

LAMPIRAN

Lampiran 1. Kuesioner

Berikut ini adalah kuesioner yang berjudul “Pengaruh Experiential Marketing, E-Service Quality (Tracking System Berbasis Web) Dan Kepercayaan Terhadap Kepuasan Pelanggan Pada Pengguna Jasa pengiriman J&T Express di Pasuruan.”

A. Identitas responden

Nama :
Usia :

B. Daftar Pertanyaan

Petunjuk pengisian : Jawablah pertanyaan berikut dengan memberikan tanda (√) pada kolom jawaban yang telah disediakan. Setiap jawaban memiliki skor sebagai berikut :

- a. Sangat setuju (ss) : 5
- b. Setuju (s) : 4
- c. Netral (N) : 3
- d. Tidak setuju (TS) : 2
- e. Sangat tidak setuju (STS) : 1

NO	Experiential Marketing (X1)	STS	TS	N	S	SS
1	Suasana dalam outlet J&T Express sangat bersih					
2	Suasana dalam outlet J&T Express sangat sejuk.					
3	Tampilan symbol merek mudah dikenali.					
4	J&T Express memiliki letak outlet yang strategis.					
5	Suasana dalam outlet J&T Express sangat tenang.					
6	Fasilitas outlet J&T Express menambah kenyamanan pelanggan.					
7	Pelayanan Petugas J&T Express sopan kepada pelanggan.					
8	Jasa pengiriman J&T Express menyediakan berbagai pilihan layanan.					
9	Penggunaan jasa pengiriman J&T Express bisa dilakukan pelanggan sendiri melalui website.					
10	Menggunakan jasa J&T Express sudah menjadi rutinitas pelanggan.					
11	J&T Express menyediakan layanan jemput paket untuk menjalin hubungan langsung dengan Pelanggan.					

NO	E-Service Quality (X2)	STS	TS	N	S	SS
12	informasi yang diperoleh pelanggan melalui website sangat jelas.					
13	Paket dikirimkan sesuai waktu yang dijanjikan paket layanan.					
14	Adanya website J&T Express dapat menghemat waktu Pelanggan,					
15	Pengecekan nomor resi pengiriman dapat dilakukan dengan mudah di website J&T Express.					
16	Website J&T Express memberikan perlindungan terhadap informasi pribadi Pelanggan.					

NO	E-Service Quality (X2)	STS	TS	N	S	SS
17	Merasa aman melakukan pengecekan no resi menggunakan layanan sistem pelacakan online di website J&T Express.					
18	J&T Express menangani keluhan pelanggan dengan cepat.					
19	Customer Service J&T Express mampu merespon Pelanggan melalui layanan online 24 jam.					
NO	Kepercayaan (X3)	STS	TS	N	S	SS
20	Pelanggan merasa J&T Express memiliki kemampuan untuk membuat konsumen tidak rugi ketika menggunakan jasa tersebut.					
21	Pelanggan merasa J&T Express memiliki kemampuan tidak membuat konsumen kecewa atas kualitas jasa yang diberikan.					
22	Pelanggan merasa J&T Express memiliki kemampuan untuk menyediakan jasa pengiriman yang berkualitas.					
23	Pelanggan merasa J&T Express mampu memberikan keamanan dalam menangani transaksi.					
24	Pelanggan merasa J&T Express memiliki kemampuan untuk memperbaiki pelayanannya menjadi lebih baik.					
25	Pelanggan merasa J&T Express akan selalu menjaga reputasi nya.					
26	Pelanggan merasa J&T Express memberikan informasi yang akurat dan dapat dipercaya.					
27	Pelanggan merasa kualitas jasa J&T Express dapat dipercaya.					

NO	Kepuasan Pelanggan (Y)	STS	TS	N	S	SS
28	Pelanggan puas menggunakan jasa pengiriman J&T Express.					
29	Pelanggan berniat menggunakan jasa pengiriman J&T Express kembali.					
30	Pelanggan lebih suka menggunakan J&T Express dibanding jasa pengiriman lain.					
31	Pelanggan tidak ragu untuk merekomendasikan jasa pengiriman J&T Express kepada teman dan keluarga.					

ITEM 5	Pearson Correlation	.375**	.292**	.325**	.500**	1	.506**	.400**	.382**	.370**	.379**	.177*	.679**
	Sig. (2-tailed)	.000	.001	.000	.000		.000	.000	.000	.000	.000	.042	.000
	N	132	132	132	132	132	132	132	132	132	132	132	132
ITEM 6	Pearson Correlation	.309**	.437**	.245**	.311**	.506**	1	.441**	.351**	.356**	.373**	.259**	.656**
	Sig. (2-tailed)	.000	.000	.005	.000	.000		.000	.000	.000	.000	.003	.000
	N	132	132	132	132	132	132	132	132	132	132	132	132
ITEM 7	Pearson Correlation	.424**	.290**	.318**	.429**	.400**	.441**	1	.379**	.366**	.310**	.335**	.669**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	132	132	132	132	132	132	132	132	132	132	132	132
ITEM 8	Pearson Correlation	.487**	.329**	.422**	.364**	.382**	.351**	.379**	1	.462**	.311**	.290**	.691**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.001	.000
	N	132	132	132	132	132	132	132	132	132	132	132	132
ITEM 9	Pearson Correlation	.399**	.246**	.423**	.361**	.370**	.356**	.366**	.462**	1	.400**	.446**	.701**
	Sig. (2-tailed)	.000	.005	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	132	132	132	132	132	132	132	132	132	132	132	132
ITEM 10	Pearson Correlation	.238**	.189*	.234**	.295**	.379**	.373**	.310**	.311**	.400**	1	.354**	.593**
	Sig. (2-tailed)	.006	.030	.007	.001	.000	.000	.000	.000	.000		.000	.000

	N	132	132	132	132	132	132	132	132	132	132	132	132
ITEM	Pearson	.265**	.140	.143	.253**	.177*	.259**	.335**	.290**	.446**	.354**	1	.524**
11	Correlation												
	Sig. (2-tailed)	.002	.110	.102	.003	.042	.003	.000	.001	.000	.000		.000
	N	132	132	132	132	132	132	132	132	132	132	132	132
EXPE	Pearson	.678**	.546**	.580**	.643**	.679**	.656**	.669**	.691**	.701**	.593**	.524**	1
RIEN	Correlation												
TIAL	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	132	132	132	132	132	132	132	132	132	132	132	132

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

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

E-Service Quality (X2)

Correlations

		ITEM1	ITEM2	ITEM3	ITEM4	ITEM5	ITEM6	ITEM7	ITEM8	ESERVIC E
ITEM1	Pearson Correlation	1	.279**	.330**	.351**	.394**	.582**	.326**	.361**	.661**
	Sig. (2-tailed)		.001	.000	.000	.000	.000	.000	.000	.000
	N	132	132	132	132	132	132	132	132	132
ITEM2	Pearson Correlation	.279**	1	.414**	.418**	.119	.422**	.472**	.408**	.657**
	Sig. (2-tailed)	.001		.000	.000	.175	.000	.000	.000	.000
	N	132	132	132	132	132	132	132	132	132
ITEM3	Pearson Correlation	.330**	.414**	1	.315**	.334**	.329**	.431**	.272**	.616**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.002	.000
	N	132	132	132	132	132	132	132	132	132
ITEM4	Pearson Correlation	.351**	.418**	.315**	1	.480**	.435**	.329**	.381**	.671**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	132	132	132	132	132	132	132	132	132
ITEM5	Pearson Correlation	.394**	.119	.334**	.480**	1	.395**	.393**	.384**	.623**
	Sig. (2-tailed)	.000	.175	.000	.000		.000	.000	.000	.000
	N	132	132	132	132	132	132	132	132	132
ITEM6	Pearson Correlation	.582**	.422**	.329**	.435**	.395**	1	.467**	.482**	.750**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	132	132	132	132	132	132	132	132	132
ITEM7	Pearson Correlation	.326**	.472**	.431**	.329**	.393**	.467**	1	.550**	.746**

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	132	132	132	132	132	132	132	132	132
ITEM8	Pearson Correlation	.361**	.408**	.272**	.381**	.384**	.482**	.550**	1	.721**
	Sig. (2-tailed)	.000	.000	.002	.000	.000	.000	.000		.000
	N	132	132	132	132	132	132	132	132	132
ESERVICE	Pearson Correlation	.661**	.657**	.616**	.671**	.623**	.750**	.746**	.721**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	132	132	132	132	132	132	132	132	132

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

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	132	132	132	132	132	132	132	132	132
ITEM8	Pearson Correlation	.394**	.507**	.495**	.419**	.493**	.449**	.504**	1	.735**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	132	132	132	132	132	132	132	132	132
KEPERCAY AAN	Pearson Correlation	.716**	.788**	.773**	.669**	.733**	.649**	.713**	.735**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	132	132	132	132	132	132	132	132	132

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

Kepuasan Pelanggan (Y)

Correlations

		ITEM1	ITEM2	ITEM3	ITEM4	KEPUASAN
ITEM1	Pearson Correlation	1	.562**	.460**	.447**	.793**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	132	132	132	132	132
ITEM2	Pearson Correlation	.562**	1	.391**	.529**	.776**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	132	132	132	132	132
ITEM3	Pearson Correlation	.460**	.391**	1	.559**	.780**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	132	132	132	132	132
ITEM4	Pearson Correlation	.447**	.529**	.559**	1	.796**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	132	132	132	132	132
KEPUASAN	Pearson Correlation	.793**	.776**	.780**	.796**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	132	132	132	132	132

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

Lampiran 3 : Uji Reliabilitas

Experiential Marketing (X1)**Reliability Statistics**

Cronbach's Alpha	N of Items
.850	11

E-Service Quality (X2)**Reliability Statistics**

Cronbach's Alpha	N of Items
.834	8

Kepercayaan (X3)**Reliability Statistics**

Cronbach's Alpha	N of Items
.869	8

Kepuasan Pelanggan (Y)**Reliability Statistics**

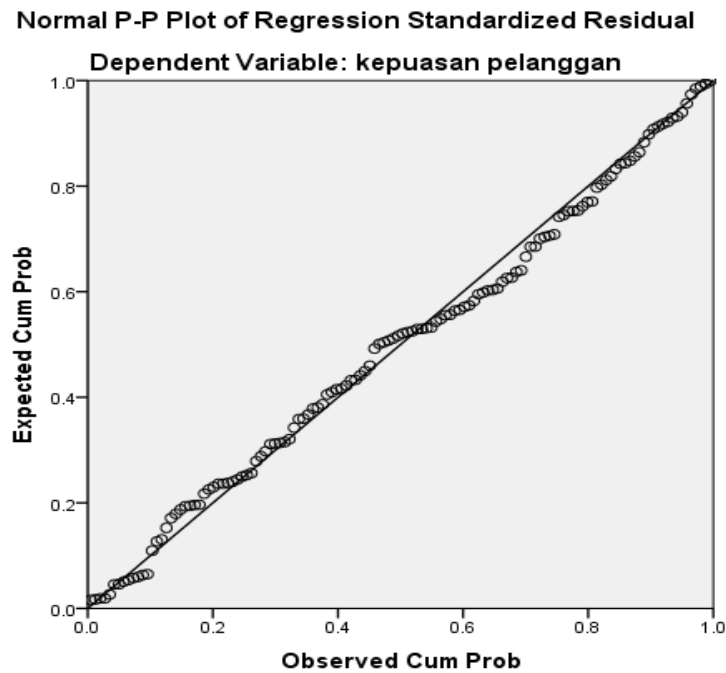
Cronbach's Alpha	N of Items
.791	4

Lampiran 4 : Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		132
Normal	Mean	.0000000
Parameters ^{a,b}	Std. Deviation	1.58538843
Most Extreme	Absolute	.055
Differences	Positive	.055
	Negative	-.040
Test Statistic		.055
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.



Lampiran 5: Uji Linieritas

Uji Linieritas X1

Model Summary and Parameter Estimates

Dependent Variable: kepuasan pelanggan Y

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.226	37.856	1	130	.000	6.588	.205

The independent variable is experiential marketing X1.

Uji Linieritas X2

Model Summary and Parameter Estimates

Dependent Variable: KEPUASAN Y

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.548	157.354	1	130	.000	3.306	.397

The independent variable is ESERVICE X2.

Uji Linieritas X3

Model Summary and Parameter Estimates

Dependent Variable: KEPUASAN Y

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.497	128.526	1	130	.000	3.771	.378

The independent variable is KEPERCAYAAN X3.

Lampiran 6 : Uji Heteroskedastisitas

Uji Heteroskedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.679	.711		2.362	.020
	experiential marketing (x1)	-.014	.020	-.080	-.735	.464
	eservice quality (x2)	.058	.035	.258	1.629	.106
	kepercayaan (x3)	-.053	.035	-.236	-1.508	.134

a. Dependent Variable: Abs_RES

Lampiran 7 : Hasil Analisis Linier Regresi Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.214	1.126		1.967	.051
	Experiential Marketing (X1)	.012	.031	.027	.379	.705
	E-Service Quality (X2)	.260	.056	.485	4.643	.000
	Kepercayaan (X3)	.155	.055	.290	2.812	.006

a. Dependent Variable: Kepuasan Pelanggan (Y)

Lampiran 8 : Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	448.457	3	149.486	58.112	.000 ^b
	Residual	329.263	128	2.572		
	Total	777.720	131			

a. Dependent Variable: Kepuasan Pelanggan (Y)

b. Predictors: (Constant), Kepercayaan (X3), Experiential Marketing (X1), E-Service Quality (X2)

Lampiran 9 : Koefisien determinan (Adjusted R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759 ^a	.577	.567	1.60386

a. Predictors: (Constant), Kepercayaan (X3), Experiential Marketing (X1), E-Service Quality (X2)

Lampiran 10 : Hasil Dokumentasi





CURRICULUM VITE

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Tempat dan Tanggal Lahir : Jombang, 11 Februari 1997

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