

LAMPIRAN

Lampiran 1

Kuesioner Penelitian

Assalamulalaikum wr. wb

Dengan hormat,

Saya Hakul Fitrianis, mahasiswa S1 program studi Manajemen Fakultas Ekonomi Universitas Muhammadiyah Yogyakarta, yang sedang melakukan penelitian untuk skripsi. Judul Penelitian saya: “pengaruh persepsi risiko, kemudahan, dan manfaat terhadap keputusan pembelian secara *online* di Instagram (studi kasus pada mahasiswa Universitas Muhammadiyah Yogyakarta)”. Segala informasi yang diberikan dalam kuesioner ini hanya untuk kepentingan penelitian semata dan akan dijaga kerahasiannya. Oleh karena itu, saya meminta kesedian Saudara/I untuk meluangkan sedikit waktu untuk mengisi seluruh pertanyaan dalam kuesioner ini dengan tepat dan teliti. Atas pengertian dan partisipasinya, saya ucapkan terimakasih.

Hormat Saya,

Hakul Fitrianis

Nama :

Bagian I(Identitas Responden)

Umur :

Jenis kelamin :

Bagian II (pertanyaan Penelitian)

Petunjuk Pengisian,

Berilah respon terhadap pertanyaan dalam table dengan memberikan tanda (√) pada kolom yang sesuai dengan persepsi saudara/I mengenai pernyataan tersebut. Skala respon adalah sebagai berikut:

STS :Sangat tidak setuju

TS :Tidaksetuju

N :Ragu-ragu / netral

S :Setuju

SS :Sangat setuju

KUESIONER

NO	Pertanyaan (Persepsi Risiko)	STS	TS	N	S	SS
1	Saya tidak percaya dengan kualitas produk <i>fashion</i> yang dijual pada toko <i>onlinedi</i> Instagram					
2	Saya tidak percaya bahwa harga yang dicantumkan pada suatu produk merupakan harga sesungguhnya yang tidak dibuat-buat atau ditambah-tambahi					
3	Saya tidak percaya bahwa penjual <i>onlinedi</i> Intagram tidak akan menyebarkan informasi pribadi saya kepada orang lain					
4	Saya tidak Percaya bahwa produk yang saya beli di Instagram akan dikirim tepat pada waktunya					
5	Belanja <i>online</i> melalui Instagram membuat saya tidak nyaman					

	Pertanyaan (Persepsi Kemudahan)	STS	TS	N	S	SS
1	Saya tidak mengalami kesulitan dalam mengakses Instagram					
2	Saya belajar menggunakan Instagram dengan cepat					
3	Saya mudah mengingat bagaimana					

	menggunakan Instagram					
4	Saya mudah mendapatkan yang saya cari di Instagram					
5	Saya merasa interaksi di Instagram bersifat Fleksibel					
6	Semakin saya sering mengakses akan menjadi semakin mahir dalam menggunakan					
7	Saya merasa Instagram mudah di akses dan digunakan					

	Pertanyaan (Persepsi Manfaat)	STS	TS	N	S	SS
1	Instagram berguna untuk mencari dan membeli produk <i>fashion</i> yang saya inginkan					
2	Instagram membuat saya aktif dalam melakukan pencarian dan pembelian produk <i>fashion</i> yang saya inginkan					
3	Dengan menggunakan Instagram, mencari dan membeli produk <i>fashion</i> yang saya inginkan menjadi lebih mudah dan praktis					

	Pertanyaan (Keputusan Pembelian)	STS	TS	N	S	SS
1	Saya membeli produk <i>fashion online</i> di Instagram karena praktis					

2	Saya membeli produk <i>fashion onlinedi</i> Instagram karena sesuai dengan selera					
3	Saya membeli produk <i>fashiononlinedi</i> Instagram karena transaksi lebih mudah					
4	Saya membeli produk <i>fashiononlinedi</i> Instagram karena kemudahan mendapatkan barang/barang datang dengan sendiri kerumah					

Terima kasih atas partisipasi saudara

Lampiran 2: Hasil Uji Karakteristik Responden

		JENIS KELAMIN	USIA
N	Valid	100	100
	Missing	0	0

JENIS KELAMIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	54	54%	54%	54%
	Wanita	45	45%	45%	100.0
Total		100	100.0	100.0	

USIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19 Tahun	3	3%	3%	3%
	20 Tahun	12	12%	12%	12%
	21 Tahun	55	55%	55%	55%
	22 Tahun	25	25%	25%	25%
	23 Tahun	5	5%	5%	5%
	Total	100	100.0	100.0	100.0

Lampiran 3: Hasil Uji Kualitas Instrumen (Uji Reliabilitas dan Uji Validitas 40 Responden)

Persepsi Risiko

Reliability Statistics

Cronbach's Alpha	N of Items
.797	5

Correlations

		PR1	PR2	PR3	PR4	PR5	TOTAL
PR1	Pearson Correlation	1	.240	.431**	.337*	.563**	.670**
	Sig. (2-tailed)		.136	.005	.033	.000	.000
	N	40	40	40	40	40	40
PR2	Pearson Correlation	.240	1	.527**	.444**	.439**	.736**
	Sig. (2-tailed)	.136		.000	.004	.005	.000
	N	40	40	40	40	40	40
PR3	Pearson Correlation	.431**	.527**	1	.399*	.600**	.790**
	Sig. (2-tailed)	.005	.000		.011	.000	.000
	N	40	40	40	40	40	40
PR4	Pearson Correlation	.337*	.444**	.399*	1	.482**	.717**
	Sig. (2-tailed)	.033	.004	.011		.002	.000
	N	40	40	40	40	40	40
PR5	Pearson Correlation	.563**	.439**	.600**	.482**	1	.816**
	Sig. (2-tailed)	.000	.005	.000	.002		.000
	N	40	40	40	40	40	40
TOTAL	Pearson Correlation	.670**	.736**	.790**	.717**	.816**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40

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

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

Persepsi Kemudahan

Reliability Statistics

Cronbach's Alpha	N of Items
.926	7

Correlations

	PK1	PK2	PK3	PK4	PK5	PK6	PK7	TOTAL
Pearson Correlation	1	.783**	.820**	.643**	.591**	.765**	.860**	.929**
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
N	40	40	40	40	40	40	40	40
Pearson Correlation	.783**	1	.860**	.475**	.363*	.691**	.817**	.843**
Sig. (2-tailed)	.000		.000	.002	.021	.000	.000	.000
N	40	40	40	40	40	40	40	40
Pearson Correlation	.820**	.860**	1	.533**	.540**	.845**	.855**	.926**
Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
N	40	40	40	40	40	40	40	40
Pearson Correlation	.643**	.475**	.533**	1	.529**	.488**	.521**	.724**
Sig. (2-tailed)	.000	.002	.000		.000	.001	.001	.000
N	40	40	40	40	40	40	40	40
Pearson Correlation	.591**	.363*	.540**	.529**	1	.562**	.441**	.698**
Sig. (2-tailed)	.000	.021	.000	.000		.000	.004	.000
N	40	40	40	40	40	40	40	40
Pearson Correlation	.765**	.691**	.845**	.488**	.562**	1	.714**	.863**
Sig. (2-tailed)	.000	.000	.000	.001	.000		.000	.000
N	40	40	40	40	40	40	40	40
Pearson Correlation	.860**	.817**	.855**	.521**	.441**	.714**	1	.879**
Sig. (2-tailed)	.000	.000	.000	.001	.004	.000		.000
N	40	40	40	40	40	40	40	40
Pearson Correlation	.929**	.843**	.926**	.724**	.698**	.863**	.879**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
N	40	40	40	40	40	40	40	40

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

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

Persepsi Manfaat

Reliability Statistics

Cronbach's Alpha	N of Items
.870	3

Correlations

		PM1	PM2	PM3	TOTAL
PM1	Pearson Correlation	1	.710**	.531**	.829**
	Sig. (2-tailed)		.000	.000	.000
	N	40	40	40	40
PM2	Pearson Correlation	.710**	1	.831**	.952**
	Sig. (2-tailed)	.000		.000	.000
	N	40	40	40	40
PM3	Pearson Correlation	.531**	.831**	1	.891**
	Sig. (2-tailed)	.000	.000		.000
	N	40	40	40	40
TOTAL	Pearson Correlation	.829**	.952**	.891**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	40	40	40	40

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

Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.910	4

Correlations

		KP1	KP2	KP3	KP4	TOTAL
KP1	Pearson Correlation	1	.732**	.763**	.781**	.924**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	40	40	40	40	40
KP2	Pearson Correlation	.732**	1	.658**	.640**	.854**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	40	40	40	40	40
KP3	Pearson Correlation	.763**	.658**	1	.728**	.885**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	40	40	40	40	40
KP4	Pearson Correlation	.781**	.640**	.728**	1	.888**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	40	40	40	40	40
TOTAL	Pearson Correlation	.924**	.854**	.885**	.888**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

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

Lampiran 4: Hasil Uji Kualitas Instrumen (Uji Reliabilitas dan Uji Validitas 100 Responden)

Persepsi Risiko

Reliability Statistics

Cronbach's Alpha	N of Items
.709	5

Correlations

		PR1	PR2	PR3	PR4	PR5	TOTAL
PR1	Pearson Correlation	1	.227 [*]	.225 [*]	.272 ^{**}	.385 ^{**}	.596 ^{**}
	Sig. (2-tailed)		.023	.025	.006	.000	.000
	N	100	100	100	100	100	100
PR2	Pearson Correlation	.227 [*]	1	.228 [*]	.342 ^{**}	.324 ^{**}	.651 ^{**}
	Sig. (2-tailed)	.023		.022	.000	.001	.000
	N	100	100	100	100	100	100
PR3	Pearson Correlation	.225 [*]	.228 [*]	1	.311 ^{**}	.469 ^{**}	.648 ^{**}
	Sig. (2-tailed)	.025	.022		.002	.000	.000
	N	100	100	100	100	100	100
PR4	Pearson Correlation	.272 ^{**}	.342 ^{**}	.311 ^{**}	1	.533 ^{**}	.727 ^{**}
	Sig. (2-tailed)	.006	.000	.002		.000	.000
	N	100	100	100	100	100	100
PR5	Pearson Correlation	.385 ^{**}	.324 ^{**}	.469 ^{**}	.533 ^{**}	1	.785 ^{**}
	Sig. (2-tailed)	.000	.001	.000	.000		.000
	N	100	100	100	100	100	100
TOTAL	Pearson Correlation	.596 ^{**}	.651 ^{**}	.648 ^{**}	.727 ^{**}	.785 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

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

Persepsi Kemudahan

Reliability Statistics

Cronbach's Alpha	N of Items
.877	7

Correlations

		PK1	PK2	PK3	PK4	PK5	PK6	PK7	TOTAL
PK1	Pearson Correlation	1	.608**	.606**	.427**	.348**	.431**	.577**	.750**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
PK2	Pearson Correlation	.608**	1	.837**	.340**	.363**	.526**	.696**	.810**
	Sig. (2-tailed)	.000		.000	.001	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
PK3	Pearson Correlation	.606**	.837**	1	.407**	.412**	.599**	.758**	.858**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
PK4	Pearson Correlation	.427**	.340**	.407**	1	.512**	.392**	.449**	.668**
	Sig. (2-tailed)	.000	.001	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
PK5	Pearson Correlation	.348**	.363**	.412**	.512**	1	.455**	.384**	.662**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100
PK6	Pearson Correlation	.431**	.526**	.599**	.392**	.455**	1	.634**	.757**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100
PK7	Pearson Correlation	.577**	.696**	.758**	.449**	.384**	.634**	1	.832**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.750**	.810**	.858**	.668**	.662**	.757**	.832**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100

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

Persepsi Manfaat

Reliability Statistics

Cronbach's Alpha	N of Items
.808	3

Correlations

		PM1	PM2	PM3	TOTAL
PM1	Pearson Correlation	1	.604**	.537**	.820**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
PM2	Pearson Correlation	.604**	1	.622**	.886**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
PM3	Pearson Correlation	.537**	.622**	1	.846**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TOTAL	Pearson Correlation	.820**	.886**	.846**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.878	4

Correlations

		KP1	KP2	KP4	KP5	TOTAL
KP1	Pearson Correlation	1	.606**	.696**	.702**	.881**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
KP2	Pearson Correlation	.606**	1	.581**	.575**	.801**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
KP4	Pearson Correlation	.696**	.581**	1	.692**	.870**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
KP5	Pearson Correlation	.702**	.575**	.692**	1	.869**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	.881**	.801**	.870**	.869**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Lampiran 5: Hasil Uji F, Uji Koefisien Determinasi R², Uji t

Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	479.118	3	159.706	27.945	.000 ^b
	Residual	548.642	96	5.715		
	Total	1027.760	99			

a. Dependent Variable: TOTALKP

b. Predictors: (Constant), TOTALPM, TOTALPK, TOTALPR

Uji Koefisien Determinasi R²

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.683 ^a	.466	.449	2.391	.466	27.945	3	96	.000

a. Predictors: (Constant), TOTALPM, TOTALPK, TOTALPR

Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.914	2.843		2.432	.017
	TOTALPR	-.280	.091	-.263	-3.064	.003
	TOTALPK	.173	.064	.213	2.689	.008
	TOTALPM	.586	.127	.406	4.627	.000

a. Dependent Variable: TOTALKP