

## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATION**

In this chapter, the author will pull some conclusions based on the research that has been done. There will be included conclusion in general, suggestion for further research, managerial implication and limitation of the research.

#### **5.1 Conclusion**

Based on the data result that has been discussed in previous chapter, these are the following conclusion that can be pulled where;

##### **5.1.1 Based on The Analysis of Respondent's Profile**

- a. Based on characteristic of the gender, majority 118 out of 150 respondents who filled the questioners are female.
- b. Based on characteristic of the age, majority 127 out of 150 respondents who filled the questioner are people with age range between 20 – 25 years old.
- c. Based on the characteristic of the income or pocket money per month, majority 50 out of 150 respondents who filled the questioners are people with monthly income or monthly pocket money  $\leq$  Rp. 1.000.000.
- d. Based on the characteristic of education background, majority 81 out of 150 respondents who filled the questioners are people who had Bachelor education background.

### **5.1.2 Based on The Result of Multiple Regression Analysis.**

- a. The Internet user's proficiency or Aptitude (APT) will positively influence Perceived Ease of Use (PEOU). **(H1 Accepted)**
- b. Network externalities (NE) will positively influence Perceived Ease of Use (PEOU). **(H2 Rejected)**
- c. Network Externalities (NE) will positively influence Perceived Usefulness (PU). **(H3 Accepted)**
- d. Perceived Privacy Protection (PPP) will positively influence Perceived Usefulness (PU). **(H4 Rejected)**
- e. Social Influence (SI) will positively influence Perceived Usefulness (PU). **(H5 Accepted)**
- f. Social Influence (SI) will positively influence Behavioral Intention (BI). **(H6 Rejected)**
- g. Perceived Usefulness (PU) will positively influence user's Attitude (ATT). **(H7 Accepted).**
- h. Perceived Usefulness (PU) will positively influence Behavioral Intention (BI). **(H8 Accepted)**
- i. The Perceived Ease of Use (PEOU) will positively influence Perceived Usefulness (PU). **(H9 Rejected)**
- j. The Perceived Ease of Use (PEOU) will positively influence Attitude (ATT). **(H10 Accepted)**
- k. The Perceived Ease of Use (PEOU) will positively influence Behavioral Intention (BI). **(H11 Rejected)**

1. The Attitude (ATT) will positively influence Behavioral Intention (BI). **(H12 Accepted)**

## **5.2 Managerial Implication**

From the result above, it clearly shows that the result of this research will help the management of Twitter. To help customers getting information about certain product and evaluating their choice, social media managers should gather some threads Twitter related to their product on their Twitter account by retweeting or liking them. Hereby, with those threads, companies can help their customers' purchase decision better and stimulate the customer to buy their product.

Also, Twitter's managers ought to direct their efforts not solely to increase the quantity of followers of their Twitter account, but also, conjointly to create interactive, informative and fun thread Twitter of some introduction products or services. So there will be interaction between followers and company through replies and retweet. This may contribute to increase the Twitter user's perceived usefulness of the company's tweets to help customer get advice from other users before deciding on their purchase and to make them feel that make direct contact with various brands through Twitter is easier.

Actions within the framework of content marketing are significantly similar temperament to enhance consumer's attitudes towards Twitter. Company can get to progressively reorient their communication budgets and

focus removed from the normal offline media towards online media. Specifically, they will have to consider making interactive, informative and fun thread that will help company to lead their consumers' opinions that life will be easier and faster thanks to social networking also they will have positive opinion about using Twitter and participating in social networks. Especially following them on their social media.

All the suggestions that mentioned above will positively affect customer behavioral intention where they will have intention to use Twitter in the buying decision process and in the process of searching some information about certain brands in Twitter. All of this happen because consumer will consider the opinions that others have indicated on Twitter on existing brands. Also information that offered by certain companies on Twitter can determine customer buying decision.

### **5.3 Research Limitation**

- a. The questioners were distributed and filled through online media. So, in here the author cannot control the process of the questioner fulfillment.
- b. The author felt difficulty in distributing questionnaire links to some Twitter users because the links that are shared with many people with the same format in a short time are considered spam by the Twitter system.

- c. The Adjusted R-Square of this result was not 100%. It means there are still other variables that would make a case for outside the chosen variables.

#### **5.4 Suggestion for Future Research**

For future research, it would be fascinating to look at the potential variations between the various social networks to ascertain whether customers behave differently counting on the platform they are interacting with and find another variable that will support the recent variable so it will resulting 100% for Adjusted R-Square. Also for future research, it would be better if the fulfilment of the questioners itself can be done directly face to face. So the author can control the process of the questioner fulfillment that lead them to meet the expected result also to minimize the difficulty of spreading question trough online where sometimes it can be considered as spam.

Some of the variable might be extended to incorporate a larger variety of indicators. It would be fascinating to embrace new things within the perspective to construct and to measure attitude toward intention to seek information on Twitter also help us to know the other variables that would make a case for outside the chosen variables.

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## APPENDIXES

### QUESTIONER DESIGN IN ENGLISH

My name is Bisma Kresna Dewa. I am a student of International Business Management Program Faculty of Business and Economics Atma Jaya Yogyakarta University. Right now, I am conducting research to complete my final project (thesis) regarding **THE INFLUENCE OF PERCEIVE EASE OF USE, PERCEIVED USEFULNESS, SOCIAL INFLUENCES AND ATTITUDE TOWARD BEHAVIORAL INTENTION (STUDY OF TWITTER SOCIAL MEDIA).**

This questionnaire is addressed to respondent who have a Twitter account that has been actively used for the past 6 months and this year the respondent is 20 - 40 years old (Generation Y). I ask for your cooperation to take a moment and fill out this questionnaire. For your participation, I say thank you.

**DO YOU HAVE A TWITTER ACCOUNT THAT ACTIVATELY USED WITHIN 6 MONTHS? AND THIS YEAR YOU WERE AGED 20 - 40 YEARS?**

- YES (Continue to the Next Question!)**
- NO (Stop Here, Thank You)**

#### RESPONDENT IDENTITY

- **Gender**
  - Male
  - Female
- **Age ...**
- **Average Income / Pocket Money per Month**
  - ≤ Rp.1.000.000
  - Rp. 1.000.001 - Rp. 2.000.000
  - Rp. 2.000.001 - Rp. 3.000.000
  - Rp. 3.000.001 - Rp. 4.000.000
  - Rp. 4.000.001 - Rp. 5.000.000
  - > Rp. 5.000.000

- **Education Background**

- High School / Vocational High School
- Diploma
- Bachelor
- Master
- Doctoral

**HOW TO FILL**

In this section are some statements that are given to be answered in accordance with your opinion. There are no right or wrong answers. Therefore, your help to fill in this questionnaire honestly and objectively will be very meaningful for this research. The statement was answered using a 5 Likert scale as a benchmark. There are five answer choices provided, namely:

1 = strongly disagree

2 = disagree

3 = neutral

4 = agree

5 = totally agree

The results of this study will only be used for academic purposes only. The confidentiality of your identity is guaranteed and maintained in accordance with research ethics. Once again, I thank you for those who have been willing to take the time to fill out this questionnaire.

**QUESTION**

<b>PERCEIVED EASE OF USE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Twitter is easy to use. Even for the first time.					
Information on Twitter is easy to find.					
The structure and content in Twitter are easy to understand.					
Navigation in Twitter is easy to use.					

<b>SOCIAL INFLUENCE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
My friend will support my decision to use Twitter in my buying decision.					
Important people for me, like my friends or family, think I have to use Twitter.					
Information or news in the media gives me a pleasant feeling about using Twitter in my buying decision process.					

<b>PERCEIVED PRIVACY PROTECTION</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I assume the privacy of Twitter users is protected.					
I believe that Twitter users' personal information is stored securely.					
I trust Twitter's ability to maintain the security of its users' information.					

<b>APTITUDE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I think I can find any information online.					
I think I am able to download files from another computer.					
I think I can make a purchase online.					
I think I'm able to interact on a social network.					

<b>NETWORK EXTERNALITIES</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
The more people give opinions about a brand on Twitter, the more and better information we have in making a purchase decision.					
As the number of users who use Twitter in purchasing decisions increases, there will be more, and better applications developed to facilitate the buying process.					
In my opinion, a large number of Twitter users currently use Twitter in their purchasing decisions.					

<b>PERCEIVED USEFULNESS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Twitter helps me get information about certain products before deciding to buy.					
Twitter helped me make my purchase decision better.					
Twitter allows me to get advice from other users before deciding on my purchase.					
Twitter makes direct contact with various brands easier.					

<b>ATTITUDE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I assume that using Twitter is good for me.					
I have a positive opinion about participation in social networks.					
Social networks contribute to many good things that we enjoy today.					
Life will be easier and faster thanks to social networking.					

<b>BEHAVIOURAL INTENTION</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I have intention to use Twitter in the buying decision process for certain products.					
Before buying some products, I looked for information about certain brands that might be on Twitter.					
I will consider the opinions that others have indicated on Twitter on existing brands.					
Information offered by certain companies on Twitter can determine my buying decision.					

*Appendix 1: Questioner in English*

## QUESTIONER DESIGN IN INDONESIAN

Perkenalkan, nama saya Bisma Kresna Dewa. Saya adalah mahasiswa program studi Manajemen Kelas Internasional Fakultas Bisnis dan Ekonomi Universitas Atma Jaya Yogyakarta. Sekarang ini saya sedang melakukan penelitian untuk menyelesaikan tugas akhir (skripsi) saya mengenai **PENGARUH PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, SOCIAL INFLUENCES DAN ATTITUDE TERHADAP BEHAVIORAL INTENTION (STUDY OF TWITTER SOCIAL MEDIA)**.

Kuisisioner ini ditujukan kepada Saudara / Saudari yang memiliki akun Twitter yang digunakan secara aktif selama 6 bulan terakhir dan tahun ini berumur 20 - 40 tahun (Generasi Y). Saya memohon kerjasama anda sekalian untuk meluangkan waktu sejenak dan mengisi kuisisioner ini. Atas partisipasi anda, saya ucapkan banyak terima kasih.

**APAKAH ANDA MEMILIKI AKUN TWITTER YANG ANDA GUNAKAN SECARA AKTIF SELAMA 6 BULAN TERAKHIR? DAN TAHUN INI ANDA BERUMUR 20 - 40 TAHUN?**

- YA (Lanjut Ke Pertanyaan Berikutnya!)**
- TIDAK (Berhenti Di Sini, Terima Kasih)**

### IDENTITAS RESPONDEN

- **Jenis Kelamin**
  - Pria
  - Wanita
- **Umur ....**
- **Pendapatan / Uang Saku per Bulan**
  - ≤ Rp.1.000.000
  - Rp. 1.000.001 - Rp. 2.000.000
  - Rp. 2.000.001 - Rp. 3.000.000
  - Rp. 3.000.001 - Rp. 4.000.000
  - Rp. 4.000.001 - Rp. 5.000.000
  - > Rp. 5.000.000

- **Pendidikan Terakhir**

- SMA / SMK
- Diploma
- Sarjana
- Magister
- Doktoral

### **CARA PENGISIAN**

Pada bagian ini adalah beberapa pernyataan yang diberikan untuk dijawab sesuai dengan pendapat anda. Tidak ada jawaban benar maupun salah. Oleh karena itu bantuan dari anda untuk mengisi kuesioner ini dengan sejujur-jujurnya dan obyektif akan sangat berarti bagi penelitian ini. Pernyataan dijawab dengan menggunakan skala 5 likert sebagai tolak ukur. Terdapat lima pilihan jawaban yang disediakan, yaitu:

- 1 = sangat tidak setuju
- 2 = tidak setuju
- 3 = netral
- 4 = setuju
- 5 = sangat setuju

Hasil dari penelitian ini hanya akan digunakan untuk kepentingan akademis semata. Kerahasiaan identitas anda terjamin dan dijaga sesuai dengan etika penelitian. Sekali lagi saya ucapkan terima kasih kepada anda yang telah bersedia meluangkan waktu untuk mengisi kuesioner ini.

## PERTANYAAN

<b>PERCEIVED EASE OF USE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Twitter mudah digunakan. Bahkan untuk pertama kalinya.					
Informasi dalam Twitter mudah ditemukan.					
Struktur dan konten dalam Twitter mudah dimengerti.					
Navigasi dalam Twitter mudah digunakan.					

<b>SOCIAL INFLUENCE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Teman saya akan mendukung keputusan saya untuk menggunakan Twitter dalam keputusan pembelian saya.					
Orang-orang penting bagi saya, seperti teman atau keluarga saya, beranggapan saya harus menggunakan Twitter.					
Informasi atau berita di media memberi saya perasaan yang menyenangkan terhadap penggunaan Twitter dalam proses keputusan pembelian saya.					

<b>PERCEIVED PRIVACY PROTECTION</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Saya beranggapan privasi pengguna Twitter dilindungi.					
Saya percaya bahwa informasi pribadi pengguna Twitter disimpan dengan aman.					
Saya mempercayai kemampuan Twitter untuk menjaga keamanan informasi penggunanya.					

<b>APTITUDE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Saya dapat mencari informasi secara online.					
Saya dapat mengunduh file dari komputer lain.					
Saya bisa melakukan pembelian secara online.					
Saya bisa berinteraksi di media sosial.					



<b>NETWORK EXTERNALITIES</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Semakin banyak orang memberikan pendapat tentang suatu merek di Twitter, semakin banyak dan lebih baik informasi yang kita miliki dalam melakukan keputusan pembelian.					
Karena jumlah pengguna yang menggunakan Twitter dalam keputusan pembelian bertambah, maka akan ada lebih banyak dan lebih baik aplikasi yang dikembangkan untuk memfasilitasi proses pembelian tersebut.					
Menurut pendapat saya, sejumlah besar pengguna Twitter saat ini menggunakan Twitter dalam keputusan pembelian mereka.					

<b>PERCEIVED USEFULNESS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Twitter membantu saya mendapatkan informasi tentang produk tertentu sebelum memutuskan untuk membeli.					
Twitter membantu saya memutuskan pembelian saya lebih baik.					
Twitter memungkinkan saya untuk mendapatkan saran dari pengguna lain sebelum memutuskan pembelian saya.					
Twitter membuat saya kontak langsung dengan berbagai merek menjadi lebih mudah.					

<b>ATTITUDE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Saya beranggapan bahwa menggunakan Twitter itu baik untuk saya.					
Saya memiliki pendapat positif tentang partisipasi dalam jejaring sosial.					
Jejaring sosial berkontribusi atas banyak hal baik yang kita nikmati hari ini.					
Hidup akan lebih mudah dan lebih cepat berkat jejaring sosial.					

<b>BEHAVIOURAL INTENTION</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Saya berniat untuk menggunakan Twitter dalam proses keputusan pembelian untuk produk tertentu.					
Sebelum membeli beberapa produk, saya mencari informasi tentang merek tertentu yang mungkin ada di Twitter.					
Saya akan mempertimbangkan pendapat yang telah ditunjukkan orang lain di Twitter pada merek yang ada.					
Informasi yang ditawarkan perusahaan tertentu di Twitter dapat menentukan keputusan pembelian saya.					

*Appendix 2: Questioner in Indonesian*

## RESPONDENTS ANSWER OUTPUT

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
	PEOU1	PEOU2	PEOU3	PEOU4	SI1	SI2	SI3	PPP1	PPP2	PPP3	APT1	APT2	APT3	APT4	NE1	NE2	NE3	PU1	PU2	PU3	PU4	ATT1	ATT2	ATT3	ATT4	BI1	BI2	BI3	BI4	TOTAL	
1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	145	
2	4	5	4	2	4	4	5	5	2	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	131
3	5	5	5	4	3	3	5	4	5	5	5	5	5	5	3	4	5	5	4	3	5	5	5	3	3	5	5	4	4	127	
4	3	5	4	4	5	4	5	5	5	5	5	4	5	4	5	4	4	4	4	5	3	4	4	4	5	3	5	4	5	126	
5	3	4	3	3	3	3	3	3	3	3	5	3	4	4	3	4	3	5	3	4	3	5	4	4	3	3	4	5	4	104	
6	4	4	4	4	3	2	4	3	4	4	5	4	2	4	5	5	3	4	4	4	3	4	4	4	4	4	4	3	4	110	
7	5	5	4	5	2	3	2	3	4	5	5	5	5	5	4	5	4	5	4	5	4	5	4	4	4	3	5	4	5	123	
8	5	5	5	5	3	2	2	2	3	2	5	3	5	3	4	3	3	2	2	2	2	4	4	4	4	4	2	2	2	92	
9	2	2	3	3	2	4	4	1	1	2	5	3	5	4	2	4	2	4	3	5	2	3	2	4	4	2	3	5	4	90	
10	5	4	4	4	3	2	3	3	3	3	4	3	4	4	4	4	3	4	4	4	3	4	4	3	4	4	4	4	3	105	
11	2	4	4	4	3	5	4	4	4	4	4	3	2	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	109	
12	4	5	4	4	4	3	4	4	4	4	5	4	5	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	117	
13	3	4	3	4	4	2	3	4	4	4	5	3	5	4	4	5	3	4	4	5	3	3	4	4	4	4	4	4	4	111	
14	5	5	5	5	4	4	4	5	5	5	5	4	4	5	4	4	5	5	5	5	5	4	4	4	4	4	5	5	5	133	
15	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	2	2	130	
16	4	3	3	3	2	2	3	3	3	2	4	4	2	4	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	86	
17	5	5	5	5	5	5	5	2	1	1	5	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	5	5	5	131	
18	3	3	4	4	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	113	
19	4	5	5	5	5	5	3	2	2	5	3	5	5	5	5	5	5	4	4	4	5	4	5	4	5	5	5	5	5	129	
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22	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	4	5	4	4	4	5	5	4	5	5	5	5	4	5	138	
23	5	5	5	5	5	3	3	4	4	4	5	5	5	5	5	4	4	3	3	4	4	5	4	5	4	5	3	3	4	119	
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26	5	5	5	5	5	3	3	2	4	4	4	5	4	4	5	4	3	3	3	3	3	3	4	3	4	4	4	4	4	116	
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29	4	5	4	5	5	5	5	5	5	4	5	4	4	3	4	4	4	5	4	4	4	5	5	5	4	5	5	5	5	131	
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33	5	5	5	5	4	4	4	5	4	4	5	4	5	5	4	4	4	5	5	5	5	5	4	4	5	4	4	5	4	131	
34	5	5	5	5	3	3	2	4	4	4	5	4	5	4	4	2	3	3	3	3	3	3	3	3	3	3	2	2	3	102	
35	5	4	4	4	4	3	4	4	4	4	4	4	5	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	117	
36	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	113	
37	3	5	4	5	4	3	5	4	4	4	5	5	5	5	5	5	5	5	4	5	5	4	5	3	4	4	3	5	3	126	
38	3	5	5	4	4	3	3	3	3	4	5	4	5	4	5	5	4	5	4	5	4	5	4	4	5	4	4	4	4	121	
39	3	4	4	4	3	2	2	3	3	3	4	3	4	4	4	4	3	3	3	2	3	3	3	3	2	4	4	4	4	93	
40	5	4	4	5	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	113	
41	3	3	3	3	2	4	3	4	4	4	4	4	4	3	4	4	4	3	2	3	3	3	3	3	3	3	3	3	3	95	
42	4	3	3	4	5	4	5	3	4	5	5	4	2	5	4	4	3	3	3	3	4	4	4	4	4	3	3	3	3	108	
43	4	4	4	4	3	3	2	3	3	3	4	4	4	4	3	3	3	2	2	2	2	3	3	3	3	3	3	3	3	89	
44	3	3	3	3	3	2	3	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	3	4	123	
45	5	4	5	5	3	2	2	4	4	4	4	5	5	4	5	5	1	2	2	5	2	5	5	4	5	5	4	5	2	113	
46	3	3	4	3	3	3	3	4	4	3	4	3	4	4	4	4	4	4	4	3	3	3	4	3	5	3	3	3	3	101	
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Appendix 3: Questioner Output 1-50

51	3	4	4	5	3	4	4	4	4	4	5	2	4	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	112
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54	2	5	5	3	3	2	3	3	3	3	5	5	5	5	4	5	3	4	3	4	3	4	4	4	5	5	3	3	5	2	109					
55	3	3	4	3	2	2	2	2	2	2	3	3	3	3	4	4	3	2	2	2	2	2	3	3	4	4	4	4	3	4	107					
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57	4	4	4	4	4	4	4	3	3	3	3	4	3	4	4	4	3	4	4	4	4	3	3	3	3	3	3	4	4	4	4	4	4	4	107	
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60	4	4	4	5	2	1	2	4	4	4	4	5	4	5	5	2	2	2	2	5	2	4	5	5	5	5	2	4	4	5	106					
61	4	3	4	2	2	2	4	4	2	3	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	111		
62	3	3	4	4	3	3	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	100			
63	5	4	5	5	4	3	3	3	3	3	3	4	3	4	4	5	4	3	3	3	4	4	4	4	4	4	4	3	4	4	110					
64	5	5	5	5	3	3	2	4	4	4	5	4	5	5	4	4	2	3	3	3	3	3	3	3	3	3	3	3	3	4	2	3	3	105		
65	4	4	4	3	4	2	4	4	3	3	4	4	4	4	4	4	2	4	3	4	3	4	4	4	4	4	4	4	3	4	4	4	106			
66	4	4	4	4	2	2	4	4	4	4	5	5	5	5	5	2	2	3	2	4	4	4	4	2	4	4	2	4	3	3	4	4	106			
67	4	3	4	4	4	3	3	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	110			
68	5	5	3	4	5	3	3	4	4	4	5	5	4	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	3	3	5	5	128			
69	4	4	5	5	4	2	2	3	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	5	2	5	5	4	5	4	113				
70	4	5	3	2	4	2	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	3	4	5	4	4	4	4	4	4	4	115				
71	5	5	5	5	3	3	4	5	4	4	5	5	5	5	5	5	5	3	3	3	4	4	4	4	4	4	3	3	3	3	116					
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73	5	4	4	4	3	3	3	3	4	4	5	5	4	5	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	3	4	113				
74	5	5	5	5	1	3	3	3	2	2	2	4	5	5	2	2	3	2	2	2	2	2	4	5	3	5	3	5	3	3	95					
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76	4	4	4	4	3	5	4	5	5	5	5	5	5	5	1	1	1	1	1	1	4	4	4	4	4	4	4	2	2	2	2	94				
77	3	4	4	4	3	2	4	3	3	3	4	4	4	4	4	5	4	3	5	4	5	3	4	4	4	4	4	4	4	4	4	110				
78	3	5	4	4	3	3	4	3	3	3	4	3	4	5	5	3	3	3	3	4	3	4	4	4	5	3	4	4	4	4	107					
79	5	5	5	5	4	1	4	3	3	3	3	5	5	5	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	120				
80	4	4	4	4	4	3	4	3	3	3	4	4	4	4	4	2	3	2	4	3	3	3	3	4	4	2	2	2	2	98						
81	4	4	4	4	4	2	3	3	3	3	5	5	5	5	3	4	3	4	4	3	2	3	4	4	4	4	3	2	2	3	102					
82	4	4	4	4	3	2	3	3	3	3	4	4	4	4	4	3	4	4	4	3	3	3	3	3	3	4	3	3	3	3	100					
83	5	5	5	5	1	3	4	4	4	3	5	5	5	5	5	5	1	4	2	2	4	4	4	4	4	4	4	5	2	3	4	3	111			
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86	4	5	5	5	5	4	5	4	4	4	5	5	5	5	5	4	3	4	4	4	3	5	5	4	5	3	4	4	5	127						
87	5	5	5	5	4	5	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4	4	129					
88	5	5	5	5	4	3	2	5	4	3	5	4	3	5	2	1	2	3	2	1	2	3	4	5	4	5	4	4	3	2	1	97				
89	3	4	4	4	3	3	4	4	4	4	5	5	5	5	5	4	3	4	4	5	4	5	4	4	4	4	4	4	5	4	4	120				
90	4	3	3	4	3	3	4	5	3	3	5	5	5	5	4	4	3	3	3	3	3	3	4	3	3	3	4	4	3	3	105					
91	3	5	4	4	3	1	3	3	3	3	5	4	4	4	4	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	98					
92	3	4	5	4	3	3	4	4	4	4	5	5	5	5	3	3	2	3	2	3	3	3	4	4	4	3	4	2	3	3	103					
93	4	4	4	4	4	2	1	5	5	5	5	5	5	5	3	3	5	3	3	5	5	1	3	5	5	5	5	5	5	119						
94	5	5	5	5	5	2	3	1	3	3	5	5	5	5	3	4	4	4	4	5	3	5	5	5	5	5	4	5	5	5	123					
95	4	3	4	3	2	2	5	3	3	3	5	5	4	4	5	4	3	5	5	5	3	3	3	3	3	3	3	4	5	4	4	111				
96	4	5	5	5	2	3	3	4	4	4	5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	4	3	101				
97	4	5	5	5	5	4	5	3	3	3	5	3	5	5	5	3	4	4	4	5	3	5	5	5	5	5	5	5	4	5	3	125				
98	5	4	4	4	4	2	4	4	4	4	5	5	4	4	5	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	117					
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100	4	5	5	4	3	1	3	4	4	4	5	5	5	5	4	4	4	2	2	4	2	3	4	4	4	4	4	1	1	2	3	101				

Appendix 4: Questioner Output 51-100

101	4	4	4	3	3	3	3	2	2	3	5	4	4	5	4	4	4	4	4	3	3	5	5	3	4	4	4	108
102	4	5	4	4	3	2	4	3	3	3	5	5	5	5	5	5	4	5	4	5	4	5	5	5	5	5	5	125
103	4	5	5	4	4	2	5	3	3	3	5	5	5	5	5	5	3	4	4	4	3	5	5	4	5	4	4	121
104	4	4	5	4	4	4	4	5	5	4	4	4	5	5	5	5	5	5	5	5	4	5	4	5	4	5	5	132
105	5	5	5	5	5	3	5	4	4	4	5	5	5	5	5	4	3	4	4	4	4	5	4	5	5	4	4	128
106	1	4	4	4	4	3	3	2	2	3	4	4	4	4	4	4	4	4	3	4	3	3	4	4	4	2	4	100
107	4	4	4	4	4	3	4	3	4	4	4	4	5	5	4	4	4	5	4	5	4	4	4	4	5	4	5	121
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109	5	5	5	5	3	3	4	3	3	4	5	5	5	5	5	4	4	4	3	4	3	5	4	4	4	4	3	118
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111	5	5	5	3	3	3	3	5	5	5	5	5	5	5	4	2	2	2	2	3	2	3	3	4	4	2	2	101
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113	5	4	4	4	5	3	4	4	4	4	4	4	4	4	5	5	3	4	4	4	4	4	4	3	5	4	4	117
114	4	4	4	4	3	2	3	3	4	4	5	5	5	5	4	3	3	3	3	4	4	4	4	4	4	4	4	108
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116	5	4	4	4	3	3	4	2	2	3	4	3	4	3	4	3	4	3	3	3	3	4	4	4	5	3	4	102
117	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	5	144
118	4	4	4	4	3	3	3	2	2	2	5	5	5	4	4	3	4	5	5	5	5	2	3	4	3	4	4	108
119	5	5	4	4	4	3	3	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4	4	5	4	4	4	118
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122	4	4	4	4	5	5	5	4	4	5	5	4	5	5	4	4	4	5	5	5	5	4	4	3	3	4	4	125
123	4	4	3	4	4	4	3	5	3	3	5	5	5	5	5	4	4	5	4	5	4	4	4	4	5	4	5	122
124	4	5	4	4	3	4	3	3	4	4	5	5	5	5	4	4	4	5	4	5	4	4	3	3	3	4	4	117
125	5	4	3	3	2	3	5	5	5	5	5	5	5	5	3	4	4	2	2	3	3	2	3	3	4	2	3	106
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	5	145
127	5	5	5	5	3	3	5	4	3	4	5	4	5	5	5	3	4	5	5	5	3	4	4	5	3	3	5	123
128	4	4	5	3	4	5	4	5	5	5	5	5	5	5	4	4	4	4	4	4	5	4	5	4	4	4	4	126
129	4	4	5	3	4	5	4	5	5	5	5	5	5	5	4	4	4	4	4	4	5	4	5	4	5	4	4	126
130	5	5	4	5	5	5	4	4	4	4	4	3	4	5	4	4	4	4	4	4	4	5	5	5	5	5	5	127
131	5	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	4	4	5	4	4	5	4	4	4	5	5	132
132	4	5	5	5	5	5	5	5	5	4	3	5	5	5	4	5	4	4	5	5	5	5	5	5	4	5	5	135
133	5	5	4	4	4	5	5	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	134
134	5	5	5	5	4	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	4	137
135	3	4	4	3	3	3	4	3	2	2	4	4	4	4	4	3	3	4	3	4	4	3	4	3	3	4	4	101
136	4	5	4	4	3	3	3	3	3	4	4	4	4	3	3	2	3	3	3	3	4	4	2	2	3	3	3	96
137	4	5	5	5	5	2	4	5	5	5	5	5	5	5	4	3	3	3	3	3	3	5	5	5	5	4	3	121
138	3	4	3	5	3	2	3	3	4	4	5	5	5	5	5	5	5	5	5	5	5	4	4	3	3	5	4	121
139	4	4	4	4	2	1	2	4	3	3	5	1	5	5	3	3	2	2	2	2	2	3	3	3	3	3	3	87
140	3	4	4	4	3	1	3	3	3	3	4	3	3	3	3	3	4	3	4	3	3	3	3	4	3	3	3	92
141	2	2	2	2	5	3	2	3	3	3	5	5	5	5	4	4	4	4	3	4	4	4	5	4	5	4	4	107
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	5	145
143	3	5	4	4	3	2	3	3	3	3	5	5	5	5	4	4	3	4	4	4	4	5	5	4	5	3	4	114
144	3	5	4	4	3	4	4	3	3	3	4	4	4	5	4	4	3	4	4	4	3	5	4	4	4	4	4	111
145	2	4	2	4	4	2	5	2	2	3	5	5	5	5	5	2	4	3	4	3	4	5	5	5	5	4	4	111
146	4	4	4	4	3	3	3	4	5	5	5	5	5	4	4	4	4	5	4	4	5	5	5	5	5	5	5	127
147	3	3	3	3	3	3	3	4	4	4	5	5	5	4	4	4	4	3	3	3	3	3	3	3	3	3	4	104
148	4	4	5	4	4	3	4	4	4	4	5	4	5	5	4	4	4	4	4	4	3	4	4	3	5	5	4	120
149	4	4	4	4	4	3	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	5	5	123
150	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	4	116

Appendix 5: Questioner Output 101-150

## VALIDITY TEST

			Correlations																													
		PEOU1	PEOU2	PEOU3	PEOU4	SI1	SI2	SI3	PPP1	PPP2	PPP3	APT1	APT2	APT3	APT4	NE1	NE2	NE3	PU1	PU2	PU3	PU4	ATT1	ATT2	ATT3	ATT4	BI1	BI2	BI3	BI4	TOTAL	
PEOU1	Pearson Correlation	1	.434	.702	.586	0.055	-0.152	-0.036	0.152	0.209	0.131	0.273	.666	0.264	.530	.466	0.095	.362	0.000	0.141	0.000	0.335	.530	.476	0.271	0.271	0.205	-0.012	-0.074	0.000	.423	
	Sig. (2-tailed)		0.017	0.000	0.001	0.772	0.422	0.848	0.422	0.268	0.490	0.145	0.000	0.158	0.003	0.009	0.616	0.049	1.000	0.458	1.000	0.070	0.003	0.008	0.148	0.148	0.278	0.951	0.698	1.000	0.020	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PEOU2	Pearson Correlation	.434	1	.579	.544	.464	0.225	0.293	0.320	0.342	0.302	.461	0.232	.371	0.168	.418	0.149	.405	0.089	0.177	-0.153	.410	.479	.532	0.091	0.091	0.313	0.213	-0.073	-0.045	.504	
	Sig. (2-tailed)	0.017		0.001	0.002	0.010	0.233	0.116	0.085	0.064	0.105	0.010	0.217	0.043	0.374	0.021	0.431	0.027	0.639	0.349	0.419	0.025	0.007	0.002	0.634	0.634	0.092	0.259	0.703	0.815	0.005	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PEOU3	Pearson Correlation	.702	.579	1	.640	.312	0.131	0.222	0.178	0.205	0.092	0.266	.552	0.249	.445	.552	0.012	.397	-0.101	0.118	-0.098	.478	.516	.494	.354	0.354	0.164	0.009	-0.124	0.000	.478	
	Sig. (2-tailed)	0.000	0.001		0.000	0.093	0.490	0.239	0.348	0.277	0.629	0.155	0.002	0.185	0.014	0.002	0.949	0.030	0.595	0.534	0.607	0.008	0.004	0.006	0.055	0.055	0.385	0.963	0.516	1.000	0.008	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PEOU4	Pearson Correlation	.586	.544	.640	1	.382	0.129	0.052	0.122	.368	0.093	0.257	0.360	0.258	0.145	.379	0.158	0.304	-0.047	0.073	-0.061	0.297	0.276	0.306	0.202	0.202	0.290	0.156	0.063	-0.047	.421	
	Sig. (2-tailed)	0.001	0.002	0.000		0.038	0.496	0.787	0.520	0.046	0.626	0.170	0.051	0.168	0.446	0.039	0.406	0.102	0.805	0.700	0.750	0.111	0.140	0.100	0.284	0.284	0.120	0.410	0.742	0.805	0.021	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
SI1	Pearson Correlation	0.055	.464	0.312	.382	1	.662	.743	.627	.373	0.337	0.172	0.099	0.174	-0.016	.639	.495	.691	.384	.594	0.239	.605	0.306	.624	.425	.555	.466	.462	0.179	.384	.742	
	Sig. (2-tailed)	0.772	0.010	0.093	0.038		0.000	0.000	0.000	0.042	0.069	0.363	0.602	0.357	0.933	0.000	0.005	0.000	0.036	0.001	0.203	0.000	0.101	0.000	0.019	0.001	0.009	0.010	0.344	0.036	0.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
SI2	Pearson Correlation	-0.152	0.225	0.131	0.129	.662	1	.679	.408	0.180	0.270	0.223	0.129	0.138	0.062	0.219	.403	.646	.445	.489	0.328	.501	0.329	.414	.417	.417	0.310	0.211	0.332	0.286	.589	
	Sig. (2-tailed)	0.422	0.233	0.490	0.496	0.000		0.000	0.025	0.341	0.150	0.235	0.498	0.466	0.744	0.244	0.027	0.000	0.014	0.006	0.077	0.005	0.076	0.023	0.022	0.022	0.095	0.263	0.073	0.125	0.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
SI3	Pearson Correlation	-0.036	0.293	0.222	0.052	.743	.679	1	.511	0.227	0.300	0.312	0.180	0.115	0.149	.393	.464	.632	.533	.618	0.212	.629	0.308	.495	0.309	.395	.449	.472	0.245	.418	.673	
	Sig. (2-tailed)	0.848	0.116	0.239	0.787	0.000	0.000		0.004	0.228	0.108	0.093	0.342	0.544	0.433	0.031	0.010	0.000	0.002	0.000	0.260	0.000	0.098	0.005	0.096	0.031	0.013	0.009	0.192	0.021	0.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PPP1	Pearson Correlation	0.152	0.320	0.178	0.122	.627	.408	.511	1	.769	.814	0.087	0.336	0.042	0.115	.475	.433	.646	.572	.751	0.321	.676	.426	.497	0.302	0.302	.479	.372	0.092	.382	.748	
	Sig. (2-tailed)	0.422	0.085	0.348	0.520	0.000	0.025	0.004		0.000	0.000	0.648	0.069	0.825	0.543	0.008	0.017	0.000	0.001	0.000	0.084	0.000	0.019	0.005	0.105	0.105	0.007	0.043	0.629	0.037	0.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PPP2	Pearson Correlation	0.209	0.342	0.205	.368	.373	0.180	0.227	.769	1	.823	0.106	0.336	-0.085	-0.076	0.250	0.198	.388	0.319	.406	0.110	0.335	0.281	0.284	-0.029	0.007	0.322	0.154	-0.054	0.096	.496	
	Sig. (2-tailed)	0.268	0.064	0.277	0.046	0.042	0.341	0.228	0.000		0.000	0.578	0.069	0.657	0.691	0.182	0.294	0.034	0.086	0.026	0.564	0.070	0.133	0.129	0.880	0.970	0.083	0.416	0.776	0.615	0.005	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PPP3	Pearson Correlation	0.131	0.302	0.092	0.093	0.337	0.270	0.300	.814	.823	1	0.160	.364	0.078	0.150	0.302	.437	.514	.505	.602	.393	.456	.370	0.301	0.057	0.128	.362	0.191	0.107	0.284	.612	
	Sig. (2-tailed)	0.490	0.105	0.629	0.626	0.069	0.150	0.108	0.000	0.000		0.398	0.048	0.684	0.429	0.105	0.016	0.004	0.004	0.000	0.032	0.011	0.044	0.106	0.765	0.499	0.050	0.312	0.572	0.128	0.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Appendix 6: Validity Test SPSS Output PEOU – PPP

APT1	Pearson Correlation	0.273	.461	0.266	0.257	0.172	0.223	0.312	0.087	0.106	0.160	1	0.302	.523	0.307	0.234	0.272	0.188	0.163	0.081	0.245	0.192	0.307	0.265	0.349	0.257	0.014	-0.085	0.199	0.163	.385	
	Sig. (2-tailed)	0.145	0.010	0.155	0.170	0.363	0.235	0.093	0.648	0.578	0.398		0.105	0.003	0.099	0.214	0.146	0.321	0.390	0.669	0.193	0.309	0.099	0.158	0.059	0.170	0.942	0.654	0.293	0.390	0.036	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
APT2	Pearson Correlation	.666	0.232	.552	0.360	0.099	0.129	0.180	0.336	0.336	.364	0.302	1	0.169	.635	.422	0.157	.440	0.141	0.273	0.242	.455	.635	0.356	.413	0.307	0.168	-0.035	0.097	0.281	.543	
	Sig. (2-tailed)	0.000	0.217	0.002	0.051	0.602	0.498	0.342	0.069	0.069	0.048	0.105		0.373	0.000	0.020	0.408	0.015	0.459	0.144	0.198	0.011	0.000	0.054	0.023	0.099	0.374	0.852	0.610	0.132	0.002	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
APT3	Pearson Correlation	0.264	.371	0.249	0.258	0.174	0.138	0.115	0.042	-0.085	0.078	.523	0.169	1	.452	0.091	0.179	0.218	0.079	0.018	0.161	0.217	0.286	0.205	0.258	0.258	0.175	0.303	0.315	0.237	.366	
	Sig. (2-tailed)	0.158	0.043	0.185	0.168	0.357	0.466	0.544	0.825	0.657	0.684	0.003	0.373		0.012	0.634	0.344	0.246	0.679	0.927	0.396	0.248	0.125	0.276	0.168	0.168	0.354	0.104	0.090	0.208	0.047	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
APT4	Pearson Correlation	.530	0.168	.445	0.145	-0.016	0.062	0.149	0.115	-0.076	0.150	0.307	.635	.452	1	0.301	0.223	0.349	0.175	0.266	0.325	.459	.431	0.265	0.342	0.276	0.289	0.213	.375	0.349	.472	
	Sig. (2-tailed)	0.003	0.374	0.014	0.446	0.933	0.744	0.433	0.543	0.691	0.429	0.099	0.000	0.012		0.106	0.237	0.059	0.356	0.156	0.080	0.011	0.017	0.157	0.064	0.140	0.122	0.257	0.041	0.059	0.008	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
NE1	Pearson Correlation	.466	.418	.552	.379	.639	0.219	.393	.475	0.250	0.302	0.234	.422	0.091	0.301	1	.515	.567	0.144	.489	0.309	.516	.435	.634	.541	.649	0.328	0.153	0.018	0.335	.667	
	Sig. (2-tailed)	0.009	0.021	0.002	0.039	0.000	0.244	0.031	0.008	0.182	0.105	0.214	0.020	0.634	0.106		0.004	0.001	0.449	0.006	0.097	0.004	0.016	0.000	0.002	0.000	0.077	0.418	0.926	0.070	0.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
NE2	Pearson Correlation	0.095	0.149	0.012	0.158	.495	.403	.464	.433	0.198	.437	0.272	0.157	0.179	0.223	.515	1	.644	.598	.687	.471	.589	0.292	.454	0.270	0.326	.562	.383	0.343	0.349	.648	
	Sig. (2-tailed)	0.616	0.431	0.949	0.406	0.005	0.027	0.010	0.017	0.294	0.016	0.146	0.408	0.344	0.237	0.004		0.000	0.000	0.000	0.009	0.001	0.117	0.012	0.149	0.078	0.001	0.037	0.064	0.059	0.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
NE3	Pearson Correlation	.362	.405	.397	0.304	.691	.646	.632	.646	.388	.514	0.188	.440	0.218	0.349	.567	.644	1	.538	.678	0.289	.768	.564	.743	.435	.521	.592	.381	0.242	.385	.854	
	Sig. (2-tailed)	0.049	0.027	0.030	0.102	0.000	0.000	0.000	0.000	0.034	0.004	0.321	0.015	0.246	0.059	0.001	0.000		0.002	0.000	0.121	0.000	0.001	0.000	0.016	0.003	0.001	0.038	0.198	0.036	0.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PU1	Pearson Correlation	0.000	0.089	-0.101	-0.047	.384	.445	.533	.572	0.319	.505	0.163	0.141	0.079	0.175	0.144	.598	.538	1	.835	.537	.657	.407	.488	0.330	0.141	.570	.546	.463	.500	.659	
	Sig. (2-tailed)	1.000	0.639	0.595	0.805	0.036	0.014	0.002	0.001	0.086	0.004	0.390	0.459	0.679	0.356	0.449	0.000	0.002		0.000	0.002	0.000	0.025	0.006	0.075	0.457	0.001	0.002	0.010	0.005	0.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PU2	Pearson Correlation	0.141	0.177	0.118	0.073	.594	.489	.618	.751	.406	.602	0.081	0.273	0.018	0.266	.489	.687	.678	.835	1	.568	.792	0.330	.553	.388	.388	.619	.489	0.306	.510	.793	
	Sig. (2-tailed)	0.458	0.349	0.534	0.700	0.001	0.006	0.000	0.000	0.026	0.000	0.669	0.144	0.927	0.156	0.006	0.000	0.000	0.000		0.001	0.000	0.075	0.002	0.034	0.034	0.000	0.006	0.101	0.004	0.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PU3	Pearson Correlation	0.000	-0.153	-0.098	-0.061	0.239	0.328	0.212	0.321	0.110	.393	0.245	0.242	0.161	0.325	0.309	.471	0.289	.537	.568	1	0.212	0.075	0.233	.546	.597	0.084	0.070	.457	.537	.473	
	Sig. (2-tailed)	1.000	0.419	0.607	0.750	0.203	0.077	0.260	0.084	0.564	0.032	0.193	0.198	0.396	0.080	0.097	0.009	0.121	0.002	0.001		0.262	0.694	0.215	0.002	0.001	0.658	0.712	0.011	0.002	0.008	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Appendix 7: Validity Test SPSS Output APT – PU

PU4	Pearson Correlation	0.335	.410	.478	.297	.605	.501	.629	.676	.335	.456	.192	.455	.217	.459	.516	.589	.768	.657	.792	0.212	1	.642	.627	.445	.297	.702	.535	0.304	.427	.854
	Sig. (2-tailed)	0.070	0.025	0.008	0.111	0.000	0.005	0.000	0.000	0.070	0.011	0.309	0.011	0.248	0.011	0.004	0.001	0.000	0.000	0.000	0.262		0.000	0.000	0.014	0.111	0.000	0.002	0.103	0.019	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ATT1	Pearson Correlation	.530	.479	.516	0.276	0.306	0.329	0.308	.426	0.281	.370	0.307	.635	0.286	.431	.435	0.292	.564	.407	0.330	0.075	.642	1	.644	.473	0.210	0.339	0.213	0.181	0.233	.653
	Sig. (2-tailed)	0.003	0.007	0.004	0.140	0.101	0.076	0.098	0.019	0.133	0.044	0.099	0.000	0.125	0.017	0.016	0.117	0.001	0.025	0.075	0.694	0.000		0.000	0.008	0.264	0.067	0.257	0.339	0.216	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ATT2	Pearson Correlation	.476	.532	.494	0.306	.624	.414	.495	.497	0.284	0.301	0.265	0.356	0.205	0.265	.634	.454	.743	.488	.553	0.233	.627	.644	1	.551	.490	.464	0.316	0.080	0.271	.749
	Sig. (2-tailed)	0.008	0.002	0.006	0.100	0.000	0.023	0.005	0.005	0.129	0.106	0.158	0.054	0.276	0.157	0.000	0.012	0.000	0.006	0.002	0.215	0.000	0.000		0.002	0.006	0.010	0.089	0.673	0.147	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ATT3	Pearson Correlation	0.271	0.091	0.354	0.202	.425	.417	0.309	0.302	-0.029	0.057	0.349	.413	0.258	0.342	.541	0.270	.435	0.330	.388	.546	.445	.473	.551	1	.787	0.089	-0.008	0.272	.424	.569
	Sig. (2-tailed)	0.148	0.634	0.055	0.284	0.019	0.022	0.096	0.105	0.880	0.765	0.059	0.023	0.168	0.064	0.002	0.149	0.016	0.075	0.034	0.002	0.014	0.008	0.002		0.000	0.642	0.966	0.146	0.020	0.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ATT4	Pearson Correlation	0.271	0.091	0.354	0.202	.555	.417	.395	0.302	0.007	0.128	0.257	0.307	0.258	0.276	.649	0.326	.521	0.141	.388	.597	.297	0.210	.490	.787	1	0.008	-0.049	0.167	.377	.544
	Sig. (2-tailed)	0.148	0.634	0.055	0.284	0.001	0.022	0.031	0.105	0.970	0.499	0.170	0.099	0.168	0.140	0.000	0.078	0.003	0.457	0.034	0.001	0.111	0.264	0.006	0.000		0.966	0.796	0.377	0.040	0.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BI1	Pearson Correlation	0.205	0.313	0.164	0.290	.466	0.310	.449	.479	0.322	.362	0.014	0.168	0.175	0.289	0.328	.562	.592	.570	.619	0.084	.702	0.339	.464	0.089	0.008	1	.784	.586	.570	.678
	Sig. (2-tailed)	0.278	0.092	0.385	0.120	0.009	0.095	0.013	0.007	0.083	0.050	0.942	0.374	0.354	0.122	0.077	0.001	0.001	0.001	0.000	0.658	0.000	0.067	0.010	0.642	0.966		0.000	0.001	0.001	0.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BI2	Pearson Correlation	-0.012	0.213	0.009	0.156	.462	0.211	.472	.372	0.154	0.191	-0.085	-0.035	0.303	0.213	0.153	.383	.381	.546	.489	0.070	.535	0.213	0.316	-0.008	-0.049	.784	1	.547	.582	.522
	Sig. (2-tailed)	0.951	0.259	0.963	0.410	0.010	0.263	0.009	0.043	0.416	0.312	0.654	0.852	0.104	0.257	0.418	0.037	0.038	0.002	0.006	0.712	0.002	0.257	0.089	0.966	0.796	0.000		0.002	0.001	0.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BI3	Pearson Correlation	-0.074	-0.073	-0.124	0.063	0.179	0.332	0.245	0.092	-0.054	0.107	0.199	0.097	0.315	.375	0.018	0.343	0.242	.463	0.306	.457	0.304	0.181	0.080	0.272	0.167	.586	.547	1	.786	.430
	Sig. (2-tailed)	0.698	0.703	0.516	0.742	0.344	0.073	0.192	0.629	0.776	0.572	0.293	0.610	0.090	0.041	0.926	0.064	0.198	0.010	0.101	0.011	0.103	0.339	0.673	0.146	0.377	0.001	0.002		0.000	0.018
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
BI4	Pearson Correlation	0.000	-0.045	0.000	-0.047	.384	0.286	.418	.382	0.096	0.284	0.163	0.281	0.237	0.349	0.335	0.349	.385	.500	.510	.537	.427	0.233	0.271	.424	.377	.570	.582	.786	1	.591
	Sig. (2-tailed)	1.000	0.815	1.000	0.805	0.036	0.125	0.021	0.037	0.615	0.128	0.390	0.132	0.208	0.059	0.070	0.059	0.036	0.005	0.004	0.002	0.019	0.216	0.147	0.020	0.040	0.001	0.001	0.000		0.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.423	.504	.478	.421	.742	.589	.673	.748	.496	.612	.385	.543	.366	.472	.667	.648	.854	.659	.793	.473	.854	.653	.749	.569	.544	.678	.522	.430	.591	1
	Sig. (2-tailed)	0.020	0.005	0.008	0.021	0.000	0.001	0.000	0.000	0.005	0.000	0.036	0.002	0.047	0.008	0.000	0.000	0.000	0.000	0.000	0.008	0.000	0.000	0.000	0.001	0.002	0.000	0.003	0.018	0.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

### Appendix 8: Validity Test SPSS Output PU – TOTAL



## RELIABILITY TEST

- **Reliability Test Output of Perceive Ease of Use (PEOU)**

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.842	4

### Item Statistics

	Mean	Std. Deviation	N
PEOU1	4.17	.950	30
PEOU2	4.37	.850	30
PEOU3	4.30	.750	30
PEOU4	4.20	.805	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
PEOU1	12.87	4.189	.668	.808
PEOU2	12.67	4.782	.587	.837
PEOU3	12.73	4.616	.779	.761
PEOU4	12.83	4.626	.697	.791

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.03	7.689	2.773	4

*Appendix 9: Reliability Test Output of Perceived Ease of Use (PEOU)*

- **Reliability Test Output of Social Influence (SI)**

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

### Reliability Statistics

Cronbach's	
Alpha	N of Items
.866	3

### Item Statistics

	Mean	Std. Deviation	N
SI1	3.70	.988	30
SI2	3.40	1.192	30
SI3	3.80	.997	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SI1	7.20	4.028	.762	.801
SI2	7.50	3.431	.718	.852
SI3	7.10	3.955	.776	.788

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.90	8.024	2.833	3

*Appendix 10: Reliability Test Output of Social Influence (SI)*

- **Reliability Test Output of Perceived Privacy Protection (PPP)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.924	3

**Item Statistics**

	Mean	Std. Deviation	N
PPP1	3.60	1.192	30
PPP2	3.63	1.189	30
PPP3	3.73	1.202	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PPP1	7.37	5.206	.829	.903
PPP2	7.33	5.195	.836	.897
PPP3	7.23	5.013	.870	.870

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
10.97	11.137	3.337	3

*Appendix 11: Reliability Test Output of Perceived Privacy Protection (PPP)*

- **Reliability Test Output of Aptitude (APT)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.690	4

**Item Statistics**

	Mean	Std. Deviation	N
APT1	4.70	.466	30
APT2	4.03	.809	30
APT3	4.20	.961	30
APT4	4.30	.651	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
APT1	12.53	3.499	.506	.642
APT2	13.20	2.786	.429	.657
APT3	13.03	2.378	.437	.683
APT4	12.93	2.754	.657	.522

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
17.23	4.599	2.144	4

*Appendix 12: Reliability Test Output of Aptitude (APT)*

- **Reliability Test Output of Network Externalities (NE)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.797	3

**Item Statistics**

	Mean	Std. Deviation	N
NE1	4.17	.791	30
NE2	4.20	.761	30
NE3	3.83	.986	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NE1	8.03	2.516	.600	.767
NE2	8.00	2.483	.661	.713
NE3	8.37	1.826	.695	.680

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
12.20	4.648	2.156	3

*Appendix 13: Reliability Test Output of Network Externalities (NE)*

- **Reliability Test Output of Perceived Usefulness (PU)**

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.845	4

### Item Statistics

	Mean	Std. Deviation	N
PU1	4.00	.910	30
PU2	3.77	.817	30
PU3	4.20	.847	30
PU4	3.67	1.155	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PU1	11.63	5.413	.815	.747
PU2	11.87	5.499	.919	.715
PU3	11.43	6.944	.454	.889
PU4	11.97	5.068	.632	.845

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.63	9.689	3.113	4

*Appendix 14: Reliability Test Output of Perceived Usefulness (PU)*

- **Reliability Test Output of Attitude (ATT)**

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.817	4

### Item Statistics

	Mean	Std. Deviation	N
ATT1	4.30	.651	30
ATT2	4.17	.699	30
ATT3	4.20	.805	30
ATT4	4.20	.805	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ATT1	12.57	3.978	.502	.827
ATT2	12.70	3.459	.676	.754
ATT3	12.67	2.920	.777	.698
ATT4	12.67	3.264	.616	.783

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.87	5.706	2.389	4

*Appendix 15: Reliability Test Output of Attitude (ATT)*

- **Reliability Test Output of Behavioral Intention (BI)**

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.874	4

### Item Statistics

	Mean	Std. Deviation	N
BI1	3.80	1.064	30
BI2	3.87	1.042	30
BI3	4.13	.819	30
BI4	4.00	.910	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BI1	12.00	5.793	.754	.831
BI2	11.93	5.926	.744	.834
BI3	11.67	6.989	.722	.847
BI4	11.80	6.579	.724	.842

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.80	10.786	3.284	4

*Appendix 16: Reliability Test Output of Behavioral Intention (BI)*



## T-TABLE

Titik Persentase Distribusi t (df = 121 –160)

df \ Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
121	0.67652	1.28859	1.65754	1.97976	2.35756	2.61707	3.15895
122	0.67651	1.28853	1.65744	1.97960	2.35730	2.61673	3.15838
123	0.67649	1.28847	1.65734	1.97944	2.35705	2.61639	3.15781
124	0.67647	1.28842	1.65723	1.97928	2.35680	2.61606	3.15726
125	0.67646	1.28836	1.65714	1.97912	2.35655	2.61573	3.15671
126	0.67644	1.28831	1.65704	1.97897	2.35631	2.61541	3.15617
127	0.67643	1.28825	1.65694	1.97882	2.35607	2.61510	3.15565
128	0.67641	1.28820	1.65685	1.97867	2.35583	2.61478	3.15512
129	0.67640	1.28815	1.65675	1.97852	2.35560	2.61448	3.15461
130	0.67638	1.28810	1.65666	1.97838	2.35537	2.61418	3.15411
131	0.67637	1.28805	1.65657	1.97824	2.35515	2.61388	3.15361
132	0.67635	1.28800	1.65648	1.97810	2.35493	2.61359	3.15312
133	0.67634	1.28795	1.65639	1.97796	2.35471	2.61330	3.15264
134	0.67633	1.28790	1.65630	1.97783	2.35450	2.61302	3.15217
135	0.67631	1.28785	1.65622	1.97769	2.35429	2.61274	3.15170
136	0.67630	1.28781	1.65613	1.97756	2.35408	2.61246	3.15124
137	0.67628	1.28776	1.65605	1.97743	2.35387	2.61219	3.15079
138	0.67627	1.28772	1.65597	1.97730	2.35367	2.61193	3.15034
139	0.67626	1.28767	1.65589	1.97718	2.35347	2.61166	3.14990
140	0.67625	1.28763	1.65581	1.97705	2.35328	2.61140	3.14947
141	0.67623	1.28758	1.65573	1.97693	2.35309	2.61115	3.14904
142	0.67622	1.28754	1.65566	1.97681	2.35289	2.61090	3.14862
143	0.67621	1.28750	1.65558	1.97669	2.35271	2.61065	3.14820
144	0.67620	1.28746	1.65550	1.97658	2.35252	2.61040	3.14779
145	0.67619	1.28742	1.65543	1.97646	2.35234	2.61016	3.14739
146	0.67617	1.28738	1.65536	1.97635	2.35216	2.60992	3.14699
147	0.67616	1.28734	1.65529	1.97623	2.35198	2.60969	3.14660
148	0.67615	1.28730	1.65521	1.97612	2.35181	2.60946	3.14621
149	0.67614	1.28726	1.65514	1.97601	2.35163	2.60923	3.14583
150	0.67613	1.28722	1.65508	1.97591	2.35146	2.60900	3.14545
151	0.67612	1.28718	1.65501	1.97580	2.35130	2.60878	3.14508
152	0.67611	1.28715	1.65494	1.97569	2.35113	2.60856	3.14471
153	0.67610	1.28711	1.65487	1.97559	2.35097	2.60834	3.14435
154	0.67609	1.28707	1.65481	1.97549	2.35081	2.60813	3.14400
155	0.67608	1.28704	1.65474	1.97539	2.35065	2.60792	3.14364
156	0.67607	1.28700	1.65468	1.97529	2.35049	2.60771	3.14330
157	0.67606	1.28697	1.65462	1.97519	2.35033	2.60751	3.14295
158	0.67605	1.28693	1.65455	1.97509	2.35018	2.60730	3.14261
159	0.67604	1.28690	1.65449	1.97500	2.35003	2.60710	3.14228
160	0.67603	1.28687	1.65443	1.97490	2.34988	2.60691	3.14195

## F-TABLE

**F Distribution: Critical Values of F (5% significance level)**

$v_1$	1	2	3	4	5	6	7	8	9	10	12	14	16	18	20
1	161.45	199.50	215.71	224.58	230.16	233.99	236.77	238.88	240.54	241.88	243.91	245.36	246.46	247.32	248.01
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38	19.40	19.41	19.42	19.43	19.44	19.45
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81	8.79	8.74	8.71	8.69	8.67	8.66
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00	5.96	5.91	5.87	5.84	5.82	5.80
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77	4.74	4.68	4.64	4.60	4.58	4.56
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10	4.06	4.00	3.96	3.92	3.90	3.87
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68	3.64	3.57	3.53	3.49	3.47	3.44
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39	3.35	3.28	3.24	3.20	3.17	3.15
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18	3.14	3.07	3.03	2.99	2.96	2.94
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.98	2.91	2.86	2.83	2.80	2.77
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90	2.85	2.79	2.74	2.70	2.67	2.65
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80	2.75	2.69	2.64	2.60	2.57	2.54
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71	2.67	2.60	2.55	2.51	2.48	2.46
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65	2.60	2.53	2.48	2.44	2.41	2.39
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59	2.54	2.48	2.42	2.38	2.35	2.33
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54	2.49	2.42	2.37	2.33	2.30	2.28
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61	2.55	2.49	2.45	2.38	2.33	2.29	2.26	2.23
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46	2.41	2.34	2.29	2.25	2.22	2.19
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42	2.38	2.31	2.26	2.21	2.18	2.16
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39	2.35	2.28	2.22	2.18	2.15	2.12
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32	2.25	2.20	2.16	2.12	2.10
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34	2.30	2.23	2.17	2.13	2.10	2.07
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44	2.37	2.32	2.27	2.20	2.15	2.11	2.08	2.05
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42	2.36	2.30	2.25	2.18	2.13	2.09	2.05	2.03
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28	2.24	2.16	2.11	2.07	2.04	2.01
26	4.22	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22	2.15	2.09	2.05	2.02	1.99
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25	2.20	2.13	2.08	2.04	2.00	1.97
28	4.20	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24	2.19	2.12	2.06	2.02	1.99	1.96
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35	2.28	2.22	2.18	2.10	2.05	2.01	1.97	1.94
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21	2.16	2.09	2.04	1.99	1.96	1.93
35	4.12	3.27	2.87	2.64	2.49	2.37	2.29	2.22	2.16	2.11	2.04	1.99	1.94	1.91	1.88
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.08	2.00	1.95	1.90	1.87	1.84
50	4.03	3.18	2.79	2.56	2.40	2.29	2.20	2.13	2.07	2.03	1.95	1.89	1.85	1.81	1.78
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04	1.99	1.92	1.86	1.82	1.78	1.75
70	3.98	3.13	2.74	2.50	2.35	2.23	2.14	2.07	2.02	1.97	1.89	1.84	1.79	1.75	1.72
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2.00	1.95	1.88	1.82	1.77	1.73	1.70
90	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.86	1.80	1.76	1.72	1.69
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.85	1.79	1.75	1.71	1.68
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.83	1.78	1.73	1.69	1.66
150	3.90	3.06	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.82	1.76	1.71	1.67	1.64
200	3.89	3.04	2.65	2.42	2.26	2.14	2.06	1.98	1.93	1.88	1.80	1.74	1.69	1.66	1.62
250	3.88	3.03	2.64	2.41	2.25	2.13	2.05	1.98	1.92	1.87	1.79	1.73	1.68	1.65	1.61
300	3.87	3.03	2.63	2.40	2.24	2.13	2.04	1.97	1.91	1.86	1.78	1.72	1.68	1.64	1.61
400	3.86	3.02	2.63	2.39	2.24	2.12	2.03	1.96	1.90	1.85	1.78	1.72	1.67	1.63	1.60
500	3.86	3.01	2.62	2.39	2.23	2.12	2.03	1.96	1.90	1.85	1.77	1.71	1.66	1.62	1.59
600	3.86	3.01	2.62	2.39	2.23	2.11	2.02	1.95	1.90	1.85	1.77	1.71	1.66	1.62	1.59
750	3.85	3.01	2.62	2.38	2.23	2.11	2.02	1.95	1.89	1.84	1.77	1.70	1.66	1.62	1.58
1000	3.85	3.00	2.61	2.38	2.22	2.11	2.02	1.95	1.89	1.84	1.76	1.70	1.65	1.61	1.58

## REGRESSION ANALYSIS OUTPUT

- **The Influence of Aptitude and Network Externalities Toward Perceived**

### Ease of Use SPSS Output

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.529	2	43.265	7.736	.001 <sup>b</sup>
	Residual	822.111	147	5.593		
	Total	908.640	149			

a. Dependent Variable: PEOU

b. Predictors: (Constant), NET, APT

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.309 <sup>a</sup>	.095	.083	2.365

a. Predictors: (Constant), NET, APT

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.980	1.719		5.805	.000
	APT	.276	.095	.239	2.903	.004
	NET	.155	.095	.135	1.634	.104

a. Dependent Variable: PEOU

*Appendix 19: The influence of Aptitude and Network Externalities Toward Perceived Ease of Use SPSS Output*

- **The Influence of Network Externalities, Perceived Privacy Protection, Social Influence and Perceived Ease of Use Toward Perceived Usefulness SPSS Output**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1041.610	4	260.403	68.907	.000 <sup>b</sup>
	Residual	547.963	145	3.779		
	Total	1589.573	149			

a. Dependent Variable: PU

b. Predictors: (Constant), PEOU, NET, PPP, SI

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 <sup>a</sup>	.655	.646	1.944

a. Predictors: (Constant), PEOU, NET, PPP, SI

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.957	1.289		.743	.459
	NET	1.068	.088	.700	12.164	.000
	PPP	.052	.070	.041	.749	.455
	SI	.240	.081	.179	2.978	.003
	PEOU	-.082	.069	-.062	-1.185	.238

a. Dependent Variable: PU

*Appendix 20: The Influence of Network Externalities, Perceived Privacy Protection, Social Influence and Perceived Ease of Use Toward Perceived Usefulness SPSS Output*

- **The Influence of Perceived Usefulness and Perceived Ease of Use**

**Toward Attitude SPSS Output**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	312.745	2	156.373	34.622	.000 <sup>b</sup>
	Residual	663.928	147	4.517		
	Total	976.673	149			

a. Dependent Variable: ATT

b. Predictors: (Constant), PEOU, PU

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.566 <sup>a</sup>	.320	.311	2.125

a. Predictors: (Constant), PEOU, PU

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.855	1.348		4.344	.000
	PU	.337	.054	.430	6.253	.000
	PEOU	.321	.071	.310	4.507	.000

a. Dependent Variable: ATT

*Appendix 21: The Influence of Perceived Usefulness and Perceived Ease of Use Toward Attitude SPSS Output*

- **The Influence of Social Influence, Network Externalities, Perceived Ease of Use, Perceived Usefulness and Attitude Toward Behavioral**

**Intention SPSS Output**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	618.523	4	154.631	37.329	.000 <sup>b</sup>
	Residual	600.651	145	4.142		
	Total	1219.173	149			

a. Dependent Variable: BI

b. Predictors: (Constant), ATT, PEOU, PU, SI

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712 <sup>a</sup>	.507	.494	2.035

a. Predictors: (Constant), ATT, PEOU, PU, SI

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.267	1.371		3.111	.002
	SI	.069	.086	.059	.807	.421
	PU	.521	.064	.594	8.151	.000
	PEOU	-.024	.074	-.020	-.319	.750
	ATT	.171	.081	.153	2.119	.036

a. Dependent Variable: BI

*Appendix 22: The Influence of Social Influence, Network Externalities, Perceived Ease of Use, Perceived Usefulness and Attitude Toward Behavioral Intention SPSS Output*