

Kriteria Responden : Pernah bertransaksi pembelian hijab di online shop almondberlys



KUISISIONER SKRIPSI

ANALISIS VARIABEL YANG BERPENGARUH TERHADAP KEPUASAN KONSUMEN DALAM PEMBELIAN HIJAB DENGAN MENGGUNAKAN METODE REGRESI LINIER BERGANDA (Studi Pada Online Shop Almondberlys)

Rekan-rekan yang terhormat,

Pertama saya ingin memperkenalkan diri, nama saya Annisa Rahmawati mahasiswa teknik industri UII angkatan 2011. Saat ini saya sedang melakukan penelitian mengenai variabel yang berpengaruh terhadap kepuasan konsumen dalam pembelian hijab secara online dengan menggunakan metode analisis regresi linier berganda.

Dengan ini saya mohon kesediaan rekan-rekan sekalian untuk meluangkan sedikit waktu untuk menjadi responden dan mengisi kuisisioner terlampir, yang akan digunakan sebagai data dalam penelitian yang saya lakukan. Partisipasi rekan-rekan sangat dibutuhkan dalam penelitian ini dan identitas rekan-rekan sebagai responden akan dirahasiakan.

Terakhir saya mengucapkan terima kasih atas waktu dan partisipasi rekan-rekan sekalian sebagai responden penelitian ini.

Yogyakarta, Desember 2015

Annisa Rahmawati

No	Pernyataan	Rating Kemudahan				Rating Kepuasan			
		SS	S	TS	STS	SP	P	TP	STP
5	Tersedia lebih dari satu admin sehingga konsumen bisa menghubungi ke admin yang lain jika tidak ada tanggapan								



REKAP KUISIONER

1. VARIABEL HARGA (X_1)

responden	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$	Jumlah	$YX_{1.1}$	$YX_{1.2}$	$YX_{1.3}$	$YX_{1.4}$	$YX_{1.5}$	Jumlah
1	3	3	3	3	3	15	4	4	3	4	4	19
2	4	4	3	3	3	17	3	4	3	3	3	16
3	4	4	3	4	3	18	3	3	3	3	3	15
4	4	4	4	4	4	20	3	4	3	4	3	17
5	3	3	3	4	4	17	3	3	3	3	3	15
6	4	4	3	3	3	17	4	4	4	4	4	20
7	3	3	3	3	3	15	3	3	4	3	3	16
8	4	3	3	4	3	17	4	3	4	3	4	18
9	4	4	3	3	3	17	4	4	3	4	4	19
10	3	4	3	3	3	16	3	3	4	3	3	16
11	4	4	3	3	3	17	3	3	3	2	3	14
12	4	4	3	4	4	19	4	3	3	3	3	16
13	4	4	3	3	3	17	3	4	3	4	3	17
14	3	4	3	3	3	16	4	4	3	3	4	18
15	4	3	3	3	3	16	3	3	4	3	3	16
16	4	4	3	3	3	17	3	4	3	3	3	16
17	4	4	4	4	4	20	3	3	2	3	3	14
18	3	3	3	4	4	17	3	4	4	4	4	19
19	3	4	3	3	3	16	4	4	4	4	4	20
20	4	4	3	3	3	17	3	4	3	4	3	17
21	2	3	2	3	3	13	3	3	4	4	3	17
22	2	3	2	3	3	13	3	3	3	3	3	15
23	3	3	3	3	3	15	4	4	4	4	4	20
24	3	4	3	3	3	16	4	4	3	4	3	18
25	3	3	2	3	3	14	4	4	4	3	4	19
26	4	4	3	3	3	17	4	4	4	4	4	20
27	4	3	3	3	3	16	3	3	3	3	3	15
28	4	4	3	4	4	19	4	3	4	3	3	17
29	3	3	3	4	4	17	3	4	4	3	4	18
30	3	4	3	4	4	18	4	3	3	3	3	16
31	3	3	2	3	3	14	4	3	3	4	3	17
32	3	4	3	3	3	16	3	4	3	3	4	17
33	4	4	3	3	4	18	3	3	2	3	3	14
34	3	4	3	3	3	16	3	3	3	3	4	16
35	3	4	3	4	4	18	4	4	3	3	3	17

2. VARIABEL PRODUK (X₂)

responden	X _{1.1}	X _{1.2}	X _{1.3}	X _{1.4}	X _{1.5}	Jumlah	YX _{2.1}	YX _{2.2}	YX _{2.3}	YX _{2.4}	YX _{2.5}	Jumlah
1	3	3	3	3	3	15	3	4	4	4	4	19
2	4	4	3	3	3	17	3	3	4	3	3	16
3	4	3	3	3	3	16	3	3	3	3	3	15
4	4	4	3	4	4	19	4	3	3	3	4	17
5	3	3	3	4	4	17	3	3	3	3	3	15
6	4	4	3	3	3	17	4	4	4	4	4	20
7	4	4	4	4	4	20	4	3	3	3	3	16
8	3	3	3	4	4	17	3	4	4	4	3	18
9	3	4	3	3	3	16	3	4	4	4	4	19
10	4	4	3	3	3	17	3	4	3	3	3	16
11	2	3	2	3	3	13	3	2	3	3	3	14
12	2	3	2	3	3	13	3	4	3	3	3	16
13	3	3	3	3	3	15	3	4	3	4	3	17
14	3	4	3	3	3	16	4	4	3	4	3	18
15	3	3	2	3	3	14	3	3	3	3	4	16
16	3	3	3	3	3	15	3	3	3	3	4	16
17	4	4	3	3	3	17	3	3	2	3	3	14
18	4	4	3	4	3	18	4	3	4	4	4	19
19	4	4	4	4	4	20	4	4	4	4	4	20
20	3	3	3	4	4	17	4	3	3	3	4	17
21	4	4	3	3	3	17	3	4	4	3	3	17
22	4	4	3	4	4	19	3	3	3	3	3	15
23	4	4	3	3	3	17	4	4	4	4	4	20
24	3	3	3	3	3	15	4	3	3	4	4	18
25	4	3	3	3	3	16	4	4	4	4	3	19
26	4	4	3	3	3	17	4	4	4	4	4	20
27	3	3	3	3	3	15	3	3	3	3	3	15
28	4	3	3	4	3	17	4	3	4	3	3	17
29	4	4	3	3	3	17	4	3	4	3	4	18
30	3	4	3	3	3	16	4	3	3	3	3	16
31	2	3	2	3	3	13	4	3	3	3	4	17
32	3	3	2	3	3	14	3	4	4	3	3	17
33	3	4	3	3	4	17	2	2	4	3	3	14
34	4	3	3	3	3	16	3	3	3	3	4	16
35	3	4	3	3	4	17	3	4	3	3	4	17

3. VARIABEL PENGIRIMAN BARANG (X_3)

responden	$X_{3.1}$	$X_{3.2}$	$X_{3.3}$	$X_{3.4}$	$X_{3.5}$	Jumlah	$YX_{3.1}$	$YX_{3.2}$	$YX_{3.3}$	$YX_{3.4}$	$YX_{3.5}$	Jumlah
1	3	3	4	4	4	18	4	4	4	4	3	19
2	3	3	4	4	3	17	3	3	4	3	3	16
3	4	4	4	4	3	19	3	3	3	3	3	15
4	3	3	3	4	3	16	4	3	3	3	4	17
5	4	3	4	3	4	18	3	3	3	3	3	15
6	3	2	3	3	3	14	4	4	4	4	4	20
7	4	4	3	3	4	18	4	3	3	3	3	16
8	4	4	4	4	3	19	3	4	4	4	3	18
9	3	3	3	3	3	15	3	4	4	4	4	19
10	3	3	3	3	2	14	3	4	3	3	3	16
11	3	3	2	2	2	12	3	2	3	3	3	14
12	4	4	3	3	4	18	3	4	3	3	3	16
13	3	4	3	3	3	16	3	3	4	4	3	17
14	4	4	3	3	3	17	4	4	4	3	3	18
15	4	4	4	4	4	20	3	3	3	3	4	16
16	4	3	4	3	4	18	3	3	3	4	3	16
17	3	3	3	3	3	15	3	2	3	3	3	14
18	3	4	3	4	3	17	4	4	4	3	4	19
19	4	2	3	3	3	15	4	4	4	4	4	20
20	4	3	4	4	3	18	4	4	3	3	3	17
21	3	3	3	3	3	15	3	3	4	4	3	17
22	3	4	4	4	3	18	3	3	3	3	3	15
23	3	3	3	3	3	15	4	4	4	4	4	20
24	3	3	3	2	3	14	4	3	3	4	4	18
25	3	3	3	3	3	15	4	4	4	3	4	19
26	4	3	4	4	3	18	4	4	4	4	4	20
27	3	3	3	4	3	16	3	3	3	3	3	15
28	2	3	3	3	3	14	4	3	4	3	3	17
29	3	4	3	4	3	17	4	4	3	3	4	18
30	3	4	4	4	3	18	3	3	3	4	3	16
31	4	4	4	3	3	18	3	4	3	3	4	17
32	3	3	2	3	3	14	4	3	3	3	4	17
33	3	4	3	4	4	18	3	2	2	4	3	14
34	4	3	3	3	4	17	3	3	3	4	3	16
35	3	3	4	3	3	16	3	3	4	4	3	17

4. VARIABEL KEPERCAYAAN (X_4)

responden	$X_{4.1}$	$X_{4.2}$	$X_{4.3}$	$X_{4.4}$	$X_{4.5}$	Jumlah	$YX_{4.1}$	$YX_{4.2}$	$YX_{4.3}$	$YX_{4.4}$	$YX_{4.5}$	Jumlah
1	4	3	3	3	3	16	4	3	4	4	4	19
2	4	4	3	4	4	19	3	3	4	3	3	16
3	3	3	3	4	4	17	3	3	3	3	3	15
4	4	4	3	3	3	17	3	4	3	4	3	17
5	4	4	3	4	4	19	3	3	3	3	3	15
6	3	3	3	4	4	17	4	4	4	4	4	20
7	3	4	3	3	3	16	4	3	3	3	3	16
8	4	4	3	3	3	17	3	4	4	4	3	18
9	2	3	2	3	3	13	3	4	4	4	4	19
10	2	3	2	3	3	13	4	3	3	3	3	16
11	3	3	3	3	3	15	3	3	3	3	2	14
12	3	4	3	3	3	16	3	4	3	3	3	16
13	3	3	3	3	3	15	3	3	4	4	3	17
14	4	4	3	3	3	17	4	4	4	3	3	18
15	3	3	3	4	4	17	3	3	3	3	4	16
16	4	4	3	3	3	17	3	3	3	3	4	16
17	4	4	3	4	4	19	3	2	3	3	3	14
18	4	4	3	3	3	17	4	4	4	3	4	19
19	3	3	3	3	3	15	4	4	4	4	4	20
20	3	3	2	3	3	14	3	4	3	3	4	17
21	3	3	3	3	3	15	3	3	4	4	3	17
22	4	4	3	3	3	17	3	3	3	3	3	15
23	4	4	3	4	3	18	4	4	4	4	4	20
24	4	4	3	4	4	19	4	3	4	4	3	18
25	4	3	3	3	3	16	4	4	3	4	4	19
26	4	4	3	3	3	17	4	4	4	4	4	20
27	4	4	3	3	3	17	3	3	3	3	3	15
28	3	4	3	3	3	16	4	3	3	4	3	17
29	3	3	3	3	3	15	4	4	3	3	4	18
30	4	3	3	4	3	17	3	3	4	3	3	16
31	3	3	2	3	3	14	4	3	3	4	3	17
32	4	4	3	3	3	17	4	3	3	3	4	17
33	4	4	3	4	4	19	4	2	3	2	3	14
34	3	4	3	3	3	16	3	3	4	3	3	16
35	4	4	3	4	3	18	3	3	4	3	4	17

5. VARIABEL KEPERCAYAAN (X_5)

responden	$X_{5.1}$	$X_{5.2}$	$X_{5.3}$	$X_{5.4}$	$X_{5.5}$	Jumlah	$YX_{5.1}$	$YX_{5.2}$	$YX_{5.3}$	$YX_{5.4}$	$YX_{5.5}$	Jumlah
1	4	4	4	3	4	19	4	4	4	3	4	19
2	3	3	4	3	4	17	3	3	4	3	3	16
3	3	4	3	4	3	17	3	3	3	3	3	15
4	4	3	3	3	4	17	4	3	3	3	4	17
5	4	3	3	3	3	16	3	3	3	3	3	15
6	4	4	4	4	4	20	4	4	4	4	4	20
7	4	3	3	3	3	16	4	3	3	3	3	16
8	4	4	4	4	3	19	3	4	4	4	3	18
9	4	4	4	4	4	20	3	4	4	4	4	19
10	3	4	3	3	4	17	3	4	3	3	3	16
11	3	2	3	2	2	12	3	2	3	3	3	14
12	3	4	3	3	4	17	3	4	3	3	3	16
13	3	3	4	4	3	17	3	3	4	4	3	17
14	4	4	4	3	3	18	4	4	4	3	3	18
15	3	3	3	3	4	16	3	3	3	3	4	16
16	3	3	3	3	4	16	3	3	3	3	4	16
17	3	2	3	3	3	14	3	2	3	3	3	14
18	3	4	4	4	3	18	4	4	4	4	3	19
19	4	4	4	4	4	20	4	4	4	4	4	20
20	3	4	3	4	3	17	3	4	4	3	3	17
21	3	4	3	3	4	17	4	3	3	4	3	17
22	3	3	3	3	3	15	3	3	3	3	3	15
23	4	4	4	4	4	20	4	4	4	4	4	20
24	4	4	4	3	3	18	3	4	4	3	4	18
25	4	3	4	4	3	18	4	4	4	4	3	19
26	4	4	4	4	4	20	4	4	4	4	4	20
27	3	3	3	3	3	15	3	3	3	3	3	15
28	4	4	3	3	3	17	4	3	3	3	4	17
29	3	4	4	4	3	18	4	3	4	3	4	18
30	3	4	3	3	3	16	3	3	3	3	4	16
31	4	4	3	3	4	18	4	3	3	3	4	17
32	4	4	4	3	4	19	4	3	3	4	3	17
33	3	2	3	3	2	13	3	2	3	4	2	14
34	3	3	4	3	3	16	3	3	3	4	3	16
35	4	3	3	3	4	17	4	4	3	3	3	17

LAMPIRAN OUTPUT SPSS

Tabel Hasil Uji Validitas dan Reliabilitas Variabel Harga (X_1)

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.703	5

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	13.17	1.734	.420	.683
X1.2	12.97	2.029	.363	.693
X1.3	13.66	1.820	.698	.570
X1.4	13.29	1.975	.438	.663
X1.5	13.31	1.987	.449	.659

Tabel Hasil Uji Validitas dan Reliabilitas Variabel Produk (X_2)

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.730	5

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	12.94	1.761	.504	.691
X2.2	12.83	2.146	.439	.703
X2.3	13.43	1.958	.721	.602
X2.4	13.09	2.257	.452	.698
X2.5	13.09	2.316	.402	.714

Tabel Hasil Uji Validitas dan Reliabilitas Variabel Pengiriman Barang (X₃)

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.707	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	13.00	1.412	.566	.616
X3.2	12.91	1.787	.426	.675
X3.3	13.60	2.012	.540	.651
X3.4	13.17	1.793	.472	.655
X3.5	13.26	1.961	.392	.686

Tabel Hasil Uji Validitas dan Reliabilitas Variabel Kepercayaan (X₄)

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.674	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	13.14	2.479	.391	.638
X4.2	13.17	2.440	.359	.654
X4.3	13.17	2.146	.555	.561
X4.4	13.14	2.303	.436	.619
X4.5	13.31	2.516	.401	.634

Tabel Hasil Uji Validitas dan Reliabilitas Variabel Kemudahan (X₅)

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.714	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X5.1	13.66	2.761	.413	.689
X5.2	13.66	2.114	.609	.603
X5.3	13.69	2.634	.503	.657
X5.4	13.83	2.617	.477	.665
X5.5	13.74	2.608	.380	.706

Tabel Hasil Uji Validitas dan Reliabilitas Variabel Kepuasan Konsumen (Y)

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.728	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	13.54	2.726	.361	.726
Y2	13.46	2.138	.511	.678
Y3	13.46	2.432	.548	.661
Y4	13.66	2.173	.644	.617
Y5	13.54	2.667	.402	.712

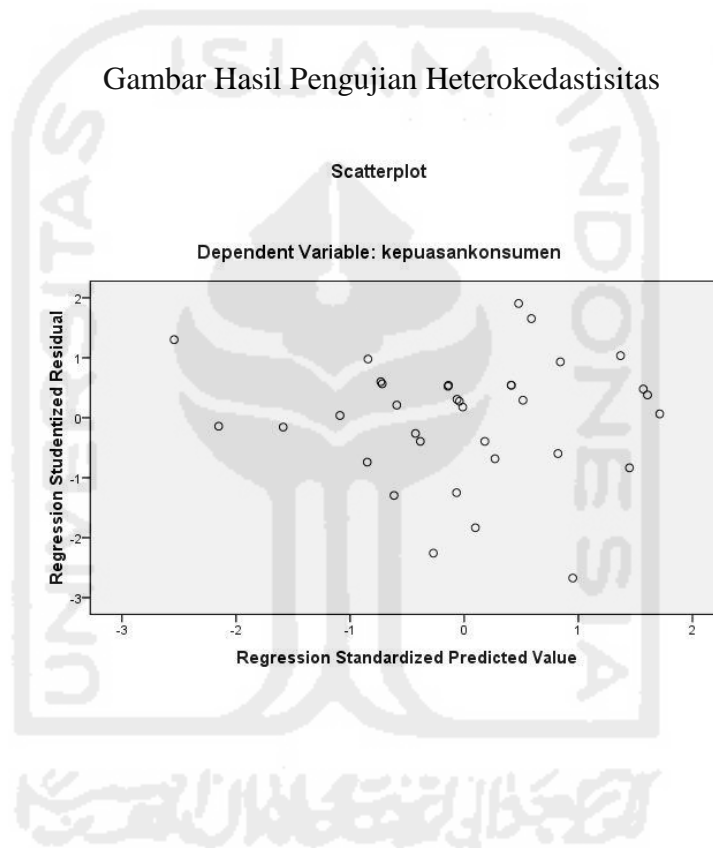
Tabel Hasil Uji Multikolinieritas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.703	2.358		1.146	.261		
	harga	-.074	.073	-.065	-1.012	.320	.904	1.106
	produk	.096	.067	.089	1.418	.167	.957	1.045
	pengirimanbarang	-.089	.063	-.087	-1.401	.172	.965	1.036
	kepercayaan	.008	.077	.007	.100	.921	.854	1.171
	kemudahan	.887	.063	.907	14.143	.000	.908	1.101

a. Dependent Variable: kepuasankonsumen

Gambar Hasil Pengujian Heterokedastisitas



Tabel Hasil Uji Normalitas

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
KepuasanKonsumen	.139	35	.085	.952	35	.126

a. Lilliefors Significance Correction

Tabel Hasil Regresi Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.703	2.358		1.146	.261		
	harga	-.074	.073	-.065	-1.012	.320	.904	1.106
	produk	.096	.067	.089	1.418	.167	.957	1.045
	pengirimanbarang	-.089	.063	-.087	-1.401	.172	.965	1.036
	kepercayaan	.008	.077	.007	.100	.921	.854	1.171
	kemudahan	.887	.063	.907	14.143	.000	.908	1.101

a. Dependent Variable: kepuasankonsumen

Tabel Hasil Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.944 ^a	.892	.873	.67162

a. Predictors: (Constant), kemudahan, pengirimanbarang, produk, harga, kepercayaan

b. Dependent Variable: kepuasankonsumen

Tabel Hasil Uji Simultan F

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.662	5	21.532	47.736	.000 ^a
	Residual	13.081	29	.451		
	Total	120.743	34			

a. Predictors: (Constant), kemudahan, pengirimanbarang, produk, harga, kepercayaan

b. Dependent Variable: kepuasankonsumen

