

LAMPIRAN 1
KUESIONER
PENELITIAN

KUESIONER PENELITIAN

Kepada Yth:
Saudara/i Responden
Di Tempat

Dengan Hormat,

Perkenalkan saya Aulia Nirmala Sari, mahasiswa Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Yogyakarta, yang bermaksud melakukan penelitian untuk menyusun skripsi yang berjudul **"PENGARUH KEPERCAYAAN, KEMUDAHAN DAN KUALITAS INFORMASI TERHADAP KEPUTUSAN PEMBELIAN SECARA *ONLINE* DI SITUS SHOPEE"**.

Sehubungan dengan hal tersebut, saya harapkan Saudara/i berkenan untuk membantu mengisi kuisisioner yang saya berikan kepada Saudara/i. Jawaban yang Saudara/i berikan hanya untuk kepentingan akademis saja dan akan dijaga kerahasiaannya. Untuk itu mohon kesediaannya Saudara/i untuk menjawab pertanyaan-pertanyaan dengan lengkap sesuai dengan petunjuk yang ada dan memilih jawaban yang dianggap paling sesuai karena jawaban Saudara/i tidak dinilai benar atau salah.

Kuisisioner ini dikhususkan bagi mahasiswa aktif Universitas Muhammadiyah Yogyakarta yang pernah berbelanja di situs Shopee minimal 2x (dua kali) dalam 6 bulan terakhir. Atas kesediaannya, waktu serta pikiran Saudara/i untuk menjawab seluruh pertanyaannya, saya mengucapkan banyak terimakasih. Semoga kita semua senantiasa diberikan kemudahan dalam segala hal oleh Allah SWT, aamiin.

Hormat saya,

Aulia Nirmala Sari

No. _____

**PENGARUH KEPERCAYAAN, KEMUDAHAN DAN
KUALITAS INFORMASI TERHADAP KEPUTUSAN PEMBELIAN
SECARA *ONLINE***

Petunjuk pengisian jawaban kuesioner. Berilah tanda check list (√) pada kolom isian yang disediakan sesuai dengan jawaban Anda.

A. IDENTITAS RESPONDEN

1. Nama Responden :
2. Nomor Mahasiswa :
3. Program Studi :
4. Usia :
5. Jenis Kelamin :
 Laki-laki
 Perempuan
6. Intensitas pembelian dalam 6 bulan terakhir :
 2-5 (dua – lima kali)
 >5 (lebih dari lima kali)
7. Apakah sebulan terakhir ini melakukan pembelian atau berbelanja di situs Shopee?
 Ya
 Tidak

B. PETUNJUK PENGISIAN KUESIONER

1. Bacalah sejumlah pertanyaan ini dengan teliti.
2. Anda dimohon untuk memberikan jawaban sesuai dengan keadaan anda secara objektif dengan memberikan tanda check list (√) pada salah satu kriteria yang paling mewakili diri anda untuk setiap pertanyaan.
3. Pilihan jawaban yang tersedia adalah :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

4. Skor yang diberikan tidak mengandung nilai jawaban benar-salah melainkan menunjukkan kesesuaian penilaian anda terhadap isi setiap pertanyaan.
5. Hasil penelitian ini hanya untuk kepentingan akademis saja. Identitas diri anda akan dirahasiakan dan hanya diketahui oleh peneliti.

KEPERCAYAAN (X₁)

| No | Pernyataan | Jawaban | | | | |
|----|---|---------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Situs Shopee memiliki kemampuan untuk menyediakan produk yang berkualitas bagi konsumen | | | | | |
| 2. | Situs Shopee memiliki kemampuan yang baik dalam mengamankan transaksi | | | | | |
| 3. | Situs Shopee memiliki perhatian untuk memberikan pelayanan yang terbaik | | | | | |
| 4. | Situs Shopee memiliki perilaku yang baik untuk memberikan kepuasan bagi konsumen | | | | | |
| 5. | Situs Shopee tidak akan menyembunyikan informasi yang penting bagi konsumen | | | | | |
| 6. | Situs Shopee akan selalu menjaga reputasinya | | | | | |

KEMUDAHAN (X₂)

| No | Pernyataan | Jawaban | | | | |
|----|---|---------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Berbelanja di situs Shopee saya memperoleh kemudahan dalam hal berinteraksi | | | | | |
| 2. | Berbelanja di situs Shopee saya memperoleh kemudahan dalam hal bertransaksi | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| 3. | Berbelanja di situs Shopee saya memperoleh kemudahan dalam hal memperoleh produk | | | | | |
| 4. | Berbelanja di situs Shopee saya memperoleh kemudahan dalam hal mudah untuk dipelajari bagaimana cara berbelanja di situs Shopee | | | | | |
| 5. | Berbelanja di situs Shopee saya memperoleh kemudahan dalam hal mudah untuk digunakan untuk berbelanja secara <i>online</i> | | | | | |

KUALITAS INFORMASI (X₃)

| No | Pernyataan | Jawaban | | | | |
|----|---|---------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1. | Saya melakukan pembelian apabila situs Shopee memberikan informasi yang akurat | | | | | |
| 2. | Saya melakukan pembelian apabila penjual di situs Shopee selalu memberikan informasi yang sesuai dengan deskripsi produk (terpercaya) | | | | | |
| 3. | Saya tidak akan membeli produk di situs Shopee apabila informasi yang diberikan tidak tepat waktu (telah usang) | | | | | |
| 4. | Informasi yang diberikan oleh situs Shopee memiliki manfaat bagi saya | | | | | |
| 5. | Situs Shopee memberikan informasi yang mudah dipahami | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| 6. | Saya membeli produk di Situs Shopee karena produk yang dijual sesuai dengan kebutuhan | | | | | |
| 7. | Saya membeli produk di Situs Shopee karena informasi yang diberikan sesuai dengan format yang saya butuhkan | | | | | |

KEPUTUSAN PEMBELIAN *ONLINE* (Y)

| No | Pernyataan | Jawaban | | | | |
|----|--|---------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Saya membeli produk di situs Shopee karena dapat menerima informasi yang relevan dengan cepat tanpa dibatasi oleh lokasi | | | | | |
| 2. | Saya membeli produk di situs Shopee karena mudah dalam penggunaan situs Shopee dalam bertransaksi | | | | | |
| 3. | Saya membeli produk di situs Shopee karena harga mampu bersaing dengan toko online lainnya | | | | | |
| 4. | Saya membeli produk di situs Shopee karena produk yang dijual berkualitas | | | | | |
| 5. | Saya membeli produk di situs Shopee karena aman dalam bertransaksi | | | | | |
| 6. | Saya membeli produk di situs Shopee karena produk yang dipesan sampai pada alamat yang dituju | | | | | |

LAMPIRAN 2

DATA

KARAKTERISTIK

RESPONDEN

DATA KARAKTERISTIK RESPONDEN

| Nomor | Prodi | Usia | Gender | Intensitas | Terakhir |
|-------|-------|------|--------|------------|----------|
| 1. | 5 | 4 | 2 | 2 | 1 |
| 2. | 1 | 3 | 2 | 1 | 2 |
| 3. | 1 | 4 | 2 | 1 | 1 |
| 4. | 4 | 3 | 2 | 1 | 2 |
| 5. | 4 | 3 | 2 | 2 | 1 |
| 6. | 1 | 3 | 1 | 1 | 1 |
| 7. | 4 | 4 | 2 | 1 | 2 |
| 8. | 1 | 3 | 2 | 1 | 2 |
| 9. | 1 | 3 | 2 | 1 | 1 |
| 10. | 3 | 2 | 2 | 1 | 1 |
| 11. | 1 | 3 | 2 | 1 | 2 |
| 12. | 3 | 2 | 2 | 1 | 2 |
| 13. | 1 | 3 | 1 | 1 | 2 |
| 14. | 1 | 3 | 2 | 2 | 1 |
| 15. | 1 | 4 | 1 | 1 | 1 |
| 16. | 1 | 3 | 2 | 1 | 1 |
| 17. | 2 | 3 | 2 | 1 | 2 |
| 18. | 2 | 3 | 2 | 2 | 1 |
| 19. | 3 | 2 | 1 | 1 | 2 |
| 20. | 1 | 3 | 2 | 1 | 2 |
| 21. | 5 | 3 | 2 | 1 | 2 |
| 22. | 1 | 2 | 2 | 1 | 1 |
| 23. | 2 | 3 | 1 | 1 | 2 |
| 24. | 2 | 2 | 2 | 1 | 1 |
| 25. | 6 | 4 | 1 | 1 | 2 |
| 26. | 2 | 4 | 1 | 1 | 2 |
| 27. | 1 | 3 | 2 | 1 | 1 |
| 28. | 1 | 5 | 2 | 2 | 1 |
| 29. | 1 | 3 | 2 | 1 | 1 |
| 30. | 1 | 2 | 2 | 1 | 1 |
| 31. | 1 | 6 | 2 | 2 | 1 |
| 32. | 1 | 3 | 2 | 2 | 1 |
| 33. | 1 | 4 | 2 | 2 | 1 |
| 34. | 4 | 3 | 2 | 2 | 1 |
| 35. | 4 | 2 | 2 | 2 | 1 |
| 36. | 1 | 3 | 2 | 1 | 1 |
| 37. | 9 | 3 | 1 | 2 | 1 |
| 38. | 1 | 3 | 2 | 1 | 2 |
| 39. | 8 | 2 | 2 | 1 | 2 |
| 40. | 8 | 2 | 2 | 1 | 2 |
| 41. | 8 | 2 | 2 | 2 | 1 |

| | | | | | |
|-----|----|---|---|---|---|
| 42. | 4 | 3 | 2 | 1 | 2 |
| 43. | 12 | 5 | 1 | 1 | 2 |
| 44. | 1 | 3 | 2 | 1 | 1 |
| 45. | 1 | 4 | 2 | 1 | 1 |
| 46. | 5 | 3 | 2 | 1 | 2 |
| 47. | 5 | 4 | 2 | 1 | 1 |
| 48. | 5 | 3 | 2 | 1 | 2 |
| 49. | 3 | 4 | 2 | 1 | 1 |
| 50. | 1 | 3 | 2 | 1 | 1 |
| 51. | 10 | 3 | 2 | 1 | 2 |
| 52. | 6 | 5 | 1 | 2 | 1 |
| 53. | 7 | 5 | 1 | 1 | 2 |
| 54. | 6 | 4 | 1 | 1 | 2 |
| 55. | 6 | 3 | 1 | 2 | 1 |
| 56. | 4 | 3 | 2 | 2 | 1 |
| 57. | 2 | 5 | 1 | 1 | 1 |
| 58. | 2 | 3 | 1 | 1 | 2 |
| 59. | 4 | 3 | 2 | 2 | 1 |
| 60. | 4 | 3 | 2 | 2 | 1 |
| 61. | 1 | 3 | 2 | 1 | 2 |
| 62. | 2 | 4 | 1 | 2 | 1 |
| 63. | 7 | 4 | 1 | 1 | 1 |
| 64. | 7 | 3 | 1 | 1 | 2 |
| 65. | 1 | 3 | 2 | 2 | 1 |
| 66. | 6 | 3 | 1 | 1 | 2 |
| 67. | 6 | 4 | 1 | 2 | 1 |
| 68. | 3 | 4 | 1 | 2 | 1 |
| 69. | 1 | 3 | 2 | 1 | 1 |
| 70. | 2 | 4 | 1 | 2 | 1 |
| 71. | 1 | 4 | 1 | 1 | 2 |
| 72. | 1 | 4 | 1 | 1 | 2 |
| 73. | 3 | 3 | 2 | 2 | 1 |
| 74. | 3 | 4 | 2 | 2 | 1 |
| 75. | 2 | 4 | 1 | 1 | 2 |
| 76. | 3 | 3 | 2 | 1 | 1 |
| 77. | 3 | 4 | 2 | 1 | 2 |
| 78. | 2 | 3 | 2 | 1 | 2 |
| 79. | 2 | 3 | 2 | 1 | 2 |
| 80. | 1 | 3 | 1 | 1 | 1 |
| 81. | 3 | 4 | 1 | 1 | 2 |
| 82. | 1 | 3 | 2 | 1 | 1 |
| 83. | 1 | 4 | 2 | 1 | 2 |
| 84. | 1 | 3 | 2 | 1 | 2 |
| 85. | 1 | 2 | 2 | 1 | 1 |
| 86. | 7 | 3 | 1 | 1 | 1 |

| | | | | | |
|-----|----|---|---|---|---|
| 87. | 1 | 2 | 2 | 1 | 2 |
| 88. | 1 | 3 | 2 | 1 | 2 |
| 89. | 1 | 3 | 2 | 1 | 2 |
| 90. | 1 | 2 | 1 | 1 | 2 |
| 91. | 1 | 4 | 2 | 1 | 1 |
| 92. | 1 | 4 | 2 | 1 | 1 |
| 93. | 1 | 3 | 2 | 1 | 1 |
| 94. | 1 | 2 | 2 | 1 | 2 |
| 95. | 1 | 3 | 1 | 1 | 2 |
| 96. | 1 | 3 | 2 | 1 | 1 |
| 97. | 1 | 1 | 2 | 2 | 1 |
| 98. | 11 | 4 | 1 | 1 | 1 |

LAMPIRAN 3

DATA KUESIONER

DATA KUESIONER

| No. | KEPERCAYAAN (X1) | | | | | | J M L H | KEMUDAHAN (X2) | | | | | J M L H |
|-----|------------------|---------|---------|---------|---------|---------|------------------|----------------|---------|---------|---------|---------|------------------|
| | KP 1 | KP 2 | KP 3 | KP 4 | KP 5 | KP 6 | | KM 1 | KM 2 | KM 3 | KM 4 | KM 5 | |
| 1. | 4 | 5 | 4 | 4 | 4 | 4 | 25 | 5 | 5 | 4 | 4 | 5 | 23 |
| 2. | 2 | 2 | 4 | 4 | 3 | 3 | 18 | 4 | 5 | 4 | 3 | 4 | 20 |
| 3. | 4 | 3 | 3 | 4 | 3 | 3 | 20 | 3 | 3 | 4 | 4 | 4 | 18 |
| 4. | 3 | 5 | 4 | 4 | 5 | 4 | 25 | 5 | 5 | 4 | 4 | 4 | 22 |
| 5. | 3 | 4 | 3 | 3 | 2 | 3 | 18 | 3 | 3 | 4 | 3 | 3 | 16 |
| 6. | 4 | 5 | 5 | 5 | 5 | 5 | 29 | 5 | 5 | 4 | 4 | 4 | 22 |
| 7. | 3 | 4 | 4 | 4 | 4 | 4 | 23 | 4 | 5 | 4 | 4 | 4 | 21 |
| 8. | 2 | 4 | 4 | 4 | 5 | 5 | 24 | 5 | 5 | 4 | 4 | 4 | 22 |
| 9. | 2 | 3 | 4 | 3 | 3 | 5 | 20 | 3 | 4 | 4 | 2 | 3 | 16 |
| 10. | 4 | 5 | 4 | 4 | 3 | 5 | 25 | 5 | 5 | 4 | 5 | 5 | 24 |
| 11. | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| 12. | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 3 | 3 | 18 |
| 13. | 2 | 4 | 4 | 2 | 3 | 3 | 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 14. | 4 | 3 | 3 | 4 | 3 | 3 | 20 | 4 | 5 | 4 | 3 | 4 | 20 |
| 15. | 4 | 5 | 4 | 5 | 3 | 3 | 24 | 4 | 5 | 4 | 4 | 3 | 20 |
| 16. | 3 | 4 | 3 | 3 | 3 | 4 | 20 | 3 | 4 | 4 | 4 | 4 | 19 |
| 17. | 3 | 5 | 4 | 4 | 4 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 18. | 3 | 2 | 2 | 3 | 2 | 3 | 15 | 2 | 5 | 2 | 3 | 3 | 15 |
| 19. | 4 | 2 | 3 | 3 | 4 | 5 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| 20. | 3 | 4 | 4 | 4 | 3 | 4 | 22 | 4 | 4 | 3 | 4 | 4 | 19 |
| 21. | 2 | 2 | 2 | 3 | 3 | 3 | 15 | 3 | 3 | 4 | 3 | 4 | 17 |
| 22. | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 5 | 4 | 5 | 22 |
| 23. | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 4 | 5 | 4 | 5 | 23 |
| 24. | 5 | 4 | 5 | 5 | 3 | 3 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 25. | 3 | 4 | 4 | 4 | 4 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 26. | 3 | 4 | 3 | 3 | 4 | 4 | 21 | 4 | 4 | 4 | 3 | 3 | 18 |
| 27. | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 5 | 4 | 4 | 5 | 5 | 23 |
| 28. | 3 | 3 | 2 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 3 | 3 | 18 |
| 29. | 4 | 4 | 4 | 4 | 2 | 3 | 21 | 4 | 3 | 3 | 2 | 3 | 15 |
| 30. | 4 | 4 | 3 | 2 | 3 | 3 | 19 | 3 | 4 | 4 | 4 | 4 | 19 |
| 31. | 3 | 3 | 3 | 4 | 3 | 4 | 20 | 4 | 2 | 3 | 4 | 5 | 18 |
| 32. | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 3 | 3 | 3 | 4 | 5 | 18 |
| 33. | 4 | 5 | 5 | 4 | 3 | 3 | 24 | 4 | 4 | 4 | 4 | 4 | 20 |
| 34. | 4 | 4 | 3 | 2 | 3 | 4 | 20 | 3 | 2 | 4 | 4 | 3 | 16 |
| 35. | 3 | 4 | 4 | 3 | 2 | 4 | 20 | 4 | 4 | 3 | 4 | 5 | 20 |
| 36. | 4 | 4 | 3 | 3 | 3 | 4 | 21 | 4 | 4 | 3 | 3 | 4 | 18 |
| 37. | 4 | 3 | 4 | 4 | 3 | 3 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |

| | | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|----|---|---|---|---|---|----|
| 38. | 4 | 4 | 3 | 3 | 4 | 3 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| 39. | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 3 | 3 | 4 | 4 | 4 | 18 |
| 40. | 4 | 4 | 4 | 4 | 3 | 4 | 23 | 5 | 4 | 4 | 4 | 4 | 21 |
| 41. | 4 | 5 | 4 | 4 | 4 | 4 | 25 | 5 | 5 | 4 | 5 | 5 | 24 |
| 42. | 3 | 3 | 3 | 3 | 2 | 4 | 18 | 4 | 4 | 4 | 3 | 4 | 19 |
| 43. | 3 | 3 | 3 | 3 | 4 | 3 | 19 | 3 | 3 | 4 | 4 | 4 | 18 |
| 44. | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 3 | 3 | 4 | 4 | 4 | 18 |
| 45. | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 46. | 4 | 4 | 4 | 3 | 3 | 4 | 22 | 4 | 4 | 4 | 4 | 5 | 21 |
| 47. | 5 | 4 | 4 | 3 | 4 | 4 | 24 | 3 | 3 | 4 | 4 | 4 | 18 |
| 48. | 3 | 4 | 4 | 3 | 3 | 3 | 20 | 5 | 5 | 4 | 4 | 4 | 22 |
| 49. | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 3 | 5 | 4 | 5 | 3 | 20 |
| 50. | 4 | 4 | 4 | 4 | 3 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| 51. | 5 | 5 | 5 | 5 | 5 | 4 | 29 | 4 | 5 | 5 | 5 | 5 | 24 |
| 52. | 4 | 5 | 4 | 4 | 4 | 4 | 25 | 5 | 5 | 4 | 4 | 5 | 23 |
| 53. | 4 | 5 | 5 | 5 | 5 | 5 | 29 | 5 | 5 | 4 | 4 | 4 | 22 |
| 54. | 4 | 5 | 4 | 5 | 3 | 3 | 24 | 4 | 5 | 4 | 4 | 3 | 20 |
| 55. | 3 | 4 | 4 | 4 | 4 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 56. | 3 | 4 | 4 | 4 | 3 | 4 | 22 | 4 | 4 | 3 | 4 | 4 | 19 |
| 57. | 2 | 4 | 4 | 2 | 3 | 3 | 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 58. | 4 | 4 | 3 | 2 | 2 | 3 | 18 | 3 | 3 | 2 | 4 | 4 | 16 |
| 59. | 4 | 4 | 3 | 2 | 3 | 4 | 20 | 3 | 2 | 4 | 4 | 3 | 16 |
| 60. | 3 | 4 | 4 | 3 | 2 | 4 | 20 | 4 | 4 | 3 | 4 | 5 | 20 |
| 61. | 3 | 3 | 2 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 3 | 3 | 18 |
| 62. | 4 | 4 | 3 | 4 | 4 | 5 | 24 | 4 | 4 | 3 | 4 | 5 | 20 |
| 63. | 5 | 3 | 4 | 4 | 4 | 3 | 23 | 4 | 4 | 4 | 4 | 3 | 19 |
| 64. | 5 | 5 | 5 | 4 | 4 | 3 | 26 | 4 | 5 | 5 | 3 | 4 | 21 |
| 65. | 3 | 4 | 5 | 4 | 5 | 4 | 25 | 5 | 5 | 4 | 4 | 4 | 22 |
| 66. | 2 | 4 | 4 | 3 | 3 | 3 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 67. | 3 | 4 | 3 | 3 | 4 | 4 | 21 | 4 | 4 | 4 | 3 | 3 | 18 |
| 68. | 3 | 4 | 3 | 3 | 3 | 4 | 20 | 3 | 4 | 4 | 4 | 4 | 19 |
| 69. | 3 | 2 | 2 | 3 | 2 | 3 | 15 | 2 | 5 | 2 | 3 | 3 | 15 |
| 70. | 5 | 5 | 5 | 4 | 4 | 3 | 26 | 5 | 4 | 4 | 3 | 3 | 19 |
| 71. | 4 | 5 | 4 | 5 | 4 | 4 | 26 | 4 | 5 | 4 | 4 | 3 | 20 |
| 72. | 3 | 4 | 4 | 4 | 4 | 4 | 23 | 4 | 5 | 4 | 4 | 4 | 21 |
| 73. | 5 | 4 | 3 | 3 | 4 | 4 | 23 | 4 | 4 | 5 | 4 | 5 | 22 |
| 74. | 4 | 5 | 5 | 4 | 3 | 4 | 25 | 4 | 4 | 4 | 4 | 4 | 20 |
| 75. | 3 | 4 | 4 | 3 | 2 | 4 | 20 | 4 | 4 | 3 | 4 | 5 | 20 |
| 76. | 4 | 4 | 3 | 2 | 3 | 4 | 20 | 3 | 2 | 4 | 4 | 3 | 16 |
| 77. | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 3 | 3 | 3 | 4 | 5 | 18 |
| 78. | 4 | 4 | 3 | 4 | 4 | 5 | 24 | 5 | 4 | 5 | 5 | 5 | 24 |
| 79. | 4 | 4 | 5 | 4 | 5 | 4 | 26 | 3 | 4 | 5 | 5 | 5 | 22 |
| 80. | 4 | 3 | 4 | 4 | 3 | 4 | 22 | 4 | 2 | 2 | 1 | 5 | 14 |
| 81. | 3 | 3 | 4 | 4 | 2 | 3 | 19 | 3 | 3 | 4 | 3 | 5 | 18 |
| 82. | 4 | 4 | 5 | 4 | 5 | 5 | 27 | 4 | 4 | 4 | 3 | 2 | 17 |

| | | | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|----|---|---|---|---|---|----|
| 83. | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 84. | 4 | 4 | 5 | 4 | 2 | 4 | 4 | 23 | 4 | 4 | 4 | 3 | 3 | 18 |
| 85. | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 29 | 4 | 4 | 5 | 5 | 5 | 23 |
| 86. | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 25 | 4 | 4 | 4 | 5 | 4 | 21 |
| 87. | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 25 | 5 | 4 | 5 | 5 | 5 | 24 |
| 88. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 20 |
| 89. | 3 | 4 | 4 | 5 | 2 | 4 | 4 | 22 | 3 | 3 | 3 | 4 | 4 | 17 |
| 90. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 5 | 5 | 4 | 5 | 23 |
| 91. | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 18 | 4 | 4 | 3 | 3 | 3 | 17 |
| 92. | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 19 | 4 | 4 | 4 | 4 | 3 | 19 |
| 93. | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 20 | 3 | 4 | 4 | 4 | 3 | 18 |
| 94. | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| 95. | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 21 | 4 | 5 | 3 | 4 | 5 | 21 |
| 96. | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 4 | 4 | 4 | 5 | 4 | 21 |
| 97. | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 5 | 5 | 4 | 4 | 5 | 23 |
| 98. | 4 | 4 | 4 | 4 | 2 | 5 | 5 | 23 | 4 | 4 | 4 | 2 | 4 | 18 |

| No. | KUALITAS INFORMASI (X3) | | | | | | | | KEPUTUSAN PEMBELIAN ONLINE (Y) | | | | | | |
|-----|-------------------------|------|------|------|------|------|------|---------|--------------------------------|------|------|------|------|------|---------|
| | KU 1 | KU 2 | KU 3 | KU 4 | KU 5 | KU 6 | KU 7 | J M L H | KB 1 | KB 2 | KB 3 | KB 4 | KB 5 | KB 6 | J M L H |
| | | | | | | | | | | | | | | | |
| 1. | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 31 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 2. | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 27 | 3 | 5 | 5 | 5 | 4 | 5 | 27 |
| 3. | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 27 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 4. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 5. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 6. | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 30 | 4 | 5 | 4 | 3 | 5 | 4 | 25 |
| 7. | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 27 | 4 | 5 | 4 | 3 | 5 | 4 | 25 |
| 8. | 5 | 4 | 2 | 4 | 4 | 2 | 4 | 25 | 5 | 4 | 4 | 1 | 4 | 5 | 23 |
| 9. | 5 | 5 | 5 | 3 | 2 | 3 | 3 | 26 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 10. | 5 | 5 | 5 | 4 | 3 | 5 | 3 | 30 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 11. | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 32 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 12. | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 30 | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| 13. | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 27 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 14. | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 27 | 3 | 4 | 4 | 4 | 4 | 5 | 24 |
| 15. | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 26 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 16. | 5 | 5 | 3 | 4 | 4 | 4 | 3 | 28 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 17. | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 31 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 18. | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 18 | 2 | 3 | 2 | 3 | 3 | 3 | 16 |
| 19. | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 31 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 20. | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 28 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 21. | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 24 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |

| | | | | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|----|---|---|---|---|---|---|----|
| 22. | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 33 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 23. | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 30 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 24. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 | 5 | 5 | 4 | 3 | 3 | 5 | 25 |
| 25. | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 33 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 26. | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 34 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 27. | 4 | 3 | 3 | 2 | 3 | 2 | 4 | 21 | 3 | 3 | 4 | 2 | 4 | 5 | 21 |
| 28. | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 28 | 4 | 4 | 5 | 3 | 4 | 5 | 25 |
| 29. | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 27 | 4 | 3 | 2 | 2 | 4 | 3 | 18 |
| 30. | 4 | 3 | 2 | 2 | 3 | 4 | 4 | 22 | 4 | 4 | 4 | 1 | 4 | 4 | 21 |
| 31. | 5 | 3 | 3 | 4 | 4 | 4 | 5 | 28 | 3 | 3 | 2 | 4 | 3 | 3 | 18 |
| 32. | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 30 | 4 | 4 | 4 | 3 | 2 | 2 | 19 |
| 33. | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 26 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| 34. | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 22 | 5 | 4 | 4 | 5 | 5 | 3 | 26 |
| 35. | 3 | 4 | 4 | 5 | 5 | 3 | 4 | 28 | 3 | 5 | 5 | 4 | 3 | 3 | 23 |
| 36. | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 30 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 37. | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 26 | 3 | 3 | 4 | 5 | 4 | 4 | 23 |
| 38. | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 26 | 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 39. | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 31 | 4 | 3 | 4 | 5 | 4 | 4 | 24 |
| 40. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 41. | 4 | 5 | 3 | 4 | 3 | 5 | 4 | 28 | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 42. | 5 | 5 | 4 | 3 | 3 | 4 | 3 | 27 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 43. | 5 | 5 | 5 | 3 | 3 | 5 | 3 | 29 | 3 | 2 | 2 | 2 | 3 | 3 | 15 |
| 44. | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 26 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 45. | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 33 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 46. | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 30 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 47. | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 48. | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 30 | 4 | 5 | 4 | 3 | 4 | 4 | 24 |
| 49. | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 30 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 50. | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 27 | 5 | 4 | 4 | 3 | 3 | 4 | 23 |
| 51. | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 27 | 4 | 4 | 3 | 4 | 5 | 5 | 25 |
| 52. | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 33 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 53. | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 30 | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 54. | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 26 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 55. | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 33 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 56. | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 28 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 57. | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 27 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 58. | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 29 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 59. | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 22 | 5 | 4 | 4 | 5 | 5 | 3 | 26 |
| 60. | 3 | 4 | 4 | 5 | 5 | 3 | 4 | 28 | 3 | 5 | 5 | 4 | 3 | 3 | 23 |
| 61. | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 28 | 3 | 3 | 4 | 4 | 3 | 5 | 22 |
| 62. | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 30 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 63. | 4 | 4 | 4 | 3 | 3 | 2 | 2 | 22 | 3 | 3 | 4 | 4 | 5 | 5 | 24 |
| 64. | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 21 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 65. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 66. | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 29 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |

| | | | | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|----|---|---|---|---|---|---|----|
| 67. | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 32 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 68. | 5 | 5 | 3 | 4 | 4 | 4 | 3 | 28 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 69. | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 18 | 2 | 3 | 2 | 3 | 3 | 3 | 16 |
| 70. | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 26 | 3 | 3 | 4 | 4 | 4 | 3 | 21 |
| 71. | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 26 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 72. | 5 | 4 | 3 | 2 | 3 | 3 | 4 | 24 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 73. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 | 5 | 4 | 4 | 3 | 3 | 4 | 23 |
| 74. | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 26 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| 75. | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 29 | 3 | 4 | 4 | 5 | 5 | 4 | 25 |
| 76. | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 26 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 77. | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 30 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 78. | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 79. | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 33 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 80. | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 32 | 4 | 3 | 3 | 4 | 4 | 5 | 23 |
| 81. | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 28 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 82. | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 28 | 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 83. | 3 | 3 | 4 | 2 | 4 | 5 | 5 | 26 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 84. | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 25 | 5 | 4 | 4 | 3 | 4 | 3 | 23 |
| 85. | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 30 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 86. | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 31 | 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| 87. | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 31 | 4 | 5 | 5 | 3 | 4 | 4 | 25 |
| 88. | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 29 | 4 | 3 | 4 | 4 | 4 | 5 | 24 |
| 89. | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 28 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 90. | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 31 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 91. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 92. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 93. | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 27 | 4 | 4 | 4 | 3 | 4 | 5 | 24 |
| 94. | 3 | 3 | 5 | 3 | 4 | 4 | 3 | 25 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 95. | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 32 | 3 | 4 | 5 | 3 | 4 | 5 | 24 |
| 96. | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 31 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 97. | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 29 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 98. | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 30 | 2 | 4 | 2 | 4 | 1 | 4 | 17 |

LAMPIRAN 4

HASIL UJI

VALIDITAS

VARIABEL

HASIL UJI VALIDITAS VARAIBEL

1. Uji Validitas Variabel Kepercayaan (XI)

| | | Correlations | | | | | | |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|--------|
| | | KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | Total |
| KP1 | Pearson Correlation | 1 | .386** | .314** | .287** | .299** | .111 | .597** |
| | Sig. (2-tailed) | | .000 | .002 | .004 | .003 | .275 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| KP2 | Pearson Correlation | .386** | 1 | .585** | .345** | .399** | .298** | .746** |
| | Sig. (2-tailed) | .000 | | .000 | .001 | .000 | .003 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| KP3 | Pearson Correlation | .314** | .585** | 1 | .492** | .397** | .165 | .738** |
| | Sig. (2-tailed) | .002 | .000 | | .000 | .000 | .104 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| KP4 | Pearson Correlation | .287** | .345** | .492** | 1 | .350** | .258* | .680** |
| | Sig. (2-tailed) | .004 | .001 | .000 | | .000 | .010 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| KP5 | Pearson Correlation | .299** | .399** | .397** | .350** | 1 | .396** | .724** |
| | Sig. (2-tailed) | .003 | .000 | .000 | .000 | | .000 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| KP6 | Pearson Correlation | .111 | .298** | .165 | .258* | .396** | 1 | .531** |
| | Sig. (2-tailed) | .275 | .003 | .104 | .010 | .000 | | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| Total | Pearson Correlation | .597** | .746** | .738** | .680** | .724** | .531** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 |

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

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

2. Uji Validitas Variabel Kemudahan (X2)

| | | Correlations | | | | | |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|
| | | KM1 | KM2 | KM3 | KM4 | KM5 | Total |
| KM1 | Pearson Correlation | 1 | .522** | .424** | .307** | .381** | .759** |
| | Sig. (2-tailed) | | .000 | .000 | .002 | .000 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 |
| KM2 | Pearson Correlation | .522** | 1 | .307** | .284** | .138 | .662** |
| | Sig. (2-tailed) | .000 | | .002 | .005 | .174 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 |
| KM3 | Pearson Correlation | .424** | .307** | 1 | .462** | .221* | .678** |
| | Sig. (2-tailed) | .000 | .002 | | .000 | .029 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 |
| KM4 | Pearson Correlation | .307** | .284** | .462** | 1 | .469** | .726** |
| | Sig. (2-tailed) | .002 | .005 | .000 | | .000 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 |
| KM5 | Pearson Correlation | .381** | .138 | .221* | .469** | 1 | .643** |
| | Sig. (2-tailed) | .000 | .174 | .029 | .000 | | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 |
| Total | Pearson Correlation | .759** | .662** | .678** | .726** | .643** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 98 | 98 | 98 | 98 | 98 | 98 |

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

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

3. Uji Validitas Variabel Kuakitas Informasi (X3)

Correlations

| | | KU1 | KU2 | KU3 | KU4 | KU5 | KU6 | KU7 | Total |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| KU1 | Pearson Correlation | 1 | .685** | .277** | .189 | .022 | .225* | .051 | .536** |
| | Sig. (2-tailed) | | .000 | .006 | .062 | .830 | .026 | .616 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| KU2 | Pearson Correlation | .685** | 1 | .545** | .511** | .165 | .348** | .032 | .732** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .103 | .000 | .756 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| KU3 | Pearson Correlation | .277** | .545** | 1 | .463** | .285** | .395** | .186 | .706** |
| | Sig. (2-tailed) | .006 | .000 | | .000 | .005 | .000 | .066 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| KU4 | Pearson Correlation | .189 | .511** | .463** | 1 | .582** | .355** | .272** | .750** |
| | Sig. (2-tailed) | .062 | .000 | .000 | | .000 | .000 | .007 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| KU5 | Pearson Correlation | .022 | .165 | .285** | .582** | 1 | .336** | .419** | .607** |
| | Sig. (2-tailed) | .830 | .103 | .005 | .000 | | .001 | .000 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| KU6 | Pearson Correlation | .225* | .348** | .395** | .355** | .336** | 1 | .504** | .693** |
| | Sig. (2-tailed) | .026 | .000 | .000 | .000 | .001 | | .000 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| KU7 | Pearson Correlation | .051 | .032 | .186 | .272** | .419** | .504** | 1 | .525** |
| | Sig. (2-tailed) | .616 | .756 | .066 | .007 | .000 | .000 | | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| Total | Pearson Correlation | .536** | .732** | .706** | .750** | .607** | .693** | .525** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 | 98 |

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

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

4. Uji Validitas Variabel Keputusan Pembelian *Online* (Y)

Correlations

| | | KB1 | KB2 | KB3 | KB4 | KB5 | KB6 | Total |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| KB1 | Pearson Correlation | 1 | .563** | .451** | .159 | .427** | .288** | .684** |
| | Sig. (2-tailed) | | .000 | .000 | .117 | .000 | .004 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| KB2 | Pearson Correlation | .563** | 1 | .548** | .187 | .275** | .290** | .667** |
| | Sig. (2-tailed) | .000 | | .000 | .066 | .006 | .004 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| KB3 | Pearson Correlation | .451** | .548** | 1 | .431** | .533** | .426** | .822** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| KB4 | Pearson Correlation | .159 | .187 | .431** | 1 | .423** | .214* | .604** |
| | Sig. (2-tailed) | .117 | .066 | .000 | | .000 | .034 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| KB5 | Pearson Correlation | .427** | .275** | .533** | .423** | 1 | .443** | .753** |
| | Sig. (2-tailed) | .000 | .006 | .000 | .000 | | .000 | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| KB6 | Pearson Correlation | .288** | .290** | .426** | .214* | .443** | 1 | .628** |
| | Sig. (2-tailed) | .004 | .004 | .000 | .034 | .000 | | .000 |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| Total | Pearson Correlation | .684** | .667** | .822** | .604** | .753** | .628** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 98 | 98 | 98 | 98 | 98 | 98 | 98 |

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

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

LAMPIRAN 5

HASIL UJI

RELIABILITAS

VARIABEL

HASIL UJI RELIABILITAS VARIABEL

1. Uji Reliabilitas Variabel Kepercayaan (X1)

Case Processing Summary

| | | N | % |
|-----------|---------------------------|----|-------|
| Case s | Valid | 98 | 100.0 |
| | Exclude d ^a | 0 | .0 |
| | Total | 98 | 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 |
|------------------|--|------------|
| .767 | .842 | 7 |

2. Uji Reliabilitas Variabel Kemudahan (X2)

Case Processing Summary

| | | N | % |
|-----------|---------------------------|----|-------|
| Case s | Valid | 98 | 100.0 |
| | Exclude d ^a | 0 | .0 |
| | Total | 98 | 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 |
|------------------|--|------------|
| .775 | .839 | 6 |

3. Uji Reliabilitas Variabel Kualitas Informasi (X3)

Case Processing Summary

| | | N | % |
|-----------|---------------------------|----|-------|
| Case s | Valid | 98 | 100.0 |
| | Exclude d ^a | 0 | .0 |
| | Total | 98 | 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 |
|------------------|--|------------|
| .761 | .846 | 8 |

4. Uji Reliabilitas Variabel Keputusan Pembelian *Online* (Y)

Case Processing Summary

| | | N | % |
|-----------|---------------------------|----|-------|
| Case s | Valid | 98 | 100.0 |
| | Exclude d ^a | 0 | .0 |
| | Total | 98 | 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 |
|------------------|--|------------|
| .774 | .860 | 7 |

LAMPIRAN 6

ANALISIS

DESKRIPSI

RESPONDEN

ANALISIS DESKRIPSI RESPONDEN

Program Studi

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------|-----------|---------|---------------|--------------------|
| Manajemen | 45 | 45.9 | 45.9 | 45.9 |
| Ilmu Hukum | 12 | 12.2 | 12.2 | 58.2 |
| Ilmu Ekonomi | 10 | 10.2 | 10.2 | 68.4 |
| Hubungan Internasional | 9 | 9.2 | 9.2 | 77.6 |
| Akuntansi | 5 | 5.1 | 5.1 | 82.7 |
| Teknik Sipil | 6 | 6.1 | 6.1 | 88.8 |
| Valid EPI | 4 | 4.1 | 4.1 | 92.9 |
| Kedokteran Gigi | 3 | 3.1 | 3.1 | 95.9 |
| Teknik Mesin | 1 | 1.0 | 1.0 | 96.9 |
| Ilmu Pemerintahan | 1 | 1.0 | 1.0 | 98.0 |
| Ilmu Komunikasi | 1 | 1.0 | 1.0 | 99.0 |
| Pertanian | 1 | 1.0 | 1.0 | 100.0 |
| Total | 98 | 100.0 | 100.0 | |

Usia

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| 19 | 1 | 1.0 | 1.0 | 1.0 |
| 20 | 14 | 14.3 | 14.3 | 15.3 |
| 21 | 51 | 52.0 | 52.0 | 67.3 |
| Valid 22 | 26 | 26.5 | 26.5 | 93.9 |
| 23 | 5 | 5.1 | 5.1 | 99.0 |
| 24 | 1 | 1.0 | 1.0 | 100.0 |
| Total | 98 | 100.0 | 100.0 | |

Jenis Kelamin

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Laki-laki | 31 | 31.6 | 31.6 | 31.6 |
| Valid Perempuan | 67 | 68.4 | 68.4 | 100.0 |
| Total | 98 | 100.0 | 100.0 | |

Intensitas Pembelian

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------------|-----------|---------|---------------|--------------------|
| 2-5 (dua-lima kali) | 73 | 74.5 | 74.5 | 74.5 |
| Valid >5 (lebih dari lima kali) | 25 | 25.5 | 25.5 | 100.0 |
| Total | 98 | 100.0 | 100.0 | |

Terakhir Transaksi

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| Ya | 55 | 56.1 | 56.1 | 56.1 |
| Valid Tidak | 43 | 43.9 | 43.9 | 100.0 |
| Total | 98 | 100.0 | 100.0 | |

LAMPIRAN 7

UJI DESKRIPTIF

VARIABEL

UJI DESKRIPTIF VARIABEL

A. Uji statistik deskriptif item pertanyaan variabel Kepercayaan (X1)

| Descriptive Statistics | | | | | |
|------------------------|----|---------|---------|-------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| KP1 | 98 | 2 | 5 | 3.64 | .750 |
| KP2 | 98 | 2 | 5 | 3.94 | .744 |
| KP3 | 98 | 2 | 5 | 3.81 | .755 |
| KP4 | 98 | 2 | 5 | 3.65 | .761 |
| KP5 | 98 | 2 | 5 | 3.48 | .864 |
| KP6 | 98 | 3 | 5 | 3.84 | .653 |
| Total | 98 | 15 | 29 | 22.36 | 3.050 |
| Valid N (listwise) | 98 | | | | |

B. Uji statistik deskriptif item pertanyaan variabel Kemudahan (X2)

| Descriptive Statistics | | | | | |
|------------------------|----|---------|---------|-------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| KM1 | 98 | 2 | 5 | 3.97 | .739 |
| KM2 | 98 | 2 | 5 | 4.08 | .808 |
| KM3 | 98 | 2 | 5 | 3.94 | .686 |
| KM4 | 98 | 1 | 5 | 3.89 | .758 |
| KM5 | 98 | 2 | 5 | 4.07 | .777 |
| Total | 98 | 14 | 25 | 19.95 | 2.610 |
| Valid N (listwise) | 98 | | | | |

C. Uji statistik deskriptif item pertanyaan variabel Kualitas Informasi (X3)

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|----|---------|---------|-------|----------------|
| KU1 | 98 | 3 | 5 | 4.30 | .749 |
| KU2 | 98 | 2 | 5 | 4.22 | .793 |
| KU3 | 98 | 2 | 5 | 4.04 | .836 |
| KU4 | 98 | 2 | 5 | 3.81 | .845 |
| KU5 | 98 | 2 | 5 | 3.86 | .718 |
| KU6 | 98 | 2 | 5 | 3.90 | .793 |
| KU7 | 98 | 2 | 5 | 4.01 | .725 |
| Total | 98 | 18 | 35 | 28.13 | 3.571 |
| Valid N (listwise) | 98 | | | | |

D. Uji statistik deskriptif item pertanyaan variabel Keputusan Pembelian *Online* (Y)

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|----|---------|---------|-------|----------------|
| KB1 | 98 | 2 | 5 | 3.97 | .766 |
| KB2 | 98 | 2 | 5 | 4.04 | .672 |
| KB3 | 98 | 2 | 5 | 4.02 | .837 |
| KB4 | 98 | 1 | 5 | 3.67 | .847 |
| KB5 | 98 | 1 | 5 | 3.98 | .786 |
| KB6 | 98 | 2 | 5 | 4.11 | .716 |
| Total | 98 | 15 | 30 | 23.80 | 3.214 |
| Valid N (listwise) | 98 | | | | |

LAMPIRAN 8
HASIL ANALISIS
REGRESI LINEAR
BERGANDA

HASIL ANALISIS REGRESI LINEAR BERGANDA

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1 | Kualitas Informasi (X3), Kepercayaan (X1), Kemudahan (X2) ^b | . | Enter |

a. Dependent Variable: Keputusan Pembelian Online (Y)

b. All requested variables entered.

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .610 ^a | .373 | .353 | 2.586 |

a. Predictors: (Constant), Kualitas Informasi (X3),

Kepercayaan (X1), Kemudahan (X2)

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 373.297 | 3 | 124.432 | 18.607 | .000 ^b |
| | Residual | 628.621 | 94 | 6.687 | | |
| | Total | 1001.918 | 97 | | | |

a. Dependent Variable: Keputusan Pembelian Online (Y)

b. Predictors: (Constant), Kualitas Informasi (X3), Kepercayaan (X1), Kemudahan (X2)

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.364 | 2.511 | | 2.136 | .035 |
| | Kepercayaan (X1) | .232 | .109 | .220 | 2.120 | .037 |
| | Kemudahan (X2) | .377 | .129 | .306 | 2.928 | .004 |
| | Kualitas Informasi (X3) | .204 | .083 | .227 | 2.450 | .016 |

a. Dependent Variable: Keputusan Pembelian Online (Y)