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LAMPIRAN

LAMPIRAN KUESIONER PENELITIAN

Lampiran 1 : Kuesioner

KUESIONER

Kepada Responden yang terhormat,

Perkenalkan nama saya Siti Mariah Ulfah, mahasiswi Universitas Nasional, Fakultas Ekonomi dan Bisnis Program studi manajemen. Dalam hal ini saya sedang melakukan penelitian dalam penyusunan Tugas Akhir yang berjudul **"Pengaruh Kualitas Pelayanan Online, Kepercayaan Online, Dan Electronic Word Of Mouth Terhadap Keputusan Reservasi Hotel Online Pada Tiket.Com Di Dki Jakarta"**

Dengan ini saya memohon kesediaan kepada rekan-rekan untuk memberikan jawaban sejujurnya-ujurnya. Saya akan menjaga data yang rekan-rekan berikan. Terima kasih sudah meluangkan waktunya untuk mengisi kuisisioner ini. Semua informasi dan jawaban yang ada berikan tidak bernilai benar atau pun salah, namun jawaban terbaik adalah jawaban yang sesuai dengan diri anda.

Hormat Saya,



Siti Mariah Ulfah



Bagian 1 : Petunjuk Pengisian Kuesioner

1. Isilah identitas Saudara/i dengan lengkap
2. Silahkan Saudara/i membaca dan memahami setiap pernyataan dalam kuesioner ini, pilihlah salah satu jawaban yang paling sesuai dengan mengisi kolom pernyataan yang tersedia pada :

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

3. Saudara/i diharapkan untuk mengisi semua pernyataan yang telah disediakan dalam kuesioner ini.

Bagian 2 : Identitas Responden

1. Usia : a. 20 – 25 tahun c. 30 – 35 tahun
b. 25 – 30 tahun d. > 35 tahun
2. Jenis Kelamin : a. Laki – laki b. Perempuan
3. Pekerjaan : a. Pelajar/Mahasiswa
b. Pegawai Swasta
c. PNS
d. Wirausaha
4. Pendapatan : a. Rp 3.000.000 - Rp 6.000.000
b. Rp 6.100.000 - Rp 9.000.000
c. Rp 9.100.000 - Rp 12.000.000
d. > Rp 12.000.000



Pernyataan

Apakah anda pernah melakukan reservasi hotel online pada tiket.com minimum melakukan transaksi 2 kali di tiket.com?

1. Kualitas Pelayanan Online (X1)

| Pernyataan | Frekuensi Jawaban | | | | |
|--|-------------------|----|---|---|----|
| | STS | TS | N | S | SS |
| Efficiency Saya merasa tampilan website atau aplikasi tiket.com mudah untuk akses | | | | | |
| Fullfilment Saya merasa tiket.com selalu memberikan pelayanan yang jujur. | | | | | |
| Privat Saya merasa tiket.com melindungi informasi pribadi sehingga saya merasa aman saat melakukan transaksi pada aplikasi tiket.com. | | | | | |
| Responsiveness Saya merasa bahwa tiket.com selalu mampu memberikan solusi yang baik dan tepat pada setiap masalah dan keluhan yang saya alami. | | | | | |
| Contact Tiket.com menyediakan kontak customer service untuk mengatasi masalah. | | | | | |
| Availability Saya merasa tiket.com senantiasa siap melayani pelanggan melalui customer service selama 24 jam. | | | | | |

2. Kepercayaan Online (X2)

| Pernyataan | Frekuensi Jawaban | | | | |
|--|-------------------|----|---|---|----|
| | STS | TS | N | S | SS |
| <i>Benevolance</i> | | | | | |
| Saya percaya melakukan transaksi pada tiket.com karena tiket.com selalu mampu memberikan layanan terbaik dalam reservasi hotel online. | | | | | |
| <i>Ability</i> | | | | | |
| Saya percaya dengan jaminan kepuasan dan keamanan di situs tiket.com | | | | | |
| <i>Integrity</i> | | | | | |
| Saya percaya tiket.com karena mampu memberikan pelayanan sesuai janji yang mereka berikan. | | | | | |
| <i>Willingness To Depend</i> | | | | | |
| Saya selalu percaya pada tiket.com dalam melakukan reservasi hotel online walaupun saya harus siap menerima konsekuensi yang mungkin terjadi | | | | | |

3. Electronic Word of Mouth (X3)

| Pernyataan | Frekuensi Jawaban | | | | |
|---|-------------------|----|---|---|----|
| | STS | TS | N | S | SS |
| Intensitas saya sering melihat ulasan yang ditulis oleh konsumen online dalam melakukan reservasi hotel online | | | | | |
| Content Saya sering mencari informasi mengenai kualitas hotel sebelum melakukan reservasi hotel online di tiket.com | | | | | |
| Pendapat Positif Saya lebih tertarik pada hotel yang memiliki memiliki review positif untuk melakukan reservasi hotel pada tiket.com | | | | | |
| Pendapat Negatif Saya juga meriview komentar negative pelanggan terhadap suatu hotel pada tiket.com sebagai pertimbangan untuk melakukan reservasi hotel | | | | | |

4. Keputusan Reservasi (Y)

| Pernyataan | Frekuensi Jawaban | | | | |
|--|--------------------------|-----------|----------|----------|-----------|
| | STS | TS | N | S | SS |
| <i>Kemantapan</i> | | | | | |
| Saya yakin untuk selalu menggunakan situs tiket.com saat ingin melakukan reservasi hotel online | | | | | |
| <i>Kebiasaan</i> | | | | | |
| Saya cenderung melakukan pembelian reservasi hotel online di tiket.com. | | | | | |
| <i>Rekomendasi</i> | | | | | |
| Saya akan merekomendasi kepada teman teman dan keluarga saya untuk menggunakan aplikasi tiket.com untuk melakukan reservasi hotel secara online. | | | | | |
| <i>Pembelian ulang</i> | | | | | |
| Saya tertarik melakukan pembelian ulang reservasi hotel online di tiket.com | | | | | |



LAMPIRAN 2 TABEL TABULASI

1. Kualitas Pelayanan Online (X1)

| NO | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | Total X1 |
|----|------|------|------|------|------|------|----------|
| 1 | 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 2 | 5 | 4 | 4 | 3 | 4 | 5 | 25 |
| 3 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 28 |
| 5 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 6 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 7 | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| 8 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 9 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 11 | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 12 | 5 | 4 | 4 | 3 | 4 | 3 | 23 |
| 13 | 5 | 4 | 4 | 3 | 4 | 4 | 24 |
| 14 | 4 | 3 | 3 | 4 | 4 | 5 | 23 |
| 15 | 4 | 3 | 3 | 3 | 4 | 3 | 20 |
| 16 | 5 | 4 | 4 | 3 | 4 | 5 | 27 |
| 17 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 18 | 4 | 4 | 3 | 5 | 4 | 4 | 24 |
| 19 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 20 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 21 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 22 | 4 | 4 | 4 | 3 | 2 | 3 | 20 |
| 23 | 5 | 5 | 4 | 4 | 4 | 3 | 25 |
| 24 | 5 | 4 | 2 | 4 | 4 | 4 | 23 |
| 25 | 5 | 4 | 4 | 3 | 5 | 3 | 24 |
| 26 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 28 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |

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|----|---|---|---|---|---|---|----|
| 29 | 3 | 2 | 2 | 3 | 4 | 4 | 18 |
| 30 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 31 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 32 | 5 | 4 | 3 | 4 | 5 | 4 | 25 |
| 33 | 4 | 3 | 2 | 5 | 5 | 5 | 24 |
| 34 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 35 | 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| 36 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 37 | 4 | 2 | 3 | 4 | 3 | 4 | 20 |
| 38 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 39 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 40 | 4 | 4 | 5 | 4 | 4 | 3 | 24 |
| 41 | 5 | 5 | 4 | 5 | 4 | 5 | 28 |
| 42 | 5 | 5 | 4 | 5 | 4 | 3 | 26 |
| 43 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 44 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 45 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 46 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 47 | 3 | 3 | 4 | 4 | 3 | 4 | 21 |
| 48 | 4 | 4 | 4 | 5 | 4 | 3 | 24 |
| 49 | 3 | 4 | 4 | 4 | 3 | 4 | 22 |
| 50 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 51 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 52 | 5 | 4 | 4 | 4 | 3 | 3 | 23 |
| 53 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 54 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 55 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 56 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 57 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 58 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 59 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |

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|----|---|---|---|---|---|---|----|
| 60 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 61 | 3 | 4 | 4 | 3 | 4 | 3 | 21 |
| 62 | 3 | 3 | 4 | 4 | 3 | 4 | 21 |
| 63 | 3 | 4 | 4 | 4 | 3 | 4 | 22 |
| 64 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 65 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 66 | 3 | 4 | 3 | 4 | 4 | 3 | 21 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 68 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 69 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 70 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 71 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 72 | 5 | 3 | 4 | 4 | 5 | 4 | 25 |
| 73 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 74 | 5 | 4 | 4 | 4 | 3 | 3 | 23 |
| 75 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 76 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 77 | 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 78 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 79 | 5 | 3 | 4 | 4 | 4 | 4 | 24 |
| 80 | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 81 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 82 | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 83 | 5 | 4 | 5 | 4 | 4 | 3 | 25 |
| 84 | 4 | 5 | 4 | 4 | 3 | 4 | 24 |
| 85 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 86 | 4 | 4 | 4 | 3 | 4 | 5 | 24 |
| 87 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 89 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 90 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 91 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |

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|-----|---|---|---|---|---|---|----|
| 92 | 4 | 5 | 3 | 4 | 4 | 5 | 25 |
| 93 | 4 | 5 | 4 | 3 | 3 | 4 | 23 |
| 94 | 3 | 4 | 4 | 5 | 4 | 3 | 23 |
| 95 | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| 96 | 5 | 5 | 4 | 4 | 3 | 4 | 25 |
| 97 | 3 | 4 | 4 | 3 | 4 | 3 | 21 |
| 98 | 5 | 4 | 3 | 4 | 5 | 5 | 26 |
| 99 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 100 | 5 | 4 | 4 | 4 | 4 | 3 | 24 |

2. Kepercayaan Online (X2)

| NO | X2.1 | X2.2 | X2.3 | X2.4 | Total X2 |
|----|------|------|------|------|----------|
| 1 | 4 | 5 | 4 | 4 | 17 |
| 2 | 4 | 4 | 3 | 4 | 15 |
| 3 | 5 | 4 | 5 | 4 | 18 |
| 4 | 4 | 4 | 4 | 5 | 17 |
| 5 | 4 | 4 | 3 | 3 | 14 |
| 6 | 4 | 5 | 4 | 3 | 16 |
| 7 | 4 | 3 | 4 | 4 | 15 |
| 8 | 5 | 4 | 5 | 4 | 18 |
| 9 | 3 | 4 | 4 | 3 | 14 |
| 10 | 2 | 5 | 5 | 5 | 17 |
| 11 | 5 | 5 | 4 | 4 | 18 |
| 12 | 4 | 4 | 5 | 3 | 16 |
| 13 | 4 | 4 | 5 | 3 | 16 |
| 14 | 4 | 4 | 3 | 4 | 15 |
| 15 | 3 | 4 | 3 | 4 | 14 |
| 16 | 5 | 4 | 5 | 4 | 18 |
| 17 | 4 | 4 | 4 | 4 | 16 |
| 18 | 1 | 5 | 5 | 3 | 14 |
| 19 | 4 | 5 | 5 | 5 | 19 |

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|----|---|---|---|---|----|
| 20 | 5 | 5 | 3 | 4 | 17 |
| 21 | 5 | 5 | 4 | 5 | 19 |
| 22 | 3 | 2 | 3 | 4 | 12 |
| 23 | 5 | 5 | 5 | 5 | 20 |
| 24 | 4 | 4 | 4 | 4 | 16 |
| 25 | 5 | 4 | 4 | 3 | 16 |
| 26 | 4 | 4 | 4 | 3 | 15 |
| 27 | 5 | 5 | 4 | 4 | 18 |
| 28 | 4 | 5 | 4 | 4 | 17 |
| 29 | 4 | 3 | 3 | 3 | 13 |
| 30 | 5 | 4 | 4 | 4 | 17 |
| 31 | 5 | 5 | 5 | 4 | 19 |
| 32 | 4 | 4 | 4 | 3 | 15 |
| 33 | 4 | 3 | 3 | 2 | 12 |
| 34 | 4 | 4 | 4 | 3 | 15 |
| 35 | 4 | 4 | 4 | 5 | 17 |
| 36 | 4 | 4 | 5 | 5 | 18 |
| 37 | 4 | 4 | 3 | 4 | 15 |
| 38 | 5 | 5 | 4 | 3 | 17 |
| 39 | 3 | 4 | 4 | 5 | 16 |
| 40 | 4 | 5 | 4 | 3 | 16 |
| 41 | 4 | 3 | 3 | 3 | 13 |
| 42 | 4 | 3 | 3 | 3 | 13 |
| 43 | 4 | 3 | 3 | 3 | 13 |
| 44 | 4 | 5 | 5 | 4 | 18 |
| 45 | 4 | 3 | 4 | 4 | 15 |
| 46 | 4 | 5 | 4 | 4 | 17 |
| 47 | 3 | 4 | 4 | 3 | 14 |
| 48 | 4 | 4 | 4 | 3 | 15 |
| 49 | 4 | 4 | 3 | 4 | 15 |
| 50 | 4 | 4 | 4 | 3 | 15 |

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|----|---|---|---|---|----|
| 51 | 5 | 5 | 4 | 5 | 19 |
| 52 | 4 | 3 | 4 | 3 | 14 |
| 53 | 4 | 5 | 5 | 4 | 18 |
| 54 | 4 | 4 | 4 | 4 | 16 |
| 55 | 5 | 5 | 5 | 4 | 19 |
| 56 | 5 | 4 | 3 | 5 | 17 |
| 57 | 4 | 5 | 5 | 5 | 19 |
| 58 | 4 | 5 | 5 | 5 | 19 |
| 59 | 4 | 4 | 4 | 4 | 16 |
| 60 | 5 | 5 | 5 | 4 | 19 |
| 61 | 5 | 5 | 5 | 5 | 20 |
| 62 | 4 | 3 | 3 | 4 | 14 |
| 63 | 5 | 5 | 4 | 4 | 18 |
| 64 | 4 | 5 | 4 | 4 | 17 |
| 65 | 4 | 5 | 4 | 5 | 18 |
| 66 | 4 | 3 | 4 | 4 | 15 |
| 67 | 4 | 5 | 4 | 4 | 17 |
| 68 | 4 | 4 | 4 | 4 | 16 |
| 69 | 5 | 5 | 5 | 4 | 19 |
| 70 | 4 | 5 | 4 | 4 | 17 |
| 71 | 4 | 5 | 4 | 5 | 18 |
| 72 | 4 | 4 | 4 | 4 | 16 |
| 73 | 4 | 4 | 4 | 4 | 16 |
| 74 | 4 | 3 | 4 | 3 | 14 |
| 75 | 4 | 5 | 4 | 4 | 17 |
| 76 | 4 | 4 | 5 | 5 | 18 |
| 77 | 4 | 5 | 4 | 5 | 18 |
| 78 | 3 | 4 | 4 | 4 | 15 |
| 79 | 3 | 4 | 4 | 3 | 14 |
| 80 | 5 | 4 | 5 | 4 | 18 |
| 81 | 5 | 4 | 5 | 3 | 17 |

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|-----|---|---|---|---|----|
| 82 | 5 | 4 | 5 | 5 | 19 |
| 83 | 4 | 3 | 3 | 3 | 13 |
| 84 | 5 | 5 | 4 | 3 | 17 |
| 85 | 3 | 4 | 4 | 4 | 15 |
| 86 | 4 | 4 | 4 | 3 | 15 |
| 87 | 4 | 4 | 3 | 4 | 15 |
| 88 | 4 | 4 | 5 | 4 | 17 |
| 89 | 4 | 4 | 3 | 4 | 15 |
| 90 | 4 | 5 | 4 | 3 | 16 |
| 91 | 4 | 5 | 4 | 4 | 17 |
| 92 | 4 | 4 | 4 | 4 | 16 |
| 93 | 4 | 3 | 4 | 4 | 15 |
| 94 | 3 | 4 | 4 | 3 | 14 |
| 95 | 4 | 4 | 4 | 4 | 16 |
| 96 | 4 | 4 | 4 | 4 | 16 |
| 97 | 3 | 4 | 4 | 4 | 15 |
| 98 | 5 | 4 | 4 | 4 | 17 |
| 99 | 5 | 4 | 5 | 5 | 19 |
| 100 | 4 | 3 | 4 | 3 | 14 |

3. E-Wom (X3)

| NO | X3.1 | X3.2 | X3.3 | X3.4 | Total X3 |
|----|------|------|------|------|----------|
| 1 | 3 | 4 | 5 | 4 | 16 |
| 2 | 4 | 4 | 3 | 5 | 16 |
| 3 | 5 | 5 | 5 | 5 | 20 |
| 4 | 3 | 4 | 4 | 4 | 15 |
| 5 | 4 | 3 | 4 | 4 | 15 |
| 6 | 3 | 5 | 5 | 4 | 17 |
| 7 | 4 | 4 | 4 | 4 | 16 |
| 8 | 4 | 5 | 4 | 4 | 17 |
| 9 | 4 | 3 | 4 | 4 | 15 |

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|----|---|---|---|---|----|
| 10 | 5 | 4 | 5 | 4 | 18 |
| 11 | 3 | 5 | 5 | 3 | 16 |
| 12 | 4 | 3 | 5 | 5 | 17 |
| 13 | 4 | 3 | 5 | 5 | 17 |
| 14 | 5 | 5 | 4 | 5 | 19 |
| 15 | 3 | 5 | 3 | 3 | 14 |
| 16 | 5 | 4 | 5 | 5 | 19 |
| 17 | 4 | 4 | 3 | 4 | 15 |
| 18 | 4 | 4 | 4 | 4 | 16 |
| 19 | 3 | 4 | 5 | 5 | 17 |
| 20 | 4 | 4 | 5 | 5 | 18 |
| 21 | 5 | 5 | 5 | 5 | 20 |
| 22 | 3 | 4 | 4 | 4 | 15 |
| 23 | 5 | 5 | 4 | 5 | 19 |
| 24 | 5 | 4 | 5 | 3 | 17 |
| 25 | 2 | 4 | 3 | 4 | 13 |
| 26 | 4 | 4 | 4 | 3 | 15 |
| 27 | 5 | 5 | 5 | 5 | 20 |
| 28 | 4 | 4 | 3 | 4 | 15 |
| 29 | 5 | 5 | 5 | 5 | 20 |
| 30 | 4 | 4 | 3 | 5 | 16 |
| 31 | 4 | 5 | 5 | 4 | 18 |
| 32 | 5 | 5 | 5 | 4 | 19 |
| 33 | 4 | 4 | 5 | 3 | 16 |
| 34 | 4 | 5 | 4 | 4 | 17 |
| 35 | 4 | 5 | 4 | 4 | 17 |
| 36 | 4 | 4 | 5 | 5 | 18 |
| 37 | 4 | 4 | 3 | 4 | 15 |
| 38 | 4 | 4 | 4 | 5 | 17 |
| 39 | 4 | 4 | 5 | 4 | 17 |
| 40 | 4 | 4 | 4 | 4 | 16 |

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|----|---|---|---|---|----|
| 41 | 5 | 5 | 5 | 5 | 20 |
| 42 | 5 | 5 | 5 | 5 | 20 |
| 43 | 3 | 4 | 4 | 3 | 14 |
| 44 | 4 | 4 | 5 | 4 | 17 |
| 45 | 3 | 4 | 3 | 4 | 14 |
| 46 | 3 | 4 | 4 | 3 | 14 |
| 47 | 4 | 4 | 3 | 4 | 15 |
| 48 | 4 | 4 | 4 | 4 | 16 |
| 49 | 4 | 3 | 4 | 4 | 15 |
| 50 | 4 | 4 | 5 | 5 | 18 |
| 51 | 4 | 4 | 4 | 5 | 17 |
| 52 | 4 | 5 | 4 | 4 | 17 |
| 53 | 5 | 4 | 5 | 5 | 19 |
| 54 | 4 | 5 | 4 | 5 | 18 |
| 55 | 5 | 5 | 5 | 5 | 20 |
| 56 | 5 | 5 | 5 | 5 | 20 |
| 57 | 4 | 5 | 4 | 5 | 18 |
| 58 | 4 | 4 | 5 | 5 | 18 |
| 59 | 4 | 4 | 5 | 4 | 17 |
| 60 | 4 | 5 | 5 | 4 | 18 |
| 61 | 4 | 4 | 5 | 5 | 18 |
| 62 | 4 | 3 | 4 | 4 | 15 |
| 63 | 3 | 3 | 3 | 5 | 14 |
| 64 | 5 | 3 | 4 | 4 | 16 |
| 65 | 4 | 4 | 5 | 4 | 17 |
| 66 | 3 | 4 | 4 | 3 | 14 |
| 67 | 4 | 4 | 5 | 4 | 17 |
| 68 | 5 | 5 | 5 | 5 | 20 |
| 69 | 5 | 5 | 5 | 5 | 20 |
| 70 | 4 | 5 | 4 | 4 | 17 |
| 71 | 3 | 3 | 3 | 4 | 13 |

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|-----|---|---|---|---|----|
| 72 | 4 | 5 | 5 | 5 | 19 |
| 73 | 4 | 4 | 5 | 4 | 17 |
| 74 | 4 | 3 | 3 | 4 | 14 |
| 75 | 5 | 4 | 4 | 5 | 18 |
| 76 | 5 | 4 | 5 | 5 | 19 |
| 77 | 4 | 4 | 4 | 4 | 16 |
| 78 | 4 | 4 | 5 | 4 | 17 |
| 79 | 4 | 5 | 5 | 4 | 18 |
| 80 | 4 | 5 | 5 | 4 | 18 |
| 81 | 5 | 4 | 5 | 4 | 18 |
| 82 | 4 | 5 | 4 | 4 | 17 |
| 83 | 4 | 5 | 5 | 3 | 17 |
| 84 | 4 | 4 | 5 | 5 | 18 |
| 85 | 4 | 4 | 5 | 5 | 18 |
| 86 | 3 | 4 | 4 | 4 | 15 |
| 87 | 5 | 3 | 4 | 4 | 16 |
| 88 | 4 | 3 | 4 | 4 | 15 |
| 89 | 4 | 4 | 4 | 4 | 16 |
| 90 | 4 | 4 | 3 | 4 | 15 |
| 91 | 5 | 5 | 5 | 5 | 20 |
| 92 | 4 | 3 | 3 | 4 | 14 |
| 93 | 5 | 3 | 4 | 4 | 16 |
| 94 | 4 | 4 | 4 | 5 | 17 |
| 95 | 3 | 4 | 5 | 4 | 16 |
| 96 | 3 | 4 | 4 | 3 | 14 |
| 97 | 4 | 4 | 3 | 5 | 16 |
| 98 | 3 | 5 | 4 | 4 | 16 |
| 99 | 5 | 4 | 4 | 5 | 18 |
| 100 | 4 | 3 | 3 | 4 | 14 |

4. Keputusan Reservasi (Y)

| NO | Y1 | Y2 | Y3 | Y4 | Total Y |
|----|----|----|----|----|---------|
| 1 | 4 | 4 | 4 | 5 | 17 |
| 2 | 5 | 4 | 5 | 3 | 17 |
| 3 | 5 | 5 | 4 | 5 | 19 |
| 4 | 4 | 5 | 4 | 4 | 17 |
| 5 | 3 | 4 | 4 | 3 | 14 |
| 6 | 4 | 4 | 4 | 4 | 16 |
| 7 | 3 | 3 | 4 | 3 | 13 |
| 8 | 5 | 4 | 5 | 4 | 18 |
| 9 | 4 | 4 | 4 | 5 | 17 |
| 10 | 4 | 5 | 5 | 4 | 18 |
| 11 | 5 | 4 | 5 | 5 | 19 |
| 12 | 4 | 4 | 5 | 4 | 17 |
| 13 | 4 | 4 | 5 | 4 | 17 |
| 14 | 4 | 4 | 4 | 3 | 15 |
| 15 | 3 | 4 | 5 | 4 | 16 |
| 16 | 5 | 4 | 4 | 4 | 17 |
| 17 | 4 | 3 | 5 | 3 | 15 |
| 18 | 3 | 3 | 4 | 2 | 12 |
| 19 | 4 | 4 | 5 | 5 | 18 |
| 20 | 5 | 5 | 5 | 4 | 19 |
| 21 | 5 | 5 | 4 | 5 | 19 |
| 22 | 4 | 3 | 3 | 3 | 13 |
| 23 | 5 | 5 | 4 | 5 | 19 |
| 24 | 3 | 3 | 4 | 3 | 13 |
| 25 | 4 | 3 | 4 | 4 | 15 |
| 26 | 3 | 4 | 3 | 3 | 13 |
| 27 | 5 | 3 | 4 | 5 | 17 |
| 28 | 3 | 4 | 5 | 4 | 16 |
| 29 | 3 | 2 | 5 | 3 | 13 |

| | | | | | |
|----|---|---|---|---|----|
| 30 | 4 | 5 | 4 | 4 | 17 |
| 31 | 4 | 4 | 4 | 4 | 16 |
| 32 | 2 | 3 | 4 | 4 | 13 |
| 33 | 2 | 4 | 5 | 3 | 14 |
| 34 | 4 | 5 | 4 | 4 | 17 |
| 35 | 5 | 5 | 3 | 4 | 17 |
| 36 | 5 | 5 | 4 | 5 | 19 |
| 37 | 4 | 3 | 4 | 4 | 15 |
| 38 | 4 | 2 | 3 | 4 | 13 |
| 39 | 3 | 4 | 4 | 3 | 14 |
| 40 | 4 | 3 | 4 | 4 | 15 |
| 41 | 5 | 4 | 5 | 3 | 17 |
| 42 | 5 | 4 | 4 | 4 | 17 |
| 43 | 3 | 3 | 4 | 3 | 13 |
| 44 | 4 | 4 | 4 | 5 | 17 |
| 45 | 4 | 3 | 3 | 4 | 14 |
| 46 | 3 | 4 | 4 | 3 | 14 |
| 47 | 4 | 4 | 3 | 4 | 15 |
| 48 | 4 | 5 | 4 | 3 | 16 |
| 49 | 4 | 3 | 4 | 4 | 15 |
| 50 | 4 | 4 | 5 | 4 | 17 |
| 51 | 5 | 3 | 4 | 5 | 17 |
| 52 | 3 | 4 | 5 | 5 | 17 |
| 53 | 5 | 4 | 4 | 4 | 17 |
| 54 | 5 | 4 | 5 | 4 | 18 |
| 55 | 5 | 4 | 5 | 5 | 19 |
| 56 | 5 | 4 | 5 | 5 | 19 |
| 57 | 4 | 5 | 5 | 5 | 19 |
| 58 | 4 | 4 | 4 | 4 | 16 |
| 59 | 4 | 5 | 4 | 4 | 17 |
| 60 | 4 | 5 | 5 | 4 | 18 |

| | | | | | |
|----|---|---|---|---|----|
| 61 | 4 | 3 | 5 | 3 | 15 |
| 62 | 3 | 4 | 4 | 3 | 14 |
| 63 | 4 | 3 | 3 | 4 | 14 |
| 64 | 5 | 4 | 4 | 4 | 17 |
| 65 | 5 | 4 | 5 | 3 | 17 |
| 66 | 3 | 3 | 4 | 4 | 14 |
| 67 | 4 | 5 | 4 | 4 | 17 |
| 68 | 3 | 4 | 3 | 4 | 14 |
| 69 | 5 | 5 | 5 | 5 | 20 |
| 70 | 5 | 4 | 4 | 5 | 18 |
| 71 | 5 | 4 | 5 | 4 | 18 |
| 72 | 5 | 4 | 4 | 4 | 17 |
| 73 | 4 | 4 | 4 | 5 | 17 |
| 74 | 3 | 4 | 3 | 5 | 15 |
| 75 | 3 | 4 | 3 | 4 | 14 |
| 76 | 4 | 5 | 4 | 5 | 18 |
| 77 | 4 | 3 | 4 | 4 | 15 |
| 78 | 3 | 4 | 3 | 4 | 14 |
| 79 | 4 | 5 | 5 | 3 | 17 |
| 80 | 5 | 4 | 5 | 5 | 19 |
| 81 | 4 | 4 | 4 | 4 | 16 |
| 82 | 4 | 5 | 4 | 5 | 18 |
| 83 | 3 | 3 | 4 | 4 | 14 |
| 84 | 4 | 5 | 5 | 4 | 18 |
| 85 | 4 | 3 | 4 | 4 | 15 |
| 86 | 4 | 4 | 4 | 3 | 15 |
| 87 | 3 | 4 | 4 | 4 | 15 |
| 88 | 5 | 3 | 4 | 3 | 15 |
| 89 | 3 | 5 | 4 | 5 | 17 |
| 90 | 4 | 3 | 3 | 4 | 14 |
| 91 | 5 | 4 | 5 | 4 | 18 |

| | | | | | |
|-----|---|---|---|---|----|
| 92 | 4 | 4 | 4 | 5 | 17 |
| 93 | 3 | 4 | 4 | 4 | 15 |
| 94 | 4 | 5 | 4 | 4 | 17 |
| 95 | 3 | 5 | 4 | 5 | 17 |
| 96 | 4 | 3 | 4 | 4 | 15 |
| 97 | 4 | 4 | 3 | 4 | 15 |
| 98 | 4 | 4 | 4 | 5 | 17 |
| 99 | 5 | 5 | 4 | 4 | 18 |
| 100 | 5 | 4 | 4 | 5 | 18 |



LAMPIRAN 3 TABEL OUTPUT SPSS

A. Uji Validitas

1. Kuliatas Pelayanan Online (X1)

| Item-Total Statistics | | | | |
|------------------------------|-------------------------------|-----------------------------------|--------------------------------------|--|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
| X1.1 | 20.68 | 5.674 | .526 | .707 |
| X1.2 | 20.83 | 5.476 | .565 | .696 |
| X1.3 | 20.96 | 5.716 | .477 | .721 |
| X1.4 | 20.91 | 5.840 | .467 | .723 |
| X1.5 | 20.90 | 5.687 | .530 | .706 |
| X1.6 | 20.92 | 6.054 | .387 | .745 |

2. Kepercayaan Online (X2)

| Item-Total Statistics | | | | |
|------------------------------|-------------------------------|-----------------------------------|--------------------------------------|--|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
| X2.1 | 12.14 | 2.465 | .230 | .624 |
| X2.2 | 12.05 | 2.008 | .465 | .443 |
| X2.3 | 12.17 | 2.183 | .426 | .480 |
| X2.4 | 12.36 | 2.132 | .381 | .513 |

3. E-Wom (X3)

| Item-Total Statistics | | | | |
|------------------------------|-------------------------------|-----------------------------------|--------------------------------------|--|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
| X3.1 | 12.75 | 2.028 | .465 | .474 |
| X3.2 | 12.64 | 2.334 | .298 | .599 |
| X3.3 | 12.51 | 1.970 | .430 | .501 |
| X3.4 | 12.53 | 2.292 | .358 | .556 |

4. Keputusan Reservasi (Y)

| Item-Total Statistics | | | | |
|-----------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Y1 | 12.17 | 2.001 | .382 | .393 |
| Y2 | 12.22 | 2.113 | .361 | .415 |
| Y3 | 12.03 | 2.656 | .192 | .549 |
| Y4 | 12.15 | 2.210 | .332 | .442 |

B. Uji reability

1. Kualitas Pelayanan Online (X1)

Case Processing Summary

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

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

Reliability Statistics

| Cronbach's Alpha | | N of Items |
|------------------|--|------------|
| .752 | | 6 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X1.1 | 20.68 | 5.674 | .526 | .707 |
| X1.2 | 20.83 | 5.476 | .565 | .696 |
| X1.3 | 20.96 | 5.716 | .477 | .721 |

| | | | | |
|------|-------|-------|------|------|
| X1.4 | 20.91 | 5.840 | .467 | .723 |
| X1.5 | 20.90 | 5.687 | .530 | .706 |
| X1.6 | 20.92 | 6.054 | .387 | .745 |

2. Kepercayaan Online (X2)

Case Processing Summary

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

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

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| .591 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X2.1 | 12.14 | 2.465 | .230 | .624 |
| X2.2 | 12.05 | 2.008 | .465 | .443 |
| X2.3 | 12.17 | 2.183 | .426 | .480 |
| X2.4 | 12.36 | 2.132 | .381 | .513 |

3. E-Wom (X3)

Case Processing Summary

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

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .606 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X3.1 | 12.75 | 2.028 | .465 | .474 |
| X3.2 | 12.64 | 2.334 | .298 | .599 |
| X3.3 | 12.51 | 1.970 | .430 | .501 |
| X3.4 | 12.53 | 2.292 | .358 | .556 |

4. Keputusan Reservasi (Y)

Case Processing Summary

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

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .528 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Y1 | 12.17 | 2.001 | .382 | .393 |
| Y2 | 12.22 | 2.113 | .361 | .415 |
| Y3 | 12.03 | 2.656 | .192 | .549 |
| Y4 | 12.15 | 2.210 | .332 | .442 |

C. Regresion Linear Berganda

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.981 | 1.630 | | 1.828 | .071 |
| | TOTAL_X1 | .208 | .068 | .315 | 3.082 | .003 |
| | TOTAL_X2 | .305 | .097 | .305 | 3.155 | .002 |
| | TOTAL_X3 | .180 | .088 | .179 | 2.057 | .042 |

a. Dependent Variable: Total_Y

Sumber : Output SPSS 25. Coefficient, linear regression. Diolah 23

D. Uji Asumsi Klasik

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.40944079 |
| Most Extreme Differences | Absolute | .075 |
| | Positive | .055 |
| | Negative | -.075 |
| Test Statistic | | .075 |
| Asymp. Sig. (2-tailed) | | .188 ^c |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

2. Uji multikolinieritas

| | | Coefficients ^a | | | | Collinearity Statistics | | |
|-------|------------|-----------------------------|------------|---------------------------|-------|-------------------------|-----------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Tolerance | VIF |
| | | B | Std. Error | Beta | | | | |
| 1 | (Constant) | 2.981 | 1.630 | | 1.828 | .071 | | |
| | TOTAL_X1 | .208 | .068 | .315 | 3.082 | .003 | .575 | 1.740 |
| | TOTAL_X2 | .305 | .097 | .305 | 3.155 | .002 | .643 | 1.556 |
| | TOTAL_X3 | .180 | .088 | .179 | 2.057 | .042 | .795 | 1.258 |

c. Dependent Variable: Keputusan reservasi (Y)

3. uji heterokedastisitas

Correlations

| | | | TOTAL_ X1 | TOTAL_ X2 | TOTAL_ X3 | Unstandardized Residual |
|--------------------|----------------------------|-------------------------|--------------|--------------|--------------|----------------------------|
| Spearman' s rho | TOTAL_X1 | Correlation Coefficient | 1.000 | .616** | .488** | .035 |
| | | Sig. (2-tailed) | . | .000 | .000 | .731 |
| | | N | 100 | 100 | 100 | 100 |
| | TOTAL_X2 | Correlation Coefficient | .616** | 1.000 | .369** | .016 |
| | | Sig. (2-tailed) | .000 | . | .000 | .876 |
| | | N | 100 | 100 | 100 | 100 |
| | TOTAL_X3 | Correlation Coefficient | .488** | .369** | 1.000 | .065 |
| | | Sig. (2-tailed) | .000 | .000 | . | .519 |
| | | N | 100 | 100 | 100 | 100 |
| | Unstandardized Residual | Correlation Coefficient | .035 | .016 | .065 | 1.000 |
| | | Sig. (2-tailed) | .731 | .876 | .519 | . |
| | | N | 100 | 100 | 100 | 100 |

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

4. uji autokolerasi

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|----------------------|-------------------------------|---------------|
| 1 | .651 ^a | .424 | .406 | 1.431 | 1.758 |

a. Predictors: (Constant), Total_X1, Total_X2, Total_X3

e. Dependent Variable: Total Y1

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