

# LAMPIRAN

## Lampiran 1

### Karakteristik Responden

NO	JK	Umur	Pernah Traveloka	Angkatan
1	pria	<20	Ya	2016
2	wanita	20-30	Ya	2013
3	wanita	<20	Ya	2015
4	wanita	20-30	Ya	2015
5	pria	<20	Ya	2016
6	pria	<20	Ya	2016
7	wanita	<20	Ya	2015
8	pria	20-30	Ya	2014
9	pria	<20	Ya	2015
10	pria	<20	Ya	2015
11	pria	20-30	Ya	2014
12	pria	<20	Ya	2015
13	wanita	20-30	Ya	2014
14	pria	20-30	Ya	2014
15	wanita	20-30	Ya	2014
16	wanita	20-30	Ya	2014
17	pria	20-30	Ya	2014
18	wanita	20-30	Ya	2014
19	pria	<20	Ya	2015
20	wanita	20-30	Ya	2014
21	pria	20-30	Ya	2015
22	pria	<20	Ya	2015
23	pria	20-30	Ya	2014
24	pria	<20	Ya	2015
25	pria	20-30	Ya	2014
26	pria	20-30	Ya	2014
27	wanita	<20	Ya	2015
28	pria	<20	Ya	2015
29	wanita	<20	Ya	2015
30	pria	20-30	Ya	2014
31	pria	20-30	Ya	2014
32	wanita	<20	Ya	2015
33	pria	20-30	Ya	2014
34	pria	20-30	Ya	2014
35	pria	20-30	Ya	2014
36	wanita	20-30	Ya	2014
37	wanita	20-30	Ya	2014

### Lampiran 2 (Lanjutan)

NO	JK	Umur	Pernah Traveloka	Angkatan
38	wanita	<20	Ya	2015
39	pria	20-30	Ya	2014
40	pria	20-30	Ya	2014
41	wanita	20-30	Ya	2014
42	wanita	20-30	Ya	2014
43	wanita	<20	Ya	2014
44	wanita	20-30	Ya	2014
45	pria	20-30	Ya	2015
46	pria	<20	Ya	2014
47	pria	20-30	Ya	2014
48	wanita	<20	Ya	2015
49	pria	<20	Ya	2015
50	wanita	<20	Ya	2015
51	pria	20-30	Ya	2014
52	wanita	20-30	Ya	2014
53	wanita	20-30	Ya	2014
54	pria	20-30	Ya	2014
55	wanita	20-30	Ya	2013
56	pria	20-30	Ya	2014
57	wanita	20-30	Ya	2013
58	pria	20-30	Ya	2013
59	wanita	20-30	Ya	2013
60	pria	20-30	Ya	2013
61	wanita	20-30	Ya	2014
62	pria	20-30	Ya	2013
63	wanita	20-30	Ya	2014
64	pria	20-30	Ya	2013
65	wanita	20-30	Ya	2014
66	pria	20-30	Ya	2013
67	pria	20-30	Ya	2014
68	pria	20-30	Ya	2013
69	pria	20-30	Ya	2014
70	wanita	20-30	Ya	2013
71	wanita	20-30	Ya	2014
72	wanita	20-30	Ya	2013
73	wanita	20-30	Ya	2013
74	wanita	20-30	Ya	2014
75	wanita	20-30	Ya	2013
76	wanita	20-30	Ya	2014

### Lampiran 3 (Lanjutan)

NO	JK	Umur	Pernah Traveloka	Angkatan
77	wanita	20-30	Ya	2013
78	wanita	20-30	Ya	2014
79	wanita	20-30	Ya	2013
80	pria	20-30	Ya	2014
81	pria	<20	Ya	2013
82	pria	<20	Ya	2014
83	wanita	20-30	Ya	2014
84	wanita	20-30	Ya	2014
85	pria	20-30	Ya	2013
86	wanita	<20	Ya	2013
87	pria	20-30	Ya	2013
88	wanita	20-30	Ya	2013
89	wanita	20-30	Ya	2014
90	wanita	20-30	Ya	2013
91	wanita	20-30	Ya	2014
92	wanita	20-30	Ya	2013
93	pria	20-30	Ya	2014
94	pria	20-30	Ya	2014
95	pria	20-30	Ya	2014
96	pria	20-30	Ya	2013
97	wanita	20-30	Ya	2014
98	wanita	20-30	Ya	2013
99	wanita	20-30	Ya	2014
100	wanita	20-30	Ya	2013
101	pria	20-30	Ya	2013
102	wanita	20-30	Ya	2013
103	wanita	20-30	Ya	2014
104	wanita	20-30	Ya	2014
105	pria	20-30	Ya	2014
106	pria	20-30	Ya	2014
107	wanita	20-30	Ya	2014
108	wanita	20-30	Ya	2013
109	pria	20-30	Ya	2014
110	pria	20-30	Ya	2014
111	pria	20-30	Ya	2013
112	pria	20-30	Ya	2013
113	wanita	20-30	Ya	2014
114	pria	<20	Ya	2013
115	wanita	20-30	Ya	2014

## Lampiran 4 (Lanjutan)

NO	JK	Umur	Pernah Traveloka	Angkatan
116	wanita	20-30	Ya	2013
117	pria	20-30	Ya	2013
118	pria	20-30	Ya	2014
119	pria	20-30	Ya	2013
120	pria	20-30	Ya	2014
121	pria	20-30	Ya	2014
122	wanita	20-30	Ya	2013
123	pria	20-30	Ya	2014
124	pria	20-30	Ya	2014
125	wanita	<20	Ya	2014
126	wanita	20-30	Ya	2014
127	wanita	20-30	Ya	2014
128	wanita	20-30	Ya	2014
129	pria	20-30	Ya	2014
130	wanita	20-30	Ya	2014
131	wanita	20-30	Ya	2014
132	wanita	20-30	Ya	2014
133	wanita	20-30	Ya	2014
134	pria	20-30	Ya	2014
135	pria	20-30	Ya	2013
136	wanita	20-30	Ya	2013
137	wanita	20-30	Ya	2013
138	wanita	20-30	Ya	2014
139	pria	20-30	Ya	2014
140	wanita	20-30	Ya	2014
141	wanita	20-30	Ya	2013
142	pria	20-30	Ya	2014
143	wanita	20-30	Ya	2013
144	wanita	20-30	Ya	2014
145	wanita	20-30	Ya	2013
146	pria	20-30	Ya	2013
147	pria	20-30	Ya	2013
148	pria	20-30	Ya	2013
149	pria	20-30	Ya	2013
150	wanita	20-30	Ya	2013
151	wanita	20-30	Ya	2013
152	wanita	20-30	Ya	2011
153	wanita	20-30	Ya	2013
154	wanita	20-30	Ya	2013

**Lampiran 5 (Lanjutan)**

NO	JK	Umur	Pernah Traveloka	Angkatan
155	wanita	20-30	Ya	2012
156	wanita	20-30	Ya	2012
157	pria	20-30	Ya	2012
158	wanita	20-30	Ya	2013
159	wanita	20-30	Ya	2014
160	wanita	20-30	Ya	2013
161	wanita	20-30	Ya	2013
162	wanita	20-30	Ya	2013
163	wanita	<20	Ya	2013
164	pria	20-30	Ya	2013
165	pria	<20	Ya	2014
166	wanita	20-30	Ya	2014
167	wanita	20-30	Ya	2012
168	wanita	20-30	Ya	2014
169	wanita	<20	Ya	2014
170	pria	20-30	Ya	2014
171	wanita	20-30	Ya	2014
172	wanita	20-30	Ya	2014
173	wanita	20-30	Ya	2014
174	wanita	<20	Ya	2014
175	pria	20-30	Ya	2014
176	wanita	20-30	Ya	2014
177	wanita	<20	Ya	2014
178	wanita	20-30	Ya	2014
179	pria	20-30	Ya	2014
180	pria	20-30	Ya	2012

## Lampiran 6

### Jenis kelamin

#### Statistics

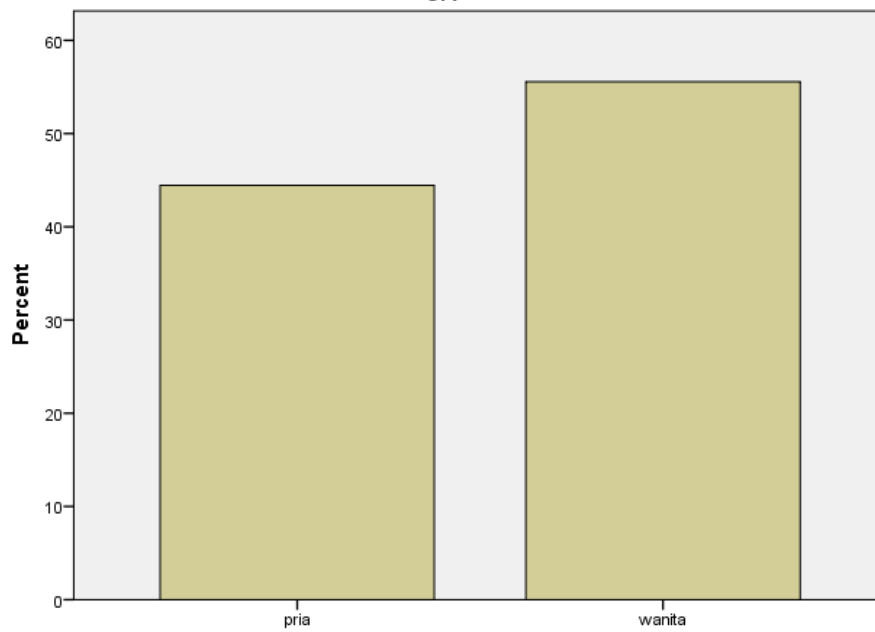
JK

N	Valid	180
	Missing	0

JK

	Frequency	Percent	Valid Percent	Cumulative Percent
pria	80	44,4	44,4	44,4
Valid wanita	100	55,6	55,6	100,0
Total	180	100,0	100,0	

JK



JK

**Lampiran 7**

**USIA**

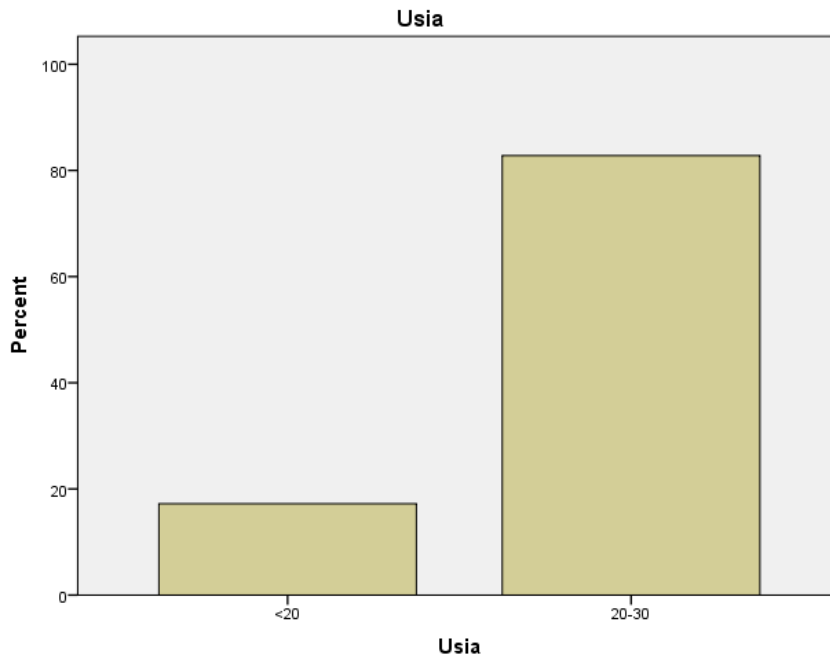
**Statistics**

Usia

N	Valid	180
	Missing	0

**Usia**

	Frequency	Percent	Valid Percent	Cumulative Percent
<20	31	17,2	17,2	17,2
Valid 20-30	149	82,8	82,8	100,0
Total	180	100,0	100,0	





## Lampiran 8

### Pernah Menggunakan Traveloka

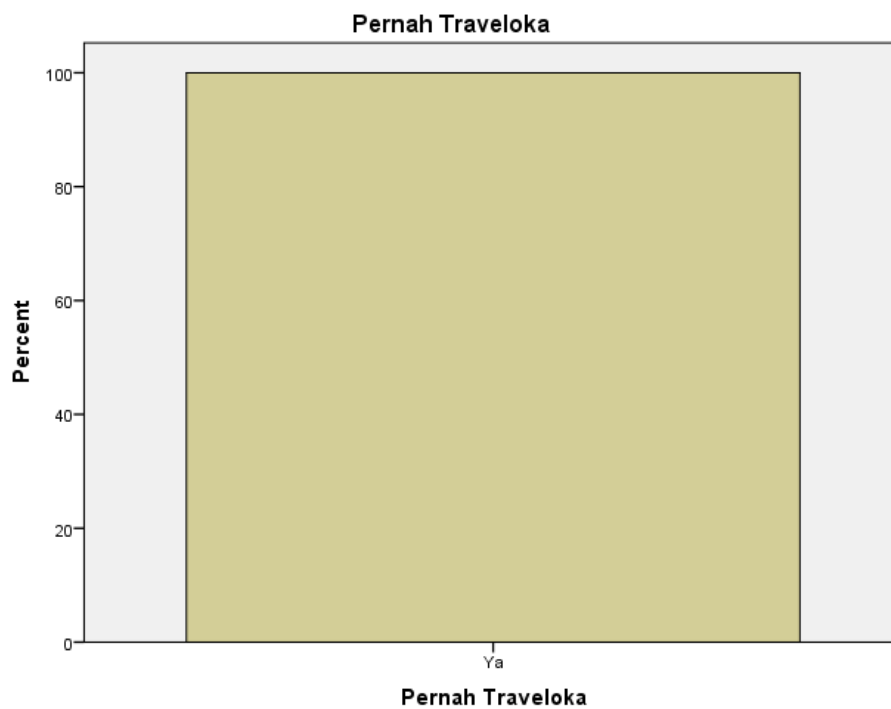
#### Statistics

Pernah Traveloka

N	Valid	180
	Missing	0

#### Pernah Traveloka

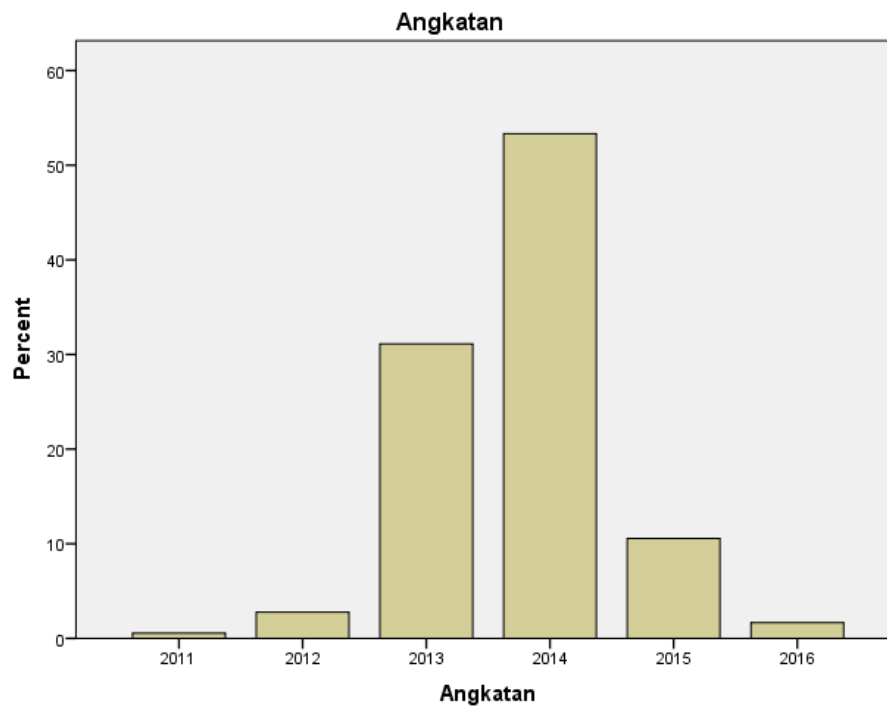
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ya	180	100,0	100,0	100,0



## Lampiran 9 Angkatan

Angkatan

	Frequency	Percent	Valid Percent	Cumulative Percent
2011	1	,6	,6	,6
2012	5	2,8	2,8	3,3
2013	56	31,1	31,1	34,4
Valid 2014	96	53,3	53,3	87,8
2015	19	10,6	10,6	98,3
2016	3	1,7	1,7	100,0
Total	180	100,0	100,0	







## Lampiran 12 (Lanjutan)

	R1	R2	R3	R4	R5	R6	R7	X2
Pearson Correlation	.434 <sup>*</sup>	.695 <sup>**</sup>	.248	.643 <sup>**</sup>	1	.517 <sup>**</sup>	.278	.807 <sup>**</sup>
R5 Sig. (2-tailed)	.017	.000	.187	.000		.003	.137	.000
N	30	30	30	30	30	30	30	30
Pearson Correlation	.422 <sup>*</sup>	.360	.494 <sup>**</sup>	.333	.517 <sup>**</sup>	1	.365 <sup>*</sup>	.741 <sup>**</sup>
R6 Sig. (2-tailed)	.020	.051	.005	.073	.003		.047	.000
N	30	30	30	30	30	30	30	30
Pearson Correlation	.227	.304	.578 <sup>**</sup>	.169	.278	.365 <sup>*</sup>	1	.576 <sup>**</sup>
R7 Sig. (2-tailed)	.227	.102	.001	.371	.137	.047		.001
N	30	30	30	30	30	30	30	30
Pearson Correlation	.635 <sup>**</sup>	.784 <sup>**</sup>	.585 <sup>**</sup>	.719 <sup>**</sup>	.807 <sup>**</sup>	.741 <sup>**</sup>	.576 <sup>**</sup>	1
X2 Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	.001	
N	30	30	30	30	30	30	30	30

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

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

## Validitas X3

### Correlations

	KMD1	KMD2	KMD3	KMD4	X3
Pearson Correlation	1	.600 <sup>**</sup>	.747 <sup>**</sup>	.476 <sup>**</sup>	.817 <sup>**</sup>
Sig. (2-tailed)		.000	.000	.008	.000
KMD1	30	30	30	30	30
N					

**Lampiran 13 (Lanjutan)**

	KMD1	KMD2	KMD3	KMD4	X3	
KMD2	Pearson Correlation	.600**	1	.793**	.696**	.897**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
KMD3	Pearson Correlation	.747**	.793**	1	.665**	.922**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
KMD4	Pearson Correlation	.476**	.696**	.665**	1	.822**
	Sig. (2-tailed)	.008	.000	.000		.000
	N	30	30	30	30	30
X3	Pearson Correlation	.817**	.897**	.922**	.822**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

**Validitas X4****Correlations**

	M1	M2	M3	M4	X4	
M1	Pearson Correlation	1	.646**	.634**	.495**	.863**
	Sig. (2-tailed)		.000	.000	.005	.000
	N	30	30	30	30	30
M2	Pearson Correlation	.646**	1	.376*	.558**	.784**
	Sig. (2-tailed)	.000		.041	.001	.000
	N	30	30	30	30	30

### Lampiran 14 (Lanjutan)

	M1	M2	M3	M4	X4
Pearson Correlation	.634**	.376*	1	.467**	.787**
M3 Sig. (2-tailed)	.000	.041		.009	.000
N	30	30	30	30	30
Pearson Correlation	.495**	.558**	.467**	1	.782**
M4 Sig. (2-tailed)	.005	.001	.009		.000
N	30	30	30	30	30
Pearson Correlation	.863**	.784**	.787**	.782**	1
X4 Sig. (2-tailed)	.000	.000	.000	.000	
N	30	30	30	30	30

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

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

### Validitas Y

#### Correlations

	KPB1	KPB2	KPB3	KPB4	Y
Pearson Correlation	1	.559**	.463**	.633**	.767**
KPB1 Sig. (2-tailed)		.001	.010	.000	.000
N	30	30	30	30	30
Pearson Correlation	.559**	1	.681**	.705**	.893**
KPB2 Sig. (2-tailed)	.001		.000	.000	.000
N	30	30	30	30	30
Pearson Correlation	.463**	.681**	1	.584**	.824**
KPB3 Sig. (2-tailed)	.010	.000		.001	.000
N	30	30	30	30	30

## Lampiran 15 (Lanjutan)

		KPB1	KPB2	KPB3	KPB4	Y
KPB4	Pearson Correlation	.633**	.705**	.584**	1	.868**
	Sig. (2-tailed)	.000	.000	.001		.000
	N	30	30	30	30	30
Y	Pearson Correlation	.767**	.893**	.824**	.868**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

## 2. Uji Reliabilitas

### Reliability X1

#### Case Processing Summary

	N	%
Valid	30	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.827	8



## Lampiran 16 (Lanjutan) Reliability X2

### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
,820	7

## Reliability X3

### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
,884	4

## Lampiran 17 (Lanjutan)

### Reliability X4

#### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
,816	4

### Reliability Y

#### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
,858	4

## Lampiran 18 (Lanjutan)

### 3. Hasil Statistik Deskriptif

#### Descriptives KEPERCAYAAN

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean		Std. Deviation	Skewness
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
KPR1	180	1,00	5,00	776,00	4,3111	,75701	-1,682	,181
KPR2	180	1,00	5,00	738,00	4,1000	,71769	-1,251	,181
KPR3	180	1,00	5,00	738,00	4,1000	,73310	-1,019	,181
KPR4	180	1,00	5,00	762,00	4,2333	,71769	-1,113	,181
KPR5	180	1,00	5,00	732,00	4,0667	,76662	-,942	,181
KPR6	180	1,00	5,00	780,00	4,3333	,76224	-1,106	,181
KPR7	180	2,00	5,00	723,00	4,0167	,79436	-,503	,181
KPR8	180	1,00	5,00	711,00	3,9500	,91709	-,823	,181
Valid N (listwise)	180							

#### Descriptives RISIKO

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance	Skewness
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
RSK1	180	4,00	1,00	5,00	392,00	2,1778	,74110	,549	,369	,181
RSK2	180	3,00	1,00	4,00	368,00	2,0444	,74611	,557	,336	,181
RSK3	180	2,00	1,00	3,00	320,00	1,7778	,63909	,408	,232	,181





## Lampiran 21

### UJI Multikolinieritas

#### Collinearity Statistics

Tolerance	VIF
,387	2,582
,770	1,299
,337	2,964
,381	2,623

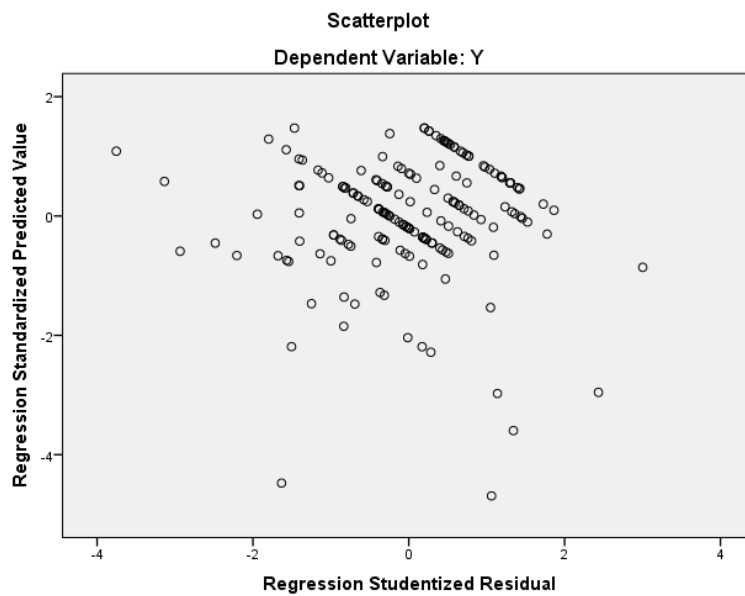
### UJI HETEROSKEDASTISITAS

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,744	,966		,771	,442
X1	,016	,030	,065	,550	,583
1 X2	,049	,028	,148	1,761	,080
X3	-,091	,053	-,220	-1,730	,085
X4	,056	,051	,132	1,106	,270

## Lampiran 22

## Grafik Uji heteroskedastisitas



## UJI NORMALITAS

### One-Sample Kolmogorov-Smirnov Test

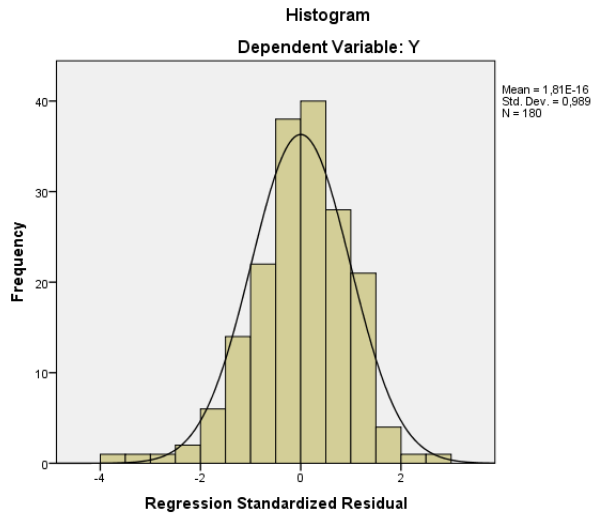
		RES_1
N		180
Normal Parameters <sup>a,b</sup>	Mean	,0000
	Std. Deviation	1,80732
	Absolute	,075
Most Extreme Differences	Positive	,039
	Negative	-,075
Kolmogorov-Smirnov Z		1,004
Asymp. Sig. (2-tailed)		,266

a. Test distribution is Normal.

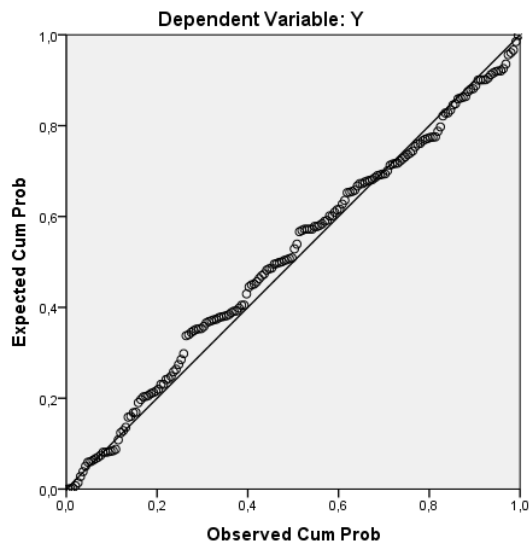
b. Calculated from data.

## Lampiran 23

## Grafik Uji Normalitas



Normal P-P Plot of Regression Standardized Residual





## Lampiran 24

### Analisis Regression

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

Model	Variables Entered	Variables Removed	Method
1	X4, X2, X1, X3 <sup>b</sup>	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

#### - UJI R SQUARE

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,768 <sup>a</sup>	,590	,581	1,82785

a. Predictors: (Constant), X4, X2, X1, X3

b. Dependent Variable: Y

#### - UJI F (SIMULTAN)

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	841,761	4	210,440	62,986	,000 <sup>b</sup>
1 Residual	584,684	175	3,341		
Total	1426,444	179			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X2, X1, X3

## Lampiran 25

- UJI t (Parsial)

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,078	1,548		1,343	,181
1 X1	,201	,048	,328	4,222	,000
X2	-,055	,044	-,069	1,243	,216
X3	,139	,085	,137	1,646	,102
X4	,357	,082	,342	4,364	,000