LAMPIRAN

Lampiran 1.1 Pedoman Kuesioner

No	Aspek Sistem Informasi	Sub-Aspek	Pernyataan	No. Butir
1	Ekonomi		Kepuasan karena gratisnya peng-unduhan aplikasi	1
			Kepuasan potongan harga / ongkos kirim yang beragam	2
			Regulasi voucher diskon terhadap produk	3
			Regulasi cash back terhadap produk yang disediakan aplikasi	4
			Biaya kuota yang harus dihabiskan dalam aplikasi	5
2	Operasional	Blok Masukan	Kepuasan terhadap peng-input-an data saat mendaftar	6
			Kepuasan terhadap peng-input-an data saat masuk/login	7
			Kepuasan terhadap peng-input-an data saat order	8
			Kepuasan terhadap peng-input-an data saat pembayar	9
		Blok Model	kepuasan terhadap interaksi / review suatu produk	10
			Kemudahan navigasi (relefansi barang, katalog)	11
			Regulasi jika terjadi human error (salah pemesanan, pembatalan pesanan dll)	12
		Blok Keluaran	Kepuasan terhadap user interface (tampilan layer, warna, layout)	13
			Kepuasan terhadap update informasi pemesanan (status produk, posisi produk)	14
			Ketidaknyamanan iklan yang terlalu banyak dalam aplikasinya	15
		Blok Teknologi	Kepuasan terhadap kemudahan saat ingin logout akun	16
			Kecepatan transfer data pada sistem aplikasi	17
			Pengeditan data (alamat, nomor telpon, email dll)	18
		Blok Basis Data	Kepuasan terhadap produk yang tersedia	19
			Kepuasan terhadap rencana pembelian produk (keranjang penyimpanan)	20
			Kepuasan peenggunaan uang digital (saldo belanja)	21
		Blok Kendali	Kepuasan terhadap keaslian produk (photo produk, penataan harga)	22
			Ketidaknyamanan terhadap sistem yang tidak berjalan dengan semestinya “bug”	23
			Ketidaknyamanan atas keterlambatan suatu produk	24
3	Hukum		Kepuasan terhadap regulasi pengaduan saat terjadi penipuan	25
			Kepuasan terhadap kerahasian data kustomer	26

Lampiran 1.2 Instrumen Kuesioner Penelitian

KUESIONER KEPUASAN KONSUMEN

Assalamualaikum Wr. Wb.

Dengan hormat, Dalam rangka melengkapi data yang diperlukan untuk memenuhi tugas akhir, saya Bima Eka Sakti menyampaikan kuesioner penelitian mengenai "Analisis Perbandingan Kepuasan Konsumen Terhadap Sistem Informasi E-Commerce pada Shopee dan Tokopedia Berbasis Mobile Apps". Adapun hasil dari kuesioner ini akan digunakan sebagai bahan penyusunan tugas akhir pada program sarjana (STMIK) Sekolah Tinggi Manajemen Informatika dan Komputer Akakom Yogyakarta.

Pengisian kuesioner ini hendak mengetahui perbandingan kepuasaan responden terhadap dua aplikasi *E-Commerce*, yaitu Shopee dan Tokopedia. Pilihlah salah satu jawaban yang menurut anda sesuai untuk setiap pernyataan di bawah ini.

Shopee : jika anda merasa pernyataan tersebut sesuai dengan keadaan pada aplikasi Shopee

Tokopedia : jika anda merasa pernyataan tersebut sesuai dengan keadaan pada aplikasi Tokopedia

Keduanya : jika anda merasa pernyataan tersebut sesuai dengan keadaan pada kedua aplikasi

Tidak keduanya : jika anda merasa pernyataan tersebut tidak sesuai dengan keadaan pada kedua aplikasi

Terima kasih.

Nama :

No	Pernyataan	Shopee	Tokopedia	Keduanya	Tidak keduanya
1	Saya merasa puas terhadap aplikasi yang diunduh / di-*download* secara gratis				
2	Saya merasa puas dengan potongan harga / gratis ongkir di dalam aplikasi belanja online				
3	Saya merasa puas dengan voucher diskon di dalam aplikasi belanja online				
4	Saya merasa puas dengan aplikasi belanja online yang menyediakan *cashback* untuk setiap produk				
5	saya merasa saat menjalankan aplikasi tidak menghabiskan banyak kuota				
6	Saya merasa puas terhadap kemudahan peng-input-an data saat mendaftar				
7	Saya merasa puas terhadap kemudahan peng-input-an data saat masuk/login				
8	Saya merasa puas terhadap kemudahan peng-input-an data saat order				

9	Saya merasa puas terhadap kemudahan peng-input-an data saat pembayar				
10	Saya merasa puas terhadap form *review* yang di sediakan untuk penilaian toko penyedia produk				
11	Saya merasa puas terhadap fitur pencarian pada aplikasi belanja online				
12	Saya merasa puas dengan fitur *cancel* apabila saya melakukan kesalah akan pada saat peng-*input*-an				
13	Saya merasa puas dengan fitur tampilan yang terdapat dalam aplikasi belanja online				
14	Saya merasa puas dengan informasi produk yang *real time / update* setiap saat				
15	Saya merasa terganggu dengan iklan yang terlalu banyak di aplikasi belanja online				
16	Saya merasa puas terhadap kemudahan saat logout / keluar akun				
17	Saya merasa puas dengan kecepatan pada saat men-*transfer* ke aplikasi belanja online				
18	Saya merasa puas dengan fitur edit informasi akun di aplikasi berbelanja online				
19	Saya merasa puas dengan pilihan produk yang disediakan di aplikasi berbelanja online				
20	Saya merasa puas dengan fitur tempat penyimpanan barang belanjaan				
21	Saya merasa puas dengan fitur menggunakan uang digital / saldo belanja untuk membeli suatu produk di aplikasi belanja online				
22	Saya merasa puas dengan keaslian produk, foto produk dan harga produk di aplikasi belanja online				
23	Saya merasa terganggu dengan aplikasi yang tiba-tiba keluar dengan sendirinya				
24	Saya terganggu apabila suatu produk yang dibeli terlambat datang				
25	Saya puas dengan regulasi pengaduan saat terjadi penipuan (saat pengiriman barang)				
26	Saya puas dengan regulasi pengaduan saat ingin mengajukan ganti rugi				

Lampiran 2.1 Tabulasi Data *Google Form*

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NO	NAMA	UMUR	Per. 1	Per. 2	Per. 3	Per. 4	Per. 5	Per. 6	Per. 7	Per. 8	Per. 9	Per. 10	Per. 11	Per. 12	Per. 13	Per. 14	Per. 15	Per. 16	Per. 17	Per. 18	Per. 19	Per. 20	Per. 21	Per. 22	Per. 23	Per. 24	Per. 25	Per. 26
1	Alexander A K	30	S	S	TK	S-TK	T	TK	S	S	S-TK	S	S	S	S-TK	S	TK	S	S	T	S-TK	S	S-TK	T	T	T	T	T
2	Susan Sandra	22	S	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	S	TK	TK	S	S
3	Dea ginanjar mandala putra	28	S-TK	S	S	S-TK	S-TK	S	S	S-TK	S	S	S-TK	T	S-TK	T	S-TK	S-TK	S	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	S-TK	S
4	Rahmita	24	S	S	S	T	S-TK	S-TK	S-TK	S	S	S	S	S	T	S-TK	S	S-TK	S-TK	S	S	S	S	S	S-TK	S-TK	S	T
5	Khalifah	24	S	S	S	S	S-TK	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	S	TK	TK	S	S
6	KARIMA FITRIANI	17	S	S	S	S	S	S	S	S	S	S	S	S	S-TK	S	S-TK	S-TK	S	S	S	S	S	S	S-TK	S-TK	S-TK	S
7	Dessy	24	S	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	S	TK	TK	S	S
8	Muhammad Naufal Akbari	18	S-TK	S-TK	S	TK	S-TK	S	S	S	S	S-TK	S-TK	S-TK	S-TK	S-TK	T	S	S	S-TK	S-TK	S-TK	S-TK	S-TK	T	T	TK	TK
9	Dessy	24	S	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	S	TK	TK	S	S
10	Peggy firdha muliana	25	S-TK	S	S	S	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S	S-TK	S	T	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S	S-TK	S-TK	S-TK	S-TK
11	Almer Savero	22	S	S	S	S	S	S	S	S	S	S	S-TK	S-TK	S-TK	S	TK	S-TK	S-TK	S	S	S	S-TK	S	S-TK	T	S	S
12	Rizky Amilia	27	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	T	S-TK	S-TK
13	Tasya Rahmatika	20	S-TK	S	S	S	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	T	S-TK	S-TK
14	Muliani	24	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S-TK	S	S	S	S	S	S	S	S-TK	S-TK	S	S
15	Puspa	24	S	S	S	S	S	S-TK	S-TK	S	S	S	S	S	S	S	S-TK	S	S	S	S	S	S	S-TK	S-TK	S-TK	T	TK
16	Fahry Ramadhan	24	S	S	S	S-TK	TK	S-TK	S-TK	S	S	S-TK	S-TK	T	S	T	S	S-TK	S-TK	S-TK	S-TK	S-TK	S	S-TK	S-TK	T	T	T
17	Nurraya safitri	19	S	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	S	TK	TK	S	S
18	Mahyudinnor	25	S-TK	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	TK	S	TK	TK	S	S
19	Rama	23	TK	TK	S	S	S	S	S-TK	T	TK	S	TK	S-TK	S-TK	S	S-TK	T	TK	TK	S-TK	S-TK	S-TK	S	T	T	S	TK
20	Rizki	25	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S
21	Said	24	S-TK	S-TK	S	TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S	S-TK	S	T	S-TK	S-TK	S-TK	S-TK	S-TK	T	S-TK	S-TK	S	S	S
22	Marisa	25	S	S	S	S	T	S-TK	S-TK	S	S	S	S	S	S	S	S-TK	S	S	S	S	S	S	S	S-TK	T	S	S
23	Putri Maisaroh	24	S-TK	S	S	S	S-TK	S-TK	S-TK	S-TK	S-TK	S	TK	S	TK	S	S-TK	S-TK	S	S	S	S	S	S-TK	S-TK	S-TK	S	S
24	Elsa Adelfien Lousianne Pimpin	24	S	S	S	S	S	S	S	S	S	S	T	T	S	S	S	S	S	S	S	S	S	S	S-TK	S-TK	S	TK
25	Gopal	22	T	T	T	T	T	T	T	T	T	T	T	T	T	T	S-TK	T	T	T	T	T	T	T	S-TK	S-TK	T	T
26	Nor Alisa Ramadhanti	22	S	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	S	S-TK	TK	S	S
27	Yulius	25	S	S	S	S	T	S	S-TK	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S-TK	S-TK	S	S
28	Bana	20	S	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	S	TK	TK	S	S
29	Muhammad Hendra Prayogo	25	S-TK	S	S	S-TK	S-TK	TK	TK	S-TK	S-TK	TK	S-TK	T	S-TK	S-TK	S-TK	T	S-TK	S-TK	S	S-TK	S	S-TK	S-TK	S-TK	T	S-TK
30	Novi ikawati	24	S	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	T	S	S	TK	TK	S	S
31	Muhammad zairinoor azhar	22	S	S	S	S	S-TK	TK	TK	TK	S	S-TK	TK	TK	TK	T	TK	TK	S	T	S-TK	S-TK	S-TK	TK	TK	TK	S	T
32	Abdul kholil	26	S-TK	S	S-TK	TK	T	S-TK	S-TK	TK	TK	S-TK	TK	T	S-TK	S	TK	S-TK	TK	S-TK	S-TK	S-TK	S-TK	TK	S-TK	S-TK	S-TK	S-TK
33	Muhammad Eddwar Suwandi	25	TK	TK	TK	TK	T	TK	TK	TK	TK	TK	TK	TK	TK	TK	S-TK	TK	TK	TK	TK	TK	TK	TK	S-TK	S-TK	TK	TK
34	Saiful ardian	24	S	S	S	S-TK	S	T	S	S-TK	TK	S	S	TK	S	S	TK	S	S	TK	S-TK	S	S	S	S	TK	S	TK
35	M ershad nugraha agung s	26	S	S	S	S	T	S	TK	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	S	S-TK	S-TK	S	S
36	Damian Tradi Putra	22	S-TK	S-TK	S-TK	S-TK	S-TK	S	S	S-TK	S-TK	TK	S-TK	TK	S-TK	S-TK	T	S-TK	S-TK	S-TK	S	S-TK	S-TK	S-TK	T	T	S-TK	S-TK
37	Dwi Ayu Pratiwi	23	S-TK	S	S	S	S-TK	S-TK	S-TK	S-TK	S-TK	T	S	S	S-TK	S-TK	S	S	S	S	S-TK	S	S-TK	S-TK	S-TK	S-TK	TK	S
38	Damaring Kalpika	28	TK	S-TK	T	T	S-TK	TK	TK	TK	TK	S-TK	TK	S-TK	TK	TK	T	S-TK	TK	TK	TK	TK	TK	T	TK	TK	T	TK
39	Fikri Haikal	23	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	T	S-TK	S-TK
40	Ambak	27	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S	S	T	T	S-TK	T	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	T	S-TK
41	Muhammad hafizi	23	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	T	S-TK	S-TK
42	Kulipanggul	25	S	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	S	S-TK	TK	S	S
43	Bayu himawan	23	S	S-TK	S-TK	S	S-TK	S-TK	S	S	S-TK	S-TK	S	S	S	S	TK	S	S	S	S	S	S	S	TK	TK	S	S
44	Dea Amnitra	27	S-TK	S	S	S	S-TK	S-TK	S-TK	S-TK	S	S	S-TK	S-TK	S	TK	S-TK	S-TK	S-TK	S-TK	TK	S	S	TK	S-TK	S-TK	TK	TK

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44	Dea Amnitra	27	S-TK	S	S	S	S-TK	S-TK	S-TK	S-TK	S	S	S-TK	S-TK	S	TK	S-TK	S-TK	S-TK	S-TK	TK	S	S	TK	S-TK	S-TK	TK	TK
45	Putri	27	S-TK	S	S	S	S	S-TK	S-TK	S-TK	S-TK	S-TK	S	S	S	T	S-TK	S-TK	S-TK	S-TK	S	S	S	T	S-TK	S-TK	S-TK	T
46	Nur Seto Aji	26	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	TK	S	S	S	S	S	S	S	S-TK	S-TK	S	S
47	Zivo agus	28	S	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	T	S-TK	S	TK	S	S	S	T	T	S-TK	T
48	Achmad perdana	23	S	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	S	TK	TK	S	S
49	Larasati Sugiantini	24	S	S	S	S	T	S	S	S	S	S	S	S	S	S	S-TK	S	S	TK	S	S	S	S	S-TK	S-TK	S	S
50	Ifan adi r	23	TK	S	TK	TK	TK	TK	TK	TK	TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	S-TK	S-TK	S-TK	TK	TK	S	S-TK	TK	S	TK	TK
51	Ringgo	24	S-TK	S-TK	S-TK	S	S-TK	S-TK	S-TK	TK	TK	TK	S	TK	TK	S	TK	S	TK	TK	TK	TK	S	S	T	T	S-TK	TK
52	Edimo	24	S	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	S	TK	TK	S	S
53	Aab	25	S-TK	S-TK	S-TK	TK	S-TK	S	S	S	S	S	S	S	TK	TK	TK	S-TK	S-TK	S-TK	T	S-TK	S-TK	TK	S-TK	T	S-TK	TK
54	Robert	24	TK	TK	TK	TK	TK	TK	TK	TK	TK	TK	TK	TK	TK	TK	S	TK	TK	TK	TK	TK	TK	TK	S	S	TK	TK
55	Tommy Nugraha	24	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	T	S-TK	S-TK
56	Niken Hesti Saraswathi	23	S	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	S	S-TK	TK	S	S
57	Reza Agustinur	25	S-TK	S-TK	S	S-TK	TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	S-TK	S-TK
58	Syarifah saudah	24	S	S	S	S	S	S	S	S	S	S	S	S	S	T	S-TK	S	S	S	S	S	S	S	TK	TK	S	S
59	Laras	20	S	S	S	S	T	S	S	S	S	S	S	S	S	S	T	T	S-TK	S-TK	S-TK	T	S	TK	S-TK	T	T	T
60	Najiwa Octa Asrorina	22	S	S	S	S	T	T	T	T	T	T	T	T	T	T	TK	T	T	T	S	S	S	S	TK	TK	T	T
61	Andi	22	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	TK	T	S-TK	S-TK	T	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	T	T	T
62	Sanak kamu TK2	25	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	TK	S-TK	T	S-TK	S-TK
63	Denng	24	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	T	S-TK	S-TK
64	Helmi saputra	25	S	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	S	TK	TK	S	S
65	Zulfikar	27	S	S	S	S	S-TK	S	S	S	S-TK	S-TK	S-TK	S-TK	S-TK	S	T	S-TK	S-TK	S	S	S	S-TK	T	T	T	S-TK	S-TK
66	Yulius Fernando	24	S-TK	S-TK	S	S-TK	T	S	S	S	S	S-TK	S	S	S	T	S-TK	T	S-TK	S-TK	T	S-TK	S-TK	S-TK	T	S-TK	T	T
67	Fathur Rizaldi	20	S-TK	S	S	S	S-TK	S-TK	T	S	S	S	S	S	S	T	T	S-TK	S	S	T	S	S	T	T	TK	T	T
68	Michael	24	S	S	S-TK	S-TK	S	S	S	S	S	S-TK	S	S	S	TK	TK	S	S	TK	S	S	S	S	TK	TK	S	S
69	Muhammad maulana al banjari	25	S-TK	T	T	T	S-TK	S-TK	S-TK	S-TK	T	S-TK	T	S-TK	T	S-TK	T	S-TK	T	T	T	S-TK	T	T	T	T	T	T
70	FATHAN AKROMI	27	S-TK	S-TK	S-TK	TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK
71	Hilda	22	S	S	S	T	T	S	S	S	S	S	T	T	S	T	TK	S	S	T	S	S	S	T	TK	TK	S	S
72	Erwin Apriliansyah	24	S-TK	S-TK	S-TK	S-TK	T	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	T	S-TK	S-TK
73	Khenza	30	S-TK	S-TK	S	TK	T	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S	TK	S-TK	S-TK	S-TK	S-TK	T	T	T	T
74	Dyah Ismiyatun A.	23	S-TK	S	S	S	S	S-TK	S-TK	S-TK	S-TK	TK	S	S-TK	S	S-TK	S-TK	S-TK	S	S-TK	S-TK	S-TK	S	S	S-TK	TK	T	S-TK
75	Rizky	24	S	S	S	S	T	S	S	S	S	S	S	S	S	T	T	S	S	T	S	S	S	T	S-TK	TK	S	S
76	Edo Ridwan	22	S-TK	S	S	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	TK	TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	TK	S-TK	TK	S-TK	TK
77	Emily Dwi Dinda Ihan	28	S	S	S	T	S	S	S	S	S	S	S	S	S	S	T	S	S	S	S	S	T	S	S-TK	S-TK	S	S
78	Grace	24	S	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	S	TK	TK	S	S
79	Andika prasetyo	26	TK	TK	TK	TK	TK	TK	TK	TK	TK	TK	TK	TK	TK	TK	S	TK	TK	T	TK	TK	TK	TK	S	S	TK	TK
80	Pengki	27	S	S	S	S	T	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	S	TK	TK	S	S
81	Alfonsus Bramasadewa Putra	19	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S-TK	S	S	S	S	S	S	S	T	T	S	S
82	Dara	19	S	S	S	T	S	S	S	S	S	S	S	S	T	S	T	T	S	S	S	S	S	S	S-TK	T	T	T
83	Ayis Ahmad	21	S	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	S	TK	TK	S	S
84	Deria Anggrani	25	S-TK	S-TK	T	T	S-TK	S	S	S	S	S	T	T	S-TK	S-TK	T	S-TK	S	S-TK	TK	S-TK	S	TK	TK	T	S-TK	S
85	Citra Purnama	27	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S-TK	S	S	S	S	S	S	S	TK	S-TK	S	T
86	Ahmad Fauzi	24	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S-TK	S	S	S	S	S	S	S	S-TK	TK	S	S
87	Yesiana ayu pratimi	23	S	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	S	S-TK	S-TK	S	S
88	Yulia	25	S	S	S	S	S	S	S	S	S	S	S	S	S	S	TK	S	S	S	S	S	S	TK	TK	TK	S	S
89	Ramond	27	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	T	S-TK	S-TK

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90	Faridah	24	S	S	S	S-TK	S-TK	S	S-TK	S	S	S	S	TK	S-TK	T	T	S-TK	S	S-TK	S-TK	S-TK	S-TK	S	S-TK	TK	S-TK	S
91	Usly	25	S	S	S-TK	S-TK	S	S	S-TK	S	S	S	S-TK	S-TK	S	S-TK	TK	S-TK	S-TK	S	S	S	S-TK	S-TK	TK	S-TK	S-TK	S
92	Natalia	23	S-TK	S-TK	S-TK	S	T	S-TK	S-TK	S	S	S-TK	S-TK	S-TK	S-TK	TK	TK	S-TK	S-TK	S-TK	S-TK	S-TK	S	TK	TK	TK	S-TK	S-TK
93	Burhan	17	TK	TK	S-TK	S	TK	TK	S	S	S	S-TK	TK	S-TK	TK	S-TK	S	TK	TK	S-TK	S-TK	S-TK	TK	S	T	S	S-TK	TK
94	Muhammad Hasbi Maulidani	22	S	S	S	S	S	S-TK	S-TK	S-TK	S-TK	S	S	S	S	S-TK	TK	S	S	S	S	S	S	S	S-TK	TK	S	S
95	Haris	26	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	S-TK	T	T	S-TK	S-TK
96	Ola la	22	S-TK	S	S-TK	S-TK	S	S	S-TK	S-TK	S	S	TK	S	S-TK	S-TK	TK	S-TK	S-TK	S-TK	S	S	S	S	S-TK	S-TK	S-TK	S-TK
97	Tiotimus	25	TK	TK	TK	TK	TK	TK	TK	TK	TK	TK	TK	TK	TK	TK	S	TK	TK	T	TK	TK	TK	TK	S-TK	S-TK	TK	TK
98	Susilowati Cho	23	S	S	S-TK	S-TK	S	S	S	S	S-TK	S	S	S	S-TK	S	TK	S	S	S	S	S	S	S	S-TK	T	S-TK	S-TK
99	Najib	24	S-TK	S-TK	S-TK	S-TK	S	S-TK	S-TK	S	S-TK	S-TK	S	S	S-TK	S-TK	TK	S	S	S	S	S-TK	S	S	S-TK	TK	S	S-TK
100	Thian	29	S-TK	S-TK	S	S	S-TK	S-TK	S	S	S	S	S-TK	S-TK	S	S	TK	S	S-TK	S	S	S	S	S	T	T	S-TK	S-TK
	Shopee	**S**	52	66	66	55	41	51	50	58	57	57	54	52	49	49	10	46	54	47	53	55	58	51	4	6	45	44
	Tokopedia	**TK**	8	6	6	11	7	10	9	9	10	8	12	10	11	10	41	6	9	9	10	7	7	14	27	35	8	16
	Keduanya	**S-TK**	39	26	24	26	35	36	38	30	30	32	28	27	34	29	22	40	34	35	32	35	31	26	45	26	31	24
	Tidak keduanya	**T**	1	2	4	8	17	3	3	3	3	3	6	11	6	12	27	8	3	9	5	3	4	9	24	33	16	16
	TOTAL FREKUENSI	0	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Lampiran 2.2 Tabulasi Data Shopee

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Nama	Umur	Per. 1	Per. 2	Per. 3	Per. 4	Per. 5	Per. 6	Per. 7	Per. 8	Per. 9	Per. 10	Per. 11	Per. 12	Per. 13	Per. 14	Per. 15	Per. 16	Per. 17	Per. 18	Per. 19	Per. 20	Per. 21	Per. 22	Per. 23	Per. 24	Per. 25	Per. 26	skor
Alexander A K	30	1	1	0	1	0	0	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	0	0	19
Susan Sandra	22	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Dea ginanjar mandala putra	28	1	1	1	1	1	1	1	1	1	1	1	0	1	0	0	1	1	1	1	1	1	1	0	1	1	1	22
Rahmita	24	1	1	1	0	1	1	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	1	0	0	1	0	20
Khalifah	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
KARIMA FITRIANI	17	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	0	1	1	23
Dessy	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Muhammad Naufal Akbari	18	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	23
Dessy	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Peggy firdha muliana	25	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	24
Almer Savero	22	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	25
Rizky Amilia	27	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Tasya Rahmatika	20	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Muliani	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	0	1	1	23
Puspa	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	0	0	0	21
Fahry Ramadhan	24	1	1	1	1	0	1	1	1	1	1	1	0	1	0	0	1	1	1	1	1	1	1	0	1	0	0	19
Nurraya safitri	19	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Mahyudinnor	25	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	25
Rama	23	0	0	1	1	1	1	1	0	0	1	0	1	1	1	0	0	0	0	1	1	1	1	1	1	1	0	16
Rizki	25	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	0	1	1	23
Said	24	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	0	1	1	22
Marisa	25	1	1	1	1	0	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	1	1	1	23
Putri Maisaroh	24	1	1	1	1	1	1	1	1	1	1	0	1	0	1	0	1	1	1	1	1	1	1	0	0	1	1	21
Elsa Adelfien Lousianne Pimp	24	1	1	1	1	1	1	1	1	1	1	0	0	1	1	0	1	1	1	1	1	1	1	0	0	1	0	20
Gopal	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Nor Alisa Ramadhanti	22	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	25
Yulius	25	1	1	1	1	0	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	0	1	1	22
Bana	20	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Muhammad Hendra Prayogo	25	1	1	1	1	1	0	0	1	1	0	1	0	1	1	0	0	1	1	1	1	1	1	0	0	0	1	17
Novi ikawati	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	25
Muhammad zairinoor azhar	22	1	1	1	1	1	0	0	0	1	1	0	0	0	0	1	0	1	0	1	1	1	0	1	1	1	0	15
Abdul kholil	26	1	1	1	0	0	1	1	0	0	1	0	0	1	1	1	1	0	1	1	1	1	0	0	0	1	1	16
Muhammad Eddwar Suwandi	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Saiful ardian	24	1	1	1	1	1	0	1	1	0	1	1	0	1	1	1	1	1	0	1	1	1	1	0	1	1	0	20
Mershad nugraha agung s	26	1	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	22
Damian Tradi Putra	22	1	1	1	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	24
Dwi Ayu Pratiwi	23	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1	0	0	0	1	21
Damaring Kalpika	28	0	1	0	0	1	0	0	0	0	1	0	1	0	0	1	1	0	0	0	0	0	0	1	1	0	0	8
Fikri Haikal	23	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Ambak	27	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	0	1	0	1	22
Muhammad hafizi	23	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26

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Kulipanggul	25	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	25
Bayu himawan	23	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Dea Amnitra	27	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	0	1	1	0	0	0	0	0	0	18
Putri	27	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	0	0	0	0	1	0	20
Nur Seto Aji	26	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	23
Zivo agus	28	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	0	1	23
Achmad perdana	23	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Larasati Sugiantini	24	1	1	1	1	0	1	1	1	1	1	1	1	1	1	0	1	1	0	1	1	1	1	0	0	1	1	21
Ifan adir	23	0	1	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	0	0	1	1	1	0	0	0	13
Ringgo	24	1	1	1	1	1	1	1	0	0	0	1	0	0	1	1	1	0	0	0	0	1	1	1	1	1	0	16
Edimo	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Aab	25	1	1	1	0	1	1	1	1	1	1	1	1	0	0	1	1	1	1	0	1	1	0	0	1	1	0	19
Robert	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tommy Nugraha	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Niken Hesti Saraswathi	23	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	25
Reza Agustinur	25	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	24
Syarifah saudah	24	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	24
Laras	20	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	0	0	1	0	0	19
Najiwa Octa Asrorina	22	1	1	1	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1	1	1	1	1	0	0	11
Andi	22	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	0	0	22
Sanak kamu TK2	25	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	0	0	1	1	1	23
Denng	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Helmi saputra	25	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Zulfikar	27	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	25
Yulius Fernando	24	1	1	1	1	0	1	1	1	1	1	1	1	1	0	0	0	1	1	0	1	1	1	1	0	0	0	18
Fathur Rizaldi	20	1	1	1	1	1	1	0	1	1	1	1	1	1	0	1	1	1	1	0	1	1	0	1	1	0	0	20
Michael	24	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	24
Muhammad maulana al banja	25	1	0	0	0	1	1	1	1	0	1	0	1	0	1	1	1	0	0	0	1	0	0	1	1	0	0	13
FATHAN AKROMI	27	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	23
Hilda	22	1	1	1	0	0	1	1	1	1	1	0	0	1	0	1	1	1	0	1	1	1	0	1	1	1	1	19
Erwin Apriliansyah	24	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	25
Khenza	30	1	1	1	0	0	1	1	1	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	0	0	20
Dyah Ismiyatun A.	23	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1	0	1	0	1	22
Rizky	24	1	1	1	1	0	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	0	0	1	1	1	21
Edo Ridwan	22	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	1	1	1	1	1	1	0	0	1	1	0	20
Emily Dwi Dinda Ihan	28	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	0	1	1	22
Grace	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Andika prasetyo	26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pengki	27	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	25
Alfonsus Bramasadewa Putra	19	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	25
Dara	19	1	1	1	0	1	1	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	0	1	0	0	20
Ayis Ahmad	21	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26

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Deria Anggrani	25	1	1	0	0	1	1	1	1	1	1	0	0	1	1	1	1	1	1	0	1	1	0	1	1	1	1	20
Citra Purnama	27	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	0	1	0	23
Ahmad Fauzi	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	1	1	1	24
Yesiana ayu pratimi	23	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	24
Yulia	25	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	25
Ramond	27	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Faridah	24	1	1	1	1	1	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	1	1	0	1	1	1	23
Usly	25	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	25
Natalia	23	1	1	1	1	0	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	1	1	1	1	23
Burhan	17	0	0	1	1	0	0	1	1	1	1	0	1	0	1	0	0	0	1	1	1	0	1	1	0	1	0	14
Muhammad Hasbi Maulidani	22	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	25
Haris	26	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Ola la	22	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	23
Tiotimus	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Susilowati Cho	23	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	25
Najib	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	25
Thian	29	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
																												21,19
JUMLAH		91	92	90	81	76	87	88	88	87	89	82	79	83	78	68	86	88	82	85	90	89	77	51	68	76	68	
PROSENTASE		**91%**	**92%**	**90%**	**81%**	**76%**	**87%**	**88%**	**88%**	**87%**	**89%**	**82%**	**79%**	**83%**	**78%**	**68%**	**86%**	**88%**	**82%**	**85%**	**90%**	**89%**	**77%**	**51%**	**68%**	**76%**	**68%**	

Lampiran 2.3 Tabulasi Data Tokopedia

Sampel 1-41

NAMA	UMUR	Per. 1	Per. 2	Per. 3	Per. 4	Per. 5	Per. 6	Per. 7	Per. 8	Per. 9	Per. 10	Per. 11	Per. 12	Per. 13	Per. 14	Per. 15	Per. 16	Per. 17	Per. 18	Per. 19	Per. 20	Per. 21	Per. 22	Per. 23	Per. 24	Per. 25	Per. 26	Skor
Alexander A K	30	0	0	1	1	0	1	0	0	1	0	0	0	1	0	0	0	0	0	1	0	1	0	1	1	0	0	9
Susan Sandra	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Dea ginanjar mandala putra	28	1	0	0	1	1	0	0	1	0	0	1	0	1	0	0	1	0	1	1	1	1	1	0	1	1	0	14
Rahmita	24	0	0	0	0	1	1	1	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	7
Khalifah	24	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
KARIMA FITRIANI	17	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	1	0	3
Dessy	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Muhammad Naufal Akbari	18	1	1	0	1	1	0	0	0	0	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	19
Dessy	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Peggy firdha muliana	25	1	0	0	0	1	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	1	0	0	0	1	1	18
Almer Savero	22	0	0	0	0	0	0	0	0	0	0	1	1	1	0	0	1	1	0	0	0	1	0	0	1	0	0	7
Rizky Amilia	27	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Tasya Rahmatika	20	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	23
Muliani	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Puspa	24	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	4
Fahry Ramadhan	24	0	0	0	1	1	1	1	0	0	1	1	0	0	0	1	1	1	1	1	1	0	1	0	1	0	0	14
Nurraya safitri	19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mahyudinnor	25	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	2
Rama	23	1	1	0	0	0	0	1	0	1	0	1	1	1	0	0	0	1	1	1	1	1	0	1	1	0	1	15
Rizki	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	1	0	0	3
Said	24	1	1	0	1	1	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	0	1	0	1	0	0	19
Marisa	25	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	3
Putri Maisaroh	24	1	0	0	0	1	1	1	1	1	0	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0	10
Elsa Adelfien Lousianne Pimpin	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	2
Gopal	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Nor Alisa Ramadhanti	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Yulius	25	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	2
Bana	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Muhammad Hendra Prayogo	25	1	0	0	1	1	1	1	1	1	1	1	0	1	1	0	0	1	1	0	1	0	1	0	0	0	1	16
Novi ikawati	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Muhammad zairinoor azhar	22	0	0	0	0	1	1	1	1	0	1	1	1	1	0	0	1	0	0	1	1	1	1	0	0	0	0	13
Abdul kholil	26	1	0	1	1	0	1	1	1	1	1	1	0	1	0	0	1	1	1	1	1	1	1	0	0	1	1	19
Muhammad Eddwar Suwandi	25	1	1	1	1	0	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	0	1	1	22
Saiful ardian	24	0	0	0	1	0	0	0	1	1	0	0	1	0	0	0	0	0	1	1	0	0	0	1	0	0	1	8
M ershad nugraha agung s	26	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Damian Tradi Putra	22	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	23
Dwi Ayu Pratiwi	23	1	0	0	0	1	1	1	1	1	0	0	0	1	1	1	0	0	0	1	0	1	1	0	0	1	0	13
Damaring Kalpika	28	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0	1	20
Fikri Haikal	23	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Ambak	27	1	1	1	1	1	1	1	1	1	0	0	0	0	1	1	1	1	1	1	1	1	1	0	1	0	1	20
Muhammad hafizi	23	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26

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Kulipanggul	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bayu himawan	23	0	1	1	0	1	1	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6
Dea Amnitra	27	1	0	0	0	1	1	1	1	0	0	1	1	0	1	0	1	1	1	1	0	0	1	0	0	1	1	15
Putri	27	1	0	0	0	0	1	1	1	1	1	0	0	0	0	0	1	1	1	0	0	0	0	0	0	1	0	10
Nur Seto Aji	26	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Zivo agus	28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	1	1	0	5
Achmad perdana	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Larasati Sugiantini	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Ifan adi r	23	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	1	1	1	23
Ringgo	24	1	1	1	0	1	1	1	1	1	1	0	1	1	0	0	0	1	1	1	1	0	0	1	1	1	1	19
Edimo	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Aab	25	1	1	1	1	1	0	0	0	0	0	0	0	1	1	0	1	1	1	0	1	1	1	0	1	1	1	16
Robert	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Tommy Nugraha	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Niken Hesti Saraswathi	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reza Agustinur	25	1	1	0	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	1	1	1	23
Syarifah saudah	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Laras	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1	1	0	0	1	0	1	0	0	6
Najiwa Octa Asrorina	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Andi	22	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	0	0	23
Sanak kamu TK2	25	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	1	1	1	24
Denng	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Helmi saputra	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Zulfikar	27	0	0	0	0	1	0	0	0	1	1	1	1	1	0	1	1	1	0	0	0	1	0	1	1	1	1	14
Yulius Fernando	24	1	1	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1	1	0	1	1	1	1	0	0	0	10
Fathur Rizaldi	20	1	0	0	0	1	1	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	1	0	0	0	6
Michael	24	0	0	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	5
Muhammad maulana al banjari	25	1	0	0	0	1	1	1	1	0	1	0	1	0	1	1	1	0	0	0	1	0	0	1	1	0	0	13
FATHAN AKROMI	27	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	24
Hilda	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Erwin Apriliansyah	24	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	25
Khenza	30	1	1	0	1	0	1	1	1	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	1	0	0	20
Dyah Ismiyatun A.	23	1	0	0	0	0	1	1	1	1	1	0	1	0	1	0	1	0	1	1	1	0	0	0	0	0	1	13
Rizky	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
Edo Ridwan	22	1	0	0	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	0	1	1	21
Emily Dwi Dinda Ihan	28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
Grace	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Andika prasetyo	26	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	25
Pengki	27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Alfonsus Bramasadewa Putra	19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	2
Dara	19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	2
Ayis Ahmad	21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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Deria Anggrani	25	1	1	0	0	1	0	0	0	0	0	0	0	1	1	1	1	0	1	1	1	0	1	0	1	1	0	13
Citra Purnama	27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ahmad Fauzi	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Yesiana ayu pratimi	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Yulia	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1
Ramond	27	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Faridah	24	0	0	0	1	1	0	1	0	0	0	0	1	1	0	1	1	0	1	1	1	1	0	0	0	1	0	12
Usly	25	0	0	1	1	0	0	1	0	0	0	1	1	0	1	0	1	1	0	0	0	1	1	0	0	1	0	11
Natalia	23	1	1	1	0	0	1	1	0	0	1	1	1	1	1	0	1	1	1	1	1	0	1	0	0	1	1	18
Burhan	17	1	1	1	0	1	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	21
Muhammad Hasbi Maulidani	22	0	0	0	0	0	1	1	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	5
Haris	26	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	26
Ola la	22	1	0	1	1	0	0	1	1	0	0	1	0	1	1	0	1	1	1	0	0	0	0	0	0	1	1	13
Tiotimus	25	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	0	1	1	23
Susilowati Cho	23	0	0	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	1	1	7
Najib	24	1	1	1	1	0	1	1	0	1	1	0	0	1	1	0	0	0	0	0	1	0	0	0	0	0	1	12
Thian	29	1	1	0	0	1	1	0	0	0	0	1	1	0	0	0	0	1	0	0	0	0	0	1	1	1	1	11
																												10,39
JUMLAH		47	32	30	37	42	46	47	39	40	40	40	37	45	39	37	46	43	44	42	42	38	40	28	39	39	40	
PROSENTASE		**47%**	**32%**	**30%**	**37%**	**42%**	**46%**	**47%**	**39%**	**40%**	**40%**	**40%**	**37%**	**45%**	**39%**	**37%**	**46%**	**43%**	**44%**	**42%**	**42%**	**38%**	**40%**	**28%**	**39%**	**39%**	**40%**	

Lampiran 3.1 Validasi Data Kuesioner untuk Shopee

Item Pernyataan 1-10

Correlations

		Item_1	Item_2	Item_3	Item_4	Item_5	Item_6	Item_7	Item_8	Item_9	Item_10	Item_11	Item_12	Item_13	Item_14	Item_15	Item_16	Item_17	Item_18	Item_19	Item_20	Item_21	Item_22	Item_23	Item_24	Item_25	Item_26	Skor_Total
Item_1	Pearson Correlation	1	.809**	.711**	.471**	.396**	.710**	.637**	.744**	.710**	.448**	.580**	.267**	.509**	.339**	.309*	.578**	.744**	.489**	.553**	.711**	.671**	.326**	.041	.309*	.396**	.458**	.802**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.007	.000	.001	.002	.000	.000	.000	.000	.000	.000	.001	.684	.002	.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	100	100	100	100	100	100
Item_2	Pearson Correlation	.809**	1	.639**	.421**	.352**	.544**	.458**	.572**	.653**	.485**	.629**	.300**	.553**	.288**	.351**	.625**	.799**	.533**	.496**	.516**	.721**	.364**	.080	.272**	.352**	.430**	.766**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.002	.000	.004	.000	.000	.000	.000	.000	.000	.000	.000	.431	.006	.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	100	100	100	100	100	100
Item_3	Pearson Correlation	.711**	.639**	1	.603**	.359**	.664**	.595**	.595**	.664**	.415**	.538**	.319**	.470**	.306**	.129	.346**	.595**	.538**	.700**	.667**	.629**	.531**	.007	.200*	.515**	.414**	.760**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.002	.202	.000	.000	.000	.000	.000	.000	.000	.948	.046	.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	100	100	100	100	100	100
Item_4	Pearson Correlation	.471**	.421**	.603**	1	.265**	.343**	.370**	.449**	.495**	.237*	.437**	.251*	.459**	.235*	.050	.245*	.449**	.370**	.510**	.433**	.563**	.402**	.137	.269*	.384**	.378**	.605**
	Sig. (2-tailed)	.000	.000	.000		.008	.000	.000	.000	.000	.018	.000	.012	.000	.019	.619	.014	.000	.000	.000	.000	.000	.000	.174	.007	.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	100	100	100	100	100	100
Item_5	Pearson Correlation	.396**	.352**	.359**	.265**	1	.409**	.369**	.369**	.340**	.251*	.285**	.228*	.182	.323**	.217*	.381**	.369**	.407**	.223*	.359**	.251*	.305**	.105	.217*	.342**	.267**	.517**
	Sig. (2-tailed)	.000	.000	.000	.008		.000	.000	.000	.001	.012	.004	.023	.070	.001	.030	.000	.000	.000	.026	.000	.012	.002	.299	.030	.000	.007	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Item_6	Pearson Correlation	.710**	.544**	.664**	.343**	.409**	1	.772**	.681**	.646**	.529**	.515**	.458**	.537**	.369**	.181	.615**	.589**	.593**	.421**	.565**	.529**	.354**	.037	.245*	.479**	.500**	.774**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.071	.000	.000	.000	.000	.000	.000	.000	.711	.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	100	100	100	100	100	100
Item_7	Pearson Correlation	.637**	.458**	.595**	.370**	.369**	.772**	1	.716**	.589**	.559**	.468**	.414**	.488**	.472**	.142	.560**	.527**	.468**	.534**	.595**	.460**	.383**	.069	.274**	.513**	.406**	.749**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.157	.000	.000	.000	.000	.000	.000	.000	.495	.006	.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	100	100	100	100	100	100
Item_8	Pearson Correlation	.744**	.572**	.595**	.449**	.369**	.681**	.716**	1	.864**	.559**	.628**	.490**	.570**	.398**	.142	.560**	.811**	.628**	.534**	.698**	.460**	.383**	.007	.208*	.369**	.472**	.805**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.157	.000	.000	.000	.000	.000	.000	.000	.942	.037	.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	100	100	100	100	100	100
Item_9	Pearson Correlation	.710**	.653**	.664**	.495**	.340**	.646**	.589**	.864**	1	.529**	.593**	.458**	.537**	.297*	.117	.444**	.864**	.670**	.587**	.664**	.529**	.354**	.037	.181	.409**	.500**	.793**
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.000	.000	.000		.000	.000	.000	.000	.003	.245	.000	.000	.000	.000	.000	.000	.000	.711	.071	.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	100	100	100	100	100	100
Item_10	Pearson Correlation	.448**	.485**	.415**	.237*	.251*	.529**	.559**	.559**	.529**	1	.334**	.525**	.436**	.276**	.307**	.503**	.559**	.418**	.389**	.522**	.387**	.188	.167	.238*	.476**	.238*	.641**
	Sig. (2-tailed)	.000	.000	.000	.018	.012	.000	.000	.000	.000		.001	.000	.000	.005	.002	.000	.000	.000	.000	.000	.000	.062	.097	.017	.000	.017	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

*. Correlation is significant at the 0.05 level (2-tailed).

Item Pernyataan 11-26

Correlations

		Item_1	Item_2	Item_3	Item_4	Item_5	Item_6	Item_7	Item_8	Item_9	Item_10	Item_11	Item_12	Item_13	Item_14	Item_15	Item_16	Item_17	Item_18	Item_19	Item_20	Item_21	Item_22	Item_23	Item_24	Item_25	Item_26	Skor_Total
Item_11	Pearson Correlation	.580	.629	.538	.437	.285	.515	.468	.628	.593	.334	1	.525	.550	.317	.181	.486	.708	.526	.386	.364	.501	.424	.009	.237	.285	.404	.698
	Sig. (2-tailed)	.000	.000	.000	.000	.004	.000	.000	.000	.000	.001		.000	.000	.001	.072	.000	.000	.000	.000	.000	.000	.000	.926	.018	.004	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Item_12	Pearson Correlation	.267	.300	.319	.251	.228	.458	.414	.490	.458	.525	.525	1	.355	.378	.120	.358	.414	.397	.265	.319	.211	.243	.182	.120	.285	.278	.548
	Sig. (2-tailed)	.007	.002	.001	.012	.023	.000	.000	.000	.000	.000	.000		.000	.000	.234	.000	.000	.000	.008	.001	.035	.015	.070	.234	.004	.005	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Item_13	Pearson Correlation	.509	.553	.470	.459	.182	.537	.488	.570	.537	.436	.550	.355	1	.402	.203	.508	.652	.481	.481	.470	.522	.385	.142	.146	.369	.546	.705
	Sig. (2-tailed)	.000	.000	.000	.000	.070	.000	.000	.000	.000	.000	.000	.000		.000	.043	.000	.000	.000	.000	.000	.000	.000	.158	.147	.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	100	100	100	100	100	100
Item_14	Pearson Correlation	.339	.288	.306	.235	.323	.369	.472	.398	.297	.276	.317	.378	.402	1	.257	.342	.324	.442	.453	.306	.276	.570	.107	.050	.323	.412	.564
	Sig. (2-tailed)	.001	.004	.002	.019	.001	.000	.000	.000	.003	.005	.001	.000	.000		.010	.000	.001	.000	.000	.002	.005	.000	.288	.624	.001	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Item_15	Pearson Correlation	.309	.351	.129	.050	.217	.181	.142	.142	.117	.307	.181	.120	.203	.257	1	.279	.208	.125	.132	.129	.170	.084	.400	.494	.267	.311	.405
	Sig. (2-tailed)	.002	.000	.202	.619	.030	.071	.157	.157	.245	.002	.072	.234	.043	.010		.005	.037	.215	.190	.202	.091	.409	.000	.000	.007	.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Item_16	Pearson Correlation	.578	.625	.346	.245	.381	.615	.560	.560	.444	.503	.486	.358	.508	.342	.279	1	.560	.411	.395	.442	.411	.259	.066	.217	.448	.526	.680
	Sig. (2-tailed)	.000	.000	.000	.014	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.005		.000	.000	.000	.000	.000	.009	.516	.030	.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	100	100	100	100	100	100
Item_17	Pearson Correlation	.744	.799	.595	.449	.369	.589	.527	.811	.864	.559	.708	.414	.652	.324	.208	.560	1	.628	.534	.595	.657	.383	.007	.208	.369	.472	.810
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.037	.000		.000	.000	.000	.000	.000	.942	.037	.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	100	100	100	100	100	100
Item_18	Pearson Correlation	.489	.533	.538	.370	.407	.593	.468	.628	.670	.418	.526	.397	.481	.442	.125	.411	.628	1	.386	.451	.418	.424	-.043	.013	.346	.460	.677
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.215	.000	.000		.000	.000	.000	.000	.673	.895	.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	100	100	100	100	100	100
Item_19	Pearson Correlation	.553	.496	.700	.510	.223	.421	.534	.534	.587	.389	.386	.265	.481	.453	.132	.395	.534	.386	1	.607	.479	.502	-.020	.192	.485	.552	.689
	Sig. (2-tailed)	.000	.000	.000	.000	.026	.000	.000	.000	.000	.000	.000	.008	.000	.000	.190	.000	.000	.000		.000	.000	.000	.846	.056	.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	100	100	100	100	100	100
Item_20	Pearson Correlation	.711	.516	.667	.433	.359	.565	.595	.698	.664	.522	.364	.319	.470	.306	.129	.442	.595	.451	.607	1	.522	.372	.073	.200	.437	.414	.716
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.002	.202	.000	.000	.000	.000		.000	.000	.468	.046	.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	100	100	100	100	100	100
Item_21	Pearson Correlation	.671	.721	.629	.563	.251	.529	.460	.460	.529	.387	.501	.211	.522	.276	.170	.411	.657	.418	.479	.522	1	.339	.103	.307	.326	.307	.677
	Sig. (2-tailed)	.000	.000	.000	.000	.012	.000	.000	.000	.000	.000	.000	.035	.000	.005	.091	.000	.000	.000	.000	.000		.001	.308	.002	.001	.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Item_22	Pearson Correlation	.326	.364	.531	.402	.305	.354	.383	.383	.354	.188	.424	.243	.385	.570	.084	.259	.383	.424	.502	.372	.339	1	.082	.033	.305	.389	.563
	Sig. (2-tailed)	.001	.000	.000	.000	.002	.000	.000	.000	.000	.062	.000	.015	.000	.000	.409	.009	.000	.000	.000	.000	.001		.416	.747	.002	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Item_23	Pearson Correlation	.041	.080	.007	.137	.105	.037	.069	.007	.037	.167	.009	.182	.142	.107	.400	.066	.007	-.043	-.020	.073	.103	.082	1	.485	.105	.014	.241
	Sig. (2-tailed)	.684	.431	.948	.174	.299	.711	.495	.942	.711	.097	.926	.070	.158	.288	.000	.516	.942	.673	.846	.468	.308	.416		.000	.299	.892	.016
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Item_24	Pearson Correlation	.309	.272	.200	.269	.217	.245	.274	.208	.181	.238	.237	.120	.146	.050	.494	.217	.208	.013	.192	.200	.307	.033	.485	1	.167	.173	.409
	Sig. (2-tailed)	.002	.006	.046	.007	.030	.014	.006	.037	.071	.017	.018	.234	.147	.624	.000	.030	.037	.895	.056	.046	.002	.747	.000		.097	.086	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Item_25	Pearson Correlation	.396	.352	.515	.384	.342	.479	.513	.369	.409	.476	.285	.285	.369	.323	.267	.448	.369	.346	.485	.437	.326	.305	.105	.167	1	.618	.625
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.004	.004	.000	.001	.007	.000	.000	.000	.000	.000	.001	.002	.299	.097		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Item_26	Pearson Correlation	.458	.430	.414	.378	.267	.500	.406	.472	.500	.238	.404	.278	.546	.412	.311	.526	.472	.460	.552	.414	.307	.389	.014	.173	.618	1	.662
	Sig. (2-tailed)	.000	.000	.000	.000	.007	.000	.000	.000	.000	.017	.000	.005	.000	.000	.002	.000	.000	.000	.000	.000	.002	.000	.892	.086	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Skor_Total	Pearson Correlation	.802	.766	.760	.605	.517	.774	.749	.805	.793	.641	.698	.548	.705	.564	.405	.680	.810	.677	.689	.716	.677	.563	.241	.409	.625	.662	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.016	.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	100	100	100	100	100	100

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

*. Correlation is significant at the 0.05 level (2-tailed).

Lampiran 3.2 Reliabilitas Data Kuesioner untuk Shopee

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.936	26

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Item_1	20.28	34.729	.784	.	.932
Item_2	20.27	34.987	.746	.	.933
Item_3	20.29	34.753	.738	.	.933
Item_4	20.38	34.703	.562	.	.934
Item_5	20.43	34.934	.463	.	.936
Item_6	20.32	34.381	.750	.	.932
Item_7	20.31	34.580	.724	.	.932
Item_8	20.31	34.357	.785	.	.932
Item_9	20.32	34.301	.771	.	.932
Item_10	20.30	35.101	.609	.	.934
Item_11	20.37	34.316	.664	.	.933
Item_12	20.40	34.889	.499	.	.935
Item_13	20.36	34.354	.672	.	.933
Item_14	20.41	34.770	.514	.	.935
Item_15	20.51	35.364	.338	.	.938
Item_16	20.33	34.688	.647	.	.933
Item_17	20.31	34.337	.790	.	.932
Item_18	20.37	34.417	.641	.	.933
Item_19	20.34	34.570	.656	.	.933
Item_20	20.29	34.915	.691	.	.933
Item_21	20.30	34.960	.648	.	.933
Item_22	20.42	34.731	.513	.	.935
Item_23	20.68	36.240	.161	.	.942
Item_24	20.51	35.343	.342	.	.938
Item_25	20.43	34.369	.579	.	.934
Item_26	20.51	33.889	.616	.	.934

Lampiran 3.3 Validasi Data Kuesioner untuk Tokopedia

Item Pernyataan 1-10

Correlations

		Item_1	Item_2	Item_3	Item_4	Item_5	Item_6	Item_7	Item_8	Item_9	Item_10	Item_11	Item_12	Item_13	Item_14	Item_15	Item_16	Item_17	Item_18	Item_19	Item_20	Item_21	Item_22	Item_23	Item_24	Item_25	Item_26	Skor_Total
Item_1	Pearson Correlation	1	.686	.477	.523	.619	.658	.599	.726	.622	.663	.663	.523	.679	.685	.357	.658	.639	.699	.619	.782	.584	.622	.394	.397	.603	.663	.842
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.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	100	100	100	100	100	100
Item_2	Pearson Correlation	.686	1	.627	.540	.502	.485	.385	.418	.534	.621	.534	.540	.586	.594	.362	.442	.573	.558	.546	.719	.567	.534	.479	.506	.462	.578	.747
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.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	100	100	100	100	100	100
Item_3	Pearson Correlation	.477	.627	1	.673	.327	.447	.389	.416	.535	.535	.445	.402	.548	.595	.267	.447	.533	.431	.416	.504	.477	.445	.321	.371	.550	.579	.662
	Sig. (2-tailed)	.000	.000		.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.007	.000	.000	.000	.000	.000	.000	.000	.001	.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	100	100	100	100	100	100
Item_4	Pearson Correlation	.523	.540	.673	1	.397	.373	.440	.534	.558	.558	.558	.399	.597	.576	.271	.498	.506	.614	.523	.649	.595	.643	.306	.406	.491	.516	.715
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.006	.000	.000	.000	.000	.000	.000	.000	.002	.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	100	100	100	100	100	100
Item_5	Pearson Correlation	.619	.502	.327	.397	1	.597	.457	.566	.463	.546	.587	.481	.574	.524	.565	.637	.530	.470	.548	.631	.503	.546	.327	.441	.524	.463	.721
	Sig. (2-tailed)	.000	.000	.001	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.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	100	100	100	100	100	100
Item_6	Pearson Correlation	.658	.485	.447	.373	.597	1	.779	.702	.680	.680	.557	.456	.496	.578	.332	.597	.536	.435	.597	.597	.394	.516	.273	.290	.373	.516	.728
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.006	.003	.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	100	100	100	100	100	100
Item_7	Pearson Correlation	.599	.385	.389	.440	.457	.779	1	.726	.622	.581	.581	.482	.518	.603	.316	.618	.558	.497	.579	.619	.419	.540	.127	.192	.397	.499	.707
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.209	.056	.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	100	100	100	100	100	100
Item_8	Pearson Correlation	.726	.418	.416	.534	.566	.702	.726	1	.770	.644	.644	.534	.596	.622	.321	.661	.548	.613	.649	.649	.514	.603	.278	.285	.496	.561	.787
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.005	.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	100	100	100	100	100	100
Item_9	Pearson Correlation	.622	.534	.535	.558	.463	.680	.622	.770	1	.667	.542	.474	.656	.519	.304	.475	.528	.510	.587	.587	.538	.458	.355	.352	.435	.625	.750
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.002	.000	.000	.000	.000	.000	.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	100	100	100	100	100	100
Item_10	Pearson Correlation	.663	.621	.535	.558	.546	.680	.581	.644	.667	1	.667	.600	.615	.603	.389	.598	.610	.633	.587	.794	.538	.542	.400	.352	.477	.583	.807
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000

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

Item Pernyataan 11-26

Correlations

		Item_1	Item_2	Item_3	Item_4	Item_5	Item_6	Item_7	Item_8	Item_9	Item_10	Item_11	Item_12	Item_13	Item_14	Item_15	Item_16	Item_17	Item_18	Item_19	Item_20	Item_21	Item_22	Item_23	Item_24	Item_25	Item_26	Skor_Total
Item_10	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Item_11	Pearson Correlation	.663**	.534**	.445**	.558**	.587**	.557**	.581**	.644**	.542**	.667**	1	.685**	.739**	.561**	.347**	.721**	.734**	.592**	.629**	.670**	.664**	.667**	.355**	.435**	.603**	.625**	.824**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.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	100	100	100	100	100	100
Item_12	Pearson Correlation	.523**	.540**	.402**	.399**	.481**	.456**	.482**	.534**	.474**	.600**	.685**	1	.556**	.576**	.314**	.581**	.548**	.489**	.607**	.607**	.595**	.431**	.491**	.406**	.576**	.643**	.728**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.001	.000	.000	.000	.000	.000	.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	100	100	100	100	100	100
Item_13	Pearson Correlation	.679**	.586**	.548**	.597**	.574**	.496**	.518**	.596**	.656**	.615**	.739**	.556**	1	.554**	.348**	.657**	.554**	.575**	.656**	.737**	.700**	.574**	.331**	.472**	.678**	.615**	.814**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.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	100	100	100	100	100	100
Item_14	Pearson Correlation	.685**	.594**	.595**	.576**	.524**	.578**	.603**	.622**	.519**	.603**	.561**	.576**	.554**	1	.406**	.620**	.548**	.572**	.524**	.649**	.514**	.603**	.278**	.327**	.538**	.603**	.769**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.005	.001	.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	100	100	100	100	100	100
Item_15	Pearson Correlation	.357**	.362**	.267**	.271**	.565**	.332**	.316**	.321**	.304**	.389**	.347**	.314**	.348**	.406**	1	.456**	.380**	.322**	.439**	.439**	.381**	.347**	.399**	.449**	.321**	.304**	.527**
	Sig. (2-tailed)	.000	.000	.007	.006	.000	.001	.001	.001	.002	.000	.000	.001	.000	.000		.000	.000	.001	.000	.000	.000	.000	.000	.000	.001	.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Item_16	Pearson Correlation	.658**	.442**	.447**	.498**	.637**	.597**	.618**	.661**	.475**	.598**	.721**	.581**	.657**	.620**	.456**	1	.657**	.597**	.597**	.678**	.600**	.598**	.229*	.373**	.620**	.475**	.788**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.022	.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	100	100	100	100	100	100
Item_17	Pearson Correlation	.639**	.573**	.533**	.506**	.530**	.536**	.558**	.548**	.528**	.610**	.734**	.548**	.554**	.548**	.380**	.657**	1	.654**	.570**	.611**	.568**	.569**	.358**	.465**	.631**	.651**	.785**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.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	100	100	100	100	100	100
Item_18	Pearson Correlation	.699**	.558**	.431**	.614**	.470**	.435**	.497**	.613**	.510**	.633**	.592**	.489**	.575**	.572**	.322**	.597**	.654**	1	.715**	.756**	.510**	.592**	.300**	.406**	.530**	.592**	.765**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000		.000	.000	.000	.000	.002	.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	100	100	100	100	100	100
Item_19	Pearson Correlation	.619**	.546**	.416**	.523**	.548**	.597**	.579**	.649**	.587**	.587**	.629**	.607**	.656**	.524**	.439**	.597**	.570**	.715**	1	.754**	.628**	.629**	.372**	.483**	.566**	.546**	.801**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.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	100	100	100	100	100	100
Item_20	Pearson Correlation	.782**	.719**	.504**	.649**	.631**	.597**	.619**	.649**	.587**	.794**	.670**	.607**	.737**	.649**	.439**	.678**	.611**	.756**	.754**	1	.670**	.670**	.372**	.483**	.524**	.629**	.875**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.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	100	100	100	100	100	100
Item_21	Pearson Correlation	.584**	.567**	.477**	.595**	.503**	.394**	.419**	.514**	.538**	.538**	.664**	.595**	.700**	.514**	.381**	.600**	.568**	.510**	.628**	.670**	1	.580**	.429**	.430**	.557**	.496**	.752**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.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	100	100	100	100	100	100
Item_22	Pearson Correlation	.622**	.534**	.445**	.643**	.546**	.516**	.540**	.603**	.458**	.542**	.667**	.431**	.574**	.603**	.347**	.598**	.569**	.592**	.629**	.670**	.580**	1	.218*	.393**	.519**	.458**	.746**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.029	.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	100	100	100	100	100	100
Item_23	Pearson Correlation	.394**	.479**	.321**	.306**	.327**	.273**	.127	.278**	.355**	.400**	.355**	.491**	.331**	.278**	.399**	.229*	.358**	.300**	.372**	.372**	.429**	.218*	1	.643**	.323**	.355**	.502**
	Sig. (2-tailed)	.000	.000	.001	.002	.001	.006	.209	.005	.000	.000	.000	.000	.001	.005	.000	.022	.000	.002	.000	.000	.000	.029		.000	.001	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Item_24	Pearson Correlation	.397**	.506**	.371**	.406**	.441**	.290**	.192*	.285**	.352**	.352**	.435**	.406**	.472**	.327**	.449**	.373**	.465**	.406**	.483**	.483**	.430**	.393**	.643**	1	.412**	.352**	.577**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.003	.056	.004	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.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	100	100	100	100	100	100
Item_25	Pearson Correlation	.603**	.462**	.550**	.491**	.524**	.373**	.397**	.496**	.435**	.477**	.603**	.576**	.678**	.538**	.321**	.620**	.631**	.530**	.566**	.524**	.567**	.519**	.323**	.412**	1	.644**	.721**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.001	.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	100	100	100	100	100	100
Item_26	Pearson Correlation	.663**	.578**	.579**	.516**	.463**	.516**	.499**	.561**	.625**	.583**	.625**	.643**	.615**	.603**	.304**	.475**	.651**	.592**	.546**	.629**	.496**	.458**	.355**	.352**	.644**	1	.759**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.002	.000	.000	.000	.000	.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	100	100	100	100	100	100
Skor_Total	Pearson Correlation	.842**	.747**	.662**	.715**	.721**	.728**	.707**	.787**	.750**	.807**	.824**	.728**	.814**	.769**	.527**	.788**	.785**	.765**	.801**	.875**	.752**	.746**	.502**	.577**	.721**	.759**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.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	100	100	100	100	100	100

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

*. Correlation is significant at the 0.05 level (2-tailed).

Lampiran 3.4 Reliabilitas Data Kuesioner untuk Tokopedia

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.967	26

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Item_1	9.92	81.044	.825	.	.965
Item_2	10.07	82.369	.723	.	.965
Item_3	10.09	83.214	.633	.	.966
Item_4	10.02	82.444	.688	.	.966
Item_5	9.97	82.252	.694	.	.966
Item_6	9.93	82.126	.701	.	.966
Item_7	9.92	82.317	.679	.	.966
Item_8	10.00	81.717	.766	.	.965
Item_9	9.99	82.030	.726	.	.965
Item_10	9.99	81.505	.787	.	.965
Item_11	9.99	81.343	.806	.	.965
Item_12	10.02	82.323	.703	.	.966
Item_13	9.94	81.330	.795	.	.965
Item_14	10.00	81.879	.747	.	.965
Item_15	10.02	84.161	.488	.	.967
Item_16	9.93	81.561	.766	.	.965
Item_17	9.96	81.635	.763	.	.965
Item_18	9.95	81.806	.741	.	.965
Item_19	9.97	81.504	.781	.	.965
Item_20	9.97	80.817	.861	.	.964
Item_21	10.01	82.071	.728	.	.965
Item_22	9.99	82.071	.721	.	.966
Item_23	10.11	84.685	.464	.	.967
Item_24	10.00	83.657	.541	.	.967
Item_25	10.00	82.323	.695	.	.966
Item_26	9.99	81.949	.735	.	.965

Lampiran 4.1 Uji Normalitas

Case Processing Summary

	E commerce	Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Kepuasan	Shopee	26	100.0%	0	.0%	26	100.0%
	Tokopedia	26	100.0%	0	.0%	26	100.0%

Descriptives

E commerce				Statistic	Std. Error
Kepuasan	Shopee		Mean	81.50	1.863
		95% Confidence Interval for Mean	Lower Bound	77.66	
			Upper Bound	85.34	
			5% Trimmed Mean	82.41	
			Median	84.00	
			Variance	90.260	
			Std. Deviation	9.501	
			Minimum	51	
			Maximum	92	
			Range	41	
			Interquartile Range	12	
			Skewness	-1.559	.456
			Kurtosis	2.924	.887
	Tokopedia		Mean	39.96	.941
		95% Confidence Interval for Mean	Lower Bound	38.02	
			Upper Bound	41.90	
			5% Trimmed Mean	40.21	
			Median	40.00	
			Variance	22.998	
			Std. Deviation	4.796	
			Minimum	28	
			Maximum	47	
			Range	19	
			Interquartile Range	6	
			Skewness	-.750	.456
			Kurtosis	.758	.887

Tests of Normality

	E commerce	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Kepuasan	Shopee	.144	26	.178	.853	26	.002
	Tokopedia	.153	26	.120	.929	26	.072

a. Lilliefors Significance Correction

Lampiran 4.2 Uji Beda (*Wilcoxon*)

Wilcoxon Signed Ranks Test

Ranks

		N	Mean Rank	Sum of Ranks
Tokopedia - Shopee	Negative Ranks	26[a]	13.50	351.00
	Positive Ranks	0[b]	.00	.00
	Ties	0[c]		
	Total	26		

a. Tokopedia < Shopee

b. Tokopedia > Shopee

c. Tokopedia = Shopee

Test Statistics[b]

	Tokopedia - Shopee
Z	-4.459[a]
Asymp. Sig. (2-tailed)	.000

a. Based on positive ranks.

b. Wilcoxon Signed Ranks Test