

HASIL UJI VALIDITAS DAN RELIABILITAS : E-WOM

Correlations

		Correlations					
		E_WOM 1	E_WOM 2	E_WOM 3	E_WOM 4	E_WOM 5	E_WOM
E_WOM1	Pearson Correlation	1	,562**	,424**	,469**	,320**	,758**
	Sig. (2-tailed)		,000	,000	,000	,001	,000
	N	100	100	100	100	100	100
E_WOM2	Pearson Correlation	,562**	1	,366**	,507**	,379**	,749**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
E_WOM3	Pearson Correlation	,424**	,366**	1	,504**	,422**	,725**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
E_WOM4	Pearson Correlation	,469**	,507**	,504**	1	,441**	,790**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
E_WOM5	Pearson Correlation	,320**	,379**	,422**	,441**	1	,690**
	Sig. (2-tailed)	,001	,000	,000	,000		,000
	N	100	100	100	100	100	100
E_WOM	Pearson Correlation	,758**	,749**	,725**	,790**	,690**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

Reliability

Scale: ALL VARIABLES

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
,795	5

HASIL UJI VALIDITAS DAN RELIABILITAS : RATING

Correlations

		RATING1	RATING2	RATING3	RATING4	RATING
RATING1	Pearson Correlation	1	,350**	,563**	,654**	,813**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
RATING2	Pearson Correlation	,350**	1	,558**	,416**	,706**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
RATING3	Pearson Correlation	,563**	,558**	1	,563**	,835**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
RATING4	Pearson Correlation	,654**	,416**	,563**	1	,840**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
RATING	Pearson Correlation	,813**	,706**	,835**	,840**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Reliability

Scale: ALL VARIABLES

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Cronbach's Alpha	N of Items
,812	4

HASIL UJI VALIDITAS DAN RELIABILITAS : KEPUTUSAN PEMBELIAN

Correlations

		KP1	KP2	KP3	KP4	KEPUTUSAN
KP1	Pearson Correlation	1	,466**	,271**	,219*	,744**
	Sig. (2-tailed)		,000	,006	,028	,000
	N	100	100	100	100	100
KP2	Pearson Correlation	,466**	1	,077	,324**	,718**
	Sig. (2-tailed)	,000		,445	,001	,000
	N	100	100	100	100	100
KP3	Pearson Correlation	,271**	,077	1	,296**	,583**
	Sig. (2-tailed)	,006	,445		,003	,000
	N	100	100	100	100	100
KP4	Pearson Correlation	,219*	,324**	,296**	1	,654**
	Sig. (2-tailed)	,028	,001	,003		,000
	N	100	100	100	100	100
KEPUTUSAN	Pearson Correlation	,744**	,718**	,583**	,654**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

** . 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	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
,605	4

HASIL UJI NORMALITAS

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,44070695
Most Extreme Differences	Absolute	,069
	Positive	,069
	Negative	-,058
Kolmogorov-Smirnov Z		,690
Asymp. Sig. (2-tailed)		,727

a. Test distribution is Normal.

b. Calculated from data.

HASIL UJI MULTIKOLINEARITAS

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	RATING, E_WOM ^b	.	Enter

- a. Dependent Variable: KEPUTUSAN
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,732 ^a	,536	,526	1,45548

- a. Predictors: (Constant), RATING, E_WOM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	237,102	2	118,551	55,962	,000 ^b
	Residual	205,488	97	2,118		
	Total	442,590	99			

- a. Dependent Variable: KEPUTUSAN
 b. Predictors: (Constant), RATING, E_WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,791	1,097		4,367	,000		
	E_WOM	,365	,059	,538	6,156	,000	,626	1,598
	RATING	,221	,073	,266	3,041	,003	,626	1,598

- a. Dependent Variable: KEPUTUSAN

HASIL UJI HETEROSKEDASTISITAS

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	RATING, E_WOM ^b	.	Enter

a. Dependent Variable: Abs_res

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,143 ^a	,020	,000	,81297

a. Predictors: (Constant), RATING, E_WOM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,339	2	,670	1,013	,367 ^b
	Residual	64,109	97	,661		
	Total	65,448	99			

a. Dependent Variable: Abs_res

b. Predictors: (Constant), RATING, E_WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,043	,613		3,334	,001
	E_WOM	-,018	,033	-,069	-,547	,586
	RATING	-,029	,041	-,090	-,705	,482

a. Dependent Variable: Abs_res

OUTPUT REGRESI

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	RATING, E_WOM ^b	.	Enter

a. Dependent Variable: KEPUTUSAN

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,732 ^a	,536	,526	1,45548

a. Predictors: (Constant), RATING, E_WOM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	237,102	2	118,551	55,962	,000 ^b
	Residual	205,488	97	2,118		
	Total	442,590	99			

a. Dependent Variable: KEPUTUSAN

b. Predictors: (Constant), RATING, E_WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,791	1,097		4,367	,000
	E_WOM	,365	,059	,538	6,156	,000
	RATING	,221	,073	,266	3,041	,003

a. Dependent Variable: KEPUTUSAN

KUESIONER

A. IDENTITAS RESPONDEN

1. Nama : (boleh di kosongi)
2. Jenis kelamin : (L/P)
3. Usia :
4. Kota asal :
5. Situs online yang digunakan :
6. Mulai kapan berbelanja online :
7. Produk yang dibeli :

B. PERTANYAAN PENELITIAN

Berilah respon terhadap pertanyaan dalam tabel dengan memberikan tanda (√) pada kolom yang sesuai dengan persepsi saudara/i mengenai pertanyaan tersebut. Skala respon adalah sebagai berikut :

- SS : Sangat Setuju
S : Setuju
N : Netral
TS : Tidak Setuju
STS : Sangat Tidak Setuju

1. E-WOM (Electronic Word of Mouth)

No	Keterangan	STS	TS	N	S	SS
1	Saya mendapatkan informasi mengenai suatu produk dari media sosial					
2	Saya merasa terbantu dengan adanya media sosial dalam mengambil keputusan pembelian di <i>online shop</i>					
3	Saya memilih produk <i>online shop</i> karena banyaknya komentar positif yang ditulis oleh pengguna di <i>online customer review</i>					
4	Saya lebih percaya informasi <i>E-WOM</i> karena sesuai keadaan sebenarnya ketika membeli di <i>online shop</i>					
5	Saya mendapatkan informasi mengenai variasi produk dari media sosial					

2. RATING

No	Keterangan	STS	TS	N	S	SS
1	Saya menggunakan media <i>rating</i> dalam mengambil keputusan pembelian di <i>online shop</i>					
2	Saya merasa terbantu dengan adanya <i>rating</i> dalam mengambil keputusan pembelian di <i>online shop</i>					
3	Saya memilih produk <i>online shop</i> karena banyaknya bintang yang diberikan pengguna media sosial					
4	Saya lebih percaya informasi <i>rating</i> karena semakin banyak bintang maka produk sesuai dengan keadaan yang sebenarnya					

3. KEPUTUSAN PEMBELIAN

No	Keterangan	STS	TS	N	S	SS
1	Saya mencari informasi tentang produk sebelum memutuskan untuk membeli <i>online</i>					
2	Saya mempertimbangkan memilih merek produk dalam berbelanja <i>online</i>					
3	Saya dalam membeli di toko <i>online</i> memilih situs yang saya percayai					
4	Saya membeli produk di toko <i>online</i> karena adanya kebutuhan					