

Lampiran 1

ANGKET PENELITIAN (KUISONER)



INSTITUT INFORMATIKA DAN BISNIS DARMAJAYA

FAKULTAS EKONOMI DAN BISNIS

Jalan Zainal Abidin Pagar Alam No.93 Lampung 35142

KUISONER

PERILAKU KONSUMEN BELANJA ONLINE DI SHOPEE

IDENTITAS PENELITI

Nama : Sulastri Enda Yunita
Tempat, tanggal lahir : Kedondong, 28 April 1998
Jenis Kelamin : Perempuan
Agama : Islam
Alamat rumah : Jl. Nawawi Glr Dlm Gg. Sahim Sukajay
Rajabasa Jaya
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Lampiran 2

Hasil Jawaban Responden

1. Jawaban Kuisisioner Kemudahan Penggunaan (X1)

No	KP1	KP2	KP3	KP4	KP5	KP6	Total KP7
1	3	4	2	3	3	4	19
2	2	3	3	2	2	3	15
3	4	3	4	4	4	3	22
4	4	4	3	3	4	4	22
5	1	3	2	3	5	3	17
6	3	3	3	3	3	3	18
7	3	2	2	3	3	2	15
8	3	3	4	3	3	3	19
9	5	3	3	2	1	3	17
10	3	5	5	3	3	5	24
11	2	5	5	3	2	5	22
12	1	2	2	4	1	2	12
13	3	4	3	4	3	4	21
14	3	2	3	3	3	2	16
15	3	3	4	4	3	3	20
16	3	2	3	4	3	2	17
17	2	3	3	2	2	3	15
18	3	4	4	4	3	4	22
19	4	4	5	4	4	4	25
20	3	3	3	3	3	3	18
21	3	2	3	3	3	2	16

22	2	2	3	1	2	2	12
23	3	3	4	4	3	3	20
24	3	4	4	3	3	4	21
25	4	3	3	3	4	3	20
26	4	4	4	4	4	4	24
27	3	4	3	3	3	4	20
28	3	3	4	4	3	3	20
29	4	4	4	4	4	4	24
30	3	3	4	5	3	3	21
31	4	4	5	5	4	5	27
32	5	3	5	4	5	5	27
33	4	5	3	5	3	4	24
34	3	4	4	5	4	3	23
35	4	3	4	4	3	4	22
36	4	5	5	5	5	3	27
37	3	4	3	3	3	4	20
38	4	4	5	4	4	5	26
39	3	5	4	5	3	4	24
40	4	5	5	3	3	5	25
41	3	3	5	5	3	3	22
42	4	3	4	3	3	4	21
43	5	4	5	5	5	4	28
44	3	3	5	5	1	2	19
45	4	5	5	4	4	5	27

46	4	2	4	4	3	3	20
47	3	4	5	5	4	5	26
48	4	4	4	4	3	4	23
49	4	5	5	5	5	5	29
50	4	3	4	4	4	4	23
51	3	4	4	3	4	4	22
52	4	4	3	4	3	3	21
53	4	5	4	4	4	5	26
54	3	4	3	3	4	4	21
55	4	4	4	4	4	4	24
56	4	5	5	4	5	5	28
57	3	5	4	3	5	5	25
58	4	4	4	5	5	5	27
59	4	4	4	5	4	5	26
60	5	5	5	5	4	5	29
61	4	5	3	4	3	3	22
62	3	5	3	3	3	5	22
63	4	5	3	3	3	2	20
64	3	3	2	3	5	3	19
65	4	5	3	3	5	5	25
66	3	4	4	3	4	4	22
67	1	3	3	4	4	3	18
68	3	3	2	3	3	3	17
69	4	5	3	3	3	4	22

70	2	4	4	4	4	3	21
71	2	3	2	4	3	3	17
72	1	4	4	2	5	2	18
73	4	3	3	3	5	5	23
74	5	3	5	3	5	5	26
75	5	4	4	2	2	3	20
76	4	5	4	4	5	5	27
77	5	4	4	4	4	4	25
78	4	5	5	2	2	5	23
79	2	3	3	3	4	4	19
80	3	4	4	4	5	5	25
81	4	4	3	2	5	5	23
82	4	4	4	1	5	5	23
83	3	3	2	2	5	5	20
84	4	4	3	4	5	5	25
85	4	3	3	3	3	3	19
86	5	4	3	3	3	2	20
87	4	4	3	4	4	4	23
88	4	3	2	4	3	3	19
89	3	4	4	2	2	2	17
90	4	4	5	3	3	3	22
91	4	3	4	4	3	3	21
92	4	3	2	3	4	3	19
93	4	5	3	4	4	4	24

94	4	5	3	4	3	3	22
95	4	5	3	2	5	5	24
96	4	4	5	2	3	2	20
97	5	5	4	3	3	4	24
98	4	4	3	1	2	5	19
99	5	5	4	2	2	5	23
100	5	4	4	4	3	3	23

2. Jawaban Kuisisioner Manfaat (X2)

No	Mf1	Mf2	Mf3	Mf4	Mf5	Mf6	Total_Mf
1	4	5	3	3	3	4	22
2	3	3	2	2	2	3	15
3	3	4	4	4	4	3	22
4	4	3	3	3	4	4	21
5	3	2	3	3	1	3	15
6	3	3	3	3	3	3	18
7	2	2	3	3	3	2	15
8	3	4	3	3	3	3	19
9	3	3	2	2	5	3	18
10	5	5	3	3	3	5	24
11	5	5	3	3	2	5	23
12	2	2	4	4	1	2	15
13	4	3	4	4	3	4	22
14	2	3	3	3	3	2	16
15	3	4	4	4	3	3	21

16	2	3	4	4	3	2	18
17	3	3	2	2	2	3	15
18	4	4	4	4	3	4	23
19	4	5	4	4	4	4	25
20	3	3	3	3	3	3	18
21	2	3	3	3	3	2	16
22	2	3	1	1	2	2	11
23	3	4	4	4	3	3	21
24	4	4	3	3	3	4	21
25	3	3	3	3	4	3	19
26	4	4	4	4	4	4	24
27	4	3	3	3	3	4	20
28	3	4	4	4	3	3	21
29	4	4	4	4	4	4	24
30	3	4	5	5	3	3	23
31	5	3	3	5	3	4	23
32	5	2	2	5	2	3	19
33	4	4	4	4	4	3	23
34	3	3	3	3	4	4	20
35	4	3	2	4	5	3	21
36	3	3	4	3	3	3	19
37	4	3	3	4	3	2	19
38	5	3	3	5	3	3	22
39	4	2	4	4	1	3	18

40	5	3	4	5	3	5	25
41	3	3	2	3	2	5	18
42	4	4	2	4	1	2	17
43	4	4	3	4	3	4	22
44	2	3	2	2	3	2	14
45	5	4	4	5	3	3	24
46	3	4	1	3	3	2	16
47	5	2	3	5	2	3	20
48	4	4	3	4	3	4	22
49	5	4	4	5	4	4	26
50	4	3	2	4	3	3	19
51	4	3	3	4	3	2	19
52	3	1	3	3	2	2	14
53	5	4	4	5	3	3	24
54	4	3	3	4	3	4	21
55	4	3	3	4	4	3	21
56	5	4	4	5	4	4	26
57	5	3	4	5	3	4	24
58	5	4	3	5	3	3	23
59	5	4	3	5	4	4	25
60	5	5	4	5	3	3	25
61	3	4	3	3	4	3	20
62	5	3	3	3	4	3	21
63	2	3	4	3	3	3	18

64	3	4	3	2	3	4	19
65	5	4	4	3	5	3	24
66	4	3	4	4	3	5	23
67	3	4	5	3	3	3	21
68	3	3	4	2	3	4	19
69	4	3	3	3	4	4	21
70	3	4	5	4	3	2	21
71	3	4	4	2	3	3	19
72	2	3	5	4	4	4	22
73	5	4	3	3	3	3	21
74	5	5	4	5	3	3	25
75	3	3	4	4	4	5	23
76	5	5	5	4	5	5	29
77	4	3	5	4	4	4	24
78	5	5	5	5	5	5	30
79	4	3	2	3	3	3	18
80	5	5	4	4	3	4	25
81	5	5	4	3	3	4	24
82	5	5	4	4	4	4	26
83	5	5	3	2	3	3	21
84	5	5	5	3	3	4	25
85	3	2	4	3	4	3	19
86	2	4	5	3	4	4	22
87	4	3	5	3	4	4	23

88	3	4	3	2	2	3	17
89	2	3	2	4	1	4	16
90	3	2	5	5	3	4	22
91	3	3	4	4	4	3	21
92	3	2	4	2	3	3	17
93	4	3	4	3	4	5	23
94	3	5	3	3	4	5	23
95	5	5	4	3	5	5	27
96	2	3	3	5	5	4	22
97	4	3	4	4	3	5	23
98	5	2	3	3	4	5	22
99	5	2	4	4	4	4	23
100	3	4	4	4	5	5	25

3. Jawaban Kuisiner Sikap (Y)

No	Sikap1	Sikap2	Sikap3	Sikap4	Sikap5	Total Sikap
1	4	5	4	4	5	22
2	3	5	3	5	5	21
3	5	3	5	3	4	20
4	4	4	4	4	3	19
5	3	4	3	3	4	17
6	5	5	5	5	3	23
7	4	3	4	3	4	18
8	4	5	4	4	5	22

9	5	4	5	3	4	21
10	5	5	5	3	5	23
11	3	5	3	3	3	17
12	3	4	3	3	4	17
13	4	5	4	5	4	22
14	3	5	3	1	2	14
15	5	5	5	4	5	24
16	2	4	2	3	3	14
17	4	5	4	4	5	22
18	4	4	4	3	4	19
19	5	5	5	5	5	25
20	3	4	3	4	4	18
21	4	4	4	4	4	20
22	4	3	4	3	3	17
23	5	4	5	4	5	23
24	4	3	4	4	4	19
25	4	4	4	4	4	20
26	5	5	5	5	5	25
27	5	4	5	5	5	24
28	4	4	4	5	5	22
29	4	4	4	4	5	21
30	5	5	5	4	5	24
31	4	4	5	5	4	22
32	5	3	5	4	5	22

33	4	5	3	5	3	20
34	3	4	4	5	4	20
35	4	3	4	4	3	18
36	4	5	5	5	5	24
37	3	4	3	3	3	16
38	4	4	5	4	4	21
39	3	5	4	5	3	20
40	4	5	5	3	3	20
41	3	3	5	5	3	19
42	4	3	4	3	3	17
43	5	4	5	5	5	24
44	3	3	5	5	1	17
45	4	5	5	4	4	22
46	4	2	4	4	3	17
47	3	4	5	5	4	21
48	4	4	4	4	3	19
49	4	5	5	5	5	24
50	4	3	4	4	4	19
51	3	4	4	3	4	18
52	4	4	3	4	3	18
53	4	5	4	4	4	21
54	3	4	3	3	4	17
55	4	4	4	4	4	20
56	4	5	5	4	5	23

57	3	5	4	3	5	20
58	4	4	4	5	5	22
59	4	4	4	5	4	21
60	5	5	5	5	4	24
61	3	3	3	4	5	18
62	3	3	4	3	5	18
63	4	3	3	4	5	19
64	2	4	2	3	3	14
65	4	3	3	4	5	19
66	5	5	4	3	4	21
67	3	3	3	1	3	13
68	4	4	3	3	3	17
69	3	4	4	4	5	20
70	3	2	3	2	4	14
71	4	3	3	2	3	15
72	4	2	3	1	4	14
73	5	3	3	4	3	18
74	4	3	5	5	3	20
75	4	4	4	5	4	21
76	5	4	4	4	5	22
77	4	5	5	5	4	23
78	4	4	5	4	5	22
79	4	3	4	2	3	16
80	4	5	3	3	4	19

81	3	4	4	4	4	19
82	4	5	5	4	4	22
83	3	3	5	3	3	17
84	4	4	5	4	4	21
85	4	4	4	4	3	19
86	4	5	5	5	4	23
87	3	5	4	4	4	20
88	4	5	5	4	3	21
89	3	2	4	3	4	16
90	4	4	5	4	4	21
91	4	4	5	4	3	20
92	4	4	3	4	3	18
93	3	3	3	4	5	18
94	3	5	5	4	5	22
95	5	4	4	4	5	22
96	3	5	5	4	4	21
97	4	4	4	5	5	22
98	3	3	5	4	4	19
99	2	4	5	5	5	21
100	3	4	5	5	4	21

4. Jawaban Kuesioner Niat Beli (Z)

No	NB1	NB2	NB3	Total NB
1	3	4	4	11
2	2	4	3	9
3	4	2	4	10
4	3	3	4	10
5	2	3	3	8
6	4	4	4	12
7	3	2	2	7
8	3	4	3	10
9	4	3	4	11
10	4	4	2	10
11	2	4	4	10
12	2	3	2	7
13	3	4	4	11
14	2	4	4	10
15	4	4	3	11
16	1	3	3	7
17	3	4	4	11
18	3	3	3	9
19	4	4	4	12
20	2	3	3	8
21	3	3	2	8
22	3	2	3	8
23	4	3	3	10

24	3	2	2	7
25	3	3	3	9
26	4	4	3	11
27	4	3	2	9
28	3	3	4	10
29	3	3	4	10
30	4	4	4	12
31	3	4	2	9
32	2	3	3	8
33	4	3	4	11
34	4	4	3	11
35	1	3	2	6
36	3	3	3	9
37	3	2	2	7
38	3	3	4	10
39	5	3	3	11
40	3	5	5	13
41	2	5	5	12
42	1	2	2	5
43	3	4	3	10
44	3	2	3	8
45	3	3	4	10
46	3	2	3	8
47	2	3	3	8

48	3	4	4	11
49	4	4	5	13
50	3	3	3	9
51	3	2	3	8
52	2	2	3	7
53	3	3	4	10
54	3	4	4	11
55	4	3	3	10
56	4	4	4	12
57	3	4	3	10
58	3	3	4	10
59	4	4	4	12
60	3	3	4	10
61	3	3	3	9
62	3	3	4	10
63	4	3	3	10
64	3	4	2	9
65	4	3	3	10
66	4	5	4	13
67	3	3	3	9
68	4	4	3	11
69	3	4	4	11
70	4	2	3	9
71	3	3	3	9

72	3	2	3	8
73	4	3	3	10
74	4	3	5	12
75	3	4	4	11
76	5	4	4	13
77	4	5	5	14
78	4	4	5	13
79	4	3	4	11
80	4	5	3	12
81	3	4	4	11
82	3	5	5	13
83	4	3	5	12
84	5	4	5	14
85	4	4	4	12
86	3	5	5	13
87	3	5	4	12
88	3	5	5	13
89	4	2	4	10
90	4	4	5	13
91	5	4	5	14
92	4	4	3	11
93	3	3	3	9
94	4	5	5	14
95	5	4	4	13

96	3	5	5	13
97	5	4	4	13
98	3	3	5	11
99	3	4	5	12
100	3	4	5	12

Lampiran 3

Karakteristik Responden

1. Responden Berdasarkan Jenis Kelamin

Jk

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	35	35.0	35.0	35.0
Perempuan	65	65.0	65.0	100.0
Total	100	100.0	100.0	

2. Responden Berdasarkan Usia

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 19 Tahun-22 Tahun	80	80.0	80.0	80.0
23 Tahun-26 Tahun	18	18.0	18.0	98.0
>38 Tahun	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Usia

3. Responden Berdasarkan Pekerjaan

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Belum Bekerja	2	2.0	2.0	2.0
Pegawai Swasta	7	7.0	7.0	9.0
Wiraswasta	6	6.0	6.0	15.0
Mahasiswa/Pelajar	77	77.0	77.0	92.0
Ibu Rumah Tangga	2	2.0	2.0	94.0
Lainnya	6	6.0	6.0	100.0
Total	100	100.0	100.0	

4. Responden Berdasarkan Mengunjungi Shopee

Mengunjungi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 Kali	10	10.0	10.0	10.0
2 Kali	17	17.0	17.0	27.0
3 Kali	15	15.0	15.0	42.0
>4 kali	58	58.0	58.0	100.0
Total	100	100.0	100.0	

Lampiran 4

Hasil Jawaban Responden

1. Jawaban Responden Kemudahan Penggunaan (X1)

KP1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1	4	4.0	4.0	4.0
2	7	7.0	7.0	11.0
3	33	33.0	33.0	44.0
4	45	45.0	45.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

KP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	31	31.0	31.0	38.0
	4	38	38.0	38.0	76.0
	5	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

KP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	10.0	10.0	10.0
	3	34	34.0	34.0	44.0
	4	36	36.0	36.0	80.0
	5	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

KP4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	12	12.0	12.0	15.0
	3	35	35.0	35.0	50.0
	4	36	36.0	36.0	86.0
	5	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

KP5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	9	9.0	9.0	12.0
	3	42	42.0	42.0	54.0
	4	26	26.0	26.0	80.0
	5	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

KP6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	12	12.0	12.0	12.0
3	32	32.0	32.0	44.0
4	27	27.0	27.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

2. Jawaban Responden Manfaat (X2)**Manfaat1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	12	12.0	12.0	12.0
3	32	32.0	32.0	44.0
4	27	27.0	27.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

Manfaat2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	11	11.0	11.0	12.0
3	42	42.0	42.0	54.0
4	31	31.0	31.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

Manfaat3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	11	11.0	11.0	13.0
3	37	37.0	37.0	50.0
4	39	39.0	39.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Manfaat4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	10	10.0	10.0	11.0
3	36	36.0	36.0	47.0
4	35	35.0	35.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Manfaat5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	5.0	5.0	5.0
2	9	9.0	9.0	14.0
3	51	51.0	51.0	65.0
4	27	27.0	27.0	92.0
5	8	8.0	8.0	100.0
Total	100	100.0	100.0	

Manfaat6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	13	13.0	13.0	13.0
3	40	40.0	40.0	53.0
4	33	33.0	33.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

3. Jawaban Responden Sikap (Y)

Sikap1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	29	29.0	29.0	32.0
	4	51	51.0	51.0	83.0
	5	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Sikap2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	22	22.0	22.0	26.0
	4	42	42.0	42.0	68.0
	5	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

Sikap3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	22	22.0	22.0	24.0
	4	38	38.0	38.0	62.0
	5	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

Sikap4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	3	3.0	3.0	6.0
	3	23	23.0	23.0	29.0
	4	44	44.0	44.0	73.0
	5	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Sikap5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
3	27	27.0	27.0	29.0
4	39	39.0	39.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

Lampiran 5

Hasil Uji Validitas

1. Hasil Uji Validitas Kemudahan Penggunaan (X1)

Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	Total_KP
KP1	Pearson Correlation	1	.231	.324	.191	.273	.231	.565**
	Sig. (2-tailed)		.220	.081	.311	.145	.220	.001
	N	30	30	30	30	30	30	30
KP2	Pearson Correlation	.231	1	.573**	.152	.231	1.000**	.797**
	Sig. (2-tailed)	.220		.001	.422	.220	.000	.000
	N	30	30	30	30	30	30	30
KP3	Pearson Correlation	.324	.573**	1	.331	.139	.573**	.733**
	Sig. (2-tailed)	.081	.001		.074	.464	.001	.000
	N	30	30	30	30	30	30	30
KP4	Pearson Correlation	.191	.152	.331	1	.383	.152	.546**
	Sig. (2-tailed)	.311	.422	.074		.037	.422	.002
	N	30	30	30	30	30	30	30
KP5	Pearson Correlation	.273	.231	.139	.383	1	.231	.565**
	Sig. (2-tailed)	.145	.220	.464	.037		.220	.001
	N	30	30	30	30	30	30	30
KP6	Pearson Correlation	.231	1.000**	.573**	.152	.231	1	.797**
	Sig. (2-tailed)	.220	.000	.001	.422	.220		.000
	N	30	30	30	30	30	30	30
Total_KP	Pearson Correlation	.565**	.797**	.733**	.546**	.565**	.797**	1
	Sig. (2-tailed)	.001	.000	.000	.002	.001	.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).

2. Hasil Uji Validitas Manfaat (X2)

Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	Total_KP
KP1	Pearson Correlation	1	.231	.324	.191	.273	.231	.565**
	Sig. (2-tailed)		.220	.081	.311	.145	.220	.001
	N	30	30	30	30	30	30	30
KP2	Pearson Correlation	.231	1	.573**	.152	.231	1.000**	.797**
	Sig. (2-tailed)	.220		.001	.422	.220	.000	.000
	N	30	30	30	30	30	30	30
KP3	Pearson Correlation	.324	.573**	1	.331	.139	.573**	.733**
	Sig. (2-tailed)	.081	.001		.074	.464	.001	.000
	N	30	30	30	30	30	30	30
KP4	Pearson Correlation	.191	.152	.331	1	.383*	.152	.546**
	Sig. (2-tailed)	.311	.422	.074		.037	.422	.002
	N	30	30	30	30	30	30	30
KP5	Pearson Correlation	.273	.231	.139	.383*	1	.231	.565**
	Sig. (2-tailed)	.145	.220	.464	.037		.220	.001
	N	30	30	30	30	30	30	30
KP6	Pearson Correlation	.231	1.000**	.573**	.152	.231	1	.797**
	Sig. (2-tailed)	.220	.000	.001	.422	.220		.000
	N	30	30	30	30	30	30	30
Total_KP	Pearson Correlation	.565**	.797**	.733**	.546**	.565**	.797**	1
	Sig. (2-tailed)	.001	.000	.000	.002	.001	.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).

3. Hasil Uji Validitas Sikap (Y)

Correlations

		Sikap1	Sikap2	Sikap3	Sikap4	Sikap5	Total_Sikap
Sikap1	Pearson Correlation	1	.083	1.000**	.378*	.472**	.821**
	Sig. (2-tailed)		.663	.000	.039	.008	.000
	N	30	30	30	30	30	30
Sikap2	Pearson Correlation	.083	1	.083	.255	.244	.427*
	Sig. (2-tailed)	.663		.663	.174	.195	.019
	N	30	30	30	30	30	30
Sikap3	Pearson Correlation	1.000**	.083	1	.378*	.472**	.821**
	Sig. (2-tailed)	.000	.663		.039	.008	.000
	N	30	30	30	30	30	30
Sikap4	Pearson Correlation	.378*	.255	.378*	1	.581**	.740**
	Sig. (2-tailed)	.039	.174	.039		.001	.000
	N	30	30	30	30	30	30
Sikap5	Pearson Correlation	.472**	.244	.472**	.581**	1	.778**
	Sig. (2-tailed)	.008	.195	.008	.001		.000
	N	30	30	30	30	30	30
Total_Sikap	Pearson Correlation	.821**	.427*	.821**	.740**	.778**	1
	Sig. (2-tailed)	.000	.019	.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).

4. Hasil Uji Validitas Niat Beli (Z)

Correlations

		NB1	NB2	NB3	Total_NB
NB1	Pearson Correlation	1	.083	.083	.615**
	Sig. (2-tailed)		.663	.665	.000
	N	30	30	30	30
NB2	Pearson Correlation	.083	1	.374*	.687**
	Sig. (2-tailed)	.663		.042	.000
	N	30	30	30	30
NB3	Pearson Correlation	.083	.374*	1	.715**
	Sig. (2-tailed)	.665	.042		.000
	N	30	30	30	30
Total_NB	Pearson Correlation	.615**	.687**	.715**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	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 6

Hasil Uji Reliabilitas

1. Hasil Uji Reliabilitas Kemudahan Penggunaan (X1)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.751	6

2. Hasil Uji Reliabilitas Manfaat (X2)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.786	6

3. Hasil Uji Reliabilitas Sikap (Y)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.773	5

4. Hasil Uji Reliabilitas Niat Beli (Z)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.383	3

Lampiran 7

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		KP	Manfaat	Sikap	NB
N		100	100	100	100
Normal Parameters ^{a,b}	Mean	21.67	20.98	19.85	10.36
	Std. Deviation	3.579	3.444	2.721	1.952
Most Extreme Differences	Absolute	.077	.122	.114	.117
	Positive	.060	.062	.065	.103
	Negative	-.077	-.122	-.114	-.117
Kolmogorov-Smirnov Z		.767	1.223	1.137	1.168
Asymp. Sig. (2-tailed)		.598	.100	.150	.130

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 8

Hasil Uji Linearitas

1. Kemudahan Penggunaan Terhadap Sikap

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Sikap * Kemudahan penggunaan	Between Groups	(Combined)	287.562	15	19.171	3.617	.000
		Linearity	190.149	1	190.149	35.878	.000
		Deviation from Linearity	97.413	14	6.958	1.313	.217
	Within Groups		445.188	84	5.300		
Total			732.750	99			

2. Manfaat Terhadap Sikap

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Sikap * Manfaat	Between Groups	(Combined)	208.408	16	13.025	2.062	.018
		Linearity	156.550	1	156.550	24.781	.000
		Deviation from Linearity	51.858	15	3.457	.547	.906
	Within Groups	524.342	83	6.317			
Total			732.750	99			

3. Kemudahan Penggunaan Terhadap Niat Beli

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Niat Beli * Kemudahan penggunaan	Between Groups	(Combined)	84.450	15	5.630	1.616	.087
		Linearity	37.435	1	37.435	10.747	.002
		Deviation from Linearity	47.015	14	3.358	.964	.496
	Within Groups	292.590	84	3.483			
Total			377.040	99			

4. Manfaat Terhadap Niat Beli

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Niat Beli * Manfaat	Between Groups	(Combined)	147.553	16	9.222	3.335	.000
		Linearity	122.175	1	122.175	44.188	.000
		Deviation from Linearity	25.378	15	1.692	.612	.857
	Within Groups	229.487	83	2.765			
Total			377.040	99			

5. Sikap Terhadap Niat Beli

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Niat Beli * Sikap	Between Groups	(Combined)	129.903	12	10.825	3.811	.000
		Linearity	86.941	1	86.941	30.606	.000
		Deviation from Linearity	42.962	11	3.906	1.375	.199
Within Groups			247.137	87	2.841		
Total			377.040	99			

Lampiran 9

Hasil Analisis Jalur

1. Model Substruktur Pertama

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.526 ^a	.277	.262	2.338

a. Predictors: (Constant), Manfaat, Kemudahan Penggunaan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.595	1.551		6.832	.000
	Kemudahan Penggunaan	.280	.097	.369	2.904	.005
	Manfaat	.152	.100	.192	1.512	.134

a. Dependent Variable: Sikap

2. Model Substruktur Kedua

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.661 ^a	.436	.419	1.488

a. Predictors: (Constant), Sikap, Manfaat, Kemudahan Penggunaan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.600	1.201		1.332	.186
	Kemudahan Penggunaan	-.191	.064	-.351	-2.985	.004
	Manfaat	.376	.065	.663	5.821	.000
	Sikap	.253	.065	.352	3.908	.000

a. Dependent Variable: Niat Beli

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