

LAMPIRAN

Lampiran 1 : Kuisisioner Penelitian

| Variabel | Pernyataan | Alternatif jawaban | | | | |
|--------------------------|--|--------------------|---|---|----|-----|
| | | SS | S | N | TS | STS |
| <i>E-commerce</i> | <i>Interface</i> | | | | | |
| | 1. Saya merasa bahwa tampilan web untuk pembelian produk makita di <i>e-commerce</i> bersifat sangat fleksibel. | | | | | |
| | 2. Saya merasa bahwa tampilan web pembelian produk makita di <i>e-commerce</i> sangatlah menarik. | | | | | |
| | <i>Navigasi</i> | | | | | |
| | 1. Saya merasa bahwa pembelian produk makita di <i>e-commerce</i> mudah di akses dan digunakan. | | | | | |
| | <i>Content</i> | | | | | |
| | 1. Saya merasa bahwa pembelian produk makita di <i>e-commerce</i> menyediakan produk yang berkualitas. | | | | | |
| | 2. Saya merasa bahwa pembelian produk makita di <i>e-commerce</i> memudahkan saya untuk mengembalikan barang jika barang tersebut rusak. | | | | | |
| | 3. Saya merasa bahwa pembelian produk makita di <i>e-commerce</i> jelas dan dapat dimengerti. | | | | | |
| | <i>Reliabilitas</i> | | | | | |

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|------------------------|--|--|--|--|--|--|
| | 1. Saya merasa bahwa pembelian produk makita di <i>e-commerce</i> memberikan layanan yang sangat baik serta <i>fast response</i> . | | | | | |
| | Technical. | | | | | |
| | 2. Saya merasa bahwa pembelian produk merek makita di <i>e-commerce</i> memiliki keamanan yang sangat baik. | | | | | |
| Citra merek | Kemudahan di kenali konsumen | | | | | |
| | 1. Produk makita dikenal banyak orang. | | | | | |
| | 2. Produk makita dapat dengan mudah diingat. | | | | | |
| | Manfaat | | | | | |
| | 1. Produk makita dapat memberikan manfaat yang sesuai diharapkan konsumen. | | | | | |
| | Nilai | | | | | |
| | 1. Produk makita memiliki citra merek yang sesuai dengan kualitas produk. | | | | | |
| Kualitas produk | Performance | | | | | |
| | 1. Saya merasa bahwa hasil kerja dari produk makita lebih baik dari yang lain. | | | | | |
| | Durrability | | | | | |
| | 1. Saya merasa bahwa ketahanan dari produk makita lebih jauh dibandingkan dengan produk yang lain. | | | | | |
| | Corformance to specifications | | | | | |
| | 1. Saya merasa bahwa produk makita memiliki kesesuaian dengan spesifikasi yang baik. | | | | | |

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|----------------------------|---|--|--|--|--|
| | Features | | | | |
| | 1. Saya merasa bahwa produk makita memiliki fungsi yang sangat baik dibanding dengan produk yang lain. | | | | |
| | Reliability | | | | |
| | 1. Saya merasa bahwa produk makita akan bekerja sesuai dengan fungsi yang kita inginkan tanpa ada kegagalan pada waktu pengoperasian. | | | | |
| Keputusan pembelian | Kemantapan | | | | |
| | 1. Saya membeli produk makita karena sesuai dengan keinginan serta kualitas produk yang sangat bagus. | | | | |
| | 2. Saya membeli produk makita karena kualitas produk yang sangat bagus dibandingkan dengan merek yang lain. | | | | |
| | Kebiasaan | | | | |
| | 1. Setelah melihat konsumen lain memakai produk makita saya tertarik untuk membeli. | | | | |
| | 2. Saya yakin akan keputusan saya untuk membeli produk makita karena kualitas dari produk makita yang sangat bagus. | | | | |
| | Kecepatan | | | | |
| | 1. Saya tidak pernah kecewa setelah membeli produk makita. | | | | |
| | 2. Saya akan melakukan pembelian secara terus menerus kepada produk makita. | | | | |

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| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 24 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 35 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 26 | 3 | 3 | 3 | 3 | 4 | 4 | 5 | 3 | 28 |
| 27 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 34 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 29 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 30 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 31 |
| 31 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 3 | 30 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 33 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 30 |
| 34 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 20 |
| 35 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 30 |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 37 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 30 |
| 38 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 28 |
| 39 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 35 |
| 40 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 37 |
| 41 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 37 |
| 42 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 43 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 32 |
| 44 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 34 |
| 45 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 36 |
| 46 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 47 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 33 |

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| 56 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 38 |
| 57 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 34 |
| 58 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 33 |
| 59 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 32 |
| 60 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 35 |
| 61 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 62 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 |
| 63 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 33 |
| 64 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 28 |
| 65 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 37 |
| 66 | 4 | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 30 |
| 67 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 30 |
| 68 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 38 |
| 69 | 4 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 32 |
| 70 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 32 |
| 71 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 34 |
| 72 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 5 | 32 |

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| 73 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 35 |
| 74 | 3 | 5 | 5 | 4 | 5 | 3 | 3 | 5 | 33 |
| 75 | 3 | 5 | 4 | 3 | 4 | 3 | 5 | 4 | 31 |
| 76 | 5 | 5 | 3 | 4 | 3 | 4 | 5 | 4 | 33 |
| 77 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 36 |
| 78 | 3 | 4 | 3 | 5 | 4 | 4 | 3 | 5 | 31 |
| 79 | 5 | 5 | 3 | 4 | 4 | 3 | 5 | 5 | 34 |
| 80 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 34 |
| 81 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 32 |
| 82 | 5 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 32 |
| 83 | 3 | 5 | 3 | 3 | 4 | 3 | 5 | 4 | 30 |
| 84 | 3 | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 31 |
| 85 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 33 |
| 86 | 4 | 3 | 5 | 3 | 4 | 4 | 5 | 4 | 32 |
| 87 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 5 | 33 |
| 88 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 33 |
| 89 | 5 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 33 |
| 90 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 31 |
| 91 | 5 | 3 | 5 | 4 | 3 | 3 | 4 | 3 | 30 |
| 92 | 5 | 4 | 3 | 3 | 3 | 3 | 4 | 5 | 30 |
| 93 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 33 |
| 94 | 4 | 3 | 4 | 3 | 2 | 5 | 4 | 2 | 27 |
| 95 | 5 | 4 | 4 | 3 | 1 | 2 | 4 | 5 | 28 |
| 96 | 5 | 3 | 4 | 2 | 5 | 3 | 1 | 1 | 24 |
| 97 | 3 | 4 | 2 | 5 | 1 | 4 | 2 | 3 | 24 |

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| 98 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 33 |
| 99 | 5 | 1 | 4 | 4 | 3 | 2 | 2 | 3 | 24 |
| 100 | 2 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 30 |
| 101 | 5 | 5 | 5 | 3 | 3 | 3 | 2 | 4 | 30 |
| 102 | 5 | 3 | 4 | 2 | 4 | 3 | 5 | 2 | 28 |
| 103 | 5 | 4 | 3 | 5 | 3 | 2 | 4 | 3 | 29 |
| 104 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 24 |
| 105 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 5 | 33 |
| 106 | 5 | 4 | 5 | 4 | 3 | 2 | 2 | 3 | 28 |
| 107 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 35 |
| 108 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 37 |
| 109 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 38 |
| 110 | 3 | 4 | 2 | 4 | 5 | 2 | 1 | 4 | 25 |

Citra merek

| Responden | X2.1.1 | X2.1.2 | X2.2.1 | X2.3.1 | TOTAL |
|-----------|--------|--------|--------|--------|-------|
| 1 | 4 | 5 | 4 | 5 | 18 |
| 2 | 4 | 4 | 3 | 3 | 14 |
| 3 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 5 | 5 | 20 |
| 6 | 4 | 4 | 4 | 4 | 16 |
| 7 | 5 | 5 | 5 | 5 | 20 |

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|----|---|---|---|---|----|
| 8 | 5 | 5 | 5 | 5 | 20 |
| 9 | 4 | 4 | 4 | 4 | 16 |
| 10 | 3 | 3 | 2 | 4 | 12 |
| 11 | 4 | 4 | 4 | 4 | 16 |
| 12 | 3 | 3 | 4 | 4 | 14 |
| 13 | 5 | 5 | 5 | 5 | 20 |
| 14 | 5 | 5 | 5 | 5 | 20 |
| 15 | 4 | 4 | 4 | 4 | 16 |
| 16 | 5 | 5 | 5 | 5 | 20 |
| 17 | 5 | 5 | 5 | 5 | 20 |
| 18 | 5 | 4 | 5 | 5 | 19 |
| 19 | 3 | 3 | 3 | 3 | 12 |
| 20 | 5 | 4 | 4 | 4 | 17 |
| 21 | 4 | 4 | 5 | 5 | 18 |
| 22 | 5 | 5 | 5 | 5 | 20 |
| 23 | 4 | 4 | 4 | 4 | 16 |
| 24 | 4 | 5 | 4 | 3 | 16 |
| 25 | 5 | 5 | 4 | 5 | 19 |
| 26 | 3 | 3 | 3 | 4 | 13 |
| 27 | 5 | 5 | 4 | 4 | 18 |
| 28 | 5 | 5 | 5 | 5 | 20 |
| 29 | 4 | 4 | 4 | 3 | 15 |
| 30 | 3 | 4 | 4 | 4 | 15 |
| 31 | 4 | 4 | 4 | 4 | 16 |

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| 32 | 4 | 4 | 4 | 4 | 16 |
| 33 | 4 | 4 | 3 | 4 | 15 |
| 34 | 2 | 2 | 2 | 3 | 9 |
| 35 | 5 | 5 | 4 | 4 | 18 |
| 36 | 5 | 5 | 5 | 5 | 20 |
| 37 | 4 | 3 | 4 | 4 | 15 |
| 38 | 4 | 4 | 3 | 4 | 15 |
| 39 | 5 | 4 | 4 | 5 | 18 |
| 40 | 5 | 4 | | 4 | 13 |
| 41 | 4 | 4 | 4 | 4 | 16 |
| 42 | 4 | 3 | 4 | 4 | 15 |
| 43 | 4 | 5 | 4 | 4 | 17 |
| 44 | 4 | 4 | 5 | 4 | 17 |
| 45 | 4 | 3 | 4 | 5 | 16 |
| 46 | 5 | 4 | 4 | 3 | 16 |
| 47 | 4 | 4 | 4 | 3 | 15 |
| 48 | 5 | 5 | 4 | 5 | 19 |
| 49 | 5 | 3 | 5 | 4 | 17 |
| 50 | 3 | 4 | 4 | 4 | 15 |
| 51 | 4 | 4 | 3 | 4 | 15 |
| 52 | 3 | 3 | 5 | 3 | 14 |
| 53 | 3 | 5 | 4 | 5 | 17 |
| 54 | 4 | 5 | 5 | 4 | 18 |
| 55 | 5 | 4 | 5 | 4 | 18 |

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| 56 | 5 | 4 | 4 | 4 | 17 |
| 57 | 5 | 5 | 4 | 4 | 18 |
| 58 | 4 | 3 | 4 | 5 | 16 |
| 59 | 4 | 5 | 4 | 4 | 17 |
| 60 | 4 | 4 | 3 | 5 | 16 |
| 61 | 4 | 4 | 5 | 4 | 17 |
| 62 | 5 | 4 | 5 | 4 | 18 |
| 63 | 4 | 4 | 5 | 4 | 17 |
| 64 | 4 | 5 | 4 | 4 | 17 |
| 65 | 4 | 5 | 4 | 4 | 17 |
| 66 | 4 | 5 | 4 | 4 | 17 |
| 67 | 4 | 4 | 3 | 4 | 15 |
| 68 | 5 | 5 | 4 | 5 | 19 |
| 69 | 5 | 4 | 4 | 4 | 17 |
| 70 | 4 | 3 | 4 | 4 | 15 |
| 71 | 4 | 4 | 5 | 4 | 17 |
| 72 | 3 | 5 | 4 | 5 | 17 |
| 73 | 3 | 4 | 5 | 4 | 16 |
| 74 | 4 | 3 | 5 | 4 | 16 |
| 75 | 4 | 4 | 4 | 4 | 16 |
| 76 | 4 | 3 | 5 | 5 | 17 |
| 77 | 3 | 4 | 5 | 4 | 16 |
| 78 | 4 | 3 | 5 | 4 | 16 |
| 79 | 4 | 4 | 4 | 5 | 17 |

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|-----|---|---|---|---|----|
| 80 | 3 | 5 | 4 | 5 | 17 |
| 81 | 4 | 5 | 4 | 5 | 18 |
| 82 | 4 | 3 | 4 | 5 | 16 |
| 83 | 3 | 4 | 3 | 4 | 14 |
| 84 | 4 | 3 | 5 | 4 | 16 |
| 85 | 4 | 3 | 5 | 4 | 16 |
| 86 | 3 | 5 | 4 | 5 | 17 |
| 87 | 2 | 3 | 3 | 4 | 12 |
| 88 | 3 | 5 | 3 | 5 | 16 |
| 89 | 3 | 5 | 4 | 4 | 16 |
| 90 | 4 | 4 | 4 | 3 | 15 |
| 91 | 4 | 3 | 4 | 5 | 16 |
| 92 | 4 | 3 | 3 | 3 | 13 |
| 93 | 4 | 5 | 4 | 5 | 18 |
| 94 | 3 | 1 | 4 | 3 | 11 |
| 95 | 2 | 4 | 3 | 4 | 13 |
| 96 | 4 | 5 | 5 | 3 | 17 |
| 97 | 1 | 5 | 1 | 4 | 11 |
| 98 | 2 | 2 | 3 | 1 | 8 |
| 99 | 5 | 5 | 5 | 3 | 18 |
| 100 | 2 | 3 | 1 | 1 | 7 |
| 101 | 4 | 2 | 2 | 2 | 10 |
| 102 | 3 | 5 | 2 | 3 | 13 |
| 103 | 4 | 5 | 3 | 4 | 16 |

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|-----|---|---|---|---|----|
| 104 | 4 | 3 | 2 | 1 | 10 |
| 105 | 3 | 2 | 1 | 4 | 10 |
| 106 | 5 | 1 | 3 | 4 | 13 |
| 107 | 4 | 4 | 5 | 4 | 17 |
| 108 | 5 | 5 | 5 | 5 | 20 |
| 109 | 5 | 5 | 5 | 5 | 20 |
| 110 | 3 | 3 | 4 | 5 | 15 |

Kualitas Produk

| Responden | X3.1.1 | X3.2.1 | X3.3.1 | X3.4.1 | X3.5.1 | X3.6.1 | TOTAL |
|-----------|--------|--------|--------|--------|--------|--------|-------|
| 1 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 2 | 4 | 4 | 3 | 4 | 5 | 3 | 23 |
| 3 | 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 4 | 3 | 3 | 25 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 7 | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 9 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 10 | 3 | 1 | 2 | 5 | 3 | 2 | 16 |
| 11 | 2 | 4 | 4 | 3 | 2 | 2 | 17 |
| 12 | 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| 13 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |

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|----|---|---|---|---|---|---|----|
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 17 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 18 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 19 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 20 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 24 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 25 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 27 | 5 | 5 | 3 | 3 | 3 | 3 | 22 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 29 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 30 | 5 | 4 | 4 | 3 | 4 | 5 | 25 |
| 31 | 5 | 4 | 4 | 4 | 3 | 4 | 24 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 33 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 34 | 3 | 2 | 4 | 2 | 1 | 1 | 13 |
| 35 | 4 | 5 | 4 | 4 | 2 | 2 | 21 |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 37 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 38 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |

| | | | | | | | |
|----|---|---|---|---|---|---|----|
| 39 | 5 | 4 | 5 | 3 | 4 | 5 | 26 |
| 40 | 5 | 4 | 4 | 5 | 4 | 5 | 27 |
| 41 | 3 | 4 | 4 | 4 | 4 | 5 | 24 |
| 42 | 4 | 4 | 5 | 4 | 3 | 4 | 24 |
| 43 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 44 | 4 | 5 | 4 | 4 | 3 | 5 | 25 |
| 45 | 4 | 3 | 5 | 4 | 5 | 4 | 25 |
| 46 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 47 | 4 | 5 | 4 | 3 | 4 | 5 | 25 |
| 48 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 49 | 4 | 3 | 5 | 4 | 4 | 3 | 23 |
| 50 | 4 | 3 | 5 | 4 | 4 | 3 | 23 |
| 51 | 5 | 4 | 4 | 4 | 3 | 4 | 24 |
| 52 | 3 | 4 | 4 | 4 | 3 | 4 | 22 |
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| 57 | 3 | 4 | 5 | 4 | 4 | 4 | 24 |
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| 59 | 3 | 4 | 5 | 4 | 5 | 4 | 25 |
| 60 | 4 | 3 | 4 | 5 | 4 | 4 | 24 |
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| 62 | 5 | 4 | 4 | 4 | 4 | 3 | 24 |

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|----|---|---|---|---|---|---|----|
| 63 | 4 | 3 | 4 | 5 | 4 | 4 | 24 |
| 64 | 3 | 5 | 4 | 4 | 3 | 5 | 24 |
| 65 | 3 | 3 | 4 | 5 | 5 | 4 | 24 |
| 66 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 67 | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| 68 | 4 | 4 | 4 | 5 | | 5 | 22 |
| 69 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 70 | 3 | 3 | 4 | 3 | 4 | 4 | 21 |
| 71 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 72 | 3 | 4 | 5 | 4 | 4 | 3 | 23 |
| 73 | 5 | 4 | 5 | 4 | 3 | 4 | 25 |
| 74 | 3 | 4 | 5 | 4 | 4 | 5 | 25 |
| 75 | 5 | 3 | 4 | 3 | 4 | 4 | 23 |
| 76 | 4 | 3 | 4 | 5 | 4 | 4 | 24 |
| 77 | 5 | 4 | 4 | 4 | 3 | 5 | 25 |
| 78 | 3 | 5 | 4 | 5 | 4 | 4 | 25 |
| 79 | 4 | 3 | 5 | 4 | 5 | 4 | 25 |
| 80 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 81 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 82 | 4 | 4 | 5 | 4 | 4 | 3 | 24 |
| 83 | 3 | 3 | 4 | 3 | 3 | 5 | 21 |
| 84 | 3 | 4 | 5 | 4 | 5 | 4 | 25 |
| 85 | 5 | 4 | 5 | 4 | 3 | 5 | 26 |
| 86 | 3 | 3 | 3 | 5 | 4 | 4 | 22 |

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|-----|---|---|---|---|---|---|----|
| 87 | 4 | 5 | 4 | 4 | 3 | | 20 |
| 88 | 4 | 5 | | 4 | 3 | 5 | 21 |
| 89 | 4 | 3 | 4 | 5 | 4 | 5 | 25 |
| 90 | 4 | 5 | 4 | 3 | 5 | 4 | 25 |
| 91 | 4 | 3 | 4 | 4 | 5 | | 20 |
| 92 | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| 93 | 4 | 3 | 5 | 4 | 4 | 5 | 25 |
| 94 | 3 | 4 | 2 | 5 | 5 | 4 | 23 |
| 95 | 3 | 4 | 5 | 3 | 4 | 3 | 22 |
| 96 | 3 | 4 | 3 | 4 | 5 | 2 | 21 |
| 97 | 5 | 5 | 3 | 5 | 4 | 5 | 27 |
| 98 | 4 | 5 | 3 | 3 | 3 | 4 | 22 |
| 99 | 3 | 4 | 2 | 4 | 2 | 4 | 19 |
| 100 | 3 | 5 | 3 | 4 | 5 | 3 | 23 |
| 101 | 4 | 5 | 3 | 1 | 4 | 5 | 22 |
| 102 | 4 | 4 | 5 | 5 | 3 | 5 | 26 |
| 103 | 5 | 4 | 3 | 2 | 2 | 1 | 17 |
| 104 | 4 | 4 | 5 | 3 | 2 | 4 | 22 |
| 105 | 4 | 5 | 2 | 4 | 5 | 3 | 23 |
| 106 | 5 | 4 | 3 | 2 | 3 | 4 | 21 |
| 107 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 108 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 109 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 110 | 3 | 2 | 1 | 4 | 5 | 4 | 19 |

Keputusan pembelian

| Responden | Y.1.1 | Y.1.2 | Y.1.3 | Y.1.4 | Y.2.1 | Y.2.2 | TOTAL |
|-----------|-------|-------|-------|-------|-------|-------|-------|
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 2 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 7 | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 10 | 2 | 5 | 1 | 2 | 4 | 2 | 16 |
| 11 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 12 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 13 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 17 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 18 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 19 | 3 | 4 | 3 | 3 | 3 | 2 | 18 |
| 20 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |

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| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 24 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 25 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 26 | 5 | 5 | 5 | 3 | 3 | 3 | 24 |
| 27 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 29 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 30 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 31 | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 32 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 33 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 34 | 2 | 2 | 3 | 2 | 2 | 2 | 13 |
| 35 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| 36 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 37 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 38 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 39 | 5 | 4 | 4 | 5 | 4 | 5 | 27 |
| 40 | 4 | 5 | 4 | 3 | 5 | 3 | 24 |
| 41 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 42 | 5 | 5 | 4 | 5 | 4 | 5 | 28 |
| 43 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 44 | 5 | 3 | 4 | 4 | 5 | 5 | 26 |
| 45 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |

| | | | | | | | |
|----|---|---|---|---|---|---|----|
| 46 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 47 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 48 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 49 | 4 | 5 | 4 | 3 | 5 | 4 | 25 |
| 50 | 4 | 5 | 4 | 4 | 3 | 4 | 24 |
| 51 | 5 | 4 | 5 | 4 | 4 | 3 | 25 |
| 52 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 53 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 54 | 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 55 | 4 | 5 | 4 | 4 | 4 | 3 | 24 |
| 56 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 57 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 58 | 4 | 4 | 4 | 3 | 4 | 5 | 24 |
| 59 | 3 | 4 | 5 | 4 | 3 | 5 | 24 |
| 60 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| 61 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 62 | 4 | 5 | 4 | 4 | 3 | 4 | 24 |
| 63 | 3 | 4 | 5 | 4 | 5 | 4 | 25 |
| 64 | 4 | 4 | 5 | 4 | 3 | 5 | 25 |
| 65 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 66 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 67 | 4 | 5 | 4 | 3 | 3 | 5 | 24 |
| 68 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 69 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |

| | | | | | | | |
|----|---|---|---|---|---|---|----|
| 70 | 5 | 3 | 5 | 4 | 5 | 4 | 26 |
| 71 | 3 | 4 | 5 | 4 | 4 | 4 | 24 |
| 72 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 73 | 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 74 | 4 | 4 | 3 | 4 | 3 | 5 | 23 |
| 75 | 5 | 4 | 4 | 3 | 4 | 5 | 25 |
| 76 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 77 | 4 | 4 | 3 | 4 | 5 | 4 | 24 |
| 78 | 3 | 5 | 4 | 4 | 3 | 4 | 23 |
| 79 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 80 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 81 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 82 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 83 | 4 | 3 | 3 | 4 | 3 | 5 | 22 |
| 84 | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 85 | 3 | 5 | 4 | 4 | 4 | 4 | 24 |
| 86 | 5 | 4 | 5 | 3 | 4 | 4 | 25 |
| 87 | 4 | 3 | 4 | 5 | 4 | 5 | 25 |
| 88 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 89 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 90 | 3 | 5 | 4 | 5 | 4 | 4 | 25 |
| 91 | 4 | 4 | 4 | 3 | 4 | 5 | 24 |
| 92 | 3 | 4 | 4 | 3 | 4 | 3 | 21 |
| 93 | 3 | 5 | 4 | 4 | 4 | 4 | 24 |

| | | | | | | | |
|-----|---|---|---|---|---|---|----|
| 94 | 4 | 3 | 2 | 5 | 3 | 2 | 19 |
| 95 | 5 | 2 | 3 | 4 | 5 | 5 | 24 |
| 96 | 4 | 5 | 3 | 3 | 4 | 4 | 23 |
| 97 | 4 | 3 | 2 | 3 | 2 | 4 | 18 |
| 98 | 2 | 2 | 4 | 5 | 5 | 5 | 23 |
| 99 | 3 | 3 | 4 | 2 | 2 | 4 | 18 |
| 100 | 3 | 4 | 2 | 3 | 3 | 4 | 19 |
| 101 | 3 | 3 | 2 | 3 | 4 | 5 | 20 |
| 102 | 3 | 4 | 5 | 2 | 4 | 5 | 23 |
| 103 | 2 | 3 | 4 | 5 | 5 | 4 | 23 |
| 104 | 5 | 5 | 5 | 4 | 4 | 3 | 26 |
| 105 | 3 | 4 | 5 | 3 | 2 | 4 | 21 |
| 106 | 4 | 5 | 4 | 3 | 4 | 3 | 23 |
| 107 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 108 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| 109 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 110 | 4 | 5 | 3 | 5 | 3 | 2 | 22 |

Lampiran ke 3 Frekuensi Kuisisioner

| USIA | | | | | |
|-------------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 16-20 | 10 | 9.1 | 9.1 | 9.1 |
| | 21-25 | 55 | 50.0 | 50.0 | 59.1 |
| | 26-30 | 22 | 20.0 | 20.0 | 79.1 |
| | 31-35 | 14 | 12.7 | 12.7 | 91.8 |
| | 36-40 | 9 | 8.2 | 8.2 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

| PENGHASILAN | | | | | |
|--------------------|----------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | > 10.000.000 | 7 | 6.4 | 6.4 | 6.4 |
| | 1.000.000 - 4.500.00 | 58 | 52.7 | 52.7 | 59.1 |
| | 4.600.000 - 10.000.0 | 35 | 31.8 | 31.8 | 90.9 |
| | Belum berpenghasilan | 10 | 9.1 | 9.1 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

| JENIS KELAMIN | | | | | |
|---------------|-------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki - Laki | 71 | 64.5 | 64.5 | 64.5 |
| | Perempuan | 39 | 35.5 | 35.5 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

| PEKERJAAN | | | | | |
|-----------|----------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pegawai Negeri Sipil | 7 | 6.4 | 6.4 | 6.4 |
| | Pegawai Swasta | 62 | 56.4 | 56.4 | 62.7 |
| | Pelajar / Mahasiswa | 17 | 15.5 | 15.5 | 78.2 |
| | Wiraswasta | 24 | 21.8 | 21.8 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

| No | Item | Jawaban | | | | | Presentase | | | | |
|------|--------|---------|----|----|----|----|------------|-------|-------|-------|-------|
| | | STS | TS | N | S | SS | STS | TS | N | S | SS |
| 1 | X1.1.1 | 1 | 1 | 21 | 38 | 49 | 9% | 9% | 19,1% | 34,5% | 44,5% |
| 2 | X1.1.2 | 1 | 1 | 19 | 55 | 34 | 9% | 9% | 17,3% | 50% | 30,9% |
| 3 | X1.2.1 | 0 | 3 | 26 | 46 | 35 | 0% | 2,7% | 23,6% | 41,8% | 31,8% |
| 4 | X1.3.1 | 0 | 4 | 25 | 48 | 33 | 0% | 3,6% | 22,7% | 43,6% | 30% |
| 5 | X1.3.2 | 3 | 2 | 26 | 45 | 34 | 2,7% | 1,80% | 23,6% | 40,9% | 30,9% |
| 6 | X1.3.3 | 1 | 8 | 20 | 46 | 35 | 9% | 7,3% | 18,2% | 41,8% | 31,8% |
| 7 | X1.4.1 | 2 | 7 | 18 | 40 | 43 | 1,8% | 6,4% | 16,4% | 36,4% | 39,1% |
| 8 | X1.5.1 | 1 | 3 | 24 | 40 | 42 | 9% | 2,7% | 21,8% | 36,4% | 38,2% |
| MEAN | | | | | | | 5% | 5% | 20% | 51% | 40% |

| No | Item | Jawaban | | | | | Presentase | | | | |
|------|--------|---------|----|----|----|----|------------|------|-------|-------|-------|
| | | STS | TS | N | S | SS | STS | TS | N | S | SS |
| 1 | X2.1.1 | 1 | 5 | 20 | 55 | 29 | 9% | 4,5% | 18,2% | 50% | 26,4% |
| 2 | X2.1.2 | 2 | 4 | 23 | 42 | 39 | 1,8% | 3,6% | 20,9% | 38,2% | 35,5% |
| 3 | X2.2.1 | 4 | 5 | 16 | 52 | 33 | 3,6% | 4,5% | 14,5% | 47,3% | 30% |
| 4 | X2.3.1 | 3 | 1 | 14 | 58 | 34 | 2,7% | 9% | 12,7% | 52,7% | 30,9% |
| MEAN | | | | | | | 4% | 5% | 16% | 47% | 30% |

| No | Item | Jawaban | | | | | Presentase | | | | |
|------|--------|---------|----|----|----|----|------------|------|-------|-------|-------|
| | | STS | TS | N | S | SS | STS | TS | N | S | SS |
| 1 | X3.1.1 | 0 | 1 | 28 | 51 | 30 | 0% | 9% | 25,5% | 46,4% | 27,3% |
| 2 | X3.2.1 | 1 | 2 | 23 | 55 | 29 | 9% | 1,8% | 20,9% | 50% | 26,4% |
| 3 | X3.3.1 | 2 | 3 | 13 | 53 | 38 | 1,8% | 3,6% | 11,8% | 48,2% | 34,5% |
| 4 | X3.4.1 | 1 | 3 | 21 | 58 | 27 | 9% | 2,7% | 19,1% | 52,7% | 24,5% |
| 5 | X3.5.1 | 2 | 5 | 24 | 46 | 33 | 1,8% | 4,5% | 21,8% | 41,8% | 30% |
| 6 | X3.6.1 | 4 | 4 | 17 | 56 | 29 | 3,6% | 3,6% | 15,5% | 50,9% | 26,4% |
| MEAN | | | | | | | 4% | 4% | 19% | 48% | 28% |

| No | Item | Jawaban | | | | | Presentase | | | | |
|------|-------|---------|----|----|----|----|------------|------|-------|-------|-------|
| | | STS | TS | N | S | SS | STS | TS | N | S | SS |
| 1 | Y.1.1 | 0 | 4 | 20 | 53 | 33 | 0% | 3,6% | 18,2% | 48,2% | 30% |
| 2 | Y.1.2 | 0 | 3 | 13 | 53 | 41 | 0% | 2,7% | 11,8% | 48,2% | 37,3% |
| 3 | Y.1.3 | 1 | 4 | 19 | 52 | 34 | 9% | 3,6% | 17,3% | 47,3% | 30,9% |
| 4 | Y.1.4 | 0 | 4 | 22 | 59 | 25 | 0% | 3,6% | 20% | 53,6% | 22,7% |
| 5 | Y.2.1 | 0 | 4 | 20 | 42 | 44 | 0% | 3,6% | 18,2% | 38,2% | 40% |
| 6 | Y.2.2 | 0 | 5 | 13 | 56 | 36 | 0% | 4,5% | 11,8% | 50,9% | 32,7% |
| MEAN | | | | | | | 1% | 3% | 16% | 48% | 37% |

| | | | | | | | | | | |
|--|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| bahwa tampilan web pembelian produk makita di <i>e-commerce</i> sangatlah menarik. | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| Saya merasa bahwa pembelian produk makita di <i>e-commerce</i> mudah di akses dan digunakan . | Pearson Correlation | .257** | .286** | 1 | .231* | .326** | .372** | .270** | .211* | .586** |
| | Sig. (2-tailed) | .007 | .002 | | .015 | .001 | .000 | .004 | .027 | .000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| Saya merasa bahwa pembelian produk makita di <i>e-commerce</i> menyediakan produk yang berkualitas . | Pearson Correlation | .118 | .331** | .231* | 1 | .346** | .261** | .203* | .526** | .597** |
| | Sig. (2-tailed) | .218 | .000 | .015 | | .000 | .006 | .034 | .000 | .000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| Saya merasa | Pearson Correlation | .175 | .273** | .326** | .346** | 1 | .386** | .281** | .270** | .625** |
| | Sig. (2-tailed) | .068 | .004 | .001 | .000 | | .000 | .003 | .004 | .000 |

| | | | | | | | | | | |
|---|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| bahwa pembelian produk makita di <i>e-commerce</i> memudahkan saya untuk mengembalikan barang jika barang tersebut rusak. | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| Saya merasa bahwa pembelian produk makita di <i>e-commerce</i> jelas dan dapat dimengerti | Pearson Correlation | .241* | .359** | .372** | .261** | .386** | 1 | .516** | .257** | .696** |
| | Sig. (2-tailed) | .011 | .000 | .000 | .006 | .000 | | .000 | .007 | .000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| Saya merasa bahwa pembelian produk makita di <i>e-commerce</i> memberikan layanan yang sangat baik serta <i>fast response</i> . | Pearson Correlation | .284** | .342** | .270** | .203* | .281** | .516** | 1 | .308** | .665** |
| | Sig. (2-tailed) | .003 | .000 | .004 | .034 | .003 | .000 | | .001 | .000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| Saya merasa | Pearson Correlation | .172 | .536** | .211* | .526** | .270** | .257** | .308** | 1 | .654** |
| | Sig. (2-tailed) | .073 | .000 | .027 | .000 | .004 | .007 | .001 | | .000 |

Citra Merek

Correlations

| | | Produk makita dikenal banyak orang. | Produk makita dapat dengan mudah diingat. | Produk makita dapat memberikan manfaat yang sesuai diharapkan konsumen. | Produk makita memiliki citra merek yang sesuai dengan kualitas produk. | Citra Merek |
|---|---------------------|-------------------------------------|---|---|--|-------------|
| Produk makita dikenal banyak orang. | Pearson Correlation | 1 | .322** | .566** | .347** | .722** |
| | Sig. (2-tailed) | | .001 | .000 | .000 | .000 |
| | N | 110 | 110 | 109 | 110 | 110 |
| Produk makita dapat dengan mudah diingat. | Pearson Correlation | .322** | 1 | .323** | .425** | .702** |
| | Sig. (2-tailed) | .001 | | .001 | .000 | .000 |
| | N | 110 | 110 | 109 | 110 | 110 |
| Produk makita dapat memberikan manfaat yang sesuai diharapkan konsumen. | Pearson Correlation | .566** | .323** | 1 | .452** | .791** |
| | Sig. (2-tailed) | .000 | .001 | | .000 | .000 |
| | N | 109 | 109 | 109 | 109 | 109 |
| Produk makita memiliki | Pearson Correlation | .347** | .425** | .452** | 1 | .736** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |

| | | | | | | |
|---|---------------------|--------|--------|--------|--------|-----|
| citra merek yang sesuai dengan kualitas produk. | N | 110 | 110 | 109 | 110 | 110 |
| Citra Merek | Pearson Correlation | .722** | .702** | .791** | .736** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 110 | 110 | 109 | 110 | 110 |

Kualitas Produk

Correlations

| | | Saya merasa bahwa hasil kerja dari produk makita lebih baik dari yang lain. | Saya merasa bahwa ketahanan dari produk makita lebih jauh dibandingkan dengan produk yang lain. | Saya merasa bahwa produk makita memiliki kesesuaian dengan spesifikasi yang baik. | Saya merasa bahwa produk makita memiliki fungsi yang sangat baik dibanding dengan produk yang lain. | Saya merasa bahwa produk makita akan bekerja sesuai dengan fungsi yang kita inginkan tanpa ada kegagalan pada waktu pengoperasian. | Kualitas Produk |
|---|---------------------|---|---|---|---|--|-----------------|
| Saya merasa bahwa hasil kerja dari produk makita lebih baik dari yang lain. | Pearson Correlation | 1 | .377** | .295** | .184 | .177 | .597** |
| | Sig. (2-tailed) | | .000 | .002 | .055 | .065 | .000 |
| | N | 110 | 110 | 109 | 110 | 109 | 110 |
| Saya merasa bahwa ketahanan dari produk makita lebih jauh dibandingkan dengan produk yang lain. | Pearson Correlation | .377** | 1 | .208* | .158 | .191* | .569** |
| | Sig. (2-tailed) | .000 | | .030 | .100 | .046 | .000 |
| | N | 110 | 110 | 109 | 110 | 109 | 110 |
| Saya | Pearson Correlation | .295** | .208* | 1 | .215* | .191* | .583** |

| | | | | | | | |
|--|---------------------|------|-------|-------|--------|--------|--------|
| merasa bahwa produk makita memiliki kesesuaian dengan spesifikasi yang baik. | Sig. (2-tailed) | .002 | .030 | | .025 | .048 | .000 |
| | N | 109 | 109 | 109 | 109 | 108 | 109 |
| Saya merasa bahwa produk makita memiliki fungsi yang sangat baik dibanding dengan produk yang lain. | Pearson Correlation | .184 | .158 | .215* | 1 | .428** | .595** |
| | Sig. (2-tailed) | .055 | .100 | .025 | | .000 | .000 |
| | N | 110 | 110 | 109 | 110 | 109 | 110 |
| Saya merasa bahwa produk makita akan bekerja sesuai dengan fungsi yang kita inginkan tanpa ada kegagalan pada waktu pengoperasian. | Pearson Correlation | .177 | .191* | .191* | .428** | 1 | .638** |
| | Sig. (2-tailed) | .065 | .046 | .048 | .000 | | .000 |
| | N | 109 | 109 | 108 | 109 | 109 | 109 |

| | | | | | | | | |
|-----------------|---------------------|--------|--------|--------|--------|--------|--------|-----|
| Kualitas Produk | Pearson Correlation | .597** | .569** | .583** | .595** | .638** | .685** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 110 | 110 | 109 | 110 | 109 | 108 | 110 |

Keputusan Pembelian

Correlations

| | | Saya membeli produk makita karena sesuai dengan keinginan serta kualitas produk yang sangat bagus. | Saya membeli produk makita karena kualitas produk yang sangat bagus dibandingkan dengan merek yang lain. | Setelah melihat konsumen lain memakai produk makita saya tertarik untuk membeli. | Saya yakin akan keputusan saya untuk membeli produk makita karena kualitas dari produk makita yang sangat bagus. | Saya tidak pernah kecewa setelah membeli produk makita. | Saya akan melakukan pembelian secara terus menerus kepada produk makita. | Keputusan Pembelian |
|--|---------------------|--|--|--|--|---|--|---------------------|
| Saya membeli produk makita karena sesuai dengan keinginan serta kualitas produk yang sangat bagus. | Pearson Correlation | 1 | .292** | .421** | .414** | .414** | .329** | .704** |
| | Sig. (2-tailed) | | .002 | .000 | .000 | .000 | .000 | .000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| Saya membeli produk | Pearson Correlation | .292** | 1 | .364** | .257** | .315** | .084 | .558** |
| | Sig. (2-tailed) | .002 | | .000 | .007 | .001 | .384 | .000 |

| | | | | | | | | |
|---|---------------------|--------|--------|--------|--------|--------|--------|--------|
| makita karena kualitas produk yang sangat bagus dibandingkan dengan merek yang lain. | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| Setelah melihat konsumen lain memakai produk makita saya tertarik untuk membeli. | Pearson Correlation | .421** | .364** | 1 | .346** | .430** | .421** | .740** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 |
| Saya yakin akan keputusasaan saya untuk membeli produk makita karena kualitas dari produk makita yang sangat bagus. | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| | Pearson Correlation | .414** | .257** | .346** | 1 | .454** | .347** | .685** |
| Saya | Sig. (2-tailed) | .000 | .007 | .000 | | .000 | .000 | .000 |
| | N | 110 | 110 | 110 | 110 | 110 | 110 | 110 |
| Saya | Pearson Correlation | .414** | .315** | .430** | .454** | 1 | .402** | .748** |

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .771 | 8 |

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .700 | 5 |

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .731 | 4 |

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .768 | 6 |

Lampiran 5 Hasil Regresi Linear Berganda

| Coefficients ^a | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| (Constant) | 2.992 | 1.514 | | 1.977 | .051 |
| <i>E-commerce</i> | .260 | .064 | .349 | 4.051 | .000 |
| Citra Merek | .359 | .088 | .295 | 4.080 | .000 |
| Kualitas Produk | .306 | .084 | .297 | 3.642 | .000 |

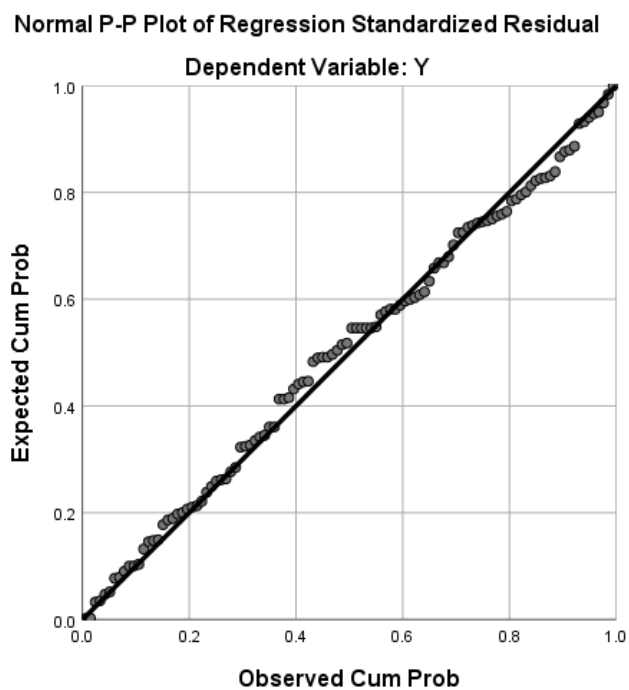
| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 767.904 | 3 | 255.968 | 70.002 | .000 ^b |
| | Residual | 387.596 | 106 | 3.657 | | |
| | Total | 1155.500 | 109 | | | |

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .815 ^a | .665 | .655 | 1.912 |

Lampiran 6 Uji Normalitas

| One-Sample Kolmogorov-Smirnov Test | | |
|------------------------------------|----------------|-------------------------|
| | | Unstandardized Residual |
| N | | 110 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.88571539 |
| Most Extreme Differences | Absolute | .055 |
| | Positive | .049 |
| | Negative | -.055 |
| Test Statistic | | .055 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.



Lampiran 7 Uji Heteroskedastisitas

