

# LAMPIRAN

## Kuesioner

Assalaamualaikum wr wb.

Dengan hormat,

Saya Rashel Farizi mahasiswa S1 prodi Manajemen dan Bisnis Fakultas Ekonomi Universitas Muhammadiyah Yogyakarta, memohon kesediaannya saudara/I untuk menjadi responden dalam penelitian saya dan mengisi kuesioner ini. Penelitian ini dilakukan dalam rangka skripsi sebagai salah satu syarat untuk menyelesaikan studi saya. Penelitian ini bertujuan untuk mengetahui tentang persepsi konsumen terhadap kualitas *e-service* pada belanja *online* di Traveloka.

Dengan adanya latar belakang demikian, saya memohon bantuan dan kesediaannya saudara/I untuk terlibat dalam penelitian ini dan mengisi kuesioner yang telah terlampir. Saya sangat berharap saudara/I dapat memberikan jawaban yang akurat sesuai dengan apa yang saudara/I yang pernah alami dan lakukan. Atas waktu dan perhatian yang saudara/I berikan saya ucapkan terimakasih.

1. No Responden: \_\_\_\_\_
2. Nama: \_\_\_\_\_
3. Jenis kelamin: P/L
4. NIM: \_\_\_\_\_
5. Usia: \_\_\_\_\_ tahun
6. Frekuensi belanja di Traveloka dalam 1 tahun terakhir:  
 1-4 kali     5-8 kali     >8

### **Petunjuk pengisian:**

**Berilah tanda ceklis, centang atau silang pada kolom jawaban yang menurut Anda paling sesuai.**

### **Keterangan:**

- 1. Sangat tidak setuju (STS)**
- 2. Tidak setuju (TS)**
- 3. Ragu-ragu / netral (N)**
- 4. Setuju (S)**

## 5. Sangat setuju (SS)

No	Pernyataan (Desain <i>Website</i> )	STS	TS	N	S	SS
1	Traveloka secara visual menarik.					
2	Traveloka dalam situsnya memiliki tampilan yang tertata dengan baik.					
3	Saya merasa transaksi pada Traveloka diselesaikan dengan cepat dan mudah.					
No	Pernyataan (Keandalan)	STS	TS	N	S	SS
4	Traveloka memenuhi komitmennya melakukan hal-hal tertentu dengan waktu tertentu.					
5	Saya sadar Traveloka menunjukkan minat yang tulus dalam pemecahan masalah konsumen.					
6	Transaksi dengan Traveloka yang bebas dari kesalahan.					
7	Traveloka memiliki keamanan yang memadai.					
No	Pernyataan (Daya Tanggap)	STS	TS	N	S	SS
8	Saya pikir Traveloka memberikan layanan yang cepat.					
9	Saya percaya Traveloka selalu bersedia untuk membantu pelanggan.					
10	Saya percaya Traveloka tidak sibuk untuk menanggapi permintaan pelanggan.					
No	Pernyataan (Kepercayaan)	STS	TS	N	S	SS
11	Saya percaya Traveloka dapat dipercaya.					
12	Traveloka menanamkan kepercayaan pelanggan.					
13	Saya percaya bahwa Traveloka memberikan kenyamanan berbelanja.					
No	Pernyataan (Personalisasi)	STS	TS	N	S	SS
14	Traveloka menyediakan e-mail/pesan memandu konsumen.					

15	Traveloka menawarkan rekomendasi produk sebagai prefensi konsumen.					
16	Traveloka menyediakan pelanggan link pribadi gratis.					
<b>No</b>	<b>Pernyataan (Kepuasan Konsumen)</b>	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
17	Dalam pengalaman belanja saya puas dengan Traveloka					
18	Saya puas dengan fasilitas dan kualitas yang disediakan Traveloka.					
19	Traveloka mudah untuk diakses.					
<b>No</b>	<b>Pernyataan (Minat beli)</b>	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
20	Jika saya membeli tiket/ <i>booking</i> hotel dalam 30 hari ke depan, saya akan menggunakan Traveloka.					
21	Saya sangat merekomendasikan kepada orang lain untuk menggunakan Traveloka.					
22	Situs Traveloka memberikan informasi produk yang di tawarkan berkualitas.					

## LAMPIRAN 1

### Sampel Kecil

**Correlations**

		DW1	DW2	DW3	Desain Website
DW1	Pearson Correlation	1	.442*	.608**	.866**
	Sig. (2-tailed)		.014	.000	.000
	N	30	30	30	30
DW2	Pearson Correlation	.442*	1	.444*	.681**
	Sig. (2-tailed)	.014		.014	.000
	N	30	30	30	30
DW3	Pearson Correlation	.608**	.444*	1	.879**
	Sig. (2-tailed)	.000	.014		.000
	N	30	30	30	30
Desain Website	Pearson Correlation	.866**	.681**	.879**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.733	3

**Correlations**

		KN1	KN2	KN3	KN4	Keandalan
KN1	Pearson Correlation	1	.689**	.614**	.430*	.833**
	Sig. (2-tailed)		.000	.000	.018	.000
	N	30	30	30	30	30
KN2	Pearson Correlation	.689**	1	.674**	.555**	.883**
	Sig. (2-tailed)	.000		.000	.001	.000
	N	30	30	30	30	30
KN3	Pearson Correlation	.614**	.674**	1	.722**	.880**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
KN4	Pearson Correlation	.430*	.555**	.722**	1	.770**
	Sig. (2-tailed)	.018	.001	.000		.000
	N	30	30	30	30	30
Keandalan	Pearson Correlation	.833**	.883**	.880**	.770**	1
	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).

**Reliability Statistics**

Cronbach's Alpha	N of Items
.859	4

**Correlations**

		DT1	DT2	DT3	DayaTanggap
DT1	Pearson Correlation	1	.707**	.635**	.892**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
DT2	Pearson Correlation	.707**	1	.593**	.881**
	Sig. (2-tailed)	.000		.001	.000
	N	30	30	30	30
DT3	Pearson Correlation	.635**	.593**	1	.847**
	Sig. (2-tailed)	.000	.001		.000
	N	30	30	30	30
DayaTanggap	Pearson Correlation	.892**	.881**	.847**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.845	3

**Correlations**

		KT1	KT2	KT3	Kepercayaan
KT1	Pearson Correlation	1	.456*	.476**	.784**
	Sig. (2-tailed)		.011	.008	.000
	N	30	30	30	30
KT2	Pearson Correlation	.456*	1	.284	.671**
	Sig. (2-tailed)	.011		.128	.000
	N	30	30	30	30
KT3	Pearson Correlation	.476**	.284	1	.848**
	Sig. (2-tailed)	.008	.128		.000
	N	30	30	30	30
Kepercayaan	Pearson Correlation	.784**	.671**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.627	3



**Correlations**

		P11	PI2	PI3	Personalisasi
P11	Pearson Correlation	1	.673**	.329	.863**
	Sig. (2-tailed)		.000	.076	.000
	N	30	30	30	30
P12	Pearson Correlation	.673**	1	.346	.841**
	Sig. (2-tailed)	.000		.061	.000
	N	30	30	30	30
P13	Pearson Correlation	.329	.346	1	.680**
	Sig. (2-tailed)	.076	.061		.000
	N	30	30	30	30
Personalisasi	Pearson Correlation	.863**	.841**	.680**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.710	3

**Correlations**

		KK1	KK2	KK3	KepuasanKonsumen
KK1	Pearson Correlation	1	.679**	.558**	.884**
	Sig. (2-tailed)		.000	.001	.000
	N	30	30	30	30
KK2	Pearson Correlation	.679**	1	.486**	.843**
	Sig. (2-tailed)	.000		.007	.000
	N	30	30	30	30
KK3	Pearson Correlation	.558**	.486**	1	.811**
	Sig. (2-tailed)	.001	.007		.000
	N	30	30	30	30
KepuasanKonsumen	Pearson Correlation	.884**	.843**	.811**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.801	3

**Correlations**

		MB1	MB2	MB3	Minat Beli
MB1	Pearson Correlation	1	.486**	.476**	.816**
	Sig. (2-tailed)		.007	.008	.000
	N	30	30	30	30
MB2	Pearson Correlation	.486**	1	.356	.783**
	Sig. (2-tailed)	.007		.053	.000
	N	30	30	30	30
MB3	Pearson Correlation	.476**	.356	1	.774**
	Sig. (2-tailed)	.008	.053		.000
	N	30	30	30	30
Minat Beli	Pearson Correlation	.816**	.783**	.774**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.699	3

## LAMPIRAN 2

### KARAKTERISTIK RESPONDEN

#### Laki

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	53	<b>48.2</b>	100.0	100.0
Missing	System	57	51.8		
Total		110	100.0		

#### Perempuan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	57	<b>51.8</b>	100.0	100.0
Missing	System	53	48.2		
Total		110	100.0		

## LAMPIRAN 3

### USIA RESPONDEN

#### Usia 18 Tahun

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	<b>.9</b>	100.0	100.0
Missing	System	109	99.1		
Total		110	100.0		

#### Usia 19 Tahun

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	<b>19</b>	<b>17.3</b>	100.0	100.0
Missing	System	91	82.7		
Total		110	100.0		

**Usia 20 Tahun**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	37	33.6	100.0	100.0
Missing	System	73	66.4		
Total		110	100.0		

**Usia 21 Tahun**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	45	40.9	100.0	100.0
Missing	System	65	59.1		
Total		110	100.0		

**Usia 22 Tahun**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	6.4	100.0	100.0
Missing	System	103	93.6		
Total		110	100.0		

**Usia 23 Tahun**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.9	100.0	100.0
Missing	System	109	99.1		
Total		110	100.0		

## LAMPIRAN 4

### FREKUENSI RESPONDEN

#### Kategori 1-4 kali

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	81	73.6	100.0	100.0
Missing	System	29	26.4		
Total		110	100.0		

#### Kategori 5-8 kali

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	27	24.5	100.0	100.0
Missing	System	83	75.5		
Total		110	100.0		

#### Kategori >8 kali

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.8	100.0	100.0
Missing	System	108	98.2		
Total		110	100.0		

## LAMPIRAN 5

### UJI VALIDITAS

**Correlations**

		DW1	DW2	DW3	DW
DW1	Pearson Correlation	1	.384**	.535**	<b>.816**</b>
	Sig. (2-tailed)		.000	.000	.000
	N	110	110	110	110
DW2	Pearson Correlation	.384**	1	.324**	<b>.680**</b>
	Sig. (2-tailed)	.000		.001	.000
	N	110	110	110	110
DW3	Pearson Correlation	.535**	.324**	1	<b>.839**</b>
	Sig. (2-tailed)	.000	.001		.000
	N	110	110	110	110
DW	Pearson Correlation	.816**	.680**	.839**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	110	110	110	110

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

**Correlations**

		KN1	KN2	KN3	KN4	KN
KN1	Pearson Correlation	1	.417**	.376**	.309**	<b>.694**</b>
	Sig. (2-tailed)		.000	.000	.001	.000
	N	110	110	110	110	110
KN2	Pearson Correlation	.417**	1	.467**	.390**	<b>.755**</b>
	Sig. (2-tailed)	.000		.000	.000	.000
	N	110	110	110	110	110
KN3	Pearson Correlation	.376**	.467**	1	.630**	<b>.814**</b>
	Sig. (2-tailed)	.000	.000		.000	.000
	N	110	110	110	110	110
KN4	Pearson Correlation	.309**	.390**	.630**	1	<b>.766**</b>
	Sig. (2-tailed)	.001	.000	.000		.000
	N	110	110	110	110	110
KN	Pearson Correlation	.694**	.755**	.814**	.766**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	110	110	110	110	110

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

**Correlations**

		DT1	DT2	DT3	DT
DT1	Pearson Correlation	1	.688**	.392**	<b>.843**</b>
	Sig. (2-tailed)		.000	.000	.000
	N	110	110	110	110
DT2	Pearson Correlation	.688**	1	.449**	<b>.878**</b>
	Sig. (2-tailed)	.000		.000	.000
	N	110	110	110	110
DT3	Pearson Correlation	.392**	.449**	1	<b>.740**</b>
	Sig. (2-tailed)	.000	.000		.000
	N	110	110	110	110
DT	Pearson Correlation	.843**	.878**	.740**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	110	110	110	110

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

**Correlations**

		KT1	KT2	KT3	KT
KT1	Pearson Correlation	1	.544**	.474**	<b>.808**</b>
	Sig. (2-tailed)		.000	.000	.000
	N	110	110	110	110
KT2	Pearson Correlation	.544**	1	.447**	<b>.805**</b>
	Sig. (2-tailed)	.000		.000	.000
	N	110	110	110	110
KT3	Pearson Correlation	.474**	.447**	1	<b>.819**</b>
	Sig. (2-tailed)	.000	.000		.000
	N	110	110	110	110
KT	Pearson Correlation	.808**	.805**	.819**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	110	110	110	110

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



### Correlations

		P1	P2	P3	P
PI1	Pearson Correlation	1	.771**	.245**	<b>.883**</b>
	Sig. (2-tailed)		.000	.010	.000
	N	110	110	110	110
PI2	Pearson Correlation	.771**	1	.333**	<b>.898**</b>
	Sig. (2-tailed)	.000		.000	.000
	N	110	110	110	110
PI3	Pearson Correlation	.245**	.333**	1	<b>.597**</b>
	Sig. (2-tailed)	.010	.000		.000
	N	110	110	110	110
PI	Pearson Correlation	.883**	.898**	.597**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	110	110	110	110

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

### Correlations

		KK1	KK2	KK3	KK
KK1	Pearson Correlation	1	.568**	.484**	<b>.834**</b>
	Sig. (2-tailed)		.000	.000	.000
	N	110	110	110	110
KK2	Pearson Correlation	.568**	1	.432**	<b>.797**</b>
	Sig. (2-tailed)	.000		.000	.000
	N	110	110	110	110
KK3	Pearson Correlation	.484**	.432**	1	<b>.809**</b>
	Sig. (2-tailed)	.000	.000		.000
	N	110	110	110	110
KK	Pearson Correlation	.834**	.797**	.809**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	110	110	110	110

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

### Correlations

		MB1	MB2	MB3	MB
MB1	Pearson Correlation	1	.432**	.514**	<b>.777**</b>
	Sig. (2-tailed)		.000	.000	.000
	N	110	110	110	110
MB2	Pearson Correlation	.432**	1	.457**	<b>.797**</b>
	Sig. (2-tailed)	.000		.000	.000
	N	110	110	110	110
MB3	Pearson Correlation	.514**	.457**	1	<b>.832**</b>
	Sig. (2-tailed)	.000	.000		.000
	N	110	110	110	110
MB	Pearson Correlation	.777**	.797**	.832**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	110	110	110	110

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

## LAMPIRAN 6

### UJI RELIABILITAS

#### Reliability Statistics KN

Cronbach's Alpha	N of Items
.752	4

#### Reliability Statistics KT

Cronbach's Alpha	N of Items
.733	3

#### Reliability Statistics KK

Cronbach's Alpha	N of Items
.740	3

#### Reliability Statistics DW

Cronbach's Alpha	N of Items
.675	3

#### Reliability Statistics PI

Cronbach's Alpha	N of Items
.722	3

#### Reliability Statistics MB

Cronbach's Alpha	N of Items
.719	3

#### Reliability Statistics DT

Cronbach's Alpha	N of Items
.759	3

## LAMPIRAN 7

### UJI REGRESI LINEAR BERGANDA

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.822	1.199		-3.189	.002
	DW	.234	.071	.219	3.319	.001
	KN	.114	.074	.111	1.555	.123
	DT	.436	.080	.364	5.418	.000
	KT	.239	.078	.239	3.053	.003
	P	.239	.070	.235	3.393	.001

a. Dependent Variable: KK

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	401.420	5	80.284	31.816	.000 <sup>b</sup>
	Residual	262.434	104	2.523		
	Total	663.855	109			

a. Dependent Variable: KK

b. Predictors: (Constant), P, DW, DT, KN, KT

## LAMPIRAN 8

### UJI REGRESI LINEAR SEDERHANA

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.505	.382		1,322	,189
	Kepuasan Konsumen	,961	,038	,925	25,335	,000

a. Dependent Variable: Minat Beli