

## KUESIONER

Survei ini merupakan evaluasi pengalaman Anda dalam menggunakan jasa broker *online*. Seleksi responden dalam survei ini melalui pertimbangan kompetensi dan persyaratan khusus. Survei ini murni berlangsung dalam rangka kegiatan akademis dan bersifat nonkomersial. Jawaban apapun dari Anda adalah penting & tidak ada jawaban yang salah dalam survei ini. Terima kasih atas partisipasi Anda.

### **Data Responden**

1. No. Responden : \_\_\_\_\_
2. Jenis Kelamin : Pria/Wanita\*
3. Usia : \_\_\_\_\_ tahun
4. Status : Menikah/Belum menikah\*
5. Pendidikan terakhir : \_\_\_\_\_
6. Pekerjaan : \_\_\_\_\_

\*) hapus yang tidak perlu.

### **Petunjuk Pengisian:**

- a) Berilah pilihan tanggapan Anda atas daftar pernyataan berikut ini dengan membubuhi tanda *check list* (✓) terhadap tanggapan yang menurut Anda paling tepat.
- b) Setiap pernyataan hanya membutuhkan satu tanda *check list* (✓).
- c) Berikut pilihan tanggapan yang disajikan:

<b>SS</b>	=	Sangat Setuju
<b>S</b>	=	Setuju
<b>KS</b>	=	Kurang Setuju
<b>TS</b>	=	Tidak Setuju
<b>STS</b>	=	Sangat Tidak Setuju

No.	Pernyataan	SS	S	KS	TS	STS
<b>Responsiveness (<math>X_1</math>)</b>						
1.	Staf broker <i>online</i> merespon panggilan telepon saya dengan segera.					
3.	Staf broker <i>online</i> dapat menyediakan informasi yang saya butuhkan dengan segera.					
4.	Layanan <i>online trading</i> mengeksekusi order saya dengan segera.					
5.	Layanan <i>online trading</i> mengkonfirmasi order saya dengan segera.					
<b>Reliability (<math>X_2</math>)</b>						
6.	Penempatan <i>order</i> pada layanan <i>online trading</i> berlangsung akurat.					
8.	Daftar harga pada layanan <i>online trading</i> ditampilkan secara akurat.					
9.	Pencatatan rekening saya berlangsung akurat.					
10.	Penghitungan komisi berlangsung akurat.					
11.	Layanan <i>online trading</i> selalu mengupdate informasi dengan baik.					
12.	Layanan <i>online trading</i> selalu beroperasi dengan lancar.					
13.	Broker <i>online</i> memenuhi janji layanannya.					
14.	Broker <i>online</i> memenuhi janji promosinya.					
<b>Ease of Use (<math>X_3</math>)</b>						
15.	Layanan <i>online trading</i> memiliki navigasi yang mudah.					
16.	Layanan <i>online trading</i> mudah digunakan.					
17.	Layanan <i>online trading</i> memiliki ketepatan navigasi.					
18.	<i>Download</i> pada <i>website</i> broker <i>online</i> berlangsung cepat.					
<b>Competence (<math>X_4</math>)</b>						
19.	Staf broker <i>online</i> mampu menyelesaikan masalah saya.					
20.	Staf broker <i>online</i> memiliki cukup pengetahuan dalam menjawab pertanyaan saya.					
21.	Staf broker <i>online</i> menyelesaikan masalah saya dengan baik.					
<b>Access (<math>X_5</math>)</b>						
24.	Broker <i>online</i> dapat dihubungi lewat telepon dengan mudah.					
25.	Lokasi kantor broker <i>online</i> dapat diakses dengan mudah.					
26.	<i>Website</i> broker <i>online</i> dapat diakses dengan mudah.					
27.	Layanan <i>online trading</i> dapat diakses dengan mudah.					
28.	Saya dapat menggunakan layanan <i>online trading</i> kapan saja.					
<b>Timeliness (<math>X_6</math>)</b>						
29.	Layanan <i>online trading</i> meng- <i>update</i> rekening saya setiap kali saya bertransaksi.					
30.	Layanan <i>online trading</i> meng- <i>update</i> data perdagangan secara <i>real time</i> .					
31.	Layanan <i>online trading</i> selalu meng- <i>update</i> informasi tentang korporasi (emiten).					
<b>Security (<math>X_7</math>)</b>						
33.	Broker <i>online</i> melindungi informasi pribadi saya.					
34.	Broker <i>online</i> melindungi informasi keuangan saya.					
35.	Saya merasa aman bertransaksi menggunakan jasa broker <i>online</i> .					
36.	Saya percaya saat bertransaksi menggunakan jasa broker <i>online</i> .					
<b>Kepuasan Nasabah Broker Online (Y)</b>						
38.	Secara keseluruhan, saya senang menggunakan jasa broker <i>online</i> .					
39.	Secara keseluruhan, saya menyukai layanan yang diberikan broker <i>online</i> .					
40.	Secara keseluruhan, saya puas dengan layanan yang diberikan broker <i>online</i> .					
41.	Secara keseluruhan, saya puas dengan keputusan saya memilih jasa broker <i>online</i> .					
42.	Pilihan saya untuk menggunakan jasa broker <i>online</i> merupakan pilihan bijak.					



## DATA UJI VALIDITAS DAN RELIABILITAS II

P 1	P 3	P 4	P 5	P 6	P 8	P 9	P 10	P 11	P 12	P 13	P 14	P 15	P 16	P 17	P 18	P 19	P 20	P 21	P 22	P 23	P 24	P 25	P 26	P 27	P 28	P 29	P 30	P 31	P 32	P 33	P 34	P 35	P 36	P 37	P 38	P 39	P 40	P 41	P 42			
4	5	4	5	5	5	5	4	4	4	3	4	4	4	5	5	4	4	4	5	4	5	4	4	4	5	5	4	4	4	4	5	5	4	4	4	4	4	4	5	5		
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## OUTPUT UJI VALIDITAS DAN RELIABILITAS I

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.920	42

### Item Statistics

	Mean	Std. Deviation	N
1	4.23	.679	30
2	4.03	.964	30
3	4.20	.887	30
4	4.13	.937	30
5	4.17	.874	30
6	4.40	.563	30
7	4.27	.640	30
8	4.47	.571	30
9	4.13	.819	30
10	4.23	.817	30
11	4.20	.761	30
12	4.13	.681	30
13	3.97	.964	30
14	4.13	.776	30
15	4.33	.711	30
16	4.37	.669	30
17	4.23	.728	30
18	4.40	.724	30
19	4.40	.770	30

20	4.30	.702	30
21	4.17	.648	30
22	4.30	.750	30
23	3.53	.937	30
24	4.00	.910	30
25	4.13	.681	30
26	4.23	.858	30
27	4.17	.747	30
28	4.03	.669	30
29	4.27	.828	30
30	4.33	.711	30
31	4.07	.785	30
32	4.17	.791	30
33	4.07	.740	30
34	4.27	.691	30
35	4.17	.648	30
36	4.13	.681	30
37	4.27	.740	30
38	4.07	.740	30
39	4.03	.809	30
40	4.10	.712	30
41	4.20	.664	30
42	4.37	.556	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
1	171.57	227.978	.400	.919
2	171.77	231.633	.139	.922
3	171.60	221.490	.545	.917
4	171.67	219.195	.597	.916
5	171.63	224.792	.423	.918
6	171.40	227.766	.504	.918
7	171.53	232.464	.194	.920
8	171.33	227.540	.509	.918
9	171.67	221.954	.574	.917
10	171.57	223.013	.531	.917

11	171.60	225.007	.484	.918
12	171.67	227.195	.438	.918
13	171.83	218.971	.587	.916
14	171.67	223.816	.527	.917
15	171.47	226.395	.455	.918
16	171.43	227.013	.456	.918
17	171.57	226.323	.447	.918
18	171.40	226.524	.441	.918
19	171.40	221.214	.648	.916
20	171.50	223.293	.613	.917
21	171.63	227.344	.455	.918
22	171.50	229.155	.305	.920
23	172.27	235.306	.016	.924
24	171.80	220.648	.561	.917
25	171.67	224.506	.572	.917
26	171.57	222.944	.506	.917
27	171.63	224.861	.502	.918
28	171.77	227.909	.411	.919
29	171.53	220.326	.636	.916
30	171.47	226.671	.442	.918
31	171.73	223.582	.530	.917
32	171.63	235.551	.019	.923
33	171.73	225.513	.477	.918
34	171.53	225.016	.538	.917
35	171.63	226.792	.484	.918
36	171.67	226.920	.451	.918
37	171.53	234.120	.088	.922
38	171.73	225.306	.486	.918
39	171.77	224.668	.467	.918
40	171.70	226.286	.460	.918
41	171.60	224.938	.565	.917
42	171.43	228.116	.490	.918

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
175.80	236.648	15.383	42

## OUTPUT UJI VALIDITAS DAN RELIABILITAS II

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.933	36

**Item Statistics**

	Mean	Std. Deviation	N
1	4.23	.679	30
3	4.20	.887	30
4	4.13	.937	30
5	4.17	.874	30
6	4.40	.563	30
8	4.47	.571	30
9	4.13	.819	30
10	4.23	.817	30
11	4.20	.761	30
12	4.13	.681	30
13	3.97	.964	30
14	4.13	.776	30
15	4.33	.711	30
16	4.37	.669	30
17	4.23	.728	30
18	4.40	.724	30
19	4.40	.770	30
20	4.30	.702	30
21	4.17	.648	30



24	4.00	.910	30
25	4.13	.681	30
26	4.23	.858	30
27	4.17	.747	30
28	4.03	.669	30
29	4.27	.828	30
30	4.33	.711	30
31	4.07	.785	30
33	4.07	.740	30
34	4.27	.691	30
35	4.17	.648	30
36	4.13	.681	30
38	4.07	.740	30
39	4.03	.809	30
40	4.10	.712	30
41	4.20	.664	30
42	4.37	.556	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
1	147.00	207.379	.423	.932
3	147.03	201.689	.542	.930
4	147.10	199.748	.585	.930
5	147.07	205.720	.384	.932
6	146.83	207.868	.488	.931
8	146.77	207.289	.517	.931
9	147.10	201.334	.607	.930
10	147.00	203.310	.521	.931
11	147.03	204.585	.503	.931
12	147.10	206.507	.467	.931
13	147.27	198.823	.602	.930
14	147.10	203.403	.547	.930
15	146.90	205.886	.476	.931
16	146.87	206.947	.453	.931
17	147.00	204.966	.510	.931
18	146.83	206.420	.441	.931

19	146.83	201.592	.637	.929
20	146.93	203.306	.615	.930
21	147.07	207.237	.454	.931
24	147.23	201.289	.542	.930
25	147.10	205.541	.517	.931
26	147.00	203.310	.493	.931
27	147.07	204.064	.539	.930
28	147.20	207.959	.400	.932
29	146.97	200.585	.633	.929
30	146.90	206.162	.463	.931
31	147.17	203.178	.551	.930
33	147.17	205.109	.494	.931
34	146.97	205.206	.527	.931
35	147.07	206.892	.473	.931
36	147.10	206.300	.478	.931
38	147.17	204.902	.504	.931
39	147.20	204.786	.461	.931
40	147.13	205.499	.495	.931
41	147.03	205.068	.557	.930
42	146.87	208.257	.470	.931

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
151.23	216.116	14.701	36

## OUTPUT ANALISIS FREKUENSI

**P1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	4.9	4.9	4.9
	4	73	59.8	59.8	64.8
	5	43	35.2	35.2	100.0
	Total	122	100.0	100.0	

**P3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.5	2.5	2.5
	3	8	6.6	6.6	9.0
	4	73	59.8	59.8	68.9
	5	38	31.1	31.1	100.0
	Total	122	100.0	100.0	

**P4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.3	3.3	3.3
	3	9	7.4	7.4	10.7
	4	73	59.8	59.8	70.5
	5	36	29.5	29.5	100.0
	Total	122	100.0	100.0	

**P5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	12	9.8	9.8	10.7
	4	76	62.3	62.3	73.0
	5	33	27.0	27.0	100.0
	Total	122	100.0	100.0	

**P6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	10	8.2	8.2	9.0
	4	74	60.7	60.7	69.7
	5	37	30.3	30.3	100.0
	Total	122	100.0	100.0	

**P8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	4.1	4.1	4.1
	3	11	9.0	9.0	13.1
	4	69	56.6	56.6	69.7
	5	37	30.3	30.3	100.0
	Total	122	100.0	100.0	

**P9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	10	8.2	8.2	9.0
	4	76	62.3	62.3	71.3
	5	35	28.7	28.7	100.0
	Total	122	100.0	100.0	

**P10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	12	9.8	9.8	10.7
	4	73	59.8	59.8	70.5
	5	36	29.5	29.5	100.0
	Total	122	100.0	100.0	

**P11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.5	2.5	2.5
	3	12	9.8	9.8	12.3
	4	69	56.6	56.6	68.9
	5	38	31.1	31.1	100.0
	Total	122	100.0	100.0	

**P12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.5	2.5	2.5
	3	12	9.8	9.8	12.3
	4	73	59.8	59.8	72.1
	5	34	27.9	27.9	100.0
	Total	122	100.0	100.0	

**P13**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	12	9.8	9.8	10.7
	4	74	60.7	60.7	71.3
	5	35	28.7	28.7	100.0
	Total	122	100.0	100.0	

**P14**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.5	2.5	2.5
	3	8	6.6	6.6	9.0
	4	74	60.7	60.7	69.7
	5	37	30.3	30.3	100.0
	Total	122	100.0	100.0	

**P15**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	7	5.7	5.7	6.6
	4	69	56.6	56.6	63.1
	5	45	36.9	36.9	100.0
	Total	122	100.0	100.0	

**P16**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	8	6.6	6.6	7.4
	4	72	59.0	59.0	66.4
	5	41	33.6	33.6	100.0
	Total	122	100.0	100.0	

**P17**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	3.3	3.3	3.3
	4	86	70.5	70.5	73.8
	5	32	26.2	26.2	100.0
	Total	122	100.0	100.0	

**P18**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	6.6	6.6	6.6
	4	77	63.1	63.1	69.7
	5	37	30.3	30.3	100.0
	Total	122	100.0	100.0	

**P19**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	12	9.8	9.8	10.7
	4	71	58.2	58.2	68.9
	5	38	31.1	31.1	100.0
	Total	122	100.0	100.0	

**P20**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	10	8.2	8.2	9.0
	4	70	57.4	57.4	66.4
	5	41	33.6	33.6	100.0
	Total	122	100.0	100.0	

**P21**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	10.7	10.7	10.7
	4	73	59.8	59.8	70.5
	5	36	29.5	29.5	100.0
	Total	122	100.0	100.0	



**P24**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	6.6	6.6	6.6
	4	79	64.8	64.8	71.3
	5	35	28.7	28.7	100.0
	Total	122	100.0	100.0	

**P25**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	2.5	2.5	2.5
	4	86	70.5	70.5	73.0
	5	33	27.0	27.0	100.0
	Total	122	100.0	100.0	

**P26**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.6	1.6	1.6
	3	9	7.4	7.4	9.0
	4	71	58.2	58.2	67.2
	5	40	32.8	32.8	100.0
	Total	122	100.0	100.0	

**P27**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.6	1.6	1.6
	3	6	4.9	4.9	6.6
	4	77	63.1	63.1	69.7
	5	37	30.3	30.3	100.0
	Total	122	100.0	100.0	

**P28**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	13	10.7	10.7	11.5
	4	68	55.7	55.7	67.2
	5	40	32.8	32.8	100.0
	Total	122	100.0	100.0	

**P29**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.6	1.6	1.6
	3	10	8.2	8.2	9.8
	4	77	63.1	63.1	73.0
	5	33	27.0	27.0	100.0
	Total	122	100.0	100.0	

**P30**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.6	1.6	1.6
	3	10	8.2	8.2	9.8
	4	74	60.7	60.7	70.5
	5	36	29.5	29.5	100.0
	Total	122	100.0	100.0	

**P31**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.6	1.6	1.6
	3	10	8.2	8.2	9.8
	4	73	59.8	59.8	69.7
	5	37	30.3	30.3	100.0
	Total	122	100.0	100.0	

**P33**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	7.4	7.4	7.4
	4	77	63.1	63.1	70.5
	5	36	29.5	29.5	100.0
	Total	122	100.0	100.0	

**P34**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	7.4	7.4	7.4
	4	72	59.0	59.0	66.4
	5	41	33.6	33.6	100.0
	Total	122	100.0	100.0	

**P35**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	10	8.2	8.2	9.0
	4	69	56.6	56.6	65.6
	5	42	34.4	34.4	100.0
	Total	122	100.0	100.0	

**P36**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	8.2	8.2	8.2
	4	75	61.5	61.5	69.7
	5	37	30.3	30.3	100.0
	Total	122	100.0	100.0	

**P38**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	8	6.6	6.6	7.4
	4	71	58.2	58.2	65.6
	5	42	34.4	34.4	100.0
	Total	122	100.0	100.0	

**P39**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	4	3.3	3.3	4.1
	4	69	56.6	56.6	60.7
	5	48	39.3	39.3	100.0
	Total	122	100.0	100.0	

**P40**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.6	1.6	1.6
	3	5	4.1	4.1	5.7
	4	76	62.3	62.3	68.0
	5	39	32.0	32.0	100.0
	Total	122	100.0	100.0	

**P41**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	1.6	1.6	1.6
	4	76	62.3	62.3	63.9
	5	44	36.1	36.1	100.0
	Total	122	100.0	100.0	

**P42**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	2.5	2.5	2.5
	4	65	53.3	53.3	55.7
	5	54	44.3	44.3	100.0
	Total	122	100.0	100.0	

## OUTPUT ANALISIS REGRESI LINEAR BERGANDA

```

GET
  FILE='C:\Documents and Settings\User\My Documents\DATA
REGRESI.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Satisfaction
  /METHOD=ENTER Responsiveness Reliability Ease Competence Access
Timeliness Security.
  
```

### Regression

```

[DataSet1] C:\Documents and Settings\User\My Documents\DATA
REGRESI.sav
  
```

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Security, Responsiveness, Ease, Competence, Timeliness, Reliability, Access	.	Enter

- a. All requested variables entered.  
 b. Dependent Variable: Satisfaction

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.626 <sup>a</sup>	.392	.354	1.368

- a. Predictors: (Constant), Security, Responsiveness, Ease, Competence, Timeliness, Reliability, Access

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	137.462	7	19.637	10.489	.000 <sup>a</sup>
	Residual	213.431	114	1.872		
	Total	350.893	121			

a. Predictors: (Constant), Security, Responsiveness, Ease, Competence, Timeliness, Reliability, Access

b. Dependent Variable: Satisfaction

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.371	2.276		1.920	.057
	Responsiveness	-.126	.104	-.103	-1.215	.227
	Reliability	.005	.058	.008	.080	.937
	Ease	.306	.119	.223	2.567	.012
	Competence	.133	.136	.091	.983	.328
	Access	.303	.103	.285	2.933	.004
	Timeliness	.035	.131	.025	.268	.789
	Security	.324	.119	.253	2.718	.008

a. Dependent Variable: Satisfaction