

Lampiran 1. Kuesioner Penelitian



**UNIVERSITAS ESA UNGGUL
FAKULTAS EKONOMI DAN BISNIS
LAMPIRAN LEMBAR KUESIONER**

Responden Yth,

Saya, mahasiswa program studi Ilmu Manajemen, Fakultas Ekonomi dan Bisnis Universitas Esa Unggul.

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: 2015-11-001

Saya sedang meneliti Pengaruh Persepsi Risiko dan Persepsi Kemudahan Terhadap Niat Beli Ulang Konsumen Melalui Kepercayaan Pada Industri Belanja Online untuk menyelesaikan Tugas Akhir. Maka dari itu, saya mengharapkan kesediaan saudara/i untuk mengisi kuesioner ini.

Atas kesediaan saudara/i menjawabnya dengan sejujurnya dan sebaik-baiknya saya mengucapkan terima kasih.

No. Responden :

DATA RESPONDEN

Petunjuk :

Isilah data responden dibawah ini dengan menyilang (X) salah satu jawaban yang tersedia.

1. Jenis Kelamin
 - a. Laki – laki
 - b. Perempuan
2. Usia
 - a. 17-22 tahun
 - b. 23-28 tahun
 - c. 29-34 tahun
 - d. >35 tahun
3. Pendidikan
 - a. SMA / SMK
 - b. S1
 - c. S2
 - d. S3
4. Pekerjaan
 - a. Pelajar / Mahasiswa
 - b. Pegawai Negeri Sipil
 - c. Wirausaha
 - d. Karyawan Swasta
5. Pengeluaran Belanja Online Shop
 - a. < Rp. 250.000
 - b. Rp. 250.000 – Rp. 500.000
 - c. Rp. 750.000 – Rp. 1.000.000
 - d. > Rp. 1.000.000
6. Berapa kali anda membeli produk di Shopee selama sebulan
 - a. 1 – 2 kali
 - b. 3 – 4 kali
 - c. 5 – 6 kali
 - d. > 6 kali

CARA PENGISIAN

Isilah pernyataan di bawah ini yang menyangkut pengalaman anda mengenai pembelian *online* di *E-commerce* Shopee. Dengan memberikan tanda (√) di kolom yang sesuai.

Keterangan :

Skor	Keterangan
1	Sangat Tidak Setuju (STS)
2	Tidak Setuju (TS)
3	Setuju (S)
4	Sangat Setuju (SS)

No.	Pernyataan	Kategori			
		STS	TS	S	SS
Persepsi Risiko					
1.	Shopping Online di Shopee memiliki Risiko Harga				
2.	Shopping Online di Shopee Produk sesuai dengan harga yang tertera				
3.	Shopping Online di Shopee produk sesuai dengan yang diharapkan konsumen				
4.	Shopping Online di Shopee Produk yang dibeli tidak memiliki kerusakan				
5.	Shopping Online di Shopee penerimaan barang bagus				
6.	Shopping Online di Shopee mengalami risiko kegagalan dan mengalami ketakutan untuk membeli produk lagi				
7.	Shopping Online di Shopee menjamin Produk yang di beli				
8.	Shopping Online di Shopee memiliki Ketepatan waktu				
9.	Shopping Online di Shopee penerimaan barang sesuai waktu pesanan				

No.	Pernyataan	Kategori			
		STS	TS	S	SS
Persepsi Kemudahan					
1.	Saya merasa situs Shopee mudah dioperasikan				
2.	Saya merasa tampilan pada Shopee mudah dipahami seperti :Fitur Chat				
3.	Saya merasa proses pencarian produk toko online dan merek pada shopee sangat cepat				
4.	Saya merasa pendaftaran akun situs shopee mudah dipelajari				
5.	Saya merasa prosedur pemesanan produk pada situs shopee mudah dipahami				
6.	Saya merasa prosedur pembayaran pada situs shopee mudah dipahami				

No.	Pernyataan	Kategori			
		STS	TS	S	SS
Kepercayaan					
1.	Saya merasa bahwa penjual di shopee memiliki kemampuan untuk menyediakan barang yang berkualitas bagi konsumen				
2.	Saya merasa bahwa penjual di shopee mempunyai pengalaman sehingga mampu mengirim barang tepat pada waktunya				
3.	Saya merasa bahwa penjual di Shopee memiliki perhatian untuk memberikan pelayanan terbaik bagi konsumen.				

4.	Saya merasa bahwa penjual di shopee memiliki kemauan untuk memberikan keuntungan bagi konsumen				
5.	Saya merasa bahwa penjual di Shopee memiliki itikad baik untuk memberikan kepuasan kepada konsumen				
6.	Saya merasa bahwa penjual di Shopee akan memenuhi apa yang diharapkan oleh konsumen				
7.	Saya merasa bahwa penjual di shopee akan selalu menjaga				
8.	Saya percaya bahwa penjual di shopee memberikan kenyamanan dalam bertransaksi.				
9.	Saya percaya bahwa penjual di Shopee memberikan kepuasan dalam				
10.	Saya percaya bahwa penjual di Shopee memenuhi tanggung jawabnya terhadap pelanggan				

No.	Pernyataan	Kategori			
		STS	TS	S	SS
Niat Beli Ulang					
1.	Saya Berniat Shopping Online di Shopee				
2.	Saya mereferensikan belanja online di shopee kepada orang lain				
3.	Shopping Online di Shopee merupakan preferensi Utama ketika berbelanja online di Shopee				
4.	Saya ingin membeli produk lainnya di Shopee				
5.	Saya berniat mengikuti event yang ada di Shopee				

Lampiran 2 Hasil Tabulasi 30 Responden Pra Penelitian

No	Persepsi Risiko(X1)									Total
	1	2	3	4	5	6	7	8	9	
1	2	2	1	3	3	2	3	3	3	22
2	3	2	3	2	3	3	3	3	2	24
3	3	2	3	3	3	2	3	3	4	26
4	2	2	3	3	2	3	2	4	3	24
5	2	3	4	2	3	3	2	3	3	25
6	3	2	3	4	3	3	2	3	3	26
7	3	3	3	4	3	4	3	4	3	30
8	2	2	2	2	4	3	3	2	3	23
9	4	3	2	1	3	3	2	2	1	21
10	4	2	2	3	2	4	3	3	2	25
11	2	3	4	2	3	2	3	2	3	24
12	1	1	2	3	2	1	2	2	3	17
13	1	1	3	3	2	2	3	4	4	23
14	3	2	3	2	3	2	3	2	3	23
15	3	1	2	2	4	3	2	3	2	22
16	4	4	4	4	4	4	4	4	4	36
17	1	3	2	3	2	3	2	3	2	21
18	4	4	4	4	4	4	4	4	4	36
19	4	4	4	4	4	4	4	4	4	36
20	4	3	4	3	4	4	4	4	3	33
21	4	4	4	4	4	4	3	4	4	35
22	4	4	4	4	4	4	4	4	4	36
23	4	4	4	4	4	4	4	4	3	35
24	4	4	4	4	4	4	4	4	4	36
25	4	4	3	4	3	4	4	3	4	33
26	4	4	4	4	4	4	4	4	4	36
27	4	4	4	3	4	4	4	3	4	34
28	4	4	3	4	3	4	4	4	4	34
29	4	4	4	4	4	4	4	4	4	36
30	4	4	4	4	4	4	4	4	4	36

**Hasil Tabulasi 30 Responden
Responden Persepsi Kemudahan**

No	Persepsi Kemudahan(X2)						Total
	10	11	12	13	14	15	
1	3	3	3	2	3	3	17
2	4	3	3	2	3	3	18
3	3	3	2	3	4	3	18
4	3	2	3	4	3	3	18
5	3	3	3	3	3	2	17
6	4	4	3	2	3	3	19
7	3	4	3	3	4	3	20
8	3	3	3	3	2	3	17
9	4	3	3	3	3	3	19
10	4	4	3	4	3	3	21
11	3	3	3	2	4	3	18
12	2	1	3	2	3	2	13
13	3	3	2	3	2	3	16
14	3	2	3	3	4	3	18
15	3	2	3	2	3	3	16
16	4	4	4	4	4	4	24
17	3	2	3	4	3	3	18
18	4	4	4	4	4	4	24
19	4	4	4	4	4	4	24
20	4	4	3	3	4	4	22
21	4	4	4	3	4	4	23
22	4	4	3	4	4	4	23
23	4	4	3	4	4	4	23
24	4	4	3	4	4	4	23
25	4	4	3	4	4	3	22
26	4	4	4	4	4	4	24
27	4	4	4	4	3	4	23
28	4	3	4	3	4	4	22
29	4	4	3	4	4	4	23
30	4	4	4	3	4	4	23

Lampiran 3 Hasil Tabulasi 150 Responden Penelitian

No	Kepercayaan (Z)										Total
	16	17	18	19	20	21	22	23	24	25	
1	3	3	2	3	3	2	3	2	3	3	27
2	3	2	3	2	3	3	3	2	3	3	27
3	3	3	4	3	3	3	3	3	3	4	32
4	3	4	3	3	4	3	3	3	3	3	32
5	3	3	3	4	3	4	3	4	3	3	33
6	3	2	3	3	4	3	3	2	3	4	30
7	3	4	3	4	3	4	3	3	4	1	32
8	4	3	3	2	4	3	2	3	3	2	29
9	4	3	3	3	3	3	3	2	3	3	30
10	3	3	4	3	2	3	3	3	3	2	29
11	3	2	3	2	3	3	2	3	2	4	27
12	2	4	2	3	2	3	2	3	3	3	27
13	2	3	2	3	2	3	2	3	3	3	26
14	2	3	2	3	2	4	2	3	2	3	26
15	3	2	3	3	2	3	3	3	3	3	28
16	4	4	4	4	4	4	4	4	4	4	40
17	3	2	4	3	2	3	3	2	3	2	27
18	4	4	4	4	4	4	4	4	4	4	40
19	4	4	3	3	4	3	3	4	4	4	36
20	4	3	4	4	4	4	4	4	4	4	39
21	4	4	4	4	3	4	3	4	4	4	38
22	4	4	3	4	4	4	3	4	4	4	38
23	4	3	3	4	3	4	3	4	4	4	36
24	4	4	3	4	4	3	4	4	4	4	38
25	4	3	3	3	4	3	4	4	4	4	36
26	4	4	4	4	3	4	4	4	4	4	39
27	4	3	4	3	4	3	4	3	4	4	36
28	4	3	4	3	4	3	4	3	4	4	36
29	4	3	4	3	4	3	4	3	4	4	36
30	4	4	4	4	4	4	4	4	4	4	40

**Hasil Tabulasi 30 Responden
Niat Beli Ulang**

No	Niat Beli Ulang (Y)					Total
	26	27	28	29	30	
1	3	2	3	2	3	13
2	3	2	3	2	4	14
3	3	3	2	3	4	15
4	4	4	3	3	4	18
5	3	3	4	3	3	16
6	3	2	3	2	3	13
7	3	3	4	4	3	17
8	3	2	2	3	3	13
9	3	3	3	3	3	15
10	3	3	2	3	3	14
11	2	2	2	3	3	12
12	2	3	2	3	3	13
13	2	1	3	3	3	12
14	3	2	3	2	3	13
15	3	2	3	2	3	13
16	4	4	4	4	4	20
17	3	3	2	3	3	14
18	4	4	4	4	4	20
19	4	4	4	4	4	20
20	4	3	4	3	3	17
21	4	4	3	4	3	18
22	4	4	4	4	4	20
23	4	4	3	4	3	18
24	4	4	3	4	4	19
25	4	4	4	4	4	20
26	3	4	4	4	4	19
27	4	4	4	3	4	19
28	3	4	4	4	3	18
29	3	4	4	4	4	19
30	4	4	3	4	3	18

Lampiran 3 Hasil Tabulasi 150 Responden Penelitian

No	1	2	3	4	5	6	7	8	9	Tot al
1	3	2	3	3	4	4	3	3	3	28
2	3	3	3	3	3	3	3	3	3	27
3	3	3	4	3	3	3	3	3	2	27
4	3	3	3	3	4	4	3	3	3	29
5	3	4	3	3	3	4	3	3	3	29
6	3	3	4	4	3	4	2	2	4	29
7	3	3	3	1	2	3	2	1	3	21
8	2	2	3	3	3	3	3	3	3	25
9	3	2	3	2	4	3	3	3	4	27
10	3	3	2	3	3	4	4	3	3	28
11	3	3	3	3	3	4	4	4	3	30
12	2	2	4	3	3	3	3	3	3	26
13	3	4	3	2	3	4	3	3	4	29
14	3	2	2	2	2	2	1	3	2	19
15	2	2	3	3	3	3	3	3	3	25
16	3	3	3	3	3	3	2	3	2	25
17	1	1	1	1	1	1	1	1	1	9
18	2	3	3	4	4	3	3	3	4	29
19	3	3	3	4	2	3	2	2	2	24
20	3	4	3	3	3	3	3	3	3	28
21	2	2	3	3	4	3	3	3	3	26
22	2	2	3	4	3	3	3	3	3	26
23	3	3	2	2	3	3	3	3	4	26
24	4	3	4	3	4	3	4	3	4	32
25	3	3	3	3	3	3	3	3	3	27
26	3	3	3	3	3	3	3	3	3	27
27	3	3	3	3	3	3	4	4	4	30
28	3	3	4	4	3	3	2	3	4	29
29	3	3	3	3	3	3	4	4	3	29
30	3	4	3	3	3	3	3	3	3	28
31	3	2	3	3	3	3	3	2	2	24
32	3	2	2	2	2	2	2	3	2	20
33	2	2	3	3	3	3	3	3	3	25
34	2	3	1	4	3	4	1	3	2	23
35	3	3	4	4	3	3	3	4	3	30
36	2	2	3	3	4	3	3	2	3	25
37	4	4	3	3	3	3	3	3	3	29
38	3	3	3	3	3	3	3	3	3	27

39	3	3	4	3	3	4	4	3	4	31
40	1	2	3	2	2	3	3	2	2	20
41	2	3	4	3	3	4	3	3	3	28
42	3	3	4	4	2	3	3	3	4	29
43	3	3	4	4	2	2	1	1	3	23
44	3	3	3	3	3	3	3	3	3	27
45	2	3	3	3	4	3	4	3	2	27
46	3	3	3	4	4	4	3	3	3	30
47	4	3	3	3	3	4	3	3	3	29
48	3	3	3	4	4	2	2	4	4	29
49	4	3	3	4	4	4	4	3	3	32
50	3	4	2	3	3	3	3	3	3	27
51	3	2	3	3	3	3	3	3	3	26
52	4	4	4	3	4	4	3	4	4	34
53	3	3	3	3	3	3	3	4	4	29
54	3	3	3	4	4	4	4	3	3	31
55	4	4	3	3	3	3	3	3	4	30
56	4	3	3	3	3	3	3	4	4	30
57	2	3	3	3	4	4	4	3	2	28
58	3	3	4	3	3	3	3	3	3	28
59	2	2	3	3	3	3	4	4	3	27
60	4	3	3	3	3	3	3	3	4	29
61	4	4	3	3	3	3	4	3	4	31
62	1	2	3	3	3	3	3	3	3	24
63	3	3	3	3	3	3	3	3	3	27
64	3	2	3	3	3	3	2	2	1	22
65	1	2	3	3	4	3	3	3	3	25
66	3	3	3	3	3	4	3	4	3	29
67	3	3	3	4	4	3	4	4	4	32
68	3	3	3	4	3	3	2	3	4	28
69	3	3	3	3	4	4	4	2	4	30
70	3	3	4	4	4	3	4	3	3	31
71	2	2	3	3	3	4	3	3	3	26
72	3	3	3	3	3	2	4	4	2	27
73	3	3	3	3	3	4	4	4	2	29
74	4	4	3	3	3	4	3	3	3	30
75	3	3	3	4	3	4	3	3	3	29
76	3	3	3	3	3	3	3	3	3	27
77	3	3	4	3	3	3	3	3	3	28
78	4	4	4	3	3	4	3	4	4	33
79	3	3	3	3	3	3	3	3	3	27

80	2	3	3	3	4	4	3	3	3	28
81	3	3	3	3	4	3	3	3	3	28
82	3	3	3	4	3	4	4	3	3	30
83	2	2	2	1	1	2	1	2	1	14
84	3	3	3	3	3	3	3	2	2	25
85	3	3	3	3	3	3	3	3	2	26
86	3	3	3	3	3	3	3	3	3	27
87	3	3	4	3	3	3	3	3	3	28
88	4	3	3	4	4	3	3	3	3	30
89	3	3	3	3	3	3	4	3	3	28
90	3	3	3	3	3	3	3	3	3	27
91	3	3	3	3	3	4	4	2	3	28
92	2	2	3	3	3	3	3	3	3	25
93	3	4	3	3	3	3	4	4	3	30
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95	2	3	3	3	3	3	3	3	4	27
96	3	3	4	4	4	3	3	3	3	30
97	3	2	2	3	4	3	3	3	4	27
98	3	2	3	3	3	3	2	3	4	26
99	3	4	3	4	2	3	4	2	3	28
100	3	3	4	2	3	4	4	2	3	28
101	3	3	3	3	4	4	4	3	3	30
102	2	3	3	3	3	3	3	3	4	27
103	3	3	2	2	3	4	3	3	3	26
104	4	3	3	4	3	3	3	4	4	31
105	3	3	2	3	2	3	2	3	3	24
106	4	4	2	3	4	3	3	3	4	30
107	3	3	3	3	3	3	3	3	3	27
108	4	4	4	3	4	4	3	4	4	34
109	3	1	2	3	3	3	4	4	2	25
110	1	2	2	4	3	2	4	4	4	26
111	3	3	3	3	3	3	4	3	3	28
112	4	4	4	3	4	3	3	4	3	32
113	1	3	2	4	2	3	1	3	4	23
114	3	4	3	4	4	3	4	4	3	32
115	3	2	3	3	3	2	4	2	2	24
116	3	2	3	3	3	2	4	2	2	24
117	3	3	3	3	3	1	3	3	3	25
118	3	3	3	4	4	1	2	2	3	25
119	3	3	3	1	2	3	4	3	2	24
120	2	1	1	3	3	2	2	3	3	20

121	2	2	4	2	1	2	3	2	4	22
122	2	1	3	3	4	4	4	3	1	25
123	3	3	3	3	3	3	4	4	4	30
124	3	2	3	3	3	3	3	4	3	27
125	4	1	3	2	3	4	3	2	4	26
126	3	4	1	2	4	2	3	1	4	24
127	4	2	4	2	3	3	4	4	4	30
128	1	3	2	3	4	4	3	2	4	26
129	2	4	3	3	4	4	4	4	1	29
130	4	4	3	1	3	2	4	4	4	29
131	3	3	3	4	4	4	4	4	3	32
132	2	1	4	3	1	3	4	3	4	25
133	3	2	2	1	1	3	3	3	4	22
134	3	4	2	3	4	3	2	1	4	26
135	3	4	1	1	2	1	1	3	3	19
136	4	1	3	4	4	4	3	2	3	28
137	4	4	4	4	3	3	3	3	2	30
138	3	3	3	3	3	2	3	2	3	25
139	3	3	3	4	4	4	1	1	2	25
140	4	1	3	3	2	3	3	3	4	26
141	3	4	3	4	3	2	3	2	2	26
142	3	4	4	4	2	3	3	4	4	31
143	3	4	2	3	4	4	3	1	4	28
144	4	4	3	4	2	1	3	4	3	28
145	3	2	3	4	4	3	3	4	3	29
146	2	1	4	3	3	4	4	4	4	29
147	3	2	3	1	4	4	3	3	3	26
148	1	4	2	3	4	4	3	1	2	24
149	4	3	2	3	4	4	3	2	4	29
150	1	4	2	3	4	3	2	3	2	24

**Hasil Tabulasi 150 Responden
Persepsi Kemudahan**

No	10	11	12	13	14	15	Total
1	3	3	3	3	3	3	18
2	3	3	4	3	3	3	19
3	3	3	3	3	4	4	20
4	3	4	3	3	3	4	20
5	3	3	4	4	3	4	21
6	3	3	3	1	2	3	15
7	2	2	3	3	3	3	16
8	3	2	3	2	4	3	17
9	3	3	2	3	3	4	18
10	3	3	3	3	3	4	19
11	2	2	4	3	3	3	17
12	3	4	3	2	3	4	19
13	3	2	2	2	2	2	13
14	2	2	3	3	3	3	16
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**Hasil Tabulasi 150 Responden Persepsi
Kemudahan**

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**Hasil Tabulasi 150 Responden
Niat Beli Ulang**

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133	3	2	2	1	1	9
134	3	4	2	3	4	16
135	3	4	1	1	2	11
136	4	1	3	4	4	16
137	4	4	4	4	3	19
138	3	3	3	3	3	15
139	3	3	3	4	4	17
140	4	1	3	3	2	13
141	3	4	3	4	3	17
142	3	4	4	4	2	17
143	3	4	2	3	4	16
144	4	4	3	4	2	17
145	3	2	3	4	4	16
146	2	1	4	3	3	13
147	3	2	3	1	4	13
148	1	4	2	3	4	14
149	4	3	2	3	4	16
150	1	4	2	3	4	14

Lampiran 5 Hasil Uji Validitas

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	xsum
P1	Pearson Correlation	1	.711**	.517**	.443*	.677**	.803**	.691**	.446*	.303	.797**
	Sig. (2-tailed)		.000	.003	.014	.000	.000	.000	.013	.103	.000
	N	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.711**	1	.700**	.591**	.617**	.786**	.731**	.526**	.518**	.878**
	Sig. (2-tailed)	.000		.000	.001	.000	.000	.000	.003	.003	.000
	N	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.517**	.700**	1	.474**	.581**	.541**	.618**	.564**	.630**	.787**
	Sig. (2-tailed)	.003	.000		.008	.001	.002	.000	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.443*	.591**	.474**	1	.322	.585**	.618**	.769**	.724**	.768**
	Sig. (2-tailed)	.014	.001	.008		.083	.001	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.677**	.617**	.581**	.322	1	.593**	.640**	.364*	.422*	.728**
	Sig. (2-tailed)	.000	.000	.001	.083		.001	.000	.048	.020	.000
	N	30	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.803**	.786**	.541**	.585**	.593**	1	.645**	.674**	.314	.841**
	Sig. (2-tailed)	.000	.000	.002	.001	.001		.000	.000	.092	.000
	N	30	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.691**	.731**	.618**	.618**	.640**	.645**	1	.565**	.693**	.866**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.446*	.526**	.564**	.769**	.364*	.674**	.565**	1	.568**	.756**
	Sig. (2-tailed)	.013	.003	.001	.000	.048	.000	.001	.001		.000
	N	30	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	.303	.518**	.630**	.724**	.422*	.314	.693**	.568**	1	.711**
	Sig. (2-tailed)	.103	.003	.000	.000	.020	.092	.000	.001		.000
	N	30	30	30	30	30	30	30	30	30	30
xsum	Pearson Correlation	.797**	.878**	.787**	.768**	.728**	.841**	.866**	.756**	.711**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

Uji Validitas 30 Responden Persepsi Kemudahan

		Correlations						
		P10	P11	P12	P13	P14	P15	xsum
P10	Pearson Correlation	1	.815**	.507**	.473**	.434*	.766**	.863**
	Sig. (2-tailed)		.000	.004	.008	.017	.000	.000
	N	30	30	30	30	30	30	30
P11	Pearson Correlation	.815**	1	.371*	.457*	.454*	.686**	.839**
	Sig. (2-tailed)	.000		.044	.011	.012	.000	.000
	N	30	30	30	30	30	30	30
P12	Pearson Correlation	.507**	.371*	1	.291	.398*	.590**	.649**
	Sig. (2-tailed)	.004	.044		.118	.030	.001	.000
	N	30	30	30	30	30	30	30
P13	Pearson Correlation	.473**	.457*	.291	1	.318	.539**	.692**
	Sig. (2-tailed)	.008	.011	.118		.086	.002	.000
	N	30	30	30	30	30	30	30
P14	Pearson Correlation	.434*	.454*	.398*	.318	1	.579**	.678**
	Sig. (2-tailed)	.017	.012	.030	.086		.001	.000
	N	30	30	30	30	30	30	30
P15	Pearson Correlation	.766**	.686**	.590**	.539**	.579**	1	.892**
	Sig. (2-tailed)	.000	.000	.001	.002	.001		.000
	N	30	30	30	30	30	30	30
xsum	Pearson Correlation	.863**	.839**	.649**	.692**	.678**	.892**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

Uji Validitas 30 Responden Niat Beli Ulang

		Correlations					
		P16	P17	P18	P19	P20	xsum
P16	Pearson Correlation	1	.725**	.501**	.472**	.468**	.800**
	Sig. (2-tailed)		.000	.005	.008	.009	.000
	N	30	30	30	30	30	30
P17	Pearson Correlation	.725**	1	.496**	.800**	.531**	.921**
	Sig. (2-tailed)	.000		.005	.000	.003	.000
	N	30	30	30	30	30	30
P18	Pearson Correlation	.501**	.496**	1	.453*	.418*	.733**
	Sig. (2-tailed)	.005	.005		.012	.021	.000
	N	30	30	30	30	30	30
P19	Pearson Correlation	.472**	.800**	.453*	1	.356	.808**
	Sig. (2-tailed)	.008	.000	.012		.054	.000
	N	30	30	30	30	30	30
P20	Pearson Correlation	.468**	.531**	.418*	.356	1	.657**
	Sig. (2-tailed)	.009	.003	.021	.054		.000
	N	30	30	30	30	30	30
xsum	Pearson Correlation	.800**	.921**	.733**	.808**	.657**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

**Uji Validitas 30 Responden Kepercayaan
Correlations**

		P21	P22	P23	P24	P25	P26	P27	P28	P29	P30	xsum
P21	Pearson Correlation	1	.313	.627**	.360	.746**	.248	.715**	.486**	.760**	.487**	.787**
	Sig. (2-tailed)		.092	.000	.051	.000	.187	.000	.006	.000	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P22	Pearson Correlation	.313	1	.098	.634**	.332	.441*	.276	.637**	.571**	.154	.613**
	Sig. (2-tailed)	.092		.607	.000	.073	.015	.139	.000	.001	.416	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P23	Pearson Correlation	.627**	.098	1	.301	.373*	.304	.690**	.283	.520**	.294	.584**
	Sig. (2-tailed)	.000	.607		.106	.043	.102	.000	.129	.003	.115	.001
	N	30	30	30	30	30	30	30	30	30	30	30
P24	Pearson Correlation	.360	.634**	.301	1	.197	.723**	.514**	.676**	.649**	.252	.702**
	Sig. (2-tailed)	.051	.000	.106		.297	.000	.004	.000	.000	.180	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P25	Pearson Correlation	.746**	.332	.373*	.197	1	.107	.608**	.370*	.599**	.529**	.719**
	Sig. (2-tailed)	.000	.073	.043	.297		.573	.000	.044	.000	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P26	Pearson Correlation	.248	.441*	.304	.723**	.107	1	.211	.664**	.369*	.155	.571**
	Sig. (2-tailed)	.187	.015	.102	.000	.573		.264	.000	.045	.413	.001
	N	30	30	30	30	30	30	30	30	30	30	30
P27	Pearson Correlation	.715**	.276	.690**	.514**	.608**	.211	1	.395*	.775**	.485**	.774**
	Sig. (2-tailed)	.000	.139	.000	.004	.000	.264		.031	.000	.007	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P28	Pearson Correlation	.486**	.637**	.283	.676**	.370*	.664**	.395*	1	.603**	.477**	.776**
	Sig. (2-tailed)	.006	.000	.129	.000	.044	.000	.031		.000	.008	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P29	Pearson Correlation	.760**	.571**	.520**	.649**	.599**	.369*	.775**	.603**	1	.393*	.833**
	Sig. (2-tailed)	.000	.001	.003	.000	.000	.045	.000	.000		.032	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P30	Pearson Correlation	.487**	.154	.294	.252	.529**	.155	.485**	.477**	.393*	1	.666**
	Sig. (2-tailed)	.006	.416	.115	.180	.003	.413	.007	.008	.032		.000
	N	30	30	30	30	30	30	30	30	30	30	30
xsum	Pearson Correlation	.787**	.613**	.584**	.702**	.719**	.571**	.774**	.776**	.833**	.666**	1
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.001	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

Lampiran 6 Hasil Uji Reliabilitas

**Hasil Uji Reliabilitas
Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Sumber : Hasil Output Statistik 2020

Reliability Statistics

Cronbach's Alpha	N of Items
	30

Sumber : Hasil Output Statistik 2020

Lampiran 7 Hasil Analisis Jalur 1 dan 2

Analisis Jalur Tahap 1
Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Persepsi Kemudahan, Persepsi Risiko ^b	.	Enter

a. Dependent Variable: Kepercayaan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.883 ^a	.779	.776	2.314

a. Predictors: (Constant), Persepsi Kemudahan, Persepsi Risiko

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2774.179	2	1387.090	259.035	.000 ^b
	Residual	787.161	147	5.355		
	Total	3561.340	149			

a. Dependent Variable: Kepercayaan

b. Predictors: (Constant), Persepsi Kemudahan, Persepsi Risiko

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.394	1.653		.843	.400
	Persepsi Risiko	.184	.051	.153	3.597	.000
	Persepsi Kemudahan	1.317	.069	.809	19.016	.000

a. Dependent Variable: Kepercayaan

Analisis Jalur Tahap 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepercayaan, Persepsi Risiko, Persepsi Kemudahan ^b	.	Enter

a. Dependent Variable: Niat Beli Ulang

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.910 ^a	.828	.824	1.094

a. Predictors: (Constant), Kepercayaan, Persepsi Risiko, Persepsi Kemudahan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	838.680	3	279.560	233.793	.000 ^b
	Residual	174.580	146	1.196		
	Total	1013.260	149			

a. Dependent Variable: Niat Beli Ulang

b. Predictors: (Constant), Kepercayaan, Persepsi Risiko, Persepsi Kemudahan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.500	.783		-.639	.524
	Persepsi Risiko	.051	.025	.079	2.016	.046
	Persepsi Kemudahan	.304	.061	.350	4.997	.000
	Kepercayaan	.292	.039	.548	7.493	.000

a. Dependent Variable: Niat Beli Ulang