

BAB V

PENUTUP

Pada bab ini, peneliti akan membahas hasil dari penelitian tentang faktor-faktor yang menentukan pilihan pembelian konsumen secara *online* dan *offline* dengan ketiga faktornya yaitu *Pre-Sales offer, Better Assortment and After Sales, Product and Its Importance* dan 18 indikator didalamnya. Juga menjelaskan hasil penelitian tentang uji perbedaan antar usia, jenis kelamin dan rentan uang saku. Selain itu, pada bab ini penulis akan memberikan beberapa saran dan masukan yang bermanfaat bagi pelaku bisnis khususnya bisnis yang menjual secara *online* dan *offline* juga bagi penelitian selanjutnya.

5.1. Kesimpulan

Berdasarkan hasil analisis pada bab empat, maka dapat ditarik kesimpulan bahwa:

1. Setelah melakukan penelitian yang dilakukan pada mahasiswa yang pernah melakukan pembelian secara *online* dan *offline*. Berdasarkan hasil analisis deskriptif statistik dapat disimpulkan bahwa mayoritas responden yang mengisi kuisioner *online* yang telah diedarkan oleh peneliti dengan mayoritas responden berjenis kelamin wanita dengan jumlah 66%, mayoritas berusia 22 tahun, yaitu sebesar 36,9%, dengan mayoritas rentan uang saku Rp1.000.001-Rp1.500.000. dalam 6 bulan terakhir, mayoritas responden melakukan pembelian *online* sebanyak 2

kali dengan jumlah 25,7 %. Persentase produk yang sering dibeli pada toko *online* oleh responden yaitu baju, celana atau *fashion* lainnya itu sejumlah 68,9 %. Toko *online* yang sering digunakan oleh responden adalah Shopee sebanyak 54,4 %.

2. Dari hasil penelitian terdahulu analisis faktor dalam 18 indikator butir-butir pertanyaan diringkas menjadi 3 faktor yaitu *Pre-Sales offer, Better Assortment and After Sales, Product and Its Importance*. Dalam penelitian ini ketiga faktor tersebut bernilai positif dalam pilihan konsumen menentukan pembelian secara *online* dan *offline*. Tetap dengan 18 indikator yang sama, pada variabel **ONLINE** terbentuk 4 faktor yaitu *Pre-Sales Offer and Better Assortment, Product and Its Importance, After Sales Policy and Service, Product Quality and Information*.
 - i. *Pre-Sales Offer and Better Assortment* terdiri dari atribut harga relatif rendah, potongan harga dan kupon penjualan khusus, mudah untuk mendapatkan informasi produk, pemilihan dan variasi merek, kecepatan seleksi dan pembelian, pengalaman sosial atau keluarga.
 - ii. *Product and Its Importance* terdiri dari atribut pemeriksaan fisik produk, memiliki produk dengan segera, kemampuan untuk membandingkan produk dan mudah browsing untuk produk.

- iii. *After Sales Policy and Service* dengan indikator menerima segala bentuk pembayaran, kegunaan tenaga penjualan, layanan pasca pembelian, kebijakan pengembalian dana.
- iv. *Product Quality and Information* dengan indikator variabel ketidakpastian tentang mendapatkan barang yang tepat, kualitas barang dagangan, ketersediaan produk dalam stok, biaya pengiriman dan penanganan.

Pada variabel **OFFLINE** terbentuk 3 faktor yaitu *Product and Its Importance, Pre-Sales Offer, Better Assortment and After Sales Policy*.

- i. *Product and Its Importance* dengan indikator pemeriksaan fisik produk, memiliki produk dengan segera, kegunaan tenaga penjualan, pemilihan dan variasi merek, kualitas barang dagangan, ketersediaan produk dalam stok, kemampuan untuk membandingkan produk, kecepatan seleksi dan pembelian, pengalaman sosial atau keluarga, mudah browsing untuk produk.
- ii. *Pre-Sales Offer* dengan indikator harga relatif rendah, potongan harga dan kupon penjualan khusus, mudah untuk mendapatkan informasi produk, menerima segala bentuk pembayaran.
- iii. *Better Assortment and After Sales Policy* dengan indikator ketidakpastian tentang mendapatkan barang yang tepat, layanan pasca pembelian, kebijakan pengembalian dana, biaya pengiriman dan penanganan.

3. Sehingga dapat disimpulkan bahwa dalam penelitian ini masing-masing faktor menjadi faktor yang menentukan pilihan konsumen secara *online* dan *offline* dalam bentuk penemuan baru yaitu dengan pembentukan 4 faktor yang ditemukan secara *online* dengan faktor yang paling menentukan pilihan pembelian konsumen secara *online* adalah faktor *Pre-Sales Offer and Better Assortment* dan pada *offline* dengan pembentukan 3 faktor dengan faktor *Product and Its Importance* yang menjadi faktor yang paling kuat untuk konsumen memilihnya dalam pembelian secara *offline*.
4. Berdasarkan hasil uji beda menggunakan ANOVA dilihat dari nilai signifikansi maka dapat disimpulkan bahwa tidak ada perbedaan antar usia pada variabel **ONLINE** dan **OFFLINE** untuk *Pre-Sales offer, Better Assortment and After Sales, Product and Its Importance*.
5. Berdasarkan hasil uji beda menggunakan ANOVA dilihat dari nilai signifikansi maka dapat disimpulkan bahwa ada perbedaan antara laki-laki dan perempuan pada variabel **ONLINE** yaitu pada faktor *Pre-Sales offer*. Sisanya untuk faktor *Better Assortment and After Sales, Product and Its Importance* tidak signifikan atau tidak terdapat perbedaan antara laki-laki dan perempuan. Pada variabel **OFFLINE** yaitu pada faktor *Product and Its Importance*. Sisanya untuk faktor *Pre-Sales offer, Better Assortment and After Sales*, tidak signifikan atau tidak terdapat perbedaan antara laki-laki dan perempuan.

6. Berdasarkan hasil uji beda menggunakan ANOVA dilihat dari nilai signifikansi maka dapat disimpulkan bahwa tidak ada perbedaan antar rentan uang saku pada variabel **ONLINE** dan **OFFLINE** untuk *Pre-Sales offer, Better Assortment and After Sales, Product and Its Importance*.

Hasil penelitian secara keseluruhan, masing-masing faktor memiliki 18 indikator yang valid dan berpengaruh positif terhadap pembelian konsumen secara **ONLINE** dan **OFFLINE** dengan membentuk 4 faktor baru pada variabel **ONLINE** yaitu *Pre-Sales Offer and Better Assortment, Product and Its Importance, After Sales Policy and Service, Product Quality and Information*. Membentuk 3 faktor baru pada variabel **OFFLINE** yaitu *Product and Its Importance, Pre-Sales Offer, Better Assortment and After Sales Policy*. Dalam hasil uji perbedaan, secara **ONLINE** terdapat perbedaan antara laki-laki dan perempuan terhadap faktor *Pre-Sales offer*, dan tidak ada perbedaan terhadap *Better Assortment and After Sales, Product and Its Importance*. secara **OFFLINE** terdapat perbedaan antara laki-laki dan perempuan terhadap faktor *Product and Its Importance*, dan tidak ada perbedaan terhadap faktor *Pre-Sales offer, Better Assortment and After Sale*. Dalam hasil uji perbedaan tidak terdapat perbedaan antar usia dan rentan uang saku terhadap *Pre-Sales offer, Better Assortment and After Sales, Product and Its Importance*.

5.2. Implikasi Manajerial

Berdasarkan hasil penelitian dapat dirumuskan beberapa implikasi manajerial sebagai berikut:

1. *Pre-Sales Offer* yang dapat disebut sebagai Penawaran Sebelum Penjualan dapat dimaksudkan dengan strategi yang dilakukan penjual, untuk menyediakan layanan konsumen yang baik. Pada toko **ONLINE**, faktor *Pre-Sales Offer* menjadi variabel yang kuat untuk konsumen menentukan pilihan pembelian. Hal ini berarti *Pre-Sales Offer* menjadi faktor penting dalam penjualan *online*, dimana harga relatif rendah, potongan harga dan kupon penjualan khusus, mudah untuk mendapatkan informasi produk, pemilihan dan variasi merek, kecepatan seleksi dan pembelian, pengalaman sosial atau keluarga menjadi faktor yang membantu dalam mempertimbangkan pembelian suatu barang. dalam bentuk toko **OFFLINE**, konsumen tertarik melakukan pembelian apabila toko harga relatif rendah, potongan harga dan kupon penjualan khusus, mudah untuk mendapatkan informasi produk, menerima segala bentuk pembayaran. Pelayanan yang baik membuat konsumen kembali pada toko *online* dan *offline* sehingga menyebarkan informasi positif akan toko tersebut melalui komunikasi *word-of-mouth*, yang menarik konsumen baru. Dengan penawaran yang diberikan sebelum penjualan, konsumen dapat dengan mudah membandingkan harga, beberapa produk yang ada dengan merk yang sama dari penjual yang berbeda-beda.
2. *Better Assortment and After Sales* atau variasi yang lebih baik dan kebijakan penjualan merupakan faktor yang berisikan tentang variasi merek yang ada, pelayanan yang baik, kualitas barang dagang, ketersediaan produk dalam stok, dan kemampuan konsumen untuk

membandingkan produk. Pada toko **ONLINE**, konsumen tertarik melakukan pembelian apabila toko memiliki fitur yang membuat konsumen dapat membandingkan produk dengan baik. Pada toko **OFFLINE** ketidakpastian tentang mendapatkan barang yang tepat, layanan pasca pembelian, kebijakan pengembalian dana, biaya pengiriman dan penanganan yang menjadi indikator utama dalam ketertarikan konsumen untuk melakukan pembelian.

3. *Product and Its Importance* atau produk dan kepentingannya merupakan indikator yang berisi kecepatan seleksi dan pembelian, pengalaman sosial atau keluarga, biaya pengiriman dan mudah *browsing* untuk produk yang dimaksud. Pada toko **OFFLINE** menjadi indikator paling penting dalam penelitian ini. Dimana konsumen melakukan pembelian dikarenakan konsumen dapat memeriksa fisik produk, memiliki produk dengan segera, kegunaan tenaga penjualan, pemilihan dan variasi merek, kualitas barang dagangan yang bisa dilihat secara langsung, ketersediaan produk dalam stok, kemampuan untuk membandingkan produk, kecepatan seleksi dan pembelian, pengalaman sosial atau keluarga, mudah *browsing* untuk produk sebelum konsumen melakukan pembelian. Pada toko **ONLINE** spesifikasi fisik produk yang lengkap, memiliki produk dengan segera, kemampuan untuk membandingkan produk dan mudah *browsing* untuk produk.

Berdasarkan hal tersebut, maka penting bagi pelaku bisnis yang terjun dalam penjualan *online* dan *offline* untuk menjadikan masing-masing faktor

sebagai dasar pengembangan toko *online* dan *offline*. Kemampuan toko *online* dan *offline* memenuhi keinginan konsumen akan menjadi respon positif terhadap pilihan konsumen untuk membeli secara *online* dan *offline*. Hal tersebut dapat berpengaruh positif dalam menentukan pemilihan toko *online* dan *offline* yang dituju.

5.3. Keterbatasan Penelitian

Pada penelitian ini masih cukup banyak kekurangan dan keterbatasan, yaitu tidak menggunakan toko *online* dan *offline* tertentu. Hal ini tentu berdampak pada penilaian konsumen yang berbeda-beda atas setiap toko yang digunakan oleh masing-masing konsumen. Pada penelitian selanjutnya lebih baik menggunakan satu toko yang secara bersamaan menjual barang atau jasa secara *online* dan *offline*.

5.4. Saran Untuk Penelitian Selanjutnya

Penelitian selanjutnya dapat dilakukan secara spesifik, atau berfokus pada suatu perusahaan saja agar tidak terlalu banyak terjadi problem persepsi. Jumlah sampel akan lebih baiknya jika diperbanyak dengan karakteristik yang lebih merata. Karena sudah dilakukan penelitian eksplorasi dengan analisis faktor, riset selanjutnya disarankan menambahkan variabel niat beli pembelian. Agar bisa melihat hubungan kausal pada variabel.

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LAMPIRAN I
JURNAL ACUAN

Trends and practices of consumers buying online and offline

An analysis of factors influencing consumer's buying

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Abstract

Purpose – The purpose of this paper is to assess the trends and practices of consumers buying their products online and offline. Further, it also analyses the factors which influence consumers to go online and offline for their purchases.

Design/methodology/approach – To analyse the factors influencing consumer's buying behaviour, 18 variables have been identified and questionnaire using a seven-point scale (where 1 indicating very unimportant and 7 very important) was designed. It was circulated among 875 consumers residing in Delhi and National Capital Region between February 2012 and April 2012, who buy offline or online or from both sources. The responses so collected have been tabulated and analysed with the help of a factor analysis method. The principal component method has been used to determine the minimum number of factors that would account for the maximum variance in the data collected. The data have been analysed by using SPSS version 19.

Findings – The study identifies Factor 1 (F1) as a Pre-sales Offer which includes the following variables that influence consumers mostly: less price, special sales, rebates and coupons, easy to get product information, physical examination of product, immediate possession of a product, uncertainty about getting the right item, accept all forms of payment and helpfulness of sales people. Thereafter, the study identifies Factor 2 (F2) as Better Assortment and After Sales Policy which includes the following variables: brand selection and variety, post-purchase service, exchange refund policy, quality of merchandise, availability of products in stock and ability to compare products. Finally, it identifies Factor 3 (F3) as Product and Its Importance which includes the following variables: speed of selection and purchase, social and family experience, shipping and handling charges and easy browsing of the products which influence consumer behaviour.

Research limitations/implications – The findings of this study are purely based on the information provided by the respondents. The sample forms little part of the total population.

Originality/value – Though online retailing in India is in nascent stage, yet it has shown its presence. To sustain and grow in a competition, the retailers need to understand the purchasing behaviour and factors influencing purchase behaviour of consumers. The behaviour of consumers is unpredictable and dynamic. The study suggests offline and online retailers to adopt policies or strategies after considering three factors extracted from the study to attract and retain consumers to their stores. Further, it also provides ideas to consumers to choose their retailers on comparative advantages basis.

Keywords Online store, Social networking, Assortment, Moms & Pops store, Offline store, Virtual malls

Paper type Research paper



Introduction

With the upsurge in the retail sector, consumers have wider choices for their purchases. The competition among the online and offline retailers has become stiffer. The consumers have become more knowledgeable than before. The information available to them about retailers and their products is in abundance. Company websites; virtual malls; social networking sites, i.e. Facebook, Tweeter, Orkut, Google Chrome, etc., responses; reviews and feedback from peer groups and facility of comparison provided by web stores have further strengthened the knowledge of the consumers about the product (Nielsen News). Retailers, whether operating *kirana* stores, specialised shops, organised stores and online stores, have been providing various services to consumers on their doorsteps that are free of cost. Consumers have also become more demanding. They expect retailers to provide quality products and services at minimum price. The retailers have been forced to be competitive and provide everything that consumers demand. To be able to compete, online retailers have also been opening offline stores and offline retailers are going online (Sean Sands, Frank Reed, Lin Jing and Su Zhou). They want to avail themselves of the advantages of both retailing formats.

Changes in the patterns of retailing have also brought immense transformation to consumer's purchasing behaviour. Consumers want to be assured about the product before they finally purchase it. They collect all possible information available about the product from various sources. They go online to compare products and prices. They also get feedback from consumers and rely on reviews and comments of their peer groups. The dependence on the local shops is a thing of the past. Consumers have access to far-off retailers in the domestic markets, as well as international markets. These retailers are providing a better assortment of products at competitive prices. The services that are being provided by local retailers are also being provided by the online stores. Online retailers are providing various types of services to compete with offline retailers. They are providing cash on delivery, customised services, product comparison options, free shipping and handling services, better product return policies, discount coupons, etc. (Nielsen News). In such a situation, it has become inevitable to assess the behaviour and practices of consumers, as they choose retailers for their purchases.

Objectives of the study

- To assess the trends and practices of consumers buying their products online and offline.
- To identify the factors which influence consumers to go online and offline for their purchases.
- To analyse the comparative strengths and weaknesses of online and offline stores.

Review of literature

Google India's Study on Consumer Behavior (2008) states that large numbers of people research electronic goods, technology products, consumer electronics, mobiles, laptops and digital cameras on the Internet but mostly buy offline. Neilsen (2010) found that consumers are relying on the products that are online reviewed by consumers and peer groups. Bughin *et al.* (2011), in a study conducted in France, India and the USA, reveal that consumers visit price comparison websites before buying online and offline. Further, they state that prices shown online are an average 10 per cent lower than offline, as a result of the price transparency afforded by research tools.

Rand Media Group (2012) states that as per the report by the Nielsen and Pew Research Centre, social networking sites are becoming very useful for learning about a specific brand or retailers and active users of these sites follow a brand. Platforms coming out on top for brand research and vetting are consumer review sites like Yelp and Amazon reviews. Consumer generated reviews and products rating are the most preferred sources of products information among social media users. Ufer (2012) states that consumers want to have better relationship with brands. They expect brands to be healthier and ensure more fulfilling lives. Vangie (2011), in his study, found that research engines are primarily used for searches, followed by gathering information from retailers and manufacturers' websites. The product reviews are the number one factor that impacts the buying decision.

Wigder & Bahl (2012), in their study, found that people from urban and rural areas have two distinct goals. Many users shop online because they have more money but cannot access the product they want. While many rural users go online for things they need but cannot access cheaply where they live. Mehta and Sivadas (1995) stated that gender, marital status, residential location, age, education and household income are important factors for online purchases. Revolution in information technology has attracted most of the net surfers towards online shopping. The study, conducted by the Internet and Mobile Association of India in collaboration with Cross Tab Marketing Services (2006), clearly established the presence of people to people reference in online shopping spaces, with 31 per cent respondents finding sites through word of mouth. As much as 55 per cent of visitors to e-commerce sites have adopted the Internet as a shopping medium, out of which 25 per cent of regular shoppers are in the 18-25 age group, while 46 per cent in the 26-35 age group and 18 per cent in the 35-45 age group.

AC Nielsen (2009) found that India beat global counterparts in numbers of transactions per month. In India, people buy books online mostly, followed by airlines reservation; electronic items; apparel; music and electronic entertainment, such as movies, DVDs and games. The most favoured mode of payment for online purchases in India is the use of credit cards followed by cash-on-delivery. Vijay and Balaji (2009) revealed that consumers are increasingly shifting from the crowded stores to the online stores at the global level. However, it revealed that trends in India are quite different. A survey among 150 Internet users, including both users and non-users of online shopping, was carried out to understand why some buy online and others do not. The result suggested that convenience and saving of time drive Indian consumers to shop online, while security and privacy concerns move them away from online.

Ranganatham and Ganapathy (2002) found that security and privacy issues drive away consumers from online shopping. They are reluctant to pass their personal information. Rishi (2010) highlighted that reliability, accessibility and convenience are the major motivating factors which motivate consumers to buy online. He also stated that reluctance and preference are the two decisional factors which influence the decision of the consumer to buy online or offline. Mishra (2009) stated that four types of risk, namely, financial, product performance, time/convenience and psychological (privacy) risk, have a great impact on online patronage behaviour. The security and privacy provided by online channels have frequently been questioned by consumers.

The above review of the literature shows that there are numerous factors that influence the purchasing behaviour of consumers. With the changes in the socio-economic, political, technological and cultural environment, the behaviour of

people also tends to change, as these have direct and indirect influence on people and their livelihood.

Methodology

To fulfil the objectives, 875 consumers were selected at random by using a simple random technique from the Delhi/National Capital Region (NCR) region between February 2012 and April 2012. To measure the behaviour and preferences of consumers when purchasing offline and online, a questionnaire using a seven-point scale for 18 variables was designed. The responses were measured on the seven-point scale, where 1 indicates very unimportant and 7 indicates very important. Maximum focus was given on products offered for sale, pre-sales schemes, payment options, post-sales services and charges for services by offline and online retailers. The sampling size included both male and female consumers from different age groups, occupations, education levels and income groups. However, the study has some limitations that need to be addressed. The sample for this study was taken only from the Delhi/NCR region. Therefore, there is a risk of generalising the result obtained. The analysis has been done up to identification of factors only, which could be further analysed by applying multivariate procedure to test the impacts of these three factors as independent variables as consumers intention to shop via a particular medium. Further, it can also be tested for effects of covariates like the different categories of goods being purchased for judging their impact on choice of shopping medium.

Tools and techniques used

Factor analysis is a general name denoting a class of procedures used for data reduction and summarising. This method has been applied for the purpose of analysing the data in the study. Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity were applied to examine the appropriateness of factor analysis and to examine the hypothesis that the variables are uncorrelated in the population, respectively. The principal component method has been used to determine the minimum number of factors that would account for the maximum variance in the data collected. The data were analysed by using SPSS version 19. The results of the factor analysis using the principal component method were found, and only three factors with eigenvalue(s) greater than 1 were retained and others were ignored. By comparing the varimax rotated factor matrix with un-rotated factor matrix (entitled component matrix), rotation provided simplicity and enhanced interpretability. From the rotated factor matrix, three factors were extracted and listed in [Table IX](#). To supplement the analysis, *Scree Plot*, a graph of the eigenvalues against all the factors, was constructed for determining the number of factors to be retained. The point of interest is where the curve starts to flatten ([Figure 1](#)).

Data analysis

There are several thoughts that come to consumers' minds before purchasing a product. There are plenty of options available to them. Therefore, consumers analyse various options on the basis of availability of products, facilities, payment options, services, etc., extended by online and offline stores. [Table I](#) shows the socio-economic profile of respondents.

The responses were collected from various age groups, occupations, gender categories, income groups and levels of education so as to have better representation.

Variable name	No. of respondents	(%)
<i>Age groups (in years)</i>		
15-25	428	48.9
25-35	243	27.8
35-45	101	11.5
45-55	85	9.7
55-65	11	1.3
Above 65	7	0.8
Total	875	100
<i>Occupations</i>		
Business	204	23.3
Government employee	80	9.1
Private employee	295	33.7
Student	187	21.4
Self-employed	72	8.2
Others	37	4.3
Total	875	100.0
<i>Sex categories</i>		
Male	550	62.86
Female	325	37.14
Total	875	100.0
<i>Level of education</i>		
Primary	10	1.14
Secondary	200	22.86
Graduate	415	47.43
Postgraduate	250	28.57
Total	875	100.0
<i>Income groups (in rupees)</i>		
Less than 50,000	11	1.26
50,000-1,00,000	125	14.29
1,00,000-5,00,000	220	25.14
5,00,000 and above	519	59.31
Total	875	100.0

Table I.
Socio-economic
profile of the
respondents

There are various factors that may influence consumer purchasing from offline stores or online. These factors may be price, sales promotions, coupons, rebates, availability of requisite information about the products, physical examination of products, quick possession, helpfulness of salespersons, credit facilities and payment mode, brands and variety, quality of products and services, after sales services, transaction costs, family and social experience, availability of stock, shipping and handling charges, ease of selection and browsing, etc. [Table II](#) reveals that almost all the factors somehow influence the consumers when choosing online or offline for their purchases. It is not clear which factors influence them more. To make it simpler to understand, factor analysis could be more effective. Factor analysis helps in reducing the number of factors in such a way that helps in better interpretation of data.

Attributes	Description	N	Mean	SD
X1	Low price	875	5.37	1.82
X2	Special sales, rebates and coupons	875	5.2	1.49
X3	Easy to find product information	875	5.5	1.40
X4	Physical examination of products	875	5.45	1.48
X5	Immediate possession of a product	875	5.17	1.46
X6	Uncertainty about getting the right item	875	5.35	1.42
X7	Accept all forms of payment	875	5.35	1.48
X8	Helpfulness of salespeople	875	5.11	1.44
X9	Brand selection and variety	875	5.48	1.39
X10	Post-purchase service	875	5.37	1.37
X11	Exchange refund policy for returns	875	5.45	1.42
X12	Quality of the merchandise	875	5.68	1.42
X13	Product found in stock	875	5.19	1.45
X14	Ability to compare product	875	5.2	1.39
X15	Speed of selection and purchase	875	5.03	1.48
X16	Interesting social or family experience	875	4.83	1.54
X17	Charges for shipping and handling	875	4.92	1.55
X18	Easy browsing for the products	875	5.47	1.35

Table II.
Empirical variables
influencing
consumers choosing
web stores or
traditional stores for
their purchases and
consumers'
preferences to these
variables

Table III's correlation matrix shows that there are relatively high correlations among X1 (low price), X2 (special sales, rebates and coupons) and X3 (easy to find product information); X4 (physical examination of products) and X3 (easy to find product information); X9 (brand selection and variety), X11 (exchange refund policy for returns) and X12 (quality of the merchandise); and X14 (ability to compare product), X13 (product found in stock) and X15 (speed of selection and purchase). These variables may also be expected to correlate with the same set of factors. Bartlett's test of sphericity has been used to test the null hypothesis that the population correlation matrix is an identity matrix. It is clear from Table IV that the test result rejects the null hypothesis. The chi-square value is 6,217.736 with 153 degrees of freedom, which is significant at the 0.01 level. Furthermore, the KMO measure of sampling adequacy shows a greater value than 0.5. So, variables are statistically significant and meet the fundamental requirement for factor analysis. Furthermore, it also satisfies the ratio between variables and sample size.

In Table V, the communalities show how much of the variance in the variable has been accounted for by the extracted factors. By analysing the communalities, it is found that low price (X1), special sales, rebates, coupons (X2), ease of getting product information (X3), brand selection and variety (X9) and social or family experience (X16) have a high factor loading of above 0.6. The remaining 13 factors have loadings of less than 0.6. Table VI explains the extraction statistics and the number of factors to be extracted in the succeeding level. By using the cut-off initial eigenvalue of 1.00, three factors have been identified.

The factor loading pattern and percentage of variance for each of the factors have been derived by using orthogonal variance rotation. The first factor is accounted for 39.342 per cent of the variance explained, as compared to 22.594 per cent in the rotated matrix. It can also be seen from the scree plot in Figure 1 that the curve is being flattened between factors 3 and 4. Moreover, factor 4 has an eigenvalue of less than 1 (Table VI).

Table III.
Correlation matrix

Attributes	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18
X1	1.00	0.635	0.505	0.457	0.244	0.299	0.257	0.239	0.315	0.288	0.316	0.346	0.285	0.244	0.193	0.180	0.222	0.282
X2	0.635	1.00	0.558	0.487	0.300	0.343	0.337	0.253	0.345	0.290	0.358	0.310	0.307	0.314	0.279	0.255	0.284	0.293
X3	0.505	0.558	1.00	0.541	0.440	0.371	0.389	0.328	0.437	0.363	0.375	0.383	0.402	0.357	0.379	0.313	0.285	0.348
X4	0.457	0.487	0.541	1.00	0.429	0.418	0.337	0.400	0.416	0.344	0.341	0.437	0.322	0.351	0.336	0.292	0.205	0.348
X5	0.244	0.300	0.440	0.429	1.00	0.442	0.425	0.436	0.407	0.348	0.317	0.296	0.408	0.325	0.329	0.278	0.257	0.348
X6	0.299	0.343	0.371	0.418	0.442	1.00	0.450	0.406	0.421	0.361	0.449	0.396	0.321	0.303	0.263	0.264	0.278	0.313
X7	0.257	0.337	0.339	0.337	0.425	0.450	1.00	0.425	0.459	0.398	0.406	0.331	0.325	0.239	0.316	0.249	0.232	0.297
X8	0.239	0.253	0.328	0.400	0.436	0.406	0.425	1.00	0.448	0.451	0.362	0.341	0.339	0.303	0.294	0.301	0.214	0.327
X9	0.315	0.345	0.437	0.416	0.407	0.421	0.459	0.448	1.00	0.492	0.514	0.524	0.423	0.378	0.337	0.239	0.211	0.303
X10	0.288	0.290	0.363	0.344	0.348	0.361	0.398	0.451	0.492	1.00	0.457	0.454	0.380	0.350	0.345	0.253	0.268	0.351
X11	0.316	0.358	0.375	0.341	0.317	0.449	0.406	0.362	0.514	0.457	1.00	0.487	0.487	0.360	0.380	0.289	0.304	0.336
X12	0.346	0.310	0.383	0.437	0.296	0.396	0.331	0.341	0.524	0.454	0.487	1.00	0.423	0.475	0.376	0.248	0.236	0.380
X13	0.285	0.307	0.402	0.322	0.408	0.321	0.325	0.339	0.423	0.380	0.487	0.423	1.00	0.522	0.494	0.400	0.274	0.364
X14	0.244	0.314	0.357	0.351	0.325	0.303	0.239	0.303	0.378	0.350	0.360	0.375	0.522	1.00	0.509	0.444	0.269	0.389
X15	0.193	0.279	0.379	0.336	0.329	0.263	0.316	0.294	0.337	0.345	0.380	0.476	0.494	0.509	1.00	0.478	0.371	0.399
X16	0.180	0.255	0.313	0.292	0.278	0.264	0.249	0.301	0.239	0.253	0.289	0.248	0.400	0.444	1.00	0.478	0.445	0.378
X17	0.222	0.284	0.285	0.205	0.257	0.278	0.232	0.214	0.211	0.268	0.304	0.236	0.274	0.269	0.371	1.00	0.445	0.418
X18	0.282	0.293	0.348	0.348	0.348	0.313	0.297	0.327	0.303	0.351	0.336	0.380	0.364	0.389	0.399	0.378	0.418	1.00

Hence, three factors have been retained. Table VII further simplifies the data by grouping these under three factors. The factor solution was derived from the component analysis with orthogonal variance rotation of the 18 empirical variables listed for the purpose of this study. Rotation helps in reducing the number of factors on which the variable under investigation has high loading. It also helps in interpretation of the analysis more precisely.

Looking at Table VII, it can be noticed that factor 1 (F1) has 8 significant loadings, while 6 and 4 loading are in factor 2 (F2) and factor 3 (F3), respectively. These factors can be used for further analysis (Table VIII). The three factors extracted are labelled as Pre-Sales Offer (F1), Better Assortment and After Sales Policy (F2) and Product and Its Importance (F3) (Table IX). These three factors not only show the influence on the consumers when purchasing online or offline but also reveal the sequence of their importance for them.

Key findings of the study

The first factor (F1) Pre-Sales Offer extracted from the study indicates that consumers are attracted to the stores by pre-sale offers made by online and offline retailers. Low prices, special sales, rebates and coupons and ease of getting product information attract

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.929	Table IV. KMO and Bartlett's test
Bartlett's test of sphericity	Approximate chi-square	6217.736	
	df	153	
	Significance	0.000	

Attributes	Description	Initial	Extraction
X1	Low price	1.000	0.729
X2	Special sales rebates and coupons	1.000	0.742
X3	Easy to get product information	1.000	0.626
X4	Physical examination of products	1.000	0.557
X5	Immediate possession of a product	1.000	0.424
X6	Uncertainty about getting the right item	1.000	0.475
X7	Accept all form of payment	1.000	0.490
X8	Helpfulness of salespeople	1.000	0.500
X9	Brand selection and variety	1.000	0.604
X10	Post-purchase service	1.000	0.500
X11	Exchange refund policy	1.000	0.496
X12	Quality of the merchandise	1.000	0.468
X13	Availability of product in stock	1.000	0.514
X14	Ability to compare products	1.000	0.529
X15	Speed of selection and purchase	1.000	0.598
X16	Social or family experience	1.000	0.606
X17	Shipping and handling charges	1.000	0.459
X18	Easy browsing for the products	1.000	0.449

Note: Extraction method: principal component analysis

Table V.
Communalities

Table VI.
Total variance
explained

Component	Initial eigenvalues		Extraction sums of squared loadings		Rotation sums of squared loadings	
	Total	% of variance	Total	% of variance	Total	% of variance
1	7.082	39.342	7.082	39.342	4.067	22.594
2	1.432	7.954	1.432	7.954	3.119	17.326
3	1.253	6.961	1.253	6.961	2.581	14.337
4	0.977	5.425				
5	0.830	4.610				
6	0.709	3.941				
7	0.652	3.625				
8	0.612	3.402				
9	0.568	3.154				
10	0.553	3.070				
11	0.500	2.775				
12	0.485	2.697				
13	0.450	2.501				
14	0.426	2.368				
15	0.400	2.222				
16	0.380	2.111				
17	0.373	2.071				
18	0.319	1.770				
		Cumulative %		Cumulative %		Cumulative %
		39.342		39.342		22.594
		47.296		47.296		17.326
		54.257		54.257		14.337
		59.682				
		64.292				
		68.233				
		71.858				
		75.260				
		78.414				
		81.483				
		84.258				
		86.955				
		89.456				
		91.825				
		94.047				
		96.159				
		98.230				
		100.000				

Note: Extraction method: principal component analysis

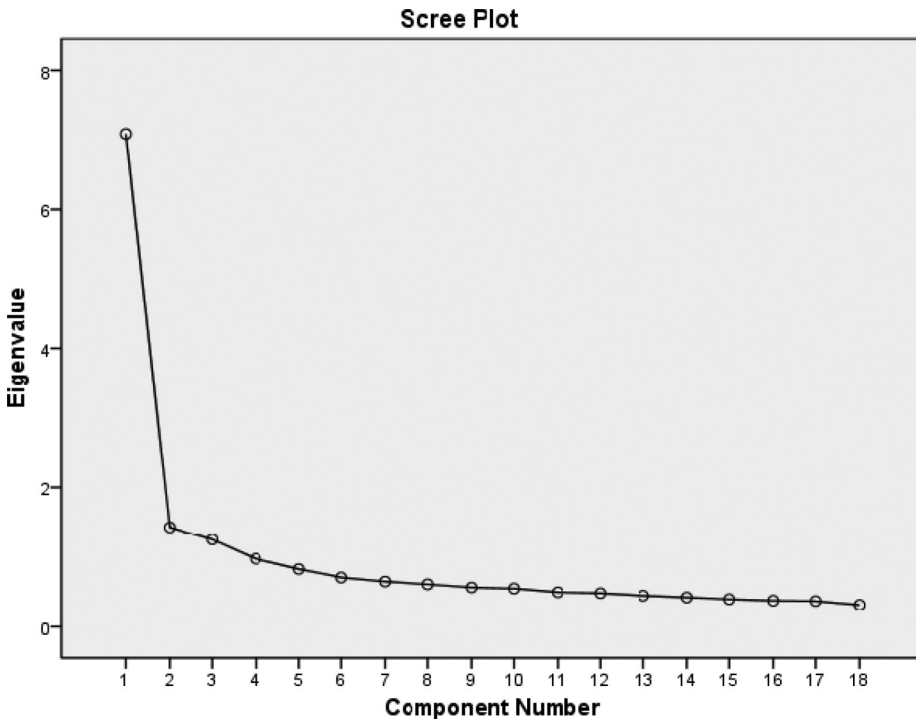


Figure 1.
Scree test for component analysis

consumers to buy online and offline. Furthermore, consumers also want to assure themselves that whatever goods are shown and offered to them are of the same quality or specification. Facilities like physical examination of product, immediate possession of a product, acceptance of all forms of payment and helpfulness of sales people further influence the buying decisions. Generally, online stores offer low price products, special sales offers, rebates and coupons and easy and timely information about the product to the consumers (Kacen *et al.*, 2013, Mckinsey). Offline stores provide facility of physical examination of product to the consumers. The consumers, after satisfying themselves, make decisions to buy or not. Consumers also get immediate possession of products when buying offline. Though online stores also provide this facility, it is available only for those products which can be transferred online. Offline stores provide all forms of payment facility. They offer goods on credit terms, too. To address the queries of consumers, offline stores have sales executives and sales persons available at their stores who take the queries and resolve them on the spot.

The second factor (F2) extracted from the study is Better Assortment and After Sales Policy. Consumers wish to visit those stores that provide a variety of products and brands, better post-purchase service, exchange refund policies, quality of merchandise, availability of products in stock and facility of comparing various products. Online stores offer a variety of products and brands to the consumers and also keep an ample stock of products with them. Online stores provide the facility of comparison of various products and brands so as rational decisions are made by the consumers when purchasing (Lieber and Syverson, 2011). Offline stores provide better after sales

Table VII.
Factors influencing
consumer preference
to buy from web
store or traditional
store

Attributes	Component matrix ^a			Rotated component matrix ^b		
	1	2	3	1	2	3
X1	0.691		-0.326	0.732		
X2	0.691			0.679		
X3	0.676			0.671		
X4	0.669			0.655		
X5	0.668			0.623		
X6	0.667	-0.301		0.607	0.304	
X7	0.642			0.567	0.305	
X8	0.635	0.341		0.564		
X9	0.631					0.763
X10	0.626	0.436				0.718
X11	0.625					0.647
X12	0.614	-0.407	0.445	0.312	0.642	
X13	0.610		-0.354		0.574	
X14	0.606		-0.325	0.434	0.555	
X15	0.604					0.831
X16	0.556	-0.483	0.432			0.819
X17	0.547	0.490		0.328		0.662
X18	0.494	0.355		0.413		0.591

Notes: ^aExtraction method: principal component analysis; three components extracted; ^b extraction method: principal component analysis; rotation method: varimax with Kaiser normalisation; rotation converged in six iterations

Table VIII.
Component
transformation
matrix

Component	1	2	3
1	0.694	0.550	0.464
2	-0.171	0.752	-0.636
3	-0.699	0.362	0.617

Notes: Extraction method: principal component analysis; rotation method: Varimax with Kaiser normalisation

services, quality products and better exchange refund policies, as compared to online stores (Vardhan, 2011; Kacen *et al.*, 2013).

The third factor (F3) extracted from the study is Product and its Importance. Consumers are attracted to those stores that provide more facility in selection and ease in purchase of items. On the one hand, there are consumers who do not wish to waste their time in making comparisons and selections of products and, on the other hand, there are consumers who wish to have a social and family experience when they shop. Shipping and handling charges and ease of browsing of products also affect the purchasing behaviour of the consumers. Online stores provide easy information about the products, as they display them on their websites, which enables consumers to make speedy selections and purchases. Consumers feel that shipping and handling charges charged by online stores increase the prices of products to a great extent. However, there

Table IX.
Factors influencing
consumer's buying
online and offline

Factors	Factor interpretation	Variables included in the factors
F1	Pre-sales offer	Low price, special sales, rebates and coupons, easy to get product information, physical examination of product, immediate possession of a product, uncertainty about getting the right item, accept all forms of payment and helpfulness of sales people
F2	Better assortment and after sales policy	Brand selection and variety, post-purchase service, exchange refund policy, quality of merchandise, availability of products in stock and ability to compare products
F3	Product and its importance	Speed of selection and purchase, social and family experience, shipping and handling charges and easy browsing of the products

are consumers who do not mind paying extra for the products which they value more. Offline stores provide facility to those consumers who wish to have a social and family experience while they shop.

Conclusion

In the era of competition, consumers are the king. Offline and online stores have to work hard to attract consumers towards their stores. Therefore, it has become imperative for them to assess the factors that influence consumer purchasing decisions. The study reveals that pre-sales offers, better assortments and after sales policies and products influence consumers when making their purchases. They choose offline and online stores for their purchases on the basis of products and services offered to them. Therefore, online and offline stores must adopt certain policies after considering the factors extracted from the study, which can help them attract and retain consumers. Moreover, it has become more important in the light of foreign direct investment in multi-brand retail in India to be competitive and innovative to survive and grow in the competition.

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455

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LAMPIRAN II
KUISIONER PENELITIAN



ANALISIS ATRIBUT PRE-SALES OFFER, BETTER ASSORTMENT AND AFTER SALES , PRODUCT AND ITS IMPORTANCE YANG MEMPENGARUHI PEMBELIAN KONSUMEN SECARA ONLINE DAN OFFLINE

Saya Aprilia Christiani Kolondam mahasiswa dari Universitas Atma Jaya Yogyakarta sedang melakukan sebuah penelitian yang berhubungan dengan offline dan online shop, yaitu dalam hal analisis faktor-faktor yang mempengaruhi pembelian konsumen secara online dan offline.

Saya ucapkan terimakasih dan sangat mengharapkan kesediaan teman-teman untuk mengisi kuesioner ini demi kelancaran skripsi saya.

Identitas Responden

Berilah tanda (v) pada pilihan jawaban yang tersedia dibawah ini sesuai dengan persetujuan anda terhadap pernyataan berikut:



1. Jenis Kelamin *

- Laki-laki
- Perempuan

2. Usia anda saat ini..... *

- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25

3. Berapa rata-rata uang saku anda per bulan? *

- Rp 500.000 - Rp1.000.000
- Rp1.000.001-Rp1.500.000
- Rp1.500.001- Rp2.000.000
- \geq Rp 2.000.001

4. Apakah anda mengenal Toko Online ? *

- Ya
- Tidak

5. Berapa kali anda melakukan pembelian online dalam 6 bulan terakhir ini= *

- Tidak Pernah
- 1 kali
- 2 kali
- 3 kali
- 4 kali
- lebih dari 5 kali

6. Dari mana anda mengenal dan mengetahui toko online yang anda sering gunakan? (Boleh pilih lebih dari satu)

- Iklan televisi
- Iklan Internet
- Media sosial
- Rekomendasi keluarga atau teman
- media cetak
- Lainnya...

Harga relatif rendah *

	1	2	3	4	5
ONLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OFFLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Potongan harga dan kupon penjualan khusus *

	1	2	3	4	5
ONLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OFFLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

mudah mendapatkan informasi produk *

	1	2	3	4	5
ONLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OFFLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

dapat memeriksa fisik produk *

	1	2	3	4	5
ONLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OFFLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

kepemilikan langsung sebuah produk *

	1	2	3	4	5
ONLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OFFLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ketidakpastian mendapat barang yang tepat *

	1	2	3	4	5
ONLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OFFLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

menerima segala bentuk pembayaran *

	1	2	3	4	5
ONLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OFFLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

kegunaan tenaga penjualan *

	1	2	3	4	5
ONLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OFFLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

dapat memilih variasi merek *

	1	2	3	4	5
ONLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OFFLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

layanan pasca pembelian *

	1	2	3	4	5
ONLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OFFLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

kebijakan pengembalian dana *

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kualitas barang dagangan *

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OFFLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ketersediaan produk *

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OFFLINE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

dapat membandingkan produk *

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kecepatan pemilihan dan pembelian *

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pengalaman sosial dan keluarga *

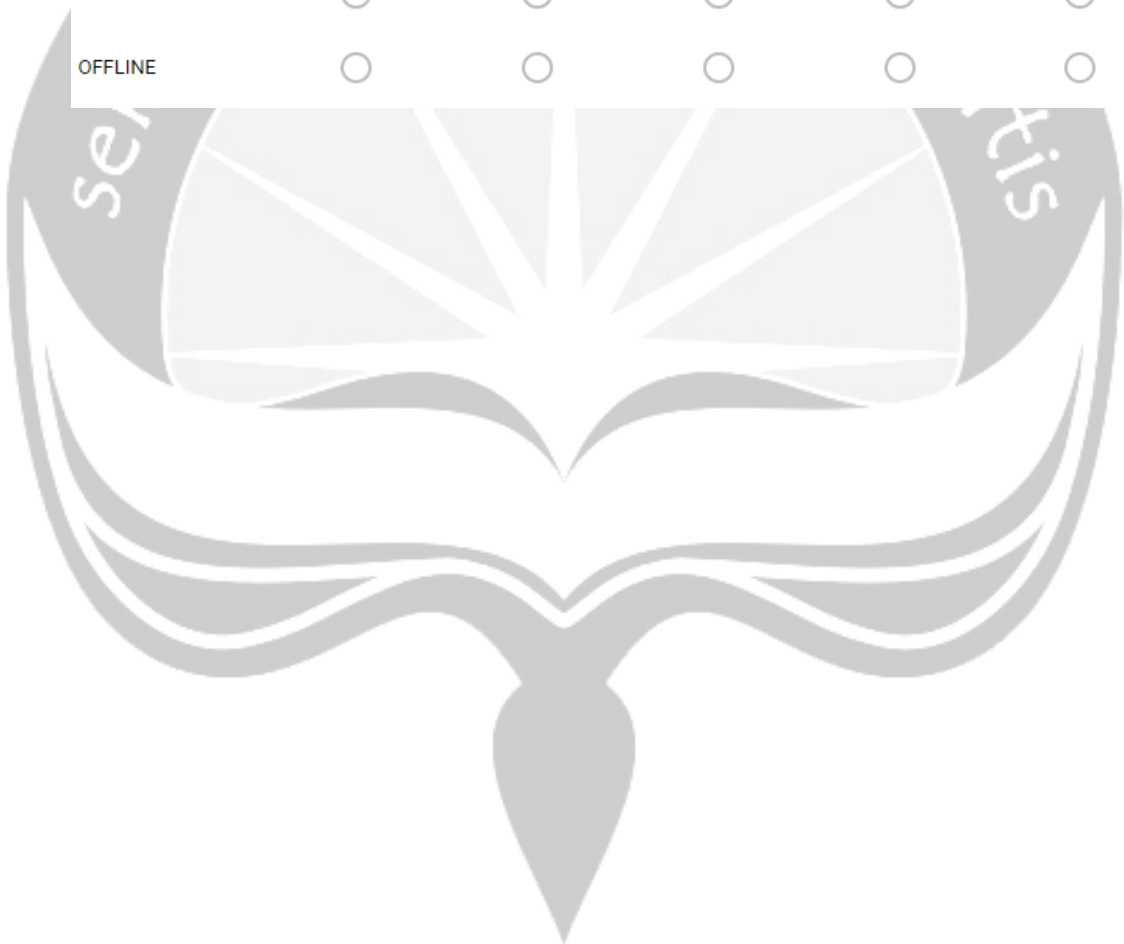
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biaya pengiriman *

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kemudahan melihat produk *

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LAMPIRAN III

JAWABAN RESPONDEN

Jenis Kelamin	usia	Uang Saku	mengenall Online	pembelian Online	Media mengenal Toko Online	produk yang dibeli scr Online	Toko Online yang sering digunakan
P	18	Rp1.500.001- Rp2.000.000	Ya	1 kali	Media sosial	Make up & alat kecantikan, Kacamata	Shopee, instagram
P	18	Rp1.500.001- Rp2.000.000	Ya	3 kali	Iklan televisi, Iklan Internet, Media sosial	Baju, celana (Fashion), Elektronik	Shopee, instagram
P	18	≥ Rp 2.000.001	Ya	≥ 5	Iklan televisi, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), makanan	Shopee, instagram
L	18	≥ Rp 2.000.001	Ya	1 kali	Iklan Internet	Elektronik	Tokopedia, Lazada, instagram
L	18	≥ Rp 2.000.001	Ya	≥ 5	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Elektronik	Tokopedia
L	18	≥ Rp 2.000.001	Ya	1 kali	Rekomendasi keluarga atau teman	Sepatu	Lazada
P	18	Rp1.000.001-Rp1.500.000	Ya	4 kali	Media sosial	Baju, celana (Fashion)	instagram
P	18	Rp1.500.001- Rp2.000.000	Ya	2 kali	Iklan televisi, Iklan Internet, Media sosial	Baju, celana (Fashion), Sepatu	Shopee, instagram
L	18	Rp 500.000 - Rp1.000.000	Ya	4 kali	Iklan televisi, Iklan Internet, Media sosial	Sepatu, makanan, Elektronik	Tokopedia, Lazada
P	19	Rp1.000.001-Rp1.500.000	Ya	≥ 5	Media sosial	Baju, celana (Fashion), Sepatu	instagram
P	19	Rp1.500.001- Rp2.000.000	Ya	3 kali	Iklan Internet, Media sosial	kebutuhan sehari-hari	instagram
L	19	Rp 500.000 - Rp1.000.000	Ya	2 kali	Iklan televisi, Iklan Internet, Media sosial	Elektronik	Tokopedia, OLX
P	19	Rp 500.000 - Rp1.000.000	Ya	1 kali	Iklan televisi, Iklan Internet, Media sosial	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan	Tokopedia, Bukalapak, instagram
P	19	Rp1.500.001- Rp2.000.000	Ya	1 kali	Media sosial	Make up & alat kecantikan	Shopee
P	19	≥ Rp 2.000.001	Ya	≥ 5	Iklan Internet, Media sosial	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan	Shopee, instagram
L	19	Rp1.000.001-Rp1.500.000	Ya	1 kali	Mulut teman	Celana dalam	Tokopedia, Lazada, Shopee, Bukalapak, instagram

P	20	Rp1.500.001- Rp2.000.000	Ya	2 kali	Iklan Internet, Media sosial	Baju, celana (Fashion), Make up & alat kecantikan	Lazada, Shopee, instagram
P	20	Rp 500.000 - Rp1.000.000	Ya	2 kali	Media sosial	Baju, celana (Fashion)	Tokopedia
P	20	Rp 500.000 - Rp1.000.000	Ya	≥ 5	Iklan Internet	Make up & alat kecantikan, Elektronik	Shopee
P	20	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan	Tokopedia, Shopee, instagram
P	20	Rp1.500.001- Rp2.000.000	Ya	2 kali	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan, Elektronik	Tokopedia, Shopee, Bukalapak, instagram
L	20	Rp 500.000 - Rp1.000.000	Ya	1 kali	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion)	Tokopedia, Lazada, Bukalapak
L	20	Rp1.500.001- Rp2.000.000	Ya	3 kali	Iklan Internet, Media sosial	Elektronik, Perlengkapan gitar	Bukalapak, instagram
P	20	Rp1.000.001-Rp1.500.000	Ya	3 kali	Media sosial	Baju, celana (Fashion), Sepatu	instagram
P	20	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Media sosial	Baju, celana (Fashion), Make up & alat kecantikan	Shopee, instagram
P	20	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan, makanan	Lazada, instagram
L	20	Rp1.000.001-Rp1.500.000	Ya	1 kali	Rekomendasi keluarga atau teman	2	instagram
P	20	Rp1.500.001- Rp2.000.000	Ya	3 kali	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Make up & alat kecantikan	Shopee
P	20	Rp1.000.001-Rp1.500.000	Ya	≥ 5	Iklan televisi, Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan, makanan, Elektronik	Tokopedia, Lazada, Shopee, instagram
L	20	Rp1.000.001-Rp1.500.000	Ya	2 kali	Media sosial	Elektronik	Lazada, Shopee
P	20	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Media sosial	Baju, celana (Fashion)	instagram
L	20	Rp1.000.001-Rp1.500.000	Ya	1 kali	Media sosial, Rekomendasi keluarga atau teman	Sepatu, Elektronik	Tokopedia

P	20	Rp1.500.001- Rp2.000.000	Ya	4 kali	Media sosial	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan	Shopee, instagram
P	20	Rp 500.000 - Rp1.000.000	Ya	3 kali	Iklan televisi, Iklan Internet, Media sosial	Elektronik	Tokopedia, Lazada, Blibli.com
P	21	Rp1.500.001- Rp2.000.000	Ya	4 kali	Iklan Internet, Media sosial	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan	Lazada, Shopee, instagram
P	21	Rp1.000.001-Rp1.500.000	Ya	3 kali	Iklan televisi, Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan	Lazada, Shopee
P	21	Rp1.000.001-Rp1.500.000	Ya	3 kali	Media sosial	Baju, celana (Fashion)	instagram
L	21	≥ Rp 2.000.001	Ya	2 kali	Iklan Internet, Media sosial	Baju, celana (Fashion), Sepatu	instagram
P	21	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan, makanan, kebutuhan sehari-hari	Shopee, instagram
P	21	Rp1.000.001-Rp1.500.000	Ya	3 kali	Iklan televisi, Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan, makanan	Lazada, Shopee, instagram
P	21	Rp 500.000 - Rp1.000.000	Ya	2 kali	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan, Tiket KA dan Pesawat	Lazada, instagram, Traveloka
P	21	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Iklan televisi, Media sosial	Baju, celana (Fashion), Make up & alat kecantikan, makanan	Shopee, instagram
P	21	Rp1.500.001- Rp2.000.000	Ya	3 kali	Iklan Internet, Media sosial	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan	Shopee, instagram
P	21	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan	Shopee, instagram
L	21	Rp1.000.001-Rp1.500.000	Ya	4 kali	Iklan Internet, Rekomendasi keluarga atau teman	Sepatu, Elektronik	Tokopedia, Blibli.com
P	21	Rp 500.000 - Rp1.000.000	Ya	2 kali	Iklan televisi, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat	Shopee, instagram

						kecantikan, makanan, kebutuhan sehari-hari	
P	21	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Media sosial	Baju, celana (Fashion), Make up & alat kecantikan	Shopee
P	21	Rp1.500.001- Rp2.000.000	Ya	1 kali	Media sosial, Rekomendasi keluarga atau teman	Make up & alat kecantikan	Shopee, instagram
L	21	Rp1.000.001-Rp1.500.000	Ya	1 kali	Iklan televisi	Sepatu	instagram
P	21	Rp 500.000 - Rp1.000.000	Ya	2 kali	Media sosial	Baju, celana (Fashion)	Tokopedia, Lazada
P	21	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Iklan televisi, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan, aksesoris handphone	Shopee
P	21	Rp 500.000 - Rp1.000.000	Ya	1 kali	Media sosial	Baju, celana (Fashion), Make up & alat kecantikan	Shopee, instagram
L	21	Rp1.000.001-Rp1.500.000	Ya	1 kali	Media sosial	Baju, celana (Fashion), makanan	instagram
P	21	Rp 500.000 - Rp1.000.000	Ya	2 kali	Media sosial	Baju, celana (Fashion)	Lazada, Shopee
L	21	Rp 500.000 - Rp1.000.000	Ya	1 kali	Media sosial, Rekomendasi keluarga atau teman	Sepatu, kebutuhan sehari-hari	Tokopedia, Lazada, Shopee, Blibli.com, Aliexpress
P	21	Rp1.000.001-Rp1.500.000	Ya	3 kali	Iklan televisi, Iklan Internet, Media sosial	Baju, celana (Fashion), Make up & alat kecantikan, makanan	Tokopedia, Shopee, instagram
P	21	≥ Rp 2.000.001	Ya	1 kali	Iklan televisi, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan	Shopee, instagram
P	21	Rp 500.000 - Rp1.000.000	Ya	3 kali	Media sosial	Baju, celana (Fashion)	Tokopedia, Shopee, Bukalapak, instagram, Sales stock
L	21	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Iklan Internet, Media sosial	makanan, Elektronik	Tokopedia, Lazada
P	21	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan	Tokopedia, Shopee

P	21	Rp1.000.001-Rp1.500.000	Ya	1 kali	Iklan televisi, Media sosial	Baju, celana (Fashion), makanan	Shopee, instagram
P	21	Rp1.000.001-Rp1.500.000	Ya	3 kali	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Make up & alat kecantikan, makanan	Tokopedia, Shopee, instagram
P	21	Rp1.500.001- Rp2.000.000	Ya	1 kali	Media sosial, Rekomendasi keluarga atau teman	Make up & alat kecantikan	instagram
P	21	≥ Rp 2.000.001	Ya	2 kali	Media sosial	Make up & alat kecantikan	instagram
L	21	≥ Rp 2.000.001	Ya	3 kali	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Elektronik	Blibli.com, instagram
L	21	Rp 500.000 - Rp1.000.000	Ya	2 kali	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu	Lazada
L	21	Rp 500.000 - Rp1.000.000	Ya	3 kali	Iklan Internet, Media sosial	Baju, celana (Fashion), Sepatu	Tokopedia, Bukalapak, instagram
P	21	Rp1.000.001-Rp1.500.000	Ya	2 kali	Media sosial	Baju, celana (Fashion)	Tokopedia, Shopee, instagram
L	21	Rp1.500.001- Rp2.000.000	Ya	1 kali	Media sosial	Baju, celana (Fashion)	Jolly chic
P	21	Rp 500.000 - Rp1.000.000	Ya	2 kali	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan, Elektronik	Tokopedia, Shopee, instagram
L	21	≥ Rp 2.000.001	Ya	3 kali	Iklan Internet, Media sosial	Baju, celana (Fashion)	instagram
P	21	Rp 500.000 - Rp1.000.000	Ya	1 kali	Iklan Internet	Baju, celana (Fashion)	Shopee
L	21	Rp 500.000 - Rp1.000.000	Ya	4 kali	Media sosial	kebutuhan sehari-hari	instagram
P	21	≥ Rp 2.000.001	Ya	≥ 5	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan, makanan	Shopee, instagram
P	21	Rp1.000.001-Rp1.500.000	Ya	2 kali	Iklan Internet, Media sosial	Baju, celana (Fashion), Make up & alat kecantikan	Tokopedia, Shopee, Blibli.com, instagram
P	21	Rp 500.000 - Rp1.000.000	Ya	1 kali	Iklan televisi, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan	Shopee, instagram
P	21	Rp1.500.001- Rp2.000.000	Ya	1 kali	Iklan televisi, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), makanan, aksesoris	Lazada, Shopee, instagram
P	21	Rp1.000.001-Rp1.500.000	Ya	4 kali	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Elektronik	Shopee

P	21	Rp1.000.001-Rp1.500.000	Ya	3 kali	Media sosial, Rekomendasi keluarga atau teman	Make up & alat kecantikan	Shopee
P	21	Rp1.000.001-Rp1.500.000	Ya	2 kali	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu	Tokopedia, Shopee
P	21	≥ Rp 2.000.001	Ya	3 kali	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), makanan	Tokopedia
P	21	Rp1.000.001-Rp1.500.000	Ya	2 kali	Iklan televisi, Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan, kebutuhan sehari-hari	Shopee, zalora
P	21	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Media sosial	Make up & alat kecantikan	instagram
P	21	Rp1.000.001-Rp1.500.000	Ya	1 kali	Iklan televisi, Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan	Shopee, instagram
P	21	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Make up & alat kecantikan, makanan	Tokopedia, Shopee, instagram
P	21	Rp1.000.001-Rp1.500.000	Ya	2 kali	Media sosial	Baju, celana (Fashion), Make up & alat kecantikan	Shopee, instagram
P	21	Rp1.500.001- Rp2.000.000	Ya	2 kali	Iklan televisi, Iklan Internet, Media sosial, media cetak	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan	Tokopedia, Shopee
L	21	Rp1.500.001- Rp2.000.000	Ya	3 kali	Iklan televisi, Rekomendasi keluarga atau teman, media cetak	Baju, celana (Fashion), Elektronik	Tokopedia
P	21	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Media sosial	Make up & alat kecantikan	Shopee
P	22	Rp1.000.001-Rp1.500.000	Ya	1 kali	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion)	Shopee
L	22	Rp1.500.001- Rp2.000.000	Ya	4 kali	Iklan televisi, Iklan Internet, Media sosial, media cetak	Alat pancing	Tokopedia, Lazada, Bukalapak, Blibli.com, instagram
P	22	Rp1.000.001-Rp1.500.000	Ya	1 kali	Media sosial	Make up & alat kecantikan	instagram
P	22	Rp1.500.001- Rp2.000.000	Ya	2 kali	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan	Tokopedia, Lazada
L	22	Rp1.000.001-Rp1.500.000	Ya	1 kali	Iklan televisi, Iklan Internet, Media sosial	Elektronik	Lazada

L	22	Rp 500.000 - Rp1.000.000	Ya	3 kali	Media sosial	kebutuhan sehari-hari, Elektronik	Tokopedia
P	22	Rp1.000.001-Rp1.500.000	Ya	1 kali	Iklan Internet	Baju, celana (Fashion)	Lazada
L	22	Rp1.000.001-Rp1.500.000	Ya	4 kali	Iklan televisi, Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu, kebutuhan sehari-hari, Elektronik	Tokopedia, Lazada, Shopee
P	22	Rp1.000.001-Rp1.500.000	Ya	3 kali	Iklan televisi, Rekomendasi keluarga atau teman	Make up & alat kecantikan, makanan	Shopee, instagram
P	22	Rp1.000.001-Rp1.500.000	Ya	≥ 5	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan, kebutuhan sehari-hari, Elektronik	Tokopedia, Shopee
P	22	Rp1.500.001- Rp2.000.000	Ya	3 kali	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan	Tokopedia, Shopee
P	22	Rp 500.000 - Rp1.000.000	Ya	1 kali	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan, makanan	Lazada, Shopee, instagram
L	22	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Media sosial	Baju, celana (Fashion)	Website
P	22	Rp1.000.001-Rp1.500.000	Ya	1 kali	Media sosial	Baju, celana (Fashion)	Shopee, instagram
P	22	Rp 500.000 - Rp1.000.000	Ya	3 kali	Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan, Elektronik	Tokopedia, Lazada, Shopee
P	22	Rp 500.000 - Rp1.000.000	Ya	2 kali	Iklan Internet, Media sosial	Baju, celana (Fashion), Sepatu, Elektronik	Shopee, instagram
P	22	≥ Rp 2.000.001	Ya	1 kali	Media sosial	Baju, celana (Fashion), Make up & alat kecantikan	Tokopedia, Shopee, Bukalapak
P	22	Rp 500.000 - Rp1.000.000	Ya	≥ 5	Media sosial, Rekomendasi keluarga atau teman	Make up & alat kecantikan	Shopee, instagram
P	22	Rp1.000.001-Rp1.500.000	Ya	4 kali	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan	Shopee, instagram
P	22	≥ Rp 2.000.001	Ya	≥ 5	Media sosial	Baju, celana (Fashion), Make up & alat kecantikan, makanan,	Shopee, instagram

						kebutuhan sehari-hari, Elektronik	
L	22	Rp1.000.001-Rp1.500.000	Ya	2 kali	Iklan Internet, Media sosial	Hobby, game	Bukalapak, instagram
P	22	Rp1.000.001-Rp1.500.000	Ya	≥ 5	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan, makanan	Lazada, Shopee, instagram
P	22	Rp1.500.001- Rp2.000.000	Ya	2 kali	Media sosial	Make up & alat kecantikan	Shopee, instagram
L	22	Rp1.000.001-Rp1.500.000	Ya	1 kali	Media sosial	Baju, celana (Fashion)	Shopee, instagram
P	22	≥ Rp 2.000.001	Ya	1 kali	Rekomendasi keluarga atau teman	Sepatu	instagram
P	22	≥ Rp 2.000.001	Ya	2 kali	Media sosial	Make up & alat kecantikan	Lazada, Shopee
P	22	Rp1.500.001- Rp2.000.000	Ya	2 kali	Media sosial	Baju, celana (Fashion), Make up & alat kecantikan	instagram
P	22	Rp1.000.001-Rp1.500.000	Ya	4 kali	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan	Tokopedia, Shopee
L	22	Rp1.000.001-Rp1.500.000	Ya	2 kali	Iklan Internet, Media sosial	Baju, celana (Fashion), Sepatu, Elektronik	Tokopedia, Bukalapak
P	22	Rp 500.000 - Rp1.000.000	Ya	3 kali	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Make up & alat kecantikan, makanan	Shopee, instagram
P	22	Rp1.000.001-Rp1.500.000	Ya	≥ 5	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan	Lazada, instagram
P	22	≥ Rp 2.000.001	Ya	2 kali	Media sosial	Baju, celana (Fashion), Make up & alat kecantikan	Lazada, Shopee, instagram
L	22	Rp 500.000 - Rp1.000.000	Ya	2 kali	Iklan televisi, Iklan Internet	Elektronik	Tokopedia, Lazada
P	22	Rp 500.000 - Rp1.000.000	Ya	≥ 5	Iklan televisi, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan, makanan	Shopee
P	22	Rp1.000.001-Rp1.500.000	Ya	≥ 5	Media sosial	Baju, celana (Fashion), Make up & alat kecantikan	Shopee
P	22	Rp1.000.001-Rp1.500.000	Ya	2 kali	Media sosial	Baju, celana (Fashion)	Shopee

P	22	Rp 500.000 - Rp1.000.000	Ya	≥ 5	Iklan Internet, Media sosial	Baju, celana (Fashion), Make up & alat kecantikan, makanan	Shopee, instagram
L	22	Rp 500.000 - Rp1.000.000	Ya	1 kali	Iklan Internet, Media sosial	Elektronik	Jd.id
P	22	≥ Rp 2.000.001	Ya	≥ 5	Iklan televisi, Iklan Internet	Baju, celana (Fashion), Sepatu	Lazada, Shopee, instagram
L	22	≥ Rp 2.000.001	Ya	3 kali	Media sosial	Baju, celana (Fashion)	instagram
P	22	Rp1.000.001-Rp1.500.000	Ya	2 kali	Iklan televisi, Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Elektronik	Lazada, instagram
P	22	Rp 500.000 - Rp1.000.000	Ya	1 kali	Iklan televisi, Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu	Tokopedia, instagram, Adorableprojects
P	22	≥ Rp 2.000.001	Ya	4 kali	Iklan televisi, Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan, makanan, kebutuhan sehari-hari, Elektronik	Tokopedia, Lazada, Shopee, Bukalapak
P	22	Rp1.000.001-Rp1.500.000	Ya	1 kali	Media sosial	Make up & alat kecantikan	Shopee
L	22	Rp1.000.001-Rp1.500.000	Ya	2 kali	Media sosial	Baju, celana (Fashion), Sepatu, Elektronik	Lazada, instagram
P	22	Rp1.000.001-Rp1.500.000	Ya	4 kali	Rekomendasi keluarga atau teman	Make up & alat kecantikan	Shopee, instagram
P	22	Rp1.500.001- Rp2.000.000	Ya	2 kali	Media sosial	kebutuhan sehari-hari	Tokopedia, Shopee, instagram
L	22	Rp1.000.001-Rp1.500.000	Ya	1 kali	Media sosial	Baju, celana (Fashion)	Lazada, instagram
L	22	Rp1.500.001- Rp2.000.000	Ya	4 kali	Iklan Internet	Baju, celana (Fashion)	Lazada
P	22	Rp1.000.001-Rp1.500.000	Ya	1 kali	Iklan televisi, Iklan Internet, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan	Shopee, instagram
P	22	Rp1.000.001-Rp1.500.000	Ya	≥ 5	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu, makanan, kebutuhan sehari-hari	Tokopedia, instagram
P	22	Rp 500.000 - Rp1.000.000	Ya	3 kali	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), kebutuhan sehari-hari	Shopee, instagram
L	22	≥ Rp 2.000.001	Ya	1 kali	Media sosial	Baju, celana (Fashion), Sepatu, Elektronik	Tokopedia, Bukalapak, instagram

P	22	Rp1.000.001-Rp1.500.000	Ya	1 kali	Media sosial	Baju, celana (Fashion), Make up & alat kecantikan	instagram
P	22	≥ Rp 2.000.001	Ya	≥ 5	Iklan televisi, Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan, makanan, kebutuhan sehari-hari, Elektronik	Shopee, instagram
L	22	≥ Rp 2.000.001	Ya	2 kali	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu	Tokopedia, Shopee, instagram
L	22	≥ Rp 2.000.001	Ya	2 kali	Media sosial, Rekomendasi keluarga atau teman	Barista tools	Lazada
P	22	≥ Rp 2.000.001	Ya	≥ 5	Iklan televisi, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan, makanan, Elektronik	Tokopedia, Shopee, instagram
P	22	Rp1.500.001- Rp2.000.000	Ya	2 kali	Iklan televisi, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan	Lazada
L	22	Rp 500.000 - Rp1.000.000	Ya	1 kali	Iklan Internet	Baju, celana (Fashion), Elektronik	Bukalapak, Zalora
P	22	Rp1.000.001-Rp1.500.000	Ya	2 kali	Rekomendasi keluarga atau teman	Baju, celana (Fashion)	instagram
P	22	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan, makanan	Shopee, instagram, Zalora
P	22	Rp1.000.001-Rp1.500.000	Ya	4 kali	Iklan televisi, Iklan Internet, Media sosial	Baju, celana (Fashion), Make up & alat kecantikan	Shopee, instagram
P	22	Rp 500.000 - Rp1.000.000	Ya	≥ 5	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan	Shopee, instagram, Salestock
L	22	Rp 500.000 - Rp1.000.000	Ya	1 kali	Media sosial	Baju, celana (Fashion)	Lazada
L	22	Rp1.500.001- Rp2.000.000	Ya	1 kali	Media sosial	Baju, celana (Fashion)	Shopee, Bukalapak
P	22	Rp1.000.001-Rp1.500.000	Ya	≥ 5	Iklan Internet, Rekomendasi keluarga atau teman	Baju, celana (Fashion), makanan, kebutuhan sehari-hari	Shopee, instagram

P	22	≥ Rp 2.000.001	Ya	4 kali	Media sosial	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan, makanan, kebutuhan sehari-hari	Tokopedia, Lazada, Shopee, instagram
P	22	Rp1.000.001-Rp1.500.000	Ya	≥ 5	Iklan Internet, Media sosial	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan	Tokopedia, Shopee, instagram
L	22	Rp1.000.001-Rp1.500.000	Ya	2 kali	Media sosial	Sepatu	Lazada
L	22	Rp1.500.001- Rp2.000.000	Ya	4 kali	Iklan televisi, Iklan Internet, Media sosial	Baju, celana (Fashion), Elektronik	Tokopedia, Bukalapak, Blibli.com
L	22	Rp 500.000 - Rp1.000.000	Ya	2 kali	Iklan Internet	Baju, celana (Fashion), Elektronik	Tokopedia
P	22	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Media sosial	Make up & alat kecantikan	Shopee
P	22	Rp 500.000 - Rp1.000.000	Ya	2 kali	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu, Elektronik	Shopee, instagram
P	22	Rp 500.000 - Rp1.000.000	Ya	2 kali	Iklan televisi, Media sosial	Baju, celana (Fashion)	Shopee, Blibli.com, instagram
P	22	Rp1.000.001-Rp1.500.000	Ya	≥ 5	Media sosial	Baju, celana (Fashion)	Shopee, instagram
L	23	Rp1.500.001- Rp2.000.000	Ya	2 kali	Media sosial	Elektronik	Bukalapak
L	23	Rp1.000.001-Rp1.500.000	Ya	2 kali	Iklan televisi, Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Sepatu, Elektronik	Tokopedia, Lazada, Bukalapak
P	23	Rp1.500.001- Rp2.000.000	Ya	2 kali	Media sosial	Make up & alat kecantikan	instagram
L	23	Rp1.500.001- Rp2.000.000	Ya	≥ 5	Iklan Internet, Media sosial	Baju, celana (Fashion), Sepatu	Shopee, instagram
L	23	Rp1.000.001-Rp1.500.000	Ya	≥ 5	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion)	Tokopedia
L	23	Rp 500.000 - Rp1.000.000	Ya	≥ 5	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Elektronik	PlayStation Store
P	23	Rp1.000.001-Rp1.500.000	Ya	4 kali	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan	Lazada, Shopee, instagram
L	23	≥ Rp 2.000.001	Ya	≥ 5	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu	instagram
P	23	≥ Rp 2.000.001	Ya	3 kali	Iklan televisi, Iklan Internet, Media sosial	Sepatu, Make up & alat kecantikan	Tokopedia

L	23	Rp1.500.001- Rp2.000.000	Ya	4 kali	Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu, Elektronik	Tokopedia, Bukalapak, instagram
P	23	≥ Rp 2.000.001	Ya	2 kali	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Make up & alat kecantikan	Shopee, instagram
P	23	Rp 500.000 - Rp1.000.000	Ya	3 kali	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan	Lazada, Shopee
L	23	Rp1.500.001- Rp2.000.000	Ya	3 kali	Iklan televisi, Iklan Internet, Media sosial	Baju, celana (Fashion), Sepatu	Lazada
P	23	Rp 500.000 - Rp1.000.000	Ya	3 kali	Media sosial	Baju, celana (Fashion), Make up & alat kecantikan	Tokopedia, Shopee, instagram
P	23	≥ Rp 2.000.001	Ya	1 kali	Media sosial	Baju, celana (Fashion), Make up & alat kecantikan	Shopee, instagram
P	23	≥ Rp 2.000.001	Ya	≥ 5	Iklan Internet, Media sosial	Baju, celana (Fashion), Make up & alat kecantikan	Shopee
L	23	Rp 500.000 - Rp1.000.000	Ya	1 kali	Iklan televisi, Iklan Internet, Media sosial	Elektronik	Tokopedia, Lazada
L	23	Rp 500.000 - Rp1.000.000	Ya	3 kali	Media sosial	Baju, celana (Fashion), Sepatu	Blibli.com
P	23	≥ Rp 2.000.001	Ya	4 kali	Media sosial, Rekomendasi keluarga atau teman	Make up & alat kecantikan	Lazada, Shopee, instagram
L	23	Rp1.500.001- Rp2.000.000	Ya	2 kali	Media sosial	Baju, celana (Fashion)	Bukalapak
L	23	≥ Rp 2.000.001	Ya	3 kali	Iklan televisi, Iklan Internet	Baju, celana (Fashion), Sepatu	Tokopedia
L	23	Rp1.500.001- Rp2.000.000	Ya	3 kali	Iklan Internet	Buku	Tokopedia, Bukalapak
L	24	≥ Rp 2.000.001	Ya	2 kali	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Gitar & efek2 gitar (accecoris)	Tokopedia, instagram
P	24	Rp 500.000 - Rp1.000.000	Ya	2 kali	Iklan televisi, Iklan Internet, Media sosial, Rekomendasi keluarga atau teman, media cetak, karena kepo aja sihh, biasa cewek laper mata	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan	Shopee, instagram
P	24	≥ Rp 2.000.001	Ya	2 kali	Iklan televisi, Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Make up & alat kecantikan	Tokopedia, Lazada, instagram

P	24	Rp1.500.001- Rp2.000.000	Ya	4 kali	Media sosial	Baju, celana (Fashion), Make up & alat kecantikan	Tokopedia, Shopee, instagram
L	24	Rp1.000.001-Rp1.500.000	Ya	1 kali	Media sosial	Baju, celana (Fashion)	Lazada, Bukalapak, airbnb
P	24	Rp 500.000 - Rp1.000.000	Ya	1 kali	Media sosial	Elektronik	Tokopedia
L	24	Rp 500.000 - Rp1.000.000	Ya	3 kali	Iklan Internet, Media sosial, Rekomendasi keluarga atau teman	Baju, celana (Fashion), Sepatu	instagram
L	24	≥ Rp 2.000.001	Ya	2 kali	Media sosial	makanan	Tokopedia
P	24	≥ Rp 2.000.001	Ya	4 kali	Iklan televisi, Media sosial	Tiket wisata	Traveloka
L	24	≥ Rp 2.000.001	Ya	2 kali	Media sosial	Sepatu	instagram
L	25	Rp1.000.001-Rp1.500.000	Ya	1 kali	Rekomendasi keluarga atau teman	Elektronik	Olx
L	25	≥ Rp 2.000.001	Ya	2 kali	Iklan Internet, Media sosial, media cetak	Baju, celana (Fashion), Sepatu	Shopee, OLX
L	25	≥ Rp 2.000.001	Ya	1 kali	Media sosial	Baju, celana (Fashion)	Tokopedia, Lazada
P	25	≥ Rp 2.000.001	Ya	≥ 5	Media sosial	Baju, celana (Fashion), Make up & alat kecantikan, Alat olah raga	Tokopedia, Shopee, Bukalapak
P	25	≥ Rp 2.000.001	Ya	≥ 5	Media sosial	Baju, celana (Fashion), Make up & alat kecantikan	Lazada, instagram
L	25	Rp1.000.001-Rp1.500.000	Ya	≥ 5	Iklan Internet, Media sosial	Sepatu, Elektronik, Jam tangan	Tokopedia, Shopee, instagram, Olx
P	25	≥ Rp 2.000.001	Ya	≥ 5	Iklan televisi, Media sosial	Baju, celana (Fashion), Sepatu, Make up & alat kecantikan	Tokopedia, Shopee, instagram
P	25	≥ Rp 2.000.001	Ya	3 kali	Media sosial, Rekomendasi keluarga atau teman	Make up & alat kecantikan, makanan	Shopee, instagram
P	25	≥ Rp 2.000.001	Ya	2 kali	Media sosial	Baju, celana (Fashion), makanan	instagram

ps o 1 A	ps o 1 b	ps o 2 A	ps o 2 B	ps o 3 A	ps o 3 B	ps o 4 A	ps o 4 B	ps o 5 A	ps o 5 B	ps o6 A	ps o6 B	ps o7 A	ps o7 b	ps o8 A	ps o8 B	ba 1 A	ba 1 B	ba 2 A	ba 2 B	ba 3 A	ba 3 B	ba 4 A	ba 4 B	ba 5 A	ba 5 B	ba 6 A	ba 6 B	pi 1 A	pi 1 B	pi 2 A	pi 2 B	pi 3 A	pi 3 B	pi 4 A	pi 4 B		
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LAMPIRAN IV
UJI VALIDITAS DAN UJI
REABILITAS

ONLINE F1A

Case Processing Summary

		N	%
Cases	Valid	206	100.0
	Excluded ^a	0	.0
	Total	206	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.725	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1	50.46	75.908	.465	.706
x2	50.43	73.300	.593	.692
x3	50.34	74.315	.506	.699
x4	52.29	77.922	.267	.721
x5	51.47	73.206	.486	.697
x6	50.55	74.785	.369	.709
x7	50.82	71.377	.557	.687
x8	51.27	74.511	.433	.704
F1	27.17	20.945	1.000	.659

ONLINE F2A

Case Processing Summary

		N	%
Cases	Valid	206	100.0
	Excluded ^a	0	.0
	Total	206	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.774	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x9	38.12	63.362	.548	.757
x10	38.92	60.281	.632	.742
x11	38.80	58.563	.706	.731
x12	38.94	61.850	.620	.749
x13	38.72	60.262	.663	.740
x14	38.90	60.004	.581	.744
F2	21.13	17.906	1.000	.784

ONLINE F3A

Case Processing Summary

		N	%
Cases	Valid	206	100.0
	Excluded ^a	0	.0
	Total	206	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.754	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x15	23.70	26.180	.655	.694
x16	23.87	28.296	.482	.736
x17	23.62	27.817	.443	.740
x18	24.25	26.492	.514	.720
F3	13.64	8.642	1.000	.550

OFFLINE F1B

Case Processing Summary

		N	%
Cases	Valid	206	100.0
	Excluded ^a	0	.0
	Total	206	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.755	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1	51.33	66.417	.464	.740
x2	51.04	63.437	.553	.727
x3	50.97	63.102	.528	.728
x4	50.01	64.551	.551	.731
x5	50.39	64.239	.520	.731
x6	52.03	67.385	.188	.765
x7	50.71	63.729	.535	.729
x8	50.64	63.080	.612	.723
F1	29.22	21.345	.986	.697

OFFLINE F2B

Case Processing Summary

		N	%
Cases	Valid	206	100.0
	Excluded ^a	0	.0
	Total	206	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.767	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x9	40.72	46.211	.611	.734
x10	41.13	47.223	.535	.744
x11	41.57	46.704	.479	.746
x12	40.65	46.872	.691	.734
x13	40.92	45.998	.683	.729
x14	40.59	46.936	.618	.737
F2	22.33	13.742	1.000	.755

OFFLINE F3B

Case Processing Summary

		N	%
Cases	Valid	206	100.0
	Excluded ^a	0	.0
	Total	206	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.749	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x15	25.03	20.711	.595	.699
x16	25.03	21.106	.639	.698
x17	26.24	21.324	.356	.755
x18	24.52	21.919	.519	.723
F3	14.40	6.749	1.000	.529



LAMPIRAN V
ANALISIS FAKTOR

ANALISIS FAKTOR ONLINE

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.839
Bartlett's Test of Sphericity	Approx. Chi-Square
	1132.840
	df
	153
	Sig.
	.000

Communalities		
	Initial	Extraction
x1	1.000	.490
x2	1.000	.533
x3	1.000	.610
x4	1.000	.664
x5	1.000	.543
x6	1.000	.385
x7	1.000	.468
x8	1.000	.552
x9	1.000	.580
x10	1.000	.679
x11	1.000	.584
x12	1.000	.581
x13	1.000	.586
x14	1.000	.432
x15	1.000	.549
x16	1.000	.415
x17	1.000	.594
x18	1.000	.519

Extraction Method: Principal

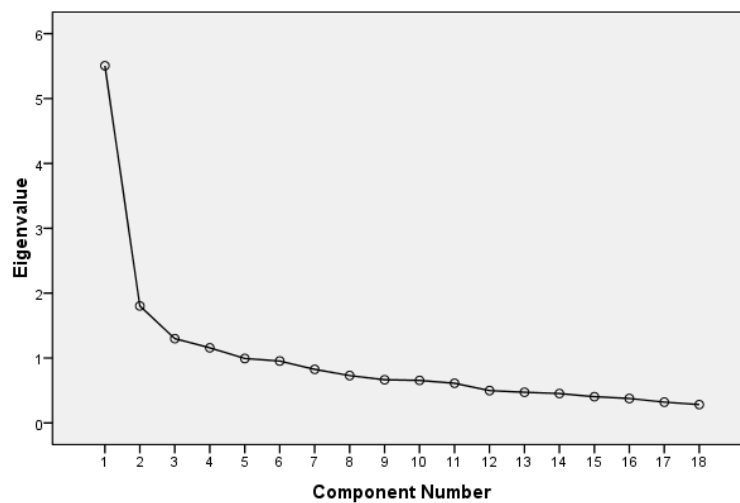
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.506	30.589	30.589	5.506	30.589	30.589	2.867	15.927	15.927
2	1.803	10.015	40.604	1.803	10.015	40.604	2.479	13.771	29.699
3	1.299	7.214	47.818	1.299	7.214	47.818	2.355	13.084	42.783
4	1.157	6.429	54.247	1.157	6.429	54.247	2.063	11.464	54.247
5	.993	5.514	59.761						
6	.953	5.297	65.058						
7	.826	4.588	69.646						
8	.729	4.052	73.698						
9	.665	3.694	77.392						
10	.654	3.636	81.027						
11	.612	3.397	84.425						
12	.498	2.764	87.189						
13	.472	2.624	89.813						
14	.452	2.513	92.326						
15	.403	2.241	94.566						
16	.376	2.090	96.657						
17	.320	1.776	98.433						
18	.282	1.567	100.000						

Extraction Method: Principal Component Analysis.

Scree Plot



Component Transformation Matrix

Component	1	2	3	4
1	.606	.436	.501	.438
2	-.385	.868	-.017	-.312
3	.362	.235	.865	.254
4	-.594	.025	-.006	.804

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

	Component Matrix			
	1	2	3	4
x1	.533	-.279	.298	-.197
x2	.646	-.217	.220	-.147
x3	.568	-.074	.043	-.529
x4	.241	.772	-.043	.088
x5	.442	.570	.148	-.033
x6	.365	-.410	.199	.208
x7	.596	-.013	-.211	.261
x8	.412	.069	-.610	-.070
x9	.585	-.436	.074	-.205
x10	.568	-.153	-.574	-.054
x11	.694	-.126	-.288	.064
x12	.671	.102	-.084	.337
x13	.682	.012	.050	.345
x14	.597	.241	.057	-.122
x15	.680	.059	.248	-.144
x16	.581	.168	-.044	-.217
x17	.388	-.256	.227	.572
x18	.448	.429	.366	.026

	Rotated Component Matrix			
	1	2	3	4
PSO1	.703			
PSO2	.671			
PSO3	.655			
PSO4	.641			
PSO5	.565			
PSO6	.400			
Pi1		.768		
Pi2		.721		
Pi3		.654		
Pi4		.480		
AS1			.785	
AS2			.734	
AS3			.599	
AS4			.480	
PQ1				.767
PQ2				.585
PQ3				.511
PQ4				.506

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

ANALISIS FAKTOR OFFLINE

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.902
Bartlett's Test of Sphericity	Approx. Chi-Square	1247.702
	df	153
	Sig.	.000

Communalities		
	Initial	Extraction
x1	1.000	.405
x2	1.000	.499
x3	1.000	.473
x4	1.000	.604
x5	1.000	.551
x6	1.000	.386
x7	1.000	.396
x8	1.000	.597
x9	1.000	.492
x10	1.000	.379
x11	1.000	.471
x12	1.000	.549
x13	1.000	.456
x14	1.000	.666
x15	1.000	.402
x16	1.000	.554
x17	1.000	.588
x18	1.000	.584

Extraction Method: Principal
Component Analysis.

Total Variance Explained

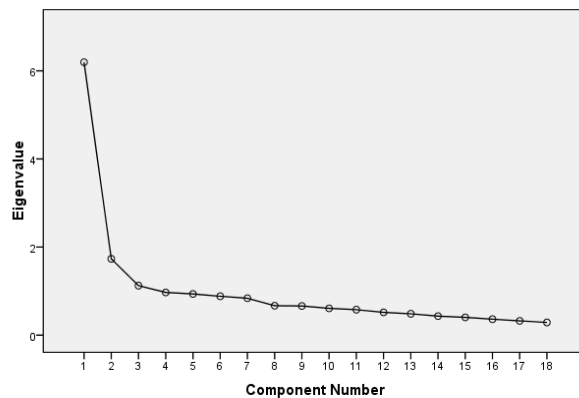
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.195	34.416	34.416	6.195	34.416	34.416	4.932	27.398	27.398
2	1.732	9.624	44.041	1.732	9.624	44.041	2.213	12.294	39.692
3	1.124	6.245	50.285	1.124	6.245	50.285	1.907	10.593	50.285
4	.969	5.383	55.668						
5	.935	5.197	60.865						
6	.883	4.904	65.769						
7	.837	4.651	70.420						
8	.668	3.712	74.132						
9	.662	3.677	77.809						
10	.608	3.376	81.185						
11	.577	3.208	84.393						
12	.516	2.867	87.260						
13	.485	2.692	89.952						
14	.431	2.392	92.344						
15	.404	2.244	94.587						
16	.362	2.010	96.597						
17	.324	1.801	98.398						
18	.288	1.602	100.000						

Extraction Method: Principal Component Analysis.

Component Transformation Matrix

Component	1	2	3
1	.858	.459	.231
2	-.348	.190	.918
3	-.377	.868	-.323

Scree Plot





LAMPIRAN VI
ANALISIS ONE WAY ANOVA

	Component Matrix		
	Variabel OFFLINE		
	1	2	3
x1	.430	.226	.411
x2	.510	.080	.482
x3	.523	.063	.441
x4	.659	-.411	-.008
x5	.653	-.270	-.227
x6	.054	.619	.026
x7	.579	.131	.209
x8	.754	-.169	-.014
x9	.694	-.101	-.027
x10	.472	.395	.006
x11	.369	.574	.074
x12	.720	.122	-.126
x13	.637	.201	-.102
x14	.768	-.262	-.086
x15	.609	.016	-.174
x16	.679	.108	-.284
x17	.093	.552	-.524
x18	.717	-.256	-.075

	Rotated Component Matrix		
	Variabel OFFLINE		
	1B	2B	3B
Pi1	.783		
Pi2	.740		
Pi3	.732		
Pi4	.712		
Pi5	.711		
Pi6	.653		
Pi7	.640		
Pi8	.623		
Pi9	.583		
Pi10	.515		
PSO1		.668	
PSO2		.635	
PSO3		.597	
PSO4		.471	
BA1			.697
BA2			.588
BA3			.572
BA4			.469

ONE WAY ANOVA
Karakteristik USIA ONLINE

	N	Mean	SD	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
F1	9	3,2083	,57282	,19094	2,7680	3,6486	2,38	4,00
	7	3,0179	,51755	,19562	2,5392	3,4965	2,38	3,63
	18	3,5208	,81038	,19101	3,1178	3,9238	1,63	4,88
	55	3,3045	,52195	,07038	3,1634	3,4456	1,50	4,25
	76	3,4786	,58145	,06670	3,3458	3,6115	1,38	5,00
	22	3,5057	,44064	,09394	3,3103	3,7011	2,50	4,38
	10	3,3250	,57494	,18181	2,9137	3,7363	2,25	4,25
	9	3,3194	,45118	,15039	2,9726	3,6662	2,75	4,00
	206	3,3968	,57207	,03986	3,3183	3,4754	1,38	5,00
F2	9	3,5370	,51893	,17298	3,1382	3,9359	2,83	4,17
	7	3,0000	,70053	,26478	2,3521	3,6479	1,67	3,83
	18	3,3519	,91088	,21470	2,8989	3,8048	1,67	4,67
	55	3,3818	,59375	,08006	3,2213	3,5423	1,67	4,67
	76	3,6996	,76110	,08730	3,5256	3,8735	1,00	5,00
	22	3,5758	,62090	,13238	3,3005	3,8511	2,17	4,67
	10	3,6333	,64693	,20458	3,1705	4,0961	2,83	4,67
	9	3,3333	,50000	,16667	2,9490	3,7177	2,50	4,00
	206	3,5210	,70526	,04914	3,4242	3,6179	1,00	5,00
F3	9	3,3889	,57434	,19145	2,9474	3,8304	2,75	4,25
	7	2,6786	,68791	,26000	2,0424	3,3148	1,50	3,50
	18	3,2500	,88284	,20809	2,8110	3,6890	1,75	4,50
	55	3,3409	,58207	,07849	3,1836	3,4983	2,00	4,50
	76	3,5822	,76962	,08828	3,4064	3,7581	1,00	5,00
	22	3,4886	,72980	,15559	3,1651	3,8122	1,75	4,75
	10	3,3250	,92833	,29357	2,6609	3,9891	1,75	4,50
	9	3,1667	,59948	,19983	2,7059	3,6275	2,50	4,00
	206	3,4090	,73495	,05121	3,3080	3,5099	1,00	5,00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
F1	Between Groups	2.945	7	.421	1.299	.253
	Within Groups	64.144	198	.324		
	Total	67.089	205			
F2	Between Groups	6.415	7	.916	1.899	.071
	Within Groups	95.549	198	.483		
	Total	101.964	205			
F3	Between Groups	7.468	7	1.067	2.046	.051
	Within Groups	103.263	198	.522		
	Total	110.731	205			

Karakteristik USIA OFFLINE

	N	Mean	SD	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
F1	9	3,7083	,45069	,15023	3,3619	4,0548	3,13	4,63
	7	3,0893	,71339	,26964	2,4295	3,7491	2,25	4,25
	18	3,6667	,76816	,18106	3,2847	4,0487	2,00	4,88
	55	3,7705	,59061	,07964	3,6108	3,9301	2,00	5,00
	77	3,6364	,59091	,06734	3,5022	3,7705	1,38	5,00
	21	3,6012	,40816	,08907	3,4154	3,7870	3,00	4,25
	10	3,6625	,32302	,10215	3,4314	3,8936	3,00	4,25
	9	3,5417	,31869	,10623	3,2967	3,7866	3,00	3,88
	206	3,6529	,57751	,04024	3,5736	3,7322	1,38	5,00
F2	9	3,8333	,71200	,23733	3,2860	4,3806	3,00	5,00
	7	3,0238	,79015	,29865	2,2930	3,7546	2,00	4,17
	18	3,8056	,63722	,15019	3,4887	4,1224	2,33	4,83
	55	3,8000	,57054	,07693	3,6458	3,9542	2,67	5,00
	77	3,7424	,63092	,07190	3,5992	3,8856	1,00	5,00
	21	3,6111	,43568	,09507	3,4128	3,8094	3,00	4,83
	10	3,7000	,68853	,21773	3,2075	4,1925	2,67	4,67
	9	3,5926	,63526	,21175	3,1043	4,0809	3,00	5,00
	206	3,7209	,61785	,04305	3,6360	3,8057	1,00	5,00
F3	9	3,6667	,46771	,15590	3,3072	4,0262	2,75	4,25
	7	3,0714	,93223	,35235	2,2093	3,9336	2,00	4,25
	18	3,4722	,68540	,16155	3,1314	3,8131	2,25	4,50
	55	3,6591	,61682	,08317	3,4923	3,8258	2,25	5,00
	77	3,5942	,65146	,07424	3,4463	3,7420	1,00	5,00
	21	3,5952	,45741	,09982	3,3870	3,8034	3,00	4,50
	10	4,0000	,80795	,25550	3,4220	4,5780	2,50	5,00
	9	3,4722	,74419	,24806	2,9002	4,0443	2,50	5,00
	206	3,6007	,64947	,04525	3,5115	3,6899	1,00	5,00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
F1	Between Groups	3.204	7	.458	1.391	.211
	Within Groups	65.167	198	.329		
	Total	68.371	205			
F2	Between Groups	4.430	7	.633	1.697	.112
	Within Groups	73.826	198	.373		
	Total	78.256	205			
F3	Between Groups	4.232	7	.605	1.455	.185
	Within Groups	82.241	198	.415		
	Total	86.472	205			

Karakteristik JENIS KELAMIN ONLINE

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
F1	laki-laki	69	3.2482	.56778	.06835	3.1118	3.3846	1.38	4.38
	perempuan	137	3.4717	.56148	.04797	3.3769	3.5666	1.63	5.00
	Total	206	3.3968	.57207	.03986	3.3183	3.4754	1.38	5.00
F2	laki-laki	69	3.4976	.74617	.08983	3.3183	3.6768	1.00	5.00
	perempuan	137	3.5328	.68624	.05863	3.4169	3.6488	1.67	5.00
	Total	206	3.5210	.70526	.04914	3.4242	3.6179	1.00	5.00
F3	laki-laki	69	3.2971	.68502	.08247	3.1325	3.4617	1.00	5.00
	perempuan	137	3.4653	.75500	.06450	3.3378	3.5929	1.50	5.00
	Total	206	3.4090	.73495	.05121	3.3080	3.5099	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
F1	Between Groups	2.293	1	2.293	7.218	.008
	Within Groups	64.796	204	.318		
	Total	67.089	205			
F2	Between Groups	.057	1	.057	.114	.736
	Within Groups	101.907	204	.500		
	Total	101.964	205			
F3	Between Groups	1.299	1	1.299	2.421	.121
	Within Groups	109.432	204	.536		
	Total	110.731	205			

Karakteristik JENIS KELAMIN OFFLINE

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
						F1	laki-laki		
	perempuan	137	3.7217	.53850	.04601	3.6307	3.8127	2.00	5.00
	Total	206	3.6529	.57751	.04024	3.5736	3.7322	1.38	5.00
F2	laki-laki	69	3.6087	.68231	.08214	3.4448	3.7726	1.00	5.00
	perempuan	137	3.7774	.57709	.04930	3.6799	3.8749	2.00	5.00
	Total	206	3.7209	.61785	.04305	3.6360	3.8057	1.00	5.00
F3	laki-laki	69	3.4275	.67397	.08114	3.2656	3.5894	1.00	5.00
	perempuan	137	3.6880	.62115	.05307	3.5830	3.7929	2.00	5.00
	Total	206	3.6007	.64947	.04525	3.5115	3.6899	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
F1	Between Groups	1.936	1	1.936	5.945	.016
	Within Groups	66.435	204	.326		
	Total	68.371	205			
F2	Between Groups	1.306	1	1.306	3.461	.064
	Within Groups	76.950	204	.377		
	Total	78.256	205			
F3	Between Groups	3.112	1	3.112	7.616	.006
	Within Groups	83.360	204	.409		
	Total	86.472	205			

Karakteristik UANG SAKU ONLINE

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
F1 Rp. 500.000 - Rp. 1.000.000	47	3.4761	.47680	.06955	3.3361	3.6161	2.50	5.00
Rp. 1.000.001 - Rp. 1.500.000	64	3.4180	.52903	.06613	3.2858	3.5501	1.75	4.88
Rp. 1.500.001 - Rp. 2.000.000	52	3.3486	.70898	.09832	3.1512	3.5459	1.38	4.75
> Rp. 2.000.001	43	3.3372	.55133	.08408	3.1675	3.5069	2.25	4.63
Total	206	3.3968	.57207	.03986	3.3183	3.4754	1.38	5.00
F2 Rp. 500.000 - Rp. 1.000.000	47	3.3901	.74962	.10934	3.1700	3.6102	1.67	4.83
Rp. 1.000.001 - Rp. 1.500.000	64	3.5651	.63525	.07941	3.4064	3.7238	1.67	5.00
Rp. 1.500.001 - Rp. 2.000.000	52	3.5929	.82540	.11446	3.3632	3.8227	1.00	5.00
> Rp. 2.000.001	43	3.5116	.59250	.09035	3.3293	3.6940	2.33	5.00
Total	206	3.5210	.70526	.04914	3.4242	3.6179	1.00	5.00
F3 Rp. 500.000 - Rp. 1.000.000	47	3.2872	.66549	.09707	3.0918	3.4826	1.75	4.25
Rp. 1.000.001 - Rp. 1.500.000	64	3.4180	.69872	.08734	3.2434	3.5925	2.00	5.00
Rp. 1.500.001 - Rp. 2.000.000	52	3.4663	.92093	.12771	3.2100	3.7227	1.00	5.00
> Rp. 2.000.001	43	3.4593	.60487	.09224	3.2732	3.6455	2.50	4.75
Total	206	3.4090	.73495	.05121	3.3080	3.5099	1.00	5.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
F1 Between Groups	.598	3	.199	.605	.612
Within Groups	66.492	202	.329		
Total	67.089	205			
F2 Between Groups	1.203	3	.401	.804	.493
Within Groups	100.761	202	.499		
Total	101.964	205			
F3 Between Groups	.982	3	.327	.602	.614
Within Groups	109.749	202	.543		
Total	110.731	205			

Karakteristik UANG SAKU OFFLINE

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
F1	Rp. 500.000 - Rp. 1.000.000	47	3.7872	.53728	.07837	3.6295	3.9450	2.63	5.00
	Rp. 1.000.001 - Rp. 1.500.000	64	3.6250	.54917	.06865	3.4878	3.7622	2.00	4.88
	Rp. 1.500.001 - Rp. 2.000.000	52	3.5216	.69210	.09598	3.3290	3.7143	1.38	4.75
	> Rp. 2.000.001	43	3.7064	.48172	.07346	3.5581	3.8546	2.88	5.00
	Total	206	3.6529	.57751	.04024	3.5736	3.7322	1.38	5.00
F2	Rp. 500.000 - Rp. 1.000.000	47	3.8475	.48756	.07112	3.7044	3.9907	2.67	4.83
	Rp. 1.000.001 - Rp. 1.500.000	64	3.7526	.62572	.07822	3.5963	3.9089	2.00	5.00
	Rp. 1.500.001 - Rp. 2.000.000	52	3.5769	.71588	.09927	3.3776	3.7762	1.00	4.67
	> Rp. 2.000.001	43	3.7093	.58992	.08996	3.5278	3.8909	2.67	5.00
	Total	206	3.7209	.61785	.04305	3.6360	3.8057	1.00	5.00
F3	Rp. 500.000 - Rp. 1.000.000	47	3.7234	.49518	.07223	3.5780	3.8688	2.75	5.00
	Rp. 1.000.001 - Rp. 1.500.000	64	3.5273	.67717	.08465	3.3582	3.6965	2.00	5.00
	Rp. 1.500.001 - Rp. 2.000.000	52	3.5962	.82122	.11388	3.3675	3.8248	1.00	5.00
	> Rp. 2.000.001	43	3.5814	.50803	.07747	3.4250	3.7377	2.50	4.50
	Total	206	3.6007	.64947	.04525	3.5115	3.6899	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
F1	Between Groups	1.917	3	.639	1.942	.124
	Within Groups	66.454	202	.329		
	Total	68.371	205			
F2	Between Groups	1.902	3	.634	1.677	.173
	Within Groups	76.354	202	.378		
	Total	78.256	205			
F3	Between Groups	1.069	3	.356	.843	.472
	Within Groups	85.403	202	.423		
	Total	86.472	205			