

## LAMPIRAN

### LAMPIRAN 1

### KUESIONER

Kepada responden yang terhormat, saya Martha Asta Dewantie mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Unika Soegijapranata Semarang. Saat ini saya sedang melakukan penelitian mengenai “ Pengaruh E-Service Quality Terhadap E- Loyalty dengan E- Satisfaction sebagai Variabel Pemediasi Pada Shopee”. Pada kesempatan ini saya memohon kerjasama dari saudara/i untuk berpartisipasi dalam penelitian ini dengan mengisi kuesioner apabila responden memenuhi tiga kriteria sebagai berikut :

1. Pernah melakukan pembelian online melalui aplikasi Shopee minimal sekali dalam jangka waktu satu tahun ke belakang
2. Bertempat tinggal di Semarang atau sedang menetap di Semarang dalam jangka waktu minimal 1 tahun ke belakang
3. Rentang usia 15 – 34 tahun

Penelitian ini digunakan untuk kepentingan akademik, identitas responden akan dirahasiakan. Atas waktu dan perhatiannya, saya ucapkan terimakasih.

E-mail peneliti : [stefanimartha1@gmail.com](mailto:stefanimartha1@gmail.com) (bila ada yang ingin ditanyakan dalam mengisi kuesioner ini)

#### Identitas Responden

Petunjuk pengisian : Jawablah pertanyaan tersebut dengan memberi **tanda silang (x)** pada pilihan yang disediakan

Nama :

Usia :

- a. 15 – 18 tahun

- b. 19 – 22 tahun
- c. 23 – 26 tahun
- d. 27 – 30 tahun
- e. 31 – 34 tahun

Jenis Kelamin

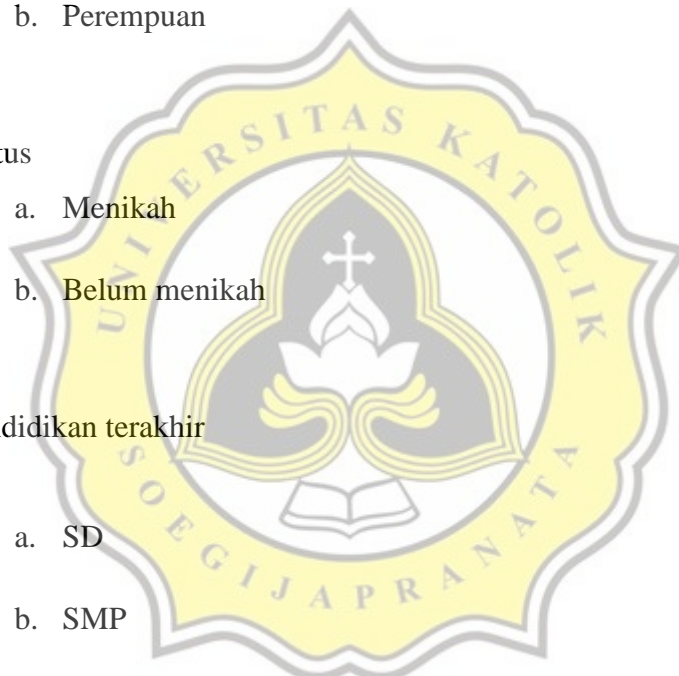
- a. Laki laki
- b. Perempuan

Status

- a. Menikah
- b. Belum menikah

Pendidikan terakhir

- a. SD
- b. SMP
- c. SMA
- d. S1
- e. S2
- f. S3



Pekerjaan

- |                    |                     |
|--------------------|---------------------|
| a. Pelajar         | f. Ibu Rumah Tangga |
| b. Mahasiswa/i     | g. TNI/ Polri       |
| c. Karyawan swasta | h. Tidak Bekerja    |
| d. PNS             | i. Lain lain        |
| e. Wiraswasta      |                     |

Pernah melakukan pembelian di Shopee sebanyak ( dalam jangka waktu 1 tahun ke belakang) :

- 1 – 2 kali
- 3 – 4 kali
- 5 - 6 kali
- > 6 kali

Pendapatan sebulan

- < Rp. 500.000,00
- Rp. 500.000,00 – Rp. 1.500.000,00
- Rp. 1.500.000,00 – Rp. 2.500.000,00
- Rp 2.500.000,00 – Rp 3.500.000,00
- Rp 3.500.000,00 – Rp. 4.500.000,00
- > Rp. 4.500.000,00

Mengapa anda memilih menggunakan Shopee ? (dapat memilih lebih dari satu jawaban)

- a. Pilihan produk yang lengkap
- b. Produk yang lebih berkualitas
- c. Banyak pilihan penjual
- d. Harga yang lebih terjangkau
- e. Gratis ongkir
- f. Sering ada diskon
- g. Banyak pilihan metode pembayaran
- h. Banyak pilihan pengiriman
- i. lain lain

Kategori produk apa saja yang pernah anda beli melalui Shopee ? (dapat memilih lebih dari satu jawaban)

- a. Makanan minuman
- b. Perawatan dan kecantikan
- c. Pakaian dewasa
- d. Pakaian anak
- e. Tas dan Sepatu
- f. Kesehatan
- g. Dekorasi rumah
- h. Barang elektronik (contoh : lampu, juicer, kipas angin, speaker, dll)

- i. Hp, Laptop, kamera
- j. Otomotif
- k. lain lain

**Petunjuk pengisian :** Jawab pertanyaan berikut dengan memberi tanda silang pada pilihan yang disediakan, responden juga dapat mengisi pertanyaan mengenai kendala / masalah (bila ada) yang dialami selama menggunakan situs / aplikasi Shopee serta dapat menjawab pertanyaan apa yang diinginkan / diharapkan terhadap Shopee (dapat diisi meskipun jika tidak ada kendala / masalah)

**Keterangan :** STS (Sangat Tidak Setuju), TS (Tidak Setuju), N (Netral), S (Setuju), SS (Sangat Setuju)

#### E- Service Quality

No	Pertanyaan	STS	TS	N	S	SS
<b>X1</b>	<b>Efisiensi</b>					
1	Saya dapat dengan mudah mengakses aplikasi Shopee					
2	Saya dapat melakukan registrasi dengan mudah					
3	Saya dapat memuat halaman dengan cepat tanpa gangguan misalnya seperti loading lama, iklan yang menutupi laman, dll					
4	Saya dapat dengan mudah menemukan informasi detail produk yang saya cari (misal seperti warna , ukuran, harga, tampilan produk)					
5	Saya dapat menyelesaikan transaksi pembayaran di Shopee dengan mudah					
	<p>Jika anda memiliki kendala/masalah yang berkaitan dengan lima atau sebagian dari pernyataan diatas, kendala apa yang anda hadapi? Sebut dan uraikan.</p> <p>.....</p> <p>Lalu apa yang anda inginkan/harapkan kedepannya untuk Shopee terkait pernyataan diatas? (keinginan/harapan anda dapat diisi tanpa harus ada kendala) Sebut dan uraikan.</p> <p>.....</p>					
<b>X2</b>	<b>Reliabilitas</b>					
6	Shopee tersedia sepanjang waktu (dapat diakses sepanjang waktu)					
7	Shopee selalu memberi informasi terkait transaksi pembayaran					

8	Shopee selalu memberi informasi terkait pengiriman barang					
9	Shopee menyediakan pilihan metode pembayaran yang lengkap					
	<p>Jika anda memiliki kendala/masalah yang berkaitan dengan tiga atau sebagian dari pernyataan diatas, kendala apa yang anda hadapi? Sebut dan uraikan.          .....</p> <p>Lalu apa yang anda inginkan/harapkan kedepannya untuk Shopee terkait pernyataan dari dimensi reliabilitas diatas? (keinginan/ harapan dapat diisi tanpa harus ada kendala) Sebut dan uraikan. ....</p>					
<b>X3</b>	<b>Fulfillment</b>					
10	Pengiriman di Shopee tepat waktu					
11	Saya mengetahui informasi ketersediaan produk yang saya cari					
12	Harga dari produk yang saya lihat, tertera sesuai pada saat akan melakukan transaksi pembayaran					
	<p>Jika anda memiliki kendala/masalah yang berkaitan dengan tiga atau sebagian dari pernyataan diatas, kendala apa yang anda hadapi? Sebut dan uraikan.          .....</p> <p>Lalu apa yang anda inginkan/harapkan kedepannya untuk Shopee terkait dimensi fulfillment diatas? Sebut dan uraikan.          .....</p>					
<b>X4</b>	<b>Privasi</b>					
13	Informasi pribadi saya di Shopee dijaga dengan aman					
	<p>Jika anda memiliki kendala/masalah yang berkaitan dari pernyataan diatas, kendala apa yang anda hadapi? Sebut dan uraikan.          .....</p> <p>Lalu apa yang anda inginkan/harapkan kedepannya untuk Shopee terkait dimensi privasi diatas? Sebut dan uraikan.          .....</p>					

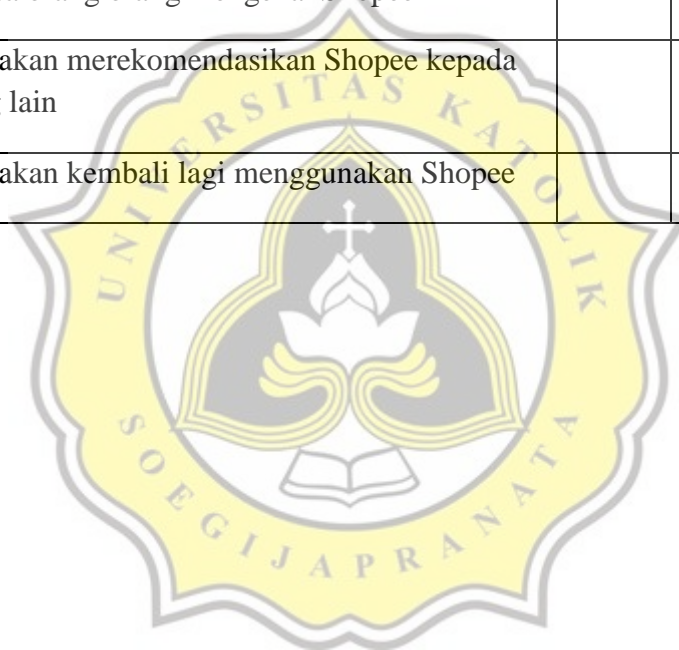
### E- Satisfaction

No	Pertanyaan	STS	TS	N	S	SS
Z						
1	Saya senang setelah melakukan pembelian (belanja online) di Shopee					
2	Belanja online menggunakan Shopee melebihi					

	ekspetasi saya					
3	Belanja online dengan menggunakan Shopee adalah pilihan yang tepat					

### E- Loyalty

No	Pertanyaan	STS	TS	N	S	SS
1	Saya akan memberikan informasi positif kepada orang orang mengenai Shopee					
2	Saya akan merekomendasikan Shopee kepada orang lain					
3	Saya akan kembali lagi menggunakan Shopee					



NO RESPONDEN	NAMA	USIA	JK	STATUS	PENDIDIKAN	PEKERJAAN	FREKUENSI	PENDAPATAN
1	Nadia valerie	2	2	2	4	8	4	1
2	Ayven	2	2	2	3	2	4	3
3	Jovita	2	2	2	4	9	1	1
4	Magdalena Kaerliasih Amaral	2	2	2	4	2	3	1
5	Kezia	2	2	2	4	2	1	1
6	Ilham	2	1	2	3	7	1	5
7	Novita	2	2	2	3	2	4	2
8	Melani	2	2	2	3	2	4	1
9	Kalden	2	1	2	3	2	3	2
10	Yovita N	2	2	2	3	2	4	1
11	Amadea	3	2	2	4	3	4	5
12	Bella	2	2	2	3	2	4	2
13	Richmond	2	1	2	3	2	2	1
14	Jody Noor	2	1	2	3	2	4	2
15	gita	2	2	2	3	2	4	1
16	Dinda	2	2	2	4	8	4	1
17	evonne	3	2	2	4	2	1	1
18	Yohana	2	2	2	3	2	3	2
19	Evangeline Ivonne Toshiro	2	2	2	3	2	4	1
20	Fania Auberta	2	2	2	4	8	4	2
21	Aprisylya	2	2	2	4	3	3	2
22	Sylvia	2	2	2	4	5	3	2
23	Yosep Budi A	2	1	2	4	2	2	2



24	Donata Anselma	3	2	2	3	2	2	3
25	San san	2	2	2	3	3	4	3
26	Reta	2	2	2	3	2	1	1
27	Valentina	3	2	2	4	3	4	4
28	Velinda	2	2	2	4	2	4	1
29	Dea	2	2	2	4	3	3	5
30	Dela	2	2	2	4	2	4	1
31	Grishilde	2	2	2	3	2	4	2
32	Vani	2	2	2	4	3	4	4
33	Yohana k	2	2	2	3	2	4	2
34	Anita Sylvia	3	2	2	4	9	1	1
35	christina	2	2	2	4	2	4	1
36	Florentina Ananda Hapsari	2	2	2	4	3	4	4
37	Catarina Carissa Devina	3	2	2	4	3	2	4
38	Adinnia	2	2	2	3	2	4	3
39	Dea	2	2	2	4	2	4	2
40	icha	3	2	2	4	8	3	2
41	Cynthia	3	2	2	4	3	2	5
42	Nita	5	2	1	4	5	4	5
43	Fani Lidya Agus Tania	3	2	2	4	9	1	2
44	Febrian	2	1	2	3	2	4	6
45	Amalia	2	2	2	3	2	2	2
46	Albert Jo	2	1	2	4	2	2	2
47	Jang Dendy Santoso	2	1	2	3	2	1	1
48	Priscilla L.F	2	2	2	3	2	4	2
49	Vania Claresta	2	2	2	4	2	2	3
50	Tania	3	2	2	4	5	1	6

51	Asa	2	2	2	3	2	4	1
52	Milka	3	2	2	4	3	1	6
53	Nieke Nugroho	5	2	1	4	6	1	3
54	vizia zara grizelda	2	2	2	3	5	2	6
55	Sony	4	1	1	3	3	1	2
56	Maria magdalena	2	2	2	4	2	4	3
57	Esia Eriska	2	2	2	3	2	2	1
58	Eunike	2	2	2	3	2	4	2
59	Punindra Asher Martandry	3	1	2	4	3	1	4
60	diah khoirina	5	2	1	4	6	2	4
61	Yessica	3	2	2	4	5	4	5
62	dhahanang	5	1	2	4	3	4	6
63	Olivia reza	5	2	1	4	9	4	6
64	Ayu	5	2	1	4	6	4	5
65	Farhan	5	1	2	4	2	4	6
66	Anandityas	2	2	2	3	2	4	2
67	Yohanes Nico Caesario Santoso	3	1	2	4	3	1	4
68	H	2	2	2	4	2	4	3
69	Nita Krisdayanti	3	2	2	3	2	1	2
70	Susi Norakanti	5	2	2	4	3	4	4
71	Axel Brilliant	3	1	2	3	2	3	6
72	Gebi	2	2	2	3	2	4	1
73	wenefrida	4	2	1	5	3	4	3
74	Tutik	4	2	2	5	9	4	4
75	Verby Putri Mundiayati	2	2	2	3	2	3	2
76	Tiwi	2	2	2	4	2	4	2
77	Sabrina	2	2	2	3	2	1	1

78	Mochamad fariz	2	1	2	3	2	4	2
79	Melda savilla yasa	2	2	2	3	2	3	1
80	Melinda	2	2	2	4	2	4	1
81	Puput Ayu Ningrum	2	2	2	3	2	2	1
82	Rosita Sylvia Ningrum	2	2	2	3	2	2	1
83	Shania milla	2	2	2	3	2	4	5
84	Intan	2	2	2	3	2	3	2
85	Maureen Budi Samantha	2	2	2	3	2	1	2
86	Yosina	2	2	2	4	8	4	2
87	Yulita	3	2	2	3	2	3	1
88	Amalia Nurul Husna	2	2	2	3	2	1	1
89	Nilamtoro A.D	2	2	2	4	2	1	3
90	Ulfatun Nur Khasanah	2	2	2	4	9	4	4
91	Tasya	2	2	2	4	2	4	1
92	Jenifer	2	2	2	3	2	4	2
93	Devi Gracia	2	2	2	3	2	4	2
94	Lidya	2	2	2	3	2	4	1
95	ivan gianto	2	1	2	4	2	4	3
96	Priscilla	2	2	2	3	2	1	1
97	Andrew Wijaya	2	1	2	4	2	4	4
98	Evita Utoyo	2	2	2	3	2	4	4
99	Elsa	2	2	2	4	2	3	2
100	M. Addo bagus ch	2	1	2	3	2	4	2
101	Neysa	2	2	2	3	2	3	4
102	Emma	2	2	2	3	2	3	2
103	Abira	2	2	2	3	2	4	2
104	Clairine	1	2	2	2	1	2	1

105	Laurencia Vanesica Toshiro	1	2	2	2	1	4	1
106	Johana Maris Vionya Semniring Depari	2	2	2	3	2	2	1
107	Laurensia Kristi Wulandari	2	2	2	3	2	4	1
108	Vania Natalin	1	2	2	2	1	3	1
109	Ricky Hendarto	2	1	2	3	2	4	2
110	Maharani	1	2	2	2	1	4	1
111	Annisa Amalia Yuniati	2	2	2	2	2	1	1



No resp	Alasan menggunakan Shopee 1 : YA ; 2 : <b>TIDAK</b>								
	1	2	3	4	5	6	7	8	9
1	1	2	1	1	1	1	1	1	1
2	1	2	1	1	1	1	1	2	2
3	1	2	2	2	1	2	2	2	2
4	2	2	2	2	1	1	2	2	1
5	1	1	2	2	2	2	2	2	2
6	2	2	1	2	2	2	2	2	2
7	1	2	1	2	2	2	2	2	2
8	1	2	1	1	1	2	2	2	2
9	1	2	1	2	2	1	1	1	2
10	1	1	1	1	1	1	1	2	2
11	2	1	2	2	1	1	1	2	2
12	1	2	1	1	1	2	2	2	2
13	2	2	1	1	1	1	1	1	2
14	1	1	1	2	1	1	2	1	2
15	1	1	1	1	2	2	2	2	1
16	1	2	2	1	2	2	1	2	2
17	2	2	2	1	1	1	1	2	2
18	1	2	1	2	2	2	1	2	2
19	1	2	1	2	1	1	2	2	2
20	2	2	2	1	1	2	2	2	2
21	1	1	1	1	1	1	1	1	2
22	1	1	1	1	1	1	1	1	1
23	1	2	1	1	1	2	2	2	2
24	1	1	1	1	1	2	2	2	2
25	2	2	1	2	2	1	2	2	2
26	1	2	2	1	1	1	1	2	2
27	1	1	1	1	1	1	1	1	2
28	1	2	2	2	1	1	2	2	2
29	1	2	2	1	1	1	1	1	2
30	1	2	2	1	1	2	2	2	2
31	1	2	2	1	1	1	1	2	2
32	1	2	1	2	1	2	2	2	2
33	1	2	2	2	1	2	2	2	2
34	1	2	1	1	2	2	1	1	2
35	1	1	2	1	1	2	1	2	2
36	2	2	2	1	1	1	1	1	2
37	2	2	2	1	1	1	1	2	2
38	2	2	1	2	2	2	2	2	2
39	1	2	1	1	1	2	2	2	2



82	1	2	2	1	1	2	1	2	2
83	2	2	2	2	1	2	2	2	2
84	2	2	1	1	1	1	1	2	2
85	2	2	2	2	2	1	2	2	2
86	1	2	1	1	1	1	1	1	2
87	2	2	2	2	1	1	2	2	2
88	2	2	1	2	1	1	2	2	2
89	2	2	1	2	2	2	2	2	2
90	1	2	2	1	1	1	1	2	2
91	1	2	2	2	1	1	2	2	2
92	1	2	2	2	2	2	2	2	2
93	1	2	2	2	1	2	2	2	2
94	2	2	2	1	1	1	2	1	2
95	2	2	2	2	1	1	2	2	2
96	1	2	1	1	1	1	1	2	2
97	1	2	1	2	2	2	2	2	2
98	2	2	2	2	1	2	2	2	2
99	2	2	2	1	1	2	2	2	2
100	2	2	2	1	1	2	1	2	2
101	1	2	1	2	1	2	1	2	2
102	1	2	2	1	2	2	1	2	2
103	1	2	1	2	1	2	2	2	2
104	2	2	1	1	1	2	2	2	2
105	1	2	1	2	2	1	2	2	1
106	2	2	1	1	2	1	2	2	2
107	2	2	2	2	2	2	1	2	2
108	2	2	2	1	1	1	2	2	1
109	2	2	2	1	2	2	2	2	2
110	1	2	1	1	1	1	1	2	2
111	2	2	1	1	2	2	2	2	2

No resp	Kategori Produk 1 : YA ; 2 : TIDAK										
	1	2	3	4	5	6	7	8	9	10	11
1	1	2	2	2	2	1	2	2	2	2	1
2	1	1	1	2	1	1	1	1	2	2	2
3	2	2	1	2	2	2	2	2	2	2	2
4	2	1	1	2	2	2	2	2	2	2	2
5	2	1	2	2	2	2	2	2	2	2	2
6	2	2	2	2	2	2	2	2	2	2	1
7	2	2	1	2	2	2	2	1	2	2	2
8	2	1	2	2	2	1	2	2	2	2	2
9	1	2	1	2	1	1	2	1	1	1	2
10	2	1	1	2	2	2	2	1	2	2	2
11	1	1	2	2	1	2	2	2	2	2	2
12	2	1	1	2	2	2	2	2	2	2	2
13	1	1	2	2	2	1	2	1	2	2	2
14	2	2	1	2	1	2	1	2	2	2	2
15	2	1	1	2	2	2	2	2	2	2	2
16	2	1	2	2	2	2	2	1	2	2	2
17	2	2	1	2	1	2	1	2	2	2	2
18	2	1	1	2	1	2	2	2	2	2	2
19	1	1	2	2	2	2	2	2	2	2	2
20	1	1	2	2	2	2	2	2	2	2	1
21	1	2	1	1	1	2	2	2	2	2	2
22	1	1	1	2	1	2	2	2	2	2	1
23	2	2	2	2	2	2	2	2	1	2	2
24	2	1	2	2	1	2	2	2	2	2	2
25	2	2	1	2	1	2	2	2	2	2	2
26	2	1	1	2	1	2	2	1	2	2	2
27	1	1	1	2	1	1	1	1	2	2	2
28	1	1	1	2	1	2	2	2	2	2	2
29	2	1	1	2	1	2	2	2	2	2	2
30	1	1	1	2	1	2	2	1	2	2	2
31	1	1	2	2	1	2	2	1	2	2	2
32	2	1	2	2	2	1	2	1	2	2	2
33	1	1	1	2	2	1	1	2	2	2	2
34	2	1	2	2	2	2	2	2	2	2	2
35	1	1	2	2	1	1	2	2	2	2	2
36	2	2	2	2	1	2	2	2	2	2	1
37	1	1	2	2	2	2	1	1	2	2	2
38	2	1	2	2	2	2	2	2	2	2	2
39	1	1	1	2	1	2	2	1	2	2	2



40	1	1	2	2	2	1	2	2	2	2	2
41	2	2	1	2	2	2	2	1	2	2	2
42	1	2	2	2	2	2	2	2	2	2	2
43	2	2	2	2	2	2	2	2	2	2	1
44	1	2	2	2	1	2	1	2	1	2	2
45	2	1	2	2	1	1	1	2	2	2	2
46	1	2	1	2	2	2	2	1	2	2	2
47	1	2	2	2	2	2	2	2	2	2	2
48	1	1	1	2	1	2	2	1	2	2	2
49	1	2	2	2	2	2	1	2	2	2	2
50	2	1	2	2	1	2	2	2	2	2	2
51	2	1	2	2	2	2	1	1	2	2	2
52	2	1	2	2	1	2	1	2	2	2	2
53	2	1	2	2	1	2	1	2	2	2	2
54	2	1	2	2	2	2	2	2	2	2	1
55	2	2	2	2	2	2	1	2	2	2	2
56	2	1	1	2	1	2	1	2	2	2	2
57	2	1	1	2	1	2	1	2	2	2	2
58	1	1	1	2	2	2	2	2	2	2	2
59	2	2	1	2	2	2	1	2	2	2	2
60	2	1	1	2	2	2	1	2	2	2	2
61	2	1	1	2	1	2	2	1	2	2	2
62	2	1	1	1	1	1	1	1	2	2	2
63	2	1	1	1	2	2	2	2	2	2	2
64	1	1	1	1	1	1	1	2	2	2	2
65	1	1	1	2	2	2	2	1	2	2	2
66	2	1	1	2	2	2	1	2	2	2	2
67	2	2	1	2	1	2	2	2	2	2	2
68	2	1	1	2	1	2	2	2	2	2	2
69	2	1	1	2	2	2	2	1	2	2	2
70	2	1	2	2	2	2	1	2	2	2	2
71	2	1	2	2	2	1	2	1	2	2	2
72	1	1	1	2	1	2	2	1	2	2	2
73	1	1	1	2	1	1	1	1	2	2	2
74	2	1	2	2	2	2	1	2	2	2	2
75	2	1	1	2	1	2	1	1	2	2	2
76	1	1	1	1	1	1	2	1	2	2	2
77	2	1	2	2	1	2	2	2	2	2	2
78	2	2	2	2	1	2	2	1	2	2	2
79	2	1	2	2	2	2	2	2	2	2	2
80	2	2	2	2	2	2	2	2	2	2	1
81	2	2	1	2	1	2	1	2	1	2	2



NO RESPONDEN	E- SERVICE QUALITY													TOTAL SKOR E-SERVICE QUALITY
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	
1	4	5	5	5	4	4	5	5	4	5	5	5	5	61
2	5	5	4	4	5	5	4	5	5	4	4	5	5	60
3	4	5	4	4	4	4	4	5	4	4	4	4	4	54
4	5	4	1	4	3	5	5	5	5	3	5	5	5	55
5	5	4	4	4	4	5	5	5	5	5	4	5	3	58
6	5	5	3	4	5	4	4	4	4	5	4	4	4	55
7	5	5	3	5	5	5	5	4	4	3	3	4	4	55
8	5	4	2	5	5	5	4	4	4	4	4	5	2	53
9	4	4	3	4	5	5	4	3	5	2	2	5	3	49
10	4	4	4	4	4	4	4	4	4	4	4	4	4	52
11	4	4	2	4	4	4	4	4	3	3	3	3	3	45
12	5	5	3	5	5	5	5	5	5	4	5	5	5	62
13	5	5	5	5	5	5	5	5	5	5	5	5	5	65
14	5	4	3	4	4	5	5	5	5	3	3	5	4	55
15	5	5	5	5	5	5	5	5	5	5	5	5	5	65
16	5	4	3	4	5	5	5	5	5	5	5	5	5	61
17	5	5	5	5	5	5	5	5	5	5	5	5	5	65
18	5	5	2	5	5	5	5	4	4	3	5	5	3	56
19	5	4	2	5	5	5	5	5	5	4	5	5	5	60
20	5	5	4	4	5	5	5	5	5	5	5	5	4	62
21	5	5	4	5	4	5	5	5	5	4	4	5	4	60
22	5	5	5	5	5	5	5	4	5	4	4	5	4	61
23	1	1	2	1	1	1	1	1	1	2	1	1	1	15
24	5	5	3	4	5	5	5	5	5	5	5	5	5	62
25	5	5	5	5	5	5	5	5	5	5	5	5	4	64
26	4	4	3	5	5	3	4	5	5	5	5	4	4	56
27	5	5	4	5	5	5	5	5	5	4	5	5	4	62
28	5	5	5	5	5	4	4	5	5	5	5	5	5	63
29	4	4	4	3	4	4	4	4	4	4	4	4	4	51
30	5	5	4	5	5	5	4	4	5	4	3	4	4	57
31	5	4	5	4	5	5	5	5	5	5	5	4	5	62
32	5	4	4	5	5	5	4	4	5	2	4	4	4	55
33	5	5	3	5	5	5	5	5	5	4	4	5	5	61
34	5	5	5	4	5	5	5	5	5	5	5	5	5	64
35	5	5	4	5	5	5	5	4	5	4	4	4	5	60
36	5	5	4	3	5	5	4	4	5	4	3	5	4	56

37	5	5	2	4	5	4	5	4	4	4	4	4	4	54
38	5	5	4	4	5	4	4	4	3	3	4	4	4	53
39	5	4	1	4	5	5	5	5	4	4	4	5	3	54
40	5	4	5	5	5	5	5	4	5	4	5	5	4	61
41	5	5	5	5	5	5	5	5	5	5	5	5	5	65
42	5	5	5	5	5	5	4	5	5	5	5	5	5	64
43	4	4	1	2	4	4	4	5	5	4	4	4	4	49
44	5	5	5	5	5	5	5	5	5	3	5	5	4	62
45	2	4	1	5	5	5	5	5	5	5	5	5	2	54
46	5	5	4	4	5	4	4	5	5	5	5	5	4	60
47	5	4	4	4	4	4	5	4	4	4	4	4	4	54
48	5	5	4	5	5	5	4	5	4	3	4	5	5	59
49	5	5	5	5	5	5	5	5	5	5	5	5	5	65
50	5	4	4	4	5	5	4	4	5	5	4	5	4	58
51	5	4	1	4	5	5	5	5	5	4	4	4	5	56
52	4	4	3	5	4	3	4	5	5	3	4	4	3	51
53	5	5	4	5	5	5	5	5	5	5	5	5	5	64
54	4	4	2	4	5	5	4	4	5	4	5	4	4	54
55	5	5	5	5	5	5	5	5	5	5	5	5	5	65
56	5	5	5	5	5	5	5	3	5	3	5	5	5	61
57	2	2	3	2	2	2	2	2	2	2	2	2	2	27
58	4	4	4	5	5	4	4	4	5	4	4	4	4	55
59	5	3	4	3	3	3	3	4	3	2	3	3	3	42
60	5	5	4	4	5	5	5	5	5	5	4	4	4	60
61	5	5	4	5	5	5	5	5	5	4	5	5	5	63
62	5	5	4	5	5	5	5	5	5	5	5	5	5	64
63	5	5	4	5	5	5	5	5	5	5	5	5	4	63
64	4	4	4	4	4	4	4	4	4	2	3	5	4	50
65	5	5	5	5	5	5	5	5	5	5	5	5	4	64
66	4	4	4	3	4	4	4	4	4	3	4	4	4	50
67	4	4	4	3	4	4	4	4	4	3	3	3	3	47
68	5	5	3	4	4	5	5	5	3	5	4	5	5	58
69	5	5	4	5	5	5	5	5	5	3	5	5	5	62
70	5	5	4	5	5	5	5	4	5	5	5	5	5	63
71	5	5	5	5	5	5	4	4	4	4	4	4	5	59
72	4	5	4	5	5	5	5	5	5	5	5	5	5	63
73	5	5	3	4	5	4	5	5	4	3	4	5	4	56
74	5	4	2	4	5	5	5	5	3	4	3	4	4	53
75	5	3	3	3	5	4	4	3	5	3	3	5	4	50
76	5	5	2	4	5	5	4	5	5	3	5	5	3	56
77	5	4	5	5	5	5	4	4	5	4	4	5	4	59
78	5	5	3	4	5	5	5	4	4	3	3	4	4	54

79	3	5	3	4	3	4	5	5	3	3	3	4	3	48
80	5	4	2	4	4	5	5	5	5	3	5	2	5	54
81	5	5	3	5	5	5	5	5	5	4	4	5	5	61
82	4	5	4	5	5	4	4	4	5	5	4	4	4	57
83	5	5	3	3	5	5	5	5	5	4	3	5	3	56
84	5	5	3	5	5	5	5	5	5	4	5	5	4	61
85	5	3	4	5	5	5	5	5	5	5	5	5	5	62
86	5	5	3	5	5	5	5	5	5	3	4	5	4	59
87	5	5	3	3	2	3	3	3	3	2	3	5	3	43
88	5	5	4	4	4	5	4	4	5	3	4	4	4	55
89	5	5	4	4	4	5	5	5	5	4	5	5	5	61
90	5	5	3	5	5	5	5	5	5	4	5	5	5	62
91	5	5	4	4	5	5	5	5	5	4	4	5	5	61
92	5	5	5	5	5	5	5	5	5	5	5	5	5	65
93	5	5	5	5	5	5	5	5	5	4	5	5	5	64
94	5	5	3	5	5	5	5	5	5	5	5	5	5	63
95	5	5	4	5	5	5	5	5	4	4	5	5	5	62
96	5	4	4	3	4	4	4	4	4	4	4	2	3	49
97	5	4	3	4	5	5	5	3	4	4	5	5	5	57
98	5	4	2	4	5	5	4	4	3	3	5	5	5	54
99	5	5	3	4	5	5	4	3	5	3	4	4	4	54
100	5	5	3	4	5	5	5	4	5	4	5	5	5	60
101	5	4	5	3	2	4	3	4	3	4	3	4	4	48
102	4	4	4	3	5	5	5	4	5	3	4	4	4	54
103	5	5	4	5	5	5	5	5	5	5	5	5	5	64
104	4	3	5	3	3	4	5	5	4	5	5	5	4	55
105	4	5	1	3	5	5	3	5	3	3	2	5	5	49
106	4	4	3	4	4	4	3	3	3	3	4	4	3	46
107	4	4	2	4	4	5	4	4	4	4	5	5	3	52
108	4	5	3	2	5	5	5	5	5	5	5	5	5	59
109	5	5	4	5	5	5	5	4	4	4	4	4	5	59
110	5	5	3	4	5	5	5	5	5	3	4	5	5	59
111	5	4	2	3	4	5	5	4	4	5	4	5	5	55

NO RESPONDEN	E-SATISFACTION			TOTAL SKOR E-SATISFACTION
	Z1	Z2	Z3	
1	5	5	5	15
2	5	4	5	14
3	4	5	4	13
4	4	3	4	11
5	4	2	4	10
6	4	3	3	10
7	3	3	3	9
8	5	3	4	12
9	4	4	3	11
10	4	4	4	12
11	4	3	3	10
12	5	4	5	14
13	5	5	5	15
14	3	3	3	9
15	5	5	5	15
16	5	4	4	13
17	5	5	5	15
18	5	3	4	12
19	5	4	5	14
20	5	3	4	12
21	5	4	5	14
22	4	3	4	11
23	1	2	2	5
24	4	4	4	12
25	5	5	5	15
26	5	5	5	15
27	5	5	5	15
28	5	4	4	13
29	4	3	3	10
30	5	4	4	13
31	5	3	5	13
32	5	5	5	15
33	5	4	4	13
34	5	5	5	15
35	5	5	5	15
36	4	3	3	10
37	4	3	4	11
38	4	3	4	11
39	4	4	5	13

40	4	4	5	13
41	5	5	5	15
42	5	3	5	13
43	5	4	4	13
44	5	4	5	14
45	4	5	4	13
46	4	4	4	12
47	4	3	4	11
48	5	3	5	13
49	5	4	4	13
50	5	4	5	14
51	5	3	4	12
52	4	4	4	12
53	5	5	5	15
54	5	3	4	12
55	5	5	5	15
56	5	4	4	13
57	2	3	2	7
58	4	4	4	12
59	4	3	3	10
60	3	3	3	9
61	5	4	5	14
62	4	4	4	12
63	5	4	5	14
64	3	3	3	9
65	5	5	4	14
66	4	3	4	11
67	4	3	3	10
68	5	3	4	12
69	5	5	5	15
70	5	4	5	14
71	5	5	5	15
72	5	4	5	14
73	4	4	4	12
74	4	4	4	12
75	5	4	4	13
76	5	4	5	14
77	5	3	4	12
78	5	3	4	12
79	4	3	4	11
80	5	4	5	14
81	5	5	5	15

82	4	4	4	12
83	3	3	4	10
84	4	4	4	12
85	5	5	5	15
86	4	4	4	12
87	4	3	3	10
88	4	3	4	11
89	5	4	4	13
90	5	4	4	13
91	4	3	5	12
92	5	5	5	15
93	5	5	5	15
94	5	3	5	13
95	5	4	5	14
96	4	4	4	12
97	4	3	3	10
98	4	4	4	12
99	4	3	4	11
100	4	3	4	11
101	3	3	3	9
102	4	4	4	12
103	5	5	5	15
104	2	3	4	9
105	3	3	3	9
106	4	3	4	11
107	4	3	4	11
108	5	3	5	13
109	5	5	5	15
110	4	2	3	9
111	4	3	4	11



NO RESPONDEN	E - LOYALTY			TOTAL SKOR E - LOYALTY
	Y1	Y2	Y3	
1	5	5	5	15
2	5	5	5	15
3	4	3	4	11
4	5	4	4	13
5	4	2	2	8
6	4	4	4	12
7	3	3	4	10
8	4	4	4	12
9	4	5	5	14
10	4	4	4	12
11	3	3	3	9
12	3	4	5	12
13	5	5	5	15
14	3	3	4	10
15	5	5	5	15
16	4	4	4	12
17	5	5	5	15
18	4	3	4	11
19	4	4	5	13
20	4	4	5	13
21	5	4	5	14
22	4	4	5	13
23	1	1	1	3
24	4	4	5	13
25	5	5	5	15
26	5	5	5	15
27	5	5	5	15
28	4	5	5	14
29	4	4	4	12
30	4	5	5	14
31	4	5	5	14
32	5	5	5	15
33	4	4	5	13
34	5	5	5	15
35	5	5	5	15
36	3	3	3	9
37	4	4	4	12
38	4	4	5	13
39	4	5	5	14

40	5	4	5	14
41	5	5	5	15
42	4	5	5	14
43	3	4	4	11
44	5	5	5	15
45	5	5	5	15
46	4	4	4	12
47	4	4	4	12
48	4	5	5	14
49	5	5	5	15
50	4	4	5	13
51	4	4	4	12
52	4	4	4	12
53	5	5	5	15
54	4	3	5	12
55	5	5	5	15
56	3	5	5	13
57	2	2	2	6
58	4	4	4	12
59	3	3	2	8
60	4	4	4	12
61	4	4	5	13
62	4	4	5	13
63	4	4	5	13
64	3	3	4	10
65	3	3	5	11
66	4	4	4	12
67	4	4	4	12
68	5	5	5	15
69	5	5	5	15
70	4	4	5	13
71	4	4	5	13
72	5	5	5	15
73	4	4	5	13
74	4	4	5	13
75	4	4	4	12
76	5	5	5	15
77	3	3	4	10
78	4	4	4	12
79	4	3	4	11
80	5	5	5	15
81	5	5	5	15

82	4	4	5	13
83	4	5	5	14
84	5	5	5	15
85	3	5	5	13
86	5	5	5	15
87	3	3	4	10
88	4	4	4	12
89	4	4	4	12
90	5	5	5	15
91	5	5	5	15
92	5	5	5	15
93	5	5	5	15
94	5	5	5	15
95	5	4	5	14
96	4	4	4	12
97	3	3	3	9
98	4	5	5	14
99	4	4	5	13
100	4	5	5	14
101	3	3	5	11
102	4	4	5	13
103	5	5	5	15
104	4	5	5	14
105	3	4	5	12
106	4	4	4	12
107	4	4	5	13
108	4	3	4	11
109	5	5	5	15
110	4	4	5	13
111	4	4	4	12





ESQ1	Pearson	.493**	.541**	.167	.480**	.526**	.638**	.565**	.518**	.529**	.395**	.511**	1	.469**	.724**
2	Correlation														
	Sig. (2-tailed)	.000	.000	.080	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	111	111	111	111	111	111	111	111	111	111	111	111	111	111
ESQ1	Pearson	.568**	.517**	.311**	.409**	.485**	.561**	.552**	.495**	.466**	.432**	.545**	.469**	1	.736**
3	Correlation														
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	111	111	111	111	111	111	111	111	111	111	111	111	111	111
E-Servic	Pearson	.692**	.728**	.442**	.729**	.751**	.780**	.797**	.712**	.770**	.652**	.766**	.724**	.736**	1
Quality	Correlation														
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	111	111	111	111	111	111	111	111	111	111	111	111	111	111

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

#### Correlations

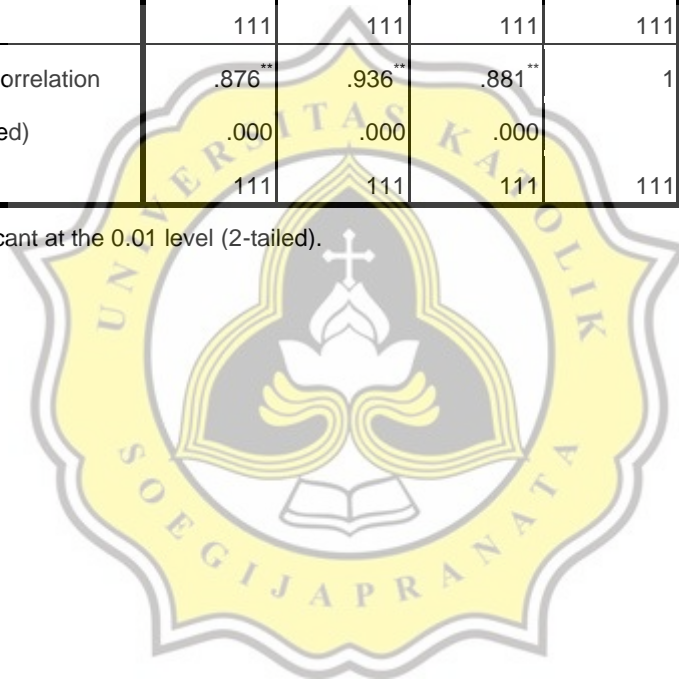
		E-SAT1	E-SAT2	E-SAT3	E- Satisfaction
E-SAT1	Pearson Correlation	1	.526**	.734**	.864**
	Sig. (2-tailed)		.000	.000	.000
	N	111	111	111	111
E-SAT2	Pearson Correlation	.526**	1	.625**	.836**
	Sig. (2-tailed)	.000		.000	.000
	N	111	111	111	111
E-SAT3	Pearson Correlation	.734**	.625**	1	.901**
	Sig. (2-tailed)	.000	.000		.000
	N	111	111	111	111
E- Satisfaction	Pearson Correlation	.864**	.836**	.901**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	111	111	111	111

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

## Correlations

		E-LYT1	E-LYT2	E-LYT3	E-Loyalty
E-LYT1	Pearson Correlation	1	.749**	.615**	.876**
	Sig. (2-tailed)		.000	.000	.000
	N	111	111	111	111
E-LYT2	Pearson Correlation	.749**	1	.762**	.936**
	Sig. (2-tailed)	.000		.000	.000
	N	111	111	111	111
E-LYT3	Pearson Correlation	.615**	.762**	1	.881**
	Sig. (2-tailed)	.000	.000		.000
	N	111	111	111	111
E-Loyalty	Pearson Correlation	.876**	.936**	.881**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	111	111	111	111

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



## LAMPIRAN 3 (RELIABILITAS)

**Reliability Statistics**

Cronbach's Alpha	N of Items
.912	13

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ESQ1	52.12	47.141	.639	.905
ESQ2	52.28	46.530	.679	.904
ESQ3	53.26	47.540	.308	.925
ESQ4	52.55	45.141	.667	.903
ESQ5	52.20	45.669	.699	.902
ESQ6	52.16	46.155	.739	.902
ESQ7	52.28	45.694	.757	.901
ESQ8	52.33	46.352	.657	.904
ESQ9	52.30	45.265	.720	.901
ESQ10	52.85	45.604	.571	.908
ESQ11	52.56	44.612	.710	.902
ESQ12	52.26	46.013	.669	.904
ESQ13	52.59	45.063	.675	.903

**Reliability Statistics**

Cronbach's Alpha	N of Items
.832	3



**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
E-SAT1	7.96	1.999	.693	.767
E-SAT2	8.59	1.989	.617	.846
E-SAT3	8.16	1.919	.775	.688

**Reliability Statistics**

Cronbach's Alpha	N of Items
.880	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
E-LYT1	8.74	2.195	.729	.863
E-LYT2	8.68	1.857	.841	.761
E-LYT3	8.33	2.170	.739	.855

FREQUENCIES VARIABLES=usia

/ORDER=ANALYSIS.

**Frequencies****Notes**

Output Created	09-Apr-2021 11:22:30
Comments	

Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=usia  /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.000
	Elapsed Time	00:00:00.004

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

### Statistics

usia responden

N	Valid	111
	Missing	0

## usia responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-18 tahun	4	3.6	3.6	3.6
	19-22 tahun	79	71.2	71.2	74.8
	23-26 tahun	17	15.3	15.3	90.1
	27-30 tahun	3	2.7	2.7	92.8
	31-34 tahun	8	7.2	7.2	100.0
	Total	111	100.0	100.0	

FREQUENCIES VARIABLES=usia

/BARCHART FREQ

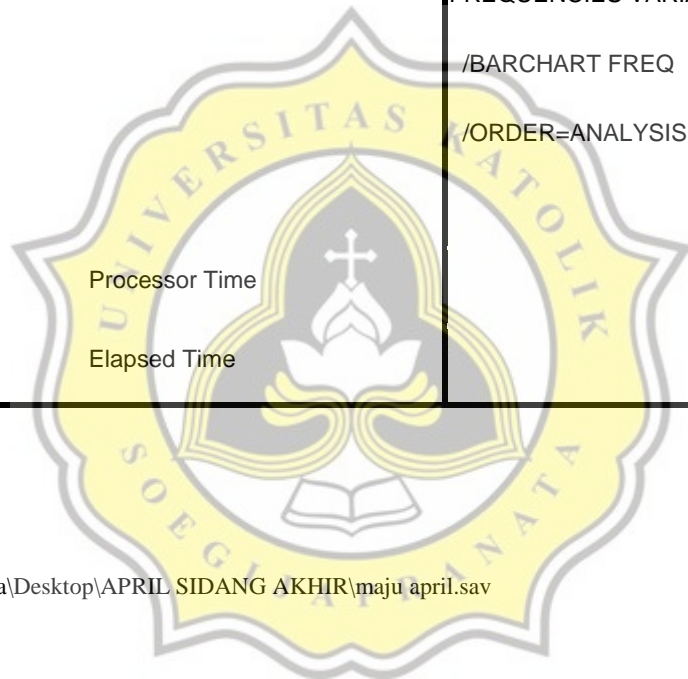
/ORDER=ANALYSIS.

## Frequencies

### Notes

Output Created		09-Apr-2021 13:13:59
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1

	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File		111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics are based on all cases with valid data.	
Syntax		FREQUENCIES VARIABLES=usia /BARCHART FREQ /ORDER=ANALYSIS.	
Resources	Processor Time		00:00:00.687
	Elapsed Time		00:00:00.880



[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

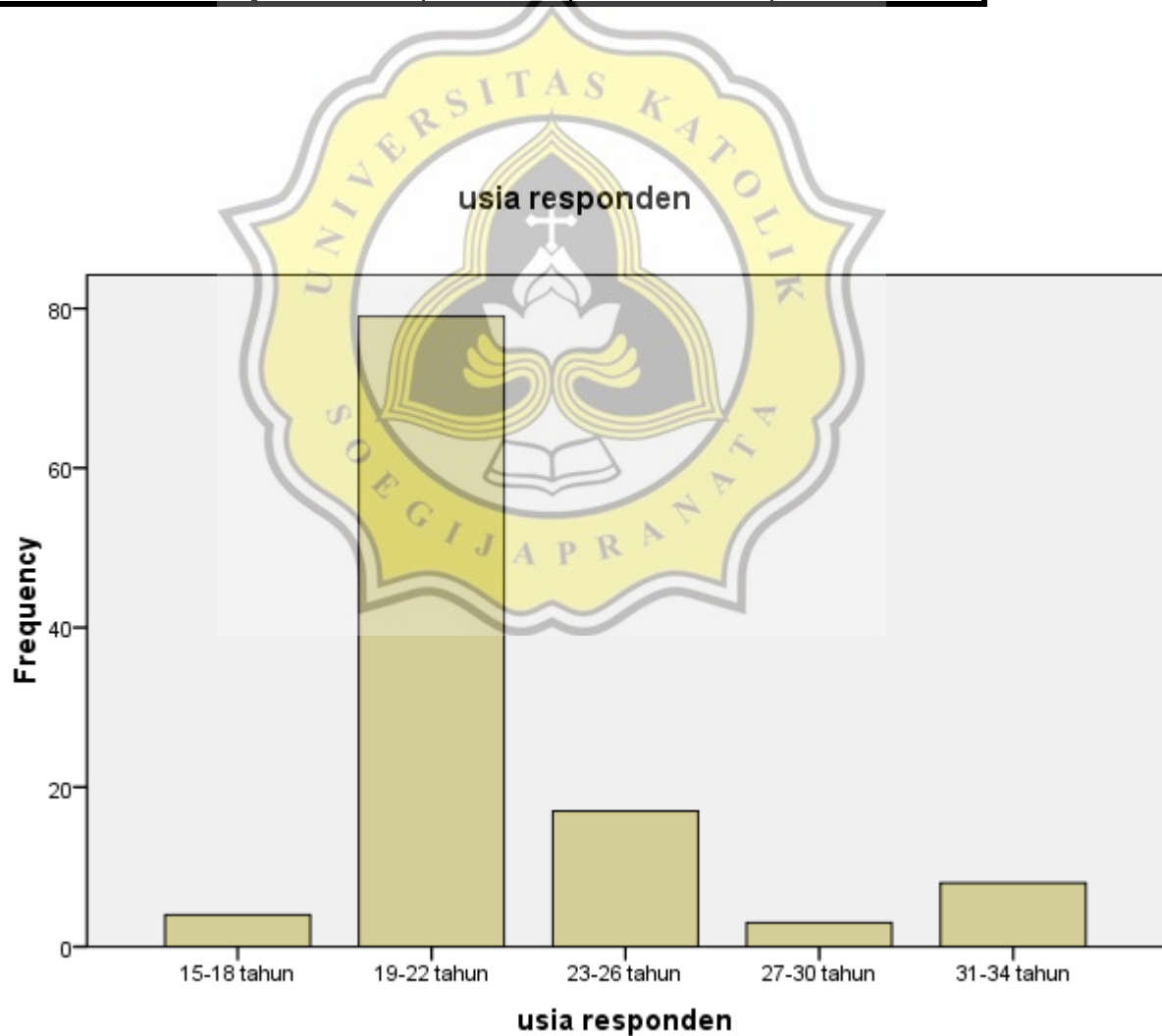
**Statistics**

usia responden

N	Valid	111
	Missing	0

**usia responden**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-18 tahun	4	3.6	3.6	3.6
	19-22 tahun	79	71.2	71.2	74.8
	23-26 tahun	17	15.3	15.3	90.1
	27-30 tahun	3	2.7	2.7	92.8
	31-34 tahun	8	7.2	7.2	100.0
	Total	111	100.0	100.0	



FREQUENCIES VARIABLES=jeniskelamin

/BARChart FREQ

/ORDER=ANALYSIS.

## Frequencies

### Notes

Output Created		09-Apr-2021 13:14:56
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=jeniskelamin  /BARChart FREQ  /ORDER=ANALYSIS.

Resources	Processor Time	00:00:00.578
	Elapsed Time	00:00:00.483

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

### Statistics

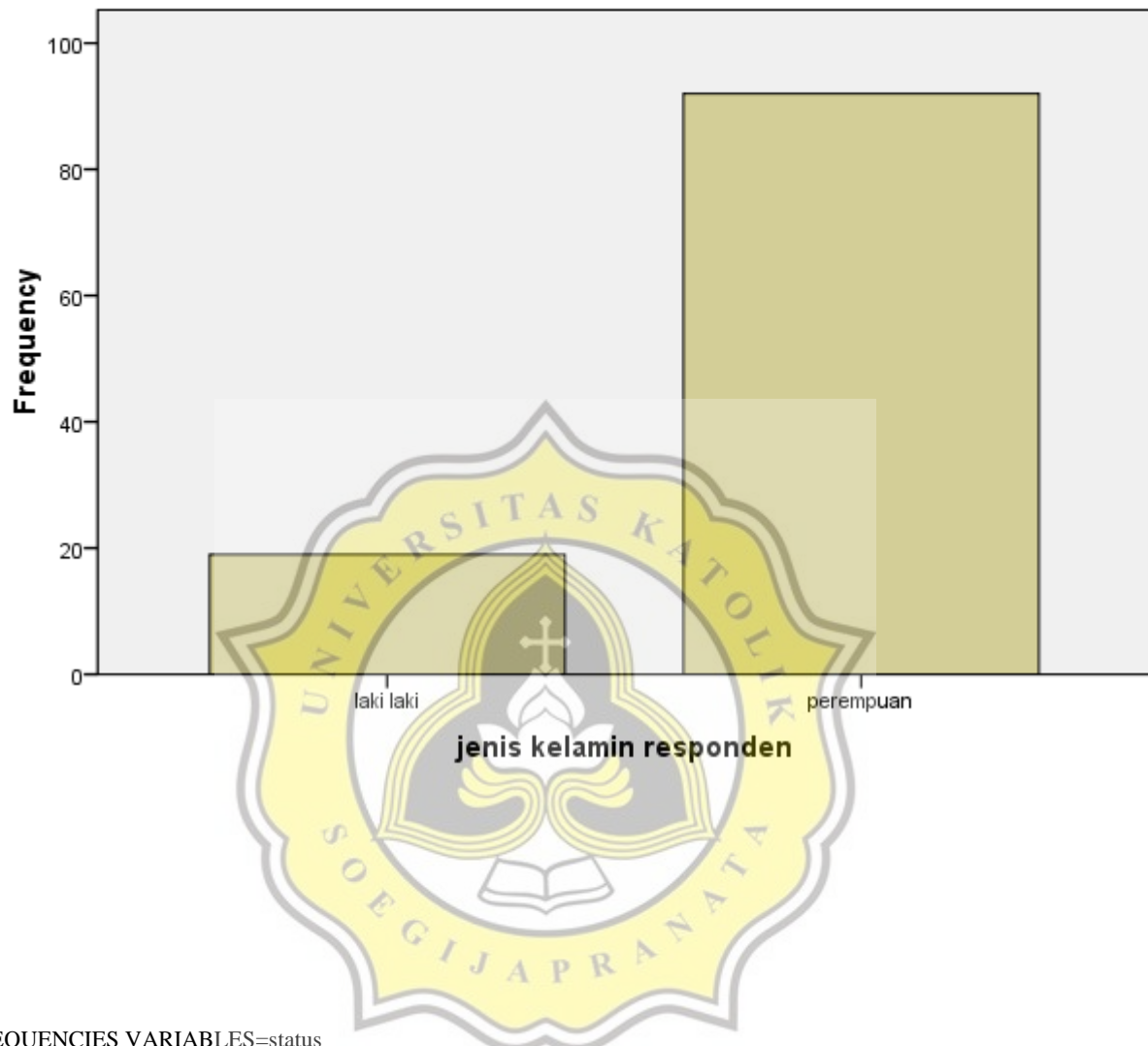
jenis kelamin responden

N	Valid	111
	Missing	0

### jenis kelamin responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki laki	19	17.1	17.1	17.1
	perempuan	92	82.9	82.9	100.0
Total		111	100.0	100.0	

### jenis kelamin responden



FREQUENCIES VARIABLES=status

/BARCHART FREQ

/ORDER=ANALYSIS.

### Frequencies

#### Notes

Output Created

09-Apr-2021 13:15:37



Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=status /BARChart FREQ /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.906
	Elapsed Time	00:00:00.857

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

**Statistics**

status responden

N	Valid	111
---	-------	-----

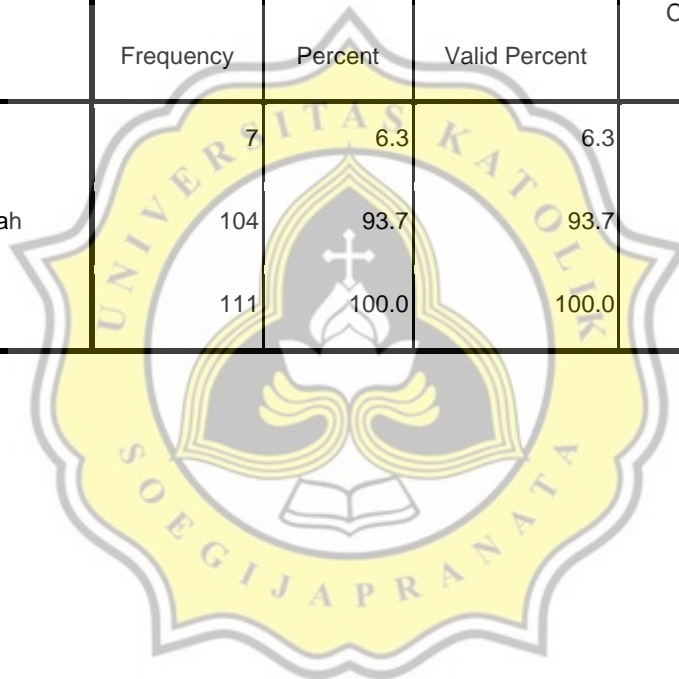
**Statistics**

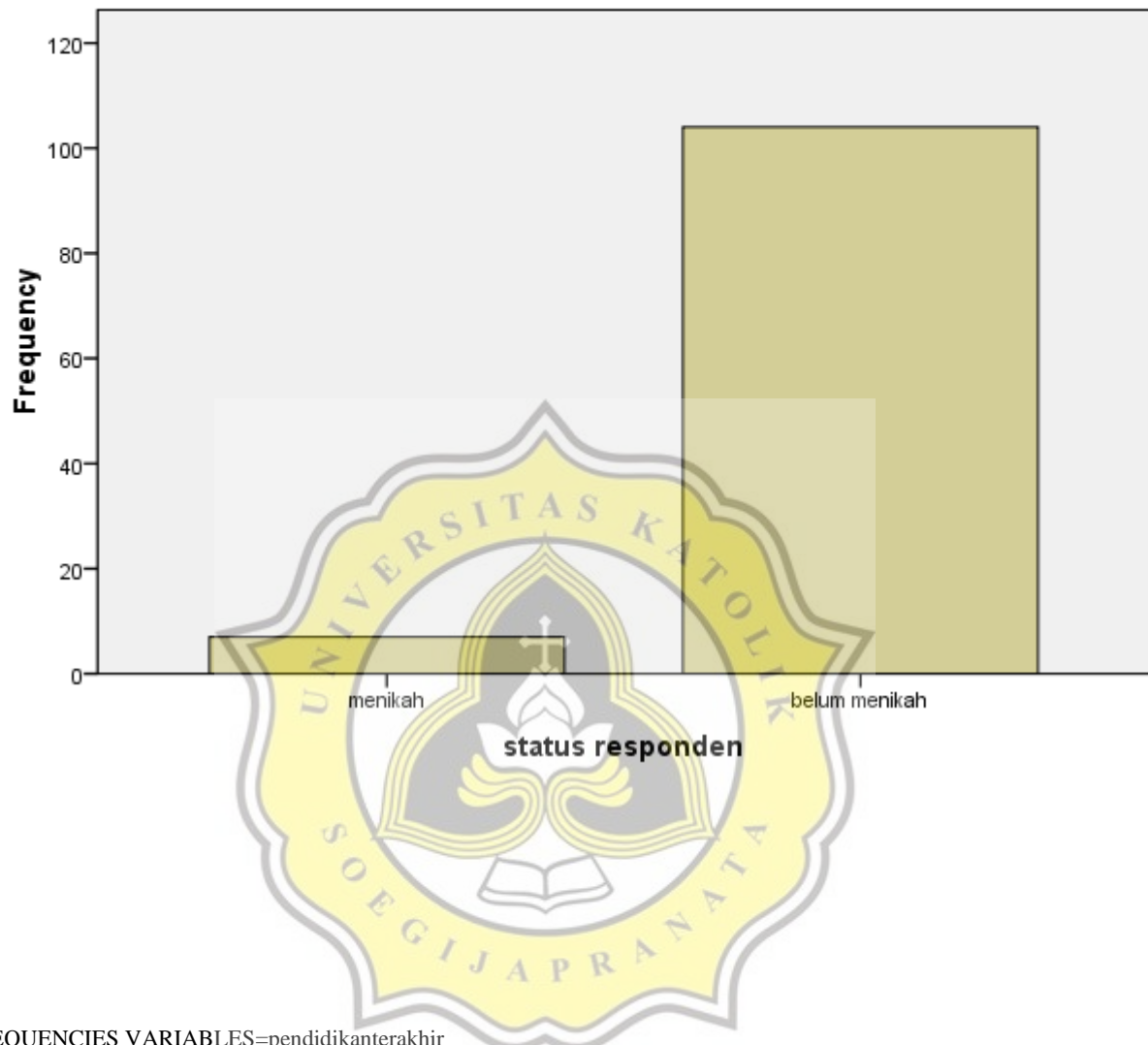
status responden

N	Valid	111
	Missing	0

status responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	menikah	7	6.3	6.3	6.3
	belum menikah	104	93.7	93.7	100.0
Total		111	100.0	100.0	



**status responden**

```
FREQUENCIES VARIABLES=pendidikanterakhir
```

```
/BARCHART FREQ
```

```
/ORDER=ANALYSIS.
```

**Frequencies****Notes**

Output Created

09-Apr-2021 13:16:56

Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=pendidikanterakhir  /BARChart FREQ  /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.516
	Elapsed Time	00:00:00.492

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

### Statistics

pendidikan terakhir responden

N	Valid	111
---	-------	-----

**Statistics**

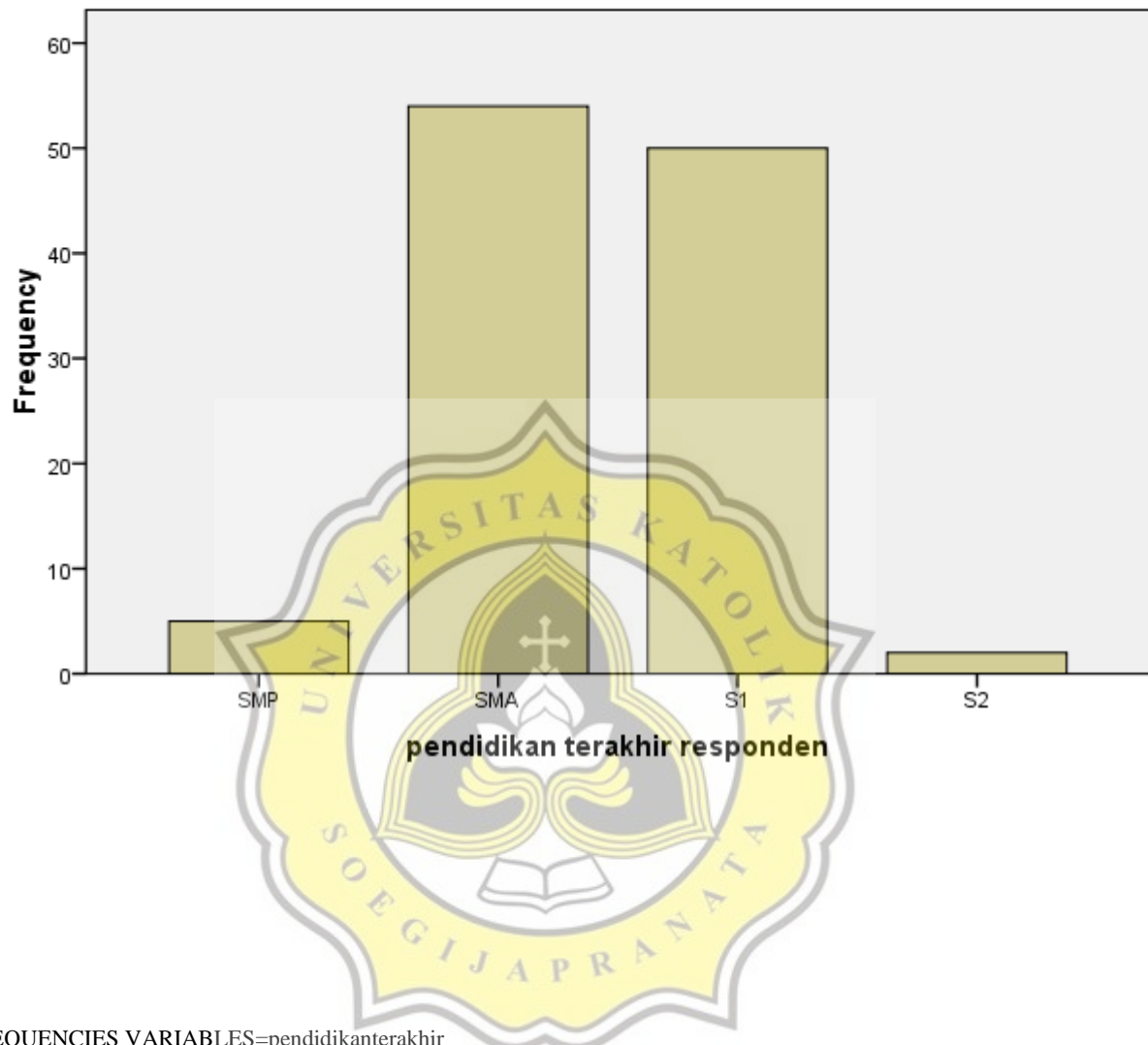
pendidikan terakhir responden

N	Valid	111
	Missing	0

**pendidikan terakhir responden**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	5	4.5	4.5	4.5
	SMA	54	48.6	48.6	53.2
	S1	50	45.0	45.0	98.2
	S2	2	1.8	1.8	100.0
	Total	111	100.0	100.0	

### pendidikan terakhir responden



FREQUENCIES VARIABLES=pendidikanterakhir

/BARCHART FREQ

/ORDER=ANALYSIS.

### Frequencies

#### Notes

Output Created

09-Apr-2021 13:18:27

Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=pendidikanterakhir  /BARChart FREQ  /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.500
	Elapsed Time	00:00:00.458

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

### Statistics

pendidikan terakhir responden

N	Valid	111
---	-------	-----

**Statistics**

pendidikan terakhir responden

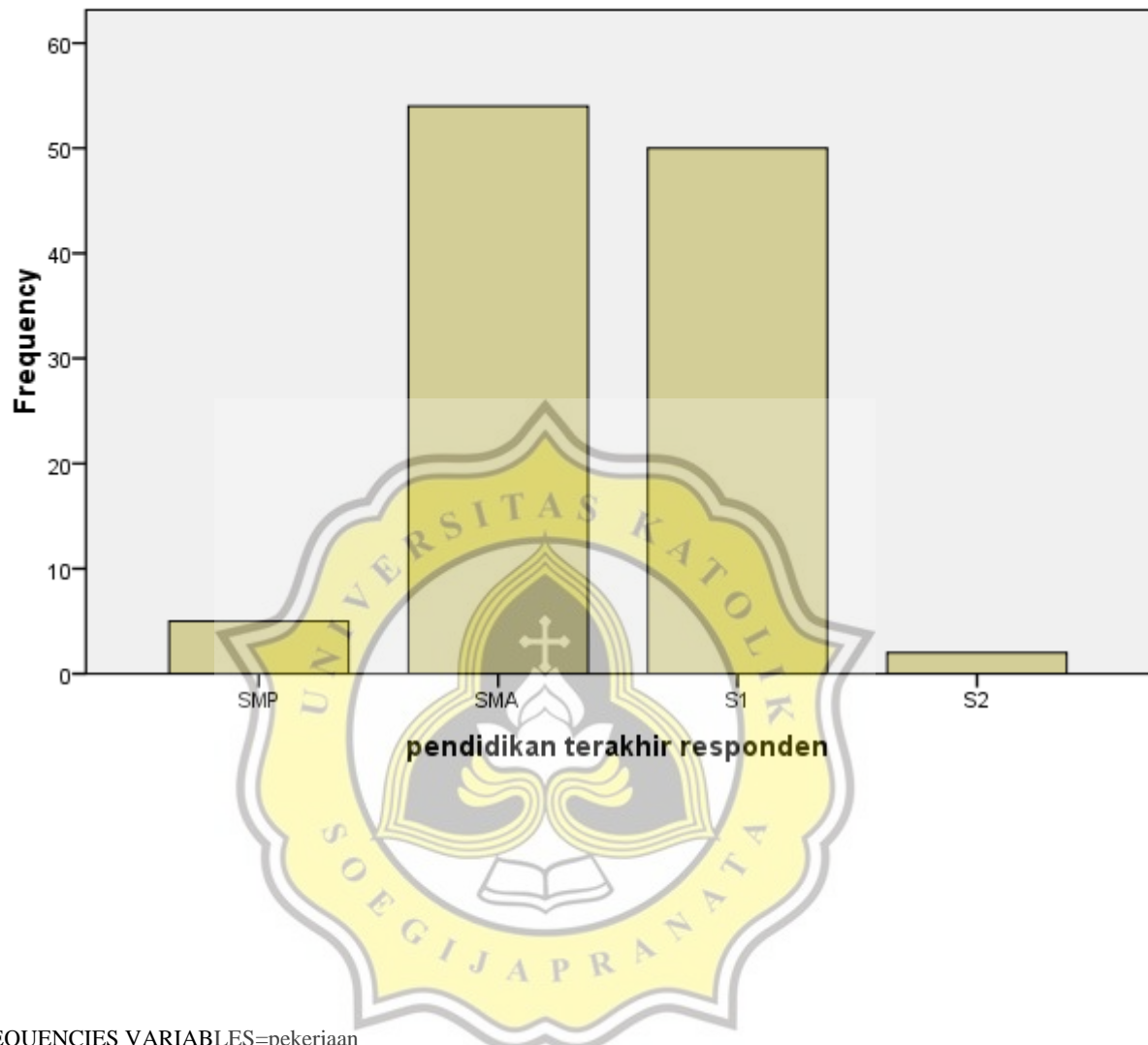
N	Valid	111
	Missing	0

pendidikan terakhir responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	5	4.5	4.5	4.5
	SMA	54	48.6	48.6	53.2
	S1	50	45.0	45.0	98.2
	S2	2	1.8	1.8	100.0
	Total	111	100.0	100.0	



### pendidikan terakhir responden



FREQUENCIES VARIABLES=pekerjaan

/BARCHART FREQ

/ORDER=ANALYSIS.

### Frequencies

#### Notes

Output Created

09-Apr-2021 13:19:36

Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=pekerjaan /BARCHART FREQ /ORDER=ANALYSIS.
Resources	Processor Time	00:00:01.891
	Elapsed Time	00:00:01.606

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

**Statistics**

pekerjaan responden

N	Valid	111
---	-------	-----

### Statistics

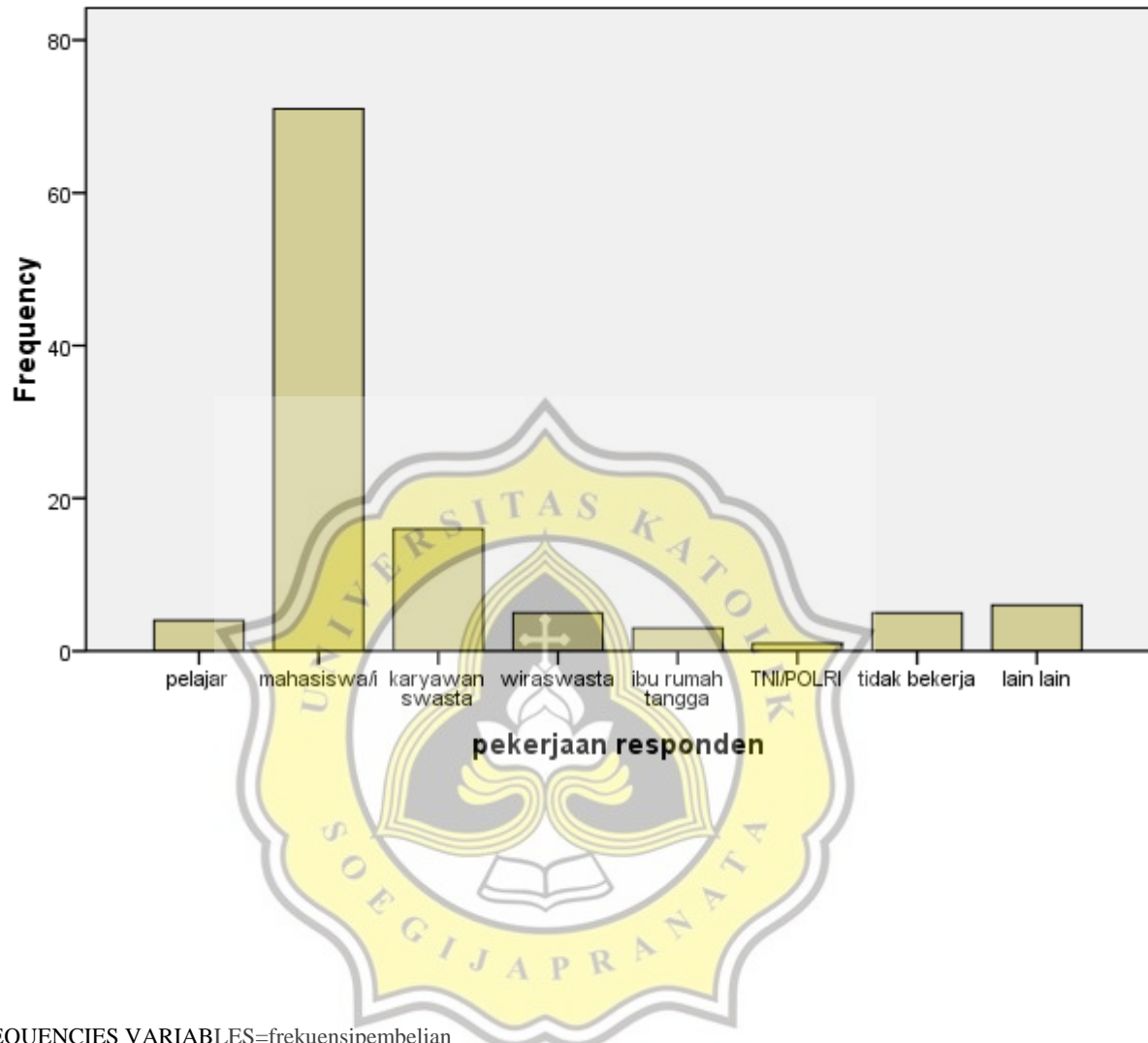
pekerjaan responden

N	Valid	111
	Missing	0

### pekerjaan responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	pelajar	4	3.6	3.6	3.6
	mahasiswa/i	71	64.0	64.0	67.6
	karyawan swasta	16	14.4	14.4	82.0
	wiraswasta	5	4.5	4.5	86.5
	ibu rumah tangga	3	2.7	2.7	89.2
	TNI/POLRI	1	.9	.9	90.1
	tidak bekerja	5	4.5	4.5	94.6
	lain lain	6	5.4	5.4	100.0
	Total	111	100.0	100.0	

### pekerjaan responden



FREQUENCIES VARIABLES=frekuensi pembelian

/BARChart FREQ

/ORDER=ANALYSIS.

### Frequencies

#### Notes

Output Created

09-Apr-2021 13:20:28

Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=frekuensipembelian  /BARCHART FREQ  /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.500
	Elapsed Time	00:00:00.401

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

### Statistics

frekuensi pembelian responden

N	Valid	111
---	-------	-----

**Statistics**

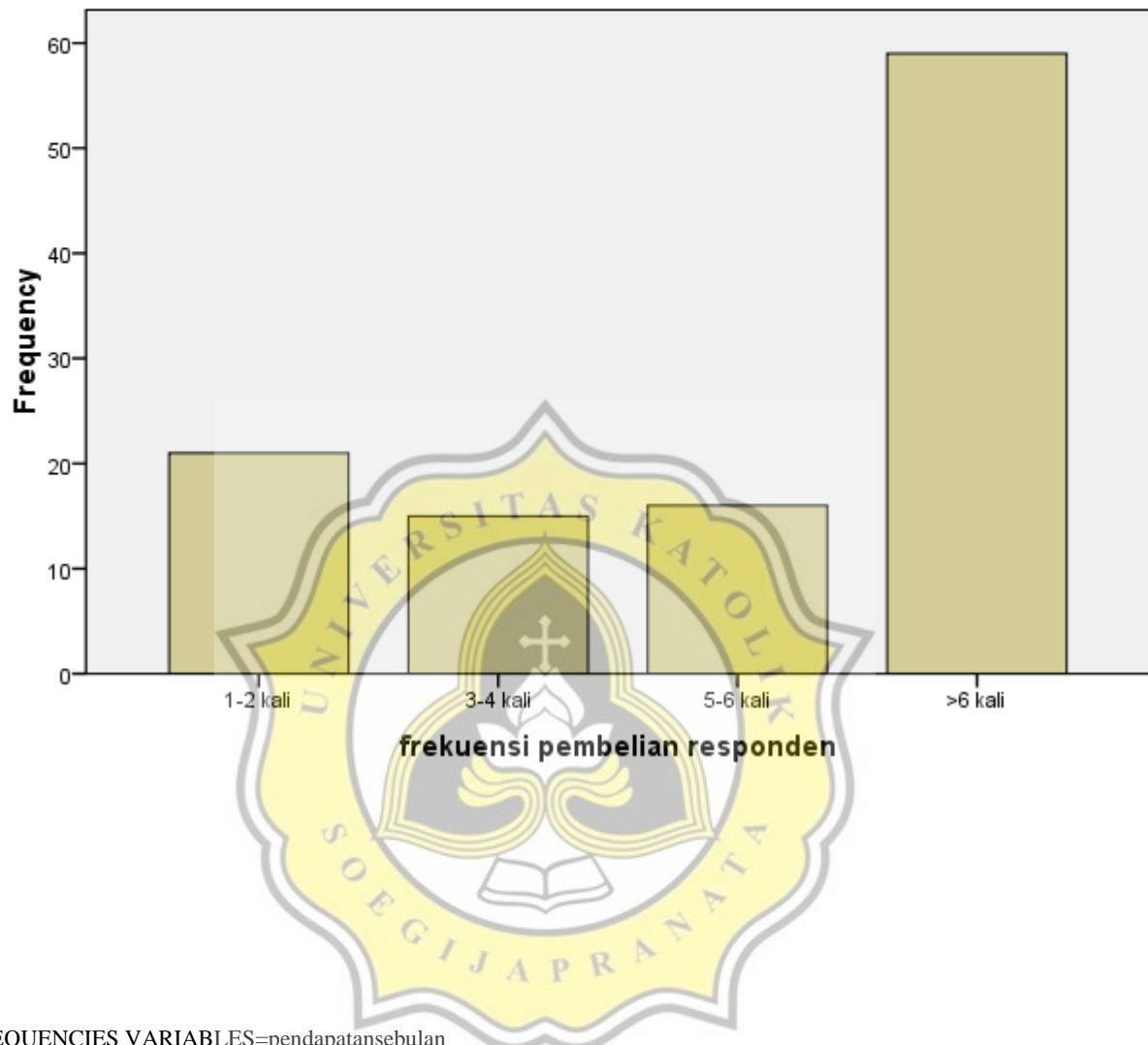
frekuensi pembelian responden

N	Valid	111
	Missing	0

**frekuensi pembelian responden**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 kali	21	18.9	18.9	18.9
	3-4 kali	15	13.5	13.5	32.4
	5-6 kali	16	14.4	14.4	46.8
	>6 kali	59	53.2	53.2	100.0
	Total	111	100.0	100.0	

### frekuensi pembelian responden



FREQUENCIES VARIABLES=pendapatansebulan

/BARChart FREQ

/ORDER=ANALYSIS.

### Frequencies

### Notes

Output Created

09-Apr-2021 13:21:36

Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=pendapatansebulan  /BARCHART FREQ  /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.453
	Elapsed Time	00:00:00.420

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

### Statistics

pendapatan sebulan responden

N	Valid	111
---	-------	-----



**Statistics**

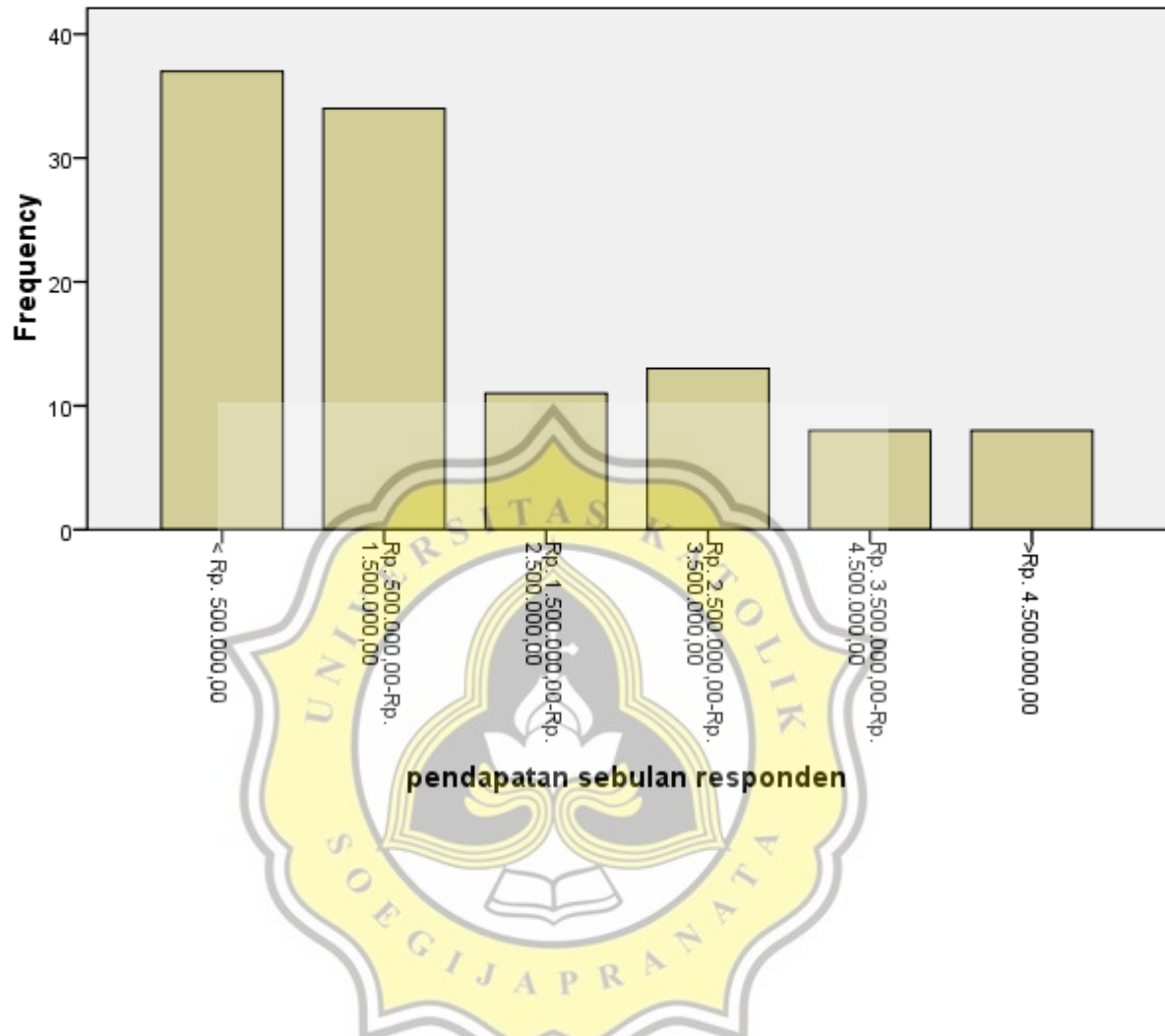
pendapatan sebulan responden

N	Valid	111
	Missing	0

pendapatan sebulan responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < Rp. 500.000,00	37	33.3	33.3	33.3
Rp. 500.000,00-Rp. 1.500.000,00	34	30.6	30.6	64.0
Rp. 1.500.000,00-Rp. 2.500.000,00	11	9.9	9.9	73.9
Rp. 2.500.000,00-Rp. 3.500.000,00	13	11.7	11.7	85.6
Rp. 3.500.000,00-Rp. 4.500.000,00	8	7.2	7.2	92.8
>Rp. 4.500.000,00	8	7.2	7.2	100.0
Total	111	100.0	100.0	

## pendapatan sebulan responden



MULT RESPONSE GROUPS=\$Salasan 'alasan memilih menggunakan shopee' (produk lengkap produk berkualitas pilihan pen jual harga terjangkau gra

tisongkir diskon metode bayar pilihan pengiriman lainlain (1))

/FREQUENCIES=\$Salasan

/MISSING=MDGROUP MRGROUP.

## Multiple Response

Notes

Output Created		09-Apr-2021 13:35:30
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each multiple-dichotomy group are based on all the cases with valid data in the specified range(s) for all variables in that group.
Syntax		<p>MULT RESPONSE GROUPS=\$alasan  'alasan memilih menggunakan shopee'  (prodruk lengkap produk berkualitas  pilihan penjual harga terjangkau gratis ongkir  diskon metode bayar pilihan pengiriman  lainlain (1))</p> <p>/FREQUENCIES=\$alasan</p> <p>/MISSING=MDGROUP MRGROUP.</p>
Resources	Processor Time	00:00:00.016
	Elapsed Time	00:00:00.007

## Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$alasan <sup>a</sup>	111	100.0%	0	.0%	111	100.0%

a. Dichotomy group tabulated at value 1.

## \$alasan Frequencies

	Responses		Percent of Cases
	N	Percent	
alasan memilih menggunakan shopee <sup>a</sup>			
pilihan produk yang lengkap	67	16.1%	60.4%
produk yang lebih berkualitas	13	3.1%	11.7%
banyak pilihan penjual	55	13.3%	49.5%
harga yang lebih terjangkau	70	16.9%	63.1%
gratis ongkir	80	19.3%	72.1%
sering ada diskon	54	13.0%	48.6%
banyak pilihan metode pembayaran	44	10.6%	39.6%
banyak pilihan pengiriman	24	5.8%	21.6%
lain lain	8	1.9%	7.2%
Total	415	100.0%	373.9%

**\$alasan Frequencies**

		Responses		Percent of Cases
		N	Percent	
alasan memilih menggunakan shopee <sup>a</sup>	pilihan produk yang lengkap	67	16.1%	60.4%
	produk yang lebih berkualitas	13	3.1%	11.7%
	banyak pilihan penjual	55	13.3%	49.5%
	harga yang lebih terjangkau	70	16.9%	63.1%
	gratis ongkir	80	19.3%	72.1%
	sering ada diskon	54	13.0%	48.6%
	banyak pilihan metode pembayaran	44	10.6%	39.6%
	banyak pilihan pengiriman	24	5.8%	21.6%
	lain lain	8	1.9%	7.2%
Total		415	100.0%	373.9%

a. Dichotomy group tabulated at value 1.

MULT RESPONSE GROUPS=\$produk 'kategori produk yang pernah dibeli' (makananminuman perawatankecantikan pakai andewasa pakaiananak tass

epatu kesehatan dekorasirumah barangelektronik hplaptopkamera otomotif danlainlain (1))

/FREQUENCIES=\$produk

/MISSING=MDGROUP MRGROUP.

## Multiple Response

Notes

Output Created		09-Apr-2021 13:37:33
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each multiple-dichotomy group are based on all the cases with valid data in the specified range(s) for all variables in that group.
Syntax		MULT RESPONSE GROUPS=\$produk 'kategori produk yang pernah dibeli' (makananminuman perawatankecantikan pakaian Dewasa pakaian anak tas sepatu kesehatan dekorasi rumah barang elektronik hp laptop kamera otomotif dan lainlain (1))  /FREQUENCIES=\$produk  /MISSING=MDGROUP MRGROUP.
Resources	Processor Time	00:00:00.000
	Elapsed Time	00:00:00.009

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

**Case Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$produk <sup>a</sup>	111	100.0%	0	.0%	111	100.0%

a. Dichotomy group tabulated at value 1.

**\$produk Frequencies**

		Responses		Percent of Cases
		N	Percent	
kategori produk yang pernah dibeli <sup>a</sup>	makanan dan minuman	43	12.8%	38.7%
	perawatan dan kecantikan	75	22.3%	67.6%
	pakaian dewasa	58	17.3%	52.3%
	pakaian anak	5	1.5%	4.5%
	tas sepatu	49	14.6%	44.1%
	kesehatan	20	6.0%	18.0%
	dekorasi rumah	35	10.4%	31.5%
	barang elektronik	33	9.8%	29.7%
	hp laptop kamera	6	1.8%	5.4%

	otomotif	3	.9%	2.7%
	dan lain lain	9	2.7%	8.1%
Total		336	100.0%	302.7%

a. Dichotomy group tabulated at value 1.

MULT RESPONSE GROUPS=\$alasan 'alasan memilih menggunakan shopee' (produk lengkap produk berkualitas pilihan pen jual harga terjangkau gra

tisongkir diskon metode bayar pilihan pengiriman lain lain (1))

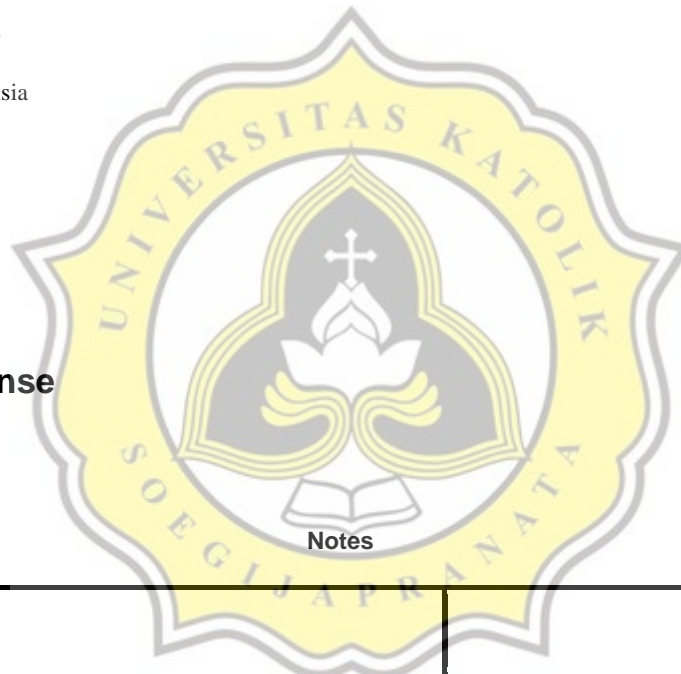
/VARIABLES=usia(1 5)

/TABLES=\$alasan BY usia

/CELLS=TOTAL

/BASE=CASES.

## Multiple Response



Output Created		09-Apr-2021 14:08:02
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111



Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		<p>MULT RESPONSE GROUPS=\$alasan 'alasan memilih menggunakan shopee' (produk lengkap produk berkualitas pilihan penjual harga terjangkau gratis ongkir diskon metode bayar pilihan pengiriman lainlain (1))</p> <p>/VARIABLES=usia(1 5)</p> <p>/TABLES=\$alasan BY usia</p> <p>/CELLS=TOTAL</p> <p>/BASE=CASES.</p>
Resources	Processor Time	00:00:00.031
	Elapsed Time	00:00:00.031

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

**Case Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$alasan*usia	111	100.0%	0	.0%	111	100.0%

## Salasan\*usia Crosstabulation

			usia respon		
			15-18 tahun	19-22 tahun	23-26 tahun
alasan memilih menggunakan shopee <sup>a</sup>	pilihan produk yang lengkap	Count	2	49	
		% of Total	1.8%	44.1%	
	produk yang lebih berkualitas	Count	0	10	
		% of Total	.0%	9.0%	
	banyak pilihan penjual	Count	3	42	
		% of Total	2.7%	37.8%	
	harga yang lebih terjangkau	Count	3	49	
		% of Total	2.7%	44.1%	1
	gratis ongkir	Count	3	56	
		% of Total	2.7%	50.5%	1
	sering ada diskon	Count	3	40	
		% of Total	2.7%	36.0%	
	banyak pilihan metode pembayaran	Count	1	34	
		% of Total	.9%	30.6%	
	banyak pilihan pengiriman	Count	0	16	
		% of Total	.0%	14.4%	
	lain lain	Count	2	4	
		% of Total	1.8%	3.6%	

Total	Count	4	79
	% of Total	3.6%	71.2%

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

MULT RESPONSE GROUPS=\$alasan 'alasan memilih menggunakan shopee' (produk lengkap produk berkualitas pilihan pen jual hargaterjangkau gra

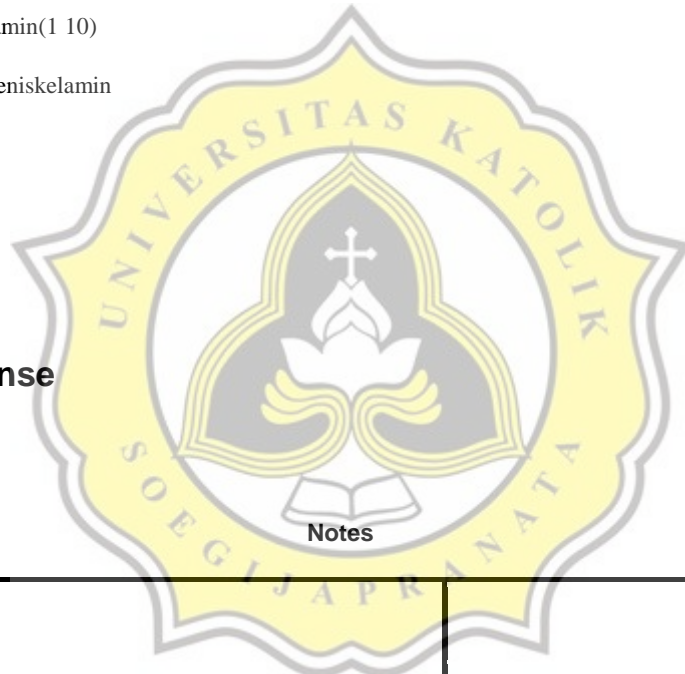
tisongkir diskon metode bayar pilihan pengiriman lainlain (1))

/VARIABLES=jeniskelamin(1 10)

/TABLES=\$alasan BY jeniskelamin

/CELLS=TOTAL

/BASE=CASES.

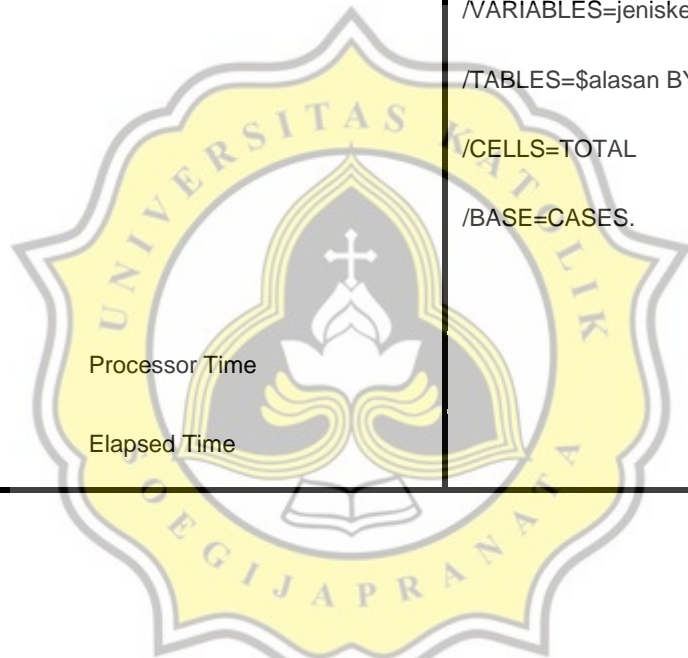


### Multiple Response

Notes

Output Created	09-Apr-2021 16:53:13	
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		<p>MULT RESPONSE GROUPS=\$alasan 'alasan memilih menggunakan shopee' (produk lengkap produk berkualitas pilihan penjual harga terjangkau gratis ongkir diskon metode bayar pilihan pengiriman lainlain (1))</p> <p>/VARIABLES=jeniskelamin(1 10)</p> <p>/TABLES=\$alasan BY jeniskelamin</p> <p>/CELLS=TOTAL</p> <p>/BASE=CASES.</p>
Resources	Processor Time	00:00:00.062
	Elapsed Time	00:00:00.032



[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

**Case Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$alasan*jeniskelamin	111	100.0%	0	.0%	111	100.0%

\$alasan\*jeniskelamin Crosstabulation

			jenis kelamin responden		Total
			laki laki	perempuan	
alasan memilih menggunakan shopee <sup>a</sup>	pilihan produk yang lengkap	Count	10	57	67
		% of Total	9.0%	51.4%	60.4%
	produk yang lebih berkualitas	Count	1	12	13
		% of Total	.9%	10.8%	11.7%
	banyak pilihan penjual	Count	10	45	55
		% of Total	9.0%	40.5%	49.5%
	harga yang lebih terjangkau	Count	12	58	70
		% of Total	10.8%	52.3%	63.1%
	gratis ongkir	Count	14	66	80
		% of Total	12.6%	59.5%	72.1%
	sering ada diskon	Count	9	45	54
		% of Total	8.1%	40.5%	48.6%
	banyak pilihan metode pembayaran	Count	6	38	44
		% of Total	5.4%	34.2%	39.6%
	banyak pilihan pengiriman	Count	6	18	24
		% of Total	5.4%	16.2%	21.6%
	lain lain	Count	0	8	8
		% of Total	.0%	7.2%	7.2%

Total	Count	19	92	111
	% of Total	17.1%	82.9%	100.0%

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

#### MULT RESPONSE

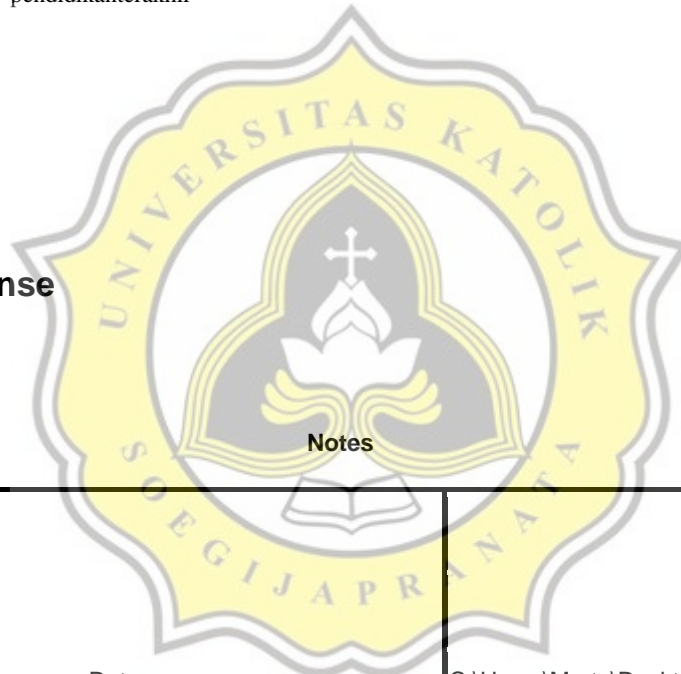
/VARIABLES=pekerjaan(1 10) pendidikanterakhir(1 10)

/TABLES=pekerjaan BY pendidikanterakhir

/CELLS=TOTAL

/BASE=CASES.

#### Multiple Response



Output Created		09-Apr-2021 16:59:28
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		<p>MULT RESPONSE</p> <p>/VARIABLES=pekerjaan(1 10) pendidikanterakhir(1 10)</p> <p>/TABLES=pekerjaan BY pendidikanterakhir</p> <p>/CELLS=TOTAL</p> <p>/BASE=CASES.</p>
Resources	Processor Time	00:00:00.031
	Elapsed Time	00:00:00.031

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav



**Case Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pekerjaan*pendidikanterakhir	111	100.0%	0	.0%	111	100.0%

**pekerjaan\*pendidikanterakhir Crosstabulation**

			pendidikan terakhir responden				T
			SMP	SMA	S1	S2	
pekerjaan responden	pelajar	Count	4	0	0	0	
		% of Total	3.6%	.0%	.0%	.0%	
	mahasiswa/i	Count	1	50	20	0	
		% of Total	.9%	45.0%	18.0%	.0%	
	karyawan swasta	Count	0	2	13	1	
		% of Total	.0%	1.8%	11.7%	.9%	
	wiraswasta	Count	0	1	4	0	
		% of Total	.0%	.9%	3.6%	.0%	
	ibu rumah tangga	Count	0	0	3	0	
		% of Total	.0%	.0%	2.7%	.0%	
	TNI/POLRI	Count	0	1	0	0	
		% of Total	.0%	.9%	.0%	.0%	
	tidak bekerja	Count	0	0	5	0	
		% of Total	.0%	.0%	4.5%	.0%	
	lain lain	Count	0	0	5	1	
		% of Total	.0%	.0%	4.5%	.9%	
Total		Count	5	54	50	2	
		% of Total	4.5%	48.6%	45.0%	1.8%	

Percentages and totals are based on respondents.



MULT RESPONSE

/VARIABLES=pendapatansebulan(1 10) frekuensi pembelian(1 10)

/TABLES=pendapatansebulan BY frekuensi pembelian

/CELLS=TOTAL

/BASE=CASES.

**Multiple Response**

**Notes**

Output Created		09-Apr-2021 17:06:08
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.

Syntax	MULT RESPONSE		
	/VARIABLES=pendapatansebulan(1 10) frekuensi pembelian(1 10)		
	/TABLES=pendapatansebulan BY frekuensi pembelian		
	/CELLS=TOTAL		
	/BASE=CASES.		
Resources	Processor Time	00:00:00.094	
	Elapsed Time	00:00:00.046	

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav



**Case Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pendapatansebulan*frekuensi pembelian	111	100.0%	0	.0%	111	100.0%

**pendapatansebulan\*frekuensi pembelian Crosstabulation**

	frekuensi pembelian responden			
	1-2 kali	3-4 kali	5-6 kali	>6 kali

pendapatan sebulan responden < Rp. 500.000,00	Count	10	6	4
	% of Total	9.0%	5.4%	3.6%
Rp. 500.000,00-Rp. 1.500.000,00	Count	4	3	9
	% of Total	3.6%	2.7%	8.1%
Rp. 1.500.000,00-Rp. 2.500.000,00	Count	2	2	0
	% of Total	1.8%	1.8%	.0%
Rp. 2.500.000,00-Rp. 3.500.000,00	Count	2	2	1
	% of Total	1.8%	1.8%	.9%
Rp. 3.500.000,00-Rp. 4.500.000,00	Count	1	1	1
	% of Total	.9%	.9%	.9%
>Rp. 4.500.000,00	Count	2	1	1
	% of Total	1.8%	.9%	.9%
Total	Count	21	15	16
	% of Total	18.9%	13.5%	14.4%

Percentages and totals are based on respondents.

MULT RESPONSE GROUPS=\$produk 'kategori produk yang pernah dibeli' (makananminuman perawatankecantikan pakai andewasa pakaiananak tass

epatu kesehatan dekorasirumah barangelektronik hplaptopkamera otomotif danlainlain (1))

/VARIABLES=jeniskelamin(1 10)

/TABLES=\$produk BY jeniskelamin

/CELLS=TOTAL

/BASE=CASES.

## Multiple Response

### Notes

Output Created		09-Apr-2021 17:08:50
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		<pre> MULT RESPONSE GROUPS=\$produk 'kategori produk yang pernah dibeli' (makananminuman perawatankecantikan pakaiaidewasa pakaiananak tassepatu kesehatan dekorasirumah barangelektronik hplaptopkamera otomotif danlainlain (1))  /VARIABLES=jeniskelamin(1 10)  /TABLES=\$produk BY jeniskelamin  /CELLS=TOTAL  /BASE=CASES. </pre>

Resources	Processor Time	00:00:00.016
	Elapsed Time	00:00:00.031

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

### Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$produk*jeniskelamin	111	100.0%	0	.0%	111	100.0%

### \$produk\*jeniskelamin Crosstabulation

			jenis kelamin responden		Total
			laki laki	perempuan	
kategori produk yang pernah dibeli <sup>a</sup>	makanan dan minuman	Count	7	36	43
		% of Total	6.3%	32.4%	38.7%
	perawatan dan kecantikan	Count	4	71	75
		% of Total	3.6%	64.0%	67.6%
	pakaian dewasa	Count	8	50	58
		% of Total	7.2%	45.0%	52.3%
	pakaian anak	Count	1	4	5

	% of Total	.9%	3.6%	4.5%
tas sepatu	Count	7	42	49
	% of Total	6.3%	37.8%	44.1%
kesehatan	Count	5	15	20
	% of Total	4.5%	13.5%	18.0%
dekorasi rumah	Count	5	30	35
	% of Total	4.5%	27.0%	31.5%
barang elektronik	Count	9	24	33
	% of Total	8.1%	21.6%	29.7%
hp laptop kamera	Count	4	2	6
	% of Total	3.6%	1.8%	5.4%
otomotif	Count	3	0	3
	% of Total	2.7%	.0%	2.7%
dan lain lain	Count	1	8	9
	% of Total	.9%	7.2%	8.1%
Total	Count	19	92	111
	% of Total	17.1%	82.9%	100.0%

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

FREQUENCIES VARIABLES=X1 X2 X3 X4 X5 X6 X7 X8 X9 X10 X11 X12 X13 TTLESQ

/STATISTICS=MEAN

/ORDER=ANALYSIS.

## Frequencies

### Notes

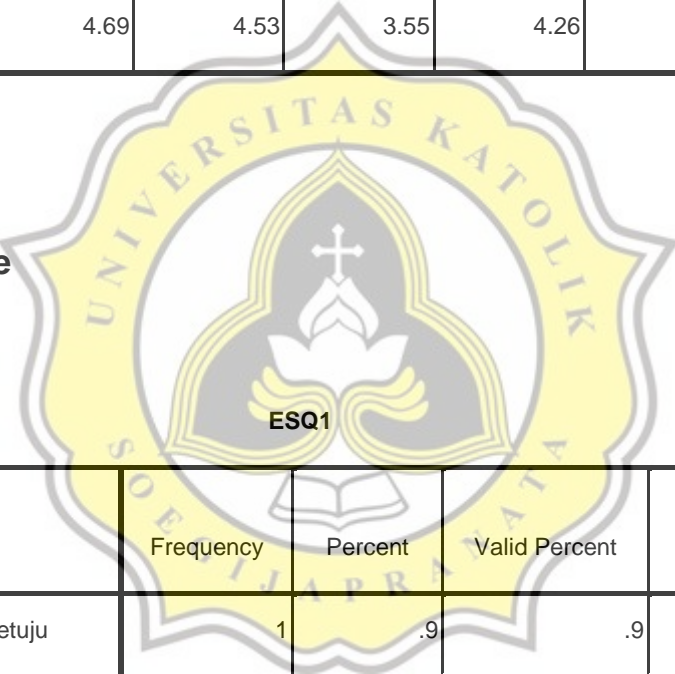
Output Created		10-Apr-2021 08:57:15
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=X1 X2 X3 X4 X5 X6 X7 X8 X9 X10 X11 X12 X13 TTLESQ  /STATISTICS=MEAN  /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.015
	Elapsed Time	00:00:00.017

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

## Statistics

		ESQ1	ESQ2	ESQ3	ESQ4	ESQ5	ESQ6	ESQ7	ESQ8
N	Valid	111	111	111	111	111	111	111	111
	Missing	0	0	0	0	0	0	0	0
Mean		4.69	4.53	3.55	4.26	4.61	4.65	4.53	

## Frequency Table



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.9	.9	.9
	tidak setuju	2	1.8	1.8	2.7
	netral	1	.9	.9	3.6
	setuju	22	19.8	19.8	23.4
	sangat setuju	85	76.6	76.6	100.0
	Total	111	100.0	100.0	



## ESQ2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.9	.9	.9
	tidak setuju	1	.9	.9	1.8
	netral	4	3.6	3.6	5.4
	setuju	37	33.3	33.3	38.7
	sangat setuju	68	61.3	61.3	100.0
	Total	111	100.0	100.0	

## ESQ3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	6	5.4	5.4	5.4
	tidak setuju	13	11.7	11.7	17.1
	netral	29	26.1	26.1	43.2
	setuju	40	36.0	36.0	79.3
	sangat setuju	23	20.7	20.7	100.0
	Total	111	100.0	100.0	

## ESQ4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.9	.9	.9
	tidak setuju	3	2.7	2.7	3.6
	netral	14	12.6	12.6	16.2
	setuju	41	36.9	36.9	53.2
	sangat setuju	52	46.8	46.8	100.0
	Total	111	100.0	100.0	

## ESQ5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.9	.9	.9
	tidak setuju	3	2.7	2.7	3.6
	netral	4	3.6	3.6	7.2
	setuju	22	19.8	19.8	27.0
	sangat setuju	81	73.0	73.0	100.0
	Total	111	100.0	100.0	

## ESQ6

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	sangat tidak setuju	1	.9	.9	.9
	tidak setuju	1	.9	.9	1.8
	netral	4	3.6	3.6	5.4
	setuju	24	21.6	21.6	27.0
	sangat setuju	81	73.0	73.0	100.0
	Total	111	100.0	100.0	

## ESQ7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.9	.9	.9
	tidak setuju	1	.9	.9	1.8
	netral	5	4.5	4.5	6.3
	setuju	35	31.5	31.5	37.8
	sangat setuju	69	62.2	62.2	100.0
	Total	111	100.0	100.0	

## ESQ8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.9	.9	.9

tidak setuju	1	.9	.9	1.8
netral	7	6.3	6.3	8.1
setuju	37	33.3	33.3	41.4
sangat setuju	65	58.6	58.6	100.0
Total	111	100.0	100.0	

## ESQ9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sangat tidak setuju	1	.9	.9	.9
tidak setuju	1	.9	.9	1.8
netral	11	9.9	9.9	11.7
setuju	25	22.5	22.5	34.2
sangat setuju	73	65.8	65.8	100.0
Total	111	100.0	100.0	

## ESQ10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tidak setuju	7	6.3	6.3	6.3
netral	27	24.3	24.3	30.6

setuju	40	36.0	36.0	66.7
sangat setuju	37	33.3	33.3	100.0
Total	111	100.0	100.0	

## ESQ11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sangat tidak setuju	1	.9	.9	.9
tidak setuju	3	2.7	2.7	3.6
netral	15	13.5	13.5	17.1
setuju	40	36.0	36.0	53.2
sangat setuju	52	46.8	46.8	100.0
Total	111	100.0	100.0	

## ESQ12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sangat tidak setuju	1	.9	.9	.9
tidak setuju	3	2.7	2.7	3.6
netral	3	2.7	2.7	6.3
setuju	31	27.9	27.9	34.2

sangat setuju	73	65.8	65.8	100.0
Total	111	100.0	100.0	

## ESQ13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.9	.9	.9
	tidak setuju	3	2.7	2.7	3.6
	netral	15	13.5	13.5	17.1
	setuju	43	38.7	38.7	55.9
	sangat setuju	49	44.1	44.1	100.0
	Total	111	100.0	100.0	

total e-service quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15	1	.9	.9	.9
	27	1	.9	.9	1.8
	42	1	.9	.9	2.7
	43	1	.9	.9	3.6
	45	1	.9	.9	4.5

46	1	.9	.9	5.4
47	1	.9	.9	6.3
48	2	1.8	1.8	8.1
49	4	3.6	3.6	11.7
50	3	2.7	2.7	14.4
51	2	1.8	1.8	16.2
52	2	1.8	1.8	18.0
53	3	2.7	2.7	20.7
54	11	9.9	9.9	30.6
55	9	8.1	8.1	38.7
56	7	6.3	6.3	45.0
57	3	2.7	2.7	47.7
58	3	2.7	2.7	50.5
59	7	6.3	6.3	56.8
60	7	6.3	6.3	63.1
61	10	9.0	9.0	72.1
62	10	9.0	9.0	81.1
63	6	5.4	5.4	86.5
64	8	7.2	7.2	93.7
65	7	6.3	6.3	100.0
Total	111	100.0	100.0	

FREQUENCIES VARIABLES=Z1 Z2 Z3 TTLESAT

/STATISTICS=MEAN

/ORDER=ANALYSIS.

## Frequencies

### Notes

Output Created		10-Apr-2021 09:07:31
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Z1 Z2 Z3 TTLESAT  /STATISTICS=MEAN  /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.016



## Notes

Output Created		10-Apr-2021 09:07:31
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Z1 Z2 Z3 TTLESAT  /STATISTICS=MEAN  /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.016
	Elapsed Time	00:00:00.008

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

## Statistics

		ESAT1	ESAT2	ESAT3	total e-satisfaction
N	Valid	111	111	111	111
	Missing	0	0	0	0
Mean		4.40	3.77	4.20	12.36

### Frequency Table

**ESAT1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.9	.9	.9
	tidak setuju	2	1.8	1.8	2.7
	netral	7	6.3	6.3	9.0
	setuju	43	38.7	38.7	47.7
	sangat setuju	58	52.3	52.3	100.0
	Total		111	100.0	100.0

### ESAT2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	3	2.7	2.7	2.7

netral	44	39.6	39.6	42.3
setuju	40	36.0	36.0	78.4
sangat setuju	24	21.6	21.6	100.0
Total	111	100.0	100.0	

### ESAT3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tidak setuju	2	1.8	1.8	1.8
netral	16	14.4	14.4	16.2
setuju	51	45.9	45.9	62.2
sangat setuju	42	37.8	37.8	100.0
Total	111	100.0	100.0	

### total e-satisfaction

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5	1	.9	.9	.9
7	1	.9	.9	1.8
9	8	7.2	7.2	9.0
10	10	9.0	9.0	18.0

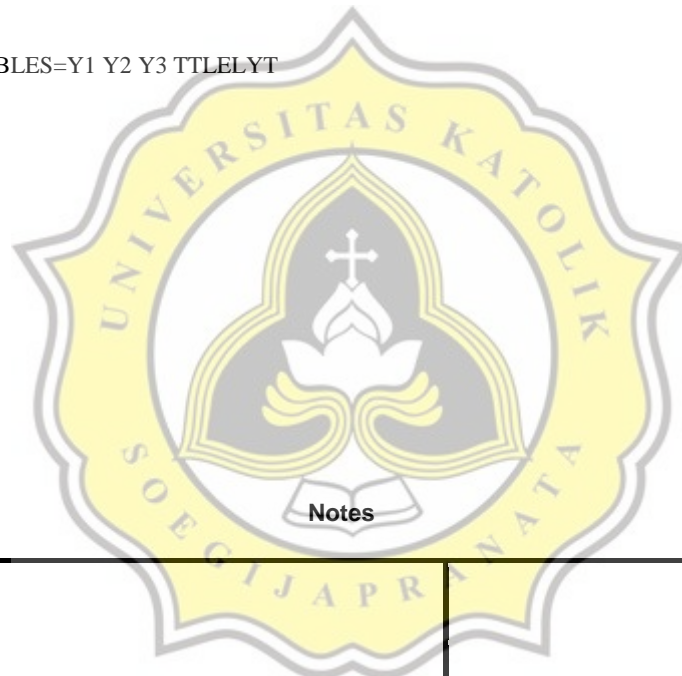
11	14	12.6	12.6	30.6
12	23	20.7	20.7	51.4
13	19	17.1	17.1	68.5
14	14	12.6	12.6	81.1
15	21	18.9	18.9	100.0
Total	111	100.0	100.0	

FREQUENCIES VARIABLES=Y1 Y2 Y3 TTLELYT

/STATISTICS=MEAN

/ORDER=ANALYSIS.

## Frequencies



Output Created		10-Apr-2021 09:09:57
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		<pre>FREQUENCIES VARIABLES=Y1 Y2 Y3 TTLELYT  /STATISTICS=MEAN  /ORDER=ANALYSIS.</pre>
Resources	Processor Time	00:00:00.000
	Elapsed Time	00:00:00.000

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

**Statistics**

		ELYT1	ELYT2	ELYT3	total e- loyalty
N	Valid	111	111	111	111
	Missing	0	0	0	0
Mean		4.14	4.20	4.54	12.87

**Frequency Table**

ELYT1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.9	.9	.9
	tidak setuju	1	.9	.9	1.8
	netral	16	14.4	14.4	16.2
	setuju	57	51.4	51.4	67.6
	sangat setuju	36	32.4	32.4	100.0
	Total	111	100.0	100.0	



ELYT2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.9	.9	.9
	tidak setuju	2	1.8	1.8	2.7
	netral	16	14.4	14.4	17.1
	setuju	47	42.3	42.3	59.5
	sangat setuju	45	40.5	40.5	100.0
	Total	111	100.0	100.0	

ELYT3

		Frequency	Percent	Valid Percent	Cumulative Percent
--	--	-----------	---------	---------------	--------------------

Valid	sangat tidak setuju	1	.9	.9	.9
	tidak setuju	3	2.7	2.7	3.6
	netral	3	2.7	2.7	6.3
	setuju	32	28.8	28.8	35.1
	sangat setuju	72	64.9	64.9	100.0
	Total	111	100.0	100.0	

## total e-loyalty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	.9	.9	.9
	6	1	.9	.9	1.8
	8	2	1.8	1.8	3.6
	9	3	2.7	2.7	6.3
	10	5	4.5	4.5	10.8
	11	7	6.3	6.3	17.1
	12	24	21.6	21.6	38.7
	13	22	19.8	19.8	58.6
	14	14	12.6	12.6	71.2
	15	32	28.8	28.8	100.0
	Total	111	100.0	100.0	

```
FREQUENCIES VARIABLES=jmlhresp_kndlefiensi
```

```
/PIECHART FREQ
```

```
/ORDER=ANALYSIS.
```

## Frequencies

### Notes

Output Created		11-Apr-2021 11:42:03
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		<pre>FREQUENCIES VARIABLES=jmlhresp_kndlefiensi  /PIECHART FREQ  /ORDER=ANALYSIS.</pre>



Resources	Processor Time	00:00:01.922
	Elapsed Time	00:00:02.385

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

### Statistics

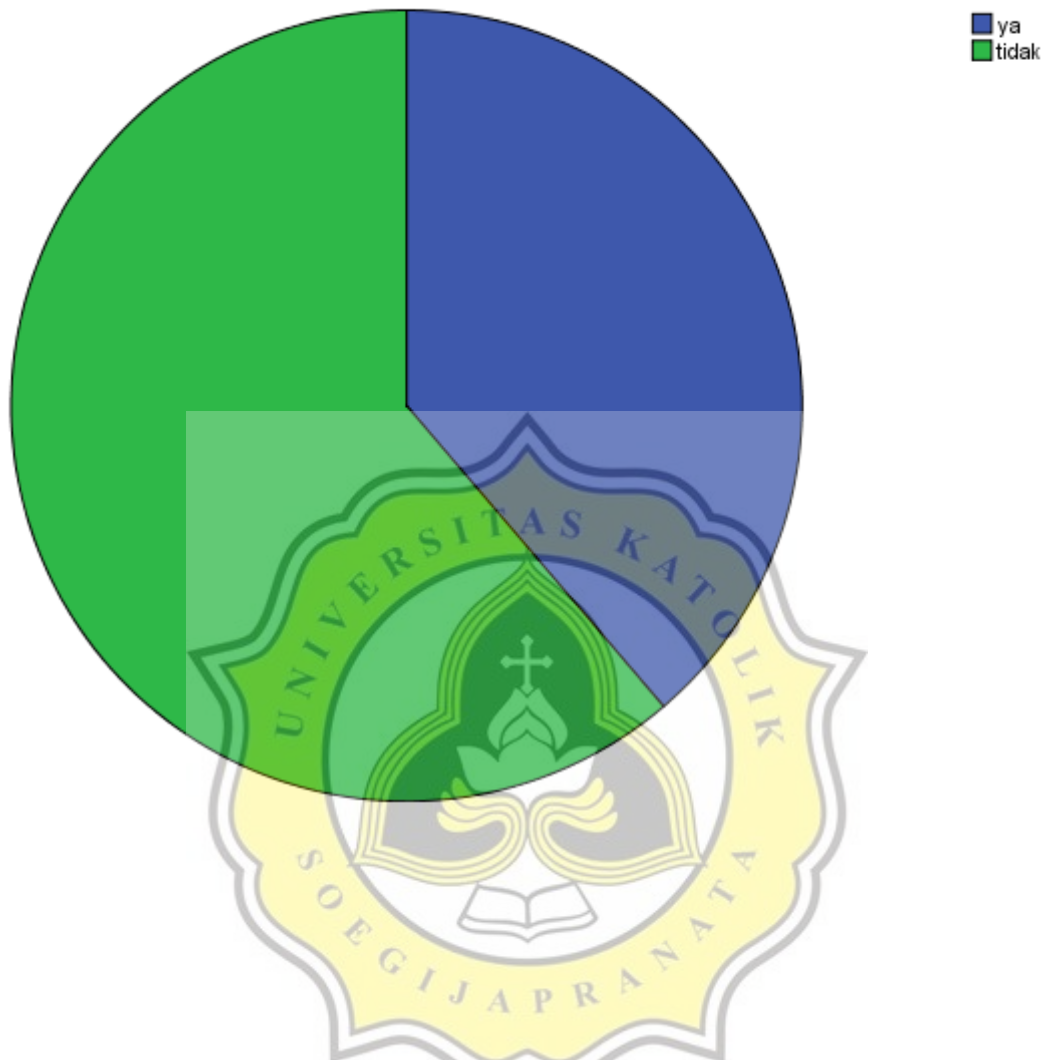
responden yang memiliki kendala  
pada dimensi efisiensi

N	Valid	111
	Missing	0

responden yang memiliki kendala pada dimensi efisiensi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ya	43	38.7	38.7	38.7
	tidak	68	61.3	61.3	100.0
Total		111	100.0	100.0	

### responden yang memiliki kendala pada dimensi efisiensi



MULT RESPONSE GROUPS=\$tefisiensi 'tanggapan dari dimensi efisiensi' (kndl\_ef1 kndl\_ef2 kndl\_ef3 kndl\_ef4 kndl\_ef5 kndl\_ef6 (1))

/FREQUENCIES=\$tefisiensi.

### Multiple Response

#### Notes

Output Created

11-Apr-2021 11:45:14

Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax	<p>MULT RESPONSE GROUPS=\$tefisiensi  'tanggapan dari dimensi efisiensi' (kndl_ef1  kndl_ef2 kndl_ef3 kndl_ef4 kndl_ef5  kndl_ef6 (1))</p> <p>/FREQUENCIES=\$tefisiensi.</p>	
Resources	Processor Time	00:00:00.000
	Elapsed Time	00:00:00.000

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

**Case Summary**

	Cases
--	-------

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$tefisiensi <sup>a</sup>	43	38.7%	68	61.3%	111	100.0%

a. Dichotomy group tabulated at value 1.

### \$tefisiensi Frequencies

	Responses		Percent of Cases
	N	Percent	
tanggapan dari dimensi efisiensi <sup>a</sup> konsumen memiliki kendala dalam memuat laman	29	65.9%	67.4%
konsumen memiliki kendala dalam menemukan informasi produk	2	4.5%	4.7%
kendala lain lain yang dialami konsumen terkait dari dimensi efisiensi	13	29.5%	30.2%
Total	44	100.0%	102.3%

a. Dichotomy group tabulated at value 1.

FREQUENCIES VARIABLES=jmlhresp\_kndlrel

/PIECHART FREQ

/ORDER=ANALYSIS.

## Frequencies

## Notes

Output Created		11-Apr-2021 15:15:39
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=jmlhresp_kndrel  /PIECHART FREQ  /ORDER=ANALYSIS.
Resources	Processor Time	00:00:01.781
	Elapsed Time	00:00:02.267

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

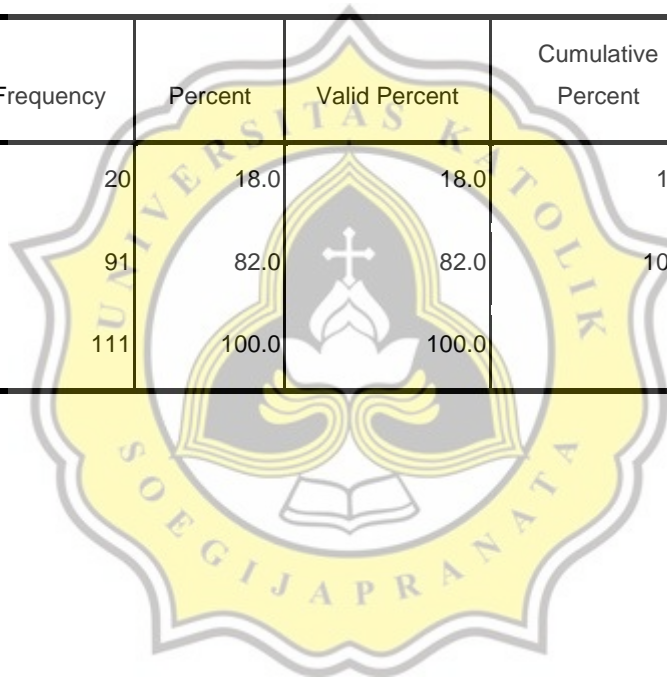
**Statistics**

responden yang memiliki kendala  
pada dimensi reliabilitas

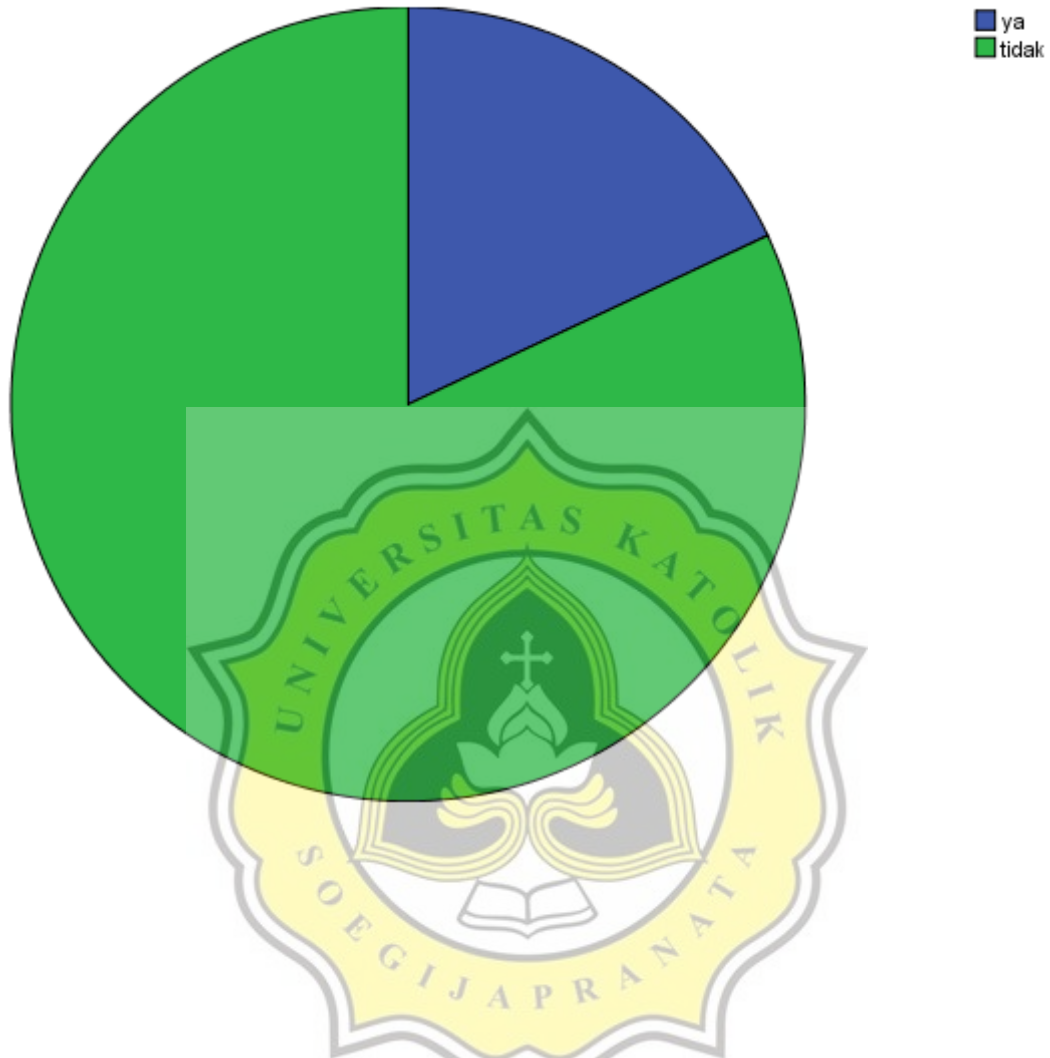
N	Valid	111
	Missing	0

**responden yang memiliki kendala pada dimensi reliabilitas**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ya	20	18.0	18.0	18.0
	tidak	91	82.0	82.0	100.0
Total		111	100.0	100.0	



### responden yang memiliki kendala pada dimensi reliabilitas



MULT RESPONSE GROUPS=\$reliabilitas 'tanggapan konsumen dari reliabilitas' (kndl\_rel1 kndl\_rel2 kndl\_rel3 kndl\_rel4 kndl\_rel5 (1))

/FREQUENCIES=\$reliabilitas.

### Multiple Response

#### Notes

Output Created

12-Apr-2021 00:43:26

Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		MULT RESPONSE GROUPS=\$reliabilitas 'tanggapan konsumen dari reliabilitas' (kndl_rel1 kndl_rel2 kndl_rel3 kndl_rel4 kndl_rel5 (1))  /FREQUENCIES=\$reliabilitas.
Resources	Processor Time	00:00:00.032
	Elapsed Time	00:00:00.017

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

**Case Summary**

	Cases
--	-------



	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$reliabilitas <sup>a</sup>	21	18.9%	90	81.1%	111	100.0%

a. Dichotomy group tabulated at value 1.

### \$reliabilitas Frequencies

		Responses		Percent of Cases
		N	Percent	
tanggapan konsumen dari reliabilitas <sup>a</sup>	konsumen memiliki kendala terkait informasi pengiriman barang	15	71.4%	71.4%
	konsumen memiliki kendala terkait metode pembayaran	4	19.0%	19.0%
	kendala lain lain yang dialami konsumen terkait dari dimensi reliabilitas	2	9.5%	9.5%
Total		21	100.0%	100.0%

a. Dichotomy group tabulated at value 1.

FREQUENCIES VARIABLES=jmlhresp\_kndlfull

/PIECHART FREQ

/ORDER=ANALYSIS.

## Frequencies

## Notes

Output Created		12-Apr-2021 01:00:23
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=jmlhresp_kndfull  /PIECHART FREQ  /ORDER=ANALYSIS.
Resources	Processor Time	00:00:03.547
	Elapsed Time	00:00:02.640

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

**Statistics**

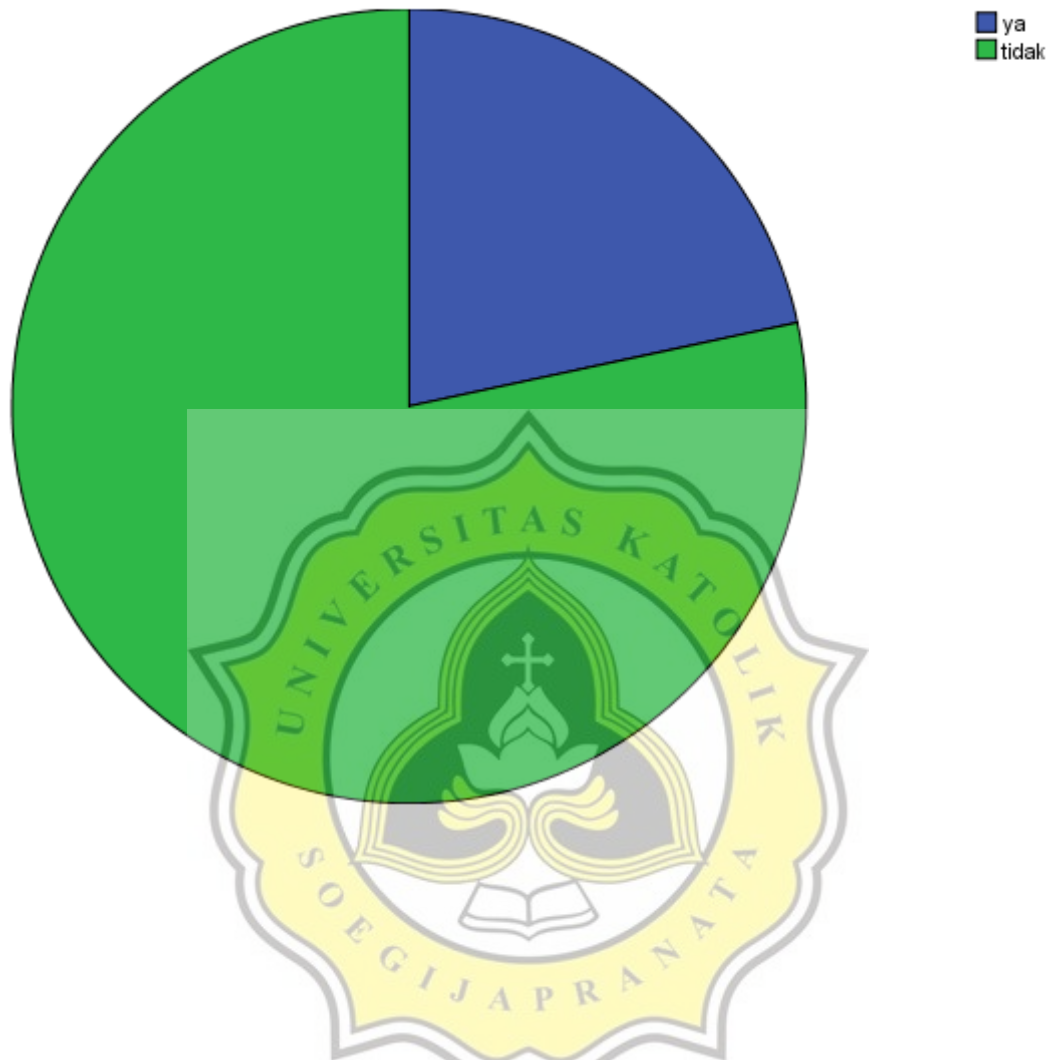
responden yang memiliki kendala  
pada dimensi fulfillment

N	Valid	111
	Missing	0

**responden yang memiliki kendala pada dimensi fulfillment**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ya	24	21.6	21.6	21.6
	tidak	87	78.4	78.4	100.0
Total		111	100.0	100.0	

### responden yang memiliki kendala pada dimensi fulfillment



MULT RESPONSE GROUPS=\$fulfillment 'tanggapan konsumen dimensi fulfillment' (kndl\_full1 kndl\_full2 kndl\_full3 kndl\_full4 (1))

/FREQUENCIES=\$fulfillment.

### Multiple Response

#### Notes

Output Created

12-Apr-2021 01:02:57

Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax	<p>MULT RESPONSE GROUPS=\$fulfillment  'tanggapan konsumen dimensi fulfillment'  (kndl_full1 kndl_full2 kndl_full3 kndl_full4 (1))  /FREQUENCIES=\$fulfillment.</p>	
Resources	Processor Time	00:00:00.063
	Elapsed Time	00:00:00.024

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

**Case Summary**

	Cases
--	-------

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$fulfillment <sup>a</sup>	24	21.6%	87	78.4%	111	100.0%

a. Dichotomy group tabulated at value 1.

### \$fulfillment Frequencies

		Responses		Percent of Cases
		N	Percent	
tanggapan konsumen dimensi fulfillment <sup>a</sup>	konsumen pernah mengalami kendala terkait dengan ketepatan waktu pengiriman	12	48.0%	50.0%
	konsumen pernah mengalami kendala terkait dengan ketersediaan produk pada shopee	8	32.0%	33.3%
	konsumen pernah mengalami kendala terkait tampilan harga awal yang tertera berbeda saat akan melakukan pembayaran	1	4.0%	4.2%
	kendala lain lain yang dialami konsumen terkait dimensi fulfillment	4	16.0%	16.7%
Total		25	100.0%	104.2%

a. Dichotomy group tabulated at value 1.

FREQUENCIES VARIABLES=jmlhresp\_kndlpriv

/PIECHART FREQ

/ORDER=ANALYSIS.

## Frequencies

### Notes

Output Created		12-Apr-2021 02:40:12
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=jmlhresp_kndlpriv  /PIECHART FREQ  /ORDER=ANALYSIS.
Resources	Processor Time	00:00:02.563
	Elapsed Time	00:00:01.703

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

### Statistics

responden yang memiliki kendala  
pada dimensi privasi

N	Valid	111
	Missing	0

responden yang memiliki kendala pada dimensi privasi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak	111	100.0	100.0	100.0



### responden yang memiliki kendala pada dimensi privasi



MULT RESPONSE GROUPS=\$privasi 'tanggapan responden dimensi privasi' (kndl\_priv1 kndl\_priv2 (2))

/FREQUENCIES=\$privasi.

### Multiple Response

#### Notes

Output Created	12-Apr-2021 02:42:25
Comments	

Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		MULT RESPONSE GROUPS=\$privasi 'tanggapan responden dimensi privasi' (kndl_priv1 kndl_priv2 (2))  /FREQUENCIES=\$privasi.
Resources	Processor Time	00:00:00.032
	Elapsed Time	00:00:00.017

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

**Case Summary**

	Cases		
	Valid	Missing	Total

	N	Percent	N	Percent	N	Percent
\$privasi <sup>a</sup>	111	100.0%	0	.0%	111	100.0%

a. Dichotomy group tabulated at value 2.

### \$privasi Frequencies

		Responses		Percent of Cases
		N	Percent	
tanggapan responden dimensi privasi <sup>a</sup>	konsumen pernah memiliki kendala tentang keamanan data pribadi	111	50.0%	100.0%
	kendala lain yang dialami konsumen terkait dimensi privasi	111	50.0%	100.0%
Total		222	100.0%	200.0%

a. Dichotomy group tabulated at value 2.

MULT RESPONSE GROUPS=\$privasi 'tanggapan responden dimensi privasi' (kndl\_priv1 kndl\_priv2 (1))

/FREQUENCIES=\$privasi.

## Multiple Response

### Notes

Output Created	12-Apr-2021 02:44:28
Comments	

Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		MULT RESPONSE GROUPS=\$privasi 'tanggapan responden dimensi privasi' (kndl_priv1 kndl_priv2 (1))  /FREQUENCIES=\$privasi.
Resources	Processor Time	00:00:00.000
	Elapsed Time	00:00:00.000

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

**Case Summary**

	Cases		
	Valid	Missing	Total

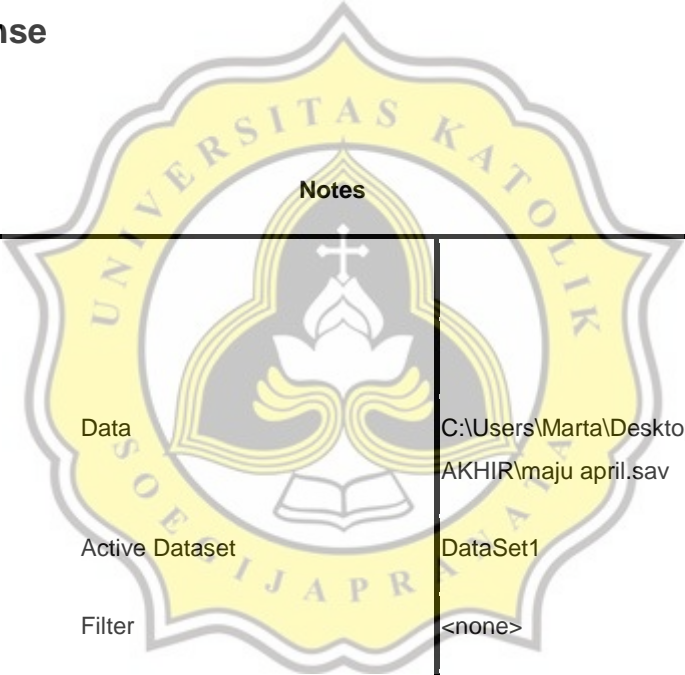
	N	Percent	N	Percent	N	Percent
\$privasi <sup>a</sup>	0	.0%	111	100.0%	111	100.0%

a. Dichotomy group tabulated at value 1.

MULT RESPONSE GROUPS=\$privasi 'tanggapan responden dimensi privasi' (kndl\_priv1 kndl\_priv2 (1))

/FREQUENCIES=\$privasi.

## Multiple Response



**Notes**

Output Created		12-Apr-2021 02:44:57
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.

Syntax	MULT RESPONSE GROUPS=\$privasi 'tanggapan responden dimensi privasi' (kndl_priv1 kndl_priv2 (1))  /FREQUENCIES=\$privasi.		
Resources	Processor Time		00:00:00.000
	Elapsed Time		00:00:00.008

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

### Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$privasi <sup>a</sup>	0	.0%	111	100.0%	111	100.0%

a. Dichotomy group tabulated at value 1.

SAVE OUTFILE='C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav' /COMPRESSED.

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT TTLELYT

/METHOD=ENTER TTLESQ TTLESAT

/SAVE RESID.

## Regression

### Notes

Output Created		12-Apr-2021 02:48:54
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax	REGRESSION	
	/MISSING LISTWISE	
	/STATISTICS COEFF OUTS R ANOVA	
	/CRITERIA=PIN(.05) POUT(.10)	
	/NOORIGIN	
	/DEPENDENT TTLELYT	
	/METHOD=ENTER TTLESQ TTLESAT	
	/SAVE RESID.	
Resources	Processor Time	00:00:00.109
	Elapsed Time	00:00:00.121
	Memory Required	2972 bytes
	Additional Memory Required for Residual Plots	0 bytes
Variables Created or Modified	RES_1	Unstandardized Residual

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	total e-satisfaction, total e-service quality <sup>a</sup>		. Enter

a. All requested variables entered.



**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	total e-satisfaction, total e-service quality <sup>a</sup>		. Enter

b. Dependent Variable: total e- loyalty

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791 <sup>a</sup>	.626	.620	1.294

a. Predictors: (Constant), total e-satisfaction, total e-service quality

b. Dependent Variable: total e- loyalty

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	303.344	2	151.672	90.555	.000 <sup>a</sup>
	Residual	180.891	108	1.675		
	Total	484.234	110			

a. Predictors: (Constant), total e-satisfaction, total e-service quality

b. Dependent Variable: total e- loyalty

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.487	.971		.501	.617
	total e-service quality	.119	.024	.414	4.891	.000
	total e-satisfaction	.456	.088	.440	5.195	.000

a. Dependent Variable: total e- loyalty

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.55	15.05	12.87	1.661	111
Residual	-3.938	2.875	.000	1.282	111
Std. Predicted Value	-5.013	1.311	.000	1.000	111
Std. Residual	-3.043	2.221	.000	.991	111

a. Dependent Variable: total e- loyalty

NPAR TESTS

/K-S(NORMAL)=RES\_1

/MISSING ANALYSIS.

## NPar Tests

### Notes

Output Created		12-Apr-2021 02:50:23
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each test are based on all cases with valid data for the variable(s) used in that test.
Syntax		NPAR TESTS  /K-S(NORMAL)=RES_1  /MISSING ANALYSIS.
Resources	Processor Time <sup>a</sup>	00:00:00.063
	Elapsed Time	00:00:00.031
	Number of Cases Allowed	196608

a. Based on availability of workspace memory.

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		111
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	1.28236545
Most Extreme Differences	Absolute	.106
	Positive	.029
	Negative	-.106
Kolmogorov-Smirnov Z		1.115
Asymp. Sig. (2-tailed)		.167
a. Test distribution is Normal.		

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT TTLESAT

/METHOD=ENTER TTLESQ

/SAVE RESID.

## Regression

### Notes

Output Created		12-Apr-2021 04:14:01
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		<pre> REGRESSION  /MISSING LISTWISE  /STATISTICS COEFF OUTS R ANOVA  /CRITERIA=PIN(.05) POUT(.10)  /NOORIGIN  /DEPENDENT TTLESAT  /METHOD=ENTER TTLESQ  /SAVE RESID. </pre>

Resources	Processor Time	00:00:00.156
	Elapsed Time	00:00:00.110
	Memory Required	2732 bytes
	Additional Memory Required for Residual Plots	0 bytes
Variables Created or Modified	RES_2	Unstandardized Residual

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

#### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	total e-service quality <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: total e-satisfaction

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719 <sup>a</sup>	.517	.513	1.411

a. Predictors: (Constant), total e-service quality

b. Dependent Variable: total e-satisfaction

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	232.514	1	232.514	116.755	.000 <sup>a</sup>
	Residual	217.071	109	1.991		
	Total	449.586	110			

a. Predictors: (Constant), total e-service quality

b. Dependent Variable: total e-satisfaction

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.066	1.054		1.012	.314
	total e-service quality	.199	.018	.719	10.805	.000

a. Dependent Variable: total e-satisfaction

Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.05	13.99	12.36	1.454	111

Residual	-3.994	3.000	.000	1.405	111
Std. Predicted Value	-5.717	1.120	.000	1.000	111
Std. Residual	-2.830	2.126	.000	.995	111

a. Dependent Variable: total e-satisfaction

## REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

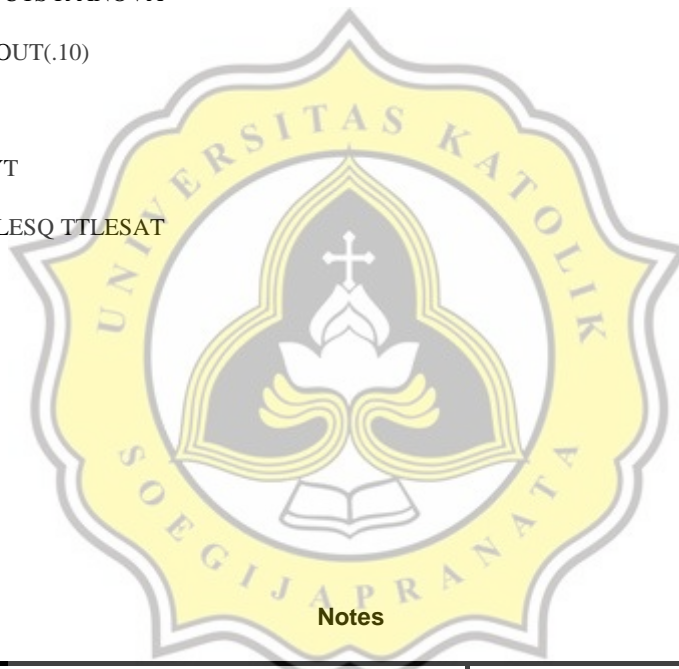
/NOORIGIN

/DEPENDENT TTLELYT

/METHOD=ENTER TTLESQ TTLESAT

/SAVE RESID.

## Regression



Output Created	12-Apr-2021 04:15:18	
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>



	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION
		/MISSING LISTWISE
		/STATISTICS COEFF OUTS R ANOVA
		/CRITERIA=PIN(.05) POUT(.10)
		/NOORIGIN
		/DEPENDENT TTLELYT
	/METHOD=ENTER TTLESQ TTLESAT	
	/SAVE RESID.	
Resources	Processor Time	00:00:00.281
	Elapsed Time	00:00:00.171
	Memory Required	3012 bytes
	Additional Memory Required for Residual Plots	0 bytes
Variables Created or Modified	RES_3	Unstandardized Residual

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	total e-satisfaction, total e-service quality <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: total e- loyalty

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791 <sup>a</sup>	.626	.620	1.294

a. Predictors: (Constant), total e-satisfaction, total e-service quality

b. Dependent Variable: total e- loyalty

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	303.344	2	151.672	90.555	.000 <sup>a</sup>
	Residual	180.891	108	1.675		
	Total	484.234	110			

a. Predictors: (Constant), total e-satisfaction, total e-service quality

b. Dependent Variable: total e- loyalty

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.487	.971		.501	.617
	total e-service quality	.119	.024	.414	4.891	.000
	total e-satisfaction	.456	.088	.440	5.195	.000

a. Dependent Variable: total e- loyalty

Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.55	15.05	12.87	1.661	111
Residual	-3.938	2.875	.000	1.282	111
Std. Predicted Value	-5.013	1.311	.000	1.000	111
Std. Residual	-3.043	2.221	.000	.991	111

a. Dependent Variable: total e- loyalty

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT TTLELYT

/METHOD=ENTER TTLESAT

/SAVE RESID.

## Regression

### Notes

Output Created		12-Apr-2021 04:19:42
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax	REGRESSION	
	/MISSING LISTWISE	
	/STATISTICS COEFF OUTS R ANOVA	
	/CRITERIA=PIN(.05) POUT(.10)	
	/NOORIGIN	
	/DEPENDENT TTLELYT	
	/METHOD=ENTER TTLESAT	
	/SAVE RESID.	
Resources	Processor Time	00:00:00.156
	Elapsed Time	00:00:00.110
	Memory Required	2772 bytes
	Additional Memory Required for Residual Plots	0 bytes
Variables Created or Modified	RES_4	Unstandardized Residual

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

#### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	total e-satisfaction <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: total e- loyalty

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737 <sup>a</sup>	.544	.540	1.424

a. Predictors: (Constant), total e-satisfaction

b. Dependent Variable: total e-loyalty

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	263.280	1	263.280	129.880	.000 <sup>a</sup>
	Residual	220.954	109	2.027		
	Total	484.234	110			

a. Predictors: (Constant), total e-satisfaction

b. Dependent Variable: total e-loyalty

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.415	.841		4.061	.000

total e-satisfaction	.765	.067	.737	11.396	.000
----------------------	------	------	------	--------	------

a. Dependent Variable: total e- loyalty

#### Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7.24	14.89	12.87	1.547	111
Residual	-4.241	3.698	.000	1.417	111
Std. Predicted Value	-3.641	1.306	.000	1.000	111
Std. Residual	-2.979	2.597	.000	.995	111

a. Dependent Variable: total e- loyalty

#### REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT TTLELYT

/METHOD=ENTER TTLESQ

/SAVE RESID.

## Regression

Notes

Output Created		12-Apr-2021 04:20:37
Comments		
Input	Data	C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	111
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT TTLELYT /METHOD=ENTER TTLESQ /SAVE RESID.
Resources	Processor Time	00:00:00.391
	Elapsed Time	00:00:00.250
	Memory Required	2788 bytes



Additional Memory Required for Residual Plots	0 bytes
Variables Created or Modified RES_5	Unstandardized Residual

[DataSet1] C:\Users\Marta\Desktop\APRIL SIDANG AKHIR\maju april.sav

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	total e-service quality <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: total e- loyalty

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730 <sup>a</sup>	.533	.529	1.440

a. Predictors: (Constant), total e-service quality

b. Dependent Variable: total e- loyalty

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	258.148	1	258.148	124.457	.000 <sup>a</sup>
	Residual	226.087	109	2.074		
	Total	484.234	110			

a. Predictors: (Constant), total e-service quality

b. Dependent Variable: total e- loyalty

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.973	1.075		.905	.367
	total e-service quality	.209	.019	.730	11.156	.000

a. Dependent Variable: total e- loyalty

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.12	14.59	12.87	1.532	111
Residual	-5.123	2.762	.000	1.434	111
Std. Predicted Value	-5.717	1.120	.000	1.000	111
Std. Residual	-3.557	1.918	.000	.995	111

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.12	14.59	12.87	1.532	111
Residual	-5.123	2.762	.000	1.434	111
Std. Predicted Value	-5.717	1.120	.000	1.000	111
Std. Residual	-3.557	1.918	.000	.995	111

a. Dependent Variable: total e- loyalty




**8.62%** PLAGIARISM  
APPROXIMATELY

**0.14%** IN QUOTES

## Report #12813719

**110** BAB I PENDAHULUAN Latar Belakang Penelitian Seiring berjalannya waktu, perkembangan teknologi tidak dapat dihindari salah satu contohnya ialah internet. Saat ini internet masuk dalam kehidupan manusia dalam berbagai bidang. Internet memberi akses kemudahan bagi manusia untuk saling bertukar informasi serta informasi tersebut dapat dengan cepat tersampaikan seperti halnya membaca berita sudah tidak lagi menggunakan koran namun sekarang dapat diakses melalui berita elektronik, mengirim dokumen menjadi lebih cepat dan praktis melalui e-mail dimana dahulu memerlukan waktu yang lama agar dokumen sampai ke penerima. Dalam jangka waktu tiga tahun terakhir, pengguna internet di Indonesia terus mengalami peningkatan, hal itu dapat dibuktikan dengan data dibawah ini: Tabel 1.1 Pengguna Internet di Indonesia Tahun Pengguna Internet Populasi Prosentase 2016 132,7 juta jiwa 256,2 juta orang 51,70% 2017 143,26 juta jiwa 262 juta orang 54,68 % 2018 171,17 juta jiwa 264,16 juta orang 64,80 % Sumber : (APJII, 2019), diunduh pada November

