

LAMPIRAN 1**KUESIONER****Victor Jrimanti Norela 2012 11 245**

Bapak/Ibu, Saudara/Saudari yang saya hormati,

Saya mahasiswa Jurusan Manajemen, Fakultas Ekonomi dan Bisnis di Universitas Esa Unggul. Dalam hal ini saya sedang mengadakan penelitian Tugas Akhir ingin mengetahui tingkat kepuasan pelanggan Situs Jual Beli *Online* Bukalapak.com

Maka dari itu saya mohon bantuan dari Bapak/Ibu, Saudara/Saudari untuk mengisi beberapa pertanyaan yang ada dibawah ini,

Atas bantuan, kesediaan waktu, dan kerjasamanya saya ucapkan terimakasih.

BAGIAN 1 PROFIL RESPONDEN (Silahkan beri tanda √)

Nama :

Jenis Kelamin :

- ☐ Laki-Laki
- ☐ Perempuan

Usia :

- ☐ 17-20 Tahun
- ☐ 21-25 Tahun
- ☐ 26-30 Tahun
- ☐ 31-35 Tahun
- ☐ 35+ Tahun

Pengeluaran Belanja Online dalam 3 bulan terakhir:

- ☐ <Rp.500.000
- ☐ Rp.500.001-Rp.1.000.000
- ☐ Rp.1.000.001-Rp.2.500.000
- ☐ Rp.2.500.001-Rp.5.000.000
- ☐ >Rp.5.000.000

Apakah Anda mengenal situs jual beli online Bukalapak.com?

- ☐ Ya
- ☐ Tidak

Pernahkah Anda melakukan pembelian barang disitus jual beli online Bukalapak.com?

- ☐ Ya
- ☐ Tidak

KEPUASAN PELANGGAN, KUALITAS PRODUK, KUALITAS PELAYANAN DAN PENGALAMAN BERBELANJA PADA SITUS JUAL BELI ONLINEBUKALAPAK.COM(Silakan beri tanda √)

Keterangan Pilihan Jawaban :

STS = Sangat Tidak Setuju

TS = Tidak Setuju

S = Setuju

SS = Sangat Setuju

No	Pertanyaan	STS	TS	S	SS
1	Saya merasa puas dengan produk yang telah dibeli				
2	Saya merasa puas dengan pelayanan yang diberikan				
3	Saya berminat untuk melakukan pembelian kembali				
4	Saya melakukan komunikasi dengan orang lain mengenai pengalaman berbelanja di Bukalapak.com				
5	Bersedia memberikan rekomendasi kepada kerabat/teman untuk berbelanja di Bukalapak.com				
6	Spesifikasi yang tertera di web sesuai dengan barang yang diterima				
7	Tampilan gambar produk yang menarik				
8	Tampilan gambar produk sesuai dengan display				
9	Pelayanan yang baik dari customer service				
10	Proses transaksi yang cepat				
11	Tanggap menangani pemesanan barang				
12	Memberikan informasi yang jelas kepada konsumen				
13	Memberikan informasi yang lengkap kepada konsumen				
14	Situs jual beli online yang memahami kebutuhan konsumen				
15	Customer service merespon keluhan dengan cepat				
16	Customer service merespon keluhan dengan ramah				
17	Produk yang dijual adalah produk yang aman				
18	Keamanan produk yang terjamin				
19	Bentuk tampilan web yang menarik				
20	Bentuk tampilan web yang praktis				
21	Bentuk tampilan web yang mudah digunakan				
22	Akses terhadap situs yang mudah				

23	Akses terhadap situs yang cepat				
24	Senang dengan pengalaman belanja yang sebelumnya				
25	Senang dengan pelayanan belanja sebelumnya				
26	Mendapatkan ha-hal baru setelah berbelanja online				
27	Proses belanja yang mudah				
28	Mendapatkan produk yang beragam				
29	Mudah mendapatkan produk yang diinginkan				
30	Produk yang diinginkan tersedia dalam banyak pilihan				
31	Waktu belanja lebih santai				
32	Waktu belanja lebih praktis				
33	Menyiapkan dana khusus untuk belanja online				
34	Terdapat interaksi sosial dalam belanja online				

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

x51	Pearson Correlation Sig. (2-tailed) N	.396 ^{**} .030 30	.149 .433 30	.396 ^{**} .030 30	.080 .754 30	.710 ^{**} .000 30	.477 ^{**} .008 30	.644 ^{**} .000 30	.477 ^{**} .008 30	.565 ^{**} .001 30	.396 ^{**} .030 30	.425 [*] .019 30	.270 .149 30	.425 [*] .019 30	.404 [*] .027 30	.533 ^{**} .002 30	.690 ^{**} .000 30	.438 [*] .016 30	.680 ^{**} .000 30	.659 ^{**} .000 30	.731 ^{**} .000 30	.691 ^{**} .000 30	.609 ^{**} .000 30	.574 ^{**} .001 30	1 .000 30	.787 ^{**} .000 30	.777 ^{**} .000 30	.657 ^{**} .000 30	.570 ^{**} .001 30	.458 [*] .011 30	.391 [*] .033 30	.386 [*] .035 30	.202 .284 30	.465 [*] .010 30	.578 ^{**} .001 30	.753 ^{**} .000 30
x52	Pearson Correlation Sig. (2-tailed) N	.644 ^{**} .000 30	.396 ^{**} .030 30	.644 ^{**} .000 30	.259 .167 30	.710 ^{**} .000 30	.758 ^{**} .000 30	.644 ^{**} .000 30	.758 ^{**} .000 30	.565 ^{**} .001 30	.644 ^{**} .000 30	.425 [*] .019 30	.439 [*] .015 30	.425 [*] .019 30	.404 [*] .027 30	.666 ^{**} .000 30	.690 ^{**} .000 30	.593 ^{**} .001 30	.680 ^{**} .000 30	.838 ^{**} .000 30	.731 ^{**} .000 30	.691 ^{**} .000 30	.609 ^{**} .000 30	.574 ^{**} .001 30	.787 ^{**} .000 30	1 .000 30	.777 ^{**} .000 30	.657 ^{**} .000 30	.570 ^{**} .001 30	.657 ^{**} .000 30	.561 ^{**} .001 30	.386 [*] .035 30	.386 [*] .035 30	.584 [*] .001 30	.578 ^{**} .001 30	.889 ^{**} .000 30
x53	Pearson Correlation Sig. (2-tailed) N	.289 .122 30	.485 ^{**} .007 30	.485 ^{**} .007 30	.169 .373 30	.699 ^{**} .000 30	.579 ^{**} .001 30	.681 ^{**} .000 30	.579 ^{**} .001 30	.598 ^{**} .000 30	.485 ^{**} .007 30	.309 .097 30	.330 .075 30	.449 ^{**} .013 30	.206 .274 30	.423 ^{**} .020 30	.531 ^{**} .003 30	.231 .218 30	.531 ^{**} .003 30	.650 ^{**} .000 30	.818 ^{**} .000 30	.644 ^{**} .000 30	.594 ^{**} .001 30	.608 ^{**} .000 30	.777 ^{**} .000 30	.777 ^{**} .000 30	1 .000 30	.800 ^{**} .000 30	.700 ^{**} .000 30	.642 ^{**} .023 30	.413 [*] .025 30	.408 [*] .161 30	.262 .001 30	.555 ^{**} .002 30	.545 ^{**} .002 30	.761 ^{**} .000 30
x54	Pearson Correlation Sig. (2-tailed) N	.479 ^{**} .007 30	.711 ^{**} .000 30	.479 ^{**} .007 30	.255 .174 30	.586 ^{**} .001 30	.604 ^{**} .000 30	.711 ^{**} .000 30	.604 ^{**} .000 30	.599 ^{**} .000 30	.479 ^{**} .007 30	.596 ^{**} .001 30	.326 .078 30	.430 [*] .018 30	.100 .599 30	.374 [*] .042 30	.430 [*] .018 30	.137 .472 30	.571 ^{**} .001 30	.550 ^{**} .002 30	.954 ^{**} .000 30	.790 ^{**} .000 30	.737 ^{**} .000 30	.657 ^{**} .000 30	.857 ^{**} .000 30	.657 ^{**} .000 30	.800 ^{**} .000 30	1 .000 30	.843 ^{**} .000 30	.627 ^{**} .040 30	.376 [*] .005 30	.499 ^{**} .078 30	.327 .097 30	.309 .050 30	.361 .000 30	.754 ^{**} .000 30
x55	Pearson Correlation Sig. (2-tailed) N	.385 [*] .036 30	.599 ^{**} .000 30	.385 [*] .036 30	.155 .414 30	.477 ^{**} .008 30	.509 ^{**} .004 30	.599 ^{**} .000 30	.509 ^{**} .004 30	.883 ^{**} .000 30	.599 ^{**} .000 30	.842 ^{**} .000 30	.408 [*] .025 30	.489 ^{**} .006 30	-.036 .850 30	.000 1.000 30	.233 .215 30	.000 1.000 30	.383 [*] .049 30	.477 ^{**} .008 30	.718 ^{**} .000 30	.653 ^{**} .000 30	.592 ^{**} .001 30	.570 ^{**} .001 30	.570 ^{**} .001 30	.570 ^{**} .001 30	.700 ^{**} .000 30	.843 ^{**} .000 30	1 .000 30	.871 ^{**} .000 30	.428 [*] .019 30	.524 [*] .003 30	.524 [*] .003 30	.175 .395 30	.304 .102 30	.651 ^{**} .000 30
x56	Pearson Correlation Sig. (2-tailed) N	.479 ^{**} .007 30	.479 ^{**} .007 30	.479 ^{**} .007 30	.255 .174 30	.382 [*] .037 30	.604 ^{**} .000 30	.479 ^{**} .007 30	.604 ^{**} .000 30	.389 [*] .034 30	.479 ^{**} .007 30	.265 .157 30	.484 [*] .007 30	.430 [*] .018 30	.100 .599 30	.374 [*] .042 30	.430 [*] .018 30	.137 .472 30	.290 .120 30	.717 ^{**} .000 30	.894 ^{**} .000 30	.636 [*] .000 30	.737 ^{**} .000 30	.657 ^{**} .000 30	.458 [*] .011 30	.657 ^{**} .000 30	.842 ^{**} .000 30	.627 ^{**} .000 30	.671 ^{**} .000 30	1 .000 30	.894 ^{**} .000 30	.671 ^{**} .000 30	.671 ^{**} .000 30	.643 [*] .000 30	.598 ^{**} .001 30	.746 ^{**} .000 30
x57	Pearson Correlation Sig. (2-tailed) N	.409 [*] .025 30	.409 [*] .025 30	.409 [*] .025 30	.217 .249 30	.641 ^{**} .000 30	.516 ^{**} .004 30	.409 [*] .025 30	.516 ^{**} .004 30	.331 .074 30	.409 [*] .025 30	.367 [*] .046 30	.413 [*] .023 30	.509 ^{**} .004 30	.085 .654 30	.319 .086 30	.487 ^{**} .006 30	.233 .215 30	.247 .187 30	.612 ^{**} .000 30	.593 ^{**} .001 30	.674 ^{**} .000 30	.629 ^{**} .000 30	.391 [*] .033 30	.391 [*] .033 30	.561 ^{**} .001 30	.413 [*] .023 30	.376 [*] .040 30	.426 [*] .019 30	.694 ^{**} .000 30	1 .000 30	.866 ^{**} .000 30	.719 ^{**} .000 30	.740 ^{**} .000 30	.810 ^{**} .000 30	.717 ^{**} .000 30
x58	Pearson Correlation Sig. (2-tailed) N	.385 [*] .036 30	.385 [*] .036 30	.385 [*] .036 30	.327 .078 30	.648 ^{**} .000 30	.509 ^{**} .004 30	.599 ^{**} .000 30	.509 ^{**} .004 30	.488 ^{**} .006 30	.385 [*] .036 30	.489 ^{**} .006 30	.408 [*] .025 30	.642 ^{**} .000 30	.205 .278 30	.230 .221 30	.492 ^{**} .006 30	.126 .507 30	.233 .215 30	.477 ^{**} .008 30	.572 ^{**} .001 30	.653 ^{**} .000 30	.757 ^{**} .000 30	.386 [*] .035 30	.386 [*] .035 30	.386 [*] .035 30	.408 [*] .025 30	.499 ^{**} .005 30	.524 ^{**} .003 30	.671 ^{**} .000 30	.866 ^{**} .000 30	1 .000 30	.683 ^{**} .000 30	.587 ^{**} .001 30	.738 ^{**} .000 30	.718 ^{**} .000 30
x59	Pearson Correlation Sig. (2-tailed) N	.385 [*] .036 30	.385 [*] .036 30	.385 [*] .036 30	.155 .414 30	.307 .099 30	.509 ^{**} .004 30	.385 [*] .036 30	.509 ^{**} .004 30	.488 ^{**} .006 30	.599 ^{**} .000 30	.489 ^{**} .006 30	.408 [*] .025 30	.489 ^{**} .006 30	.084 .658 30	.000 1.000 30	.104 .586 30	.126 .507 30	.104 .586 30	.477 ^{**} .008 30	.426 [*] .019 30	.511 ^{**} .004 30	.592 ^{**} .001 30	.396 [*] .035 30	.202 .284 30	.386 [*] .035 30	.262 .161 30	.327 .078 30	.524 ^{**} .003 30	.671 ^{**} .000 30	.719 ^{**} .000 30	.683 ^{**} .000 30	1 .000 30	.391 [*] .038 30	.521 ^{**} .003 30	.571 ^{**} .001 30
x60	Pearson Correlation Sig. (2-tailed) N	.259 .167 30	.259 .167 30	.398 [*] .029 30	.086 .653 30	.538 ^{**} .002 30	.456 [*] .011 30	.398 [*] .029 30	.456 [*] .011 30	.106 .579 30	.120 .527 30	-.020 .917 30	.082 .867 30	.178 .346 30	.154 .418 30	.597 ^{**} .001 30	.577 ^{**} .001 30	.245 .192 30	.241 .200 30	.589 ^{**} .001 30	.548 ^{**} .002 30	.528 ^{**} .003 30	.505 ^{**} .004 30	.346 .081 30	.465 ^{**} .010 30	.584 ^{**} .001 30	.555 ^{**} .001 30	.309 .097 30	.175 .355 30	.643 ^{**} .000 30	.740 ^{**} .001 30	.587 ^{**} .001 30	.381 [*] .038 30	1 .000 30	.908 ^{**} .000 30	.820 ^{**} .000 30
x61	Pearson Correlation Sig. (2-tailed) N	.361 [*] .050 30	.215 .255 30	.361 [*] .050 30	.008 .967 30	.637 ^{**} .000 30	.431 [*] .017 30	.507 ^{**} .004 30	.431 [*] .017 30	.311 .094 30	.215 .255 30	.230 .222 30	.146 .441 30	.334 .071 30	.236 .210 30	.472 ^{**} .008 30	.573 ^{**} .001 30	.258 .168 30	.307 .099 30	.580 ^{**} .001 30	.808 ^{**} .000 30	.874 ^{**} .000 30	.688 ^{**} .000 30	.327 .078 30	.578 ^{**} .001 30	.578 ^{**} .001 30	.545 ^{**} .002 30	.361 .050 30	.304 .102 30	.586 ^{**} .001 30	.810 ^{**} .000 30	.738 ^{**} .000 30	.521 ^{**} .003 30	.906 ^{**} .000 30	1 .000 30	.695 ^{**} .000 30
score_total	Pearson Correlation Sig. (2-tailed) N	.603 ^{**} .000 30	.495 ^{**} .005 30	.664 ^{**} .000 30	.391 [*] .033 30	.625 ^{**} .000 30	.829 ^{**} .000 30	.837 ^{**} .000 30	.829 ^{**} .000 30	.728 ^{**} .000 30	.693 ^{**} .000 30	.626 ^{**} .002 30	.546 ^{**} .000 30	.710 ^{**} .000 30	.531 ^{**} .003 30	.645 ^{**} .000 30	.763 ^{**} .000 30	.595 ^{**} .001 30	.736 ^{**} .000 30	.838 ^{**} .000 30	.841 ^{**} .000 30	.824 ^{**} .000 30	.823 ^{**} .000 30	.574 ^{**} .001 30	.753 ^{**} .000 30	.869 ^{**} .000 30	.761 ^{**} .000 30	.754 ^{**} .000 30	.651 ^{**} .000 30	.746 ^{**} .000 30	.717 ^{**} .000 30	.718 ^{**} .000 30	.571 ^{**} .001 30	.620 ^{**} .000 30	.695 ^{**} .000 30	1 .000 30

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

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

LAMPIRAN 4

Regression

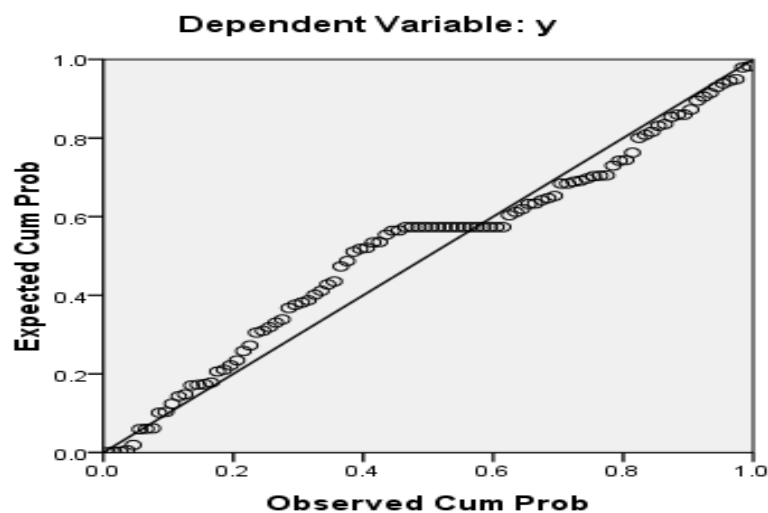
[DataSet1] C:\Users\efc\Documents\ujif&t.sav

UJI ASUMSI KLASIK NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		residual
N		100
Normal Parameters^a	Mean	.0000
	Std. Deviation	1.10231
Most Extreme Differences	Absolute	.131
	Positive	.072
	Negative	-.131
Kolmogorov-Smirnov Z		1.311
Asymp. Sig. (2-tailed)		.064
a. Test distribution is Normal.		
Sumber Data : Hasil Olahan SPSS		

Normal P-P Plot of Regression Standardized Residual



UJI ASUMSI KLASIK MULTIKOLINERITAS

Coefficients^a

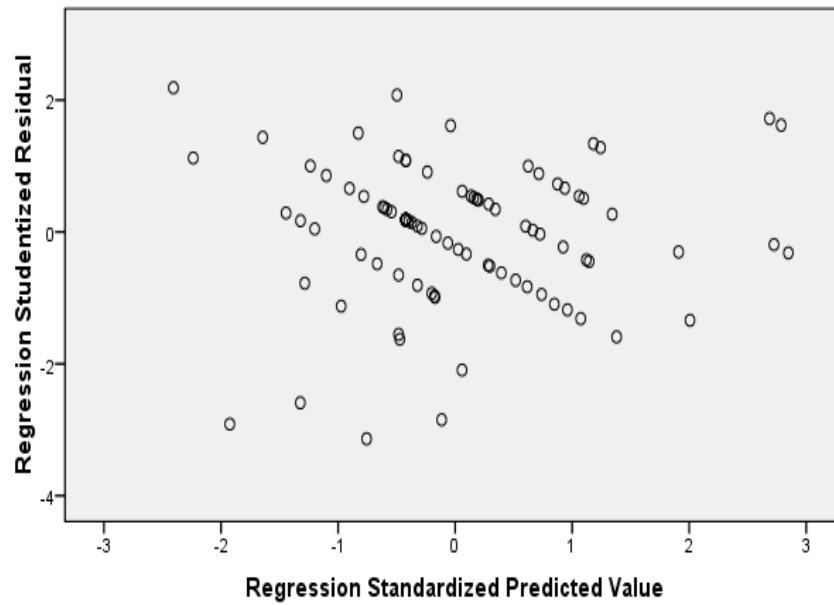
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1(Constant)	4.158	1.169		3.556	.001		
x1	.455	.146	.306	3.124	.002	.553	1.810
x2	.067	.037	.209	1.803	.075	.394	2.540
x3	.107	.039	.290	2.730	.008	.469	2.130

a. Dependent Variable: y

Sumber : Hasil Olahan Data (2016)

UJI ASUMSI KLASIK HETEROSKEDASTISITAS**Scatterplot**

Dependent Variable: kepuasan pelanggan



LAMPIRAN 5

HASIL REGRESI LINEAR BERGANDA UJI t UJI F

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	x3, x1, x2 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701 ^a	.492	.476	1.11940

a. Predictors: (Constant), x3, x1, x2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	116.456	3	38.819	30.979	.000 ^a
	Residual	120.294	96	1.253		
	Total	236.750	99			

a. Predictors: (Constant), x3, x1, x2

b. Dependent Variable: y

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.158	1.169		3.556	.001
x1	.455	.146	.306	3.124	.002
x2	.067	.037	.209	1.803	.075
x3	.107	.039	.290	2.730	.008

a. Dependent Variable: y

HASIL RELIABILITAS

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.927	24

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x11	71.91	57.881	.490	.926
x12	71.96	57.291	.501	.926
x15	71.83	55.799	.609	.924
x22	71.83	57.031	.487	.926
x23	71.88	56.208	.511	.925
x32	71.80	55.717	.592	.924
x33	71.87	55.953	.605	.924
x36	71.91	56.972	.460	.926
x37	72.01	55.040	.607	.924
x38	71.84	56.378	.565	.925
x40	71.85	55.543	.639	.923
x43	71.69	55.671	.614	.924
x44	71.63	56.054	.555	.925
x45	71.89	56.604	.490	.926
x51	71.87	56.316	.581	.924
x52	71.85	54.836	.680	.923
x53	71.86	55.192	.621	.924
x54	71.72	55.598	.594	.924
x55	71.65	55.705	.611	.924
x56	71.77	54.846	.614	.924
x57	71.74	55.811	.558	.925
x58	71.62	54.117	.683	.922
x59	71.61	56.281	.540	.925
x60	72.03	55.383	.465	.927