

Lampiran 5.1. Hasil uji korelasi

Correlations

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	TOTAL
P1 Pearson C	1	.574*	.287*	.428*	.501*	.125	.058	.401*	.499*	.414*	-.013	.059	.491*	.297*	.279*	.184	.384*	.310*	.355*	.276*	.597*
Sig. (2-tailed)		.000	.004	.000	.000	.218	.583	.000	.000	.000	.897	.558	.000	.003	.005	.087	.000	.002	.000	.005	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P2 Pearson C	.574*	1	.286*	.312*	.442*	.397*	.245*	.374*	.423*	.407*	.081	.324*	.497*	.248*	.238*	.192	.278*	.284*	.650*	.554*	.690*
Sig. (2-tailed)	.000		.004	.002	.000	.000	.014	.000	.000	.000	.547	.001	.000	.014	.017	.056	.006	.004	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P3 Pearson C	.287*	.286*	1	.290*	.224*	.210*	-.023	.190	.298*	.085	.035	.086	.120	.045	.058	.048	.089	-.011	.186	.247*	.292*
Sig. (2-tailed)	.004	.004		.003	.025	.038	.821	.058	.003	.399	.728	.515	.235	.854	.580	.847	.379	.914	.061	.013	.003
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P4 Pearson C	.428*	.312*	.299*	1	.484*	.221*	.222*	.459*	.502*	.402*	.165	-.180	.165	.200*	.184	.180	-.122	-.125	.329*	.251*	.377*
Sig. (2-tailed)	.000	.002	.003		.000	.027	.027	.000	.000	.000	.101	.112	.095	.046	.087	.113	.227	.214	.001	.012	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P5 Pearson C	.501*	.442*	.224*	.484*	1	.440*	.243*	.884*	.891*	.789*	.221	.325*	.630*	.228*	.193	.189	.291*	.299*	.474*	.452*	.808*
Sig. (2-tailed)	.000	.000	.025	.000		.000	.015	.000	.000	.000	.027	.001	.000	.022	.054	.058	.003	.017	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P6 Pearson C	.125	.397*	.210*	.221*	.440*	1	.317*	.358*	.415*	.362*	.120	.280*	.308*	.097*	-.142	-.105	-.053	-.071	.535*	.474*	.473*
Sig. (2-tailed)	.218	.000	.038	.027	.000		.001	.000	.000	.000	.235	.008	.002	.337	.158	.298	.599	.488	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P7 Pearson C	.058	.245*	.023	.222*	.243*	.317*	1	.244*	.241*	.197	.230*	.098	.108	-.141	-.128	-.090	-.120	.089	.283*	.290*	.291*
Sig. (2-tailed)	.583	.014	.821	.027	.015	.001		.014	.016	.050	.021	.327	.294	.162	.205	.375	.236	.380	.004	.003	.003
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P8 Pearson C	.401*	.374*	.190	.459*	.884*	.358*	.244*	1	.858*	.789*	.195	.245*	.534*	.218*	.172	.200*	.248*	.238*	.417*	.421*	.747*
Sig. (2-tailed)	.000	.000	.058	.000	.000	.014		.000	.000	.052	.014	.000	.031	.088	.046	.013	.017	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P9 Pearson C	.499*	.423*	.298*	.502*	.891*	.415*	.241*	.858*	1	.838*	.182	.238*	.513*	.212*	.188	.185	.242*	.257*	.445*	.459*	.782*
Sig. (2-tailed)	.000	.000	.003	.000	.000	.016	.000	.000		.000	.070	.017	.000	.035	.060	.101	.015	.018	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P10 Pearson C	.414*	.407*	.085	.402*	.799*	.382*	.197*	.788*	.839*	1	.278*	.283*	.812*	.241*	.199	.243*	.202*	.244*	.478*	.482*	.759*
Sig. (2-tailed)	.000	.000	.399	.000	.000	.050	.000	.000	.000		.005	.004	.000	.016	.051	.015	.044	.014	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P11 Pearson C	.013	.081	.035	.185	.221*	.120	.230*	.195	.182	.278*	1	.188	.187	-.040	.028	.010	.011	.042	.210*	.231*	.300*
Sig. (2-tailed)	.897	.547	.728	.101	.027	.235	.021	.052	.070	.005		.065	.086	.898	.798	.924	.817	.878	.038	.021	.002
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P12 Pearson C	.059	.324*	.068	-.180	.325*	.280*	.069	.245*	.298*	.283*	.168	1	.355*	.308*	.253*	.285*	.284*	.281*	.187	.228*	.454*
Sig. (2-tailed)	.559	.001	.515	.112	.001	.009	.327	.014	.017	.004	.095		.000	.002	.011	.004	.004	.005	.082	.022	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P13 Pearson C	.491*	.497*	.120	.188	.839*	.308*	.108	.534*	.513*	.812*	.187	.355*	1	.382*	.308*	.275*	.418*	.428*	.806*	.509*	.740*
Sig. (2-tailed)	.000	.000	.235	.095	.000	.002	.294	.000	.000	.000	.098	.000		.000	.002	.008	.000	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P14 Pearson C	.297*	.248*	.045	.200*	.228*	.087	.141	.218*	.212*	.241*	-.040	.308*	.382*	1	.929*	.852*	.852*	.878*	.102	.105	.538*
Sig. (2-tailed)	.003	.014	.654	.048	.022	.337	.182	.031	.035	.018	.698	.002	.000		.000	.000	.000	.000	.311	.298	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P15 Pearson C	.279*	.238*	.058	-.184	.193	-.142	-.128	.172	.189	.198	.028	.253*	.308*	.829*	1	.829*	.820*	.874*	.087	.079	.504*
Sig. (2-tailed)	.005	.017	.580	.087	.054	.158	.205	.088	.090	.051	.796	.011	.002	.000		.000	.000	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P16 Pearson C	.184	.192	-.046	-.180	.189	-.105	-.080	.200*	.185	.243*	.010	.285*	.275*	.852*	.828*	1	.799*	.815*	.052	.067	.488*
Sig. (2-tailed)	.067	.058	.847	.113	.058	.298	.375	.046	.101	.015	.924	.004	.008	.000	.000		.000	.000	.807	.508	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P17 Pearson C	.384*	.278*	.089	.122	.291*	.083	-.120	.248*	.242*	.202*	.011	.284*	.418*	.852*	.820*	.799*	1	.831*	.132	.151	.580*
Sig. (2-tailed)	.000	.008	.379	.227	.003	.599	.238	.013	.015	.044	.917	.004	.000	.000	.000	.000		.000	.188	.135	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P18 Pearson C	.310*	.284*	-.011	-.125	.239*	.071	-.089	.239*	.237*	.244*	.042	.281*	.428*	.878*	.874*	.815*	.931*	1	.181	.202*	.587*
Sig. (2-tailed)	.002	.004	.814	.214	.017	.488	.380	.017	.018	.014	.878	.005	.000	.000	.000	.000	.000		.110	.043	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P19 Pearson C	.355*	.850*	.198	.328*	.474*	.535*	.283*	.417*	.445*	.478*	.210*	.187	.808*	.102	.087	.807*	.188	.110	1	.000	.000
Sig. (2-tailed)	.000	.000	.051	.001	.000	.000	.004	.000	.000	.000	.038	.082	.000	.311	.508	.807*	.188	.110		.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
P20 Pearson C	.276*	.554*	.247*	.251*	.452*	.474*	.290*	.421*	.459*	.482*	.231*	.228*	.509*	.105	.079	.087	.151	.202*	.851*	1	.659*
Sig. (2-tailed)	.005	.000	.013	.012	.000	.000	.003	.000	.000	.000	.021	.022	.000	.298	.438	.508	.135	.043	.000		.000
N	100	100	100	100																	

Lampiran 5.2. Hasil Uji Reliabilitas

RELIABILITY ANALYSIS - SCALE (ALPHA)

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	69.0700	77.2375	8.7885	20

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
P1	65.2700	69.9163	.5371	.8832
P2	65.5200	68.2117	.6381	.8800
P3	65.3200	74.4824	.2267	.8910
P4	65.3600	72.9398	.3025	.8898
P5	65.7500	66.3106	.7732	.8754
P6	66.0200	70.1208	.3812	.8893
P7	65.6700	74.0617	.2125	.8923
P8	65.6800	67.7956	.7041	.8781
P9	65.7100	67.0565	.7437	.8767
P10	65.6700	67.4557	.7175	.8775
P11	65.5600	73.5822	.2111	.8934
P12	65.7400	71.3863	.3754	.8883
P13	65.5200	69.1208	.7033	.8792
P14	65.7100	70.8544	.4745	.8850
P15	65.6500	71.2197	.4373	.8861
P16	65.6300	71.6092	.4227	.8865
P17	65.7100	70.1878	.5198	.8837
P18	65.6500	70.0278	.5258	.8835
P19	65.5500	67.8662	.6204	.8803
P20	65.6400	68.0509	.5987	.8811

Reliability Coefficients

N of Cases = 100.0

N of Items = 20

Alpha = .8893

Lampiran 5.3. Analisa frekuensi deskriptif

Rekapitulasi Jawaban Responden atas pertanyaan yang diberikan

No	Pertanyaan	Penilaian				
		STS	TS	KS	S	SS
1	Apakah informasi yang diberikan di www.yellowpages.co.id selalu up to date ?		2%	34%	46%	18%
2	Apakah informasi yang diberikan di www.yellowpages.co.id lengkap ?		10%	34%	47%	9%
3	Apakah fitur-fitur yang ada di website yellowpages sudah memenuhi kebutuhan anda ?		1%	31%	60%	8%
4	Apakah warna pada website yellowpages menarik minat bapak/ibu untuk menggunakan website yellowpages ?		10%	15%	69%	6%
5	Apakah design website yellowpages menarik minat bapak/ibu untuk menggunakan website yellowpages ?		21%	27%	51%	1%
6	Apakah design iklan pada website yellowpages menarik minat bapak/ibu untuk menggunakan website yellowpages ?	5%	25%	34%	32%	4%
7	Apakah susunan menu mudah dipahami ?		11%	41%	45%	3%
8	Apakah website yellowpages interaktif bagi pengguna ?		16%	30%	53%	1%
9	Apakah pengkategorian produk di www.yellowpages.co.id memudahkan dalam pencarian ?		19%	26%	55%	
10	Apakah pengkategorian perusahaan di www.yellowpages.co.id memudahkan dalam pencarian ?		17%	27%	55%	1%
11	Apakah pencarian menggunakan keyword di www.yellowpages.co.id memudahkan dalam mendapatkan informasi ?		15%	25%	54%	6%
12	Apakah pencarian menggunakan no telpon di www.yellowpages.co.id memudahkan dalam mendapatkan informasi ?	1%	15%	38%	42%	4%
13	Apakah pencarian menggunakan alamat di www.yellowpages.co.id memudahkan dalam mendapatkan informasi ?		8%	30%	61%	1%
14	Apakah peta lokasi yang diberikan di www.yellowpages.co.id membantu dalam		8%	55%	30%	7%

	menemukan lokasi ?				
15	Apakah anda mudah untuk menampilkan website yellowpages dengan berbagai jenis web browser ?	7%	52%	33%	8%
16	Apakah pencarian data melalui website yellowpages lebih mudah dibandingkan website lain yang sejenis ?	7%	48%	39%	6%
17	Apakah website yellowpages mudah untuk diakses ?	9%	53%	31%	7%
18	Apakah bapak/ibu akan menggunakan website yellowpages dalam melakukan pencarian ?	9%	47%	37%	7%
19	Apakah bapak/ibu terbantu dengan informasi yang diberikan di www.yellowpages.co.id	13%	32%	45%	10%
20	Apakah anda akan mereferensikan kepada teman/keluarga anda untuk menggunakan website yellowpages untuk pencarian data?	18%	27%	49%	6%

Detail Jawaban Responden atas pertanyaan yang diberikan

ISI

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	KS	34	34.0	34.0	35.0
	S	59	59.0	59.0	94.0
	SS	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

TAMPILAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	10	10.0	10.0	10.0
	KS	38	38.0	38.0	48.0
	S	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

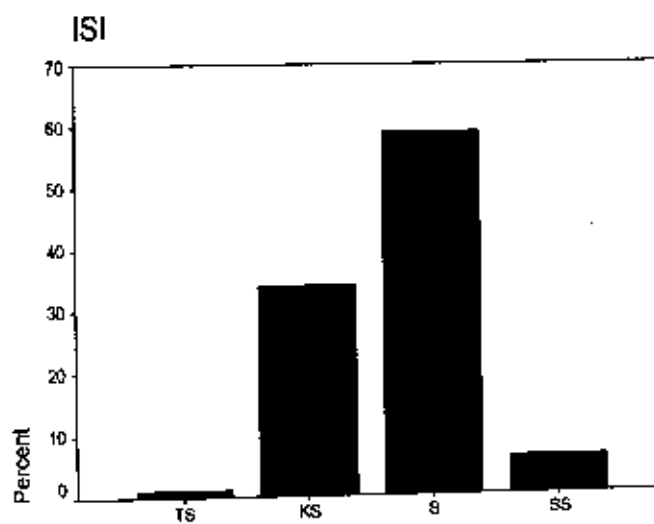
KEMUDAHAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.0	5.0	5.0
	KS	57	57.0	57.0	62.0
	S	37	37.0	37.0	99.0
	SS	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

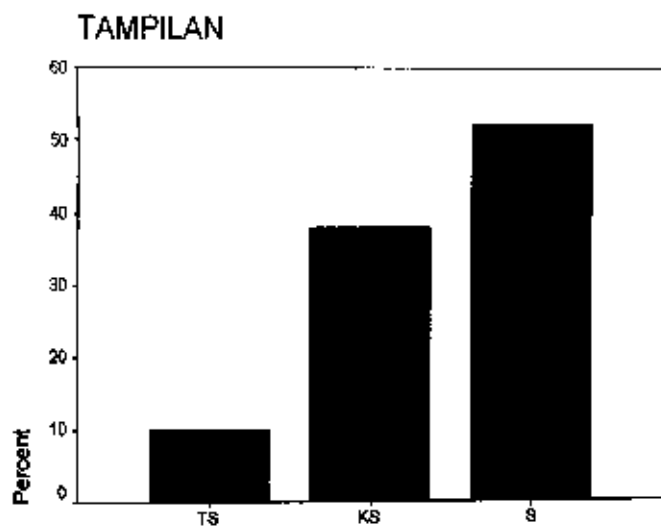
MINAT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	13	13.0	13.0	13.0
	KS	28	28.0	28.0	41.0
	S	58	58.0	58.0	99.0
	SS	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

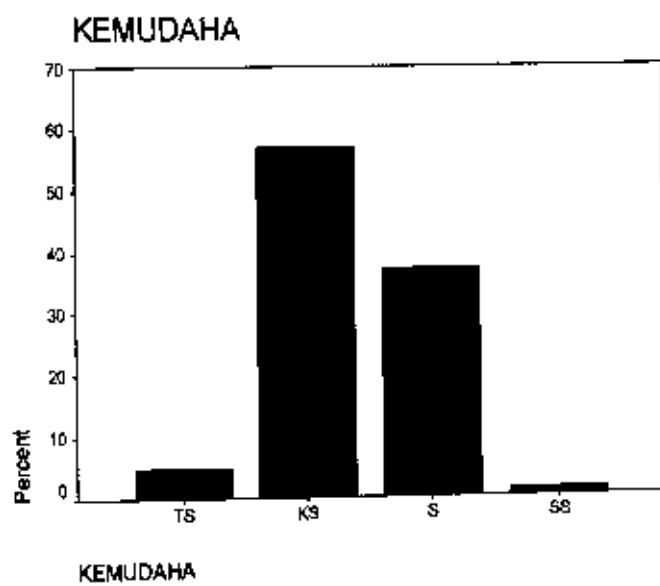
Bar Chart

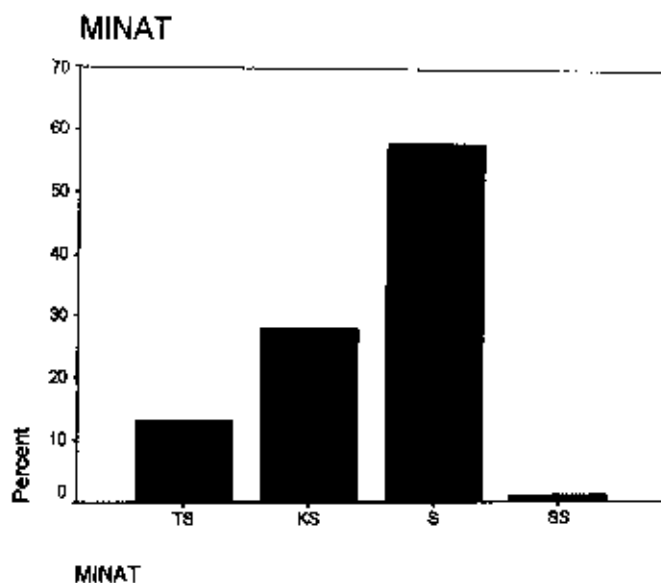


ISI



TAMPILAN





Frequency Table

P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	34	34.0	34.0	36.0
	4.00	46	46.0	46.0	82.0
	5.00	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	10	10.0	10.0	10.0
	3.00	34	34.0	34.0	44.0
	4.00	47	47.0	47.0	91.0
	5.00	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	31	31.0	31.0	32.0
	4.00	60	60.0	60.0	92.0
	5.00	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	10	10.0	10.0	10.0
	3.00	15	15.0	15.0	25.0
	4.00	69	69.0	69.0	94.0
	5.00	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	21	21.0	21.0	21.0
	3.00	27	27.0	27.0	48.0
	4.00	51	51.0	51.0	99.0
	5.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

P6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	5.0	5.0	5.0
	2.00	25	25.0	25.0	30.0
	3.00	34	34.0	34.0	64.0
	4.00	32	32.0	32.0	96.0
	5.00	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

P7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	11	11.0	11.0	11.0
	3.00	41	41.0	41.0	52.0
	4.00	45	45.0	45.0	97.0
	5.00	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

P8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	16	16.0	16.0	16.0
	3.00	30	30.0	30.0	46.0
	4.00	53	53.0	53.0	99.0
	5.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

P9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	19	19.0	19.0	19.0
	3.00	26	26.0	26.0	45.0
	4.00	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

P10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	17	17.0	17.0	17.0
	3.00	27	27.0	27.0	44.0
	4.00	55	55.0	55.0	99.0
	5.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

P11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	15	15.0	15.0	15.0
	3.00	25	25.0	25.0	40.0
	4.00	54	54.0	54.0	94.0
	5.00	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

P12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	15	15.0	15.0	16.0
	3.00	38	38.0	38.0	54.0
	4.00	42	42.0	42.0	96.0
	5.00	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

P13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	8.0	8.0	8.0
	3.00	30	30.0	30.0	38.0
	4.00	61	61.0	61.0	99.0
	5.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

P14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	8.0	8.0	8.0
	3.00	55	55.0	55.0	63.0
	4.00	30	30.0	30.0	93.0
	5.00	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

P15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	7.0	7.0	7.0
	3.00	52	52.0	52.0	59.0
	4.00	33	33.0	33.0	92.0
	5.00	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

P16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	7.0	7.0	7.0
	3.00	48	48.0	48.0	55.0
	4.00	39	39.0	39.0	94.0
	5.00	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

P17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	9	9.0	9.0	9.0
	3.00	53	53.0	53.0	62.0
	4.00	31	31.0	31.0	93.0
	5.00	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

P18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	9	9.0	9.0	9.0
	3.00	47	47.0	47.0	56.0
	4.00	37	37.0	37.0	93.0
	5.00	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

P19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	13	13.0	13.0	13.0
	3.00	32	32.0	32.0	45.0
	4.00	45	45.0	45.0	90.0
	5.00	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

P20

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	18	18.0	18.0	18.0
	3.00	27	27.0	27.0	45.0
	4.00	49	49.0	49.0	94.0
	5.00	6	6.0	6.0	100.0
	Total	100	100.0	100.0	