

## Lampiran I

Bandar Lampung, Januari 2023

### **Hal : Permohonan Bantuan Pengisian Kuesioner**

Kepada Yth :

Bapak/ Ibu

Di Tempat

Dengan ini saya :

Nama : Ni Made Melinda Selvia

NPM : 1912110135

Jurusan : S1 Manajemen

Dengan Hormat,

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian pada pengguna Shopee Paylater, Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IIB Darmajaya Konsentrasi Manajemen Pemasaran. Sehubungan dengan maksud diatas, saya mengharapkan bantuan bapak/ibu untuk bersedia mengisi pernyataan kuesioner penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Oleh karena itu saudara diharapkan dapat memberikan jawaban sesuai dengan keadaan sesungguhnya, dan saya menjamin kerahasiaan dari jawaban saudara. Data yang bapak/ibu berikan hanya digunakan untuk penelitian ini. Bantuan dan partisipasi saudara merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Untuk bantuan bapak/ibu saya ucapkan terima kasih.

Hormat Saya,

Ni Made Melinda Selvia  
NPM. 1912110135

## KUESIONER PENELITIAN

Pertanyaan di bawah ini dalam rangka penelitian skripsi dengan judul :

### **PENGARUH ELECTRONIC WORD OF MOUTH, PERSEPSI RESIKO DAN KEPERCAYAAN TERHADAP KEPUTUSAN PENGGUNA SHOPEE PAYLATER DI INDONESIA**

Petunjuk pengisian:

1. Jawablah pertanyaan yang diajukan dibawah ini dengan benar dan jujur.
2. Berilah tanda (√) pada salah satu jawaban yang paling benar.
3. Pertanyaan / pernyataan harus dijawab semua

Keterangan:

- SS = Sangat Setuju
- S = Setuju
- CS = Cukup Setuju
- TS = Tidak Setuju
- STS = Sangat Tidak Setuju

Nomer Responden:

#### **A. KARAKTERISTIK RESPONDEN**

1. Nama Responden..... (boleh tidak diisi)

2. Jenis Kelamin  Laki-laki  
 Perempuan

2. Usia

- |   |   |
|---|---|
| <input data-bbox="384 1507 432 1547" type="checkbox"/> a. 17 Tahun – 22 Tahun | <input data-bbox="836 1507 884 1547" type="checkbox"/> e. 41 Tahun – 46 Tahun |
| <input data-bbox="384 1556 432 1597" type="checkbox"/> b. 23 Tahun – 28 Tahun | <input data-bbox="836 1556 884 1597" type="checkbox"/> f. 47 Tahun – 52 Tahun |
| <input data-bbox="384 1606 432 1646" type="checkbox"/> c. 29 Tahun – 34 Tahun | <input data-bbox="836 1606 884 1646" type="checkbox"/> g. > 52 Tahun          |
| <input data-bbox="384 1655 432 1695" type="checkbox"/> d. 35 Tahun – 40 Tahun |   |

**3. Pekerjaan :**

- |  |  |
|--|--|
| <input type="checkbox"/> a. Pelajar          | <input type="checkbox"/> f. Pegawai Negeri |
| <input type="checkbox"/> b. Mahasiswa        | <input type="checkbox"/> g. Pegawai Swasta |
| <input type="checkbox"/> c. Wiraswasta       | <input type="checkbox"/> h. Pegawai BUMN   |
| <input type="checkbox"/> d. Petani/Nelayan   | <input type="checkbox"/> i. Freelancer     |
| <input type="checkbox"/> e. Ibu Rumah Tangga |  |

**4. Penghasilan :**

- |   |   |
|---|---|
| <input type="checkbox"/> a. < Rp.1.000.000              | <input type="checkbox"/> f.Rp.7.000.000- Rp. 8.000.000  |
| <input type="checkbox"/> b. Rp.1.000.000- Rp. 2.000.000 | <input type="checkbox"/> g.Rp.9.000.000- Rp. 10.000.000 |
| <input type="checkbox"/> c.Rp.3.000.000- Rp. 4.000.000  | <input type="checkbox"/> h.> Rp. 10.000.000             |
| <input type="checkbox"/> d.Rp.5.000.000- Rp. 6.000.000  |   |

**5. Penggunaan Paylater Perbulan :**

- |   |   |
|---|---|
| <input type="checkbox"/> a. < Rp.1.000.000              | <input type="checkbox"/> f.Rp.7.000.000- Rp. 8.000.000  |
| <input type="checkbox"/> b. Rp.1.000.000- Rp. 2.000.000 | <input type="checkbox"/> g.Rp.9.000.000- Rp. 10.000.000 |
| <input type="checkbox"/> c.Rp.3.000.000- Rp. 4.000.000  | <input type="checkbox"/> h.> Rp. 10.000.000             |
| <input type="checkbox"/> Rp.5.000.000- Rp. 6.000.000    |   |

**6. Provinsi :**

- |   |  |
|---|--|
| <input type="checkbox"/> Aceh               | <input type="checkbox"/> Papua barat daya    |
| <input type="checkbox"/> Sumatera Utara     | <input type="checkbox"/> Yogyakarta          |
| <input type="checkbox"/> Sumatera Selatan   | <input type="checkbox"/> Jawa Timur          |
| <input type="checkbox"/> Sumatera Barat     | <input type="checkbox"/> Bali                |
| <input type="checkbox"/> Bengkulu           | <input type="checkbox"/> Nusa Tenggara Timur |
| <input type="checkbox"/> Riau               | <input type="checkbox"/> Nusa Tenggara Barat |
| <input type="checkbox"/> Kepulauan Riau     | <input type="checkbox"/> Gorontalo           |
| <input type="checkbox"/> Jambi              | <input type="checkbox"/> Sulawesi Barat      |
| <input type="checkbox"/> Lampung            | <input type="checkbox"/> Sulawesi Tengah     |
| <input type="checkbox"/> Bangka Belitung    | <input type="checkbox"/> Sulawesi Utara      |
| <input type="checkbox"/> Kalimantan Barat   | <input type="checkbox"/> Sulawesi Tenggara   |
| <input type="checkbox"/> Kalimantan Timur   | <input type="checkbox"/> Sulawesi Selatan    |
| <input type="checkbox"/> Kalimantan Selatan | <input type="checkbox"/> Maluku Utara        |
| <input type="checkbox"/> Kalimantan Tengah  | <input type="checkbox"/> Maluku              |
| <input type="checkbox"/> Kalimantan Utara   | <input type="checkbox"/> Papua Barat         |
| <input type="checkbox"/> Banten             | <input type="checkbox"/> Papua               |
| <input type="checkbox"/> Jakarta            | <input type="checkbox"/> Papua Tengah        |
| <input type="checkbox"/> Jawa Barat         | <input type="checkbox"/> Papua Pegunungan    |
| <input type="checkbox"/> Jawa Tengah        | <input type="checkbox"/> Papua Selatan       |

## B. DAFTAR PERNYATAAN

ELECTRONIC WORD OF MOUTH						
No	Pernyataan	STS	TS	CS	S	SS
<i>Intensitas</i>						
1	Saya sering mengakses informasi di media sosial mengenai Shopee Paylater					
2	Saya sering membaca ulasan dari pengguna lain di media social mengenai Shopee Paylater					
<i>Konten</i>						
3	Saya mengetahui cara pengajuan menggunakan Shopee Paylater melalui media sosial					
4	Saya mengetahui langkah bertransaksi menggunakan Shopee Paylater melalui media social					
<i>Pendapat Positif</i>						
5	Saya mempertimbangkan komentar positif dari pengguna lain di media sosial mengenai Shopee Paylater					
6	Saya mempertimbangkan rekomendasi dari di media sosial untuk menggunakan Shopee Paylater					
<i>Pendapat Negatif</i>						
7	Akan membagikan ulasan negatif di media sosial jika menggunakan Shopee Paylater mengecewakan					
8	Ulasan negatif di media sosial membuat saya ragu menggunakan Shopee Paylater					

<b>PERSEPSI RESIKO</b>						
<b>No</b>	<b>Pernyataan</b>	<b>STS</b>	<b>TS</b>	<b>CS</b>	<b>S</b>	<b>SS</b>
<b><i>Financial Risk</i></b>						
<b>1</b>	Saya tidak khawatir terhadap bunga yang ditetapkan Shopee Paylater					
<b>2</b>	Tidak khawatir terhadap meningkatnya pengeluaran jika menggunakan Shopee Paylater					
<b><i>Sosial Risk</i></b>						
<b>3</b>	Saya tidak khawatir akan timbulnya pandangan negatif dari orang di sekitar karena menggunakan Shopee Paylater					
<b>4</b>	Merasa status sosial meningkat jika menggunakan Shopee Paylater					
<b><i>Performance Risk</i></b>						
<b>5</b>	Saya tidak khawatir gagal melakukan pembayaran menggunakan Shopee Paylater					
<b>6</b>	Saya tidak khawatir dengan fitur layanan transaksi pembayaran yang diberikan Shopee Paylater					
<b><i>Time And Convenience Risk</i></b>						
<b>7</b>	Saya tidak khawatir karena Shopee Paylater memiliki waktu tenggang yang lama					
<b>8</b>	Proses pengajuan dan verifikasi Shopee Paylater memerlukan waktu yang lama					
<b><i>Physical Risk</i></b>						
<b>9</b>	Saya tidak khawatir dengan sistem penagihan Shopee Paylater					
<b>10</b>	Saya tidak khawatir data pribadi tersebar jika menggunakan Shopee Paylater					
<b><i>Psychological Risk</i></b>						
<b>11</b>	Saya mampu untuk membayar tagihan Shopee Paylater					
<b>12</b>	Saya tidak malu menggunakan Shopee Paylater untuk transaksi pembayaran					

<b>Kepercayaan</b>						
<b>No</b>	<b>Pernyataan</b>	<b>STS</b>	<b>TS</b>	<b>CS</b>	<b>S</b>	<b>SS</b>
<b>Informasi Sesuai Kualitas</b>						
<b>1</b>	Shopee Paylater memberikan informasi yang dapat dipercaya					
<b>2</b>	Shopee Paylater memberikan informasi syarat dan ketentuan yang jelas					
<b>Mengerti Keinginan Konsumen</b>						
<b>3</b>	Fitur Shopee Paylater sesuai dengan apa yang saya diharapkan					
<b>4</b>	Fitur Shopee Paylater memudahkan transaksi pembayaran saya secara kredit					
<b>Produk Handal</b>						
<b>5</b>	Saya menggunakan Shopee Paylater karena memiliki tingkat keamanan yang tinggi					
<b>6</b>	Saya menggunakan Shopee Paylater karena dapat digunakan untuk berbagai transaksi pembayaran					

<b>KEPUTUSAN PENGGUNA</b>						
<b>No</b>	<b>Pernyataan</b>	<b>STS</b>	<b>TS</b>	<b>CS</b>	<b>S</b>	<b>SS</b>
<b>Kebutuhan Konsumen</b>						
<b>1</b>	Saya menggunakan Shopee Paylater karena memberikan limit yang besa					
<b>2</b>	Saya menggunakan Shopee Paylater karena mudah untuk digunakan					
<b>Mengumpulkan Informasi</b>						
<b>3</b>	Saya mencari informasi terkait manfaat Shopee Paylater sebelum menggunakannya					
<b>4</b>	Saya menggunakan Shopee Paylater setelah mengevaluasi beberapa alternatif					
<b>Milih Perusahaan Dari Pada Pesaing</b>						
<b>5</b>	Saya menjadikan Shopee Paylater sebagai prioritas dalam melakukan transaksi pembayaran					
<b>6</b>	Saya memilih menggunakan Shopee Paylater dibandingkan dengan paylater lainnya					
<b>Memutuskan Membeli</b>						
<b>7</b>	Saya menggunakan Shopee Paylater karena transaskis pembayaran dilakukan dengan pengawasan OJK					
<b>8</b>	Saya menggunakan Shopee Paylater karena memiliki reputasi yang baik					
<b>Merasa Puas</b>						
<b>9</b>	Saya merasa puas bertransaksi menggunakan Shopee Paylater					
<b>10</b>	Saya akan menggunakan Shopee Paylater sebagai metode pembayaran di masa yang akan datang					



## Lampiran II (Hasil Jawaban Kuesioner)

No	EW1	EW2	EW3	EW4	EW5	EW6	EW7	EW8	E_WOM
1	5	5	5	5	5	5	5	5	40
2	5	5	5	5	5	5	5	5	40
3	5	5	5	5	5	5	5	5	40
4	5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	5	40
6	5	5	5	5	5	5	5	5	40
7	5	5	5	5	5	5	5	5	40
8	5	5	5	5	5	5	5	5	40
9	5	5	5	5	5	5	5	5	40
10	5	5	5	5	5	5	5	5	40
11	5	5	5	5	5	5	5	5	40
12	5	5	5	5	5	5	5	5	40
13	5	5	5	5	5	5	5	5	40
14	5	5	5	5	5	5	3	5	38
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23	2	2	1	2	3	2	3	2	17
24	4	1	4	2	4	4	4	3	26
25	3	3	2	2	5	5	5	4	29
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27	2	3	2	2	3	4	3	1	20
28	3	3	2	3	3	3	3	2	22
29	3	2	4	2	5	4	5	4	29
30	3	3	3	4	4	3	4	3	27
31	3	2	2	3	4	2	4	3	23
32	4	2	4	3	2	4	5	4	28
33	3	2	3	3	4	4	4	4	27
34	2	3	2	4	4	1	4	2	22
35	3	3	4	3	3	3	4	3	26
36	4	3	5	5	5	3	3	4	32
37	4	4	5	4	3	5	5	4	34
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39	4	3	5	5	1	5	5	5	33
40	4	4	5	5	3	4	3	3	31
41	2	3	4	5	3	4	3	4	28
42	2	3	3	3	5	5	5	5	31
43	5	5	5	5	2	4	2	4	32
44	4	4	4	4	5	5	5	5	36
45	3	4	5	4	3	3	3	3	28
46	3	4	4	4	4	4	4	4	31
47	5	4	4	4	3	5	3	5	33
48	1	4	4	4	3	4	3	5	28
49	1	4	4	4	2	2	2	2	21
50	1	2	2	4	5	4	5	4	27

51	4	5	4	4	5	5	5	4	36
52	3	5	5	5	3	4	4	3	32
53	3	4	5	5	4	4	5	5	35
54	5	5	5	5	3	3	4	5	35
55	5	4	2	5	4	5	3	3	31
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59	4	4	4	5	4	3	4	5	33
60	5	4	5	5	4	4	4	5	36
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63	5	4	4	5	2	3	1	4	28
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74	4	4	4	4	4	4	5	4	33
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76	3	3	4	4	5	5	2	3	29
77	5	5	4	4	3	2	2	5	30
78	3	5	4	5	5	4	5	3	34
79	4	2	3	3	4	4	4	4	28
80	2	1	3	3	5	5	5	4	28
81	2	1	3	2	5	5	5	4	27
82	5	5	5	5	5	5	5	5	40
83	5	5	5	4	3	5	5	5	37
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85	4	4	4	5	4	5	4	4	34
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91	3	2	3	4	4	4	4	2	26
92	4	2	4	4	3	3	3	2	25
93	4	2	3	4	3	5	3	4	28
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96	3	3	3	3	3	3	3	3	24
97	4	3	4	3	4	4	4	4	30
98	3	3	3	4	5	5	5	2	30
99	3	2	2	4	4	4	4	3	26
100	2	3	3	3	4	2	2	3	22
101	3	4	3	4	4	4	4	4	30
102	2	2	2	3	4	4	4	3	24
103	3	3	3	3	4	3	3	3	25



157	5	5	5	5	5	5	5	5	5	40
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159	1	1	1	1	1	1	1	1	1	8
160	4	4	4	3	2	2	2	2	2	23
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162	5	5	5	5	5	5	3	2	2	35
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180	4	4	5	5	3	4	3	3	3	31

No	PR1	PR2	PR3	PR4	PR5	PR6	PR7	PR8	PR9	PR10	PR11	PR12	Persepsi_Resiko
1	1	1	1	1	1	1	1	1	1	1	1	1	12
2	1	1	1	1	1	1	1	1	1	1	1	1	12
3	1	1	1	1	1	1	1	1	1	1	1	1	12
4	1	1	1	1	1	1	1	1	1	1	1	1	12
5	1	1	1	1	1	1	1	1	1	1	1	1	12
6	1	1	1	1	1	1	1	1	1	1	1	1	12
7	1	1	1	1	1	1	1	1	1	1	1	1	12
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9	1	1	1	1	1	1	1	1	1	1	1	1	12
10	1	1	1	1	1	1	1	1	1	1	1	1	12
11	5	5	5	5	5	5	5	5	5	5	5	5	60
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13	5	5	5	5	5	5	5	4	5	5	5	5	59
14	1	2	2	4	3	3	3	1	1	1	1	3	25
15	1	1	1	2	1	5	1	1	5	1	5	1	25
16	5	5	5	2	1	1	1	1	1	1	1	1	25
17	5	5	5	5	5	3	1	1	2	2	2	2	38
18	2	2	2	2	1	1	2	2	1	2	1	2	20
19	1	1	1	1	1	1	2	5	1	5	1	5	25
20	4	1	3	1	4	1	4	1	1	1	1	1	23
21	4	4	5	1	1	1	1	1	1	3	4	1	27
22	4	4	5	1	1	1	1	1	1	1	2	5	27
23	3	4	4	2	3	1	1	1	5	1	1	2	28
24	4	5	5	4	3	1	1	1	1	1	3	2	31
25	3	4	4	5	3	1	1	1	1	1	1	2	27
26	5	5	4	4	1	1	4	2	4	2	2	2	36

27	2	4	4	5	4	3	1	1	2	3	2	2	33
28	5	5	5	1	1	3	1	2	2	3	2	3	33
29	3	4	1	1	1	1	4	1	4	2	4	2	28
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31	1	1	1	1	1	1	1	1	1	1	1	1	12
32	4	4	4	5	2	4	4	1	1	1	1	3	34
33	5	5	5	5	3	3	1	1	1	1	4	3	37
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38	5	5	5	4	4	2	1	1	1	1	1	5	35
39	4	5	1	1	5	4	2	3	1	1	1	3	31
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41	5	4	3	3	3	3	2	4	1	1	1	2	32
42	5	1	1	1	1	1	1	1	1	1	1	5	20
43	3	5	3	2	1	1	1	1	1	1	5	1	25
44	4	4	2	2	1	1	1	1	1	1	1	1	20
45	4	5	2	1	3	3	4	4	3	1	1	1	32
46	5	4	1	1	1	1	1	1	2	3	5	4	29
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101	4	4	3	3	3	3	3	3	4	4	34
102	4	4	3	3	4	3	3	4	3	4	35
103	4	3	3	3	3	3	3	3	3	4	32
104	3	3	3	3	3	3	3	3	3	3	30
105	3	4	3	3	3	3	3	3	3	4	32
106	5	5	5	4	5	5	4	5	3	4	45
107	5	5	4	5	4	4	5	4	5	3	44
108	5	5	5	4	5	5	4	5	4	4	46
109	4	4	3	4	4	3	4	4	3	4	37
110	4	5	5	4	5	5	4	5	5	4	46
111	4	4	3	3	3	3	3	3	3	5	34
112	5	5	3	3	4	3	3	4	2	3	35
113	4	4	3	4	4	3	4	4	2	3	35
114	5	3	3	3	4	3	3	4	3	3	34
115	5	3	4	3	5	4	3	5	4	4	40
116	4	3	3	3	3	3	3	3	3	3	31
117	5	4	3	4	4	3	4	4	4	5	40
118	5	4	4	3	5	4	3	5	5	3	41
119	5	5	2	5	5	2	5	5	4	4	42
120	4	3	4	4	4	4	4	4	5	4	40
121	5	5	4	5	5	4	5	5	5	2	45
122	5	4	4	3	3	4	3	3	4	3	36
123	5	5	4	5	5	4	5	5	5	4	47
124	4	4	3	4	4	3	4	4	3	3	36
125	4	3	4	3	4	4	3	4	4	3	36
126	4	5	3	3	4	3	3	4	3	4	36
127	4	4	3	3	4	3	3	4	4	4	36
128	3	4	2	3	4	2	3	4	3	5	33
129	5	4	3	4	4	3	4	4	4	4	39
130	5	4	3	4	4	3	4	4	4	5	40
131	3	2	1	4	5	1	4	5	4	4	33
132	4	4	1	4	3	1	4	3	4	3	31
133	4	4	3	4	4	3	4	4	4	4	38
134	5	5	4	4	5	4	4	5	5	3	44



### Lampiran III (Hasil Uji Deskriptif)

#### Jenis\_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	123	68.3	68.3	68.3
Valid Perempuan	57	31.7	31.7	100.0
Total	180	100.0	100.0	

#### Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid > 52 Tahun	2	1.1	1.1	1.1
Valid 17 Tahun – 22 Tahun	55	30.6	30.6	31.7
Valid 23 Tahun – 28 Tahun	43	23.9	23.9	55.6
Valid 29 Tahun – 34 Tahun	39	21.7	21.7	77.2
Valid 35 Tahun – 40 Tahun	30	16.7	16.7	93.9
Valid 41 Tahun – 46 Tahun	6	3.3	3.3	97.2
Valid 47 Tahun – 52 Tahun	5	2.8	2.8	100.0
Total	180	100.0	100.0	

#### Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Freelancer	15	8.3	8.3	8.3
Valid Ibu Rumah Tangga	6	3.3	3.3	11.7
Valid Mahasiswa	42	23.3	23.3	35.0
Valid Pegawai BUMN	12	6.7	6.7	41.7
Valid Pegawai Negeri	13	7.2	7.2	48.9
Valid Pegawai Swasta	30	16.7	16.7	65.6
Valid Pelajar	15	8.3	8.3	73.9
Valid Petani/Nelayan	13	7.2	7.2	81.1
Valid Wiraswasta	34	18.9	18.9	100.0
Total	180	100.0	100.0	

#### Penghasilan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .> Rp. 10.000.000	2	1.1	1.1	1.1
Valid < Rp.1.000.000	39	21.7	21.7	22.8
Valid Rp.1.000.000- Rp. 2.000.000	18	10.0	10.0	32.8
Valid Rp.3.000.000- Rp. 4.000.000	60	33.3	33.3	66.1
Valid Rp.5.000.000- Rp. 6.000.000	32	17.8	17.8	83.9
Valid Rp.7.000.000- Rp. 8.000.000	23	12.8	12.8	96.7
Valid Rp.9.000.000- Rp. 10.000.000	6	3.3	3.3	100.0
Total	180	100.0	100.0	

**Penggunaan\_Paylater**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < Rp.1.000.000	138	76.7	76.7	76.7
Rp.1.000.000- Rp. 2.000.000	33	18.3	18.3	95.0
Rp.3.000.000- Rp. 4.000.000	9	5.0	5.0	100.0
Total	180	100.0	100.0	

**Provinsi**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Aceh	2	1.1	1.1	1.1
Bali	17	9.4	9.4	10.6
Banten	10	5.6	5.6	16.1
Jakarta	29	16.1	16.1	32.2
Jambi	3	1.7	1.7	33.9
Jawa Barat	28	15.6	15.6	49.4
Jawa Tengah	9	5.0	5.0	54.4
Jawa Timur	8	4.4	4.4	58.9
Lampung	19	10.6	10.6	69.4
Sumatera Barat	9	5.0	5.0	74.4
Sumatera Selatan	20	11.1	11.1	85.6
Sumatera Utara	9	5.0	5.0	90.6
Yogyakarta	17	9.4	9.4	100.0
Total	180	100.0	100.0	

**EW1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	3.3	3.3	3.3
2	21	11.7	11.7	15.0
3	57	31.7	31.7	46.7
4	47	26.1	26.1	72.8
5	49	27.2	27.2	100.0
Total	180	100.0	100.0	

**EW2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	8	4.4	4.4	4.4
2	39	21.7	21.7	26.1
3	50	27.8	27.8	53.9
4	36	20.0	20.0	73.9
5	47	26.1	26.1	100.0
Total	180	100.0	100.0	



**EW3**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	9	5.0	5.0	5.0
2	22	12.2	12.2	17.2
3	47	26.1	26.1	43.3
Valid 4	45	25.0	25.0	68.3
5	57	31.7	31.7	100.0
Total	180	100.0	100.0	

**EW4**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	8	4.4	4.4	4.4
2	26	14.4	14.4	18.9
3	49	27.2	27.2	46.1
Valid 4	36	20.0	20.0	66.1
5	61	33.9	33.9	100.0
Total	180	100.0	100.0	

**EW5**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	8	4.4	4.4	4.4
2	17	9.4	9.4	13.9
3	46	25.6	25.6	39.4
Valid 4	48	26.7	26.7	66.1
5	61	33.9	33.9	100.0
Total	180	100.0	100.0	

**EW6**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	7	3.9	3.9	3.9
2	15	8.3	8.3	12.2
3	43	23.9	23.9	36.1
Valid 4	47	26.1	26.1	62.2
5	68	37.8	37.8	100.0
Total	180	100.0	100.0	

**EW7**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	2.8	2.8	2.8
2	15	8.3	8.3	11.1
3	42	23.3	23.3	34.4
Valid 4	51	28.3	28.3	62.8
5	67	37.2	37.2	100.0
Total	180	100.0	100.0	

**EW8**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	8	4.4	4.4	4.4
2	26	14.4	14.4	18.9
3	44	24.4	24.4	43.3
Valid 4	49	27.2	27.2	70.6
5	53	29.4	29.4	100.0
Total	180	100.0	100.0	

**PR1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	60	33.3	33.3	33.3
2	6	3.3	3.3	36.7
3	26	14.4	14.4	51.1
Valid 4	43	23.9	23.9	75.0
5	45	25.0	25.0	100.0
Total	180	100.0	100.0	

**PR2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	70	38.9	38.9	38.9
2	9	5.0	5.0	43.9
3	11	6.1	6.1	50.0
Valid 4	51	28.3	28.3	78.3
5	39	21.7	21.7	100.0
Total	180	100.0	100.0	

**PR3**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	72	40.0	40.0	40.0
2	29	16.1	16.1	56.1
3	25	13.9	13.9	70.0
Valid 4	21	11.7	11.7	81.7
5	33	18.3	18.3	100.0
Total	180	100.0	100.0	

**PR4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	88	48.9	48.9	48.9
2	30	16.7	16.7	65.6
3	8	4.4	4.4	70.0
4	18	10.0	10.0	80.0
5	36	20.0	20.0	100.0
Total	180	100.0	100.0	

**PR5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	99	55.0	55.0	55.0
2	16	8.9	8.9	63.9
3	32	17.8	17.8	81.7
4	13	7.2	7.2	88.9
5	20	11.1	11.1	100.0
Total	180	100.0	100.0	

**PR6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	108	60.0	60.0	60.0
2	21	11.7	11.7	71.7
3	24	13.3	13.3	85.0
4	7	3.9	3.9	88.9
5	20	11.1	11.1	100.0
Total	180	100.0	100.0	

**PR7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	105	58.3	58.3	58.3
2	25	13.9	13.9	72.2
3	18	10.0	10.0	82.2
4	20	11.1	11.1	93.3
5	12	6.7	6.7	100.0
Total	180	100.0	100.0	

**PR8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	113	62.8	62.8	62.8
2	26	14.4	14.4	77.2
3	20	11.1	11.1	88.3
4	10	5.6	5.6	93.9
5	11	6.1	6.1	100.0
Total	180	100.0	100.0	

**PR9**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	98	54.4	54.4	54.4
Valid 2	26	14.4	14.4	68.9
Valid 3	24	13.3	13.3	82.2
Valid 4	16	8.9	8.9	91.1
Valid 5	16	8.9	8.9	100.0
Total	180	100.0	100.0	

**PR10**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	86	47.8	47.8	47.8
Valid 2	49	27.2	27.2	75.0
Valid 3	26	14.4	14.4	89.4
Valid 4	9	5.0	5.0	94.4
Valid 5	10	5.6	5.6	100.0
Total	180	100.0	100.0	

**PR11**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	87	48.3	48.3	48.3
Valid 2	31	17.2	17.2	65.6
Valid 3	34	18.9	18.9	84.4
Valid 4	14	7.8	7.8	92.2
Valid 5	14	7.8	7.8	100.0
Total	180	100.0	100.0	

**PR12**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	63	35.0	35.0	35.0
Valid 2	49	27.2	27.2	62.2
Valid 3	36	20.0	20.0	82.2
Valid 4	17	9.4	9.4	91.7
Valid 5	15	8.3	8.3	100.0
Total	180	100.0	100.0	

**KE1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.6	.6	.6
Valid 2	12	6.7	6.7	7.2
Valid 3	49	27.2	27.2	34.4
Valid 4	66	36.7	36.7	71.1
Valid 5	52	28.9	28.9	100.0
Total	180	100.0	100.0	

**KE2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	2.2	2.2	2.2
2	15	8.3	8.3	10.6
3	49	27.2	27.2	37.8
Valid 4	53	29.4	29.4	67.2
5	59	32.8	32.8	100.0
Total	180	100.0	100.0	

**KE3**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	14	7.8	7.8	7.8
3	44	24.4	24.4	32.2
Valid 4	62	34.4	34.4	66.7
5	60	33.3	33.3	100.0
Total	180	100.0	100.0	

**KE4**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.6	.6	.6
2	8	4.4	4.4	5.0
3	16	8.9	8.9	13.9
Valid 4	88	48.9	48.9	62.8
5	67	37.2	37.2	100.0
Total	180	100.0	100.0	

**KE5**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.6	.6	.6
2	17	9.4	9.4	10.0
3	41	22.8	22.8	32.8
Valid 4	54	30.0	30.0	62.8
5	67	37.2	37.2	100.0
Total	180	100.0	100.0	

**KE6**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	6.1	6.1	6.1
3	66	36.7	36.7	42.8
Valid 4	40	22.2	22.2	65.0
5	63	35.0	35.0	100.0
Total	180	100.0	100.0	

**KP1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	.6	.6	.6
3	19	10.6	10.6	11.1
Valid 4	73	40.6	40.6	51.7
5	87	48.3	48.3	100.0
Total	180	100.0	100.0	

**KP2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	.6	.6	.6
3	24	13.3	13.3	13.9
Valid 4	75	41.7	41.7	55.6
5	80	44.4	44.4	100.0
Total	180	100.0	100.0	

**KP3**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.1	1.1	1.1
2	7	3.9	3.9	5.0
Valid 3	39	21.7	21.7	26.7
4	53	29.4	29.4	56.1
5	79	43.9	43.9	100.0
Total	180	100.0	100.0	

**KP4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	.6	.6	.6
3	42	23.3	23.3	23.9
Valid 4	69	38.3	38.3	62.2
5	68	37.8	37.8	100.0
Total	180	100.0	100.0	

**KP5**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	27	15.0	15.0	15.0
Valid 4	73	40.6	40.6	55.6
5	80	44.4	44.4	100.0
Total	180	100.0	100.0	

**KP6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.1	1.1	1.1
2	6	3.3	3.3	4.4
3	39	21.7	21.7	26.1
4	50	27.8	27.8	53.9
5	83	46.1	46.1	100.0
Total	180	100.0	100.0	

**KP7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.1	1.1	1.1
3	43	23.9	23.9	25.0
4	70	38.9	38.9	63.9
5	65	36.1	36.1	100.0
Total	180	100.0	100.0	

**KP8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.1	1.1	1.1
3	27	15.0	15.0	16.1
4	76	42.2	42.2	58.3
5	75	41.7	41.7	100.0
Total	180	100.0	100.0	

**KP9**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	2.2	2.2	2.2
3	44	24.4	24.4	26.7
4	51	28.3	28.3	55.0
5	81	45.0	45.0	100.0
Total	180	100.0	100.0	

**KP10**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	1.7	1.7	1.7
3	38	21.1	21.1	22.8
4	93	51.7	51.7	74.4
5	46	25.6	25.6	100.0
Total	180	100.0	100.0	

### Lampiran IV (Hasil Uji Validitas)

Correlations

		EW1	EW2	EW3	EW4	EW5	EW6	EW7	EW8	E_WOM
EW1	Pearson Correlation	1	.626**	.849**	.479**	-.175	-.070	.006	.591**	.688**
	Sig. (2-tailed)		.000	.000	.007	.354	.712	.975	.001	.000
	N	30	30	30	30	30	30	30	30	30
EW2	Pearson Correlation	.626**	1	.650**	.718**	.061	-.108	.062	.350	.717**
	Sig. (2-tailed)	.000		.000	.000	.747	.571	.746	.058	.000
	N	30	30	30	30	30	30	30	30	30
EW3	Pearson Correlation	.849**	.650**	1	.522**	.107	.094	.172	.584**	.812**
	Sig. (2-tailed)	.000	.000		.003	.574	.623	.364	.001	.000
	N	30	30	30	30	30	30	30	30	30
EW4	Pearson Correlation	.479**	.718**	.522**	1	.246	.188	.055	.189	.697**
	Sig. (2-tailed)	.007	.000	.003		.190	.320	.773	.316	.000
	N	30	30	30	30	30	30	30	30	30
EW5	Pearson Correlation	-.175	.061	.107	.246	1	.588**	.344	.052	.418*
	Sig. (2-tailed)	.354	.747	.574	.190		.001	.063	.783	.022
	N	30	30	30	30	30	30	30	30	30
EW6	Pearson Correlation	-.070	-.108	.094	.188	.588**	1	.392*	.056	.401*
	Sig. (2-tailed)	.712	.571	.623	.320	.001		.032	.770	.028
	N	30	30	30	30	30	30	30	30	30
EW7	Pearson Correlation	.006	.062	.172	.055	.344	.392*	1	.346	.485**
	Sig. (2-tailed)	.975	.746	.364	.773	.063	.032		.061	.007
	N	30	30	30	30	30	30	30	30	30
EW8	Pearson Correlation	.591**	.350	.584**	.189	.052	.056	.346	1	.667**
	Sig. (2-tailed)	.001	.058	.001	.316	.783	.770	.061		.000
	N	30	30	30	30	30	30	30	30	30
E_WOM	Pearson Correlation	.688**	.717**	.812**	.697**	.418*	.401*	.485**	.667**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.022	.028	.007	.000	
	N	30	30	30	30	30	30	30	30	30

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

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



**Correlations**

		PR1	PR2	PR3	PR4	PR5	PR6	PR7	PR8	PR9	PR10	PR11	PR12	Persepsi Resiko
PR1	Pearson Correlation	1	.567	.484	.533	.334	.346	.311	.422	.366	.242	.288	.367	.743
	Sig. (2-tailed)		.001	.007	.002	.072	.061	.094	.020	.046	.197	.122	.046	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
PR2	Pearson Correlation	.567	1	.393	.624	.641	.545	.193	.512	.325	.217	.216	.348	.776
	Sig. (2-tailed)	.001		.032	.000	.000	.002	.307	.004	.080	.249	.252	.059	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
PR3	Pearson Correlation	.484	.393	1	.762	.534	.177	.008	.096	.014	.119	.495	.246	.580
	Sig. (2-tailed)	.007	.032		.000	.002	.349	.966	.615	.940	.532	.005	.191	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
PR4	Pearson Correlation	.533	.624	.762	1	.534	.119	.068	.096	.072	.081	.299	.105	.589
	Sig. (2-tailed)	.002	.000	.000		.002	.530	.720	.615	.707	.669	.109	.582	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
PR5	Pearson Correlation	.334	.641	.534	.534	1	.481	.045	.555	.285	.183	.465	.536	.741
	Sig. (2-tailed)	.072	.000	.002	.002		.007	.814	.001	.126	.332	.010	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
PR6	Pearson Correlation	.346	.545	.177	.119	.481	1	.175	.406	.281	.176	.095	.569	.605
	Sig. (2-tailed)	.061	.002	.349	.530	.007		.355	.026	.132	.352	.618	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
PR7	Pearson Correlation	.311	.193	.008	.068	.045	.175	1	.265	.203	.089	.108	.189	.378
	Sig. (2-tailed)	.094	.307	.966	.720	.814	.355		.157	.282	.641	.570	.316	.039
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
PR8	Pearson Correlation	.422	.512	.096	.096	.555	.406	.265	1	.445	.180	.343	.710	.675
	Sig. (2-tailed)	.020	.004	.615	.615	.001	.026	.157		.014	.340	.063	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
PR9	Pearson Correlation	.366	.325	.014	.072	.285	.281	.203	.445	1	.111	.192	.519	.533
	Sig. (2-tailed)	.046	.080	.940	.707	.126	.132	.282	.014		.561	.308	.003	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
PR10	Pearson Correlation	.242	.217	.119	.081	.183	.176	.089	.180	.111	1	.336	.356	.403
	Sig. (2-tailed)	.197	.249	.532	.669	.332	.352	.641	.340	.561		.069	.053	.027
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
PR11	Pearson Correlation	.288	.216	.495	.299	.465	.095	.108	.343	.192	.336	1	.560	.574
	Sig. (2-tailed)	.122	.252	.005	.109	.010	.618	.570	.063	.308	.069		.001	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
PR12	Pearson Correlation	.367	.348	.246	.105	.536	.569	.189	.710	.519	.356	.560	1	.732
	Sig. (2-tailed)	.046	.059	.191	.582	.002	.001	.316	.000	.003	.053	.001		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Persepsi Resiko	Pearson Correlation	.743**	.776**	.580**	.589**	.741**	.605**	.378*	.675**	.533**	.403*	.574**	.732**	1
	Sig. (2-tailed)	.000	.000	.001	.001	.000	.000	.039	.000	.002	.027	.001	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

**Correlations**

		KE1	KE2	KE3	KE4	KE5	KE6	Kepercayaan
KE1	Pearson Correlation	1	.563**	.386	.019	.259	.232	.553**
	Sig. (2-tailed)		.001	.035	.920	.167	.217	.002
	N	30	30	30	30	30	30	30
KE2	Pearson Correlation	.563**	1	.509**	.347	.604**	.602**	.836**
	Sig. (2-tailed)	.001		.004	.061	.000	.000	.000
	N	30	30	30	30	30	30	30
KE3	Pearson Correlation	.386*	.509**	1	.394*	.470**	.382*	.719**
	Sig. (2-tailed)	.035	.004		.031	.009	.037	.000
	N	30	30	30	30	30	30	30
KE4	Pearson Correlation	.019	.347	.394*	1	.434*	.540**	.625**
	Sig. (2-tailed)	.920	.061	.031		.017	.002	.000
	N	30	30	30	30	30	30	30
KE5	Pearson Correlation	.259	.604**	.470**	.434*	1	.876**	.826**
	Sig. (2-tailed)	.167	.000	.009	.017		.000	.000
	N	30	30	30	30	30	30	30
KE6	Pearson Correlation	.232	.602**	.382*	.540**	.876**	1	.825**
	Sig. (2-tailed)	.217	.000	.037	.002	.000		.000
	N	30	30	30	30	30	30	30
Kepercayaan	Pearson Correlation	.553**	.836**	.719**	.625**	.826**	.825**	1
	Sig. (2-tailed)	.002	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

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

**Correlations**

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	Keputusan Pengguna
KP1	Pearson Correlation	1	.865**	.852**	.857**	.902**	.773**	.616**	.690**	.779**	.930**	.912**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP2	Pearson Correlation	.865**	1	.912**	.895**	.937**	.805**	.608**	.674**	.887**	.815**	.928**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP3	Pearson Correlation	.852**	.912**	1	.917**	.942**	.924**	.670**	.712**	.840**	.779**	.948**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP4	Pearson Correlation	.857**	.895**	.917**	1	.899**	.842**	.731**	.657**	.922**	.775**	.941**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP5	Pearson Correlation	.902**	.937**	.942**	.899**	1	.864**	.646**	.758**	.839**	.825**	.953**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP6	Pearson Correlation	.773**	.805**	.924**	.842**	.864**	1	.801**	.802**	.741**	.751**	.924**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP7	Pearson Correlation	.616**	.608**	.670**	.731**	.646**	.801**	1	.852**	.632**	.681**	.808**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP8	Pearson Correlation	.690**	.674**	.712**	.657**	.758**	.802**	.852**	1	.587**	.764**	.834**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP9	Pearson Correlation	.779**	.887**	.840**	.922**	.839**	.741**	.632**	.587**	1	.754**	.882**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.001		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP10	Pearson Correlation	.930**	.815**	.779**	.775**	.825**	.751**	.681**	.764**	.754**	1	.891**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pengguna	Pearson Correlation	.912**	.928**	.948**	.941**	.953**	.924**	.808**	.834**	.882**	.891**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

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

## Lampiran V (Hasil Uji Reliabilitas)

**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
.755	8

**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
.845	12

**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
.828	6

**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
.974	10

## Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		E_WOM	Persepsi_Resiko	Keputusan_Pengguna	Kepercayaan
N		180	180	180	180
Normal Parameters <sup>a,b</sup>	Mean	29.48	26.92	41.87	23.60
	Std.	6.937	9.896	5.608	4.141
Most Extreme Differences	Deviation Absolute	.074	.086	.101	.084
	Positive	.065	.086	.073	.084
	Negative	-.074	-.066	-.101	-.073
Kolmogorov-Smirnov Z		.996	1.157	1.351	1.131
Asymp. Sig. (2-tailed)		.274	.138	.052	.155

a. Test distribution is Normal.

b. Calculated from data.

## Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_Pengguna * E_WOM		(Combined)	846.239	27	31.342	.996	.478
	Between Groups	Linearity	113.213	1	113.213	3.598	.060
		Deviation from Linearity	733.026	26	28.193	.896	.614
	Within Groups		4782.561	152	31.464		
	Total		5628.800	179			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_Pengguna * Persepsi_Resiko		(Combined)	1394.959	28	49.820	1.777	.015
	Between Groups	Linearity	581.212	1	581.212	20.729	.000
		Deviation from Linearity	813.747	27	30.139	1.075	.377
	Within Groups		4233.841	151	28.039		
	Total		5628.800	179			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_Pengguna * Kepercayaan		(Combined)	1170.123	17	68.831	2.501	.002
	Between Groups	Linearity	420.023	1	420.023	15.261	.000
		Deviation from Linearity	750.100	16	46.881	1.703	.051
	Within Groups		4458.677	162	27.523		
	Total		5628.800	179			

### Lampiran VIII (Hasil Uji Multikolinearitas)

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	33.905	2.995		11.319	.000	
	E_WOM	.115	.055	.143	2.117	.036	.990
	Persepsi_Resiko	-.184	.038	-.324	-4.815	.000	.994
	Kepercayaan	.403	.091	.297	4.412	.000	.993

a. Dependent Variable: Keputusan\_Pengguna

### Lampiran IX (Hasil Uji Analisis Regresi Linear Berganda)

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

Model	Variables Entered	Variables Removed	Method
1	Kepercayaan, Persepsi_Resiko, E_WOM <sup>b</sup>		Enter

a. Dependent Variable: Keputusan\_Pengguna

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.454 <sup>a</sup>	.206	.192	5.040

a. Predictors: (Constant), Kepercayaan, Persepsi\_Resiko, E\_WOM

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	33.905	2.995		11.319	.000
	E_WOM	.115	.055	.143	2.117	.036
	Persepsi_Resiko	-.184	.038	-.324	-4.815	.000
	Kepercayaan	.403	.091	.297	4.412	.000

a. Dependent Variable: Keputusan\_Pengguna

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1158.130	3	386.043	15.198	.000 <sup>b</sup>
	Residual	4470.670	176	25.402		
	Total	5628.800	179			

a. Dependent Variable: Keputusan\_Pengguna

b. Predictors: (Constant), Kepercayaan, Persepsi\_Resiko, E\_WOM