

LAMPIRAN

Pertanyaan di bawah ini dalam rangka penelitian skripsi dengan judul :

**ANALISIS PENGARUH *variable E-COMMERCE* (*interface* ,
navigation, *content*, *reliability*,*technical*)TERHADAP KEPUTUSAN
PEMBELIAN *ONLINE* PADA PAKAIAN WANITA DI SHOPEE**

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.

1 = Sangat Tidak Setuju

3 = Netral

5 = Sangat Setuju

2 = Setuju

4 = Setuju

IDENTITAS RESPONDEN

1. Nama responden (boleh/tdk diisi) :
2. Usia :

<input type="checkbox"/> 18-19	<input type="checkbox"/> 22-23
<input type="checkbox"/> 20-21	<input type="checkbox"/> 24-25
3. : Angkatan

<input type="checkbox"/> 2014-2015	<input type="checkbox"/> 2018-2019
<input type="checkbox"/> 2016-2017	<input type="checkbox"/> 2020-2021
4. Pengguna aplikasi shopee :

<input type="checkbox"/> YA	<input type="checkbox"/> TIDAK
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5. Mengetahui adanya aplikasi shopee :

<input type="checkbox"/> YA	<input type="checkbox"/> TIDAK
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6. Pernah berbelanja pakaian wanita di shopee :

<input type="checkbox"/> YA	<input type="checkbox"/> TIDAK
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DAFTAR PERNYATAAN

Interface (antarmuka)

No	Pernyataan	Jawaban				
		1	2	3	4	5
1	Design tampilan layout (desain tata letak) aplikasi shopee menarik dan sangat baik					
2	Gambar produk yang ditampilkan sesuai dengan aslinya					
3	Style tulisan yang digunakan mudah dibaca serta dipahami					
4	Saya dapat dengan mudah beradaptasi dengan dengan situs website shopee					

Navigation (navigasi)

No	Pernyataan	Jawaban				
		1	2	3	4	5
1	Shopee memiliki struktur tampilan yang tepat dan arahan informasi yang jelas					
2	Shopee memiliki system navigasi yang cepat sehingga memudahkan pelanggan dalam bertransaksi dan berinteraksi pada situs tersebut.					
3	Saya dapat dengan mudah menemukan website marketplace shopee di mesin pencarian google, yahoo.					
4	shopee memanfaatkan akses navigasi yaitu proses untuk berpindah dari satu halaman ke halaman dalam melakukan penjualan barang / produk					

Content (konten)

No	Pernyataan	Jawaban				
		1	2	3	4	5
1	Informasi mengenai produk yang diberikan shopee lengkap dan jelas					
2	Shopee memberikan informasi mengenai kontak perusahaan (toko) yang jelas dan kemudahan dalam melakukan kontak dengan perusahaan (toko) tersebut					
3	Kualitas informasi mengenai produk jelas dan mudah dipahami serta dimengerti dan memenuhi harapan orang yang membutuhkannya					
4	saat saya mengakses situs shopee website memberikan tanggapan secara cepat					

Reliability (keandalan)

No	Pernyataan	Jawaban				
		1	2	3	4	5
1	Shopee menyimpan informasi mengenai profil konsumen secara akurat dan aman					
2	Proses pemesanan sesuai skema dan dilakukan dengan baik					
3	Proses pemesanan sampai setelah pemesanan terorganisir dengan baik					
4	Shopee senantiasa memberikan layanan konsumen yang optimal dengan memberikan notifikasi pembaruan, flashsale, chat perusahaan, dan sebagainya					

Technical (teknis)

No	Pernyataan	jawaban				
		1	2	3	4	5
1	Shopee memiliki tingkat loading yang cepat					
2	Shopee merahasiakan dan menjaga keamanan data pribadi pengguna					
3	Shopee menggunakan media pemasaran digital dalam memasarkan produknya					
4	Shopee memiliki system yang cepat untuk megakses layanan yang tersedia sehingga pengguna dapat dengan mudah melakukan interaksi					

Keputusan Pembelian Online

No	Pernyataan	Ja				
		1	2	3	4	5
1	Saya merasa puas telah melakukan pembelian pada <i>marketplace</i> shopee					
2	Saya langsung akan melakukan pembelian setelah menemukan produk (pakaian wanita yang saya inginkan)					
3	Saya yakin berbelanja di shopee adalah keputusan yang tepat					

PERTANYAAN PENELITIAN

Variable interface

No.	Pernyataan- Pernyataan	Jawaban									
		STS (5)		TS (4)		N (3)		S (2)		SS (1)	
		F	%	F	%	F	%	F	%	F	%
1.	Desing tampilan layout (desaign tata letak) aplikasi shopee menarik dan sangat baik	0	0	1	1.2	8	9.8	45	54.9	28	34.1
2.	Gambar produk yang ditampilkan sesuai dengan aslinya	1	1.2	3	3.7	30	36	33	40,2	15	18.3
3	<i>Style tulisan yang digunakan mudah dibaca serta dipahami</i>	0	0	0	0	10	12.2	38	46.3	34	41.5
4.	Saya dapat dengan mudah beradaptasi pada situs website shopee	0	0,0	0	0,0	6	7.3	42	51.3	34	41.5

Variable navigation

No.	Pernyataan- Pernyataan	Jawaban									
		STS (5)		TS (4)		N (3)		S (2)		SS (1)	
		F	%	F	%	F	%	F	%	F	%
1.	Shopee memiliki tingkat loading yang cepat	0	0,0	0	0,0	13	15,9	43	52.4	26	31.7
2.	Shopee merahasiakan dan menjaga kemanan data pribadi pengguna	0	0,0	0	0,0	10	12,2	41	50,0	31	37,8
3	Shopee menggunakan media pemasaran digital dalam memasarkan produknya	0	0,0	0	0,0	14	17,1	39	47.6	29	35,4

4.	Shopee memiliki system yang cepat untuk megakses layanan yang tersedia sehingga pengguna dapat dengan mudah melakukan interaksi	0	0,0	0	0	9	11,0	41	50,0	32	39,0
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No.	Pernyataan- Pernyataan	Jawaban									
		STS (5)		TS (4)		N (3)		S (2)		SS (1)	
		F	%	F	%	F	%	F	%	F	%
<i>Massage</i>											
1.	Informasi mengenai produk yang diberikan shopee lengkap dan jelas	0	0,0	0	0,0	13	15,9	43	52,2	26	31,7
2.	Shopee memberikan informasi mengenai kontak perusahaan (toko) dengan jelas dan akurat serta memudahkan pengguna dalam melakukan kontak dengan perusahaan (toko) tersebut	0	0,0	0	0,0	10	12,2	41	50,0	31	37,8
3	Kualitas informasi mengenai produk jelas dan mudah dipahami serta dimengerti dan memenuhi harapan orang yang membutuhkannya	0	0,0	0	0,0	14	17,1	39	47,6	29	35,4
4.	saat saya mengakses situs shopee website memberikan tanggapan secara cepat	0	0,0	0	0,0	9	11,0	41	50,0	32	39,0

Variable content

No.	Pernyataan- Pernyataan	Jawaban									
		STS (5)		TS (4)		N (3)		S (2)		SS (1)	
		F	%	F	%	F	%	F	%	F	%
1.	Shopee menyimpan informasi pribadi konsumen secara akurat dan aman	0	0,0	0	0,0	3	3,7	40	48,8	39	47,6
2.	Proses pemesanan sesuai skema dan dilakukan dengan baik	0	0,0	0	0,0	7	8,5	42	51,2	33	40,2
3	Proses pemesanan sampai setelah pemesanan terorganisir dengan baik	0	0,0	1	1,2	5	6,1	37	45,1	39	47,6
4.	Shopee senantiasa memberikan layanan konsumen yang optimal dengan rutin memberikan notifikasi pembaruan, flashsale, chat perusahaan, dan sebagainya	0	0,0	0	0,0	3	3,7	38	46,3	41	50,0

Variable reliability

Lampiran 2**Hasil Jawaban Responden*****Interface (X₁)***

X1.1	X1.2	X1.3	X1.4	Total x1
4	4	5	4	17
5	4	3	4	16
5	5	5	5	20
4	3	5	5	17
5	4	5	5	19
4	3	3	4	14
5	4	5	4	18
4	3	3	4	14
4	2	4	4	14
4	4	4	4	16
4	4	5	5	18
4	4	4	4	16
3	4	5	4	16
4	3	4	4	15
4	2	5	4	15

4	3	4	5	16
5	3	3	4	15
4	3	4	3	14
4	4	4	4	16
5	4	4	4	17
4	3	4	5	16
5	4	5	5	19
4	4	5	5	18
3	4	4	4	15
2	3	3	3	11
4	3	5	4	16
4	4	4	4	16
4	3	4	5	16
4	3	5	4	16
3	4	4	5	16
4	3	4	4	15
5	5	4	5	19
4	3	5	4	16
4	4	4	4	16

5	3	5	3	16
5	4	5	5	19
5	3	5	5	18
4	3	4	4	15
4	3	5	5	17
3	3	3	4	13
4	4	4	4	16
4	3	4	4	15
4	1	4	5	14
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
4	3	4	4	15
5	4	5	4	18
5	4	5	5	19
5	5	5	5	20
4	4	4	4	16
5	5	5	5	20
4	4	5	4	17

5	4	4	5	18
4	3	5	5	17
5	5	4	5	19
5	5	3	5	18
4	4	4	5	17
4	3	4	4	15
4	4	5	5	18
4	5	4	5	18
3	2	5	5	15
4	4	4	4	16
4	3	5	4	16
3	3	3	3	12
5	5	5	4	19
4	3	4	4	15
4	4	3	4	15
3	4	4	3	14
5	5	4	5	19
5	5	4	5	19
5	4	5	5	19

5	4	4	4	17
4	3	4	4	15
4	4	5	5	18
4	3	4	4	15
3	3	3	3	12
4	4	4	4	16
4	4	4	4	16
5	5	5	4	19
4	5	4	5	18
5	3	5	4	17

navigation (X₂)

X2.1	X2.2	X2.3	X2.4	Total X2
4	5	5	4	18
5	4	4	5	18
5	5	5	5	20
4	4	4	5	17
5	3	4	5	17
4	4	4	4	16
4	5	5	4	18
3	5	4	5	17
4	4	5	4	17
4	4	5	5	18
4	3	4	4	15
5	4	5	4	18
4	5	4	3	16
4	4	4	4	16
4	4	3	3	14

5	5	4	4	18
5	5	4	5	19
4	4	3	5	16
3	3	4	4	14
4	4	4	4	16
4	5	5	4	18
3	5	5	5	18
4	5	4	4	17
4	4	3	4	15
3	3	3	3	12
5	4	4	5	18
4	3	5	3	15
4	3	3	4	14
4	4	4	4	16
5	4	4	4	17
5	4	4	4	17
4	5	5	5	19
4	4	4	4	16
3	4	4	4	15
4	4	5	4	17
3	5	5	5	18
4	4	5	5	18
3	5	4	5	17
4	4	4	5	17
5	3	3	3	14
5	4	4	5	18
4	4	3	4	15
4	4	4	4	16
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
4	5	4	5	18
5	4	5	4	18
4	3	4	5	16
5	5	5	5	20
4	5	4	4	17
5	5	5	5	20
5	4	4	5	18
5	4	5	4	18
4	4	5	3	16
5	5	4	4	18
5	5	4	5	19

5	5	3	5	18
4	4	3	4	15
4	4	4	4	16
3	5	5	5	18
4	4	5	4	17
3	5	4	4	16
4	4	4	4	16
5	4	3	3	15
4	5	4	4	17
4	4	5	4	17
3	4	5	5	17
3	3	3	4	13
4	4	5	5	18
5	5	5	4	19
5	5	5	4	19
5	4	4	3	16
4	4	3	4	15
4	5	4	5	18
4	4	4	4	16
3	3	3	3	12
4	4	4	4	16
4	4	4	5	17
4	4	5	4	17
4	5	4	5	18
3	5	3	4	15

Content (X₃)

X3.1	X3.2	X3.3	X3.4	Total X3
5	4	5	5	19
4	4	4	4	16
5	5	5	4	19
4	4	4	5	17
5	5	5	5	20
4	4	5	4	17
5	4	4	4	17
4	5	3	5	17
3	4	4	4	15
4	5	5	4	18
4	4	4	4	16
3	5	3	5	16
4	4	5	4	17

4	3	4	5	16
5	4	2	5	16
4	5	4	5	18
5	4	5	4	18
5	5	4	4	18
4	4	5	5	18
4	4	4	4	16
5	5	4	4	18
4	4	5	5	18
5	5	5	4	19
4	4	4	5	17
5	5	5	4	19
4	4	4	3	15
5	5	5	4	19
4	4	4	3	15
5	5	5	4	19
4	4	4	5	17
4	5	4	4	17
5	5	3	5	18
5	4	4	4	17
4	5	4	5	18
5	4	5	4	18
5	3	5	5	18
5	4	5	5	19
4	4	4	5	17
5	5	5	4	19
5	5	5	5	20
4	5	4	5	18
5	4	5	4	18
4	4	4	5	17
5	5	5	5	20
5	4	4	5	18
5	5	5	4	19
4	4	4	5	17
4	4	5	4	17
5	5	5	5	20
4	5	4	5	18
4	4	5	4	17
5	3	4	5	17
4	4	5	5	18
5	3	4	4	16
4	5	3	5	17

5	4	4	5	18
5	4	5	5	19
5	5	5	4	19
4	5	4	4	17
5	5	5	4	19
4	4	5	5	18
3	4	4	4	15
4	5	5	5	19
4	4	4	4	16
5	5	5	5	20
4	5	4	4	17
4	4	5	5	18
5	4	4	5	18
4	3	3	4	14
5	4	5	5	19
5	5	5	4	19
4	5	5	5	19
5	4	4	5	18
4	4	4	4	16
4	5	4	4	17
5	4	5	3	17
5	3	5	4	17
4	4	4	5	17
5	3	4	4	16
4	4	5	5	18
5	4	5	4	18
4	5	4	5	18

Reliability (X₄)

X4.1	X4.2	X4.3	X4.4	Total X4
4	4	4	5	17
5	5	5	5	20
3	4	5	4	16
2	2	4	5	13
4	3	3	5	15
4	4	4	4	16
4	5	5	5	19
5	4	4	5	18
4	3	5	4	16
5	5	4	4	18
3	4	5	5	17

5	5	4	4	18
4	5	5	5	19
5	4	4	4	17
4	4	4	4	16
5	5	3	5	18
4	4	5	5	18
4	5	4	4	17
2	4	3	5	14
5	5	1	4	15
4	4	4	4	16
3	5	5	1	14
5	4	5	4	18
4	4	4	5	17
4	5	5	4	18
3	4	4	2	13
4	5	5	4	18
5	5	3	5	18
5	4	5	5	19
4	4	4	4	16
4	5	2	4	15
3	5	5	5	18
4	4	4	4	16
5	4	4	4	17
4	5	5	3	17
5	5	5	5	20
5	4	4	5	18
4	4	5	1	14
5	5	4	5	19
5	3	4	3	15
4	3	5	4	16
5	4	4	4	17
4	2	5	4	15
5	5	4	5	19
3	4	4	4	15
5	5	5	5	20
4	5	5	4	18
5	4	4	5	18
4	4	4	4	16
5	5	5	5	20
4	4	5	4	17
5	5	4	5	19
4	4	5	4	17

5	5	5	4	19
5	4	4	5	18
4	5	5	4	18
5	5	4	5	19
4	5	5	4	18
4	4	4	5	17
4	5	4	4	17
5	4	3	5	17
5	5	4	4	18
4	4	1	4	13
5	3	3	5	16
4	4	4	4	16
3	4	4	4	15
4	2	5	5	16
5	5	5	4	19
4	4	4	4	16
5	1	4	5	15
5	5	2	4	16
4	5	3	5	17
3	5	4	4	16
4	4	4	4	16
5	5	5	5	20
4	4	4	4	16
5	4	5	4	18
4	5	3	3	15
3	4	4	5	16
4	4	5	4	17
4	5	4	3	16
5	4	5	4	18

Technical (X₅)

X5.1	X5.2	X5.3	X5.4	Total X5
4	5	5	4	18
3	4	4	5	16
4	5	5	3	17
4	3	3	5	15
5	2	4	3	14
4	5	4	4	17
3	4	2	4	13
5	5	3	5	18
3	4	5	4	16

3	5	4	3	15
4	4	4	5	17
3	5	3	4	15
4	4	4	4	16
1	5	3	5	14
5	4	2	4	15
4	4	4	4	16
4	5	5	5	19
3	4	3	4	14
5	3	4	5	17
5	3	5	4	17
4	4	3	4	15
5	1	4	1	11
4	2	3	5	14
3	5	4	4	16
5	3	3	3	14
4	4	4	4	16
1	3	1	5	10
3	4	1	4	12
5	5	2	5	17
4	5	5	4	18
5	4	2	4	15
2	5	5	5	17
4	4	4	3	15
5	3	5	4	17
4	2	3	4	13
5	5	5	3	18
5	5	4	5	19
4	4	4	4	16
5	4	5	5	19
3	5	4	5	17
4	5	5	4	18
3	2	4	3	12
4	4	5	4	17
5	5	5	5	20
3	4	4	4	15
5	5	4	5	19
4	3	5	4	16
4	4	3	2	13
2	4	4	4	14
5	5	1	3	14
5	3	4	4	16

4	5	5	5	19
4	4	4	4	16
5	5	4	5	19
4	4	5	5	18
5	5	5	4	19
5	5	3	3	16
4	4	5	3	16
4	5	4	4	17
3	4	5	4	16
4	4	4	5	17
4	5	5	5	19
2	4	4	4	14
4	4	5	5	18
5	3	5	3	16
4	4	5	4	17
4	3	4	5	16
3	5	3	4	15
4	3	3	3	13
5	4	5	3	17
3	4	4	4	15
5	5	5	5	20
5	5	4	5	19
3	5	4	4	16
5	4	2	5	16
5	3	5	2	15
3	5	5	5	18
5	5	4	5	19
3	4	3	3	13
4	4	5	4	17
5	5	4	5	19
5	5	4	4	18

Keputusan Pembelian Online (Y)

Y1.1	Y1.2	Y1.3	Total Y
4	4	3	11
5	4	5	14
5	4	5	14
5	5	4	14

5	5	5	15
4	4	3	11
4	4	4	12
4	5	3	12
3	3	4	10
4	5	5	14
5	4	3	12
5	3	4	12
4	5	4	13
3	3	3	9
4	5	3	12
4	4	4	12
5	4	5	14
4	5	4	13
3	3	3	9
4	4	4	12
3	4	4	11
5	5	5	15
5	5	5	15
4	3	3	10
3	3	3	9
4	5	4	13
5	4	4	13
4	3	3	10
5	5	5	15
3	4	3	10
3	3	3	9
4	4	5	13
4	3	3	10
4	4	4	12
5	4	4	13
5	5	5	15
5	5	5	15
4	4	4	12
5	5	5	15
5	5	5	15
4	4	3	11
4	4	4	12
3	4	4	11
5	5	5	15
5	5	5	15
5	5	5	15

5	4	5	14
5	5	5	15
4	5	4	13
5	5	5	15
4	4	4	12
5	5	5	15
5	4	4	13
5	5	5	15
4	4	4	12
5	4	5	14
5	5	5	15
5	5	4	14
4	3	3	10
4	3	4	11
4	4	5	13
4	3	3	10
3	3	3	9
5	3	5	13
3	3	3	9
4	3	3	10
4	3	3	10
4	2	4	10
3	3	3	9
5	4	5	14
5	4	4	13
4	5	5	14
5	3	4	12
4	4	4	12
5	5	4	14
4	5	3	12
4	4	4	12
4	4	4	12
4	4	4	12
4	4	4	12
4	4	4	12
5	4	5	14
4	3	3	10

Lampiran 3

Lampiran 4

Deskripsi Jawaban Responden Mengenai interface

INTERFACE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.2	1.2	1.2
	3	8	9.8	9.8	11.0
	4	45	54.9	54.9	65.9
	5	28	34.1	34.1	100.0
	Total	82	100.0	100.0	

X1.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	3	3.7	3.7	4.9
	3	30	36.6	36.6	41.5
	4	33	40.2	40.2	81.7
	5	15	18.3	18.3	100.0
	Total	82	100.0	100.0	

X1.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	12.2	12.2	12.2
	4	38	46.3	46.3	58.5
	5	34	41.5	41.5	100.0
	Total	82	100.0	100.0	

X1.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	7.3	7.3	7.3
	4	42	51.2	51.2	58.5
	5	34	41.5	41.5	100.0
	Total	82	100.0	100.0	

TOTALx1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	1	1.2	1.2	1.2
	12	2	2.4	2.4	3.7
	13	1	1.2	1.2	4.9
	14	6	7.3	7.3	12.2
	15	14	17.1	17.1	29.3
	16	21	25.6	25.6	54.9
	17	9	11.0	11.0	65.9
	18	11	13.4	13.4	79.3
	19	11	13.4	13.4	92.7
	20	6	7.3	7.3	100.0
	Total	82	100.0	100.0	

Variable interface

X2.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	15.9	15.9	15.9
	4	43	52.4	52.4	68.3
	5	26	31.7	31.7	100.0
	Total	82	100.0	100.0	

X2.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	12.2	12.2	12.2
	4	41	50.0	50.0	62.2
	5	31	37.8	37.8	100.0
	Total	82	100.0	100.0	

X2.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	17.1	17.1	17.1
	4	39	47.6	47.6	64.6
	5	29	35.4	35.4	100.0
	Total	82	100.0	100.0	

X2.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	11.0	11.0	11.0
	4	41	50.0	50.0	61.0
	5	32	39.0	39.0	100.0
	Total	82	100.0	100.0	

TOTALx2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12	2	2.4	2.4	2.4
	13	1	1.2	1.2	3.7
	14	4	4.9	4.9	8.5
	15	9	11.0	11.0	19.5
	16	16	19.5	19.5	39.0
	17	17	20.7	20.7	59.8
	18	22	26.8	26.8	86.6
	19	5	6.1	6.1	92.7
	20	6	7.3	7.3	100.0
	Total	82	100.0	100.0	

Variable content

X3.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	3.7	3.7	3.7
	4	40	48.8	48.8	52.4
	5	39	47.6	47.6	100.0
	Total	82	100.0	100.0	

X3.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	8.5	8.5	8.5
	4	42	51.2	51.2	59.8
	5	33	40.2	40.2	100.0
	Total	82	100.0	100.0	

X3.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.2	1.2	1.2
	3	5	6.1	6.1	7.3
	4	37	45.1	45.1	52.4
	5	39	47.6	47.6	100.0
	Total	82	100.0	100.0	

X3.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	3.7	3.7	3.7
	4	38	46.3	46.3	50.0
	5	41	50.0	50.0	100.0
	Total	82	100.0	100.0	

TOTALx3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	14	1	1.2	1.2	1.2
	15	4	4.9	4.9	6.1
	16	10	12.2	12.2	18.3
	17	22	26.8	26.8	45.1
	18	24	29.3	29.3	74.4
	19	16	19.5	19.5	93.9
	20	5	6.1	6.1	100.0
	Total	82	100.0	100.0	

Variable reliability

X4.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.4	2.4	2.4
	3	9	11.0	11.0	13.4
	4	38	46.3	46.3	59.8
	5	33	40.2	40.2	100.0
	Total	82	100.0	100.0	

X4.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	3	3.7	3.7	4.9
	3	5	6.1	6.1	11.0
	4	38	46.3	46.3	57.3
	5	35	42.7	42.7	100.0
	Total	82	100.0	100.0	

X4.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.4	2.4	2.4
	2	2	2.4	2.4	4.9
	3	8	9.8	9.8	14.6
	4	38	46.3	46.3	61.0
	5	32	39.0	39.0	100.0
	Total	82	100.0	100.0	

X4.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.4	2.4	2.4
	2	1	1.2	1.2	3.7
	3	4	4.9	4.9	8.5
	4	42	51.2	51.2	59.8
	5	33	40.2	40.2	100.0
	Total	82	100.0	100.0	

TOTALx4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13	3	3.7	3.7	3.7
	14	3	3.7	3.7	7.3
	15	9	11.0	11.0	18.3
	16	19	23.2	23.2	41.5
	17	15	18.3	18.3	59.8
	18	19	23.2	23.2	82.9
	19	9	11.0	11.0	93.9
	20	5	6.1	6.1	100.0
	Total	82	100.0	100.0	

Variable technical

X5.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.4	2.4	2.4
	2	3	3.7	3.7	6.1
	3	17	20.7	20.7	26.8
	4	31	37.8	37.8	64.6
	5	29	35.4	35.4	100.0
	Total	82	100.0	100.0	

X5.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	4	4.9	4.9	6.1
	3	12	14.6	14.6	20.7
	4	32	39.0	39.0	59.8
	5	33	40.2	40.2	100.0
	Total	82	100.0	100.0	

X5.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.7	3.7	3.7
	2	5	6.1	6.1	9.8
	3	14	17.1	17.1	26.8
	4	32	39.0	39.0	65.9
	5	28	34.1	34.1	100.0
	Total	82	100.0	100.0	

X5.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	2	2.4	2.4	3.7
	3	14	17.1	17.1	20.7
	4	36	43.9	43.9	64.6
	5	29	35.4	35.4	100.0
	Total	82	100.0	100.0	

X5.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	2	2.4	2.4	3.7
	3	14	17.1	17.1	20.7
	4	36	43.9	43.9	64.6
	5	29	35.4	35.4	100.0
	Total	82	100.0	100.0	

TOTALX5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	1	1.2	1.2	1.2
	11	1	1.2	1.2	2.4
	12	2	2.4	2.4	4.9
	13	5	6.1	6.1	11.0
	14	8	9.8	9.8	20.7
	15	11	13.4	13.4	34.1
	16	17	20.7	20.7	54.9
	17	15	18.3	18.3	73.2
	18	9	11.0	11.0	84.1
	19	11	13.4	13.4	97.6
	20	2	2.4	2.4	100.0
	Total	82	100.0	100.0	

Variable Keputusan Pembelian Online

Y1.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	13.4	13.4	13.4
	4	37	45.1	45.1	58.5
	5	34	41.5	41.5	100.0
	Total	82	100.0	100.0	

Y1.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.2	1.2	1.2
	3	20	24.4	24.4	25.6
	4	33	40.2	40.2	65.9
	5	28	34.1	34.1	100.0
	Total	82	100.0	100.0	

Y1.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	23	28.0	28.0	28.0
	4	31	37.8	37.8	65.9
	5	28	34.1	34.1	100.0
	Total	82	100.0	100.0	

TOTALy					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	7	8.5	8.5	8.5
	10	11	13.4	13.4	22.0
	11	6	7.3	7.3	29.3

	12	19	23.2	23.2	52.4
	13	11	13.4	13.4	65.9
	14	12	14.6	14.6	80.5
	15	16	19.5	19.5	100.0
	Total	82	100.0	100.0	

Lampiran 5

Hasil Uji Validitas Kuisiонер interface

Correlations						
		x1.1	x1.2	x1.3	x1.4	total_x1
x1.1	Pearson Correlation	1	.461**	.349**	.418**	.774**
	Sig. (2-tailed)		.000	.001	.000	.000
	N	82	82	82	82	82
x1.2	Pearson Correlation	.461**	1	.150	.335**	.732**
	Sig. (2-tailed)	.000		.177	.002	.000
	N	82	82	82	82	82
x1.3	Pearson Correlation	.349**	.150	1	.382**	.633**
	Sig. (2-tailed)	.001	.177		.000	.000
	N	82	82	82	82	82
x1.4	Pearson Correlation	.418**	.335**	.382**	1	.715**
	Sig. (2-tailed)	.000	.002	.000		.000
	N	82	82	82	82	82
total_x1	Pearson Correlation	.774**	.732**	.633**	.715**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	82	82	82	82	82

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

Hasil Uji Validitas Kuisiонер Navigation

Correlations						
		x2.1	x2.2	x2.3	x2.4	total_x2
x2.1	Pearson Correlation	1	.129	.146	.094	.528**
	Sig. (2-tailed)		.249	.191	.402	.000
	N	82	82	82	82	82
x2.2	Pearson Correlation	.129	1	.347**	.374**	.707**
	Sig. (2-tailed)	.249		.001	.001	.000
	N	82	82	82	82	82
x2.3	Pearson Correlation	.146	.347**	1	.289**	.698**
	Sig. (2-tailed)	.191	.001		.008	.000
	N	82	82	82	82	82
x2.4	Pearson Correlation	.094	.374**	.289**	1	.667**
	Sig. (2-tailed)	.402	.001	.008		.000
	N	82	82	82	82	82
total_x2	Pearson Correlation	.528**	.707**	.698**	.667**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	82	82	82	82	82

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

Hasil Uji Validitas Kuisiонер reliability

Correlations						
		x4.1	x4.2	x4.3	x4.4	total_X4
x4.1	Pearson Correlation	1	.177	-.064	.221*	.604**
	Sig. (2-tailed)		.111	.569	.046	.000
	N	82	82	82	82	82
x4.2	Pearson Correlation	.177	1	-.027	-.080	.518**
	Sig. (2-tailed)	.111		.812	.474	.000
	N	82	82	82	82	82
x4.3	Pearson Correlation	-.064	-.027	1	-.079	.447**
	Sig. (2-tailed)	.569	.812		.483	.000
	N	82	82	82	82	82
x4.4	Pearson Correlation	.221*	-.080	-.079	1	.501**
	Sig. (2-tailed)	.046	.474	.483		.000
	N	82	82	82	82	82

total_X4	Pearson Correlation	.604**	.518**	.447**	.501**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	82	82	82	82	82
*. Correlation is significant at the 0.05 level (2-tailed).						
**. Correlation is significant at the 0.01 level (2-tailed).						

Hasil Uji Validitas Kuisiener technical

Correlations						
		X5.1	X5.2	X5.3	X5.4	TOTAL_x5
X5.1	Pearson Correlation	1	-.055	.146	-.104	.465**
	Sig. (2-tailed)		.622	.190	.351	.000
	N	82	82	82	82	82
X5.2	Pearson Correlation	-.055	1	.110	.361**	.612**
	Sig. (2-tailed)	.622		.324	.001	.000
	N	82	82	82	82	82
X5.3	Pearson Correlation	.146	.110	1	.021	.619**
	Sig. (2-tailed)	.190	.324		.855	.000
	N	82	82	82	82	82
X5.4	Pearson Correlation	-.104	.361**	.021	1	.525**
	Sig. (2-tailed)	.351	.001	.855		.000
	N	82	82	82	82	82
TOTAL_x5	Pearson Correlation	.465**	.612**	.619**	.525**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	82	82	82	82	82
**. Correlation is significant at the 0.01 level (2-tailed).						

Hasil Uji Validitas Kuisiener Keputusan Pembelian Online

Correlations					
		y1.1	y1.2	y1.3	total_Y
y1.1	Pearson Correlation	1	.501**	.670**	.839**
	Sig. (2-tailed)		.000	.000	.000
	N	82	82	82	82
y1.2	Pearson Correlation	.501**	1	.560**	.822**
	Sig. (2-tailed)	.000		.000	.000
	N	82	82	82	82

y1.3	Pearson Correlation	.670**	.560**	1	.880**
	Sig. (2-tailed)	.000	.000		.000
	N	82	82	82	82
total_Y	Pearson Correlation	.839**	.822**	.880**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	82	82	82	82

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

Lampiran 6

Hasil Uji Reliabilitas Variabel

Case Processing Summary			
		N	%
Cases	Valid	82	100.0
	Excluded ^a	0	.0
	Total	82	100.0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.782	.830	5

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.752	.768	5

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.665	.613	5

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.641	.588	5

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.684	.649	5

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.845	.908	4

Lampiran 7

One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual	Unstandardize d Residual	Unstandardize d Residual	Unstandardize d Residual
N		140	140	140	140
Normal Parameters ^{a,b}	Mean	.0000000	.0000000	.0000000	.0000000
	Std. Deviation	2.72111171	2.66106568	2.59876367	2.70686602
Most Extreme	Absolute	.055	.059	.067	.051
Differences	Positive	.033	.044	.033	.034
	Negative	-.055	-.059	-.067	-.051
Test Statistic		.055	.059	.067	.051
Asymp. Sig. (2-tailed)		.200 ^{c,d}	.200 ^{c,d}	.200 ^{c,d}	.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Lampiran 8

Hasil Uji Linieritas *interface* (X_1) Terhadap Keputusan Pembelian *Online*

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
TOTAL_Y * total_x1	Between Groups	(Combined)	131.914	9	14.657	6.208	.000
		Linearity	101.465	1	101.465	42.976	.000
		Deviation from Linearity	30.449	8	3.806	1.612	.136
	Within Groups		169.988	72	2.361		
	Total		301.902	81			

Hasil Uji Linieritas *navigation* (X_1) Terhadap Keputusan Pembelian *Online*

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
TOTAL_Y * total_x2	Between Groups	(Combined)	117.091	8	14.636	5.781	.000
		Linearity	99.264	1	99.264	39.209	.000
		Deviation from Linearity	17.827	7	2.547	1.006	.434
	Within Groups		184.811	73	2.532		
	Total		301.902	81			

Hasil Uji Linieritas *content* (X_3) Terhadap Keputusan Pembelian

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
TOTAL_Y * total_x3	Between Groups	(Combined)	45.201	6	7.533	2.201	.052
		Linearity	35.907	1	35.907	10.491	.002

		Deviation from Linearity	9.294	5	1.859	.543	.743
	Within Groups		256.702	75	3.423		
	Total		301.902	81			

Hasil Uji Linieritas *variable reliability* (X₄) Terhadap Keputusan Pembelian Online

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
TOTAL_Y * total_x4	Between Groups	(Combined)	68.033	7	9.719	3.075	.007
		Linearity	33.342	1	33.342	10.550	.002
		Deviation from Linearity	34.691	6	5.782	1.829	.105
	Within Groups		233.869	74	3.160		
	Total		301.902	81			

Hasil Uji Linieritas *variable technical* (X₅) Terhadap Keputusan Pembelian Online

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
TOTAL_Y * total_X5	Between Groups	(Combined)	45.906	10	4.591	1.273	.262
		Linearity	7.096	1	7.096	1.968	.165
		Deviation from Linearity	38.810	9	4.312	1.196	.311
	Within Groups		255.996	71	3.606		
	Total		301.902	81			

Lampiran 9
Hasil Uji Multikolinieritas

Coeffi								
Model		Unstandardized		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-	2.8		-2.135	.036		
	total_x1	.287	.116	.299	2.473	.016	.486	2.059
	total_x2	.306	.134	.278	2.283	.025	.478	2.093
	total_x3	.270	.130	.182	2.073	.042	.915	1.093
	total_X4	.235	.100	.205	2.358	.021	.934	1.071
	TOTAL_x5		.080		-.012	-.133	.895	.928

a. Dependent Variable: total_Y

Lampiran 10
Hasil Uji Regresi Linier Berganda

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	TOTAL_x5, total_x3, total_X4, total_x1, total_x2 ^b	.	Enter

a. Dependent Variable: total_Y

b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680 ^a	.462	.426	1.462

a. Predictors: (Constant), TOTAL_x5, total_x3, total_X4, total_x1, total_x2

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	139.429	5	27.886	13.044	.000 ^b
	Residual	162.474	76	2.138		
	Total	301.902	81			
a. Dependent Variable: total_Y						
b. Predictors: (Constant), TOTAL_x5, total_x3, total_X4, total_x1, total_x2						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6.084	2.850		-2.135	.036
	total_x1	.287	.116	.299	2.473	.016
	total_x2	.306	.134	.278	2.283	.025
	total_x3	.270	.130	.182	2.073	.042
	total_X4	.235	.100	.205	2.358	.021
	TOTAL_x5	-.011	.080	-.012	-.133	.895
a. Dependent Variable: total_Y						

Lampiran 11

Hasil Uji T (Parsial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6.084	2.850		-2.135	.036
	total_x1	.287	.116	.299	2.473	.016
	total_x2	.306	.134	.278	2.283	.025
	total_x3	.270	.130	.182	2.073	.042
	total_X4	.235	.100	.205	2.358	.021
	TOTAL_x5	-.011	.080	-.012	-.133	.895
a. Dependent Variable: total_Y						

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ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	139.429	5	27.886	13.044	.000 ^b
	Residual	162.474	76	2.138		
	Total	301.902	81			
a. Dependent Variable: total_Y						
b. Predictors: (Constant), TOTAL_x5, total_x3, total_X4, total_x1, total_x2						