**LAMPIRAN 1**

**KUESIONER PENELITIAN**

**Survei Analisis Minat Penggunaan**

**Layanan Pembayaran Digital GO-PAY**

****

Kepada para responden yang terhormat,

Perkenalkan nama saya Leoni, mahasiswi Institut Bisnis dan Informatika Kwik Kian Gie jurusan Ilmu Administrasi Bisnis angkatan 2015. Saat ini saya sedang mengadakan studi analisis minat penggunaan layanan pembayaran digital GO-PAY.

Di bawah ini adalah daftar pernyataan mengenai layanan pembayaran digital GO-PAY yang sudah disusun secara mendetil. Dengan ini saya mohon kesediaan dan kerja sama Anda untuk meluangkan waktu dan mengisi jawaban dengan lengkap dan sesuai dengan kenyataan yang ada.

Terima kasih.

|  |  |  |  |  |  |
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|  |  |  |  |  |  |

1. Apakah Anda sudah pernah menggunakan layanan pembayaran digital GO-PAY untuk melakukan transaksi pembayaran?

* Ya
* Tidak (Jika tidak, maka silahkan berhenti. Terima kasih.)

1. Alamat/domisili Anda :

* Jakarta Pusat
* Jakarta Barat
* Jakarta Utara
* Jakarta Selatan
* Jakarta Timur

1. Usia Anda :

* 15-22 tahun
* 23-30 tahun
* 31-38 tahun
* 39-46 tahun
* 47-54 tahun
* ≥ 55 tahun

1. Jenis Kelamin Anda :

* Pria
* Wanita

1. Pekerjaan Anda :

* Pelajar
* Pegawai Swasta
* Pegawai Negeri

|  |
| --- |
| **KETERANGAN:**  **1 = Sangat Tidak Setuju**  **2 = Tidak Setuju**  **3 = Kurang Setuju**  **4 = Setuju**  **5 = Sangat Setuju** |

* Ibu Rumah Tangga
* Wirausahawan
* Lainnya

**Berilah tanda silang (x) pada nilai yang menurut Anda paling benar.**

|  |  |
| --- | --- |
| 1. **PERSEPSI KEBERMANFAATAN** | **Nilai** |
| 1. Layanan pembayaran digital GO-PAY mampu mempercepat transaksi pembayaran. | 1 2 3 4 5 |
| 1. Layanan pembayaran digital GO-PAY mampu meningkatkan kinerja transaksi pembayaran. | 1 2 3 4 5 |
| 1. Layanan pembayaran digital GO-PAY mampu meningkatkan produktivitas transaksi pembayaran. | 1 2 3 4 5 |
| 1. Layanan pembayaran digital GO-PAY mampu untuk berperforma secara efektif. | 1 2 3 4 5 |
| 1. Layanan pembayaran digital GO-PAY mampu mempermudah transaksi pembayaran. | 1 2 3 4 5 |
| 1. Layanan pembayaran digital GO-PAY memberikan manfaat kepada penggunanya. | 1 2 3 4 5 |

|  |  |
| --- | --- |
| 1. **PERSEPSI KEMUDAHAN PENGGUNAAN** | **Nilai** |
| 1. Cara penggunaan layanan pembayaran digital GO-PAY mudah untuk dipelajari. | 1 2 3 4 5 |
| 1. Layanan pembayaran digital GO-PAY dapat dikontrol. | 1 2 3 4 5 |
| 1. Layanan pembayaran digital GO-PAY jelas dan dapat dipahami. | 1 2 3 4 5 |
| 1. Layanan pembayaran digital GO-PAY bersifat fleksibel. | 1 2 3 4 5 |
| 1. Mudah untuk menjadi terampil atau mahir dalam menggunakan layanan pembayaran digital GO-PAY. | 1 2 3 4 5 |
| 1. Layanan pembayaran digital GO-PAY mudah untuk digunakan. | 1 2 3 4 5 |

|  |  |
| --- | --- |
| 1. **MINAT PENGGUNAAN** | **Nilai** |
| 1. Saya akan menggunakan layanan pembayaran digital GO-PAY tanpa ada paksaan dari pihak lain. | 1 2 3 4 5 |
| 1. Saya akan merekomendasikan layanan pembayaran digital GO-PAY kepada pihak lain dengan sukarela. | 1 2 3 4 5 |
| 1. Saya akan terus menggunakan layanan pembayaran digital GO-PAY. | 1 2 3 4 5 |

Terima kasih atas kerja sama Anda.

**LAMPIRAN 2**

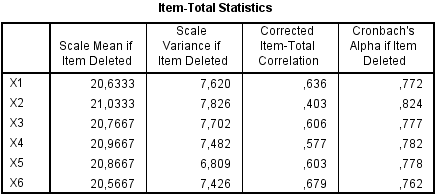
**DATA KUESIONER**

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| Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | X1 | X2 | X3 | X4 | X5 | X6 |
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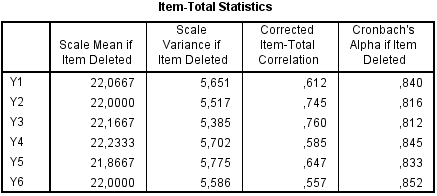
**LAMPIRAN 3**

**HASIL UJI VALIDITAS PRA KUESIONER**

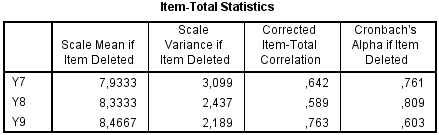
**VARIABEL PERSEPSI KEMUDAHAN PENGGUNAAN**

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**VARIABEL PERSEPSI KEBERMANFAATAN**

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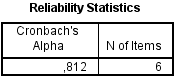
**VARIABEL MINAT PENGGUNAAN**

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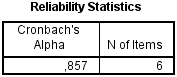
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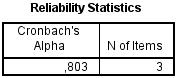
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**VARIABEL PERSEPSI KEBERMANFAATAN**

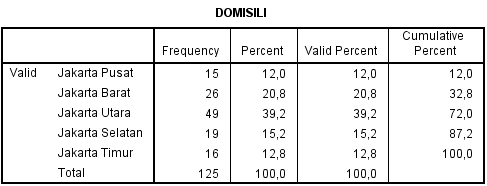
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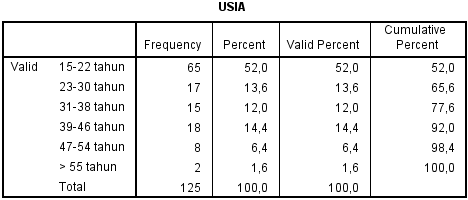
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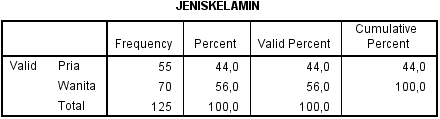
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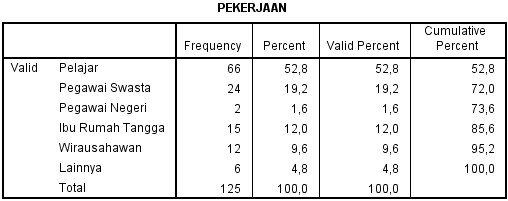
**LAMPIRAN 5**

**DATA PROFIL RESPONDEN**

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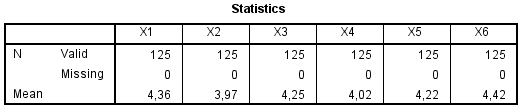
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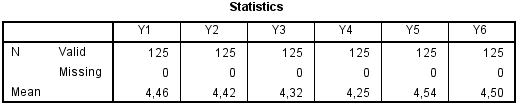
**LAMPIRAN 6**

**DATA RATA-RATA TERTIMBANG INDIKATOR**

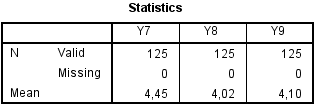
**VARIABEL PERSEPSI KEMUDAHAN PENGGUNAAN**

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**VARIABEL PERSEPSI KEBERMANFAATAN**

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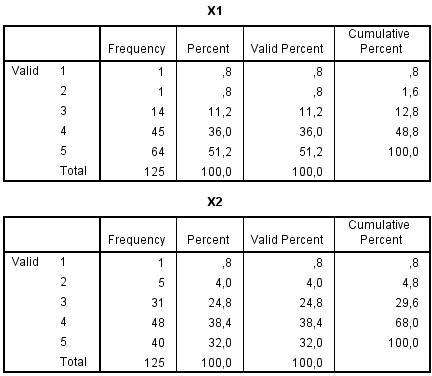
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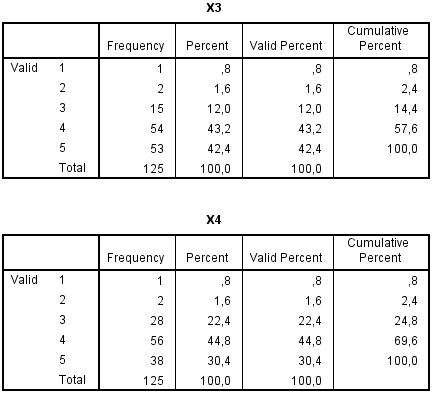
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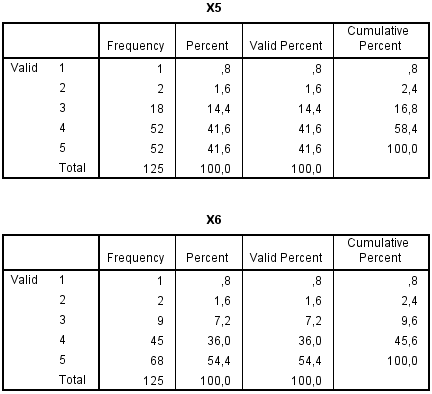
**LAMPIRAN 7**

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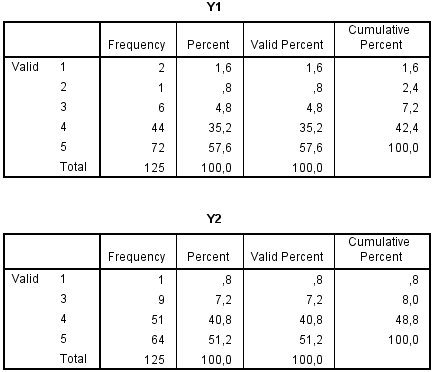
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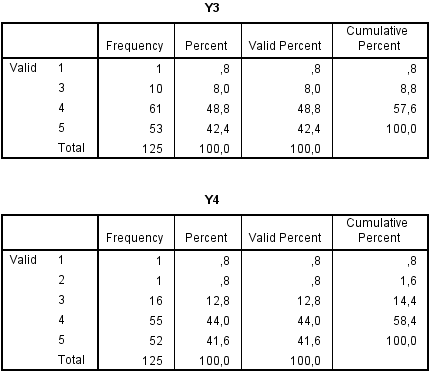
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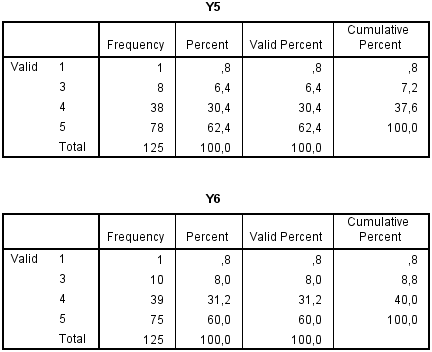
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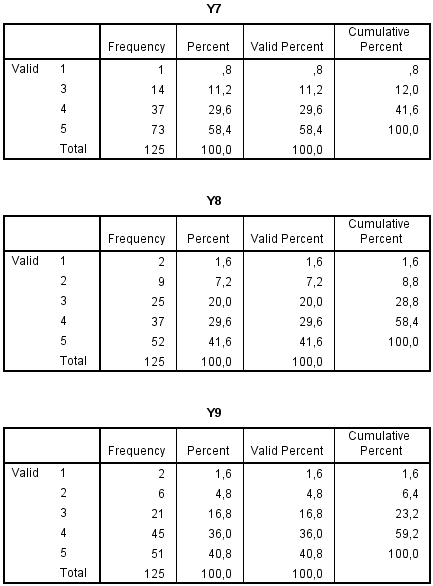
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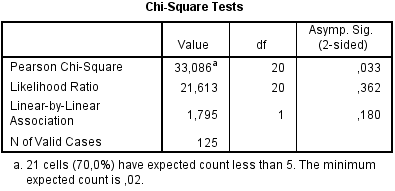
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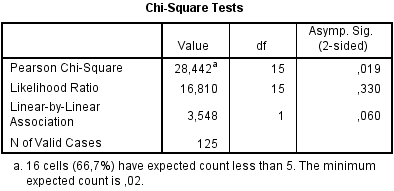
**LAMPIRAN 8**

**HASIL UJI CHI KUADRAT**

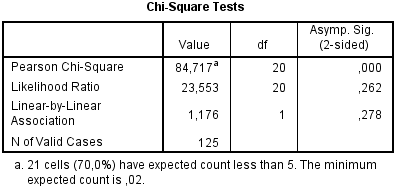
**USIA – PERSEPSI KEMUDAHAN PENGGUNAAN**

****

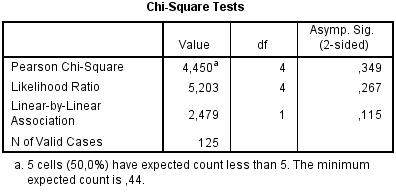
**USIA – PERSEPSI KEBERMANFAATAN**

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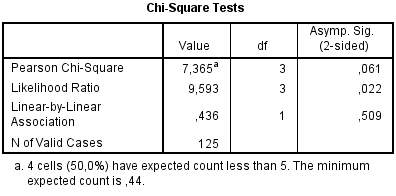
**USIA – MINAT PENGGUNAAN**

****

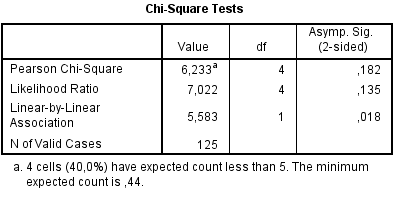
**JENIS KELAMIN – PERSEPSI KEMUDAHAN PENGGUNAAN**

****

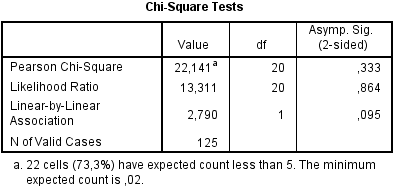
**JENIS KELAMIN – PERSEPSI KEBERMANFAATAN**

****

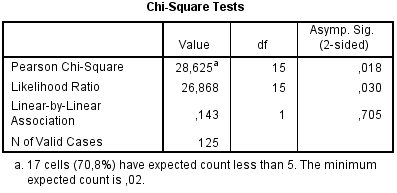
**JENIS KELAMIN – MINAT PENGGUNAAN**

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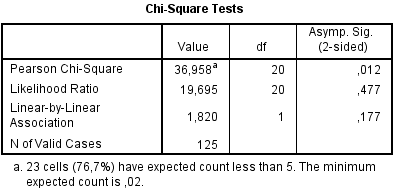
**PEKERJAAN – PERSEPSI KEMUDAHAN PENGGUNAAN**

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**PEKERJAAN – PERSEPSI KEBERMANFAATAN**

****

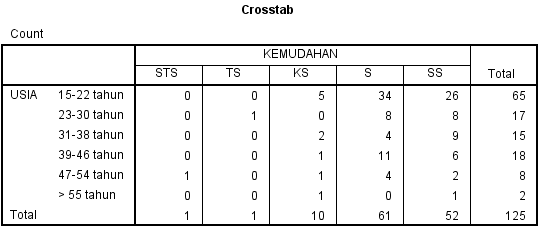
**PEKERJAAN – MINAT PENGGUNAAN**

****

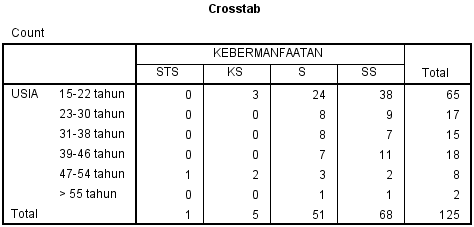
**LAMPIRAN 9**

**HASIL *CROSS TABULATION***

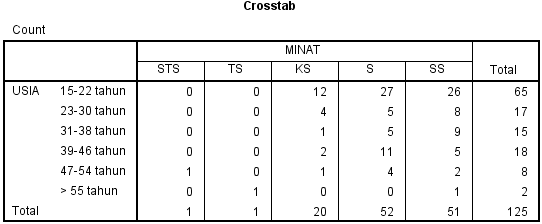
**USIA – PERSEPSI KEMUDAHAN PENGGUNAAN**

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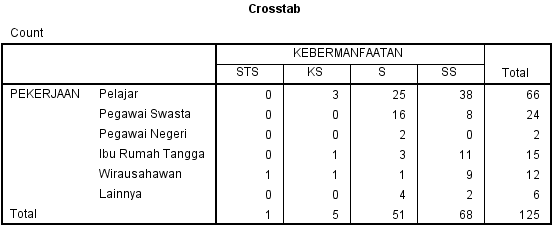
**USIA – PERSEPSI KEBERMANFAATAN**

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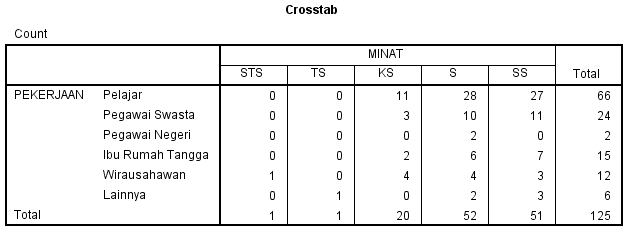
**USIA – MINAT PENGGUNAAN**

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**PEKERJAAN – PERSEPSI KEBERMANFAATAN**

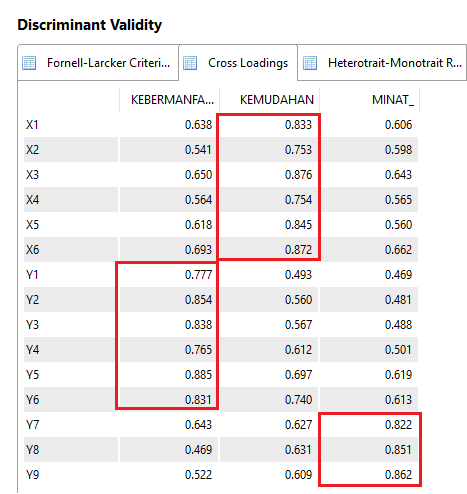
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**PEKERJAAN – MINAT PENGGUNAAN**

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**LAMPIRAN 10**

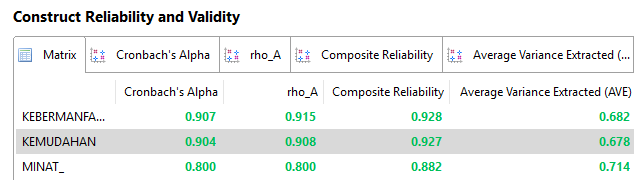
**HASIL NILAI *OUTER LOADING* DAN *CROSS LOADING***

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**LAMPIRAN 11**

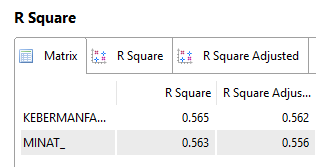
**HASIL NILAI *CRONBACH’S ALPHA, COMPOSITE***

***RELIABILITY,* DAN *AVERAGE VARIANCE EXTRACTED (AVE)***

****

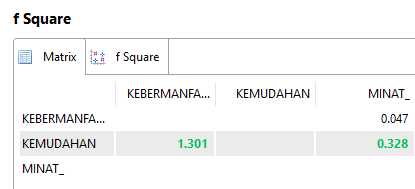
**LAMPIRAN 12**

**HASIL UJI R-*SQUARE***

****

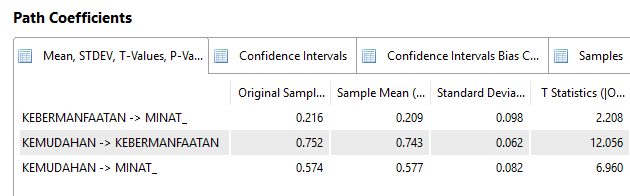
**LAMPIRAN 13**

**HASIL UJI F-*SQUARE***

****

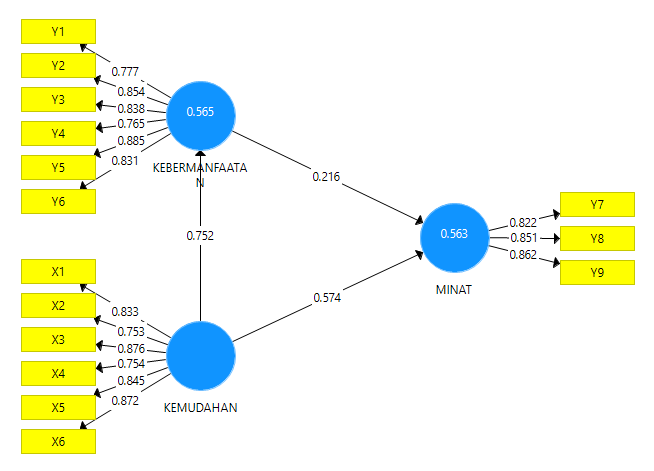
**LAMPIRAN 14**

**HASIL UJI HIPOTESIS (*BOOTSTRAPING*)**

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**LAMPIRAN 15**

**HASIL *PATH DIAGRAM* SMARTPLS**

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