

LAMPIRAN

Lampiran 1 Kuesonaire Penelitian

A. Consumer Empowerment (Pemberdayaan Konsumen)

No	Pertanyaan/Pernyataan	Jawaban
1	Saya merasa senang saat dilibatkan dalam pembuatan/pemilihan produk ataupun konten perusahaan	STS 1 2 3 4 5 6 7 8 9 10 SS
2	Saya merasa senang saat perusahaan memberi tahu produk apa saja yang sedang promosi	STS 1 2 3 4 5 6 7 8 9 10 SS
3	Saya merasa senang saat perusahaan mengikutsertakan	STS 1 2 3 4 5 6 7 8 9 10 SS

	pendapat / rekomendasi dari konsumen	
4	Saya merasa senang saat perusahaan memberikan kartu anggota pada konsumen agar mendapat bonus dari perusahaan	STS 1 2 3 4 5 6 7 8 9 10 SS
5	Saya merasa senang saat perusahaan mengingatkan saya pada produk yang sering saya beli namun saya lupa untuk membelinya	STS 1 2 3 4 5 6 7 8 9 10 SS

B. *Source Credibility* (Kredibilitas Sumber)

No	Pertanyaan/Pernyataan	Jawaban
1	Saya merasa tertarik saat melihat website / mobile shopping yang terlihat bagus dan indah	STS 1 2 3 4 5 6 7 8 9 10 SS
2	Saya merasa tidak aman saat website / mobile shopping yang saya kunjungi menggunakan metode yang rumit	STS 1 2 3 4 5 6 7 8 9 10 SS
3	Saya merasa lebih aman dan nyaman berbelanja di website / mobile shopping yang memiliki <i>customer service</i> yang selalu siap sedia membantu konsumen	STS 1 2 3 4 5 6 7 8 9 10 SS
4	Saya merasa aman saat informasi yang tersedia di website / mobile shopping lengkap, berkualitas dan mudah dipahami	STS 1 2 3 4 5 6 7 8 9 10 SS
5	Saya merasa aman saat informasi yang disediakan sama persis	STS 1 2 3 4 5 6 7 8 9 10 SS

	dengan barang/jasa yang ditawarkan	
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C. *Perceived Ease of Use* (Persepsi Kemudahan Penggunaan)

No	Pertanyaan/Pernyataan	Jawaban
1	Saya sering merasa bingung saat mobile shopping menyediakan pilihan cara pembayaran yang terlalu banyak	STS 1 2 3 4 5 6 7 8 9 10 SS
2	Sangat mudah bagi saya untuk mengakses website / mobile shopping yang saya pilih	STS 1 2 3 4 5 6 7 8 9 10 SS
3	Prosedur belanja online di website / mobile shopping yang saya pilih mudah dimengerti	STS 1 2 3 4 5 6 7 8 9 10 SS
4	Sangat mudah bagi saya untuk membandingkan kualitas produk di antara berbagai website / mobile shopping	STS 1 2 3 4 5 6 7 8 9 10 SS
5	Sangat mudah bagi saya untuk membandingkan harga produk di antara berbagai website / mobile shopping	STS 1 2 3 4 5 6 7 8 9 10 SS
6	Sangat mudah bagi saya untuk menemukan produk yang diinginkan dalam website / mobile shopping yang saya pilih	STS 1 2 3 4 5 6 7 8 9 10 SS

D. *Electronic Word of Mouth* (Pemasaran dari mulut secara elektronik)

No	Pertanyaan/Pernyataan	Jawaban
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1	Saya merasa lebih percaya pada rekomendasi yang diberikan oleh orang banyak	STS 1 2 3 4 5 6 7 8 9 10 SS
2	Saya sering memperhatikan peringkat rekomendasi sebelum membeli sebuah produk/jasa	STS 1 2 3 4 5 6 7 8 9 10 SS
3	Saya sering melihat komentar konsumen sebelum memutuskan untuk membeli produk / jasa	STS 1 2 3 4 5 6 7 8 9 10 SS
4	Saya sering batal membeli sebuah produk karena ada komentar negative dari pengguna internet yang lain	STS 1 2 3 4 5 6 7 8 9 10 SS
5	Saya suka terpengaruh oleh rekomendasi yang diberikan oleh artis idola saya.	STS 1 2 3 4 5 6 7 8 9 10 SS

E. Mobile Shopper Purchase Intention (Niat Beli Konsumen Mobile)

No	Pertanyaan/Pernyataan	Jawaban
1	Setelah saya melakukan pembelian pada salah satu <i>website / mobile shopping</i> , saya selalu berkeinginan untuk melakukan pembelian ulang pada <i>mobile shopping</i> yang sama di masa depan	STS 1 2 3 4 5 6 7 8 9 10 SS

2	Saya berusaha menyempatkan diri untuk mengunjungi <i>website / mobile shopping</i> yang sama ketika akan membeli sebuah produk	STS 1 2 3 4 5 6 7 8 9 10 SS
3	Ketika saya memerlukan suatu barang atau jasa, <i>website / mobile shopping</i> tertentu muncul sebagai pilihan pertama dalam benak saya	STS 1 2 3 4 5 6 7 8 9 10 SS
4	Saya berencana untuk membeli ulang produk yang pernah saya beli pada <i>mobile shopping</i> yang sama di masa depan	STS 1 2 3 4 5 6 7 8 9 10 SS
5	Saya berencana untuk mencoba produk lain yang ditawarkan oleh <i>website / mobile shopping</i> yang sama di masa depan	STS 1 2 3 4 5 6 7 8 9 10 SS
6	Saya berharap <i>website / mobile shopping</i> yang saya pilih akan terus menyediakan fasilitas berbelanja di masa mendatang.	STS 1 2 3 4 5 6 7 8 9 10 SS
7	Saya berniat untuk berbelanja lebih banyak di masa depan melalui <i>website / mobile shopping</i> yang saya pilih daripada hari ini.	STS 1 2 3 4 5 6 7 8 9 10 SS
8	Saya akan merekomendasikan belanja online melalui	STS 1 2 3 4 5 6 7 8 9 10 SS

	<i>website / mobile shopping</i> yang saya pilih kepada orang lain.	
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Lampiran 2 Uji Validitas dan Reliabilitas

A. Variabel Mobile Shopper Purchase Intention

Correlations

	MSPI1	MSPI2	MSPI3	MSPI4	MSPI5	MSPI6	MSPI7	MSPI8	MSPI
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**. 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	200	100.0
	Excluded ^a	0	.0
Total		200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.755	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MSPI1	113.09	181.339	.609	.728
MSPI2	112.74	185.130	.566	.734
MSPI3	112.77	183.638	.615	.731
MSPI4	113.34	176.154	.616	.721
MSPI5	113.12	185.955	.486	.738
MSPI6	112.39	186.851	.511	.738
MSPI7	113.43	179.532	.577	.727
MSPI8	112.97	181.296	.547	.730
MSPI	60.26	51.558	1.000	.782

A. Variabel Consumer Empowerment

Correlations

	PK1	PK2	PK3	PK4	PK5	TPK

PK1	Pearson Correlation	1	.449**	.475**	.339**	.387**	.706**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
	N	200	200	200	200	200	200
PK2	Pearson Correlation	.449**	1	.512**	.543**	.485**	.806**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000
	N	200	200	200	200	200	200
PK3	Pearson Correlation	.475**	.512**	1	.492**	.441**	.766**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000
	N	200	200	200	200	200	200
PK4	Pearson Correlation	.339**	.543**	.492**	1	.339**	.734**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000
	N	200	200	200	200	200	200
PK5	Pearson Correlation	.387**	.485**	.441**	.339**	1	.718**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000
	N	200	200	200	200	200	200
TPK	Pearson Correlation	.706**	.806**	.766**	.734**	.718**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	
	N	200	200	200	200	200	200

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.792	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PK1	70.60	66.423	.629	.764
PK2	70.18	63.746	.748	.746
PK3	70.20	66.683	.710	.760
PK4	70.19	65.039	.658	.757
PK5	70.51	65.487	.638	.760
TPK	39.08	20.009	1.000	.798

C. Variabel Perceived Ease of Use

Correlations

		PKP1	PKP2	PKP3	PKP4	PKP5	PKP6	TPKP
PKP1	Pearson Correlation	1	-0.062	-0.103	.158*	0.044	-0.101	.443**
	Sig. (2-tailed)		0.385	0.147	0.025	0.540	0.157	0.000
	N	200	200	200	200	200	200	200
PKP2	Pearson Correlation	-0.062	1	.638**	.349**	.258**	.421**	.604**
	Sig. (2-tailed)	0.385		0.000	0.000	0.000	0.000	0.000
	N	200	200	200	200	200	200	200
PKP3	Pearson Correlation	-0.103	.638**	1	.319**	.465**	.531**	.662**
	Sig. (2-tailed)	0.147	0.000		0.000	0.000	0.000	0.000
	N	200	200	200	200	200	200	200
PKP4	Pearson Correlation	.158*	.349**	.319**	1	.487**	.235**	.691**
	Sig. (2-tailed)	0.025	0.000	0.000		0.000	0.001	0.000
	N	200	200	200	200	200	200	200
PKP5	Pearson Correlation	0.044	.258**	.465**	.487**	1	.496**	.696**
	Sig. (2-tailed)	0.540	0.000	0.000	0.000		0.000	0.000
	N	200	200	200	200	200	200	200
PKP6	Pearson Correlation	-0.101	.421**	.531**	.235**	.496**	1	.595**
	Sig. (2-tailed)	0.157	0.000	0.000	0.001	0.000		0.000
	N	200	200	200	200	200	200	200
TPKP	Pearson Correlation	.443**	.604**	.662**	.691**	.696**	.595**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	
	N	200	200	200	200	200	200	200

*. 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	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.728	7

Item-Total Statistics

Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PKP1	84.43	.238	.741
PKP2	82.85	.528	.704
PKP3	82.88	.587	.693
PKP4	83.55	.602	.681
PKP5	83.10	.620	.685
PKP6	83.02	.514	.703
TPKP	45.44	1.000	.595

D. Variabel Source Credibility

Correlations

	KS1	KS2	KS3	KS4	KS5	TKS
KS1 Pearson Correlation	1	0.028	.468**	.429**	.516**	.646**
Sig. (2-tailed)		0.693	0.000	0.000	0.000	0.000
N	200	200	200	200	200	200
KS2 Pearson Correlation	0.028	1	.304**	.213**	0.121	.523**

	Sig. (2-tailed)	0.693		0.000	0.002	0.087	0.000
	N	200	200	200	200	200	200
KS3	Pearson Correlation	.468**	.304**	1	.689**	.707**	.844**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000
	N	200	200	200	200	200	200
KS4	Pearson Correlation	.429**	.213**	.689**	1	.740**	.813**
	Sig. (2-tailed)	0.000	0.002	0.000		0.000	0.000
	N	200	200	200	200	200	200
KS5	Pearson Correlation	.516**	0.121	.707**	.740**	1	.815**
	Sig. (2-tailed)	0.000	0.087	0.000	0.000		0.000
	N	200	200	200	200	200	200
TKS	Pearson Correlation	.646**	.523**	.844**	.813**	.815**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	
	N	200	200	200	200	200	200

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.778	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KS1	72.25	63.523	.556	.756
KS2	72.69	63.473	.378	.776
KS3	72.02	60.537	.806	.728
KS4	72.09	60.410	.765	.730
KS5	72.05	60.430	.763	.730
TKS	40.15	18.657	.996	.751

E. Variabel Electronic Word of Mouth

Correlations

		eWOM1	eWOM2	eWOM3	eWOM4	eWOM5	TeWOM
eWOM1	Pearson Correlation	1	.487**	.345**	0.090	.254**	.644**
	Sig. (2-tailed)		0.000	0.000	0.203	0.000	0.000
	N	200	200	200	200	200	200
eWOM2	Pearson Correlation	.487**	1	.656**	.194**	0.067	.663**
	Sig. (2-tailed)	0.000		0.000	0.006	0.342	0.000
	N	200	200	200	200	200	200
eWOM3	Pearson Correlation	.345**	.656**	1	.168*	-0.052	.560**
	Sig. (2-tailed)	0.000	0.000		0.018	0.463	0.000
	N	200	200	200	200	200	200
eWOM4	Pearson Correlation	0.090	.194**	.168*	1	.183**	.585**
	Sig. (2-tailed)	0.203	0.006	0.018		0.010	0.000
	N	200	200	200	200	200	200
eWOM5	Pearson Correlation	.254**	0.067	-0.052	.183**	1	.610**
	Sig. (2-tailed)	0.000	0.342	0.463	0.010		0.000

		200	200	200	200	200	200
TeWOM	Pearson Correlation	.644**	.663**	.560**	.585**	.610**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	
	N	200	200	200	200	200	200

**. 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	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

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

Reliability Statistics

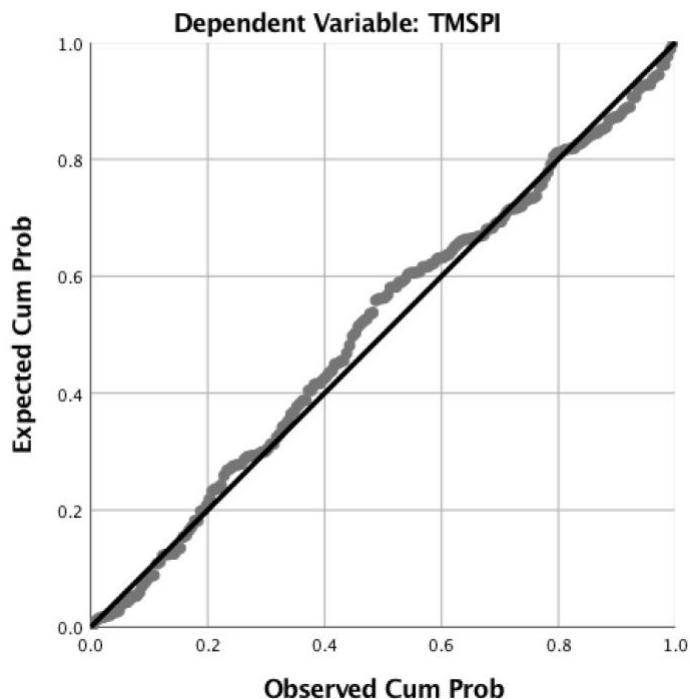
Cronbach's Alpha	N of Items
.728	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
eWOM1	69.20	76.027	.551	.694
eWOM2	68.79	76.903	.583	.695
eWOM3	68.62	78.962	.461	.711
eWOM4	69.62	73.605	.437	.702
eWOM5	70.34	69.741	.430	.700
TeWOM	38.50	22.643	1.000	.535

Lampiran 3 Uji Asumsi Klasik**a. Uji Normalitas****Model 1**

Normal P-P Plot of Regression Standardized Residual



One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	200
Normal Parameters ^{a,b}	
Mean	.0000000
Std. Deviation	5.09370943
Most Extreme Differences	
Absolute	.074
Positive	.034
Negative	-.074
Test Statistic	.074
Asymp. Sig. (2-tailed)	.010 ^c

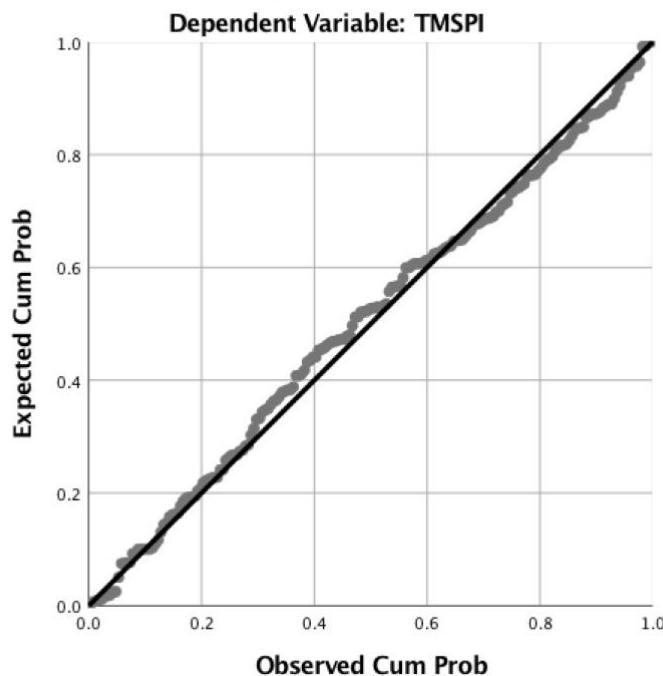
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Model 2

Normal P-P Plot of Regression Standardized Residual



One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual

N		200
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.98664088
Most Extreme Differences	Absolute	.048
	Positive	.039
	Negative	-.048
Test Statistic		.048
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

b. Uji Multikolinearitas

Model 1

Coefficients^a

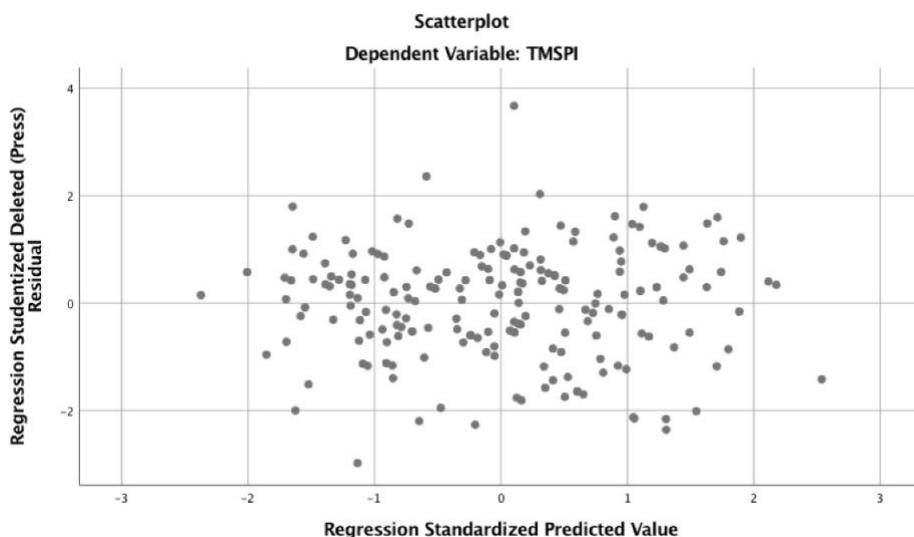
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics		
	B	Std. Error				Tolerance	VIF	
1	(Constant)	6.915	3.921	1.763	.079			
	TKS	.810	.103	.491	.000	.659	1.519	
	TPKP	.250	.093	.178	.2697	.008	.587	1.704
	TPK	.243	.114	.152	2.142	.033	.513	1.949

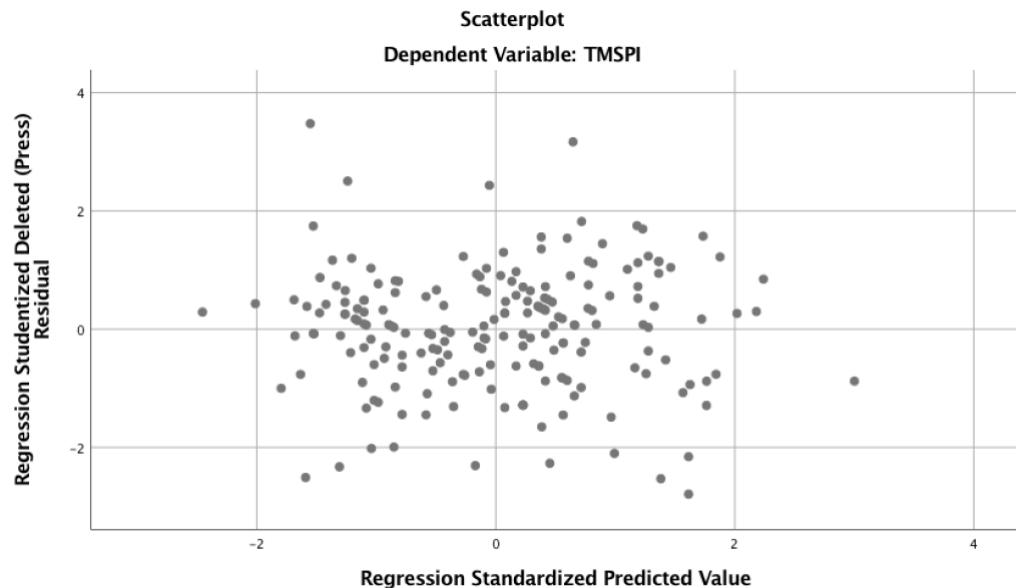
a. Dependent Variable: TMSPI

Model 2**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics		
	B	Std. Error				Tolerance	VIF	
1	(Constant)	-2.905	5.462	-.532	.595			
	TKS	1.109	.123	.673	8.992	.000	.439	2.276
	TeWOM	.819	.159	.543	5.150	.000	.222	4.511
	MODERASI	-.008	.003	-.389	-2.988	.003	.145	6.881

a. Dependent Variable: TMSPI

c. Uji Heteroskedastisitas**Model 1****Model 2**



Lampiran 4 Uji Regresi Linear Berganda

Model Regresi 1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TPK, TKS, TPKP ^b	.	Enter

a. Dependent Variable: TMSPI

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.705 ^a	.497	.489	5.133	1.859

a. Predictors: (Constant), TPK, TKS, TPKP

b. Dependent Variable: TMSPI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5096.766	3	1698.922	64.492	.000 ^b
	Residual	5163.229	196	26.343		
	Total	10259.995	199			

a. Dependent Variable: TMSPI

b. Predictors: (Constant), TPK, TKS, TPKP

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	TKS	TPKP	TPK
1	1	3.983	1.000	.00	.00	.00	.00
	2	.007	23.765	.53	.10	.29	.18
	3	.006	25.627	.38	.64	.21	.05
	4	.004	30.169	.09	.25	.50	.76

a. Dependent Variable: TMSPI

Coefficients^a

Model	Unstandardized Coefficients			Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error	Standardized Coefficients				Tolerance	VIF
1	(Constant)	6.915	3.921		1.763	.079		
	TKS	.810	.103		.491	7.870		
	TPKP	.250	.093		.178	2.697		
	TPK	.243	.114		.152	2.142		

a. Dependent Variable: TMSPI

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	48.24	73.10	60.26	5.061	200
Std. Predicted Value	-2.373	2.538	.000	1.000	200
Standard Error of Predicted Value	.377	1.560	.691	.223	200
Adjusted Predicted Value	48.22	73.43	60.28	5.067	200
Residual	-14.512	18.218	.000	5.094	200
Std. Residual	-2.827	3.549	.000	.992	200
Stud. Residual	-2.920	3.561	-.002	1.005	200
Deleted Residual	-15.482	18.338	-.022	5.229	200
Stud. Deleted Residual	-2.978	3.673	-.003	1.012	200
Mahal. Distance	.080	17.380	2.985	2.821	200
Cook's Distance	.000	.143	.007	.015	200
Centered Leverage Value	.000	.087	.015	.014	200

a. Dependent Variable: TMSPI

Model Regresi 2**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	MODERASI, TKS, TeWOM ^b	.	Enter

a. Dependent Variable: TMSPI

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.720 ^a	.518	.510	5.025	1.739

a. Predictors: (Constant), MODERASI, TKS, TeWOM

b. Dependent Variable: TMSPI

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	TKS	TeWOM	MODERASI
1	1	3.969	1.000	.00	.00	.00	.00
	2	.024	12.957	.07	.01	.00	.15
	3	.006	24.950	.03	.45	.21	.01
	4	.001	52.225	.90	.55	.79	.84

a. Dependent Variable: TMSPI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5311.544	3	1770.515	70.127	.000 ^b
	Residual	4948.451	196	25.247		
	Total	10259.995	199			

a. Dependent Variable: TMSPI

b. Predictors: (Constant), MODERASI, TKS, TeWOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	-2.905	5.462		-.532	.595		
	TKS	1.109	.123	.673	8.992	.000	.439	2.276
	TeWOM	.819	.159	.543	5.150	.000	.222	4.511
	MODERASI	-.008	.003	-.389	-2.988	.003	.145	6.881

a. Dependent Variable: TMSPI

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	47.57	75.76	60.25	5.166	200
Std. Predicted Value	-2.455	3.001	.000	1.000	200
Standard Error of Predicted Value	.368	2.650	.654	.278	200
Adjusted Predicted Value	47.52	77.21	60.28	5.195	200
Residual	-13.589	16.769	.000	4.987	200
Std. Residual	-2.704	3.337	.000	.992	200
Stud. Residual	-2.743	3.382	-.002	1.005	200
Deleted Residual	-13.983	17.219	-.022	5.115	200
Stud. Deleted Residual	-2.790	3.476	-.002	1.012	200
Mahal. Distance	.073	54.345	2.985	4.912	200
Cook's Distance	.000	.171	.007	.018	200
Centered Leverage Value	.000	.273	.015	.025	200

a. Dependent Variable: TMSPI

