LAMPIRAN

Lampiran 01.*Top Brand Index* Kategori Situs Jual Beli Online.

BRAND	TBI 2017	
OLX.co.id	28.9%	TOP
Lazada.co.id	18.0%	TOP
Tokopedia.com	13.4%	TOP
Bukalapak.com	6.8%	
Elevania.co.id	1.2%	

BRAND	TBI 2018	
Lazada.co.id	31.8%	TOP
Tokopedia.com	18.5%	TOP
Shopee.co.id	14.7%	TOP
Bukalapak.com	8.7%	
Blibli.com	8.0%	

BRAND	TBI 2019	
Lazada.co.id	31.6%	TOP
Shopee.co.id	15.6%	TOP
Tokopedia.com	13.4%	TOP
Bukalapak.com	12.7%	
Blibli.com	6.6%	

Lampiran 02. *Top 20 Countries With Highest Number Of Internet Users – June 30 2019*

TOP 20 COUNTRIES WITH HIGHEST NUMBER OF INTERNET USERS - JUNE 30, 2019						
#	Country or Region	Population, 2019 Est.	Population 2000 Est.	Internet Users 30 June 2019	Internet Users 31 Dec 2000	Internet Growth 2000 - 2019
1	China	1,420,062,022	1,283,198,970	829,000,000	22,500,000	3,584 %
2	India	1,368,737,513	1,053,050,912	560,000,000	5,000,000	11,100 %
3	United States	329,093,110	281,982,778	292,892,868	95,354,000	207 %
4	Brazil	212,392,717	175,287,587	149,057,635	5,000,000	2,881 %
5	Indonesia	269,536,482	211,540,429	143,260,000	2,000,000	7,063 %
6	Japan	126,854,745	127,533,934	118,626,672	47,080,000	152 %

Lampiran 03. Hasil perhitungan dengan menggunakan SPSS 24.0 pada variabel peneltian promosi,e-servqual dan kepuasan pelanggan.

Variabel	Koefisien *Cronbach's Alpha*	Standar *Alpha*	Keterangan
Promosi	0,716	0,60	Reliabel
E-servqual	0,794	0,60	Reliabel
Kepuasan pelanggan	0,822	0,60	Reliabel

Lampiran 04. Data Penelitian

1. **Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Promosi**

Data Ordinal

No.	1	2	3	4	5	Total
1	4	4	4	4	4	20
2	4	4	3	3	3	17
3	3	3	3	4	4	17
4	3	4	3	2	3	15
5	4	1	4	3	3	15
6	3	4	3	2	2	14
7	4	3	4	3	3	17
8	3	3	3	2	2	13
9	2	3	4	3	3	15
10	4	4	4	1	3	16
11	3	3	3	4	4	17
12	4	4	4	5	5	22
13	3	4	3	2	3	15
14	3	4	4	3	3	17
15	4	5	4	5	4	22
16	3	3	3	4	3	16
17	3	3	3	1	4	14
18	4	4	4	4	3	19
19	4	4	4	4	4	20
20	3	3	3	4	4	17
21	1	3	1	2	2	9
22	4	4	4	4	4	20
23	4	4	2	3	3	16
24	3	3	3	4	4	17
25	4	4	2	1	4	15
26	1	3	1	2	3	10
27	4	4	2	3	3	16

28	3	3	3	4	3	16
29	4	2	2	3	1	12
30	4	4	4	3	4	19

Data Interval

No.	1	2	3	4	5	Total
1	3.737	3.874	3.905	3.526	4.078	19.121
2	3.737	3.874	2.674	2.626	2.860	15.771
3	2.381	2.556	2.674	3.526	4.078	15.215
4	2.381	3.874	2.674	1.894	2.860	13.683
5	3.737	1.000	3.905	2.626	2.860	14.129
6	2.381	3.874	2.674	1.894	1.817	12.639
7	3.737	2.556	3.905	2.626	2.860	15.686
8	2.381	2.556	2.674	1.894	1.817	11.322
9	1.554	2.556	3.905	2.626	2.860	13.502
10	3.737	3.874	3.905	1.000	2.860	15.377
11	2.381	2.556	2.674	3.526	4.078	15.215
12	3.737	3.874	3.905	4.695	5.454	21.665
13	2.381	3.874	2.674	1.894	2.860	13.683
14	2.381	3.874	3.905	2.626	2.860	15.647
15	3.737	5.454	3.905	4.695	4.078	21.870
16	2.381	2.556	2.674	3.526	2.860	13.997
17	2.381	2.556	2.674	1.000	4.078	12.689
18	3.737	3.874	3.905	3.526	2.860	17.903
19	3.737	3.874	3.905	3.526	4.078	19.121
20	2.381	2.556	2.674	3.526	4.078	15.215
21	1.000	2.556	1.000	1.894	1.817	8.267
22	3.737	3.874	3.905	3.526	4.078	19.121
23	3.737	3.874	1.810	2.626	2.860	14.907
24	2.381	2.556	2.674	3.526	4.078	15.215
25	3.737	3.874	1.810	1.000	4.078	14.499
26	1.000	2.556	1.000	1.894	2.860	9.311
27	3.737	3.874	1.810	2.626	2.860	14.907
28	2.381	2.556	2.674	3.526	2.860	13.997
29	3.737	1.575	1.810	2.626	1.000	10.748
30	3.737	3.874	3.905	2.626	4.078	18.221

2. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel *E-Servqual*

Data Ordinal

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

Data Interval

No.	1	2	3	4	5	Total
1	4.439	2.421	2.524	3.709	3.604	16.696
2	3.211	3.684	3.542	3.709	3.604	17.749
3	3.211	3.684	3.542	1.817	3.604	15.857
4	1.650	3.684	3.542	3.709	1.817	14.401
5	3.211	3.684	3.542	3.709	3.604	17.749
6	3.211	2.421	4.726	2.585	3.604	16.547
7	3.211	2.421	3.542	2.585	3.604	15.363
8	2.249	2.421	2.524	3.709	3.604	14.506
9	2.249	2.421	2.524	2.585	2.536	12.315
10	3.211	3.684	3.542	3.709	3.604	17.749
11	4.439	3.684	4.726	3.709	4.982	21.539
12	2.249	3.684	3.542	2.585	2.536	14.596
13	3.211	1.708	1.000	2.585	2.536	11.041
14	1.000	3.684	1.708	3.709	3.604	13.704
15	1.650	3.684	3.542	2.585	1.817	13.278
16	4.439	3.684	4.726	3.709	4.982	21.539
17	3.211	2.421	3.542	2.585	3.604	15.363
18	2.249	3.684	2.524	3.709	2.536	14.702
19	4.439	3.684	3.542	3.709	3.604	18.977
20	3.211	3.684	2.524	3.709	2.536	15.664
21	2.249	3.684	2.524	1.000	2.536	11.993
22	3.211	3.684	4.726	3.709	3.604	18.933
23	4.439	3.684	4.726	3.709	4.982	21.539
24	1.000	1.708	1.708	1.817	1.817	8.049
25	2.249	1.000	2.524	1.817	1.000	8.590
26	3.211	3.684	3.542	2.585	3.604	16.626
27	2.249	2.421	2.524	3.709	2.536	13.439
28	3.211	5.454	2.524	5.167	3.604	19.959
29	3.211	3.684	3.542	3.709	3.604	17.749
30	3.211	3.684	3.542	5.167	3.604	19.207

3. **Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Kepuasan Pelanggan**

Data Ordinal

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

Data Interval

No.	1	2	3	Total
1	3.825	4.842	2.726	11.393
2	3.825	3.638	3.849	11.312
3	2.573	2.689	2.726	7.988
4	3.825	4.842	5.167	13.833
5	3.825	3.638	3.849	11.312
6	3.825	3.638	3.849	11.312
7	2.573	2.689	1.817	7.079
8	2.573	3.638	2.726	8.937
9	3.825	3.638	3.849	11.312
10	2.573	1.910	1.000	5.483
11	2.573	3.638	2.726	8.937
12	2.573	2.689	2.726	7.988
13	3.825	3.638	3.849	11.312
14	3.825	2.689	3.849	10.363
15	1.000	1.910	2.726	5.636
16	2.573	1.910	2.726	7.209
17	2.573	3.638	2.726	8.937
18	3.825	4.842	3.849	12.516
19	5.454	3.638	5.167	14.258
20	3.825	3.638	1.817	9.280
21	2.573	1.910	2.726	7.209
22	3.825	3.638	3.849	11.312
23	1.708	2.689	2.726	7.123
24	3.825	2.689	3.849	10.363
25	2.573	2.689	1.817	7.079
26	1.708	1.000	2.726	5.434
27	3.825	3.638	3.849	11.312
28	3.825	3.638	3.849	11.312
29	3.825	4.842	3.849	12.516
30	3.825	2.689	3.849	10.363

4. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Promosi

Data Ordinal

No.	1	2	3	4	5	X1
1	5	5	4	5	5	24
2	2	2	2	2	5	13
3	5	4	4	5	4	22
4	4	4	4	4	4	20
5	4	4	4	4	4	20
6	5	4	2	5	4	20
7	5	2	5	5	5	22
8	4	3	4	5	5	21
9	5	5	5	4	5	24
10	5	5	5	4	5	24
11	2	2	2	2	5	13
12	5	5	2	5	5	22
13	4	4	4	4	4	20
14	4	5	5	5	5	24
15	3	2	2	3	3	13
16	5	5	5	5	5	25
17	4	4	4	4	4	20
18	5	5	4	5	5	24
19	5	5	5	5	4	24
20	5	5	5	5	5	25
21	4	4	4	4	4	20
22	4	4	5	4	4	21
23	3	5	4	5	4	21
24	3	3	3	3	3	15
25	5	5	5	5	5	25
26	5	5	5	5	5	25
27	5	2	5	5	5	22
28	5	5	5	5	5	25
29	5	4	5	5	5	24
30	5	5	2	5	5	22
31	4	4	4	4	4	20
32	5	5	5	5	5	25
33	5	5	2	5	5	22
34	3	2	2	3	3	13
35	5	5	5	4	5	24
36	4	4	5	4	4	21
37	3	3	3	3	3	15
38	4	4	4	4	4	20

No.	1	2	3	4	5	X1
39	3	2	2	3	3	13
40	5	5	4	5	5	24
41	5	5	5	5	5	25
42	5	5	5	4	5	24
43	5	5	5	4	4	23
44	3	3	2	4	3	15
45	4	5	5	5	4	23
46	4	5	5	5	5	24
47	5	5	5	4	5	24
48	3	2	2	3	3	13
49	5	5	4	5	4	23
50	5	5	4	4	4	22
51	5	5	5	4	5	24
52	5	5	5	4	5	24
53	4	5	5	5	5	24
54	5	5	4	5	4	23
55	2	2	2	2	5	13
56	5	5	4	5	4	23
57	4	4	2	4	4	18
58	4	5	4	4	5	22
59	5	5	5	5	5	25
60	4	4	4	4	4	20
61	1	5	5	4	3	18
62	5	5	4	5	4	23
63	5	5	5	4	5	24
64	2	2	2	2	5	13
65	5	5	5	4	5	24
66	4	4	4	4	4	20
67	5	4	4	5	4	22
68	4	2	4	5	5	20
69	4	4	4	4	4	20
70	4	5	5	5	5	24
71	3	3	3	3	3	15
72	5	5	3	5	5	23
73	3	3	2	3	2	13
74	5	5	4	5	4	23
75	4	2	4	5	5	20
76	3	3	2	3	2	13
77	5	5	4	4	5	23
78	5	5	5	4	5	24
79	3	4	5	4	4	20
80	5	5	5	4	5	24

No.	1	2	3	4	5	X1
81	5	5	5	5	4	24
82	4	5	4	5	4	22
83	4	2	4	5	5	20
84	5	5	4	5	5	24
85	4	5	5	5	5	24
86	5	4	5	5	5	24
87	2	3	2	3	3	13
88	5	4	4	5	5	23
89	5	5	5	5	4	24
90	1	5	5	4	3	18
91	5	4	4	5	5	23
92	4	5	5	5	5	24
93	2	2	2	2	5	13
94	5	5	3	5	5	23
95	4	4	4	4	4	20
96	4	4	4	4	4	20
97	5	4	5	4	5	23
98	5	3	5	5	5	23
99	4	4	4	4	4	20
100	5	5	5	5	4	24
Total						2104

Data Interval

No.	1	2	3	4	5	X1
1	4.203	3.356	2.209	3.877	4.171	17.816
2	1.750	1.000	1.000	1.000	4.171	8.922
3	4.203	2.211	2.209	3.877	2.873	15.372
4	3.011	2.211	2.209	2.603	2.873	12.906
5	3.011	2.211	2.209	2.603	2.873	12.906
6	4.203	2.211	1.000	3.877	2.873	14.163
7	4.203	1.000	3.388	3.877	4.171	16.640
8	3.011	1.689	2.209	3.877	4.171	14.957
9	4.203	3.356	3.388	2.603	4.171	17.721
10	4.203	3.356	3.388	2.603	4.171	17.721
11	1.750	1.000	1.000	1.000	4.171	8.922
12	4.203	3.356	1.000	3.877	4.171	16.607
13	3.011	2.211	2.209	2.603	2.873	12.906
14	3.011	3.356	3.388	3.877	4.171	17.804
15	2.327	1.000	1.000	1.762	1.938	8.027
16	4.203	3.356	3.388	3.877	4.171	18.996
17	3.011	2.211	2.209	2.603	2.873	12.906
18	4.203	3.356	2.209	3.877	4.171	17.816

No.	1	2	3	4	5	X1
19	4.203	3.356	3.388	3.877	2.873	17.697
20	4.203	3.356	3.388	3.877	4.171	18.996
21	3.011	2.211	2.209	2.603	2.873	12.906
22	3.011	2.211	3.388	2.603	2.873	14.086
23	2.327	3.356	2.209	3.877	2.873	14.641
24	2.327	1.689	1.633	1.762	1.938	9.349
25	4.203	3.356	3.388	3.877	4.171	18.996
26	4.203	3.356	3.388	3.877	4.171	18.996
27	4.203	1.000	3.388	3.877	4.171	16.640
28	4.203	3.356	3.388	3.877	4.171	18.996
29	4.203	2.211	3.388	3.877	4.171	17.850
30	4.203	3.356	1.000	3.877	4.171	16.607
31	3.011	2.211	2.209	2.603	2.873	12.906
32	4.203	3.356	3.388	3.877	4.171	18.996
33	4.203	3.356	1.000	3.877	4.171	16.607
34	2.327	1.000	1.000	1.762	1.938	8.027
35	4.203	3.356	3.388	2.603	4.171	17.721
36	3.011	2.211	3.388	2.603	2.873	14.086
37	2.327	1.689	1.633	1.762	1.938	9.349
38	3.011	2.211	2.209	2.603	2.873	12.906
39	2.327	1.000	1.000	1.762	1.938	8.027
40	4.203	3.356	2.209	3.877	4.171	17.816
41	4.203	3.356	3.388	3.877	4.171	18.996
42	4.203	3.356	3.388	2.603	4.171	17.721
43	4.203	3.356	3.388	2.603	2.873	16.423
44	2.327	1.689	1.000	2.603	1.938	9.556
45	3.011	3.356	3.388	3.877	2.873	16.505
46	3.011	3.356	3.388	3.877	4.171	17.804
47	4.203	3.356	3.388	2.603	4.171	17.721
48	2.327	1.000	1.000	1.762	1.938	8.027
49	4.203	3.356	2.209	3.877	2.873	16.517
50	4.203	3.356	2.209	2.603	2.873	15.243
51	4.203	3.356	3.388	2.603	4.171	17.721
52	4.203	3.356	3.388	2.603	4.171	17.721
53	3.011	3.356	3.388	3.877	4.171	17.804
54	4.203	3.356	2.209	3.877	2.873	16.517
55	1.750	1.000	1.000	1.000	4.171	8.922
56	4.203	3.356	2.209	3.877	2.873	16.517
57	3.011	2.211	1.000	2.603	2.873	11.697
58	3.011	3.356	2.209	2.603	4.171	15.350
59	4.203	3.356	3.388	3.877	4.171	18.996
60	3.011	2.211	2.209	2.603	2.873	12.906

No.	1	2	3	4	5	X1
61	1.000	3.356	3.388	2.603	1.938	12.285
62	4.203	3.356	2.209	3.877	2.873	16.517
63	4.203	3.356	3.388	2.603	4.171	17.721
64	1.750	1.000	1.000	1.000	4.171	8.922
65	4.203	3.356	3.388	2.603	4.171	17.721
66	3.011	2.211	2.209	2.603	2.873	12.906
67	4.203	2.211	2.209	3.877	2.873	15.372
68	3.011	1.000	2.209	3.877	4.171	14.268
69	3.011	2.211	2.209	2.603	2.873	12.906
70	3.011	3.356	3.388	3.877	4.171	17.804
71	2.327	1.689	1.633	1.762	1.938	9.349
72	4.203	3.356	1.633	3.877	4.171	17.240
73	2.327	1.689	1.000	1.762	1.000	7.778
74	4.203	3.356	2.209	3.877	2.873	16.517
75	3.011	1.000	2.209	3.877	4.171	14.268
76	2.327	1.689	1.000	1.762	1.000	7.778
77	4.203	3.356	2.209	2.603	4.171	16.542
78	4.203	3.356	3.388	2.603	4.171	17.721
79	2.327	2.211	3.388	2.603	2.873	13.402
80	4.203	3.356	3.388	2.603	4.171	17.721
81	4.203	3.356	3.388	3.877	2.873	17.697
82	3.011	3.356	2.209	3.877	2.873	15.325
83	3.011	1.000	2.209	3.877	4.171	14.268
84	4.203	3.356	2.209	3.877	4.171	17.816
85	3.011	3.356	3.388	3.877	4.171	17.804
86	4.203	2.211	3.388	3.877	4.171	17.850
87	1.750	1.689	1.000	1.762	1.938	8.140
88	4.203	2.211	2.209	3.877	4.171	16.670
89	4.203	3.356	3.388	3.877	2.873	17.697
90	1.000	3.356	3.388	2.603	1.938	12.285
91	4.203	2.211	2.209	3.877	4.171	16.670
92	3.011	3.356	3.388	3.877	4.171	17.804
93	1.750	1.000	1.000	1.000	4.171	8.922
94	4.203	3.356	1.633	3.877	4.171	17.240
95	3.011	2.211	2.209	2.603	2.873	12.906
96	3.011	2.211	2.209	2.603	2.873	12.906
97	4.203	2.211	3.388	2.603	4.171	16.576
98	4.203	1.689	3.388	3.877	4.171	17.329
99	3.011	2.211	2.209	2.603	2.873	12.906
100	4.203	3.356	3.388	3.877	2.873	17.697

5. **Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel *E-Servqual***

Data Ordinal

No.	1	2	3	4	5	X2
1	4	3	4	5	5	21
2	2	2	2	2	2	10
3	4	4	5	5	5	23
4	4	4	4	4	4	20
5	5	4	5	5	5	24
6	4	5	2	5	5	21
7	4	4	2	4	4	18
8	1	5	5	4	3	18
9	4	5	5	5	4	23
10	5	5	4	5	5	24
11	2	2	2	2	2	10
12	5	5	4	5	4	23
13	4	4	4	4	4	20
14	4	4	4	4	4	20
15	5	1	1	1	1	9
16	4	4	3	4	4	19
17	4	4	4	4	4	20
18	4	5	4	4	5	22
19	5	5	5	4	5	24
20	5	5	5	5	4	24
21	4	5	2	5	5	21
22	4	4	4	4	4	20
23	5	5	4	5	4	23
24	3	3	2	3	2	13
25	5	5	5	4	5	24
26	5	5	5	5	5	25
27	4	5	5	5	5	24
28	5	5	4	5	4	23
29	5	5	5	5	5	25
30	5	5	4	5	5	24
31	4	4	4	5	4	21
32	5	5	4	5	5	24
33	3	4	4	4	4	19
34	5	1	1	1	1	9
35	4	5	5	5	5	24
36	2	2	2	2	2	10
37	2	2	2	2	2	10
38	5	5	5	4	5	24

No.	1	2	3	4	5	X2
39	5	1	1	1	1	9
40	5	5	5	5	5	25
41	4	5	5	5	5	24
42	5	5	5	4	5	24
43	4	5	4	5	5	23
44	2	2	2	2	2	10
45	4	5	5	5	5	24
46	4	4	4	5	4	21
47	5	5	5	4	5	24
48	5	1	1	1	1	9
49	4	5	5	5	5	24
50	4	4	4	5	4	21
51	5	5	5	5	5	25
52	4	4	4	4	4	20
53	4	5	5	5	5	24
54	4	4	5	5	5	23
55	2	2	2	2	2	10
56	5	4	3	5	5	22
57	4	4	2	5	4	19
58	4	4	4	4	3	19
59	5	4	3	5	5	22
60	4	4	4	4	4	20
61	4	4	2	4	4	18
62	5	5	4	5	4	23
63	5	4	4	4	5	22
64	2	2	2	2	2	10
65	5	2	5	5	5	22
66	4	4	2	4	4	18
67	5	4	5	5	5	24
68	5	4	4	5	4	22
69	3	5	5	5	5	23
70	5	5	5	5	5	25
71	2	2	2	2	2	10
72	4	4	4	4	4	20
73	5	1	1	1	1	9
74	4	4	4	5	4	21
75	4	5	5	5	4	23
76	2	2	2	2	2	10
77	5	5	5	4	5	24
78	5	5	4	5	5	24
79	5	2	5	5	5	22
80	5	5	4	5	4	23

No.	1	2	3	4	5	X2
81	5	5	5	4	5	24
82	5	5	5	4	4	23
83	4	5	5	5	4	23
84	4	5	5	5	5	24
85	5	5	4	5	4	23
86	5	5	5	4	5	24
87	5	1	1	1	1	9
88	4	4	5	5	5	23
89	5	5	5	5	5	25
90	4	2	4	5	5	20
91	5	5	5	4	5	24
92	4	5	4	5	5	23
93	2	2	2	2	2	10
94	5	5	5	4	5	24
95	4	4	4	4	4	20
96	4	3	3	4	4	18
97	4	4	4	4	4	20
98	5	5	4	5	5	24
99	4	4	2	4	4	18
100	5	5	5	5	4	24
Total						2014

Data Interval

No.	1	2	3	4	5	X2
1	3.256	2.161	2.856	3.767	3.848	15.888
2	2.051	1.814	1.920	1.743	1.768	9.297
3	3.256	2.657	3.987	3.767	3.848	17.516
4	3.256	2.657	2.856	2.530	2.627	13.925
5	4.562	2.657	3.987	3.767	3.848	18.822
6	3.256	3.832	1.920	3.767	3.848	16.624
7	3.256	2.657	1.920	2.530	2.627	12.990
8	1.000	3.832	3.987	2.530	2.070	13.419
9	3.256	3.832	3.987	3.767	2.627	17.469
10	4.562	3.832	2.856	3.767	3.848	18.865
11	2.051	1.814	1.920	1.743	1.768	9.297
12	4.562	3.832	2.856	3.767	2.627	17.643
13	3.256	2.657	2.856	2.530	2.627	13.925
14	3.256	2.657	2.856	2.530	2.627	13.925
15	4.562	1.000	1.000	1.000	1.000	8.562
16	3.256	2.657	2.342	2.530	2.627	13.411
17	3.256	2.657	2.856	2.530	2.627	13.925
18	3.256	3.832	2.856	2.530	3.848	16.322
19	4.562	3.832	3.987	2.530	3.848	18.759
20	4.562	3.832	3.987	3.767	2.627	18.775
21	3.256	3.832	1.920	3.767	3.848	16.624
22	3.256	2.657	2.856	2.530	2.627	13.925
23	4.562	3.832	2.856	3.767	2.627	17.643
24	2.514	2.161	1.920	2.011	1.768	10.374
25	4.562	3.832	3.987	2.530	3.848	18.759
26	4.562	3.832	3.987	3.767	3.848	19.996
27	3.256	3.832	3.987	3.767	3.848	18.691
28	4.562	3.832	2.856	3.767	2.627	17.643
29	4.562	3.832	3.987	3.767	3.848	19.996
30	4.562	3.832	2.856	3.767	3.848	18.865
31	3.256	2.657	2.856	3.767	2.627	15.163
32	4.562	3.832	2.856	3.767	3.848	18.865
33	2.514	2.657	2.856	2.530	2.627	13.183
34	4.562	1.000	1.000	1.000	1.000	8.562
35	3.256	3.832	3.987	3.767	3.848	18.691
36	2.051	1.814	1.920	1.743	1.768	9.297
37	2.051	1.814	1.920	1.743	1.768	9.297
38	4.562	3.832	3.987	2.530	3.848	18.759
39	4.562	1.000	1.000	1.000	1.000	8.562
40	4.562	3.832	3.987	3.767	3.848	19.996
41	3.256	3.832	3.987	3.767	3.848	18.691

No.	1	2	3	4	5	X2
42	4.562	3.832	3.987	2.530	3.848	18.759
43	3.256	3.832	2.856	3.767	3.848	17.559
44	2.051	1.814	1.920	1.743	1.768	9.297
45	3.256	3.832	3.987	3.767	3.848	18.691
46	3.256	2.657	2.856	3.767	2.627	15.163
47	4.562	3.832	3.987	2.530	3.848	18.759
48	4.562	1.000	1.000	1.000	1.000	8.562
49	3.256	3.832	3.987	3.767	3.848	18.691
50	3.256	2.657	2.856	3.767	2.627	15.163
51	4.562	3.832	3.987	3.767	3.848	19.996
52	3.256	2.657	2.856	2.530	2.627	13.925
53	3.256	3.832	3.987	3.767	3.848	18.691
54	3.256	2.657	3.987	3.767	3.848	17.516
55	2.051	1.814	1.920	1.743	1.768	9.297
56	4.562	2.657	2.342	3.767	3.848	17.176
57	3.256	2.657	1.920	3.767	2.627	14.227
58	3.256	2.657	2.856	2.530	2.070	13.369
59	4.562	2.657	2.342	3.767	3.848	17.176
60	3.256	2.657	2.856	2.530	2.627	13.925
61	3.256	2.657	1.920	2.530	2.627	12.990
62	4.562	3.832	2.856	3.767	2.627	17.643
63	4.562	2.657	2.856	2.530	3.848	16.453
64	2.051	1.814	1.920	1.743	1.768	9.297
65	4.562	1.814	3.987	3.767	3.848	17.979
66	3.256	2.657	1.920	2.530	2.627	12.990
67	4.562	2.657	3.987	3.767	3.848	18.822
68	4.562	2.657	2.856	3.767	2.627	16.468
69	2.514	3.832	3.987	3.767	3.848	17.949
70	4.562	3.832	3.987	3.767	3.848	19.996
71	2.051	1.814	1.920	1.743	1.768	9.297
72	3.256	2.657	2.856	2.530	2.627	13.925
73	4.562	1.000	1.000	1.000	1.000	8.562
74	3.256	2.657	2.856	3.767	2.627	15.163
75	3.256	3.832	3.987	3.767	2.627	17.469
76	2.051	1.814	1.920	1.743	1.768	9.297
77	4.562	3.832	3.987	2.530	3.848	18.759
78	4.562	3.832	2.856	3.767	3.848	18.865
79	4.562	1.814	3.987	3.767	3.848	17.979
80	4.562	3.832	2.856	3.767	2.627	17.643
81	4.562	3.832	3.987	2.530	3.848	18.759
82	4.562	3.832	3.987	2.530	2.627	17.537
83	3.256	3.832	3.987	3.767	2.627	17.469

No.	1	2	3	4	5	X2
84	3.256	3.832	3.987	3.767	3.848	18.691
85	4.562	3.832	2.856	3.767	2.627	17.643
86	4.562	3.832	3.987	2.530	3.848	18.759
87	4.562	1.000	1.000	1.000	1.000	8.562
88	3.256	2.657	3.987	3.767	3.848	17.516
89	4.562	3.832	3.987	3.767	3.848	19.996
90	3.256	1.814	2.856	3.767	3.848	15.542
91	4.562	3.832	3.987	2.530	3.848	18.759
92	3.256	3.832	2.856	3.767	3.848	17.559
93	2.051	1.814	1.920	1.743	1.768	9.297
94	4.562	3.832	3.987	2.530	3.848	18.759
95	3.256	2.657	2.856	2.530	2.627	13.925
96	3.256	2.161	2.342	2.530	2.627	12.915
97	3.256	2.657	2.856	2.530	2.627	13.925
98	4.562	3.832	2.856	3.767	3.848	18.865
99	3.256	2.657	1.920	2.530	2.627	12.990
100	4.562	3.832	3.987	3.767	2.627	18.775

6. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Kepuasan Pelanggan

Data Ordinal

No.	1	2	3	Y
1	5	5	5	15
2	4	4	2	10
3	4	4	4	12
4	4	2	4	10
5	4	4	4	12
6	5	2	4	11
7	4	4	3	11
8	4	3	4	11
9	4	4	4	12
10	4	4	5	13
11	4	4	2	10
12	4	4	4	12
13	4	2	4	10
14	4	4	4	12
15	3	3	2	8
16	4	4	4	12
17	4	4	3	11
18	5	4	4	13
19	4	5	4	13
20	4	3	4	11
21	5	4	2	11
22	4	5	2	11
23	5	5	2	12
24	4	3	2	9
25	4	4	5	13
26	5	2	4	11
27	2	5	4	11
28	5	4	5	14
29	5	5	4	14
30	4	5	4	13
31	4	5	4	13
32	5	5	4	14
33	4	5	4	13
34	4	3	2	9
35	5	5	4	14
36	2	4	4	10
37	3	4	2	9
38	4	4	4	12

No.	1	2	3	Y
39	4	3	3	10
40	5	5	4	14
41	2	5	4	11
42	5	5	4	14
43	4	4	4	12
44	3	3	2	8
45	5	5	2	12
46	2	5	4	11
47	5	5	4	14
48	4	3	3	10
49	4	4	4	12
50	5	4	2	11
51	4	5	5	14
52	4	4	5	13
53	5	5	4	14
54	5	4	2	11
55	4	4	2	10
56	4	4	4	12
57	4	2	4	10
58	4	4	4	12
59	5	4	2	11
60	5	4	2	11
61	4	5	2	11
62	4	4	4	12
63	5	4	4	13
64	4	4	2	10
65	4	4	4	12
66	4	2	4	10
67	4	4	4	12
68	5	2	4	11
69	5	5	2	12
70	5	5	4	14
71	3	2	4	9
72	2	4	5	11
73	2	2	5	9
74	3	4	4	11
75	4	4	4	12
76	3	2	3	8
77	4	5	4	13
78	5	5	4	14
79	4	2	5	11
80	5	5	4	14

No.	1	2	3	Y
81	5	4	5	14
82	4	5	4	13
83	4	5	4	13
84	5	4	5	14
85	5	4	4	13
86	5	5	4	14
87	4	2	3	9
88	5	4	4	13
89	4	5	4	13
90	2	5	4	11
91	4	5	4	13
92	5	4	4	13
93	3	3	3	9
94	5	4	4	13
95	4	4	4	12
96	4	4	4	12
97	4	5	4	13
98	5	4	4	13
99	2	5	4	11
100	4	5	4	13
Total				1177

Data Interval

No.	1	2	3	Y
1	3.956	3.745	4.138	11.838
2	2.610	2.493	1.000	6.103
3	2.610	2.493	2.645	7.748
4	2.610	1.000	2.645	6.255
5	2.610	2.493	2.645	7.748
6	3.956	1.000	2.645	7.600
7	2.610	2.493	1.671	6.775
8	2.610	1.687	2.645	6.942
9	2.610	2.493	2.645	7.748
10	2.610	2.493	4.138	9.241
11	2.610	2.493	1.000	6.103
12	2.610	2.493	2.645	7.748
13	2.610	1.000	2.645	6.255
14	2.610	2.493	2.645	7.748
15	1.651	1.687	1.000	4.339
16	2.610	2.493	2.645	7.748
17	2.610	2.493	1.671	6.775
18	3.956	2.493	2.645	9.094
19	2.610	3.745	2.645	9.000
20	2.610	1.687	2.645	6.942
21	3.956	2.493	1.000	7.449
22	2.610	3.745	1.000	7.355
23	3.956	3.745	1.000	8.700
24	2.610	1.687	1.000	5.298
25	2.610	2.493	4.138	9.241
26	3.956	1.000	2.645	7.600
27	1.000	3.745	2.645	7.389
28	3.956	2.493	4.138	10.587
29	3.956	3.745	2.645	10.345
30	2.610	3.745	2.645	9.000
31	2.610	3.745	2.645	9.000
32	3.956	3.745	2.645	10.345
33	2.610	3.745	2.645	9.000
34	2.610	1.687	1.000	5.298
35	3.956	3.745	2.645	10.345
36	1.000	2.493	2.645	6.138
37	1.651	2.493	1.000	5.144
38	2.610	2.493	2.645	7.748
39	2.610	1.687	1.671	5.969
40	3.956	3.745	2.645	10.345
41	1.000	3.745	2.645	7.389

No.	1	2	3	Y
42	3.956	3.745	2.645	10.345
43	2.610	2.493	2.645	7.748
44	1.651	1.687	1.000	4.339
45	3.956	3.745	1.000	8.700
46	1.000	3.745	2.645	7.389
47	3.956	3.745	2.645	10.345
48	2.610	1.687	1.671	5.969
49	2.610	2.493	2.645	7.748
50	3.956	2.493	1.000	7.449
51	2.610	3.745	4.138	10.493
52	2.610	2.493	4.138	9.241
53	3.956	3.745	2.645	10.345
54	3.956	2.493	1.000	7.449
55	2.610	2.493	1.000	6.103
56	2.610	2.493	2.645	7.748
57	2.610	1.000	2.645	6.255
58	2.610	2.493	2.645	7.748
59	3.956	2.493	1.000	7.449
60	3.956	2.493	1.000	7.449
61	2.610	3.745	1.000	7.355
62	2.610	2.493	2.645	7.748
63	3.956	2.493	2.645	9.094
64	2.610	2.493	1.000	6.103
65	2.610	2.493	2.645	7.748
66	2.610	1.000	2.645	6.255
67	2.610	2.493	2.645	7.748
68	3.956	1.000	2.645	7.600
69	3.956	3.745	1.000	8.700
70	3.956	3.745	2.645	10.345
71	1.651	1.000	2.645	5.296
72	1.000	2.493	4.138	7.631
73	1.000	1.000	4.138	6.138
74	1.651	2.493	2.645	6.789
75	2.610	2.493	2.645	7.748
76	1.651	1.000	1.671	4.322
77	2.610	3.745	2.645	9.000
78	3.956	3.745	2.645	10.345
79	2.610	1.000	4.138	7.748
80	3.956	3.745	2.645	10.345
81	3.956	2.493	4.138	10.587
82	2.610	3.745	2.645	9.000
83	2.610	3.745	2.645	9.000

No.	1	2	3	Y
84	3.956	2.493	4.138	10.587
85	3.956	2.493	2.645	9.094
86	3.956	3.745	2.645	10.345
87	2.610	1.000	1.671	5.281
88	3.956	2.493	2.645	9.094
89	2.610	3.745	2.645	9.000
90	1.000	3.745	2.645	7.389
91	2.610	3.745	2.645	9.000
92	3.956	2.493	2.645	9.094
93	1.651	1.687	1.671	5.010
94	3.956	2.493	2.645	9.094
95	2.610	2.493	2.645	7.748
96	2.610	2.493	2.645	7.748
97	2.610	3.745	2.645	9.000
98	3.956	2.493	2.645	9.094
99	1.000	3.745	2.645	7.389
100	2.610	3.745	2.645	9.000

7. Tabulasi Data Analisis Regresi Linier Berganda

No.	X_1	X_2	Y
1	17.816	15.888	11.838
2	8.922	9.297	6.103
3	15.372	17.516	7.748
4	12.906	13.925	6.255
5	12.906	18.822	7.748
6	14.163	16.624	7.600
7	16.640	12.990	6.775
8	14.957	13.419	6.942
9	17.721	17.469	7.748
10	17.721	18.865	9.241
11	8.922	9.297	6.103
12	16.607	17.643	7.748
13	12.906	13.925	6.255
14	17.804	13.925	7.748
15	8.027	8.562	4.339
16	18.996	13.411	7.748
17	12.906	13.925	6.775
18	17.816	16.322	9.094
19	17.697	18.759	9.000
20	18.996	18.775	6.942
21	12.906	16.624	7.449
22	14.086	13.925	7.355
23	14.641	17.643	8.700
24	9.349	10.374	5.298
25	18.996	18.759	9.241
26	18.996	19.996	7.600
27	16.640	18.691	7.389
28	18.996	17.643	10.587
29	17.850	19.996	10.345
30	16.607	18.865	9.000
31	12.906	15.163	9.000
32	18.996	18.865	10.345
33	16.607	13.183	9.000
34	8.027	8.562	5.298
35	17.721	18.691	10.345
36	14.086	9.297	6.138
37	9.349	9.297	5.144
38	12.906	18.759	7.748
39	8.027	8.562	5.969
40	17.816	19.996	10.345
41	18.996	18.691	7.389
42	17.721	18.759	10.345
43	16.423	17.559	7.748
44	9.556	9.297	4.339

No.	X_1	X_2	Y
45	16.505	18.691	8.700
46	17.804	15.163	7.389
47	17.721	18.759	10.345
48	8.027	8.562	5.969
49	16.517	18.691	7.748
50	15.243	15.163	7.449
51	17.721	19.996	10.493
52	17.721	13.925	9.241
53	17.804	18.691	10.345
54	16.517	17.516	7.449
55	8.922	9.297	6.103
56	16.517	17.176	7.748
57	11.697	14.227	6.255
58	15.350	13.369	7.748
59	18.996	17.176	7.449
60	12.906	13.925	7.449
61	12.285	12.990	7.355
62	16.517	17.643	7.748
63	17.721	16.453	9.094
64	8.922	9.297	6.103
65	17.721	17.979	7.748
66	12.906	12.990	6.255
67	15.372	18.822	7.748
68	14.268	16.468	7.600
69	12.906	17.949	8.700
70	17.804	19.996	10.345
71	9.349	9.297	5.296
72	17.240	13.925	7.631
73	7.778	8.562	6.138
74	16.517	15.163	6.789
75	14.268	17.469	7.748
76	7.778	9.297	4.322
77	16.542	18.759	9.000
78	17.721	18.865	10.345
79	13.402	17.979	7.748
80	17.721	17.643	10.345
81	17.697	18.759	10.587
82	15.325	17.537	9.000
83	14.268	17.469	9.000
84	17.816	18.691	10.587
85	17.804	17.643	9.094
86	17.850	18.759	10.345
87	8.140	8.562	5.281
88	16.670	17.516	9.094
89	17.697	19.996	9.000

No.	X_1	X_2	Y
90	12.285	15.542	7.389
91	16.670	18.759	9.000
92	17.804	17.559	9.094
93	8.922	9.297	5.010
94	17.240	18.759	9.094
95	12.906	13.925	7.748
96	12.906	12.915	7.748
97	16.576	13.925	9.000
98	17.329	18.865	9.094
99	12.906	12.990	7.389
100	17.697	18.775	9.000

Lampiran 05. Hasil Output SPSS

1. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Promosi

Output SPSS Uji Validitas Kuesioner Promosi

Correlations

		Item1	Item2	Item3	Item4	Item5	Total
Item1	Pearson Correlation	1	.379*	.472**	.239	.256	.675**
	Sig. (2-tailed)		.039	.009	.204	.171	.000
	N	30	30	30	30	30	30
Item2	Pearson Correlation	.379*	1	.274	.143	.321	.613**
	Sig. (2-tailed)	.039		.143	.450	.083	.000
	N	30	30	30	30	30	30
Item3	Pearson Correlation	.472**	.274	1	.399*	.400*	.742**
	Sig. (2-tailed)	.009	.143		.029	.029	.000
	N	30	30	30	30	30	30
Item4	Pearson Correlation	.239	.143	.399*	1	.470**	.669**
	Sig. (2-tailed)	.204	.450	.029		.009	.000
	N	30	30	30	30	30	30
Item5	Pearson Correlation	.256	.321	.400*	.470**	1	.721**
	Sig. (2-tailed)	.171	.083	.029	.009		.000
	N	30	30	30	30	30	30
Total	Pearson Correlation	.675**	.613**	.742**	.669**	.721**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	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).

Output SPSS Uji Reliabilitas Kuesioner Promosi

Reliability Statistics

Cronbach's Alpha	N of Items
.716	5

2. Output SPSS Uji Validitas dan Reliabilitas Kuesioner *E-Servqual*

Output SPSS Uji Validitas Kuesioner *E-Servqual*

Correlations

		Item1	Item2	Item3	Item4	Item5	Total
Item1	Pearson Correlation	1	.216	.548**	.331	.734**	.771**
	Sig. (2-tailed)		.252	.002	.074	.000	.000
	N	30	30	30	30	30	30
Item2	Pearson Correlation	.216	1	.360	.524**	.417*	.670**
	Sig. (2-tailed)	.252		.051	.003	.022	.000
	N	30	30	30	30	30	30
Item3	Pearson Correlation	.548**	.360	1	.184	.589**	.729**
	Sig. (2-tailed)	.002	.051		.330	.001	.000
	N	30	30	30	30	30	30
Item4	Pearson Correlation	.331	.524**	.184	1	.443*	.667**
	Sig. (2-tailed)	.074	.003	.330		.014	.000
	N	30	30	30	30	30	30
Item5	Pearson Correlation	.734**	.417*	.589**	.443*	1	.863**
	Sig. (2-tailed)	.000	.022	.001	.014		.000
	N	30	30	30	30	30	30
Total	Pearson Correlation	.771**	.670**	.729**	.667**	.863**	1
	Sig. (2-tailed)	.000	.000	.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).

Output SPSS Uji Reliabilitas Kuesioner *E-Servqual*

Reliability Statistics

Cronbach's Alpha	N of Items
.794	5

1. **Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kepuasan Pelanggan**

Output SPSS Uji Validitas Kuesioner Kepuasan Pelanggan

Correlations

		Item1	Item2	Item3	Total
Item1	Pearson Correlation	1	.637**	.686**	.898**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
Item2	Pearson Correlation	.637**	1	.502**	.832**
	Sig. (2-tailed)	.000		.005	.000
	N	30	30	30	30
Item3	Pearson Correlation	.686**	.502**	1	.849**
	Sig. (2-tailed)	.000	.005		.000
	N	30	30	30	30
Total	Pearson Correlation	.898**	.832**	.849**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Output SPSS Uji Reliabilitas Kuesioner Kepuasan Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
.822	3

2. Output SPSS Uji Asumsi Klasik

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.94712552
Most Extreme Differences	Absolute	.071
	Positive	.071
	Negative	-.051
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

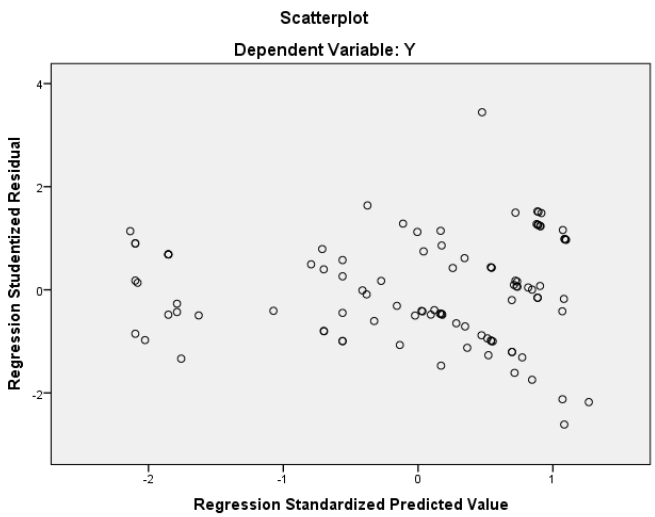
Hasil Uji Multikolinieritas

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.312	3.204
	X2	.312	3.204

a. Dependent Variable: Y

Hasil Uji Heteroskedastisitas



3. Output SPSS Analisis Regresi Linier Berganda

Model Summary

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	.818[a]	.669	.662	.956840	.669	97.830	2	97	.000

a. Predictors: (Constant), X2, X1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	179.135	2	89.567	97.830	.000[b]
	Residual	88.808	97	.916		
	Total	267.942	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1.781	.452		3.943	.000			
	X1	.203	.051	.418	3.995	.000	.780	.376	.234
	X2	.201	.048	.437	4.175	.000	.784	.390	.244

a. Dependent Variable: Y

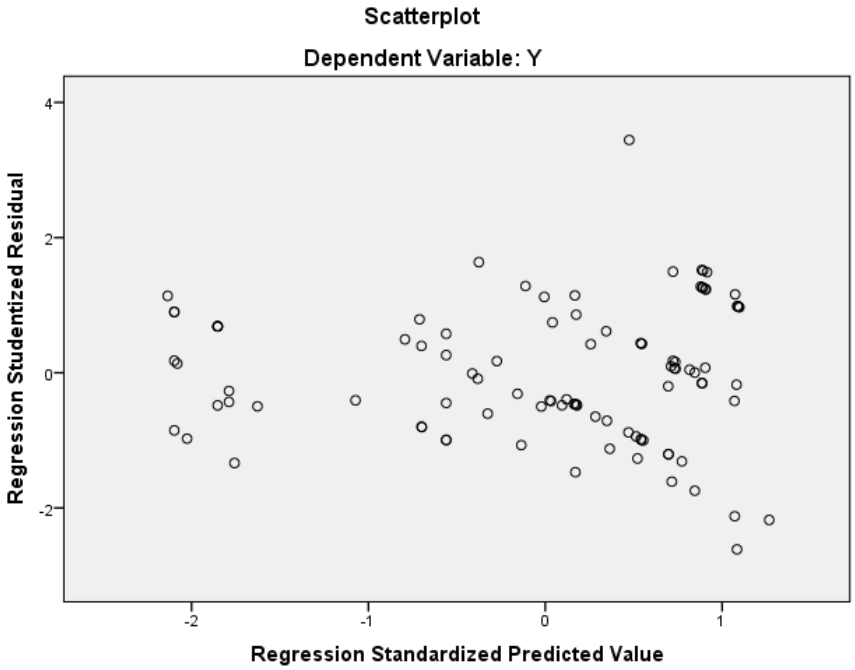
Variabel	No. Item	Rxy	*p-value*	*alpha* (α)	Keterangan
Promosi (X1)	X1.1	0,675	0,000	0,05	Valid
	X1.2	0,613	0,000	0,05	Valid
	X1.3	0,742	0,000	0,05	Valid
	X1.4	0,669	0,000	0,05	Valid
	X1.5	0,721	0,000	0,05	Valid

Variabel	No. Item	Rxy	*p-value*	*alpha* (α)	Keterangan
E-servqual (X2)	X2.1	0,771	0,000	0,05	Valid
	X2.2	0,670	0,000	0,05	Valid
	X2.3	0,729	0,000	0,05	Valid
	X2.4	0,667	0,000	0,05	Valid
	X2.5	0,863	0,000	0,05	Valid

Variabel	No. Item	Rxy	*p-value*	*alpha* (α)	Keterangan
Kepuasan pelanggan (Y)	Y.1	0,898	0,000	0,05	Valid
	Y.2	0,832	0,000	0,05	Valid
	Y.3	0,849	0,000	0,05	Valid

One-Sample Kolgomorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	*Mean*	0,0000000
	Std. Deviation	0,94712552
Most Extreme Differences	*Absolute*	0,071
	Positive	0,071
	Negative	-0,051
Kolmogorov-Smirnov Z		0,071
Asymp. Sig. (*2-tailed*)		0,200

Model	*Collinearity Statistics*		Keterangan
	Tolerance	VIF	
Promosi	0,312	3,204	Bebas multikolinieritas
E-servqual	0,312	3,204	Bebas multikolinieritas


Scatterplot
Dependent Variable: Y
Regression Studentized Residual
Regression Standardized Predicted Value
4
2
0
-2
-2
-1
0
1

Lampiran 06. Kuesioner dan data Responden

Isilah data diri anda sebelum melakukan pengisian kuesioner

1. Pernyataan dibawah ini hanya semata-mata untuk data penelitian dalam rangka menyusun skripsi.
2. Jawablah salah satu jawaban yang memenuhi persepsi Saudara
3. Berikut ini keterangan alternatif pilihan jawaban yang tersedia, yaitu:

Pilihan Jawaban	**Skor**
Sangat Setuju (SS)	5
Setuju (S)	4
Sedang (s)	3
Tidak Setuju (TS)	2
Sangat Tidak Setuju (STS)	1

Pilihlah salah satu jawaban yang menurut saudara/saudari paling tepat dengan memberikan tanda centang (√) pada setiap butir pertanyaan.

A. Data Responden

1. Nama :
2. Jenis Kelamin : ☐ Laki-laki
   ☐ Perempuan
3. Usia : tahun
4. Semester :

este:

B. Daftar Pernyataan

Promosi

1. Shopee selalu melakukan promosi (iklan) melalui berbagai media.
2. Promosi yang dilakukan Shopee sudah berkualitas.
3. Saya Sering melihat promosi (iklan) yang dilakukan Shopee diberbagai media.
4. Saya merasa Shopee menentukan promosi berdasarkan waktu tertentu. (Hut Shopee dan Hari besar lainnya)
5. Saya merasa bahwa sasaran promosi Shopee telah tepat sasaran.

E-servqual

1. Website shopee mudah diakses fitur yang menarik dan lengkap
2. Kerahasiaan data pribadi di shopee terjamin.
3. Respon dari Shopee cepat tanggap
4. Shopee menyediakan pilihan garansi online dan juga gratis ongkir seluruh Indonesia.
5. Customer service melalui media online tersedia di Shopee

Kepuasan Pelanggan

1. Shopee memberikan pelayanan sesuai dengan harapan konsumen
2. Saya sering berbelanja kembali karenan merasa puas.
3. Saya Bersedia menyarankan ke orang lain untuk berbelanja di Shopee.