

LAMPIRAN

Lampiran I

Pilihlah yang menurut saudara/saudari benar dengan memberi tanda ceklis (√) pada jawaban yang sesuai dengan ketentuan:

IDENTITAS RESPONDEN

1. Nama :(Dapat dikosongkan)

2. Jenis Kelamin : Laki-laki
 Perempuan

3. Usia :

a. 17 Tahun – 22 Tahun c. 29 Tahun – 34 Tahun
 b. 23 Tahun – 28 Tahun d. 35 Tahun – 40 Tahun

Promosi (X1)

No	Pernyataan	STS	TS	CS	S	SS
1	Shopee sering mengadakan promosi secara berkala					
2	Shopee memiliki brand ambassador yang mampu mempromosikan produk dengan baik					
3	Adanya promosi yang di adakan shopee pada hari-hari tertentu					
4	Adanya tawaran gratis ongkir di shopee membuat anda tertarik untuk mengetahui lebih banyak mengenai produk di shopee					
5	Shopee melakukan Promosi penjualan tanpa minimum belanja					

Brand Image (X2)

No	Pernyataan	STS	TS	CS	S	SS
1	Produk-produk di shopee mempunyai kekuatan merek tersendiri					
2	Produk-produk di shopee mempunyai penggemar tersendiri					
3	Produk-produk di shopee mempunyai keunikan tersendiri					
4	Produk di shopee mempunyai kualitas tinggi					
5	Shopee memiliki kredibilitas yang tinggi untuk melakukan penjualan					

Kepuasan Konsumen (Y)

No	Pernyataan	STS	TS	CS	S	SS
1	Saya berminat membeli ulang di shopee					
2	Saya bersedia menawarkan e-commerce shopee ke rekan-rekan, kawan dan keluarga saya					
3	Shopee menjadi penyedia e-commerce saya					
4	Saya bersedia untuk melakukan pembelian di shopee pada toko yang sama					
5	Saya merasa puas karena shopee sangat menjaga nama baik perusahaan					

Lampiran II (Hasil Jawaban Responden)

No	P1	P2	P3	P4	P5	Total_P	B1	B2	B3	B4	B5	Total_B	K1	K2	K3	K4	K5	Total_K
1	1	1	1	1	1	5	1	1	1	1	1	5	1	1	1	1	1	5
2	3	4	4	4	4	19	3	3	3	3	3	15	4	4	4	4	4	20
3	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
4	1	1	1	1	1	5	1	1	1	1	1	5	1	1	1	1	1	5
5	3	3	4	4	5	19	3	4	3	4	3	17	4	4	4	3	4	19
6	3	3	4	3	2	15	1	2	2	2	2	9	3	3	2	3	3	14
7	4	5	5	5	4	23	4	4	4	4	4	20	5	5	4	5	5	24
8	4	4	5	5	3	21	4	4	4	4	3	19	5	5	5	5	5	25
9	4	4	5	5	5	23	4	5	4	4	3	20	3	3	4	4	5	19
10	4	4	5	3	4	20	4	4	4	5	5	22	4	4	3	3	3	17
11	4	4	4	5	2	19	4	4	4	4	3	19	4	4	3	3	4	18
12	5	5	5	5	3	23	5	4	5	4	3	21	4	3	3	3	3	16
13	4	4	4	4	2	18	3	1	4	4	4	16	3	3	3	3	3	15
14	5	4	5	5	3	22	3	4	3	3	4	17	3	4	3	3	3	16
15	5	5	5	5	3	23	3	4	5	3	3	18	5	5	5	4	5	24
16	5	5	5	5	4	24	5	3	5	5	5	23	5	5	4	5	4	23
17	5	5	5	4	4	23	4	4	3	3	5	19	5	5	5	4	5	24
18	4	5	4	2	5	20	5	5	4	4	2	20	4	4	3	4	4	19
19	4	3	4	4	4	19	3	3	4	2	1	13	4	5	5	4	5	23
20	5	4	3	3	3	18	3	2	4	2	1	12	5	5	5	5	5	25
21	5	4	4	4	4	21	4	5	5	5	5	24	5	5	5	5	5	25
22	3	5	5	5	4	22	4	5	5	5	5	24	5	5	5	5	5	25
23	4	4	4	4	4	20	5	5	5	5	3	23	5	5	5	5	5	25
24	4	5	5	4	5	23	5	5	4	4	4	22	5	5	5	5	5	25
25	5	5	5	5	5	25	5	5	5	5	3	23	5	5	5	5	5	25
26	5	5	5	5	4	24	4	4	5	4	5	22	5	5	5	5	5	25
27	5	3	5	5	5	23	5	5	5	5	5	25	5	4	5	5	4	23
28	4	3	4	5	5	21	5	5	5	5	5	25	5	5	5	5	5	25
29	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
30	4	5	5	5	4	23	3	4	2	3	2	14	3	5	5	5	4	22
31	3	4	4	4	3	18	2	3	2	4	2	13	4	4	3	3	3	17
32	3	5	5	5	3	21	3	4	4	4	2	17	4	4	3	3	4	18
33	4	2	4	4	3	17	2	3	1	3	4	13	4	3	3	3	3	16
34	4	5	3	4	2	18	3	3	3	4	3	16	3	3	3	3	3	15

35	3	4	3	3	3	16	4	4	3	3	3	17	3	4	3	3	3	16
36	4	4	4	4	4	20	4	5	4	4	3	20	5	5	5	4	5	24
37	5	3	5	5	3	21	3	3	2	3	3	14	5	5	4	5	4	23
38	4	3	4	5	3	19	2	3	3	3	2	13	5	5	5	4	5	24
39	2	2	3	3	2	12	2	3	3	2	3	13	4	4	3	4	4	19
40	4	5	5	5	3	22	3	4	4	3	4	18	4	5	5	4	5	23
41	4	5	4	4	3	20	4	4	3	2	2	15	4	4	3	3	3	17
42	3	5	5	5	4	22	3	3	3	3	3	15	5	5	3	3	4	20
43	3	4	5	5	4	21	4	4	4	4	2	18	4	4	3	4	4	19
44	2	4	4	5	3	18	4	3	4	3	4	18	5	3	3	3	4	18
45	5	4	2	5	3	19	3	4	3	3	3	16	5	3	4	3	5	20
46	3	4	3	5	4	19	4	4	3	3	2	16	4	3	3	3	3	16
47	4	3	3	3	3	16	3	4	4	4	2	17	5	4	3	4	4	20
48	4	5	3	5	4	21	3	4	4	4	3	18	5	4	4	3	5	21
49	4	4	4	5	4	21	3	4	3	3	3	16	5	5	2	5	5	22
50	5	4	4	4	3	20	3	3	3	3	3	15	4	3	4	4	4	19
51	4	4	3	4	3	18	4	4	3	3	2	16	5	5	4	5	5	24
52	4	4	4	5	5	22	3	5	3	3	2	16	5	4	4	3	3	19
53	5	4	4	5	3	21	5	5	3	4	3	20	5	5	4	5	5	24
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56	4	4	4	4	4	20	4	5	3	3	1	16	4	5	3	3	4	19
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58	3	3	3	3	3	15	3	2	4	3	2	14	3	4	2	3	4	16
59	3	4	5	4	4	20	4	3	2	2	3	14	5	4	3	4	4	20
60	4	4	3	4	3	18	3	5	3	3	3	17	5	4	3	4	4	20
61	5	4	3	5	3	20	3	2	3	4	3	15	3	2	1	4	5	15
62	5	4	4	4	4	21	5	4	2	2	3	16	4	4	1	4	3	16
63	5	5	2	4	5	21	5	5	4	3	3	20	4	4	3	4	4	19
64	3	4	4	4	4	19	4	3	4	4	3	18	5	5	4	4	5	23
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66	4	5	5	4	3	21	3	4	3	4	1	15	5	4	3	4	3	19
67	3	4	4	5	3	19	4	3	4	3	3	17	5	4	4	3	3	19
68	5	5	4	4	3	21	4	4	2	3	2	15	4	4	2	2	4	16
69	2	4	4	5	4	19	4	5	1	2	3	15	4	4	4	3	5	20
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71	3	4	3	5	3	18	4	4	4	3	2	17	5	5	4	5	5	24

72	4	4	4	4	4	20	3	4	3	3	3	16	4	4	5	4	4	21
73	3	5	3	4	4	19	4	5	3	3	2	17	4	4	5	4	4	21
74	3	4	4	5	4	20	4	5	4	4	2	19	5	5	5	4	4	23
75	2	2	5	4	2	15	3	4	4	3	2	16	4	4	4	4	4	20
76	5	4	3	4	1	17	4	4	2	2	3	15	3	3	5	4	4	19
77	3	4	2	5	3	17	4	4	3	3	4	18	4	4	4	4	4	20
78	4	3	5	5	4	21	3	3	4	3	2	15	5	5	2	5	5	22
79	4	5	2	5	3	19	3	2	3	4	3	15	4	4	3	4	4	19
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82	4	5	4	4	5	22	5	4	2	2	2	15	4	4	3	4	4	19
83	3	3	3	3	5	17	4	5	2	3	4	18	4	4	4	4	4	20
84	4	4	3	3	3	17	5	3	3	3	2	16	5	5	4	3	4	21
85	5	5	3	4	4	21	5	4	1	2	3	15	4	4	5	4	4	21
86	5	4	4	5	4	22	4	3	2	2	4	15	5	5	4	3	3	20
87	3	2	4	5	5	19	5	5	4	3	3	20	4	4	4	4	4	20
88	5	4	3	4	3	19	3	3	3	3	2	14	4	4	3	3	3	17
89	4	4	3	4	5	20	4	4	3	2	2	15	5	5	4	4	4	22
90	5	3	2	4	4	18	5	3	4	4	2	18	4	4	4	4	4	20
91	5	5	3	4	5	22	3	3	4	4	4	18	4	4	4	4	4	20
92	5	5	4	5	5	24	5	3	4	4	2	18	5	5	5	5	5	25
93	5	5	3	4	4	21	3	3	2	2	3	13	5	5	4	4	4	22
94	5	3	5	4	5	22	5	5	4	4	4	22	4	4	5	4	4	21
95	3	4	4	5	5	21	5	1	1	2	3	12	4	4	4	4	4	20
96	5	4	4	4	5	22	4	4	4	4	2	18	4	4	3	4	4	19
97	5	5	5	5	5	25	4	3	3	3	3	16	4	4	5	4	4	21
98	5	5	5	5	5	25	5	4	2	2	4	17	4	4	3	4	4	19
99	5	5	5	5	5	25	4	3	3	2	4	16	5	4	4	4	4	21
100	5	5	5	5	5	25	1	1	1	1	1	5	4	4	5	3	4	20

Lampiran III (Hasil Uji Deskriptif)

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	44	44.0	44.0	44.0
Perempuan	56	56.0	56.0	100.0
Total	100	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 Tahun – 22 Tahun	30	30.0	30.0	30.0
23 Tahun – 28 Tahun	36	36.0	36.0	66.0
29 Tahun – 34 Tahun	20	20.0	20.0	86.0
35 Tahun – 40 Tahun	14	14.0	14.0	100.0
Total	100	100.0	100.0	

P1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	4	4.0	4.0	6.0
3	24	24.0	24.0	30.0
4	34	34.0	34.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

P2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	4	4.0	4.0	6.0
3	14	14.0	14.0	20.0
4	44	44.0	44.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

P3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	5	5.0	5.0	7.0
3	24	24.0	24.0	31.0
4	36	36.0	36.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

P4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	1	1.0	1.0	3.0
3	9	9.0	9.0	12.0
4	42	42.0	42.0	54.0
5	46	46.0	46.0	100.0
Total	100	100.0	100.0	

P5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	6	6.0	6.0	9.0
3	34	34.0	34.0	43.0
4	32	32.0	32.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

B1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	5	5.0	5.0	9.0
3	32	32.0	32.0	41.0
4	34	34.0	34.0	75.0
5	25	25.0	25.0	100.0

Total	100	100.0	100.0
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B2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	5.0	5.0	5.0
2	5	5.0	5.0	10.0
3	28	28.0	28.0	38.0
Valid 4	38	38.0	38.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

B3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	7	7.0	7.0	7.0
2	15	15.0	15.0	22.0
3	31	31.0	31.0	53.0
Valid 4	35	35.0	35.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

B4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	18	18.0	18.0	21.0
3	38	38.0	38.0	59.0
Valid 4	31	31.0	31.0	90.0
5	10	10.0	10.0	100.0
Total	100	100.0	100.0	

B5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	7	7.0	7.0	7.0
2	33	33.0	33.0	40.0
3	39	39.0	39.0	79.0
4	9	9.0	9.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

K1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
3	11	11.0	11.0	13.0
4	43	43.0	43.0	56.0
5	44	44.0	44.0	100.0
Total	100	100.0	100.0	

K2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	1	1.0	1.0	3.0
3	13	13.0	13.0	16.0
4	48	48.0	48.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

K3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	6	6.0	6.0	10.0
3	30	30.0	30.0	40.0
4	32	32.0	32.0	72.0
5	28	28.0	28.0	100.0

Total	100	100.0	100.0
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K4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	1	1.0	1.0	3.0
3	30	30.0	30.0	33.0
Valid 4	45	45.0	45.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

K5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
3	18	18.0	18.0	20.0
Valid 4	49	49.0	49.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)**Correlations**

	P1	P2	P3	P4	P5	Promosi
P1 Pearson Correlation	1	.742**	.762**	.696**	.519**	.863**
P1 Sig. (2-tailed)		.000	.000	.000	.003	.000
P1 N	30	30	30	30	30	30
P2 Pearson Correlation	.742**	1	.828**	.650**	.530**	.871**
P2 Sig. (2-tailed)	.000		.000	.000	.003	.000
P2 N	30	30	30	30	30	30
P3 Pearson Correlation	.762**	.828**	1	.837**	.640**	.946**
P3 Sig. (2-tailed)	.000	.000		.000	.000	.000
P3 N	30	30	30	30	30	30
P4 Pearson Correlation	.696**	.650**	.837**	1	.496**	.859**
P4 Sig. (2-tailed)	.000	.000	.000		.005	.000
P4 N	30	30	30	30	30	30

P5	Pearson Correlation	.519**	.530**	.640**	.496**	1	.750**
	Sig. (2-tailed)	.003	.003	.000	.005		.000
	N	30	30	30	30	30	30
Promosi	Pearson Correlation	.863**	.871**	.946**	.859**	.750**	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).

Correlations

		B1	B2	B3	B4	B5	Brand Image
B1	Pearson Correlation	1	.806**	.834**	.862**	.622**	.927**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
B2	Pearson Correlation	.806**	1	.661**	.762**	.555**	.853**
	Sig. (2-tailed)	.000		.000	.000	.001	.000
	N	30	30	30	30	30	30
B3	Pearson Correlation	.834**	.661**	1	.810**	.609**	.879**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
B4	Pearson Correlation	.862**	.762**	.810**	1	.783**	.952**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
B5	Pearson Correlation	.622**	.555**	.609**	.783**	1	.816**
	Sig. (2-tailed)	.000	.001	.000	.000		.000
	N	30	30	30	30	30	30
Brand Image	Pearson Correlation	.927**	.853**	.879**	.952**	.816**	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).

Correlations

		K1	K2	K3	K4	K5	Kepuasan Konsumen
K1	Pearson Correlation	1	.896**	.847**	.863**	.869**	.937**
	Sig. (2-tailed)		.000	.000	.000	.000	.000

	N	30	30	30	30	30	30
K2	Pearson Correlation	.896**	1	.902**	.895**	.896**	.961**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
K3	Pearson Correlation	.847**	.902**	1	.905**	.921**	.960**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
K4	Pearson Correlation	.863**	.895**	.905**	1	.889**	.954**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
K5	Pearson Correlation	.869**	.896**	.921**	.889**	1	.959**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
Kepuasan Konsumen	Pearson Correlation	.937**	.961**	.960**	.954**	.959**	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).

Lampiran V (Hasil Uji Relibilitas)

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
.907	5

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
.928	5

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
.975	5

Lampiran VI (Hasil Uji Normalitas)**One-Sample Kolmogorov-Smirnov Test**

		Promosi	Brand Image	Kepuasan Konsumen
N		100	100	100
Normal Parameters ^{a,b}	Mean	19.98	16.85	20.07
	Std. Deviation	3.348	3.828	3.613
Most Extreme Differences	Absolute	.135	.134	.134
	Positive	.083	.132	.098
	Negative	-.135	-.134	-.134
Kolmogorov-Smirnov Z		1.349	1.345	1.336
Asymp. Sig. (2-tailed)		.053	.054	.056

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Konsumen * Promosi	Between Groups	(Combined)	621.987	12	51.832	6.725	.000
		Linearity	512.385	1	512.385	66.482	.000
		Deviation from Linearity	109.602	11	9.964	1.293	.242
	Within Groups	670.523	87	7.707			
	Total		1292.510	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Konsumen *	Between Groups	(Combined)	642.732	16	40.171	5.131	.000
		Linearity	444.521	1	444.521	56.781	.000

Brand Image	Deviation from Linearity	198.210	15	13.214	1.688	.069
	Within Groups	649.778	83	7.829		
	Total	1292.510	99			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	5.044	1.640		3.076	.003		
	Promosi	.476	.094	.441	5.064	.000	.705	1.419
	Brand Image	.327	.082	.347	3.978	.000	.705	1.419

a. Dependent Variable: Kepuasan Konsumen

Lampiran IX (Hasil Uji Analisis Regresi Linear Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Image, Promosi ^b	.	Enter

a. Dependent Variable: Kepuasan Konsumen

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694 ^a	.481	.470	2.630

a. Predictors: (Constant), Brand Image, Promosi

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.044	1.640		3.076	.00
	Promosi	.476	.094	.441	5.064	.00
	Brand Image	.327	.082	.347	3.978	.00

a. Dependent Variable: Kepuasan Konsumen

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	621.812	2	310.906	44.965	.000 ^b
	Residual	670.698	97	6.914		
	Total	1292.510	99			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Brand Image, Promosi