

Kuesioner Penelitian Shopee

**PENGARUH PENGALAMAN BELANJA *ONLINE*, *WORD OF MOUTH* (WOM),
DAN CITRA MEREK, DENGAN MEDIASI KEPERCAYAAN *WEBSITE*
TERHADAP KEPUTUSAN PEMBELIAN PADA LAYANAN BELANJA *ONLINE* DI
GRESIK (STUDI KASUS PADA SHOPEE DAN BUKALAPAK DI GRESIK)**



Responden yang terhormat,

Saya Meilinda Dentatama Mahardini, Mahasiswa Manajemen Pemasaran STIE Perbanas Surabaya, sedang melakukan penelitian mengenai pengaruh Pengalaman Belanja *Online*, *Word of Mouth*, dan Citra Merek, dengan mediasi Kepercayaan *Website* terhadap keputusan pembelian pada layanan belanja *online* di Gresik (studi kasus pada Shopee dan Bukalapak di Gresik).

Saya mohon kesediaan Anda untuk dapat berpartisipasi dalam menjawab kuesioner ini. Tidak ada jawaban yang salah dalam kuesioner ini. Seluruh informasi yang diterima dalam kuesioner ini bersifat rahasia dan dipergunakan hanya untuk kepentingan penelitian. Atas kerjasama dan partisipasi Anda, Saya sampaikan terima kasih.

Petunjuk pengisian kuisisioner:

Jawablah pertanyaan-pertanyaan berikut ini dengan cara:

- Memberi tanda (√) pada kotak jawaban yang tersedia, sesuai dengan keadaan Saudara yang sebenar-benarnya

IDENTITAS RESPONDEN

Isikan titik-titik di bawah ini dengan benar dan berikan tanda (\surd) pada jawaban yang sesuai dengan pilihan saudara.

1. Nama responden :
2. Usia : $17 \leq x < 25$ tahun $46 \leq x < 55$ tahun
 $26 \leq x < 35$ tahun > 55 tahun
 $36 \leq x < 45$ tahun
3. Jenis Kelamin : Laki-laki Perempuan
4. Pendidikan terakhir : SMA S2
 Diploma S3
 S1 Lain-lain.....
5. No. Telpn :
6. Alamat :
.....
7. Pekerjaan : Bekerja Tidak
bekerja
 Pegawai Swasta Pelajar/mahasiswa
 Pegawai Negeri Ibu rumah tangga
 Wiraswasta Lain-lain.....
 TNI/Polri

PERTANYAAN TERBUKA

1. Apakah saudara pernah melakukan transaksi melalui Shopee di Gresik?
 Ya Tidak

2. Berapa intensitas penggunaan transaksi melalui Shopee?
 1 kali/bulan

 Antara 2-4 kali/bulan

 Antara 5-6 kali/bulan

 >6 kali/bulan

3. Jenis produk apa yang sering saudara beli melalui Shopee?
 Fashion

 Elektronik dan gadget

 Makanan dan minuman

 Buku dan mainan

 Peralatan rumah tangga

 Peralatan otomotif

 Lainnya:.....

PETUNJUK PENGISIAN

Berikan tanda (√) pada kolom yang menjadi pilihan jawaban saudara, dengan ketentuan semakin ke kanan maka menunjukkan jawaban sangat setuju.

STS = Sangat tidak setuju

S = Setuju

TS = Tidak setuju

SS = Sangat setuju

CS = Cukup setuju

No	Pertanyaan	STS	TS	CS	S	SS
Pengalaman Belanja <i>Online</i> (X1)						
1	Saya merasa bentuk pembayaran pada Shopee mudah					
2	Saya merasa persyaratan pengiriman Shopee mudah					
3	Saya merasa layanan yang ditawarkan Shopee banyak ragamnya					
4	Saya merasa risiko belanja pada Shopee lebih rendah					
5	Saya belanja melalui Shopee lebih aman					
6	Saya belanja melalui Shopee terasa lebih personal					
7	Saya merasa tampilan Shopee menarik					
8	Saya merasa pengoperasian Shopee mudah digunakan					
9	Saya merasa navigasi yang diberikan pada Shopee mudah digunakan					
10	Saya belanja merasa senang berbelanja melalui Shopee					
11	Saya mempunyai kenikmatan tersendiri berbelanja di Shopee					

No	Pertanyaan	STS	TS	CS	S	SS
Word of Mouth (WOM) (X2)						
1	Saya mengetahui bahwa Shopee sudah dikenal dan berkesan baik					
2	Saya mengetahui bahwa Shopee adalah pilihan yang tepat					
3	Sebelum membeli, saya melihat <i>review</i> pembeli Shopee lainnya					
4	Sebelum membeli, saya mengumpulkan informasi dari pembeli Shopee lainnya					
5	Sebelum membeli, saya merasa khawatir apabila tidak membaca <i>review</i> produk Shopee					
6	Saya yakin berbelanja di Shopee atas <i>review</i> dari pembeli lain					
Citra Merek (X3)						
1	Saya merasa Shopee mudah diingat					
2	Saya mengetahui Shopee memiliki ciri khas yang baik					
3	Saya percaya Shopee memberikan kualitas terbaik					
Kepercayaan Website (Z)						
1	Saya merasa aman berbelanja di Shopee					
2	Saya merasa Shopee memiliki jaminan yang baik					
3	Saya merasa lebih privasi berbelanja di Shopee					
4	Saya tidak pernah merasa kecewa melakukan transaksi melalui Shopee					
5	Saya merasa Shopee dapat diandalkan					

No	Pertanyaan	STS	TS	CS	S	SS
Keputusan Pembelian (Y)						
1	Sebelum membeli, saya mengetahui produk Shopee yang akan dibeli					
2	Sebelum membeli, saya mencari informasi tentang Shopee					
3	Saya melakukan evaluasi alternatif pada Shopee					
4	Saya membeli melalui Shopee					
5	Saya memberikan <i>review</i> setelah membeli di Shopee					

Menurut Bapak-Ibu, Saudara/i, apa yang harus dilakukan Shopee terhadap Keputusan Pembeliannya agar semakin meningkat penjualannya sehingga dapat menarik konsumen untuk membeli kembali untuk kedepannya khususnya di Gresik?

Jawab :

Terima Kasih

No. Responden :

Kuesioner Penelitian Bukalapak

**PENGARUH PENGALAMAN BELANJA *ONLINE*, *WORD OF MOUTH* (WOM),
DAN CITRA MEREK, DENGAN MEDIASI KEPERCAYAAN *WEBSITE*
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Saya mohon kesediaan Anda untuk dapat berpartisipasi dalam menjawab kuesioner ini. Tidak ada jawaban yang salah dalam kuesioner ini. Seluruh informasi yang diterima dalam kuesioner ini bersifat rahasia dan dipergunakan hanya untuk kepentingan penelitian. Atas kerjasama dan partisipasi Anda, Saya sampaikan terima kasih.

Petunjuk pengisian kuisisioner:

Jawablah pertanyaan-pertanyaan berikut ini dengan cara:

- Memberi tanda (√) pada kotak jawaban yang tersedia, sesuai dengan keadaan Saudara yang sebenar-benarnya

IDENTITAS RESPONDEN

Isikan titik-titik di bawah ini dengan benar dan berikan tanda (\surd) pada jawaban yang sesuai dengan pilihan saudara.

8. Nama responden :
9. Usia : $17 \leq x < 25$ tahun $46 \leq x < 55$ tahun
 $26 \leq x < 35$ tahun > 55 tahun
 $36 \leq x < 45$ tahun
10. Jenis Kelamin : Laki-laki Perempuan
11. Pendidikan terakhir : SMA S2
 Diploma S3
 S1 Lain-lain.....
12. No. Telpon :
13. Alamat :
-
14. Pekerjaan : Bekerja Tidak
bekerja
- Pegawai Swasta Pelajar/mahasiswa
 Pegawai Negeri Ibu rumah tangga
 Wiraswasta Lain-lain.....
 TNI/Polri

PERTANYAAN TERBUKA

4. Apakah saudara pernah melakukan transaksi melalui Bukalapak di Gresik?
- Ya Tidak
5. Berapa intensitas penggunaan transaksi melalui Bukalapak?
- 1 kali/bulan
- Antara 2-4 kali/bulan
- Antara 5-6 kali/bulan
- >6 kali/bulan
6. Jenis produk apa yang sering saudara beli melalui Bukalapak?
- Fashion
- Elektronik dan gadget
- Makanan dan minuman
- Buku dan mainan
- Peralatan rumah tangga
- Peralatan otomotif
- Lainnya:.....

PETUNJUK PENGISIAN

Berikan tanda (v) pada kolom yang menjadi pilihan jawaban saudara, dengan ketentuan semakin ke kanan maka menunjukkan jawaban sangat setuju.

STS = Sangat tidak setuju

S = Setuju

TS = Tidak setuju

SS = Sangat setuju

CS = Cukup setuju

No	Pertanyaan	STS	TS	CS	S	SS
Pengalaman Belanja <i>Online</i> (X1)						
1	Saya merasa bentuk pembayaran pada Bukalapak mudah					
2	Saya merasa persyaratan pengiriman Bukalapak mudah					
3	Saya merasa layanan yang ditawarkan Bukalapak banyak ragamnya					
4	Saya merasa risiko belanja pada Bukalapak lebih rendah					
5	Saya belanja melalui Bukalapak lebih aman					
6	Saya belanja melalui Bukalapak terasa lebih personal					
7	Saya merasa tampilan Bukalapak menarik					
8	Saya merasa pengoperasian Bukalapak mudah digunakan					
9	Saya merasa navigasi yang diberikan pada Bukalapak mudah digunakan					
10	Saya belanja merasa senang berbelanja melalui Bukalapak					
11	Saya mempunyai kenikmatan tersendiri berbelanja di Bukalapak					

No	Pertanyaan	STS	TS	CS	S	SS
Word of Mouth (WOM) (X2)						
1	Saya mengetahui bahwa Bukalapak sudah dikenal dan berkesan baik					
2	Saya mengetahui bahwa Bukalapak adalah pilihan yang tepat					
3	Sebelum membeli, saya melihat <i>review</i> pembeli Bukalapak lainnya					
4	Sebelum membeli, saya mengumpulkan informasi dari pembeli Bukalapak lainnya					
5	Sebelum membeli, saya merasa khawatir apabila tidak membaca <i>review</i> produk Bukalapak					
6	Saya yakin berbelanja di Bukalapak atas <i>review</i> dari pembeli lain					
Citra Merek (X3)						
1	Saya merasa Bukalapak mudah diingat					
2	Saya mengetahui Bukalapak memiliki ciri khas yang baik					
3	Saya percaya Bukalapak memberikan kualitas terbaik					
Kepercayaan Website (Z)						
1	Saya merasa aman berbelanja di Bukalapak					
2	Saya merasa Bukalapak memiliki jaminan yang baik					
3	Saya merasa lebih privasi berbelanja di Bukalapak					
4	Saya tidak pernah merasa kecewa melakukan transaksi melalui Bukalapak					
5	Saya merasa Bukalapak dapat diandalkan					

No	Pertanyaan	STS	TS	CS	S	SS
Keputusan Pembelian (Y)						
1	Sebelum membeli, saya mengetahui produk Bukalapak yang akan dibeli					
2	Sebelum membeli, saya mencari informasi tentang Bukalapak					
3	Saya melakukan evaluasi alternatif pada Bukalapak					
4	Saya membeli melalui Bukalapak					
5	Saya memberikan <i>review</i> setelah membeli di Bukalapak					

Menurut Bapak-Ibu, Saudara/i, apa yang harus dilakukan Bukalapak terhadap Keputusan Pembeliannya agar semakin meningkat penjualannya sehingga dapat menarik konsumen untuk membeli kembali untuk kedepannya khususnya di Gresik?

Jawab :

Terima Kasih

LAMPIRAN 2: DATA RESPONDEN SAMPEL KECIL

SHOPEE

No	Nama	Alamat	No. Telp	Usia	Jenis Kelamin	Pendidikan Terakhir	Pekerjaan	Intesitas Penggunaan	Jenis Produk
1	Zhafirah Putri Maharani	Bukit Randu Agung Indah Blok I 12 Gresik	81233824143	1	2	2	1	2	1
2	Mifta Andini Larasati	Jl Ahmad Yani RT 04 RW 09 Sidayu Gresik	85736861784	1	2	2	1	4	7
3	Ida Kusmiyah	Bukit Randu Agung Indah Blok K 1 Gresik	85733472294	2	2	1	6	2	1
4	Amadeo Rahman	Jl Panglima Sudirman 69 Gresik	82216191746	1	1	1	5	1	1
5	Alifatin Nur Azizah	Jl Emerald V No. 10 PPS	85851522405	1	2	2	5	1	1
6	Rosida	Jl Gamping Pongangan Manyar Gresik	85785721745	1	2	2	1	2	3
7	Vika Wahyuni	Jl Berlian I No. 5 PPS	82282262549	2	2	1	6	1	1
8	Putri Nafidzah Ghassani	Jl KH Abdul Karim 14B No. 17 Gresik	81261438524	1	2	1	5	1	1
9	Ririt Rustianti	Bukit Randu Agung Indah Blok K 1 Gresik	81281739921	1	2	1	5	1	1
10	Zuhrotul Lailah	Jl Sitarda RT 01 RW 01 Lasem Sidayu Gresik	85777777503	4	2	1	3	1	1
11	Mira Juniar	Jl Sitarda RT 01 RW 01 Lasem Sidayu Gresik	81706385725	1	2	1	5	1	2
12	Anindita Desyana	Jl Sampit No. 10 GKB	81387974851	1	2	1	5	1	1
13	Putri Amalia	Jl Pasir Raya No. 7 PPI	81234594890	1	2	1	5	1	2
14	Arga Pramudya A	Bukit Randu Agung Indah Blok J 4 Gresik	85951756860	1	1	1	5	1	6
15	Dwi Kartika Putri	Jl Bali II No. 32 GKB	83832049849	1	2	1	5	1	2

BUKALAPAK

No	Nama	Alamat	No. Telp	Usia	Jenis Kelamin	Pendidikan Terakhir	Pekerjaan	Intesitas Penggunaan	Jenis Produk
1	Zhafirah Putri Maharani	Bukit Randu Agung Indah Blok I 12 Gresik	81233824143	1	2	2	1	1	1
2	Mifta Andini Larasati	Jl Ahmad Yani RT 04 RW 09 Sidayu Gresik	85736861784	1	2	2	1	4	7
3	Ida Kusmiyah	Bukit Randu Agung Indah Blok K 1 Gresik	85733472294	2	2	1	6	2	1
4	Amadeo Rahman	Jl Panglima Sudirman 69 Gresik	82216191746	1	1	1	5	1	1
5	Veni Asmarita	Bukit Randu Agung Indah Blok I 14 Gresik	85234162303	1	2	2	1	2	2
6	Rosida	Jl Gamping Pongangan Manyar Gresik	85785721745	1	2	2	1	1	3
7	Putri Rahmawati	Jl Kayu II No. 36 GKB	82230568854	2	2	1	1	2	1
8	Yoga Karya Pratama	Bukit Randu Agung Indah Blok H 18 Gresik	8121609648	1	1	1	5	1	2
9	Ririt Rustianti	Bukit Randu Agung Indah Blok K 1 Gresik	81281739921	1	2	1	5	2	3
10	Ainul Yaqin	Jl Banjarmasin No. 16 GKB	89791090420	1	1	2	5	2	2
11	Mira Juniar	Jl Sitarda RT 01 RW 01 Lasem Sidayu Gresik	81706385725	1	2	1	5	1	1
12	Anindita Desyana	Jl Sampit No. 10 GKB	81387974851	1	2	1	5	1	3
13	Putri Amalia	Jl Pasir Raya No. 7 PPI	81234594890	1	2	1	5	2	4
14	Arga Pramudya A	Bukit Randu Agung Indah Blok J 4 Gresik	85951756860	1	1	1	5	1	6
15	Hanna Putri Safitri	Jl Pontianak No. 15 GKB	85751620920	1	2	1	5	1	2

LAMPIRAN 3: TABULASI SAMPEL KECIL

SHOPEE

No	Pengalaman Belanja Online (X1)											Word of Mouth (WOM) (X2)						Citra Merek (X3)			Kepercayaan Website (Z)					Keputusan Pembelian (Y)					
	PBO1	PBO2	PBO3	PBO4	PBO5	PBO6	PBO7	PBO8	PBO9	PBO10	PBO11	WOM1	WOM2	WOM3	WOM4	WOM5	WOM6	CM1	CM2	CM3	KW1	KW2	KW3	KW4	KW5	KP1	KP2	KP3	KP4	KP5	
1	4	5	4	3	4	4	4	4	3	4	4	3	4	3	3	4	4	3	3	4	3	4	3	4	3	3	4	3	4	3	4
2	4	2	2	4	3	2	3	3	4	4	5	4	5	4	5	5	5	5	4	4	2	1	2	1	3	4	4	4	4	4	
3	3	3	3	3	3	3	3	3	2	2	2	2	1	2	2	2	2	4	3	3	4	3	4	3	3	3	2	2	1	2	
4	4	4	3	3	3	3	3	3	3	3	3	4	3	4	4	4	3	4	4	4	3	4	3	4	4	4	4	4	4	2	
5	3	4	3	4	4	3	4	4	4	5	5	4	4	4	4	3	5	2	3	3	4	5	4	5	5	5	5	5	4	5	4
6	5	4	4	5	3	4	3	4	4	5	5	5	5	4	4	4	3	3	4	4	4	3	5	3	3	4	4	4	4	3	
7	3	3	2	3	2	2	2	2	2	2	2	3	2	2	2	2	2	5	5	5	4	5	4	5	4	2	2	2	2	2	
8	4	4	3	4	4	3	4	5	5	4	4	5	4	4	4	3	1	3	3	3	3	4	3	4	4	4	4	3	4	4	
9	5	4	4	4	3	4	3	3	4	5	5	4	4	4	5	5	5	5	5	5	4	4	4	4	4	4	4	3	4	4	
10	5	5	3	4	5	3	4	4	4	4	4	3	3	4	4	5	4	3	3	3	4	5	4	5	4	4	3	4	4	5	
11	5	5	3	4	4	3	4	4	4	5	5	5	2	4	4	3	4	4	4	4	3	4	3	4	5	4	5	4	4	4	
12	5	4	3	4	4	3	4	3	5	5	5	3	5	5	4	4	3	3	4	4	4	5	4	5	4	5	5	4	4	4	
13	5	5	3	4	4	3	4	5	4	4	4	4	5	4	4	3	3	5	3	3	5	4	5	4	3	4	4	3	4	5	
14	4	5	3	3	4	3	4	5	3	4	5	5	2	3	4	5	4	5	3	4	5	4	4	4	5	3	4	5	4	3	
15	3	5	4	4	4	4	4	3	4	4	4	4	5	3	5	5	4	4	3	3	4	4	4	4	4	2	3	2	4	3	

BUKALAPAK

No	Pengalaman Belanja Online (X1)											Word of Mouth (WOM) (X2)						Citra Merek (X3)			Kepercayaan Website (Z)					Keputusan Pembelian (Y)				
	PBO1	PBO2	PBO3	PBO4	PBO5	PBO6	PBO7	PBO8	PBO9	PBO10	PBO11	WOM1	WOM2	WOM3	WOM4	WOM5	WOM6	CM1	CM2	CM3	KW1	KW2	KW3	KW4	KW5	KP1	KP2	KP3	KP4	KP5
1	3	3	3	3	4	4	3	3	3	4	4	3	4	3	3	4	4	3	4	4	4	3	4	3	3	4	5	4	4	4
2	4	4	4	4	3	3	3	4	4	4	4	4	4	4	5	5	5	4	4	5	5	4	4	2	4	4	3	3	4	3
3	3	3	3	3	3	3	2	3	2	2	2	2	3	2	2	2	2	2	2	2	3	3	2	2	2	5	5	4	5	4
4	4	4	3	3	3	3	4	4	3	3	3	4	3	4	4	4	3	4	4	3	3	4	3	4	3	4	4	5	4	4
5	4	4	4	3	4	4	5	4	4	5	5	4	5	4	4	3	5	5	5	5	4	4	3	4	4	5	4	5	5	5
6	4	4	5	4	3	4	5	5	4	5	5	5	5	4	4	4	3	5	4	4	3	4	3	4	4	4	3	3	4	3
7	3	3	3	2	2	2	3	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	3	3	2	3	2
8	5	5	4	4	4	5	4	4	5	4	3	5	5	4	4	3	1	3	3	4	3	3	3	4	5	3	4	3	3	3
9	4	3	4	4	3	3	5	5	4	5	4	4	4	4	5	5	5	5	4	4	5	3	3	4	4	4	3	4	4	4
10	4	5	5	3	5	4	5	4	4	4	3	3	5	4	4	4	3	4	3	4	3	4	4	5	5	4	5	5	4	4
11	3	3	4	4	4	4	5	5	4	5	5	5	5	4	4	3	4	5	4	4	4	4	3	5	4	3	5	5	3	5
12	4	4	4	3	4	3	5	5	5	5	3	3	5	5	4	4	3	4	3	3	4	4	3	4	5	4	3	4	4	5
13	4	4	4	5	4	5	5	5	4	4	4	4	3	4	4	3	3	5	5	5	4	3	4	5	5	3	3	3	3	3
14	4	3	3	2	4	5	5	4	3	4	5	5	4	3	4	5	4	3	4	5	4	3	4	5	4	5	5	5	5	5
15	3	4	4	2	4	3	4	3	4	4	4	4	5	3	5	5	4	5	4	4	5	4	4	4	3	5	5	5	5	5

LAMPIRAN 4: DATA RESPONDEN SAMPEL BESAR

SHOPEE

No	Nama	Alamat	No. Telp	Usia	Jenis Kelamin	Pendidikan Terakhir	Pekerjaan	Intesitas Penggunaan	Jenis Produk
1	Ayu Putri	Jl Ikan Belanak 4/10	85816232871	1	2	1	5	1	1
2	Ghifari Mulia Muhammad	Jl. Madiun II no. 8, GKB, Gresik	81233798395	1	1	1	1	1	2
3	Dwi Rahayu Ningtyas	Jl veteran jaya no 35	85604830376	1	2	3	1	1	3
4	Rosita Juliana	Jl Sunan Giri Gg 5 No 22	85791090420	1	2	3	5	1	1
5	Dewa Hentyarsa	Jl Dr Sutomo 6/24 Gresik	82244756215	1	1	3	1	1	1
6	Zakiyatul Faiza	Jl Sindujoyo Gresik	82141119077	1	2	3	Belum bekerja	2	Skin care
7	Endia Oktavia	Bukit Randu Agung Indah Blok L no 2	82257935948	1	2	3	1	2	1
8	Viviana Yulien	Jl Berlian V PPS	85853055464	1	2	1	5	3	1
9	Nauval Lio	Jl Veteran Gresik	81232312283	2	1	1	1	1	2
10	Elsa Nopitasari	Jl. Kapten Darmo Sugondo	81331889993	1	2	2	5	3	Komponen :"))
11	Ervira Triwahyunityas	Jalan veteran IX E No. 4 Gresik	87723746484	1	2	2	5	1	1
12	Fatimatul Lail	Jl Raden Santri Gresik	82139427809	1	2	3	1	1	1
13	Jodi Windrawan	Jl Baja 1 No 9 Perum Pongangan Indah Gresik	8111769711	1	1	3	1	1	2
14	Faiz Suroyya	Perumahan Cerme Indah	8385513166	1	2	1	5	4	2
15	Ervina Dewi Apriyanti	Perumahan Graha Kencana Blok i-23	85706189706	1	2	3	6	1	5
16	Novia Wilda	Bukit Randu Agung Indah Blok A no 2	82141446264	1	2	1	5	2	1
17	Nur Resya Apriliani	Jl KH. Faqih Usman Gg 5/22 Gresik	81230852398	1	2	1	5	2	1
18	Reynaldi Tegar Tri S	Jl. Saphire 4 no.26 GBA Gresik	85236763060	1	1	1	5	3	1
19	Iman Herdiansyah	Jl Usman Sadar Gresik	81290328761	1	1	2	5	1	4

20	Aulia Devi	Jl Safir 1 no 14	85777775563	1	2	3	1	1	1
21	Syarifuddin Nasrullah	Jl Dr Wahidin SH 1B no 47	81330414010	1	1	1	5	1	2
22	Khairatunnisak	Jl Sumatera B19 Sidorukun Indah Gresik	81330992121	1	2	3	1	1	1
23	Gusti Candra Dwi Satriaputra	Kembangan	87866940360	1	1	3	5	1	3
24	Dani Uman Felani	Putat Lor Menganti Gresik	81234503761	1	1	3	1	1	1
25	Tinuk Windriasari	Bukit Randuagung Indah Blok I/13 Gresik	87753246863	3	2	2	3	2	5
26	Aminudin Rais Abdillah Bill Haq	Bukit Randu Agung Indah Blok I no 16	81259115024	1	1	1	5	1	6
27	Nora Farkhina	Jl KH Abdul Karim 16/6 Gresik	85802718120	1	2	2	1	1	1
28	Trisnina Amaliah	GKB Gresik	85746722364	1	2	3	5	1	Skin care
29	Redy Setiawan	Jl Cimanuk No.54	89676568938	1	1	2	1	1	6
30	Mega HW	jl Dr Wahidin SH 1c/30	8977875584	1	2	1	5	2	1
31	Akhmad Nuruddin	Jl Ikan Dorang 3/10 BP Kulon Gresik	85648769166	1	1	1	5	2	6
32	Leni sofitri	Jl MH Thamrin Gg 9 No 6	82233313990	1	2	3	5	2	1
33	Nadia Rofidah Laili	Desa Lasem, Kec Sidayu Kab Gresik	85777770503	1	2	3	1	2	1
34	Dini Nurhayati	Perum GKGA kedayang	8973274232	1	2	3	5	2	1
35	Galih Titha Nagari	Jl. RA. Kartini	85608519681	1	2	3	5	2	1
36	Muhammad Mustajib	Jl Faqih usman Gg 3 no 15 Gresik	89676144355	1	1	2	1	1	2
37	Rahayu Ridna	Jl Dr Wahidin SH 14b no 28	8819834091	1	2	1	5	4	barang kpop
38	Nur Lisdayanti Dewi	Jl veteran jaya no 11	82245395397	1	2	1	5	1	Skincare
39	Nor Faghmarul Ilmiah	Jl Jaksa Agung Suprpto Gg VIII	89622500251	1	2	1	1	1	1
40	Bella Sadiyah	Jl Baja 1 No 5 Perum Pongangan Indah Gresik	82338032822	1	2	1	5	1	1
41	Nendriani Puspitasi	Perum BRAI blok I/1	81703301734	2	2	2	3	3	4
42	Dian Budiargo	JL Elang C 23 GKA	81233079815	1	1	1	5	1	2
43	Ziah Nurlaily	Jaksa agung	82139765466	1	2	2	6	3	3
44	Dhea Chairunisah N	Jalan Banjarsari Asri IX/22	85735444674	1	2	1	5	2	1

45	Dwi Amalia	Jl Sindujoyo	87810264616	1	2	1	1	2	1
46	Abella Novatna	JLPalem No 11 PPI	81333663397	1	2	2	5	2	1
47	Ibnus Sholakh	Jl. Wakhid hasyim 7b no 15 gresik	81335797746	1	1	2	3	2	1
48	Muhammad Zainal Fanani	Jalan KH Kholil nomor 79	85694331502	1	1	1	5	1	2
49	Zainul Afriansah	Jl. Pontianak I GKB	81216299718	1	1	1	5	2	1
50	Ridho Azizul	Jl.Madiun 3 no.3 GKB	85730046519	1	1	1	3	2	2
51	Nucky Syafriannoer S	Jl.Bali 1 no.93 Gkb	81231712267	1	1	2	5	1	3
52	Widya Sayekti	Jl. Mayjen Sungkono Sumber Gresik	81234211797	1	2	3	3	1	1
53	Ma'rifatul Mubassitha	Jl Sindujoyo Gg 18 No 59 gresik	82140343454	1	2	1	1	2	1
54	Ervina Elfani	Jl Bali I GKB	89677137756	1	2	3	5	1	1
55	Badrus Salam	Jalan Usman Sadar, Gresik	82232361540	1	1	1	1	1	5
56	Muhammad Fakhrudin Fakhri	Jl. Sindujoyo XVIII/93 Gresik	81212658583	1	1	1	5	2	3
57	Dimas Putra Maulana	Panglima Sudirman 1 /14 gresik	81359989731	1	1	1	1	1	6
58	Elva Faizati	Jl Dr Wahidin SH Gg XI C No17 Gresik	82257035988	1	2	1	5	2	1
59	David Ade Pratama	Jl Dr Wahidin Sh Gresik	82110015250	1	1	1	1	1	1
60	Agustina Rosianawati	Jaksa agung suprapto 4/4 gresik	81231705655	1	2	3	5	1	1
61	Muhammad Habibi	Jl. Dr. Sutomo Gg 6a No.2 Gresik	82140538655	1	1	3	5	2	2
62	Rizqi Rahmat Faizin	JL Banjar Baru Raya no 21 GKB	81380862675	1	1	1	5	1	hewan
63	Dwiashiami	Perum BRAI Blok H/15	81553288618	1	2	1	1	2	1
64	Nurma Aini S	Perum BRAI Blok M/02	82233314025	1	2	1	5	1	1
65	Akbar Maulana	Jl. Surakarta 1 no 10 gkb, gresik	82233805827	1	1	1	5	2	1
66	Shofyan Bachtiar	JL Mutiara XIII no 9 PPS	82233080608	1	1	3	2	2	2
67	Rizki Hadi Sahputra	Perum BRAI Blok I/7	81333800711	2	1	1	1	2	5
68	Novia Faridatus Sholihah	Benjeng Gresik	88228561053	1	2	3	5	1	1
69	Ahmad Fairuz Zazily	Perumahan ABR Blok A3 No. 26	81231719896	1	1	3	2	1	1
70	Naufal Yattaqi Fadhila	JL Bondowoso II/106 Gresik	82140471432	1	1	1	1	4	1

71	Shofiyatul F	Perum Dinari C III/329	85731777170	1	2	2	3	1	1
72	Norma Syahidah	Ambeng-ambeng Watangrejo Duduksampeyan Gresik	81357354996	1	2	1	5	1	1
73	Aprilidya Ayu	Jl raya roomo no 295	85748086823	1	2	1	5	1	1
74	Ferry Ardiansah	Ds. Dungus Kecamatan Cerme	85730368130	1	1	1	5	1	6

BUKALAPAK

No	Nama	Alamat	No. Telp	Usia	Jenis Kelamin	Pendidikan Terakhir	Pekerjaan	Intesitas Penggunaan	Jenis Produk
1	Ayu Putri Fitriani	Jl Ikan Belanak 4/10	85816232871	1	2	1	5	1	1
2	Dewa Hentyarsa	Jl Dr Sutomo 6/24 Gresik	82244756215	1	1	3	1	1	1
3	Nauval Lio	Jl Veteran Gresik	81232312283	1	1	1	1	1	2
4	Elsa Nopitasari	Jl. Kapten Darmo Sugondo	81331889993	1	2	2	5	2	Skin care
5	David Ade Pratama	Jl Dr Wahidin Sh Gresik	82110015250	1	1	1	1	2	2
6	Muhammad Mustajib	Jl Faqih usman Gg 3 no 15 Gresik	89676144355	1	1	2	1	1	2
7	Gisela Tita	Jalan veteran IX E No. 6 Gresik	89539715875	1	2	3	5	2	1
8	Agnes	Driyorejo Gresik	85733624733	1	2	1	5	1	1
9	Ibnus Sholakh	Jl. Wakhid hasyim 7b no 15 gresik	81335797746	1	1	2	3	3	2
10	Novia Wilda	Bukit Randu Agung Indah Blok A no 2	82141446263	1	2	1	5	1	1
11	Arinda P	Jl. Dr. Wahidin sudirohusodo 3	85230700733	1	2	3	5	1	1
12	Iman Herdiansyah	Jl Usman Sadar Gresik	81290328761	1	1	2	5	1	4
13	Syarifuddin Nasrullah	Jl Dr Wahidin SH 1B no 47	81330414010	1	1	1	5	3	6
14	Iqbal	Desa klampok kecamatan benjeng	85733392792	1	1	1	5	2	2
15	Akhmad Nuruddin	Jl Ikan Dorang 3/10 BP Kulon Gresik	85648769166	1	1	1	5	1	6
16	Wafda Imala	Jl raden santri gg.9 no.10	82141438747	1	2	1	5	4	1
17	Zahrotun Naylis Syarof	Jl. Kapten Tendean Desa Gedangan, Sidayu, Gresik	85645220665	1	2	3	5	1	5
18	Dian Budiargo	JL Elang C 23 GKA	81233079815	1	1	2	1	1	6
19	Nurul Irdyahningtyas	Bukit Randu Agung Blok M5	81231027171	1	2	3	5	1	1

20	Ritha Nurmayanti	Sekar Sari Rt 17 RW 05 Sukomulyo Manyar Gresik	81333231943	1	2	3	5	3	1
21	Nur Resya Apriliani	Jl KH. Faqih Usman Gg 5/22 Gresik	81230852398	1	2	3	5	3	2
22	Ziah Nurlaily	Jaksa agung	82139765466	1	2	2	6	3	3
23	Safira Wahyu Fajrina	Jl. Dr. Sutomo 154 Gresik	85607851371	1	2	1	5	2	Skin care
24	Defri Krisna Bayu	Jl KH Kholil 6d/7 Gresik	81357163790	1	1	1	1	2	3
25	Ely Rusdiana	Gedangkulut Cerme Gresik	82244953129	1	2	2	1	1	1
26	Nur Dhinia	Pulorejo Cerme Gresik	85854253785	1	2	1	1	1	1
27	Alif Wildan Mustofa	Pulorejo Cerme Gresik	85746081619	1	1	1	1	3	1
28	Hanan Wiranata	Pulorejo Cerme Gresik	85848727904	1	1	1	3	2	1
29	Nur Lisdayanti Dewi	Jl veteran jaya no 11	82245395397	1	2	1	5	2	Skincare
30	Rizky Maulidya Ashadi	Jl Faqih Usman gg 5	89676049970	1	2	1	5	1	1
31	Apriq Dwi Muchlis S	Jl. Pahlawan Gg X/9 Gresik	85746676559	1	1	1	1	3	1
32	Endia Oktavia	Bukit Randu Agung Indah Blok L no 2	82257935948	1	2	3	1	3	5
33	Rois Eko Syahputro	Jl. RA Kartini No.33 Tlogopatut Gresik	85745707606	1	1	1	1	2	6
34	Nucky Syafriannoer S	Jl.Bali 1 no.93 Gkb	81231712267	1	1	2	5	2	6
35	Khairatunnisak	Jl Sumatera B19 Sidorukun Indah Gresik	81330992121	1	2	3	1	3	1
36	Reza	Perum ABR blok p17	82334566729	1	1	3	5	3	2
37	Novia Dwi	Jl Veteran XIII No 48 Gresik	81358174714	1	2	1	5	2	1
38	Gusti Candra Dwi Satriaputra	Kembangan	87866940360	1	1	3	5	1	3
39	Selly	Sidayu gresik	85745916920	1	2	1	5	1	1
40	Nora Farkhina	Jl KH Abdul Karim 16/6 Gresik	85802718120	1	2	2	1	1	1
41	Rosita Juliana	Jl Sunan Giri Gg 5 No 22	85791090420	1	2	3	5	1	1
42	Reynaldi Tegar Tri S	Jl. Sapphire 4 no.26 GBA Gresik	85236763060	1	1	1	5	3	1
43	Mega HW	jl Dr Wahidin SH 1c/30	8977875584	1	2	1	5	2	1

44	Syaulia Regina Manta	Jl Belitung 8 GKB	87753479743	1	2	2	1	2	1
45	Rizky Gardiano	Kapten Dulasim 42 Singosari	82110019055	1	1	1	1	2	1
46	Ristia Irfandia	Balongpanggung Gresik	85800605190	1	2	3	1	1	2
47	Zahrotun Naylis Syarof	Jl. Kapten Tendean Desa Gedangan, Sidayu, Gresik	85645220665	1	2	3	5	1	1
48	Dini Nurhayati	Perum GKGA kedayang	8973274232	1	2	3	5	2	1
49	Galih Titha Nagari	Jl. RA. Kartini	85608519681	1	2	3	5	2	1
50	Naufal Yattaqi Fadhila	JL Bondowoso II/106 Gresik	82140471432	1	1	2	1	1	2
51	Tinuk Windriasari	Bukit Randuagung Indah Blok I/13 Gresik	87753246863	3	2	2	3	2	5
52	Nur Resya Apriliani	Jl KH. Faqih Usman Gg 5/22 Gresik	81230852398	1	2	1	5	2	1
53	Nora Farkhina	Jl KH Abdul Karim 16/6 Gresik	85802718120	1	2	2	1	1	1
54	Faradilla Anggie Yuniaz	Jl. Dr. Wahidin. SH no.84 Perum. Randuagung	81230609702	1	2	1	5	1	1
55	Khairatunnisak	Jl Sumatera B19 Sidorukun Indah Gresik	81330992121	1	2	3	1	1	1
56	Ghifari Mulia Muhammad	Jl. Madiun II no. 8, GKB, Gresik	81233798395	1	1	3	5	1	3
57	Rosita Juliana	Jl Sunan Giri Gg 5 No 22	85791090420	1	2	3	5	1	1
58	Muhammad Fakhruddin Fakhri	Jl. Sindujoyo XVIII/93 Gresik	81212658583	1	1	1	5	2	3
59	Rizki Hadi Sahputra	Perum BRAI Blok I/7	81333800711	2	1	1	1	2	5
60	Lilik Purwati	Bukit Randuagung Indah Blok J/04 Gresik	82143613525	3	2	1	6	4	5
61	Budi Andriyanto	Bukit Randuagung Indah Blok J/04 Gresik	8126477816	4	1	1	1	1	2
62	Wiwin Dwi Astuti	Bukit Randuagung Indah Blok J/02 Gresik	81295995090	3	2	1	6	2	4
63	Dwi Nuryanti	Bukit Randuagung Indah Blok I/12 Gresik	81332498762	3	2	1	6	3	5
64	Dewi Fatmawati	Bukit Randuagung Indah Blok J/09 Gresik	8123232281	3	2	3	6	4	5

65	Elly Suszanawati	Bukit Randuagung Indah Blok J/09 Gresik	81359352048	3	2	2	3	4	5
66	Eunike Rosmayeti	Bukit Randuagung Indah Blok M/1A Gresik	82338406909	3	2	1	3	2	1
67	Eko Adi Nugroho	Bukit Randuagung Indah Blok I/12 Gresik	81332600888	3	1	3	3	4	2
68	Ridho Azizul	Jl.Madiun 3 no.3 GKB	85730046519	1	1	1	2	2	6
69	Aminudin Rais Abdillah Bill Haq	Bukit Randu Agung Indah Blok I no 16	81259115024	1	1	1	5	1	2
70	Redy Setiawan	Jl Cimanuk No.54	89676568938	1	1	2	1	1	6
71	Faiz Suroyya	Perumahan Cerme Indah	8385513166	1	2	1	5	4	2
72	Ervina Dewi Apriyanti	Perumahan Graha Kencana Blok i-23	85706189706	1	2	3	6	1	5
73	Muhammad Habibi	Jl. Dr. Sutomo Gg 6a No.2 Gresik	82140538655	1	1	3	5	2	2
74	Ahmad Fairuz Zazily	Perumahan ABR Blok A3 No. 26	81231719896	1	1	3	2	1	1

LAMPIRAN 5: TABULASI SAMPEL BESAR

SHOPEE

Pengalaman Belanja Online (X1)											Word of Mouth (WOM) (X2)						Citra Merek (X3)			Kepercayaan Website (Z)					Keputusan Pembelian (Y)				
PBO1	PBO2	PBO3	PBO4	PBO5	PBO6	PBO7	PBO8	PBO9	PBO10	PBO11	WOM1	WOM2	WOM3	WOM4	WOM5	WOM6	CM1	CM2	CM3	KW1	KW2	KW3	KW4	KW5	KP1	KP2	KP3	KP4	KP5
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BUKALAPAK

Pengalaman Belanja Online (X1)											Word of Mouth (WOM) (X2)						Citra Merek (X3)			Kepercayaan Website (Z)					Keputusan Pembelian (Y)				
PBO1	PBO2	PBO3	PBO4	PBO5	PBO6	PBO7	PBO8	PBO9	PBO10	PBO11	WOM1	WOM2	WOM3	WOM4	WOM5	WOM6	CM1	CM2	CM3	KW1	KW2	KW3	KW4	KW5	KP1	KP2	KP3	KP4	KP5
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LAMPIRAN 6: HASIL UJI KRITERIA RESPONDEN

A. Output Shopee

		Statistics					
		Usia	Jenis Kelamin	Pendidikan Terakhir	Pekerjaan	Intensitas Penggunaan	Produk yang dibeli
N	Valid	74	74	74	74	74	74
	Missing	0	0	0	0	0	0

Frequency Table

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 ≤ x < 25 tahun	70	94.6	94.6	94.6
	26 ≤ x < 35 tahun	3	4.1	4.1	98.6
	36 ≤ x < 45 tahun	1	1.4	1.4	100.0
	Total	74	100.0	100.0	

		Jenis Kelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	31	41.9	41.9	41.9

Perempuan	43	58.1	58.1	100.0
Total	74	100.0	100.0	

Pendidikan Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	37	50.0	50.0	50.0
	Diploma	13	17.6	17.6	67.6
	S1	24	32.4	32.4	100.0
	Total	74	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai Swasta	23	31.1	31.1	31.1
	Pegawai Negeri	2	2.7	2.7	33.8
	Wiraswasta	6	8.1	8.1	41.9
	Pelajar/mahasiswa	40	54.1	54.1	95.9
	Ibu rumah tangga	2	2.7	2.7	98.6
	Lainnya	1	1.4	1.4	100.0
	Total	74	100.0	100.0	

Intensitas Penggunaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 kali/bulan	41	55.4	55.4	55.4
	Antara 2-4 kali/bulan	25	33.8	33.8	89.2
	Antara 5-6 kali/bulan	5	6.8	6.8	95.9
	>6 kali/bulan	3	4.1	4.1	100.0
	Total	74	100.0	100.0	

Produk yang dibeli

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fashion	41	55.4	55.4	55.4
	Elektronik dan gadget	11	14.9	14.9	70.3
	Makanan dan minuman	5	6.8	6.8	77.0
	Buku dan mainan	2	2.7	2.7	79.7
	Peralatan rumah tangga	4	5.4	5.4	85.1
	Peralatan otomotif	5	6.8	6.8	91.9
	Lainnya	6	8.1	8.1	100.0
	Total	74	100.0	100.0	

B. Output Bukalapak

		Statistics					
		Usia	Jenis Kelamin	Pendidikan Terakhir	Pekerjaan	Intensitas Penggunaan	Produk yang dibeli
N	Valid	74	74	74	74	74	74
	Missing	0	0	0	0	0	0

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 ≤ x < 25 tahun	64	86.5	86.5	86.5
	26 ≤ x < 35 tahun	1	1.4	1.4	87.8
	36 ≤ x < 45 tahun	8	10.8	10.8	98.6
	46 ≤ x < 55 tahun	1	1.4	1.4	100.0
Total		74	100.0	100.0	

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	31	41.9	41.9	41.9
	Perempuan	43	58.1	58.1	100.0
	Total	74	100.0	100.0	

Pendidikan Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	35	47.3	47.3	47.3
	Diploma	15	20.3	20.3	67.6
	S1	24	32.4	32.4	100.0
	Total	74	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai Swasta	23	31.1	31.1	31.1
	Pegawai Negeri	2	2.7	2.7	33.8
	Wiraswasta	6	8.1	8.1	41.9
	Pelajar/mahasiswa	37	50.0	50.0	91.9
	Ibu rumah tangga	6	8.1	8.1	100.0
	Total	74	100.0	100.0	

Intensitas Penggunaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 kali/bulan	32	43.2	43.2	43.2
	Antara 2-4 kali/bulan	24	32.4	32.4	75.7
	Antara 5-6 kali/bulan	12	16.2	16.2	91.9
	>6 kali/bulan	6	8.1	8.1	100.0
	Total	74	100.0	100.0	

Produk yang dibeli

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fashion	34	45.9	45.9	45.9
	Elektronik dan gadget	14	18.9	18.9	64.9
	Makanan dan minuman	5	6.8	6.8	71.6
	Buku dan mainan	2	2.7	2.7	74.3
	Peralatan rumah tangga	9	12.2	12.2	86.5
	Peralatan otomotif	7	9.5	9.5	95.9
	Lainnya	3	4.1	4.1	100.0
	Total	74	100.0	100.0	

LAMPITRAN 7: ANALISIS DESKRIPTIF

A. Analisis Deskriptif (Shopee)

		Statistics											
		PBO1	PBO2	PBO3	PBO4	PBO5	PBO6	PBO7	PBO8	PBO9	PBO10	PBO11	Total
N	Valid	74	74	74	74	74	74	74	74	74	74	74	74
	Missing	0	0	0	0	0	0	0	0	0	0	0	0
Mean		4.0811	4.1757	3.9595	3.8108	3.8514	3.9324	3.7703	4.0946	3.8378	3.8108	3.9865	43.3108
Median		4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	43.0000
Mode		4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	41.00
Sum		302.00	309.00	293.00	282.00	285.00	291.00	279.00	303.00	284.00	282.00	295.00	3205.00

		PBO1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.4	1.4	1.4
	3.00	14	18.9	18.9	20.3
	4.00	37	50.0	50.0	70.3
	5.00	22	29.7	29.7	100.0
	Total	74	100.0	100.0	

PBO2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	10	13.5	13.5	13.5
	4.00	41	55.4	55.4	68.9
	5.00	23	31.1	31.1	100.0
	Total	74	100.0	100.0	

PBO3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.4	1.4	1.4
	3.00	19	25.7	25.7	27.0
	4.00	35	47.3	47.3	74.3
	5.00	19	25.7	25.7	100.0
	Total	74	100.0	100.0	

PBO4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.7	2.7	2.7
	3.00	28	37.8	37.8	40.5
	4.00	26	35.1	35.1	75.7
	5.00	18	24.3	24.3	100.0
	Total	74	100.0	100.0	

PBO5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.7	2.7	2.7
	3.00	23	31.1	31.1	33.8
	4.00	33	44.6	44.6	78.4
	5.00	16	21.6	21.6	100.0
	Total	74	100.0	100.0	

PBO6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.4	1.4	1.4
	3.00	22	29.7	29.7	31.1
	4.00	31	41.9	41.9	73.0
	5.00	20	27.0	27.0	100.0
	Total	74	100.0	100.0	

PBO7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	5.4	5.4	5.4
	3.00	24	32.4	32.4	37.8
	4.00	31	41.9	41.9	79.7
	5.00	15	20.3	20.3	100.0
	Total	74	100.0	100.0	

PBO8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.4	1.4	1.4
	3.00	16	21.6	21.6	23.0
	4.00	32	43.2	43.2	66.2
	5.00	25	33.8	33.8	100.0
	Total	74	100.0	100.0	

PBO9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.7	2.7	2.7
	3.00	25	33.8	33.8	36.5
	4.00	30	40.5	40.5	77.0
	5.00	17	23.0	23.0	100.0
	Total	74	100.0	100.0	

PBO10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	4.1	4.1	4.1
	3.00	26	35.1	35.1	39.2
	4.00	27	36.5	36.5	75.7
	5.00	18	24.3	24.3	100.0
	Total	74	100.0	100.0	

PBO11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	5.4	5.4	5.4
	3.00	17	23.0	23.0	28.4
	4.00	29	39.2	39.2	67.6
	5.00	24	32.4	32.4	100.0
	Total	74	100.0	100.0	

Statistics

		WOM1	WOM2	WOM3	WOM4	WOM5	WOM6	Total
N	Valid	74	74	74	74	74	74	74
	Missing	0	0	0	0	0	0	0
Mean		3.8243	3.9595	3.7973	3.7027	3.9459	3.7297	22.9595
Median		4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	23.0000
Mode		4.00	4.00	3.00	3.00 ^a	4.00	4.00	24.00
Sum		283.00	293.00	281.00	274.00	292.00	276.00	1699.00

a. Multiple modes exist. The smallest value is shown

Frequency Table

		WOM1			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	2.00	4	5.4	5.4	5.4
	3.00	21	28.4	28.4	33.8
	4.00	33	44.6	44.6	78.4
	5.00	16	21.6	21.6	100.0
Total		74	100.0	100.0	

WOM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.7	2.7	2.7
	3.00	22	29.7	29.7	32.4
	4.00	27	36.5	36.5	68.9
	5.00	23	31.1	31.1	100.0
	Total	74	100.0	100.0	

WOM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.4	1.4	1.4
	3.00	29	39.2	39.2	40.5
	4.00	28	37.8	37.8	78.4
	5.00	16	21.6	21.6	100.0
	Total	74	100.0	100.0	

WOM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	8.1	8.1	8.1
	3.00	26	35.1	35.1	43.2
	4.00	26	35.1	35.1	78.4
	5.00	16	21.6	21.6	100.0
	Total	74	100.0	100.0	

WOM5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.4	1.4	1.4
	3.00	22	29.7	29.7	31.1
	4.00	31	41.9	41.9	73.0
	5.00	20	27.0	27.0	100.0
	Total	74	100.0	100.0	

WOM6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.7	2.7	2.7
	2.00	6	8.1	8.1	10.8
	3.00	17	23.0	23.0	33.8
	4.00	34	45.9	45.9	79.7
	5.00	15	20.3	20.3	100.0
	Total		74	100.0	100.0

Statistics

		CM1	CM2	CM3	Total
N	Valid	74	74	74	74
	Missing	0	0	0	0
Mean		3.6216	3.7568	3.6757	11.0541
Median		4.0000	4.0000	4.0000	11.0000
Mode		4.00	4.00	3.00 ^a	11.00 ^a
Sum		268.00	278.00	272.00	818.00

a. Multiple modes exist. The smallest value is shown

CM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.7	2.7	2.7
	2.00	5	6.8	6.8	9.5
	3.00	24	32.4	32.4	41.9
	4.00	31	41.9	41.9	83.8
	5.00	12	16.2	16.2	100.0
	Total		74	100.0	100.0

CM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.4	1.4	1.4
	2.00	6	8.1	8.1	9.5
	3.00	20	27.0	27.0	36.5
	4.00	30	40.5	40.5	77.0
	5.00	17	23.0	23.0	100.0
	Total		74	100.0	100.0

CM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.7	2.7	2.7
	2.00	8	10.8	10.8	13.5
	3.00	22	29.7	29.7	43.2
	4.00	22	29.7	29.7	73.0
	5.00	20	27.0	27.0	100.0
	Total	74	100.0	100.0	

Statistics

		KW1	KW2	KW3	KW4	KW5	Total
N	Valid	74	74	74	74	74	74
	Missing	0	0	0	0	0	0
Mean		4.0811	3.9865	3.9054	3.7027	3.8378	19.5135
Median		4.0000	4.0000	4.0000	4.0000	4.0000	20.0000
Mode		4.00	4.00	4.00	3.00 ^a	4.00	21.00
Sum		302.00	295.00	289.00	274.00	284.00	1444.00

a. Multiple modes exist. The smallest value is shown

KW1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.4	1.4	1.4
	3.00	17	23.0	23.0	24.3
	4.00	31	41.9	41.9	66.2
	5.00	25	33.8	33.8	100.0
Total		74	100.0	100.0	

KW2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.4	1.4	1.4
	3.00	19	25.7	25.7	27.0
	4.00	34	45.9	45.9	73.0
	5.00	20	27.0	27.0	100.0
Total		74	100.0	100.0	

KW3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	5.4	5.4	5.4
	3.00	19	25.7	25.7	31.1
	4.00	31	41.9	41.9	73.0
	5.00	20	27.0	27.0	100.0
Total		74	100.0	100.0	

KW4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.7	2.7	2.7
	3.00	30	40.5	40.5	43.2
	4.00	30	40.5	40.5	83.8
	5.00	12	16.2	16.2	100.0
Total		74	100.0	100.0	

KW5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	28	37.8	37.8	37.8
	4.00	30	40.5	40.5	78.4
	5.00	16	21.6	21.6	100.0
	Total	74	100.0	100.0	

Statistics

		KP1	KP2	KP3	KP4	KP5	Total
N	Valid	74	74	74	74	74	74
	Missing	0	0	0	0	0	0
Mean		3.8919	3.7432	3.9324	3.9189	3.8784	19.3649
Median		4.0000	4.0000	4.0000	4.0000	4.0000	19.0000
Mode		4.00	4.00	4.00	4.00	4.00	19.00
Sum		288.00	277.00	291.00	290.00	287.00	1433.00

KP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.7	2.7	2.7
	3.00	21	28.4	28.4	31.1
	4.00	34	45.9	45.9	77.0
	5.00	17	23.0	23.0	100.0
Total		74	100.0	100.0	

KP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	5.4	5.4	5.4
	3.00	26	35.1	35.1	40.5
	4.00	29	39.2	39.2	79.7
	5.00	15	20.3	20.3	100.0
Total		74	100.0	100.0	

KP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.7	2.7	2.7
	3.00	20	27.0	27.0	29.7
	4.00	33	44.6	44.6	74.3
	5.00	19	25.7	25.7	100.0
Total		74	100.0	100.0	

KP4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	5.4	5.4	5.4
	3.00	21	28.4	28.4	33.8
	4.00	26	35.1	35.1	68.9
	5.00	23	31.1	31.1	100.0
Total		74	100.0	100.0	

KP5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	5.4	5.4	5.4
	3.00	21	28.4	28.4	33.8
	4.00	29	39.2	39.2	73.0
	5.00	20	27.0	27.0	100.0
Total		74	100.0	100.0	

Statistics

		PBO1	PBO2	PBO3	PBO4	PBO5	PBO6	PBO7	PBO8	PBO9	PBO10	PBO11	Total
N	Valid	74	74	74	74	74	74	74	74	74	74	74	74
	Missing	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.8378	3.8649	3.8514	3.3919	3.5135	3.6081	3.8108	3.8514	3.6486	3.7297	3.6216	40.7297
Median		4.0000	4.0000	4.0000	3.0000	3.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	41.0000
Mode		4.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	44.00
Sum		284.00	286.00	285.00	251.00	260.00	267.00	282.00	285.00	270.00	276.00	268.00	3014.00

PBO1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.4	1.4	1.4
	3.00	21	28.4	28.4	29.7
	4.00	41	55.4	55.4	85.1
	5.00	11	14.9	14.9	100.0
Total		74	100.0	100.0	

PBO2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	21	28.4	28.4	28.4
	4.00	42	56.8	56.8	85.1
	5.00	11	14.9	14.9	100.0
Total		74	100.0	100.0	

PBO3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	23	31.1	31.1	31.1
	4.00	39	52.7	52.7	83.8
	5.00	12	16.2	16.2	100.0
	Total	74	100.0	100.0	

PBO4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	13	17.6	17.6	17.6
	3.00	27	36.5	36.5	54.1
	4.00	26	35.1	35.1	89.2
	5.00	8	10.8	10.8	100.0
	Total	74	100.0	100.0	

PBO5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	8.1	8.1	8.1
	3.00	32	43.2	43.2	51.4
	4.00	28	37.8	37.8	89.2
	5.00	8	10.8	10.8	100.0
Total		74	100.0	100.0	

PBO6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	8.1	8.1	8.1
	3.00	29	39.2	39.2	47.3
	4.00	27	36.5	36.5	83.8
	5.00	12	16.2	16.2	100.0
Total		74	100.0	100.0	

PBO7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	8.1	8.1	8.1
	3.00	23	31.1	31.1	39.2
	4.00	24	32.4	32.4	71.6
	5.00	21	28.4	28.4	100.0
Total		74	100.0	100.0	

PBO8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	4.1	4.1	4.1
	3.00	22	29.7	29.7	33.8
	4.00	32	43.2	43.2	77.0
	5.00	17	23.0	23.0	100.0
Total		74	100.0	100.0	

PBO9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	6.8	6.8	6.8
	3.00	25	33.8	33.8	40.5
	4.00	35	47.3	47.3	87.8
	5.00	9	12.2	12.2	100.0
	Total	74	100.0	100.0	

PBO10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	9.5	9.5	9.5
	3.00	20	27.0	27.0	36.5
	4.00	33	44.6	44.6	81.1
	5.00	14	18.9	18.9	100.0
	Total	74	100.0	100.0	

PBO11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	9.5	9.5	9.5
	3.00	28	37.8	37.8	47.3
	4.00	25	33.8	33.8	81.1
	5.00	14	18.9	18.9	100.0
	Total	74	100.0	100.0	

Statistics

		WOM1	WOM2	WOM3	WOM4	WOM5	WOM6	Total
N	Valid	74	74	74	74	74	74	74
	Missing	0	0	0	0	0	0	0
Mean		3.8108	3.7568	3.7838	3.8919	3.7838	3.6486	22.6757
Median		4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	23.0000
Mode		4.00	4.00	4.00	4.00	4.00	4.00	24.00
Sum		282.00	278.00	280.00	288.00	280.00	270.00	1678.00

WOM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.7	2.7	2.7
	2.00	2	2.7	2.7	5.4
	3.00	21	28.4	28.4	33.8
	4.00	32	43.2	43.2	77.0
	5.00	17	23.0	23.0	100.0
	Total		74	100.0	100.0

WOM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	6.8	6.8	6.8
	3.00	25	33.8	33.8	40.5
	4.00	27	36.5	36.5	77.0
	5.00	17	23.0	23.0	100.0
	Total		74	100.0	100.0

WOM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.4	1.4	1.4
	2.00	4	5.4	5.4	6.8
	3.00	20	27.0	27.0	33.8
	4.00	34	45.9	45.9	79.7
	5.00	15	20.3	20.3	100.0
	Total		74	100.0	100.0

WOM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	9.5	9.5	9.5
	3.00	9	12.2	12.2	21.6
	4.00	43	58.1	58.1	79.7
	5.00	15	20.3	20.3	100.0
	Total		74	100.0	100.0

WOM5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	8.1	8.1	8.1
	3.00	20	27.0	27.0	35.1
	4.00	32	43.2	43.2	78.4
	5.00	16	21.6	21.6	100.0
	Total	74	100.0	100.0	

WOM6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	4.1	4.1	4.1
	2.00	3	4.1	4.1	8.1
	3.00	25	33.8	33.8	41.9
	4.00	29	39.2	39.2	81.1
	5.00	14	18.9	18.9	100.0
	Total	74	100.0	100.0	

Statistics

		CM1	CM2	CM3	Total
N	Valid	74	74	74	74
	Missing	0	0	0	0
Mean		3.7432	3.7162	3.6892	11.1486
Median		4.0000	4.0000	4.0000	11.0000
Mode		3.00 ^a	4.00	4.00	12.00
Sum		277.00	275.00	273.00	825.00

a. Multiple modes exist. The smallest value is shown

CM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	5.4	5.4	5.4
	3.00	27	36.5	36.5	41.9
	4.00	27	36.5	36.5	78.4
	5.00	16	21.6	21.6	100.0
	Total	74	100.0	100.0	

CM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	6.8	6.8	6.8
	3.00	24	32.4	32.4	39.2
	4.00	32	43.2	43.2	82.4
	5.00	13	17.6	17.6	100.0
Total		74	100.0	100.0	

CM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	6.8	6.8	6.8
	3.00	27	36.5	36.5	43.2
	4.00	28	37.8	37.8	81.1
	5.00	14	18.9	18.9	100.0
Total		74	100.0	100.0	

Statistics

		KW1	KW2	KW3	KW4	KW5	Total
N	Valid	74	74	74	74	74	74
	Missing	0	0	0	0	0	0
Mean		3.6892	3.6351	3.4865	3.6757	3.7162	18.2027
Median		4.0000	4.0000	3.0000	4.0000	4.0000	18.5000
Mode		3.00	3.00	3.00	4.00	3.00	20.00
Sum		273.00	269.00	258.00	272.00	275.00	1347.00

KW1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	5.4	5.4	5.4
	3.00	30	40.5	40.5	45.9
	4.00	25	33.8	33.8	79.7
	5.00	15	20.3	20.3	100.0
	Total	74	100.0	100.0	

KW2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	5.4	5.4	5.4
	3.00	30	40.5	40.5	45.9
	4.00	29	39.2	39.2	85.1
	5.00	11	14.9	14.9	100.0
	Total	74	100.0	100.0	

KW3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	8.1	8.1	8.1
	3.00	33	44.6	44.6	52.7
	4.00	28	37.8	37.8	90.5
	5.00	7	9.5	9.5	100.0
	Total	74	100.0	100.0	

KW4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	10.8	10.8	10.8
	3.00	23	31.1	31.1	41.9
	4.00	28	37.8	37.8	79.7
	5.00	15	20.3	20.3	100.0
	Total	74	100.0	100.0	

KW5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	8.1	8.1	8.1
	3.00	26	35.1	35.1	43.2
	4.00	25	33.8	33.8	77.0
	5.00	17	23.0	23.0	100.0
	Total	74	100.0	100.0	

Statistics

		KP1	KP2	KP3	KP4	KP5	Total
N	Valid	74	74	74	74	74	74
	Missing	0	0	0	0	0	0
Mean		3.7973	3.7703	3.5811	3.6486	3.4730	18.2703
Median		4.0000	4.0000	4.0000	4.0000	4.0000	19.0000
Mode		4.00	4.00	4.00	4.00	4.00	20.00
Sum		281.00	279.00	265.00	270.00	257.00	1352.00

KP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	5.4	5.4	5.4
	3.00	20	27.0	27.0	32.4
	4.00	37	50.0	50.0	82.4
	5.00	13	17.6	17.6	100.0
	Total	74	100.0	100.0	

KP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	9.5	9.5	9.5
	3.00	19	25.7	25.7	35.1
	4.00	32	43.2	43.2	78.4
	5.00	16	21.6	21.6	100.0
	Total	74	100.0	100.0	

KP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	9	12.2	12.2	12.2
	3.00	23	31.1	31.1	43.2
	4.00	32	43.2	43.2	86.5
	5.00	10	13.5	13.5	100.0
	Total	74	100.0	100.0	

KP4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.7	2.7	2.7
	2.00	5	6.8	6.8	9.5
	3.00	23	31.1	31.1	40.5
	4.00	31	41.9	41.9	82.4
	5.00	13	17.6	17.6	100.0
	Total	74	100.0	100.0	

KP5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	12	16.2	16.2	16.2
	3.00	23	31.1	31.1	47.3
	4.00	31	41.9	41.9	89.2
	5.00	8	10.8	10.8	100.0
	Total	74	100.0	100.0	

PBO11	Pearson Correlation	.544*	.275	.288	.628*	.439	.288	.519*	.424	.724**	.943**	1	.806**
	Sig. (2-tailed)	.036	.322	.298	.012	.102	.298	.047	.115	.002	.000		.000
	N	15	15	15	15	15	15	15	15	15	15	15	15
Total	Pearson Correlation	.648**	.688**	.582*	.631*	.748**	.582*	.789**	.664**	.776**	.885**	.806**	1
	Sig. (2-tailed)	.009	.005	.023	.012	.001	.023	.000	.007	.001	.000	.000	
	N	15	15	15	15	15	15	15	15	15	15	15	15

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

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	15	100.0
	Excluded ^a	0	.0
	Total	15	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.900	11

Correlations

		WOM1	WOM2	WOM3	WOM4	WOM5	WOM6	Total
WOM1	Pearson Correlation	1	.242	.396	.574*	.260	.127	.546*
	Sig. (2-tailed)		.384	.144	.025	.350	.652	.035
	N	15	15	15	15	15	15	15
WOM2	Pearson Correlation	.242	1	.612*	.646**	.429	.258	.743**
	Sig. (2-tailed)	.384		.015	.009	.110	.353	.001
	N	15	15	15	15	15	15	15
WOM3	Pearson Correlation	.396	.612*	1	.678**	.383	.276	.730**
	Sig. (2-tailed)	.144	.015		.005	.159	.319	.002
	N	15	15	15	15	15	15	15
WOM4	Pearson Correlation	.574*	.646**	.678**	1	.764**	.587*	.950**
	Sig. (2-tailed)	.025	.009	.005		.001	.021	.000
	N	15	15	15	15	15	15	15
WOM5	Pearson Correlation	.260	.429	.383	.764**	1	.634*	.792**
	Sig. (2-tailed)	.350	.110	.159	.001		.011	.000
	N	15	15	15	15	15	15	15
WOM6	Pearson Correlation	.127	.258	.276	.587*	.634*	1	.670**

	Sig. (2-tailed)	.652	.353	.319	.021	.011		.006
	N	15	15	15	15	15	15	15
Total	Pearson Correlation	.546*	.743**	.730**	.950**	.792**	.670**	1
	Sig. (2-tailed)	.035	.001	.002	.000	.000	.006	
	N	15	15	15	15	15	15	15

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	15	100.0
	Excluded ^a	0	.0
	Total	15	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.821	6

Correlations

		CM1	CM2	CM3	Total
CM1	Pearson Correlation	1	.363	.479	.771**
	Sig. (2-tailed)		.183	.071	.001
	N	15	15	15	15
CM2	Pearson Correlation	.363	1	.938**	.864**
	Sig. (2-tailed)	.183		.000	.000
	N	15	15	15	15
CM3	Pearson Correlation	.479	.938**	1	.918**
	Sig. (2-tailed)	.071	.000		.000
	N	15	15	15	15
Total	Pearson Correlation	.771**	.864**	.918**	1
	Sig. (2-tailed)	.001	.000	.000	
	N	15	15	15	15

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	15	100.0
	Excluded ^a	0	.0

Total	15	100.0
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a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.784	3

Correlations

		KW1	KW2	KW3	KW4	KW5	Total
KW1	Pearson Correlation	1	.487	.881**	.487	.105	.747**
	Sig. (2-tailed)		.066	.000	.066	.710	.001
	N	15	15	15	15	15	15
KW2	Pearson Correlation	.487	1	.400	1.000**	.562*	.933**
	Sig. (2-tailed)	.066		.139	.000	.029	.000
	N	15	15	15	15	15	15
KW3	Pearson Correlation	.881**	.400	1	.400	-.157	.639*
	Sig. (2-tailed)	.000	.139		.139	.576	.010
	N	15	15	15	15	15	15
KW4	Pearson Correlation	.487	1.000**	.400	1	.562*	.933**
	Sig. (2-tailed)	.066	.000	.139		.029	.000
	N	15	15	15	15	15	15

KW5	Pearson Correlation	.105	.562*	-.157	.562*	1	.540*
	Sig. (2-tailed)	.710	.029	.576	.029		.038
	N	15	15	15	15	15	15
Total	Pearson Correlation	.747**	.933**	.639*	.933**	.540*	1
	Sig. (2-tailed)	.001	.000	.010	.000	.038	
	N	15	15	15	15	15	15

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

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	15	100.0
	Excluded ^a	0	.0
	Total	15	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.832	5

Correlations

		KP1	KP2	KP3	KP4	KP5	Total
KP1	Pearson Correlation	1	.362	.582*	.164	.255	.623*
	Sig. (2-tailed)		.185	.023	.558	.359	.013
	N	15	15	15	15	15	15
KP2	Pearson Correlation	.362	1	.338	.351	.374	.621*
	Sig. (2-tailed)	.185		.217	.200	.169	.013
	N	15	15	15	15	15	15
KP3	Pearson Correlation	.582*	.338	1	.450	.480	.765**
	Sig. (2-tailed)	.023	.217		.092	.070	.001
	N	15	15	15	15	15	15
KP4	Pearson Correlation	.164	.351	.450	1	.677**	.779**
	Sig. (2-tailed)	.558	.200	.092		.006	.001
	N	15	15	15	15	15	15
KP5	Pearson Correlation	.255	.374	.480	.677**	1	.809**
	Sig. (2-tailed)	.359	.169	.070	.006		.000
	N	15	15	15	15	15	15
Total	Pearson Correlation	.623*	.621*	.765**	.779**	.809**	1
	Sig. (2-tailed)	.013	.013	.001	.001	.000	
	N	15	15	15	15	15	15

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

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	15	100.0
	Excluded ^a	0	.0
	Total	15	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.761	5

Uji Validitas dan Reliabilitas (Bukalapak)

Correlations

		PBO1	PBO2	PBO3	PBO4	PBO5	PBO6	PBO7	PBO8	PBO9	PBO10	PBO11	Total
PBO1	Pearson Correlation	1	.673**	.392	.418	.229	.490	.451	.520*	.624*	.361	.109	.635*
	Sig. (2-tailed)		.006	.149	.121	.412	.063	.092	.047	.013	.186	.700	.011
	N	15	15	15	15	15	15	15	15	15	15	15	15
PBO2	Pearson Correlation	.673**	1	.631*	.237	.468	.301	.280	.219	.639*	.203	-.105	.520*
	Sig. (2-tailed)	.006		.012	.394	.078	.276	.312	.432	.010	.468	.710	.047
	N	15	15	15	15	15	15	15	15	15	15	15	15
PBO3	Pearson Correlation	.392	.631*	1	.454	.401	.235	.583*	.571*	.705**	.634*	.327	.739**
	Sig. (2-tailed)	.149	.012		.089	.138	.400	.022	.026	.003	.011	.234	.002
	N	15	15	15	15	15	15	15	15	15	15	15	15
PBO4	Pearson Correlation	.418	.237	.454	1	.066	.389	.255	.698**	.479	.404	.240	.592*
	Sig. (2-tailed)	.121	.394	.089		.816	.152	.359	.004	.071	.135	.389	.020
	N	15	15	15	15	15	15	15	15	15	15	15	15
PBO5	Pearson Correlation	.229	.468	.401	.066	1	.646**	.497	.314	.539*	.485	.319	.623*
	Sig. (2-tailed)	.412	.078	.138	.816		.009	.059	.254	.038	.067	.246	.013

	N	15	15	15	15	15	15	15	15	15	15	15	15
PBO6	Pearson Correlation	.490	.301	.235	.389	.646**	1	.470	.429	.382	.397	.512	.671**
	Sig. (2-tailed)	.063	.276	.400	.152	.009		.077	.111	.160	.143	.051	.006
	N	15	15	15	15	15	15	15	15	15	15	15	15
PBO7	Pearson Correlation	.451	.280	.583*	.255	.497	.470	1	.761**	.626*	.775**	.600*	.822**
	Sig. (2-tailed)	.092	.312	.022	.359	.059	.077		.001	.013	.001	.018	.000
	N	15	15	15	15	15	15	15	15	15	15	15	15
PBO8	Pearson Correlation	.520*	.219	.571*	.698**	.314	.429	.761**	1	.686**	.772**	.523*	.846**
	Sig. (2-tailed)	.047	.432	.026	.004	.254	.111	.001		.005	.001	.045	.000
	N	15	15	15	15	15	15	15	15	15	15	15	15
PBO9	Pearson Correlation	.624*	.639*	.705**	.479	.539*	.382	.626*	.686**	1	.794**	.359	.859**
	Sig. (2-tailed)	.013	.010	.003	.071	.038	.160	.013	.005		.000	.189	.000
	N	15	15	15	15	15	15	15	15	15	15	15	15
PBO10	Pearson Correlation	.361	.203	.634*	.404	.485	.397	.775**	.772**	.794**	1	.761**	.868**
	Sig. (2-tailed)	.186	.468	.011	.135	.067	.143	.001	.001	.000		.001	.000
	N	15	15	15	15	15	15	15	15	15	15	15	15
PBO11	Pearson Correlation	.109	-.105	.327	.240	.319	.512	.600*	.523*	.359	.761**	1	.642**

	Sig. (2-tailed)	.700	.710	.234	.389	.246	.051	.018	.045	.189	.001		.010
	N	15	15	15	15	15	15	15	15	15	15	15	15
Total	Pearson	.635*	.520*	.739**	.592*	.623*	.671**	.822**	.846**	.859**	.868**	.642**	1
	Correlation												
	Sig. (2-tailed)	.011	.047	.002	.020	.013	.006	.000	.000	.000	.000	.010	
	N	15	15	15	15	15	15	15	15	15	15	15	15

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

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	15	100.0
	Excluded ^a	0	.0
	Total	15	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.902	11

Correlations

		WOM1	WOM2	WOM3	WOM4	WOM5	WOM6	Total
WOM1	Pearson Correlation	1	.415	.396	.574*	.337	.185	.631*
	Sig. (2-tailed)		.124	.144	.025	.219	.510	.012
	N	15	15	15	15	15	15	15
WOM2	Pearson Correlation	.415	1	.592*	.572*	.386	.256	.709**
	Sig. (2-tailed)	.124		.020	.026	.155	.357	.003
	N	15	15	15	15	15	15	15
WOM3	Pearson Correlation	.396	.592*	1	.678**	.367	.248	.705**
	Sig. (2-tailed)	.144	.020		.005	.178	.373	.003
	N	15	15	15	15	15	15	15
WOM4	Pearson Correlation	.574*	.572*	.678**	1	.791**	.580*	.935**
	Sig. (2-tailed)	.025	.026	.005		.000	.023	.000
	N	15	15	15	15	15	15	15
WOM5	Pearson Correlation	.337	.386	.367	.791**	1	.620*	.800**
	Sig. (2-tailed)	.219	.155	.178	.000		.014	.000
	N	15	15	15	15	15	15	15
WOM6	Pearson Correlation	.185	.256	.248	.580*	.620*	1	.685**
	Sig. (2-tailed)	.510	.357	.373	.023	.014		.005
	N	15	15	15	15	15	15	15
Total	Pearson Correlation	.631*	.709**	.705**	.935**	.800**	.685**	1
	Sig. (2-tailed)	.012	.003	.003	.000	.000	.005	
	N	15	15	15	15	15	15	15

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

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	15	100.0
	Excluded ^a	0	.0
	Total	15	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.833	6

Correlations

		CM1	CM2	CM3	Total
CM1	Pearson Correlation	1	.770**	.581*	.879**
	Sig. (2-tailed)		.001	.023	.000
	N	15	15	15	15
CM2	Pearson Correlation	.770**	1	.828**	.952**

	Sig. (2-tailed)	.001		.000	.000
	N	15	15	15	15
CM3	Pearson Correlation	.581*	.828**	1	.881**
	Sig. (2-tailed)	.023	.000		.000
	N	15	15	15	15
Total	Pearson Correlation	.879**	.952**	.881**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	15	15	15	15

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

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	15	100.0
	Excluded ^a	0	.0
	Total	15	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.881	3

Correlations

		KW1	KW2	KW3	KW4	KW5	Total
KW1	Pearson Correlation	1	.362	.582*	.164	.255	.623*
	Sig. (2-tailed)		.185	.023	.558	.359	.013
	N	15	15	15	15	15	15
KW2	Pearson Correlation	.362	1	.338	.351	.374	.621*
	Sig. (2-tailed)	.185		.217	.200	.169	.013
	N	15	15	15	15	15	15
KW3	Pearson Correlation	.582*	.338	1	.450	.480	.765**
	Sig. (2-tailed)	.023	.217		.092	.070	.001
	N	15	15	15	15	15	15
KW4	Pearson Correlation	.164	.351	.450	1	.677**	.779**
	Sig. (2-tailed)	.558	.200	.092		.006	.001
	N	15	15	15	15	15	15
KW5	Pearson Correlation	.255	.374	.480	.677**	1	.809**
	Sig. (2-tailed)	.359	.169	.070	.006		.000
	N	15	15	15	15	15	15
Total	Pearson Correlation	.623*	.621*	.765**	.779**	.809**	1
	Sig. (2-tailed)	.013	.013	.001	.001	.000	

N	15	15	15	15	15	15
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*. Correlation is significant at the 0.05 level (2-tailed).

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	15	100.0
	Excluded ^a	0	.0
	Total	15	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.761	5

Correlations

		KP1	KP2	KP3	KP4	KP5	Total
KP1	Pearson Correlation	1	.408	.567*	1.000**	.590*	.819**
	Sig. (2-tailed)		.131	.028	.000	.021	.000
N		15	15	15	15	15	15

KP2	Pearson Correlation	.408	1	.694**	.408	.562*	.752**
	Sig. (2-tailed)	.131		.004	.131	.029	.001
	N	15	15	15	15	15	15
KP3	Pearson Correlation	.567*	.694**	1	.567*	.892**	.909**
	Sig. (2-tailed)	.028	.004		.028	.000	.000
	N	15	15	15	15	15	15
KP4	Pearson Correlation	1.000**	.408	.567*	1	.590*	.819**
	Sig. (2-tailed)	.000	.131	.028		.021	.000
	N	15	15	15	15	15	15
KP5	Pearson Correlation	.590*	.562*	.892**	.590*	1	.884**
	Sig. (2-tailed)	.021	.029	.000	.021		.000
	N	15	15	15	15	15	15
Total	Pearson Correlation	.819**	.752**	.909**	.819**	.884**	1
	Sig. (2-tailed)	.000	.001	.000	.000	.000	
	N	15	15	15	15	15	15

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

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	15	100.0

Excluded ^a	0	.0
Total	15	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.890	5

LAMPIRAN 9: OUTPUT UJI VALIDITAS DAN RELIABILITAS SAMPEL BESAR

Output sampel besar (Shopee)

* General SEM analysis results *

General project information

Version of WarpPLS used: 6.0

License holder: Trial license (3 months)

Type of license: Trial license (3 months)

License start date: 08-Jul-2019

License end date: 06-Oct-2019

Project path (directory): E:\SKRIPSI MEME\SHOPEE\

Project file: SHOPEE.prj

Last changed: 20-Aug-2019 08:05:09

Last saved: Never (needs to be saved)

Raw data path (directory): E:\SKRIPSI MEME\SHOPEE\

Raw data file: SHOPEE.txt

Model fit and quality indices

Average path coefficient (APC)=0.224, P=0.011

Average R-squared (ARS)=0.261, P=0.004

Average adjusted R-squared (AARS)=0.225, P=0.010

Average block VIF (AVIF)=1.442, acceptable if ≤ 5 , ideally ≤ 3.3

Average full collinearity VIF (AFVIF)=2.093, acceptable if ≤ 5 , ideally ≤ 3.3

Tenenhaus GoF (GoF)=0.370, small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36

Sympson's paradox ratio (SPR)=0.571, acceptable if ≥ 0.7 , ideally = 1

R-squared contribution ratio (RSCR)=0.886, acceptable if ≥ 0.9 , ideally = 1

Statistical suppression ratio (SSR)=1.000, acceptable if ≥ 0.7

Nonlinear bivariate causality direction ratio (NLBCDR)=0.857, acceptable if ≥ 0.7

General model elements

Missing data imputation algorithm: Arithmetic Mean Imputation

Outer model analysis algorithm: PLS Regression
 Default inner model analysis algorithm: Warp3
 Multiple inner model analysis algorithms used? No
 Resampling method used in the analysis: Stable3
 Number of data resamples used: 100
 Number of cases (rows) in model data: 74
 Number of latent variables in model: 5
 Number of indicators used in model: 30
 Number of iterations to obtain estimates: 7
 Range restriction variable type: None
 Range restriction variable: None
 Range restriction variable min value: 0.000
 Range restriction variable max value: 0.000
 Only ranked data used in analysis? No

 * Path coefficients and P values *

Path coefficients

	PBO	WOM	CM	KW	KP
KW	-0.075	0.375	-0.041		
KP	-0.180	0.193	0.146	0.558	

P values

	PBO	WOM	CM	KW	KP
KW	0.257	<0.001	0.361		
KP	0.052	0.041	0.097	<0.001	

* Standard errors for path coefficients *

PBO WOM CM KW KP

KW 0.114 0.103 0.115
KP 0.110 0.109 0.111 0.097

* Effect sizes for path coefficients *

PBO WOM CM KW KP

KW 0.015 0.145 0.007
KP 0.054 0.078 0.020 0.357

* Combined loadings and cross-loadings *

	PBO	WOM	CM	KW	KP	Type (a SE	P value
PBO1	0.688	-0.371	0.212	-0.007	-0.014	Reflect 0.094	<0.001
PBO2	0.615	0.440	-0.260	0.096	-0.194	Reflect 0.096	<0.001
PBO3	0.607	-0.207	0.080	0.150	-0.258	Reflect 0.096	<0.001
PBO4	0.715	-0.174	0.374	-0.016	0.147	Reflect 0.093	<0.001
PBO5	0.782	0.373	-0.026	-0.076	-0.094	Reflect 0.091	<0.001
PBO6	0.781	-0.182	0.184	0.049	-0.214	Reflect 0.091	<0.001
PBO7	0.543	-0.137	-0.630	0.218	0.046	Reflect 0.098	<0.001
PBO8	0.610	-0.184	-0.263	0.025	0.139	Reflect 0.096	<0.001
PBO9	0.511	-0.202	0.038	-0.217	0.369	Reflect 0.099	<0.001
PBO10	0.686	0.088	0.173	-0.328	0.259	Reflect 0.094	<0.001

PBO11	0.620	0.506	-0.098	0.145	-0.089	Reflect	0.096	<0.001
WOM1	-0.089	0.759	-0.091	-0.257	0.392	Reflect	0.091	<0.001
WOM2	-0.091	0.669	-0.138	-0.193	0.526	Reflect	0.094	<0.001
WOM3	0.356	0.765	0.043	0.075	-0.184	Reflect	0.091	<0.001
WOM4	0.026	0.777	-0.145	0.264	-0.431	Reflect	0.091	<0.001
WOM5	0.109	0.842	-0.199	0.155	-0.267	Reflect	0.089	<0.001
WOM6	-0.380	0.671	0.609	-0.102	0.076	Reflect	0.094	<0.001
CM1	-0.297	0.282	0.831	-0.031	0.034	Reflect	0.089	<0.001
CM2	0.531	-0.221	0.689	0.066	-0.132	Reflect	0.094	<0.001
CM3	-0.145	-0.100	0.820	-0.023	0.076	Reflect	0.090	<0.001
KW1	-0.056	-0.124	0.068	0.768	0.136	Reflect	0.091	<0.001
KW2	-0.059	-0.106	0.052	0.810	0.152	Reflect	0.090	<0.001
KW3	0.200	0.045	-0.154	0.720	0.074	Reflect	0.093	<0.001
KW4	-0.184	0.002	0.258	0.602	-0.048	Reflect	0.096	<0.001
KW5	0.088	0.226	-0.212	0.654	-0.385	Reflect	0.095	<0.001
KP1	0.068	0.208	-0.227	0.140	0.774	Reflect	0.091	<0.001
KP2	-0.104	0.088	-0.140	-0.063	0.754	Reflect	0.092	<0.001
KP3	0.083	-0.235	0.208	0.353	0.706	Reflect	0.093	<0.001
KP4	-0.007	-0.050	0.133	-0.198	0.586	Reflect	0.097	<0.001
KP5	-0.039	-0.043	0.077	-0.265	0.734	Reflect	0.092	<0.001

Notes: Loadings are unrotated and cross-loadings are oblique-rotated. SEs and P values are for loadings. P values < 0.05 are desirable for reflective indicators.

* Normalized combined loadings and cross-loadings *

	PBO	WOM	CM	KW	KP
PBO1	0.745	-0.393	0.225	-0.007	-0.015
PBO2	0.683	0.605	-0.358	0.132	-0.268
PBO3	0.736	-0.248	0.096	0.180	-0.309
PBO4	0.641	-0.240	0.518	-0.022	0.204
PBO5	0.671	0.555	-0.039	-0.113	-0.140
PBO6	0.715	-0.201	0.204	0.054	-0.237
PBO7	0.764	-0.111	-0.509	0.176	0.037
PBO8	0.753	-0.191	-0.273	0.026	0.145
PBO9	0.685	-0.260	0.049	-0.279	0.475
PBO10	0.685	0.131	0.258	-0.491	0.388

PBO11	0.612	0.830	-0.160	0.237	-0.146
WOM1	-0.091	0.678	-0.093	-0.262	0.399
WOM2	-0.100	0.650	-0.151	-0.212	0.577
WOM3	0.547	0.634	0.066	0.116	-0.282
WOM4	0.025	0.730	-0.139	0.253	-0.413
WOM5	0.109	0.718	-0.198	0.154	-0.267
WOM6	-0.407	0.632	0.652	-0.110	0.082
CM1	-0.305	0.289	0.715	-0.032	0.035
CM2	0.715	-0.297	0.677	0.088	-0.178
CM3	-0.146	-0.101	0.799	-0.023	0.077
KW1	-0.077	-0.171	0.093	0.815	0.187
KW2	-0.078	-0.141	0.069	0.814	0.201
KW3	0.279	0.062	-0.216	0.741	0.103
KW4	-0.267	0.003	0.375	0.814	-0.069
KW5	0.086	0.221	-0.207	0.832	-0.376
KP1	0.096	0.293	-0.319	0.197	0.753
KP2	-0.125	0.106	-0.167	-0.075	0.852
KP3	0.119	-0.340	0.300	0.510	0.704
KP4	-0.009	-0.068	0.178	-0.265	0.833
KP5	-0.040	-0.044	0.078	-0.269	0.853

Note: Loadings are unrotated and cross-loadings are oblique-rotated, both after separate Kaiser normalizations.

* Pattern loadings and cross-loadings *

	PBO	WOM	CM	KW	KP
PBO1	0.840	-0.371	0.212	-0.007	-0.014
PBO2	0.469	0.440	-0.260	0.096	-0.194
PBO3	0.747	-0.207	0.080	0.150	-0.258
PBO4	0.574	-0.174	0.374	-0.016	0.147
PBO5	0.545	0.373	-0.026	-0.076	-0.094
PBO6	0.837	-0.182	0.184	0.049	-0.214
PBO7	1.032	-0.137	-0.630	0.218	0.046
PBO8	0.896	-0.184	-0.263	0.025	0.139
PBO9	0.616	-0.202	0.038	-0.217	0.369
PBO10	0.485	0.088	0.173	-0.328	0.259

PBO11	0.278	0.506	-0.098	0.145	-0.089
WOM1	-0.089	0.852	-0.091	-0.257	0.392
WOM2	-0.091	0.699	-0.138	-0.193	0.526
WOM3	0.356	0.506	0.043	0.075	-0.184
WOM4	0.026	0.900	-0.145	0.264	-0.431
WOM5	0.109	0.926	-0.199	0.155	-0.267
WOM6	-0.380	0.584	0.609	-0.102	0.076
CM1	-0.297	0.282	0.884	-0.031	0.034
CM2	0.531	-0.221	0.446	0.066	-0.132
CM3	-0.145	-0.100	0.970	-0.023	0.076
KW1	-0.056	-0.124	0.068	0.698	0.136
KW2	-0.059	-0.106	0.052	0.729	0.152
KW3	0.200	0.045	-0.154	0.663	0.074
KW4	-0.184	0.002	0.258	0.609	-0.048
KW5	0.088	0.226	-0.212	0.891	-0.385
KP1	0.068	0.208	-0.227	0.140	0.621
KP2	-0.104	0.088	-0.140	-0.063	0.809
KP3	0.083	-0.235	0.208	0.353	0.499
KP4	-0.007	-0.050	0.133	-0.198	0.705
KP5	-0.039	-0.043	0.077	-0.265	0.943

Note: Loadings and cross-loadings are oblique-rotated.

* Normalized pattern loadings and cross-loadings *

	PBO	WOM	CM	KW	KP
PBO1	0.891	-0.393	0.225	-0.007	-0.015
PBO2	0.645	0.605	-0.358	0.132	-0.268
PBO3	0.895	-0.248	0.096	0.180	-0.309
PBO4	0.795	-0.240	0.518	-0.022	0.204
PBO5	0.811	0.555	-0.039	-0.113	-0.140
PBO6	0.927	-0.201	0.204	0.054	-0.237
PBO7	0.834	-0.111	-0.509	0.176	0.037
PBO8	0.931	-0.191	-0.273	0.026	0.145
PBO9	0.792	-0.260	0.049	-0.279	0.475
PBO10	0.724	0.131	0.258	-0.491	0.388
PBO11	0.456	0.830	-0.160	0.237	-0.146

WOM1	-0.091	0.869	-0.093	-0.262	0.399
WOM2	-0.100	0.768	-0.151	-0.212	0.577
WOM3	0.547	0.777	0.066	0.116	-0.282
WOM4	0.025	0.863	-0.139	0.253	-0.413
WOM5	0.109	0.924	-0.198	0.154	-0.267
WOM6	-0.407	0.625	0.652	-0.110	0.082
CM1	-0.305	0.289	0.906	-0.032	0.035
CM2	0.715	-0.297	0.601	0.088	-0.178
CM3	-0.146	-0.101	0.981	-0.023	0.077
KW1	-0.077	-0.171	0.093	0.960	0.187
KW2	-0.078	-0.141	0.069	0.964	0.201
KW3	0.279	0.062	-0.216	0.928	0.103
KW4	-0.267	0.003	0.375	0.885	-0.069
KW5	0.086	0.221	-0.207	0.871	-0.376
KP1	0.096	0.293	-0.319	0.197	0.874
KP2	-0.125	0.106	-0.167	-0.075	0.969
KP3	0.119	-0.340	0.300	0.510	0.721
KP4	-0.009	-0.068	0.178	-0.265	0.945
KP5	-0.040	-0.044	0.078	-0.269	0.958

Note: Loadings and cross-loadings shown are after oblique rotation and Kaiser normalization.

* Structure loadings and cross-loadings *

	PBO	WOM	CM	KW	KP
PBO1	0.688	0.403	0.458	0.062	0.058
PBO2	0.615	0.557	0.322	0.111	0.084
PBO3	0.607	0.380	0.406	0.029	-0.035
PBO4	0.715	0.546	0.593	0.172	0.231
PBO5	0.782	0.687	0.511	0.040	0.099
PBO6	0.781	0.512	0.565	0.015	-0.033
PBO7	0.543	0.327	0.089	0.208	0.228
PBO8	0.610	0.379	0.301	0.128	0.182
PBO9	0.511	0.364	0.324	0.084	0.225
PBO10	0.686	0.519	0.489	-0.006	0.155
PBO11	0.620	0.608	0.428	0.242	0.179

WOM1	0.522	0.759	0.423	0.190	0.434
WOM2	0.419	0.669	0.283	0.310	0.511
WOM3	0.719	0.765	0.560	0.148	0.137
WOM4	0.539	0.777	0.451	0.182	0.045
WOM5	0.629	0.842	0.456	0.203	0.144
WOM6	0.478	0.671	0.623	0.164	0.181
CM1	0.499	0.594	0.831	0.178	0.159
CM2	0.597	0.448	0.689	0.059	0.028
CM3	0.423	0.410	0.820	0.141	0.118
KW1	0.027	0.118	0.088	0.768	0.524
KW2	0.026	0.148	0.081	0.810	0.551
KW3	0.228	0.292	0.132	0.720	0.520
KW4	0.073	0.164	0.184	0.602	0.343
KW5	0.173	0.233	0.130	0.654	0.298
KP1	0.198	0.333	0.081	0.547	0.774
KP2	0.015	0.159	-0.018	0.434	0.754
KP3	0.167	0.220	0.235	0.613	0.706
KP4	0.138	0.202	0.118	0.280	0.586
KP5	0.131	0.198	0.083	0.373	0.734

Note: Loadings and cross-loadings are unrotated.

* Normalized structure loadings and cross-loadings *

	PBO	WOM	CM	KW	KP
PBO1	0.745	0.436	0.496	0.067	0.062
PBO2	0.683	0.618	0.358	0.123	0.093
PBO3	0.736	0.461	0.493	0.035	-0.042
PBO4	0.641	0.490	0.531	0.154	0.207
PBO5	0.671	0.590	0.439	0.035	0.085
PBO6	0.715	0.469	0.517	0.014	-0.030
PBO7	0.764	0.460	0.125	0.293	0.321
PBO8	0.753	0.468	0.372	0.158	0.225
PBO9	0.685	0.488	0.434	0.112	0.302
PBO10	0.685	0.518	0.488	-0.006	0.154
PBO11	0.612	0.599	0.422	0.239	0.176
WOM1	0.467	0.678	0.378	0.170	0.388

PBO7	0.115 0.062	0.000	0.000	0.000	0.000	Reflect	0.112	0.155	2.068	1
PBO8	0.129 0.079	0.000	0.000	0.000	0.000	Reflect	0.112	0.126	2.297	1
PBO9	0.108 0.055	0.000	0.000	0.000	0.000	Reflect	0.112	0.170	1.434	1
PBO10	0.145 0.099	0.000	0.000	0.000	0.000	Reflect	0.111	0.098	2.113	1
PBO11	0.131 0.081	0.000	0.000	0.000	0.000	Reflect	0.112	0.122	1.607	1
WOM1	0.000 0.171	0.225	0.000	0.000	0.000	Reflect	0.108	0.021	1.873	1
WOM2	0.000 0.133	0.199	0.000	0.000	0.000	Reflect	0.109	0.037	1.653	1
WOM3	0.000 0.174	0.227	0.000	0.000	0.000	Reflect	0.108	0.020	1.843	1
WOM4	0.000 0.179	0.230	0.000	0.000	0.000	Reflect	0.108	0.018	2.255	1
WOM5	0.000 0.210	0.250	0.000	0.000	0.000	Reflect	0.107	0.011	2.655	1
WOM6	0.000 0.134	0.199	0.000	0.000	0.000	Reflect	0.109	0.036	1.422	1
CM1	0.000 0.376	0.000	0.452	0.000	0.000	Reflect	0.101	<0.001	1.499	1
CM2	0.000 0.258	0.000	0.375	0.000	0.000	Reflect	0.103	<0.001	1.188	1
CM3	0.000 0.366	0.000	0.446	0.000	0.000	Reflect	0.101	<0.001	1.474	1
KW1	0.000 0.231	0.000	0.000	0.301	0.000	Reflect	0.106	0.003	2.111	1
KW2	0.000 0.257	0.000	0.000	0.317	0.000	Reflect	0.105	0.002	2.377	1
KW3	0.000 0.203	0.000	0.000	0.282	0.000	Reflect	0.106	0.005	1.559	1
KW4	0.000 0.142	0.000	0.000	0.236	0.000	Reflect	0.108	0.016	1.301	1
KW5	0.000 0.167	0.000	0.000	0.256	0.000	Reflect	0.107	0.010	1.308	1

KP1	0.000	0.000	0.000	0.000	0.304	Reflect	0.106	0.003	1.700	1
	0.235									
KP2	0.000	0.000	0.000	0.000	0.296	Reflect	0.106	0.003	1.842	1
	0.223									
KP3	0.000	0.000	0.000	0.000	0.277	Reflect	0.107	0.006	1.695	1
	0.196									
KP4	0.000	0.000	0.000	0.000	0.230	Reflect	0.108	0.018	1.620	1
	0.135									
KP5	0.000	0.000	0.000	0.000	0.288	Reflect	0.106	0.004	1.840	1
	0.211									

Notes: P values < 0.05 and VIFs < 2.5 are desirable for formative indicators; VIF = indicator variance inflation factor;

WLS = indicator weight-loading sign (-1 = Simpson's paradox in l.v.); ES = indicator effect size.

* Latent variable coefficients *

R-squared coefficients

PBO	WOM	CM	KW	KP
			0.122	0.400

Adjusted R-squared coefficients

PBO	WOM	CM	KW	KP
			0.085	0.365

Composite reliability coefficients

PBO	WOM	CM	KW	KP
0.891	0.884	0.825	0.838	0.838

Cronbach's alpha coefficients

PBO	WOM	CM	KW	KP
0.864	0.842	0.680	0.757	0.757

Average variances extracted

PBO	WOM	CM	KW	KP
0.431	0.562	0.612	0.511	0.510

Full collinearity VIFs

PBO	WOM	CM	KW	KP
2.521	2.614	1.855	1.709	1.765

Q-squared coefficients

PBO	WOM	CM	KW	KP
			0.159	0.473

Minimum and maximum values

PBO	WOM	CM	KW	KP
-2.349	-2.098	-3.079	-2.353	-2.130
2.069	1.863	1.711	1.915	1.882

Medians (top) and modes (bottom)

PBO	WOM	CM	KW	KP
-0.057	0.085	-0.001	0.124	-0.067
2.069	-1.252	0.415	-1.613	0.216

Skewness (top) and exc. kurtosis (bottom) coefficients

PBO	WOM	CM	KW	KP
-0.008	-0.013	-0.231	-0.119	0.011
-0.464	-0.777	0.159	-0.647	-0.407

Tests of unimodality: Rohatgi-Szkely (top) and Klaassen-Mokveld-van Es (bottom)

PBO	WOM	CM	KW	KP
Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes

Tests of normality: JarqueBera (top) and robust JarqueBera (bottom)

PBO	WOM	CM	KW	KP
Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes

* Correlations among latent variables and errors *

Correlations among l.vs. with sq. rts. of AVEs

	PBO	WOM	CM	KW	KP
PBO	0.656	0.740	0.638	0.142	0.180
WOM	0.740	0.750	0.620	0.263	0.312
CM	0.638	0.620	0.783	0.166	0.135
KW	0.142	0.263	0.166	0.715	0.636
KP	0.180	0.312	0.135	0.636	0.714

Note: Square roots of average variances extracted (AVEs) shown on diagonal.

P values for correlations

	PBO	WOM	CM	KW	KP
PBO	1.000	<0.001	<0.001	0.226	0.124
WOM	<0.001	1.000	<0.001	0.023	0.007
CM	<0.001	<0.001	1.000	0.158	0.251
KW	0.226	0.023	0.158	1.000	<0.001
KP	0.124	0.007	0.251	<0.001	1.000

Correlations among l.v. error terms with VIFs

	(e)KW	(e)KP
(e)KW	1.000	-0.008
(e)KP	-0.008	1.000

Notes: Variance inflation factors (VIFs) shown on diagonal. Error terms included (a.k.a. residuals) are for endogenous l.vs.

P values for correlations

	(e)KW	(e)KP
(e)KW	1.000	0.944
(e)KP	0.944	1.000

* Block variance inflation factors *

	PBO	WOM	CM	KW	KP
KW	1.405	1.352	1.532		
KP	1.469	1.614	1.570	1.154	

Note: These VIFs are for the latent variables on each column (predictors), with reference to the latent variables on each row (criteria).

* Indirect and total effects *

Indirect effects for paths with 2 segments

	PBO	WOM	CM	KW	KP
--	-----	-----	----	----	----

KP	-0.042	0.210	-0.023		
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Number of paths with 2 segments

	PBO	WOM	CM	KW	KP
--	-----	-----	----	----	----

KP	1	1	1		
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P values of indirect effects for paths with 2 segments

	PBO	WOM	CM	KW	KP
--	-----	-----	----	----	----

KP	0.305	0.004	0.390		
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Standard errors of indirect effects for paths with 2 segments

	PBO	WOM	CM	KW	KP
KP	0.081	0.077	0.082		

Effect sizes of indirect effects for paths with 2 segments

	PBO	WOM	CM	KW	KP
KP	0.013	0.084	0.003		

Sums of indirect effects

	PBO	WOM	CM	KW	KP
KP	-0.042	0.210	-0.023		

Number of paths for indirect effects

	PBO	WOM	CM	KW	KP
KP	1	1	1		

P values for sums of indirect effects

	PBO	WOM	CM	KW	KP
KP	0.305	0.004	0.390		

Standard errors for sums of indirect effects

	PBO	WOM	CM	KW	KP
KP	0.081	0.077	0.082		

Effect sizes for sums of indirect effects

	PBO	WOM	CM	KW	KP
KP	0.013	0.084	0.003		

Total effects

	PBO	WOM	CM	KW	KP
KW	-0.075	0.375	-0.041		
KP	-0.222	0.402	0.123	0.558	

Number of paths for total effects

	PBO	WOM	CM	KW	KP
KW	1	1	1		
KP	2	2	2	1	

P values for total effects

	PBO	WOM	CM	KW	KP
KW	0.257	<0.001	0.361		
KP	0.022	<0.001	0.138	<0.001	

Standard errors for total effects

	PBO	WOM	CM	KW	KP
KW	0.114	0.103	0.115		
KP	0.108	0.102	0.112	0.097	

Effect sizes for total effects

	PBO	WOM	CM	KW	KP
KW	0.015	0.145	0.007		
KP	0.067	0.162	0.017	0.357	

* Causality assessment coefficients *

Path-correlation signs

	PBO	WOM	CM	KW	KP
KW				-1	
KP					-1

Notes: path-correlation signs; negative sign (i.e., -1) = Simpson's paradox.

R-squared contributions

	PBO	WOM	CM	KW	KP
KW				-0.015	
KP					-0.054

Notes: R-squared contributions of predictor lat. vars.; columns = predictor lat. vars.; rows = criteria lat. vars.; negative sign = reduction in R-squared.

Path-correlation ratios

	PBO	WOM	CM	KW	KP
KW				0.368	

KP 0.599 0.478 1.071 0.873

Notes: absolute path-correlation ratios; ratio > 1 indicates statistical suppression; 1 < ratio <= 1.3: weak suppression; 1.3 < ratio <= 1.7: medium; 1.7 < ratio: strong.

Path-correlation differences

PBO WOM CM KW KP

KW 0.277 0.010 0.217
KP 0.482 0.211 0.010 0.081

Note: absolute path-correlation differences.

P values for path-correlation differences

PBO WOM CM KW KP

KW 0.006 0.466 0.025
KP <0.001 0.028 0.467 0.239

Note: P values for absolute path-correlation differences.

Warp2 bivariate causal direction ratios

PBO WOM CM KW KP

KW 0.895 0.880 0.963
KP 0.819 0.842 1.880 0.997

Notes: Warp2 bivariate causal direction ratios; ratio > 1 supports reversed link; 1 < ratio <= 1.3: weak support; 1.3 < ratio <= 1.7: medium; 1.7 < ratio: strong.

Warp2 bivariate causal direction differences

	PBO	WOM	CM	KW	KP
KW	0.018	0.038	0.006		
KP	0.045	0.059	0.119	0.002	

Note: absolute Warp2 bivariate causal direction differences.

P values for Warp2 bivariate causal direction differences

	PBO	WOM	CM	KW	KP
KW	0.437	0.370	0.478		
KP	0.349	0.303	0.145	0.494	

Note: P values for absolute Warp2 bivariate causal direction differences.

Warp3 bivariate causal direction ratios

	PBO	WOM	CM	KW	KP
KW	0.775	0.749	0.957		
KP	0.683	0.816	2.056	0.997	

Notes: Warp3 bivariate causal direction ratios; ratio > 1 supports reversed link; 1 < ratio <= 1.3: weak support; 1.3 < ratio <= 1.7: medium; 1.7 < ratio: strong.

Warp3 bivariate causal direction differences

	PBO	WOM	CM	KW	KP
--	-----	-----	----	----	----

KW	0.046	0.097	0.008		
KP	0.095	0.074	0.144	0.002	

Note: absolute Warp3 bivariate causal direction differences.

P values for Warp3 bivariate causal direction differences

	PBO	WOM	CM	KW	KP
--	-----	-----	----	----	----

KW	0.346	0.197	0.474		
KP	0.200	0.257	0.100	0.494	

Note: P values for absolute Warp3 bivariate causal direction differences.

Output sampel besar (Bukalapak)

* General SEM analysis results *

General project information

Version of WarpPLS used: 6.0

License holder: Trial license (3 months)

Type of license: Trial license (3 months)

License start date: 08-Jul-2019

License end date: 06-Oct-2019

Project path (directory): E:\SKRIPSI MEME\BUKALAPAK\

Project file: BUKALAPAK.prj

Last changed: 20-Aug-2019 08:12:54

Last saved: Never (needs to be saved)

Raw data path (directory): E:\SKRIPSI MEME\BUKALAPAK\

Raw data file: TABULASI BUKALAPAK.txt

Model fit and quality indices

Average path coefficient (APC)=0.273, P=0.003

Average R-squared (ARS)=0.658, P<0.001

Average adjusted R-squared (AARS)=0.641, P<0.001

Average block VIF (AVIF)=2.091, acceptable if ≤ 5 , ideally ≤ 3.3

Average full collinearity VIF (AFVIF)=2.628, acceptable if ≤ 5 , ideally ≤ 3.3

Tenenhaus GoF (GoF)=0.631, small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36

Sympson's paradox ratio (SPR)=1.000, acceptable if ≥ 0.7 , ideally = 1

R-squared contribution ratio (RSCR)=1.000, acceptable if ≥ 0.9 , ideally = 1

Statistical suppression ratio (SSR)=1.000, acceptable if ≥ 0.7

Nonlinear bivariate causality direction ratio (NLBCDR)=1.000, acceptable if ≥ 0.7

General model elements

Missing data imputation algorithm: Arithmetic Mean Imputation

Outer model analysis algorithm: PLS Regression

Default inner model analysis algorithm: Warp3

Multiple inner model analysis algorithms used? No
 Resampling method used in the analysis: Stable3
 Number of data resamples used: 100
 Number of cases (rows) in model data: 74
 Number of latent variables in model: 5
 Number of indicators used in model: 30
 Number of iterations to obtain estimates: 7
 Range restriction variable type: None
 Range restriction variable: None
 Range restriction variable min value: 0.000
 Range restriction variable max value: 0.000
 Only ranked data used in analysis? No

* Path coefficients and P values *

Path coefficients

	PBO	WOM	CM	KW	KP
KW	0.454	0.227	0.243		
KP	0.283	0.170	0.225	0.309	

P values

	PBO	WOM	CM	KW	KP
KW	<0.001	0.020	0.014		
KP	0.005	0.063	0.020	0.002	

* Standard errors for path coefficients *

PBO WOM CM KW KP

KW	0.101	0.108	0.108		
KP	0.106	0.110	0.108	0.105	

* Effect sizes for path coefficients *

PBO WOM CM KW KP

KW	0.325	0.126	0.166		
KP	0.209	0.100	0.164	0.225	

* Combined loadings and cross-loadings *

	PBO	WOM	CM	KW	KP	Type (a SE	P value
PBO1	0.660	0.073	0.037	0.126	0.094	Reflect 0.094	<0.001
PBO2	0.664	0.049	-0.121	0.217	0.123	Reflect 0.094	<0.001
PBO3	0.655	0.180	0.124	0.176	-0.166	Reflect 0.095	<0.001
PBO4	0.543	0.130	0.301	0.102	-0.153	Reflect 0.098	<0.001
PBO5	0.731	-0.122	-0.004	0.124	0.357	Reflect 0.092	<0.001
PBO6	0.775	-0.344	-0.007	-0.013	0.366	Reflect 0.091	<0.001
PBO7	0.800	0.063	-0.148	-0.015	-0.137	Reflect 0.090	<0.001
PBO8	0.810	0.091	-0.008	-0.262	-0.265	Reflect 0.090	<0.001
PBO9	0.835	-0.027	-0.108	-0.167	-0.004	Reflect 0.089	<0.001
PBO10	0.881	0.024	-0.035	-0.086	-0.087	Reflect 0.088	<0.001
PBO11	0.761	-0.047	0.087	-0.051	-0.121	Reflect 0.091	<0.001

WOM1	-0.245	0.842	0.175	0.326	-0.275	Reflect	0.089	<0.001
WOM2	0.298	0.521	0.363	0.027	0.149	Reflect	0.099	<0.001
WOM3	0.448	0.795	-0.371	-0.032	-0.036	Reflect	0.090	<0.001
WOM4	0.221	0.850	-0.212	-0.135	-0.034	Reflect	0.089	<0.001
WOM5	-0.188	0.776	-0.014	0.039	-0.207	Reflect	0.091	<0.001
WOM6	-0.572	0.607	0.247	-0.294	0.613	Reflect	0.096	<0.001
CM1	0.201	0.083	0.898	-0.027	-0.119	Reflect	0.088	<0.001
CM2	-0.109	-0.004	0.931	0.070	-0.149	Reflect	0.087	<0.001
CM3	-0.092	-0.083	0.854	-0.048	0.288	Reflect	0.089	<0.001
KW1	-0.181	0.077	0.401	0.699	0.235	Reflect	0.093	<0.001
KW2	0.221	0.160	0.090	0.782	0.169	Reflect	0.091	<0.001
KW3	-0.436	-0.233	0.246	0.722	0.020	Reflect	0.093	<0.001
KW4	0.191	-0.128	-0.286	0.814	-0.250	Reflect	0.090	<0.001
KW5	0.152	0.125	-0.393	0.751	-0.144	Reflect	0.092	<0.001
KP1	0.074	-0.083	-0.503	0.696	0.577	Reflect	0.097	<0.001
KP2	0.078	-0.006	-0.704	0.246	0.676	Reflect	0.094	<0.001
KP3	0.053	0.225	-0.009	-0.304	0.796	Reflect	0.090	<0.001
KP4	0.068	-0.059	0.542	-0.180	0.848	Reflect	0.089	<0.001
KP5	-0.251	-0.099	0.401	-0.223	0.781	Reflect	0.091	<0.001

Notes: Loadings are unrotated and cross-loadings are oblique-rotated. SEs and P values are for loadings. P values < 0.05 are desirable for reflective indicators.

* Normalized combined loadings and cross-loadings *

	PBO	WOM	CM	KW	KP
PBO1	0.554	0.162	0.083	0.277	0.208
PBO2	0.554	0.088	-0.219	0.392	0.222
PBO3	0.548	0.315	0.216	0.307	-0.290
PBO4	0.542	0.277	0.641	0.216	-0.326
PBO5	0.548	-0.209	-0.007	0.212	0.610
PBO6	0.596	-0.408	-0.008	-0.015	0.434
PBO7	0.618	0.061	-0.144	-0.014	-0.133
PBO8	0.662	0.074	-0.007	-0.213	-0.216
PBO9	0.634	-0.025	-0.099	-0.154	-0.004
PBO10	0.615	0.023	-0.034	-0.083	-0.084
PBO11	0.615	-0.054	0.100	-0.059	-0.140

WOM1	-0.238	0.704	0.169	0.316	-0.267
WOM2	0.601	0.368	0.733	0.055	0.302
WOM3	0.443	0.671	-0.368	-0.032	-0.035
WOM4	0.221	0.760	-0.211	-0.135	-0.034
WOM5	-0.181	0.864	-0.014	0.038	-0.199
WOM6	-0.545	0.740	0.236	-0.281	0.584
CM1	0.238	0.099	0.582	-0.032	-0.142
CM2	-0.099	-0.004	0.623	0.064	-0.136
CM3	-0.108	-0.098	0.579	-0.056	0.338
KW1	-0.300	0.128	0.667	0.515	0.390
KW2	0.474	0.344	0.193	0.512	0.364
KW3	-0.390	-0.208	0.220	0.699	0.018
KW4	0.157	-0.106	-0.237	0.716	-0.206
KW5	0.138	0.114	-0.359	0.657	-0.131
KP1	0.078	-0.087	-0.526	0.729	0.574
KP2	0.063	-0.004	-0.568	0.199	0.634
KP3	0.057	0.238	-0.010	-0.322	0.582
KP4	0.085	-0.074	0.676	-0.224	0.534
KP5	-0.242	-0.095	0.386	-0.215	0.604

Note: Loadings are unrotated and cross-loadings are oblique-rotated, both after separate Kaiser normalizations.

* Pattern loadings and cross-loadings *

	PBO	WOM	CM	KW	KP
PBO1	0.417	0.073	0.037	0.126	0.094
PBO2	0.477	0.049	-0.121	0.217	0.123
PBO3	0.470	0.180	0.124	0.176	-0.166
PBO4	0.282	0.130	0.301	0.102	-0.153
PBO5	0.430	-0.122	-0.004	0.124	0.357
PBO6	0.677	-0.344	-0.007	-0.013	0.366
PBO7	1.007	0.063	-0.148	-0.015	-0.137
PBO8	1.166	0.091	-0.008	-0.262	-0.265
PBO9	1.064	-0.027	-0.108	-0.167	-0.004
PBO10	1.032	0.024	-0.035	-0.086	-0.087
PBO11	0.849	-0.047	0.087	-0.051	-0.121

WOM1	-0.245	0.889	0.175	0.326	-0.275
WOM2	0.298	0.039	0.363	0.027	0.149
WOM3	0.448	0.824	-0.371	-0.032	-0.036
WOM4	0.221	0.944	-0.212	-0.135	-0.034
WOM5	-0.188	1.000	-0.014	0.039	-0.207
WOM6	-0.572	0.501	0.247	-0.294	0.613
CM1	0.201	0.083	0.804	-0.027	-0.119
CM2	-0.109	-0.004	1.079	0.070	-0.149
CM3	-0.092	-0.083	0.792	-0.048	0.288
KW1	-0.181	0.077	0.401	0.327	0.235
KW2	0.221	0.160	0.090	0.325	0.169
KW3	-0.436	-0.233	0.246	0.973	0.020
KW4	0.191	-0.128	-0.286	1.126	-0.250
KW5	0.152	0.125	-0.393	0.994	-0.144
KP1	0.074	-0.083	-0.503	0.696	0.403
KP2	0.078	-0.006	-0.704	0.246	0.986
KP3	0.053	0.225	-0.009	-0.304	0.864
KP4	0.068	-0.059	0.542	-0.180	0.556
KP5	-0.251	-0.099	0.401	-0.223	0.891

Note: Loadings and cross-loadings are oblique-rotated.

* Normalized pattern loadings and cross-loadings *

	PBO	WOM	CM	KW	KP
PBO1	0.920	0.162	0.083	0.277	0.208
PBO2	0.861	0.088	-0.219	0.392	0.222
PBO3	0.822	0.315	0.216	0.307	-0.290
PBO4	0.600	0.277	0.641	0.216	-0.326
PBO5	0.735	-0.209	-0.007	0.212	0.610
PBO6	0.803	-0.408	-0.008	-0.015	0.434
PBO7	0.978	0.061	-0.144	-0.014	-0.133
PBO8	0.950	0.074	-0.007	-0.213	-0.216
PBO9	0.983	-0.025	-0.099	-0.154	-0.004
PBO10	0.992	0.023	-0.034	-0.083	-0.084
PBO11	0.982	-0.054	0.100	-0.059	-0.140
WOM1	-0.238	0.862	0.169	0.316	-0.267

WOM2	0.601	0.079	0.733	0.055	0.302
WOM3	0.443	0.816	-0.368	-0.032	-0.035
WOM4	0.221	0.942	-0.211	-0.135	-0.034
WOM5	-0.181	0.962	-0.014	0.038	-0.199
WOM6	-0.545	0.477	0.236	-0.281	0.584
CM1	0.238	0.099	0.955	-0.032	-0.142
CM2	-0.099	-0.004	0.984	0.064	-0.136
CM3	-0.108	-0.098	0.928	-0.056	0.338
KW1	-0.300	0.128	0.667	0.544	0.390
KW2	0.474	0.344	0.193	0.698	0.364
KW3	-0.390	-0.208	0.220	0.869	0.018
KW4	0.157	-0.106	-0.237	0.930	-0.206
KW5	0.138	0.114	-0.359	0.907	-0.131
KP1	0.078	-0.087	-0.526	0.729	0.422
KP2	0.063	-0.004	-0.568	0.199	0.796
KP3	0.057	0.238	-0.010	-0.322	0.914
KP4	0.085	-0.074	0.676	-0.224	0.693
KP5	-0.242	-0.095	0.386	-0.215	0.859

Note: Loadings and cross-loadings shown are after oblique rotation and Kaiser normalization.

* Structure loadings and cross-loadings *

	PBO	WOM	CM	KW	KP
PBO1	0.660	0.368	0.517	0.519	0.559
PBO2	0.664	0.336	0.514	0.559	0.553
PBO3	0.655	0.438	0.555	0.496	0.507
PBO4	0.543	0.363	0.475	0.427	0.413
PBO5	0.731	0.340	0.554	0.640	0.642
PBO6	0.775	0.201	0.559	0.586	0.629
PBO7	0.800	0.383	0.544	0.534	0.552
PBO8	0.810	0.368	0.543	0.439	0.465
PBO9	0.835	0.351	0.579	0.511	0.563
PBO10	0.881	0.422	0.640	0.569	0.606
PBO11	0.761	0.324	0.584	0.515	0.492
WOM1	0.336	0.842	0.484	0.415	0.450

WOM2	0.692	0.521	0.698	0.576	0.659
WOM3	0.490	0.795	0.417	0.350	0.484
WOM4	0.391	0.850	0.379	0.278	0.394
WOM5	0.162	0.776	0.276	0.172	0.269
WOM6	0.112	0.607	0.345	0.150	0.388
CM1	0.717	0.550	0.898	0.576	0.653
CM2	0.634	0.486	0.931	0.591	0.615
CM3	0.640	0.465	0.854	0.587	0.693
KW1	0.568	0.467	0.629	0.699	0.648
KW2	0.702	0.515	0.671	0.782	0.717
KW3	0.357	0.147	0.430	0.722	0.461
KW4	0.519	0.153	0.359	0.814	0.454
KW5	0.512	0.314	0.389	0.751	0.479
KP1	0.431	0.212	0.318	0.591	0.577
KP2	0.442	0.320	0.324	0.527	0.676
KP3	0.576	0.590	0.556	0.497	0.796
KP4	0.725	0.516	0.798	0.612	0.848
KP5	0.501	0.415	0.620	0.508	0.781

Note: Loadings and cross-loadings are unrotated.

* Normalized structure loadings and cross-loadings *

	PBO	WOM	CM	KW	KP
PBO1	0.554	0.308	0.434	0.435	0.469
PBO2	0.554	0.280	0.429	0.467	0.461
PBO3	0.548	0.366	0.463	0.415	0.424
PBO4	0.542	0.362	0.473	0.426	0.412
PBO5	0.548	0.255	0.415	0.480	0.482
PBO6	0.596	0.154	0.430	0.450	0.483
PBO7	0.618	0.296	0.421	0.413	0.427
PBO8	0.662	0.301	0.444	0.359	0.380
PBO9	0.634	0.266	0.440	0.388	0.428
PBO10	0.615	0.294	0.446	0.397	0.423
PBO11	0.615	0.262	0.472	0.416	0.397
WOM1	0.281	0.704	0.405	0.347	0.376
WOM2	0.489	0.368	0.493	0.407	0.466

WOM3	0.414	0.671	0.352	0.295	0.408
WOM4	0.349	0.760	0.339	0.249	0.352
WOM5	0.181	0.864	0.307	0.191	0.299
WOM6	0.136	0.740	0.420	0.183	0.472
CM1	0.465	0.356	0.582	0.373	0.423
CM2	0.424	0.325	0.623	0.396	0.412
CM3	0.433	0.315	0.579	0.398	0.469
KW1	0.418	0.344	0.463	0.515	0.477
KW2	0.459	0.337	0.439	0.512	0.470
KW3	0.345	0.142	0.416	0.699	0.446
KW4	0.457	0.135	0.316	0.716	0.400
KW5	0.448	0.274	0.341	0.657	0.419
KP1	0.428	0.211	0.315	0.587	0.574
KP2	0.415	0.300	0.304	0.494	0.634
KP3	0.421	0.432	0.407	0.363	0.582
KP4	0.457	0.325	0.503	0.385	0.534
KP5	0.387	0.320	0.479	0.392	0.604

Note: Loadings and cross-loadings shown are unrotated and after Kaiser normalization.

* Indicator weights *

	PBO	WOM	CM	KW	KP	Type (a SE	P value	VIF	WLS
ES									
PBO1	0.109 0.072	0.000	0.000	0.000	0.000	Reflect 0.112	0.169	2.785	1
PBO2	0.109 0.072	0.000	0.000	0.000	0.000	Reflect 0.112	0.167	2.783	1
PBO3	0.108 0.071	0.000	0.000	0.000	0.000	Reflect 0.112	0.171	1.733	1
PBO4	0.089 0.049	0.000	0.000	0.000	0.000	Reflect 0.113	0.216	1.731	1
PBO5	0.120 0.088	0.000	0.000	0.000	0.000	Reflect 0.112	0.143	2.291	1
PBO6	0.127 0.099	0.000	0.000	0.000	0.000	Reflect 0.112	0.129	2.625	1

PBO7	0.131 0.105	0.000	0.000	0.000	0.000	Reflect	0.112	0.121	4.009	1
PBO8	0.133 0.108	0.000	0.000	0.000	0.000	Reflect	0.111	0.118	3.164	1
PBO9	0.137 0.115	0.000	0.000	0.000	0.000	Reflect	0.111	0.111	3.609	1
PBO10	0.145 0.127	0.000	0.000	0.000	0.000	Reflect	0.111	0.098	7.410	1
PBO11	0.125 0.095	0.000	0.000	0.000	0.000	Reflect	0.112	0.133	3.266	1
WOM1	0.000 0.215	0.255	0.000	0.000	0.000	Reflect	0.107	0.010	2.844	1
WOM2	0.000 0.082	0.158	0.000	0.000	0.000	Reflect	0.111	0.079	1.318	1
WOM3	0.000 0.191	0.240	0.000	0.000	0.000	Reflect	0.108	0.014	2.133	1
WOM4	0.000 0.219	0.257	0.000	0.000	0.000	Reflect	0.107	0.009	2.604	1
WOM5	0.000 0.182	0.235	0.000	0.000	0.000	Reflect	0.108	0.016	2.578	1
WOM6	0.000 0.112	0.184	0.000	0.000	0.000	Reflect	0.110	0.049	1.403	1
CM1	0.000 0.336	0.000	0.374	0.000	0.000	Reflect	0.103	<0.001	2.734	1
CM2	0.000 0.360	0.000	0.387	0.000	0.000	Reflect	0.103	<0.001	3.307	1
CM3	0.000 0.304	0.000	0.355	0.000	0.000	Reflect	0.104	<0.001	1.978	1
KW1	0.000 0.172	0.000	0.000	0.246	0.000	Reflect	0.108	0.013	1.846	1
KW2	0.000 0.215	0.000	0.000	0.275	0.000	Reflect	0.107	0.006	2.188	1
KW3	0.000 0.183	0.000	0.000	0.254	0.000	Reflect	0.107	0.010	1.740	1
KW4	0.000 0.232	0.000	0.000	0.286	0.000	Reflect	0.106	0.004	2.115	1
KW5	0.000 0.198	0.000	0.000	0.264	0.000	Reflect	0.107	0.008	1.810	1

KP1	0.000	0.000	0.000	0.000	0.210	Reflect	0.109	0.029	1.669	1
	0.121									
KP2	0.000	0.000	0.000	0.000	0.246	Reflect	0.108	0.013	1.742	1
	0.166									
KP3	0.000	0.000	0.000	0.000	0.289	Reflect	0.106	0.004	2.253	1
	0.230									
KP4	0.000	0.000	0.000	0.000	0.308	Reflect	0.105	0.002	2.835	1
	0.261									
KP5	0.000	0.000	0.000	0.000	0.284	Reflect	0.106	0.005	1.897	1
	0.222									

Notes: P values < 0.05 and VIFs < 2.5 are desirable for formative indicators; VIF = indicator variance inflation factor;

WLS = indicator weight-loading sign (-1 = Simpson's paradox in l.v.); ES = indicator effect size.

* Latent variable coefficients *

R-squared coefficients

PBO	WOM	CM	KW	KP
			0.617	0.699

Adjusted R-squared coefficients

PBO	WOM	CM	KW	KP
			0.601	0.681

Composite reliability coefficients

PBO	WOM	CM	KW	KP
0.931	0.878	0.923	0.868	0.858

Cronbach's alpha coefficients

PBO	WOM	CM	KW	KP
0.917	0.829	0.875	0.810	0.791

Average variances extracted

PBO	WOM	CM	KW	KP
0.553	0.551	0.801	0.570	0.551

Full collinearity VIFs

PBO	WOM	CM	KW	KP
2.933	1.591	2.865	2.516	3.235

Q-squared coefficients

PBO	WOM	CM	KW	KP
			0.616	0.697

Minimum and maximum values

PBO	WOM	CM	KW	KP
-2.368	-3.056	-2.251	-2.321	-1.961
2.136	1.803	1.683	2.197	2.115

Medians (top) and modes (bottom)

PBO	WOM	CM	KW	KP
0.087	0.216	-0.042	-0.058	0.003
0.473	0.312	-0.940	-1.040	0.588

Skewness (top) and exc. kurtosis (bottom) coefficients

PBO	WOM	CM	KW	KP
-0.083	-0.752	-0.131	0.364	0.186
-0.426	0.725	-0.544	-0.282	-0.559

Tests of unimodality: Rohatgi-Szkely (top) and Klaassen-Mokveld-van Es (bottom)

PBO	WOM	CM	KW	KP
Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes

Tests of normality: JarqueBera (top) and robust JarqueBera (bottom)

PBO	WOM	CM	KW	KP
Yes	No	Yes	Yes	Yes
Yes	No	Yes	Yes	Yes

* Correlations among latent variables and errors *

Correlations among l.vs. with sq. rts. of AVEs

	PBO	WOM	CM	KW	KP
PBO	0.744	0.472	0.741	0.706	0.731
WOM	0.472	0.742	0.559	0.420	0.570
CM	0.741	0.559	0.895	0.653	0.729
KW	0.706	0.420	0.653	0.755	0.729
KP	0.731	0.570	0.729	0.729	0.742

Note: Square roots of average variances extracted (AVEs) shown on diagonal.

P values for correlations

	PBO	WOM	CM	KW	KP
PBO	1.000	<0.001	<0.001	<0.001	<0.001
WOM	<0.001	1.000	<0.001	<0.001	<0.001
CM	<0.001	<0.001	1.000	<0.001	<0.001
KW	<0.001	<0.001	<0.001	1.000	<0.001
KP	<0.001	<0.001	<0.001	<0.001	1.000

Correlations among l.v. error terms with VIFs

	(e)KW	(e)KP
(e)KW	1.004	0.060
(e)KP	0.060	1.004

Notes: Variance inflation factors (VIFs) shown on diagonal. Error terms included (a.k.a. residuals) are for endogenous l.vs.

P values for correlations

	(e)KW	(e)KP
(e)KW	1.000	0.614
(e)KP	0.614	1.000

* Block variance inflation factors *

	PBO	WOM	CM	KW	KP
KW	1.911	1.473	2.327		
KP	2.584	1.580	2.660	2.102	

Note: These VIFs are for the latent variables on each column (predictors), with reference to the latent variables on each row (criteria).

* Indirect and total effects *

Indirect effects for paths with 2 segments

PBO WOM CM KW KP

KP 0.140 0.070 0.075

Number of paths with 2 segments

PBO WOM CM KW KP

KP 1 1 1

P values of indirect effects for paths with 2 segments

PBO WOM CM KW KP

KP 0.039 0.193 0.177

Standard errors of indirect effects for paths with 2 segments

PBO WOM CM KW KP

KP 0.079 0.080 0.080

Effect sizes of indirect effects for paths with 2 segments

PBO WOM CM KW KP

KP 0.104 0.041 0.055

Sums of indirect effects

PBO WOM CM KW KP

KP 0.140 0.070 0.075

Number of paths for indirect effects

PBO WOM CM KW KP

KP 1 1 1

P values for sums of indirect effects

PBO WOM CM KW KP

KP 0.039 0.193 0.177

Standard errors for sums of indirect effects

	PBO	WOM	CM	KW	KP
KP	0.079	0.080	0.080		

Effect sizes for sums of indirect effects

	PBO	WOM	CM	KW	KP
KP	0.104	0.041	0.055		

Total effects

	PBO	WOM	CM	KW	KP
KW	0.454	0.227	0.243		
KP	0.423	0.240	0.300	0.309	

Number of paths for total effects

	PBO	WOM	CM	KW	KP
KW	1	1	1		
KP	2	2	2	1	

P values for total effects

	PBO	WOM	CM	KW	KP
KW	<0.001	0.020	0.014		
KP	<0.001	0.014	0.003	0.002	

Standard errors for total effects

	PBO	WOM	CM	KW	KP
KW	0.101	0.108	0.108		
KP	0.102	0.108	0.106	0.105	

Effect sizes for total effects

	PBO	WOM	CM	KW	KP
KW	0.325	0.126	0.166		
KP	0.313	0.141	0.219	0.225	

* Causality assessment coefficients *

Path-correlation signs

	PBO	WOM	CM	KW	KP
KW	1	1	1		
KP	1	1	1	1	

Notes: path-correlation signs; negative sign (i.e., -1) = Simpson's paradox.

R-squared contributions

	PBO	WOM	CM	KW	KP
KW	0.325	0.126	0.166		
KP	0.209	0.100	0.164	0.225	

Notes: R-squared contributions of predictor lat. vars.; columns = predictor lat. vars.; rows = criteria lat. vars.; negative sign = reduction in R-squared.

Path-correlation ratios

	PBO	WOM	CM	KW	KP
KW	0.634	0.411	0.355		

KP 0.382 0.290 0.309 0.423

Notes: absolute path-correlation ratios; ratio > 1 indicates statistical suppression; 1 < ratio <= 1.3: weak suppression; 1.3 < ratio <= 1.7: medium; 1.7 < ratio: strong.

Path-correlation differences

PBO WOM CM KW KP

KW 0.262 0.326 0.442
KP 0.457 0.418 0.504 0.421

Note: absolute path-correlation differences.

P values for path-correlation differences

PBO WOM CM KW KP

KW 0.008 0.001 <0.001
KP <0.001 <0.001 <0.001 <0.001

Note: P values for absolute path-correlation differences.

Warp2 bivariate causal direction ratios

PBO WOM CM KW KP

KW 0.991 0.775 0.963
KP 1.011 0.985 1.012 1.018

Notes: Warp2 bivariate causal direction ratios; ratio > 1 supports reversed link; 1 < ratio <= 1.3: weak support; 1.3 < ratio <= 1.7: medium; 1.7 < ratio: strong.

Warp2 bivariate causal direction differences

	PBO	WOM	CM	KW	KP
KW	0.007	0.122	0.026		
KP	0.008	0.009	0.009	0.013	

Note: absolute Warp2 bivariate causal direction differences.

P values for Warp2 bivariate causal direction differences

	PBO	WOM	CM	KW	KP
KW	0.477	0.140	0.413		
KP	0.473	0.469	0.471	0.455	

Note: P values for absolute Warp2 bivariate causal direction differences.

Warp3 bivariate causal direction ratios

	PBO	WOM	CM	KW	KP
KW	0.992	0.761	0.968		
KP	1.017	0.990	1.025	1.025	

Notes: Warp3 bivariate causal direction ratios; ratio > 1 supports reversed link; 1 < ratio <= 1.3: weak support; 1.3 < ratio <= 1.7: medium; 1.7 < ratio: strong.

Warp3 bivariate causal direction differences

	PBO	WOM	CM	KW	KP
KW	0.006	0.132	0.022		
KP	0.012	0.006	0.018	0.018	

Note: absolute Warp3 bivariate causal direction differences.

P values for Warp3 bivariate causal direction differences

	PBO	WOM	CM	KW	KP
KW	0.481	0.120	0.426		
KP	0.458	0.479	0.437	0.438	

Note: P values for absolute Warp3 bivariate causal direction differences.

LAMPIRAN 10: OUTPUT UJI INDEPENDENT T-TEST

T-Test

Group Statistics

	Media Belanja Online	N	Mean	Std. Deviation	Std. Error Mean
Keputusan Pembelian	Shopee	74	3.89	.786	.091
	Bukalapak	74	3.66	.763	.089

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Keputusan Pembelian	Equal variances assumed	.244	.622	1.803	146	.073	.230	.127	-.022	.482
	Equal variances not assumed			1.803	145.874	.073	.230	.127	-.022	.482

JADWAL PENULISAN SKRIPSI

Keterangan	Maret '19				April '19				Mei '19				Juni '19				Juli '19							
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4				
Penulisan Skripsi	■																							
Presentasi Proposal													■											
Pengumpulan Data									■	■	■	■												
Analisis Data													■	■	■	■								
Penulisan Laporan Skripsi															■	■								
Penyerahan Skripsi																	■							

SURAT PERNYATAAN

Yang bertanda tangan di bawah ini:

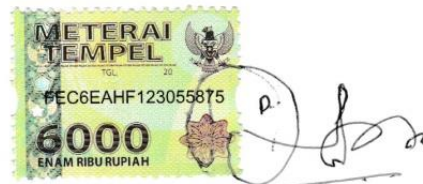
Nama : Meilinda Dentatama Mahardini
Alamat : Jl. RM Sahid Blok J/4 Perum Bukit Randu Agung
Indah Kebomas, Gresik.
NIM : 2015210777
Program Studi : Manajemen
Program Pendidikan : Sarjana

Dengan ini menyatakan bahwa skripsi saya yang berjudul “Pengaruh Pengalaman Belanja *Online*, *Word of Mouth* (WOM), dan Citra Merek, dengan mediasi Kepercayaan *Website* terhadap Keputusan Pembelian pada layanan belanja *online* Shopee dan Bukalapak di Gresik” adalah benar-benar merupakan karya saya sendiri dan bukan jiplakan (plagiat) dari karya ilmiah orang lain serta bukan hasil dibuatkan oleh orang lain atau pihak lain. Apabila di kemudian hari ternyata pernyataan saya tersebut tidak benar, maka saya bersedia menerima sanksi berupa pembatalan skripsi beserta segala hal yang terkait dengan skripsi tersebut.

Demikian surat pernyataan ini saya buat dengan sebenarnya.

Gresik, 30 November 2019

Yang menyatakan,



Meilinda Dentatama Mahardini



Yayasan Pendidikan Perbanas Jawa Timur
Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
Jalan Nginden Semolo 34-36 Surabaya, Telp. (031)5947151 - 52 / Fax. (031)5935937

BERITA ACARA PERBAIKAN PROPOSAL SKRIPSI

Pada hari ini, Rabu, tanggal 08 Mei 2019 telah dilakukan evaluasi proposal skripsi
Nama : MEILINDA DENTATAMA MAHARDINI
NIM : 2015210777
Program Pendidikan : S1 Manajemen
dengan saran perbaikan/revisi sebagai berikut :

Table with 3 columns: No., Halaman, ACC Penguji. Contains handwritten notes and signatures for Dr. Ronny and Nurhadi regarding proposal corrections.

Perubahan Judul : ADA / TIDAK ADA *)
Judul Baru :

Handwritten notes and signatures detailing changes to the proposal title and content.

Tim Evaluator Proposal

Table listing the names and signatures of the proposal evaluators: Dr. RONNY, S.Kom.,M.Kom.,MH.; Dr. Drs. M. NADJIB USMAN, MM.; MOCHAMAD NURHADI, S.Kom., M.M.; Drs.Ec. HARRY WIDYANTORO, M.Si.



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DAFTAR PERBAIKAN SKRIPSI

Ujian ke - 1

Nama : MEILINDA DENTATAMA MAHARDINI
 N I M : 2015210777
 Program Pendidikan : S1 Manajemen
 Hari, tanggal : Senin, 26 Agustus 2019

No.	Halaman	ACC Penguji
<p><u>Emma Julianti :</u></p> <ul style="list-style-type: none"> - kesalahan litig <ul style="list-style-type: none"> • daftar isi → sistematika penulisan proposal # - istilah balance asing dicetak miring # - penyajian rata kanan / alignment # → numbering → margin ke bawah # - gambar 4.1 diperbesar # - analisis dicek kembali hasilnya # → tingkat kesalahan pers 0,05 % # # <p><u>Dr. Tjalyani P :</u></p> <ul style="list-style-type: none"> - Responden → identitas → cek ulang # - curi → meas - relation # 	<p>44. 98.</p> <p>02</p>	<p>29/8/19</p> <p>29/8/19</p>

Perubahan Judul : ADA / TIDAK ADA *)

Judul Baru : _____

Mengetahui,
Dosen Pembimbing

Drs. Ec. HARRY WIDYANTORO, M.Si.

Tim Penguji,
Sekretaris

Drs. Ec. HARRY WIDYANTORO, M.Si.

HASIL TURNITIN

The screenshot shows the Turnitin feedback studio interface. The main document title is "PENGARUH PENGALAMAN BELANJA ONLINE, HORB OF MOUTHWASH DAN CERA MEREK, DENGAN MEDIAN APERBUYAAAN RESISTE TERHADAP KEPUKUSAN PEMBELIAN PADA LAYANAN BELANJA ONLINE DI GRENDA (STUDI KASUS PADA SHOPLLE DAN BELALAPAN DI GRENDA)". The document is identified as a "SKRIPSI" (Thesis) for the "Program Studi Sarjana Manajemen" at "Universitas Muhammadiyah Surakarta". The similarity score is 22%. The interface includes a "Match Overview" panel on the right showing the score and a list of matches. The bottom of the screenshot shows the Windows taskbar with the system clock at 1:52 PM on 8/22/2019.

Mengetahui,

Ketua Program Studi Sarjana Manajemen

Dosen Pembimbing,

Tanggal :

Tanggal : 22/08/2019

Burhanudin, SE., M.Si., Ph.D.

Drs.Ec. Harry Widyantoro, M.Si.