

LAMPIRAN

A. Lampiran Kuesioner

1. Kuesioner Penelitian

Dengan hormat.

Perkenalkan nama saya Yoga Murti Istyanto. Mahasiswa Program Studi Manajemen dan Bisnis yang sedang melakukan penelitian yang berjudul : **“Pengaruh Persepsi Kualitas Pelayanan Terhadap Kepuasan Pelanggan Kepercayaan dan Loyalitas (Studi Pada Situs *Online Shopping* Lazada.co.id)”**.

Kali ini saya selaku peneliti meminta kesediaan Bapak/Ibu/Saudara/i untuk membantu penelitian ini dengan mengisi kuesioner. Berikut kuesioner yang saya ajukan, mohon Bapak/Ibu/Saudara/i untuk memberikan jawaban yang sejujurnya dan sesuai dengan keadaan yang sebenarnya. Adapun jawaban yang diberikan kepada Bapak/Ibu/Saudara/i tidak akan berpengaruh kepada Bapak/Ibu/Saudara/i karena penelitian ini dilakukan semata-mata hanya untuk pengembangan ilmu pengetahuan. Atas kesediaannya saya ucapkan terima kasih.

Hormat Saya

Yoga Murti Istyanto

a. Data Responden

Nama Responden :

Pekerjaan :

Nomor Responden : (tidak perlu diisi)

Sebelum menjawab kuesioner, mohon mengisi beberapa data berikut terlebih dahulu (Jawaban yang saudara berikan akan diperlukan secara rahasia). Lingkari (o) atau silang (x) untuk pilihan jawaban saudara.

1. Jenis Kelamin
 - a. Laki-laki
 - b. Perempuan
2. Usia
 - a. 17 – 25 Tahun
 - b. >25 – 33 Tahun
 - c. >35 – 44 Tahun
 - d. >44 Tahun
3. Frekuensi penggunaan situs Lazada.co.id dalam 1 tahun terakhir
 - a. 1 – 2 kali
 - b. 3 – 4 kali
 - c. 5 – 6 kali
 - d. Diatas 6 kali

b. Petunjuk Pengisian Kuesioner

Responden dapat memberikan tanda centang (√) atau silang (x) pada salah satu jawaban yang tersedia. Hanya satu jawaban saja yang dimungkinkan untuk setiap pertanyaan.

Pada masing-masing pertanyaan terdapat lima jawaban yang mengacu pada skala *likert* yaitu : **STS (Sangat Tidak Setuju)**, **TS (Tidak Setuju)**, **N (Netral)**, **S (Setuju)**, **SS (Sangat Setuju)**. Dimohon Bapak/Ibu/Saudara/i mengisi kuesioner dengan sebenar-benarnya dan seobyektif mungkin.

Kode	Pernyataan	STS	TS	N	S	SS
	Kualitas pelayanan					
KL1	Lazada memberikan pelayanan yang sesuai harapan saya					
KL2	Lazada memberikan pelayanan dengan cepat					
KL3	Saya merasa nyaman dengan pelayanan yang diberikan Lazada					
KL4	Lazada memberikan perhatian yang baik kepada saya jika terdapat kendala transaksi					
KL5	Fasilitas situs Lazada yang baik					

Kode	Pernyataan	STS	TS	N	S	SS
	Kepuasan Pelanggan					
KP1	Saya senang dengan pelayanan yang diberikan Lazada					
KP2	Saya merasa puas dengan pelayanan Lazada					
KP3	Lazada memberikan harga yang terjangkau					
	Kepercayaan Pelanggan					
KPN1	Lazada beretiket baik dengan saya					
KPN2	Lazada selalu dapat saya handalkan					
KPN3	Lazada berpengalaman dalam memenuhi kebutuhan saya					

<i>KPN4</i>	Lazada bertanggung jawab jika terdapat kerusakan					
<i>KPN5</i>	Informasi dari situs Lazada.co.id yang lengkap					
Kode	Pernyataan	STS	TS	N	S	SS
	Loyalitas Pelanggan					
<i>LP1</i>	Saya bersedia melakukan pembelian ulang di Lazada					
<i>LP2</i>	Saya tetap menggunakan Lazada walaupun banyak situs <i>online shopping</i> yang lain					
<i>LP3</i>	Saya akan mereferensikan Lazada kepada konsumen lain					

B. Lampiran Uji Validitas dan Reliabilitas SPSS

Lampiran 1. Uji Validitas dan Reliabilitas Kualitas Pelayanan

		Correlations					
		KL1	KL2	KL3	KL4	KL5	TOTALKL
KL1	Pearson Correlation	1	,603**	,694**	,635**	,420**	,843**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	120	120	120	120	120	120
KL2	Pearson Correlation	,603**	1	,688**	,496**	,367**	,798**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	120	120	120	120	120	120
KL3	Pearson Correlation	,694**	,688**	1	,511**	,494**	,849**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	120	120	120	120	120	120
KL4	Pearson Correlation	,635**	,496**	,511**	1	,499**	,791**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	120	120	120	120	120	120
KL5	Pearson Correlation	,420**	,367**	,494**	,499**	1	,696**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	120	120	120	120	120	120
TOTALKL	Pearson Correlation	,843**	,798**	,849**	,791**	,696**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	120	120	120	120	120	120

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

Reliability Statistics

Cronbach's Alpha	N of Items
,854	5

Lampiran 2. Uji Validitas dan Reliabilitas Kepuasan Pelanggan

		KP1	KP2	KP3	TOTALKP
KP1	Pearson Correlation	1	,825**	,513**	,896**
	Sig. (2-tailed)		,000	,000	,000
	N	120	120	120	120
KP2	Pearson Correlation	,825**	1	,516**	,900**
	Sig. (2-tailed)	,000		,000	,000
	N	120	120	120	120
KP3	Pearson Correlation	,513**	,516**	1	,793**
	Sig. (2-tailed)	,000	,000		,000
	N	120	120	120	120
TOTALKP	Pearson Correlation	,896**	,900**	,793**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	120	120	120	120

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

Reliability Statistics

Cronbach's Alpha	N of Items
,826	3

Lampiran 3. Uji Validitas dan Reliabilitas Kepercayaan

Correlations

		KPN1	KPN2	KPN3	KPN4	KPN5	TOTAL KPN
KPN1	Pearson Correlation	1	,669**	,546**	,521**	,613**	,813**
	Sig. (2- tailed)		,000	,000	,000	,000	,000
	N	120	120	120	120	120	120
KPN2	Pearson Correlation	,669**	1	,652**	,480**	,512**	,815**
	Sig. (2- tailed)	,000		,000	,000	,000	,000
	N	120	120	120	120	120	120
KPN3	Pearson Correlation	,546**	,652**	1	,534**	,504**	,798**
	Sig. (2- tailed)	,000	,000		,000	,000	,000
	N	120	120	120	120	120	120
KPN4	Pearson Correlation	,521**	,480**	,534**	1	,725**	,811**
	Sig. (2- tailed)	,000	,000	,000		,000	,000
	N	120	120	120	120	120	120
KPN5	Pearson Correlation	,613**	,512**	,504**	,725**	1	,825**
	Sig. (2- tailed)	,000	,000	,000	,000		,000
	N	120	120	120	120	120	120
TOTALKPN	Pearson Correlation	,813**	,815**	,798**	,811**	,825**	1
	Sig. (2- tailed)	,000	,000	,000	,000	,000	
	N	120	120	120	120	120	120

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

Reliability Statistics

Cronbach's Alpha	N of Items
,870	5

Lampiran 4. Uji Validitas dan Reliabilitas Loyalitas

Correlations

		LP1	LP2	LP3	TOTALLP
LP1	Pearson Correlation	1	,717**	,655**	,872**
	Sig. (2-tailed)		,000	,000	,000
	N	120	120	120	120
LP2	Pearson Correlation	,717**	1	,749**	,927**
	Sig. (2-tailed)	,000		,000	,000
	N	120	120	120	120
LP3	Pearson Correlation	,655**	,749**	1	,891**
	Sig. (2-tailed)	,000	,000		,000
	N	120	120	120	120
TOTALLP	Pearson Correlation	,872**	,927**	,891**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	120	120	120	120

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

Reliability Statistics

Cronbach's Alpha	N of Items
,876	3

Lampiran 5. Uji Validitas AMOS

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
KL5	<---	KL	1,000				
KL4	<---	KL	1,121	,168	6,680	***	par_1
KL3	<---	KL	1,321	,171	7,725	***	par_2
KL2	<---	KL	1,177	,178	6,602	***	par_3
KL1	<---	KL	1,262	,173	7,304	***	par_4
KP1	<---	KP	1,000				
KP2	<---	KP	1,056	,078	13,596	***	par_5
KP3	<---	KP	,845	,115	7,363	***	par_6
LP1	<---	LP	1,000				
LP2	<---	LP	1,289	,115	11,168	***	par_7
LP3	<---	LP	1,042	,102	10,254	***	par_8
KPN5	<---	KPN	1,000				
KPN4	<---	KPN	1,066	,144	7,415	***	par_9
KPN3	<---	KPN	1,121	,139	8,057	***	par_10
KPN2	<---	KPN	1,177	,142	8,267	***	par_11
KPN1	<---	KPN	1,002	,121	8,260	***	par_12

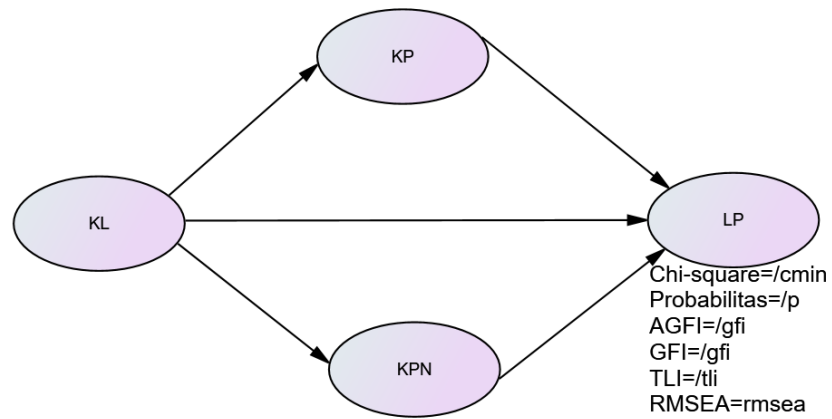
Lampiran 6. Uji Reliabilitas AMOS

				E2	SME
KL1	<---	KL.	0,8	0,64	0,36
KL2	<---	KL.	0,709	0,502681	0,497319
KL3	<---	KL.	0,866	0,749956	0,250044
KL4	<---	KL.	0,7	0,49	0,51
KL5	<---	KL.	0,642	0,412164	0,587836
KP1	<---	KP.	0,871	0,758641	0,241359
KP2	<---	KP.	0,889	0,790321	0,209679
KP3	<---	KP.	0,676	0,456976	0,543024
KPN1	<---	KPN.	0,783	0,613089	0,386911
KPN2	<---	KPN.	0,801	0,641601	0,358399
KPN3	<---	KPN.	0,783	0,613089	0,386911
KPN4	<---	KPN.	0,689	0,474721	0,525279
KPN5	<---	KPN.	0,715	0,511225	0,488775
LP1	<---	LP.	0,83	0,6889	0,3111
LP2	<---	LP.	0,873	0,762129	0,237871
LP3	<---	LP.	0,828	0,685584	0,314416

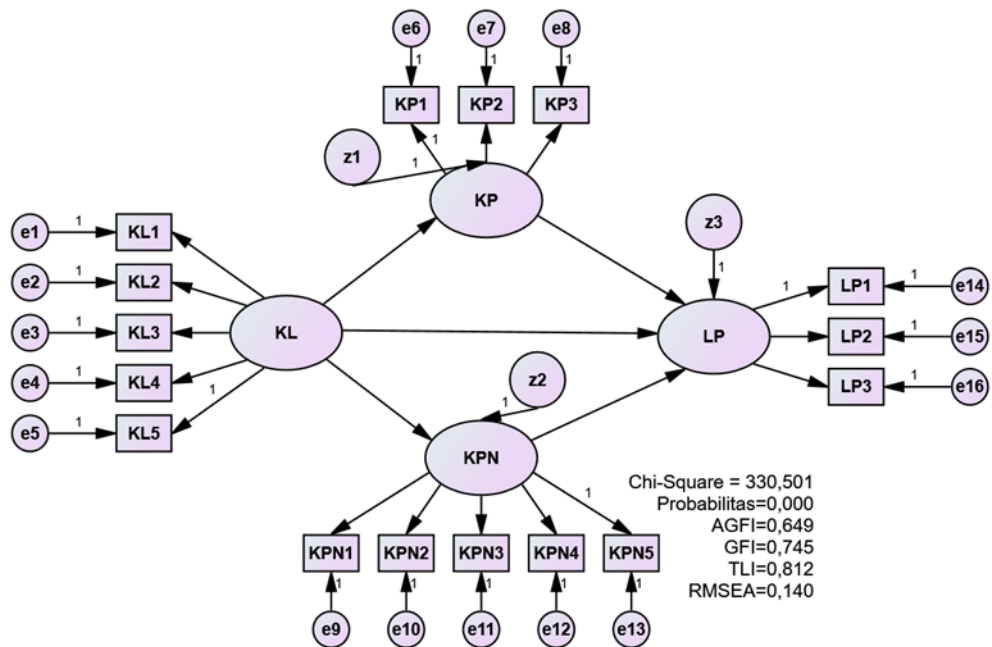
JE	JE2	J.SME	CR
3,717	13,81609	2,205199	0,862358
2,436	5,934096	0,994062	0,856519
3,771	14,22044	2,146275	0,868863
2,531	6,405961	0,863387	0,881229

C. Analisis Data

Lampiran 7. Path Diagram



Lampiran 8. Path Diagram



Lampiran 9. Tabel Outlier

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
49	44,294	,000	,021
69	40,552	,001	,003
82	39,385	,001	,000
53	31,067	,013	,075
47	29,844	,019	,077
38	29,156	,023	,059
118	29,156	,023	,021
21	29,085	,023	,007
101	29,085	,023	,002
12	28,781	,025	,001
92	28,781	,025	,000
70	27,543	,036	,001
14	27,060	,041	,001
94	27,060	,041	,000
16	26,936	,042	,000
96	26,936	,042	,000
63	26,793	,044	,000
80	26,551	,047	,000
13	26,486	,048	,000
93	26,486	,048	,000
43	25,768	,057	,000
61	25,695	,058	,000
22	25,498	,062	,000
102	25,498	,062	,000
75	25,359	,064	,000
27	23,858	,093	,000
107	23,858	,093	,000
65	22,661	,123	,001
4	22,650	,123	,000
59	22,053	,141	,001
45	21,303	,167	,007
25	21,064	,176	,009
105	21,064	,176	,005
17	20,972	,180	,003
97	20,972	,180	,002
10	19,403	,248	,115
90	19,403	,248	,081
78	18,940	,272	,158
48	18,885	,275	,129

Observation number	Mahalanobis d-squared	p1	p2
60	18,636	,288	,159
42	18,282	,308	,237
3	17,969	,326	,316
20	17,728	,340	,369
100	17,728	,340	,299
44	17,506	,354	,344
74	17,377	,362	,342
2	17,302	,366	,313
28	17,278	,368	,261
108	17,278	,368	,204
57	16,744	,402	,408
15	16,666	,407	,381
95	16,666	,407	,313
55	16,627	,410	,270
30	16,212	,438	,432
110	16,212	,438	,362
26	15,968	,455	,435
106	15,968	,455	,365
41	15,932	,458	,318
73	15,841	,464	,303
5	15,787	,468	,270
36	15,501	,488	,364
116	15,501	,488	,298
7	14,976	,526	,549
87	14,976	,526	,477
58	14,648	,551	,614
81	14,318	,575	,742
68	14,084	,592	,804
52	13,340	,648	,973
51	13,323	,649	,962
34	12,894	,680	,990
114	12,894	,680	,984
29	12,658	,698	,991
109	12,658	,698	,986
32	12,633	,699	,979
112	12,633	,699	,968
50	12,293	,724	,988
37	11,762	,760	,999
117	11,762	,760	,998
66	11,724	,763	,996
84	11,307	,790	,999
85	11,279	,792	,999

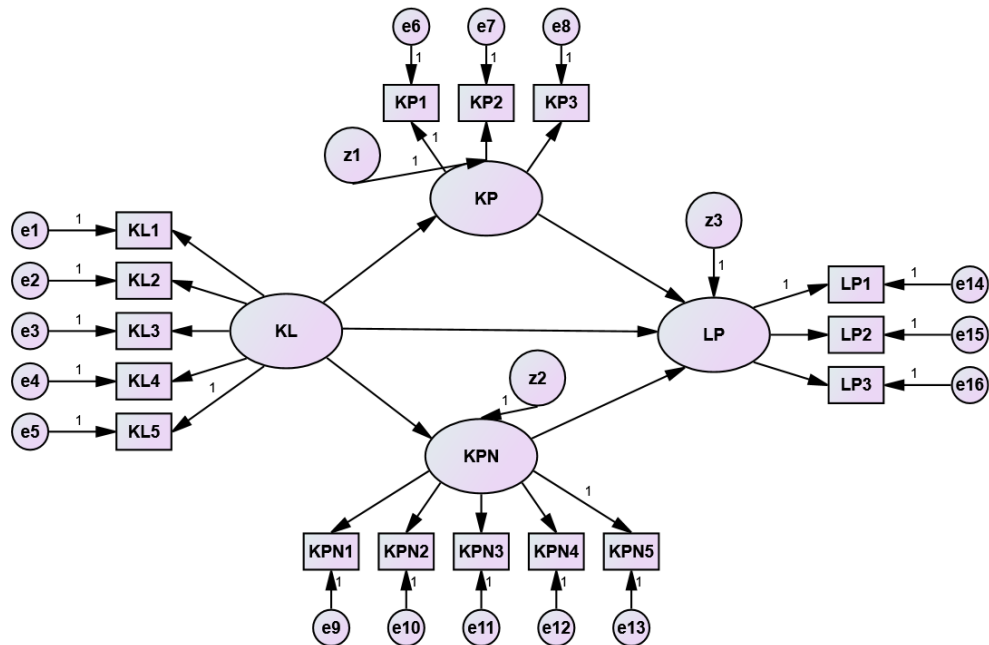
Observation number	Mahalanobis d-squared	p1	p2
33	10,597	,834	1,000
113	10,597	,834	1,000
23	10,477	,841	1,000
103	10,477	,841	1,000
72	9,740	,880	1,000
77	9,455	,894	1,000
40	8,977	,914	1,000
31	8,773	,922	1,000
111	8,773	,922	1,000
39	8,478	,933	1,000
119	8,478	,933	1,000
1	8,051	,947	1,000
120	8,051	,947	1,000
19	7,968	,950	1,000
99	7,968	,950	1,000
46	7,837	,954	1,000
71	7,754	,956	1,000
8	7,663	,958	1,000
88	7,663	,958	1,000

Lampiran 10. Tabel Normalitas

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
KPN1	1,000	5,000	-,513	-2,294	,143	,320
KPN2	1,000	5,000	-,185	-,826	-,589	-1,318
KPN3	1,000	5,000	-,419	-1,875	-,261	-,584
KPN4	1,000	5,000	-,569	-2,543	,051	,115
KPN5	1,000	5,000	-,524	-2,344	-,306	-,683
LP3	1,000	5,000	-,387	-1,731	,028	,062
LP2	1,000	5,000	-,073	-,325	-,910	-2,035
LP1	1,000	5,000	-,207	-,925	-,647	-1,446
KP3	1,000	5,000	-,506	-2,264	-,075	-,168
KP2	1,000	5,000	-,361	-1,617	-,444	-,993
KP1	1,000	5,000	-,539	-2,411	-,087	-,195
KL1	1,000	5,000	-,437	-1,956	,140	,312
KL2	1,000	5,000	-,591	-2,643	,195	,435
KL3	1,000	5,000	-,335	-1,496	-,137	-,307
KL4	1,000	5,000	-,228	-1,020	-,474	-1,060
KL5	1,000	5,000	-,654	-2,926	,166	,370
Multivariate					49,239	11,237

Lampiran 11. Model Hipotesis



Lampiran 12. Hubungan Antar Variabel

			Estimate	S.E.	C.R.	P	Label
KP	<---	KL	1,305	,173	7,554	***	par_14
KPN	<---	KL	1,076	,165	6,540	***	par_15
LP	<---	KL	-1,210	,806	-1,502	,133	par_13
LP	<---	KPN	1,189	,387	3,069	,002	par_16
LP	<---	KP	,799	,449	1,779	,075	par_17

Lampiran 13. Uji Mediasi 1

Standardized Direct Effects (Group number 1 - Default model)

	KL.	KP.	LP.	KPN.
KP.	,955	,000	,000	,000
LP.	,000	,834	,000	,000
LP3	,000	,000	,807	,000
LP2	,000	,000	,885	,000
LP1	,000	,000	,832	,000
KPN5	,000	,000	,000	,781

	KL.	KP.	LP.	KPN.
KPN4	,000	,000	,000	,745
KPN3	,000	,000	,000	,725
KPN2	,000	,000	,000	,759
KPN1	,000	,000	,000	,783
KP3	,000	,668	,000	,000
KP2	,000	,891	,000	,000
KP1	,000	,869	,000	,000
KL5	,615	,000	,000	,000
KL4	,695	,000	,000	,000
KL3	,857	,000	,000	,000
KL2	,722	,000	,000	,000
KL1	,806	,000	,000	,000

Standardized Indirect Effects (Group number 1 - Default model)

	KL.	KP.	LP.	KPN.
KP.	,000	,000	,000	,000
LP.	,796	,000	,000	,000
LP3	,642	,672	,000	,000
LP2	,705	,738	,000	,000
LP1	,663	,694	,000	,000
KPN5	,000	,000	,000	,000
KPN4	,000	,000	,000	,000
KPN3	,000	,000	,000	,000
KPN2	,000	,000	,000	,000
KPN1	,000	,000	,000	,000
KP3	,638	,000	,000	,000
KP2	,851	,000	,000	,000
KP1	,830	,000	,000	,000
KL5	,000	,000	,000	,000
KL4	,000	,000	,000	,000
KL3	,000	,000	,000	,000
KL2	,000	,000	,000	,000
KL1	,000	,000	,000	,000

Lampiran 14. Uji Mediasi 2

Standardized Direct Effects (Group number 1 - Default model)

	KL.	KPN.	LP.	KP.
KPN.	,938	,000	,000	,000
LP.	,000	,878	,000	,000

	KL.	KPN.	LP.	KP.
LP3	,000	,000	,833	,000
LP2	,000	,000	,865	,000
LP1	,000	,000	,829	,000
KPN5	,000	,716	,000	,000
KPN4	,000	,685	,000	,000
KPN3	,000	,782	,000	,000
KPN2	,000	,802	,000	,000
KPN1	,000	,788	,000	,000
KP3	,000	,000	,000	,566
KP2	,000	,000	,000	,911
KP1	,000	,000	,000	,906
KL5	,654	,000	,000	,000
KL4	,712	,000	,000	,000
KL3	,835	,000	,000	,000
KL2	,691	,000	,000	,000
KL1	,809	,000	,000	,000

Standardized Indirect Effects (Group number 1 - Default model)

	KL.	KPN.	LP.	KP.
KPN.	,000	,000	,000	,000
LP.	,823	,000	,000	,000
LP3	,686	,731	,000	,000
LP2	,712	,759	,000	,000
LP1	,683	,728	,000	,000
KPN5	,672	,000	,000	,000
KPN4	,643	,000	,000	,000
KPN3	,733	,000	,000	,000
KPN2	,752	,000	,000	,000
KPN1	,739	,000	,000	,000
KP3	,000	,000	,000	,000
KP2	,000	,000	,000	,000
KP1	,000	,000	,000	,000
KL5	,000	,000	,000	,000
KL4	,000	,000	,000	,000
KL3	,000	,000	,000	,000
KL2	,000	,000	,000	,000
KL1	,000	,000	,000	,000

Lampiran 15. Identifikasi Model Struktural

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 136

Number of distinct parameters to be estimated: 37

Degrees of freedom (136 - 37): 99

Result (Default model)

Minimum was achieved

Chi-square = 330,501

Degrees of freedom = 99

Lampiran 16. **Hubungan Antar Indikator dan Variabel**

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
KP <--- KL	,940
KPN <--- KL	,917
LP <--- KL	-,859
LP <--- KPN	,991
LP <--- KP	,788
KL5 <--- KL	,642
KL4 <--- KL	,700
KL3 <--- KL	,866
KL2 <--- KL	,709
KL1 <--- KL	,800
KP1 <--- KP	,871
KP2 <--- KP	,889
KP3 <--- KP	,676
LP1 <--- LP	,830
LP2 <--- LP	,873
LP3 <--- LP	,828
KPN5 <--- KPN	,715
KPN4 <--- KPN	,689
KPN3 <--- KPN	,783
KPN2 <--- KPN	,801

	Estimate
KPN1 <--- KPN	,783

Lampiran 17. Tabel Goodnes of Fit

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	37	330,501	99	,000	3,338
Saturated model	136	,000	0		
Independence model	16	1610,787	120	,000	13,423

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,071	,745	,649	,542
Saturated model	,000	1,000		
Independence model	,477	,173	,062	,152

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	,795	,751	,847	,812	,845
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,140	,124	,157	,000
Independence model	,323	,309	,337	,000

Lampiran 18. Tabel Variances

Variances: (Group number 1 - Default model)

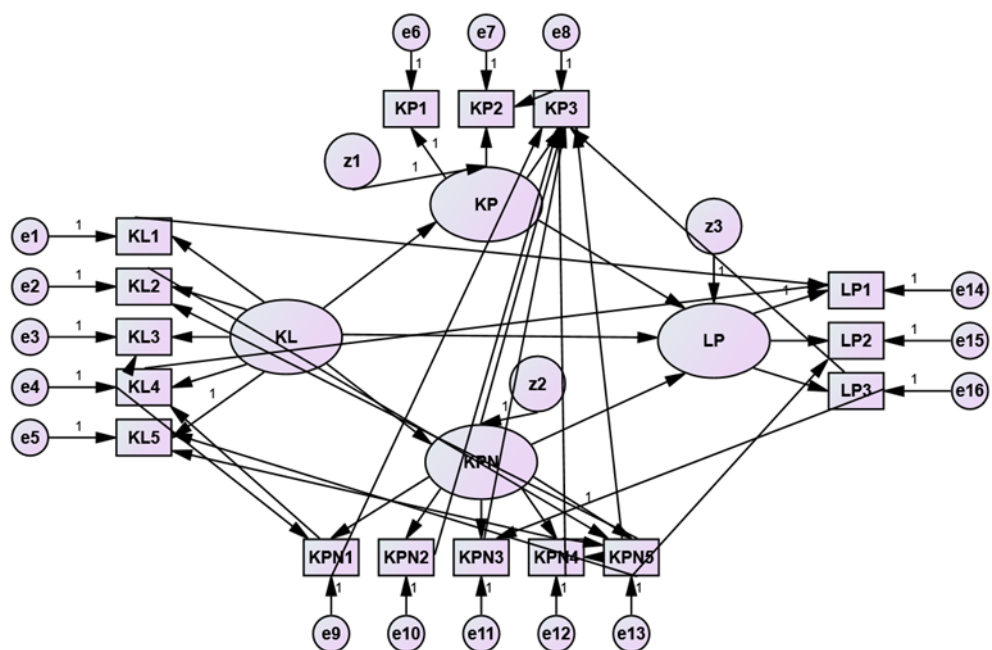
	M.I.	Par Change
--	------	------------

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change
KPN1 <--- KL4	8,273	,164
KPN3 <--- LP3	5,065	,130
KPN4 <--- KPN5	13,136	,276
KPN5 <--- KPN4	14,284	,228
KPN5 <--- KP3	4,034	,127
KPN5 <--- KL2	8,384	-,191
KPN5 <--- KL5	4,363	,147
LP3 <--- KPN3	4,595	,129

			M.I.	Par Change
LP2	<---	KPN5	5,612	-,158
LP1	<---	KL1	5,116	,139
LP1	<---	KL4	8,445	,176
KP3	<---	KPN	7,816	,300
KP3	<---	KPN1	5,870	,195
KP3	<---	KPN2	14,131	,264
KP3	<---	KPN3	6,874	,189
KP3	<---	KPN4	8,766	,197
KP3	<---	KPN5	15,984	,295
KP3	<---	LP3	6,696	,177
KP3	<---	KL5	4,472	,164
KP2	<---	KPN5	4,567	-,106
KP2	<---	KP3	5,584	-,111
KL2	<---	KPN5	11,263	-,227
KL3	<---	KL4	5,441	-,114
KL4	<---	KPN1	6,525	,184
KL4	<---	LP1	4,021	,128
KL5	<---	KPN4	6,136	,153
KL5	<---	KPN5	7,612	,188

Lampiran 19. Model Modifikasi



Lampiran 20. Hasil Goodnes of Fit Setelah Modifikasi

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	58	118,042	78	,002	1,513
Saturated model	136	,000	0		
Independence model	16	1610,787	120	,000	13,423

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,034	,898	,821	,515
Saturated model	,000	1,000		
Independence model	,477	,173	,062	,152

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,927	,887	,974	,959	,973
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,066	,040	,089	,144
Independence model	,323	,309	,337	<u>,000</u>