

## **BAB V**

### **PENUTUP**

#### **A. Kesimpulan**

Berdasarkan hasil penelitian dan pembahasan mengenai Pengaruh Kualitas Produk (X1), Harga (X2), dan Kualitas Pelayanan (X3) terhadap Keputusan Pembelian (Y) di Aplikasi Lazada, maka kesimpulan dari penelitian ini adalah sebagai berikut:

1. Terdapat pengaruh signifikan variabel kualitas produk terhadap keputusan pembelian pada Aplikasi Lazada, dari hasil perhitungan diperoleh nilai t hitung sebesar  $3,821 > \text{nilai } t \text{ tabel } 1,98498$
2. Terdapat pengaruh signifikan variabel harga terhadap keputusan pembelian pada aplikasi Lazada, dari hasil perhitungan diperoleh nilai t hitung sebesar  $2,211 > \text{nilai } t \text{ tabel } 1,98498$
3. Terdapat pengaruh signifikan variabel kualitas pelayanan terhadap keputusan pembelian pada aplikasi Lazada, dari hasil perhitungan diperoleh nilai t hitung sebesar  $2,242 > \text{nilai } t \text{ tabel } 1,98498$
4. Kualitas produk, harga, dan kualitas pelayanan secara simultan terhadap keputusan pembelian di Aplikasi Lazada. Hal ini dibuktikan bahwa kualitas produk, harga, dan kualitas pelayanan memiliki nilai F tabel  $2.70 < F \text{ hitung } 19,124$  dan nilai signifikansi lebih kecil dari  $\alpha = 0,05$  ( $0,000 < 0,05$ )

Dengan demikian dapat disimpulkan dari hasil analisis pengaruh kualitas pelayanan terhadap keputusan pembelian  $H_0$  ditolak dan  $H_a$  diterima.

## **B. Implikasi**

Implikasi dari penelitian ini terdiri dari implikasi teoritis, implikasi manajerial, dan implikasi metodologi dengan berikut penjelasannya:

### **1. Implikasi Teoritis**

- a. Kualitas produk memiliki pengaruh positif terhadap keputusan pembelian konsumen, karena ketika semua dimensi kualitas ada dalam suatu produk artinya manfaat yang diberikan oleh produk tersebut pasti akan sesuai dengan kebutuhan dan keinginan konsumen yang akhirnya berdampak pada keputusan pembelian.
- b. Harga merupakan cara membedakan penawaran dari pada pesaingannya. Harga menjadi hal paling terpenting dalam proses keputusan pembelian sehingga harga menjadi pertimbangan bagi konsumen, harga menarik yang diberikan akan mendorong para pelanggan untuk meningkatkan produktivitasnya untuk menggunakan produk.
- c. Kualitas pelayanan turut memiliki pengaruh positif dari sudut pandang konsumen. Kualitas pelayanan berfungsi memberikan kepuasan dan perasaan nyaman kepada konsumen sebesar mungkin. Terlepas konsumen bisa menerima dengan baik atau tidak, pengelola usaha memiliki kewajiban menjaga kepuasan tersebut sesuai dengan fungsi kualitas pelayanan.

## **2. Implikasi Manejerial**

Berdasarkan hasil penelitian telah teruji bahwa kualitas produk, harga, dan kualitas pelayanan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian konsumen pada aplikasi Lazada baik secara parsial maupun simultan. Penelitian ini menunjukkan bahwa variabel-variabel tersebut memiliki pengaruh penting bagi pihak manajerial untuk meningkatkan perhatian terhadap permasalahan keputusan pembelian konsumen dengan pengembangan dan menjaga kualitas produk dengan baik, harga yang lebih bersaing dengan kompetitor lainnya, dan memberikan kualitas pelayanan yang cepat tanggap dalam melayani konsumen.

## **3. Implikasi Teoritis**

Pada implikasi metodologi, penulis menguraikan teknik yang digunakan dalam penelitian. Penulis menggunakan metode kuantitatif dengan alat uji analisis regresi linear berganda, analisis statistik deskriptif, uji asumsi klasik, uji t, dan uji F dengan menggunakan data berupa angka-angka yang diolah kembali oleh peneliti. Data yang sudah diolah menghasilkan jawaban atas permasalahan dalam penelitian yang didukung dengan beberapa teori yang sudah dicantumkan.

## **C. Saran**

Hasil penelitian yang telah dilakukan dapat dijadikan sebagai pedoman bagi peneliti selanjutnya untuk mengembangkan dan menguji

secara lebih baik lagi. Maka dari itu penulis memberikan saran sebagai berikut:

### **1. Bagi Perusahaan Lazada**

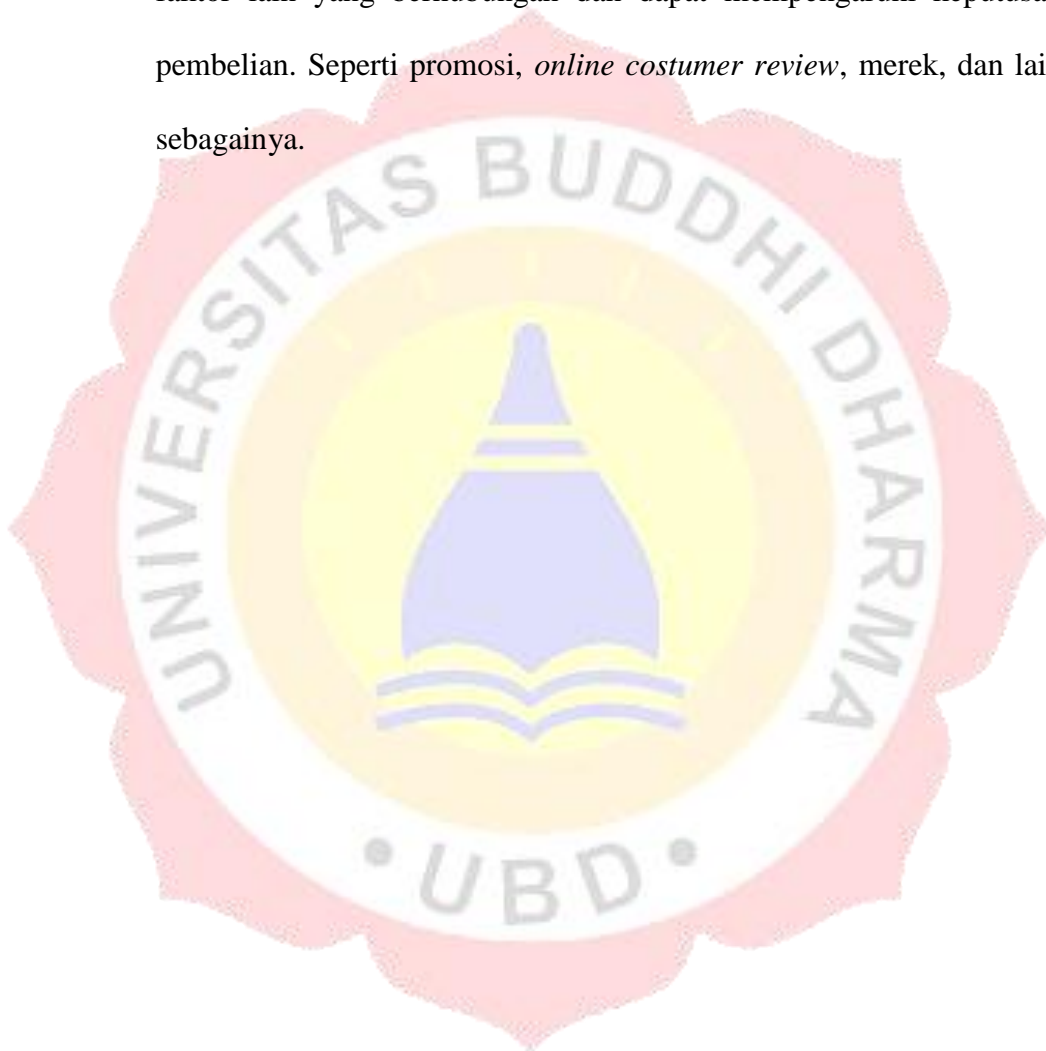
Bagi *marketplace* Lazada untuk kualitas produk, harga, dan kualitas pelayanan merupakan faktor yang berpengaruh terhadap keputusan pembelian. *Marketplace* Lazada perlu meningkatkan kinerja dengan cara memperketat penjual yang ingin memasarkan produknya di Lazada dari segi kualitas produk, harga, dan kualitas pelayanan konsumen mayoritas akan melihat dan mempertimbangkan membeli produk tersebut jika kualitas produknya bagus dan sesuai dengan yang diharapkan konsumen, harga yang terjangkau maupun murah, serta kualitas pelayanan yang tanggap maupun cepat. Apabila terdapat penjual yang mendapatkan mayoritas penilaian buruk maka pihak Lazada dapat melakukan tindakan dengan cara menonaktifkan akun penjual yang bermasalah.

### **2. Bagi Penjual**

Untuk penjual yang akan membuka toko di Aplikasi Lazada, penjual harus mempersiapkan kualitas produk yang memadai, harga yang dapat digapai konsumen, maupun kualitas pelayanan yang baik agar ketika konsumen ingin membeli produk di toko tersebut penjual dapat mempersiapkan maupun menjelaskan hal yang dibutuhkan oleh konsumen.

### 3. Bagi Peneliti Selanjutnya

Karena dalam penelitian ini semua hasil variabel sudah berpengaruh dan signifikan terhadap keputusan pembelian, maka penulis menyarankan bagi peneliti selanjutnya untuk meneliti faktor-faktor lain yang berhubungan dan dapat mempengaruhi keputusan pembelian. Seperti promosi, *online customer review*, merek, dan lain sebagainya.



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### Riwayat Pendidikan

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## LAMPIRAN TABEL

### Lampiran 1 Data tabel SPSS

**Tabel IV.1 Data Responden Berdasarkan Jenis Kelamin**

|       |             | Jenis Kelamin |         |               | Cumulative |
|-------|-------------|---------------|---------|---------------|------------|
|       |             | Frequency     | Percent | Valid Percent | Percent    |
| Valid | Laki - Laki | 38            | 38.0    | 38.0          | 38.0       |
|       | Perempuan   | 62            | 62.0    | 62.0          | 100.0      |
|       | Total       | 100           | 100.0   | 100.0         |            |

**Tabel IV.2 Data Responden Berdasarkan Usia**

|       |                       | Usia      |         |               | Cumulative |
|-------|-----------------------|-----------|---------|---------------|------------|
|       |                       | Frequency | Percent | Valid Percent | Percent    |
| Valid | ≤ 25 Tahun            | 78        | 78.0    | 78.0          | 78.0       |
|       | > 25 Tahun - 30 Tahun | 6         | 6.0     | 6.0           | 84.0       |
|       | > 30 - 35 Tahun       | 5         | 5.0     | 5.0           | 89.0       |
|       | >35 - 40 Tahun        | 2         | 2.0     | 2.0           | 91.0       |
|       | > 40 Tahun            | 9         | 9.0     | 9.0           | 100.0      |
|       | Total                 | 100       | 100.0   | 100.0         |            |

**Tabel IV.3 Data Responden Berdasarkan Pendidikan Terakhir**

|       |          | Pendidikan |         |               | Cumulative |
|-------|----------|------------|---------|---------------|------------|
|       |          | Frequency  | Percent | Valid Percent | Percent    |
| Valid | SMA/SMK  | 52         | 52.0    | 52.0          | 52.0       |
|       | D1/D2/D3 | 4          | 4.0     | 4.0           | 56.0       |
|       | S1       | 44         | 44.0    | 44.0          | 100.0      |
|       | Total    | 100        | 100.0   | 100.0         |            |

## Frekuensi Pernyataan Kualitas Produk (X1)

**Tabel IV.4 Sesuai Fungsi X1.1**

### X1.1

|       |      | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 6         | 6.0     | 6.0           | 6.0                |
|       | 4.00 | 50        | 50.0    | 50.0          | 56.0               |
|       | 5.00 | 44        | 44.0    | 44.0          | 100.0              |
| Total |      | 100       | 100.0   | 100.0         |                    |

**Tabel IV.5 Jenis Kualitas Produk X1.2**

### X1.2

|       |      | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 6         | 6.0     | 6.0           | 6.0                |
|       | 4.00 | 47        | 47.0    | 47.0          | 53.0               |
|       | 5.00 | 47        | 47.0    | 47.0          | 100.0              |
| Total |      | 100       | 100.0   | 100.0         |                    |

**Tabel IV.6 Daya Tahan X1.3**

### X1.3

|       |      | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 1         | 1.0     | 1.0           | 1.0                |
|       | 3.00 | 7         | 7.0     | 7.0           | 8.0                |
|       | 4.00 | 51        | 51.0    | 51.0          | 59.0               |
|       | 5.00 | 41        | 41.0    | 41.0          | 100.0              |
| Total |      | 100       | 100.0   | 100.0         |                    |

**Tabel IV.7 Jaminan Produk X1.4**

|       |      | <b>X1.4</b> |         |               |                    |
|-------|------|-------------|---------|---------------|--------------------|
|       |      | Frequency   | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 | 1           | 1.0     | 1.0           | 1.0                |
|       | 3.00 | 11          | 11.0    | 11.0          | 12.0               |
|       | 4.00 | 38          | 38.0    | 38.0          | 50.0               |
|       | 5.00 | 50          | 50.0    | 50.0          | 100.0              |
| Total |      | 100         | 100.0   | 100.0         |                    |

**Tabel IV.8 Sesuai Permintaan X1.5**

|       |      | <b>X1.5</b> |         |               |                    |
|-------|------|-------------|---------|---------------|--------------------|
|       |      | Frequency   | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 | 1           | 1.0     | 1.0           | 1.0                |
|       | 3.00 | 10          | 10.0    | 10.0          | 11.0               |
|       | 4.00 | 36          | 36.0    | 36.0          | 47.0               |
|       | 5.00 | 53          | 53.0    | 53.0          | 100.0              |
| Total |      | 100         | 100.0   | 100.0         |                    |

**Tabel IV.9 Sesuai Keinginan Konsumen X1.6**

|       |      | <b>X1.6</b> |         |               |                    |
|-------|------|-------------|---------|---------------|--------------------|
|       |      | Frequency   | Percent | Valid Percent | Cumulative Percent |
| Valid | 3.00 | 16          | 16.0    | 16.0          | 16.0               |
|       | 4.00 | 43          | 43.0    | 43.0          | 59.0               |
|       | 5.00 | 41          | 41.0    | 41.0          | 100.0              |
| Total |      | 100         | 100.0   | 100.0         |                    |

**Tabel IV.10 Ukuran Produk X1.7**

**X1.7**

|       |      | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 6         | 6.0     | 6.0           | 6.0                |
|       | 4.00 | 47        | 47.0    | 47.0          | 53.0               |
|       | 5.00 | 47        | 47.0    | 47.0          | 100.0              |
| Total |      | 100       | 100.0   | 100.0         |                    |

**Tabel IV.11 Karakteristik Produk X1.8**

**X1.8**

|       |      | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 9         | 9.0     | 9.0           | 9.0                |
|       | 4.00 | 49        | 49.0    | 49.0          | 58.0               |
|       | 5.00 | 42        | 42.0    | 42.0          | 100.0              |
| Total |      | 100       | 100.0   | 100.0         |                    |

**Tabel IV.12 Sampel Produk X1.9**

**X1.9**

|       |      | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 9         | 9.0     | 9.0           | 9.0                |
|       | 4.00 | 44        | 44.0    | 44.0          | 53.0               |
|       | 5.00 | 47        | 47.0    | 47.0          | 100.0              |
| Total |      | 100       | 100.0   | 100.0         |                    |

**Tabel IV.13 Keunggulan Produk X1.10**

**X1.10**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 1         | 1.0     | 1.0           | 1.0                |
|       | 3.00  | 5         | 5.0     | 5.0           | 6.0                |
|       | 4.00  | 44        | 44.0    | 44.0          | 50.0               |
|       | 5.00  | 50        | 50.0    | 50.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Frekuensi Pernyataan Harga (X2)**

**Tabel IV.14 Daftar Harga X2.1**

**X2.1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 4         | 4.0     | 4.0           | 4.0                |
|       | 3.00  | 7         | 7.0     | 7.0           | 11.0               |
|       | 4.00  | 47        | 47.0    | 47.0          | 58.0               |
|       | 5.00  | 42        | 42.0    | 42.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.15 Perbandingan Harga X2.2**

**X2.2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 6         | 6.0     | 6.0           | 6.0                |
|       | 3.00  | 10        | 10.0    | 10.0          | 16.0               |
|       | 4.00  | 40        | 40.0    | 40.0          | 56.0               |
|       | 5.00  | 44        | 44.0    | 44.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.16 Potongan Harga X2.3**

**X2.3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 6         | 6.0     | 6.0           | 6.0                |
|       | 3.00  | 10        | 10.0    | 10.0          | 16.0               |
|       | 4.00  | 47        | 47.0    | 47.0          | 63.0               |
|       | 5.00  | 37        | 37.0    | 37.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.17 Harga Terjangkau X2.4**

**X2.4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 5         | 5.0     | 5.0           | 5.0                |
|       | 3.00  | 7         | 7.0     | 7.0           | 12.0               |
|       | 4.00  | 40        | 40.0    | 40.0          | 52.0               |
|       | 5.00  | 48        | 48.0    | 48.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.18 Harga Murah X2.5**

**X2.5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 6         | 6.0     | 6.0           | 6.0                |
|       | 3.00  | 8         | 8.0     | 8.0           | 14.0               |
|       | 4.00  | 49        | 49.0    | 49.0          | 63.0               |
|       | 5.00  | 37        | 37.0    | 37.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.19 Harga Bersaing X2.6**

**X2.6**

|       |      | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 5         | 5.0     | 5.0           | 5.0                |
|       | 3.00 | 3         | 3.0     | 3.0           | 8.0                |
|       | 4.00 | 44        | 44.0    | 44.0          | 52.0               |
|       | 5.00 | 48        | 48.0    | 48.0          | 100.0              |
| Total |      | 100       | 100.0   | 100.0         |                    |

**Tabel IV.20 Harga Sesuai Kualitas Produk X2.7**

**X2.7**

|       |      | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 7         | 7.0     | 7.0           | 7.0                |
|       | 3.00 | 4         | 4.0     | 4.0           | 11.0               |
|       | 4.00 | 43        | 43.0    | 43.0          | 54.0               |
|       | 5.00 | 46        | 46.0    | 46.0          | 100.0              |
| Total |      | 100       | 100.0   | 100.0         |                    |

**Tabel IV.21 Kemudahan Bertransaksi X2.8**

**X2.8**

|       |      | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 6         | 6.0     | 6.0           | 6.0                |
|       | 3.00 | 2         | 2.0     | 2.0           | 8.0                |
|       | 4.00 | 48        | 48.0    | 48.0          | 56.0               |
|       | 5.00 | 44        | 44.0    | 44.0          | 100.0              |
| Total |      | 100       | 100.0   | 100.0         |                    |



**Tabel IV.22 Fasilitas Pembayaran X2.9**

**X2.9**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 4         | 4.0     | 4.0           | 4.0                |
|       | 3.00  | 6         | 6.0     | 6.0           | 10.0               |
|       | 4.00  | 42        | 42.0    | 42.0          | 52.0               |
|       | 5.00  | 48        | 48.0    | 48.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.23 Jangka Waktu Pembayaran X2.10**

**X2.10**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 1         | 1.0     | 1.0           | 1.0                |
|       | 3.00  | 1         | 1.0     | 1.0           | 2.0                |
|       | 4.00  | 50        | 50.0    | 50.0          | 52.0               |
|       | 5.00  | 48        | 48.0    | 48.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Uji Frekuensi Kualitas Pelayanan (X3)**

**Tabel IV.24 Komunikasi X3.1**

**X3.1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 1         | 1.0     | 1.0           | 1.0                |
|       | 2.00  | 15        | 15.0    | 15.0          | 16.0               |
|       | 3.00  | 2         | 2.0     | 2.0           | 18.0               |
|       | 4.00  | 41        | 41.0    | 41.0          | 59.0               |
|       | 5.00  | 41        | 41.0    | 41.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.25 Komunikasi X3.2**

**X3.2**

|       |      | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1         | 1.0     | 1.0           | 1.0                |
|       | 2.00 | 15        | 15.0    | 15.0          | 16.0               |
|       | 3.00 | 6         | 6.0     | 6.0           | 22.0               |
|       | 4.00 | 37        | 37.0    | 37.0          | 59.0               |
|       | 5.00 | 41        | 41.0    | 41.0          | 100.0              |
| Total |      | 100       | 100.0   | 100.0         |                    |

**Tabel IV.26 Kelengkapan Informasi X3.3**

**X3.3**

|       |      | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 2         | 2.0     | 2.0           | 2.0                |
|       | 2.00 | 11        | 11.0    | 11.0          | 13.0               |
|       | 3.00 | 11        | 11.0    | 11.0          | 24.0               |
|       | 4.00 | 42        | 42.0    | 42.0          | 66.0               |
|       | 5.00 | 34        | 34.0    | 34.0          | 100.0              |
| Total |      | 100       | 100.0   | 100.0         |                    |

**Tabel IV.27 Kecepatan Layanan X3.4**

**X3.4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 17        | 17.0    | 17.0          | 17.0               |
|       | 3.00  | 9         | 9.0     | 9.0           | 26.0               |
|       | 4.00  | 31        | 31.0    | 31.0          | 57.0               |
|       | 5.00  | 43        | 43.0    | 43.0          | 100.0              |
|       | Total |           | 100     | 100.0         | 100.0              |

**Tabel IV.28 Layanan Yang Sesuai X3.5**

**X3.5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 16        | 16.0    | 16.0          | 16.0               |
|       | 3.00  | 8         | 8.0     | 8.0           | 24.0               |
|       | 4.00  | 35        | 35.0    | 35.0          | 59.0               |
|       | 5.00  | 41        | 41.0    | 41.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.29 Tanggapan Atas Keluhan X3.6**

**X3.6**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 17        | 17.0    | 17.0          | 17.0               |
|       | 3.00  | 5         | 5.0     | 5.0           | 22.0               |
|       | 4.00  | 47        | 47.0    | 47.0          | 69.0               |
|       | 5.00  | 31        | 31.0    | 31.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.30 Kesopanan Pegawai X3.7**

**X3.7**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 16        | 16.0    | 16.0          | 16.0               |
|       | 3.00  | 10        | 10.0    | 10.0          | 26.0               |
|       | 4.00  | 33        | 33.0    | 33.0          | 59.0               |
|       | 5.00  | 41        | 41.0    | 41.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.31 Keramahan Pegawai X3.8**

**X3.8**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 13        | 13.0    | 13.0          | 13.0               |
|       | 3.00  | 11        | 11.0    | 11.0          | 24.0               |
|       | 4.00  | 32        | 32.0    | 32.0          | 56.0               |
|       | 5.00  | 44        | 44.0    | 44.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.32 Kemampuan Memahami Konsumen X3.9**

**X3.9**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 3         | 3.0     | 3.0           | 3.0                |
|       | 2.00  | 5         | 5.0     | 5.0           | 8.0                |
|       | 3.00  | 8         | 8.0     | 8.0           | 16.0               |
|       | 4.00  | 44        | 44.0    | 44.0          | 60.0               |
|       | 5.00  | 40        | 40.0    | 40.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.33 Pemberian Respon Positif X3.10**

**X3.10**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 1         | 1.0     | 1.0           | 1.0                |
|       | 2.00  | 10        | 10.0    | 10.0          | 11.0               |
|       | 3.00  | 6         | 6.0     | 6.0           | 17.0               |
|       | 4.00  | 42        | 42.0    | 42.0          | 59.0               |
|       | 5.00  | 41        | 41.0    | 41.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

## Uji Frekuensi Keputusan Pembelian

**Tabel IV.34 Kebutuhan Y.1**

**Y.1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 3         | 3.0     | 3.0           | 3.0                |
|       | 3.00  | 6         | 6.0     | 6.0           | 9.0                |
|       | 4.00  | 47        | 47.0    | 47.0          | 56.0               |
|       | 5.00  | 44        | 44.0    | 44.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.35 Pelayanan Yang Baik Y.2**

**Y.2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 1         | 1.0     | 1.0           | 1.0                |
|       | 3.00  | 7         | 7.0     | 7.0           | 8.0                |
|       | 4.00  | 39        | 39.0    | 39.0          | 47.0               |
|       | 5.00  | 53        | 53.0    | 53.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.36 Manfaat Produk Y.3**

**Y.3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00  | 1         | 1.0     | 1.0           | 1.0                |
|       | 2.00  | 4         | 4.0     | 4.0           | 5.0                |
|       | 3.00  | 4         | 4.0     | 4.0           | 9.0                |
|       | 4.00  | 40        | 40.0    | 40.0          | 49.0               |
|       | 5.00  | 51        | 51.0    | 51.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.37 Memahami Pelanggan Y.4**

|       |      | <b>Y.4</b> |         |               |                    |
|-------|------|------------|---------|---------------|--------------------|
|       |      | Frequency  | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 | 4          | 4.0     | 4.0           | 4.0                |
|       | 3.00 | 3          | 3.0     | 3.0           | 7.0                |
|       | 4.00 | 32         | 32.0    | 32.0          | 39.0               |
|       | 5.00 | 61         | 61.0    | 61.0          | 100.0              |
| Total |      | 100        | 100.0   | 100.0         |                    |

**Tabel IV.38 Pengalaman Sendiri Y.5**

|       |      | <b>Y.5</b> |         |               |                    |
|-------|------|------------|---------|---------------|--------------------|
|       |      | Frequency  | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 | 2          | 2.0     | 2.0           | 2.0                |
|       | 3.00 | 3          | 3.0     | 3.0           | 5.0                |
|       | 4.00 | 37         | 37.0    | 37.0          | 42.0               |
|       | 5.00 | 58         | 58.0    | 58.0          | 100.0              |
| Total |      | 100        | 100.0   | 100.0         |                    |

**Tabel IV.39 Jumlah Pembelian Y.6**

|       |      | <b>Y.6</b> |         |               |                    |
|-------|------|------------|---------|---------------|--------------------|
|       |      | Frequency  | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 | 3          | 3.0     | 3.0           | 3.0                |
|       | 3.00 | 4          | 4.0     | 4.0           | 7.0                |
|       | 4.00 | 34         | 34.0    | 34.0          | 41.0               |
|       | 5.00 | 59         | 59.0    | 59.0          | 100.0              |
| Total |      | 100        | 100.0   | 100.0         |                    |

**Tabel IV.40 Waktu Y.7**

**Y.7**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 4         | 4.0     | 4.0           | 4.0                |
|       | 3.00  | 2         | 2.0     | 2.0           | 6.0                |
|       | 4.00  | 36        | 36.0    | 36.0          | 42.0               |
|       | 5.00  | 58        | 58.0    | 58.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.41 Informasi Y.8**

**Y.8**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 3         | 3.0     | 3.0           | 3.0                |
|       | 3.00  | 2         | 2.0     | 2.0           | 5.0                |
|       | 4.00  | 43        | 43.0    | 43.0          | 48.0               |
|       | 5.00  | 52        | 52.0    | 52.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.42 Kepuasan Y.9**

**Y.9**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00  | 1         | 1.0     | 1.0           | 1.0                |
|       | 3.00  | 1         | 1.0     | 1.0           | 2.0                |
|       | 4.00  | 46        | 46.0    | 46.0          | 48.0               |
|       | 5.00  | 52        | 52.0    | 52.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Tabel IV.43 Ketersediaan Produk Y.10**

|       |       | Y.10      |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00  | 2         | 2.0     | 2.0           | 2.0                |
|       | 3.00  | 1         | 1.0     | 1.0           | 3.0                |
|       | 4.00  | 45        | 45.0    | 45.0          | 48.0               |
|       | 5.00  | 52        | 52.0    | 52.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Uji Validitas Dan Reliabilitas**

**Tabel IV.44 Uji Validitas Kualitas Produk (X1)**

| Item-Total Statistics |                            |                                |                                  |                              |                                  |
|-----------------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
|                       | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| X1.1                  | 39.3100                    | 15.913                         | .478                             | .317                         | .848                             |
| X1.2                  | 39.2800                    | 16.143                         | .422                             | .259                         | .852                             |
| X1.3                  | 39.3700                    | 14.922                         | .641                             | .490                         | .834                             |
| X1.4                  | 39.3200                    | 15.210                         | .504                             | .304                         | .846                             |
| X1.5                  | 39.2800                    | 14.810                         | .592                             | .397                         | .838                             |
| X1.6                  | 39.4400                    | 14.714                         | .607                             | .433                         | .837                             |
| X1.7                  | 39.2800                    | 15.052                         | .670                             | .486                         | .832                             |
| X1.8                  | 39.3600                    | 15.687                         | .489                             | .301                         | .847                             |
| X1.9                  | 39.3100                    | 14.782                         | .674                             | .494                         | .831                             |
| X1.10                 | 39.2600                    | 15.528                         | .520                             | .404                         | .844                             |

**Tabel IV.45 Uji Reliabilitas Kualitas Produk (X1)**

| Reliability Statistics |  |            |
|------------------------|--|------------|
| Cronbach's Alpha       | Cronbach's Alpha Based on Standardized Items | N of Items |
| .855                   | .855   | 10         |



**Tabel IV.46 Uji Validitas Harga (X2)**

| <b>Item-Total Statistics</b> |                               |                                   |                                      |                                    |  |
|------------------------------|-------------------------------|-----------------------------------|--------------------------------------|------------------------------------|--|
|                              | Scale Mean if<br>Item Deleted | Scale Variance if<br>Item Deleted | Corrected Item-<br>Total Correlation | Squared<br>Multiple<br>Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
| X2.1                         | 38.5700                       | 24.712                            | .566                                 | .459                               | .870                                   |
| X2.2                         | 38.6200                       | 23.592                            | .630                                 | .569                               | .865                                   |
| X2.3                         | 38.6900                       | 23.489                            | .669                                 | .594                               | .862                                   |
| X2.4                         | 38.5300                       | 23.747                            | .654                                 | .543                               | .863                                   |
| X2.5                         | 38.6700                       | 23.678                            | .659                                 | .565                               | .863                                   |
| X2.6                         | 38.4900                       | 24.293                            | .619                                 | .589                               | .866                                   |
| X2.7                         | 38.5600                       | 23.663                            | .637                                 | .517                               | .865                                   |
| X2.8                         | 38.5400                       | 24.615                            | .560                                 | .623                               | .871                                   |
| X2.9                         | 38.5000                       | 24.212                            | .633                                 | .526                               | .865                                   |
| X2.10                        | 38.3900                       | 26.907                            | .394                                 | .276                               | .880                                   |

**Tabel IV.47 Uji Reliabilitas Harga (X2)**

| <b>Reliability Statistics</b> |   |            |
|-------------------------------|---|------------|
|                               | Cronbach's Alpha<br>Based on<br>Standardized<br>Items | N of Items |
| Cronbach's Alpha              | .855  | 10         |

**Tabel IV.48 Uji Validitas Kualitas Pelayanan (X3)**

| <b>Item-Total Statistics</b> |                               |                                   |                                      |                                 |                                     |
|------------------------------|-------------------------------|-----------------------------------|--------------------------------------|---------------------------------|-------------------------------------|
|                              | Scale Mean if<br>Item Deleted | Scale Variance if<br>Item Deleted | Corrected Item-<br>Total Correlation | Squared Multiple<br>Correlation | Cronbach's Alpha<br>if Item Deleted |
| X3.1                         | 36.2100                       | 60.592                            | .782                                 | .719                            | .943                                |
| X3.2                         | 36.2500                       | 59.260                            | .853                                 | .781                            | .940                                |
| X3.3                         | 36.3200                       | 61.088                            | .769                                 | .644                            | .944                                |
| X3.4                         | 36.2700                       | 59.310                            | .833                                 | .753                            | .941                                |
| X3.5                         | 36.2600                       | 59.790                            | .830                                 | .734                            | .941                                |
| X3.6                         | 36.3500                       | 60.755                            | .806                                 | .746                            | .942                                |
| X3.7                         | 36.2800                       | 59.557                            | .837                                 | .737                            | .941                                |
| X3.8                         | 36.2000                       | 61.333                            | .753                                 | .637                            | .945                                |
| X3.9                         | 36.1400                       | 62.303                            | .744                                 | .673                            | .945                                |
| X3.10                        | 36.1500                       | 64.068                            | .615                                 | .544                            | .950                                |

**Tabel IV.49 Uji Reliabilitas Kualitas Pelayanan (X3)**

| <b>Reliability Statistics</b>                |       |            |
|--|-------|------------|
| Cronbach's Alpha<br>Based on<br>Standardized |       |            |
| Cronbach's Alpha                             | Items | N of Items |
| .949   | .948  | 10         |

**Tabel IV.50 Uji Validitas Keputusan Pembelian (Y)**

| <b>Item-Total Statistics</b> |                               |                                   |                                      |                                 |                                     |
|------------------------------|-------------------------------|-----------------------------------|--------------------------------------|---------------------------------|-------------------------------------|
|                              | Scale Mean if<br>Item Deleted | Scale Variance if<br>Item Deleted | Corrected Item-<br>Total Correlation | Squared Multiple<br>Correlation | Cronbach's Alpha<br>if Item Deleted |
| Y.1                          | 40.1800                       | 15.725                            | .357                                 | .354                            | .813                                |
| Y.2                          | 40.0600                       | 15.208                            | .503                                 | .415                            | .797                                |
| Y.3                          | 40.1400                       | 14.788                            | .447                                 | .548                            | .805                                |
| Y.4                          | 40.0000                       | 14.020                            | .666                                 | .694                            | .777                                |
| Y.5                          | 39.9900                       | 14.899                            | .582                                 | .603                            | .789                                |
| Y.6                          | 40.0100                       | 14.616                            | .576                                 | .528                            | .788                                |
| Y.7                          | 40.0200                       | 14.747                            | .536                                 | .552                            | .793                                |
| Y.8                          | 40.0600                       | 15.754                            | .380                                 | .541                            | .810                                |
| Y.9                          | 40.0100                       | 15.949                            | .436                                 | .527                            | .804                                |
| Y.10                         | 40.0300                       | 15.524                            | .481                                 | .502                            | .799                                |

**Tabel IV.51 Uji Reliabilitas Keputusan Pembelian (Y)**

| <b>Reliability Statistics</b>                |       |            |
|--|-------|------------|
| Cronbach's Alpha<br>Based on<br>Standardized |       |            |
| Cronbach's Alpha                             | Items | N of Items |
| .814   | .816  | 10         |

**Tabel IV.52 Uji Kolmogorov – Smirnov**

**One-Sample Kolmogorov-Smirnov Test**

|                                  |                | Unstandardized<br>Residual |
|----------------------------------|----------------|----------------------------|
| N                                |                | 100                        |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                   |
|                                  | Std. Deviation | 3.38379930                 |
| Most Extreme Differences         | Absolute       | .111                       |
|                                  | Positive       | .106                       |
|                                  | Negative       | -.111                      |
| Test Statistic                   |                | .111                       |
| Asymp. Sig. (2-tailed)           |                | .100 <sup>c</sup>          |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 10000 sampled tables with starting seed 2000000.

**Tabel IV.53 Uji Multikolinieritas**

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

| Model |                       | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|-----------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |                       | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant)            | 17.210                      | 3.725      |                           | 4.620 | .000 |                         |       |
|       | KUALITAS_<br>PRODUK   | .357                        | .093       | .359                      | 3.821 | .000 | .737                    | 1.358 |
|       | HARGA                 | .179                        | .081       | .228                      | 2.211 | .029 | .615                    | 1.627 |
|       | KUALITAS_<br>PELAYANA | .100                        | .045       | .202                      | 2.242 | .027 | .803                    | 1.246 |
| N     |                       |                             |            |                           |       |      |                         |       |

a. Dependent Variable: KEPUTUSAN\_PEMBELIAN

**Tabel IV.54 Hasil Analisis Regresi Linear Berganda**

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

| Model |                   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |                   | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant)        | 17.210                      | 3.725      |                           | 4.620 | .000 |                         |       |
|       | KUALITAS_PRODUK   | .357                        | .093       | .359                      | 3.821 | .000 | .737                    | 1.358 |
|       | HARGA             | .179                        | .081       | .228                      | 2.211 | .029 | .615                    | 1.627 |
|       | KUALITAS_PELAYANA | .100                        | .045       | .202                      | 2.242 | .027 | .803                    | 1.246 |
| N     |                   |                             |            |                           |       |      |                         |       |

a. Dependent Variable: KEPUTUSAN\_PEMBELIAN

**Tabel IV.55 Hasil Statistik Uji t**

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

| Model |                   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |                   | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant)        | 17.210                      | 3.725      |                           | 4.620 | .000 |                         |       |
|       | KUALITAS_PRODUK   | .357                        | .093       | .359                      | 3.821 | .000 | .737                    | 1.358 |
|       | HARGA             | .179                        | .081       | .228                      | 2.211 | .029 | .615                    | 1.627 |
|       | KUALITAS_PELAYANA | .100                        | .045       | .202                      | 2.242 | .027 | .803                    | 1.246 |
| N     |                   |                             |            |                           |       |      |                         |       |

a. Dependent Variable: KEPUTUSAN\_PEMBELIAN

**Tabel IV.56 Hasil Uji Statistik F**

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 677.440        | 3  | 225.813     | 19.124 | .000 <sup>b</sup> |
|       | Residual   | 1133.560       | 96 | 11.808      |        |                   |
|       | Total      | 1811.000       | 99 |             |        |                   |

a. Dependent Variable: KEPUTUSAN\_PEMBELIAN

b. Predictors: (Constant), KUALITAS\_PELAYANAN, KUALITAS\_PRODUK, HARGA

**Tabel IV.57 Uji *Adjusted R*<sup>2</sup>**

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

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .612 <sup>a</sup> | .374     | .355              | 3.43626                    |

a. Predictors: (Constant), KUALITAS\_PELAYANAN, KUALITAS\_PRODUK, HARGA

b. Dependent Variable: KEPUTUSAN\_PEMBELIAN



## Lampiran 2 Kuesioner Penelitian

### KUESIONER PENELITIAN

Kepada

Yth. Bapak/Ibu

Di Tempat

Dengan hormat,

Perkenalkan nama saya Dalvin Kristian Mahasiswa Universitas Buddhi Dharma Tangerang. Sehubungan dengan penyusunan tugas akhir (skripsi) saya dengan judul **“Pengaruh Kualitas Produk, Harga, dan Kualitas Pelayanan terhadap Keputusan Pembelian di Aplikasi Lazada (Studi Kasus Pada Konsumen Pengguna Aplikasi Lazada)**, saya bermaksud untuk memohon kesediaan Bapak/Ibu untuk mengisi kuesioner berikut ini dengan sejujur-jujurnya sesuai dengan pendapat masing-masing.

Jawaban yang Bapak/Ibu berikan hanya akan dipergunakan untuk kepentingan akademis dan dijaga kerahasiaannya. Atas waktu, perhatian, dan bantuan yang telah diberikan Bapak/Ibu untuk mengisi kuesioner ini, saya ucapkan terima kasih.

#### A. Petunjuk Pengisian

1. Kuesioner ini terdiri dari beberapa bagian, yaitu data responden, pernyataan mengenai kualitas produk, harga, kualitas pelayanan, dan keputusan pembelian.

2. Bapak/Ibu cukup memilih salah satu jawaban dengan memberikan tanda *checklist* (√) pada kolom yang tersedia.
3. Ada lima alternatif jawaban yang dapat dipilih dengan keterangan jawaban sebagai berikut:

STS = Sangat Tidak Setuju

TS = Tidak Setuju

KS = Kurang Setuju

S = Setuju

SS = Sangat Setuju

#### B. Data Responden

1. Nama :
2. Jenis Kelamin :  Laki – laki  Perempuan
3. Usia :  ≤ 25 Tahun  > 35 – 40 Tahun  
 > 25 – 30 Tahun  > 40 Tahun  
 > 30 – 35 Tahun
4. Pendidikan Terakhir :  SD  D1/D2/D3  
 SMP  S1  
 SMA/SMK  S2



### 1. Kuesioner Tentang Kualitas Produk (X1)

| NO. | PERNYATAAN  | STS | TS | KS | S | SS |
|-----|---|-----|----|----|---|----|
| 1   | Lazada menawarkan produk sesuai dengan fungsi yang diinginkan konsumen.         |     |    |    |   |    |
| 2   | Lazada memiliki karakteristik produk dengan bahan dasar yang berkualitas.       |     |    |    |   |    |
| 3   | Lazada mereferensikan produk sesuai dengan permintaan konsumen.                 |     |    |    |   |    |
| 4   | Lazada memiliki keunggulan produk dibandingkan kompetitor.                      |     |    |    |   |    |
| 5   | Lazada menjual produk sesuai dengan permintaan konsumen.                        |     |    |    |   |    |
| 6   | Kualitas produk lazada sesuai dengan keinginan konsumen.                        |     |    |    |   |    |
| 7   | Lazada memberikan ukuran produk yang sesuai dengan permintaan konsumen.         |     |    |    |   |    |
| 8   | Lazada menawarkan jenis kualitas produk yang sesuai dengan permintaan konsumen. |     |    |    |   |    |
| 9   | Lazada memiliki daya tahan produk yang diharapkan konsumen.                     |     |    |    |   |    |
| 10  | Lazada selalu memberikan jaminan produk pada konsumen.                          |     |    |    |   |    |

## 2. Kuesioner Tentang Harga (X2)

| NO. | PERNYATAAN  | STS | TS | KS | S | SS |
|-----|---|-----|----|----|---|----|
| 1   | Daftar harga yang dimiliki Lazada bervariasi menurut ukurannya.                   |     |    |    |   |    |
| 2   | Pemberian diskon dilakukan oleh Lazada dengan syarat dan ketentuan berlaku.       |     |    |    |   |    |
| 3   | Potongan harga diberikan kepada konsumen Lazada jika membeli dengan jumlah besar. |     |    |    |   |    |
| 4   | Lazada memberikan harga yang relatif murah.                                       |     |    |    |   |    |
| 5   | Lazada memiliki harga yang terjangkau.  |     |    |    |   |    |
| 6   | Lazada memiliki harga yang mampu bersaing dengan peralatan lainnya.               |     |    |    |   |    |
| 7   | Lazada selalu memberikan harapan dalam kesesuaian harga kepada konsumen.          |     |    |    |   |    |
| 8   | Harga dan merek sesuai dengan keinginan konsumen Lazada.                          |     |    |    |   |    |
| 9   | Lazada memudahkan konsumen saat proses pembayaran kepada konsumen.                |     |    |    |   |    |
| 10  | Informasi harga yang akurat selalu diberikan Lazada kepada setiap konsumen.       |     |    |    |   |    |

### 3. Kuesioner Tentang Kualitas Pelayanan (X3)

| No | PERNYATAAN   | STS | TS | KS | S | SS |
|----|--|-----|----|----|---|----|
| 1  | Lazada memberikan komunikasi yang baik kepada konsumen sehingga memberikan kesan positif.                |     |    |    |   |    |
| 2  | Pelayanan yang diberikan Lazada tepat waktu.   |     |    |    |   |    |
| 3  | Lazada memberikan informasi yang lengkap kepada konsumen.  |     |    |    |   |    |
| 4  | Lazada memberikan layanan yang cepat dan tanggap kepada konsumen.  |     |    |    |   |    |
| 5  | Lazada selalu memberikan pelayanan yang sesuai atas kebutuhan yang diinginkan konsumen.                  |     |    |    |   |    |
| 6  | Lazada selalu memaksimalkan agar selalu tanggap atas keluhan konsumen.                                   |     |    |    |   |    |
| 7  | Pelayanan dan perilaku yang diberikan oleh Lazada selalu sopan terhadap konsumen.                        |     |    |    |   |    |
| 8  | Perilaku ramah adalah bagian dari pelayanan Lazada.  |     |    |    |   |    |
| 9  | Lazada selalu berusaha untuk memahami apa yang menjadi kemauan konsumen.                                 |     |    |    |   |    |
| 10 | Lazada selalu ingin memberikan kesan baik dengan merespon secara positif tanggapan dan keluhan konsumen. |     |    |    |   |    |

#### 4. Kuesioner Tentang Keputusan Pembelian (Y)

| NO. | PERNYATAAN  | STS | TS | KS | S | SS |
|-----|---|-----|----|----|---|----|
| 1   | Konsumen di Lazada memesan produk sesuai dengan kebutuhan.  |     |    |    |   |    |
| 2   | Respon cepat yang dilakukan oleh Lazada merupakan salah satu pelayanan yang baik untuk konsumen.                          |     |    |    |   |    |
| 3   | Manfaat produk yang diberikan oleh konsumen bervariasi.   |     |    |    |   |    |
| 4   | Lazada mampu memahami keinginan produk yang dimaksud oleh konsumen.   |     |    |    |   |    |
| 5   | Pengalaman yang sudah dirasakan oleh konsumen merupakan salah satu yang mendorong keputusan pembelian konsumen di Lazada. |     |    |    |   |    |
| 6   | Lazada memiliki lokasi yang strategis yang mendukung keputusan pembelian.   |     |    |    |   |    |
| 7   | Melayani konsumen dengan waktu seefisien mungkin dapat mempengaruhi keputusan pembelian.                                  |     |    |    |   |    |
| 8   | Lazada selalu memberikan kejelasan terkait informasi produk yang dijual.  |     |    |    |   |    |
| 9   | Kepuasan akan layanan dan kualitas produk dapat membuat keputusan pembelian konsumen di Lazada.                           |     |    |    |   |    |
| 10  | Lazada sebisa mungkin selalu memuaskan konsumen dengan ketersediaan produk.   |     |    |    |   |    |



| <b>Kualitas Produk (X1)</b> |             |             |             |             |             |             |             |             |             |              |                 |
|-----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-----------------|
| <b>No</b>                   | <b>X1.1</b> | <b>X1.2</b> | <b>X1.3</b> | <b>X1.4</b> | <b>X1.5</b> | <b>X1.6</b> | <b>X1.7</b> | <b>X1.8</b> | <b>X1.9</b> | <b>X1.10</b> | <b>Total_X1</b> |
| <b>38</b>                   | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | <b>50</b>       |
| <b>39</b>                   | 5           | 4           | 3           | 4           | 3           | 3           | 4           | 4           | 3           | 4            | <b>37</b>       |
| <b>40</b>                   | 5           | 5           | 5           | 4           | 4           | 4           | 4           | 5           | 5           | 5            | <b>46</b>       |
| <b>41</b>                   | 4           | 4           | 4           | 5           | 3           | 3           | 4           | 4           | 4           | 4            | <b>39</b>       |
| <b>42</b>                   | 4           | 5           | 4           | 4           | 4           | 4           | 4           | 4           | 5           | 4            | <b>42</b>       |
| <b>43</b>                   | 4           | 4           | 4           | 5           | 4           | 4           | 5           | 5           | 4           | 4            | <b>43</b>       |
| <b>44</b>                   | 5           | 5           | 4           | 5           | 5           | 4           | 5           | 5           | 5           | 4            | <b>47</b>       |
| <b>45</b>                   | 5           | 4           | 4           | 5           | 4           | 3           | 5           | 5           | 5           | 5            | <b>45</b>       |
| <b>46</b>                   | 5           | 4           | 4           | 5           | 5           | 4           | 4           | 4           | 4           | 4            | <b>43</b>       |
| <b>47</b>                   | 4           | 4           | 4           | 4           | 4           | 5           | 5           | 4           | 4           | 5            | <b>43</b>       |
| <b>48</b>                   | 3           | 3           | 3           | 3           | 3           | 3           | 3           | 3           | 3           | 4            | <b>31</b>       |
| <b>49</b>                   | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4            | <b>40</b>       |
| <b>50</b>                   | 4           | 4           | 5           | 4           | 4           | 4           | 4           | 4           | 4           | 5            | <b>42</b>       |
| <b>51</b>                   | 4           | 4           | 3           | 2           | 3           | 4           | 4           | 4           | 4           | 4            | <b>36</b>       |
| <b>52</b>                   | 4           | 5           | 4           | 4           | 5           | 5           | 5           | 5           | 5           | 5            | <b>47</b>       |
| <b>53</b>                   | 4           | 4           | 4           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | <b>47</b>       |
| <b>54</b>                   | 4           | 4           | 4           | 5           | 4           | 4           | 5           | 4           | 4           | 5            | <b>43</b>       |
| <b>55</b>                   | 5           | 5           | 5           | 5           | 5           | 5           | 4           | 4           | 4           | 4            | <b>46</b>       |
| <b>56</b>                   | 4           | 4           | 4           | 4           | 5           | 4           | 4           | 4           | 5           | 4            | <b>42</b>       |
| <b>57</b>                   | 3           | 4           | 3           | 4           | 3           | 3           | 3           | 5           | 3           | 3            | <b>34</b>       |
| <b>58</b>                   | 4           | 5           | 5           | 5           | 4           | 5           | 4           | 5           | 4           | 4            | <b>45</b>       |
| <b>59</b>                   | 4           | 3           | 2           | 4           | 4           | 3           | 3           | 3           | 4           | 4            | <b>34</b>       |
| <b>60</b>                   | 4           | 5           | 5           | 4           | 5           | 4           | 5           | 5           | 5           | 5            | <b>47</b>       |
| <b>61</b>                   | 4           | 4           | 4           | 5           | 4           | 4           | 4           | 4           | 4           | 4            | <b>41</b>       |
| <b>62</b>                   | 4           | 4           | 4           | 4           | 5           | 5           | 5           | 5           | 5           | 5            | <b>46</b>       |
| <b>63</b>                   | 4           | 4           | 4           | 3           | 2           | 3           | 3           | 4           | 4           | 4            | <b>35</b>       |
| <b>64</b>                   | 4           | 4           | 4           | 5           | 5           | 5           | 4           | 5           | 5           | 5            | <b>46</b>       |
| <b>65</b>                   | 4           | 3           | 4           | 5           | 5           | 5           | 4           | 4           | 3           | 2            | <b>39</b>       |
| <b>66</b>                   | 4           | 4           | 5           | 5           | 5           | 4           | 4           | 4           | 4           | 4            | <b>43</b>       |
| <b>67</b>                   | 5           | 4           | 5           | 5           | 5           | 4           | 4           | 5           | 5           | 5            | <b>47</b>       |
| <b>68</b>                   | 4           | 4           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | <b>48</b>       |
| <b>69</b>                   | 5           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 5           | 4            | <b>42</b>       |
| <b>70</b>                   | 4           | 5           | 4           | 5           | 4           | 5           | 4           | 4           | 5           | 5            | <b>45</b>       |
| <b>71</b>                   | 5           | 5           | 5           | 5           | 5           | 4           | 5           | 4           | 5           | 4            | <b>47</b>       |
| <b>72</b>                   | 4           | 5           | 4           | 4           | 4           | 4           | 4           | 5           | 5           | 5            | <b>44</b>       |
| <b>73</b>                   | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 4            | <b>49</b>       |
| <b>74</b>                   | 5           | 5           | 5           | 5           | 4           | 5           | 5           | 4           | 4           | 4            | <b>46</b>       |
| <b>75</b>                   | 4           | 4           | 5           | 5           | 5           | 4           | 4           | 4           | 4           | 4            | <b>43</b>       |
| <b>76</b>                   | 4           | 5           | 4           | 4           | 5           | 3           | 4           | 4           | 4           | 4            | <b>41</b>       |

| <b>Kualitas Produk (X1)</b> |             |             |             |             |             |             |             |             |             |              |                 |
|-----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-----------------|
| <b>No</b>                   | <b>X1.1</b> | <b>X1.2</b> | <b>X1.3</b> | <b>X1.4</b> | <b>X1.5</b> | <b>X1.6</b> | <b>X1.7</b> | <b>X1.8</b> | <b>X1.9</b> | <b>X1.10</b> | <b>Total_X1</b> |
| <b>77</b>                   | 5           | 5           | 4           | 4           | 5           | 5           | 4           | 4           | 5           | 5            | <b>46</b>       |
| <b>78</b>                   | 4           | 4           | 5           | 5           | 4           | 5           | 5           | 4           | 5           | 5            | <b>46</b>       |
| <b>79</b>                   | 5           | 5           | 4           | 5           | 4           | 4           | 5           | 4           | 4           | 5            | <b>45</b>       |
| <b>80</b>                   | 5           | 5           | 4           | 5           | 4           | 5           | 5           | 5           | 5           | 5            | <b>48</b>       |
| <b>81</b>                   | 4           | 4           | 5           | 5           | 5           | 5           | 4           | 4           | 5           | 5            | <b>46</b>       |
| <b>82</b>                   | 4           | 4           | 4           | 3           | 3           | 3           | 4           | 3           | 3           | 4            | <b>35</b>       |
| <b>83</b>                   | 4           | 5           | 5           | 4           | 5           | 4           | 5           | 4           | 5           | 4            | <b>45</b>       |
| <b>84</b>                   | 5           | 5           | 4           | 4           | 5           | 5           | 4           | 5           | 5           | 5            | <b>47</b>       |
| <b>85</b>                   | 5           | 4           | 5           | 4           | 5           | 4           | 5           | 5           | 5           | 5            | <b>47</b>       |
| <b>86</b>                   | 3           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 3            | <b>38</b>       |
| <b>87</b>                   | 4           | 4           | 5           | 4           | 5           | 5           | 5           | 4           | 4           | 5            | <b>45</b>       |
| <b>88</b>                   | 5           | 5           | 5           | 5           | 5           | 4           | 5           | 4           | 5           | 4            | <b>47</b>       |
| <b>89</b>                   | 5           | 4           | 5           | 4           | 4           | 5           | 5           | 5           | 5           | 5            | <b>47</b>       |
| <b>90</b>                   | 5           | 4           | 5           | 5           | 5           | 4           | 5           | 5           | 4           | 5            | <b>47</b>       |
| <b>91</b>                   | 5           | 5           | 4           | 4           | 4           | 4           | 5           | 4           | 5           | 5            | <b>45</b>       |
| <b>92</b>                   | 5           | 4           | 5           | 4           | 5           | 4           | 5           | 4           | 5           | 4            | <b>45</b>       |
| <b>93</b>                   | 5           | 4           | 5           | 4           | 5           | 4           | 5           | 5           | 5           | 5            | <b>47</b>       |
| <b>94</b>                   | 4           | 4           | 4           | 3           | 4           | 4           | 4           | 3           | 3           | 3            | <b>36</b>       |
| <b>95</b>                   | 5           | 5           | 4           | 5           | 4           | 5           | 4           | 4           | 4           | 5            | <b>45</b>       |
| <b>96</b>                   | 5           | 5           | 4           | 4           | 5           | 4           | 5           | 5           | 4           | 5            | <b>46</b>       |
| <b>97</b>                   | 3           | 5           | 3           | 4           | 5           | 3           | 4           | 3           | 3           | 4            | <b>37</b>       |
| <b>98</b>                   | 5           | 5           | 5           | 5           | 4           | 4           | 5           | 4           | 5           | 4            | <b>46</b>       |
| <b>99</b>                   | 5           | 4           | 5           | 4           | 5           | 4           | 5           | 4           | 5           | 5            | <b>46</b>       |
| <b>100</b>                  | 4           | 5           | 4           | 5           | 4           | 5           | 5           | 5           | 5           | 5            | <b>47</b>       |

| Harga (X2) |      |      |      |      |      |      |      |      |      |       |          |
|------------|------|------|------|------|------|------|------|------|------|-------|----------|
| No         | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 | Total_X2 |
| 1          | 5    | 4    | 5    | 4    | 4    | 4    | 5    | 5    | 5    | 5     | 46       |
| 2          | 4    | 3    | 4    | 4    | 4    | 4    | 2    | 4    | 4    | 4     | 37       |
| 3          | 4    | 4    | 2    | 5    | 5    | 5    | 4    | 4    | 4    | 4     | 41       |
| 4          | 4    | 4    | 4    | 4    | 4    | 4    | 2    | 2    | 4    | 4     | 36       |
| 5          | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 4     | 41       |
| 6          | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 50       |
| 7          | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 40       |
| 8          | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 50       |
| 9          | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 41       |
| 10         | 5    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 5     | 46       |
| 11         | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 50       |
| 12         | 4    | 4    | 3    | 4    | 5    | 4    | 4    | 4    | 3    | 4     | 39       |
| 13         | 4    | 4    | 4    | 4    | 4    | 5    | 5    | 5    | 5    | 4     | 44       |
| 14         | 4    | 3    | 4    | 4    | 4    | 4    | 5    | 4    | 3    | 4     | 39       |
| 15         | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 41       |
| 16         | 2    | 2    | 2    | 2    | 2    | 4    | 2    | 4    | 4    | 4     | 28       |
| 17         | 3    | 4    | 4    | 5    | 3    | 5    | 5    | 5    | 5    | 5     | 44       |
| 18         | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 40       |
| 19         | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 50       |
| 20         | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 40       |
| 21         | 5    | 5    | 4    | 4    | 4    | 5    | 3    | 4    | 4    | 4     | 42       |
| 22         | 4    | 5    | 4    | 3    | 4    | 4    | 4    | 5    | 4    | 5     | 42       |
| 23         | 4    | 5    | 4    | 4    | 4    | 5    | 5    | 4    | 5    | 5     | 45       |
| 24         | 4    | 4    | 4    | 5    | 4    | 5    | 5    | 4    | 5    | 5     | 45       |
| 25         | 4    | 5    | 4    | 5    | 5    | 4    | 4    | 5    | 5    | 5     | 46       |
| 26         | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 4    | 4    | 4     | 41       |
| 27         | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 4     | 31       |
| 28         | 4    | 5    | 3    | 5    | 3    | 5    | 3    | 5    | 3    | 4     | 40       |
| 29         | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 5     | 42       |
| 30         | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 50       |
| 31         | 4    | 4    | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 4     | 39       |
| 32         | 4    | 4    | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 4     | 41       |
| 33         | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 50       |
| 34         | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 41       |
| 35         | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 3    | 5    | 4     | 47       |
| 36         | 5    | 5    | 5    | 4    | 4    | 4    | 5    | 5    | 5    | 5     | 47       |
| 37         | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 50       |
| 38         | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 50       |
| 39         | 5    | 4    | 4    | 5    | 4    | 4    | 5    | 5    | 5    | 5     | 46       |



| Harga (X2) |      |      |      |      |      |      |      |      |      |       |          |
|------------|------|------|------|------|------|------|------|------|------|-------|----------|
| No         | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 | Total_X2 |
| 40         | 5    | 4    | 5    | 2    | 5    | 2    | 5    | 2    | 5    | 5     | 40       |
| 41         | 3    | 2    | 3    | 4    | 2    | 4    | 4    | 4    | 4    | 4     | 34       |
| 42         | 4    | 5    | 4    | 5    | 5    | 5    | 4    | 5    | 5    | 5     | 47       |
| 43         | 4    | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 5    | 5     | 47       |
| 44         | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 4     | 49       |
| 45         | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 5    | 4     | 45       |
| 46         | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 3    | 4     | 40       |
| 47         | 4    | 5    | 5    | 5    | 5    | 5    | 4    | 5    | 5    | 5     | 48       |
| 48         | 4    | 2    | 3    | 5    | 4    | 5    | 4    | 4    | 4    | 4     | 39       |
| 49         | 5    | 2    | 5    | 4    | 3    | 5    | 5    | 5    | 5    | 5     | 44       |
| 50         | 4    | 4    | 4    | 5    | 4    | 4    | 5    | 5    | 5    | 5     | 45       |
| 51         | 4    | 5    | 5    | 4    | 3    | 4    | 4    | 4    | 4    | 4     | 41       |
| 52         | 4    | 4    | 4    | 4    | 5    | 5    | 5    | 5    | 5    | 5     | 46       |
| 53         | 5    | 4    | 5    | 5    | 5    | 4    | 5    | 4    | 4    | 5     | 46       |
| 54         | 4    | 4    | 3    | 2    | 2    | 2    | 2    | 2    | 2    | 5     | 28       |
| 55         | 5    | 5    | 5    | 4    | 5    | 4    | 5    | 4    | 4    | 5     | 46       |
| 56         | 4    | 4    | 3    | 5    | 4    | 5    | 5    | 5    | 4    | 4     | 43       |
| 57         | 4    | 3    | 2    | 3    | 4    | 4    | 4    | 4    | 4    | 4     | 36       |
| 58         | 4    | 4    | 4    | 4    | 5    | 5    | 5    | 5    | 5    | 5     | 46       |
| 59         | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 5    | 4    | 5     | 43       |
| 60         | 4    | 5    | 5    | 5    | 5    | 5    | 4    | 5    | 4    | 4     | 46       |
| 61         | 5    | 4    | 4    | 4    | 4    | 5    | 4    | 4    | 4    | 4     | 42       |
| 62         | 4    | 4    | 4    | 5    | 5    | 5    | 5    | 5    | 5    | 4     | 46       |
| 63         | 4    | 3    | 4    | 4    | 4    | 3    | 5    | 2    | 2    | 4     | 35       |
| 64         | 5    | 5    | 5    | 5    | 4    | 4    | 5    | 5    | 4    | 4     | 46       |
| 65         | 2    | 3    | 4    | 3    | 3    | 4    | 4    | 4    | 4    | 4     | 35       |
| 66         | 2    | 2    | 2    | 2    | 2    | 2    | 3    | 4    | 4    | 4     | 27       |
| 67         | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 5    | 5     | 47       |
| 68         | 3    | 3    | 3    | 3    | 2    | 2    | 2    | 2    | 2    | 2     | 24       |
| 69         | 2    | 2    | 2    | 4    | 4    | 2    | 2    | 2    | 2    | 5     | 27       |
| 70         | 4    | 4    | 4    | 4    | 4    | 5    | 5    | 4    | 4    | 5     | 43       |
| 71         | 3    | 3    | 3    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 44       |
| 72         | 4    | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 5    | 4     | 45       |
| 73         | 3    | 3    | 5    | 4    | 4    | 5    | 4    | 5    | 5    | 5     | 43       |
| 74         | 4    | 4    | 4    | 5    | 4    | 4    | 5    | 5    | 5    | 4     | 44       |
| 75         | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 41       |
| 76         | 4    | 3    | 3    | 3    | 3    | 3    | 4    | 4    | 3    | 4     | 34       |
| 77         | 5    | 5    | 4    | 4    | 4    | 5    | 4    | 5    | 5    | 5     | 46       |
| 78         | 4    | 5    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 5     | 46       |

| Harga (X2) |      |      |      |      |      |      |      |      |      |       |          |
|------------|------|------|------|------|------|------|------|------|------|-------|----------|
| No         | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 | Total_X2 |
| 79         | 5    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 5    | 4     | 46       |
| 80         | 5    | 4    | 4    | 4    | 4    | 5    | 5    | 5    | 5    | 5     | 46       |
| 81         | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 5     | 46       |
| 82         | 5    | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 3     | 45       |
| 83         | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 5    | 4     | 46       |
| 84         | 4    | 5    | 4    | 5    | 5    | 5    | 5    | 5    | 4    | 4     | 46       |
| 85         | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 4     | 47       |
| 86         | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 5     | 43       |
| 87         | 5    | 5    | 5    | 4    | 5    | 5    | 4    | 4    | 4    | 4     | 45       |
| 88         | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 4    | 4     | 48       |
| 89         | 4    | 5    | 4    | 5    | 4    | 5    | 5    | 4    | 5    | 4     | 45       |
| 90         | 3    | 4    | 4    | 5    | 4    | 5    | 4    | 5    | 5    | 5     | 44       |
| 91         | 4    | 4    | 4    | 5    | 5    | 4    | 5    | 5    | 5    | 4     | 45       |
| 92         | 4    | 5    | 5    | 5    | 4    | 5    | 4    | 5    | 4    | 5     | 46       |
| 93         | 4    | 4    | 5    | 4    | 5    | 4    | 5    | 4    | 5    | 5     | 45       |
| 94         | 5    | 5    | 4    | 5    | 4    | 4    | 5    | 4    | 4    | 4     | 44       |
| 95         | 5    | 5    | 4    | 5    | 4    | 4    | 4    | 5    | 5    | 5     | 46       |
| 96         | 5    | 5    | 5    | 4    | 4    | 4    | 5    | 4    | 4    | 5     | 45       |
| 97         | 5    | 4    | 2    | 2    | 2    | 5    | 2    | 5    | 5    | 4     | 36       |
| 98         | 5    | 4    | 5    | 5    | 4    | 4    | 5    | 4    | 5    | 5     | 46       |
| 99         | 5    | 4    | 5    | 5    | 3    | 4    | 5    | 5    | 4    | 5     | 45       |
| 100        | 5    | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 5     | 47       |

| <b>Kualitas Pelayanan (X3)</b> |             |             |             |             |             |             |             |             |             |              |                 |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-----------------|
| <b>No</b>                      | <b>X3.1</b> | <b>X3.2</b> | <b>X3.3</b> | <b>X3.4</b> | <b>X3.5</b> | <b>X3.6</b> | <b>X3.7</b> | <b>X3.8</b> | <b>X3.9</b> | <b>X3.10</b> | <b>Total_X3</b> |
| <b>1</b>                       | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | <b>50</b>       |
| <b>2</b>                       | 4           | 4           | 4           | 4           | 4           | 3           | 3           | 4           | 4           | 4            | <b>38</b>       |
| <b>3</b>                       | 5           | 4           | 4           | 4           | 4           | 4           | 4           | 5           | 4           | 5            | <b>43</b>       |
| <b>4</b>                       | 4           | 4           | 3           | 4           | 4           | 3           | 4           | 4           | 4           | 4            | <b>38</b>       |
| <b>5</b>                       | 4           | 5           | 5           | 5           | 4           | 4           | 4           | 5           | 5           | 5            | <b>46</b>       |
| <b>6</b>                       | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | <b>50</b>       |
| <b>7</b>                       | 4           | 3           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 5            | <b>40</b>       |
| <b>8</b>                       | 4           | 4           | 3           | 3           | 3           | 4           | 4           | 4           | 4           | 4            | <b>37</b>       |
| <b>9</b>                       | 4           | 5           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4            | <b>41</b>       |
| <b>10</b>                      | 5           | 4           | 5           | 4           | 5           | 5           | 4           | 5           | 5           | 5            | <b>47</b>       |
| <b>11</b>                      | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | <b>50</b>       |
| <b>12</b>                      | 4           | 4           | 5           | 5           | 4           | 4           | 4           | 5           | 4           | 5            | <b>44</b>       |
| <b>13</b>                      | 2           | 2           | 2           | 2           | 2           | 2           | 2           | 2           | 1           | 2            | <b>19</b>       |
| <b>14</b>                      | 4           | 4           | 4           | 3           | 4           | 4           | 5           | 5           | 5           | 4            | <b>42</b>       |
| <b>15</b>                      | 5           | 5           | 4           | 3           | 4           | 3           | 5           | 5           | 5           | 5            | <b>44</b>       |
| <b>16</b>                      | 4           | 4           | 4           | 4           | 4           | 4           | 3           | 4           | 4           | 4            | <b>39</b>       |
| <b>17</b>                      | 4           | 5           | 4           | 5           | 5           | 5           | 4           | 4           | 4           | 4            | <b>44</b>       |
| <b>18</b>                      | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 5            | <b>41</b>       |
| <b>19</b>                      | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | <b>50</b>       |
| <b>20</b>                      | 4           | 5           | 5           | 4           | 4           | 4           | 4           | 5           | 4           | 5            | <b>44</b>       |
| <b>21</b>                      | 4           | 4           | 3           | 3           | 3           | 4           | 5           | 3           | 4           | 4            | <b>37</b>       |
| <b>22</b>                      | 5           | 4           | 3           | 5           | 3           | 4           | 5           | 3           | 4           | 5            | <b>41</b>       |
| <b>23</b>                      | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | <b>50</b>       |
| <b>24</b>                      | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 4           | 4            | <b>48</b>       |
| <b>25</b>                      | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 4            | <b>49</b>       |
| <b>26</b>                      | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4            | <b>40</b>       |
| <b>27</b>                      | 3           | 3           | 3           | 3           | 3           | 3           | 3           | 5           | 3           | 3            | <b>32</b>       |
| <b>28</b>                      | 4           | 4           | 4           | 4           | 4           | 4           | 3           | 3           | 3           | 3            | <b>36</b>       |
| <b>29</b>                      | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | <b>50</b>       |
| <b>30</b>                      | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 5           | 4            | <b>41</b>       |
| <b>31</b>                      | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4            | <b>40</b>       |
| <b>32</b>                      | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 5           | 5           | 5            | <b>43</b>       |
| <b>33</b>                      | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | <b>50</b>       |
| <b>34</b>                      | 4           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | <b>49</b>       |
| <b>35</b>                      | 4           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | <b>49</b>       |
| <b>36</b>                      | 5           | 4           | 4           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | <b>48</b>       |
| <b>37</b>                      | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | <b>50</b>       |
| <b>38</b>                      | 4           | 4           | 4           | 4           | 4           | 5           | 4           | 4           | 4           | 4            | <b>41</b>       |
| <b>39</b>                      | 5           | 4           | 3           | 5           | 3           | 5           | 3           | 3           | 3           | 3            | <b>37</b>       |

| <b>Kualitas Pelayanan (X3)</b> |             |             |             |             |             |             |             |             |             |              |                 |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-----------------|
| <b>No</b>                      | <b>X3.1</b> | <b>X3.2</b> | <b>X3.3</b> | <b>X3.4</b> | <b>X3.5</b> | <b>X3.6</b> | <b>X3.7</b> | <b>X3.8</b> | <b>X3.9</b> | <b>X3.10</b> | <b>Total_X3</b> |
| 40                             | 5           | 5           | 5           | 5           | 5           | 4           | 4           | 4           | 4           | 5            | 46              |
| 41                             | 4           | 4           | 5           | 5           | 5           | 4           | 4           | 3           | 4           | 4            | 42              |
| 42                             | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | 50              |
| 43                             | 4           | 5           | 4           | 4           | 5           | 4           | 5           | 5           | 4           | 5            | 45              |
| 44                             | 2           | 3           | 3           | 2           | 4           | 2           | 2           | 2           | 2           | 4            | 26              |
| 45                             | 5           | 4           | 4           | 5           | 5           | 5           | 5           | 5           | 5           | 4            | 47              |
| 46                             | 5           | 5           | 4           | 5           | 5           | 4           | 5           | 5           | 4           | 4            | 46              |
| 47                             | 4           | 4           | 4           | 4           | 5           | 4           | 4           | 5           | 5           | 4            | 43              |
| 48                             | 4           | 2           | 2           | 4           | 4           | 4           | 4           | 4           | 4           | 5            | 37              |
| 49                             | 4           | 5           | 5           | 4           | 4           | 4           | 4           | 5           | 4           | 4            | 43              |
| 50                             | 5           | 5           | 4           | 5           | 4           | 5           | 4           | 4           | 4           | 4            | 44              |
| 51                             | 4           | 4           | 4           | 3           | 3           | 4           | 5           | 5           | 4           | 5            | 41              |
| 52                             | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 4           | 4           | 4            | 47              |
| 53                             | 5           | 4           | 4           | 5           | 5           | 4           | 5           | 5           | 4           | 5            | 46              |
| 54                             | 4           | 2           | 3           | 2           | 3           | 3           | 2           | 2           | 3           | 2            | 26              |
| 55                             | 5           | 5           | 5           | 5           | 5           | 4           | 5           | 5           | 4           | 4            | 47              |
| 56                             | 2           | 2           | 2           | 2           | 2           | 2           | 2           | 2           | 4           | 5            | 25              |
| 57                             | 4           | 4           | 4           | 3           | 2           | 4           | 4           | 4           | 4           | 4            | 37              |
| 58                             | 4           | 5           | 4           | 5           | 4           | 4           | 5           | 5           | 5           | 4            | 45              |
| 59                             | 2           | 3           | 3           | 2           | 2           | 2           | 3           | 4           | 4           | 4            | 29              |
| 60                             | 5           | 5           | 4           | 5           | 5           | 5           | 4           | 4           | 5           | 5            | 47              |
| 61                             | 2           | 2           | 2           | 2           | 2           | 2           | 2           | 4           | 4           | 4            | 26              |
| 62                             | 4           | 4           | 5           | 5           | 5           | 4           | 5           | 5           | 5           | 4            | 46              |
| 63                             | 2           | 3           | 2           | 4           | 5           | 4           | 4           | 4           | 5           | 4            | 37              |
| 64                             | 4           | 5           | 5           | 5           | 5           | 5           | 5           | 4           | 5           | 4            | 47              |
| 65                             | 3           | 3           | 3           | 3           | 2           | 4           | 2           | 2           | 3           | 2            | 27              |
| 66                             | 2           | 2           | 3           | 2           | 2           | 2           | 3           | 4           | 4           | 2            | 26              |
| 67                             | 5           | 4           | 4           | 5           | 4           | 4           | 5           | 5           | 5           | 5            | 46              |
| 68                             | 2           | 2           | 4           | 2           | 2           | 2           | 2           | 2           | 3           | 4            | 25              |
| 69                             | 2           | 2           | 2           | 4           | 2           | 2           | 4           | 2           | 3           | 4            | 27              |
| 70                             | 2           | 1           | 4           | 2           | 2           | 2           | 2           | 2           | 4           | 4            | 25              |
| 71                             | 2           | 2           | 2           | 2           | 2           | 2           | 2           | 3           | 4           | 5            | 26              |
| 72                             | 4           | 2           | 2           | 2           | 2           | 2           | 2           | 3           | 3           | 3            | 25              |
| 73                             | 2           | 2           | 2           | 2           | 2           | 2           | 2           | 2           | 1           | 1            | 18              |
| 74                             | 2           | 2           | 1           | 2           | 2           | 2           | 2           | 2           | 1           | 2            | 18              |
| 75                             | 2           | 2           | 1           | 2           | 2           | 2           | 2           | 2           | 2           | 2            | 19              |
| 76                             | 2           | 2           | 2           | 2           | 4           | 4           | 3           | 2           | 2           | 2            | 25              |
| 77                             | 5           | 4           | 5           | 5           | 4           | 5           | 4           | 4           | 4           | 4            | 44              |
| 78                             | 5           | 5           | 5           | 5           | 4           | 4           | 5           | 4           | 5           | 4            | 46              |

| <b>Kualitas Pelayanan (X3)</b> |             |             |             |             |             |             |             |             |             |              |                 |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-----------------|
| <b>No</b>                      | <b>X3.1</b> | <b>X3.2</b> | <b>X3.3</b> | <b>X3.4</b> | <b>X3.5</b> | <b>X3.6</b> | <b>X3.7</b> | <b>X3.8</b> | <b>X3.9</b> | <b>X3.10</b> | <b>Total_X3</b> |
| 79                             | 5           | 5           | 4           | 4           | 5           | 4           | 4           | 5           | 5           | 5            | 46              |
| 80                             | 5           | 5           | 4           | 5           | 4           | 4           | 4           | 5           | 5           | 5            | 46              |
| 81                             | 5           | 5           | 5           | 5           | 4           | 5           | 4           | 5           | 4           | 4            | 46              |
| 82                             | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 3           | 4           | 3            | 38              |
| 83                             | 4           | 5           | 4           | 4           | 5           | 5           | 5           | 4           | 5           | 5            | 46              |
| 84                             | 5           | 4           | 4           | 5           | 5           | 4           | 5           | 5           | 5           | 5            | 47              |
| 85                             | 5           | 4           | 5           | 4           | 4           | 5           | 5           | 5           | 5           | 4            | 46              |
| 86                             | 4           | 5           | 4           | 2           | 4           | 2           | 4           | 4           | 5           | 4            | 38              |
| 87                             | 4           | 5           | 4           | 5           | 5           | 4           | 5           | 5           | 5           | 5            | 47              |
| 88                             | 5           | 5           | 4           | 5           | 5           | 5           | 5           | 4           | 4           | 4            | 46              |
| 89                             | 4           | 5           | 5           | 5           | 5           | 4           | 5           | 2           | 5           | 5            | 45              |
| 90                             | 1           | 2           | 4           | 3           | 3           | 2           | 3           | 3           | 2           | 3            | 26              |
| 91                             | 4           | 4           | 5           | 5           | 5           | 4           | 5           | 4           | 4           | 5            | 45              |
| 92                             | 4           | 4           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 4            | 47              |
| 93                             | 5           | 5           | 5           | 5           | 5           | 5           | 4           | 4           | 4           | 4            | 46              |
| 94                             | 5           | 4           | 4           | 4           | 5           | 4           | 5           | 5           | 5           | 5            | 46              |
| 95                             | 5           | 4           | 2           | 2           | 4           | 4           | 2           | 4           | 4           | 5            | 36              |
| 96                             | 5           | 4           | 4           | 4           | 4           | 4           | 2           | 3           | 4           | 2            | 36              |
| 97                             | 5           | 5           | 4           | 4           | 5           | 5           | 5           | 5           | 4           | 4            | 46              |
| 98                             | 5           | 4           | 4           | 4           | 2           | 2           | 2           | 5           | 5           | 2            | 35              |
| 99                             | 5           | 5           | 5           | 4           | 4           | 4           | 3           | 3           | 2           | 2            | 37              |
| 100                            | 4           | 5           | 5           | 4           | 5           | 4           | 5           | 4           | 5           | 5            | 46              |

| <b>Keputusan Pembelian (Y)</b> |            |            |            |            |            |            |            |            |            |             |                |
|--------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|----------------|
| <b>No</b>                      | <b>Y.1</b> | <b>Y.2</b> | <b>Y.3</b> | <b>Y.4</b> | <b>Y.5</b> | <b>Y.6</b> | <b>Y.7</b> | <b>Y.8</b> | <b>Y.9</b> | <b>Y.10</b> | <b>Total_Y</b> |
| 1                              | 5          | 5          | 5          | 5          | 5          | 3          | 5          | 3          | 4          | 5           | 45             |
| 2                              | 4          | 4          | 4          | 4          | 4          | 3          | 4          | 4          | 4          | 4           | 39             |
| 3                              | 4          | 4          | 2          | 4          | 5          | 5          | 5          | 4          | 4          | 4           | 41             |
| 4                              | 4          | 4          | 1          | 2          | 3          | 5          | 5          | 5          | 5          | 4           | 38             |
| 5                              | 5          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 4           | 41             |
| 6                              | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5           | 50             |
| 7                              | 3          | 3          | 3          | 4          | 4          | 4          | 4          | 4          | 5          | 4           | 38             |
| 8                              | 4          | 4          | 4          | 4          | 4          | 4          | 5          | 5          | 4          | 4           | 42             |
| 9                              | 4          | 4          | 4          | 4          | 5          | 4          | 4          | 4          | 4          | 4           | 41             |
| 10                             | 5          | 5          | 4          | 4          | 4          | 5          | 5          | 5          | 5          | 5           | 47             |
| 11                             | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5           | 50             |
| 12                             | 4          | 5          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 4           | 41             |
| 13                             | 4          | 5          | 4          | 5          | 4          | 4          | 5          | 5          | 5          | 5           | 46             |
| 14                             | 4          | 4          | 4          | 4          | 5          | 5          | 5          | 5          | 5          | 4           | 45             |
| 15                             | 5          | 5          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 4           | 42             |
| 16                             | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 4          | 4          | 4           | 47             |
| 17                             | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 4          | 5          | 4           | 48             |
| 18                             | 4          | 3          | 4          | 3          | 5          | 5          | 5          | 4          | 4          | 4           | 41             |
| 19                             | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5           | 50             |
| 20                             | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5           | 50             |
| 21                             | 2          | 4          | 3          | 5          | 5          | 5          | 5          | 5          | 5          | 5           | 44             |
| 22                             | 5          | 5          | 2          | 2          | 4          | 5          | 5          | 4          | 5          | 5           | 42             |
| 23                             | 5          | 5          | 2          | 5          | 5          | 5          | 5          | 5          | 5          | 5           | 47             |
| 24                             | 4          | 4          | 5          | 5          | 5          | 5          | 5          | 4          | 4          | 5           | 46             |
| 25                             | 5          | 4          | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5           | 49             |
| 26                             | 4          | 5          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 4           | 41             |
| 27                             | 3          | 3          | 3          | 3          | 3          | 3          | 4          | 4          | 4          | 3           | 33             |
| 28                             | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 5           | 41             |
| 29                             | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 5          | 5           | 42             |
| 30                             | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5           | 50             |
| 31                             | 4          | 4          | 4          | 4          | 4          | 4          | 5          | 5          | 5          | 5           | 44             |
| 32                             | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 4          | 4          | 4           | 47             |
| 33                             | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5           | 50             |
| 34                             | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 4          | 5           | 41             |
| 35                             | 3          | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5           | 48             |
| 36                             | 4          | 5          | 5          | 5          | 5          | 4          | 5          | 5          | 5          | 5           | 48             |
| 37                             | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5          | 5           | 50             |
| 38                             | 4          | 4          | 4          | 5          | 5          | 5          | 5          | 5          | 5          | 5           | 47             |
| 39                             | 5          | 5          | 5          | 2          | 2          | 2          | 4          | 5          | 5          | 5           | 40             |

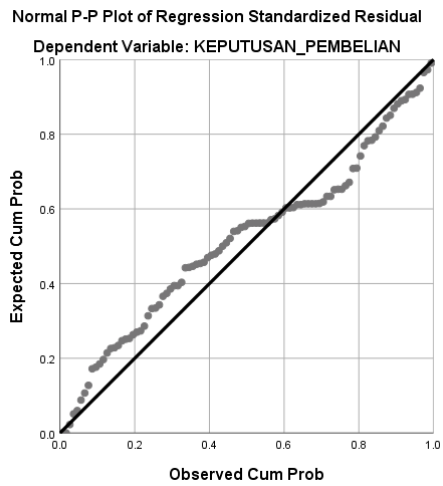






## Lampiran Gambar

**Gambar IV.1 Hasil Uji Normalitas**



**Gambar IV.2 Hasil Uji Heterokedastisitas**

