DAFTAR PUSTAKA

Agusli, D., & Kunto, Y. S. (2013). Analisa Pengaruh Dimensi Ekuitas Merek Terhadap Minat Beli Konsumen Midtown Hotel Surabaya. Jurnal Strategi Pemasaran, 1(2), 1–8. http://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/1014

Ajzen. (2005). Attitudes, Personality, and Behavior, 2th Edition, New York : Open University Press.

Ajzen. (2012). Attitudes, Personality and Behavior,New York. USA : Open University Press.

Al-dweeri, R. M., Moreno, A. R., Montes, F. J. L., Obeidat, Z. M. O., & Al-dwairi, K. M. (2018). The Effect of E-service Quality on Jordanian Student ' s E-loyalty : An Empirical Study in Online Retailing. Journal of Industrial Management & Data Systems. https://doi.org/10.1108/IMDS-12-2017-0598

Asri, M. (2003). Marketing,Jakarta : Erlangga.

Ba, S., & Pavlou, P. A. (2002). Evidence Of The Effect Of Trust Building Technology In Electronic Markets : Price Premiums And Buyer Behavior. 26(3), 243–268.

Berman, B., & Thelen, S. (2009). A Guide to Developing and Managing a Multi-channel Retail Strategy.Journal of Consumer Marketing, 19(1), 42–53. https://doi.org/10.1108/09590550410524939

Cao, L., & Li, L. (2015). The Impact of Cross-Channel Integration on Retailers ' Sales Growth. Journal of Retailing, 91(2), 198–216.

Chen, C., & Chang, Y. (2018). Telematics and Informatics What Drives Purchase Intention on Airbnb ? Perspectives of Consumer Reviews , Information Quality , and Media Richness. Journal of Telematics and Informatics, January, 0–1. https://doi.org/10.1016/j.tele.2018.03.019

Chuang, H., & Fan, C. (2011). The Mediating Role of Trust in the Relationship Between E-retailer Quality and Customer Intention of Online Shopping. 5(22), 9522–9529. https://doi.org/11.5897/AJBM11.629

Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the Effects of Quality , Value , and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. Journal of Retailing, 76(2), 193–218.

Cuong, D. T., & Khoi, B. H. (2020). The Relationship between Service Quality , Satisfaction , Trust and Customer Loyalty A Study of Convenience Stores in Vietnam. February 2019.

Das, G. (2016). International Journal of Retail & Distribution Management. International Journal of Retail & Distribution Management, 44(7).

Dimyati, K. (2017). Perilaku Konsumen, Jakarta: Raja Grafindo Persada.

Febriyantoro, M. T., & Arisandi, D. (2019). The Role of Digital Marketing in Improving Sales to SMEs in Dealing with ASEAN Economic Community. Advances in Economics, Business and Management Research, volume 101(January 2017), 350–355. https://doi.org/10.2991/iconies-18.2019.70

Ferdinad. (2002). Pengembangan Minat Beli Merek Ekstensi, Semarang : Badan Penerbit Universitas Diponegoro.

Firmansyah. (2018). Pengaruh Kualitas Pelayanan dan Perceived Value terhadap Loyalitas Pelanggan dengan Kepuasan. Management Analysis Journal, 7(1), 120–128. https://doi.org/10.15294/maj.v7i1.20638

Fortes, N., Rita, P., & Pagani, M. (2017). The Effects of Privacy Concerns, Perceived Risk and Trust on Online Purchasing Behaviour. International Journal of Internet Marketing and Advertising, 11(4), 307–329. https://doi.org/10.1504/IJIMA.2017.087269

Gerrikagoitia, J. K., Castander, I., Rebón, F., & Alzua-Sorzabal, A. (2015). New Trends of Intelligent E-marketing Based on Web Mining for E-shops. Procedia - Social and Behavioral Sciences, 175, 75–83. https://doi.org/10.1016/j.sbspro.2015.01.1176

Grewal, D., Monroe, K. B., & Krishnan, R. (1998). The Effects of Price-Comparison Advertising on Buyers ' Perceptions of acquisi. Journal of Marketing, 62, 46–49.

Hair, J. F. (2014). Multivariate Data Analysis. 6th Edition, New Jersey : Pearson Education Inc.

Hasim, M. A., Jabar, J., & Murad, M. A. (2019). A Preliminary Research on Consumer

Acceptance in Nanofood Towards Purchase Intention: A pilot research. International Journal of Recent Technology and Engineering, 8(2 Special Issue 3), 352–356. https://doi.org/10.35940/ijrte.B1060.0782S319

Hidayat, A., Wijaya, T., Ishak, A., & Catyanadika, P. E. (2021). Consumer Trust as the Antecedent of Online Consumer Purchase Decision. 1–10.

Hong, I. B., & Cha, H. S. (2013). The Mediating Role of Consumer Trust in an Online Merchant in Predicting Purchase Intention. International Journal of Information Management, 33, 927–939.

Hurriyati, R. (2017). Bauran Pemasaran dan Loyalitas Konsumen, Bandung : Alfabetha.

Jeon, H., Jang, J., & Barrett, E. B. (2017). Linking Website Interactivity to Consumer Behavioral Intention in an Online Travel Community: The Mediating Role of Utilitarian Value and Online Trust. Journal of Quality Assurance in Hospitality and Tourism, 18(2), 125–148. https://doi.org/10.1080/1528008X.2016.1169473

Jogiyanto. (2007). Sistem Informasi Keperilakuan, Yogyakarta : Andi.

Kim, S., & Park, H. (2013). International Journal of Information Management Effects of various characteristics of social commerce (s-commerce) on consumers ' trust and trust performance. International Journal of Information Management, 33(2), 318–332. https://doi.org/10.1016/j.ijinfomgt.2012.11.006

Kismono, G. (2001). Pengantar Bisnis, Edisi Pertama, Yogyakarta : BPFE.

Kotler, P. (2009). Manajemen Pemasaran, Jakarta:Erlangga, Jilid 1, Edisi 13.

Kotler, P., & Armstrong, G. (2018). Principle of Marketing, Jakarta:Erlangga.

Kotler, P., & Keller, L. (2016). Marketing Management, 15th Edition New Jersey: Pearson Pretice Hall Inc.

Lee, S., Kim, K. J., & Sundar, S. S. (2015). Customization in Location-based Advertising: Effects of Tailoring Source, Locational Congruity, and Product Involvement on Ad Attitudes. Computers in Human Behavior, 51(PA), 336–343. https://doi.org/10.1016/j.chb.2015.04.049

Lee, & Turban, E. (2001). A Trust Model for Consumer Internet Shopping. 6(1), 75–91.

Maharani. (2010). Analisis Pengaruh Kepercayaan Dan Kepuasan Terhadap Loyalitas Nasabah Tabungan Bank Mega Semarang. Jurnal Manajemen Pemasaran, 1((2)), 44–49.

Malhotra, N. (2010). Marketing Research Applied Orientation, Pearson Education Inc.

Mowen. (2007). Perilaku Konsumen, Edisi Kelima, Jilid 1, Jakarta : Salemba Empat.

Mukherjee, A., & Nath, P. (2007). Role of Electronic Trust in Online Retailing: A re-examination of the Commitment-trust Theory. European Journal of Marketing, 41(9–10), 1173–1202. https://doi.org/10.1108/03090560710773390

Nafilah, K., Widarko, A., & Suharto, M. K. A. B. (2015). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Dan Minat Beli Sebagai Variabel Intervening (Study Kasus Pada Mahasiswa Feb Universitas Islam Malang Yang Mengkonsumsi Mie Instan). Jurnal Riset Manajemen, 53(9), 1689–1699.

Nursyirwan, V. I. (2021). Partial Least Square Analysis of Impact of Promotion on Purchase Intention Consumer Trust As Mediation. Inovbiz: Jurnal Inovasi Bisnis, 9(1), 54. https://doi.org/10.35314/inovbiz.v9i1.1792

Oghazi, P., Karlsson, S., Hellström, D., & Hjort, K. (2018). Online Purchase Return Policy Leniency and Purchase Decision: Mediating Role of Consumer Trust. Journal of Retailing and Consumer Services, 41(November 2017), 190–200. https://doi.org/10.1016/j.jretconser.2017.12.007

Oliveira, T., Alhinho, M., Rita, P., & Dhillon, G. (2017). Modelling and Testing Consumer Trust Dimensions in E-commerce Part of the Management Information Systems Commons Modelling and Testing Consumer Trust Dimensions in E-commerce. Journal of Computers in Human Behavior, 71, 153–164. http://scholarscompass.vcu.edu/info_pubshttp://scholarscompass.vcu.edu/info_pubs/3

Pawlasova, P., & Klezl, V. (2017). Factors Affecting Generation Y Customers' Satisfaction with Online Group-buying Purchases in South Korea. Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis, 65(6), 2045–2054. https://doi.org/10.11118/actaun201765062045

Qalati, S. A., Vela, E. G., Li, W., Ahmed, S., Thi, T., Thuy, H., & Merani, S. H. (2021). Effects of Perceived Service Quality , Website Quality , and Reputation on Purchase Intention : The Mediating and Moderating Roles of Trust and Perceived Risk in Online Shopping Effects of Perceived Service Quality , Website Quality , and Reputation on Purchase Itention. Cogent Business & Management, 8(1). https://doi.org/10.1080/23311975.2020.1869363

Qi, Y., & Yan, Y. (2020). Influence of Multi-Channel Integration Service Quality on Purchase Intention of Customers : Dual Mediating Effect of Brand Experience and Brand Trust. XXIX, 58–72. https://doi.org/10.24205/03276716.2020.207

Qureshi, I., Fang, Y., Ramsey, E., Mccole, P., Ibbotson, P., & Compeau, D. (2009). Repurchasing intention and the. European Journal of Information Systems, 18, 205–222. https://doi.org/10.1057/ejis.2009.15

Ramadanty, M. L., & Kartikasari, D. (2021). Purchase Intention of e-Payment : The Substitute or Complementary Role of Purchase Intention of E-Payment : The Substitute or Complementary Role of Brand , Sales Promotions , and Information Quality. May. https://doi.org/10.5220/0010355402980308

Riskarini, D., & Ardianto, Y. (2021). Service Quality , Price and Product Promotion Towards Customer Trust , Impact on Customer Loyalty Grab Bike Depok Region Faculty of Economy and Business , Pancasila University. Journal of Business, Management, and Accounting3(1), 280–287.

Rita, P., Oliveira, T., & Farisa, A. (2019). The Impact of E-service Quality and Customer Satisfaction on Customer Behavior in Online Shopping. Heliyon, 5(10), e02690. https://doi.org/10.1016/j.heliyon.2019.e02690

Saghier, N. El, & Nathan, D. (2013). Service Quality Dimensions and Customers ' Satisfactions of Banks in Egypt. Proceedings of 20th International Business Research Conference, April, 1–13.
http://www.wbiworldconpro.com/uploads/dubai-conference-2013-april/banking/1364462871_607-Niveen.pdf

Sahoo, N., Dellarocas, C., & Srinivasan, S. (2020). The Impact of Online Reviews on Product

returns. Asia Pacific Journal of Marketing and Logistics, 33(8), 1814–1828. https://doi.org/10.1108/APJML-02-2020-0074

Saleem, M. A., Zahra, S., & Yaseen, A. (2017). Impact Of Service Quality And Trust On Repurchase Intentions – The Case of Pakistan Airline Industry. Asia Pacific Journal of Marketing and Logistics, 29(5), 1136–5855. https://doi.org/10.1108/APJML-10-2016-0192

Santini, F. de O., Vieira, V. A., Sampaio, C. H., & Perin, M. G. (2016). Meta-Analysis of the Long- and Short-Term Effects of Sales Promotions on Consumer Behavior. Journal of Promotion Management, 22(3), 425–442. https://doi.org/10.1080/10496491.2016.1154921

Satria, A. A. (2017). Influence of Brand and Product Quality on Customer'S Buying Decision in South Cikarang Bekasi Regency. Jurnal Lentera Bisnis, 6(1), 85. https://doi.org/10.34127/jrlab.v6i1.169

Seck, A. M., & Philippe, J. (2013). Service Encounter in Multi-channel Distribution context : Virtual and Face- to-face Interactions and Consumer Satisfaction. The Service Industries Journal, 33(October 2014), 37–41. https://doi.org/10.1080/02642069.2011.622370

Shafiee, M. M., & Bazargan, N. A. (2018). Behavioral Customer Loyalty in Online Shopping : The Role of E-Service Quality and E-Recovery 2 Literature Review. Journal of Theoretical and Applied Electronic Commerce Research13(1), 26–38. https://doi.org/10.4067/S0718-18762018000100103

Sharma, A., & Bahl, S. (2018). Influence of Service Quality of E-Commerce Websites on Customers ' Trust , Commitment and Loyalty : A Case of Indian Customers. International Journal of Research in Engineering, IT and Social Sciences, 08(09), 75–84.

Siyoto, & Sodik. (2015). Metode Penelitian, Yogyakarta : Literasi Media Publishing.

Sudaryono. (2016). Manajemen Pemasaran, Yogyakarta : Penerbit Andi.

Sugiono. (2017). Metode Penelitian Kuantitatif, Kualitatif dan R&D, Bandung : Alfabeta.

Tariq, M. I., Nawaz, M. R., Nawaz, M. M., & Butt, H. A. (2013). Customer Perceptions about Branding and Purchase Intention : A Study of FMCG in an Emerging Market. Journal of Basic and Applied Scientific Research, 3(2), 340–347.

Tjiptono, F. (2008). Strategi Pemasaran, Edisi Kedua, Yogyakarta: Andi Offset.

Tjiptono, F. (2012). Pemasaran Strategik, Yogyakarta : Andi Offset.

Tjiptono, F. (2014). Pemasaran Jasa-Prinsip, Yogyakarta : Andi Offset.

Wigand, R. T., Benjamin, R. I., & Birkland, J. L. H. (2008). Web 2.0 and beyond: Implications for electronic commerce. ACM International Conference Proceeding Series, August. https://doi.org/10.1145/1409540.1409550

Wijaya, M. (2013). Promosi, Citra Merek, Dan Saluran Distribusi Pengaruhnya Terhadap Keputusan Pembelian Jasa Terminix Di Kota Manado. Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi, 1(4), 105–114. https://doi.org/10.35794/emba.v1i4.2578

Wu, J. J., Chen, Y. H., & Chung, Y. S. (2010). Trust Factors Influencing Virtual Community members: A Study of Transaction Communities. Journal of Business Research, 63(9–10), 1025–1032. https://doi.org/10.1016/j.jbusres.2009.03.022

Yuen, K. F., Wang, X., Wong, Y. D., & Zhou, Q. (2018). The Effect of Sustainable Shipping Practices on Shippers' Loyalty: The Mediating Role of Perceived Value, Trust and Transaction cost. Transportation Research Part E: Logistics and Transportation Review, 116(June), 123–135. https://doi.org/10.1016/j.tre.2018.06.002

Yuliasetiarini, D. (2014). The Relationship Between Service Quality, Customer Satisfaction and Loyalty in Restaurant Business in East Java. International Journal ofBusiness and Management Invention, Volume 3 I(Issue 5 May. 2014 ‖), PP.01-10.

Zulfa, L., & Hidayati, R. (2018). Analisis Pengaruh Persepsi Risiko, Kualitas Situs Web dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Konsumen E-Commerce Shopee di Kota Semarang. Diponegoro Journal Of Management, 7(3), 1–11. https://doi.org/10.32487/jshp.v4i2.833

LAMPIRAN

Lampiran 1 : Kuesioner Penelitian

Kuesioner Penelitian : PENGARUH PROMOSI DAN KUALITAS LAYANAN DENGAN KEPERCAYAAN SEBAGAI VARIABEL INTERVENING TERHADAP NIAT BELI : Studi pada mahasiswa pengguna aplikasi Fintech di Indonesia

Assalamualaikum Wr. Wb

Responden yang terhormat,

Perkenalkan saya Yuvela Pradeska, mahasiswa Universitas Negeri Jakarta program studi S1 Manajemen yang sedang melakukan penelitian untuk menyelesaikan skripsi sebagai syarat agar mendapatkan gelar Sarjana Manajemen. Dengan penelitian saya yang berjudul "PENGARUH PROMOSI DAN KUALITAS LAYANAN DENGAN KEPERCAYAAN SEBAGAI VARIABEL INTERVENING TERHADAP NIAT BELI : Studi pada mahasiswa pengguna aplikasi Fintech di Indonesia"

Jika Saudara/i merupakan :

1. Jika saudara/i mahasiswa di salah satu Universitas di Indonesia.
2. Pernah menggunakan aplikasi Cicil.co.id dalam kurun waktu 1 tahun terakhir

Maka Saudara/i adalah target responden untuk penelitian ini. Oleh karena itu, dengan segala kerendahan hati saya selaku peneliti memohon kesediaan Saudara/i agar dapat menjadi responden penelitian ini.

Saya selaku peneliti akan menjaga kerahasiaan data Saudara/i yang digunakan untuk penelitian ini. Besar harapan saya agar Saudara/i dapat mengisi kuesioner ini dengan jujur dan sesuai dengan keadaan yang sebenarnya.

Semoga penelitian ini bisa memberikan manfaat bagi peneliti, masyarakat, dan pihak-pihak yang terkait.

Hormat saya,

Yuvela Pradeska

BAGIAN 1

Apakah anda seorang Mahasiswa/i? (Jika "Ya" silahkan lanjutkan ke pertanyaan selanjutnya, jika "Tidak" silahkan berhenti sampai di sini,terimakasih atas partisipasi Anda).

☐ Ya

☐ Tidak

Apakah anda pengguna Aplikasi Cicil.co.id? (Jika "Ya"silahkan lanjutkan ke pertanyaan selanjutnya, jika "Tidak" silahkan berhenti dampai di sini, terimakasih atas partisipasi Anda).

☐ Ya

☐ Tidak

Transaksi apa yang anda lakukan pada aplikasi Cicil.co.id?

☐ Cicil Uang Kuliah

☐ Cicil Barang Keperluan Kuliah

Kapan terakhir kali anda menggunakan aplikasi Cicil.co.id?

☐ 3 bulan terakhir

☐ 6 bulan terakhir

☐ 1 tahun terakhir

BAGIAN 2

Petunjuk Pengisisan

Pilihlah salah satu dari lima skala pada pernyataan yang tertera dengan membubuhi tanda centang (√) pada kolom yang tersedia sebagai jawaban yang paling tepat menurut Anda terhadap Cicil.co.id.

Keterangan :

1) STS (Sangat Tidak Setuju)

2) TS (Tidak Setuju)

3) N (Netral)

4) S (Setuju)

5) SS (Sangat Setuju)

BAGIAN 3

LEMBAR KUISIONER

No.	Pernyataan	Penilaian				
		1 STS	2 TS	3 N	4 S	5 SS
A. Promotion						
1.	Saya mendapatkan informasi Cicil.co.id melalui media sosial					
2.	Frekuensi iklan Cicil.co.id sering saya lihat pada media sosial					
3.	Cicil.co.id sering memberikan hadiah kepada konsumen					
4.	Saya mendapatkan potongan harga atau cashback dari Cicil.co.id					
5.	Brand Ambassador Cicil.co.id meyakinkan saya sebagai konsumen untuk membeli produk					
6.	Brand Ambassador Cicil.co.id meyakinkan saya dengan kualitas yang dipunya					
7.	Cicil.co.id melakukan penawaran melalui aplikasi whatssapp					
8.	Cicil.co.id melakukan promosi pada aplikasi instagram cukup menarik					
9.	Saya mengetahui aplikasi Cicil.co.id dari mulut ke mulut					
10.	Saya mengetahui Cicil.co.id dari Brand Ambassador					
B. Kualitas Layanan						

1.	Cicil.co.id selalu memenuhi pelayanan yang dijanjikan					
2.	Petugas Cicil.co.id melakukan pencairan sesuai dengan waktu yang dijanjikan					
3.	Petugas Cicil.co.od sangat kompeten sehingga tidak pernah membuat kesalahaan saat bertransaksi					
4.	Cicil.co.id memiliki sistem kebijakan keamanan yang baik					
5.	Cicil.co.id memiliki reputasi yang baik					
6.	Saya yakin data yang saya berikan kepada Cicil.co.id terpelihara dengan baik					
7.	Cicil.co.id menanggapi keluhan saya dengan tanggap					
8.	Cicil.co.id menyelesaikan keluhan saya dengan cepat					
9.	Cicil.co.id mengingatkan saya sebelum jadwal pembayaran agar saya tidak terlambat					
10.	Cicil.co.id mengirimkan pemberitahuan konfirmasi pembayaran					
C. Kepercayaan						
1.	Saya percaya dalam bertransaksi menggunakan Cicil.co.id tidak akan menimbulkan ke-khawatiran bagi saya nantinnya					
2.	Saya yakin pada kemampuan Cicil.co.id untuk melindungi privasi saya					
3.	Saya yakin uang yang tersimpan dalam aplikasi Cicil.co.id akan terjamin dari hacker					
4.	Layanan Cicil.co.id memenuhi layanan yang dijanjikan (mudah, aman, dan cepat)					
5.	Secara keseluruhan saya puas melakukan transaksi dengan Cicil.co.id					
6.	Saya percaya produk yang saya pesan di Cicil.co.id					

	sesuai dengan harapan					
7.	Cicil.co.id dapat dipercaya dalam menepati janji yang dibuat.					
D. Niat Beli						
1.	Saya merasa ada manfaat jika saya bertransaksi di Cicil.co.id					
2.	Saya tertarik dengan adanya Cicil.co.id sebagai inovasi baru dari industri keuangan					
3.	Saya berniat untuk menggunakan Cicil.co.id karena lebih praktis					
4.	Saya tertarik meminjam di Cicil.co.id karena persyaratan yang diajukan sangat mudah					
5.	Saya tertarik meminjam pinjaman online pada Cicil.co.id karena proses peminjaman yang cepat					
6.	Saya akan merekomendasikan Cicil.co.id kepada teman teman saya					
7.	Saya akan tetap melakukan transaksi di Cicil.co.id walaupun pernah mengalami kendala					

BAGIAN 4

Identitas Responden :

1. Jenis Kelamin:

   ☐ Laki-laki

   ☐ Perempuan

2. Usia:

   ☐ 17-20 Tahun

   ☐ 21-24 Tahun

☐ 25-28 Tahun

3. Asal Universitas

☐ Isi sendiri

4. Pendapatan Perbulan

☐ Kurang dari Rp 1.000.000

☐ Rp 1.000.000 – Rp 5.000.000

☐ Rp 5.000.000 – Rp 10.000.000

Lampiran 2 : Hasil Uji Validitas

1. Variabel Promosi (X1)

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	Promosi
P1	Pearson Correlation	1	.590**	.560**	.535**	.561**	.524**	.517**	.569**	.590**	.499**	.768**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	211	211	211	211	211	211	211	211	211	211	211
P2	Pearson Correlation	.590**	1	.558**	.531**	.587**	.542**	.554**	.567**	.536**	.575**	.781**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	211	211	211	211	211	211	211	211	211	211	211
P3	Pearson Correlation	.560**	.558**	1	.572**	.564**	.547**	.557**	.443**	.538**	.535**	.762**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	211	211	211	211	211	211	211	211	211	211	211
P4	Pearson Correlation	.535**	.531**	.572**	1	.573**	.529**	.544**	.491**	.526**	.454**	.743**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	211	211	211	211	211	211	211	211	211	211	211
P5	Pearson Correlation	.561**	.587**	.564**	.573**	1	.666**	.548**	.602**	.619**	.649**	.823**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	211	211	211	211	211	211	211	211	211	211	211
P6	Pearson Correlation	.524**	.542**	.547**	.529**	.666**	1	.515**	.557**	.518**	.611**	.772**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	211	211	211	211	211	211	211	211	211	211	211
P7	Pearson Correlation	.517**	.554**	.557**	.544**	.548**	.515**	1	.496**	.597**	.531**	.763**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	211	211	211	211	211	211	211	211	211	211	211
P8	Pearson Correlation	.569**	.567**	.443**	.491**	.602**	.557**	.496**	1	.516**	.583**	.754**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	211	211	211	211	211	211	211	211	211	211	211

												Promosi
P9	Pearson Correlation	.590**	.536**	.538**	.526**	.619**	.518**	.597**	.516**	1	.560**		.781**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000		.000
	N	211	211	211	211	211	211	211	211	211	211		211
P10	Pearson Correlation	.499**	.575**	.535**	.454**	.649**	.611**	.531**	.583**	.560**	1		.777**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000			.000
	N	211	211	211	211	211	211	211	211	211	211		211
Promosi	Pearson Correlation	.768**	.781**	.762**	.743**	.823**	.772**	.763**	.754**	.781**	.777**		1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		
	N	211	211	211	211	211	211	211	211	211	211		211

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

2. Variabel Kualitas Layanan (X2)

Correlations

		KL1	KL2	KL3	KL4	KL5	KL6	KL7	KL8	KL9	KL10	Kualitas Layanan
KL1	Pearson Correlation	1	.610**	.618**	.516**	.626**	.616**	.445**	.535**	.554**	.519**	.757**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	211	211	211	211	211	211	211	211	211	211	211
KL2	Pearson Correlation	.610**	1	.685**	.631**	.669**	.581**	.599**	.510**	.516**	.568**	.802**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	211	211	211	211	211	211	211	211	211	211	211
KL3	Pearson Correlation	.618**	.685**	1	.628**	.698**	.608**	.603**	.509**	.518**	.502**	.805**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	211	211	211	211	211	211	211	211	211	211	211
KL4	Pearson Correlation	.516**	.631**	.628**	1	.669**	.595**	.608**	.489**	.604**	.623**	.806**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	211	211	211	211	211	211	211	211	211	211	211
KL5	Pearson Correlation	.626**	.669**	.698**	.669**	1	.690**	.637**	.622**	.626**	.599**	.865**

	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	211	211	211	211	211	211	211	211	211	211
KL6	Pearson Correlation	.616**	.581**	.608**	.595**	.690**	1	.559**	.620**	.664**	.528**	<mark>.818**</mark>
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	211	211	211	211	211	211	211	211	211	211	211
KL7	Pearson Correlation	.445**	.599**	.603**	.608**	.637**	.559**	1	.502**	.546**	.574**	<mark>.770**</mark>
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	211	211	211	211	211	211	211	211	211	211	211
KL8	Pearson Correlation	.535**	.510**	.509**	.489**	.622**	.620**	.502**	1	.599**	.549**	<mark>.751**</mark>
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	211	211	211	211	211	211	211	211	211	211	211
KL9	Pearson Correlation	.554**	.516**	.518**	.604**	.626**	.664**	.546**	.599**	1	.530**	<mark>.779**</mark>
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	211	211	211	211	211	211	211	211	211	211	211
KL10	Pearson Correlation	.519**	.568**	.502**	.623**	.599**	.528**	.574**	.549**	.530**	1	<mark>.757**</mark>
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	211	211	211	211	211	211	211	211	211	211	211
Kualitas Layanan	Pearson Correlation	.757**	.802**	.805**	.806**	.865**	.818**	.770**	.751**	.779**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	211	211	211	211	211	211	211	211	211	211	211

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

3. Variabel Kepercayaan (Y)

Correlations

		K1	K2	K3	K4	K5	K6	K7	Kepercayaan
K1	Pearson Correlation	1	.612**	.634**	.639**	.575**	.598**	.585**	<mark>.810**</mark>
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	211	211	211	211	211	211	211	211
K2	Pearson Correlation	.612**	1	.614**	.670**	.529**	.629**	.469**	<mark>.787**</mark>
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	211	211	211	211	211	211	211	211

Correlations (continued)

		K1	K2	K3	K4	K5	K6	K7		Kepercayaan
K3	Pearson Correlation	.634**	.614**	1	.652**	.585**	.589**	.614**		.826**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000		.000
	N	211	211	211	211	211	211	211		211
K4	Pearson Correlation	.639**	.670**	.652**	1	.637**	.708**	.633**		.854**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000		.000
	N	211	211	211	211	211	211	211		211
K5	Pearson Correlation	.575**	.529**	.585**	.637**	1	.686**	.709**		.819**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000		.000
	N	211	211	211	211	211	211	211		211
K6	Pearson Correlation	.598**	.629**	.589**	.708**	.686**	1	.639**		.839**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000		.000
	N	211	211	211	211	211	211	211		211
K7	Pearson Correlation	.585**	.469**	.614**	.633**	.709**	.639**	1		.810**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000			.000
	N	211	211	211	211	211	211	211		211
Kepercayaan	Pearson Correlation	.810**	.787**	.826**	.854**	.819**	.839**	.810**		1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		
	N	211	211	211	211	211	211	211		211

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

4. Variabel Niat Beli (Z)

5. **Correlations**

		NB1	NB2	NB3	NB4	NB5	NB6	NB7		Niat Beli
NB1	Pearson Correlation	1	.659**	.588**	.672**	.682**	.627**	.629**		.853**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000		.000
	N	211	211	211	211	211	211	211		211
NB2	Pearson Correlation	.659**	1	.593**	.653**	.553**	.572**	.471**		.793**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000		.000
	N	211	211	211	211	211	211	211		211
NB3	Pearson Correlation	.588**	.593**	1	.635**	.519**	.485**	.446**		.747**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000		.000
	N	211	211	211	211	211	211	211		211
NB4	Pearson Correlation	.672**	.653**	.635**	1	.686**	.558**	.573**		.844**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000		.000
	N	211	211	211	211	211	211	211		211
NB5	Pearson Correlation	.682**	.553**	.519**	.686**	1	.644**	.634**		.835**

	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	211	211	211	211	211	211	211	211
NB6	Pearson Correlation	.627**	.572**	.485**	.558**	.644**	1	.604**	.800**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	211	211	211	211	211	211	211	211
NB7	Pearson Correlation	.629**	.471**	.446**	.573**	.634**	.604**	1	.779**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	211	211	211	211	211	211	211	211
Niat Beli	Pearson Correlation	.853**	.793**	.747**	.844**	.835**	.800**	.779**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	211	211	211	211	211	211	211	211

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

Lampiran 3 : Hasil Uji Reliabilitas

1. Variabel Promosi (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.924	10

Item Statistics

	Mean	Std. Deviation	N
P1	4.11	.712	211
P2	3.91	.725	211
P3	3.73	.755	211
P4	3.82	.714	211
P5	4.02	.720	211
P6	4.00	.665	211
P7	3.74	.775	211
P8	4.02	.746	211
P9	3.90	.786	211
P10	3.92	.748	211

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	35.07	26.500	.709	.917
P2	35.26	26.298	.723	.916
P3	35.45	26.248	.696	.918
P4	35.36	26.687	.678	.918
P5	35.15	25.996	.775	.913
P6	35.18	26.815	.717	.917
P7	35.43	26.094	.695	.918
P8	35.15	26.377	.688	.918
P9	35.28	25.850	.718	.916
P10	35.26	26.163	.716	.916

2. Variabel Kualitas Layanan (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.934	10

Item Statistics

	Mean	Std. Deviation	N
KL1	4.18	.622	211
KL2	4.03	.650	211
KL3	4.07	.701	211
KL4	3.95	.712	211
KL5	4.12	.713	211
KL6	4.27	.708	211
KL7	4.02	.707	211
KL8	4.19	.698	211
KL9	4.15	.694	211
KL10	4.09	.688	211

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KL1	36.89	25.021	.702	.928
KL2	37.04	24.503	.753	.926
KL3	37.00	24.110	.752	.926
KL4	37.12	24.013	.753	.926
KL5	36.95	23.545	.826	.922
KL6	36.81	23.957	.767	.925
KL7	37.05	24.331	.709	.928
KL8	36.88	24.534	.687	.929
KL9	36.92	24.351	.721	.927
KL10	36.98	24.562	.695	.929

3. Variabel Kepercayaan (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.918	7

Item Statistics

	Mean	Std. Deviation	N
K1	4.02	.703	211
K2	4.07	.694	211
K3	3.92	.783	211
K4	4.10	.621	211
K5	4.13	.677	211
K6	4.08	.653	211
K7	4.16	.699	211

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
K1	24.46	11.669	.733	.907
K2	24.42	11.844	.704	.910
K3	24.56	11.181	.744	.906
K4	24.38	11.876	.801	.901
K5	24.35	11.753	.749	.905
K6	24.40	11.775	.778	.902
K7	24.32	11.696	.733	.907

4. Variabel Niat Beli (Z)

Reliability Statistics

Cronbach's Alpha	N of Items
.910	7

Item Statistics

	Mean	Std. Deviation	N
NB1	4.11	.656	211
NB2	4.15	.721	211
NB3	4.11	.685	211
NB4	4.04	.745	211
NB5	4.05	.722	211
NB6	3.98	.780	211
NB7	3.81	.800	211

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NB1	24.14	12.818	.800	.890
NB2	24.10	12.814	.712	.898
NB3	24.14	13.256	.658	.903
NB4	24.21	12.375	.778	.891
NB5	24.20	12.554	.769	.892
NB6	24.27	12.465	.714	.898
NB7	24.44	12.505	.683	.902

Lampiran 4 : *Output Goodness of Fit*

1. **Variabel Promosi (X1)**

```
                    Goodness of Fit Statistics

                    Degrees of Freedom = 35
          Minimum Fit Function Chi-Square = 51.74 (P = 0.034)
 Normal Theory Weighted Least Squares Chi-Square = 53.21 (P = 0.025)
          Satorra-Bentler Scaled Chi-Square = 44.88 (P = 0.12)
      Chi-Square Corrected for Non-Normality = 46.31 (P = 0.096)
            Estimated Non-centrality Parameter (NCP) = 9.88
        90 Percent Confidence Interval for NCP = (0.0 ; 31.26)

                Minimum Fit Function Value = 0.25
        Population Discrepancy Function Value (F0) = 0.047
        90 Percent Confidence Interval for F0 = (0.0 ; 0.15)
      Root Mean Square Error of Approximation (RMSEA) = 0.037
      90 Percent Confidence Interval for RMSEA = (0.0 ; 0.065)
        P-Value for Test of Close Fit (RMSEA < 0.05) = 0.75

            Expected Cross-Validation Index (ECVI) = 0.40
      90 Percent Confidence Interval for ECVI = (0.36 ; 0.51)
                  ECVI for Saturated Model = 0.52
                ECVI for Independence Model = 13.88

 Chi-Square for Independence Model with 45 Degrees of Freedom = 2895.59
                  Independence AIC = 2915.59
                       Model AIC = 84.88
                     Saturated AIC = 110.00
                  Independence CAIC = 2959.11
                     Model CAIC = 171.92
                    Saturated CAIC = 349.35

                  Normed Fit Index (NFI) = 0.98
                Non-Normed Fit Index (NNFI) = 1.00
            Parsimony Normed Fit Index (PNFI) = 0.77
                Comparative Fit Index (CFI) = 1.00
                Incremental Fit Index (IFI) = 1.00
                 Relative Fit Index (RFI) = 0.98

                     Critical N (CN) = 269.29

            Root Mean Square Residual (RMR) = 0.016
                   Standardized RMR = 0.030
               Goodness of Fit Index (GFI) = 0.95
          Adjusted Goodness of Fit Index (AGFI) = 0.92
          Parsimony Goodness of Fit Index (PGFI) = 0.61
```

2. Variabel Kualitas Layanan (X2)

```
                    Goodness of Fit Statistics

                     Degrees of Freedom = 35
          Minimum Fit Function Chi-Square = 81.51 (P = 0.00)
 Normal Theory Weighted Least Squares Chi-Square = 85.80 (P = 0.00)
         Satorra-Bentler Scaled Chi-Square = 51.06 (P = 0.039)
    Chi-Square Corrected for Non-Normality = 66.32 (P = 0.0011)
          Estimated Non-centrality Parameter (NCP) = 16.06
       90 Percent Confidence Interval for NCP = (0.89 ; 39.21)

               Minimum Fit Function Value = 0.39
         Population Discrepancy Function Value (F0) = 0.076
       90 Percent Confidence Interval for F0 = (0.0042 ; 0.19)
       Root Mean Square Error of Approximation (RMSEA) = 0.047
      90 Percent Confidence Interval for RMSEA = (0.011 ; 0.073)
          P-Value for Test of Close Fit (RMSEA < 0.05) = 0.55

             Expected Cross-Validation Index (ECVI) = 0.43
       90 Percent Confidence Interval for ECVI = (0.36 ; 0.54)
                  ECVI for Saturated Model = 0.52
                ECVI for Independence Model = 15.63

Chi-Square for Independence Model with 45 Degrees of Freedom = 3261.38
                  Independence AIC = 3281.38
                      Model AIC = 91.06
                    Saturated AIC = 110.00
                 Independence CAIC = 3324.90
                     Model CAIC = 178.10
                   Saturated CAIC = 349.35

                 Normed Fit Index (NFI) = 0.98
               Non-Normed Fit Index (NNFI) = 0.99
           Parsimony Normed Fit Index (PNFI) = 0.77
               Comparative Fit Index (CFI) = 1.00
               Incremental Fit Index (IFI) = 1.00
                Relative Fit Index (RFI) = 0.98

                    Critical N (CN) = 236.83

             Root Mean Square Residual (RMR) = 0.017
                   Standardized RMR = 0.037
               Goodness of Fit Index (GFI) = 0.92
          Adjusted Goodness of Fit Index (AGFI) = 0.88
          Parsimony Goodness of Fit Index (PGFI) = 0.59
```

3. Variabel Kepercayaan (Y)

```
                      Goodness of Fit Statistics

                      Degrees of Freedom = 14
            Minimum Fit Function Chi-Square = 50.37 (P = 0.00)
  Normal Theory Weighted Least Squares Chi-Square = 53.34 (P = 0.00)
            Satorra-Bentler Scaled Chi-Square = 20.82 (P = 0.11)
        Chi-Square Corrected for Non-Normality = 19.31 (P = 0.15)
            Estimated Non-centrality Parameter (NCP) = 6.82
          90 Percent Confidence Interval for NCP = (0.0 ; 23.18)

                   Minimum Fit Function Value = 0.24
          Population Discrepancy Function Value (F0) = 0.032
           90 Percent Confidence Interval for F0 = (0.0 ; 0.11)
        Root Mean Square Error of Approximation (RMSEA) = 0.048
        90 Percent Confidence Interval for RMSEA = (0.0 ; 0.089)
          P-Value for Test of Close Fit (RMSEA < 0.05) = 0.48

            Expected Cross-Validation Index (ECVI) = 0.23
        90 Percent Confidence Interval for ECVI = (0.20 ; 0.31)
                  ECVI for Saturated Model = 0.27
                  ECVI for Independence Model = 8.18

Chi-Square for Independence Model with 21 Degrees of Freedom = 1704.52
                    Independence AIC = 1718.52
                        Model AIC = 48.82
                      Saturated AIC = 56.00
                   Independence CAIC = 1748.99
                       Model CAIC = 109.74
                     Saturated CAIC = 177.85

                    Normed Fit Index (NFI) = 0.99
                  Non-Normed Fit Index (NNFI) = 0.99
               Parsimony Normed Fit Index (PNFI) = 0.66
                  Comparative Fit Index (CFI) = 1.00
                  Incremental Fit Index (IFI) = 1.00
                    Relative Fit Index (RFI) = 0.98

                       Critical N (CN) = 295.03

            Root Mean Square Residual (RMR) = 0.018
                    Standardized RMR = 0.038
                 Goodness of Fit Index (GFI) = 0.93
             Adjusted Goodness of Fit Index (AGFI) = 0.86
            Parsimony Goodness of Fit Index (PGFI) = 0.47
```

4. Variabel Niat Beli (Z)

```
                        Goodness of Fit Statistics

                        Degrees of Freedom = 14
          Minimum Fit Function Chi-Square = 42.52 (P = 0.00010)
 Normal Theory Weighted Least Squares Chi-Square = 45.42 (P = 0.00)
          Satorra-Bentler Scaled Chi-Square = 29.16 (P = 0.0099)
         Chi-Square Corrected for Non-Normality = 18.54 (P = 0.18)
              Estimated Non-centrality Parameter (NCP) = 15.16
          90 Percent Confidence Interval for NCP = (3.40 ; 34.66)

                     Minimum Fit Function Value = 0.20
            Population Discrepancy Function Value (F0) = 0.072
           90 Percent Confidence Interval for F0 = (0.016 ; 0.17)
           Root Mean Square Error of Approximation (RMSEA) = 0.072
         90 Percent Confidence Interval for RMSEA = (0.034 ; 0.11)
             P-Value for Test of Close Fit (RMSEA < 0.05) = 0.15

              Expected Cross-Validation Index (ECVI) = 0.27
          90 Percent Confidence Interval for ECVI = (0.22 ; 0.37)
                     ECVI for Saturated Model = 0.27
                   ECVI for Independence Model = 7.58

 Chi-Square for Independence Model with 21 Degrees of Freedom = 1578.54
                      Independence AIC = 1592.54
                         Model AIC = 57.16
                        Saturated AIC = 56.00
                     Independence CAIC = 1623.00
                        Model CAIC = 118.09
                        Saturated CAIC = 177.85

                    Normed Fit Index (NFI) = 0.98
                  Non-Normed Fit Index (NNFI) = 0.99
                Parsimony Normed Fit Index (PNFI) = 0.65
                   Comparative Fit Index (CFI) = 0.99
                   Incremental Fit Index (IFI) = 0.99
                    Relative Fit Index (RFI) = 0.97

                        Critical N (CN) = 210.88

                   Root Mean Square Residual (RMR) = 0.020
                        Standardized RMR = 0.037
                    Goodness of Fit Index (GFI) = 0.94
               Adjusted Goodness of Fit Index (AGFI) = 0.88
               Parsimony Goodness of Fit Index (PGFI) = 0.47
```