

LAMPIRAN

LAMPIRAN 1

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 Ekonomi di IIB Darmajaya Program Studi Manajemen, Saya :

Nama : Fakhrul Muhammad Shidieq

NPM : 1612110201

Sedang melakukan penelitian yang berjudul **PENGARUH *ONLINE CUSTOMER REVIEW* DAN *ONLINE CUSTOMER RATING* TERHADAP KEPERCAYAAN KONSUMEN MILENIAL KOTA BANDAR LAMPUNG PADA APLIKASI SHOPEE** Oleh karena itu saya mohon kesediaan bapak/ibu, saudara/i untuk mengisi kuesioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpulkan saya jaga kerahasiaannya dan di gunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu, saudara/i saya ucapkan terimakasih.

FORMAT KUESIONER

a. Identitas Responden

Mohon memberi tanda (x) pada jawaban berikut ini:

1. Nama Lengkap :

2. Jenis kelamin :

Pria Wanita

3. Usia :

4. Pekerjaan

- PNS
- Pegawai Swasta
- Wiraswasta
- Pelajar / Mahasiswa

b. Informasi Umum

1. Apakah anda mengenal Aplikasi Shoppe?

Ya Tidak

2. Sudah berapa kali anda melakukan transaksi pembelian melalui Aplikasi Shoppe?

- 1 kali
- 2 kali
- 3 kali
- lebih dari 3 kali

c. Berilah tanda (x) pada skala 1-5 dengan pilihan jawaban yang ada anggap paling sesuai :

1. Sangat Tidak Setuju (STS)
2. Tidak Setuju (TS)
3. Kurang Setuju (KS)
4. Setuju (S)
5. Sangat Setuju (SS)

Tabel kuesioner berisi indikator-indikator Online Customer Review dan Online Customer Rating terhadap Kepercayaan Konsumen

1. Online Customer Review

- Perceived Usefulness (Manfaat yang dirasakan)

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Review pada aplikasi shoppe membuat lebih mudah untuk berbelanja online					
2	Review pada aplikasi shoppe membantu menentukan pilihan pembelian					
3	Review pada aplikasi Shopee memberikan informasi mengenai kelebihan dan kekurangan produk yang diulas					

Sumber : (Luo, et al.,2015)

- Source credibility (Kredibilitas sumber)

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Saya percaya kepada review yang diberikan konsumen Shoppe					
2	Saya akan membeli secara online melalui aplikasi shoppe setelah saya melihat review yang diberikan konsumen sebelumnya					
3	Saya percaya review yang diberikan konsumen aplikasi shoppe jujur					

Sumber : (Elwanda dan Lu, 2014)

- Argument quality (kualitas argumen)

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Saya merasa Review konsumen pada aplikasi shoppe sesuai dengan realita					
2	Saya merasa Review dari konsumen pada aplikasi shoppe tidak dibuat buat					
3	Saya merasa Review dari konsumen pada aplikasi shoppe relevan					

Sumber : Cheung, Lee, dan Rabjohn (2008)

- Valance (valensi)

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Review di aplikasi Shopee memberikan informasi yang benar					
2	Review produk pada aplikasi shoppe banyak yang bernada negatif					
3	Review produk pada aplikasi shoppe banyak yang bernada positif					

Sumber : Cheung, Lee, dan Rabjohn (2008)

2. Online Customer Rating

- Kredibel

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Saya percaya kepada fitur rating yang disediakan oleh aplikasi Shopee					
2	Saya percaya kepada rating yang diberikan konsumen aplikasi Shoppe					
3	Saya percaya rating yang diberikan konsumen aplikasi Shoppe jujur					

Sumber : Flanagin dan Metzger (2007)

- Keahlian

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Rating dari konsumen aplikasi shoppe berguna bagi konsumen lain					
2	Rating pada aplikasi shoppe membantu menentukan pilihan pembelian					
3	Rating pada aplikasi Shopee memberikan informasi mengenai kelebihan dan kekurangan produk					

Sumber : Flanagin dan Metzger (2007)

- Menyenangkan

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Saya merasa tertarik terhadap aplikasi shoppe dengan adanya rating costumer					
2	Rating dari konsumen aplikasi shoppe memudahkan dalam memilih produk					
3	Saya merasa senang mendapat informasi rating dari konsumen aplikasi shoppe					

Sumber : Flanagin dan Metzger (2007)

3. Kepercayaan Konsumen

- Kompetensi

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Saya yakin shoppe merupakan perusahaan yang kompeten					
2	Saya merasa pelayanan aplikasi shoppe terhadap konsumen merupakan hal yang terbaik bagi perusahaan					
3	Saya merasa aplikasi shoppe merupakan perusahaan yang ahli dibidangnya					

Sumber : Gefen (dalam Yee dan faziharudean,2010)

- Benevolence (Kebaikan)

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Saya percaya pihak penjual pada aplikasi shoppe memenuhi permintaan konsumen sesuai yang diharapkan					
2	Saya percaya aplikasi shoppe memiliki reputasi yang baik					
3	Saya percaya aplikasi shoppe tidak merugikan konsumennya ketika membeli produk dari mereka					

Sumber : Gefen (dalam Yee dan faziharudean,2010)

- Integrity (Kejujuran)

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1	Saya percaya aplikasi shoppe memberikan keamanan dalam bertransaksi					
2	Saya percaya aplikasi shoppe memenuhi tanggung jawab kepada pelanggan					
3	Saya percaya aplikasi shoppe akan mengirimkan produk dalam waktu yang telah dijanjikan					

Sumber : Gefen (dalam Yee dan faziharudean,2010)

	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.450*	.581**	.480*	.641**	.436*	.783**	1	.788**	.775**	.577**	.213	.327	.818**
	Sig. (2-tailed)	.013	.001	.007	.000	.016	.000		.000	.000	.001	.259	.078	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	.358	.528**	.337	.738**	.345	.704**	.788**	1	.759**	.633**	.453*	.552**	.857**
	Sig. (2-tailed)	.052	.003	.069	.000	.062	.000	.000		.000	.000	.012	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson Correlation	.479*	.471**	.441*	.718**	.342	.700**	.775**	.759**	1	.774**	.376*	.314	.846**
	Sig. (2-tailed)	.007	.009	.015	.000	.064	.000	.000	.000		.000	.040	.092	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.10	Pearson Correlation	.361	.430*	.346	.692**	.142	.653**	.577**	.633**	.774**	1	.549**	.504**	.804**
	Sig. (2-tailed)	.050	.018	.061	.000	.453	.000	.001	.000	.000		.002	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.11	Pearson Correlation	.111	.227	.089	.403*	.088	.298	.213	.453*	.376*	.549**	1	.664**	.581**
	Sig. (2-tailed)	.559	.228	.641	.027	.646	.110	.259	.012	.040	.002		.000	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.12	Pearson Correlation	.082	.390*	.262	.458*	.323	.513**	.327	.552**	.314	.504**	.664**	1	.656**
	Sig. (2-tailed)	.667	.033	.162	.011	.082	.004	.078	.002	.092	.005	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1	Pearson Correlation	.564*	.664**	.569*	.838**	.495*	.793**	.818**	.857**	.846**	.804**	.581**	.656**	1
	Sig. (2-tailed)	.001	.000	.001	.000	.005	.000	.000	.000	.000	.000	.001	.000	
	N	30	30	30	30	30	30	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).

Reliability

Scale: ALL VARIABLES

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
.903	12

LAMPIRAN 4

Uji Validitas dan Realibilitas X2 Correlations

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2
X2.1	Pearson Correlation	1	.642**	.385*	.303	.397*	.307	.301	.301	.149	.590**
	Sig. (2-tailed)		.000	.036	.104	.030	.099	.106	.106	.431	.001
	N	30	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.642**	1	.757**	.433*	.577**	.521**	.299	.705**	.274	.820**
	Sig. (2-tailed)	.000		.000	.017	.001	.003	.109	.000	.143	.000
	N	30	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.385*	.757**	1	.459*	.471**	.249	.335	.692**	.432*	.742**
	Sig. (2-tailed)	.036	.000		.011	.009	.185	.070	.000	.017	.000
	N	30	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.303	.433*	.459*	1	.749**	.289	.632**	.545**	.676**	.756**
	Sig. (2-tailed)	.104	.017	.011		.000	.122	.000	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.397*	.577**	.471**	.749**	1	.399*	.538**	.671**	.356	.784**
	Sig. (2-tailed)	.030	.001	.009	.000		.029	.002	.000	.053	.000
	N	30	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.307	.521**	.249	.289	.399*	1	.541**	.398*	.494**	.649**
	Sig. (2-tailed)	.099	.003	.185	.122	.029		.002	.029	.006	.000
	N	30	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.301	.299	.335	.632**	.538**	.541**	1	.428*	.800**	.717**
	Sig. (2-tailed)	.106	.109	.070	.000	.002	.002		.018	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.301	.705**	.692**	.545**	.671**	.398*	.428*	1	.483**	.805**

	Sig. (2-tailed)	.106	.000	.000	.002	.000	.029	.018		.007	.000
	N	30	30	30	30	30	30	30	30	30	30
X2.9	Pearson Correlation	.149	.274	.432*	.676**	.356	.494**	.800**	.483**	1	.685**
	Sig. (2-tailed)	.431	.143	.017	.000	.053	.006	.000	.007		.000
	N	30	30	30	30	30	30	30	30	30	30
X2	Pearson Correlation	.590**	.820**	.742**	.756**	.784**	.649**	.717**	.805**	.685**	1
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	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).

Reliability

Scale: ALL VARIABLES

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
.887	9

LAMPIRAN 5

Uji Validitas dan Realibilitas Y Correlations

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y
Y.1	Pearson Correlation	1	.633**	.685**	.653**	.593**	.653**	.341	.589**	.384*	.774**
	Sig. (2-tailed)		.000	.000	.000	.001	.000	.065	.001	.036	.000
	N	30	30	30	30	30	30	30	30	30	30
Y.2	Pearson Correlation	.633**	1	.824**	.690**	.364*	.696**	.286	.512**	.388*	.776**
	Sig. (2-tailed)	.000		.000	.000	.048	.000	.125	.004	.034	.000
	N	30	30	30	30	30	30	30	30	30	30
Y.3	Pearson Correlation	.685**	.824**	1	.715**	.582**	.719**	.385*	.565**	.560**	.861**
	Sig. (2-tailed)	.000	.000		.000	.001	.000	.036	.001	.001	.000
	N	30	30	30	30	30	30	30	30	30	30
Y.4	Pearson Correlation	.653**	.690**	.715**	1	.668**	.822**	.404*	.562**	.661**	.895**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.027	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.593**	.364*	.582**	.668**	1	.582**	.467**	.358	.570**	.730**
	Sig. (2-tailed)	.001	.048	.001	.000		.001	.009	.052	.001	.000
	N	30	30	30	30	30	30	30	30	30	30
Y.6	Pearson Correlation	.653**	.696**	.719**	.822**	.582**	1	.531**	.763**	.562**	.909**
	Sig. (2-tailed)	.000	.000	.000	.000	.001		.003	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30
Y.7	Pearson Correlation	.341	.286	.385*	.404*	.467**	.531**	1	.373*	.500**	.603**
	Sig. (2-tailed)	.065	.125	.036	.027	.009	.003		.043	.005	.000
	N	30	30	30	30	30	30	30	30	30	30
Y.8	Pearson Correlation	.589**	.512**	.565**	.562**	.358	.763**	.373*	1	.339	.715**
	Sig. (2-tailed)	.001	.004	.001	.001	.052	.000	.043		.067	.000

	N	30	30	30	30	30	30	30	30	30	30
Y.9	Pearson Correlation	.384*	.388*	.560**	.661**	.570**	.562**	.500**	.339	1	.728**
	Sig. (2-tailed)	.036	.034	.001	.000	.001	.001	.005	.067		.000
	N	30	30	30	30	30	30	30	30	30	30
Y	Pearson Correlation	.774**	.776**	.861**	.895**	.730**	.909**	.603**	.715**	.728**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	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).

Scale: ALL VARIABLES

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
.917	9

Lampiran 6

Uji Normalitas

Online Review (X1)

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
review	100	100.0%	0	.0%	100	100.0%

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
review	.065	100	.200*	.974	100	.043

a. Lilliefors Significance Correction

*. This is a lower bound of the true significance.

Online Rating (X2)

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Rating	100	100.0%	0	.0%	100	100.0%

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Rating	.128	100	0,062	.922	100	.000

a. Lilliefors Significance Correction

Kepercayaan_Konsumen (Y)

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Kepercayaan_Konsumen	100	100.0%	0	.0%	100	100.0%

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Kepercayaan_Konsumen	.118	100	.008	.937	100	.000

a. Lilliefors Significance Correction

Lampiran 7

Uji Multikolinieritas

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	X2, X1 ^a	.	Enter

- a. All requested variables entered.
b. Dependent Variable: Y

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.318	3.144
	X2	.318	3.144

- a. Dependent Variable: Y

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	X1	X2
1	1	2.984	1.000	.00	.00	.00
	– 2	.012	15.693	.96	.13	.05
	3	.003	29.658	.03	.87	.95

- a. Dependent Variable: Y

Lampiran 8

Uji Linearitas

MEANS TABLES=Y BY X1 X2
/CELLS MEAN COUNT STDDEV
/STATISTICS LINEARITY.

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Y * X1	100	100.0%	0	.0%	100	100.0%
Y * X2	100	100.0%	0	.0%	100	100.0%

Y * X1

Report

Y			
X1	Mean	N	Std. Deviation
2.58	3.0000	1	.
2.67	4.0000	1	.
2.92	3.3350	2	.78489
3.00	3.0000	3	.00000
3.08	3.2250	2	.47376
3.17	3.6700	1	.
3.25	3.6100	4	.44952
3.33	3.9267	3	.74144
3.42	4.8900	1	.
3.50	3.5780	5	.52223
3.58	3.7800	2	.15556
3.67	4.1100	1	.
3.75	3.9100	5	.28879
3.83	4.0314	7	.08315
3.92	3.9043	7	.22729
4.00	4.1722	9	.28852
4.08	4.3325	4	.47141
4.17	4.0275	4	.50315
4.25	4.1867	3	.84435
4.33	4.3900	4	.33556
4.42	4.4660	5	.38109
4.50	4.7033	3	.51384
4.58	4.6975	4	.10532
4.67	4.7417	6	.38907
4.75	4.7800	5	.20579
5.00	5.0000	8	.00000
Total	4.1725	100	.60553

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X1	Between Groups	(Combined)	26.030	25	1.041	7.502	.000
		Linearity	21.971	1	21.971	158.299	.000
		Deviation from Linearity	4.059	24	.169	1.219	.255
	Within Groups		10.271	74	.139		
	Total		36.300	99			

Measures of Association

	R	R Squared	Eta	Eta Squared
Y * X1	.778	.605	.847	.717

Y * X2

Report

Y			
X2	Mean	N	Std. Deviation
3.00	3.1813	8	.24637
3.11	2.8900	1	.
3.22	4.0000	1	.
3.33	3.3300	1	.
3.44	3.8900	1	.
3.56	2.7800	1	.
3.67	3.6125	4	.32160
3.78	4.7800	1	.
3.89	4.0733	3	.12702
4.00	3.9871	17	.33981
4.11	3.8440	5	.32936
4.22	4.0300	7	.50090
4.33	4.0825	8	.32561
4.44	4.2225	4	.47063
4.56	4.4457	7	.37527
4.67	4.5886	7	.31318
4.78	4.6357	7	.35066
4.89	4.6700	1	.
5.00	4.8963	16	.26402
Total	4.1725	100	.60553

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined)	27.123	18	1.507	13.299	.000
		Linearity	23.792	1	23.792	209.983	.000
		Deviation from Linearity	3.331	17	.196	1.729	.054
	Within Groups		9.178	81	.113		
	Total		36.300	99			

Measures of Association

	R	R Squared	Eta	Eta Squared
Y * X2	.810	.655	.864	.747

Lampiran 9

Analisis Regresi Berganda

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Y	4.1725	.60553	100
X1	4.0192	.59387	100
X2	4.2424	.58114	100

Correlations

		Y	X1	X2
Pearson Correlation	Y	1.000	.778	.810
	X1	.778	1.000	.826
	X2	.810	.826	1.000
Sig. (1-tailed)	Y	.	.000	.000
	X1	.000	.	.000
	X2	.000	.000	.
N	Y	100	100	100
	X1	100	100	100
	X2	100	100	100

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833 ^a	.693	.687	.33892

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	25.159	2	12.579	109.514	.000 ^a
	Residual	11.142	97	.115		
	Total	36.300	99			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.440	.255		1.725	.088
	X1	.351	.102	.344	3.449	.001
	X2	.548	.104	.525	5.268	.000

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.440	.255		1.725	.088
	X1	.351	.102	.344	3.449	.001
	X2	.548	.104	.525	5.268	.000

a. Dependent Variable: Y