

Lampiran I

KUESIONER PENELITIAN

Perihal : Mohon bantuan pengisian Kuesioner

Kepada Yth : Bapak/ Ibu, Saudara/ i
Di tempat

Dengan Hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Strata 1 Manajemen di Program Studi Manajemen IIB Darmajaya, Saya:

Nama : Ni Wayan Sari Padi

NPM : 1812110166

Sedang melakukan penelitian yang berjudul “**PENGARUH DIMENSI KUALITAS WEBSITE TERHADAP KEPUTUSAN PEMBELIAN PADA ZALORA**” Oleh karena itu saya mohon kesediaan bapak/ibu,saudara/i untuk mengisi kusioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpul akan saya jaga kerahasiaannya dan di gunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu, saudara/i saya ucapkan terima kasih.

Bandar Lampung, Juli 2022

Peneliti

Nama

Ni Wayan Sari Padi

NPM.

1812110166

Panduan pengisian pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
3. Berilah tanda (√) pada jawaban yang telah disediakan oleh peneliti.

IDENTITAS RESPONDEN

1. Nama :(Dapat dikosongkan)

2. Jenis Kelamin : Laki-laki
 Perempuan

3. Usia :

a. 15 Tahun – 24 Tahun c. 35 Tahun – 44 Tahun
 b. 25 Tahun – 34 Tahun d. 45 Tahun – 54 Tahun

4. Pekerjaan :

a. Pelajar c. Pegawai Negeri
 b. Mahasiswa d. Pegawai Swasta
 c. Wiraswasta

DAFTAR PERNYATAAN

Usability (X1)

No	Pernyataan	STS	TS	CS	S	SS
1	Zalora mudah dipelajari					
2	Zalora memiliki tampilan yang menarik					
3	Zalora mudah digunakan					
Information quality (X2)						
No	Pernyataan	STS	TS	CS	S	SS
4	Zalora memberikan informasi yang dapat dipercaya					
5	Zalora memberikan informasi yang mudah dimengerti					
6	Zalora memberikan informasi yang mendetail					
Service interaction quality (X3)						
No	Pernyataan	STS	TS	CS	S	SS
7	Zalora memberikan rasa aman dalam bertransaksi					
8	Zalora menjaga keamanan data pribadi					
9	Zalora mengirim produk sesuai yang dijanjikan					
Keputusan Pembelian (Y)						
No	Pernyataan	STS	TS	CS	S	SS
10	Berbelanja di Zalora karena pilihan produk yang ditawarkan lengkap					
11	Berbelanja di Zalora karena banyak pilihan merek					
12	Berbelanja di Zalora karena dapat diandalkan sebagai penyalur yang baik dan berkualitas					
13	Berbelanja di Zalora karena ada diskon untuk jumlah pembelian tertentu					
14	Berbelanja di Zalora karena metode pembayaran yang lengkap					

Lampiran II (Hasil Jawaban Responden)

No	U1	U2	U3	Total_U	I1	I2	I3	Total_I	S1	S2	S3	Total_S	K1	K2	K3	K4	K5	Total_K
1	1	1	1	3	1	1	1	3	1	1	1	3	1	1	1	1	1	5
2	4	5	5	14	3	3	3	9	4	3	3	10	4	4	3	4	2	17
3	4	2	4	10	4	3	3	10	4	4	3	11	4	3	3	4	4	18
4	5	5	5	15	4	3	3	10	4	4	4	12	3	3	4	4	3	17
5	3	3	3	9	3	3	4	10	4	4	4	12	3	4	3	3	3	16
6	4	4	2	10	4	4	4	12	4	3	4	11	5	5	5	4	5	24
7	5	5	5	15	5	3	3	11	3	3	3	9	5	5	4	5	4	23
8	5	5	5	15	5	3	2	10	3	2	2	7	5	5	5	4	5	24
9	2	2	5	9	3	2	2	7	2	3	3	8	4	4	3	4	4	19
10	5	5	5	15	5	3	3	11	3	4	3	10	4	5	5	4	5	23
11	5	5	5	15	4	3	4	11	2	2	2	6	4	4	3	3	3	17
12	5	5	5	15	5	4	3	12	3	3	3	9	5	5	3	3	4	20
13	5	5	5	15	5	4	4	13	4	2	3	9	4	4	3	4	4	19
14	2	4	4	10	5	3	4	12	3	4	2	9	5	3	3	3	4	18
15	3	4	2	9	5	3	3	11	3	3	4	10	5	3	4	3	5	20
16	3	4	3	10	5	4	4	13	3	2	4	9	4	3	3	3	3	16
17	4	3	3	10	3	3	3	9	4	2	4	10	5	4	3	4	4	20
18	4	5	3	12	5	4	3	12	4	3	4	11	5	4	4	3	5	21
19	4	4	4	12	5	4	3	12	3	3	1	7	5	5	2	5	5	22
20	5	4	4	13	4	3	3	10	3	3	2	8	4	3	4	4	4	19
21	4	4	3	11	4	3	4	11	3	2	3	8	5	5	4	5	5	24
22	4	4	4	12	5	5	3	13	3	2	3	8	5	4	4	3	3	19
23	5	4	4	13	5	3	5	13	4	3	4	11	5	5	4	5	5	24
24	4	3	3	10	4	3	3	10	4	2	3	9	4	4	3	4	4	19
25	3	5	3	11	4	3	4	11	3	2	3	8	4	3	4	3	4	18
26	4	4	4	12	4	4	4	12	3	1	4	8	4	5	3	3	4	19
27	3	4	3	10	4	3	2	9	4	2	3	9	4	4	3	3	4	18
28	3	3	3	9	3	3	3	9	3	2	3	8	3	4	2	3	4	16
29	3	4	5	12	4	4	4	12	2	3	2	7	5	4	3	4	4	20
30	4	4	3	11	4	3	3	10	3	3	3	9	5	4	3	4	4	20
31	5	4	3	12	5	3	3	11	4	3	3	10	3	2	1	4	5	15
32	5	4	4	13	4	4	5	13	2	3	3	8	4	4	1	4	3	16
33	5	5	2	12	4	5	5	14	3	3	3	9	4	4	3	4	4	19
34	3	4	4	11	4	4	4	12	4	3	4	11	5	5	4	4	5	23
35	3	4	4	11	4	5	5	14	2	2	1	5	4	4	2	4	4	18
36	4	5	5	14	4	3	3	10	4	1	4	9	5	4	3	4	3	19
37	3	4	4	11	5	3	4	12	3	3	2	8	5	4	4	3	3	19
38	5	5	4	14	4	3	4	11	3	2	2	7	4	4	2	2	4	16
39	2	4	4	10	5	4	4	13	2	3	2	7	4	4	4	3	5	20
40	5	5	5	15	4	3	3	10	3	3	2	8	5	4	4	4	5	22
41	3	4	3	10	5	3	4	12	3	2	4	9	5	5	4	5	5	24
42	4	4	4	12	4	4	3	11	3	3	3	9	4	4	5	4	4	21
43	3	5	3	11	4	4	4	12	3	2	2	7	4	4	5	4	4	21
44	3	4	4	11	5	4	4	13	4	2	4	10	5	5	5	4	4	23
45	2	2	5	9	4	2	3	9	3	2	3	8	4	4	4	4	4	20
46	5	4	3	12	4	1	4	9	2	3	2	7	3	3	5	4	4	19
47	3	4	2	9	5	3	4	12	3	4	3	10	4	4	4	4	4	20
48	4	3	5	12	5	4	3	12	3	2	3	8	5	5	2	5	5	22
49	4	5	2	11	5	3	3	11	4	3	3	10	4	4	3	4	4	19
50	5	5	5	15	5	4	5	14	4	2	4	10	3	3	4	4	4	18

51	4	4	4	12	4	4	5	13	3	2	3	8	5	5	4	3	3	20
52	4	5	4	13	4	5	5	14	2	2	2	6	4	4	3	4	4	19
53	3	3	3	9	3	5	4	12	3	4	2	9	4	4	4	4	4	20
54	4	4	3	11	3	3	5	11	3	2	4	9	5	5	4	3	4	21
55	5	5	3	13	4	4	5	13	2	3	1	6	4	4	5	4	4	21
56	5	4	4	13	5	4	4	13	2	4	1	7	5	5	4	3	3	20
57	3	2	4	9	5	5	5	15	3	3	3	9	4	4	4	4	4	20
58	5	4	3	12	4	3	3	10	3	2	4	9	4	4	3	3	3	17
59	4	4	3	11	4	5	4	13	2	2	3	7	5	5	4	4	4	22
60	5	3	2	10	4	4	5	13	4	2	3	9	4	4	4	4	4	20
61	5	5	3	13	4	5	3	12	4	4	4	12	4	4	4	4	4	20
62	5	5	4	14	5	5	5	15	4	2	3	9	5	5	5	5	5	25
63	5	5	3	13	4	4	3	11	2	3	3	8	5	5	4	4	4	22
64	5	3	5	13	4	5	5	14	4	4	3	11	4	4	5	4	4	21
65	3	4	4	11	5	5	5	15	2	3	1	6	4	4	4	4	4	20
66	5	4	4	13	4	5	4	13	4	2	3	9	4	4	3	4	4	19
67	5	4	3	12	5	4	4	13	3	3	4	10	4	4	5	4	4	21
68	4	4	2	10	4	5	5	14	2	4	3	9	4	4	3	4	4	19
69	4	4	3	11	4	4	4	12	2	4	3	9	5	4	4	4	4	21
70	5	4	4	13	5	5	5	15	3	3	3	9	4	4	5	3	4	20
71	4	4	5	13	5	4	4	13	5	5	5	15	5	5	5	5	5	25
72	3	3	5	11	4	5	5	14	5	5	5	15	5	4	5	4	4	22
73	4	4	4	12	1	2	2	5	4	2	3	9	4	3	4	4	3	18
74	4	4	4	12	5	5	5	15	5	5	4	14	5	5	5	5	5	25
75	1	1	1	3	5	5	5	15	4	4	3	11	5	3	4	5	5	22
76	5	5	5	15	5	5	5	15	1	1	1	3	5	5	5	5	5	25
77	5	5	5	15	5	5	5	15	1	1	1	3	5	5	5	5	5	25
78	2	1	1	4	1	1	1	3	1	1	1	3	2	2	2	1	1	8
79	2	1	1	4	5	5	5	15	2	1	1	4	5	3	1	1	5	15
80	3	1	1	5	1	1	1	3	1	1	2	4	5	3	2	5	3	18

Lampiran III (Hasil Uji Deskriptif)

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	32	40.0	40.0	40.0
Valid Perempuan	48	60.0	60.0	100.0
Total	80	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15 Tahun – 24 Tahun	19	23.8	23.8	23.8
Valid 25 Tahun – 34 Tahun	37	46.3	46.3	70.0
Valid 35 Tahun – 44 Tahun	10	12.5	12.5	82.5
Valid 45 Tahun – 54 Tahun	14	17.5	17.5	100.0
Total	80	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa	13	16.3	16.3
	Pegawai Negeri	13	16.3	32.5
	Pegawai Swasta	34	42.5	75.0
	Pelajar	10	12.5	87.5
	Wiraswasta	10	12.5	100.0
	Total	80	100.0	100.0

U1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.5	2.5
	2	6	7.5	10.0
	3	19	23.8	33.8
	4	24	30.0	63.8
	5	29	36.3	100.0
	Total	80	100.0	100.0

U2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	6.3	6.3
	2	4	5.0	11.3
	3	9	11.3	22.5
	4	38	47.5	70.0
	5	24	30.0	100.0
	Total	80	100.0	100.0

U3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	6.3	6.3
	2	7	8.8	15.0
	3	23	28.8	43.8
	4	25	31.3	75.0
	5	20	25.0	100.0
	Total	80	100.0	100.0

I1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	5.0	5.0
	3	7	8.8	13.8
	4	36	45.0	58.8
	5	33	41.3	100.0
	Total	80	100.0	100.0

I2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	5.0	5.0	5.0
Valid 2	3	3.8	3.8	8.8
Valid 3	29	36.3	36.3	45.0
Valid 4	24	30.0	30.0	75.0
Valid 5	20	25.0	25.0	100.0
Total	80	100.0	100.0	

I3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.8	3.8	3.8
Valid 2	4	5.0	5.0	8.8
Valid 3	25	31.3	31.3	40.0
Valid 4	26	32.5	32.5	72.5
Valid 5	22	27.5	27.5	100.0
Total	80	100.0	100.0	

S1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	6.3	6.3	6.3
Valid 2	16	20.0	20.0	26.3
Valid 3	32	40.0	40.0	66.3
Valid 4	24	30.0	30.0	96.3
Valid 5	3	3.8	3.8	100.0
Total	80	100.0	100.0	

S2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	8	10.0	10.0	10.0
Valid 2	28	35.0	35.0	45.0
Valid 3	28	35.0	35.0	80.0
Valid 4	13	16.3	16.3	96.3
Valid 5	3	3.8	3.8	100.0
Total	80	100.0	100.0	

S3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	10	12.5	12.5	12.5
Valid 2	14	17.5	17.5	30.0
Valid 3	35	43.8	43.8	73.8
Valid 4	19	23.8	23.8	97.5
Valid 5	2	2.5	2.5	100.0
Total	80	100.0	100.0	

K1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.3	1.3	1.3
2	1	1.3	1.3	2.5
3	6	7.5	7.5	10.0
4	36	45.0	45.0	55.0
5	36	45.0	45.0	100.0
Total	80	100.0	100.0	

K2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.3	1.3	1.3
2	2	2.5	2.5	3.8
3	13	16.3	16.3	20.0
4	41	51.3	51.3	71.3
5	23	28.8	28.8	100.0
Total	80	100.0	100.0	

K3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	5.0	5.0	5.0
2	7	8.8	8.8	13.8
3	22	27.5	27.5	41.3
4	30	37.5	37.5	78.8
5	17	21.3	21.3	100.0
Total	80	100.0	100.0	

K4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.8	3.8	3.8
2	1	1.3	1.3	5.0
3	19	23.8	23.8	28.8
4	44	55.0	55.0	83.8
5	13	16.3	16.3	100.0
Total	80	100.0	100.0	

K5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.5	2.5	2.5
2	1	1.3	1.3	3.8
3	13	16.3	16.3	20.0
4	43	53.8	53.8	73.8
5	21	26.3	26.3	100.0
Total	80	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

Correlations

		U1	U2	U3	Usability
U1	Pearson Correlation	1	.660**	.558**	.871**
	Sig. (2-tailed)		.000	.001	.000
	N	30	30	30	30
U2	Pearson Correlation	.660**	1	.507**	.848**
	Sig. (2-tailed)	.000		.004	.000
	N	30	30	30	30
U3	Pearson Correlation	.558**	.507**	1	.821**
	Sig. (2-tailed)	.001	.004		.000
	N	30	30	30	30
Usability	Pearson Correlation	.871**	.848**	.821**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Correlations

		I1	I2	I3	Information Quality
I1	Pearson Correlation	1	.753**	.548**	.898**
	Sig. (2-tailed)		.000	.002	.000
	N	30	30	30	30
I2	Pearson Correlation	.753**	1	.596**	.892**
	Sig. (2-tailed)	.000		.001	.000
	N	30	30	30	30
I3	Pearson Correlation	.548**	.596**	1	.815**
	Sig. (2-tailed)	.002	.001		.000
	N	30	30	30	30
Information Quality	Pearson Correlation	.898**	.892**	.815**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Correlations

		S1	S2	S3	Service Interaction Quality
S1	Pearson Correlation	1	.530**	.789**	.922**
	Sig. (2-tailed)		.003	.000	.000
	N	30	30	30	30
S2	Pearson Correlation	.530**	1	.395*	.733**
	Sig. (2-tailed)	.003		.031	.000
	N	30	30	30	30
S3	Pearson Correlation	.789**	.395*	1	.879**
	Sig. (2-tailed)	.000	.031		.000
	N	30	30	30	30
Service Interaction Quality	Pearson Correlation	.922**	.733**	.879**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

Correlations

		K1	K2	K3	K4	K5	Keputusan Pembelian
K1	Pearson Correlation	1	.625**	.515**	.578**	.706**	.848**
	Sig. (2-tailed)		.000	.004	.001	.000	.000
	N	30	30	30	30	30	30
K2	Pearson Correlation	.625**	1	.433*	.640**	.627**	.824**
	Sig. (2-tailed)	.000		.017	.000	.000	.000
	N	30	30	30	30	30	30
K3	Pearson Correlation	.515**	.433*	1	.412*	.563**	.722**
	Sig. (2-tailed)	.004	.017		.024	.001	.000
	N	30	30	30	30	30	30
K4	Pearson Correlation	.578**	.640**	.412*	1	.570**	.785**
	Sig. (2-tailed)	.001	.000	.024		.001	.000
	N	30	30	30	30	30	30
K5	Pearson Correlation	.706**	.627**	.563**	.570**	1	.862**
	Sig. (2-tailed)	.000	.000	.001	.001		.000
	N	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.848**	.824**	.722**	.785**	.862**	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).

Lampiran V (Hasil Uji Reliabilitas)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.801	3

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.830	3

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.804	3

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.868	5

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Usability	Information Quality	Service Interaction Quality	Keputusan Pembelian
N		80	80	80	80
Normal Parameters ^{a,b}	Mean	11.40	11.59	8.60	19.75
	Std. Deviation	2.680	2.598	2.374	3.286
Most Extreme Differences	Absolute	.141	.151	.150	.147
	Positive	.090	.095	.146	.107
	Negative	-.141	-.151	-.150	-.147
Kolmogorov-Smirnov Z		1.258	1.347	1.344	1.317
Asymp. Sig. (2-tailed)		.084	.053	.054	.062

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Usability	Between Groups	(Combined)	269.103	9	29.900	3.585	.001
		Linearity	178.286	1	178.286	21.374	.000
		Deviation from Linearity	90.816	8	11.352	1.361	.229
	Within Groups		583.897	70	8.341		
	Total		853.000	79			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Information Quality	Between Groups	(Combined)	353.497	9	39.277	5.504	.000
		Linearity	254.930	1	254.930	35.726	.000
		Deviation from Linearity	98.567	8	12.321	1.727	.107
	Within Groups		499.503	70	7.136		
	Total		853.000	79			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Service Interaction Quality	Between Groups	(Combined)	193.835	11	17.621	1.818	.068
		Linearity	100.002	1	100.002	10.316	.002
		Deviation from Linearity	93.833	10	9.383	.968	.479
	Within Groups		659.165	68	9.694		
	Total		853.000	79			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	7.513	1.697		4.426	.000		
Usability	.345	.115	.281	2.995	.004	.870	1.150
Information Quality	.512	.120	.405	4.280	.000	.855	1.170
Service Interaction Quality	.276	.125	.199	2.203	.031	.936	1.068

a. Dependent Variable: Keputusan Pembelian

Lampiran IX (Hasil Uji Analisis Regresi Linear Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Service Interaction Quality , Usability , Information Quality ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.647 ^a	.418	.395	2.555

a. Predictors: (Constant), Service Interaction Quality , Usability , Information Quality

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.513	1.697		4.426	.000
Usability	.345	.115	.281	2.995	.004
Information Quality	.512	.120	.405	4.280	.000
Service Interaction Quality	.276	.125	.199	2.203	.031

a. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	356.698	3	118.899	18.207	.000 ^b
	Residual	496.302	76	6.530		
	Total	853.000	79			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Service Interaction Quality , Usability , Information Quality

