

LAMPIRAN

KUESIONER

Yth. Kawan-kawan dari STIE Malangkececwara angkatan 2017, saya mohon kesediaanya untuk membantu mengisi kuesioner untuk melengkapi data-data yang dibutuhkan dalam penyusunan skripsi saya ini yang berjudul “Pengaruh *Relationship Marketing*, Kualitas Layanan, dan Kepuasan Pelanggan Terhadap Keputusan Pembelian di *Marketplace* Shopee”. Jawaban dari Kawan-kawan sekalian akan dijamin kerahasiaanya.

Atas kesediaan Kawan-kawan dalam mengisi kuesioner ini, saya ucapkan terima kasih.

Hormat Saya

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PETUNJUK PENGISIAN

Pilihlah jawaban yang menurut anda paling tepat diantara 5 alternatif jawaban dengan memberikan tanda *check list* (√) sesuai kolom yang ada.

Keterangan :

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

Identitas Responden

Jenis Kelamin : A. Laki-laki
B. Wanita

Jangka waktu menggunakan layanan Shopee : A. 0-1 tahun B. 1-2 tahun
C. 2-3 tahun D. Lebih dari 3 tahun

Mengetahui Shopee dari : A. Teman B. Keluarga C. Media sosial

Pembelian ulang (*repeat order*) : A. Pernah B. Tidak pernah

Relationship Marketing

No	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS
1	Shopee melakukan identifikasi kebutuhan pelanggan					
2	Shopee dapat mengenali pelanggan dengan baik dan cermat					
3	Shopee dapat berinteraksi dengan pelanggan					
4	Shopee mampu berkoordinasi dengan saluran komunikasi pelanggan secara terintegrasi					
5	Shopee memiliki kode etik saat berhubungan dengan pelanggan					

Kualitas Layanan

No	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS
1	Pelanggan dapat dengan mudah mengakses permohonan layanan					
2	Shopee memahami masalah para konsumennya dan bertindak demi kepentingan konsumen					
3	Shopee mampu menggunakan alat bantu (teknologi) dalam proses pelayanan					
4	Shopee mampu melakukan pelayanan dengan cepat, tepat, dan cermat					
5	Shopee memberikan jaminan biaya yang sesuai					

	dengan pelayanan					
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Kepuasan Pelanggan

No	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS
1	Saya merasa puas dengan kualitas produk atau jasa dari Shopee					
2	Saya merasa puas dengan kualitas <i>customer service</i> yang diberikan Shopee					
3	Saya merasa harga di Shopee terjangkau					
4	Saya dapat mengakses aplikasi Shopee dengan mudah					
5	Shopee memberikan survei kepuasan pelanggan					

Keputusan Pembelian

No	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS
1	Saya membeli karena dapat memilih produk					
2	Saya membeli karena dapat memilih merek dari produk					
3	Saya dapat memilih saluran pembelian					
4	Saya dapat menentukan waktu pembelian					
5	Saya dapat membeli jumlah barang yang saya inginkan					
6	Saya dapat menentukan metode pembayaran					

No Ser	Relationship Marketing						Kualitas Layanan					Kepuasan Pelanggan					Keputusan Pembelian								
	X1.1	X1.2	X1.3	X1.4	X1.5	TX1	X2.1	X2.2	X2.3	X2.4	X2.5	TX2	X3.1	X3.2	X3.3	X3.4	X3.5	TX3	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	TY
1	4	4	4	4	4	20	4	4	4	4	4	20	4	4	5	5	5	23	5	5	4	4	5	5	28
2	3	4	4	4	4	19	3	5	5	5	4	22	4	4	5	5	5	23	5	5	4	4	4	4	26
3	4	5	4	4	4	21	5	4	5	4	5	23	5	4	5	5	4	23	5	5	4	5	5	5	29
4	3	4	4	3	3	17	3	3	3	3	4	16	3	3	3	3	4	16	4	3	4	4	4	2	21
5	4	3	4	4	4	19	4	3	4	3	3	17	3	3	4	4	3	17	4	4	4	4	4	4	24
6	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	5	30
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11	3	3	5	5	5	21	4	5	3	4	4	20	4	4	4	5	3	20	5	5	4	5	5	5	29
12	3	3	3	3	3	15	3	3	3	3	3	15	4	3	4	3	2	16	4	4	4	4	4	4	24
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100	3	3	3	3	3	15	3	3	3	3	3	15	3	3	3	3	3	15	3	3	3	3	3	3	18

FREKUENSI JAWABAN RESPONDEN

Pertanyaan	SEBARAN SKOR										TOTAL		MEAN
	5		4		3		2		1		f	%	
	f	%	f	%	f	%	f	%	f	%			
X1.1	22	22	51	51	26	26	1	1	0	0	100	100	3,9
X1.2	13	13	51	51	34	34	2	2	0	0	100	100	3,8
X1.3	15	15	62	62	19	19	4	4	0	0	100	100	3,9
X1.4	14	14	53	53	31	31	2	2	0	0	100	100	3,8
X1.5	19	19	62	62	17	17	2	2	0	0	100	100	4,0
X2.1	29	29	56	56	14	14	1	1	0	0	100	100	4,1
X2.2	19	19	57	57	20	20	4	4	0	0	100	100	3,9
X2.3	25	25	63	63	11	11	1	1	0	0	100	100	4,1
X2.4	19	19	59	59	20	20	2	2	0	0	100	100	4,0
X2.5	17	17	58	58	25	25	0	0	0	0	100	100	3,9
X3.1	22	22	62	62	15	15	1	1	0	0	100	100	4,1
X3.2	23	23	56	56	21	21	0	0	0	0	100	100	4,0
X3.3	33	33	45	45	20	20	2	2	0	0	100	100	4,1
X3.4	42	42	48	48	9	9	1	1	0	0	100	100	4,3
X3.5	30	30	46	46	20	20	4	4	0	0	100	100	4,0
Y1.1	38	38	54	54	8	8	0	0	0	0	100	100	4,3
Y1.2	34	34	57	57	9	9	0	0	0	0	100	100	4,3
Y1.3	25	25	64	64	11	11	0	0	0	0	100	100	4,1
Y1.4	30	30	60	60	10	10	0	0	0	0	100	100	4,2
Y1.5	34	34	57	57	8	8	1	1	0	0	100	100	4,2
Y1.6	37	37	51	51	11	11	1	1	0	0	100	100	4,2

UJI VALIDITAS

Correlations

		x1.1	x1.2	x1.3	x1.4	x1.5	tx1
x1.1	Pearson Correlation	1	.568**	.465**	.414**	.459**	.762**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
x1.2	Pearson Correlation	.568**	1	.452**	.509**	.443**	.776**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100

x1.3	Pearson Correlation	.465**	.452**	1	.483**	.471**	.749**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
x1.4	Pearson Correlation	.414**	.509**	.483**	1	.597**	.781**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
x1.5	Pearson Correlation	.459**	.443**	.471**	.597**	1	.768**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
tx1	Pearson Correlation	.762**	.776**	.749**	.781**	.768**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

Correlations

		x2.1	x2.2	x2.3	x2.4	x2.5	tx2
x2.1	Pearson Correlation	1	.407**	.417**	.470**	.417**	.731**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
x2.2	Pearson Correlation	.407**	1	.417**	.607**	.386**	.776**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
x2.3	Pearson Correlation	.417**	.417**	1	.415**	.325**	.683**
	Sig. (2-tailed)	.000	.000		.000	.001	.000
	N	100	100	100	100	100	100
x2.4	Pearson Correlation	.470**	.607**	.415**	1	.491**	.811**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
x2.5	Pearson Correlation	.417**	.386**	.325**	.491**	1	.700**
	Sig. (2-tailed)	.000	.000	.001	.000		.000
	N	100	100	100	100	100	100

tx2	Pearson Correlation	.731**	.776**	.683**	.811**	.700**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

Correlations

		x3.1	x3.2	x3.3	x3.4	x3.5	tx3
x3.1	Pearson Correlation	1	.588**	.556**	.475**	.538**	.773**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
x3.2	Pearson Correlation	.588**	1	.580**	.434**	.594**	.789**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
x3.3	Pearson Correlation	.556**	.580**	1	.616**	.568**	.834**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
x3.4	Pearson Correlation	.475**	.434**	.616**	1	.610**	.780**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
x3.5	Pearson Correlation	.538**	.594**	.568**	.610**	1	.837**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
tx3	Pearson Correlation	.773**	.789**	.834**	.780**	.837**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

Correlations

	y1.1	y1.2	y1.3	y1.4	y1.5	y1.6	ty
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y1.1	Pearson Correlation	1	.746**	.530**	.575**	.565**	.358**	.787**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
y1.2	Pearson Correlation	.746**	1	.608**	.577**	.572**	.412**	.816**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
y1.3	Pearson Correlation	.530**	.608**	1	.634**	.504**	.369**	.756**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
y1.4	Pearson Correlation	.575**	.577**	.634**	1	.767**	.618**	.875**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
y1.5	Pearson Correlation	.565**	.572**	.504**	.767**	1	.539**	.830**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
y1.6	Pearson Correlation	.358**	.412**	.369**	.618**	.539**	1	.705**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
ty	Pearson Correlation	.787**	.816**	.756**	.875**	.830**	.705**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

UJI RELIABILITAS

Variabel X1

Reliability Statistics

Cronbach's Alpha	N of Items
.825	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	15.40	4.747	.606	.795
x1.2	15.59	4.749	.632	.787
x1.3	15.46	4.857	.592	.798
x1.4	15.55	4.735	.640	.785
x1.5	15.36	4.879	.629	.788

Variabel X2

Reliability Statistics

Cronbach's Alpha	N of Items
.795	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	15.90	4.253	.560	.761
x2.2	16.12	3.945	.605	.746
x2.3	15.91	4.527	.510	.775
x2.4	16.08	3.953	.676	.722
x2.5	16.11	4.422	.527	.770

Variabel X3

Reliability Statistics

Cronbach's Alpha	N of Items
.861	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	16.44	5.865	.655	.838
x3.2	16.47	5.726	.672	.834
x3.3	16.40	5.172	.714	.823
x3.4	16.18	5.725	.657	.837
x3.5	16.47	5.039	.711	.825

Variabel Y

Reliability Statistics

Cronbach's Alpha	N of Items
.881	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1.1	21.07	6.288	.685	.862
y1.2	21.12	6.187	.726	.855
y1.3	21.23	6.482	.648	.868
y1.4	21.17	6.001	.811	.841
y1.5	21.13	6.033	.741	.852
y1.6	21.13	6.377	.555	.886

UJI ASUMSI KLASIK

UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Relationship Marketing	Kualitas Layanan	Kepuasan Pelanggan	Keputusan Pembelian
N		100	100	100	100
Normal Parameters ^{a,b}	Mean	19.34	20.03	20.49	25.37
	Std. Deviation	2.679	2.504	2.883	2.960
Most Extreme Differences	Absolute	.107	.185	.177	.188
	Positive	.103	.185	.177	.188
	Negative	-.107	-.145	-.143	-.152
Kolmogorov-Smirnov Z		1.073	.363	.696	.733
Asymp. Sig. (2-tailed)		.200	.999	.717	.656

a. Test distribution is Normal.

b. Calculated from data.

One-Sample Kolmogorov-Smirnov Test

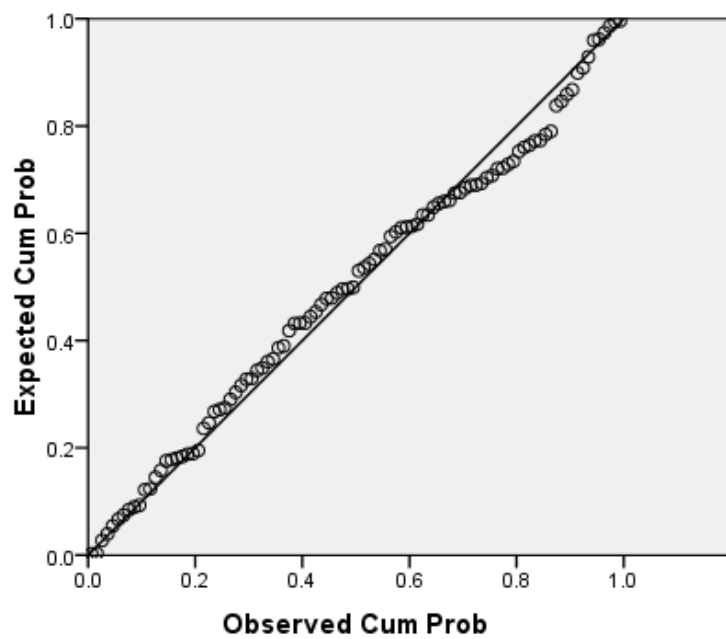
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	21.62179412
Most Extreme Differences	Absolute	.076
	Positive	.076
	Negative	-.051
Kolmogorov-Smirnov Z		.764
Asymp. Sig. (2-tailed)		.604

a. Test distribution is Normal.

b. Calculated from data.

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Pembelian



UJI MULTIKOLINERITAS

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Relationship Marketing	.997	1.003
	Kualitas Layanan	.969	1.032
	Kepuasan Pelanggan	.972	1.029

a. Dependent Variable: Keputusan Pembelian

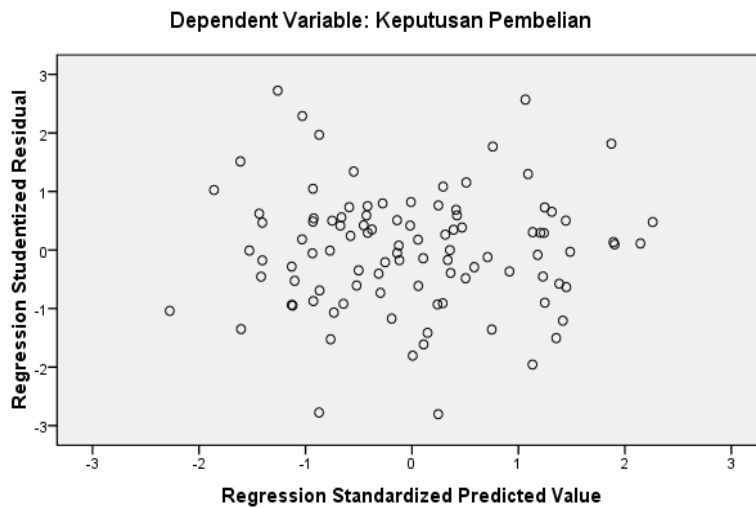
UJI HETEROKEDASTISITAS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	13.390	12.239		1.094	.277
	Relationship Marketing	.068	.696	.013	.097	.923
	Kualitas Layanan	-1.073	.804	-.192	-1.334	.185
	Kepuasan Pelanggan	1.133	.676	.234	1.675	.097

a. Dependent Variable: absresid

Scatterplot



UJI AUTOKORELASI

Model Summary^b

Model	Durbin-Watson
1	1.946 ^a

a. Predictors: (Constant),
Kepuasan Pelanggan,
Relationship Marketing,
Kualitas Layanan

b. Dependent Variable:
Keputusan Pembelian

UJI REGRESI LINIER BERGANDA

UJI F

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	484.483	3	161.494	40.497	.000 ^a
	Residual	382.827	96	3.988		
	Total	867.310	99			

a. Predictors: (Constant), Kepuasan Pelanggan, Relationship Marketing, Kualitas Layanan

b. Dependent Variable: Keputusan Pembelian

UJI T

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	6.707	1.752		3.828	.000
	Relationship Marketing	.241	.100	.218	2.420	.017
	Kualitas Layanan	.253	.115	.214	2.201	.030
	Kepuasan Pelanggan	.436	.097	.424	4.500	.000

a. Dependent Variable: Keputusan Pembelian