LAMPIRAN

LAMPIRAN 1. KUESIONER *PRETEST*

Responden yang terhormat, perkenalkan saya Ria Monika Munthe mahasiswa jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Esa Unggul yang sedang menyelesaikan skripsi dengan judul "**Pengaruh Kepercayaan terhadap Niat Beli *Online* yang dimoderasi oleh Risiko dan Norma Subjektif".** Saya berharap kesediaan anda untuk dapat meluangkan waktu dalam pengisian kuesioner ini. Atas kerjasama dan bantuan yang diberikan saya ucapkan terima kasih.

I. PETUNJUK PENGISIAN

1. Sebelum mengisi pernyataan dibawah, bacalah petunjuk pengisian dengan baik dan mohon untuk mengisi data reponden terlebih dahulu.
2. Kuesioner penelitian ini terdiri dari 28 pernyataan.
3. Berilah tanda centang (√), pada kolom pernyataan **Sangat Setuju (SS), Setuju (S), Netral (N), Tidak Setuju (TS) dan Sangat Tidak Setuju (STS)** sesuai dengan keadaan yang sebenarnya.
4. Semua jawaban adalah benar dan tidak ada yang salah, oleh karena itu jawablah semua pernyataan sesuai dengan keadaan yang anda alami dengan JUJUR.

II. DATA RESPONDEN

1. Nama :
2. Usia :
   a. 18 – 23 tahun
   b. 24 – 29 tahun
   c. 30 – 35 tahun
   d. > 35 tahun
3. Pekerjaan :
   a. Mahasiswa
   b. Karyawan Swasta
   c. PNS
   d. Wiraswasta
   e. Ibu rumah tangga
4. Status Pernikahan :
   a. Menikah
   b. Belum Menikah
5. Frekuensi belanja *online* dalam 2 bulan terakhir :
   a. 1 kali

b. 2 kali
c. 3 kali
d. > 4 kali

6. Pengeluaran untuk belanja *online* produk perawatan tubuh dalam 2 bulan terakhir :

a. Rp 50.000 – Rp 100.000
b. Rp 100.001 – Rp 200.000
c. Rp 200.001 – Rp 300.000
d. Rp 300.001 – Rp 400.000
e. Rp 400.001 – Rp 500.000
f. > Rp 500.000

III. PERNYATAAN

No.	Pernyataan	STS	TS	N	S	SS
Variabel Kepercayaan						
1.	Penjual memberikan pelayanan yang baik.					
2.	Penjual memberikan informasi yang detail terkait produk yang saya tanyakan					
3.	Respon penjual sangat cepat					
4.	Penjual merespon dengan baik setiap pertanyaan saya					
5.	Penjual sangat ramah					
6.	Penjual memberikan masukan tentang produk perawatan tubuh yang saya butuhkan					
7.	Penjual menjamin keamanan pengiriman produk yang saya beli					

III. PERNYATAAN (LANJUTAN)

No.	Pernyataan	STS	TS	N	S	SS
Variabel Kepercayaan						
8.	Penjual bersedia menanggapi keluhan saya setelah pembelian					
9.	Penjual memberikan alternatif produk perawatan tubuh lainnya yang sesuai dengan kebutuhan saya					
10.	Pelayanan penjual sesuai dengan informasi yang disampaikan di situs web					
11.	Penjual selalu memberikan pelayanan yang baik dalam setiap pemesanan saya					
Variabel Risiko						
12.	Saya khawatir produk yang dikirim bisa hilang saat pengiriman.					
13.	Saya khawatir produk yang dikirim tidak sampai					
14.	Saya khawatir produk bisa rusak selama pengiriman					
15.	Saya khawatir saat pembayaran akan ada biaya tambahan					
16.	Saya khawatir biaya pengirimannya lebih mahal daripada produk yang saya beli					
17.	Saya khawatir untuk membeli *online* karena diskonnya tidak sebesar membeli melalui toko tradisional					
18.	Saya khawatir informasi tentang alamat bisa disalahgunakan oleh orang lain					
19.	Saya khawatir informasi tentang nomor telepon bisa disalahgunakan oleh orang lain					
20.	Saya khawatir informasi nomor rekening bisa disalahgunakan oleh orang lain					
21.	Saya khawatir informasi nomor kartu kredit bisa disalahgunakan oleh orang lain					

III. PERNYATAAN (LANJUTAN)

No.	Pernyataan	STS	TS	N	S	SS
Variabel Norma Subjektif						
22.	Saya akan membaca dahulu komentar dari orang lain sebelum membeli produk perawatan tubuh					
23.	Referensi orang lain mempengaruhi saya untuk membeli produk perawatan tubuh					
24.	Saya terpengaruh dengan pengalaman pembelian orang lain					
Variabel Niat Beli *Online*						
25.	Saya tertarik membeli produk perawatan tubuh melalui *online*.					
26.	Saya akan mereferensikan produk perawatan tubuh yang saya beli melalui *online*					
27.	Saya akan membandingkan dahulu produk perawatan tubuh yang saya cari dari beberapa penjual sebelum membelinya.					
28.	Saya akan mencari informasi dahulu terkait produk perawatan tubuh yang saya butuhkan sebelum membelinya					

Lampiran 2. Tabulasi Data Kuesioner *Pretest*

R	Kepercayaan											Risiko										Norma Subjektif			*Purchase Intention*			
	Competence					*Benevolence*			*Integrity*			Pengiriman			Keuangan			Privasi				*Injunctive*	Deskriptif	Moral	Transaksional	Referensial	Preferensial	Eksploratif
	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	KP 11	RS 1	RS 2	RS 3	RS 4	RS 5	RS 6	RS 7	RS 8	RS 9	RS 10	NS1	NS2	NS3	PI1	PI2	PI3	PI4
1	5	5	3	3	5	2	5	2	5	3	3	5	5	5	3	5	2	5	5	5	5	5	5	5	3	5	5	5
2	5	5	2	5	5	5	5	5	2	5	2	2	2	5	2	5	2	2	5	5	2	5	5	5	5	5	5	5
3	5	4	4	4	4	2	4	2	2	4	4	2	2	4	2	2	2	2	2	4	4	5	5	5	5	5	5	5
4	5	5	5	5	4	3	4	4	3	5	3	1	1	3	2	1	1	3	3	3	3	5	5	5	4	4	5	5
5	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
6	4	4	4	4	4	2	4	3	2	3	4	2	2	2	2	3	3	2	3	3	3	4	4	4	4	4	4	4
7	4	3	2	2	2	3	3	2	2	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
8	4	3	3	4	4	3	4	4	2	5	4	2	2	2	2	4	1	3	3	4	3	5	5	4	5	5	5	4
9	3	3	3	3	3	3	3	3	3	2	3	3	3	3	2	2	2	4	4	4	4	3	3	3	3	3	3	3
10	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
11	5	5	5	5	5	5	5	5	5	5	5	3	3	3	3	4	1	5	5	5	5	5	3	3	4	4	4	5
12	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	3	3	4	4
13	4	4	4	4	4	4	5	4	4	4	4	2	1	3	1	3	1	3	3	3	3	5	5	3	3	5	5	5
14	4	5	5	4	5	4	4	4	5	4	4	5	5	5	2	2	1	2	3	3	3	5	5	5	4	4	5	5
15	4	4	4	4	4	3	2	1	1	1	3	1	1	3	1	1	2	2	2	2	2	5	5	5	4	5	5	5
16	4	4	4	4	3	3	3	2	3	4	3	2	3	5	2	4	3	3	4	3	3	5	5	5	4	4	5	5
17	5	4	4	3	4	4	4	4	4	4	4	5	5	5	4	4	3	5	5	5	5	4	4	4	4	4	4	4
18	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	5	4	3	3	3	4	5	4	4	3	3	4	4
19	3	4	4	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	5	5	4	4	4	3	4	4
20	3	3	3	3	3	3	3	3	3	3	3	1	1	5	1	1	1	3	3	3	3	3	3	3	5	5	5	5
21	4	4	3	3	3	2	3	2	2	4	3	2	2	2	2	2	2	2	2	2	2	4	4	4	4	2	4	4
22	4	5	2	3	2	4	5	5	5	4	4	3	3	3	3	3	2	1	1	3	3	5	5	4	5	5	4	5
23	3	3	3	3	3	2	2	3	2	3	3	2	2	2	2	2	1	1	1	1	2	4	4	4	3	4	4	4
24	3	4	3	4	4	4	3	3	3	4	4	2	2	2	2	3	2	3	3	3	4	5	5	4	3	4	5	5
25	3	3	3	3	3	2	2	3	1	1	1	5	3	5	3	4	5	2	2	3	3	5	3	1	1	1	5	5
26	4	5	4	4	4	4	5	4	5	5	5	3	3	3	2	2	2	4	4	5	5	4	4	4	4	4	4	4
27	4	4	4	3	3	3	3	4	4	4	4	3	2	3	1	1	3	3	3	3	5	5	5	4	4	3	5	4
28	3	4	3	3	3	3	3	3	3	3	3	4	2	5	3	2	2	4	4	4	5	5	5	5	1	1	4	5
29	4	4	3	5	2	3	3	4	5	2	2	3	4	4	4	4	3	4	5	1	5	4	4	4	4	4	4	5
30	4	3	4	3	4	3	4	3	3	3	4	2	2	3	2	2	2	2	2	2	2	3	3	3	4	3	3	4

Lampiran 3. Hasil Uji *Pretest*

1. *Factor Analysis* Variabel Kepercayaan Dimensi *Competence*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.833
Bartlett's Test of Sphericity	Approx. Chi-Square	59.354
	df	10
	Sig.	.000

Anti-image Matrices

		KP1	KP2	KP3	KP4	KP5
Anti-image Covariance	KP1	.467	-.200	.003	-.062	-.139
	KP2	-.200	.464	-.017	-.148	-.051
	KP3	.003	-.017	.605	-.134	-.194
	KP4	-.062	-.148	-.134	.503	-.091
	KP5	-.139	-.051	-.194	-.091	.467
Anti-image Correlation	KP1	.817[a]	-.429	.006	-.128	-.298
	KP2	-.429	.818[a]	-.032	-.306	-.109
	KP3	.006	-.032	.834[a]	-.243	-.365
	KP4	-.128	-.306	-.243	.864[a]	-.188
	KP5	-.298	-.109	-.365	-.188	.834[a]

a. Measures of Sampling Adequacy(MSA)

***Component* Matrix[a]**

	Component
	1
KP1	.814
KP2	.817
KP3	.723
KP4	.818
KP5	.832

Extraction Method: Principal *Component* Analysis. a. 1 *Component*s extracted

Lampiran 3. Hasil Uji *Pretest* (Lanjutan)

2. *Factor Analysis* Variabel Kepercayaan Dimensi *Benevolence*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.711
Bartlett's Test of Sphericity	Approx. Chi-Square	37.235
	df	3
	Sig.	.000

Anti-image Matrices

		KP6	KP7	KP8
Anti-image Covariance	KP6	.430	-.114	-.238
	KP7	-.114	.559	-.174
	KP8	-.238	-.174	.391
Anti-image Correlation	KP6	.696[a]	-.232	-.581
	KP7	-.232	.799[a]	-.371
	KP8	-.581	-.371	.667[a]

a. Measures of Sampling Adequacy(MSA)

***Component* Matrix[a]**

	Component
	1
KP6	.888
KP7	.840
KP8	.907

Extraction Method: Principal *Component* Analysis. a. 1 *Component* extracted

Lampiran 3. Hasil Uji *Pretest* (Lanjutan)

3. *Factor Analysis* Variabel Kepercayaan Dimensi *Integrity*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.667
Bartlett's Test of Sphericity	Approx. Chi-Square	25.598
	df	3
	Sig.	.000

Anti-image Matrices

		KP9	KP10	KP11
Anti-image Covariance	KP9	.674	-.080	-.228
	KP10	-.080	.569	-.283
	KP11	-.228	-.283	.486
Anti-image Correlation	KP9	.745[a]	-.130	-.399
	KP10	-.130	.669[a]	-.539
	KP11	-.399	-.539	.621[a]

a. Measures of Sampling Adequacy(MSA)

***Component* Matrix[a]**

	Component
	1
KP9	.786
KP10	.837
KP11	.888

Extraction Method: Principal *Component* Analysis. a. 1 *Component*s extracted

Lampiran 3. Hasil Uji *Pretest* (Lanjutan)

4. *Factor Analysis* Variabel Risiko Dimensi Pengiriman

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.644
Bartlett's Test of Sphericity	Approx. Chi-Square	51.291
	Df	3
	Sig.	.000

Anti-image Matrices

		RS1	RS2	RS3
Anti-image Covariance	RS1	.211	-.181	-.109
	RS2	-.181	.230	-.017
	RS3	-.109	-.017	.657
Anti-image Correlation	RS1	.592[a]	-.825	-.293
	RS2	-.825	.606[a]	-.045
	RS3	-.293	-.045	.876[a]

a. Measures of Sampling Adequacy(MSA)

***Component* Matrix[a]**

	Component
	1
RS1	.942
RS2	.923
RS3	.776

Extraction Method: Principal *Component* Analysis. a. 1 *Component*s extracted

Lampiran 3. Hasil Uji *Pretest* (Lanjutan)

5. *Factor Analysis* Variabel Risiko Dimensi Keuangan

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.693
Bartlett's Test of Sphericity	Approx. Chi-Square	33.667
	df	3
	Sig.	.000

Anti-image Matrices

		RS4	RS5	RS6
Anti-image Covariance	RS4	.405	-.240	-.228
	RS5	-.240	.519	-.076
	RS6	-.228	-.076	.547
Anti-image Correlation	RS4	.641[a]	-.524	-.486
	RS5	-.524	.719[a]	-.142
	RS6	-.486	-.142	.739[a]

a. Measures of Sampling Adequacy(MSA)

***Component* Matrix[a]**

	Component
	1
RS4	.909
RS5	.852
RS6	.841

Extraction Method: Principal *Component* Analysis. a. 1 *Component*s extracted

Lampiran 3. Hasil Uji *Pretest* (Lanjutan)

6. *Factor Analysis* Variabel Risiko Dimensi Privasi

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.750
Bartlett's Test of Sphericity	Approx. Chi-Square	83.712
	df	6
	Sig.	.000

Anti-image Matrices

		RS7	RS8	RS9	RS10
Anti-image Covariance	RS7	.147	-.126	-.025	-.138
	RS8	-.126	.223	-.099	.047
	RS9	-.025	-.099	.524	-.041
	RS10	-.138	.047	-.041	.335
Anti-image Correlation	RS7	.675[a]	-.696	-.090	-.623
	RS8	-.696	.732[a]	-.289	.173
	RS9	-.090	-.289	.921[a]	-.098
	RS10	-.623	.173	-.098	.764[a]

a. Measures of Sampling Adequacy(MSA)

***Component* Matrix[a]**

	Component
	1
RS7	.950
RS8	.911
RS9	.806
RS10	.856

Extraction Method: Principal *Component* Analysis. a. 1 *Component*s extracted

Lampiran 3. Hasil Uji *Pretest* (Lanjutan)

7. *Factor Analysis* Variabel Norma Subjektif

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.561
Bartlett's Test of Sphericity	Approx. Chi-Square	54.263
	df	3
	Sig.	.000

Anti-image Matrices

		NS1	NS2	NS3
Anti-image Covariance	NS1	.322	-.182	.105
	NS2	-.182	.180	-.184
	NS3	.105	-.184	.384
Anti-image Correlation	NS1	.575[a]	-.757	.298
	NS2	-.757	.535[a]	-.700
	NS3	.298	-.700	.588[a]

a. Measures of Sampling Adequacy(MSA)

***Component* Matrix[a]**

	Component
	1
NS1	.863
NS2	.965
NS3	.841

Extraction Method: Principal *Component* Analysis. a.1 *Component*s extracted

Lampiran 3. Hasil Uji *Pretest* (Lanjutan)

8. *Factor Analysis* Variabel Niat Beli *Online*

Tahap 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.612
Bartlett's Test of Sphericity	Approx. Chi-Square	59.768
	df	6
	Sig.	.000

Anti-image Matrices

		PI1	PI2	PI3	PI4
Anti-image Covariance	PI1	.420	-.281	-.003	.032
	PI2	-.281	.354	-.062	-.033
	PI3	-.003	-.062	.314	-.248
	PI4	.032	-.033	-.248	.338
Anti-image Correlation	PI1	.581[a]	-.727	-.009	.085
	PI2	-.727	.636[a]	-.187	-.096
	PI3	-.009	-.187	.622[a]	-.762
	PI4	.085	-.096	-.762	.603[a]

a. Measures of Sampling Adequacy(MSA)

***Component* Matrix[a]**

	Component	
	1	2
PI1	.718	.625
PI2	.840	.416
PI3	.837	-.449
PI4	.790	-.535

Extraction Method: Principal *Component* Analysis. a. 2 *Component*s extracted

Lampiran 3. Hasil Uji *Pretest* (Lanjutan)

Tahap 2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.620
Bartlett's Test of Sphericity	Approx. Chi-Square	36.952
	df	3
	Sig.	.000

Anti-image Matrices

		PI2	PI3	PI4
Anti-image Covariance	PI2	.752	-.137	-.025
	PI3	-.137	.314	-.250
	PI4	-.025	-.250	.340
Anti-image Correlation	PI2	.840[a]	-.282	-.049
	PI3	-.282	.577[a]	-.764
	PI4	-.049	-.764	.590[a]

a. Measures of Sampling Adequacy(MSA)

***Component* Matrix[a]**

	Component
	1
PI2	.717
PI3	.924
PI4	.899

Extraction Method: Principal *Component* Analysis. a. 1 *Component*s extracted

Lampiran 4. Hasil Uji *Pretest*

1. *Reliability* Variabel Kepercayaan Dimensi *Competence*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.857	.860	5

2. *Reliability* Variabel Kepercayaan Dimensi *Benevolence*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.850	.852	3

3. *Reliability* Variabel Kepercayaan Dimensi *Integrity*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.769	.787	3

4. *Reliability* Variabel Risiko Dimensi Pengiriman

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.858	.856	3

Lampiran 4. Hasil Uji *Pretest* (Lanjutan)

5. *Reliability* Variabel Risiko Dimensi Pengiriman

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.826	.835	3

6. *Reliability* Variabel Risiko Dimensi Privasi

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.904	.904	4

7. *Reliability* Variabel Norma Subjektif

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.865	.868	3

8. *Reliability* Variabel *Niat Beli Online*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.797	.808	4

LAMPIRAN 5. KUESIONER PENELITIAN

Responden yang terhormat, perkenalkan saya Ria Monika Munthe mahasiswa jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Esa Unggul yang sedang menyelesaikan skripsi dengan judul "**Pengaruh Kepercayaan terhadap *Niat Beli Online* yang dimoderasi oleh Risiko dan Norma Subjektif".** Saya berharap kesediaan anda untuk dapat meluangkan waktu dalam pengisian kuesioner ini. Atas kerjasama dan bantuan yang diberikan saya ucapkan terima kasih.

IV. PETUNJUK PENGISIAN

1. Sebelum mengisi pernyataan dibawah, bacalah petunjuk pengisian dengan baik dan mohon untuk mengisi data reponden terlebih dahulu.
2. Kuesioner penelitian ini terdiri dari 27 pernyataan.
3. Berilah tanda centang (√), pada kolom pernyataan **Sangat Setuju (SS), Setuju (S), Netral (N), Tidak Setuju (TS) dan Sangat Tidak Setuju (STS)** sesuai dengan keadaan yang sebenarnya.
4. Semua jawaban adalah benar dan tidak ada yang salah, oleh karena itu jawablah semua pernyataan sesuai dengan keadaan yang anda alami dengan JUJUR.

V. DATA RESPONDEN

1. Nama :
2. Usia :
   a. 18 – 23 tahun
   b. 24 – 29 tahun
   c. 30 – 35 tahun
   d. > 35 tahun
3. Pekerjaan :
   a. Mahasiswa
   b. Karyawan Swasta
   c. PNS
   d. Wiraswasta
   e. Ibu rumah tangga
4. Status Pernikahan :
   a. Menikah
   b. Belum Menikah
5. Frekuensi belanja *online* dalam 2 bulan terakhir :
   a. 1 kali

b. 2 kali
c. 3 kali
d. > 4 kali

6. Pengeluaran untuk belanja *online* produk perawatan tubuh dalam 2 bulan terakhir :
   a. Rp 50.000 – Rp 100.000
   b. Rp 100.001 – Rp 200.000
   c. Rp 200.001 – Rp 300.000
   d. Rp 300.001 – Rp 400.000
   e. Rp 400.001 – Rp 500.000
   f. > Rp 500.000

III. PERNYATAAN

No.	Pernyataan	STS	TS	N	S	SS
Variabel Kepercayaan						
1.	Penjual memberikan pelayanan yang baik.					
2.	Penjual memberikan informasi yang detail terkait produk yang saya tanyakan					
3.	Respon penjual sangat cepat					
4.	Penjual merespon dengan baik setiap pertanyaan saya					
5.	Penjual sangat ramah					
6.	Penjual memberikan masukan tentang produk perawatan tubuh yang saya butuhkan					
7.	Penjual menjamin keamanan pengiriman produk yang saya beli					

III. PERNYATAAN

No.	Pernyataan	STS	TS	N	S	SS
8.	Penjual bersedia menanggapi keluhan saya setelah pembelian					
9.	Penjual memberikan alternatif produk perawatan tubuh lainnya yang sesuai dengan kebutuhan saya					
10.	Pelayanan penjual sesuai dengan informasi yang disampaikan di situs web					
11.	Penjual selalu memberikan pelayanan yang baik dalam setiap pemesanan saya					
Variabel Risiko						
12.	Saya khawatir produk yang dikirim bisa hilang saat pengiriman.					
13.	Saya khawatir produk yang dikirim tidak sampai					
14.	Saya khawatir produk bisa rusak selama pengiriman					
15.	Saya khawatir saat pembayaran akan ada biaya tambahan					
16.	Saya khawatir biaya pengirimannya lebih mahal daripada produk yang saya beli					
17.	Saya khawatir untuk membeli *online* karena diskonnya tidak sebesar membeli melalui toko tradisional					
18.	Saya khawatir informasi tentang alamat bisa disalahgunakan oleh orang lain					
19.	Saya khawatir informasi tentang nomor telepon bisa disalahgunakan oleh orang lain					
20.	Saya khawatir informasi nomor rekening bisa disalahgunakan oleh orang lain					
21.	Saya khawatir informasi nomor kartu kredit bisa disalahgunakan oleh orang lain					

III. PERNYATAAN

Variabel Norma Subjektif						
22.	Saya akan membaca dahulu komentar dari orang lain sebelum membeli produk perawatan tubuh					
23.	Referensi orang lain mempengaruhi saya untuk membeli produk perawatan tubuh					
24.	Saya terpengaruh dengan pengalaman pembelian orang lain					
Variabel Niat Beli *Online*						
25.	Saya akan mereferensikan produk perawatan tubuh yang saya beli melalui *online*					
26.	Saya akan membandingkan dahulu produk perawatan tubuh yang saya cari dari beberapa penjual sebelum membelinya.					
27.	Saya akan mencari informasi dahulu terkait produk perawatan tubuh yang saya butuhkan sebelum membelinya					

Lampiran 6. Tabulasi Data Kuesioner Penelitian

R	Kepercayaan											Risiko										Norma Subjektif			*Purchase Intention*		
	Competence					*Benevolence*			*Integrity*			Pengiriman			Keuangan			Privasi				*Injunctive*	Deskriptif	Moral	Transaksional	Referensial	Preferensial
	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	KP 11	RS 1	RS 2	RS 3	RS 4	RS 5	RS 6	RS 7	RS 8	RS 9	RS 10	NS1	NS2	NS3	PI1	PI2	PI3
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Lampiran 6. Tabulasi Data Kuesioner Penelitian

R	Kepercayaan											Risiko										Norma Subjektif			*Purchase Intention*		
	Competence					*Benevolence*			*Integrity*			Pengiriman			Keuangan			Privasi				*Injunctive*	Deskriptif	Moral	Transaksional	Referensial	Preferensial
	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	KP 11	RS 1	RS 2	RS 3	RS 4	RS 5	RS 6	RS 7	RS 8	RS 9	RS 10	NS1	NS2	NS3	PI1	PI2	PI3
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Lampiran 6. Tabulasi Data Kuesioner Penelitian

R	Kepercayaan											Risiko										Norma Subjektif			*Purchase Intention*		
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	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	KP 11	RS 1	RS 2	RS 3	RS 4	RS 5	RS 6	RS 7	RS 8	RS 9	RS 10	NS1	NS2	NS3	PI1	PI2	PI3
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Lampiran 6. Tabulasi Data Kuesioner Penelitian

R	Kepercayaan											Risiko										Norma Subjektif			*Purchase Intention*		
	Competence					*Benevolence*			*Integrity*			Pengiriman			Keuangan			Privasi				*Injunctive*	Deskriptif	Moral	Transaksional	Referensial	Preferensial
	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	KP 11	RS 1	RS 2	RS 3	RS 4	RS 5	RS 6	RS 7	RS 8	RS 9	RS 10	NS1	NS2	NS3	PI1	PI2	PI3
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118	4	4	4	4	4	4	4	4	4	4	4	2	3	5	3	4	2	4	4	4	4	5	4	4	4	5	5
119	5	5	3	4	4	3	3	3	3	3	4	4	4	4	4	4	4	3	3	3	3	4	4	5	5	5	4
120	4	4	3	4	4	3	4	4	3	4	4	5	5	4	2	2	2	3	3	3	4	3	4	4	4	2	3

Lampiran 7. Uji *One Way Anova*

1. Usia

Test of Homogeneity of Variances

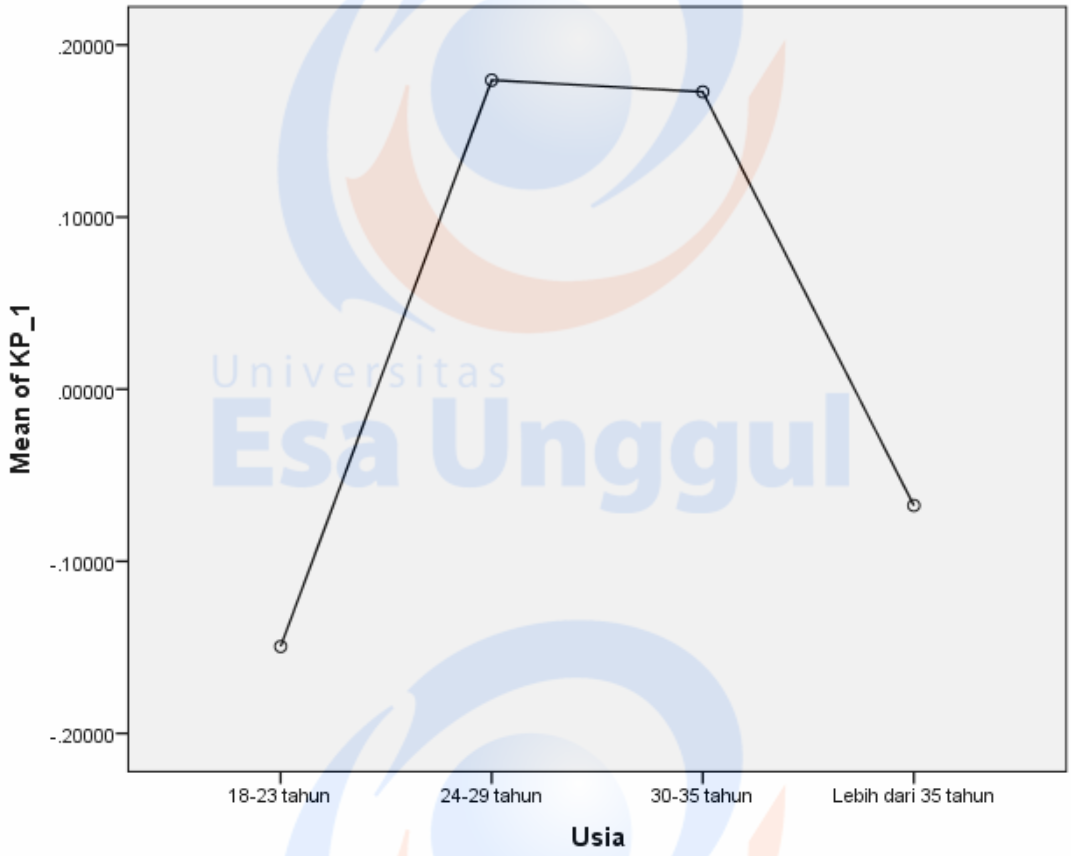
	Levene Statistic	df1	df2	Sig.
Kepercayaan_1	6.312	3	116	.001
Kepercayaan_2	1.280	3	116	.285
Kepercayaan_3	.545	3	116	.652
Risiko_1	1.125	3	116	.342
Risiko_2	.728	3	116	.537
Risiko_3	.351	3	116	.788
Norma Subjektif	2.452	3	116	.067
Niat Beli *Online*	1.942	3	116	.127

ANOVA

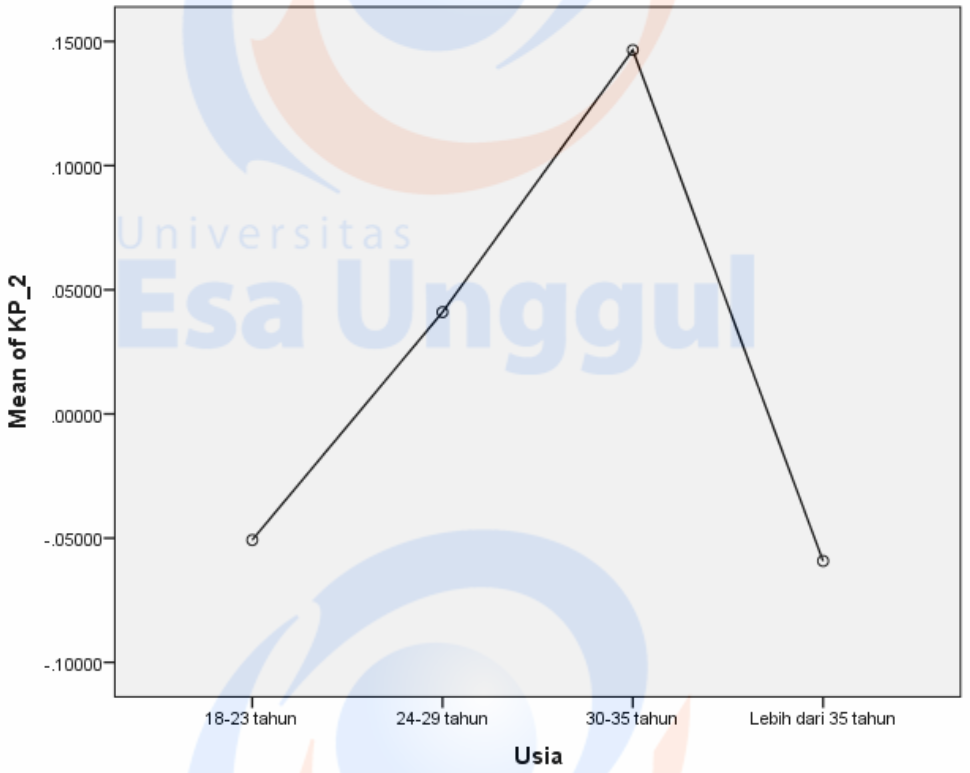
		Sum of Squares	df	Mean Square	F	Sig.
KP_1	*Between Groups*	3.137	3	1.046	1.047	.375
	Within Groups	115.863	116	.999		
	Total	119.000	119			
KP_2	*Between Groups*	.481	3	.160	.157	.925
	Within Groups	118.519	116	1.022		
	Total	119.000	119			
KP_3	*Between Groups*	2.582	3	.861	.858	.465
	Within Groups	116.418	116	1.004		
	Total	119.000	119			
RS_1	*Between Groups*	11.558	3	3.853	4.160	.008
	Within Groups	107.442	116	.926		
	Total	119.000	119			
RS_2	*Between Groups*	4.278	3	1.426	1.442	.234
	Within Groups	114.722	116	.989		
	Total	119.000	119			

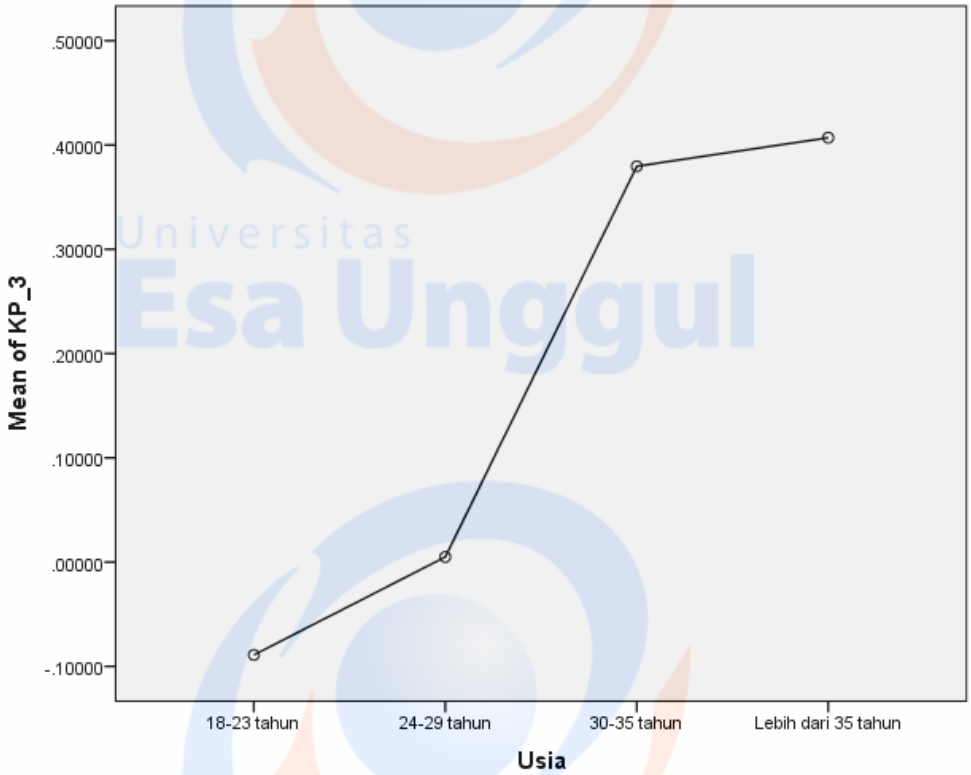
Lampiran 7. Uji *One Way Anova* (Lanjutan)

		Sum of Squares	df	Mean Square	F	Sig.
RS_3	*Between Groups*	1.970	3	.657	.651	.584
	Within Groups	117.030	116	1.009		
	Total	119.000	119			
NS	*Between Groups*	3.815	3	1.272	1.281	.284
	Within Groups	115.185	116	.993		
	Total	119.000	119			
PI	*Between Groups*	3.118	3	1.039	1.040	.377
	Within Groups	115.882	116	.999		
	Total	119.000	119			

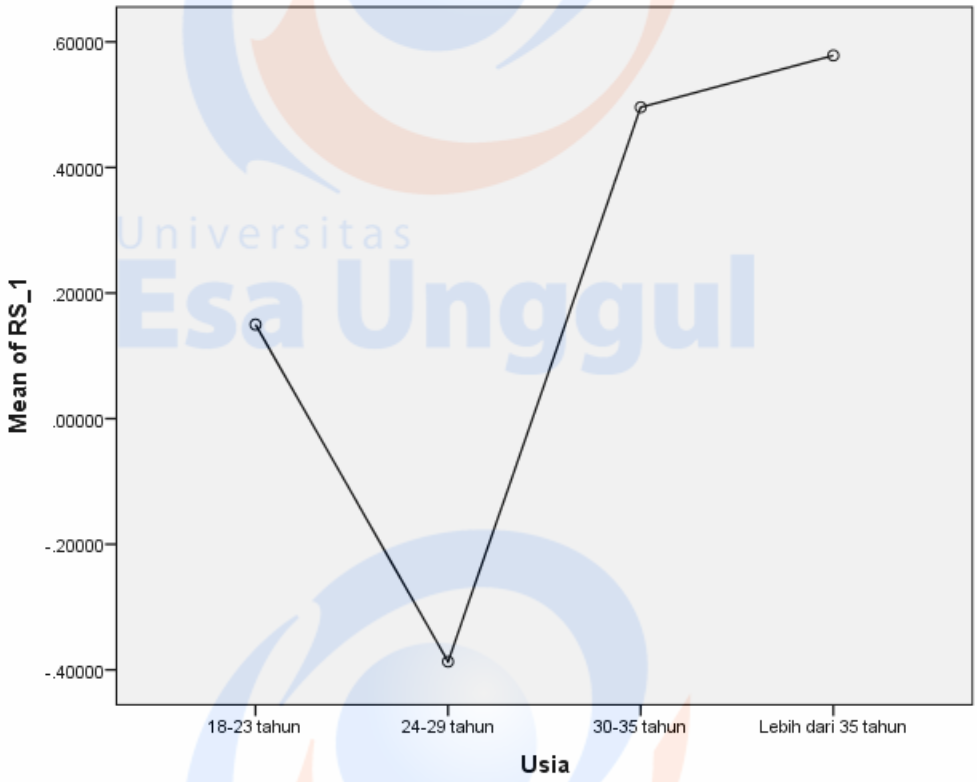


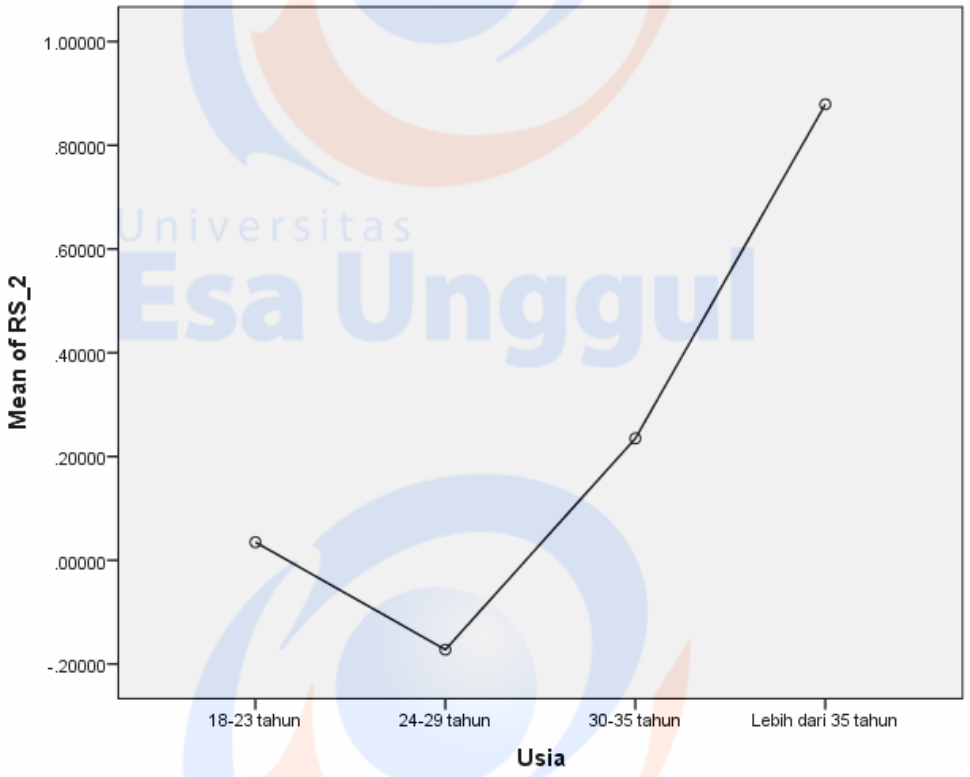
Lampiran 7. Uji *One Way Anova* (Lanjutan)



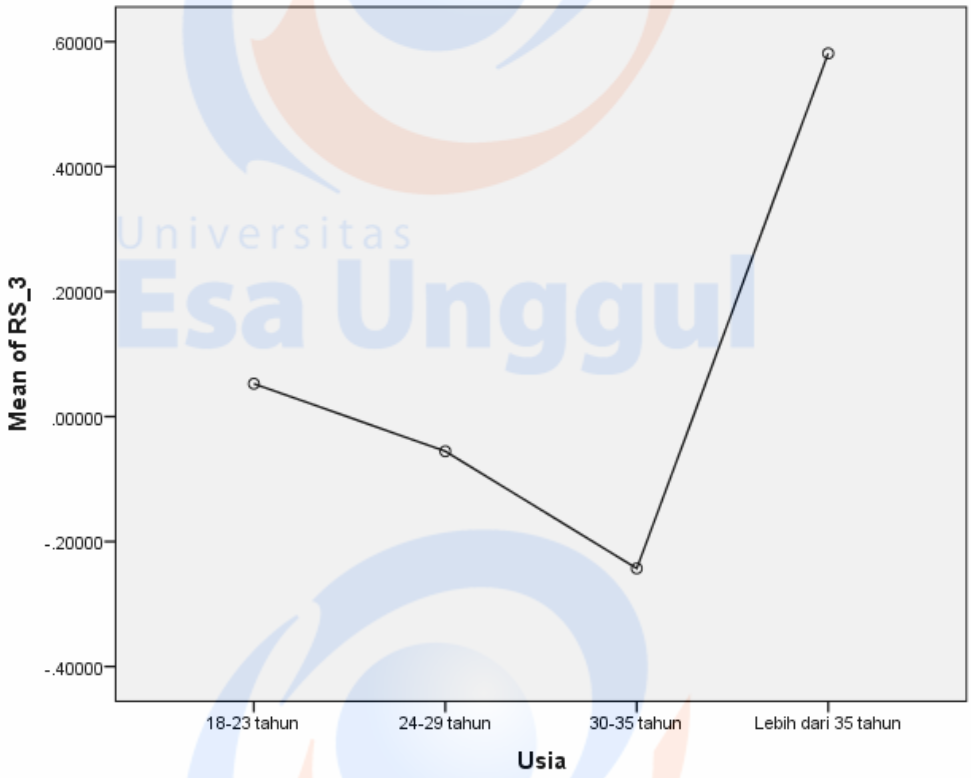


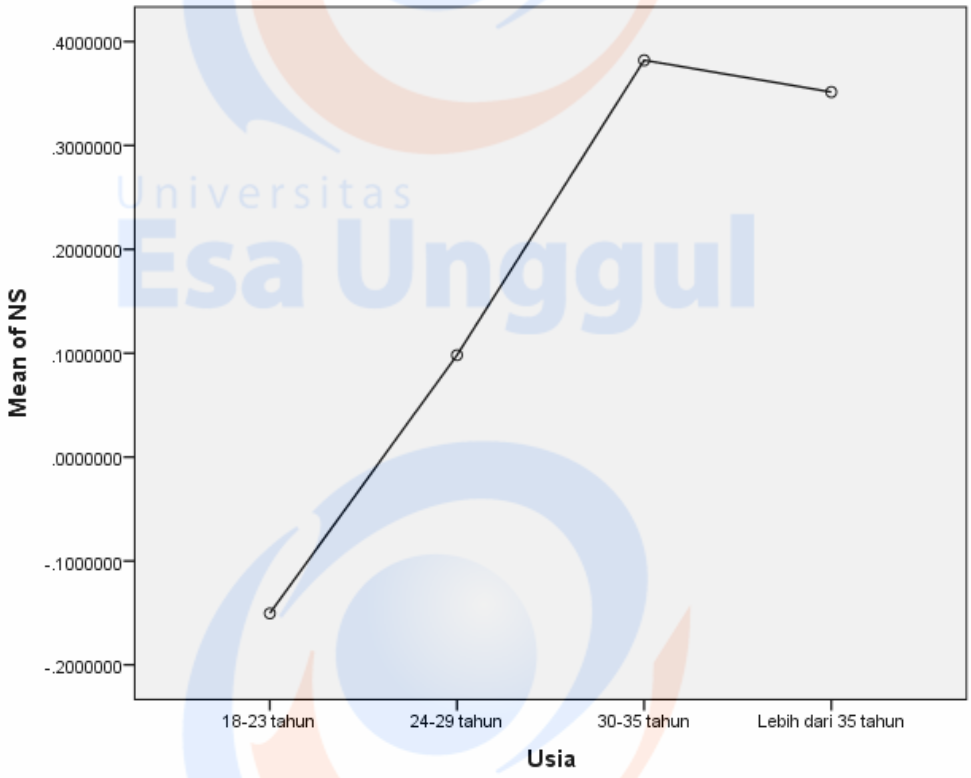
Lampiran 7. Uji *One Way Anova* (Lanjutan)



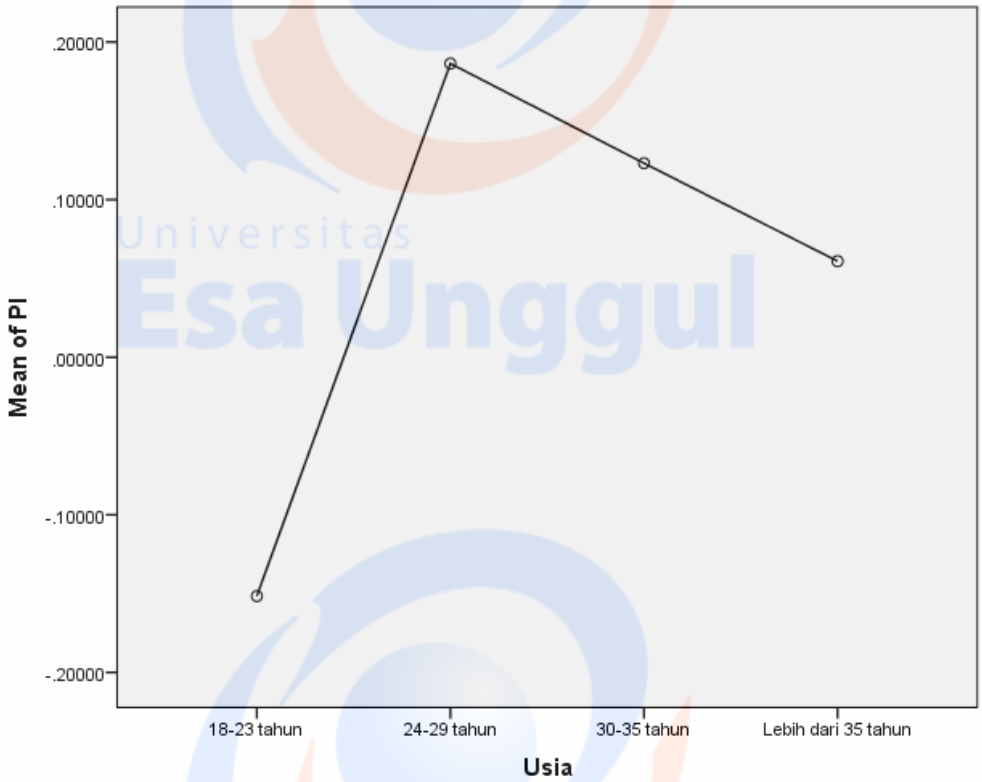


Lampiran 7. Uji *One Way Anova* (Lanjutan)





Lampiran 7. Uji *One Way Anova* (Lanjutan)



Lampiran 7 Uji *One Way Anova* (Lanjutan)

2. Pekerjaan

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kepercayaan_1	1.973	3	116	.122
Kepercayaan_2	.755	3	116	.522
Kepercayaan_3	.612	3	116	.609
Risiko_1	1.321	3	116	.271
Risiko_2	1.127	3	116	.341
Risiko_3	.124	3	116	.946
Norma Subjektif	6.276	3	116	.001
Niat Beli Online	3.248	3	116	.024

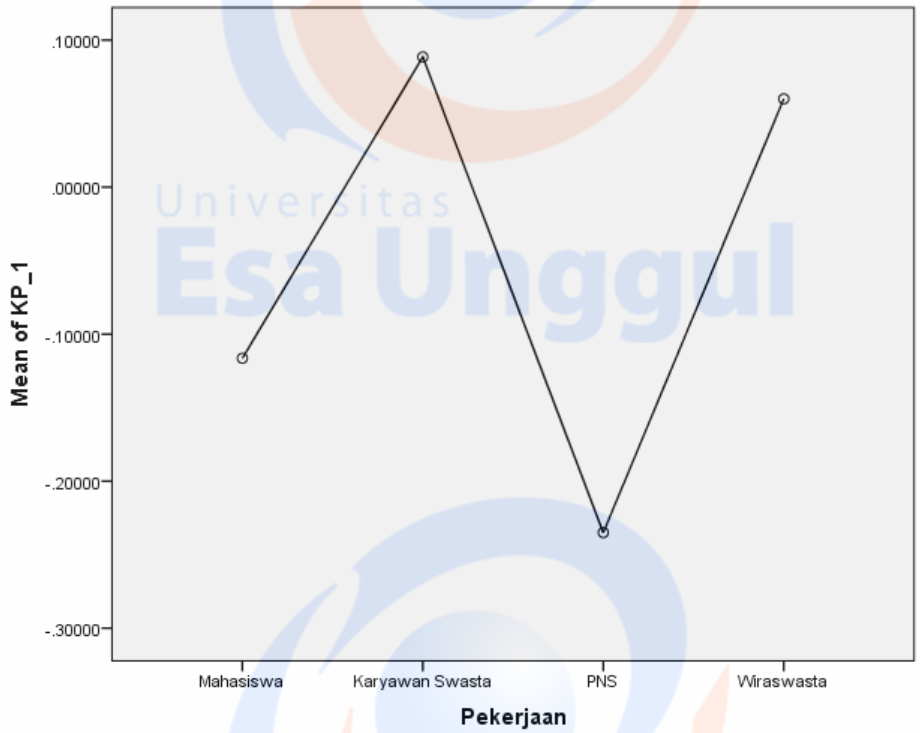
ANOVA

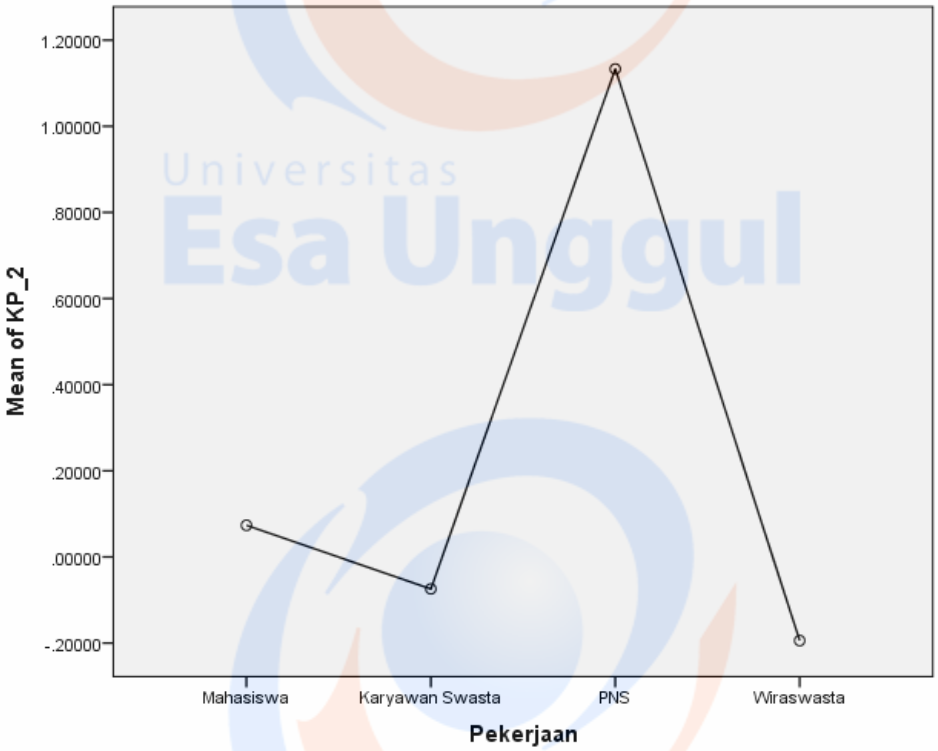
		Sum of Squares	df	Mean Square	F	Sig.
Kepercayaan_1	*Between Groups*	1.288	3	.429	.423	.737
	Within Groups	117.712	116	1.015		
	Total	119.000	119			
Kepercayaan_2	*Between Groups*	3.375	3	1.125	1.128	.341
	Within Groups	115.625	116	.997		
	Total	119.000	119			
Kepercayaan_3	*Between Groups*	2.450	3	.817	.813	.489
	Within Groups	116.550	116	1.005		
	Total	119.000	119			

Lampiran 7 Uji *One Way Anova* (Lanjutan)

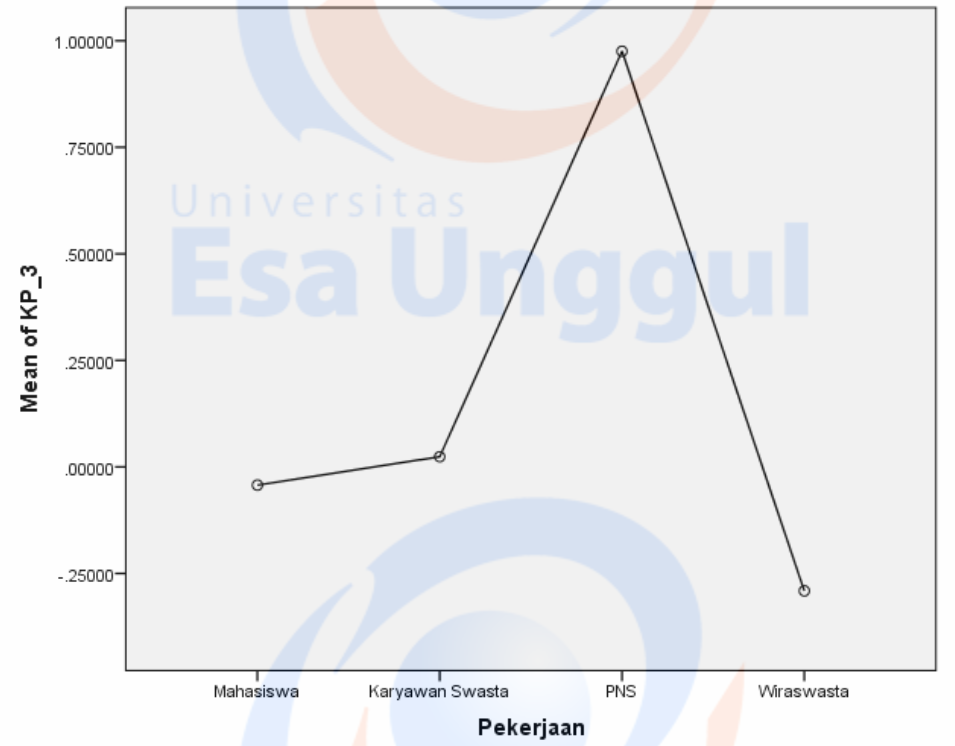
		Sum of Squares	df	Mean Square	F	Sig.
Risiko_1	*Between Groups*	3.553	3	1.184	1.190	.317
	Within Groups	115.447	116	.995		
	Total	119.000	119			
Risiko_2	*Between Groups*	6.029	3	2.010	2.064	.109
	Within Groups	112.971	116	.974		
	Total	119.000	119			
Risiko_3	*Between Groups*	1.239	3	.413	.407	.748
	Within Groups	117.761	116	1.015		
	Total	119.000	119			
Norma Subjektif	*Between Groups*	9.268	3	3.089	3.266	.024
	Within Groups	109.732	116	.946		
	Total	119.000	119			
Niat Beli Online	*Between Groups*	3.119	3	1.040	1.041	.377
	Within Groups	115.881	116	.999		
	Total	119.000	119			

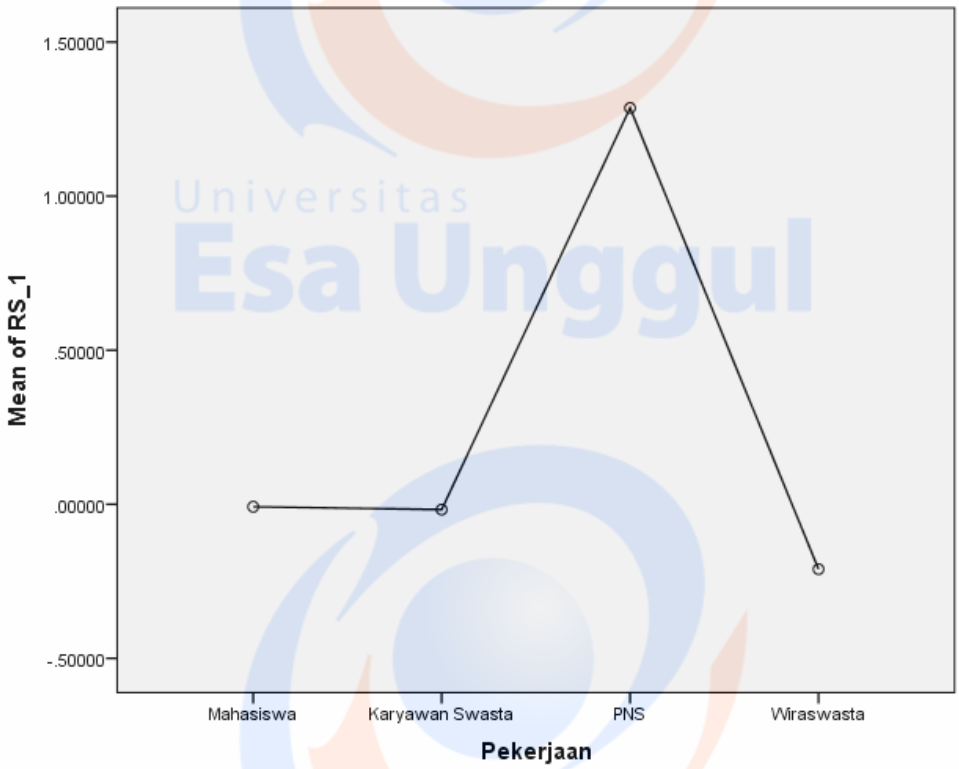
Lampiran 7. Uji *One Way Anova* (Lanjutan)



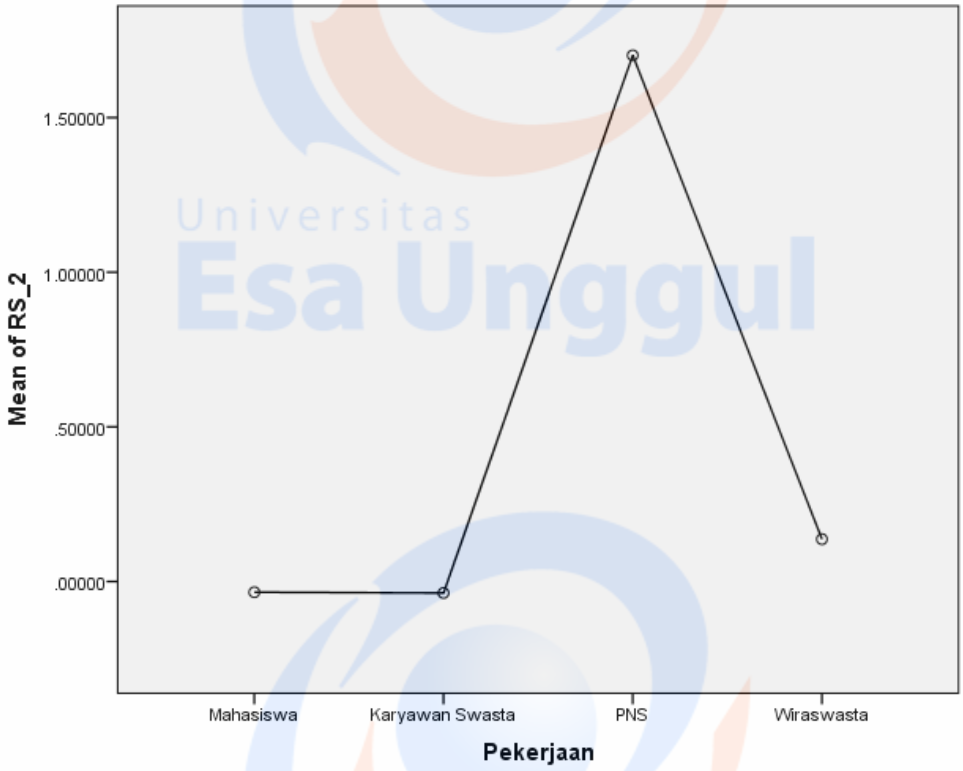


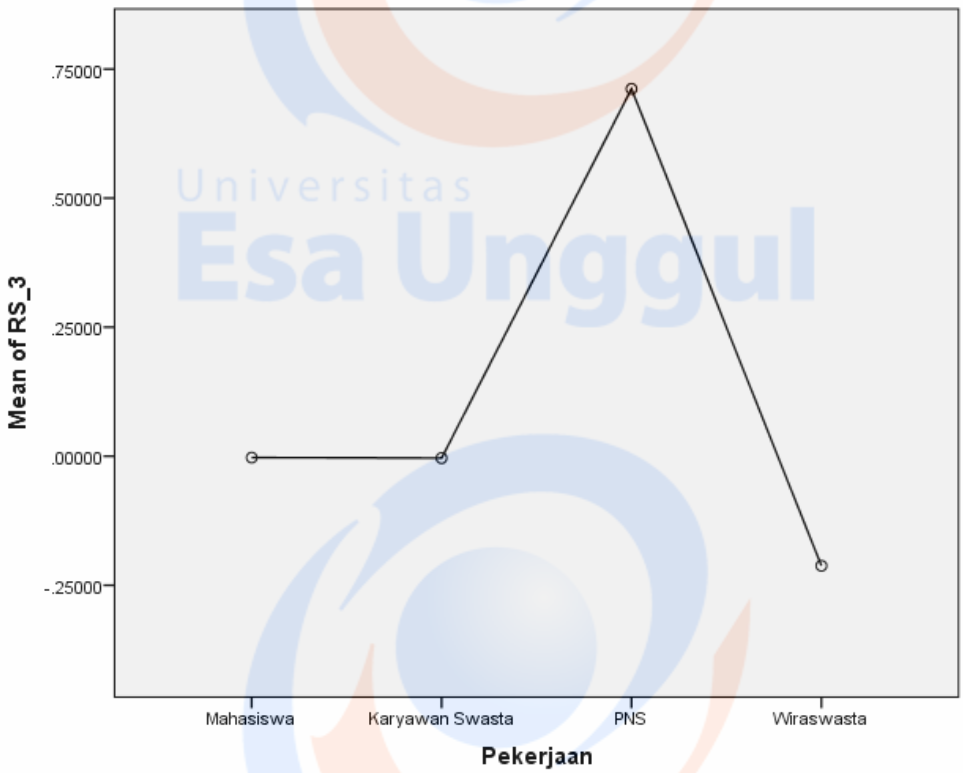
Lampiran 7. Uji *One Way Anova* (Lanjutan)



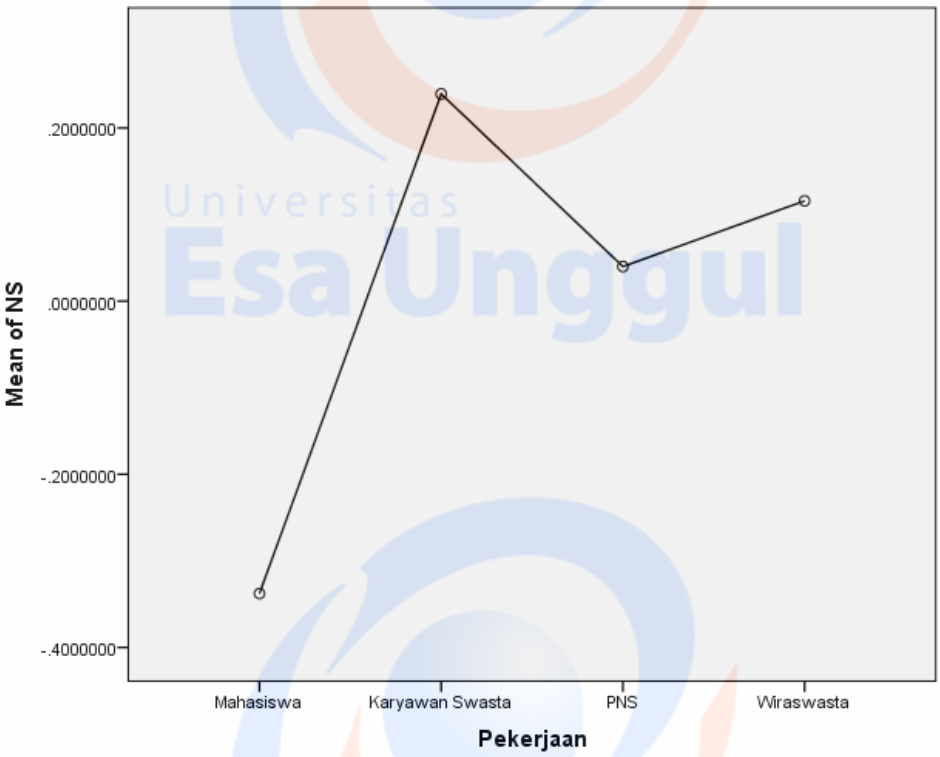


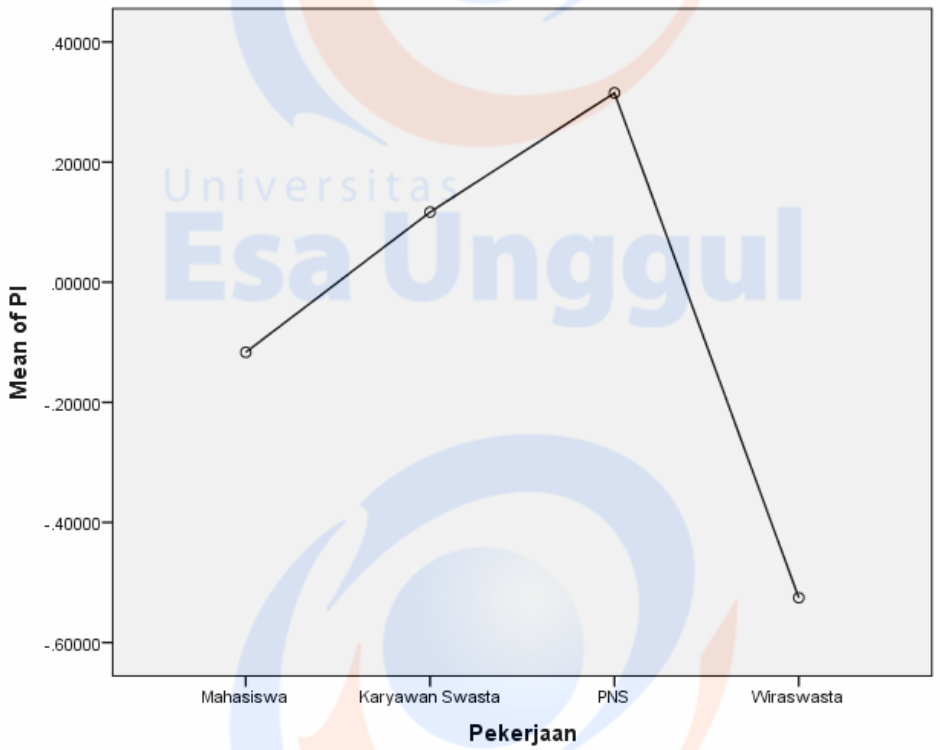
Lampiran 7. Uji *One Way Anova* (Lanjutan)





Lampiran 7. Uji *One Way Anova* (Lanjutan)





Lampiran 7. Uji *One Way Anova*

3. Status Pernikahan

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kepercayaan_1	.756	1	118	.386
Kepercayaan_2	.025	1	118	.876
Kepercayaan_3	2.265	1	118	.135
Risiko_1	5.328	1	118	.023
Risiko_2	1.582	1	118	.211
Risiko_3	1.297	1	118	.257
Norma Subjektif	.165	1	118	.685
Niat Beli Online	.179	1	118	.673

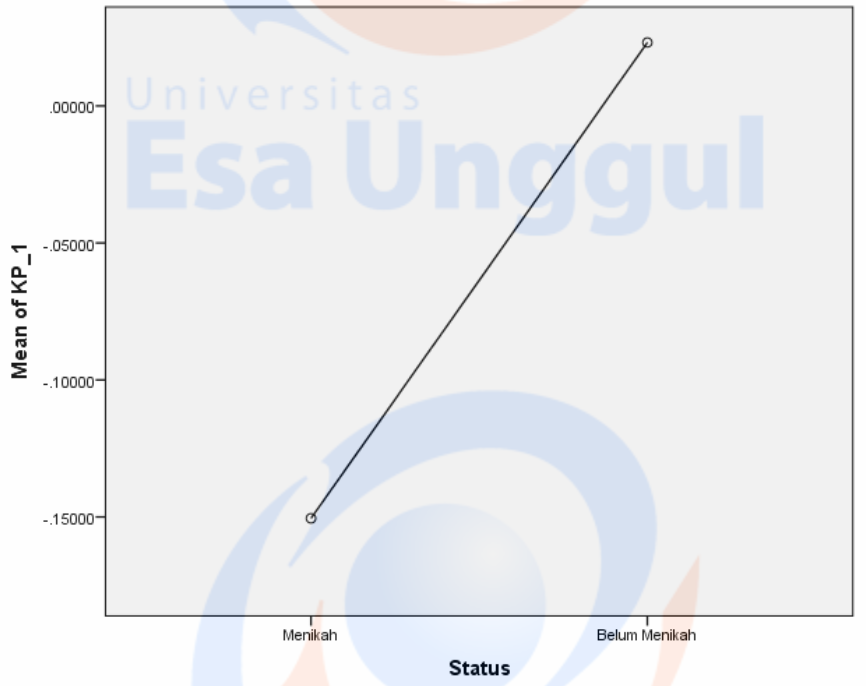
ANOVA

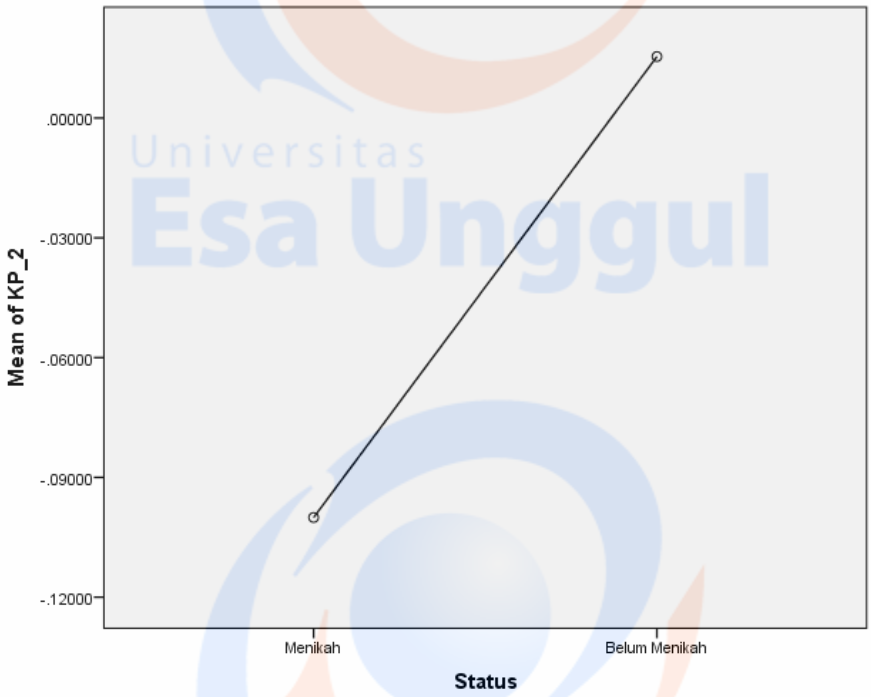
		Sum of Squares	df	Mean Square	F	Sig.
Kepercayaan_1	*Between Groups*	.418	1	.418	.416	.520
	Within Groups	118.582	118	1.005		
	Total	119.000	119			
Kepercayaan_2	*Between Groups*	.185	1	.185	.183	.669
	Within Groups	118.815	118	1.007		
	Total	119.000	119			
Kepercayaan_3	*Between Groups*	.000	1	.000	.000	.987
	Within Groups	119.000	118	1.008		
	Total	119.000	119			

Lampiran 7 Uji *One Way Anova* (Lanjutan)

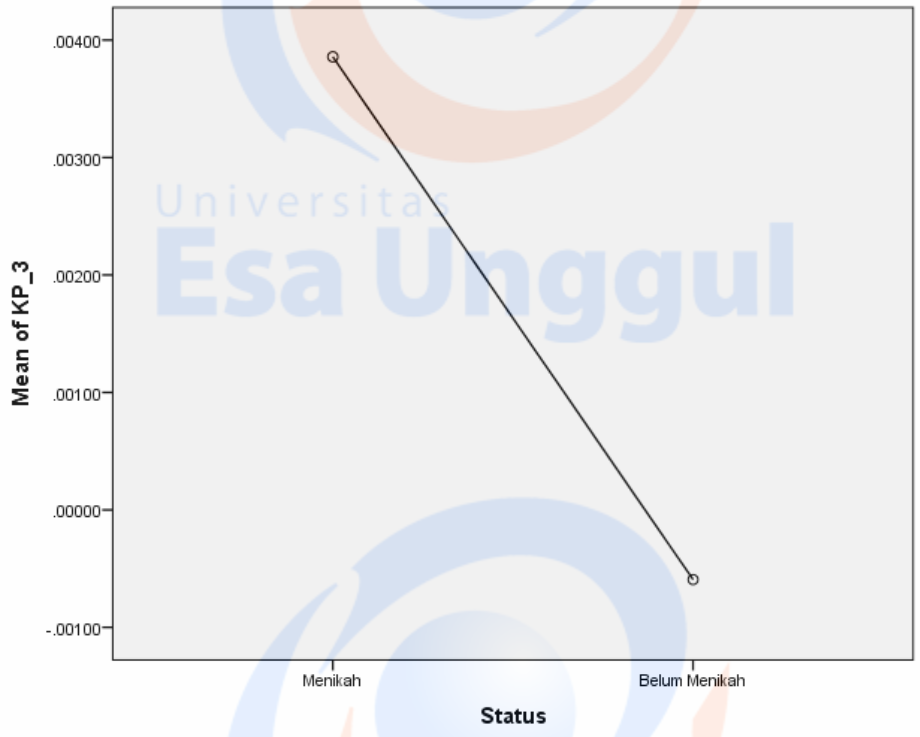
		Sum of Squares	df	Mean Square	F	Sig.
Risiko_1	*Between Groups*	10.626	1	10.626	11.570	.001
	Within Groups	108.374	118	.918		
	Total	119.000	119			
Risiko_2	*Between Groups*	4.602	1	4.602	4.746	.031
	Within Groups	114.398	118	.969		
	Total	119.000	119			
Risiko_3	*Between Groups*	.068	1	.068	.067	.796
	Within Groups	118.932	118	1.008		
	Total	119.000	119			
Norma Subjektif	*Between Groups*	.131	1	.131	.130	.719
	Within Groups	118.869	118	1.007		
	Total	119.000	119			
Niat Beli *Online*	*Between Groups*	.797	1	.797	.796	.374
	Within Groups	118.203	118	1.002		
	Total	119.000	119			

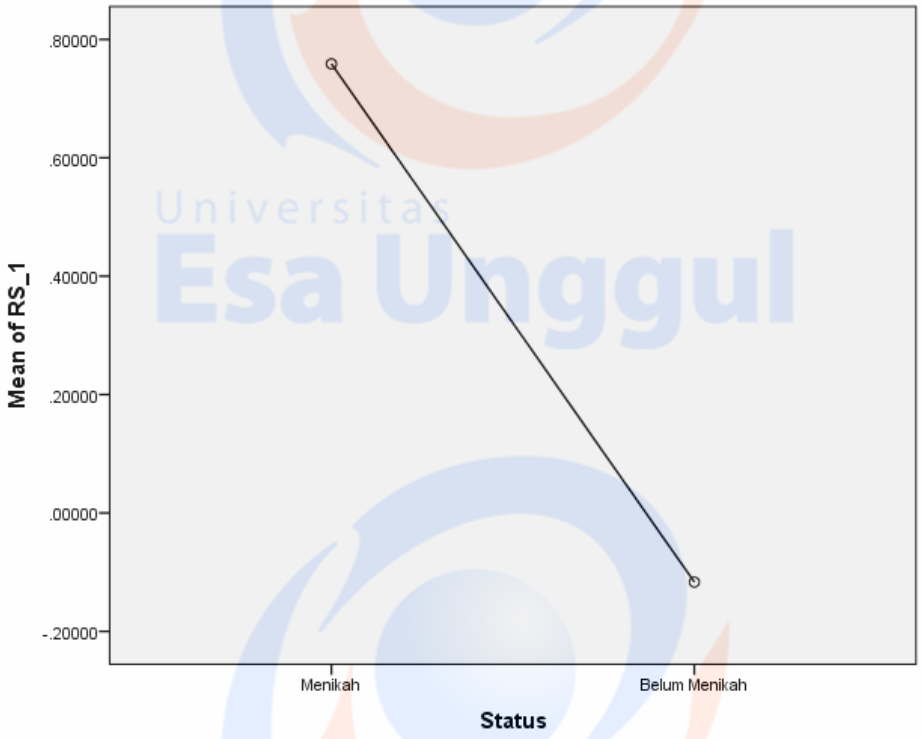
Lampiran 7. Uji *One Way Anova* (Lanjutan)



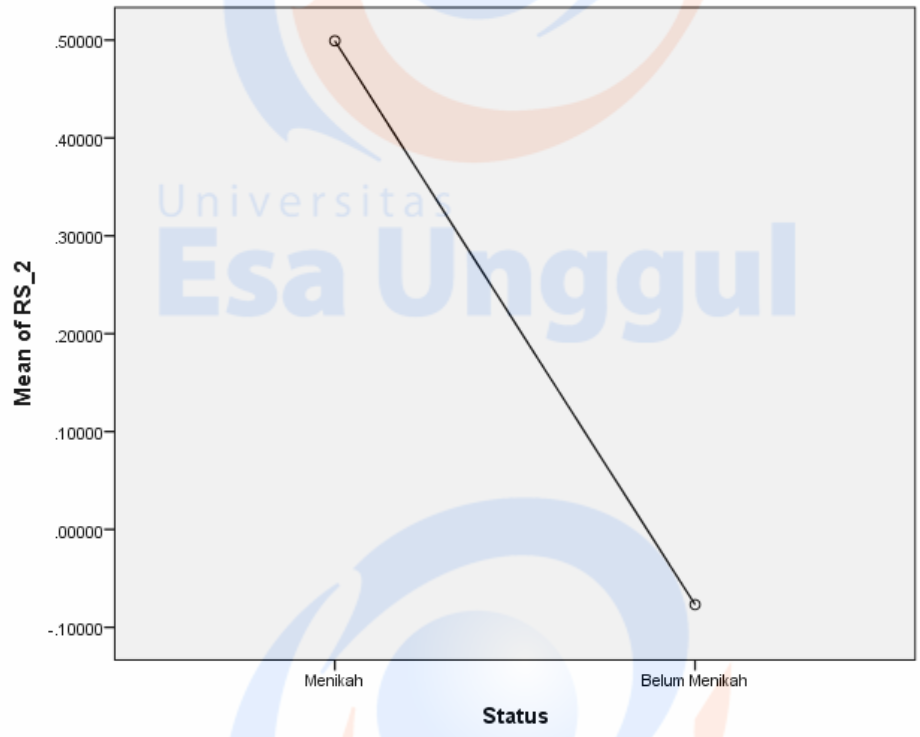


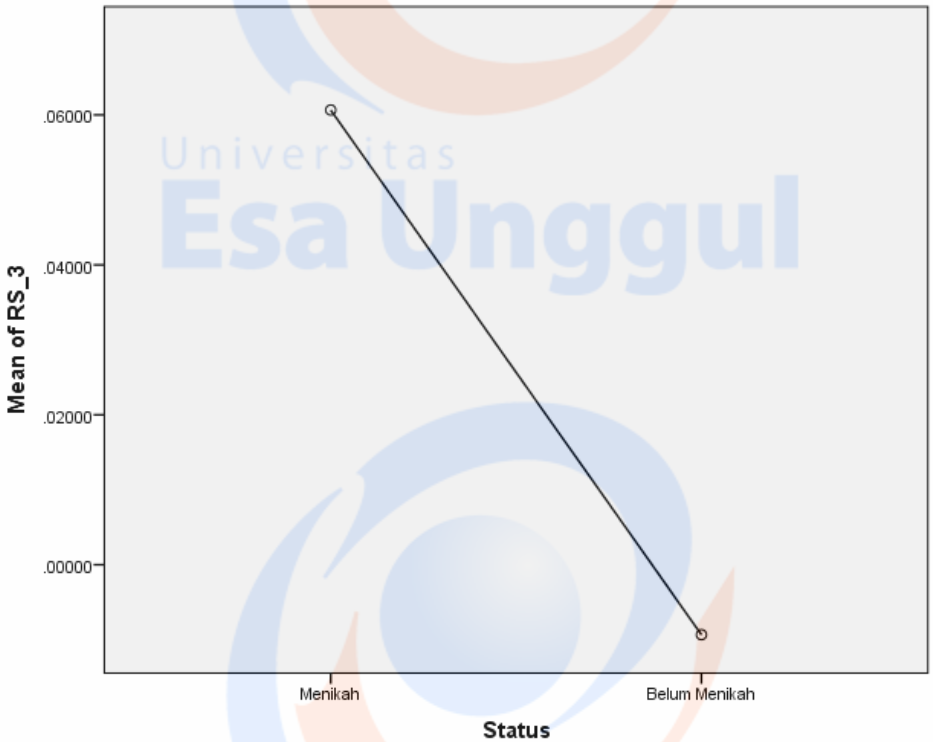
Lampiran 7. Uji *One Way Anova* (Lanjutan)



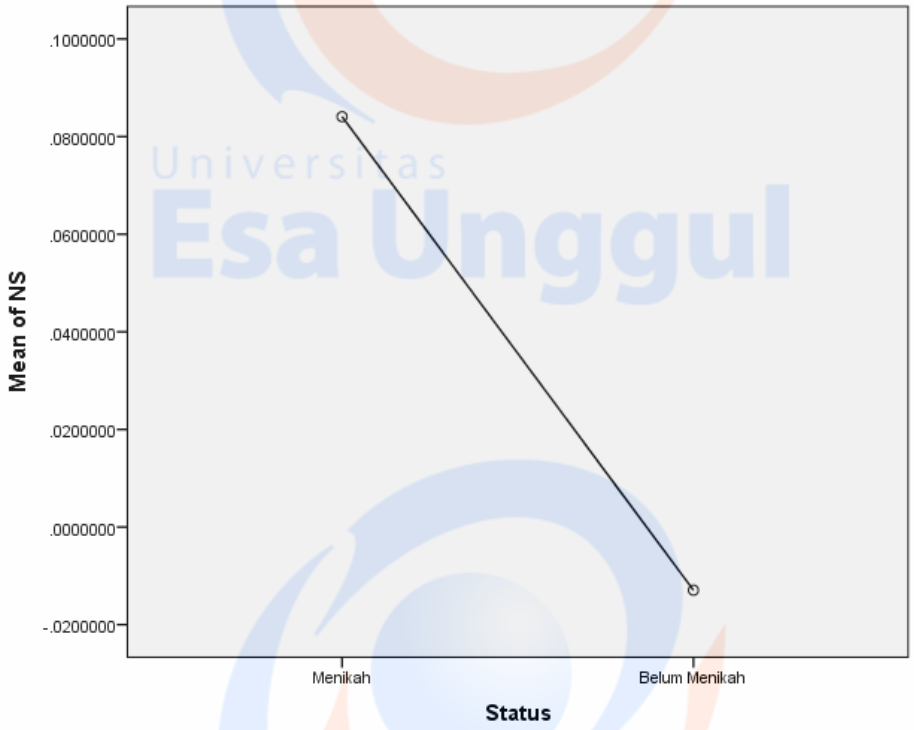


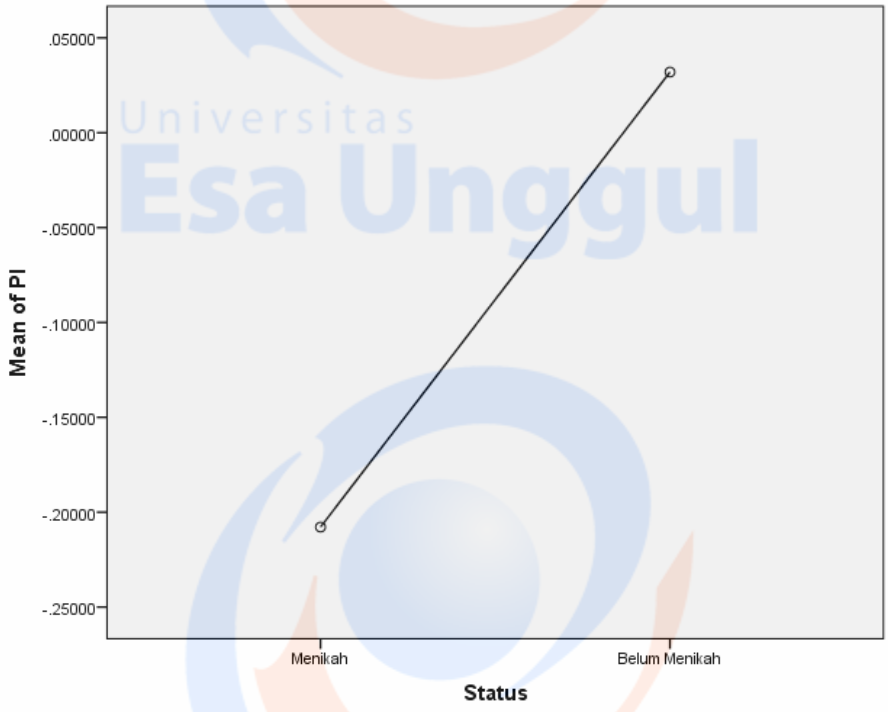
Lampiran 7. Uji *One Way Anova* (Lanjutan)





Lampiran 7. Uji *One Way Anova* (Lanjutan)





Lampiran 7. Uji *One Way Anova*

4. Frekuensi Pembelian *Online*

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kepercayaan_1	3.049	3	116	.031
Kepercayaan_2	.155	3	116	.926
Kepercayaan_3	.606	3	116	.613
Risiko_1	.798	3	116	.497
Risiko_2	1.828	3	116	.146
Risiko_3	.232	3	116	.874
Norma Subjektif	.265	3	116	.851
Niat Beli Online	.522	3	116	.668

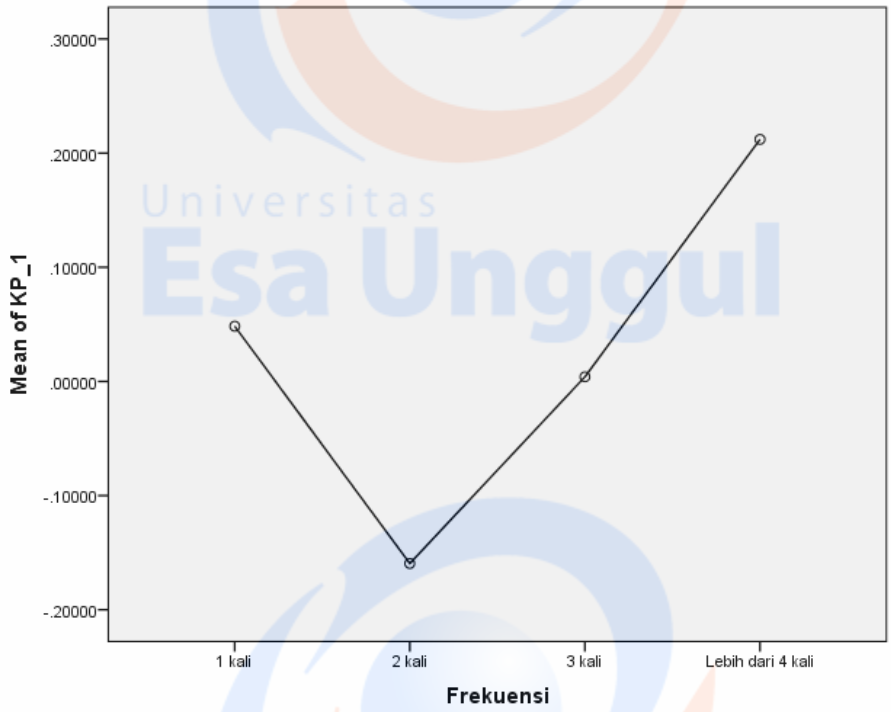
ANOVA

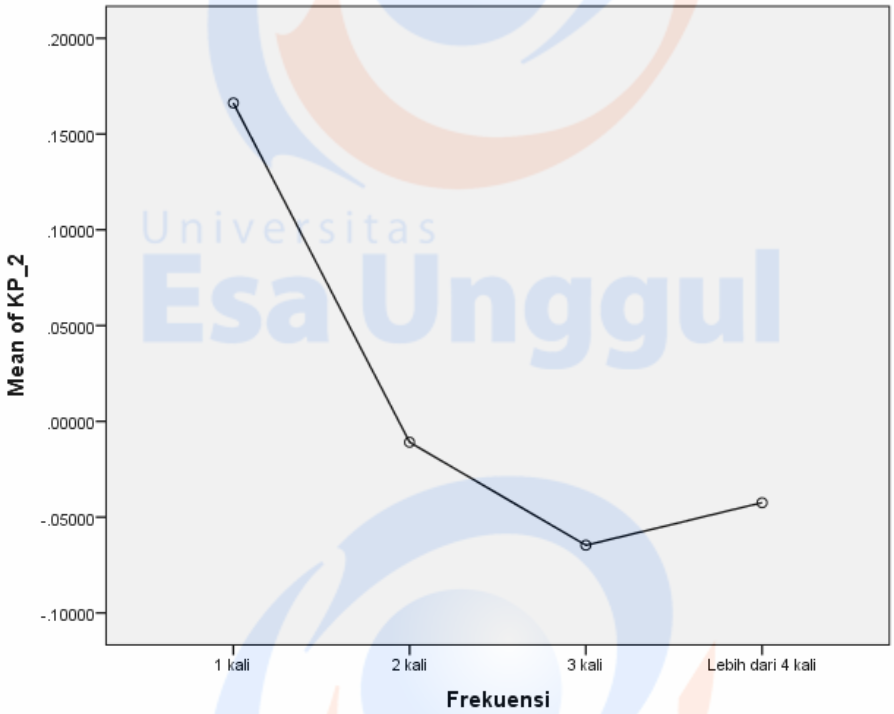
		Sum of Squares	df	Mean Square	F	Sig.
Kepercayaan_1	Between Groups	2.357	3	.786	.781	.507
	Within Groups	116.643	116	1.006		
	Total	119.000	119			
Kepercayaan_2	Between Groups	.755	3	.252	.247	.863
	Within Groups	118.245	116	1.019		
	Total	119.000	119			
Kepercayaan_3	Between Groups	.844	3	.281	.276	.842
	Within Groups	118.156	116	1.019		
	Total	119.000	119			

Lampiran 7 Uji *One Way Anova* (Lanjutan)

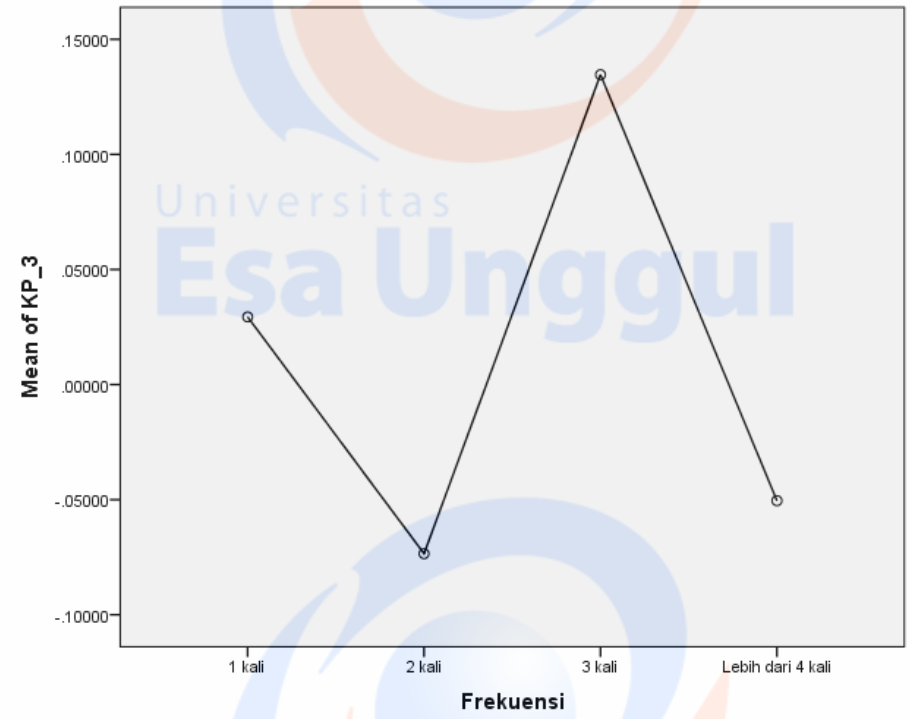
		Sum of Squares	df	Mean Square	F	Sig.
Risiko_1	Between Groups	4.400	3	1.467	1.485	.222
	Within Groups	114.600	116	.988		
	Total	119.000	119			
Risiko_2	Between Groups	.303	3	.101	.099	.961
	Within Groups	118.697	116	1.023		
	Total	119.000	119			
Risiko_3	Between Groups	2.041	3	.680	.675	.569
	Within Groups	116.959	116	1.008		
	Total	119.000	119			
Norma Subjektif	Between Groups	5.208	3	1.736	1.770	.157
	Within Groups	113.792	116	.981		
	Total	119.000	119			
Niat Beli Online	Between Groups	1.730	3	.577	.570	.636
	Within Groups	117.270	116	1.011		
	Total	119.000	119			

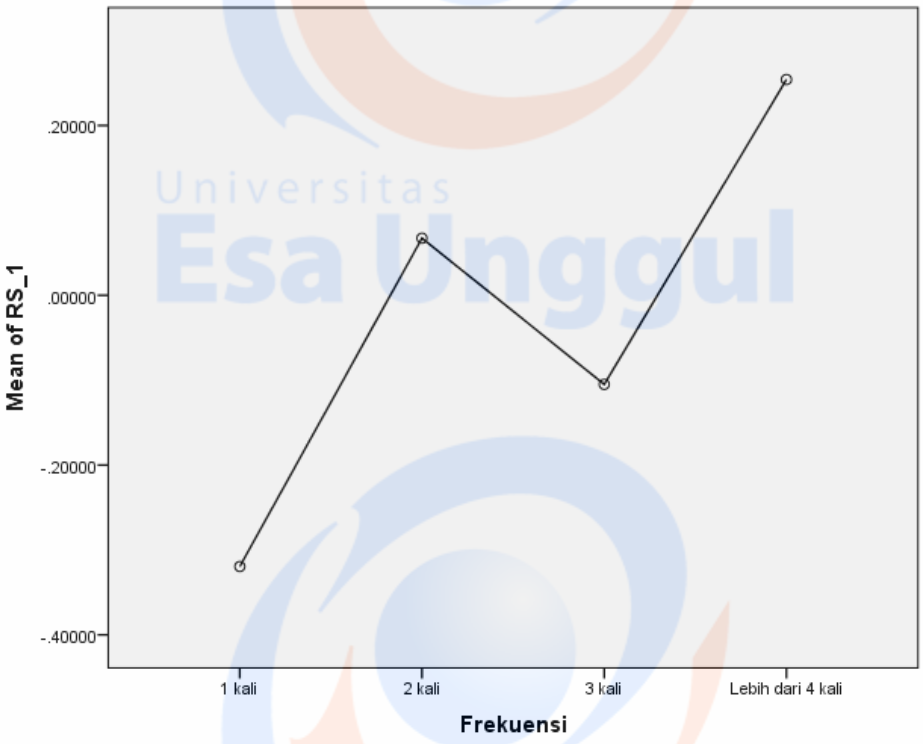
Lampiran 7. Uji *One Way Anova* (Lanjutan)



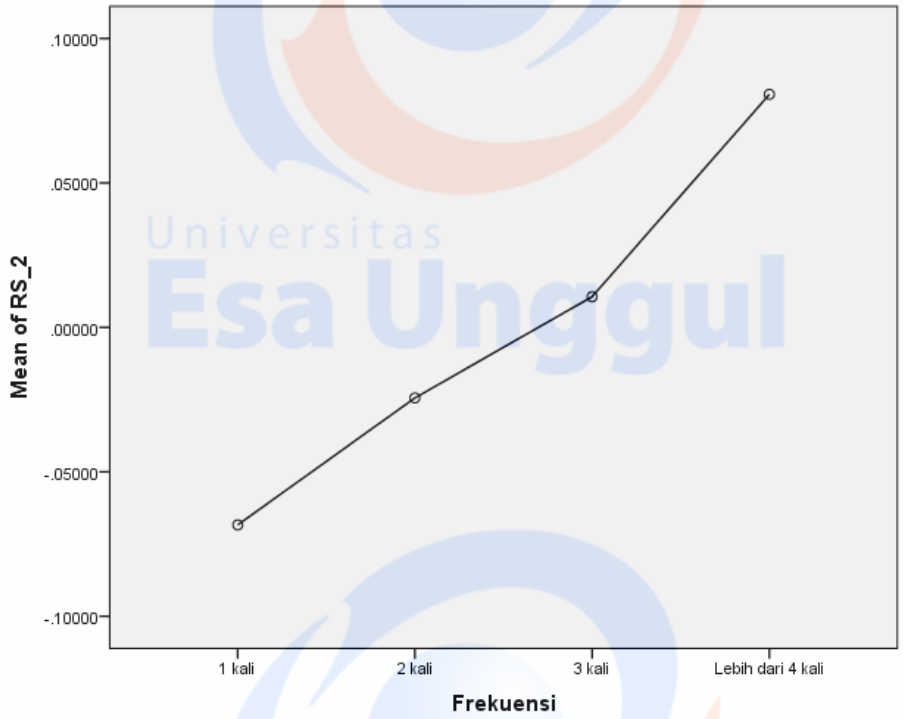


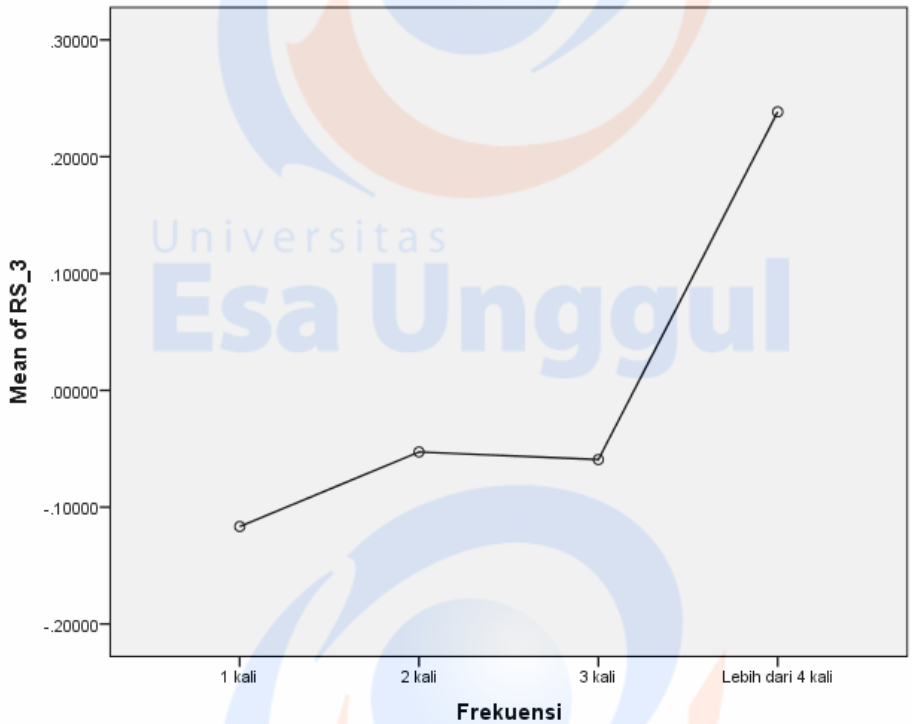
Lampiran 7. Uji *One Way Anova* (Lanjutan)



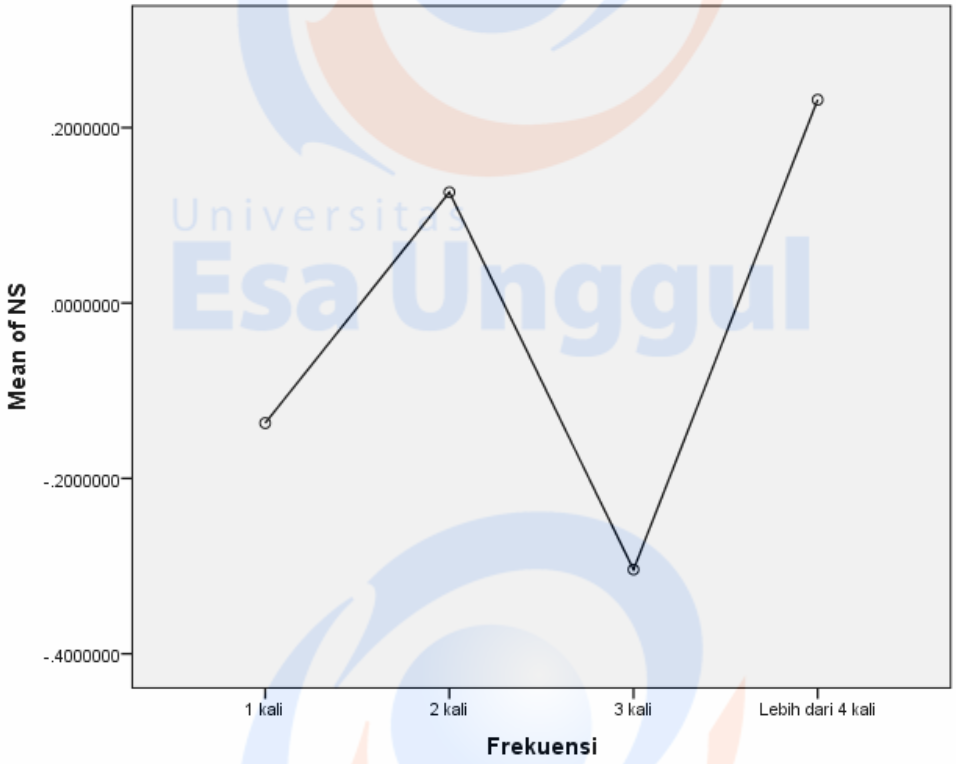


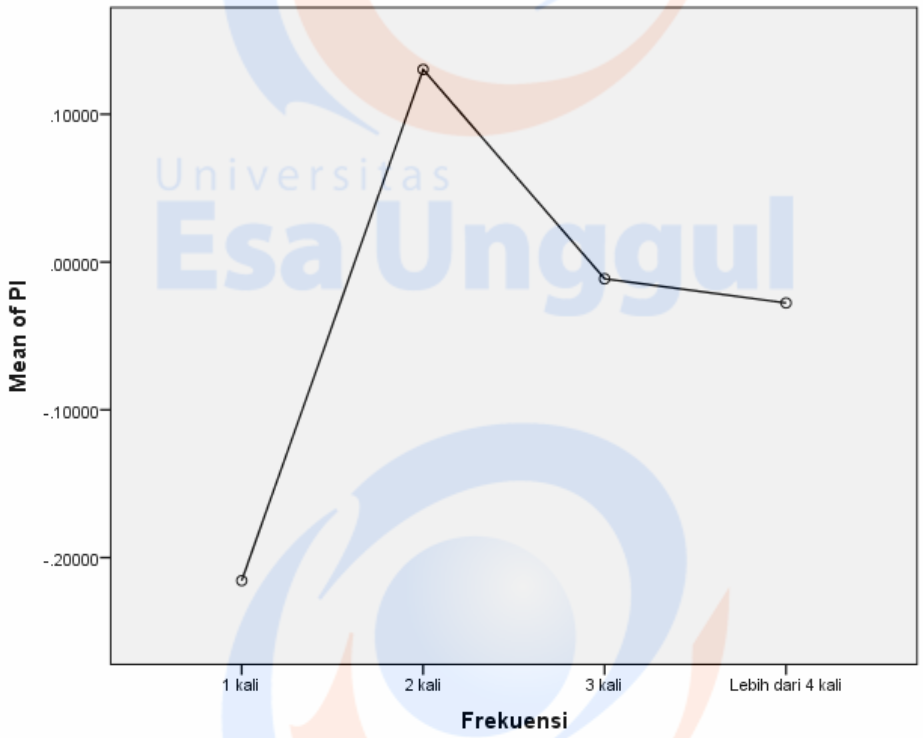
Lampiran 7. Uji *One Way Anova* (Lanjutan)





Lampiran 7. Uji *One Way Anova* (Lanjutan)





Lampiran 7. Uji *One Way Anova*

5. Pengeluaran Belanja *Online*

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kepercayaan_1	.675	5	114	.643
Kepercayaan_2	.861	5	114	.510
Kepercayaan_3	1.002	5	114	.420
Risiko_1	.518	5	114	.762
Risiko_2	.768	5	114	.574
Risiko_3	.539	5	114	.746
Norma Subjektif	.393	5	114	.853
Niat Beli *Online*	.949	5	114	.452

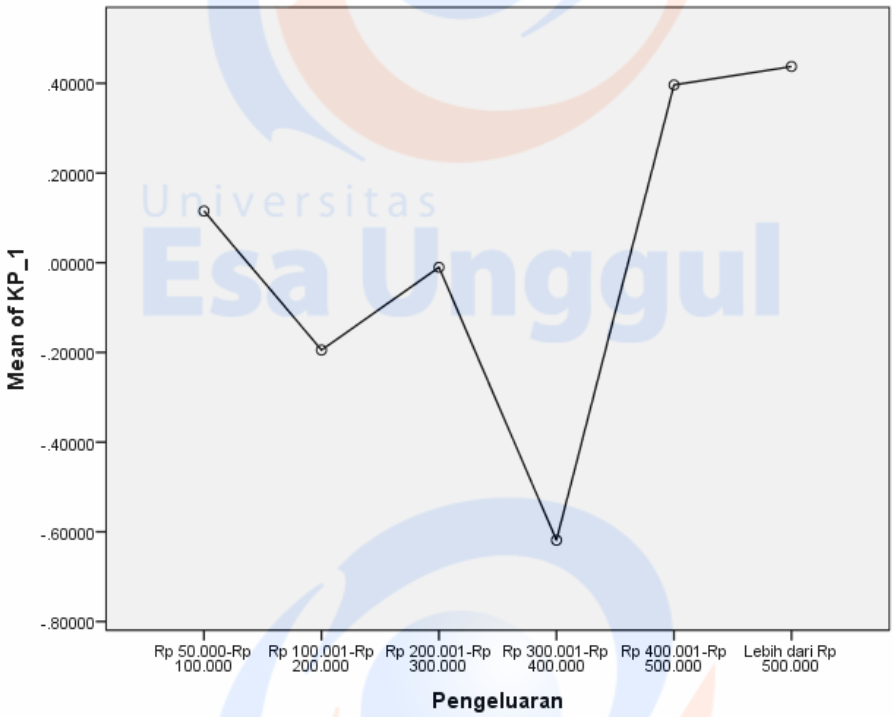
ANOVA

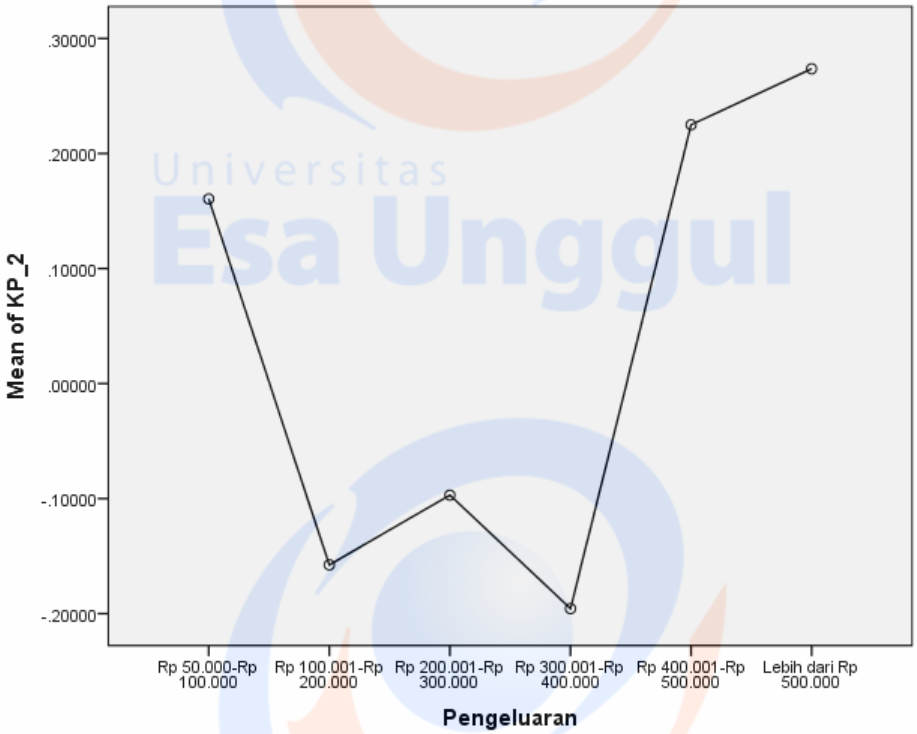
		Sum of Squares	df	Mean Square	F	Sig.
Kepercayaan_1	*Between Groups*	7.263	5	1.453	1.482	.201
	Within Groups	111.737	114	.980		
	Total	119.000	119			
Kepercayaan_2	*Between Groups*	3.357	5	.671	.662	.653
	Within Groups	115.643	114	1.014		
	Total	119.000	119			
Kepercayaan_3	*Between Groups*	2.057	5	.411	.401	.847
	Within Groups	116.943	114	1.026		
	Total	119.000	119			

Lampiran 7 Uji *One Way Anova* (Lanjutan)

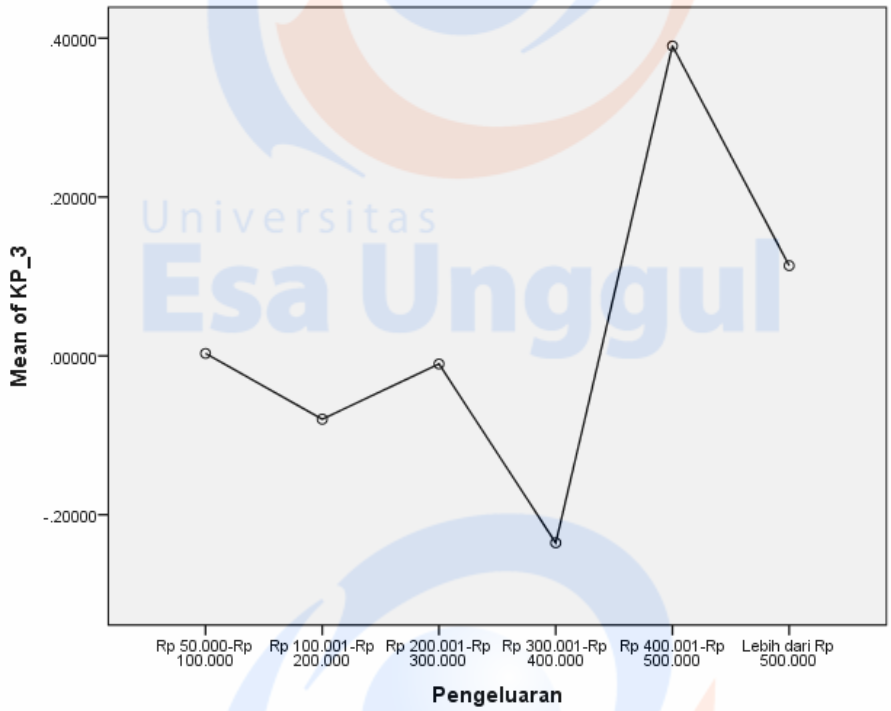
		Sum of Squares	df	Mean Square	F	Sig.
Risiko_1	*Between Groups*	3.722	5	.744	.736	.598
	Within Groups	115.278	114	1.011		
	Total	119.000	119			
Risiko_2	*Between Groups*	12.687	5	2.537	2.721	.023
	Within Groups	106.313	114	.933		
	Total	119.000	119			
Risiko_3	*Between Groups*	8.996	5	1.799	1.865	.106
	Within Groups	110.004	114	.965		
	Total	119.000	119			
Norma Subjektif	*Between Groups*	3.327	5	.665	.656	.658
	Within Groups	115.673	114	1.015		
	Total	119.000	119			
Niat Beli *Online*	*Between Groups*	2.643	5	.529	.518	.762
	Within Groups	116.357	114	1.021		
	Total	119.000	119			

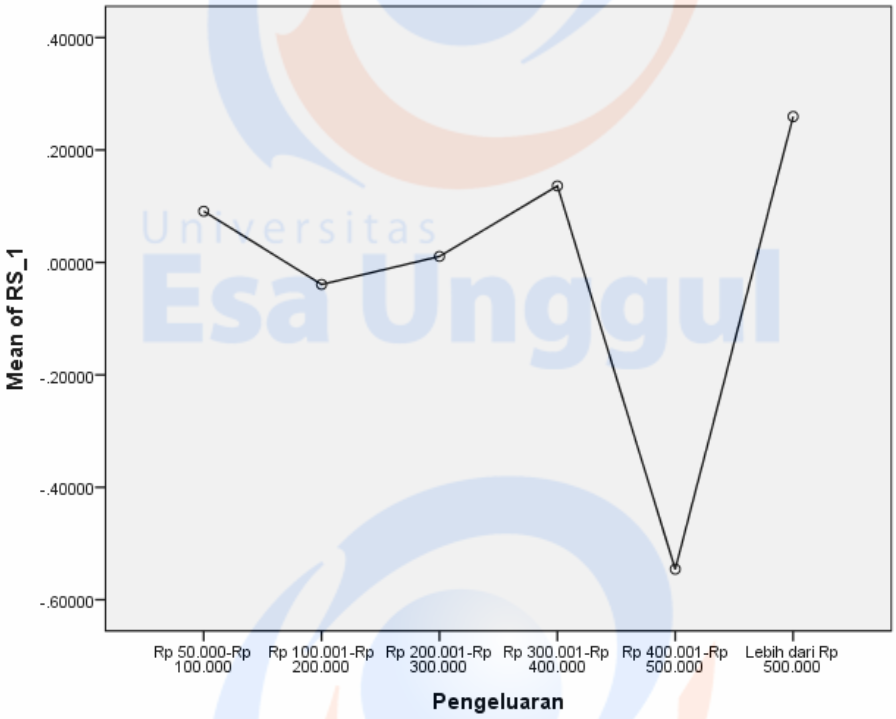
Lampiran 7. Uji *One Way Anova* (Lanjutan)



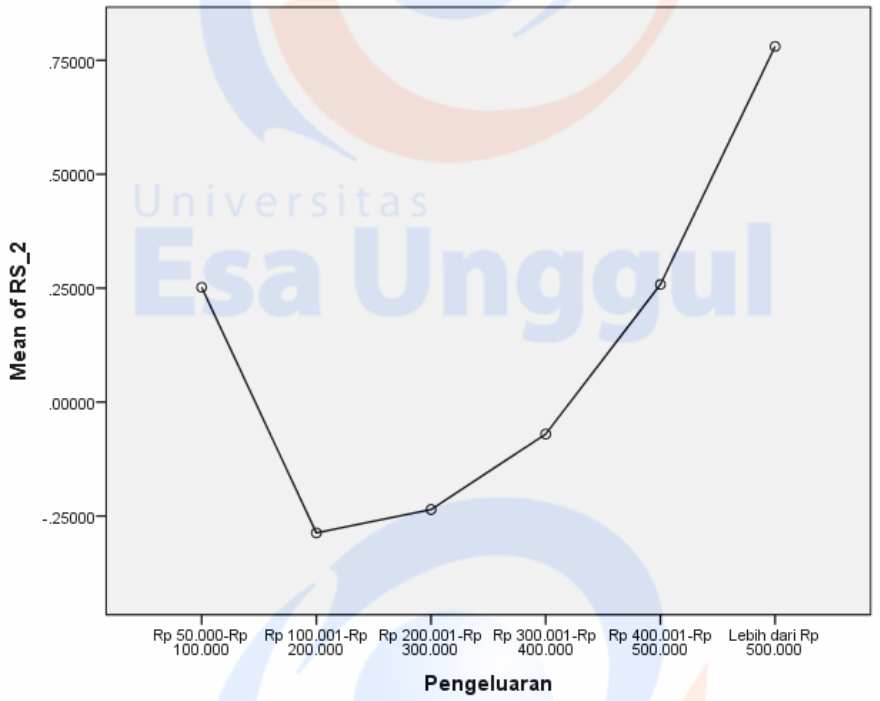


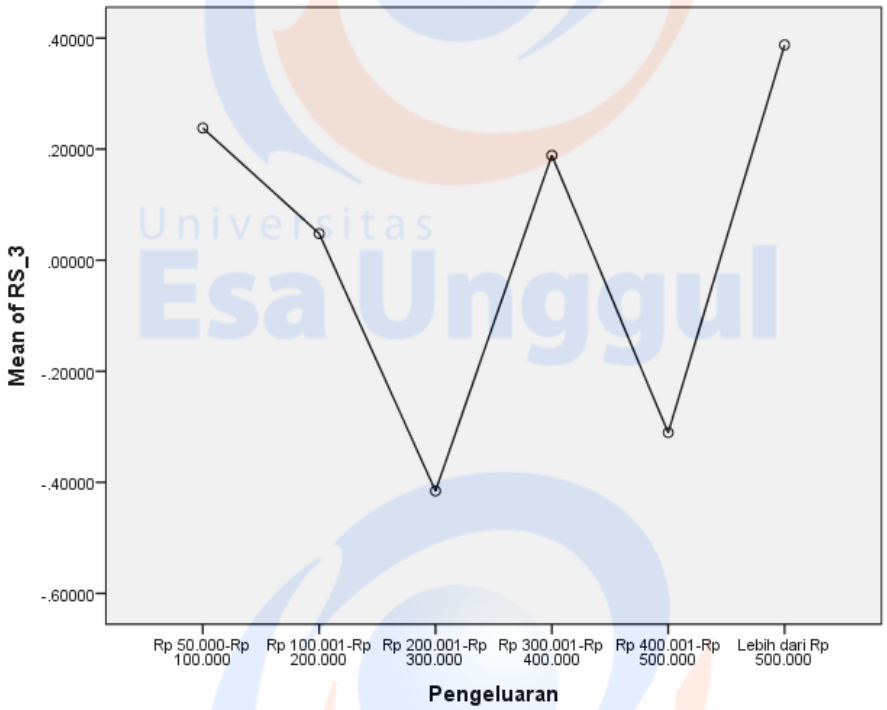
Lampiran 7. Uji *One Way Anova* (Lanjutan)



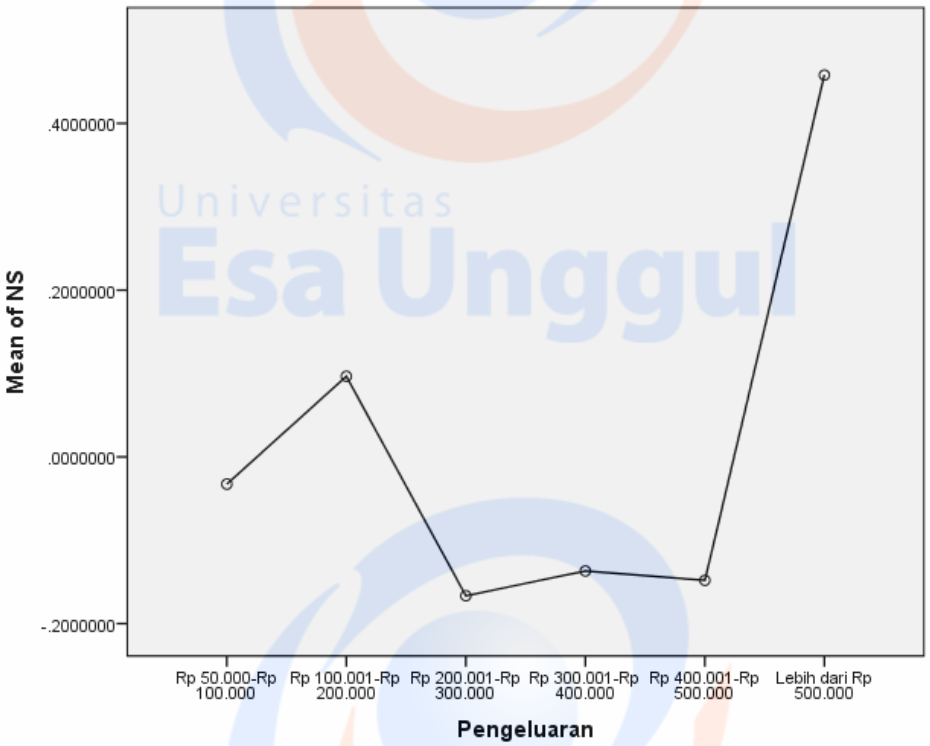


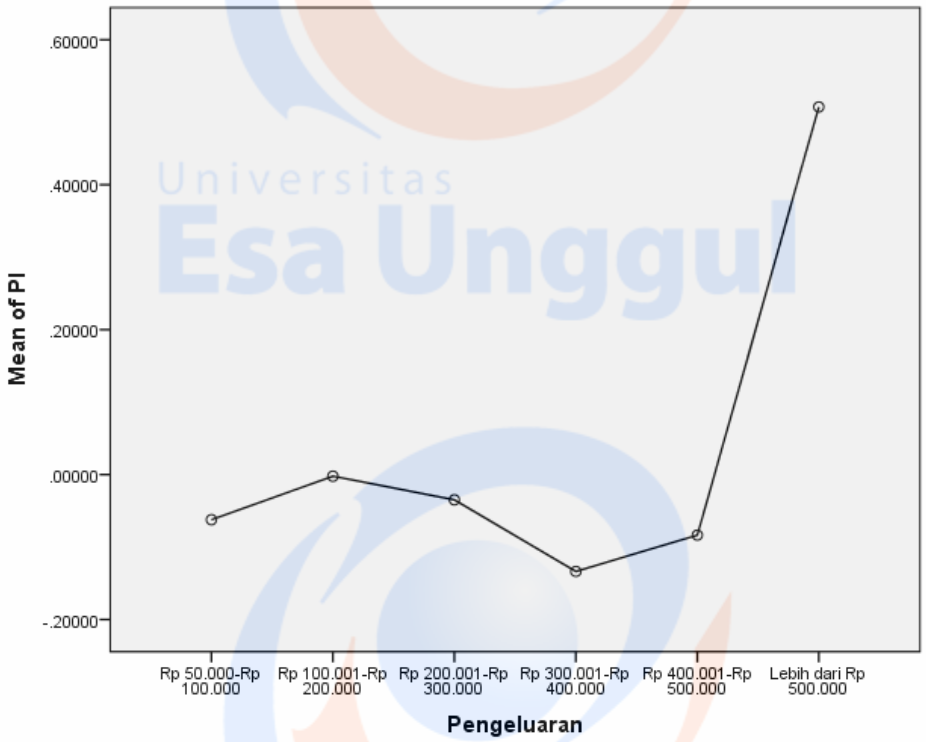
Lampiran 7. Uji *One Way Anova* (Lanjutan)





Lampiran 7. Uji *One Way Anova* (Lanjutan)





Lampiran 8. Hasil Uji Kuesioner Penelitian

1. Faktor Analisis Variabel Kepercayaan Dimensi *Competence*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.853
Bartlett's Test of Sphericity	Approx. Chi-Square	409.460
	df	10
	Sig.	.000

Anti-image Matrices

		KP1	KP2	KP3	KP4	KP5
Anti-image Covariance	KP1	.345	-.155	-.080	-.020	-.075
	KP2	-.155	.376	.053	-.140	-.047
	KP3	-.080	.053	.352	-.111	-.147
	KP4	-.020	-.140	-.111	.344	-.061
	KP5	-.075	-.047	-.147	-.061	.324
Anti-image Correlation	KP1	.868[a]	-.431	-.230	-.058	-.225
	KP2	-.431	.821[a]	.145	-.389	-.134
	KP3	-.230	.145	.832[a]	-.318	-.437
	KP4	-.058	-.389	-.318	.870[a]	-.184
	KP5	-.225	-.134	-.437	-.184	.871[a]

a. Measures of Sampling Adequacy(MSA)

***Component* Matrix[a]**

	Component
	1
KP1	.874
KP2	.834
KP3	.850
KP4	.877
KP5	.883

Extraction Method: Principal *Component* Analysis. a.1 *Component*s extracted

Lampiran 8. Hasil Uji Kuesioner Penelitian

2. Faktor Analisis Variabel Kepercayaan Dimensi *Benevolence*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.698
Bartlett's Test of Sphericity	Approx. Chi-Square	114.057
	df	3
	Sig.	.000

Anti-image Matrices

		KP6	KP7	KP8
Anti-image Covariance	KP6	.520	-.191	-.267
	KP7	-.191	.649	-.155
	KP8	-.267	-.155	.543
Anti-image Correlation	KP6	.666[a]	-.329	-.504
	KP7	-.329	.766[a]	-.261
	KP8	-.504	-.261	.682[a]

a. Measures of Sampling Adequacy(MSA)

***Component* Matrix[a]**

	Component
	1
KP6	.871
KP7	.808
KP8	.858

Extraction Method: Principal *Component* Analysis. a.1 *Component* extracted

Lampiran 8. Hasil Uji Kuesioner Penelitian

3. Faktor Analisis Variabel Kepercayaan Dimensi *Integrity*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.679
Bartlett's Test of Sphericity	Approx. Chi-Square	93.903
	df	3
	Sig.	.000

Anti-image Matrices

		KP9	KP10	KP11
Anti-image Covariance	KP9	.720	-.184	-.157
	KP10	-.184	.572	-.290
	KP11	-.157	-.290	.587
Anti-image Correlation	KP9	.763[a]	-.287	-.241
	KP10	-.287	.647[a]	-.501
	KP11	-.241	-.501	.657[a]

a. Measures of Sampling Adequacy(MSA)

b.

***Component* Matrix[a]**

	Component
	1
KP9	.773
KP10	.856
KP11	.846

Extraction Method: Principal *Component* Analysis. a.1 *Component*s extracted

Lampiran 8. Hasil Uji Kuesioner Penelitian

4. Faktor Analisis Variabel Risiko Dimensi Pengiriman

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.712
Bartlett's Test of Sphericity	Approx. Chi-Square	208.982
	df	3
	Sig.	.000

Anti-image Matrices

		RS1	RS2	RS3
Anti-image Covariance	RS1	.294	-.205	-.110
	RS2	-.205	.298	-.103
	RS3	-.110	-.103	.527
Anti-image Correlation	RS1	.667[a]	-.693	-.280
	RS2	-.693	.670[a]	-.259
	RS3	-.280	-.259	.856[a]

a. Measures of Sampling Adequacy(MSA)

***Component* Matrix[a]**

	Component
	1
RS1	.925
RS2	.923
RS3	.850

Extraction Method: Principal *Component* Analysis. a. 1 *Component*s extracted

Lampiran 8. Hasil Uji Kuesioner Penelitian

5. Faktor Analisis Variabel Risiko Dimensi Keuangan

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.597
Bartlett's Test of Sphericity	Approx. Chi-Square	97.495
	df	3
	Sig.	.000

Anti-image Matrices

		RS4	RS5	RS6
Anti-image Covariance	RS4	.484	-.320	-.225
	RS5	-.320	.559	-.004
	RS6	-.225	-.004	.778
Anti-image Correlation	RS4	.563[a]	-.616	-.367
	RS5	-.616	.588[a]	-.006
	RS6	-.367	-.006	.704[a]

a. Measures of Sampling Adequacy(MSA)

***Component* Matrix[a]**

	Component
	1
RS4	.897
RS5	.831
RS6	.698

Extraction Method: Principal *Component* Analysis. a. 1 *Component*s extracted

Lampiran 8. Hasil Uji Kuesioner Penelitian

6. Faktor Analisis Variabel Risiko Dimensi Privasi

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.750
Bartlett's Test of Sphericity	Approx. Chi-Square	505.620
	df	6
	Sig.	.000

Anti-image Matrices

		RS7	RS8	RS9	RS10
Anti-image Covariance	RS7	.272	-.107	-.004	.038
	RS8	-.107	.116	-.067	.012
	RS9	-.004	-.067	.103	-.108
	RS10	.038	.012	-.108	.251
Anti-image Correlation	RS7	.804[a]	-.602	-.023	.144
	RS8	-.602	.735[a]	-.612	.070
	RS9	-.023	-.612	.716[a]	-.673
	RS10	.144	.070	-.673	.766[a]

a. Measures of Sampling Adequacy(MSA)

***Component* Matrix[a]**

	Component
	1
RS7	.861
RS8	.957
RS9	.963
RS10	.859

Extraction Method: Principal *Component* Analysis. a. 1 *Component*s extracted

Lampiran 8. Hasil Uji Kuesioner Penelitian

7. Faktor Analisis Variabel Norma Subjektif

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.628
Bartlett's Test of Sphericity	Approx. Chi-Square	79.188
	df	3
	Sig.	.000

Anti-image Matrices

		NS1	NS2	NS3
Anti-image Covariance	NS1	.673	-.306	-.052
	NS2	-.306	.572	-.258
	NS3	-.052	-.258	.752
Anti-image Correlation	NS1	.636[a]	-.493	-.073
	NS2	-.493	.588[a]	-.393
	NS3	-.073	-.393	.690[a]

a. Measures of Sampling Adequacy(MSA)

***Component* Matrix[a]**

	Component
	1
NS1	.792
NS2	.872
NS3	.741

Extraction Method: Principal *Component* Analysis. a. 1 *Component*s extracted

Lampiran 8. Hasil Uji Kuesioner Penelitian

8. Faktor Analisis Variabel Niat Beli *Online*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.591
Bartlett's Test of Sphericity	Approx. Chi-Square	79.566
	df	3
	Sig.	.000

Anti-image Matrices

		PI1	PI2	PI3
Anti-image Covariance	PI1	.863	-.173	-.047
	PI2	-.173	.551	-.343
	PI3	-.047	-.343	.585
Anti-image Correlation	PI1	.760[a]	-.250	-.066
	PI2	-.250	.561[a]	-.604
	PI3	-.066	-.604	.571[a]

a. Measures of Sampling Adequacy(MSA)

***Component* Matrix[a]**

	Component
	1
PI1	.633
PI2	.877
PI3	.843

Extraction Method: Principal *Component* Analysis. a. 1 *Component*s extracted

Lampiran 8. Hasil Uji Kuesioner Penelitian

1. *Reliability* Variabel Kepercayaan Dimensi *Competence*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.913	.915	5

2. *Reliability* Variabel Kepercayaan Dimensi *Benevolence*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.802	.801	3

3. *Reliability* Variabel Kepercayaan Dimensi *Integrity*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.753	.766	3

4. *Reliability* Variabel Risiko Dimensi Pengiriman

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.882	.882	3

Lampiran 8. Hasil Uji Kuesioner Penelitian

5. *Reliability* Variabel Risiko Dimensi Pengiriman

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.741	.738	3

6. *Reliability* Variabel Risiko Dimensi Privasi

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.929	.931	4

7. *Reliability* Variabel Norma Subjektif

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.716	.723	3

8. *Reliability* Variabel *Niat Beli Online*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.688	.693	3

Lampiran 9. Koefisien Regresi Sederhana

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	8,520	,875		9,732	,000	6,786	10,253					
	TOTALKP	,099	,020	,415	4,956	,000	,059	,139	,415	,415	,415	1,000	1,000

Lampiran 10. Uji Statistik Rerata Sel

1. *Median Split* Variabel Kepercayaan dan Risiko

Statistics Median Split

		Kepercayaan	Risiko	Niat Beli *Online*
N	*Valid*	120	120	120
	Missing	0	0	0
Median		.0540737	-.0048757	.1298774

Between-Subjects Factors

	Value Label		N
KP_CODE	1	Tinggi	60
	2	Rendah	60
RS_CODE	1	Tinggi	59
	2	Rendah	61

Lampiran 10. Uji Statistik Rerata Sel

2. Rerata Sel

Tests of Between-Subjects Effects

Dependent Variable: PI

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	17.011[a]	3	5,670	6,449	,000	,143	19,348	,966
Intercept	,034	1	,034	,039	,845	,000	,039	,054
KP_CODE	13,985	1	13,985	15,907	,000	,121	15,907	,977
KP_CODE * RS_CODE	6,217	2	3,109	3,536	,032	,057	7,072	,648
Error	101,989	116	,879					
Total	119,000	120						
Corrected Total	119,000	119						

a. R Squared = .143 (Adjusted R Squared = .121)
b. Computed using alpha = .05

Parameter Estimates

Dependent Variable: PI

Parameter	B	Std. Error	t	Sig.	95% Confidence Interval		Partial Eta Squared	Noncent. Parameter	Observed Power[b]
					Lower Bound	Upper Bound			
Intercept	-,496	,191	-2,590	,011	-,875	-,117	,055	2,590	,729
[KP_CODE=1]	,575	,246	2,341	,021	,089	1,062	,045	2,341	,641
[KP_CODE=2]	0[a]								
[KP_CODE=1] * [RS_CODE=1]	,575	,249	2,308	,023	,082	1,068	,044	2,308	,629
[KP_CODE=1] * [RS_CODE=2]	0[a]								
[KP_CODE=2] * [RS_CODE=1]	,326	,247	1,320	,189	-,163	,816	,015	1,320	,258
[KP_CODE=2] * [RS_CODE=2]	0[a]								

a. This parameter is set to zero because it is redundant.
b. Computed using alpha = .05

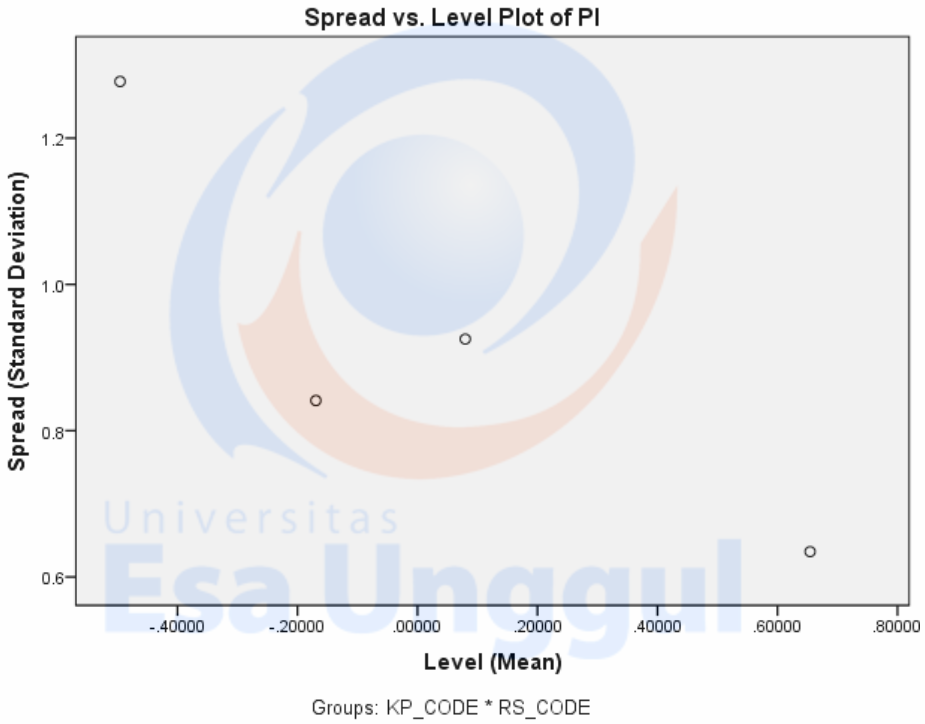
Lampiran 10. Uji Statistik Rerata Sel

Parameter Estimates

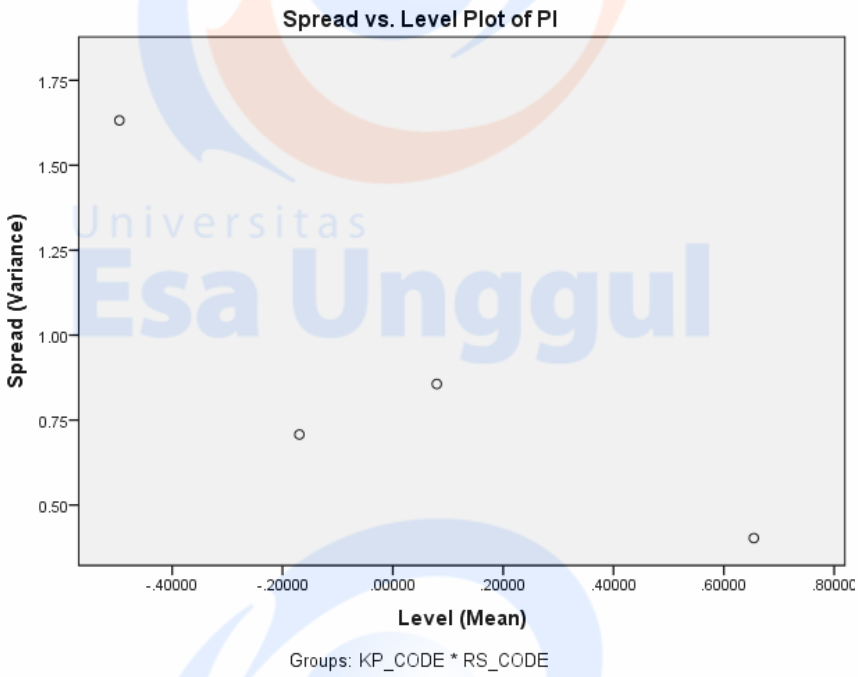
Dependent Variable: PI

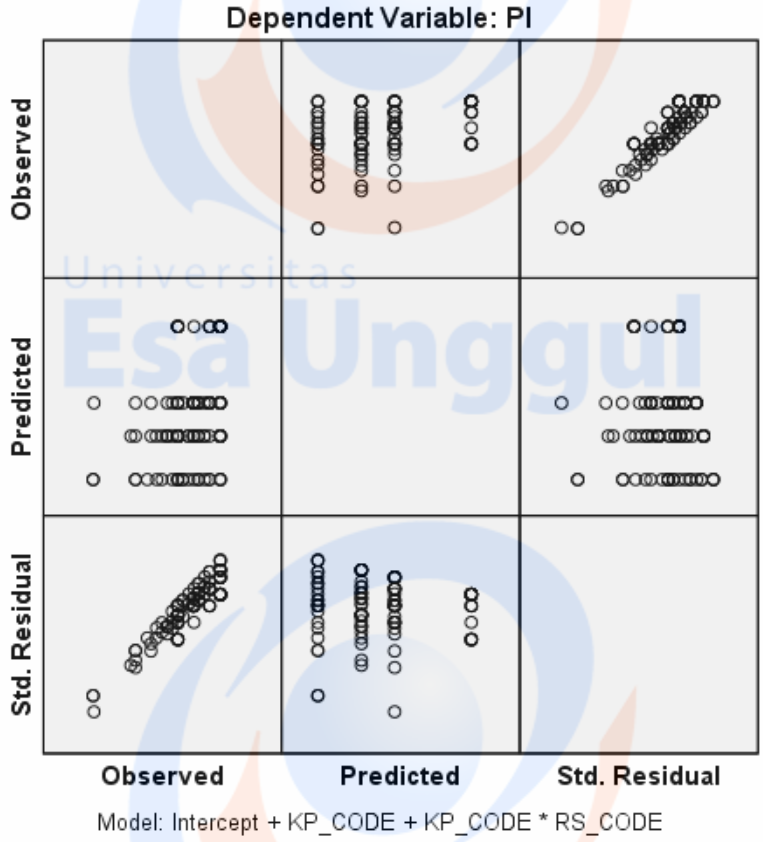
KP_CODE	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Tinggi	,367	,124	,120	,614
Rendah	-,333	,124	-,577	-,088

Spread Versus Level Plots



Lampiran 10. Uji Statistik Rerata Sel





3. Median Split Variabel Kepercayaan dan Norma Subjektif

Statistics Median Split

		Kepercayaan	Norma Subjektif	Niat Beli *Online*
N	*Valid*	120	120	120
	Missing	0	0	0
Median		.0540737	.0150264	.1298774

Between-Subjects Factors

		Value Label	N
KP_CODE	1	Tinggi	60
	2	Rendah	60
NS_CODE	1	Tinggi	61
	2	Rendah	59

4. Rerata Sel

Tests of Between-Subjects Effects

Dependent Variable: PI

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	23.442[a]	3	7,814	9,486	,000	,197	28,457	,997
Intercept	,012	1	,012	,014	,905	,000	,014	,052
KP_CODE	4,581	1	4,581	5,561	,020	,046	5,561	,648
KP_CODE * NS_CODE	12,648	2	6,324	7,677	,001	,117	15,354	,943
Error	95,558	116	,824					
Total	119,000	120						
Corrected Total	119,000	119						

a. R Squared = .197 (Adjusted R Squared = .176)

b. Computed using alpha = .05

Lampiran 10. Uji Statistik Rerata Sel (Lanjutan)

Tests of Between-Subjects Effects

Dependent Variable : PI

Parameter	B	Std. Error	T	Sig.	95% Confidence Interval		Partial Eta Squared	Noncent. Parameter	Observed Power[b]
					Lower Bound	Upper Bound			
Intercept	-,536	,147	-3,640	,000	-,828	-,244	,103	3,640	,950
[KP_CODE=1]	,374	,247	1,517	,132	-,114	,863	,019	1,517	,325
[KP_CODE=2]	0[a]								
[KP_CODE=1] * [NS_CODE=1]	,710	,246	2,889	,005	,223	1,196	,067	2,889	,817
[KP_CODE=1] * [NS_CODE=2]	0[a]								
[KP_CODE=2] * [NS_CODE=1]	,644	,243	2,647	,009	,162	1,125	,057	2,647	,747
[KP_CODE=2] * [NS_CODE=2]	0[a]								

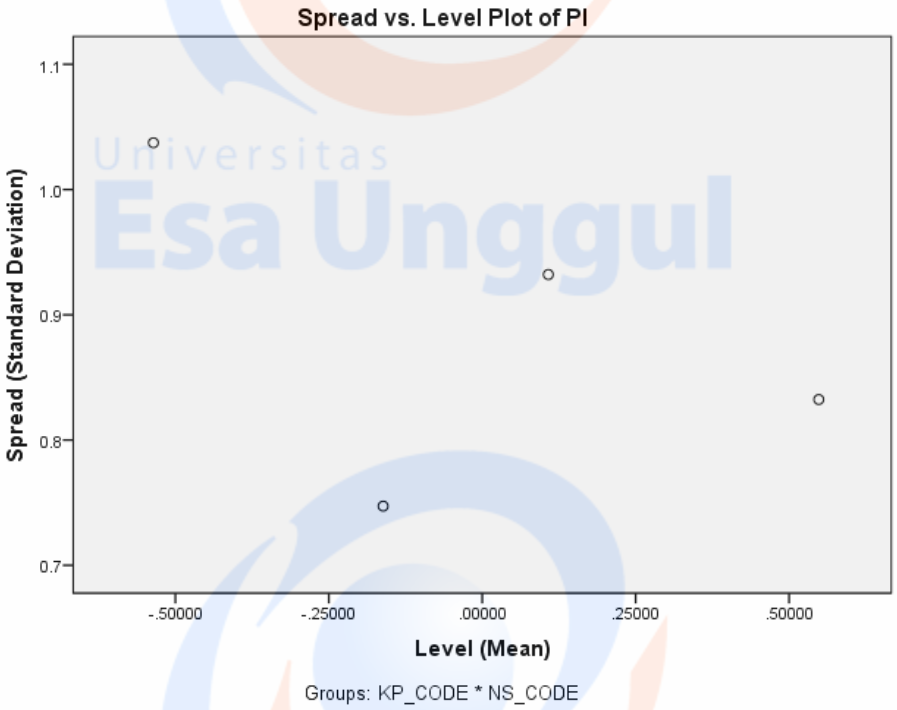
Parameter Estimates

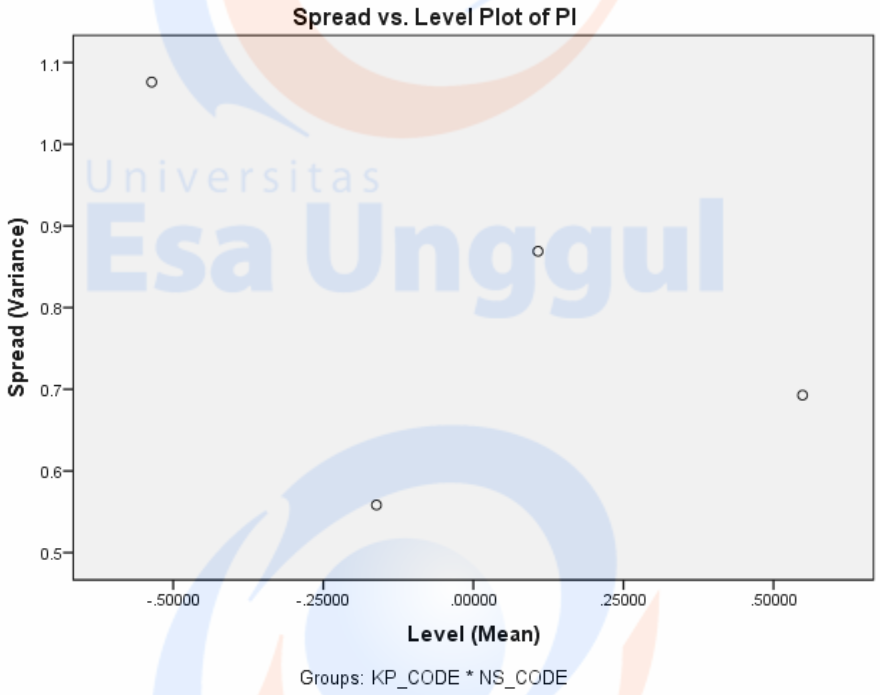
Dependent Variable: PI

KP_CODE	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Tinggi	,193	,123	-,050	,437
Rendah	-,214	,122	-,455	,027

Lampiran 10. Uji Statistik Rerata Sel

Spread Versus Level Plots





Lampiran 10. Uji Statistik Rerata Sel