

# **LAMPIRAN – LAMPIRAN**

## Lampiran 1. Kuesioner Penelitian

### KUISIONER PENELITIAN

Kepada Saudara/i

Assalamualaikum wr.wb,

Dengan Hormat,

Perkenalkan saya Azalika Nurlailah Parwati, Mahasiswi dari Program Studi Ilmu Administrasi Bisnis, Fakultas Sosial dan Politik, Universitas Yudharta Pasuruan. Saya mohon kesediaan teman-teman untuk membantu mengisi kuisisioner guna menyelesaikan tugas akhir saya yang berjudul “Pengaruh Kualitas Website, Persepsi Manfaat, Kepercayaan Terhadap Minat Belanja Online pada Pengguna Situs E-Commerce Lazada.com di Forum Kaskus Indonesia”. Semua data akan dijaga kerahasiaannya.

Terimakasih atas kesediaan dan kejujurannya telah mengisi kuisisioner ini.

Wassalamualaikum wr.wb

Hormat Saya,

Azalika Nurlailah Parwati

Petunjuk Umum :

1. Kuisisioner ini terdiri dari seperangkat pernyataan meliputi: (a) kualitas website, (b) persepsi manfaat, (c) kepercayaan, (d) minat belanja
2. Pilih salah satu alternatif persepsi saudara dengan cara menyontrenng pada kolom yang tersedia.
3. Ada 5 alternatif yang dapat saudara pilih:
  1. Sangat Setuju (SS)
  2. Setuju (S)
  3. Kurang Setuju (KS)

4. Tidak Setuju (TS)
5. Sangat Tidak Setuju (STS)

#### **A. SCREENING**

1. Apakah anda pernah berbelanja pada situs lazada.co.id dalam 1 tahun terakhir terhitung sejak Januari 2018?
  - a. Ya
  - b. Tidak (anda dapat berhenti mengisi kuesioner ini)

#### **B. PROFIL RESPONDEN**

##### **1. Nama (Tidak Wajib di isi) :**

##### **2. Usia**

- a. 15-19 Tahun
- b. 20-24 Tahun
- c. 25-29 Tahun
- d. 30-34 Tahun
- e. 35-39 Tahun
- f. > 40 Tahun

##### **3. Jenis Kelamin**

- a. Pria
- b. Wanita

##### **4. Pendidikan**

- a. SMA/SMK
- b. D1/D2/D3
- c. S1
- d. S2
- e. S3

##### **5. Penghasilan Per bulan**

- a. Rp < 3 Juta
- b. Rp. 3 – 5 Juta
- c. Rp. 5 – 7 Juta
- d. Rp. 7 – 9 Juta
- e. Rp. > 9 Juta

**6. Pekerjaan**

- a. Pelajar
- b. Mahasiswa
- c. Karyawan
- d. Wiraswasta
- e. Lainnya

**7. Lewat manakah anda biasa mengakses situs lazada.co.id**

- a. Website
- b. Aplikasi Mobile Lazada

No	Variabel	Item Pernyataan	Pilihan Jawaban				
			SS	S	KS	TS	STS
1	<b>Kualitas Website (X1)</b>	1. Pengguna merasakan bahwa website lazada mudah diakses					
		2. Pengguna merasa bahwa website lazada mudah dioperasikan					
		3. Pengguna merasa mudah mendapatkan produk yang sedang dicari di website lazada					
		4. Pengguna merasa aman saat bertransaksi dengan website lazada					
		5. Pengguna merasa informasi di website lazada sesuai dengan yang dibutuhkan					
2	<b>Persepsi Manfaat (X2)</b>	6. Pengguna merasakan layanan di website lazada memperlancar proses pembelian					
		7. Pengguna mendapatkan informasi yang dibutuhkan melalui lazada					
		8. Pengguna melakukan pembelian dengan praktis					
		9. Pengguna merasa pembelian di lazada menghemat waktu & biaya					
		10. Pengguna merasa layanan di lazada sangat bermanfaat					
3	<b>Kepercayaan (X3)</b>	11. Pengguna merasa bahwa lazada memiliki kemampuan yang baik dalam mengamankan transaksi					
		12. Pengguna merasa bahwa lazada memiliki perhatian untuk					

No	Variabel	Item Pernyataan	Pilihan Jawaban				
			SS	S	KS	TS	STS
		memberikan layanan terbaik bagi pelanggannya					
		13. Pengguna merasa bahwa lazada memiliki kemauan untuk memberikan keuntungan bagi pelanggannya					
		14. Pengguna merasa bahwa lazada akan memenuhi apa yang diharapkan oleh pelanggannya					
		15. Pengguna merasa bahwa lazada tidak akan menyembunyikan informasi yang penting bagi pelanggannya					
		16. Pengguna merasa bahwa lazada akan selalu menjaga reputasinya					
4	Minat Beli (Y)	17. Selalu ingin membeli produk online melalui Lazada					
		18. Lebih minat membeli produk online dari Lazada dibanding toko online yang lain					
		19. Selalu tertarik pada produk yang dijual di Lazada					
		20. Bersedia membayar lebih untuk membeli produk di Lazada dibanding toko online yang lain					

## Lampiran 2. Tabel Frekuensi

### 1. Kualitas *website* (X1)

#### Statistics

		X1.1	X1.2	X1.3	X1.4	X1.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3,91	3,93	4,00	3,92	3,88
Median		4,00	4,00	4,00	4,00	4,00

#### X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3,0	3,0	3,0
	KS	30	30,0	30,0	33,0
	S	40	40,0	40,0	73,0
	SS	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

#### X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3,0	3,0	3,0
	KS	24	24,0	24,0	27,0
	S	50	50,0	50,0	77,0
	SS	23	23,0	23,0	100,0
	Total	100	100,0	100,0	

#### X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3,0	3,0	3,0
	KS	27	27,0	27,0	30,0
	S	37	37,0	37,0	67,0
	SS	33	33,0	33,0	100,0
	Total	100	100,0	100,0	

#### X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6,0	6,0	6,0
	KS	22	22,0	22,0	28,0
	S	46	46,0	46,0	74,0
	SS	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

**X1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6,0	6,0	6,0
	KS	25	25,0	25,0	31,0
	S	44	44,0	44,0	75,0
	SS	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

**2. Persepsi Manfaat (X2)****Statistics**

		X2.1	X2.2	X2.3	X2.4	X2.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3,72	3,66	3,71	3,67	3,77
Median		4,00	4,00	4,00	4,00	4,00

**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	7,0	7,0	7,0
	KS	31	31,0	31,0	38,0
	S	45	45,0	45,0	83,0
	SS	17	17,0	17,0	100,0
	Total	100	100,0	100,0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5,0	5,0	5,0
	KS	39	39,0	39,0	44,0
	S	41	41,0	41,0	85,0
	SS	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4,0	4,0	4,0
	KS	37	37,0	37,0	41,0
	S	43	43,0	43,0	84,0
	SS	16	16,0	16,0	100,0
	Total	100	100,0	100,0	



**X2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	9	9,0	9,0	9,0
	KS	26	26,0	26,0	35,0
	S	54	54,0	54,0	89,0
	SS	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

**X2.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	8	8,0	8,0	8,0
	KS	21	21,0	21,0	29,0
	S	57	57,0	57,0	86,0
	SS	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

**3. Kepercayaan (X3)****Statistics**

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		3,98	4,06	4,08	4,09	4,08	4,11
Median		4,00	4,00	4,00	4,00	4,00	4,00

**X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5,0	5,0	5,0
	KS	16	16,0	16,0	21,0
	S	55	55,0	55,0	76,0
	SS	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6,0	6,0	6,0
	KS	17	17,0	17,0	23,0
	S	42	42,0	42,0	65,0
	SS	35	35,0	35,0	100,0
	Total	100	100,0	100,0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4,0	4,0	4,0
	KS	16	16,0	16,0	20,0
	S	48	48,0	48,0	68,0
	SS	32	32,0	32,0	100,0
	Total	100	100,0	100,0	

**X3.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4,0	4,0	4,0
	KS	19	19,0	19,0	23,0
	S	41	41,0	41,0	64,0
	SS	36	36,0	36,0	100,0
	Total	100	100,0	100,0	

**X3.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3,0	3,0	3,0
	KS	20	20,0	20,0	23,0
	S	43	43,0	43,0	66,0
	SS	34	34,0	34,0	100,0
	Total	100	100,0	100,0	

**X3.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5,0	5,0	5,0
	KS	16	16,0	16,0	21,0
	S	42	42,0	42,0	63,0
	SS	37	37,0	37,0	100,0
	Total	100	100,0	100,0	

**4. Minat Belanja Online (Y)****Statistics**

		Y1.1	Y1.2	Y1.3	Y1.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3,76	3,78	3,79	3,69
Median		4,00	4,00	4,00	4,00

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5,0	5,0	5,0
	KS	35	35,0	35,0	40,0
	S	39	39,0	39,0	79,0
	SS	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3,0	3,0	3,0
	KS	34	34,0	34,0	37,0
	S	45	45,0	45,0	82,0
	SS	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	7,0	7,0	7,0
	KS	31	31,0	31,0	38,0
	S	38	38,0	38,0	76,0
	SS	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	10	10,0	10,0	10,0
	KS	33	33,0	33,0	43,0
	S	35	35,0	35,0	78,0
	SS	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

### Lampiran 3. Hasil Uji Validitas

#### 1. Kualitas Website

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	,623**	,571**	,692**	,724**	,854**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	,623**	1	,632**	,626**	,632**	,824**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	,571**	,632**	1	,586**	,650**	,815**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	,692**	,626**	,586**	1	,709**	,856**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	,724**	,632**	,650**	,709**	1	,881**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
X1	Pearson Correlation	,854**	,824**	,815**	,856**	,881**	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).

#### 2. Persepsi Manfaat

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	X2
X2.1	Pearson Correlation	1	,575**	,605**	,596**	,595**	,848**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
X2.2	Pearson Correlation	,575**	1	,523**	,558**	,486**	,787**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
X2.3	Pearson Correlation	,605**	,523**	1	,496**	,512**	,784**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
X2.4	Pearson Correlation	,596**	,558**	,496**	1	,524**	,795**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
X2.5	Pearson Correlation	,595**	,486**	,512**	,524**	1	,780**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
X2	Pearson Correlation	,848**	,787**	,784**	,795**	,780**	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).

### 3. Kepercayaan

		Correlations						
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3
X3.1	Pearson Correlation	1	,581**	,538**	,681**	,689**	,628**	,812**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
X3.2	Pearson Correlation	,581**	1	,614**	,679**	,676**	,710**	,850**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
X3.3	Pearson Correlation	,538**	,614**	1	,619**	,596**	,669**	,799**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100
X3.4	Pearson Correlation	,681**	,679**	,619**	1	,713**	,719**	,876**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100
X3.5	Pearson Correlation	,689**	,676**	,596**	,713**	1	,586**	,843**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100
X3.6	Pearson Correlation	,628**	,710**	,669**	,719**	,586**	1	,858**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100	100
X3	Pearson Correlation	,812**	,850**	,799**	,876**	,843**	,858**	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).

### 4. Minat Belanja Online

		Correlations				
		Y1.1	Y1.2	Y1.3	Y1.4	Y
Y1.1	Pearson Correlation	1	,585**	,646**	,692**	,844**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
Y1.2	Pearson Correlation	,585**	1	,592**	,636**	,801**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
Y1.3	Pearson Correlation	,646**	,592**	1	,824**	,892**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
Y1.4	Pearson Correlation	,692**	,636**	,824**	1	,919**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
Y	Pearson Correlation	,844**	,801**	,892**	,919**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

## Lampiran 4. Hasil Uji Reliabilitas

### 1. Kualitas *Website*

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,900	,901	5

### 2. Persepsi Manfaat

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,858	,858	5

### 3. Kepercayaan

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,917	,916	6

### 4. Minat Belanja *Online*

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,888	,887	4

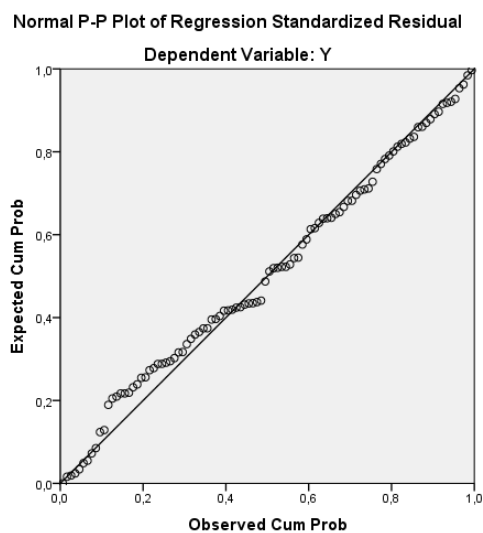
## Lampiran 5. Hasil Uji Asumsi Klasik

### Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	2,17345695
Most Extreme Differences	Absolute	,081
	Positive	,050
	Negative	-,081
Test Statistic		,081
Asymp. Sig. (2-tailed)		,101 <sup>c</sup>

- a. Test distribution is Normal.  
 b. Calculated from data.  
 c. Lilliefors Significance Correction.



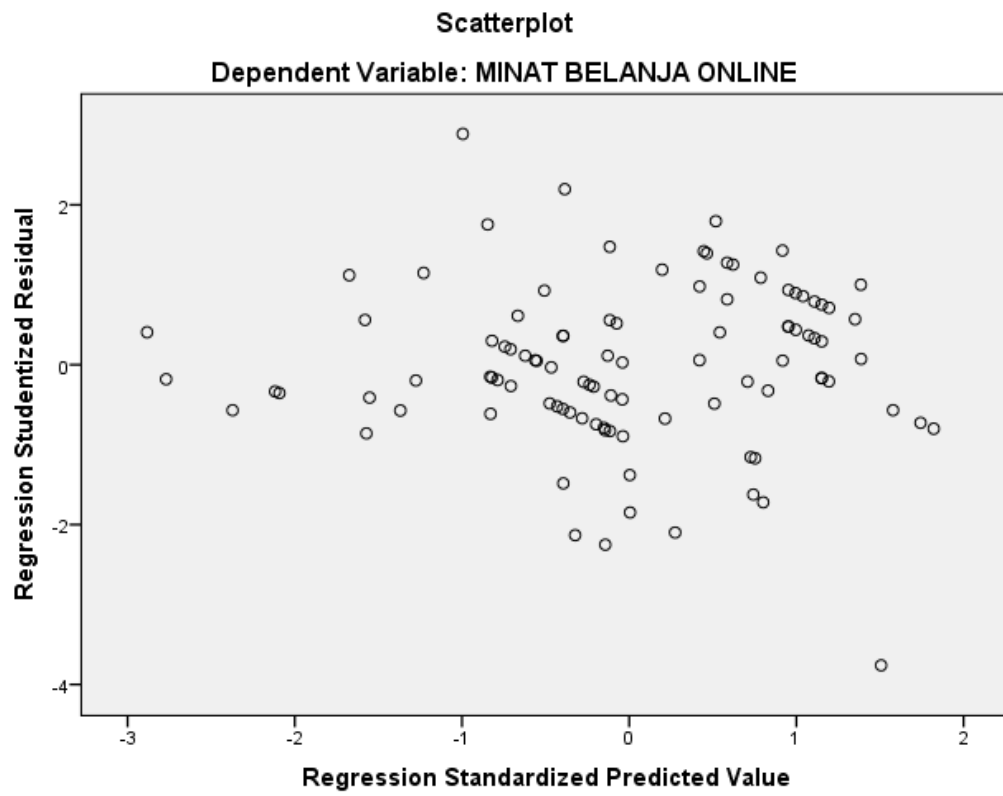
### Uji Multikolinearitas

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	,281	1,639		,171	,864		
KUALITAS WEBSITE	,318	,075	,376	4,239	,000	,707	1,415
PERSEPSI MANFAAT	,248	,078	,265	3,175	,002	,796	1,256
KEPERCAYAAN	,160	,067	,224	2,397	,018	,636	1,572

a. Dependent Variable: MINAT BELANJA ONLINE

## Uji heteroskedastisitas





## Lampiran 6. Hasil Analisis Regresi Berganda

### Uji T

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	T table	Sig.
	B	Std. Error	Beta			
1 (Constant)	,281	1,639		,171		,864
X1	,318	,075	,376	4,239	1.98	,000
X2	,248	,078	,265	3,175		,002
X3	,160	,067	,224	2,397		,018

a. Dependent Variable: Y

### Uji F

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	F tabel	Sig.
1	Regression	410,292	3	136,764	28,074	2.70	,000 <sup>b</sup>
	Residual	467,668	96	4,872			
	Total	877,960	99				

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

### Koefisien Determinasi




**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,684 <sup>a</sup>	,467	,451	2,207




a. Predictors: (Constant), X3, X2, X1


b. Dependent Variable: Y


## Lampiran 7. Dokumentasi Pembagian Kuesioner Penelitian di Kaskus

←   

silahkan buktinya kaks

 0  

 Ke Atas

 **Azalik1506** ●  
newbie | 14 Jul 2019, 19:09 #3



lagi bahas lazada yaa ini gan

Boleh minta tolong agan-agan  
Isi kuesioner skripsi saya objeknya  
tentang lazada

Ini linknya gan (Bonus Pulsa 20ribu Bagi  
yang beruntung)

[https://docs.google.com/forms/d/e/1F...  
rm?usp=sf\\_link](https://docs.google.com/forms/d/e/1F...rm?usp=sf_link)

« < 1 / 1 > »

←   

 **sligain** ●●●  Ke Atas  
kaskuser | 12 Jul 2019, 16:10 #10

Done ya, semoga cepat selesai  
skripsinya.

 0  

 **Azalik1506** ●  
newbie | 13 Jul 2019, 16:57 #11

Quote:  
Original Posted By **sligain**   
Done ya, semoga cepat selesai skripsinya.

Makasih gan doanya 😊

« < 1 / 1 > »

←   


 THE LOUNGE

 **Azalik1506** ●  
newbie | 10 Jul 2019, 16:00 #1

**BANTUAN PENGISIAN  
KUESIONER SKRIPSI**

Assalamualaikum  
Selamat Sore agan/aganwati  
Saya Azalika dari unv.Yudharta Pasuruan  
Jatim. Meminta bantuan ke  
agan/aganwati untuk membantu  
mengisi kuesioner sy sebagai tugas  
skripsi yang berjudul "Pengaruh Kualitas  
Website, Persepsi Manfaat, dan  
Kepercayaan Terhadap Minat Belanja  
Online Pada Pengguna Situs E-  
Commerce Lazada.co.id di Forum  
Kaskus"

« < 1 / 1 > »

**PROFIL PERUSAHAAN LAZADA  
INDONESIA[**

**Komentar**

 **ntull201** ●  
newbie | 10 Apr 2019, 12:47 #21

Permisi kak? Apa lazada benar membuat  
undian berhadiah?

 0  

 **Azalik1506** ●  
newbie | 14 Jul 2019, 19:00 #22

Quote:  
Original Posted By **marvelhulk**   
Toko favorit online ane nih, kadang belanja  
disini kadang belanja tokopedia

Boleh minta tolong gan  
Isi kuesioner skripsi saya karna ag  
suka belanja online di lazada.



**Lampiran 8. Curriculum Vitae****CURRICULUM VITAE**

Nama : Azalika Nurlailah Parwati

Tempat Tanggal Lahir : Pasuruan, 15 Januari 1997

Alamat : Dsn. Buluagung Wangkit  
RT/RW 002/010, Ds.Sengonagung, Kec.Purwosari-  
Pasuruan

Pendidikan Formal : TK Darul Huda  
SDN Sengon 02  
MTs Ma'arif Sukorejo  
SMK Darut Taqwa

Email : ichaazalikahaqhu@gmail.com

No.Telp : 0857-0406-2506