

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 : Dita Marthatia

NPM : 1812110318

Sedang melakukan penelitian yang berjudul **“PENGARUH E-SERVICE QUALITY DAN CITRA MEREK TERHADAP KEPUASAN KONSUMEN PADA BUKALAPAK”** 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, Februari 2022

Peneliti

Dita Marthatia

NPM.1812110318

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)
SS (Cukup Setuju)
TS (Tidak Setuju)
STS (Sangat Tidak Setuju)

IDENTITAS RESPONDEN

1. Nama :(Dapat dikosongkan)

2. Jenis Kelamin : Laki-laki
 Perempuan

3. Usia :

<input type="checkbox"/> a. 17 Tahun – 22 Tahun	<input type="checkbox"/> c. 29 Tahun – 34 Tahun
<input type="checkbox"/> b. 23 Tahun – 28 Tahun	<input type="checkbox"/> d. 35 Tahun – 40 Tahun

4. Pekerjaan :

<input type="checkbox"/> a. Pelajar	<input type="checkbox"/> c. Pegawai Negeri
<input type="checkbox"/> b. Mahasiswa	<input type="checkbox"/> d. Pegawai Swasta
<input type="checkbox"/> c. Wiraswasta	

DAFTAR PERNYATAAN

<i>E-Service Quality</i>						
No	Pernyataan	STS	TS	CS	S	SS
<i>Efficiency</i>						
1	Pilihan metode pembayaran pada aplikasi/situs Bukalapak memudahkan untuk bertransaksi					
2	Informasi produk pada aplikasi/situs Bukalapak mudah didapatkan					
<i>Fulfillment</i>						
3	Aplikasi/situs Bukalapak mengirim pesan sesuai dengan yang dipesan					
4	Aplikasi/situs Bukalapak mengirim pesan secara cepat					
<i>System Availability</i>						
5	Aplikasi/situs Bukalapak beroperasi dengan baik					
6	Aplikasi/situs Bukalapak tidak mudah hang saat dibuka					
<i>Privacy</i>						
7	Aplikasi/situs Bukalapak tidak membagikan informasi pribadi saya dengan situs online lainnya					
8	Aplikasi/situs Bukalapak melindungi seluruh data transaksi					

<i>Citra Merek</i>						
No	Pernyataan	STS	TS	CS	S	SS
<i>Strength</i>						
1	Kategori produk yang dijual di Bukalapak sangat lengkap					
2	Produk yang dijual di Bukalapak memiliki kualitas yang sangat baik					
<i>Uniqueness</i>						
3	Bukalapak memiliki fitur yang lengkap dibandingkan marketplace lainnya					
4	Tagline yang dimiliki Bukalapak sangat menarik					
<i>Favourable</i>						
5	Logo Bukalapak mudah diingat					
6	Bukalapak Marketplace terpopuler					

<i>Kepuasan Konsumen</i>						
No	Pernyataan	STS	TS	CS	S	SS
<i>Kesesuaian Harapan</i>						
1	Bukalapak mengangani keluhan konsumen dengan baik					
2	Pengiriman produk pada Bukalapak selalu tepat waktu					
<i>Minat Membeli kembali</i>						
3	Berminat berbelanja Bukalapak secara berulang kali					
4	Berminat berbelanja berbagai macam produk di Bukalapak					
<i>Kesediaan Merekomendasikan</i>						
5	Bersedia merekomendasikan Bukalapak kepada orang lain untuk berbelanja					
6	Selalu berbicara hal positif mengenai Bukalpak kepada orang lain					

Lampiran II (Hasil Jawaban Responden)

No	E 1	E 2	E 3	E 4	E 5	E 6	E 7	E 8	E	C 1	C 2	C 3	C 4	C 5	C 6	C	K 1	K 2	K 3	K 4	K 5	K 6	K
1	1	1	1	1	1	1	1	1	8	1	1	1	1	1	1	6	1	1	1	1	1	1	6
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Lampiran III (Hasil Uji Frekuensi)

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	45	45.0	45.0
	Perempuan	55	55.0	100.0
	Total	100	100.0	100.0

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 Tahun – 22 Tahun	30	30.0	30.0
	23 Tahun – 28 Tahun	35	35.0	65.0
	29 Tahun – 34 Tahun	21	21.0	86.0
	35 Tahun – 40 Tahun	14	14.0	100.0
	Total	100	100.0	100.0

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa	24	24.0	24.0
	Pegawai Negeri	13	13.0	37.0
	Pegawai Swasta	31	31.0	68.0
	Pelajar	15	15.0	83.0
	Wiraswasta	17	17.0	100.0
	Total	100	100.0	100.0

E1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0
	2	18	18.0	20.0
	3	38	38.0	58.0
	4	31	31.0	89.0
	5	11	11.0	100.0
	Total	100	100.0	100.0

E2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	6.0	6.0
	2	32	32.0	38.0
	3	38	38.0	76.0
	4	14	14.0	90.0
	5	10	10.0	100.0
	Total	100	100.0	100.0

E3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	7	7.0	7.0	7.0
2	15	15.0	15.0	22.0
3	39	39.0	39.0	61.0
4	31	31.0	31.0	92.0
5	8	8.0	8.0	100.0
Total	100	100.0	100.0	

E4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	24	24.0	24.0	28.0
3	39	39.0	39.0	67.0
4	22	22.0	22.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

E5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
3	31	31.0	31.0	39.0
4	36	36.0	36.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

E6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	9	9.0	9.0	13.0
3	30	30.0	30.0	43.0
4	31	31.0	31.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

E7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	7	7.0	7.0	9.0
3	23	23.0	23.0	32.0
4	39	39.0	39.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

E8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	6.0	6.0	6.0
2	14	14.0	14.0	20.0
3	30	30.0	30.0	50.0
4	40	40.0	40.0	90.0
5	10	10.0	10.0	100.0
Total	100	100.0	100.0	

C1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
3	26	26.0	26.0	34.0
4	38	38.0	38.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

C2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	2	2.0	2.0	4.0
3	9	9.0	9.0	13.0
4	44	44.0	44.0	57.0
5	43	43.0	43.0	100.0
Total	100	100.0	100.0	

C3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	7	7.0	7.0	10.0
3	34	34.0	34.0	44.0
4	34	34.0	34.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

C4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	5	5.0	5.0	9.0
3	32	32.0	32.0	41.0
4	34	34.0	34.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

C5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	6	6.0	6.0	10.0
3	28	28.0	28.0	38.0
4	37	37.0	37.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

C6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	7	7.0	7.0	7.0
2	14	14.0	14.0	21.0
3	31	31.0	31.0	52.0
4	36	36.0	36.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

K1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
3	11	11.0	11.0	14.0
4	42	42.0	42.0	56.0
5	44	44.0	44.0	100.0
Total	100	100.0	100.0	

K2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	1	1.0	1.0	4.0
3	13	13.0	13.0	17.0
4	47	47.0	47.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

K3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	5.0	5.0	5.0
2	6	6.0	6.0	11.0
3	29	29.0	29.0	40.0
4	32	32.0	32.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

K4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	1	1.0	1.0	4.0
3	30	30.0	30.0	34.0
4	44	44.0	44.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

K5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	1	1.0	1.0	4.0
3	18	18.0	18.0	22.0
4	46	46.0	46.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

K6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	5.0	5.0	5.0
2	7	7.0	7.0	12.0
3	29	29.0	29.0	41.0
4	31	31.0	31.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

		Correlations								
		E1	E2	E3	E4	E5	E6	E7	E8	E-Service Quality
E1	Pearson Correlation	1	.783**	.916**	.733**	.405*	.373	.424	.790**	.840**
	Sig. (2-tailed)		.000	.000	.000	.026	.043	.019	.000	.000
	N	30	30	30	30	30	30	30	30	30
E2	Pearson Correlation	.783**	1	.752**	.840**	.338	.248	.305	.590**	.762**
	Sig. (2-tailed)	.000		.000	.000	.068	.187	.101	.001	.000
	N	30	30	30	30	30	30	30	30	30
E3	Pearson Correlation	.916**	.752**	1	.772**	.563**	.514**	.604**	.854**	.922**
	Sig. (2-tailed)	.000	.000		.000	.001	.004	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
E4	Pearson Correlation	.733**	.840**	.772**	1	.634**	.463**	.496**	.589**	.861**
	Sig. (2-tailed)	.000	.000	.000		.000	.010	.005	.001	.000
	N	30	30	30	30	30	30	30	30	30
E5	Pearson Correlation	.405*	.338	.563**	.634**	1	.760**	.734**	.557**	.764**
	Sig. (2-tailed)	.026	.068	.001	.000		.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30
E6	Pearson Correlation	.373	.248	.514**	.463**	.760**	1	.765**	.537**	.716**
	Sig. (2-tailed)	.043	.187	.004	.010	.000		.000	.002	.000
	N	30	30	30	30	30	30	30	30	30
E7	Pearson Correlation	.424	.305	.604**	.496**	.734**	.765**	1	.630**	.758**
	Sig. (2-tailed)	.019	.101	.000	.005	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
E8	Pearson Correlation	.790**	.590**	.854**	.589**	.557**	.537**	.630**	1	.851**
	Sig. (2-tailed)	.000	.001	.000	.001	.001	.002	.000		.000
	N	30	30	30	30	30	30	30	30	30
E-Service Quality	Pearson Correlation	.840**	.762**	.922**	.861**	.764**	.716**	.758**	.851**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

Correlations

		C1	C2	C3	C4	C5	C6	Citra Merek
C1	Pearson Correlation	1	.835**	.609**	.644**	.672**	.615**	.845**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
C2	Pearson Correlation	.835**	1	.469**	.579**	.589**	.646**	.796**
	Sig. (2-tailed)	.000		.009	.001	.001	.000	.000
	N	30	30	30	30	30	30	30
C3	Pearson Correlation	.609**	.469**	1	.754**	.817**	.584**	.831**
	Sig. (2-tailed)	.000	.009		.000	.000	.001	.000
	N	30	30	30	30	30	30	30
C4	Pearson Correlation	.644**	.579**	.754**	1	.806**	.834**	.906**
	Sig. (2-tailed)	.000	.001	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
C5	Pearson Correlation	.672**	.589**	.817**	.806**	1	.661**	.893**
	Sig. (2-tailed)	.000	.001	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
C6	Pearson Correlation	.615**	.646**	.584**	.834**	.661**	1	.849**
	Sig. (2-tailed)	.000	.000	.001	.000	.000		.000
	N	30	30	30	30	30	30	30
Citra Merek	Pearson Correlation	.845**	.796**	.831**	.906**	.893**	.849**	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).

Correlations

		K1	K2	K3	K4	K5	K6	Kepuasan Konsumen
K1	Pearson Correlation	1	.896**	.847**	.863**	.869**	.847**	.926**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
K2	Pearson Correlation	.896**	1	.902**	.895**	.896**	.902**	.956**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
K3	Pearson Correlation	.847**	.902**	1	.905**	.921**	1.000**	.973**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30
K4	Pearson Correlation	.863**	.895**	.905**	1	.889**	.905**	.951**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
K5	Pearson Correlation	.869**	.896**	.921**	.889**	1	.921**	.957**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
K6	Pearson Correlation	.847**	.902**	1.000**	.905**	.921**	1	.973**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30
Kepuasan Konsumen	Pearson Correlation	.926**	.956**	.973**	.951**	.957**	.973**	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).

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
.922	8

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
.925	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
.981	6

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		E-Service Quality	Citra Merek	Kepuasan Konsumen
N		100	100	100
Normal Parameters ^{a,b}	Mean	27.13	22.49	23.62
	Std. Deviation	5.626	4.218	4.853
Most Extreme Differences	Absolute	.100	.122	.119
	Positive	.100	.072	.094
	Negative	-.081	-.122	-.119
Kolmogorov-Smirnov Z		.998	1.219	1.193
Asymp. Sig. (2-tailed)		.272	.102	.116

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Konsumen * E-Service Quality	Between Groups	(Combined)	1262.604	23	54.896	3.903	.000
		Linearity	752.914	1	752.914	53.530	.000
		Deviation from Linearity	509.691	22	23.168	1.647	.058
	Within Groups	1068.956	76	14.065			
	Total	2331.560	99				

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Konsumen * Citra Merek	Between Groups	(Combined)	1394.015	17	82.001	7.172	.000
		Linearity	1137.985	1	1137.985	99.531	.000
		Deviation from Linearity	256.030	16	16.002	1.400	.163
	Within Groups	937.545	82	11.433			
	Total	2331.560	99				

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.977	1.970		2.019	.046	
	E-Service Quality	.186	.078	.216	2.390	.019	.610
	Citra Merek	.648	.104	.564	6.233	.000	.610

a. Dependent Variable: Kepuasan Konsumen

Lampiran IX (Hasil Uji Regresi Berganda)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719 ^a	.517	.507	3.409

a. Predictors: (Constant), Citra Merek, E-Service Quality

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.977	1.970		2.019	.046
	E-Service Quality	.186	.078	.216	2.390	.019
	Citra Merek	.648	.104	.564	6.233	.000

a. Dependent Variable: Kepuasan Konsumen

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1204.387	2	602.194	51.822	.000 ^b
	Residual	1127.173	97	11.620		
	Total	2331.560	99			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Citra Merek, E-Service Quality