.000
	N	30	30	30	30	30	30	30
Total_X3	Pearson Correlation	.845**	.866**	.790**	.813**	.849**	.862**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

Reliability Statistics

Cronbach's Alpha	N of Items
.914	6

NIAT BELI ULANG (Y)

Correlations

		y.1	y.2	y.3	y.4	y.5	y.6	Total_Y
y.1	Pearson Correlation	1	.685**	.266	.451*	.581**	.430*	.724**
	Sig. (2-tailed)		.000	.155	.012	.001	.018	.000
	N	30	30	30	30	30	30	30
y.2	Pearson Correlation	.685**	1	.478**	.602**	.712**	.418*	.825**
	Sig. (2-tailed)	.000		.008	.000	.000	.021	.000
	N	30	30	30	30	30	30	30
y.3	Pearson Correlation	.266	.478**	1	.760**	.447*	.664**	.779**
	Sig. (2-tailed)	.155	.008		.000	.013	.000	.000
	N	30	30	30	30	30	30	30
y.4	Pearson Correlation	.451*	.602**	.760**	1	.596**	.602**	.859**
	Sig. (2-tailed)	.012	.000	.000		.001	.000	.000
	N	30	30	30	30	30	30	30
y.5	Pearson Correlation	.581**	.712**	.447*	.596**	1	.325	.764**
	Sig. (2-tailed)	.001	.000	.013	.001		.080	.000
	N	30	30	30	30	30	30	30
y.6	Pearson Correlation	.430*	.418*	.664**	.602**	.325	1	.742**
	Sig. (2-tailed)	.018	.021	.000	.000	.080		.000
	N	30	30	30	30	30	30	30
Total_Y	Pearson Correlation	.724**	.825**	.779**	.859**	.764**	.742**	1
	Sig. (2-tailed)	.000	.000	.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).

Reliability Statistics

Cronbach's Alpha	N of Items
.872	6

**LAMPIRAN 4
HASIL UJI PATH (SUBSTRUKTUR I)**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.575 ^a	.330	.322	2.60669

a. Predictors: (Constant), X2, X1

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	526.407	2	263.204	38.736	.000 ^b
Residual	1066.786	157	6.795		
Total	1593.194	159			

a. Dependent Variable: X3

b. Predictors: (Constant), X2, X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.814	1.809		2.661	.009
	X1	.158	.044	.257	3.556	.000
	X2	.390	.068	.415	5.744	.000

a. Dependent Variable: X3

LAMPIRAN 5
HASIL UJI PATH (SUBSTRUKTUR II)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.662 ^a	.438	.427	2.16468

a. Predictors: (Constant), X3, X1, X2

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	569.451	3	189.817	40.509	.000 ^b
Residual	730.992	156	4.686		
Total	1300.444	159			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.363	1.536		2.190	.030
	X1	.105	.038	.190	2.745	.007
	X2	.299	.062	.352	4.821	.000
	X3	.246	.066	.272	3.714	.000

a. Dependent Variable: Y



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