

## Lampiran 1. Ringkasan Penelitian Sebelumnya

Tabel 3. Ringkasan Penelitian Sebelumnya

No.	Peneliti	Judul Penelitian	Hasil Penelitian
1.	Anggorogiri (2022)	<i>Antecedents of e-satisfaction, e-trust and their impact on purchase intention on Tokopedia MSME Buyers consumers</i>	a. <i>E-satisfaction</i> berhubungan positif terhadap <i>E-purchase Intention</i> b. <i>E-trust</i> berhubungan positif terhadap <i>Purchase Intention</i> c. <i>Social Media Marketing</i> berhubungan positif terhadap <i>Purchase Intention</i>
2.	Anshori, Karya & Gita (2022)	<i>A study on the reuse intention of e-commerce platform applications: security, privacy, perceived value, and trust</i>	a. <i>Perceived value</i> berhubungan positif terhadap <i>Reuse Intention</i> b. <i>Trust</i> tidak berhubungan negatif terhadap <i>Reuse Intention</i>
3.	Apriyansyah, Dinni & Wibawa (2020)	<i>Determinant of satisfaction (S) and repurchase intention (RI) on e-commerce: A case study of housewife in Indonesia</i>	a. <i>Value</i> berhubungan positif terhadap <i>Satisfaction</i> b. <i>Value</i> berhubungan positif terhadap <i>Repurchase Intention</i> c. <i>Satisfaction</i> berhubungan positif terhadap <i>Repurchase Intention</i>
4.	Chafidon, Margono & Sunaryo (2022)	<i>Social media marketing on purchase intention through mediated variables of perceived value and perceived risk</i>	a. <i>Social Media Marketing</i> berhubungan positif terhadap <i>Purchase Intention</i> b. <i>Social Media Marketing</i> berhubungan positif terhadap <i>Perceived Value</i> c. <i>Perceived Value</i> berhubungan positif terhadap <i>Purchase Intention</i>
5.	Chauhan & Fauzy (2020)	<i>The influence of brand trust in mediating consumer online behavior against buying interest in online stores</i>	<i>Brand Trust</i> berhubungan positif terhadap <i>Buying Interest</i>
6.	Chavee & Vongurai (2022)	<i>Factors Impacting Trust, Satisfaction, and Purchase Intention Via Social Live Stream Commerce with Thai Influencers</i>	a. <i>Satisfaction</i> berhubungan negatif terhadap <i>Purchase Intention</i> b. <i>Trust</i> berhubungan positif terhadap <i>Purchase Intention</i> c. <i>Perceived Value</i> berhubungan positif terhadap <i>Purchase Intention</i>
7.	Deniv et al (2020)	<i>The effect of influencer credibility towards consumer trust in e-commerce and purchase intention of low-cost carrier ticket.</i>	<i>Customer Trust</i> berhubungan positif terhadap <i>Purchase Intention</i>
8.	Firman, Ilyas, Reza, Lestari,	<i>The mediating role of customer trust on the</i>	a. <i>Customer Trust</i> berhubungan positif terhadap <i>Purchase Intention</i>

	Putra (2021)	<i>relationships of celebrity endorsement and e-WOM to Instagram purchase intention</i>	b. <i>Celebrity Endorsement</i> berhubungan negatif terhadap <i>Purchase Intention</i>
9.	Firmansyah & Ali (2020)	<i>Consumer trust model: The impact of satisfaction and e-servqual toward repurchase intention in e-commerce</i>	a. <i>Repurchase Intention</i> berhubungan positif terhadap <i>Satisfaction</i> b. <i>Repurchase Intention</i> berhubungan positif terhadap <i>Consumer Trust</i>
10.	Gunawan, Rahmania. & Kenang (2023)	<i>The influence of social influence and peer influence on intention to purchase in e-commerce</i>	<i>Social Influence</i> berhubungan positif terhadap <i>Purchase Intention</i>
11.	Hafidz & Maulida (2023)	<i>The Impact of Brand Love, Customer Satisfaction, and Word of Mouth on Cosmetic Purchase Intention</i>	<i>Consumer Satisfaction</i> berhubungan positif terhadap <i>Purchase Intention</i>
12.	Handayani., Harmadi, Purnamasari & Patriya (2022)	<i>A Study on the Role of Internal and External Factors in Consumer Buying Behaviour through e-Marketplace</i>	<i>Trust</i> berhubungan positif terhadap <i>Purchase Intention</i>
13.	Hendrawan & Zorigoo (2020)	<i>Trust in Website and Its Effect on Purchase Intention for Young Consumers on C2C e-commerce business</i>	<i>Trust</i> berhubungan positif terhadap <i>Purchase Intention</i>
14.	Hermanda, Sumarwan & Tinaprilla (2020)	<i>The effect of social media influencer on brand image, self-concept and purchase intention</i>	<i>Social Media Influencer</i> berhubungan negatif terhadap <i>Purchase Intention</i>
15.	Hieronanda & Nugraha (2021)	<i>The influence of social factors, trust, website quality, and perceived risk on repurchase intention in e-commerce</i>	<i>Trust</i> berhubungan negatif terhadap <i>Repurchase Intention</i>
16.	Lefina. & Hidayat (2022)	<i>The influence of social media influencer's trustworthiness on engagement, expected value, and purchase intention</i>	<i>Influencer's Trustworthiness</i> berhubungan positif terhadap <i>Purchase Intention</i>
17.	Maia, Lunardi, Dolci & D'Avila	<i>Competitive Price and Trust as Determinants of</i>	<i>Trust</i> berhubungan positif terhadap <i>Purchase Intention</i>

	(2020)	<i>Purchase Intention in Social Commerce</i>	
18.	Marlien, Putri, Basiya & Suteja (2020)	<i>Analysis of factors affecting consumer's purchase intention impact on customer behavior outcome</i>	<i>Perception Value</i> berhubungan positif terhadap <i>Purchase Intention</i>
19.	Nalendra, Winarno, Priadi, Hermawan, Purnomo, Putra. (2022)	<i>The Effect of Goods Prices and Buyer Trust on The E-Commerce Sales System for Purchasing Goods Online</i>	<i>Buyer Trust</i> berhubungan positif terhadap <i>Purchasing Goods Online</i>
20.	Permatasaria, B. & Jaelani. (2021).	<i>The effect of perceived value on e-commerce application in forming customer purchase interest and its effect on user loyalty</i>	a. <i>Social Value</i> berhubungan positif terhadap <i>Purchase Intention</i> b. <i>Purchase Intention</i> berhubungan positif terhadap <i>Trust</i>
21.	Puspitarini, Purnama & Dewi (2021)	<i>Fraud risk and trust on the intention to buy in e-commerce</i>	<i>Trust</i> berhubungan positif terhadap <i>Purchase Intention</i>
22.	Rasidi & Tiarawati (2021)	<i>The effect of convenience and trust on online purchasing decision (on Blibli platform)</i>	<i>Trust</i> berhubungan positif terhadap <i>Purchase Intention</i>
23.	Roseline & Gunadi (2023)	<i>The Effect of Trust In The Soco Community on Repurchase Intention in Social E-Commerce</i>	<i>Trust</i> berhubungan negatif terhadap <i>Repurchase Intention</i>
24.	Seber (2020)	<i>The effect of interaction via social media and past online shopping experience on repurchase intention through trust in Tokopedia application users in Surabaya</i>	<i>Trust</i> berhubungan positif terhadap <i>Purchase Intention</i>
25.	Sinol & Pambudi (2022)	<i>The effect of information quality and trust on consumer purchase intention in e-commerce mediated by psychological distance and moderated by sense of power</i>	<i>Trust</i> berhubungan positif terhadap <i>Purchase Intention</i>
26.	Wirya & Syah, (2022)	<i>Consumer Product Involvement, Attitude and</i>	<i>Perceived Value</i> berhubungan positif terhadap <i>Purchase Intention</i>

		<i>Cognition Towards Ad, and Perceived Value Concerning Purchase Intentions</i>	
27.	Wu & Huang (2023)	<i>Influence of Perceived Value on Consumers' Continuous Purchase Intention in Live-Streaming E-Commerce—Mediated by Consumer Trust</i>	<ul style="list-style-type: none"> <li>a. <i>Utilitarian Value</i> berhubungan positif terhadap <i>Trust in Product</i></li> <li>b. <i>Utilitarian Value</i> berhubungan positif terhadap <i>Trust in Streamer</i></li> <li>c. <i>Hedonic Value</i> berhubungan positif terhadap <i>Trust in Streamer</i></li> <li>d. <i>Hedonic Value</i> berhubungan negatif terhadap <i>Trust in Product</i></li> <li>e. <i>Social Value</i> berhubungan positif terhadap <i>Trust in Streamer</i></li> <li>f. <i>Social Value</i> berhubungan positif terhadap <i>Trust in Product</i></li> <li>g. <i>Trust in Product</i> berhubungan positif terhadap <i>Continuous Purchase Intention</i></li> <li>h. <i>Trust in Streamer</i> berhubungan positif terhadap <i>Continuous Purchase Intention</i></li> </ul>
28.	Yang, Tseng & Lee (2021)	<i>Merging the social influence theory and the goal-framing theory to understand consumers' green purchasing behavior: Does the level of sensitivity to climate change really matter?</i>	<i>Social Influence</i> berhubungan positif terhadap <i>Green Purchasing Behavior</i>
29.	Yulianto (2022)	<i>The Mediating Role of Perceived Value between Product Description and Repurchase Intention</i>	<ul style="list-style-type: none"> <li>a. <i>Satisfaction</i> berhubungan positif terhadap <i>Repurchase Intention</i></li> <li>b. <i>Perceived Value</i> berhubungan positif terhadap <i>Repurchase Intention</i></li> </ul>
30.	Zeqiri, Ramadani & Aloulou (2023)	<i>The effect of perceived convenience and perceived value on intention to repurchase in online shopping the mediating effect of e-WOM and trust</i>	<ul style="list-style-type: none"> <li>a. <i>Trust</i> berhubungan positif terhadap <i>Repurchase Intention</i></li> <li>b. <i>Perceived Value</i> berhubungan positif terhadap <i>Repurchase Intention</i></li> </ul>
31.	Zhang, Hassan & Migin (2023)	<i>Exploring the Consumers' Purchase Intention on Online Community Group Buying Platform during Pandemic</i>	<i>Social Influence</i> berhubungan positif terhadap <i>Purchase Intention</i>



## Lampiran 2. Definisi Operasional Variabel

Tabel 4. Definisi Operasional Variabel

No.	Original	Translate	Operasionalisasi
<b><i>e-Trust</i></b> (Jadil <i>et al.</i> , 2022)			
1	<i>I trust the online store as it keeps my personal information safe</i>	Saya mempercayai toko daring karena data rahasia pribadi saya aman	Penjual ( <i>marketplace</i> ) menjamin kerahasiaan data pribadi konsumen pada saat transaksi
2	<i>I believe the retailer is capable of handling online transactions</i>	Saya percaya penjual memiliki kemampuan untuk menangani data (konsumen) saat transaksi daring	Penjual menjamin keamanan data pribadi konsumen tidak disalahgunakan pihak lain
3	<i>This website gives me the impression that it keeps promises and commitments</i>	Penjual memberikan kesan untuk menepati janji dan komitmennya	Penjual menjunjung tinggi kejujuran dalam bisnis
4	<i>When I have a problem, the online retailer shows a sincere interest in solving it</i>	Jika saya menyampaikan keluhan, penjual membantu untuk mencari solusi	Penjual selalu mengatasi keluhan/masalah konsumen
5	<i>This vendor is concerned with the present and future interests of his or her customers</i>	Penjual menghargai keberadaan dan minat konsumen	Penjual memiliki program apresiasi bagi konsumen
6	<i>I believe in the support provided by the customer service employees</i>	Saya percaya penjual menyediakan layanan yang baik oleh para pegawainya	Penjual melayani konsumen secara profesional
7	<i>This online retailer website is reliable</i>	<i>Website</i> penjual daring sangat handal	<i>Platform e-commerce</i> penjual sangat menarik
<b><i>e-Satisfaction</i></b> (Maia <i>et al.</i> , 2019)			
1	<i>This e-commerce firm offers reasonable and satisfactory prices</i>	Penjual menawarkan harga yang memuaskan dan terjangkau	Harga semua produk yang ditawarkan memuaskan
2	<i>This e-commerce firm provides attractive and valuable products</i>	Penjual menawarkan berbagai produk menarik dan bernilai	Keragaman pilihan produk yang ditawarkan sangat memuaskan
3	<i>The product is delivered by the time promised by the online retailer</i>	Pengiriman produk tepat waktu sesuai dengan janji	Pengiriman produk kepada konsumen sangat memuaskan

4	<i>Easy to find what you need</i>	Konsumen mudah mendapatkan yang dibutuhkan	Kemudahan konsumen untuk mendapatkan produk sangat memuaskan
5	<i>Ease of accessing the website</i>	Kemudahan penggunaan <i>platform website</i>	Kemudahan penggunaan <i>platform e-commerce</i> penjual sangat memuaskan
6	<i>I am overall satisfied with this online retailer</i>	Kualitas layanan keseluruhan	Kualitas layanan keseluruhan sangat memuaskan
<b>Social Influence (Wu &amp; Huang, 2023)</b>			
1	<i>I frequently gather information from influencer review to help me choose the right product</i>	Saya sering berbelanja setelah mendapatkan <i>review</i> dari para <i>influencer</i> untuk membantu memilih produk	Saya berbelanja di <i>e-commerce</i> banyak dipengaruhi oleh ajakan para <i>influencer</i> di media sosial
2	<i>I use products because my family use or bought or remind me or have used it</i>	Saya menggunakan suatu produk karena keluarga juga menggunakan dan membeli produk tersebut	Saya berbelanja di <i>e-commerce</i> karena diajak oleh keluarga terdekat
3	<i>Most people (friends) that are important to me consider the product impact of the purchase decisions they make</i>	Banyak teman yang menyarankan untuk membeli produk tertentu	Saya berbelanja di <i>e-commerce</i> karena mengikuti tren belanja teman-teman atau rekan kerja
4	<i>Using the service increases my social class</i>	Penggunaan layanan daring meningkatkan status sosial saya	Saya berbelanja di <i>e-commerce</i> karena saya memiliki gengsi jabatan atau status sosial yang tinggi di masyarakat
5	<i>I often come across product messages on advertisements before I buy something</i>	Saya sering melihat iklan produk sebelum saya membeli produk tersebut	Saya berbelanja di <i>e-commerce</i> karena ketertarikan iklan di media massa (televisi)
6	<i>When shopping in e-commerce, I can find products that match my style</i>	Ketika belanja di <i>e-commerce</i> , saya bisa mendapatkan produk yang sesuai dengan selera pribadi	Saya belanja di <i>e-commerce</i> karena sudah menjadi keinginan atau kebiasaan pribadi yang sesuai dengan kepribadian saya

<b>e-Value</b> (García-Salirrosas <i>et al.</i> , 2022)			
1	<i>Overall, the value I get from shopping at the online store justifies the money and effort</i>	Secara keseluruhan, berbelanja daring bisa lebih menghemat anggaran dan waktu dan tenaga	Belanja secara daring (di <i>e-commerce</i> ) lebih efisien dalam banyak aspek
2	<i>The money that I spend on buying online products is well spent</i>	Biaya membeli produk secara daring sesuai dengan kualitas produknya	Saya selalu berbelanja secara daring karena kinerja produk yang dijual dapat diandalkan
3	<i>The process of shopping on the online retailer made me feel relaxed</i>	Pembelian secara daring membuat saya lebih nyaman	Saya selalu berbelanja secara daring karena lebih nyaman dibandingkan pergi ke toko terdekat
4	<i>Using e-commerce apps for shopping makes me feel good</i>	Berbelanja menggunakan atau melalui <i>e-commerce</i> sangat menyenangkan	Saya selalu berbelanja secara daring karena memberikan kesenangan tersendiri
5	<i>Using this e-commerce site can increase my shopping productivity</i>	Penggunaan <i>e-commerce</i> meningkatkan frekuensi belanja saya	Kehandalan <i>platform e-commerce</i> membuat saya ingin terus berbelanja
6	<i>Shopping via online retailer can make a good impression on others</i>	Berbelanja secara daring membuat saya lebih berkesan di mata orang lain	Saya merasa sangat bangga jika saya membeli produk di <i>e-commerce</i>
<b>Purchase Intention</b> (Wu & Huang, 2023)			
1	<i>I plan to continue to follow this e-commerce live in the future</i>	Saya berencana melanjutkan pencarian informasi produk dengan cara menjadi <i>follower e-commerce</i> tersebut	Saya selalu ingin mengetahui kejelasan (spesifikasi) produk sebelum memutuskan membeli produk tersebut
2	<i>I would consider buying this product after watching the live stream</i>	Saya akan mempertimbangkan membeli setelah melihat tayangan (detail) produk	Saya selalu mempertimbangkan banyak hal sebelum memutuskan membeli suatu produk
3	<i>Interested in trying before I purchase the products</i>	Tertarik untuk mencoba sebelum membeli produk	Saya akan mencoba dahulu suatu produk sebelum saya memutuskan membeli produk tersebut
4	<i>I intent to revisit the website in the future</i>	Saya sangat menyukai suatu produk dengan mengunjungi <i>website</i>	Setelah mencoba, saya ingin mengenal (spesifikasi) suatu produk lebih jauh sebelum membelinya

5	<i>I prefer to buy the same items live</i>	Saya lebih suka membeli suatu produk yang kualitasnya sama dengan yang ditayangkan dalam <i>e-commerce</i>	Saya akan membeli atau memiliki produk, jika produk tersebut sudah sesuai dengan kebutuhan saya
6	<i>I will recommend this merchant to other persons</i>	Saya akan merekomendasikan produk kepada orang lain	Saya akan merekomendasikan produk kepada orang lain, jika spesifikasi produk tersebut sangat memuaskan



### Lampiran 3. Kuesioner Penelitian

#### KUESIONER PENELITIAN

Dengan hormat,

Perkenalkan saya Oky Arif Ferdiansyah, mahasiswa Magister Manajemen Fakultas Ekonomi dan Bisnis Universitas Esa Unggul. Saya meminta kesediaan Bapak/ Ibu untuk berpartisipasi dalam mengisi dan menjawab seluruh pernyataan yang ada dalam kuesioner ini. Penelitian ini digunakan untuk menyusun Tesis dengan judul “Minat Beli Konsumen Melalui *E-Commerce* Pasca Pandemi Covid-19” adapun variabel yang digunakan dalam penelitian ini yaitu *e-Trust*, *e-Satisfaction*, *Social Influence*, *e-Value*, dan *Purchase Intention*.

Identitas diri dan jawaban atas pernyataan dalam kuesioner ini bersifat rahasia dan hanya digunakan untuk kepentingan penelitian dan tidak disalah gunakan. Untuk itu sangat diharapkan para responden dapat memberikan jawaban yang sebenar-benarnya demi membantu keberhasilan penelitian ini. Atas waktu dan kesediaannya saya ucapkan terima kasih, semoga penelitian ini dapat memberikan manfaat bagi keilmuan manajemen pemasaran dan memberikan implikasi manajerial.

#### Identitas Responden

1. Nama lengkap
  
2. Jenis kelamin
  - Pria
  - Wanita
  
3. Usia
  - < 18 tahun
  - 18 – 25 tahun
  - 26 – 35 tahun
  - 36 – 45 tahun
  - 46 – 55 tahun
  - > 55 tahun
  
4. Pendidikan terakhir
  - SMA / Sederajat
  - Diploma III (D3)
  - Strata I (S1)
  - Strata II (S2)
  - Strata III (S3)

5. Pekerjaan
  - PNS/ ASN
  - Karyawan Swasta
  - Wiraswasta
  - Pekerja Penerima Upah
  - Lain-lain (sebutkan.....)
  
6. Penghasilan sendiri per bulan
  - < 5 juta
  - 5 – 10 juta
  - 10 – 20 juta
  - > 20 juta
  
7. Domisili saat ini
  - Jabodetabek
  - Luar Jabodetabek
  
8. Aktivitas berbelanja melalui Marketplace dalam Enam Bulan Terakhir
  - Sangat sering (> 10x)
  - Sering (7-10x)
  - Cukup sering (4-6x)
  - Jarang (3x)
  - Sangat jarang (1x)
  
9. *Marketplace* yang paling sering dipilih dalam berbelanja secara daring
  - Tokopedia
  - Lazada
  - Shopee
  - Blibli
  - Bukalapak
  - Lainnya (sebutkan .....
  
10. Kategori barang yang paling sering dibeli
  - Elektronik
  - Non elektronik
  - Lainnya (sebutkan kategori .....
  
11. Jika barang yang sering dibeli kategori elektronik, jenis barang yang dibeli
  - Telepon genggam & Gawai
  - Alat rumah tangga (AC, Mesin Cuci, Kulkas, dll)
  - Laptop & PC
  - Lainnya (sebutkan .....

**Petunjuk Pengisian**

Mohon pilih salah satu jawaban atas pernyataan di bawah ini yang paling sesuai dengan diri Bapak/ Ibu

SS : Sangat Setuju

S : Setuju

CS : Cukup Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

**Pernyataan Terkait Penelitian****Tabel 5. Kuesioner**

No.	Pernyataan	Alternatif Jawaban				
		SS	S	CS	TS	STS
<b><i>e-Trust (X1)</i></b>						
1	Saya percaya untuk membeli telepon genggam atau gawai di <i>marketplace</i> (Tokopedia, Lazada, Shopee, dll.), karena kerahasiaan data pribadi saya terjamin pada saat transaksi daring					
2	Saya percaya untuk membeli telepon genggam atau gawai di <i>marketplace</i> , karena data pribadi saya dijamin tidak disalahgunakan pihak lain					
3	Saya percaya untuk membeli telepon genggam atau gawai di <i>marketplace</i> , karena barang yang dipesan sesuai dengan yang ditawarkan					
4	Saya percaya untuk membeli telepon genggam atau gawai di <i>marketplace</i> , karena barang yang dipesan dijamin asuransi untuk diganti jika barang yang diterima dalam keadaan rusak (tidak sesuai pesanan)					
5	Saya percaya untuk membeli telepon genggam atau gawai di <i>marketplace</i> , karena selalu memberikan bonus (diskon) kepada konsumen yang sering berbelanja di <i>marketplace</i> tersebut					
6	Saya percaya untuk membeli telepon genggam atau gawai di <i>marketplace</i> , karena layanan para pegawainya sangat profesional					
7	Saya percaya untuk membeli telepon genggam atau gawai di <i>marketplace</i> , karena <i>platform marketplace</i> penjual sangat menarik					
<b><i>e-Satisfaction (X2)</i></b>						
8	Saya merasa puas jika membeli telepon genggam atau gawai di <i>marketplace</i> , karena harga semua produk yang ditawarkan lebih murah dibandingkan di toko <i>offline</i>					

9	Saya merasa puas jika membeli telepon genggam atau gawai di <i>marketplace</i> , karena produk yang ditawarkan banyak pilihannya					
10	Saya merasa puas jika membeli telepon genggam atau gawai di <i>marketplace</i> , karena produk yang diterima sesuai dengan yang ditawarkan					
11	Saya merasa puas jika membeli telepon genggam atau gawai di <i>marketplace</i> , karena lebih mudah mendapatkan produk yang diinginkan dibandingkan belanja di toko <i>offline</i>					
12	Saya merasa puas jika membeli telepon genggam atau gawai di <i>marketplace</i> , karena <i>platform marketplace</i> (aplikasinya) mudah digunakan					
13	Saya merasa puas jika membeli telepon genggam atau gawai di <i>marketplace</i> , karena layanan yang diberikan secara keseluruhan sangat berkualitas					
<b>Social Influence (X3)</b>						
14	Saya membeli telepon genggam atau gawai di <i>marketplace</i> banyak dipengaruhi oleh ajakan para <i>influencer</i> di media sosial					
15	Saya membeli telepon genggam atau gawai di <i>marketplace</i> karena diajak oleh keluarga terdekat					
16	Saya membeli telepon genggam atau gawai di <i>marketplace</i> karena mengikuti tren belanja teman-teman/rekan kerja					
17	Saya membeli telepon genggam atau gawai di <i>marketplace</i> karena saya memiliki gengsi jabatan/status sosial yang tinggi di masyarakat					
18	Saya membeli telepon genggam atau gawai di <i>marketplace</i> karena ketertarikan iklan di media massa (televisi)					
19	Saya membeli telepon genggam atau gawai di <i>marketplace</i> karena sudah menjadi keinginan/kebiasaan pribadi yang sesuai dengan kepribadian saya					
<b>e-Value (Z)</b>						
20	Membeli telepon genggam atau gawai secara daring di <i>marketplace</i> lebih efisien (menghemat waktu, biaya dan tenaga)					
21	Saya selalu membeli telepon genggam atau gawai secara daring di <i>marketplace</i> karena kehandalan kinerja produk yang dijual dijamin asuransi					

22	Saya selalu membeli telepon genggam atau gawai secara daring di <i>marketplace</i> karena lebih nyaman dibandingkan pergi ke toko terdekat					
23	Saya selalu membeli telepon genggam atau gawai secara daring di <i>marketplace</i> karena memberikan kesenangan tersendiri					
24	Berbagai kemudahan dalam <i>platform e-commerce (marketplace)</i> membuat saya ingin terus membeli telepon genggam atau gawai secara daring di lain waktu					
25	Saya merasa sangat bangga jika saya membeli telepon genggam atau gawai di <i>marketplace</i> secara daring					
<b>Purchase Intention (Y)</b>						
26	Saya selalu ingin mengetahui kejelasan (spek) telepon genggam atau gawai sebelum saya memutuskan membeli telepon genggam atau gawai tersebut					
27	Saya selalu mempertimbangkan banyak hal sebelum memutuskan membeli telepon genggam atau gawai secara daring di <i>marketplace</i>					
28	Saya akan mencoba dahulu telepon genggam atau gawai yang diminati sebelum saya memutuskan membeli telepon genggam atau gawai tersebut					
29	Setelah mencoba, saya ingin mengenal (spek) telepon genggam atau gawai lebih jauh sebelum membelinya					
30	Saya akan membeli/memiliki telepon genggam atau gawai, jika telepon genggam atau gawai tersebut sudah sesuai dengan kebutuhan saya					
31	Saya akan merekomendasikan <i>marketplace</i> tempat penjualan telepon genggam atau gawai kepada orang lain, jika layanan dan telepon genggam atau gawai yang diinginkan sangat memuaskan					



**Lampiran 4. Data Isian Responden**

Tabel 6 Rekapitulasi Tanggapan Responden terhadap Variabel Penelitian (SPSS 26.0 & SmartPLS 3.3.9)

No. Case ID	e-Trust							e-Satisfaction					
	ET1	ET2	ET3	ET4	ET5	ET6	ET7	ES1	ES2	ES3	ES4	ES5	ES6
1	5	5	5	5	5	4	5	5	5	5	3	4	5
2	4	3	5	5	2	3	3	5	5	4	3	4	5
3	2	3	4	3	3	3	2	5	5	5	5	3	5
4	5	5	5	5	5	5	5	5	5	4	5	5	5
5	5	5	5	5	5	5	5	1	2	2	2	3	3
6	5	4	5	5	5	4	5	5	5	5	5	4	5
7	5	5	5	5	5	5	5	3	4	5	5	5	5
8	4	4	4	4	4	4	5	3	3	2	2	3	3
9	4	2	4	3	4	4	3	5	5	5	5	5	4
10	4	5	5	5	5	4	5	5	5	5	4	4	3
11	3	3	3	3	3	2	1	4	3	4	4	5	4
12	5	5	5	5	5	5	5	2	4	3	3	4	4
13	5	5	5	5	4	5	5	5	5	5	5	4	5
14	3	3	4	3	3	3	2	3	5	5	5	5	4
15	4	3	3	3	3	3	2	5	3	4	4	5	5
16	5	5	5	5	5	5	4	3	5	5	5	5	5
17	5	5	5	5	5	5	3	2	2	4	3	2	2
18	4	4	4	3	3	4	2	4	3	5	4	4	5
19	1	2	2	2	2	1	2	2	3	3	4	2	5
20	3	2	2	1	1	5	5	5	5	4	5	5	3
21	5	5	5	5	5	5	3	4	3	3	3	2	3
22	3	2	2	3	2	3	5	5	5	5	4	5	2
23	2	2	2	1	2	3	2	1	3	1	3	1	2
24	3	3	3	3	4	2	5	4	5	5	5	5	4
25	4	4	1	1	1	1	2	1	2	1	2	2	5
26	5	5	5	5	5	5	4	3	3	1	2	1	3
27	5	5	5	5	5	5	3	5	3	5	2	5	5
28	5	5	4	5	3	5	2	2	3	1	2	3	2
29	2	2	2	2	1	2	3	4	5	5	5	2	5
30	4	3	4	3	3	5	5	5	5	5	5	5	4
31	5	5	4	4	5	5	4	4	4	4	4	2	4
32	5	5	5	5	5	5	3	5	5	5	5	5	5
33	1	2	1	1	1	3	2	5	5	5	5	4	3
34	3	4	3	3	4	3	2	5	5	5	5	5	5
35	4	5	3	5	4	4	5	5	5	4	5	3	3
36	4	5	2	1	4	5	2	3	5	5	5	4	5
37	5	1	1	1	1	5	2	2	2	4	2	4	2
38	5	5	5	5	4	5	5	3	3	3	1	2	2
39	4	4	3	3	3	4	3	2	2	2	1	2	2
40	5	5	5	5	5	5	5	3	4	3	3	4	3
41	5	4	3	3	3	4	5	5	5	5	5	5	4
42	4	3	3	3	4	4	2	4	5	5	5	5	4
43	5	3	2	2	4	2	1	2	2	1	1	2	3
44	5	5	5	5	5	5	5	4	5	1	4	5	5
45	2	3	3	3	2	2	5	3	5	5	5	5	5
46	5	4	5	5	5	4	5	4	3	3	2	3	5
47	1	4	3	3	4	2	1	5	4	2	2	5	5
48	4	1	4	2	3	1	1	3	4	5	2	4	5
49	5	4	3	5	5	5	4	2	5	2	1	1	1
50	4	4	1	2	1	4	2	3	1	3	2	1	1
51	4	5	4	1	1	5	2	3	2	5	3	1	1
52	2	3	3	3	3	3	1	5	4	4	5	1	4
53	1	1	4	3	2	1	1	3	4	5	4	2	4
54	4	3	4	3	1	4	2	3	3	2	3	3	4
55	4	4	4	4	4	4	4	5	2	1	4	2	1

No. Case ID	e- Trust							e-Satisfaction					
	ET1	ET2	ET3	ET4	ET5	ET6	ET7	ES1	ES2	ES3	ES4	ES5	ES6
56	3	4	5	4	4	3	5	5	4	3	3	2	4
57	4	4	4	4	4	3	5	5	4	2	5	2	3
58	2	3	3	4	1	4	1	2	1	2	1	2	2
59	4	5	4	4	4	5	5	5	5	5	5	3	5
60	4	3	3	4	3	3	2	2	3	4	5	3	1
61	4	4	4	4	4	4	5	2	2	2	1	5	2
62	2	2	2	2	2	2	2	5	5	5	5	5	5
63	2	1	1	3	1	3	2	5	5	5	5	5	4
64	4	4	5	5	5	4	5	3	3	2	2	3	4
65	4	4	5	4	5	4	5	2	5	5	5	5	5
66	3	3	3	4	4	3	2	2	3	2	1	1	1
67	2	1	4	4	1	1	2	2	5	3	5	2	1
68	4	5	5	5	5	5	5	2	5	5	5	5	5
69	2	5	3	2	2	4	1	4	3	2	1	4	5
70	3	3	3	4	3	1	1	2	2	2	1	4	5
71	4	3	4	4	4	5	2	4	5	4	1	5	2
72	3	3	3	3	3	3	2	5	2	2	1	2	1
73	4	3	5	5	5	4	5	5	5	3	1	4	2
74	1	1	1	1	3	2	2	5	3	2	1	3	3
75	5	5	5	5	5	5	5	3	3	2	2	3	4
76	4	5	5	4	5	5	5	4	4	5	4	5	1
77	1	1	1	1	3	4	2	5	3	5	5	4	2
78	5	5	2	4	4	4	5	5	3	5	4	4	1
79	1	1	4	4	4	1	2	3	5	5	3	5	1
80	1	4	4	4	1	2	3	3	3	5	5	2	1
81	1	3	2	2	2	2	2	4	4	5	5	5	4
82	5	5	5	4	5	5	5	3	5	3	5	3	1
83	4	1	1	4	4	4	1	2	3	4	5	5	3
84	4	4	4	5	5	5	5	5	3	2	2	2	3
85	2	1	1	1	2	1	2	3	5	5	4	3	5
86	4	5	4	4	4	5	5	4	5	2	2	2	3
87	3	3	3	3	3	3	2	2	5	5	5	3	2
88	5	5	5	4	4	4	5	5	4	5	5	5	5
89	5	5	5	3	3	5	5	3	3	5	5	5	3
90	3	4	4	4	4	4	5	2	5	3	2	5	4
91	3	2	1	4	1	3	1	3	3	5	5	5	5
92	3	3	3	2	2	2	2	4	4	3	4	4	5
93	5	5	5	5	5	5	5	3	5	4	5	3	2
94	5	5	5	5	5	5	5	3	3	3	2	3	2
95	4	4	4	4	4	5	5	2	4	4	5	5	5
96	5	5	4	4	4	4	5	2	3	2	4	5	4
97	3	4	3	2	2	4	2	4	5	4	5	5	5
98	5	5	5	5	5	5	5	3	3	4	3	3	5
99	4	4	4	4	4	4	5	4	4	5	4	5	4
100	5	5	5	5	5	5	5	3	3	2	2	4	3
101	4	5	4	2	5	4	3	2	3	3	2	3	2
102	1	1	1	1	1	2	5	2	2	3	2	2	2
103	5	2	4	5	5	4	5	3	2	2	3	3	2
104	4	5	5	5	5	5	2	4	3	4	3	5	3
105	4	5	5	2	5	4	5	3	4	3	5	2	4

No. Case ID	e- Trust							e-Satisfaction					
	ET1	ET2	ET3	ET4	ET5	ET6	ET7	ES1	ES2	ES3	ES4	ES5	ES6
106	3	5	2	4	4	5	5	5	5	2	5	2	4
107	3	3	2	4	4	5	2	4	2	5	2	2	4
108	2	4	4	5	4	5	5	3	5	3	3	3	5
109	5	3	2	2	4	5	3	4	5	5	5	4	4
110	3	2	3	3	4	4	2	2	4	5	4	3	5
111	3	2	2	4	2	2	1	4	5	4	4	4	5
112	5	5	5	5	5	5	5	4	3	3	4	2	4
113	3	2	4	3	3	2	1	2	3	2	3	2	5
114	2	2	2	2	3	2	1	3	2	3	2	3	2
115	5	5	3	4	2	3	3	4	2	3	4	5	3
116	3	5	5	5	3	5	5	4	5	5	5	5	5
117	5	4	5	4	5	3	5	4	2	4	3	3	3
118	5	4	5	4	2	5	5	5	3	5	2	3	4
119	5	5	5	5	5	5	5	5	5	3	3	5	5
120	5	4	4	3	2	2	2	5	3	5	5	5	5
121	3	3	5	5	2	4	4	2	5	3	2	2	2
122	4	5	3	4	5	3	5	5	4	5	3	4	5
123	3	5	4	3	5	2	5	3	2	3	2	1	3
124	4	3	4	4	5	5	5	5	5	5	5	5	5
125	3	4	2	3	3	3	1	1	2	2	2	2	1
126	5	3	3	5	5	5	5	5	5	5	5	5	5
127	3	5	4	3	2	2	2	4	5	5	5	5	5
128	2	3	4	3	2	3	1	5	5	4	5	5	5
129	4	2	2	3	2	5	1	1	1	1	1	1	1
130	2	3	2	4	5	3	1	1	2	2	1	5	1
131	2	4	2	3	5	2	1	4	4	5	5	4	5
132	5	4	5	4	5	5	5	4	5	4	5	4	5
133	4	4	5	4	4	3	5	2	2	2	1	2	1
134	2	5	2	5	5	5	5	5	5	4	5	5	5
135	4	4	5	4	3	2	5	1	1	3	1	1	1
136	4	5	5	5	3	5	5	2	1	2	1	1	1
137	4	5	3	5	2	2	2	5	5	5	5	5	5
138	5	4	5	5	3	5	5	5	5	5	5	5	5
139	4	5	3	4	5	2	5	2	2	2	1	1	1
140	5	5	2	3	3	3	1	2	2	3	1	1	2
141	2	4	4	2	3	2	1	1	5	2	1	2	1
142	5	4	3	3	4	4	5	5	5	5	5	4	5
143	4	5	4	5	5	5	2	1	2	2	1	1	1
144	4	4	3	3	3	2	4	1	1	1	2	2	2
145	4	3	2	2	4	2	1	1	1	2	1	2	1
146	4	4	2	3	3	4	1	1	1	1	3	2	2
147	5	5	5	4	3	4	5	1	2	1	2	3	1
148	4	5	2	5	2	2	2	5	5	5	5	5	5
149	4	4	4	4	5	3	5	5	5	5	5	5	5
150	3	4	5	3	2	2	1	1	2	1	2	2	1
151	4	5	5	5	5	5	5	5	5	5	5	5	5
152	3	2	4	4	3	2	1	1	2	1	3	1	1
153	4	5	5	5	4	5	5	5	5	5	5	2	5
154	4	5	4	4	4	5	5	5	5	5	5	5	5
155	2	5	3	5	5	5	5	5	5	5	5	5	5

No.	Social Influence						e-Value					
	SC1	SC2	SC3	SC4	SC5	SC6	EV1	EV2	EV3	EV4	EV5	EV6
1	4	5	3	4	4	3	3	3	3	5	4	5
2	2	1	1	1	3	3	5	4	2	2	4	5
3	2	4	3	4	3	3	4	4	3	1	4	1
4	4	5	5	5	5	4	5	5	5	5	5	5
5	5	5	5	5	5	5	5	4	5	4	3	5
6	5	5	5	4	5	5	4	4	5	5	4	5
7	4	5	4	5	4	5	3	5	4	4	2	5
8	5	5	5	4	4	3	4	4	4	4	5	5
9	5	5	5	5	4	5	4	5	3	3	2	3
10	4	2	4	4	3	5	4	5	3	4	5	5
11	3	3	3	2	2	3	3	4	1	3	5	3
12	5	5	5	5	5	5	5	5	5	5	5	5
13	4	4	4	4	4	3	5	5	5	5	3	5
14	4	3	5	4	4	3	4	5	4	4	4	2
15	3	3	3	5	4	3	5	5	2	2	5	5
16	5	5	5	5	5	5	5	5	5	5	5	5
17	5	5	4	5	5	4	5	5	5	5	5	5
18	4	4	4	4	5	4	4	4	4	4	5	5
19	2	2	3	1	2	1	2	1	1	4	3	2
20	3	2	2	1	1	2	3	2	3	3	2	1
21	5	5	5	4	5	5	4	5	5	5	5	3
22	2	2	1	1	1	3	3	3	1	1	4	2
23	2	2	2	3	3	2	2	2	2	1	2	1
24	2	3	4	4	4	4	4	3	4	3	5	4
25	1	2	1	4	4	4	4	4	3	4	3	4
26	5	5	5	5	5	5	5	5	5	5	2	5
27	5	5	5	5	5	5	5	5	5	5	4	4
28	4	4	4	3	3	5	5	5	5	3	2	4
29	3	3	3	3	3	3	3	3	3	3	2	1
30	2	2	4	4	4	3	2	3	4	3	5	4
31	4	5	1	3	4	4	1	5	5	3	4	4
32	5	3	5	4	4	4	4	4	5	5	2	5
33	1	1	2	3	3	1	4	4	3	2	4	3
34	5	5	2	3	3	2	4	4	2	3	2	2
35	5	5	5	5	5	5	5	5	1	3	4	4
36	3	5	5	5	5	5	3	5	4	5	5	5
37	5	5	1	5	5	5	1	4	4	2	2	2
38	5	5	5	5	5	5	4	3	5	5	5	5
39	4	3	4	5	4	4	4	4	3	4	3	2
40	5	5	5	5	5	5	5	5	5	5	5	5
41	3	4	3	4	5	5	3	5	4	4	5	5
42	3	4	3	5	3	4	3	4	3	3	2	3
43	3	3	1	2	2	2	2	3	2	3	3	2
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45	3	3	3	3	3	3	4	4	4	4	5	5
46	5	5	5	5	5	5	5	5	5	5	4	5
47	5	3	5	4	2	4	4	2	3	1	2	2
48	3	1	2	5	4	3	2	3	4	2	1	2
49	5	3	5	5	4	5	4	2	5	3	4	5
50	3	1	1	1	3	1	4	2	1	2	1	1
51	5	5	4	4	5	4	5	5	4	5	5	5

No.	Social Influence						e-Value					
	SC1	SC2	SC3	SC4	SC5	SC6	EV1	EV2	EV3	EV4	EV5	EV6
52	4	4	4	3	3	3	3	3	2	3	3	5
53	3	3	2	2	2	3	1	2	1	3	1	5
54	3	4	3	3	2	3	4	4	2	4	3	5
55	4	5	4	4	3	4	5	5	5	4	5	4
56	3	3	4	5	4	3	4	5	4	5	5	3
57	3	1	3	2	1	4	3	3	2	3	2	2
58	4	3	3	1	4	4	1	1	1	1	1	2
59	4	3	2	3	3	3	4	5	4	3	5	3
60	4	4	2	3	3	4	3	4	2	2	1	1
61	5	5	4	4	4	4	4	3	3	4	5	5
62	2	2	2	2	2	2	2	2	2	2	1	2
63	3	3	3	2	2	2	4	4	2	1	1	2
64	5	5	5	5	5	4	5	5	5	4	5	5
65	1	3	3	4	4	2	3	4	4	4	5	5
66	3	3	4	3	3	3	2	2	2	3	5	2
67	2	2	1	1	1	1	1	3	2	1	3	3
68	5	5	3	5	4	5	3	5	4	5	2	5
69	2	2	2	3	4	1	4	3	5	2	5	4
70	3	3	3	4	3	4	2	2	2	1	4	2
71	4	4	4	5	4	4	3	5	4	4	5	4
72	3	3	3	3	3	3	3	3	3	3	2	3
73	4	3	2	3	2	5	5	5	1	4	3	4
74	4	3	3	2	1	1	5	5	1	3	3	4
75	5	5	5	5	5	5	4	4	3	5	4	3
76	5	5	5	5	5	5	5	5	5	5	4	5
77	2	2	1	1	2	3	2	2	1	3	5	4
78	3	5	5	4	5	4	4	3	2	5	4	3
79	3	4	4	4	3	3	2	2	2	1	5	5
80	2	1	1	2	1	1	1	4	1	1	1	4
81	2	2	1	2	2	2	2	2	2	2	1	3
82	5	5	5	5	5	5	5	5	5	5	5	3
83	1	3	3	2	1	2	2	1	1	2	1	5
84	4	3	5	5	5	5	5	5	5	3	5	5
85	3	3	3	4	4	4	1	2	1	4	1	1
86	3	4	4	4	4	5	5	5	5	5	5	5
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88	4	5	5	5	5	4	5	5	5	5	5	5
89	4	5	5	5	5	5	5	4	5	5	5	5
90	2	2	3	2	2	2	3	3	1	3	2	2
91	2	1	4	3	3	3	3	3	5	3	3	2
92	3	3	3	1	2	2	2	2	3	2	2	1
93	5	5	5	5	5	5	5	5	5	5	5	5
94	5	5	5	5	5	5	5	5	5	5	5	5
95	4	4	4	4	5	4	2	2	2	2	2	1
96	4	4	3	3	3	3	3	2	4	4	2	2
97	4	4	3	3	3	3	4	2	2	4	2	1
98	5	5	5	5	5	5	5	5	5	5	5	5
99	4	5	4	3	5	4	3	5	5	4	5	4
100	5	5	5	5	5	5	5	5	5	5	5	5
101	3	5	4	4	5	5	4	5	3	2	2	2
102	1	2	1	1	2	1	1	4	1	1	1	1
103	5	4	4	4	4	4	4	4	5	4	5	5



No.	Social Influence						e-Value					
	SC1	SC2	SC3	SC4	SC5	SC6	EV1	EV2	EV3	EV4	EV5	EV6
104	5	5	3	5	5	5	5	3	5	5	4	5
105	4	3	4	5	5	4	5	3	5	4	4	5
106	5	5	5	4	3	4	3	5	5	2	4	5
107	5	2	3	5	4	5	3	3	4	3	1	1
108	5	4	4	5	4	4	4	4	5	5	5	5
109	4	3	4	5	2	5	3	5	3	5	5	5
110	2	3	2	3	5	4	2	3	4	4	1	2
111	5	2	4	4	5	4	5	3	2	5	1	1
112	5	5	5	5	4	5	3	5	5	5	4	3
113	5	4	3	4	2	4	4	5	2	2	1	1
114	5	3	3	3	3	2	2	5	5	3	5	5
115	5	5	2	2	2	2	5	4	5	5	5	5
116	5	3	5	4	5	5	3	3	5	5	5	5
117	5	5	3	5	5	5	2	5	3	3	1	5
118	5	5	4	4	5	4	3	3	5	2	2	2
119	5	5	5	3	4	4	4	4	3	5	4	5
120	4	5	3	3	3	3	3	5	4	3	5	4
121	3	3	5	3	2	5	3	3	3	5	1	1
122	5	3	4	5	5	3	2	4	4	5	5	5
123	4	4	5	5	2	5	2	3	2	4	4	2
124	4	5	5	5	5	4	4	3	4	3	4	5
125	2	3	2	3	2	3	3	3	2	2	2	2
126	5	4	5	5	4	5	4	4	5	4	4	5
127	2	2	4	5	5	5	3	3	2	2	1	2
128	5	3	3	2	5	3	2	3	3	2	2	1
129	5	3	5	2	5	2	5	4	3	5	4	5
130	5	2	3	2	3	5	3	2	2	4	1	1
131	5	4	5	4	4	5	4	3	4	3	5	5
132	5	5	5	4	4	5	5	4	5	5	5	5
133	2	5	4	2	3	4	4	5	2	5	5	2
134	3	4	2	3	3	2	4	2	5	2	1	2
135	2	2	5	5	5	5	2	5	3	3	4	2
136	5	2	5	2	4	2	4	5	2	5	5	5
137	3	5	5	3	5	3	2	4	5	4	2	2
138	2	3	3	4	4	3	4	2	4	2	2	2
139	5	2	2	2	2	2	5	3	5	4	1	5
140	3	4	5	2	4	5	1	3	2	3	1	2
141	4	5	3	5	2	2	1	2	3	4	2	2
142	5	2	3	2	3	2	1	2	3	4	1	1
143	4	5	4	5	5	5	4	5	5	5	4	5
144	3	5	5	4	3	4	4	2	4	3	2	1
145	2	2	2	3	2	3	1	1	2	2	1	2
146	2	5	2	3	5	5	5	5	3	3	5	3
147	5	3	3	4	4	3	5	5	5	5	4	5
148	2	5	2	2	5	2	1	2	2	4	2	1
149	3	5	3	3	5	5	5	5	5	3	5	5
150	2	3	5	5	3	3	1	1	3	2	2	2
151	5	4	5	4	2	4	5	5	5	5	5	5
152	4	5	4	5	2	5	5	5	5	5	5	5
153	2	3	3	5	2	5	3	2	5	2	2	5

154	5	4	5	3	4	3	5	5	5	5	5	5
155	3	3	5	5	3	4	5	5	5	5	5	5

No.	Purchase Intention					
	PC1	PC2	PC3	PC4	PC5	PC6
1	5	5	4	4	5	5
2	3	2	5	5	5	2
3	2	3	3	3	2	2
4	5	5	5	5	5	5
5	4	5	5	5	5	5
6	5	5	4	5	5	5
7	5	5	4	5	5	4
8	4	4	4	4	4	4
9	3	3	4	3	3	3
10	5	5	5	5	5	5
11	4	3	2	3	3	4
12	5	5	5	5	5	5
13	5	4	4	4	5	5
14	5	5	4	5	5	5
15	3	4	2	4	4	3
16	5	5	5	5	5	5
17	5	5	5	4	5	5
18	3	3	3	3	3	4
19	1	2	3	2	2	1
20	3	3	2	2	4	4
21	5	4	5	5	3	5
22	2	2	2	2	2	1
23	2	2	1	2	1	1
24	4	4	3	4	4	5
25	4	1	4	1	4	4
26	5	5	5	5	5	5
27	5	5	5	5	5	5
28	5	5	3	5	4	4
29	2	1	1	1	1	1
30	2	4	1	2	2	1
31	4	5	5	5	5	5
32	5	5	5	5	2	5
33	2	3	1	3	3	2
34	3	5	5	4	4	4
35	5	5	1	5	5	5
36	5	5	5	5	5	5
37	5	5	1	5	5	5
38	5	5	5	5	5	5
39	4	4	4	5	4	4
40	5	5	4	5	5	5
41	4	4	4	4	4	4
42	4	4	3	5	4	4
43	3	3	2	3	2	3
44	5	5	5	5	5	5
45	1	1	1	1	2	3
46	5	5	5	5	5	5
47	4	5	3	4	4	3
48	5	5	1	3	5	4
49	5	5	5	5	5	5

50	5	4	4	4	4	4
51	5	5	5	5	5	5

No.	Purchase Intention					
	PC1	PC2	PC3	PC4	PC5	PC6
52	4	4	3	5	4	5
53	4	4	2	3	2	4
54	4	4	4	5	1	1
55	5	5	4	4	4	5
56	4	4	5	5	5	4
57	3	4	4	4	5	5
58	3	3	3	5	4	5
59	5	3	4	4	5	2
60	4	4	3	2	4	4
61	4	5	3	4	3	4
62	2	2	2	2	2	2
63	4	4	4	4	4	4
64	4	4	3	4	4	4
65	5	5	5	5	4	5
66	3	4	3	4	3	4
67	1	3	2	2	3	3
68	5	5	5	5	5	5
69	3	3	4	4	4	4
70	2	1	4	3	2	2
71	5	5	4	5	5	5
72	3	3	3	3	3	3
73	2	2	1	1	1	3
74	3	3	2	1	3	2
75	5	5	4	5	5	5
76	5	5	5	5	5	5
77	1	3	3	4	3	3
78	5	5	5	1	5	5
79	1	4	1	1	2	2
80	5	4	2	2	4	3
81	2	2	2	3	2	2
82	5	5	5	5	5	5
83	2	5	2	1	5	5
84	5	5	5	5	5	5
85	4	3	4	3	4	1
86	3	5	5	4	4	4
87	3	3	3	3	3	3
88	5	5	5	4	4	4
89	5	5	5	5	5	5
90	3	4	4	5	5	4
91	2	4	4	3	4	2
92	2	2	2	3	3	5
93	5	5	5	5	5	5
94	5	5	5	5	5	5
95	4	4	2	4	4	4
96	4	3	3	3	3	5
97	3	3	3	5	4	4
98	5	5	5	5	5	5
99	4	4	5	5	5	5
100	5	5	5	5	5	5

101	4	5	5	5	5	5
102	1	1	1	1	1	1
103	5	4	4	4	4	5

No.	Purchase Intention					
	PC1	PC2	PC3	PC4	PC5	PC6
104	5	5	5	5	5	3
105	4	3	4	5	5	4
106	5	5	5	4	3	5
107	5	2	3	5	4	3
108	5	4	4	5	4	3
109	4	3	4	5	2	5
110	2	3	2	3	5	5
111	5	2	4	4	5	5
112	5	5	5	5	4	4
113	5	4	3	4	2	3
114	5	3	3	3	3	5
115	5	5	5	4	2	3
116	5	3	5	4	5	4
117	5	5	3	5	5	5
118	5	5	4	4	5	3
119	5	5	5	3	4	4
120	4	5	3	3	3	3
121	3	3	5	3	2	5
122	5	3	4	5	5	3
123	3	4	3	5	2	4
124	5	5	5	5	5	3
125	2	3	3	3	3	3
126	5	4	5	5	4	5
127	4	2	2	3	4	4
128	5	3	3	2	5	5
129	5	5	5	5	5	5
130	3	5	3	4	4	2
131	3	2	5	2	3	3
132	3	5	5	4	4	5
133	5	5	4	5	5	5
134	3	4	2	3	3	3
135	2	2	5	5	5	2
136	5	5	5	4	4	3
137	3	5	3	3	3	2
138	5	3	3	4	5	5
139	5	2	2	4	3	3
140	2	4	5	2	4	5
141	4	3	3	2	5	5
142	5	5	3	4	3	4
143	4	5	4	5	5	5
144	3	5	5	4	3	3
145	2	2	2	2	2	2
146	2	5	2	3	5	2
147	5	3	3	4	4	2
148	2	5	2	2	2	5
149	3	5	3	3	5	4
150	2	3	5	5	3	3
151	5	4	5	4	2	5

152	4	5	4	5	2	4
153	5	3	3	3	2	2
154	5	4	5	3	4	5
155	3	3	5	5	3	5

Tabel 7 Hasil Analisis Deskriptif  
(MV Descriptives SmartPLS 3.3.9)

Case	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness	Number of Observations Used
ES1	3,445	4	1	5	1,364	-1,204	-0,307	155
ES2	3,652	4	1	5	1,318	-1,157	-0,410	155
ES3	3,619	4	1	5	1,379	-1,206	-0,453	155
ES4	3,439	4	1	5	1,516	-1,441	-0,325	155
ES5	3,458	4	1	5	1,406	-1,328	-0,293	155
ES6	3,445	4	1	5	1,520	-1,341	-0,417	155
ET1	3,690	4	1	5	1,205	-0,457	-0,701	155
ET2	3,768	4	1	5	1,254	-0,501	-0,741	155
ET3	3,606	4	1	5	1,273	-0,871	-0,516	155
ET4	3,658	4	1	5	1,215	-0,513	-0,625	155
ET5	3,555	4	1	5	1,316	-0,938	-0,489	155
ET6	3,684	4	1	5	1,274	-0,991	-0,522	155
ET7	3,413	4	1	5	1,633	-1,680	-0,247	155
EV1	3,523	4	1	5	1,282	-0,839	-0,496	155
EV2	3,748	4	1	5	1,211	-0,968	-0,496	155
EV3	3,510	4	1	5	1,393	-1,235	-0,375	155
EV4	3,555	4	1	5	1,281	-0,985	-0,402	155
EV5	3,419	4	1	5	1,540	-1,456	-0,366	155
EV6	3,548	4	1	5	1,537	-1,449	-0,425	155
PC1	3,897	4	1	5	1,230	-0,678	-0,747	155
PC2	3,935	4	1	5	1,151	-0,423	-0,770	155
PC3	3,652	4	1	5	1,278	-0,840	-0,539	155
PC4	3,858	4	1	5	1,220	-0,344	-0,822	155
PC5	3,852	4	1	5	1,185	-0,656	-0,696	155
PC6	3,890	4	1	5	1,226	-0,421	-0,827	155
SC1	3,729	4	1	5	1,214	-1,005	-0,469	155
SC2	3,671	4	1	5	1,240	-1,013	-0,398	155
SC3	3,606	4	1	5	1,273	-0,816	-0,497	155
SC4	3,684	4	1	5	1,253	-0,746	-0,593	155
SC5	3,652	4	1	5	1,227	-0,945	-0,451	155
SC6	3,697	4	1	5	1,210	-0,722	-0,546	155



Tabel 8 Profil Karakteristik 155 Responden Pembeli Elektronik (Telepon Genggam atau Gawai)

Karakteristik	Frekuensi	%
<b>Jenis Kelamin</b>		
Laki-laki	49	31,61
Perempuan	106	68,39
<b>Usia (tahun)</b>		
< 18	8	5,16
18 - 25	34	21,94
26 - 35	52	33,55
36 - 45	27	17,42
46 - 55	19	12,26
> 55	15	9,68
<b>Pendidikan</b>		
SMA/ sederajat	11	7,10
Diploma	39	25,16
Sarjana	61	39,35
Pascasarjana	26	16,77
Doktoral	18	11,61
<b>Pekerjaan</b>		
ASN/PNS	35	22,58
Karyawan Swasta	32	20,65
Wiraswasta	58	37,42
Pekerja Penerima Upah	17	10,97
Lain-lain	13	8,39
<b>Penghasilan sendiri (Rp)</b>		
< 5 juta	17	10,97
5 - 10 juta	47	30,32
10 - 20 juta	55	35,48
> 20 juta	36	23,23
<b>Domisili saat ini</b>		
Jabodetabek	142	91,61
Luar Jabodetabek	13	8,39
<b>Aktivitas e-commerce 6 bulan terakhir</b>		
Sangat jarang (1x)	15	9,68
Jarang (3x)	34	21,94
Cukup sering (4-6x)	45	29,03
Sering (7-10x)	36	23,23
Sangat sering (> 10x)	25	16,13
<b>Marketplace yang paling sering dipilih</b>		
Tokopedia	48	30,97
Lazada	40	25,81
Shopee	67	43,23
Blibli	-	
Bukalapak	-	
Lain-lain		
<b>Kategori barang yang dibeli *)</b>		
Elektronik	155	100,00
Non Elektronik	42	
Lain-lain	36	
<b>Jika elektronik, jenis barang yang dibeli *)</b>	233	
Telepon Genggam / Gawai	155	100,00
Alat RT (Audio-Visual, AC, Kulkas, dll)	28	
Laptop/PC	35	
Lain-lain	15	
	233	
	233	

\*) 233 responden menjawab dari total 255 responden yang diberi kuesioner

## Lampiran 5. Output Analisis Data

Tabel 9

Hasil Uji Validitas dan Analisis Faktor Kaiser Meyer Olsen (KMO) dan Bartlett's Tests Dengan SPSS 26.0 untuk Variabel *e-Trust*

## Factor Analysis of e-Trust Variable

## KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		<b>.897</b>
Bartlett's Test of Sphericity	Approx. Chi-Square	481.800
	Df	21
	Sig.	.000

## Anti-image Matrices

		ET1	ET2	ET3	ET4	ET5	ET6	ET7
Anti-image Covariance	ET1	.530	-.120	-.066	-.021	-.050	-.167	-.025
	ET2	-.120	.517	-.098	-.043	-.070	-.084	-.046
	ET3	-.066	-.098	.472	-.182	-.033	.037	-.102
	ET4	-.021	-.043	-.182	.457	-.134	-.050	-.038
	ET5	-.050	-.070	-.033	-.134	.538	-.057	-.093
	ET6	-.167	-.084	.037	-.050	-.057	.542	-.129
	ET7	-.025	-.046	-.102	-.038	-.093	-.129	.563
	ET7	-.025	-.046	-.102	-.038	-.093	-.129	.563
Anti-image Correlation	ET1	<b>.899<sup>a</sup></b>	-.229	-.133	-.044	-.094	-.311	-.046
	ET2	-.229	<b>.919<sup>a</sup></b>	-.198	-.088	-.133	-.160	-.085
	ET3	-.133	-.198	<b>.868<sup>a</sup></b>	-.393	-.065	.074	-.197
	ET4	-.044	-.088	-.393	<b>.876<sup>a</sup></b>	-.270	-.100	-.075
	ET5	-.094	-.133	-.065	-.270	<b>.919<sup>a</sup></b>	-.106	-.169
	ET6	-.311	-.160	.074	-.100	-.106	<b>.882<sup>a</sup></b>	-.233
	ET7	-.046	-.085	-.197	-.075	-.169	-.233	<b>.919<sup>a</sup></b>
	ET7	-.046	-.085	-.197	-.075	-.169	-.233	<b>.919<sup>a</sup></b>

a. Measures of Sampling Adequacy (MSA)

## Communalities

	Initial	Extraction
ET1	1.000	.577
ET2	1.000	.611
ET3	1.000	.609
ET4	1.000	.632
ET5	1.000	.587
ET6	1.000	.550
ET7	1.000	.563

Extraction Method: Principal Component Analysis.

Extraction Method: Principal Component Analysis.

Component	Total Variance Explained			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.128	58.973	58.973	4.128	58.973	58.973
2	.692	9.880	68.852			
3	.548	7.832	76.684			
4	.491	7.013	83.698			
5	.435	6.210	89.907			
6	.398	5.691	95.599			
7	.308	4.401	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix <sup>a</sup>	
	Component 1
ET1	.759
ET2	.782
ET3	.780
ET4	.795
ET5	.766
ET6	.741
ET7	.750

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Hasil Uji Validitas dan Analisis Faktor Kaiser Meyer Olsen (KMO) dan Bartlett's Tests  
Dengan SPSS 26.0 untuk Variabel *e-Satisfaction*

#### Factor Analysis of e-Satisfaction Variable

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		<b>.863</b>
Bartlett's Test of Sphericity	Approx. Chi-Square	449.485
	df	15
	Sig.	.000

##### Anti-image Matrices

	ES1	ES2	ES3	ES4	ES5	ES6	
Anti-image Covariance	ES1	.536	-.120	-.141	.021	-.021	-.122
	ES2	-.120	.411	-.013	-.152	-.092	-.080

	ES3	-.141	-.013	.438	-.181	-.103	.028
	ES4	.021	-.152	-.181	.392	-.019	-.077
	ES5	-.021	-.092	-.103	-.019	.559	-.145
	ES6	-.122	-.080	.028	-.077	-.145	.551
Anti-image Correlation	ES1	<b>.875<sup>a</sup></b>	-.255	-.291	.046	-.038	-.225
	ES2	-.255	<b>.868<sup>a</sup></b>	-.030	-.378	-.192	-.168
	ES3	-.291	-.030	<b>.834<sup>a</sup></b>	-.437	-.209	.058
	ES4	.046	-.378	-.437	<b>.828<sup>a</sup></b>	-.040	-.167
	ES5	-.038	-.192	-.209	-.040	<b>.902<sup>a</sup></b>	-.261
	ES6	-.225	-.168	.058	-.167	-.261	<b>.887<sup>a</sup></b>

a. Measures of Sampling Adequacy (MSA)

**Communalities**

	Initial	Extraction
ES1	1.000	.586
ES2	1.000	.710
ES3	1.000	.650
ES4	1.000	.692
ES5	1.000	.577
ES6	1.000	.574

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.788	63.136	63.136	3.788	63.136	63.136
2	.595	9.915	73.051			
3	.531	8.851	81.901			
4	.464	7.736	89.638			
5	.379	6.311	95.949			
6	.243	4.051	100.000			

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

Component

1

ES1	.765
ES2	.843
ES3	.806
ES4	.832
ES5	.760
ES6	.757

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Hasil Uji Validitas dan Analisis Faktor Kaiser Meyer Olsen (KMO) dan Bartlett's Tests Dengan SPSS 26.0 untuk Variabel *Social Influence*

## Factor Analysis of Social Influence Variable

## KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		<b>.880</b>
Bartlett's Test of Sphericity	Approx. Chi-Square	405.047
	df	15
	Sig.	.000

## Anti-image Matrices

		SC1	SC2	SC3	SC4	SC5	SC6
Anti-image Covariance	SC1	.613	-.174	-.143	.005	-.032	-.048
	SC2	-.174	.559	-.045	-.041	-.109	-.080
	SC3	-.143	-.045	.501	-.121	-.066	-.080
	SC4	.005	-.041	-.121	.433	-.125	-.170
	SC5	-.032	-.109	-.066	-.125	.549	-.072
	SC6	-.048	-.080	-.080	-.170	-.072	.459
Anti-image Correlation	SC1	<b>.872<sup>a</sup></b>	-.298	-.259	.009	-.055	-.091
	SC2	-.298	<b>.890<sup>a</sup></b>	-.085	-.083	-.197	-.158
	SC3	-.259	-.085	<b>.891<sup>a</sup></b>	-.261	-.125	-.167
	SC4	.009	-.083	-.261	<b>.850<sup>a</sup></b>	-.257	-.381
	SC5	-.055	-.197	-.125	-.257	<b>.906<sup>a</sup></b>	-.143
	SC6	-.091	-.158	-.167	-.381	-.143	<b>.876<sup>a</sup></b>

## a. Measures of Sampling Adequacy (MSA)

## Communalities

	Initial	Extraction
SC1	1.000	.501
SC2	1.000	.582
SC3	1.000	.643
SC4	1.000	.674
SC5	1.000	.596
SC6	1.000	.669

Extraction Method: Principal Component Analysis.

## Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.665	61.081	61.081	3.665	61.081	61.081
2	.678	11.302	72.383			
3	.513	8.558	80.941			
4	.441	7.357	88.298			
5	.389	6.489	94.786			
6	.313	5.214	100.000			

Extraction Method: Principal Component Analysis.



**Component Matrix<sup>a</sup>**Component  
1

SC1	.708
SC2	.763
SC3	.802
SC4	.821
SC5	.772
SC6	.818

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Hasil Uji Validitas dan Analisis Faktor Kaiser Meyer Olsen (KMO) dan Bartlett's Tests  
Dengan SPSS 26.0 untuk Variabel *e-Value*

**Factor Analysis of e-Value Variable****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		<b>.877</b>
Bartlett's Test of Sphericity	Approx. Chi-Square	360.870
	df	15
	Sig.	.000

**Anti-image Matrices**

		EV1	EV2	EV3	EV4	EV5	EV6
Anti-image Covariance	EV1	.558	-.172	-.095	-.103	-.049	-.056
	EV2	-.172	.556	-.054	-.069	-.110	-.057
	EV3	-.095	-.054	.601	-.145	-.038	-.108
	EV4	-.103	-.069	-.145	.602	-.061	-.067
	EV5	-.049	-.110	-.038	-.061	.511	-.204
	EV6	-.056	-.057	-.108	-.067	-.204	.496
Anti-image Correlation	EV1	<b>.882<sup>a</sup></b>	-.309	-.164	-.178	-.092	-.106
	EV2	-.309	<b>.883<sup>a</sup></b>	-.093	-.119	-.206	-.108
	EV3	-.164	-.093	<b>.897<sup>a</sup></b>	-.241	-.069	-.197
	EV4	-.178	-.119	-.241	<b>.902<sup>a</sup></b>	-.111	-.122
	EV5	-.092	-.206	-.069	-.111	<b>.855<sup>a</sup></b>	-.406
	EV6	-.106	-.108	-.197	-.122	-.406	<b>.855<sup>a</sup></b>

a. Measures of Sampling Adequacy (MSA)

**Communalities**

	Initial	Extraction
EV1	1.000	.591
EV2	1.000	.592
EV3	1.000	.552
EV4	1.000	.555
EV5	1.000	.614
EV6	1.000	.634

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.540	58.998	58.998	3.540	58.998	58.998
2	.615	10.254	69.253			
3	.586	9.760	79.012			
4	.487	8.110	87.122			
5	.421	7.016	94.138			
6	.352	5.862	100.000			

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

Component

1

EV1	.769
EV2	.770
EV3	.743
EV4	.745
EV5	.784
EV6	.796

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Hasil Uji Validitas dan Analisis Faktor Kaiser Meyer Olsen (KMO) dan Bartlett's Tests  
 Dengan SPSS 26.0 untuk Variabel *Purchase Intention*

**Factor Analysis of Purchase Intention Variable**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		<b>.887</b>
Bartlett's Test of Sphericity	Approx. Chi-Square	383.433
	df	15
	Sig.	.000

**Anti-image Matrices**

		PC1	PC2	PC3	PC4	PC5	PC6
Anti-image Covariance	PC1	.493	-.107	-.063	-.121	-.088	-.110
	PC2	-.107	.569	-.041	-.093	-.084	-.104
	PC3	-.063	-.041	.567	-.188	-.054	-.066
	PC4	-.121	-.093	-.188	.488	-.073	-.011
	PC5	-.088	-.084	-.054	-.073	.546	-.155
	PC6	-.110	-.104	-.066	-.011	-.155	.559
Anti-image Correlation	PC1	<b>.890<sup>a</sup></b>	-.203	-.119	-.247	-.170	-.209
	PC2	-.203	<b>.908<sup>a</sup></b>	-.072	-.177	-.151	-.184
	PC3	-.119	-.072	<b>.883<sup>a</sup></b>	-.357	-.096	-.117
	PC4	-.247	-.177	-.357	<b>.861<sup>a</sup></b>	-.141	-.020
	PC5	-.170	-.151	-.096	-.141	<b>.897<sup>a</sup></b>	-.280
	PC6	-.209	-.184	-.117	-.020	-.280	<b>.886<sup>a</sup></b>

a. Measures of Sampling Adequacy (MSA)

**Communalities**

	Initial	Extraction
PC1	1.000	.659
PC2	1.000	.585
PC3	1.000	.562
PC4	1.000	.639
PC5	1.000	.604
PC6	1.000	.580

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.629	60.490	60.490	3.629	60.490	60.490
2	.636	10.594	71.084			
3	.508	8.470	79.554			
4	.441	7.358	86.912			
5	.428	7.137	94.049			
6	.357	5.951	100.000			

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**  
Component  
1

PC1	.812
PC2	.765
PC3	.750
PC4	.799
PC5	.777
PC6	.762

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Tabel 10 Hasil Uji Reliabilitas

Dengan SPSS 26.0 untuk Masing-masing Variabel

**Scale: Output Reliabilitas e-Trust**

**Case Processing Summary**

		N	%
Cases	Valid	155	100.0
	Excluded <sup>a</sup>	0	.0
	Total	155	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
.881	.884	7

**Scale: Output Reliabilitas e-Satisfaction**

**Case Processing Summary**

		N	%
Cases	Valid	155	100.0
	Excluded <sup>a</sup>	0	.0
	Total	155	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
.882	.883	6

**Scale: Output Reliabilitas Social Influence****Case Processing Summary**

		N	%
Cases	Valid	155	100.0
	Excluded <sup>a</sup>	0	.0
	Total	155	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
.872	.872	6

**Scale: Output Reliabilitas e-Value****Case Processing Summary**

		N	%
Cases	Valid	155	100.0
	Excluded <sup>a</sup>	0	.0
	Total	155	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
.859	.861	6

**Scale: Output Reliabilitas Purchase Intention****Case Processing Summary**

		N	%
Cases	Valid	155	100.0
	Excluded <sup>a</sup>	0	.0
	Total	155	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
.869	.869	6



## Lampiran 6. Hasil Analisis SmartPLS 3.3.9

Tabel 11 *Convergent Validity (Outer Loading/Outer Weight)*

Cases	Purchase Intention	Social Influence	e-Satisfaction	e-Trust	e-Value
ES1			0,850		
ES2			0,817		
ES3			0,708		
ES4			0,731		
ES5			0,769		
ES6			0,783		
ET1				0,772	
ET2				0,786	
ET3				0,773	
ET4				0,784	
ET5				0,765	
ET6				0,757	
ET7				0,735	
EV1					0,765
EV2					0,762
EV3					0,771
EV4					0,773
EV5					0,751
EV6					0,777
PC1	0,815				
PC2	0,767				
PC3	0,763				
PC4	0,804				
PC5	0,761				
PC6	0,753				
SC1		0,726			
SC2		0,767			
SC3		0,804			
SC4		0,811			
SC5		0,772			
SC6		0,804			

Tabel 12 *Construct Reliability and Validity (AVE)*

Variables	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Purchase Intention	0,869	0,872	0,902	0,604
Social Influence	0,872	0,872	0,904	0,610
e-Satisfaction	0,883	0,963	0,902	0,605
e-Trust	0,884	0,886	0,909	0,589
e-Value	0,861	0,868	0,895	0,588

## Discriminant Validity

Tabel 13 Fornell-Larcker Criterion dan HTMT

Variables	Purchase Intention	Social Influence	e-Satisfaction	e-Trust	e-Value
Purchase Intention	<b>0,777</b>				
Social Influence	0,724	<b>0,781</b>			
e-Satisfaction	0,029	0,058	<b>0,778</b>		
e-Trust	0,724	0,722	0,129	<b>0,767</b>	
e-Value	0,639	0,691	0,122	0,706	<b>0,766</b>

## Heterotrait-Monotrait Ratio (HTMT)

Variables	Purchase Intention	Social Influence	e-Satisfaction	e-Trust	e-Value
Purchase Intention					
Social Influence	<b>0,826</b>				
e-Satisfaction	<b>0,081</b>	<b>0,088</b>			
e-Trust	<b>0,811</b>	<b>0,815</b>	<b>0,147</b>		
e-Value	<b>0,713</b>	<b>0,777</b>	<b>0,125</b>	<b>0,789</b>	

Tabel 14 Cross Loading

Case	Purchase Intention	Social Influence	e-Satisfaction	e-Trust	e-Value
ES1	0,059	0,048	<b>0,850</b>	0,145	0,139
ES2	-0,011	0,021	<b>0,817</b>	0,107	0,079
ES3	0,007	0,014	<b>0,708</b>	0,010	0,016
ES4	-0,040	-0,045	<b>0,731</b>	0,008	0,042
ES5	0,023	0,058	<b>0,769</b>	0,097	0,091
ES6	0,019	0,092	<b>0,783</b>	0,087	0,085
ET1	0,629	0,602	-0,005	<b>0,772</b>	0,548
ET2	0,584	0,562	0,057	<b>0,786</b>	0,553
ET3	0,542	0,569	0,071	<b>0,773</b>	0,546
ET4	0,515	0,521	0,121	<b>0,784</b>	0,494
ET5	0,546	0,631	0,110	<b>0,765</b>	0,555
ET6	0,641	0,561	0,147	<b>0,757</b>	0,580
ET7	0,383	0,399	0,220	<b>0,735</b>	0,502
EV1	0,460	0,487	0,102	0,515	<b>0,765</b>
EV2	0,491	0,509	0,075	0,484	<b>0,762</b>
EV3	0,551	0,634	0,139	0,635	<b>0,771</b>
EV4	0,590	0,614	0,031	0,617	<b>0,773</b>
EV5	0,344	0,423	0,101	0,417	<b>0,751</b>
EV6	0,435	0,443	0,120	0,516	<b>0,777</b>
PC1	<b>0,815</b>	0,603	0,080	0,609	0,557
PC2	<b>0,767</b>	0,572	0,017	0,571	0,475
PC3	<b>0,763</b>	0,584	0,004	0,600	0,600
PC4	<b>0,804</b>	0,583	-0,036	0,579	0,506
PC5	<b>0,761</b>	0,497	0,025	0,483	0,388
PC6	<b>0,753</b>	0,523	0,050	0,518	0,426
SC1	0,602	<b>0,726</b>	0,031	0,546	0,541
SC2	0,546	<b>0,767</b>	0,043	0,567	0,544
SC3	0,585	<b>0,804</b>	0,059	0,583	0,572
SC4	0,532	<b>0,811</b>	0,059	0,553	0,562
SC5	0,591	<b>0,772</b>	0,081	0,543	0,525

SC6	0,526	<b>0,804</b>	-0,010	0,592	0,484
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Tabel 15 *Outer Loading* Formatif (Analisis *Bootstrapping*)

Case	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
ES1 <- e-Satisfaction	0,850	0,721	0,219	3,873	<b>0,000</b>
ES2 <- e-Satisfaction	0,817	0,727	0,214	3,823	<b>0,000</b>
ES3 <- e-Satisfaction	0,708	0,667	0,216	3,275	<b>0,001</b>
ES4 <- e-Satisfaction	0,731	0,686	0,238	3,076	<b>0,002</b>
ES5 <- e-Satisfaction	0,769	0,676	0,210	3,662	<b>0,000</b>
ES6 <- e-Satisfaction	0,783	0,686	0,202	3,878	<b>0,000</b>
ET1 <- e-Trust	0,772	0,772	0,041	19,038	<b>0,000</b>
ET2 <- e-Trust	0,786	0,783	0,034	23,013	<b>0,000</b>
ET3 <- e-Trust	0,773	0,773	0,038	20,580	<b>0,000</b>
ET4 <- e-Trust	0,784	0,781	0,040	19,529	<b>0,000</b>
ET5 <- e-Trust	0,765	0,762	0,037	20,735	<b>0,000</b>
ET6 <- e-Trust	0,757	0,758	0,036	21,119	<b>0,000</b>
ET7 <- e-Trust	0,735	0,736	0,048	15,208	<b>0,000</b>
EV1 <- e-Value	0,765	0,763	0,041	18,789	<b>0,000</b>
EV2 <- e-Value	0,762	0,763	0,038	20,227	<b>0,000</b>
EV3 <- e-Value	0,771	0,772	0,035	21,714	<b>0,000</b>
EV4 <- e-Value	0,773	0,771	0,036	21,767	<b>0,000</b>
EV5 <- e-Value	0,751	0,750	0,044	17,137	<b>0,000</b>
EV6 <- e-Value	0,777	0,778	0,043	18,234	<b>0,000</b>
PC1 <- Purchase Intention	0,815	0,814	0,028	28,985	<b>0,000</b>
PC2 <- Purchase Intention	0,767	0,763	0,040	19,011	<b>0,000</b>
PC3 <- Purchase Intention	0,763	0,761	0,048	15,904	<b>0,000</b>
PC4 <- Purchase Intention	0,804	0,802	0,040	20,305	<b>0,000</b>
PC5 <- Purchase Intention	0,761	0,756	0,046	16,480	<b>0,000</b>
PC6 <- Purchase Intention	0,753	0,747	0,043	17,347	<b>0,000</b>
SC1 <- Social Influence	0,726	0,727	0,037	19,371	<b>0,000</b>
SC2 <- Social Influence	0,767	0,763	0,035	21,917	<b>0,000</b>
SC3 <- Social Influence	0,804	0,805	0,036	22,257	<b>0,000</b>
SC4 <- Social Influence	0,811	0,808	0,030	27,496	<b>0,000</b>
SC5 <- Social Influence	0,772	0,769	0,037	20,840	<b>0,000</b>
SC6 <- Social Influence	0,804	0,801	0,030	26,853	<b>0,000</b>

Tabel 15 Hasil Uji Kolinieritas *Outer Value* atau *Collinearity Statistics* (VIF)

Case	VIF
ES1	1,865
ES2	2,435
ES3	2,281
ES4	2,553
ES5	1,787
ES6	1,816
ET1	1,886
ET2	1,935
ET3	2,120
ET4	2,186
ET5	1,858
ET6	1,845
ET7	1,776
EV1	1,793
EV2	1,800
EV3	1,664
EV4	1,661
EV5	1,956
EV6	2,015
PC1	2,029
PC2	1,756
PC3	1,762
PC4	2,048
PC5	1,832
PC6	1,789
SC1	1,631
SC2	1,789
SC3	1,996
SC4	2,308
SC5	1,822
SC6	2,180

**Lampiran 7. Hasil Analisis Model Persamaan Struktural dan *Quality Model* dengan SmartPLS 3.3.9**

Tabel 16 R Square (*Goodness of Fit* atau GoF)

Case	R Square	R Square Adjusted
Purchase Intention	0,618	0,608
e-Value	0,569	0,560

Hasil Analisis *Blindfolding*

Tabel 17 *Q-Square Redundancy (Predictive Relevance)*  
(*Total Construct Crossvalidated Redundancy*)

Case	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Purchase Intention	930,000	596,552	0,359
Social Influence	930,000	930,000	
e-Satisfaction	930,000	930,000	
e-Trust	1085,000	1085,000	
e-Value	930,000	637,759	0,314

Tabel 18 Model Fit

(*Fit Summary* dan *rms\_Theta*)

Indicators	Saturated Model	Estimated Model
SRMR	0,071	0,071
d_ULS	2,517	2,517
d_G	1,139	1,139
Chi-Square	880,259	880,259
NFI	0,722	0,722

rms Theta	0,132
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Tabel 19 Path Coefficients

Variables	Purchase Intention	Social Influence	e-Satisfaction	e-Trust	e-Value
Purchase Intention					
Social Influence	0,368				0,381
e-Satisfaction	-0,056				0,045
e-Trust	0,377				0,425
e-Value	0,126				

Tabel 20 Total Indirect Effects

Variables	Purchase Intention	Social Influence	e-Satisfaction	e-Trust	e-Value
Purchase Intention					
Social Influence	0,048				
e-Satisfaction	0,006				
e-Trust	0,053				
e-Value					

Specific Indirect Effects

Case	Specific Indirect Effects
Social Influence -> e-Value -> Purchase Intention	0,048
e-Satisfaction -> e-Value -> Purchase Intention	0,006
e-Trust -> e-Value -> Purchase Intention	0,053

Tabel 21 Hasil Analisis Bootstrapping Path Analysis Direct Effects  
(Mean, StDev, t-Value, P-Value)

Case	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Social Influence -> Purchase Intention	0,368	0,368	0,089	4,140	<b>0,000</b>
Social Influence -> e-Value	0,381	0,379	0,076	4,987	<b>0,000</b>
e-Satisfaction -> Purchase Intention	-0,056	-0,046	0,066	0,848	<b>0,397</b>
e-Satisfaction -> e-Value	0,045	0,054	0,068	0,664	<b>0,507</b>
e-Trust -> Purchase Intention	0,377	0,376	0,099	3,805	<b>0,000</b>
e-Trust -> e-Value	0,425	0,426	0,079	5,395	<b>0,000</b>
e-Value -> Purchase Intention	0,126	0,127	0,077	1,627	<b>0,104</b>

Tabel 22 Total Indirect Effects  
(Mean, StDev, t-Value, P-Value)

Case	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Social Influence -> Purchase Intention	0,048	0,048	0,032	1,516	<b>0,130</b>
Social Influence -> e-Value					
e-Satisfaction -> Purchase Intention	0,006	0,006	0,011	0,511	<b>0,610</b>
e-Satisfaction -> e-Value					
e-Trust -> Purchase Intention	0,053	0,053	0,034	1,560	<b>0,119</b>
e-Trust -> e-Value					
e-Value -> Purchase Intention					



Tabel 23 Specific Indirect Effects  
(Mean, StDev, t-Value, P-Value)

Case	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Social Influence -> e-Value -> Purchase Intention	0,048	0,048	0,032	1,516	<b>0,130</b>
e-Satisfaction -> e-Value -> Purchase Intention	0,006	0,006	0,011	0,511	<b>0,610</b>
e-Trust -> e-Value -> Purchase Intention	0,053	0,053	0,034	1,560	<b>0,119</b>

Tabel 24 Total Effects  
(Mean, StDev, t-Value, P-Value)

Case	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Social Influence -> Purchase Intention	<b>0,416</b>	<b>0,416</b>	<b>0,087</b>	<b>4,794</b>	<b>0,000</b>
Social Influence -> e-Value	0,381	0,379	0,076	4,987	<b>0,000</b>
e-Satisfaction -> Purchase Intention	<b>-0,050</b>	<b>-0,039</b>	<b>0,067</b>	<b>0,748</b>	<b>0,455</b>
e-Satisfaction -> e-Value	0,045	0,054	0,068	0,664	<b>0,507</b>
e-Trust -> Purchase Intention	<b>0,431</b>	<b>0,430</b>	<b>0,091</b>	<b>4,736</b>	<b>0,000</b>
e-Trust -> e-Value	0,425	0,426	0,079	5,395	<b>0,000</b>
e-Value -> Purchase Intention	0,126	0,127	0,077	1,627	<b>0,104</b>

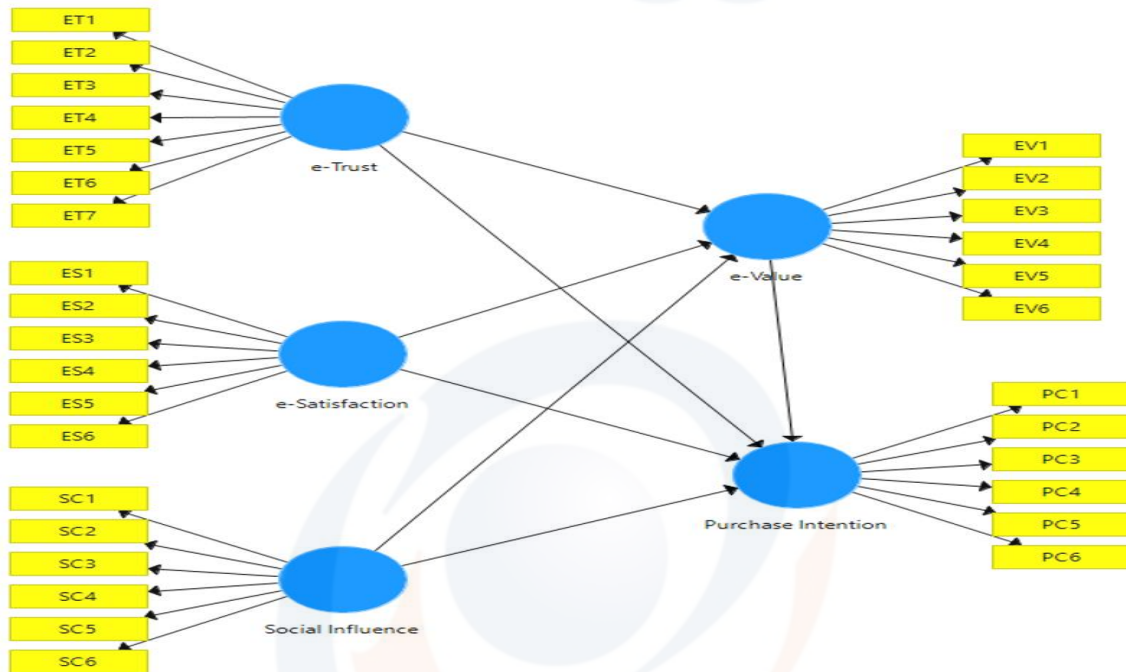
Tabel 25 Pengaruh Total dan Peran Mediasi e-Value

Case	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
e-Trust -> Purchase Intention (PI)	0,377	0,376	0,099	3,805	0,000
e-Trust -> e-Value -> PI	0,053	0,053	0,034	1,560	0,119
e-Trust -> PI (Total)*	<b>0,430</b>	<b>0,430</b>	<b>0,091</b>	<b>4,736</b>	<b>0,000</b>
e-Satisfaction -> PI	-0,056	-0,046	0,066	0,848	0,397
e-Satisfaction -> e-Value -> PI	0,006	0,006	0,011	0,511	0,610
e-Satisfaction -> PI (Total)*	<b>-0,050</b>	<b>-0,039</b>	<b>0,067</b>	<b>0,748</b>	<b>0,455</b>
Social Influence -> PI	0,368	0,368	0,089	4,140	0,000
Social Influence -> e-Value -> PI	0,048	0,048	0,032	1,516	<b>0,130</b>
Social Influence -> PI (Total)*	<b>0,416</b>	<b>0,416</b>	<b>0,087</b>	<b>4,794</b>	<b>0,000</b>

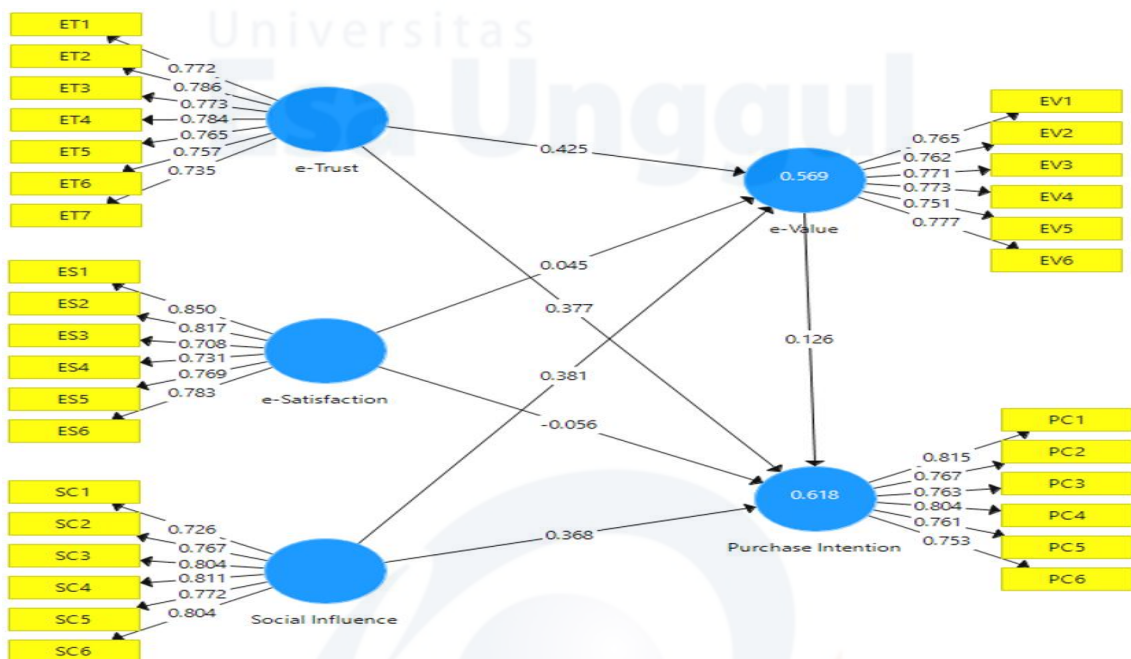
\*) Pengaruh total adalah penjumlahan dari pengaruh langsung dan tidak langsung (Original Sample O)

Lampiran 8. Gambar Desain Model Fit

(Yang Diajukan)



Gambar Model Fit (Akhir)



Lampiran. 9 Laporan Cek Plagiarisme

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Title	Consumer Purchase Intention Post COVID-19 Pandemic Through Marketplace
Original file	21464-60584-1-SM.DOCX 2023-07-25
Supp. files	None
Submitter	Sukmo Hadi Nugroho
Date submitted	July 25, 2023 - 09:46 PM
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**Status**

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Initiated	2023-07-25
Last modified	2023-07-25

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**Authors**

Name	Okly Arif Ferdiansyah
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Country	Indonesia
Bio Statement	—
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Affiliation	Esa Unggul University
Country	Indonesia
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Principal contact for editorial correspondence.

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Title: Consumer Purchase Intention Post COVID-19 Pandemic Through Marketplace

Abstract: *This study aims to find out and complement existing information related to the influence of e-trust, e-satisfaction, and social influence on purchase intention mediated by e-value. This is a survey research that uses quantitative methods with data collection techniques through online questionnaires which were distributed to 700 marketplace consumer respondents who had purchased cell phones or gadgets from January 2023 to June 2023. There were 700 questionnaires distributed and 233 returned, but only 155 were used according to this study's criteria. This research was carried out through a validity test and a reliability test through the MSA test with the KMO and Bartlett tests. The hypothesis test used SEM-PLS through SmartPLS 3.3.9 software. The results showed that four of the seven hypotheses proposed in this study were proven positive and significant; the effect of e-trust on e-value and purchase intention, the effect of social influence on*

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