

BAB V

KESIMPULAN DAN SARAN

5.1. Kesimpulan

Berdasarkan hasil pembahasan yang dilakukan pada penelitian ini, maka kesimpulan yang bisa ditarik dari pembahasan diatas adalah :

1. Berdasarkan hasil dari analisis *usability* menggunakan *USE Questionnaire* yang terdiri dari 4 variabel utama dengan jumlah butir pernyataan 30, *Ease of Learning* menjadi variabel dengan nilai persentase kelayakan *usability* sebesar 81.27% dengan kategori sangat layak, disusul dengan variabel *Ease of Use* sebesar 78.28% dengan kategori layak, lalu nilai tertinggi ketiga adalah variabel *satisfaction* dengan persentase sebesar 77.56% dengan kategori layak dan terakhir variabel *Usefulness* dengan persentase kelayakan *usability* terendah yaitu sebesar 74.87 dengan kategori layak. Secara keseluruhan nilai persentase kelayakan *usability* aplikasi *mobile* tokopedia masuk kedalam kategori layak dengan persentase keseluruhan adalah 77.60%.
2. Meskipun variabel *Usefulness* memiliki nilai kelayakan yang cukup tinggi, tetapi variabel ini adalah variabel yang nilainya paling rendah yang mengindikasikan perlunya peningkatan pada variabel ini. *Usefulness* pada aplikasi *mobile* tokopedia saling berhubungan dengan ketiga variabel lainnya karena kebergunaan pada suatu sistem atau aplikasi dapat meningkatkan produktifitas pengguna dengan penyediaan banyak opsi atas aktifitas apa yang hendak dilakukan pada sistem atau aplikasi tersebut (sesuai dengan pernyataan U4). Adapun beberapa feedback yang diberikan oleh pengguna yang dirasa mampu meningkatkan nilai dari *Usefulness* aplikasi tokopedia, seperti penambahan fitur pencarian foto berdasarkan produk yang hendak dicari (berdasarkan ulasan dari pengguna dengan *userbame bhe be*) dan perbaikan sistem agar aplikasi tidak sering *crash* di

beberapa platform iOS (berdasarkan ulasan dari pengguna dengan username woieidjs, dfawwazpk, wawan m).

3. Tetapi dengan nilai *Ease of Learning* yang tertinggi diantara 3 variabel lainnya membuat tokopedia menjadi aplikasi *mobile* yang mudah dipelajari dan digunakan baik bagi pengguna baru maupun pengguna yang lama. Hal ini dapat dicontoh bagi perusahaan baru (*Start-up*) terutama pada bagian *user interface* tokopedia yang baik, pemilihan ikon gambar dan warna hijau (#18A718) yang membuat pengguna memiliki rasa kesegaran, keseimbangan, keceriaan dan juga dapat melihat informasi yang jelas [57].

5.2. Saran

Penelitian ini menggunakan metode deskriptif kuantitatif. Untuk penelitian selanjutnya diharapkan dapat menambahkan metode kualitatif dengan melakukan pengambilan data menggunakan teknik wawancara dan pengumpulan *feedback* agar data yang diambil bisa lebih beragam dan lebih akurat dan dapat menganalisis poin-poin dari tiap variabel dan demografi responden dengan lebih maksimal.

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LAMPIRAN

Uji Reliabilitas

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|-------------------------------|--------------------------------------|--|--|
| u1 | 112.73 | 178.954 | .461 | .953 |
| u2 | 113.06 | 182.610 | .280 | .955 |
| u3 | 112.39 | 176.973 | .688 | .951 |
| u4 | 113.27 | 182.181 | .224 | .957 |
| u5 | 112.48 | 178.371 | .508 | .953 |
| u6 | 112.43 | 178.802 | .488 | .953 |
| u7 | 112.47 | 177.420 | .682 | .952 |
| u8 | 112.51 | 177.619 | .623 | .952 |
| eu1 | 112.28 | 176.998 | .626 | .952 |
| eu2 | 112.38 | 175.565 | .696 | .951 |
| eu3 | 112.30 | 175.105 | .730 | .951 |
| eu4 | 112.39 | 175.607 | .701 | .951 |
| eu5 | 112.57 | 177.020 | .639 | .952 |
| eu6 | 112.38 | 174.714 | .760 | .951 |
| eu7 | 112.43 | 177.258 | .537 | .953 |
| eu8 | 112.75 | 178.073 | .557 | .952 |
| eu9 | 112.75 | 177.157 | .606 | .952 |
| eu10 | 112.75 | 178.741 | .571 | .952 |
| eu11 | 112.47 | 176.311 | .610 | .952 |
| el1 | 112.31 | 176.732 | .693 | .951 |
| el2 | 112.33 | 175.591 | .706 | .951 |
| el3 | 112.32 | 177.865 | .648 | .952 |
| el4 | 112.42 | 176.603 | .701 | .951 |
| s1 | 112.44 | 175.021 | .743 | .951 |
| s2 | 112.49 | 173.678 | .782 | .950 |
| s3 | 112.55 | 173.260 | .799 | .950 |
| s4 | 112.44 | 175.992 | .721 | .951 |
| s5 | 112.62 | 175.070 | .681 | .951 |
| s6 | 112.67 | 174.343 | .730 | .951 |
| s7 | 112.53 | 173.757 | .784 | .950 |

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 102 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 102 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .953 | 30 |

Review Pengguna

Good apps 👍👍👍

★★★★★

Good apps... easy to use

Developer Response

edited Sat

Al Jiun

Sat

Tap

★★★★★

Mantappp salah satu aplikasi e commerce yg Ulnya enak bgt.. SKUY TOPED!

Sat

albertusray

Erwin

★★★★★

Mudah dan transaksi cepat

Sat

Apu110068

Kemudahan transaksi



Sat
nialrsyd

Memberikan option dalam pembyran yg sgt menarik

Simpel



Sat
k. samodra

Mudah pembayarannya dan aman

Paling Top lah 👍



edited Sat
Dcdaisydissy

Paling lancar, pilihan banyak banget, aplikasi sangat enak dipakai, website nya juga enak dipakai. Jarang ke toko lain. Best!

Developer Response

Sat

Hai Toppers, terima kasih ya kak sudah menggunakan aplikasi Tokopedia dan memberikan rating cantikn [more](#)

So far so good



4y ago
Michael Shalmont

Terkadang aplikasi masih suka crash / Timeout / freeze. Semoga bisa di-update segera.

Developer Response

4y ago

Hai Toppers, mohon informasikan kepada kami kendala tsb muncul saat Anda mengakses halaman apa saja [more](#)

A buggy mess



11 Jun

dfawwazpk

- Pembayaran pake gopay / gopay coins selalu stuck di verifikasi.
- Ketika nge-scroll produk terlalu lama / sampai kebawah-bawah, app crash.
- Terlalu banyak produk fake / duplikat / scam, sehingga sulit mencari produk yang legit.

Parah lemot di iphone ios 15.5



Sun

wawan m

Parah nih sejak update terakhir jadi lemot BANGET2 n bikin ngelag/ngefreeze berkali2!! Bikin transaksi jadi gak lancar!! Pecat aja tuh developernya .. ~~Developer!!~~



Refund tidak sesuai



Fri

rskaad

Saya sudah CO tapi dibatalkan otomatis oleh sistem tokopedianya, tapi knpa pas di refund tidak sesuai dengan nominal yg sya CO?

Ga jelas banget 🖞️🖞️🖞️🖞️🖞️🖞️

system tracking kacau



25 Jun

qrqdqtsudh

fix . system tokopedia semakin buruk .
CS gak ada yg berguna , semua oleh robot .
segera pindah toko oren dah ..

Ribet



1 Jun

くみこ2510

Cara pembayarannya gak semudah kayak S**pee ya. Kalo ini musti checkout satu2 dulu gak bisa barengan, trus kalo cancel order history orderannya kagak bisa dilihat dong, nyariin lagi deh 👎

Aplikasi tokopedia berantakan sulit mencar... 26 Jun



Adezhari

Aplikasi tokopedia berantakan sulit mencari voucher cashback maupun voucher lainnya, sering eror Loadingnya lama padahal pakai Wifi rumah giliran buka instagram atau sosmed lain lancar lancar aja buka appstore juga lancar aja!!

Apps



Sun

woeidjs

Aplikasi tokopedia sering hang di platform ios. Pls fix it

Super Star toped



Sun

raja HD yess

Memang lebih gampang aplikasinya dari pada yg lain, dan notif pemberituannya sangat membantu sekali dan akurat, tiap hari flash sale lagi, sukses dan maju trussss

Mantap



Sun

mercy2702

Aplikasi yg mudah digunakan dan relatif aman

Size not worth



16 Jun

Panji P

Kenapa size app ini setiap update ukurannya besar" ya pdhl UI nya gtu gtu aja gak ada banyak perubahan tpi size update nya gede (not worth)

Tokopedia



Sun

raihanwari

Terima kasih telah memudahkan

Satisfied customer



edited Tue

Mrn Ydstr

Selalu memuaskan dan sesuai harapan

Developer Response

Tue

Hai Toppers, terima kasih atas kepercayaan dan kesetiaan kamu dengan Tokopedia. Tentunya kami [more](#)



Mantap



Aplikasi user friendly

Sat
mtwidiay

Puas



Aplikasi yang sangat membantu. Mudah digunakan, interface jelas.

Developer Response

edited Sat
phitri

Sat

Cool Apps



Help me a lot!! Love Tokopedia!!

edited Sat
lbel2808

Freeze when doing bill payment



Its been a month i cant pay my bills using tokopedia, it always freeze after open PLN, PAM etc. Fyi iam using iphone11p ios 15.4

Developer Response

Hi Toppers, we apologize for your inconvenience.

Tokopedia will continue to improve both in terms [more](#)

edited 14 May
ha1212y

14 May

Keamanan Data

Rating dan ulasan

4,8



6.165.873



Desy Apriliana Sari

★★★★★ 23/06/22

Sebenarnya suka dan berlangganan pake tokopedia. Banyak cashback dan penggunaan sistem gratis ongkirnya mudah tdk bertele tel...

Apakah ulasan ini membantu?

Ya

Tidak

Tokopedia

23/06/22

Hai Kak Desy. Mohon maaf atas ketidaknyamanannya ya Kak. Kritik dan saran Kakak sangat berarti bagi Kami untuk



Halim Majid

05.28



◀ Search

◀ Search



Tokopedia

TOKOPEDIA PT

UPDATE



459K RATINGS

AGE

CHART

DEVELOPER

4.8

4+

No.2



Years Old

Shopping

TOKOPEDIA

What's New

[Version History](#)

Version 2.187.0

22h ago

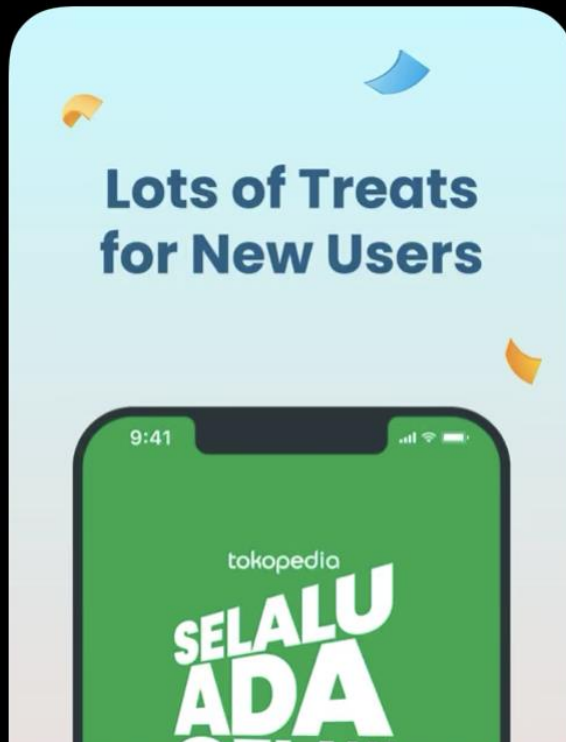
I want it, I want it, I really want it all~

Hey Toppers, wanna experience the #PraktisAbis shopping?

You can enjoy 0% installment with Tokopedia Card!

[more](#)

Preview



Today



Games



Apps



Arcade



Search

Hasil Kuesioner

| u1 | u2 | u3 | u4 | u5 | u6 | u7 | u8 | sum u | eu1 | eu2 | eu3 | eu4 | eu5 | eu6 | eu7 | eu8 | eu9 | eu10 | eu11 | sum eu | el1 | el2 | el3 | el4 | sum el | s1 | s2 | s3 | s4 | s5 | s6 | s7 | sum s |
|----|----|----|----|----|----|----|----|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|--------|-----|-----|-----|-----|--------|----|----|----|----|----|----|----|-------|
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 29 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 4 | 4 | 4 | 4 | 32 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 22 |
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| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 40 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 25 |
| 4 | 3 | 4 | 2 | 2 | 4 | 3 | 2 | 24 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 2 | 34 | 2 | 4 | 3 | 3 | 12 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 21 |
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| 4 | 2 | 4 | 4 | 5 | 5 | 4 | 4 | 32 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 42 | 4 | 3 | 4 | 3 | 14 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 27 |
| 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 24 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 44 | 4 | 4 | 5 | 4 | 17 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 23 |
| 3 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 41 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
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| 3 | 3 | 4 | 3 | 5 | 5 | 3 | 5 | 31 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 3 | 3 | 3 | 3 | 36 | 3 | 3 | 5 | 4 | 15 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 23 |
| 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 28 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 2 | 3 | 5 | 47 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 27 |
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| 3 | 4 | 5 | 2 | 4 | 3 | 4 | 4 | 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 42 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 23 |
| 5 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 32 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 46 | 5 | 5 | 5 | 4 | 19 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 24 |
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| 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 36 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 50 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 34 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 37 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 52 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 32 |
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| 3 | 2 | 4 | 3 | 4 | 4 | 5 | 5 | 30 | 5 | 5 | 4 | 5 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 41 | 4 | 5 | 3 | 4 | 16 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 27 |
| 4 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 29 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 53 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 38 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 51 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 33 |

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| 3 | 2 | 4 | 2 | 5 | 5 | 4 | 3 | 28 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 45 | 5 | 5 | 5 | 5 | 20 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 26 |
| 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 43 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 26 |
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| 4 | 4 | 4 | 3 | 2 | 4 | 5 | 4 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 4 | 5 | 51 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 31 |
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| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 35 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 47 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 29 |
| 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 32 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 48 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 4 | 3 | 4 | 1 | 4 | 5 | 4 | 4 | 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 42 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 23 |
| 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 27 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 35 | 4 | 3 | 4 | 3 | 14 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 23 |
| 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 28 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 3 | 3 | 4 | 38 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 23 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 30 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 43 | 4 | 5 | 5 | 4 | 18 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 33 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 43 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 30 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 29 | 3 | 4 | 3 | 2 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 37 | 4 | 4 | 4 | 3 | 15 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 25 |
| 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 38 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 50 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 3 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 27 |
| 3 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 27 |
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| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 43 | 4 | 3 | 4 | 4 | 15 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 27 |
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| 4 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 33 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 50 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 34 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 44 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 25 |
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| 2 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 26 | 5 | 5 | 5 | 5 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 46 | 5 | 5 | 5 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 24 |
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| 4 | 3 | 5 | 2 | 4 | 4 | 5 | 4 | 31 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 46 | 4 | 5 | 4 | 4 | 17 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 33 |
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| 3 | 3 | 4 | 2 | 4 | 4 | 3 | 4 | 27 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 41 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | |
| 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 29 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 43 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 24 |
| 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 41 | 3 | 3 | 4 | 3 | 13 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 20 | |
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| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 43 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | |
| 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 29 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 41 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 26 |
| 3 | 2 | 4 | 2 | 4 | 3 | 4 | 3 | 25 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | 4 | 47 | 5 | 4 | 4 | 5 | 18 | 4 | 3 | 3 | 4 | 2 | 3 | 3 | 22 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 | 5 | 5 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 22 | |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 42 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 29 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 41 | 4 | 4 | 3 | 4 | 15 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 22 | |
| 3 | 3 | 4 | 3 | 4 | 2 | 2 | 3 | 24 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 43 | 4 | 4 | 4 | 4 | 16 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 18 | |
| 4 | 3 | 5 | 3 | 4 | 5 | 4 | 5 | 33 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 42 | 5 | 4 | 4 | 4 | 17 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 34 | |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 27 | |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 34 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 41 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | |
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| 4 | 3 | 4 | 2 | 3 | 4 | 3 | 4 | 27 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 42 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 23 | |
| 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 22 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 | |
| 4 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 29 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 41 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 42 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | |
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| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | |
| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 42 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 | 3 | 4 | 4 | 4 | 15 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 27 | |

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| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 38 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 46 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 31 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
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| 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 35 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 46 | 5 | 5 | 4 | 4 | 18 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 29 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 46 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 29 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 43 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 51 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |



Tabel Revisi ☺

| No. | Tugas Revisi | Halaman Revisi |
|-----|---|---|
| 1. | Tambah implikasi hasil reset (usulan rekomendasi) berdasarkan hasil penelitian. | Rekomendasi dan saran ada pada halaman 48-49 dengan memberikan rekomendasi dan saran baik kepada tokopedia ataupun kepada perusahaan baru. |
| 2. | Referensi BAB I, banyak pake portal berita. Ditambahkan sitasi dari penelitian terdahulu. | Ada pada paragraf 5 halaman 2 pada BAB I |
| 3. | Permasalahan dengan <i>Numbering</i> . | Sudah diselesaikan |
| 4. | MP, menegaskan masalahnya. Karena yang sekarang belum terlihat. | Rumusan masalah ditegaskan dengan menyertakan sedikit latar belakang sebelum menjelsakan permasalahan yang hendak diteliti. Terdapat pada BAB I pada Latar belakang dan Perumusan Masalah |
| 5. | MP yang ditulis belum sama dengan BK. | Sudah disesuaikan, ada pada BAB I sub bab 1.7 dan pada Gambar 1 Bagan Keterkaitan. |
| 6. | Lebih diperjelas perhitungan data, Persentase Kelayakan, Nilai Observ, Score Max. | Sudah dijelaskan lebih detail bagaimana perhitungannya pada bab 3 halaman 26 dan bab 4 halama 39,40. |
| 7. | Tampilkan tentang cara membahas di bagian metode. | Sudah dijelaskan secara singkat bagaimana cara mengolah data yang sudah didapatkan. |
| 8. | Istilah-istilah bahsa asing sebisa mungkin menggunakan bahasa Indonesia | Sudah diselesaikan |