

## **KUESIONER**

**FAKTOR – FAKTOR YANG MEMPENGARUHI NIAT BELI KONSUMEN**  
**E-COMMERCE BERDASARKAN KERANGKA TECHNOLOGY**  
**ACCEPTANCE MODEL (TAM), DENGAN PERSEPSI KEAMANAN**  
**INFORMASI DAN PRIVASI SEBAGAI FAKTOR MEDIASI**

**Identitas Responden**

Nama : ..... (boleh tidak diisi)

Saya pernah berbelanja atau membeli produk secara online minimal satu kali di salah satu situs *e-commerce* dibawah ini: (beri tanda centang (✓) pada pilihan yang sesuai)

- |   |   |
|---|---|
| <input type="checkbox"/> Tokopedia        | <input type="checkbox"/> Blibli.com     |
| <input type="checkbox"/> OLX              | <input type="checkbox"/> Telunjuk.com   |
| <input type="checkbox"/> Lazada Indonesia | <input type="checkbox"/> Amazon.com     |
| <input type="checkbox"/> Bukalapak        | <input type="checkbox"/> Bhinneka.com   |
| <input type="checkbox"/> Elevenia         | <input type="checkbox"/> AliExpress.com |

**Petunjuk Pengisian**

Berilah respon terhadap pernyataan dalam tabel dengan memberikan tanda centang (✓) pada kolom yang sesuai dengan persepsi saudara/i mengenai pernyataan tersebut.

Skala respon adalah sebagai berikut :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

NO	PERNYATAAN	STS	TS	N	S	SS
<b>Persepsi Keamanan Informasi dan Privasi</b>						
1	Website ini melindungi informasi pribadi saya					
2	Saya memiliki keamanan di website ini					
3	Mekanisme otorisasi website ini membuat saya merasa nyaman					
4	Website ini menyediakan informasi bagi konsumen secara lengkap					
5	Website ini membantu saya mengurangi rasa ketidakpastian					
6	Saya mempercayai semua produk yang dijual di website ini					
<b>Informasi Kualitas Produk</b>						
1	Sangat penting bagi saya, suatu website menyediakan informasi produk yang sangat lengkap					
2	Bagi saya, reputasi website sangat penting					
3	Harga produk yang disediakan oleh website seharusnya lebih rendah dari harga yang sebenarnya					
4	Sangat penting bagi suatu website untuk menjelaskan fitur produk secara jelas					
5	Ketika mempertimbangkan untuk membeli produk di internet, diskon adalah hal yang penting bagi saya					
6	Ketika mempertimbangkan untuk membeli produk di internet, pertimbangan saya					

	adalah, "Semakin Tinggi Harga, Semakin Baik Kualitas"					
<b>Efisiensi Kualitas Pelayanan</b>						
1	Saya selalu dapat menghubungi pebisnis atau retailer online					
2	Respon yang cepat dari pebisnis atau retailer online sangat penting bagi saya					
3	Pelayanan setelah transaksi penjualan atau <i>After Sales Services</i> sangat penting bagi saya					
4	Ketika produk memiliki masalah, saya selalu dapat melihatnya melalui website					
5	Jika saya punya pertanyaan, website ini akan menjawabnya secepat mungkin					
<b>Desain Website</b>						
1	Saya tertarik untuk menggunakan website ini					
2	Website ini berisi informasi yang mudah dibaca					
3	Website harus menyenangkan secara visual					
4	Saya cepat belajar untuk menggunakan website ini					
5	Sangat mudah bagi saya untuk menjelajah melalui website ini					
<b>Kemampuan Transaksi dan Pengiriman</b>						
1	Website ini dapat diakses langsung secara online					
2	Hampir semua proses bisnis dapat					

	diselesaikan melalui website				
3	Website ini memungkinkan saya untuk melacak barang yang sudah saya beli				
4	Website harus menyediakan mode pengiriman yang beragam (melalui pos, pengiriman express, atau pengiriman sampai ke rumah)				
5	Produk dapat dipesan melalui situs setelah memilihnya di toko				
6	Secara keseluruhan, pengiriman di toko ini sudah cepat				
<b>Niat Beli Konsumen</b>					
1	Informasi pada website ini sangat jelas, jadi saya percaya diri dan akan terus membeli di website ini				
2	Ketika membeli dari website ini, saya tidak khawatir tentang produk yang gagal				
3	Saya ingin terus membeli produk di situs ini				
4	Saya akan membeli produk di situs ini				
5	Saya yakin bahwa saya akan terus menggunakan situs ini.				

No	Timestamp	Identitas Responden	Situs E-Commerce	PRIKP (Y1)	IKP (X1)	EKP (X2)	DW (X3)	KTP (X4)	NBK (Y2)
1	11/11/2016 17:15:21	Theresa	Tolopedia, OLX, Lazada Indonesia	Y11 Y12 Y13 Y14 Y15 Y16 X11 X12 X13 X14 X15 X16 X21 X22 X23 X24 X25 X31 X32 X33 X34 X35 X41 X42 X43 X44 X45 X46 Y21 Y22 Y23 Y24 Y25	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
2	11/11/2016 17:16:16	Nerissa	Lazada Indonesia	4 4 5 4 4 4 5 5 5 5	5 5 4 5 5 5 5 5 5 5	4 5 5 5 5 5 5 5 5 5	5 5 5 5 5 5 5 5 5 5	5 5 5 5 5 5 5 5 5 5	5 5 5 5 5 5 5 5 5 5
3	11/11/2016 17:18:44	Natalia	OLX	3 3 3 3 4 5 5 3 5 2	4 3 5 4 3 5 4 3 3 3	3 4 4 4 3 4 4 3 4 4	2 2 5 3 3 3 3 3 3 3	1 3 3 3 3 3 3 3 3 3	3 3 3 3 3 3 3 3 3 3
4	11/11/2016 17:18:45	Sisca	Tolopedia	4 4 3 4 4 3 5 5 5 4	5 4 5 4 3 4 4 3 4 4	3 4 4 4 3 4 4 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 4 4 4 4 4
5	11/11/2016 17:19:54	Evelyn	Lazada Indonesia	4 4 4 3 3 2 5 5 5 4	5 4 5 4 3 4 4 3 4 4	3 4 4 4 3 4 4 3 4 4	4 4 4 4 4 4 4 4 4 4	5 5 3 4 3 4 3 4 3 4	3 3 3 4 3 3 3 3 3 3
6	11/11/2016 17:30:44	Sio Christline Iskandar	Lazada Indonesia	3 4 4 4 4 4 3 5 3 5	5 5 5 4 5 4 3 3 3 4	4 4 4 4 3 4 4 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 4 4 4 4 4
7	11/11/2016 17:32:30	ardian	OLX	5 5 4 4 4 4 2 1 5 1	5 1 5 1 5 1 5 1 5 1	2 2 2 2 2 2 2 2 2 2	4 4 4 4 4 4 4 4 4 4	2 2 5 2 5 2 5 2 5 2	5 4 5 4 5 4 5 4 5 4
8	11/11/2016 17:45:25	Abet	Tolopedia	4 4 5 4 3 3 5 5 5 5	5 5 5 4 5 4 5 3 4 5	3 4 3 4 3 4 3 4 3 4	5 5 5 4 5 5 4 5 5 5	5 5 5 4 5 5 5 5 5 5	5 5 5 5 5 5 5 5 5 5
9	11/11/2016 17:46:08	ruth	Tolopedia	4 4 4 4 3 5 5 4 5 4	2 3 4 4 3 4 3 4 3 4	4 4 4 4 3 4 3 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 3 3 3
10	11/11/2016 17:51:17	Mia	Elevenia	4 4 4 4 3 4 4 4 3 5	5 5 4 3 4 4 5 3 5 3	2 2 3 3 2 3 3 3 2 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 4 4 4
11	11/11/2016 17:55:35	OELJOSHUA VINCENT W	Tolopedia	5 5 5 5 4 5 5 4 5 4	5 4 4 4 5 4 5 5 4 5	1 4 5 5 4 5 4 5 4 5	4 5 4 5 4 5 4 5 4 5	5 5 4 5 5 4 5 5 5 5	5 5 5 5 5 5 5 5 5 5
12	11/11/2016 17:58:19	Gracia Natalia	Tolopedia	5 5 5 4 4 4 5 5 3 5	5 4 5 4 5 4 5 4 5 5	5 5 4 5 4 5 4 5 5 5	5 5 4 5 4 5 4 5 5 5	5 5 5 5 5 5 5 5 5 5	3 3 3 3 3 3 3 3 3 3
13	11/11/2016 18:00:26	Rexy Anpriadi	Lazada Indonesia	5 5 5 5 5 5 5 5 5 5	5 5 5 5 5 5 5 5 5 5	3 4 4 5 5 5 5 5 5 5	5 5 5 5 5 5 5 5 5 5	5 5 5 5 5 5 5 5 5 5	3 3 3 3 3 3 3 3 3 3
14	11/11/2016 18:02:15	Darryl Burhan	Tolopedia	4 4 4 4 4 4 5 5 5 5	5 5 5 2 3 3 3 3 3 3	4 4 4 4 4 4 4 4 4 4	4 4 4 4 4 4 4 4 4 4	5 5 5 5 5 5 5 5 5 5	4 4 4 4 4 4 4 4 4 4
15	11/11/2016 18:24:30	Cicilia	Lazada Indonesia	4 4 5 4 5 4 5 5 5 4	3 4 5 5 4 5 5 4 5 4	4 5 4 5 4 5 4 5 4 5	4 5 4 5 4 5 4 5 4 5	4 5 4 5 4 5 4 5 4 5	5 5 5 5 5 5 5 5 5 5
16	11/11/2016 18:33:44	Putri Septiani Santoso	OLX	5 5 5 5 5 5 5 5 5 5	5 5 5 5 5 5 5 5 5 5	3 3 3 3 3 3 3 3 3 3	4 4 4 4 4 4 4 4 4 4	5 5 5 5 5 5 5 5 5 5	5 5 5 5 5 5 5 5 5 5
17	11/11/2016 18:36:41	Jessica Mellani	Lazada Indonesia, Amazon.com	3 3 3 4 4 3 5 5 1 5	5 5 5 5 5 5 5 5 5 5	3 3 3 3 3 3 3 3 3 3	4 4 4 4 4 4 4 4 4 4	3 3 3 3 3 3 3 3 3 3	2 2 2 2 2 2 2 2 2 2
18	11/11/2016 18:42:26	Nadya	Bukalapak	4 4 4 4 4 4 5 5 4 5	4 5 4 5 4 5 4 5 4 5	3 4 4 4 4 4 4 4 4 4	3 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 3 3 3
19	11/11/2016 19:48:40	Candrahartati	Tolopedia	4 5 4 4 5 4 5 5 4 5	4 4 5 4 5 4 5 4 5 4	3 4 4 5 4 5 4 5 4 5	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 3 3 3
20	11/11/2016 20:11:13	Yoel S	Bukalapak	4 4 4 4 4 4 5 5 5 5	5 5 5 2 1 3 5 3 4 5	4 4 4 4 4 4 4 4 4 4	5 5 5 4 5 4 4 4 4 4	4 4 4 4 4 4 4 4 4 4	3 3 3 3 3 3 3 3 3 3
21	11/11/2016 22:00:52	Shehy	OLX	4 3 4 4 3 4 5 5 4 5	4 5 4 3 4 4 4 4 3 4	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 4 4	4 4 4 4 4 4 4 4 4 4
22	11/12/2016 9:12:39	Vero	Elevenia	4 5 4 5 3 3 5 5 5 5	5 5 5 5 5 5 5 5 5 5	2 2 2 2 2 2 2 2 2 2	4 4 4 4 4 4 4 4 4 4	5 5 5 5 5 5 5 5 5 5	4 4 4 4 4 4 4 4 4 4
23	11/12/2016 10:29:31	Kesya	Lazada Indonesia, Bukalapak, BiliBili.com	4 4 4 4 4 4 5 5 4 5	5 5 5 5 5 5 5 5 5 5	3 4 3 4 3 4 3 4 3 4	4 4 4 4 4 4 4 4 4 4	2 2 2 2 2 2 2 2 2 2	4 4 4 4 4 4 4 4 4 4
24	11/12/2016 13:50:26	Elly	BiliBili.com	4 3 4 3 3 4 4 4 5 5	5 5 5 4 3 4 4 4 4 4	3 4 3 4 4 4 4 4 4 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
25	11/12/2016 14:05:15	Merry	Tolopedia	3 3 3 4 4 3 5 5 5 5	5 5 5 4 3 3 4 4 4 4	3 3 3 4 4 4 4 4 4 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
26	11/13/2016 18:08:55	Satrio Kusumo (SK)	Lazada Indonesia	4 4 5 4 4 4 5 5 5 5	3 3 3 4 4 4 4 4 4 4	3 3 3 4 4 4 4 4 4 4	3 3 3 4 4 4 4 4 4 4	3 3 3 4 4 4 4 4 4 4	4 4 4 4 4 4 4 4 4 4

No	Timestamp	Identitas Responden	Situs E-Commerce	PRKIP (Y1)	IKP (X1)	EKIP (X2)	DW (X3)	KTP (X4)	NBK (Y2)
27	11/13/2016 18:41:59	Husna Revita	Tokopedia	Y11 Y12 Y13 Y14 Y15 Y16 X11 X12 X13 X14 X15 X16 X21 X22 X23 X24 X25 X31 X32 X33 X34 X35 X41 X42 X43 X44 X45 X46 Y21 Y22 Y23 Y24 Y25	5 5 5 5 5 5 5 5 5 5	5 5 5 5 5 5 5 5 5 5	5 5 5 5 5 5 5 5 5 5	5 5 5 5 5 5 5 5 5 5	5 5 5 5 5 5 5 5 5 5
28	11/13/2016 18:52:49	Felia	Lazada Indonesia	5 4 5 4 4 3 5 5 5 2	5 4 5 4 4 3 5 5 5 2	4 5 5 4 5 5 5 5 5 3	5 5 5 5 5 5 5 5 5 3	4 4 4 4 4 4 4 4 4 4	5 5 5 5 5 5 5 5 5 5
29	11/13/2016 20:22:11	Yessica	Tokopedia	3 3 4 4 3 5 5 5 5 5	5 5 5 5 5 5 5 5 5 5	4 5 5 4 4 4 4 4 4 4	3 4 4 4 4 4 4 4 4 4	3 4 4 4 4 4 4 4 4 4	4 4 4 4 4 4 4 4 4 4
30	11/13/2016 20:50:05	Yohanes Tanorian	Tokopedia	2 3 4 4 2 3 5 5 5 5	5 5 2 2 5 5 5 4 4 4	4 4 4 4 4 4 4 4 4 4	5 5 5 5 5 5 5 5 5 5	5 4 5 4 5 4 5 5 5 5	2 3 3 3 3 3 3 3 3 3
31	11/14/2016 8:52:27	Jendaria Vania G	Tokopedia, OLX	4 4 3 3 5 5 5 5 5 5	4 5 5 5 5 5 5 5 5 5	4 4 5 4 4 4 4 4 4 4	5 4 4 4 4 4 4 4 4 4	5 4 4 4 4 4 4 4 4 4	3 4 3 4 3 4 4 4 4 4
32	11/14/2016 12:27:43	Kenny Shan	Tokopedia, OLX, Lazada Indonesia, Bukalapak,	3 3 4 5 4 5 3 5 5 5	3 5 5 5 5 5 5 5 5 5	4 4 4 4 4 4 4 4 4 4	5 5 5 4 4 4 4 4 4 4	4 4 4 4 4 4 4 4 4 4	5 4 5 4 5 4 4 5 4 4
33	11/14/2016 12:28:49	Uli	Tokopedia	3 3 3 3 3 3 3 3 3 3	3 3 3 3 3 3 3 3 3 3	3 3 3 3 3 3 3 3 3 3	3 3 3 3 3 3 3 3 3 3	3 3 3 3 3 3 3 3 3 3	3 3 3 3 3 3 3 3 3 3
34	11/14/2016 12:29:01	Uli	Tokopedia	3 3 3 3 3 3 3 3 3 3	3 3 3 3 3 3 3 3 3 3	3 3 3 3 3 3 3 3 3 3	3 3 3 3 3 3 3 3 3 3	3 3 3 3 3 3 3 3 3 3	3 3 3 3 3 3 3 3 3 3
35	11/14/2016 13:38:57	Evelyn agustini	OLX, Lazada Indonesia	4 3 3 4 2 3 5 4 3 4	4 4 4 4 4 4 4 4 4 4	3 2 2 3 4 4 4 4 4 4	2 4 4 4 4 4 4 4 4 4	2 4 4 4 4 4 4 4 4 4	3 3 3 3 3 3 3 3 3 3
36	11/14/2016 14:41:16	Doma Aindra Putra	Tokopedia	5 4 4 4 4 4 4 4 4 4	4 4 4 4 4 4 4 4 4 4	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 4 4	4 4 4 4 4 4 4 4 4 4
37	11/14/2016 14:52:07	Khotirun Nisa' Afyanti	Tokopedia	5 5 4 4 4 3 5 3 3 5	3 3 5 3 3 4 4 4 4 4	2 4 5 4 4 4 4 4 4 4	3 4 4 4 4 4 4 4 4 4	4 4 4 4 4 4 4 4 4 4	3 4 4 4 4 4 4 4 4 4
38	11/14/2016 15:06:04	Sephan Ade CA	Lazada Indonesia	2 4 4 2 2 2 4 4 4 4	5 5 5 5 5 5 5 5 5 5	2 4 5 4 5 4 5 4 5 4	3 4 5 4 5 4 5 4 5 4	2 5 3 4 5 4 5 4 5 4	3 4 3 4 3 4 3 4 3 4
39	11/15/2016 17:15:21	frandy	Elevenia	3 4 3 5 4 5 3 5 4 5	3 5 4 5 3 5 4 5 4 5	2 4 3 4 2 4 3 4 4 5	1 4 5 4 2 4 3 4 5 4	1 4 5 4 2 4 3 4 5 4	2 2 2 3 4 4 4 4 4 4
40	11/15/2016 17:16:16	samuel adin	Lazada Indonesia	5 5 5 5 5 5 5 5 5 5	5 5 5 5 5 5 5 5 5 5	1 1 1 1 1 1 1 1 1 1	2 2 2 2 2 2 2 2 2 2	1 1 1 1 1 1 1 1 1 1	3 3 3 3 3 3 3 3 3 3
41	11/15/2016 17:18:44	Fransiskus Ari Wibowo	Tokopedia	4 4 4 4 3 4 5 3 4 2	3 4 5 5 3 4 5 3 4 2	3 4 4 4 5 4 4 4 4 3	4 4 5 4 4 4 4 4 4 3	4 4 4 4 4 4 4 4 4 3	3 4 3 4 3 4 3 4 3 3
42	11/15/2016 17:18:45	Irvan S	Lazada Indonesia	4 4 3 5 3 4 5 5 4 4	5 4 5 5 5 4 4 4 4 4	3 4 4 4 4 4 4 4 4 4	3 4 4 4 4 4 4 4 4 4	4 4 4 4 4 4 4 4 4 4	3 1 3 1 3 1 3 1 3 1
43	11/15/2016 17:19:54	Andilia Supra	Tokopedia	5 4 3 5 3 4 5 5 4 4	5 4 5 5 5 4 4 4 4 4	3 4 4 4 4 4 4 4 4 4	3 4 4 4 4 4 4 4 4 4	4 4 4 4 4 4 4 4 4 4	3 4 3 4 3 4 3 4 3 4
44	11/15/2016 17:30:44	Benita Oktaviani D	Bukalapak	3 3 3 3 3 3 3 3 3 3	3 3 3 3 3 3 3 3 3 3	3 3 3 3 3 3 3 3 3 3	4 2 4 2 4 2 4 2 4 2	3 3 3 3 3 3 3 3 3 3	3 3 3 3 3 3 3 3 3 3
45	11/15/2016 17:32:30	Vesca Albandra	OLX	4 2 4 4 2 4 4 2 4 2	5 5 5 5 5 5 5 5 5 5	2 2 2 2 2 2 2 2 2 2	3 3 3 3 3 3 3 3 3 3	4 4 4 4 4 4 4 4 4 4	4 4 4 4 4 4 4 4 4 4
46	11/15/2016 17:45:25	Daniel	Bukalapak	2 4 4 4 4 4 4 4 4 4	4 4 4 4 4 4 4 4 4 4	5 4 4 4 4 4 4 4 4 4	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 4 4
47	11/15/2016 17:46:08	Benetito Dian	Tokopedia	5 4 4 4 4 4 5 2 5 4	4 4 4 4 4 4 5 2 5 4	2 2 2 2 2 2 2 2 2 2	3 3 3 3 3 3 3 3 3 3	4 4 4 4 4 4 4 4 4 4	5 4 5 4 5 4 5 4 5 4
48	11/15/2016 17:51:17	Betina Lorena	Bukalapak	5 5 5 5 4 3 5 2 5 5	2 2 2 2 2 2 2 2 2 2	5 5 5 5 5 5 5 5 5 5	4 4 4 4 4 4 4 4 4 4	5 4 5 4 5 4 5 4 5 4	3 3 3 3 3 3 3 3 3 3
49	11/15/2016 17:55:35	Neti Candra	OLX	5 4 4 2 4 2 4 5 2 4	4 4 4 4 4 4 4 4 4 4	3 4 4 4 4 4 4 4 4 4	3 4 4 4 4 4 4 4 4 4	5 4 5 4 5 4 5 4 5 4	5 4 5 4 5 4 5 4 5 4
50	11/15/2016 17:58:19	Siditiana wijaya	Elevenia	4 5 4 4 4 4 5 2 4 4	4 4 4 4 4 4 5 2 4 4	2 2 2 2 2 2 2 2 2 2	3 3 3 3 3 3 3 3 3 3	4 4 4 4 4 4 4 4 4 4	3 4 3 4 3 4 3 4 3 4
51	11/15/2016 18:00:26	Putri Lintang	Lazada Indonesia, Bilibili.com	4 5 4 3 4 4 4 4 3 4	5 5 5 5 5 5 5 5 5 5	1 2 2 2 2 2 2 2 2 2	3 3 3 3 3 3 3 3 3 3	4 4 4 4 4 4 4 4 4 4	5 4 5 4 5 4 5 4 5 4
52	11/15/2016 18:02:15	Mega Piesta	Bilibili.com	4 5 4 5 5 5 5 4 4 4	4 4 4 4 4 4 4 4 4 4	3 1 3 1 3 1 3 1 3 1	2 2 2 2 2 2 2 2 2 2	5 4 5 4 5 4 5 4 5 4	5 4 5 4 5 4 5 4 5 4
53	11/15/2016 18:24:30	Veia Viola	Tokopedia	4 4 2 4 2 4 4 2 4 3	2 1 2 1 2 1 2 1 2 1	4 4 4 4 4 4 4 4 4 4	3 4 3 4 3 4 3 4 3 4	5 4 5 4 5 4 5 4 5 4	5 4 5 4 5 4 5 4 5 4
54	11/15/2016 18:33:44	Rella Amalia	Lazada Indonesia	2 4 4 4 4 4 4 4 4 4	4 4 4 4 4 4 4 4 4 4	3 2 3 2 3 2 3 2 3 2	4 4 4 4 4 4 4 4 4 4	5 4 5 4 5 4 5 4 5 4	5 4 5 4 5 4 5 4 5 4



No	Timestamp	Identitas Responden	Situs E-Commerce	PRKIP (Y1)	IKP (X1)	ERK (X2)	DW (X3)	KTP (X4)	NBK (Y2)
				Y11 Y12 Y13 Y14 Y15 Y16 X11 X12 X13 X14 X15 X16 X21 X22 X23 X24 X25 X31 X32 X33 X34 X35 X41 X42 X43 X44 X45 X46 Y21 Y22 Y23 Y24 Y25					
81	11/16/2016 17.15.21	Ajeng	Bibli.com	5 4 4 3 4 4 4 5 5 5 4 4 4 3 5 4 4 5 5 2 5 5 4 4 4 4 5 4 4 3 4 4 3					
82	11/16/2016 17.16.16	Kusumati Dewi	Tokopedia	4 4 4 3 2 2 2 2 4 2 4 3 3 4 4 4 4 4 4 3 2 4 3 2 4 3 2 4 3 5 4 5 5 5 5					
83	11/16/2016 17.18.44	Cantika	Lazada Indonesia	3 4 4 3 3 4 4 3 3 4 3 2 3 2 3 4 4 3 2 3 4 4 5 4 4 5 5 5 5 5 5 5 5					
84	11/16/2016 17.18.45	Bianca	Tokopedia	3 3 4 3 2 3 3 4 4 4 4 4 4 4 4 4 4 4 5 5 5 5 5 5 3 4 4 4 4 4 4 4 5 4 4 5					
85	11/16/2016 17.19.54	Baghas	Bibli.com	5 4 5 4 3 5 4 3 5 4 5 3 3 3 3 3 4 4 4 4 4 4 3 2 3 4 4 4 4 4 4 4 4 4 4 4					
86	11/16/2016 17.30.44	Abima	Tokopedia	4 4 4 4 5 3 2 3 5 2 1 3 2 3 2 3 4 4 3 2 3 4 4 5 5 5 5 5 5 5 5 5 5					
87	11/16/2016 17.32.30	Panungkas	Lazada Indonesia	5 5 5 5 2 3 3 3 4 4 3 3 2 3 3 3 4 4 5 4 3 5 2 5 4 4 5 5 4 4 4 4 3 5 4					
88	11/16/2016 17.45.25	Ryanto	Tokopedia	3 4 4 4 4 4 2 3 4 2 4 4 2 3 3 2 2 2 2 3 4 2 4 4 4 4 4 4 4 4 4 4 4 4 4					
89	11/16/2016 17.46.0	Anrara	Lazada Indonesia	4 5 5 5 4 4 2 3 4 5 4 3 2 3 3 3 5 4 2 4 4 2 3 4 5 4 2 4 4 4 4 4 4 4 4					
90	11/16/2016 17.51.17	Tania Putri	Bukalapak	4 4 5 4 4 2 3 4 2 3 4 4 4 4 4 4 4 4 5 4 4 4 3 4 4 4 4 4 4 4 4 4 4 4 4					
91	11/16/2016 17.55.35	William	Tokopedia	4 4 4 4 4 4 4 2 4 4 4 4 4 4 4 4 4 4 2 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4					
92	11/16/2016 17.58.19	Yaris	Bukalapak	5 5 5 5 2 5 4 2 4 4 4 5 5 5 4 5					
93	11/16/2016 18.00.26	Tanria	QLX	4 4 5 5 2 5 4 4 4 5 4 2 2 3 4 5 5 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4					
94	11/16/2016 18.02.15	Wills	Elevenia	5 5 2 4 3 3 2 3 4 4 4 4 4 4 4 4 4 4 5 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4					
95	11/16/2016 18.24.30	Tata	Lazada Indonesia	4 4 4 4 3 5 4 4 4 4 4 4 4 4 4 4 4 4 5 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4					
96	11/16/2016 18.33.44	Jogi Suherman	Bibli.com	4 4 5 4 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4					
97	11/16/2016 18.36.41	Imastia	Lazada Indonesia	4 4 4 4 3 5 4 4 4 4 4 4 4 4 4 4 4 4 5 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4					
98	11/16/2016 18.42.26	Antastu	OLX	4 4 3 3 1 3 2 2 4 4 4 4 5 5 4 5 4 4 4 4 4 3 5 2 2 5 5 5 5 4 3 5 4 4 4					
99	11/16/2016 19.48.40	Regina	Tokopedia	5 5 4 4 1 4 2 2 4 4 5 4 4 3 3 4 3 4 3 4 3 4 3 4 4 4 4 3 3 5 4 4 2 5 3 2 2					
100	11/16/2016 20.11.13	Merpati	Tokopedia	4 4 5 5 4 4 4 4 5 4 4 4 3 5 4 5 4 4 4 4 4 4 3 2 4 5 5 4 4 4 4 4 2 3 4					
101	11/16/2016 22.00.52	Singgih	Lazada Indonesia	4 4 5 5 2 5 4 4 4 3 4 3 3 4 4 3 4 3 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4					
102	11/17/2016 17.15.21	Alika	Tokopedia	5 5 4 4 1 4 2 2 4 4 5 4 2 3 4 5 4 4 5 4 4 5 4 3 2 3 4 3 5 3 4 4 3 3 4					
103	11/17/2016 17.16.16	Larasati	Tokopedia	4 4 4 4 1 3 3 3 2 3 4 2 4 4 4 4 5 5 5 5 3 5 4 5 5 2 4 4 4 4 4 4 1 4 1 4					
104	11/17/2016 17.18.44	Shinta Arum	Lazada Indonesia	5 5 4 4 4 5 5 4 4 4 4 4 4 4 4 4 4 4 5 5 5 2 4 3 3 5 5 4 3 2 4 3 5 3 4					
105	11/17/2016 17.18.45	Dyah	Bibli.com	5 4 5 5 2 4 4 4 4 5 4 4 4 5 4 4 4 5 4 4 5 4 4 5 4 4 5 4 4 5 4 4 3 4 3 5 5					
106	11/17/2016 17.19.54	Lorentia	Tokopedia	4 4 4 4 4 4 4 4 4 5 3 4 3 4 4 3 2 4 4 4 3 3 5 3 2 5 5 5 1 4 2 4 3 4					

No	Timestamp	Identitas Responden	Situs E-Commerce	PROJIP (Y1)												IKP (X1)												EKP (X2)												DW (X3)												KTP (X4)												MBK (Y2)											
				Y11	Y12	Y13	Y14	Y15	Y16	X11	X12	X13	X14	X15	X16	X21	X22	X23	X24	X25	X31	X32	X33	X34	X35	X41	X42	X43	X44	X45	X46	Y21	Y22	Y23	Y24	Y25																																							
107	11/17/2016 17:30:44	Raflesia	Lazada Indonesia	5	5	5	5	5	5	3	3	4	4	5	3	3	2	4	4	5	4	4	5	5	4	4	4	4	5	4	4	4	4	4	4	4	3	5																																					
108	11/17/2016 17:32:30	Zidane	Tokopedia	4	4	4	4	2	3	4	4	5	4	4	4	4	3	4	5	4	4	4	4	2	5	5	4	4	2	4	4	4	4	4	3	4																																							
109	11/17/2016 17:45:25	Bambang	Lazada Indonesia	5	5	5	5	3	3	4	4	4	5	3	3	3	2	3	5	5	4	4	3	5	5	4	5	5	3	2	4	2	4	2	4																																								
110	11/17/2016 17:46:08	AlHARYANTO	Bukalapak	5	5	3	4	2	4	3	4	5	5	4	4	4	4	5	4	4	4	4	4	4	4	5	4	4	3	4	2	5																																											
111	11/17/2016 17:51:17	Kan Sinta	Lazada Indonesia, Bukalapak, Bibili.com	1	1	4	5	2	3	4	5	5	4	4	3	4	4	5	3	4	4	4	4	4	3	4	4	5	5	4	5	4	3	4	5																																								
112	11/17/2016 17:55:35	Rulloma	Bukalapak	4	5	5	4	4	5	4	4	4	4	4	4	4	4	5	5	5	4	4	4	3	5	4	4	5	4	4	2	2	4																																										
113	11/17/2016 17:58:19	Octa	OLX	5	5	4	4	4	4	4	4	3	4	4	4	5	5	4	4	4	5	5	4	4	4	5	4	4	3	2	2	4																																											
114	11/17/2016 18:00:26	Medyah Putri	Elevenia	4	5	4	4	5	4	4	4	5	4	4	4	4	3	4	4	4	4	4	4	5	5	4	5	5	3	4	1	2	4																																										
115	11/17/2016 18:02:15	Anggun	Lazada Indonesia, Bukalapak, Bibili.com	4	4	5	2	4	4	4	5	3	4	4	4	4	5	3	4	5	4	4	4	3	4	4	5	4	2	5	3																																												
116	11/17/2016 18:24:30	Amalina	Bibili.com	5	5	4	4	2	3	4	4	5	3	3	4	5	4	4	4	4	4	4	4	4	5	3	4	5	2	2	4																																												
117	11/17/2016 18:33:44	Dwintia	Tokopedia	4	4	3	2	5	4	3	5	4	4	4	3	4	4	5	5	4	3	4	4	3	5	5	4	5	4	2	4	2	4																																										
118	11/17/2016 18:36:41	Vera	Tokopedia	3	4	5	4	4	4	5	4	3	4	5	4	4	5	5	4	4	4	4	4	3	5	3	4	4	4	2	4	2	4																																										
119	11/17/2016 18:42:26	Desyta Rukmi	Lazada Indonesia	5	5	4	3	4	5	4	5	3	2	3	4	5	5	5	4	5	3	5	4	4	5	5	3	3	4	2	3	4																																											
120	11/17/2016 19:48:40	Nia Rahma	Tokopedia, Lazada Indonesia, Elevenia	4	4	4	4	2	2	2	2	2	2	2	2	2	3	4	3	4	3	3	5	4	4	4	5	3	4	1	2	4	2	4																																									
121	11/17/2016 20:11:13	Audina Jossie	Elevenia	4	4	2	2	4	2	1	2	4	4	4	4	4	5	4	4	4	4	4	5	4	4	4	2	5	4	3	4	4																																											
122	11/17/2016 22:00:52	Rama Yogi	Lazada Indonesia	4	4	4	3	3	4	4	4	4	4	4	4	4	4	3	3	4	3	3	5	4	3	2	4	3	2	4	3	4																																											
123	11/17/2016 17:15:21	Gigih	Tokopedia	3	2	4	3	2	3	3	2	2	2	3	2	2	3	5	4	3	3	4	4	5	5	5	5	2	4	3	4	4																																											
124	11/17/2016 17:16:16	Sera	Lazada Indonesia	4	3	4	4	1	2	4	3	4	3	5	4	4	4	4	4	4	4	4	4	4	3	4	5	3	3	5	4	4																																											
125	11/17/2016 17:18:44	Vieranita	Tokopedia	4	4	3	3	1	3	2	2	3	4	4	4	5	4	4	4	4	3	2	4	4	4	4	3	2	3	5	4	4																																											
126	11/17/2016 17:18:45	Jhoni	OLX	4	4	4	4	3	3	2	3	4	2	2	5	4	4	4	4	5	4	4	4	5	5	2	2	4	3	3	4																																												
127	11/17/2016 17:19:54	Hakim cahyā	OLX	4	4	4	4	3	3	2	3	3	4	4	5	5	3	4	4	4	4	4	5	4	4	3	4	3	4	3	4																																												
128	11/17/2016 17:30:44	Herri	Elevenia	4	2	3	3	4	2	2	3	4	4	4	4	4	4	5	3	2	3	5	4	5	2	5	4	3	3	4																																													
129	11/17/2016 17:32:30	Chita	Lazada Indonesia, Bukalapak, Bibili.com	5	5	5	4	4	2	3	4	4	4	5	5	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4																																												
130	11/17/2016 17:45:25	Mario	Bibili.com	5	4	4	4	5	4	3	4	5	4	4	4	4	4	5	3	3	5	4	4	5	4	4	3	5	4	4	3																																												
131	11/17/2016 17:46:08	Nesya	Tokopedia	3	4	4	4	2	4	4	3	4	4	5	5	4	3	4	3	4	5	4	4	5	5	2	4	4	4	4	4																																												
132	11/17/2016 17:51:17	Belia	Lazada Indonesia	4	4	4	3	4	4	4	4	3	3	4	4	4	3	4	3	4	4	5	4	4	3	4	3	5	4	4	3																																												



No	Timestamp	Identitas Responden	Situs E-Commerce	PRKIP (Y1)					EKP (X2)					DW (X3)					KTP (X4)					NBK (Y2)									
				Y11	Y12	Y13	Y14	Y15	Y16	X11	X12	X13	X14	X15	X16	X21	X22	X23	X24	X25	X31	X32	X33	X34	X35	X41	X42	X43	X44	X45	X46	X47	Y21
159	11/18/2016 17:45:25	Bramastyá	Bibili.com	4	4	3	4	4	4	5	5	4	4	4	4	3	4	4	4	4	3	3	5	5	5	5	4	5	5	5	2	2	
160	11/18/2016 17:46:08	Thoriq	Tokopedia	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	5	4	4	2	2	2	3	5	4	3	4	4	5	4	
161	11/18/2016 17:18:44	Yogatino	Lazada Indonesia	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	3	4	4	4	1	4	4	3	4	4		
162	11/18/2016 17:48:45	Ainarsista	Tokopedia	3	4	3	4	3	3	4	3	4	4	4	3	4	4	5	4	4	4	4	4	4	4	5	4	4	4	3	4		
163	11/18/2016 17:19:54	Affah	Lazada Indonesia	4	4	4	4	3	4	4	4	4	3	4	4	3	4	4	4	4	3	4	4	4	4	5	5	5	5	5	1	1	
164	11/18/2016 17:30:44	Muklis	Bukalapak	5	4	3	4	4	5	3	4	4	4	4	4	3	4	3	4	4	5	4	4	4	4	4	3	4	4	4	4	2	
165	11/18/2016 17:32:30	Rizky	Lazada Indonesia, Bukalapak, Bili.com	5	4	5	5	4	4	4	3	4	4	5	4	4	5	5	4	4	4	4	4	4	4	3	4	4	4	4	2		
166	11/18/2016 17:45:25	Satrio bagas	Bukalapak	5	5	5	5	4	4	5	4	5	5	4	3	5	3	4	4	4	3	4	4	4	3	5	5	3	4	2			
167	11/18/2016 17:46:08	Ghe Olivia	OLX	5	4	5	4	5	4	4	4	5	5	4	4	3	4	4	4	4	3	4	4	4	4	3	5	4	5	3	2		
168	11/18/2016 17:51:17	Cornelia	Elevenia	5	4	4	5	5	5	4	5	4	4	4	5	3	5	5	4	4	5	3	4	4	3	3	4	3	4	3			
169	11/18/2016 17:55:35	Aghata	Lazada Indonesia, Bukalapak, Bili.com	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	4	4	5	5	4	4	5	4	4	4	4	3			
170	11/18/2016 17:58:19	Nindya Dias	Bili.com	5	4	5	5	5	5	4	5	4	5	5	4	3	4	4	5	4	4	3	4	4	5	5	4	5	3	3			
171	11/18/2016 18:00:26	Melati Citra	Elevenia	5	5	4	5	5	5	5	5	5	5	5	4	4	4	4	4	4	5	4	5	5	5	3	4	4	2				
172	11/18/2016 18:02:15	Eringgar	Lazada Indonesia, Bukalapak, Bili.com	5	4	5	4	5	5	4	5	4	5	5	4	4	4	4	4	4	2	2	4	3	4	3	3	3	3				
173	11/19/2016 09:12:39	Nikenastii	Bili.com	5	4	4	5	4	5	4	5	4	5	5	4	4	5	5	4	4	3	4	4	4	3	4	2	4	4	4			
174	11/19/2016 10:29:31	Eridy torino	Tokopedia	5	4	5	4	5	5	4	3	5	4	5	5	3	3	4	3	3	3	4	5	3	4	4	1	5	5	5	4		
175	11/19/2016 13:50:25	Althar	Lazada Indonesia	4	5	5	4	4	4	4	4	3	5	5	4	5	5	3	3	4	4	3	4	4	3	3	4	3	2				
176	11/19/2016 14:05:15	Brinanda	Tokopedia	5	5	4	5	5	5	4	5	4	5	4	4	5	4	3	4	4	3	4	4	4	5	4	5	5	4				
177	11/19/2016 18:08:55	Berlin	Lazada Indonesia	4	4	5	4	4	4	5	5	4	5	4	4	4	4	3	4	4	3	3	3	2	1	4	3	4	3				
178	11/19/2016 18:41:59	Biram's Keanne	Tokopedia	4	5	4	5	4	4	5	5	4	4	5	5	4	2	4	1	2	3	3	4	4	4	5	4	4	3				
179	11/19/2016 18:52:49	Cassandra	Bili.com	4	4	5	4	4	5	4	4	4	5	3	4	5	5	4	5	5	4	3	4	4	2	4	4	3	3				
180	11/19/2016 19:20:22:11	Ayu dyani	Tokopedia	5	5	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	3	3	1	3	2	2	3	3	2				
181	11/19/2016 20:50:05	Ana Tamia	Lazada Indonesia	4	5	4	5	4	5	4	5	4	5	5	4	4	5	4	4	4	4	3	4	4	3	2	3	2	3				
182	11/20/2016 09:12:39	Novilda	Tokopedia	4	4	3	4	5	4	5	4	4	3	5	4	4	4	3	4	4	5	5	4	4	2	4	5	4	2				
183	11/20/2016 10:29:31	Oka mahendra	Lazada Indonesia	4	4	5	5	5	5	4	4	5	5	3	3	3	3	2	2	2	5	5	5	5	5	5	4	4	4				
184	11/20/2016 13:50:25	Lutfan	OLX	4	5	4	5	5	4	4	4	4	3	5	4	4	4	4	3	3	2	5	4	4	4	4	4	4	2				

No	Timestamp	Identitas Responden	Situs E-Commerce	PRKIP (Y1)	IKP (X1)	EKP (X2)	DW (X3)	KTP (X4)	NBK (Y2)	
185	11/20/2016 14:05:15	Hanif	Elevenia	Y11 Y12 Y13 Y14 Y15 Y16 X11 X12 X13 X14 X15 X16 X21 X22 X23 X24 X25 X31 X32 X33 X34 X35 X41 X42 X43 X44 X45 X46 Y21 Y22 Y23 Y24 Y25	4 4 5 5 3 5 5 5 5 5 4 4 3 3 2 5 5 4 4 2 3 3 5 5 4 4 3 3 5 5 3 4 5 3 3 2					
186	11/20/2016 18:08:55	Lanastiti	Lazada Indonesia, Bukalapak, Bibli.com	4 5 5 5 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 3 3 3 3 3 3 4 5 3 4 2 2						
187	11/20/2016 18:41:59	Rukitrum	Bibli.com	4 5 5 5 4 5 5 5 5 5 4 4 4 4 4 4 5 4 4 4 4 4 3 4 4 4 4 4 4 4 4 4 3 3 2 2						
188	11/20/2016 18:52:49	Meyka	Elevenia	4 5 5 5 5 4 4 5 5 5 4 5 5 5 4 5 5 5 5 4 4 5 5 5 5 5 5 4 4 4 4 5 4 2 2						
189	11/20/2016 20:22:11	Rhona	Bibli.com	4 5 5 5 5 5 5 4 5 5 4 5 5 5 4 5 5 5 5 4 5 5 4 5 5 5 5 4 4 4 4 4 4 4 2 2						
190	11/20/2016 20:50:05	Praba Ningrum	Bibli.com	5 5 5 5 4 4 4 4 5 5 4 5 5 5 4 5 5 4 5 4 5 5 4 4 4 4 4 4 4 4 4 5 4 4 2 2						
191	11/21/2016 9:12:39	Architamora	Tokopedia	4 4 5 5 5 5 5 5 5 5 4 5 5 5 4 5 5 4 5 4 5 4 4 4 4 4 4 4 4 4 4 4 4 4 1 1						
192	11/21/2016 10:29:31	Pristy	Lazada Indonesia	4 4 5 5 3 5 5 4 4 5 4 5 5 5 4 5 5 4 4 4 4 4 3 4 4 2 4 4 3 4 1 4 1 1						
193	11/21/2016 13:50:25	savirini	Tokopedia	4 5 5 5 4 5 5 3 5 5 4 5 5 5 4 5 5 4 4 4 4 4 3 4 4 3 4 4 4 4 3 3 5 1 3						
194	11/21/2016 14:05:15	Valentino	Lazada Indonesia	4 5 5 5 4 5 5 4 5 5 4 5 5 5 4 5 5 4 4 4 4 4 3 4 4 4 4 4 4 4 4 4 4 4 2 2						
195	11/21/2016 18:08:55	Permandi	Bukalapak	5 5 5 5 5 4 5 4 5 3 5 4 4 4 4 4 2 3 2 2 3 3 4 4 2 4 3 3 4 3 3 3 2 2						
196	11/21/2016 18:41:59	Bimo Prasetyo	Lazada Indonesia, Bukalapak, Bibli.com	4 4 5 4 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 5 1 3						
197	11/21/2016 18:52:49	Alviani	Tokopedia	4 4 5 4 3 4 4 5 4 4 5 4 4 5 4 4 3 2 2 2 3 1 2 4 2 5 5 5 4 3 3 1 1						
198	11/21/2016 20:22:11	Yanuar Adi	Lazada Indonesia	4 4 4 5 4 4 5 4 4 5 4 4 4 4 4 4 3 4 4 4 4 4 3 4 3 3 1 5 5 5 5 5 1 1						
199	11/21/2016 20:50:05	Majid	Tokopedia	4 4 4 5 4 4 5 4 4 5 4 4 5 3 4 4 3 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 3 3 2 2						
200	11/21/2016 21:29:31	Ardyan	Lazada Indonesia	4 4 4 5 4 4 5 4 4 5 4 4 5 4 4 5 3 2 2 2 2 2 3 4 4 3 3 4 4 4 4 4 3 3 2 2						

## **STATISTIK DESKRIPTIF**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Y11	200	1,00	5,00	4,1400	,77680
Y12	200	1,00	5,00	4,1850	,73722
Y13	200	1,00	5,00	4,1300	,76553
Y14	200	2,00	5,00	4,0450	,84650
Y15	200	1,00	5,00	3,6900	1,06752
Y16	200	1,00	5,00	3,7850	,91814
X11	200	1,00	5,00	4,0500	,96027
X12	200	1,00	5,00	3,9750	1,00470
X13	200	1,00	5,00	3,9650	,92088
X14	200	1,00	5,00	4,1250	,83839
X15	200	1,00	5,00	3,8800	1,03487
X16	200	1,00	5,00	4,0650	,89711
X21	200	1,00	5,00	3,8750	,90191
X22	200	1,00	5,00	4,1400	,74375
X23	200	1,00	5,00	3,9700	,83220
X24	200	1,00	5,00	3,8900	,86117
X25	200	2,00	5,00	3,8150	,83321
X31	200	1,00	5,00	3,8450	,88026
X32	200	2,00	5,00	3,8400	,82936
X33	200	1,00	5,00	3,8950	,86470
X34	200	1,00	5,00	3,7700	,88374
X35	200	1,00	5,00	3,8450	,86296
X41	200	1,00	5,00	3,7850	,90713
X42	200	1,00	5,00	3,9600	1,03623
X43	200	1,00	5,00	4,2200	,82766
X44	200	1,00	5,00	4,2700	,86070
X45	200	1,00	5,00	4,0650	,94618
X46	200	1,00	5,00	3,7700	1,03560
Y21	200	1,00	5,00	3,9350	,91376
Y22	200	1,00	5,00	3,7300	,97563
Y23	200	1,00	5,00	3,7650	,94565
Y24	200	1,00	5,00	3,4550	1,15527
Y25	200	1,00	5,00	3,5450	1,08344
Valid N (listwise)	200				

## **DATA RESPONDEN**

### **Frequencies**

#### **Statistics**

Online\_shopping

N	Valid	200
	Missing	0

#### **Online\_shopping**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Blibli.com	19	9,5	9,5	9,5
	Bukalapak	14	7,0	7,0	16,5
	Elevenia	19	9,5	9,5	26,0
	Lazada Indonesia	40	20,0	20,0	46,0
	Lazada Indonesia, Amazon.com	1	,5	,5	46,5
	Lazada Indonesia, Bukalapak, Blibli.com	14	7,0	7,0	53,5
	OLX	18	9,0	9,0	62,5
	OLX, Lazada Indonesia	3	1,5	1,5	64,0
	Tokopedia	63	31,5	31,5	95,5
	Tokopedia, Lazada Indonesia, Elevenia	4	2,0	2,0	97,5
	Tokopedia, OLX	2	1,0	1,0	98,5
	Tokopedia, OLX, Lazada Indonesia	1	,5	,5	99,0
	Tokopedia, OLX, Lazada Indonesia, Bukalapak, Amazon.com	2	1,0	1,0	100,0
	Total	200	100,0	100,0	

**UJI VALIDITAS DAN RELIABILITAS VARIABEL PERSEPSI KEAMANAN  
INFORMASI DAN PRIVASI (Y1)**

**Case Processing Summary**

		N	%
Cases	Valid	200	100,0
	Excluded <sup>a</sup>	0	,0
	Total	200	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,771	6

**Item Statistics**

	Mean	Std. Deviation	N
Y11	4,1400	,77680	200
Y12	4,1850	,73722	200
Y13	4,1300	,76553	200
Y14	4,0450	,84650	200
Y15	3,6900	1,06752	200
Y16	3,7850	,91814	200

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y11	19,8350	9,385	,506	,740
Y12	19,7900	9,162	,603	,719
Y13	19,8450	9,247	,551	,730
Y14	19,9300	9,231	,476	,747
Y15	20,2850	8,416	,459	,761
Y16	20,1900	8,577	,553	,727

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
23,9750	12,396	3,52085	6

**UJI VALIDITAS DAN RELIABILITAS VARIABEL INFORMASI KUALITAS PRODUK (X1)**

**Case Processing Summary**

		N	%
Cases	Valid	200	100,0
	Excluded <sup>a</sup>	0	,0
	Total	200	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,640	6

**Item Statistics**

	Mean	Std. Deviation	N
X11	4,0500	,96027	200
X12	3,9750	1,00470	200
X13	3,9650	,92088	200
X14	4,1250	,83839	200
X15	3,8800	1,03487	200
X16	4,0650	,89711	200

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X11	20,0100	7,809	,513	,540
X12	20,0850	7,897	,456	,562
X13	20,0950	8,408	,417	,579
X14	19,9350	8,503	,466	,566
X15	20,1800	7,907	,431	,572
X16	19,9950	10,769	,525	,721

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
24,0600	11,484	3,38878	6

## **UJI VALIDITAS DAN RELIABILITAS VARIABEL EFISIENSI KUALITAS PELAYANAN (X2)**

**Case Processing Summary**

		N	%
Cases	Valid	200	100,0
	Excluded <sup>a</sup>	0	,0
	Total	200	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,604	5

**Item Statistics**

	Mean	Std. Deviation	N
X21	3,8750	,90191	200
X22	4,1400	,74375	200
X23	3,9700	,83220	200
X24	3,8900	,86117	200
X25	3,8150	,83321	200

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X21	15,8150	4,554	,364	,548
X22	15,5500	4,972	,375	,544
X23	15,7200	4,796	,351	,554
X24	15,8000	4,422	,443	,503
X25	15,8750	5,055	,272	,595

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
19,6900	6,768	2,60149	5

### **UJI VALIDITAS DAN RELIABILITAS VARIABEL DESAIN WEBSITE (X3)**

**Case Processing Summary**

		N	%
Cases	Valid	200	100,0
	Excluded <sup>a</sup>	0	,0
	Total	200	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,716	5

**Item Statistics**

	Mean	Std. Deviation	N
X31	3,8450	,88026	200
X32	3,8400	,82936	200
X33	3,8950	,86470	200
X34	3,7700	,88374	200
X35	3,8450	,86296	200

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X31	15,3500	6,239	,393	,700
X32	15,3550	5,979	,511	,654
X33	15,3000	5,940	,487	,663
X34	15,4250	5,673	,543	,639
X35	15,3500	6,128	,437	,682

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
19,1950	8,741	2,95646	5

**UJI VALIDITAS DAN RELIABILITAS VARIABEL KEMAMPUAN  
TRANSAKSI DAN PENGIRIMAN (X4)**

**Case Processing Summary**

		N	%
Cases	Valid	200	100,0
	Excluded <sup>a</sup>	0	,0
	Total	200	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,673	6

**Item Statistics**

	Mean	Std. Deviation	N
X41	3,7850	,90713	200
X42	3,9600	1,03623	200
X43	4,2200	,82766	200
X44	4,2700	,86070	200
X45	4,0650	,94618	200
X46	3,7700	1,03560	200

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X41	20,2850	10,014	,209	,692
X42	20,1100	8,531	,402	,632
X43	19,8500	9,043	,464	,613
X44	19,8000	8,593	,535	,588
X45	20,0050	7,965	,595	,560
X46	20,3000	9,286	,266	,682

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
24,0700	12,035	3,46919	6

**UJI VALIDITAS DAN RELIABILITAS VARIABEL NIAT BELI KONSUMEN  
(Y2)**

**Case Processing Summary**

		N	%
Cases	Valid	200	100,0
	Excluded <sup>a</sup>	0	,0
	Total	200	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,714	5

**Item Statistics**

	Mean	Std. Deviation	N
Y21	3,9350	,91376	200
Y22	3,7300	,97563	200
Y23	3,7650	,94565	200
Y24	3,4550	1,15527	200
Y25	3,5450	1,08344	200

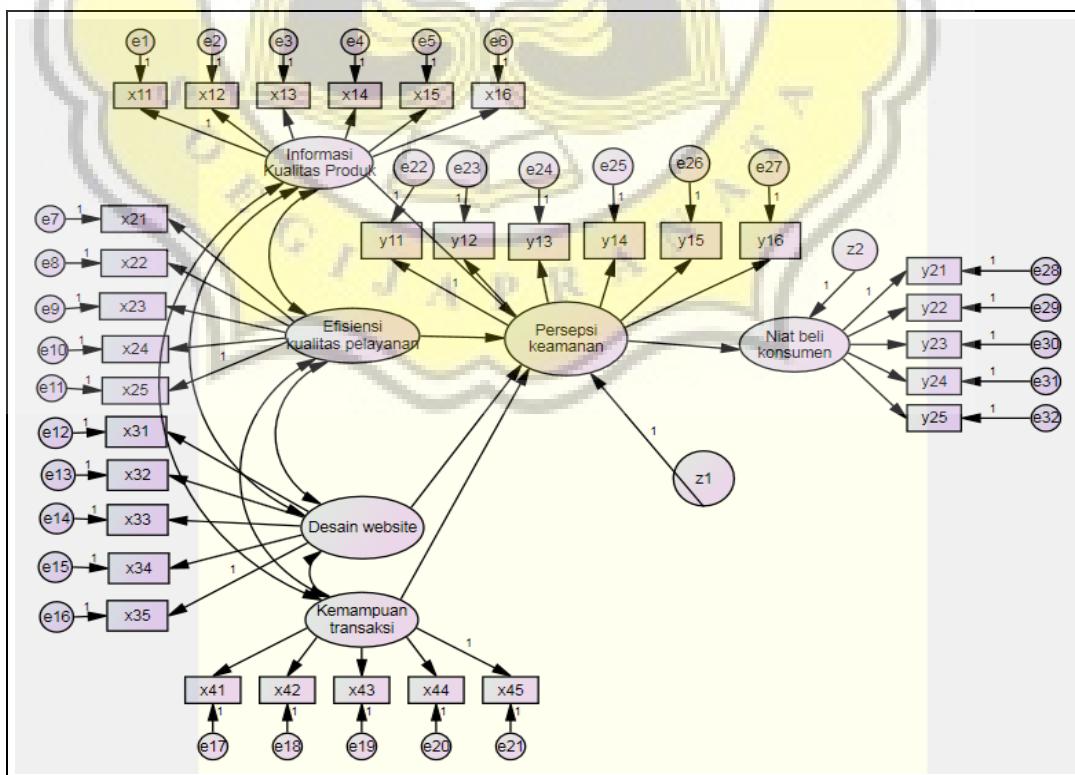
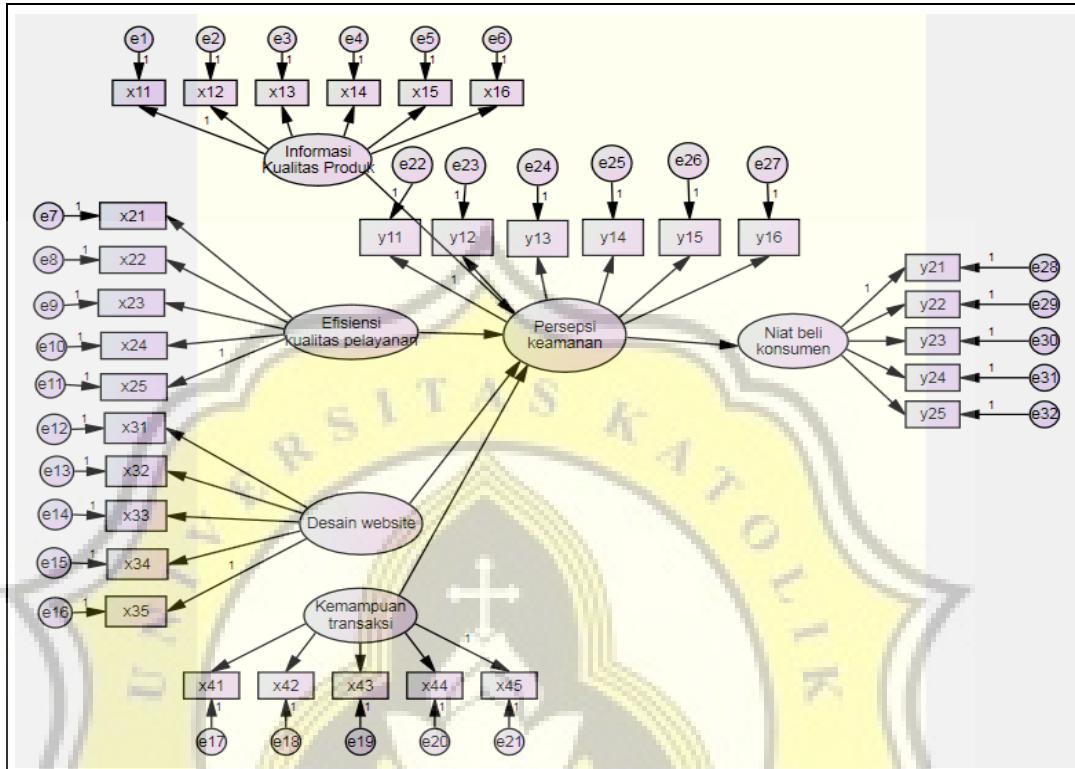
**Item-Total Statistics**

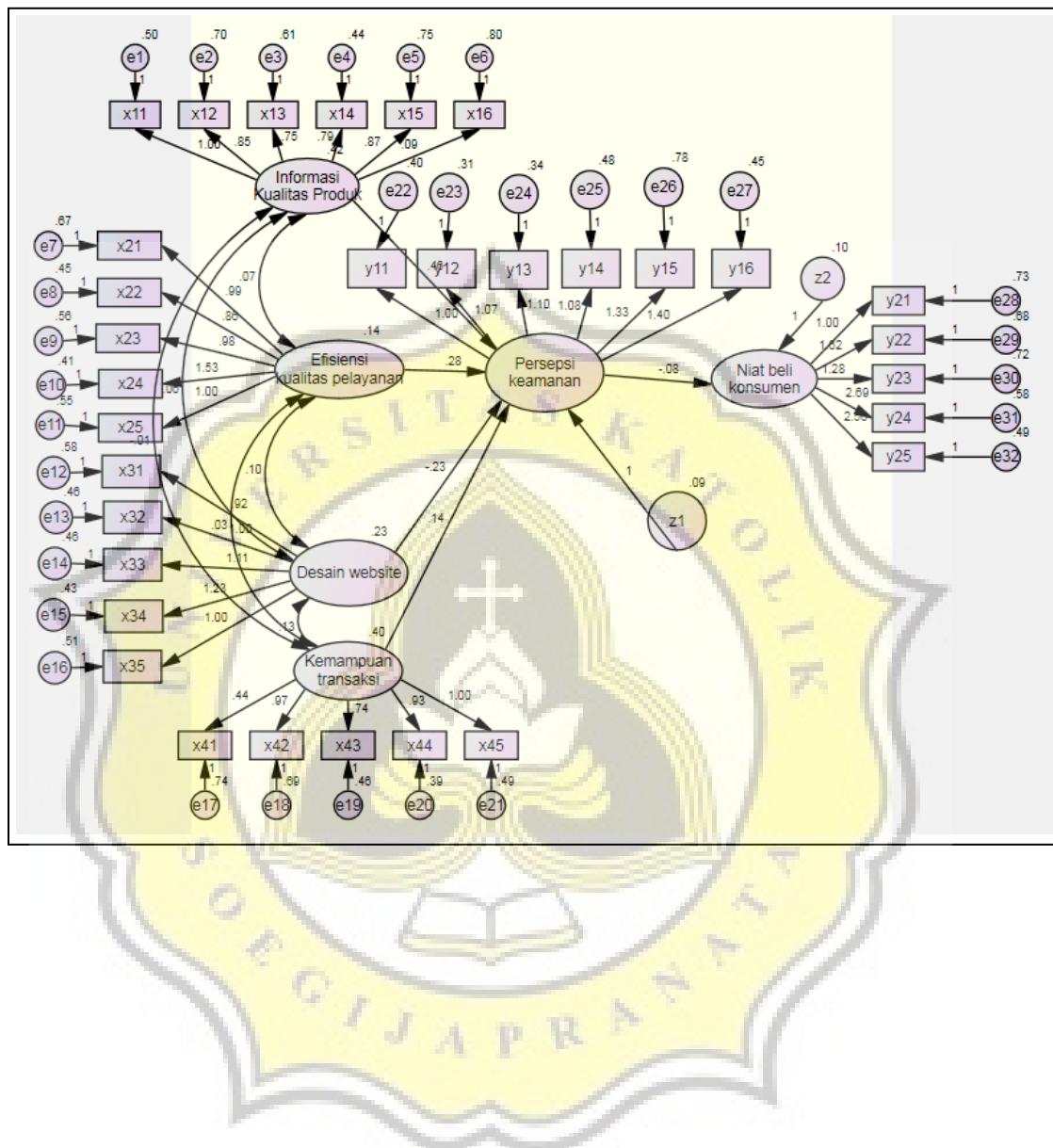
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y21	14,4950	9,377	,337	,714
Y22	14,7000	8,392	,487	,660
Y23	14,6650	8,867	,414	,687
Y24	14,9750	7,311	,552	,630
Y25	14,8850	7,529	,571	,622

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
18,4300	12,096	3,47787	5

## MODEL PENELITIAN





## **UJI HIPOTESIS**

### **Notes for Model (Default model)**

#### **Computation of degrees of freedom (Default model)**

Number of distinct sample moments: 528  
 Number of distinct parameters to be estimated: 75  
 Degrees of freedom (528 - 75): 453

#### **Result (Default model)**

Minimum was achieved  
 Chi-square = 968,487  
 Degrees of freedom = 453  
 Probability level = ,000

#### **Estimates (Group number 1 - Default model)**

#### **Regression Weights: (Group number 1 - Default model)**

			Estimate	S.E.	C.R.	P	Label
Persepsi_keamanan <---	Informasi_Kualitas Produk	,464	,087	5,347	***	par_27	
Persepsi_keamanan <---	Efisiensi_kualitas pelayanan	,277	,101	2,738	,042	par_28	
Persepsi_keamanan <---	Desain website	,229	,084	2,726	,044	par_30	
Persepsi_keamanan <---	Kemampuan_transaksi	,135	,047	2,840	,036	par_31	
Niat_beli_konsumen <---	Persepsi_keamanan	,381	,119	3,212	,025	par_29	
x11 <---	Informasi_Kualitas Produk	1,000					
x12 <---	Informasi_Kualitas Produk	,854	,132	6,452	***	par_1	
x13 <---	Informasi_Kualitas Produk	,748	,125	6,001	***	par_2	
x14 <---	Informasi_Kualitas Produk	,789	,118	6,665	***	par_3	
x15 <---	Informasi_Kualitas Produk	,869	,144	6,023	***	par_4	
x16 <---	Informasi_Kualitas Produk	,093	,115	,804	,422	par_5	
y11 <---	Persepsi_keamanan	1,000					
y12 <---	Persepsi_keamanan	1,072	,151	7,119	***	par_6	
y13 <---	Persepsi_keamanan	1,105	,172	6,408	***	par_7	
y14 <---	Persepsi_keamanan	1,077	,189	5,713	***	par_8	
y15 <---	Persepsi_keamanan	1,331	,235	5,672	***	par_9	
y16 <---	Persepsi_keamanan	1,398	,219	6,372	***	par_10	
y21 <---	Niat_beli_konsumen	1,000					
y22 <---	Niat_beli_konsumen	1,616	,406	3,983	***	par_11	
y23 <---	Niat_beli_konsumen	1,275	,347	3,675	***	par_12	
y24 <---	Niat_beli_konsumen	2,693	,654	4,119	***	par_13	

			Estimate	S.E.	C.R.	P	Label
y25	<---	Niat_beli_konsumen	2,565	,605	4,240	***	par_14
x25	<---	Efisiensi_kualitas_pelayanan	1,000				
x24	<---	Efisiensi_kualitas_pelayanan	1,532	,318	4,823	***	par_15
x23	<---	Efisiensi_kualitas_pelayanan	,977	,276	3,533	***	par_16
x22	<---	Efisiensi_kualitas_pelayanan	,856	,272	3,151	,002	par_17
x21	<---	Efisiensi_kualitas_pelayanan	,987	,297	3,321	***	par_18
x35	<---	Desain_website	1,000				
x34	<---	Desain_website	1,231	,201	6,111	***	par_19
x33	<---	Desain_website	1,111	,200	5,544	***	par_20
x32	<---	Desain_website	1,002	,175	5,723	***	par_21
x31	<---	Desain_website	,922	,189	4,882	***	par_22
x45	<---	Kemampuan_transaksi	1,000				
x44	<---	Kemampuan_transaksi	,928	,145	6,416	***	par_23
x43	<---	Kemampuan_transaksi	,735	,114	6,463	***	par_24
x42	<---	Kemampuan_transaksi	,970	,152	6,363	***	par_25
x41	<---	Kemampuan_transaksi	,437	,129	3,397	***	par_26

#### Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Persepsi_keamanan	<---	Informasi_Kualitas_Produk	,678
Persepsi_keamanan	<---	Efisiensi_kualitas_pelayanan	,234
Persepsi_keamanan	<---	Desain_website	-,245
Persepsi_keamanan	<---	Kemampuan_transaksi	,193
Niat_beli_konsumen	<---	Persepsi_keamanan	-,113
x11	<---	Informasi_Kualitas_Produk	,678
x12	<---	Informasi_Kualitas_Produk	,554
x13	<---	Informasi_Kualitas_Produk	,530
x14	<---	Informasi_Kualitas_Produk	,613
x15	<---	Informasi_Kualitas_Produk	,547
x16	<---	Informasi_Kualitas_Produk	,067
y11	<---	Persepsi_keamanan	,574
y12	<---	Persepsi_keamanan	,648
y13	<---	Persepsi_keamanan	,643
y14	<---	Persepsi_keamanan	,567
y15	<---	Persepsi_keamanan	,556
y16	<---	Persepsi_keamanan	,679
y21	<---	Niat_beli_konsumen	,352
y22	<---	Niat_beli_konsumen	,532
y23	<---	Niat_beli_konsumen	,433

		Estimate
y24	<--- Niat_beli_konsumen	,749
y25	<--- Niat_beli_konsumen	,761
x25	<--- Efisiensi_kualitas_pelayanan	,451
x24	<--- Efisiensi_kualitas_pelayanan	,669
x23	<--- Efisiensi_kualitas_pelayanan	,441
x22	<--- Efisiensi_kualitas_pelayanan	,432
x21	<--- Efisiensi_kualitas_pelayanan	,411
x35	<--- Desain_website	,553
x34	<--- Desain_website	,665
x33	<--- Desain_website	,613
x32	<--- Desain_website	,577
x31	<--- Desain_website	,500
x45	<--- Kemampuan_transaksi	,673
x44	<--- Kemampuan_transaksi	,687
x43	<--- Kemampuan_transaksi	,566
x42	<--- Kemampuan_transaksi	,596
x41	<--- Kemampuan_transaksi	,307

#### Covariances: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
Informasi_Kualitas_Produk	<-> Efisiensi_kualitas_pelayanan	,073	,029	2,550	,011	par_32
Efisiensi_kualitas_pelayanan	<-> Desain_website	,097	,029	3,340	***	par_33
Desain_website	<-> Kemampuan_transaksi	,128	,038	3,415	***	par_34
Informasi_Kualitas_Produk	<-> Desain_website	,063	,032	2,002	,045	par_35
Informasi_Kualitas_Produk	<-> Kemampuan_transaksi	-,015	,041	-,362	,717	par_36
Efisiensi_kualitas_pelayanan	<-> Kemampuan_transaksi	,034	,026	1,333	,182	par_37

#### Correlations: (Group number 1 - Default model)

	Estimate
Informasi_Kualitas_Produk <-> Efisiensi_kualitas_pelayanan	,301

		Estimate
Efisiensi_kualitas pelayanan <-->	Desain website	,542
Desain website <-->	Kemampuan_transaksi	,424
Informasi_Kualitas Produk <-->	Desain website	,204
Informasi_Kualitas Produk <-->	Kemampuan_transaksi	-,036
Efisiensi_kualitas pelayanan <-->	Kemampuan_transaksi	,143

Variances: (Group number 1 - Default model)

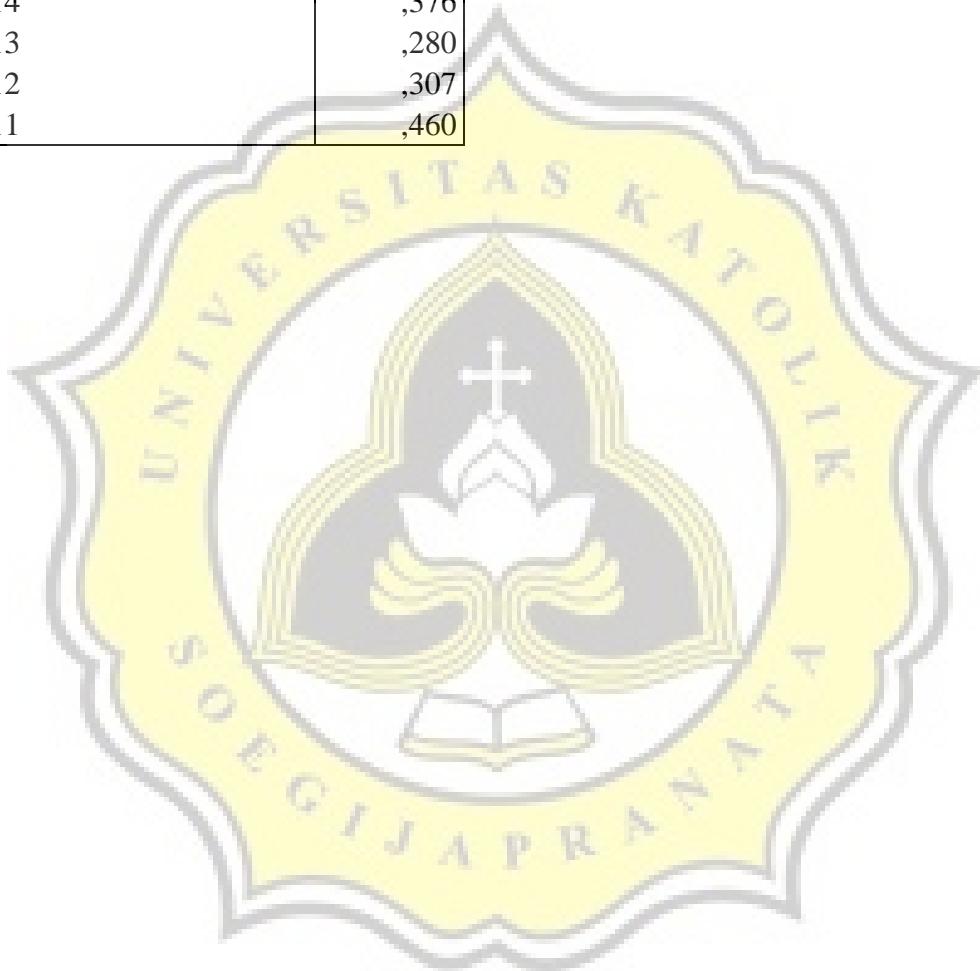
	Estimate	S.E.	C.R.	P	Label
Informasi_Kualitas Produk	,422	,090	4,681	***	par_38
Efisiensi_kualitas pelayanan	,140	,054	2,584	,010	par_39
Desain website	,226	,063	3,599	***	par_40
Kemampuan_transaksi	,404	,091	4,426	***	par_41
z1	,091	,031	2,898	,004	par_42
z2	,101	,046	2,205	,027	par_43
e1	,495	,068	7,294	***	par_44
e2	,696	,081	8,564	***	par_45
e3	,607	,069	8,779	***	par_46
e4	,436	,054	8,113	***	par_47
e5	,746	,086	8,635	***	par_48
e6	,797	,080	9,958	***	par_49
e22	,403	,048	8,399	***	par_50
e23	,313	,041	7,729	***	par_51
e24	,342	,041	8,246	***	par_52
e25	,484	,055	8,810	***	par_53
e26	,784	,088	8,870	***	par_54
e27	,452	,058	7,773	***	par_55
e28	,728	,077	9,507	***	par_56
e29	,679	,078	8,652	***	par_57
e30	,723	,079	9,178	***	par_58
e31	,583	,098	5,934	***	par_59
e32	,492	,087	5,651	***	par_60
e11	,550	,065	8,443	***	par_61
e10	,408	,072	5,636	***	par_62
e9	,555	,064	8,633	***	par_63
e8	,448	,055	8,191	***	par_64
e7	,673	,077	8,704	***	par_65
e16	,515	,061	8,388	***	par_66

	Estimate	S.E.	C.R.	P	Label
e15	,434	,059	7,314	***	par_67
e14	,464	,059	7,855	***	par_68
e13	,457	,056	8,174	***	par_69
e12	,578	,066	8,806	***	par_70
e21	,487	,072	6,802	***	par_71
e20	,389	,059	6,546	***	par_72
e19	,463	,057	8,157	***	par_73
e18	,688	,085	8,055	***	par_74
e17	,742	,078	9,519	***	par_75

**Squared Multiple Correlations: (Group number 1 - Default model)**

	Estimate
Persepsi_keamanan	,541
Niat_beli_konsumen	,013
x41	,094
x42	,356
x43	,320
x44	,473
x45	,454
x31	,250
x32	,332
x33	,376
x34	,442
x35	,306
x21	,169
x22	,187
x23	,194
x24	,447
x25	,203
y25	,578
y24	,561
y23	,188
y22	,283
y21	,124
y16	,461
y15	,309
y14	,322

	Estimate
y13	,414
y12	,420
y11	,329
x16	,005
x15	,300
x14	,376
x13	,280
x12	,307
x11	,460



### Model Fit Summary

#### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	75	968,487	453	,000	2,138
Saturated model	528	,000	0		
Independence model	32	2110,331	496	,000	4,255

#### RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,081	,766	,727	,657
Saturated model	,000	1,000		
Independence model	,145	,500	,467	,469

#### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,941	,498	,689	,650	,681
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

#### Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,913	,494	,622
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

#### NCP

Model	NCP	LO 90	HI 90
Default model	515,487	429,715	608,999
Saturated model	,000	,000	,000
Independence model	1614,331	1476,072	1760,092

**FMIN**

Model	FMIN	F0	LO 90	HI 90
Default model	4,867	2,590	2,159	3,060
Saturated model	,000	,000	,000	,000
Independence model	10,605	8,112	7,417	8,845

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,076	,069	,082	,000
Independence model	,128	,122	,134	,000

**AIC**

Model	AIC	BCC	BIC	CAIC
Default model	1118,487	1148,307	1365,861	1440,861
Saturated model	1056,000	1265,928	2797,512	3325,512
Independence model	2174,331	2187,054	2279,877	2311,877

**ECVI**

Model	ECVI	LO 90	HI 90	MECVI
Default model	5,621	5,190	6,090	5,770
Saturated model	5,307	5,307	5,307	6,361
Independence model	10,926	10,232	11,659	10,990

**HOELTER**

Model	HOELTER .05	HOELTER .01
Default model	104	109
Independence model	52	54

**Execution time summary**

Minimization: ,024  
 Miscellaneous: ,913  
 Bootstrap: ,000  
 Total: ,937