



Lampiran 1

KUISIONER PENELITIAN

“Pengaruh Nilai Hedonik dan Nilai Utilitarian Terhadap Kepuasan Konsumen Serta Dampaknya Terhadap Minat Beli Ulang Pada *E-Commerce* Shopee”

A. Pembuka

Responden yang saya hormati, perkenalkan, saya Indrika Ainanur, mahasiswi Fakultas Ekonomi Jurusan Manajemen Pemasaran di Universitas Darma Persada. Saat ini saya sedang menyusun skripsi penelitian tentang **“PENGARUH NILAI HEDONIK DAN NILAI UTILITARIAN TERHADAP KEPUASAN KONSUMEN SERTA DAMPAKNYA TERHADAP MINAT BELI ULANG PADA *E-COMMERCE* SHOPEE”** (Studi kasus pada konsumen *e-commerce* Shopee pembelian *fashion* di wilayah Bekasi Utara). Saya berharap kesediaan Anda untuk mengisi kuisisioner penelitian ini dalam rangka menghimpun data yang saya perlukan dengan sebenar-benarnya. Sehubungan dengan hal tersebut kerahasiaan Anda terjamin dan hanya akan digunakan untuk kepentingan akademik. Demikian permohonan ini saya sampaikan, atas perhatiannya saya ucapkan terimakasih.

B. Pertanyaan Penyaring

Untuk pertanyaan dibawah ini berilah tanda (x) sesuai dengan pilihan yang disediakan

1. Apakah anda pernah melakukan pembelian produk *fashion* di *E-commerce* Shopee?

| | |
|---------------------|-------------------------------|
| (a) IYA (Lanjutkan) | (b) TIDAK (Stop, Terimakasih) |
|---------------------|-------------------------------|
2. Apakah anda tinggal di wilayah Bekasi Utara?

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|---------------------|-------------------------------|
| (a) IYA (Lanjutkan) | (b) TIDAK (Stop, Terimakasih) |
|---------------------|-------------------------------|
3. Apakah anda sudah berusia 17 Tahun atau lebih?

| | |
|---------------------|-------------------------------|
| (a) IYA (Lanjutkan) | (b) TIDAK (Stop, Terimakasih) |
|---------------------|-------------------------------|

C. Identitas Responden

Nama Responden :

No.Telepon :

E-mail :

Silahkan beri tanda (X) pada jawaban yang paling tepat dan sesuai.

1. Jenis kelamin :
 - a. Pria
 - b. Wanita
2. Usia :
 - a. 17-24 tahun
 - b. 25-34 tahun
 - c. 35-44 tahun
 - d. 45-54 tahun
3. Pendidikan Terakhir :
 - a. SMA
 - b. D3
 - c. Sarjana
 - d. Pasca Sarjana
4. Pekerjaan :
 - a. Pelajar / Mahasiswa
 - b. Karyawan/ Pegawai
 - c. Pekerja Lepas
 - d. Wiraswasta
5. Pengeluaran Perbulan :
 - a. 500rb – 1jt
 - b. 1jt – 2jt
 - c. 2jt- 3jt
 - d. >3jt
6. Jenis Operating System :
 - a. Android
 - b. Ios
7. Dari mana anda mengetahui adanya Shopee :
 - a. Teman
 - b. Keluarga
 - c. Media Social / Internet
 - d. iklan
8. Sudah berapa kali anda menggunakan Shopee dalam sebulan :
 - a. 1 kali
 - b. 2 kali
 - c. 3 – 5 kali
 - d. > 5 kali
9. Apa yang membuat anda tertarik untuk berbelanja di Shopee :
 - a. Karena mudah dalam menggunakan aplikasinya
 - b. Karena rekomendasi dari kerabat / konsumen lain
 - c. Karena sering melihat iklan
10. Tahukah anda bahwa Shopee merupakan perusahaan teknologi asal singapura?
 - a. Iya
 - b. Tidak

D. Petunjuk Pengisian

Berilah tanda (√) pada salah satu kotak yang sesuai dengan pendapat Anda.

Kriteria Penilaian :

Sangat Tidak Setuju (STS) : Skor 1

Tidak Setuju (TS) : Skor 2

Netral (N) : Skor 3
 Setuju (S) : Skor 4
 Sangat Setuju (SS) : Skor 5

E. Kuisisioner

| Nilai Hedonik (X1) Shopee | | | | | | |
|---------------------------|--|-----|----|---|---|----|
| No. | Pertanyaan | STS | TS | N | S | SS |
| 1. | Konsumen menganggap belanja di <i>E-commerce</i> Shopee sebagai hiburan | | | | | |
| 2. | Konsumen merasakan bahwa kegiatan berbelanja di <i>E-commerce</i> Shopee memuaskan fantasi | | | | | |
| 3. | Berbelanja di <i>E-commerce</i> Shopee merupakan cara saya untuk meluangkan waktu bersama dengan orang terdekat | | | | | |
| 4. | konsumen menganggap berbelanja di <i>E-commerce</i> Shopee adalah sarana bersenang-senang dengan teman-teman atau keluarga | | | | | |
| 5. | Konsumen merasa puas setelah berbelanja di <i>E-commerce</i> Shopee | | | | | |
| 6. | Dengan berbelanja di <i>E-commerce</i> Shopee stress yang saya hadapi berkurang | | | | | |
| 7. | Berbelanja di <i>E-commerce</i> Shopee adalah gaya hidup konsumen saat ini | | | | | |
| 8. | Berbelanja di <i>E-commerce</i> Shopee adalah mode terbaru pada konsumen | | | | | |
| 9. | Saya menikmati dan merasa senang berbelanja produk <i>fashion</i> di <i>E-commerce</i> Shopee untuk kerabat serta keluarga | | | | | |
| 10. | Saya menikmati dan merasa puas melihat-lihat dan berbelanja produk <i>fashion</i> di <i>E-commerce</i> Shopee untuk diri sendiri | | | | | |
| 11. | Saya sering berbelanja produk <i>fashion</i> ketika sedang ada promo pada <i>E-commerce</i> Shopee | | | | | |

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|--------------------------------------|---|--|--|--|--|--|
| 12. | <i>E-commerce</i> Shopee memberikan harga yang sesuai dengan kualitas produk yang diberikan | | | | | |
| Nilai Utilitarian (X2) Shopee | | | | | | |
| 13. | Dengan saya berbelanja di <i>E-commerce</i> Shopee dapat menghemat dana dan waktu saya | | | | | |
| 14. | Dengan saya berbelanja di <i>E-commerce</i> Shopee saya dapat mempergunakan waktu saya seefisien mungkin | | | | | |
| 15. | Saya merasa puas ketika berbelanja di <i>E-commerce</i> Shopee saat pemilihan produk yang sesuai | | | | | |
| 16. | Saya merasa puas ketika berbelanja di <i>E-commerce</i> Shopee saat pencarian produk yang sesuai | | | | | |
| Kepuasan Konsumen (Z) Shopee | | | | | | |
| 17. | <i>E-commerce</i> Shopee memberi kepuasan dengan kualitas produk yang dijual | | | | | |
| 18. | <i>E-commerce</i> Shopee menawarkan produk yang menarik dibandingkan <i>E-commerce</i> lainnya | | | | | |
| 19. | <i>E-commerce</i> Shopee memberikan kepuasan melalui pilihan produk yang memiliki kualitas sama dengan harga yang relatif murah | | | | | |
| 20. | <i>E-commerce</i> Shopee menawarkan harga yang sesuai dengan kualitas produk yang dipilih konsumen | | | | | |
| 21. | <i>E-commerce</i> Shopee memberi kepuasan melalui layanan yang sesuai dengan harapan konsumen | | | | | |
| 22. | <i>E-commerce</i> Shopee memberikan kepuasan konsumen melalui pesanan yang diterima konsumen tanpa adanya kerusakan | | | | | |
| 23. | Berbelanja di <i>E-commerce</i> Shopee memberikan rasa kebanggaan dan kepuasan | | | | | |
| 24. | Konsumen yang melakukan pembelian berbelanja di <i>E-commerce</i> Shopee masih merasakan kepuasan | | | | | |

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|------------------------------------|---|--|--|--|--|--|
| 25. | Konsumen dapat menghemat waktu untuk mendapatkan produk yang diinginkan | | | | | |
| 26. | <i>E-commerce</i> Shopee memberi kepuasan dalam kemudahan prosedur pembayaran | | | | | |
| Minat Beli Ulang (Y) Shopee | | | | | | |
| 27. | Konsumen tertarik membeli kembali produk <i>E-commerce</i> Shopee | | | | | |
| 28. | <i>E-commerce</i> Shopee dapat memberikan penawaran yang menarik pada produknya | | | | | |
| 29. | Konsumen sering mereferensikan pembelian produk <i>fashion</i> di <i>E-commerce</i> Shopee kepada orang sekitar | | | | | |
| 30. | Konsumen akan mengatakan pengalamannya tentang berbelanja di <i>E-commerce</i> Shopee kepada orang sekitar | | | | | |
| 31. | Konsumen menjadikan <i>E-commerce</i> Shopee sebagai pilihan utama dalam berbelanja | | | | | |
| 32. | Konsumen akan menggunakan <i>E-commerce</i> Shopee di waktu mendatang | | | | | |
| 33. | Konsumen selalu mencari informasi terbaru tentang penawaran yang diberikan oleh <i>E-commerce</i> Shopee | | | | | |
| 34. | Konsumen akan mencari informasi baru tentang <i>fashion</i> di <i>E-commerce</i> Shopee | | | | | |

Terimakasih untuk saudara/i atas partisipasinya menjadi responden dan mengisi kuesioner penelitian ini dengan sebenar-benarnya.

Lampiran 2

DATA DAFTAR PROFIL RESPONDEN KUESIONER PENELITIAN

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| Rahma | 0856711292 31 | pamelarahmawati@g mail.com | Wan ita | 17- 24 tah un | SMA | Pelajar/Maha siswa |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|----|------|
| 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 49 | 4,08 |
| 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 2 | 3 | 40 | 3,33 |
| 3 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 43 | 3,58 |
| 3 | 4 | 2 | 2 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 40 | 3,33 |
| 3 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 42 | 3,50 |
| 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 49 | 4,08 |
| 5 | 5 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 50 | 4,17 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 49 | 4,08 |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 46 | 3,83 |
| 4 | 4 | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 42 | 3,50 |
| 3 | 4 | 2 | 3 | 3 | 3 | 5 | 5 | 3 | 4 | 4 | 3 | 42 | 3,50 |
| 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 51 | 4,25 |
| 5 | 5 | 3 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 50 | 4,17 |
| 3 | 3 | 2 | 3 | 4 | 2 | 4 | 5 | 5 | 5 | 4 | 4 | 44 | 3,67 |
| 3 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 43 | 3,58 |
| 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 46 | 3,83 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 52 | 4,33 |
| 4 | 5 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 45 | 3,75 |
| 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 46 | 3,83 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 47 | 3,92 |
| 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 45 | 3,75 |
| 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 45 | 3,75 |
| 4 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 47 | 3,92 |
| 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 44 | 3,67 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 | 4,33 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 | 4,00 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 46 | 3,83 |
| 4 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 51 | 4,25 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 50 | 4,17 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 47 | 3,92 |
| 3 | 4 | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 43 | 3,58 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 50 | 4,17 |
| 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 44 | 3,67 |
| 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 43 | 3,58 |
| 3 | 3 | 2 | 2 | 3 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 40 | 3,33 |
| 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 54 | 4,50 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 | 4,00 |
| 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 43 | 3,58 |
| 5 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 45 | 3,75 |
| 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 44 | 3,67 |
| 4 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 48 | 4,00 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|----|------|
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 | 4,00 |
| 3 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 51 | 4,25 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 | 4,08 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 | 4,00 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 | 4,00 |
| 4 | 4 | 2 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 41 | 3,42 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 50 | 4,17 |
| 5 | 5 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 52 | 4,33 |
| 4 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 52 | 4,33 |
| 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 43 | 3,58 |
| 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 50 | 4,17 |
| 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 | 4,00 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 52 | 4,33 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 | 5,00 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 56 | 4,67 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 51 | 4,25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 | 4,00 |
| 5 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 | 4,08 |
| 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 44 | 3,67 |
| 2 | 2 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 42 | 3,50 |
| 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 45 | 3,75 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 49 | 4,08 |
| 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 46 | 3,83 |
| 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 50 | 4,17 |
| 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 50 | 4,17 |
| 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 49 | 4,08 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 48 | 4,00 |

TABULASI KUESIONER

VARIABEL NILAI UTILITARIAN (X2)

| Q1 | Q2 | Q3 | Q4 | Total | Mean X2 |
|----|----|----|----|-------|---------|
| 4 | 5 | 5 | 4 | 18 | 4,50 |
| 4 | 4 | 5 | 5 | 18 | 4,50 |
| 5 | 5 | 5 | 5 | 20 | 5,00 |
| 4 | 4 | 5 | 4 | 17 | 4,25 |
| 3 | 5 | 3 | 3 | 14 | 3,50 |
| 4 | 3 | 4 | 4 | 15 | 3,75 |
| 4 | 4 | 4 | 3 | 15 | 3,75 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 3 | 4 | 3 | 3 | 13 | 3,25 |
| 3 | 4 | 4 | 4 | 15 | 3,75 |
| 4 | 4 | 5 | 5 | 18 | 4,50 |
| 4 | 2 | 4 | 5 | 15 | 3,75 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 2 | 4 | 4 | 4 | 14 | 3,50 |
| 4 | 3 | 3 | 4 | 14 | 3,50 |
| 3 | 3 | 3 | 3 | 12 | 3,00 |
| 4 | 4 | 4 | 5 | 17 | 4,25 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 5 | 5 | 18 | 4,50 |
| 4 | 4 | 5 | 4 | 17 | 4,25 |
| 3 | 4 | 3 | 3 | 13 | 3,25 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 3 | 3 | 5 | 5 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 3 | 4 | 4 | 4 | 15 | 3,75 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 3 | 4 | 4 | 5 | 16 | 4,00 |
| 5 | 3 | 4 | 4 | 16 | 4,00 |
| 5 | 5 | 5 | 5 | 20 | 5,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 3 | 4 | 4 | 4 | 15 | 3,75 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |

| | | | | | |
|---|---|---|---|----|------|
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 5 | 5 | 4 | 4 | 18 | 4,50 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 5 | 5 | 4 | 4 | 18 | 4,50 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 3 | 4 | 4 | 15 | 3,75 |
| 5 | 5 | 3 | 4 | 17 | 4,25 |
| 5 | 5 | 5 | 5 | 20 | 5,00 |
| 4 | 3 | 5 | 5 | 17 | 4,25 |
| 5 | 4 | 3 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 5 | 5 | 4 | 5 | 19 | 4,75 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 5 | 5 | 5 | 5 | 20 | 5,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 3 | 4 | 15 | 3,75 |
| 4 | 3 | 3 | 3 | 13 | 3,25 |
| 5 | 5 | 5 | 4 | 19 | 4,75 |
| 5 | 5 | 4 | 3 | 17 | 4,25 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 3 | 15 | 3,75 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 5 | 5 | 5 | 5 | 20 | 5,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 3 | 3 | 14 | 3,50 |
| 3 | 4 | 4 | 3 | 14 | 3,50 |
| 3 | 4 | 4 | 5 | 16 | 4,00 |
| 5 | 4 | 4 | 4 | 17 | 4,25 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 5 | 4 | 5 | 18 | 4,50 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |

| | | | | | |
|---|---|---|---|----|------|
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 5 | 5 | 4 | 4 | 18 | 4,50 |
| 3 | 5 | 5 | 5 | 18 | 4,50 |
| 5 | 5 | 5 | 5 | 20 | 5,00 |
| 4 | 5 | 4 | 4 | 17 | 4,25 |
| 5 | 5 | 4 | 5 | 19 | 4,75 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 5 | 5 | 5 | 5 | 20 | 5,00 |
| 5 | 4 | 4 | 4 | 17 | 4,25 |
| 5 | 5 | 5 | 5 | 20 | 5,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 3 | 4 | 4 | 15 | 3,75 |
| 5 | 5 | 4 | 4 | 18 | 4,50 |
| 4 | 4 | 5 | 4 | 17 | 4,25 |
| 5 | 4 | 4 | 4 | 17 | 4,25 |
| 4 | 4 | 4 | 5 | 17 | 4,25 |
| 5 | 4 | 4 | 4 | 17 | 4,25 |
| 4 | 4 | 5 | 4 | 17 | 4,25 |

TABULASI KUESIONER

VARIABEL KEPUASAN KONSUMEN (Z)

| Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Total | Mean Z |
|----|----|----|----|----|----|----|----|----|-----|-------|--------|
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 | 4,80 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 42 | 4,20 |
| 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 | 4,20 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 | 4,10 |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 40 | 4,00 |
| 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 | 3,90 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 | 4,10 |
| 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 45 | 4,50 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 44 | 4,40 |
| 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 41 | 4,10 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 40 | 4,00 |
| 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 5 | 39 | 3,90 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 40 | 4,00 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 42 | 4,20 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 | 4,20 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 | 4,10 |
| 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 4 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 41 | 4,10 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 4 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 41 | 4,10 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 | 4,10 |
| 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 | 4,10 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 46 | 4,60 |
| 5 | 4 | 5 | 5 | 5 | 2 | 3 | 4 | 5 | 5 | 43 | 4,30 |
| 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 40 | 4,00 |
| 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 36 | 3,60 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|----|------|
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 | 4,10 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 | 4,10 |
| 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 46 | 4,60 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 41 | 4,10 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 | 4,20 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 | 4,10 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 43 | 4,30 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 | 4,10 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 47 | 4,70 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 | 5,00 |
| 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 | 4,30 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 40 | 4,00 |
| 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 4 | 2 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 34 | 3,40 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 43 | 4,30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 5 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 | 4,10 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 41 | 4,10 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4,00 |
| 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 40 | 4,00 |

TABULASI KUESIONER

VARIABEL MINAT BELI ULANG (Y)

| Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Total | Mean Y |
|----|----|----|----|----|----|----|----|-------|--------|
| 4 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 35 | 4,38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 | 4,13 |
| 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 33 | 4,13 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 | 4,13 |
| 5 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 33 | 4,13 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 | 4,63 |
| 4 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 33 | 4,13 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 33 | 4,13 |
| 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 33 | 4,13 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 32 | 4,00 |
| 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 36 | 4,50 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 | 4,75 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 | 4,25 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 | 4,13 |
| 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 32 | 4,00 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 | 4,13 |
| 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 32 | 4,00 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 | 4,13 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 | 3,88 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 33 | 4,13 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 34 | 4,25 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 | 3,88 |
| 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 30 | 3,75 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 32 | 4,00 |
| 5 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 35 | 4,38 |
| 4 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 34 | 4,25 |
| 5 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 36 | 4,50 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 | 3,88 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 | 3,88 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 | 3,88 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|----|------|
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 34 | 4,25 |
| 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 32 | 4,00 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 | 4,50 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 | 4,13 |
| 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 32 | 4,00 |
| 5 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 34 | 4,25 |
| 4 | 5 | 4 | 4 | 5 | 4 | 3 | 3 | 32 | 4,00 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 5,00 |
| 4 | 4 | 4 | 4 | 2 | 5 | 3 | 3 | 29 | 3,63 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 | 4,25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 | 4,13 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 | 4,75 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 | 3,88 |
| 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 32 | 4,00 |
| 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 32 | 4,00 |
| 5 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 35 | 4,38 |
| 4 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 33 | 4,13 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 | 4,13 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 | 4,13 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 33 | 4,13 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 | 4,13 |
| 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 31 | 3,88 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 | 4,13 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 | 4,13 |
| 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 32 | 4,00 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 | 3,88 |
| 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 37 | 4,63 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 27 | 3,38 |
| 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 29 | 3,63 |
| 5 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 33 | 4,13 |
| 4 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 32 | 4,00 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 | 4,50 |
| 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 36 | 4,50 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|----|------|
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 34 | 4,25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 | 3,88 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 | 4,13 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 36 | 4,50 |
| 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 32 | 4,00 |
| 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 28 | 3,50 |
| 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 36 | 4,50 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 34 | 4,25 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 5,00 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 36 | 4,50 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 | 4,13 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 | 4,13 |
| 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 28 | 3,50 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 | 3,88 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 | 4,13 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 | 3,88 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4,00 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 | 3,88 |

| | | | | | | | | | | | | | | |
|--------|---------------------|------|------|------|------|------|------|------|------|--------|--------|------|--------|--------|
| | Sig. (2-tailed) | .046 | .292 | .000 | .000 | .001 | | .181 | .315 | .037 | .165 | .120 | .163 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Q7 | Pearson Correlation | .025 | .025 | .117 | .070 | .146 | .135 | 18 | .378 | .374 | .330** | .190 | .031 | .418** |
| | Sig. (2-tailed) | .805 | .805 | .247 | .491 | .147 | .181 | | .000 | .000 | .001 | .058 | .757 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Q8 | Pearson Correlation | .000 | .005 | .214 | .129 | .141 | .102 | .378 | 19 | .339 | .251* | .089 | .032 | .410** |
| | Sig. (2-tailed) | .998 | .959 | .032 | .202 | .161 | .315 | .000 | | .001 | .012 | .378 | .753 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Q9 | Pearson Correlation | .183 | .183 | .140 | .252 | .470 | .209 | .374 | .339 | 1438** | .242 | .296 | .609** | |
| | Sig. (2-tailed) | .068 | .068 | .164 | .011 | .000 | .037 | .000 | .001 | .000 | .015 | .003 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Q10 | Pearson Correlation | .309 | .265 | .064 | .143 | .291 | .140 | .330 | .251 | .438 | 10 | .320 | .301 | .569** |
| | Sig. (2-tailed) | .002 | .008 | .528 | .155 | .003 | .165 | .001 | .012 | .000 | | .001 | .002 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Q11 | Pearson Correlation | .115 | .166 | .108 | .235 | .165 | .157 | .190 | .089 | .242 | .320** | 14 | .294 | .470** |
| | Sig. (2-tailed) | .255 | .098 | .284 | .018 | .102 | .120 | .058 | .378 | .015 | .001 | | .003 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Q12 | Pearson Correlation | .188 | .148 | .136 | .078 | .229 | .141 | .031 | .032 | .296 | .301** | .294 | 14 | .411** |
| | Sig. (2-tailed) | .061 | .142 | .176 | .441 | .022 | .163 | .757 | .753 | .003 | .002 | .003 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Nil ai | Pearson Correlation | .525 | .480 | .548 | .624 | .622 | .566 | .418 | .410 | .609 | .569** | .470 | .411 | 1 |

| | | | | | | | | | | | | | | |
|--------------|---------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|----------|----------|-----|
| He do nik | Sig. (2- tailed) | .00 0 | .00 0 | .00 0 | .00 0 | .00 0 | .00 0 | .00 0 | .00 0 | .00 0 | .000 0 | .00 0 | .00 0 | |
| N | | 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).

UJI VALIDITAS (X2)

Correlations

| | | P1 | P2 | P3 | P4 | Nilai Utilitarian |
|--------------------------|---------------------|--------|--------|--------|--------|----------------------|
| Q1 | Pearson Correlation | 1 | .418** | .243* | .261** | .699** |
| | Sig. (2-tailed) | | .000 | .015 | .009 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Q2 | Pearson Correlation | .418** | 1 | .284** | .208* | .681** |
| | Sig. (2-tailed) | .000 | | .004 | .038 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Q3 | Pearson Correlation | .243* | .284** | 1 | .632** | .740** |
| | Sig. (2-tailed) | .015 | .004 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Q4 | Pearson Correlation | .261** | .208* | .632** | 1 | .723** |
| | Sig. (2-tailed) | .009 | .038 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Nilai Utilitari an | Pearson Correlation | .699** | .681** | .740** | .723** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| N | | 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).

| | | | | | | | | | | | | |
|--|-----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| Q6 | Pearson | .043 | .072 | .087 | .145 | -.032 | 1 | .376* | .179 | .139 | .004 | .438** |
| | Correlation | | | | | | | * | | | | |
| | Sig. (2-tailed) | .669 | .475 | .390 | .151 | .752 | | .000 | .075 | .169 | .968 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Q7 | Pearson | .266* | .179 | .011 | .193 | .100 | .376* | 1 | .156 | .136 | .040 | .523** |
| | Correlation | * | | | | | * | | | | | |
| | Sig. (2-tailed) | .008 | .075 | .916 | .054 | .323 | .000 | | .120 | .179 | .692 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Q8 | Pearson | .269* | .041 | .326* | .105 | .102 | .179 | .156 | 1 | .282* | .396* | .506** |
| | Correlation | * | | * | | | | | | * | * | |
| | Sig. (2-tailed) | .007 | .687 | .001 | .299 | .311 | .075 | .120 | | .004 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Q9 | Pearson | .334* | .235* | .137 | .118 | .219* | .139 | .136 | .282* | 1 | .436* | .586** |
| | Correlation | * | * | | | * | | | * | | * | |
| | Sig. (2-tailed) | .001 | .018 | .173 | .244 | .028 | .169 | .179 | .004 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Q10 | Pearson | .326* | .151 | .445* | .021 | .155 | .004 | .040 | .396* | .436* | 1 | .553** |
| | Correlation | * | | * | | | | | * | * | | |
| | Sig. (2-tailed) | .001 | .134 | .000 | .836 | .124 | .968 | .692 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Ke pua san Ko nsu me n | Pearson | .571* | .477* | .540* | .498* | .351* | .438* | .523* | .506* | .586* | .553* | 1 |
| | Correlation | * | * | * | * | * | * | * | * | * | * | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 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 5

Descriptive Statistics

| | Mean | Std. Deviation | N |
|----------------------|-------|-------------------|-----|
| Minat Beli ulang | 41.19 | 2.364 | 100 |
| Nilai Hedonik | 46.81 | 4.114 | 100 |
| Nilai utilitarian | 16.42 | 1.634 | 100 |

Correlations

| | | Kepuasan konusmen | Nilai hedonik | Nilai utilitarian |
|------------------------|-------------------|----------------------|------------------|----------------------|
| Pearson Correlation | Kepuasan konsumen | 1.000 | .312 | .531 |
| | Nilai hedonik | .312 | 1.000 | .532 |
| | Nilai utilitarian | .531 | .532 | 1.000 |
| Sig. (1- tailed) | Kepuasan konsumen | . | .001 | .000 |
| | Nilai hedonik | .001 | . | .000 |
| | Nilai utilitarian | .000 | .000 | . |
| N | Kepuasan konsumen | 100 | 100 | 100 |
| | Nilai hedonik | 100 | 100 | 100 |
| | Nilai utilitarian | 100 | 100 | 100 |

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|--|----------------------|--------|
| 1 | Nilai Hedonik, Nilai Utilitarian ^b | . | Enter |

a. Dependent Variable: Minat Beli Ulang

b. All requested variables entered.

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .532 ^a | .283 | .268 | 2.023 | 1.846 |

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Z

ANOVA^a

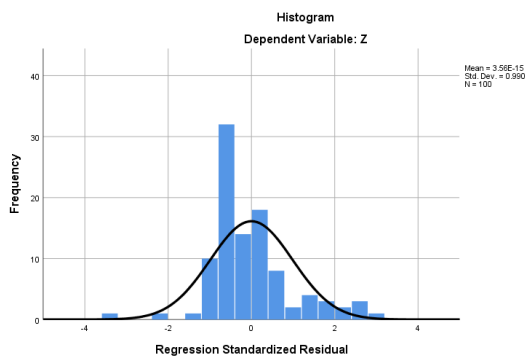
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 156.602 | 2 | 78.301 | 19.142 | .000 ^b |
| | Residual | 396.788 | 97 | 4.091 | | |
| | Total | 553.390 | 99 | | | |

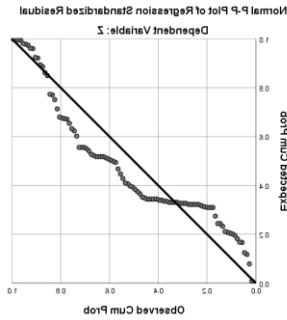
a. Dependent Variable: Z

b. Predictors: (Constant), X2, X1

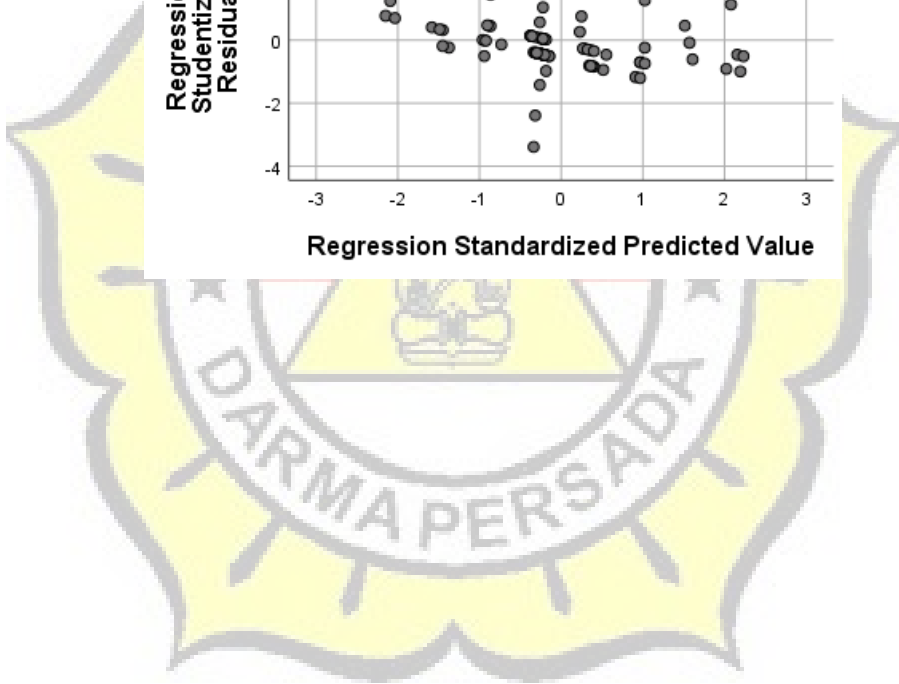
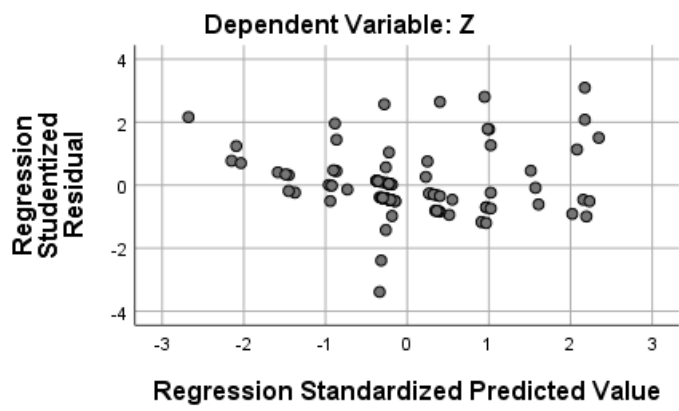
Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 27.986 | 2.512 | | 11.140 | .000 |
| | Nilai Hedonik | .024 | .058 | .042 | 4,257 | .021 |
| | Nilai Utilitarian | .736 | .147 | .509 | 5.010 | .000 |

Charts



Scatterplot



Lampiran 6

Descriptive Statistics

| | Mean | Std. Deviation | N |
|-------------------|-------|----------------|-----|
| Minat Beli Ulang | 32.87 | 2.196 | 100 |
| Nilai Hedonik | 46.81 | 4.114 | 100 |
| Nilai Utilitarian | 16.42 | 3.634 | 100 |
| Kepuasan Konsumen | 41.19 | 2.364 | 100 |

Correlations

| | | Z | X1 | X2 | Y |
|---------------------|----|-------|-------|-------|-------|
| Pearson Correlation | Z | 1.000 | .312 | .531 | .536 |
| | X1 | .312 | 1.000 | .532 | .392 |
| | X2 | .531 | .532 | 1.000 | .390 |
| | Y | .536 | .392 | .390 | 1.000 |
| Sig. (1-tailed) | Z | . | .001 | .000 | .000 |
| | X1 | .001 | . | .000 | .000 |
| | X2 | .000 | .000 | . | .000 |
| | Y | .000 | .000 | .000 | . |
| N | Z | 100 | 100 | 100 | 100 |
| | X1 | 100 | 100 | 100 | 100 |
| | X2 | 100 | 100 | 100 | 100 |
| | Y | 100 | 100 | 100 | 100 |

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|--|-------------------|---------|
| 1 | Minat Beli Ulang, Nilai Hedonik Nilai Utilitarian ^b | | . Enter |

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .586 ^a | .344 | .323 | 1.807 | 2.273 |

a. Predictors: (Constant), kepuasan konsumen, nilai hedonik, nilai utilitarian

b. Dependent Variable: Y

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 163.982 | 3 | 54.661 | 16.747 | .000 ^b |
| | Residual | 313.328 | 96 | 3.264 | | |
| | Total | 477.310 | 99 | | | |

a. Dependent Variable: Y

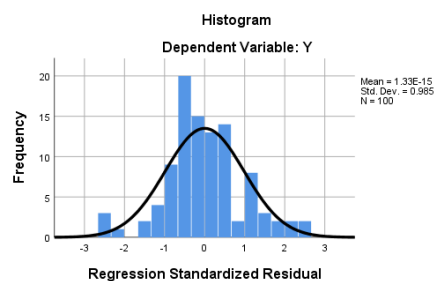
b. Predictors: (Constant), kepuasan konsumen, nilai hedonik, nilai utilitarian

Coefficients^a

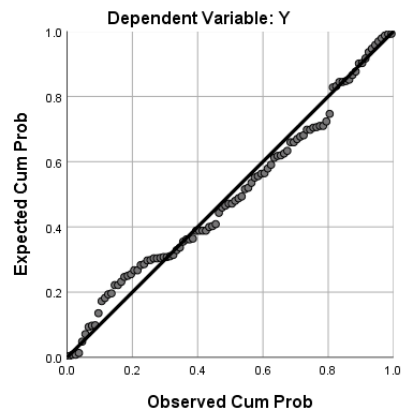
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 9.208 | 3.388 | | 2.718 | .008 |
| | Nilai Hedonik | .127 | .052 | .239 | 2.444 | .016 |
| | Nilai Utilitarian | .033 | .147 | .325 | 3.272 | .042 |
| | Kepuasan konsumen | .416 | .091 | .448 | 4.590 | .000 |
| | | | | | | |

a. Dependent Variable: Y

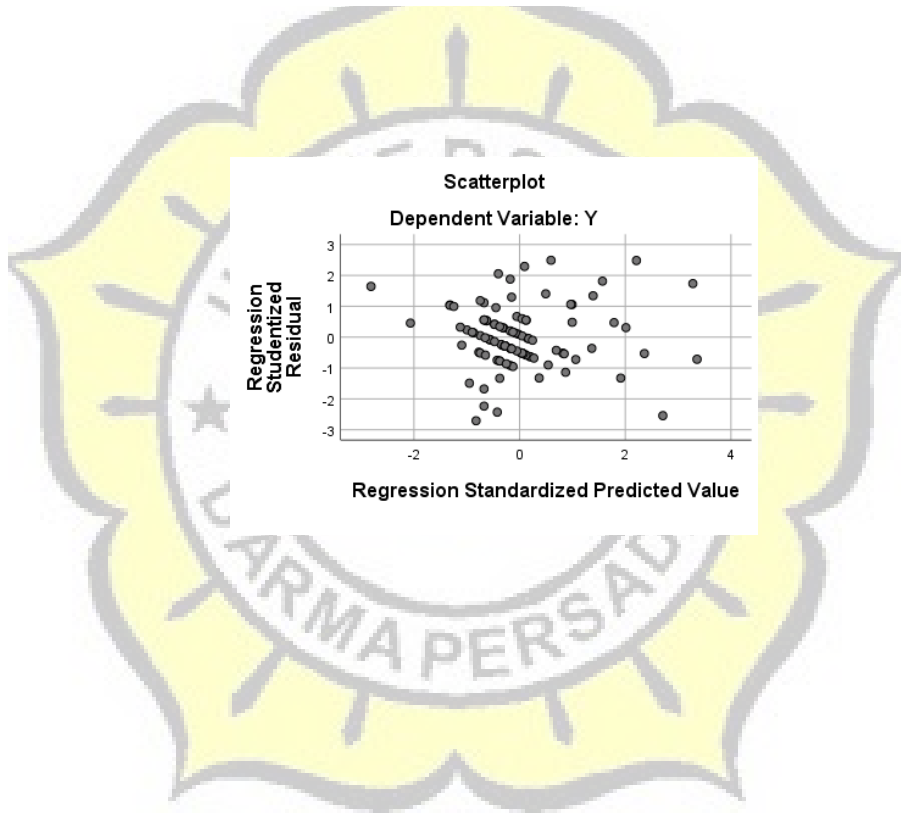
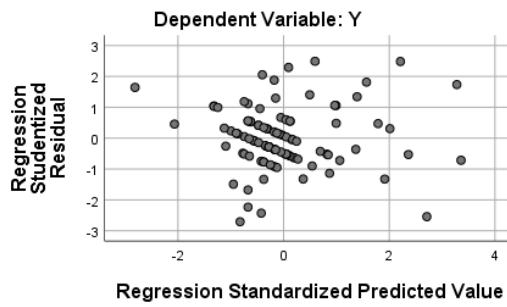
Charts



Normal P-P Plot of Regression Standardized Residual

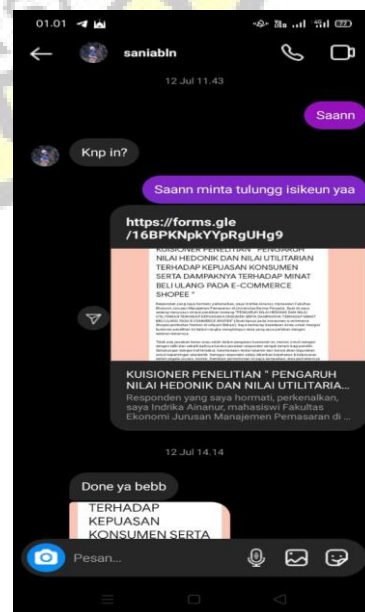
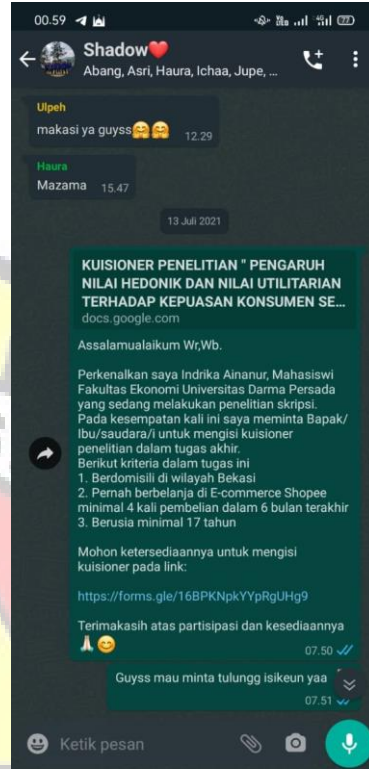
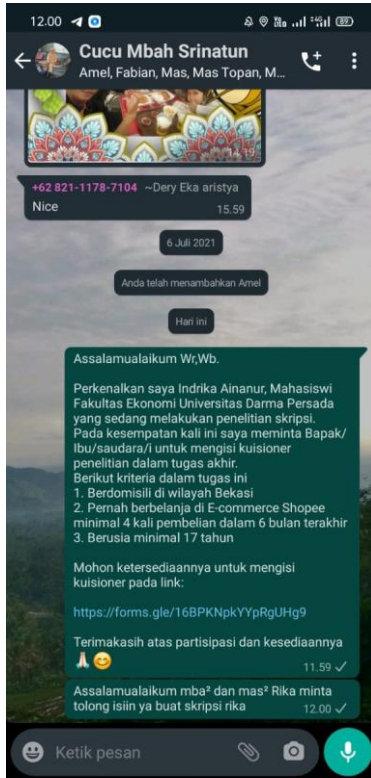


Scatterplot



Lampiran 7

BUKTI PENYEBARAN KUESIONER





Lampiran 8

CATATAN KEGIATAN KONSULTASI**(Selama Penulisan Skripsi)**

Judul Skripsi : Pengaruh Nilai Hedonik dan Nilai Utilitarian Terhadap Kepuasan Konsumen Serta Dampaknya Terhadap Minat Beli Ulang Pada *E-Commerce* Shopee (Studi Kasus Pada Konsumen E-Commerce Shopee Pembelian Fashion di Wilayah Bekasi)

Dosen Pembimbing : **Melani Quintania, S.E, M.Pd**

| Tanggal | Uraian Kegiatan | Paraf |
|---------------|--|---|
| 18 Maret 2021 | Pengajuan & Konsultasi judul |  |
| 24 Maret 2021 | Konsultasi BAB I |  |
| 21 April 2021 | Konsultasi BAB 1-3 |  |
| 20 Mei 2021 | Latihan Seminar Proposal Skripsi Bersama dosen pembimbing via zoom |  |
| 10 Juli 2021 | Konsultasi kuesioner penelitian |  |

| | | |
|--------------|--|---|
| 22 Juli 2021 | Konsultasi Bab 4 – Bab 5 |  |
| 23 Juli 2021 | Finalisasi Bab 1- Bab 5 dan ACC hasil sidang skripsi |  |

Lampiran 9

DAFTAR RIWAYAT HIDUP**DATA PRIBADI**

Nama : Indrika Ainanur
Tempat Tanggal Lahir : Jakarta, 17 Agustus 1999
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Kewarganegaraan : Indonesia
Email : indrikainanur@gamil.com
Alamat : Uj.Harapan Al-Ikhlas Gg Abadi VIII No.41 Bekasi

RIWAYAT PENDIDIKAN

| | |
|----------------------|-------------|
| SDN 02 BAHAGIA | 2005 - 2007 |
| MIT ATTAQWA 01 PUSAT | 2007 - 2011 |
| SMPN 21 BEKASI | 2011 -2014 |
| SMAN 2 BABELAN | 2014 - 2017 |