

Kuisisioner Penelitian

Responden yang terhormat,

Saya adalah mahasiswa yang sedang melakukan penelitian dengan judul: **“Pengaruh *Service Failure* Terhadap *Consumer Complaint* Dengan *Buyer Seller Relationship* Sebagai Variabel Moderasi Di *Online Shop Twinkle House*.”** Saya meminta kesediaan Bapak/Ibu/Saudara untuk membantu penelitian ini dengan mengisi kuesioner. Segala informasi yang Anda berikan semata-mata digunakan untuk kegiatan ilmiah. Atas kerjasama yang diberikan, saya mengucapkan banyak terima kasih.

Surabaya
Hormat Saya

Fenny

A. Identitas Responden

Untuk pertanyaan berikut, mohon diisi dengan memilih salah satu jawaban yang tersedia dengan cara memberikan tanda silang (X)

1. Jenis kelamin Anda:
 - a Laki-laki
 - b Perempuan

2. Umur :
 - a. 20-25 Tahun
 - b. 31-35 Tahun
 - c. 26-30 Tahun
 - d. >35 Tahun

3. Pendidikan Terakhir Anda:
 - a. SLTP
 - b. SLTA
 - c. Perguruan Tinggi
 - d. Pasca Sarjana
 - e. Lain-lain

4. Status Saudara:

- a. Pelajar/mahasiswa
- b. Pekerja swasta
- c. Wiraswasta
- d. Profesional (dokter, lawyer, dan lainnya)
- e. Ibu Rumah tangga
- f. Lain-lain (.....)

5. Terakhir kali melakukan komplain

- a. 1-2 bulan
- b. 3-4 bulan
- c. 5-7 bulan
- d. 8-9 bulan

B. Pertanyaan Penelitian

Berikan penilaian Anda dengan memberi tanda silang (X) pada salah satu angka yang paling sesuai dengan pilihan Anda. berikut ini adalah keterangan dari setiap nomor:

[1] Sangat tidak setuju (STS)

[2] Tidak setuju (TS)

[3] Netral (N)

[4] Setuju (S)

[5] Sangat Setuju (S)

Service Failure

No	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1.	Terdapat ketidaksesuaian kualitas layanan Twinkle House dengan layanan yang dijanjikan kepada pelanggan					
2.	Terdapat keterlambatan dari layanan Twinkle House, misalnya ketersediaan barang pesanan yang membutuhkan waktu lama					
3	Terdapat keterlambatan pengiriman barang oleh pihak ekspedisi yang ditunjuk oleh Twinkle House					
4	Produk-produk yang dijual Twinkle House tidak sesuai dengan keinginan Anda.					
5	Ekspedisi yang ditunjuk oleh Twinkle House tidak dapat mengirimkan barang pesanan ke tempat tujuan yang diminta					
6	Tidak terdapat <i>contact person</i> untuk pelayanan Twinkle House pada konsumen					
7	Kesulitan untuk bisa menghubungi <i>contact person</i> Twinkle House					

Buyer-seller relationship

No	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1a.	Twinkle House menggunakan phone calls, untuk berkomunikasi dengan pelanggan					
b.	Twinkle House menggunakan e-mail untuk berkomunikasi dengan pelanggan					
c.	Twinkle House menggunakan personal visit untuk berkomunikasi dengan pelanggan					
2a.	Twinkle House memiliki respon yang baik dalam pengaduan pelanggan					
b.	Twinkle House memiliki respon yang baik dalam memberikan saran					
c.	Twinkle House memiliki respon yang baik dalam menghadapi komplain pelanggan					
3	Twinkle House aktif merespon permintaan layanan pelanggan					
4	Twinkle House aktif memfasilitasi berbagai informasi untuk pelanggan (pelanggan mudah menyampikan informasi maupun menerima informasi)					
5	Twinkle House aktif untuk bisa memahami layanan yang diminta maupun diharapkan pelanggan					
6	Pemilik Twinkle House menyediakan informasi untuk pelanggan					
7	Pelanggan mudah mendapatkan berbagai layanan dari Twinkle House berhubungan dengan informasi yang dibutuhkan pelanggan					
8	Twinkle House menyediakan berbagai harga yang beragam untuk pelanggan atas layanan maupun produk yang dijual					
9	Twinkle House memberikan berbagai bentuk potongan harga untuk pelanggan yang setia					

Consumer Complaint

No	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1.	Anda melakukan komplain kepada Twinkle House secara langsung					
2.	Anda melakukan komplain dengan tidak membeli barang lagi pada Twinkle House					
3	Anda akan mengingatkan teman dan keluarga untuk tidak membeli pada Twinkle House					
4	Anda melakukan komplain dengan melaporkan Twinkle House pada lembaga perlindungan konsumen atau pihak terkait					
5	Anda melakukan komplain dengan menempuh jalur hukum					
6	Anda melakukan komplain dengan mengajukan keluhan tertulis kepada Twinkle House					
7	Anda melakukan komplain dengan menuliskan pada kotak keluhan yang disediakan oleh Twinkle House					

TERIMA KASIH

Lampiran 2. Profil Responden

Jenis Kelamin Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	34	34,0	34,0	34,0
	Perempuan	66	66,0	66,0	100,0
	Total	100	100,0	100,0	

Usia Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25 tahun	21	21,0	21,0	21,0
	26-30 tahun	31	31,0	31,0	52,0
	31-35 tahun	30	30,0	30,0	82,0
	> 35 tahun	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

Pendidikan Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SLTA	25	25,0	25,0	25,0
	Perguruan Tinggi	62	62,0	62,0	87,0
	Pasca Sarjana	9	9,0	9,0	96,0
	Lain-Lain	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

Status Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar/Mahasiswa	6	6,0	6,0	6,0
Pekerja Swasta	58	58,0	58,0	64,0
Wiraswasta	16	16,0	16,0	80,0
Profesional	6	6,0	6,0	86,0
Ibu Rumah Tangga	8	8,0	8,0	94,0
Lain-Lain	6	6,0	6,0	100,0
Total	100	100,0	100,0	

Terakhir kali melakukan komplain

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-2 bulan	30	30,0	30,0	30,0
3-4 bulan	43	43,0	43,0	73,0
5-7 bulan	27	27,0	27,0	100,0
Total	100	100,0	100,0	

Lampiran 3. Uji Validitas

Variabel Service failure

Correlations

		X1.01	X1.02	X1.03	X1.04	X1.05	X1.06	X1.07	Total X
X1.01	Pearson Correlation	1	,604**	,317**	,442**	,451**	,351**	,338**	,681**
	Sig. (2-tailed)		,000	,001	,000	,000	,000	,001	,000
	N	100	100	100	100	100	100	100	100
X1.02	Pearson Correlation	,604**	1	,536**	,416**	,535**	,256*	,303**	,726**
	Sig. (2-tailed)	,000		,000	,000	,000	,010	,002	,000
	N	100	100	100	100	100	100	100	100
X1.03	Pearson Correlation	,317**	,536**	1	,545**	,439**	,245*	,316**	,684**
	Sig. (2-tailed)	,001	,000		,000	,000	,014	,001	,000
	N	100	100	100	100	100	100	100	100
X1.04	Pearson Correlation	,442**	,416**	,545**	1	,529**	,373**	,424**	,753**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100
X1.05	Pearson Correlation	,451**	,535**	,439**	,529**	1	,453**	,423**	,763**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100	100
X1.06	Pearson Correlation	,351**	,256*	,245*	,373**	,453**	1	,630**	,671**
	Sig. (2-tailed)	,000	,010	,014	,000	,000		,000	,000
	N	100	100	100	100	100	100	100	100
X1.07	Pearson Correlation	,338**	,303**	,316**	,424**	,423**	,630**	1	,704**
	Sig. (2-tailed)	,001	,002	,001	,000	,000	,000		,000
	N	100	100	100	100	100	100	100	100
Total X	Pearson Correlation	,681**	,726**	,684**	,753**	,763**	,671**	,704**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100

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

* . Correlation is significant at the 0.05 level (2-tailed).

Variabel Buyer seller relationship

Correlations

	M01	M02	M03	M04	M05	M06	M07	M08	M09	M10	M11	M12	M13	Total M
M01 Pearson Correlation	1	.591**	.428**	.210*	.248*	.016	.186	.161	.084	.248*	.349**	.219*	.306**	.488**
Sig. (2-tailed)		.000	.000	.036	.013	.878	.065	.110	.403	.013	.000	.028	.002	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
M02 Pearson Correlation	.591**	1	.511**	.163	.374**	.193	.276**	.244**	.255*	.196	.177	.253*	.370**	.566**
Sig. (2-tailed)	.000		.000	.105	.000	.065	.005	.014	.011	.050	.079	.011	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
M03 Pearson Correlation	.428**	.511**	1	.134	.164	.085	.286**	.136	.028	.146	.175	.293**	.312**	.454**
Sig. (2-tailed)	.000	.000		.183	.103	.399	.004	.178	.780	.146	.081	.003	.002	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
M04 Pearson Correlation	.210*	.163	.134	1	.531**	.263**	.279**	.385**	.208*	.382**	.381**	.409**	.322**	.553**
Sig. (2-tailed)	.036	.105	.183		.000	.008	.005	.000	.038	.000	.000	.000	.001	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
M05 Pearson Correlation	.248*	.374**	.164	.531**	1	.228*	.339**	.402**	.165	.254*	.352**	.386**	.291**	.567**
Sig. (2-tailed)	.013	.000	.103	.000		.023	.001	.000	.100	.011	.000	.000	.003	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
M06 Pearson Correlation	.186	.193	.085	.263**	.228*	1	.630**	.498**	.657**	.406**	.420**	.443**	.396**	.653**
Sig. (2-tailed)	.878	.055	.399	.008	.023		.000	.000	.000	.000	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
M07 Pearson Correlation	.186	.276**	.286**	.279**	.339**	.630**	1	.684**	.506**	.383**	.413**	.444**	.410**	.735**
Sig. (2-tailed)	.065	.005	.004	.005	.001	.000		.000	.000	.000	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
M08 Pearson Correlation	.161	.244*	.136	.385**	.402**	.498**	.684**	1	.536**	.519**	.418**	.518**	.509**	.758**
Sig. (2-tailed)	.110	.014	.178	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
M09 Pearson Correlation	.084	.255*	.028	.208*	.165	.657**	.506**	.536**	1	.360**	.459**	.419**	.478**	.643**
Sig. (2-tailed)	.403	.011	.780	.038	.100	.000	.000	.000		.000	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
M10 Pearson Correlation	.248*	.196	.146	.382**	.254*	.406**	.383**	.519**	.360**	1	.468**	.425**	.301**	.629**
Sig. (2-tailed)	.013	.050	.146	.000	.011	.000	.000	.000	.000	.000		.000	.002	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
M11 Pearson Correlation	.349**	.177	.175	.381**	.352**	.420**	.413**	.418**	.459**	.468**	1	.549**	.399**	.674**
Sig. (2-tailed)	.000	.079	.081	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
M12 Pearson Correlation	.219*	.253*	.293**	.409**	.386**	.443**	.444**	.518**	.419**	.425**	.549**	1	.521**	.715**
Sig. (2-tailed)	.028	.011	.003	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
M13 Pearson Correlation	.306**	.370**	.312**	.322**	.291**	.396**	.410**	.509**	.478**	.301**	.399**	.521**	1	.689**
Sig. (2-tailed)	.002	.000	.002	.001	.003	.000	.000	.000	.000	.002	.000	.000	.000	
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total M Pearson Correlation	.488**	.566**	.454**	.553**	.567**	.653**	.735**	.758**	.643**	.629**	.674**	.715**	.689**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

* . Correlation is significant at the 0.05 level (2-tailed).

Variabel Consumer Complaint

Correlations

		Y1.01	Y1.02	Y1.03	Y1.04	Y1.05	Y1.06	Y1.07	Total Y
Y1.01	Pearson Correlation	1	,733**	,606**	,522**	,607**	,682**	,316**	,836**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,001	,000
	N	100	100	100	100	100	100	100	100
Y1.02	Pearson Correlation	,733**	1	,571**	,646**	,514**	,636**	,376**	,848**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100
Y1.03	Pearson Correlation	,606**	,571**	1	,514**	,491**	,605**	,337**	,770**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,001	,000
	N	100	100	100	100	100	100	100	100
Y1.04	Pearson Correlation	,522**	,646**	,514**	1	,619**	,470**	,311**	,776**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,002	,000
	N	100	100	100	100	100	100	100	100
Y1.05	Pearson Correlation	,607**	,514**	,491**	,619**	1	,504**	,213*	,740**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,033	,000
	N	100	100	100	100	100	100	100	100
Y1.06	Pearson Correlation	,682**	,636**	,605**	,470**	,504**	1	,265**	,779**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,008	,000
	N	100	100	100	100	100	100	100	100
Y1.07	Pearson Correlation	,316**	,376**	,337**	,311**	,213*	,265**	1	,548**
	Sig. (2-tailed)	,001	,000	,001	,002	,033	,008		,000
	N	100	100	100	100	100	100	100	100
Total Y	Pearson Correlation	,836**	,848**	,770**	,776**	,740**	,779**	,548**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100

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

*. Correlation is significant at the 0.05 level (2-tailed).

Variabel Service failure

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
,835	7

Variabel Buyer seller relationship

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
,870	13

Variabel Consumer complaint

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
,872	7

Lampiran 5. Statistik Deskriptif

Variabel service failure

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.01	100	2,00	5,00	3,3000	,67420
X1.02	100	2,00	5,00	3,5500	,88048
X1.03	100	2,00	5,00	3,5200	,82241
X1.04	100	1,00	5,00	3,7600	,88899
X1.05	100	2,00	5,00	3,4800	,78470
X1.06	100	2,00	4,00	3,0000	,85280
X1.07	100	2,00	5,00	3,1400	,92135
Valid N (listwise)	100				

Variabel buyer seller relationship

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
M01	100	1,00	5,00	2,1600	,86129
M02	100	1,00	4,00	2,2400	,97566
M03	100	1,00	4,00	2,3800	,92965
M04	100	1,00	4,00	2,3300	,76614
M05	100	1,00	5,00	2,6300	,79968
M06	100	1,00	5,00	2,8600	,93225
M07	100	1,00	5,00	2,7400	1,02119
M08	100	1,00	5,00	2,9300	1,17426
M09	100	1,00	5,00	2,7800	,90543
M10	100	1,00	5,00	2,5100	,93738
M11	100	1,00	5,00	2,6300	,87219
M12	100	1,00	5,00	2,2800	,82975
M13	100	1,00	5,00	2,4400	,87985
Valid N (listwise)	100				

Variabel consumer complaint

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y1.01	100	2,00	5,00	3,5700	,91293
Y1.02	100	1,00	5,00	3,5400	1,02907
Y1.03	100	1,00	5,00	3,6900	,90671
Y1.04	100	1,00	5,00	3,0900	1,03568
Y1.05	100	1,00	5,00	3,1900	,95023
Y1.06	100	1,00	5,00	3,6700	,95405
Y1.07	100	1,00	5,00	3,1800	1,07666
Valid N (listwise)	100				

Lampiran 6. Regression Moderasi

Descriptive Statistics

	Mean	Std. Deviation	N
Consumer Complaint	3,4186	,73922	100
Service Failure	3,3929	,59281	100
Buyer-seller relationship	2,5315	,57541	100
Moderasi	8,5109	2,07293	100

Correlations

		Consumer Complaint	Service Failure	Buyer-seller relationship	Moderasi
Pearson Correlation	Consumer Complaint	1,000	,222	-,254	-,124
	Service Failure	,222	1,000	-,232	,432
	Buyer-seller relationship	-,254	-,232	1,000	,765
	Moderasi	-,124	,432	,765	1,000
Sig. (1-tailed)	Consumer Complaint	.	,013	,005	,110
	Service Failure	,013	.	,010	,000
	Buyer-seller relationship	,005	,010	.	,000
	Moderasi	,110	,000	,000	.
N	Consumer Complaint	100	100	100	100
	Service Failure	100	100	100	100
	Buyer-seller relationship	100	100	100	100
	Moderasi	100	100	100	100

Variables Entered/Removed^d

Model	Variables Entered	Variables Removed	Method
1	Service Failure ^a	.	Enter
2	Buyer-seller relationship ^a	.	Enter
3	Moderasi ^b	.	Enter

a. All requested variables entered.

b. Dependent Variable: Consumer Complaint

Model Summary^d

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,222 ^a	,049	,039	,72449	,049	5,066	1	98	,027
2	,304 ^b	,092	,074	,71144	,043	4,629	1	97	,034
3	,382 ^c	,146	,119	,69378	,053	6,002	1	96	,016

a. Predictors: (Constant), Service Failure

b. Predictors: (Constant), Service Failure, Buyer-seller relationship

c. Predictors: (Constant), Service Failure, Buyer-seller relationship, Moderasi

d. Dependent Variable: Consumer Complaint

ANOVA^d

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,659	1	2,659	5,066	,027 ^a
	Residual	51,439	98	,525		
	Total	54,098	99			
2	Regression	5,002	2	2,501	4,942	,009 ^b
	Residual	49,096	97	,506		
	Total	54,098	99			
3	Regression	7,891	3	2,630	5,465	,002 ^c
	Residual	46,207	96	,481		
	Total	54,098	99			

- a. Predictors: (Constant), Service Failure
- b. Predictors: (Constant), Service Failure, Buyer-seller relationship
- c. Predictors: (Constant), Service Failure, Buyer-seller relationship, Moderasi
- d. Dependent Variable: Consumer Complaint

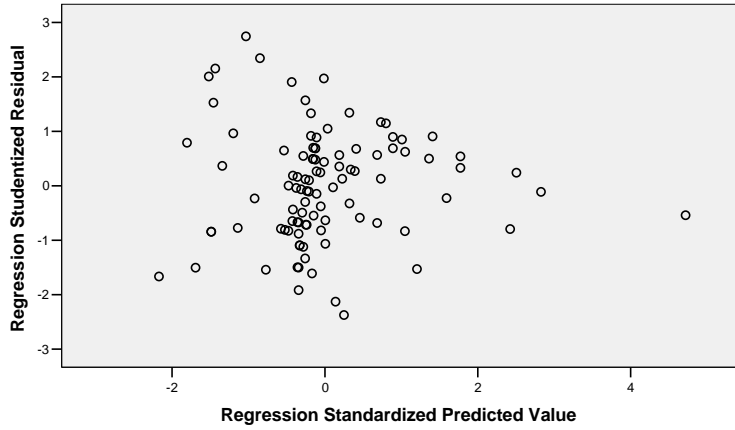
Coefficients[§]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	2,481	,423		5,864	,000			
	Service Failure	,276	,123	,222	2,251	,027	,222	,222	,222
2	(Constant)	3,386	,591		5,726	,000			
	Service Failure	,215	,124	,172	1,731	,087	,222	,173	,167
	Buyer-seller relationship	-,275	,128	-,214	-2,152	,034	-,254	-,213	-,208
3	(Constant)	-,748	1,783		-,420	,676			
	Service Failure	1,461	,523	1,172	2,794	,006	,222	,274	,264
	Buyer-seller relationship	1,549	,755	1,206	2,052	,043	-,254	,205	,194
	Moderasi	-,554	,226	-1,553	-2,450	,016	-,124	-,243	-,231

- a. Dependent Variable: Consumer Complaint

Scatterplot

Dependent Variable: Consumer Complaint



Lampiran 7. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,68318368
Most Extreme Differences	Absolute	,053
	Positive	,053
	Negative	-,042
Kolmogorov-Smirnov Z		,531
Asymp. Sig. (2-tailed)		,940

a. Test distribution is Normal.

b. Calculated from data.