Lampiran 2: Hasil Tabulasi Data

Data Kualitas Produk (X1)

Responden	Q1	Q2	Q3	Q4	Q5	Q6	Total
1	3	4	4	4	4	4	23
2	4	5	4	5	5	5	28
3	4	5	5	5	4	5	28
4	4	5	4	4	4	4	25
5	5	4	4	5	4	4	26
6	4	5	4	5	3	4	25
7	3	5	5	3	3	4	23
8	5	4	4	4	3	4	24
9	4	4	5	4	3	4	24
10	4	4	4	4	4	4	24
11	5	4	4	3	4	4	24
12	4	4	4	4	4	4	24
13	4	4	4	4	4	4	24
14	4	4	4	4	4	4	24
15	4	4	3	4	4	4	23
16	4	4	4	5	4	5	26
17	3	4	3	4	3	4	21
18	5	5	5	5	5	5	30
19	5	5	5	5	5	5	30
20	4	4	4	4	4	4	24
21	5	5	5	5	4	5	29
22	5	5	5	5	5	5	30
23	5	5	5	5	5	5	30
24	4	5	4	4	4	4	25
25	5	5	5	5	5	5	30
26	4	4	4	5	4	3	24
27	4	4	4	5	4	4	25
28	5	5	5	5	4	5	29
29	5	5	5	3	2	5	25
30	3	4	4	4	4	4	23
31	4	5	5	5	4	5	28
32	5	5	5	5	5	5	30
33	4	5	5	4	3	3	24
34	3	4	4	4	4	4	23
35	5	5	5	5	4	4	28
36	5	5	5	5	5	5	30
37	4	5	5	4	4	4	26
38	4	5	5	4	4	5	27
39	4	4	4	5	5	4	26
40	4	4	4	4	4	4	24
41	4	4	3	3	3	3	20
42	4	4	3	3	4	4	22
43	4	4	4	4	4	4	24
44	4	4	4	2	3	4	21
45	4	5	5	4	4	4	26
46	3	4	4	4	4	3	22
47	5	5	5	5	4	5	29
48	4	4	4	4	4	4	24
49	4	5	5	5	5	5	29
50	4	5	5	5	5	5	29

Data Harga Produk (X2)

Responden	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Total
1	4	5	4	4	5	3	3	24
2	4	4	5	3	5	4	3	24
3	4	4	5	2	4	5	4	24
4	4	4	4	2	4	5	4	23
5	4	4	5	4	5	5	4	27
6	4	4	4	1	4	3	3	19
7	4	4	3	2	5	5	4	23
8	4	4	5	4	5	5	4	27
9	5	4	4	5	4	4	4	25
10	3	3	4	4	3	4	4	22
11	4	4	4	2	3	3	4	20
12	4	4	4	2	4	3	3	20
13	4	4	4	2	4	2	4	20
14	4	2	4	5	4	5	3	23
15	4	3	4	5	4	5	5	26
16	4	3	4	5	5	5	5	27
17	4	4	3	3	5	3	3	21
18	5	5	5	5	5	5	5	30
19	5	4	5	4	5	4	4	26
20	2	5	4	2	4	1	3	19
21	4	5	5	5	4	4	3	26
22	4	3	5	5	5	5	3	26
23	5	5	5	1	4	4	4	23
24	4	4	4	4	4	4	2	22
25	5	5	4	1	4	4	4	22
26	4	3	4	3	4	3	3	20
27	4	4	4	1	4	5	4	22
28	5	3	5	5	5	4	4	26
29	5	5	5	5	5	3	4	27
30	4	4	3	4	3	3	3	20
31	4	4	4	1	5	5	4	23
32	5	1	5	5	5	5	5	26
33	4	3	3	2	4	5	3	20
34	4	3	3	2	3	2	3	16
35	4	4	5	1	4	4	5	23
36	5	4	5	2	4	5	4	24
37	3	2	4	4	4	4	4	22
38	5	3	5	5	5	4	5	27
39	4	5	4	4	4	4	2	23
40	3	3	4	4	4	5	4	24
41	3	4	4	2	4	4	4	22
42	4	2	4	2	4	4	3	19
43	4	3	4	5	4	5	4	25
44	3	2	3	3	4	5	5	22
45	4	5	5	3	4	5	4	26
46	3	2	3	4	4	5	3	21
47	5	4	5	4	4	5	4	26
48	4	2	4	5	5	5	3	24
49	4	3	4	2	5	5	4	23
50	4	3	5	4	4	4	4	24

Data Kualitas Pelayanan (X3)

Responden	Q14	Q15	Q16	Q17	Q18	Q19	Q20

Lampiran 1: Kuesioner

PROGRAM PASCA SARJANA
MAGISTER MANAJEMEN
UNIVERSITAS MERCU BUANA
2011

MERCU BUANA

FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUASAN PELANGGAN KEDAI DIGITAL

PETUNJUK PENGISIAN KUESIONER

1. Mohon isi titik-titik di bawah sesuai dengan pertanyaan yang tersedia pada bagian pertama.
2. Lingkari salah satu kode jawaban yang sesuai dengan Anda.
3. Berikan tanda cek (√) pada kolom yang sesuai dengan jawaban Anda di bagian kedua pertanyaan.

BAGIAN I

IDENTITAS RESPONDEN

1. Nama : .....
2. Jenis kelamin : 1. Laki-laki 2. Perempuan
3. Umur : ..... tahun
4. Pendidikan terakhir : 1. < SMA 2. ≥ SMA
5. Status pekerjaan : 1. Tidak bekerja 2. Bekerja
6. Status perkawinan : 1. Belum menikah 2. Menikah
7. Tempat tinggal sekarang : 1. Yogyakarta 2. Luar Yogyakarta
8. Pendapatan gaji per bulan : Rp.....

   Pendapatan lainnya : Rp.....

Data Kepuasan Pelanggan (Y)

Responden	Q21	Q22	Q23	Q24	Q25	Q26	Total
1	4	5	5	4	5	5	28
2	5	5	5	4	4	5	28
3	4	5	5	4	5	5	28
4	4	5	5	4	5	5	28
5	4	5	5	4	5	5	28
6	4	4	4	4	5	5	26
7	5	3	4	5	5	5	27
8	5	5	5	4	5	5	29
9	5	5	4	5	4	5	28
10	5	4	5	4	4	4	26
11	5	4	3	5	5	5	27
12	5	4	5	4	4	4	26
13	4	4	5	5	4	4	26
14	4	5	5	5	4	4	27
15	4	5	5	4	5	5	28
16	4	4	5	5	5	5	28
17	3	3	5	4	5	5	25
18	5	5	5	4	5	5	29
19	5	5	4	5	4	5	28
20	5	5	4	4	4	3	25
21	5	5	4	5	4	5	28
22	5	5	4	4	5	5	28
23	5	5	4	4	5	5	28
24	4	4	5	5	3	5	26
25	5	4	5	4	5	5	28
26	4	4	4	4	5	5	26
27	5	4	4	5	5	5	28
28	5	4	4	5	5	5	28
29	5	4	4	5	5	5	28
30	4	4	3	4	5	5	25
31	5	4	5	5	4	5	28
32	5	5	5	4	4	5	28
33	4	3	5	4	5	5	26
34	4	3	5	5	3	3	23
35	5	4	5	5	4	5	28
36	5	5	4	5	4	5	28
37	5	5	4	5	4	4	27
38	5	4	5	4	5	5	28
39	4	4	4	5	5	5	27
40	4	5	4	5	4	5	27
41	3	5	4	3	4	5	24
42	4	4	4	4	4	4	24
43	5	4	5	5	5	4	28
44	3	5	5	4	3	4	24
45	4	5	5	5	5	4	28
46	4	4	4	4	5	4	25
47	5	5	5	4	5	4	28
48	5	4	5	5	5	4	28
49	5	5	5	5	4	4	28
50	5	5	5	4	4	5	28

Lampiran 3: Hasil Perhitungan Menggunakan SPSS 16

Model 1

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.888[a]	.788	.774	.66219	.788	56.879	3	46	.000	2.120

a. Predictors: (Constant), Pelayanan (X3), Harga (X2), Kualitas (X1)

b. Dependent Variable: Kepuasan (Y)

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.412	3	26.471	56.879	.000[a]
	Residual	21.408	46	.465		
	Total	100.820	49			

a. Predictors: (Constant), Pelayanan (X3), Harga (X2), Kualitas (X1)

b. Dependent Variable: Kepuasan (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	13.501	1.077		12.534	.000		
	Kualitas (X1)	.094	.048	.185	1.982	.053	.531	1.883
	Harga (X2)	.237	.041	.518	5.763	.000	.572	1.748
	Pelayanan (X3)	.163	.051	.315	3.222	.002	.482	2.075

a. Dependent Variable: Kepuasan (Y)

Model 2

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
2	.877[a]	.770	.760	.70312	.770	78.467	2	47	.000	2.133

a. *Predictors: (Constant), Pelayanan (X3), Harga (X2)*

b. Dependent Variable: Kepuasan (Y)

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
2	Regression	77.584	2	38.792	78.467	.000[a]
	Residual	23.236	47	.494		
	Total	100.820	49			

a. Predictors: (Constant), Pelayanan (X3), Harga (X2)

b. Dependent Variable: Kepuasan (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
2	(Constant)	13.969	1.083		12.896	.000		
	Harga (X2)	.259	.041	.566	6.350	.000	.617	1.619
	Pelayanan (X3)	.210	.046	.406	4.558	.000	.617	1.619

a. Dependent Variable: Kepuasan (Y)

Analisis Korelasi

Correlations

		kualitas	harga	pelayanan	kepuasan
kualitas	Pearson Correlation	1	.565**	.653**	.683**
	Sig. (2-tailed)		.000	.000	.000
	N	50	50	50	50
harga	Pearson Correlation	.565**	1	.618**	.817**
	Sig. (2-tailed)	.000		.000	.000
	N	50	50	50	50
pelayanan	Pearson Correlation	.653**	.618**	1	.756**
	Sig. (2-tailed)	.000	.000		000
	N	50	50	50	50
kepuasan	Pearson Correlation	.683**	.817**	.756**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	50	50	50	50

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

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		kualitas	harga	pelayanan	kepuasan
N		50	50	50	50
Normal Parameters[a]	Mean	25.6400	27.3400	28.5800	27.0800
	Std. Deviation	2.81222	3.13382	2.77077	1.43442
Most Extreme Differences	Absolute	.180	.102	.104	.324
	Positive	.180	.092	.083	.216
	Negative	-.124	-.102	-.104	-.324
Kolmogorov-Smirnov Z		1.274	.721	.737	2.290
Asymp. Sig. (2-tailed)		.078	.676	.649	.000

a. Test distribution is Normal.