

Lampiran 1:

NOMOR :

KUESIONER

Saudara/saudari yang terhormat,

Dalam rangka penelitian untuk tugas akhir mengenai *e-service quality*, *customer satisfaction* terhadap *customer loyalty* pada toko buku Gramedia *online*, saya mohon kesediaan dari saudara/saudari untuk menjawab dengan jujur beberapa pernyataan-pernyataan pada halaman berikut ini untuk membantu saya menyelesaikan tugas akhir. Dalam hal ini jawaban saudara/saudari tidak dinilai benar atau salahnya dan saya menjamin kerahasiaan informasi yang akan saudara/saudari berikan. Terima kasih atas kesediaan saudara/saudari untuk mengisi kuesioner ini.

Hormat saya,
Danny Wijaya

PETUNJUK:

Isilah kuesioner dengan memberikan tanda silang (X) pada salah satu jawaban yang menurut saudara/saudari anggap sesuai.

I. PROFIL RESPONDEN

a. Jenis Kelamin:

- | | |
|---------|-----------|
| 1. Pria | 2. Wanita |
|---------|-----------|

b. Usia:

- | | |
|------------------|------------------------|
| 1. 18 - 27 tahun | 3. 38 - 47 tahun |
| 2. 28 - 37 tahun | 4. Lebih dari 47 tahun |

c. Kota tempat tinggal:

- | | |
|-------------|------------------|
| 1. Surabaya | 2. Luar Surabaya |
|-------------|------------------|

Lampiran 1 (lanjutan) :

d. Apakah anda pernah melakukan transaksi pembelian produk di toko buku Gramedia *online* di Surabaya ?

1. Pernah
2. Tidak pernah

II. PERNYATAAN TENTANG *E-SERVICE QUALITY*, CUSTOMER SATISFACTION DAN CUSTOMER LOYALTY

Keterangan:

STS = Untuk jawaban sangat tidak setuju.

TS = Untuk jawaban tidak setuju.

N = Untuk jawaban netral.

S = Untuk jawaban setuju.

SS = Untuk jawaban sangat setuju.

No	Pernyataan	Jawaban				
<i>E-Service Quality</i> (X_1)						
X1.1	Saya merasa aman mengenai data privasi saya di <i>website</i> Gramedia <i>online</i> .	STS	TS	N	S	SS
X1.2	Saya yakin <i>website</i> Gramedia <i>online</i> tidak akan menyalahgunakan data saya.	STS	TS	N	S	SS
X1.3	Saya yakin mengenai keamanan <i>website</i> Gramedia <i>online</i> .	STS	TS	N	S	SS
X1.4	Saya merasa mudah untuk mengakses <i>website</i> Gramedia <i>online</i> .	STS	TS	N	S	SS
X1.5	Saya merasa mudah untuk menemukan informasi yang saya inginkan pada <i>website</i> Gramedia <i>online</i> .	STS	TS	N	S	SS

Lampiran 1 (lanjutan):

No	Pernyataan	Jawaban				
<i>E-Service Quality (X₁)</i>						
X1.6	Saya merasa menu yang terdapat pada <i>website</i> Gramedia <i>online</i> , membantu saya dalam pencarian informasi.	STS	TS	N	S	SS
X1.7	Saya merasa mudah untuk mengeksplorasi <i>website</i> Gramedia <i>online</i> .	STS	TS	N	S	SS
X1.8	Saya mendapatkan barang pesanan saya dengan cepat.	STS	TS	N	S	SS
X1.9	Saya merasa <i>website</i> Gramedia <i>online</i> tanggap akan pengiriman barang yang tertunda.	STS	TS	N	S	SS
X1.10	Saya mendapatkan barang sesuai dengan pesanan saya.	STS	TS	N	S	SS
X1.11	Saya merasa <i>website</i> Gramedia <i>online</i> menarik.	STS	TS	N	S	SS
X1.12	Saya merasa <i>website</i> Gramedia <i>online</i> terlihat bagus.	STS	TS	N	S	SS
X1.13	Saya merasa <i>website</i> Gramedia <i>online</i> terlihat kreatif.	STS	TS	N	S	SS
<i>CUSTOMER SATISFACTION (X₂)</i>		Jawaban				
X2.1	Saya puas dengan keputusan saya berbelanja di <i>website</i> Gramedia <i>online</i> .	STS	TS	N	S	SS
X2.2	Saya merasa lebih nyaman melakukan pembelian ulang di <i>website</i> Gramedia <i>online</i> .	STS	TS	N	S	SS
X2.3	Saya merasa keputusan saya bijak untuk berbelanja di <i>website</i> Gramedia <i>online</i> .	STS	TS	N	S	SS
X2.4	Saya menyesal melakukan pembelian di <i>website</i> Gramedia <i>online</i> .(R)	SS	S	N	TS	STS
X2.5	Saya merasa keputusan saya benar untuk berbelanja di <i>website</i> Gramedia <i>online</i> .	STS	TS	N	S	SS
X2.6	Saya merasa tidak senang berbelanja di <i>website</i> Gramedia <i>online</i> . (R)	SS	S	N	TS	STS

Lampiran 1 (lanjutan):

CUSTOMER LOYALTY (Y)		Jawaban				
Y1	Saya berkata positif mengenai <i>website</i> Gramedia <i>online</i> .	STS	TS	N	S	SS
Y2	Saya merekomendasikan <i>website</i> Gramedia <i>online</i> kepada siapapun yang meminta pendapat saya.	STS	TS	N	S	SS
Y3	Saya mendorong kerabat saya untuk menggunakan <i>website</i> Gramedia <i>online</i> .	STS	TS	N	S	SS
Y4	Saya akan menulis pesan-pesan positif mengenai <i>website</i> Gramedia <i>online</i> di forum-forum internet.	STS	TS	N	S	SS
Y5	Saya berniat untuk terus melakukan pembelian di <i>website</i> Gramedia <i>online</i> .	STS	TS	N	S	SS
Y6	Saya berniat untuk meningkatkan volume belanja saya di <i>website</i> Gramedia <i>online</i> .	STS	TS	N	S	SS

Terima Kasih

Lampiran 2a.

Jawaban Tentang Profil Responden

No Responden	Jenis kelamin	Usia	Tempat Tinggal	Pernah Transaksi
1	1	1	1	1
2	1	1	1	1
3	2	1	1	1
4	1	1	1	1
5	1	1	1	1
6	1	2	1	1
7	1	1	1	1
8	2	1	1	1
9	2	1	1	1
10	1	1	1	1
11	1	1	1	1
12	1	1	1	1
13	1	1	1	1
14	2	1	1	1
15	1	1	1	1
16	1	2	1	1
17	1	2	1	1
18	1	1	1	1
19	2	1	1	1
20	1	1	1	1
21	2	2	1	1
22	1	1	1	1
23	1	1	1	1
24	1	1	1	1
25	1	1	1	1
26	1	2	1	1
27	1	1	1	1
28	1	2	1	1
29	2	2	1	1
30	1	2	1	1
31	1	2	1	1
32	1	1	1	1
33	1	1	1	1
34	1	1	1	1
35	2	2	1	1
36	2	2	1	1

Lampiran 2a. (lanjutan):

No Responden	Jenis kelamin	Usia	Tempat Tinggal	Pernah Transaksi
37	1	1	1	1
38	1	1	1	1
39	1	1	1	1
40	1	2	1	1
41	1	2	1	1
42	2	1	1	1
43	1	1	1	1
44	1	1	1	1
45	1	1	1	1
46	2	1	1	1
47	1	2	1	1
48	1	2	1	1
49	1	2	1	1
50	1	3	1	1
51	1	2	1	1
52	2	2	1	1
53	1	4	1	1
54	1	1	1	1
55	1	1	1	1
56	1	1	1	1
57	1	1	1	1
58	1	1	1	1
59	1	2	1	1
60	1	2	1	1
61	1	2	1	1
62	1	4	1	1
63	1	3	1	1
64	1	3	1	1
65	1	2	1	1
66	1	2	1	1
67	1	1	1	1
68	1	1	1	1
69	1	1	1	1
70	1	1	1	1
71	2	1	1	1
72	1	1	1	1
73	1	2	1	1

Lampiran 2a. (lanjutan):

No Responden	Jenis kelamin	Usia	Tempat Tinggal	Pernah Transaksi
74	1	1	1	1
75	1	1	1	1
76	1	2	1	1
77	1	2	1	1
78	1	1	1	1
79	1	1	1	1
80	1	1	1	1
81	1	1	1	1
82	1	2	1	1
83	1	2	1	1
84	2	2	1	1
85	1	2	1	1
86	1	3	1	1
87	1	2	1	1
88	1	2	1	1
89	2	1	1	1
90	1	1	1	1
91	1	1	1	1
92	1	1	1	1
93	2	1	1	1
94	1	1	1	1
95	1	1	1	1
96	1	2	1	1
97	2	3	1	1
98	1	1	1	1
99	1	1	1	1
100	1	1	1	1

Lampiran 2b (lanjutan):

Re sp	<i>E-Service Quality</i>														
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.T	X1
26	3	4	4	3	2	2	3	3	3	3	3	3	3	39	3,00
27	5	5	5	4	5	5	3	4	4	4	5	5	4	58	4,46
28	4	4	4	4	4	4	4	4	4	3	4	4	4	51	3,92
29	4	5	5	4	4	4	5	5	5	4	4	4	5	58	4,46
30	3	3	3	3	3	3	4	5	5	3	4	4	4	47	3,62
31	3	3	3	3	4	4	4	4	4	3	4	4	4	47	3,62
32	4	5	5	4	4	4	3	4	4	4	4	4	4	53	4,08
33	4	4	4	5	5	5	5	5	5	4	5	5	5	61	4,69
34	3	4	4	4	5	5	3	3	3	3	3	3	4	47	3,62
35	4	4	4	4	4	4	5	4	4	5	5	5	4	56	4,31
36	5	5	5	3	4	4	3	4	4	4	4	4	3	52	4,00
37	5	5	5	5	5	5	4	5	5	4	5	5	5	63	4,85
38	3	3	3	3	3	3	4	5	5	3	4	4	3	46	3,54
39	4	4	4	3	4	4	3	4	4	5	5	5	3	52	4,00
40	3	3	3	3	4	4	4	5	5	4	4	4	3	49	3,77
41	3	4	4	4	5	5	3	3	3	4	5	5	4	52	4,00
42	3	4	4	4	5	5	3	4	4	3	4	4	4	51	3,92
43	4	4	4	3	4	4	4	5	5	3	4	4	3	51	3,92
44	4	5	5	4	5	5	3	4	4	4	4	4	4	55	4,23
26	3	4	4	3	2	2	3	3	3	3	3	3	3	39	3,00
27	5	5	5	4	5	5	3	4	4	4	5	5	4	58	4,46
28	4	4	4	4	4	4	4	4	4	3	4	4	4	51	3,92
29	4	5	5	4	4	4	5	5	5	4	4	4	5	58	4,46
30	3	3	3	3	3	3	4	5	5	3	4	4	4	47	3,62
31	3	3	3	3	4	4	4	4	4	3	4	4	4	47	3,62
32	4	5	5	4	4	4	3	4	4	4	4	4	4	53	4,08
33	4	4	4	5	5	5	5	5	5	4	5	5	5	61	4,69
34	3	4	4	4	5	5	3	3	3	3	3	3	4	47	3,62
35	4	4	4	4	4	4	5	4	4	5	5	5	4	56	4,31

Lampiran 2b (lanjutan):

Res P	<i>E-Service Quality</i>														
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.T	X1
36	5	5	5	3	4	4	3	4	4	4	4	4	3	52	4,00
37	5	5	5	5	5	5	4	5	5	4	5	5	5	63	4,85
38	3	3	3	3	3	3	4	5	5	3	4	4	3	46	3,54
39	4	4	4	3	4	4	3	4	4	5	5	5	3	52	4,00
40	3	3	3	3	4	4	4	5	5	4	4	4	3	49	3,77
41	3	4	4	4	5	5	3	3	3	4	5	5	4	52	4,00
42	3	4	4	4	5	5	3	4	4	3	4	4	4	51	3,92
43	4	4	4	3	4	4	4	5	5	3	4	4	3	51	3,92
44	4	5	5	4	5	5	3	4	4	4	4	4	4	55	4,23
45	3	4	4	3	3	3	4	5	5	4	4	4	3	49	3,77
46	4	4	4	3	4	4	4	4	4	4	5	5	3	52	4,00
47	5	5	5	4	5	5	2	3	3	4	5	5	4	55	4,23
48	4	4	4	3	4	4	3	4	4	4	4	4	3	49	3,77
49	5	5	5	4	5	5	2	3	3	4	5	5	4	55	4,23
50	3	3	4	4	3	3	4	4	4	4	3	3	4	46	3,54
51	5	5	5	2	3	3	3	3	3	3	4	4	2	45	3,46
52	3	4	4	3	4	4	4	4	4	3	3	3	3	46	3,54
53	5	5	5	2	3	3	4	4	4	3	4	4	3	49	3,77
54	3	3	3	4	4	4	4	4	4	3	3	3	4	46	3,54
55	5	5	5	3	3	3	3	3	3	4	4	4	3	48	3,69
56	3	4	4	4	4	4	3	3	3	3	3	3	4	45	3,46
57	4	5	5	4	4	4	3	4	4	3	3	3	4	50	3,85
58	4	4	4	4	4	4	3	4	4	4	5	5	4	53	4,08
59	3	3	3	3	3	3	3	3	3	3	4	4	3	41	3,15
60	4	4	4	3	3	3	3	4	4	3	4	4	4	47	3,62
61	4	4	4	3	4	4	4	5	5	4	5	5	3	54	4,15
62	3	4	4	3	4	4	4	5	5	4	4	4	3	51	3,92
63	4	5	5	3	3	3	4	5	5	3	4	4	3	51	3,92
64	5	5	5	3	4	4	3	4	4	4	4	4	3	52	4,00

Lampiran 2b (lanjutan):

Resp	<i>E-Service Quality</i>														
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.T	X1
65	4	5	5	4	5	5	4	5	5	4	4	4	4	58	4,46
66	4	5	5	4	5	5	4	4	4	4	4	4	4	56	4,31
67	4	5	5	4	5	5	3	4	4	3	4	4	4	54	4,15
68	5	5	5	3	4	4	4	4	4	3	4	4	3	52	4,00
69	4	5	5	4	5	5	2	3	3	3	4	4	4	51	3,92
70	3	4	4	4	4	4	3	4	4	5	5	5	4	53	4,08
71	4	4	4	3	4	4	4	4	4	3	3	3	3	47	3,62
72	4	5	5	4	4	4	3	4	4	4	4	4	4	53	4,08
73	5	5	5	2	3	3	4	5	5	4	4	4	2	51	3,92
74	4	5	5	3	4	4	4	5	5	4	4	4	3	54	4,15
75	4	5	5	4	4	4	4	4	4	4	4	4	4	54	4,15
76	4	5	5	3	4	4	3	3	3	4	4	4	4	50	3,85
77	5	5	5	4	5	5	4	5	5	4	5	5	4	61	4,69
78	4	4	4	4	5	5	4	4	4	4	5	5	4	56	4,31
79	4	5	5	4	4	4	4	5	5	4	4	4	4	56	4,31
80	4	4	4	3	3	3	5	5	5	4	4	4	3	51	3,92
81	5	5	5	4	5	5	4	5	5	5	5	5	4	62	4,77
82	4	4	4	4	4	4	3	4	4	4	4	4	4	51	3,92
83	4	5	5	4	5	5	5	5	5	4	4	4	4	59	4,54
84	4	4	4	5	5	5	3	3	3	4	4	4	5	53	4,08
85	4	5	5	4	5	5	4	4	4	4	4	4	4	56	4,31
86	5	5	5	3	4	4	4	4	4	3	4	4	3	52	4,00
87	4	5	5	5	5	5	4	4	4	4	5	5	5	60	4,62
88	4	5	5	3	3	3	3	4	4	4	4	4	3	49	3,77
89	4	4	4	4	4	4	4	4	4	3	4	4	4	51	3,92
90	4	5	5	4	4	4	4	4	4	4	4	4	4	54	4,15
91	4	5	5	4	4	4	4	5	5	4	5	5	4	58	4,46
92	4	5	5	3	4	4	4	4	4	4	5	5	3	54	4,15

Lampiran 2b (lanjutan):

Resp	<i>E-Service Quality</i>														
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.T	X1
93	4	5	5	4	4	4	3	4	4	4	4	4	4	53	4,08
94	4	4	4	4	4	4	3	4	4	4	4	4	4	51	3,92
95	4	5	5	4	5	5	5	5	5	4	4	4	4	59	4,54
96	4	5	5	4	4	4	3	3	3	4	5	5	4	53	4,08
97	4	5	5	3	4	4	2	2	2	4	4	4	3	46	3,54
98	4	4	4	3	4	4	3	4	4	4	5	5	3	51	3,92
99	4	4	4	5	5	5	3	4	4	4	5	5	5	57	4,38
100	5	5	5	3	3	3	4	4	4	4	5	5	4	54	4,15

Lampiran 2c.
Jawaban Responden Untuk Customer Satisfaction dan Customer
Loyalty

Res	Customer Satisfaction								Customer Loyalty								
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.T	X2	Y1	Y2	Y3	Y4	Y5	Y6	Y.T	Y	
1	4	4	4	4	4	3	23	3,83	4	3	4	3	4	4	22	3,67	
2	3	3	3	2	2	2	15	2,50	2	2	3	2	4	3	16	2,67	
3	2	3	2	3	4	4	18	3,00	4	4	4	4	3	4	23	3,83	
4	2	4	3	4	3	3	19	3,17	3	4	4	4	3	3	21	3,50	
5	4	3	4	3	3	3	20	3,33	3	3	3	4	4	3	20	3,33	
6	3	2	4	4	4	4	21	3,50	4	4	4	3	3	4	22	3,67	
7	4	4	4	3	3	2	20	3,33	2	3	3	3	3	3	17	2,83	
8	3	3	3	3	3	4	19	3,17	3	3	4	3	4	3	20	3,33	
9	2	3	2	3	2	2	14	2,33	2	3	3	2	4	2	16	2,67	
10	4	5	5	4	4	4	26	4,33	4	5	4	4	4	4	25	4,17	
11	3	4	4	4	5	5	25	4,17	4	5	4	4	4	4	25	4,17	
12	5	5	5	5	5	5	30	5,00	4	5	4	5	5	4	27	4,50	
13	4	4	4	3	4	4	23	3,83	4	3	3	4	4	4	22	3,67	
14	3	4	4	1	2	1	15	2,50	2	3	3	3	3	3	17	2,83	
15	4	4	4	4	4	4	24	4,00	4	5	4	4	4	4	25	4,17	
16	4	5	5	4	5	5	28	4,67	4	5	4	4	4	4	25	4,17	
17	4	5	4	4	4	4	25	4,17	4	4	4	4	5	4	25	4,17	
18	3	4	4	2	3	3	19	3,17	3	2	3	3	4	3	18	3,00	
19	5	5	5	5	5	5	30	5,00	4	5	4	5	5	4	27	4,50	
20	5	5	5	5	5	5	30	5,00	4	5	4	5	5	4	27	4,50	
21	5	5	5	5	5	5	30	5,00	4	5	4	5	5	4	27	4,50	
22	4	4	5	5	5	5	28	4,67	4	5	4	4	5	4	26	4,33	
23	5	5	5	5	5	5	30	5,00	4	5	4	4	5	4	26	4,33	
24	3	3	3	4	4	4	21	3,50	4	4	3	4	4	5	24	4,00	
25	5	5	5	4	5	5	29	4,83	4	4	4	5	5	4	26	4,33	
26	3	4	4	1	1	2	15	2,50	2	2	3	3	3	3	16	2,67	
27	4	4	4	4	4	4	24	4,00	4	4	4	4	4	5	4	25	4,17
28	4	4	4	3	3	3	21	3,50	3	3	3	4	4	3	20	3,33	
29	4	4	4	3	3	3	21	3,50	3	4	4	4	4	3	22	3,67	
30	4	4	4	1	1	2	16	2,67	3	3	3	3	3	3	18	3,00	
31	3	4	4	5	5	5	26	4,33	4	5	3	4	4	4	24	4,00	
32	4	5	5	5	5	5	29	4,83	4	5	4	4	4	4	25	4,17	
33	5	5	5	3	4	4	26	4,33	4	4	4	4	5	4	25	4,17	
34	4	4	4	3	2	2	19	3,17	2	3	3	3	4	3	18	3,00	
35	4	4	4	5	5	5	27	4,50	4	5	4	5	5	4	27	4,50	
36	4	4	4	4	4	4	24	4,00	4	4	3	4	4	4	23	3,83	
37	5	5	5	5	5	5	30	5,00	4	5	4	5	5	4	27	4,50	
38	3	3	3	2	1	1	13	2,17	3	2	3	3	3	3	17	2,83	
39	3	3	3	5	5	5	24	4,00	4	5	4	4	5	4	26	4,33	
40	4	4	4	2	1	2	17	2,83	2	2	3	3	4	3	17	2,83	
41	5	5	5	5	5	5	30	5,00	4	5	4	4	5	4	26	4,33	
42	4	4	4	4	4	4	24	4,00	4	4	3	4	4	4	23	3,83	
43	4	4	4	4	4	4	24	4,00	4	4	3	4	4	4	23	3,83	
44	4	5	5	4	5	5	28	4,67	4	4	4	4	4	4	24	4,00	
45	2	3	3	4	5	5	22	3,67	4	5	3	4	4	4	24	4,00	

Lampiran 2c (lanjutan):

Res p	Customer Satisfaction								Customer Loyalty							
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.T	X2	Y1	Y2	Y3	Y4	Y5	Y6	Y.T	Y
91	4	4	4	4	4	4	24	4,00	4	4	4	4	4	4	24	4,00
92	4	4	4	5	5	5	27	4,50	4	5	4	4	5	4	26	4,33
93	3	4	4	4	5	5	25	4,17	4	4	4	4	5	4	25	4,17
94	4	4	4	4	5	5	26	4,33	4	4	4	4	4	4	24	4,00
95	5	5	5	4	5	5	29	4,83	4	4	4	4	5	4	25	4,17
96	4	4	4	5	5	5	27	4,50	4	5	4	4	5	4	26	4,33
97	3	4	4	4	5	5	25	4,17	4	4	4	4	4	4	24	4,00
98	4	4	4	5	5	5	27	4,50	4	5	4	4	4	4	25	4,17
99	4	5	5	4	4	4	26	4,33	4	4	4	4	4	4	24	4,00
100	4	4	4	4	5	5	26	4,33	4	4	4	4	4	4	24	4,00

Lampiran 3.

Frekuensi

Jenis Kelamin Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	83	83,0	83,0	83,0
Perempuan	17	17,0	17,0	100,0
Total	100	100,0	100,0	

Usia Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 - 27 tahun	60	60,0	60,0	60,0
28 - 37 tahun	33	33,0	33,0	93,0
38 - 47 tahun	5	5,0	5,0	98,0
Lebih dari 47 tahun	2	2,0	2,0	100,0
Total	100	100,0	100,0	

Tempat Tinggal

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Surabaya	100	100,0	100,0	100,0

Pernah Transaksi?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pernah	100	100,0	100,0	100,0

Lampiran 4. Hasil Uji Validitas

Correlations

		x11	x12	x13	x14	x15	x16	x17	x18	x19	X110	X111	X112	X113	Total1
x11	Pearson Correlation	1	,702**	,736**	,078	,323**	,301**	,112	,158	,158	,337**	,440**	,418**	,072	,567**
	Sig. (2-tailed)		,000	,000	,439	,001	,002	,267	,117	,117	,001	,000	,000	,475	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x12	Pearson Correlation	,702**	1	,935**	,179	,397**	,416**	,084	,166	,156	,340**	,359**	,379**	,155	,624**
	Sig. (2-tailed)	,000		,000	,076	,000	,000	,405	,099	,121	,001	,000	,000	,123	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x13	Pearson Correlation	,736**	,935**	1	,236*	,405**	,390**	,094	,173	,163	,406**	,332**	,310**	,227*	,638**
	Sig. (2-tailed)	,000	,000		,018	,000	,000	,354	,085	,105	,000	,001	,002	,023	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x14	Pearson Correlation	,078	,179	,236*	1	,715**	,685**	,175	,256*	,233*	,363**	,333**	,333**	,907**	,659**
	Sig. (2-tailed)	,439	,076	,018		,000	,000	,082	,010	,020	,000	,001	,001	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x15	Pearson Correlation	,323**	,397**	,405**	,715**	1	,976**	,185	,324**	,311**	,341**	,439**	,439**	,602**	,783**
	Sig. (2-tailed)	,001	,000	,000	,000		,000	,065	,001	,002	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x16	Pearson Correlation	,301**	,416**	,390**	,685**	,976**	1	,143	,276**	,262**	,333**	,457**	,475**	,573**	,761**
	Sig. (2-tailed)	,002	,000	,000	,000	,000		,155	,006	,008	,001	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x17	Pearson Correlation	,112	,084	,094	,175	,185	,143	1	,744**	,742**	,158	,097	,117	,199*	,481**
	Sig. (2-tailed)	,267	,405	,354	,082	,065	,155		,000	,000	,118	,337	,246	,048	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x18	Pearson Correlation	,158	,166	,173	,256*	,324**	,276**	,744**	1	,992**	,252*	,236*	,255*	,230*	,629**
	Sig. (2-tailed)	,117	,099	,085	,010	,001	,006	,000		,000	,011	,018	,011	,021	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x19	Pearson Correlation	,158	,156	,163	,233*	,311**	,262**	,742**	,992**	1	,228*	,222*	,240*	,208*	,612**
	Sig. (2-tailed)	,117	,121	,105	,020	,002	,008	,000	,000		,023	,027	,016	,038	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X110	Pearson Correlation	,337**	,340**	,406**	,363**	,341**	,333**	,158	,252*	,228*	1	,637**	,612**	,334**	,617**
	Sig. (2-tailed)	,001	,001	,000	,000	,001	,001	,118	,011	,023		,000	,000	,001	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X111	Pearson Correlation	,440**	,359**	,332**	,333**	,439**	,457**	,097	,236*	,222	,637**	1	,978**	,290**	,677**
	Sig. (2-tailed)	,000	,000	,001	,001	,000	,000	,337	,018	,027	,000		,000	,003	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X112	Pearson Correlation	,418**	,379**	,310**	,333**	,439**	,475**	,117	,255*	,240*	,612**	,978**	1	,290**	,682**
	Sig. (2-tailed)	,000	,000	,002	,001	,000	,000	,246	,011	,016	,000	,000		,003	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X113	Pearson Correlation	,072	,155	,227**	,907**	,602**	,573**	,199*	,230*	,208*	,334**	,290**	,290**	1	,608**
	Sig. (2-tailed)	,475	,123	,023	,000	,000	,000	,048	,021	,038	,001	,003	,003		,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total1	Pearson Correlation	,567**	,624**	,638**	,659**	,783**	,761**	,481**	,629**	,612**	,617**	,677**	,682**	,608**	1
	Sig. (2-tailed)	,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

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

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

Lampiran 4. Uji Validitas (lanjutan)

Customer Satisfaction

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total X2
X2.1	Pearson Correlation	1	,695**	,782**	,332**	,368**	,371**	,696**
	Sig. (2-tailed)		,000	,000	,001	,000	,000	,000
	N	100	100	100	100	100	100	100
X2.2	Pearson Correlation	,695**	1	,885**	,307**	,357**	,353**	,696**
	Sig. (2-tailed)	,000		,000	,002	,000	,000	,000
	N	100	100	100	100	100	100	100
X2.3	Pearson Correlation	,782**	,885**	1	,324**	,402**	,401**	,739**
	Sig. (2-tailed)	,000	,000		,001	,000	,000	,000
	N	100	100	100	100	100	100	100
X2.4	Pearson Correlation	,332**	,307**	,324**	1	,850**	,830**	,819**
	Sig. (2-tailed)	,001	,002	,001		,000	,000	,000
	N	100	100	100	100	100	100	100
X2.5	Pearson Correlation	,368**	,357**	,402**	,850**	1	,966**	,883**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100
X2.6	Pearson Correlation	,371**	,353**	,401**	,830**	,966**	1	,878**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100	100
Total X2	Pearson Correlation	,696**	,696**	,739**	,819**	,883**	,878**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100

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

Customer Loyalty

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Total Y
Y1.1	Pearson Correlation	1	,672**	,466**	,623**	,450**	,823**	,844**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
Y1.2	Pearson Correlation	,672**	1	,510**	,605**	,501**	,656**	,864**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
Y1.3	Pearson Correlation	,466**	,510**	1	,553**	,406**	,422**	,683**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100
Y1.4	Pearson Correlation	,623**	,605**	,553**	1	,558**	,577**	,820**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100
Y1.5	Pearson Correlation	,450**	,501**	,406**	,558**	1	,448**	,707**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100
Y1.6	Pearson Correlation	,823**	,656**	,422**	,577**	,448**	1	,817**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100	100
Total Y	Pearson Correlation	,844**	,864**	,683**	,820**	,707**	,817**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100

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

Lampiran 5. Uji Reliabilitas

E-Service Quality

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
,880	13

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x11	48,0100	32,394	,484	,876
x12	47,6000	31,535	,539	,873
x13	47,5700	31,722	,562	,872
x14	48,3300	31,456	,584	,870
x15	47,9000	29,687	,723	,862
x16	47,9100	29,840	,696	,864
x17	48,3400	32,792	,377	,882
x18	47,8600	31,112	,538	,873
x19	47,8700	31,306	,519	,874
X110	48,1800	32,472	,549	,873
X111	47,8000	31,535	,610	,869
X112	47,8000	31,495	,616	,869
X113	48,2300	32,037	,529	,873

Lampiran 5 (lanjutan):

Customer Satisfaction

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
,877	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X21	20,3200	12,967	,581	,872
X22	19,9500	13,260	,593	,871
X23	19,9600	12,907	,643	,864
X24	20,2300	11,149	,713	,851
X25	20,0000	10,323	,803	,834
X26	19,9900	10,555	,798	,835

Lampiran 5 (lanjutan):

Customer loyalty

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
,870	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y11	19,4000	5,899	,768	,832
Y12	19,1500	4,755	,743	,849
Y13	19,4700	6,757	,579	,864
Y14	19,2600	5,932	,732	,838
Y15	19,0000	6,323	,578	,863
Y16	19,3700	6,316	,746	,841

Lampiran 6.

Output Regresi Linier Berganda

Descriptive Statistics

	Mean	Std. Deviation	N
customer loyalty	3,8550	,48354	100
e-service quality	3,9962	,46533	100
customer satisfaction	4,0150	,68045	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	customer satisfaction , e-service quality	.	Enter

- a. All requested variables entered.
- b. Dependent Variable: customer loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,882 ^a	,777	,773	,23050

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17,994	2	8,997	169,341	,000 ^a
	Residual	5,154	97	,053		
	Total	23,148	99			

- a. Predictors: (Constant), customer satisfaction , e-service quality
- b. Dependent Variable: customer loyalty

Lampiran 6 (lanjutan):

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,882 ^a	,777	,773	,23050

a. Predictors: (Constant), customer satisfaction, e-service quality