

APPENDICES

Appendices 1

KUESIONER PENELITIAN

Kepada Yth:

Saudara/i Responden

Di tempat

Dengan hormat,

Berkaitan dengan penelitian yang saya lakukan dengan judul “DETERMINAN PEMILIHAN SITUS E-COMMERCE OLEH GENERASI MILENIAL” maka saya mohon kesediaan dari saudara/i untuk dapat mengisi kuesioner penelitian ini.

Penelitian ini diharapkan memberikan hasil yang bermanfaat dan oleh karena itu dimohon kesediannya untuk mengisi/menjawab kuesioner ini sesuai dengan pendapat dan pengalaman saudara/i miliki. Jawaban yang Anda berikan akan dijamin kerahasiaannya dan hanya akan digunakan untuk kepentingan ilmiah.

Terimakasih atas kesediaan dan partisipasi saudara/i dalam meluangkan waktunya untuk membaca dan mengisi kuesioner ini, semoga kebaikan dan keikhlasan saudara/i dibalas oleh Allah SWT. Aamiin.

Hormat saya,

Wahyu Galis Pramita Siwi

IDENTITAS RESPONDEN

Nama :

Email :

Jenis Kelamin : a. Pria b. Wanita

Usia :

- | | |
|-------------|-------------|
| a. 18 tahun | c. 22 tahun |
| b. 19 tahun | d. 23 tahun |
| c. 20 tahun | e. 24 tahun |
| d. 21 tahun | f. 25 tahun |

Fakultas :

- a. Fakultas Ekonomi dan Bisnis
- b. Fakultas Hukum
- c. Fakultas Ilmu Kedokteran dan Kesehatan
- d. Fakultas Teknik
- e. Fakultas Ilmu Sosial dan Politik
- f. Fakultas Matematika dan Ilmu Pengetahuan Alam
- g. Fakultas Bahasa dan Seni
- h. Fakultas Pertanian
- i. Dll

Pekerjaan Orang Tua :

- | | | |
|-------------------|-------------------------|--------|
| a. Wiraswasta | c. Pegawai Negeri Sipil | e. Dll |
| b. Pegawai Swasta | d. Petani / Peternak | |

Pengeluaran Per bulan :

- | | | |
|-------------------|--------------------------------|-------------------|
| a. < Rp 1.000.000 | b. Rp 1.000.000 – Rp 2.000.000 | c. > Rp 2.000.000 |
|-------------------|--------------------------------|-------------------|

Platform E-commerce yang sering digunakan :

- | | | |
|--------------|--------------|---------------|
| a. Tokopedia | c. BukaLapak | e. Blibli.com |
| b. Shopee | d. Lazada | |

PETUNJUK PENGISIAN

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

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

No	Pernyataan	ST S	TS	N	S	SS
1	Saya percaya situs e-commerce merahasiakan identitas diri saya					
2	Keamanan transaksi di situs e-commerce					
3	Saya percaya situs e-commerce akan memenuhi tanggung jawabnya					
4	Saya puas bertransaksi di situs e-commerce					

Variable Trust

Variable Price

No	Pernyataan	STS	TS	N	S	SS
1	Katalog harga produk di situs e-commerce ditampilkan jelas dan mudah dimengerti					
2	Harga produk di situs e-commerce lebih murah dibanding toko offline					
3	Harga produk wajar sebanding dengan kualitas					
4	Saya mudah melakukan perbandingan harga di situs e-commerce					

Variable Promotion

No	Pernyataan	STS	TS	N	S	SS
1	Saya selalu mendapatkan info promosi / iklan					
2	Saya tertarik dengan program promosi di situs e-commerce					
3	Promosi / iklan mempengaruhi saya dalam memilih e-commerce					
4	Situs e-commerce sering mengadakan promosi / diskon					

Variable Time

No	Pernyataan	STS	TS	N	S	SS
1	Belanja di situs e-commerce menghemat waktu					
2	Tahap transaksi dapat diselesaikan dalam waktu singkat					
3	Kapan saja saya bisa belanja di situs e-commerce					
4	Pengiriman barang sesuai dengan waktu yang ditentukan					

Variable Risk

No	Pernyataan	STS	TS	N	S	SS
1	Saya khawatir produk tidak sesuai dengan informasi					
2	Saya khawatir produk mengalami kerusakan saat pengiriman					
3	Saya takut identitas pribadi disalahgunakan					
4	Dengan adanya jaminan / asuransi saya tidak takut bertransaksi di e-commerce					

Variable Ease of Use

No	Pernyataan	ST S	TS	N	S	SS
1	Situs e-commerce mudah diakses					
2	Sistem operasional dalam situs e-commerce mudah					
3	Tahap transaksi di situs e-commerce mudah dipelajari					
4	Sistem pembayaran tidak rumit					

Variable Quality of Information

No	Pernyataan	ST S	TS	N	S	SS
1	Situs e-commerce memberikan informasi yang mudah dipahami					
2	Situs e-commerce memberikan informasi yang terbaru					
3	Informasi yang diberikan situs e-commerce akurat					
4	Informasi yang disediakan sesuai yang saya harapkan					

Variable Selection of E-Commerce

No	Pernyataan	STS	TS	N	S	SS
1	Saya memilih situs e-commerce karena banyaknya pilihan produk					
2	Saya memilih situs e-commerce karena informasinya akurat					
3	Saya akan melakukan pembelian ulang di situs e-commerce					
4	Saya akan merekomendasikan orang lain untuk belanja di situs e-commerce					

Appendices 2
Validity Test

X1 Trust

Correlations

		X1.1	X1.2	X1.3	X1.4	X1
X1.1	Pearson Correlation	1	.591**	.448**	.299**	.752**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	200	200	200	200	200
X1.2	Pearson Correlation	.591**	1	.671**	.478**	.866**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	200	200	200	200	200
X1.3	Pearson Correlation	.448**	.671**	1	.589**	.842**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	200	200	200	200	200
X1.4	Pearson Correlation	.299**	.478**	.589**	1	.724**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	200	200	200	200	200
X1	Pearson Correlation	.752**	.866**	.842**	.724**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	200	200	200	200	200

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

X2 Price

Correlations

		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	.504**	.452**	.503**	.772**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	200	200	200	200	200
X2.2	Pearson Correlation	.504**	1	.513**	.451**	.793**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	200	200	200	200	200
X2.3	Pearson Correlation	.452**	.513**	1	.541**	.798**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	200	200	200	200	200
X2.4	Pearson Correlation	.503**	.451**	.541**	1	.787**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	200	200	200	200	200
X2	Pearson Correlation	.772**	.793**	.798**	.787**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	200	200	200	200	200

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

Promotion X3

Correlations

		X3.1	X3.2	X3.3	X3.4	X3
X3.1	Pearson Correlation	1	.340**	.354**	.504**	.697**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	200	200	200	200	200
X3.2	Pearson Correlation	.340**	1	.553**	.416**	.760**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	200	200	200	200	200
X3.3	Pearson Correlation	.354**	.553**	1	.553**	.814**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	200	200	200	200	200
X3.4	Pearson Correlation	.504**	.416**	.553**	1	.800**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	200	200	200	200	200
X3	Pearson Correlation	.697**	.760**	.814**	.800**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	200	200	200	200	200

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

Time X4

Correlations

		X4.1	X4.2	X4.3	X4.4	X4
X4.1	Pearson Correlation	1	.695**	.530**	.303**	.822**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	200	200	200	200	200
X4.2	Pearson Correlation	.695**	1	.601**	.318**	.848**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	200	200	200	200	200
X4.3	Pearson Correlation	.530**	.601**	1	.287**	.787**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	200	200	200	200	200
X4.4	Pearson Correlation	.303**	.318**	.287**	1	.619**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	200	200	200	200	200
X4	Pearson Correlation	.822**	.848**	.787**	.619**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	200	200	200	200	200

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

Risk X5

Correlations

		X5.1	X5.2	X5.3	X5.4	X5
X5.1	Pearson Correlation	1	.676**	.304**	.275**	.793**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	200	200	200	200	200
X5.2	Pearson Correlation	.676**	1	.365**	.246**	.798**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	200	200	200	200	200
X5.3	Pearson Correlation	.304**	.365**	1	.239**	.674**
	Sig. (2-tailed)	,000	,000		,001	,000
	N	200	200	200	200	200
X5.4	Pearson Correlation	.275**	.246**	.239**	1	.600**
	Sig. (2-tailed)	,000	,000	,001		,000
	N	200	200	200	200	200
X5	Pearson Correlation	.793**	.798**	.674**	.600**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	200	200	200	200	200

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

Ease of Use X6

Correlations

		X6.1	X6.2	X6.3	X6.4	X6
X6.1	Pearson Correlation	1	.783**	.714**	.571**	.877**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	200	200	200	200	200
X6.2	Pearson Correlation	.783**	1	.758**	.645**	.911**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	200	200	200	200	200
X6.3	Pearson Correlation	.714**	.758**	1	.610**	.883**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	200	200	200	200	200
X6.4	Pearson Correlation	.571**	.645**	.610**	1	.817**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	200	200	200	200	200
X6	Pearson Correlation	.877**	.911**	.883**	.817**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	200	200	200	200	200

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

Quality of Information X7

Correlations

		X7.1	X7.2	X7.3	X7.4	X7
X7.1	Pearson Correlation	1	.656**	.487**	.421**	.804**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	200	200	200	200	200
X7.2	Pearson Correlation	.656**	1	.480**	.404**	.793**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	200	200	200	200	200
X7.3	Pearson Correlation	.487**	.480**	1	.612**	.815**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	200	200	200	200	200
X7.4	Pearson Correlation	.421**	.404**	.612**	1	.769**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	200	200	200	200	200
X7	Pearson Correlation	.804**	.793**	.815**	.769**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	200	200	200	200	200

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

Selection of E-Commerce Y

Correlations

		Y.1	Y.2	Y.3	Y.4	Y
Y.1	Pearson Correlation	1	.533**	.505**	.383**	.748**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	200	200	200	200	200
Y.2	Pearson Correlation	.533**	1	.513**	.483**	.791**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	200	200	200	200	200
Y.3	Pearson Correlation	.505**	.513**	1	.656**	.842**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	200	200	200	200	200
Y.4	Pearson Correlation	.383**	.483**	.656**	1	.804**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	200	200	200	200	200
Y	Pearson Correlation	.748**	.791**	.842**	.804**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	200	200	200	200	200

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

Appendices 3
Reliability Test

Trust X1

Reliability Statistics

Cronbach's Alpha	N of Items
,806	4

Price X2

Reliability Statistics

Cronbach's Alpha	N of Items
,795	4

Promotion X3

Reliability Statistics

Cronbach's Alpha	N of Items
,769	4

Time X4

Reliability Statistics

Cronbach's Alpha	N of Items
,770	4

Risk X5

Reliability Statistics

Cronbach's Alpha	N of Items
,685	4

Ease of Use X6

Reliability Statistics

Cronbach's Alpha	N of Items
,893	4

Quality of Information X7

Reliability Statistics

Cronbach's Alpha	N of Items
,806	4

Selection of E-Commerce Y

Reliability Statistics

Cronbach's Alpha	N of Items
,808	4

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Trust	200	7	20	14.82	2.580
Price	200	6	20	15.25	2.685
Promotion	200	6	20	14.82	2.602
Time	200	6	20	15.71	2.700
Risk	200	7	20	14.92	2.449
Ease Of Use	200	7	20	16.36	2.620
Quality Of Information	200	6	20	14.73	2.391
Selection of E- Commerce	200	7	20	14.93	2.587
Valid N (listwise)	200				

Appendices 5
Classic Assumption Test

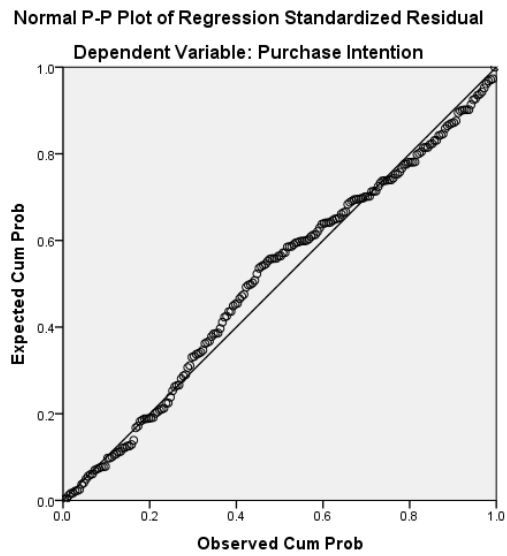
Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		200
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.64373306
	Absolute	.086
Most Extreme Differences	Positive	.035
	Negative	-.086
Kolmogorov-Smirnov Z		1.223
Asymp. Sig. (2-tailed)		.101

a. Test distribution is Normal.

b. Calculated from data.

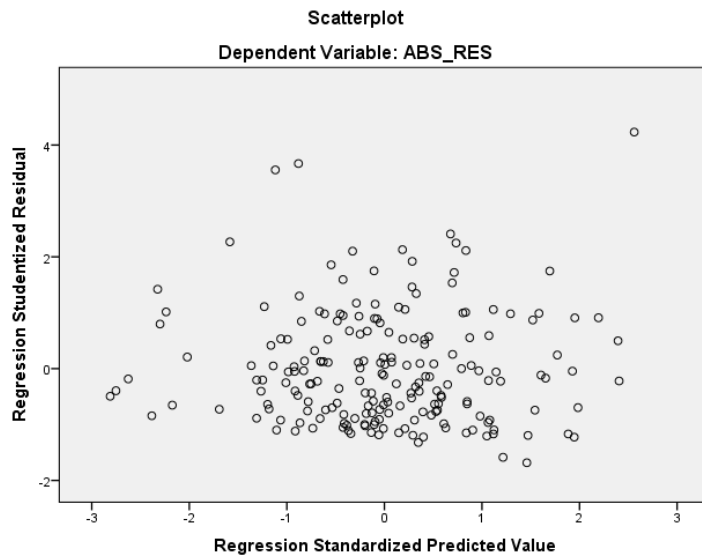


Heteroscedasticity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.340	.580		.587	.558
Trust	-.027	.038	-.071	-.708	.480
Price	-.039	.040	-.106	-.987	.325
Promotion	.026	.036	.068	.726	.468
Time	.000	.042	-.001	-.010	.992
Risk	.040	.032	.098	1.247	.214
Ease Of Use	.083	.043	.221	1.958	.052
Quality Of Information	-.024	.037	-.059	-.653	.515

a. Dependent Variable: ABS_RES



Multicollinearity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	.756	.987		.765	.445		
	Trust	.190	.065	.189	2.903	.004	.495	2.021
	Price	.158	.068	.164	2.334	.021	.427	2.344
	Promotion	.196	.061	.197	3.231	.001	.567	1.764
	Time	.156	.072	.163	2.177	.031	.376	2.660
	Risk	-.057	.054	-.054	-1.056	.292	.806	1.241
	Ease Of Use	.194	.073	.197	2.677	.008	.389	2.568
	Quality Of Information	.087	.064	.080	1.359	.176	.607	1.647

a. Dependent Variable: Purchase Intention

Appendices 6
Multiple Linear Regression Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 ^a	.596	.582	1.673

a. Predictors: (Constant), Quality Of Information, Risk, Price, Promotion, Trust, Ease Of Use, Time

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	794.205	7	113.458	40.515	.000 ^b
	Residual	537.670	192	2.800		
	Total	1331.875	199			

a. Dependent Variable: Selection of E-Commerce

b. Predictors: (Constant), Quality Of Information, Risk, Price, Promotion, Trust, Ease Of Use, Time

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.756	.987		.765	.445
	Trust	.190	.065	.189	2.903	.004
	Price	.158	.068	.164	2.334	.021
	Promotion	.196	.061	.197	3.231	.001
	Time	.156	.072	.163	2.177	.031
	Risk	-.057	.054	-.054	-1.056	.292
	Ease Of Use	.194	.073	.197	2.677	.008
	Quality Of Information	.087	.064	.080	1.359	.176

a. Dependent Variable: Selection of E-Commerce

Appendices 5
Frequency Statistic

Statistics (Trust)

		q1x1	q2x1	q4x1	q3x1
N	Valid	200	200	200	200
	Missing	0	0	0	0
	Mean	3.53	3.64	3.82	3.84
	Std. Deviation	.874	.840	.749	.775
	Minimum	1	2	2	1
	Maximum	5	5	5	5

q1x1 (Trust)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	1.5	1.5	1.5
	TS	22	11.0	11.0	12.5
	N	62	31.0	31.0	43.5
	S	93	46.5	46.5	90.0
	SS	20	10.0	10.0	100.0
	Total	200	100.0	100.0	

q2x1 (Trust)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	21	10.5	10.5	10.5
	N	57	28.5	28.5	39.0
	S	96	48.0	48.0	87.0
	SS	26	13.0	13.0	100.0
	Total	200	100.0	100.0	

q3x1 (Trust)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	1.0	1.0	1.0
	TS	6	3.0	3.0	4.0
	N	49	24.5	24.5	28.5
	S	109	54.5	54.5	83.0
	SS	34	17.0	17.0	100.0
	Total	200	100.0	100.0	

q4x1 (Trust)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	11	5.5	5.5	5.5
	N	44	22.0	22.0	27.5
	S	115	57.5	57.5	85.0
	SS	30	15.0	15.0	100.0
	Total	200	100.0	100.0	

Statistics (Price)

		q1x2	q2x2	q3x2	q4x2
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		4.01	3.81	3.65	3.78
Std. Deviation		.808	.904	.862	.834
Minimum		1	1	1	1
Maximum		5	5	5	5

q1x2 (Price)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.5	.5	.5
	TS	8	4.0	4.0	4.5
	N	34	17.0	17.0	21.5
	S	102	51.0	51.0	72.5
	STS	55	27.5	27.5	100.0
	Total	200	100.0	100.0	

q2x2 (Price)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.5	.5	.5
	TS	16	8.0	8.0	8.5
	N	50	25.0	25.0	33.5
	S	86	43.0	43.0	76.5
	SS	47	23.5	23.5	100.0
	Total	200	100.0	100.0	

q3x2 (Price)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	1.5	1.5	1.5
	TS	13	6.5	6.5	8.0
	N	65	32.5	32.5	40.5
	S	90	45.0	45.0	85.5
	SS	29	14.5	14.5	100.0
	Total	200	100.0	100.0	

q4x2 (Price)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	1.0	1.0	1.0
	TS	12	6.0	6.0	7.0
	N	48	24.0	24.0	31.0
	S	104	52.0	52.0	83.0
	SS	34	17.0	17.0	100.0
	Total	200	100.0	100.0	

Statistics (Promotion)

		q1x3	q2x3	q3x3	q4x3
N	Valid	200	200	200	200
	Missing	0	0	0	0
	Mean	3.79	3.56	3.56	3.93
	Std. Deviation	.782	.866	.906	.826
	Minimum	2	1	1	2
	Maximum	5	5	5	5

q1x3 (Promotion)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	9	4.5	4.5	4.5
	N	60	30.0	30.0	34.5
	S	96	48.0	48.0	82.5
	SS	35	17.5	17.5	100.0
	Total	200	100.0	100.0	

q2x3 (Promotion)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	1.5	1.5	1.5
	TS	16	8.0	8.0	9.5
	N	73	36.5	36.5	46.0
	S	83	41.5	41.5	87.5
	SS	25	12.5	12.5	100.0
	Total	200	100.0	100.0	

q3x3 (Promotion)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	1.5	1.5	1.5
	TS	21	10.5	10.5	12.0
	N	65	32.5	32.5	44.5
	S	84	42.0	42.0	86.5
	SS	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

q4x3 (Promotion)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	12	6.0	6.0	6.0
	N	40	20.0	20.0	26.0
	S	99	49.5	49.5	75.5
	SS	49	24.5	24.5	100.0
	Total	200	100.0	100.0	

Statistics (Time)

		q1x4	q2x4	q3x4	q4x4
N	Valid	200	200	200	200
	Missing	0	0	0	0
	Mean	4.02	4.04	4.08	3.58
	Std. Deviation	.885	.865	.885	.876
	Minimum	1	1	1	1
	Maximum	5	5	5	5

q1x4 (Time)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.5	.5	.5
	TS	11	5.5	5.5	6.0
	N	37	18.5	18.5	24.5
	S	85	42.5	42.5	67.0
	SS	66	33.0	33.0	100.0
	Total	200	100.0	100.0	

q2x4 (Time)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.5	.5	.5
	TS	9	4.5	4.5	5.0
	N	38	19.0	19.0	24.0
	S	86	43.0	43.0	67.0
	SS	66	33.0	33.0	100.0
	Total	200	100.0	100.0	

q3x4 (Time)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.5	.5	.5
	TS	10	5.0	5.0	5.5
	N	35	17.5	17.5	23.0
	S	81	40.5	40.5	63.5
	SS	73	36.5	36.5	100.0
	Total	200	100.0	100.0	

q4x4 (Time)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	1.0	1.0	1.0
	TS	14	7.0	7.0	8.0
	N	82	41.0	41.0	49.0
	S	70	35.0	35.0	84.0
	SS	32	16.0	16.0	100.0
	Total	200	100.0	100.0	

Statistics (Risk)

		q1x5	q2x5	q3x5	q4x5
N	Valid	200	200	200	200
	Missing	0	0	0	0
	Mean	3.74	3.70	3.88	3.60
	Std. Deviation	.887	.833	.885	.808
	Minimum	1	2	1	1
	Maximum	5	5	5	5

q1x5 (Risk)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.5	.5	.5
	TS	14	7.0	7.0	7.5
	N	63	31.5	31.5	39.0
	S	80	40.0	40.0	79.0
	SS	42	21.0	21.0	100.0
	Total	200	100.0	100.0	

q2x5 (Risk)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	14	7.0	7.0	7.0
	N	66	33.0	33.0	40.0
	S	86	43.0	43.0	83.0
	SS	34	17.0	17.0	100.0
	Total	200	100.0	100.0	

q3x5 (Risk)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.5	.5	.5
	TS	14	7.0	7.0	7.5
	N	44	22.0	22.0	29.5
	S	91	45.5	45.5	75.0
	SS	50	25.0	25.0	100.0
	Total	200	100.0	100.0	

q4x5 (Risk)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.5	.5	.5
	TS	15	7.5	7.5	8.0
	N	70	35.0	35.0	43.0
	S	91	45.5	45.5	88.5
	SS	23	11.5	11.5	100.0
	Total	200	100.0	100.0	

Statistics (Ease of use)

		q1x6	q2x6	q3x6	q4x6
N	Valid	200	200	200	200
	Missing	0	0	0	0
	Mean	4.16	4.12	4.05	4.03
	Std. Deviation	.737	.734	.749	.789
	Minimum	2	2	1	2
	Maximum	5	5	5	5

q1x6 (Ease of use)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	3.5	3.5	3.5
	N	20	10.0	10.0	13.5
	S	108	54.0	54.0	67.5
	SS	65	32.5	32.5	100.0
	Total	200	100.0	100.0	

q2x6 (Ease of use)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	3.0	3.0	3.0
	N	25	12.5	12.5	15.5
	S	108	54.0	54.0	69.5
	SS	61	30.5	30.5	100.0
	Total	200	100.0	100.0	

q3x6 (Ease of use)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.5	.5	.5
	TS	5	2.5	2.5	3.0
	N	30	15.0	15.0	18.0
	S	111	55.5	55.5	73.5
	SS	53	26.5	26.5	100.0
	Total	200	100.0	100.0	

q4x6 (Ease of use)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	11	5.5	5.5	5.5
	N	26	13.0	13.0	18.5
	S	109	54.5	54.5	73.0
	SS	54	27.0	27.0	100.0
	Total	200	100.0	100.0	

Statistics (Quality of information)

		q1x7	q2x7	q3x7	q4x7
N	Valid	200	200	200	200
	Missing	0	0	0	0
	Mean	3.88	3.81	3.51	3.53
	Std. Deviation	.754	.726	.770	.756
	Minimum	1	1	1	2
	Maximum	5	5	5	5

q1x7 (Quality of information)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.5	.5	.5
	TS	8	4.0	4.0	4.5
	N	40	20.0	20.0	24.5
	S	116	58.0	58.0	82.5
	SS	35	17.5	17.5	100.0
	Total	200	100.0	100.0	

q2x7 (Quality of information)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.5	.5	.5
	TS	5	2.5	2.5	3.0
	N	54	27.0	27.0	30.0
	S	111	55.5	55.5	85.5
	SS	29	14.5	14.5	100.0
	Total	200	100.0	100.0	

q3x7 (Quality of information)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.5	.5	.5
	TS	12	6.0	6.0	6.5
	N	90	45.0	45.0	51.5
	S	78	39.0	39.0	90.5
	SS	19	9.5	9.5	100.0
	Total	200	100.0	100.0	

q4x7 (Quality of information)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	14	7.0	7.0	7.0
	N	84	42.0	42.0	49.0
	S	84	42.0	42.0	91.0
	SS	18	9.0	9.0	100.0
	Total	200	100.0	100.0	

Statistics (Selection of E-Commerce)

		q1y	q2y	q3y	q4y
N	Valid	200	200	200	200
	Missing	0	0	0	0
	Mean	3.94	3.56	3.78	3.65
	Std. Deviation	.764	.806	.809	.867
	Minimum	2	1	2	2
	Maximum	5	5	5	5

q1y (Selection of E-Commerce)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	11	5.5	5.5	5.5
	N	32	16.0	16.0	21.5
	S	116	58.0	58.0	79.5
	SS	41	20.5	20.5	100.0
	Total	200	100.0	100.0	

q2y (Selection of E-Commerce)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	1.0	1.0	1.0
	TS	13	6.5	6.5	7.5
	N	77	38.5	38.5	46.0
	S	87	43.5	43.5	89.5
	SS	21	10.5	10.5	100.0
	Total	200	100.0	100.0	

q3y (Selection of E-Commerce)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	11	5.5	5.5	5.5
	N	59	29.5	29.5	35.0
	S	93	46.5	46.5	81.5
	SS	37	18.5	18.5	100.0
	Total	200	100.0	100.0	

q4y (Selection of E-Commerce)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	16	8.0	8.0	8.0
	N	74	37.0	37.0	45.0
	S	74	37.0	37.0	82.0
	SS	36	18.0	18.0	100.0
	Total	200	100.0	100.0	



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SITES BY MILLENNIAL GENERATION (STUDY CASE IN
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