LAMPIRAN

Lampiran 1
KUESIONER PENELITIAN

Yth. Bapak/Ibu Responden

Bersama ini saya mohon kesediaan Bapak/Ibu untuk mengisi kuesioner dalam rangka penelitian saya yang berjudul: **"PENGARUH KEPERCAYAAN KUALITAS INFORMASI TAGLINE TERHADAP KEPUTUSAN PEMBELIAN ONLINE DI SITUS LAZADA DENGAN MINATBELI SEBAGAI VARIABEL INTERVENING".**

Kuesioner ini terdiri atas sejumlah pernyataan. Perlu Bapak/Ibu ketahui bahwa keberhasilan penelitian ini sangat tergantung dari partisipasi Bapak/Ibu dalam menjawab kuesioner.

Cara Pengisian Kuesioner

Bapak/Ibu cukup memberikan tanda silang (X) pada pilihan jawaban yang tersedia (rentang angka dari 1 sampai dengan 5) sesuai dengan pendapat Bapak/Ibu. Setiap pernyataan mengharapkan hanya satu jawaban. Setiap angka akan mewakili tingkat kesesuaian dengan pendapat Bapak/Ibu:

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

Atas partisipasi dan kerjasamanya, saya mengucapkan terima kasih.

1. Nama   :

2. Jenis Kelamin
   a. Pria
   b. Wanita

3. Usia

a. 18-23 tahun b. 24-29 tahun c. 30-35 tahun d. > 35 tahun

4. Pendidikan terakhir
 	
   a. SD
 	
   b. SMP
 	
   c. SMA/SMK
 	
   d. S1
 	
   e. Lainnya

5. Berapakah pendapatan saudara
 	
   a. Rp. 0-999.000
 	
   b. Rp. 1.000.000-1.999.000
 	
   c. Rp. 2.000.000-2.999.000
 	
   d. Rp. 3.000.000-3.999.000
 	
   e. Diatas Rp. 4.000.000

6. Sudah berapa lama anda melakukan transaksi di lazada
 	
   a. $\leq$ 1 tahun
 	
   b. 2 tahun
 	
   c. 3 tahun
 	
   d. 4 tahun
 	
   e. $\geq$ 5 tahun

Pada setiap pertanyaan berikut ini, berikan tanda (X) pada kolom yang mencerminkan keadaan Bapak/Ibu/Saudara/i yang alami.

Sangat Tidak Setuju (STS)	Tidak Setuju (TS)	Netral (N)	Setuju (S)	Sangat Setuju (SS)
1	2	3	4	5

No	Variabel	Pertanyaan	STS	TS	N	S	SS
1	Minat beli	Konsumen memiliki kecendrungan untuk membeli suatu produk yang ditawarkan lazada					
		Saya membeli di lazada setelah mendapat rekomendasi dari teman yang sudah melakukan pembelian					
		Konsumen bisa memilih produk yang ditawarkan oleh lazada diantara produk yang lain					
		Konsumen mudah mencari informasi produk lazada yang dijual dengan mudah					
2	Keputusan pembelian	Konsumen dapat menerima informasi yang relevan dengan cepat tanpa terbatasi oleh lokasi dari lazada					
		Produk yang dijual di lazada harga bersaing					
		Adanya interaksi antara penjual dan pembeli saat transaksi pengiriman barang					
3	Kepercayaan	Lazada sudah memberikan keyakinan terhadap konsumen terhadap produk yang dibeli di lazada					
		Saya percaya bahwa lazada memenuhi tanggung jawab kepada pelanggan					
		Lazada memberikan kemudahan terhadap konsumen untuk bertransaksi					
		Lazada memberikan jaminan produk sesuai dengan keinginan konsumen					
4	Kualitas Informasi	Informasi yang di berikan lazada sudah sesuai dengan keinginan konsumen					
		Lazada memberikan informasi yang up to date					

		Informasi dari lazada bisa memberikan manfaat bagi konsumen					
5	Tagline	Lazada mempunyai tagline yang unik dan menarik bagi konsumen					
		Tagline lazada mudah diingat oleh konsumen					
		Tagline lazada bisa menarik minat konsumen untuk membeli produk dari lazada					

Lampiran 2 Tabulasi

x1.1	x1.2	x1.3	x1.4	x1	x2.1	x2.2	x2.3	x2	x3.1	x3.2	x3.3	x3	y1.1	y1.2	y1.3	y1.4	y1	y2.1	y2.2	y2.3	y2
5	3	5	4	17	4	5	4	13	4	4	5	13	4	4	3	4	15	4	3	4	11
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Lampiran 3

Uji Validitas

Correlations

Correlations

		Kepercayaan
x1.1	Pearson Correlation	.702**
	Sig. (2-tailed)	.000
	N	108
x1.2	Pearson Correlation	.717**
	Sig. (2-tailed)	.000
	N	108
x1.3	Pearson Correlation	.867**
	Sig. (2-tailed)	.000
	N	108
x1.4	Pearson Correlation	.932**
	Sig. (2-tailed)	.000
	N	108
Kepercayaan	Pearson Correlation	1
	N	108

**. Correlation is significant at the 0.01 level

Correlations

Correlations

		Kualitas informasi
x2.1	Pearson Correlation	.696**
	Sig. (2-tailed)	.000
	N	108
x2.2	Pearson Correlation	.785**
	Sig. (2-tailed)	.000
	N	108
x2.3	Pearson Correlation	.732**
	Sig. (2-tailed)	.000
	N	108
Kualitas informasi	Pearson Correlation	1
	N	108

**. Correlation is significant at the 0.01 level

Correlations

Correlations

		Tagline
x3.1	Pearson Correlation	.845**
	Sig. (2-tailed)	.000
	N	108
x3.2	Pearson Correlation	.816**
	Sig. (2-tailed)	.000
	N	108
x3.3	Pearson Correlation	.814**
	Sig. (2-tailed)	.000
	N	108
Tagline	Pearson Correlation	1
	N	108

**. Correlation is significant at the 0.01 level

Correlations

Correlations

		Minat beli
y1.1	Pearson Correlation	.756**
	Sig. (2-tailed)	.000
	N	108
y1.2	Pearson Correlation	.786**
	Sig. (2-tailed)	.000
	N	108
y1.3	Pearson Correlation	.731**
	Sig. (2-tailed)	.000
	N	108
y1.4	Pearson Correlation	.933**
	Sig. (2-tailed)	.000
	N	108
Minat beli	Pearson Correlation	1
	N	108

**. Correlation is significant at the 0.01 level

Correlations

Correlations

		Keputusan pembelian on line
y2.1	Pearson Correlation	.602**
	Sig. (2-tailed)	.000
	N	108
y2.2	Pearson Correlation	.680**
	Sig. (2-tailed)	.000
	N	108
y2.3	Pearson Correlation	.708**
	Sig. (2-tailed)	.000
	N	108
Keputusan pembelian on line	Pearson Correlation	1
	N	108

**. Correlation is significant at the 0.01 level

Uji Reliabilitas

Reliability

Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded[a]	0	.0
	Total	108	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.819	4

Item Statistics

	Mean	Std. Deviation	N
x1.1	4.05	.617	108
x1.2	3.86	.618	108
x1.3	3.99	.690	108
x1.4	3.96	.610	108

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	11.81	2.788	.489	.837
x1.2	12.00	2.748	.511	.829
x1.3	11.87	2.207	.728	.728
x1.4	11.90	2.223	.869	.663

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.86	4.177	2.044	4

Reliability

Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded[a]	0	.0
	Total	108	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.655	3

Item Statistics

	Mean	Std. Deviation	N
x2.1	3.83	.555	108
x2.2	4.05	.715	108
x2.3	4.11	.715	108

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	8.16	1.386	.512	.524
x2.2	7.94	1.100	.502	.510
x2.3	7.88	1.210	.409	.644

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.99	2.364	1.538	3

Reliability

Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded[a]	0	.0
	Total	108	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.765	3

Item Statistics

	Mean	Std. Deviation	N
x3.1	3.75	.775	108
x3.2	3.80	.783	108
x3.3	3.89	.740	108

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	7.69	1.713	.631	.645
x3.2	7.64	1.784	.573	.712
x3.3	7.55	1.858	.589	.694

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.44	3.594	1.896	3

Reliability

Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded[a]	0	.0
	Total	108	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.804	4

Item Statistics

	Mean	Std. Deviation	N
y1.1	3.89	.702	108
y1.2	4.03	.587	108
y1.3	4.04	.625	108
y1.4	4.01	.555	108

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1.1	12.07	2.275	.520	.811
y1.2	11.94	2.398	.619	.754
y1.3	11.93	2.462	.517	.802
y1.4	11.95	2.138	.875	.638

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.96	3.868	1.967	4

Reliability

Case Processing Summary

		N	%
Cases	Valid	108	100.0
	Excluded[a]	0	.0
	Total	108	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.627	3

Item Statistics

	Mean	Std. Deviation	N
y2.1	3.94	.552	108
y2.2	4.10	.595	108
y2.3	3.95	.617	108

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y2.1	8.06	1.062	.368	.616
y2.2	7.89	.903	.466	.483
y2.3	8.04	.858	.477	.467

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.99	1.785	1.336	3

Regression_1

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Tagline, Kepercayaan, Kualitas informasi[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Minat beli

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.661[a]	.436	.420	1.498

a. Predictors: (Constant), Tagline, Kepercayaan, Kualitas informasi

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	180.604	3	60.201	26.842	.000[a]
	Residual	233.248	104	2.243		
	Total	413.852	107			

a. Predictors: (Constant), Tagline, Kepercayaan, Kualitas informasi

b. Dependent Variable: Minat beli

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.580	1.392		2.571	.012
	Kepercayaan	.295	.080	.306	3.707	.000
	Kualitas informasi	.389	.113	.305	3.460	.001
	Tagline	.264	.084	.254	3.143	.002

a. Dependent Variable: Minat beli

NPar Tests

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kepercayaan	.793	1.261
	Kualitas informasi	.695	1.438
	Tagline	.828	1.208

a. Dependent Variable: Minat beli

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		108
Normal Parameters^{a,b}	Mean	.0000000
	Std. Deviation	1.47644511
Most Extreme Differences	Absolute	.105
	Positive	.105
	Negative	-.077
Kolmogorov-Smirnov Z		1.092
Asymp. Sig. (2-tailed)		.184

a. Test distribution is Normal.

b. Calculated from data.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.725	.904		1.907	.059
	Kepercayaan	.013	.052	.027	.242	.809
	Kualitas informasi	-.025	.073	-.039	-.336	.738
	Tagline	-.045	.055	-.089	-.826	.411

a. Dependent Variable: abs_res1

Regression_2

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Minat beli, Tagline, Kepercaya an, Kualitas informasi [a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan pembelian on line

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.820[a]	.673	.660	.891

a. Predictors: (Constant), Minat beli, Tagline, Kepercayaan, Kualitas informasi

b. Dependent Variable: Keputusan pembelian on line

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	168.158	4	42.040	52.986	.000[a]
	Residual	81.721	103	.793		
	Total	249.880	107			

a. Predictors: (Constant), Minat beli, Tagline, Kepercayaan, Kualitas informasi

b. Dependent Variable: Keputusan pembelian on line

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.067	.854		-.079	.937
	Kepercayaan	.137	.050	.184	2.728	.007
	Kualitas informasi	.142	.071	.143	2.010	.047
	Tagline	.170	.052	.211	3.251	.002
	Minat beli	.384	.058	.495	6.589	.000

a. Dependent Variable: Keputusan pembelian on line

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		108
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.87392831
Most Extreme Differences	Absolute	.108
	Positive	.078
	Negative	-.108
Kolmogorov-Smirnov Z		1.125
Asymp. Sig. (2-tailed)		.159

a. Test distribution is Normal.

b. Calculated from data.

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kepercayaan	.700	1.428
	Kualitas informasi	.624	1.603
	Tagline	.756	1.322
	Minat beli	.564	1.774

a. Dependent Variable: Keputusan pembelian on line

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.012	.581		1.742	.085
	Kepercayaan	-.033	.034	-.109	-.959	.340
	Kualitas informasi	-.021	.048	-.054	-.443	.658
	Tagline	-.072	.036	-.222	-2.020	.046
	Minat beli	.076	.040	.242	1.905	.060

a. Dependent Variable: abs_res2