

Lampiran 3

Frequency Table

JENIS KELAMIN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Perempuan	57	57.0	57.0	57.0
Laki-laki	43	43.0	43.0	43.0
Total	100	100.0	100.0	

USIA RESPONDEN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-23 tahun	85	85.0	85.0	85.0
24-30 tahun	13	13.0	13.0	13.0
>30 tahun	2	2.0	2.0	2.0
Total	100	100.0	100.0	

PENDIDIKAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMA	0	0.0	0.0	0.0
Diploma	0	0.0	0.0	0.0
Perguruan tinggi	100	100.0	100.0	100.0
Total	100	100.0	100.0	

PENGUNAAN INTERNET

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 5 jam	2	2.0	2.0	2.0
5- 10 jam	8	8.0	8.0	8.0
10- 15 jam	85	85.0	85.0	85.0
>15 jam	5	5.0	5.0	5.0
Total	100	100.0	100.0	

MENGAKSES WEBINDOSHOP

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pernah	100	100.0	100.0	100.0
Tidak pernah	0	0.0	0.0	0.0
Total	100	100.0	100.0	

Lampiran 4

DESCRIPTIVES

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X.1.1	100	2	5	3.76	.638
X.1.2	100	2	4	3.53	.559
X.1.3	100	2	5	3.16	.598
X.1.4	100	2	5	3.51	.659
X.1.5	100	2	5	3.62	.582
X.1.6	100	2	4	3.38	.565
X.1.7	100	2	4	3.50	.522
KEPERCAYAAN	100	2	4	3.49	.356
Valid N (listwise)	100				

DESCRIPTIVES

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X.2.1	100	1	5	3.52	.674
X.2.2	100	2	4	3.44	.592
X.2.3	100	2	5	3.33	.682
MEREK	100	2	4	3.43	.522
Valid N (listwise)	100				

DESCRIPTIVES

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X.3.1	100	2	4	3.59	.552
X.3.2	100	2	5	3.46	.673
X.3.3	100	2	5	3.62	.648
KUALITAS	100	2	5	3.56	.508
Valid N (listwise)	100				

DESCRIPTIVES**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
X.4.1	100	2	5	3.70	.674
X.4.2	100	2	5	3.70	.659
X.4.3	100	2	4	3.34	.607
X.4.4	100	2	5	3.76	.740
PENGAL AMAN	100	2	5	3.63	.499
Valid N (listwise)	100				

DESCRIPTIVES**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Y.1	100	2	5	3.83	.604
Y.2	100	3	5	3.78	.524
Y.3	100	2	5	3.81	.545
NIATBE LI	100	2	5	3.81	.452
Valid N (listwise)	100				

Validitas merek

Correlations

		X.2.1	X.2.2	X.2.3	Xtotal
X.2.1	Pearson Correlation	1	.535(**)	.414(**)	.813(**)
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X.2.2	Pearson Correlation	.535(**)	1	.462(**)	.810(**)
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X.2.3	Pearson Correlation	.414(**)	.462(**)	1	.789(**)
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Xtotal	Pearson Correlation	.813(**)	.810(**)	.789(**)	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Validitas kualitas

Correlations

		X.3.1	X.3.2	X.3.3	Xtotal
X.3.1	Pearson Correlation	1	.513(**)	.548(**)	.821(**)
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X.3.2	Pearson Correlation	.513(**)	1	.428(**)	.809(**)
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X.3.3	Pearson Correlation	.548(**)	.428(**)	1	.813(**)
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Xtotal	Pearson Correlation	.821(**)	.809(**)	.813(**)	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Validitas pengalaman

		X.4.1	X.4.2	X.4.3	X.4.4	Xtotal
X.4.1	Pearson Correlation	1	.273(**)	.647(*)	.522(**)	.818(**)
	Sig. (2-tailed)		.006	.000	.000	.000
	N	100	100	100	100	100
X.4.2	Pearson Correlation	.273(*)	1	.258(*)	.224(*)	.583(**)
	Sig. (2-tailed)	.006		.010	.025	.000
	N	100	100	100	100	100
X.4.3	Pearson Correlation	.647(*)	.258(**)	1	.521(**)	.800(**)
	Sig. (2-tailed)	.000	.010		.000	.000
	N	100	100	100	100	100
X.4.4	Pearson Correlation	.522(*)	.224(*)	.521(*)	1	.779(**)
	Sig. (2-tailed)	.000	.025	.000		.000
	N	100	100	100	100	100
Xtotal	Pearson Correlation	.818(*)	.583(**)	.800(*)	.779(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

Validitas niat beli

		Y.1	Y.2	Y.3	Ytotal
Y.1	Pearson Correlation	1	.487(**)	.576(**)	.864(**)
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y.2	Pearson Correlation	.487(**)	1	.383(**)	.756(**)
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y.3	Pearson Correlation	.576(**)	.383(**)	1	.806(**)
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Ytotal	Pearson Correlation	.864(**)	.756(**)	.806(**)	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

Lampiran 6

Reliability

Reliabilitas kepercayaan

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded(a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.708	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X.1.1	20.70	4.495	.484	.657
X.1.2	20.93	4.530	.575	.636
X.1.3	21.30	4.475	.544	.641
X.1.4	20.95	5.220	.185	.739
X.1.5	20.84	4.903	.375	.685
X.1.6	21.08	5.185	.275	.709
X.1.7	20.96	4.685	.554	.645

Reliabilitas orientasi merek

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded(a)	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.723	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X.2.1	6.77	1.189	.549	.628
X.2.2	6.85	1.301	.593	.585
X.2.3	6.96	1.231	.498	.693

Reliabilitas orientasi kualitas

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded(a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.740	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X.3.1	7.08	1.246	.627	.599
X.3.2	7.21	1.117	.530	.702
X.3.3	7.05	1.139	.554	.669

Reliabilitas pengalaman

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded(a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.730	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X.4.1	10.80	2.242	.640	.597
X.4.2	10.80	2.889	.298	.788
X.4.3	11.16	2.419	.638	.609
X.4.4	10.74	2.235	.546	.656

Reliabilitas niat beli

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded(a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.738	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	7.59	.790	.640	.554
Y.2	7.64	1.041	.493	.729
Y.3	7.61	.947	.564	.651

Lampiran 7

REGRESSION

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	PENGALAMAN, KUALITAS, KEPERCAYAAN, MEREK(a)		Enter

a All requested variables entered.

b Dependent Variable: NIATBELI

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.684(a)	.468	.445	.337	1.937

a Predictors: (Constant), PENGALAMAN, KUALITAS, KEPERCAYAAN, MEREK

b Dependent Variable: NIATBELI

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.478	4	2.370	20.873	.000(a)
	Residual	10.784	95	.114		
	Total	20.262	99			

a Predictors: (Constant), PENGALAMAN, KUALITAS, KEPERCAYAAN, MEREK

b Dependent Variable: NIATBELI

Coefficients(a)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.147	.444		-.331	.741
KEPERCAYAA N	.560	.098	.441	5.713	.000
MEREK	.160	.068	.185	2.358	.020
KUALITAS	.146	.070	.158	2.080	.040
PENGALAMAN	.254	.071	.281	3.574	.001

a Dependent Variable: NIATBELI

Coefficients(a)

Correlations			Collinearity Statistics	
Zero-order	Partial	Part	Tolerance	VIF
.543	.506	.428	.942	1.062
.356	.235	.177	.910	1.099
.262	.209	.156	.969	1.032
.432	.344	.267	.907	1.103

a Dependent Variable: NIATBELI

Lampiran 2
Data Isian Kuesioner

responden	X.1.1	X.1.2	X.1.3	X.1.4	X.1.5	X.1.6	X.1.7
1	4	4	4	4	4	4	4
2	3	4	4	4	4	4	4
3	4	3	3	4	3	3	3
4	3	4	4	4	4	3	4
5	3	4	3	3	3	3	4
6	4	3	3	3	4	4	3
7	4	4	4	5	4	3	4
8	4	3	3	3	4	3	3
9	4	3	3	3	3	4	3
10	3	3	3	3	3	4	3
11	3	3	3	4	4	2	3
12	3	2	3	4	3	4	3
13	5	4	4	3	4	4	4
14	3	3	2	2	4	3	3
15	4	4	3	3	4	3	4
16	4	4	3	3	3	4	4
17	4	3	3	3	3	4	3
18	4	3	2	4	3	3	3
19	3	2	3	2	4	3	4
20	4	4	4	4	4	3	4
21	4	3	3	3	4	4	3
22	4	3	3	4	4	4	4
23	3	3	3	4	3	3	3
24	4	4	3	3	4	3	4
25	4	4	3	4	4	3	4
26	5	4	5	3	4	4	4
27	4	3	3	3	3	4	4
28	4	3	3	4	3	3	4
29	4	3	2	4	4	4	3
30	3	4	3	4	3	3	3
31	3	3	3	3	4	3	3
32	3	3	3	3	3	3	3
33	4	4	3	4	4	4	4
34	4	4	3	4	3	4	3
35	4	4	3	3	4	3	3

36	4	4	3	4	4	3	4
37	3	3	3	4	4	3	3
38	3	4	3	3	3	4	3
39	3	3	3	4	4	3	3
40	4	4	4	3	4	3	4
41	4	4	4	3	4	4	4
42	4	4	3	4	4	4	3
43	4	4	3	4	3	4	3
44	4	4	3	3	5	2	4
45	3	3	3	3	3	3	4
46	4	4	4	5	4	4	4
47	4	4	3	4	4	4	4
48	4	3	3	4	3	4	4
49	4	3	3	4	4	4	4
50	3	4	3	4	4	3	4
51	2	2	3	2	3	3	2
52	5	4	4	3	4	4	3
53	4	4	3	4	4	3	3
54	3	3	2	3	3	3	3
55	4	4	3	3	4	3	4
56	4	4	4	4	3	4	4
57	4	4	4	4	3	4	3
58	3	4	4	4	4	3	3
59	3	3	3	3	3	3	3
60	4	4	5	3	4	4	4
61	3	3	3	4	2	3	3
62	4	3	2	4	2	2	3
63	4	4	3	4	4	3	4
64	4	4	3	3	3	3	3
65	4	4	4	3	4	4	4
66	2	3	3	3	4	3	3
67	4	4	4	3	4	3	4
68	5	4	3	4	3	3	3
69	5	4	3	4	4	4	4
70	5	4	4	3	5	4	4
71	4	4	4	4	4	4	4

72	5	3	3	5	3	3	3
73	3	3	3	2	3	3	3
74	4	4	3	4	4	4	4
75	3	4	3	3	4	4	4
76	4	3	3	3	4	3	4
77	4	3	3	4	4	3	4
78	4	4	3	5	3	3	3
79	4	4	2	3	4	4	3
80	4	3	3	4	3	4	4
81	4	4	3	3	4	3	4
82	4	3	2	4	3	3	3
83	5	4	3	3	4	3	4
84	4	4	3	3	4	3	3
85	5	4	4	4	4	4	4
86	4	4	4	4	4	4	4
87	4	3	3	4	4	4	3
88	3	4	3	4	4	4	4
89	4	3	3	4	3	4	3
90	4	4	3	3	5	3	4
91	4	3	3	4	3	3	4
92	3	3	2	3	3	2	3
93	4	3	3	3	3	3	3
94	4	4	4	4	4	3	4
95	3	3	3	4	3	3	3
96	3	4	3	3	4	3	4
97	4	3	3	3	4	3	3
98	3	3	2	2	3	4	3
99	4	4	4	4	4	3	4
100	3	4	3	3	3	3	3

responden	X2.1	X2.2	X2.3
1	4	4	4
2	4	4	5
3	3	3	4
4	4	4	3
5	4	4	3
6	3	3	3
7	4	3	4
8	4	4	4
9	3	2	3
10	4	4	3
11	1	3	4
12	3	3	3
13	4	4	4
14	3	3	4
15	3	4	4
16	3	4	4
17	4	4	3
18	3	3	2
19	3	3	3
20	4	3	3
21	3	3	3
22	3	4	3
23	4	4	4
24	4	4	3
25	4	4	3
26	3	3	2
27	3	3	4
28	4	3	4
29	4	4	4
30	4	4	4
31	3	3	3
32	3	2	3
33	3	3	3
34	3	3	4
35	3	4	4

36	4	4	3
37	4	4	3
38	4	3	4
39	4	4	3
40	3	3	3
41	4	4	4
42	4	4	4
43	4	4	4
44	3	3	3
45	5	3	3
46	4	3	4
47	3	4	4
48	4	4	4
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57	4	3	3
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64	4	4	3
65	3	3	2
66	2	2	2
67	4	3	3
68	4	4	3
69	3	3	2
70	3	3	3
71	4	4	4

72	3	3	4
73	3	3	3
74	4	4	4
75	4	3	4
76	5	4	4
77	3	4	3
78	4	4	4
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80	4	4	4
81	4	4	4
82	4	4	3
83	3	3	3
84	3	3	2
85	3	3	3
86	4	4	3
87	3	4	4
88	4	4	4
89	4	4	4
90	4	4	4
91	3	3	3
92	3	3	3
93	4	4	4
94	2	2	2
95	3	3	3
96	4	4	3
97	4	3	3
98	4	3	4
99	4	4	4
100	4	4	4

responden	X3.1	X3.2	X3.3
1	4	4	4
2	4	4	4
3	4	3	4
4	4	4	4
5	3	4	4
6	3	3	4
7	3	4	5
8	4	4	4
9	3	3	4
10	2	3	4
11	4	4	4
12	4	3	3
13	4	3	3
14	4	4	3
15	3	4	2
16	3	3	4
17	4	4	4
18	2	4	2
19	3	3	3
20	3	3	4
21	3	2	3
22	4	4	4
23	4	3	3
24	4	3	4
25	4	3	3
26	2	2	2
27	4	3	4
28	4	3	4
29	4	4	4
30	4	3	4
31	3	3	3
32	3	3	4
33	4	4	4
34	3	4	3
35	4	4	4

36	4	4	4
37	4	4	2
38	4	3	3
39	3	2	3
40	4	3	4
41	4	3	4
42	3	2	3
43	4	3	4
44	3	2	2
45	3	4	3
46	4	4	4
47	3	4	3
48	4	3	4
49	4	4	4
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51	4	4	3
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53	4	3	4
54	4	5	4
55	4	4	4
56	4	3	5
57	3	3	3
58	3	2	3
59	4	4	4
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61	3	3	3
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63	4	4	4
64	3	3	3
65	4	4	4
66	4	5	5
67	4	4	4
68	4	4	4
69	3	3	3
70	3	3	3
71	4	4	4

72	4	4	4
73	3	3	3
74	4	3	4
75	4	4	4
76	4	4	4
77	4	4	5
78	4	4	4
79	3	3	3
80	3	3	3
81	3	3	3
82	4	4	4
83	4	4	4
84	4	4	4
85	3	3	3
86	4	5	4
87	4	4	4
88	4	4	4
89	4	4	4
90	3	3	3
91	3	2	3
92	4	3	4
93	4	3	4
94	4	4	4
95	3	3	3
96	4	4	4
97	4	4	3
98	3	3	4
99	4	4	4
100	3	3	3

responden	X.4.1	X.4.2	X.4.3	X.4.4
1	3	3	3	4
2	3	4	3	4
3	4	4	4	4
4	4	4	4	4
5	4	4	4	4
6	3	4	2	4
7	4	4	4	4
8	4	3	3	4
9	3	3	3	3
10	4	4	4	3
11	4	4	4	4
12	4	4	3	4
13	4	4	4	4
14	4	4	3	4
15	4	3	3	4
16	5	4	4	4
17	5	4	4	4
18	2	2	3	2
19	5	4	4	4
20	4	4	4	4
21	4	3	4	4
22	4	3	3	4
23	3	3	4	4
24	3	4	3	4
25	4	4	3	3
26	4	5	4	3
27	4	2	4	5
28	4	4	3	4
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100	4	4	4

Lampiran 1

KUESIONER

Responden yang terhormat,

Saya ucapkan banyak terima kasih atas kesediaan anda untuk mengisi angket ini sesuai dengan keadaan yang anda rasakan, di mana data yang telah terkumpul ini akan digunakan untuk menyusun tugas akhir saya sebagai mahasiswa di Universitas Katolik Widya Mandala Surabaya.

BAGIAN 1

Data Responden

1. Jenis Kelamin Anda: a. Pria b. Wanita
2. Usia Anda Saat ini: a. 17-23 tahun b. 24-30 tahun
c. Lebih dari 30 tahun
3. Pendidikan Anda: a. SMA b. Diploma c. Perguruan Tinggi
4. Rata-rata Penggunaan Internet dalam satu Minggu:
a. Kurang dari 5 jam b. 5- 10 Jam
c. 10- 15 Jam d. Lebih dari 15 Jam
5. Apakah Anda pernah mengakses situs Webindoshop:
a. Pernah b. Tidak Pernah

Petunjuk Pengisian:

Lingkarilah pada kotak yang tersedia dengan memberikan pilihan jawaban untuk masing-masing pertanyaan yang menurut anda sangat mempengaruhi keputusan dalam menjual suatu produk pada toko Anda. Pilihan jawaban yang tersedia adalah:

- 1 : Sangat Tidak Setuju (STS)
- 2 : Tidak Setuju (TS)
- 3 : Netral (N)
- 4 : Setuju (S)
- 5 : Sangat Setuju (SS)

NO	PERTANYAAN	PILIHAN JAWABAN				
		STS	TS	N	S	SS
X₁	KEPERCAYAAN					
1	Situs www.webindoshop.com dapat dipercaya dan jujur	1	2	3	4	5
2	Situs www.webindoshop.com menjalankan janji-janji dan kewajibannya	1	2	3	4	5
3	www.webindoshop.com memberikan informasi yang lengkap dan kualitas yang memadai	1	2	3	4	5
4	Infrastruktur dari www.webindoshop.com dapat diandalkan	1	2	3	4	5
5	Situs www.webindoshop.com memberikan rasa aman atas privasi pribadi saya	1	2	3	4	5
6	Dibandingkan situs web pengecer yang lain, situs www.webindoshop.com lebih aman dan dapat diandalkan	1	2	3	4	5
7	Kinerja dari situs www.webindoshop.com ini memenuhi harapan saya	1	2	3	4	5

NO	PERTANYAAN	PILIHAN JAWABAN				
		STS	TS	N	S	SS
X₂	ORIENTASI MEREK					
7	Jika saya membeli produk/jasa dari www. webindoshop.com, saya lebih suka membeli merek yang sudah terkenal	1	2	3	4	5
8	Sangat penting bagi saya untuk membeli produk/jasa dari situs www. webindoshop.com dengan merek yang sudah terkenal	1	2	3	4	5
9	Setelah menemukan merek yang saya suka di www. webindoshop.com, saya langsung membelinya	1	2	3	4	5
X₃	ORIENTASI KUALITAS					
10	Ketersediaannya produk-produk berkualitas tinggi/ jasa oleh www. webindoshop.com sangatlah penting buat saya	1	2	3	4	5
11	Saya menemukan produk-produk/ jasa yang berkualitas baik di www. webindoshop.com	1	2	3	4	5
12	Standar saya dan harapan saya terhadap produk/jasa yang saya beli di www.webindoshop.com sangatlah tinggi	1	2	3	4	5

NO	PERTANYAAN	PILIHAN JAWABAN				
		STS	TS	N	S	SS
X₄	PENGALAMAN					
13	Saya terbiasa dalam menggunakan situs www. webindoshop.com	1	2	3	4	5
14	Saya merasa berkompeten dalam menggunakan situs www. webindoshop.com	1	2	3	4	5
15	Saya merasa nyaman menggunakan situs www. webindoshop.com	1	2	3	4	5
16	Saya merasa bahwa situs www. webindoshop.com mudah digunakan	1	2	3	4	5
Y	NIAT BELI					
17	Kemungkinan saya akan bertransaksi www.webindoshop.com dalam waktu dekat	1	2	3	4	5
18	Saya memprediksi bahwa saya harus menggunakan www.webindoshop.com di masa depan	1	2	3	4	5
19	Saya berniat untuk menggunakan situs www.webindoshop.com	1	2	3	4	5