

Lampiran 1



INSTITUT INFORMATIKA DAN BISNIS DARMAJAYA

FAKULTAS EKONOMI DAN BISNIS

Jalan Zainal Abidin Pagar Alam No. 93 Lampung 35142

KUESIONER

ANALISIS PERBANDINGAN LAYANAN JASA TRANSPORTASI *ONLINE* di INDONESIA

IDENTITAS PENELITI

Nama : Susi Adela

Jurusan : Manajemen

Alamat : Jalan Imam Bonjol LK.II, Langkapura, Bandar Lampung

Email : Susiadela2@gmail.com

Bandar Lampung, 03 Februari 2023

Hal : Mohon Bantuan Pengisian Kuesioner

Kepada Yth.

Bapak/Ibu/Sdr.

Di Tempat

Dengan Hormat,

Berkenannya dengan penelitian yang saya lakukan dalam rangka menyelesaikan studi pada program Strata Satu (S1) Manajemen IIB Darmajaya Bandar Lampung tentang **“Analisis Perbandingan Layanan Jasa Transportasi *Onlie* di Indonesia”** maka saya mohon kesediaan Bapak/Ibu/Sdr. untuk mengisi kuesioner terlampir.

Penelitian ini diharapkan dapat memberikan hasil yang bermanfaat, oleh karenanya diharapkan kesediaan Bapak/Ibu/Sdr untuk menjawab kuesioner ini dengan sejujurnya.

Perlu diperhatikan bahwa informasi yang Bapak/Ibu/Sdr berikan semata-mata untuk kepentingan penelitian ini. Untuk itu saya menjamin kerahasiannya.

Atas perhatian, bantuan dan kerjasama yang baik dari Bapak/Ibu/Sdr, saya mengucapkan banyak terimakasih.

Hormat saya,

Susi Adela

1912110266

KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul:

Analisis Perbandingan Layanan Jasa Transportasi *Onlie* di Indonesia

Petunjuk pengisian daftar pernyataan:

1. Bacalah dengan teliti dan pahami terlebih dahulu pernyataan yang diajukan
2. Jawablah masing-masing pernyataan dengan jujur sesuai dengan penelitian pribadi masing-masing
3. Pilihlah pada salah satu kolom jawaban

Kriteria Penelitian

SS	Sangat Setuju
S	Seuju
N	Netral
TS	Tidak Setuju
STS	Sangat tidak setuju

Bagian I

Karakteristik Responden Pengguna Layanan

1. Apakah anda penggunaan layanan Gojek dan Grab?
 Ya (Lanjutkan Pengisian)
 Tidak (Stop, Tidak perlu melanjutkan pengisian)

2. Sudah berapa lama andar menggunakan layanan jasa Gojek dan Grab?

- <1 Tahun 1-2 Tahun >1 Tahun

Identitas Responden

1. Nama :

2. Jenis Kelamin

- Laki-laki Perempuan

3. Usia Anda

- 16-20 Tahun 26-30 Tahun
 21-25 Tahun >30 Tahun

4. Pekerjaan

- Pelajar Wiraswasta
 Mahasiswa Swasta
 PNS IRT

5. Pendapatan

- <1.000.000 1.000.000-2.000.000 >2.000.000

6. Domisili?

Bagian II

Berilah jawaban dengan tanda (√) dibawah ini:

Keterangan: SS = Sangat Setuju

S = Setuju

N = Netral

TS = Tidak Setuju

STS = Sangat Tidak Seuju

Lampiran II

Uji Karakteristik Responden

JENIS KELAMIN					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Laki-laki	35	20.6	20.6	20.6
	Perempuan	135	79.4	79.4	100.0
	Total	170	100.0	100.0	

UMUR					
		Frequency	Percent	Valid Percent	Cumulative Percent
	>30 Tahun	5	2.9	2.9	2.9
	16-20 Tahu	17	10.0	10.0	12.9
	21-25 Tahu	133	78.2	78.2	91.2
	26-30 Tahu	15	8.8	8.8	100.0
	Total	170	100.0	100.0	

PEKERJAAN					
		Frequency	Percent	Valid Percent	Cumulative Percent
	IRT	10	5.9	5.9	5.9
	Mahasiswa	111	65.3	65.3	71.2
	Pelajar	8	4.7	4.7	75.9
	PNS	4	2.4	2.4	78.2
	Swasta	24	14.1	14.1	92.4
	Wiraswasta	13	7.6	7.6	100.0
	Total	170	100.0	100.0	

LAMA PENGGUNAAN					
		Frequency	Percent	Valid Percent	Cumulative Percent
	< 1 Tahun	12	7.1	7.1	7.1
	> 1 Tahun	135	79.4	79.4	86.5
	1 Tahun	23	13.5	13.5	100.0
	Total	170	100.0	100.0	

PENDAPATAN					
		Frequency	Percent	Valid Percent	Cumulative Percent
	< 1.000.000	90	52.9	52.9	52.9
	> 2.000.000	38	22.4	22.4	75.3
	1.000.000 - 2.000.000	42	24.7	24.7	100.0
	Total	170	100.0	100.0	

DOMISILI					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Bali	1	.6	.6	.6
	Banten	7	4.1	4.1	4.7
	Bengkulu	2	1.2	1.2	5.9
	Daerah Istimewah Yogya	14	8.2	8.2	14.1
	DKI Jakarta	13	7.6	7.6	21.8
	Jawa Barat	25	14.7	14.7	36.5
	Jawa Tengah	13	7.6	7.6	44.1
	Jawa Timur	16	9.4	9.4	53.5
	Kepulauan Riau	7	4.1	4.1	57.6
	Lampung	48	28.2	28.2	85.9
	Nusa Tenggara Barat	1	.6	.6	86.5
	Riau	3	1.8	1.8	88.2
	Sulawesi Barat	1	.6	.6	88.8
	Sulawesi Selatan	1	.6	.6	89.4
	Sumatera Barat	4	2.4	2.4	91.8

	Sumatera Selatan	9	5.3	5.3	97.1
	Sumatera Utara	5	2.9	2.9	100.0
	Total	170	100.0	100.0	

Lampiran III

Uji Validitas Grab

		Correlations										TOTAL_HUJATAS_LAYANAN_GRAB
		P1X1	P2X1	P3X1	P4X1	P5X1	P6X1	P7X1	P8X1	P9X1	P10X1	
P1X1	Pearson Correlation	1	.033	-.036	-.083	.298	.042	-.109	-.188	.329*	.170	.313*
	Sig. (1-tailed)		.431	.425	.331	.055	.414	.284	.160	.038	.185	.046
	N	30	30	30	30	30	30	30	30	30	30	30
P2X1	Pearson Correlation	.033	1	.043	.256	.391*	.095	-.144	.140	.028	.006	.459**
	Sig. (1-tailed)	.431		.411	.086	.016	.309	.224	.230	.442	.458	.005
	N	30	30	30	30	30	30	30	30	30	30	30
P3X1	Pearson Correlation	-.036	.043	1	.088	-.121	.165	-.088	-.085	-.030	.380*	.283
	Sig. (1-tailed)	.425	.411		.322	.262	.192	.325	.328	.437	.019	.065
	N	30	30	30	30	30	30	30	30	30	30	30
P4X1	Pearson Correlation	-.083	.256	.088	1	-.025	-.101	-.142	.118	-.165	.154	.276
	Sig. (1-tailed)	.331	.086	.322		.447	.298	.227	.267	.192	.209	.070
	N	30	30	30	30	30	30	30	30	30	30	30
P5X1	Pearson Correlation	.298	.391*	-.121	-.025	1	.372*	-.154	.128	.184	.151	.555**
	Sig. (1-tailed)	.055	.016	.262	.447		.021	.208	.250	.165	.213	.001
	N	30	30	30	30	30	30	30	30	30	30	30
P6X1	Pearson Correlation	.042	.095	.165	-.101	.372*	1	-.004	-.117	-.140	.291	.407*
	Sig. (1-tailed)	.414	.309	.192	.298	.021		.491	.269	.231	.059	.013
	N	30	30	30	30	30	30	30	30	30	30	30
P7X1	Pearson Correlation	-.109	-.144	-.088	-.142	-.154	-.004	1	.557**	.435**	.212	.392*
	Sig. (1-tailed)	.284	.224	.325	.227	.208	.491		.001	.008	.131	.016
	N	30	30	30	30	30	30	30	30	30	30	30
P8X1	Pearson Correlation	-.188	.140	-.085	.118	.128	-.117	.557**	1	-.012	.072	.431**
	Sig. (1-tailed)	.160	.230	.328	.267	.250	.269	.001		.478	.353	.009
	N	30	30	30	30	30	30	30	30	30	30	30
P9X1	Pearson Correlation	.329*	.028	-.030	-.165	.184	-.140	.435**	-.012	1	.184	.420*
	Sig. (1-tailed)	.038	.442	.437	.192	.165	.231	.008	.476		.165	.010
	N	30	30	30	30	30	30	30	30	30	30	30
P10X1	Pearson Correlation	.170	.006	.380*	.154	.151	.291	.212	.072	.184	1	.594**
	Sig. (1-tailed)	.185	.488	.019	.209	.213	.059	.131	.353	.165		.000
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL_KUALITAS_LAYANAN_GRAB	Pearson Correlation	.313*	.459**	.283	.276	.555**	.407*	.392*	.431**	.420*	.594**	1
	Sig. (1-tailed)	.046	.005	.065	.070	.001	.013	.016	.009	.010	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (1-tailed).

** Correlation is significant at the 0.01 level (1-tailed).

		Correlations								TOTAL_HARGA_GRAB
		P1X2	P2X2	P3X2	P4X2	P5X2	P6X2	P7X2	P8X2	
P1X2	Pearson Correlation	1	.355*	.302	-.094	-.110	.139	.215	.202	.478**
	Sig. (1-tailed)		.027	.052	.311	.281	.232	.127	.142	.004
	N	30	30	30	30	30	30	30	30	30
P2X2	Pearson Correlation	.355*	1	.655**	-.101	-.137	.000	.024	-.334*	.310*
	Sig. (1-tailed)	.027		.000	.297	.236	.500	.449	.035	.048
	N	30	30	30	30	30	30	30	30	30
P3X2	Pearson Correlation	.302	.655**	1	.086	.189	.000	.146	-.208	.515**
	Sig. (1-tailed)	.052	.000		.325	.158	.500	.221	.135	.002
	N	30	30	30	30	30	30	30	30	30
P4X2	Pearson Correlation	-.094	-.101	.086	1	.325*	.176	.181	.149	.419*
	Sig. (1-tailed)	.311	.297	.325		.040	.176	.169	.215	.011
	N	30	30	30	30	30	30	30	30	30
P5X2	Pearson Correlation	-.110	-.137	.189	.325*	1	.134	.081	.258	.427**
	Sig. (1-tailed)	.281	.236	.158	.040		.241	.336	.084	.009
	N	30	30	30	30	30	30	30	30	30
P6X2	Pearson Correlation	.139	.000	.000	.176	.134	1	.478**	.436**	.601**
	Sig. (1-tailed)	.232	.500	.500	.176	.241		.004	.008	.000
	N	30	30	30	30	30	30	30	30	30
P7X2	Pearson Correlation	.215	.024	.146	.181	.081	.478**	1	.424**	.691**
	Sig. (1-tailed)	.127	.449	.221	.169	.336	.004		.010	.000
	N	30	30	30	30	30	30	30	30	30
P8X2	Pearson Correlation	.202	-.334*	-.208	.149	.258	.436**	.424**	1	.534**
	Sig. (1-tailed)	.142	.035	.135	.215	.084	.008	.010		.001
	N	30	30	30	30	30	30	30	30	30
TOTAL_HARGA_GRAB	Pearson Correlation	.478**	.310*	.515**	.419*	.427**	.601**	.691**	.534**	1
	Sig. (1-tailed)	.004	.048	.002	.011	.009	.000	.000	.001	
	N	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (1-tailed).

** Correlation is significant at the 0.01 level (1-tailed).

Correlations

		P1X3	P2X3	P3X3	P4X3	P5X3	P6X3	P7X3	P8X3	TOTAL_PRO MOSI_GRAB
P1X3	Pearson Correlation	1	-.434**	-.015	.066	-.134	-.049	-.050	.345*	.225
	Sig. (1-tailed)		.008	.470	.364	.239	.398	.397	.031	.116
	N	30	30	30	30	30	30	30	30	30
P2X3	Pearson Correlation	-.434**	1	.334*	.019	.166	-.026	.155	-.022	.308*
	Sig. (1-tailed)	.008		.036	.460	.190	.446	.207	.454	.049
	N	30	30	30	30	30	30	30	30	30
P3X3	Pearson Correlation	-.015	.334*	1	.246	-.198	-.097	-.057	-.209	.279
	Sig. (1-tailed)	.470	.036		.095	.147	.305	.383	.134	.068
	N	30	30	30	30	30	30	30	30	30
P4X3	Pearson Correlation	.066	.019	.246	1	.326*	.087	.205	.239	.636**
	Sig. (1-tailed)	.364	.460	.095		.039	.324	.138	.101	.000
	N	30	30	30	30	30	30	30	30	30
P5X3	Pearson Correlation	-.134	.166	-.198	.326*	1	.433**	.118	.245	.555**
	Sig. (1-tailed)	.239	.190	.147	.039		.008	.266	.096	.001
	N	30	30	30	30	30	30	30	30	30
P6X3	Pearson Correlation	-.049	-.026	-.097	.087	.433**	1	.221	.258	.466**
	Sig. (1-tailed)	.398	.446	.305	.324	.008		.120	.084	.005
	N	30	30	30	30	30	30	30	30	30
P7X3	Pearson Correlation	-.050	.155	-.057	.205	.118	.221	1	.430**	.535**
	Sig. (1-tailed)	.397	.207	.383	.138	.266	.120		.009	.001
	N	30	30	30	30	30	30	30	30	30
P8X3	Pearson Correlation	.345*	-.022	-.209	.239	.245	.258	.430**	1	.624**
	Sig. (1-tailed)	.031	.454	.134	.101	.096	.084	.009		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL_PROMOSI_GRAB	Pearson Correlation	.225	.308*	.279	.636**	.555**	.466**	.535**	.624**	1
	Sig. (1-tailed)	.116	.049	.068	.000	.001	.005	.001	.000	
	N	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Correlations

		P1X4	P2X4	P3X4	P4X4	P5X4	P6X4	P7X4	P8X4	TOTAL_KEM UDAHAN_P ENGGUNAAN _GRAB
P1X4	Pearson Correlation	1	.283**	.076	.123	.026	.012	-.013	.119	.395**
	Sig. (1-tailed)		.000	.161	.055	.369	.440	.433	.061	.000
	N	170	170	170	170	170	170	170	170	170
P2X4	Pearson Correlation	.283**	1	.160*	.232**	-.031	.069	-.054	.104	.449**
	Sig. (1-tailed)	.000		.019	.001	.343	.187	.241	.088	.000
	N	170	170	170	170	170	170	170	170	170
P3X4	Pearson Correlation	.076	.160*	1	.251**	.102	.135*	.006	.110	.475**
	Sig. (1-tailed)	.161	.019		.000	.062	.040	.470	.078	.000
	N	170	170	170	170	170	170	170	170	170
P4X4	Pearson Correlation	.123	.232**	.251**	1	.244**	.181**	.035	.163*	.584**
	Sig. (1-tailed)	.055	.001	.000		.001	.009	.324	.017	.000
	N	170	170	170	170	170	170	170	170	170
P5X4	Pearson Correlation	.026	-.031	.102	.244**	1	.117	.182**	.205**	.511**
	Sig. (1-tailed)	.369	.343	.092	.001		.065	.009	.004	.000
	N	170	170	170	170	170	170	170	170	170
P6X4	Pearson Correlation	.012	.069	.135*	.181**	.117	1	.353**	.114	.510**
	Sig. (1-tailed)	.440	.187	.040	.009	.065		.000	.070	.000
	N	170	170	170	170	170	170	170	170	170
P7X4	Pearson Correlation	-.013	-.054	.006	.035	.182**	.353**	1	.213**	.439**
	Sig. (1-tailed)	.433	.241	.470	.324	.009	.000		.003	.000
	N	170	170	170	170	170	170	170	170	170
P8X4	Pearson Correlation	.119	.104	.110	.163*	.205**	.114	.213**	1	.509**
	Sig. (1-tailed)	.061	.088	.078	.017	.004	.070	.003		.000
	N	170	170	170	170	170	170	170	170	170
TOTAL_KEMUDAHAN_P ENGGUNAAN_GRAB	Pearson Correlation	.395**	.449**	.475**	.584**	.511**	.510**	.439**	.509**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	170	170	170	170	170	170	170	170	170

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Lampiran IV

Uji Validitas Gojek

		Correlations										TOTAL_KUALITAS PELAYANAN_GOJEK
		P1X1	P2X1	P3X1	P4X1	P5X1	P6X1	P7X1	P8X1	P9X1	P10X1	
P1X1	Pearson Correlation	1	.896**	.399*	.189	.497**	.276	.046	.459**	.489**	.518**	.585**
	Sig. (1-tailed)		.000	.015	.158	.003	.070	.404	.005	.003	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P2X1	Pearson Correlation	.696**	1	.243	.055	.619**	.509**	.010	.486**	.184	.523**	.579**
	Sig. (1-tailed)	.000		.098	.386	.000	.002	.478	.003	.166	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P3X1	Pearson Correlation	.398*	.243	1	.631**	.228	.384*	.115	.275	.764**	.345*	.696**
	Sig. (1-tailed)	.015	.098		.000	.113	.016	.273	.071	.000	.031	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P4X1	Pearson Correlation	.189	.055	.631**	1	.320*	.311*	.045	.354*	.723**	.377*	.678**
	Sig. (1-tailed)	.158	.386	.000		.042	.047	.408	.028	.000	.020	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P5X1	Pearson Correlation	.497**	.619**	.228	.320*	1	.706**	.226	.601**	.390*	.866**	.761**
	Sig. (1-tailed)	.003	.000	.113	.042		.000	.115	.000	.016	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P6X1	Pearson Correlation	.276	.509**	.384*	.311*	.706**	1	.162	.368*	.387	.449**	.697**
	Sig. (1-tailed)	.070	.002	.016	.047	.000		.196	.023	.062	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P7X1	Pearson Correlation	.046	.010	.115	.045	.226	.162	1	.208	.209	.247	.329*
	Sig. (1-tailed)	.404	.478	.273	.408	.115	.196		.135	.134	.094	.038
	N	30	30	30	30	30	30	30	30	30	30	30
P8X1	Pearson Correlation	.459**	.489**	.275	.354*	.601**	.368*	.208	1	.497**	.730**	.741**
	Sig. (1-tailed)	.005	.003	.071	.028	.000	.023	.135		.003	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P9X1	Pearson Correlation	.489**	.184	.764**	.723**	.390*	.387	.209	.497**	1	.430**	.772**
	Sig. (1-tailed)	.003	.166	.000	.000	.016	.062	.134	.003		.009	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P10X1	Pearson Correlation	.518**	.523**	.345*	.377*	.866**	.449**	.247	.730**	.430**	1	.766**
	Sig. (1-tailed)	.002	.002	.031	.020	.001	.006	.094	.000	.009		.000
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL_KUALITAS PELAYANAN_GOJEK	Pearson Correlation	.585**	.579**	.696**	.678**	.761**	.697**	.329*	.741**	.772**	.766**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	.038	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

** Correlation is significant at the 0.01 level (1-tailed).

* Correlation is significant at the 0.05 level (1-tailed).

		Correlations								TOTAL_HARGA_GOJEK
		P1X2	P2X2	P3X2	P4X2	P5X2	P6X2	P7X2	P8X2	
P1X2	Pearson Correlation	1	.759**	.538**	.560**	.426**	.673**	.600**	.667**	.836**
	Sig. (1-tailed)		.000	.001	.001	.010	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
P2X2	Pearson Correlation	.759**	1	.399*	.380*	.268	.763**	.549**	.549**	.753**
	Sig. (1-tailed)	.000		.014	.019	.076	.000	.001	.001	.000
	N	30	30	30	30	30	30	30	30	30
P3X2	Pearson Correlation	.538**	.399*	1	.628**	.677**	.631**	.516**	.591**	.762**
	Sig. (1-tailed)	.001	.014		.001	.000	.000	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30
P4X2	Pearson Correlation	.560**	.380*	.628**	1	.430**	.445**	.469**	.530**	.704**
	Sig. (1-tailed)	.001	.019	.001		.009	.007	.004	.001	.000
	N	30	30	30	30	30	30	30	30	30
P5X2	Pearson Correlation	.426**	.268	.677**	.430**	1	.623**	.737**	.626**	.745**
	Sig. (1-tailed)	.010	.076	.000	.009		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
P6X2	Pearson Correlation	.673**	.763**	.631**	.445**	.623**	1	.755**	.755**	.880**
	Sig. (1-tailed)	.000	.000	.000	.007	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
P7X2	Pearson Correlation	.600**	.549**	.516**	.469**	.737**	.755**	1	.806**	.826**
	Sig. (1-tailed)	.000	.001	.002	.004	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
P8X2	Pearson Correlation	.667**	.549**	.591**	.530**	.826**	.755**	.806**	1	.874**
	Sig. (1-tailed)	.000	.001	.000	.001	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL_HARGA_GOJEK	Pearson Correlation	.836**	.753**	.762**	.704**	.745**	.880**	.826**	.874**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

** Correlation is significant at the 0.01 level (1-tailed).

* Correlation is significant at the 0.05 level (1-tailed).

Correlations

		P1X3	P2X3	P3X3	P4X3	P5X3	P6X3	P7X3	P8X3	TOTAL_PRO MOSI_GOJEK
P1X3	Pearson Correlation	1	.564**	.551**	.341*	.085	.373*	.055	.195	.714**
	Sig. (1-tailed)		.001	.001	.032	.367	.021	.386	.151	.000
	N	30	30	30	30	30	30	30	30	30
P2X3	Pearson Correlation	.564**	1	.380*	.573**	.333*	.258	.345*	.480**	.794**
	Sig. (1-tailed)	.001		.019	.000	.036	.065	.031	.004	.000
	N	30	30	30	30	30	30	30	30	30
P3X3	Pearson Correlation	.551**	.380*	1	.319*	.088	.437**	.010	.057	.673**
	Sig. (1-tailed)	.001	.019		.043	.322	.008	.479	.383	.000
	N	30	30	30	30	30	30	30	30	30
P4X3	Pearson Correlation	.341*	.573**	.319*	1	.167	.344*	.262	.448**	.701**
	Sig. (1-tailed)	.032	.000	.043		.189	.031	.081	.007	.000
	N	30	30	30	30	30	30	30	30	30
P5X3	Pearson Correlation	.085	.333*	.088	.167	1	.067	.186	.203	.386*
	Sig. (1-tailed)	.367	.036	.322	.189		.323	.162	.141	.018
	N	30	30	30	30	30	30	30	30	30
P6X3	Pearson Correlation	.373*	.258	.437**	.344*	.087	1	.040	-.112	.590**
	Sig. (1-tailed)	.021	.065	.008	.031	.323		.417	.278	.000
	N	30	30	30	30	30	30	30	30	30
P7X3	Pearson Correlation	.055	.345*	.010	.262	.186	.040	1	.320*	.402*
	Sig. (1-tailed)	.386	.031	.479	.081	.162	.417		.042	.014
	N	30	30	30	30	30	30	30	30	30
P8X3	Pearson Correlation	.195	.480**	.057	.448**	.203	-.112	.320*	1	.457**
	Sig. (1-tailed)	.151	.004	.383	.007	.141	.278	.042		.006
	N	30	30	30	30	30	30	30	30	30
TOTAL_PROMOSI_GOJEK K	Pearson Correlation	.714**	.794**	.673**	.701**	.386*	.590**	.402*	.457**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.018	.000	.014	.006	
	N	30	30	30	30	30	30	30	30	30

** Correlation is significant at the 0.01 level (1-tailed).

* Correlation is significant at the 0.05 level (1-tailed).

Correlations

		P1X4	P2X4	P3X4	P4X4	P5X4	P6X4	P7X4	P8X4	TOTAL_KEM UDAHAN_P ENGGUNAAN _GOJEK
P1X4	Pearson Correlation	1	.361*	.311*	.274	.179	.430**	.434**	.340*	.665**
	Sig. (1-tailed)		.025	.047	.071	.172	.009	.008	.033	.000
	N	30	30	30	30	30	30	30	30	30
P2X4	Pearson Correlation	.361*	1	.291	.183	.458**	.367*	.707**	.124	.742**
	Sig. (1-tailed)	.025		.059	.167	.005	.023	.000	.256	.000
	N	30	30	30	30	30	30	30	30	30
P3X4	Pearson Correlation	.311*	.291	1	.359*	.262	.170	.357*	.506**	.629**
	Sig. (1-tailed)	.047	.059		.026	.081	.184	.026	.002	.000
	N	30	30	30	30	30	30	30	30	30
P4X4	Pearson Correlation	.274	.183	.359*	1	.317*	.073	.307*	.361*	.533**
	Sig. (1-tailed)	.071	.167	.026		.044	.350	.049	.025	.001
	N	30	30	30	30	30	30	30	30	30
P5X4	Pearson Correlation	.179	.458**	.262	.317*	1	.239	.276	.095	.595**
	Sig. (1-tailed)	.172	.005	.081	.044		.102	.076	.310	.000
	N	30	30	30	30	30	30	30	30	30
P6X4	Pearson Correlation	.430**	.367*	.170	.073	.239	1	.064	-.175	.483**
	Sig. (1-tailed)	.009	.023	.184	.350	.102		.369	.177	.003
	N	30	30	30	30	30	30	30	30	30
P7X4	Pearson Correlation	.434**	.707**	.357*	.307*	.276	.064	1	.587**	.756**
	Sig. (1-tailed)	.008	.000	.026	.049	.070	.369		.000	.000
	N	30	30	30	30	30	30	30	30	30
P8X4	Pearson Correlation	.340*	.124	.506**	.361*	.095	-.175	.587**	1	.530**
	Sig. (1-tailed)	.033	.256	.002	.025	.310	.177	.000		.001
	N	30	30	30	30	30	30	30	30	30
TOTAL_KEMUDAHAN_P ENGGUNAAN_GOJEK	Pearson Correlation	.665**	.742**	.629**	.533**	.595**	.483**	.756**	.530**	1
	Sig. (1-tailed)	.000	.000	.000	.001	.000	.003	.000	.001	
	N	30	30	30	30	30	30	30	30	30

* Correlation is significant at the 0.05 level (1-tailed).

** Correlation is significant at the 0.01 level (1-tailed).

Lampiran V

Uji Reliabilitas

GRAB

Kualitas Pelayanan

Reliability Statistics	
Cronbach's Alpha	N of Items
.448	10

Harga

Reliability Statistics	
Cronbach's Alpha	N of Items
.580	8

Promosi

Reliability Statistics	
Cronbach's Alpha	N of Items
.471	8

Kemudahan Pengguna

Reliability Statistics	
Cronbach's Alpha	N of Items
.535	8

GOJEK

Kualitas Pelayanan

Reliability Statistics	
Cronbach's Alpha	N of Items
.862	10

Harga

Reliability Statistics	
Cronbach's Alpha	N of Items
.909	8

Promosi

Reliability Statistics	
Cronbach's Alpha	N of Items
.734	8

Kemudahan pengguna

Reliability Statistics	
Cronbach's Alpha	N of Items
.761	8

Lampiran VI

Data Input Uji Independent T test

TOTAL K_P	OBJEK	TOTAL HARGA	OBJEK	TOTAL PROMOSI	OBJEK	TOTAL KEMUDAHAN_P	OBJEK
36	Grab	31	Grab	31	Grab	29	Grab
37	Grab	30	Grab	27	Grab	28	Grab
38	Grab	22	Grab	25	Grab	33	Grab
41	Grab	27	Grab	30	Grab	27	Grab
32	Grab	26	Grab	28	Grab	27	Grab
33	Grab	28	Grab	25	Grab	27	Grab
35	Grab	30	Grab	31	Grab	28	Grab
39	Grab	33	Grab	27	Grab	29	Grab
38	Grab	33	Grab	27	Grab	28	Grab
37	Grab	29	Grab	26	Grab	26	Grab
34	Grab	26	Grab	28	Grab	24	Grab
33	Grab	29	Grab	26	Grab	27	Grab
34	Grab	22	Grab	25	Grab	27	Grab
36	Grab	25	Grab	23	Grab	22	Grab
35	Grab	30	Grab	32	Grab	30	Grab
33	Grab	25	Grab	23	Grab	26	Grab
34	Grab	29	Grab	28	Grab	19	Grab
31	Grab	30	Grab	32	Grab	33	Grab
37	Grab	28	Grab	33	Grab	30	Grab
36	Grab	27	Grab	28	Grab	29	Grab
36	Grab	27	Grab	29	Grab	26	Grab
36	Grab	32	Grab	31	Grab	27	Grab
40	Grab	32	Grab	27	Grab	26	Grab
39	Grab	26	Grab	25	Grab	25	Grab
36	Grab	28	Grab	28	Grab	26	Grab
32	Grab	29	Grab	30	Grab	25	Grab
27	Grab	28	Grab	31	Grab	32	Grab
34	Grab	30	Grab	28	Grab	32	Grab
36	Grab	26	Grab	24	Grab	28	Grab
36	Grab	27	Grab	31	Grab	31	Grab
33	Grab	27	Grab	24	Grab	24	Grab
39	Grab	29	Grab	29	Grab	28	Grab
36	Grab	26	Grab	27	Grab	22	Grab
36	Grab	32	Grab	31	Grab	30	Grab
40	Grab	24	Grab	24	Grab	24	Grab
37	Grab	30	Grab	30	Grab	29	Grab
35	Grab	29	Grab	28	Grab	32	Grab
39	Grab	30	Grab	32	Grab	28	Grab
38	Grab	30	Grab	30	Grab	24	Grab
36	Grab	32	Grab	31	Grab	32	Grab
39	Grab	33	Grab	29	Grab	31	Grab
36	Grab	27	Grab	29	Grab	31	Grab

40	Grab	30	Grab	34	Grab	29	Grab
37	Grab	34	Grab	29	Grab	29	Grab
36	Grab	29	Grab	31	Grab	26	Grab
39	Grab	29	Grab	31	Grab	30	Grab
32	Grab	31	Grab	28	Grab	31	Grab
41	Grab	29	Grab	32	Grab	32	Grab
33	Grab	30	Grab	27	Grab	29	Grab
37	Grab	30	Grab	30	Grab	28	Grab
34	Grab	33	Grab	33	Grab	30	Grab
35	Grab	32	Grab	29	Grab	32	Grab
38	Grab	30	Grab	28	Grab	31	Grab
34	Grab	28	Grab	26	Grab	29	Grab
41	Grab	29	Grab	29	Grab	22	Grab
38	Grab	33	Grab	29	Grab	29	Grab
38	Grab	32	Grab	29	Grab	26	Grab
36	Grab	33	Grab	25	Grab	23	Grab
42	Grab	30	Grab	30	Grab	30	Grab
33	Grab	27	Grab	26	Grab	28	Grab
37	Grab	30	Grab	25	Grab	28	Grab
34	Grab	26	Grab	28	Grab	33	Grab
36	Grab	27	Grab	29	Grab	29	Grab
36	Grab	27	Grab	29	Grab	30	Grab
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32	Grab	27	Grab	27	Grab	28	Grab
39	Grab	27	Grab	31	Grab	33	Grab
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34	Grab	28	Grab	28	Grab	30	Grab
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39	Grab	29	Grab	28	Grab	25	Grab
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39	Grab	27	Grab	30	Grab	32	Grab
38	Grab	29	Grab	29	Grab	28	Grab
33	Grab	30	Grab	28	Grab	32	Grab
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37	Grab	30	Grab	30	Grab	29	Grab
31	Grab	27	Grab	26	Grab	24	Grab
37	Grab	28	Grab	29	Grab	30	Grab
37	Grab	26	Grab	24	Grab	24	Grab

37	Grab	30	Grab	30	Grab	31	Grab
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33	Grab	27	Grab	30	Grab	25	Grab
35	Grab	29	Grab	28	Grab	33	Grab
35	Grab	32	Grab	31	Grab	26	Grab
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34	Grab	26	Grab	26	Grab	31	Grab
36	Grab	28	Grab	34	Grab	33	Grab

33	Grab	21	Grab	30	Grab	32	Grab
38	Grab	31	Grab	27	Grab	30	Grab
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34	Grab	33	Grab	28	Grab	27	Grab
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33	Gojek	24	Gojek	28	Gojek	34	Gojek

44	Gojek	36	Gojek	31	Gojek	33	Gojek
30	Gojek	26	Gojek	26	Gojek	26	Gojek
44	Gojek	40	Gojek	40	Gojek	40	Gojek
35	Gojek	32	Gojek	32	Gojek	32	Gojek
35	Gojek	33	Gojek	32	Gojek	32	Gojek
43	Gojek	31	Gojek	33	Gojek	32	Gojek
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38	Gojek	23	Gojek	33	Gojek	33	Gojek
31	Gojek	20	Gojek	27	Gojek	29	Gojek
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36	Gojek	30	Gojek	31	Gojek	32	Gojek
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33	Gojek	17	Gojek	21	Gojek	34	Gojek
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31	Gojek	13	Gojek	29	Gojek	34	Gojek
37	Gojek	27	Gojek	31	Gojek	29	Gojek
27	Gojek	24	Gojek	24	Gojek	24	Gojek
32	Gojek	25	Gojek	27	Gojek	32	Gojek
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37	Gojek	29	Gojek	35	Gojek	37	Gojek
29	Gojek	32	Gojek	32	Gojek	30	Gojek
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18	Gojek	16	Gojek	15	Gojek	18	Gojek
33	Gojek	26	Gojek	24	Gojek	35	Gojek
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39	Gojek	33	Gojek	38	Gojek	89	Gojek
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35	Gojek	23	Gojek	27	Gojek	31	Gojek
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34	Gojek	37	Gojek	32	Gojek	36	Gojek
12	Gojek	9	Gojek	16	Gojek	9	Gojek
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32	Gojek	29	Gojek	28	Gojek	29	Gojek
40	Gojek	35	Gojek	35	Gojek	35	Gojek
31	Gojek	28	Gojek	29	Gojek	29	Gojek
35	Gojek	32	Gojek	31	Gojek	32	Gojek

LAMPIRAN VII

Hasil Output Uji Independent T test

Group Statistics

	OBJEK	N	Mean	Std. Deviation	Std. Error Mean
TOTAL_KUALITAS	Grab	170	35.33	2.743	.210
	Gojek	170	35.61	4.128	.317

Independent Samples Test

		Levene's Test for Equality of Variances				Test for Equality of Means			95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
TOTAL_KUALITAS	Equal variances assumed	6.422	.012	-.743	338	.458	-.282	.380	-1.030	.465
	Equal variances not assumed			-.743	293.875	.458	-.282	.380	-1.031	.466

Group Statistics

	OBJEK	N	Mean	Std. Deviation	Std. Error Mean
TOTAL_HARGA	Grab	170	28.60	2.486	.191
	Gojek	170	30.35	4.776	.366

Independent Samples Test

		Levene's Test for Equality of Variances				Test for Equality of Means			95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
TOTAL_HARGA	Equal variances assumed	22.358	.000	-4.245	338	.000	-1.753	.413	-2.565	-.941
	Equal variances not assumed			-4.245	254.341	.000	-1.753	.413	-2.566	-.940

Group Statistics

	OBJEK	N	Mean	Std. Deviation	Std. Error Mean
TOTAL_PROMOSI	Grab	170	28.27	2.617	.201
	Gojek	170	31.09	3.652	.280

Independent Samples Test

		Levene's Test for Equality of Variances				Test for Equality of Means			95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
TOTAL_PROMOSI	Equal variances assumed	4.056	.045	-8.193	338	.000	-2.824	.345	-3.501	-2.146
	Equal variances not assumed			-8.193	306.338	.000	-2.824	.345	-3.502	-2.145

Group Statistics

	OBJEK	N	Mean	Std. Deviation	Std. Error Mean
TOTAL_KEMUDAHAN_P ENGGUNAAN	Grab	170	28.17	2.752	.211
	Gojek	170	32.82	5.781	.443

Independent Samples Test

		Levene's Test for Equality of Variances					t-Test for Equality of Means			95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper	
TOTAL_KEMUDAHAN_P ENGGUNAAN	Equal variances assumed	3.719	.055	-9.475	338	.000	-4.653	.491	-5.619	-3.687	
	Equal variances not assumed			-9.475	241.853	.000	-4.653	.491	-5.620	-3.686	