Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN

Kepada Yth.
Bapak/Ibu/Saudara/i
Di Tempat

Dengan Hormat,

Perkenalkan, saya Siti Nur Aisyah, mahasiswa yang sedang melakukan penelitian dalam rangka penyususnan skripsi dengan judul "Pengaruh E-Service Quality dan Keamanan Transaksi terhadap Kepuasan Konsumen dalam Menggunakan Aplikasi Shopee di Dusun Tebangan".

Sehubungan dengan hal tersebut, saya memohon kesediaan Bapak/Ibu/Saudara/I untuk meluangkan waktu mengisi kuesioner ini sesuai dengan keadaan dan pengalaman yang sebenarnya. Kuesioner ini bertujuan untuk memperoleh data dan informasi yang diperlukan dalam penelitian mengenai pengalaman dan penilaian konsumen dalam menggunakan aplikasi Shopee.

Atas waktu, kesediaan, dan bantuan yang diberikan dalam mengisi kuesioner ini, saya mengucapkan terima kasih yang sebesar-besarnya.

Rantauprapat, 2026

Penulis

Siti Nur Aisyah
NPM. 2201100217

PERNYATAAN KUESIONER

PENGARUH E-SERVICE QUALITY DAN KEAMANAN TRANSAKSI TERHADAP KEPUASAN KONSUMEN DALAM MENGGUNAKAN APLIKASI SHOPEE DI DUSUN TEBANGAN

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1. Identitas Responden

Nama Responden :_____

Usia Responden :_____

Lama Menggunakan

Aplikasi Shopee :□ < 1 tahun

□ 1-3 tahun

□ > 3 tahun

2. Petunjuk Pengisian

Mohon diberi tanda centang atau checklist (✓) pada salah satu jawaban yang paling sesuai menurut pendapat anda. Adapun pendapat yang anda berikan mempunyai nilai sebagai berikut :

Jawaban	Skor
Sangat Setuju (SS)	5
Setuju (S)	4
Netral (N)	3
Tidak Setuju (TS)	2
Sangat Tidak Setuju (STS)	1

No	PERNYATAAN	SS	S	N	TS	STS
		5	4	3	2	1
A	**E-Service Quality (X_1)**					
1	Aplikasi Shopee mudah dipelajari saat digunakan.					
2	Menu pada aplikasi Shopee mudah dipahami.					
3	Saya dapat menemukan produk yang dicari dengan mudah melalui aplikasi Shopee.					
4	Proses pembelian di aplikasi Shopee dapat dilakukan dengan mudah.					
5	Informasi produk pada aplikasi Shopee sesuai dengan produk yang diterima.					
6	Shopee memberikan layanan sesuai dengan yang dijanjikan.					
7	Proses pemesanan melalui Shopee berjalan sesuai harapan.					
8	Aplikasi Shopee jarang mengalmi gangguan saat digunakan.					
9	Shopee dapat diakses kapan saja ketika dibutuhkan.					
10	Proses transaksi di Shopee berjalan dengan lancar.					
11	Shopee menjaga kerahasiaan data pribadi pengguna.					
12	Saya merasa data pribadi saya aman saat menggunakan Shopee.					

13	Informasi transaksi saya terlindungi dengan baik oleh Shopee.					
14	Saya memilih berbelanja di Shopee karena harga yang ditawarkan lebih bersaing.					
TOTAL						
B	**Keamanan Transaksi (X_2)**					
1	Saya tidak khawatir data pribadi saya akan disalahgunakan saat bertransaksi di Shopee.					
2	Shopee mampu melindungi data pribadi pengguna dari penyalahgunaan.					
3	Saya merasa aman saat melakukan pembayaran di Shopee.					
4	Informasi pembayaran saya terlindungi dengan baik saat bertransaksi di Shopee.					
5	Sistem pembayaran Shopee mampu menjaga keamanan transaksi keuangan pengguna.					
6	Shopee menjaga kerahasiaan informasi yang saya berikan.					
7	Informasi pribadi dan transaksi saya tidak mudah diakses oleh pihak yang tidak berwenang.					
8	Saya percaya Shopee tidak menyebarluaskan infomasi pengguna tanpa izin.					
9	Saya percaya sistem transaksi Shopee dapat berjalan dengan baik					

	dan aman.					
10	Sistem Shopee mampu memproses transaksi secara akurat.					
11	Saya merasa nyaman bertransaksi karena sistem Shopee dapat dipercaya.					
TOTAL						
C	**Kepuasan Konsumen (Y)**					
1	Pengalaman berbelanja di Shopee sesuai dengan harapan saya.					
2	Produk yang saya beli melalui Shopee sesuai dengan harapan saya.					
3	Layanan yang diberikan Shopee memenuhi harapan saya sebagai konsumen.					
4	Saya berniat menggunakan Shopee kembali untuk berbelanja di masa mendatang.					
5	Saya akan tetap memilih Shopee sebagai salah satu platform belanja online.					
6	Saya tertarik untuk terus menggunakan Shopee dalam memenuhi kebutuhan belanja saya.					
7	Saya bersedia merekomendasikan Shopee kepada teman atau keluarga.					
8	Saya akan menyarankan orang lain untuk menggunakan Shopee saat berbelanja online.					
TOTAL						

Lampiran II. Tabulasi Data Penelitian

E-Service Quality (X_1)

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	TOTAL
4	4	4	3	3	3	3	3	4	4	4	3	3	5	50
5	4	5	5	4	5	4	4	5	4	4	4	4	5	62
4	5	5	5	5	5	5	5	5	5	5	5	5	5	69
4	5	4	5	5	4	5	4	5	4	5	4	5	4	63
5	5	5	4	3	3	4	3	5	3	5	5	5	5	60
4	4	5	4	5	5	5	5	5	5	4	4	4	5	64
5	5	5	5	5	5	5	5	5	5	5	4	4	5	68
3	4	5	5	5	4	3	5	5	5	5	4	5	5	63
5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
4	4	4	5	4	4	4	5	4	4	3	4	4	4	57
3	4	5	5	4	4	4	3	4	4	4	4	4	5	57
5	5	5	5	4	4	5	4	5	5	4	4	4	4	63
4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
5	4	4	4	4	4	4	4	4	4	4	4	4	4	57
4	4	4	4	3	3	3	3	3	4	4	4	4	4	51
5	4	4	4	4	4	4	3	4	4	4	4	4	4	56
5	5	5	5	3	3	4	4	5	5	4	4	4	3	59
4	4	5	5	5	5	5	5	5	5	4	3	4	4	63
4	4	5	5	4	5	4	5	5	4	4	4	4	5	62
5	5	5	5	5	5	5	5	5	5	4	4	4	4	66
4	4	5	4	4	4	5	4	5	5	4	5	4	5	62
5	5	4	5	5	4	4	5	5	4	4	4	5	4	63
4	4	4	5	4	5	5	5	3	5	5	4	5	4	62
5	4	5	4	5	4	5	3	5	4	4	4	5	4	61
5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
5	4	5	5	4	5	4	3	4	5	4	4	5	4	61
5	4	4	5	3	4	5	4	5	5	4	3	4	5	60
4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
5	5	5	5	5	5	5	4	5	5	5	4	4	3	65
4	5	5	4	4	5	4	4	5	5	4	4	5	4	62
5	4	5	5	4	5	5	4	5	5	4	5	4	5	65
4	4	5	4	5	4	4	5	4	4	5	4	5	5	62
4	4	4	5	5	4	5	5	5	5	3	3	5	5	62
5	4	5	4	5	4	4	5	4	5	4	5	4	5	63
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4	5	5	4	4	5	4	5	4	5	4	5	5	4	63
4	5	4	5	4	5	4	4	5	4	4	4	4	4	60
4	4	5	4	5	4	4	4	5	4	5	4	5	4	61
4	4	4	5	5	4	4	4	5	4	3	4	4	5	59

5	5	5	5	4	3	4	4	4	4	3	3	3	3	55
5	5	5	5	4	4	4	4	5	4	4	4	4	4	61
5	4	4	4	5	5	3	4	5	4	4	5	4	4	60
5	4	5	5	5	5	5	4	5	4	5	5	5	4	66
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4	5	4	4	3	5	4	5	4	3	4	4	4	5	58
4	4	3	5	3	5	4	3	4	3	5	4	3	5	55
5	4	5	5	4	4	4	3	5	5	4	3	5	5	61
5	4	5	4	4	5	5	4	5	4	4	5	5	4	63
4	5	4	5	4	5	4	5	4	4	5	4	5	4	62
5	4	5	5	4	5	4	4	5	4	4	5	4	5	63
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4	5	4	5	4	5	4	4	5	4	5	4	4	4	61
4	5	4	5	4	4	5	4	5	4	5	5	4	4	62
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5	4	5	4	5	4	5	4	5	5	4	5	4	4	63
5	4	5	4	5	4	5	4	5	4	5	4	5	4	63
4	5	4	5	4	5	5	4	5	4	4	5	4	4	62
5	4	5	4	5	4	5	4	4	4	5	4	5	4	62
5	4	5	5	4	5	4	5	4	5	4	5	4	5	64
5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
5	4	5	4	4	5	4	5	5	5	4	4	5	4	63
4	5	4	4	5	4	5	4	5	4	5	5	4	5	63
4	5	4	4	5	5	4	5	5	5	4	5	5	4	64
4	5	4	5	4	5	5	4	4	5	5	4	5	4	63
5	4	5	4	4	5	4	5	4	4	5	4	5	4	62
5	4	5	4	5	5	5	4	5	4	4	5	4	5	64
5	4	5	4	5	5	4	4	5	4	5	4	5	4	63

Keamanan Transaksi (X_2)

X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	TOTAL
3	3	4	4	4	4	3	4	4	4	4	41
4	4	4	4	4	4	4	5	4	4	4	45
5	5	5	5	5	5	5	5	5	5	5	55
4	4	5	5	4	5	4	5	4	4	5	49
5	5	5	5	5	5	5	5	5	4	3	52
4	4	4	4	4	4	4	4	4	4	4	44
4	4	4	4	4	4	4	4	4	4	4	44
5	4	3	4	3	3	5	5	4	4	4	44
5	5	5	5	5	5	5	5	5	5	5	55
4	4	5	4	4	4	5	4	4	4	4	46
4	4	4	4	4	4	4	4	4	4	4	44
4	4	4	4	4	4	4	4	4	4	4	44
4	4	4	4	4	4	4	4	4	4	4	44
5	5	5	5	5	5	5	5	5	5	5	55
4	4	4	3	3	3	4	3	4	4	4	40
3	3	3	3	3	3	3	3	3	3	3	33
4	4	4	4	4	4	4	4	4	4	4	44
4	4	4	4	4	4	4	4	4	4	4	44
4	4	4	4	4	4	5	4	4	4	5	46
4	5	4	4	4	4	4	3	3	4	4	43
4	4	4	4	4	4	4	5	4	4	4	45
3	4	5	5	4	5	4	4	5	4	4	47
5	5	4	5	4	5	4	5	5	4	5	51
4	4	5	4	5	4	4	4	5	5	3	47
4	4	5	4	5	4	5	4	5	4	5	49
5	5	5	5	5	5	5	5	5	5	5	55
4	5	4	5	4	5	4	3	4	5	4	47
3	4	4	5	4	4	5	4	4	5	4	46
4	4	4	4	4	4	4	4	4	4	4	44
3	4	4	4	4	4	4	4	5	5	4	45
5	4	4	5	5	4	5	4	5	4	5	50
4	5	5	4	5	4	5	5	5	4	4	50
5	4	5	4	4	5	5	4	5	5	4	50
3	4	4	4	5	4	5	4	5	5	5	48
5	4	5	5	4	5	5	4	5	4	5	51
4	4	5	4	5	4	4	5	4	4	4	47
4	5	4	4	5	4	5	4	4	4	4	47
5	4	5	4	5	4	4	4	5	4	4	48
4	5	4	4	4	5	5	5	4	4	5	49
4	5	5	5	4	5	5	4	4	4	5	50
3	3	4	4	4	3	3	3	4	4	3	38

4	4	4	4	4	4	4	4	4	4	4	44
4	4	5	5	4	4	5	4	5	4	4	48
5	5	5	3	3	5	5	5	4	5	5	50
3	3	4	4	5	4	3	4	5	4	5	44
4	5	5	4	4	5	5	3	4	5	4	48
3	3	4	5	3	4	5	3	4	5	3	42
4	5	4	4	3	5	4	4	5	5	4	47
3	4	5	4	4	5	4	5	5	4	5	48
5	4	5	4	4	5	4	4	4	5	5	49
4	5	4	3	4	5	4	5	5	4	5	48
4	5	4	5	4	4	5	4	5	4	5	49
5	4	5	4	4	5	4	5	4	5	4	49
5	4	4	4	5	4	5	5	4	4	5	49
4	5	4	4	5	4	5	5	5	5	4	50
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4	5	4	4	5	4	4	5	4	5	4	48
5	4	5	4	5	4	5	4	5	4	4	49
5	4	5	4	5	4	5	4	5	4	4	49
4	5	4	5	4	5	4	5	4	5	4	49
5	4	4	5	5	4	5	4	4	5	4	49
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4	4	5	4	4	5	4	5	4	5	4	48
4	5	4	5	4	5	4	5	4	4	5	49
4	5	5	4	5	4	4	4	5	4	5	49

Kepuasan Konsumen (Y)

Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	TOTAL
3	3	5	5	5	4	4	4	33
5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	40
4	4	5	5	4	4	4	4	34
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5	5	5	5	5	4	5	5	39
5	5	4	4	4	4	4	4	34
4	4	5	4	3	5	3	5	33
5	5	5	5	5	5	5	5	40
5	5	5	5	5	4	4	5	38
4	4	4	4	3	4	3	4	30
4	4	4	5	5	5	5	5	37
4	4	4	4	4	4	4	4	32
5	5	5	5	5	5	5	5	40
4	3	4	4	4	3	3	3	28
3	3	3	3	3	3	3	3	24
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5	3	3	4	5	5	4	5	34
4	5	5	4	5	5	4	3	35
5	5	5	4	4	5	4	5	37
5	4	5	5	4	5	4	5	37
5	5	5	5	5	5	5	5	40
5	4	5	4	4	3	5	4	34
4	4	5	5	4	5	4	3	34
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5	5	4	5	4	4	5	4	36
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5	4	5	4	5	4	4	5	36
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5	4	4	4	5	4	4	5	35
5	4	4	4	5	5	5	4	36
4	4	5	4	4	4	5	5	35
5	5	5	4	5	4	4	5	37
4	3	4	4	4	3	3	3	28
4	4	4	4	4	4	4	4	32

4	5	4	4	5	5	3	4	34
5	5	5	4	5	5	5	4	38
5	4	4	5	4	5	4	4	35
3	4	5	4	4	5	5	4	34
4	5	3	4	3	5	3	3	30
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4	5	4	5	4	5	5	4	36
5	4	5	4	5	4	4	4	35
4	5	4	5	4	5	5	5	37
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5	4	4	4	5	4	5	4	35
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4	5	5	5	4	4	5	4	36
5	4	5	4	5	4	5	5	37
5	4	5	4	5	4	5	4	36
5	5	4	5	4	5	4	5	37
5	4	4	4	5	4	4	5	35
4	5	5	4	5	4	5	4	36
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5	5	4	5	4	4	5	5	37
5	5	4	5	4	4	5	5	37
5	4	5	5	4	5	4	5	37

Lampiran III. Hasil Uji Instrument Penelitian

Hasil Uji Validitas Variabel E -Service Quality (X_1)

Hasil Uji Reliabilitas Variabel E-Service Quality (X_1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	TOTAL
X1.1	Pearson Correlation	1	-.121	.436**	-.016	.131	.014	.262*	-.060	.197	.124	.042	.134	.060	-.125	.305**
	Sig. (2-tailed)		.295	.000	.887	.258	.907	.021	.605	.085	.284	.720	.244	.607	.278	.007
	N	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77
X1.2	Pearson Correlation	-.121	1	-.129	.308**	.013	.163	.159	.241*	.219	.099	.223	.222	.127	-.145	.345**
	Sig. (2-tailed)	.295		.263	.006	.908	.157	.168	.034	.055	.392	.051	.052	.273	.208	.002
	N	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77
X1.3	Pearson Correlation	.436**	-.129	1	-.052	.299**	.083	.192	.118	.350**	.306**	.089	.130	.234*	.093	.469**
	Sig. (2-tailed)	.000	.263		.651	.008	.474	.094	.308	.002	.007	.439	.259	.040	.421	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77
X1.4	Pearson Correlation	-.016	.308**	-.052	1	-.031	.231*	.258*	.194	.179	.287*	-.058	.004	-.044	.028	.333**
	Sig. (2-tailed)	.887	.006	.651		.786	.043	.024	.092	.119	.011	.617	.974	.706	.808	.003
	N	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77
X1.5	Pearson Correlation	.131	.013	.299**	-.031	1	.216	.388**	.384**	.360**	.247*	.300**	.186	.410**	.061	.624**
	Sig. (2-tailed)	.258	.908	.008	.786		.059	.000	.001	.001	.030	.008	.104	.000	.599	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77
X1.6	Pearson Correlation	.014	.163	.083	.231*	.216	1	.206	.373**	.155	.269*	.188	.343**	.216	.195	.573**
	Sig. (2-tailed)	.907	.157	.474	.043	.059		.073	.001	.179	.018	.102	.002	.059	.089	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77
X1.7	Pearson Correlation	.262*	.159	.192	.258*	.388**	.206	1	.168	.388**	.278*	.262*	.186	.223	.036	.610**
	Sig. (2-tailed)	.021	.168	.094	.024	.000	.073		.145	.000	.014	.021	.106	.052	.754	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77
X1.8	Pearson Correlation	-.060	.241*	.118	.194	.384**	.373**	.168	1	.039	.411**	.075	.196	.225*	.114	.551**
	Sig. (2-tailed)	.605	.034	.308	.092	.001	.001	.145		.738	.000	.516	.088	.049	.325	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77
X1.9	Pearson Correlation	.197	.219	.350**	.179	.360**	.155	.388**	.039	1	.080	.044	.124	.139	.132	.504**
	Sig. (2-tailed)	.085	.055	.002	.119	.001	.179	.000	.738		.490	.702	.282	.228	.254	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77
X1.10	Pearson Correlation	.124	.099	.306**	.287*	.247*	.269*	.278*	.411**	.080	1	-.058	.104	.213	.022	.516**
	Sig. (2-tailed)	.284	.392	.007	.011	.030	.018	.014	.000	.490		.619	.366	.063	.851	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77
X1.11	Pearson Correlation	.042	.223	.089	-.058	.300**	.188	.262*	.075	.044	-.058	1	.196	.475**	.052	.436**
	Sig. (2-tailed)	.720	.051	.439	.617	.008	.102	.021	.516	.702	.619		.087	.000	.654	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77
X1.12	Pearson Correlation	.134	.222	.130	.004	.186	.343**	.186	.196	.124	.104	.196	1	.133	.243*	.493**
	Sig. (2-tailed)	.244	.052	.259	.974	.104	.002	.106	.088	.282	.366	.087		.249	.033	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77
X1.13	Pearson Correlation	.060	.127	.234*	-.044	.410**	.216	.223	.225*	.139	.213	.475**	.133	1	-.035	.520**
	Sig. (2-tailed)	.607	.273	.040	.706	.000	.059	.052	.049	.228	.063	.000	.249		.763	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77
X1.14	Pearson Correlation	-.125	-.145	.093	.028	.061	.195	.036	.114	.132	.022	.052	.243*	-.035	1	.259*
	Sig. (2-tailed)	.278	.208	.421	.808	.599	.089	.754	.325	.254	.851	.654	.033	.763		.023
	N	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77
TOTAL	Pearson Correlation	.305**	.345**	.469**	.333**	.624**	.573**	.610**	.551**	.504**	.516**	.436**	.493**	.520**	.259*	1
	Sig. (2-tailed)	.007	.002	.000	.003	.000	.000	.000	.000	.000	.000	.000	.000	.000	.023	
	N	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.731	14

Hasil Uji Validitas Variabel Keamanan Transaksi (X_2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	TOTAL
X2.1	Pearson Correlation	1	.358**	.363**	.245*	.268*	.297**	.493**	.353**	.236*	.207	.264*	.640**
	Sig. (2-tailed)		.001	.001	.032	.018	.009	.000	.002	.039	.071	.020	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77
X2.2	Pearson Correlation	.358**	1	.123	.230*	.264*	.524**	.372**	.344**	.309**	.247*	.391**	.651**
	Sig. (2-tailed)	.001		.286	.044	.020	.000	.001	.002	.006	.030	.000	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77
X2.3	Pearson Correlation	.363**	.123	1	.197	.384**	.340**	.368**	.171	.370**	.186	.245*	.575**
	Sig. (2-tailed)	.001	.286		.085	.001	.002	.001	.138	.001	.105	.032	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77
X2.4	Pearson Correlation	.245*	.230*	.197	1	.213	.391**	.355**	.156	.292*	.290*	.156	.532**
	Sig. (2-tailed)	.032	.044	.085		.063	.000	.002	.175	.010	.011	.174	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77
X2.5	Pearson Correlation	.268*	.264*	.384**	.213	1	.072	.222	.336**	.426**	.069	.310**	.557**
	Sig. (2-tailed)	.018	.020	.001	.063		.533	.052	.003	.000	.549	.006	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77
X2.6	Pearson Correlation	.297**	.524**	.340**	.391**	.072	1	.173	.415**	.292**	.453**	.391**	.667**
	Sig. (2-tailed)	.009	.000	.002	.000	.533		.133	.000	.010	.000	.000	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77
X2.7	Pearson Correlation	.493**	.372**	.368**	.355**	.222	.173	1	.129	.356**	.267*	.273*	.617**
	Sig. (2-tailed)	.000	.001	.001	.002	.052	.133		.264	.001	.019	.016	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77
X2.8	Pearson Correlation	.353**	.344**	.171	.156	.336**	.415**	.129	1	.204	.174	.391**	.581**
	Sig. (2-tailed)	.002	.002	.138	.175	.003	.000	.264		.075	.131	.000	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77
X2.9	Pearson Correlation	.236*	.309**	.370**	.292*	.426**	.292**	.356**	.204	1	.217	.320**	.614**
	Sig. (2-tailed)	.039	.006	.001	.010	.000	.010	.001	.075		.058	.005	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77
X2.10	Pearson Correlation	.207	.247*	.186	.290*	.069	.453**	.267*	.174	.217	1	-.047	.454**
	Sig. (2-tailed)	.071	.030	.105	.011	.549	.000	.019	.131	.058		.683	.000
	N	77	77	77	77	77	77	77	77	77	77	77	77
X2.11	Pearson Correlation	.264*	.391**	.245*	.156	.310**	.391**	.273*	.391**	.320**	-.047	1	.581**
	Sig. (2-tailed)	.020	.000	.032	.174	.006	.000	.016	.000	.005	.683		.000
	N	77	77	77	77	77	77	77	77	77	77	77	77
TOTAL	Pearson Correlation	.640**	.651**	.575**	.532**	.557**	.667**	.617**	.581**	.614**	.454**	.581**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	77	77	77	77	77	77	77	77	77	77	77	77

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

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

Hasil Uji Reliabilitas Variabel Keamanan Transaksi (X_2)

Reliability Statistics

Cronbach's Alpha	N of Items
.812	11

Hasil Uji Validitas Variabel Kepuasan Konsumen (Y)

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	TOTAL
Y1	Pearson Correlation	1	.348**	.292**	.305**	.203	.084	.299**	.377**	.591**
	Sig. (2-tailed)		.002	.010	.007	.077	.470	.008	.001	.000
	N	77	77	77	77	77	77	77	77	77
Y2	Pearson Correlation	.348**	1	.317**	.370**	.088	.304**	.417**	.217	.636**
	Sig. (2-tailed)	.002		.005	.001	.447	.007	.000	.058	.000
	N	77	77	77	77	77	77	77	77	77
Y3	Pearson Correlation	.292**	.317**	1	.231*	.272*	.112	.368**	.181	.561**
	Sig. (2-tailed)	.010	.005		.043	.017	.332	.001	.115	.000
	N	77	77	77	77	77	77	77	77	77
Y4	Pearson Correlation	.305**	.370**	.231*	1	.142	.375**	.473**	.357**	.651**
	Sig. (2-tailed)	.007	.001	.043		.217	.001	.000	.001	.000
	N	77	77	77	77	77	77	77	77	77
Y5	Pearson Correlation	.203	.088	.272*	.142	1	.343**	.307**	.403**	.566**
	Sig. (2-tailed)	.077	.447	.017	.217		.002	.007	.000	.000
	N	77	77	77	77	77	77	77	77	77
Y6	Pearson Correlation	.084	.304**	.112	.375**	.343**	1	.160	.311**	.553**
	Sig. (2-tailed)	.470	.007	.332	.001	.002		.164	.006	.000
	N	77	77	77	77	77	77	77	77	77
Y7	Pearson Correlation	.299**	.417**	.368**	.473**	.307**	.160	1	.302**	.686**
	Sig. (2-tailed)	.008	.000	.001	.000	.007	.164		.008	.000
	N	77	77	77	77	77	77	77	77	77
Y8	Pearson Correlation	.377**	.217	.181	.357**	.403**	.311**	.302**	1	.644**
	Sig. (2-tailed)	.001	.058	.115	.001	.000	.006	.008		.000
	N	77	77	77	77	77	77	77	77	77
TOTAL	Pearson Correlation	.591**	.636**	.561**	.651**	.566**	.553**	.686**	.644**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	77	77	77	77	77	77	77	77	77

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

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

Hasil Uji Reliabilitas Variabel Kepuasan Konsumen (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.759	8

Lampiran IV. Hasil Uji Asumsi Klasik

Hasil Uji Normalitas

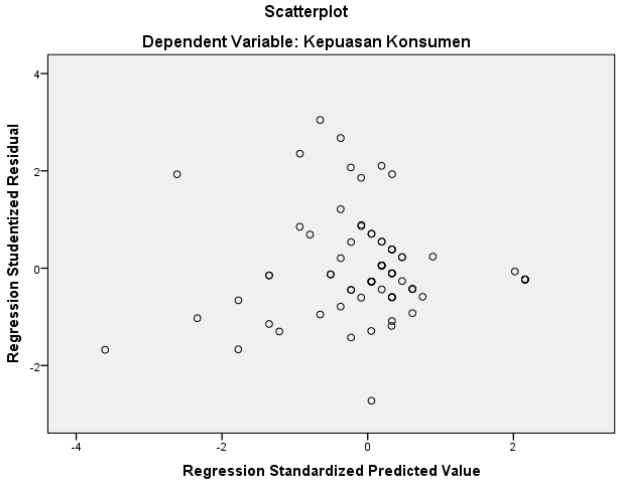
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		77
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	2.02720761
Most Extreme Differences	Absolute	.153
	Positive	.153
	Negative	-.090
Kolmogorov-Smirnov Z		1.343
Asymp. Sig. (2-tailed)		.054

a. Test distribution is Normal.

b. Calculated from data.

Hasil Uji Heteroskedasitas



Hasil Uji Multikolinearitas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.354	3.842		-.092	.927		
	E-Service Quality	.326	.094	.403	3.461	.001	.431	2.320
	Keamanan Transaksi	.327	.095	.402	3.453	.001	.431	2.320

a. Dependent Variable: Kepuasan Konsumen

Lampiran V. Hasil Uji Analisis Regresi Linear Berganda

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.354	3.842		-.092	.927
	E-Service Quality	.326	.094	.403	3.461	.001
	Keamanan Transaksi	.327	.095	.402	3.453	.001

a. Dependent Variable: Kepuasan Konsumen

Lampiran VI. Hasil Uji Hipotesis

Hasil Uji Parsial (Uji t)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.354	3.842		-.092	.927
	E-Service Quality	.326	.094	.403	3.461	.001
	Keamanan Transaksi	.327	.095	.402	3.453	.001

a. Dependent Variable: Kepuasan Konsumen

Hasil Uji Simultan (Uji F)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	410.660	2	205.330	48.649	.000[b]
	Residual	312.327	74	4.221		
	Total	722.987	76			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Keamanan Transaksi, E-Service Quality

Hasil Uji Koefisien Determinasi (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754[a]	.568	.556	2.05442

a. Predictors: (Constant), Keamanan Transaksi, E-Service Quality

b. Dependent Variable: Kepuasan Konsumen