

## **BAB V**

### **PENUTUP**

Pada bab lima ini membahas tentang pengambilan kesimpulan dari hasil penelitian yang telah dilakukan. Setelah itu akan dipaparkan juga mengenai implikasi bagi pihak manajerial dan merumuskan saran serta penjelasan tentang keterbatasan penelitian. Adapun hal-hal tersebut yang akan dijelaskan adalah sebagai berikut:

#### **5.1 Kesimpulan**

Berdasarkan hasil penelitian yang telah diuraikan sebelumnya, berikut merupakan beberapa kesimpulan dari penelitian ini :

- a. Berdasarkan hasil analisis deskriptif dapat disimpulkan bahwa hasil analisis persentase pada karakteristik usia diketahui bahwa pembeli *online* pada Satria Martial Arts Shop Yogyakarta paling banyak berumur 15-25 tahun. Karakteristik responden dalam penelitian ini menunjukkan bahwa 68% responden yakni laki-laki maka, pembeli *online* pada Satria Martial Arts Shop Yogyakarta paling banyak berjenis kelamin laki-laki, dan pembeli *online* pada Satria Martial Arts Shop Yogyakarta paling banyak mempunyai tingkat pendapatan dibawah Rp 2.000.000 sebanyak 102 orang.
- b. Promosi penjualan pada Satria Martial Arts Shop mampu memberikan dampak yang signifikan terhadap keputusan pembelian *online*. Semakin menarik promosi penjualan maka semakin besar pula keputusan pembelian *online*. Promosi penjualan Satria Martial Arts Shop memainkan peran yang sangat penting dalam lingkungan belanja *online* dan dalam strategi periklanan.
- c. Kepercayaan merek *online* Satria Martial Arts Shop sebagai moderator secara signifikan mempegaruhi keputusan pembelian *online*. Kepercayaan merek *online* Satria Martial Arts Shop memoderasi pengaruh promosi penjualan terhadap keputusan pembelian *online*

semakin diperkuat dengan adanya variabel moderator yaitu kepercayaan merek *online* dengan adapun faktor-faktornya seperti keamanan/privasi, resiko persepsi, reputasi merek/nama merek, *WOM*, kualitas informasi dan pengalaman belanja *online*.

## 5.2 Implikasi Manajerial

Hasil penelitian yang telah dilakukan mengenai pengaruh promosi penjualan kepada keputusan pembelian *online* dengan kepercayaan merek *online* sebagai moderator pada Satria Martial Arts Shop Yogyakarta diharapkan dapat memberikan manfaat bagi pihak-pihak yang berkepentingan. Adapun implikasi manajerial dalam penelitian ini adalah sebagai berikut:

- a. Dengan adanya promosi penjualan pada Satria Martial Arts Shop yang meliputi harga paket, potongan harga, kupon, diskon, penawaran produk, dan poin, konsumen dapat tergoda untuk membeli produk secara *online* di Satria Martial Arts Shop. Satria Martial Arts Shop bisa meningkatkan penjualan dengan menambah dimensi promosi penjualan yang belum dilakukan seperti premium.
- b. Kepercayaan merek *online* dari Satria Martial Arts Shop menambah nilai atau citra terhadap konsumen sehingga konsumen lebih memilih untuk berbelanja secara *online* di Satria Martial Arts Shop. Menunjukkan beberapa testimoni atau kesan puas pelanggan yang sudah pernah melakukan pembelian secara *online* perlu dipublikasikan sebagai sarana memperkuat kepercayaan merek *online* dari Satria Martial Arts Shop. Promosi penjualan diperkuat dengan adanya variabel moderator yaitu kepercayaan merek *online* dengan faktor-faktornya seperti keamanan/privasi, resiko persepsi, reputasi merek/nama merek, *WOM*, kualitas informasi dan pengalaman belanja *online* membuat keputusan pembelian *online* di Satria Martial Arts Shop meningkat.

### 5.3 Keterbatasan Penelitian dan Saran Penelitian Selanjutnya

Dalam penelitian ini memiliki beberapa keterbatasan dalam pelaksanaan yang mempengaruhi hasil akhir dari penelitian ini adalah sebagai berikut:

- a. Dalam penelitian ini tidak menjelaskan variabel lain yang mampu mempengaruhi variabel dependennya yaitu keputusan pembelian *online* yang hal itu di buktikan dengan nilai R Square sebesar 0.456, untuk itu alangkah baik jika peneliti selanjutnya dapat menjelaskan atau menambahkan variabel lainnya yang mampu mempengaruhi keputusan pembelian *online*.
- b. Objek dari penelitian ini yang adalah Satria Martial Arts Shop belum secara konsisten melakukan seluruh dimensi dari promosi penjualan maka alangkah baiknya jika peneliti selanjutnya dapat menemukan objek yang mempunyai promosi penjualan secara lengkap dan juga konsisten diadakannya.

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**LAMPIRAN I**  
**KUESIONER**

Kepada Yth,

Saudara/i dan teman-teman praktisi beladiri  
- ditempat

Saya bermaksud meminta bantuan Anda untuk memberikan jawaban sesuai dengan pengalaman anda saat berbelanja *online* di Instagram, Website, Whatsapp, Bukalapak dan Tokopedia Satria Martial Arts Shop Yogyakarta. Adapun identitas peneliti adalah sebagai berikut:

**Nama** : **ALFONSUS EDO WINARDI**

**NPM** : **150321941**

**Program Studi** : **Ekonomi Manajemen**

**Fakultas** : **Ekonomika dan Bisnis**

**Universitas** : **Atma Jaya Yogyakarta**

Guna penelitian ini dilakukan dalam rangka penyusunan tugas akhir atau skripsi Sarjana Ekonomi pada Universitas Atma Jaya Yogyakarta. Atas kesediaannya saya ucapkan terimakasih.

Hormat kami,

**Alfonsus Edo Winardi**

### 1. Identitas Responden

Isilah dan berikan tanda v atau x pada kolom yang sesuai dengan jawaban anda.

Apakah Anda tahu Satria Martial Arts Shop Yogyakarta	Ya <input type="checkbox"/>	Tidak <input type="checkbox"/>
Saya pernah berbelanja secara <i>online</i> di Satria Martial Arts Shop dalam kurun waktu dibawah 6 bulan:	Pernah <input type="checkbox"/>	Tidak Pernah <input type="checkbox"/>

Jenis kelamin :	Laki-laki	<input type="checkbox"/>
	Perempuan	<input type="checkbox"/>
Umur :	15-25	<input type="checkbox"/>
	26-35	<input type="checkbox"/>
	36-45	<input type="checkbox"/>
	46 ke atas	<input type="checkbox"/>
Pendapatan per bulan :	Di bawah 2 juta rupiah	<input type="checkbox"/>
	Rp 2.000.001 - Rp 4.000.000	<input type="checkbox"/>
	Rp 4.000.001 - Rp 6.000.000	<input type="checkbox"/>
	Rp 6.000.001 keatas	<input type="checkbox"/>

## 2. Daftar Pertanyaan

Berikan tanda v atau x pada kolom yang sesuai dengan jawaban anda sebagai berikut:

STS = Sangat Tidak Setuju, TS = Tidak Setuju, N = Netral, S = Setuju, SS = Sangat Setuju.

### A. Promosi Penjualan

No.	Pernyataan	STS	TS	N	S	SS
1	Saya lebih memilih pembelian produk di Satria Martial Arts Shop secara <i>online</i> ketika tersedia dengan paket harga.					
2	Saya cenderung untuk membeli produk Satria Martial Arts Shop secara <i>online</i> karena potongan harga.					
3	Saya tergoda untuk membeli produk di Satria Martial Arts Shop secara <i>online</i> dengan kupon.					
4	Saya mempertimbangkan kontes saat berbelanja <i>online</i> di Satria Martial Arts Shop.					
5	Saya mempertimbangkan pengembalian uang tunai saat berbelanja <i>online</i> di Satria Martial Arts Shop.					
6	Saya biasanya melakukan pembelian <i>online</i> selama penawaran produk di Satria Martial Arts Shop.					
7	Poin pembelian diperhitungkan saat saya berbelanja <i>online</i> di Satria Martial Arts Shop.					

### B. Kepercayaan Merek *Online*

No.	Pernyataan	STS	TS	N	S	SS
1	Privasi dan informasi cara pembayaran saya terlindungi saat berbelanja <i>online</i> di Satria Martial Arts Shop.					
2	Informasi pribadi saya yang diberikan untuk transaksi dirahasiakan dan tidak disalahgunakan saat berbelanja <i>online</i> di Satria Martial Arts Shop.					
3	Satria Martial Arts Shop menepati janji kontraktualnya kepada konsumen. (contoh: konsumen mengklaim barang yang rusak di tiga hari setelah pembelian, di nota tertera bila barang rusak bisa dikembalikan atau ditukar sesudah jangka waktu satu minggu pembelian tanpa dipungut biaya, dan Satria Martial Arts Shop bersedia untuk menepati janji kontraktualnya)					
4	Merek <i>online</i> dari Satria Martial Arts Shop memiliki reputasi serta nilai yang baik di mata konsumen.					
5	Banyak teman dan kerabat merekomendasikan saya untuk membeli secara <i>online</i> di Satria Martial Arts Shop.					
6	Situs Website, Instagram, Whatsapp, Bukalapak dan Tokopedia Satria Martial Arts Shop menyediakan informasi mendalam yang membantu berbelanja <i>online</i> .					
7	Saya sangat menikmati berbelanja <i>online</i> di Satria Martial Arts Shop.					

### C. Keputusan Pembelian *Online*

No.	Pernyataan	STS	TS	N	S	SS
1	Saya berbelanja <i>online</i> di Satria Martial Arts Shop karena dapat berbelanja dengan nyaman di rumah saya.					
2	Saya berbelanja <i>online</i> karena dapat berbelanja kapan saja, tanpa perlu pergi ke toko Satria Martial Arts Shop.					
3	Saya berbelanja <i>online</i> di Satria Martial Arts Shop karena mendapatkan informasi produk terperinci dan ulasan secara <i>online</i> .					
4	Belanja <i>online</i> di Satria Martial Arts Shop memberikan fasilitas perbandingan harga yang mudah.					
5	Saya memanfaatkan berbelanja <i>online</i> di Satria Martial Arts Shop untuk membeli produk yang tidak mudah tersedia di pasar terdekat atau unik (baru).					
6	Belanja <i>online</i> di Satria Martial Arts Shop lebih hemat biaya karena memberikan banyak manfaat tunai ( <i>cash back</i> dan kode diskon).					
7	Belanja <i>online</i> di Satria Martial Arts Shop sesuai dengan gaya hidup saya.					
8	Menggunakan Internet untuk berbelanja <i>online</i> di Satria Martial Arts Shop memerlukan banyak usaha.					



## KUESIONER ONLINE (GOOGLE FORM)

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### KUESIONER Satria MARTIAL ARTS SHOP

Kapada 1th,  
Saudara/i dan teman-teman praktikal beladiri  
- ditempat

Saya bermaksud meminta bantuan Anda untuk memberikan jawaban sesuai dengan pengalaman anda saat berbelanja online di Instagram, Website, Whatsapp, Bukalapak dan Tokopedia Satria Martial Arts Shop Yogyakarta. Adapun identitas peneliti adalah sebagai berikut:

Nama	Alfonus Edo Winardi
NPM	15 03 21 941
Program Studi	Ekonomi Manajemen
Konsentrasi	Manajemen Pemasaran
Fakultas	Ekonomika dan Bisnis
Universitas	Atma Jaya Yogyakarta

Guna penelitian ini dilakukan dalam rangka penyusunan tugas akhir atau skripsi Sarjana Ekonomi pada Universitas Atma Jaya Yogyakarta. Atas kesediaannya saya ucapkan terimakasih.

Hormat Saya,

Alfonus Edo Winardi

**BERIKUTNYA**

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### KUESIONER Satria MARTIAL ARTS SHOP

\* Wajib

#### Kuesioner Penelitian

Dimasa sekarang ini, dalam hal berbelanja semakin cepat dan praktis. Hal itu dikarenakan dukungan dari pesatnya kemajuan dari teknologi sehingga sekarang bisa berbelanja secara online. Tidak ketinggalan untuk berbelanja online tentang kebutuhan olahraga. Satria Martial Arts Shop adalah pemasok dan produsen peralatan olahraga dan peralatan beladiri untuk berbagai macam komunitas seni bela diri. Seiring berjalannya waktu dan perkembangan media sosial Satria Martial Arts Shop membangun Website, media sosial Instagram, Bukalapak dan Tokopedia Satria Martial Arts Shop.

Untuk itu saya Alfonus Edo Winardi mengajak saudara/i dan teman-teman praktikal beladiri untuk mengingat tentang kesan pengalaman dalam berbelanja secara online di Satria Martial Arts Shop Yogyakarta dan mengisi kuesioner ini.

"Kita tidak berhenti berolahraga karena menjadi renta. Kita menjadi renta karena berhenti berolahraga." – Kenneth Cooper

Apakah Anda tahu Satria Martial Arts Shop \*

Tahu (Lanjut ke pertanyaan berikutnya)

Tidak tahu (Berhenti disini)

Apakah Anda pernah berbelanja secara online di Satria Martial Arts Shop dalam kurun waktu dibawah 6 bulan: \*

Pernah (Lanjut ke pertanyaan berikutnya)

Tidak Pernah (Berhenti disini)

**KEMBALI** **BERIKUTNYA**

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## KUESIONER SATRIA MARTIAL ARTS SHOP

\*Wajib

### Identitas Responden

Berikut ini adalah kuesioner mengenai karakteristik demografi dari responden. Pilih sesuai dengan karakteristik Anda saat ini.

**Jenis Kelamin \***

Laki-laki

Perempuan

**Umur \***

15-25 tahun

26-35 tahun

36-45 tahun

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Apps YouTube edo

Laki-laki

Perempuan

**Umur \***

15-25 tahun

26-35 tahun

36-45 tahun

45 tahun keatas

**Pendapatan per bulan \***

Dibawah Rp 2.000.000

Rp 2.000.001 - Rp 4.000.000

Rp 4.000.001 - Rp 6.000.000

6.000.001 keatas

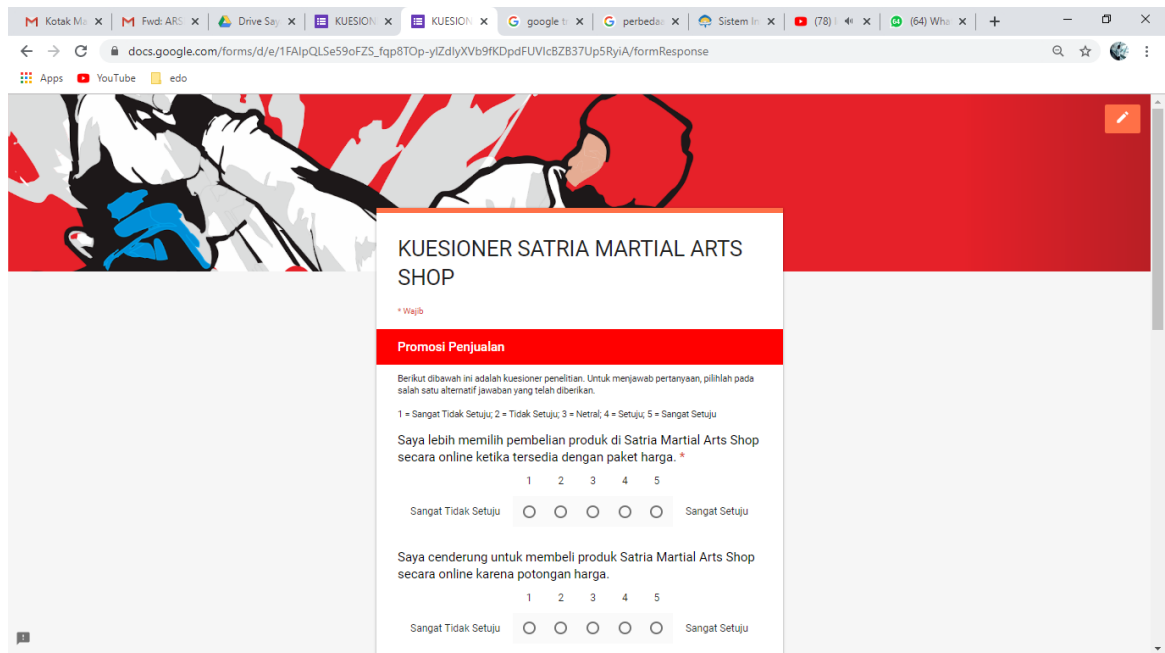
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Apps YouTube edo



## KUESIONER SATRIA MARTIAL ARTS SHOP

\*Wajib

### Promosi Penjualan

Berikut dibawah ini adalah kuesioner penelitian. Untuk menjawab pertanyaan, pilihlah pada salah satu alternatif jawaban yang telah diberikan.

1 = Sangat Tidak Setuju, 2 = Tidak Setuju, 3 = Netral, 4 = Setuju, 5 = Sangat Setuju

Saya lebih memilih pembelian produk di Satria Martial Arts Shop secara online ketika tersedia dengan paket harga. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya cenderung untuk membeli produk Satria Martial Arts Shop secara online karena potongan harga.

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Kotak M: x Fwd: AR: x Drive Say: x KUESION: x KUESION: x google: x perbeda: x Sistem In: x (78) x (64) Who: x

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Apps YouTube edo

Saya tergoda untuk membeli produk di Satria Martial Arts Shop secara online karena ada kupon. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya mempertimbangkan kontes saat berbelanja online di Satria Martial Arts Shop. (contoh: Satria Martial Arts Shop memberikan kontes berupa pertanyaan di media sosial untuk dijawab dan akan dipilih pemenangnya secara acak) \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya mempertimbangkan karena pengembalian uang tunai saat berbelanja online di Satria Martial Arts Shop.

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya biasanya melakukan pembelian online selama ada penawaran produk di Satria Martial Arts Shop. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Poin pembelian diperhitungkan saat saya berbelanja online di Satria Martial Arts Shop. \*

1 2 3 4 5

Kotak M: x | Fwd: AR: x | Drive Sey: x | KUESION: x | KUESION: x | google: x | perbeda: x | Sistem In: x | (78) x | (64) Wh: x | +

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Apps YouTube edo

Sangat Tidak Setuju      Sangat Setuju

Saya mempertimbangkan karena diskon saat berbelanja online di Satria Martial Arts Shop.

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya biasanya melakukan pembelian online selama ada penawaran produk di Satria Martial Arts Shop. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Poin pembelanjaan diperhitungkan saat saya berbelanja online di Satria Martial Arts Shop. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

KEMBALI BERIKUTNYA


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## KUESIONER SATRIA MARTIAL ARTS SHOP

\* Wajib

### Kepercayaan Merek Online

Berikut dibawah ini adalah kuesioner penelitian. Untuk menjawab pertanyaan, pilihlah pada salah satu alternatif jawaban yang telah diberikan.

1 = Sangat Tidak Setuju, 2 = Tidak Setuju, 3 = Netral, 4 = Setuju, 5 = Sangat Setuju

Privasi dan informasi cara pembayaran saya terlindungi saat berbelanja online di Satria Martial Arts Shop. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Informasi pribadi saya yang diberikan untuk transaksi dirahasiakan dan tidak disalahgunakan saat berbelanja online di Satria Martial Arts Shop. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

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Apps YouTube edo

Satria Martial Arts Shop menepati janji kontraktualnya kepada konsumen. (contoh: konsumen mengklaim barang yang rusak di tiga hari setelah pembelian, di nota tertera bila barang rusak bisa dikembalikan atau ditukar sesudah jangka waktu satu minggu pembelian tanpa dipungut biaya, dan Satria Martial Arts Shop bersedia untuk menepati janji kontraktualnya) \*

1 2 3 4 5

Merek online dari Satria Martial Arts Shop memiliki reputasi serta nilai yang baik dimata konsumen. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Banyak teman dan kerabat merekomendasikan saya untuk membeli secara online di Satria Martial Arts Shop. \*

1 2 3 4 5

Sangat Tidak Setuju     Sangat Setuju

Situs Website, Instagram, Whatsapp, Bukalapak dan Tokopedia Satria Martial Arts Shop menyediakan informasi mendalam yang membantu berbelanja online. \*

1 2 3 4 5

Sangat Tidak Setuju     Sangat Setuju

Kotak M... x Fwd: AR... x Drive Sa... x KUESION... x KUESION... x google... x perbeda... x Sistem In... x (78) x (64) Wha... x +

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Apps YouTube edo

Banyak teman dan kerabat merekomendasikan saya untuk membeli secara online di Satria Martial Arts Shop. \*

1 2 3 4 5

Sangat Tidak Setuju     Sangat Setuju

Situs Website, Instagram, Whatsapp, Bukalapak dan Tokopedia Satria Martial Arts Shop menyediakan informasi mendalam yang membantu berbelanja online. \*

1 2 3 4 5

Sangat Tidak Setuju     Sangat Setuju

Saya sangat menikmati berbelanja online di Satria Martial Arts Shop. \*

1 2 3 4 5

Sangat Tidak Setuju     Sangat Setuju

KEMBALI BERIKUTNYA

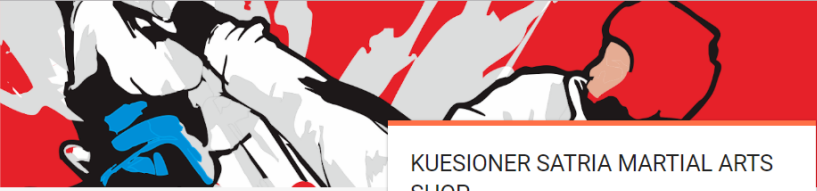
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## KUESIONER SATRIA MARTIAL ARTS SHOP

\*Wajib

### Keputusan Pembelian Online

Berikut dibawah ini adalah kuesioner penelitian. Untuk menjawab pertanyaan, pilihlah pada salah satu alternatif jawaban yang telah diberikan.  
1 = Sangat Tidak Setuju; 2 = Tidak Setuju; 3 = Netral; 4 = Setuju; 5 = Sangat Setuju

Saya berbelanja online di Satria Martial Arts Shop karena dapat berbelanja dengan nyaman di rumah saya. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya berbelanja online karena dapat berbelanja kapan saja, tanpa perlu pergi ke toko Satria Martial Arts Shop. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Kotak M: x | Fwd: ARS: x | Drive Say: x | KUESION: x | KUESION: x | google: x | perbeda: x | Sistem In: x | (78) x | (64) Wha: x | +

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Apps YouTube edo

Saya berbelanja online di Satria Martial Arts Shop karena mendapatkan informasi produk terperinci dan ulasan secara online. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Belanja online di Satria Martial Arts Shop memberikan fasilitas perbandingan harga yang mudah. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya memanfaatkan berbelanja online di Satria Martial Arts Shop untuk membeli produk yang tidak mudah tersedia di pasar terdekat atau unik (baru). \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Belanja online di Satria Martial Arts Shop lebih hemat biaya karena memberikan banyak manfaat tunai (cash back dan kode diskon). \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Belanja online di Satria Martial Arts Shop sesuai dengan gaya

Kotak M: X | M Fwd: AR: X | Drive Sa: X | KUESION: X | KUESION: X | google: X | perbeda: X | Sistem Ir: X | (78) X | (64) Wh: X | +

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Apps YouTube edo

Belanja online di Satria Martial Arts Shop lebih hemat biaya karena memberikan banyak manfaat tunai (cash back dan kode diskon). \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Belanja online di Satria Martial Arts Shop sesuai dengan gaya hidup saya. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Menggunakan Internet untuk berbelanja online di Satria Martial Arts Shop memerlukan banyak usaha. \*


1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

KEMBALI KIRIM

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**LAMPIRAN II**  
**DATA RESPONDEN**

<b>NO</b>	<b>UMUR</b>	<b>JENIS KELAMIN</b>	<b>PENDAPATAN</b>	<b>APAKAH ANDA TAHU SATRIA MARTIAL ARTS SHOP</b>	<b>APAKAH ANDA PERNAH BERBELANJA SECARA ONLINE DI SATRIA MARTIAL ARTS SHOP DALAM KURUN WAKTU DIBAWAH 6 BULAN</b>
1	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
2	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
3	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
4	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
5	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
6	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
7	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
8	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
9	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
10	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
11	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
12	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
13	Perempuan	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
14	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
15	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
16	Perempuan	36-45 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
17	Laki-laki	26-35 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
18	Laki-laki	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
19	Laki-laki	26-35 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
20	Laki-laki	36-45 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
21	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
22	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
23	Perempuan	45 tahun keatas	6.000.001 keatas	Ya, tahu	Ya, pernah
24	Perempuan	45 tahun keatas	6.000.001 keatas	Ya, tahu	Ya, pernah
25	Perempuan	45 tahun keatas	6.000.001 keatas	Ya, tahu	Ya, pernah
26	Laki-laki	45 tahun keatas	6.000.001 keatas	Ya, tahu	Ya, pernah
27	Laki-laki	36-45 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
28	Perempuan	36-45 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
29	Perempuan	36-45 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah



30	Perempuan	36-45 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
31	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
32	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
33	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
34	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
35	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
36	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
37	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
38	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
39	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
40	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
41	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
42	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
43	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
44	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
45	Laki-laki	45 tahun keatas	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
46	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
47	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
48	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
49	Laki-laki	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
50	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
51	Laki-laki	26-35 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
52	Perempuan	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
53	Laki-laki	36-45 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
54	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
55	Laki-laki	36-45 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
56	Laki-laki	36-45 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
57	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
58	Laki-laki	36-45 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
59	Perempuan	36-45 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
60	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
61	Laki-laki	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
62	Laki-laki	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
63	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
64	Laki-laki	36-45 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
65	Laki-laki	15-25 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
66	Perempuan	45 tahun keatas	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
67	Perempuan	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
68	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
69	Perempuan	36-45 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
70	Laki-laki	45 tahun keatas	6.000.001 keatas	Ya, tahu	Ya, pernah
71	Perempuan	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah

72	Perempuan	26-35 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
73	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
74	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
75	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
76	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
77	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
78	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
79	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
80	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
81	Laki-laki	36-45 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
82	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
83	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
84	Laki-laki	15-25 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
85	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
86	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
87	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
88	Perempuan	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
89	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
90	Laki-laki	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
91	Laki-laki	36-45 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
92	Laki-laki	45 tahun keatas	6.000.001 keatas	Ya, tahu	Ya, pernah
93	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
94	Laki-laki	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
95	Perempuan	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
96	Perempuan	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
97	Laki-laki	15-25 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
98	Laki-laki	36-45 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
99	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
100	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
101	Laki-laki	26-35 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
102	Laki-laki	45 tahun keatas	6.000.001 keatas	Ya, tahu	Ya, pernah
103	Perempuan	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
104	Laki-laki	26-35 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
105	Perempuan	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
106	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
107	Laki-laki	26-35 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
108	Laki-laki	26-35 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
109	Perempuan	26-35 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
110	Perempuan	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
111	Laki-laki	15-25 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
112	Laki-laki	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
113	Laki-laki	36-45 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah

114	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
115	Laki-laki	45 tahun keatas	6.000.001 keatas	Ya, tahu	Ya, pernah
116	Laki-laki	26-35 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
117	Laki-laki	26-35 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
118	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
119	Laki-laki	36-45 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
120	Laki-laki	45 tahun keatas	6.000.001 keatas	Ya, tahu	Ya, pernah
121	Perempuan	26-35 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
122	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
123	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
124	Laki-laki	15-25 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
125	Laki-laki	15-25 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
126	Perempuan	15-25 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
127	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
128	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
129	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
130	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
131	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
132	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
133	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
134	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
135	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
136	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
137	Laki-laki	26-35 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
138	Laki-laki	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
139	Laki-laki	26-35 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
140	Laki-laki	26-35 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
141	Laki-laki	26-35 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
142	Laki-laki	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
143	Laki-laki	26-35 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
144	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
145	Laki-laki	26-35 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
146	Laki-laki	26-35 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
147	Laki-laki	26-35 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
148	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
149	Laki-laki	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
150	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
151	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
152	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
153	Laki-laki	26-35 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
154	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
155	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah

156	Perempuan	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
157	Laki-laki	26-35 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
158	Perempuan	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
159	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
160	Perempuan	26-35 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
161	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
162	Laki-laki	36-45 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
163	Perempuan	36-45 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
164	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
165	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
166	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
167	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
168	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
169	Laki-laki	36-45 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
170	Perempuan	15-25 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
171	Laki-laki	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
172	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
173	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
174	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
175	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
176	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
177	Laki-laki	26-35 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
178	Laki-laki	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
179	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
180	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
181	Laki-laki	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
182	Laki-laki	36-45 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
183	Laki-laki	36-45 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
184	Perempuan	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
185	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
186	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
187	Perempuan	26-35 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
188	Laki-laki	36-45 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
189	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
190	Laki-laki	36-45 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
191	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
192	Laki-laki	26-35 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
193	Perempuan	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
194	Laki-laki	36-45 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
195	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
196	Laki-laki	36-45 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
197	Laki-laki	36-45 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah

198	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
199	Laki-laki	36-45 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
200	Perempuan	36-45 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
201	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
202	Laki-laki	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
203	Laki-laki	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
204	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
205	Laki-laki	36-45 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
206	Laki-laki	15-25 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
207	Perempuan	45 tahun keatas	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
208	Perempuan	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
209	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
210	Perempuan	36-45 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
211	Laki-laki	45 tahun keatas	6.000.001 keatas	Ya, tahu	Ya, pernah
212	Perempuan	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
213	Perempuan	26-35 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
214	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
215	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
216	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
217	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
218	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
219	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
220	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
221	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
222	Laki-laki	36-45 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
223	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
224	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
225	Laki-laki	15-25 tahun	6.000.001 keatas	Ya, tahu	Ya, pernah
226	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
227	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
228	Laki-laki	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
229	Perempuan	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
230	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
231	Laki-laki	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
232	Laki-laki	36-45 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
233	Laki-laki	45 tahun keatas	6.000.001 keatas	Ya, tahu	Ya, pernah
234	Perempuan	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
235	Laki-laki	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
236	Perempuan	26-35 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
237	Perempuan	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
238	Laki-laki	15-25 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
239	Laki-laki	36-45 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah

240	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
241	Laki-laki	15-25 tahun	Dibawah Rp 2.000.000	Ya, tahu	Ya, pernah
242	Laki-laki	26-35 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah
243	Laki-laki	45 tahun keatas	6.000.001 keatas	Ya, tahu	Ya, pernah
244	Perempuan	15-25 tahun	Rp 2.000.001 - Rp 4.000.000	Ya, tahu	Ya, pernah
245	Laki-laki	26-35 tahun	Rp 4.000.001 - Rp 6.000.000	Ya, tahu	Ya, pernah

No	Promosi Penjualan								Kepercayaan Merek Online							Keputusan Pembelian Online									
	PP01	PP02	PP03	PP04	PP05	PP06	PP07	TPP	KM01	KM02	KM03	KM04	KM05	KM06	KM07	TKM0	KP01	KP02	KP03	KP04	KP05	KP06	KP07	KP08	TKPO
1	4	5	4	4	4	4	5	30	4	4	5	5	4	4	4	30	4	5	5	4	5	4	4	4	35
2	4	4	4	5	4	5	5	31	5	5	4	4	5	4	4	31	4	4	4	5	4	5	5	2	33
3	5	5	4	4	4	5	5	32	4	4	4	4	4	4	5	29	3	3	3	4	3	4	2	3	25
4	4	4	4	4	4	4	5	29	4	5	5	5	5	4	5	33	5	5	5	4	5	4	4	4	36
5	5	5	5	5	5	5	5	35	5	5	4	5	4	4	5	32	4	5	4	5	4	5	4	1	32
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48	5	5	5	5	5	5	5	35	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40	
49	5	4	5	4	5	5	4	32	5	5	4	4	4	4	31	5	4	4	4	5	5	5	5	37	
50	5	5	5	5	5	5	5	35	4	4	4	4	4	4	28	5	5	4	4	5	3	4	5	35	
51	4	3	5	5	5	3	5	30	5	5	5	5	4	4	33	5	4	4	5	5	5	4	5	37	
52	4	4	4	5	5	5	4	31	4	4	5	4	5	4	30	4	4	4	4	4	5	4	5	34	
53	5	4	5	5	5	4	3	31	4	5	4	4	5	5	4	31	5	5	5	5	5	5	5	40	
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56	4	4	3	5	4	3	4	27	4	4	5	5	5	5	33	4	4	4	3	3	3	3	3	27	
57	5	4	4	3	5	5	5	31	5	5	5	5	5	5	35	5	5	5	5	5	3	3	5	36	
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61	4	4	5	4	4	5	5	31	4	4	4	4	5	4	5	30	4	4	4	4	5	4	5	35	

62	5	5	5	4	5	5	4	33	5	5	3	5	5	5	5	33	5	5	5	5	4	5	5	5	39
63	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
64	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
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66	4	5	5	4	4	5	5	32	4	4	5	5	4	4	5	31	5	4	4	5	5	4	4	5	36
67	4	5	4	5	4	5	4	31	5	4	5	4	5	4	5	32	4	5	4	5	4	5	4	5	36
68	4	5	5	4	4	5	5	32	4	4	5	5	4	4	5	31	5	4	4	5	5	4	4	5	36
69	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
70	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
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77	5	5	4	4	5	5	5	33	5	4	5	5	4	5	4	32	5	5	5	4	5	5	5	5	39
78	5	5	5	5	5	5	4	34	4	4	4	5	5	5	5	32	4	4	4	5	5	5	5	5	37
79	5	5	4	5	5	4	5	33	5	5	4	5	5	4	5	33	5	4	5	4	5	4	5	5	37
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82	5	4	4	5	5	4	5	32	5	5	4	5	5	5	5	34	5	5	4	4	4	4	4	5	35
83	4	5	4	5	4	5	5	32	4	5	4	4	5	4	3	29	4	5	5	4	5	4	5	5	37
84	5	5	5	5	5	5	5	35	5	5	4	4	4	5	5	32	5	5	5	5	5	5	5	5	40
85	5	5	5	5	5	4	4	33	5	4	5	5	5	5	4	33	5	4	5	5	4	5	4	5	37
86	5	4	4	4	4	4	4	29	5	5	5	5	4	4	4	32	4	4	4	5	4	5	5	3	34
87	5	4	4	4	4	4	4	29	4	4	5	5	4	4	4	30	4	4	4	5	4	4	4	4	33
88	5	5	5	5	5	5	5	35	4	5	5	5	5	5	5	34	5	5	5	5	5	5	5	5	40
89	4	4	4	4	4	4	4	28	5	5	5	5	4	4	5	33	5	5	5	5	4	4	4	4	36
90	4	4	5	5	5	4	5	32	5	4	5	5	5	4	4	32	5	5	4	4	4	4	4	5	35
91	5	5	5	4	4	5	5	33	5	4	5	4	5	4	4	31	5	4	4	5	4	4	4	5	35
92	4	4	4	4	4	4	4	28	4	5	5	5	4	4	4	31	5	5	5	4	5	5	5	5	39
93	5	4	4	5	5	5	4	32	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
94	5	5	5	5	4	4	5	33	5	5	4	5	5	4	5	33	4	5	5	5	5	5	5	5	39
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96	5	5	5	5	5	5	5	35	4	4	5	5	5	5	5	33	5	5	5	5	5	5	5	5	40
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98	5	5	5	5	5	5	5	35	4	5	4	4	5	5	5	32	4	4	5	5	5	5	5	5	38



99	5	4	5	4	4	5	5	32	5	5	5	5	4	5	5	34	5	5	5	4	5	5	5	4	38
100	5	5	4	5	4	4	4	31	5	5	5	5	4	4	5	33	5	5	4	4	4	4	5	5	36
101	4	4	4	4	4	5	5	30	5	5	5	5	5	5	5	35	5	5	5	5	5	4	4	5	38
102	5	5	5	5	5	5	5	35	5	4	5	4	5	5	4	32	5	4	5	5	5	5	5	5	39
103	5	5	4	4	5	5	4	32	5	5	4	5	5	5	5	34	4	5	5	5	5	5	5	5	39
104	5	4	4	4	5	4	4	30	4	3	4	4	3	4	4	26	4	4	4	4	4	4	4	4	32
105	4	4	4	4	5	4	5	30	3	3	3	4	3	4	3	23	5	5	4	5	4	4	3	5	35
106	5	4	5	5	5	5	5	34	5	5	4	5	5	4	5	33	5	5	4	4	5	5	4	5	37
107	5	4	4	5	5	4	5	32	5	5	5	5	5	5	5	35	5	4	5	5	5	5	5	5	39
108	5	4	4	5	4	5	5	32	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
109	5	5	4	4	4	5	5	32	5	4	4	4	5	5	5	32	4	4	5	4	4	4	5	5	35
110	5	5	5	5	5	4	4	33	5	5	4	4	4	5	5	32	5	5	5	5	5	5	5	5	40
111	5	5	4	4	5	5	4	32	5	5	4	5	5	4	4	32	5	4	5	5	5	4	5	5	38
112	5	5	5	5	5	5	5	35	4	4	5	5	4	5	5	32	5	4	4	5	5	5	4	5	37
113	5	5	4	5	5	5	5	34	5	4	5	5	4	5	5	33	5	5	4	4	5	5	5	5	38
114	5	5	5	5	5	5	5	35	5	5	5	5	5	5	4	34	4	5	5	5	5	5	5	5	39
115	5	4	5	4	4	4	5	31	5	4	4	4	5	4	4	30	5	5	5	4	5	5	4	4	37
116	4	4	4	4	4	4	4	28	5	5	5	5	5	5	5	35	5	5	5	5	4	4	4	4	36
117	4	5	5	5	5	5	5	34	4	5	5	5	5	5	5	34	4	5	5	5	4	4	4	4	35
118	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
119	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
120	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
121	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
122	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
123	4	5	5	4	5	4	4	31	4	4	4	5	4	5	4	30	5	4	5	4	4	4	4	5	35
124	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
125	5	5	5	5	5	4	5	34	4	4	4	4	5	5	4	30	5	5	5	5	4	4	5	5	38
126	4	5	5	5	5	5	5	34	4	5	4	5	3	5	5	31	5	5	5	5	5	5	5	5	40
127	5	5	5	5	5	5	5	35	4	4	5	5	5	4	5	32	5	5	5	5	5	5	5	5	40
128	5	5	5	4	4	4	4	31	5	5	5	5	5	5	5	35	5	5	5	5	5	5	4	4	38
129	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
130	4	5	5	4	4	5	4	31	4	4	5	4	4	4	5	30	4	4	4	4	4	4	4	5	33
131	4	5	5	4	4	5	4	31	4	4	5	4	4	4	5	30	4	4	4	4	4	4	4	5	33
132	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
133	4	4	4	4	4	4	4	28	4	4	4	4	4	4	4	28	4	4	4	4	4	4	4	4	32
134	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
135	5	5	4	4	5	5	5	33	5	5	4	4	4	4	4	30	5	5	4	5	4	5	5	5	38
136	5	4	5	4	5	4	5	32	4	5	4	5	4	4	4	30	5	4	4	5	5	5	5	4	37





213	5	5	5	5	5	4	5	34	4	5	4	4	5	5	4	31	4	4	5	4	3	4	4	4	32
214	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
215	5	5	4	4	5	5	5	33	4	4	4	5	4	4	5	30	5	5	5	5	5	5	5	5	40
216	4	4	5	5	4	5	4	31	4	4	5	4	4	4	3	28	4	4	4	3	3	3	3	3	27
217	5	4	4	5	5	5	5	33	5	5	5	5	5	5	5	35	5	5	5	5	5	3	3	5	36
218	5	5	5	5	5	5	5	35	5	5	4	4	4	5	4	31	4	5	5	4	4	4	3	5	34
219	5	5	5	4	4	4	4	31	4	4	4	4	4	4	4	28	4	4	4	4	4	4	4	4	32
220	4	5	5	4	4	5	5	32	5	5	5	5	5	4	3	32	5	5	5	5	5	4	4	5	38
221	4	4	5	4	4	5	5	31	4	4	4	4	5	4	5	30	4	4	4	4	5	4	5	5	35
222	5	5	5	4	5	5	4	33	5	5	3	5	5	5	5	33	5	5	5	5	4	5	5	5	39
223	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
224	4	4	4	4	4	4	4	28	4	4	4	4	4	4	4	28	4	4	4	4	4	4	4	4	32
225	4	4	4	4	4	4	4	28	4	4	4	4	4	5	4	29	4	4	4	4	4	4	4	5	33
226	4	5	5	4	4	5	5	32	4	4	5	5	4	5	5	32	5	4	4	5	5	4	4	5	36
227	4	5	4	5	4	5	4	31	5	4	5	4	5	5	5	33	4	5	4	5	4	5	4	5	36
228	4	5	5	4	4	5	5	32	4	4	5	5	4	5	5	32	5	4	4	5	5	4	4	5	36
229	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
230	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
231	5	5	5	5	5	5	5	35	4	4	4	4	4	4	4	28	4	5	4	5	4	5	4	5	36
232	4	5	5	4	4	4	5	31	5	5	4	5	5	5	4	33	4	4	5	5	4	4	5	5	36
233	5	4	5	4	4	4	5	31	5	4	4	5	4	5	5	32	4	4	4	4	5	5	5	5	36
234	5	4	4	4	4	5	5	31	5	5	4	5	4	4	4	31	5	5	5	4	5	5	4	4	37
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236	4	4	4	5	4	5	5	31	5	5	5	4	5	5	5	34	5	5	5	5	5	5	4	5	39
237	5	5	4	4	5	5	5	33	5	4	5	5	4	5	4	32	5	5	5	4	5	5	5	5	39
238	5	5	5	5	5	5	4	34	4	4	4	5	5	5	5	32	4	4	4	5	5	5	5	5	37
239	5	5	4	5	5	4	5	33	5	5	4	5	5	4	5	33	5	4	5	4	5	4	5	5	37
240	5	4	4	5	5	5	5	33	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	5	40
241	5	5	5	5	5	5	5	35	5	4	5	5	5	4	5	33	5	4	4	3	4	5	5	5	35
242	5	4	4	5	5	4	5	32	5	5	4	5	5	5	5	34	5	5	4	4	4	4	4	5	35
243	4	5	4	5	4	5	3	30	4	5	4	4	5	4	5	31	4	5	5	4	5	4	5	5	37
244	5	5	5	5	5	5	5	35	5	5	4	4	4	5	5	32	5	5	5	4	5	5	5	5	39
245	5	5	5	5	5	4	4	33	5	4	4	4	5	5	4	31	5	4	5	4	4	5	4	5	36

## LAMPIRAN III UJI VALIDITAS

### 1. Promosi Penjualan

**Correlations**

		PPQ1	PPQ2	PPQ3	PPQ4	PPQ5	PPQ6	PPQ7	TP
PPQ1	Pearson Correlation	1	.633**	.585**	.436*	.585**	.557**	.422*	.805**
	Sig. (2-tailed)		.000	.001	.016	.001	.001	.020	.000
	N	30	30	30	30	30	30	30	30
PPQ2	Pearson Correlation	.633**	1	.527**	.457*	.422*	.163	.368*	.680**
	Sig. (2-tailed)	.000		.003	.011	.020	.391	.045	.000
	N	30	30	30	30	30	30	30	30
PPQ3	Pearson Correlation	.585**	.527**	1	.480**	.683**	.420*	.316	.764**
	Sig. (2-tailed)	.001	.003		.007	.000	.021	.089	.000
	N	30	30	30	30	30	30	30	30
PPQ4	Pearson Correlation	.436*	.457*	.480**	1	.480**	.695**	.588**	.767**
	Sig. (2-tailed)	.016	.011	.007		.007	.000	.001	.000
	N	30	30	30	30	30	30	30	30
PPQ5	Pearson Correlation	.585**	.422*	.683**	.480**	1	.528**	.422*	.784**
	Sig. (2-tailed)	.001	.020	.000	.007		.003	.020	.000
	N	30	30	30	30	30	30	30	30
PPQ6	Pearson Correlation	.557**	.163	.420*	.695**	.528**	1	.704**	.763**
	Sig. (2-tailed)	.001	.391	.021	.000	.003		.000	.000
	N	30	30	30	30	30	30	30	30
PPQ7	Pearson Correlation	.422*	.368*	.316	.588**	.422*	.704**	1	.721**
	Sig. (2-tailed)	.020	.045	.089	.001	.020	.000		.000
	N	30	30	30	30	30	30	30	30
TP	Pearson Correlation	.805**	.680**	.764**	.767**	.784**	.763**	.721**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	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).



## 2. Kepercayaan Merek Online

Correlations

	KMO1	KMO2	KMO3	KMO4	KMO5	KMO6	KMO7	TKMO
KMO1 Pearson Correlation	1	.463*	.331	.535**	.684**	.428*	.477**	.754**
KMO1 Sig. (2-tailed)		.010	.074	.002	.000	.018	.008	.000
KMO1 N	30	30	30	30	30	30	30	30
KMO2 Pearson Correlation	.463*	1	.646**	.564**	.463*	.447*	.520**	.777**
KMO2 Sig. (2-tailed)	.010		.000	.001	.010	.013	.003	.000
KMO2 N	30	30	30	30	30	30	30	30
KMO3 Pearson Correlation	.331	.646**	1	.784**	.441*	.448*	.481**	.785**
KMO3 Sig. (2-tailed)	.074	.000		.000	.015	.013	.007	.000
KMO3 N	30	30	30	30	30	30	30	30
KMO4 Pearson Correlation	.535**	.564**	.784**	1	.428*	.348	.345	.764**
KMO4 Sig. (2-tailed)	.002	.001	.000		.018	.060	.062	.000
KMO4 N	30	30	30	30	30	30	30	30
KMO5 Pearson Correlation	.684**	.463*	.441*	.428*	1	.321	.371*	.712**
KMO5 Sig. (2-tailed)	.000	.010	.015	.018		.084	.044	.000
KMO5 N	30	30	30	30	30	30	30	30
KMO6 Pearson Correlation	.428*	.447*	.448*	.348	.321	1	.668**	.701**
KMO6 Sig. (2-tailed)	.018	.013	.013	.060	.084		.000	.000
KMO6 N	30	30	30	30	30	30	30	30
KMO7 Pearson Correlation	.477**	.520**	.481**	.345	.371*	.668**	1	.739**
KMO7 Sig. (2-tailed)	.008	.003	.007	.062	.044	.000		.000
KMO7 N	30	30	30	30	30	30	30	30
TKMO Pearson Correlation	.754**	.777**	.785**	.764**	.712**	.701**	.739**	1
TKMO Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
TKMO N	30	30	30	30	30	30	30	30

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

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



### 3. Keputusan Pembelian Online

Correlations

		KPO1	KPO2	KPO3	KPO4	KPO5	KPO6	KPO7	KPO8	TOTAL
KPO1	Pearson Correlation	1	.565**	.505**	.414*	.829**	.508**	.789**	.253	.814**
	Sig. (2-tailed)		.001	.004	.023	.000	.004	.000	.177	.000
	N	30	30	30	30	30	30	30	30	30
KPO2	Pearson Correlation	.565**	1	.612**	.331	.651**	.682**	.558**	.195	.750**
	Sig. (2-tailed)	.001		.000	.074	.000	.000	.001	.303	.000
	N	30	30	30	30	30	30	30	30	30
KPO3	Pearson Correlation	.505**	.612**	1	.558**	.523**	.372*	.420*	.306	.715**
	Sig. (2-tailed)	.004	.000		.001	.003	.043	.021	.101	.000
	N	30	30	30	30	30	30	30	30	30
KPO4	Pearson Correlation	.414*	.331	.558**	1	.428*	.560**	.514**	.047	.600**
	Sig. (2-tailed)	.023	.074	.001		.018	.001	.004	.807	.000
	N	30	30	30	30	30	30	30	30	30
KPO5	Pearson Correlation	.829**	.651**	.523**	.428*	1	.489**	.686**	.278	.816**
	Sig. (2-tailed)	.000	.000	.003	.018		.006	.000	.137	.000
	N	30	30	30	30	30	30	30	30	30
KPO6	Pearson Correlation	.508**	.682**	.372*	.560**	.489**	1	.639**	.192	.723**
	Sig. (2-tailed)	.004	.000	.043	.001	.006		.000	.309	.000
	N	30	30	30	30	30	30	30	30	30
KPO7	Pearson Correlation	.789**	.558**	.420*	.514**	.686**	.639**	1	.209	.808**
	Sig. (2-tailed)	.000	.001	.021	.004	.000	.000		.268	.000
	N	30	30	30	30	30	30	30	30	30
KPO8	Pearson Correlation	.253	.195	.306	.047	.278	.192	.209	1	.554**
	Sig. (2-tailed)	.177	.303	.101	.807	.137	.309	.268		.001
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.814**	.750**	.715**	.600**	.816**	.723**	.808**	.554**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.001	
	N	30	30	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).



## LAMPIRAN IV UJI RELIABILITAS

### 1. Promosi Penjualan

#### Case Processing Summary

		N	%
Cases	Valid	30	16.2
	Excluded <sup>a</sup>	155	83.8
	Total	185	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.872	7

### 2. Kepercayaan Merek Online

#### Case Processing Summary

		N	%
Cases	Valid	30	14.0
	Excluded <sup>a</sup>	185	86.0
	Total	215	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.868	7

### 3. Keputusan Pembelian Online

#### Case Processing Summary

		N	%
Cases	Valid	30	12.2
	Excluded <sup>a</sup>	215	87.8
	Total	245	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.826	8



## LAMPIRAN V ANALISIS REGRESI SEDERHANA

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

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

a. All requested variables entered.

b. Dependent Variable: KPO

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652 <sup>a</sup>	.425	.423	2.358

a. Predictors: (Constant), PP

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	999.421	1	999.421	179.751	.000 <sup>a</sup>
	Residual	1351.085	243	5.560		
	Total	2350.506	244			

a. Predictors: (Constant), PP

b. Dependent Variable: KPO

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.360	1.951		5.309	.000
	PP	.818	.061	.652	13.407	.000

a. Dependent Variable: KPO

## LAMPIRAN VI ANALISIS REGRESI BERGANDA

### Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	KMO, PP <sup>a</sup>	.	Enter

a. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763 <sup>a</sup>	.582	.578	2.015

a. Predictors: (Constant), KMO, PP

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1367.880	2	683.940	168.440	.000 <sup>a</sup>
	Residual	982.626	242	4.060		
	Total	2350.506	244			

a. Predictors: (Constant), KMO, PP

b. Dependent Variable: KPO

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.264	1.826		1.787	.075
	PP	.462	.064	.369	7.210	.000
	KMO	.577	.061	.487	9.526	.000

## LAMPIRAN VII ANALISIS MODERASI

### Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	KMO, PP, Moderasi <sup>a</sup>	.	Enter

a. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763 <sup>a</sup>	.583	.577	2.018

a. Predictors: (Constant), KMO, PP, Moderasi

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1369.337	3	456.446	112.115	.000 <sup>a</sup>
	Residual	981.169	241	4.071		
	Total	2350.506	244			

a. Predictors: (Constant), KMO, PP, Moderasi

b. Dependent Variable: KPO

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.931	13.820		-.357	.722
	PP	.729	.450	.581	1.618	.107
	Moderasi	-.008	.014	-.386	-.598	.550
	KMO	.838	.440	.707	1.903	.058

a. Dependent Variable: KPO

## LAMPIRAN VIII UJI BEDA

### 1. UJI BEDA JENIS KELAMIN

**Descriptives**

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PP	Laki-Laki	166	4.5687	.35929	.02789	4.5137	4.6238	3.00	5.00
	Perempuan	79	4.5316	.34130	.03840	4.4552	4.6081	3.71	5.00
	Total	245	4.5568	.35332	.02257	4.5123	4.6012	3.00	5.00
KMO	Laki-Laki	166	4.5756	.38026	.02951	4.5173	4.6339	3.00	5.00
	Perempuan	79	4.5368	.36086	.04060	4.4560	4.6177	4.00	5.00
	Total	245	4.5631	.37381	.02388	4.5161	4.6101	3.00	5.00
KPO	Laki-Laki	166	4.5830	.39953	.03101	4.5218	4.6442	3.00	5.00
	Perempuan	79	4.5033	.35757	.04023	4.4232	4.5834	3.38	5.00
	Total	245	4.5573	.38757	.02476	4.5085	4.6061	3.00	5.00

**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
PP	.046	1	243	.831
KMO	.013	1	243	.908
KPO	1.929	1	243	.166

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
PP	Between Groups	.074	1	.074	.589	.444
	Within Groups	30.386	243	.125		
	Total	30.459	244			
KMO	Between Groups	.080	1	.080	.575	.449
	Within Groups	34.015	243	.140		
	Total	34.095	244			
KPO	Between Groups	.340	1	.340	2.277	.133
	Within Groups	36.310	243	.149		
	Total	36.651	244			

## 2. UJI BEDA UMUR

### Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PP	15-25 tahun	146	4.5644	.35339	.02925	4.5066	4.6222	3.00	5.00
	26-35 tahun	49	4.4612	.36236	.05177	4.3571	4.5653	4.00	5.00
	36-45 tahun	35	4.6077	.36378	.06149	4.4828	4.7327	3.71	5.00
	>46 tahun	15	4.6760	.23748	.06132	4.5445	4.8075	4.29	5.00
	Total	245	4.5568	.35332	.02257	4.5123	4.6012	3.00	5.00
KMO	15-25 tahun	146	4.5752	.37555	.03108	4.5138	4.6366	3.00	5.00
	26-35 tahun	49	4.4694	.40190	.05741	4.3539	4.5848	4.00	5.00
	36-45 tahun	35	4.6200	.36122	.06106	4.4959	4.7441	4.00	5.00
	>46 tahun	15	4.6187	.24556	.06340	4.4827	4.7547	4.00	5.00
	Total	245	4.5631	.37381	.02388	4.5161	4.6101	3.00	5.00
KPO	15-25 tahun	146	4.5652	.39842	.03297	4.5000	4.6304	3.00	5.00
	26-35 tahun	49	4.5214	.38714	.05531	4.4102	4.6326	3.75	5.00
	36-45 tahun	35	4.5443	.41134	.06953	4.4030	4.6856	3.38	5.00
	>46 tahun	15	4.6280	.19527	.05042	4.5199	4.7361	4.38	5.00
	Total	245	4.5573	.38757	.02476	4.5085	4.6061	3.00	5.00

### Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
PP	1.231	3	241	.299
KMO	2.840	3	241	.039
KPO	2.992	3	241	.032

### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PP	Between Groups	.760	3	.253	2.055	.107
	Within Groups	29.699	241	.123		
	Total	30.459	244			
KMO	Between Groups	.611	3	.204	1.467	.224
	Within Groups	33.484	241	.139		
	Total	34.095	244			
KPO	Between Groups	.153	3	.051	.337	.799
	Within Groups	36.498	241	.151		
	Total	36.651	244			

### 3. UJI BEDA TINGKAT PENDAPATAN

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
PP								
< Rp 2.000.000	102	4.5193	.36790	.03643	4.4471	4.5916	3.00	5.00
Rp 2.000.001-Rp 4.000.000	69	4.6420	.32566	.03920	4.5638	4.7203	4.00	5.00
Rp 4.000.001-Rp 6.000.000	43	4.4521	.37536	.05724	4.3366	4.5676	3.71	5.00
> Rp 6.000.001	31	4.6355	.27999	.05029	4.5328	4.7382	4.00	5.00
Total	245	4.5568	.35332	.02257	4.5123	4.6012	3.00	5.00
KMO								
< Rp 2.000.000	102	4.5542	.36554	.03619	4.4824	4.6260	3.00	5.00
Rp 2.000.001-Rp 4.000.000	69	4.6070	.40038	.04820	4.5108	4.7031	3.29	5.00
Rp 4.000.001-Rp 6.000.000	43	4.5114	.39185	.05976	4.3908	4.6320	4.00	5.00
> Rp 6.000.001	31	4.5665	.31592	.05674	4.4506	4.6823	4.00	5.00
Total	245	4.5631	.37381	.02388	4.5161	4.6101	3.00	5.00
KPO								
< Rp 2.000.000	102	4.5214	.42282	.04187	4.4383	4.6044	3.00	5.00
Rp 2.000.001-Rp 4.000.000	69	4.6754	.32946	.03966	4.5962	4.7545	4.00	5.00
Rp 4.000.001-Rp 6.000.000	43	4.4551	.37185	.05671	4.3407	4.5696	3.75	5.00
> Rp 6.000.001	31	4.5545	.35882	.06445	4.4229	4.6861	3.38	5.00
Total	245	4.5573	.38757	.02476	4.5085	4.6061	3.00	5.00

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
PP	1.351	3	241	.259
KMO	2.380	3	241	.070
KPO	1.128	3	241	.338

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PP	Between Groups	1.308	3	.436	3.604	.014
	Within Groups	29.151	241	.121		
	Total	30.459	244			
KMO	Between Groups	.256	3	.085	.608	.610
	Within Groups	33.839	241	.140		
	Total	34.095	244			
KPO	Between Groups	1.543	3	.514	3.530	.016
	Within Groups	35.108	241	.146		
	Total	36.651	244			

# Analyzing the Impact of Online Brand Trust on Sales Promotion and Online Buying Decision

• Neha Soni\* and Manoj Verghese\*\* •

*As Internet usage has become an integral part of our life, which is no longer restricted to networking and social media but assists in online shopping, it has changed the way how consumers recognized, conveyed and made their buying choices. E-commerce business transaction success is determined by whether the consumers trust the sellers and the products which cannot be physically examined and electronic systems with which they have no previous experience. The study empirically investigated the influence of Online Brand Trust (OBT) on Online Buying Decision (OBD) during Sales Promotion (SP). For this purpose, a survey monkey was used as a vehicle to gauge public responses. A survey of 272 customers was conducted using a questionnaire, out of which, 250 responses were found to be appropriate. The reliability of the instrument was tested using Cronbach's Formula. The results show that online brand trust is an antecedent to online buying and has moderating effect on sales promotion and online buying decision. Decisions made by consumers are always under deliberation and comparison, and in some special situations, consumers may choose to purchase the product without forethought when driven by promotion schemes, thus making their decision to buy goods easier.*

## Introduction

Today, consumers are more inclined towards the Internet for all their shopping needs and concerns. In the last few decades, the Internet has developed into a vast global marketplace for the exchange of a wide range of goods and services. In many developed countries, the Internet has been adopted as an important medium offering a wide assortment of products with round the clock availability and wide coverage. Online shopping provides substantial advantage to customers and thus it is rapidly spreading across the world's market. The online sellers deliver merchandise to the buyers' homes and customers can purchase as many items as they can afford.

E-commerce provides wide business opportunities for varied business arenas. The electronic marketing has also led to an increase in firms and market accessibility to

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marketers and sales representatives, improvised information made available to customers and other market players, challenging customer satisfaction, competitor threats, facilitating commercial negotiations and transactions and reduction of marketing costs. India's e-commerce business reached 80% in 2014 and is likely to continue for at least the next five to six years. It was about \$3.8 bn in 2009, and went up to \$15.6 bn in 2014. According to Google India, there were about 35 million online shoppers in the country in 2014 and is expected to cross 100 million mark by the end of 2016. In terms of sales, Electronics and Apparel are the highest grossers. India's e-commerce business is expected to grow from \$44.77 bn (2016) to reach \$63.7 bn by 2020 and thus may become the second largest e-commerce market in the world in 2034. As per ASSOCHAM-Resurgent<sup>1</sup> India study 2017 about 69 million consumers purchased online and the number is expected to cross 100 million in near future. Earlier studies have examined the online shopping behavior and explained that it is essential for the retailers to know what influences the online users to purchase online and suggests that customers' purchase decision depends on the trust associated with the brand. It is essential for the retailers to know what influences the online users to purchase services online. The study focuses on the influence of online brand trust and decision of consumers for online shopping when sales promotion schemes are being provided by the retailers, i.e., what makes them view a particular brand as trustworthy and how various factors of online brand trust like security/privacy, brand name, word-of-mouth, good online experience and quality of information affect the purchase behavior.

## **Literature Review**

Various studies conducted have described the contribution of various researchers on the shopping behavior of consumers. A few significant researches have been reviewed below.

### **Sales Promotion**

Luick and Zeigler (1968) and Brassington and Pettitt (2000) explained that sales promotion includes those activities which enhance and support mass selling and personal selling and which help compete and/or coordinate the entire promotional mix and make the marketing mix more effective. They gave a revised definition for 'Sales Promotions' as "a range of marketing techniques designed within a strategic marketing framework, to add extra value to a product or service over and above the 'normal' offering in order to achieve specific sales and marketing objectives, this extra value may be a short-term tactical nature or it may be part of a longer-term franchise building program."

Blattberg and Neslin (1990) also explained the term 'Sales Promotion'. "Sales promotion consists of a diverse collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of particular products/services by consumers or traders."

Kotler and Armstrong (2008) defined the term 'Sales Promotion' as "Short-term incentives that encourage the purchase or sale of a product or service". They classified

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<sup>1</sup> ASSOCHAM Resurgent study (2017), <http://www.assochem.org/newsdetail.php?id=6130>



sales promotion into three broad categories as consumer, trade and business promotion. Consumer promotion incorporates a variety of short-term promotional techniques designed to induce the value of a product either by reducing cost or by adding benefits. It includes tools like samples, coupons, discount, cash refund, price packs, premium, and point of purchase (display), contest, sweepstake and games.

Chandon *et al.* (2000) in their study analyzed different types of consumer benefits regarding sales promotion; it includes monetary savings, quality, convenience, value expression, exploration and entertainment.

Huff and Alden (1998) found that sales promotion tools like contest and premium add excitement, value to brands and encourages loyalty of consumers to make repeated purchase. Other tools of sales promotion like coupons, rebates, and price discounts increase sales and market share and entice trial.

Alvarez and Casielles (2005) explained that sales promotion affects the buying process. Thus, the consumers weigh both the benefits and the cost of the product. Later, Alvarez and Casielles (2005) found that sales promotion leaves an impact on the acquiring behavior of consumers towards a particular product or brand that the consumer may not buy otherwise. Vyas (2005) examined sales promotion schemes through conjoint design and found that it offers immediate incentives which are likely to appeal to all the market segments.

Nema *et al.* (2012) analyzed the effectiveness of sales promotion on buying decision and found that it varies across different consumers and buying stages.

Totten and Block (1994) stated that sales promotion tools provide selling incentives in the form of free samples, discount, rebate, contest, premium, coupons, demo shows, sweepstake which target the customers to harvest the immediate sales effects.

Soni and Verghese (2013) found that the sales promotion techniques like contest, discount, premium, rebate and offer are most popular, but discount and offer plays significant role in consumers' purchase behavior.

Raju and Kumar (2015) found point of purchase (Display) as a clear assortment and demarcation between various products influencing consumers to purchase as name and price of goods can be identified easily.

D'Astous and Landerville (2003) explained that premium is a product or service offered free, or at a relatively low price, in return for the purchase of one or many products or services.

Banerjee (2009) found that gifts or premiums are becoming increasingly important promotional strategies as it stimulates sales thus increasing consumer response.

### **Online Brand Trust**

Hoffman and Novak (1996) found that interactivity is considered as a discriminating characteristic between marketing communication on the Internet and traditional mass

media. Today's online consumers have more control and bargaining power as the Internet offers more interactivities which link consumers and product/service providers. Thus, greater information about products and services is available. Geissler and Zinkhan (1998) explained that online shopping provides the balance of power in favor of consumers by making shopping easier as comparisons and evaluation of alternatives are done without being pressured by salespeople. It also reduces transaction costs and provides advantage to consumers. According to Xiling and Xiangchun (2005), advancement in information technology has brought more challenges to establish and maintain trust in electronic marketplace. A Forrester Research Survey (2000) found that 51% of companies would not trade online with parties they did not trust.

Laroche *et al.* (1996) found that customers' trust towards buying a particular brand may be considered as a measure to know the purchase intention of the consumer. The trust factor can include the customer interest as part of the overall decision-making process in determining the intention of the buyers.

Large number of users of the Internet, explosive growth of smartphone users, rising standard of living, availability of large assortment of products/services, competitive prices and evolution of setups like Amazon, Jabong, Make My Trip, Book My Show, etc. are some of the key drivers in the Indian e-tailing business.

As the number of online customers is increasing, the marketers must take into consideration the consumers' perception towards online brand trust. An increasing e-commerce transaction has identified online brand trust as a critical component and has increased its importance among the Internet users. Several researchers have suggested that brand trust is a significant factor in stimulating purchases over the Internet.

The fundamental principle for the wellbeing of a relationship between consumers and a brand is trust. Brand without consumers' trust cannot sustain in the market for a longer time. Online trust is an important phenomenon in both Business-to-Business (B2B) and Business-to-Consumer (B2C) transactions. Several studies on brand trust have been carried out in the past few years. Consumers are willing to transact more if they trust any brand. Trust not only creates favorable attitude towards the sellers but also makes a consumer loyal.

Goodwin (1991) explained that trust encourages online shopping as a large number of consumers avoid shopping online because they do not trust most web providers. Hoffman *et al.* (1999) found that consumers are reluctant to reveal their personal information online. Thus, brands have to establish certain amount of trust with customers in order to make the Internet viable.

Chaudhuri and Holbrook (2001) have defined the term 'brand trust' as "the willingness of the average consumer to rely on the ability of the brand to perform its stated function. Consumers trust on brand is based on their conviction that the brand has specific qualities that make it consistent, competent and honest."

Mayer *et al.* (1995) defined trust as the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform an action important to the trustier, irrespective of the ability to monitor or control that other party. According to Ha (2004), brand trust is simply the trust a consumer has in a specific brand. For a consumer to establish a relationship with a brand, trust is essential, because without it consumers' commitment to a brand may not develop. A consumer who has trust in the brand is more loyal to it, will pay a premium price for the brand, will buy new products in the existing or new categories that carry the same brand name, and will share some information about his/her tastes and preferences.

## **Factors of Online Brand Trust**

### ***Security/ Privacy***

It is an important factor for online customers and reflects the reliability of payment method, data transmission, and data, storage (Kolsaker and Payne, 2002). Security mechanisms should ensure that customers' personal information remains secure online and thus increase online customers' trust by minimizing the uncertainties associated with online transactions. On the other hand, privacy is perceived by the consumer as the handling of their private data. Customers who are not sure whether their privacy is protected will most likely be unwilling to repurchase online.

### ***Perceived Risk***

Perceived risk is powerful at explaining consumers' behavior because consumers are more often motivated to avoid mistakes than to maximize utility in purchasing (Chang and Chen, 2008). Individuals who perceive less risk when buying online are probably more innovative and better adapted to new technologies than individuals who perceive more risk when buying online (Martin and Camarero, 2009). Consumers tend to use intuitive judgment to decide whether or not something is risky, which may be affected by previous experiences, the level of involvement, or the price of the purchase (Laroche *et al.*, 2013).

### ***Brand Reputation/Brand Name***

Brand name is one of the factors that is positively correlated with the level of online brand trust in past researches (Ruparelia *et al.*, 2010). Brand name gives a product its core identity and cannot be changed easily (Kohli *et al.*, 2007). Most customers are aware that favorable brand provides comfort, familiarity, and trust for them offline or online (Ha, 2004).

### ***Word-of-Mouth (WOM)***

WOM communication has a powerful impact on brand trust of customers in e-commerce, as it spreads much more quickly on the Web than in the offline world (Ha, 2004). Lin and Lu (2010) found that positive word-of-mouth has a moderating effect on the influence of trust on consumer purchase intention. Kim and Song (2010) studied the quality of word-of-mouth related to Internet shopping. They found that the quality of WOM has positive effects on online trust, and online trust has positive effects on shopping intention.

### ***Quality of Information***

Kim and Jones (2009) suggested in their work that among website quality dimensions, information quality has the greatest impact on customer satisfaction. Consumers tend to search for information on those websites which give them valid, credible, and accurate information. Users evaluate websites according to individualized information needs (Harris and Goode, 2010). Undoubtedly, unprofessional presentation and out-of-date information do not inspire confidence and trust in the offline and online world (Harridge-March, 2006).

### ***Online Shopping Experience***

Online shopping experience is a more complicated issue than the physical shopping experience. The Web experience embraces elements like searching, browsing, finding, selecting, comparing and evaluating information as well as interacting and transacting with the online firm (Constantinides, 2004). Based on the previous shopping experience, consumers may be more confident in shopping via the Internet site (Hahn and Kim, 2009). Some important factors leading to good experience online include language that is easy to understand, a functional design, fast response time, a clear navigation structure, the provision of relevant information, effective tools to choose and select the desired merchandise, and a consumer-friendly browsing and ordering process (Broekhuizen and Huizingh, 2009).

### ***Online Shopping***

Online buying or shopping refers to the process of researching and purchasing products or services over the Internet (Agarwal and Varma, 2014). Online shopping is basically a process of selling and buying of goods and services on World Wide Web. Internet shopping has become the fastest-growing use of the Internet (Forsythe and Shi, 2003). It has been observed that a number of online buying researchers utilized the five stages of Engel Kollet Blackwell model: Need/problem recognition, information search, evaluation of alternatives, purchase decision, post-purchase behavior (Gong and Maddox, 2011). Still, there is no consensus on the applicability of consumer behavior models to online buying scenario.

Cuneyt and Gautam (2004) explained that shopping online is being made secure and trustworthy by the shopping channels.

According to Smith and Rupp (2003), to make consumers feel secure and comfortable, the information concerning the security must be considered. The study found that trust and convenience are major factors which influence online consumer shopping.

According to Grewal *et al.* (2004), online shopping is more efficient in meeting the consumers' needs and wants. It allows the consumers to easily attain knowledge about the brand's product quality, availability, product specifications and prices, and compare that with those of another brand.

Lee and Turban (2001) found that customers become reluctant to shop online due to lack of trust. As shopping through Internet is relatively new and customers have little

experience with it, shopping on the Internet provides a challenge to many consumers. Rotter (1971) found that in novel situations, people rely on their general disposition to trust.

According to Kotler (2001), online retailers provide a wide variety of sales promotion schemes like free gifts, discounts, etc. which stimulate customer responses. Chandon *et al.* (2000) explained that sales promotions are perceived in the light of functional benefits in terms of quality and cost advantage. Gallagher *et al.* (2001) found that online channels provide various promotional tools that positively affect online buying. Pathak *et al.* (2010) found that online sales promotion activities use all kinds of inducements to stimulate the target consumers and accelerate their buying intention towards particular product/service.

### Objective

A review of past studies, reveals a relationship between sales promotion and online buying decision and the moderating role of online brand trust on online shopping when sales promotion schemes are made available. The paper aims “to analyze the moderating effect of online brand trust on sales promotion and online shopping.”

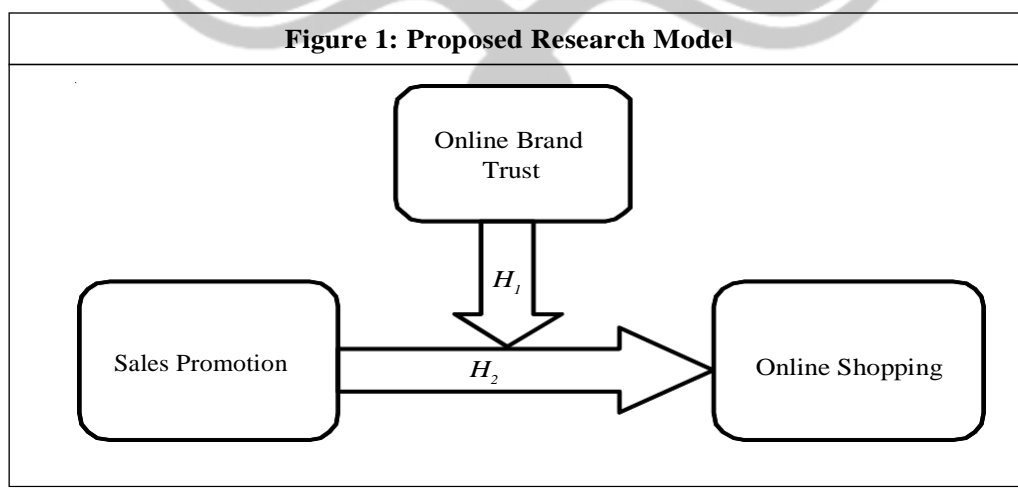
### Hypotheses

*H<sub>1</sub>: Sales promotion has positive impact on online shopping.*

*H<sub>2</sub>: The relationship between sales promotion and online shopping is moderated by online brand trust.*

### Data and Methodology

The study focuses on understanding the online buying behavior of consumers and the impact of online brand trust (Figure 1). In this study, the authors have considered the factors of online brand trust, which are generally adopted during sales promotion activities by the online dealers. The sample for the study comprises online consumers who had knowledge





about sales promotion while doing online shopping. The data was gathered during the time period of April-July 2017 through primary data collection method using a self-administered questionnaire (Appendix). Convenience sampling was adopted to collect the responses. After this initial filtration, those who responded positively, i.e., a total of 272 respondents, were further provided with an online questionnaire, out of which 250 responses were received and found to be valid and complete in all aspects. The tool used in the study is a five-point Likert scale, with scale score ranging from 1 (strongly disagree) to 5 (strongly agree).

## Measures

Sales Promotion is the independent (predictor) variable in this study. The scale employed was developed by the author, following the process explained by DeVellis (1991):

- Items were first collected through a review of literature of Blattberg and Neslin (1990), Ndubisi and Chew (2006), Kotler and Armstrong (2008), and Cuizon (2009) and later discussion with the experts, 12 items were identified.
- The questionnaire was pre-tested on a sample of 30 consumers; and
- A scale validation process was established using item analysis and item to total correlation, and factor analysis (EFA) was performed.

The final sales promotion scale contained eight items.

**Online Brand Trust Used as a Moderator in the Study:** Considering the previous literature, factors of online brand trust were identified. Ha (2004) explained security, privacy, brand name, word-of-mouth, good online experience and quality of information as the factors associated with online brand trust. Salo and Karjaluo (2007) examined perception of risk and past experience along with consumer and product factors associated with online brand trust. The modified scale was developed based on the above studies.

**Online Buying Decision Is the Dependent (Criterion) Variable in the Study:** Literature review provided varied definition and associated measurements for online buying decision. Hill and Beatty (2011) stated that the development of the Internet has increased the number of online shopping activities. Wu (2003) found that approximately half of the Internet users have purchased product or service online. Li and Zhang (2002) analyzed online shopping as the third-most popular Internet activity. Geissler and Zinkhan (1998) explained that online shopping provides the balance of power in favor of consumers by making shopping easier as comparisons and evaluation of alternatives are done without being pressured by salespeople.

## Reliability and Validity

The content validity of the research instrument used in this study relates to the extent to which it examines various factors of independent variable—Sales Promotion (*SP*), dependent variable—Online Buying Decision (*OBD*) and moderating variable—Online

Brand Trust (*OBT*). Hair *et al.* (2010) suggested that the best way to ensure content validity is to subject the instrument to judgmental validation by experts in the area (Table 1). In this case, the experts were two academicians, two researchers and three online retailers. Their reviews and feedback, both positive and negative, helped in shaping the final version of the questionnaire. Construct validity was accomplished by using Exploratory Factor Analysis (EFA) and Reliability Analysis based on the Cronbach Alpha statistical meter. A two-step approach to data analysis was adopted in this study:

1. Exploratory Factor Analysis (EFA); and
2. Cronbach's Alpha Reliability Analysis

<b>Table 1: Reliability and Validity Analysis</b>			
<b>Reliability Statistics</b>			
<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Cronbach's Alpha Based on Standardized Items</b>	<b>No. of Items</b>
<i>SP</i>	0.977	0.980	8
<i>OBT</i>	0.965	0.967	6
<i>OBD</i>	0.983	0.983	8

## **Results and Discussion**

Exploratory Factor Analysis (EFA) was conducted using Principal Component Analysis with Varimax rotation. Factor loadings greater than or equal to 0.5 were considered as the benchmark to include items in a factor (Table 2). All the factors were properly loaded and thus could be considered for further analysis.

The correlation analysis was conducted to check the association between online brand trust on sales promotion—online buying decision. The result obtained shows the positive significant relationship among variables (Table 3). The moderating effect of online brand trust on sales promotion—online buying decision—was tested using moderating analysis in linear regression. Two variables, namely, sales promotion and online brand trust, were entered into regression (Table 4) that accounts for 21.4% variance in online buying (Table 5). The ANOVA for significance test (Table 6) displays the constructive implication of the model with the *F*-Stats of 34.915 and 35.395.

Sales promotion and online brand trust were significantly related to online buying decision ( $\beta = 0.430$  and  $0.127$ ,  $\rho < 0.05$ , respectively). This result supports  $H_1$  of this study. It has been indicated (Table 6) that online brand trust moderated the sales promotion-online buying decision relationship ( $\beta = 1.280$  and  $1.061$ ,  $\rho < 0.05$ ). This result supports  $H_2$  of this study.



<b>Table 2: EFA (with Principal Component Analysis)</b>			
<b>Rotated Component Matrix</b>			
	<b>Component</b>		
	<b>1</b>	<b>2</b>	<b>3</b>
<i>SP1</i>	0.186	<b>0.927</b>	0.092
<i>SP2</i>	0.235	<b>0.914</b>	0.058
<i>SP3</i>	0.191	<b>0.928</b>	0.095
<i>SP4</i>	0.224	<b>0.918</b>	0.051
<i>SP5</i>	0.230	<b>0.867</b>	0.074
<i>SP6</i>	0.183	<b>0.929</b>	0.090
<i>SP7</i>	0.238	<b>0.914</b>	0.056
<i>SP8</i>	0.217	<b>0.868</b>	0.067
<i>OBT1</i>	0.079	0.078	<b>0.932</b>
<i>OBT2</i>	0.121	0.064	<b>0.885</b>
<i>OBT3</i>	0.063	0.080	<b>0.937</b>
<i>OBT4</i>	0.079	0.078	<b>0.932</b>
<i>OBT5</i>	0.121	0.064	<b>0.885</b>
<i>OBT6</i>	0.063	0.080	<b>0.937</b>
<i>OBD1</i>	<b>0.948</b>	0.231	0.092
<i>OBD2</i>	<b>0.937</b>	0.220	0.097
<i>OBD3</i>	<b>0.934</b>	0.233	0.086
<i>OBD4</i>	<b>0.945</b>	0.240	0.094
<i>OBD5</i>	<b>0.831</b>	0.169	0.082
<i>OBD6</i>	<b>0.947</b>	0.240	0.090
<i>OBD7</i>	<b>0.947</b>	0.236	0.094
<i>OBD8</i>	<b>0.838</b>	0.166	0.072

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

	<i>OBD</i>	<i>SP</i>	<i>OBT</i>	<i>SP_x_OBT</i>
<i>OBD</i>	1.000	0.452	0.204	0.353
<i>SP</i>	0.452	1.000	0.179	0.727
<i>OBT</i>	0.204	0.179	1.000	0.775
<i>SP_x_OBT</i>	0.353	0.727	0.775	1.000

Coefficients <sup>a</sup>						
Model	Variables	Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.735	0.219		12.473	0.000
	<i>SP</i>	0.317	0.042	0.430	7.525	0.000
	<i>OBT</i>	0.094	0.042	0.127	2.229	0.027
2	(Constant)	0.338	0.494		0.683	0.495
	<i>SP</i>	0.946	0.124	1.280	7.615	0.000
	<i>OBT</i>	0.788	0.136	1.061	5.800	0.000
	<i>SP_x_OBT</i>	-0.178	0.033	-1.400	-5.344	0.000

**Note:** <sup>a</sup> Dependent Variable: *OBD*.

Model	<i>R</i>	<i>R</i> <sup>2</sup>	Adjusted <i>R</i> <sup>2</sup>	Std. Error of the Estimate	Durbin-Watson
1	0.469 <sup>a</sup>	0.220	0.214	0.682722	
2	0.549 <sup>b</sup>	0.302	0.293	0.647549	1.851

**Note:** <sup>a</sup> Predictors: (Constant), *OBT*, *SP*; Dependent Variable: *OBD*.  
<sup>b</sup> Predictors: (Constant), *OBT*, *SP*, *SP\_x\_OBT*; Dependent Variable: *OBD*.

Table 6: ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.549	2	16.274	34.915	0.000 <sup>a</sup>
	Residual	115.129	247	0.466		
	<b>Total</b>	<b>147.678</b>	<b>249</b>			
2	Regression	44.525	3	14.842	35.395	0.000 <sup>b</sup>
	Residual	103.153	246	0.419		
	<b>Total</b>	<b>147.678</b>	<b>249</b>			
<b>Note:</b> <sup>a</sup> Predictors: (Constant), <i>OBT</i> , <i>SP</i> ; Dependent Variable: <i>OBD</i> . <sup>b</sup> Predictors: (Constant), <i>OBT</i> , <i>SP</i> , <i>SP_x_OBT</i> ; Dependent Variable: <i>OBD</i> .						

## Conclusion

The present study provides an understanding of what drives customers to shop online. And the findings of the study reveal that online brand trust has moderating effect on online shopping when sales promotion schemes are made available. In fact, online brand trust is an antecedent to online buying and has moderating effect on sales promotion and online buying decision.

**Limitations:** The effect of online brand trust has been examined during sales promotion schemes considering some specific factors of trust. The responses may vary if no such schemes are applicable. Moreover, the study focused on a limited number of respondents and hence the results cannot be generalized.

**Implications:** Higher Internet usage has been noted and this paves the way for possible business opportunities for the online retailers. Many researches have been undertaken on online shopping across the world, still there is a need to conduct closer examination of the online shopping behavior of consumers in developing countries like India. The findings of this study will provide help to marketers in understanding consumers' online shopping behavior and trust associated with it as the Indian online users are still at the experimental stage of purchasing online. Considering the effect of online brand trust on marketing variables, it can also be useful for conducting future research. Further, studies may be conducted considering more relevant factors of brand trust with same or other demographic variations and differential segments. The research can assist in businesses, entrepreneurs, retailers and other related marketing personnel in designing strategies which can increase the online purchasing of goods and services. The study may assist retailers who are trying to make their products available online and to those who work hard to achieve success in the competitive online business world by increasing sales and

revenue. Thorough understanding of the potential of online shopping and the various factors that influence online purchase of products will help marketing managers to relook and design more appropriate strategies for selling their goods online. By extending the study to other countries, better understanding and results can be drawn.

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## Appendix 1

<b>Questionnaire</b>					
<p>Read the following statements and mark your response at appropriate position on the scale (SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly Agree).</p> <p>1. Please tick the following with respect to Sales Promotion schemes while doing Online Shopping.</p>					
<b>Statement</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
I prefer buying products online when it is available at price pack.					
I get inclined to buy products online due to rebate.					
I am tempted to purchase online due to coupon.					
I tend to purchase products online with premium.					
I consider contests while purchasing online.					
I consider discounts during online shopping.					
I generally do online shopping during offers.					
Point of purchase is taken into account when I shop online.					
<p>2. Please tick the following regarding Online Brand Trust.</p>					
<b>Statement</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
My privacy and payment mode information are protected when I shop online.					
My personal information given for transaction is being kept confidential and is not misused.					
The online brand keeps contractual promises and has good reputation and value in the market.					
Many of my friends and relatives recommended me to purchase online.					
Websites of online brand provide in-depth information that helps to shop online.					
I greatly enjoy shopping online.					



### Appendix 1 (Cont.)

3. Please tick the following regarding Online Buying Decision.

Statement	SD	D	N	A	SA
I shop online as I can shop in the privacy of my home.					
I shop online as I can shop whenever I want without going to the market.					
I shop online as I can get detailed product information and reviews online.					
Online shopping gives the facility of easy price comparison (Hence, price advantage).					
I use online shopping for buying products which are otherwise not easily available in the nearby market or are unique (new).					
Online shopping is more cost-efficient as it gives many cash benefits (cash back and code discount).					
I find online shopping compatible with my lifestyle.					
Using Internet for shopping requires mental effort.					

4. Please provide the following Demographic Information.

Name:				
Gender:	Male		Female	
Marital Status:	Unmarried		Married	
Age (in years):	15 to 25		26 to 35	
	36 to 45		46 and Above	
Occupation:	Service/Business		Professional	
	Household		Students	
Annual Income (per annum, in )₹	Below 2.5 Lakh		2.5 to 5 Lakh	
	5 to 7.5 Lakh		Above 7.5 Lakh	

*Reference # 03J-2018-08-01-01*