

## LAMPIRAN 6

### Uji Moderasi

#### PERSEPSI HARGA TERHADAP MINAT BELI

##### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,189 <sup>a</sup>	,036	,026	,68140

a. Predictors: (Constant), PERSEPSI HARGA

##### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square
1	Regression	1,685	1	1,685
	Residual	45,502	98	,464
	Total	47,186	99	

a. Dependent Variable: MINAT BELI

b. Predictors: (Constant), PERSEPSI HARGA

##### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,154	,426		5,052	,000
	PERSEPSI HARGA	,250	,131	,189	1,905	,060

a. Dependent Variable: MINAT BELI

#### PERSEPSI HARGA \_BELANJA ONLINE TERHADAP MINAT BELI

##### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,402 <sup>a</sup>	,161	,153	,63546

a. Predictors: (Constant), PRSPSI HRGA\_BELANJA OL

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,613	1	7,613	18,854	,000 <sup>b</sup>
	Residual	39,573	98	,404		
	Total	47,186	99			

a. Dependent Variable: MINAT BELI

b. Predictors: (Constant), PRSPSI HRGA\_BELANJA OL

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,785	,277		6,446	,000
	PRSPSI HRGA_BELANJA OL	,115	,026	,402	4,342	,000

a. Dependent Variable: MINAT BELI

### KUALITAS PELAYANAN TERHADAP MINAT BELI

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,511 <sup>a</sup>	,261	,254	,59648

a. Predictors: (Constant), PERSEPSI KUALITAS PELAYANAN

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12,320	1	12,320	34,627	,000 <sup>b</sup>
	Residual	34,867	98	,356		
	Total	47,186	99			

a. Dependent Variable: MINAT BELI

b. Predictors: (Constant), PERSEPSI KUALITAS PELAYANAN

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,557	,412		1,353	,179
	PERSEPSI KUALITAS PELAYANAN	,733	,125	,511	5,884	,000

a. Dependent Variable: MINAT BELI

**KUALITAS PELAYANAN \_BELANJA ONLINE TERHADAP MINAT BELI**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,556 <sup>a</sup>	,309	,302	,57692

a. Predictors: (Constant), PRSPSI KP\_BELANJA OL

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,568	1	14,568	43,769	,000 <sup>b</sup>
	Residual	32,618	98	,333		
	Total	47,186	99			

a. Dependent Variable: MINAT BELI

b. Predictors: (Constant), PRSPSI KP\_BELANJA OL

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,475	,231		6,380	,000
	PRSPSI KP_BELANJA OL	,141	,021	,556	6,616	,000

a. Dependent Variable: MINAT BELI

**LAMPIRAN 7****UJI F****ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,544	3	5,181	15,719	,000 <sup>b</sup>
	Residual	31,643	96	,330		
	Total	47,186	99			

a. Dependent Variable: MINAT BELI

b. Predictors: (Constant), BELANJA ONLINE, PERSEPSI HARGA, PERSEPSI KUALITAS PELAYANAN

**LAMPIRAN 8****Uji t**

		<b>Coefficients<sup>a</sup></b>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,001	,526		-,001	,999
	PERSEPSI HARGA	,193	,114	,146	1,685	,095
	PERSEPSI KUALITAS PELAYANAN	,714	,124	,498	5,770	,000

a. Dependent Variable: MINAT BELI