

## BAB V

### KESIMPULAN DAN SARAN

Pada bab ini, peneliti membuat suatu kesimpulan yang berkaitan dengan hasil penelitian yang telah dilakukan. Selanjutnya peneliti juga menyampaikan keterbatasan dalam melakukan penelitian ini. Dan, berdasarkan penelitian yang telah dilakukan peneliti memberikan saran bagi penelitian selanjutnya.

#### A. Kesimpulan

Berdasarkan hasil penelitian yang telah dilakukan dapat disimpulkan bahwa :

1. *E-business Characteristics (customization, contact interactivity, cultivation, care, community, choice, convenience, character)* berpengaruh positif terhadap *e-loyalty* pada online shop.
2. *E-loyalty* berpengaruh positif terhadap *behavioral outcomes (search, word of mouth, willingness to pay more)* pada online shop.
3. *E-business Characteristics (customization, contact interactivity, cultivation, care, community, choice, convenience, character)* berpengaruh positif terhadap *e-loyalty* dan berdampak positif terhadap *behavioral outcomes (search, word of mouth, willingness to pay more)* pada online shop.

## **B. Implikasi Manajerial**

Pada penelitian ini memberikan masukan yang dapat dipertimbangkan oleh pihak online shop melalui internet dalam hal memahami loyalitas dan perilaku konsumen.

### **1. Karakteristik e-business terhadap e-loyalty**

Terdapat 8 faktor pada karakteristik e-business yang mempengaruhi loyalitas konsumen. 8 faktor karakteristik e-business tersebut adalah customization, contact interactivity, cultivation, care, community, choice, convenience, dan character. Agar loyalitas konsumen online shop lebih terjaga, maka pelaku online shop perlu melakukan 8 faktor karakteristik e-business, antara lain :

#### **a. Customization**

Dengan customization, online shop memungkinkan untuk membuat pesanan produk khusus untuk konsumen, mengirimkan iklan dan promosi ke konsumen yang disesuaikan dengan kebutuhan dan situasi konsumen, konsumen percaya bahwa website online shop dapat menyesuaikan kebutuhan konsumen, online shop membuat rekomendasi pembelian yang sesuai dengan kebutuhan konsumen.

b. Contact Interactivity

konsumen online menerima rekomendasi dari online shop mengenai barang yang dibeli oleh orang-orang dengan selera dan preferensi sesuai dengan yang diinginkan.

c. Cultivation

Online shop aktif dalam mengolah hubungan dengan konsumen, konsumen menerima pesan mengenai pembelian dari website ini, online shop mengirimkan informasi yang relevan dengan pembelian konsumen.

d. Care

Online shop selalu memberikan informasi tentang ketersediaan produk yang diprioritaskan, pengiriman tepat waktu, menjalin hubungan yang baik dengan konsumen.

e. Community

Konsumen berbagi pengalaman tentang produk secara online dengan pelanggan lain dan penjual online shop, konsumen dalam online shop mendapatkan keuntungan dari komunitas yang disponsori oleh online shop.

f. Choice

Online shop memberikan layanan one stop shop untuk belanja konsumen, online shop memenuhi sebagian besar kebutuhan belanja online, terdapat berbagai macam pilihan produk dalam satu online shop.

g. Convenience

Online shop yang sering konsumen kunjungi adalah situs yang user-friendly, nyaman dan mudah digunakan.

h. Character

loyalitas konsumen online dipengaruhi oleh reputasi baik dari online shop, dilihat dari desain dan tampilan website.

2. Behavioral outcomes

Behavioral outcomes yang terjadi dari loyalitas konsumen online adalah :

a. Search

Situs web yang mudah diakses, reputasi yang baik, menyediakan produk sesuai yang diinginkan, akan membuat konsumen melakukan pencarian situs web tersebut.

b. Word of mouth

Konsumen online berbagi pengalaman positif dengan situs web dan menyarankan orang lain untuk beralih atau menggunakan situs web tersebut.

c. Willingness to pay more

Konsumen akan tetap membeli dengan harga yang sama dan penjual yang sama dibanding harus mencari harga yang lebih murah dengan pertimbangan waktu dan jumlah usaha yang dilakukan.

### **C. Keterbatasan Penelitian**

Pada penelitian ini terdapat sejumlah keterbatasan. Keterbatasan penelitian ini berupa sampel penelitian. Pada penelitian ini, peneliti hanya dapat menjangkau sampel dari satu perguruan tinggi swasta di Yogyakarta. Dikarenakan keterbatasan waktu dan biaya dalam melakukan penelitian ini.

### **D. Saran**

Pada penelitian selanjutnya, dapat menggunakan responden dari konsumen online shop selain mahasiswa untuk mengetahui seberapa besar loyalitas konsumen terhadap online shop secara menyeluruh. Namun demikian, apabila tetap ingin menggunakan mahasiswa sebagai subjek penelitian, peneliti selanjutnya dapat menambah sampel penelitian dari beberapa perguruan tinggi lainnya. Hal tersebut dilakukan untuk memastikan hasil penelitian dapat digeneralisasikan.

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## KUESIONER

Kepada Yth:

Responden

Di tempat

Dengan hormat,

Saya adalah mahasiswa Magister Manajemen Fakultas Ekonomi Universitas Atma Jaya Yogyakarta yang sedang melakukan penelitian untuk menyelesaikan tugas akhir / tesis.

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Saat ini saya sedang melakukan penelitian untuk menyelesaikan tesis. Saya membutuhkan data penelitian yang sekiranya Bapak / Ibu / Sdr/I dapat membantunya. Atas kesediaannya saya ucapkan banyak terima kasih.

Hormat saya

**Ferdian Marshall Andreska**



## A. KARAKTERISTIK RESPONDEN

1. Jeniskelamin:

a. Pria

b. Wanita

Dibawah ini adalah pertanyaan mengenai Hubungan antara Karakteristik E-Business dengan E-Loyalty dan Behavioral Outcomes pada study Online shop. Bapak/Ibu/Sdr/Idipersilahkan untuk memilih salah satu dari beberapa alternatif jawaban yang telah disediakan. Bapak/Ibu/Sdr/I dapat memilihnya dengan memberi tanda silang (X) atau cek list (√) pada salah satu jawaban.

Keterangan:

1 = STS (Sangat Tidak Setuju )

5 = AS ( Agak Setuju )

2 = TS (Tidak Setuju )

6 = S ( Setuju )

3 = ATS ( Agak Tidak Setuju )

7 = SS ( Sangat Setuju )

4 = N ( Netral )

## B. E-BUSINESS CHARACTERISTICS

No	<i>CUSTOMIZATION</i>	STS	TS	ATS	N	AS	S	SS
1	Website ini membuat rekomendasi pembelian yang sesuai dengan kebutuhan saya.							
2	Website ini memungkinkan untuk memesan produk-produk yang dibuat khusus untuk saya.							
3	Iklan dan promosi website ini dikirimkan kepada saya dan disesuaikan dengan situasi saya.							
4	Website ini membuat saya merasa bahwa saya adalah pelanggan yang unik.							
5	Saya percaya bahwa website ini disesuaikan dengan kebutuhan saya.							
	<i>CONTACT INTERACTIVITY</i>	STS	TS	ATS	N	AS	S	SS
6	Website ini memungkinkan saya untuk melihat barang dagangan dari sudut yang berbeda.							
7	Website ini memiliki alat pencarian yang memungkinkan saya untuk menemukan produk.							
8	Website ini tidak memiliki alat yang memudahkan perbandingan produk.							
9	Saya merasa bahwa ini adalah website yang sangat menarik.							
10	Saya percaya bahwa situs ini bukan satu-satunya situs web yang sangat dinamis.							
	<i>CULTIVATION</i>	STS	TS	ATS	N	AS	S	SS
11	Saya tidak menerima pemberitahuan telah melakukan pembelian dari website ini.							
12	Website ini mengirimkan informasi yang ada hubungan langsung dengan saya.							
13	Saya merasa bahwa website ini menghargai bisnis saya.							

14	Saya merasa bahwa situs ini membuat upaya untuk meningkatkan pangsa bisnis saya.							
15	Website ini tidak secara proaktif mengembangkan hubungannya dengan saya.							
	<b>CARE</b>	<b>STS</b>	<b>TS</b>	<b>ATS</b>	<b>N</b>	<b>AS</b>	<b>S</b>	<b>SS</b>
16	Saya telah mengalami masalah dengan penagihan sehubungan dengan pembelian saya sebelumnya di website ini.							
17	Barang-barang yang saya beli di masa lalu dari situs ini telah dikirim tepat waktu.							
18	Saya merasa bahwa situs ini tidak responsive terhadap masalah yang saya hadapi.							
19	Sistem kebijakan pengembalian di website ini ramah pelanggan.							
20	Saya percaya bahwa website ini melayani pelanggannya dengan baik.							
	<b>COMMUNITY</b>	<b>STS</b>	<b>TS</b>	<b>ATS</b>	<b>N</b>	<b>AS</b>	<b>S</b>	<b>SS</b>
21	Pelanggan berbagi pengalaman tentang website / produk secara online dengan pelanggan lain dari situs tersebut.							
22	Komunitas pelanggan yang didukung oleh website ini tidak berguna untuk mengumpulkan informasi produk.							
23	Pelanggan berasal dari komunitas yang disponsori oleh website.							
24	Pelanggan berbagi ikatan yang sama dengan anggota lain dari komunitas pelanggan yang disponsori oleh website.							
25	Pelanggan dari situs ini tidak kuat berafiliasi satu dengan yang lain.							
	<b>CHOICE</b>	<b>STS</b>	<b>TS</b>	<b>ATS</b>	<b>N</b>	<b>AS</b>	<b>S</b>	<b>SS</b>
26	Website ini menyediakan "one-stop shop" untuk berbelanja.							
27	Website ini tidak memenuhi mayoritas kebutuhan belanja online saya.							
28	Pilihan produk di website ini terbatas.							
29	Website ini tidak member berbagai pilihan produk untuk memilih.							
	<b>CONVENIENCE</b>	<b>STS</b>	<b>TS</b>	<b>ATS</b>	<b>N</b>	<b>AS</b>	<b>S</b>	<b>SS</b>
30	Navigasi melalui website ini sangat tidak intuisi.							
31	Seseorang yang pertama kali membeli dapat melakukan pembelian dari situs ini tanpa banyak bantuan.							
32	Dibutuhkan waktu yang lama untuk berbelanja di website ini.							
33	Website ini adalah situs yang mudah digunakan.							
34	Website ini sangat nyaman untuk digunakan.							
	<b>CHARACTER</b>	<b>STS</b>	<b>TS</b>	<b>ATS</b>	<b>N</b>	<b>AS</b>	<b>S</b>	<b>SS</b>
35	Desain website ini menarik bagi saya.							

36	Bagi saya, belanja di website ini menyenangkan.							
37	Website ini tidak menarik buat saya.							
38	Saya merasa nyaman berbelanja di website ini.							
39	Website ini tidak terlihat menarik bagi saya.							

### **C. E-LOYALTY**

	<b><i>E-LOYALTY</i></b>	<b>STS</b>	<b>TS</b>	<b>ATS</b>	<b>N</b>	<b>AS</b>	<b>S</b>	<b>SS</b>
40	Saya jarang mempertimbangkan untuk beralih ke situs lain.							
41	Selama layanan ini terus berjalan, saya ragu bahwa saya akan beralih ke website lain.							
42	Saya mencoba untuk menggunakan website setiap kali harus melakukan pembelian.							
43	Ketika saya harus melakukan pembelian, website adalah pilihan pertama saya.							
44	Saya suka menggunakan website ini.							
45	Bagi saya website ini adalah website penjualan yang terbaik untuk melakukan bisnis.							
46	Saya percaya bahwa ini adalah website favorit saya.							

### **D. BEHAVIORAL OUTCOMES**

	<b><i>SEARCH</i></b>	<b>STS</b>	<b>TS</b>	<b>ATS</b>	<b>N</b>	<b>AS</b>	<b>S</b>	<b>SS</b>
47	Saya sering membaca / menonton iklan untuk membandingkan situs web pesaing.							
48	Saya memutuskan mengunjungi situs web pesaing untuk belanja atas dasar iklan.							
49	Saya sering berbicara dengan teman-teman tentang pengalaman mereka dengan situs web pesaing.							
50	Saya menjelajahi banyak situs web yang bersaing untuk mencari alternative pada situs ini.							
51	Saya melakukan penelitian yang luas sebelum melakukan pembelian di website ini.							
	<b><i>WORD OF MOUTH</i></b>	<b>STS</b>	<b>TS</b>	<b>ATS</b>	<b>N</b>	<b>AS</b>	<b>S</b>	<b>SS</b>
52	Saya mengatakan hal-hal positif tentang situs ini kepada orang lain.							
53	Saya merekomendasikan situs ini kepada siapa pun yang mencari sesuai saran saya.							
54	Saya tidak mendorong teman-teman untuk melakukan bisnis dengan situs ini.							
55	Aku ragu untuk merujuk kenalan saya ke situs ini.							
	<b><i>WILLINGNESS TO PAY MORE</i></b>	<b>STS</b>	<b>TS</b>	<b>ATS</b>	<b>N</b>	<b>AS</b>	<b>S</b>	<b>SS</b>
56	Akankah anda mengambil beberapa bisnis anda ke pesaing yang menawarkan harga yang lebih baik?							
57	Anda akan terus melakukan bisnis dengan situs ini jika harganya meningkat?							
58	Anda akan membayar harga yang lebih tinggi di website ini terhadap persaingan untuk kepentingan yang sama?							
59	Anda akan berhenti melakukan bisnis dengan situs ini jika harga pesaingnya menurun?							

## Lampiran II Uji Validitas dan Reabilitas Variabel Customization

### a. Data

No	Customization					Total
	1	2	3	4	5	
1	6	2	7	2	1	18
2	4	4	5	3	5	21
3	4	1	4	1	4	14
4	4	6	4	6	4	24
5	2	1	4	1	4	12
6	6	4	3	4	4	21
7	2	2	2	2	2	10
8	1	1	2	2	2	8
9	3	7	6	6	4	26
10	3	1	1	4	2	11
11	2	2	2	1	2	9
12	3	7	5	4	5	24
13	3	3	1	5	3	15
14	7	7	7	5	3	29
15	5	7	5	1	7	25

No	Customization					Total
	1	2	3	4	5	
16	4	5	4	5	3	21
17	2	3	1	1	3	10
18	7	3	4	5	7	26
19	5	3	3	3	3	17
20	2	6	7	5	3	23
21	5	6	1	5	7	24
22	5	4	3	7	4	23
23	4	1	2	5	3	15
24	5	4	4	4	5	22
25	1	2	2	1	1	7
26	6	5	3	4	5	23
27	1	1	6	4	6	18
28	4	6	3	6	7	26
29	2	1	1	2	5	11
30	2	1	1	2	2	8

b.Uji Validitas dan reliabilitas Variabel Customization

**Correlations**

**Correlations**

		Customization
Custom_1	Pearson Correlation	,701**
	Sig. (2-tailed)	,000
	N	30
Custom_2	Pearson Correlation	,839**
	Sig. (2-tailed)	,000
	N	30
Custom_3	Pearson Correlation	,618**
	Sig. (2-tailed)	,000
	N	30
Custom_4	Pearson Correlation	,699**
	Sig. (2-tailed)	,000
	N	30
Custom_5	Pearson Correlation	,634**
	Sig. (2-tailed)	,000
	N	30
Customization	Pearson Correlation	1
	N	30

\*\* . Correlation is significant at the 0.01 level

**Reliability**

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,741	5

Lampiran III Uji Validitas dan Reabilitas Variabel Contact Interactivity

a. Data

No	Contact Interactivity					
	6	7	8	9	10	Total
1	1	3	4	3	3	14
2	1	4	1	4	2	12
3	1	1	1	2	3	8
4	2	6	6	4	5	23
5	5	7	2	1	4	19
6	2	1	1	2	7	13
7	6	7	5	5	4	27
8	7	3	6	6	6	28
9	3	6	3	7	3	22
10	7	7	6	7	6	33
11	3	3	3	3	2	14
12	3	5	7	4	4	23
13	4	3	1	6	7	21
14	6	5	6	3	1	21
15	3	2	3	2	3	13

No	Contact Interactivity					
	6	7	8	9	10	
16	5	5	4	4	7	25
17	7	7	7	7	7	35
18	5	1	6	5	7	24
19	3	2	3	4	3	15
20	3	5	2	3	1	14
21	1	4	6	5	2	18
22	4	6	4	2	5	21
23	7	5	5	6	2	25
24	7	5	4	4	4	24
25	3	1	1	2	1	8
26	4	3	4	5	4	20
27	2	6	1	1	2	12
28	2	3	3	5	2	15
29	4	3	2	5	2	16
30	5	6	5	5	5	26

b.Uji Validitas dan reliabilitas Variabel Contact Interactivity

**Correlations**

**Correlations**

		Contact_ interactivity
Contact_1	Pearson Correlation	,795**
	Sig. (2-tailed)	,000
	N	30
Contact_2	Pearson Correlation	,621**
	Sig. (2-tailed)	,000
	N	30
Contact_3	Pearson Correlation	,779**
	Sig. (2-tailed)	,000
	N	30
Contact_4	Pearson Correlation	,708**
	Sig. (2-tailed)	,000
	N	30
Contact_5	Pearson Correlation	,609**
	Sig. (2-tailed)	,000
	N	30
Contact_ interactivity	Pearson Correlation	1
	N	30

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

**Reliability**

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,742	5

Lampiran IV Uji Validitas dan Reabilitas Variabel Cultivation

a. Data

No	Cultivation					Total
	11	12	13	14	15	
1	6	4	4	7	6	27
2	1	2	2	1	3	9
3	4	1	5	4	7	21
4	5	4	4	3	6	22
5	1	3	2	3	7	16
6	2	2	2	1	2	9
7	5	4	6	5	4	24
8	6	2	4	4	4	20
9	3	3	3	3	3	15
10	2	6	7	6	4	25
11	4	3	4	4	4	19
12	3	4	5	4	4	20
13	4	4	2	4	3	17
14	2	4	3	4	4	17
15	1	1	1	2	2	7

No	Cultivation					
	11	12	13	14	15	16
16	7	3	3	3	5	21
17	2	1	3	4	2	12
18	7	3	3	7	4	24
19	7	7	5	6	7	32
20	4	6	5	5	5	25
21	6	7	5	1	3	22
22	7	6	5	3	5	26
23	3	2	3	2	5	15
24	4	3	2	5	2	16
25	5	3	4	5	5	22
26	4	4	2	5	3	18
27	4	5	5	5	5	24
28	4	5	2	4	6	21
29	3	4	3	3	3	16
30	4	5	5	5	5	24

b. Uji Validitas dan reliabilitas Variabel Cultivation



## Correlations

### Correlations

		Cultivation
Cultivation_1	Pearson Correlation	,745**
	Sig. (2-tailed)	,000
	N	30
Cultivation_2	Pearson Correlation	,724**
	Sig. (2-tailed)	,000
	N	30
Cultivation_3	Pearson Correlation	,744**
	Sig. (2-tailed)	,000
	N	30
Cultivation_4	Pearson Correlation	,677**
	Sig. (2-tailed)	,000
	N	30
Cultivation_5	Pearson Correlation	,651**
	Sig. (2-tailed)	,000
	N	30
Cultivation	Pearson Correlation	1
	N	30

\*\* . Correlation is significant at the 0.01 level

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

<sup>a</sup> Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
,750	5

Lampiran V Uji Validitas dan Reabilitas Variabel Care

a. Data

No	Care					Total
	16	17	18	19	20	
1	2	2	2	2	2	10
2	6	3	3	5	1	18
3	2	2	2	2	2	10
4	2	3	3	5	6	19
5	3	5	6	5	5	24
6	5	5	5	5	5	25
7	5	4	5	5	5	24
8	5	3	6	7	5	26
9	3	4	4	4	4	19
10	2	5	3	5	5	20
11	3	2	3	3	3	14
12	3	3	3	3	3	15
13	2	2	2	3	2	11
14	4	4	4	4	4	20
15	4	4	4	3	4	19

No	Care					Total
	16	17	18	19	20	
16	4	5	4	3	4	20
17	4	4	4	6	4	22
18	5	4	4	7	5	25
19	4	4	5	4	6	23
20	4	4	6	6	4	24
21	2	6	2	7	6	23
22	2	6	2	2	5	17
23	6	6	4	7	5	28
24	3	3	3	3	3	15
25	6	7	6	5	4	28
26	2	6	6	5	6	25
27	3	6	6	3	3	21
28	7	6	3	3	6	25
29	6	5	6	4	2	23
30	3	3	3	3	3	15

b. Uji Validitas dan reliabilitas Variabel Care

**Correlations**

**Correlations**

		Care
Care_1	Pearson Correlation	,622**
	Sig. (2-tailed)	,000
	N	30
Care_2	Pearson Correlation	,735**
	Sig. (2-tailed)	,000
	N	30
Care_3	Pearson Correlation	,719**
	Sig. (2-tailed)	,000
	N	30
Care_4	Pearson Correlation	,739**
	Sig. (2-tailed)	,000
	N	30
Care_5	Pearson Correlation	,655**
	Sig. (2-tailed)	,000
	N	30
Care	Pearson Correlation	1
	N	30

\*\* . Correlation is significant at the 0.01 level

**Reliability**

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

<sup>a</sup>. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,730	5

## Lampiran VI Uji Validitas dan Reabilitas Variabel Community

### a. Data

No	Community					
	21	22	23	24	25	Total
1	4	6	3	2	2	17
2	7	7	6	3	4	27
3	6	7	7	6	7	33
4	6	7	5	5	4	27
5	7	7	5	7	7	33
6	7	5	6	4	7	29
7	6	3	5	6	4	24
8	1	2	2	2	2	9
9	4	3	2	7	6	22
10	6	6	3	2	7	24
11	3	3	2	3	3	14
12	3	3	3	3	3	15
13	3	3	3	3	3	15
14	5	4	3	4	6	22
15	5	5	3	3	7	23

No	Community					
	21	22	23	24	25	Total
16	5	5	5	5	5	25
17	5	3	3	5	5	21
18	6	5	7	7	6	31
19	6	6	5	5	7	29
20	4	4	7	4	5	24
21	7	7	7	6	4	31
22	5	3	1	5	1	15
23	4	4	6	4	4	22
24	5	3	2	2	3	15
25	5	5	4	5	4	23
26	1	6	1	5	5	18
27	5	7	5	5	4	26
28	4	5	2	3	2	16
29	6	3	5	5	2	21
30	2	4	3	3	2	14

b.Uji Validitas dan reliabilitas Variabel Community

**Correlations**

**Correlations**

		Community
Community_1	Pearson Correlation	,807**
	Sig. (2-tailed)	,000
	N	30
Community_2	Pearson Correlation	,710**
	Sig. (2-tailed)	,000
	N	30
Community_3	Pearson Correlation	,799**
	Sig. (2-tailed)	,000
	N	30
Community_4	Pearson Correlation	,658**
	Sig. (2-tailed)	,000
	N	30
Community_5	Pearson Correlation	,735**
	Sig. (2-tailed)	,000
	N	30
Community	Pearson Correlation	1
	N	30

\*\* . Correlation is significant at the 0.01 level

**Reliability**

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

<sup>a</sup>. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,796	5

## Lampiran VII Uji Validitas dan Reabilitas Variabel Choice

### a. Data

No	Choice				
	26	27	28	29	Total
1	3	3	2	4	12
2	3	5	4	3	15
3	2	4	3	3	12
4	4	5	4	7	20
5	2	4	2	2	10
6	3	3	2	3	11
7	2	3	3	7	15
8	1	3	6	6	16
9	5	2	4	3	14
10	5	4	4	2	15
11	4	7	5	4	20
12	6	6	7	6	25
13	2	2	1	3	8
14	1	2	1	2	6
15	4	3	5	5	17

No	Choice				
	26	27	28	29	Total
16	3	6	5	6	20
17	3	2	2	3	10
18	2	5	5	6	18
19	4	5	4	5	18
20	5	6	7	6	24
21	2	2	4	1	9
22	1	3	3	2	9
23	5	3	5	5	18
24	3	7	7	7	24
25	5	7	5	5	22
26	3	5	4	5	17
27	3	5	6	2	16
28	4	2	6	4	16
29	4	2	4	3	13
30	7	4	6	6	23

b. Uji Validitas dan reliabilitas Variabel Choice

**Correlations**

**Correlations**

		Choice
Choice_1	Pearson Correlation	,673**
	Sig. (2-tailed)	,000
	N	30
Choice_2	Pearson Correlation	,770**
	Sig. (2-tailed)	,000
	N	30
Choice_3	Pearson Correlation	,856**
	Sig. (2-tailed)	,000
	N	30
Choice_4	Pearson Correlation	,777**
	Sig. (2-tailed)	,000
	N	30
Choice	Pearson Correlation	1
	N	30

\*\* . Correlation is significant at the 0.01 level

**Reliability**

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

<sup>a</sup>. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,772	4

Lampiran VIII Uji Validitas dan Reabilitas Variabel Convenience

a. Data

No	Convenience					Total
	30	31	32	33	34	
1	7	7	3	5	5	27
2	4	2	4	2	4	16
3	7	1	7	6	2	23
4	4	4	3	2	5	18
5	3	3	6	6	6	24
6	4	5	4	4	6	23
7	6	5	4	3	6	24
8	4	5	5	5	5	24
9	3	3	3	4	3	16
10	3	3	3	3	3	15
11	2	2	2	2	2	10
12	4	4	4	4	4	20
13	4	5	4	4	4	21
14	2	2	2	2	3	11
15	3	2	2	2	3	12

No	Convenience					Total
	30	31	32	33	34	
16	3	2	4	6	2	17
17	3	2	4	2	2	13
18	7	4	7	7	5	30
19	3	4	4	5	2	18
20	2	3	4	4	7	20
21	5	5	5	5	5	25
22	2	4	5	4	4	19
23	4	5	6	4	7	26
24	6	4	3	5	5	23
25	5	4	6	6	5	26
26	2	5	4	4	4	19
27	5	5	5	5	5	25
28	3	4	4	3	3	17
29	3	3	5	7	2	20
30	4	4	3	5	4	20



b. Uji Validitas dan reliabilitas Variabel Convinience

**Correlations**

**Correlations**

		Convinience
Convinience_1	Pearson Correlation	,728**
	Sig. (2-tailed)	,000
	N	30
Convinience_2	Pearson Correlation	,650**
	Sig. (2-tailed)	,000
	N	30
Convinience_3	Pearson Correlation	,713**
	Sig. (2-tailed)	,000
	N	30
Convinience_4	Pearson Correlation	,707**
	Sig. (2-tailed)	,000
	N	30
Convinience_5	Pearson Correlation	,658**
	Sig. (2-tailed)	,000
	N	30
Convinience	Pearson Correlation	1
	N	30

\*\* . Correlation is significant at the 0.01 level

**Reliability**

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

<sup>a</sup> . Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,725	5

## Lampiran IX Uji Validitas dan Reabilitas Variabel Character

### a. Data

No	Character					Total
	35	36	37	38	39	
1	5	4	7	4	3	23
2	3	4	3	4	3	17
3	2	2	3	3	3	13
4	4	5	5	6	6	26
5	5	4	4	4	5	22
6	6	3	3	3	3	18
7	6	4	5	3	4	22
8	2	1	6	2	5	16
9	5	5	5	4	4	23
10	2	2	6	6	6	22
11	7	2	4	6	3	22
12	5	3	7	3	4	22
13	5	5	6	7	7	30
14	6	5	6	4	5	26
15	2	2	2	2	2	10

No	Character					Total
	35	36	37	38	39	
16	2	2	3	3	2	12
17	3	4	4	5	4	20
18	3	5	4	3	3	18
19	3	3	2	2	2	12
20	4	2	2	1	3	12
21	4	4	2	3	3	16
22	3	2	2	5	6	18
23	1	2	4	4	2	13
24	2	1	4	2	4	13
25	4	2	1	2	5	14
26	3	3	3	5	3	17
27	5	5	4	4	5	23
28	3	5	6	7	2	23
29	3	4	4	3	2	16
30	5	6	5	5	7	28

b. Uji Validitas dan reliabilitas Variabel Character

**Correlations**

**Correlations**

		Character
Character_1	Pearson Correlation	,640**
	Sig. (2-tailed)	,000
	N	30
Character_2	Pearson Correlation	,727**
	Sig. (2-tailed)	,000
	N	30
Character_3	Pearson Correlation	,707**
	Sig. (2-tailed)	,000
	N	30
Character_4	Pearson Correlation	,728**
	Sig. (2-tailed)	,000
	N	30
Character_5	Pearson Correlation	,662**
	Sig. (2-tailed)	,000
	N	30
Character	Pearson Correlation	1
	N	30

\*\* . Correlation is significant at the 0.01 level

**Reliability**

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

<sup>a</sup>. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,728	5

Lampiran X Uji Validitas dan Reabilitas Variabel E-Loyalty

a. Data

No	E-Loyalty							Total
	40	41	42	43	44	45	46	
1	1	2	2	3	1	1	1	11
2	2	2	5	3	6	3	4	25
3	3	4	4	4	3	4	6	28
4	4	3	4	3	2	4	3	23
5	4	4	4	4	7	4	7	34
6	5	5	4	6	4	4	5	33
7	3	6	5	4	4	6	3	31
8	5	4	4	6	6	2	6	33
9	2	7	2	5	4	5	7	32
10	2	6	4	4	2	3	5	26
11	3	3	3	3	3	3	3	21
12	2	3	2	6	4	4	2	23
13	3	3	5	5	3	5	3	27
14	4	5	4	6	4	4	2	29
15	6	3	4	3	7	6	5	34

No	E-Loyalty							Total
	40	41	42	43	44	45	46	
16	3	4	6	5	7	2	5	32
17	5	3	3	4	4	5	3	27
18	3	3	3	3	3	3	3	21
19	4	4	4	3	4	4	4	27
20	3	3	2	3	2	2	2	17
21	2	2	2	2	2	2	2	14
22	3	3	5	2	7	4	6	30
23	3	2	2	3	2	3	4	19
24	3	7	6	7	7	4	2	36
25	2	1	6	7	7	3	5	31
26	7	4	4	6	2	7	3	33
27	4	3	2	3	3	6	2	23
28	5	7	5	5	7	7	6	42
29	1	2	3	3	2	2	2	15
30	3	1	2	5	4	3	6	24

b. Uji Validitas dan reliabilitas Variabel E-Loyalty

**Correlations**

**Correlations**

		E_loyalty
Loyalty_1	Pearson Correlation	,589**
	Sig. (2-tailed)	,001
	N	30
Loyalty_2	Pearson Correlation	,639**
	Sig. (2-tailed)	,000
	N	30
Loyalty_3	Pearson Correlation	,674**
	Sig. (2-tailed)	,000
	N	30
Loyalty_4	Pearson Correlation	,588**
	Sig. (2-tailed)	,001
	N	30
Loyalty_5	Pearson Correlation	,751**
	Sig. (2-tailed)	,000
	N	30
Loyalty_6	Pearson Correlation	,627**
	Sig. (2-tailed)	,000
	N	30
Loyalty_7	Pearson Correlation	,610**
	Sig. (2-tailed)	,000
	N	30
E_loyalty	Pearson Correlation	1
	N	30

\*\* . Correlation is significant at the 0.01 level

**Reliability**

**Case Processing Summary**

	N	%
CasesValid	30	100,0
Excluded <sup>a</sup>	0	,0
Total	30	100,0

<sup>a</sup>. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,758	7

## Lampiran XI Uji Validitas dan Reabilitas Variabel Search

### a. Data

No	Search					Total
	47	48	49	50	51	
1	4	1	6	7	6	24
2	5	2	6	5	5	23
3	6	2	7	1	7	23
4	5	6	4	5	3	23
5	2	3	5	2	4	16
6	3	1	7	5	7	23
7	7	5	6	4	1	23
8	5	5	3	3	5	21
9	3	1	5	5	5	19
10	2	5	7	5	7	26
11	7	4	7	5	1	24
12	3	4	3	5	6	21
13	2	2	2	2	3	11
14	3	7	6	5	5	26
15	7	5	4	6	2	24

No	Search					Total
	47	48	49	50	51	
16	2	6	4	5	6	23
17	5	5	4	4	5	23
18	6	5	5	7	5	28
19	7	7	5	4	5	28
20	5	5	5	6	6	27
21	5	3	5	4	3	20
22	6	4	7	6	7	30
23	5	1	6	5	1	18
24	5	7	4	6	7	29
25	1	1	2	1	1	6
26	5	3	3	6	6	23
27	5	7	5	7	7	31
28	3	3	4	3	4	17
29	2	1	2	2	1	8
30	2	1	1	1	2	7

b. Uji Validitas dan reliabilitas Variabel Search

**Correlations**

**Correlations**

		Search
Search_1	Pearson Correlation	,646**
	Sig. (2-tailed)	,000
	N	30
Search_2	Pearson Correlation	,690**
	Sig. (2-tailed)	,000
	N	30
Search_3	Pearson Correlation	,657**
	Sig. (2-tailed)	,000
	N	30
Search_4	Pearson Correlation	,790**
	Sig. (2-tailed)	,000
	N	30
Search_5	Pearson Correlation	,642**
	Sig. (2-tailed)	,000
	N	30
Search	Pearson Correlation	1
	N	30

\*\* . Correlation is significant at the 0.01 level

**Reliability**

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

<sup>a</sup>. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,710	5

## Lampiran XII Uji Validitas dan Reabilitas Variabel Word of Mouth

### a. Data

No	Word-of-mouth				Total
	52	53	54	55	
1	4	2	5	7	18
2	7	6	5	2	20
3	3	6	3	7	19
4	7	5	2	3	17
5	2	3	2	2	9
6	2	4	6	5	17
7	5	6	6	7	24
8	2	3	2	3	10
9	2	1	2	1	6
10	1	3	2	3	9
11	2	2	2	2	8
12	7	7	6	6	26
13	7	7	4	3	21
14	4	2	2	3	11
15	6	4	3	1	14

No	Wors-of-Mouth				Total
	52	53	54	55	
16	6	4	5	7	22
17	4	2	4	4	14
18	1	7	1	5	14
19	7	4	6	4	21
20	5	7	7	3	22
21	5	6	6	7	24
22	3	3	2	3	11
23	3	4	6	7	20
24	2	3	4	4	13
25	3	1	4	7	15
26	1	2	1	1	5
27	4	4	4	4	16
28	3	4	1	6	14
29	6	2	3	3	14
30	6	6	7	6	25



b. Uji Validitas dan reliabilitas Variabel Word Of Mouth

**Correlations**

**Correlations**

		Word_of_Mouth
Word_1	Pearson Correlation	,718**
	Sig. (2-tailed)	,000
	N	30
Word_2	Pearson Correlation	,737**
	Sig. (2-tailed)	,000
	N	30
Word_3	Pearson Correlation	,838**
	Sig. (2-tailed)	,000
	N	30
Word_4	Pearson Correlation	,656**
	Sig. (2-tailed)	,000
	N	30
Word_of_Mouth	Pearson Correlation	1
	N	30

\*\* . Correlation is significant at the 0.01 level

**Reliability**

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

<sup>a</sup>. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,716	4

Lampiran XIII Uji Validitas dan Reabilitas Variabel Willingness to Pay More

a. Data

No	Willingness to pay more				
	56	57	58	59	Total
1	3	3	3	4	13
2	2	4	5	2	13
3	4	6	5	4	19
4	6	5	3	5	19
5	7	6	4	5	22
6	6	3	5	5	19
7	2	1	2	2	7
8	5	5	5	5	20
9	3	4	7	3	17
10	5	5	5	5	20
11	6	5	7	5	23
12	2	4	1	3	10
13	2	2	2	2	8
14	3	6	6	5	20
15	6	7	6	7	26

No	Willingness to pay more				
	56	57	58	59	Total
16	5	3	3	6	17
17	1	1	1	1	4
18	7	7	2	1	17
19	2	2	3	2	9
20	2	6	3	4	15
21	6	3	2	6	17
22	6	5	7	5	23
23	3	7	4	7	21
24	2	5	3	5	15
25	6	5	3	5	19
26	4	4	3	2	13
27	2	7	6	2	17
28	5	6	7	7	25
29	2	2	2	4	10
30	6	5	5	5	21

b. Uji Validitas dan reliabilitas Variabel Willingness to Paymore

**Correlations**

**Correlations**

		Willingness
Willingness_1	Pearson Correlation	,748**
	Sig. (2-tailed)	,000
	N	30
Willingness_2	Pearson Correlation	,772**
	Sig. (2-tailed)	,000
	N	30
Willingness_3	Pearson Correlation	,748**
	Sig. (2-tailed)	,000
	N	30
Willingness_4	Pearson Correlation	,764**
	Sig. (2-tailed)	,000
	N	30
Willingness	Pearson Correlation	1
	N	30

\*\* . Correlation is significant at the 0.01 level

**Reliability**

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

<sup>a</sup>. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,752	4

Lampiran XIV Uji Regresi Berganda Karakter E-Business terhadap E-Loyalty

a. Data

NO	Customization						Contact Interactivity						Cultivation						Care						Community					
	1	2	3	4	5	Total	6	7	8	9	10	Total	11	12	13	14	15	Total	16	17	18	19	20	Total	21	22	23	24	25	Total
1	3	5	1	5	4	18	3	2	4	1	5	15	6	1	3	4	5	19	2	4	3	6	7	22	4	5	7	1	5	22
2	6	3	3	6	6	24	2	7	3	7	7	26	6	4	2	4	6	22	3	2	6	7	1	19	6	7	5	7	7	32
3	3	4	3	6	4	20	2	3	7	3	1	16	4	4	4	7	1	20	5	5	1	4	2	17	3	2	1	4	7	17
4	1	7	5	3	3	19	6	4	2	6	2	20	1	2	2	7	3	15	6	2	2	5	5	20	3	2	5	1	2	13
5	3	5	1	7	3	19	3	6	7	4	6	26	6	6	3	6	3	24	5	5	7	4	6	27	2	6	4	4	1	17
6	7	4	6	6	5	28	3	6	5	6	7	27	6	1	1	6	2	16	4	2	2	6	4	18	1	2	2	2	2	9
7	6	7	7	1	1	22	3	3	5	7	7	25	6	6	2	3	2	19	2	5	4	2	3	16	2	3	5	3	7	20
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No	Customization						Contact Interactivity						Cultivation						Care						Community					
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253	2	3	2	6	5	18	1	3	7	6	3	20	2	5	6	7	3	23	7	5	7	3	2	24	7	7	3	6	5	28
254	4	1	7	6	5	23	1	2	4	6	4	17	5	6	7	6	7	31	7	5	2	3	6	23	3	7	7	3	7	27
255	3	7	5	6	4	25	4	3	6	3	3	19	2	5	4	4	1	16	3	2	6	6	3	20	1	1	7	2	5	16
256	1	2	1	5	4	13	4	2	2	4	1	13	5	6	2	3	4	20	3	2	6	7	7	25	5	1	1	6	1	14
257	1	5	2	3	1	12	1	4	4	1	4	14	6	5	7	3	6	27	4	5	3	3	5	20	4	2	6	2	2	16
258	6	2	5	6	7	26	5	2	1	3	2	13	2	2	1	2	6	13	3	5	6	2	2	18	4	3	2	2	2	13
259	7	4	7	3	1	22	7	7	6	5	3	28	3	4	7	3	2	19	6	2	2	5	2	17	2	2	3	2	3	12
260	4	7	5	1	1	18	7	5	7	5	4	28	3	4	1	1	6	15	4	4	7	5	6	26	6	4	5	1	5	21
261	6	6	6	6	2	26	4	7	2	1	7	21	1	6	3	2	6	18	6	5	2	3	7	23	3	5	2	1	4	15
262	5	1	2	4	1	13	7	4	1	2	7	21	5	7	3	3	3	21	3	2	3	4	3	15	3	4	6	7	4	24
263	7	3	7	6	4	27	7	2	3	1	1	14	5	1	3	2	1	12	1	1	2	4	1	9	7	1	1	1	1	11
264	7	2	5	4	3	21	7	5	2	1	5	20	2	4	7	3	3	19	7	6	4	1	5	23	7	5	2	4	3	21
265	1	1	1	3	6	12	7	6	2	4	7	26	7	4	5	3	5	24	5	5	6	7	2	25	7	7	2	7	3	26
266	2	6	6	3	7	24	4	6	2	2	2	16	1	6	3	5	3	18	1	6	3	7	3	20	7	3	6	4	4	24
267	6	2	6	2	1	17	6	5	5	3	2	21	2	4	2	6	5	19	1	3	4	3	5	16	3	2	4	6	4	19
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No	Customization						Contact Interactivity						Cultivation						Care						Community					
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270	2	1	2	6	2	13	4	2	3	6	6	21	1	1	4	7	6	19	7	7	6	4	7	31	7	4	7	4	4	26
271	1	7	4	7	1	20	7	2	2	4	2	17	2	2	2	4	3	13	2	3	2	2	2	11	2	1	1	2	2	8
272	2	5	5	6	3	21	7	4	1	1	4	17	4	7	1	3	7	22	6	7	6	6	6	31	5	4	7	1	2	19
273	6	6	4	6	6	28	6	6	1	1	7	21	4	7	6	3	2	22	6	4	2	2	7	21	7	2	2	2	2	15
274	6	6	2	3	4	21	5	5	5	2	5	22	3	1	5	1	1	11	4	4	6	2	1	17	7	3	5	6	4	25
275	2	5	5	1	2	15	6	5	4	1	3	19	2	4	3	6	4	19	7	2	3	6	4	22	4	5	5	6	7	27
276	4	6	3	1	2	16	5	4	2	6	2	19	2	1	4	2	7	16	3	6	3	3	3	18	7	7	7	4	5	30
277	2	7	7	7	6	29	7	2	5	4	6	24	1	7	7	2	1	18	4	6	4	7	3	24	5	2	7	5	7	26
278	7	6	2	3	4	22	1	5	1	7	2	16	2	2	1	2	3	10	2	3	2	3	6	16	1	4	2	4	2	13
279	5	5	1	2	5	18	5	7	2	5	2	21	7	1	1	6	4	19	3	5	2	7	7	24	6	3	2	4	4	19
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281	4	7	3	2	6	22	5	5	1	6	6	23	5	6	3	7	3	24	5	4	1	1	4	15	5	3	2	4	3	17
282	7	1	2	1	2	13	3	1	7	4	2	17	5	5	2	1	6	19	5	4	1	5	1	16	1	6	1	3	3	14
283	1	3	1	6	2	13	7	5	4	6	2	24	2	2	2	2	5	13	2	2	2	2	3	11	2	1	3	2	1	9
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287	1	4	6	7	3	21	1	3	1	2	1	8	4	6	7	2	5	24	2	2	5	3	2	14	6	3	2	7	6	24
288	1	7	3	1	1	13	7	4	4	2	6	23	6	6	2	7	6	27	7	3	3	1	4	18	6	3	6	2	2	19
289	7	6	1	4	1	19	3	5	5	6	3	22	4	3	2	7	7	23	6	3	2	2	7	20	1	7	7	7	5	27
290	6	6	5	1	5	23	2	4	1	6	4	17	4	4	4	2	5	19	3	6	7	2	7	25	6	1	1	7	5	20
291	3	2	4	2	4	15	4	3	4	4	5	20	2	3	4	7	3	19	5	1	5	1	4	16	6	7	7	3	1	24
292	5	3	7	4	3	22	2	3	6	1	6	18	4	7	2	3	1	17	5	6	2	7	1	21	1	2	4	4	5	16
293	3	2	2	7	2	16	6	6	4	4	7	27	3	5	3	5	1	17	1	7	2	4	4	18	4	6	6	4	2	22
294	3	4	2	7	1	17	1	2	5	4	3	15	4	3	4	3	4	18	6	4	5	3	1	19	1	4	3	2	1	11
295	7	5	3	2	5	22	4	7	4	7	5	27	3	3	3	3	2	14	5	7	6	2	2	22	2	6	2	6	4	20
296	7	1	2	2	3	15	7	5	2	2	3	19	6	3	4	4	4	21	4	7	5	6	1	23	2	2	3	2	3	12
297	7	3	2	2	1	15	6	4	4	3	4	21	1	1	4	2	1	9	6	2	3	7	7	25	7	5	2	2	2	18
298	6	3	4	2	7	22	7	5	3	6	6	27	2	3	4	1	6	16	5	4	6	2	4	21	7	2	2	5	6	22
299	6	1	5	3	2	17	7	3	6	1	6	23	7	1	4	1	6	19	5	5	1	4	4	19	2	5	1	2	2	12
300	3	6	4	2	5	20	3	6	1	7	3	20	4	6	2	2	7	21	1	2	2	7	2	14	5	1	7	2	6	21

No	Choice					Convenience						Character						E-Loyalty							
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2	3	7	2	6	18	6	7	7	3	5	28	7	6	4	7	3	27	5	7	6	7	5	2	3	35
3	7	4	1	7	19	3	2	1	2	1	9	5	3	5	3	4	20	3	6	7	2	2	2	2	24
4	4	6	2	1	13	2	2	2	1	1	8	5	4	2	3	7	21	3	5	6	3	2	4	2	25
5	5	5	2	2	14	2	2	2	2	2	10	3	2	4	7	5	21	1	3	1	7	6	5	4	27
6	2	6	2	2	12	2	6	7	6	2	23	7	6	3	1	4	21	2	3	7	3	7	7	1	30
7	6	6	2	5	19	6	1	4	3	4	18	7	1	1	6	4	19	4	4	5	5	4	3	4	29
8	5	7	6	6	24	4	6	2	1	6	19	1	2	1	7	4	15	2	6	7	6	2	3	5	31
9	2	4	5	2	13	6	4	1	7	3	21	7	7	6	3	5	28	1	5	7	7	1	4	3	28
10	5	3	6	7	21	4	6	2	7	7	26	5	5	2	7	3	22	2	6	7	2	3	6	3	29
11	4	2	2	2	10	4	6	5	2	1	18	5	1	1	2	3	12	6	1	3	5	1	7	2	25
12	5	5	5	2	17	4	2	3	1	7	17	1	4	2	4	5	16	5	1	5	7	2	2	1	23
13	7	5	7	3	22	2	2	7	1	7	19	2	4	6	1	3	16	7	3	6	2	7	2	3	30
14	2	1	2	3	8	3	4	3	4	5	19	6	5	1	6	7	25	2	1	1	6	5	5	5	25
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17	3	7	4	1	15	7	2	5	2	4	20	4	6	4	3	2	19	1	4	4	1	7	7	5	29
18	2	4	3	3	12	3	7	2	2	4	18	1	6	4	3	5	19	4	6	1	1	1	7	5	25
19	1	6	5	5	17	5	6	2	4	6	23	2	7	5	7	3	24	5	4	3	4	5	3	4	28
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21	6	6	3	5	20	5	2	4	5	2	18	6	1	4	7	2	20	6	2	4	2	5	1	3	23
22	4	4	7	7	22	4	5	6	6	5	26	4	2	5	3	5	19	4	1	5	3	1	7	4	25
23	7	4	6	6	23	6	6	7	4	7	30	4	2	6	5	3	20	3	3	1	1	7	4	3	22
24	7	1	2	7	17	1	6	2	3	4	16	2	4	7	7	2	22	5	4	1	4	1	4	6	25
25	2	2	3	5	12	6	7	2	4	6	25	3	1	7	7	1	19	7	4	3	2	2	2	2	22
26	3	2	6	1	12	4	1	4	6	2	17	7	6	7	6	1	27	5	2	2	4	7	3	7	30
27	3	3	2	2	10	3	3	1	2	2	11	2	3	1	2	2	10	4	2	3	6	1	5	6	27

No	Choice					Convenience						Character						E-Loyalty							
	26	27	28	29	Total	30	31	32	33	34	Total	35	36	37	38	39	Total	40	41	42	43	44	45	46	Total
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29	7	7	7	3	24	7	6	6	5	7	31	3	1	2	3	3	12	4	2	3	7	7	4	7	34
30	3	4	6	3	16	3	3	3	6	2	17	7	7	3	4	7	28	5	2	2	3	6	4	4	26
31	6	3	4	2	15	7	3	4	7	6	27	7	7	4	6	4	28	5	7	4	1	4	7	5	33
32	2	7	2	3	14	7	6	3	3	5	24	3	4	4	1	2	14	7	3	3	7	4	1	3	28
33	2	4	5	3	14	1	4	6	3	7	21	2	5	2	6	2	17	4	5	2	2	2	6	4	25
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35	7	7	2	3	19	7	5	5	4	2	23	3	5	4	7	4	23	2	4	6	5	6	2	4	29
36	7	1	6	6	20	5	2	2	1	4	14	3	3	1	3	6	16	7	7	6	2	2	2	1	27
37	5	3	2	7	17	7	5	7	7	7	33	7	4	3	7	3	24	1	2	6	7	7	4	5	32
38	6	5	6	5	22	3	1	2	2	6	14	7	7	2	3	3	22	6	4	7	6	3	4	5	35
39	3	6	2	7	18	6	5	4	5	7	27	3	2	6	6	3	20	2	5	4	3	5	4	1	24
40	3	6	1	3	13	4	7	3	3	4	21	1	6	6	3	3	19	3	2	2	5	6	6	7	31
41	6	2	2	4	14	7	1	6	5	5	24	5	6	3	5	7	26	5	3	4	4	4	3	5	28
42	4	1	4	2	11	4	3	3	2	1	13	2	3	5	1	2	13	5	5	4	1	3	2	3	23
43	5	3	6	2	16	5	5	6	3	6	25	3	2	1	4	6	16	1	4	6	7	3	2	7	30
44	1	1	4	4	10	2	2	3	4	3	14	1	3	2	3	5	14	2	2	6	2	2	2	5	21
45	5	7	6	7	25	5	2	4	3	7	21	7	6	4	1	3	21	6	7	2	7	5	3	3	33
46	6	4	4	4	18	2	6	3	7	1	19	3	2	4	4	2	15	3	3	4	2	4	3	6	25
47	6	1	3	1	11	6	3	2	4	5	20	2	7	5	1	7	22	1	3	6	1	4	1	4	20
48	1	6	3	3	13	3	1	3	2	3	12	5	4	7	4	3	23	4	7	7	7	1	4	2	32
49	7	2	7	3	19	6	4	4	2	5	21	1	6	3	1	5	16	5	6	3	1	3	7	4	29
50	7	2	3	3	15	6	3	6	5	6	26	6	6	2	7	1	22	6	7	1	4	6	3	5	32
51	2	3	6	6	17	2	4	1	6	7	20	4	5	7	6	6	28	3	5	6	4	4	6	3	31
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53	7	1	3	2	13	5	6	6	1	3	21	1	7	2	7	4	21	1	6	4	1	2	6	4	24
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No	Choice					Convenience						Character						E-Loyalty							
	26	27	28	29	Total	30	31	32	33	34	Total	35	36	37	38	39	Total	40	41	42	43	44	45	46	Total
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56	5	4	7	3	19	7	3	3	7	6	26	5	6	6	4	1	22	4	3	1	2	2	3	7	22
57	5	7	4	4	20	7	2	7	7	7	30	4	4	1	5	7	21	2	6	6	4	6	7	1	32
58	2	4	2	4	12	5	7	6	7	2	27	1	3	6	6	1	17	1	4	1	7	4	7	5	29
59	5	7	5	1	18	5	7	7	1	3	23	2	5	4	3	4	18	3	4	3	5	7	6	7	35
60	1	2	3	2	8	3	2	2	2	2	11	2	1	2	2	1	8	6	2	3	4	3	1	3	22
61	6	5	6	7	24	5	2	5	4	3	19	5	7	7	4	7	30	2	4	5	3	3	5	7	29
62	4	4	1	5	14	1	4	4	6	5	20	5	1	6	2	1	15	4	5	2	4	4	4	1	24
63	7	7	7	7	28	6	6	7	7	7	33	5	4	7	4	5	25	2	4	5	7	6	6	6	36
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65	2	6	2	4	14	5	5	1	6	4	21	7	4	1	6	3	21	7	3	5	4	3	2	2	26
66	5	4	5	5	19	3	3	3	2	2	13	7	7	2	4	6	26	7	7	4	3	6	4	2	33
67	1	4	5	4	14	5	1	4	1	3	14	5	6	4	5	6	26	3	4	7	2	1	1	4	22
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70	5	6	4	2	17	3	4	7	4	4	22	5	2	2	6	5	20	2	1	5	2	1	7	7	25
71	4	4	5	7	20	5	4	4	2	1	16	6	6	6	4	4	26	1	2	1	4	7	7	3	25
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73	7	3	7	7	24	4	7	4	7	6	28	7	5	7	7	3	29	5	7	5	6	4	7	7	41
74	7	6	3	7	23	6	3	7	7	6	29	6	3	4	1	1	15	4	7	4	5	4	6	7	37
75	2	4	7	2	15	6	1	5	3	2	17	4	1	5	2	6	18	3	6	2	5	5	6	1	28
76	3	1	5	1	10	3	2	3	5	4	17	5	7	2	6	5	25	1	5	4	3	2	7	7	29
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80	2	1	6	3	12	3	3	3	2	3	14	1	4	2	1	5	13	2	6	1	3	7	2	6	27
81	4	5	2	3	14	4	5	4	7	3	23	5	5	4	2	7	23	3	1	1	7	1	7	5	25
82	7	3	2	6	18	1	5	6	2	2	16	7	2	3	2	1	15	7	7	1	5	6	2	7	35

No	Choice					Convenience						Character						E-Loyalty							
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84	2	2	5	2	11	6	6	2	5	3	22	2	2	2	4	1	11	6	1	6	4	1	2	4	24
85	1	2	5	2	10	4	5	4	7	3	23	6	3	3	7	1	20	1	2	7	2	7	5	3	27
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87	6	5	3	1	15	5	5	6	5	3	24	2	6	1	4	4	17	3	3	3	4	2	5	2	22
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91	7	4	4	1	16	2	1	2	4	3	12	7	4	4	6	6	27	4	1	2	4	7	6	2	26
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93	7	4	7	6	24	7	6	7	4	3	27	3	3	3	5	7	21	2	4	2	7	7	4	5	31
94	7	7	7	3	24	3	7	5	2	7	24	6	7	5	3	3	24	6	4	4	2	1	3	5	25
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102	3	4	5	4	16	4	1	5	5	1	16	4	1	5	3	5	18	5	3	4	2	3	5	2	24
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No	Choice					Convenience						Character						E-Loyalty							
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135	4	1	5	3	13	2	1	3	7	6	19	2	6	1	5	1	15	2	3	2	2	7	4	7	27
136	4	6	1	5	16	3	4	1	1	2	11	3	1	6	5	7	22	4	2	3	3	6	3	6	27

No	Choice					Convenience						Character						E-Loyalty							
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138	2	2	2	2	8	2	2	2	5	1	12	3	2	1	4	4	14	1	4	4	6	4	2	7	28
139	5	7	2	1	15	7	3	5	6	1	22	5	1	6	4	4	20	6	5	7	4	3	1	2	28
140	6	3	5	4	18	7	5	5	7	4	28	5	7	3	4	1	20	1	4	5	7	4	7	3	31
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142	3	5	6	7	21	5	2	2	6	2	17	2	2	3	3	3	13	3	2	1	6	7	7	1	27
143	1	5	7	1	14	4	7	6	3	5	25	1	3	4	1	4	13	4	7	6	1	4	2	2	26
144	2	4	1	3	10	6	5	2	2	2	17	2	2	4	2	2	12	3	5	3	2	1	6	2	22
145	2	3	2	2	9	1	3	2	6	5	17	2	7	6	7	1	23	5	1	3	1	1	7	5	23
146	6	2	4	7	19	3	3	1	4	1	12	1	3	7	2	5	18	2	2	2	1	5	1	7	20
147	1	1	3	2	7	5	2	5	4	7	23	3	3	4	4	1	15	2	3	7	6	5	1	2	26
148	6	3	7	4	20	7	6	4	5	6	28	4	5	1	5	4	19	4	6	7	7	2	5	7	38
149	2	2	2	2	8	2	2	2	2	2	10	2	1	2	4	7	16	2	3	2	3	5	5	5	25
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163	7	7	6	7	27	6	4	3	4	3	20	7	3	6	2	5	23	4	1	6	6	6	2	2	27

No	Choice					Convenience						Character						E-Loyalty							
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166	7	2	4	5	18	1	2	3	7	6	19	1	1	4	3	5	14	4	1	3	2	2	7	5	24
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175	1	3	4	5	13	6	2	7	7	4	26	7	4	4	7	6	28	1	7	3	1	5	3	6	26
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No	Choice					Convenience						Character						E-Loyalty							
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201	7	3	7	4	21	1	2	4	6	2	15	5	1	1	3	4	14	6	5	6	2	2	4	3	28
202	7	1	4	6	18	4	3	5	7	3	22	5	1	5	4	2	17	7	4	2	2	2	4	4	25
203	3	4	7	7	21	6	7	7	6	4	30	2	1	7	5	2	17	6	3	5	2	2	7	6	31
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206	3	4	7	6	20	5	7	4	7	6	29	7	1	6	6	6	26	5	2	7	4	7	4	7	36
207	2	5	3	2	12	6	1	2	3	4	16	7	2	1	4	6	20	2	1	5	7	4	1	3	23
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216	5	7	7	5	24	4	7	7	6	4	28	1	5	6	6	3	21	4	5	3	3	7	5	2	29
217	4	7	6	6	23	5	5	6	6	7	29	2	2	5	3	1	13	5	1	1	7	3	7	7	31

No	Choice					Convenience						Character						E-Loyalty							
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226	2	3	2	2	9	4	2	4	6	7	23	7	1	1	3	5	17	2	4	6	2	4	3	3	24
227	4	1	2	7	14	5	5	1	6	7	24	7	3	3	3	4	20	2	6	1	4	4	6	6	29
228	1	3	3	5	12	5	1	2	6	4	18	7	2	3	6	4	22	4	5	2	4	5	4	2	26
229	2	2	1	6	11	3	1	2	5	7	18	3	4	6	5	5	23	3	1	6	4	3	5	6	28
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231	6	7	4	7	24	7	5	7	7	7	33	6	7	7	7	7	34	2	3	2	6	7	5	7	32
232	5	2	2	1	10	2	4	2	6	5	19	6	3	7	3	6	25	6	5	2	2	3	3	2	23
233	4	2	3	3	12	2	4	5	1	6	18	2	7	6	4	7	26	4	7	4	7	5	1	1	29
234	2	1	2	6	11	1	2	2	2	3	10	2	2	2	5	6	17	6	2	2	2	5	2	3	22
235	2	5	1	2	10	1	3	2	2	2	10	2	2	3	2	3	12	3	2	5	2	4	4	2	22
236	6	2	3	2	13	1	4	6	2	6	19	7	3	4	4	4	22	1	3	1	3	4	6	5	23
237	1	6	6	7	20	7	2	4	5	7	25	7	5	5	7	6	30	6	3	2	7	5	2	6	31
238	5	2	5	2	14	5	5	7	5	4	26	3	3	3	2	4	15	1	1	5	6	6	7	3	29
239	2	3	4	4	13	2	5	2	2	5	16	5	2	2	2	3	14	6	3	4	6	3	4	1	27
240	3	7	7	7	24	2	5	2	7	4	20	6	2	6	6	2	22	6	4	1	5	2	5	6	29
241	6	1	4	3	14	6	7	6	7	1	27	3	6	6	2	4	21	7	5	4	2	1	1	5	25
242	2	2	1	2	7	7	4	6	4	4	25	1	1	2	4	7	15	2	2	5	2	2	3	6	22
243	7	4	6	7	24	7	3	3	7	7	27	7	7	4	7	6	31	6	1	7	7	3	2	6	32
244	1	5	1	4	11	6	1	5	3	1	16	5	5	4	1	6	21	7	7	5	6	2	2	2	31

No	Choice					Convenience						Character						E-Loyalty							
	26	27	28	29	Total	30	31	32	33	34	Total	35	36	37	38	39	Total	40	41	42	43	44	45	46	Total
245	5	4	4	7	20	5	7	2	6	6	26	2	2	4	3	5	16	2	4	5	5	1	5	7	29
246	6	6	3	7	22	3	7	7	7	5	29	7	7	7	7	7	35	5	5	4	7	7	5	5	38
247	3	4	2	3	12	3	7	1	3	4	18	6	6	2	4	2	20	2	7	1	3	4	5	7	29
248	7	5	3	5	20	2	6	4	4	1	17	3	5	7	2	6	23	2	4	7	4	4	4	3	28
249	2	2	3	6	13	5	4	4	3	6	22	5	3	7	5	3	23	5	1	6	3	6	6	1	28
250	2	2	2	4	10	5	3	2	6	1	17	2	7	6	5	7	27	3	3	4	1	3	6	4	24
251	2	2	7	7	18	7	7	1	5	6	26	2	7	1	4	2	16	5	2	2	3	3	3	2	20
252	7	3	1	4	15	7	5	7	5	3	27	4	1	2	1	7	15	2	2	6	5	5	3	5	28
253	3	4	1	6	14	7	1	1	2	3	14	7	4	1	1	3	16	5	7	2	2	7	3	2	28
254	6	3	6	6	21	7	3	6	6	6	28	7	5	7	7	7	33	7	4	5	7	5	5	4	37
255	5	7	3	6	21	7	3	2	7	3	22	3	6	6	2	5	22	7	6	2	7	1	3	3	29
256	2	2	4	3	11	4	4	7	5	5	25	2	1	1	7	3	14	6	6	1	6	1	4	6	30
257	3	7	6	1	17	3	6	6	4	2	21	3	6	3	6	4	22	5	3	2	4	3	6	4	27
258	2	3	7	6	18	4	3	2	2	2	13	2	2	6	6	6	22	1	4	6	2	2	4	5	24
259	2	3	3	1	9	5	3	3	3	2	16	5	2	2	1	1	11	2	2	5	2	3	4	5	23
260	7	2	3	5	17	5	7	7	3	5	27	7	6	3	1	7	24	1	3	2	7	5	5	5	28
261	3	5	3	3	14	3	4	2	1	3	13	2	1	2	5	7	17	7	2	6	2	4	4	1	26
262	6	5	6	5	22	3	4	5	5	3	20	3	5	6	4	4	22	6	4	2	1	5	4	6	28
263	4	1	5	1	11	4	1	1	4	3	13	3	3	3	1	4	14	5	3	2	4	2	2	2	20
264	3	5	2	5	15	2	3	4	7	3	19	3	2	3	5	7	20	4	2	5	2	3	7	5	28
265	6	6	7	6	25	3	6	3	7	2	21	3	6	3	5	7	24	4	4	6	7	6	2	3	32
266	6	5	1	7	19	7	5	7	4	4	27	2	1	2	3	2	10	3	7	4	2	5	5	2	28
267	2	4	3	4	13	4	2	3	3	3	15	2	4	3	5	3	17	2	2	2	2	5	7	4	24
268	2	5	2	7	16	7	3	3	7	2	22	7	2	7	3	6	25	5	2	4	5	6	4	6	32
269	3	4	3	6	16	6	6	7	6	6	31	1	4	3	4	3	15	3	7	7	2	3	6	2	30
270	7	2	5	3	17	6	1	3	1	6	17	1	3	6	7	2	19	6	5	2	5	3	5	3	29
271	3	3	2	2	10	2	4	3	4	2	15	3	2	2	3	2	12	2	2	1	2	2	4	5	18

No	Choice					Convenience						Character						E-Loyalty							
	26	27	28	29	Total	30	31	32	33	34	Total	35	36	37	38	39	Total	40	41	42	43	44	45	46	Total
272	3	6	7	2	18	4	7	3	5	3	22	7	2	1	7	5	22	6	4	2	4	6	4	4	30
273	6	3	2	3	14	3	2	5	3	4	17	7	2	2	5	6	22	5	1	5	7	6	2	3	29
274	7	6	3	7	23	5	7	3	4	3	22	7	3	6	5	5	26	2	4	6	7	4	2	5	30
275	1	1	5	6	13	5	3	7	3	6	24	7	7	7	6	7	34	2	5	4	6	6	4	4	31
276	6	7	3	7	23	3	6	7	7	4	27	7	1	7	7	7	29	4	3	4	6	4	5	6	32
277	1	1	2	3	7	1	4	1	5	6	17	7	7	7	7	2	30	5	7	2	4	3	3	7	31
278	2	2	3	2	9	2	1	1	1	2	7	3	2	2	4	2	13	2	3	2	6	3	1	1	18
279	2	3	3	1	9	4	2	2	2	2	12	6	5	3	1	5	20	5	2	1	3	1	6	7	25
280	3	6	3	4	16	3	2	7	7	7	26	7	7	4	4	7	29	6	3	5	7	2	6	3	32
281	6	2	2	2	12	2	2	5	1	2	12	2	2	1	4	6	15	3	2	6	3	4	3	3	24
282	2	2	1	2	7	3	2	2	5	7	19	7	2	7	4	4	24	2	1	3	6	4	4	3	23
283	1	2	1	2	6	1	2	2	2	2	9	2	2	4	2	5	15	3	1	2	2	2	6	1	17
284	7	1	7	1	16	2	2	2	5	2	13	2	2	1	2	1	8	6	4	6	2	3	1	3	25
285	7	6	2	2	17	3	7	7	7	7	31	6	5	7	4	4	26	7	5	4	4	4	5	3	32
286	2	2	2	2	8	2	3	1	3	2	11	2	1	1	2	2	8	2	2	5	3	2	3	5	22
287	3	6	7	4	20	6	3	2	2	5	18	7	6	1	3	6	23	1	6	5	3	5	4	4	28
288	4	3	6	1	14	5	7	2	7	7	28	4	7	4	7	7	29	5	5	4	7	5	3	1	30
289	3	2	2	4	11	7	4	3	5	5	24	7	7	7	7	7	35	2	2	5	7	3	7	6	32
290	5	3	5	3	16	7	7	7	7	7	35	2	7	6	7	6	28	5	1	5	6	6	3	7	33
291	6	1	6	5	18	5	6	3	3	6	23	7	7	5	6	3	28	5	7	4	4	3	3	3	29
292	2	7	3	3	15	7	7	6	2	5	27	7	6	5	2	1	21	1	4	6	1	7	5	4	28
293	4	6	4	2	16	2	7	4	4	2	19	3	2	2	2	2	11	4	6	3	2	2	3	6	26
294	5	4	2	3	14	7	2	2	2	6	19	6	7	7	2	1	23	4	2	3	5	2	1	7	24
295	3	6	7	4	20	6	4	2	7	7	26	5	3	6	4	7	25	6	4	6	5	5	4	2	32
296	4	2	4	1	11	6	2	2	2	6	18	1	5	5	5	3	19	6	3	3	3	5	2	3	25
297	1	3	4	3	11	6	6	7	5	2	26	4	4	4	2	5	19	1	2	7	4	4	2	6	26
298	7	2	7	1	17	2	4	1	2	2	11	2	3	1	4	1	11	3	3	4	2	5	3	6	26

No	Choice					Convenience						Character						E-Loyalty							
	26	27	28	29	Total	30	31	32	33	34	Total	35	36	37	38	39	Total	40	41	42	43	44	45	46	Total
299	4	4	6	3	17	2	5	2	6	3	18	7	7	7	7	7	35	7	2	6	5	2	5	2	29
300	6	5	2	3	16	7	6	2	6	7	28	4	7	5	1	5	22	4	1	7	7	7	1	2	29





b. Uji Regresi Berganda Faktor E-Businness terhadap E-Loyalty

**Regression**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,803 <sup>a</sup>	,644	,635	2,41560

a. Predictors: (Constant), Character, Cultivation, Customization, Contact\_interactivity, Community, Convinience, Care, Choice

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3075,962	8	384,495	65,893	,000 <sup>a</sup>
	Residual	1698,025	291	5,835		
	Total	4773,987	299			

a. Predictors: (Constant), Character, Cultivation, Customization, Contact\_interactivity, Community, Convinience, Care, Choice

b. Dependent Variable: E\_loyalty

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3,327	1,215		2,738	,007
	Customization	,152	,030	,181	5,139	,000
	Contact_interactivity	,121	,030	,149	4,067	,000
	Cultivation	,160	,029	,207	5,517	,000
	Care	,159	,029	,212	5,532	,000
	Community	,194	,028	,287	6,992	,000
	Choice	,119	,035	,144	3,429	,001
	Convinience	,182	,028	,261	6,481	,000
	Character	,147	,027	,199	5,423	,000

a. Dependent Variable: E\_loyalty

Lampiran XV Uji Regresi Sederhana E-Loyalty terhadap Search

a. Data

NO	Search						NO	Search						NO	Search						NO	Search												
	47	48	49	50	51	Total		47	48	49	50	51	Total		47	48	49	50	51	Total		47	48	49	50	51	Total							
1	3	6	2	4	2	17	31	4	4	3	3	5	19	61	4	1	7	7	7	26	91	1	5	1	5	5	17	121	5	3	7	3	2	20
2	6	7	2	1	5	21	32	4	3	7	1	3	18	62	1	2	3	4	5	15	92	3	1	7	1	4	16	122	3	3	6	5	3	20
3	1	3	2	5	2	13	33	3	4	5	1	1	14	63	2	6	7	5	3	23	93	5	6	1	4	4	20	123	5	6	2	6	2	21
4	6	6	1	7	3	23	34	3	3	6	6	3	21	64	1	2	4	3	6	16	94	7	4	6	2	7	26	124	2	6	4	1	2	15
5	2	7	1	7	5	22	35	3	5	6	4	4	22	65	2	4	4	3	6	19	95	2	4	6	1	4	17	125	5	3	5	6	2	21
6	4	3	1	6	7	21	36	2	5	6	1	4	18	66	7	2	5	5	6	25	96	5	2	1	6	1	15	126	6	4	5	2	5	22
7	6	4	5	4	7	26	37	5	4	6	3	5	23	67	4	3	2	7	1	17	97	7	3	5	5	5	25	127	6	7	6	7	4	30
8	2	4	6	2	6	20	38	5	6	6	3	4	24	68	3	7	6	5	6	27	98	3	5	6	4	1	19	128	2	6	2	6	5	21
9	1	1	6	6	2	16	39	2	2	3	1	3	11	69	7	5	1	3	2	18	99	2	4	3	7	1	17	129	2	6	4	4	3	19
10	7	1	7	2	6	23	40	3	2	7	6	5	23	70	7	5	6	3	6	27	100	5	3	6	4	7	25	130	5	1	3	2	4	15
11	6	3	5	1	4	19	41	5	4	1	1	7	18	71	3	3	1	6	4	17	101	4	6	4	6	7	27	131	4	7	5	2	5	23
12	1	1	3	4	5	14	42	4	2	2	7	4	19	72	2	4	2	5	3	16	102	5	2	3	5	3	18	132	3	4	2	4	3	16
13	7	7	1	4	4	23	43	1	4	2	1	6	14	73	3	7	7	7	7	31	103	5	6	4	2	5	22	133	4	5	4	7	5	25
14	4	2	3	7	6	22	44	6	5	2	6	3	22	74	5	5	2	7	6	25	104	1	2	1	5	1	10	134	1	3	3	3	3	13
15	3	5	1	5	4	18	45	7	3	2	7	7	26	75	7	3	6	4	5	25	105	7	2	6	2	1	18	135	1	4	7	1	4	17
16	1	3	3	3	3	13	46	6	6	6	1	1	20	76	3	7	1	6	5	22	106	5	4	7	4	7	27	136	6	5	2	4	3	20
17	1	1	3	3	1	9	47	5	1	6	7	2	21	77	6	6	2	2	1	17	107	3	1	4	2	3	13	137	2	2	1	6	2	13
18	2	7	2	6	3	20	48	5	6	7	5	6	29	78	2	4	3	4	3	16	108	3	4	5	6	7	25	138	2	1	6	2	4	15
19	2	4	4	2	6	18	49	4	7	2	5	6	24	79	5	2	4	2	7	20	109	6	6	4	4	5	25	139	7	2	1	6	2	18
20	3	5	5	3	4	20	50	7	7	4	1	3	22	80	7	2	2	5	4	20	110	6	5	7	3	2	23	140	4	3	7	6	3	23
21	5	7	1	3	6	22	51	7	4	1	3	2	17	81	2	3	5	5	1	16	111	2	5	3	3	1	14	141	2	5	7	1	2	17
22	6	6	5	3	6	26	52	7	7	2	5	7	28	82	4	3	5	2	3	17	112	4	1	5	5	4	19	142	5	6	6	2	6	25
23	3	6	6	5	5	25	53	5	3	5	3	4	20	83	4	3	7	3	6	23	113	2	1	5	5	1	14	143	2	7	4	3	5	21
24	7	5	6	1	3	22	54	1	1	5	3	1	11	84	3	6	3	2	2	16	114	4	5	2	6	3	20	144	1	7	6	5	4	23
25	6	1	2	3	4	16	55	6	2	1	1	3	13	85	4	2	1	6	2	15	115	1	3	5	4	7	20	145	3	1	7	3	3	17
26	7	6	4	6	5	28	56	5	5	4	3	1	18	86	6	7	6	6	5	30	116	6	4	7	4	1	22	146	3	7	5	4	1	20
27	2	1	2	5	2	12	57	1	5	4	2	1	13	87	4	1	3	6	3	17	117	3	2	5	4	1	15	147	4	4	3	2	5	18
28	5	4	7	4	7	27	58	5	3	7	1	2	18	88	6	7	1	1	1	16	118	3	4	2	4	3	16	148	7	7	3	7	6	30
29	5	6	7	5	7	30	59	7	5	6	4	3	25	89	5	5	6	4	3	23	119	5	4	5	2	3	19	149	4	5	5	7	1	22
30	3	5	6	7	3	24	60	1	7	1	5	2	16	90	4	6	5	2	6	23	120	7	3	2	1	7	20	150	4	4	6	2	6	22

NO	Search						No	Search						No	Search						No	Search												
	47	48	49	50	51	Total		47	48	49	50	51	Total		47	48	49	50	51	Total		47	48	49	50	51	Total							
151	7	3	6	4	4	24	181	1	5	2	1	6	15	211	1	1	7	4	5	18	241	3	4	1	4	2	14	271	3	5	2	1	4	15
152	4	1	5	3	5	18	182	2	1	5	6	6	20	212	1	6	4	7	6	24	242	3	2	4	2	3	14	272	6	6	6	5	5	28
153	6	2	3	5	1	17	183	7	3	7	3	4	24	213	1	3	4	1	2	11	243	4	7	4	6	6	27	273	7	1	5	4	3	20
154	5	3	4	4	6	22	184	5	6	3	7	4	25	214	7	6	7	1	1	22	244	2	4	4	5	4	19	274	3	4	6	6	3	22
155	2	1	3	4	5	15	185	4	4	2	7	3	20	215	5	7	1	4	4	21	245	4	7	6	3	5	25	275	3	6	5	5	4	23
156	4	1	2	5	3	15	186	6	5	5	6	1	23	216	4	4	6	2	4	20	246	4	4	7	6	7	28	276	3	4	3	4	7	21
157	3	1	2	2	1	9	187	4	7	4	7	6	28	217	7	7	3	2	3	22	247	4	4	4	3	5	20	277	2	2	2	4	7	17
158	5	7	4	3	3	22	188	5	6	4	6	7	28	218	4	5	2	1	4	16	248	5	3	4	6	5	23	278	3	4	3	1	3	14
159	2	1	3	4	2	12	189	4	1	2	5	6	18	219	6	3	6	5	6	26	249	7	2	3	6	6	24	279	7	5	5	2	1	20
160	5	7	1	1	7	21	190	7	1	1	3	3	15	220	6	7	7	6	1	27	250	3	3	1	6	1	14	280	7	4	5	6	4	26
161	6	4	1	1	5	17	191	2	4	2	1	5	14	221	1	3	5	2	6	17	251	2	2	5	2	5	16	281	1	3	2	3	6	15
162	3	6	7	2	5	23	192	1	2	4	6	1	14	222	5	4	2	5	4	20	252	2	6	3	4	6	21	282	4	3	1	1	5	14
163	6	3	2	4	7	22	193	5	4	2	7	2	20	223	1	4	3	2	2	12	253	7	3	7	2	3	22	283	3	1	1	1	1	7
164	7	5	1	7	1	21	194	3	5	4	7	2	21	224	2	2	3	3	4	14	254	1	7	6	3	3	20	284	7	2	3	4	4	20
165	3	2	6	5	2	18	195	1	3	6	6	5	21	225	1	7	7	6	7	28	255	6	4	1	2	5	18	285	7	7	5	4	2	25
166	2	7	4	7	5	25	196	3	1	1	1	4	10	226	7	1	3	1	1	13	256	1	3	4	4	4	16	286	5	2	5	4	1	17
167	7	3	4	3	6	23	197	2	2	6	3	1	14	227	4	4	4	6	3	21	257	1	5	6	7	2	21	287	7	1	5	4	3	20
168	6	3	2	3	6	20	198	5	7	1	1	4	18	228	4	2	1	7	2	16	258	5	1	7	3	1	17	288	5	1	2	6	4	18
169	5	2	5	5	1	18	199	4	5	7	2	7	25	229	4	7	3	1	4	19	259	1	5	5	2	1	14	289	3	4	6	4	7	24
170	1	6	2	5	5	19	200	1	3	4	2	1	11	230	3	2	2	7	1	15	260	4	2	3	7	4	20	290	3	7	6	6	1	23
171	5	5	4	5	1	20	201	4	6	1	6	7	24	231	3	5	6	3	3	20	261	2	6	5	1	3	17	291	1	5	3	5	5	19
172	4	1	5	3	7	20	202	1	1	5	1	2	10	232	4	7	2	2	7	22	262	6	3	3	1	6	19	292	6	6	6	6	3	27
173	1	7	2	7	3	20	203	6	3	6	6	4	25	233	5	4	6	2	5	22	263	3	2	2	2	7	16	293	1	5	5	1	3	15
174	3	4	4	5	5	21	204	5	6	4	6	3	24	234	1	7	7	1	2	18	264	3	3	4	6	5	21	294	2	2	2	7	5	18
175	2	6	4	5	5	22	205	4	7	5	7	6	29	235	3	2	5	6	2	18	265	6	2	1	7	5	21	295	7	5	3	4	7	26
176	2	1	7	1	7	18	206	7	7	1	6	5	26	236	4	2	6	3	7	22	266	3	3	2	2	1	11	296	2	3	6	4	5	20
177	3	4	3	4	2	16	207	7	2	2	1	3	15	237	3	7	4	2	4	20	267	3	4	6	3	4	20	297	7	5	2	4	4	22
178	1	1	3	4	6	15	208	3	7	2	3	7	22	238	4	2	2	6	6	20	268	5	3	7	6	6	27	298	7	2	2	2	6	19
179	7	6	5	2	2	22	209	3	7	3	6	1	20	239	2	6	1	6	2	17	269	1	5	5	1	7	19	299	2	2	4	6	6	20
180	5	7	1	4	1	18	210	6	1	1	5	7	20	240	3	4	5	1	5	18	270	7	7	7	7	3	31	300	1	1	5	5	2	14

b. Uji Regresi Sederhana E-Loyalty terhadap Search

**Regression**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	E_loyalti <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: Search

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,524 <sup>a</sup>	,274	,272	3,88121

a. Predictors: (Constant), E\_loyalti

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1695,332	1	1695,332	112,543	,000 <sup>a</sup>
	Residual	4489,014	298	15,064		
	Total	6184,347	299			

a. Predictors: (Constant), E\_loyalti

b. Dependent Variable: Search

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,502	1,551	,524	2,258	,025
	E_loyalti	,596	,056		10,609	,000

a. Dependent Variable: Search

Lampiran XVI Uji Regresi Sederhana E-Loyalty terhadap Word of Mouth

a. Data

NO	Word-of-mouth					NO	Word-of-mouth					NO	Word-of-mouth					NO	Word-of-mouth										
	52	53	54	55	Total		52	53	54	55	Total		52	53	54	55	Total		52	53	54	55	Total						
1	2	5	3	7	17	31	7	4	7	3	21	61	4	5	2	7	18	91	6	5	7	5	23	121	1	4	7	1	13
2	5	7	6	5	23	32	7	4	2	1	14	62	1	3	5	1	10	92	4	6	5	3	18	122	7	3	1	3	14
3	3	6	7	1	17	33	4	4	5	4	17	63	6	6	7	6	25	93	5	4	5	2	16	123	2	3	1	3	9
4	1	2	2	2	7	34	5	7	4	1	17	64	5	2	6	4	17	94	3	5	4	4	16	124	7	1	4	4	16
5	2	7	1	4	14	35	5	3	7	4	19	65	4	4	3	2	13	95	5	7	6	2	20	125	3	1	1	1	6
6	1	7	4	6	18	36	2	2	5	4	13	66	7	6	5	7	25	96	2	6	6	2	16	126	1	6	7	4	18
7	1	2	3	2	8	37	1	6	4	2	13	67	6	5	3	3	17	97	6	5	4	5	20	127	6	5	2	2	15
8	4	2	7	1	14	38	6	4	4	4	18	68	3	7	4	7	21	98	1	2	4	3	10	128	6	1	7	3	17
9	6	2	7	4	19	39	6	7	7	4	24	69	4	7	7	2	20	99	3	6	6	3	18	129	5	1	5	2	13
10	2	5	7	7	21	40	7	5	3	3	18	70	1	5	5	1	12	100	1	6	5	7	19	130	1	1	1	1	4
11	4	2	6	2	14	41	2	4	2	3	11	71	6	3	4	1	14	101	1	5	6	2	14	131	4	2	1	4	11
12	1	2	7	7	17	42	5	2	4	3	14	72	6	3	7	4	20	102	6	5	5	1	17	132	1	5	6	4	16
13	5	1	3	5	14	43	6	7	6	5	24	73	6	6	6	6	24	103	5	5	2	6	18	133	1	4	5	5	15
14	1	2	2	7	12	44	1	2	6	3	12	74	7	3	6	4	20	104	2	6	7	5	20	134	6	7	1	5	19
15	5	3	5	5	18	45	4	6	3	3	16	75	1	2	4	7	14	105	7	5	3	4	19	135	3	2	7	5	17
16	5	3	1	5	14	46	2	4	4	1	11	76	5	5	3	2	15	106	7	4	4	5	20	136	6	2	1	3	12
17	7	2	7	4	20	47	3	2	1	3	9	77	2	3	7	4	16	107	3	2	6	3	14	137	3	4	2	6	15
18	4	4	2	4	14	48	5	4	6	5	20	78	3	3	7	6	19	108	3	3	2	5	13	138	4	4	3	3	14
19	1	6	7	5	19	49	2	4	2	3	11	79	6	3	1	7	17	109	3	4	6	7	20	139	4	6	6	6	22
20	6	5	4	3	18	50	6	1	5	6	18	80	5	4	4	3	16	110	2	6	5	2	15	140	5	2	4	4	15
21	4	7	2	1	14	51	5	4	7	5	21	81	5	1	4	5	15	111	3	3	1	6	13	141	2	7	3	1	13
22	3	7	2	4	16	52	5	1	3	5	14	82	3	1	7	3	14	112	3	6	6	1	16	142	7	3	4	3	17
23	6	6	2	4	18	53	2	3	4	4	13	83	1	6	6	2	15	113	4	6	4	2	16	143	4	3	6	5	18
24	3	5	6	1	15	54	3	5	5	3	16	84	7	1	3	3	14	114	4	4	3	3	14	144	5	1	2	1	9
25	4	1	1	5	11	55	5	2	6	1	14	85	3	3	6	4	16	115	3	3	4	1	11	145	5	3	2	1	11
26	1	2	3	1	7	56	5	7	3	3	18	86	1	2	6	1	10	116	6	4	4	6	20	146	1	5	7	1	14
27	7	1	1	6	15	57	3	1	6	5	15	87	1	3	7	5	16	117	5	7	1	4	17	147	5	2	4	2	13
28	4	3	1	3	11	58	7	5	2	3	17	88	2	1	7	4	14	118	7	1	6	5	19	148	4	4	1	1	10
29	6	7	7	4	24	59	6	6	6	3	21	89	1	2	4	3	10	119	1	5	5	4	15	149	7	3	2	6	18
30	7	1	7	6	21	60	2	2	5	3	12	90	3	7	5	3	18	120	3	3	4	6	16	150	2	5	2	4	13

NO	Word-of-mouth					NO	Word-of-mouth					NO	Word-of-mouth					NO	Word-of-mouth										
	52	53	54	55	Total		52	53	54	55	Total		52	53	54	55	Total		52	53	54	55	Total	52	53	54	55	Total	
151	1	4	3	2	10	181	3	3	4	6	16	211	7	4	3	4	18	241	4	7	4	3	18	271	1	3	4	4	12
152	6	1	7	4	18	182	4	7	6	7	24	212	2	2	4	1	9	242	3	4	1	6	14	272	7	6	2	1	16
153	5	5	7	3	20	183	6	5	4	1	16	213	7	3	6	3	19	243	3	3	6	4	16	273	7	7	6	1	21
154	1	2	2	7	12	184	6	2	5	7	20	214	7	3	6	5	21	244	3	4	4	5	16	274	7	5	1	1	14
155	1	6	5	3	15	185	5	6	6	4	21	215	2	5	5	7	19	245	2	5	6	2	15	275	7	3	5	5	20
156	7	5	1	7	20	186	7	1	2	4	14	216	1	7	6	5	19	246	7	4	6	6	23	276	5	2	4	5	16
157	4	1	3	3	11	187	5	3	3	2	13	217	2	2	6	6	16	247	3	6	4	6	19	277	4	7	7	6	24
158	7	7	1	1	16	188	2	7	3	3	15	218	3	5	6	6	20	248	5	5	2	3	15	278	1	4	1	2	8
159	7	3	3	5	18	189	2	4	7	5	18	219	6	1	2	3	12	249	2	6	1	3	12	279	5	6	5	5	21
160	1	4	5	5	15	190	2	4	5	6	17	220	6	3	3	2	14	250	2	2	6	6	16	280	4	7	7	4	22
161	7	3	7	6	23	191	2	3	7	6	18	221	1	4	3	6	14	251	5	1	3	1	10	281	1	5	6	1	13
162	7	5	4	3	19	192	6	2	2	2	12	222	4	3	3	7	17	252	1	1	5	4	11	282	1	4	4	2	11
163	5	7	7	4	23	193	4	3	7	6	20	223	6	6	7	4	23	253	2	3	4	5	14	283	5	1	2	6	14
164	5	2	4	3	14	194	3	3	6	3	15	224	5	4	6	4	19	254	6	6	5	6	23	284	4	5	1	1	11
165	1	4	5	1	11	195	2	1	1	6	10	225	6	1	5	3	15	255	7	5	4	2	18	285	3	7	2	4	16
166	1	6	1	3	11	196	5	1	4	3	13	226	1	7	6	5	19	256	2	7	6	2	17	286	2	1	3	2	8
167	3	6	5	3	17	197	2	5	7	6	20	227	4	2	3	3	12	257	6	5	5	1	17	287	3	7	4	4	18
168	2	6	6	1	15	198	4	4	5	4	17	228	5	3	1	7	16	258	1	1	4	3	9	288	4	2	6	7	19
169	3	5	3	5	16	199	2	5	3	7	17	229	6	2	3	3	14	259	5	3	1	7	16	289	4	4	5	5	18
170	1	2	3	1	7	200	5	4	2	6	17	230	4	7	5	5	21	260	7	5	4	1	17	290	4	2	4	6	16
171	2	5	3	4	14	201	2	5	3	3	13	231	5	7	7	4	23	261	6	4	3	3	16	291	5	2	7	4	18
172	5	4	5	5	19	202	6	7	2	3	18	232	3	1	1	2	7	262	4	6	5	3	18	292	5	2	1	1	9
173	6	3	1	1	11	203	5	5	6	4	20	233	7	2	2	7	18	263	1	2	3	1	7	293	3	3	4	4	14
174	7	1	4	4	16	204	1	2	2	1	6	234	6	1	2	2	11	264	7	2	5	1	15	294	3	4	2	3	12
175	3	7	4	3	17	205	6	7	1	2	16	235	1	2	2	7	12	265	7	4	7	4	22	295	3	6	6	6	21
176	7	2	6	3	18	206	7	6	7	4	24	236	5	3	2	5	15	266	4	5	6	6	21	296	7	6	5	5	23
177	7	1	3	2	13	207	7	2	1	6	16	237	4	1	5	7	17	267	2	4	4	5	15	297	6	4	3	3	16
178	4	2	1	1	8	208	5	6	3	2	16	238	1	7	7	6	21	268	2	2	5	7	16	298	3	6	3	7	19
179	5	4	5	5	19	209	2	1	7	3	13	239	6	5	4	4	19	269	3	5	2	6	16	299	7	4	2	2	15
180	3	6	1	1	11	210	3	7	6	4	20	240	7	3	6	4	20	270	5	1	3	2	11	300	7	5	3	2	17

b. Uji Regresi Sederhana E-Loyalty terhadap Word Of Mouth

**Regression**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	E_loyalti <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: Word\_of\_Mouth

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,439 <sup>a</sup>	,193	,190	3,57623

a. Predictors: (Constant), E\_loyalti

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	911,323	1	911,323	71,256	,000 <sup>a</sup>
	Residual	3811,247	298	12,789		
	Total	4722,570	299			

a. Predictors: (Constant), E\_loyalti

b. Dependent Variable: Word\_of\_Mouth

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,971	1,429	,439	2,778	,006
	E_loyalti	,437	,052		8,441	,000

a. Dependent Variable: Word\_of\_Mouth

Lampiran XVII Uji Regresi Sederhana E-Loyalty terhadap Willing to Pay More

a. Data

NO	Willingness to pay more					NO	Willingness to pay more					NO	Willingness to pay more					NO	Willingness to pay more										
	56	57	58	59	Total		56	57	58	59	Total		56	57	58	59	Total		56	57	58	59	Total						
1	7	3	2	1	13	31	5	7	2	4	18	61	4	7	5	1	17	91	3	3	1	7	14	121	6	1	2	2	11
2	6	6	7	2	21	32	3	3	2	5	13	62	6	2	6	2	16	92	5	4	3	2	14	122	7	1	2	3	13
3	3	1	6	5	15	33	5	7	1	2	15	63	2	3	5	6	16	93	7	7	6	6	26	123	3	6	1	6	16
4	3	5	1	4	13	34	4	5	5	2	16	64	6	1	6	2	15	94	1	3	2	6	12	124	7	6	4	4	21
5	2	4	3	7	16	35	2	2	5	3	12	65	4	7	6	4	21	95	7	7	2	5	21	125	7	7	2	6	22
6	6	3	1	2	12	36	1	3	7	6	17	66	5	5	4	4	18	96	7	4	6	5	22	126	1	2	4	2	9
7	6	5	2	7	20	37	7	6	4	5	22	67	7	2	1	1	11	97	6	2	4	7	19	127	7	4	4	1	16
8	7	7	1	4	19	38	3	2	7	3	15	68	6	7	6	2	21	98	1	4	1	5	11	128	6	1	3	3	13
9	4	3	7	7	21	39	6	5	5	3	19	69	6	7	5	6	24	99	1	4	2	4	11	129	7	6	1	5	19
10	7	5	2	1	15	40	7	3	6	2	18	70	2	3	2	3	10	100	3	4	4	7	18	130	6	3	6	3	18
11	4	6	2	3	15	41	6	5	5	3	19	71	5	3	1	6	15	101	7	5	7	4	23	131	3	4	2	6	15
12	1	3	2	2	8	42	5	2	3	2	12	72	1	4	1	2	8	102	3	1	7	2	13	132	5	1	4	5	15
13	5	6	7	2	20	43	1	4	2	3	10	73	7	7	2	5	21	103	3	5	6	6	20	133	3	5	7	7	22
14	2	5	3	6	16	44	4	1	1	1	7	74	3	5	5	5	18	104	1	7	7	1	16	134	3	6	5	4	18
15	1	1	2	3	7	45	2	4	6	2	14	75	2	1	4	2	9	105	4	4	5	4	17	135	1	6	3	5	15
16	4	7	7	1	19	46	6	5	1	1	13	76	5	5	1	4	15	106	3	7	5	5	20	136	4	7	2	7	20
17	7	1	7	5	20	47	7	3	2	6	18	77	1	7	4	3	15	107	4	7	6	1	18	137	6	1	4	5	16
18	4	4	4	3	15	48	3	3	6	2	14	78	1	3	3	5	12	108	6	5	2	7	20	138	4	5	1	5	15
19	1	6	4	7	18	49	3	7	2	7	19	79	3	2	5	7	17	109	7	7	2	6	22	139	5	3	4	2	14
20	1	1	5	3	10	50	7	1	5	2	15	80	4	7	4	4	19	110	1	2	2	4	9	140	3	3	5	7	18
21	4	1	7	3	15	51	2	6	1	6	15	81	5	3	6	3	17	111	6	6	4	6	22	141	7	4	5	5	21
22	5	6	6	4	21	52	3	1	7	2	13	82	3	3	7	6	19	112	3	6	1	3	13	142	4	2	1	3	10
23	4	7	6	1	18	53	7	6	4	1	18	83	5	2	4	7	18	113	7	5	7	6	25	143	4	1	2	2	9
24	5	5	3	5	18	54	6	4	3	7	20	84	2	4	3	3	12	114	1	1	5	5	12	144	2	7	3	2	14
25	2	5	4	6	17	55	1	6	7	6	20	85	3	5	3	1	12	115	2	5	3	5	15	145	7	4	1	2	14
26	6	6	4	6	22	56	1	1	6	7	15	86	5	1	6	6	18	116	2	2	7	2	13	146	7	3	1	2	13
27	4	7	4	3	18	57	7	6	7	7	27	87	4	4	1	6	15	117	7	7	2	3	19	147	2	5	7	6	20
28	5	1	4	4	14	58	3	5	4	6	18	88	4	3	7	4	18	118	6	6	7	6	25	148	7	3	5	6	21
29	7	5	1	2	15	59	5	1	4	6	16	89	6	6	3	3	18	119	6	6	3	5	20	149	1	1	2	2	6
30	1	6	1	4	12	60	6	3	3	2	14	90	3	6	4	6	19	120	3	3	4	2	12	150	3	4	4	7	18



NO	Willingness to pay more					NO	Willingness to pay more					NO	Willingness to pay more					NO	Willingness to pay more										
	56	57	58	59	Total		56	57	58	59	Total		56	57	58	59	Total		56	57	58	59	Total	56	57	58	59	Total	
151	5	3	3	7	18	181	2	7	5	5	19	211	5	1	4	5	15	241	5	5	3	3	16	271	3	2	2	1	8
152	5	4	2	3	14	182	2	2	3	1	8	212	5	3	1	5	14	242	1	2	4	6	13	272	3	4	4	2	13
153	1	5	5	5	16	183	6	6	1	1	14	213	6	1	3	4	14	243	3	4	7	3	17	273	4	3	1	5	13
154	7	3	6	5	21	184	1	3	3	1	8	214	6	2	7	5	20	244	7	4	5	7	23	274	5	5	4	7	21
155	7	4	7	7	25	185	2	3	5	3	13	215	5	1	3	1	10	245	2	4	4	5	15	275	2	6	1	7	16
156	7	1	4	3	15	186	2	3	5	6	16	216	4	7	2	3	16	246	5	2	7	7	21	276	7	6	7	3	23
157	3	2	5	6	16	187	3	1	3	4	11	217	7	5	6	3	21	247	1	4	7	4	16	277	3	7	2	5	17
158	2	3	3	5	13	188	5	5	4	3	17	218	6	5	1	3	15	248	6	3	1	5	15	278	2	2	2	7	13
159	5	4	6	7	22	189	2	4	5	7	18	219	2	7	4	3	16	249	3	7	4	3	17	279	1	2	1	2	6
160	2	1	3	5	11	190	3	1	1	2	7	220	3	7	5	7	22	250	6	2	6	2	16	280	3	7	2	1	13
161	5	4	3	1	13	191	6	1	6	2	15	221	7	3	2	4	16	251	3	3	2	4	12	281	7	4	2	5	18
162	6	3	5	3	17	192	3	6	7	4	20	222	3	7	2	3	15	252	6	2	6	6	20	282	3	2	7	6	18
163	3	4	3	3	13	193	6	7	5	6	24	223	1	6	2	5	14	253	3	6	2	6	17	283	3	5	2	2	12
164	6	1	1	7	15	194	6	5	2	5	18	224	6	3	2	5	16	254	7	6	7	6	26	284	6	3	4	3	16
165	1	2	1	5	9	195	1	5	3	6	15	225	4	5	5	3	17	255	3	6	7	3	19	285	6	4	5	4	19
166	2	2	4	2	10	196	4	6	5	1	16	226	5	1	3	4	13	256	5	2	4	2	13	286	6	2	5	4	17
167	1	4	6	2	13	197	2	1	6	4	13	227	7	3	4	7	21	257	1	5	6	1	13	287	6	5	1	2	14
168	6	7	7	1	21	198	7	6	1	6	20	228	4	2	7	4	17	258	2	5	5	7	19	288	5	5	4	6	20
169	1	3	5	3	12	199	1	5	6	7	19	229	7	5	5	3	20	259	4	7	2	1	14	289	7	6	2	4	19
170	3	1	2	2	8	200	6	1	2	4	13	230	3	6	7	1	17	260	7	3	7	6	23	290	5	7	5	6	23
171	5	2	6	3	16	201	2	4	3	6	15	231	7	7	4	1	19	261	3	2	4	7	16	291	5	4	7	1	17
172	5	6	5	4	20	202	2	6	5	6	19	232	2	3	5	4	14	262	4	4	1	6	15	292	7	4	3	3	17
173	4	6	6	4	20	203	1	5	4	3	13	233	1	2	7	2	12	263	4	1	5	5	15	293	6	5	2	7	20
174	3	1	4	2	10	204	4	7	3	7	21	234	2	1	6	3	12	264	3	6	4	3	16	294	2	5	3	6	16
175	1	2	5	3	11	205	4	3	6	1	14	235	2	2	5	2	11	265	6	4	7	1	18	295	4	2	5	2	13
176	3	4	3	1	11	206	7	6	1	3	17	236	2	1	3	1	7	266	1	5	7	7	20	296	1	1	1	1	4
177	1	6	7	4	18	207	3	3	2	4	12	237	6	7	6	3	22	267	2	3	4	1	10	297	1	4	1	5	11
178	5	3	3	3	14	208	7	7	5	2	21	238	4	2	3	5	14	268	2	4	7	4	17	298	2	4	2	3	11
179	2	5	3	7	17	209	7	5	7	5	24	239	5	3	5	2	15	269	7	7	6	1	21	299	4	5	5	5	19
180	6	5	5	5	21	210	5	6	3	3	17	240	2	7	7	1	17	270	4	3	3	2	12	300	6	6	7	5	24

b. Uji Regresi Sederhana E-Loyalty terhadap Willingness to Paymore

## Regression

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	E_loyalti <sup>a</sup>	.	Enter

<sup>a</sup> All requested variables entered.

<sup>b</sup> Dependent Variable: Willingness

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,450 <sup>a</sup>	,203	,200	3,68331

<sup>a</sup> Predictors: (Constant), E\_loyalti

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1028,492	1	1028,492	75,810	,000 <sup>a</sup>
	Residual	4042,895	298	13,567		
	Total	5071,387	299			

<sup>a</sup> Predictors: (Constant), E\_loyalti

<sup>b</sup> Dependent Variable: Willingness

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,410	1,472		2,316	,021
	E_loyalti	,464	,053	,450	8,707	,000

<sup>a</sup> Dependent Variable: Willingness