



LAMPIRAN

Kuesioner

Identitas Konsumen

Nama :

Jenis Kelamin : a) Laki-laki

b) Perempuan

Umur : a) 20-25 th

b) 26-31 th

c) 31-35 th

d) >35 th

Pekerjaan : a) Mahasiswa

b) PNS/ Karyawan

c) Wiraswasta

d) Profesional

e) Lain-lain: Sebutkan



Petunjuk Pengisian

Berilah penilaian anda dengan tanda (✓) pada jawaban yang paling tepat

Sangat Tidak Setuju (STS)	Tidak Setuju (TS)	Netral (N)	Setuju (S)	Sangat Setuju (SS)
1	2	3	4	5

Contoh :

No	Indikator	Skor				
		1	2	3	4	5
1	Aplikasi Traveloka merupakan aplikasi yang memiliki teknologi canggih			✓		

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

E-service Quality

No	Indikator	Skor				
		1	2	3	4	5
1.	Aplikasi Traveloka memberikan informasi yang mudah dipahami konsumen dalam pemesanan melalui aplikasi Traveloka					
2.	Konsumen mendapatkan kemudahan dalam mengakses aplikasi Traveloka					
3.	Tampilan fitur aplikasi Traveloka memiliki daya tarik bagi konsumen					
4.	Aplikasi Traveloka merupakan aplikasi yang memiliki teknologi canggih					
5.	Saya merasa data pribadi saya terlindungi/aman selama mengakses aplikasi Traveloka					

Satisfaction

No	Indikator	Skor				
		1	2	3	4	5
1.	Saya merasa puas melakukan pemesanan melalui aplikasi Traveloka					
2.	Aplikasi traveloka memahami keinginan sesuai yang saya butuhkan					
3.	Kualitas layanan yang diberikan aplikasi Traveloka sudah sesuai dengan apa yang yang saya harapkan.					

Loyalty

No	Indikator	Skor				
		1	2	3	4	5
1.	Saya akan merekomendasikan aplikasi Traveloka kepada orang lain					
2.	Traveloka menawarkan harga yang lebih murah dibandingkan aplikasi serupa lainnya					
3.	Saya akan membagikan informasi tentang kualitas aplikasi Traveloka kepada rekan atau saudara					
4	Pihak Traveloka cepat dan tanggap dalam mengatasi masalah yang di hadapi konsumen					

Lampiran 2

Tabulasi Hasil Jawaban Responden

No.	E Service Quality					Satisfaction				y1	Loyalty				y2
	x1.1	x1.2	x1.3	x1.4	x1.5	x1	y1.1	y1.2	y1.3		y2.1	y2.2	y2.3	y2.4	
1	3	4	3	3	3	16	5	4	4	13	4	4	5	4	17
2	4	2	3	3	4	16	4	5	4	13	5	4	4	4	17
3	4	2	3	3	3	15	4	4	5	13	3	4	5	4	16
4	4	3	5	4	4	20	5	4	4	13	3	5	4	4	16
5	3	4	3	3	3	16	5	4	4	13	3	4	3	3	13
6	4	5	4	4	4	21	5	5	4	14	5	4	4	4	17
7	4	4	3	4	4	19	3	4	4	11	3	4	5	4	16
8	4	3	5	4	4	20	5	4	4	13	3	5	4	4	16
9	3	2	2	2	2	11	2	3	2	7	3	3	3	3	12
10	3	4	4	4	5	20	4	3	4	11	4	4	5	4	17
11	4	4	4	4	4	20	4	4	3	11	4	4	4	4	16
12	4	4	4	4	4	20	4	4	3	11	4	4	4	4	16
13	3	3	3	3		15	4	4		11	3	3	3	3	12

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

29	3	4	3	3	3	16	3	4	4	11	5	4	4	4	17
30	4	4	4	4	4	20	4	5	4	13	5	5	4	5	19
31	4	4	4	4	4	20	4	3	3	10	4	3	3	3	13
32	4	4	4	4	4	20	4	3	3	10	2	4	3	3	12
33	5	5	3	4	4	21	5	4	5	14	3	3	5	4	15
34	5	5	4	5	5	24	5	4	4	13	5	4	4	4	17
35	5	5	4	5	5	24	4	5	4	13	4	4	5	4	17
36	5	4	5	5	5	24	5	5	5	15	4	5	5	5	19
37	4	4	5	4	4	21	5	5	5	15	5	5	4	5	19
38	5	5	5	5	5	25	4	4	5	13	5	5	5	5	20
39	4	5	5	5	5	24	5	4	4	13	5	4	5	5	19
40	5	4	5	5	5	24	4	5	5	14	5	5	5	5	20
41	4	4	4	4	4	20	4	4	5	13	4	5	5	5	19
42	5	5	5	5	5	25	5	4	4	13	5	5	4	5	19
43	5	5	5	5	5	25	4	4	4	12	5	5	4	5	19
44	5	5	5	5	5	25	4	4	4	12	4	5	5	5	19

45	4	5	5	3	4	21	3	3	3	9	3	3	2	3	11
46	3	3	4	2	3	15	3	3	3	9	3	2	3	3	11
47	3	3	3	3	3	15	3	3	3	9	3	3	3	3	12
48	3	3	4	3	3	16	3	4	3	10	3	3	4	3	13
49	3	4	2	4	3	16	3	3	4	10	3	3	4	3	13
50	2	4	3	4	3	16	4	3	4	11	4	4	3	4	15
51	4	3	3	3	3	16	4	4	3	11	3	4	4	4	15
52	5	5	5	5	5	25	4	4	4	12	5	5	4	5	19
53	5	5	5	5	5	25	4	4	4	12	5	5	4	5	19
54	5	5	4	5	5	24	4	4	4	12	5	4	4	4	17
55	4	5	5	5	5	24	4	4	4	12	4	4	5	4	17
56	5	4	5	5	5	24	5	5	5	15	4	5	5	5	19
57	5	5	4	5	5	24	5	5	5	15	5	5	4	5	19
58	5	5	5	4	5	24	5	5	5	15	5	5	4	5	19
59	5	5	5	5	5	25	5	4	4	13	4	5	5	5	19
60	5	4	5	5	5	24	4	5	4	13	5	5	5	4	19

61	5	4	5	5	5	24	5	4	5	14	5	5	5	4	19
62	5	5	4	5	5	24	5	4	5	14	5	5	4	5	19
63	3	5	4	4	4	20	5	4	4	13	4	5	3	5	17
64	3	5	4	4	4	20	5	4	4	13	4	4	5	4	17
65	3	4	3	3	3	16	4	3	4	11	3	4	4	4	15
66	4	3	3	3	3	16	4	3	4	11	3	5	3	4	15
67	3	3	4	3	3	16	3	4	4	11	4	3	3	3	13
68	2	4	3	4	3	16	3	3	4	10	3	3	4	3	13
69	3	3	4	3	3	16	3	4	3	10	3	3	4	3	13
70	4	4	5	4	4	21	5	5	4	14	4	5	5	5	19
71	4	4	5	4	4	21	5	4	5	14	5	5	4	5	19
72	5	4	5	5	5	24	4	5	4	13	5	4	4	4	17
73	5	4	5	5	5	24	5	4	4	13	4	4	5	4	17
74	5	4	4	4	4	21	5	4	4	13	4	4	5	4	17
75	2	2	2	1	2	9	3	2	3	8	4	2	2	3	11
76	2	2	2	2	1	9	3	3	2	8	3	3	2	3	11

77	4	4	5	4	4	21	5	4	4	13	4	4	5	4	17
78	5	4	4	4	4	21	4	4	5	13	4	4	5	4	17
79	4	5	5	5	5	24	5	5	5	15	4	5	5	5	19
80	4	5	5	5	5	24	5	5	5	15	5	5	4	5	19
81	5	5	5	5	5	25	4	5	4	13	5	5	4	5	19
82	5	5	5	5	5	25	4	5	4	13	5	5	4	5	19
83	5	5	5	5	5	25	5	4	4	13	5	5	4	5	19
84	4	5	5	5	5	24	5	5	5	15	5	5	4	5	19
85	4	5	5	5	5	24	5	5	5	15	5	5	4	5	19
86	3	3	3	3	3	15	2	3	3	8	3	3	3	3	12
87	3	3	3	3	3	15	3	3	3	8	3	3	3	3	12
88	2	4	4	2	3	15	3	3	4	10	3	3	3	3	12
89	3	3	4	3	3	16	2	3	5	10	3	3	4	3	13
90	4	3	3	3	3	16	4	3	3	10	3	3	4	3	13
91	4	4	4	4	4	20	4	4	3	11	4	4	4	4	16
92	4	4	4	4	4	20	4	3	4	11	4	4	4	4	16

93	2	4	4	3	3	16	4	4	4	12	4	4	3	4	15
94	2	4	4	3	3	16	4	4	4	12	4	4	3	4	15
95	5	5	5	5	5	25	3	4	4	11	4	4	5	4	17
96	4	4	5	4	4	21	4	3	4	11	4	4	5	4	17
97	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
98	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
99	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
100	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16



Lampiran 3 : Uji Validitas dan Reliabilitas

Correlations

		x1.1	x1.2	x1.3	x1.4	x1.5	E Service Quality
x1.1	Pearson Correlation	1	.471**	.554**	.758**	.799**	.820**
	Sig. (1-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
x1.2	Pearson Correlation	.471**	1	.596**	.745**	.745**	.806**
	Sig. (1-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
x1.3	Pearson Correlation	.554**	.596**	1	.724**	.798**	.837**
	Sig. (1-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
x1.4	Pearson Correlation	.758**	.745**	.724**	1	.932**	.949**
	Sig. (1-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
x1.5	Pearson Correlation	.799**	.745**	.798**	.932**	1	.975**
	Sig. (1-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
E Service Quality	Pearson Correlation	.820**	.806**	.837**	.949**	.975**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.926	5

Item Statistics

	Mean	Std. Deviation	N
x1.1	3.94	.897	100
x1.2	4.02	.841	100
x1.3	4.08	.884	100
x1.4	3.97	.904	100
x1.5	4.00	.888	100

Correlations

Correlations

		y1.1	y1.2	y1.3	Satisfaction
y1.1	Pearson Correlation	1	.536**	.525**	.840**
	Sig. (1-tailed)		.000	.000	.000
	N	100	100	100	100
y1.2	Pearson Correlation	.536**	1	.540**	.832**
	Sig. (1-tailed)	.000		.000	.000
	N	100	100	100	100
y1.3	Pearson Correlation	.525**	.540**	1	.818**
	Sig. (1-tailed)	.000	.000		.000
	N	100	100	100	100
Satisfaction	Pearson Correlation	.840**	.832**	.818**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.773	3

Item Statistics

	Mean	Std. Deviation	N
y1.1	4.07	.795	100
y1.2	3.95	.744	100
y1.3	3.99	.703	100

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.01	3.465	1.861	3

Correlations**Correlations**

		y2.1	y2.2	y2.3	y2.4	Loyalty
y2.1	Pearson Correlation	1	.559**	.258**	.725**	.783**
	Sig. (1-tailed)		.000	.005	.000	.000
	N	100	100	100	100	100
y2.2	Pearson Correlation	.559**	1	.463**	.863**	.880**
	Sig. (1-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y2.3	Pearson Correlation	.258**	.463**	1	.496**	.673**
	Sig. (1-tailed)	.005	.000		.000	.000
	N	100	100	100	100	100
y2.4	Pearson Correlation	.725**	.863**	.496**	1	.940**
	Sig. (1-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Loyalty	Pearson Correlation	.783**	.880**	.673**	.940**	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

Reliability**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.833	4

Item Statistics

	Mean	Std. Deviation	N
y2.1	4.02	.816	100
y2.2	4.09	.793	100
y2.3	4.02	.765	100
y2.4	4.07	.714	100



Lampiran 4 :

Regression Sederhana

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	E Service Quality	.	Enter

- a. All requested variables entered.
b. Dependent Variable: Satisfaction

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696 ^a	.484	.479	1.343

- a. Predictors: (Constant), E Service Quality
b. Dependent Variable: Satisfaction

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	166.107	1	166.107	92.029	.000 ^a
	Residual	176.883	98	1.805		
	Total	342.990	99			

- a. Predictors: (Constant), E Service Quality
b. Dependent Variable: Satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.322	.710		7.496	.000
	E Service Quality	.334	.035	.696	9.593	.000

- a. Dependent Variable: Satisfaction

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.33667483
Most Extreme Differences	Absolute	.088
	Positive	.088
	Negative	-.072
Kolmogorov-Smirnov Z		.876
Asymp. Sig. (2-tailed)		.427

a. Test distribution is Normal.

b. Calculated from data.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.106	.393		2.812	.006
	E Service Quality	8.88E-005	.019	.000	.005	.996

a. Dependent Variable: abs_res1

Regression Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Satisfaction, E Service Quality ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Loyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 ^a	.744	.739	1.289

a. Predictors: (Constant), Satisfaction, E Service Quality

b. Dependent Variable: Loyalty

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	468.916	2	234.458	141.184	.000 ^a
	Residual	161.084	97	1.661		
	Total	630.000	99			

a. Predictors: (Constant), Satisfaction, E Service Quality

b. Dependent Variable: Loyalty

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.266	.854		2.653	.009
	E Service Quality	.257	.047	.395	5.518	.000
	Satisfaction	.732	.097	.540	7.558	.000

a. Dependent Variable: Loyalty

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.27558082
Most Extreme Differences	Absolute	.078
	Positive	.051
	Negative	-.078
Kolmogorov-Smirnov Z		.783
Asymp. Sig. (2-tailed)		.572

a. Test distribution is Normal.

b. Calculated from data.

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	E Service Quality Satisfaction	.516 .516	1.939 1.939

a. Dependent Variable: Loyalty

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.450	.520		2.790	.006
	E Service Quality	.021	.028	.102	.725	.470
	Satisfaction	-.072	.059	-.170	-1.213	.228

a. Dependent Variable: abs_res2



