

B. Petunjuk Pengisian Kuisisioner

Saudara/i dapat memberikan jawaban dengan memberi tanda silang (X) pada salah satu pilihan jawaban yang tersedia. Hanya satu jawaban saja untuk setiap pertanyaan.

Pada masing-masing pertanyaan terdapat lima alternative jawaban yang mengaju pada skala likert, yaitu: Sangat Setuju (SS) = 5, setuju (S) = 4, Netral (N) = 3, Tidak Setuju (TS) = 2 dan Sangat Tidak Setuju (STS)= 1.

Variabel	No	Pertanyaan	Penilaian				
			1	2	3	4	5
Promosi	1.	Apakah promosi mempengaruhi anda dalam mendapatkan barang tersebut?					
	2.	Apakah anda belanja online hanya disaat promosi saja?					
	3.	Apakah anda tertarik dengan promosi-promosi di belanja media online?					
	4.	Apakah anda sering mencari barang promosi di media online?					

Variabel	No	Pertanyaan	Penilaian				
			1	2	3	4	5
Harga	1.	Apakah harga adalah hal pertama yang anda lihat pada saat ingin belanja online?					
	2.	Apakah anda biasa membandingkan harga barang satu dengan yang lainnya					
	3.	Dengan harga barang yang murah dan menarik meskipun barang tidak dibutuhkan, apakah anda tetap akan membelinya?					
	4.	Apakah anda sering mendahulukan harga ketimbang kualitas barang?					

Variabel	No	Pertanyaan	Penilaian				
			1	2	3	4	5
Pendapatan Konsumen	1.	Apakah setiap bulan anda selalu menyisihkan uang dari pendapatan yang anda terima (uang saku) untuk belanja di media online?					
	2.	Apakah pendapatan anda mempengaruhi besarnya nilai harga barang yang anda beli di online shop?					
	3.	Apakah anda belanja online sesuai dengan kebutuhan dan pendapatan yang anda terima perbulannya?					
	4.	Apakah semakin tinggi pendapat perbulan yang anda terima, semakin sering anda belanja di media online?					

Variabel	No	Pertanyaan	Penilaian				
			1	2	3	4	5
Waktu	1.	Apakah dengan belanja online itu menghemat waktu anda?					
	2.	Apakah waktu sejak barang dipesan sampai diterima berpengaruh dalam keinginan anda belanja di media online?					
	3.	Apakah anda sering mengalami keterlambatan dalam menerima barang yang anda beli?					
	4.	Dimana saja serta kapan saja anda biasa berbelanja di media online, apakah itu yang membuat anda senang belanja online?					

Variabel	No	Pertanyaan	Penilaian				
			1	2	3	4	5
	1.	Apakah dalam belanja di media online itu beresiko?					

Resiko	2.	Apakah anda tidak takut dengan resiko yang akan terjadi saat belanja di media online?					
	3.	Apakah anda juga mempertimbangkan kondisi barang yang anda terima?					
	4.	Apakah dengan adanya resiko yang anda terima, anda jadi tidak akan belanja online lagi?					

Variabel	No	Pertanyaan	Penilaian				
			1	2	3	4	5
Permintaan	1.	Luasnya jangkauan internet di Indonesia turut menambah kenaikan akan permintaan barang secara online sampai ke pelosok daerah					
	2.	Permintaan barang naik, ketersediaan barang kurang, harga naik					
	3.	Dengan semakin berkembangnya media online dan kemudahan berbelanja secara online, permintaan barang pun ikut naik					
	4.	Promosi barang yang kurang menarik mempengaruhi permintaan akan barang					

Lampiran 2 Uji Validitas

Promosi X1

Correlations

		P_1	P_2	P_3	P_4	TOTAL
P_1	Pearson Correlation	1	,713**	,564**	,267**	,819**
	Sig. (2-tailed)		,000	,000	,007	,000
	N	100	100	100	100	100
P_2	Pearson Correlation	,713**	1	,577**	,310**	,863**
	Sig. (2-tailed)	,000		,000	,002	,000
	N	100	100	100	100	100
P_3	Pearson Correlation	,564**	,577**	1	,243*	,776**
	Sig. (2-tailed)	,000	,000		,015	,000
	N	100	100	100	100	100

P_4	Pearson Correlation	,267**	,310**	,243*	1	,598**
	Sig. (2-tailed)	,007	,002	,015		,000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	,819**	,863**	,776**	,598**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

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

Harga X2

Correlations

		H_1	H_2	H_3	H_4	TOTAL
H_1	Pearson Correlation	1	,652**	,182	,272**	,793**
	Sig. (2-tailed)		,000	,071	,006	,000
	N	100	100	100	100	100
H_2	Pearson Correlation	,652**	1	,309**	,307**	,829**
	Sig. (2-tailed)	,000		,002	,002	,000
	N	100	100	100	100	100
H_3	Pearson Correlation	,182	,309**	1	,119	,508**
	Sig. (2-tailed)	,071	,002		,240	,000
	N	100	100	100	100	100
H_4	Pearson Correlation	,272**	,307**	,119	1	,631**
	Sig. (2-tailed)	,006	,002	,240		,000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	,793**	,829**	,508**	,631**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Pendapatan Konsumen X3

Correlations

		PK_1	PK_2	PK_3	PK_4	TOTAL
PK_1	Pearson Correlation	1	,568**	,338**	,432**	,773**
	Sig. (2-tailed)		,000	,001	,000	,000
	N	100	100	100	100	100
PK_2	Pearson Correlation	,568**	1	,493**	,532**	,846**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
PK_3	Pearson Correlation	,338**	,493**	1	,432**	,708**
	Sig. (2-tailed)	,001	,000		,000	,000
	N	100	100	100	100	100
PK_4	Pearson Correlation	,432**	,532**	,432**	1	,768**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	,773**	,846**	,708**	,768**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Waktu X4

Correlations

		W_1	W_2	W_3	W_4	TOTAL
W_1	Pearson Correlation	1	,173	-,085	,426**	,617**
	Sig. (2-tailed)		,086	,400	,000	,000
	N	100	100	100	100	100
W_2	Pearson Correlation	,173	1	,304**	,070	,633**
	Sig. (2-tailed)	,086		,002	,490	,000
	N	100	100	100	100	100
W_3	Pearson Correlation	-,085	,304**	1	,038	,515**
	Sig. (2-tailed)	,400	,002		,709	,000
	N	100	100	100	100	100
W_4	Pearson Correlation	,426**	,070	,038	1	,654**
	Sig. (2-tailed)	,000	,490	,709		,000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	,617**	,633**	,515**	,654**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Resiko X5

Correlations

		R_1	R_2	R_3	R_4	TOTAL
R_1	Pearson Correlation	1	,118	,046	,065	,572**
	Sig. (2-tailed)		,244	,647	,522	,000
	N	100	100	100	100	100
R_2	Pearson Correlation	,118	1	,108	,331**	,659**
	Sig. (2-tailed)	,244		,284	,001	,000
	N	100	100	100	100	100
R_3	Pearson Correlation	,046	,108	1	-,048	,382**
	Sig. (2-tailed)	,647	,284		,632	,000
	N	100	100	100	100	100
R_4	Pearson Correlation	,065	,331**	-,048	1	,657**
	Sig. (2-tailed)	,522	,001	,632		,000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	,572**	,659**	,382**	,657**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Permintaan Y

Correlations

		PB_1	PB_2	PB_3	PB_4	TOTAL
PB_1	Pearson Correlation	1	,174	,187	,320**	,676**
	Sig. (2-tailed)		,084	,062	,001	,000
	N	100	100	100	100	100
PB_2	Pearson Correlation	,174	1	,685**	,319**	,757**
	Sig. (2-tailed)	,084		,000	,001	,000
	N	100	100	100	100	100
PB_3	Pearson Correlation	,187	,685**	1	,238*	,730**
	Sig. (2-tailed)	,062	,000		,017	,000

	N	100	100	100	100	100
PB_4	Pearson Correlation	,320**	,319**	,238*	1	,622**
	Sig. (2-tailed)	,001	,001	,017		,000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	,676**	,757**	,730**	,622**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

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

Lampiran 3 Uji Reabilitas

Promosi X1

Reliability Statistics

Cronbach's Alpha	N of Items
,803	5

Harga X2

Reliability Statistics

Cronbach's Alpha	N of Items
,777	5

Pendapatan Konsumen X3

Reliability Statistics

Cronbach's Alpha	N of Items
,807	5

Waktu X4

Reliability Statistics

Cronbach's Alpha	N of Items
,724	5

Resiko X5

Reliability Statistics

Cronbach's Alpha	N of Items
,699	5

Permintaan Y

Reliability Statistics

Cronbach's	
Alpha	N of Items
,772	5

Lampiran 4 Frequency Table

Promosi X1

Tertarik dengan promosi di media online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	2	2,0	2,0	3,0
	N	30	30,0	30,0	33,0
	S	52	52,0	52,0	85,0
	SS	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

Sering mencari barang promosi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3,0	3,0	3,0
	TS	20	20,0	20,0	23,0
	N	26	26,0	26,0	49,0
	S	42	42,0	42,0	91,0
	SS	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

Promosi mempengaruhi dalam mendapatkan barang

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	12	12,0	12,0	13,0
	N	22	22,0	22,0	35,0
	S	56	56,0	56,0	91,0
	SS	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

Belanja disaat promosi saja

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4,0	4,0	4,0
	TS	35	35,0	35,0	39,0
	N	41	41,0	41,0	80,0
	S	17	17,0	17,0	97,0
	SS	3	3,0	3,0	100,0

Total	100	100,0	100,0
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Harga X2

Mendahulukan harga ketimbang kualitas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4,0	4,0	4,0
	TS	32	32,0	32,0	36,0
	N	30	30,0	30,0	66,0
	S	27	27,0	27,0	93,0
	SS	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

Harga hal pertama yang dilihat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	5,0	5,0	5,0
	TS	7	6,9	6,9	11,9
	N	24	23,8	23,8	35,6
	S	55	54,5	54,5	90,1
	SS	10	9,9	9,9	100,0
	Total	101	100,0	100,0	

Membandingkan harga satu dengan yang lainnya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	N	14	14,0	14,0	15,0
	S	58	58,0	58,0	73,0
	SS	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

Harga murah, menarik tidak dibutuhkan tetap dibeli

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	6	6,0	6,0	6,0
	TS	42	42,0	42,0	48,0
	N	31	31,0	31,0	79,0
	S	17	17,0	17,0	96,0
	SS	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

Pendapatan Konsumen X3

Pendapatan tinggi, semakin sering belanja

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1,0	1,0	1,0
	N	17	17,0	17,0	18,0
	S	57	57,0	57,0	75,0
	SS	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

Menyisihkan uang perbulan untuk belanja dionline shop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	N	19	19,0	19,0	21,0
	S	62	62,0	62,0	83,0
	SS	17	17,0	17,0	100,0
	Total	100	100,0	100,0	

Pendapatan mempengaruhi nilai barang

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	N	17	17,0	17,0	19,0
	S	73	73,0	73,0	92,0
	SS	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

Belanja sesuai kebutuhan dan pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1,0	1,0	1,0
	N	13	13,0	13,0	14,0
	S	66	66,0	66,0	80,0
	SS	20	20,0	20,0	100,0
	Total	100	100,0	100,0	

Waktu X4

Menghemat waktu

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	N	15	15,0	15,0	17,0
	S	54	54,0	54,0	71,0
	SS	29	29,0	29,0	100,0
	Total	100	100,0	100,0	

Cepat tidaknya barang diterima berpengaruh pada keinginan belanja

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	7	7,0	7,0	8,0
	N	22	22,0	22,0	30,0
	S	63	63,0	63,0	93,0
	SS	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

Keterlambatan dalam menerima barang

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	17	17,0	17,0	18,0
	N	49	49,0	49,0	67,0
	S	32	32,0	32,0	99,0

SS	1	1,0	1,0	100,0
Total	100	100,0	100,0	

Kapan saja dimana saja bisa belanja online

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1,0	1,0	1,0
TS	3	3,0	3,0	4,0
N	26	26,0	26,0	30,0
S	50	50,0	50,0	80,0
SS	20	20,0	20,0	100,0
Total	100	100,0	100,0	

Resiko X5

Belanja di media online beresiko

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	2	2,0	2,0	2,0
TS	8	8,0	8,0	10,0
N	21	21,0	21,0	31,0
S	62	62,0	62,0	93,0
SS	7	7,0	7,0	100,0
Total	100	100,0	100,0	

Takut dengan resiko yang didapatkan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	5	5,0	5,0	5,0
N	44	44,0	44,0	49,0
S	46	46,0	46,0	95,0
SS	5	5,0	5,0	100,0
Total	100	100,0	100,0	

Mempertimbangkan kerusakan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	6	6,0	6,0	6,0
S	57	57,0	57,0	63,0
SS	37	37,0	37,0	100,0
Total	100	100,0	100,0	

Resiko yang diterima, tidak lagi belanja online

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	4	4,0	4,0	4,0
TS	34	34,0	34,0	38,0
N	40	40,0	40,0	78,0
S	20	20,0	20,0	98,0
SS	2	2,0	2,0	100,0
Total	100	100,0	100,0	

Permintaan Barang (Y)

Luasnya jangkauan internet, permintaan barang naik

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	STS	7	7,0	7,0	7,0
	TS	8	8,0	8,0	15,0
	N	16	16,0	16,0	31,0
	S	39	39,0	39,0	70,0
	SS	30	30,0	30,0	100,0
	Total	100	100,0	100,0	

Permintaan barang naik, ketersediaan barang kurang, harga naik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2,0	2,0	2,0
	TS	8	8,0	8,0	10,0
	N	31	31,0	31,0	41,0
	S	43	43,0	43,0	84,0
	SS	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

Berkembangnya media online, permintaan barangpun ikut naik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2,0	2,0	2,0
	TS	5	5,0	5,0	7,0
	N	27	27,0	27,0	34,0
	S	53	53,0	53,0	87,0
	SS	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

Promosi yang kurang menarik mempengaruhi permintaan barang

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1,0	1,0	1,0
	N	34	34,0	34,0	35,0
	S	49	49,0	49,0	84,0
	SS	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

Lampiran 5 Hasil Regresi Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	x5, x4, x2, x3, x1 ^b	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,644 ^a	,580	,571	2,524

a. Predictors: (Constant), x5, x4, x2, x3, x1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37,977	5	7,595	1,192	,000 ^b
	Residual	599,023	94	6,373		
	Total	637,000	99			

a. Dependent Variable: Y

b. Predictors: (Constant), x5, x4, x2, x3, x1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,232	3,540		4,303	,000
	x1	,254	,120	,267	2,119	,003
	x2	,111	,106	,122	1,050	,012
	x3	,219	,153	,175	1,123	,009
	x4	1,784	,175	1,610	2,477	,000
	x5	-,051	,155	-,034	-,331	,742

a. Dependent Variable

Data Kuisioner

No	Jenis kelamin	Usia	Pendapatan Perbulan	Platform	Promosi				Total
					P1	P2	P3	P4	
1.	2	2	4	2	5	5	4	3	17
2.	2	2	4	2	4	4	4	2	14
3.	2	2	4	2	5	4	4	3	16
4	2	2	4	2	4	2	4	3	13
5	2	2	4	2	3	3	4	4	14
6	2	2	4	2	3	2	2	3	10
7	2	2	4	2	4	4	4	4	16
8	2	2	4	2	4	2	4	3	13
9	2	2	4	2	5	5	5	4	19
10	2	2	4	1	2	2	2	3	9
11	2	3	4	1	4	4	5	3	16
12	2	2	4	1	4	3	2	4	13
13	2	2	4	2	4	4	4	2	14
14	2	3	4	2	4	2	2	1	9

15	2	3	4	2	3	4	3	3	13
16	2	2	4	1	4	4	4	4	16
17	2	2	4	1	5	4	4	3	16
18	2	2	4	2	3	2	3	2	10
19	1	3	4	2	3	1	2	3	9
20	2	2	4	2	4	3	4	2	13
21	2	1	4	2	3	2	2	2	9
22	2	2	4	2	4	4	3	1	12
23	2	1	4	4	5	4	5	2	16
24	2	2	3	3	5	5	4	5	19
25	2	2	3	5	5	4	4	4	17
26	2	2	3	3	4	4	4	3	15
27	2	2	3	3	3	3	2	4	12
28	1	2	3	3	3	3	3	3	12
29	2	1	3	2	4	4	4	4	16
30	2	1	3	2	5	5	5	5	20
31	2	2	3	1	4	4	3	2	13
32	2	2	4	1	4	3	5	4	16
33	2	2	4	1	4	4	3	3	14
34	2	2	3	3	4	4	4	3	15
35	2	1	3	3	3	3	3	3	12
36	1	2	3	3	4	4	4	3	15
37	2	2	4	2	4	3	5	4	16
38	2	2	4	1	3	2	2	2	9
39	2	2	4	1	4	4	4	2	14
40	2	2	3	2	4	4	5	3	16
41	2	2	4	1	3	3	3	2	11
42	2	2	4	5	4	4	4	2	14
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