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## **LAMPIRAN - LAMPIRAN**

### **Lampiran 1: Kuesioner Penelitian**

#### **KUESIONER PENELITIAN**

**“PENGARUH PERSEPSI KEMUDAHAN PENGGUNAAN TERHADAP KEPUTUSAN PEMBELIAN PRODUK *FASHION* SECARA *ONLINE* (Survei Pada Mahasiswa Manajemen dan Akuntansi Universitas Negeri Jakarta)**

Responden yang terhormat,

Saya Tria Octa Sabila Revyanto, mahasiswi Universitas Negeri Jakarta pada Fakultas Ekonomi Program Studi D3 Manajemen Pemasaran 2015. Dalam rangka penyusunan karya ilmiah yang merupakan salah satu persyaratan untuk mendapatkan gelar Ahli Madya, maka saya sebagai peneliti memohon kepada saudara/i untuk meluangkan waktu mengisi kuesioner ini.

Saya berharap agar saudara membaca dengan cermat dan teliti sebelum mengisi pernyataan kuesioner ini. Tidak ada benar atau salah dalam mengisi kuesioner ini. Apapun yang telah saudara/i isi dalam kuesioner ini akan sepenuhnya menjadi rahasia dan hanya untuk kegunaan akademik semata.

Atas ketersediaan waktu, perhatian, dan bantuan saudara/i dalam mengisi kuesioner ini, saya ucapkan terima kasih.

Hormat Saya,

Tria Octa Sabila Revyanto

## A. Identitas Responden

Beri tanda (√) pada kolom yang telah disediakan sesuai dengan jawaban Anda.

### 1. Jenis Kelamin

- ☐ Laki-laki
- ☐ Perempuan

### 2. Usia

- ☐ < 20 tahun
- ☐ 20-22 tahun
- ☐ 23-25 tahun
- ☐ > 25 tahun

### 3. Pendapatan perbulan

- ☐ < Rp500.000
- ☐ Rp500.001 – Rp1.000.000
- ☐ Rp1.000.001 – Rp1.500.000
- ☐ > Rp1.500.000

### 4. Produk *fashion* yang sering dibeli secara *online*

- ☐ Pakaian (kaus, kemeja, celana, rok, gaun, jaket, gamis, dll)
- ☐ Sepatu/sandal
- ☐ Tas
- ☐ Hijab
- ☐ Aksesoris (jam tangan, kalung, gelang, anting, kacamata, topi, ikat pinggang, dll)

**Petunjuk Pengisian:**

Jawablah masing-masing pernyataan berikut sesuai dengan penilaian anda mengenai “Pengaruh Persepsi Kemudahan Penggunaan Terhadap Keputusan Pembelian Produk *Fashion* Secara *Online*”. Mohon berikan tanda (✓) pada jawaban yang Anda anggap sesuai. Keterangan skala penilaian sebagai berikut:

1. Sangat Tidak Setuju (STS)
2. Tidak Setuju (TS)
3. Ragu-ragu (RR)
4. Setuju (S)
5. Sangat Setuju (SS)

**A. Persepsi Kemudahan Penggunaan**

| No                                                                    | Pernyataan                                                                                  | STS | TS | RR | S | SS |
|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-----|----|----|---|----|
| <b>Mudah dipelajari (<i>ease to learn</i>)</b>                        |                                                                                             |     |    |    |   |    |
| 1                                                                     | Pengoperasian pada situs jualbeli <i>online</i> sederhana                                   |     |    |    |   |    |
| 2                                                                     | Saya belajar menggunakan/mengakses situs jual beli <i>online</i> dengan cepat               |     |    |    |   |    |
| 3                                                                     | Menurut saya situs jual beli <i>online</i> dapat dipelajari oleh setiap orang               |     |    |    |   |    |
| <b>Mudah digunakan (<i>ease to use</i>)</b>                           |                                                                                             |     |    |    |   |    |
| 4                                                                     | Belanja melalui situs jual beli <i>online</i> sangat praktis                                |     |    |    |   |    |
| 5                                                                     | Pencarian produk di situs jual beli <i>online</i> lebih mudah                               |     |    |    |   |    |
| 6                                                                     | Menurut saya berbelanja di situs jual beli <i>online</i> lebih efisien                      |     |    |    |   |    |
| <b>Jelas dan Mudah Dimengerti (<i>clear &amp; understandable</i>)</b> |                                                                                             |     |    |    |   |    |
| 7                                                                     | Interaksi dengan situs jual beli <i>online</i> jelas dan mudah dimengerti                   |     |    |    |   |    |
| 8                                                                     | Saat terjadi kendala dalam berbelanja <i>online</i> , saya dapat mengatasinya dengan mudah  |     |    |    |   |    |
| <b>Menjadi Terampil (<i>become skillful</i>)</b>                      |                                                                                             |     |    |    |   |    |
| 9                                                                     | Saya dapat mengakses situs jual beli <i>online</i> tanpa panduan/bantuan orang lain         |     |    |    |   |    |
| 10                                                                    | Saya dapat berbagi informasi dengan orang lain cara mengakses situs jual beli <i>online</i> |     |    |    |   |    |

## B. Keputusan Pembelian

| No                              | Pernyataan                                                                                                                                             | STS | TS | RR | S | SS |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|----|---|----|
| <b>Pengenalan Masalah</b>       |                                                                                                                                                        |     |    |    |   |    |
| 11                              | Saya tertarik untuk membeli produk <i>fashion</i> ketika melihat foto produk di situs jual beli <i>online</i>                                          |     |    |    |   |    |
| 12                              | Saat berbelanja <i>online</i> saya memiliki keinginan untuk membeli produk <i>fashion</i>                                                              |     |    |    |   |    |
| 13                              | Saya senang berbelanja produk <i>fashion</i> di situs jual beli <i>online</i>                                                                          |     |    |    |   |    |
| <b>Pencarian Informasi</b>      |                                                                                                                                                        |     |    |    |   |    |
| 14                              | Saya sering melakukan pertimbangan dengan keluarga/kerabat mengenai produk <i>fashion</i> yang ditawarkan situs jual beli <i>online</i>                |     |    |    |   |    |
| 15                              | Saya sering mencari informasi berdasarkan testimoni/pengalaman orang lain mengenai produk <i>fashion</i> yang ditawarkan situs jual beli <i>online</i> |     |    |    |   |    |
| 16                              | Saya sering mencari informasi mengenai produk <i>fashion</i> dari iklan-iklan di media ( <i>youtube</i> , papan iklan, iklan tv, dll)                  |     |    |    |   |    |
| <b>Evaluasi Alternatif</b>      |                                                                                                                                                        |     |    |    |   |    |
| 17                              | Sebelum membeli saya membandingkan harga produk <i>fashion</i> yang ditawarkan pada situs jual beli <i>online</i> dengan konvensional                  |     |    |    |   |    |
| 18                              | Saya lebih memilih berbelanja <i>online</i> karena variasi produk yang ditawarkan lebih banyak daripada konvensional                                   |     |    |    |   |    |
| <b>Keputusan Membeli</b>        |                                                                                                                                                        |     |    |    |   |    |
| 19                              | Saya merasa yakin saat membeli produk <i>fashion</i> secara <i>online</i> daripada konvensional                                                        |     |    |    |   |    |
| 20                              | Saya memutuskan untuk membeli produk <i>fashion</i> secara <i>online</i> karena harganya kompetitif                                                    |     |    |    |   |    |
| 21                              | Saya senang berbelanja produk <i>fashion</i> di situs jual beli <i>online</i> karena lebih hemat waktu                                                 |     |    |    |   |    |
| 22                              | Sistem pembayaran pada situs jual beli <i>online</i> lebih mudah                                                                                       |     |    |    |   |    |
| <b>Perilaku Pasca-pembelian</b> |                                                                                                                                                        |     |    |    |   |    |
| 23                              | Saya merasa puas dengan produk <i>fashion</i> yang saya beli secara <i>online</i> karena sesuai dengan harapan saya                                    |     |    |    |   |    |
| 24                              | Karena merasa puas, saya akan melakukan pembelian ulang produk <i>fashion</i> di situs jual beli <i>online</i>                                         |     |    |    |   |    |
| 25                              | Saya akan merekomendasikan kepada orang lain untuk berbelanja produk <i>fashion</i> di situs jual beli <i>online</i>                                   |     |    |    |   |    |

**Lampiran 2: Tabel Data Responden**

| No. | Jenis kelamin | Usia | Pendapatan perbulan | Produk Fashion | X |   |   |   |   |   |   |   |   |    | Y  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |  |  |  |
|-----|---------------|------|---------------------|----------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--|--|--|--|--|
|     |               |      |                     |                | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |  |  |  |  |  |
| 1   | 2             | 2    | 2                   | 2              | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 4  | 4  |  |  |  |  |  |
| 2   | 2             | 2    | 2                   | 1              | 4 | 2 | 4 | 4 | 5 | 3 | 4 | 4 | 2 | 5  | 4  | 4  | 4  | 5  | 5  | 4  | 5  | 3  | 3  | 4  | 5  | 5  | 3  | 3  | 4  |  |  |  |  |  |
| 3   | 2             | 2    | 2                   | 1              | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4  | 2  | 3  | 2  | 5  | 5  | 4  | 3  | 1  | 1  | 3  | 5  | 3  | 2  | 3  | 3  |  |  |  |  |  |
| 4   | 2             | 2    | 2                   | 3              | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5  | 5  | 4  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 4  | 5  | 4  | 5  | 4  |  |  |  |  |  |
| 5   | 2             | 2    | 2                   | 1              | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5  | 5  | 5  | 4  | 5  | 5  | 3  | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 5  | 5  |  |  |  |  |  |
| 6   | 1             | 2    | 1                   | 1              | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 4  |  |  |  |  |  |
| 7   | 1             | 2    | 2                   | 2              | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4  | 4  | 4  | 2  | 4  | 5  | 4  | 4  | 2  | 2  | 4  | 5  | 5  | 3  | 4  | 5  |  |  |  |  |  |
| 8   | 2             | 2    | 1                   | 1              | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  |  |  |  |  |  |
| 9   | 2             | 2    | 3                   | 1              | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 4  | 4  | 4  | 4  | 5  | 5  | 5  | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 4  |  |  |  |  |  |
| 10  | 2             | 1    | 2                   | 2              | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 5  |  |  |  |  |  |
| 11  | 1             | 2    | 2                   | 2              | 4 | 5 | 4 | 5 | 5 | 4 | 2 | 4 | 4 | 4  | 2  | 2  | 2  | 4  | 5  | 3  | 4  | 3  | 3  | 4  | 5  | 4  | 4  | 4  | 4  |  |  |  |  |  |
| 12  | 1             | 2    | 1                   | 1              | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 5  | 4  | 4  | 5  | 4  |  |  |  |  |  |
| 13  | 2             | 1    | 1                   | 5              | 4 | 4 | 2 | 4 | 5 | 5 | 3 | 2 | 4 | 4  | 4  | 3  | 2  | 4  | 5  | 3  | 5  | 1  | 3  | 4  | 4  | 4  | 2  | 3  | 3  |  |  |  |  |  |
| 14  | 1             | 2    | 2                   | 2              | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 4  | 5  | 4  | 4  | 2  | 5  | 4  | 5  | 4  | 3  | 4  | 4  | 5  | 4  | 4  | 4  |  |  |  |  |  |
| 15  | 1             | 2    | 3                   | 1              | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5  | 4  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 5  | 4  |  |  |  |  |  |
| 16  | 2             | 2    | 1                   | 1              | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4  | 5  | 4  | 4  | 4  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |  |  |  |  |  |
| 17  | 2             | 2    | 4                   | 1              | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  |  |  |  |  |  |
| 18  | 2             | 2    | 2                   | 1              | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 4  | 4  | 4  | 4  | 5  | 5  | 3  | 3  | 3  | 3  | 4  | 5  | 4  | 3  | 4  | 4  |  |  |  |  |  |
| 19  | 1             | 2    | 4                   | 5              | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 3 | 5  | 4  | 3  | 4  | 4  | 5  | 3  | 5  | 4  | 4  | 5  | 4  | 3  | 4  | 4  | 4  |  |  |  |  |  |
| 20  | 2             | 2    | 2                   | 2              | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5  | 5  | 3  | 5  | 5  | 5  | 1  | 5  | 5  | 1  | 5  | 5  | 5  | 2  | 2  | 5  |  |  |  |  |  |
| 21  | 1             | 2    | 2                   | 3              | 4 | 5 | 5 | 3 | 5 | 4 | 3 | 4 | 5 | 4  | 5  | 4  | 4  | 3  | 4  | 4  | 5  | 5  | 4  | 3  | 5  | 5  | 4  | 4  | 5  |  |  |  |  |  |

| No. | Jenis Kelamin | Usia | Pendapatan Perbulan | Produk Fashion | X |   |   |   |   |   |   |   |   |    | Y  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----|---------------|------|---------------------|----------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|     |               |      |                     |                | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 22  | 2             | 2    | 2                   | 1              | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5  | 5  | 5  | 5  | 2  | 5  | 4  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 4  | 2  |
| 23  | 2             | 3    | 1                   | 2              | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 4  | 5  | 4  | 5  | 4  | 4  | 4  | 2  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 4  |
| 24  | 1             | 2    | 2                   | 1              | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5  | 5  | 4  | 4  | 4  | 4  | 5  | 5  | 5  | 5  | 3  | 5  | 5  | 5  | 4  | 5  |
| 25  | 2             | 1    | 1                   | 1              | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 26  | 2             | 2    | 1                   | 1              | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 4  | 3  | 3  | 2  | 2  | 4  | 2  | 4  | 4  | 2  | 3  | 4  | 4  | 3  | 3  | 2  |
| 27  | 2             | 2    | 2                   | 1              | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 4  | 5  | 4  | 4  | 2  | 4  | 4  | 5  | 5  | 3  | 4  | 4  | 5  | 4  | 4  | 4  |
| 28  | 2             | 2    | 1                   | 3              | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4  | 5  | 4  | 4  | 4  | 5  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 3  |
| 29  | 2             | 2    | 2                   | 1              | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 4  |
| 30  | 1             | 2    | 1                   | 5              | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5  | 3  | 4  | 3  | 3  | 2  | 2  | 4  | 1  | 3  | 3  | 4  | 4  | 3  | 3  | 4  |
| 31  | 2             | 2    | 2                   | 4              | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5  | 4  | 4  | 4  | 2  | 4  | 3  | 3  | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 5  |
| 32  | 1             | 2    | 1                   | 5              | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5  | 4  | 4  | 4  | 4  | 5  | 5  | 5  | 4  | 5  | 4  | 5  | 5  | 4  | 4  | 5  |
| 33  | 1             | 2    | 1                   | 1              | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 5  | 5  | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  |
| 34  | 2             | 2    | 3                   | 4              | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4  | 4  | 5  | 4  | 2  | 2  | 4  | 4  | 4  | 4  | 4  | 5  | 5  | 5  | 5  | 4  |
| 35  | 2             | 2    | 2                   | 1              | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  |
| 36  | 1             | 2    | 4                   | 2              | 4 | 2 | 4 | 4 | 2 | 2 | 2 | 2 | 5 | 4  | 2  | 4  | 4  | 2  | 4  | 4  | 5  | 2  | 3  | 2  | 4  | 4  | 2  | 4  | 4  |
| 37  | 2             | 2    | 2                   | 1              | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  |
| 38  | 2             | 2    | 1                   | 1              | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 39  | 2             | 2    | 2                   | 3              | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 5  | 4  |
| 40  | 2             | 2    | 2                   | 2              | 4 | 4 | 5 | 4 | 5 | 4 | 2 | 4 | 5 | 4  | 3  | 4  | 4  | 2  | 5  | 4  | 3  | 4  | 2  | 4  | 4  | 4  | 3  | 4  | 4  |
| 41  | 2             | 1    | 1                   | 1              | 4 | 2 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3  | 3  | 4  | 4  | 3  | 5  | 5  | 3  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  |
| 42  | 2             | 2    | 2                   | 1              | 3 | 4 | 3 | 2 | 3 | 4 | 3 | 4 | 4 | 3  | 4  | 4  | 5  | 4  | 5  | 4  | 4  | 4  | 5  | 4  | 5  | 5  | 4  | 5  | 4  |
| 43  | 1             | 2    | 1                   | 1              | 3 | 4 | 4 | 2 | 5 | 5 | 3 | 4 | 3 | 2  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 44  | 1             | 2    | 1                   | 5              | 3 | 3 | 2 | 2 | 4 | 4 | 2 | 3 | 2 | 3  | 2  | 2  | 2  | 5  | 5  | 1  | 2  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 2  |



| No. | Jenis Kelamin | Usia | Pendapatan Perbulan | Produk Fashion | X |   |   |   |   |   |   |   |   |    | Y  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----|---------------|------|---------------------|----------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|     |               |      |                     |                | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 68  | 2             | 2    | 3                   | 4              | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4  | 4  | 4  | 4  | 4  | 5  | 3  | 3  | 4  | 2  | 3  | 4  | 4  | 4  | 4  | 3  |
| 69  | 2             | 1    | 1                   | 1              | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3  | 3  | 4  | 4  | 4  | 5  | 4  | 5  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  |
| 70  | 2             | 1    | 1                   | 3              | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5  | 4  | 4  | 4  | 5  | 5  | 4  | 5  | 3  | 2  | 3  | 4  | 3  | 3  | 4  | 4  |
| 71  | 2             | 1    | 1                   | 2              | 4 | 3 | 4 | 1 | 4 | 4 | 3 | 4 | 3 | 4  | 4  | 4  | 4  | 5  | 5  | 3  | 1  | 4  | 2  | 4  | 5  | 5  | 3  | 3  | 3  |
| 72  | 2             | 1    | 1                   | 1              | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4  | 3  | 3  | 4  | 5  | 5  | 4  | 5  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  |
| 73  | 2             | 2    | 3                   | 1              | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 2  | 1  | 4  | 4  | 4  | 3  | 4  | 3  |
| 74  | 2             | 1    | 1                   | 1              | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 5  | 5  | 2  | 5  | 5  | 4  | 4  | 3  | 2  | 3  | 4  | 5  | 3  | 3  | 4  |
| 75  | 2             | 1    | 3                   | 1              | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3  | 5  | 4  | 5  | 4  | 5  | 5  | 4  | 3  | 3  | 4  | 5  | 5  | 3  | 4  | 4  |
| 76  | 2             | 1    | 1                   | 5              | 2 | 3 | 2 | 3 | 2 | 4 | 2 | 2 | 3 | 2  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 77  | 2             | 1    | 2                   | 1              | 2 | 3 | 4 | 4 | 4 | 4 | 2 | 5 | 2 | 4  | 4  | 4  | 5  | 4  | 5  | 5  | 5  | 4  | 3  | 4  | 5  | 4  | 5  | 5  | 5  |
| 78  | 2             | 1    | 2                   | 1              | 3 | 5 | 4 | 1 | 5 | 5 | 3 | 3 | 4 | 4  | 4  | 4  | 3  | 5  | 5  | 3  | 4  | 2  | 2  | 4  | 4  | 3  | 4  | 4  | 3  |
| 79  | 2             | 1    | 2                   | 1              | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2  | 4  | 4  | 3  | 2  | 4  | 4  | 5  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  |
| 80  | 1             | 2    | 4                   | 3              | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3  | 4  | 2  | 3  | 4  | 5  | 3  | 5  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  |
| 81  | 2             | 1    | 3                   | 2              | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5  | 5  | 5  | 4  | 5  | 5  | 4  | 5  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  |
| 82  | 2             | 1    | 1                   | 3              | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2  | 5  | 4  | 3  | 5  | 5  | 4  | 5  | 3  | 2  | 4  | 4  | 4  | 3  | 4  | 4  |
| 83  | 1             | 2    | 1                   | 5              | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 5  | 4  | 5  | 4  |
| 84  | 1             | 2    | 1                   | 5              | 4 | 4 | 4 | 2 | 4 | 5 | 4 | 4 | 2 | 3  | 4  | 5  | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 5  | 4  | 5  | 4  |
| 85  | 1             | 3    | 3                   | 4              | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 4  | 5  | 4  | 2  | 5  | 4  | 4  | 5  | 4  | 4  | 5  | 2  | 5  | 4  | 4  |
| 86  | 2             | 2    | 2                   | 1              | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 5 | 5 | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 5  | 5  | 5  | 5  | 3  | 4  | 4  | 4  |
| 87  | 1             | 1    | 4                   | 5              | 4 | 3 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 2  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 5  | 5  | 5  | 5  |
| 88  | 1             | 2    | 2                   | 5              | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 5  | 5  | 4  | 5  | 4  | 4  | 4  | 3  | 5  | 3  | 5  | 5  | 3  | 5  | 5  | 5  |
| 89  | 2             | 2    | 4                   | 1              | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3  | 4  | 3  | 4  | 4  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 4  | 5  | 4  | 5  |
| 90  | 1             | 2    | 3                   | 1              | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 3 | 4  | 3  | 3  | 5  | 3  | 4  | 3  | 5  | 5  | 3  | 4  | 4  | 3  | 3  | 3  | 3  |

| No. | Jenis Kelamin | Usia | Pendapatan Perbulan | Produk Fashion | X |   |   |   |   |   |   |   |   |    | Y  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----|---------------|------|---------------------|----------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|     |               |      |                     |                | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 91  | 2             | 3    | 4                   | 1              | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 5  | 5  | 4  | 5  | 5  | 3  | 4  | 4  | 4  |
| 92  | 1             | 2    | 2                   | 2              | 3 | 4 | 5 | 3 | 3 | 5 | 4 | 4 | 4 | 4  | 4  | 4  | 5  | 3  | 5  | 3  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 93  | 2             | 2    | 3                   | 2              | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5  | 4  | 4  | 4  | 5  | 5  | 4  | 4  | 5  | 4  | 4  | 4  | 5  | 4  | 4  | 4  |
| 94  | 1             | 1    | 2                   | 5              | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 5  | 4  | 4  | 4  | 5  | 5  | 4  | 5  | 4  | 4  | 5  | 5  | 5  | 4  | 4  | 4  |
| 95  | 1             | 3    | 3                   | 1              | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 4  | 4  |
| 96  | 1             | 2    | 2                   | 5              | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 5  | 5  | 5  | 3  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 4  | 4  |
| 97  | 2             | 1    | 3                   | 1              | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4  | 5  | 5  | 5  | 4  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 3  | 4  | 4  | 5  |
| 98  | 1             | 2    | 2                   | 2              | 4 | 3 | 3 | 3 | 5 | 4 | 3 | 5 | 4 | 4  | 4  | 3  | 4  | 4  | 5  | 4  | 5  | 5  | 4  | 4  | 5  | 4  | 4  | 4  | 4  |
| 99  | 1             | 2    | 3                   | 1              | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3  | 4  | 5  | 4  | 5  | 5  | 4  | 4  | 4  | 4  | 5  | 5  | 3  | 4  | 4  | 5  |
| 100 | 2             | 3    | 3                   | 4              | 3 | 2 | 3 | 4 | 1 | 3 | 2 | 3 | 2 | 1  | 4  | 4  | 4  | 3  | 4  | 3  | 5  | 4  | 4  | 4  | 5  | 3  | 4  | 4  | 5  |
| 101 | 1             | 2    | 2                   | 1              | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 2  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 102 | 2             | 2    | 1                   | 1              | 3 | 3 | 4 | 2 | 4 | 4 | 4 | 3 | 2 | 3  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  |
| 103 | 1             | 2    | 2                   | 2              | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3  | 5  | 4  | 4  | 4  | 4  | 4  | 5  | 5  | 5  | 5  | 4  | 4  | 5  | 4  | 4  |
| 104 | 2             | 2    | 2                   | 1              | 3 | 1 | 3 | 1 | 3 | 4 | 1 | 3 | 1 | 1  | 5  | 4  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 5  |
| 105 | 2             | 3    | 2                   | 4              | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 5  | 4  | 4  | 4  | 5  | 5  | 4  |
| 106 | 2             | 2    | 3                   | 3              | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4  | 5  | 4  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 4  | 4  | 4  |
| 107 | 2             | 2    | 2                   | 2              | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 4  | 5  | 4  | 5  | 5  | 4  |
| 108 | 1             | 2    | 3                   | 1              | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3  | 4  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 5  | 4  | 5  | 5  |
| 109 | 1             | 3    | 4                   | 3              | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 5  | 5  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 4  |
| 110 | 1             | 2    | 2                   | 2              | 2 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2  | 4  | 5  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 5  | 3  | 4  | 5  | 5  | 4  |
| 111 | 1             | 2    | 3                   | 5              | 4 | 2 | 5 | 3 | 3 | 5 | 4 | 5 | 2 | 2  | 2  | 5  | 4  | 1  | 4  | 4  | 5  | 4  | 2  | 4  | 5  | 4  | 5  | 4  | 5  |
| 112 | 1             | 2    | 1                   | 2              | 4 | 2 | 5 | 4 | 1 | 3 | 1 | 3 | 2 | 3  | 4  | 4  | 4  | 2  | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 4  |
| 113 | 2             | 2    | 2                   | 1              | 3 | 3 | 3 | 5 | 5 | 5 | 3 | 5 | 4 | 5  | 4  | 4  | 4  | 5  | 5  | 4  | 5  | 4  | 3  | 5  | 4  | 5  | 4  | 4  | 4  |

| No. | Jenis Kelamin | Usia | Pendapatan Perbulan | Produk Fashion | X |   |   |   |   |   |   |   |   |    | Y  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |  |  |  |
|-----|---------------|------|---------------------|----------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--|--|--|--|--|
|     |               |      |                     |                | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |  |  |  |  |  |
| 114 | 1             | 2    | 2                   | 2              | 3 | 2 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5  | 3  | 4  | 4  | 5  | 2  | 4  | 5  | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 4  |  |  |  |  |  |
| 115 | 1             | 2    | 3                   | 1              | 5 | 5 | 5 | 2 | 4 | 4 | 4 | 4 | 4 | 5  | 4  | 3  | 3  | 5  | 5  | 4  | 5  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 4  |  |  |  |  |  |
| 116 | 1             | 2    | 1                   | 1              | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 2  | 4  | 4  | 2  | 4  | 4  | 3  | 2  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  |  |  |  |  |  |
| 117 | 2             | 2    | 4                   | 1              | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3  | 4  | 4  | 4  | 3  | 5  | 5  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |  |  |  |  |  |
| 118 | 1             | 2    | 1                   | 1              | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 5  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  |  |  |  |  |  |
| 119 | 2             | 2    | 3                   | 1              | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 2  | 4  | 2  | 4  | 4  | 4  | 5  | 2  | 2  | 2  | 4  | 2  | 2  | 2  | 4  |  |  |  |  |  |
| 120 | 2             | 2    | 2                   | 3              | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4  | 3  | 4  | 2  | 5  | 5  | 3  | 4  | 3  | 2  | 3  | 4  | 3  | 3  | 3  | 3  |  |  |  |  |  |
| 121 | 2             | 2    | 4                   | 1              | 4 | 4 | 2 | 2 | 4 | 4 | 2 | 4 | 4 | 4  | 2  | 2  | 2  | 5  | 5  | 5  | 5  | 2  | 2  | 2  | 5  | 5  | 2  | 4  | 4  |  |  |  |  |  |
| 122 | 2             | 2    | 2                   | 1              | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  |  |  |  |  |  |
| 123 | 2             | 2    | 3                   | 5              | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 5  | 4  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  |  |  |  |  |  |
| 124 | 1             | 2    | 4                   | 5              | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |  |  |  |  |  |
| 125 | 1             | 2    | 4                   | 1              | 4 | 2 | 4 | 2 | 2 | 4 | 2 | 4 | 4 | 2  | 5  | 3  | 4  | 2  | 5  | 3  | 5  | 5  | 4  | 4  | 5  | 5  | 4  | 4  | 3  |  |  |  |  |  |
| 126 | 2             | 2    | 2                   | 4              | 3 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 2  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 3  |  |  |  |  |  |
| 127 | 1             | 2    | 2                   | 2              | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 3  | 4  | 3  | 4  | 3  | 5  | 5  | 4  | 4  | 5  | 5  | 4  | 5  | 4  | 4  |  |  |  |  |  |
| 128 | 1             | 2    | 2                   | 1              | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3  | 4  | 4  | 4  | 3  | 5  | 4  | 5  | 5  | 2  | 3  | 5  | 4  | 3  | 4  | 4  |  |  |  |  |  |
| 129 | 2             | 1    | 2                   | 3              | 5 | 3 | 4 | 3 | 4 | 5 | 3 | 4 | 3 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 3  | 5  | 5  | 5  | 3  | 5  |  |  |  |  |  |
| 130 | 1             | 1    | 4                   | 2              | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4  | 3  | 4  | 3  | 2  | 4  | 3  | 4  | 4  | 4  | 5  | 4  | 4  | 5  | 4  | 4  |  |  |  |  |  |
| 131 | 1             | 1    | 1                   | 1              | 5 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 4 | 4  | 3  | 4  | 2  | 4  | 4  | 4  | 3  | 2  | 2  | 3  | 4  | 4  | 3  | 3  | 4  |  |  |  |  |  |
| 132 | 1             | 2    | 4                   | 5              | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 5  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  |  |  |  |  |  |
| 133 | 1             | 2    | 2                   | 2              | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 2  | 3  | 4  |  |  |  |  |  |
| 134 | 1             | 2    | 1                   | 1              | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 5  | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 2  | 3  | 4  | 4  | 4  | 4  | 5  | 4  |  |  |  |  |  |
| 135 | 1             | 1    | 1                   | 1              | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 3  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 5  |  |  |  |  |  |
| 136 | 2             | 2    | 3                   | 5              | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |  |  |  |  |  |

| No. | Jenis Kelamin | Usia | Pendapatan Perbulan | Produk Fashion | X |   |   |   |   |   |   |   |   |    | Y  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |  |  |  |
|-----|---------------|------|---------------------|----------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--|--|--|--|--|
|     |               |      |                     |                | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |  |  |  |  |  |
| 137 | 1             | 2    | 3                   | 1              | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3  | 4  | 3  | 4  | 4  | 2  | 2  | 5  | 5  | 2  | 2  | 5  | 5  | 4  | 4  | 2  |  |  |  |  |  |
| 138 | 1             | 2    | 3                   | 5              | 3 | 3 | 4 | 3 | 2 | 3 | 2 | 1 | 1 | 1  | 2  | 4  | 4  | 4  | 5  | 5  | 2  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |  |  |  |  |  |
| 139 | 2             | 2    | 2                   | 1              | 3 | 3 | 4 | 2 | 3 | 3 | 2 | 3 | 3 | 3  | 4  | 3  | 4  | 1  | 3  | 3  | 2  | 2  | 2  | 4  | 5  | 3  | 3  | 4  | 4  |  |  |  |  |  |
| 140 | 2             | 3    | 4                   | 1              | 4 | 2 | 3 | 4 | 4 | 4 | 2 | 3 | 2 | 3  | 4  | 5  | 4  | 2  | 5  | 5  | 4  | 5  | 3  | 4  | 5  | 4  | 4  | 4  | 4  |  |  |  |  |  |
| 141 | 1             | 2    | 4                   | 5              | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 4 | 4  | 3  | 3  | 3  | 5  | 5  | 5  | 5  | 3  | 1  | 1  | 5  | 5  | 3  | 3  | 1  |  |  |  |  |  |
| 142 | 2             | 2    | 1                   | 1              | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4  | 3  | 4  | 3  | 4  | 5  | 4  | 5  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3  |  |  |  |  |  |
| 143 | 1             | 2    | 2                   | 1              | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5  | 3  | 4  | 4  | 5  | 5  | 3  | 5  | 4  | 2  | 4  | 4  | 4  | 3  | 4  | 4  |  |  |  |  |  |
| 144 | 1             | 2    | 3                   | 1              | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4  | 3  | 4  | 4  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 5  | 5  |  |  |  |  |  |
| 145 | 1             | 2    | 4                   | 2              | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 3  | 4  | 4  | 2  | 2  | 5  | 2  | 5  | 4  | 1  | 3  | 1  | 3  | 3  | 3  | 3  |  |  |  |  |  |
| 146 | 1             | 2    | 3                   | 1              | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4  | 4  | 3  | 3  | 1  | 4  | 1  | 4  | 2  | 2  | 4  | 2  | 2  | 3  | 3  | 4  |  |  |  |  |  |
| 147 | 2             | 2    | 1                   | 1              | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5  | 4  | 4  | 3  | 5  | 5  | 5  | 4  | 2  | 2  | 3  | 3  | 4  | 3  | 3  | 4  |  |  |  |  |  |
| 148 | 2             | 2    | 1                   | 1              | 4 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 2  | 3  | 3  | 3  | 2  | 2  | 2  |  |  |  |  |  |
| 149 | 1             | 1    | 1                   | 2              | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4  | 5  | 4  | 4  | 2  | 4  | 2  | 2  | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  |  |  |  |  |  |
| 150 | 1             | 2    | 2                   | 2              | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 4  | 5  | 5  |  |  |  |  |  |
| 151 | 2             | 2    | 4                   | 1              | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4  | 4  | 4  | 4  | 2  | 4  | 2  | 5  | 5  | 3  | 5  | 4  | 4  | 3  | 4  | 4  |  |  |  |  |  |
| 152 | 2             | 2    | 1                   | 3              | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 4  | 3  | 5  | 5  | 4  | 4  | 4  | 5  | 3  | 3  | 5  | 3  | 3  | 5  | 3  | 3  |  |  |  |  |  |
| 153 | 1             | 2    | 2                   | 1              | 5 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 5  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 5  |  |  |  |  |  |
| 154 | 1             | 2    | 3                   | 1              | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 2 | 4 | 4  | 4  | 3  | 3  | 5  | 5  | 4  | 5  | 2  | 3  | 4  | 4  | 4  | 3  | 3  | 3  |  |  |  |  |  |
| 155 | 2             | 2    | 2                   | 4              | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4  | 4  | 5  | 3  | 2  | 4  | 4  | 5  | 4  | 2  | 3  | 4  | 4  | 3  | 3  | 4  |  |  |  |  |  |
| 156 | 1             | 2    | 2                   | 2              | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 3  | 4  | 3  | 4  | 5  | 5  | 3  | 4  | 4  |  |  |  |  |  |
| 157 | 2             | 2    | 4                   | 3              | 5 | 3 | 3 | 5 | 5 | 4 | 3 | 3 | 4 | 3  | 4  | 5  | 3  | 4  | 5  | 4  | 5  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 3  |  |  |  |  |  |
| 158 | 1             | 2    | 4                   | 1              | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 3 | 4 | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 5  | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 4  |  |  |  |  |  |
| 159 | 2             | 2    | 1                   | 1              | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  |  |  |  |  |  |

| No. | Jenis Kelamin | Usia | Pendapatan Perbulan | Produk Fashion | X |   |   |   |   |   |   |   |   |    | Y  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----|---------------|------|---------------------|----------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|     |               |      |                     |                | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 160 | 2             | 2    | 4                   | 1              | 4 | 4 | 4 | 5 | 5 | 3 | 2 | 4 | 5 | 4  | 5  | 5  | 3  | 5  | 5  | 5  | 5  | 4  | 3  | 4  | 5  | 4  | 3  | 4  | 5  |
| 161 | 1             | 2    | 4                   | 5              | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5  | 4  | 3  | 2  | 4  | 5  | 5  | 5  | 3  | 2  | 5  | 5  | 5  | 3  | 3  | 3  |
| 162 | 2             | 3    | 2                   | 3              | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5  | 4  | 4  | 4  | 5  | 5  | 5  | 5  | 4  | 4  | 5  | 5  | 5  | 4  | 4  | 4  |
| 163 | 2             | 2    | 4                   | 1              | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 5  |
| 164 | 2             | 3    | 4                   | 4              | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5  | 4  | 5  | 4  | 5  | 5  | 5  | 5  | 3  | 2  | 3  | 4  | 5  | 4  | 4  | 4  |
| 165 | 2             | 2    | 4                   | 1              | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5  | 4  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 5  |
| 166 | 1             | 3    | 4                   | 1              | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 3 | 4 | 4  | 2  | 5  | 4  | 4  | 4  | 5  | 5  | 4  | 4  | 5  | 4  | 5  | 4  | 5  | 5  |
| 167 | 2             | 1    | 2                   | 5              | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 5  | 4  |
| 168 | 1             | 2    | 3                   | 1              | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 3  | 5  |
| 169 | 2             | 2    | 2                   | 1              | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 5  | 5  | 5  | 4  |
| 170 | 2             | 2    | 4                   | 4              | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 2  | 4  | 3  | 4  | 4  | 4  | 4  |
| 171 | 2             | 2    | 2                   | 3              | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 5  | 5  | 5  | 4  | 1  | 5  | 5  | 5  | 5  | 3  | 5  | 5  | 5  | 4  | 4  | 4  |
| 172 | 2             | 2    | 1                   | 1              | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 173 | 2             | 3    | 4                   | 4              | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5  | 4  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 5  |
| 174 | 2             | 2    | 4                   | 1              | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3  | 5  | 4  | 3  | 3  | 5  | 4  | 5  | 3  | 3  | 4  | 4  | 2  | 3  | 4  | 4  |
| 175 | 2             | 1    | 1                   | 1              | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4  | 5  | 5  | 4  | 3  | 5  | 5  | 5  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  |

### Lampiran 3: Tabel Frekuensi Jawaban Responden

#### A. Persepsi Kemudahan Penggunaan

##### Dimensi Mudah Dipelajari (*Ease to Learn*)

| No        | Pernyataan                                                                    | STS   | TS    | RR    | S      | SS     |
|-----------|-------------------------------------------------------------------------------|-------|-------|-------|--------|--------|
| 1         | Pengoperasian pada situs jualbeli <i>online</i> sederhana                     | 0     | 7     | 26    | 92     | 50     |
|           |                                                                               | 0%    | 4%    | 14.9% | 52.6%  | 28.6%  |
| 2         | Saya belajar menggunakan/mengakses situs jual beli <i>online</i> dengan cepat | 1     | 6     | 18    | 97     | 53     |
|           |                                                                               | 0.6%  | 3.4%  | 10.3% | 55.4%  | 30.3%  |
| 3         | Menurut saya situs jual beli <i>online</i> dapat dipelajari oleh setiap orang | 1     | 13    | 30    | 89     | 42     |
|           |                                                                               | 0.6%  | 7.4%  | 17.1% | 50.9%  | 24.0%  |
| Rata-rata |                                                                               | 0.38  | 4.95  | 14.10 | 52.95  | 27.62  |
|           |                                                                               | 0.23% | 2.82% | 8.06% | 30.27% | 15.79% |

##### Dimensi Mudah Digunakan (*Ease to Use*)

| No        | Pernyataan                                                             | STS   | TS    | RR    | S      | SS     |
|-----------|------------------------------------------------------------------------|-------|-------|-------|--------|--------|
| 4         | Belanja melalui situs jual beli <i>online</i> sangat praktis           | 4     | 13    | 20    | 72     | 66     |
|           |                                                                        | 2.3%  | 7.4%  | 11.4% | 41.1%  | 37.7%  |
| 5         | Pencarian produk di situs jual beli <i>online</i> lebih mudah          | 0     | 3     | 4     | 65     | 103    |
|           |                                                                        | 0%    | 1.7%  | 2.3%  | 37.1%  | 58.9%  |
| 6         | Menurut saya berbelanja di situs jual beli <i>online</i> lebih efisien | 2     | 8     | 23    | 85     | 57     |
|           |                                                                        | 1.1%  | 4.6%  | 13.1% | 48.6%  | 32.6%  |
| Rata-rata |                                                                        | 1.14  | 4.57  | 8.95  | 42.29  | 43.05  |
|           |                                                                        | 0.65% | 2.61% | 5.10% | 24.15% | 24.61% |

##### Dimensi Jelas dan Mudah Dimengerti (*Clear and Undersable*)

| No        | Pernyataan                                                                                 | STS   | TS    | RR    | S      | SS     |
|-----------|--------------------------------------------------------------------------------------------|-------|-------|-------|--------|--------|
| 7         | Interaksi dengan situs jual beli <i>online</i> jelas dan mudah dimengerti                  | 1     | 9     | 25    | 53     | 87     |
|           |                                                                                            | 0.6%  | 5.1%  | 14.3% | 30.3%  | 49.7%  |
| 8         | Saat terjadi kendala dalam berbelanja <i>online</i> , saya dapat mengatasinya dengan mudah | 0     | 16    | 35    | 78     | 46     |
|           |                                                                                            | 0%    | 9.1%  | 20%   | 44.6%  | 26.3%  |
| Rata-rata |                                                                                            | 0.29  | 7.14  | 17.14 | 37.43  | 38     |
|           |                                                                                            | 0.17% | 4.06% | 9.80% | 21.40% | 21.71% |

### Dimensi Menjadi Terampil (*Become Skillful*)

| No        | Pernyataan                                                                                  | STS   | TS    | RR     | S      | SS     |
|-----------|---------------------------------------------------------------------------------------------|-------|-------|--------|--------|--------|
| 9         | Saya dapat mengakses situs jual beli <i>online</i> tanpa panduan/bantuan orang lain         | 7     | 28    | 46     | 56     | 38     |
|           |                                                                                             | 4%    | 16%   | 26.3%  | 32%    | 21.7%  |
| 10        | Saya dapat berbagi informasi dengan orang lain cara mengakses situs jual beli <i>online</i> | 1     | 5     | 28     | 82     | 49     |
|           |                                                                                             | 0.6%  | 2.9%  | 16%    | 52.6%  | 28%    |
| Rata-rata |                                                                                             | 2.29  | 9.43  | 21.14  | 39.43  | 24.86  |
|           |                                                                                             | 1.31% | 5.40% | 12.09% | 24.17% | 14.20% |

### B. Keputusan Pembelian

#### Dimensi Pengenalan Masalah

| No        | Pernyataan                                                                                                    | STS   | TS    | RR    | S      | SS     |
|-----------|---------------------------------------------------------------------------------------------------------------|-------|-------|-------|--------|--------|
| 11        | Saya tertarik untuk membeli produk <i>fashion</i> ketika melihat foto produk di situs jual beli <i>online</i> | 0     | 10    | 31    | 84     | 50     |
|           |                                                                                                               | 0%    | 5.7%  | 17.7% | 48%    | 28.6%  |
| 12        | Saat berbelanja <i>online</i> saya memiliki keinginan untuk membeli produk <i>fashion</i>                     | 1     | 5     | 25    | 106    | 38     |
|           |                                                                                                               | 0.6%  | 2.9%  | 14.3% | 60.6%  | 21.7%  |
| 13        | Saya senang berbelanja produk <i>fashion</i> di situs jual beli <i>online</i>                                 | 1     | 17    | 31    | 92     | 34     |
|           |                                                                                                               | 0.6%  | 9.7%  | 17.7% | 52.6%  | 19.4%  |
| Rata-rata |                                                                                                               | 0.38  | 6.10  | 16.57 | 53.71  | 23.24  |
|           |                                                                                                               | 0.23% | 3.49% | 9.47% | 30.70% | 13.28% |

#### Dimensi Pencarian Informasi

| No | Pernyataan                                                                                                                                             | STS  | TS   | RR    | S     | SS    |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|-------|-------|-------|
| 14 | Saya sering melakukan pertimbangan dengan keluarga/kerabat mengenai produk <i>fashion</i> yang ditawarkan situs jual beli <i>online</i>                | 4    | 21   | 22    | 70    | 58    |
|    |                                                                                                                                                        | 2.3% | 12%  | 12.6% | 40%   | 33.1% |
| 15 | Saya sering mencari informasi berdasarkan testimoni/pengalaman orang lain mengenai produk <i>fashion</i> yang ditawarkan situs jual beli <i>online</i> | 0    | 4    | 5     | 61    | 105   |
|    |                                                                                                                                                        | 0%   | 2.3% | 2.9%  | 34.9% | 60%   |

|           |                                                                                                                              |       |       |       |        |        |
|-----------|------------------------------------------------------------------------------------------------------------------------------|-------|-------|-------|--------|--------|
| 16        | Saya sering mencari informasi mengenai produk <i>fashion</i> dari iklan-iklan di media (youtube, papan iklan, iklan tv, dll) | 3     | 9     | 27    | 85     | 51     |
|           |                                                                                                                              | 1.7%  | 5.1%  | 15.4% | 48.6%  | 29.1%  |
| Rata-rata |                                                                                                                              | 1.33  | 6.48  | 10.29 | 41.14  | 40.76  |
|           |                                                                                                                              | 0.76% | 3.70% | 5.89% | 23.52% | 23.28% |

#### Dimensi Evaluasi Alternatif

| No        | Pernyataan                                                                                                                            | STS   | TS    | RR     | S      | SS     |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------|-------|-------|--------|--------|--------|
| 17        | Sebelum membeli saya membandingkan harga produk <i>fashion</i> yang ditawarkan pada situs jual beli <i>online</i> dengan konvensional | 1     | 7     | 21     | 47     | 99     |
|           |                                                                                                                                       | 0.6%  | 4%    | 12%    | 26.9%  | 56.6%  |
| 18        | Saya lebih memilih berbelanja <i>online</i> karena variasi produk yang ditawarkan lebih banyak daripada konvensional                  | 3     | 16    | 41     | 71     | 44     |
|           |                                                                                                                                       | 1.7%  | 9.1%  | 23.4%  | 40.6%  | 25.1%  |
| Rata-rata |                                                                                                                                       | 1.14  | 6.57  | 17.71  | 33.71  | 40.86  |
|           |                                                                                                                                       | 0.66% | 3.74% | 10.11% | 19.29% | 23.34% |

#### Dimensi Keputusan Membeli

| No        | Pernyataan                                                                                             | STS   | TS    | RR     | S      | SS     |
|-----------|--------------------------------------------------------------------------------------------------------|-------|-------|--------|--------|--------|
| 19        | Saya merasa yakin saat membeli produk <i>fashion</i> secara <i>online</i> daripada konvensional        | 9     | 30    | 61     | 49     | 26     |
|           |                                                                                                        | 5.1%  | 17.1% | 34.9%  | 28%    | 14.9%  |
| 20        | Saya memutuskan untuk membeli produk <i>fashion</i> secara <i>online</i> karena harganya kompetitif    | 1     | 6     | 36     | 88     | 44     |
|           |                                                                                                        | 0.6%  | 3.4%  | 20.6%  | 50.3%  | 25.1%  |
| 21        | Saya senang berbelanja produk <i>fashion</i> di situs jual beli <i>online</i> karena lebih hemat waktu | 2     | 1     | 14     | 84     | 74     |
|           |                                                                                                        | 1.1%  | 0.6%  | 8%     | 48%    | 42.3%  |
| 22        | Sistem pembayaran pada situs jual beli <i>online</i> lebih mudah                                       | 0     | 6     | 29     | 86     | 54     |
|           |                                                                                                        | 0%    | 3.4%  | 16.6%  | 49.1%  | 30.9%  |
| Rata-rata |                                                                                                        | 1.71  | 6.14  | 20     | 43.86  | 28.29  |
|           |                                                                                                        | 0.97% | 3.50% | 11.44% | 25.06% | 16.17% |

### Dimensi Perilaku Pasca Pembelian

| No        | Pernyataan                                                                                                           | STS   | TS    | RR     | S      | SS     |
|-----------|----------------------------------------------------------------------------------------------------------------------|-------|-------|--------|--------|--------|
| 23        | Saya merasa puas dengan produk <i>fashion</i> yang saya beli secara <i>online</i> karena sesuai dengan harapan saya  | 1     | 13    | 52     | 81     | 28     |
|           |                                                                                                                      | 0.6%  | 7.4%  | 29.7%  | 46.3%  | 16%    |
| 24        | Karena merasa puas, saya akan melakukan pembelian ulang produk <i>fashion</i> di situs jual beli <i>online</i>       | 0     | 4     | 42     | 95     | 34     |
|           |                                                                                                                      | 0%    | 2.3%  | 24%    | 54.3%  | 19.4%  |
| 25        | Saya akan merekomendasikan kepada orang lain untuk berbelanja produk <i>fashion</i> di situs jual beli <i>online</i> | 1     | 6     | 23     | 108    | 37     |
|           |                                                                                                                      | 0.6%  | 3.4%  | 13.1%  | 61.7%  | 21.1%  |
| Rata-rata |                                                                                                                      | 0.38  | 4.38  | 22.29  | 54.10  | 18.86  |
|           |                                                                                                                      | 0.23% | 2.50% | 12.72% | 30.91% | 10.76% |

## Lampiran 4: Uji Validitas

### A. Persepsi Kemudahan Penggunaan

|                               |                     | Correlations |        |        |        |        |        |        |        |        |        | Persepsi Kemudahan Penggunaan |
|-------------------------------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------------------------|
|                               |                     | ETL_1        | ETL_2  | ETL_3  | ETU_1  | ETU_2  | ETU_3  | CU_1   | CU_2   | BS_1   | BS_2   |                               |
| ETL_1                         | Pearson Correlation | 1            | .325*  | .223   | .195   | .075   | .383*  | .445** | .349*  | .336*  | .408** | .572**                        |
|                               | Sig. (2-tailed)     |              | .041   | .167   | .227   | .645   | .015   | .004   | .027   | .034   | .009   | .000                          |
|                               | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                            |
| ETL_2                         | Pearson Correlation | .325*        | 1      | .320*  | .418** | .455** | .429** | .230   | .516** | .395*  | .146   | .683**                        |
|                               | Sig. (2-tailed)     | .041         |        | .044   | .007   | .003   | .006   | .153   | .001   | .012   | .370   | .000                          |
|                               | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                            |
| ETL_3                         | Pearson Correlation | .223         | .320*  | 1      | .230   | .088   | .233   | .269   | .503** | .313*  | .481** | .575**                        |
|                               | Sig. (2-tailed)     | .167         | .044   |        | .153   | .587   | .148   | .094   | .001   | .049   | .002   | .000                          |
|                               | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                            |
| ETU_1                         | Pearson Correlation | .195         | .418** | .230   | 1      | .475** | .142   | .277   | .300   | .329*  | .216   | .554**                        |
|                               | Sig. (2-tailed)     | .227         | .007   | .153   |        | .002   | .382   | .084   | .060   | .038   | .181   | .000                          |
|                               | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                            |
| ETU_2                         | Pearson Correlation | .075         | .455** | .088   | .475** | 1      | .355*  | .260   | .415** | .117   | .249   | .552**                        |
|                               | Sig. (2-tailed)     | .645         | .003   | .587   | .002   |        | .025   | .105   | .008   | .474   | .122   | .000                          |
|                               | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                            |
| ETU_3                         | Pearson Correlation | .383*        | .429** | .233   | .142   | .355*  | 1      | .556** | .429** | .372*  | .496** | .708**                        |
|                               | Sig. (2-tailed)     | .015         | .006   | .148   | .382   | .025   |        | .000   | .006   | .018   | .001   | .000                          |
|                               | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                            |
| CU_1                          | Pearson Correlation | .445**       | .230   | .269   | .277   | .260   | .556** | 1      | .518** | .101   | .555** | .681**                        |
|                               | Sig. (2-tailed)     | .004         | .153   | .094   | .084   | .105   | .000   |        | .001   | .534   | .000   | .000                          |
|                               | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                            |
| CU_2                          | Pearson Correlation | .349*        | .516** | .503** | .300   | .415** | .429** | .518** | 1      | .232   | .606** | .774**                        |
|                               | Sig. (2-tailed)     | .027         | .001   | .001   | .060   | .008   | .006   | .001   |        | .149   | .000   | .000                          |
|                               | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                            |
| BS_1                          | Pearson Correlation | .336*        | .395*  | .313*  | .329*  | .117   | .372*  | .101   | .232   | 1      | .294   | .544**                        |
|                               | Sig. (2-tailed)     | .034         | .012   | .049   | .038   | .474   | .018   | .534   | .149   |        | .066   | .000                          |
|                               | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                            |
| BS_2                          | Pearson Correlation | .408**       | .146   | .481** | .216   | .249   | .496** | .555** | .606** | .294   | 1      | .682**                        |
|                               | Sig. (2-tailed)     | .009         | .370   | .002   | .181   | .122   | .001   | .000   | .000   | .066   |        | .000                          |
|                               | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                            |
| Persepsi Kemudahan Penggunaan | Pearson Correlation | .572**       | .683** | .575** | .554** | .552** | .708** | .681** | .774** | .544** | .682** | 1                             |
|                               | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |                               |
|                               | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                            |

\*, Correlation is significant at the 0.05 level (2-tailed).

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

## B. Keputusan Pembelian

|                     |                     | Correlations |        |        |        |        |        |        |        |        |        |        |        |        |        |        |                     |  |
|---------------------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------------|--|
|                     |                     | PM_1         | PM_2   | PM_3   | PL_1   | PL_2   | PL_3   | EA_1   | EA_2   | KM_1   | KM_2   | KM_3   | KM_4   | PPP_1  | PPP_2  | PPP_3  | Keputusan Pembelian |  |
| PM_1                | Pearson Correlation | 1            | .479** | .597** | .205   | .270   | .317*  | .270   | .575** | .349*  | .461** | .041   | .445** | .342*  | .191   | .302   | .671**              |  |
|                     | Sig. (2-tailed)     |              | .002   | .000   | .204   | .092   | .046   | .092   | .000   | .027   | .003   | .802   | .004   | .031   | .237   | .058   | .000                |  |
|                     | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                  |  |
| PM_2                | Pearson Correlation | .479**       | 1      | .613** | -.065  | -.079  | .448** | .076   | .354*  | .498** | .209   | .158   | .356*  | .446** | .551** | .217   | .575**              |  |
|                     | Sig. (2-tailed)     | .002         |        | .000   | .691   | .630   | .004   | .641   | .025   | .001   | .195   | .331   | .024   | .004   | .000   | .178   | .000                |  |
|                     | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                  |  |
| PM_3                | Pearson Correlation | .597**       | .613** | 1      | .098   | .146   | .358*  | .219   | .698** | .506** | .480** | .076   | .308   | .432** | .371*  | .330*  | .714**              |  |
|                     | Sig. (2-tailed)     | .000         | .000   |        | .546   | .369   | .023   | .175   | .000   | .001   | .002   | .640   | .053   | .005   | .018   | .038   | .000                |  |
|                     | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                  |  |
| PL_1                | Pearson Correlation | .205         | -.065  | .098   | 1      | .488** | .171   | .063   | -.044  | .070   | .323*  | .178   | -.085  | -.043  | .040   | .306   | .323*               |  |
|                     | Sig. (2-tailed)     | .204         | .691   | .546   |        | .001   | .291   | .698   | .789   | .667   | .042   | .272   | .601   | .792   | .808   | .055   | .042                |  |
|                     | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                  |  |
| PL_2                | Pearson Correlation | .270         | -.079  | .146   | .488** | 1      | .314*  | .293   | .197   | .030   | .512** | .204   | .091   | .021   | .147   | .113   | .427**              |  |
|                     | Sig. (2-tailed)     | .092         | .630   | .369   | .001   |        | .048   | .066   | .224   | .854   | .001   | .207   | .578   | .896   | .367   | .489   | .006                |  |
|                     | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                  |  |
| PL_3                | Pearson Correlation | .317*        | .448** | .358*  | .171   | .314*  | 1      | .270   | .255   | .563** | .222   | .020   | .115   | .471** | .566** | .195   | .609**              |  |
|                     | Sig. (2-tailed)     | .046         | .004   | .023   | .291   | .048   |        | .092   | .113   | .000   | .169   | .901   | .479   | .002   | .000   | .227   | .000                |  |
|                     | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                  |  |
| EA_1                | Pearson Correlation | .270         | .076   | .219   | .063   | .293   | .270   | 1      | .259   | .394*  | .374*  | .240   | .396*  | .353*  | .299   | .153   | .520**              |  |
|                     | Sig. (2-tailed)     | .092         | .641   | .175   | .698   | .066   | .092   |        | .107   | .012   | .017   | .136   | .011   | .025   | .061   | .346   | .001                |  |
|                     | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                  |  |
| EA_2                | Pearson Correlation | .575**       | .354*  | .696** | -.044  | .197   | .255   | .259   | 1      | .423** | .556** | .160   | .514** | .615** | .455** | .292   | .722**              |  |
|                     | Sig. (2-tailed)     | .000         | .025   | .000   | .789   | .224   | .113   | .107   |        | .007   | .000   | .323   | .001   | .000   | .003   | .068   | .000                |  |
|                     | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                  |  |
| KM_1                | Pearson Correlation | .349*        | .498** | .506** | .070   | .030   | .563** | .394*  | .423** | 1      | .344*  | .099   | .205   | .756** | .639** | .243   | .702**              |  |
|                     | Sig. (2-tailed)     | .027         | .001   | .001   | .667   | .854   | .000   | .012   | .007   |        | .030   | .544   | .204   | .000   | .000   | .130   | .000                |  |
|                     | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                  |  |
| KM_2                | Pearson Correlation | .461**       | .209   | .480** | .323*  | .512** | .222   | .374*  | .556** | .344*  | 1      | .346*  | .343*  | .560** | .363*  | .240   | .709**              |  |
|                     | Sig. (2-tailed)     | .003         | .195   | .002   | .042   | .001   | .169   | .017   | .000   | .030   |        | .029   | .030   | .000   | .021   | .137   | .000                |  |
|                     | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                  |  |
| KM_3                | Pearson Correlation | .041         | .158   | .076   | .178   | .204   | .020   | .240   | .160   | .099   | .346*  | 1      | .485** | .345*  | .320*  | .359*  | .400*               |  |
|                     | Sig. (2-tailed)     | .802         | .331   | .640   | .272   | .207   | .901   | .136   | .323   | .544   | .029   |        | .002   | .029   | .044   | .023   | .011                |  |
|                     | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                  |  |
| KM_4                | Pearson Correlation | .445**       | .356*  | .308   | -.085  | .091   | .115   | .396*  | .514** | .205   | .343*  | .485** | 1      | .377*  | .305   | .367*  | .551**              |  |
|                     | Sig. (2-tailed)     | .004         | .024   | .053   | .601   | .578   | .479   | .011   | .001   | .204   | .030   | .002   |        | .017   | .055   | .020   | .000                |  |
|                     | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                  |  |
| PPP_1               | Pearson Correlation | .342*        | .446** | .432** | -.043  | .021   | .471** | .353*  | .615** | .756** | .560** | .345*  | .377*  | 1      | .740** | .308   | .751**              |  |
|                     | Sig. (2-tailed)     | .031         | .004   | .005   | .792   | .896   | .002   | .025   | .000   | .000   | .000   | .029   | .017   |        | .000   | .053   | .000                |  |
|                     | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                  |  |
| PPP_2               | Pearson Correlation | .191         | .551** | .371*  | .040   | .147   | .566** | .299   | .455** | .639** | .363*  | .320*  | .305   | .740** | 1      | .369*  | .702**              |  |
|                     | Sig. (2-tailed)     | .237         | .000   | .018   | .808   | .367   | .000   | .061   | .003   | .000   | .021   | .044   | .055   | .000   |        | .019   | .000                |  |
|                     | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                  |  |
| PPP_3               | Pearson Correlation | .302         | .217   | .330*  | .306   | .113   | .195   | .153   | .292   | .243   | .240   | .359*  | .367*  | .308   | .369*  | 1      | .522**              |  |
|                     | Sig. (2-tailed)     | .058         | .178   | .038   | .055   | .489   | .227   | .346   | .068   | .130   | .137   | .023   | .020   | .053   | .019   |        | .001                |  |
|                     | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                  |  |
| Keputusan Pembelian | Pearson Correlation | .671**       | .575** | .714** | .323*  | .427** | .609** | .520** | .722** | .702** | .709** | .400*  | .551** | .751** | .702** | .522** | 1                   |  |
|                     | Sig. (2-tailed)     | .000         | .000   | .000   | .042   | .006   | .000   | .001   | .000   | .000   | .000   | .011   | .000   | .000   | .000   | .001   |                     |  |
|                     | N                   | 40           | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40                  |  |

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

\* .Correlation is significant at the 0.05 level (2-tailed).

## Lampiran 5: Uji Reliabilitas

### A. Persepsi Kemudahan Penggunaan

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .831                   | 10         |

### B. Keputusan Pembelian

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .865                   | 15         |

## Lampiran 6: Uji Normalitas Residual

### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized<br>Residual |
|----------------------------------|----------------|----------------------------|
| N                                |                | 175                        |
| Normal Parameters <sup>a,b</sup> | Mean           | .0255771                   |
|                                  | Std. Deviation | 1.73125873                 |
| Most Extreme Differences         | Absolute       | .064                       |
|                                  | Positive       | .064                       |
|                                  | Negative       | -.063                      |
| Test Statistic                   |                | .064                       |
| Asymp. Sig. (2-tailed)           |                | .076 <sup>c</sup>          |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

## Lampiran 7: Uji Linieritas

**ANOVA Table**

|                                                              |                   |                             | Sum of<br>Squares | df  | Mean<br>Square | F       | Sig. |
|--------------------------------------------------------------|-------------------|-----------------------------|-------------------|-----|----------------|---------|------|
| Keputusan<br>Pembelian * Persepsi<br>Kemudahan<br>Penggunaan | Between<br>Groups | (Combined)                  | 7379.237          | 23  | 320.836        | 21.215  | .000 |
|                                                              |                   | Linearity                   | 6984.923          | 1   | 6984.923       | 461.865 | .000 |
|                                                              |                   | Deviation from<br>Linearity | 394.315           | 22  | 17.923         | 1.185   | .269 |
|                                                              | Within Groups     |                             | 2283.620          | 151 | 15.123         |         |      |
|                                                              | Total             |                             | 9662.857          | 174 |                |         |      |

## Lampiran 8: Uji R

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | .850 <sup>a</sup> | .723     | .721              | 3.934                      |

a. Predictors: (Constant), Persepsi Kemudahan Penggunaan

b. Dependent Variable: Keputusan Pembelian

## Lampiran 9: Uji Regresi Linier Sederhana

|       |                               | Coefficients <sup>a</sup>   |            |                           |        |      |
|-------|-------------------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                               | Unstandardized Coefficients |            | Standardized Coefficients |        |      |
| Model |                               | B                           | Std. Error | Beta                      | t      | Sig. |
| 1     | (Constant)                    | 9.210                       | 2.389      |                           | 3.855  | .000 |
|       | Persepsi Kemudahan Penggunaan | 1.247                       | .059       | .850                      | 21.242 | .000 |

a. Dependent Variable: Keputusan Pembelian