BAB V

PENUTUP

Pada bab ini, terdapat kesimpulan dari penelitian yang sudah dilakukan, implikasi manajerial, saran dan keterbatasan dalam penelitian.

5.1   Kesimpulan

Berdasarkan hasil dari penelitian yang telah dilakukan dan dijelaskan pada bab IV, maka dapat ditarik kesimpulan bahwa kepuasan, kepercayaan dan pengalaman pelanggan mempengaruhi niat beli ulang seorang pelanggan di Shopee. Penelitian ini dilakukan melalui *survey* dan menggunakan data sebanyak 150 responden yang diperoleh dari Google Form. Pengaruh antar variabel dianalisis menggunakan *Partial Least Square* (PLS).

5.2   Implikasi Manajerial

Pada penelitian ini, ditemukan bahwa kepuasan, kepercayaan dan pengalaman pelanggan berpengaruh signifikan terhadap niat beli ulang di Shopee. Maka dari itu, implikasi manajerial pada penelitian ini dapat diringkas sebagai berikut:

1. Kepuasan merupakan variabel yang memiliki pengaruh terbesar dalam penelitian ini terhadap niat beli ulang. Pelanggan yang puas akan menunjukkan loyalitas dengan tetap memutuskan membeli produk di tempat yang sama. Shopee sebagai pelaku usaha harus lebih memperhatikan kualitas layanan atau produk yang dijual serta kinerja agar dapat mempertahankan kepuasan pelanggan yang selanjutnya akan memutuskan tetap menggunakan Shopee sebagai pilihan utama dalam membeli produk.

2. Variabel yang memiliki pengaruh paling kecil terhadap niat beli ulang dalam penelitian ini adalah kepercayaan. Kepercayaan seorang pelanggan dapat dicapai apabila suatu perusahaan dapat mempertahankan kualitas layanan terkhusus keamanan dalam bertransaksi atau pengiriman suatu produk, kualitas produk yang baik, tidak bertindak oportunistik serta menepati janjinya. Dalam hal ini, Shopee sebagai pelaku usaha harus mempertahankan kualitas layanan dan kualitas produk agar tingkat kepercayaan seorang pelanggan yang diinginkan dapat dicapai.

3. Variabel terakhir dan kedua terbesar yang paling berpengaruh terhadap niat beli ulang adalah pengalaman pelanggan. Pengalaman baik dari seorang pelanggan dapat memberikan dampak pada suatu perusahaan di mana Shopee dalam hal ini ke depannya harus mendorong pelanggan lama untuk memutuskan tetap membeli di Shopee dan menarik pelanggan baru untuk berbelanja di Shopee dengan menggunakan sistem *review* dan *feedback* sebagai alternatif.

5.3 Saran dan Keterbatasan Penelitian

Penelitian ini juga tidak terlepas dari keterbatasan maupun kekurangan yang akan dipaparkan sebagai berikut:

1. Karakteristik responden pada bagian pendapatan per bulan kurang spesifik karena pilihan pendapatan yang ditentukan peneliti kurang bervariasi di mana responden yang mengisi kuesioner sendiri terdiri dari responden dengan usia kerja.
2. Penelitian ini dilakukan secara umum terhadap Shopee, diharapkan penelitian berikutnya agar bisa meneliti objek secara spesifik lagi misalnya meneliti produk tertentu, layanan atau lainnya agar lebih menarik dan informatif.
3. Jumlah responden hanya 150 responden. Diharapkan penelitian berikutnya dapat mengeksplorasi responden dengan jumlah yang lebih banyak lagi
4. Diharapkan untuk penelitian selanjutnya untuk fokus dan spesifik membahas produk yang ada di dalam Shopee

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LAMPIRAN I

KUESIONER

Bagian Satu: Profiling Responden

Usia__

Jenis kelamin

a. Wanita

b. Pria

Pekerjaan

a. Pelajar/Mahasiswa

b. Pegawai BUMN

c. Pegawai Swasta

d. Wiraswasta

e. Lainnya

Pendapatan per Bulan

a. < Rp 1.000.000

b. Rp 1.000.000 – Rp 2.000.000

c. Rp 2.000.001 – Rp 3.000.000

d. Rp 3.000.001 – Rp 4.000.000

e. > Rp 4.000.000

Bagian Dua: Pertanyaan Filter

Apakah anda tahu marketplace Shopee?

a. Ya

b. Tidak

Apakah anda pernah berbelanja di Shopee?

a. Ya

b. Tidak

Produk apa yang anda beli ___

Variabel Kepuasan

No	Pernyataan	Skala				
1	Saya puas dengan kinerja Shopee	1	2	3	4	5
2	Saya senang memiliki pengalaman berbelanja menggunakan Shopee	1	2	3	4	5
3	Saya lebih puas berbelanja di Shopee dibanding pada marketplace lain	1	2	3	4	5
4	Menggunakan Shopee adalah keputusan yang tepat	1	2	3	4	5

Variabel Kepercayaan

No	Pernyataan	Skala				
1	Saya yakin bahwa Shopee terpercaya	1	2	3	4	5
2	Saya percaya bahwa Shopee memberikan keamanan dalam bertransaksi	1	2	3	4	5
3	Saya tahu bahwa Shopee menepati janjinya	1	2	3	4	5
4	Saya tahu bahwa Shopee tidak bertindak oportunistik (mencari keuntungan yang tidak bersih)	1	2	3	4	5

Variabel Pengalaman Pelanggan

No	Pernyataan	Skala				
1	Saya mempunyai pengalaman berbelanja di Shopee	1	2	3	4	5
2	Berdasarkan pengalaman saya selama berbelanja di Shopee, kualitas produk yang dijual di Shopee bagus	1	2	3	4	5
3	Berdasarkan pengalaman saya selama berbelanja di Shopee, barang yang dijual sesuai dengan ekspektasi	1	2	3	4	5
4	Berdasarkan pengalaman saya selama berbelanja di Shopee, harga yang ditawarkan lebih murah dibandingkan marketplace lain	1	2	3	4	5
5	Berdasarkan pengalaman saya selama berbelanja di Shopee, banyak promo yang ditawarkan seperti gratis ongkir atau potongan harga berupa voucher di toko tertentu ketika berbelanja di Shopee	1	2	3	4	5

Variabel Niat Beli Ulang

No	Pernyataan	Skala				
1	Pengalaman positif yang saya dapatkan selama berbelanja di Shopee mempengaruhi niat beli ulang di Shopee	1	2	3	4	5
2	Jika saya bisa, saya ingin terus menggunakan Shopee untuk membeli produk	1	2	3	4	5
3	Saya berniat untuk terus membeli produk melalui Shopee di masa depan	1	2	3	4	5
4	Saya akan merekomendasikan Shopee untuk berbelanja kepada keluarga, teman atau kerabat	1	2	3	4	5
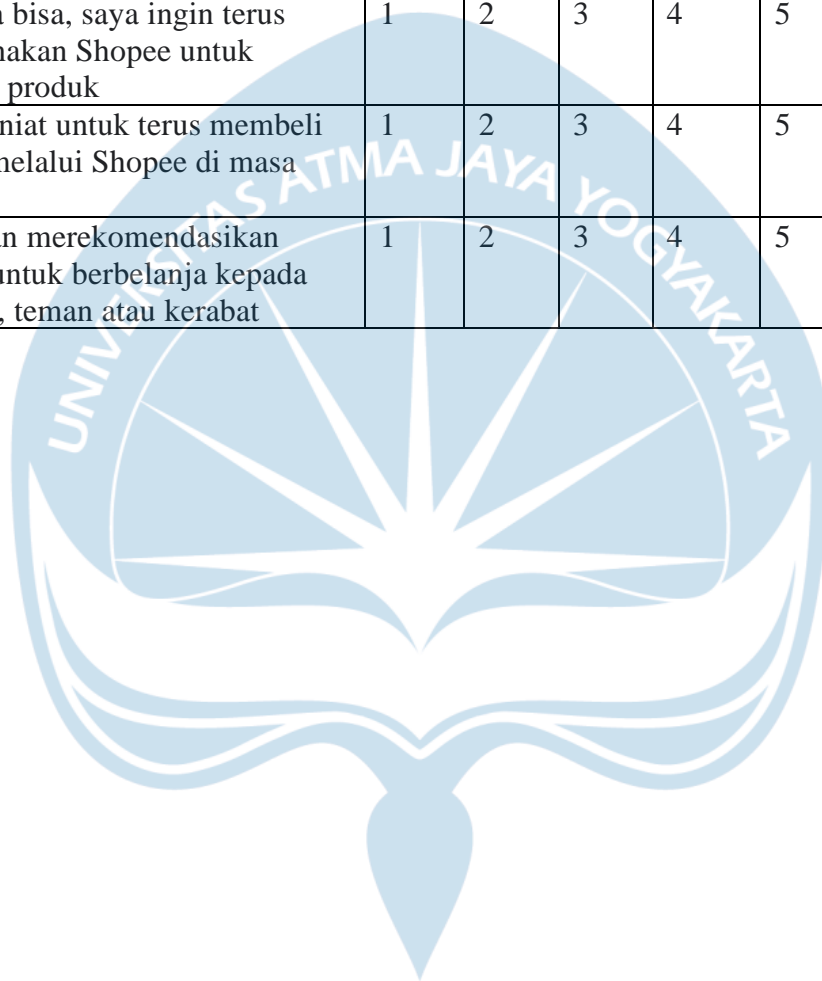
LAMPIRAN II

PROFIL RESPONDEN DAN JAWABAN PERTANYAAN

A. Berdasarkan usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-28	60	40.0	40.0	40.0
	29-39	24	16.0	16.0	56.0
	40-50	44	29.3	29.3	85.3
	51-61	22	14.7	14.7	100.0
	Total	150	100.0	100.0	

B. Berdasarkan jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	79	52.7	52.7	52.7
	Perempuan	71	47.3	47.3	100.0
	Total	150	100.0	100.0	

C. Berdasarkan pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai Swasta	55	36.7	36.7	36.7
	Pelajar/Mahasiswa	37	24.7	24.7	61.3
	Wiraswasta	21	14.0	14.0	75.3
	PNS/ASN	16	10.7	10.7	86.0
	Pegawai BUMN	8	5.3	5.3	91.3
	Pengajar	3	2.0	2.0	93.3
	Ibu Rumah Tangga	6	4.0	4.0	97.3
	Pegawai BUMD	1	.7	.7	98.0
	Pensiunan	1	.7	.7	98.7
	Pegawai Honorer	1	.7	.7	99.3
	Pengangguran	1	.7	.7	100.0
	Total	150	100.0	100.0	

D. Berdasarkan pendapatan per bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<Rp 1.000.000	19	12.7	12.7	12.7
	Rp 1.000.000 - Rp 2.000.000	14	9.3	9.3	22.0
	Rp 2.000.001 - Rp 3.000.000	16	10.7	10.7	32.7
	Rp 3.000.001 - Rp 4.000.000	12	8.0	8.0	40.7
	>Rp 4.000.000	89	59.3	59.3	100.0
	Total	150	100.0	100.0	

LAMPIRAN III

DATA SET PENELITIAN
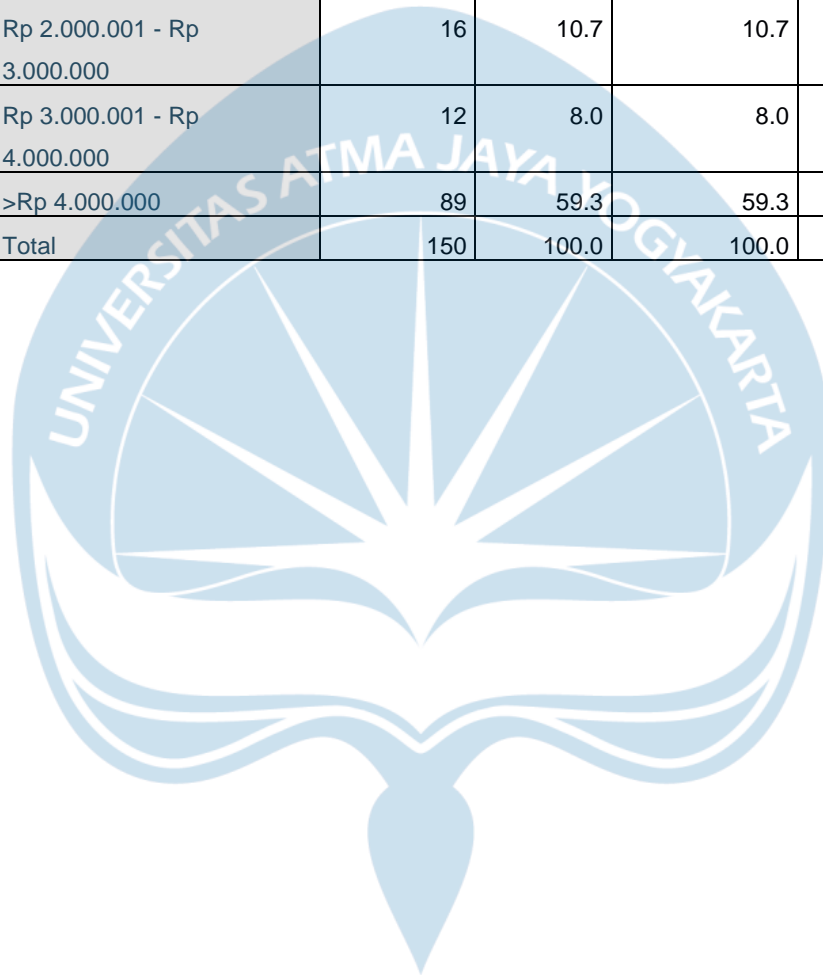
A. Pertanyaan Variabel Kepuasan

No	KPS1	KPS2	KPS3	KPS4
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4	5	5	5	5
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147	5	5	4	5
148	5	5	4	5
149	5	5	5	4
150	5	5	3	4

B. Pertanyaan Variabel Kepercayaan

No	KPC1	KPC2	KPC3	KPC4
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83	4	4	2	4
84	5	3	5	3
85	3	4	3	3
86	4	5	5	4
87	3	3	4	4
88	3	4	5	4
89	4	5	3	2
90	4	4	4	3
91	4	4	4	4
92	5	5	3	3
93	5	5	4	4
94	4	4	3	3
95	5	5	5	4
96	4	5	4	4
97	4	4	4	4
98	4	4	4	3
99	5	5	5	5

100	5	5	5	3
101	4	4	4	3
102	4	4	4	3
103	5	5	5	5
104	3	4	3	3
105	5	5	5	5
106	4	4	4	3
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113	5	5	5	5
114	5	3	4	3
115	4	4	3	3
116	5	4	4	4
117	4	5	5	5
118	4	2	4	3
119	4	4	4	2
120	5	5	4	4
121	4	4	2	4
122	5	4	4	3
123	3	4	4	4
124	4	4	4	3
125	4	4	3	3
126	5	5	5	5
127	4	4	4	4
128	4	4	4	5
129	5	5	5	5
130	5	5	5	5
131	5	5	5	5
132	5	4	5	5
133	5	5	4	3
134	5	5	5	5
135	5	5	5	5
136	5	5	5	5
137	5	5	4	4
138	5	4	4	4
139	5	5	5	5
140	5	5	5	5
141	5	5	5	2
142	5	5	5	5

143	4	4	4	4
144	5	5	5	5
145	3	4	4	4
146	5	5	5	5
147	4	4	4	4
148	5	4	4	4
149	4	4	4	4
150	5	5	4	3

C. Pertanyaan Variabel Pengalaman Pelanggan

No	PP1	PP2	PP3	PP4	PP5
1	5	4	5	5	5
2	4	4	4	3	3
3	4	5	4	4	5
4	5	4	4	4	4
5	5	5	5	5	5
6	5	5	5	5	5
7	5	3	3	3	3
8	5	5	5	5	5
9	5	4	4	3	4
10	5	4	4	5	5
11	5	4	3	4	5
12	3	3	3	3	4
13	4	3	3	4	5
14	4	4	4	3	4
15	4	4	4	5	4
16	5	4	4	4	4
17	4	4	4	4	4
18	3	3	2	3	3
19	3	2	2	3	4
20	5	5	5	5	5
21	4	4	3	3	3
22	5	5	5	5	5
23	5	5	5	5	5
24	5	4	4	3	4
25	4	4	4	4	4
26	5	5	5	5	5
27	5	4	5	4	5
28	5	3	3	3	5
29	4	3	4	3	2
30	4	4	4	3	4

31	4	4	4	4	4
32	4	4	4	4	4
33	4	4	4	4	4
34	3	3	3	4	4
35	3	3	3	3	3
36	5	3	3	5	5
37	5	5	5	4	5
38	4	3	3	2	3
39	4	4	4	2	4
40	5	5	5	3	5
41	5	3	3	4	5
42	5	5	4	4	4
43	5	5	5	5	5
44	4	4	4	3	3
45	4	5	5	4	4
46	5	5	5	4	5
47	3	4	3	3	3
48	4	4	4	4	5
49	4	4	4	4	4
50	4	3	3	3	3
51	5	3	4	3	2
52	4	5	4	4	5
53	4	4	4	3	3
54	5	5	5	5	5
55	4	4	4	2	3
56	4	5	4	4	4
57	5	4	5	5	5
58	3	4	4	4	3
59	5	5	5	5	5
60	2	3	3	4	3
61	4	4	4	4	4
62	4	3	4	3	5
63	4	3	3	3	4
64	4	4	4	4	4
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67	4	5	4	4	5
68	5	3	2	2	4
69	5	4	4	3	3
70	4	4	4	4	4
71	4	4	4	2	3
72	4	4	4	4	4
73	4	3	3	3	4

74	4	3	3	3	4
75	4	3	3	3	4
76	4	3	3	3	4
77	4	4	4	2	4
78	4	3	3	3	4
79	5	4	4	3	5
80	5	4	5	5	5
81	4	4	3	4	5
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86	5	4	3	4	4
87	4	3	3	5	2
88	4	4	4	4	3
89	5	3	3	4	4
90	5	3	3	3	5
91	4	4	4	5	4
92	5	5	5	3	4
93	5	4	4	3	4
94	5	3	4	5	3
95	5	4	4	5	5
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111	4	3	3	4	4
112	4	4	4	3	4
113	5	3	3	3	4
114	5	4	4	3	4
115	5	4	4	5	5
116	5	5	5	4	5

117	5	5	4	4	5
118	5	2	2	3	4
119	5	3	3	2	2
120	5	5	3	4	5
121	5	1	3	4	4
122	5	4	4	5	5
123	3	3	3	3	2
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125	4	3	3	4	5
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134	5	5	5	5	5
135	5	5	5	5	5
136	5	5	5	5	5
137	4	4	4	4	4
138	5	5	5	4	5
139	5	5	5	3	4
140	5	4	4	2	4
141	5	4	4	4	4
142	5	4	4	5	5
143	3	4	4	2	4
144	5	4	4	3	4
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146	5	5	5	5	5
147	5	5	5	5	5
148	5	5	5	4	5
149	4	4	4	4	4
150	5	4	4	4	4

D. Pertanyaan Variabel Niat Beli Ulang

No	NBU1	NBU2	NBU3	NBU4
1	5	5	3	5
2	4	3	3	3
3	5	5	4	5
4	5	5	5	5

5	5	5	5	5
6	5	5	5	5
7	3	3	3	3
8	5	5	5	5
9	5	4	4	4
10	4	4	5	5
11	5	4	4	4
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13	4	3	2	3
14	4	3	3	3
15	5	4	5	5
16	5	4	4	5
17	4	4	4	4
18	2	2	2	2
19	3	2	2	3
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21	3	3	3	3
22	5	5	5	5
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28	4	4	4	4
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37	5	5	5	5
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44	4	4	4	3
45	4	4	3	4
46	5	5	5	5
47	3	3	3	3
48	4	4	4	5
49	4	4	4	4

50	3	4	3	3
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52	5	4	4	4
53	5	5	4	4
54	5	5	5	5
55	4	3	3	3
56	4	4	5	4
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64	4	4	4	4
65	4	3	3	3
66	4	3	3	4
67	5	4	4	4
68	5	5	5	5
69	3	3	4	4
70	5	4	4	4
71	3	2	3	2
72	5	4	4	4
73	4	3	3	3
74	4	3	3	3
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77	4	2	2	4
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89	4	2	2	3
90	4	4	4	4
91	5	5	4	4
92	4	3	3	3
93	5	4	4	4
94	4	3	4	2

95	5	5	5	5
96	4	4	4	3
97	4	4	4	3
98	4	3	4	3
99	4	4	4	4
100	5	4	4	5
101	4	3	3	4
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136	5	5	5	5
137	5	5	5	5
138	4	4	4	4
139	5	4	4	5

140	5	5	5	5
141	5	3	3	3
142	5	4	4	5
143	4	3	3	4
144	5	5	5	5
145	4	3	3	4
146	5	5	5	5
147	4	5	4	4
148	4	4	4	4
149	5	5	4	5
150	5	5	5	5

LAMPIRAN IV

HASIL ANALISIS UJI BEDA

A. Berdasarkan usia

				Std.	Std.	95% Confidence Interval for Mean			
		N	Mean	Deviation	Error	Lower Bound	Upper Bound	Minimum	Maximum
Total _X1	18-28	60	17.500	2.3470	.3030	16.894	18.106	11.0	20.0
	29-39	24	16.333	2.4789	.5060	15.287	17.380	11.0	20.0
	40-50	44	15.682	2.2285	.3360	15.004	16.359	12.0	20.0
	51-61	22	16.136	2.4552	.5235	15.048	17.225	13.0	20.0
	Total	150	16.580	2.4557	.2005	16.184	16.976	11.0	20.0
Total _X2	18-28	60	17.100	2.3485	.3032	16.493	17.707	12.0	20.0
	29-39	24	16.625	2.9164	.5953	15.394	17.856	9.0	20.0
	40-50	44	16.136	2.3781	.3585	15.413	16.859	12.0	20.0
	51-61	22	16.682	2.0327	.4334	15.781	17.583	13.0	20.0
	Total	150	16.680	2.4228	.1978	16.289	17.071	9.0	20.0
Total _X3	18-28	60	21.267	2.7176	.3508	20.565	21.969	16.0	25.0
	29-39	24	20.250	3.8022	.7761	18.644	21.856	13.0	25.0
	40-50	44	19.068	3.0984	.4671	18.126	20.010	14.0	25.0
	51-61	22	19.409	2.4429	.5208	18.326	20.492	14.0	24.0
	Total	150	20.187	3.1139	.2543	19.684	20.689	13.0	25.0
Total _Y	18-28	60	17.450	2.5870	.3340	16.782	18.118	11.0	20.0
	29-39	24	15.000	3.0072	.6138	13.730	16.270	8.0	20.0
	40-50	44	15.364	2.9341	.4423	14.472	16.256	10.0	20.0
	51-61	22	14.636	2.6466	.5643	13.463	15.810	10.0	20.0
	Total	150	16.033	2.9864	.2438	15.552	16.515	8.0	20.0

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Total _X1	Based on Mean	.193	3	146	.901
	Based on Median	.189	3	146	.904
	Based on Median and with adjusted df	.189	3	142.006	.904
	Based on trimmed mean	.167	3	146	.918
Total _X2	Based on Mean	1.280	3	146	.283
	Based on Median	1.311	3	146	.273

	Based on Median and with adjusted df	1.311	3	140.227	.273
	Based on trimmed mean	1.293	3	146	.279
Total _X3	Based on Mean	3.419	3	146	.019
	Based on Median	3.175	3	146	.026
	Based on Median and with adjusted df	3.175	3	142.376	.026
	Based on trimmed mean	3.541	3	146	.016
Total _Y	Based on Mean	.342	3	146	.795
	Based on Median	.452	3	146	.716
	Based on Median and with adjusted df	.452	3	141.262	.716
	Based on trimmed mean	.412	3	146	.745

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Total _X1	Between Groups	92.070	3	30.690	5.556	.001
	Within Groups	806.470	146	5.524		
	Total	898.540	149			
Total _X2	Between Groups	23.660	3	7.887	1.353	.260
	Within Groups	850.980	146	5.829		
	Total	874.640	149			
Total _X3	Between Groups	138.426	3	46.142	5.157	.002
	Within Groups	1306.347	146	8.948		
	Total	1444.773	149			
Total _Y	Between Groups	208.711	3	69.570	9.068	.000
	Within Groups	1120.123	146	7.672		
	Total	1328.833	149			

B. Berdasarkan jenis kelamin

Group Statistics

	JenisKelamin	N	Mean	Std. Deviation	Std. Error Mean
Total_X1	Laki-laki	79	16.1392	2.32453	.26153
	Perempuan	71	17.0704	2.52034	.29911
Total_X2	Laki-laki	79	16.5063	2.28076	.25661
	Perempuan	71	16.8732	2.57421	.30550
Total_X3	Laki-laki	79	19.8608	2.96879	.33401
	Perempuan	71	20.5493	3.25044	.38576
Total_Y	Laki-laki	79	15.4557	2.85009	.32066
	Perempuan	71	16.6761	3.02265	.35872

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference		
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper	
Total_X1	Equal variances assumed	2.048	0.155	-2.354	148	0.020	-0.93118	0.39560	-1.71294	-0.14942	
	Equal variances not assumed			-2.344	142.959	0.020	-0.93118	0.39732	-1.71657	-0.14580	
Total_X2	Equal variances assumed	1.479	0.226	-0.926	148	0.356	-0.36691	0.39640	-1.15024	0.41642	
	Equal variances not assumed			-0.920	140.744	0.359	-0.36691	0.39897	-1.15566	0.42184	
Total_X3	Equal variances assumed	0.818	0.367	-1.356	148	0.177	-0.68854	0.50780	-1.69201	0.31493	
	Equal variances not assumed			-1.349	142.450	0.179	-0.68854	0.51027	-1.69721	0.32014	
Total_Y	Equal variances assumed	0.377	0.540	-2.544	148	0.012	-1.22036	0.47963	-2.16818	-0.27254	
	Equal variances not assumed			-2.536	144.031	0.012	-1.22036	0.48115	-2.17139	-0.26933	

C. Berdasarkan pekerjaan

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Total_X1	Pegawai Swasta	55	16.35	2.303	0.311	15.72	16.97	11	20
	Pelajar/Mahasiswa	37	18.05	2.121	0.349	17.35	18.76	12	20
	Wiraswasta	21	16.05	2.179	0.475	15.06	17.04	12	20
	PNS/ASN	16	16.69	2.358	0.590	15.43	17.94	13	20
	Pegawai BUMN	8	14.75	2.964	1.048	12.27	17.23	11	20
	Pengajar	3	16.33	2.309	1.333	10.60	22.07	15	19
	Ibu Rumah Tangga	6	14.67	2.160	0.882	12.40	16.93	12	18
	Pegawai BUMD	1	14.00					14	14
	Pensiunan	1	13.00					13	13
	Pegawai Honorer	1	20.00					20	20
	Pengangguran	1	14.00					14	14
	Total	150	16.58	2.456	0.201	16.18	16.98	11	20
Total_X2	Pegawai Swasta	55	16.95	2.094	0.282	16.38	17.51	13	20
	Pelajar/Mahasiswa	37	17.22	2.225	0.366	16.47	17.96	12	20
	Wiraswasta	21	16.57	2.749	0.600	15.32	17.82	12	20
	PNS/ASN	16	16.13	2.125	0.531	14.99	17.26	13	20
	Pegawai BUMN	8	14.00	3.207	1.134	11.32	16.68	9	19
	Pengajar	3	16.33	3.215	1.856	8.35	24.32	14	20
	Ibu Rumah Tangga	6	16.00	3.347	1.366	12.49	19.51	12	19
	Pegawai BUMD	1	15.00					15	15
	Pensiunan	1	18.00					18	18
	Pegawai Honorer	1	19.00					19	19
	Pengangguran	1	18.00					18	18
	Total	150	16.68	2.423	0.198	16.29	17.07	9	20
Total_X3	Pegawai Swasta	55	19.82	2.796	0.377	19.06	20.57	14	25
	Pelajar/Mahasiswa	37	21.86	2.699	0.444	20.96	22.76	17	25

		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
	Wiraswasta	21	19.90	3.534	0.771	18.30	21.51	14	25
	PNS/ASN	16	20.31	2.822	0.705	18.81	21.82	14	25
	Pegawai BUMN	8	18.38	2.504	0.885	16.28	20.47	16	23
	Pengajar	3	19.33	6.028	3.480	4.36	34.31	13	25
	Ibu Rumah Tangga	6	17.17	2.639	1.078	14.40	19.94	15	22
	Pegawai BUMD	1	17.00					17	17
	Pensiunan	1	16.00					16	16
	Pegawai Honorer	1	24.00					24	24
	Pengangguran	1	21.00					21	21
	Total	150	20.19	3.114	0.254	19.68	20.69	13	25
Total_Y	Pegawai Swasta	55	15.89	2.692	0.363	15.16	16.62	11	20
	Pelajar/Mahasiswa	37	17.70	2.717	0.447	16.80	18.61	11	20
	Wiraswasta	21	15.05	2.765	0.603	13.79	16.31	8	20
	PNS/ASN	16	15.88	2.849	0.712	14.36	17.39	10	20
	Pegawai BUMN	8	13.75	3.412	1.206	10.90	16.60	10	20
	Pengajar	3	15.67	3.786	2.186	6.26	25.07	13	20
	Ibu Rumah Tangga	6	15.17	3.061	1.249	11.95	18.38	12	20
	Pegawai BUMD	1	10.00					10	10
	Pensiunan	1	12.00					12	12
	Pegawai Honorer	1	20.00					20	20
	Pengangguran	1	16.00					16	16
	Total	150	16.03	2.986	0.244	15.55	16.52	8	20

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Total_X1	Based on Mean	.628	6	139	.707
	Based on Median	.379	6	139	.892
	Based on Median and with adjusted df	.379	6	126.366	.892
	Based on trimmed mean	.637	6	139	.700
Total_X2	Based on Mean	2.016	6	139	.067
	Based on Median	1.540	6	139	.170

	Based on Median and with adjusted df	1.540	6	115.579	.171
	Based on trimmed mean	2.044	6	139	.064
Total_X3	Based on Mean	1.238	6	139	.291
	Based on Median	1.072	6	139	.383
	Based on Median and with adjusted df	1.072	6	116.252	.384
	Based on trimmed mean	1.230	6	139	.295
Total_Y	Based on Mean	.327	6	139	.922
	Based on Median	.147	6	139	.989
	Based on Median and with adjusted df	.147	6	112.084	.989
	Based on trimmed mean	.308	6	139	.932

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Total_X1	Between Groups	176.322	10	17.632	3.394	.001
	Within Groups	722.218	139	5.196		
	Total	898.540	149			
Total_X2	Between Groups	91.974	10	9.197	1.633	.103
	Within Groups	782.666	139	5.631		
	Total	874.640	149			
Total_X3	Between Groups	239.645	10	23.965	2.764	.004
	Within Groups	1205.128	139	8.670		
	Total	1444.773	149			
Total_Y	Between Groups	240.056	10	24.006	3.065	.002
	Within Groups	1088.778	139	7.833		
	Total	1328.833	149			

D. Berdasarkan pendapatan per bulan

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Total_X1	<Rp 1.000.000	19	17.58	2.293	0.526	16.47	18.68	12	20

		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Min	Max
	Rp 1.000.000 - Rp 2.000.000	14	17.36	2.951	0.789	15.65	19.06	12	20
	Rp 2.000.001 - Rp 3.000.000	16	17.38	2.391	0.598	16.10	18.65	12	20
	Rp 3.000.001 - Rp 4.000.000	12	16.33	1.875	0.541	15.14	17.52	13	20
	>Rp 4.000.000	89	16.13	2.408	0.255	15.63	16.64	11	20
	Total	150	16.58	2.456	0.201	16.18	16.98	11	20
Total_X2	<Rp 1.000.000	19	17.00	2.560	0.587	15.77	18.23	12	20
	Rp 1.000.000 - Rp 2.000.000	14	16.64	2.098	0.561	15.43	17.85	13	20
	Rp 2.000.001 - Rp 3.000.000	16	17.44	2.366	0.591	16.18	18.70	12	20
	Rp 3.000.001 - Rp 4.000.000	12	17.17	2.443	0.705	15.61	18.72	14	20
	>Rp 4.000.000	89	16.42	2.453	0.260	15.90	16.93	9	20
	Total	150	16.68	2.423	0.198	16.29	17.07	9	20
Total_X3	<Rp 1.000.000	19	21.58	2.931	0.672	20.17	22.99	17	25
	Rp 1.000.000 - Rp 2.000.000	14	21.14	3.110	0.831	19.35	22.94	16	25
	Rp 2.000.001 - Rp 3.000.000	16	20.25	2.887	0.722	18.71	21.79	15	25
	Rp 3.000.001 - Rp 4.000.000	12	20.50	4.681	1.351	17.53	23.47	13	25
	>Rp 4.000.000	89	19.69	2.871	0.304	19.08	20.29	14	25
	Total	150	20.19	3.114	0.254	19.68	20.69	13	25
Total_Y	<Rp 1.000.000	19	17.47	2.855	0.655	16.10	18.85	12	20
	Rp 1.000.000 - Rp 2.000.000	14	16.71	3.292	0.880	14.81	18.61	11	20

	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
Rp 2.000.001 - Rp 3.000.000	16	16.94	2.462	0.616	15.63	18.25	12	20
Rp 3.000.001 - Rp 4.000.000	12	15.42	2.275	0.657	13.97	16.86	12	20
>Rp 4.000.000	89	15.54	3.030	0.321	14.90	16.18	8	20
Total	150	16.03	2.986	0.244	15.55	16.52	8	20

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Total_X1	Based on Mean	1.032	4	145	.393
	Based on Median	.390	4	145	.816
	Based on Median and with adjusted df	.390	4	117.470	.815
	Based on trimmed mean	.953	4	145	.435
Total_X2	Based on Mean	.339	4	145	.851
	Based on Median	.399	4	145	.809
	Based on Median and with adjusted df	.399	4	140.450	.809
	Based on trimmed mean	.393	4	145	.813
Total_X3	Based on Mean	2.764	4	145	.030
	Based on Median	2.358	4	145	.056
	Based on Median and with adjusted df	2.358	4	137.245	.057
	Based on trimmed mean	2.763	4	145	.030
Total_Y	Based on Mean	1.701	4	145	.153
	Based on Median	1.414	4	145	.232
	Based on Median and with adjusted df	1.414	4	141.640	.232
	Based on trimmed mean	1.653	4	145	.164

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Total_X1	Between Groups	55.895	4	13.974	2.405	.052
	Within Groups	842.645	145	5.811		

	Total	898.540	149			
Total_X2	Between Groups	20.204	4	5.051	.857	.491
	Within Groups	854.436	145	5.893		
	Total	874.640	149			
Total_X3	Between Groups	73.236	4	18.309	1.936	.108
	Within Groups	1371.537	145	9.459		
	Total	1444.773	149			
Total_Y	Between Groups	85.273	4	21.318	2.486	.046
	Within Groups	1243.561	145	8.576		
	Total	1328.833	149			

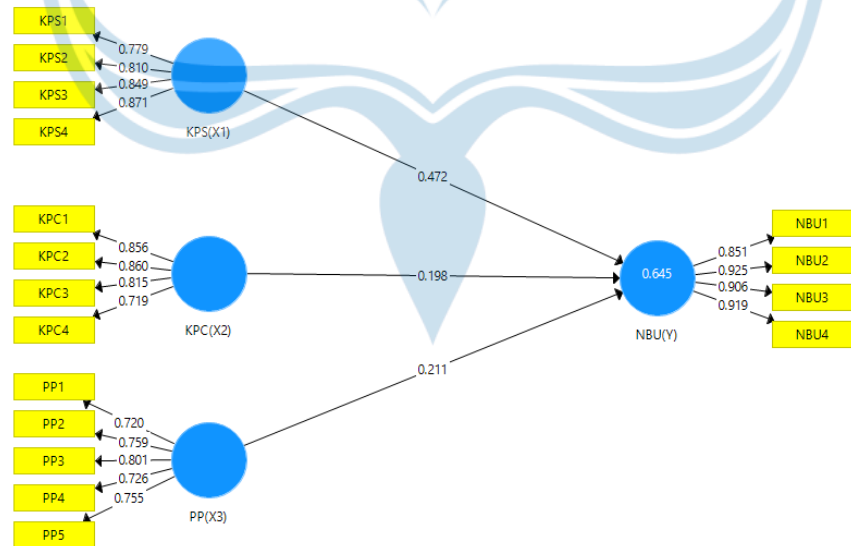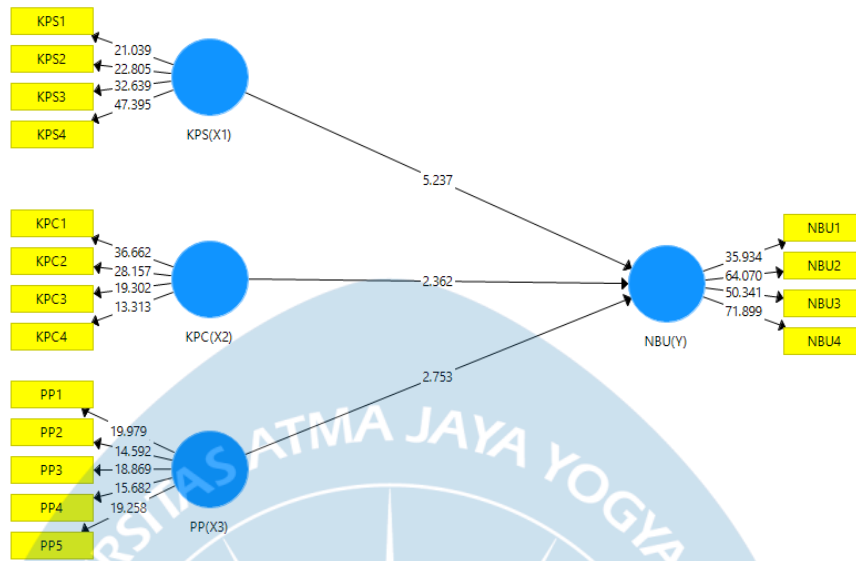**LAMPIRAN V**

HASIL PARTIAL LEAST SQUARE (PLS)
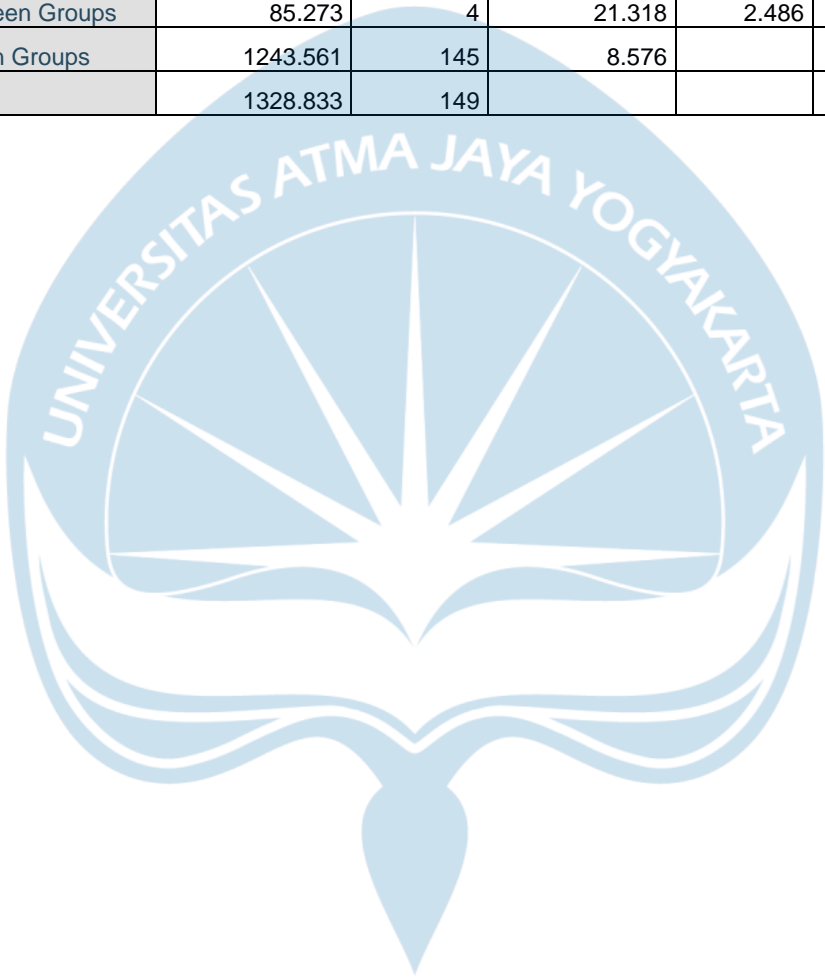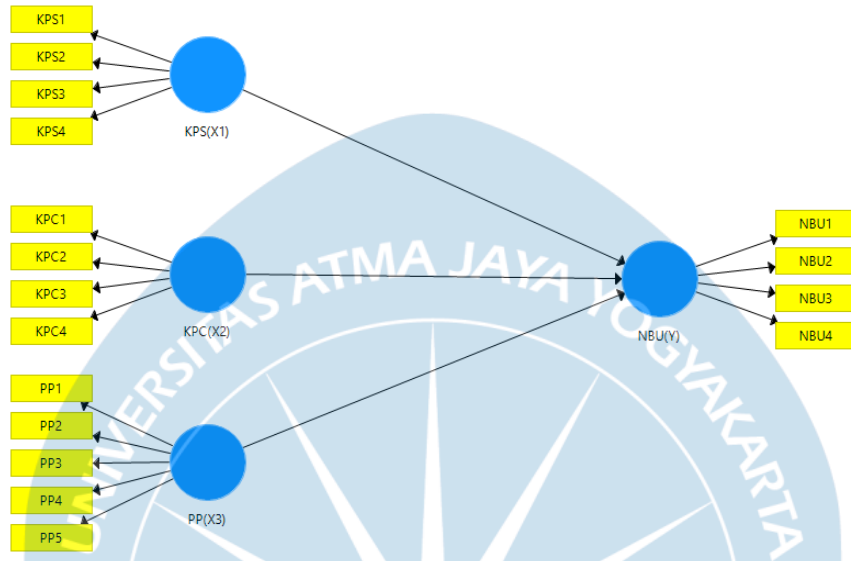
Model Struktural

Outer Model

Inner Model

Cronbach's Alpha, Composite Reliability, Average Variance Extracted

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
KPC(X2)	0.830	0.845	0.887	0.663
KPS(X1)	0.847	0.855	0.897	0.686
NBU(Y)	0.922	0.922	0.945	0.811
PP(X3)	0.810	0.813	0.867	0.567

Fornell-Larcker Criterion

	KPC(X2)	KPS(X1)	NBU(Y)	PP(X3)
KPC(X2)	0.814			
KPS(X1)	0.699	0.828		
NBU(Y)	0.675	0.769	0.901	
PP(X3)	0.695	0.750	0.703	0.753

Outer Loadings

	Kepuasan	Kepercayaan	Pengalaman Pelanggan	Niat Beli Ulang
KPS1	0.862			
KPS2	0.846			
KPS3	0.874			
KPS4	0.929			
KPC1		0.956		
KPC2		0.927		
KPC3		0.874		
KPC4		0.869		
PP1			0.780	
PP2			0.884	
PP3			0.893	
PP4			0.867	
PP5			0.749	
NBU1				0.893
NBU2				0.959
NBU3				0.911
NBU4				0.952

Cross Loadings

	KPC(X2)	KPS(X1)	NBU(Y)	PP(X3)
KPC1	0.856	0.655	0.652	0.607
KPC2	0.860	0.531	0.553	0.559
KPC3	0.815	0.534	0.434	0.525
KPC4	0.719	0.536	0.518	0.560
KPS1	0.600	0.779	0.559	0.627
KPS2	0.601	0.810	0.597	0.658
KPS3	0.551	0.849	0.679	0.559
KPS4	0.577	0.871	0.698	0.651
NBU1	0.611	0.677	0.851	0.636
NBU2	0.588	0.689	0.925	0.651
NBU3	0.581	0.689	0.906	0.615
NBU4	0.648	0.712	0.919	0.627
PP1	0.547	0.616	0.618	0.720
PP2	0.596	0.506	0.426	0.759
PP3	0.577	0.551	0.497	0.801
PP4	0.397	0.585	0.487	0.726
PP5	0.497	0.541	0.566	0.755

R Square

	R Square	R Square Adjusted
NBU(Y)	0.645	0.637

Path Coefficients
Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
KPC(X2) -> NBU(Y)	0.198	0.198	0.083	2.395	**0.017**
KPS(X1) -> NBU(Y)	0.472	0.464	0.090	5.224	**0.000**
PP(X3) -> NBU(Y)	0.211	0.222	0.082	2.571	**0.010**