

LAMPIRAN

Lampiran 1 Kuesioner Penelitian

PENGARUH *ELECTRONIC CUSTOMER RELATIONSHIP* *MANAGEMENT (E-CRM) TERHADAP CUSTOMER RETENTION*

Diharap untuk tidak menjawab lebih dari satu pilihan jawaban.

A. IDENTITAS RESPONDEN

Nama :

Alamat :

1. Jenis kelamin: Pria Wanita
2. Usia: < 17 tahun 31-35 tahun
 18-25 tahun 36-40 tahun
 18-26 26-30 tahun > 40 tahun
3. Pendidikan terakhir: SMP SMA
 Diploma III (D-3) Strata I (S-1)
 Strata II (S-2) Lain-lain
4. Pekerjaan: Pelajar/Mahasiswa Pengusaha
 Pegawai Negeri Karyawan
 Ibu Rumah Tangga Lain-lain

B. PETUNJUK PENGISIAN KUESIONER

4. Bacalah sejumlah pernyataan di bawah ini dengan teliti. Isilah data diri Anda dengan memberikan tanda silang (X) sesuai keadaan yang sebenarnya tentang identitas responden.
4. Berilah tanda *checklist* (√) pada salah satu pilihan jawaban yang tersedia sesuai dengan pendapat yang Anda alami.

STS = Sangat Tidak Setuju

TS = Tidak Setuju

KS = Kurang Setuju

S = Setuju

SS = Sangat Setuju

C. INSTRUMEN VARIABEL *ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT*

No	Pernyataan	STS	TS	KS	S	SS
1	saya menggunakan platfom digital untuk mempermudah interaksi dengan Distro Rown Division.					
2	Saya menggunakan platfom digital untuk melihat informasi produk ysng dijual Distro Rown Division					
3	Saya menggunkan platfom digital mempercepat pelayanan Distro Rown Division secara otomatis					

D. INSTRUMEN VARIABEL *CUSTOMER SATISFACTION*

No	Pernyataan	STS	TS	KS	S	SS
1	Saya merasa senang berbelanja di Distro Rown Division					
2	Saya merasa senang karna mendapat manfaat dari produk yang dijual Distro Rown Division					
3	Saya merasa senang karna produk sesuai dengan ekspektasi saya yang berdasarkan informasi dari platfom digital Distro Rown Division					

E. INSTRUMEN VARIABEL *CUSTOMER TRUST*

No	Pernyataan	STS	TS	KS	S	SS
1	Saya tidak khawatir akan manfaat Produk dari Distro Rown Division.					
2	Saya tidak khawatir akan kualitas dari produk fashion Distro Rown Division.					
3	Saya merasa aman atas tanggung jawab layanan yang diberikan Distro Rown Division					

F. INSTRUMEN VARIABEL *CUSTOMER RETENTION*

No	Pernyataan	STS	TS	KS	S	SS
1	Saya berkomitmen membeli kembali membeli produk fashion di Distro Rown Division					
2	Saya tidak akan pindah keproduk lain					
3	Saya selalu menggunakan situs e-commers untuk membeli sebuah produk secara online.					



“TERIMA KASIH ATAS PARTISIPASINYA”

Lampiran 2 Data Kuesioner Penelitian

ECRM1	ECRM2	ECRM3	SUM	CS1	CS2	CS3	SUM
4	4	3	11	4	4	4	12
4	4	5	13	5	5	5	15
4	3	4	11	5	5	5	15
4	3	3	10	3	4	5	12
3	4	4	11	4	4	4	12
3	3	3	9	4	4	3	11
3	3	2	8	4	4	4	12
3	3	3	9	4	4	4	12
4	4	4	12	4	4	4	12
4	4	5	13	4	5	4	13
4	3	3	10	4	4	4	12
3	4	4	11	4	4	4	12
4	4	4	12	4	5	3	12
4	4	4	12	4	4	4	12
4	3	4	11	4	4	4	12
3	3	4	10	4	4	4	12
4	4	3	11	4	4	4	12
4	4	5	13	4	4	3	11
3	2	4	9	4	3	1	8
4	4	4	12	4	4	5	13
4	4	3	11	4	4	3	11
5	4	5	14	4	4	3	11
4	4	3	11	3	4	4	11
4	4	3	11	4	5	5	14
3	3	3	9	3	4	4	11
4	3	3	10	4	4	4	12
3	3	3	9	3	4	4	11
3	3	3	9	4	4	4	12
4	4	3	11	4	4	4	12
3	4	5	12	3	3	3	9

4	3	3	10	4	4	4	12
4	4	4	12	3	4	3	10
1	1	1	3	3	3	5	11
4	4	4	12	4	4	4	12
4	3	3	10	4	5	3	12
4	4	3	11	4	4	4	12
3	4	5	12	3	3	4	10
3	3	5	11	4	4	5	13
4	4	3	11	5	4	4	13
3	4	3	10	4	3	4	11
3	3	4	10	4	4	4	12
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4	4	4	12	4	4	4	12
4	4	3	11	4	4	4	12
4	4	4	12	4	4	4	12
3	3	3	9	3	3	5	11
4	4	4	12	4	4	4	12
3	2	2	7	4	4	4	12
4	4	4	12	4	4	4	12
2	3	4	9	3	3	3	9
3	3	5	11	5	5	5	15
4	4	3	11	4	4	4	12
3	3	3	9	5	5	5	15
2	3	3	8	4	4	4	12
4	5	5	14	4	4	4	12
4	3	4	11	5	4	4	13
3	4	4	11	4	4	4	12
3	3	4	10	5	5	5	15
4	3	4	11	4	4	4	12
3	4	4	11	4	4	4	12
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4	4	4	12	4	4	4	12
4	5	5	14	3	5	4	12
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4	3	4	11	4	5	4	13
4	5	5	14	5	5	5	15

3	3	5	11	5	5	5	15
4	4	3	11	5	5	5	15
4	4	4	12	4	4	4	12
3	4	4	11	4	4	4	12
3	3	4	10	4	4	5	13
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4	3	3	10	4	4	4	12
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4	5	5	14	4	4	4	12
3	3	4	10	5	4	4	13
2	2	3	7	4	4	4	12
3	4	3	10	4	5	4	13
3	3	3	9	4	4	4	12
3	3	3	9	4	4	4	12
3	4	4	11	4	5	4	13
3	3	4	10	5	4	3	12
3	3	3	9	4	4	4	12
3	4	3	10	4	4	3	11
2	3	3	8	4	4	4	12
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3	4	3	10	4	4	4	12
4	5	5	14	4	5	4	13
3	3	4	10	4	4	4	12
3	3	4	10	4	4	4	12
3	3	3	9	4	4	4	12
3	5	5	13	5	5	5	15
3	3	4	10	5	5	5	15
2	2	3	7	4	4	4	12
4	4	4	12	4	4	4	12

CT1	CT2	CT3	SUM	CR1	CR2	CR3	SUM
4	4	4	12	4	4	4	12
5	5	5	15	5	5	5	15
4	4	4	12	4	4	4	12
3	3	4	10	4	4	4	12
4	4	4	12	5	4	4	13
4	4	4	12	4	4	4	12

4	3	4	11	3	3	2	8
3	3	3	9	3	3	3	9
4	4	4	12	4	4	4	12
5	4	4	13	5	5	4	14
4	4	5	13	4	4	4	12
5	5	5	15	4	4	3	11
4	5	4	13	4	3	4	11
5	5	5	15	4	4	3	11
4	4	4	12	4	3	4	11
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4	5	4	13	4	4	4	12
5	4	4	13	5	4	4	13
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5	5	5	15	5	4	4	13
4	4	4	12	4	4	4	12
5	5	5	15	5	5	5	15
5	3	5	13	4	3	3	10
4	5	5	14	5	4	4	13
4	4	4	12	4	3	3	10
5	5	3	13	4	4	4	12
2	2	4	8	3	3	3	9
3	3	3	9	3	3	4	10
4	4	4	12	4	4	4	12
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4	4	4	12	4	4	4	12
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4	4	4	12	4	4	4	12
4	4	4	12	3	3	2	8
4	4	4	12	4	4	3	11
5	5	4	14	5	5	5	15

4	4	4	12	4	4	4	12
4	5	5	14	5	5	4	14
4	4	4	12	4	4	4	12
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4	4	4	12	3	3	3	9
4	4	4	12	4	4	4	12
5	5	5	15	5	5	5	15
5	5	4	14	4	3	3	10
4	4	4	12	4	4	4	12
4	5	3	12	4	4	4	12
5	5	5	15	5	4	5	14
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5	5	5	15	5	5	5	15
5	5	5	15	5	5	5	15
5	5	5	15	4	4	4	12
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4	4	4	12	4	4	4	12
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5	5	5	15	5	5	5	15
5	5	5	15	5	5	5	15
3	4	5	12	4	4	3	11
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4	4	5	13	4	4	3	11
4	4	4	12	4	4	4	12
4	4	3	11	4	4	4	12
3	3	3	9	5	5	4	14
5	5	5	15	4	4	4	12
3	3	4	10	4	3	3	10
3	4	4	11	4	3	3	10

5	5	4	14	5	4	4	13
5	5	5	15	5	5	5	15
4	5	5	14	4	4	4	12
4	5	5	14	4	4	4	12
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5	5	5	15	5	5	5	15
3	3	4	10	4	3	3	10
4	4	4	12	5	5	5	15
4	5	4	13	5	5	5	15

Lampiran 3 Uji Validitas

		Correlations			
		ECRM_1	ECRM_2	ECRM_3	ECRM_T
ECRM_1	Pearson Correlation	1	,590**	,410**	,787**
	Sig. (2-tailed)		,000	,000	,000
	Sum of Squares and Cross-products	52,190	33,270	25,480	110,940
	Covariance	,527	,336	,257	1,121
	N	100	100	100	100
ECRM_2	Pearson Correlation	,590**	1	,563**	,867**
	Sig. (2-tailed)	,000		,000	,000
	Sum of Squares and Cross-products	33,270	60,910	37,840	132,020
	Covariance	,336	,615	,382	1,334
	N	100	100	100	100
ECRM_3	Pearson Correlation	,410**	,563**	1	,818**
	Sig. (2-tailed)	,000	,000		,000
	Sum of Squares and Cross-products	25,480	37,840	74,160	137,480
	Covariance	,257	,382	,749	1,389
	N	100	100	100	100
ECRM_T	Pearson Correlation	,787**	,867**	,818**	1
	Sig. (2-tailed)	,000	,000	,000	

Correlations

Sum of Squares and Cross-products	110,940	132,020	137,480	380,440
Covariance	1,121	1,334	1,389	3,843
N	100	100	100	100

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

Correlations

		CS_1	CS_2	CS_3	CS_T
CS_1	Pearson Correlation	1	,577**	,345**	,794**
	Sig. (2-tailed)		,000	,000	,000
	Sum of Squares and Cross-products	29,960	16,720	11,920	58,600
	Covariance	,303	,169	,120	,592
	N	100	100	100	100
CS_2	Pearson Correlation	,577**	1	,402**	,815**
	Sig. (2-tailed)	,000		,000	,000
	Sum of Squares and Cross-products	16,720	28,040	13,440	58,200
	Covariance	,169	,283	,136	,588
	N	100	100	100	100
CS_3	Pearson Correlation	,345**	,402**	1	,766**
	Sig. (2-tailed)	,000	,000		,000
	Sum of Squares and Cross-products	11,920	13,440	39,840	65,200
	Covariance	,120	,136	,402	,659
	N	100	100	100	100
CS_T	Pearson Correlation	,794**	,815**	,766**	1
	Sig. (2-tailed)	,000	,000	,000	
	Sum of Squares and Cross-products	58,600	58,200	65,200	182,000
	Covariance	,592	,588	,659	1,838
	N	100	100	100	100

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

Correlations

		CT_1	CT_2	CT_3	CT_T
CT_1	Pearson Correlation	1	,770**	,458**	,887**
	Sig. (2-tailed)		,000	,000	,000
	Sum of Squares and Cross-products	46,110	35,750	18,900	100,760
	Covariance	,466	,361	,191	1,018
	N	100	100	100	100
CT_2	Pearson Correlation	,770**	1	,493**	,900**
	Sig. (2-tailed)	,000		,000	,000
	Sum of Squares and Cross-products	35,750	46,750	20,500	103,000
	Covariance	,361	,472	,207	1,040
	N	100	100	100	100
CT_3	Pearson Correlation	,458**	,493**	1	,750**
	Sig. (2-tailed)	,000	,000		,000
	Sum of Squares and Cross-products	18,900	20,500	37,000	76,400
	Covariance	,191	,207	,374	,772
	N	100	100	100	100
CT_T	Pearson Correlation	,887**	,900**	,750**	1
	Sig. (2-tailed)	,000	,000	,000	
	Sum of Squares and Cross-products	100,760	103,000	76,400	280,160
	Covariance	1,018	1,040	,772	2,830
	N	100	100	100	100

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

Correlations

		CR_1	CR_2	CR_3	CR_T
CR_1	Pearson Correlation	1	,798**	,767**	,913**
	Sig. (2-tailed)		,000	,000	,000
	Sum of Squares and Cross-products	35,710	31,110	32,730	99,550
	Covariance	,361	,314	,331	1,006
	N	100	100	100	100
CR_2	Pearson Correlation	,798**	1	,815**	,938**

	Sig. (2-tailed)	,000		,000	,000
	Sum of Squares and Cross-products	31,110	42,510	37,930	111,550
	Covariance	,314	,429	,383	1,127
	N	100	100	100	100
CR_3	Pearson Correlation	,767**	,815**	1	,934**
	Sig. (2-tailed)	,000	,000		,000
	Sum of Squares and Cross-products	32,730	37,930	50,990	121,650
	Covariance	,331	,383	,515	1,229
	N	100	100	100	100
CR_T	Pearson Correlation	,913**	,938**	,934**	1
	Sig. (2-tailed)	,000	,000	,000	
	Sum of Squares and Cross-products	99,550	111,550	121,650	332,750
	Covariance	1,006	1,127	1,229	3,361
	N	100	100	100	100

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

Lampiran 4 Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
,762	3

Reliability Statistics

Cronbach's Alpha	N of Items
,694	3

Reliability Statistics

Cronbach's Alpha	N of Items
,805	3

Reliability Statistics

Cronbach's Alpha	N of Items
,918	3

Lampiran 5 Multikolinier

Coefficients^a

Collinearity Statistics	
Tolerance	VIF
,826	1,211
,921	1,085
,888	1,127

a. Dependent Variable: Customer Retention

Lampiran 6 Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,45145018
Most Extreme Differences	Absolute	,099
	Positive	,076
	Negative	-,099
Test Statistic		,099
Asymp. Sig. (2-tailed)		,017 ^c
Monte Carlo Sig. (2-tailed) Sig.		,255 ^d
	99% Confidence Interval	
	Lower Bound	,243
	Upper Bound	,266

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 926214481.

Lampiran 7 Heterokedasitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,689	1,124		,613	,541
Electronic customer relationship managemen	-,022	,056	-,043	-,387	,699
Customer Satisfaction	,010	,076	,013	,126	,900
Customer Trust	,039	,063	,067	,616	,539

a. Dependent Variable: ABS_RES

Lampiran 8 Uji Regresi

REGRESI TAHAP 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,280 ^a	,079	,069	1,308

a. Predictors: (Constant), Electronic customer relationship managemen

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	10,132	,727		13,941	,000		
Electronic customer relationship managemen	,194	,067	,280	2,893	,005	1,000	1,000

a. Dependent Variable: Customer Satisfaction

REGRESI TAHAP 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,335 ^a	,112	,103	1,593

a. Predictors: (Constant), Electronic customer relationship managemen

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	9,652	,885		10,906	,000		
Electronic customer relationship managemen	,288	,082	,335	3,524	,001	1,000	1,000

a. Dependent Variable: Customer Trust

REGRESI TAHAP 3

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,611 ^a	,373	,354	1,474

a. Predictors: (Constant), Customer Trust, Customer Satisfaction, Electronic customer relationship managemen

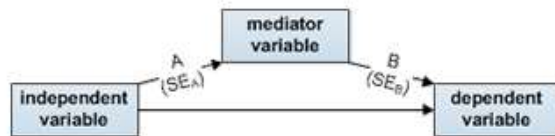
b. Dependent Variable: Customer Retention

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,699	1,674		1,613	,110		
Electronic customer relationship managemen	,071	,083	,075	,848	,398	,826	1,211
Customer Satisfaction	,081	,114	,060	,711	,479	,921	1,085
Customer Trust	,622	,093	,571	6,654	,000	,888	1,127

a. Dependent Variable: Customer Retention

Lampiran 8 Sobel Test



A:

B:

SE_A:

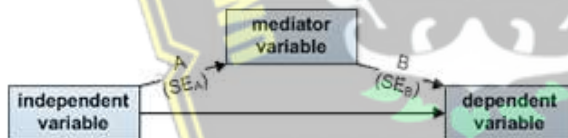
SE_B:

Calculate!

Sobel test statistic: 0.88320451

One-tailed probability: 0.18856289

Two-tailed probability: 0.37712579



A:

B:

SE_A:

SE_B:

Calculate!

Sobel test statistic: 3.53658482

One-tailed probability: 0.00020267

Two-tailed probability: 0.00040534