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<https://id.wikipedia.org/wiki/Shopee>

<https://www.shopee.com>

LAMPIRAN

LAMPIRAN 1**BIODATA****Identitas Diri**

Nama Lengkap : Jessica Claresta Optatus
Tempat, Tanggal lahir : Makassar, 15 Oktober 1997
Jenis Kelamin : Perempuan
Alamat : Jalan AP Pettarani no 102
Nomor Telepon : 082349507372
E-mail: : jessicaclearsta@yahoo.co.id

Riwayat Pendidikan

- Playgroup & TK Si Komo Makassar : Tahun 2000-2003
- SD Kristen Filadelfia Makassar : Tahun 2003-2009
- SMP Katolik Rajawali Makassar : Tahun 2009-2012
- SMA Katolik Rajawali Makassar : Tahun 2012-2015
- Universitas Hasanuddin : Tahun 2017-sekarang

Pengalaman Organisasi

- International Relation Matching & Quality Staff of Incoming Global Volunteer AIESEC in UNHAS 2019
- Customer Experience in Incoming Global Volunteer AIESEC in UNHAS 2019
- Conference Committee Vice President Marketing & Communication of Makassar Youth Leadership 9.0 AIESEC in UNHAS 2020

Demikian biodata ini dibuat dengan sebenarnya,

Makassar, 20 Januari 2021



Jessica Claresta Optatus

LAMPIRAN 2**KUESIONER**

**PENGARUH DESAIN, FITUR, DAN KEMUDAHAN PENGGUNAAN
MARKETPLACE SHOPEE TERHADAP *REPURCHASE INTENTION* DI KOTA
MAKASSAR**

Dengan hormat,

Perkenalkan nama saya Jessica Claresta mahasiswi Program Studi Manajemen S1 Universitas Hasanuddin. Saat ini saya sedang melaksanakan penelitian terkait Pengaruh Desain, Fitur, dan Kemudahan Penggunaan Marketplace Shopee terhadap Repurchase Intention di Kota Makassar.

Dalam kesempatan ini, saya memohon bantuan dari saudara/l untuk meluangkan waktu guna mengisi kuisisioner yang saya sertakan berikut ini. Karakteristik dari responden penelitian ini adalah masyarakat di Kota Makassar yang pernah melakukan pembelian pada Marketplace Shopee setidaknya satu kali. Adapun kuisisioner ini diperlukan untuk kepentingan penelitian dalam rangka penyusunan skripsi program strata-1 (S1) Manajemen di Universitas Hasanuddin. Saya sangat mengharapkan agar kuisisioner ini dapat diisi dengan jelas dan lengkap sesuai dengan kondisi yang sebenarnya. Atas perhatian serta partisipasi yang diberikan saya ucapkan terima kasih.

A. Identitas Responden (beri tanda centang pada kotak)

1. Nama :
2. Jenis Kelamin : 1. Pria
2. Wanita
3. Profesi : 1. Pelajar
2. Karyawan
3. Wirausaha
4. Lain-lain
4. Usia : 1. < 19 tahun
2. 20 – 29 tahun
3. 30 – 39 tahun
4. 40 – 49 tahun
4. > 50 tahun

B. Petunjuk Pengisian

Setiap pernyataan dibawah ini mohon diberikan respon dengan memberi tanda centang. Pilihan berada pada skala 1-5 dengan keterangan sebagai berikut:

1: Sangat tidak setuju

2: Tidak setuju

3: Netral

4: Setuju

5: Sangat setuju

Pernyataan yang berkaitan dengan DESAIN (X1):						
No	Pernyataan	STS	TS	N	S	SS
1	Saya merasa situs web shopee menarik secara visual dan estetika					
2	Saya merasa tampilan visual situs web jelas dan mudah dipahami					
3	Saya merasa situs web shopee memberikan sisi hiburan yang menarik					

Pernyataan yang berkaitan dengan FITUR (X2):						
No	Pernyataan	STS	TS	N	S	SS
1	Saya merasa bahwa situs web shopee mempunyai fitur yang lengkap					
2	Saya merasa bahwa situs web shopee mempunyai fitur yang unik dan menarik					
3	Saya merasa bahwa situs web shopee mempunyai fitur yang memudahkan konsumen					
4	Saya merasa bahwa situs web shopee mempunyai fitur yang bermanfaat					
5	Saya merasa bahwa fasilitas fitur memberikan sisi hiburan yang menarik					

Pernyataan yang berkaitan dengan KEMUDAHAN PENGGUNAAN (X3):						
No	Pernyataan	STS	TS	N	S	SS
1	Saya merasa situs web shopee mudah ditemukan					
2	Saya merasa produk mudah dicari dalam situs web shopee					
3	Saya merasa informasi produk mudah dicari dalam situs web shopee					
4	Saya merasa proses pemesanan produk mudah dilakukan dalam situs web shopee					

Pernyataan yang berkaitan dengan <i>REPURCHASE INTENTION</i> (Y):						
No	Pernyataan	STS	TS	N	S	SS
1	Saya berniat untuk mengunjungi kembali situs web shopee					
2	Saya berniat untuk membeli kembali di situs web shopee					
3	Saya berniat untuk menjadikan situs web shopee sebagai pilihan utama untuk membeli produk sejenis					
4	Saya berniat untuk merekomendasikan pembelian produk melalui situs web shopee					

Terima kasih banyak atas partisipasi anda dan selamat beraktivitas.

Makassar, 9 Januari 2021



Jessica Claresta

LAMPIRAN 3

Hasil Tabulasi Kuisioner

x1p1	x1p2	x1p3	totalX1	x2p1	x2p2	x2p3	x2p4	x2p5	totalX2	x3p1	x3p2	x3p3	x3p4	totalX3	yp1	yp2	yp3	yp4	totalY
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3	5	4	12	4	4	4	4	4	20	5	4	4	4	17	5	5	3	4	17

- Uji Validitas Desain (X1)

		Correlations			
		x1p1	x1p2	x1p3	Desain (X1)
x1p1	Pearson Correlation	1	.486**	.385**	.830**
	Sig. (2-tailed)		.000	.000	.000
	N	150	150	150	150
x1p2	Pearson Correlation	.486**	1	.324**	.754**
	Sig. (2-tailed)	.000		.000	.000
	N	150	150	150	150
x1p3	Pearson Correlation	.385**	.324**	1	.734**
	Sig. (2-tailed)	.000	.000		.000
	N	150	150	150	150
Desain (X1)	Pearson Correlation	.830**	.754**	.734**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	150	150	150	150

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

- Uji Validitas Fitur (X2)

		Correlations					
		x2p1	x2p2	x2p3	x2p4	x2p5	Fitur (X2)
x2p1	Pearson Correlation	1	.513**	.418**	.460**	.211**	.714**
	Sig. (2-tailed)		.000	.000	.000	.009	.000
	N	150	150	150	150	150	150
x2p2	Pearson Correlation	.513**	1	.395**	.388**	.453**	.773**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
x2p3	Pearson Correlation	.418**	.395**	1	.549**	.153	.709**
	Sig. (2-tailed)	.000	.000		.000	.062	.000
	N	150	150	150	150	150	150
x2p4	Pearson Correlation	.460**	.388**	.549**	1	.274**	.751**
	Sig. (2-tailed)	.000	.000	.000		.001	.000
	N	150	150	150	150	150	150
x2p5	Pearson Correlation	.211**	.453**	.153	.274**	1	.605**
	Sig. (2-tailed)	.009	.000	.062	.001		.000
	N	150	150	150	150	150	150
Fitur (X2)	Pearson Correlation	.714**	.773**	.709**	.751**	.605**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

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

- **Uji Validitas Kemudahan Penggunaan (X3)**

Correlations

		x3p1	x3p2	x3p3	x3p4	Kemudahan Penggunaan (X3)
x3p1	Pearson Correlation	1	.523**	.466**	.564**	.762**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
x3p2	Pearson Correlation	.523**	1	.675**	.616**	.853**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
x3p3	Pearson Correlation	.466**	.675**	1	.546**	.826**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
x3p4	Pearson Correlation	.564**	.616**	.546**	1	.840**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
Kemudahan Penggunaan (X3)	Pearson Correlation	.762**	.853**	.826**	.840**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

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

- **Uji Validitas Repurchase Intention (Y)**

Correlations

		yp1	yp2	yp3	yp4	Repurchase Intention (Y)
yp1	Pearson Correlation	1	.814**	.590**	.544**	.862**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
yp2	Pearson Correlation	.814**	1	.624**	.585**	.883**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
yp3	Pearson Correlation	.590**	.624**	1	.570**	.844**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
yp4	Pearson Correlation	.544**	.585**	.570**	1	.794**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
Repurchase Intention (Y)	Pearson Correlation	.862**	.883**	.844**	.794**	1
	Sig. (2-tailed)	.000	.000	.000	.000	

N	150	150	150	150	150
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** . Correlation is significant at the 0.01 level (2-tailed).

- **Uji Reliabilitas Desain (X1)**

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.662	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
x1p1	7.83	1.267	.532	.294	.487
x1p2	7.65	1.666	.492	.258	.553
x1p3	7.81	1.629	.414	.173	.643

- **Uji Reliabilitas Fitur (X2)**

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.751	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
x2p1	16.11	4.128	.549	.359	.698
x2p2	16.23	3.777	.612	.418	.671
x2p3	16.09	3.959	.511	.359	.709
x2p4	16.09	3.844	.578	.389	.684
x2p5	16.35	4.270	.356	.227	.767

- Uji Reliabilitas Kemudahan Penggunaan (X3)

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.837	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
x3p1	12.41	3.048	.602	.375	.822
x3p2	12.49	2.748	.736	.559	.766
x3p3	12.62	2.640	.666	.489	.796
x3p4	12.52	2.560	.684	.477	.788

- Uji Reliabilitas Repurchase Intention (Y)

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded	0	0.0

Excluded ^a	0	.0
Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.862	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
yp1	11.93	3.593	.752	.677	.807
yp2	11.97	3.610	.793	.707	.793
yp3	12.34	3.246	.680	.464	.845
yp4	12.09	3.817	.642	.416	.850

- **Analisis Regresi Linear Berganda**

Descriptive Statistics

	Mean	Std. Deviation	N
Repurchase Intention (Y)	16.11	2.462	150
Desain (X1)	11.65	1.711	150
Fitur (X2)	20.22	2.424	150
Kemudahan Penggunaan (X3)	16.68	2.153	150

Correlations

		Repurchase Intention (Y)	Desain (X1)	Fitur (X2)	Kemudahan Penggunaan (X3)
Pearson Correlation	Repurchase Intention (Y)	1.000	.545	.578	.603
	Desain (X1)	.545	1.000	.554	.474
	Fitur (X2)	.578	.554	1.000	.611
	Kemudahan Penggunaan (X3)	.603	.474	.611	1.000
Sig. (1-tailed)	Repurchase Intention (Y)	.	.000	.000	.000
	Desain (X1)	.000	.	.000	.000

	Fitur (X2)	.000	.000	.	.000
	Kemudahan Penggunaan (X3)	.000	.000	.000	.
N	Repurchase Intention (Y)	150	150	150	150
	Desain (X1)	150	150	150	150
	Fitur (X2)	150	150	150	150
	Kemudahan Penggunaan (X3)	150	150	150	150

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kemudahan Penggunaan (X3), Desain (X1), Fitur (X2) ^b	.	Enter

- a. Dependent Variable: Repurchase Intention (Y)
 b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.691 ^a	.478	.467	1.797	2.094

- a. Predictors: (Constant), Kemudahan Penggunaan (X3), Desain (X1), Fitur (X2)
 b. Dependent Variable: Repurchase Intention (Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	431.489	3	143.830	44.529	.000 ^b
	Residual	471.585	146	3.230		
	Total	903.073	149			

- a. Dependent Variable: Repurchase Intention (Y)
 b. Predictors: (Constant), Kemudahan Penggunaan (X3), Desain (X1), Fitur (X2)

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Coefficients Beta			Tolerance	VIF
1	(Constant)	.620	1.363		.455	.650		
	Desain (X1)	.370	.106	.257	3.501	.001	.664	1.507
	Fitur (X2)	.229	.083	.226	2.763	.006	.536	1.867
	Kemudahan Penggunaan (X3)	.393	.088	.343	4.448	.000	.600	1.667

a. Dependent Variable: Repurchase Intention (Y)

Collinearity Diagnostics^a

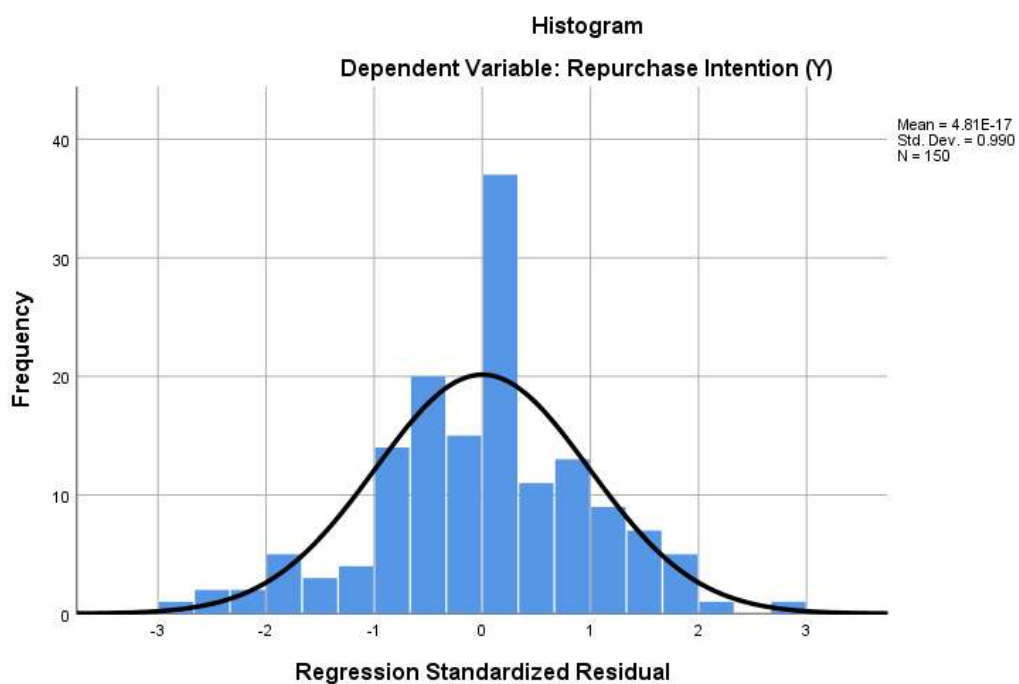
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Desain (X1)	Fitur (X2)	Kemudahan Penggunaan (X3)
1	1	3.975	1.000	.00	.00	.00	.00
	2	.011	19.009	.22	.88	.00	.08
	3	.008	21.920	.72	.03	.04	.50
	4	.006	26.822	.06	.08	.96	.42

a. Dependent Variable: Repurchase Intention (Y)

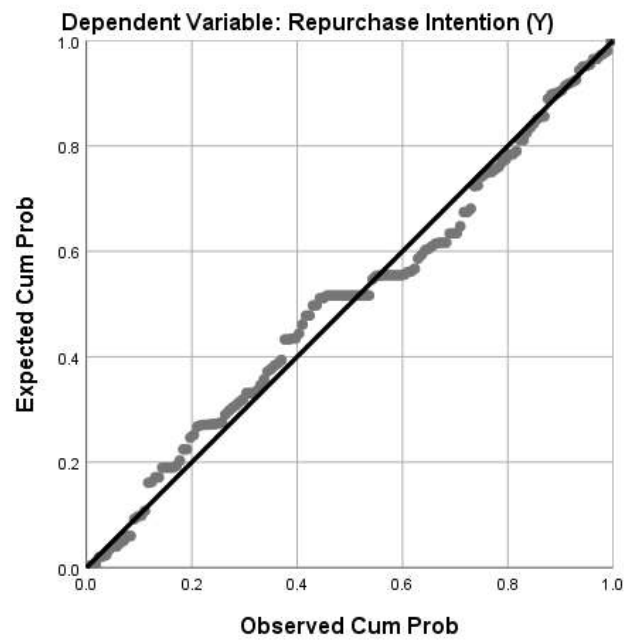
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	12.10	19.75	16.11	1.702	150
Std. Predicted Value	-2.358	2.139	.000	1.000	150
Standard Error of Predicted Value	.157	.560	.279	.091	150
Adjusted Predicted Value	12.10	19.74	16.11	1.706	150
Residual	-4.966	5.323	.000	1.779	150
Std. Residual	-2.763	2.962	.000	.990	150
Stud. Residual	-2.795	3.054	.000	1.007	150
Deleted Residual	-5.082	5.658	.001	1.840	150
Stud. Deleted Residual	-2.863	3.145	.000	1.016	150
Mahal. Distance	.143	13.481	2.980	2.685	150
Cook's Distance	.000	.175	.009	.022	150
Centered Leverage Value	.001	.090	.020	.018	150

a. Dependent Variable: Repurchase Intention (Y)



Normal P-P Plot of Regression Standardized Residual



Scatterplot

