



Lampiran 1. Kuesioner

I. Identitas Responden

Berilah tanda *check* (√) pada salah satu pilihan jawaban dalam kuesioner ini.

- 1) Nama : **(boleh tidak diisi)**
- 2) Jenis kelamin : Laki-laki
 Perempuan
- 3) Usia saat ini :
- 4) Pekerjaan : Mahasiswa/Pelajar Tidak/Belum Bekerja
 Karyawan Swasta Wiraswasta
 Lainnya
- 5) Domisili Anda saat ini : Jawa Tengah
 Jawa Timur
 Jawa Barat
 DKI Jakarta
 Kalimantan
 Lainnya
- 6) Mengapa anda menggunakan Zalora :
 Karena barangnya original
 Banyak terdapat diskon
 Pelayanan yang diberikan memuaskan
 Situs website yang bagus dan menarik
- 7) Seberapa sering anda menggunakan Zalora : Sangat sering
 Sering
 Hanya sekali
 Jarang

II. Petunjuk Pengisian Kuesioner

1. Bacalah sejumlah pernyataan di bawah ini dengan benar dan teliti.
2. Berilah tanda *check* (√) pada jawaban yang paling sesuai dengan pendapat Anda pada kolom yang tersedia. Penilaian dapat Anda berikan berdasarkan pilihan berikut:
SS : Sangat setuju
S : Setuju
N : Netral
TS : Tidak Setuju
STS : sangat tidak setuju.
3. Hasil dari penelitian hanya untuk kepentingan akademis, data diri Anda hanya diketahui oleh peneliti dan akan dirahasiakan.

III. DAFTAR PERNYATAAN

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
E-WOM						
1.	Saya mendapatkan banyak rekomendasi dari beberapa konsumen lain mengenai Zalora.					
2.	Beberapa orang mengatakan bahwa Zalora adalah platform belanja yang baik dan menarik.					
3.	Saya mengetahui informasi mengenai Zalora melalui social media.					
Kualitas Website						
1.	Tampilan situs web Zalora sangat bagus dan menarik.					
2.	Informasi produk yang terdapat pada situs web Zalora sangat detail dan jelas.					
3.	Situs web Zalora mudah diakses sekaligus mudah dalam penggunaan.					
Kepercayaan						
1.	Zalora adalah toko online yang jujur dan informasi yang diberikan juga jujur					
2.	Zalora selalu memberikan kepastian pada produk yang dijual dalam hal ketersediaan produk.					
3.	Transaksi yang dilakukan dalam Zalora dapat dipercaya.					
4.	Pengiriman yang dilakukan oleh Zalora tepat waktu sesuai yang dijanjikan.					
Niat Beli Ulang						
1.	Saya akan melakukan pembelian produk di toko online Zalora.					
2.	Saya akan melakukan pembelian ulang produk di Zalora dengan jumlah pembelian yang lebih banyak.					
3.	Saya akan lebih sering melakukan pembelian ulang produk di Zalora.					

Lampiran 2. Tabulasi Data

No	E-WOM			Total	Kualitas Website			Total
	x1.1	x1.2	x1.3		x2.1	x2.2	x2.3	
1	4	4	4	12	4	4	5	13
2	4	4	3	11	3	3	3	9
3	4	4	4	12	3	3	3	9
4	3	3	4	10	4	4	4	12
5	3	3	4	10	4	3	4	11
6	3	3	3	9	3	3	3	9
7	2	2	3	7	3	4	3	10
8	4	4	4	12	2	3	2	7
9	5	2	4	11	3	5	5	13
10	3	3	3	9	2	3	4	9
11	4	4	5	13	5	5	5	15
12	4	4	3	11	3	3	3	9
13	5	5	5	15	5	5	5	15
14	2	3	2	7	3	3	3	9
15	4	4	4	12	5	5	5	15
16	3	3	3	9	3	3	4	10
17	4	5	4	13	5	5	5	15
18	5	4	5	14	4	4	4	12
19	3	3	4	10	3	3	2	8
20	4	4	4	12	4	4	4	12
21	2	3	3	8	4	4	4	12
22	3	3	4	10	3	3	3	9
23	4	4	4	12	4	4	3	11
24	3	3	3	9	3	3	3	9
25	3	4	3	10	2	2	4	8
26	4	4	4	12	5	5	4	14
27	3	5	3	11	4	4	4	12
28	4	5	5	14	4	4	4	12
29	4	4	4	12	3	4	3	10
30	3	3	3	9	4	4	4	12
31	5	4	5	14	4	4	4	12
32	4	4	4	12	4	4	4	12
33	4	4	4	12	4	4	3	11
34	4	4	2	10	4	4	2	10
35	3	3	3	9	4	4	4	12
36	3	3	3	9	2	2	2	6
37	3	3	4	10	2	2	4	8
38	4	4	4	12	4	4	4	12
39	3	2	2	7	2	3	3	8
40	4	4	4	12	4	4	4	12
41	4	4	4	12	5	4	2	14
42	3	3	5	11	3	5	2	10
43	2	3	4	9	2	2	2	6

44	4	5	4	13	3	4	3	10
45	2	3	2	7	3	3	3	9
46	3	3	3	9	3	3	4	10
47	4	3	3	10	2	2	2	6
48	4	4	3	11	5	5	3	13
49	4	3	4	11	4	4	4	12
50	5	5	5	15	3	5	5	13
51	4	4	3	11	4	4	4	12
52	3	5	5	13	4	4	4	12
53	3	4	4	11	3	3	3	9
54	2	3	2	7	2	2	2	6
55	3	3	4	10	4	5	4	13
56	4	4	5	13	2	5	5	12
57	4	3	5	12	3	4	3	10
58	2	2	3	7	3	3	5	11
59	2	2	2	6	3	3	3	9
60	4	4	4	12	3	4	4	11
61	3	2	3	8	3	3	3	9
62	3	4	3	10	4	3	4	11
63	3	4	4	11	3	4	3	10
64	4	4	5	13	4	4	5	13
65	5	5	5	15	5	5	5	15
66	4	4	4	12	3	3	3	9
67	5	5	5	15	4	4	4	12
68	2	3	2	7	4	4	3	11
69	3	3	3	9	4	2	2	8
70	4	4	2	10	4	4	4	12
71	4	4	4	12	4	4	4	12
72	3	3	3	9	4	4	4	12
73	4	4	3	11	5	4	4	13
74	4	5	4	13	4	5	5	14
75	4	4	3	11	4	5	5	14
76	2	2	4	8	3	4	3	10
77	4	4	3	11	4	4	4	12
78	4	4	5	13	3	3	3	9
79	5	4	5	14	5	5	5	15
80	5	3	5	13	3	4	3	10
81	3	3	3	9	4	4	4	12
82	3	3	3	9	3	3	3	9
83	3	3	3	9	2	3	3	8
84	3	3	4	10	3	3	3	9
85	4	4	4	12	3	4	3	10
86	3	4	3	10	3	3	3	9
87	3	2	3	8	3	3	3	9
88	3	3	2	8	3	3	3	9
89	4	4	3	11	4	4	4	12

90	3	5	4	12	5	3	5	13
91	5	5	5	15	5	5	5	15
92	4	4	4	12	4	4	3	11
93	3	4	4	11	2	3	2	7
94	3	3	3	9	3	3	2	8
95	2	2	2	6	2	3	3	8
96	3	3	3	9	4	4	4	12
97	4	5	4	13	5	5	5	15
98	5	5	5	15	4	4	4	12
99	3	3	3	9	3	3	3	9
100	2	2	2	6	2	4	3	9



No	Kepercayaan				Total	Niat Beli Ulang			Total
	x1.1	x1.2	x1.3	x1.4		x2.1	x2.2	x2.3	
1	4	5	5	4	18	3	4	3	11
2	4	3	3	3	13	4	4	4	12
3	5	5	5	5	20	4	4	4	12
4	3	5	5	4	17	3	3	4	10
5	4	4	4	4	16	4	3	3	10
6	2	4	3	3	12	3	3	4	10
7	4	4	3	3	14	4	3	4	11
8	4	4	4	4	16	3	3	3	9
9	4	4	5	5	18	5	5	4	14
10	3	3	3	3	12	2	2	3	7
11	5	5	4	4	18	5	4	5	14
12	3	5	3	3	14	2	3	2	7
13	5	5	5	5	20	4	5	5	14
14	4	4	4	4	16	3	4	3	10
15	4	5	5	3	17	4	4	4	12
16	4	4	4	4	16	3	3	4	10
17	4	4	4	4	16	5	5	5	15
18	4	5	4	5	18	3	4	4	11
19	2	2	3	3	10	3	3	3	9
20	3	3	3	3	12	4	3	3	10
21	4	4	5	4	17	4	4	5	13
22	3	4	3	3	13	3	4	3	10
23	4	4	4	4	16	5	4	4	13
24	3	4	4	4	15	3	3	4	10
25	4	4	4	4	16	3	3	3	9
26	5	5	4	5	19	4	4	4	12
27	3	3	3	4	13	3	3	4	10
28	4	5	5	5	19	4	5	5	14
29	3	3	4	3	13	3	3	3	9
30	4	5	5	4	18	4	5	5	14
31	4	5	4	5	18	5	5	5	15
32	4	5	5	4	18	4	4	5	13
33	4	4	4	4	16	4	3	4	11
34	4	5	5	5	19	4	4	4	12
35	3	4	4	4	15	3	3	3	9
36	3	3	3	4	13	3	2	3	8
37	3	2	2	3	10	3	3	5	11
38	4	5	4	5	18	4	4	4	12
39	3	3	3	3	12	4	2	2	8
40	4	5	4	5	18	4	3	4	11
41	5	5	5	4	19	5	4	4	13
42	3	3	3	4	13	3	4	4	11
43	3	4	3	3	13	2	2	3	7
44	4	4	3	4	15	4	4	3	11

45	2	3	3	3	11	2	3	2	7
46	3	4	4	4	15	3	3	3	9
47	3	3	3	5	14	3	3	4	10
48	5	5	4	3	17	5	4	5	14
49	4	4	4	5	17	4	4	4	12
50	5	5	5	5	20	5	5	5	15
51	3	3	4	3	13	4	4	3	11
52	4	4	4	4	16	4	4	4	12
53	3	3	3	3	12	3	4	4	11
54	2	3	2	3	10	3	3	3	9
55	5	4	4	5	18	3	3	4	10
56	4	4	4	4	16	5	4	5	14
57	4	4	3	4	15	4	4	4	12
58	3	3	3	4	13	2	2	4	8
59	3	4	4	3	14	4	3	4	11
60	4	5	5	5	19	5	5	5	15
61	4	4	4	4	16	5	5	4	14
62	4	4	4	4	16	4	4	3	11
63	3	4	3	3	13	3	3	3	9
64	5	3	5	3	16	5	4	5	14
65	5	5	5	5	20	4	5	5	14
66	4	4	4	4	16	5	4	2	11
67	5	5	5	5	20	4	3	3	10
68	3	3	3	3	12	2	3	3	8
69	4	4	4	4	16	3	3	3	9
70	4	4	4	4	16	4	4	3	11
71	4	4	4	4	16	4	4	4	12
72	4	4	4	4	16	4	4	4	12
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74	4	4	4	3	15	5	5	4	14
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76	4	4	3	3	14	4	4	2	20
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79	5	5	3	5	18	5	4	5	14
80	5	3	5	5	18	4	5	5	14
81	4	4	3	4	15	4	3	4	11
82	2	2	4	4	12	2	3	2	7
83	3	4	4	3	14	3	3	3	9
84	3	4	3	3	13	3	3	3	9
85	3	3	4	3	13	3	3	3	9
86	3	4	3	3	13	3	4	3	10
87	3	3	4	3	13	4	3	4	11
88	4	2	4	4	14	3	3	3	9
89	4	5	5	4	18	5	5	4	14
90	4	4	4	4	16	3	4	4	11

91	5	5	5	5	20	5	5	5	15
92	4	4	4	4	16	3	4	3	10
93	3	3	2	3	11	5	3	3	11
94	3	3	3	3	12	4	3	3	10
95	2	3	3	3	11	3	3	3	9
96	4	4	4	4	16	3	3	4	10
97	5	3	4	5	17	5	4	5	14
98	5	5	5	5	20	5	5	5	15
99	3	4	3	4	14	2	3	2	7
100	4	3	3	3	13	4	4	3	11



Lampiran 3. Uji Validitas

Correlations

		x1.1	x1.2	x1.3	e-WOM
x1.1	Pearson Correlation	1	.650**	.644**	.887**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x1.2	Pearson Correlation	.650**	1	.527**	.840**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x1.3	Pearson Correlation	.644**	.527**	1	.850**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
e-WOM	Pearson Correlation	.887**	.840**	.850**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		x2.1	x2.2	x2.3	Kualitas Website
x2.1	Pearson Correlation	1	.660**	.604**	.873**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x2.2	Pearson Correlation	.660**	1	.612**	.867**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x2.3	Pearson Correlation	.604**	.612**	1	.858**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Kualitas Website	Pearson Correlation	.873**	.867**	.858**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		y1.1	y1.2	y1.3	y1.4	Kepercayaan
y1.1	Pearson Correlation	1	.597**	.601**	.637**	.855**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y1.2	Pearson Correlation	.597**	1	.582**	.529**	.820**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y1.3	Pearson Correlation	.601**	.582**	1	.561**	.830**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
y1.4	Pearson Correlation	.637**	.529**	.561**	1	.813**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Kepercayaan	Pearson Correlation	.855**	.820**	.830**	.813**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

		y2.1	y2.2	y2.3	Niat Beli Ulang
y2.1	Pearson Correlation	1	.660**	.563**	.871**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y2.2	Pearson Correlation	.660**	1	.573**	.861**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y2.3	Pearson Correlation	.563**	.573**	1	.835**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Niat Beli Ulang	Pearson Correlation	.871**	.861**	.835**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Lampiran 4. Uji Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.821	3

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	7.2100	2.370	.740	.689
x1.2	7.1200	2.531	.646	.782
x1.3	7.0900	2.386	.644	.788

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.832	3

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	7.3000	2.455	.702	.757
x2.2	7.0900	2.608	.710	.753
x2.3	7.1900	2.479	.667	.794

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.849	4

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	11.7100	4.087	.727	.790
y1.2	11.5100	4.212	.666	.817
y1.3	11.6300	4.175	.683	.809
y1.4	11.5600	4.451	.674	.814

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

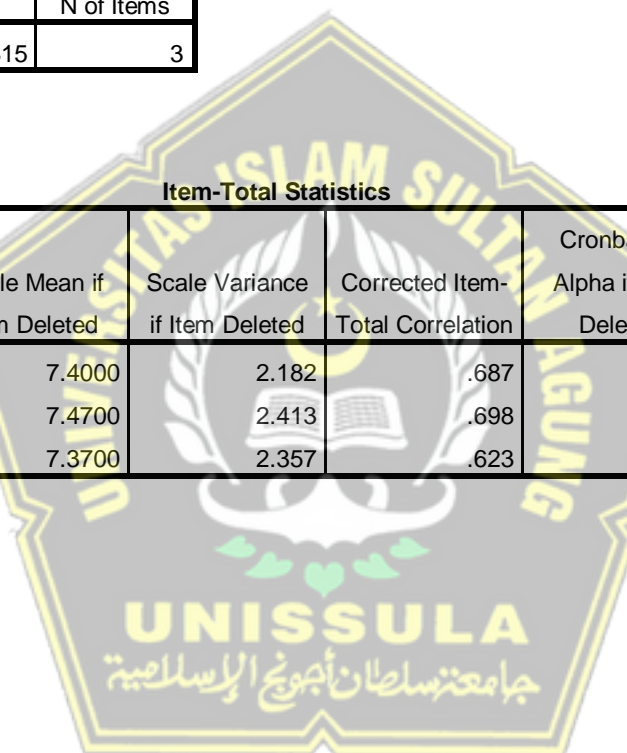
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.815	3

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	7.4000	2.182	.687	.727
y2.2	7.4700	2.413	.698	.720
y2.3	7.3700	2.357	.623	.792



Lampiran 5. Uji Asumsi Klasik

1) Uji Normalitas

Persamaan 1

NPar Tests

One-Sample Kolmogorov-Smirnov Test

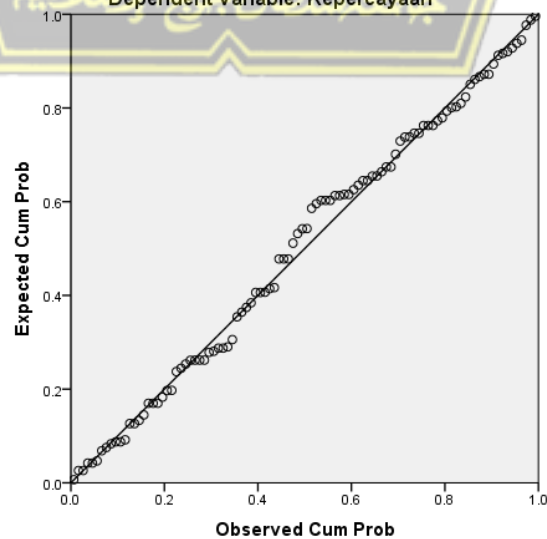
		Unstandardized Residual 1
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.86398663
Most Extreme Differences	Absolute	.077
	Positive	.052
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.154 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Kepercayaan



Persamaan 2

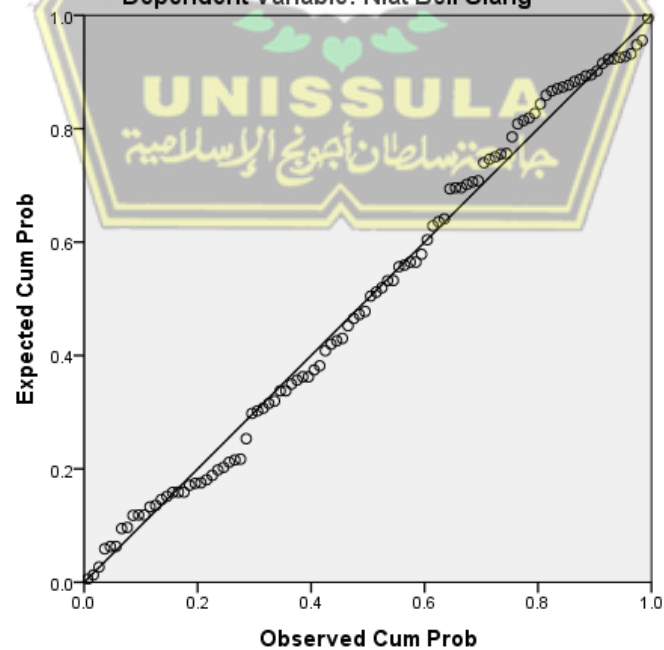
NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual 2
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.44645724
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.057
Test Statistic		.066
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.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Niat Beli Ulang



2) Uji Multikolinearitas

Model 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.233	1.031		5.074	.000		
	e-WOM	.402	.103	.337	3.898	.000	.670	1.492
	Kualitas Website	.549	.101	.469	5.428	.000	.670	1.492

a. Dependent Variable: Kepercayaan

Model 2

Coefficients^a

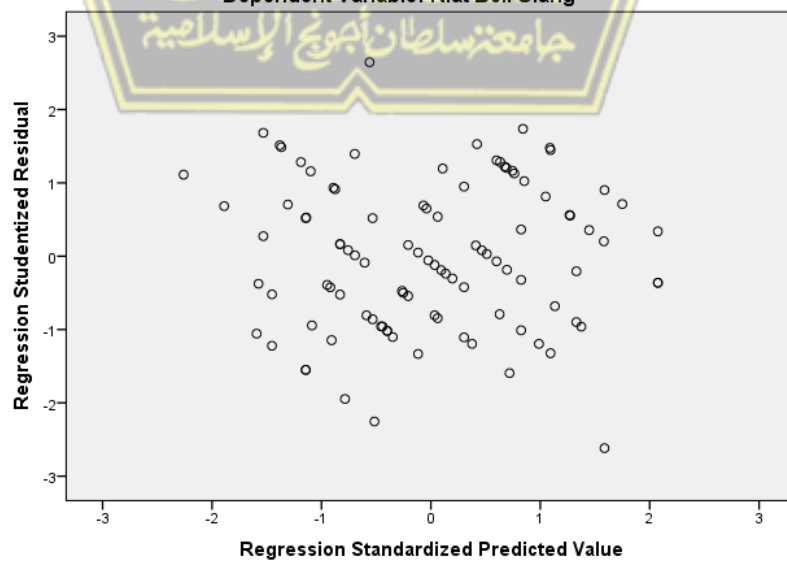
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.340	.905		1.481	.142		
	e-WOM	.220	.087	.225	2.540	.013	.579	1.726
	Kualitas Website	.267	.090	.279	2.957	.004	.514	1.946
	Kepercayaan	.294	.079	.360	3.712	.000	.485	2.061

a. Dependent Variable: Niat Beli Ulang

3) Uji Heterokedastisitas

Scatterplot

Dependent Variable: Niat Beli Ulang



Lampiran 6. Uji Regresi Linear Berganda

Persamaan 1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Website, e-WOM ^b		Enter

a. Dependent Variable: Kepercayaan

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717 ^a	.515	.505	1.88310

a. Predictors: (Constant), Kualitas Website, e-WOM

b. Dependent Variable: Kepercayaan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	364.940	2	182.470	51.457	.000 ^b
	Residual	343.970	97	3.546		
	Total	708.910	99			

a. Dependent Variable: Kepercayaan

b. Predictors: (Constant), Kualitas Website, e-WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.233	1.031		5.074	.000
	e-WOM	.402	.103	.337	3.898	.000
	Kualitas Website	.549	.101	.469	5.428	.000

Persamaan 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepercayaan, e-WOM, Kualitas Website ^b		Enter

a. Dependent Variable: Niat Beli Ulang

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749 ^a	.562	.548	1.46888

a. Predictors: (Constant), Kepercayaan, e-WOM, Kualitas Website

b. Dependent Variable: Niat Beli Ulang

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	265.428	3	88.476	41.006	.000 ^b
	Residual	207.132	96	2.158		
	Total	472.560	99			

a. Dependent Variable: Niat Beli Ulang

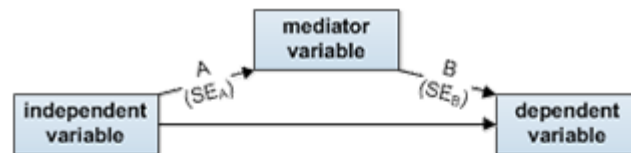
b. Predictors: (Constant), Kepercayaan, e-WOM, Kualitas Website

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.340	.905		1.481	.142
	e-WOM	.220	.087	.225	2.540	.013
	Kualitas Website	.267	.090	.279	2.957	.004
	Kepercayaan	.294	.079	.360	3.712	.000

Lampiran 7. Uji Sobel

E-WOM terhadap Niat Beli Ulang Konsumen melalui Kepercayaan



A: ?

B: ?

SE_A: ?

SE_B: ?

Calculate!

Sobel test statistic: 2.72464684

One-tailed probability: 0.00321851

Two-tailed probability: 0.00643703

Kualitas website terhadap Niat Beli Ulang melalui Kepercayaan



A: ?

B: ?

SE_A: ?

SE_B: ?

Calculate!

Sobel test statistic: 3.07076610

One-tailed probability: 0.00106755

Two-tailed probability: 0.00213510