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LAMPIRAN

KUESIONER PENELITIAN

No Responden:...

Kepada Pengguna Aplikasi Traveloka di Makassar

Dengan hormat, saya memohon kesediaan bapak/ibu dan saudara/i untuk bisa membantu meluangkan waktu mengisi kuesioner penelitian ini. Kuesioner penelitian ini memberikan dampak untuk pengumpulan data sebagai salah satu proses penyelesaian tugas akhir yang sedang saya kerjakan.

Atas bantuan dan kesediannya saya ucapkan terima kasih

Hormat Saya

Muri Wandany

A12191014

Program Studi Manajemen

Pascasarjana

Universitas Hasanuddin

Makassar Sulawesi Selatan

A. Pertanyaan Pendahuluan

1. Apakah anda pernah melakukan transaksi untuk pembelian tiket secara online di situs maskapai masing-masing, melalui customer service maskapai dan traveloka?

a. Situs Maskapai (Mis. Citilink.co.id, AirAsia.co.id)

| | | | |
|--|----|--|-------|
| | Ya | | Tidak |
| | Ya | | Tidak |
| | Ya | | Tidak |

b. Melalui Customer Service Maskapai

c. Traveloka

B. Data Pribadi Anda

1. Jenis Kelamin:

Pria Wanita

2. Usia

| | |
|--|----------------|
| | 15 – 19 Tahun |
| | 20 – 24 Tahun |
| | 25 – 29 Tahun |
| | 30 – 34 Tahun |
| | 34 Tahun < ... |

3. Pendidikan Akhir

| | |
|--|----------------------|
| | SMP sederajat |
| | SMA sederajat |
| | Diploma |
| | Sarjana |
| | Pascasarjana (S2/S3) |

4. Pekerjaan Saat Ini

- Aparatur Sipil Negara (ASN)
- Pegawai Swasta / Pengusaha
- Wiraswasta
- Profesional (Profesi Dokter, Pengacara, Konsultan)
- Pelajar/Mahasiswa
- Lain-Lain, Sebutkan

5. Berapa Jumlah Pembelian Melalui Traveloka

- Satu Kali
- 2 – 5
- 6 – 10
- 10 < ...

6. Favorit Pembelian yang Sering Dilakukan Melalui Traveloka

- a. Transportasi (Pesawat, Kereta Api, Tiket Bus & Travel, Rental Mobil, Antar Jemput Bandara, dll)
- b. Tempat Menginap (hotel, villa & apartemen)
- c. Pembayaran, Voucher & Isi Ulang
- d. Aktivitas Hiburan (Eats & Xperience)

7. Alasan Utama Pembelian Melalui Traveloka

- a. Promo & Diskon-nya
- b. Rekomendasi Orang lain
- c. Kemudahan Pencarian Tiket
- d. Pengalaman Pembelian yang Menyenangkan

8. Sudah berapa lama menggunakan Traveloka

- Kurang dari 1 tahun
- 1-3 Tahun
- 3-5 Tahun
- Lebih dari 5 Tahun

C. INDIKATOR PENELITIAN

Jawablah pernyataan-pernyataan dibawah ini dengan tingkat kesetujuan anda.

| No | Indikator Pernyataan | Sangat Tidak Setuju | Tidak Setuju | Ragu-Ragu | Setuju | Sangat Setuju |
|--------------------------|---|---------------------|--------------|-----------|--------|---------------|
| <i>e-Service Quality</i> | | | | | | |
| 1 | Pilihan yang ditawarkan Traveloka dapat menghemat waktu dan cepat menemukan tiket | | | | | |

| | | | | | | |
|------------------|--|--|--|--|--|--|
| | pilihan | | | | | |
| 2 | Keberagaman pilihan dalam pembelian di Traveloka selalu tersedia | | | | | |
| 3 | Traveloka memiliki price alert dan informasi tiket yang sesuai dengan pencarian saya | | | | | |
| 4 | Saya percaya di Traveloka bahwa data pribadi dijamin aman dan perlindungan dari pencurian data oleh pihak lain | | | | | |
| 5 | Traveloka mampu memberi ketepatan waktu dalam melayani permintaan informasi yang tepat | | | | | |
| 6 | Traveloka memberikan jaminan untuk ubah jadwal dan pengembalian dana apabila terjadi pembatalan perjalanan | | | | | |
| <i>e-Loyalty</i> | | | | | | |
| 1 | Saya memiliki pengalaman yang baik untuk saya membeli secara berulang di Traveloka | | | | | |
| 2 | Saya akan merekomendasikan Traveloka kepada keluarga, Sahabat dan orang lain yang membutuhkan opini saya | | | | | |
| 3 | Saya selalu mempertimbangkan menggunakan Traveloka sebagai pilihan pertama saya untuk mengecek tiket secara online | | | | | |
| 4 | Saya akan menggunakan Traveloka sebagai | | | | | |

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|----------------------|--|--|--|--|--|--|
| | pembelian tiket lebih banyak dimasa akan datang | | | | | |
| Keputusan Pembelian | | | | | | |
| 1 | Saat membutuhkan tiket, Saya melakukan pembelian di Traveloka | | | | | |
| 2 | Saya menggunakan Traveloka untuk pembelian tiket dengan jadwal yang telah saya rencana | | | | | |
| 3 | Saya apabila perjalanan dengan pribadi atau keluarga selalu menggunakan Traveloka | | | | | |
| 4 | Traveloka memunculkan jadwal yang saya butuhkan | | | | | |
| 5 | Membeli segera tiket di Traveloka karena tiket mudah habis | | | | | |
| 6 | Saya membeli tiket di Traveloka untuk liburan meskipun berbeda jadwal tiket tujuan yang sama masih belum digunakan | | | | | |
| 7 | Saya mudah membeli tiket karena sering ada promo di Traveloka | | | | | |
| 8 | Saya membandingkan Traveloka dengan aplikasi lain yang sama untuk perbandingan | | | | | |
| 9 | Saya membeli tiket karena mudah menemukan informasi sesuai dengan kebutuhan saya | | | | | |
| 10 | Saya melakukan pembelian tiket di Traveloka karena lingkungan sekitar banyak menggunakan | | | | | |
| <i>eSatisfaction</i> | | | | | | |

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|---|---|--|--|--|--|--|
| 1 | Saya senang dengan pembelian tiket di Traveloka | | | | | |
| 2 | Saya percaya telah melakukan hal yang benar dengan memilih Traveloka sebagai tempat pembelian tiket (<i>eTicketing</i>) | | | | | |
| 3 | Saya secara keseluruhan, Saya puas menggunakan Traveloka | | | | | |
| 4 | Saya telah melakukan keputusan akurat menggunakan traveloka | | | | | |

X1 KUALITAS LAYANAN

| responden | 1. Pilihan yang ditawarkan Traveloka dapat menghemat waktu dan cepat menemukan tiket pilihan (Berikan skor terbaik menurut anda) | 2. Keberagaman pilihan dalam pembelian di Traveloka selalu tersedia (Berikan skor terbaik menurut anda) | 3. Traveloka memiliki price alert dan informasi tiket yang sesuai dengan pencarian saya (Berikan skor terbaik menurut anda) | 4. Saya percaya di Traveloka bahwa data pribadi dijamin aman dan perlindungan dari pencurian data oleh pihak lain (Berikan skor terbaik menurut anda) | 5. Traveloka mampu memberi ketepatan waktu dalam melayani permintaan informasi yang tepat (Berikan skor terbaik menurut anda) | 6. Traveloka memberikan jaminan untuk ubah jadwal dan pengembalian dana apabila terjadi pembatalan perjalanan (Berikan skor terbaik menurut anda) | jumlah |
|-----------|--|---|---|---|---|---|--------|
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 2 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 3 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 4 | 5 | 4 | 4 | 5 | 4 | 5 | 27 |
| 5 | 5 | 5 | 5 | 3 | 4 | 3 | 25 |
| 6 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 7 | 5 | 4 | 4 | 3 | 4 | 4 | 24 |
| 8 | 4 | 4 | 3 | 2 | 3 | 4 | 20 |
| 9 | 5 | 4 | 3 | 4 | 3 | 3 | 22 |
| 10 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 11 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 12 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 13 | 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| 14 | 5 | 4 | 4 | 2 | 4 | 3 | 22 |
| 15 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 16 | 5 | 5 | 5 | 3 | 4 | 5 | 27 |

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| 17 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 18 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
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| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 21 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 22 | 5 | 5 | 5 | 3 | 5 | 5 | 28 |
| 23 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 25 | 5 | 4 | 4 | 3 | 4 | 1 | 21 |
| 26 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 27 | 4 | 4 | 4 | 4 | 4 | 1 | 21 |
| 28 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 29 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 31 | 2 | 2 | 2 | 2 | 2 | 3 | 13 |
| 32 | 5 | 2 | 3 | 5 | 5 | 3 | 23 |
| 33 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 34 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 35 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 36 | 5 | 5 | 4 | 4 | 5 | 3 | 26 |
| 37 | 3 | 3 | 3 | 3 | 5 | 3 | 20 |
| 38 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 39 | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 40 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 42 | 5 | 5 | 5 | 3 | 4 | 3 | 25 |
| 43 | 4 | 4 | 3 | 2 | 4 | 3 | 20 |
| 44 | 5 | 5 | 5 | 3 | 4 | 3 | 25 |

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| 46 | 5 | 5 | 5 | 5 | 4 | 3 | 27 |
| 47 | 5 | 5 | 5 | 3 | 4 | 4 | 26 |
| 48 | 5 | 5 | 4 | 4 | 4 | 3 | 25 |
| 49 | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 50 | 5 | 5 | 5 | 3 | 4 | 4 | 26 |
| 51 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 52 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 53 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 54 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 56 | 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 57 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 58 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 59 | 5 | 5 | 4 | 4 | 4 | 3 | 25 |
| 60 | 4 | 5 | 3 | 4 | 4 | 3 | 23 |
| 61 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 62 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 64 | 4 | 4 | 4 | 2 | 3 | 3 | 20 |
| 65 | 5 | 5 | 5 | 5 | 4 | 3 | 27 |
| 66 | 4 | 4 | 2 | 4 | 4 | 4 | 22 |
| 67 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 68 | 5 | 5 | 3 | 4 | 5 | 5 | 27 |
| 69 | 3 | 3 | 3 | 3 | 5 | 4 | 21 |
| 70 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 71 | 5 | 5 | 3 | 3 | 5 | 5 | 26 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

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| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 77 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 78 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 79 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 80 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 81 | 5 | 4 | 4 | 5 | 3 | 3 | 24 |
| 82 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 83 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
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| 91 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 92 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
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| 94 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 95 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 96 | 1 | 2 | 2 | 2 | 5 | 5 | 17 |
| 97 | 5 | 5 | 5 | 2 | 5 | 3 | 25 |
| 98 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 99 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 100 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |

| responden | 1. Saya senang dengan pembelian tiket di Traveloka (Berikan skor terbaik menurut anda) | 2. Saya percaya telah melakukan hal yang benar dengan memilih Traveloka sebagai tempat pembelian tiket (Berikan skor terbaik menurut anda) | 3. Saya secara keseluruhan, Saya puas menggunakan Traveloka (Berikan skor terbaik menurut anda) | 4. Saya telah melakukan keputusan akurat menggunakan traveloka (Berikan skor terbaik menurut anda) | |
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| 31 | 2 | 2 | 2 | 2 | 8 |
| 32 | 5 | 2 | 5 | 5 | 17 |
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| 94 | 5 | 5 | 5 | 5 | 20 |
| 95 | 4 | 3 | 3 | 5 | 15 |
| 96 | 4 | 3 | 3 | 5 | 15 |
| 97 | 4 | 4 | 3 | 5 | 16 |
| 98 | 4 | 4 | 5 | 5 | 18 |
| 99 | 4 | 4 | 5 | 5 | 18 |
| 100 | 2 | 2 | 4 | 5 | 13 |

Y1 KEPUTUSAN PEMBELIAN

| Responden | 1. Saat membutuhkan tiket, Saya melakukan pembelian di Traveloka (Berikan skor terbaik anda) | 2. Saya menggunakan Traveloka untuk pembelian tiket dengan jadwal yang telah saya rencanakan (Berikan skor terbaik anda) | 3. Saya apabila perjalanan dengan pribadi atau keluarga selalu menggunakan Traveloka (Berikan skor terbaik anda) | 4. Traveloka memunculkan jadwal yang saya butuhkan (Berikan skor terbaik anda) | 5. Membeli segera tiket di Traveloka karena tiket mudah habis (Berikan skor terbaik anda) | 6. Saya membeli tiket di Traveloka untuk liburan meskipun berbeda jadwal tiket tujuan yang sama masih belum digunakan (Berikan skor terbaik anda) | 7. Saya mudah membeli tiket karena sering ada promo di Traveloka (Berikan skor terbaik anda) | 8. Saya membandingkan Traveloka dengan aplikasi lain yang sama untuk perbandingan (Berikan skor terbaik anda) | 9. Saya membeli tiket karena mudah menemukan informasi sesuai dengan kebutuhan saya (Berikan skor terbaik anda) | 10. Saya melakukan pembelian tiket di Traveloka karena lingkungan sekitar banyak menggunakan (Berikan skor terbaik anda) | jumlah |
|-----------|--|--|--|--|---|---|--|---|---|--|--------|
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | |
| 3 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | |
| 4 | 3 | 4 | 3 | 5 | 4 | 3 | 3 | 5 | 5 | 3 | |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | |
| 6 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 8 | 1 | 2 | 2 | 4 | 2 | 2 | 4 | 5 | 4 | 3 | 2 |
| 9 | 5 | 5 | 4 | 4 | 3 | 2 | 2 | 2 | 3 | 5 | 3 |
| 10 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 |
| 11 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 12 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 5 | 5 | 5 | 4 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 14 | 4 | 4 | 5 | 5 | 2 | 3 | 2 | 4 | 4 | 3 | 3 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 16 | 4 | 4 | 4 | 4 | 2 | 2 | 5 | 4 | 4 | 5 | 3 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 18 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 |
| 19 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 4 |
| 20 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 4 | 4 | 4 | 3 |
| 21 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 4 |
| 22 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 5 | 5 | 3 | 4 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 26 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 28 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 4 |
| 29 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 30 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |
| 31 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 32 | 5 | 5 | 2 | 5 | 1 | 1 | 2 | 5 | 5 | 5 | 3 |
| 33 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 34 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 |
| 35 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 36 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
| 37 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 38 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 39 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 4 |
| 40 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 41 | 4 | 4 | 2 | 4 | 2 | 2 | 4 | 4 | 4 | 5 | 3 |
| 42 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 |
| 43 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 |
| 45 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 46 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|
| 47 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 3 |
| 48 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 49 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 3 | 4 | 4 | 3 |
| 50 | 5 | 5 | 5 | 5 | 2 | 5 | 4 | 5 | 5 | 5 | 4 |
| 51 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 5 | 5 | 4 | 4 |
| 52 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 53 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 5 | 3 | 3 |
| 54 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 56 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 |
| 57 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 4 |
| 58 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 59 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 4 | 4 | 3 |
| 60 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 61 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 4 |
| 62 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 4 |
| 63 | 4 | 4 | 2 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 3 |
| 64 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 4 | 3 | 2 | 2 |
| 65 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |
| 66 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 4 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|
| 57 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 58 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 2 |
| 59 | 5 | 2 | 5 | 1 | 1 | 2 | 5 | 4 | 3 | 4 | 3 |
| 60 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 |
| 61 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 62 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 |
| 63 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 5 | 3 |
| 64 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 5 | 5 | 3 |
| 65 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 |
| 66 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 |
| 67 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 68 | 4 | 2 | 4 | 2 | 2 | 4 | 4 | 5 | 5 | 4 | 3 |
| 69 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 70 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 |
| 71 | 5 | 5 | 3 | 5 | 2 | 2 | 4 | 4 | 4 | 4 | 3 |
| 72 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 4 | 4 |
| 73 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 75 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 2 | 4 |
| 76 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|
| 37 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 3 |
| 38 | 5 | 4 | 4 | 5 | 3 | 3 | 5 | 4 | 4 | 4 | 4 |
| 39 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 2 | 2 | 4 |
| 40 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 3 |
| 41 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 4 | 4 |
| 42 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 43 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 44 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 |
| 45 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 5 | 5 | 5 | 3 |
| 46 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 |
| 47 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 48 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 4 |
| 49 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 |
| 50 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

| responden | 1. Saya memiliki pengalaman yang baik untuk saya membeli secara berulang di Traveloka (Berikan skor terbaik menurut anda) | 2. Saya akan merekomendasikan Traveloka kepada keluarga, Sahabat dan orang lain yang membutuhkan opini saya (Berikan skor terbaik anda) | 3. Saya selalu mempertimbangkan menggunakan Traveloka sebagai pilihan pertama saya untuk mengecek tiket secara online (Berikan skor terbaik anda) | 4. Saya akan menggunakan Traveloka sebagai pembelian tiket lebih banyak dimasa akan datang (Berikan skor terbaik anda) | jumlah |
|-----------|---|---|---|--|--------|
| 1 | 5 | 5 | 1 | 5 | 16 |
| 2 | 5 | 5 | 5 | 5 | 20 |
| 3 | 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 5 | 4 | 4 | 18 |
| 5 | 4 | 4 | 4 | 4 | 16 |
| 6 | 4 | 4 | 3 | 3 | 14 |
| 7 | 4 | 4 | 4 | 4 | 16 |
| 8 | 3 | 2 | 1 | 2 | 8 |
| 9 | 4 | 4 | 5 | 4 | 17 |
| 10 | 4 | 5 | 5 | 4 | 18 |
| 11 | 5 | 5 | 5 | 5 | 20 |
| 12 | 5 | 5 | 5 | 5 | 20 |
| 13 | 4 | 4 | 4 | 4 | 16 |
| 14 | 5 | 5 | 5 | 5 | 20 |
| 15 | 5 | 4 | 4 | 4 | 17 |
| 16 | 5 | 4 | 5 | 5 | 19 |
| 17 | 3 | 4 | 4 | 4 | 15 |

| | | | | | |
|----|---|---|---|---|----|
| 18 | 4 | 4 | 5 | 4 | 17 |
| 19 | 5 | 5 | 5 | 5 | 20 |
| 20 | 4 | 4 | 4 | 4 | 16 |
| 21 | 5 | 5 | 5 | 4 | 19 |
| 22 | 5 | 5 | 3 | 4 | 17 |
| 23 | 4 | 4 | 5 | 4 | 17 |
| 24 | 4 | 4 | 4 | 4 | 16 |
| 25 | 4 | 4 | 4 | 4 | 16 |
| 26 | 5 | 5 | 5 | 5 | 20 |
| 27 | 4 | 4 | 4 | 4 | 16 |
| 28 | 4 | 4 | 5 | 4 | 17 |
| 29 | 5 | 4 | 5 | 4 | 18 |
| 30 | 5 | 5 | 4 | 5 | 19 |
| 31 | 1 | 2 | 2 | 2 | 7 |
| 32 | 5 | 5 | 5 | 2 | 17 |
| 33 | 5 | 5 | 5 | 5 | 20 |
| 34 | 4 | 4 | 5 | 5 | 18 |
| 35 | 5 | 5 | 4 | 4 | 18 |
| 36 | 4 | 4 | 4 | 4 | 16 |
| 37 | 3 | 3 | 3 | 3 | 12 |
| 38 | 5 | 5 | 5 | 5 | 20 |
| 39 | 5 | 5 | 5 | 4 | 19 |
| 40 | 5 | 5 | 5 | 5 | 20 |
| 41 | 5 | 4 | 4 | 3 | 16 |
| 42 | 4 | 4 | 4 | 4 | 16 |
| 43 | 4 | 4 | 3 | 3 | 14 |
| 44 | 4 | 4 | 4 | 4 | 16 |
| 45 | 5 | 5 | 3 | 5 | 18 |

| | | | | | |
|----|---|---|---|---|----|
| 46 | 4 | 5 | 5 | 4 | 18 |
| 47 | 4 | 5 | 4 | 4 | 17 |
| 48 | 4 | 4 | 5 | 5 | 18 |
| 49 | 4 | 4 | 1 | 4 | 13 |
| 50 | 5 | 4 | 5 | 4 | 18 |
| 51 | 5 | 5 | 5 | 5 | 20 |
| 52 | 5 | 5 | 5 | 5 | 20 |
| 53 | 4 | 4 | 3 | 3 | 14 |
| 54 | 5 | 5 | 5 | 5 | 20 |
| 55 | 4 | 4 | 4 | 4 | 16 |
| 56 | 3 | 3 | 3 | 3 | 12 |
| 57 | 2 | 2 | 2 | 2 | 8 |
| 58 | 5 | 5 | 3 | 5 | 18 |
| 59 | 5 | 4 | 4 | 4 | 17 |
| 60 | 4 | 4 | 5 | 5 | 18 |
| 61 | 5 | 5 | 5 | 5 | 20 |
| 62 | 5 | 5 | 5 | 5 | 20 |
| 63 | 4 | 3 | 2 | 2 | 11 |
| 64 | 3 | 3 | 3 | 2 | 11 |
| 65 | 4 | 5 | 5 | 4 | 18 |
| 66 | 4 | 4 | 4 | 5 | 17 |
| 67 | 4 | 4 | 4 | 4 | 16 |
| 68 | 3 | 3 | 3 | 3 | 12 |
| 69 | 5 | 5 | 5 | 5 | 20 |
| 70 | 4 | 5 | 5 | 4 | 18 |
| 71 | 5 | 4 | 5 | 4 | 18 |
| 72 | 4 | 4 | 2 | 4 | 14 |
| 73 | 4 | 4 | 4 | 4 | 16 |

| | | | | | |
|-----|---|---|---|---|----|
| 74 | 4 | 4 | 3 | 4 | 15 |
| 75 | 4 | 4 | 4 | 4 | 16 |
| 76 | 5 | 5 | 5 | 5 | 20 |
| 77 | 5 | 5 | 5 | 5 | 20 |
| 78 | 4 | 4 | 2 | 3 | 13 |
| 79 | 5 | 5 | 5 | 5 | 20 |
| 80 | 4 | 4 | 4 | 4 | 16 |
| 81 | 5 | 5 | 5 | 5 | 20 |
| 82 | 5 | 5 | 5 | 5 | 20 |
| 83 | 5 | 4 | 5 | 4 | 18 |
| 84 | 3 | 4 | 3 | 4 | 14 |
| 85 | 5 | 5 | 5 | 5 | 20 |
| 86 | 4 | 4 | 4 | 4 | 16 |
| 87 | 3 | 3 | 3 | 3 | 12 |
| 88 | 2 | 5 | 5 | 5 | 17 |
| 89 | 5 | 5 | 5 | 5 | 20 |
| 90 | 4 | 4 | 4 | 4 | 16 |
| 91 | 5 | 4 | 5 | 4 | 18 |
| 92 | 5 | 5 | 5 | 5 | 20 |
| 93 | 5 | 5 | 5 | 5 | 20 |
| 94 | 4 | 4 | 2 | 4 | 14 |
| 95 | 3 | 3 | 2 | 3 | 11 |
| 96 | 5 | 5 | 5 | 5 | 20 |
| 97 | 5 | 5 | 5 | 5 | 20 |
| 98 | 4 | 4 | 2 | 3 | 13 |
| 99 | 5 | 5 | 5 | 5 | 20 |
| 100 | 4 | 4 | 4 | 4 | 16 |

Validitas dan Reliabilitas Item

Kualitas Layanan (X1)

| Responden | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Skor Total |
|-----------|---|---|---|---|---|---|---|---|---|----|------------|
| 1 | 2 | 2 | 4 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 25 |
| 2 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 1 | 2 | 4 | 28 |
| 3 | 2 | 1 | 2 | 3 | 1 | 1 | 1 | 5 | 3 | 3 | 22 |
| 4 | 4 | 5 | 2 | 1 | 4 | 5 | 5 | 4 | 2 | 1 | 33 |
| 5 | 2 | 4 | 3 | 5 | 4 | 4 | 4 | 2 | 4 | 5 | 37 |
| 6 | 2 | 2 | 1 | 4 | 4 | 2 | 2 | 2 | 4 | 2 | 25 |
| 7 | 3 | 2 | 5 | 2 | 4 | 2 | 2 | 3 | 3 | 2 | 28 |
| 8 | 2 | 2 | 4 | 2 | 4 | 2 | 2 | 2 | 2 | 1 | 23 |
| 9 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 29 |
| 10 | 3 | 4 | 2 | 2 | 4 | 4 | 4 | 3 | 2 | 2 | 30 |
| 11 | 2 | 2 | 2 | 2 | 4 | 2 | 2 | 3 | 2 | 4 | 25 |
| 12 | 1 | 1 | 3 | 3 | 4 | 1 | 1 | 2 | 3 | 3 | 22 |
| 13 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 3 | 39 |
| 14 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 1 | 2 | 2 | 25 |
| 15 | 1 | 2 | 1 | 3 | 4 | 2 | 2 | 5 | 3 | 3 | 26 |
| 16 | 2 | 2 | 5 | 1 | 4 | 2 | 2 | 4 | 3 | 1 | 26 |
| 17 | 3 | 3 | 4 | 5 | 4 | 2 | 2 | 2 | 5 | 2 | 32 |
| 18 | 2 | 4 | 2 | 4 | 4 | 3 | 3 | 2 | 4 | 4 | 32 |
| 19 | 1 | 1 | 2 | 2 | 4 | 5 | 5 | 2 | 2 | 2 | 26 |
| 20 | 2 | 5 | 2 | 2 | 4 | 4 | 4 | 3 | 2 | 3 | 31 |
| 21 | 1 | 3 | 2 | 2 | 4 | 4 | 5 | 2 | 2 | 2 | 27 |
| 22 | 4 | 1 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 29 |
| 23 | 4 | 5 | 1 | 2 | 4 | 2 | 4 | 1 | 3 | 2 | 28 |
| 24 | 2 | 4 | 5 | 3 | 4 | 2 | 5 | 5 | 3 | 3 | 36 |
| 25 | 3 | 2 | 4 | 1 | 4 | 3 | 3 | 4 | 1 | 1 | 26 |
| 26 | 2 | 4 | 2 | 5 | 4 | 1 | 1 | 2 | 5 | 5 | 31 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 27 | 3 | 2 | 2 | 4 | 4 | 5 | 5 | 2 | 4 | 4 | 35 |
| 28 | 2 | 2 | 3 | 2 | 4 | 4 | 2 | 2 | 2 | 2 | 25 |
| 29 | 2 | 2 | 4 | 2 | 4 | 2 | 3 | 2 | 2 | 2 | 25 |
| 30 | 3 | 3 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 24 |
| 31 | 4 | 4 | 1 | 3 | 4 | 2 | 3 | 3 | 2 | 4 | 30 |
| 32 | 2 | 2 | 5 | 2 | 4 | 3 | 1 | 2 | 2 | 2 | 25 |
| 33 | 3 | 1 | 2 | 3 | 4 | 4 | 5 | 1 | 3 | 2 | 28 |
| 34 | 2 | 5 | 2 | 1 | 4 | 2 | 2 | 5 | 2 | 3 | 28 |
| 35 | 2 | 2 | 2 | 5 | 4 | 2 | 3 | 4 | 1 | 2 | 27 |
| 36 | 3 | 2 | 2 | 4 | 4 | 3 | 2 | 2 | 5 | 3 | 30 |
| 37 | 2 | 2 | 3 | 2 | 4 | 2 | 3 | 4 | 4 | 1 | 27 |

| | | | | | | | | | | | | |
|---------|---------------------|--------|--------|--------|--------|--------|-------|--------|-------|-------|--------|--------|
| Item_7 | Pearson Correlation | .286 | .328* | -.148 | -.096 | .744** | .278 | 1 | -.114 | -.170 | -.049 | .578** |
| | Sig. (2-tailed) | .086 | .047 | .383 | .571 | .000 | .096 | | .500 | .314 | .775 | .000 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_8 | Pearson Correlation | -.100 | .093 | .166 | -.257 | -.283 | -.227 | -.114 | 1 | -.169 | -.127 | .045 |
| | Sig. (2-tailed) | .555 | .586 | .327 | .124 | .089 | .176 | .500 | | .317 | .453 | .793 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_9 | Pearson Correlation | .049 | .018 | -.013 | .603** | -.188 | -.013 | -.170 | -.169 | 1 | .367* | .377* |
| | Sig. (2-tailed) | .776 | .918 | .938 | .000 | .266 | .938 | .314 | .317 | | .026 | .022 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_10 | Pearson Correlation | .010 | .257 | -.328* | .605** | -.066 | -.069 | -.049 | -.127 | .367* | 1 | .434** |
| | Sig. (2-tailed) | .954 | .125 | .047 | .000 | .698 | .685 | .775 | .453 | .026 | | .007 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Jumlah | Pearson Correlation | .483** | .635** | .056 | .370* | .420** | .289 | .578** | .045 | .377* | .434** | 1 |
| | Sig. (2-tailed) | .002 | .000 | .741 | .024 | .010 | .083 | .000 | .793 | .022 | .007 | |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |

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

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

| No Item | R _{Hitung} | R _{Tabel} | Keterangan |
|---------|---------------------|--------------------|-------------|
| 1 | 0,483 | 0,316 | valid |
| 2 | 0,635 | 0,316 | valid |
| 3 | 0,056 | 0,316 | Tidak valid |
| 4 | 0,307 | 0,316 | Tidak valid |
| 5 | 0,420 | 0,316 | valid |
| 6 | 0,289 | 0,316 | Tidak valid |
| 7 | 0,578 | 0,316 | valid |
| 8 | 0,045 | 0,316 | Tidak valid |
| 9 | 0,337 | 0,316 | valid |
| 10 | 0,434 | 0,316 | valid |

Butir item pernyataan kuisisioner kualitas layanan sebagai berikut :

1. Pilihan yang ditawarkan Traveloka dapat menghemat waktu dan cepat menemukan tiket pilihan
2. Keberagaman pilihan dalam pembelian di Traveloka selalu tersedia
3. Pencarian Traveloka lebih baik dari agen travel yang lain
4. Keandalan Traveloka selalu dalam prima
5. Traveloka memiliki *price alert* dan informasi tiket yang sesuai dengan pencarian saya
6. Traveloka menawarkan kenyamanan dalam layanan
7. Saya percaya di Traveloka bahwa data pribadi dijamin aman dan perlindungan dari pencurian data oleh pihak lain
8. Tiket yang ditemukan lebih mudah dan bisa tersedia sesuai waktu
9. Traveloka mampu memberi ketepatan waktu dalam melayani permintaan informasi yang tepat
10. Traveloka memberikan jaminan untuk ubah jadwal dan pengembalian dana apabila terjadi pembatalan perjalanan

Analisis Reliabilitas X_1 Instrumen kualitas layanan menggunakan SPSS 26

| Case Processing Summary | | N | % |
|-------------------------|-----------------------|----|-------|
| Cases | Valid | 37 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 37 | 100.0 |

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

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| 0.622 | 11 |

Analisis Validitas X_2

Kepuasan menggunakan SPSS

26

| R | 1 | 2 | 3 | 4 | 5 | 6 | Jumlah |
|----|---|---|---|---|---|---|--------|
| 1 | 3 | 2 | 2 | 2 | 4 | 3 | 16 |
| 2 | 2 | 4 | 3 | 3 | 2 | 4 | 18 |
| 3 | 3 | 3 | 2 | 1 | 2 | 3 | 14 |
| 4 | 2 | 1 | 4 | 5 | 2 | 1 | 15 |
| 5 | 4 | 5 | 2 | 4 | 3 | 5 | 23 |
| 6 | 4 | 2 | 2 | 2 | 1 | 4 | 15 |
| 7 | 3 | 2 | 3 | 2 | 5 | 2 | 17 |
| 8 | 2 | 1 | 2 | 2 | 4 | 2 | 13 |
| 9 | 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| 10 | 2 | 2 | 3 | 4 | 2 | 2 | 15 |
| 11 | 2 | 4 | 2 | 2 | 2 | 2 | 14 |
| 12 | 3 | 3 | 1 | 1 | 3 | 3 | 14 |
| 13 | 3 | 3 | 5 | 5 | 4 | 3 | 23 |
| 14 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 15 | 3 | 3 | 1 | 2 | 1 | 3 | 13 |
| 16 | 3 | 1 | 2 | 2 | 5 | 1 | 14 |
| 17 | 5 | 2 | 3 | 3 | 4 | 5 | 22 |
| 18 | 4 | 4 | 2 | 4 | 2 | 4 | 20 |
| 19 | 2 | 2 | 1 | 1 | 2 | 2 | 10 |
| 20 | 2 | 3 | 2 | 5 | 2 | 2 | 16 |
| 21 | 2 | 2 | 1 | 3 | 2 | 2 | 12 |
| 22 | 3 | 3 | 4 | 1 | 3 | 3 | 17 |
| 23 | 3 | 2 | 4 | 5 | 1 | 2 | 17 |

| | | | | | | | |
|----|---|---|---|---|---|---|----|
| 24 | 3 | 3 | 2 | 4 | 5 | 3 | 20 |
| 25 | 1 | 1 | 3 | 2 | 4 | 1 | 12 |
| 26 | 5 | 5 | 2 | 4 | 2 | 5 | 23 |
| 27 | 4 | 4 | 3 | 2 | 2 | 4 | 19 |
| 28 | 2 | 2 | 2 | 2 | 3 | 2 | 13 |
| 29 | 2 | 2 | 2 | 2 | 4 | 2 | 14 |
| 30 | 2 | 2 | 3 | 3 | 2 | 2 | 14 |
| 31 | 2 | 4 | 4 | 4 | 1 | 3 | 18 |
| 32 | 2 | 2 | 2 | 2 | 5 | 2 | 15 |
| 33 | 3 | 2 | 3 | 1 | 2 | 3 | 14 |
| 34 | 2 | 3 | 2 | 5 | 2 | 1 | 15 |
| 35 | 1 | 2 | 2 | 2 | 2 | 5 | 14 |
| 36 | 5 | 3 | 3 | 2 | 2 | 4 | 19 |
| 37 | 4 | 1 | 2 | 2 | 3 | 2 | 14 |

| Correlations | | | | | | | | |
|--------------|---------------------|--------|--------|--------|--------|--------|--------|------------|
| | | Item_1 | Item_2 | Item_3 | Item_4 | Item_5 | Item_6 | Skor_Total |
| Item_1 | Pearson Correlation | 1 | .367* | .049 | .018 | -.013 | .603** | .655** |
| | Sig. (2-tailed) | | .026 | .776 | .918 | .938 | .000 | .000 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_2 | Pearson Correlation | .367* | 1 | .010 | .257 | -.328* | .605** | .631** |
| | Sig. (2-tailed) | .026 | | .954 | .125 | .047 | .000 | .000 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_3 | Pearson Correlation | .049 | .010 | 1 | .386* | -.012 | .003 | .444** |
| | Sig. (2-tailed) | .776 | .954 | | .018 | .943 | .984 | .006 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_4 | Pearson Correlation | .018 | .257 | .386* | 1 | -.166 | -.027 | .213** |
| | Sig. (2-tailed) | .918 | .125 | .018 | | .325 | .876 | .001 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_5 | Pearson Correlation | -.013 | -.328* | -.012 | -.166 | 1 | -.197 | .116 |
| | Sig. (2-tailed) | .938 | .047 | .943 | .325 | | .243 | .494 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_6 | Pearson Correlation | .603** | .605** | .003 | -.027 | -.197 | 1 | .652** |
| | Sig. (2-tailed) | .000 | .000 | .984 | .876 | .243 | | .000 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Skor_Total | Pearson Correlation | .655** | .631** | .444** | .513** | .116 | .652** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .006 | .001 | .494 | .000 | |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 |

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

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

| No Item | R _{Hitung} | R _{Tabel} | Keterangan |
|---------|---------------------|--------------------|-------------|
| 1 | 0,655 | 0,316 | valid |
| 2 | 0,631 | 0,316 | valid |
| 3 | 0,444 | 0,316 | valid |
| 4 | 0,213 | 0,316 | Tidak valid |
| 5 | 0,116 | 0,316 | valid |
| 6 | 0,652 | 0,316 | Tidak valid |

Butir item pernyataan kuisioner kepuasan adalah sebagai berikut :

1. Saya memiliki pengalaman yang baik untuk saya membeli secara berulang di Traveloka
2. Saya akan merekomendasikan Traveloka kepada keluarga, Sahabat dan orang lain yang membutuhkan opini saya
3. Saya selalu mempertimbangkan menggunakan Traveloka sebagai pilihan pertama saya untuk mengecek tiket secara online
4. Saya merasakan kepuasan setiap setelah membeli tiket di Traveloka
5. Saya akan menggunakan Traveloka sebagai pembelian tiket lebih banyak dimasa akan datang
6. Saya mendapatkan apresiasi karena kepuasan dari pembelian tiket Traveloka setelah merekomendasi ke keluarga, sahabat dan orang lain.

Analisis Reliabilitas X_2 kepuasan menggunakan SPSS 26

| Case Processing Summary | | | |
|---|-----------------------|----|-------|
| | | N | % |
| Cases | Valid | 37 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 37 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| 0.676 | 7 |

Keputusan pembelian Y1

Analisis Validitas Y₁ keputusan pembelian menggunakan SPSS 26

| Responden | 1 | 2 | 3 | 4 | 5 | 6 | JUMLAH |
|-----------|---|---|---|---|---|---|--------|
| 1 | 3 | 2 | 2 | 2 | 4 | 3 | 16 |
| 2 | 2 | 4 | 3 | 3 | 2 | 4 | 18 |
| 3 | 3 | 3 | 2 | 1 | 2 | 3 | 14 |
| 4 | 2 | 1 | 4 | 5 | 2 | 1 | 15 |
| 5 | 4 | 5 | 2 | 4 | 3 | 5 | 23 |
| 6 | 4 | 2 | 2 | 2 | 1 | 4 | 15 |
| 7 | 3 | 2 | 3 | 2 | 5 | 2 | 17 |
| 8 | 2 | 1 | 2 | 2 | 4 | 2 | 13 |
| 9 | 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| 10 | 2 | 2 | 3 | 4 | 2 | 2 | 15 |
| 11 | 2 | 4 | 2 | 2 | 2 | 2 | 14 |
| 12 | 3 | 3 | 1 | 1 | 3 | 3 | 14 |
| 13 | 3 | 3 | 5 | 5 | 4 | 3 | 23 |
| 14 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 15 | 3 | 3 | 1 | 2 | 1 | 3 | 13 |
| 16 | 3 | 1 | 2 | 2 | 5 | 1 | 14 |
| 17 | 5 | 2 | 3 | 3 | 4 | 5 | 22 |
| 18 | 4 | 4 | 2 | 4 | 2 | 4 | 20 |
| 19 | 2 | 2 | 1 | 1 | 2 | 2 | 10 |
| 20 | 2 | 3 | 2 | 5 | 2 | 2 | 16 |

| | | | | | | | |
|----|---|---|---|---|---|---|----|
| 21 | 2 | 2 | 1 | 3 | 2 | 2 | 12 |
| 22 | 3 | 3 | 4 | 1 | 3 | 3 | 17 |
| 23 | 3 | 2 | 4 | 5 | 1 | 2 | 17 |
| 24 | 3 | 3 | 2 | 4 | 5 | 3 | 20 |
| 25 | 1 | 1 | 3 | 2 | 4 | 1 | 12 |
| 26 | 5 | 5 | 2 | 4 | 2 | 5 | 23 |
| 27 | 4 | 4 | 3 | 2 | 2 | 4 | 19 |
| 28 | 2 | 2 | 2 | 2 | 3 | 2 | 13 |
| 29 | 2 | 2 | 2 | 2 | 4 | 2 | 14 |
| 30 | 2 | 2 | 3 | 3 | 2 | 2 | 14 |
| 31 | 2 | 4 | 4 | 4 | 1 | 3 | 18 |
| 32 | 2 | 2 | 2 | 2 | 5 | 2 | 15 |
| 33 | 3 | 2 | 3 | 1 | 2 | 3 | 14 |
| 34 | 2 | 3 | 2 | 5 | 2 | 1 | 15 |
| 35 | 1 | 2 | 2 | 2 | 2 | 5 | 14 |
| 36 | 5 | 3 | 3 | 2 | 2 | 4 | 19 |
| 37 | 4 | 1 | 2 | 2 | 3 | 2 | 14 |

| Correlations | | | | | | | | |
|--|---------------------|--------|--------|--------|--------|--------|--------|------------|
| | | Item_1 | Item_2 | Item_3 | Item_4 | Item_5 | Item_6 | Skor_Total |
| Item_1 | Pearson Correlation | 1 | -.131 | .429** | .113 | -.116 | -.192 | .481** |
| | Sig. (2-tailed) | | .440 | .008 | .505 | .496 | .255 | .003 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_2 | Pearson Correlation | -.131 | 1 | .021 | -.198 | .144 | .291 | .392* |
| | Sig. (2-tailed) | .440 | | .904 | .239 | .396 | .080 | .016 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_3 | Pearson Correlation | .429** | .021 | 1 | .036 | -.298 | -.262 | .301* |
| | Sig. (2-tailed) | .008 | .904 | | .833 | .073 | .117 | .018 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_4 | Pearson Correlation | .113 | -.198 | .036 | 1 | .667** | -.285 | .524** |
| | Sig. (2-tailed) | .505 | .239 | .833 | | .000 | .087 | .001 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_5 | Pearson Correlation | -.116 | .144 | -.298 | .667** | 1 | .050 | .542** |
| | Sig. (2-tailed) | .496 | .396 | .073 | .000 | | .768 | .001 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_6 | Pearson Correlation | -.192 | .291 | -.262 | -.285 | .050 | 1 | .225 |
| | Sig. (2-tailed) | .255 | .080 | .117 | .087 | .768 | | .181 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Skor_Total | Pearson Correlation | .481** | .392* | .387* | .524** | .542** | .225 | 1 |
| | Sig. (2-tailed) | .003 | .016 | .018 | .001 | .001 | .181 | |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |

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

| No Item | R _{Hitung} | R _{Tabel} | Keterangan |
|---------|---------------------|--------------------|-------------|
| 1 | 0,481 | 0,316 | valid |
| 2 | 0,392 | 0,316 | valid |
| 3 | 0,301 | 0,316 | Tidak valid |
| 4 | 0,524 | 0,316 | valid |
| 5 | 0,542 | 0,316 | valid |
| 6 | 0,225 | 0,316 | Tidak valid |

Butir item pernyataan kuisisioner keputusan pembelian adalah sebagai berikut :

1. Saya senang dengan pembelian tiket di Traveloka
2. Saya percaya telah melakukan hal yang benar dengan memilih Traveloka sebagai tempat pembelian tiket
3. Saya membeli tiket karena keputusan yang sudah lama dalam persiapan
4. Saya secara keseluruhan, Saya puas menggunakan Traveloka
5. Saya telah melakukan keputusan akurat menggunakan traveloka
6. Saya setiap membeli di Traveloka adalah keputusan yang tidak pernah saya sesalkan

Analisis Reliabilitas Y_1 keputusan pembelian menggunakan SPSS 26

| Case Processing Summary | | | |
|-------------------------|-----------------------|----|-------|
| | | N | % |
| Cases | Valid | 37 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 37 | 100.0 |

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

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| 0.655 | 7 |

Loyalitas Y2

Analisis Validitas Y2 Loyalitas menggunakan SPSS 26

| Responden | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | Jumlah |
|-----------|---|---|---|---|---|---|---|---|---|----|----|----|--------|
| 1 | 3 | 2 | 4 | 4 | 2 | 3 | 5 | 4 | 5 | 2 | 2 | 5 | 41 |
| 2 | 3 | 3 | 3 | 2 | 3 | 1 | 4 | 2 | 4 | 3 | 3 | 3 | 34 |
| 3 | 1 | 3 | 1 | 3 | 2 | 5 | 2 | 2 | 2 | 1 | 1 | 4 | 27 |
| 4 | 2 | 5 | 4 | 1 | 3 | 4 | 2 | 2 | 2 | 5 | 5 | 3 | 38 |
| 5 | 3 | 3 | 4 | 5 | 1 | 2 | 2 | 3 | 2 | 4 | 4 | 2 | 35 |
| 6 | 2 | 2 | 2 | 4 | 5 | 2 | 3 | 4 | 3 | 2 | 2 | 3 | 34 |
| 7 | 3 | 4 | 1 | 2 | 4 | 2 | 4 | 2 | 4 | 2 | 2 | 1 | 31 |
| 8 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 5 | 27 |
| 9 | 5 | 3 | 3 | 2 | 2 | 4 | 1 | 2 | 1 | 3 | 3 | 4 | 33 |
| 10 | 4 | 2 | 4 | 3 | 2 | 2 | 3 | 3 | 5 | 4 | 2 | 2 | 36 |
| 11 | 2 | 2 | 2 | 4 | 3 | 1 | 1 | 4 | 2 | 2 | 3 | 2 | 28 |
| 12 | 1 | 1 | 1 | 2 | 4 | 5 | 5 | 2 | 2 | 1 | 1 | 2 | 27 |
| 13 | 3 | 5 | 4 | 1 | 2 | 4 | 4 | 2 | 2 | 5 | 5 | 3 | 40 |
| 14 | 2 | 2 | 2 | 5 | 3 | 2 | 4 | 3 | 1 | 4 | 4 | 4 | 36 |
| 15 | 4 | 3 | 3 | 2 | 1 | 3 | 2 | 2 | 5 | 2 | 2 | 2 | 31 |
| 16 | 2 | 1 | 1 | 2 | 5 | 1 | 2 | 3 | 4 | 3 | 2 | 2 | 28 |
| 17 | 3 | 3 | 3 | 2 | 4 | 5 | 2 | 1 | 2 | 2 | 3 | 2 | 32 |
| 18 | 3 | 2 | 2 | 3 | 2 | 4 | 3 | 5 | 2 | 3 | 4 | 3 | 36 |

| | | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 19 | 2 | 1 | 2 | 4 | 2 | 2 | 1 | 4 | 2 | 1 | 2 | 4 | 27 |
| 20 | 5 | 2 | 5 | 2 | 2 | 2 | 5 | 2 | 3 | 5 | 2 | 2 | 37 |
| 21 | 1 | 1 | 1 | 2 | 3 | 2 | 4 | 2 | 4 | 4 | 2 | 1 | 27 |
| 22 | 5 | 5 | 5 | 3 | 4 | 3 | 2 | 2 | 2 | 2 | 3 | 5 | 41 |
| 23 | 4 | 2 | 4 | 4 | 2 | 2 | 1 | 5 | 1 | 2 | 4 | 4 | 35 |
| 24 | 2 | 3 | 2 | 2 | 2 | 3 | 5 | 4 | 5 | 2 | 2 | 5 | 37 |
| 25 | 2 | 4 | 2 | 1 | 3 | 1 | 4 | 2 | 4 | 3 | 3 | 3 | 32 |
| 26 | 3 | 2 | 2 | 3 | 2 | 5 | 2 | 2 | 2 | 1 | 1 | 4 | 29 |
| 27 | 2 | 3 | 1 | 1 | 3 | 4 | 2 | 2 | 2 | 5 | 5 | 3 | 33 |
| 28 | 3 | 4 | 4 | 5 | 1 | 2 | 2 | 3 | 2 | 4 | 4 | 2 | 36 |
| 29 | 1 | 2 | 2 | 4 | 5 | 2 | 3 | 4 | 3 | 2 | 2 | 3 | 33 |
| 30 | 5 | 3 | 3 | 3 | 4 | 2 | 4 | 2 | 4 | 2 | 2 | 1 | 35 |
| 31 | 4 | 4 | 4 | 1 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 5 | 33 |
| 32 | 3 | 2 | 1 | 5 | 2 | 4 | 1 | 2 | 1 | 3 | 3 | 4 | 31 |
| 33 | 3 | 3 | 3 | 4 | 2 | 2 | 3 | 3 | 5 | 4 | 4 | 2 | 38 |
| 34 | 1 | 2 | 1 | 2 | 3 | 1 | 1 | 4 | 2 | 2 | 2 | 2 | 23 |
| 35 | 3 | 3 | 4 | 2 | 4 | 5 | 5 | 2 | 2 | 1 | 1 | 2 | 34 |
| 36 | 2 | 1 | 4 | 2 | 2 | 1 | 5 | 1 | 2 | 4 | 4 | 1 | 29 |
| 37 | 3 | 5 | 2 | 2 | 3 | 5 | 4 | 5 | 2 | 2 | 5 | 5 | 43 |

Correlations

| | | Item_1 | Item_2 | Item_3 | Item_4 | Item_5 | Item_6 | Item_7 | Item_8 | Item_9 | Item_10 | Item_11 | Item_12 | Skor_Total |
|---------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|------------|
| Item_1 | Pearson Correlation | 1 | .357* | .660** | .024 | -.227 | .054 | -.035 | -.121 | .056 | .118 | .113 | .050 | .541** |
| | Sig. (2-tailed) | | .030 | .000 | .886 | .176 | .753 | .835 | .476 | .744 | .486 | .506 | .771 | .001 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_2 | Pearson Correlation | .357* | 1 | .361* | -.305 | -.064 | .279 | -.003 | -.150 | -.042 | .172 | .444** | .235 | .601** |
| | Sig. (2-tailed) | .030 | | .028 | .067 | .706 | .095 | .985 | .375 | .803 | .308 | .006 | .162 | .000 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_3 | Pearson Correlation | .660** | .361* | 1 | .027 | -.314 | -.057 | .139 | -.132 | .002 | .295 | .243 | .046 | .609** |
| | Sig. (2-tailed) | .000 | .028 | | .876 | .059 | .738 | .411 | .437 | .989 | .076 | .148 | .787 | .000 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_4 | Pearson Correlation | .024 | -.305 | .027 | 1 | -.157 | -.214 | -.247 | .435** | -.141 | -.103 | .016 | .065 | .089 |
| | Sig. (2-tailed) | .886 | .067 | .876 | | .352 | .204 | .141 | .007 | .405 | .544 | .927 | .701 | .599 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_5 | Pearson Correlation | -.227 | -.064 | -.314 | -.157 | 1 | -.054 | .183 | -.016 | .061 | -.260 | -.235 | -.203 | -.100 |
| | Sig. (2-tailed) | .176 | .706 | .059 | .352 | | .750 | .277 | .924 | .722 | .121 | .162 | .228 | .557 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_6 | Pearson Correlation | .054 | .279 | -.057 | -.214 | -.054 | 1 | .004 | -.186 | -.359* | -.247 | -.026 | .350* | .172 |
| | Sig. (2-tailed) | .753 | .095 | .738 | .204 | .750 | | .983 | .272 | .029 | .140 | .879 | .033 | .308 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_7 | Pearson Correlation | -.035 | -.003 | .139 | -.247 | .183 | .004 | 1 | -.131 | .429** | .113 | -.116 | -.192 | .333* |
| | Sig. (2-tailed) | .835 | .985 | .411 | .141 | .277 | .983 | | .440 | .008 | .505 | .496 | .255 | .044 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_8 | Pearson Correlation | -.121 | -.150 | -.132 | .435** | -.016 | -.186 | -.131 | 1 | .021 | -.198 | .144 | .291 | .320 |
| | Sig. (2-tailed) | .476 | .375 | .437 | .007 | .924 | .272 | .440 | | .904 | .239 | .396 | .080 | .190 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_9 | Pearson Correlation | .056 | -.042 | .002 | -.141 | .061 | -.359* | .429** | .021 | 1 | .036 | -.298 | -.262 | .440 |
| | Sig. (2-tailed) | .744 | .803 | .989 | .405 | .722 | .029 | .008 | .904 | | .833 | .073 | .117 | .409 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_10 | Pearson Correlation | .118 | .172 | .295 | -.103 | -.260 | -.247 | .113 | -.198 | .036 | 1 | .667** | -.285 | .349* |
| | Sig. (2-tailed) | .486 | .308 | .076 | .544 | .121 | .140 | .505 | .239 | .833 | | .000 | .087 | .034 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_11 | Pearson Correlation | .113 | .444** | .243 | .016 | -.235 | -.026 | -.116 | .144 | -.298 | .667** | 1 | .050 | .515** |
| | Sig. (2-tailed) | .506 | .006 | .148 | .927 | .162 | .879 | .496 | .396 | .073 | .000 | | .768 | .001 |

| | | | | | | | | | | | | | | |
|----------|---------------------|--------|--------|--------|------|-------|-------|-------|------|-------|-------|--------|------|------|
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Item_12 | Pearson Correlation | .050 | .235 | .046 | .065 | -.203 | .350* | -.192 | .291 | -.262 | -.285 | .050 | 1 | .307 |
| | Sig. (2-tailed) | .771 | .162 | .787 | .701 | .228 | .033 | .255 | .080 | .117 | .087 | .768 | | .064 |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| VAR00002 | Pearson Correlation | .541** | .601** | .609** | .089 | -.100 | .172 | .333* | .220 | .140 | .349* | .515** | .307 | 1 |
| | Sig. (2-tailed) | .001 | .000 | .000 | .599 | .557 | .308 | .044 | .190 | .409 | .034 | .001 | .064 | |
| | N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |

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

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

| No Item | R _{Hitung} | R _{Tabel} | Keterangan |
|---------|---------------------|--------------------|-------------|
| 1 | 0,541 | 0,316 | valid |
| 2 | 0,602 | 0,316 | valid |
| 3 | 0,609 | 0,316 | valid |
| 4 | 0,089 | 0,316 | valid |
| 5 | 0,100 | 0,316 | Tidak valid |
| 6 | 0,172 | 0,316 | Tidak valid |
| 7 | 0,333 | 0,316 | valid |
| 8 | 0,320 | 0,316 | valid |
| 9 | 0,440 | 0,316 | valid |
| 10 | 0,349 | 0,316 | valid |
| 11 | 0,515 | 0,316 | valid |
| 12 | 0,307 | 0,316 | valid |

Butir item pernyataan kuisisioner loyalitas adalah sebagai berikut :

1. Saat membutuhkan tiket, Saya melakukan pembelian di Traveloka
2. Saya menggunakan Traveloka untuk pembelian tiket dengan jadwal yang telah saya rencana
3. Saya apabila perjalanan dengan pribadi atau keluarga selalu menggunakan Traveloka
4. Saya apabila perjalanan dengan pribadi atau keluarga selalu menggunakan Traveloka
5. Saya membeli tiket di Traveloka karena merek nya sudah terkenal
6. Saya apabila membeli tiket Traveloka akan mendapatkan kebanggaan tersendiri
7. Membeli segera tiket di Traveloka karena tiket mudah habis
8. Saya membeli tiket di Traveloka untuk liburan meskipun berbeda jadwal tiket tujuan yang sama masih belum digunakan
9. Saya mudah membeli tiket karena sering ada promo di Traveloka
10. Saya membandingkan Traveloka dengan aplikasi lain yang sama untuk perbandingan
11. Saya membeli tiket karena mudah menemukan informasi sesuai dengan kebutuhan saya
12. Saya melakukan pembelian tiket di Traveloka karena lingkungan sekitar banyak menggunakan

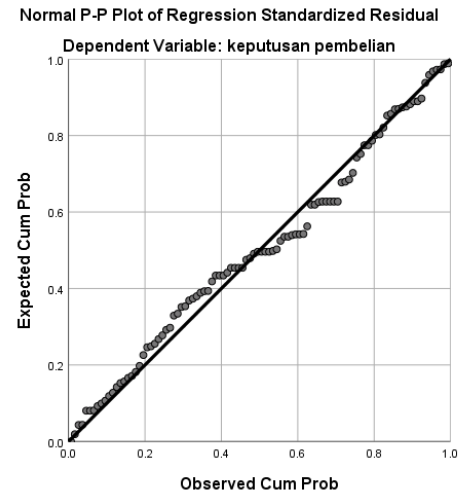
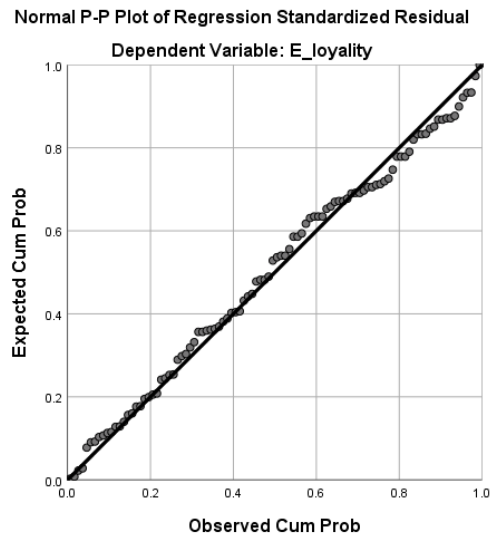
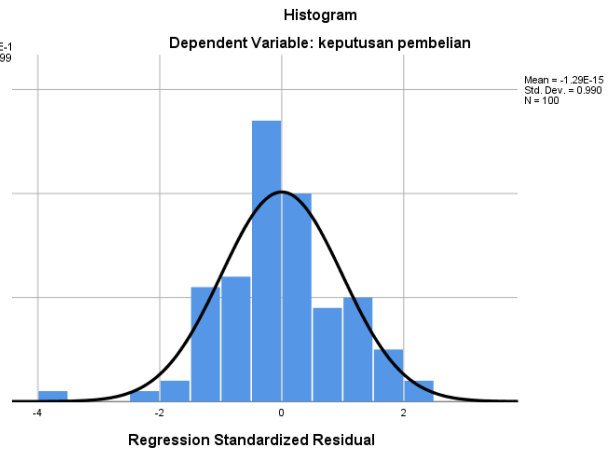
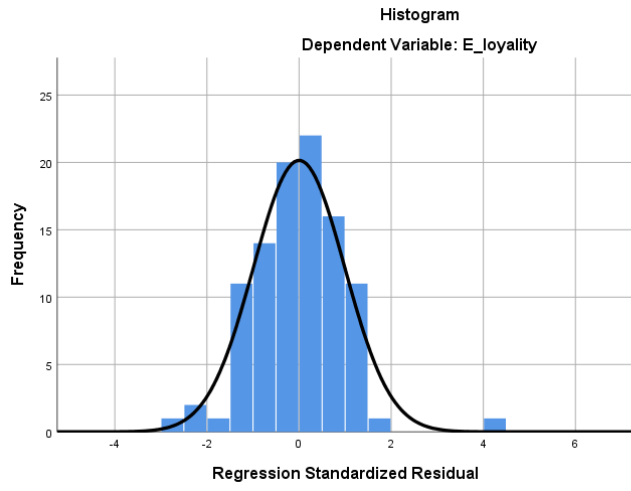
Analisis Reliabilitas Y₂ Konsumen traveloka menggunakan SPSS 26

| Case Processing Summary | | | |
|-------------------------|-----------------------|----|-------|
| | | N | % |
| Cases | Valid | 37 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 37 | 100.0 |

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

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| 0.686 | 13 |

Uji Normalitas



Uji Heteroskedastisitas

| Coefficients ^a | | | | | | | | | | | | | |
|---------------------------|-------------------|-----------------------------|------------|---------------------------|-------|------|---------------------------------|-------------|--------------|---------|------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95,0% Confidence Interval for B | | Correlations | | | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | 2.527 | 1.453 | | 1.738 | .085 | -.358 | 5.411 | | | | | |
| | E-Service Quality | .294 | .060 | .389 | 4.890 | .000 | .174 | .413 | .596 | .445 | .346 | .790 | 1.266 |
| | E-Satisfaction | .403 | .071 | .451 | 5.671 | .000 | .262 | .544 | .629 | .499 | .401 | .790 | 1.266 |

a. Dependent Variable: keputusan pembelian

| Coefficients ^a | | | | | | | | | | | | | |
|---------------------------|-------------------|-----------------------------|------------|---------------------------|-------|------|---------------------------------|-------------|--------------|---------|------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95,0% Confidence Interval for B | | Correlations | | | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | 11.308 | 3.409 | | 3.317 | .081 | 4.541 | 18.075 | | | | | |
| | e_service quality | .644 | .141 | .385 | 4.570 | .000 | .364 | .923 | .571 | .421 | .342 | .790 | 1.266 |
| | e_staticfaction | .800 | .167 | .405 | 4.801 | .000 | .469 | 1.131 | .581 | .438 | .360 | .790 | 1.266 |

a. Dependent Variable: E_loyalty

Uji Multikolinearitas

| Descriptive Statistics | | | |
|------------------------|---------|----------------|-----|
| | Mean | Std. Deviation | N |
| keputusan pembelian | 16.7600 | 2.66712 | 100 |
| E-Service Quality | 25.3200 | 3.53305 | 100 |
| E-Satisfaction | 16.8800 | 2.98576 | 100 |

| Correlations | | | | |
|---------------------|---------------------|---------------------|-------------------|----------------|
| | | keputusan pembelian | E-Service Quality | E-Satisfaction |
| Pearson Correlation | keputusan pembelian | 1.000 | .596 | .629 |
| | E-Service Quality | .596 | 1.000 | .459 |
| | E-Satisfaction | .629 | .459 | 1.000 |
| Sig. (1-tailed) | keputusan pembelian | . | .000 | .000 |
| | E-Service Quality | .000 | . | .000 |
| | E-Satisfaction | .000 | .000 | . |
| N | keputusan pembelian | 100 | 100 | 100 |
| | E-Service Quality | 100 | 100 | 100 |
| | E-Satisfaction | 100 | 100 | 100 |

| Correlations | | | | |
|---------------------|---------------------|---------------------|-------------------|----------------|
| | | keputusan pembelian | E-Service Quality | E-Satisfaction |
| Pearson Correlation | keputusan pembelian | 1.000 | .596 | .629 |
| | E-Service Quality | .596 | 1.000 | .459 |
| | E-Satisfaction | .629 | .459 | 1.000 |
| Sig. (1-tailed) | keputusan pembelian | . | .000 | .000 |
| | E-Service Quality | .000 | . | .000 |
| | E-Satisfaction | .000 | .000 | . |
| N | keputusan pembelian | 100 | 100 | 100 |
| | E-Service Quality | 100 | 100 | 100 |
| | E-Satisfaction | 100 | 100 | 100 |

Analisis Jalur *Path Analysis*

ANALISIS REGRESI 1

| Variables Entered/Removed ^a | | | |
|--|---|-------------------|--------|
| Model | Variables Entered | Variables Removed | Method |
| 1 | Kepuasan Pembelian , e Service Quality, e Satisfaction ^b | | Enter |
| a. Dependent Variable: Loyalitas | | | |
| b. All requested variables entered. | | | |

| ANOVA ^a | | | | | | |
|---|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1674.780 | 3 | 558.260 | 30.227 | .000 ^b |
| | Residual | 1773.010 | 96 | 18.469 | | |
| | Total | 3447.790 | 99 | | | |
| a. Dependent Variable: Loyalitas | | | | | | |
| b. Predictors: (Constant), Kepuasan Pembelian , e Service Quality, e Satisfaction | | | | | | |

| Model Summary | | | | |
|--|--------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | 0.718 ^a | 0.515 | 0.505 | 1.87563 |
| a. Predictors: (Constant), e Satisfaction, e Service Quality | | | | |

| Coefficients ^a | | | | | | |
|---|-------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | | Sig. |
| | | B | Std. Error | Beta | t | |
| 1 | (Constant) | 2.527 | 1.453 | | 1.738 | .085 |
| | e Service Quality | 0.294 | 0.060 | 0.389 | 4.890 | .000 |
| | e Satisfaction | 0.403 | 0.071 | 0.451 | 5.671 | .000 |
| a. Dependent Variable: Kepuasan Pembelian | | | | | | |

ANALISIS REGRESI 2

| Variables Entered/Removed ^a | | | |
|--|---|-------------------|--------|
| Model | Variables Entered | Variables Removed | Method |
| 1 | Kepuasan Pembelian , e Service Quality, e Satisfaction ^b | | Enter |
| a. Dependent Variable: Loyalitas | | | |
| b. All requested variables entered. | | | |

| ANOVA ^a | | | | | | |
|---|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1674.780 | 3 | 558.260 | 30.227 | .000 ^b |
| | Residual | 1773.010 | 96 | 18.469 | | |
| | Total | 3447.790 | 99 | | | |
| a. Dependent Variable: Loyalitas | | | | | | |
| b. Predictors: (Constant), Kepuasan Pembelian , e Service Quality, e Satisfaction | | | | | | |

| Model Summary | | | | |
|---|--------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | 0.697 ^a | 0.486 | 0.470 | 4.29754 |
| a. Predictors: (Constant), Kepuasan Pembelian , e Service Quality, e Satisfaction | | | | |

| Coefficients ^a | | | | | | |
|----------------------------------|--------------------|-----------------------------|------------|---------------------------|-------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 9.908 | 3.382 | | 2.930 | 0.004 |
| | e Service Quality | 0.481 | 0.154 | 0.288 | 3.132 | 0.002 |
| | e Satisfaction | 0.577 | 0.188 | 0.292 | 3.071 | 0.003 |
| | Kepuasan Pembelian | .554 | 0.233 | 0.250 | 2.381 | 0.019 |
| a. Dependent Variable: Loyalitas | | | | | | |