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LAMPIRAN

Lampiran 1. Kuisisioner Penelitian

A. Pengantar

Dalam rangka menyelesaikan tugas akhir guna memenuhi persyaratan memperoleh gelar Sarjana di Universitas Jenderal Soedirman Purwokerto, Saya Neiska Meira Adibah dengan NIM C1B019038 bermaksud untuk mengadakan penelitian dan menyusun skripsi dengan judul “Pengaruh *Apology* Terhadap *Trust* dan *Repurchase Intention* Dengan *Recovery Satisfaction* Sebagai Variabel Mediasi (Studi Pada Konsumen Looké Cosmetics)”. Maka dari itu untuk memenuhi seluruh kebutuhan data tersebut saya membuat kuisisioner ini.

Untuk itu saya memohon kesediaan anda untuk dapat meluangkan waktu dan mengisi kuisisioner ini dengan sebenar-benarnya. Segala perolehan data dalam kuisisioner ini akan dirahasiakan. Atas partisipasi dan bantuan dari Saudara/i sekalian, penulis mengucapkan terimakasih.

B. *Screening Question*

Isilah data sesuai dengan data pribadi Saudara/i, dengan cara memberi tanda *check list* (✓) pada kotak yang sudah disesuaikan.

1. Apakah anda pernah melakukan pembelian pada produk *cushion* Looké Cosmetics ?

Ya (lanjut ke pertanyaan berikutnya)

Tidak (STOP! Terima Kasih atas partisipasi anda dalam kuisisioner ini)

2. Apakah anda pernah mengalami kekecewaan terhadap produk *cushion*

Looké Cosmetics yang cacat?

Ya (lanjut ke pertanyaan berikutnya)

Tidak (STOP! Terima Kasih atas partipasi anda dalam kuisisioner ini)

C. Data Demografi

Isilah data sesuai dengan data pribadi Saudara/i, dengan cara memberi tanda *check list* (✓) pada kotak yang sudah disesuaikan.

1. Nama Responden :

2. Jenis Kelamin : Laki-laki

Perempuan

3. Usia Responden :

4. Pendapatan Perbulan : <1.000.000

≥1.000.000 - 2.000.000

>2.000.000 – 4.000.000

>4.000.000

5. Pendidikan : SD

Bekerja

SMP

SMA

S1

D. Petunjuk Pengisian Kuesioner

1. Bacalah setiap pernyataan berikut dengan seksama, kemudian jawablah pernyataan-pernyataan dengan memberikan tanda *check list* (√) pada kolom alternatif jawaban yang telah tersedia.
2. Semua jawaban adalah benar dan akan dijamin kerahasiaannya.
3. Mohon untuk diisi dengan sebenar-benarnya demi diperolehnya data penelitian yang obyektif.
4. Pengisian kuesioner ini memiliki beberapa kriteria sebagai berikut :
 - a. Responden merupakan warga negara Indonesia.
 - b. Responden berusia 11-26 tahun (Gen Z menurut Badan Pusat Statistik, 2021).
 - c. Responden adalah konsumen *cushion* Looké Cosmetics dan pernah mendapatkan produk yang cacat.

E. Pilihlah jawaban pada kolom yang telah tersedia dengan memilih salah satu jawaban dengan memberi tanda *check list* (√) pada salah satu jawaban yang paling sesuai dengan pendapat saudara/i.

Kriteria Penilaian		Penilaian
SS	= Sangat Setuju	5
S	= Setuju	4
N	= Netral	3
TS	= Tidak Setuju	2
STS	= Sangat Tidak Setuju	1

Keterangan :

- a. Sangat Setuju (SS) = Skor 5
- b. Setuju (S) = Skor 4
- c. Netral (N) = Skor 3
- d. Tidak Setuju (TS) = Skor 2
- e. Sangat Tidak Setuju (STS) = Skor 1

Daftar Pertanyaan Kuesioner

Kode	Pernyataan	STS 1	TS 2	N 3	S 4	SS 5
<i>Apology</i> (Permintaan Maaf)						
AP 1	Looké Cosmetics memberi permintaan maaf yang tulus					
AP 2	Looké Cosmetics meminta maaf atas ketidaknyamanan yang ditimbulkan oleh masalah tersebut					
AP 3	Saya menerima permintaan maaf yang tulus dari Looké Cosmetics					
AP 4	Looké Cosmetics menyatakan penyesalan atas kesalahan yang telah dilakukan merek					

Menurut anda apakah permintaan maaf dari Looké Cosmetics sudah baik?

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Kode	Pernyataan	STS	TS	N	S	SS
<i>Recovery Satisfaction</i> (Kepuasan Pemulihan)						
RS 1	Menurut pendapat saya Looké Cosmetics memberikan penyelesaian yang memuaskan atas masalah ini (produk <i>cushion</i> yang cacat)					
RS 2	Looké Cosmetics menyediakan pemulihan merek yang memenuhi kebutuhan saya					

RS 3	Looké Cosmetics memberikan solusi yang menguntungkan bagi saya					
RS 4	Secara keseluruhan, Saya puas dengan Looké Cosmetics					

Menurut anda, seberapa puas anda dengan upaya pemulihan yang dilakukan oleh Looké Cosmetics dalam menangani kegagalan mereknya (*cushion* yang cacat)?

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Kode	Pernyataan	STS	TS	N	S	SS
<i>Trust</i> (Kepercayaan)						
T 1	Saya memiliki kepercayaan pada Looké Cosmetics					
T 2	Dalam hubungan kami, Looké Cosmetics ini dapat diandalkan untuk melakukan apa yang benar					
T 3	Menurut saya, Looké Cosmetics ini jujur					
T 4	Looké Cosmetics tampaknya lebih dapat dipercaya daripada merek lain yang pernah saya kunjungi					
T 5	Looké Cosmetics berjanji akan memenuhi janji yang dibuat					

Kode	Pernyataan	STS	TS	N	S	SS
<i>Repurchase Intention</i> (Niat Beli Ulang)						
RI 1	Di masa mendatang, saya bermaksud menggunakan produk dari Looké Cosmetics					
RI 2	Jika Saya berada di pasar untuk membeli suatu produk <i>make up cushion</i> dan terdapat beberapa pilihan merek, saya akan memilih membeli produk dari Looké Cosmetics					
RI 3	Saya pasti akan terus menggunakan produk Looké Cosmetics					
RI 4	Saya sangat menyarankan agar orang lain menggunakan produk Looké Cosmetics ini					

Setelah adanya krisis merek ini, apakah anda ingin membeli kembali produk Looké Cosmetics?

.....

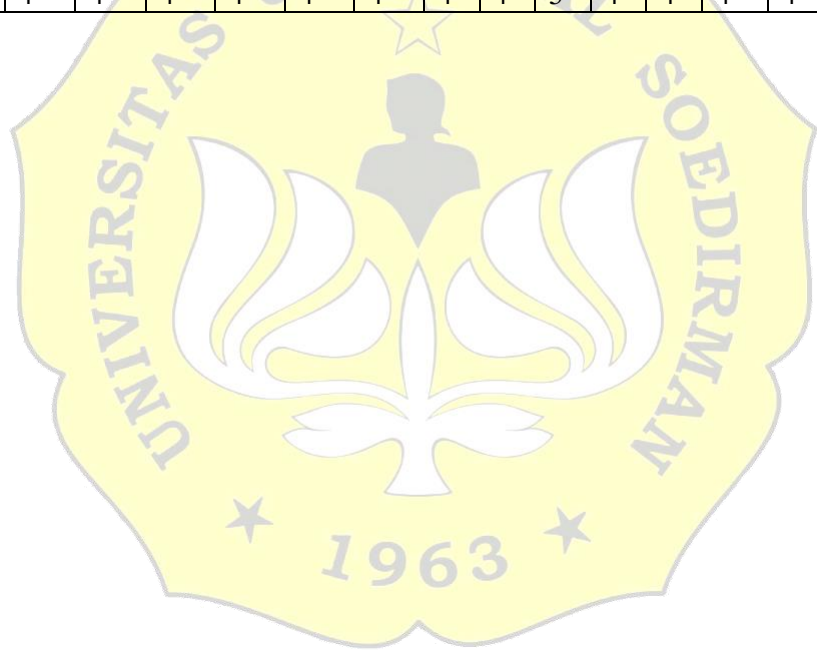
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Lampiran 2 Tabulasi Jawaban Responden

<i>Apology</i>				<i>Recovery Satisfaction</i>				<i>Trust</i>					<i>Repurchase Intention</i>			
AP 1	AP 2	AP 3	AP 4	RS 1	RS 2	RS 3	RS 4	T 1	T 2	T 3	T 4	T 5	RI 1	RI 2	RI 3	RI 4
5	4	4	4	4	4	4	5	4	4	4	4	5	5	5	5	5
4	5	3	4	4	5	3	3	4	4	4	3	3	5	4	4	4
4	4	4	4	4	4	3	4	4	4	4	3	3	4	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3
4	4	5	4	4	4	3	4	4	4	4	4	5	5	4	3	4
4	5	4	4	4	5	3	4	4	3	4	3	4	3	3	3	3
4	4	4	4	4	4	4	4	4	3	4	3	3	4	3	3	4
5	5	4	4	4	5	4	4	3	4	4	4	4	4	4	3	4
4	4	4	4	4	4	5	5	4	4	5	3	3	4	4	4	4
4	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4
4	4	4	4	3	3	3	2	2	2	4	2	3	2	2	2	2
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
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4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	5	4	4	4	5	4	5	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4
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4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
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4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4

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Lampiran 3 Output Data PLS

a. Mean, Median, Standard Mediation

	Mean	Median	Scale min	Scale max	Standard deviation	Excess kurtosis	Skewness
AP1	4.075	4.000	2.000	5.000	0.354	13.065	-0.225
AP2	4.075	4.000	2.000	5.000	0.379	10.120	-0.260
AP3	4.075	4.000	2.000	5.000	0.403	8.024	-0.282
AP4	4.112	4.000	2.000	5.000	0.439	5.569	-0.123
RS1	3.981	4.000	3.000	5.000	0.361	4.899	-0.245
RS2	4.084	4.000	2.000	5.000	0.456	4.838	-0.268
RS3	4.009	4.000	2.000	5.000	0.521	4.044	-0.794
RS4	4.047	4.000	2.000	5.000	0.481	8.573	-1.403
T1	4.000	4.000	2.000	5.000	0.335	15.609	-1.514
T2	4.028	4.000	2.000	5.000	0.442	5.486	-0.522
T3	4.318	4.000	3.000	5.000	0.485	-1.086	0.543
T4	3.888	4.000	2.000	5.000	0.552	3.126	-1.061
T5	4.056	4.000	1.000	5.000	0.624	5.454	-1.210
RI1	4.009	4.000	2.000	5.000	0.483	7.986	-1.487
RI2	3.822	4.000	2.000	5.000	0.624	2.990	-1.493
RI3	3.916	4.000	2.000	5.000	0.514	4.947	-1.385
RI4	3.888	4.000	1.000	5.000	0.601	7.127	-2.045

b. Loading, Composite Reliability, Cronbach's alpha, AVE

<i>Indikator</i>		<i>Loading</i>	<i>(a)</i>	<i>CR</i>	<i>AVE</i>
<i>Apology</i>			0.853	0.853	0.694
AP1	Merek melakukan permintaan maaf dengan tulus	0.850			
AP2	Merek melakukan permintaan maaf karena ketidaknyamanan konsumen	0.859			
AP3	Konsumen menerima permintaan maaf dari merek	0.814			
AP4	Merek mengatakan penyesalan atas kesalahan yang telah dilakukan	0.807			
<i>Recovery Satisfaction</i>			0.830	0.867	0.662
RS1	Kepuasan pada pemulihan	0.733			
RS2	Merek memenuhi kebutuhan konsumen	0.729			
RS3	Merek memberikan solusi menguntungkan	0.882			
RS4	Kepuasan pada merek	0.895			
<i>Trust</i>			0.834	0.835	0.668
T1	Kepercayaan pada merek	0.774			
T2	Keandalan Merek	0.855			

T3	Lebih percaya pada merek tersebut dibanding yang lain	0.838			
T4	Kepercayaan pada apa yang telah dijanjikan	0.800			
Repurchase Intention			0.916	0.921	0.798
RI1	Menggunakan kembali suatu produk	0.896			
RI2	Menjadikan suatu produk sebagai pilihan utama	0.844			
RI3	Ada niat untuk terus menggunakan suatu produk	0.919			
RI4	Merekomendasikan produk ke orang lain	0.912			

c. Discriminant Validity

	<i>Apology</i>	<i>Recovery Satisfaction</i>	<i>Repurchase Intention</i>	<i>Trust</i>
<i>Apology</i>				
<i>Recovery Satisfaction</i>	0.659			
<i>Repurchase Intention</i>	0.617	0.752		
<i>Trust</i>	0.690	0.785	0.863	

d. R Square

	<i>R-square</i>	<i>R-square adjusted</i>
<i>Recovery Satisfaction</i>	0.318	0.312
<i>Repurchase intention</i>	0.629	0.618
<i>Trust</i>	0.448	0.443

e. Pengujian Hipotesis Path Coefficient

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics ((O/STDEV))</i>	<i>P values</i>
H1 <i>Apology -> Recovery Satisfaction</i>	0.564	0.576	0.099	5.672	0.000
H2 <i>Recovery Satisfaction -> Repurchase intention</i>	0.278	0.263	0.134	2.076	0.038
H3 <i>Recovery Satisfaction -> Trust</i>	0.670	0.665	0.092	7.286	0.000
H4 <i>Trust -> Repurchase intention</i>	0.519	0.514	0.106	4.903	0.000
H5 <i>Apology -> Repurchase intention</i>	0.089	0.087	0.124	0.719	0.472

f. Pengujian Mediasi Specific Indirect Effect

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>
H6 <i>Apology -> Recovery Satisfaction -> Repurchase intention</i>	0.157	0.147	0.075	2.087	0.037

