

## Lampiran 1.1 Kuesioner Penelitian

Selamat Pagi/ Siang/ Sore/ Malam.

Perkenalkan saya Thalia Nur Karmila, mahasiswa Program Studi Manajemen Universitas Pembangunan Jaya. Saat ini saya sedang melakukan penelitian dalam rangka untuk menyelesaikan tugas akhir/skripsi saya dengan judul "Pengaruh *Online Customer Review* Terhadap Keputusan Pembelian Melalui *E-Trust* Pada *Marketplace* Lazada Di Tangerang Selatan" dengan kriteria responden sebagai berikut:

1. Berdomisili di Tangerang Selatan.
2. Berusia diatas 17 tahun.
3. Pernah melakukan pembelian di *marketplace* Lazada minimal 1 kali.

Apabila anda memenuhi kriteria di atas, mohon kesediaannya untuk dapat mengisi setiap pertanyaan kuesioner dengan sejujur-jujurnya. Semua data akan dijamin kerahasiaannya dan hanya digunakan untuk kebutuhan penelitian.

Terima kasih atas perhatian dan ketersediaan waktunya.

Hormat saya,

Thalia Nur Karmila.

Identitas Responden:

- I. Isilah jawaban sesuai dengan identitas anda
  1. Nama Lengkap:
  2. Umur:
  3. Jenis Kelamin:
    - Laki-Laki
    - Perempuan
  4. Pekerjaan:
    - Pelajar
    - Mahasiswa
    - Pegawai Swasta

- Pegawai Negeri Sipil
- Wirausaha
- Lainnya

5. Penghasilan:

- <Rp.1.000.000/bulan
- >Rp.1.000.000 – Rp.4.000.000/bulan
- >Rp.4.000.000 – Rp.8.000.000/bulan
- >Rp.8.000.000/bulan

6. Apakah anda pernah melakukan pembelian di marketplace lazada?

- Ya
- Tidak

7. Apakah anda berdomisili di Tangerang Selatan?

- Ya
- Tidak

II. Anda dapat memberikan tanggapan sesuai dengan tingkat persetujuan anda, yaitu sebagai berikut:

|                           |   |
|---------------------------|---|
| Sangat Tidak Setuju (STS) | 1 |
| Tidak Setuju (TS)         | 2 |
| Cukup Setuju (CS)         | 3 |
| Setuju (S)                | 4 |
| Sangat Setuju (SS)        | 5 |

**Online Customer Review (X)**

| No. | Pernyataan   | STS<br>(1) | TS<br>(2) | CS<br>(3) | S<br>(4) | SS<br>(5) |
|-----|--|------------|-----------|-----------|----------|-----------|
| 1.  | <i>Online Customer Review</i> memberikan saya informasi sehingga membuat saya lebih mudah dalam proses seleksi berbelanja online di Lazada                               |            |           |           |          |           |
| 2.  | Saya percaya kepada <i>review</i> yang diberikan oleh konsumen lain di Lazada dengan semakin banyaknya <i>review</i> positif akan semakin baik reputasi produk tersebut. |            |           |           |          |           |
| 3.  | <i>Review</i> di Lazada memberikan saya informasi mengenai kelebihan dan   |            |           |           |          |           |

|    |  |  |  |  |  |  |
|----|--|--|--|--|--|--|
|    | kekurangan produk tersebut   |  |  |  |  |  |
| 4. | Saya merasa banyaknya <i>Online Customer Review</i> di Lazada menandakan bahwa Lazada terpercaya |  |  |  |  |  |

#### Keputusan Pembelian (Y)

| No. | Pernyataan   | STS<br>(1) | TS<br>(2) | CS<br>(3) | S<br>(4) | SS<br>(5) |
|-----|--|------------|-----------|-----------|----------|-----------|
| 1.  | Saya membeli produk di Lazada sesuai dengan keinginan karena harga dan kualitas barang bagus |            |           |           |          |           |
| 2.  | Saya berbelanja di Lazada secara berulang-ulang atau lebih dari satu kali                    |            |           |           |          |           |
| 3.  | Saya akan merekomendasikan Lazada ke orang lain  |            |           |           |          |           |
| 4.  | Saya akan melakukan  |            |           |           |          |           |

|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
| pembelian ulang di Lazada karena produk yang dikirim Lazada sesuai dengan keinginan dan harapan saya |  |  |  |  |  |  |
|--|--|--|--|--|--|--|

***E-Trust (M)***

| No. | Pernyataan   | STS<br>(1) | TS<br>(2) | CS<br>(3) | S<br>(4) | SS<br>(5) |
|-----|--|------------|-----------|-----------|----------|-----------|
| 1.  | Saya merasa bahwa Lazada memiliki kemampuan untuk menyediakan barang yang berkualitas bagi pelanggan |            |           |           |          |           |
| 2.  | Saya merasa bahwa Lazada memiliki kemauan untuk memberikan keuntungan dan kepuasan bagi pelanggannya |            |           |           |          |           |
| 3.  | Saya merasa bahwa Lazada   |            |           |           |          |           |

|  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|
|  | tidak akan menyembunyikan informasi yang penting bagi pelanggannya |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|

Lampiran 1.2 Hasil Kuesioner (dari 110 responden)

| OCR1 | OCR2 | OCR3 | OCR4 | ET1 | ET2 | ET3 | KP1 | KP2 | KP3 | KP4 |
|------|------|------|------|-----|-----|-----|-----|-----|-----|-----|
| 5    | 5    | 5    | 5    | 5   | 5   | 5   | 5   | 4   | 4   | 4   |
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|---|---|---|---|---|---|---|---|---|---|---|
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| 3 | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 2 | 2 | 2 |
| 3 | 3 | 1 | 3 | 3 | 3 | 1 | 1 | 1 | 3 | 1 |
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|   |   |   |   |   |   |   |   |   |   |   |
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| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |



Lampiran 1.3 Formulir Pengajuan Skripsi/TA




|   |                                      |                      |
|---|--------------------------------------|----------------------|
|  | <b>FORMULIR PENGAJUAN SKRIPSI/TA</b> | SPT-I/03/SOP-28/F-01 |
|   |                                      | No. Revisi           |

Nama Mahasiswa : Thalia Nur Karmila  
 Prodi/NIM : Manajemen / 2019021155  
 Judul Skripsi/TA yang diajukan : *Pengaruh Online Customer Review Terhadap Keputusan Pembelian Melalui E-Trust Pada Marketplace Lazada Di Tangerang Selatan.*

Telah memenuhi syarat pengajuan Skripsi/TA: (mohon beri tanda V untuk syarat yang relevan)


| No | Syarat   | Ya | Tidak |
|----|--|----|-------|
| 1  | Jumlah sks lulus (sesuai ketentuan Prodi)              | √  |       |
| 2  | Mata kuliah prasyarat (sesuai ketentuan Prodi)         | √  |       |
| 3  | IPK minimal 2,00                                       | √  |       |
| 4  | Tidak sedang terkena sanksi akademik/sanksi lainnya    | √  |       |
| 5  | Poin JSDP (sesuai ketentuan Prodi)                     | √  |       |
| 6  | Mengumpulkan Proposal Skripsi (sesuai ketentuan Prodi) | √  |       |
| 7  | MK Skripsi/TA tercantum di BRS semester berjalan       | √  |       |

Tangerang Selatan, 21 Maret 2023

| Mengajukan,  | Menyetujui,  | Mengetahui,  |
|--|--|--|
| <br>Thalia Nur Karmila<br>Mahasiswa | <br>Dr. Dwi Wng Dr. Rachman Sjarief, MM<br>Dosen PA <sup>SH. MM</sup> | <br>Dr. Yohanes Totok Sukoro, S.S., M.Si., CPM<br>Kaprodi |

Formulir dibuat rangkap 2 (dua): Asli : untuk prodi, Copy 1 : untuk mahasiswa

Lampiran 1.4 Formulir Persetujuan Penulisan Skripsi/TA

|  |  |                      |
|--|--|----------------------|
| <br>Universitas<br>Pembangunan Jaya | <b>FORMULIR PERSETUJUAN PENULISAN<br/>SKRIPSI/TA</b> | SPT-1/03/SOP-28/F-02 |
|  |  | No. Pendaftaran      |

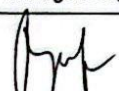

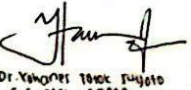
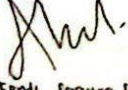
Nama Mahasiswa : Thalia Nur Karmila  
 Prodi/NIM : Manajemen / 2019021155  
 Judul Skripsi/TA yang diajukan : Pengaruh Online Customer Review Terhadap Keputusan Pembelian Melalui E-Trust Pada Marketplace Lazada Di Tangerang Selatan.

Telah disetujui untuk menulis Skripsi/TA.

Dosen Pembimbing Skripsi/TA yang ditugaskan Prodi adalah:

| No | Nama   | NIDN       | JAD    |
|----|--|------------|--------|
| 1  | Dr. Yohanes Tolok Suyoto, S.S., M.SI., CPMA. | 0407067307 | Lektor |
| 2  | Fendi Saputra, S.E., M.M.                    | 0412019006 |        |

















Tangerang Selatan, 03 April 2023

| Menugaskan,   | Menyetujui,   | Menerima,  |   |
|---|---|--|---|
| <br>Teguh Prustika, S.E., M.Si<br>Koordinator Skripsi/TA | <br>Dr. Yohanes Tolok Suyoto, S.S., M.SI., CPMA<br>Kaprodi | <br>Dr. Yohanes Tolok Suyoto<br>S.S., M.SI., CPMA<br>Dosen Pembimbing 1 | <br>Fendi Saputra, S.E., M.M.<br>Dosen Pembimbing 2 |


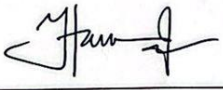
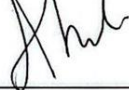
Lampiran 1.5 Bimbingan Skripsi/TA Dosen Pembimbing 1

|   |   |                      |
|---|---|----------------------|
|  | <b>FORMULIR PEMBIMBINGAN SKRIPSI/TA</b> | SPT-1/03/SOP-28/F-03 |
|   |   | No. Revisi           |


Nama Mahasiswa : Thalia Nur Kamila  
 Prodi/NIM : Manajemen / 201902155  
 Judul Skripsi/TA yang diajukan : Pengaruh Online Customer Review Terhadap Keputusan Pembelian Melalui E-Trust Pada Marketplace Lazada di Tangerang Selatan

| No | Tanggal    | Materi Pembimbingan                 | Paraf Mhs   | Paraf Dosen Pembimbing  |
|----|------------|-------------------------------------|---|---|
| 1  | 06/02/2023 | Bimbingan Sistemus Skripsi          |    |    |
| 2  | 15/02/2023 | Bimbingan Bab 1                     |    |    |
| 3  | 01/03/2023 | Bimbingan Bab 2 dan Bab 3           |   |   |
| 4  | 09/03/2023 | Bimbingan Bab 1 sampai Bab 3        |  |  |
| 5  | 17/03/2023 | Bimbingan Revisi Bab 1 sampai Bab 3 |  |  |
| 6  | 12/05/2023 | Bimbingan Kuesioner Penelitian      |  |  |
| 7  | 06/06/2023 | Bimbingan bab 4 dan bab 5           |  |  |
| 8  | 08/06/2023 | Bimbingan revisi bab 4 dan 5        |  |  |













\* Jika pembimbingan lebih dari minimal 8 kali, mohon membuat salinan formulir ini

|   |   |   |
|---|---|---|
|  |  |  |
| Thalia Nur Kamila   | Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA   | Fendi Saputra, S.E., M.M  |

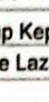
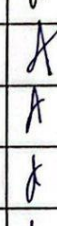
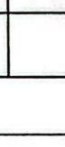
Lampiran 1.6 Bimbingan Skripsi/TA Dosen Pembimbing 2

|  |   |                      |
|--|---|----------------------|
| <br>Universitas<br>Pembangunan Jaya | <b>FORMULIR PEMBIMBINGAN SKRIPSI/TA</b> | SPT-I/03/SOP-28/F-03 |
|  |   | No. Rekam:           |

Nama Mahasiswa : Thalia Nur Kamila  
 Prodi/NIM : Manajemen / 201902155  
 Judul Skripsi/TA yang diajukan : Pengaruh Online Customer Review Terhadap Keputusan Pembelian Melalui E-Trust Pada Marketplace Lazada di Tangerang Selatan

| No | Tanggal    | Materi Pembimbingan | Paraf Mhs  | Paraf Dosen Pembimbing  |
|----|------------|---------------------|--|---|
| 1  | 01/03/2023 | Bimbingan bab 1     |    |    |
| 2  | 03/03/2023 | Bimbingan bab 2     |    |    |
| 3  | 30/03/2023 | Bimbingan bab 3     |   |   |
| 4  | 03/04/2023 | Revisi bab 1-3      |  |  |
| 5  | 05/04/2023 | Finalisasi bab 1-3  |  |  |
| 6  | 26/05/2023 | Pengolahan data     |  |  |
| 7  |            |                     |  |   |
| 8  |            |                     |  |   |

\* Jika pembimbingan lebih dari minimal 8 kali, mohon membuat salinan formulir ini

|   |  |   |
|---|--|---|
|  |  |  |
| Thalia Nur Kamila   | Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA  | Fendi Saputra, S.E., M.M  |

Lampiran 1.7 Formulir Pengajuan Sidang Skripsi/TA

|   |  |                      |
|---|--|----------------------|
| <b>FORMULIR PENGAJUAN SIDANG SKRIPSI/TA</b> |  | SPT-I/04/SOP-06/F-01 |
|   |  | No. Dokumen          |

Nama Mahasiswa : Thalia Nur Karmila  
 Prodi/NIM : Manajemen / 2019021155  
 Judul Skripsi/TA : Pengaruh Online Customer Review Terhadap Keputusan Pembelian Melalui E-Trust Pada Marketplace Lazada di Tangerang Selatan

Dosen Pembimbing : 1. Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA  
 : 2. Fendi Saputra, S.E., MM



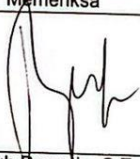

Dosen Penguji : 1. JAD :  
 : 2. JAD :  
 : 3. JAD :

Jadwal Sidang : Tempat : Hari/Tanggal:

Telah memenuhi syarat Sidang Skripsi/TA: (mohon beri tanda V untuk syarat yang relevan)

| No | Syarat   | Ya | Tidak |
|----|--|----|-------|
| 1  | IPK minimal 2.00   | ✓  |       |
| 2  | Tidak ada nilai D untuk mata kuliah mayor/inti Prodi             | ✓  |       |
| 3  | MK Skripsi/TA tercantum di BRS semester berjalan                 | ✓  |       |
| 4  | Lulus minimal 1 mata kuliah KOTA untuk tiap rumpun               | ✓  |       |
| 5  | SPT-I/03/SOP-28/F-03 Formulir Pembimbingan Skripsi (minimal 8 x) | ✓  |       |
| 6  | Poin JSDP (minimal 75% persen dari syarat kelulusan)             | ✓  |       |
| 7  | Mengumpulkan dokumen Skripsi/TA (sesuai ketentuan Prodi)         | ✓  |       |

Tangerang Selatan, .....

| Mengajukan  | Mengetahui  | Memeriksa  | Menyetujui  |
|---|---|--|---|
|  |  |  |  |
| Thalia Nur Karmila  | Dr. Yohanes Totok<br>Suyoto, S.S., MSi.,<br>CPMA                                    | Teguh Prasetyo, S.E.,<br>M.Si  | Dr. Yohanes Totok<br>Suyoto, S.S., MSi.,<br>CPMA                                      |

## Lampiran 1.8 Curriculum Vitae



# THALIA NUR KARMILA

UNDERGRADUATED MANAGEMENT STUDENT

### ABOUT ME

A management student at Pembangunan Jaya University who has a responsibility. I am a hard work student who is able to work in a teams or individuals, and have a great skills on communication. A person who have an organization and internship experience. inI want to have an internship experience in any company that can provide knowledge for me to know the world of work, and what's not lost importantly i can make a good contribution to the company.

### SKILLS

#### PROFESSIONAL SKILLS

- Microsoft Excel
- Microsoft Word
- Microsoft Power Point
- Social Media Skills

#### PERSONAL SKILLS

- Team Work
- Sociable
- Time & Self Management
- Creative Thinking
- Good Communication

### EDUCATION

**Pembangunan Jaya University**  
2019 - Present

**3 Senior High School, Tangerang**  
2016 - 2019

**10 Junior High School, Tangerang**  
2013 - 2016

### CONTACT INFO

- ☎ : +6281314596369
- ✉ : thaliakamilaa@gmail.com
- in : Thalia Nur Karmila

### INTERNSHIP EXPERIENCE

#### Campus Ambassador

- Pembangunan Jaya University | Jun 2020- Jul 2020
- Introduce the latest features UPJ social media in to public.
  - Promote the latest features of UPJ social media.
  - Participate in using the latest features of UPJ social media.

#### Social Media Intern

- Pembangunan Jaya University | Sept 2020 - Des 2020
- Share content to expand UPJ network.
  - Make interesting comments in their social media content.
  - Help to publish any event in Pembangunan Jaya University.

#### Data Book Entry Assistant at Library

- Pembangunan Jaya University | Sept 2021 - Des 2021
- Check the physical data of the book.
  - Person incharge in inputting books to database system.

#### Business Partnership at Wealth Management Division

- PT. Bank Rakyat Indonesia, Tbk. | Apr 2022 - Oct 2022
- Update fee based income Bancassurance.
  - Assisting in internal and external correspondence activities of the wealth management division.

#### Credit Operation Division

- PT. Bank Rakyat Indonesia, Tbk. | Des 2022 - Mei 2023
- Monitor the filing of KUR loans from branch offices to regional offices of PT. Bank Rakyat Indonesia.
  - Contact person between the head office of PT. Bank Rakyat Indonesia with an insurance guarantor office Askrindo and Jamkrindo.

### ORGANIZATION EXPERIENCE

#### Himpunan Mahasiswa Manajemen

Human Resources Staff | Jul 2020 - Jun 2021

#### Head of Committee Event Workshop Management at Pembangunan Jaya University

Public Relations | Okt 2020 - Okt 2020

#### Head of Committee Event Half Period Meeting at Himpunan Mahasiswa Manajemen

Public Relations | Feb 2021 - Feb 2021