

Lampiran I

KUESIONER PENELITIAN

Perihal : Mohon bantuan pengisian Kuesioner

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

Dengan Hormat,

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

Nama : Intan Eka Aprilia

NPM : 1912110448

Sedang melakukan penelitian yang berjudul **“PENGARUH PERSEPSI MANFAAT DAN PERSEPSI KEMUDAHAN TERHADAP MINAT BELI ULANG PADA APLIKASI MOBILE FORE COFFEE”** Oleh karena itu saya mohon kesediaan bapak/ibu,saudara/i untuk mengisi kusioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpul akan saya jaga kerahasiaanya dan di gunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu, saudara/i saya ucapkan terima kasih.

Bandar Lampung, Juli 2023
Peneliti

Intan Eka Aprilia
NPM. 1912110448

Panduan pengisian pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
3. Berilah tanda (✓) pada jawaban yang telah disediakan oleh peneliti.
4. Keterangan : SS (Sangat Setuju)
S (Setuju)
CS (Cukup Setuju)
TS (Tidak Setuju)
STS (Sangat Tidak Setuju)

IDENTITAS RESPONDEN

1. **Nama** :(Dapat dikosongkan)

2. **Jenis Kelamin** : ☐ Laki-laki
☐ Perempuan

3. **Usia** :
☐ a. 17 Tahun – 22 Tahun ☐ c. 29 Tahun – 34 Tahun
☐ b. 23 Tahun – 28 Tahun ☐ d. 35 Tahun – 40 Tahun

4. **Pekerjaan** :
☐ a. Pelajar ☐ c. Pegawai Negeri
☐ b. Mahasiswa ☐ d. Pegawai Swasta
☐ c. Wiraswasta

5. **Kategori Produk Yang Di Beli** :
☐ a. Fore Crush On Fruit ☐ f. Fore Non Coffe
☐ b. Fore Signature ☐ g. Refresher
☐ c. Fore Cofee ☐ h. Fore Junior
☐ d. Fore Deli ☐ i. Tea
☐ e. Fore Everyone

6. Berapa kali membeli produk melalui Aplikasi Fore :

☐ a 1-2 Kali

☐ b. 3-4 Kali

☐ c. > 4 Kali

DAFTAR PERNYATAAN

<i>Persepsi Manfaat</i>						
No	Pernyataan	STS	TS	CS	S	SS
1	Menggunakan Aplikasi Mobile Fore Coffee dapat mempercepat transaksi pembayaran produk					
2	Menggunakan Aplikasi Mobile Fore Coffee dapat meningkatkan pemesanan produk					
3	Menggunakan Aplikasi Mobile Fore Coffee membuat waktu menjadi lebih efisien dalam aktivitas pemesanan					
4	Menggunakan Aplikasi Mobile Fore Coffee mengurangi kesalahan dalam melakukan pemesanan					
5	Menggunakan Aplikasi Mobile Fore Coffee mempermudah pemilihan produk					
6	Aplikasi Mobile Fore Coffee dapat berguna untuk mengetahui lokasi store Fore Coffee					

<i>Persepsi Kemudahan</i>						
No	Pernyataan	STS	TS	CS	S	SS
1	Intruksi pemesanan produk pada Aplikasi Mobile Fore Coffee sangat jelas					
2	Aplikasi Mobile Fore Coffee tidak sulit dioperasikan					
3	Aplikasi Mobile Fore Coffee memberikan informasi pemesanan secara detail					
4	Aplikasi Mobile Fore Coffee membantu meningkatkan pemahaman pemesanan secara online					

<i>Minat Beli Ulang</i>						
No	Pernyataan	STS	TS	CS	S	SS
1	Berminat menggunakan Aplikasi Mobile Fore Coffee dimasa yang akan datang					
2	Berminat mereferensikan layanan Mobile Fore Coffee kepada orang lain					
3	Berminat menggunakan Aplikasi Mobile Fore Coffee karena sesuai dengan kebutuhan					
4	Akan terus mencari informasi mengenai layanan Aplikasi Mobile Fore Coffee					

Lampiran II (Hasil Jawaban Responden)

No	PM1	PM2	PM3	PM4	PM5	PM6	Persepsi Manfaat	PK1	PK2	PK3	PK4	Persepsi Kemudahan	MU1	MU2	MU3	MU4	Minat Beli Ulang
1	3	3	3	3	3	4	19	1	1	1	1	4	5	3	5	5	18
2	3	3	3	4	4	5	22	1	1	1	1	4	4	2	2	2	10
3	5	5	5	5	5	5	30	5	3	4	3	15	4	2	2	2	10
4	1	2	1	3	3	5	15	4	2	2	4	12	3	3	3	3	12
5	3	4	3	3	4	4	21	1	3	4	2	10	4	3	4	4	15
6	1	2	2	3	3	5	16	3	4	3	3	13	2	3	3	2	10
7	4	4	4	5	5	5	27	4	4	4	5	17	4	5	5	4	18
8	4	4	4	5	5	4	26	5	4	4	5	18	5	5	5	5	20
9	4	5	4	4	5	3	25	4	5	4	4	17	4	4	5	4	17
10	4	4	4	3	3	3	21	5	5	4	5	19	3	3	3	3	12
11	4	4	4	3	4	3	22	5	5	4	5	19	3	3	4	3	13
12	5	4	5	3	3	4	24	5	5	4	5	19	3	3	3	3	12
13	3	1	4	3	3	4	18	4	5	4	4	17	3	3	3	3	12
14	3	4	3	3	3	3	19	3	4	3	4	14	3	3	3	3	12
15	3	4	5	4	5	2	23	5	5	5	5	20	5	4	5	5	19
16	5	3	5	5	4	4	26	2	2	5	4	13	4	5	4	4	17
17	4	4	3	4	5	4	24	4	5	3	4	16	5	4	5	5	19
18	5	5	4	4	4	4	26	4	4	4	3	15	3	4	4	3	14
19	3	3	4	4	5	4	23	5	5	4	5	19	5	4	5	5	19
20	3	2	4	2	2	5	18	5	5	4	5	19	5	5	5	5	20
21	4	5	5	4	5	3	26	5	5	5	5	20	5	5	5	5	20
22	4	5	5	4	5	4	27	5	5	5	5	20	5	5	5	5	20
23	5	5	5	5	4	5	29	4	5	5	4	18	5	5	5	5	20
24	5	5	4	5	4	3	26	5	4	4	4	17	5	5	5	5	20
25	5	5	5	5	5	4	29	5	5	5	5	20	5	5	5	5	20
26	4	4	5	5	5	5	28	5	5	5	4	19	5	5	5	5	20
27	5	5	5	5	4	5	29	4	5	5	4	18	5	5	4	5	19
28	5	5	5	5	5	5	30	4	4	5	5	18	5	5	5	5	20
29	5	5	5	5	5	4	29	3	5	5	5	18	5	5	5	5	20
30	3	4	2	5	4	4	22	4	4	2	5	15	5	5	4	5	19
31	2	3	2	3	3	4	17	3	3	2	4	12	3	3	3	3	12
32	3	4	4	3	4	4	22	5	3	4	5	17	3	3	4	3	13
33	2	3	1	3	3	5	17	4	4	1	4	13	3	3	3	3	12
34	3	3	3	3	3	5	20	5	4	3	4	16	3	3	3	3	12
35	4	4	3	3	3	5	22	3	3	3	3	12	3	3	3	3	12
36	4	5	4	4	5	5	27	4	4	4	4	16	5	4	5	5	19
37	3	3	2	5	4	5	22	5	5	2	5	17	4	5	4	4	17
38	2	3	3	4	5	5	22	4	4	3	5	16	5	4	5	5	19
39	2	3	3	4	4	5	21	2	2	3	3	10	3	4	4	3	14
40	3	4	4	4	5	5	25	4	4	4	5	17	5	4	5	5	19
41	4	4	3	3	3	5	22	4	4	3	4	15	3	3	3	3	12
42	3	3	3	3	4	5	21	3	3	3	5	14	3	3	4	3	13
43	4	4	4	4	4	5	25	5	2	4	3	14	3	4	4	3	14
44	4	3	4	3	4	5	23	5	5	4	5	19	3	3	4	3	13
45	3	4	3	3	5	5	23	4	3	3	2	12	4	3	5	4	16
46	4	4	3	3	3	5	22	3	3	3	5	14	3	3	3	3	12
47	3	4	4	4	4	5	24	4	4	4	3	15	3	4	4	3	14
48	3	4	4	3	5	5	24	4	4	4	5	17	4	3	5	4	16
49	3	4	3	5	5	5	25	4	4	3	5	16	2	5	5	2	14
50	3	3	3	4	4	5	22	4	4	3	4	15	4	4	4	4	16
51	4	4	3	5	5	5	26	4	4	3	4	15	4	5	5	4	18
52	3	5	3	3	3	4	21	4	4	3	5	16	4	3	3	4	14
53	5	5	3	5	5	5	28	5	5	3	5	18	4	5	5	4	18
54	3	3	4	4	4	3	21	4	4	4	4	16	3	4	4	3	14
55	4	4	3	3	4	3	21	3	3	3	4	13	4	3	4	4	15
56	4	5	3	3	4	5	24	4	4	3	5	16	3	3	4	3	13
57	2	3	4	3	4	5	21	5	3	4	4	16	3	3	4	3	13
58	3	2	4	3	4	5	21	5	3	4	4	16	2	3	4	2	11
59	4	3	2	4	4	5	22	5	3	2	4	14	3	4	4	3	14
60	3	5	3	4	4	5	24	3	4	3	4	14	3	4	4	3	14
61	3	2	3	4	5	5	22	4	5	3	3	15	1	4	5	1	11

62	5	4	2	4	3	5	23	3	4	2	5	14	1	4	3	1	9
63	5	5	4	4	4	5	27	3	3	4	4	14	3	4	4	3	14
64	4	3	4	4	5	3	23	3	4	4	3	14	4	4	5	4	17
65	5	4	2	4	4	5	24	2	3	2	4	11	2	4	4	2	12
66	3	4	3	4	3	3	20	4	4	3	4	15	3	4	3	3	13
67	4	3	4	3	3	3	20	5	5	4	3	17	4	3	3	4	14
68	4	4	2	2	4	5	21	3	3	2	3	11	2	2	4	2	10
69	4	5	1	3	5	4	22	4	3	1	3	11	4	3	5	4	16
70	3	5	2	4	5	5	24	3	3	2	3	11	4	4	5	4	17
71	4	4	4	5	5	4	26	4	5	4	5	18	4	5	5	4	18
72	3	4	3	4	4	4	22	3	4	3	4	14	5	4	4	5	18
73	4	5	3	4	4	5	25	2	4	3	3	12	5	4	4	5	18
74	4	5	4	4	4	4	25	4	5	4	3	16	5	4	4	5	18
75	3	4	4	4	4	4	23	4	4	4	4	16	4	4	4	4	16
76	5	5	4	4	4	4	26	2	2	5	3	12	4	4	4	4	16
77	3	3	3	3	3	1	16	3	2	3	2	10	3	3	3	3	12
78	4	4	3	4	4	3	22	4	3	4	3	14	4	4	4	4	16
79	5	3	4	4	4	4	24	4	5	4	4	17	4	4	4	4	16
80	4	3	4	5	4	4	24	3	3	5	3	14	4	4	4	4	16
81	5	4	4	5	5	2	25	2	3	5	4	14	5	5	5	5	20
82	3	3	3	4	5	2	20	3	3	3	2	11	4	4	4	4	16
83	5	4	4	4	4	3	24	3	4	3	3	13	5	4	4	5	18
84	4	5	5	5	5	4	28	3	3	3	4	13	5	5	5	5	20
85	2	2	3	5	4	2	18	4	4	3	4	15	2	2	2	5	11
86	4	4	2	4	4	3	21	3	4	4	2	13	5	4	4	5	18
87	4	4	3	4	4	4	23	3	4	2	3	12	4	4	4	4	16
88	3	3	4	5	5	3	23	2	3	2	3	10	3	5	5	2	15
89	3	2	3	4	4	3	19	3	2	3	3	11	3	4	4	3	14
90	5	3	4	4	4	3	23	3	3	3	5	14	4	4	4	4	16
91	5	4	4	3	3	4	23	5	2	3	3	13	4	4	3	4	15
92	5	4	2	4	4	3	22	5	2	2	2	11	3	4	5	3	15
93	4	5	2	4	4	4	23	2	3	5	5	15	4	4	4	4	16
94	4	4	3	3	4	3	21	4	3	5	3	15	4	3	4	4	15
95	5	4	2	4	4	3	22	2	3	3	3	11	5	4	4	5	18
96	4	3	3	3	3	2	18	3	4	5	3	15	4	3	3	4	14
97	5	2	1	4	4	2	18	4	3	5	3	15	4	4	4	4	16
98	5	4	4	4	4	4	25	4	2	4	3	13	3	4	4	3	14
99	4	3	3	4	4	4	22	3	3	3	2	11	5	4	4	5	18
100	5	4	2	4	4	3	22	3	3	3	4	13	3	4	4	3	14
101	3	3	3	3	3	3	18	5	4	4	4	17	4	4	4	4	16
102	5	5	5	5	5	5	30	3	5	5	5	18	5	5	5	5	20
103	1	2	1	1	2	1	8	4	4	3	3	14	3	3	3	3	12
104	3	4	3	4	3	4	21	2	4	4	4	14	4	3	4	4	15
105	1	2	2	2	2	2	11	3	3	3	2	11	2	3	3	2	10
106	4	4	4	4	4	4	24	5	5	5	4	19	4	5	5	4	18
107	4	4	4	4	3	4	23	5	5	5	5	20	5	5	5	5	20
108	4	5	4	4	3	4	24	4	3	3	4	14	4	4	5	4	17
109	4	4	4	5	5	4	26	5	4	4	3	16	3	3	3	3	12
110	4	4	4	4	3	4	23	5	4	4	3	16	3	3	4	3	13
111	5	4	5	4	3	4	25	5	4	3	3	15	3	3	3	3	12
112	3	1	4	4	4	4	20	4	3	3	3	13	3	3	3	3	12
113	3	4	3	3	4	3	20	4	3	4	3	14	3	3	3	3	12
114	3	4	5	3	3	4	22	5	5	5	5	20	5	4	5	5	19
115	5	3	5	5	5	4	27	4	5	5	4	18	4	5	4	4	17
116	4	4	3	3	5	4	23	4	5	5	5	19	5	4	5	5	19
117	5	5	4	4	2	3	23	3	4	4	3	14	3	4	4	3	14
118	3	3	4	2	1	3	16	5	4	5	5	19	5	4	5	5	19
119	3	2	4	2	1	3	15	5	5	5	5	20	5	2	2	5	14
120	4	5	5	5	5	5	29	5	5	5	5	20	5	4	5	5	19
121	4	5	5	5	5	5	29	5	5	5	5	20	5	4	5	5	19
122	5	5	5	5	3	5	28	4	5	5	5	19	5	5	4	5	19
123	5	5	4	4	4	4	26	4	5	5	5	19	5	5	4	5	19
124	5	5	5	5	3	5	28	5	5	5	5	20	5	5	5	5	20
125	4	4	5	4	5	4	26	4	5	5	5	19	5	5	5	5	20
126	5	5	5	5	5	5	30	4	5	4	5	18	5	5	4	5	19
127	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	5	20

128	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	5	20
129	3	4	2	3	2	3	17	5	3	5	5	18	5	2	2	2	11
130	3	3	3	4	3	3	19	4	4	3	3	14	1	1	1	1	4
131	3	2	4	2	2	5	18	5	5	4	5	19	1	1	1	1	4
132	4	4	3	4	5	4	24	4	5	3	4	16	5	4	5	5	19
133	5	5	4	4	4	4	26	4	4	4	3	15	3	4	4	3	14
134	3	3	4	4	5	4	23	5	5	4	5	19	1	2	1	1	5
135	3	2	4	2	2	5	18	5	5	4	5	19	1	1	2	1	5
136	4	5	3	2	3	3	20	5	5	5	5	20	1	1	2	1	5
137	4	5	5	2	2	3	21	5	2	4	4	15	1	2	1	1	5
138	5	5	4	2	2	2	20	4	2	2	2	10	1	2	1	1	5
139	5	5	4	5	2	2	23	1	1	1	1	4	1	2	1	1	5
140	5	5	5	2	3	4	24	1	1	1	1	4	1	1	1	1	4

Lampiran III (Hasil Uji Deskriptif)

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-Laki	86	61.4	61.4	61.4
Valid Perempuan	54	38.6	38.6	100.0
Total	140	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
17 Tahun – 22 Tahun	60	42.9	42.9	42.9
23 Tahun – 28 Tahun	51	36.4	36.4	79.3
Valid 29 Tahun – 34 Tahun	14	10.0	10.0	89.3
35 Tahun – 40 Tahun	15	10.7	10.7	100.0
Total	140	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Mahasiswa	34	24.3	24.3	24.3
Pegawai Negeri	21	15.0	15.0	39.3
Pegawai Swasta	48	34.3	34.3	73.6
Valid Pelajar	20	14.3	14.3	87.9
Wiraswasta	17	12.1	12.1	100.0
Total	140	100.0	100.0	

Kategori_Produk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fore Cofee	50	35.7	35.7	35.7
	Fore Crush On Fruit	17	12.1	12.1	47.9
	Fore Deli	9	6.4	6.4	54.3
	Fore Everyone	3	2.1	2.1	56.4
	Fore Non Coffe	19	13.6	13.6	70.0
	Fore Signature	17	12.1	12.1	82.1
	Refresher	14	10.0	10.0	92.1
	Tea	11	7.9	7.9	100.0
	Total	140	100.0	100.0	

Banyak_Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> 4 Tahun	27	19.3	19.3	19.3
	1-2 Kali	81	57.9	57.9	77.1
	3-4 Kali	32	22.9	22.9	100.0
	Total	140	100.0	100.0	

PM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	2.9	2.9	2.9
	2	6	4.3	4.3	7.1
	3	44	31.4	31.4	38.6
	4	47	33.6	33.6	72.1
	5	39	27.9	27.9	100.0
	Total	140	100.0	100.0	

PM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	13	9.3	9.3	10.7
	3	31	22.1	22.1	32.9
	4	53	37.9	37.9	70.7
	5	41	29.3	29.3	100.0
	Total	140	100.0	100.0	

PM3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	3.6	3.6	3.6
2	16	11.4	11.4	15.0
3	41	29.3	29.3	44.3
4	51	36.4	36.4	80.7
5	27	19.3	19.3	100.0
Total	140	100.0	100.0	

PM4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.7	.7	.7
2	11	7.9	7.9	8.6
3	36	25.7	25.7	34.3
4	59	42.1	42.1	76.4
5	33	23.6	23.6	100.0
Total	140	100.0	100.0	

PM5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.4	1.4	1.4
2	10	7.1	7.1	8.6
3	32	22.9	22.9	31.4
4	54	38.6	38.6	70.0
5	42	30.0	30.0	100.0
Total	140	100.0	100.0	

PM6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.4	1.4	1.4
2	9	6.4	6.4	7.9
3	30	21.4	21.4	29.3
4	47	33.6	33.6	62.9
5	52	37.1	37.1	100.0
Total	140	100.0	100.0	

PK1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	3.6	3.6	3.6
2	10	7.1	7.1	10.7
3	30	21.4	21.4	32.1
4	50	35.7	35.7	67.9
5	45	32.1	32.1	100.0
Total	140	100.0	100.0	

PK2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.9	2.9	2.9
2	12	8.6	8.6	11.4
3	35	25.0	25.0	36.4
4	44	31.4	31.4	67.9
5	45	32.1	32.1	100.0
Total	140	100.0	100.0	

PK3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	4.3	4.3	4.3
2	13	9.3	9.3	13.6
3	41	29.3	29.3	42.9
4	45	32.1	32.1	75.0
5	35	25.0	25.0	100.0
Total	140	100.0	100.0	

PK4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.9	2.9	2.9
2	9	6.4	6.4	9.3
3	37	26.4	26.4	35.7
4	40	28.6	28.6	64.3
5	50	35.7	35.7	100.0
Total	140	100.0	100.0	

MU1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	11	7.9	7.9	7.9
2	7	5.0	5.0	12.9
3	40	28.6	28.6	41.4
4	37	26.4	26.4	67.9
5	45	32.1	32.1	100.0
Total	140	100.0	100.0	

MU2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	3.6	3.6	3.6
2	10	7.1	7.1	10.7
3	38	27.1	27.1	37.9
4	54	38.6	38.6	76.4
5	33	23.6	23.6	100.0
Total	140	100.0	100.0	

MU3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	7	5.0	5.0	5.0
2	7	5.0	5.0	10.0
Valid 3	25	17.9	17.9	27.9
4	54	38.6	38.6	66.4
5	47	33.6	33.6	100.0
Total	140	100.0	100.0	

MU4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	11	7.9	7.9	7.9
2	10	7.1	7.1	15.0
Valid 3	39	27.9	27.9	42.9
4	35	25.0	25.0	67.9
5	45	32.1	32.1	100.0
Total	140	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

		Correlations						
		PM1	PM2	PM3	PM4	PM5	PM6	Persepsi_Manfaat
PM1	Pearson Correlation	1	.740**	.798**	.605**	.435*	.696**	.895**
	Sig. (2-tailed)		.000	.000	.000	.016	.000	.000
	N	30	30	30	30	30	30	30
PM2	Pearson Correlation	.740**	1	.544**	.604**	.630**	.367*	.816**
	Sig. (2-tailed)	.000		.002	.000	.000	.046	.000
	N	30	30	30	30	30	30	30
PM3	Pearson Correlation	.798**	.544**	1	.446*	.460*	.899**	.858**
	Sig. (2-tailed)	.000	.002		.013	.010	.000	.000
	N	30	30	30	30	30	30	30
PM4	Pearson Correlation	.605**	.604**	.446*	1	.738**	.392*	.773**
	Sig. (2-tailed)	.000	.000	.013		.000	.032	.000
	N	30	30	30	30	30	30	30
PM5	Pearson Correlation	.435*	.630**	.460*	.738**	1	.355	.735**
	Sig. (2-tailed)	.016	.000	.010	.000		.054	.000
	N	30	30	30	30	30	30	30
PM6	Pearson Correlation	.696**	.367*	.899**	.392*	.355	1	.760**
	Sig. (2-tailed)	.000	.046	.000	.032	.054		.000
	N	30	30	30	30	30	30	30
Persepsi_Manfaat	Pearson Correlation	.895**	.816**	.858**	.773**	.735**	.760**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

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

Correlations

		PK1	PK2	PK3	PK4	Persepsi_Kemudahan
PK1	Pearson Correlation	1	.733**	.514**	.776**	.876**
	Sig. (2-tailed)		.000	.004	.000	.000
	N	30	30	30	30	30
PK2	Pearson Correlation	.733**	1	.668**	.746**	.907**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
PK3	Pearson Correlation	.514**	.668**	1	.602**	.795**
	Sig. (2-tailed)	.004	.000		.000	.000
	N	30	30	30	30	30
PK4	Pearson Correlation	.776**	.746**	.602**	1	.898**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Persepsi_Kemudahan	Pearson Correlation	.876**	.907**	.795**	.898**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

Correlations

		MU1	MU2	MU3	MU4	Minat_Beli_Ulang
MU1	Pearson Correlation	1	.670**	.725**	.886**	.886**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
MU2	Pearson Correlation	.670**	1	.797**	.821**	.894**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
MU3	Pearson Correlation	.725**	.797**	1	.898**	.929**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
MU4	Pearson Correlation	.886**	.821**	.898**	1	.978**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Minat_Beli_Ulang	Pearson Correlation	.886**	.894**	.929**	.978**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

Lampiran V (Hasil Uji Reliabilitas)

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.893	6

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.892	4

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.941	4

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Persepsi_Manfaat	Persepsi_Kemudahan	Minat_Beli_Ulang
N		140	140	140
Normal Parameters ^{a,b}	Mean	22.87	15.19	14.99
	Std. Deviation	3.827	3.424	4.052
Most Extreme Differences	Absolute	.098	.099	.114
	Positive	.077	.080	.108
	Negative	-.098	-.099	-.114
Kolmogorov-Smirnov Z		1.161	1.177	1.354
Asymp. Sig. (2-tailed)		.135	.125	.051

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			739.515	17	43.501	3.441	.000
Minat_Beli_Ulang *	Between Groups	Linearity	582.291	1	582.291	46.056	.000
		Deviation from Linearity	157.225	16	9.827	.777	.708
Persepsi_Manfaat			1542.456	122	12.643		
Total			2281.971	139			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			496.646	11	45.150	3.237	.001
Minat_Beli_Ulang *	Between Groups	Linearity	296.701	1	296.701	21.272	.000
		Deviation from Linearity	199.945	10	19.995	1.434	.173
Persepsi_Kemudahan			1785.325	128	13.948		
Total			2281.971	139			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.347	1.923		.180	.857		
1 Persepsi_Manfaat	.461	.079	.436	5.812	.000	.907	1.103
Persepsi_Kemudahan	.269	.089	.227	3.035	.003	.907	1.103

a. Dependent Variable: Minat_Beli_Ulang

Lampiran IX (Hasil Uji Analisis Regresi Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Persepsi_Kemudahan, Persepsi_Manfaat ^b	.	Enter

a. Dependent Variable: Minat_Beli_Ulang

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.550 ^a	.302	.292	3.410

a. Predictors: (Constant), Persepsi_Kemudahan, Persepsi_Manfaat

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.347	1.923		.180	.857
	Persepsi_Manfaat	.461	.079	.436	5.812	.000
	Persepsi_Kemudahan	.269	.089	.227	3.035	.003

a. Dependent Variable: Minat_Beli_Ulang

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	689.364	2	344.682	29.650	.000 ^b
	Residual	1592.607	137	11.625		
	Total	2281.971	139			

a. Dependent Variable: Minat_Beli_Ulang

b. Predictors: (Constant), Persepsi_Kemudahan, Persepsi_Manfaat