

Lampiran 1. Daftar Pertanyaan

KUESIONER

Kepada Yth

Bapak/Ibu/Saudara/I

Di Tempat

Assalamualaikum Wr.Wb

Dengan Hormat,

Bersama ini saya,

Nama : Tunggal Cahyo Adi

Nim : MM.09.270967

Program Studi : Magister Manajemen

Konsentrasi : Magister Manajemen Pemasaran

Universitas : Universitas Islam Sultan Agung Semarang

Meminta kesediaan Bapak/Ibu/Saudara/I untuk mengisi kuesioner penelitian yang berjudul **“Pengaruh Kualitas Sistem, Kualitas Informasi, dan Kualitas Layanan Terhadap Loyalitas Dengan Mediasi Kepuasan Pelanggan (Studi Pada Pelanggan Belanja Online Di Kota Semarang)”**. Kuesioner di bawah ini hanya digunakan untuk penelitian dan kerahasiaan jawaban akan saya jaga dengan hati-hati.

Atas kerjasamanya dan bantuan yang diberikan Bapak/Ibu/Saudara/I saya mengucapkan terima kasih.

Wassalamualaikum Wr.Wb

Peneliti

Tunggal Cahyoadi

Penunjuk Pengisian Kuesioner

1. Tulislah dulu identitas anda dalam kolom yang sudah disediakan.
2. Berikan penilaian terhadap pertanyaan dibawah ini dengan tanda (✓) yang paling tepat menurut anda.

SS : Sangat Setuju

S : Setuju

R : Ragu-Ragu

TS : Tidak Setuju

STS: Sangat Tidak Setuju

3. Dalam satu nomor tidak boleh ada jawaban atau tanda centang lebih dari satu, pastikan tidak ada yang terlewat.

A. Identitas Responden

Nama :
Jenis kelamin : Laki-laki / Perempuan
Umur : a. < 20 Tahun c. 31-40 Tahun
b. 21- 30 Tahun d. 41-50 Tahun
Pendidikan terakhir : a. SD d. Diploma
b. SMP e. Sarjana
c. SMA f. Paska Sarjana
Toko Online yang pernah berbelanja :
.....
.....

(bisa diisi lebih dari 1)

B. Variabel Penelitian

A. KUALITAS SISTEM

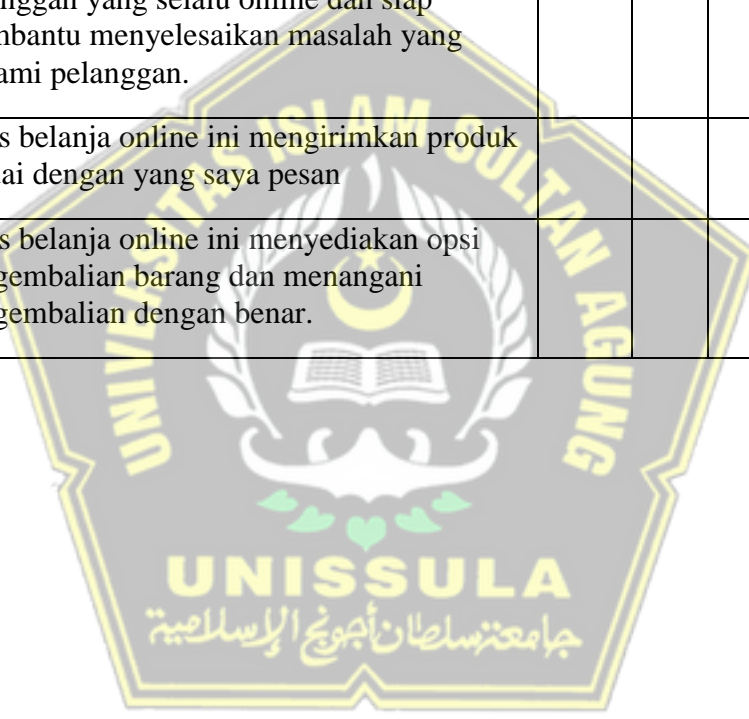
No	Pertanyaan	Jawaban				
		STS	TS	R	S	SS
1.	Situs belanja online ini tertata dengan baik dan mudah digunakan untuk belanja online					
2.	Situs belanja online ini mudah diakses untuk belanja online					
3.	Situs belanja online ini memiliki kemampuan teknis yang handal dari waktu ke waktu					
4.	Situs belanja online ini mudah beradaptasi dengan perubahan kebutuhan pengguna					
5.	Situs belanja online ini mampu melakukan tindakan teknis yang dibutuhkan pengguna dengan cepat					

B. KUALITAS INFORMASI

No	Pertanyaan	Jawaban				
		STS	TS	R	S	SS
1.	Situs belanja online ini mampu memberikan informasi terkini, sesuai yang saya butuhkan					
2.	Situs belanja online ini mampu memberikan informasi yang akurat sesuai dengan yang saya butuhkan					
3.	Situs belanja online ini mampu memberikan informasi yang relevan yang saya butuhkan					
4.	Situs belanja online ini mampu memberikan informasi yang lengkap, sesuai yang saya butuhkan					

C. KUALITAS PELAYANAN

No	Pertanyaan	Jawaban				
		STS	TS	R	S	SS
1.	Situs belanja online ini memberikan kemudahan untuk mencari yang saya inginkan.					
2.	Situs belanja online ini memberi saya kompensasi jika terjadi masalah karena					
3.	Situs belanja online ini memiliki layanan pelanggan yang selalu online dan siap membantu menyelesaikan masalah yang dialami pelanggan.					
4.	Situs belanja online ini mengirimkan produk sesuai dengan yang saya pesan					
5.	Situs belanja online ini menyediakan opsi pengembalian barang dan menangani pengembalian dengan benar.					



D. KEPUASAN PELANGGAN ONLINE

No	Pertanyaan	Jawaban				
		STS	TS	R	S	SS
1.	Secara keseluruhan saya puas dengan kinerja situs belanja online					
2.	Saya memiliki pengalaman menyenangkan dalam melakukan pembelian dari situs belanja online ini.					
3.	Saya sangat nyaman menggunakan situs belanja online ini					

E. LOYALITAS PELANGGAN ONLINE

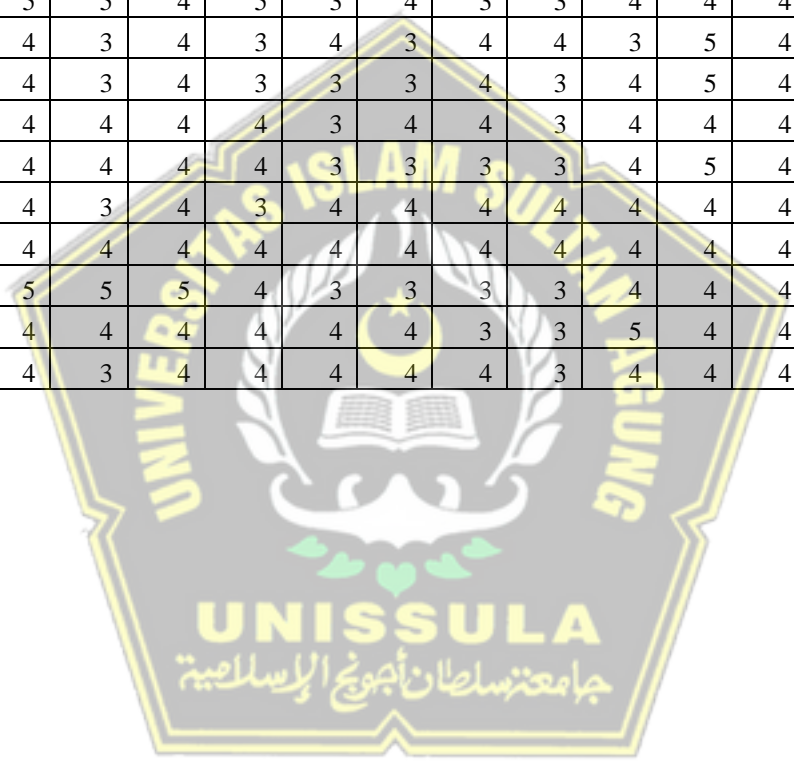
No	Pertanyaan	Jawaban				
		STS	TS	R	S	SS
1.	Saya akan untuk terus membeli produk dari situs belanja online ini di masa mendatang					
2.	Saya akan merekomendasikan situs belanja online ini kepada teman dekat saya					
3.	Saya akan mengatakan hal-hal positif tentang situs belanja online di media sosial					
4.	Saya tidak akan mengubah preferensi saya untuk situs belanja online ini.					

Lampiran 2. Rekapitulasi Data Penelitian

No	X11	X12	X13	X14	X21	X22	X23	X24	X31	X32	X33	X34	X35
1	4	4	4	4	5	5	5	5	4	5	5	5	4
2	4	3	4	3	4	4	5	4	5	4	2	4	4
3	3	3	3	3	4	4	5	4	3	2	2	3	4
4	3	3	3	3	5	5	5	4	5	3	3	4	4
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9	3	2	2	3	3	3	3	3	3	3	3	3	3
10	4	3	4	3	5	5	4	4	3	3	3	3	3
11	4	4	4	4	5	5	4	5	4	3	2	3	3
12	3	3	3	3	4	4	5	4	4	4	3	3	3
13	3	3	3	3	4	4	4	3	4	3	4	4	4
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38	5	5	4	4	5	4	4	5	4	3	4	4	4
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63	5	4	5	4	4	4	4	4	4	3	3	3	4
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66	3	4	4	4	4	4	4	3	5	5	5	5	5
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72	4	4	4	4	5	4	4	4	4	4	4	4	4
73	3	3	3	3	5	5	5	5	2	3	3	3	3
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100	4	3	4	4	4	4	4	3	4	4	4	4	5



No	Y12	Y13	Y21	Y22	Y23	Y24
1	3	5	4	3	4	5
2	5	4	4	4	4	5
3	3	4	3	4	3	4
4	5	3	3	4	3	4
5	3	4	3	4	4	3
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20	4	4	4	3	3	3
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100	4	3	4	4	4	4



Lampiran 3. Deskriptif Variabel Penelitian

X11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	37	37,0	37,0	37,0
	4	49	49,0	49,0	86,0
	5	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

X12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7,0	7,0	7,0
	3	37	37,0	37,0	44,0
	4	44	44,0	44,0	88,0
	5	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

X13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,0	2,0	2,0
	3	38	38,0	38,0	40,0
	4	47	47,0	47,0	87,0
	5	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

X14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	41	41,0	41,0	41,0
	4	49	49,0	49,0	90,0
	5	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

X21

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	21	21,0	21,0	21,0
	4	50	50,0	50,0	71,0
	5	29	29,0	29,0	100,0
	Total	100	100,0	100,0	

X22

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	17	17,0	17,0	17,0
	4	68	68,0	68,0	85,0
	5	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

X23

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	16,0	16,0	16,0
	4	63	63,0	63,0	79,0
	5	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

X24

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,0	2,0	2,0
	3	23	23,0	23,0	25,0
	4	58	58,0	58,0	83,0
	5	17	17,0	17,0	100,0
	Total	100	100,0	100,0	

X31

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4,0	4,0	4,0
	3	32	32,0	32,0	36,0
	4	50	50,0	50,0	86,0
	5	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

X32

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,0	2,0	2,0
	3	35	35,0	35,0	37,0
	4	48	48,0	48,0	85,0
	5	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

X33

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4,0	4,0	4,0
	3	39	39,0	39,0	43,0
	4	44	44,0	44,0	87,0
	5	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

X34

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,0	3,0	3,0
	3	42	42,0	42,0	45,0
	4	41	41,0	41,0	86,0
	5	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

X35

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	29	29,0	29,0	30,0
	4	54	54,0	54,0	84,0
	5	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

Y11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,0	3,0	3,0
	3	41	41,0	41,0	44,0
	4	47	47,0	47,0	91,0
	5	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

Y12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,0	2,0	2,0
	3	37	37,0	37,0	39,0
	4	49	49,0	49,0	88,0
	5	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

Y13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	43	43,0	43,0	43,0
	4	46	46,0	46,0	89,0
	5	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

Y21

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,0	2,0	2,0
	3	41	41,0	41,0	43,0
	4	50	50,0	50,0	93,0
	5	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

Y22

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,0	3,0	3,0
	3	46	46,0	46,0	49,0
	4	43	43,0	43,0	92,0
	5	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

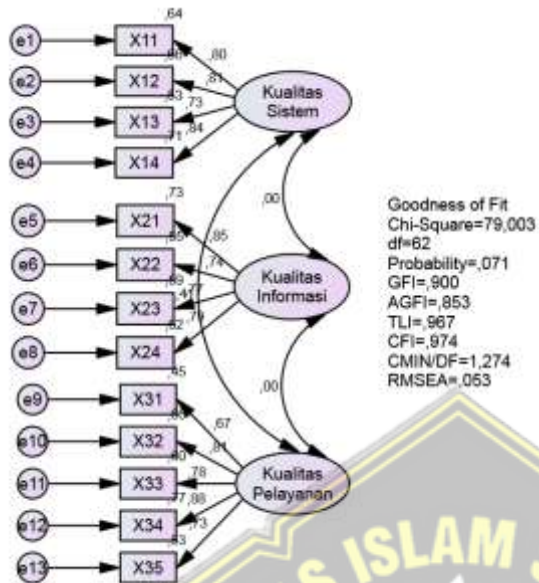
Y23

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5,0	5,0	5,0
	3	40	40,0	40,0	45,0
	4	49	49,0	49,0	94,0
	5	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

Y24

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	17	17,0	17,0	17,0
	3	25	25,0	25,0	42,0
	4	39	39,0	39,0	81,0
	5	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

Lampiran 4. Struktural Equation Modeling

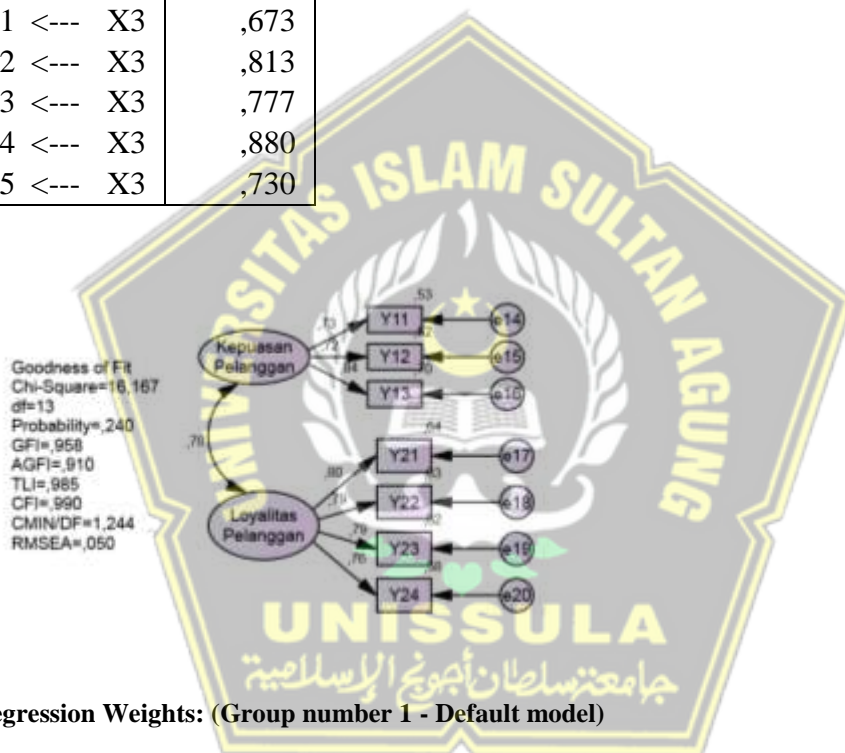


Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
X11 <--- X1	1,000				
X12 <--- X1	1,174	,147	7,960	***	par_1
X13 <--- X1	,956	,124	7,707	***	par_2
X14 <--- X1	1,002	,116	8,637	***	par_3
X21 <--- X2	1,000				
X22 <--- X2	,701	,086	8,125	***	par_4
X23 <--- X2	,776	,097	7,999	***	par_5
X24 <--- X2	,903	,105	8,563	***	par_6
X31 <--- X3	1,000				
X32 <--- X3	1,175	,170	6,928	***	par_7
X33 <--- X3	1,167	,174	6,705	***	par_8
X34 <--- X3	1,320	,174	7,567	***	par_9
X35 <--- X3	,997	,155	6,440	***	par_10

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
X11 <--- X1	,802
X12 <--- X1	,810
X13 <--- X1	,729
X14 <--- X1	,845
X21 <--- X2	,853
X22 <--- X2	,744
X23 <--- X2	,767
X24 <--- X2	,789
X31 <--- X3	,673
X32 <--- X3	,813
X33 <--- X3	,777
X34 <--- X3	,880
X35 <--- X3	,730

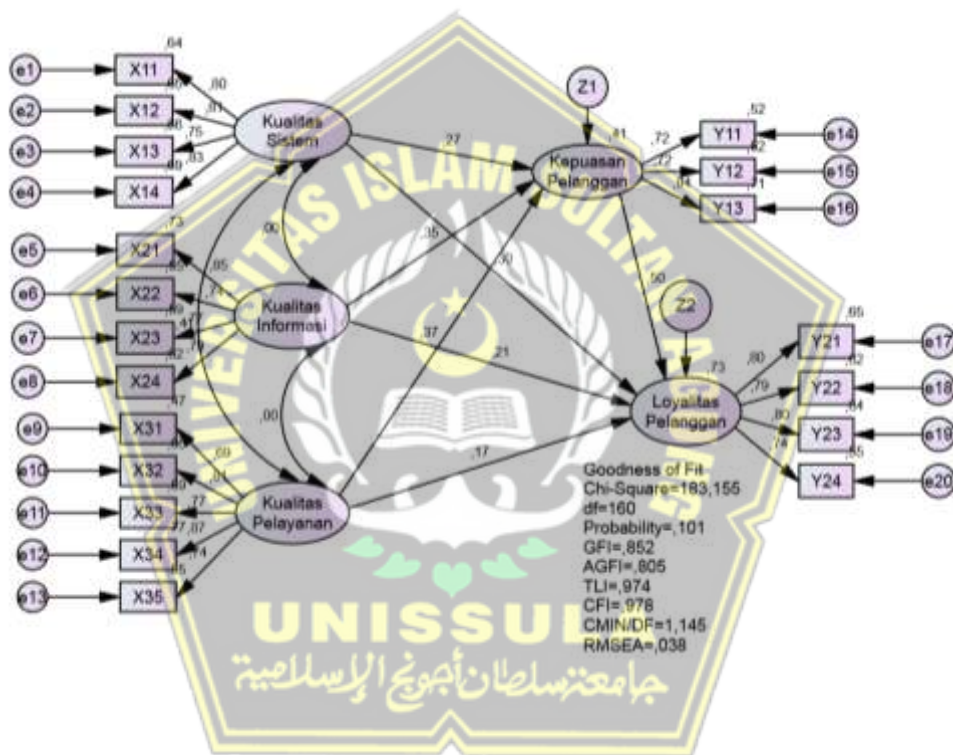


Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Y11 <--- Y1	1,000				
Y12 <--- Y1	1,003	,158	6,332	***	par_1
Y13 <--- Y1	1,101	,159	6,933	***	par_2
Y21 <--- Y2	1,000				
Y22 <--- Y2	1,054	,131	8,063	***	par_3
Y23 <--- Y2	1,049	,129	8,116	***	par_4
Y24 <--- Y2	1,456	,184	7,902	***	par_5

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Y11 <--- Y1	,729
Y12 <--- Y1	,724
Y13 <--- Y1	,837
Y21 <--- Y2	,797
Y22 <--- Y2	,793
Y23 <--- Y2	,790
Y24 <--- Y2	,764



Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y24	2,000	5,000	-,217	-,885	-,953	-1,946
Y23	2,000	5,000	-,123	-,502	-,187	-,383
Y22	2,000	5,000	,254	1,036	-,320	-,653
Y21	2,000	5,000	,107	,437	-,322	-,656
Y13	3,000	5,000	,459	1,874	-,751	-1,532
Y12	2,000	5,000	,110	,447	-,455	-,929
Y11	2,000	5,000	,113	,461	-,332	-,678
X35	2,000	5,000	,012	,048	-,490	-1,000
X34	2,000	5,000	,224	,915	-,600	-1,226

Variable	min	max	skew	c.r.	kurtosis	c.r.
X33	2,000	5,000	,083	,337	-,480	-,980
X32	2,000	5,000	,079	,324	-,564	-1,150
X31	2,000	5,000	-,126	-,513	-,320	-,653
X24	2,000	5,000	-,242	-,988	-,010	-,020
X23	3,000	5,000	-,024	-,096	-,293	-,599
X22	3,000	5,000	-,005	-,018	,125	,254
X21	3,000	5,000	-,112	-,459	-,975	-1,989
X14	3,000	5,000	,393	1,605	-,712	-1,453
X13	2,000	5,000	,152	,619	-,535	-1,092
X12	2,000	5,000	-,057	-,233	-,434	-,886
X11	3,000	5,000	,316	1,289	-,837	-1,709
Multivariate					15,063	2,539

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
34	34,125	,025	,923
4	33,246	,032	,829
42	32,860	,035	,683
83	32,165	,042	,601
1	31,925	,044	,453
44	31,632	,047	,337
11	30,723	,059	,376
53	30,511	,062	,280
75	30,348	,064	,195
55	30,124	,068	,141
81	29,622	,076	,140
87	29,048	,087	,158
38	28,858	,091	,118
32	28,736	,093	,080
23	28,224	,104	,095
85	27,967	,110	,081
10	27,843	,113	,057
3	27,082	,133	,111
89	27,042	,134	,072
60	26,937	,137	,051
16	25,712	,176	,216
70	25,638	,178	,167
84	25,496	,183	,140

Observation number	Mahalanobis d-squared	p1	p2
2	25,095	,198	,174
78	24,988	,202	,142
25	24,509	,221	,203
51	24,075	,239	,268
57	23,739	,254	,310
65	23,553	,262	,300
30	23,375	,271	,289
5	22,893	,294	,400
8	22,875	,295	,326
12	22,577	,310	,369
71	22,502	,314	,321
69	22,473	,315	,260
92	22,262	,326	,269
96	21,971	,342	,312
63	21,896	,346	,270
41	21,811	,351	,236
86	21,397	,374	,330
49	21,189	,386	,347
36	21,142	,389	,294
26	21,048	,394	,264
99	20,984	,398	,224
61	20,950	,400	,179
22	20,473	,429	,296
35	20,272	,441	,314
9	20,168	,447	,289
39	20,096	,452	,253
64	19,850	,467	,289
59	19,654	,480	,306
98	19,454	,493	,326
93	19,328	,501	,313
67	19,016	,521	,389
27	18,977	,523	,333
43	18,815	,534	,337
15	18,600	,548	,367
100	18,038	,585	,582
52	17,694	,608	,680
46	17,592	,614	,656
77	17,538	,618	,607
18	17,533	,618	,529
19	17,454	,623	,490

Observation number	Mahalanobis d-squared	p1	p2
90	17,354	,630	,462
45	17,354	,630	,380
50	17,213	,639	,374
21	17,138	,644	,333
80	16,702	,672	,481
73	16,537	,683	,486
82	16,374	,693	,490
28	15,926	,721	,647
7	15,866	,725	,594
13	15,634	,739	,631
29	15,487	,748	,623
66	15,398	,753	,583
76	15,295	,759	,548
68	15,246	,762	,481
31	15,066	,773	,486
40	15,018	,775	,417
88	14,905	,782	,383
37	14,414	,809	,550
48	14,325	,814	,497
94	14,292	,815	,412
24	13,922	,834	,506
17	13,589	,851	,576
62	13,146	,871	,694
91	13,131	,872	,593
74	12,602	,894	,738
14	12,250	,907	,784
20	11,652	,928	,891
95	11,272	,939	,915
56	11,140	,943	,878
54	9,930	,969	,988
6	9,522	,976	,990
79	8,878	,984	,995
72	7,907	,992	,999
33	7,671	,994	,996
58	7,407	,995	,987
97	5,765	,999	,997
47	,954	1,000	1,000

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 210
 Number of distinct parameters to be estimated: 50
 Degrees of freedom (210 - 50): 160

Result (Default model)

Minimum was achieved
 Chi-square = 183,155
 Degrees of freedom = 160
 Probability level = ,101

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

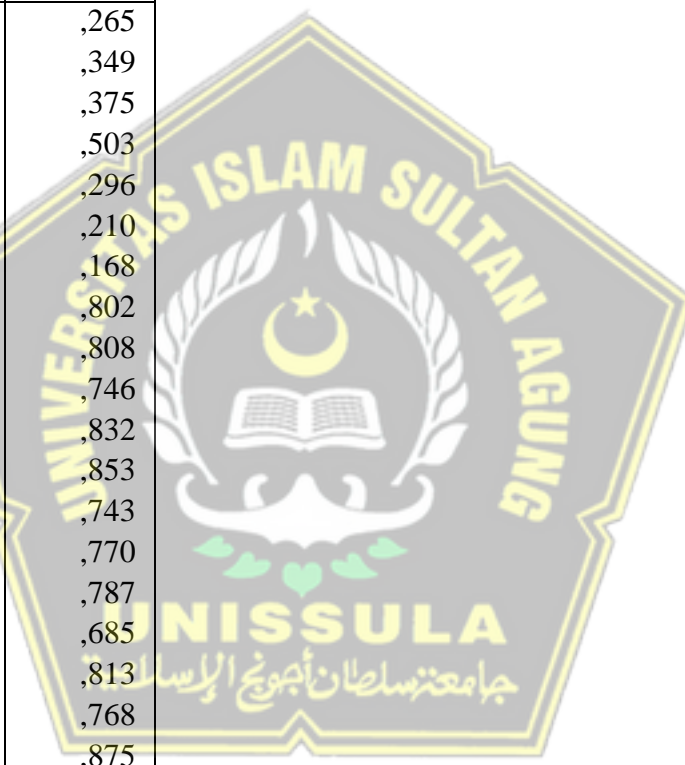
Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Y1 <--- X1	,244	,106	2,295	,022	par_16
Y1 <--- X2	,290	,090	3,240	,001	par_17
Y1 <--- X3	,367	,121	3,024	,002	par_18
Y2 <--- Y1	,522	,133	3,936	***	par_19
Y2 <--- X1	,283	,093	3,056	,002	par_20
Y2 <--- X2	,182	,078	2,339	,019	par_21
Y2 <--- X3	,172	,101	1,699	,089	par_22
X11 <--- X1	1,000				
X12 <--- X1	1,171	,145	8,049	***	par_1
X13 <--- X1	,979	,124	7,924	***	par_2
X14 <--- X1	,987	,114	8,655	***	par_3
X21 <--- X2	1,000				
X22 <--- X2	,701	,086	8,177	***	par_4
X23 <--- X2	,779	,096	8,127	***	par_5
X24 <--- X2	,900	,104	8,644	***	par_6
X31 <--- X3	1,000				
X32 <--- X3	1,154	,163	7,057	***	par_7
X33 <--- X3	1,133	,167	6,771	***	par_8
X34 <--- X3	1,291	,168	7,691	***	par_9
X35 <--- X3	,993	,150	6,630	***	par_10
Y11 <--- Y1	1,000				

	Estimate	S.E.	C.R.	P	Label
Y12 <--- Y1	1,010	,159	6,347	***	par_11
Y13 <--- Y1	1,118	,160	6,973	***	par_12
Y21 <--- Y2	1,000				
Y22 <--- Y2	1,039	,125	8,294	***	par_13
Y23 <--- Y2	1,057	,125	8,479	***	par_14
Y24 <--- Y2	1,404	,179	7,844	***	par_15

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Y1 <--- X1	,265
Y1 <--- X2	,349
Y1 <--- X3	,375
Y2 <--- Y1	,503
Y2 <--- X1	,296
Y2 <--- X2	,210
Y2 <--- X3	,168
X11 <--- X1	,802
X12 <--- X1	,808
X13 <--- X1	,746
X14 <--- X1	,832
X21 <--- X2	,853
X22 <--- X2	,743
X23 <--- X2	,770
X24 <--- X2	,787
X31 <--- X3	,685
X32 <--- X3	,813
X33 <--- X3	,768
X34 <--- X3	,875
X35 <--- X3	,739
Y11 <--- Y1	,724
Y12 <--- Y1	,723
Y13 <--- Y1	,843
Y21 <--- Y2	,804
Y22 <--- Y2	,789
Y23 <--- Y2	,803
Y24 <--- Y2	,743



Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
X1 <--> X2	,000	,037	,008	,994	par_23
X2 <--> X3	-,001	,035	-,031	,976	par_24
X1 <--> X3	,114	,037	3,093	,002	par_25

Correlations: (Group number 1 - Default model)

	Estimate
X1 <--> X2	,001
X2 <--> X3	-,004
X1 <--> X3	,415

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
X1	,294	,065	4,556	***	par_26
X2	,359	,072	4,974	***	par_27
X3	,259	,070	3,716	***	par_28
Z1	,146	,041	3,555	***	par_29
Z2	,071	,022	3,312	***	par_30
e1	,163	,032	5,090	***	par_31
e2	,214	,043	5,010	***	par_32
e3	,224	,040	5,568	***	par_33
e4	,127	,027	4,688	***	par_34
e5	,134	,032	4,208	***	par_35
e6	,143	,025	5,773	***	par_36
e7	,149	,028	5,405	***	par_37
e8	,179	,034	5,332	***	par_38
e9	,293	,047	6,286	***	par_39
e10	,177	,032	5,470	***	par_40
e11	,232	,039	5,893	***	par_41
e12	,132	,031	4,339	***	par_42
e13	,212	,036	5,952	***	par_43
e14	,226	,042	5,450	***	par_44
e15	,232	,041	5,657	***	par_45
e16	,126	,033	3,793	***	par_46
e17	,147	,027	5,398	***	par_47
e18	,176	,031	5,587	***	par_48
e19	,166	,031	5,412	***	par_49
e20	,430	,072	5,948	***	par_50

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
Y1	,414
Y2	,734
Y24	,552
Y23	,644
Y22	,623
Y21	,647
Y13	,711
Y12	,523
Y11	,524
X35	,546
X34	,765
X33	,589
X32	,660
X31	,469
X24	,619
X23	,593
X22	,553
X21	,728
X14	,693
X13	,557
X12	,653
X11	,644

Standardized Total Effects (Group number 1 - Default model)

	X3	X2	X1	Y1	Y2
Y1	,375	,349	,265	,000	,000
Y2	,357	,385	,429	,503	,000
Y24	,265	,286	,319	,374	,743
Y23	,286	,309	,344	,403	,803
Y22	,282	,304	,339	,397	,789
Y21	,287	,310	,345	,404	,804
Y13	,316	,294	,224	,843	,000
Y12	,271	,252	,192	,723	,000
Y11	,271	,252	,192	,724	,000
X35	,739	,000	,000	,000	,000
X34	,875	,000	,000	,000	,000
X33	,768	,000	,000	,000	,000

	X3	X2	X1	Y1	Y2
X32	,813	,000	,000	,000	,000
X31	,685	,000	,000	,000	,000
X24	,000	,787	,000	,000	,000
X23	,000	,770	,000	,000	,000
X22	,000	,743	,000	,000	,000
X21	,000	,853	,000	,000	,000
X14	,000	,000	,832	,000	,000
X13	,000	,000	,746	,000	,000
X12	,000	,000	,808	,000	,000
X11	,000	,000	,802	,000	,000

Standardized Direct Effects (Group number 1 - Default model)

	X3	X2	X1	Y1	Y2
Y1	,375	,349	,265	,000	,000
Y2	,168	,210	,296	,503	,000
Y24	,000	,000	,000	,000	,743
Y23	,000	,000	,000	,000	,803
Y22	,000	,000	,000	,000	,789
Y21	,000	,000	,000	,000	,804
Y13	,000	,000	,000	,843	,000
Y12	,000	,000	,000	,723	,000
Y11	,000	,000	,000	,724	,000
X35	,739	,000	,000	,000	,000
X34	,875	,000	,000	,000	,000
X33	,768	,000	,000	,000	,000
X32	,813	,000	,000	,000	,000
X31	,685	,000	,000	,000	,000
X24	,000	,787	,000	,000	,000
X23	,000	,770	,000	,000	,000
X22	,000	,743	,000	,000	,000
X21	,000	,853	,000	,000	,000
X14	,000	,000	,832	,000	,000
X13	,000	,000	,746	,000	,000
X12	,000	,000	,808	,000	,000
X11	,000	,000	,802	,000	,000

Standardized Indirect Effects (Group number 1 - Default model)

	X3	X2	X1	Y1	Y2
Y1	,000	,000	,000	,000	,000
Y2	,188	,175	,133	,000	,000
Y24	,265	,286	,319	,374	,000
Y23	,286	,309	,344	,403	,000
Y22	,282	,304	,339	,397	,000
Y21	,287	,310	,345	,404	,000
Y13	,316	,294	,224	,000	,000
Y12	,271	,252	,192	,000	,000
Y11	,271	,252	,192	,000	,000
X35	,000	,000	,000	,000	,000
X34	,000	,000	,000	,000	,000
X33	,000	,000	,000	,000	,000
X32	,000	,000	,000	,000	,000
X31	,000	,000	,000	,000	,000
X24	,000	,000	,000	,000	,000
X23	,000	,000	,000	,000	,000
X22	,000	,000	,000	,000	,000
X21	,000	,000	,000	,000	,000
X14	,000	,000	,000	,000	,000
X13	,000	,000	,000	,000	,000
X12	,000	,000	,000	,000	,000
X11	,000	,000	,000	,000	,000



Lampiran 5. Hasil Uji Construct Reliability (CR) dan Variance Extracted (AVE)

Indikator		Variabel	Standar Loading	(Standar Loading) ²	Σεj	CR	AVE
X11	<---	X1	0,802	0,643	0,357	0,875	0,636
X12	<---	X1	0,808	0,653	0,347		
X13	<---	X1	0,746	0,557	0,443		
X14	<---	X1	0,832	0,692	0,308		
		Σ	3,188	2,545	1,455		
		Σ ²	10,163				
Indikator		Variabel	Standar Loading	(Standar Loading) ²	Σεj	CR	AVE
X21	<---	X2	0,853	0,728	0,272	0,868	0,623
X22	<---	X2	0,743	0,552	0,448		
X23	<---	X2	0,77	0,593	0,407		
X24	<---	X2	0,787	0,619	0,381		
		Σ	3,153	2,492	1,508		
		Σ ²	9,941				
Indikator		Variabel	Standar Loading	(Standar Loading) ²	Σεj	CR	AVE
X31	<---	X3	0,685	0,469	0,531	0,884	0,606
X32	<---	X3	0,813	0,661	0,339		
X33	<---	X3	0,768	0,590	0,410		
X34	<---	X3	0,875	0,766	0,234		
X35	<---	X3	0,739	0,546	0,454		
		Σ	3,880	3,032	1,968		
		Σ ²	15,054				
Indikator		Variabel	Standar Loading	(Standar Loading) ²	Σεj	CR	AVE
Y11	<---	Y1	0,724	0,524	0,476	0,808	0,586
Y12	<---	Y1	0,723	0,523	0,477		
Y13	<---	Y1	0,843	0,711	0,289		
		Σ	2,290	1,758	1,242		
		Σ ²	5,244				
Indikator		Variabel	Standar Loading	(Standar Loading) ²	Σεj	CR	AVE
Y21	<---	Y2	0,804	0,646	0,354	0,865	0,616
Y22	<---	Y2	0,789	0,623	0,377		
Y23	<---	Y2	0,803	0,645	0,355		
Y24	<---	Y2	0,743	0,552	0,448		
		Σ	3,139	2,466	1,534		
		Σ ²	9,853				

Lampiran 6. Laman 5 E-commerce Teratas tahun 2020

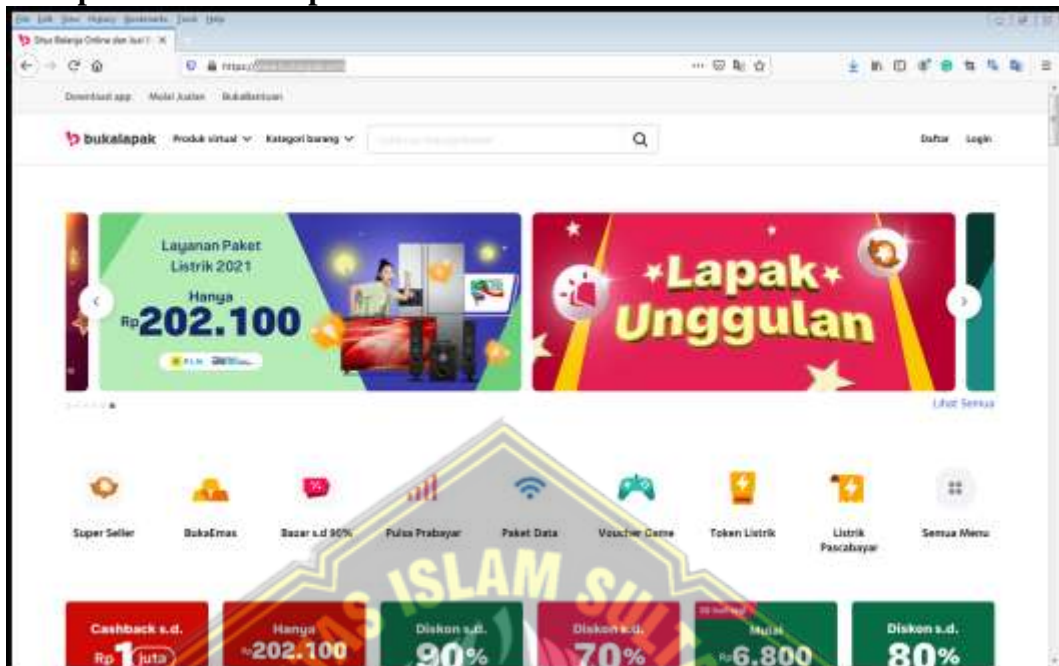
1. <https://www.shopee.com>



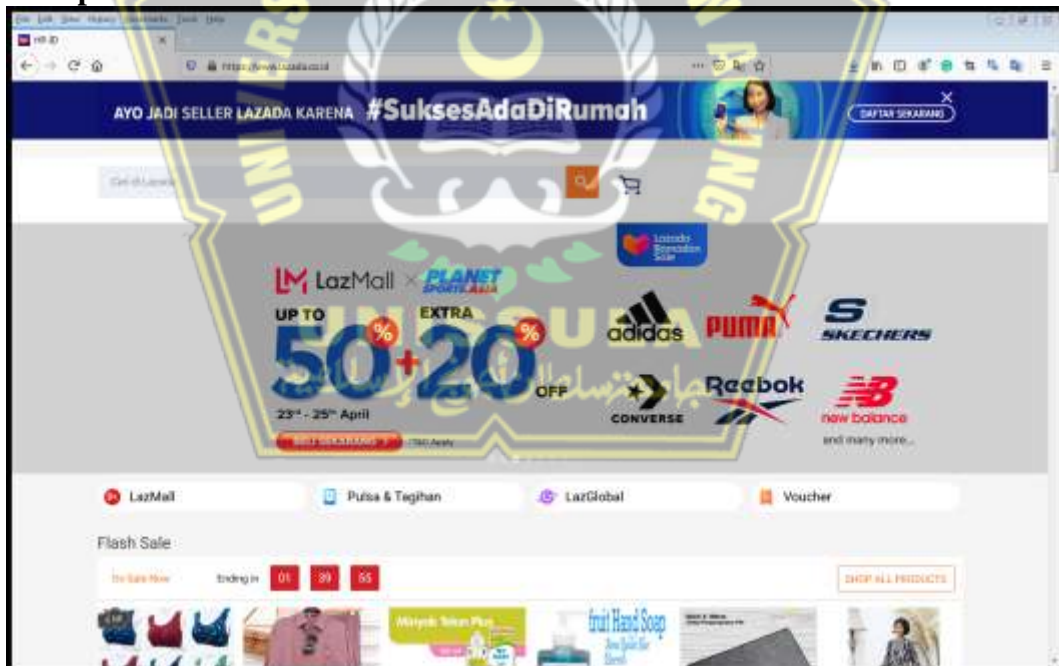
2. <https://www.tokopedia.com>



3. <https://www.bukalapak.com>



4. <https://www.lazada.co.id>



5. <https://www.blibli.com>

