



**LAMPIRAN 1**  
**KUESIONER PENELITIAN**

## KUESIONER

### Kepuasan Pelanggan Terhadap Toko *Online* Tokopedia

Identitas Responden

Nomer Responden :

Jenis Kelamin : Laki-Laki / Perempuan (*coret yang tidak perlu* )

Umur : Tahun

1. Pernahkah anda berbelanja di toko *Online* Tokopedia?
  - a. Pernah
  - b. Tidak Pernah
2. Seberapa sering anda berbelanja di toko *Online* Tokopedia?
  - a. 1-2 kali
  - b. 2-3 kali
  - c. Lebih dari 4 kali

#### Petunjuk pengisian

Berilah tanda (✓) pada salah satu angka yang tertera dalam tabel.

#### Setiap Tingkat Kepentingan (*Importance*)

Sebagai pedoman bagi pelanggan untuk menilai tingkat kepentingan kualitas layanan toko *online* Tokopedia menggunakan skala *likert* dengan nilai 1-5 sebagai berikut:

Sangat Tidak Penting	= Angka 1 (STP)
Tidak Penting	= Angka 2 (TP)
Cukup Penting	= Angka 3 (CP)
Penting	= Angka 4 (P)
Sangat Penting	= Angka 5 (SP)

#### Setiap Tingkat Kinerja (*Perfomance*)

Sebagai pedoman bagi pelanggan untuk menilai tingkat kepuasan kualitas layanan toko *online* Tokopedia menggunakan skala *likert* dengan nilai 1-5 sebagai berikut:

Sangat Tidak Setuju	= Angka 1(STS)
Tidak Setuju	= Angka 2 (TS)
Cukup Setuju	= Angka 3 (CS)
Setuju	= Angka 4 (S)
Sangat Setuju	= Angka 5 (SS)



	<b>Kontak</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>13</b>	Karyawan tokopedia sopan santun dalam berkomunikasi dengan calon pembeli										
<b>14</b>	Tokopedia memberikan perhatian individual terhadap para pembeli										





**LAMPIRAN 2**  
**KARAKTERISTIK RESPONDEN**

**jenis kelamin**

	Frequency	Percent	Valid Percent	Cumulative Percent
perempuan	46	61,3	61,3	61,3
Valid laki-laki	29	38,7	38,7	100,0
Total	75	100,0	100,0	

**umur**

	Frequency	Percent	Valid Percent	Cumulative Percent
20 tahun	3	4,0	4,0	4,0
21 tahun	24	32,0	32,0	36,0
Valid 22 tahun	38	50,7	50,7	86,7
23 tahun	10	13,3	13,3	100,0
Total	75	100,0	100,0	

**seberapa sering berbelanja**

	Frequency	Percent	Valid Percent	Cumulative Percent
1 - 2 kali	29	38,7	38,7	38,7
2- 3 kali	26	34,7	34,7	73,3
Valid lebih dari 4 kali	20	26,7	26,7	100,0
Total	75	100,0	100,0	





**LAMPIRAN 3**  
**HASIL REKAPITULASI JAWABAN**  
**RESPONDEN TINGKAT KEPENTINGAN**



**LAMPIRAN 3**  
**HASIL REKAPITULASI JAWABAN**  
**RESPONDEN TINGKAT KINERJA**





**LAMPIRAN 4**  
**FREKUENSI TINGKAT KEPENTINGAN**  
**PERTANYAAN RESPONDEN**

## 1. Efisiensi ( X1)

### X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,3	1,3	1,3
2,00	1	1,3	1,3	2,7
3,00	11	14,7	14,7	17,3
4,00	38	50,7	50,7	68,0
5,00	24	32,0	32,0	100,0
Total	75	100,0	100,0	

### X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,3	1,3	1,3
2,00	1	1,3	1,3	2,7
3,00	10	13,3	13,3	16,0
4,00	24	32,0	32,0	48,0
5,00	39	52,0	52,0	100,0
Total	75	100,0	100,0	

## 2. Reliabilitas ( X2 )

### X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,3	1,3	1,3
2,00	2	2,7	2,7	4,0
3,00	12	16,0	16,0	20,0
4,00	39	52,0	52,0	72,0
5,00	21	28,0	28,0	100,0
Total	75	100,0	100,0	

### X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,3	1,3	1,3
2,00	2	2,7	2,7	4,0
3,00	14	18,7	18,7	22,7
4,00	22	29,3	29,3	52,0
5,00	36	48,0	48,0	100,0
Total	75	100,0	100,0	

### 3. Fullfiment (X3)

**X3.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,3	1,3	1,3
2,00	2	2,7	2,7	4,0
3,00	9	12,0	12,0	16,0
4,00	41	54,7	54,7	70,7
5,00	22	29,3	29,3	100,0
Total	75	100,0	100,0	

**X3.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,3	1,3	1,3
2,00	2	2,7	2,7	4,0
3,00	8	10,7	10,7	14,7
4,00	26	34,7	34,7	49,3
5,00	38	50,7	50,7	100,0
Total	75	100,0	100,0	

#### 4. Privasi (X4)

##### X4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,3	1,3	1,3
2,00	1	1,3	1,3	2,7
3,00	9	12,0	12,0	14,7
4,00	34	45,3	45,3	60,0
5,00	30	40,0	40,0	100,0
Total	75	100,0	100,0	

##### X4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,3	1,3	1,3
2,00	1	1,3	1,3	2,7
3,00	11	14,7	14,7	17,3
4,00	18	24,0	24,0	41,3
5,00	44	58,7	58,7	100,0
Total	75	100,0	100,0	

## 5. Responsiveness (X5)

### X5.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,3	1,3	1,3
2,00	2	2,7	2,7	4,0
3,00	12	16,0	16,0	20,0
4,00	40	53,3	53,3	73,3
5,00	20	26,7	26,7	100,0
Total	75	100,0	100,0	

### X5.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,3	1,3	1,3
2,00	3	4,0	4,0	5,3
3,00	14	18,7	18,7	24,0
4,00	27	36,0	36,0	60,0
5,00	30	40,0	40,0	100,0
Total	75	100,0	100,0	

## 6. Kompensasi (X6)

### X6.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,3	1,3	1,3
2,00	1	1,3	1,3	2,7
3,00	7	9,3	9,3	12,0
4,00	36	48,0	48,0	60,0
5,00	30	40,0	40,0	100,0
Total	75	100,0	100,0	

### X6.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,3	1,3	1,3
2,00	1	1,3	1,3	2,7
3,00	12	16,0	16,0	18,7
4,00	24	32,0	32,0	50,7
5,00	37	49,3	49,3	100,0
Total	75	100,0	100,0	



## 7. Kontak (X7)

### X7.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,3	1,3	1,3
2,00	1	1,3	1,3	2,7
3,00	10	13,3	13,3	16,0
4,00	36	48,0	48,0	64,0
5,00	27	36,0	36,0	100,0
Total	75	100,0	100,0	

### X7.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,3	1,3	1,3
2,00	2	2,7	2,7	4,0
3,00	14	18,7	18,7	22,7
4,00	28	37,3	37,3	60,0
5,00	30	40,0	40,0	100,0
Total	75	100,0	100,0	



**LAMPIRAN 5**  
**HASIL UJI VALIDITAS**  
**TINGKAT KEPENTINGAN**

**Correlations**

		X1.1	X1.2	Efisiensi
X1.1	Pearson Correlation	1	,641**	,899**
	Sig. (2-tailed)		,000	,000
	N	75	75	75
X1.2	Pearson Correlation	,641**	1	,913**
	Sig. (2-tailed)	,000		,000
	N	75	75	75
Efisiensi	Pearson Correlation	,899**	,913**	1
	Sig. (2-tailed)	,000	,000	
	N	75	75	75

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

Correlations

		X2.1	X2.2	Reliabilitas
X2.1	Pearson Correlation	1	,612**	,884**
	Sig. (2-tailed)		,000	,000
	N	75	75	75
X2.2	Pearson Correlation	,612**	1	,911**
	Sig. (2-tailed)	,000		,000
	N	75	75	75

	Pearson Correlation	,884**	,911**	1
Reliabilitas	Sig. (2-tailed)	,000	,000	
	N	75	75	75

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

### Correlations

		X3.1	X3.2	Fullfiment
X3.1	Pearson Correlation	1	,643**	,898**
	Sig. (2-tailed)		,000	,000
	N	75	75	75
X3.2	Pearson Correlation	,643**	1	,914**
	Sig. (2-tailed)	,000		,000
	N	75	75	75
Fullfiment	Pearson Correlation	,898**	,914**	1
	Sig. (2-tailed)	,000	,000	
	N	75	75	75

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

### Correlations

		X4.1	X4.2	Privasi
X4.1	Pearson Correlation	1	,700**	,915**
	Sig. (2-tailed)		,000	,000
	N	75	75	75

	Pearson Correlation	,700**	1	,929**
X4.2	Sig. (2-tailed)	,000		,000
	N	75	75	75
	Pearson Correlation	,915**	,929**	1
Privasi	Sig. (2-tailed)	,000	,000	
	N	75	75	75

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

### Correlations

		X5.1	X5.2	Responsiveness
X5.1	Pearson Correlation	1	,604**	,880**
	Sig. (2-tailed)		,000	,000
	N	75	75	75
X5.2	Pearson Correlation	,604**	1	,910**
	Sig. (2-tailed)	,000		,000
	N	75	75	75
Responsiveness	Pearson Correlation	,880**	,910**	1
	Sig. (2-tailed)	,000	,000	
	N	75	75	75

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

**Correlations**

		X6.1	X6.2	Kompensasi
X6.1	Pearson Correlation	1	,653**	,898**
	Sig. (2-tailed)		,000	,000
	N	75	75	75
X6.2	Pearson Correlation	,653**	1	,919**
	Sig. (2-tailed)	,000		,000
	N	75	75	75
Kompensasi	Pearson Correlation	,898**	,919**	1
	Sig. (2-tailed)	,000	,000	
	N	75	75	75

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

**Correlations**

		X7.1	X7.2	Kontak
X7.1	Pearson Correlation	1	,588**	,878**
	Sig. (2-tailed)		,000	,000
	N	75	75	75
X7.2	Pearson Correlation	,588**	1	,903**
	Sig. (2-tailed)	,000		,000
	N	75	75	75
Kontak	Pearson Correlation	,878**	,903**	1

Sig. (2-tailed)	,000	,000	
N	75	75	75

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





**LAMPIRAN 5**  
**HASIL UJI VALIDITAS**  
**TINGKAT KINERJA**



**Correlations**

		X1.1	X1.2	Efisiensi
X1.1	Pearson Correlation	1	,807**	,945**
	Sig. (2-tailed)		,000	,000
	N	75	75	75
X1.2	Pearson Correlation	,807**	1	,956**
	Sig. (2-tailed)	,000		,000
	N	75	75	75
Efisiensi	Pearson Correlation	,945**	,956**	1
	Sig. (2-tailed)	,000	,000	
	N	75	75	75

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

**Correlations**

		X2.1	X2.2	Reliabilitas
X2.1	Pearson Correlation	1	,746**	,928**
	Sig. (2-tailed)		,000	,000
	N	75	75	75
X2.2	Pearson Correlation	,746**	1	,941**
	Sig. (2-tailed)	,000		,000
	N	75	75	75
Reliabilitas	Pearson Correlation	,928**	,941**	1

	Sig. (2-tailed)	,000	,000	
	N	75	75	75

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

### Correlations

		X3.1	X3.2	Fullfiment
X3.1	Pearson Correlation	1	,743**	,936**
	Sig. (2-tailed)		,000	,000
	N	75	75	75
X3.2	Pearson Correlation	,743**	1	,931**
	Sig. (2-tailed)	,000		,000
	N	75	75	75
Fullfiment	Pearson Correlation	,936**	,931**	1
	Sig. (2-tailed)	,000	,000	
	N	75	75	75

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

### Correlations

		X4.1	X4.2	Privasi
X4.1	Pearson Correlation	1	,832**	,955**
	Sig. (2-tailed)		,000	,000
	N	75	75	75
X4.2	Pearson Correlation	,832**	1	,959**

	Sig. (2-tailed)	,000		,000
	N	75	75	75
	Pearson Correlation	,955**	,959**	1
Privasi	Sig. (2-tailed)	,000	,000	
	N	75	75	75

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

### Correlations

		X5.1	X5.2	Responsiveness
X5.1	Pearson Correlation	1	,800**	,944**
	Sig. (2-tailed)		,000	,000
	N	75	75	75
X5.2	Pearson Correlation	,800**	1	,953**
	Sig. (2-tailed)	,000		,000
	N	75	75	75
Responsiveness	Pearson Correlation	,944**	,953**	1
	Sig. (2-tailed)	,000	,000	
	N	75	75	75

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

### Correlations

		X6.1	X6.2	Kompensasi
X6.1	Pearson Correlation	1	,806**	,952**
	Sig. (2-tailed)		,000	,000
	N	75	75	75
X6.2	Pearson Correlation	,806**	1	,949**
	Sig. (2-tailed)	,000		,000
	N	75	75	75
Kompensasi	Pearson Correlation	,952**	,949**	1
	Sig. (2-tailed)	,000	,000	
	N	75	75	75

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

### Correlations

		X7.1	X7.2	Kontak
X7.1	Pearson Correlation	1	,720**	,920**
	Sig. (2-tailed)		,000	,000
	N	75	75	75
X7.2	Pearson Correlation	,720**	1	,934**
	Sig. (2-tailed)	,000		,000
	N	75	75	75
Kontak	Pearson Correlation	,920**	,934**	1

Sig. (2-tailed)	,000	,000	
N	75	75	75

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





**LAMPIRAN 6**  
**HASIL UJI RELIABILITAS**  
**TINGKAT KEPENTINGAN**

RELIABILITY

/VARIABLES=X1.1 X1.2

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

**Case Processing Summary**

		N	%
Cases	Valid	75	100,0
	Excluded <sup>a</sup>	0	,0
	Total	75	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,780	2

RELIABILITY

/VARIABLES=X2.1 X2.2

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

**Case Processing Summary**

		N	%
Cases	Valid	75	100,0
	Excluded <sup>a</sup>	0	,0
	Total	75	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,756	2

RELIABILITY

/VARIABLES=X3.1 X3.2

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

### Case Processing Summary

		N	%
Cases	Valid	75	100,0
	Excluded <sup>a</sup>	0	,0
	Total	75	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,781	2



RELIABILITY

/VARIABLES=X4.1 X4.2

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

**Case Processing Summary**

		N	%
Cases	Valid	75	100,0
	Excluded <sup>a</sup>	0	,0
	Total	75	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,822	2

RELIABILITY

/VARIABLES=X5.1 X5.2

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

**Case Processing Summary**

		N	%
Cases	Valid	75	100,0
	Excluded <sup>a</sup>	0	,0
	Total	75	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,749	2

#### RELIABILITY

/VARIABLES=X6.1 X6.2

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

#### Case Processing Summary

		N	%
Cases	Valid	75	100,0
	Excluded <sup>a</sup>	0	,0
	Total	75	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,787	2

RELIABILITY

/VARIABLES=X7.1 X7.2

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

**Case Processing Summary**

		N	%
Cases	Valid	75	100,0
	Excluded <sup>a</sup>	0	,0
	Total	75	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,738	2



**LAMPIRAN 6**  
**HASIL UJI RELIABILITAS**  
**TINGKAT KINERJA**

### Case Processing Summary

	N	%
Valid	75	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	75	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,891	2

### RELIABILITY

/VARIABLES=X2.1 X2.2

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

### Case Processing Summary

	N	%
Valid	75	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	75	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,852	2

**RELIABILITY**

/VARIABLES=X3.1 X3.2

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

**Case Processing Summary**

		N	%
Cases	Valid	75	100,0
	Excluded <sup>a</sup>	0	,0
	Total	75	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,852	2

**RELIABILITY**

/VARIABLES=X4.1 X4.2

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

**Case Processing Summary**

		N	%
Cases	Valid	75	100,0
	Excluded <sup>a</sup>	0	,0
	Total	75	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,908	2

### RELIABILITY

/VARIABLES=X5.1 X5.2  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA.

### Case Processing Summary

		N	%
Cases	Valid	75	100,0
	Excluded <sup>a</sup>	0	,0
	Total	75	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,887	2

### RELIABILITY

/VARIABLES=X6.1 X6.2  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA.

### Case Processing Summary

		N	%
Cases	Valid	75	100,0
	Excluded <sup>a</sup>	0	,0
	Total	75	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,892	2

**RELIABILITY**

/VARIABLES=X7.1 X7.2

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

**Case Processing Summary**

		N	%
Cases	Valid	75	100,0
	Excluded <sup>a</sup>	0	,0
	Total	75	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,835	2





**LAMPIRAN**  
**PENELITIAN TERDAHULU**