

Lampiran 2. TABULASI DATA RESPONDEN

Responden	Persepsi Harga				Kualitas Layanan			Kemudahan					Kepuasan				Niat Beli Ulang				
	PH1	PH2	PH3	PH4	KL1	KL2	KL3	KM1	KM2	KM3	KM4	KM5	KEP1	KEP2	KEP3	NBU1	NBU2	NBU3	NBU4	NBU5	
1	4	5	5	4	5	5	4	3	3	4	3	4	4	4	5	4	5	5	4	5	
2	4	5	4	4	5	5	4	4	3	4	4	3	4	4	5	4	4	5	5	4	
3	4	5	4	4	5	4	4	4	4	4	4	3	5	4	5	5	5	4	4	4	
4	3	4	3	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	
5	4	5	4	4	5	4	5	4	3	4	4	3	5	5	4	5	5	4	5	4	
6	3	3	3	3	3	3	3	3	2	2	2	3	5	4	5	3	3	3	4	3	
7	3	4	4	4	5	4	4	4	4	4	4	3	4	4	5	5	5	4	5	4	
8	4	4	4	5	4	3	3	4	3	3	3	4	4	5	5	4	3	4	4	4	
9	4	3	4	3	4	4	5	4	4	3	4	4	4	4	5	5	4	3	4	4	
10	4	4	3	4	4	3	4	4	3	4	3	3	4	5	5	3	4	4	3	3	
11	5	5	5	4	5	4	4	3	3	4	4	4	5	5	4	4	5	5	5	5	
12	4	4	4	5	4	5	5	3	3	4	3	3	5	4	5	5	4	4	4	5	
13	4	4	5	4	4	3	3	4	3	4	3	4	4	4	5	5	4	5	4	4	
14	5	4	5	5	3	4	3	4	3	3	4	3	5	4	4	5	4	4	4	4	
15	4	5	4	4	4	4	4	4	3	3	4	3	4	5	5	4	5	5	4	5	
16	5	4	4	4	3	3	4	4	3	4	4	4	4	4	5	4	5	5	4	5	
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18	3	3	3	4	3	4	4	4	4	5	4	4	5	4	4	4	4	4	4	4	
19	4	4	4	5	4	3	3	4	5	5	4	4	5	4	4	5	5	4	5	4	
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21	4	4	4	4	4	3	4	5	5	5	4	4	5	5	4	5	4	5	5	5	
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31	2	2	3	3	3	3	3	3	2	3	3	2	3	3	3	2	3	3	2	3	
32	5	4	5	4	3	4	3	4	3	4	3	4	4	4	5	5	5	4	5	5	
33	3	4	4	4	4	4	4	4	3	4	3	3	3	2	3	4	4	4	4	4	
34	4	4	4	4	5	4	5	4	4	4	4	4	5	5	5	4	3	5	4	3	
35	4	3	3	3	3	3	4	3	3	4	4	3	4	3	3	3	3	3	4	3	
36	3	4	4	3	4	4	3	4	3	4	4	3	4	5	5	3	4	3	4	4	
37	5	5	5	5	5	5	5	3	4	3	4	3	5	5	4	5	5	4	5	5	
38	5	4	4	4	4	4	4	4	4	3	3	3	4	4	5	4	4	5	4	5	
39	4	3	2	3	3	3	3	3	4	4	4	4	4	4	3	3	4	3	3	3	
40	4	5	5	4	5	5	5	3	2	3	3	2	5	4	4	4	5	4	5	4	

Responden	Persepsi Harga				Kualitas Layanan			Kemudahan					Kepuasan			Niat Beli Ulang				
	PH1	PH2	PH3	PH4	KL1	KL2	KL3	KM1	KM2	KM3	KM4	KM5	KEP1	KEP2	KEP3	NBU1	NBU2	NBU3	NBU4	NBU5
41	3	3	3	3	4	3	4	4	4	3	4	3	4	4	4	4	4	3	4	3
42	4	4	5	5	5	5	4	4	3	3	3	3	5	4	4	5	5	5	4	5
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44	3	3	3	4	3	4	4	3	4	4	3	3	4	4	4	4	4	4	3	4
45	4	4	4	3	3	4	3	3	3	3	3	2	3	4	3	4	4	4	3	4
46	4	3	3	3	3	4	3	4	4	4	3	4	4	4	4	4	4	4	3	4
47	4	5	5	4	4	5	5	3	4	4	4	3	5	5	4	4	5	4	5	5
48	4	5	5	4	5	5	5	4	3	4	3	3	4	4	5	4	5	5	4	4
49	4	5	4	4	4	4	3	4	4	5	5	4	5	4	4	5	4	4	5	5
50	5	4	5	4	3	3	2	4	4	4	4	5	4	5	4	5	4	5	5	5
51	4	5	4	4	4	4	4	4	3	3	3	3	4	5	5	4	5	5	4	4
52	4	4	5	5	3	3	3	3	4	4	3	3	5	5	4	4	4	5	4	4
53	4	5	4	4	3	4	3	3	3	3	3	3	5	4	5	4	5	4	5	5
54	4	5	5	4	3	3	3	3	3	4	4	3	4	5	5	4	5	4	5	5
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66	3	4	2	4	3	4	3	5	5	4	4	5	4	4	5	4	4	4	4	4
67	4	4	2	4	3	4	3	4	4	4	3	3	3	4	4	3	3	3	3	3
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69	3	3	2	2	3	3	4	2	3	3	2	3	2	3	3	2	3	3	3	3
70	4	4	5	4	3	3	3	4	5	4	5	5	5	4	4	5	4	4	4	4
71	3	3	4	3	3	4	3	3	3	3	3	3	3	3	4	4	4	4	3	3
72	5	4	5	4	4	3	2	4	4	5	5	4	5	5	4	4	4	4	4	4
73	3	4	4	4	3	3	2	3	3	3	3	3	3	4	4	4	3	4	3	3
74	4	4	4	4	3	3	4	4	3	3	4	3	3	3	3	4	3	3	3	3
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76	3	3	3	3	4	3	2	4	3	3	3	3	3	3	3	3	3	3	3	3
77	4	5	4	5	3	4	3	3	3	3	3	4	3	3	4	3	4	4	3	3
78	2	2	2	2	3	3	4	3	3	3	2	2	3	3	2	2	3	2	3	3
79	5	5	5	5	4	4	4	4	5	4	4	5	4	4	5	4	5	4	4	4
80	4	4	5	4	5	4	5	4	4	4	5	5	4	5	5	5	4	4	5	5
81	4	3	3	3	3	4	3	3	3	4	4	4	4	3	4	3	4	4	4	3
82	4	5	4	5	5	4	5	4	5	4	4	5	4	5	5	5	4	5	5	5

Responden	Persepsi Harga				Kualitas Layanan			Kemudahan					Kepuasan			Niat Beli Ulang				
	PH1	PH2	PH3	PH4	KL1	KL2	KL3	KM1	KM2	KM3	KM4	KM5	KEP1	KEP2	KEP3	NBU1	NBU2	NBU3	NBU4	NBU5
83	4	4	5	4	4	5	5	4	4	4	5	5	4	5	5	5	5	4	4	5
84	4	4	3	4	4	3	3	4	3	3	4	4	3	4	3	3	4	4	4	3
85	3	4	4	4	4	3	4	5	4	4	3	4	3	4	3	3	4	3	4	3
86	4	4	3	4	3	3	3	4	3	3	4	3	4	3	4	4	4	4	3	4
87	4	4	3	4	3	4	3	4	4	4	3	3	3	4	3	3	3	4	4	3
88	4	3	3	3	4	5	5	4	5	5	5	4	5	4	5	5	5	4	4	5
89	4	4	4	4	3	4	3	4	3	3	4	4	3	4	4	4	4	4	4	4
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91	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	4	3	3
92	3	3	3	3	4	5	4	5	4	4	5	5	4	5	5	5	4	5	5	4
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94	2	3	3	4	4	5	4	4	4	5	5	4	4	5	4	5	5	4	4	5
95	4	4	2	3	3	2	3	3	3	2	2	3	2	2	3	3	3	3	2	3
96	4	3	3	3	2	3	2	2	3	3	3	3	2	3	3	2	3	2	3	3
97	4	4	2	3	4	5	5	4	4	5	5	5	4	4	5	5	5	4	4	5
98	3	3	2	3	4	5	4	5	4	5	5	5	5	5	4	5	5	4	5	5
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103	3	3	3	4	3	3	3	4	3	3	3	3	3	3	3	4	3	3	4	3
104	3	4	3	3	4	3	3	3	3	4	4	4	3	3	4	3	4	3	3	3
105	3	2	4	2	4	5	4	5	4	5	5	5	4	4	5	4	4	5	5	5
106	3	3	2	3	4	5	5	4	5	5	5	5	5	4	4	4	4	5	5	5
107	3	3	3	3	5	5	5	4	4	5	5	4	5	5	5	5	4	5	5	5
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109	4	2	2	3	5	5	5	5	4	5	4	5	5	5	4	4	5	5	4	4
110	3	3	4	2	2	3	2	2	3	2	3	2	2	2	3	2	3	3	3	3
111	5	5	4	4	4	4	4	5	4	5	4	5	3	4	3	5	5	4	4	5
112	3	4	4	2	4	4	5	5	4	4	4	5	4	5	5	4	5	5	4	4
113	3	4	3	2	5	5	5	4	4	5	5	5	4	4	4	5	5	5	4	4
114	4	3	4	3	3	3	3	3	4	3	3	3	3	4	3	3	3	3	4	3
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116	2	2	2	3	3	3	3	2	3	2	3	3	2	2	2	3	2	2	2	3
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119	5	5	4	4	4	4	5	5	3	4	4	4	5	4	5	4	5	4	4	5
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122	5	5	4	5	4	4	4	4	5	5	4	4	5	5	4	4	5	4	5	5
123	3	4	3	4	3	3	4	4	3	4	4	4	4	5	4	4	4	3	4	4
124	4	5	5	4	4	4	5	5	4	5	5	4	5	4	5	3	5	5	5	5

Responden	Persepsi Harga				Kualitas Layanan			Kemudahan					Kepuasan			Niat Beli Ulang				
	PH1	PH2	PH3	PH4	KL1	KL2	KL3	KM1	KM2	KM3	KM4	KM5	KEP1	KEP2	KEP3	NBU1	NBU2	NBU3	NBU4	NBU5
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127	5	4	5	4	5	4	4	4	3	4	3	4	5	4	4	5	4	4	5	4
128	4	5	4	5	5	4	5	3	4	3	3	4	5	4	5	4	5	5	4	5
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137	5	4	5	4	5	4	5	3	3	4	3	4	4	4	4	5	5	4	5	5
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140	4	5	4	4	4	4	4	3	5	4	5	5	4	4	4	4	4	5	5	4
141	4	4	5	5	3	3	3	5	5	4	5	4	4	4	5	4	5	5	5	5
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148	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	4	5	5
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152	4	4	4	4	5	5	4	3	3	4	3	3	5	5	4	4	4	5	5	5
153	3	3	3	4	4	5	4	4	4	3	4	4	4	4	4	3	4	4	4	3
154	3	3	3	3	4	4	3	3	3	3	4	4	5	4	5	4	4	5	5	5
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156	3	4	3	3	4	3	3	4	3	3	3	4	5	4	4	5	5	4	5	5
157	3	3	2	3	3	2	4	3	4	4	4	4	3	3	3	3	3	3	3	3
158	5	3	5	4	4	4	3	4	3	3	4	4	4	3	3	4	4	3	3	3
159	2	2	2	2	3	3	3	2	3	3	2	3	2	3	3	3	2	3	2	3
160	4	3	4	4	3	3	3	3	3	4	4	4	4	5	5	5	4	5	4	4
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163	4	3	2	2	5	5	4	4	5	4	5	5	4	4	5	5	4	4	5	5
164	3	3	4	4	5	4	4	5	5	4	5	5	5	4	5	5	4	4	5	5
165	3	4	4	3	5	4	4	5	4	5	4	4	4	5	4	5	4	5	5	5
166	4	4	4	4	4	4	4	3	3	5	4	4	4	5	5	5	4	4	5	5

Lampiran 3. KARAKTERISTIK RESPONDEN

JENIS KELAMIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	83	50,0	50,0	50,0
	PEREMPUAN	83	50,0	50,0	100,0
	Total	166	100,0	100,0	

FAKULTAS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FEB	116	69,9	69,9	69,9
	HUKUM	2	1,2	1,2	71,1
	FKIK	13	7,8	7,8	78,9
	FAI	22	13,3	13,3	92,2
	FT	7	4,2	4,2	96,4
	FISIPOL	6	3,6	3,6	100,0
	Total	166	100,0	100,0	

FREKUENSI PEMBELIAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 KALI	63	38,0	38,0	38,0
	2 KALI	35	21,1	21,1	59,0
	3 KALI	19	11,4	11,4	70,5
	> 3 KALI	49	29,5	29,5	100,0
	Total	166	100,0	100,0	

JENIS PEMBELIAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PESAWAT	67	40,4	40,4	40,4
	HOTEL	27	16,3	16,3	56,6
	KERETA API	40	24,1	24,1	80,7
	BIS	7	4,2	4,2	84,9
	TRAVEL	6	3,6	3,6	88,6
	BIOSKOP	19	11,4	11,4	100,0
	Total	166	100,0	100,0	

Lampiran 4. UJI VALIDITAS

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

	Estimate
KEP <--- PH	.369
KEP <--- KL	.411
KEP <--- KM	.375
NBU <--- KEP	.565
NBU <--- PH	.175
NBU <--- KL	.184
NBU <--- KM	.177
PH1 <--- PH	.744
PH2 <--- PH	.811
PH3 <--- PH	.779
PH4 <--- PH	.759
KL1 <--- KL	.831
KL2 <--- KL	.720
KL3 <--- KL	.693
KM1 <--- KM	.662
KM2 <--- KM	.722
KM3 <--- KM	.736
KM4 <--- KM	.800
KM5 <--- KM	.781
KEP1 <--- KEP	.808
KEP2 <--- KEP	.791
KEP3 <--- KEP	.744
NBU1 <--- NBU	.759
NBU2 <--- NBU	.760
NBU3 <--- NBU	.732
NBU4 <--- NBU	.817
NBU5 <--- NBU	.858

Lampiran 5. UJI RELIABILITAS

Uji Reliabilitas menggunakan rumus Construct Reliability (CR)

Variabel Persepsi Harga

				(Standard Loading) ²	1- (Standard Loading) ²	Jumlah Measurement Error
PH 1	<--	PH	0,744	0,553536	0,446464	1,605821
PH 2	<--	PH	0,811	0,657721	0,342279	
PH 3	<--	PH	0,779	0,606841	0,393159	
PH 4	<--	PH	0,759	0,576081	0,423919	
Jumlah Standard Loading			3,093			

(Jumlah Standard Loading) ²	Jumlah Measurement Error + (Jumlah Standard Loading) ²	Hasil
9,566649	11,17247	0,85627

Uji Reliabilitas menggunakan rumus Construct Reliability (CR)

Variabel Kualitas Layanan

				(Standard Loading) ²	1 - (Standard Loading) ²	Jumlah Measurement Error
KL 1	<--	KL	0,831	0,690561	0,309439	1,31079
KL 2	<--	KL	0,720	0,5184	0,4816	
KL 3	<--	KL	0,693	0,480249	0,519751	
Jumlah Standard Loading			2,244			

(Jumlah Standard Loading) ²	Jumlah Measurement Error + (Jumlah Standard Loading) ²	Hasil
5,035536	6,346326	0,793457

Uji Reliabilitas menggunakan rumus Construct Reliability (CR)

Variabel Kemudahan

				(Standard Loading) ²	1- (Standard Loading) ²	Jumlah Measurement Error
KM1	<--	KM	0,662	0,438244	0,561756	2,248815
KM2	<--	KM	0,722	0,521284	0,478716	
KM3	<--	KM	0,736	0,541696	0,458304	
KM4	<--	KM	0,8	0,64	0,36	
KM5	<--	KM	0,781	0,609961	0,390039	
Jumlah Standard Loading			3,701			

(Jumlah Standard Loading) ²	Jumlah Measurement Error + (Jumlah Standard Loading) ²	Hasil
13,6974	15,94622	0,858975

Uji Reliabilitas menggunakan rumus Construct Reliability (CR)

Variabel Kepuasan Konsumen

				(Standard Loading) ²	1- (Standard Loading) ²	Jumlah Measurement Error
KEP1	<--	KEP	0,808	0,652864	0,347136	1,167919
KEP2	<--	KEP	0,791	0,625681	0,374319	
KEP3	<--	KEP	0,744	0,553536	0,446464	
Jumlah Standard Loading			2,343			

(Jumlah Standard Loading) ²	Jumlah Measurement Error + (Jumlah Standard Loading) ²	Hasil
5,489649	6,657568	0,824573

Uji Reliabilitas menggunakan rumus Construct Reliability (CR)

Variabel Niat Beli Ulang

				(Standard Loading) ²	1- (Standard Loading) ²	Jumlah Measurement Error
NBU1	<--	NBU	0,759	0,576081	0,423919	1,906842
NBU2	<--	NBU	0,76	0,5776	0,4224	
NBU3	<--	NBU	0,732	0,535824	0,464176	
NBU4	<--	NBU	0,817	0,667489	0,332511	
NBU5	<--	NBU	0,858	0,736164	0,263836	
Jumlah Standard Loading			3,926			

(Jumlah Standard Loading) ²	Jumlah Measurement Error + (Jumlah Standard Loading) ²	Hasil
15,41348	17,32032	0,889907

Lampiran 6. UJI DESKRIPTIF

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PH1	166	2	5	3,83	,760
PH2	166	2	5	3,83	,783
PH3	166	2	5	3,84	,757
PH4	166	2	5	3,74	,852
Valid N (listwise)	166				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KL1	166	2	5	3.81	.768
KL2	166	2	5	3.83	.768
KL3	166	2	5	3.72	.857
Valid N (listwise)	166				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KM1	166	2	5	3.80	.772
KM2	166	2	5	3.70	.726
KM3	166	2	5	3.86	.762
KM4	166	2	5	3.83	.794
KM5	166	2	5	3.80	.798
Valid N (listwise)	166				

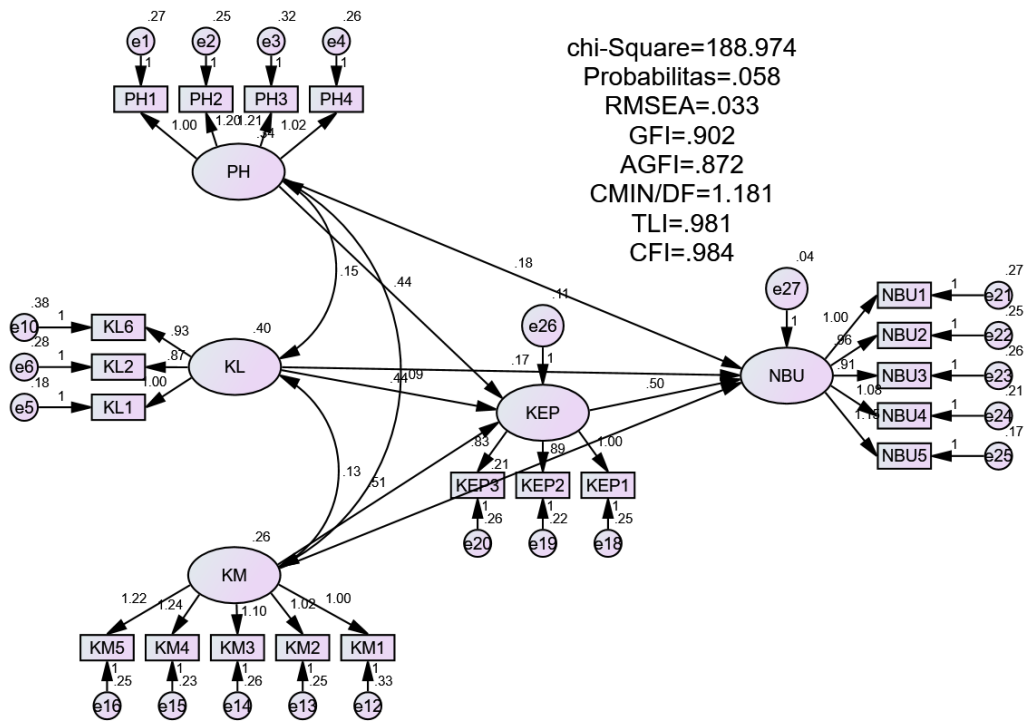
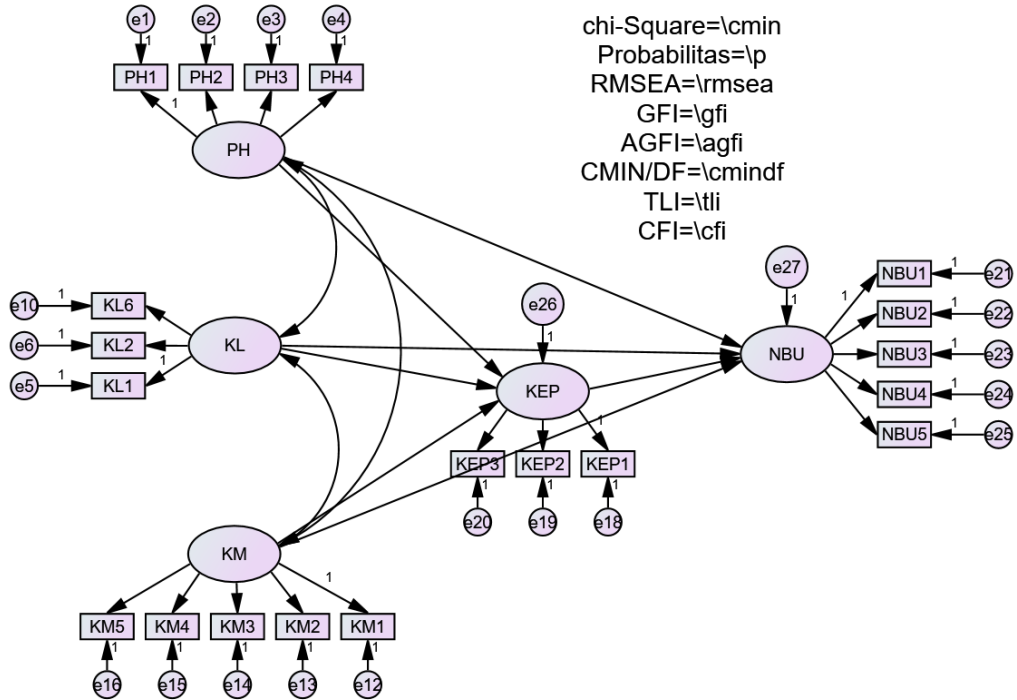
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KEP1	166	2	5	4,05	,855
KEP2	166	2	5	4,10	,776
KEP3	166	2	5	4,13	,767
Valid N (listwise)	166				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
NBU1	166	2	5	4,04	,797
NBU2	166	2	5	4,07	,767
NBU3	166	2	5	4,07	,748
NBU4	166	2	5	4,08	,801
NBU5	166	2	5	4,09	,808
Valid N (listwise)	166				

Lampiran 7. MODEL PENELITIAN STRUKTURAL



Lampiran 8. UJI NORMALITAS

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
NBU5	2.000	5.000	-.303	-1.596	-1.034	-2.720
NBU4	2.000	5.000	-.567	-2.980	-.190	-.500
NBU3	2.000	5.000	-.369	-1.941	-.401	-1.055
NBU2	2.000	5.000	-.365	-1.920	-.558	-1.467
NBU1	2.000	5.000	-.508	-2.673	-.229	-.602
KEP3	2.000	5.000	-.471	-2.479	-.459	-1.208
KEP2	2.000	5.000	-.569	-2.993	-.091	-.241
KEP1	2.000	5.000	-.571	-3.003	-.399	-1.048
KM5	2.000	5.000	-.048	-.254	-.683	-1.797
KM4	2.000	5.000	-.044	-.233	-.737	-1.938
KM3	2.000	5.000	-.175	-.920	-.453	-1.192
KM2	2.000	5.000	.240	1.262	-.639	-1.681
KM1	2.000	5.000	-.119	-.624	-.495	-1.301
KL3	2.000	5.000	-.132	-.694	-.674	-1.773
KL2	2.000	5.000	.054	.284	-.825	-2.170
KL1	2.000	5.000	.088	.463	-.833	-2.192
PH4	2.000	5.000	-.282	-1.485	-.258	-.679
PH3	2.000	5.000	-.284	-1.495	-.692	-1.821
PH2	2.000	5.000	-.269	-1.413	-.651	-1.712
PH1	2.000	5.000	-.278	-1.460	-.267	-.702
Multivariate					-9.147	-1.986

Lampiran 9. UJI OUTLIER

? X

Function Arguments

CHIINV

Probability = 0.001

Deg_freedom = 20

= 45.31474662

This function is available for compatibility with Excel 2007 and earlier.
Returns the inverse of the right-tailed probability of the chi-squared distribution.

Deg_freedom is the number of degrees of freedom, a number between 1 and 10^{10} , excluding 10^{10} .

Formula result = 45.31474662

[Help on this function](#) OK Cancel

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

Observation number	Mahalanobis d-squared	p1	p2
6	37.637	.010	.805
109	34.574	.022	.890
163	33.299	.031	.894
25	32.581	.037	.872
94	31.075	.054	.950
141	30.876	.057	.915
111	30.089	.068	.941
105	30.075	.069	.889
158	30.024	.069	.821
112	29.250	.083	.890
72	28.632	.095	.926
95	28.588	.096	.884
113	27.712	.116	.957
126	27.349	.126	.964
124	27.191	.130	.955
110	26.656	.145	.976
156	26.578	.148	.965
85	25.801	.172	.992
23	25.520	.182	.994
116	25.037	.200	.998
132	24.823	.208	.998
9	24.754	.211	.997

Observation number	Mahalanobis d-squared	p1	p2
154	24.550	.219	.997
134	24.515	.221	.995
67	24.316	.229	.995
97	24.310	.229	.992
121	24.118	.237	.993
19	23.930	.245	.993
78	23.837	.250	.992
75	23.651	.258	.993
31	23.642	.258	.988
128	23.570	.262	.985
7	23.417	.269	.985
40	23.407	.269	.977
12	23.279	.275	.977
29	23.246	.277	.968
84	22.966	.290	.980
88	22.958	.291	.970
117	22.753	.301	.976
33	22.726	.302	.967
36	22.700	.304	.955
164	22.490	.315	.965
102	22.401	.319	.961
53	22.238	.328	.966
66	22.123	.334	.966
137	22.112	.334	.952
65	22.111	.335	.933
50	22.044	.338	.923
64	22.023	.339	.901
92	21.725	.356	.940
119	21.587	.363	.945
160	21.472	.370	.945
38	21.434	.372	.933
28	21.348	.377	.928
135	21.342	.377	.904
63	21.301	.380	.886
106	21.275	.381	.861
130	21.245	.383	.833
151	21.224	.384	.798
52	21.149	.388	.785
34	21.095	.392	.762
127	21.078	.393	.718

Observation number	Mahalanobis d-squared	p1	p2
131	21.053	.394	.676
101	21.006	.397	.644
10	20.960	.399	.611
20	20.796	.409	.648
8	20.773	.411	.602
96	20.728	.413	.567
83	20.652	.418	.553
155	20.546	.424	.556
129	20.434	.431	.565
140	20.358	.436	.551
54	20.302	.439	.524
123	20.257	.442	.491
77	20.120	.450	.516
62	20.115	.451	.457
153	20.104	.451	.403
100	20.032	.456	.388
68	19.945	.461	.382
42	19.882	.465	.362
32	19.874	.466	.310
81	19.872	.466	.259
104	19.824	.469	.235
37	19.714	.476	.242
159	19.587	.484	.259
2	19.580	.484	.215
80	19.577	.485	.174
59	19.568	.485	.140
162	19.529	.488	.121
5	19.518	.488	.095
87	19.490	.490	.078
45	19.421	.495	.072
58	19.410	.495	.055
11	19.318	.501	.055
3	19.311	.502	.041
98	19.200	.509	.043
69	19.015	.521	.059
115	18.966	.524	.051
143	18.903	.528	.046
152	18.837	.532	.041

Lampiran 10. DEGREE OF FREEDOM

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	210
Number of distinct parameters to be estimated:	50
Degrees of freedom (210 - 50):	160

Lampiran 11. GOODNESS OF FIT

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	50	188.974	160	.058	1.181
Saturated model	210	.000	0		
Independence model	20	1987.679	190	.000	10.461

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.029	.902	.872	.688
Saturated model	.000	1.000		
Independence model	.253	.227	.146	.206

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.905	.887	.984	.981	.984
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	.033	.000	.051	.944
Independence model	.239	.230	.249	.000

Lampiran 12. UJI HIPOTESIS

PENGARUH LANGSUNG

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
KEP <--- PH	.438	.091	4.793	***	par_16
KEP <--- KL	.445	.090	4.946	***	par_17
KEP <--- KM	.507	.106	4.766	***	par_18
NBU <--- KEP	.495	.135	3.656	***	par_19
NBU <--- PH	.182	.083	2.187	.029	par_20
NBU <--- KL	.175	.085	2.055	.040	par_21
NBU <--- KM	.209	.095	2.201	.028	par_22
PH1 <--- PH	1.000				
PH2 <--- PH	1.200	.123	9.728	***	par_1
PH3 <--- PH	1.211	.128	9.448	***	par_2
PH4 <--- PH	1.024	.108	9.491	***	par_3
KL1 <--- KL	1.000				
KL2 <--- KL	.867	.100	8.634	***	par_4
KL3 <--- KL	.932	.107	8.734	***	par_5
KM1 <--- KM	1.000				
KM2 <--- KM	1.024	.130	7.880	***	par_6
KM3 <--- KM	1.096	.136	8.080	***	par_7
KM4 <--- KM	1.241	.146	8.512	***	par_8
KM5 <--- KM	1.217	.144	8.472	***	par_9
KEP1 <--- KEP	1.000				
KEP2 <--- KEP	.888	.080	11.089	***	par_10
KEP3 <--- KEP	.827	.081	10.183	***	par_11
NBU1 <--- NBU	1.000				
NBU2 <--- NBU	.964	.096	10.067	***	par_12
NBU3 <--- NBU	.905	.094	9.669	***	par_13
NBU4 <--- NBU	1.082	.099	10.988	***	par_14
NBU5 <--- NBU	1.146	.098	11.692	***	par_15

Lampiran 13. DIRECT AND INDIRECT

PENGARUH MEDIASI

Standardized Direct Effects (Group number 1 - Default model)

	KM	KL	PH	KEP	NBU
KEP	.375	.411	.369	.000	.000
NBU	.177	.184	.175	.565	.000
NBU5	.000	.000	.000	.000	.858
NBU4	.000	.000	.000	.000	.817
NBU3	.000	.000	.000	.000	.732
NBU2	.000	.000	.000	.000	.760
NBU1	.000	.000	.000	.000	.759
KEP3	.000	.000	.000	.744	.000
KEP2	.000	.000	.000	.791	.000
KEP1	.000	.000	.000	.808	.000
KM5	.781	.000	.000	.000	.000
KM4	.800	.000	.000	.000	.000
KM3	.736	.000	.000	.000	.000
KM2	.722	.000	.000	.000	.000
KM1	.662	.000	.000	.000	.000
KL3	.000	.693	.000	.000	.000
KL2	.000	.720	.000	.000	.000
KL1	.000	.831	.000	.000	.000
PH4	.000	.000	.759	.000	.000
PH3	.000	.000	.779	.000	.000
PH2	.000	.000	.811	.000	.000
PH1	.000	.000	.744	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	KM	KL	PH	KEP	NBU
KEP	.000	.000	.000	.000	.000
NBU	.212	.232	.208	.000	.000
NBU5	.334	.357	.329	.485	.000
NBU4	.318	.340	.313	.462	.000
NBU3	.285	.305	.280	.414	.000
NBU2	.296	.316	.291	.429	.000
NBU1	.295	.316	.291	.429	.000
KEP3	.280	.306	.274	.000	.000
KEP2	.297	.325	.291	.000	.000
KEP1	.303	.332	.298	.000	.000
KM5	.000	.000	.000	.000	.000
KM4	.000	.000	.000	.000	.000
KM3	.000	.000	.000	.000	.000
KM2	.000	.000	.000	.000	.000
KM1	.000	.000	.000	.000	.000
KL3	.000	.000	.000	.000	.000
KL2	.000	.000	.000	.000	.000
KL1	.000	.000	.000	.000	.000
PH4	.000	.000	.000	.000	.000
PH3	.000	.000	.000	.000	.000
PH2	.000	.000	.000	.000	.000
PH1	.000	.000	.000	.000	.000



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NIK : 20160410225
Prodi : Manajemen
Judul : **ANALISIS PENGARUH PERSEPSI HARGA, KUALITAS LAYANAN DAN KEMUDAHAN TERHADAP NIAT BELI ULANG DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL INTERVENING PADA SITUS E-COMMERCE TRAVELOKA**
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Ikram Al- Zein, S.Kom.I