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# LAMPIRAN

## Lampiran 1. Biodata Diri

### BIODATA DIRI

#### Identitas Diri

Nama : Jumardi  
Tempat, Tanggal Lahir : Sinjai, 1 April 1999  
Jeni Kelamin : Laki-laki  
Agama : Islam  
Alamat : Jl. Tidung X, No.286  
No. Handphone : 0822-5043-3168  
E-mail : mardhidju7@gmail.com



#### Riwayat Pendidikan

##### A. Pendidikan Formal

1. 2007-2013: SD Negeri 001 Sei Menggaris
2. 2013-2016: SMP Negeri 01 Sei Menggaris
3. 2016-2019: SMK Negeri 1 Nunukan
4. 2019-2023: S1 Manajemen Universitas Hasanuddin

##### B. Pendidikan Non Formal

1. 2019: Pelatihan *Basic Learning Skill, Character, and Creativity (BALANCE)* Universitas Hasanuddin
2. 2019: Latihan Dasar Kepemimpinan (LDK) Himpunan Pelajar Mahasiswa Nunukan Kalimantan Utara
3. 2020: Pengembangan Karakter Religius 2 (PKR 2) UKM LDM Darul 'Ilmi FEB-UH
4. 2021: *Introduction to Digital Marketing* (Mini Course) Revou



## **Pengalaman Organisasi**

1. 2020-2021: Pengurus UKM LDM Darul 'Ilmi FEB-UH
2. 2022-Sekarang: Editor Yayasan Sedekah Booster Indonesia

## **Lampiran 2. Hasil Jawaban Responden Penelitian**

### **KUESIONER PENELITIAN**

Assalamu'alaikum Warahmatullahi Wabarakatuh, halo teman-teman, perkenalkan nama saya Jumardi mahasiswa manajemen angkatan 2019. Sehubungan dengan penelitian yang akan saya lakukan dalam rangka penyusunan skripsi sebagai tugas akhir untuk memperoleh gelar sarjana, yang berjudul "PENGARUH CUSTOMER EXPERIENCE, EASE OF USE, DAN CUSTOMER TRUST TERHADAP REPURCHASE INTENTION E-COMMERCE TOKOPEDIA (Studi Kasus Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Hasanuddin)".

Saya selaku peneliti meminta dan memohon kesediaan dari teman-teman untuk membantu penelitian ini dengan mengisi kuisisioner. Berikut kuisisioner yang saya ajukan, mohon kepada teman-teman untuk memberikan jawaban yang sejujur-jujurnya dan sesuai dengan keadaan yang sebenarnya.

Atas kesediaan dan bantuan teman-teman dalam pengisian kuisisioner ini, saya mengucapkan banyak terima kasih.

Adapun kriteria responden pada penelitian ini adalah sebagai berikut:

1. Responden merupakan mahasiswa yang menggunakan e-commerce Tokopedia di lingkup mahasiswa Fakultas Ekonomi dan Bisnis Universitas Hasanuddin.
2. Responden merupakan mahasiswa Fakultas Ekonomi dan Bisnis Angkatan 2019-2021
3. Telah melakukan transaksi melalui e-commerce tokopedia minimal satu kali.

### **Petunjuk Pengisian Kuesioner**

Di bawah ini terdapat beberapa pernyataan. Baca dan pahami setiap pernyataan dengan seksama, kemudian berikan respon Saudara dengan cara memberikan tanda checklist (  $\surd$  ) pada lembar yang telah disediakan. Pada masing-masing pertanyaan terdapat lima jawaban yang mengacu pada skala likert yaitu :

Pilihan Jawaban	Keterangan
1	Sangat Tidak Setuju
2	Tidak Setuju
3	Netral
4	Setuju
5	Sangat Setuju

### **Identitas Responden:**

1. Nama :
2. Jenis Kelamin : Laki-laki/Perempuan
3. Apakah anda merupakan mahasiswa Fakultas Ekonomi dan Bisnis?
  - Ya
  - Tidak
4. Angkatan?
  - 2019
  - 2020
  - 2021
5. Jurusan?
  - Manajemen

- Ilmu Ekonomi
  - Akuntansi
6. Apakah anda merupakan pengguna *e-commerce* Tokopedia?
- Ya
  - Tidak
7. Sudah berapa kali anda berbelanja melalui Tokopedia?
- Belum pernah
  - 1 -3 kali
  - > 3 kali

**Kuesioner Penelitian**

NO	PERNYATAAN	JAWABAN				
		SS (5)	S (4)	N (3)	TS (2)	STS (1)
<b>CUSTOMER EXPERIENCE</b>						
<b>Sense</b>						
1.	Tokopedia memiliki desain dan tampilan yang menarik					
2.	Tampilan fitur menu pada Tokopedia tidak membingungkan					
<b>Feel</b>						
1.	Saya merasa proses pembelian pada Tokopedia sangat mudah					
2.	Saya merasa aman saat melakukan pembelian di Tokopedia					
<b>Think</b>						
1.	Tokopedia memberikan banyak pilihan metode pembayaran					
2.	Tokopedia menyediakan beragam pilihan produk dengan berbagai harga					
<b>Act</b>						
1.	Tokopedia merupakan pilihan saya saat berbelanja secara online					
2.	Saya sudah terbiasa menggunakan Tokopedia untuk berbelanja secara online					

<b>Relate</b>					
1.	Tokopedia menyediakan layanan pelanggan sehingga memudahkan ketika mengalami kendala saat bertransaksi				
2.	Layanan konsumen Tokopedia memberikan kemudahan saat berkomunikasi				
<b>EASE OF USE</b>					
1.	Tokopedia mudah untuk digunakan				
2.	Tahapan transaksi pada Tokopedia mudah dimengerti				
3.	Tahapan transaksi pada Tokopedia bisa diselesaikan dalam waktu yang relatif singkat				
4.	Sistem pembayaran pada Tokopedia tidak rumit				
5.	Tokopedia sudah mengelompokkan produk sesuai kategori sehingga memudahkan				
<b>CUSTOMER TRUST</b>					
1.	Saya percaya Tokopedia tidak menyalahgunakan data pribadi saya				
2.	Saya percaya Tokopedia selalu bertanggung jawab ketika konsumen mendapatkan masalah				
3.	Tokopedia merupakan e-commerce yang dapat diandalkan				
<b>REPURCHASE INTENTION</b>					
1.	Saya akan melakukan pembelian kembali melalui Tokopedia				
2.	Saya merekomendasikan orang lain untuk belanja melalui Tokopedia				
3.	Saya berkeinginan untuk menjadikan Tokopedia sebagai pilihan utama dalam melakukan pembelian <i>online</i>				
4.	Saya berkeinginan untuk mencari informasi tentang tokopedia				

### Lampiran 3. Hasil Jawaban Responden Penelitian

#### 1. Variabel *Customer Experience*

Res.	Customer Experience										Total
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	
1	4	4	4	4	3	4	3	4	4	4	38
2	5	3	4	5	4	4	3	4	4	4	40
3	4	4	4	4	4	4	3	5	4	3	39
4	4	4	4	4	3	5	3	4	4	3	38
5	5	4	5	5	4	4	3	4	4	4	42
6	3	4	4	3	3	4	4	4	3	5	37
7	5	4	5	5	4	5	3	5	5	5	46
8	4	4	4	4	4	4	4	4	4	5	41
9	5	5	5	5	4	4	4	4	4	3	43
10	4	4	4	4	3	5	3	4	3	3	37
11	3	3	3	3	3	3	4	5	4	5	36
12	5	4	5	5	5	4	3	5	5	5	46
13	5	4	4	5	5	4	5	4	5	5	46
14	4	3	4	4	4	4	4	4	4	4	39
15	4	4	4	4	4	4	4	4	4	4	40
16	5	5	4	5	3	3	4	4	4	4	41
17	3	4	4	3	4	4	4	4	4	4	38
18	3	4	3	3	4	4	3	3	4	3	34
19	5	5	5	5	4	4	5	5	5	5	48
20	4	4	5	4	4	5	3	4	4	4	41
21	5	5	5	5	3	5	4	4	5	5	46
22	4	4	4	4	4	5	3	3	3	3	37
23	5	5	5	5	3	3	4	4	4	4	42
24	5	4	4	5	3	4	4	4	4	4	41
25	4	5	5	4	3	5	3	5	4	5	43
26	4	4	2	4	3	4	2	3	3	3	32
27	5	5	5	5	4	5	5	4	5	5	48
28	3	4	4	3	3	4	3	4	4	2	34
29	5	4	5	5	4	5	3	4	5	5	45
30	5	4	4	5	4	3	3	3	4	4	39
31	5	5	4	5	5	5	5	4	5	5	48
32	3	5	4	3	3	5	4	5	4	4	40
33	4	4	4	4	4	4	1	3	4	4	36
34	5	5	5	5	3	5	3	3	4	3	41
35	4	5	5	4	3	4	5	5	5	5	45
36	4	4	4	4	4	4	3	3	4	4	38
37	5	5	5	5	4	4	4	5	5	4	46
38	4	4	4	4	4	3	3	3	4	4	37
39	3	4	3	3	4	4	3	3	3	3	33
40	4	4	4	4	4	4	4	4	3	3	38
41	4	4	4	4	4	4	4	4	4	4	40
42	4	4	4	4	4	4	2	3	3	3	35
43	5	3	5	5	5	3	2	4	5	5	42
44	4	4	4	4	4	5	5	4	5	4	43

45	5	4	5	5	5	5	5	5	5	5	49
46	5	5	5	5	4	5	5	4	4	4	46
47	5	5	5	5	3	5	5	4	5	5	47
48	5	5	5	5	4	4	5	5	5	4	47
49	4	4	5	4	4	4	5	4	5	5	44
50	5	5	4	5	3	4	5	4	5	5	45
51	5	3	5	5	4	5	4	4	5	5	45
52	4	5	5	4	4	4	5	5	5	5	46
53	5	5	4	5	5	5	5	5	4	5	48
54	4	4	5	4	4	4	5	5	5	5	45
55	4	5	5	4	5	5	5	5	4	5	47
56	5	4	5	5	4	5	5	4	5	4	46
57	4	5	5	4	4	4	5	4	5	5	45
58	4	5	5	4	5	5	4	5	5	4	46
59	5	4	4	5	5	5	5	5	5	5	48
60	5	5	4	5	3	5	4	5	5	5	46
61	4	4	5	4	4	4	5	4	5	5	44
62	5	4	4	5	3	4	5	5	4	5	44
63	5	5	5	5	3	4	5	5	4	5	46
64	5	5	5	5	5	5	5	4	5	4	48
65	5	5	5	5	5	4	5	5	5	4	48
66	5	5	5	5	4	4	5	5	5	5	48
67	5	4	5	5	5	5	5	4	5	5	48
68	4	5	5	4	5	5	4	5	5	5	47
69	4	5	5	4	4	4	4	4	4	5	43
70	4	5	5	4	5	5	5	4	5	5	47
71	4	5	5	4	5	5	5	4	4	5	46
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## 2. Variabel *Ease of Use*

Res.	<i>Ease Of Use</i>					Total
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304	4	3	4	4	4	19
305	4	4	4	4	4	20
306	5	4	4	4	4	21
307	4	4	4	4	4	20
308	4	3	4	3	4	18
309	4	4	4	4	4	20
310	4	4	4	4	4	20
311	4	4	4	4	3	19

### 3. Variabel *Customer Trust*

Customer Trust									
Res.	X3.1	X3.2	X3.3	Total	Res.	X3.1	X3.2	X3.3	Total
1	3	3	3	9	157	3	4	3	10
2	4	4	4	12	158	4	4	4	12
3	4	4	4	12	159	4	3	3	10
4	4	3	4	11	160	4	4	5	13
5	5	4	4	13	161	4	5	4	13
6	1	1	2	4	162	4	4	4	12

7	5	5	5	15	163	5	5	5	15
8	4	4	4	12	164	4	4	4	12
9	5	4	5	14	165	3	4	4	11
10	3	3	4	10	166	3	4	3	10
11	3	3	3	9	167	4	4	4	12
12	3	5	5	13	168	4	4	3	11
13	5	5	4	14	169	4	4	4	12
14	4	4	4	12	170	4	5	5	14
15	2	4	4	10	171	4	4	5	13
16	3	3	4	10	172	4	4	4	12
17	4	4	3	11	173	5	5	5	15
18	4	4	4	12	174	4	4	4	12
19	4	4	4	12	175	4	5	4	13
20	4	4	4	12	176	4	4	4	12
21	5	5	5	15	177	5	5	4	14
22	4	4	4	12	178	4	4	4	12
23	4	3	4	11	179	3	5	5	13
24	5	5	5	15	180	3	4	3	10
25	3	3	4	10	181	5	5	5	15
26	2	3	4	9	182	4	4	4	12
27	4	4	4	12	183	4	5	4	13
28	3	3	3	9	184	3	4	3	10
29	3	4	4	11	185	4	4	4	12
30	4	4	4	12	186	5	4	4	13
31	5	5	5	15	187	4	4	4	12
32	1	3	4	8	188	3	3	3	9
33	4	4	4	12	189	5	5	5	15
34	3	3	3	9	190	3	4	5	12
35	4	3	4	11	191	3	3	4	10
36	5	4	4	13	192	4	4	3	11
37	5	4	5	14	193	4	4	4	12
38	4	4	4	12	194	4	4	4	12
39	4	4	4	12	195	4	4	4	12
40	4	4	4	12	196	3	4	4	11
41	4	4	4	12	197	4	4	4	12
42	3	4	4	11	198	4	4	4	12
43	5	5	3	13	199	4	4	4	12
44	4	4	5	13	200	4	4	4	12
45	4	5	5	14	201	4	4	3	11
46	4	4	5	13	202	4	4	3	11
47	4	3	4	11	203	4	4	3	11
48	4	4	4	12	204	4	4	4	12
49	3	4	5	12	205	4	4	4	12
50	3	3	4	10	206	4	4	4	12
51	5	5	5	15	207	3	4	4	11
52	5	4	5	14	208	4	4	4	12
53	3	5	5	13	209	4	4	4	12
54	4	4	5	13	210	4	3	3	10
55	4	5	4	13	211	4	5	4	13
56	5	5	5	15	212	4	4	4	12

57	5	5	5	15	213	4	4	3	11
58	4	5	5	14	214	3	4	4	11
59	5	5	5	15	215	4	4	4	12
60	5	5	5	15	216	4	5	4	13
61	5	5	5	15	217	4	5	4	13
62	5	5	5	15	218	3	4	3	10
63	5	5	5	15	219	5	4	4	13
64	5	5	5	15	220	3	3	5	11
65	5	5	5	15	221	4	3	4	11
66	5	5	5	15	222	3	3	3	9
67	5	5	5	15	223	5	4	5	14
68	5	5	5	15	224	3	3	3	9
69	3	4	4	11	225	3	3	3	9
70	4	5	4	13	226	3	3	4	10
71	4	5	5	14	227	3	3	5	11
72	5	5	5	15	228	4	3	4	11
73	4	5	5	14	229	4	5	4	13
74	5	5	5	15	230	2	3	4	9
75	3	5	5	13	231	2	3	4	9
76	4	4	5	13	232	4	3	5	12
77	4	4	5	13	233	3	3	4	10
78	5	5	5	15	234	3	3	4	10
79	5	5	4	14	235	4	4	4	12
80	4	4	4	12	236	3	3	4	10
81	4	5	4	13	237	4	4	4	12
82	5	4	5	14	238	4	5	4	13
83	5	4	5	14	239	4	4	4	12
84	4	5	5	14	240	4	4	3	11
85	4	4	4	12	241	4	4	5	13
86	4	4	4	12	242	3	3	4	10
87	4	4	4	12	243	4	3	4	11
88	3	4	4	11	244	4	4	4	12
89	4	4	4	12	245	3	3	5	11
90	3	4	4	11	246	4	4	4	12
91	4	5	4	13	247	2	2	4	8
92	4	4	4	12	248	4	3	5	12
93	4	4	5	13	249	3	3	3	9
94	4	4	5	13	250	4	3	2	9
95	4	5	4	13	251	5	5	4	14
96	4	4	5	13	252	4	4	4	12
97	3	5	5	13	253	3	2	3	8
98	4	4	4	12	254	4	3	4	11
99	4	5	4	13	255	4	4	5	13
100	4	4	4	12	256	4	4	4	12
101	4	4	4	12	257	3	3	4	10
102	4	4	4	12	258	4	4	5	13
103	4	4	5	13	259	3	3	4	10
104	5	4	5	14	260	5	4	4	13
105	4	4	5	13	261	4	4	5	13
106	4	4	3	11	262	4	5	4	13

107	4	4	4	12	263	5	5	4	14
108	4	4	4	12	264	4	3	4	11
109	4	4	4	12	265	4	3	4	11
110	4	4	4	12	266	3	3	4	10
111	3	3	4	10	267	4	4	4	12
112	4	4	4	12	268	3	3	3	9
113	4	4	4	12	269	4	4	4	12
114	5	4	4	13	270	5	5	5	15
115	4	4	4	12	271	3	2	2	7
116	4	4	4	12	272	4	4	5	13
117	3	4	4	11	273	5	5	5	15
118	4	4	3	11	274	4	4	4	12
119	4	5	5	14	275	4	4	5	13
120	5	3	3	11	276	4	4	4	12
121	4	4	4	12	277	5	3	4	12
122	3	3	3	9	278	4	4	4	12
123	5	5	5	15	279	5	5	5	15
124	3	4	3	10	280	3	3	4	10
125	3	4	4	11	281	5	3	5	13
126	5	5	3	13	282	4	4	5	13
127	5	4	4	13	283	4	4	4	12
128	4	4	4	12	284	3	3	4	10
129	5	4	4	13	285	4	3	3	10
130	3	3	2	8	286	4	3	4	11
131	3	3	2	8	287	4	4	4	12
132	5	4	4	13	288	3	3	5	11
133	4	3	3	10	289	5	5	5	15
134	4	4	3	11	290	4	4	3	11
135	5	4	4	13	291	4	4	5	13
136	4	3	3	10	292	4	3	4	11
137	4	4	4	12	293	4	4	4	12
138	4	4	4	12	294	4	3	4	11
139	4	4	3	11	295	3	4	4	11
140	4	4	3	11	296	3	3	4	10
141	4	4	4	12	297	4	4	4	12
142	4	3	3	10	298	4	4	4	12
143	4	4	4	12	299	3	3	4	10
144	4	4	4	12	300	4	4	4	12
145	5	5	4	14	301	3	3	4	10
146	4	4	4	12	302	3	3	4	10
147	4	2	2	8	303	3	3	4	10
148	5	3	4	12	304	4	4	4	12
149	4	3	3	10	305	3	3	4	10
150	3	4	4	11	306	4	4	4	12
151	4	4	4	12	307	4	4	3	11
152	4	4	4	12	308	4	4	5	13
153	5	3	2	10	309	4	4	5	13
154	4	3	4	11	310	3	2	3	8
155	4	4	4	12	311	4	4	5	13
156	4	4	4	12					

#### 4. Variabel Repurchase Intention

Repurchase Intention											
Res.	Y1.1	Y1.2	Y1.3	Y1.4	Total	Res.	Y1.1	Y1.2	Y1.3	Y1.4	Total
1	4	4	4	4	16	157	4	3	4	3	14
2	4	5	5	4	18	158	4	4	4	4	16
3	4	4	5	4	17	159	4	4	3	3	14
4	4	4	5	5	18	160	5	4	4	5	18
5	5	5	5	4	19	161	4	4	5	4	17
6	4	3	3	4	14	162	5	4	4	4	17
7	5	5	5	5	20	163	4	5	5	5	19
8	4	4	4	4	16	164	4	4	4	4	16
9	5	5	5	4	19	165	3	3	4	4	14
10	4	4	4	5	17	166	4	3	4	3	14
11	3	3	3	3	12	167	3	4	4	4	15
12	5	5	5	4	19	168	3	4	4	3	14
13	4	5	4	4	17	169	3	4	4	4	15
14	4	4	4	4	16	170	4	4	5	5	18
15	4	4	4	4	16	171	3	4	4	5	16
16	4	5	3	3	15	172	4	4	4	4	16
17	4	3	4	4	15	173	5	3	5	5	18
18	3	3	4	4	14	174	4	4	4	4	16
19	5	5	4	4	18	175	4	4	5	4	17
20	5	4	4	5	18	176	4	4	4	4	16
21	5	5	5	5	20	177	4	5	5	4	18
22	4	4	5	5	18	178	4	4	4	4	16
23	5	5	5	3	18	179	4	3	5	5	17
24	4	5	5	4	18	180	4	3	4	3	14
25	5	4	5	5	19	181	5	5	5	5	20
26	2	4	4	4	14	182	5	4	4	4	17
27	5	5	5	5	20	183	3	4	5	4	16
28	4	3	4	4	15	184	4	3	4	3	14
29	5	5	5	5	20	185	3	4	4	4	15
30	4	5	4	3	16	186	3	5	4	4	16
31	4	5	4	5	18	187	3	4	4	4	15
32	4	3	4	5	16	188	3	3	3	3	12
33	4	4	4	4	16	189	3	5	5	3	16
34	5	5	5	5	20	190	3	3	4	5	15
35	5	4	5	4	18	191	5	3	3	4	15
36	4	4	4	4	16	192	4	4	4	3	15
37	5	5	5	4	19	193	4	4	4	4	16
38	4	4	4	3	15	194	4	4	4	4	16
39	3	3	5	4	15	195	4	4	4	4	16
40	4	4	5	4	17	196	3	3	4	4	14
41	4	4	4	4	16	197	3	4	4	4	15
42	4	4	4	4	16	198	4	4	4	4	16

43	5	5	5	3	18	199	4	4	4	4	16
44	4	4	3	5	16	200	3	4	4	4	15
45	5	5	5	5	20	201	4	4	4	3	15
46	5	5	5	5	20	202	3	4	4	3	14
47	5	5	4	5	19	203	3	4	4	3	14
48	5	5	5	4	19	204	4	4	4	4	16
49	5	4	5	4	18	205	4	4	4	4	16
50	4	5	5	4	18	206	4	4	4	4	16
51	5	5	5	5	20	207	3	3	4	4	14
52	5	4	4	4	17	208	4	4	4	4	16
53	4	5	3	5	17	209	4	4	4	4	16
54	5	4	5	4	18	210	4	4	3	3	14
55	5	4	5	5	19	211	4	4	5	4	17
56	5	5	4	5	19	212	4	4	4	4	16
57	5	4	5	4	18	213	4	4	4	3	15
58	5	4	5	5	19	214	4	3	4	4	15
59	4	5	4	5	18	215	3	4	4	4	15
60	4	5	4	5	18	216	4	4	5	4	17
61	5	4	5	4	18	217	4	4	5	4	17
62	4	5	4	4	17	218	3	4	4	3	14
63	5	5	5	4	19	219	4	4	5	5	18
64	5	5	5	5	20	220	5	5	3	3	16
65	5	5	5	4	19	221	3	4	4	4	15
66	5	5	4	4	18	222	4	4	4	3	15
67	5	5	5	5	20	223	5	5	5	5	20
68	5	4	4	5	18	224	3	3	4	4	14
69	5	4	5	4	18	225	4	3	4	4	15
70	5	4	4	5	18	226	4	5	5	3	17
71	5	4	5	5	19	227	5	5	4	4	18
72	4	5	5	5	19	228	3	4	4	4	15
73	5	4	5	5	19	229	3	5	4	4	16
74	5	5	5	4	19	230	5	3	3	4	15
75	5	5	5	4	19	231	3	3	3	4	13
76	4	5	4	4	17	232	3	5	4	4	16
77	5	5	4	4	18	233	3	4	3	3	13
78	5	4	5	5	19	234	3	4	4	3	14
79	5	4	4	5	18	235	5	5	4	4	18
80	5	4	4	5	18	236	4	4	3	3	14
81	4	4	5	4	17	237	4	4	4	4	16
82	5	5	5	4	19	238	4	4	4	4	16
83	5	5	5	5	20	239	4	4	4	3	15
84	5	4	5	4	18	240	4	4	4	3	15
85	5	4	5	5	19	241	3	4	4	4	15
86	3	5	4	5	17	242	4	4	3	3	14
87	5	5	5	4	19	243	4	4	4	4	16
88	4	4	4	4	16	244	4	4	4	4	16
89	4	5	4	4	17	245	4	5	5	4	18
90	5	4	4	5	18	246	3	4	4	4	15
91	5	4	5	4	18	247	2	4	5	3	14
92	4	4	4	5	17	248	5	5	3	4	17

93	5	5	4	5	19	249	4	4	3	3	14
94	5	4	5	4	18	250	4	3	4	4	15
95	4	5	4	5	18	251	3	4	4	4	15
96	4	5	4	4	17	252	3	4	4	4	15
97	5	5	4	5	19	253	3	5	3	4	15
98	5	5	4	5	19	254	4	4	3	4	15
99	5	5	4	5	19	255	4	4	4	4	16
100	4	4	4	4	16	256	4	4	4	4	16
101	5	4	4	4	17	257	4	3	4	3	14
102	4	4	5	5	18	258	4	4	4	4	16
103	5	4	4	4	17	259	4	4	3	3	14
104	4	4	4	4	16	260	5	4	4	5	18
105	4	4	4	4	16	261	4	4	5	4	17
106	4	4	4	5	17	262	5	4	4	4	17
107	4	4	4	4	16	263	4	5	5	5	19
108	5	4	5	4	18	264	4	4	4	4	16
109	4	4	4	4	16	265	3	3	4	4	14
110	4	4	4	4	16	266	4	3	4	3	14
111	5	4	4	5	18	267	3	4	4	4	15
112	4	4	5	4	17	268	3	4	4	3	14
113	4	4	4	4	16	269	3	4	4	4	15
114	4	4	4	4	16	270	4	4	5	5	18
115	4	4	4	4	16	271	3	4	4	5	16
116	4	4	5	5	18	272	4	4	4	4	16
117	4	4	4	4	16	273	5	4	5	5	19
118	3	4	4	3	14	274	4	4	4	4	16
119	4	4	5	5	18	275	4	4	5	4	17
120	5	5	3	3	16	276	4	4	4	4	16
121	3	4	4	4	15	277	4	5	5	4	18
122	3	4	3	3	13	278	4	4	4	4	16
123	5	5	5	5	20	279	4	3	5	5	17
124	4	4	4	4	16	280	4	3	4	3	14
125	4	3	4	4	15	281	5	5	5	5	20
126	4	5	5	3	17	282	5	4	4	4	17
127	5	5	4	4	18	283	3	4	5	4	16
128	3	4	4	4	15	284	4	3	4	3	14
129	3	5	4	4	16	285	3	4	4	4	15
130	5	3	3	4	15	286	3	5	4	4	16
131	3	3	3	4	13	287	3	4	4	4	15
132	3	5	4	4	16	288	3	3	3	3	12
133	3	4	3	3	13	289	5	5	5	5	20
134	3	4	4	3	14	290	3	3	4	5	15
135	5	5	4	4	18	291	5	3	3	4	15
136	4	4	3	3	14	292	4	4	4	3	15
137	4	4	4	4	16	293	4	4	4	4	16
138	4	4	4	4	16	294	4	4	4	4	16
139	4	4	4	3	15	295	4	4	4	4	16
140	4	4	4	3	15	296	4	3	4	4	15
141	3	4	4	4	15	297	3	4	4	4	15
142	4	4	3	3	14	298	4	4	4	4	16



143	4	4	4	4	16	299	4	4	4	4	16
144	4	4	4	4	16	300	3	4	4	4	15
145	4	5	5	4	18	301	4	4	4	3	15
146	3	4	4	4	15	302	3	4	4	3	14
147	4	4	3	3	14	303	3	4	4	3	14
148	5	5	3	4	17	304	4	4	4	4	16
149	4	4	3	3	14	305	4	4	4	4	16
150	4	3	4	4	15	306	4	4	4	4	16
151	3	4	4	4	15	307	3	3	4	4	14
152	3	4	4	4	15	308	4	4	4	4	16
153	3	5	4	4	16	309	4	4	4	4	16
154	4	4	3	4	15	310	4	4	3	3	14
155	4	4	4	4	16	311	4	4	5	4	17
156	4	4	4	4	16						

## Lampiran 4. Hasil Uji SPSS

### 1. Hasil Uji Validitas dan Realibilitas

#### Customer Experience (X1)

		Correlations										
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	TOTAL
X1.1	Pearson Correlation	1	.331**	.327**	1.000**	.192**	.214**	.236**	.170**	.288**	.315**	.620**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	.003	<.001	<.001	<.001
	N	311	311	311	311	311	311	311	311	311	311	311
X1.2	Pearson Correlation	.331**	1	.443**	.331**	.254**	.372**	.368**	.316**	.351**	.367**	.650**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	311	311	311	311	311	311	311	311	311	311	311
X1.3	Pearson Correlation	.327**	.443**	1	.327**	.216**	.352**	.275**	.268**	.411**	.419**	.639**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	311	311	311	311	311	311	311	311	311	311	311
X1.4	Pearson Correlation	1.000**	.331**	.327**	1	.192**	.214**	.236**	.170**	.288**	.315**	.620**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	.003	<.001	<.001	<.001
	N	311	311	311	311	311	311	311	311	311	311	311
X1.5	Pearson Correlation	.192**	.254**	.216**	.192**	1	.394**	.393**	.430**	.309**	.312**	.581**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	311	311	311	311	311	311	311	311	311	311	311
X1.6	Pearson Correlation	.214**	.372**	.352**	.214**	.394**	1	.478**	.418**	.303**	.273**	.633**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	311	311	311	311	311	311	311	311	311	311	311
X1.7	Pearson Correlation	.236**	.368**	.275**	.236**	.393**	.478**	1	.495**	.377**	.453**	.689**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	311	311	311	311	311	311	311	311	311	311	311
X1.8	Pearson Correlation	.170**	.316**	.268**	.170**	.430**	.418**	.495**	1	.271**	.361**	.625**
	Sig. (2-tailed)	.003	<.001	<.001	.003	<.001	<.001	<.001	<.001		<.001	<.001
	N	311	311	311	311	311	311	311	311	311	311	311
X1.9	Pearson Correlation	.288**	.351**	.411**	.288**	.309**	.303**	.377**	.271**	1	.540**	.641**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	311	311	311	311	311	311	311	311	311	311	311
X1.10	Pearson Correlation	.315**	.367**	.419**	.315**	.312**	.273**	.453**	.361**	.540**	1	.679**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	311	311	311	311	311	311	311	311	311	311	311
TOTAL	Pearson Correlation	.620**	.650**	.639**	.620**	.581**	.633**	.689**	.625**	.641**	.679**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	311	311	311	311	311	311	311	311	311	311	311

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.837	10

### Ease of Use (X2)

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL
X2.1	Pearson Correlation	1	.433**	.147**	.237**	.210**	.608**
	Sig. (2-tailed)		<.001	.009	<.001	<.001	<.001
	N	311	311	311	311	311	311
X2.2	Pearson Correlation	.433**	1	.300**	.418**	.294**	.753**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	311	311	311	311	311	311
X2.3	Pearson Correlation	.147**	.300**	1	.303**	.216**	.608**
	Sig. (2-tailed)	.009	<.001		<.001	<.001	<.001
	N	311	311	311	311	311	311
X2.4	Pearson Correlation	.237**	.418**	.303**	1	.228**	.690**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	311	311	311	311	311	311
X2.5	Pearson Correlation	.210**	.294**	.216**	.228**	1	.591**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	311	311	311	311	311	311
TOTAL	Pearson Correlation	.608**	.753**	.608**	.690**	.591**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	311	311	311	311	311	311

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.660	5

### Customer Trust (X3)

		Correlations			
		X3.1	X3.2	X3.3	TOTAL
X3.1	Pearson Correlation	1	.565**	.343**	.795**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	311	311	311	311
X3.2	Pearson Correlation	.565**	1	.500**	.859**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	311	311	311	311
X3.3	Pearson Correlation	.343**	.500**	1	.757**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	311	311	311	311
TOTAL	Pearson Correlation	.795**	.859**	.757**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	311	311	311	311

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.727	3

## Repurchase Intention (Y)

		Correlations				
		Y.1	Y.2	Y.3	Y.4	TOTAL
Y.1	Pearson Correlation	1	.327**	.304**	.352**	.738**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	311	311	311	311	311
Y.2	Pearson Correlation	.327**	1	.301**	.214**	.647**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	311	311	311	311	311
Y.3	Pearson Correlation	.304**	.301**	1	.408**	.704**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	311	311	311	311	311
Y.4	Pearson Correlation	.352**	.214**	.408**	1	.703**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	311	311	311	311	311
TOTAL	Pearson Correlation	.738**	.647**	.704**	.703**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	311	311	311	311	311

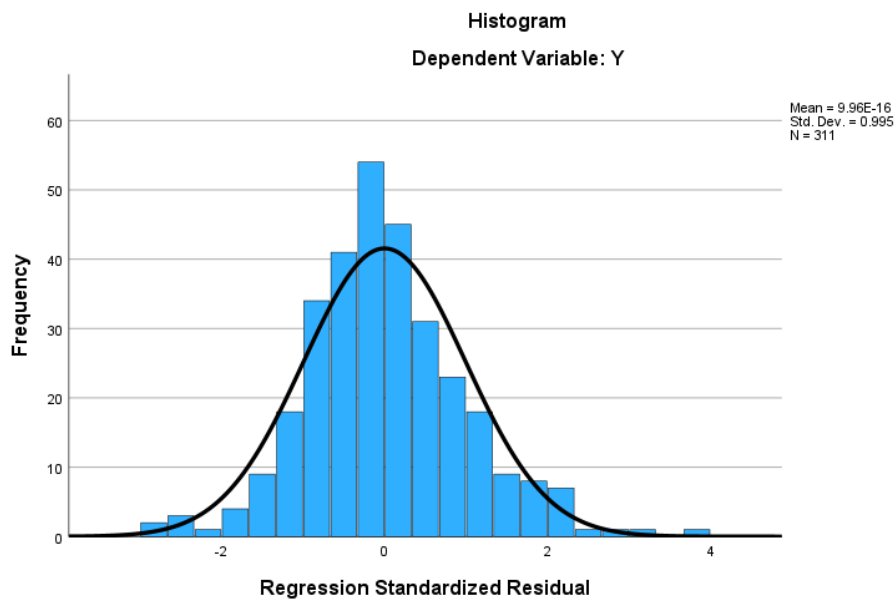
\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Reliability Statistics

Cronbach's Alpha	N of Items
.649	4

## 2. Hasil Uji Normalitas

### Hasil Uji Normalitas dengan Histogram



### Hasil Uji Normalitas dengan K-S

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		311
Normal Parameters <sup>a,b</sup>	Mean	0
	Std. Deviation	1
Most Extreme Differences	Absolute	.069
	Positive	.066
	Negative	-.069
Kolmogorov-Smirnov Z		1.213
Asymp. Sig. (2-tailed)		.105

a. Test distribution is Normal.

b. Calculated from data.

### 3. Hasil Uji Multikolinearitas

Model		Unstandardized Coefficients		Coefficients <sup>a</sup>		Collinearity Statistics		
		B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.751	.575		1.306	.193		
	X1	.336	.021	.784	16.376	<.001	.357	2.802
	X2	.073	.030	.083	2.416	.016	.688	1.454
	X3	.043	.045	.042	.972	.332	.439	2.277

a. Dependent Variable: Y

### 4. Hasil Uji Heteroskedastisitas

#### Hasil Uji Heteroskedastisitas

Model		Unstandardized Coefficients		Coefficients <sup>a</sup>		
		B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.186	.365		.508	.611
	CUSTOMER EXPERIENCE	.029	.013	.212	2.235	.026
	EASE OF USE	-.003	.019	-.010	-.147	.883
	CUSTOMER TRUST	-.052	.028	-.156	-1.834	.068

a. Dependent Variable: ABS

### Hasil Uji Heteroskedastisitas dengan Transformasi Data

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.099	.233		.426	.670
	CUSTOMER EXPERIENCE	.011	.008	.121	1.280	.201
	EASE OF USE	.012	.012	.070	1.019	.309
	CUSTOMER TRUST	-.029	.018	-.139	-1.622	.106

a. Dependent Variable: ABS\_RES

### 5. Hasil Uji Regresi Linear Berganda

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.751	.575		1.306	.193
	X1	.336	.021	.784	16.376	<.001
	X2	.073	.030	.083	2.416	.016
	X3	.043	.045	.042	.972	.332

a. Dependent Variable: Y

### 6. Hasil Uji t (Parsial)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.751	.575		1.306	.193
	X1	.336	.021	.784	16.376	<.001
	X2	.073	.030	.083	2.416	.016
	X3	.043	.045	.042	.972	.332

a. Dependent Variable: Y

7. Hasil Uji Koefisien Determinasi ( $R^2$ )

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 <sup>a</sup>	.749	.746	.90186

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y