

**PENGARUH NILAI UTILITARIAN DAN NILAI HEDONIS TERHADAP  
NIAT PENCARIAN ONLINE, NIAT PEMBELIAN ONLINE DAN  
KESESUAIAN KONSEP DIRI  
(STUDI PADA APLIKASI MOBILE TOKOPEDIA DI INDONESIA)**

**Skripsi**

**Untuk Memenuhi Sebagai Persyaratan Mencapai Derajat Sarjana  
Manajemen (S1)**

**Pada Program Studi Manajemen**

**Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta**



**Disusun Oleh :**

**Victor Christian Budianto**

**NPM : 160322484**

**Fakultas Bisnis dan Ekonomika  
Universitas Atma Jaya Yogyakarta**

**Agustus 2020**

**Skripsi**

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**Disusun Oleh :**

**Victor Christian Budianto**

**NPM : 160322484**

**Telah dibaca dan disetujui oleh :**

**Pembimbing**

**Nadia Nila Sari, SE., MBA.**

**Skripsi**

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**Yang dipersiapkan dan disusun oleh**

**Victor Christian Budianto**

**NPM : 160322484**

**Telah dipertahankan didepan panitia penguji pada tanggal 11 September  
2020 dan dinyatakan telah memenuhi syarat untuk diterima sebagai salah  
satu persyaratan untuk mencapai gelar Sarjana Manajemen (S1)**

**SUSUNAN PANITIA PENGUJI**

- |   |                        |
|---|------------------------|
| <b>1. Mahestu N. Krisjanti, SE., M.Sc. IB., Ph.D.</b> | <b>(Ketua Penguji)</b> |
| <b>2. Nadia Nila Sari, SE., MBA.</b>                  | <b>(Anggota)</b>       |
| <b>3. Drs. C. Jarot Priyogutomo, MBA.</b>             | <b>(Anggota)</b>       |



**UNIVERSITAS ATMA JAYA YOGYAKARTA**  
Fakultas Bisnis dan Ekonomika

**SURAT KETERANGAN No. 677/J/I**

Berdasarkan dari Ujian Pendadaran yang diselenggarakan pada hari Jumat, 11 September 2020 dengan susunan penguji sebagai berikut:

- |   |                 |
|---|-----------------|
| 1. Mahestu N. Krisjanti, SE., M.Sc.IB., Ph.D. | (Ketua Penguji) |
| 2. Nadia Nila Sari, SE., MBA.                 | (Anggota)       |
| 3. Drs. C. Jarot Priyogutomo, MBA.            | (Anggota)       |

Tim Penguji Pendadaran Program Studi Manajemen Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta telah memutuskan bahwa:

Nama : Victor Christian Budiarto NPM  
160322484

Dinyatakan  
**Lulus Tanpa Revisi**

Surat Keterangan ini dibuat agar dapat digunakan untuk keperluan Yudisium kelulusan Sarjana Manajemen Fakultas Bisnis dan Ekonomika UAJY.

Dekan,

## **PERNYATAAN**

Saya yang bertanda tangan di bawah ini dengan sesungguhnya menyatakan bahwa skripsi dengan judul :

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benar – benar hasil karya saya sendiri. Pernyataan, ide, maupun kutipan baik langsung maupun tak langsung yang bersumber dari tulisan atau ide orang lain dinyatakan secara tertulis dalam skripsi ini dalam catatan perut dan daftar pustaka. Apabila dikemudian hari terbukti bahwa saya melakukan plagiasi sebagian atau seluruhnya dari skripsi ini, maka gelar dan ijazah yang saya peroleh dinyatakan batal dan akan saya kembalikan kepada Universitas Atma Jaya Yogyakarta.

Surakarta, 2 Agustus 2020

Yang menyatakan

Victor Christian Budianto

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**Disusun oleh :**

**Victor Christian Budianto**

**NPM : 160322484**

**Pembimbing**

**Nadia Nila Sari, SE., MBA.**

**Abstrak**

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh nilai utilitarian dan nilai hedonis terhadap niat pencarian online, niat pembelian online serta konsep kesesuaian diri yang ada pada perilaku konsumen pada penggunaan *mobile app e – commerce* Tokopedia sebagai alat bertransaksi melakukan pembelian di Indonesia. Data yang digunakan dalam penelitian ini adalah data kuantitatif. Objek dalam penelitian ini adalah Tokopedia, kemudian populasi yang dalam penelitian ini adalah seseorang yang pernah bertransaksi melakukan pembelian menggunakan Tokopedia. Dalam menentukan sampel, peneliti menggunakan teknik *purposive sampling*. Jumlah sampel pada penelitian ini sebanyak 100 dengan kriteria sampel, yaitu pernah bertransaksi melakukan pembelian melalui Tokopedia dan pernah melakukan pembelian minimal 2 kali dalam dua bulan terakhir. Data pada penelitian ini merupakan data primer yang diperoleh melalui kuisioner yang disebar secara *online*. Metode analisis data yang digunakan adalah analisis statistik deskriptif, analisis regresi linear berganda, dan analisis regresi linear sederhana. Analisis penelitian dibantu dengan aplikasi SPSS IBM Statistics 25. Berdasarkan analisis yang telah dilakukan ditemukan bahwa nilai utilitarian dan nilai hedonis berpengaruh terhadap niat pencarian online, kesesuaian konsep diri berpengaruh terhadap niat pembelian online, kesesuaian konsep diri berpengaruh terhadap nilai hedonis, niat pencarian online berpengaruh terhadap niat pembelian online yang ada.

**Kata kunci : nilai utilitarian, nilai hedonis, niat pencarian online, niat pembelian online, kesesuaian konsep diri**

# BAB I

## PENDAHULUAN

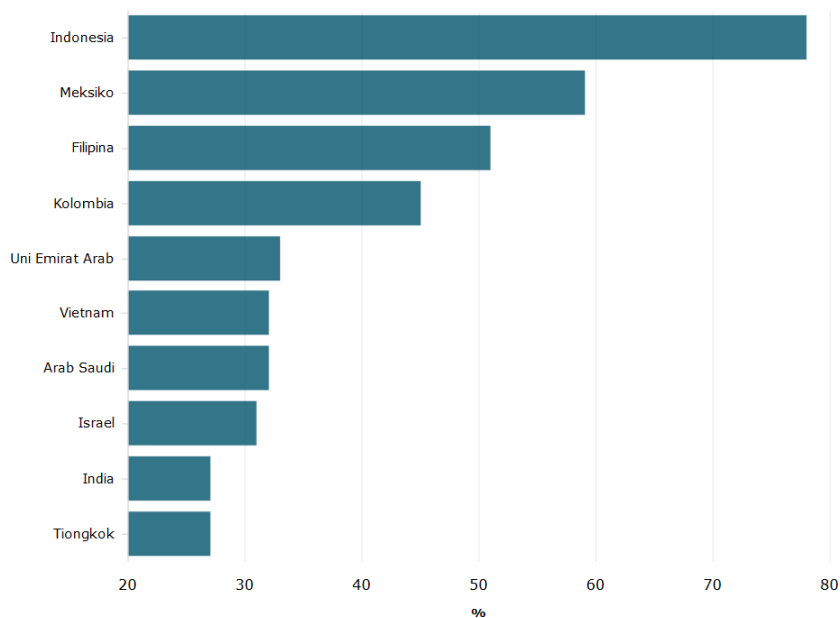
### 1.1. Latar Belakang Masalah

Dunia sedang mengalami proses globalisasi secara besar – besaran, mulai dari segi kendaraan, media dan lain sebagainya. Proses globalisasi ini dapat menjadi suatu hal yang positif bagi manusia, tetapi proses globalisasi ini juga dapat menjadi hal yang negatif bagi manusia jika tidak dimanfaatkan dengan baik dan manusia terhanyut dalam globalisasi tersebut. Perubahan yang terjadi secara besar – besaran salah satunya adalah perubahan pada media. Di jaman modern ini, telah banyak berkembang media – media yang menggunakan internet untuk melakukan berbagai macam kegiatan, salah satunya adalah melakukan kegiatan transaksi online atau biasa sering disebut dengan *e – commerce*.

Pada mulanya, *e - commerce* dimulai dari tahun 1960 -an, ketika itu bisnis mulai menggunakan Electronic Data Interchange (EDI) untuk berbagi data berupa dokumen bisnis dengan perusahaan lain. Kemudian, pada tahun 1979, American National Standards Institute mengembangkan ASC X12 sebagai salah satu standar universal bagi pebisnis untuk berbagi dokumen penting melalui jaringan elektronik. Pada tahun 1990 -an, telah muncul eBay ([www.ebay.com](http://www.ebay.com)) dan Amazon ([www.amazon.com](http://www.amazon.com)) yang merevolusi dan mulai merajai industri *e – commerce*. Pada saat itulah *e – commerce* mulai banyak diminati oleh masyarakat berbagai kalangan.

Lembaga riset asal Inggris, Merchant Machine, merilis daftar sepuluh negara dengan pertumbuhan *e - commerce* tercepat di dunia (Sumber : [www.databoks.katadata.co.id](http://www.databoks.katadata.co.id) diakses pada 14 Maret 2020). Indonesia memimpin jajaran negara-negara tersebut dengan pertumbuhan 78% pada 2018. Jumlah pengguna internet di Indonesia yang lebih dari 100 juta pengguna

menjadi salah satu kekuatan yang mendorong pertumbuhan *e-commerce*. Rata-rata uang yang dibelanjakan masyarakat Indonesia di situs belanja daring mencapai US\$ 228 per orang atau sekitar Rp 3,19 juta per orang. Sekitar 17,7% responden membelanjakan uangnya untuk membeli tiket pesawat dan memesan hotel secara daring. Sebanyak 11,9% responden membelanjakan uangnya untuk produk pakaian dan alas kaki. Adapun kategori terpopuler ketiga adalah produk kesehatan dan kecantikan yang dipilih oleh 10% responden.



Sumber : [www.databooks.katadata.co.id](http://www.databooks.katadata.co.id)(diakses pada 14 Maret 2020)

Gambar 1.1

Grafik sepuluh negara dengan pertumbuhan *e – commerce* tercepat



Di Indonesia sendiri memiliki banyak macam produk *e-commerce*. Beberapa *e-commerce* besar yang ada di Indonesia ini antara lain seperti Shopee, JD.id, OLX, Tokopedia dan lain sebagainya. Menurut data dari iPrice, *e-commerce* yang merajai pasar di Indonesia pada Kuartal 1 2019 adalah Tokopedia. Tokopedia ini memiliki jumlah pengguna yang lebih besar daripada *e-commerce* lainnya yang ada di Indonesia.



Sumber : [www.iprice.co.id](http://www.iprice.co.id) (diakses pada 7 Maret 2020)

Gambar 1.2

### Daftar ranking *e-commerce* di berbagai negara di Asia Tenggara

Tokopedia merupakan perusahaan teknologi yang bergerak di Indonesia dengan misi untuk mencapai pemerataan ekonomi secara digital. Tokopedia berdiri pada tanggal 17 Agustus 2009 di bawah naungan PT Tokopedia yang didirikan oleh William Tanuwijaya dan Leontinus Alpha Edison pada 6 Februari 2009. Sejak pertama kali diluncurkan, Tokopedia dapat menjadi salah satu perusahaan yang bergerak di bidang internet di Indonesia dengan pertumbuhan yang sangat pesat. Tokopedia mendapatkan dana awal dari PT

Indonusa Dwitama di tahun 2009. Kemudian, di tahun berikutnya Tokopedia kembali mendapatkan dana investasi dari pemodal ventura global seperti East Ventures di tahun 2010, Cyber Agent Ventures di tahun 2011, Netprice di tahun 2012, dan Softbank Ventures Korea di tahun 2013. Pada bulan Oktober 2014, Tokopedia menjadi perusahaan teknologi pertama di Asia Tenggara yang mendapatkan dana investasi sebesar USD 100 juta atau sekitar Rp 1,2 triliun dari Sequoia Capital dan SoftBank Internet and Media Inc. (SIMI). Tokopedia juga mendapatkan suntikan dana dari Alibaba yang merupakan raksasa *e-commerce* asal Tiongkok sebesar USD 1,1 miliar pada bulan Agustus 2017. Hingga kini, Tokopedia telah menjadi perusahaan *e-commerce* nomor 1 di Indonesia dengan berbagai macam penghargaan, salah satunya adalah penghargaan yang diberikan oleh IDC Digital Transformation (DX) Awards 2018 yaitu Tokopedia terpilih sebagai *Talent Accelerator of the Year* untuk pengembangan produk digital dan pembayaran dengan berbekal tim yang sangat efisien. (Sumber : <https://id.techinasia.com> diakses pada 7 Maret 2020)



Sumber : [www.aqualisfin.com](http://www.aqualisfin.com)(diakses pada 7 Maret 2020)

Gambar 1.3

Logo dari perusahaan Tokopedia

Tokopedia ini juga berkembang sangat pesat mulai dari website hingga merambah ke aplikasi *mobile* dimana aplikasi ini memungkinkan konsumen untuk lebih mudah mengakses dan melakukan transaksi menggunakan Tokopedia tanpa harus membuka komputer untuk mengaksesnya dan juga jika

mengakses lewat handphone, pengguna tidak perlu mengetikkan URL di browser karena aplikasi ini dapat di unduh melalui Playstore di Android ataupun App Store di iOS.

Aplikasi *mobile* atau *mobile app* ini sendiri secara eksklusif dimulai saat diluncurkannya smartphone BlackBerry. Saat smartphone mulai berkembang, bisnis aplikasi mobile juga ikut berkembang seperti beberapa aplikasi store App World yang diusung Blackberry, App Store yang diusung Apple, Play Store yang diusung Android dan Store yang diusung Windows. Pada tahun 2011, permintaan pembuatan aplikasi mobile terus meningkat. Mulai dari aplikasi office, PIM, multimedia. Satu lagi aplikasi yang saat ini lagi nge-trend adalah aplikasi yang menggabungkan teknologi web dengan teknologi *mobile*, seperti facebook dan twitter. Pada kuartal pertama 2013, Trend pengembangan aplikasi *mobile* lebih ke arah *game* seperti angry bird, where's my water, temple run, flappy bird, dan masih banyak *game-game* menarik lainnya. IOS telah melebihi jumlah pengeluaran yang terjadi di dalam *game* mereka dibanding dengan *game-game* yang dioptimasi untuk *handheld*. Pada kuartal terakhir 2013, gabungan antara google play dan iOS telah melampaui *game-game* yang telah dioptimasi untuk handheld hingga 3x lipatnya. Selain *game*, tahun 2013 merupakan era invasi aplikasi bertukar pesan besar-besaran. Selain nama besar yang sudah kita kenal yakni Whatsapp dan Skype, muncul pemain baru yang berhasil merombak peta komunikasi di Indonesia yakni Line, KakaoTalk, dan WeChat. Mereka tidak hanya muncul sebagai aplikasi bertukar pesan, tapi banyak yang sudah berevolusi menjadi sebuah platform dan mereka berhasil meng-*generate revenue* besar dari sana. Dua aplikasi yang paling booming di 2013 adalah Vine dan Snapchat. Tak hanya itu, aplikasi editing untuk social media berbasis foto dan video juga menjadi sangat viral di 2013 ini. Salah satu yang paling ramai digunakan adalah Camera360. Kemudian memasuki tahun 2018 meningkatnya perkembangan internet telah membawa ke tahap dimana kita mengalami perkembangan aplikasi pada *smartphone* yang terus meningkat. Teknologi apapun tidak dapat bertahan tanpa perkembangan yang terus – menerus terjadi. Beberapa perkembangan android yang berpengaruh dari segi

aplikasi antara lain ada *Wearable Device*, Teknologi *Beacon*, *Augmented Reality* dan *Virtual Reality*, *Instant Apps*, serta *In App Payment* (yang sekarang menjadi dasar sebagai munculnya aplikasi *e – commerce* di aplikasi *mobile*)



Sumber : Aplikasi Tokopedia di Handphone Android(diakses pada 14 Maret 2020)

Gambar 1.4

Halaman awal pada aplikasi Tokopedia di Handphone Android

Dengan adanya *e – commerce* seperti Tokopedia ini, masyarakat secara otomatis akan mendapatkan kemudahan langsung dalam hal melakukan transaksi bisnis baik menjual barang ataupun melakukan pembelian barang. Kegiatan transaksi bisnis ini juga bisa dilakukan dimanapun dan kapanpun juga. Karena kemudahan dalam mengakses tersebut, kepraktisan ini dapat menjadi “bumerang” bagi masyarakat yang khususnya dalam melakukan transaksi pembelian. Tanpa kita sadari, secara terus – menerus jika seseorang dimanjakan dengan kemudahan yang ada, maka akan membuat orang tersebut menjadi seperti istimewa dan akan merasa lupa diri. Dalam konteks ini, kemudahan untuk melakukan pembelian barang di Tokopedia akan membuat seseorang dapat menjadi sangat konsumtif karena orang tersebut dengan mudah

mendapatkan barang yang mereka mau. Belum lagi dengan adanya penawaran – penawaran seperti potongan harga, gratis ongkos kirim dan harga yang lebih murah jika dibandingkan dengan toko yang ada kiosnya ini akan semakin membuat seseorang berbelanja secara terus – menerus. Untuk membuktikan apakah pernyataan ini benar atau tidak, maka penelitian ini dilakukan untuk mengetahui apakah belanja melalui *e – commerce* ini benar mempengaruhi perilaku konsumen yang ada di tengah masyarakat di Indonesia.

## **1.2. Rumusan Masalah**

Berdasarkan uraian latar belakang yang tertulis di atas, maka didapatkanlah beberapa rumusan masalah dalam penelitian ini, yaitu :

- 1) Apakah nilai utilitarian berpengaruh secara positif terhadap niat pencarian online Tokopedia?
- 2) Apakah nilai hedonis berpengaruh secara positif terhadap niat pencarian online Tokopedia?
- 3) Apakah kesesuaian konsep diri berpengaruh secara positif terhadap (a) motivasi hedonis, (b) niat pencarian online, dan (c) niat pembelian online Tokopedia?
- 4) Apakah keinginan untuk mengendalikan, kenyamanan, *assortment*, penghematan ekonomi / biaya, ketersediaan informasi berpengaruh secara positif terhadap persepsi nilai utilitarian Tokopedia?
- 5) Apakah petualangan, interaksi sosial, nilai belanja berpengaruh secara positif terhadap persepsi nilai hedonis Tokopedia?
- 6) Apakah tujuan pencarian online berpengaruh secara positif terhadap niat pembelian online Tokopedia?

## **1.3. Tujuan Penelitian**

Penelitian ini memiliki tujuan yang menjadi target supaya penelitian ini dapat berjalan dengan baik, yaitu :

- 1) Untuk mengetahui apakah nilai utilitarian berpengaruh secara positif terhadap niat pencarian online Tokopedia.

- 2) Untuk mengetahui apakah nilai hedonis berpengaruh secara positif terhadap niat pencarian online Tokopedia.
- 3) Untuk mengetahui apakah kesesuaian konsep diri berpengaruh secara positif terhadap (a) motivasi hedonis, (b) niat pencarian online, dan (c) niat pembelian online Tokopedia.
- 4) Untuk mengetahui apakah keinginan untuk mengendalikan, kenyamanan, *assortment*, penghematan ekonomi / biaya, ketersediaan informasi berpengaruh secara positif terhadap persepsi nilai utilitarian Tokopedia.
- 5) Untuk mengetahui apakah petualangan, interaksi sosial, nilai belanja berpengaruh secara positif terhadap persepsi nilai hedonis Tokopedia.
- 6) Untuk mengetahui apakah tujuan pencarian online berpengaruh secara positif terhadap niat pembelian online Tokopedia.

#### 1.4. Manfaat Penelitian

Dari penelitian yang akan dilakukan ini, didapatkan beberapa manfaat yang berupa :

##### 1) Manfaat Teoritis

Secara teoritis, hasil penelitian ini diharapkan dapat bermanfaat, yaitu :

- a. Dapat memberikan sumbangan pemikiran dalam memperkaya wawasan pengetahuan tentang hubungan *e – commerce* terhadap perilaku konsumen.
- b. Dapat digunakan sebagai referensi untuk penelitian – penelitian selanjutnya yang memiliki hubungan antara *e – commerce* dengan perilaku konsumen yang ada.

##### 2) Manfaat Praktis

Secara praktis, hasil penelitian ini diharapkan dapat bermanfaat bagi pihak Tokopedia. Manfaat yang didapatkan yaitu penelitian ini

dapat dijadikan acuan untuk lebih menyesuaikan program yang akan dijalankan dengan perilaku konsumen yang ada. Dengan penyesuaian program yang tepat, maka Tokopedia akan lebih menguasai pangsa pasar *e – commerce* di Indonesia.

## **1.5. Sistematika Penulisan**

### **1. BAB I : PENDAHULUAN**

Bagian ini menjelaskan tentang latar belakang masalah, rumusan masalah, tujuan penelitian, manfaat penelitian, batasan penelitian dan sistematika penulisan.

### **2. BAB II: TINJAUAN PUSTAKA**

Bagian ini menjelaskan tentang landasan teori yang digunakan dalam penelitian ini, yaitu perilaku konsumen, *online search* dan *purchase intention*, *online purchase intention*, nilai belanja *online*, *self – congruity*, *utilitarian value* dan *hedonic value*, faktor belanja online terkait dengan *utilitarian value*, faktor belanja online terkait dengan *hedonic value*. Pada bagian bab dua ini juga akan dijelaskan mengenai penelitian terdahulu, hipotesis penelitian dan kerangka penelitian.

### **3. BAB III : METODOLOGI PENELITIAN**

Bagian ini menjelaskan tentang bentuk penelitian yang digunakan, objek penelitian, subjek penelitian, lokasi dan waktu penelitian, populasi dan sampel penelitian, definisi operasional, indikator dan skala pengukuran, metode pengumpulan data, metode pengujian instrumen penelitian dan metode analisis data.

### **4. BAB IV : ANALISA DATA**

Bagian ini menjelaskan tentang tahap – tahap dari proses penelitian, hasil dari pengujian, hasil data kuisisioner dan temuan dari penelitian. Pada bagian bab ini juga akan disertakan pembahasan hasil yang telah didapat dari kuisisioner yang telah didistribusikan.

## **5. BAB V : PENUTUP**

Bagian ini merupakan penutup dan kesimpulan dari penelitian yang telah dilakukan supaya penelitian ini dapat berguna bagi pihak yang terlibat dan untuk penelitian lain dimasa yang akan datang.



## **BAB II**

### **TINJAUAN PUSTAKA**

Pada bagian bab kedua ini, akan dijelaskan mengenai beberapa teori yang berkaitan dengan penelitian yang dilakukan. Teori yang digunakan ini meliputi teori perilaku konsumen, Niat pembelian *online* dan niat pembelian, niat pembelian *online*, nilai belanja *online*, nilai utilitarian dan nilai hedonis, faktor belanja online terkait dengan nilai utilitarian, faktor belanja online terkait dengan nilai hedonis. Pada bagian bab dua ini juga akan dijelaskan mengenai penelitian terdahulu, hipotesis penelitian dan kerangka penelitian.

#### **2.1. Perilaku Konsumen**

Menurut Setiadi (2013), Perilaku konsumen adalah dinamis, berarti bahwa perilaku seorang konsumen, grup konsumen, ataupun masyarakat luas selalu berubah dan bergerak sepanjang waktu. Hal ini memiliki implikasi terhadap studi perilaku konsumen, demikian pula pada pengembangan strategi pemasaran. Dalam hal studi perilaku konsumen, salah satu implikasinya adalah bahwa generalisasi perilaku konsumen biasanya terbatas untuk jangka waktu tertentu, produk, dan individu atau grup tertentu (Setiadi, 2013). Menurut Mowen dan Minor (2002) (dalam Firmansyah, 2018) mereka mendefinisikan perilaku konsumen sebagai studi tentang unit pembelian (*buying unit*) dan proses pertukaran yang melibatkan suatu perolehan, konsumsi berbagai produk, jasa dan pengalaman serta ide – ide. Dengan demikian, menurut Firmansyah (2018) perilaku konsumen merupakan suatu proses pengambilan keputusan oleh konsumen dalam memilih, membeli, memakai serta memanfaatkan produk, jasa, serta gagasan, atau pengalaman dalam rangka memuaskan kebutuhan dan hasrat konsumen. Ada beberapa hal yang perlu diperhatikan mengenai perilaku konsumen dalam membeli suatu barang, yaitu :

### 1. Memperhatikan Konsumen

Merupakan kemampuan penuh dalam menyaring semua upaya untuk mempengaruhi, dengan hasil bahwa semua yang dilakukan oleh pemasar harus disesuaikan dengan motivasi dan perilaku konsumen.

### 2. Motivasi dan Perilaku Konsumen

Sesuatu yang berkaitan dengan motivasi dan perilaku dapat diketahui melalui penelitian, sehingga penelitian ini dipakai sebagai acuan dalam membuat program dan strategi pemasaran, perencanaan periklanan, perencanaan promosi sehingga hal – hal yang terjadi pada masa yang akan datang dapat diprediksi menjual produk.

## **2.2. Niat Pencarian *Online* dan Niat Pembelian**

### **2.2.1. Niat Pencarian *Online***

Shim et al. (2001) menemukan hubungan antara maksud penggunaan internet untuk pencarian informasi dan maksud penggunaan internet untuk membeli secara online. Individu yang memiliki maksud yang lebih besar untuk menggunakan internet guna mencari informasi maka akan memiliki maksud yang lebih besar pula untuk melakukan pembelian melalui internet. Ditemukan juga bahwa sikap konsumen terhadap cara belanja online memiliki pengaruh yang positif terhadap niat pencarian informasi melalui internet.

Menurut Utomo, Lestariningsih dan Suhari (2012) proses pencarian informasi secara internal dari memori konsumen dapat dijelaskan sebagai berikut. Langkah pertama, konsumen akan berusaha mengingat semua produk dan merek baik yang telah dikenal baik ataupun yang kurang dipahami. Langkah kedua, konsumen akan berfokus pada produk dan merek yang dikenalnya. Dari merek yang dikenal akan dikelompokkan menjadi tiga, yakni : kumpulan yang dipertimbangkan (produk dan merek yang dipertimbangkan, kumpulan merek netral (produk dan merek dianggap tidak berbeda), dan kumpulan yang tidak diterima (produk dan merek yang tidak dipertimbangkan). Pencarian eksternal dilakukan apabila pencarian internal dirasa tidak mencukupi. Pencarian eksternal adalah proses pencarian informasi mengenai berbagai produk dan merek, pembelian maupun

konsumsi. Pencarian eksternal yang dicari biasanya meliputi : alternatif merek yang tersedia, kriteria evaluasi untuk membandingkan merek, dan tingkat kepentingan dari berbagai kriteria evaluasi. Pencarian informasi eksternal dapat dibedakan ke dalam beberapa dimensi : (1) Besarnya pencarian (*degree of search*) adalah seberapa banyak informasi yang dicari konsumen, (2) Arah pencarian (*direction of search*) adalah kegiatan konsumen dalam memilih merek, toko, atribut dan sumber informasi, dan (3) urutan pencarian (*sequence of search*), adalah bagaimana konsumen melakukan langkah-langkah kegiatan pencarian (Sumarwan, 2003).

Pencarian informasi *online* merupakan proses pencarian informasi yang dilakukan konsumen dengan menggunakan media internet. Pencarian informasi dalam pengaturan *online* terdiri dari dua tahap yang menggabungkan perencanaan dengan tindakan (Payne et al, 2002 dalam Punj dan Moore, 2009:646). Pada tahap awal melibatkan penyaringan alternatif pilihan dengan melakukan pencarian ulang untuk mengidentifikasi alternatif yang sesuai kebutuhan. Sekali teridentifikasi, alternatif selanjutnya dapat diperiksa dan diteliti untuk informasi lebih lanjut. Dalam proses pencarian informasi *online*, Chen (2009) membagi menjadi dua bagian, yaitu pencarian informasi dan evaluasi *online*, dan proses informasi *online* / pengalaman yang bermanfaat. Pada bagian pencarian informasi dan evaluasi online, Chen membagi menjadi dua tahap. Tahap pertama adalah untuk mencari tahu fungsi dan spesifikasi dari produk yang dibutuhkan, kemudian beberapa kandidat toko *online* terpilih akan masuk ke dalam tahap dua, yaitu tahap perbandingan harga. Mengenai produk fashion, pencarian informasi karakteristik produk meliputi harga, ukuran, warna dan bahan (Ha dan Stoel dalam Wynn dalam Chen, 2009: 31).

### **2.2.2. Niat Pembelian**

Menurut Utomo, Endang dan Lestariningsih, pembelian merupakan fungsi dari dua faktor, yaitu : (1) niat beli dan (2) pengaruh lingkungan dan/atau perbedaan individu. Niat beli merupakan rencana untuk membeli barang atau jasa tertentu. Lingkungan yang mempengaruhi pembelian terdiri dari : budaya, kelas sosial, pengaruh pribadi, keluarga dan situasi. Perbedaan

individu yang mempengaruhi pembelian terdiri dari: sumber daya konsumen, motivasi dan keterlibatan, pengetahuan, sikap, kepribadian, gaya hidup, dan demografi. Munculnya internet dan perkembangan toko *online* telah melahirkan beberapa studi yang melihat niat konsumen untuk membeli *online*. Ada beberapa bukti bahwa konsumen *online* tidak hanya berkepentingan dengan nilai dari sebuah teknologi, tetapi juga lebih *immersive* serta nilai hedonis (Childers et al., 2001). Niat beli adalah rencana untuk membeli barang atau jasa di waktu ke depan. Dimensi niat beli pada suatu toko buku berbasis web terdiri dari : (1) niat beli ke depan melalui toko buku *online*, (2) merekomendasikan kepada orang lain tentang pembelian melalui toko buku *online*, (3) dalam waktu dekat melakukan pembelian melalui toko buku *online*. Lu, Chang, dan Chang (2014) menyatakan bahwa niat pembelian adalah kesediaan konsumen untuk membeli suatu produk tertentu pada waktu tertentu atau dalam situasi tertentu.

### 2.3. Niat Pembelian *Online*

Niat membeli merupakan suatu rencana yang disusun oleh konsumen untuk melakukan pembelian barang atau jasa di masa mendatang. Dengan kata lain, bahwa konsumen dapat merefleksikan pembeliannya terhadap sejumlah produk atau jasa yang sudah direncanakan dengan menggunakan merek tertentu. Perilaku konsumen dapat di prediksi oleh perusahaan dengan cara melalui intensi pembelian konsumen (Barata, 2007: 67). Adapun indikator dari niat membeli *online* adalah (Ling et al., 2010: 75):

1. Keinginan untuk melakukan transaksi dalam waktu dekat
2. Keinginan melakukan transaksi
3. Niat melakukan transaksi di masa datang.

## 2.4. Konsep Kesesuaian Diri

Menurut Handayani dan Indrawati (2020), konsep diri merupakan gambaran individu mengenai dirinya sendiri yang meliputi kondisi fisik, sosial emosional, dan prestasi yang ingin dicapai. Consoli (2009) juga menjelaskan bahwa secara alami konsumen memutuskan untuk membeli produk dengan harapan mendapatkan manfaat yang mampu memenuhi kebutuhannya. Sebagai makhluk rasional, konsumen akan berupaya untuk mendapatkan produk yang memenuhi kebutuhannya secara rasional saja namun pada kenyataannya banyak pembelian dilakukan oleh konsumen untuk kebutuhan psikologis, simbol budaya bahkan untuk memenuhi kebutuhan emosinya (Consoli, 2009). Hal ini menunjukkan bahwa proses keputusan pembelian tidak saja melibatkan sisi rasional konsumen namun juga di dalam proses ini melekat konsep diri yang dapat memicu keputusan pembelian. Konsep Diri dapat didefinisikan secara sederhana sebagai bagaimana seorang individu melihat dirinya sendiri (Cole, 2001 dalam Khare dan Handa, 2009) dapat dijelaskan bahwa Konsep Diri merupakan keseluruhan pemikiran dan perasaan konsumen terhadap bagaimana mereka ingin dinilai oleh orang lain sebagai objek. Salah satu cara agar individu memelihara konsep diri yang diyakininya adalah melalui pembelian berbagai produk. Kepemilikan akan sebuah produk akan sangat membantu konsumen dalam mendefinisikan siapa dirinya dan pada akhirnya akan menciptakan identitas diri. (Toth, 2009) Banyak keputusan pembelian dipengaruhi oleh bagaimana seseorang ingin dinilai oleh orang lain. Bahkan konsumen tidak segan-segan menghentikan pemakaian produk ketika dirasakan bawa produk yang dikonsumsi tak lagi merefleksikan citra yang mereka kembangkan. Konsep Diri dapat dibedakan menjadi 4 dimensi yaitu actual self image adalah bagaimana seorang konsumen memandang dirinya sendiri, social self image adalah bagaimana perasaan seorang konsumen bagaimana orang lain menilai dirinya dan ideal self image adalah gambaran ideal yang diinginkan oleh konsumen untuk dirinya dan ideal self image adalah pandangan ideal seorang konsumen bagaimana masyarakat memandangnya (Toth, 2009) . Ke empat hal inilah yang akan membentuk identitas seseorang sehingga akan muncul perilaku tertentu untuk

mempertahankan identitasnya salah satunya adalah dengan membeli produk atau jasa tertentu termasuk diantaranya barang mewah.

## **2.5. Nilai Utilitarian dan Nilai Hedonis**

### **2.5.1. Nilai Utilitarian**

Produk utilitarian umumnya tidak berhubungan dengan perasaan/kondisi. Aspek utilitarian dari nilai konsumen memainkan peran yang lebih penting dalam kepuasan pelanggan dan niat berperilaku (Ryu, et. al, 2010). Dimensi utilitarian terkait dengan aspek produk atau layanan yang efisien, sesuai tugas, dan ekonomis. Perilaku konsumen yang utilitarian berorientasi pada tugas, dan konsumen ini cenderung rasional. Nilai utilitarian itu sendiri bisa dijelaskan sebagai kegunaan atau manfaat yang dirasakan seseorang dalam kaitannya dengan kemampuan suatu produk untuk melaksanakan fungsinya. Nilai utilitarian didefinisikan sebagai penilaian keseluruhan yaitu penilaian manfaat dan fungsional, Bahkan dapat dianggap sebagai suatu hasil kerja (Overby dan Lee, 2006). Nilai utilitarian relevan untuk konsumen kafe kopi spesialti, seperti mempertimbangkan pembelian (pertimbangan biji kopi, rasa metode penyajian, layanan, dan fitur harga) (Overby dan Lee, 2006). Menurut Kim dan Han (2011) nilai utilitarian adalah nilai yang berkaitandengan efektifitas dan efisiensi yang dihasilkan dari penggunaan suatu barang atau jasa. Selain itu menurut Yang dan Lee (2011) perilaku konsumen yang didorong oleh nilai utilitarian biasanya memuaskan kebutuhan fungsional atau ekonomi dan mempertimbangkan bagaimana produk tersebut dapat membantu menyelesaikan pekerjaannya.

### 2.5.2. Nilai Hedonis

Nilai hedonis adalah nilai intrinsik berdasarkan pendekatan emosional individu untuk memenuhi keinginannya dan mendapatkan manfaat abstrak sehingga individu cenderung berbelanja secara impulsif. Nilai hedonis meliputi petualangan, sosial, ide, peran, gratifikasi dan nilai (Arnold & Reynolds, 2003). Tjiptono (2008) mengategorikan diskon harga sebagai salah bentuk promosi penjualan. Zhang et al. (2011) menemukan bahwa nilai hedonik merupakan realisasi dari rangsangan lingkungan berbelanja. Nilai hedonik dapat didefinisikan sebagai motivasi untuk mencapai sebuah kesenangan. Menurut Overby dan Lee (2006) nilai hedonis didefinisikan sebagai penilaian keseluruhan dari pengalaman seperti hiburan pelarian (*escape*).

## 2.6. Kajian Penelitian Terdahulu

Penelitian ini didasari dari suatu penelitian terdahulu, baik dari jenis penelitian maupun teori yang digunakan, serta teknik metode penelitian yang digunakan penjelasannya dibawah ini sebagai berikut :

Tabel 2.1  
Tabel Penelitian Terdahulu

| No | Judul   | Peneliti dan Tahun                    | Tujuan Penelitian   | Objek Penelitian                                 | Variabel Penelitian   | Kesimpulan   |
|----|---|---------------------------------------|---|--|---|--|
| 1. | What Drives Consumers to Buy Online? A Study on Exploring Online Consumer Behaviour | Aslı KUŞÇU, Uğur YOZGAT (2019)        | Tujuan dari penelitian ini adalah untuk berkontribusi pada pemahaman perilaku belanja online konsumen dan khususnya niat perilaku online konsumen dengan menghubungkan mereka ke utilitarian, hedonis, serta nilai-nilai simbolik yang diperoleh melalui berbagai elemen lingkungan belanja online. | Objek penelitian ini adalah website online shop. | Variabel bebasnya adalah <i>Online shop</i> . Sedangkan variabel terikatnya adalah perilaku konsumen. | Hasil menunjukkan pentingnya memanfaatkan sifat-sifat media sambil memberikan konsumen pengalaman berbelanja yang kaya akan informasi, stimulasi sensorik, dan ekspresi diri. Penelitian ini mencerminkan preferensi <i>e-commerce</i> konsumen Turki mungkin tidak hanya menjelaskan konsumen non-Barat, kolektivis di seluruh dunia, tetapi juga akan menciptakan peluang bagi pengecer online internasional yang beroperasi di Turki. |
| 2. | Hedonic or Utilitarian Buying Behaviours  | Kristina Petljak, Ivana Stulec (2015) | Tujuan dari penelitian ini adalah untuk mengidentifikasi pembeli grup di  | Objek penelitian ini adalah penggunaan           | Variabel bebasnya adalah penggunaan   | Temuan dari penelitian yang dilakukan pada sampel siswa di Polandia, memberikan beberapa wawasan berharga  |



|    |  |   |  |   |   |   |
|----|--|---|--|---|---|---|
|    | - What Values Do Young Adult Customers Seek in Online Group Buying?  |   | Polandia mengenai karakteristik demografis dan perilaku mereka (hedonis atau utilitarian).   | internet untuk bertransaksi                     | internet sebagai tempat transaksi. Sedangkan variabel terikatnya adalah nilai <i>utilitarian</i> dan nilai <i>hedonic</i> dari perilaku konsumen. | tentang motivasi hedonis dan utilitarian dalam pengaturan pembelian grup online. Karena alasan bahwa tidak menemukan hubungan yang signifikan secara statistik, penelitian ini dapat berhipotesis bahwa pembelian kelompok mencakup karakteristik utilitarian dan hedonis, setidaknya ketika kami mempertimbangkan situasi di pasar Polandia.   |
| 3. | Utilitarian and Hedonic Values That Influence Customer Satisfaction and Their Impact on the Repurchase Intention : Online Survey Towards Berrybenka Fashion E – Commerce’s Buyer | Johar Diah Syafita, Suharyon, Surnarti (2018) | Tujuan dari penelitian ini adalah untuk mendeskripsikan pengaruh nilai utilitarian dan hedonis terhadap kepuasan pelanggan dan niat pembelian kembali. | Objek penelitian ini adalah Berrybenka Fashion. | Variabel bebasnya adalah pembelian <i>online</i> . Sedangkan untuk variabel terikatnya adalah nilai <i>utilitarian</i> dan nilai <i>hedonic</i> . | Sehubungan dengan dampak kepuasan pelanggan yaitu niat pembelian kembali, niat untuk terlibat dalam <i>word-of-mouth</i> positif adalah indikator yang memiliki pengaruh tertinggi dari variabel niat pembelian kembali, sehingga indikator ini dapat menjadi referensi untuk melakukan promosi. Selain itu, itu memaksa Berrybenka untuk mempertahankan nilai manfaat dari produk itu sendiri karena rata-rata pelanggan membeli produk Berrybenka lebih banyak tentang manfaat daripada prestise. Karena jumlah e-commerce baru semakin tinggi, Berrybenka harus lebih selektif untuk memilih merek yang ingin bergabung dan mempertahankan variasi |

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|    |  |   |  |  |   | produk yang tersedia di Berrybenka.   |
| 4. | Consumer Behavior Towards Apparel E-Commerce in Romania  | Ciprian DEVDERE A, Florența TOADER (2018)   | Tujuan dari penelitian ini adalah untuk mempelajari perilaku konsumen terhadap <i>e-commerce</i> pakaian dalam konteks pasar Rumania. Selain konteks lokal, penelitian ini berkaitan dengan faktor-faktor yang dapat mempengaruhi perilaku konsumen, dan sikap konsumen Rumania terhadap belanja pakaian online. | Objek penelitian ini adalah berbagai <i>e-commerce</i> pakaian yang terkenal di Romania. | Variabel bebasnya adalah pembelian pakaian melalui <i>e-commerce</i> di Romania. Sedangkan variabel terikatnya adalah perilaku konsumen.                      | Hasil penelitian ini menunjukkan bahwa persepsi konsumen muda Rumania tentang belanja online untuk pakaian, secara umum, adalah positif. Semua yang diwawancarai berbelanja online secara teratur dan telah mengidentifikasi manfaat konkret dari belanja online seperti menghemat waktu. Terungkap bahwa orang yang diwawancarai merasa mudah untuk berbelanja online, serta fakta bahwa mereka merasa ini berguna.  |
| 5. | Pengaruh Hedonic Values dan Utilitarian Values Pada Kepuasan Konsumen dan Behavioural Intentions Pada Restoran Fast Food di Surabaya | Arief Sosiawan, I Kadek Oka Swartana (2018) | Tujuan dari penelitian ini adalah untuk menguji pengaruh nilai-nilai dari nilai hedonis dan utilitarian pada kepuasan konsumen dan niat perilaku di restoran cepat saji di Surabaya.   | Objek penelitian ini adalah restoran cepat saji di Surabaya.                             | Variabel bebasnya adalah kepuasan konsumen pada restoran cepat saji. Sedangkan variabel terikatnya adalah nilai <i>utilitarian</i> dan nilai <i>hedonic</i> . | Hedonic value dengan <i>Behavioural intentions</i> , <i>Hedonic value</i> dengan Kepuasan konsumen, Kepuasan konsumen dengan <i>Behavioural intentions</i> , <i>utilitarian value</i> dengan Kepuasan konsumen. Sementara hubungan <i>utilitarian value</i> dengan <i>behavioural intentions</i> tidak signifikan, menggambarkan bahwa nilai-nilai manfaat yang terdapat pada restoran cepat saji ternyata tidak mempengaruhi pelanggan untuk kembali, merekomendasi maupun |

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|    |  |   |   |   |   | kunjungan kembali pelanggan pada restoran cepat saji.  |
| 6. | The Role of Utilitarian and Hedonic Values on Users' Continued Usage and Purchase Intention in a Social Commerce Environment | Wen-Kuo Chen, Dong-Shang Chang, Chun-Cheng Chen (2017)                        | Tujuan dari penelitian ini adalah untuk mengeksplorasi dampak kualitas web, kesenangan dan gairah terhadap nilai-nilai pengguna, dan sejauh mana pengaruhnya terhadap perilaku pengguna (niat untuk terus mengunjungi dan membeli di situs-situs perdagangan sosial). | Objek penelitian ini adalah website atau blog | Variabel bebasnya adalah nilai <i>utilitarian</i> dan nilai <i>hedonic</i> . Sedangkan Variabel terikatnya adalah niat pembelian. | Ada dua jenis perdagangan sosial: situs web media sosial menambahkan fitur komersial; situs web e-commerce menambah kemampuan media sosial (Liang dan Turban, 2011). Media sosial menawarkan platform yang nyaman bagi pengguna untuk mengakses informasi pengguna lain. Hanya kegiatan sosial, seperti berbagi pemikiran, informasi, atau foto pengguna di situs web media sosial yang tidak dapat diidentifikasi sebagai perdagangan sosial karena kegiatan ini tidak mengarah pada manfaat komersial apa pun. Oleh karena itu, kegiatan sosial harus melibatkan niat komersial dan implikasi untuk acara komersial tertentu yang dianggap sebagai perdagangan sosial. |
| 7. | Effect of Utilitarian Value and Hedonic Value on the Purchase Decision of Jambi Batik  | Dahmiri, Sigit Indrawijaya, Sylvia Kartika Wulan Bhayangkari, Nurida Isnaeni, | Tujuan dari penelitian ini adalah untuk memperoleh gambaran umum dan menganalisis pengaruh nilai utilitarian dan nilai hedonis pada keputusan pembelian Batik Jambi baik  | Objek penelitian ini adalah Batik Jambi.      | Variabel bebasnya adalah nilai utilitarian dan nilai hedonis. Sedangkan variabel terikatnya adalah                                | Penelitian ini menyimpulkan bahwa variabel nilai utilitarian (X1) dan nilai hedonis (X2) memiliki pengaruh signifikan terhadap variabel keputusan pembelian Batik Jambi (Y), baik secara simultan dan sebagian. Variabel yang lebih dominan mempengaruhi keputusan pembelian Batik   |

|    |  |  |   |  |   |  |
|----|--|--|---|--|---|--|
|    |  | Wirmie Eka Putra (2019)                | secara silmultan maupun sebagian.   |  | keputusan pembelian.  | Jambi adalah variabel nilai hedonis.   |
| 8. | The Effects of Utilitarian and Hedonic Values on Young Consumers' Satisfaction and Behavioral Intentions | Umit BASARAN, Ozan BUYUKYIL MAZ (2015) | Tujuan dari penelitian ini adalah untuk menyelidiki pengaruh nilai utilitarian dan hedonis terhadap kepuasan konsumen muda dan niat perilaku di sektor restoran cepat saji dan restoran kasual cepat secara komparatif. | Objek penelitian ini adalah restoran cepat saji di Turkey    | Variabel bebasnya adalah nilai utilitarian dan nilai hedonis. Sedangkan variabel terikatnya adalah kepuasan dan niat perilaku konsumen. | Studi ini menyelidiki hubungan antara nilai pelanggan, kepuasan dan niat perilaku di sektor jasa. Nilai pelanggan dipisahkan menjadi dua konstruksi berbeda sebagai nilai hedonis dan nilai utilitarian berdasarkan pada Babin et al (1994) yang mengukur nilai belanja. Dengan demikian, kegunaan dari kedua jenis nilai belanja ini dikonfirmasi untuk sektor layanan yang sama Babin et al. (2005), Ryu et al. (2010), Hanzae dan Khonsari (2011). Juga, penelitian ini berkontribusi pada literatur dengan secara komparatif meneliti hubungan konstruksi di dua sektor restoran yang berbeda sebagai makanan cepat saji dan makanan cepat saji. |
| 9. | Factors Affecting Customers Online Search Intention and Online Purchase Intention using Social Networks: | Jessica Wongso Putri (2015)            | Tujuan dari penelitian ini adalah untuk menganalisa faktor-faktor yang dapat mempengaruhi minat pembelian konsumen.   | Objek penelitian ini adalah <i>Online Shop</i> di Instagram. | Variabel bebasnya adalah menggunakan <i>Social Network</i> . Sedangkan variabel terikatnya adalah niat pencarian                        | Intensi Pencarian Online bukanlah variabel mediasi yang signifikan untuk variabel-variabel tersebut dalam mempengaruhi Intensi Pembelian Online. Dari hasil penelitian ini, pemilik toko online sudah mengetahui informasi tentang faktor apa yang mempengaruhi pelanggan untuk membeli  |

|     |  |  |  |                                     |  |  |
|-----|--|--|--|-------------------------------------|--|--|
|     | Case Study of Online Shop on Instagram   |  |  |                                     | online dan niat pembelian online.  | produk pakaian mereka. Oleh karena itu, untuk meningkatkan niat pelanggan untuk membeli produk mereka, mereka harus lebih fokus dalam memberikan nilai utilitarian yang lebih besar bagi pelanggan, memberikan nilai hedonis yang lebih besar bagi pelanggan, membangun kepercayaan melalui pengalaman belanja online yang menguntungkan, dan menarik lebih banyak pelanggan untuk mengunjungi akun dengan memaksimalkan fitur pencarian.  |
| 10. | The Effect of Hedonic and Utilitarian Values on Satisfaction and Loyalty of Airbnb Users | Seunghwan Lee dan Dae-Young Kim (2017) | Tujuan dari penelitian ini adalah untuk mengidentifikasi hubungan antara nilai pelanggan, kepuasan dan loyalitas dalam konteks Airbnb. | Objek penelitian ini adalah Airbnb. | Variabel bebasnya adalah nilai utilitarian dan nilai hedonis. Sedangkan variabel terikatnya adalah kepuasan dan loyalitas pengguna Airbnb. | Studi ini memperluas pengukuran nilai hedonis dan utilitarian dengan mendukung reliabilitas dan validitas skala dalam konteks Airbnb. Hal ini juga menegaskan efek langsung dari nilai hedonis dan utilitarian sebagai predesor kepuasan dan loyalitas pelanggan. Oleh karena itu, penelitian ini akan memberikan batu loncatan bagi para peneliti di masa depan yang ingin memperluas pengetahuan tentang sikap pelanggan, terutama dalam konteks Airbnb. Penelitian ini juga berfokus pada temuan kontekstual yang berbeda dari nilai hedonis dan utilitarian. |

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|  |  |  |  |  |  | Dalam hal nilai produk, penelitian sebelumnya telah mengungkapkan bahwa di sektor restoran, pengaruh nilai utilitarian terhadap kepuasan dan loyalitas lebih kuat daripada nilai hedonis. |
|--|--|--|--|--|--|---|

## 2.7. Pengembangan Hipotesis

Dari penelitian ini, didapatkan beberapa asumsi yang mengarah kepada hasil yang nantinya akan didapatkan dari penelitian ini, yaitu :

### 2.7.1. Pengaruh Nilai Utilitarian dan Nilai Hedonis terhadap Niat Pencarian Online

Nilai hedonis dan utilitarian adalah bagian dari pengalaman belanja online (Trevinal & Stenger, 2014, hal. 317) dan sejumlah besar konsumen mencari secara bersamaan kedua nilai terutama dari aspek niat pencarian *online*, karena fakta bahwa keseluruhan nilai yang dirasakan dianggap sebagai kontributor penting untuk niat pembelian kembali *online*.

Internet memungkinkan pelanggan potensial untuk mengumpulkan informasi untuk tujuan pragmatis (Bilgihan dan Bujisic, 2015). Dengan demikian, pengguna dapat mengevaluasi kemungkinan pembelian dan kunjungan di masa depan di situs web perdagangan sosial (Jones et al., 2006). Studi sebelumnya telah menyarankan hubungan antara nilai hedonis dan utilitarian, niat beli dan niat penggunaan berkelanjutan. Jika pelanggan mendapatkan nilai hedonis saat menjelajah web, mereka mungkin termotivasi untuk meningkatkan jumlah waktu yang mereka habiskan dalam mengunjungi situs Web, dan didorong untuk melakukan kunjungan berulang.

H1 : Nilai utilitarian yang diperoleh melalui belanja *online* secara positif berpengaruh terhadap niat pencarian *online*.

H2 : Nilai hedonis yang diperoleh melalui belanja *online* secara positif berpengaruh terhadap niat pencarian *online*.

### **2.7.2. Pengaruh Kesesuaian Konsep Diri terhadap Motivasi Hedonis, Niat Pencarian *Online* dan Niat Pembelian *Online***

Terlepas dari nilai-nilai belanja utilitarian dan hedonis, konsumen lebih lanjut mendapatkan nilai simbolik dari konsumsi ketika peningkatan diri mereka, posisi peran, ego dan kebutuhan keanggotaan kelompok terpenuhi (Smith & Colgate, 2007, hal. 12). Konsumsi membantu konsumen membangun identitas dan citra diri. Namun, terlepas dari kenyataan bahwa makna simbolis dalam dimensi sosial belanja telah lama diperhatikan, di mana produk dikonsumsi berdasarkan identitas konsumen dan makna diproduksi oleh tiga serangkai konsumen, produk, dan masyarakat, yang mengakibatkan peningkatan diri dan status, penelitian sebelumnya yang menganalisis motivasi konsumsi *online* hanya mengakui kebutuhan konsumen untuk berhubungan dengan orang lain tetapi sebagian besar mengabaikan aspek simbolik dari konsumsi.

Memperluas logika ini, disini akan fokus pada kecocokan yang dirasakan antara identitas aktual konsumen dan belanja *online*. Konsumen yang merasakan kesesuaian antara konsep-diri / gambar dan gambar yang dicerminkan oleh aktivitas belanja *online*, mungkin akan mendapatkan tidak hanya nilai hedonis lebih terhadap belanja online melalui motivasi intrinsik tetapi juga mencerminkan niat yang lebih tinggi untuk mencari dan berbelanja produk / layanan *online*.

H3 : Kesesuaian konsep diri secara positif berpengaruh terhadap (a) motivasi hedonis, (b) niat pencarian *online*, dan (c) niat pembelian *online*.

### **2.7.3. Pengaruh Keinginan Untuk Mengendalikan, Kenyamanan, Assortment, Penghematan Ekonomi / Biaya, Ketersediaan Informasi terhadap Persepsi Nilai Utilitarian**

Dalam berbelanja, konsumen yang termotivasi oleh utilitarian lebih menyukai toko ritel yang memberikan kontrol selama pengalaman berbelanja (Lunardo & Mbengue, 2009, hlm. 434) dan memiliki suasana hati yang lebih baik dan meningkatkan keterlibatan terhadap mereka. Konsumen online juga memiliki keinginan untuk memiliki kekuatan, wewenang atau status atas berbagai elemen seperti lamanya waktu, konten, dan urutan informasi yang disajikan atau untuk memantau proses penjualan, yang semuanya terutama memberi mereka rasa kebebasan. Persepsi kontrol dapat memiliki konsekuensi seperti sikap positif, peningkatan niat, atau pemenuhan motivasi utilitarian sedangkan kurangnya kontrol dapat membuat konsumen gelisah dan bahkan mengakibatkan sebelumnya proses berbelanja (Kamis, Stern & Ladik, 2010, hlm. 160).

Berlawanan dengan belanja tradisional, belanja online memberikan konsumen kenyamanan untuk berbelanja saat berada di rumah, tanpa batasan waktu dan ruang, di mana konsumen dapat dengan mudah menghemat waktu, tenaga, dan energi.

Konsumen memiliki minat untuk memiliki berbagai pilihan barang dan jasa yang mereka inginkan untuk memilih dan khususnya konsumen online yang sangat berorientasi pada variasi. Assortment mengacu pada pemilihan dan variasi produk atau layanan yang dapat dipilih oleh konsumen yang memungkinkan perbandingan yang lebih efektif. Ketersediaan peluang harga dalam hal mencari informasi tentang harga kompetitif, penawaran, dan promosi yang menawarkan penghematan adalah apa yang oleh sebagian konsumen dianggap sebagai nilai belanja (Arnold & Reynolds, 2003, hal. 80) dan merupakan salah satu alasan utama mengapa beberapa konsumen memilih *online* melalui saluran *offline*.

Konsumen daring, khususnya pembeli rasional yang berorientasi utilitarian, mencari informasi yang mudah diakses untuk mengurangi biaya pencarian dan evaluasi alternatif. Belanja online memungkinkan konsumen mencari dan membandingkan harga untuk opsi pembelian yang tersedia



yang merupakan salah satu alasan utama mengapa konsumen memilih *e-commerce* daripada toko batu bata dan mortir.

H4 : (a) Keinginan untuk mengendalikan, (b) kenyamanan, (c) *assortment*, (d) penghematan ekonomi / biaya, (e) ketersediaan informasi secara positif berpengaruh terhadap persepsi nilai utilitarian.

#### **2.7.4. Pengaruh Petualangan, Interaksi Sosial, Nilai Belanja terhadap Persepsi Nilai Hedonis**

Beberapa konsumen menikmati berbelanja terutama ketika mereka dapat berbagi pengalaman mereka dengan teman dan keluarga. Bagi konsumen tersebut, konsumsi lebih jauh dari tindakan yang sebenarnya tetapi memerlukan pengalaman sosial.

Sebagaimana dinyatakan dalam faktor- faktor yang mengarah pada nilai utilitarian, salah satu manfaat yang diperoleh konsumen melalui belanja online adalah kesempatan untuk mendapatkan informasi tentang harga, penawaran, atau promosi yang kompetitif. Pada saat yang sama, mendapatkan diskon akan membuat konsumen senang karena mereka menganggap ini sebagai pencapaian pribadi dan menghargai diri mereka sebagai pembeli cerdas atau penawar super. Akibatnya, memperhatikan harga dan mencoba mencari nilai terbaik untuk uang juga dapat dikaitkan dengan belanja hedonis.

H5 : (a) Petualangan, (b) interaksi sosial, (c) nilai belanja secara positif berpengaruh terhadap persepsi nilai hedonis.

#### **2.7.5. Pengaruh Tujuan Pencarian *Online* terhadap Niat Pembelian *Online***

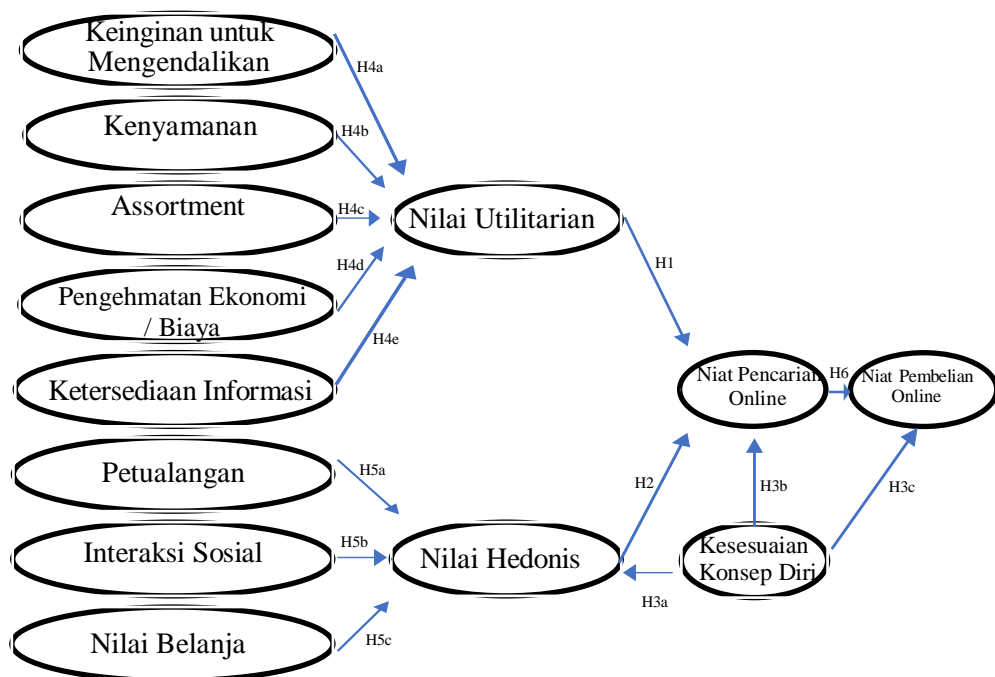
Pencarian informasi sangat penting untuk sampai pada keputusan pembelian. Dipengaruhi oleh motivasi konsumen, pencarian pra-pembelian membantu mereka melewati proses pengambilan keputusan yang berakhir dengan pembelian Di dalam lingkungan *online*, di mana proses akuisisi

produk konsumen ditingkatkan oleh akses yang mudah ke fitur informasi Internet, konsumen yang menggunakan Internet lebih sering lebih cenderung membeli melalui Internet bahkan berpendapat bahwa pencarian informasi online adalah satu- satunya faktor terpenting untuk niat pembelian.

H6 : Niat pencarian *online* secara positif berpengaruh terhadap niat pembelian *online*.

## 2.8. Kerangka Penelitian

Pada bagian kerangka penelitian ini, yang akan digunakan sebagai kerangka penelitian diambil dari jurnal milik Kafkas Üniversity Economics and Administrative Sciences Faculty KAUEASF yang berjudul “What Drives Consumers to Buy Online? A Study on Exploring Online Consumer Behaviour”.



Sumber : KUŞÇU dan YOZGAT (2019)

Gambar 2.1  
Model kerangka penelitian

## BAB V

### KESIMPULAN

Pada bagian bab kelima ini akan dilakukan pembahasan kesimpulan yang diperoleh dari penelitian yang telah dilakukan dan kemudian ada implikasi manajerial yang akan membahas tentang kegunaan penelitian ini bagi perusahaan yang diteliti. Pada bagian bab kelima ini juga akan dijelaskan mengenai keterbatasan pada penelitian yang telah dilakukan serta saran yang hendak diberikan untuk penelitian yang akan dilakukan di masa yang akan datang.

#### 5.1. Kesimpulan

Dari hasil penelitian yang telah dilakukan ini, penulis memperoleh beberapa kesimpulan yang telah didapat, yaitu :

1. Konsumen yang sering menggunakan *e – commerce* Tokopedia melalui *mobile app* sebagai tempat untuk melakukan transaksi belanja adalah konsumen yang masih berusia muda atau konsumen yang berusia dibawah 35 tahun.
2. Nilai utilitarian yang diperoleh melalui belanja *online* secara positif berpengaruh terhadap niat pencarian online, artinya H1 pada penelitian ini didukung.
3. Nilai hedonis yang diperoleh melalui belanja *online* secara positif berpengaruh terhadap niat pencarian online, artinya H2 pada penelitian ini didukung.
4. Kesesuaian konsep diri secara positif berpengaruh terhadap motivasi hedonis, artinya H3 bagian (a) pada penelitian ini didukung.
5. Kesesuaian konsep diri secara positif berpengaruh terhadap niat pencarian *online*, artinya H3 bagian (b) pada penelitian ini didukung.

6. Kesesuaian konsep diri secara positif berpengaruh terhadap niat pembelian online, artinya H3 bagian (c) pada penelitian ini didukung.
7. Keinginan untuk mengendalikan, kenyamanan dan ketersediaan informasi secara positif berpengaruh terhadap persepsi nilai utilitarian, artinya H4 pada bagian keinginan untuk mengendalikan, kenyamanan dan ketersediaan informasi pada penelitian ini didukung.
8. Assortment dan juga penghematan ekonomi / biaya tidak berpengaruh secara positif terhadap persepsi nilai utilitarian, artinya H4 pada bagian assortment dan juga penghematan ekonomi / biaya pada penelitian ini ditolak.
9. Petualangan, interaksi sosial dan nilai belanja secara positif berpengaruh terhadap persepsi nilai hedonis, artinya H5 pada penelitian ini didukung.
10. Niat pencarian *online* secara positif berpengaruh terhadap niat pembelian online, artinya H6 pada penelitian ini didukung.

## 5.2. Implikasi Manajerial

Berdasarkan hasil analisis penelitian yang telah dilakukan, maka diperoleh beberapa implikasi manajerial sebagai berikut :

1. Berdasarkan penelitian yang telah dilakukan, nilai koefisien beta pada variabel kesesuaian konsep diri adalah yang tertinggi. Nilai koefisien beta variabel kesesuaian konsep diri terhadap nilai hedonis adalah 0,772, terhadap niat pembelian online adalah 0,638, sedangkan terhadap niat pencarian online adalah 0,484. Ini artinya, kesesuaian konsep diri ini memiliki pengaruh paling besar terhadap nilai hedonis, niat pembelian online dan niat pencarian online. Berdasarkan hasil penelitian yang telah dilakukan, dapat dilihat bahwa *item* pertanyaan “Tokopedia konsisten dengan bagaimana saya ingin menjadi (seperti Tokopedia mempunyai visi dan misi yang jelas) memiliki *mean* paling rendah yaitu sebesar 4,03. Maka dari itu, Tokopedia perlu meningkatkan dan mempertegas kembali visi dan misi yang dimiliki perusahaan supaya dapat membuat konsumen semakin yakin dan tertarik dengan *e – commerce* Tokopedia tersebut. Konsumen akan lebih tertarik untuk berbelanja di tempat yang memiliki visi dan misi

yang sama dengan pribadi konsumen tersebut. Kemudian untuk mean yang paling tinggi adalah pertanyaan “Tokopedia konsisten dengan cara saya melihat diri saya sendiri (sesuai dengan diri sendiri)” memiliki mean sebesar 4,22. Maka dari itu, Tokopedia harus tetap mempertahankan konsep perusahaan supaya konsumen menjadi nyaman untuk tetap berbelanja menggunakan Tokopedia.

2. Nilai koefisien beta dari nilai hedonis berada di tengah variabel kesesuaian konsep diri serta variabel nilai belanja, yaitu sebesar 0,282 terhadap niat pencarian online. Dapat diartikan bahwa variabel nilai hedonis memiliki pengaruh yang tidak terlalu besar dan tidak terlalu kecil terhadap niat pencarian online. Dari hasil analisis yang telah dilakukan, item pertanyaan “saya menikmati berbelanja di *Mobile App* Tokopedia ini dengan mengikuti tren *fashion* terbaru” memiliki nilai *mean* paling rendah, yaitu sebesar 3,97. Berdasarkan hasil tersebut, sebaiknya Tokopedia dapat meningkatkan penjualannya dengan cara berkolaborasi dengan *brand apparel* yang kuat untuk mendobrak pembelian melalui Tokopedia. Sekarang ini, *brand apparel* di Indonesia sendiri telah banyak berkembang dengan mengikuti tren *fashion* yang ada di dunia. Dengan berkolaborasi dengan suatu *brand apparel* tersebut, diharapkan pembeli dapat tetap mengikuti tren *fashion* yang berkembang dengan harga yang bersahabat karena produk lokal. Kemudian, untuk item pertanyaan “Berbelanja melalui *Mobile App* Tokopedia merupakan suatu hal yang menyenangkan” memiliki nilai *mean* paling tinggi yaitu sebesar 4,32. Dari hasil mean ini, Tokopedia tetap harus mempertahankan kualitas *e – commerce* mereka dan juga dapat dikembangkan lagi supaya semakin membuat konsumen senang untuk berbelanja di Tokopedia.
3. Nilai koefisien beta yang paling rendah adalah nilai belanja terhadap nilai hedonis yaitu sebesar 0,142. Dapat diartikan bahwa variabel nilai belanja ini memiliki pengaruh yang kecil terhadap nilai hedonis. Dari hasil analisis yang telah dilakukan, item pertanyaan “saya menikmati berburu barang murah ketika saya berbelanja melalui *Mobile App* Tokopedia” memiliki

*mean* paling rendah yaitu 4,27. Maka dari itu, sebaiknya Tokopedia lebih dapat melihat situasi pasar yang sekarang dengan memberikan penawaran – penawaran seperti voucher diskon dengan potongan yang cukup membuat konsumen tergiur dengan potongan harga yang ada. Meskipun di Tokopedia sendiri dijual berbagai ragam jenis barang, untuk dapat memenangkan persaingan di era sekarang ini, Tokopedia harus dapat memberikan penawaran – penawaran yang tidak kalah dengan penawaran yang ada di toko fisik maupun *e – commerce* lainnya. Untuk *item* pertanyaan ” Sebagian besar, saya berbelanja melalui *Mobile App* Tokopedia ketika ada penjualan seperti diskon” memiliki nilai *mean* tinggi yaitu sebesar 4,30. Untuk itu, Tokopedia tetap memberikan penawaran – penawaran khusus seperti potongan harga supaya konsumen tetap dapat menikmati berbelanja di Tokopedia dari pada di *e – commerce* lain.

### **5.3. Keterbatasan Penelitian**

Penelitian ini telah dilakukan sesuai dengan prosedur ilmiah yang ada, akan tetapi penelitian ini masih memiliki beberapa keterbatasan seperti :

1. R – Square kedua variabel dari niat pencarian *online* dan kesesuaian konsep diri tidak dapat memprediksi sepenuhnya variabel niat pembelian *online* sebagai variabel dependen, karena hanya sebesar 50,3%.
2. Untuk penelitian ini menggunakan analisis regresi linier sederhana dan juga regresi linier berganda. Sedangkan pada jurnal utama yang digunakan sebagai acuan untuk penelitian ini menggunakan analisis Structural Equation Modeling (SEM). Karena perbedaan alat hitung tersebut, didapatkan beberapa hasil yang berbeda antara jurnal utama dengan penelitian ini.
3. Untuk penelitian ini menggunakan uji ANOVA sebagai alat untuk mengetahui jumlah perbandingan gender, untuk itu alat hitung yang digunakan ini kurang tepat karena ANOVA digunakan untuk melakukan perbandingan sebanyak lebih dari 2 kategori.

#### 5.4. Saran untuk Penelitian Kedepan

Berdasarkan penelitian yang telah dilakukan, peneliti akan memberikan beberapa saran bagi penelitian di masa depan sebagai berikut :

1. Untuk penelitian yang akan datang, dapat melibatkan variabel – variabel lain selain variabel niat pencarian *online* dan variabel kesesuaian konsep diri ini sehingga diharapkan variabel selain variabel tersebut dapat lebih memprediksi sepenuhnya variabel niat pembelian *online* sebagai variabel dependen.
2. Sebaiknya untuk penelitian yang akan datang dapat menggunakan alat hitung yang sama dengan jurnal utama yang digunakan sebagai acuan supaya hasil yang diperoleh tidak berbeda.
3. Sebaiknya untuk penelitian yang akan datang dapat menggunakan alat hitung lain selain ANOVA yaitu independent t test karena hanya memiliki 2 kategori saja untuk bagian gender, yaitu hanya pria dan wanita.

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## Lampiran 1. Kuisisioner Penelitian

### SURAT PERMOHONAN PENGISIAN KUISISIONER

Yth: Bapak/Ibu/Saudara/i Responden

Di tempat.

Dengan hormat,

Perkenalkan, nama saya Victor Christian Budianto, mahasiswa Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta dengan nomor mahasiswa 160322484. Saat ini saya sedang melakukan penelitian tentang Pengaruh *e – commerce mobile app* Tokopedia terhadap Perilaku Konsumen sebagai prasyarat tugas akhir saya.

Sehubungan dengan itu, saya mohon kepada bapak/ibu/saudara/saudari responden untuk dapat mengisi kuisisioner penelitian saya ini dengan jujur.

Perlu saya sampaikan bahwa seluruh informasi yang di dapatkan dari kuisisioner ini akan dijaga kerahasiaannya dan hanya akan digunakan untuk kepentingan akademik sebagai bagian dari tugas akhir saya saja. Atas perhatian dan kerja samanya, saya mengucapkan terima kasih.

Surakarta, 3 April 2020

Peneliti,

Victor Christian Budianto

### A. Pertanyaan Filter

Bapak/Ibu/Saudara/i dimohon untuk mengisi pertanyaan berikut ini dengan memberikan tanda *checklist* (√) pada kolom yang telah disediakan.

1. Apakah saudara pernah melakukan pembelian menggunakan *mobile app* Tokopedia? Jika belum, saudara boleh berhenti sampai pertanyaan ini.

Pernah

Belum

2. Apakah saudara melakukan pembelian menggunakan *mobile app* Tokopedia minimal 2 kali dalam 2 bulan terakhir? Jika tidak, saudara boleh berhenti sampai pertanyaan ini.

Ya

Tidak

### B. Identitas Responden

Bapak/Ibu/Saudara/i dimohon untuk mengisi pertanyaan berikut ini dengan memberikan tanda *checklist* (√) pada kolom yang telah disediakan.

1. Jenis Kelamin

Laki - Laki

Perempuan

2. Usia

17 – 22 tahun

23 – 27 tahun

28 – 34 tahun



> 35 tahun

3. Pendapatan

≤ Rp 1.500.000

Rp 1.500.001 – Rp 3.000.000

Rp 3.000.001 – Rp 4.500.000

> Rp 4.500.000

**C. Daftar Pertanyaan**

Bapak/Ibu/Saudara/i dimohon untuk mengisi pertanyaan berikut ini dengan memberikan tanda checklist (√) pada kolom yang telah disediakan dengan keterangan :

Sangat Tidak Setuju (STS) = bobot 1

Tidak Setuju (TS) = bobot 2

Netral (N) = bobot 3

Setuju (S) = bobot 4

Sangat Setuju (SS) = bobot 5

**I. Nilai Utilitarian**

| No. | Pertanyaan   | STS | TS | N | S | SS |
|-----|--|-----|----|---|---|----|
| 1.  | Saat belanja online melalui <i>Mobile App</i> Tokopedia ini, saya bisa mendapatkan produk dengan kualitas yang sama dengan harga lebih murah jika dibandingkan dengan belanja di toko fisik. |     |    |   |   |    |
| 2.  | Saat belanja online melalui <i>Mobile App</i> Tokopedia ini, saya dapat  |     |    |   |   |    |

|    |  |  |  |  |  |  |
|----|--|--|--|--|--|--|
|    | membeli apa yang benar-benar saya butuhkan.  |  |  |  |  |  |
| 3. | <i>Mobile App</i> Tokopedia menyediakan lingkungan belanja yang lebih nyaman dibandingkan dengan toko fisik.   |  |  |  |  |  |
| 4. | <i>Mobile App</i> Tokopedia menyediakan pilihan produk yang lebih beragam dengan biaya lebih rendah dibandingkan dengan toko fisik.                              |  |  |  |  |  |
| 5. | <i>Mobile App</i> Tokopedia menyediakan akses cepat tentang informasi produk dan layanan dalam skala yang besar (informasi yang ada di Tokopedia sangat detail). |  |  |  |  |  |
| 6. | Saat belanja online melalui <i>Mobile App</i> Tokopedia ini, saya dapat dengan cepat memenuhi kewajiban berbelanja saya.   |  |  |  |  |  |

## II. Keinginan untuk mengendalikan

| No. | Pertanyaan   | STS | TS | N | S | SS |
|-----|--|-----|----|---|---|----|
| 1.  | Dengan menggunakan alat perbandingan harga, saya merasa lebih mengendalikan seluruh proses pembelian pada <i>Mobile App</i> Tokopedia. |     |    |   |   |    |
| 2.  | Saya merasa senang dapat menentukan pembelian pada <i>Mobile App</i> Tokopedia.  |     |    |   |   |    |

|    |  |  |  |  |  |  |
|----|--|--|--|--|--|--|
| 3. | <i>Mobile App</i> Tokopedia memungkinkan saya untuk mengontrol pembelian yang saya lakukan (misalnya berapa kali belanja dalam sebulan)  |  |  |  |  |  |
| 4. | Peluang untuk menguraikan atau berpartisipasi dalam konten <i>Mobile App</i> Tokopedia membuat saya merasa memegang kendali. (seperti mengikuti event pecahkan telur di Tokopedia) |  |  |  |  |  |

### III. Kenyamanan

| No. | Pertanyaan   | STS | TS | N | S | SS |
|-----|--|-----|----|---|---|----|
| 1.  | Berbelanja di <i>Mobile App</i> Tokopedia menghemat banyak waktu.                      |     |    |   |   |    |
| 2.  | Belanja di <i>Mobile App</i> Tokopedia membuat hidup saya lebih mudah.                 |     |    |   |   |    |
| 3.  | <i>Mobile App</i> Tokopedia adalah cara berbelanja yang nyaman.                        |     |    |   |   |    |
| 4.  | Belanja online melalui <i>Mobile App</i> Tokopedia sesuai dengan kebiasaan saya.       |     |    |   |   |    |
| 5.  | Dengan adanya <i>Mobile App</i> Tokopedia, saya bisa berbelanja kapan pun saya mau.    |     |    |   |   |    |
| 6.  | Yang sangat saya hargai adalah kenyamanan memesan melalui <i>Mobile App</i> Tokopedia. |     |    |   |   |    |

#### IV. Assortment

| No. | Pertanyaan   | STS | TS | N | S | SS |
|-----|--|-----|----|---|---|----|
| 1.  | Saya membeli secara online melalui <i>Mobile App</i> Tokopedia karena di sana saya bisa mendapatkan apa yang saya inginkan.  |     |    |   |   |    |
| 2.  | Saya membeli secara online melalui <i>Mobile App</i> Tokopedia karena memberi saya akses yang mudah dan cepat ke produk / layanan yang tidak saya miliki di daerah saya. |     |    |   |   |    |
| 3.  | Saya suka membeli secara online melalui <i>Mobile App</i> Tokopedia karena berbagai pilihan produk dan layanan.  |     |    |   |   |    |
| 4.  | <i>Mobile App</i> Tokopedia menyediakan saya dengan berbagai pilihan produk (bahkan produk yang tidak saya caripun ada di Tokopedia)                                     |     |    |   |   |    |

#### V. Penghematan Ekonomi / Biaya

| No. | Pertanyaan  | STS | TS | N | S | SS |
|-----|---|-----|----|---|---|----|
| 1.  | Di <i>Mobile App</i> Tokopedia, saya bisa mendapatkan nilai terbaik untuk uang saya.      |     |    |   |   |    |
| 2.  | Anda dapat menghemat banyak dengan berbelanja online melalui <i>Mobile App</i> Tokopedia. |     |    |   |   |    |

|    |  |  |  |  |  |  |
|----|--|--|--|--|--|--|
| 3. | Berkat alat perbandingan belanja, saya tahu saya mendapatkan nilai terbaik untuk harga yang ingin saya bayar di <i>Mobile App</i> Tokopedia. |  |  |  |  |  |
| 4. | Di <i>Mobile App</i> Tokopedia, saya menemukan penawaran nyata dan / atau harga yang kompetitif.   |  |  |  |  |  |
| 5. | Saya berbelanja di <i>Mobile App</i> Tokopedia untuk memanfaatkan penjualan atau penawaran khusus.   |  |  |  |  |  |

#### VI. Ketersediaan Informasi

| No. | Pertanyaan  | STS | TS | N | S | SS |
|-----|---|-----|----|---|---|----|
| 1.  | Dalam berbelanja online melalui <i>Mobile App</i> Tokopedia, saya mendapatkan ketersediaan informasi - tidak hanya dari pengecer dan produsen, tetapi juga dari pelanggan lain. |     |    |   |   |    |
| 2.  | Berkat alat pembanding harga, saya mendapatkan akses cepat dan mudah ke informasi yang saya butuhkan di <i>Mobile App</i> Tokopedia.  |     |    |   |   |    |
| 3.  | Karena adanya akses yang cepat dalam ketersediaan informasi, saya merasa lebih berdaya dalam melakukan pembelian di <i>Mobile App</i> Tokopedia.                                |     |    |   |   |    |
| 4.  | Ketika saya merencanakan belanja saya, saya sering menggunakan  |     |    |   |   |    |

|    |   |  |  |  |  |  |
|----|---|--|--|--|--|--|
|    | informasi yang saya temukan di Internet untuk berbelanja di <i>Mobile App</i> Tokopedia.  |  |  |  |  |  |
| 5. | Bahkan jika saya membeli produk di toko fisik, saya beralih ke <i>Mobile App</i> khususnya Tokopedia untuk informasi dukungan produk. |  |  |  |  |  |

## VII. Nilai Hedonis

| No. | Pertanyaan  | STS | TS | N | S | SS |
|-----|---|-----|----|---|---|----|
| 1.  | Berbelanja melalui <i>Mobile App</i> Tokopedia merupakan suatu hal yang menyenangkan.   |     |    |   |   |    |
| 2.  | Saya menikmati berbelanja melalui <i>Mobile App</i> Tokopedia.  |     |    |   |   |    |
| 3.  | Saya memiliki kesenangan sendiri saat berbelanja melalui <i>Mobile App</i> Tokopedia ini.   |     |    |   |   |    |
| 4.  | Dibandingkan dengan hal-hal lain, waktu yang dihabiskan di <i>Mobile App</i> Tokopedia ini benar-benar membuat saya menikmatinya. |     |    |   |   |    |
| 5.  | Saya menikmati berbelanja di <i>Mobile App</i> Tokopedia ini dengan mengikuti tren fashion terbaru.                               |     |    |   |   |    |
| 6.  | Saat berbelanja melalui <i>Mobile App</i> Tokopedia, terkadang saya bisa melupakan permasalahan saya.                             |     |    |   |   |    |

### VIII. Petualangan

| No. | Pertanyaan   | STS | TS | N | S | SS |
|-----|--|-----|----|---|---|----|
| 1.  | Bagi saya, berbelanja di <i>Mobile App</i> Tokopedia seperti sedang berpetualang.                          |     |    |   |   |    |
| 2.  | <i>Mobile App</i> Tokopedia membuat saya terdorong untuk melakukan transaksi berbelanja.                   |     |    |   |   |    |
| 3.  | Berbelanja di <i>Mobile App</i> Tokopedia membuat saya merasa seperti berada di alam semesta saya sendiri. |     |    |   |   |    |

### IX. Interaksi Sosial

| No. | Pertanyaan  | STS | TS | N | S | SS |
|-----|---|-----|----|---|---|----|
| 1.  | Saya menikmati bersosialisasi dengan orang lain (misalnya dengan penjual) ketika saya berbelanja melalui <i>Mobile App</i> Tokopedia. |     |    |   |   |    |
| 2.  | Saya berbelanja melalui <i>Mobile App</i> Tokopedia bersama dengan teman atau keluarga saya untuk bersosialisasi.                     |     |    |   |   |    |

### X. Nilai Belanja

| No. | Pertanyaan   | STS | TS | N | S | SS |
|-----|--|-----|----|---|---|----|
| 1.  | Sebagian besar, saya berbelanja berbelanja melalui <i>Mobile App</i> |     |    |   |   |    |

|    |   |  |  |  |  |  |
|----|---|--|--|--|--|--|
|    | Tokopedia ketika ada penjualan seperti diskon.  |  |  |  |  |  |
| 2. | Saya menikmati mencari diskon ketika saya berbelanja melalui <i>Mobile App</i> Tokopedia.       |  |  |  |  |  |
| 3. | Saya menikmati berburu barang murah ketika saya berbelanja melalui <i>Mobile App</i> Tokopedia. |  |  |  |  |  |

## XI. Niat Pencarian Online

| No. | Pertanyaan   | STS | TS | N | S | SS |
|-----|--|-----|----|---|---|----|
| 1.  | Saya membaca iklan secara teratur untuk membandingkan <i>Mobile App</i> yang bersaing dengan <i>Mobile App</i> Tokopedia.                            |     |    |   |   |    |
| 2.  | Saya memeriksa <i>Mobile App</i> pesaing <i>Mobile App</i> Tokopedia untuk berbelanja berdasarkan iklan.   |     |    |   |   |    |
| 3.  | Saya sering berbicara dengan teman saya tentang pengalaman mereka terkait dengan <i>Mobile App</i> yang bersaing dengan <i>Mobile App</i> Tokopedia. |     |    |   |   |    |
| 4.  | Saya mencari alternatif untuk berbelanja khususnya melalui <i>Mobile App</i> Tokopedia.  |     |    |   |   |    |
| 5.  | Saya melakukan pencarian menyeluruh sebelum saya berbelanja dari <i>Mobile App</i> Tokopedia.  |     |    |   |   |    |



## XII. Niat Pembelian Online

| No. | Pertanyaan  | STS | TS | N | S | SS |
|-----|---|-----|----|---|---|----|
| 1.  | Berbelanja di <i>Mobile App</i> Tokopedia merupakan cara yang indah untuk berbelanja.                                     |     |    |   |   |    |
| 2.  | Saya membeli produk atau layanan secara online melalui <i>Mobile App</i> Tokopedia.                                       |     |    |   |   |    |
| 3.  | Saya akan melanjutkan berbelanja online melalui <i>Mobile App Tokopedia</i> di masa yang akan datang.                     |     |    |   |   |    |
| 4.  | Sepertinya, saya akan membeli produk atau layanan melalui <i>Mobile App</i> Tokopedia.                                    |     |    |   |   |    |
| 5.  | Ada kemungkinan bahwa saya akan merekomendasikan <i>Mobile App</i> Tokopedia kepada kerabat saya.                         |     |    |   |   |    |
| 6.  | Ada kemungkinan bahwa saya akan membeli produk yang lainnya melalui <i>Mobile App</i> Tokopedia jika saya membutuhkannya. |     |    |   |   |    |

### XIII. Konsep Kesesuaian Diri

| No. | Pertanyaan   | STS | TS | N | S | SS |
|-----|--|-----|----|---|---|----|
| 1.  | Tokopedia konsisten dengan cara saya melihat diri saya sendiri (sesuai dengan diri sendiri).                                     |     |    |   |   |    |
| 2.  | Tokopedia adalah gambaran diri saya (misalnya terorganisir seperti yang ada di Mobile App Tokopedia).                            |     |    |   |   |    |
| 3.  | Tokopedia mirip dengan kepribadian saya.   |     |    |   |   |    |
| 4.  | Tokopedia bayangan cermin dari orang yang saya inginkan (misalnya terorganisir seperti yang ada di <i>Mobile App</i> Tokopedia). |     |    |   |   |    |
| 5.  | Tokopedia memberi gambaran serupa seperti pribadi yang saya inginkan.  |     |    |   |   |    |
| 6.  | Tokopedia konsisten dengan bagaimana saya ingin menjadi (seperti Tokopedia mempunyai visi dan misi yang jelas).                  |     |    |   |   |    |

## Lampiran 2. Hasil Uji Validitas

|       |                     | Correlations |        |        |       |        |        |        |
|-------|---------------------|--------------|--------|--------|-------|--------|--------|--------|
|       |                     | UT1          | UT2    | UT3    | UT4   | UT5    | UT6    | TOTAL  |
| UT1   | Pearson Correlation | 1            | .466** | .669** | -.019 | .121   | -.022  | .644** |
|       | Sig. (2-tailed)     |              | .009   | .000   | .919  | .524   | .908   | .000   |
|       | N                   | 30           | 30     | 30     | 30    | 30     | 30     | 30     |
| UT2   | Pearson Correlation | .466**       | 1      | .387*  | .141  | .168   | .046   | .627** |
|       | Sig. (2-tailed)     | .009         |        | .035   | .457  | .375   | .810   | .000   |
|       | N                   | 30           | 30     | 30     | 30    | 30     | 30     | 30     |
| UT3   | Pearson Correlation | .669**       | .387*  | 1      | -.069 | .191   | .416*  | .751** |
|       | Sig. (2-tailed)     | .000         | .035   |        | .719  | .313   | .022   | .000   |
|       | N                   | 30           | 30     | 30     | 30    | 30     | 30     | 30     |
| UT4   | Pearson Correlation | -.019        | .141   | -.069  | 1     | .292   | .291   | .403*  |
|       | Sig. (2-tailed)     | .919         | .457   | .719   |       | .118   | .118   | .027   |
|       | N                   | 30           | 30     | 30     | 30    | 30     | 30     | 30     |
| UT5   | Pearson Correlation | .121         | .168   | .191   | .292  | 1      | .250   | .579** |
|       | Sig. (2-tailed)     | .524         | .375   | .313   | .118  |        | .184   | .001   |
|       | N                   | 30           | 30     | 30     | 30    | 30     | 30     | 30     |
| UT6   | Pearson Correlation | -.022        | .046   | .416*  | .291  | .250   | 1      | .545** |
|       | Sig. (2-tailed)     | .908         | .810   | .022   | .118  | .184   |        | .002   |
|       | N                   | 30           | 30     | 30     | 30    | 30     | 30     | 30     |
| TOTAL | Pearson Correlation | .644**       | .627** | .751** | .403* | .579** | .545** | 1      |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .027  | .001   | .002   |        |
|       | N                   | 30           | 30     | 30     | 30    | 30     | 30     | 30     |

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

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

### Correlations

|       |                     | HD1    | HD2    | HD3    | HD4    | HD5    | HD6    | TOTAL  |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| HD1   | Pearson Correlation | 1      | .516** | .829** | .591** | .534** | .712** | .831** |
|       | Sig. (2-tailed)     |        | .004   | .000   | .001   | .002   | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| HD2   | Pearson Correlation | .516** | 1      | .540** | .418*  | .559** | .502** | .671** |
|       | Sig. (2-tailed)     | .004   |        | .002   | .021   | .001   | .005   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| HD3   | Pearson Correlation | .829** | .540** | 1      | .711** | .558** | .641** | .850** |
|       | Sig. (2-tailed)     | .000   | .002   |        | .000   | .001   | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| HD4   | Pearson Correlation | .591** | .418*  | .711** | 1      | .658** | .656** | .840** |
|       | Sig. (2-tailed)     | .001   | .021   | .000   |        | .000   | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| HD5   | Pearson Correlation | .534** | .559** | .558** | .658** | 1      | .681** | .834** |
|       | Sig. (2-tailed)     | .002   | .001   | .001   | .000   |        | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| HD6   | Pearson Correlation | .712** | .502** | .641** | .656** | .681** | 1      | .875** |
|       | Sig. (2-tailed)     | .000   | .005   | .000   | .000   | .000   |        | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| TOTAL | Pearson Correlation | .831** | .671** | .850** | .840** | .834** | .875** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   |        |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |

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

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

### Correlations

|       |                     | KM1    | KM2    | KM3    | KM4    | TOTAL  |
|-------|---------------------|--------|--------|--------|--------|--------|
| KM1   | Pearson Correlation | 1      | .561** | .381*  | .163   | .715** |
|       | Sig. (2-tailed)     |        | .001   | .038   | .389   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     |
| KM2   | Pearson Correlation | .561** | 1      | .280   | .177   | .676** |
|       | Sig. (2-tailed)     | .001   |        | .133   | .349   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     |
| KM3   | Pearson Correlation | .381*  | .280   | 1      | .408*  | .778** |
|       | Sig. (2-tailed)     | .038   | .133   |        | .025   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     |
| KM4   | Pearson Correlation | .163   | .177   | .408*  | 1      | .641** |
|       | Sig. (2-tailed)     | .389   | .349   | .025   |        | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     |
| TOTAL | Pearson Correlation | .715** | .676** | .778** | .641** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        |
|       | N                   | 30     | 30     | 30     | 30     | 30     |

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

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

### Correlations

|    |                     | K1     | K2   | K3     | K4   | K5   | K6    | TOTAL  |
|----|---------------------|--------|------|--------|------|------|-------|--------|
| K1 | Pearson Correlation | 1      | .123 | .633** | .184 | .110 | .105  | .530** |
|    | Sig. (2-tailed)     |        | .517 | .000   | .331 | .563 | .582  | .003   |
|    | N                   | 30     | 30   | 30     | 30   | 30   | 30    | 30     |
| K2 | Pearson Correlation | .123   | 1    | .280   | .074 | .243 | .309  | .570** |
|    | Sig. (2-tailed)     | .517   |      | .133   | .697 | .195 | .096  | .001   |
|    | N                   | 30     | 30   | 30     | 30   | 30   | 30    | 30     |
| K3 | Pearson Correlation | .633** | .280 | 1      | .025 | .200 | .255  | .595** |
|    | Sig. (2-tailed)     | .000   | .133 |        | .894 | .288 | .175  | .001   |
|    | N                   | 30     | 30   | 30     | 30   | 30   | 30    | 30     |
| K4 | Pearson Correlation | .184   | .074 | .025   | 1    | .198 | .399* | .597** |
|    | Sig. (2-tailed)     | .331   | .697 | .894   |      | .293 | .029  | .000   |
|    | N                   | 30     | 30   | 30     | 30   | 30   | 30    | 30     |
| K5 | Pearson Correlation | .110   | .243 | .200   | .198 | 1    | .331  | .584** |
|    | Sig. (2-tailed)     | .563   | .195 | .288   | .293 |      | .074  | .001   |
|    | N                   | 30     | 30   | 30     | 30   | 30   | 30    | 30     |

|       |                     |        |        |        |        |        |        |        |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| K6    | Pearson Correlation | .105   | .309   | .255   | .399*  | .331   | 1      | .697** |
|       | Sig. (2-tailed)     | .582   | .096   | .175   | .029   | .074   |        | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| TOTAL | Pearson Correlation | .530** | .570** | .595** | .597** | .584** | .697** | 1      |
|       | Sig. (2-tailed)     | .003   | .001   | .001   | .000   | .001   | .000   |        |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |

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

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

### Correlations

|       |                     | A1     | A2     | A3     | A4     | TOTAL  |
|-------|---------------------|--------|--------|--------|--------|--------|
| A1    | Pearson Correlation | 1      | .431*  | .306   | .165   | .602** |
|       | Sig. (2-tailed)     |        | .017   | .100   | .385   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     |
| A2    | Pearson Correlation | .431*  | 1      | .320   | .292   | .687** |
|       | Sig. (2-tailed)     | .017   |        | .084   | .117   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     |
| A3    | Pearson Correlation | .306   | .320   | 1      | .527** | .780** |
|       | Sig. (2-tailed)     | .100   | .084   |        | .003   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     |
| A4    | Pearson Correlation | .165   | .292   | .527** | 1      | .759** |
|       | Sig. (2-tailed)     | .385   | .117   | .003   |        | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     |
| TOTAL | Pearson Correlation | .602** | .687** | .780** | .759** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        |
|       | N                   | 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).

### Correlations

|       |                     | PE1    | PE2    | PE3    | PE4    | PE5    | TOTAL  |
|-------|---------------------|--------|--------|--------|--------|--------|--------|
| PE1   | Pearson Correlation | 1      | .492** | .265   | .366*  | .034   | .669** |
|       | Sig. (2-tailed)     |        | .006   | .157   | .047   | .858   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| PE2   | Pearson Correlation | .492** | 1      | .014   | .298   | .281   | .625** |
|       | Sig. (2-tailed)     | .006   |        | .942   | .109   | .132   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| PE3   | Pearson Correlation | .265   | .014   | 1      | .537** | .238   | .653** |
|       | Sig. (2-tailed)     | .157   | .942   |        | .002   | .205   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| PE4   | Pearson Correlation | .366*  | .298   | .537** | 1      | .298   | .747** |
|       | Sig. (2-tailed)     | .047   | .109   | .002   |        | .109   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| PE5   | Pearson Correlation | .034   | .281   | .238   | .298   | 1      | .565** |
|       | Sig. (2-tailed)     | .858   | .132   | .205   | .109   |        | .001   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| TOTAL | Pearson Correlation | .669** | .625** | .653** | .747** | .565** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .001   |        |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |

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

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

### Correlations

|       |                     | KI1    | KI2    | KI3    | KI4    | KI5    | TOTAL  |
|-------|---------------------|--------|--------|--------|--------|--------|--------|
| KI1   | Pearson Correlation | 1      | .353   | .131   | .299   | .257   | .556** |
|       | Sig. (2-tailed)     |        | .056   | .490   | .108   | .170   | .001   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| KI2   | Pearson Correlation | .353   | 1      | .533** | .516** | .289   | .758** |
|       | Sig. (2-tailed)     | .056   |        | .002   | .003   | .122   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| KI3   | Pearson Correlation | .131   | .533** | 1      | .614** | .148   | .710** |
|       | Sig. (2-tailed)     | .490   | .002   |        | .000   | .435   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| KI4   | Pearson Correlation | .299   | .516** | .614** | 1      | .491** | .842** |
|       | Sig. (2-tailed)     | .108   | .003   | .000   |        | .006   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| KI5   | Pearson Correlation | .257   | .289   | .148   | .491** | 1      | .632** |
|       | Sig. (2-tailed)     | .170   | .122   | .435   | .006   |        | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| TOTAL | Pearson Correlation | .556** | .758** | .710** | .842** | .632** | 1      |
|       | Sig. (2-tailed)     | .001   | .000   | .000   | .000   | .000   |        |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |

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

### Correlations

|       |                     | PE1    | PE2    | PE3    | TOTAL  |
|-------|---------------------|--------|--------|--------|--------|
| PE1   | Pearson Correlation | 1      | .746** | .916** | .963** |
|       | Sig. (2-tailed)     |        | .000   | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     |
| PE2   | Pearson Correlation | .746** | 1      | .699** | .862** |
|       | Sig. (2-tailed)     | .000   |        | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     |
| PE3   | Pearson Correlation | .916** | .699** | 1      | .951** |
|       | Sig. (2-tailed)     | .000   | .000   |        | .000   |
|       | N                   | 30     | 30     | 30     | 30     |
| TOTAL | Pearson Correlation | .963** | .862** | .951** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   |        |
|       | N                   | 30     | 30     | 30     | 30     |



### Correlations

|       |                     | IS1    | IS2    | TOTAL  |
|-------|---------------------|--------|--------|--------|
| IS1   | Pearson Correlation | 1      | .780** | .935** |
|       | Sig. (2-tailed)     |        | .000   | .000   |
|       | N                   | 30     | 30     | 30     |
| IS2   | Pearson Correlation | .780** | 1      | .951** |
|       | Sig. (2-tailed)     | .000   |        | .000   |
|       | N                   | 30     | 30     | 30     |
| TOTAL | Pearson Correlation | .935** | .951** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   |        |
|       | N                   | 30     | 30     | 30     |

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

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

### Correlations

|       |                     | NB1    | NB2    | NB3    | TOTAL  |
|-------|---------------------|--------|--------|--------|--------|
| NB1   | Pearson Correlation | 1      | .578** | .660** | .880** |
|       | Sig. (2-tailed)     |        | .001   | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     |
| NB2   | Pearson Correlation | .578** | 1      | .490** | .800** |
|       | Sig. (2-tailed)     | .001   |        | .006   | .000   |
|       | N                   | 30     | 30     | 30     | 30     |
| NB3   | Pearson Correlation | .660** | .490** | 1      | .860** |
|       | Sig. (2-tailed)     | .000   | .006   |        | .000   |
|       | N                   | 30     | 30     | 30     | 30     |
| TOTAL | Pearson Correlation | .880** | .800** | .860** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   |        |
|       | N                   | 30     | 30     | 30     | 30     |

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

**Correlations**

|       |                     | NPO1   | NPO2   | NPO3   | NPO4   | NPO5   | TOTAL  |
|-------|---------------------|--------|--------|--------|--------|--------|--------|
| NPO1  | Pearson Correlation | 1      | .781** | .803** | .698** | .601** | .904** |
|       | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| NPO2  | Pearson Correlation | .781** | 1      | .742** | .728** | .569** | .886** |
|       | Sig. (2-tailed)     | .000   |        | .000   | .000   | .001   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| NPO3  | Pearson Correlation | .803** | .742** | 1      | .711** | .679** | .902** |
|       | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| NPO4  | Pearson Correlation | .698** | .728** | .711** | 1      | .707** | .878** |
|       | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| NPO5  | Pearson Correlation | .601** | .569** | .679** | .707** | 1      | .790** |
|       | Sig. (2-tailed)     | .000   | .001   | .000   | .000   |        | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |
| TOTAL | Pearson Correlation | .904** | .886** | .902** | .878** | .790** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |        |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     |

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

### Correlations

|       |                     | NBO1   | NBO2   | NBO3   | NBO4   | NBO5   | NBO6   | TOTAL  |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| NBO1  | Pearson Correlation | 1      | .496** | .798** | .395*  | .715** | .449*  | .815** |
|       | Sig. (2-tailed)     |        | .005   | .000   | .031   | .000   | .013   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| NBO2  | Pearson Correlation | .496** | 1      | .445*  | .305   | .539** | .533** | .676** |
|       | Sig. (2-tailed)     | .005   |        | .014   | .102   | .002   | .002   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| NBO3  | Pearson Correlation | .798** | .445*  | 1      | .530** | .772** | .513** | .853** |
|       | Sig. (2-tailed)     | .000   | .014   |        | .003   | .000   | .004   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| NBO4  | Pearson Correlation | .395*  | .305   | .530** | 1      | .449*  | .740** | .733** |
|       | Sig. (2-tailed)     | .031   | .102   | .003   |        | .013   | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| NBO5  | Pearson Correlation | .715** | .539** | .772** | .449*  | 1      | .591** | .852** |
|       | Sig. (2-tailed)     | .000   | .002   | .000   | .013   |        | .001   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| NBO6  | Pearson Correlation | .449*  | .533** | .513** | .740** | .591** | 1      | .814** |
|       | Sig. (2-tailed)     | .013   | .002   | .004   | .000   | .001   |        | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| TOTAL | Pearson Correlation | .815** | .676** | .853** | .733** | .852** | .814** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   |        |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |

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

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

**Correlations**

|       |                     | KKD1   | KKD2   | KKD3   | KKD4   | KKD5   | KKD6   | TOTAL  |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| KKD1  | Pearson Correlation | 1      | .824** | .691** | .803** | .720** | .652** | .879** |
|       | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| KKD2  | Pearson Correlation | .824** | 1      | .734** | .802** | .658** | .760** | .898** |
|       | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| KKD3  | Pearson Correlation | .691** | .734** | 1      | .741** | .766** | .668** | .872** |
|       | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000   | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| KKD4  | Pearson Correlation | .803** | .802** | .741** | 1      | .833** | .718** | .925** |
|       | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| KKD5  | Pearson Correlation | .720** | .658** | .766** | .833** | 1      | .723** | .888** |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| KKD6  | Pearson Correlation | .652** | .760** | .668** | .718** | .723** | 1      | .846** |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |        | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| TOTAL | Pearson Correlation | .879** | .898** | .872** | .925** | .888** | .846** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   |        |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |

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

### Lampiran 3. Hasil Uji Reliabilitas

#### Reliability

Scale: ALL VARIABLES

#### 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 |
|------------------|------------|
| .616             | 5          |

#### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| UT1 | 17.20                      | 2.786                          | .477                             | .502                             |
| UT2 | 17.13                      | 3.085                          | .368                             | .562                             |
| UT3 | 17.20                      | 2.648                          | .625                             | .424                             |
| UT5 | 17.33                      | 3.333                          | .225                             | .636                             |
| UT6 | 17.13                      | 3.568                          | .194                             | .641                             |

## Reliability

Scale: ALL VARIABLES

### 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 |
|------------------|------------|
| .892             | 6          |

### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| HD1 | 20.13                      | 15.775                         | .767                             | .869                             |
| HD2 | 20.37                      | 17.826                         | .594                             | .894                             |
| HD3 | 20.30                      | 15.390                         | .788                             | .864                             |
| HD4 | 20.57                      | 14.047                         | .747                             | .867                             |
| HD5 | 20.63                      | 13.620                         | .728                             | .873                             |
| HD6 | 20.50                      | 12.810                         | .785                             | .865                             |

## Reliability

### Scale: ALL VARIABLES

#### 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 |
|------------------|------------|
| .655             | 4          |

#### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| KM1 | 12.73                      | 2.754                          | .493                             | .555                             |
| KM2 | 12.77                      | 2.875                          | .440                             | .588                             |
| KM3 | 12.80                      | 2.234                          | .494                             | .548                             |
| KM4 | 12.90                      | 2.852                          | .342                             | .651                             |

## Reliability

Scale: ALL VARIABLES

### 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 |
|------------------|------------|
| .627             | 6          |

### Item-Total Statistics

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| K1 | 21.63                      | 4.309                          | .347                             | .591                             |
| K2 | 21.63                      | 3.964                          | .318                             | .599                             |
| K3 | 21.70                      | 4.079                          | .406                             | .569                             |
| K4 | 21.97                      | 3.689                          | .283                             | .628                             |
| K5 | 21.53                      | 3.982                          | .357                             | .583                             |
| K6 | 21.70                      | 3.597                          | .495                             | .526                             |



## Reliability

Scale: ALL VARIABLES

### 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 |
|------------------|------------|
| .487             | 4          |

### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| AS1 | 13.23                      | 1.702                          | .117                             | .543                             |
| AS2 | 13.17                      | 1.454                          | .319                             | .389                             |
| AS3 | 13.20                      | 1.338                          | .438                             | .289                             |
| AS4 | 13.30                      | 1.045                          | .311                             | .409                             |

## Reliability

### Case Processing Summary

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

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .579             | 5          |

### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| PE1 | 18.17                      | 2.626                          | .223                             | .581                             |
| PE2 | 18.40                      | 2.110                          | .394                             | .489                             |
| PE3 | 18.20                      | 2.372                          | .467                             | .466                             |
| PE4 | 18.20                      | 2.510                          | .367                             | .514                             |
| PE5 | 18.23                      | 2.185                          | .289                             | .564                             |

## Reliability

Scale: ALL VARIABLES

### 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 |
|------------------|------------|
| .738             | 5          |

### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| KI1 | 17.33                      | 3.609                          | .337                             | .747                             |
| KI2 | 17.27                      | 3.099                          | .604                             | .657                             |
| KI3 | 17.47                      | 3.016                          | .489                             | .699                             |
| KI4 | 17.33                      | 2.782                          | .717                             | .606                             |
| KI5 | 17.40                      | 3.283                          | .392                             | .736                             |

## Reliability

Scale: ALL VARIABLES

### 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 |
|------------------|------------|
| .915             | 3          |

### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| PE1 | 7.63                       | 5.068                          | .912                             | .807                             |
| PE2 | 7.53                       | 6.602                          | .737                             | .954                             |
| PE3 | 7.83                       | 4.695                          | .873                             | .848                             |

## Reliability

### Scale: ALL VARIABLES

#### 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 |
|------------------|------------|
| .871             | 2          |

#### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| IS1 | 3.90                       | 1.334                          | .780                             | .                                |
| IS2 | 4.03                       | .999                           | .780                             | .                                |

## Reliability

Scale: ALL VARIABLES

### 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 |
|------------------|------------|
| .802             | 3          |

### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| NB1 | 8.37                       | 1.689                          | .720                             | .654                             |
| NB2 | 8.47                       | 1.982                          | .584                             | .794                             |
| NB3 | 8.43                       | 1.633                          | .650                             | .732                             |

## Reliability

Scale: ALL VARIABLES

### 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 |
|------------------|------------|
| .919             | 5          |

### Item-Total Statistics

|      | Scale Mean if Item | Scale Variance if Item | Corrected Item-Total | Cronbach's Alpha if |
|------|--------------------|------------------------|----------------------|---------------------|
|      | Deleted            | Deleted                | Correlation          | Item Deleted        |
| NPO1 | 16.57              | 9.151                  | .829                 | .895                |
| NPO2 | 16.70              | 9.872                  | .811                 | .896                |
| NPO3 | 16.50              | 10.190                 | .844                 | .890                |
| NPO4 | 16.63              | 10.171                 | .803                 | .898                |
| NPO5 | 16.80              | 11.821                 | .707                 | .919                |

## Reliability

Scale: ALL VARIABLES

### 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 |
|------------------|------------|
| .878             | 6          |

### Item-Total Statistics

|      | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| NBO1 | 21.00                      | 7.517                          | .705                             | .855                             |
| NBO2 | 20.97                      | 8.999                          | .566                             | .876                             |
| NBO3 | 20.80                      | 7.959                          | .785                             | .842                             |
| NBO4 | 21.03                      | 8.171                          | .602                             | .872                             |
| NBO5 | 20.87                      | 7.844                          | .779                             | .842                             |
| NBO6 | 20.83                      | 7.592                          | .707                             | .854                             |



## Reliability

Scale: ALL VARIABLES

### 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 |
|------------------|------------|
| .878             | 6          |

### Item-Total Statistics

|      | Scale Mean if Item | Scale Variance if Item | Corrected Item-Total | Cronbach's Alpha if |
|------|--------------------|------------------------|----------------------|---------------------|
|      | Deleted            | Deleted                | Correlation          | Item Deleted        |
| NBO1 | 21.00              | 7.517                  | .705                 | .855                |
| NBO2 | 20.97              | 8.999                  | .566                 | .876                |
| NBO3 | 20.80              | 7.959                  | .785                 | .842                |
| NBO4 | 21.03              | 8.171                  | .602                 | .872                |
| NBO5 | 20.87              | 7.844                  | .779                 | .842                |
| NBO6 | 20.83              | 7.592                  | .707                 | .854                |

## Reliability

Scale: ALL VARIABLES

### 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 |
|------------------|------------|
| .944             | 6          |

### Item-Total Statistics

|      | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| KKD1 | 20.27                      | 19.237                         | .830                             | .934                             |
| KKD2 | 20.47                      | 18.464                         | .850                             | .931                             |
| KKD3 | 20.73                      | 18.064                         | .806                             | .937                             |
| KKD4 | 20.40                      | 17.490                         | .885                             | .926                             |
| KKD5 | 20.57                      | 18.392                         | .835                             | .932                             |
| KKD6 | 20.40                      | 19.559                         | .785                             | .939                             |

## Lampiran 4. Hasil Uji Regresi Pengaruh Nilai Utilitarian, Nilai Hedonis, Kesesuaian Konsep Diri terhadap Niat Pencarian Online

### Regression

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

| Model | Variables Entered   | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1     | Konsep Kesesuaian Diri, Nilai Utilitarian, Nilai Hedonis <sup>b</sup> |                   | Enter  |

a. Dependent Variable: Niat Pencarian Online

b. All requested variables entered.

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .787 <sup>a</sup> | .620     | .608              | 2.17008                    |

a. Predictors: (Constant), Konsep Kesesuaian Diri, Nilai Utilitarian, Nilai Hedonis

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

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 736.661        | 3  | 245.554     | 52.143 | .000 <sup>b</sup> |
|       | Residual   | 452.089        | 96 | 4.709       |        |                   |
|       | Total      | 1188.750       | 99 |             |        |                   |

a. Dependent Variable: Niat Pencarian Online

b. Predictors: (Constant), Konsep Kesesuaian Diri, Nilai Utilitarian, Nilai Hedonis

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

| Model |                        | Unstandardized Coefficients |            | Standardized | t     | Sig. |
|-------|------------------------|-----------------------------|------------|--------------|-------|------|
|       |                        | B                           | Std. Error | Coefficients |       |      |
| 1     | (Constant)             | .627                        | 2.344      |              | .268  | .790 |
|       | Nilai Utilitarian      | .180                        | .099       | .131         | 1.828 | .071 |
|       | Nilai Hedonis          | .259                        | .085       | .282         | 3.038 | .003 |
|       | Konsep Kesesuaian Diri | .371                        | .074       | .484         | 5.042 | .000 |

a. Dependent Variable: Niat Pencarian Online

**Lampiran 5. Hasil Uji Regresi Pengaruh Keinginan untuk Mengendalikan, Kenyamanan, Assortment, Penghematan Ekonomi / Biaya, Ketersediaan Informasi terhadap Nilai Utilitarian**

**Regression**

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

| Model | Variables Entered   | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1     | Ketersediaan Informasi, Kenyamanan, Assortment, Keinginan untuk Mengendalikan, Penghematan Ekonomi / Biaya <sup>b</sup> |                   | Enter  |

a. Dependent Variable: Nilai Utilitarian

b. All requested variables entered.

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .762 <sup>a</sup> | .581     | .559              | 1.97760                    |

a. Predictors: (Constant), Ketersediaan Informasi, Kenyamanan, Assortment, Keinginan untuk Mengendalikan, Penghematan Ekonomi / Biaya

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

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 509.613        | 5  | 101.923     | 26.061 | .000 <sup>b</sup> |
|       | Residual   | 367.627        | 94 | 3.911       |        |                   |
|       | Total      | 877.240        | 99 |             |        |                   |

a. Dependent Variable: Nilai Utilitarian

b. Predictors: (Constant), Ketersediaan Informasi, Kenyamanan, Assortment, Keinginan untuk Mengendalikan, Penghematan Ekonomi / Biaya

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

| Model |                               | Unstandardized Coefficients |            | Standardized         | t     | Sig. |
|-------|-------------------------------|-----------------------------|------------|----------------------|-------|------|
|       |                               | B                           | Std. Error | Coefficients<br>Beta |       |      |
| 1     | (Constant)                    | 1.968                       | 2.195      |                      | .897  | .372 |
|       | Keinginan untuk Mengendalikan | .230                        | .112       | .182                 | 2.060 | .042 |
|       | Kenyamanan                    | .311                        | .094       | .309                 | 3.297 | .001 |
|       | Assortment                    | .154                        | .140       | .099                 | 1.099 | .274 |
|       | Penghematan Ekonomi / Biaya   | .079                        | .126       | .060                 | .624  | .534 |
|       | Ketersediaan Informasi        | .354                        | .113       | .288                 | 3.144 | .002 |

a. Dependent Variable: Nilai Utilitarian

## Lampiran 6. Hasil Uji Regresi Petualangan, Interaksi Sosial dan Nilai Belanja terhadap Nilai Hedonis

### Regression

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

| Model | Variables Entered   | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1     | Nilai Belanja, Interaksi Sosial, Petualangan <sup>b</sup> |                   | Enter  |

a. Dependent Variable: Niat Pencarian Online

b. All requested variables entered.

#### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .748 <sup>a</sup> | .559     | .546              | 2.65973                    |

a. Predictors: (Constant), Nilai Belanja, Interaksi Sosial, Petualangan

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

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 861.882        | 3  | 287.294     | 40.612 | .000 <sup>b</sup> |
|       | Residual   | 679.118        | 96 | 7.074       |        |                   |
|       | Total      | 1541.000       | 99 |             |        |                   |

a. Dependent Variable: Niat Pencarian Online

b. Predictors: (Constant), Nilai Belanja, Interaksi Sosial, Petualangan

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

| Model |                  | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                  | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)       | 15.187                      | 3.937      |                           | 3.857 | .000 |
|       | Petualangan      | .955                        | .098       | .677                      | 9.758 | .000 |
|       | Interaksi Sosial | .535                        | .251       | .147                      | 2.132 | .036 |
|       | Nilai Belanja    | .460                        | .221       | .142                      | 2.080 | .040 |

a. Dependent Variable: Niat Pencarian Online

## Lampiran 7. Hasil Uji Regresi Niat Pencarian Online dan Kesesuaian Konsep Diri terhadap Niat Pembelian Online

### Regression

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

| Model | Variables Entered  | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1     | Kesesuaian Konsep Diri, Niat Pencarian Online <sup>b</sup> |                   | Enter  |

a. Dependent Variable: Niat Pembelian Online

b. All requested variables entered.

#### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .709 <sup>a</sup> | .503     | .493              | 2.46182                    |

a. Predictors: (Constant), Kesesuaian Konsep Diri, Niat Pencarian Online

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

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 595.517        | 2  | 297.759     | 49.131 | .000 <sup>b</sup> |
|       | Residual   | 587.873        | 97 | 6.061       |        |                   |
|       | Total      | 1183.390       | 99 |             |        |                   |

a. Dependent Variable: Niat Pembelian Online

b. Predictors: (Constant), Kesesuaian Konsep Diri, Niat Pencarian Online

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

| Model |                        | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                        | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)             | 8.299                       | 2.296      |                           | 3.615 | .000 |
|       | Niat Pencarian Online  | .224                        | .106       | .161                      | 2.109 | .038 |
|       | Kesesuaian Konsep Diri | .488                        | .058       | .638                      | 8.360 | .000 |

a. Dependent Variable: Niat Pembelian Online



## Lampiran 8. Hasil Uji Regresi Kesesuaian Konsep Diri terhadap Nilai Hedonis

### Regression

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

| Model | Variables Entered                   | Variables Removed | Method |
|-------|-------------------------------------|-------------------|--------|
| 1     | Konsep Kesesuaian Diri <sup>b</sup> |                   | Enter  |

a. Dependent Variable: Nilai Hedonis

b. All requested variables entered.

#### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .772 <sup>a</sup> | .596     | .592              | 2.49071                    |

a. Predictors: (Constant), Konsep Kesesuaian Diri

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

| Model |            | Sum of Squares | df  | Mean Square | F       | Sig.              |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1     | Regression | 931.689        | 1   | 931.689     | 150.184 | .000 <sup>b</sup> |
|       | Residual   | 632.773        | 102 | 6.204       |         |                   |
|       | Total      | 1564.462       | 103 |             |         |                   |

a. Dependent Variable: Nilai Hedonis

b. Predictors: (Constant), Konsep Kesesuaian Diri

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

| Model |                        | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                        | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)             | 8.183                       | 1.375      |                           | 5.950  | .000 |
|       | Konsep Kesesuaian Diri | .675                        | .055       | .772                      | 12.255 | .000 |

a. Dependent Variable: Nilai Hedonis

**Lampiran 9. Tabel r**

| df = (N-2) | Tingkat signifikansi untuk uji satu arah |        |        |        |        |
|------------|--|--------|--------|--------|--------|
|            | 0.05                                     | 0.025  | 0.01   | 0.005  | 0.0005 |
|            | Tingkat signifikansi untuk uji dua arah  |        |        |        |        |
|            | 0.1                                      | 0.05   | 0.02   | 0.01   | 0.001  |
| 1          | 0.9877                                   | 0.9969 | 0.9995 | 0.9999 | 1.0000 |
| 2          | 0.9000                                   | 0.9500 | 0.9800 | 0.9900 | 0.9990 |
| 3          | 0.8054                                   | 0.8783 | 0.9343 | 0.9587 | 0.9911 |
| 4          | 0.7293                                   | 0.8114 | 0.8822 | 0.9172 | 0.9741 |
| 5          | 0.6694                                   | 0.7545 | 0.8329 | 0.8745 | 0.9509 |
| 6          | 0.6215                                   | 0.7067 | 0.7887 | 0.8343 | 0.9249 |
| 7          | 0.5822                                   | 0.6664 | 0.7498 | 0.7977 | 0.8983 |
| 8          | 0.5494                                   | 0.6319 | 0.7155 | 0.7646 | 0.8721 |
| 9          | 0.5214                                   | 0.6021 | 0.6851 | 0.7348 | 0.8470 |
| 10         | 0.4973                                   | 0.5760 | 0.6581 | 0.7079 | 0.8233 |
| 11         | 0.4762                                   | 0.5529 | 0.6339 | 0.6835 | 0.8010 |
| 12         | 0.4575                                   | 0.5324 | 0.6120 | 0.6614 | 0.7800 |
| 13         | 0.4409                                   | 0.5140 | 0.5923 | 0.6411 | 0.7604 |
| 14         | 0.4259                                   | 0.4973 | 0.5742 | 0.6226 | 0.7419 |
| 15         | 0.4124                                   | 0.4821 | 0.5577 | 0.6055 | 0.7247 |
| 16         | 0.4000                                   | 0.4683 | 0.5425 | 0.5897 | 0.7084 |
| 17         | 0.3887                                   | 0.4555 | 0.5285 | 0.5751 | 0.6932 |
| 18         | 0.3783                                   | 0.4438 | 0.5155 | 0.5614 | 0.6788 |
| 19         | 0.3687                                   | 0.4329 | 0.5034 | 0.5487 | 0.6652 |
| 20         | 0.3598                                   | 0.4227 | 0.4921 | 0.5368 | 0.6524 |
| 21         | 0.3515                                   | 0.4132 | 0.4815 | 0.5256 | 0.6402 |
| 22         | 0.3438                                   | 0.4044 | 0.4716 | 0.5151 | 0.6287 |
| 23         | 0.3365                                   | 0.3961 | 0.4622 | 0.5052 | 0.6178 |
| 24         | 0.3297                                   | 0.3882 | 0.4534 | 0.4958 | 0.6074 |
| 25         | 0.3233                                   | 0.3809 | 0.4451 | 0.4869 | 0.5974 |
| 26         | 0.3172                                   | 0.3739 | 0.4372 | 0.4785 | 0.5880 |
| 27         | 0.3115                                   | 0.3673 | 0.4297 | 0.4705 | 0.5790 |
| 28         | 0.3061                                   | 0.3610 | 0.4226 | 0.4629 | 0.5703 |
| 29         | 0.3009                                   | 0.3550 | 0.4158 | 0.4556 | 0.5620 |
| 30         | 0.2960                                   | 0.3494 | 0.4093 | 0.4487 | 0.5541 |
| 31         | 0.2913                                   | 0.3440 | 0.4032 | 0.4421 | 0.5465 |
| 32         | 0.2869                                   | 0.3388 | 0.3972 | 0.4357 | 0.5392 |
| 33         | 0.2826                                   | 0.3338 | 0.3916 | 0.4296 | 0.5322 |
| 34         | 0.2785                                   | 0.3291 | 0.3862 | 0.4238 | 0.5254 |
| 35         | 0.2746                                   | 0.3246 | 0.3810 | 0.4182 | 0.5189 |

|           |        |        |        |        |        |
|-----------|--------|--------|--------|--------|--------|
| <b>36</b> | 0.2709 | 0.3202 | 0.3760 | 0.4128 | 0.5126 |
| <b>37</b> | 0.2673 | 0.3160 | 0.3712 | 0.4076 | 0.5066 |
| <b>38</b> | 0.2638 | 0.3120 | 0.3665 | 0.4026 | 0.5007 |
| <b>39</b> | 0.2605 | 0.3081 | 0.3621 | 0.3978 | 0.4950 |
| <b>40</b> | 0.2573 | 0.3044 | 0.3578 | 0.3932 | 0.4896 |
| <b>41</b> | 0.2542 | 0.3008 | 0.3536 | 0.3887 | 0.4843 |
| <b>42</b> | 0.2512 | 0.2973 | 0.3496 | 0.3843 | 0.4791 |
| <b>43</b> | 0.2483 | 0.2940 | 0.3457 | 0.3801 | 0.4742 |
| <b>44</b> | 0.2455 | 0.2907 | 0.3420 | 0.3761 | 0.4694 |
| <b>45</b> | 0.2429 | 0.2876 | 0.3384 | 0.3721 | 0.4647 |
| <b>46</b> | 0.2403 | 0.2845 | 0.3348 | 0.3683 | 0.4601 |
| <b>47</b> | 0.2377 | 0.2816 | 0.3314 | 0.3646 | 0.4557 |
| <b>48</b> | 0.2353 | 0.2787 | 0.3281 | 0.3610 | 0.4514 |
| <b>49</b> | 0.2329 | 0.2759 | 0.3249 | 0.3575 | 0.4473 |
| <b>50</b> | 0.2306 | 0.2732 | 0.3218 | 0.3542 | 0.4432 |

| df = (N-2) | Tingkat signifikansi untuk uji satu arah |              |             |              |               |
|------------|--|--------------|-------------|--------------|---------------|
|            | <b>0.05</b>                              | <b>0.025</b> | <b>0.01</b> | <b>0.005</b> | <b>0.0005</b> |
|            | Tingkat signifikansi untuk uji dua arah  |              |             |              |               |
|            | <b>0.1</b>                               | <b>0.05</b>  | <b>0.02</b> | <b>0.01</b>  | <b>0.001</b>  |
| <b>51</b>  | 0.2284                                   | 0.2706       | 0.3188      | 0.3509       | 0.4393        |
| <b>52</b>  | 0.2262                                   | 0.2681       | 0.3158      | 0.3477       | 0.4354        |
| <b>53</b>  | 0.2241                                   | 0.2656       | 0.3129      | 0.3445       | 0.4317        |
| <b>54</b>  | 0.2221                                   | 0.2632       | 0.3102      | 0.3415       | 0.4280        |
| <b>55</b>  | 0.2201                                   | 0.2609       | 0.3074      | 0.3385       | 0.4244        |
| <b>56</b>  | 0.2181                                   | 0.2586       | 0.3048      | 0.3357       | 0.4210        |
| <b>57</b>  | 0.2162                                   | 0.2564       | 0.3022      | 0.3328       | 0.4176        |
| <b>58</b>  | 0.2144                                   | 0.2542       | 0.2997      | 0.3301       | 0.4143        |
| <b>59</b>  | 0.2126                                   | 0.2521       | 0.2972      | 0.3274       | 0.4110        |
| <b>60</b>  | 0.2108                                   | 0.2500       | 0.2948      | 0.3248       | 0.4079        |
| <b>61</b>  | 0.2091                                   | 0.2480       | 0.2925      | 0.3223       | 0.4048        |
| <b>62</b>  | 0.2075                                   | 0.2461       | 0.2902      | 0.3198       | 0.4018        |
| <b>63</b>  | 0.2058                                   | 0.2441       | 0.2880      | 0.3173       | 0.3988        |
| <b>64</b>  | 0.2042                                   | 0.2423       | 0.2858      | 0.3150       | 0.3959        |
| <b>65</b>  | 0.2027                                   | 0.2404       | 0.2837      | 0.3126       | 0.3931        |
| <b>66</b>  | 0.2012                                   | 0.2387       | 0.2816      | 0.3104       | 0.3903        |
| <b>67</b>  | 0.1997                                   | 0.2369       | 0.2796      | 0.3081       | 0.3876        |
| <b>68</b>  | 0.1982                                   | 0.2352       | 0.2776      | 0.3060       | 0.3850        |
| <b>69</b>  | 0.1968                                   | 0.2335       | 0.2756      | 0.3038       | 0.3823        |
| <b>70</b>  | 0.1954                                   | 0.2319       | 0.2737      | 0.3017       | 0.3798        |

|                   |   |              |             |              |               |
|-------------------|---|--------------|-------------|--------------|---------------|
| <b>71</b>         | 0.1940  | 0.2303       | 0.2718      | 0.2997       | 0.3773        |
| <b>72</b>         | 0.1927  | 0.2287       | 0.2700      | 0.2977       | 0.3748        |
| <b>73</b>         | 0.1914  | 0.2272       | 0.2682      | 0.2957       | 0.3724        |
| <b>74</b>         | 0.1901  | 0.2257       | 0.2664      | 0.2938       | 0.3701        |
| <b>75</b>         | 0.1888  | 0.2242       | 0.2647      | 0.2919       | 0.3678        |
| <b>76</b>         | 0.1876  | 0.2227       | 0.2630      | 0.2900       | 0.3655        |
| <b>77</b>         | 0.1864  | 0.2213       | 0.2613      | 0.2882       | 0.3633        |
| <b>78</b>         | 0.1852  | 0.2199       | 0.2597      | 0.2864       | 0.3611        |
| <b>79</b>         | 0.1841  | 0.2185       | 0.2581      | 0.2847       | 0.3589        |
| <b>80</b>         | 0.1829  | 0.2172       | 0.2565      | 0.2830       | 0.3568        |
| <b>81</b>         | 0.1818  | 0.2159       | 0.2550      | 0.2813       | 0.3547        |
| <b>82</b>         | 0.1807  | 0.2146       | 0.2535      | 0.2796       | 0.3527        |
| <b>83</b>         | 0.1796  | 0.2133       | 0.2520      | 0.2780       | 0.3507        |
| <b>84</b>         | 0.1786  | 0.2120       | 0.2505      | 0.2764       | 0.3487        |
| <b>85</b>         | 0.1775  | 0.2108       | 0.2491      | 0.2748       | 0.3468        |
| <b>86</b>         | 0.1765  | 0.2096       | 0.2477      | 0.2732       | 0.3449        |
| <b>87</b>         | 0.1755  | 0.2084       | 0.2463      | 0.2717       | 0.3430        |
| <b>88</b>         | 0.1745  | 0.2072       | 0.2449      | 0.2702       | 0.3412        |
| <b>89</b>         | 0.1735  | 0.2061       | 0.2435      | 0.2687       | 0.3393        |
| <b>90</b>         | 0.1726  | 0.2050       | 0.2422      | 0.2673       | 0.3375        |
| <b>91</b>         | 0.1716  | 0.2039       | 0.2409      | 0.2659       | 0.3358        |
| <b>92</b>         | 0.1707  | 0.2028       | 0.2396      | 0.2645       | 0.3341        |
| <b>93</b>         | 0.1698  | 0.2017       | 0.2384      | 0.2631       | 0.3323        |
| <b>94</b>         | 0.1689  | 0.2006       | 0.2371      | 0.2617       | 0.3307        |
| <b>95</b>         | 0.1680  | 0.1996       | 0.2359      | 0.2604       | 0.3290        |
| <b>96</b>         | 0.1671  | 0.1986       | 0.2347      | 0.2591       | 0.3274        |
| <b>97</b>         | 0.1663  | 0.1975       | 0.2335      | 0.2578       | 0.3258        |
| <b>98</b>         | 0.1654  | 0.1966       | 0.2324      | 0.2565       | 0.3242        |
| <b>99</b>         | 0.1646  | 0.1956       | 0.2312      | 0.2552       | 0.3226        |
| <b>100</b>        | 0.1638  | 0.1946       | 0.2301      | 0.2540       | 0.3211        |
| <b>df = (N-2)</b> | <b>Tingkat signifikansi untuk uji satu arah</b> |              |             |              |               |
|                   | <b>0.05</b>                                     | <b>0.025</b> | <b>0.01</b> | <b>0.005</b> | <b>0.0005</b> |
|                   | <b>Tingkat signifikansi untuk uji dua arah</b>  |              |             |              |               |
|                   | <b>0.1</b>                                      | <b>0.05</b>  | <b>0.02</b> | <b>0.01</b>  | <b>0.001</b>  |
| <b>101</b>        | 0.1630  | 0.1937       | 0.2290      | 0.2528       | 0.3196        |
| <b>102</b>        | 0.1622  | 0.1927       | 0.2279      | 0.2515       | 0.3181        |
| <b>103</b>        | 0.1614  | 0.1918       | 0.2268      | 0.2504       | 0.3166        |
| <b>104</b>        | 0.1606  | 0.1909       | 0.2257      | 0.2492       | 0.3152        |
| <b>105</b>        | 0.1599  | 0.1900       | 0.2247      | 0.2480       | 0.3137        |
| <b>106</b>        | 0.1591  | 0.1891       | 0.2236      | 0.2469       | 0.3123        |
| <b>107</b>        | 0.1584  | 0.1882       | 0.2226      | 0.2458       | 0.3109        |

|            |        |        |        |        |        |
|------------|--------|--------|--------|--------|--------|
| <b>108</b> | 0.1576 | 0.1874 | 0.2216 | 0.2446 | 0.3095 |
| <b>109</b> | 0.1569 | 0.1865 | 0.2206 | 0.2436 | 0.3082 |
| <b>110</b> | 0.1562 | 0.1857 | 0.2196 | 0.2425 | 0.3068 |
| <b>111</b> | 0.1555 | 0.1848 | 0.2186 | 0.2414 | 0.3055 |
| <b>112</b> | 0.1548 | 0.1840 | 0.2177 | 0.2403 | 0.3042 |
| <b>113</b> | 0.1541 | 0.1832 | 0.2167 | 0.2393 | 0.3029 |
| <b>114</b> | 0.1535 | 0.1824 | 0.2158 | 0.2383 | 0.3016 |
| <b>115</b> | 0.1528 | 0.1816 | 0.2149 | 0.2373 | 0.3004 |
| <b>116</b> | 0.1522 | 0.1809 | 0.2139 | 0.2363 | 0.2991 |
| <b>117</b> | 0.1515 | 0.1801 | 0.2131 | 0.2353 | 0.2979 |
| <b>118</b> | 0.1509 | 0.1793 | 0.2122 | 0.2343 | 0.2967 |
| <b>119</b> | 0.1502 | 0.1786 | 0.2113 | 0.2333 | 0.2955 |
| <b>120</b> | 0.1496 | 0.1779 | 0.2104 | 0.2324 | 0.2943 |
| <b>121</b> | 0.1490 | 0.1771 | 0.2096 | 0.2315 | 0.2931 |
| <b>122</b> | 0.1484 | 0.1764 | 0.2087 | 0.2305 | 0.2920 |
| <b>123</b> | 0.1478 | 0.1757 | 0.2079 | 0.2296 | 0.2908 |
| <b>124</b> | 0.1472 | 0.1750 | 0.2071 | 0.2287 | 0.2897 |
| <b>125</b> | 0.1466 | 0.1743 | 0.2062 | 0.2278 | 0.2886 |
| <b>126</b> | 0.1460 | 0.1736 | 0.2054 | 0.2269 | 0.2875 |
| <b>127</b> | 0.1455 | 0.1729 | 0.2046 | 0.2260 | 0.2864 |
| <b>128</b> | 0.1449 | 0.1723 | 0.2039 | 0.2252 | 0.2853 |
| <b>129</b> | 0.1443 | 0.1716 | 0.2031 | 0.2243 | 0.2843 |
| <b>130</b> | 0.1438 | 0.1710 | 0.2023 | 0.2235 | 0.2832 |
| <b>131</b> | 0.1432 | 0.1703 | 0.2015 | 0.2226 | 0.2822 |
| <b>132</b> | 0.1427 | 0.1697 | 0.2008 | 0.2218 | 0.2811 |
| <b>133</b> | 0.1422 | 0.1690 | 0.2001 | 0.2210 | 0.2801 |
| <b>134</b> | 0.1416 | 0.1684 | 0.1993 | 0.2202 | 0.2791 |
| <b>135</b> | 0.1411 | 0.1678 | 0.1986 | 0.2194 | 0.2781 |
| <b>136</b> | 0.1406 | 0.1672 | 0.1979 | 0.2186 | 0.2771 |
| <b>137</b> | 0.1401 | 0.1666 | 0.1972 | 0.2178 | 0.2761 |
| <b>138</b> | 0.1396 | 0.1660 | 0.1965 | 0.2170 | 0.2752 |
| <b>139</b> | 0.1391 | 0.1654 | 0.1958 | 0.2163 | 0.2742 |
| <b>140</b> | 0.1386 | 0.1648 | 0.1951 | 0.2155 | 0.2733 |
| <b>141</b> | 0.1381 | 0.1642 | 0.1944 | 0.2148 | 0.2723 |
| <b>142</b> | 0.1376 | 0.1637 | 0.1937 | 0.2140 | 0.2714 |
| <b>143</b> | 0.1371 | 0.1631 | 0.1930 | 0.2133 | 0.2705 |
| <b>144</b> | 0.1367 | 0.1625 | 0.1924 | 0.2126 | 0.2696 |
| <b>145</b> | 0.1362 | 0.1620 | 0.1917 | 0.2118 | 0.2687 |
| <b>146</b> | 0.1357 | 0.1614 | 0.1911 | 0.2111 | 0.2678 |
| <b>147</b> | 0.1353 | 0.1609 | 0.1904 | 0.2104 | 0.2669 |
| <b>148</b> | 0.1348 | 0.1603 | 0.1898 | 0.2097 | 0.2660 |

|            |        |        |        |        |        |
|------------|--------|--------|--------|--------|--------|
| <b>149</b> | 0.1344 | 0.1598 | 0.1892 | 0.2090 | 0.2652 |
| <b>150</b> | 0.1339 | 0.1593 | 0.1886 | 0.2083 | 0.2643 |

## **Lampiran 10. Jawaban Responden**

| Respon<br>de<br>n | PF<br>1        | P<br>F2 | Jenis<br>Kela<br>min | Us<br>ia                       | Pend<br>apata<br>n                           | K<br>M<br>1 | K<br>M<br>2 | K<br>M<br>3 | K<br>M<br>4 | TO<br>TA<br>L | K<br>1 | K<br>2 | K<br>3 | K<br>4 | K<br>5 | K<br>6 | TO<br>TA<br>L | A<br>1 | A<br>2 | A<br>3 | A<br>4 | TO<br>TA<br>L | P<br>E<br>1 | P<br>E<br>2 | P<br>E<br>3 | P<br>E<br>4 | P<br>E<br>5 | TO<br>TA<br>L |
|-------------------|----------------|---------|----------------------|--------------------------------|--|-------------|-------------|-------------|-------------|---------------|--------|--------|--------|--------|--------|--------|---------------|--------|--------|--------|--------|---------------|-------------|-------------|-------------|-------------|-------------|---------------|
| 1                 | Per<br>na<br>h | Y<br>a  | Laki -<br>Laki       | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>3.000<br>.001<br>- Rp<br>4.500<br>.000 | 5           | 5           | 5           | 5           | 20            | 4      | 4      | 5      | 4      | 5      | 5      | 27            | 5      | 5      | 5      | 5      | 20            | 4           | 4           | 5           | 5           | 5           | 23            |
| 2                 | Per<br>na<br>h | Y<br>a  | Laki -<br>Laki       | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 5           | 5           | 5           | 5           | 20            | 4      | 4      | 4      | 3      | 4      | 4      | 23            | 4      | 5      | 5      | 5      | 19            | 5           | 4           | 5           | 4           | 4           | 22            |
| 3                 | Per<br>na<br>h | Y<br>a  | Laki -<br>Laki       | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 5           | 5           | 5           | 5           | 20            | 5      | 4      | 4      | 5      | 5      | 5      | 28            | 4      | 5      | 5      | 3      | 17            | 3           | 4           | 4           | 4           | 4           | 19            |
| 4                 | Per<br>na<br>h | Y<br>a  | Laki -<br>Laki       | 23<br>-<br>27<br>ta<br>hu<br>n | Rp<br>3.000<br>.001<br>- Rp<br>4.500<br>.000 | 4           | 5           | 4           | 4           | 17            | 5      | 4      | 4      | 5      | 3      | 3      | 24            | 4      | 4      | 5      | 5      | 18            | 5           | 4           | 4           | 5           | 3           | 21            |
| 5                 | Per<br>na<br>h | Y<br>a  | Laki -<br>Laki       | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 5           | 4           | 5           | 4           | 18            | 4      | 4      | 4      | 4      | 5      | 5      | 26            | 5      | 4      | 4      | 4      | 17            | 4           | 4           | 4           | 4           | 4           | 20            |



|    |                |    |                   |                                |  |   |   |   |   |    |   |   |   |   |   |   |    |   |   |   |   |    |   |   |   |   |   |    |
|----|----------------|----|-------------------|--------------------------------|--|---|---|---|---|----|---|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|
| 6  | Per<br>na<br>h | Ya | Laki -<br>Laki    | 28<br>-<br>34<br>ta<br>hu<br>n | > Rp<br>4.500<br>.000                        | 3 | 3 | 3 | 4 | 13 | 4 | 5 | 4 | 3 | 5 | 3 | 24 | 4 | 5 | 4 | 4 | 17 | 4 | 3 | 4 | 4 | 4 | 19 |
| 7  | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta<br>hu<br>n | ≤ Rp<br>1.500<br>.000                        | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 8  | Per<br>na<br>h | Ya | Laki -<br>Laki    | 28<br>-<br>34<br>ta<br>hu<br>n | > Rp<br>4.500<br>.000                        | 4 | 4 | 5 | 3 | 16 | 4 | 4 | 3 | 3 | 5 | 4 | 23 | 4 | 5 | 4 | 5 | 18 | 5 | 4 | 4 | 5 | 5 | 23 |
| 9  | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta<br>hu<br>n | ≤ Rp<br>1.500<br>.000                        | 5 | 5 | 2 | 2 | 14 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 20 | 5 | 2 | 4 | 5 | 5 | 21 |
| 10 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 4 | 4 | 4 | 3 | 15 | 4 | 5 | 5 | 3 | 5 | 4 | 26 | 5 | 5 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 11 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp                  | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 |



|    |                |    |                   |                                |  |   |   |   |   |    |   |   |   |   |   |   |    |   |   |   |   |    |   |   |   |   |   |    |
|----|----------------|----|-------------------|--------------------------------|--|---|---|---|---|----|---|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|
| 17 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 23<br>-<br>27<br>ta<br>hu<br>n | > Rp<br>4.500<br>.000                        | 4 | 3 | 4 | 5 | 16 | 4 | 2 | 4 | 5 | 4 | 4 | 23 | 5 | 4 | 4 | 3 | 16 | 4 | 5 | 2 | 4 | 5 | 20 |
| 18 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 5 | 3 | 4 | 5 | 27 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 5 | 4 | 5 | 22 |
| 19 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 3 | 3 | 2 | 4 | 12 | 4 | 4 | 4 | 3 | 3 | 4 | 22 | 5 | 5 | 5 | 4 | 19 | 4 | 4 | 3 | 3 | 3 | 17 |
| 20 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 23<br>-<br>27<br>ta<br>hu<br>n | > Rp<br>4.500<br>.000                        | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 4 | 4 | 5 | 4 | 27 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 3 | 23 |
| 21 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 23<br>-<br>27<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 3 | 4 | 5 | 4 | 16 | 4 | 4 | 4 | 4 | 5 | 5 | 26 | 5 | 4 | 5 | 5 | 19 | 5 | 4 | 5 | 4 | 4 | 22 |
| 22 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta<br>hu<br>n | > Rp<br>4.500<br>.000                        | 4 | 5 | 4 | 5 | 18 | 4 | 5 | 4 | 5 | 4 | 5 | 27 | 4 | 5 | 5 | 4 | 18 | 5 | 4 | 4 | 4 | 5 | 22 |



|    |                |    |                   |                                |  |   |   |   |   |    |   |   |   |   |   |   |    |   |   |   |   |    |   |   |   |   |   |    |
|----|----------------|----|-------------------|--------------------------------|--|---|---|---|---|----|---|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|
| 28 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 23<br>-<br>27<br>ta<br>hu<br>n | > Rp<br>4.500<br>.000                        | 5 | 5 | 5 | 4 | 19 | 4 | 5 | 5 | 4 | 4 | 5 | 27 | 4 | 4 | 4 | 3 | 15 | 3 | 4 | 4 | 4 | 5 | 20 |
| 29 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta<br>hu<br>n | ≤ Rp<br>1.500<br>.000                        | 5 | 5 | 4 | 5 | 19 | 4 | 4 | 4 | 4 | 5 | 4 | 25 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 4 | 5 | 4 | 23 |
| 30 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 23<br>-<br>27<br>ta<br>hu<br>n | Rp<br>3.000<br>.001<br>- Rp<br>4.500<br>.000 | 4 | 5 | 4 | 5 | 18 | 4 | 5 | 4 | 5 | 5 | 4 | 27 | 5 | 4 | 5 | 4 | 18 | 5 | 4 | 5 | 5 | 4 | 23 |
| 31 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 23<br>-<br>27<br>ta<br>hu<br>n | Rp<br>3.000<br>.001<br>- Rp<br>4.500<br>.000 | 5 | 4 | 5 | 4 | 18 | 4 | 5 | 4 | 5 | 5 | 4 | 27 | 4 | 4 | 4 | 5 | 17 | 5 | 4 | 5 | 4 | 5 | 23 |
| 32 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta<br>hu<br>n | ≤ Rp<br>1.500<br>.000                        | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 33 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta<br>hu<br>n | ≤ Rp<br>1.500<br>.000                        | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 |



|    |                |    |                   |                                |  |   |   |   |   |    |   |   |   |   |   |   |    |   |   |   |   |    |   |   |   |   |   |    |
|----|----------------|----|-------------------|--------------------------------|--|---|---|---|---|----|---|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|
| 39 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 23<br>-<br>27<br>ta<br>hu<br>n | Rp<br>3.000<br>.001<br>- Rp<br>4.500<br>.000 | 4 | 4 | 3 | 5 | 16 | 5 | 5 | 4 | 3 | 3 | 2 | 22 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 3 | 4 | 5 | 20 |
| 40 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 23<br>-<br>27<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 4 | 4 | 4 | 5 | 17 | 5 | 5 | 4 | 5 | 3 | 4 | 26 | 4 | 3 | 5 | 5 | 17 | 5 | 5 | 4 | 4 | 5 | 23 |
| 41 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 23<br>-<br>27<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 |
| 42 | Bel<br>um      | Ya | Pere<br>mpua<br>n | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 |
| 43 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 23<br>-<br>27<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 3 | 5 | 4 | 4 | 16 | 4 | 3 | 4 | 5 | 5 | 5 | 26 | 5 | 4 | 4 | 5 | 18 | 5 | 4 | 5 | 5 | 5 | 24 |
| 44 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta            | Rp<br>1.500<br>.001<br>- Rp                  | 3 | 4 | 4 | 4 | 15 | 5 | 5 | 4 | 4 | 5 | 4 | 27 | 5 | 5 | 4 | 4 | 18 | 3 | 5 | 4 | 4 | 5 | 21 |





|    |                |    |                   |                                |  |   |   |   |   |    |   |   |   |   |   |   |    |   |   |   |   |    |   |   |   |   |   |    |
|----|----------------|----|-------------------|--------------------------------|--|---|---|---|---|----|---|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|
| 50 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 17<br>-<br>22<br>ta<br>hu<br>n | ≤ Rp<br>1.500<br>.000                        | 3 | 3 | 2 | 2 | 10 | 2 | 4 | 4 | 2 | 3 | 3 | 18 | 4 | 3 | 3 | 3 | 13 | 3 | 3 | 5 | 5 | 5 | 21 |
| 51 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 5 | 5 | 3 | 3 | 16 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 |
| 52 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 17<br>-<br>22<br>ta<br>hu<br>n | ≤ Rp<br>1.500<br>.000                        | 3 | 3 | 3 | 4 | 13 | 5 | 5 | 5 | 2 | 4 | 4 | 25 | 3 | 3 | 3 | 5 | 14 | 4 | 4 | 4 | 3 | 4 | 19 |
| 53 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 |
| 54 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 |
| 55 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp                  | 3 | 4 | 3 | 3 | 13 | 4 | 3 | 4 | 4 | 4 | 3 | 22 | 3 | 4 | 4 | 3 | 14 | 3 | 3 | 3 | 4 | 4 | 17 |



|    |                |    |                   |                                |  |   |   |   |   |    |   |   |   |   |   |   |    |   |   |   |   |    |   |   |   |   |    |    |
|----|----------------|----|-------------------|--------------------------------|--|---|---|---|---|----|---|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|----|
| 61 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 17<br>-<br>22<br>ta<br>hu<br>n | ≤ Rp<br>1.500<br>.000                        | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 4 | 5 | 4 | 27 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 20 |    |
| 62 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 23<br>-<br>27<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 4 | 4 | 5 | 17 | 5 | 5 | 5 | 5 | 5  | 25 |
| 63 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 23<br>-<br>27<br>ta<br>hu<br>n | > Rp<br>4.500<br>.000                        | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 3 | 3 | 5 | 3 | 24 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 4  | 20 |
| 64 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>3.000<br>.001<br>- Rp<br>4.500<br>.000 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 4 | 5 | 4 | 28 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4  | 20 |
| 65 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | ><br>35<br>ta<br>hu<br>n       | > Rp<br>4.500<br>.000                        | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 3 | 5 | 4 | 26 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 4 | 4  | 22 |
| 66 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 17<br>-<br>22<br>ta            | ≤ Rp<br>1.500<br>.000                        | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4  | 20 |



|    |                |    |                   |                                |  |   |   |   |   |    |   |   |   |   |   |   |    |   |   |   |   |    |   |   |   |   |   |    |
|----|----------------|----|-------------------|--------------------------------|--|---|---|---|---|----|---|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|
| 72 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 4 | 4 | 5 | 4 | 17 | 4 | 5 | 3 | 3 | 5 | 4 | 24 | 5 | 4 | 4 | 3 | 16 | 4 | 5 | 4 | 4 | 4 | 21 |
| 73 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 4 | 4 | 5 | 4 | 17 | 3 | 3 | 4 | 5 | 5 | 5 | 25 | 4 | 5 | 5 | 3 | 17 | 4 | 5 | 5 | 5 | 4 | 23 |
| 74 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 4 | 4 | 2 | 2 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 75 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>3.000<br>.001<br>- Rp<br>4.500<br>.000 | 4 | 4 | 2 | 4 | 14 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 76 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 23<br>-<br>27<br>ta<br>hu<br>n | > Rp<br>4.500<br>.000                        | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 77 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 23<br>-<br>27<br>ta<br>hu<br>n | > Rp<br>4.500<br>.000                        | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 |



|    |                |    |                   |                                |  |   |   |   |   |    |   |   |   |   |   |   |    |   |   |   |   |    |   |   |   |   |   |    |
|----|----------------|----|-------------------|--------------------------------|--|---|---|---|---|----|---|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|
| 83 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 4 | 5 | 4 | 28 | 4 | 4 | 4 | 5 | 17 | 5 | 5 | 5 | 4 | 4 | 23 |
| 84 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta<br>hu<br>n | ≤ Rp<br>1.500<br>.000                        | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 3 | 15 |
| 85 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 17<br>-<br>22<br>ta<br>hu<br>n | ≤ Rp<br>1.500<br>.000                        | 5 | 4 | 3 | 5 | 17 | 5 | 4 | 5 | 5 | 5 | 5 | 29 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 86 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 17<br>-<br>22<br>ta<br>hu<br>n | > Rp<br>4.500<br>.000                        | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 |
| 87 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta<br>hu<br>n | ≤ Rp<br>1.500<br>.000                        | 4 | 5 | 3 | 2 | 14 | 3 | 4 | 5 | 5 | 4 | 5 | 26 | 4 | 3 | 4 | 5 | 16 | 5 | 5 | 4 | 3 | 4 | 21 |
| 88 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 23<br>-<br>27<br>ta            | Rp<br>3.000<br>.001<br>- Rp                  | 3 | 4 | 5 | 4 | 16 | 5 | 3 | 5 | 4 | 4 | 3 | 24 | 3 | 4 | 5 | 5 | 17 | 5 | 4 | 5 | 4 | 3 | 21 |





|    |                |    |                   |                                |  |   |   |   |   |    |   |   |   |   |   |   |    |   |   |   |   |    |   |   |   |   |   |    |
|----|----------------|----|-------------------|--------------------------------|--|---|---|---|---|----|---|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|
| 94 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 23<br>-<br>27<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 2 | 4 | 4 | 3 | 13 | 5 | 5 | 4 | 5 | 3 | 4 | 26 | 5 | 4 | 3 | 4 | 16 | 5 | 5 | 4 | 3 | 4 | 21 |
| 95 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 4 | 4 | 5 | 4 | 17 | 3 | 3 | 4 | 4 | 5 | 3 | 22 | 4 | 5 | 4 | 5 | 18 | 4 | 3 | 4 | 5 | 3 | 19 |
| 96 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 23<br>-<br>27<br>ta<br>hu<br>n | > Rp<br>4.500<br>.000                        | 4 | 5 | 4 | 4 | 17 | 4 | 5 | 5 | 4 | 3 | 2 | 23 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 4 | 5 | 3 | 22 |
| 97 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 4 | 3 | 3 | 4 | 14 | 5 | 3 | 4 | 3 | 5 | 5 | 25 | 4 | 3 | 4 | 3 | 14 | 5 | 5 | 5 | 5 | 4 | 24 |
| 98 | Per<br>na<br>h | Ya | Pere<br>mpua<br>n | 23<br>-<br>27<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 5 | 5 | 5 | 4 | 19 | 4 | 4 | 4 | 3 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 5 | 4 | 3 | 20 |
| 99 | Per<br>na<br>h | Ya | Laki -<br>Laki    | 17<br>-<br>22<br>ta            | Rp<br>3.000<br>.001<br>- Rp                  | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 4 | 5 | 5 | 5 | 29 | 4 | 5 | 4 | 5 | 18 | 4 | 3 | 4 | 5 | 5 | 21 |



|     |                |        |                |                                |  |   |   |   |   |    |   |   |   |   |   |   |    |   |   |   |   |    |   |   |   |   |   |    |
|-----|----------------|--------|----------------|--------------------------------|--|---|---|---|---|----|---|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|
| 105 | Per<br>na<br>h | Y<br>a | Laki -<br>Laki | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 4 | 4 | 3 | 5 | 16 | 5 | 4 | 4 | 3 | 4 | 5 | 25 | 5 | 4 | 5 | 4 | 18 | 5 | 4 | 3 | 4 | 4 | 20 |
| 106 | Per<br>na<br>h | Y<br>a | Laki -<br>Laki | 23<br>-<br>27<br>ta<br>hu<br>n | ≤ Rp<br>1.500<br>.000                        | 4 | 5 | 4 | 3 | 16 | 4 | 5 | 3 | 4 | 4 | 4 | 24 | 5 | 4 | 3 | 5 | 17 | 5 | 4 | 3 | 4 | 5 | 21 |
| 107 | Per<br>na<br>h | Y<br>a | Laki -<br>Laki | 17<br>-<br>22<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 5 | 5 | 5 | 4 | 27 | 5 | 5 | 4 | 4 | 18 | 2 | 4 | 4 | 4 | 4 | 18 |
| 108 | Per<br>na<br>h | Y<br>a | Laki -<br>Laki | 23<br>-<br>27<br>ta<br>hu<br>n | Rp<br>1.500<br>.001<br>- Rp<br>3.000<br>.000 | 5 | 5 | 4 | 4 | 18 | 4 | 3 | 4 | 5 | 4 | 4 | 24 | 3 | 3 | 4 | 5 | 15 | 5 | 5 | 5 | 4 | 4 | 23 |
|     |                |        |                |                                |  |   |   |   |   |    |   |   |   |   |   |   |    |   |   |   |   |    |   |   |   |   |   |    |

| KI1 | KI2 | KI3 | KI4 | KI5 | TOAL | P1 | P2 | P3 | TOAL | IS1 | IS2 | TOAL | NB1 | NB2 | NB3 | TOAL | NPO1 | NPO2 | NPO3 | NPO4 | NPO5 | TOAL | NBO1 | NBO2 | NBO3 | NBO4 | NBO5 | NBO6 | TOAL | KK1 | KK2 | KK3 | KK4 | KK5 | KK6 | TOAL | UT1 | UT2 | UT3 | UT4 | UT5 | UT6 | TOAL | HD1 | HD2 | HD3 | HD4 | HD5 | HD6 | TOAL |   |   |
|-----|-----|-----|-----|-----|------|----|----|----|------|-----|-----|------|-----|-----|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|------|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|---|---|
| 5   | 5   | 4   | 4   | 4   | 2    | 5  | 5  | 5  | 1    | 4   | 4   | 8    | 4   | 4   | 4   | 1    | 5    | 5    | 5    | 5    | 5    | 2    | 4    | 4    | 4    | 4    | 4    | 5    | 2    | 5   | 5   | 5   | 5   | 5   | 5   | 3    | 4   | 5   | 5   | 4   | 4   | 5   | 2    | 7   | 5   | 5   | 5   | 5   | 5   | 3    |   |   |
| 5   | 4   | 4   | 4   | 4   | 2    | 4  | 4  | 4  | 1    | 4   | 4   | 8    | 3   | 4   | 4   | 1    | 4    | 4    | 5    | 5    | 4    | 2    | 4    | 4    | 4    | 5    | 4    | 5    | 2    | 5   | 5   | 4   | 4   | 3   | 4   | 5    | 4   | 5   | 5   | 4   | 4   | 5   | 2    | 7   | 5   | 5   | 5   | 5   | 5   | 3    |   |   |
| 4   | 4   | 4   | 5   | 5   | 2    | 5  | 5  | 4  | 1    | 4   | 4   | 8    | 4   | 4   | 5   | 1    | 5    | 5    | 4    | 4    | 3    | 2    | 4    | 4    | 4    | 3    | 5    | 4    | 2    | 5   | 5   | 4   | 5   | 4   | 4   | 2    | 4   | 4   | 4   | 4   | 4   | 2   | 4    | 4   | 4   | 4   | 4   | 4   | 2   |      |   |   |
| 4   | 4   | 4   | 4   | 5   | 2    | 4  | 4  | 4  | 1    | 4   | 5   | 9    | 4   | 4   | 3   | 1    | 4    | 4    | 5    | 4    | 4    | 2    | 3    | 4    | 4    | 5    | 4    | 5    | 2    | 5   | 4   | 4   | 5   | 5   | 4   | 2    | 5   | 5   | 5   | 4   | 3   | 4   | 2    | 6   | 5   | 5   | 5   | 5   | 5   | 3    |   |   |
| 4   | 4   | 4   | 4   | 4   | 2    | 4  | 4  | 4  | 1    | 5   | 4   | 9    | 5   | 4   | 5   | 1    | 5    | 4    | 4    | 4    | 4    | 2    | 4    | 5    | 4    | 5    | 4    | 5    | 2    | 4   | 4   | 4   | 4   | 4   | 4   | 2    | 4   | 4   | 4   | 5   | 5   | 5   | 2    | 7   | 5   | 4   | 4   | 4   | 4   | 2    |   |   |
| 3   | 3   | 3   | 3   | 3   | 1    | 3  | 3  | 3  | 9    | 3   | 3   | 6    | 3   | 3   | 3   | 9    | 3    | 3    | 3    | 3    | 3    | 1    | 5    | 3    | 3    | 3    | 3    | 3    | 1    | 8   | 3   | 3   | 3   | 3   | 3   | 3    | 1   | 8   | 3   | 2   | 3   | 5   | 3    | 4   | 2   | 0   | 3   | 3   | 3   | 3    | 3 | 1 |
| 4   | 4   | 4   | 4   | 4   | 2    | 1  | 1  | 1  | 3    | 1   | 1   | 2    | 4   | 4   | 4   | 1    | 3    | 3    | 3    | 3    | 3    | 1    | 5    | 4    | 4    | 4    | 4    | 4    | 2    | 4   | 4   | 4   | 4   | 4   | 4   | 2    | 4   | 4   | 4   | 4   | 4   | 4   | 2    | 4   | 4   | 4   | 4   | 4   | 3   | 1    |   |   |
| 5   | 4   | 3   | 5   | 5   | 2    | 1  | 1  | 1  | 3    | 3   | 1   | 4    | 3   | 3   | 3   | 9    | 1    | 1    | 2    | 1    | 3    | 8    | 2    | 3    | 3    | 3    | 3    | 1    | 7    | 2   | 1   | 1   | 1   | 1   | 1   | 7    | 3   | 5   | 4   | 5   | 3   | 5   | 2    | 5   | 3   | 3   | 3   | 3   | 1   | 1    | 4 |   |
| 5   | 4   | 4   | 4   | 4   | 2    | 3  | 5  | 2  | 1    | 4   | 4   | 8    | 5   | 5   | 5   | 1    | 4    | 4    | 5    | 4    | 4    | 2    | 4    | 4    | 4    | 4    | 4    | 2    | 4    | 3   | 4   | 4   | 4   | 4   | 4   | 2    | 5   | 5   | 5   | 5   | 5   | 5   | 3    | 0   | 4   | 4   | 3   | 3   | 3   | 2    | 9 |   |
| 5   | 4   | 4   | 4   | 4   | 2    | 3  | 4  | 2  | 9    | 3   | 4   | 7    | 3   | 2   | 2   | 7    | 3    | 5    | 4    | 4    | 4    | 2    | 4    | 4    | 4    | 4    | 4    | 2    | 4    | 4   | 4   | 2   | 2   | 2   | 4   | 1    | 8   | 4   | 4   | 4   | 4   | 4   | 3    | 3   | 3   | 4   | 4   | 4   | 1   | 0    |   |   |
| 5   | 5   | 5   | 5   | 5   | 2    | 5  | 5  | 5  | 1    | 5   | 5   | 1    | 5   | 5   | 5   | 1    | 5    | 5    | 5    | 5    | 5    | 2    | 5    | 5    | 5    | 5    | 5    | 3    | 0    | 5   | 5   | 5   | 5   | 5   | 5   | 3    | 5   | 5   | 5   | 5   | 5   | 5   | 3    | 0   | 5   | 5   | 5   | 5   | 5   | 0    |   |   |
| 4   | 4   | 3   | 4   | 4   | 1    | 3  | 1  | 5  | 2    | 1   | 3   | 3    | 4   | 4   | 1   | 2    | 3    | 3    | 4    | 4    | 1    | 6    | 3    | 4    | 4    | 3    | 3    | 2    | 0    | 3   | 2   | 2   | 2   | 3   | 1   | 5    | 4   | 4   | 4   | 5   | 5   | 5   | 2    | 7   | 4   | 4   | 4   | 2   | 1   | 3    | 8 |   |



|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 5 | 5 | 4 | 5 | 5 | 2 | 5 | 4 | 5 | 4 | 1 | 5 | 5 | 0 | 5 | 5 | 5 | 1 | 5 | 4 | 5 | 5 | 4 | 2 | 3 | 5 | 5 | 4 | 3 | 4 | 3 | 2 | 4 | 5 | 5 | 3 | 5 | 4 | 5 | 2 | 7 | 5 | 4 | 5 | 5 | 4 | 5 | 2 | 8 | 5 | 4 | 5 | 5 | 4 | 5 | 2 | 8 |   |   |   |   |   |   |   |
| 4 | 5 | 5 | 5 | 4 | 2 | 5 | 5 | 5 | 5 | 4 | 5 | 9 | 5 | 5 | 4 | 4 | 1 | 5 | 4 | 5 | 5 | 5 | 2 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 2 | 7 | 5 | 5 | 3 | 5 | 5 | 5 | 2 | 8 | 4 | 5 | 4 | 4 | 4 | 5 | 2 | 6 | 4 | 5 | 4 | 4 | 4 | 5 | 6 |   |   |   |   |   |   |   |   |
| 5 | 5 | 4 | 4 | 5 | 2 | 5 | 4 | 5 | 4 | 4 | 4 | 8 | 4 | 5 | 3 | 2 | 1 | 4 | 5 | 5 | 5 | 4 | 2 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 6 | 4 | 5 | 5 | 5 | 4 | 5 | 2 | 8 | 5 | 4 | 5 | 4 | 4 | 5 | 2 | 7 | 4 | 5 | 4 | 4 | 5 | 4 | 6 |   |   |   |   |   |   |   |   |   |
| 4 | 5 | 4 | 4 | 5 | 2 | 5 | 5 | 5 | 5 | 4 | 4 | 8 | 4 | 4 | 5 | 3 | 1 | 5 | 5 | 5 | 4 | 5 | 2 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 7 | 5 | 5 | 5 | 4 | 5 | 4 | 2 | 8 | 5 | 5 | 4 | 5 | 4 | 4 | 2 | 7 | 5 | 4 | 4 | 4 | 4 | 5 |   |   |   |   |   |   |   |   |   |   |
| 5 | 5 | 5 | 5 | 5 | 2 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 0 | 5 | 4 | 4 | 3 | 1 | 5 | 5 | 4 | 5 | 4 | 2 | 3 | 4 | 4 | 5 | 5 | 5 | 8 | 5 | 5 | 5 | 5 | 4 | 5 | 2 | 9 | 5 | 4 | 5 | 4 | 5 | 4 | 2 | 7 | 5 | 4 | 5 | 5 | 5 | 9 |   |   |   |   |   |   |   |   |   |   |
| 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 4 | 4 | 8 | 4 | 4 | 4 | 2 | 1 | 4 | 4 | 4 | 5 | 4 | 2 | 1 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 5 | 5 | 4 | 4 | 4 | 2 | 5 | 5 | 4 | 4 | 4 | 4 | 2 | 6 | 4 | 4 | 4 | 4 | 4 | 4 |   |   |   |   |   |   |
| 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 4 | 4 | 8 | 4 | 4 | 4 | 2 | 1 | 4 | 4 | 4 | 5 | 4 | 2 | 1 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 5 | 5 | 4 | 4 | 5 | 2 | 5 | 5 | 4 | 4 | 5 | 2 | 5 | 5 | 4 | 4 | 4 | 4 | 2 | 6 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 4 | 4 | 1 | 4 | 4 | 8 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 0 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 2 | 8 | 5 | 4 | 4 | 4 | 5 | 2 | 7 | 5 | 5 | 5 | 5 | 5 | 0 | 3 | 5 | 5 | 5 | 5 | 5 | 0 |   |   |   |   |   |
| 5 | 5 | 4 | 4 | 5 | 2 | 5 | 4 | 4 | 3 | 4 | 4 | 8 | 4 | 5 | 5 | 4 | 1 | 5 | 5 | 4 | 4 | 4 | 2 | 5 | 5 | 5 | 4 | 4 | 4 | 2 | 7 | 5 | 5 | 5 | 5 | 5 | 5 | 0 | 3 | 4 | 4 | 4 | 5 | 2 | 7 | 5 | 5 | 5 | 5 | 4 | 5 | 9 |   |   |   |   |   |   |   |   |   |   |   |
| 5 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 4 | 4 | 8 | 4 | 4 | 5 | 3 | 1 | 5 | 5 | 4 | 4 | 3 | 2 | 1 | 5 | 5 | 4 | 4 | 5 | 2 | 8 | 5 | 4 | 4 | 5 | 5 | 8 | 5 | 4 | 4 | 5 | 2 | 8 | 5 | 5 | 5 | 5 | 5 | 0 | 3 | 5 | 4 | 4 | 4 | 4 | 5 |   |   |   |   |   |   |   |
| 5 | 5 | 5 | 5 | 4 | 2 | 5 | 4 | 4 | 1 | 4 | 4 | 8 | 3 | 4 | 4 | 1 | 5 | 4 | 4 | 4 | 4 | 2 | 1 | 5 | 5 | 5 | 5 | 4 | 4 | 2 | 8 | 4 | 4 | 4 | 5 | 4 | 2 | 6 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 2 | 6 | 5 | 4 | 4 | 4 | 4 | 6 |   |   |   |   |
| 5 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 4 | 4 | 4 | 5 | 9 | 5 | 4 | 4 | 3 | 1 | 5 | 5 | 5 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 5 | 4 | 4 | 5 | 4 | 2 | 6 | 5 | 5 | 5 | 4 | 4 | 4 | 2 | 7 | 5 | 5 | 5 | 4 | 4 | 5 | 8 |   |   |   |   |   |   |   |   |   |   |
| 5 | 4 | 4 | 3 | 3 | 1 | 5 | 3 | 3 | 1 | 4 | 5 | 9 | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 4 | 4 | 1 | 8 | 5 | 4 | 4 | 4 | 5 | 4 | 2 | 6 | 4 | 5 | 3 | 4 | 4 | 4 | 2 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 2 | 5 | 5 | 4 | 4 | 4 | 4 | 6 |   |   |   |   |   |   |   |   |   |   |
| 5 | 5 | 5 | 5 | 4 | 2 | 4 | 4 | 4 | 2 | 4 | 5 | 9 | 5 | 4 | 5 | 4 | 1 | 4 | 4 | 4 | 5 | 3 | 2 | 0 | 3 | 4 | 4 | 5 | 4 | 2 | 4 | 5 | 4 | 5 | 4 | 4 | 2 | 6 | 5 | 5 | 5 | 4 | 4 | 5 | 2 | 8 | 4 | 4 | 5 | 5 | 5 | 5 | 2 | 8 |   |   |   |   |   |   |   |   |   |







|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 4 | 3 | 5 | 4 | 5 | 2 | 1 | 4 | 5 | 4 | 3 | 4 | 5 | 9 | 5 | 4 | 4 | 1 | 3 | 5 | 4 | 4 | 5 | 5 | 2 | 3 | 5 | 4 | 4 | 5 | 4 | 3 | 2 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 2 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 2 | 6 | 5 | 4 | 5 | 5 | 4 | 4 | 2 | 7 |
| 4 | 4 | 4 | 4 | 4 | 2 | 0 | 3 | 4 | 3 | 0 | 4 | 3 | 7 | 3 | 4 | 4 | 1 | 4 | 4 | 3 | 4 | 3 | 8 | 4 | 3 | 3 | 3 | 4 | 4 | 1 | 4 | 3 | 3 | 3 | 3 | 3 | 1 | 9 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 0 |   |   |   |   |
| 5 | 5 | 5 | 4 | 4 | 2 | 3 | 4 | 4 | 2 | 0 | 3 | 4 | 7 | 4 | 3 | 2 | 9 | 4 | 5 | 4 | 3 | 5 | 2 | 1 | 5 | 4 | 3 | 4 | 5 | 5 | 6 | 5 | 4 | 3 | 4 | 5 | 4 | 2 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 5 |   |   |   |   |
| 5 | 5 | 5 | 4 | 4 | 2 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 9 | 3 | 4 | 5 | 2 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 2 | 6 | 5 | 4 | 5 | 4 | 3 | 2 | 3 | 5 | 4 | 5 | 4 | 4 | 3 | 5 |   |   |   |   |   |
| 4 | 4 | 3 | 5 | 4 | 2 | 0 | 3 | 4 | 4 | 1 | 5 | 5 | 0 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 2 | 3 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 2 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 3 | 6 |   |   |   |   |
| 4 | 4 | 4 | 4 | 4 | 2 | 0 | 3 | 2 | 2 | 7 | 3 | 3 | 6 | 4 | 4 | 4 | 2 | 2 | 2 | 4 | 2 | 3 | 1 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 8 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 3 | 2 | 3 | 4 | 2 | 6 |   |   |   |
| 3 | 4 | 4 | 4 | 4 | 1 | 9 | 3 | 4 | 3 | 0 | 4 | 4 | 8 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 0 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |   |   |   |   |   |
| 4 | 4 | 4 | 4 | 4 | 2 | 0 | 4 | 4 | 4 | 2 | 4 | 4 | 8 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |   |   |   |   |
| 4 | 4 | 4 | 4 | 4 | 2 | 0 | 4 | 4 | 4 | 2 | 4 | 4 | 8 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |   |   |   |
| 5 | 4 | 4 | 4 | 5 | 2 | 5 | 4 | 5 | 4 | 5 | 5 | 0 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 2 | 4 | 5 | 4 | 4 | 4 | 5 | 6 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 7 | 4 | 4 | 5 | 4 | 5 | 4 | 6 |   |   |   |   |   |   |
| 5 | 5 | 5 | 5 | 5 | 2 | 5 | 4 | 4 | 2 | 5 | 5 | 0 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 0 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |   |   |   |   |   |
| 4 | 4 | 4 | 4 | 4 | 2 | 0 | 3 | 3 | 3 | 9 | 5 | 5 | 0 | 4 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 1 | 5 | 3 | 3 | 4 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 5 | 4 | 5 | 5 | 2 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 8 |   |   |   |   |
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**Lampiran 11. Jurnal Utama**

# WHAT DRIVES CONSUMERS TO BUY ONLINE? A STUDY ON EXPLORING ONLINE CONSUMER BEHAVIOR



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Aslı KUŞÇU  
Assistant Professor  
Yeditepe University  
Department of Business  
Administration  
asli.kuscu@yeditepe.edu.tr  
**ORCID ID:** 0000-0003-  
3856-8518

Uğur YOZGAT  
Professor  
Istanbul Kultur University  
Department of Business  
Administration  
u.yozgat@iku.edu.tr  
**ORCID ID:** 0000-0001-  
9893-3551

**ABSTRACT** | This research contributes to the understanding of online shopping by investigating influential factors on consumers' online search and purchase intentions. Given the fact that previous studies mostly concentrated on the utilitarian and hedonic aspects and yet still provided mixed results, a comprehensive theoretical framework is developed that combines current research on utilitarian and hedonic values and factors that lead to those values while also emphasizing the importance of the perceived congruence between the consumer and online shopping and linking it to both hedonic values and to online search and purchase intentions. The structural model design tested with 358 online consumers enables the researchers to evaluate all factors in a holistic fashion and our results demonstrate the importance of making use of the properties of the medium while also providing the consumer with a shopping experience that is rich in information, sensory stimulation, and also in self-expression. Results are consistent across demographics and product categories.

**Keywords:** *Online shopping, Hedonic motivation, Utilitarian motivation, Self-concept congruity*

**Jel codes:** *M1, M10, M30, M31*

**Scope:** *Business*

**Type:** *Research*

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# MÜŞTERİLER NEDEN ELEKTRONİK ORTAMDA SATIN ALIYOR? ELEKTRONİK SATINALMA ÜZERİNE BİR ÇALIŞMA



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Aslı KUŞÇU  
Dr. Öğr. Üyesi  
Yeditepe Üniversitesi  
İşletme Bölümü  
asli.kuscu@yeditepe.edu.tr  
**ORCID ID:** 0000-0003-  
3856-8518

Uğur YOZGAT  
Profesör  
İstanbul Kültür Üniversitesi  
İşletme Bölümü  
u.yozgat@iku.edu.tr  
**ORCID ID:** 0000-0001-  
9893-3551

**ÖZ** | Bu çalışma müşterilerin elektronik ortamda arama ve satın alma niyetlerine etki eden faktörleri inceleyerek literatüre katkı sağlamayı amaçlamaktadır. Daha önceki çalışmalarda çoğunlukla faydacı ve hedonic yararlar yoğunlaşılması, buna rağmen çelişkili sonuçlar elde edilmesi sebebiyle bu çalışmada literatürde kullanılmış olan bu faydalara ek olarak müşteri ve elektronik satınalma arasında yaşanan imaj açısından uyumun eklenmesi ile geniş açılı bir teorik model oluşturulmuştur. Oluşturulan yapısal eşitlik modeli 358 adet elektronik müşterinin cevapları doğrultusunda test edilmiş ve sonuçlar elektronik ortamın özelliklerinin ve müşteriye sunulan bilgi, duygular ve kendini ifade etme açısından yoğun satınalma deneyiminin elektronik ortamda arama ve satın alma niyetlerine etkisi olduğunu göstermiştir. Sonuçlar farklı ürün kategorileri ve demografilerde farklılık göstermemektedir.

**Anahtar Kelimeler:** Elektronik satınalma, Hedonik yarar, Faydacı yarar, Kimlik uyumu

**JEL Kodu:** M1, M10, M30, M31

**Alanı:** İşletme

**Türü:** Araştırma

**Atıfta bulunmak için:** Kuşçu, A. & Yozgat, U. (2019). Müşteriler neden elektronik ortamda satın alıyor? Elektronik satınalma üzerine bir çalışma. *KAÜİİBFD*, 10(19), 74-103.

## **1. INTRODUCTION**

In 2018, online B2C sales are believed to reach to 2.36 billion U.S. dollars (B2C e-commerce sales, 2015). In 2018, only in the U.S. 79.6 % of internet users are expected to purchase at least one item online (Number of digital buyers, 2015). Turkey, having one of youngest populations in Europe, is not missing the trend and is expected to experience an annual growth of 13.7% in online sales revenue between 2016 and 2021 (Statistica, 2016). These numbers reflect that online shopping will continue growing rapidly in the world, mainly because an increasing number of consumers started to get more comfortable with using the Internet and devote more time and resources to online consumption, which turns e-commerce into a vital channel for shopping. On top of that, many consumers, even though they do not consider purchasing anything online, use online channels to gather information to potentially eliminate their purchase related problems. Hence, offline channels have become substituted by the online channels and the unstoppable growth of online channels either as the primary channel or within an omni-channel strategy creates a significant challenge for traditional venues. This further necessitates particularly B2C companies to develop a clearer understanding of why consumers are shopping and browsing online to be able to provide additional differentiating values in their channels and to attract as well as to retain more consumers (Ghazali et al., 2016, pp 157-171; Wu et al., 2014, pp. 2768-2776), since this growth in e-commerce will mostly result from current online shoppers (Centre for Retail Research, 2014).

Prior academic research on online shopping identifies an extended set of factors that may have an influence on the online search and purchase intentions of the consumers while concentrating mainly on the separate roles of utilitarian and hedonic values gained through online consumption (Yoon, 2002, pp. 47-63) and on the factors that influence those value perceptions (Childers et al., 2001, pp. 511-535; Fiore, Jin & Kim, 2005, pp. 669-694; Forsythe et al., 2006, pp. 55-75; Martínez-López et al., 2006, pp. 188-204; Nambisan & Watt, 2011, pp. 889-895; Sénécal et al., 2002, pp. 483-484; Trevinal & Stenger, 2014, pp. 314-326). However, while prior studies analyze the influence of the functional/hedonic dichotomy on online consumer behavior, most of the work seems to neglect the influence of symbolic values within the online environment (Trevinal & Stenger, 2014, p. 316; Yoon, 2002, p. 51) which can be particularly captured in the self-concept congruity between the consumer and online shopping behavior. Consumers knowingly or unknowingly leave footprints behind, when they search or shop anything online. With the latest developments within consumer rights,

most companies warn consumers about the cookies they use to track their online behavior. Moreover, studies note that online consumption, just like the offline act, is a social phenomenon where consumers interact with other consumers or employees (Trevinal & Stenger, 2014, p. 316). Aghekyan-Simonian et al. (2012, p. 327) suggest that within online platforms consumers are less concerned about self-concept congruence, however given the importance of the image concerns in explaining consumers' purchase motivations (Sirgy, 1982, pp. 287-300), and the role of symbolic motivation on consumption (Grubb & Grathwohl, 1967, pp. 22-27; Malhotra, 1988, pp. 1-28; Sirgy, 1985, pp. 287-300) as well as the symbolic value gained through consumption (Smith & Colgate, 2007, p. 12), the influence of self-concept congruence on online purchase behavior is non-negligible. Hence, similar to offline counterparts, online platforms also offer image-related symbolic benefits to consumers.

In line with this reasoning, one for the main purposes of this paper is to address this gap in literature by combining and extending existing research on online shopping into a cohesive whole and to contribute to the understanding of consumers' online shopping behavior and particularly of consumers' online behavioral intentions by relating them to utilitarian, hedonic, as well as to symbolic values gained through various elements of the online shopping environment. Hence, our contribution to online consumer behavior lies mainly in that we attempt to present a theoretically driven and comprehensive conceptual model of online buying behavior focusing mainly on the various factors leading to online search and purchase intentions and test it without specifying any product category with a sample of Turkish online consumers. Smith et al. (2013, pp. 328-335) mentions that online consumption behavior is culture dependent. Nevertheless, majority of the studies investigating online consumption employ a western sample, where only a few papers acknowledge the cultural differences reflected in online shopping (Christodoulides, Michaelidou & Theofania Siamagka, 2013, pp. 153-173; Barnes et al., 2007, pp. 71-93). Hence, our paper also extends literature by providing a non-western view on online shopping while using a large array of different product categories.

In the rest of the paper, we present a review of the relevant research, develop a conceptual model and drive a set of hypotheses. Sampling and measurement are discussed in the methodology section, followed by the presentation of the results. Finally, the paper ends with a discussion and implications section followed by limitations and directions for future research.



## **2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT**

### **2.1. Online Shopping Values**

Beginning with the early 1990s, online channels have begun to be incorporated as an important sales channel by many manufacturers and retailers, influencing the shopping process of consumers and even being the first choice of many shoppers within different industries. Some companies implemented online stores into their multi-channel strategy, whereas many others existed only online, nonetheless online sales emerged to cover a large proportion of overall, specifically, of B2C transactions, where online channels are utilized by the consumers either to search for or to purchase anything. Hence online channels represent a very important venue for omni-channel consumer experiences.

According to the Expectancy-Value Theory (Ajzen & Fishbein, 1980, pp. 466-487) expectations and anticipated values generated by a specific behavior trigger behavior and behavioral intentions (Zeithaml, 1988, pp. 2-22). Hence, individuals' experiences not only shape their current behavior but also influence value expectations affecting their future intentions. Consumers' perceived value determines many relational exchange activities (Wu et al., 2014, pp. 2768-2776), and particularly influence consumers' offline (as well as online repeat purchase behavior (Chiu et al., 2014, pp. 85-114). Park, Jaworski & MacInnis (1986, p. 140) define three basic human needs; functional, experiential (i.e. hedonic), and symbolic; that underlie consumers' three types of value perceptions. In general, utilitarian values are based on the assumption that consumers are rational problem-solvers (Bettman 1979) and relate to functional, economic, or extrinsic benefits, which are based on logical and rational evaluations of the product/service (Engel, Blackwell & Miniard, 1995). For utilitarian motivated individuals shopping is perceived as a mission, and whether or not the mission is completed in the expected way distinguishes the perceived acquired benefits by the consumers (Babin, Darden & Griffin, 1994, p. 645). On the other hand, perceived hedonic values are intrinsically satisfying, providing pleasure and fun, and appeal to emotional or experiential senses of the consumers and even in some cases help them to forget their problems (Babin et al., 1994, p. 647), which make the shopping experience and eventually purchase pleasant and entertaining (Babin et al., 1994, p. 656; Holbrook & Hirschman, 1982, pp. 132-140). For the hedonically motivated consumers, shopping rather creates enjoyment. Online environments provide memories and valued experiences to the shoppers (Trevinal & Stenger, 2014, p. 316) that are mainly studied within literature within the dichotomy of hedonic/utilitarian shopping (Nambisan & Watt, 2011, 891).

Within the online environment, similar to its offline counterpart, utilitarian values relate to consumers' external motives to use the Internet instrumentally to search for information, mainly to solve a problem (Kim, Lee & Kim, 2004, p. 29) or to compare prices and products to enhance their knowledge regarding products or services, which the consumer is interested in or is considering to buy. In the case of hedonic motivations, regardless of whether consumers eventually purchase anything or not, the value consumer gains through searching online is associated with the flow state that further evokes fun and enjoyment (Bäckström, 2011, pp. 200-209; Novak, Hoffman & Duhachek, 2003, pp. 3-16; Smith & Sivakumar, 2004, pp. 1199) and particularly with the emergence of social media and its influence on online shopping experience, the hedonic motivation has received attention (Fang et al., 2016, pp. 116-131).

Both, hedonic and utilitarian values are part of the online shopping experience (Trevinal & Stenger, 2014, p. 317) and a significant number of consumers seek simultaneously both values particularly from the aspect of online search intentions, because of the fact that the overall perceived value is regarded as a critical contributor to online repurchase intentions (Fang et al., 2016, pp. 116-131; Kim et al., 2012, p. 376). Compared to utilitarian motivations, hedonic motivations were found to be more important in generating online search (Kim et al., 2004, p. 30; Kim & Eastin, 2011, pp. 68-90) and shopping intentions (Childers et al., 2001, pp. 511-535; Scarpi, 2012, p. 53) as well as affective commitment (Bilgihan and Bujisic, 2015, p. 222), whereas the opposite was discovered in To, Liao & Lin (2007, pp. 774-787) for search and in Bridges & Florsheim (2008, pp. 309-314) for online shopping intentions. Hence, past research is inconclusive in terms of utilitarian and hedonic comparative influences on online behavior. Overall, based on this discussion we posit the following hypotheses to be able to compare the impact of utilitarian and hedonic values on search intention:

***H1:** Utilitarian value gained through online shopping is positively associated with online search intention*

***H2:** Hedonic value gained through online shopping is positively associated with online search intention*

Apart from the utilitarian and hedonic shopping values, consumers further

gain symbolic value from consumption when their self-enhancement, role position, and ego and group membership needs are satisfied (Smith & Colgate, 2007, p. 12). Consumption helps consumers build identities and self-images (Firat and Dholakia, 1998, pp. 123-162). However, despite the fact that the symbolic meaning within the social dimension of shopping has long been noticed, where products are consumed based on consumers' identity and meaning is produced by a triad of consumer, product, and society, resulting in self and status enhancement (Belk, 1988; Grubb & Grathwohl, 1967, pp. 22-27), previous research analyzing online consumption motivations only acknowledges consumers' need to get in touch with others but mostly overlooks the symbolic aspect of consumption (Yoon, 2002, p. 53). According to symbolic interactionism, use of products, particularly the act of shopping, enables consumers to assign meaning and to reflect an identity to themselves and to others (Belk, 1988; Sirgy, Grewal & Mangleburg 2000, pp. 127-138; Solomon, 1983, pp. 319-329), where consumers' attitude toward using or purchasing a product is influenced by the perceived match between the self and brand/product/shop etc, which is referred as self-concept congruity (Sirgy, 1985, pp. 287-300). In this aspect, consumers compare themselves with any kind of stimuli (Liu, Mizerski & Soh, 2012, p. 930) and reflect higher levels of congruity when they perceive themselves similar to them. Further, previous research shows the influence of self-concept congruity on behavior (Malhotra, 1988, pp. 1-28), particularly on shopping (Christodoulides & Veloutsou, 2009, p. 190; Sirgy et al., 2000, p. 127).

Tauber (1972, pp. 46-49) identifies the importance of social motives such as in-group attraction, that are further found to be related to hedonic motivations (Sheth, 1983, p. 10) and particularly applicable to online shopping environment (Parsons, 2002, pp. 380-392; Wu et al., 2014, pp. 2768-2776). Extending this logic, we focus here on the perceived match between the consumer's actual identity and online shopping. Consumers who perceive a congruity between their self-concept/image and the image reflected by online shopping activity, will presumably gain not only more hedonic value towards online shopping through intrinsic motivation but also reflect higher intentions to search and shop for products/services online.

**H3:** *Self-concept congruence is positively associated with (a) hedonic motivation, (b) online search intention, and (c) online purchase intention*

## 2.2. Determinants of Utilitarian and Hedonic Value

Articles that study online utilitarian and hedonic motivations and perceived values report various factors that lead to both values. Some of these factors were identified for offline shopping but modified to the online counterpart, whereas some are specific for the online shopping environment. We make use of the factors that are associated with online shopping either as a benefit, a feature of the environment, or a factor that leads consumers to be more active as online shoppers. In Table 1 below, we provide a review of the related research and identify most significant factors that have an influence on consumers' perceived utilitarian and hedonic values within online shopping. Next, we discuss each factor and develop corresponding hypotheses

Table 1: Factors Effecting Utilitarian and Hedonic Values Discussed within Literature

|             | Factor(s) identified        | Author(s)  |
|-------------|-----------------------------|--|
| Utilitarian | Control                     | Wolfenbarger and Gilly (2001); Martínez-López et al. (2014); Korgaonkar and Wolin (1999); Chiang (2001); Bhatnagar and Ghose (2004a); Bhatnagar and Ghose (2004b); Wolfenbarger and Gilly (2001); Kulviwat et al. (2004); Swaminathan et al. (1999); Donthu and García (1999); Rohm and Swaminathan (2004); To et al. (2007); Morganosky and Cude (2000); Chiang and Dholakia (2003); Martínez-López et al. (2014); Burke (1997); Forsythe et al. (2006) |
|             | Convenience                 | Donthu and García (1999); Rohm and Swaminathan (2004); Moe (2003); Eastlick and Feinberg (1999); To et al. (2007); Martínez-López et al. (2014); Wolfenbarger and Gilly (2001); Forsythe et al. (2006)   |
|             | Assortment                  | Chiang (2001); To et al. (2007); Peterson et al. (1997); Kulviwat et al. (2004); Chiang and Dholakia (2003); Martínez-López et al. (2014); Korgaonkar and Wolin (1999)   |
|             | Economy/Cost Saving         | Wolfenbarger and Gilly (2001); Foucault and Scheufele (2002); Moe (2003); Rohm and Swaminathan (2004); Eastlick and Feinberg (1999); To et al. (2007); Martínez-López et al. (2014)  |
|             | Availability of information | Arnold and Reynolds (2003); Forsythe et al. (2006); Korgaonkar and Wolin (1999); Parsons (2002); Bridges and Florsheim (2008); Mathwick et al. (2001); Mathwick and Rigdon (2004)  |
| Hedonic     | Adventure                   | Arnold and Reynolds (2003); Wolfenbarger and Gilly (2001); Korgaonkar and Wolin (1999); Parsons (2002)   |
|             | Social                      | Arnold and Reynolds (2003); Wolfenbarger and Gilly (2001); Korgaonkar and Wolin (1999); Parsons (2002)   |
|             | Value/pleasure for bargains | Keeney (1999); Arnold and Reynolds (2003); Parsons (2002)  |

### 2.2.1. Online Shopping Factors Related to the Utilitarian Value

#### Perception

Individuals have an innate desire to have control over their environment, that is demonstrated by their tendency to show competence and superiority (White, 1959, p. 297) and reflects itself either in efforts to control life events or

in avoiding the perception that they are out of control of their environment (Burger, 1992, p. 147). Within shopping, utilitarian motivated consumers are found to prefer retail stores that provide control during the shopping experience (Lunardo & Mbengue, 2009, p. 434) and to have a better mood and enhanced involvement towards them (Ward & Barnes, 2001, 141). Online consumers also possess a desire to have power, authority or status over various elements such as length of time, content and sequence of the information presented or to monitor the sales process, all of which mainly give them a sense of freedom (To et al., 2007, p. 783; Wolfinbarger & Gilly, 2001, pp. 34-55). Perception of control may have consequences such as positive attitudes, enhanced intentions or fulfillment of utilitarian motivation (Wolfinbarger & Gilly, 2001, p. 38), whereas the lack of it may make the consumer nervous and even result in the foregoing of the shopping process (Kamis, Stern & Ladik, 2010, pp. 160).

**H4:** *Desire to control is positively associated with utilitarian value perception*

Contrary to traditional shopping, online shopping provides consumers the comfort to shop while being at home (Wolfinbarger & Gilly, 2001, p. 41), without any limitations of time and space, where consumers can easily save time, effort, and energy (Childers et al., 2001, p. 515; Ganesh et al., 2010, pp. 106-115; Rohm & Swaminathan, 2004, pp. 750). Consumer behavior scholars often define convenience in terms of saving time, emotional, physical and mental effort (Berry, Seiders & Grewal, 2002, p. 1-17; Nickols & Fox, 1983, p. 200), as well as ease of placing or of cancelling orders or delivery (Gehrt, Yale & Lawson, 1996, p. 20). Within online commerce, convenience refers to overall positive online consumer assessments on access, search, evaluation, transaction and post-purchase experiences (Jiang et al., 2013, pp. 249-263). Online stores provide 24/7 non-stop and interactive services that provide all aspects of convenience and enhance consumers online shopping intentions (Joines, Scherer & Scheufele, 2003, p. 100; Korgaonkar & Wolin, 1999, p. 56). Thus, convenience is one of the primary benefits associated with online shopping preference (Chiang & Dholakia, 2003, p. 180; Forsythe et al., 2006, p. 56; Joines et al., 2003, p. 100; Morganosky & Cude, 2000, 20) and with utilitarian motivation (Bhatnagar & Ghose, 2004, p. 760; Rintamäki et al., 2006, p. 9; Wolfinbarger & Gilly, 2001, p.38), leading to behavioral intentions (Seiders et al., 2007, p. 150) and to the success of online retailers (Jiang et al., 2013, p. 251).

**H5:** *Convenience is positively associated with utilitarian value perception*

Consumers have an interest to have a wide selection of goods and services at their disposal to select from and specifically online consumers are particularly variety-oriented (Donthu & Garcia, 1999, p.52; Forsythe et al., 2006, p. 56). Assortment refers to the selection and variety of products or services the consumer can choose from that enables more effective comparisons (Keeney, 1999, p. 540; Van Herpen & Pieters, 2002, p. 336). In online stores, a larger assortment compared to offline stores encompassing all variants can be offered for consumer choice and comparison without any inventory or storage restrictions (Alba et al., 1997, pp. 38-51; Szymanski & Hise, 2000, p. 312; Wolfinbarger & Gilly, 2001, p. 49), that has a positive influence to online shopping specifically for utilitarian motivated shoppers (Srinivasan, Anderson & Ponnnavolu, 2002, p. 45; Wolfinbarger & Gilly, 2001, p. 49).

***H6: Assortment is positively associated with utilitarian value perception***

Economic motivation has been documented to be an important determinant in offline (Westbrook & Black, 1985, p. 82) as well as in online environments (Joines et al., 2003, p. 101; Korgaonkar & Wolin, 1999, pp. 58-59). Availability of price opportunities in terms of finding information about competitive prices, deals, and promotions that offer savings is what some consumers regard as value shopping (Arnold & Reynolds, 2003, p. 80) and is one of the primary reasons why some consumers choose online over offline channels (Alba et al., 1997, p. 42; Burke, 1997, pp. 352-361; Chiang, 2001, p. 163; Martínez-López et al., 2014, pp. 188-204; Peterson, Balasubramanian & Bronnenberg, 1997, p. 330). Online consumers search for better value for their money, helping them to overcome the pain of paying (Chandon, Wansink & Laurent, 2000, p. 73) and savings in terms of money contribute to consumers' online shopping motivations by increasing their utilitarian value perceptions (Rintamäki et al., 2006, p. 12).

***H7: Economy/cost saving will lead to an increase in utilitarian value perception***

Online consumers, specifically the utilitarian oriented, rational shoppers look for easy-to-access information to reduce their costs of searching and evaluating alternatives. Online shopping allows consumers search and compare prices for available purchase options which is one of the main reasons why consumers choose e-commerce over brick-and-mortar stores (Mukherjee & Nath, 2007, p. 1175; Wolfinbarger & Gilly, 2001, p. 49) that also influences their online

repurchase intentions (Wu et al., 2014, p. 2772). The benefits stemming from information availability clearly distinguishes online shopping from traditional shopping and relates to the utilitarian value and motivation of the online shopper (Wolfenbarger & Gilly, 2001, p.50), influencing shopping intentions (Joines et al., 2003, pp. 90-108; Korgaonkar & Wolin, 1999, p. 53).

*H8: Availability of information is positively associated with utilitarian value perception*

### **2.2.2. Online Shopping Factors Related to the Hedonic Value Perception**

We next consider anticipated relationships between experiential elements related to online shopping and hedonic value perceived by the consumers. One way online shopping is utilized by many shoppers is to experience it for "stimulation, adventure, and the feeling of being in another world" (Arnold & Reynolds, 2012, p. 404). Babin et al. (1994, p. 653) identifies an adventurous aspect of shopping that leads to hedonic shopping value. The feeling of adventure emerges when consumers find something novel and interesting within the shopping process and reach to an excitement and "sensory stimulation" (Westbrook & Black, 1985, p.84). Though having different names such as escapism or playfulness (Mathwick, Malhotra & Rigdon, 2001, p. 42), within the context of online shopping, characteristics such as excitement and surprise are associated with the hedonic side of shopping (Mathwick & Rigdon 2004, pp. 324-332; Wolfenbarger & Gilly, 2001, p. 51). and for some consumers even surfing and searching for an item without buying it is entertaining and motivating (Close & Kukar-kinney, 2010, pp. 986-992), helping them to escape the real-life and to relieve from boredom (Bridges & Florsheim, 2008, p. 311; Parsons, 2002, p. 382; Wolfenbarger & Gilly, 2001, p.51).

*H9: Adventure is positively associated with hedonic value perception*

Some consumers enjoy shopping especially when they can share their experience with friends and family. For those consumers, consumption stretches further than the actual act but entails social experiences (Woodward & Holbrook, 2013, p. 325). Shopping in a sense enables them to get bonded not only with close ones but also with others that share similar interests (Arnold & Reynolds, 2012, pp. 399-411; Tauber, 1972, pp. 46-49). Accordingly, Korgaonkar & Wolin (1999, p. 56) and Wolfenbarger & Gilly (2001, p.54) argue that sense of community that

is created by some online shopping sites and the social benefits generated, give rise to increased enjoyment and pleasure by some consumers. Previous research identifies this social aspect (Arnold & Reynold, 2012, p. 401) and demonstrates its correlation with online shopping (Joines et al., 2003, pp. 90-108). Particularly from the perspective of online experiences, social experiences such as contact with other shoppers through interacting via reviews (Trevinal & Stenger, 2014, p. 317) or co-existence with other shoppers through co-browsing (Wei et al., 2017, pp. 84-99) have been found very appealing to many consumers increasing their overall engagement.

***H10:** Social interaction is positively associated with hedonic value perception*

As the final factor associated with hedonic value, value shopping refers consumers' enjoyment when finding a sale, discount, or a bargain (Arnold & Reynolds, 2003, p. 81). According to Tauber (1972, pp. 46-49), some consumers may gain pleasure of bargaining and a thrill of paying less than its normal price for a product, leading to hedonic value (Babin et al., 1994, p. 644). As stated within the factors leading to utilitarian value, one of the benefits consumers gain through online shopping is the opportunity to get information about competitive prices, deals, or promotions. At the same time, getting a discount would rejoice consumers as they would regard this as a personal achievement and value themselves as smart shoppers or super bargainers (Babin et al., 1994, p. 644; Chandon et al., 2000, p. 75). As a result, paying attention to prices and trying to find the best value for money can also be associated with hedonic shopping.

***H11:** Value shopping is positively associated with hedonic value perception*

### **2.3. Online Search and Purchase Intention**

Information search is essential to arrive at a purchase decision. Engel et al. (1995) define the search process as “the motivated activation of knowledge in memory or acquisition of information from the environment.” Influenced by the motivations of the consumer, pre-purchase search helps them get through the decision making process that ends with a purchase. Within the online environment, where consumers' product acquisition process is enhanced by the easy access to information feature of the Internet (Brown, Pope & Voges, 2001, 16678), consumers who use the Internet more often are more likely to purchase



through the Internet (Wolfenbarger & Gilly, 2001, pp. 34-55). Shim et al. (2001, p. 398) even argue that online information search is the single most important factor for purchase intention. As such, previous research finds a positive correlation between online information search intention and online purchase intention (Joines et al., 2003, p. 90-108; Kim et al., 2004, p. 30).

**H12:** *Online search intention is positively associated with online purchase intention*

Our conceptual model with the key constructs concerning consumers' online shopping behavior and their hypothesized relationships identified in the study is displayed in Figure 1.

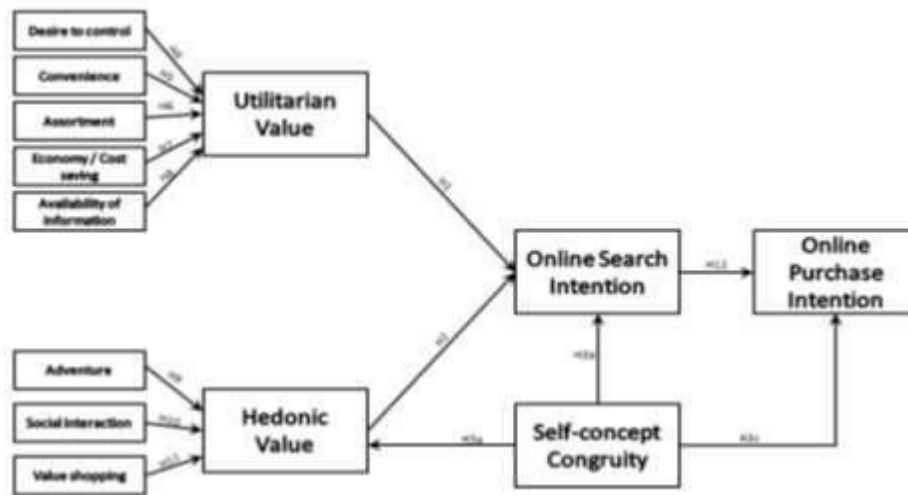


Figure 1: Conceptual Framework

### 3. Methodology

A face-to-face administered questionnaire containing previously validated multi-item scales with acceptable levels of Cronbach's alpha reliability were employed to measure utilitarian and hedonic values (Voss, Spangenberg & Grohmann, 2003, p. 312), online shopping factors related to hedonic value, online search and purchase intention (Arnold and Reynolds, 2003, p. 82) as well as to

capture all hypothesized online shopping factors related to utilitarian value (Martínez-López et al., 2014, pp. 188-204). Items aiming to assess the perceived congruence between a person's self-concept and the image they reflect while online shopping were self-constructed by the researchers taking literature on congruence into consideration. All scales had at least three items to establish an identified model constituting a total of 61 items which were translated to Turkish and then back translated to English by two Ph.D. students. Within this phase of the research, based on the feedback attained, revisions on the phrasing of some questions were made to improve face validity. Next, the questionnaire was pre-tested with a small sample of university students before moving forward with the main study to increase face validity.

For the main research, although there were no theoretical restrictions on the sample, a convenience followed by a systematic sampling was utilized to collect data. With this aim, three major shopping malls in Istanbul, Turkey were selected as the sampling frame, where out of every three by-passers were approached as survey respondent, to limit self-selection bias (Sudman, 1980, p. 425). We selected shopping malls in Istanbul for two reasons. First, according to the Turkish Statistical Institute, 18.6% of the overall Turkish population lives in Istanbul (Tuik, 2015). And second, consumers in Istanbul reflect a mixture of Turkish people because of the high migration rates from almost all cities in Turkey (Göregenli, Karakus & Gökten, 2016, pp. 413-428). Respondents were initially asked a couple of screening questions, such as whether they have ever searched and/or shopped a product (service or physical good) online and how much they have spent online within the last year to assess respondents' expertise on online shopping and to increase their involvement with the study. As a result, a negative answer to any of the screening questions resulted in the termination of the study. Next, respondents provided answers for the previously mentioned measures and demographics.

In terms of the sample characteristics, with a 47 % response rate, among the meaningful 358 responses, there were 192 male (53.9%) and 166 female (46.4%) respondents. The mean age ranged from 18 to 60 with a mean of 29.2 and a standard deviation of 8.17 while 192 respondents were aged within the ranges of 18-27, 118 within 28-37, 29 within 38-47, and finally 19 within 48-60. The majority of the sample had a college degree (30.7%) and classifying as middle (52.0%) or upper-middle class (39.4%).

**3.1. Measurement, Reliability and Validity**

Missing data is problematic in SEM (Hair et al., 2010), so data were analyzed and cleaned carefully before the analyses. The items were initially subjected to a descriptive analysis followed by an Exploratory Factor Analysis (EFA) to check if the hypothesized structure was supported by the data. Table 2 provides means, standard deviations and interconstruct correlations of all the constructs within the study.

**Table 2: Means, Standard Deviations, and Correlations of the Constructs within the Study**

| Constructs                      | Mean | St. Dev | 1    | 2    | 3    | 4    | 5    | 6    | 7    | 8    | 9      | 10   | 11   | 12    | 13   |
|---------------------------------|------|---------|------|------|------|------|------|------|------|------|--------|------|------|-------|------|
| Desire to control (1)           | 5.15 | 1.21    |      |      |      |      |      |      |      |      |        |      |      |       |      |
| Convenience (2)                 | 5.41 | 1.25    | .634 |      |      |      |      |      |      |      |        |      |      |       |      |
| Assortment (3)                  | 5.15 | 1.34    | .638 | .712 |      |      |      |      |      |      |        |      |      |       |      |
| Economy (4)                     | 4.91 | 1.22    | .563 | .627 | .668 |      |      |      |      |      |        |      |      |       |      |
| Availability of information (5) | 5.21 | 1.16    | .572 | .617 | .538 | .527 |      |      |      |      |        |      |      |       |      |
| Customization (6)               | 4.9  | 1.29    | .515 | .571 | .547 | .539 | .600 |      |      |      |        |      |      |       |      |
| Adventure/ Explore (7)          | 4.36 | 1.48    | .425 | .420 | .401 | .474 | .404 | .491 |      |      |        |      |      |       |      |
| Social (8)                      | 4.03 | 1.47    | .303 | .228 | .228 | .347 | .332 | .334 | .582 |      |        |      |      |       |      |
| Value (9)                       | 4.91 | 1.64    | .314 | .353 | .359 | .450 | .380 | .379 | .527 | .457 |        |      |      |       |      |
| Utilitarian motivation (10)     | 5.59 | 1.15    | .605 | .645 | .651 | .619 | .596 | .592 | .390 | .262 | .344** |      |      |       |      |
| Hedonic motivation (11)         | 4.81 | 1.36    | .423 | .405 | .417 | .515 | .392 | .419 | .577 | .524 | .522** | .538 |      |       |      |
| Self-concept congruity (12)     | 4.09 | 1.51    | .389 | .430 | .451 | .444 | .305 | .345 | .518 | .427 | .501** | .412 | .566 |       |      |
| Search intention (13)           | 5.22 | 1.33    | .464 | .539 | .524 | .509 | .597 | .490 | .479 | .424 | .583** | .554 | .530 | .455* |      |
| Purchase intention (14)         | 4.95 | 1.35    | .540 | .659 | .624 | .585 | .569 | .564 | .557 | .380 | .535** | .639 | .550 | .602* | .704 |

Within EFA, following a series of iterative procedures using principle component factoring with varimax rotation, a final structure was obtained. All items were analyzed with respect to insignificant (< 0.5) loadings and cross-loadings; and, two items from desire to control, three items from convenience, and two items from availability of information were eliminated. The reliabilities of each factor using Cronbach’s alpha as a measure of internal consistency were further encouraging with all values being greater than the benchmark of 0.60, as recommended by Bagozzi & Yi (1988, p. 77). Next we moved on with the confirmatory factor analysis (CFA). The initial measurement model (CFA) was significant. After some minor modifications based on the information obtained

from the modification indices as part of the Amos output, CFA yielded a normed chi-square value of 1.9, reflecting a very good fit (Hair et al., 2010). The fit indices also supported an acceptable fit with values above the threshold of 0.9 (CFI=0.912; TLI=0.908 ; RMSEA=0.073. When the CFA output was further analyzed, all critical ratios were significant and above 1.96. Among the indicators of the convergent validity (Fornell & Larcker, 1981, p. 384), all item loadings were positive, significant ( $p < .01$ ) and greater than 0.5, and all composite reliabilities (CR) were found to be higher than 0.7. In addition, all values were above 0.5 for average values extracted (AVE), as suggested by Fornell & Larcker (1981, p. 385), which is again an indication of convergent validity. CFA also reassures discriminant validity, as the AVE values were higher than the squared correlation estimates (SQE) between factors (Hair et al., 2010), indicating that corresponding indicators were truly elucidating the latent construct better than other constructs. Nomological validity was gauged by analyzing whether the correlations among the constructs were acceptable and reasonable (Hair et al., 2010), which was also supported by the model. Finally, we checked for the existence of common method bias. Within the questionnaire design period, we altered the scale anchors and format to control for common method bias. In addition, we performed Harman's single-factor test and the common latent method to test for common method bias. Tests reported values of 33.65% and 22.45% respectively, indicating no significant problem with common method bias and reassuring discriminant validity.

### **3.2. Model Estimation, Fit and Hypothesis Testing**

Following the successive statistical tests and refinements, the proposed model was then subjected to SEM. Demographic variables such as age and gender were added to the structural model as control variables, as their influence on online consumption behavior has been demonstrated in previous literature (Alhouti, Johnson & D'Souza, 2016, p. 25; Fang et al., 2016, pp. 116-131). Hence, their effects on the endogenous variables were also tested to be able to provide a deeper understanding. All values indicated an acceptable fit and the inspection of the modification indices revealed that the model was stable and robust. The normed  $\chi^2$  value ( $\chi^2/df$ ) of the structural model was 2.02 with a RMSEA value of 0.057. Additional fit indices were as follows: CFI = 0.895, IFI = 0.896 and Standardized RMR = 0.0716. Thus, Appendix A represents the results of CFA, reliability and the standardized path estimates in the final structural model with the critical ratios.

Hypothesis testing results are displayed in Table 3. All hypotheses were validated with statistical significance. Factors that affect hedonic value gained through online shopping explain 16.9% of variance. Social interaction ( $\beta=0.26$ ,  $p<0.001$ ) and self-concept/online shopping congruence ( $\beta=0.23$   $p<0.001$ ) are the most important factors leading to hedonic value gained within online shopping, whereas for utilitarian value all factors were found to explain 15% of the variance and be equally important with  $\beta$  values ranging from 0.14 to 0.19 ( $p<0.001$ ); with availability of information being the most important one. Among the factors leading to online search intention, utilitarian value ( $\beta=0.47$   $p<0.001$ ) was found to be followed by hedonic value ( $\beta=0.25$   $p<0.001$ ) and self-concept/online shopping congruence ( $\beta=0.15$   $p<0.001$ ), explaining 39.5% of variance. The results also indeed show that 58.5% of the variance of online purchase intention has been explained by online search intention ( $\beta=0.64$   $p<0.001$ ) and by the self-concept/online shopping congruence ( $\beta=0.34$   $p<0.001$ ).

**Table 3: Hypotheses Testing Results**

| Hypothesis (sign) | Relationship   | Standardized estimate | t-value | Conclusion |
|-------------------|--|-----------------------|---------|------------|
| H1 (+)            | Utilitarian motivation → online search intention     | 0.47                  | 8.82**  | supported  |
| H2 (+)            | Hedonic motivation → online search intention         | 0.25                  | 4.52*   | supported  |
| H3a (+)           | Self-concept congruence → hedonic motivation         | 0.23                  | 4.26**  | supported  |
| H3b (+)           | Self-concept congruence → online search intention    | 0.15                  | 2.66*   | supported  |
| H3c (+)           | Self-concept congruence → online purchase intention  | 0.34                  | 7.42*   | supported  |
| H4 (+)            | Desire to control → utilitarian motivation           | 0.14                  | 2.26*   | supported  |
| H5 (+)            | Convenience → utilitarian motivation                 | 0.15                  | 2.12*   | supported  |
| H6 (+)            | Assortment → utilitarian motivation                  | 0.15                  | 2.1*    | supported  |
| H7 (+)            | Economy/cost saving → utilitarian motivation         | 0.15                  | 2.4*    | supported  |
| H8 (+)            | Availability of information → utilitarian motivation | 0.19                  | 2.87*   | supported  |
| H9 (+)            | Adventure → hedonic motivation                       | 0.15                  | 3.94**  | supported  |
| H10 (+)           | Social interaction → hedonic motivation              | 0.26                  | 2.32*   | supported  |
| H11 (+)           | Value shopping → hedonic motivation                  | 0.16                  | 2.89*   | supported  |
| H12 (+)           | Online search intention → online purchase intention  | 0.64                  | 12.66*  | supported  |

When the influence of the control variables on the endogenous variables of utilitarian and hedonic motivation and online search and purchase intentions were

analyzed, the results indicate that age has an effect on utilitarian motivation ( $\beta = 0.04$ ,  $p < 0.01$ ), hedonic motivation ( $\beta = 0.01$ ,  $p < 0.01$ ), online search ( $\beta = 0.02$ ,  $p < 0.01$ ) and online purchase intention ( $\beta = 0.07$ ,  $p < 0.01$ ). Nonetheless, inspection of the coefficients reveal that its effect is quite negligible compared to the effects caused by other hypothesized factors. On the other hand, gender and product category was found to display no influence on any of the mentioned aspects of online consumption behavior.

#### **4. Discussion and Implications**

The goal of this study is to extend current literature on online consumer behavior by developing a comprehensive theoretical model that combines research on online shopping into a cohesive whole while also taking the symbolic side of consumption into account. Hence, the current study initially extends previous research on online shopping with hedonic or utilitarian motivations' perspectives and various different factors or benefits that are related to them and integrates those findings into a single framework. The structural model design enables the researchers to evaluate hedonic and utilitarian aspects of the online environment in a holistic fashion, as it is in real online shopping environment and to investigate their aggregated effect. Within online shopping, some studies report that consumers are motivated in a utilitarian way (Overby & Lee, 2006, p. 1164; To et al., 2007, p. 775; Wolfinbarger & Gilly, 2001, pp. 34-55); whereas others demonstrate a significant influence of hedonic orientations (Brown et al., 2001, 1667). On top of that Fang et al. (2016, p. 119) further demonstrate that consumers' experiential or task-related intentions shape their overall value perceptions. When considering both motivations in shaping online consumers' search intentions, our findings highlight the fact that it is consumers' utilitarian motivations that play a dominant role, and that they are followed by the hedonic motivations. According to the results of the current study, it appears that consumers search online primarily for utilitarian reasons, such as to be able to find information; however, the experiential nature of the Internet is still evident in their online behavior.

Understanding the influence of both utilitarian and hedonic motivations on online search intentions and factors that create those motivations is crucial in attracting both task-oriented and experiential online visitors to be able to create intrinsic as well as extrinsic rewarding experiences for the consumers (Fang et al., 2016, p. 119). In this regard, this paper also concentrates on various factors

that create either utilitarian or hedonic values for the online consumers. When considering utilitarian values obtained, availability of information is the most important factor followed by equally important aspects of control, convenience, assortment and cost saving/economy. These results are in apparent alignment with the rich-in-information nature of the environment, though in contradiction to previous literature demonstrating convenience (To et al., 2007, p. 776) or economy/cost saving (Brown et al., 2001, p. 1668; Mathwick et al., 2001, p. 43; Martínez-López et al., 2014, pp. 188-204) as the primary determinants of consumers online shopping motivations. In terms of the experiential aspects, among the factors leading to hedonic value, social aspects are in fact more value-adding. Hence, we find that social interactions and image congruence are creating hedonic value, followed by the factors that result from the rich-in-flow-experience character of the medium. Factors such as adventure and value that make the consumer feel to be in a different world are obviously less effective.

In addition, we extend previous work by including self-concept related symbolic value to the overall conceptualization, mainly to be able to capture all aspects of online shopping and to underline the importance of self-concept within the online context. In this context, we emphasize the perceived congruence between the consumer and online shopping and link it to both hedonic value gained and to online search and purchase intentions. As hypothesized, we find that perceived congruence leads to an enjoyment and intrinsic motivation of the consumers (hedonic value) that turns out to be equally important as the enjoyment resulting from social interactions. Moreover, the influence of symbolic value acquired thorough the perceived congruence not only strongly affects consumers' purchase intentions but also plays a non-negligible role among the factors that lead to online search intention. This finding, providing the evidence of image considerations' significance within e-commerce, is inevitably important given the fact that previous studies mostly concentrate on the utilitarian and hedonic aspects and yet still provide mixed results. Our results cast light on earlier findings and demonstrate that utilitarian values work as a prerequisite, nonetheless hedonic and symbolic values experienced through online shopping differentiate the outcomes. As one of features of online shopping, companies implement cookies to track every move made by the consumers. As a result, not only what consumers search for but also what they purchase online can easily be made visible to other visitors or shoppers and can also be used as a recommendation mechanism. Consumption entails identity concerns; as a result, when consumers search for an offering online, self-concept related considerations also play a role, which are in fact more significant than in the case of online

purchasing, as offline purchasing may trigger online search as well. Hence, from a managerial standpoint, our results demonstrate that apart from the functional and experiential attributes, e-commerce sites also need to differentiate themselves from the competitors in terms of their images reflected to prospects, just as offline stores do. For instance, online retailers may assess how they are perceived by the consumers and make necessary adjustments to reflect images that are in congruence with their target consumers.

Finally, findings confirm that consumers' online purchase intention is positively influenced by their online search intentions as stated by previous literature. Online searching behavior is particularly important. Consumers may use online stores to gain information on various shopping related aspects and then go and shop offline, hence online shops need to convince the consumers to continue with the shopping journey and buy from them. Previous research suggests that in terms of purchase, consumers find that the offline context provides different benefits than the online context, hence consumers may eventually purchase from both (Scarpi, Pizzi & Visentin, 2014, p. 263); but when it comes to online search in either way they tend to search online (Voorveld et al., 2016, pp. 385-400). On the other hand, as stated earlier, we also find support for the anticipated relationship between consumers' congruity perceptions and online purchase intentions. As according to various theories such as Theory of Planned Behavior, intentions are important predictors of actual acts, online consumers' image concerns need to be addressed by online retailers as this would affect actual online consumption. Christodoulides et al. (2013, p. 163) point out that collectivists are more prone to community needs than their individualistic counterparts. Hence, we strongly believe that the collectivistic nature of Turkish online consumers is reflected in our results.

Overall, online shopping continues to be an important phenomenon for both consumers and marketers. The research reported here tries to contribute to the understanding of online shopping by analyzing the factors that are influential for consumers to engage in online search and purchasing. By having an understanding on the underlying motivations and factors that lead to the values gained by online shopping, current research aims to make academic as well as managerial contributions. From a theoretical perspective, this research attempts to offer a theoretical framework to adequately explain and predict online intentions of the consumers. The results validate the influence of a mixture of different factors. As noted earlier, contrary to the majority of previous research, we took both utilitarian and hedonic aspects into account, while also considering



the symbolic aspect of consumption that is reflected by the self-concept/online shopping congruity. Overall, our findings highlight the need to address all motivations from a managerial perspective and we conclude that the future of online shopping not only depends solely on hedonic or utilitarian factors, but also on consumers' perceptions regarding the image of online shopping. Hence, our results demonstrate the importance of making use of the properties of the medium while providing the consumer with a shopping experience that is rich in information, sensory stimulation, and self-expression. Though not stated as formal hypotheses we also checked for the influence of age and gender. Our results demonstrate that gender does not have an influence neither on utilitarian or hedonic motivations nor on online search and online purchase intentions. On the other hand, age seems to be influential on all aspects, though its effect is negligibly weaker compared to the other effects mentioned in the study. Hence, we can conclude that the findings of the current study are stable across sample demographics.

Further, the proposed structure was confirmed using a non-western sample and a large array of products. Consequently, the understanding of online shopping in the literature is hoped to be improved. Turkey is a developing country with many technological improvements and with 45% of Turkish population being younger than 25 years. Hence, Turkey is expected to display a higher growth rate in e-commerce compared to whole Europe and North America (PayPal Global Mobile Research Report, 2015). As a result, this research reflecting Turkish consumers' e-commerce preferences may not only shed light to non-western, collectivist consumers in the rest of the world, but would also create opportunities for international online retailers that operate in Turkey.

### **5. Limitations and Further Research**

While contributing to the understanding of consumers' online behavior, this research has some limitations common to social sciences. During the design of the study, we tried to control for common method biases by applying a pilot survey with the proposed items, by distancing the predictor and criterion variables, and by assuring for complete anonymity of the participants to avoid evaluation apprehension. However, minor issues such as common rater effects or item characteristics and context effects could not be eliminated. The main limitation of the study is that it was conducted with a non-probability sampled consumer group, and thus may not be generalized to the whole consumer population. Hence, analyzing how the model fits within different consumer

populations or in different countries may lead to some interesting results and therefore is suggested as an avenue for further research. Second, the data used in the study involves self-reported intentions of the consumers. Previous research shows that consumers intentions to purchase a product or service is a good predictor of actual purchase (Morwitz, Steckel & Gupta, 2007, pp. 347-364); and consumers who report higher purchase intentions were also found to have higher actual buying rates (Berkman & Gilson, 1978, p. 455). Nevertheless, testing the conceptual model with actual consumer behavior, or extending the model with actual buying behavior as an additional outcome, may create interesting managerial results. Future researchers may capture weighted differences between the motivations and intentions leading to a deeper understanding of online consumer behavior. As our results demonstrated, benefits that rise due to the features of the medium play a significant role in online consumer behavior. As such, future research may also add perceived interactivity or ease of use as significant contributors to consumers' online shopping and search intentions.

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**Appendix A**

| Dimension         | Item   | EFA Loading | Composite Reliability | Path Estimates | AVE  |
|-------------------|--|-------------|-----------------------|----------------|------|
| Desire to control | By using price comparison tools I feel more in control of the entire buying process      | 0.78        | 0.90                  | 0.81           | 0.78 |
|                   | I like to feel I have control over my online consumption process                         | 0.73        |                       | 0.82           |      |
|                   | The Web allows me to control my consumption visit  | 0.74        |                       | 0.86           |      |
|                   | Opportunity to elaborate upon or participate in the Web content makes me feel in control | 0.72        |                       | 0.85           |      |
| Convenience       | Shopping online saves me a lot of time   | 0.78        | 0.92                  | 0.76           | 0.81 |
|                   | Online shopping makes my life easier   | 0.73        |                       | 0.82           |      |
|                   | The Internet is a convenient way of shopping   | 0.77        |                       | 0.87           |      |
|                   | Online shopping fits my schedule   | 0.73        |                       | 0.80           |      |
|                   | Online, I can go shopping whenever I want  | 0.71        |                       | 0.80           |      |
|                   | What I value a lot is the convenience of ordering over the Internet                      | 0.79        |                       | 0.82           |      |

| Dimension   | Item  | EFA Loading | Composite Reliability | Path Estimates | AVE  |
|---|---|-------------|-----------------------|----------------|------|
| Assortment  | I buy online because there I can get what I want  | 0.71        | 0.93                  | 0.82           | 0.75 |
|   | I buy online because it provides me with easy and quick access to products/services I do not have in my local area                              | 0.78        |                       | 0.93           |      |
|   | I like to buy online because of the wide selection of products and services   | 0.70        |                       | 0.92           |      |
|   | Internet provides me with a broad selection of niche products, and/or products I would not otherwise look for                                   | 0.78        |                       | 0.84           |      |
| Economy Online, I can get good value for my money | You can save a lot by shopping online   | 0.77        | 0.89                  | 0.76           | 0.73 |
|   | Thanks to comparison shopping tools, I know I get the best value for the price I want to pay  | 0.78        |                       | 0.77           |      |
|   | On the Internet, I come across real bargains and/or competitive prices  | 0.77        |                       | 0.86           |      |
|   | I go shopping online to take advantage of sales or special offers   | 0.68        |                       | 0.79           |      |
|   |   | 0.67        |                       | 0.78           |      |
| Availability of information                       | What I value in online shopping is the availability of information – not only from the retailer and manufacturer, but also from other customers |             | 0.88                  |                | 0.68 |
|   | Thanks to price comparison tools,   |             |                       |                |      |
|   | I get quick and easy access to the information I need   | 0.79        |                       | 0.73           |      |
|   | I get quick and easy access to the information I need   | 0.76        |                       | 0.83           |      |
|   | Due to quick and easy access to large volumes of information, I feel more empowered   | 0.77        |                       | 0.81           |      |
|   | When I plan my shopping I often use the information I find on the Internet  | 0.78        |                       | 0.73           |      |
|   | Even if I bought the product in a physical store, I turn to the Web for product support information   | 0.74        |                       | 0.74           |      |

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