BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan hasil penelitian yang telah diuraikan pada bab sebelumnya mengenai pengaruh rasa ketidakpastian terhadap niat beli pada saat konsumen wanita berbelanja online, maka dapat ditarik kesimpulan sebagai berikut:

Pengaruh pendapatan rata-rata perbulan dengan pengeluaran rata-rata perbulan dan intensitas pembelian rata-rata untuk pembelian barang di *online* Facebook dilakukan analisis crosstabs untuk mengetahui apakah ada hubungan antara pendapatan per bulan dengan pengeluaran dan intensitas pembelian untuk membeli produk. Berdasarkan hasil analisis cosstabs dari semua analisis di bab sebelumnya, bisa diambil kesimpulan yang sama yaitu ada hubungan antara variabel pendapatan per bulan responden dengan pengeluaran rata-rata per bulan responden, dan intensitas pembelian barang rata-rata untuk pembelian barang di *online* Facebook. Dalam arti, bisa saja kebanyakan responden dengan pendapatan yang di peroleh setiap bulannya menentukan jumlah pengeluaran dan intensitas pembelian setiap bulannya. Demikian bisa dikembangkan berbagai kemungkinan lainnya.

Pengaruh pengalaman sifat barang terhadap ketidakpastian barang. Berdasarkan hasil analisis regresi linier sederhana dapat ditarik kesimpulan

bahwa variabel pengalaman pada atribut barang signifikan mempengaruhi ketidakpastian pada barang untuk pembelian barang di *online* Facebook (H7) yaitu semakin tinggi pengakuan atau kepercayan pembeli terhadap atribut barang, diharapkan dapat mengurangi rasa ketidakpastian yang dirasakan pembeli terhadap komoditas atau wujud barang tersebut. Karena adanya rasa keyakinan para pembeli terhadap atribut barang.

Pengaruh komunikasi *online*, komentar pembeli, dan jaminan operator C2C terhadap pengalaman pada atribut barang. Berdasarkan hasil analisis regresi linier berganda dapat ditarik kesimpulan bahwa variabel komunikasi online signifikan mempengaruhi pengalaman pada atribut barang (H1) adalah sebuah informasi yang positif dari para penjual disampaikan untuk para pembeli dalam studi ini, adalah untuk mendapatkan kepercayaan dari para pembeli sehingga atribut yang ditawarkan bisa memiliki nilai kepercayaan yang tinggi dan akhirnya mau membeli barang tersebut. Variabel komentar para pembeli tidak signifikan mempengaruhi pengalaman pada atribut barang (H3) adalah informasi positif yang diterima dari pembeli yang sudah pernah membeli barang tersebut diharapkan bisa membangun kepercayaan bagi para calon pembeli lainnya mengenai atribut barang tersebut sehingga para calon pembeli semakin yakin untuk memutuskan membeli barang tersebut, dan variabel jaminan operator C2C tidak signifikan mempengaruhi pengalaman pada atribut barang (H5) adalah evaluasi merupakan suatu proses penilaian, pengukuran mengenai efektifitas dari suatu strategi untuk pencapaian tujuan. Jadi, semakin

tinggi evaluasi atau penilaian yang diberikan para pembeli atas jaminan operator C2C, menunjukkan bahwa perhatian mengenai keinginan para pembeli untuk semakin percaya terhadap atribut barang semakin tinggi.

Pengaruh ketidakpastian pada barang, komunikasi *online*, komentar pembeli, dan jaminan operator C2C terhadap ketidakpastian yang dirasakan pembeli pada perilaku penjualan. Berdasarkan hasil analisis regresi linier berganda dapat ditarik kesimpulan bahwa variabel komunikasi online tidak signifikan mempengaruhi ketidakpastian yang dirasakan pembeli pada perilaku penjualan (H2) adalah informasi yang positif dari para penjual juga diharapkan untuk memberikan rasa aman dan kepastian bagi para calon pembeli mengenai atribut barang sehingga bisa mengurangi rasa ketidakpastian mengenai informasi kualitas, model, dan detail atribut barang, variabel komentar para pembeli signifikan mempengaruhi ketidakpastian yang dirasakan pembeli pada perilaku penjualan (H4) adalah informasi positif yang diterima dari pembeli yang sudah pernah membeli barang tersebut diharapkan bisa mengurangi rasa ketidakpastian yang dirasakan para calon pembeli mengenai penjualan tersebut, sehingga para calon pembeli bisa semakin yakin dengan para penjual tanpa ditakuti terjadinya penipuan, variabel jaminan operator C2C signifikan mempengaruhi ketidakpastian yang dirasakan pembeli pada perilaku penjualan (H6) adalah semakin tinggi evaluasi atau penilaian yang diberikan para pembeli atas jaminan operator C2C, diharapkan bisa mengurangi rasa ketidakpastian yang dirasakan para calon pembeli mengenai penjualan tersebut, sehingga para

calon pembeli bisa semakin yakin dengan para penjual tanpa ditakuti terjadinya penipuan, dan variabel ketidakpastian pada barang signifikan mempengaruhi ketidakpastian yang dirasakan pembeli pada perilaku penjualan (H8) adalah ketika rasa ketidakpastian para pembeli terhadap barang semakin banyak, maka hal ini menunjukkan rasa ketidakpastian yang dirasakan pembeli mengenai perilaku para penjualan juga semakin tinggi. Karena keyakinan yang dirasakan para pembeli terhadap barang sedikit disebabkan ketidakyakinan mereka terhadap para penjual.

Pengaruh ketidakpastian pada barang dan ketidakpastian yang dirasakan pembeli pada perilaku penjualan terhadap niat beli. Berdasarkan hasil analisis regresi linier berganda dapat ditarik kesimpulan bahwa variabel ketidakpastian pada barang signifikan mempengaruhi niat beli (H9) adalah ketika rasa ketidakpastian para calon pembeli terhadap barang semakin banyak, hal ini menunjukkan bahwa kurangnya ketertarikan para calon pembeli untuk memiliki barang tersebut sehingga mengurangi niat yang seharusnya dimiliki untuk membeli, dan variabel ketidakpastian yang dirasakan pembeli pada perilaku penjualan signifikan mempengaruhi niat beli (H10) adalah Semakin banyak rasa ketidakpastian pada perilaku penjualan yang ditunjukkan oleh para penjual, maka hal ini akan mempengaruhi para pembeli untuk tertarik terhadap barang tersebut sehingga mengurangi niat yang seharusnya dimiliki para calon pembeli untuk membeli barang tersebut.

5.2 Implikasi Manajerial

Dari hasil penelitian, dapat diketahui bahwa ada beberapa variabel dan hipotesis yang pada akhirnya tidak signifikan secara langsung mempengaruhi niat beli saat konsumen memutuskan untuk berbelanja di *online* Facebook. Untuk ketidakpastian yang dirasakan konsumen pada barang dan para penjual, terbukti secara signifikan mempengaruhi niat beli. Namun para pelaku pasar *online* perlu memperhatikan juga variabel yang tidak mempengaruhi keputusan untuk membeli, baik itu bagi para pembeli dan penjual seperti komentar para pembeli dan jaminan operator C2C terhadap pengalaman sifat barang. Misalnya saja dengan meberikan jaminan kualitas yang baik, foto menarik dan bagus yang sesuai aslinya kemudian pelayanan yang baik setelah pembelian, maka akan berpengaruh positif pada komentar para pembeli mengenai pengalaman mereka terhadap barang dan sifat penjual yang akan mempengaruhi pembeli lain.

Selain itu yang perlu diperhatikan juga adalah komunikasi online terhadap ketidakpastian yang dirasakan pembeli mengenai perilaku penjualan yaitu dengan membantu para pembeli memahami kualitas dan mutu barang, cara memilih dan memelihara barang, menjawab langsung pertanyaan dari pembeli sehingga pembeli bisa merasakan kejujuran penjual, mendapatkan informasi yang sebenarnya dan merasa tidak akan tertipu agar bisnis yang dilakukan secara *online* bisa berjalan dengan baik sehingga bisa mengurangi

resiko yang akan dihadapi dan dirasakan saat berbelanja *online* yang pada akhirnya akan mempengaruhi niat beli.

5.3 Saran Bagi Penelitian Selanjutnya

Untuk penelitian yang selanjutnya, akan lebih baik jika variabel-variabel yang terbukti saling mempengaruhi secara signifikan bisa digunakan dan dikembangkan lagi sehingga bisa semakin membuktikan pengaruh variabel tersebut dalam keputusan pembelian yang dilakukan para pembeli sehingga pada akhirnya akan mempengaruhi niat beli. Kemudian variabel yang tidak signifikan juga bisa diteliti kembali pada bisnis *online* yang lain seperti kaskus.com, berniaga.com, tokobagus.com, bukalapak.com, dan lain-lain.

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LAMPIRAN

1. Lampiran Pilot Study

Hasil dari Pilot Study

Lama Sebagai Pengguna Facebook	**Yang Diketahui Mengenai Facebook**	**Berbagai Macam Barang yang Ditawarkan**	**Barang yang Sering Dibeli**
1. (3 Responden) 3 tahun 2. (3 Responden) 4 tahun 3. (3 Responden) 5 tahun 4. (1Responden) 6 tahun	a. Facebook sebagai jejaring sosial. b. Cari teman, relasi c. Tempat Promosi, iklan / *e-commerce* d. Media sosial dan komunikasi yang praktis	Tas, baju, alat kosmetik, aksesoris, *softlens*, sepatu, sandal, *highheels, wedges, parfume, underware*, elektronik, kosmetik, produk kecantikan dan kesehatan.	1. Softlens (1 Responden) 2. Baju/*dress*(9 Responden) 3. Tas (2 Responden) 4. Sepatu(2 Responden) 5. *Parfume* (2 Responden) 6. Jam(1 Responden) 7. Pernak-pernik / aksesoris(1 Responden)

Kalangan Masyarakat yang Membeli Barang secara *Online*	**Rata-rata Harga Barang**	**Intensitas Membeli**
Hampir semua responden menyatakan bahwa online shop melalui Facebook ini bisa diterima untuk kalangan menengah ke atas	1. Harga baju > Rp 50.000 2. Harga tas > Rp 150.000 3. Harga *parfume* > Rp 200.000	a. 2 – 4 kali (spontanitas) b. 10 – 15 kali / 6bulan c. 1 kali / bulan

Kepuasan Kualitas Barang (Ya/Tidak)	**Resiko Pembelian secara *Online***	**Respon Pembeli terhadap Resiko**
1. Ya, untuk barang-barang tertentu seperti tas, *softlens*, pernak-pernik,	Semua responden menyatakan bahwa resiko pemebelian secara online ini adalah barang tidak	Responden tetap ingin membeli online melalui Facebook walaupun mengetahui berbagai macam resikonya

parfume 2. Tidak, untuk baju/*dress*	sesuai dengan gambar yang ditawarkan, penipuan, penggelapan uang, barang cacat/rusak saat pengiriman, barang terlambat datang, barang hilang saat dikirim, tidak ada garansi, barang tidak bisa dikembalikan, ukuran tidak sesuai(baju/sepatu).	karena berbelanja online dianggap lebih *simple* dan praktis, *unlimited time*, tertarik dan tergoda ingin membeli karena melihat gambar yang menarik, lebih gampang dan hemat waktu.

Kesimpulan dari *Pillot Study*

Dari hasil *pillot study* yang dilakukan penulis melalui wawancara langsung dengan 10 responden, maka berikut kesimpulannya:

1. Untuk lamanya penggunaan Facebook.com:

Waktu (tahun)	Jumlah Responden
3	3
4	3
5	3
6	1

2. Yang diketahui mengenai Facebook.com (jawaban responden lebih dari 1):

Pengertian Tentang Facebook	Jumlah Responden
Jejaring sosial	8
Cari teman dan relasi	3
Tempat promosi, iklan dan *e-commerce*	4
Media sosial dan komunikasi yang praktis	4

3. Berbagai macam barang yang ditawarkan:

   Tas, baju, alat kosmetik, aksesoris, *softlens*, sepatu, sandal, *highheels*, *wedges*, *parfume*, *underware*, elektronik, kosmetik, produk kecantikan dan kesehatan.

4. Barang yang sering di beli (jawaban responden lebih dari 1):

Barang yang Sering di Beli	**Jumlah Responden**
Softlens	1
Baju/*dress*	9
Tas	2
Sepatu	2
Parfume	2
Jam tangan	1
Pernak-pernik/aksesoris	1

5. Kalangan masyarakat yang membeli barang secara online:

Tingkat Strata	**Jumlah Responden**
Menengah Keatas	7
Semua Kalangan	1
Tergantung Barang	2

6. Rata-rata harga barang (jawaban responden lebih dari 1):

Harga Barang	**Jumlah Responden**
Baju > Rp 50.000	10
Tas > Rp 150.000	2
Parfume > Rp 200.000	2

7. Intensitas membeli:

Intensitas	Jumlah Responden
2 – 6 (spontanitas)	5
10 – 15 (6-12 bulan)	2
1 kali / bulan	3

8. Kepuasan kualitas barang (jawaban responden lebih dari 1):
    a. Ya, untuk barang tertentu seperti tas, *softlens*, pernak-pernik, dan parfume (4 responden)

b. Tidak, untuk baju/dres (9 responden)

9. Resiko pembelian secara online:

   Semua responden menyatakan bahwa resiko pembelian secara *online* ini adalah barang tidak sesuai dengan gambar yang ditawarkan, penipuan, penggelapan uang, barang cacat/rusak saat pengiriman, barang terlambat datang, barang hilang saat dikirim, tidak ada garansi, barang tidak bisa dikembalikan, ukuran tidak sesuai(baju/sepatu).

10. Respon pembeli terhadap resiko:

    Semua respon tetap ingin membeli *online* melalui Facebook walaupun mengetahui berbagai macam resikonya karena berbelanja *online* dianggap lebih *simple*, praktis, dan *unlimited time*, tertarik dan tergoda ingin membeli karena melihat gambar yang menarik, lebih gampang dan hemat waktu.

2. Lampiran Kuesioner

Keterangan Pengisian

Sebelum mengisi semua daftar pertanyaan dibawah ini, Anda dimohon untuk mengisi data responden yang penting untuk penelitian ini. Setiap identitas yang Anda berikan akan dirahasiakan. Atas kesediaan Anda mengisi kuesioner ini, saya ucapkan terima kasih.

Data Responden (A)

1. Umur : ( ) Tahun

2. Pendapatan atau uang saku rata-rata per bulan :
   ( ) < Rp 500.000 ( ) Rp 1.000.001 – Rp 1.500.000
   ( ) Rp 500.001 – Rp 1.000.000 ( ) > Rp 1.500.001

3. Pengeluaran rata-rata untuk membeli produk melalui Facebook:
   ( ) ≤ Rp 200.000 ( ) Rp 350.001 – Rp 500.000
   ( ) Rp 200.001 – Rp 350.000 ( ) > Rp 500.001

Informasi Responden (B)

4. Apakah Anda pengguna Facebook : ( ) Ya ( ) Tidak

5. Lama Sebagai Pengguna Facebook :
   ( ) ≤ 3 Tahun ( ) 4 Tahun ( ) 5 Tahun ( ) ≥ 6Tahun

6. Anda sering menggunakan Facebook untuk apa (jawaban boleh lebih dari 1):
   ( ) Sebagai jejaring sosial ( ) Promosi/iklan, *e-commerce*
   ( ) Relasi, cari teman ( ) Media sosial & komunikasi yang praktis
   ( ) Lainnya, sebutkan ……

7. Apakah Anda pernah membeli barang baju atau celana melalui online Facebook:
   ( ) Ya ( ) Tidak

8. Intensitas pembelian barang rata-rata:
   ( ) 1 – 2 kali / bulan ( ) 1 – 2 kali / 6 bulan
   ( ) 1 – 2 kali / 2 bulan ( ) 1 kali ≥ 12 bulan
   ( ) 1 – 2 kali / 4 bulan

Dalam menilai sejauh mana perbedaan sikap konsumen wanita terhadap **pembelian produk *fashion* secara *online* melalui Facebook (FB)**, yang terdiri dari niat beli dan ketidakpastian yang dirasakan pembeli mengenai perilaku penjualan, adalah sebagai berikut :

No	Keterangan	STS	TS	N	S	SS
C1	Saya sulit mengetahui kualitas yang sebenarnya dari barang tersebut					
C2	Saya sulit mengetahui bahan yang sebenarnya					
C3	Saya sulit memastikan bahwa ekspektasinya sudah sesuai dengan barang yang nyata					
C4	Saya sulit untuk memastikan bahwa *style* barang tersebut, cocok atau tidak untuk saya					
D1	Saya sulit mengetahui apakah penjual *online* FB bersikap jujur					
D2	Saya sulit mengetahui apakah penjual *online* FB menutupi informasi barang yang sebenarnya					
D3	Saya sulit mengetahui apakah penjual *online* FB akan menepati janji mengenai pengiriman barang					
D4	Saya sulit mengetahui apakah penjual *online* FB akan menipu saya untuk kepentingan pribadi					
E1	Penjual *online* FB memberikan foto barang dan tampilan gambar yang menarik dari setiap sudut yang terlihat					

No	Keterangan	STS	TS	N	S	SS
E2	Saya dapat menentukan bahan dari barang tersebut dan memilih ukuran yang tepat serta warna berdasarkan foto					
E3	Saya dapat memahami cara pembelian setelah melakukan transaksi di *online* FB, jaminan kualitas dan pelayanan setelahnya					
E4	Saya dapat memahami jaminan kualitas setelah melakukan transaksi di *online* FB					
E5	Saya dapat memahami pelayanan dari penjual setelah melakukan transaksi di *online* FB					
F1	Komunikasi *online* dengan penjual *online* FB dapat membantu saya untuk memahami kualitas dan mutu barang					
F2	Saya bisa mendapatkan informasi lebih lanjut tentang cara memilih dan memelihara barang					
F3	Saya dapat merasakan kebaikan dan kejujuran penjual *online* FB					
F4	Penjual *online* FB dapat menjawab secara langsung mengenai pertanyaan-pertanyaan saya					
G1	*Review* dari pembeli lain membantu saya untuk memahami ukuran barang yang sebenarnya					
G2	Komentar pembeli lain, membantu saya memastikan *style* dan desain barang					
G3	Komentar dari pembeli lain, membantu saya mengetahui bahwa penjual tersebut jujur					
G4	Komentar pembeli lain, membantu saya memahami kualitas jasa dari penjual *online* FB					
H1	Facebook.com menerapkan penggunaan metode pembayaran yang dibuat secara adil dan terpercaya					
H2	Media jejaring sosial Facebook.com dapat menyelesaikan perselisihan dan tidak memihak					
H3	Media jejaring sosial Facebook.com dapat melindungi informasi anggota yang terdaftar					
I1	Jika saya ingin membeli sebuah pakaian, saya akan mempertimbangkan penjual di *online* FB					
I2	Saya akan merekomendasikan penjual di *online* FB untuk teman saya					

Keterangan:

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

DATA MENTAH 150 RESPONDEN

Kuisioner	C1	C2	C3	C4	D1	D2	D3	D4	E1	E2	E3	E4	E5	F1	F2	F3	F4	G1	G2	G3	G4	H1	H2	H3	I1	I2	C	D	E	F	G	H	I
1	4	4	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	**18**	**20**	**25**	**16**	**16**	**12**	**8**
2	4	5	5	5	4	4	4	4	5	5	2	2	4	4	2	4	4	4	4	4	2	5	5	5	4	4	**19**	**16**	**18**	**14**	**14**	**15**	**8**
3	4	4	5	5	5	5	5	5	5	4	4	5	5	4	5	5	5	5	4	5	5	4	5	5	5	4	**18**	**20**	**23**	**19**	**19**	**14**	**9**
4	5	4	4	5	5	5	4	4	4	5	4	5	5	5	4	4	3	3	4	4	4	4	4	4	4	4	**18**	**18**	**23**	**16**	**15**	**12**	**8**
5	4	4	5	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	**18**	**20**	**22**	**20**	**20**	**15**	**10**
6	5	5	5	5	4	5	5	5	4	4	3	3	3	4	4	4	4	3	3	3	4	3	3	4	4	4	**20**	**19**	**17**	**16**	**13**	**10**	**8**
7	4	4	4	4	4	4	4	5	4	3	3	3	3	3	3	4	4	4	3	2	4	4	4	4	3	3	**16**	**17**	**16**	**14**	**13**	**12**	**6**
8	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	**16**	**16**	**19**	**16**	**16**	**12**	**8**
9	5	4	4	5	4	4	4	5	4	5	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	**18**	**17**	**21**	**15**	**16**	**12**	**8**
10	4	4	4	4	5	5	5	5	4	4	3	3	3	4	3	3	4	4	4	3	3	4	4	4	3	3	**16**	**20**	**17**	**14**	**14**	**12**	**6**
11	5	5	5	5	5	4	4	5	4	4	4	4	4	5	5	4	4	4	5	5	5	4	5	4	5	5	**20**	**18**	**20**	**18**	**19**	**13**	**10**
12	4	5	4	5	4	4	5	5	4	4	4	4	4	5	5	5	5	4	5	5	4	4	5	5	5	5	**18**	**18**	**20**	**20**	**18**	**14**	**10**
13	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	**20**	**20**	**25**	**20**	**20**	**15**	**10**
14	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	**18**	**16**	**20**	**16**	**16**	**12**	**10**
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109	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	**20**	**20**	**22**	**16**	**16**	**12**	**10**
110	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	4	4	4	3	3	4	4	4	4	4	4	**16**	**17**	**25**	**18**	**14**	**12**	**8**
111	5	5	4	4	4	4	5	5	5	5	4	4	5	4	4	4	4	4	2	2	5	5	5	4	4	4	**18**	**18**	**23**	**16**	**13**	**14**	**8**
112	5	5	4	4	4	4	5	5	5	5	4	4	5	4	4	4	4	4	2	2	5	5	5	4	4	4	**18**	**18**	**23**	**16**	**13**	**14**	**8**
113	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	**20**	**20**	**25**	**20**	**20**	**15**	**10**
114	5	4	4	5	4	4	4	5	4	5	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	**18**	**17**	**21**	**15**	**16**	**12**	**8**
115	4	4	4	4	5	5	5	5	4	4	4	3	3	4	3	3	4	4	4	3	3	4	4	4	4	4	**16**	**20**	**18**	**14**	**14**	**12**	**8**

116	5	5	5	5	5	4	4	5	4	4	4	4	4	5	5	4	4	4	5	5	5	4	5	4	5	5	**20**	**18**	**20**	**18**	**19**	**13**	**10**
117	4	5	4	5	4	4	5	5	4	4	4	4	4	5	5	5	5	4	5	5	4	4	5	5	5	5	**18**	**18**	**20**	**20**	**18**	**14**	**10**
118	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	**20**	**20**	**25**	**20**	**20**	**15**	**10**
119	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	**18**	**16**	**20**	**16**	**16**	**12**	**10**
120	5	4	4	4	4	5	5	4	4	5	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	**17**	**18**	**21**	**17**	**17**	**12**	**8**
121	5	5	5	5	4	5	5	4	5	5	5	5	5	4	4	4	5	5	5	5	5	4	4	5	5	5	**20**	**18**	**25**	**17**	**20**	**13**	**10**
122	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	**16**	**16**	**20**	**16**	**14**	**12**	**8**
123	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	**20**	**20**	**22**	**16**	**16**	**12**	**10**
124	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	4	4	4	3	3	4	4	4	4	4	**16**	**17**	**25**	**18**	**14**	**12**	**8**
125	5	5	4	4	4	4	5	5	5	5	4	4	5	4	4	4	4	4	2	2	5	5	5	4	4	4	**18**	**18**	**23**	**16**	**13**	**14**	**8**
126	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	**20**	**20**	**25**	**20**	**20**	**15**	**10**
127	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	**18**	**16**	**20**	**16**	**16**	**12**	**10**
128	5	4	4	4	4	5	5	4	4	5	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	**17**	**18**	**21**	**17**	**17**	**12**	**8**
129	5	5	5	5	4	5	5	4	5	5	5	5	5	4	4	4	5	5	5	5	5	4	4	5	5	5	**20**	**18**	**25**	**17**	**20**	**13**	**10**
130	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	**16**	**16**	**20**	**16**	**14**	**12**	**8**
131	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	**20**	**20**	**22**	**16**	**16**	**12**	**10**
132	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	4	4	4	3	3	4	4	4	4	4	4	**16**	**17**	**25**	**18**	**14**	**12**	**8**
133	5	5	4	4	4	4	5	5	5	5	4	4	5	4	4	4	4	4	2	2	5	5	5	4	4	4	**18**	**18**	**23**	**16**	**13**	**14**	**8**
134	5	5	4	4	4	4	5	5	5	5	4	4	5	4	4	4	4	4	2	2	5	5	5	4	4	4	**18**	**18**	**23**	**16**	**13**	**14**	**8**
135	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	**20**	**20**	**25**	**20**	**20**	**15**	**10**
136	4	4	4	4	4	4	4	5	4	3	3	3	3	3	3	4	4	4	3	2	4	4	4	4	3	3	**16**	**17**	**16**	**14**	**13**	**12**	**6**
137	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	**16**	**16**	**20**	**16**	**16**	**12**	**8**
138	5	4	4	5	4	4	4	5	4	5	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	**18**	**17**	**21**	**15**	**16**	**12**	**8**
139	4	4	4	4	5	5	5	5	4	4	4	3	3	4	3	3	4	4	4	3	3	4	4	4	4	4	**16**	**20**	**18**	**14**	**14**	**12**	**8**
140	5	5	5	5	5	4	4	5	4	4	4	4	4	5	5	4	4	4	5	5	5	4	5	4	5	5	**20**	**18**	**20**	**18**	**19**	**13**	**10**
141	4	5	4	5	4	4	5	5	4	4	4	4	4	5	5	5	5	4	5	5	4	4	5	5	5	5	**18**	**18**	**20**	**20**	**18**	**14**	**10**
142	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	**20**	**20**	**25**	**20**	**20**	**15**	**10**
143	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	**18**	**16**	**20**	**16**	**16**	**12**	**10**
144	5	4	4	4	4	5	5	4	4	5	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	**17**	**18**	**21**	**17**	**17**	**12**	**8**
145	5	5	5	5	4	5	5	4	5	5	5	5	5	4	4	4	5	5	5	5	5	4	4	5	5	5	**20**	**18**	**25**	**17**	**20**	**13**	**10**

146	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	**16**	**16**	**20**	**16**	**14**	**12**	**8**
147	5	5	4	4	4	4	5	5	5	5	4	4	5	4	4	4	4	4	2	2	5	5	5	4	4	4	**18**	**18**	**23**	**16**	**13**	**14**	**8**
148	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	**20**	**20**	**25**	**20**	**20**	**15**	**10**
149	5	4	4	5	4	4	4	5	4	5	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	**18**	**17**	**21**	**15**	**16**	**12**	**8**
150	4	4	4	4	5	5	5	5	4	4	4	3	3	4	3	3	4	4	4	3	3	4	4	4	4	4	**16**	**20**	**18**	**14**	**14**	**12**	**8**

4. Lampiran Validitas dan Reliability

(C) Ketidakpastian pada Barang

Warnings

The covariance matrix is calculated and used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded(a)	0	.0
	Total	150	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.847	.847	4

Inter-Item Correlation Matrix

	C1	C2	C3	C4
C1	1.000	.599	.435	.488
C2	.599	1.000	.616	.563
C3	.435	.616	1.000	.781
C4	.488	.563	.781	1.000

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
C1	13.13	3.078	.575	.394	.848
C2	13.19	2.811	.697	.516	.800
C3	13.36	2.675	.744	.657	.779
C4	13.29	2.421	.733	.638	.785

(D) Ketidakpastian yang Dirasakan Pembeli Mengenai Perilaku Penjualan

Warnings

The covariance matrix is calculated and used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded(a)	0	.0
	Total	150	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.855	.857	4

Inter-Item Correlation Matrix

	D1	D2	D3	D4
D1	1.000	.650	.540	.603
D2	.650	1.000	.775	.424
D3	.540	.775	1.000	.605
D4	.603	.424	.605	1.000

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
D1	13.33	2.758	.697	.571	.817
D2	13.21	2.957	.724	.711	.807
D3	13.09	2.797	.754	.706	.792
D4	13.05	2.964	.625	.530	.846

(E) Pengalaman pada Atribut Barang

Warnings

The covariance matrix is calculated and used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded(a)	0	.0
	Total	150	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.869	.873	5

Inter-Item Correlation Matrix

	E1	E2	E3	E4	E5
E1	1.000	.541	.366	.425	.706
E2	.541	1.000	.549	.508	.555
E3	.366	.549	1.000	.855	.565
E4	.425	.508	.855	1.000	.714
E5	.706	.555	.565	.714	1.000

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
E1	16.75	6.459	.600	.553	.865
E2	16.83	5.321	.635	.445	.862
E3	17.13	5.413	.726	.761	.834
E4	17.11	5.202	.778	.817	.820
E5	16.93	5.478	.769	.720	.824

(F) Komunikasi *Online*

Warnings

The covariance matrix is calculated and used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded(a)	0	.0
	Total	150	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.871	.875	4

Inter-Item Correlation Matrix

	F1	F2	F3	F4
F1	1.000	.747	.621	.439
F2	.747	1.000	.751	.568
F3	.621	.751	1.000	.698
F4	.439	.568	.698	1.000

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
F1	12.32	3.038	.693	.567	.847
F2	12.41	2.417	.808	.696	.803
F3	12.41	3.063	.812	.679	.809
F4	12.28	3.129	.626	.492	.872

(G) Komentar Para Pembeli

Warnings

The covariance matrix is calculated and used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded(a)	0	.0
	Total	150	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.759	.767	4

Inter-Item Correlation Matrix

	G1	G2	G3	G4
G1	1.000	.474	.520	.439
G2	.474	1.000	.890	.064
G3	.520	.890	1.000	.319
G4	.439	.064	.319	1.000

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
G1	11.94	4.392	.599	.393	.715
G2	12.20	3.141	.664	.856	.638
G3	12.33	2.409	.824	.862	.522
G4	11.99	4.503	.282	.448	.831

(H) Jaminan Operator C2C

Warnings

The covariance matrix is calculated and used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded(a)	0	.0
	Total	150	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.850	.849	3

Inter-Item Correlation Matrix

	H1	H2	H3
H1	1.000	.848	.513
H2	.848	1.000	.594
H3	.513	.594	1.000

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
H1	8.38	1.432	.771	.718	.742
H2	8.30	1.218	.828	.753	.678
H3	8.32	1.655	.578	.353	.915

(I) Niat Beli

Warnings

The covariance matrix is calculated and used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded(a)	0	.0
	Total	150	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.905	.907	2

Inter-Item Correlation Matrix

	I1	I2
I1	1.000	.829
I2	.829	1.000

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I1	4.24	.492	.829	.687	.(a)
I2	4.34	.414	.829	.687	.(a)

a The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Frequencies

Statistics

		kuisioner	umur	pendapatan	pengeluaran	penggunaan	intensitas
N	Valid	150	150	150	150	150	150
	Missing	0	0	0	0	0	0
Mean		75.50	22.04	3.13	1.42	2.65	2.75
Median		75.50	22.00	3.00	1.00	3.00	3.00
Mode		1(a)	23	4	1	2	3
Minimum		1	19	1	1	1	1
Maximum		150	29	4	3	4	5

a Multiple modes exist. The smallest value is shown

Frequency Table

kuisioner

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	1	.7	.7	1.3
	3	1	.7	.7	2.0
	4	1	.7	.7	2.7
	5	1	.7	.7	3.3
	6	1	.7	.7	4.0
	7	1	.7	.7	4.7
	8	1	.7	.7	5.3
	9	1	.7	.7	6.0
	10	1	.7	.7	6.7
	11	1	.7	.7	7.3
	12	1	.7	.7	8.0
	13	1	.7	.7	8.7
	14	1	.7	.7	9.3
	15	1	.7	.7	10.0
	16	1	.7	.7	10.7
	17	1	.7	.7	11.3
	18	1	.7	.7	12.0
	19	1	.7	.7	12.7
	20	1	.7	.7	13.3
	21	1	.7	.7	14.0
	22	1	.7	.7	14.7
	23	1	.7	.7	15.3
	24	1	.7	.7	16.0
	25	1	.7	.7	16.7
	26	1	.7	.7	17.3
	27	1	.7	.7	18.0

28	1	.7	.7	18.7
29	1	.7	.7	19.3
30	1	.7	.7	20.0
31	1	.7	.7	20.7
32	1	.7	.7	21.3
33	1	.7	.7	22.0
34	1	.7	.7	22.7
35	1	.7	.7	23.3
36	1	.7	.7	24.0
37	1	.7	.7	24.7
38	1	.7	.7	25.3
39	1	.7	.7	26.0
40	1	.7	.7	26.7
41	1	.7	.7	27.3
42	1	.7	.7	28.0
43	1	.7	.7	28.7
44	1	.7	.7	29.3
45	1	.7	.7	30.0
46	1	.7	.7	30.7
47	1	.7	.7	31.3
48	1	.7	.7	32.0
49	1	.7	.7	32.7
50	1	.7	.7	33.3
51	1	.7	.7	34.0
52	1	.7	.7	34.7
53	1	.7	.7	35.3
54	1	.7	.7	36.0
55	1	.7	.7	36.7
56	1	.7	.7	37.3
57	1	.7	.7	38.0
58	1	.7	.7	38.7
59	1	.7	.7	39.3
60	1	.7	.7	40.0
61	1	.7	.7	40.7
62	1	.7	.7	41.3
63	1	.7	.7	42.0
64	1	.7	.7	42.7
65	1	.7	.7	43.3
66	1	.7	.7	44.0
67	1	.7	.7	44.7
68	1	.7	.7	45.3
69	1	.7	.7	46.0
70	1	.7	.7	46.7
71	1	.7	.7	47.3
72	1	.7	.7	48.0
73	1	.7	.7	48.7
74	1	.7	.7	49.3

75	1	.7	.7	50.0
76	1	.7	.7	50.7
77	1	.7	.7	51.3
78	1	.7	.7	52.0
79	1	.7	.7	52.7
80	1	.7	.7	53.3
81	1	.7	.7	54.0
82	1	.7	.7	54.7
83	1	.7	.7	55.3
84	1	.7	.7	56.0
85	1	.7	.7	56.7
86	1	.7	.7	57.3
87	1	.7	.7	58.0
88	1	.7	.7	58.7
89	1	.7	.7	59.3
90	1	.7	.7	60.0
91	1	.7	.7	60.7
92	1	.7	.7	61.3
93	1	.7	.7	62.0
94	1	.7	.7	62.7
95	1	.7	.7	63.3
96	1	.7	.7	64.0
97	1	.7	.7	64.7
98	1	.7	.7	65.3
99	1	.7	.7	66.0
100	1	.7	.7	66.7
101	1	.7	.7	67.3
102	1	.7	.7	68.0
103	1	.7	.7	68.7
104	1	.7	.7	69.3
105	1	.7	.7	70.0
106	1	.7	.7	70.7
107	1	.7	.7	71.3
108	1	.7	.7	72.0
109	1	.7	.7	72.7
110	1	.7	.7	73.3
111	1	.7	.7	74.0
112	1	.7	.7	74.7
113	1	.7	.7	75.3
114	1	.7	.7	76.0
115	1	.7	.7	76.7
116	1	.7	.7	77.3
117	1	.7	.7	78.0
118	1	.7	.7	78.7
119	1	.7	.7	79.3
120	1	.7	.7	80.0
121	1	.7	.7	80.7

	122	1	.7	.7	81.3
	123	1	.7	.7	82.0
	124	1	.7	.7	82.7
	125	1	.7	.7	83.3
	126	1	.7	.7	84.0
	127	1	.7	.7	84.7
	128	1	.7	.7	85.3
	129	1	.7	.7	86.0
	130	1	.7	.7	86.7
	131	1	.7	.7	87.3
	132	1	.7	.7	88.0
	133	1	.7	.7	88.7
	134	1	.7	.7	89.3
	135	1	.7	.7	90.0
	136	1	.7	.7	90.7
	137	1	.7	.7	91.3
	138	1	.7	.7	92.0
	139	1	.7	.7	92.7
	140	1	.7	.7	93.3
	141	1	.7	.7	94.0
	142	1	.7	.7	94.7
	143	1	.7	.7	95.3
	144	1	.7	.7	96.0
	145	1	.7	.7	96.7
	146	1	.7	.7	97.3
	147	1	.7	.7	98.0
	148	1	.7	.7	98.7
	149	1	.7	.7	99.3
	150	1	.7	.7	100.0
	Total	150	100.0	100.0	

umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19	19	12.7	12.7	12.7
	20	21	14.0	14.0	26.7
	21	22	14.7	14.7	41.3
	22	18	12.0	12.0	53.3
	23	40	26.7	26.7	80.0
	24	14	9.3	9.3	89.3
	25	11	7.3	7.3	96.7
	26	1	.7	.7	97.3
	27	3	2.0	2.0	99.3
	29	1	.7	.7	100.0
	Total	150	100.0	100.0	

pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp 500.000	4	2.7	2.7	2.7
	Rp 500.001 - Rp 1.000.000	38	25.3	25.3	28.0
	Rp 1.000.001 - Rp 1.500.001	43	28.7	28.7	56.7
	> Rp 1.500.001	65	43.3	43.3	100.0
	Total	150	100.0	100.0	

pengeluaran

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp 200.000	92	61.3	61.3	61.3
	Rp 200.001 - Rp 350.000	53	35.3	35.3	96.7
	Rp 350.001 - Rp 500.000	5	3.3	3.3	100.0
	Total	150	100.0	100.0	

penggunaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 3 Tahun	10	6.7	6.7	6.7
	4 Tahun	60	40.0	40.0	46.7
	5 Tahun	52	34.7	34.7	81.3
	> 6 Tahun	28	18.7	18.7	100.0
	Total	150	100.0	100.0	

intensitas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 2 kali / bulan	19	12.7	12.7	12.7
	1 - 2 kali / 2 bulan	44	29.3	29.3	42.0
	1 - 2 kali / 4 bulan	46	30.7	30.7	72.7
	1 - 2 kali / 6 bulan	37	24.7	24.7	97.3
	1 > 12 bulan	4	2.7	2.7	100.0
	Total	150	100.0	100.0	

5. LAMPIRAN OUTPUT SPSS CROSSTABS

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pendapatan * pengeluaran	150	100.0%	0	.0%	150	100.0%

pendapatan * pengeluaran Crosstabulation

			pengeluaran			
			< Rp 200.000	Rp 200.001 - Rp 350.000	Rp 350.001 - Rp 500.000	Total
pendapatan	< Rp 500.000	Count	3	1	0	4
		Expected Count	2.5	1.4	.1	4.0
		% within pendapatan	75.0%	25.0%	.0%	100.0%
		Residual	.5	-.4	-.1	
	Rp 500.001 - Rp 1.000.000	Count	37	1	0	38
		Expected Count	23.3	13.4	1.3	38.0
		% within pendapatan	97.4%	2.6%	.0%	100.0%
		Residual	13.7	-12.4	-1.3	
	Rp 1.000.001 - Rp 1.500.001	Count	32	11	0	43
		Expected Count	26.4	15.2	1.4	43.0
		% within pendapatan	74.4%	25.6%	.0%	100.0%
		Residual	5.6	-4.2	-1.4	
	> Rp 1.500.001	Count	20	40	5	65
		Expected Count	39.9	23.0	2.2	65.0
		% within pendapatan	30.8%	61.5%	7.7%	100.0%
		Residual	-19.9	17.0	2.8	
Total		Count	92	53	5	150
		Expected Count	92.0	53.0	5.0	150.0
		% within pendapatan	61.3%	35.3%	3.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	51.218[a]	6	.000
Likelihood Ratio	59.950	6	.000
Linear-by-Linear Association	41.808	1	.000
N of Valid Cases	150		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .13.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pendapatan * intensitas	150	100.0%	0	.0%	150	100.0%

pendapatan * intensitas Crosstabulation

			intensitas					Total
			1 - 2 kali / bulan	1 - 2 kali / 2 bulan	1 - 2 kali / 4 bulan	1 - 2 kali / 6 bulan	1 > 12 bulan	
pendapatan	< Rp 500.000	Count	0	1	3	0	0	4
		Expected Count	.5	1.2	1.2	1.0	.1	4.0
		% within pendapatan	.0%	25.0%	75.0%	.0%	.0%	100.0%
		Residual	-.5	-.2	1.8	-1.0	-.1	
	Rp 500.001 - Rp 1.000.000	Count	6	5	5	20	2	38
		Expected Count	4.8	11.1	11.7	9.4	1.0	38.0
		% within pendapatan	15.8%	13.2%	13.2%	52.6%	5.3%	100.0%
		Residual	1.2	-6.1	-6.7	10.6	1.0	
	Rp 1.000.001 - Rp 1.500.001	Count	2	12	15	12	2	43
		Expected Count	5.4	12.6	13.2	10.6	1.1	43.0
		% within pendapatan	4.7%	27.9%	34.9%	27.9%	4.7%	100.0%
		Residual	-3.4	-.6	1.8	1.4	.9	
	> Rp 1.500.001	Count	11	26	23	5	0	65
		Expected Count	8.2	19.1	19.9	16.0	1.7	65.0
		% within pendapatan	16.9%	40.0%	35.4%	7.7%	.0%	100.0%
		Residual	2.8	6.9	3.1	-11.0	-1.7	
Total		Count	19	44	46	37	4	150
		Expected Count	19.0	44.0	46.0	37.0	4.0	150.0
		% within pendapatan	12.7%	29.3%	30.7%	24.7%	2.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.205[a]	12	.000
Likelihood Ratio	45.527	12	.000
Linear-by-Linear Association	14.630	1	.000
N of Valid Cases	150		

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .11.

6. REGRESI SEDERHANA

Regression (Ketidakpastian terhadap Barang **C dipengaruhi E** Pengalaman terhadap Sifat Barang**)**

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Pengalaman pada Atribut Barang[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Ketidakpastian pada Barang

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.377[a]	.142	.137	3.489

a. Predictors: (Constant), Pengalaman pada Atribut Barang

b. Dependent Variable: Ketidakpastian pada Barang

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	299.108	1	299.108	24.572	.000[a]
	Residual	1801.565	148	12.173		
	Total	2100.673	149			

a. Predictors: (Constant), Pengalaman pada Atribut Barang

b. Dependent Variable: Ketidakpastian pada Barang

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	299.108	1	299.108	24.572	.000[a]
	Residual	1801.565	148	12.173		
	Total	2100.673	149			

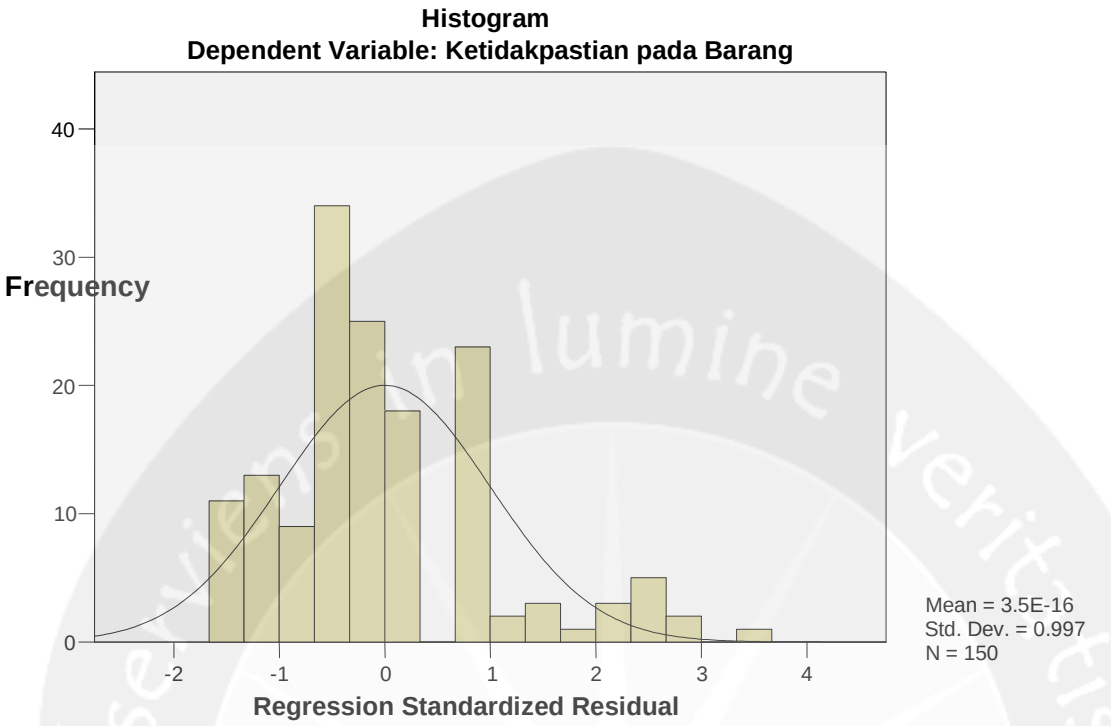
a. Predictors: (Constant), Pengalaman pada Atribut Barang

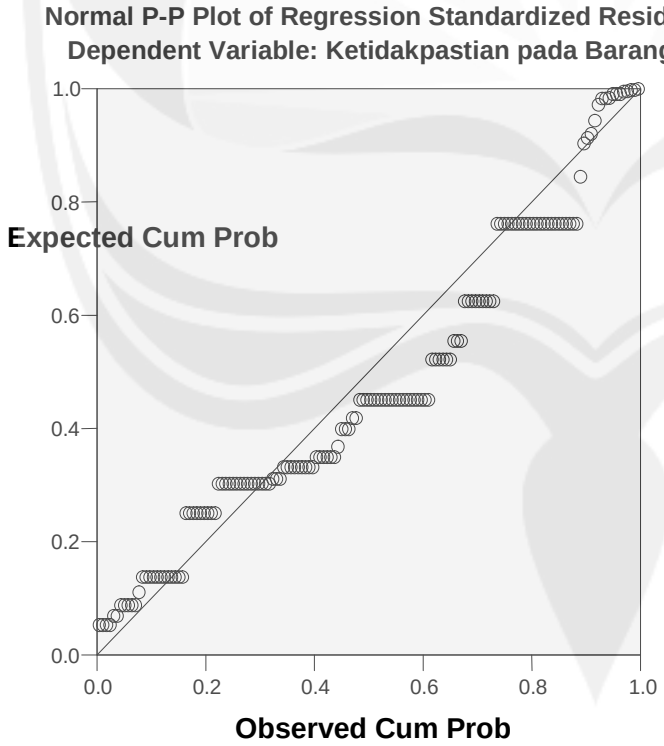
b. Dependent Variable: Ketidakpastian pada Barang

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	17.52	23.47	19.29	1.417	150
Residual	-5.637	11.735	.000	3.477	150
Std. Predicted Value	-1.246	2.950	.000	1.000	150
Std. Residual	-1.616	3.363	.000	.997	150

a. Dependent Variable: Ketidakpastian pada Barang


Histogram
Dependent Variable: Ketidakpastian pada Barang
Frequency
40
30
20
10
0
-2
-1
0
1
2
3
4
Regression Standardized Residual
Mean = 3.5E-16
Std. Dev. = 0.997
N = 150


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Ketidakpastian pada Barang
Expected Cum Prob
1.0
0.8
0.6
0.4
0.2
0.0
0.0
0.2
0.4
0.6
0.8
1.0
Observed Cum Prob

7. REGRESI BERGANDA

Regression (Intensitas Pembelian **I dipengaruhi C** Ketidakpastian terhadap Barang **dan D** Ketidakpastian terhadap Para Penjual**)**

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Ketidakpastian yang Dirasakan Pembeli pada Perilaku Penjualan, Ketidakpastian pada Barang[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Niat Beli

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.445[a]	.198	.187	1.138

a. Predictors: (Constant), Ketidakpastian yang Dirasakan Pembeli pada Perilaku Penjualan, Ketidakpastian pada Barang

b. Dependent Variable: Niat Beli

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.940	2	23.470	18.120	.000[a]
	Residual	190.400	147	1.295		
	Total	237.340	149			

a. Predictors: (Constant), Ketidakpastian yang Dirasakan Pembeli pada Perilaku Penjualan, Ketidakpastian pada Barang

b. Dependent Variable: Niat Beli

Coefficients[a]

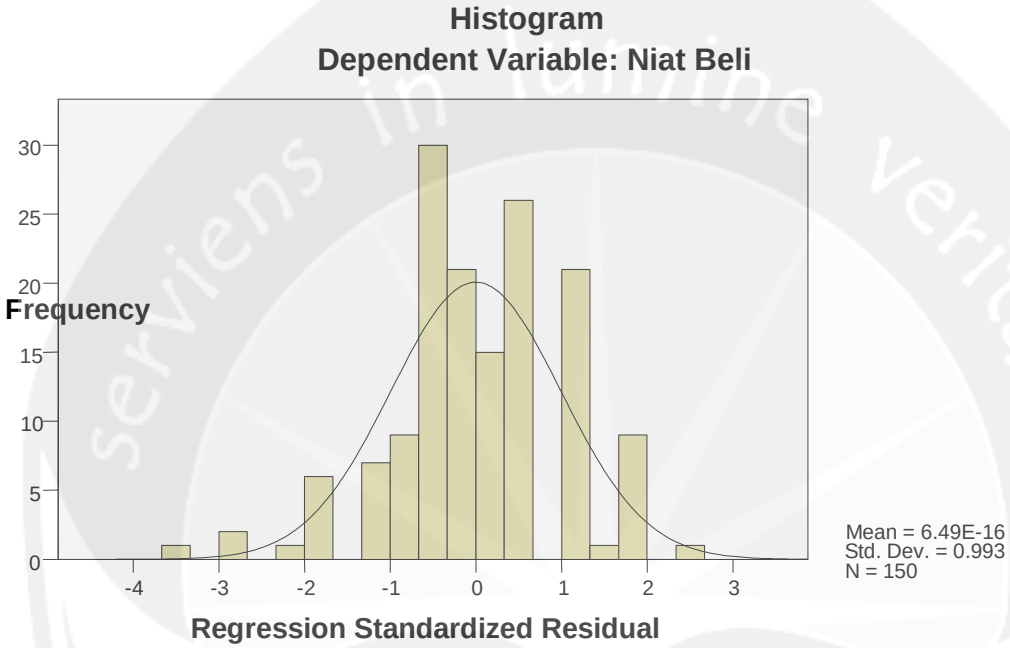
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.652	1.264		1.307	.193
	Ketidakpastian pada Barang	.086	.029	.256	2.981	.003
	Ketidakpastian yang Dirasakan Pembeli pada Perilaku Penjualan	.302	.050	.517	6.019	.000

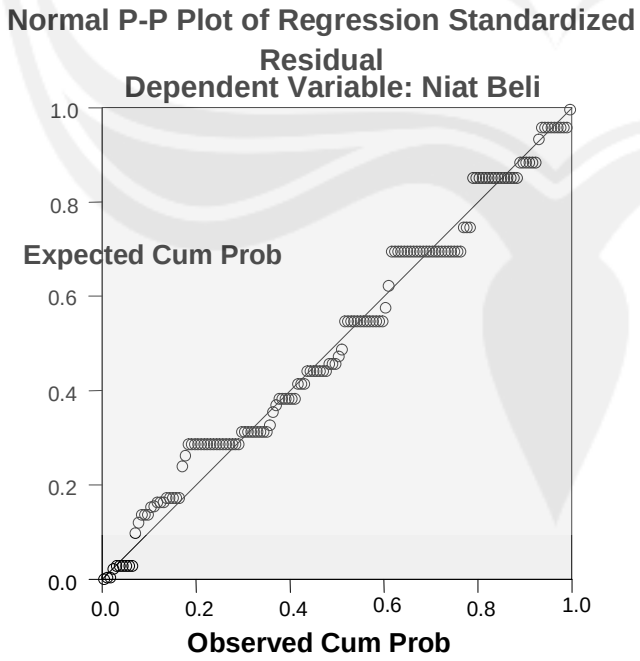
a. Dependent Variable: Niat Beli

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6.78	9.81	8.62	.561	150
Residual	-3.992	3.001	.000	1.130	150
Std. Predicted Value	-3.273	2.112	.000	1.000	150
Std. Residual	-3.508	2.637	.000	.993	150

a. Dependent Variable: Niat Beli





Regression (Ketidakpastian terhadap Para Penjual **D dipengaruhi C** Ketidakpastian terhadap Barang**, F** Komunikasi *Online*, **G** Komentar Para Pembeli**, dan H** Jaminan Operator C2C**)**

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Jaminan Operator C2C, Ketidakpastian pada Barang, Komentar Para Pembeli, Komunikasi Online[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Ketidakpastian yang Dirasakan Pembeli pada Perilaku Penjualan

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652[a]	.426	.410	1.659

a. Predictors: (Constant), Jaminan Operator C2C, Ketidakpastian pada Barang, Komentar Para Pembeli, Komunikasi Online

b. Dependent Variable: Ketidakpastian yang Dirasakan Pembeli pada Perilaku Penjualan

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	295.852	4	73.963	26.871	.000[a]
	Residual	399.108	145	2.752		
	Total	694.960	149			

a. Predictors: (Constant), Jaminan Operator C2C, Ketidakpastian pada Barang, Komentar Para Pembeli, Komunikasi Online

b. Dependent Variable: Ketidakpastian yang Dirasakan Pembeli pada Perilaku Penjualan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.914	1.782		7.810	.000
	Ketidakpastian pada Barang	-.244	.041	-.424	-5.992	.000
	Komunikasi Online	.076	.114	.076	.668	.505
	Komentar Para Pembeli	.162	.078	.194	2.087	.039
	Jaminan Operator C2C	.354	.141	.213	2.515	.013

a. Dependent Variable: Ketidakpastian yang Dirasakan Pembeli pada Perilaku Penjualan

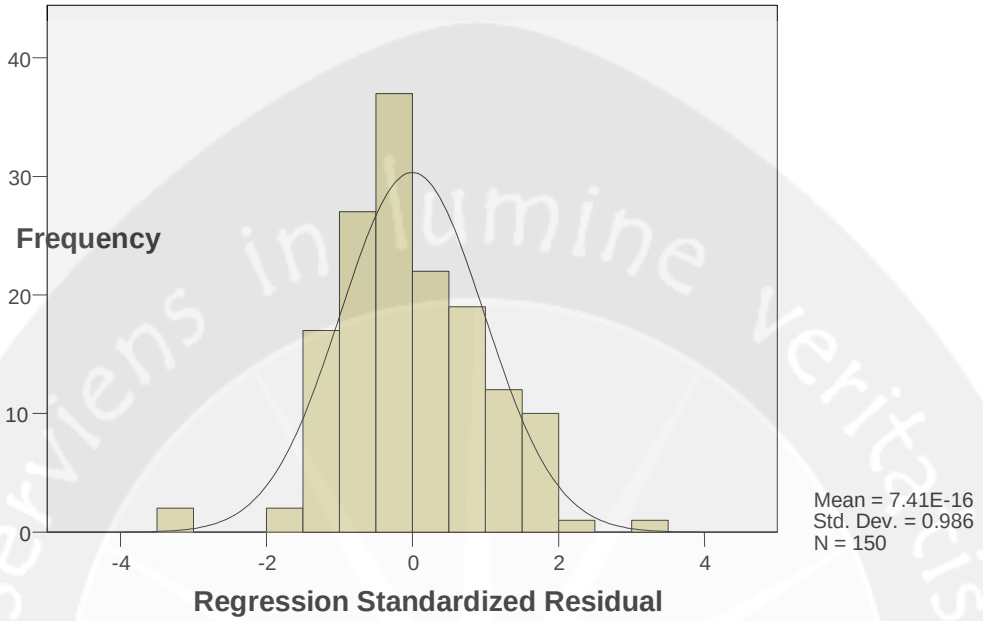
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	12.01	19.60	17.56	1.409	150
Residual	-5.583	5.752	.000	1.637	150
Std. Predicted Value	-3.942	1.449	.000	1.000	150
Std. Residual	-3.365	3.467	.000	.986	150

a. Dependent Variable: Ketidakpastian yang Dirasakan Pembeli pada Perilaku Penjualan

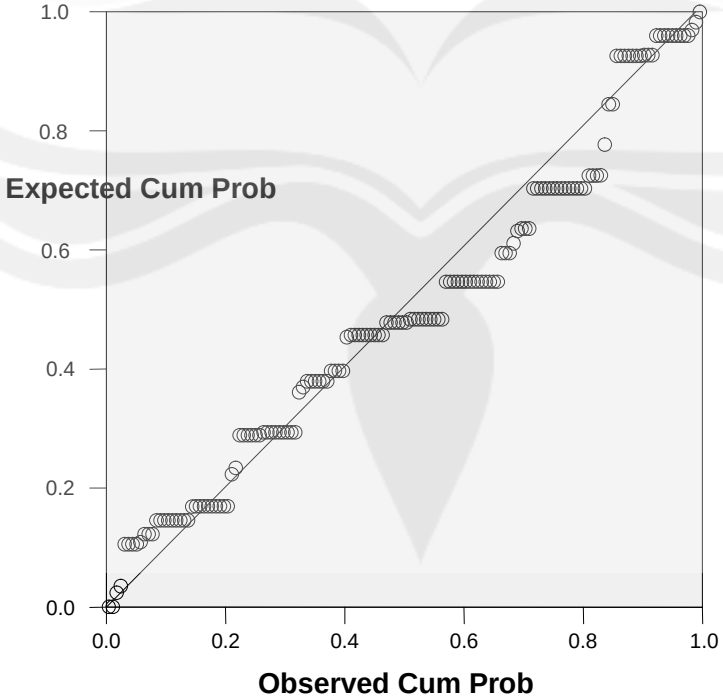
Histogram

Dependent Variable: Ketidakpastian yang Dirasakan Pembeli pada Perilaku Penjualan



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Ketidakpastian yang Dirasakan Pembeli pada Perilaku Penjualan



Regression (E Pengalaman terhadap Sifat Barang **dipengaruhi F** Komunikasi *Online*,**G** Komentar Para Pembeli**, dan H** Jaminan Operator C2C**)**

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Jaminan Operator C2C, Komentar Para Pembeli, Komunikasi Online[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Pengalaman pada Atribut Barang

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.595[a]	.354	.340	2.516

a. Predictors: (Constant), Jaminan Operator C2C, Komentar Para Pembeli, Komunikasi Online

b. Dependent Variable: Pengalaman pada Atribut Barang

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	505.761	3	168.587	26.630	.000[a]
	Residual	924.299	146	6.331		
	Total	1430.060	149			

a. Predictors: (Constant), Jaminan Operator C2C, Komentar Para Pembeli, Komunikasi Online

b. Dependent Variable: Pengalaman pada Atribut Barang

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	15.41	24.24	21.14	1.842	150
Residual	-8.815	5.603	.000	2.491	150
Std. Predicted Value	-3.111	1.685	.000	1.000	150
Std. Residual	-3.504	2.227	.000	.990	150

a. Dependent Variable: Pengalaman pada Atribut Barang

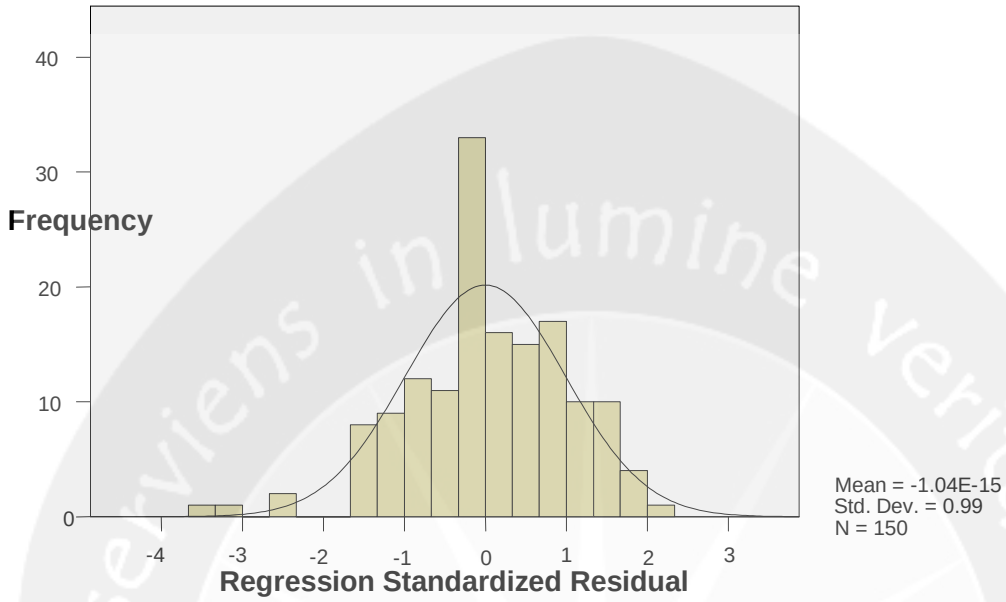
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.304	2.061		3.059	.003
	Komunikasi Online	.830	.158	.575	5.259	.000
	Komentar Para Pembeli	-.030	.113	-.025	-.263	.793
	Jaminan Operator C2C	.129	.213	.054	.605	.546

a. Dependent Variable: Pengalaman pada Atribut Barang

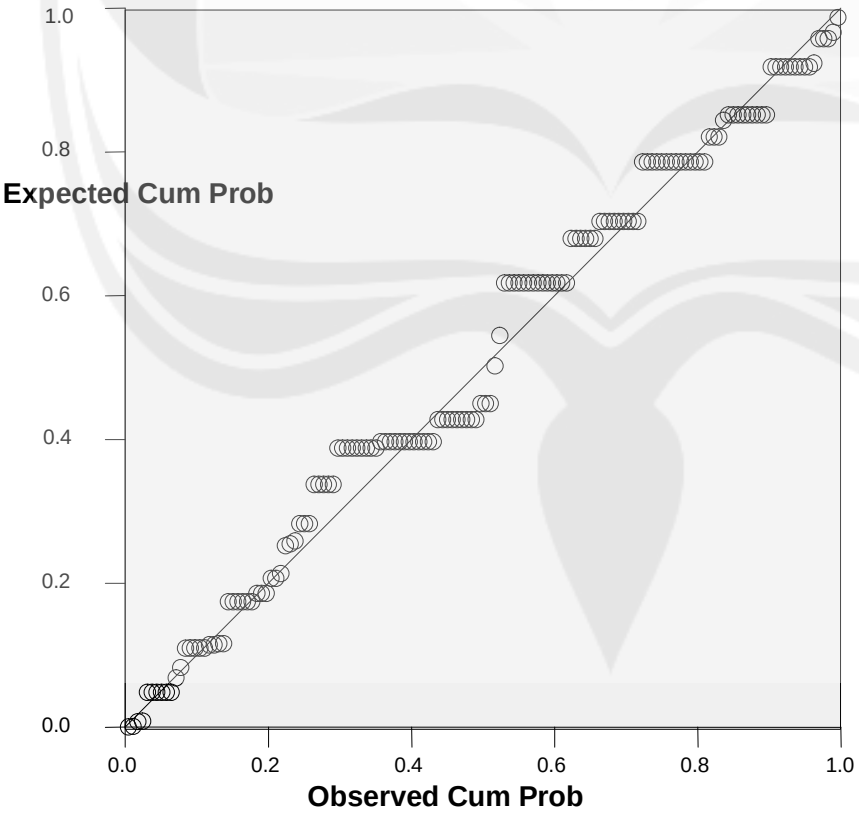
Histogram

Dependent Variable: Pengalaman pada Atribut Barang



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Pengalaman pada Atribut Barang



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Effects of influential factors on consumer perceptions of uncertainty for online shopping

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Abstract

Purpose – This paper seeks to investigate the effects of different influential factors on consumer perceptions of uncertainty for online shopping.

Design/methodology/approach – In this research, consumer perceptions of uncertainty have been divided into perceived commodity uncertainty and perceived seller's behavior uncertainty, and the influential factors concerned are experienced commodity attributes, online communication, buyer's comments, and the warrants of the consumer to consumer (C2C) operator. Based on the theoretical framework, this paper takes a structural evaluation model to analyze the research hypotheses.

Findings – Taking TAOBAO.com as an example, the empirical research results indicate that perceived commodity uncertainty can be reduced by all the influential factors directly, and the perceived seller's behavior uncertainty can be reduced by online communication. In addition, the results also show that the perceived seller's behavior uncertainty can significantly affect the buyers' will, and perceived commodity uncertainty can indirectly affect the buyers will through the perceived seller's behavior uncertainty.

Practical implications – Based on the empirical results, the paper argues that in order to effectively reduce the seller's behavior uncertainty and eliminate information asymmetry, the main issues C2C are faced with currently is to establish a more comprehensive protection mechanism and to develop more equitable trade rules.

Originality/value – Compared with previous research on risk and uncertainty, this paper provides experimental analysis of the consumer perceptions of uncertainty for online buyers. It reveals the effects of different influential factors on the perceived uncertainty of consumers, which would help to explain the online consumer's behavior. Furthermore, the results from this research can enrich the understanding of the theory of risk.

Keywords Perception, Uncertainty, Consumer behaviour, C2C, Information management, Online, Shopping

Paper type Research paper

1. Introduction

Uncertainty occurs when there are various consequences caused by a decision. Owing to its inherent high degree of virtual properties, buying online makes consumers more

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sensitive during the purchasing process compared with traditional shopping. In traditional shopping, consumers should try to experience the commodities to reduce uncertainty before they make a purchase decision. For instance, consumers will visit a store themselves, touch and watch the commodities closely, seek advice from the salesperson about the attributes of the goods. However, online purchase makes all of the above methods used to reduce uncertainty less helpful. Moreover, consumers have to expose their private information in order to finish the purchasing process, such as giving their personal address, telephone number and credit card. Different from the traditional transaction mode which is called "cash and carry", online shoppers have to wait for another several days to get the commodity after the payment. The fastest growing online trading mode, consumer to consumer (C2C), has attracted lots of researchers to investigate its problem of perceived uncertainty. In C2C, considering sellers being ordinary individuals and the openness of the C2C mode imposing no barriers to enter or exit the market, the uncertainty that consumers perceive is more complicated and becomes the main obstacle to consumers when making a purchase decision (Kim *et al.*, 2008).

This paper chooses perceived commodity uncertainty and the perceived seller's behavior uncertainty as two vital factors to investigate the relationship between consumer perceived uncertainty and its influential factors, as well as how perceived uncertainty will influence consumer behavior in an empirical way.

2. Review of the theory of consumer perceived uncertainty

2.1 Perceived uncertainty and perceived risk in consumer behavior

Uncertainty and risk are twin brothers. Risk often refers to some adverse consequences of decision making and those adverse consequences always incurred because the future development trend is uncertain. But there are differences between the two conceptions. In general, the research of risk is based on estimation of expectations for the future and risk is calculated by multiplying the possible outcomes and relevant possibilities of those outcomes. In other words, the prerequisite of calculation of risk is that the possibilities of different outcomes are known. Therefore, when the possibilities of those outcomes are not accessible, the analysis of uncertainty is more necessary.

In the research of consumers purchase intention, the proposal of perceived risk is a milestone. Behavioral scientists have proposed that rational consumers will first determine the possible risk that may be caused by certain purchase decisions and only when the consumers think the benefits they get outweigh the possible risks will they make this purchase decision (Mitchell, 1999). In order to guarantee their purchase, consumers must try to eliminate the potential risk. In 1960, Bauer introduced the concept of perceived risk, which is the first one in the field of marketing. He thought that different from an actuary or an accountant who can take use of a large number of historical data to accurately estimate the risk, the average consumer has only limited information, a reduced number of trials and a semi-reliable memory. Furthermore, even if objective risk is real, this risk will have no influence on the purchase decision if consumers have not perceived it (Quintal *et al.*, 2009). Therefore, compared with objective risk, consumers care more about subjective risk than objective risk.

The research of perceived risk is very important to explain consumer behavior. This research helps the marketers to understand consumers' behaviors. What is more,

perceived risk can better explain consumers' purchase intentions (Dowling and Staelin, 1994). In economics, generation of risk is often accompanied by occurrence of uncertainty, and risk is the representation of uncertainty while uncertainty is the source of risk (Pindyck and Rubinfield, 2008). However, in the literature of consumer behavior, risk and uncertainty are often used interchangeably, which means that the possible outcomes and the relevant possibilities are both uncertain (Quintal *et al.*, 2009). Paradoxically, researchers usually try to measure the perceived risk by enumerating various pre-established types of risk and asking respondents to answer the relevant possibilities and providing the evaluation of those outcomes. And then researchers calculate the perceived risk employing conventional methods. This has excluded uncertainty because all of the possible consequences have been pre-established.

In fact, risk and uncertainty are two different concepts. Risk usually relates to the possible consequences and the relevant possibilities and when those possibilities are given based on personal perception, perceived risk is employed to describe this situation. In contrast, the concept of uncertainty has nothing to do with possibility, which means that various possible consequences will occur in the future but what consequences will happen and their relevant possibilities are unknown. Knight and Jones (2002) pointed out the difference between risk and uncertainty from the perspective of predictability. He thought that risks are measurable uncertainty while uncertainty is not a measurable risk. In general, risk represents loss while uncertainty can include favorable outcomes or benefits. From the perspective of mathematics, risk, in fact, refers to the possibilities of a group of outcomes that are known, while uncertainty is unknown.

Based on above analysis, Becker and Knudsen (2005) suggested using perceived uncertainty to describe the situation when the individuals have no ideas with the future outcomes and relevant possibilities of events. Milliken (1987) pointed out that perception of uncertainty means that consumers have not enough information to predict or they cannot distinguish the relevant information from the irrelevant information. Milliken further proposed six sources of perceived uncertainty. First, consumers have only limited knowledge about their own needs purchase goals, acceptance levels and goal importance. Second, consumers can be uncertain about defining the range of decision alternatives. Third, consumers may be uncertain about the predictive performance of the commodity. Fourth, the consumer's own perceived ability to accurately judge the outcome levels is limited. Fifth, consumers may find it difficult to make a comprehensive judgment of two brands, namely choice uncertainty. Finally, is the potential disparity between the anticipated and the actual experience of the outcomes.

2.2 How to reduce perceived uncertainty

Knight and Jones (2002) proposed two methods to reduce perceived uncertainty from the perspective of economics. One is centralization. For example, an insurance company uses the Law of Large Numbers to convert an isolated uncertainty of a policyholder to a certain insurance premium. The other one is specialization. The company can reduce the uncertainty of cost by gaining scale economies through joint production and expanding business.

In the field of consumer behavior, despite the fact that the outcomes of perceived uncertainty are either positive or negative, consumers are more likely to avoid risk but not to maximize the utility (Mitchell, 1999). In order to eliminate the possible loss, consumers will try to reduce the uncertainty in the future. According to traditional

purchase decision theories, whether consumers make a buying decision or not is based on comparing the results of different influential factors, among which price is certain and all the other factors are uncertain. Consumers, in order to make the decision, will first recognize the uncertainty and then collect adequate information to reduce uncertainty, and finally improve their perceived certainty of the commodity.

Dowling and Staelin (1994) thought that the key to reducing the perceived uncertainty is to establish a comprehensive information search channel and provide consumers with adequate information. Consumers can relieve risks effectively through seeking information from formal and informal sources, limiting the set of alternatives to well-known brands, dealing with a reputable vendor, trying the commodity prior to purchase, and reducing the amount of purchase and so forth. Lwin and Williams (2006) found that for reputable vendors, the warranty information provided by the web site can reduce consumers' perceived uncertainty, as for less reputable vendors, such warranty information has nothing to do with the reduction of uncertainty.

Though perceived uncertainty is the basis and source of perceived risk, in the field of marketing, the former concept is far less researched compared to the latter one. Therefore, some researchers have suggested that measures need exploring to reduce perceived uncertainty from the existing methods of risk aversion (Quintal *et al.*, 2009). Since consumers' perceived uncertainty and risk have a similarity with loss and the favorable outcomes are expected by consumers, Bhatnagar *et al.* (2000) suggested the perceived uncertainty, which must be avoided by consumers mainly including the loss of products with potential defects, is the time loss and opportunity cost caused by online transactions and the financial loss by the payment suffered from credit card fraud.

3. Conception model and hypothesis

3.1 Perceived uncertainty of consumers in C2C

Consumers' perception of uncertainty derives from both endogenous and exogenous uncertainty. (Williamson, 1999; Littler and Melanthiou, 2006). The endogenous uncertainty is caused by consumers' own reasons. For example, due to the constraints of consumers' knowledge, experience and ability, they cannot determine either the attributes of commodities or the behaviors of sellers, and therefore perceived uncertainty is generated, while exogenous uncertainty is caused by consumers' perception of external environmental uncertainty and is the main source of perceived uncertainty (Chevalier and Mayzlin, 2006).

Exogenous uncertainty has two forms: one is transaction uncertainty and here is denoted as perceived commodity uncertainty. Perceived commodity uncertainty refers to the uncertainty caused during the transaction process because consumers have not got enough information to know the attributes of the commodity such as its cost, quality, and style. Perceived commodity uncertainty is the inherent defect of online shopping and the fundamental reason is lack of experience of the online shopper, so the buyers cannot verify the true quality and other properties of certain commodity for themselves. Buyers also perceive great uncertainty from the attributes of commodities displayed online and whether those commodities are in line with their needs or not. Since buyers and sellers in this case cannot meet each other, the only way for buyers to experience is browsing the pictures and literal description of commodities. However, since there exists a difference with respect to color and shape between pictures and physical goods, it is difficult for buyers to determine that whether the attributes of the

commodities conform to their personalized needs or not. Moreover, some bad sellers will tend to exaggerate the commodity's performance and release false description of the commodity. This practice increases consumers' perception of uncertainty.

The other form of exogenous uncertainty is uncertainty of behaviors. Specially, in this paper it is denoted as the perceived seller's behavior uncertainty. This uncertainty results from the behavior relationship between the parties in the transaction which indicates that the consumers cannot determine whether the sellers have provided false information or not, or if they are being misguided or not. There are human factors that cause information asymmetry. The basic reason for this uncertainty is that in this transaction process, sellers always possess information about the attributes of the commodity more than consumers do. Such inherent information asymmetry makes the consumer's accuracy on decision making rely heavily on the sellers' behavior. In an online transaction, because of its virtuality and the separability of space and time, the cost for consumers to confirm the true identity of sellers has been increased. Even though the two parties have reached a deal, the transaction model which is first payment then shipment will make it impossible for consumers to eliminate the possibility that sellers will not deliver the goods or not deliver the right goods, thus enhancing the information asymmetry. In B2C, sellers are legally registered companies and are entities with legally binding force, and therefore the behaviors of sellers are predictable. However, in C2C, both parties are common individuals and the barriers of the marketing entrance are quite low. In this situation, the behaviors of sellers are lack of constraint, and sellers with either good or bad reputations can all exist in one market. Based on this fact, consumers have difficulty in judging whether the sellers are honest or not. Hence, consumers in C2C are more sensitive about the uncertainty of sellers' behaviors.

3.2 Factors to reduce consumers perceived uncertainty in C2C

Generally, online consumers try to reduce perceived uncertainty through experience and information gathered (Weathers *et al.*, 2007). Experience indicates that consumers gradually gain confidence about a commodity through direct touch of the commodity which can enhance a consumer's understanding and feeling for it. But a consumer's sensory awareness is limited; therefore the extensive collection of data can make up the limitation mentioned.

First, for a rational consumer, commodities consist of different attributes and are the function of attributes. In the context of online purchases, since consumers cannot communicate with commodities directly, they try to recall the past shopping experience or daily life where they can touch the same or similar commodities to compare with those observed on the web pages and then make their judgment. Hence, various high quality photos and text with exhaustive descriptions of the commodities can make up the limitation of tactile information and further reduce the perceived uncertainty for consumers (Weathers *et al.*, 2007). In addition, to a certain extent, buyers can use information to understand the sellers in an indirect way. This can be achieved by judging whether the information is detailed enough or not, whether the commodity be accompanied with quality assurances and the promise of after service or not.

Second, based on the principles of economics, if every consumer can get the information of the commodities adequately, the market will be efficient. Daignault *et al.* (2002) divided information into three groups according to its sources. First-party

information is derived directly from the communication between consumers and sellers. In C2C, consumers mainly use communication software to contact with sellers. Specifically, in the most famous online platform of Asia, TAOBAO.COM, an instant message software named TAOBAO WANGWANG has been used for dealers to communicate with each other. It enables buyers to know the information of the commodities and the delivery methods. Communicating with sellers directly and adequately before the agreement of certain deals will help buyers not only to understand the information that is not included in the web pages, but also help consumers to determine the promise of sellers and their rules of conduct.

The second-party source information is what consumers can obtain by searching the deal records of other consumers with certain sellers and the related reviews provided. As both parties in this transaction process are game players, consumers will receive the information from sellers with caution and hold a suspicious attitude. In contrast, for other buyers, consumers tend to identify strongly with them and are very willing to take the former buyers' opinions into consideration. TAOBAO.COM provides a review system about sellers based on buyers' shopping experiences. Buyers can express their shopping experience and evaluations about certain commodities and certain sellers openly, and this information can be used as a reference for other consumers. Under this system, sellers who have fraudulent activities will be exposed and these reviews will influence other potential consumers' purchase intentions. Therefore, this system which is based on word of mouth can help consumers to reduce perceived uncertainty.

Third-party source is the information about a seller's behavioral history provided by a reliable third party. In the traditional purchase process, government supervisors will protect consumers' benefits based on established consumer protection laws and regulations, provide official information about sellers for the public and adjust disputes between consumers and sellers caused by the quality of the commodities or services. However, the consumer protection law for e-commerce is far from perfect in China at the present time. In C2C, because of the virtual nature of websites and the small volume of business, when a transaction dispute occurs, buyers tend to ask for help from the owners of the online platform to avoid the high cost of law enforcement (Li *et al.*, 2007). TAOBAO.COM, as the provider of the business platform, has the responsibility of formulating fair and reasonable trading rules, supervising the sellers and providing prizes or punishments to distinguish sellers with good reputations from those with bad ones. Conversely, if buyers think TAOBAO.COM cannot protect their interests effectively, for example, dishonest information is widespread or the regulations formulated by the platform enhance the information asymmetry, they will tend to exaggerate perceived uncertainty but not make a decision easily for the purpose of avoiding potential loss.

3.3 Research hypothesis

In this theoretical model, purchase intention is the dependent variable, perceived seller's behavior uncertainty and the perceived commodity uncertainty are intermediate variables, the experienced commodity attributes, online communication, buyers' comments and the warrants of the C2C operator are independent variables. Based on the above analysis, the hypotheses are proposed as follows (Table I).

No	Hypotheses
H1	The more positive information buyers get from online communication with sellers, the higher recognition buyers will have on attributes of commodity
H2	The more positive information buyers get from online communication with sellers, the less uncertainty in sellers' behaviors buyers perceived
H3	The more positive information buyers get from other buyers' reviews, the higher recognition buyers will have on attributes of commodity
H4	The more positive information buyers get from other buyers' reviews, the less uncertainty of sellers' behaviors buyers perceived
H5	The higher evaluations of buyers on the warrants of C2C operator, the higher recognition buyers will have on attributes of commodity
H6	The higher evaluations of buyers on the warrants of C2C operator, the less uncertainty of sellers' behaviors buyers perceived
H7	The higher recognition buyers have on the attributes of commodity, the less commodity uncertainty buyers perceived
H8	The more perceived commodity uncertainty, the more sellers' behavior uncertainty buyers perceived
H9	The more perceived commodity uncertainty, the less purchase intention buyers would have
H10	The more perceived sellers' behavior uncertainty, the less purchase intention buyers would have

Table I.
Summary of research hypotheses

4. Research design

4.1 Measurement of research variables

Based on the related academic literature, an eight-member focus group has conducted and discussed all the items in the questionnaires. Every measurement of certain variables is obtained after several modifications and is listed in Table II. Questionnaires in this research are conducted through free response and measuring scale. The part of free response is used to collect the basic information of respondents. The main part of the questionnaire consists of multiple choices in a five-point Likert scale, where 1 denotes completely disagree and 5 denotes completely agree.

4.2 Data and sample

This research chooses TAOBAO.COM as the data source because TAOBAO.COM is currently the largest and most influential C2C trading platform in Asia. The research object is casual shoes and our reasons are as follows:

(1) Clothing and home accessories are the most frequently purchased kinds of commodities online and more than half of the internet users have purchased these kinds of commodities.

(2) There is no gender bias for this kind of purchase.

(3) Casual shoes have a broad consumer base and are suitable for most consumers of different ages.

(4) The purchase of casual shoes needs experience to a certain extent.

We conducted a pretest in a small range before release of the questionnaires and made some changes to the wording based on the feedback. Formal questionnaires are conducted online. Survey respondents are recruited through the following two methods:

Table II.
Measured variables and source

Research variables	Measured contents of variables	Reference
Perceived commodity uncertainty	Difficult to determine the true material and quality of the commodity; difficult to make sure that the expectations are in line with the real commodity; difficult to make sure that the style of the commodity is suitable for me or not	(Dowling and Staelin, 1994)
Perceived sellers' behavior uncertainty	Difficult to determine whether sellers are honest; conceal the real information of the commodity; completely realize the promise; cheat buyers for self-interest	(Kim *et al.*, 2008; Miyazaki and Fernandez, 2001)
Experienced commodity attributes	Sellers provide commodity photos and vivid images from various perspectives; buyers can determine the materials of the commodity and choose the right size and color based on photos; buyers can clearly understand the purchase methods, quality guarantee and after services	(Sweeney *et al.*, 1999; Weathers *et al.*, 2007)
Online communication	Communication online with sellers can help buyers to understand the quality and performance of the commodity; buyers can get more information about how to chose and maintain the commodity; buyers can feel the kindness and honesty of sellers; sellers can answer the questions of buyers immediately and thoroughly	(Kim *et al.*, 2009)
Buyers comments	Reviews of other buyers help current buyers to understand the true color and size of the commodity; make sure of the style and design of the commodity; determine whether the sellers are honest; understand the services quality from sellers	(Tokman *et al.*, 2007; Gruen *et al.*, 2006; Cao *et al.*, 2006)
Warrants of C2C operator	Payment methods formulated by TAOBAO.COM are fair and reliable; TAOBAO.COM can adjust the dispute impartially; TAOBAO.COM can build up a comprehensive system to protect registered members' information	(Kim *et al.*, 2008)
Purchase intention	Whether buyers will consider this seller and this style of shoes if they want to buy one pair of shoes; whether buyers will recommend this seller and this style of shoes to their friends	(Kim *et al.*, 2008)

(1) Inviting buyers from TAOBAO.COM based on the buyer information to take part in this research.

(2) Recruiting respondents by linking the questionnaire webpage on popular Instant Message groups or forums.

Given the rapid speed of replacement of the commodities listed in TAOBAO.COM, research concluded after three weeks. 312 questionnaires have been collected in the whole process and 307 of them are valid. Among those 307 valid questionnaires, 132 respondents are male, accounting for 43 percent of all respondents; 175 are female, accounting for 57 percent of all respondents. The age of respondents is from 18 to 39. 90.9 percent of the respondents obtained a bachelor degree or higher. In addition, the online purchase experience of respondents generally is shorter than five years and this is in a normal distribution.

4.3 Validity and reliability test of scale

In this research, KMO values for independent and dependent variables are 0.843 and 0.809, respectively, which indicate that it is suitable to conduct the factor analysis (Table III). In this research, we employ Cronbach's α to test the reliability of the sample. The results show that Cronbach's α of perceived seller's behavior uncertainty, purchase intention and perceived commodity uncertainty are 0.852, 0.851, and 0.832, respectively; Cronbach's α of buyers comments, online communication, warrants of C2C operator and experienced commodity attributes are 0.847, 0.835, 0.815, and 0.795, respectively, (Tables IV and V). All of the above Cronbach's α variables are higher than 0.7. Therefore, it indicates that the data are reliable.

In the subsequent exploratory factor analysis, we use orthotropic rotation solution to verify the construct validity of each latent variable. The results calculated from Rotated

Table III.
KMO and Bartlett's test of independent and dependent variables

Scale	KMO	Bartlett's test Approx. χ^2	df	*p*-value
Independent variables	0.843	2367.955	190	0.000
Dependent variables	0.809	1319.297	45	0.000

Table IV.
Exploratory factor analysis of perceived uncertainty

	Total	Cronbach's α	% of variance	Cumulative %
Perceived sellers' behaviors uncertainty	2.428	0.852	24.282	24.282
Purchase intention	2.383	0.851	23.828	48.110
Perceived commodity uncertainty	2.213	0.832	14.206	62.316

Table V.
Exploratory factor analysis of influential factors

	Total	Cronbach's α	% of variance	Cumulative %
Buyers comments	2.670	0.847	14.349	14.349
Online communication	2.564	0.835	12.820	27.169
Warrants of C2C operator	2.386	0.815	11.928	39.097
Experienced commodity attributes	3.157	0.795	11.480	50.577

Factor Matrix (Tables IV and V) show that more than 50 percent variance can be explained by the constructed variables, and the clustering structure of items for each latent variable is in accordance with that in the theoretical framework proposed before. Considering the above analysis, we can see that this study has good construct validity.

5. Test of hypotheses and analysis of the results

5.1 Results of model of fit

This research takes structure evaluation model (SEM) method to analyze the research hypotheses. Results for this model show that CFI and GFI are 0.958 and 0.898, respectively. Though GFI is a little smaller than the proposed value 0.9, it is very close to that value. According to the suggestion of Bentler (1990), when CFI is higher than 0.9, GFI of the ideal model can be adjusted as 0.85. Though NFI is smaller than the proposed value 0.9, the overall goodness of fit is reasonable. In addition, Steiger (1990) considered the RMSEA as the lower the better. When RMSEA is lower than 0.1, it indicates that the goodness of fit is good. 0.05 indicates that the goodness of fit is very good and 0.01 indicates that the goodness of fit is excellent. In this research, RMSEA is 0.04, which indicates the goodness of fit is very good. The other indexes all reach the acceptable level. See the results in Table VI.

5.2 Analysis of the test results of hypotheses

In the process of model analysis, we get the final model after eliminating those variables whose *t*-test values are not statistically significant (Figure 1).

From the results of model analysis we can find that, in terms of eliminating perceived commodity uncertainty, communication online ($\gamma = 0.30$, $t = 4.26$), buyers comments ($\gamma = 0.22, t = 2.71$) and warrants of the C2C operator ($\gamma = 0.35, t = 3.96$) have a positive influence on experienced commodity attributes which are statistically significant, while the experienced commodity attributes have a negative influence ($\gamma = -0.35, t = -2.56$) on perceived commodity uncertainty which is also statistically significant. From the above results, *H1*, *H3*, *H5*, and *H7* have passed the test of significance. This indicates that, to a certain extent, buyers can search for information to compensate for the lack of experience and reduce the perceived uncertainty of the commodity indirectly.

Besides, for those factors that influence perceived seller's behavior uncertainty, only online communication shows negative influence ($\gamma = -0.18$, $t = -3.30$), namely only *H2* has passed the test of significance. While buyers' comments and warrants of the C2C operator have not reached significance level statistically, meaning that *H4* and *H6* have not passed the test of significance.

In terms of how the perceived uncertainty influences consumers' purchase intentions, the result shows that perceived seller's behavior uncertainty has negative influence on consumers' purchase intention ($\gamma = -0.27$, $t = -2.81$), namely *H10* has passed the test of significance. While perceived commodity uncertainty has not reached the significance level statistically, but it has positive influence on the perceived seller's behavior uncertainty ($\gamma = 0.62$, $t = 8.66$). Therefore, *H8* has passed the test of

df	χ^2	χ^2/df	*p*-value	CFI	GFI	RMR	RMSEA	AGFI	NFI	IFI
306	511.032	1.670	0.00	0.958	0.898	0.060	0.040	0.875	0.880	0.958

Table VI.
Index of goodness of fit of model

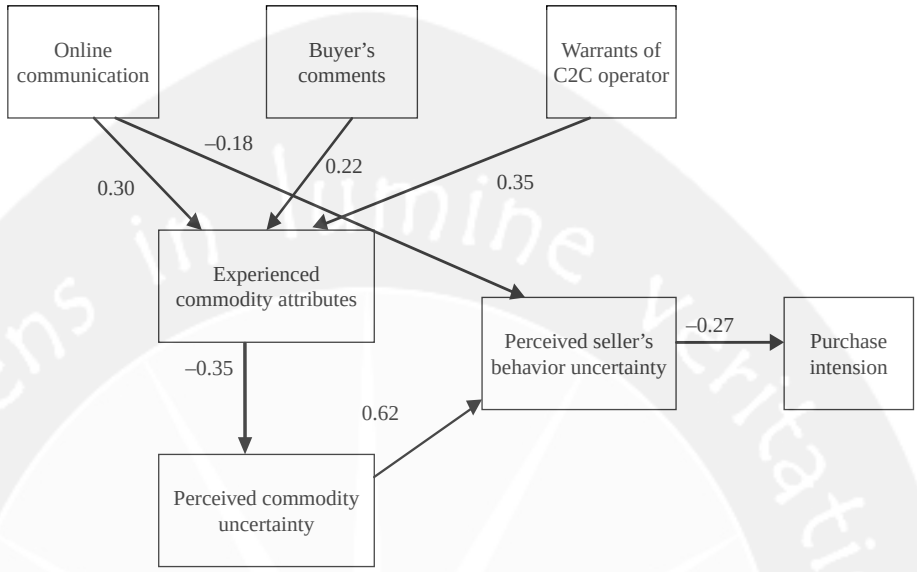

Figure 1.
SEM results of influential factors on consumer perceptions of uncertainty for online shopping

significance and H9 has not, which means that the increase of perceived uncertainty of commodity will increase consumers' perceived uncertainty of sellers' behaviors significantly, but cannot influence consumers' purchase intention directly. The results above indicate that in C2C, buyers care more about sellers' rules of conduct. The loss of experience, which is caused by the virtual nature of web, leads to the result that consumer cannot make their purchase decision mainly based on the perception of the commodity's attributes but they regard it as a supplementary means. Therefore, perceived seller's behavior uncertainty is the first and foremost uncertainty factor that influences consumers' purchase intention in C2C.

6. Research conclusion and discussion

This research extracts data from TAOBAO.COM and has analyzed the relations between influential factors and consumer perceived uncertainty. The results of this empirical research have supported our hypotheses.

6.1 Effects of influential factors on consumer perceived uncertainty

In order to reduce consumer perceived uncertainty, Weathers *et al.* (2007) argues that personal experience and information collecting are two main methods. Since the buying time and place are separate from online purchase, the only way buyers can access to the commodities is through browsing the literal and graphic description of the commodities provided by the sellers on the web pages. In this empirical research we found that the more vivid and clear pictures of the commodity provided were, as well as a more exhaustive description of the parameters of the commodity presented, the better it was for consumers to understand the commodity, and then the perceived commodity uncertainty can be effectively reduced. Furthermore, when buyers approve the information provided by the sellers on the web pages, they will tend to feel the sincerity of sellers indirectly, thus reducing the perceived seller's behavior uncertainty.

As for information collecting, Daignault *et al.* (2002) proposed three information sources channels. Here, we hypothesize that, in C2C, consumers tend to gather information from the three channels to reduce the perceived seller's behavior uncertainty directly, and also to enhance their experience of online commodities to reduce perceived commodity uncertainty indirectly. The empirical study has proved the latter hypotheses. Namely, buyers' perceived commodity uncertainty can be reduced significantly through online communications, other buyers' reviews and the warrants of the C2C operator. As for the former point about the perceived seller's behavior uncertainty, empirical results only support that this kind of uncertainty can be reduced by online communications, but not by the warrants provided by TAOBAO.COM or by other buyers' reviews. After the empirical study, another focus group has been recruited to further analyze the findings. From the feedback of this focus group, we found that consumers do take the review system built by TAOBAO.COM as a helpful reference for their buying decisions. However, the reviews often appear as the opposite results of the evaluation conclusions, and all kinds of these conflicting reviews make it difficult for buyers to distinguish right from wrong. Meanwhile, the online consumers generally doubt the identities of other buyers who express their opinions about certain sellers. All the facts indicate that online consumers usually hold a suspicious attitude toward reviews appearing in C2C purchase platforms to some extent.

Besides, buyers hold low exceptions for the ability of TAOBAO.COM to restrict sellers' behaviors. Buyers think current trading rules and arbitrations rules formulated by TAOBAO.COM cannot eliminate information asymmetry and inhibit sellers' opportunistic behavior effectively. This warrant system is considered not able to protect buyers' interests perfectly and buyers cannot reduce the perceived seller's behavior uncertainty by merely relying on the supervision supported by C2C operator.

6.2 Effects of perceived uncertainty on consumers' purchase intentions

Consumers' final goal of purchase is to select the commodity which is most in line with their self-interests. As a new purchase channel, online shopping possesses advantages such as fast speed, convenience and easy to search goods, etc. But online shopping is virtual and consumers cannot touch the commodities, thus making it more difficult to determine the true attributes of commodities and whether the commodities are suitable for consumers or not. In C2C, the fact that the barriers of market entrance are low and sellers are common individuals leads to the result that sellers' behaviors lack constraints. In this case, information asymmetry has been exaggerated, and perceived uncertainty of sellers' behaviors has become the dominant factor consumers should be concerned about. Based on the findings of this empirical study, perceived seller's behavior uncertainty will significantly prevent the purchase intention of consumers while perceived commodity uncertainty does not have a statistically significant effect on it. However, perceived commodity uncertainty can indirectly weaken the purchase intention of consumers by enhancing perceived seller's behavior uncertainty.

Based on the above findings, we can conclude that the shackle of C2C lies in the lack of constraints on sellers' behaviors. How to effectively eliminate the seller's behavior uncertainty and reduce the information asymmetry during the trading process is the main problem for C2C at the present time. As the supervisors and operators of C2C, business management institutions and C2C operators should take their responsibilities for formulating sound and fair trading rules and safeguarding mechanisms, as well as

creating a safe and reliable trading environment to protect consumers' interests. For sellers in C2C, online communication with buyers is the primary method of guaranteeing the success of their business at present. In order to promote the development of the C2C market, sellers should make their contribution by regulating their conduct and cherishing their commercial credit.

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