

# LAMPIRAN

## Lampiran 1 Kuesioner Penelitian

Bandar Lampung, Agustus 2022

### Hal : Permohonan Bantuan Pengisian Kuesioner

Kepada Yth :

Sdr/ i

Di Tempat

Dengan ini Karyawan :

Nama : M. Robih Noprizal  
NPM : **1812110277**  
Jurusan : S1 Manajemen  
Dosen Pembimbing : M. Ariza Eka Yushendra, S.E.,M.Si

Dengan Hormat,

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian pada konsumen pada Tokopedia Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IIB Darmajaya. Konsentrasi Manajemen Pemasaran. Penelitian yang Karyawan buat ini berjudul **“PENGARUH KEPERCAYAAN, KEMUDAHAN PENGGUNAAN DAN *ELECTRONIC WORD OF MOUTH* TERHADAP MINAT BELI ONLINE PADA TOKOPEDIA BANDAR LAMPUNG”**.

Sehubungan dengan maksud di atas, Karyawan mengharapkan bantuan saudara untuk bersedia mengisi instrumen penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Instrumen ini dirancang sedemikian rupa sehinggatidak seorang pun dapat menelusuri sumber informasinya. Oleh karena itu saudara diharapkan dapat memberikan jawaban sesuai dengan keadaan sesungguhnya, dan Karyawan menjamin kerahasiaan dari jawaban saudara.

Bantuan dan partisipasi saudara merupakan suatu bantuan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Untuk itu Karyawan ucapkan terima kasih.

Hormat Saya,

**M. Robih Noprizal**  
**1812110277**

## KUESIONER

Pertanyaan di bawah ini dalam rangka penelitian skripsi dengan judul :

**PENGARUH KEPERCAYAAN, KEMUDAHAN PENGGUNAAN DAN  
*ELECTRONIC WORD OF MOUTH* TERHADAP MINAT BELI ONLINE  
PADA TOKOPEDIA BANDAR LAMPUNG**

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

**SS = Sangat Setuju**

**S = Setuju**

**CS = Cukup Setuju**

**TS = Tidak Setuju**

**STS = Sangat Tidak Setuju**

### IDENTITAS RESPONDEN

1. Usia ..... Tahun

2. Jenis Kelamin :  Laki – Laki

Perempuan

3. Pekerjaan :  Pelajar/Mahasiswa

Karyawan Swasta

PNS

Wirausaha

## DAFTAR PERNYATAAN

### Kepercayaan (X<sub>1</sub>)

No	Kepercayaan	Alternatif Jawaban				
		STS	TS	CS	S	SS
		1	2	3	4	5
1	Aplikasi Tokopedia dapat diandalkan untuk berbelanja secara online					
2	Aplikasi Tokopedia memiliki reputasi yang sangat baik di dunia bisnis digital Indonesia					
3	Aplikasi Tokopedia terkenal sangat aman untuk melakukan transaksi digital					
4	Aplikasi Tokopedia memberikan informasi produk yang benar					
5	Aplikasi Tokopedia mengirimkan produk sesuai dengan deskripsi yang tertulis					

**Kemudahan Penggunaan (X<sub>2</sub>)**

No	Kemudahan Penggunaan	Alternatif Jawaban				
		STS	TS	CS	S	SS
		1	2	3	4	5
1	Aplikasi Tokopedia dapat di akses menggunakan media apapun baik dari smartphone maupun dekstop					
2	Aplikasi Tokopedia memiliki User Interface yang mudah untuk dipelajari					
3	Aplikasi Tokopedia mudah untuk dipelajari					
4	Aplikasi Tokopedia sangat mudah digunakan					
5	Aplikasi Tokopedia memudahkan konsumen dalam melakukan pembayaran					

***Eletronic Word Of Mouth (X3)***

<b>No</b>	<b><i>Eletronic Word Of Mouth</i></b>	<b>Alternatif Jawaban</b>				
		<b>STS</b>	<b>TS</b>	<b>CS</b>	<b>S</b>	<b>SS</b>
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Review aplikasi Tokopedia sangat berguna untuk mencari produk produk yang ingin dibeli					
2	Aplikasi Tokopedia memungkinkan konsumen untuk berkonsultasi dengan pihak penyelenggara aplikasi tokopedia					
3	Aplikasi Tokopedia sangat memudahkan konsumen dalam mengumpulkan informasi					
4	Aplikasi Tokopedia sangat bisa dipercaya sehingga konsumen tidak khawatir dalam melakukan pembelian karena ulasan yang lengkap					
5	Aplikasi Tokopedia membuat konsumen percaya diri untuk membeli produk produk karena banyaknya ulasan ulasan dari pengunjung lainnya					

**Minat Beli Online (Y)**

<b>No</b>	<b>Minat Beli Online</b>	<b>Alternatif Jawaban</b>				
		<b>STS</b>	<b>TS</b>	<b>CS</b>	<b>S</b>	<b>SS</b>
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Aplikasi Tokopedia mudah ditemukan dimana saja baik di website maupun di apps					
2	Aplikasi Tokopedia sudah sangat dikenal bagi para pembeli online					
3	Aplikasi Tokopedia memiliki daya tarik lebih dibandingkan E-commerce lainnya					
4	Saya berniat melakukan pembelian menggunakan Aplikasi Tokopedia					
5	Setiap kali berbelanja online saya selalu menggunakan Aplikasi Tokopedia					

## Lampiran 2 Hasil Kuesioner

### Kepercayaan (X1)

NO	KEP1	KEP2	KEP3	KEP4	KEP5	TOTAL KEP
1	5	4	3	3	3	18
2	5	4	4	4	3	20
3	5	3	4	4	4	20
4	2	4	3	3	3	15
5	2	4	3	2	4	15
6	4	4	3	2	2	15
7	5	4	2	5	2	18
8	5	3	4	4	2	18
9	4	4	4	3	2	17
10	4	5	3	4	4	20
11	4	5	1	4	3	17
12	5	5	1	3	4	18
13	5	5	1	5	4	20
14	4	3	3	2	3	15
15	4	5	3	4	4	20
16	2	5	4	3	4	18
17	4	5	2	2	3	16
18	3	5	3	3	1	15
19	4	5	3	3	1	16
20	3	4	2	4	1	14
21	4	5	3	4	2	18
22	5	5	1	4	1	16
23	3	5	2	3	3	16
24	5	3	2	4	4	18
25	5	5	3	5	4	22
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27	5	5	2	5	4	21
28	5	4	2	4	5	20
29	4	3	3	3	5	18
30	4	5	4	4	3	20
31	4	4	4	4	3	19
32	5	5	4	3	4	21
33	5	4	4	5	4	22
34	4	4	4	2	3	17
35	4	5	5	1	4	19
36	2	5	5	3	4	19
37	4	5	5	2	3	19
38	3	5	4	3	1	16
39	4	4	4	3	1	16
40	3	5	5	4	1	18
41	4	5	4	4	5	22
42	5	5	5	4	1	20



43	3	5	5	3	3	19
44	5	3	5	4	4	21
45	5	5	4	5	4	23
46	4	4	4	4	4	20
47	4	4	4	4	4	20
48	4	4	5	4	5	22
49	5	3	5	3	5	21
50	5	5	5	5	3	23
51	4	4	3	2	3	16
52	4	3	2	3	4	16
53	2	4	4	3	4	17
54	4	3	4	2	3	16
55	5	4	4	4	4	21
56	5	4	4	4	5	22
57	4	4	4	4	4	20
58	4	3	4	4	4	19
59	4	2	2	2	2	12
60	4	2	2	2	3	13
61	4	3	4	4	4	19
62	4	2	4	4	4	18
63	4	2	4	4	4	18
64	4	3	3	3	4	17
65	4	2	2	2	4	14
66	4	2	2	3	4	15
67	4	3	2	2	4	15
68	3	3	3	4	3	16
69	5	4	4	4	5	22
70	5	4	4	4	5	22
71	5	4	4	3	5	21
72	5	4	5	5	5	24
73	5	3	3	4	5	20
74	5	3	3	3	4	18
75	5	3	3	4	5	20
76	5	3	4	3	4	19
77	5	3	4	3	5	20
78	4	4	4	5	5	22
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80	5	3	3	3	5	19
81	5	4	4	4	5	22
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84	4	3	4	4	4	19
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86	4	3	3	3	4	17
87	3	2	2	2	3	12
88	4	4	2	3	3	16
89	4	4	4	3	4	19
90	4	3	4	3	3	17
91	4	4	4	4	3	19

<b>92</b>	5	5	4	3	4	21
<b>93</b>	5	4	4	5	4	22
<b>94</b>	5	4	4	4	3	20
<b>95</b>	5	5	5	5	4	24
<b>96</b>	5	3	5	5	5	23
<b>97</b>	5	3	4	4	4	20
<b>98</b>	4	4	4	4	4	20
<b>99</b>	3	4	4	4	3	18
<b>100</b>	3	3	3	4	3	16

## Kemudahan Penggunaan (X2)

NO	KP1	KP2	KP3	KP4	KP5	TOTAL KP
1	3	3	3	3	3	15
2	3	3	4	2	4	16
3	2	2	3	3	3	13
4	3	3	4	3	3	16
5	5	5	4	4	5	23
6	3	3	3	3	2	14
7	2	2	3	3	2	12
8	2	2	4	4	2	14
9	2	2	2	2	2	10
10	4	4	2	2	4	16
11	5	5	5	5	3	23
12	5	5	5	4	4	23
13	4	4	3	3	4	18
14	4	3	3	4	3	17
15	4	4	4	4	4	20
16	5	3	4	3	4	19
17	5	3	3	5	3	19
18	4	3	1	2	1	11
19	4	2	2	1	1	10
20	2	2	3	3	1	11
21	4	3	2	2	2	13
22	3	4	2	3	1	13
23	4	2	2	3	3	14
24	3	4	4	4	4	19
25	4	4	5	4	4	21
26	5	5	5	4	4	23
27	3	3	3	3	4	16
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29	5	5	5	5	5	25
30	4	3	4	4	3	18
31	5	5	5	5	3	23
32	5	5	5	4	4	23
33	4	4	3	3	4	18
34	4	3	3	4	3	17
35	4	4	4	4	4	20
36	5	3	4	3	4	19
37	5	3	3	5	3	19
38	4	3	1	2	1	11
39	4	2	2	1	1	10
40	2	2	3	3	1	11
41	4	3	2	2	2	13
42	3	4	2	3	1	13
43	4	2	2	3	3	14
44	3	4	4	4	4	19
45	4	4	5	4	4	21
46	5	5	5	4	4	23

47	3	3	3	3	4	16
48	5	4	4	4	5	22
49	5	5	5	5	5	25
50	4	3	4	4	3	18
51	4	3	3	4	3	17
52	4	4	4	4	4	20
53	5	3	4	3	4	19
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56	4	4	4	5	5	22
57	3	4	5	4	4	20
58	3	4	4	4	4	19
59	5	4	4	4	4	21
60	3	4	4	4	4	19
61	1	4	4	4	3	16
62	2	2	2	4	2	12
63	2	2	2	4	2	12
64	3	4	4	4	4	19
65	3	2	4	4	3	16
66	2	2	3	4	3	14
67	3	3	4	4	3	17
68	3	3	4	3	4	17
69	4	5	5	5	5	24
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83	3	3	4	3	4	17
84	4	5	5	5	5	24
85	1	2	2	4	2	11
86	3	4	4	4	4	19
87	3	2	4	4	3	16
88	5	4	4	4	5	22
89	5	5	5	5	5	25
90	4	3	4	4	3	18
91	5	5	5	5	3	23
92	5	5	5	4	4	23
93	4	4	3	3	4	18
94	4	3	3	4	3	17
95	4	4	4	4	4	20

<b>96</b>	5	3	4	3	4	19
<b>97</b>	5	3	3	5	3	19
<b>98</b>	5	4	4	4	5	22
<b>99</b>	5	5	5	5	5	25
<b>100</b>	4	3	4	4	3	18

*Electronic Word Of Mouth (X3)*

<b>NO</b>	<b>EWOM1</b>	<b>EWOM2</b>	<b>EWOM3</b>	<b>EWOM4</b>	<b>EWOM5</b>	<b>TOTAL EWOM</b>
1	4	5	3	3	3	18
2	3	3	3	5	5	19
3	3	4	3	3	3	16
4	3	5	4	3	3	18
5	4	4	5	4	4	21
6	3	3	3	4	3	16
7	4	4	4	4	4	20
8	5	5	5	4	4	23
9	3	4	2	3	4	16
10	2	3	3	3	4	15
11	4	4	4	5	4	21
12	3	3	3	4	3	16
13	3	3	3	5	3	17
14	4	4	4	3	4	19
15	3	3	3	4	3	16
16	5	5	5	5	5	25
17	2	3	2	4	4	15
18	3	3	3	3	3	15
19	4	4	4	5	4	21
20	4	4	4	4	4	20
21	4	4	4	3	4	19
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23	4	4	4	3	4	19
24	3	3	3	4	3	16
25	5	5	5	4	5	24
26	3	3	4	3	3	16
27	3	3	3	4	3	16
28	4	4	4	5	4	21
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30	3	4	2	3	4	16
31	2	3	2	2	4	13
32	4	4	4	5	4	21
33	5	5	5	3	4	22
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35	2	4	2	4	4	16
36	5	4	5	5	5	24
37	4	3	3	5	3	18
38	3	4	4	5	4	20
39	5	4	4	4	4	21
40	4	3	4	4	4	19
41	2	4	4	4	4	18
42	3	3	3	4	4	17
43	5	2	2	2	2	13
44	5	2	2	2	2	13
45	2	3	3	4	4	16

46	4	2	2	4	4	16
47	4	2	2	4	4	16
48	3	3	3	3	3	15
49	2	3	2	2	2	11
50	2	2	2	2	3	11
51	4	4	3	2	2	15
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59	4	3	3	3	4	17
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62	4	3	4	4	5	20
63	3	3	3	3	4	16
64	3	4	3	3	3	16
65	3	4	4	4	4	19
66	4	3	4	3	3	17
67	3	3	3	3	4	16
68	4	3	4	4	4	19
69	4	2	2	4	4	16
70	3	3	3	3	3	15
71	2	3	2	2	2	11
72	4	2	2	4	4	16
73	3	3	3	3	3	15
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78	3	2	2	2	2	11
79	4	3	1	1	2	11
80	2	3	3	3	2	13
81	4	4	4	4	4	20
82	4	4	4	4	5	21
83	5	4	4	4	5	22
84	3	3	4	4	3	17
85	4	4	5	5	4	22
86	5	5	5	5	5	25
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90	3	4	3	3	4	17
91	5	5	3	3	5	21
92	5	4	4	4	5	22
93	4	3	4	4	3	18
94	3	4	3	3	3	16

<b>95</b>	4	4	4	4	4	20
<b>96</b>	3	3	4	4	4	18
<b>97</b>	3	5	3	3	3	17
<b>98</b>	4	4	5	5	4	22
<b>99</b>	5	5	5	5	5	25
<b>100</b>	3	4	3	3	4	17





### Minat Beli Online (Y)

NO	MBO1	MBO2	MBO3	MBO4	MBO5	TOTAL MBO
1	4	4	4	4	4	20
2	4	4	4	3	4	19
3	3	3	4	3	3	16
4	4	4	4	3	4	19
5	3	3	3	4	3	16
6	4	3	2	3	2	14
7	4	2	2	4	3	15
8	3	2	2	4	4	15
9	4	2	4	4	4	18
10	5	4	5	4	5	23
11	5	5	5	4	4	23
12	5	5	4	4	5	23
13	5	4	3	4	4	20
14	3	3	4	4	4	18
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16	5	3	3	5	5	21
17	5	3	3	5	5	21
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43	5	4	2	2	4	17
44	3	3	4	4	4	18
45	5	4	4	5	5	23
46	5	3	5	5	5	23

47	5	3	3	3	5	19
48	5	3	4	4	5	21
49	5	2	5	5	4	21
50	4	2	3	4	5	18
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87	3	4	3	4	2	16
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89	4	5	5	5	4	23
90	4	3	3	4	2	16
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92	3	2	5	5	4	19
93	4	2	4	3	4	17
94	5	4	3	3	5	20
95	5	5	4	4	4	22

<b>96</b>	5	5	3	4	5	22
<b>97</b>	5	4	3	3	4	19
<b>98</b>	3	3	4	4	4	18
<b>99</b>	5	4	5	5	5	24
<b>100</b>	3	2	3	4	4	16



### Lampiran 3 Hasil Jawaban Responden Berdasarkan Jenis Kelamin

JENIS KELAMIN				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	32	32,0	32,0
	PEREMPUAN	68	68,0	100,0
	Total	100	100,0	100,0

### Lampiran 4 Hasil Jawaban Responden Berdasarkan Usia

USIA				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-25 TAHUN	71	71,0	71,0
	26-33 TAHUN	26	26,0	97,0
	33-41 TAHUN	3	3,0	100,0
	Total	100	100,0	100,0

### Lampiran 5 Hasil Jawaban Responden Berdasarkan Pekerjaan

PEKERJAAN				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PELAJAR/MAHASISWA	66	66,0	66,0
	PNS	16	16,0	82,0
	PEGAWAI SWASTA	13	13,0	95,0
	WIRUSAHA	5	5,0	100,0
	Total	100	100,0	100,0

## Lampiran 6 Deskripsi Jawaban Responden dari Variabel

### Kepercayaan

KEP1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5,0	5,0	5,0
3	11	11,0	11,0	16,0
Valid 4	44	44,0	44,0	60,0
5	40	40,0	40,0	100,0
Total	100	100,0	100,0	

KEP2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8,0	8,0	8,0
3	28	28,0	28,0	36,0
Valid 4	36	36,0	36,0	72,0
5	28	28,0	28,0	100,0
Total	100	100,0	100,0	

KEP3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4,0	4,0	4,0
2	16	16,0	16,0	20,0
Valid 3	24	24,0	24,0	44,0
4	43	43,0	43,0	87,0
5	13	13,0	13,0	100,0
Total	100	100,0	100,0	

**KEP4**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	13	13,0	13,0	14,0
3	30	30,0	30,0	44,0
4	44	44,0	44,0	88,0
5	12	12,0	12,0	100,0
Total	100	100,0	100,0	

**KEP5**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	8	8,0	8,0	8,0
2	6	6,0	6,0	14,0
3	25	25,0	25,0	39,0
4	44	44,0	44,0	83,0
5	17	17,0	17,0	100,0
Total	100	100,0	100,0	

**Kemudahan Pengguna****KP1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	10	10,0	10,0	12,0
3	22	22,0	22,0	34,0
4	40	40,0	40,0	74,0
5	26	26,0	26,0	100,0
Total	100	100,0	100,0	



**KP2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	16	16,0	16,0	16,0
3	34	34,0	34,0	50,0
Valid 4	35	35,0	35,0	85,0
5	15	15,0	15,0	100,0
Total	100	100,0	100,0	

**KP3**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	13	13,0	13,0	15,0
Valid 3	20	20,0	20,0	35,0
4	38	38,0	38,0	73,0
5	27	27,0	27,0	100,0
Total	100	100,0	100,0	

**KP4**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	7	7,0	7,0	9,0
Valid 3	22	22,0	22,0	31,0
4	43	43,0	43,0	74,0
5	26	26,0	26,0	100,0
Total	100	100,0	100,0	

**KP5**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	8	8,0	8,0	8,0
2	9	9,0	9,0	17,0
Valid 3	25	25,0	25,0	42,0
4	38	38,0	38,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

## E-Wom

**EWOM1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	14	14,0	14,0	14,0
3	35	35,0	35,0	49,0
Valid 4	33	33,0	33,0	82,0
5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

**EWOM2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	9	9,0	9,0	10,0
Valid 3	42	42,0	42,0	52,0
4	35	35,0	35,0	87,0
5	13	13,0	13,0	100,0
Total	100	100,0	100,0	

**EWOM3**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4,0	4,0	4,0
2	17	17,0	17,0	21,0
Valid 3	34	34,0	34,0	55,0
4	32	32,0	32,0	87,0
5	13	13,0	13,0	100,0
Total	100	100,0	100,0	

**EWOM4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4,0	4,0	4,0
2	11	11,0	11,0	15,0
3	30	30,0	30,0	45,0
4	37	37,0	37,0	82,0
5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

**EWOM5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	10	10,0	10,0	11,0
3	29	29,0	29,0	40,0
4	46	46,0	46,0	86,0
5	14	14,0	14,0	100,0
Total	100	100,0	100,0	

**MBO1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	19	19,0	19,0	19,0
4	27	27,0	27,0	46,0
5	54	54,0	54,0	100,0
Total	100	100,0	100,0	

## Minat Beli Online

**MBO1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	20	20,0	20,0	20,0
4	28	28,0	28,0	48,0
5	52	52,0	52,0	100,0
Total	100	100,0	100,0	

**MBO2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	21	21,0	21,0	21,0
3	29	29,0	29,0	50,0
4	31	31,0	31,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

**MBO3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	16	16,0	16,0	16,0
3	34	34,0	34,0	50,0
4	32	32,0	32,0	82,0
5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

**MBO4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3,0	3,0	3,0
2	12	12,0	12,0	15,0
3	21	21,0	21,0	36,0
4	37	37,0	37,0	73,0
5	27	27,0	27,0	100,0
Total	100	100,0	100,0	

**MBO5**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	10	10,0	10,0	17,0
Valid 4	47	47,0	47,0	64,0
5	36	36,0	36,0	100,0
Total	100	100,0	100,0	

**Lampiran 7 Hasil Uji Validitas**

**Variabel Kepercayaan (X1)**

**Correlations**

		KEP1	KEP2	KEP3	KEP4	KEP5	TOTAL KEPERCAYA AN
KEP1	Pearson Correlation	1	,079	,093	,616**	,055	,633**
	Sig. (2-tailed)		,677	,625	,000	,772	,000
	N	30	30	30	30	30	30
KEP2	Pearson Correlation	,079	1	,248	,286	-,073	,449*
	Sig. (2-tailed)	,677		,187	,125	,703	,013
	N	30	30	30	30	30	30
KEP3	Pearson Correlation	,093	,248	1	,070	,187	,567**
	Sig. (2-tailed)	,625	,187		,713	,323	,001
	N	30	30	30	30	30	30
KEP4	Pearson Correlation	,616**	,286	,070	1	,090	,685**
	Sig. (2-tailed)	,000	,125	,713		,638	,000
	N	30	30	30	30	30	30
KEP5	Pearson Correlation	,055	-,073	,187	,090	1	,526**
	Sig. (2-tailed)	,772	,703	,323	,638		,003
	N	30	30	30	30	30	30
TOTAL KEPERCAYAAN	Pearson Correlation	,633**	,449*	,567**	,685**	,526**	1
	Sig. (2-tailed)	,000	,013	,001	,000	,003	
	N	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).

## Variabel Kemudahan Penggunaan (X2)

### Correlations

		KP1	KP2	KP3	KP4	KP5	TOTAL KEMUDAHAN PENGUNA
KP1	Pearson Correlation	1	,655**	,380*	,386*	,568**	,731**
	Sig. (2-tailed)		,000	,039	,035	,001	,000
	N	30	30	30	30	30	30
KP2	Pearson Correlation	,655**	1	,640**	,587**	,591**	,857**
	Sig. (2-tailed)	,000		,000	,001	,001	,000
	N	30	30	30	30	30	30
KP3	Pearson Correlation	,380*	,640**	1	,786**	,566**	,844**
	Sig. (2-tailed)	,039	,000		,000	,001	,000
	N	30	30	30	30	30	30
KP4	Pearson Correlation	,386*	,587**	,786**	1	,430*	,789**
	Sig. (2-tailed)	,035	,001	,000		,018	,000
	N	30	30	30	30	30	30
KP5	Pearson Correlation	,568**	,591**	,566**	,430*	1	,799**
	Sig. (2-tailed)	,001	,001	,001	,018		,000
	N	30	30	30	30	30	30
TOTAL KEMUDAHAN PENGUNA	Pearson Correlation	,731**	,857**	,844**	,789**	,799**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	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).

**Variabel *Electronic Word Of Mouth* (X3)**

**Correlations**

		EWOM1	EWOM2	EWOM3	EWOM4	EWOM5	TOTAL ELECTRONIC WORD OF MOUTH
EWOM1	Pearson Correlation	1	,824**	,852**	,349	,720**	,948**
	Sig. (2-tailed)		,000	,000	,059	,000	,000
	N	30	30	30	30	30	30
EWOM2	Pearson Correlation	,824**	1	,696**	,175	,765**	,861**
	Sig. (2-tailed)	,000		,000	,354	,000	,000
	N	30	30	30	30	30	30
EWOM3	Pearson Correlation	,852**	,696**	1	,213	,538**	,846**
	Sig. (2-tailed)	,000	,000		,259	,002	,000
	N	30	30	30	30	30	30
EWOM4	Pearson Correlation	,349	,175	,213	1	,249	,510**
	Sig. (2-tailed)	,059	,354	,259		,185	,004
	N	30	30	30	30	30	30
EWOM5	Pearson Correlation	,720**	,765**	,538**	,249	1	,801**
	Sig. (2-tailed)	,000	,000	,002	,185		,000
	N	30	30	30	30	30	30
TOTAL ELECTRONIC WORD OF MOUTH	Pearson Correlation	,948**	,861**	,846**	,510**	,801**	1
	Sig. (2-tailed)	,000	,000	,000	,004	,000	
	N	30	30	30	30	30	30

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

## Variabel Minat Beli Online (Y)

### Correlations

		MBO1	MBO2	MBO3	MBO4	MBO5	TOTAL MINAT BELI ONLINE
MBO1	Pearson Correlation	1	,043	-,104	,082	,666**	,537**
	Sig. (2-tailed)		,822	,584	,667	,000	,002
	N	30	30	30	30	30	30
MBO2	Pearson Correlation	,043	1	,624**	,000	-,095	,659**
	Sig. (2-tailed)	,822		,000	1,000	,619	,000
	N	30	30	30	30	30	30
MBO3	Pearson Correlation	-,104	,624**	1	-,041	,006	,638**
	Sig. (2-tailed)	,584	,000		,831	,973	,000
	N	30	30	30	30	30	30
MBO4	Pearson Correlation	,082	,000	-,041	1	,385*	,364*
	Sig. (2-tailed)	,667	1,000	,831		,036	,048
	N	30	30	30	30	30	30
MBO5	Pearson Correlation	,666**	-,095	,006	,385*	1	,605**
	Sig. (2-tailed)	,000	,619	,973	,036		,000
	N	30	30	30	30	30	30
TOTAL MINAT BELI ONLINE	Pearson Correlation	,537**	,659**	,638**	,364*	,605**	1
	Sig. (2-tailed)	,002	,000	,000	,048	,000	
	N	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).





## Lampiran 8 Hasil Uji Reliabilitas

### Kepercayaan (X1)

#### Reliability Statistics

Cronbach's Alpha	N of Items
,475	5

### Kemudahan Penggunaan (X2)

#### Reliability Statistics

Cronbach's Alpha	N of Items
,862	5

### *Electronic Word Of Mouth (X3)*

#### Reliability Statistics

Cronbach's Alpha	N of Items
,848	5

### Minat Beli Online (Y)

#### Reliability Statistics

Cronbach's Alpha	N of Items
,715	5

## Lampiran 9 Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		TOTAL KEPERCAYAA N	TOTAL KEMUDAHAN PENGGUNA	TOTAL EWOM	TOTAL MINAT BELI ONLINE
N		100	100	100	100
Normal Parameters <sup>a,b</sup>	Mean	18,57	18,39	17,54	19,17
	Std. Deviation	2,602	4,045	3,794	2,633
Most Extreme Differences	Absolute	,099	,120	,112	,114
	Positive	,088	,071	,098	,096
	Negative	-,099	-,120	-,112	-,114
Kolmogorov-Smirnov Z		,987	1,199	1,116	1,143
Asymp. Sig. (2-tailed)		,285	,113	,166	,147

a. Test distribution is Normal.

b. Calculated from data.

## Lampiran 10 Hasil Uji Linieritas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			92,036	12	7,670	1,123	,352
TOTAL MINAT BELI ONLINE * TOTAL KEPERCAYAAN	Between Groups	Linearity	50,115	1	50,115	7,339	,008
		Deviation from Linearity	41,921	11	3,811	,558	,857
	Within Groups		594,074	87	6,828		
Total			686,110	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			169,717	15	11,314	1,840	,042
TOTAL MINAT BELI ONLINE * TOTAL KEMUDAHAN PENGGUNA	Between Groups	Linearity	68,200	1	68,200	11,094	,001
		Deviation from Linearity	101,517	14	7,251	1,180	,306
	Within Groups		516,393	84	6,148		
Total			686,110	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
	(Combined)		163,619	16	10,226	1,624	,080
TOTAL MINAT BELI ONLINE * TOTAL EWOM	Between Groups	Linearity	15,753	1	15,753	2,502	,117
		Deviation from Linearity	147,865	15	9,858	1,566	,102
	Within Groups		522,491	83	6,295		
	Total		686,110	99			

Lampiran 11 Hasil Uji Homogenitas

		Sum of Squares	df	Mean Square	F	Sig.
TOTAL KEPERCAYAAN	Between Groups	90,650	11	8,241	1,251	,267
	Within Groups	579,860	88	6,589		
	Total	670,510	99			
TOTAL KEMUDAHAN PENGGUNA	Between Groups	238,916	11	21,720	1,384	,195
	Within Groups	1380,874	88	15,692		
	Total	1619,790	99			
TOTAL EWOM	Between Groups	195,582	11	17,780	1,273	,253
	Within Groups	1229,258	88	13,969		
	Total	1424,840	99			

Lampiran 12 Hasil Uji Multikolinieritas

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9,927	2,320				
	TOTAL KEPERCAYAAN	,210	,103	,208	2,043	,044	,844
	TOTAL KEMUDAHAN PENGGUNA	,161	,065	,248	2,465	,015	,862
	TOTAL EWOM	,136	,066	,195	2,069	,041	,977

a. Dependent Variable: TOTAL MINAT BELI ONLINE

### Lampiran 13 Hasil Uji Heteroskedasitas

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,617	1,323		1,979	,051
1 TOTAL KEPERCAYAAN	-,047	,059	-,088	-,806	,422
TOTAL KEMUDAHAN PENGGUNA	-,019	,037	-,057	-,521	,604
TOTAL EWOM	,033	,037	,089	,874	,384

a. Dependent Variable: RES2

### Lampiran 13 Hasil Uji Autokorelasi

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,405 <sup>a</sup>	,164	,138	2,445	1,293

a. Predictors: (Constant), TOTAL EWOM, TOTAL KEMUDAHAN PENGGUNA, TOTAL KEPERCAYAAN

b. Dependent Variable: TOTAL MINAT BELI ONLINE

### Lampiran 14 Regresi Linier Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,405 <sup>a</sup>	,164	,138	2,445

a. Predictors: (Constant), TOTAL EWOM, TOTAL KEMUDAHAN PENGGUNA, TOTAL KEPERCAYAAN

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	112,406	3	37,469	6,270	,001 <sup>b</sup>
	Residual	573,704	96	5,976		
	Total	686,110	99			

a. Dependent Variable: TOTAL MINAT BELI ONLINE

b. Predictors: (Constant), TOTAL EWOM, TOTAL KEMUDAHAN  
PENGGUNA, TOTALKEPERCAYAAN

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,927	2,320		4,279	,000
	TOTAL KEPERCAYAAN	,210	,103	,208	2,043	,044
	TOTAL KEMUDAHAN PENGGUNA	,161	,065	,248	2,465	,015
	TOTAL EWOM	,136	,066	,195	2,069	,041

a. Dependent Variable: TOTAL MINAT BELI ONLINE