LAMPIRAN

Lamppiran 1. Kuesioner

LAMPIRAN 1 KUESIONER
PENGARUH PROMOSI GRATIS ONGKIR DAN KEPERCAYAAN PELANGGAN TERHADAP LOYALITAS PELANGGAN MARKETPLACE PADA MAHASISWA PRODI MANAJEMEN ANGKATA 2022 UNIVERSITAS TRIBHUWANA TUNGGADEWI

Halo!
Saya Darius Anugrah (2022120164) mahasiswa Fakultas Ekonomi Universitas Tribhuwana Tunggadewi yang sedang melakukan penelitian dengan judul:
"PENGARUH PROMOSI GRATIS ONGKIR DAN KEPERCAYAAN PELANGGAN TERHADAP LOYALITAS PELANGGAN MARKETPLACE PADA MAHASISWA PRODI MANAJEMEN ANGKATAN 2022UNIVERSITAS TRIBHUWANA TUNGGADEWI"
Kuesioner ini bertujuan untuk mengumpulkan data sebagai bahan analisis penelitian.
Jawaban Anda akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan akademik.
Terima kasih atas partisipasinya.

Hormat Saya

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2022120164

PETUNJUK PENGISIAN KUESIONER

Pilih salah satu jawaban yang tersedia sesuai dengan pendapat anda.
Setiap pertanyaan memiliki 1 pilihan jawaban.
Setiap nilai/skor akan mewakili tingkat kesesuaian dengan pendapat anda.
1 = Sangat Tidak Setuju (STS) = 1
2 = Tidak Setuju (TS) = 2
3 = Netral (N) = 3
4 = Setuju (S) = 4
4 = Sangat Setuju (SS) = 5

IDENTITAS RESPONDEN

Nama Responden :
Usia :
Jenis Kelamin : ( ) Pria ( ) Wanita
Frekuensi belanja Shopee :
Apakah anda pengguna shopee : Ya / Tidak

VARIABEL PROMOSI GRATIS ONGKIR (X1)

NO	INDIKATOR VARIABEL	STS	TS	N	S	SS
1.	Saya tertarik berbelanja di Shopee karena adanya promo gratis ongkir.					
2.	Promo gratis ongkir memengaruhi keputusan saya untuk berbelanja di Shopee dibanding platform lain.					
3.	Saya merasa promo gratis ongkir membantu saya menghemat biaya belanja**.**					
4.	Saya cenderung menunggu promo gratis ongkir sebelum melakukan pembelian di Shopee.					
5.	Menurut saya, program gratis ongkir Shopee sudah sesuai dengan kebutuhan pelanggan.					

VARIABEL KEPERCAYAAN PELANGGAN (X2)

NO	INDIKATOR VARIABEL	STS	TS	N	S	SS
1.	Saya percaya Shopee memberikan informasi produk yang akurat dan jujur.					
2.	Saya percaya Shopee menjaga keamanan data pribadi saya saat bertransaksi.					
3.	Saya yakin Shopee selalu menepati janji terkait pengiriman dan pelayanan.					
4.	Saya merasa aman melakukan transaksi pembayaran melalui Shopee.					
5.	Shopee menangani keluhan pelanggan dengan cepat dan dapat dipercaya.					

VARIABEL LOYALITAS (Y)

NO	INDIKATOR VARIABEL	STS	TS	N	S	SS
1.	Saya sering berbelanja di Shopee dibandingkan dengan platform lain.					
2.	Saya berniat terus menggunakan Shopee untuk berbelanja online di masa depan.					
3.	Saya akan merekomendasikan Shopee kepada teman atau keluarga saya.					
4.	Saya merasa puas dengan layanan Shopee secara keseluruhan					
5.	Saya tetap berbelanja di Shopee walaupun ada promo menarik di platform lain.					

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Lampiran 2: Tabulasi Hasil Penyebaran Kuesioner

No	Identitas Responden				Promosi Gratis Ongkir (X_1)						Kepercayaan Pelanggan (X_2)						Loyalitas Pelanggan Shopee (Y)					
	Inisial	JK	Pengguna Shopee	Frekuensi	1	2	3	4	5	X_1	1	2	3	4	5	X_2	1	2	3	4	5	Y
1	R.L.	L	Ya	1-2 bulan	4	4	4	3	4	19	3	3	3	3	3	15	5	4	3	3	3	18
2	N.A.N.	P	Ya	<1 bulan	3	3	4	5	5	20	5	5	5	3	4	22	2	3	3	2	1	11
3	Z.	L	Ya	>2 bulan	4	4	5	5	5	23	4	5	4	5	5	23	5	5	4	5	4	23
4	K.D.S.	L	Ya	>2 bulan	4	4	4	4	3	19	3	4	3	4	3	17	3	4	4	4	4	19
5	D.N.S.K.	P	Ya	<1 bulan	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
6	S.S.J.	P	Ya	<1 bulan	4	4	4	4	4	20	4	4	4	4	4	20	4	3	4	4	3	18
7	M.N.H.	P	Ya	<1 bulan	3	4	4	4	5	20	5	5	5	5	5	25	5	5	5	4	4	23
8	F.U.	L	Ya	<1 bulan	5	5	5	3	4	22	4	5	5	4	4	22	3	4	4	4	3	18
9	E.A.W.	P	Ya	1-2 bulan	5	4	5	3	3	20	4	4	3	4	3	18	3	3	4	4	4	18
10	R.K.R.	P	Ya	<1 bulan	4	3	4	4	4	19	3	4	3	4	4	18	3	3	3	4	3	16
11	D.E.N.	L	Ya	<1 bulan	5	5	5	5	5	25	4	4	4	5	4	21	5	3	4	5	4	21
12	S.	P	Ya	>2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	3	19
13	G.M.	L	Ya	<1 bulan	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
14	N.	P	Ya	>2 bulan	4	4	4	4	2	18	2	4	1	4	1	12	4	2	4	1	2	13
15	P.I.S.	P	Ya	1-2 bulan	4	4	4	4	4	20	4	4	3	5	4	20	5	4	4	4	5	22
16	H.A.N.	L	Ya	<1 bulan	5	4	5	4	4	22	4	4	4	4	4	20	4	4	4	4	3	19
17	F.S.	P	Ya	1-2 bulan	3	3	4	3	3	16	4	4	4	4	4	20	3	4	3	4	3	17
18	P.R.L.	P	Ya	<1 bulan	4	3	3	3	3	16	4	5	3	3	3	18	3	2	4	4	4	17
19	S.	P	Ya	1-2 bulan	5	5	3	3	2	18	3	3	3	3	3	15	3	3	5	3	3	17
20	L.N.M.	P	Ya	<1 bulan	2	2	1	1	3	9	2	3	4	4	4	17	2	3	3	3	2	13
21	A.F.	L	Ya	<1 bulan	4	4	4	3	4	19	3	4	3	2	3	15	2	3	3	3	1	12
22	F.E.	P	Ya	>2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
23	Y.V.	L	Ya	<1 bulan	5	5	5	5	4	24	5	5	4	5	4	23	5	5	5	5	5	25
24	V.T.	P	Ya	>2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
25	N.R.	L	Ya	<1 bulan	4	5	4	4	5	22	4	5	5	4	4	22	5	5	5	4	3	22
26	A.M.	L	Ya	>2 bulan	4	3	4	3	4	18	4	3	3	3	3	16	4	3	3	4	3	17
27	W.W.	L	Ya	>2 bulan	5	4	5	3	5	22	4	5	4	4	3	20	3	3	4	4	3	17
28	V.A.	P	Ya	<1 bulan	5	5	5	4	4	23	5	4	5	5	4	23	4	5	5	5	5	24
29	M.D.N.	P	Ya	<1 bulan	5	4	5	4	4	22	4	4	3	4	4	19	5	4	4	4	4	21
30	D.N.M.	P	Ya	>2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	3	19
31	W.A.	P	Ya	1-2 bulan	4	4	5	5	4	22	3	2	2	3	3	13	4	3	3	3	2	15
32	B.I.	P	Ya	1-2 bulan	5	5	5	3	4	22	4	4	4	5	4	21	5	5	4	4	4	22
33	F.O.	L	Ya	1-2 bulan	5	5	5	5	5	25	5	5	5	5	5	25	4	5	5	5	3	22
34	W.E.	L	Ya	>2 bulan	4	4	5	5	4	22	3	4	4	4	4	19	5	4	4	4	4	21
35	F.	L	Ya	<1 bulan	4	3	4	2	3	16	2	4	3	3	3	15	3	2	4	3	2	14
36	F.Y.	L	Ya	>2 bulan	5	4	4	4	5	22	5	5	5	5	4	24	5	4	5	5	5	24
37	K.M.	P	Ya	1-2 bulan	5	4	5	4	3	21	4	4	4	4	4	20	4	3	5	4	4	20
38	D.	L	Ya	<1 bulan	4	4	4	4	4	20	5	5	5	5	5	25	4	5	5	5	5	24

No	Identitas Responden				Promosi Gratis Ongkir (X_1)						Kepercayaan Pelanggan (X_2)						Loyalitas Pelanggan Shopee (Y)					
	Inisial	JK	Pengguna Shopee	Frekuensi	1	2	3	4	5	X_1	1	2	3	4	5	X_2	1	2	3	4	5	Y
39	S.	P	Ya	>2 bulan	5	5	5	5	5	25	4	4	4	4	4	20	4	4	4	5	5	22
40	B.	P	Ya	1-2 bulan	5	5	5	5	5	25	4	4	4	4	4	20	5	5	5	5	5	25
41	A.	L	Ya	<1 bulan	5	5	5	5	5	25	4	4	4	4	4	20	5	5	5	5	5	25
42	C.	P	Ya	>2 bulan	5	4	4	4	4	21	4	4	4	4	4	20	5	5	5	5	5	25
43	G.	P	Ya	1-2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	3	4	4	4	4	19
44	O.	P	Ya	>2 bulan	4	4	4	4	5	21	5	5	5	5	5	25	5	5	5	5	5	25
45	B.	L	Ya	<1 bulan	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
46	I.	L	Ya	1-2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	5	5	5	5	4	24
47	D.	P	Ya	>2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	5	5	5	5	5	25
48	A.	P	Ya	>2 bulan	4	4	4	5	5	22	4	4	4	4	4	20	5	5	5	5	5	25
49	R.	L	Ya	<1 bulan	4	4	4	4	4	20	4	4	4	4	4	20	5	5	5	5	5	25
50	I.	P	Ya	1-2 bulan	4	4	4	4	5	21	5	5	5	5	5	25	5	5	5	5	5	25
51	U.	L	Ya	<1 bulan	4	4	4	4	4	20	5	5	5	5	5	25	5	5	5	5	5	25
52	S.	P	Ya	>2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
53	L.	P	Ya	1-2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
54	E.	L	Ya	<1 bulan	4	4	4	4	4	20	4	4	5	5	5	23	5	5	5	5	5	25
55	O.	L	Ya	<1 bulan	4	4	4	4	4	20	4	4	5	5	5	23	5	5	5	5	5	25
56	H.	P	Ya	1-2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	5	5	5	5	5	25
57	O.	L	Ya	<1 bulan	4	4	4	4	4	20	4	4	4	4	4	20	5	5	5	5	5	25
58	S.	L	Ya	<1 bulan	4	4	4	4	4	20	5	5	5	5	5	25	5	5	5	5	5	25
59	E.	P	Ya	>2 bulan	4	4	4	4	5	21	5	5	5	5	5	25	5	5	5	5	5	25
60	A.	L	Ya	1-2 bulan	4	4	4	4	5	21	5	5	5	5	5	25	5	5	5	5	5	25
61	V.	P	Ya	>2 bulan	4	4	4	4	4	20	5	5	5	5	5	25	5	5	5	5	5	25
62	I.	L	Ya	<1 bulan	4	4	4	4	4	20	5	5	5	5	5	25	5	5	5	5	5	25
63	N.	L	Ya	<1 bulan	4	4	4	4	4	20	5	5	5	5	5	25	5	5	5	5	5	25
64	S.	P	Ya	1-2 bulan	4	4	4	4	4	20	5	5	5	5	5	25	5	5	5	5	5	25
65	E.	L	Ya	<1 bulan	4	4	4	5	5	22	4	4	4	4	4	20	4	4	4	4	4	20
66	N.	P	Ya	>2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
67	S.	P	Ya	>2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
68	I.	L	Ya	1-2 bulan	4	4	4	4	4	20	5	5	5	5	5	25	5	5	5	5	5	25
69	U.	L	Ya	<1 bulan	4	4	4	4	4	20	5	5	5	5	5	25	5	5	5	5	5	25
70	S.	L	Ya	<1 bulan	4	4	4	4	4	20	5	5	5	5	5	25	5	5	5	5	5	25
71	O.	L	Ya	<1 bulan	4	4	4	4	5	21	5	5	5	5	5	25	5	5	5	5	5	25
72	B.	P	Ya	>2 bulan	4	4	4	4	4	20	5	5	5	5	5	25	5	5	5	5	4	24
73	I.	P	Ya	>2 bulan	4	4	4	4	4	20	5	5	5	5	5	25	5	5	5	5	5	25
74	D.	L	Ya	1-2 bulan	4	4	4	4	4	20	5	5	5	5	5	25	5	5	5	5	5	25
75	A.	L	Ya	<1 bulan	4	4	4	5	5	22	4	4	4	4	4	20	5	5	5	5	5	25
76	R.	L	Ya	1-2 bulan	4	4	4	5	4	21	4	4	4	4	4	20	5	5	5	5	5	25
77	I.	P	Ya	>2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	5	5	5	5	4	24
78	U.	P	Ya	>2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	5	5	5	5	5	25

No	Identitas Responden				Promosi Gratis Ongkir (X_1)						Kepercayaan Pelanggan (X_2)						Loyalitas Pelanggan Shopee (Y)					
	Inisial	JK	Pengguna Shopee	Frekuensi	1	2	3	4	5	X_1	1	2	3	4	5	X_2	1	2	3	4	5	Y
79	S.	P	Ya	1-2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	5	5	5	5	5	25
80	V.S.	L	Ya	<1 bulan	4	4	4	5	5	22	5	5	5	5	5	25	5	5	5	5	5	25
81	U.L.	P	Ya	1-2 bulan	4	4	4	4	4	20	5	5	5	5	4	24	4	4	4	5	5	22
82	B.U.	L	Ya	<1 bulan	4	4	4	4	4	20	4	4	4	4	4	20	5	5	5	5	5	25
83	S.	P	Ya	1-2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	5	5	5	5	5	25
84	G.S.	L	Ya	<1 bulan	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	5	5	22
85	A.	L	Ya	<1 bulan	5	5	5	5	5	25	4	4	4	4	4	20	5	5	5	5	5	25
86	L.	P	Ya	1-2 bulan	4	4	5	5	5	23	4	4	4	4	4	20	4	4	4	5	5	22
87	R.	P	Ya	1-2 bulan	4	4	4	5	5	22	4	4	4	4	4	20	5	5	5	5	5	25
88	G.	L	Ya	<1 bulan	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	5	5	22
89	A.R.	L	Ya	<1 bulan	4	4	4	4	4	20	4	4	4	4	4	20	5	5	5	5	5	25
90	T.	L	Ya	1-2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	5	5	5	5	5	25
91	B.	P	Ya	>2 bulan	4	4	4	4	4	20	4	4	4	5	4	21	5	5	5	5	5	25
92	S.	L	Ya	<1 bulan	4	4	4	4	4	20	4	4	4	4	4	20	5	5	5	5	5	25
93	L.	P	Ya	1-2 bulan	4	4	4	4	4	20	5	5	5	5	5	25	5	5	5	5	5	25
94	C.	L	Ya	<1 bulan	4	4	4	4	4	20	4	4	4	4	5	21	5	5	5	5	5	25
95	F.	L	Ya	<1 bulan	4	4	4	4	4	20	5	5	5	5	5	25	5	5	5	5	5	25
96	L.	L	Ya	1-2 bulan	4	4	4	5	5	22	4	4	4	4	4	20	4	4	4	5	5	22
97	M.U.	P	Ya	>2 bulan	4	4	4	4	4	20	5	5	5	5	5	25	5	5	5	5	5	25
98	A.	L	Ya	1-2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
99	R.S.	P	Ya	1-2 bulan	4	4	4	4	4	20	5	4	4	4	4	21	4	4	4	4	4	20
100	S.P.	P	Ya	1-2 bulan	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	5	5	22

Lampiran 3: Deskripsi Hasil Tabulasi Kuesioner

Frequencies

Frequency Table

JK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	L	49	49.0	49.0	49.0
	P	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

Pengguna.Shopee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	100	100.0	100.0	100.0

Frekuensi.Menggunakan.Shopee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1 bulan	42	42.0	42.0	42.0
	>2 bulan	27	27.0	27.0	69.0
	1-2 bulan	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	3	3.0	3.0	4.0
	4.00	77	77.0	77.0	81.0
	5.00	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	6	6.0	6.0	7.0
	4.00	80	80.0	80.0	87.0
	5.00	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	3.00	2	2.0	2.0	3.0
	4.00	77	77.0	77.0	80.0
	5.00	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	3.00	10	10.0	10.0	12.0
	4.00	68	68.0	68.0	80.0
	5.00	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	7	7.0	7.0	9.0
	4.00	66	66.0	66.0	75.0
	5.00	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	7	7.0	7.0	10.0
	4.00	59	59.0	59.0	69.0
	5.00	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	4	4.0	4.0	5.0
	4.00	61	61.0	61.0	66.0
	5.00	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	3.00	11	11.0	11.0	13.0
	4.00	54	54.0	54.0	67.0
	5.00	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	7	7.0	7.0	8.0
	4.00	56	56.0	56.0	64.0
	5.00	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	3.00	10	10.0	10.0	11.0
	4.00	60	60.0	60.0	71.0
	5.00	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	10	10.0	10.0	13.0
	4.00	29	29.0	29.0	42.0
	5.00	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	12	12.0	12.0	15.0
	4.00	30	30.0	30.0	45.0
	5.00	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	8	8.0	8.0	8.0
	4.00	36	36.0	36.0	44.0
	5.00	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	3.00	6	6.0	6.0	8.0
	4.00	31	31.0	31.0	39.0
	5.00	61	61.0	61.0	100.0
	Total	100	100.0	100.0	

Y.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	4	4.0	4.0	6.0
	3.00	13	13.0	13.0	19.0
	4.00	25	25.0	25.0	44.0
	5.00	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

MALANG

Lampiran 4: Descriptives

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Promosi Gratis Ongkir (X1)	100	9.00	25.00	20.5300	2.11515
Kepercayaan Pelanggan (X2)	100	12.00	25.00	21.0600	2.96041
Loyalitas Pelanggan Shopee (Y)	100	11.00	25.00	22.0600	3.54999
Valid N (listwise)	100				

Lampiran 5: Hasil Uji Validitas Kuesioner
Correlations

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	.740**	.719**	.259**	.134	.703**
	Sig. (2-tailed)		.000	.000	.009	.185	.000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.740**	1	.635**	.473**	.316**	.800**
	Sig. (2-tailed)	.000		.000	.000	.001	.000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.719**	.635**	1	.521**	.360**	.833**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	.259**	.473**	.521**	1	.603**	.787**
	Sig. (2-tailed)	.009	.000	.000		.000	.000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	.134	.316**	.360**	.603**	1	.675**
	Sig. (2-tailed)	.185	.001	.000	.000		.000
	N	100	100	100	100	100	100
X1	Pearson Correlation	.703**	.800**	.833**	.787**	.675**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

Correlations

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2
X2.1	Pearson Correlation	1	.750**	.814**	.699**	.762**	.908**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X2.2	Pearson Correlation	.750**	1	.727**	.664**	.622**	.838**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X2.3	Pearson Correlation	.814**	.727**	1	.699**	.873**	.932**
	Sig. (2-tailed)	.000	.000		.000	.000	.000

	N	100	100	100	100	100	100
X2.4	Pearson Correlation	.699**	.664**	.699**	1	.746**	.853**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X2.5	Pearson Correlation	.762**	.622**	.873**	.746**	1	.907**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
X2	Pearson Correlation	.908**	.838**	.932**	.853**	.907**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

Correlations

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y
Y.1	Pearson Correlation	1	.775**	.729**	.666**	.727**	.873**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Y.2	Pearson Correlation	.775**	1	.759**	.776**	.729**	.903**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
Y.3	Pearson Correlation	.729**	.759**	1	.695**	.724**	.863**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Y.4	Pearson Correlation	.666**	.776**	.695**	1	.867**	.901**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
Y.5	Pearson Correlation	.727**	.729**	.724**	.867**	1	.918**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Y	Pearson Correlation	.873**	.903**	.863**	.901**	.918**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

Lampiran 6: Hasil Uji Reliabilitas Kuesioner
Reliability
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
.794	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	36.9200	15.206	.637	.772
X1.2	37.0100	14.879	.754	.761
X1.3	36.9100	14.386	.787	.749
X1.4	37.0100	13.949	.716	.746
X1.5	36.9200	14.741	.582	.769
X1	20.5300	4.474	1.000	.809

Reliability
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
.824	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	37.9400	28.138	.884	.783
X2.2	37.8400	29.570	.805	.800
X2.3	37.9500	27.442	.912	.774
X2.4	37.8500	29.058	.820	.795
X2.5	37.9600	28.241	.883	.784
X2	21.0600	8.764	1.000	.933

Reliability
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
.823	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	39.7000	41.202	.842	.789
Y.2	39.7500	40.654	.878	.784
Y.3	39.6400	42.940	.837	.802
Y.4	39.6200	41.430	.878	.790
Y.5	39.8300	38.627	.891	.769
Y	22.0600	12.602	1.000	.931

Lampiran 7: Hasil Analisis Regresi Berganda, Pengujian Hipotesis, dan Uji Asumsi Klasik

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kepercayaan Pelanggan (X2), Promosi Gratis Ongkir (X1)[b]	.	Enter

a. Dependent Variable: Loyalitas Pelanggan Shopee (Y)
b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2	Sig. F Change
1	.707[a]	.500	.490	2.53520	.500	48.559	2	97	.000

a. Predictors: (Constant), Kepercayaan Pelanggan (X2), Promosi Gratis Ongkir (X1)
b. Dependent Variable: Loyalitas Pelanggan Shopee (Y)

ANOVA[a]

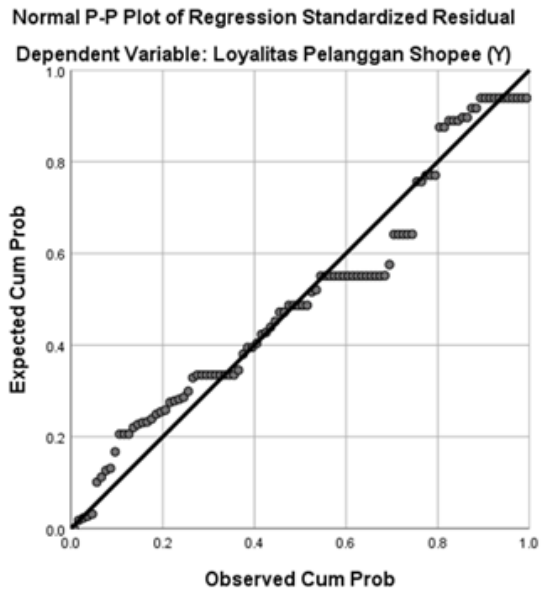
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	624.196	2	312.098	48.559	.000[b]
	Residual	623.444	97	6.427		
	Total	1247.640	99			

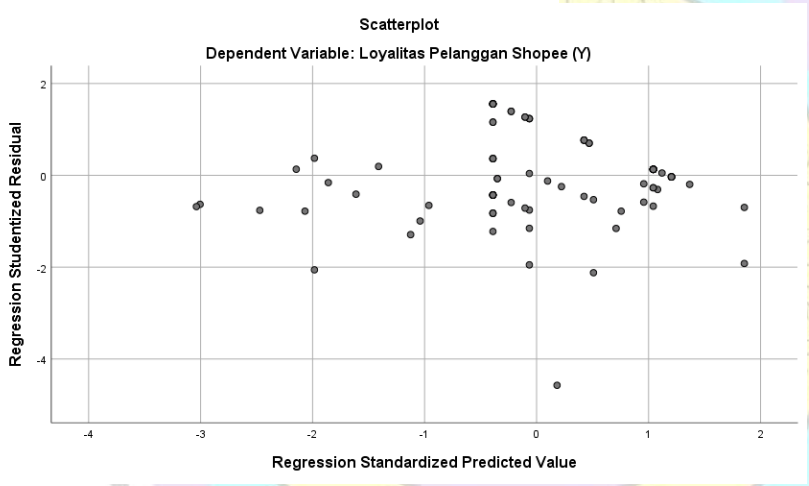
a. Dependent Variable: Loyalitas Pelanggan Shopee (Y)
b. Predictors: (Constant), Kepercayaan Pelanggan (X2), Promosi Gratis Ongkir (X1)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.954	2.746		2.532	.016		
	Promosi Gratis Ongkir (X1)	.408	.125	.243	3.254	.002	.921	1.085
	Kepercayaan Pelanggan (X2)	.719	.090	.599	8.016	.000	.921	1.085

a. Dependent Variable: Loyalitas Pelanggan Shopee (Y)





NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.50946488
Most Extreme Differences	Absolute	.083
	Positive	.083
	Negative	-.070
Test Statistic		.083
Asymp. Sig. (2-tailed)		.200[c]

a. Test distribution is Normal.
b. Calculated from data.

c. Lilliefors Significance Correction.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.070	1.809		1.673	.091		
	Promosi Gratis Ongkir (X1)	.084	.083	.103	1.010	.315	.921	1.085
	Kepercayaan Pelanggan (X2)	-.164	.059	-.283	-1.278	.101	.921	1.085

a. Dependent Variable: ABS

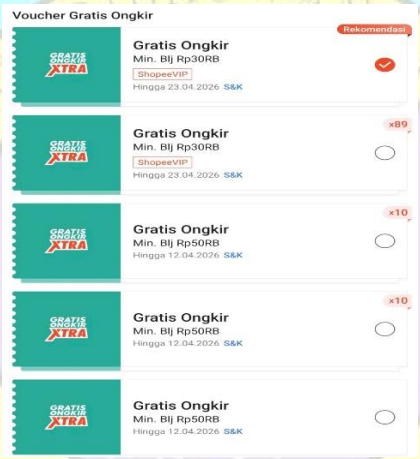
DOKUMENTASI



Lampiran 1. Tanggal Kembar 12.12



Lampiran 2. Tanggal kembar 11.11



Lampiran 3. Voucher Gratis Ongkir