**Lampiran 1**

**Kuesioner Penelitian**

**Analisis Pengaruh Citra Merek dan Kualitas Layanan Terhadap Keputusan Pembelian Tokopedia di Jakarta**

Kepada Yang Terhormat Bapak/Ibu, Saudara/I yang saya hormati, perkenalkan nama saya Edi Sucipto Tanady mahasiswa IBIIKKG jurusan Ilmu Admnistrasi Bisnis Konsentrasi Bisnis Internasional yang sedang meyusun skripsi untuk mengetahui pengaruh citra merek dan kualitas layanan terhadap keputusan pembelian Tokopedia di Jakarta. Pada kesempatan ini saya memohon kesediaanya untuk mengisi kuesioner ini sesuai dengan pendapat dan pengalaman masing-masing. Atas kesediaannya saya ucapkan terima kasih..

1. Apakah anda pernah bertransaksi menggunakan aplikasi Tokopedia ?

Ya

Tidak, (Jika tidak tolong tidak dilanjutkan)

1. Nama :
2. Jenis kelamin :

Laki-laki

Perempuan

1. Usia :

16 - 21

22 - 27

28 - 33

34 – 39

> 40

5. Domisili :

Jakarta Utara

Jakarta Barat

Jakarta Pusat

Jakarta Selatan

Jakarta Timur

6. Pengeluaran Belanja Online / Bulan

Rp 100.000,- s/d Rp 500.000,-

Rp 501.000,- s/d Rp 1.001.000,-

> Rp 1.002.000,-

**Keterangan pengisian**

1. Sangat tidak setuju, (2) Tidak setuju, (3) Biasa saja, (4) Setuju, (5) Sangat setuju
2. Aplikasi Tokopedia sudah diketahui dan digunakan oleh berbagai kalangan di Indonesia



1. Anda lebih memilih Tokopedia dibandingkan *E-commerce* lain
2. Tokopedia memiliki ciri khas slogan “coba aja dulu” yang berbeda dari *E-commerce* lain



1. Fasilitas dan fitur di Tokopedia memudahkan anda melakukan pembelian



1. Pedagang (mitra) Tokopedia memberikan perhatian khusus kepada konsumen yang membutuhkan penjelasan tentang produk / jasa yang ingin dibeli



1. Jika terjadi kendala dalam transaksi, Tokopedia dapat diandalkan menyelesaikan masalah yang ada



1. Pedagang (mitra) dan Tokopedia cepat dan tanggap melayani dan membantu pelanggan dalam melakukan transaksi pembelian



1. Tokopedia memberikan jaminan pengiriman produk yang dibeli



1. Tokopedia menyediakan berbagai pilihan merek produk yang dijual



1. Tokopedia menyediakan berbagai macam produk dan jasa



1. Tokopedia tidak membatasi kuantitas pembelian



1. Tokopedia memberikan keleluasaan waktu pembelian



1. Tokopedia menyediakan berbagai macam metode pembayaran



**Lampiran 2**

**Data Hasil Pra-Kuesioner**

**(30 Responden)**

1. **Citra Merek**

|  |  |  |  |
| --- | --- | --- | --- |
| **Responden** | **CM1** | **CM2** | **CM3** |
| 1 | 5 | 3 | 3 |
| 2 | 4 | 4 | 4 |
| 3 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 3 |
| 6 | 5 | 3 | 5 |
| 7 | 4 | 4 | 4 |
| 8 | 5 | 4 | 3 |
| 9 | 5 | 3 | 3 |
| 10 | 5 | 5 | 5 |
| 11 | 4 | 2 | 3 |
| 12 | 1 | 1 | 1 |
| 13 | 5 | 3 | 3 |
| 14 | 4 | 4 | 4 |
| 15 | 4 | 3 | 4 |
| 16 | 4 | 4 | 2 |
| 17 | 5 | 5 | 5 |
| 18 | 4 | 2 | 3 |
| 19 | 4 | 4 | 4 |
| 20 | 4 | 3 | 4 |
| 21 | 1 | 1 | 3 |
| 22 | 5 | 5 | 5 |
| 23 | 5 | 5 | 5 |
| 24 | 5 | 5 | 5 |
| 25 | 5 | 3 | 5 |
| 26 | 4 | 3 | 3 |
| 27 | 5 | 5 | 5 |
| 28 | 5 | 5 | 4 |
| 29 | 4 | 4 | 4 |
| 30 | 5 | 5 | 5 |

1. **Kualitas Layanan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Responden** | **KL1** | **KL2** | **KL3** | **KL4** | **KL5** |
| 1 | 4 | 3 | 3 | 3 | 3 |
| 2 | 4 | 5 | 4 | 4 | 4 |
| 3 | 5 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 3 | 3 | 4 |
| 5 | 4 | 4 | 4 | 4 | 4 |
| 6 | 4 | 5 | 5 | 4 | 3 |
| 7 | 5 | 4 | 4 | 3 | 4 |
| 8 | 4 | 4 | 3 | 4 | 5 |
| 9 | 4 | 4 | 3 | 4 | 4 |
| 10 | 5 | 4 | 5 | 4 | 5 |
| 11 | 3 | 3 | 3 | 3 | 4 |
| 12 | 1 | 1 | 1 | 1 | 1 |
| 13 | 3 | 3 | 3 | 3 | 3 |
| 14 | 4 | 4 | 4 | 4 | 5 |
| 15 | 4 | 3 | 4 | 4 | 3 |
| 16 | 4 | 2 | 1 | 3 | 2 |
| 17 | 5 | 3 | 4 | 4 | 4 |
| 18 | 3 | 3 | 3 | 3 | 3 |
| 19 | 5 | 5 | 5 | 5 | 5 |
| 20 | 3 | 3 | 3 | 3 | 3 |
| 21 | 5 | 5 | 5 | 5 | 5 |
| 22 | 4 | 5 | 4 | 5 | 4 |
| 23 | 5 | 5 | 5 | 5 | 5 |
| 24 | 5 | 5 | 4 | 5 | 4 |
| 25 | 5 | 5 | 5 | 5 | 5 |
| 26 | 4 | 3 | 3 | 3 | 3 |
| 27 | 5 | 4 | 5 | 4 | 4 |
| 28 | 4 | 4 | 5 | 4 | 4 |
| 29 | 5 | 4 | 4 | 4 | 4 |
| 30 | 5 | 5 | 5 | 5 | 5 |

1. **Keputusan Pembelian**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Responden** | **KP1** | **KP2** | **KP3** | **KP4** | **KP5** |
| 1 | 3 | 3 | 3 | 3 | 3 |
| 2 | 4 | 5 | 4 | 4 | 4 |
| 3 | 5 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 3 | 3 | 4 |
| 5 | 3 | 3 | 3 | 3 | 4 |
| 6 | 5 | 5 | 4 | 4 | 5 |
| **Responden** | **KP1** | **KP2** | **KP3** | **KP4** | **KP5** |
| 7 | 4 | 4 | 4 | 4 | 4 |
| 8 | 3 | 3 | 4 | 3 | 3 |
| 9 | 5 | 4 | 4 | 4 | 4 |
| 10 | 4 | 5 | 5 | 5 | 5 |
| 11 | 3 | 4 | 3 | 5 | 4 |
| 12 | 1 | 1 | 1 | 1 | 1 |
| 13 | 3 | 3 | 3 | 3 | 3 |
| 14 | 5 | 5 | 5 | 5 | 3 |
| 15 | 4 | 4 | 4 | 4 | 5 |
| 16 | 2 | 1 | 2 | 3 | 4 |
| 17 | 4 | 4 | 4 | 5 | 5 |
| 18 | 4 | 4 | 4 | 4 | 5 |
| 19 | 4 | 5 | 4 | 5 | 4 |
| 20 | 4 | 4 | 5 | 5 | 5 |
| 21 | 5 | 5 | 5 | 5 | 5 |
| 22 | 5 | 4 | 4 | 5 | 5 |
| 23 | 5 | 5 | 5 | 5 | 5 |
| 24 | 5 | 5 | 4 | 4 | 4 |
| 25 | 5 | 5 | 5 | 5 | 5 |
| 26 | 4 | 3 | 3 | 3 | 3 |
| 27 | 5 | 4 | 4 | 5 | 5 |
| 28 | 4 | 4 | 4 | 3 | 5 |
| 29 | 5 | 5 | 4 | 4 | 5 |
| 30 | 5 | 5 | 5 | 4 | 5 |

**Lampiran 3**

**Hasil Uji Validitas dan Reliabilitas**

1. **Citra Merek**
2. **Uji Validitas**

|  |
| --- |
| **Item-Total Statistics** |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| CM1 | 7.5333 | 4.051 | .724 | .800 |
| CM2 | 8.1333 | 3.361 | .769 | .759 |
| CM3 | 8.0000 | 4.138 | .698 | .823 |

1. **Uji Reliabilitas**

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| .855 | 3 |

1. **Kualitas Layanan**
2. **Uji Validitas**

|  |
| --- |
| **Item-Total Statistics** |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| KL1 | 15.4333 | 13.771 | .802 | .938 |
| KL2 | 15.7000 | 12.562 | .880 | .924 |
| KL3 | 15.8000 | 12.372 | .839 | .933 |
| KL4 | 15.7667 | 13.289 | .889 | .924 |
| KL5 | 15.7000 | 13.045 | .836 | .932 |

1. **Uji Reliabilitas**

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| .943 | 5 |

1. **Keputusan Pembelian**
2. **Uji Validitas**

|  |
| --- |
| **Item-Total Statistics** |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| KP1 | 16.1000 | 12.576 | .851 | .911 |
| KP2 | 16.1667 | 12.075 | .861 | .909 |
| KP3 | 16.2667 | 12.823 | .871 | .908 |
| KP4 | 16.1667 | 13.040 | .807 | .920 |
| KP5 | 15.9667 | 13.689 | .719 | .935 |

1. **Uji Reliabilitas**

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| .932 | 5 |

**Lampiran 4**

**Data Hasil Kuesioner**

**(100 Responden)**

1. **Citra Merek**

|  |  |  |  |
| --- | --- | --- | --- |
| **Responden** | **CM1** | **CM2** | **CM3** |
| 1 | 5 | 3 | 3 |
| 2 | 4 | 4 | 4 |
| 3 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 3 |
| 6 | 5 | 3 | 5 |
| 7 | 4 | 4 | 4 |
| 8 | 5 | 4 | 3 |
| 9 | 5 | 3 | 3 |
| 10 | 5 | 5 | 5 |
| 11 | 4 | 2 | 3 |
| 12 | 1 | 1 | 1 |
| 13 | 5 | 3 | 3 |
| 14 | 4 | 4 | 4 |
| 15 | 4 | 3 | 4 |
| 16 | 4 | 4 | 2 |
| 17 | 5 | 5 | 5 |
| 18 | 4 | 2 | 3 |
| 19 | 4 | 4 | 4 |
| 20 | 4 | 3 | 4 |
| 21 | 1 | 1 | 3 |
| 22 | 5 | 5 | 5 |
| 23 | 5 | 5 | 5 |
| 24 | 5 | 5 | 5 |
| 25 | 5 | 3 | 5 |
| 26 | 4 | 3 | 3 |
| 27 | 5 | 5 | 5 |
| 28 | 5 | 5 | 4 |
| 29 | 4 | 4 | 4 |
| 30 | 5 | 5 | 5 |
| 31 | 5 | 5 | 5 |
| 32 | 5 | 4 | 5 |
| 33 | 5 | 3 | 3 |
| 34 | 5 | 3 | 3 |
| **Responden** | **CM1** | **CM2** | **CM3** |
| 35 | 4 | 4 | 4 |
| 36 | 5 | 4 | 4 |
| 37 | 5 | 3 | 1 |
| 38 | 4 | 5 | 5 |
| 39 | 5 | 5 | 5 |
| 40 | 4 | 3 | 4 |
| 41 | 4 | 5 | 4 |
| 42 | 4 | 5 | 3 |
| 43 | 5 | 4 | 4 |
| 44 | 5 | 5 | 4 |
| 45 | 4 | 1 | 1 |
| 46 | 4 | 3 | 4 |
| 47 | 3 | 4 | 4 |
| 48 | 3 | 3 | 3 |
| 49 | 3 | 5 | 2 |
| 50 | 3 | 5 | 5 |
| 51 | 4 | 4 | 4 |
| 52 | 5 | 3 | 5 |
| 53 | 5 | 5 | 5 |
| 54 | 4 | 4 | 5 |
| 55 | 5 | 4 | 4 |
| 56 | 4 | 5 | 4 |
| 57 | 4 | 3 | 4 |
| 58 | 4 | 2 | 3 |
| 59 | 4 | 3 | 3 |
| 60 | 5 | 4 | 4 |
| 61 | 5 | 5 | 5 |
| 62 | 5 | 3 | 3 |
| 63 | 5 | 4 | 5 |
| 64 | 5 | 5 | 4 |
| 65 | 5 | 5 | 3 |
| 66 | 5 | 3 | 5 |
| 67 | 2 | 3 | 2 |
| 68 | 4 | 3 | 4 |
| 69 | 5 | 5 | 5 |
| 70 | 5 | 4 | 4 |
| 71 | 5 | 3 | 5 |
| 72 | 4 | 4 | 4 |
| 73 | 4 | 5 | 3 |
| 74 | 5 | 4 | 4 |
| 75 | 4 | 2 | 4 |
| 76 | 5 | 3 | 4 |
| **Responden** | **CM1** | **CM2** | **CM3** |
| 77 | 5 | 3 | 5 |
| 78 | 4 | 4 | 3 |
| 79 | 4 | 4 | 5 |
| 80 | 5 | 3 | 2 |
| 81 | 4 | 3 | 4 |
| 82 | 4 | 3 | 3 |
| 83 | 4 | 4 | 3 |
| 84 | 3 | 4 | 4 |
| 85 | 5 | 4 | 4 |
| 86 | 5 | 3 | 2 |
| 87 | 5 | 5 | 4 |
| 88 | 4 | 2 | 4 |
| 89 | 5 | 3 | 3 |
| 90 | 4 | 5 | 4 |
| 91 | 4 | 5 | 5 |
| 92 | 5 | 5 | 4 |
| 93 | 5 | 5 | 5 |
| 94 | 5 | 4 | 5 |
| 95 | 5 | 4 | 4 |
| 96 | 5 | 5 | 5 |
| 97 | 2 | 3 | 4 |
| 98 | 5 | 5 | 3 |
| 99 | 4 | 4 | 4 |
| 100 | 4 | 3 | 4 |

1. **Kualitas Layanan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Responden** | **KL1** | **KL2** | **KL3** | **KL4** | **KL5** |
| 1 | 4 | 3 | 3 | 3 | 3 |
| 2 | 4 | 5 | 4 | 4 | 4 |
| 3 | 5 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 3 | 3 | 4 |
| 5 | 4 | 4 | 4 | 4 | 4 |
| 6 | 4 | 5 | 5 | 4 | 3 |
| 7 | 5 | 4 | 4 | 3 | 4 |
| 8 | 4 | 4 | 3 | 4 | 5 |
| 9 | 4 | 4 | 3 | 4 | 4 |
| 10 | 5 | 4 | 5 | 4 | 5 |
| 11 | 3 | 3 | 3 | 3 | 4 |
| 12 | 1 | 1 | 1 | 1 | 1 |
| 13 | 3 | 3 | 3 | 3 | 3 |
| 14 | 4 | 4 | 4 | 4 | 5 |
| **Responden** | **KL1** | **KL2** | **KL3** | **KL4** | **KL5** |
| 15 | 4 | 3 | 4 | 4 | 3 |
| 15 | 4 | 3 | 4 | 4 | 3 |
| 16 | 4 | 2 | 1 | 3 | 2 |
| 17 | 5 | 3 | 4 | 4 | 4 |
| 18 | 3 | 3 | 3 | 3 | 3 |
| 19 | 5 | 5 | 5 | 5 | 5 |
| 20 | 3 | 3 | 3 | 3 | 3 |
| 21 | 5 | 5 | 5 | 5 | 5 |
| 22 | 4 | 5 | 4 | 5 | 4 |
| 23 | 5 | 5 | 5 | 5 | 5 |
| 24 | 5 | 5 | 4 | 5 | 4 |
| 25 | 5 | 5 | 5 | 5 | 5 |
| 26 | 4 | 3 | 3 | 3 | 3 |
| 27 | 5 | 4 | 5 | 4 | 4 |
| 28 | 4 | 4 | 5 | 4 | 4 |
| 29 | 5 | 4 | 4 | 4 | 4 |
| 30 | 5 | 5 | 5 | 5 | 5 |
| 31 | 4 | 4 | 4 | 3 | 3 |
| 32 | 5 | 4 | 4 | 4 | 4 |
| 33 | 5 | 5 | 5 | 5 | 5 |
| 34 | 4 | 3 | 3 | 3 | 3 |
| 35 | 4 | 4 | 4 | 4 | 4 |
| 36 | 4 | 3 | 4 | 4 | 4 |
| 37 | 5 | 5 | 3 | 3 | 4 |
| 38 | 5 | 4 | 5 | 4 | 1 |
| 39 | 5 | 3 | 3 | 4 | 3 |
| 40 | 3 | 3 | 4 | 3 | 3 |
| 41 | 5 | 4 | 4 | 4 | 1 |
| 42 | 4 | 3 | 3 | 3 | 3 |
| 43 | 5 | 4 | 3 | 4 | 3 |
| 44 | 4 | 4 | 4 | 5 | 5 |
| 45 | 2 | 3 | 3 | 3 | 2 |
| 46 | 4 | 3 | 3 | 3 | 4 |
| 47 | 4 | 4 | 4 | 4 | 5 |
| 48 | 3 | 3 | 3 | 3 | 3 |
| 49 | 4 | 2 | 5 | 2 | 5 |
| 50 | 4 | 4 | 5 | 4 | 4 |
| 51 | 4 | 4 | 4 | 5 | 4 |
| 52 | 5 | 5 | 3 | 5 | 4 |
| 53 | 4 | 4 | 4 | 4 | 4 |
| 54 | 4 | 4 | 4 | 4 | 5 |
| 55 | 4 | 5 | 4 | 5 | 4 |
| **Responden** | **KL1** | **KL2** | **KL3** | **KL4** | **KL5** |
| 56 | 5 | 5 | 4 | 4 | 5 |
| 57 | 4 | 4 | 4 | 4 | 4 |
| 58 | 4 | 3 | 3 | 5 | 5 |
| 59 | 4 | 4 | 4 | 4 | 3 |
| 60 | 4 | 3 | 4 | 4 | 4 |
| 61 | 5 | 5 | 5 | 5 | 4 |
| 62 | 4 | 3 | 4 | 4 | 4 |
| 63 | 5 | 5 | 5 | 5 | 5 |
| 64 | 5 | 2 | 2 | 2 | 3 |
| 65 | 3 | 4 | 5 | 4 | 4 |
| 66 | 4 | 5 | 3 | 4 | 5 |
| 67 | 3 | 3 | 3 | 3 | 4 |
| 68 | 5 | 3 | 3 | 3 | 4 |
| 69 | 5 | 5 | 4 | 4 | 5 |
| 70 | 5 | 5 | 5 | 5 | 5 |
| 71 | 4 | 4 | 5 | 4 | 4 |
| 72 | 4 | 4 | 4 | 4 | 5 |
| 73 | 5 | 4 | 5 | 4 | 3 |
| 74 | 5 | 5 | 4 | 5 | 5 |
| 75 | 4 | 4 | 4 | 4 | 4 |
| 76 | 4 | 4 | 4 | 4 | 4 |
| 77 | 5 | 5 | 5 | 5 | 5 |
| 78 | 5 | 4 | 4 | 4 | 5 |
| 79 | 4 | 4 | 5 | 4 | 4 |
| 80 | 4 | 2 | 3 | 4 | 4 |
| 81 | 4 | 4 | 4 | 4 | 4 |
| 82 | 4 | 4 | 5 | 3 | 3 |
| 83 | 4 | 4 | 4 | 4 | 4 |
| 84 | 4 | 4 | 4 | 4 | 4 |
| 85 | 4 | 3 | 3 | 4 | 4 |
| 86 | 4 | 5 | 3 | 3 | 3 |
| 87 | 5 | 5 | 4 | 3 | 5 |
| 88 | 2 | 2 | 4 | 3 | 1 |
| 89 | 5 | 4 | 4 | 5 | 4 |
| 90 | 5 | 4 | 4 | 4 | 4 |
| 91 | 5 | 4 | 4 | 4 | 4 |
| 92 | 5 | 5 | 4 | 5 | 4 |
| 93 | 5 | 5 | 5 | 5 | 5 |
| 94 | 4 | 4 | 4 | 4 | 4 |
| 95 | 5 | 5 | 5 | 5 | 5 |
| 96 | 4 | 4 | 5 | 4 | 5 |
| 97 | 4 | 3 | 3 | 4 | 3 |
| **Responden** | **KL1** | **KL2** | **KL3** | **KL4** | **KL5** |
| 98 | 5 | 3 | 5 | 4 | 4 |
| 99 | 4 | 3 | 4 | 4 | 4 |
| 100 | 4 | 3 | 3 | 3 | 3 |

1. **Keputusan Pembelian**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Responden** | **KP1** | **KP2** | **KP3** | **KP4** | **KP5** |
| 1 | 3 | 3 | 3 | 3 | 3 |
| 2 | 4 | 5 | 4 | 4 | 4 |
| 3 | 5 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 3 | 3 | 4 |
| 5 | 3 | 3 | 3 | 3 | 4 |
| 6 | 5 | 5 | 4 | 4 | 5 |
| 7 | 4 | 4 | 4 | 4 | 4 |
| 8 | 3 | 3 | 4 | 3 | 3 |
| 9 | 5 | 4 | 4 | 4 | 4 |
| 10 | 4 | 5 | 5 | 5 | 5 |
| 11 | 3 | 4 | 3 | 5 | 4 |
| 12 | 1 | 1 | 1 | 1 | 1 |
| 13 | 3 | 3 | 3 | 3 | 3 |
| 14 | 5 | 5 | 5 | 5 | 3 |
| 15 | 4 | 4 | 4 | 4 | 5 |
| 16 | 2 | 1 | 2 | 3 | 4 |
| 17 | 4 | 4 | 4 | 5 | 5 |
| 18 | 4 | 4 | 4 | 4 | 5 |
| 19 | 4 | 5 | 4 | 5 | 4 |
| 20 | 4 | 4 | 5 | 5 | 5 |
| 21 | 5 | 5 | 5 | 5 | 5 |
| 22 | 5 | 4 | 4 | 5 | 5 |
| 23 | 5 | 5 | 5 | 5 | 5 |
| 24 | 5 | 5 | 4 | 4 | 4 |
| 25 | 5 | 5 | 5 | 5 | 5 |
| 26 | 4 | 3 | 3 | 3 | 3 |
| 27 | 5 | 4 | 4 | 5 | 5 |
| 28 | 4 | 4 | 4 | 3 | 5 |
| 29 | 5 | 5 | 4 | 4 | 5 |
| 30 | 5 | 5 | 5 | 4 | 5 |
| 31 | 5 | 4 | 3 | 4 | 5 |
| 32 | 4 | 4 | 4 | 4 | 4 |
| 33 | 4 | 4 | 5 | 5 | 5 |
| 34 | 4 | 4 | 4 | 4 | 5 |
| 35 | 4 | 4 | 4 | 4 | 5 |
| **Responden** | **KP1** | **KP2** | **KP3** | **KP4** | **KP5** |
| 36 | 4 | 4 | 4 | 4 | 4 |
| 37 | 3 | 2 | 2 | 4 | 5 |
| 38 | 5 | 5 | 5 | 5 | 5 |
| 39 | 5 | 3 | 4 | 4 | 4 |
| 40 | 5 | 4 | 4 | 3 | 4 |
| 41 | 5 | 5 | 5 | 5 | 5 |
| 42 | 4 | 4 | 3 | 5 | 5 |
| 43 | 5 | 5 | 5 | 5 | 5 |
| 44 | 5 | 4 | 4 | 4 | 4 |
| 45 | 3 | 3 | 3 | 3 | 3 |
| 46 | 2 | 4 | 5 | 5 | 4 |
| 47 | 4 | 4 | 4 | 4 | 4 |
| 48 | 3 | 3 | 3 | 3 | 3 |
| 49 | 2 | 5 | 2 | 4 | 4 |
| 50 | 5 | 2 | 5 | 5 | 5 |
| 51 | 5 | 4 | 5 | 4 | 5 |
| 52 | 5 | 5 | 5 | 5 | 4 |
| 53 | 4 | 4 | 5 | 5 | 4 |
| 54 | 4 | 5 | 4 | 5 | 4 |
| 55 | 4 | 4 | 4 | 5 | 4 |
| 56 | 5 | 5 | 5 | 5 | 5 |
| 57 | 4 | 4 | 4 | 4 | 4 |
| 58 | 5 | 5 | 3 | 4 | 4 |
| 59 | 4 | 4 | 4 | 4 | 5 |
| 60 | 4 | 4 | 4 | 4 | 4 |
| 61 | 5 | 5 | 4 | 5 | 5 |
| 62 | 4 | 4 | 4 | 4 | 5 |
| 63 | 4 | 5 | 5 | 5 | 4 |
| 64 | 5 | 5 | 5 | 2 | 5 |
| 65 | 4 | 4 | 4 | 4 | 4 |
| 66 | 3 | 3 | 3 | 5 | 5 |
| 67 | 4 | 2 | 3 | 4 | 2 |
| 68 | 5 | 5 | 5 | 5 | 5 |
| 69 | 5 | 4 | 5 | 5 | 5 |
| 70 | 5 | 5 | 5 | 5 | 5 |
| 71 | 4 | 4 | 4 | 4 | 4 |
| 72 | 5 | 5 | 4 | 5 | 5 |
| 73 | 5 | 4 | 5 | 3 | 4 |
| 74 | 5 | 5 | 5 | 5 | 5 |
| 75 | 4 | 4 | 4 | 4 | 4 |
| 76 | 3 | 3 | 4 | 3 | 4 |
| 77 | 5 | 5 | 5 | 5 | 5 |
| **Responden** | **KP1** | **KP2** | **KP3** | **KP4** | **KP5** |
| 78 | 5 | 5 | 5 | 5 | 5 |
| 79 | 4 | 4 | 4 | 4 | 5 |
| 80 | 5 | 5 | 5 | 5 | 5 |
| 81 | 4 | 4 | 4 | 4 | 4 |
| 82 | 4 | 5 | 4 | 4 | 4 |
| 83 | 4 | 5 | 5 | 5 | 5 |
| 84 | 4 | 4 | 4 | 3 | 5 |
| 85 | 4 | 5 | 4 | 4 | 4 |
| 86 | 5 | 4 | 4 | 3 | 5 |
| 87 | 5 | 5 | 5 | 5 | 4 |
| 88 | 5 | 2 | 4 | 3 | 2 |
| 89 | 4 | 4 | 4 | 4 | 5 |
| 90 | 5 | 5 | 3 | 3 | 4 |
| 91 | 4 | 5 | 4 | 5 | 4 |
| 92 | 5 | 5 | 4 | 5 | 4 |
| 93 | 5 | 5 | 5 | 5 | 5 |
| 94 | 4 | 4 | 4 | 4 | 4 |
| 95 | 5 | 5 | 4 | 4 | 5 |
| 96 | 5 | 4 | 4 | 5 | 5 |
| 97 | 4 | 4 | 4 | 5 | 4 |
| 98 | 5 | 5 | 5 | 5 | 5 |
| 99 | 5 | 5 | 4 | 5 | 4 |
| 100 | 3 | 3 | 3 | 3 | 3 |

**Lampiran 5**

**Uji Asumsi Klasik**

1. **Uji Normalitas**

|  |
| --- |
| **One-Sample Kolmogorov-Smirnov Test** |
|  | Unstandardized Residual |
| N | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | .45617016 |
| Most Extreme Differences | Absolute | .075 |
| Positive | .075 |
| Negative | -.055 |
| Test Statistic | .075 |
| Asymp. Sig. (2-tailed) | .191c |
| a. Test distribution is Normal. |
| b. Calculated from data. |
| c. Lilliefors Significance Correction. |

1. **Uji Hekterokedastisas**



1. **Uji Multikolinieritas dan Uji Signifikan Koefisien (Uji t)**

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 1.125 | .296 |  | 3.799 | .000 |  |  |
| X1 | .195 | .077 | .216 | 2.546 | .012 | .658 | 1.520 |
| X2 | .578 | .084 | .586 | 6.898 | .000 | .658 | 1.520 |
| a. Dependent Variable: Y |

**Lampiran 6**

**Uji Regresi Linier Berganda**

1. **Uji Model (Uji F)**

|  |
| --- |
| **ANOVAa** |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 24.079 | 2 | 12.039 | 56.687 | .000b |
| Residual | 20.601 | 97 | .212 |  |  |
| Total | 44.680 | 99 |  |  |  |
| a. Dependent Variable: Y |
| b. Predictors: (Constant), X2, X1 |

1. **Koefisien Determinasi (R2)**

|  |
| --- |
| **Model Summary** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .734a | .539 | .529 | .46085 |
| a. Predictors: (Constant), X2, X1 |