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**LAMPIRAN****KUESIONER PENELITIAN**

## Kuesioner Penelitian Tugas Akhir

Assalamualaikum wr.wb.

Perkenalkan, saya Rosmaladewi, Mahasiswa S1 Departemen Teknik Industri Fakultas Teknik Universitas Hasanuddin. Saat ini saya sedang melakukan penelitian Tugas Akhir yang berjudul "Analisis Kepuasan Pelanggan Terhadap Layanan Aplikasi Lazada di Kota Makassar". Adapun kriteria responden yang dibutuhkan adalah pengguna aplikasi Lazada atau orang yang pernah menggunakan aplikasi Lazada di Kota Makassar.

Apabila memenuhi kriteria tersebut, saya berharap kesediaan Bapak/Ibu/Saudara(i) untuk mengisi kuisioner ini. Kuisioner ini bertujuan untuk mengetahui tingkat kepuasan pelanggan terhadap layanan aplikasi Lazada. Atas partisipasi dan perhatiannya saya ucapan terima kasih.

Hormat saya,

Rosmaladewi

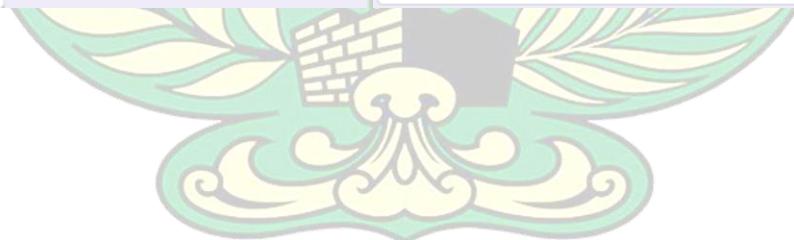
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### DATA PENILAIAN TINGKAT KINERJA

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118	3	3	3	4	4	3	3	5	5	5	5	5	5	5	5	5	5	68
119	4	4	4	4	4	3	3	5	5	5	4	4	4	4	4	4	4	65
120	3	3	3	4	4	4	3	4	5	4	4	4	4	4	4	4	4	61
121	3	3	3	4	5	3	3	5	5	5	3	4	4	4	4	4	4	62
122	4	4	3	4	4	3	3	4	4	4	3	4	4	4	4	4	4	60
123	4	3	4	5	5	3	3	5	5	5	4	5	5	5	5	5	5	71
124	3	3	3	5	5	3	3	5	5	4	4	4	4	4	5	5	5	66
125	4	4	3	5	5	4	3	4	4	4	3	4	4	4	4	4	4	63
126	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
127	3	3	5	4	5	4	4	5	5	4	4	5	5	5	5	5	5	71
128	4	3	4	5	5	5	4	5	5	4	5	5	5	5	5	5	5	74
129	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
130	4	4	4	5	5	3	3	5	5	5	4	5	5	5	5	5	5	70
131	4	4	5	4	5	4	4	5	5	5	4	4	5	5	5	5	5	73
132	4	4	5	5	5	4	5	5	5	4	4	5	4	4	4	5	5	72
133	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
134	5	4	4	5	5	4	4	5	5	4	5	5	5	5	5	5	5	75
135	4	4	4	5	5	5	5	5	5	5	3	5	5	5	5	5	5	75
136	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
137	4	4	4	5	5	4	4	5	5	4	4	4	4	4	4	4	4	68
138	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
139	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
140	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
141	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
142	4	4	4	5	5	4	4	5	5	4	5	5	5	5	5	5	5	74
143	4	4	4	5	5	5	5	5	5	4	4	5	5	5	5	5	5	75

## HASIL SPSS UJI VALIDITAS DATA KINERJA

<b>Correlations</b>																		
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	TOTAL	
P1	Pearson Correlation	1	.792**	.523**	.388**	.285**	.419**	.457**	.411**	.392**	.448**	.504**	.353**	.376**	.338**	.278**	.381**	.596**
	Sig. (2-tailed)		.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P2	Pearson Correlation	.792**	1	.644**	.472**	.415**	.500**	.449**	.502**	.506**	.498**	.510**	.437**	.516**	.442**	.356**	.467**	.692**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P3	Pearson Correlation	.523**	.644**	1	.646**	.596**	.568**	.551**	.523**	.522**	.480**	.451**	.445**	.424**	.465**	.408**	.577**	.729**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P4	Pearson Correlation	.388**	.472**	.646**	1	.783**	.647**	.604**	.571**	.591**	.510**	.332**	.534**	.520**	.603**	.562**	.624**	.783**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P5	Pearson Correlation	.285**	.415**	.596**	.783**	1	.748**	.571**	.644**	.636**	.442**	.382**	.474**	.470**	.555**	.468**	.573**	.761**
	Sig. (2-tailed)	.001	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P6	Pearson Correlation	.419**	.500**	.568**	.647**	.748**	1	.811**	.641**	.626**	.559**	.418**	.494**	.443**	.546**	.509**	.599**	.792**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P7	Pearson Correlation	.457**	.449**	.551**	.604**	.571**	.811**	1	.596**	.576**	.530**	.438**	.508**	.461**	.545**	.536**	.648**	.764**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P8	Pearson Correlation	.411**	.502**	.523**	.571**	.644**	.641**	.596**	1	.955**	.723**	.522**	.543**	.604*	.648**	.546**	.628**	.835**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P9	Pearson Correlation	.392**	.506**	.522**	.591**	.636**	.626**	.576**	.955**	1	.740**	.516**	.550**	.639**	.649**	.559**	.612**	.836**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P10	Pearson Correlation	.448**	.498**	.480**	.510**	.442**	.559**	.530**	.723**	.740**	1	.554**	.565**	.546**	.600**	.563**	.591**	.771**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P11	Pearson Correlation	.504**	.510**	.451**	.332**	.382**	.418**	.438**	.522**	.516**	.554**	1	.643**	.623**	.561**	.404**	.594**	.680**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P12	Pearson Correlation	.353**	.437**	.445**	.534**	.474**	.494**	.508**	.543**	.550**	.565**	.643**	1	.823**	.792**	.669**	.720**	.769**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P13	Pearson Correlation	.376**	.515**	.424**	.520**	.470**	.443**	.461**	.604**	.639**	.546**	.623**	.823**	1	.765**	.694**	.686**	.773**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P14	Pearson Correlation	.338**	.442**	.466**	.603**	.555**	.546**	.545**	.648**	.649**	.600**	.561**	.792**	.765**	1	.876**	.801**	.825**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P15	Pearson Correlation	.278**	.356**	.408**	.562**	.468**	.509**	.536**	.546**	.559**	.563**	.404**	.669**	.694**	.876**	1	.792**	.745**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P16	Pearson Correlation	.381**	.467**	.577**	.624**	.573**	.599**	.648**	.626**	.612**	.591**	.594**	.720**	.686**	.801**	.792**	1	.834**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
TOTAL	Pearson Correlation	.596**	.692**	.729**	.783**	.761**	.792**	.764**	.835**	.836**	.771**	.680**	.769**	.773**	.825**	.745**	.834**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	

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



## HASIL UJI VALIDITAS DATA HARAPAN

<b>Correlations</b>																		
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	TOTAL	
P1	Pearson Correlation	1	.734**	.610**	.486**	.449**	.432**	.509**	.451**	.409**	.437**	.399**	.430**	.443**	.339**	.417**	.405**	.624**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P2	Pearson Correlation	.734**	1	.723**	.528**	.454**	.496**	.605**	.465**	.432**	.486**	.501**	.515**	.492**	.385**	.426**	.483**	.684**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P3	Pearson Correlation	.610**	.723**	1	.545**	.531**	.499**	.571**	.501**	.459**	.505**	.508**	.553**	.518**	.407**	.461**	.533**	.700**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P4	Pearson Correlation	.486**	.528**	.545**	1	.896**	.571**	.496**	.741**	.754**	.751**	.542**	.704**	.723**	.715**	.723**	.756**	.855**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P5	Pearson Correlation	.449**	.454**	.531**	.896**	1	.576**	.472**	.743**	.756**	.774**	.564**	.703**	.749**	.712**	.735**	.776**	.851**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P6	Pearson Correlation	.432**	.496**	.499**	.571**	.575**	1	.707**	.520**	.517**	.554**	.492**	.593**	.529**	.470**	.496**	.530**	.706**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P7	Pearson Correlation	.509**	.605**	.571**	.496**	.472**	.707**	1	.471**	.445**	.465**	.524**	.568**	.475**	.416**	.469**	.527**	.687**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P8	Pearson Correlation	.451**	.465**	.501**	.741**	.743**	.520**	.471**	1	.960**	.887**	.567**	.721**	.751**	.780**	.771**	.799**	.870**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P9	Pearson Correlation	.409**	.432**	.459**	.754**	.756**	.517**	.445**	.960**	1	.899**	.561**	.690**	.747**	.786**	.758**	.794**	.857**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P10	Pearson Correlation	.437**	.486**	.505**	.751**	.774**	.554**	.465**	.887**	.899**	1	.570**	.675**	.760**	.746**	.756**	.784**	.864**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P11	Pearson Correlation	.399**	.501**	.508**	.542**	.564**	.482**	.524**	.567**	.561**	.570**	1	.696**	.651**	.550**	.573**	.673**	.731**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P12	Pearson Correlation	.430**	.515**	.553**	.704**	.703**	.593**	.568**	.721**	.690**	.675**	.696**	1	.862**	.754**	.762**	.809**	.863**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P13	Pearson Correlation	.443**	.492**	.516**	.723**	.749**	.529**	.475**	.751**	.747**	.760**	.651**	.862**	1	.840**	.862**	.880**	.882**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P14	Pearson Correlation	.339**	.385**	.407**	.715**	.712**	.470**	.416**	.780**	.785**	.746**	.550**	.754**	.840**	1	.936**	.887**	.838**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P15	Pearson Correlation	.417**	.426**	.461**	.723**	.735**	.496**	.469**	.771**	.758**	.756**	.573**	.762**	.862**	.936**	1	.896**	.864**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
P16	Pearson Correlation	.405**	.483**	.533**	.756**	.776**	.530**	.527**	.799**	.794**	.784**	.673**	.809**	.880**	.887**	.896**	1	.901**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
TOTAL	Pearson Correlation	.624**	.684**	.700**	.855**	.851**	.706**	.687**	.870**	.857**	.864**	.731**	.863**	.892**	.838**	.864**	.901**	1
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	

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



## HASIL UJI RELIABILITAS DATA KINERJA

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.842	.850	3

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.897	.901	4

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.925	.926	3

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.873	.873	3

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.933	.933	3

## HASIL UJI RELIABILITAS DATA HARAPAN

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.868	.869	3

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.864	.867	4

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.969	.970	3

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.894	.893	3

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.966	.967	3