

LAMPIRAN 1

KUESIONER

Respondedn Yth,

Saya mahasiswi semester 7 Fakultas Ekonomi dan Bisnis Universitas Esa Unggul Program Studi Manajemen hendak melakukan penelitian untuk memenuhi tugas akhir yang bertema tentang : **“PENGARUH KEMUDAHAN DAN KEPERCAYAAN TERHADAP KEPUASAN PELANGGAN PADA APLIKASI TIX ID”**

Oleh karena itu, saya mohon kesediaan saudara/i untuk menjadi responden dengan mengisi lembar kuesioner ini. Atas partisipasi dan kesediaan saudara/i meluangkan waktu untuk mengisi kuesioner ini kami ucapkan terimakasih.

Petunjuk pengisian

1. Berikan pendapat saudara/i dengan sejujurnya dan sebenarnya dengan memberikan tanda (×) pada kolom yang telah disediakan sesuai dengan pernyataan yang diberikan.
2. Setiap pernyataan hanya membutuhkan satu jawaban.
3. Kuesioner ini dibagi menjadi bagian, yaitu identitas respondenn, kuesioner kemudahan pengguna, kuesioner kepercayaan dan kuesioner kepuasan.

*No responden ...

(*kosongkan)

1. Usia :
 - a. 17 – 20 tahun
 - b. 21 – 25 tahun
 - c. 26 – 29 tahun
 - d. >30 tahun
2. Sudah berapa kali bertransaksi di aplikasi TIX ID ?
 - a. 2 – 3 kali
 - b. > 4 kali

| No | Pernyataan | Tanggapan | | | |
|--------------------|--|-----------|----|---|----|
| | | STS | TS | S | SS |
| Kemudahan | | | | | |
| 1. | Aplikasi TIX ID mudah diakses. | | | | |
| 2. | Aplikasi TIX ID mudah dioperasikan | | | | |
| 3. | Aplikasi TIX ID mudah dipelajari | | | | |
| 4. | Tampilan pada aplikasi TIX ID mudah dipahami | | | | |
| 5. | Pencarian film bioskop di TIX ID cepat | | | | |
| 6. | Pendaftaran akun pada aplikasi TIX ID mudah dipahami | | | | |
| 7. | Prosedur pemesanan pada aplikasi TIX ID mudah dimengerti | | | | |
| Kepercayaan | | | | | |
| 8 | Aplikasi TIX ID sesuai dengan harapan | | | | |
| 9 | Aplikasi TIX ID memiliki integritas yang baik | | | | |
| 10 | Aplikasi TIX ID memberikan jaminan ganti rugi | | | | |
| 11 | Promosi yang diberikan TIX ID sesuai | | | | |
| 12 | TIX ID dapat diandalkan | | | | |
| 13 | Aplikasi TIX ID memiliki reputasi yang baik | | | | |

| No | Pernyataan | Tanggapan | | | |
|--------------------|--|-----------|----|---|----|
| | | STS | TS | S | SS |
| Kepuasan Pelanggan | | | | | |
| 14 | Saya akan membeli tiket bioskop di aplikasi TIX ID lagi | | | | |
| 15 | Saya mempunyai persepsi yang baik terhadap aplikasi TIX ID | | | | |
| 16 | Saya puas dengan iklan yang ditampilkan aplikasi TIX ID | | | | |
| 17 | Saya membeli tiket bioskop secara online hanya di TIX ID | | | | |
| 18 | Saya puas keluhan saya ditanggapi dengan baik oleh TIX ID | | | | |
| 19 | Saya puas terhadap keseluruhan layanan yang diberikan TIX ID | | | | |
| 20 | Saya puas menggunakan TIX ID | | | | |
| 21 | Saya puas merekomendasikan aplikasi TIX ID kepada rekan saya | | | | |

LAMPIRAN 2
KARAKTERISTIK RESPONDEN

Usia

| Usia | Jumlah |
|---------------|---------------|
| 17 – 20 tahun | 16 |
| 21 – 25 tahun | 46 |
| 26 – 29 tahun | 27 |
| ➤ 30 tahun | 16 |
| Total | 105 |

Pemakaian

| Pemakaian | Jumlah |
|------------------|---------------|
| 2 – 3 kali | 76 |
| ➤ 4 kali | 29 |
| Total | 105 |

Lampiran 3 – Hasil Uji validitas

Variabel Kemudahan

| | | P1 | P2 | P3 | P4 | P5 | P6 | P7 | TOTAL |
|--|---------------------|--------|--------|--------|--------|--------|--------|-------|--------|
| P1 | Pearson Correlation | 1 | .391* | 0.151 | - | - | 0.210 | - | .496** |
| | Sig. (2-tailed) | | 0.033 | 0.425 | 0.954 | 0.369 | 0.266 | 0.851 | 0.005 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P2 | Pearson Correlation | .391* | 1 | 0.013 | 0.100 | 0.172 | .391* | 0.020 | .621** |
| | Sig. (2-tailed) | 0.033 | | 0.945 | 0.599 | 0.362 | 0.033 | 0.915 | 0.000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P3 | Pearson Correlation | 0.151 | 0.013 | 1 | .473** | 0.207 | 0.149 | 0.207 | .526** |
| | Sig. (2-tailed) | 0.425 | 0.945 | | 0.008 | 0.272 | 0.433 | 0.272 | 0.003 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P4 | Pearson Correlation | - | 0.100 | .473** | 1 | 0.308 | 0.188 | 0.098 | .509** |
| | Sig. (2-tailed) | 0.011 | 0.599 | 0.008 | | 0.098 | 0.321 | 0.606 | 0.004 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P5 | Pearson Correlation | - | 0.172 | 0.207 | 0.308 | 1 | 0.229 | 0.148 | .479** |
| | Sig. (2-tailed) | 0.170 | 0.362 | 0.272 | 0.098 | | 0.224 | 0.436 | 0.007 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P6 | Pearson Correlation | 0.210 | .391* | 0.149 | 0.188 | 0.229 | 1 | 0.229 | .640** |
| | Sig. (2-tailed) | 0.266 | 0.033 | 0.433 | 0.321 | 0.224 | | 0.224 | 0.000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P7 | Pearson Correlation | - | 0.020 | 0.207 | 0.098 | 0.148 | 0.229 | 1 | .432* |
| | Sig. (2-tailed) | 0.036 | 0.915 | 0.272 | 0.606 | 0.436 | 0.224 | | 0.017 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .496** | .621** | .526** | .509** | .479** | .640** | .432* | 1 |
| | Sig. (2-tailed) | 0.005 | 0.000 | 0.003 | 0.004 | 0.007 | 0.000 | 0.017 | |
| | N | 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). | | | | | | | | | |

Variabel Kepercayaan

| | | P8 | P9 | P10 | P11 | P12 | P13 | TOTAL |
|--|---------------------|------------|------------|--------|--------|------------|------------|--------|
| P8 | Pearson Correlation | 1 | .481** | .688** | 0.090 | 0.171 | - 0.117 | .717** |
| | Sig. (2-tailed) | | 0.007 | 0.000 | 0.638 | 0.366 | 0.538 | 0.000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P9 | Pearson Correlation | .481** | 1 | 0.291 | 0.299 | - 0.142 | - 0.332 | .487** |
| | Sig. (2-tailed) | 0.007 | | 0.119 | 0.109 | 0.453 | 0.073 | 0.006 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P10 | Pearson Correlation | .688** | 0.291 | 1 | 0.010 | 0.019 | 0.008 | .627** |
| | Sig. (2-tailed) | 0.000 | 0.119 | | 0.957 | 0.919 | 0.968 | 0.000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P11 | Pearson Correlation | 0.090 | 0.299 | 0.010 | 1 | 0.206 | 0.273 | .560** |
| | Sig. (2-tailed) | 0.638 | 0.109 | 0.957 | | 0.276 | 0.144 | 0.001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P12 | Pearson Correlation | 0.171 | - 0.142 | 0.019 | 0.206 | 1 | 0.284 | .460* |
| | Sig. (2-tailed) | 0.366 | 0.453 | 0.919 | 0.276 | | 0.128 | 0.010 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P13 | Pearson Correlation | - 0.117 | - 0.332 | 0.008 | 0.273 | 0.284 | 1 | .378* |
| | Sig. (2-tailed) | 0.538 | 0.073 | 0.968 | 0.144 | 0.128 | | 0.040 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .717** | .487** | .627** | .560** | .460* | .378* | 1 |
| | Sig. (2-tailed) | 0.000 | 0.006 | 0.000 | 0.001 | 0.010 | 0.040 | |
| | 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). | | | | | | | | |

Variabel Kepuasan Pelanggan

| | | Correlations | | | | | | | | |
|-----|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|
| | | P14 | P15 | P16 | P17 | P18 | P19 | P20 | P21 | TOTAL |
| P14 | Pearson Correlation | 1 | .333** | .458** | .236* | .255** | .302** | 0.141 | .378** | .576** |
| | Sig. (2-tailed) | | 0.001 | 0.000 | 0.015 | 0.009 | 0.002 | 0.151 | 0.000 | 0.000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| P15 | Pearson Correlation | .333** | 1 | .438** | .325** | .300** | .363** | .380** | .295** | .647** |
| | Sig. (2-tailed) | 0.001 | | 0.000 | 0.001 | 0.002 | 0.000 | 0.000 | 0.002 | 0.000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| P16 | Pearson Correlation | .458** | .438** | 1 | .586** | .426** | .419** | .283** | .299** | .749** |
| | Sig. (2-tailed) | 0.000 | 0.000 | | 0.000 | 0.000 | 0.000 | 0.003 | 0.002 | 0.000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| P17 | Pearson Correlation | .236* | .325** | .586** | 1 | .475** | .341** | .240* | .378** | .676** |
| | Sig. (2-tailed) | 0.015 | 0.001 | 0.000 | | 0.000 | 0.000 | 0.014 | 0.000 | 0.000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| P18 | Pearson Correlation | .255** | .300** | .426** | .475** | 1 | .573** | .468** | .446** | .747** |
| | Sig. (2-tailed) | 0.009 | 0.002 | 0.000 | 0.000 | | 0.000 | 0.000 | 0.000 | 0.000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| P19 | Pearson Correlation | .302** | .363** | .419** | .341** | .573** | 1 | .297** | .305** | .675** |
| | Sig. (2-tailed) | 0.002 | 0.000 | 0.000 | 0.000 | 0.000 | | 0.002 | 0.002 | 0.000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| P20 | Pearson Correlation | 0.141 | .380** | .283** | .240* | .468** | .297** | 1 | .408** | .598** |

| | | | | | | | | | | |
|--|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | 0.151 | 0.000 | 0.003 | 0.014 | 0.000 | 0.002 | | 0.000 | 0.000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| P21 | Pearson Correlation | .378** | .295** | .299** | .378** | .446** | .305** | .408** | 1 | .649** |
| | Sig. (2-tailed) | 0.000 | 0.002 | 0.002 | 0.000 | 0.000 | 0.002 | 0.000 | | 0.000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Total | Pearson Correlation | .576** | .647** | .749** | .676** | .747** | .675** | .598** | .649** | 1 |
| | Sig. (2-tailed) | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | |
| *. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | |

Lampiran 4 Hasil Uji Reliabilitas

Hasil Reliabilitas Kemudahan

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .707 | 8 |

Hasil Reliabilitas Kepercayaan

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .703 | 7 |

Hasil Reliabilitas Kepuasan Pelanggan

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .731 | 9 |

Lampiran 5 – Tabulasi Data 105 Responden

| No | Kemudahan | | | | | | | TOTAL |
|----|-----------|----|----|----|----|----|----|-------|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | |
| 1 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 23 |
| 2 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 23 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 22 |
| 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 6 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 23 |
| 7 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 23 |
| 8 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 23 |
| 9 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 10 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 11 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 18 |
| 12 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 24 |
| 13 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 24 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 15 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 24 |
| 16 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 20 |
| 17 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 24 |
| 18 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 24 |
| 19 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 20 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 23 |
| 21 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 23 |
| 22 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 22 |
| 23 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 23 |
| 24 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 22 |
| 25 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 23 |
| 26 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 23 |
| 27 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 28 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 29 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 30 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 22 |
| 31 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 23 |
| 32 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 34 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 17 |
| 35 | 3 | 4 | 3 | 4 | 3 | 3 | 2 | 22 |
| 36 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 23 |
| 37 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 19 |
| 38 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 25 |

| | | | | | | | | |
|----|---|---|---|---|---|---|---|----|
| 39 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 25 |
| 40 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 27 |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 42 | 2 | 3 | 2 | 3 | 3 | 4 | 4 | 21 |
| 43 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 24 |
| 44 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 45 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 19 |
| 46 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 19 |
| 47 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 48 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 25 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 27 |
| 50 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 19 |
| 51 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 26 |
| 52 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 24 |
| 53 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 27 |
| 54 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 23 |
| 55 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 26 |
| 57 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 19 |
| 58 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 21 |
| 59 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 23 |
| 60 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 20 |
| 61 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 25 |
| 62 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 20 |
| 63 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 17 |
| 64 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 23 |
| 65 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 23 |
| 66 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 67 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 24 |
| 68 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 69 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 20 |
| 70 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 22 |
| 71 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 20 |
| 72 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 73 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 21 |
| 74 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 22 |
| 75 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 20 |
| 76 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 17 |
| 77 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 25 |
| 78 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 20 |
| 79 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 23 |

| | | | | | | | | |
|-----|---|---|---|---|---|---|---|----|
| 80 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 18 |
| 81 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 24 |
| 82 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 83 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 23 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 85 | 4 | 3 | 4 | 4 | 4 | 2 | 3 | 24 |
| 86 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 87 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 88 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 23 |
| 89 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 24 |
| 90 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 20 |
| 91 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 24 |
| 92 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 19 |
| 93 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 94 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 25 |
| 95 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 25 |
| 96 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 20 |
| 97 | 3 | 3 | 4 | 3 | 2 | 3 | 4 | 22 |
| 98 | 4 | 3 | 3 | 3 | 3 | 2 | 4 | 22 |
| 99 | 4 | 2 | 3 | 2 | 3 | 3 | 3 | 20 |
| 100 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 26 |
| 101 | 2 | 3 | 2 | 2 | 4 | 3 | 3 | 19 |
| 102 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 20 |
| 103 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 23 |
| 104 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 105 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 20 |

| No | Kepercayaan | | | | | | TOTAL |
|----|-------------|----|-----|-----|-----|-----|-------|
| | P8 | P9 | P10 | P11 | P12 | P13 | |
| 1 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 2 | 3 | 4 | 3 | 2 | 2 | 2 | 16 |
| 3 | 2 | 2 | 3 | 2 | 3 | 4 | 16 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 5 | 4 | 3 | 4 | 2 | 3 | 2 | 18 |
| 6 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 7 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 8 | 3 | 3 | 3 | 3 | 2 | 4 | 18 |
| 9 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 10 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 11 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 12 | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| 13 | 2 | 2 | 2 | 3 | 3 | 2 | 14 |
| 14 | 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 15 | 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 16 | 4 | 3 | 4 | 3 | 3 | 3 | 20 |
| 17 | 2 | 2 | 2 | 3 | 3 | 4 | 16 |
| 18 | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 19 | 3 | 4 | 3 | 3 | 3 | 2 | 18 |
| 20 | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 21 | 3 | 4 | 3 | 3 | 3 | 4 | 20 |
| 22 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 23 | 2 | 3 | 3 | 2 | 2 | 3 | 15 |
| 24 | 2 | 2 | 4 | 3 | 3 | 4 | 18 |
| 25 | 3 | 4 | 3 | 3 | 2 | 2 | 17 |
| 26 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 27 | 3 | 3 | 3 | 2 | 2 | 3 | 16 |
| 28 | 2 | 3 | 2 | 3 | 3 | 4 | 17 |
| 29 | 2 | 3 | 2 | 3 | 3 | 3 | 16 |
| 30 | 3 | 4 | 4 | 4 | 2 | 4 | 21 |
| 31 | 3 | 4 | 3 | 3 | 3 | 2 | 18 |
| 32 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 33 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 34 | 3 | 2 | 3 | 2 | 2 | 4 | 16 |
| 35 | 4 | 3 | 3 | 4 | 4 | 3 | 21 |
| 36 | 3 | 3 | 4 | 4 | 3 | 3 | 20 |
| 37 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 38 | 3 | 3 | 4 | 4 | 4 | 3 | 21 |
| 39 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |

| | | | | | | | |
|----|---|---|---|---|---|---|----|
| 40 | 2 | 3 | 3 | 3 | 3 | 3 | 17 |
| 41 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 42 | 3 | 3 | 4 | 4 | 3 | 4 | 21 |
| 43 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 44 | 3 | 4 | 3 | 4 | 3 | 4 | 21 |
| 45 | 3 | 2 | 2 | 2 | 3 | 2 | 14 |
| 46 | 4 | 3 | 4 | 3 | 3 | 4 | 21 |
| 47 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 48 | 3 | 4 | 2 | 4 | 2 | 2 | 17 |
| 49 | 3 | 4 | 3 | 4 | 3 | 4 | 21 |
| 50 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 51 | 3 | 3 | 3 | 3 | 2 | 2 | 16 |
| 52 | 3 | 4 | 4 | 3 | 4 | 3 | 21 |
| 53 | 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| 54 | 4 | 3 | 2 | 3 | 3 | 3 | 18 |
| 55 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 56 | 3 | 4 | 3 | 3 | 3 | 4 | 20 |
| 57 | 3 | 4 | 3 | 3 | 3 | 2 | 18 |
| 58 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 59 | 2 | 3 | 2 | 3 | 3 | 2 | 15 |
| 60 | 3 | 4 | 2 | 2 | 3 | 4 | 18 |
| 61 | 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 62 | 3 | 4 | 3 | 4 | 4 | 4 | 22 |
| 63 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 64 | 3 | 2 | 2 | 2 | 3 | 2 | 14 |
| 65 | 4 | 3 | 3 | 3 | 4 | 3 | 20 |
| 66 | 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 67 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 68 | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| 69 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 70 | 2 | 3 | 3 | 3 | 3 | 3 | 17 |
| 71 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 72 | 3 | 3 | 3 | 2 | 3 | 2 | 16 |
| 73 | 2 | 3 | 3 | 3 | 3 | 4 | 18 |
| 74 | 2 | 3 | 3 | 3 | 3 | 4 | 18 |
| 75 | 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 76 | 2 | 3 | 3 | 3 | 3 | 3 | 17 |
| 77 | 2 | 2 | 2 | 3 | 2 | 3 | 14 |
| 78 | 3 | 2 | 3 | 2 | 3 | 3 | 16 |
| 79 | 3 | 4 | 3 | 4 | 3 | 4 | 21 |
| 80 | 3 | 3 | 3 | 3 | 3 | 2 | 17 |

| | | | | | | | |
|-----|---|---|---|---|---|---|----|
| 81 | 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 82 | 3 | 3 | 2 | 3 | 2 | 2 | 15 |
| 83 | 4 | 3 | 3 | 3 | 4 | 3 | 20 |
| 84 | 4 | 3 | 2 | 3 | 3 | 3 | 18 |
| 85 | 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 87 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 88 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 89 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 90 | 3 | 4 | 3 | 2 | 3 | 4 | 19 |
| 91 | 3 | 4 | 3 | 4 | 4 | 3 | 21 |
| 92 | 3 | 3 | 3 | 2 | 2 | 3 | 16 |
| 93 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 94 | 3 | 2 | 3 | 2 | 3 | 3 | 16 |
| 95 | 4 | 3 | 3 | 3 | 3 | 2 | 18 |
| 96 | 3 | 4 | 3 | 4 | 4 | 4 | 22 |
| 97 | 4 | 4 | 4 | 4 | 3 | 2 | 21 |
| 98 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 99 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 100 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 101 | 3 | 3 | 2 | 2 | 2 | 3 | 15 |
| 102 | 4 | 3 | 3 | 3 | 2 | 2 | 17 |
| 103 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 104 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 105 | 3 | 3 | 3 | 3 | 3 | 2 | 17 |

| No | Kepuasan Pelanggan | | | | | | | | TOTAL |
|----|--------------------|-----|-----|-----|-----|-----|-----|-----|-------|
| | P14 | P15 | P16 | P17 | P18 | P19 | P20 | P21 | |
| 1 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 28 |
| 2 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 29 |
| 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 29 |
| 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 27 |
| 5 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 29 |
| 6 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 28 |
| 7 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 27 |
| 8 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 29 |
| 9 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 27 |
| 10 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 29 |
| 11 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 21 |
| 12 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 27 |
| 13 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 27 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 15 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 30 |
| 16 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 22 |
| 17 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 27 |
| 18 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 27 |
| 19 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 21 |
| 20 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 26 |
| 21 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 28 |
| 22 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 29 |
| 23 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 29 |
| 24 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 28 |
| 25 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 29 |
| 26 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 29 |
| 27 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 27 |
| 28 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 29 |
| 29 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 27 |
| 30 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 27 |
| 31 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 26 |
| 32 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 33 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 22 |
| 34 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 29 |
| 35 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 29 |
| 36 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 38 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 39 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 27 |

| | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|----|
| 40 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 23 |
| 41 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 23 |
| 42 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 22 |
| 43 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 44 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 28 |
| 45 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 46 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 22 |
| 47 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 28 |
| 48 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 23 |
| 49 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 50 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 30 |
| 51 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 28 |
| 52 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 53 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 26 |
| 54 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 55 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 30 |
| 56 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 22 |
| 57 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 58 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 27 |
| 59 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 23 |
| 60 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 28 |
| 61 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 24 |
| 62 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 20 |
| 63 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 26 |
| 64 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 65 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 66 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 28 |
| 67 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 68 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 23 |
| 69 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 25 |
| 70 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 23 |
| 71 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 72 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 73 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 25 |
| 74 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 23 |
| 75 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 20 |
| 76 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 22 |
| 77 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 28 |
| 78 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 23 |
| 79 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 27 |
| 80 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 21 |

| | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|----|
| 81 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 28 |
| 82 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 83 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 26 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 85 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 27 |
| 86 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 87 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 24 |
| 88 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 26 |
| 89 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 28 |
| 90 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 23 |
| 91 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 27 |
| 92 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 22 |
| 93 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 94 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 29 |
| 95 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 3 | 28 |
| 96 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 97 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 25 |
| 98 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 26 |
| 99 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 23 |
| 100 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 29 |
| 101 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 23 |
| 102 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 103 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 27 |
| 104 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 105 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 23 |

Lampiran 6 – Hasil Uji Persyaratan Analisis Data

Uji Normalitas Data

| One-Sample Kolmogorov-Smirnov Test | | |
|--|----------------|-------------------------|
| | | Unstandardized Residual |
| N | | 105 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 2.79818063 |
| Most Extreme Differences | Absolute | .075 |
| | Positive | .075 |
| | Negative | -.066 |
| Test Statistic | | .075 |
| Asymp. Sig. (2-tailed) | | .172 ^c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

Uji Multikolinieritas

| Coefficients ^a | | | | | | | |
|---|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 (Constant) | 20.684 | 3.180 | | 6.505 | .000 | | |
| Kemudahan | .281 | .114 | .239 | 2.467 | .015 | .984 | 1.016 |
| Kepercayaan | -.050 | .119 | -.041 | -.423 | .673 | .984 | 1.016 |
| a. Dependent Variable: Kepuasan Pelanggan | | | | | | | |

Uji Heteroskedastisitas

| Coefficients ^a | | | | | | |
|---------------------------|-------------|-----------------------------|------------|---------------------------|--------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.964 | 1.695 | | 1.159 | 0.249 |
| | Kemudahan | -0.044 | 0.061 | -0.072 | -0.723 | 0.471 |
| | Kepercayaan | 0.072 | 0.063 | 0.113 | 1.146 | 0.255 |

a. Dependent Variable: Abs_Res

Uji Autokorelasi

| Model Summary ^b | | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .238 ^a | .056 | .038 | 2.82548 | 1.821 |

a. Predictors: (Constant), Kepercayaan, Kemudahan
 b. Dependent Variable: Kepuasan Pelanggan

Lampiran 7 – Hasil Uji Analisis Regresi Linear Berganda

| Coefficients ^a | | | |
|---|-------------|-----------------------------|------------|
| Model | | Unstandardized Coefficients | |
| | | B | Std. Error |
| 1 | (Constant) | 2.594 | 0.398 |
| | Kemudahan | 0.246 | 0.100 |
| | Kepercayaan | -0.039 | 0.089 |
| a. Dependent Variable: Kepuasan Pelanggan | | | |

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|------------|----------------|-----|-------------|-------|-------------------|
| 1 | Regression | 0.295 | 2 | 0.148 | 5.021 | .008 ^b |
| | Residual | 2.999 | 102 | 0.029 | | |
| | Total | 3.294 | 104 | | | |
| a. Dependent Variable: Kepuasan Pelanggan | | | | | | |
| b. Predictors: (Constant), Kepercayaan, Kemudahan | | | | | | |

| Coefficients ^a | | | | | | |
|---|-------------|-----------------------------|------------|---------------------------|--------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.594 | 0.398 | | 6.520 | 0.000 |
| | Kemudahan | 0.246 | 0.100 | 0.239 | 2.462 | 0.015 |
| | Kepercayaan | -0.039 | 0.089 | -0.043 | -0.440 | 0.661 |
| a. Dependent Variable: Kepuasan Pelanggan | | | | | | |

| Model Summary | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .237 ^a | 0.056 | 0.038 | 0.35353 |
| a. Predictors: (Constant), Kepercayaan, Kemudahan | | | | |