



LAMPIRAN – LAMPIRAN

Lampiran 01. Top Brand Index *E-commerce* di Indonesia Tahun 2016-2020

Tahun	Brand	Brand Index
2016	OLX	44.5%
	Lazada	19.9%
	Tokopedia	12.1%
	Bukalapak	11.8%
	Elevania	1.6%
2017	OLX	28.9%
	Lazada	18.0%
	Tokopedia	13.4%
	Bukalapak	6.8%
	Elevania	1.2%
2018	Lazada	31.8%
	Tokopedia	18.5%
	Shopee	14.7%
	Bukalapak	8.7%
	Blibli	8.0%
2019	Lazada	31.6%
	Shopee	15.6%
	Tokopedia	13.4%
	Bukalapak	12.7%
	Blibli	6.6%
2020	Lazada	31.9%
	Shopee	20.0%
	Tokopedia	15.8%
	Bukalapak	12.9%
	Blibli	8.4%

(Sumber : Top Brand Index)

Lampiran 02. Kuesioner Penelitian



UNIVERSITAS PENDIDIKAN GANESHA
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JURUSAN MANAJEMEN
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Kepada

Yth. Saudara/i Mahasiswa Jurusan Manajemen Undiksha

Di tempat

Hal : Pengisian Kuisisioner

Dengan Hormat,

Saudara/i Mahasiswa Jurusan Manajemen Undiksha, sehubungan dengan penelitian yang saya lakukan untuk menyelesaikan studi di Universitas Pendidikan Ganesha, saya mohon dengan hormat kesediaannya meluangkan waktu untuk mengisi kuisisioner ini secara sukarela. Kuisisioner ini bertujuan memperoleh data yang digunakan untuk mengetahui **“Pengaruh Kepercayaan dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan *E-commerce* Tokopedia (Studi Kasus pada Mahasiswa Jurusan Manajemen Universitas Pendidikan Ganesha)”**. Data yang diperoleh hanya akan digunakan untuk tujuan akademik dan akan dipergunakan secara konfidensial. Diharapkan agar Saudara/i berkenan untuk menjawab seluruh pernyataan yang ada dengan jujur. Atas kerjasama dan partisipasi yang diberikan saya ucapkan terima kasih.

Hormat Saya,

Ida Ayu Komang Trisna Mega Putri
NIM. 1717041105

KUESIONER PENELITIAN

Pengaruh Kepercayaan dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan *E-commerce* Tokopedia (Studi Kasus Pada Mahasiswa Jurusan Manajemen Universitas Pendidikan Ganesha)

Petunjuk Pengisian

1. Pernyataan di bawah ini hanya semata-mata untuk data penelitian dalam rangka menyusun TAS (Tugas Akhir Skripsi).
2. Isilah data pribadi anda terlebih dahulu.
3. Bacalah dengan teliti setiap pernyataan dan jawablah yang paling sesuai dengan keadaan dan pendapat anda.
4. Berilah tanda centang (√) pada pilihan jawaban yang anda kehendaki pada kolom yang telah tersedia.

Keterangan

Keterangan	Arti	Angka
SS	Sangat Setuju	5
S	Setuju	4
N	Netral	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

Identitas Responden

Nama :

NIM :

Jenis Kelamin :

Semester :

Pernah berbelanja di Tokopedia

< 2 kali dalam setahun terakhir

> 2 kali dalam setahun terakhir

Butir Pernyataan

A. Kepercayaan

No	Pernyataan	SS	S	N	TS	STS
1.	Tokopedia menjamin keamanan pelanggan saat berbelanja <i>online</i> .					
2.	Produk yang saya beli di Tokopedia datang sesuai dengan pesanan.					
3.	Tokopedia selalu memperhatikan setiap <i>review</i> yang pelanggan berikan.					
4.	Tokopedia selalu memperhatikan setiap kualitas dari produk yang ditawarkan.					
5.	Tokopedia sangat kompeten dalam melayani kebutuhan dan keinginan pelanggan.					

B. Kepuasan Pelanggan

No	Pernyataan	SS	S	N	TS	STS
1.	Produk yang saya beli di Tokopedia sesuai dengan harapan.					
2.	Produk yang saya beli di Tokopedia berfungsi dengan baik.					
3.	Transaksi pembayaran di Tokopedia dapat dilakukan dengan banyak cara.					
4.	Jika saya ingin berbelanja <i>online</i> maka saya akan berbelanja di Tokopedia.					
5.	Tokopedia selalu memberikan solusi dan melakukan perbaikan berdasarkan keluhan dari pelanggan.					

C. Loyalitas Pelanggan

No	Pernyataan	SS	S	N	TS	STS
1.	Saya akan kembali berbelanja di Tokopedia pada masa mendatang.					
2.	Saya selalu menyukai setiap produk serta pelayanan yang diberikan oleh pihak Tokopedia.					
3.	Tokopedia adalah situs jual beli <i>online</i> terbaik yang pernah saya gunakan.					
4.	Saya akan selalu menyukai berbelanja <i>online</i> di Tokopedia.					
5.	Saya akan merekomendasikan kepada teman dan kerabat saya untuk berbelanja di Tokopedia.					



Lampiran 03. Data Kuesioner

No	Kepercayaan (X1)						Kepuasan Pelanggan (X2)						Loyalitas Pelanggan (Y)					
	X1.1	X1.2	X1.3	X1.4	X1.5	TX1	X2.1	X2.2	X2.3	X2.4	X2.5	TX2	Y.1	Y.2	Y.3	Y.4	Y.5	TY
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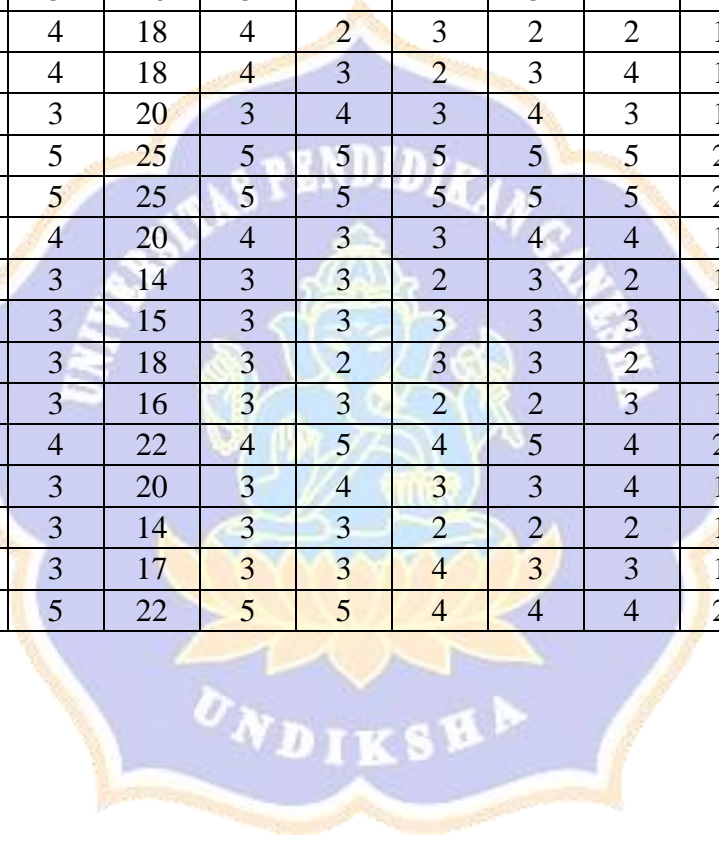
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Lampiran 04. Output SPSS

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.878	.884	5

Item Statistics

	Mean	Std. Deviation	N
X1.1	3.9467	.82565	150
X1.2	3.9467	.96785	150
X1.3	3.7333	1.10318	150
X1.4	3.8600	.80293	150
X1.5	3.8200	.80327	150

Inter-Item Correlation Matrix

	X1.1	X1.2	X1.3	X1.4	X1.5
X1.1	1.000	.526	.552	.505	.785
X1.2	.526	1.000	.647	.629	.626
X1.3	.552	.647	1.000	.624	.582
X1.4	.505	.629	.624	1.000	.554
X1.5	.785	.626	.582	.554	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	15.3600	9.628	.694	.631	.856
X1.2	15.3600	8.755	.729	.556	.848
X1.3	15.5733	8.125	.719	.532	.856
X1.4	15.4467	9.752	.692	.495	.857
X1.5	15.4867	9.460	.761	.685	.843

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.3067	13.865	3.72358	5

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.916	.919	5

Item Statistics

	Mean	Std. Deviation	N
X2.1	3.8467	.80882	150
X2.2	3.5867	1.02444	150
X2.3	3.4200	1.08850	150
X2.4	3.5600	.95172	150
X2.5	3.5333	.97393	150

Inter-Item Correlation Matrix

	X2.1	X2.2	X2.3	X2.4	X2.5
X2.1	1.000	.692	.729	.662	.684
X2.2	.692	1.000	.716	.680	.606
X2.3	.729	.716	1.000	.717	.686
X2.4	.662	.680	.717	1.000	.754
X2.5	.684	.606	.686	.754	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	14.1000	12.560	.790	.633	.899
X2.2	14.3600	11.413	.763	.605	.902
X2.3	14.5267	10.734	.816	.672	.891
X2.4	14.3867	11.608	.806	.671	.893
X2.5	14.4133	11.654	.773	.640	.899

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.9467	17.742	4.21214	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.889	.895	5

Item Statistics

	Mean	Std. Deviation	N
Y.1	3.9267	.84422	150
Y.2	3.6667	.96702	150
Y.3	3.7133	.97166	150
Y.4	3.7067	1.09020	150
Y.5	3.8733	.82166	150

Inter-Item Correlation Matrix

	Y.1	Y.2	Y.3	Y.4	Y.5
Y.1	1.000	.628	.678	.647	.761
Y.2	.628	1.000	.519	.531	.622
Y.3	.678	.519	1.000	.604	.677
Y.4	.647	.531	.604	1.000	.640
Y.5	.761	.622	.677	.640	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y.1	14.9600	10.334	.808	.668	.850
Y.2	15.2200	10.388	.659	.455	.881
Y.3	15.1733	10.037	.723	.545	.867
Y.4	15.1800	9.504	.705	.503	.875
Y.5	15.0133	10.483	.803	.662	.852

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.8867	15.430	3.92811	5

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	TX1
X1.1	Pearson Correlation	1	.526**	.552**	.505**	.785**	.800**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
X1.2	Pearson Correlation	.526**	1	.647**	.629**	.626**	.839**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
X1.3	Pearson Correlation	.552**	.647**	1	.624**	.582**	.847**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150
X1.4	Pearson Correlation	.505**	.629**	.624**	1	.554**	.796**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150
X1.5	Pearson Correlation	.785**	.626**	.582**	.554**	1	.844**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150
TX1	Pearson Correlation	.800**	.839**	.847**	.796**	.844**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

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

Correlations

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	TX2
X2.1	Pearson Correlation	1	.692**	.729**	.662**	.684**	.856**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
X2.2	Pearson Correlation	.692**	1	.716**	.680**	.606**	.855**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
X2.3	Pearson Correlation	.729**	.716**	1	.717**	.686**	.893**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150
X2.4	Pearson Correlation	.662**	.680**	.717**	1	.754**	.878**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150
X2.5	Pearson Correlation	.684**	.606**	.686**	.754**	1	.858**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150
TX2	Pearson Correlation	.856**	.855**	.893**	.878**	.858**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

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

Correlations

		Correlations					
		Y.1	Y.2	Y.3	Y.4	Y.5	TY
Y.1	Pearson Correlation	1	.628**	.678**	.647**	.761**	.876**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
Y.2	Pearson Correlation	.628**	1	.519**	.531**	.622**	.787**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
Y.3	Pearson Correlation	.678**	.519**	1	.604**	.677**	.830**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150
Y.4	Pearson Correlation	.647**	.531**	.604**	1	.640**	.831**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150
Y.5	Pearson Correlation	.761**	.622**	.677**	.640**	1	.871**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150
TY	Pearson Correlation	.876**	.787**	.830**	.831**	.871**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

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

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
TY	18.8867	3.92811	150
TX1	19.3067	3.72358	150
TX2	17.9467	4.21214	150

Correlations

		TY	TX1	TX2
Pearson Correlation	TY	1.000	.917	.938
	TX1	.917	1.000	.901
	TX2	.938	.901	1.000
Sig. (1-tailed)	TY	.	.000	.000
	TX1	.000	.	.000
	TX2	.000	.000	.
N	TY	150	150	150
	TX1	150	150	150
	TX2	150	150	150

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TX2, TX1 ^b	.	Enter

a. Dependent Variable: TY

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871 ^a	.749	.728	1.20476

a. Predictors: (Constant), TX2, TX1

b. Dependent Variable: TY

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2085.711	2	1042.855	718.495	.000 ^b
	Residual	213.362	147	1.451		
	Total	2299.073	149			

a. Dependent Variable: TY

b. Predictors: (Constant), TX2, TX1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	1.163	.530		2.196	.000					
1 TX1	.405	.061	.384	6.616	.000	.917	.479	.166	.188	5.332
TX2	.552	.054	.592	10.201	.000	.938	.644	.256	.188	5.332

a. Dependent Variable: TY

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	TX1	TX2
1	1	2.967	1.000	.00	.00	.00
	2	.029	10.154	.77	.02	.10
	3	.004	27.035	.23	.98	.90

a. Dependent Variable: TY

Residuals Statistics^a

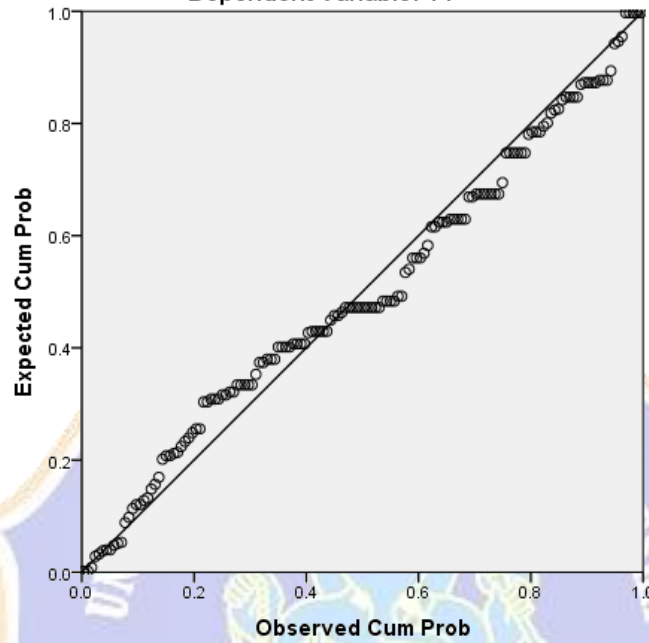
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.9467	25.0852	18.8867	3.74140	150
Std. Predicted Value	-1.855	1.657	.000	1.000	150
Standard Error of Predicted Value	.101	.358	.165	.043	150
Adjusted Predicted Value	12.0081	25.0874	18.8851	3.73990	150
Residual	-3.47248	3.35506	.00000	1.19665	150
Std. Residual	-2.882	2.785	.000	.993	150
Stud. Residual	-2.917	2.802	.001	1.005	150
Deleted Residual	-3.55562	3.39724	.00157	1.22405	150
Stud. Deleted Residual	-2.995	2.870	.001	1.016	150
Mahal. Distance	.047	12.187	1.987	1.749	150
Cook's Distance	.000	.092	.008	.016	150
Centered Leverage Value	.000	.082	.013	.012	150

a. Dependent Variable: TY

Charts

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: TY



Observed Cum Prob

Scatterplot

Dependent Variable: TY

