

LAMPIRAN C-1

HASIL UJI STATISTIK STATISTIK DESKRIPTIF

Statistik Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PSQ.1	155	3	5	4,21	,634
PSQ.2	155	3	5	4,08	,664
PSQ.3	155	3	5	4,12	,638
PSQ.4	155	2	5	3,94	,723
PSQ.5	155	3	5	4,12	,634
PSQ.6	155	2	5	3,35	,865
PeSQ.1	155	3	5	4,04	,612
PeSQ.2	155	2	5	3,80	,841
PeSQ.3	155	2	5	3,68	,804
PeSQ.4	155	2	5	3,86	,742
PeSQ.5	155	3	5	4,30	,616
PeSQ.6	155	3	5	4,41	,600
PeSQ.7	155	3	5	4,19	,615
PeSQ.8	155	3	5	4,14	,625
PeSQ.9	155	3	5	4,08	,613
PeSQ.10	155	3	5	4,10	,601
PeSQ.11	155	3	5	4,01	,655
PeSQ.12	155	3	5	4,06	,651
PeSQ.13	155	3	5	4,26	,623
CS.1	155	3	5	4,12	,592
CS.2	155	3	5	4,04	,701
CS.3	155	3	5	4,14	,608
CS.4	155	3	5	4,03	,602
WOM.1	155	3	5	4,10	,685
WOM.2	155	3	5	4,14	,707
WOM.3	155	3	5	4,06	,657
RI.1	155	3	5	4,26	,655
RI.2	155	3	5	4,15	,695
RI.3	155	3	5	4,15	,612
Valid N (listwise)	155				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(PSQ.1)	155	-1,91197	1,24075	,000000	1,0000000
Zscore(PSQ.2)	155	-1,63220	1,37959	,000000	1,0000000
Zscore(PSQ.3)	155	-1,75972	1,37542	,000000	1,0000000
Zscore(PSQ.4)	155	-2,68632	1,46364	,000000	1,0000000
Zscore(PSQ.5)	155	-1,76034	1,39402	,000000	1,0000000
Zscore(PSQ.6)	155	-1,55910	1,90971	,000000	1,0000000
Zscore(PeSQ.1)	155	-1,69595	1,56954	,000000	1,0000000
Zscore(PeSQ.2)	155	-2,14150	1,42767	,000000	1,0000000
Zscore(PeSQ.3)	155	-2,09477	1,63729	,000000	1,0000000
Zscore(PeSQ.4)	155	-2,50279	1,53818	,000000	1,0000000
Zscore(PeSQ.5)	155	-2,10674	1,14246	,000000	1,0000000
Zscore(PeSQ.6)	155	-2,34507	,98966	,000000	1,0000000
Zscore(PeSQ.7)	155	-1,94161	1,31190	,000000	1,0000000
Zscore(PeSQ.8)	155	-1,81680	1,38324	,000000	1,0000000
Zscore(PeSQ.9)	155	-1,76751	1,49397	,000000	1,0000000
Zscore(PeSQ.10)	155	-1,82617	1,50391	,000000	1,0000000
Zscore(PeSQ.11)	155	-1,54754	1,50811	,000000	1,0000000
Zscore(PeSQ.12)	155	-1,63408	1,43601	,000000	1,0000000
Zscore(PeSQ.13)	155	-2,02096	1,19185	,000000	1,0000000
Zscore(CS.1)	155	-1,88643	1,49388	,000000	1,0000000
Zscore(CS.2)	155	-1,48085	1,37048	,000000	1,0000000
Zscore(CS.3)	155	-1,87902	1,41192	,000000	1,0000000
Zscore(CS.4)	155	-1,70268	1,61701	,000000	1,0000000
Zscore(WOM.1)	155	-1,60957	1,30837	,000000	1,0000000
Zscore(WOM.2)	155	-1,61623	1,21445	,000000	1,0000000
Zscore(WOM.3)	155	-1,61041	1,43365	,000000	1,0000000
Zscore(RI.1)	155	-1,92932	1,12215	,000000	1,0000000
Zscore(RI.2)	155	-1,66278	1,21689	,000000	1,0000000
Zscore(RI.3)	155	-1,87796	1,39264	,000000	1,0000000
Valid N (listwise)	155				

Frequency Table

1. Perceived Service Quality

PSQ.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	18	11,6	11,6	11,6
S	86	55,5	55,5	67,1
SS	51	32,9	32,9	100,0
Total	155	100,0	100,0	

PSQ.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	28	18,1	18,1	18,1
	S	86	55,5	55,5	73,5
	SS	41	26,5	26,5	100,0
	Total	155	100,0	100,0	

PSQ.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	23	14,8	14,8	14,8
	S	90	58,1	58,1	72,9
	SS	42	27,1	27,1	100,0
	Total	155	100,0	100,0	

PSQ.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	3,2	3,2	3,2
	N	30	19,4	19,4	22,6
	S	89	57,4	57,4	80,0
	SS	31	20,0	20,0	100,0
	Total	155	100,0	100,0	

PSQ.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	23	14,8	14,8	14,8
	S	91	58,7	58,7	73,5
	SS	41	26,5	26,5	100,0
	Total	155	100,0	100,0	

PSQ.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	27	17,4	17,4	17,4
	N	60	38,7	38,7	56,1
	S	55	35,5	35,5	91,6
	SS	13	8,4	8,4	100,0
	Total	155	100,0	100,0	

2. Perceived e-Service Quality

PeSQ.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	26	16,8	16,8	16,8
	S	97	62,6	62,6	79,4
	SS	32	20,6	20,6	100,0
	Total	155	100,0	100,0	

PeSQ.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	12	7,7	7,7	7,7
	N	37	23,9	23,9	31,6
	S	76	49,0	49,0	80,6
	SS	30	19,4	19,4	100,0
	Total	155	100,0	100,0	

PeSQ.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	13	8,4	8,4	8,4
	N	43	27,7	27,7	36,1
	S	79	51,0	51,0	87,1
	SS	20	12,9	12,9	100,0
	Total	155	100,0	100,0	

PeSQ.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	4,5	4,5	4,5
	N	34	21,9	21,9	26,5
	S	88	56,8	56,8	83,2
	SS	26	16,8	16,8	100,0
	Total	155	100,0	100,0	

PeSQ.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	13	8,4	8,4	8,4
	S	83	53,5	53,5	61,9
	SS	59	38,1	38,1	100,0
	Total	155	100,0	100,0	

PeSQ.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	9	5,8	5,8	5,8
	S	74	47,7	47,7	53,5
	SS	72	46,5	46,5	100,0
	Total	155	100,0	100,0	

PeSQ.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	17	11,0	11,0	11,0
	S	91	58,7	58,7	69,7
	SS	47	30,3	30,3	100,0
	Total	155	100,0	100,0	

PeSQ.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	21	13,5	13,5	13,5
	S	92	59,4	59,4	72,9
	SS	42	27,1	27,1	100,0
	Total	155	100,0	100,0	

PeSQ.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	23	14,8	14,8	14,8
	S	96	61,9	61,9	76,8
	SS	36	23,2	23,2	100,0
	Total	155	100,0	100,0	

PeSQ.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	21	13,5	13,5	13,5
	S	98	63,2	63,2	76,8
	SS	36	23,2	23,2	100,0
	Total	155	100,0	100,0	

PeSQ.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	32	20,6	20,6	20,6
	S	89	57,4	57,4	78,1
	SS	34	21,9	21,9	100,0
	Total	155	100,0	100,0	

PeSQ.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	28	18,1	18,1	18,1
	S	89	57,4	57,4	75,5
	SS	38	24,5	24,5	100,0
	Total	155	100,0	100,0	

PeSQ.13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	15	9,7	9,7	9,7
	S	85	54,8	54,8	64,5
	SS	55	35,5	35,5	100,0
	Total	155	100,0	100,0	

3. Customer Satisfaction**CS.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	19	12,3	12,3	12,3
	S	99	63,9	63,9	76,1
	SS	37	23,9	23,9	100,0
	Total	155	100,0	100,0	

CS.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	35	22,6	22,6	22,6
	S	79	51,0	51,0	73,5
	SS	41	26,5	26,5	100,0
	Total	155	100,0	100,0	

CS.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	19	12,3	12,3	12,3
	S	95	61,3	61,3	73,5
	SS	41	26,5	26,5	100,0
	Total	155	100,0	100,0	

CS.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	26	16,8	16,8	16,8
	S	99	63,9	63,9	80,6
	SS	30	19,4	19,4	100,0
	Total	155	100,0	100,0	

4. Word of Mouth**WOM.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	29	18,7	18,7	18,7
	S	81	52,3	52,3	71,0
	SS	45	29,0	29,0	100,0
	Total	155	100,0	100,0	

WOM.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	29	18,7	18,7	18,7
	S	75	48,4	48,4	67,1
	SS	51	32,9	32,9	100,0
	Total	155	100,0	100,0	

WOM.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	29	18,7	18,7	18,7
	S	88	56,8	56,8	75,5
	SS	38	24,5	24,5	100,0
	Total	155	100,0	100,0	

5. Repurchase Intention**RI.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	18	11,6	11,6	11,6
	S	78	50,3	50,3	61,9
	SS	59	38,1	38,1	100,0
	Total	155	100,0	100,0	

RI.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	27	17,4	17,4	17,4
	S	77	49,7	49,7	67,1
	SS	51	32,9	32,9	100,0
	Total	155	100,0	100,0	

RI.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	19	12,3	12,3	12,3
	S	94	60,6	60,6	72,9
	SS	42	27,1	27,1	100,0
	Total	155	100,0	100,0	