

INSTRUMEN RESPONDEN

Kuisisioner ini ditujukan untuk membantu pengumpulan data penelitian guna menyusun skripsi yang berjudul “Analisis Positioning MarketPlace Berdasarkan Persepsi Masyarakat Bandar Lampung” yang merupakan salah satu syarat bagi peneliti untuk dapat menyelesaikan study program S1 Jurusan Manajemen Fakultas Ekonomi dan Bisnis IBI DARMAJAYA. Untuk itu saya memohon Bapak/Ibu/Saudara(i) untuk bersedia meluangkan waktu untuk mengisi kuesioner ini dengan sebenar-benarnya. Atas kesediaannya dan kerjasamanya saya mengucapkan terima kasih.

Format Kuesioner

Berikan tanda ceklis($\checkmark$) pada kolom yang sesuai dengan keadaan dan situasi anda saat ini.

I. Identitas Responden

Nomor :.....(diisi oleh peneliti)

- 1 Jeniskelamin : ☐ Laki-laki ☐ Perempuan
- 2 Usia : ☐ 17 – 25 tahun ☐ 26 – 35 tahun ☐ >35 tahun
- 3 Pekerjaan : ☐ Pelajar ☐ Mahasiswa
☐ PegawaiNegeri ☐ Wiraswasta
- 4 Alamat Saat Ini :.....

II. Daya Saing Marketplace

Petunjuk pengisian: Isilah jawaban pada titik-titik yang tersedia dengan angka 1, 2, 3, 4, 5 sesuai dengan pilihan jawaban di bawah ini.

PilihanJawaban:

- a. Skor5 = SM (SangatMirip)
b. Skor4 = M (Mirip)
c. Skor3 = KM (KurangMirip)
d. Skor2 = TM (TidakMirip)
e. Skor1 = STM (SangatTidakMirip)

1. *EasyOf Use (Mudah digunakan)*

Kemiripan tentang kemudahan yang dirasakan oleh konsumen dari mulai mengunduh aplikasi, mengoprasikan, dan kemudian digunakan untuk berbelanja.

MerkAplikasi	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
Tokopedia	0				
Shopee		0			
Bukalapak			0		
Lazada				0	
Blibli					0

2. *Information Quality (Kualitas Informasi)*

Kemiripan tentang adanya informasi yang lengkap yang tertera pada deskripsi setiap produk yang di jual di aplikasi sehingga informasi ini dapat memberikan gambaran pada konsumen mengenai produk yang akan di beli.

MerkAplikasi	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
Tokopedia	0				
Shopee		0			
Bukalapak			0		
Lazada				0	
Blibli					0

3. *Consumer Services (Layanan Konsumen)*

Kemiripan tentang kemudahan akses mengajukan pertanyaan yang belum dipahami oleh pengguna mengenai segala proses yang terjadi ketika berbelanja di aplikasi.

MerkAplikasi	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
Tokopedia	0				
Shopee		0			
Bukalapak			0		
Lazada				0	
Blibli					0

4. *Website Design (Application Design)*

Kemiripan tentang design aplikasi yang dirancang oleh perusahaan yang dapat memberikan perhatian lebih kepada pengguna dan bisa memberikan informasi tambahan ketika pengguna melihat dari logo aplikasi.

MerkAplikasi	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
Tokopedia	0				
Shopee		0			
Bukalapak			0		
Lazada				0	
Blibli					0

5. *Process Controllability (Proses Kontrol)*

Kemiripan tentang mengenai kemudahan konsumen dalam melihat segala proses yang berhubungan dengan proses belanja di aplikasi marketplace.

MerkAplikasi	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
Tokopedia	0				
Shopee		0			
Bukalapak			0		
Lazada				0	
Blibli					0

6. *Outcome Quality (Kualitas Hasil)*

Kemiripan mengenai produk yang dikirim oleh marketplace yang sesuai dengan harapan konsumen sesuai dengan keterangan yang ada pada deskripsi produk.

MerkAplikasi	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
Tokopedia	0				
Shopee		0			
Bukalapak			0		
Lazada				0	
Blibli					0

7. *Reliability* (Keandalan)

Kemiripan mengenai kinerja aplikasi yang dapat diandalkan oleh konsumen dalam mengurus produk pesanan konsumen.

MerkAplikasi	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
Tokopedia	0				
Shopee		0			
Bukalapak			0		
Lazada				0	
Blibli					0

8. *Responsiveness* (Responsif)

Kemiripan mengenai adanya tanggapan yang baik ketika ada kritik dan saran untuk aplikasi marketplace.

MerkAplikasi	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
Tokopedia	0				
Shopee		0			
Bukalapak			0		
Lazada				0	
Blibli					0

9. *Trust* (Kepercayaan)

Kemiripan mengenai segala mekanisme yang berhubungan dengan proses pembayaran pada aplikasi marketplace yang dapat dipercaya oleh konsumen.

MerkAplikasi	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
Tokopedia	0				
Shopee		0			
Bukalapak			0		
Lazada				0	
Blibli					0

10. *Personaliation* (Personalisasi)

Kemiripan mengenai kemudahan konsumen dalam mengganti jenis produk yang akan dibeli.

MerkAplikasi	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
Tokopedia	0				
Shopee		0			
Bukalapak			0		
Lazada				0	
Blibli					0

Lampiran 2

Hasil Jawaban Responden

a. Faktor Easy Of Use (Mudah Digunakan)

	Merek Apk	Tokopedia	Shopee	Bukalapak	Lazada	Blibli		Merek Apk	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
1	Tokopedia						51	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	5	4					Bukalapak	5	3			
	Lazada	4	5	4				Lazada	4	4	4		
	Blibli	4	5	4	1			Blibli	4	5	4	1	
2	Tokopedia						52	Tokopedia					
	Shopee	2						Shopee	4				
	Bukalapak	5	4					Bukalapak	5	3			
	Lazada	5	5	4				Lazada	3	5	5		
	Blibli	4	4	3	1			Blibli	4	5	5	2	
3	Tokopedia						53	Tokopedia					
	Shopee	3						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	4	4	2			Blibli	4	5	3	1	
4	Tokopedia						54	Tokopedia					
	Shopee	2						Shopee	4				
	Bukalapak	5	4					Bukalapak	5	3			
	Lazada	5	5	4				Lazada	4	5	5		
	Blibli	4	5	4	2			Blibli	4	5	5	2	
5	Tokopedia						55	Tokopedia					
	Shopee	2						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	5	3	1			Blibli	4	5	3	1	
6	Tokopedia						56	Tokopedia					
	Shopee	4						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	5			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	5	4	1			Blibli	4	5	3	1	
7	Tokopedia						57	Tokopedia					
	Shopee	3						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	5	4	2			Blibli	4	5	3	1	
8	Tokopedia						58	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	5	3					Bukalapak	5	3			
	Lazada	3	5	5				Lazada	4	5	5		
	Blibli	4	5	5	2			Blibli	4	5	5	2	
9	Tokopedia						59	Tokopedia					
	Shopee	4						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	4	5	5				Lazada	5	5	4		
	Blibli	4	5	5	2			Blibli	4	5	3	1	

10	Tokopedia					60	Tokopedia						
	Shopee	4					Shopee	3					
	Bukalapak	5	3				Bukalapak	5	4				
	Lazada	4	5	5			Lazada	4	5	4			
	Blibli	4	5	5	2		Blibli	4	5	4	2		
11	Tokopedia					61	Tokopedia						
	Shopee	2					Shopee	2					
	Bukalapak	5	4				Bukalapak	5	5				
	Lazada	5	5	4			Lazada	5	5	4			
	Blibli	4	4	3	1		Blibli	4	5	3	1		
12	Tokopedia					62	Tokopedia						
	Shopee	2					Shopee	2					
	Bukalapak	5	4				Bukalapak	5	4				
	Lazada	5	5	4			Lazada	5	5	4			
	Blibli	4	5	4	2		Blibli	4	5	3	1		
13	Tokopedia					63	Tokopedia						
	Shopee	4					Shopee	2					
	Bukalapak	5	4				Bukalapak	5	4				
	Lazada	5	5	4			Lazada	5	5	4			
	Blibli	4	5	4	1		Blibli	4	5	4	2		
14	Tokopedia					64	Tokopedia						
	Shopee	4					Shopee	2					
	Bukalapak	5	3				Bukalapak	5	4				
	Lazada	3	5	5			Lazada	5	5	4			
	Blibli	4	5	5	2		Blibli	4	5	3	1		
15	Tokopedia					65	Tokopedia						
	Shopee	2					Shopee	4					
	Bukalapak	5	4				Bukalapak	5	3				
	Lazada	5	5	4			Lazada	3	5	5			
	Blibli	4	5	3	1		Blibli	4	5	5	2		
16	Tokopedia					66	Tokopedia						
	Shopee	4					Shopee	3					
	Bukalapak	5	4				Bukalapak	5	4				
	Lazada	5	5	4			Lazada	5	5	4			
	Blibli	4	5	4	1		Blibli	4	5	4	2		
17	Tokopedia					67	Tokopedia						
	Shopee	4					Shopee	4					
	Bukalapak	5	4				Bukalapak	5	3				
	Lazada	4	5	4			Lazada	3	5	5			
	Blibli	4	5	4	1		Blibli	4	5	5	2		
18	Tokopedia					68	Tokopedia						
	Shopee	2					Shopee	4					
	Bukalapak	5	4				Bukalapak	5	4				
	Lazada	5	5	4			Lazada	3	5	5			
	Blibli	4	5	3	1		Blibli	4	5	5	2		
19	Tokopedia					69	Tokopedia						
	Shopee	2					Shopee	4					
	Bukalapak	5	4				Bukalapak	5	4				
	Lazada	5	5	4			Lazada	4	5	4			
	Blibli	4	4	3	1		Blibli	4	5	4	1		
20	Tokopedia					70	Tokopedia						

	Shopee	4							Shopee	3				
	Bukalapak	5	3						Bukalapak	5	4			
	Lazada	3	5	5					Lazada	5	5	4		
	Blibli	4	5	5	2				Blibli	4	4	4	2	
21	Tokopedia							71	Tokopedia					
	Shopee	2							Shopee	2				
	Bukalapak	5	4						Bukalapak	5	5			
	Lazada	5	5	4					Lazada	5	5	4		
	Blibli	4	4	3	1				Blibli	4	5	3	1	
22	Tokopedia							72	Tokopedia					
	Shopee	3							Shopee	4				
	Bukalapak	5	4						Bukalapak	5	4			
	Lazada	5	5	4					Lazada	4	5	5		
	Blibli	4	5	4	2				Blibli	4	5	4	1	
23	Tokopedia							73	Tokopedia					
	Shopee	2							Shopee	2				
	Bukalapak	5	4						Bukalapak	5	4			
	Lazada	5	5	4					Lazada	5	5	4		
	Blibli	4	5	4	2				Blibli	4	5	3	1	
24	Tokopedia							74	Tokopedia					
	Shopee	2							Shopee	3				
	Bukalapak	5	4						Bukalapak	5	4			
	Lazada	5	5	4					Lazada	5	5	4		
	Blibli	4	4	3	1				Blibli	4	5	4	2	
25	Tokopedia							75	Tokopedia					
	Shopee	2							Shopee	2				
	Bukalapak	5	4						Bukalapak	5	4			
	Lazada	5	5	4					Lazada	5	5	4		
	Blibli	4	5	3	1				Blibli	4	5	4	2	
26	Tokopedia							76	Tokopedia					
	Shopee	3							Shopee	4				
	Bukalapak	5	4						Bukalapak	5	3			
	Lazada	5	5	4					Lazada	3	5	5		
	Blibli	4	4	4	2				Blibli	4	5	5	2	
27	Tokopedia							77	Tokopedia					
	Shopee	4							Shopee	3				
	Bukalapak	5	4						Bukalapak	5	4			
	Lazada	5	5	4					Lazada	4	5	4		
	Blibli	4	5	4	1				Blibli	4	5	4	2	
28	Tokopedia							78	Tokopedia					
	Shopee	4							Shopee	2				
	Bukalapak	5	4						Bukalapak	5	5			
	Lazada	4	5	5					Lazada	5	5	4		
	Blibli	4	5	5	2				Blibli	4	5	3	1	
29	Tokopedia							79	Tokopedia					
	Shopee	4							Shopee	3				
	Bukalapak	5	4						Bukalapak	5	4			
	Lazada	5	5	4					Lazada	5	5	4		
	Blibli	4	5	4	1				Blibli	4	5	4	2	
30	Tokopedia							80	Tokopedia					
	Shopee	3							Shopee	2				

	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	4	4	2			Blibli	4	5	3	1	
31	Tokopedia							81	Tokopedia				
	Shopee	3							Shopee	4			
	Bukalapak	5	4						Bukalapak	5	4		
	Lazada	5	5	4					Lazada	4	5	4	
	Blibli	4	5	4	2				Blibli	4	5	4	1
32	Tokopedia							82	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	5	4						Bukalapak	5	4		
	Lazada	4	5	4					Lazada	4	5	4	
	Blibli	4	5	4	1				Blibli	4	5	4	2
33	Tokopedia							83	Tokopedia				
	Shopee	4							Shopee	3			
	Bukalapak	5	4						Bukalapak	5	4		
	Lazada	5	5	4					Lazada	4	5	4	
	Blibli	4	5	4	1				Blibli	4	5	4	2
34	Tokopedia							84	Tokopedia				
	Shopee	2							Shopee	4			
	Bukalapak	5	4						Bukalapak	5	4		
	Lazada	5	5	4					Lazada	4	5	5	
	Blibli	4	5	3	1				Blibli	4	5	4	1
35	Tokopedia							85	Tokopedia				
	Shopee	2							Shopee	3			
	Bukalapak	5	4						Bukalapak	5	4		
	Lazada	5	5	4					Lazada	5	5	4	
	Blibli	4	5	3	1				Blibli	4	4	4	2
36	Tokopedia							86	Tokopedia				
	Shopee	4							Shopee	3			
	Bukalapak	5	4						Bukalapak	5	4		
	Lazada	5	5	4					Lazada	5	5	4	
	Blibli	4	5	4	1				Blibli	4	4	4	2
37	Tokopedia							87	Tokopedia				
	Shopee	4							Shopee	2			
	Bukalapak	5	4						Bukalapak	5	4		
	Lazada	5	5	4					Lazada	5	5	4	
	Blibli	4	5	4	1				Blibli	4	5	3	1
38	Tokopedia							88	Tokopedia				
	Shopee	4							Shopee	3			
	Bukalapak	5	3						Bukalapak	5	4		
	Lazada	3	5	5					Lazada	4	5	4	
	Blibli	4	5	5	2				Blibli	4	5	4	2
39	Tokopedia							89	Tokopedia				
	Shopee	3							Shopee	3			
	Bukalapak	5	4						Bukalapak	5	4		
	Lazada	5	5	4					Lazada	5	5	4	
	Blibli	4	5	4	2				Blibli	4	4	4	2
40	Tokopedia							90	Tokopedia				
	Shopee	4							Shopee	3			
	Bukalapak	5	3						Bukalapak	5	4		

	Lazada	3	5	5				Lazada	5	5	4		
	Blibli	4	5	5	2			Blibli	4	5	4	2	
41	Tokopedia						91	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	4	5	5				Lazada	4	5	4		
	Blibli	4	5	5	2			Blibli	4	5	4	1	
42	Tokopedia						92	Tokopedia					
	Shopee	4						Shopee	2				
	Bukalapak	5	3					Bukalapak	5	5			
	Lazada	3	5	5				Lazada	5	5	4		
	Blibli	4	5	5	2			Blibli	4	5	3	1	
43	Tokopedia						93	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	5	4					Bukalapak	5	3			
	Lazada	5	5	4				Lazada	4	5	5		
	Blibli	4	5	4	1			Blibli	4	5	5	2	
44	Tokopedia						94	Tokopedia					
	Shopee	4						Shopee	3				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	4	5	4				Lazada	5	5	4		
	Blibli	4	5	4	1			Blibli	4	5	4	2	
45	Tokopedia						95	Tokopedia					
	Shopee	4						Shopee	3				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	4	5	5				Lazada	5	5	4		
	Blibli	4	5	5	2			Blibli	4	4	4	2	
46	Tokopedia						96	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	4	5	5		
	Blibli	4	5	4	1			Blibli	4	5	4	1	
47	Tokopedia						97	Tokopedia					
	Shopee	2						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	5	3	1			Blibli	4	5	3	1	
48	Tokopedia						98	Tokopedia					
	Shopee	4						Shopee	3				
	Bukalapak	5	3					Bukalapak	5	4			
	Lazada	3	5	5				Lazada	4	5	4		
	Blibli	4	5	5	2			Blibli	4	5	4	2	
49	Tokopedia						99	Tokopedia					
	Shopee	4						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	5			
	Lazada	4	5	5				Lazada	5	5	4		
	Blibli	4	5	5	2			Blibli	4	5	3	1	
50	Tokopedia						100	Tokopedia					
	Shopee	3						Shopee	3				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		

	Blibli	4	5	4	2			Blibli	4	4	4	2	
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b. Faktor Information Quality (Kualitas Informasi)

	Merek Apk	Tokopedia	Shopee	Bukalapak	Lazada	Blibli		Apk	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
1	Tokopedia						51	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	2	4	4	
2	Tokopedia						52	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	3	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
3	Tokopedia						53	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	5				Lazada	2	3	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
4	Tokopedia						54	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	2	4	3	
5	Tokopedia						55	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
6	Tokopedia						56	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	3	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	3	2	4	3			Blibli	4	2	4	4	
7	Tokopedia						57	Tokopedia					
	Shopee	5						Shopee	3				
	Bukalapak	2	4					Bukalapak	2	4			
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	Blibli	3	2	4	3			Blibli	4	2	4	3	
8	Tokopedia						58	Tokopedia					
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	Blibli	4	2	4	3			Blibli	4	2	4	3	
9	Tokopedia						59	Tokopedia					
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10	Tokopedia						60	Tokopedia						
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	Blibli	4	3	4	4			Blibli	4	4	4	3		
11	Tokopedia						61	Tokopedia						
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	Blibli	4	2	4	4			Blibli	4	2	4	3		
12	Tokopedia						62	Tokopedia						
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	Lazada	4	3	4				Lazada	4	3	4			
	Blibli	3	2	4	3			Blibli	4	2	4	3		
13	Tokopedia						63	Tokopedia						
	Shopee	4						Shopee	4					
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	Lazada	4	3	4				Lazada	4	4	5			
	Blibli	4	2	4	4			Blibli	4	4	4	4		
14	Tokopedia						64	Tokopedia						
	Shopee	4						Shopee	4					
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	Lazada	4	3	4				Lazada	4	3	4			
	Blibli	4	3	4	4			Blibli	4	2	4	4		
15	Tokopedia						65	Tokopedia						
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	Blibli	4	2	4	4			Blibli	4	2	4	4		
16	Tokopedia						66	Tokopedia						
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17	Tokopedia						67	Tokopedia						
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	Blibli	4	2	4	3			Blibli	4	2	4	3		
18	Tokopedia						68	Tokopedia						
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	Blibli	4	3	4	4			Blibli	4	2	4	4		
19	Tokopedia						69	Tokopedia						
	Shopee	4						Shopee	4					
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	Lazada	4	3	4				Lazada	4	3	4			
	Blibli	4	2	4	4			Blibli	4	2	4	4		
20	Tokopedia						70	Tokopedia						

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	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	3	4	4	
21	Tokopedia							71	Tokopedia				
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	Lazada	4	3	4				Lazada	4	3	4		
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22	Tokopedia							72	Tokopedia				
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	Lazada	5	4	4				Lazada	4	3	4		
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23	Tokopedia							73	Tokopedia				
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	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	4	2	4	3	
24	Tokopedia							74	Tokopedia				
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	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	2	4	4	
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	Lazada	4	3	4				Lazada	4	4	3		
	Blibli	4	3	4	4			Blibli	4	3	4	3	
26	Tokopedia							76	Tokopedia				
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	Lazada	4	3	4				Lazada	4	3	4		
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27	Tokopedia							77	Tokopedia				
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	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	3	3	4	4	
28	Tokopedia							78	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
29	Tokopedia							79	Tokopedia				
	Shopee	4						Shopee	5				
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	Lazada	4	3	4				Lazada	5	4	4		
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30	Tokopedia							80	Tokopedia				
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31	Tokopedia							81	Tokopedia				
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	Lazada	4	3	4				Lazada	4	3	4		
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32	Tokopedia							82	Tokopedia				
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	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	3	2	4	3			Blibli	4	3	5	3	
33	Tokopedia							83	Tokopedia				
	Shopee	4						Shopee	4				
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	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	5	2	4	3	
34	Tokopedia							84	Tokopedia				
	Shopee	4						Shopee	4				
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	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	3	4	4	
35	Tokopedia							85	Tokopedia				
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	Lazada	4	3	5				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	3	2	4	3	
36	Tokopedia							86	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	3	4					Bukalapak	3	4			
	Lazada	4	3	4				Lazada	4	4	4		
	Blibli	3	2	4	3			Blibli	4	3	4	4	
37	Tokopedia							87	Tokopedia				
	Shopee	4						Shopee	4				
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	Lazada	4	3	4				Lazada	2	3	4		
	Blibli	4	2	4	3			Blibli	4	2	4	3	
38	Tokopedia							88	Tokopedia				
	Shopee	4						Shopee	4				
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	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	3	2	4	3			Blibli	3	2	4	3	
39	Tokopedia							89	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	3	4					Bukalapak	2	4			
	Lazada	4	4	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	4	2	4	4	
40	Tokopedia							90	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			

	Lazada	4	3	4				Lazada	4	3	5		
	Blibli	4	2	4	3			Blibli	4	2	4	3	
41	Tokopedia							91	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	4	2	4	4				Blibli	4	2	4	3
42	Tokopedia							92	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	4	2	4	3				Blibli	3	2	4	3
43	Tokopedia							93	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	3	4						Bukalapak	2	4		
	Lazada	4	4	4					Lazada	4	3	4	
	Blibli	4	3	4	4				Blibli	4	2	4	3
44	Tokopedia							94	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	3	5		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	4	2	4	4				Blibli	4	2	4	4
45	Tokopedia							95	Tokopedia				
	Shopee	4							Shopee	5			
	Bukalapak	3	4						Bukalapak	3	4		
	Lazada	4	3	4					Lazada	5	4	5	
	Blibli	4	3	4	4				Blibli	4	3	4	4
46	Tokopedia							96	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	3	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	3	2	4	3				Blibli	4	2	4	4
47	Tokopedia							97	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	4	5	
	Blibli	4	2	4	3				Blibli	4	4	5	4
48	Tokopedia							98	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	5	
	Blibli	4	3	4	4				Blibli	4	2	4	3
49	Tokopedia							99	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	3	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	3	2	4	3				Blibli	4	2	4	3
50	Tokopedia							100	Tokopedia				
	Shopee	3							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	2	4					Lazada	2	3	4	

	Blibli	4	2	4	3			Blibli	4	2	4	3	
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C. Faktor Consumer Services (Layanan Konsumen)

No	Merek Apk	Tokopedia	Shopee	Bukalapak	Lazada	Blibli	No	Apk	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
1	Tokopedia						51	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	3	5			
	Lazada	4	4	4				Lazada	4	5	4		
	Blibli	4	3	4	4			Blibli	4	5	4	5	
2	Tokopedia						52	Tokopedia					
	Shopee	4						Shopee	5				
	Bukalapak	2	5					Bukalapak	3	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
3	Tokopedia						53	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	4	4	4				Lazada	2	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	5	
4	Tokopedia						54	Tokopedia					
	Shopee	4						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	2	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	5	
5	Tokopedia						55	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	4	4	4				Lazada	4	4	5		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
6	Tokopedia						56	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	2	3	4	4			Blibli	4	3	4	4	
7	Tokopedia						57	Tokopedia					
	Shopee	5						Shopee	3				
	Bukalapak	2	5					Bukalapak	2	5			

	Lazada	2	4	2				Lazada	3	4	4		
	Blibli	3	2	4	5			Blibli	2	2	2	5	
8	Tokopedia						58	Tokopedia					
	Shopee	5						Shopee	5				
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	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
9	Tokopedia						59	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	4	5					Bukalapak	2	5			
	Lazada	4	5	4				Lazada	4	5	5		
	Blibli	4	4	5	5			Blibli	4	4	4	5	
10	Tokopedia						60	Tokopedia					
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	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	2	4	4				Lazada	4	5	4		
	Blibli	4	3	4	5			Blibli	4	3	2	5	
11	Tokopedia						61	Tokopedia					
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	Lazada	4	4	4				Lazada	4	4	4		
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12	Tokopedia						62	Tokopedia					
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	Lazada	4	4	4				Lazada	4	4	4		
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13	Tokopedia						63	Tokopedia					
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	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	4	4	4				Lazada	4	4	5		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
14	Tokopedia						64	Tokopedia					
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	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	2	4	2		
	Blibli	4	3	4	4			Blibli	4	3	4	5	
15	Tokopedia						65	Tokopedia					

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	Bukalapak	2	5					Bukalapak	3	5			
	Lazada	4	4	4				Lazada	4	4	4		
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16	Tokopedia							66	Tokopedia				
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	Lazada	2	4	4				Lazada	4	4	4		
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17	Tokopedia							67	Tokopedia				
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	Lazada	4	4	4				Lazada	4	4	4		
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18	Tokopedia							68	Tokopedia				
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	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
19	Tokopedia							69	Tokopedia				
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	Lazada	4	5	4				Lazada	4	4	4		
	Blibli	4	4	4	4			Blibli	2	2	2	4	
20	Tokopedia							70	Tokopedia				
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	Bukalapak	2	5					Bukalapak	3	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	3	4	4	
21	Tokopedia							71	Tokopedia				
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	Lazada	4	4	5				Lazada	4	4	4		
	Blibli	4	4	5	5			Blibli	4	3	4	4	
22	Tokopedia							72	Tokopedia				
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	3	5			
	Lazada	4	4	4				Lazada	4	4	4		

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23	Tokopedia						73	Tokopedia					
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	Lazada	4	5	4				Lazada	4	4	4		
	Blibli	4	4	4	4			Blibli	4	3	4	4	
24	Tokopedia						74	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	2	4	2				Lazada	4	2	4		
	Blibli	4	3	4	5			Blibli	2	2	2	5	
25	Tokopedia						75	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	3	5					Bukalapak	2	5			
	Lazada	2	5	2				Lazada	4	4	4		
	Blibli	4	3	5	5			Blibli	4	3	4	4	
26	Tokopedia						76	Tokopedia					
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	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
27	Tokopedia						77	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	3	5					Bukalapak	2	5			
	Lazada	2	4	2				Lazada	4	4	4		
	Blibli	4	2	4	4			Blibli	2	2	2	4	
28	Tokopedia						78	Tokopedia					
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	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	2	4	2				Lazada	4	4	4		
	Blibli	4	3	4	5			Blibli	4	3	4	4	
29	Tokopedia						79	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	3	5					Bukalapak	3	5			
	Lazada	2	5	2				Lazada	2	5	2		
	Blibli	4	3	5	5			Blibli	4	3	5	5	
30	Tokopedia						80	Tokopedia					
	Shopee	5						Shopee	4				

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	Lazada	2	5	2				Lazada	2	4	4		
	Blibli	4	3	5	5			Blibli	4	3	4	5	
31	Tokopedia							81	Tokopedia				
	Shopee	5							Shopee	4			
	Bukalapak	2	5						Bukalapak	2	5		
	Lazada	4	4	4					Lazada	4	4	4	
	Blibli	4	2	4	5				Blibli	4	3	4	4
32	Tokopedia							82	Tokopedia				
	Shopee	5							Shopee	5			
	Bukalapak	2	5						Bukalapak	2	5		
	Lazada	4	4	4					Lazada	4	4	4	
	Blibli	4	3	4	4				Blibli	4	2	4	5
33	Tokopedia							83	Tokopedia				
	Shopee	5							Shopee	5			
	Bukalapak	2	5						Bukalapak	3	5		
	Lazada	2	4	2					Lazada	2	5	2	
	Blibli	3	2	5	4				Blibli	4	3	5	5
34	Tokopedia							84	Tokopedia				
	Shopee	5							Shopee	4			
	Bukalapak	2	5						Bukalapak	2	5		
	Lazada	4	4	4					Lazada	4	4	4	
	Blibli	4	3	4	4				Blibli	4	3	4	4
35	Tokopedia							85	Tokopedia				
	Shopee	5							Shopee	5			
	Bukalapak	2	5						Bukalapak	3	5		
	Lazada	4	4	4					Lazada	4	4	4	
	Blibli	4	3	4	4				Blibli	4	3	4	4
36	Tokopedia							86	Tokopedia				
	Shopee	5							Shopee	4			
	Bukalapak	2	5						Bukalapak	3	5		
	Lazada	4	4	4					Lazada	4	4	4	
	Blibli	4	2	4	5				Blibli	4	3	4	4
37	Tokopedia							87	Tokopedia				
	Shopee	5							Shopee	5			
	Bukalapak	2	5						Bukalapak	3	5		
	Lazada	2	4	2					Lazada	4	4	4	
	Blibli	3	2	5	4				Blibli	4	3	4	4

38	Tokopedia						88	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	4	4				Lazada	4	4	4			
	Blibli	4	3	4	4			Blibli	4	3	4	4		
39	Tokopedia						89	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	2	5	4				Lazada	4	5	4			
	Blibli	4	4	4	5			Blibli	2	4	4	5		
40	Tokopedia						90	Tokopedia						
	Shopee	5						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	4	4				Lazada	2	4	4			
	Blibli	4	2	4	5			Blibli	4	3	4	5		
41	Tokopedia						91	Tokopedia						
	Shopee	5						Shopee	5					
	Bukalapak	3	5					Bukalapak	3	5				
	Lazada	2	5	2				Lazada	2	5	2			
	Blibli	4	3	5	5			Blibli	4	3	5	5		
42	Tokopedia						92	Tokopedia						
	Shopee	5						Shopee	4					
	Bukalapak	2	5					Bukalapak	2	4				
	Lazada	4	4	4				Lazada	4	3	4			
	Blibli	4	3	4	4			Blibli	4	4	4	4		
43	Tokopedia						93	Tokopedia						
	Shopee	4						Shopee	5					
	Bukalapak	3	5					Bukalapak	2	5				
	Lazada	4	4	4				Lazada	4	4	4			
	Blibli	4	3	4	4			Blibli	4	3	4	4		
44	Tokopedia						94	Tokopedia						
	Shopee	5						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	2	4	2				Lazada	2	4	4			
	Blibli	4	3	4	5			Blibli	4	3	4	5		
45	Tokopedia						95	Tokopedia						
	Shopee	4						Shopee	5					
	Bukalapak	3	5					Bukalapak	3	5				

	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
46	Tokopedia						96	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
47	Tokopedia						97	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	2	4	4				Lazada	4	4	5		
	Blibli	4	3	4	5			Blibli	4	4	5	5	
48	Tokopedia						98	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	3	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
49	Tokopedia						99	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	3	5					Bukalapak	2	5			
	Lazada	2	5	2				Lazada	4	4	4		
	Blibli	4	3	5	5			Blibli	4	2	4	5	
50	Tokopedia						100	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	5			
	Lazada	4	4	5				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	

d. Faktor Website Design (Application Design)

No	Merek Apk	Tokopedia	Shopee	Bukalapak	Lazada	Blibli	No	Laptop	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
1	Tokopedia						51	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	3	4	4	
2	Tokopedia						52	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	4	2	4	3	
3	Tokopedia						53	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	3	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	2	3	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
4	Tokopedia						54	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
5	Tokopedia						55	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	3	2	4	3			Blibli	3	2	4	3	
6	Tokopedia						56	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	2	4	3	
7	Tokopedia						57	Tokopedia					
	Shopee	3						Shopee	3				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	3	2	4				Lazada	3	2	4		
	Blibli	4	2	4	3			Blibli	4	2	4	4	

8	Tokopedia						58	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	2	4					Bukalapak	2	4				
	Lazada	4	3	5				Lazada	4	3	4			
	Blibli	4	2	4	3			Blibli	4	3	4	4		
9	Tokopedia						59	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	2	4					Bukalapak	2	4				
	Lazada	4	3	4				Lazada	4	3	4			
	Blibli	3	2	4	3			Blibli	3	2	4	3		
10	Tokopedia						60	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	3	4					Bukalapak	2	4				
	Lazada	4	3	4				Lazada	4	3	4			
	Blibli	4	2	4	3			Blibli	4	4	4	3		
11	Tokopedia						61	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	3	4					Bukalapak	2	4				
	Lazada	4	3	4				Lazada	4	3	4			
	Blibli	4	2	4	3			Blibli	4	2	4	4		
12	Tokopedia						62	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	2	4					Bukalapak	2	4				
	Lazada	4	3	4				Lazada	4	3	4			
	Blibli	4	2	4	3			Blibli	3	2	4	3		
13	Tokopedia						63	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	3	4					Bukalapak	2	4				
	Lazada	4	3	4				Lazada	4	3	4			
	Blibli	4	2	4	3			Blibli	3	2	4	3		
14	Tokopedia						64	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	2	4					Bukalapak	2	4				
	Lazada	4	3	4				Lazada	4	3	4			
	Blibli	4	2	4	4			Blibli	4	2	4	3		
15	Tokopedia						65	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	2	4					Bukalapak	2	4				

	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	2	4	4	
16	Tokopedia						66	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
17	Tokopedia						67	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	3	2	4	3	
18	Tokopedia						68	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
19	Tokopedia						69	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	2	4	3	
20	Tokopedia						70	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	3	2	4	3	
21	Tokopedia						71	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	3	2	4	3	
22	Tokopedia						72	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	2	4	4	
23	Tokopedia						73	Tokopedia					

	Shopee	4						Shopee	4				
	Bukalapak	3	4					Bukalapak	2	4			
	Lazada	4	4	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	3	2	4	3	
24	Tokopedia							74	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
25	Tokopedia							75	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	3	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	2	4	3	
26	Tokopedia							76	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	4	2	4	3	
27	Tokopedia							77	Tokopedia				
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	4	4	4				Lazada	4	3	4		
	Blibli	3	3	4	4			Blibli	3	2	4	3	
28	Tokopedia							78	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	3	2	4	3	
29	Tokopedia							79	Tokopedia				
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	5	4	4				Lazada	5	4	4		
	Blibli	4	4	5	4			Blibli	4	3	4	4	
30	Tokopedia							80	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		

	Blibli	4	2	4	3			Blibli	4	2	4	4	
31	Tokopedia						81	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	3	2	4	4			Blibli	4	2	4	4	
32	Tokopedia						82	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	2	4	3	
33	Tokopedia						83	Tokopedia					
	Shopee	4						Shopee	5				
	Bukalapak	2	4					Bukalapak	2	5			
	Lazada	4	3	4				Lazada	4	4	4		
	Blibli	5	2	4	3			Blibli	3	3	4	4	
34	Tokopedia						84	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
35	Tokopedia						85	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	3	2	4	3			Blibli	4	2	4	4	
36	Tokopedia						86	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	3	4					Bukalapak	3	4			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	3	
37	Tokopedia						87	Tokopedia					
	Shopee	4						Shopee	5				
	Bukalapak	3	4					Bukalapak	2	5			
	Lazada	4	3	4				Lazada	4	4	4		
	Blibli	4	2	4	3			Blibli	3	3	4	4	
38	Tokopedia						88	Tokopedia					
	Shopee	4						Shopee	4				

	Bukalapak	3	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	2	3	4		
	Blibli	3	2	4	3			Blibli	4	3	4	4	
39	Tokopedia							89	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	4	2	4	4				Blibli	3	2	4	3
40	Tokopedia							90	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	3	4						Bukalapak	3	5		
	Lazada	4	3	4					Lazada	4	4	5	
	Blibli	4	2	4	3				Blibli	4	2	4	3
41	Tokopedia							91	Tokopedia				
	Shopee	4							Shopee	5			
	Bukalapak	2	4						Bukalapak	2	5		
	Lazada	4	3	4					Lazada	4	4	4	
	Blibli	4	2	4	3				Blibli	3	3	4	4
42	Tokopedia							92	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	3	2	4	3				Blibli	4	3	4	4
43	Tokopedia							93	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	4	3	4	4				Blibli	3	2	4	3
44	Tokopedia							94	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	3	5						Bukalapak	3	4		
	Lazada	4	3	4					Lazada	4	4	4	
	Blibli	4	2	4	4				Blibli	4	3	4	4
45	Tokopedia							95	Tokopedia				
	Shopee	5							Shopee	5			
	Bukalapak	3	4						Bukalapak	3	4		
	Lazada	5	4	5					Lazada	5	4	5	
	Blibli	4	3	4	4				Blibli	4	2	4	3

46	Tokopedia						96	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	2	4					Bukalapak	2	4				
	Lazada	4	3	4				Lazada	4	3	4			
	Blibli	4	2	4	3			Blibli	4	2	4	3		
47	Tokopedia						97	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	3	4					Bukalapak	2	4				
	Lazada	4	3	4				Lazada	4	3	4			
	Blibli	4	2	4	3			Blibli	4	2	4	3		
48	Tokopedia						98	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	2	4					Bukalapak	3	4				
	Lazada	4	3	4				Lazada	4	4	4			
	Blibli	4	2	4	3			Blibli	4	3	4	4		
49	Tokopedia						99	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	2	4					Bukalapak	2	4				
	Lazada	4	3	4				Lazada	4	3	4			
	Blibli	3	2	4	3			Blibli	4	2	4	3		
50	Tokopedia						100	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	2	4					Bukalapak	2	4				
	Lazada	4	3	4				Lazada	4	3	4			
	Blibli	4	3	4	4			Blibli	3	2	4	3		

e. Faktor Process Controllability (Proses Kontrol)

No	Merek Apk	Tokopedia	Shopee	Bukalapak	Lazada	Blibli	No	Laptop	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
1	Tokopedia						51	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	2	4	4				Lazada	4	4	4		
	Blibli	4	3	4	5			Blibli	4	3	4	4	
2	Tokopedia						52	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	3	4		
	Blibli	4	2	4	5			Blibli	4	2	4	5	
3	Tokopedia						53	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	5			Blibli	4	2	4	5	
4	Tokopedia						54	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	2	4	4				Lazada	2	4	4		
	Blibli	4	3	4	5			Blibli	4	3	4	5	
5	Tokopedia						55	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	4	5				Lazada	4	4	5		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
6	Tokopedia						56	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	4	5			
	Lazada	2	4	4				Lazada	4	4	4		
	Blibli	4	3	4	5			Blibli	4	3	4	4	
7	Tokopedia						57	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	

8	Tokopedia						58	Tokopedia						
	Shopee	5						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	4	4				Lazada	4	4	4			
	Blibli	4	3	4	4			Blibli	4	2	4	5		
9	Tokopedia						59	Tokopedia						
	Shopee	4						Shopee	5					
	Bukalapak	2	5					Bukalapak	4	5				
	Lazada	4	5	5				Lazada	4	4	4			
	Blibli	4	4	4	5			Blibli	4	3	4	4		
10	Tokopedia						60	Tokopedia						
	Shopee	5						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	4	4				Lazada	4	4	4			
	Blibli	4	2	4	5			Blibli	4	2	4	5		
11	Tokopedia						61	Tokopedia						
	Shopee	5						Shopee	4					
	Bukalapak	2	5					Bukalapak	2	4				
	Lazada	4	4	4				Lazada	4	4	5			
	Blibli	4	3	4	4			Blibli	4	3	4	4		
12	Tokopedia						62	Tokopedia						
	Shopee	5						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	4	4				Lazada	4	4	4			
	Blibli	4	3	4	4			Blibli	4	2	4	5		
13	Tokopedia						63	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	2	4					Bukalapak	2	5				
	Lazada	4	4	5				Lazada	4	4	4			
	Blibli	4	3	4	4			Blibli	4	3	4	4		
14	Tokopedia						64	Tokopedia						
	Shopee	5						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	4	4				Lazada	4	4	4			
	Blibli	4	2	4	5			Blibli	4	2	4	5		
15	Tokopedia						65	Tokopedia						
	Shopee	5						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				

	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	2	4	5	
16	Tokopedia						66	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	3	4	4	
17	Tokopedia						67	Tokopedia					
	Shopee	4						Shopee	5				
	Bukalapak	2	4					Bukalapak	2	5			
	Lazada	4	4	5				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
18	Tokopedia						68	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
19	Tokopedia						69	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	3	4	4	
20	Tokopedia						70	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	2	4	4				Lazada	4	4	4		
	Blibli	4	3	4	5			Blibli	4	2	4	5	
21	Tokopedia						71	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	4	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	3	4	4	
22	Tokopedia						72	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	3	4		
	Blibli	4	2	4	5			Blibli	4	2	4	5	
23	Tokopedia						73	Tokopedia					

	Shopee	4						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
24	Tokopedia							74	Tokopedia				
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	2	4	4		
	Blibli	4	3	4	5			Blibli	4	3	4	5	
25	Tokopedia							75	Tokopedia				
	Shopee	4						Shopee	5				
	Bukalapak	2	5					Bukalapak	4	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
26	Tokopedia							76	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	4	2	4	5	
27	Tokopedia							77	Tokopedia				
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	2	4	5	
28	Tokopedia							78	Tokopedia				
	Shopee	4						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	5	5				Lazada	4	4	4		
	Blibli	4	4	4	5			Blibli	4	3	4	4	
29	Tokopedia							79	Tokopedia				
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	4	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
30	Tokopedia							80	Tokopedia				
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		

	Blibli	4	2	4	5			Blibli	4	3	4	4	
31	Tokopedia						81	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	4	2	4	5	
32	Tokopedia						82	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	3	4	4	
33	Tokopedia						83	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
34	Tokopedia						84	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	4	4	4				Lazada	4	4	5		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
35	Tokopedia						85	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	3	4	4	
36	Tokopedia						86	Tokopedia					
	Shopee	4						Shopee	5				
	Bukalapak	3	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
37	Tokopedia						87	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	4	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
38	Tokopedia						88	Tokopedia					
	Shopee	4						Shopee	4				

	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	4	2	4	5	
39	Tokopedia							89	Tokopedia				
	Shopee	5							Shopee	4			
	Bukalapak	2	5						Bukalapak	2	5		
	Lazada	4	4	4					Lazada	4	4	4	
	Blibli	4	3	4	4				Blibli	4	3	4	4
40	Tokopedia							90	Tokopedia				
	Shopee	5							Shopee	4			
	Bukalapak	2	5						Bukalapak	2	5		
	Lazada	2	4	4					Lazada	4	4	4	
	Blibli	4	3	4	5				Blibli	4	3	4	4
41	Tokopedia							91	Tokopedia				
	Shopee	5							Shopee	4			
	Bukalapak	2	5						Bukalapak	2	5		
	Lazada	4	4	4					Lazada	4	4	4	
	Blibli	4	2	4	5				Blibli	4	3	4	4
42	Tokopedia							92	Tokopedia				
	Shopee	5							Shopee	5			
	Bukalapak	2	5						Bukalapak	4	5		
	Lazada	4	4	4					Lazada	4	4	4	
	Blibli	4	2	4	5				Blibli	4	3	4	4
43	Tokopedia							93	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	5		
	Lazada	4	4	5					Lazada	4	4	4	
	Blibli	4	3	4	4				Blibli	4	3	4	4
44	Tokopedia							94	Tokopedia				
	Shopee	5							Shopee	4			
	Bukalapak	2	5						Bukalapak	2	4		
	Lazada	2	4	4					Lazada	4	4	5	
	Blibli	4	3	4	5				Blibli	4	3	4	4
45	Tokopedia							95	Tokopedia				
	Shopee	4							Shopee	5			
	Bukalapak	2	4						Bukalapak	2	5		
	Lazada	4	4	5					Lazada	4	4	4	
	Blibli	4	3	4	4				Blibli	4	3	4	4

46	Tokopedia						96	Tokopedia						
	Shopee	4						Shopee	5					
	Bukalapak	2	5					Bukalapak	4	5				
	Lazada	4	4	4				Lazada	4	4	4			
	Blibli	4	3	4	4			Blibli	4	3	4	4		
47	Tokopedia						97	Tokopedia						
	Shopee	5						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	4	4				Lazada	4	4	4			
	Blibli	4	3	4	4			Blibli	4	3	4	4		
48	Tokopedia						98	Tokopedia						
	Shopee	4						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	5	5				Lazada	4	4	4			
	Blibli	4	4	4	5			Blibli	4	2	4	5		
49	Tokopedia						99	Tokopedia						
	Shopee	5						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	4	4				Lazada	4	4	4			
	Blibli	4	2	4	5			Blibli	4	3	4	4		
50	Tokopedia						100	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	2	5					Bukalapak	2	4				
	Lazada	4	4	4				Lazada	4	4	5			
	Blibli	4	3	4	4			Blibli	4	3	4	4		

f. Faktor Outcome Quality (Kualitas Hasil)

No	Merek Apk	Tokopedia	Shopee	Bukalapak	Lazada	Blibli	No	Laptop	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
1	Tokopedia						51	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	5	4					Bukalapak	5	3			
	Lazada	4	5	4				Lazada	4	4	4		
	Blibli	4	5	4	1			Blibli	4	5	4	1	
2	Tokopedia						52	Tokopedia					
	Shopee	2						Shopee	4				
	Bukalapak	5	4					Bukalapak	5	3			
	Lazada	5	5	4				Lazada	3	5	5		
	Blibli	4	4	3	1			Blibli	4	5	5	2	
3	Tokopedia						53	Tokopedia					
	Shopee	3						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	4	4	2			Blibli	4	5	3	1	
4	Tokopedia						54	Tokopedia					
	Shopee	2						Shopee	4				
	Bukalapak	5	4					Bukalapak	5	3			
	Lazada	5	5	4				Lazada	4	5	5		
	Blibli	4	5	4	2			Blibli	4	5	5	2	
5	Tokopedia						55	Tokopedia					
	Shopee	2						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	5	3	1			Blibli	4	5	3	1	
6	Tokopedia						56	Tokopedia					
	Shopee	2						Shopee	4				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	4	5	4		
	Blibli	4	5	4	2			Blibli	4	4	4	1	
7	Tokopedia						57	Tokopedia					
	Shopee	3						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	5	4	2			Blibli	4	5	3	1	

8	Tokopedia						58	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	5	3					Bukalapak	5	3			
	Lazada	3	5	5				Lazada	4	5	5		
	Blibli	4	5	5	2			Blibli	4	5	5	2	
9	Tokopedia						59	Tokopedia					
	Shopee	4						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	4	5	4				Lazada	5	5	4		
	Blibli	4	4	4	1			Blibli	4	5	3	1	
10	Tokopedia						60	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	5	3					Bukalapak	5	4			
	Lazada	4	4	4				Lazada	4	5	5		
	Blibli	4	5	4	1			Blibli	4	4	4	1	
11	Tokopedia						61	Tokopedia					
	Shopee	2						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	4	5	4		
	Blibli	4	4	3	1			Blibli	4	5	4	2	
12	Tokopedia						62	Tokopedia					
	Shopee	2						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	5	4	2			Blibli	4	5	3	1	
13	Tokopedia						63	Tokopedia					
	Shopee	2						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	5	4	2			Blibli	4	5	4	2	
14	Tokopedia						64	Tokopedia					
	Shopee	4						Shopee	2				
	Bukalapak	5	3					Bukalapak	5	4			
	Lazada	3	5	5				Lazada	5	5	4		
	Blibli	4	5	5	2			Blibli	4	5	3	1	
15	Tokopedia						65	Tokopedia					
	Shopee	2						Shopee	4				
	Bukalapak	5	4					Bukalapak	5	3			

	Lazada	5	5	4				Lazada	3	5	5		
	Blibli	4	5	3	1			Blibli	4	5	5	2	
16	Tokopedia							66	Tokopedia				
	Shopee	2							Shopee	3			
	Bukalapak	5	4						Bukalapak	5	4		
	Lazada	5	5	4					Lazada	5	5	4	
	Blibli	4	5	4	2				Blibli	4	5	4	2
17	Tokopedia							67	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	5	4						Bukalapak	5	3		
	Lazada	4	5	4					Lazada	3	5	5	
	Blibli	4	5	4	1				Blibli	4	5	5	2
18	Tokopedia							68	Tokopedia				
	Shopee	2							Shopee	4			
	Bukalapak	5	4						Bukalapak	5	4		
	Lazada	5	5	4					Lazada	3	5	5	
	Blibli	4	5	3	1				Blibli	4	5	5	2
19	Tokopedia							69	Tokopedia				
	Shopee	2							Shopee	4			
	Bukalapak	5	4						Bukalapak	5	4		
	Lazada	5	5	4					Lazada	4	5	4	
	Blibli	4	4	3	1				Blibli	4	5	4	1
20	Tokopedia							70	Tokopedia				
	Shopee	4							Shopee	3			
	Bukalapak	5	3						Bukalapak	5	4		
	Lazada	3	5	5					Lazada	5	5	4	
	Blibli	4	5	5	2				Blibli	4	4	4	2
21	Tokopedia							71	Tokopedia				
	Shopee	2							Shopee	4			
	Bukalapak	5	4						Bukalapak	5	4		
	Lazada	5	5	4					Lazada	4	5	4	
	Blibli	4	4	3	1				Blibli	3	4	5	1
22	Tokopedia							72	Tokopedia				
	Shopee	3							Shopee	4			
	Bukalapak	5	4						Bukalapak	5	4		
	Lazada	5	5	4					Lazada	4	5	5	
	Blibli	4	5	4	2				Blibli	4	5	4	1
23	Tokopedia							73	Tokopedia				

	Shopee	2						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	5	4	2			Blibli	4	5	3	1	
24	Tokopedia							74	Tokopedia				
	Shopee	2						Shopee	3				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	4	3	1			Blibli	4	5	4	2	
25	Tokopedia							75	Tokopedia				
	Shopee	2						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	5	3	1			Blibli	4	5	4	2	
26	Tokopedia							76	Tokopedia				
	Shopee	3						Shopee	4				
	Bukalapak	5	4					Bukalapak	5	3			
	Lazada	5	5	4				Lazada	3	5	5		
	Blibli	4	4	4	2			Blibli	4	5	5	2	
27	Tokopedia							77	Tokopedia				
	Shopee	2						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	4	5	4		
	Blibli	4	5	4	2			Blibli	4	5	4	2	
28	Tokopedia							78	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	5	3					Bukalapak	5	4			
	Lazada	4	4	4				Lazada	4	5	4		
	Blibli	4	5	4	1			Blibli	3	4	5	1	
29	Tokopedia							79	Tokopedia				
	Shopee	2						Shopee	3				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	5	4	2			Blibli	4	5	4	2	
30	Tokopedia							80	Tokopedia				
	Shopee	3						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		

	Blibli	4	4	4	2			Blibli	4	5	3	1	
31	Tokopedia						81	Tokopedia					
	Shopee	3						Shopee	4				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	4	5	4		
	Blibli	4	5	4	2			Blibli	4	5	4	1	
32	Tokopedia						82	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	4	5	4				Lazada	4	5	4		
	Blibli	4	5	4	1			Blibli	4	5	4	2	
33	Tokopedia						83	Tokopedia					
	Shopee	2						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	5	4	2			Blibli	4	5	4	2	
34	Tokopedia						84	Tokopedia					
	Shopee	2						Shopee	4				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	4	5	5		
	Blibli	4	5	3	1			Blibli	4	5	4	1	
35	Tokopedia						85	Tokopedia					
	Shopee	2						Shopee	3				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	5	3	1			Blibli	4	4	4	2	
36	Tokopedia						86	Tokopedia					
	Shopee	4						Shopee	3				
	Bukalapak	5	3					Bukalapak	5	4			
	Lazada	4	4	4				Lazada	5	5	4		
	Blibli	4	5	4	1			Blibli	4	4	4	2	
37	Tokopedia						87	Tokopedia					
	Shopee	2						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	5	4	2			Blibli	4	5	3	1	
38	Tokopedia						88	Tokopedia					
	Shopee	4						Shopee	2				

	Bukalapak	5	3					Bukalapak	5	4			
	Lazada	3	5	5				Lazada	4	5	4		
	Blibli	4	5	5	2			Blibli	4	5	4	2	
39	Tokopedia							89	Tokopedia				
	Shopee	3							Shopee	3			
	Bukalapak	5	4						Bukalapak	5	4		
	Lazada	5	5	4					Lazada	5	5	4	
	Blibli	4	5	4	2				Blibli	4	4	4	2
40	Tokopedia							90	Tokopedia				
	Shopee	4							Shopee	3			
	Bukalapak	5	3						Bukalapak	5	4		
	Lazada	3	5	5					Lazada	5	5	4	
	Blibli	4	5	5	2				Blibli	4	5	4	2
41	Tokopedia							91	Tokopedia				
	Shopee	2							Shopee	4			
	Bukalapak	5	4						Bukalapak	5	4		
	Lazada	5	4	4					Lazada	4	5	4	
	Blibli	4	5	3	1				Blibli	4	5	4	1
42	Tokopedia							92	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	5	3						Bukalapak	5	4		
	Lazada	3	5	5					Lazada	3	5	5	
	Blibli	4	5	5	2				Blibli	4	5	5	2
43	Tokopedia							93	Tokopedia				
	Shopee	2							Shopee	4			
	Bukalapak	5	4						Bukalapak	5	3		
	Lazada	5	5	4					Lazada	4	5	5	
	Blibli	4	5	4	2				Blibli	4	5	5	2
44	Tokopedia							94	Tokopedia				
	Shopee	4							Shopee	3			
	Bukalapak	5	4						Bukalapak	5	4		
	Lazada	4	5	4					Lazada	5	5	4	
	Blibli	4	5	4	1				Blibli	4	5	4	2
45	Tokopedia							95	Tokopedia				
	Shopee	2							Shopee	3			
	Bukalapak	5	4						Bukalapak	5	4		
	Lazada	5	4	4					Lazada	5	5	4	
	Blibli	4	5	3	1				Blibli	4	4	4	2

46	Tokopedia						96	Tokopedia					
	Shopee	2						Shopee	4				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	4	5	5		
	Blibli	4	5	4	2			Blibli	4	5	4	1	
47	Tokopedia						97	Tokopedia					
	Shopee	2						Shopee	2				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	5	3	1			Blibli	4	5	3	1	
48	Tokopedia						98	Tokopedia					
	Shopee	4						Shopee	2				
	Bukalapak	5	3					Bukalapak	5	4			
	Lazada	3	5	5				Lazada	5	5	4		
	Blibli	4	5	5	2			Blibli	4	5	4	2	
49	Tokopedia						99	Tokopedia					
	Shopee	2						Shopee	4				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	4	4				Lazada	4	5	4		
	Blibli	4	5	3	1			Blibli	4	4	4	1	
50	Tokopedia						100	Tokopedia					
	Shopee	3						Shopee	3				
	Bukalapak	5	4					Bukalapak	5	4			
	Lazada	5	5	4				Lazada	5	5	4		
	Blibli	4	5	4	2			Blibli	4	4	4	2	

g. Faktor Reliability (Keandalan)

No	Merek Apk	Tokopedia	Shopee	Bukalapak	Lazada	Blibli	No	Laptop	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
1	Tokopedia						51	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	2	4	4	
2	Tokopedia						52	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	2	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
3	Tokopedia						53	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	5				Lazada	2	3	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
4	Tokopedia						54	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	2	4	3	
5	Tokopedia						55	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
6	Tokopedia						56	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	5	4	4				Lazada	4	3	4		
	Blibli	4	4	5	4			Blibli	4	2	4	4	
7	Tokopedia						57	Tokopedia					
	Shopee	5						Shopee	3				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	2	4				Lazada	3	2	4		
	Blibli	3	2	4	3			Blibli	4	2	4	3	

8	Tokopedia						58	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	5		
	Blibli	4	2	4	3			Blibli	4	2	4	3	
9	Tokopedia						59	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	2	4	3	
10	Tokopedia						60	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	3	5					Bukalapak	2	4			
	Lazada	4	4	4				Lazada	4	3	4		
	Blibli	4	3	4	3			Blibli	4	4	4	3	
11	Tokopedia						61	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	2	4	3	
12	Tokopedia						62	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	2	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	2	4	3	
13	Tokopedia						63	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	5			
	Lazada	4	3	4				Lazada	4	4	5		
	Blibli	4	2	4	4			Blibli	4	4	4	4	
14	Tokopedia						64	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	4	2	4	4	
15	Tokopedia						65	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			

	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	2	4	4	
16	Tokopedia							66	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	4	2	4	4				Blibli	4	2	4	3
17	Tokopedia							67	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	2	3	4	
	Blibli	4	2	4	3				Blibli	4	2	4	3
18	Tokopedia							68	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	4	3	4	4				Blibli	4	2	4	4
19	Tokopedia							69	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	4	2	4	4				Blibli	4	2	4	4
20	Tokopedia							70	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	4	2	4	4				Blibli	4	3	4	4
21	Tokopedia							71	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	3	2	4					Lazada	4	3	4	
	Blibli	4	3	4	3				Blibli	4	2	4	3
22	Tokopedia							72	Tokopedia				
	Shopee	5							Shopee	4			
	Bukalapak	2	5						Bukalapak	2	4		
	Lazada	5	4	4					Lazada	4	3	4	
	Blibli	4	4	5	4				Blibli	4	2	4	4
23	Tokopedia							73	Tokopedia				

	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	4	2	4	3	
24	Tokopedia							74	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	2	4	4	
25	Tokopedia							75	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	3	2	4				Lazada	4	4	3		
	Blibli	4	3	4	3			Blibli	4	3	4	3	
26	Tokopedia							76	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	2	4	3	
27	Tokopedia							77	Tokopedia				
	Shopee	4						Shopee	5				
	Bukalapak	3	4					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	3	3	4	4	
28	Tokopedia							78	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
29	Tokopedia							79	Tokopedia				
	Shopee	4						Shopee	5				
	Bukalapak	2	4					Bukalapak	2	5			
	Lazada	4	3	4				Lazada	5	4	4		
	Blibli	4	2	4	4			Blibli	4	4	5	4	
30	Tokopedia							80	Tokopedia				
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	5	4	4				Lazada	4	3	4		

	Blibli	4	4	5	4			Blibli	4	2	4	3	
31	Tokopedia						81	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	3	2	4	4	
32	Tokopedia						82	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	3	4					Bukalapak	3	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	3	5	3			Blibli	4	3	5	3	
33	Tokopedia						83	Tokopedia					
	Shopee	2						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	2	4				Lazada	4	3	4		
	Blibli	3	4	4	3			Blibli	5	2	4	3	
34	Tokopedia						84	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	3	4	4	
35	Tokopedia						85	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	5				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	3	2	4	3	
36	Tokopedia						86	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	3	4			
	Lazada	4	3	4				Lazada	4	4	4		
	Blibli	4	4	4	4			Blibli	4	3	4	4	
37	Tokopedia						87	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	2	3	4		
	Blibli	4	2	4	3			Blibli	4	2	4	3	
38	Tokopedia						88	Tokopedia					
	Shopee	4						Shopee	4				

	Bukalapak	2	4					Bukalapak	3	4			
	Lazada	3	2	4				Lazada	4	3	4		
	Blibli	4	3	4	3			Blibli	3	2	4	3	
39	Tokopedia							89	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	3	4						Bukalapak	2	4		
	Lazada	4	4	4					Lazada	4	3	4	
	Blibli	4	3	4	4				Blibli	4	2	4	4
40	Tokopedia							90	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	5	
	Blibli	4	2	4	3				Blibli	4	2	4	3
41	Tokopedia							91	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	4	2	4	4				Blibli	4	2	4	3
42	Tokopedia							92	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	4	2	4	3				Blibli	3	2	4	3
43	Tokopedia							93	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	3	4						Bukalapak	2	4		
	Lazada	4	4	4					Lazada	4	3	4	
	Blibli	4	3	4	4				Blibli	4	2	4	3
44	Tokopedia							94	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	3	5		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	4	2	4	4				Blibli	4	2	4	4
45	Tokopedia							95	Tokopedia				
	Shopee	3							Shopee	5			
	Bukalapak	2	4						Bukalapak	3	4		
	Lazada	3	2	4					Lazada	5	4	5	
	Blibli	4	2	4	4				Blibli	4	3	4	4

46	Tokopedia						96	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	4	4					Bukalapak	2	4			
	Lazada	4	4	4				Lazada	4	3	4		
	Blibli	5	3	5	4			Blibli	4	2	4	4	
47	Tokopedia						97	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	4	5		
	Blibli	4	2	4	3			Blibli	4	4	5	4	
48	Tokopedia						98	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	5		
	Blibli	4	3	4	4			Blibli	4	2	4	3	
49	Tokopedia						99	Tokopedia					
	Shopee	3						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	3	2	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	2	4	3	
50	Tokopedia						100	Tokopedia					
	Shopee	3						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	2	4				Lazada	2	3	4		
	Blibli	4	2	4	3			Blibli	4	2	4	3	

h. Faktor Responsiveness (Responsif)

No	Merek Apk	Tokopedia	Shopee	Bukalapak	Lazada	Blibli	No	Laptop	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
1	Tokopedia						51	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	3	5			
	Lazada	4	4	4				Lazada	4	5	4		
	Blibli	4	3	4	4			Blibli	4	5	4	5	
2	Tokopedia						52	Tokopedia					
	Shopee	4						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	2	3	4	4	
3	Tokopedia						53	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	4	4	4				Lazada	2	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	5	
4	Tokopedia						54	Tokopedia					
	Shopee	4						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	2	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	5	
5	Tokopedia						55	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	4	4	4				Lazada	4	4	5		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
6	Tokopedia						56	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	2	3	4	4			Blibli	4	3	4	4	
7	Tokopedia						57	Tokopedia					
	Shopee	5						Shopee	3				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	2	4	2				Lazada	3	4	4		
	Blibli	3	2	4	5			Blibli	2	2	2	5	

8	Tokopedia						58	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
9	Tokopedia						59	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	4	5					Bukalapak	2	5			
	Lazada	4	5	4				Lazada	4	5	5		
	Blibli	4	4	5	5			Blibli	4	4	4	5	
10	Tokopedia						60	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	2	4	4				Lazada	4	5	4		
	Blibli	4	3	4	5			Blibli	4	3	2	5	
11	Tokopedia						61	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	4	4	4				Lazada	4	4	5		
	Blibli	2	3	4	4			Blibli	4	4	5	5	
12	Tokopedia						62	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	3	4	4	
13	Tokopedia						63	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	4	5				Lazada	4	4	5		
	Blibli	4	4	5	5			Blibli	4	3	4	4	
14	Tokopedia						64	Tokopedia					
	Shopee	4						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	2	4	2		
	Blibli	4	3	4	4			Blibli	4	3	4	5	
15	Tokopedia						65	Tokopedia					
	Shopee	4						Shopee	4				
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	Lazada	4	4	4				Lazada	4	4	5		
	Blibli	4	3	4	4			Blibli	4	4	5	5	
16	Tokopedia						66	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	2	4	4				Lazada	4	4	4		
	Blibli	4	3	4	5			Blibli	4	2	4	5	
17	Tokopedia						67	Tokopedia					
	Shopee	5						Shopee	2				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	2	4	5	
18	Tokopedia						68	Tokopedia					
	Shopee	4						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
19	Tokopedia						69	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	5	4				Lazada	4	4	4		
	Blibli	4	4	4	4			Blibli	2	2	2	4	
20	Tokopedia						70	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	5	5		
	Blibli	4	2	4	5			Blibli	2	3	2	4	
21	Tokopedia						71	Tokopedia					
	Shopee	4						Shopee	5				
	Bukalapak	2	4					Bukalapak	2	5			
	Lazada	4	4	5				Lazada	4	4	4		
	Blibli	4	4	5	5			Blibli	4	3	4	4	
22	Tokopedia						72	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	5			
	Lazada	2	2	4				Lazada	4	5	4		
	Blibli	4	2	3	4			Blibli	4	3	2	5	
23	Tokopedia						73	Tokopedia					

	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	5	4				Lazada	4	4	4		
	Blibli	4	4	4	4			Blibli	4	3	4	4	
24	Tokopedia							74	Tokopedia				
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	2	4	2				Lazada	4	2	4		
	Blibli	4	3	4	5			Blibli	2	2	2	5	
25	Tokopedia							75	Tokopedia				
	Shopee	5						Shopee	4				
	Bukalapak	3	5					Bukalapak	2	5			
	Lazada	2	5	2				Lazada	4	4	4		
	Blibli	4	3	5	5			Blibli	4	3	4	4	
26	Tokopedia							76	Tokopedia				
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
27	Tokopedia							77	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	3	5					Bukalapak	2	5			
	Lazada	2	4	2				Lazada	4	4	4		
	Blibli	4	2	4	4			Blibli	2	2	2	4	
28	Tokopedia							78	Tokopedia				
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	2	4	2				Lazada	4	4	4		
	Blibli	4	3	4	5			Blibli	4	3	4	4	
29	Tokopedia							79	Tokopedia				
	Shopee	5						Shopee	5				
	Bukalapak	3	5					Bukalapak	3	5			
	Lazada	2	5	2				Lazada	2	5	2		
	Blibli	4	3	5	5			Blibli	4	3	5	5	
30	Tokopedia							80	Tokopedia				
	Shopee	5						Shopee	4				
	Bukalapak	3	5					Bukalapak	2	4			
	Lazada	2	5	2				Lazada	2	4	4		

	Blibli	4	3	5	5			Blibli	4	3	4	5	
31	Tokopedia						81	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	3	4	4	
32	Tokopedia						82	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	2	4	5	
33	Tokopedia						83	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	3	5			
	Lazada	2	4	2				Lazada	2	5	2		
	Blibli	3	2	5	4			Blibli	4	3	5	5	
34	Tokopedia						84	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	5			
	Lazada	2	2	4				Lazada	4	4	4		
	Blibli	4	2	3	4			Blibli	4	3	4	4	
35	Tokopedia						85	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	5	4				Lazada	4	4	5		
	Blibli	4	4	3	4			Blibli	4	4	5	5	
36	Tokopedia						86	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	3	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	3	4	4	
37	Tokopedia						87	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	2	4	2				Lazada	4	4	5		
	Blibli	3	2	5	4			Blibli	4	4	5	5	
38	Tokopedia						88	Tokopedia					
	Shopee	4						Shopee	4				

	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
39	Tokopedia							89	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	5						Bukalapak	2	5		
	Lazada	2	5	4					Lazada	4	5	4	
	Blibli	4	4	4	5				Blibli	2	4	4	5
40	Tokopedia							90	Tokopedia				
	Shopee	5							Shopee	5			
	Bukalapak	2	5						Bukalapak	2	5		
	Lazada	4	4	4					Lazada	2	4	4	
	Blibli	4	2	4	5				Blibli	4	3	4	5
41	Tokopedia							91	Tokopedia				
	Shopee	5							Shopee	5			
	Bukalapak	3	5						Bukalapak	3	5		
	Lazada	2	5	2					Lazada	2	5	2	
	Blibli	4	3	5	5				Blibli	4	3	5	5
42	Tokopedia							92	Tokopedia				
	Shopee	5							Shopee	4			
	Bukalapak	2	5						Bukalapak	2	4		
	Lazada	4	4	4					Lazada	4	3	4	
	Blibli	4	3	4	4				Blibli	4	4	4	4
43	Tokopedia							93	Tokopedia				
	Shopee	4							Shopee	5			
	Bukalapak	3	5						Bukalapak	2	5		
	Lazada	4	4	4					Lazada	4	4	4	
	Blibli	4	3	4	4				Blibli	4	3	4	4
44	Tokopedia							94	Tokopedia				
	Shopee	5							Shopee	5			
	Bukalapak	2	5						Bukalapak	2	5		
	Lazada	2	4	2					Lazada	2	4	4	
	Blibli	4	3	4	5				Blibli	4	3	4	5
45	Tokopedia							95	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	3	5						Bukalapak	2	5		
	Lazada	4	4	4					Lazada	4	5	4	
	Blibli	4	3	4	4				Blibli	4	3	2	5

46	Tokopedia						96	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
47	Tokopedia						97	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	2	4	4				Lazada	4	4	5		
	Blibli	4	3	4	5			Blibli	4	4	5	5	
48	Tokopedia						98	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	2	3	4	4			Blibli	4	3	4	4	
49	Tokopedia						99	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	3	5					Bukalapak	2	5			
	Lazada	2	5	2				Lazada	4	4	4		
	Blibli	4	3	5	5			Blibli	4	2	4	5	
50	Tokopedia						100	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	5			
	Lazada	4	4	5				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	

i. Faktor Trust (Kepercayaan)

No	Merek Apk	Tokopedia	Shopee	Bukalapak	Lazada	Blibli	No	Laptop	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
1	Tokopedia						51	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	3	4	4	
2	Tokopedia						52	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	4	2	4	3	
3	Tokopedia						53	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	2	3	4				Lazada	2	3	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
4	Tokopedia						54	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
5	Tokopedia						55	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	3	2	4	3			Blibli	3	2	4	3	
6	Tokopedia						56	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	2	4	3	
7	Tokopedia						57	Tokopedia					
	Shopee	3						Shopee	3				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	3	2	4				Lazada	3	2	4		
	Blibli	4	2	4	3			Blibli	4	2	4	4	

8	Tokopedia						58	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	5				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
9	Tokopedia						59	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	3	2	4	3			Blibli	3	2	4	3	
10	Tokopedia						60	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	4	4	3			Blibli	4	4	4	3	
11	Tokopedia						61	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	3	5					Bukalapak	2	4			
	Lazada	4	5	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	2	4	4	
12	Tokopedia						62	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	3	2	4	3	
13	Tokopedia						63	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	4	4	5				Lazada	4	3	4		
	Blibli	4	4	4	4			Blibli	3	2	4	3	
14	Tokopedia						64	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	2	4	3	
15	Tokopedia						65	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			

	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	2	4	4	
16	Tokopedia						66	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
17	Tokopedia						67	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	3	2	4	3	
18	Tokopedia						68	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
19	Tokopedia						69	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	2	4	3	
20	Tokopedia						70	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	3	2	4	3	
21	Tokopedia						71	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	3	2	4	3	
22	Tokopedia						72	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	4			Blibli	4	2	4	4	
23	Tokopedia						73	Tokopedia					

	Shopee	4						Shopee	4				
	Bukalapak	3	4					Bukalapak	2	4			
	Lazada	4	4	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	3	2	4	3	
24	Tokopedia						74	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
25	Tokopedia						75	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	4	3				Lazada	4	3	4		
	Blibli	4	3	4	3			Blibli	4	2	4	3	
26	Tokopedia						76	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	4	2	4	3	
27	Tokopedia						77	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	4	4	4				Lazada	4	3	4		
	Blibli	3	3	4	4			Blibli	3	2	4	3	
28	Tokopedia						78	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	3	2	4	3	
29	Tokopedia						79	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	5	4	4				Lazada	5	4	4		
	Blibli	4	4	5	4			Blibli	4	3	4	4	
30	Tokopedia						80	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		

	Blibli	4	2	4	3			Blibli	4	2	4	4	
31	Tokopedia						81	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	3	2	4	4			Blibli	4	2	4	4	
32	Tokopedia						82	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	2	4	3	
33	Tokopedia						83	Tokopedia					
	Shopee	4						Shopee	5				
	Bukalapak	2	4					Bukalapak	2	5			
	Lazada	4	3	4				Lazada	4	4	4		
	Blibli	5	2	4	3			Blibli	3	3	4	4	
34	Tokopedia						84	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
35	Tokopedia						85	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	3	2	4	3			Blibli	4	2	4	4	
36	Tokopedia						86	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	3	4					Bukalapak	3	4			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	3	
37	Tokopedia						87	Tokopedia					
	Shopee	4						Shopee	5				
	Bukalapak	2	4					Bukalapak	2	5			
	Lazada	4	3	4				Lazada	4	4	4		
	Blibli	1	2	4	3			Blibli	3	3	4	4	
38	Tokopedia						88	Tokopedia					
	Shopee	4						Shopee	4				

	Bukalapak	3	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	2	3	4		
	Blibli	3	2	4	3			Blibli	4	3	4	4	
39	Tokopedia							89	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	4	2	4	4				Blibli	3	2	4	3
40	Tokopedia							90	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	3	5						Bukalapak	3	5		
	Lazada	4	4	5					Lazada	4	4	5	
	Blibli	4	4	5	3				Blibli	4	2	4	3
41	Tokopedia							91	Tokopedia				
	Shopee	4							Shopee	5			
	Bukalapak	2	4						Bukalapak	2	5		
	Lazada	4	3	4					Lazada	4	4	4	
	Blibli	4	2	4	3				Blibli	3	3	4	4
42	Tokopedia							92	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	3	2	4	3				Blibli	4	3	4	4
43	Tokopedia							93	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	4		
	Lazada	4	3	4					Lazada	4	3	4	
	Blibli	4	3	4	4				Blibli	3	2	4	3
44	Tokopedia							94	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	3	5						Bukalapak	3	4		
	Lazada	4	3	4					Lazada	4	4	4	
	Blibli	4	2	4	4				Blibli	4	3	4	4
45	Tokopedia							95	Tokopedia				
	Shopee	5							Shopee	5			
	Bukalapak	3	4						Bukalapak	3	4		
	Lazada	5	4	5					Lazada	5	4	5	
	Blibli	4	3	4	4				Blibli	4	2	4	3

46	Tokopedia						96	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	2	4	3			Blibli	4	2	4	3	
47	Tokopedia						97	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	4	5				Lazada	4	3	4		
	Blibli	4	4	5	4			Blibli	4	2	4	3	
48	Tokopedia						98	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	3	4			
	Lazada	4	3	4				Lazada	4	4	4		
	Blibli	4	2	4	3			Blibli	4	3	4	4	
49	Tokopedia						99	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	3	2	4	3			Blibli	4	2	4	3	
50	Tokopedia						100	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	3	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	3	2	4	3	

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No	Merek Apk	Tokopedia	Shopee	Bukalapak	Lazada	Blibli	No	Laptop	Tokopedia	Shopee	Bukalapak	Lazada	Blibli
1	Tokopedia						51	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	2	4	4				Lazada	4	4	4		
	Blibli	4	3	4	5			Blibli	4	3	4	4	
2	Tokopedia						52	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	3	4		
	Blibli	4	2	4	5			Blibli	4	2	4	5	
3	Tokopedia						53	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	5			Blibli	4	2	4	5	
4	Tokopedia						54	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	2	4	4				Lazada	2	4	4		
	Blibli	4	3	4	5			Blibli	4	3	4	5	
5	Tokopedia						55	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	4					Bukalapak	2	4			
	Lazada	4	4	5				Lazada	4	4	5		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
6	Tokopedia						56	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	2	4	4				Lazada	2	4	4		
	Blibli	4	3	4	5			Blibli	4	3	4	5	
7	Tokopedia						57	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	

8	Tokopedia						58	Tokopedia						
	Shopee	5						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	4	4				Lazada	4	4	4			
	Blibli	4	3	4	4			Blibli	4	2	4	5		
9	Tokopedia						59	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	5	5				Lazada	4	5	5			
	Blibli	4	4	4	5			Blibli	4	4	4	5		
10	Tokopedia						60	Tokopedia						
	Shopee	5						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	4	4				Lazada	4	4	4			
	Blibli	4	2	4	5			Blibli	4	2	4	5		
11	Tokopedia						61	Tokopedia						
	Shopee	5						Shopee	4					
	Bukalapak	2	5					Bukalapak	2	4				
	Lazada	4	4	4				Lazada	4	4	5			
	Blibli	4	3	4	4			Blibli	4	3	4	4		
12	Tokopedia						62	Tokopedia						
	Shopee	5						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	4	4				Lazada	4	4	4			
	Blibli	4	3	4	4			Blibli	4	2	4	5		
13	Tokopedia						63	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	2	4					Bukalapak	2	5				
	Lazada	4	4	5				Lazada	4	4	4			
	Blibli	4	3	4	4			Blibli	4	3	4	4		
14	Tokopedia						64	Tokopedia						
	Shopee	5						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	4	4				Lazada	4	4	4			
	Blibli	4	2	4	5			Blibli	4	2	4	5		
15	Tokopedia						65	Tokopedia						
	Shopee	5						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				

	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	2	4	5	
16	Tokopedia						66	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	3	4	4	
17	Tokopedia						67	Tokopedia					
	Shopee	4						Shopee	5				
	Bukalapak	2	4					Bukalapak	2	5			
	Lazada	4	4	5				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
18	Tokopedia						68	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
19	Tokopedia						69	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	3	4	4	
20	Tokopedia						70	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	2	4	4				Lazada	4	4	4		
	Blibli	4	3	4	5			Blibli	4	2	4	5	
21	Tokopedia						71	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	2	2	2	4	
22	Tokopedia						72	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	3	4		
	Blibli	4	2	4	5			Blibli	4	2	4	5	
23	Tokopedia						73	Tokopedia					

	Shopee	4						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
24	Tokopedia							74	Tokopedia				
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	2	4	4		
	Blibli	4	3	4	5			Blibli	4	3	4	5	
25	Tokopedia							75	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	4	4	4				Lazada	2	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	5	
26	Tokopedia							76	Tokopedia				
	Shopee	4						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	4	2	4	5	
27	Tokopedia							77	Tokopedia				
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	2	4	5	
28	Tokopedia							78	Tokopedia				
	Shopee	4						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	5	5				Lazada	4	4	4		
	Blibli	4	4	4	5			Blibli	4	3	4	4	
29	Tokopedia							79	Tokopedia				
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	2	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	5	
30	Tokopedia							80	Tokopedia				
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		

	Blibli	4	2	4	5			Blibli	4	3	4	4	
31	Tokopedia						81	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	4	2	4	5	
32	Tokopedia						82	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	3	4	4	
33	Tokopedia						83	Tokopedia					
	Shopee	5						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
34	Tokopedia						84	Tokopedia					
	Shopee	4						Shopee	4				
	Bukalapak	2	5					Bukalapak	2	4			
	Lazada	4	4	4				Lazada	4	4	5		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
35	Tokopedia						85	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	2	4	5			Blibli	4	3	4	4	
36	Tokopedia						86	Tokopedia					
	Shopee	4						Shopee	5				
	Bukalapak	3	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	4	
37	Tokopedia						87	Tokopedia					
	Shopee	5						Shopee	5				
	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	2	4	4		
	Blibli	4	3	4	4			Blibli	4	3	4	5	
38	Tokopedia						88	Tokopedia					
	Shopee	4						Shopee	4				

	Bukalapak	2	5					Bukalapak	2	5			
	Lazada	4	4	4				Lazada	4	3	4		
	Blibli	4	3	4	4			Blibli	4	2	4	5	
39	Tokopedia							89	Tokopedia				
	Shopee	5							Shopee	4			
	Bukalapak	2	5						Bukalapak	2	5		
	Lazada	4	4	4					Lazada	4	4	4	
	Blibli	4	3	4	4				Blibli	4	3	4	4
40	Tokopedia							90	Tokopedia				
	Shopee	5							Shopee	4			
	Bukalapak	2	5						Bukalapak	2	5		
	Lazada	2	4	4					Lazada	4	4	4	
	Blibli	4	3	4	5				Blibli	4	3	4	4
41	Tokopedia							91	Tokopedia				
	Shopee	5							Shopee	4			
	Bukalapak	2	5						Bukalapak	2	5		
	Lazada	4	4	4					Lazada	4	4	4	
	Blibli	4	2	4	5				Blibli	4	3	4	4
42	Tokopedia							92	Tokopedia				
	Shopee	5							Shopee	4			
	Bukalapak	2	5						Bukalapak	2	5		
	Lazada	4	4	4					Lazada	4	4	4	
	Blibli	4	2	4	5				Blibli	2	2	2	4
43	Tokopedia							93	Tokopedia				
	Shopee	4							Shopee	4			
	Bukalapak	2	4						Bukalapak	2	5		
	Lazada	4	4	5					Lazada	4	4	4	
	Blibli	4	3	4	4				Blibli	4	3	4	4
44	Tokopedia							94	Tokopedia				
	Shopee	5							Shopee	4			
	Bukalapak	2	5						Bukalapak	2	4		
	Lazada	2	4	4					Lazada	4	4	5	
	Blibli	4	3	4	5				Blibli	4	3	4	4
45	Tokopedia							95	Tokopedia				
	Shopee	4							Shopee	5			
	Bukalapak	2	4						Bukalapak	2	5		
	Lazada	4	4	5					Lazada	4	4	4	
	Blibli	4	3	4	4				Blibli	4	3	4	4

46	Tokopedia						96	Tokopedia						
	Shopee	4						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	4	4				Lazada	2	4	4			
	Blibli	4	3	4	4			Blibli	4	3	4	5		
47	Tokopedia						97	Tokopedia						
	Shopee	5						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	4	4				Lazada	4	4	4			
	Blibli	4	3	4	4			Blibli	4	3	4	4		
48	Tokopedia						98	Tokopedia						
	Shopee	4						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	5	5				Lazada	4	4	4			
	Blibli	4	4	4	5			Blibli	4	2	4	5		
49	Tokopedia						99	Tokopedia						
	Shopee	5						Shopee	5					
	Bukalapak	2	5					Bukalapak	2	5				
	Lazada	4	4	4				Lazada	4	4	4			
	Blibli	4	2	4	5			Blibli	4	3	4	4		
50	Tokopedia						100	Tokopedia						
	Shopee	4						Shopee	4					
	Bukalapak	2	5					Bukalapak	2	4				
	Lazada	4	4	4				Lazada	4	4	5			
	Blibli	4	3	4	4			Blibli	4	3	4	4		

Lampiran 3

Indentifikasi Karakteristik Responden

a) Berdasarkan Jenis Kelamin

		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	

b) Berdasarkan Usia

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>35	10	10.0	10.0	10.0
	17-25 Th	76	76.0	76.0	86.0
	26-35 Th	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

c) Berdasarkan Pekerjaan

		Pekerjaan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa	43	43.0	43.0	43.0
	Pegawai Negeri	13	13.0	13.0	56.0
	Pelajar	30	30.0	30.0	86.0
	Wiraswasta	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Lampiran 4

Hasil Uji Multidimensional scalling (MDS)

Hasil Output Faktor Easy Of Use (Mudah Digunakan)

Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
0	.14193	
1	.14155	
2	.13735	.00420
3	.13723	.00012

Iterations stopped because
S-stress improvement is less than .001000

Stress and squared correlation (RSQ) in distances

RSQ values are the proportion of variance of the scaled data
(disparities)

in the partition (row, matrix, or entire data) which
is accounted for by their corresponding distances.

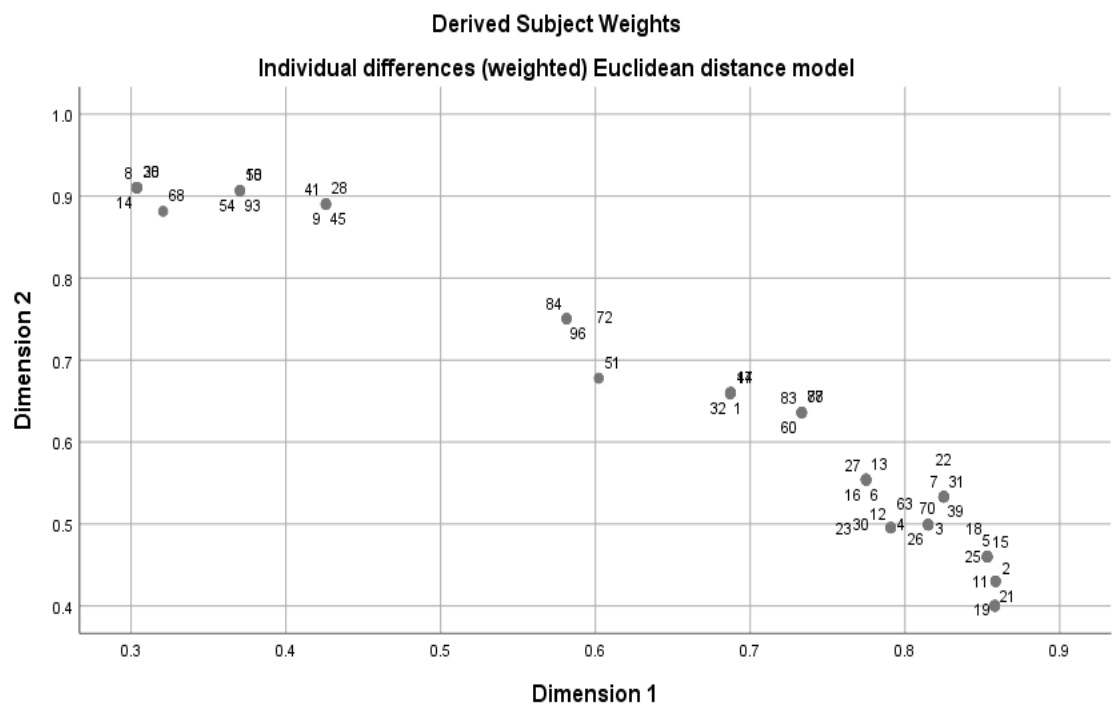
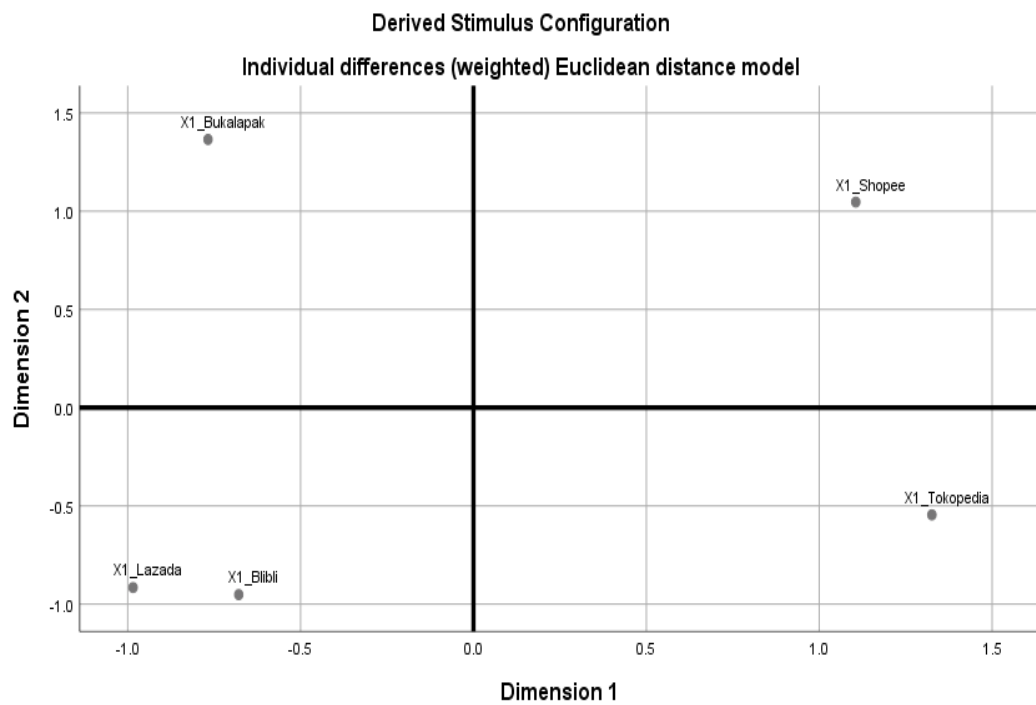
Stress values are Kruskal's stress formula 1.

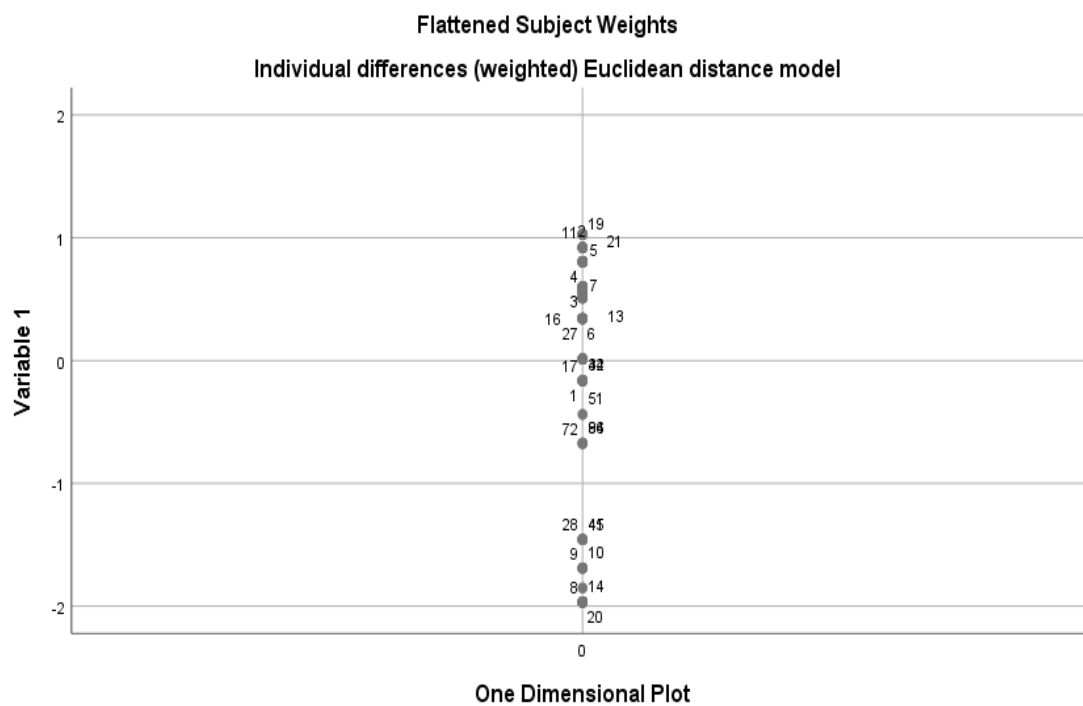
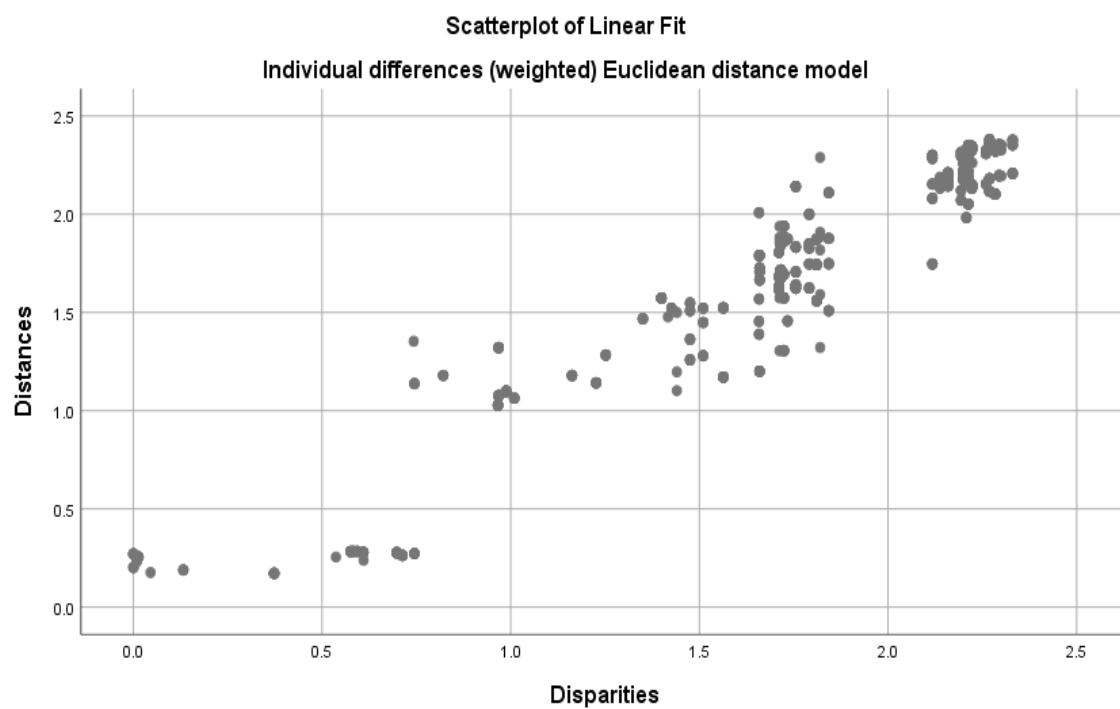
Averaged (rms) over matrices
Stress = .09834 RSQ = .92471

Configuration derived in 2 dimensions

Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension	
		1	2
1	X1_Tokop	1.3258	-.5453
2	X1_Shope	1.1056	1.0467
3	X1_Bukal	-.7678	1.3653
4	X1_Lazad	-.9846	-.9153
5	X1_Blibl	-.6790	-.9514





Hasil Output Faktor Information Quality (Kualitas Informasi)

Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
0	.18832	
1	.18558	
2	.18153	.00405
3	.18079	.00074

Iterations stopped because
S-stress improvement is less than .001000

Stress and squared correlation (RSQ) in distances

RSQ values are the proportion of variance of the scaled data
(disparities)

in the partition (row, matrix, or entire data) which
is accounted for by their corresponding distances.

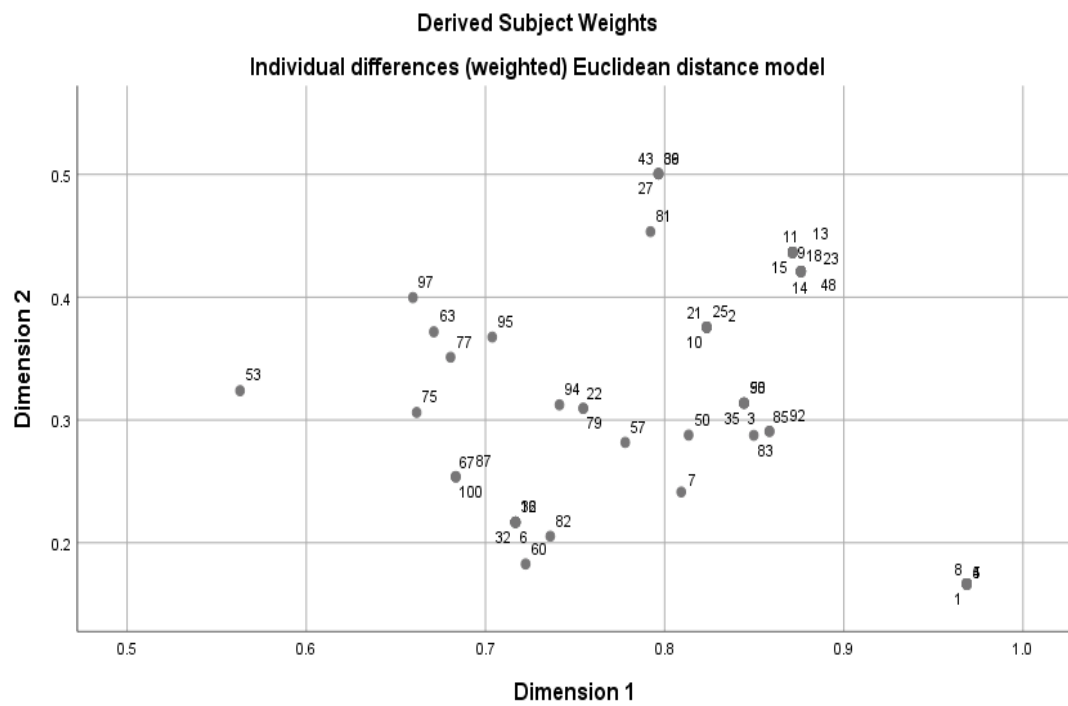
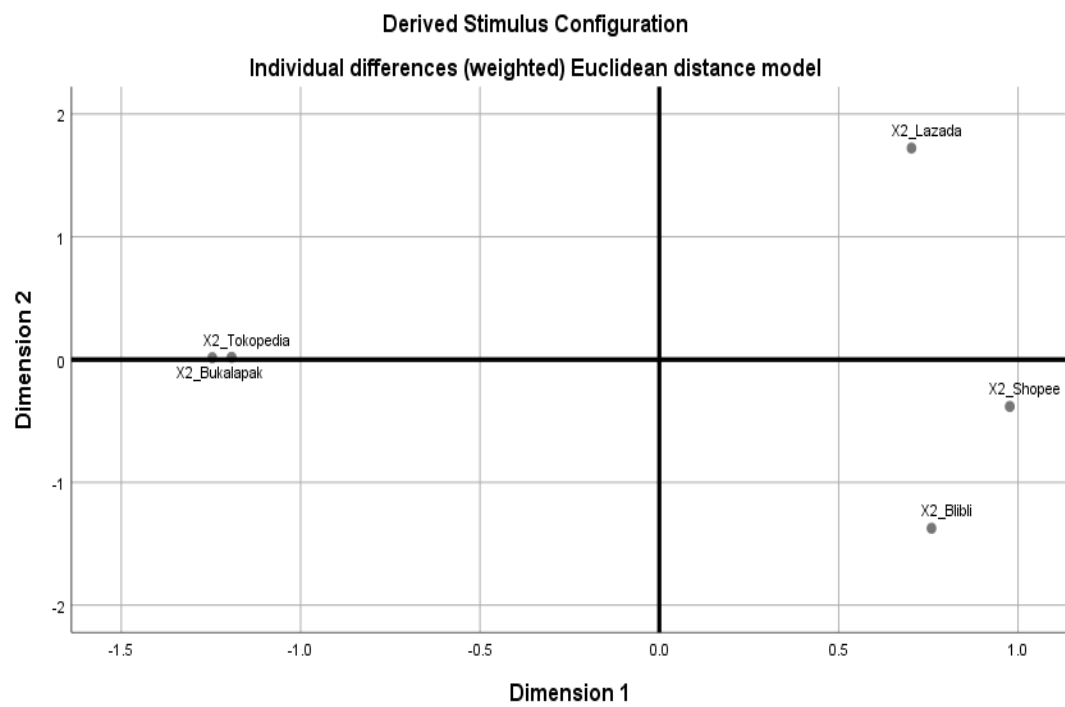
Stress values are Kruskal's stress formula 1.

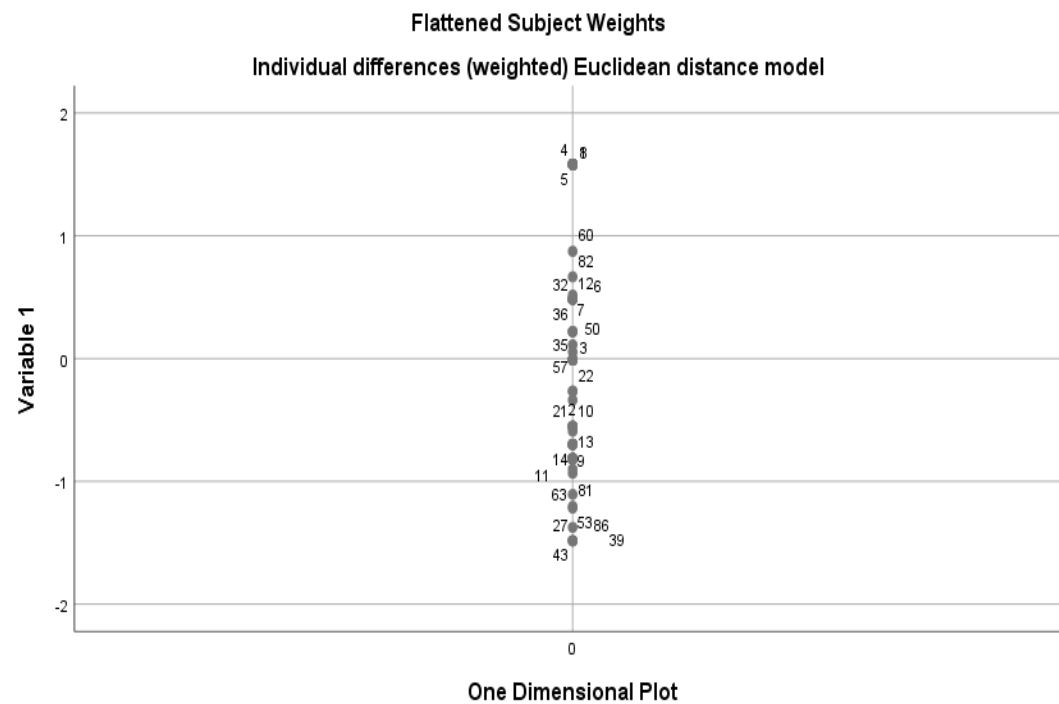
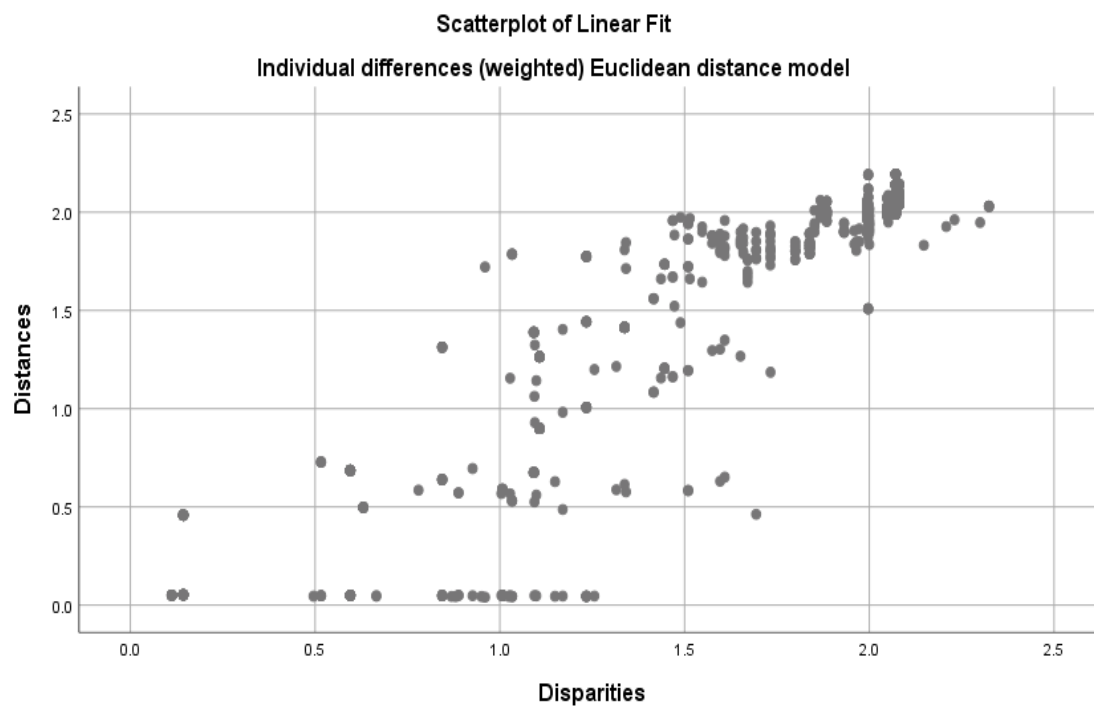
Averaged (rms) over matrices
Stress = .17373 RSQ = .83869

Configuration derived in 2 dimensions

Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension	
		1	2
1	X2_Tokop	-1.1925	.0187
2	X2_Shope	.9770	-.3821
3	X2_Bukal	-1.2463	.0151
4	X2_Lazad	.7030	1.7221
5	X2_Blibl	.7589	-1.3739





Hasil Output Faktor Consumer Services (Layanan Konsumen)

Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
0	.21516	
1	.21293	
2	.21082	.00211
3	.21081	.00001

Iterations stopped because
S-stress improvement is less than .001000

Stress and squared correlation (RSQ) in distances

RSQ values are the proportion of variance of the scaled data
(disparities)

in the partition (row, matrix, or entire data) which
is accounted for by their corresponding distances.

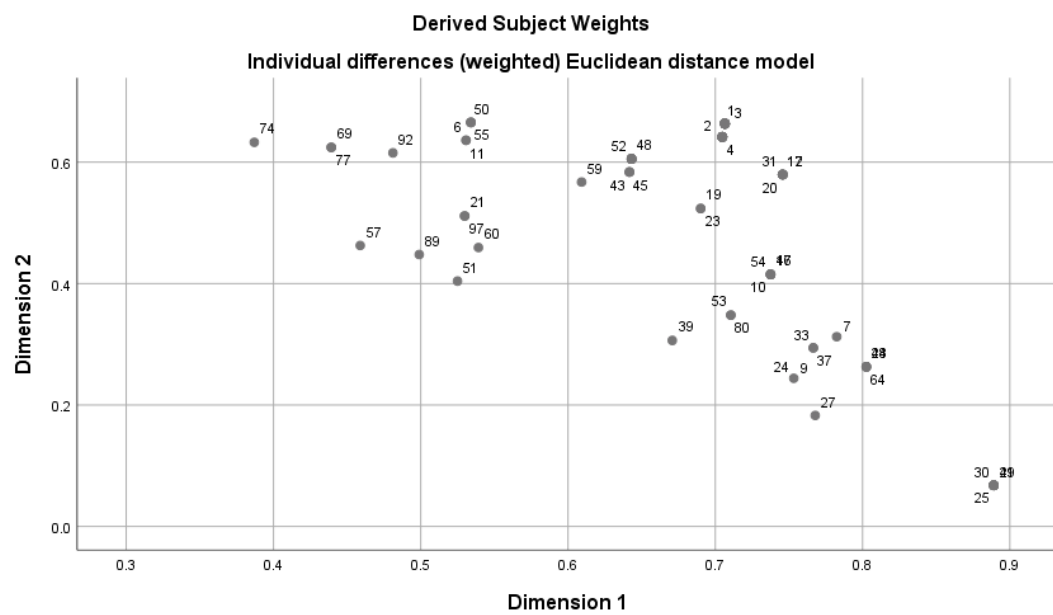
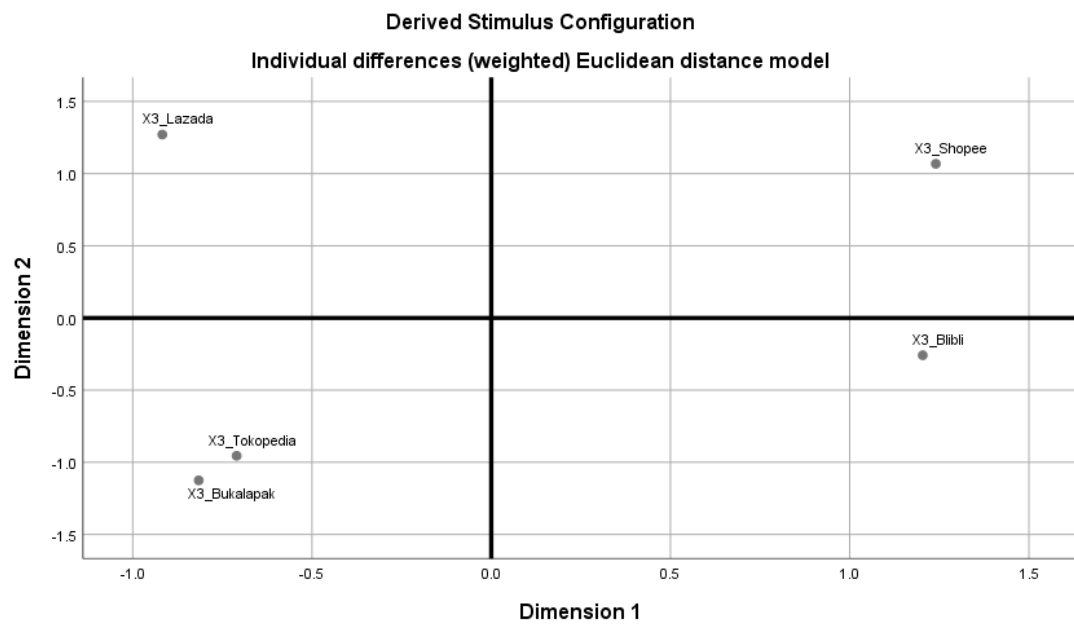
Stress values are Kruskal's stress formula 1.

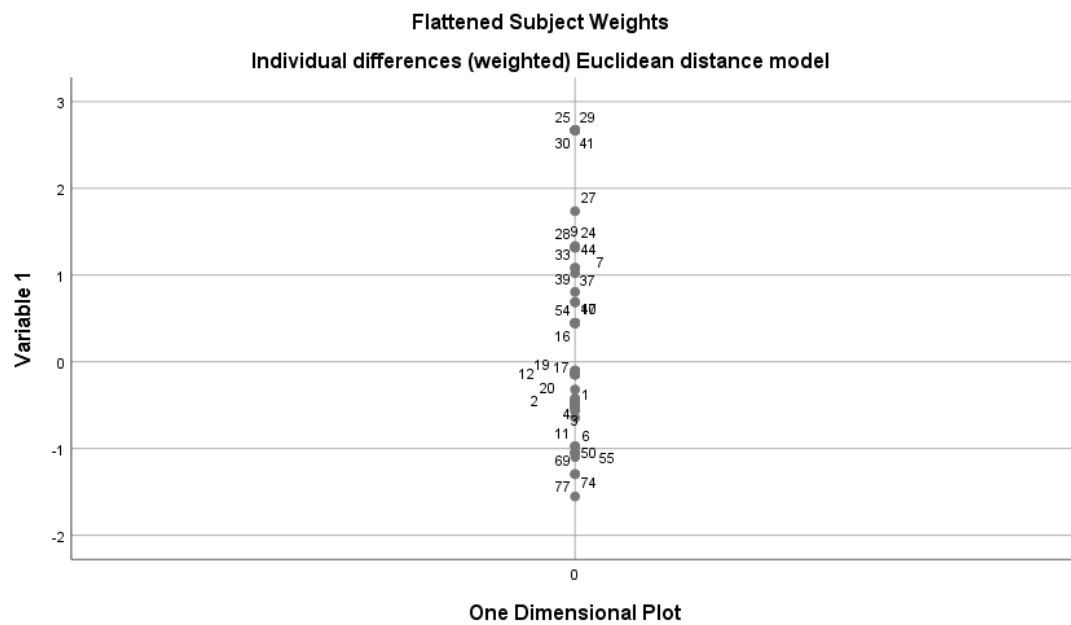
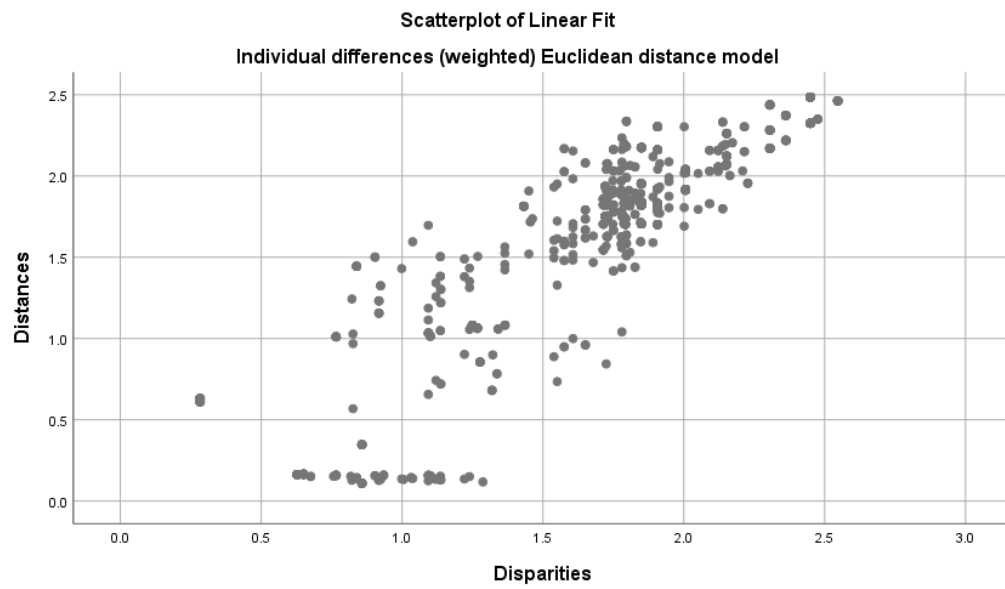
Averaged (rms) over matrices
Stress = .18141 RSQ = .79333

Configuration derived in 2 dimensions

Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension	
		1	2
1	X3_Tokop	-.7104	-.9552
2	X3_Shope	1.2402	1.0682
3	X3_Bukal	-.8161	-1.1251
4	X3_Lazad	-.9176	1.2704
5	X3_Blibl	1.2038	-.2584





Hasil Output Faktor Website Design (Application Design)

Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
0	.17743	
1	.17663	
2	.17465	.00198
3	.17451	.00014

Iterations stopped because
S-stress improvement is less than .001000

Stress and squared correlation (RSQ) in distances

RSQ values are the proportion of variance of the scaled data
(disparities)

in the partition (row, matrix, or entire data) which
is accounted for by their corresponding distances.

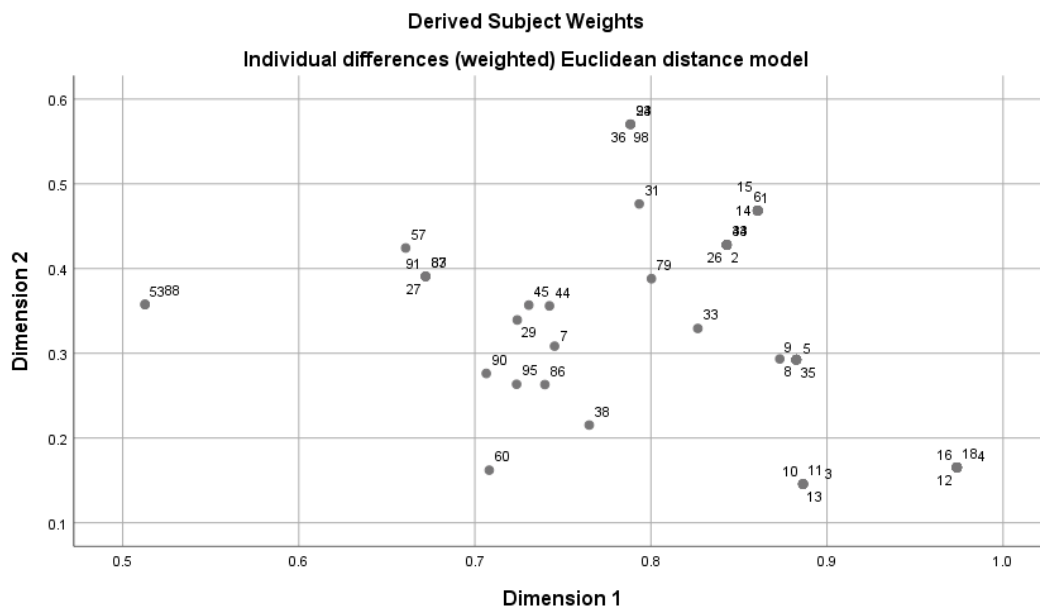
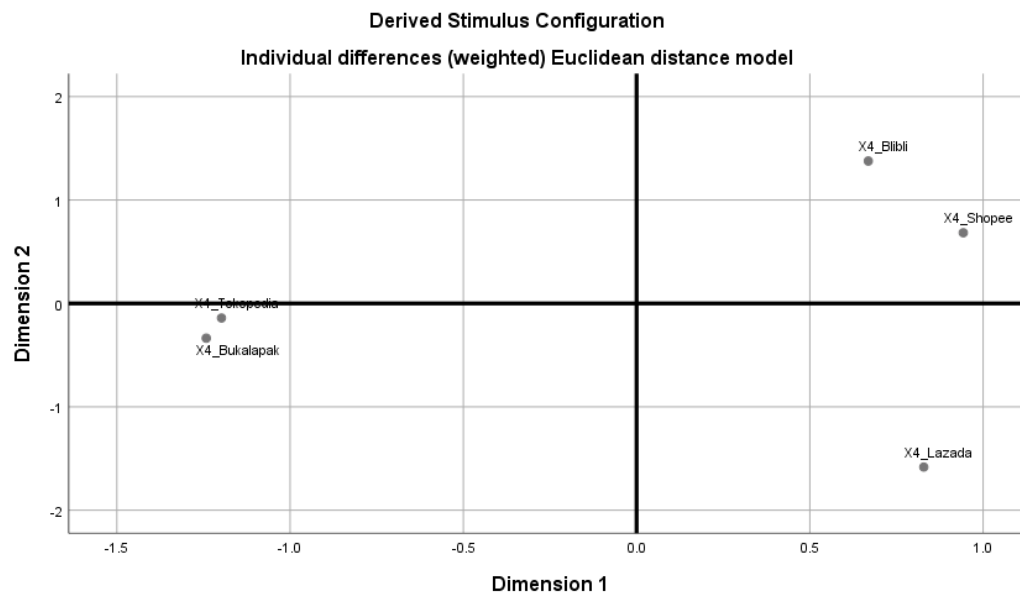
Stress values are Kruskal's stress formula 1.

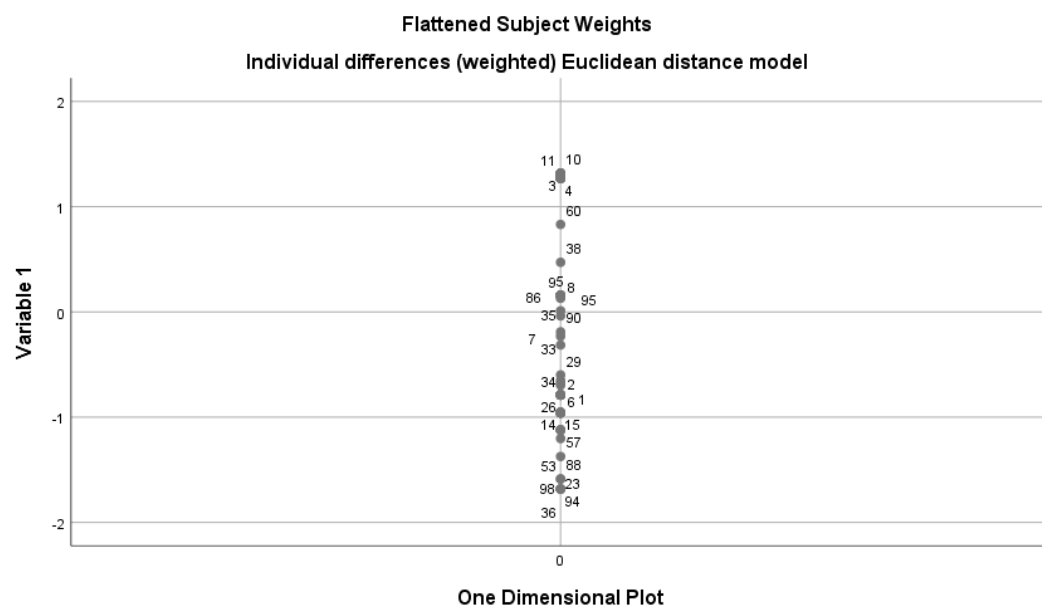
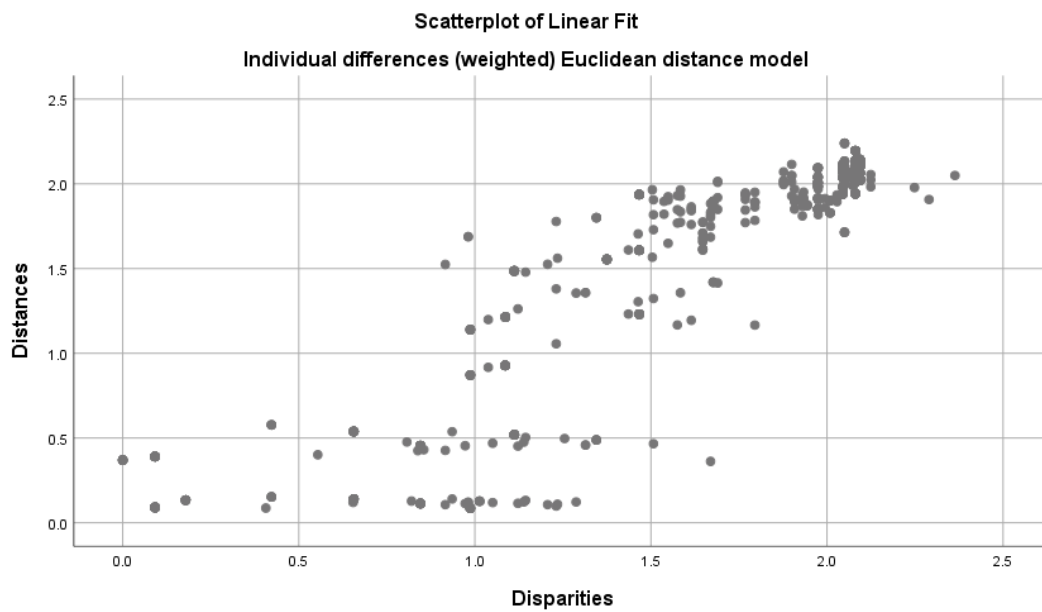
Averaged (rms) over matrices
Stress = .16666 RSQ = .85978

Configuration derived in 2 dimensions

Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension	
		1	2
1	X4_Tokop	-1.1980	-.1410
2	X4_Shope	.9427	.6832
3	X4_Bukal	-1.2420	-.3364
4	X4_Lazad	.8287	-1.5826
5	X4_Blibl	.6685	1.3768





Hasil Output Faktor Process Controllability (Proses Kontrol)

Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
0	.18887	
1	.18943	
2	.18779	.00165
3	.18743	.00036

Iterations stopped because
S-stress improvement is less than .001000

Stress and squared correlation (RSQ) in distances

RSQ values are the proportion of variance of the scaled data
(disparities)

in the partition (row, matrix, or entire data) which
is accounted for by their corresponding distances.

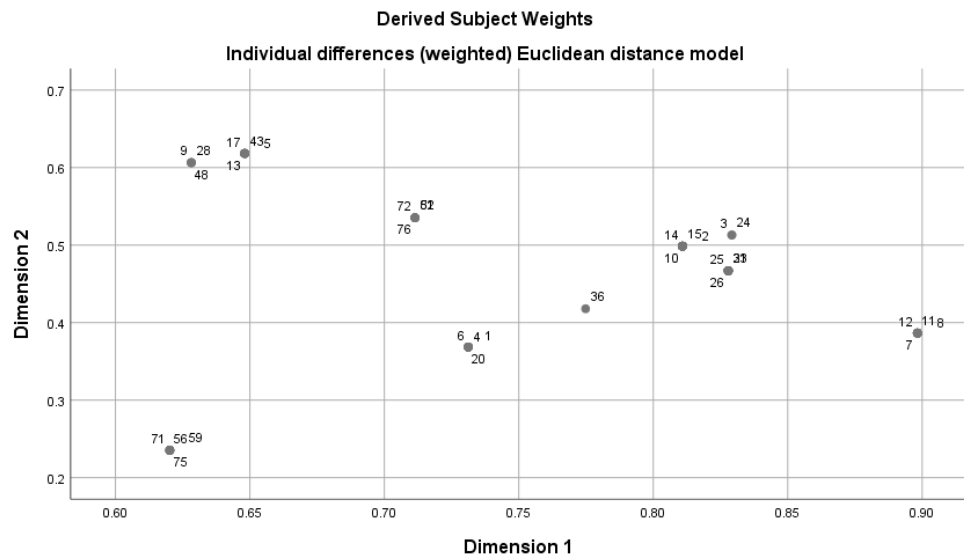
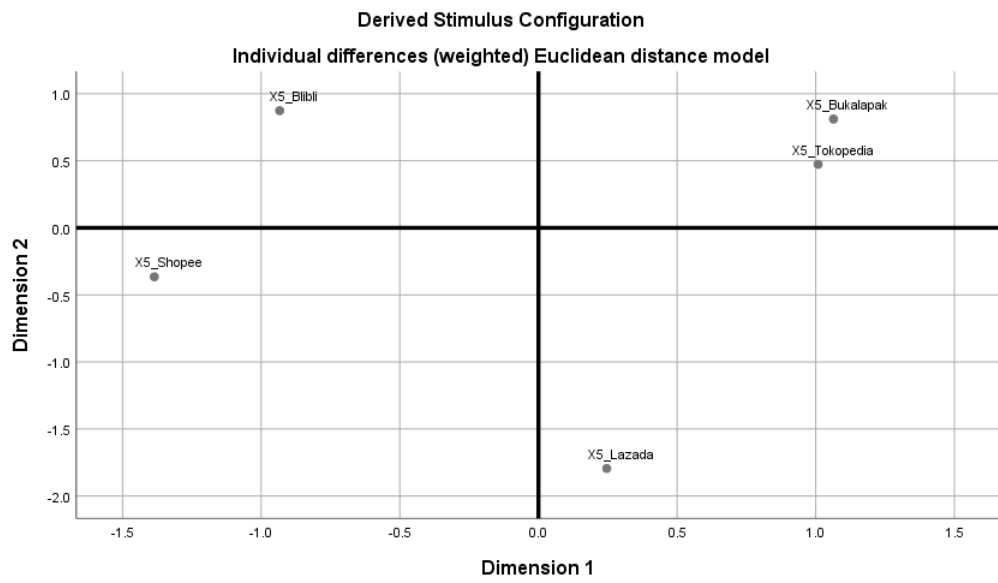
Stress values are Kruskal's stress formula 1.

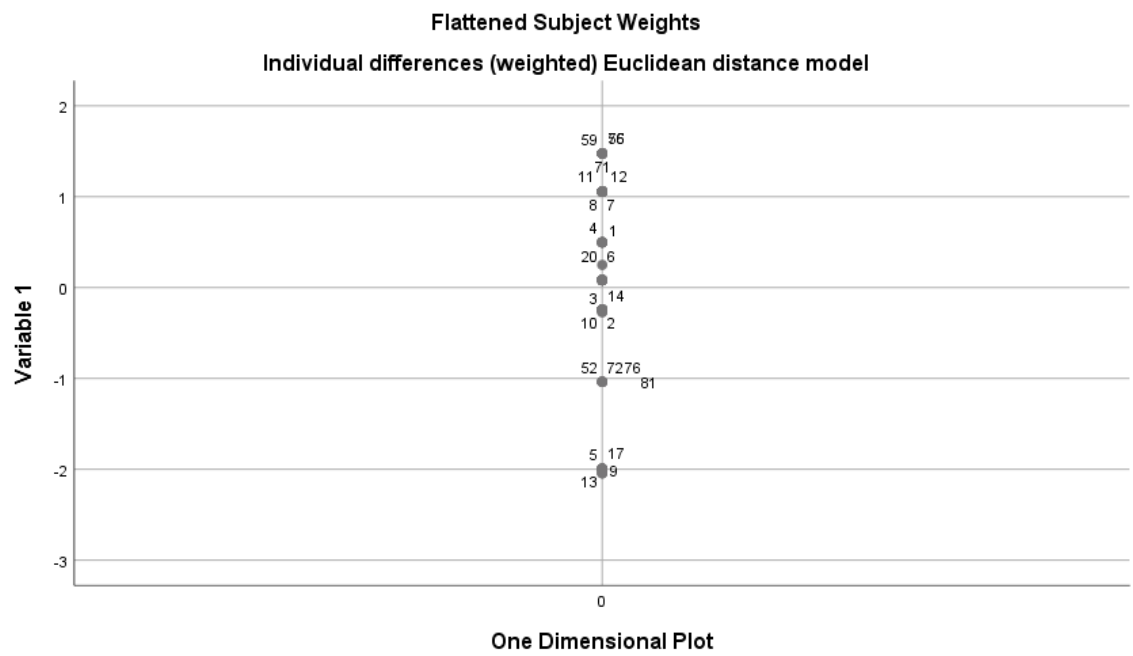
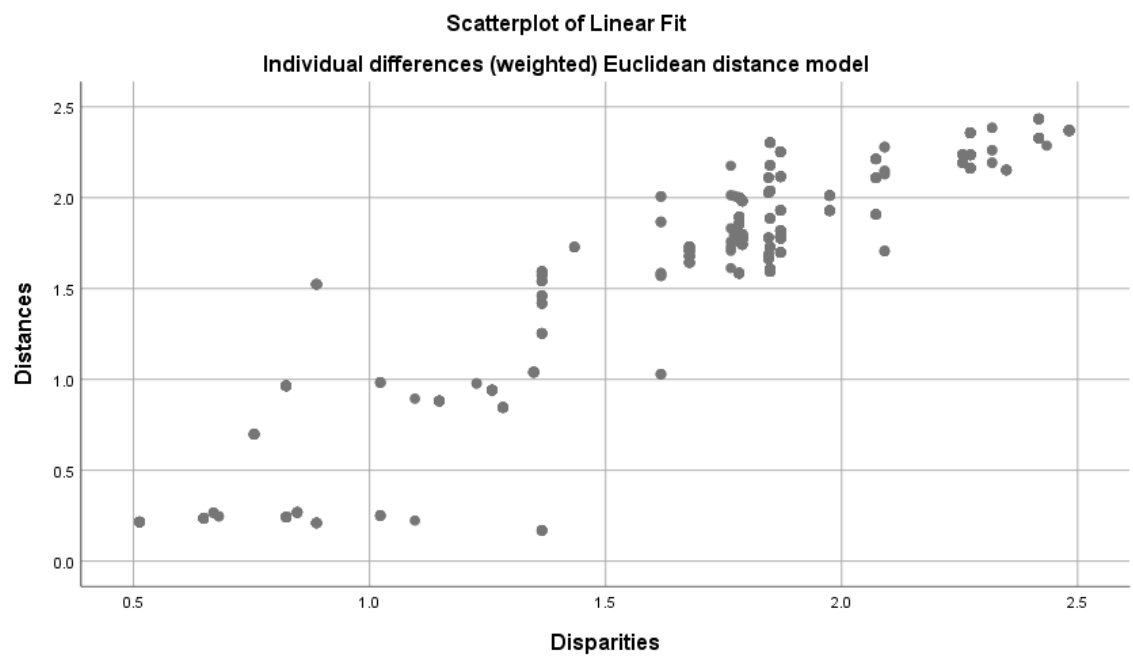
Averaged (rms) over matrices
Stress = .15130 RSQ = .83817

Configuration derived in 2 dimensions

Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension	
		1	2
1	X5_Tokop	1.0083	.4742
2	X5_Shope	-1.3853	-.3650
3	X5_Bukal	1.0641	.8114
4	X5_Lazad	.2463	-1.7944
5	X5_Blibl	-.9334	.8739





Hasil Output Faktor Outcome Quality (Kualitas Hasil)

Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
0	.15115	
1	.15129	
2	.14760	.00370
3	.14750	.00009

Iterations stopped because
S-stress improvement is less than .001000

Stress and squared correlation (RSQ) in distances

RSQ values are the proportion of variance of the scaled data
(disparities)

in the partition (row, matrix, or entire data) which
is accounted for by their corresponding distances.

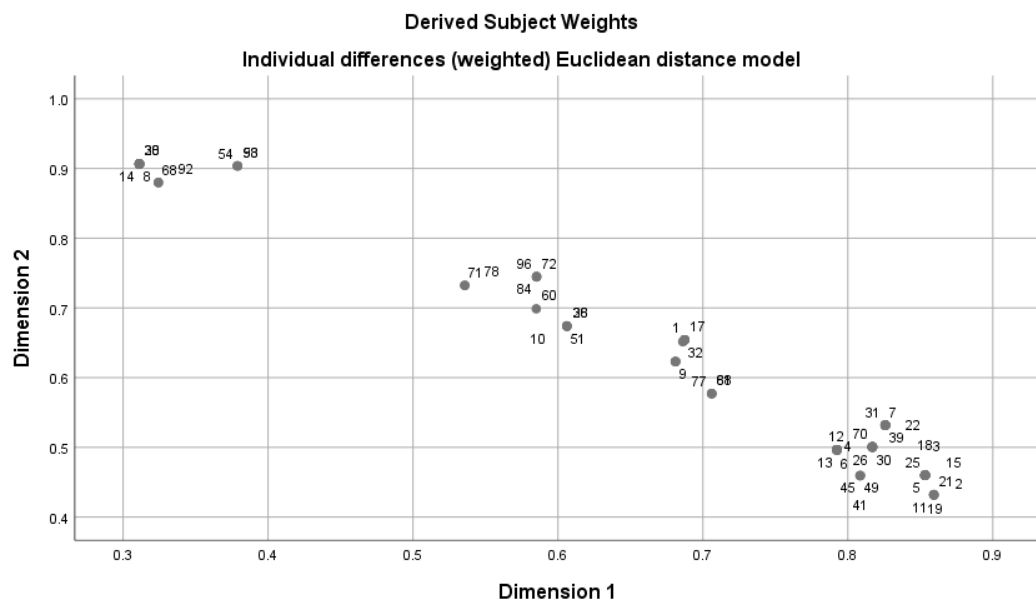
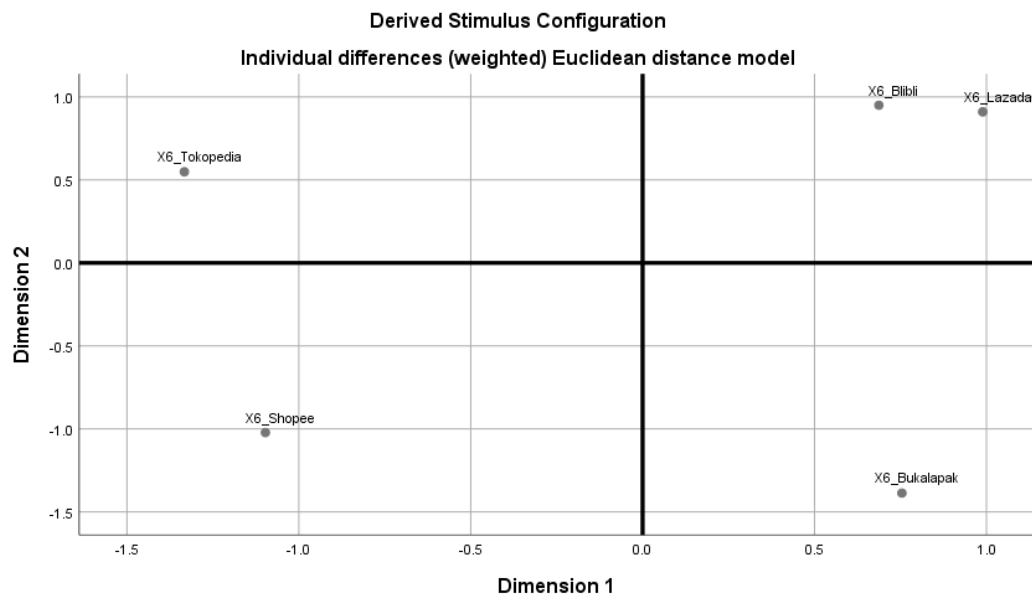
Stress values are Kruskal's stress formula 1.

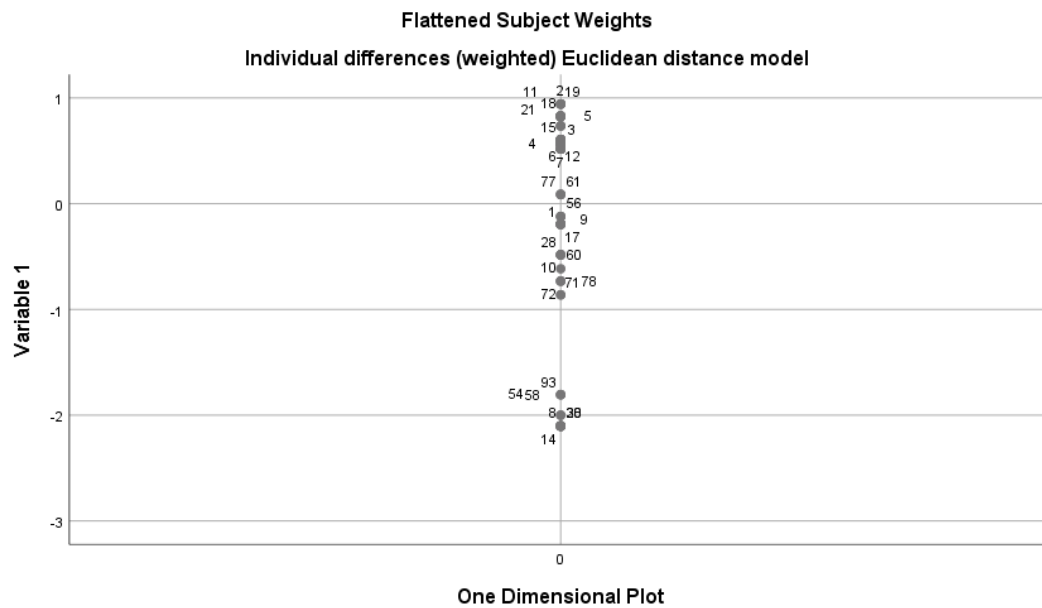
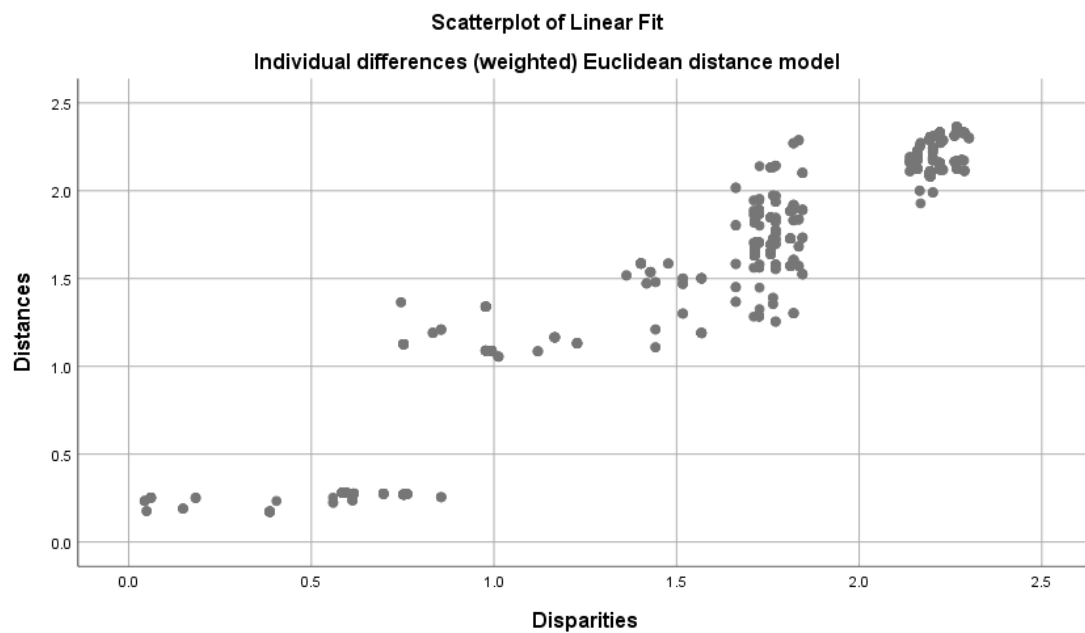
Averaged (rms) over matrices
Stress = .10792 RSQ = .90536

Configuration derived in 2 dimensions

Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension	
		1	2
1	X6_Tokop	-1.3330	.5489
2	X6_Shope	-1.0973	-1.0222
3	X6_Bukal	.7541	-1.3868
4	X6_Lazad	.9891	.9101
5	X6_Blibl	.6871	.9500





Hasil Output Faktor Reliability (Keandalan)

Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
0	.20484	
1	.20137	
2	.19805	.00332
3	.19778	.00027

Iterations stopped because
S-stress improvement is less than .001000

Stress and squared correlation (RSQ) in distances

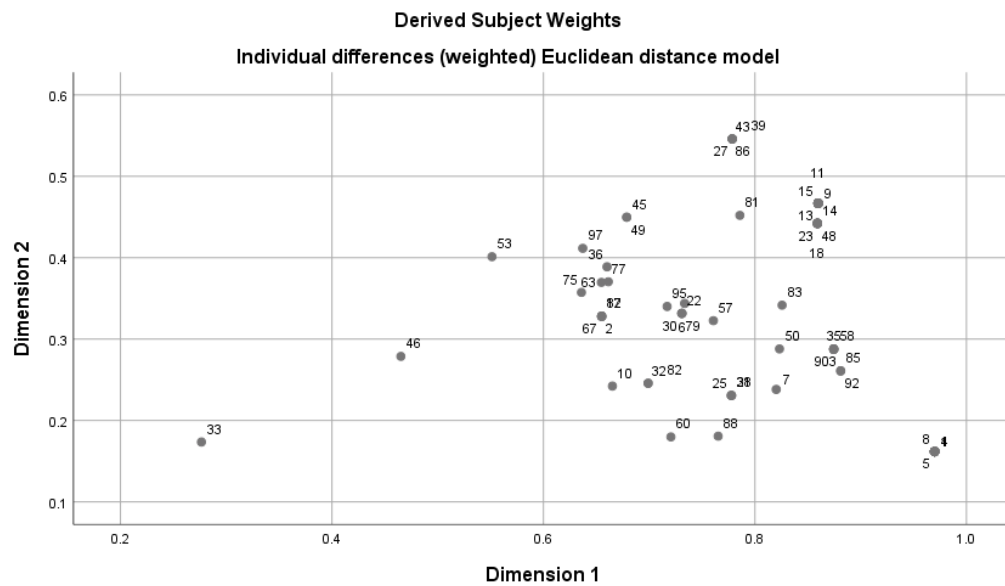
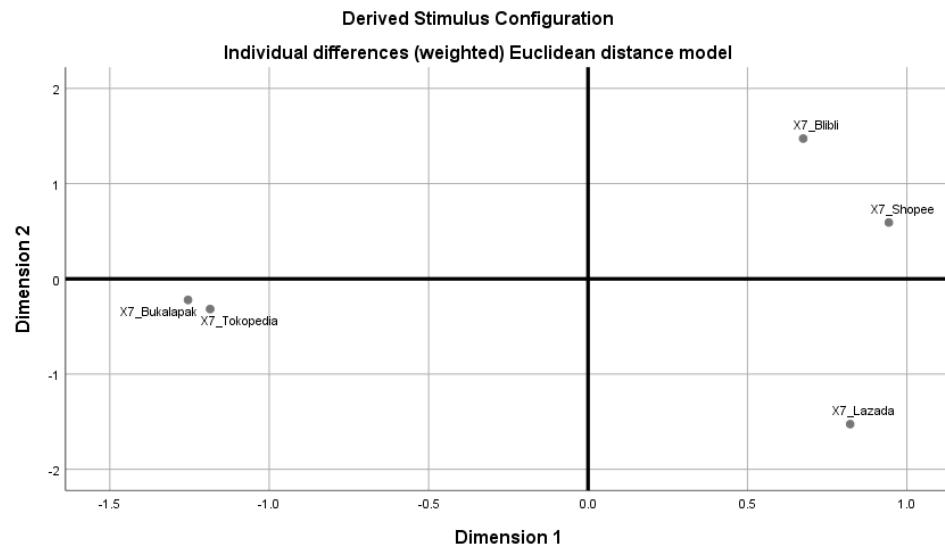
RSQ values are the proportion of variance of the scaled data
(disparities)
in the partition (row, matrix, or entire data) which
is accounted for by their corresponding distances.
Stress values are Kruskal's stress formula 1.

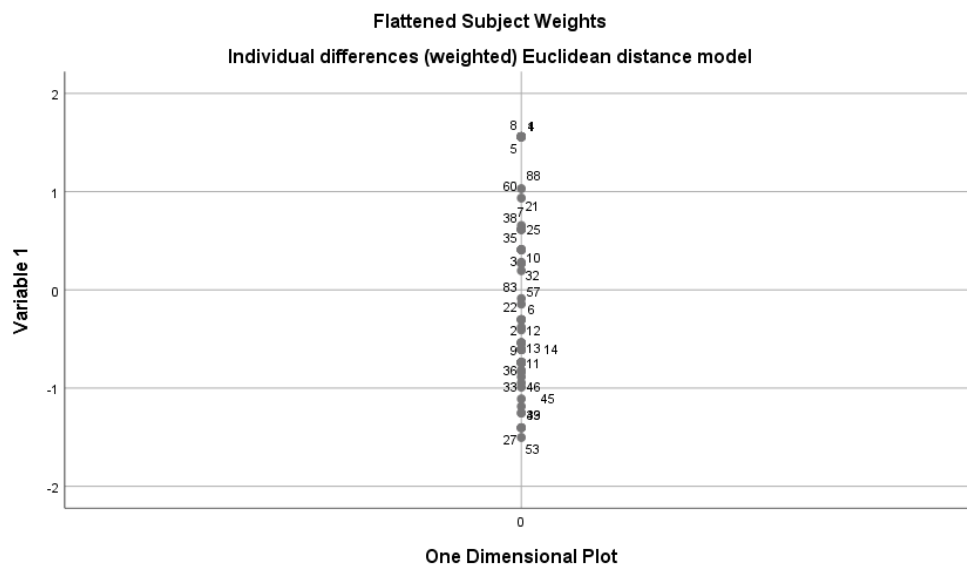
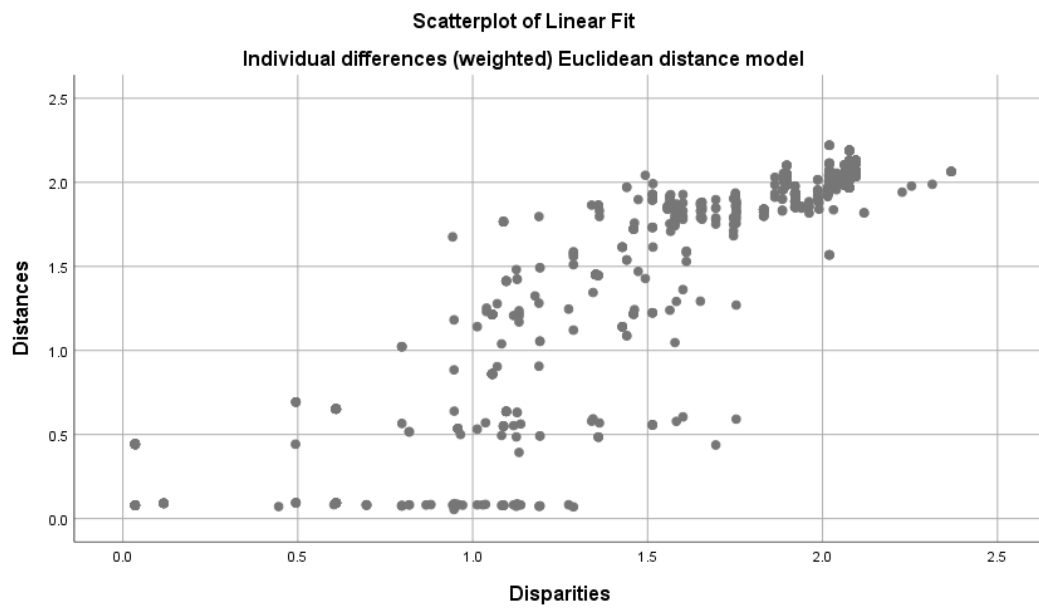
Averaged (rms) over matrices
Stress = .18130 RSQ = .82301

Configuration derived in 2 dimensions

Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension	
		1	2
1	X7_Tokop	-1.1854	-.3179
2	X7_Shope	.9432	.5918
3	X7_Bukal	-1.2546	-.2213
4	X7_Lazad	.8221	-1.5260
5	X7_Blibl	.6747	1.4734





Hasil Output Faktor Responsiveness (Responsif)

Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
0	.23959	
1	.23868	
2	.23611	.00258
3	.23582	.00029

Iterations stopped because
S-stress improvement is less than .001000

Stress and squared correlation (RSQ) in distances

RSQ values are the proportion of variance of the scaled data
(disparities)

in the partition (row, matrix, or entire data) which
is accounted for by their corresponding distances.

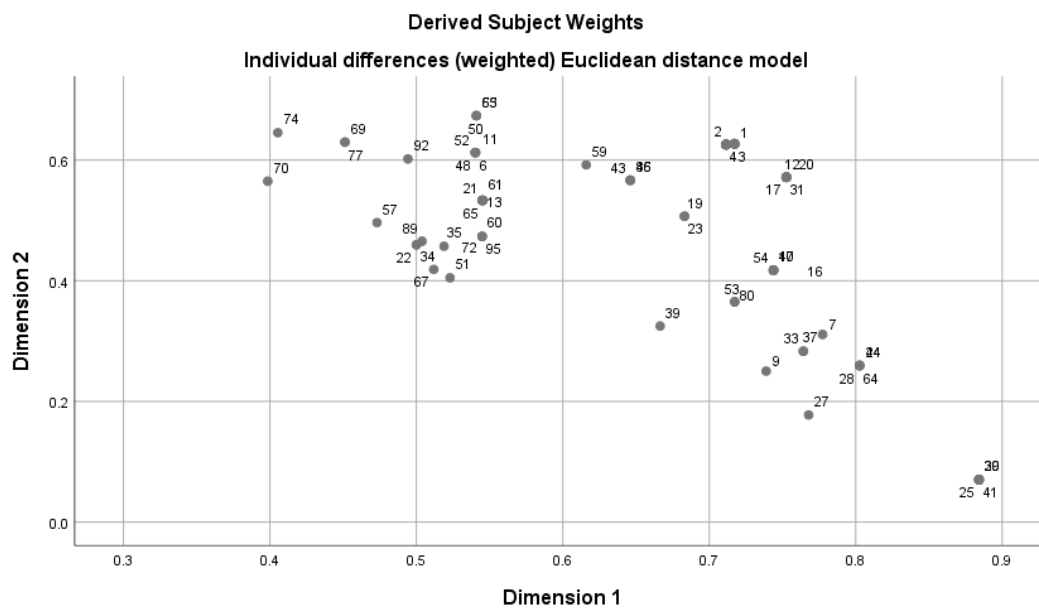
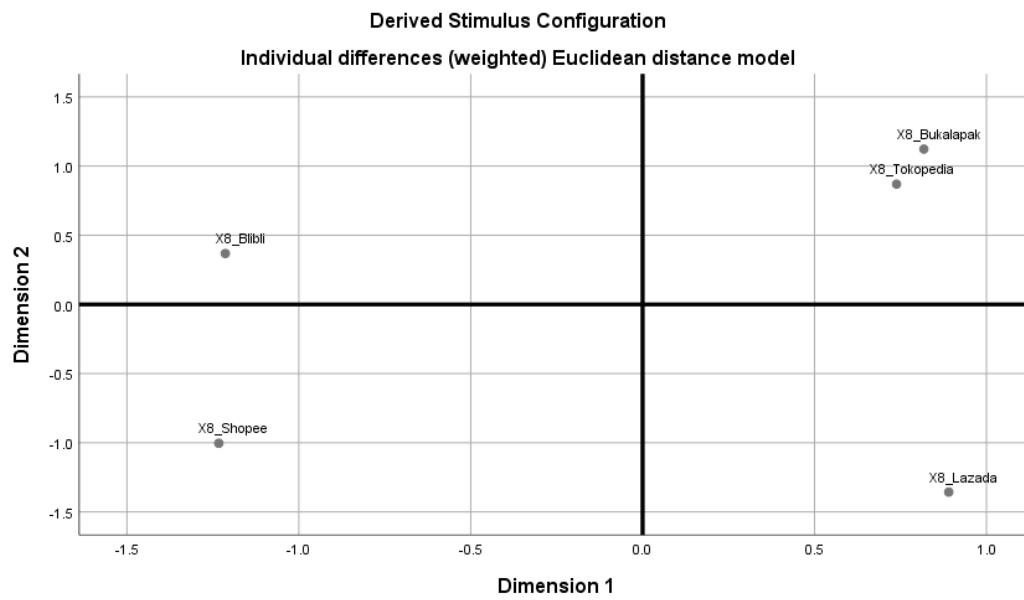
Stress values are Kruskal's stress formula 1.

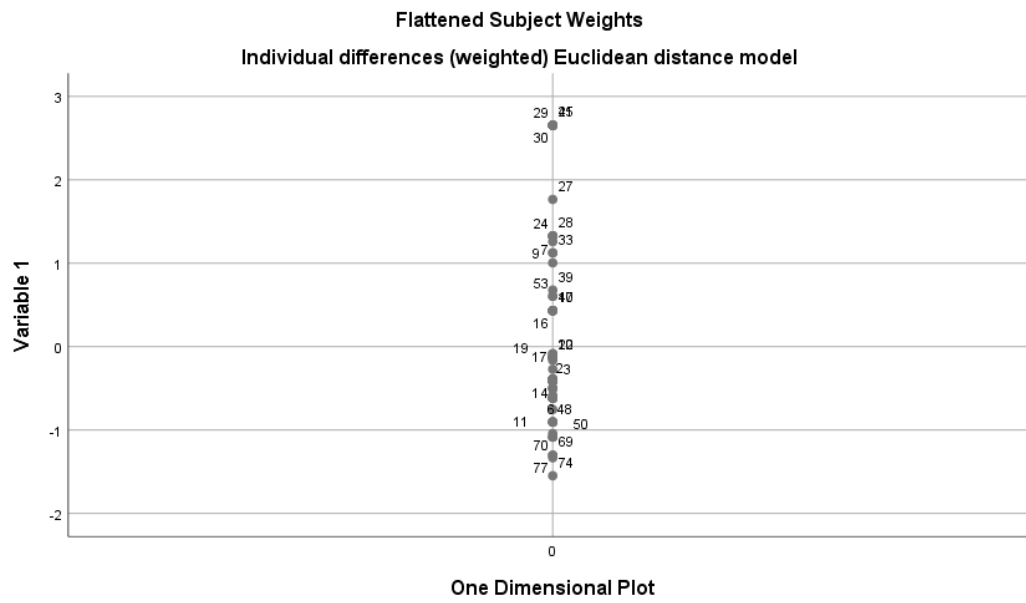
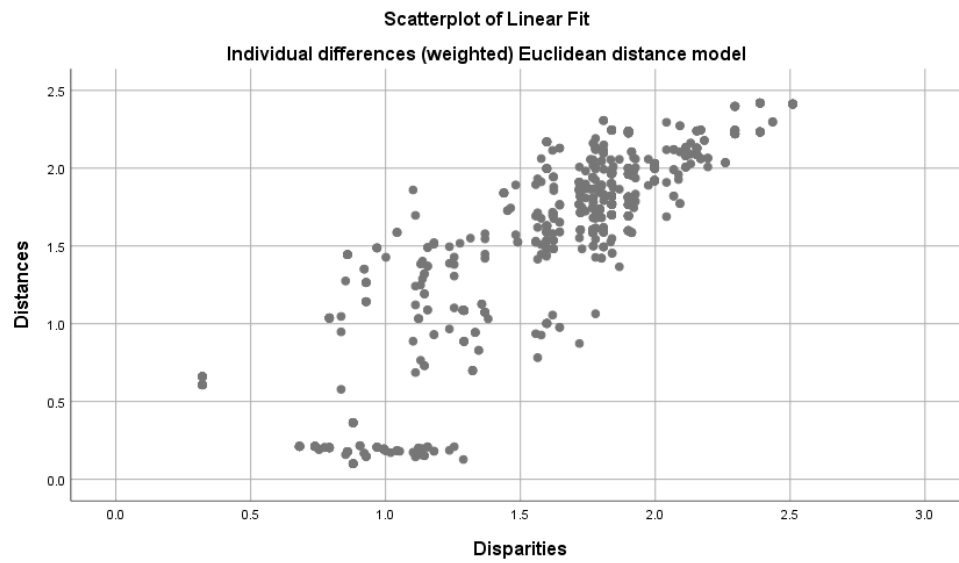
Averaged (rms) over matrices
Stress = .19180 RSQ = .74752

Configuration derived in 2 dimensions

Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension	
		1	2
1	X8_Tokop	.7384	.8695
2	X8_Shope	-1.2328	-1.0037
3	X8_Bukal	.8179	1.1228
4	X8_Lazad	.8903	-1.3566
5	X8_Blibl	-1.2138	.3680





Hasil Output Faktor Trust (Kepercayaan)

Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
0	.20237	
1	.20122	
2	.19775	.00347
3	.19726	.00048

Iterations stopped because
S-stress improvement is less than .001000

Stress and squared correlation (RSQ) in distances

RSQ values are the proportion of variance of the scaled data
(disparities)

in the partition (row, matrix, or entire data) which
is accounted for by their corresponding distances.

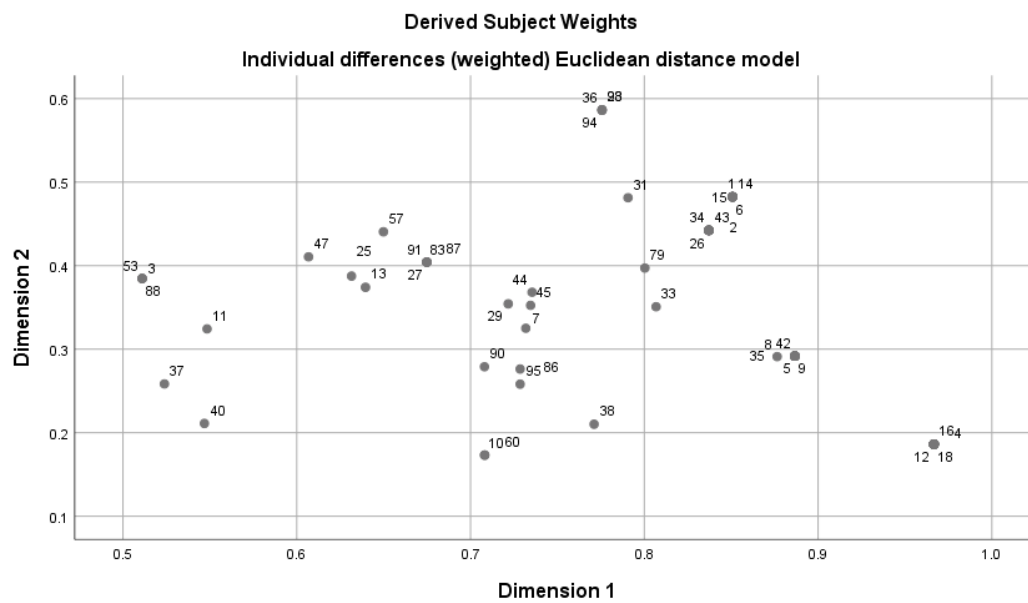
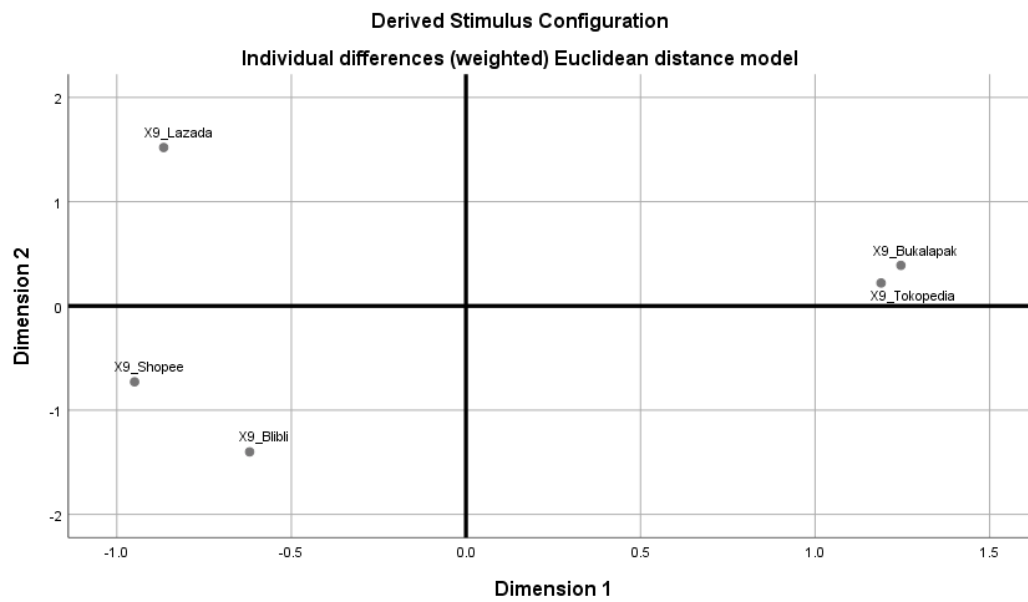
Stress values are Kruskal's stress formula 1.

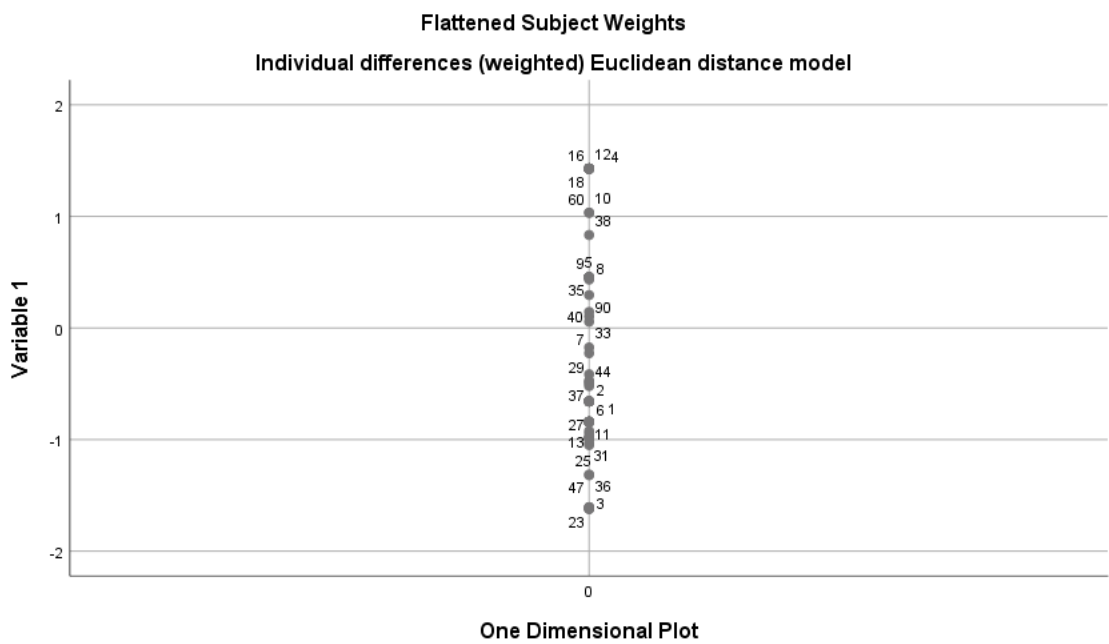
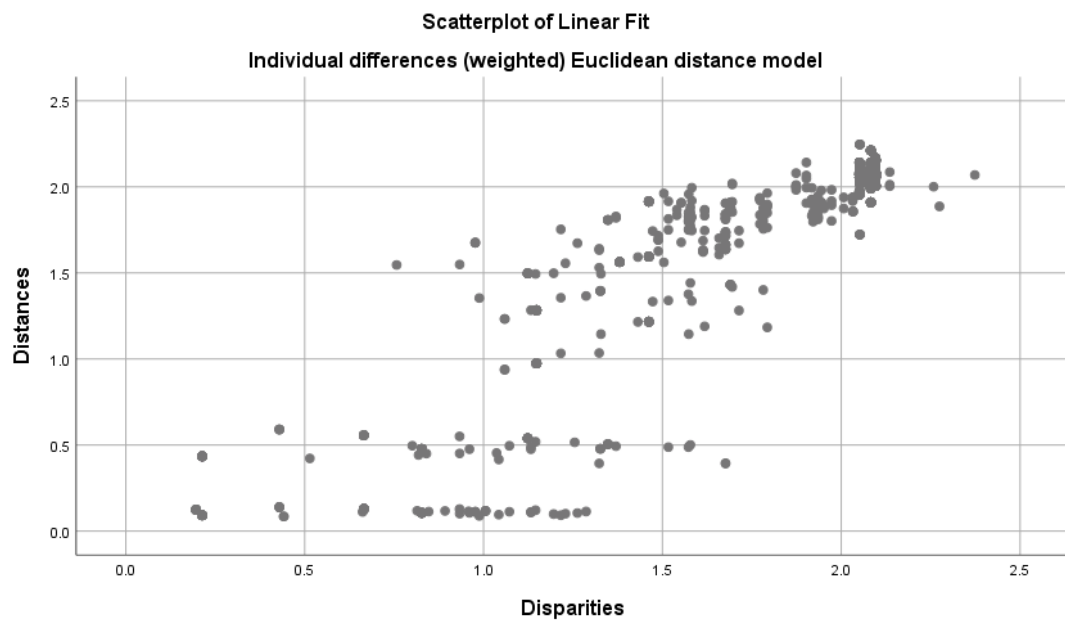
Averaged (rms) over matrices
Stress = .17709 RSQ = .83237

Configuration derived in 2 dimensions

Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension	
		1	2
1	X9_Tokop	1.1889	.2197
2	X9_Shope	-.9492	-.7284
3	X9_Bukal	1.2457	.3891
4	X9_Lazad	-.8659	1.5197
5	X9_Blibl	-.6196	-1.4001





Hasil Output Faktor Personalition (Personalisasi)

Iteration history for the 2 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
0	.18735	
1	.18840	
2	.18727	.00113
3	.18711	.00016

Iterations stopped because
S-stress improvement is less than .001000

Stress and squared correlation (RSQ) in distances

RSQ values are the proportion of variance of the scaled data
(disparities)

in the partition (row, matrix, or entire data) which
is accounted for by their corresponding distances.

Stress values are Kruskal's stress formula 1.

Averaged (rms) over matrices
Stress = .14465 RSQ = .85354

Configuration derived in 2 dimensions

Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension	
		1	2
1	X10_Toko	-.9016	-.7338
2	X10_Shop	1.2932	.7699
3	X10_Buka	-.8803	-1.0952
4	X10_Laza	-.6558	1.5563
5	X10_Blib	1.1445	-.4972

