

BAB V

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Penelitian ini melakukan analisis untuk mengetahui faktor-faktor apa saja yang mempengaruhi *AEWOM* sebagai variabel intervening yang memediasi niat beli dan *FEWOM*. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner secara online (*google form*) dan menggunakan metode analisis PLS-SEM dengan *tools* SmartPLS. Berikut ini kesimpulan yang diperoleh setelah dilakukan analisis model pada bahasan sebelumnya:

- a. Berdasarkan hasil analisis data pada Tabel 4.8 disimpulkan bahwa Kredibilitas Sumber (KS) berpengaruh besar terhadap niat beli dan *FEWOM* yang dimediasi *AEWOM*. Ini mengindikasikan bahwa sebuah sumber informasi dipercaya memiliki kredibilitas tinggi karena berasal dari sumber yang dipercaya. Kredibilitas sumber melalui *Instagram* tidak memperdulikan apa isi informasi tersebut tetapi dapat membentuk persepsi para pelanggan sehingga kepercayaan yang dirasakan dapat mempengaruhi *AEWOM* dan *FEWOM* terhadap kuliner di Yogyakarta.
- b. Pada Tabel 4.8 dapat disimpulkan bahwa para pelanggan lebih mempercayai sumber informasi itu berasal. Dengan demikian kredibilitas sumber sangat memengaruhi penerimaan informasi karena pelanggan mempercayai informasi dari seorang ahli (yang dikenal) yang sejalan sehingga menganggap review di *Instagram* sebagai informasi yang jujur, dapat dipercaya dan dapat diandalkan membuat

kredibilitas sumber secara langsung berpengaruh terhadap niat beli kuliner di Yogyakarta.

- c. Sumber pesan yang berasal dari *Instagram* merupakan informasi yang *update* dan ditunggu-tunggu para pelanggan. Informasi tentang kuliner yang kredibel, dapat dipercaya, menarik dan meyakinkan membuat para pelanggan mengikuti beberapa akun *Instagram* kuliner di Yogyakarta. Kredibilitas pesan dapat berpengaruh pada penerimaan *AEWOM* dan berpengaruh terhadap *FEWOM* melalui sumber informasi di *Instagram* kuliner di Yogyakarta.
- d. Berdasarkan hasil penelitian kekuatan ikatan merupakan variabel yang cukup berpengaruh terhadap niat beli dan *FEWOM* melalui variabel *AEWOM*. Ikatan yang kuat dari keluarga, teman dan suatu komunitas memiliki hubungan yang kuat sehingga mampu memberikan dukungan emosional pada para pelanggan sehingga menganggap informasi tersebut bisa dijadikan rekomendasi dari *Instagram* dan signifikan berpengaruh terhadap niat beli dan *FEWOM* yang dimediasi oleh *AEWOM* terhadap kuliner di Yogyakarta.

5.2 Saran

Hasil temuan dari penelitian ini dapat menjadi masukan bagi bisnis kecil, menengah, dan bisnis *startup* dibidang kuliner dengan menerapkan strategi pemasaran yang efektif dan efisien yaitu memanfaatkan perkembangan internet seperti media sosial (*Instagram*) sebagai *tools*. Menjadikan akun-akun kuliner Yogyakarta sebagai tempat untuk mempromosikan bisnisnya dan membuat akun kuliner yang unik dan menarik sehingga dapat membuat konsumen

dipengaruhi melalui pesan yang kredibel dalam mempromosikan bisnis kuliner di Yogyakarta.

Berikut ini saran-saran untuk penelitian selanjutnya yang membahas topik tentang eWOM dan turunannya yang mungkin dapat memperbaiki kekurangan-kekurangan yang ada dalam penelitian ini.

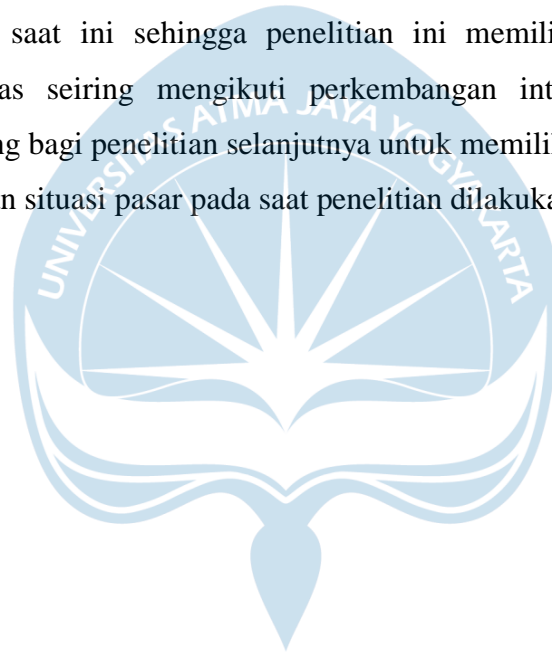
- a. Untuk penelitian selanjutnya disarankan untuk menggunakan ukuran sampel yang lebih besar dan target responden yang memiliki karakteristik bermacam-macam, penelitian ini menggunakan sampel 255 dan mahasiswa sebagai target responden. Diharapkan dengan jumlah sampel yang lebih besar dengan karakteristik responden yang lebih beragam.
- b. Untuk penelitian selanjutnya bisa menggunakan berbagai macam media sosial yang lain. Dalam penelitian ini spesifik hanya menggunakan media sosial *Instagram* karena pada saat ini *Instagram* menjadi salah satu tren yang banyak diminati dan digunakan para mahasiswa di Yogyakarta.
- c. Untuk penelitian selanjutnya dapat mengembangkan setiap dimensi didalam setiap variabel penelitian. Dan mengembangkan karakteristik pada variabel-variabel lainnya tentang *eWOM* yang bisa diteliti.

5.3 Keterbatasan Penelitian

Penelitian ini diharapkan mampu memberikan kontribusi kepada para pelaku bisnis kecil, menengah dan *startup* di bidang kuliner khususnya di Yogyakarta dalam menentukan strategi pemasaran yang efektif dan efisien. Namun demikian penulis masih memiliki keterbatasan khususnya

pada objek penelitian di bidang kuliner yang spesifik hanya untuk kuliner lokal/tradisional dan *coffeeshop*. Selain itu penelitian ini memiliki karakteristik responden terbatas yang secara khusus untuk mahasiswa S1 dan S2 di Yogyakarta yang mewakili pelanggan secara umum.

Penelitian ini secara khusus meneliti tentang media sosial yaitu *Instagram* sehingga memiliki keterbatasan bahwa *Instagram* adalah salah satu media sosial yang tren dan banyak digunakan mengikuti keadaan pasar saat ini sehingga penelitian ini memiliki rentang waktu yang terbatas seiring mengikuti perkembangan internet. Oleh karena itu penting bagi penelitian selanjutnya untuk memilih media sosial yang tepat dengan situasi pasar pada saat penelitian dilakukan.



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LAMPIRAN

LAMPIRAN 1: KUESIONER

(Berila tanda ✓ pada kolom jawaban yang anda pilih)

Umur : ...

Jenis Kelamin :

Perempuan

Laki-laki

Uang Saku :

< Rp 1.000.000 /bulan

Rp 1.000.000 – 2.000.000 / bulan

Rp 2.000.000 – 3.000.000 / bulan

Rp 3.000.000 – 4.000.000 / bulan

> Rp 4.000.000/ bulan

Status:

Mahasiswa S1

Mahasiswa S2

▪ Apakah anda memiliki akun media sosial *Instagram*?

Ya

Tidak

▪ Apakah anda aktif menggunakan *Instagram*?

Ya

Tidak

▪ Berikut ini beberapa akun *Instagram* yang sering anda ikuti.

kulineryogya

- jogjafoodhunter
- jogjaculinary
- jogjaistimewa

Keterangan pilihan jawaban.

STS : *Sangat Tidak Setuju*
TS : *Tidak Setuju*
N : *Netral*
S : *Setuju*
SS : *Sangat Setuju*



1. Niat Beli

No	Pernyataan	Keterangan Jawaban				
	Niat Beli (<i>Purchase Intention</i>)	STS	TS	N	S	SS
1.	Tertarik mencari informasi tentang kuliner Yogyakarta di Instagram.					
2.	Mencoba kuliner berdasarkan <i>review</i> positif dari Instagram.					
3.	Membeli kuliner yang sering muncul di Instagram.					
4.	Merekomendasikan ke orang lain untuk membeli kuliner tersebut.					

2. Acceptance Electronic Word of Mouth (AEWOM)

No	Pernyataan	Keterangan Jawaban				
	AEWOM	STS	TS	N	S	SS
1.	Mengikuti saran tentang <i>review</i> kuliner di Instagram.					
2.	Informasi tentang kuliner jelas sesuai rekomendasi di Instagram.					
3.	Menerima positif setiap <i>review</i> kuliner di Instagram.					
4.	Dipengaruhi oleh <i>review</i> kuliner di Instagram ketika membuat keputusan.					

3. Forward electronic word of mouth (FEWOM)

No	Pernyataan	Keterangan Jawaban				
	FEWOM	STS	TS	N	S	SS
1.	Menyampaikan <i>review</i> yang menarik tentang kuliner kepada teman.					
2.	Meneruskan informasi atau pendapat tentang kuliner ketika merasa itu berguna.					
3.	Memberikan <i>review</i> positif tentang kuliner kepada teman yang lain.					
4.	Memberikan <i>review</i> negatif tentang kuliner kepada teman yang lain.					

4. Kredibilitas Pesan

No	Kredibilitas Pesan	Keterangan Jawaban				
	Kredibilitas Pesan (<i>Message Credibility</i>)	STS	TS	N	S	SS
1.	Informasi atau pendapat tentang kuliner adalah kredibel.					
2.	Informasi atau pendapat tentang kuliner jelas terpercaya.					
3.	Informasi atau pendapat tentang kuliner dapat dibuktikan.					
4.	Informasi atau pendapat tentang kuliner adalah jujur.					
5.	Informasi atau pendapat tentang kuliner masuk akal.					
6.	Informasi atau pendapat tentang kuliner autentik/asli.					

7.	Informasi atau pendapat tentang kuliner tidak meyakinkan.					
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5. Kredibilitas Sumber

No	Kredibilitas Sumber	Keterangan Jawaban				
	Kredibilitas Sumber (<i>Source Credibility</i>)	STS	TS	N	S	SS
1.	Menganggap <i>review</i> Instagram adalah jujur.					
2.	Menganggap <i>review</i> Instagram sebagai informasi yang dapat dipercaya.					
3.	Menganggap <i>review</i> Instagram sebagai informasi yang meyakinkan.					
4.	Mempertimbangkan <i>review</i> Instagram sebagai prasangka atau perkiraan.					
5.	Menganggap <i>review</i> Instagram memiliki pandangan atau gambaran yang baik.					
6.	Menganggap <i>review</i> Instagram sebagai informasi yang dapat diandalkan.					
7.	Melihat <i>review</i> Instagram adalah benar.					

6. Kekuatan Ikat

No	Pernyataan	Keterangan Jawaban				
	Kekuatan Ikat (<i>Tie Strength</i>)	STS	TS	N	S	SS
1.	Berkomunikasi dengan teman atau keluarga melalui <i>Instagram</i> .					
2.	Berbagi informasi atau rekomendasi kepada teman di <i>Instagram</i> .					
3.	Menghabiskan waktu luang untuk bersosialisasi dengan teman melalui <i>Instagram</i> .					
4.	Membagi <i>moment</i> yang berarti bersama teman-					

	teman di <i>Instagram</i> .					
5.	Berbagi informasi yang bermanfaat kepada teman-teman melalui <i>Instagram</i> .					



LAMPIRAN 1a: HASIL KUESIONER

KS1	KS2	KS3	KS4	KS5	KS6	KS7	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KI1	KI2	KI3	KI4	KI5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	1	5	5	5	5	5
3	3	2	4	4	3	3	3	3	4	2	3	3	5	5	5	4	4	1
4	3	3	5	3	3	3	3	4	4	3	3	3	3	4	3	3	3	3
3	3	3	4	3	4	3	4	4	4	3	3	4	3	3	4	3	5	5
3	4	4	5	4	3	3	3	3	3	3	4	4	3	3	5	3	5	4
3	2	3	4	3	3	3	4	4	3	2	4	3	3	5	5	4	5	5
5	5	3	5	5	4	4	5	5	5	5	5	5	3	2	5	3	5	5
3	4	3	4	5	3	2	5	5	5	5	5	5	5	4	5	5	5	5
2	2	3	4	3	4	4	4	4	4	4	4	4	3	4	4	2	3	3
1	2	1	2	1	2	1	2	2	2	2	2	2	2	1	1	2	1	2
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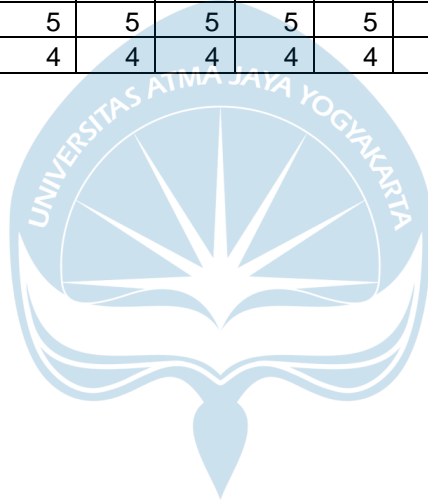
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LAMPIRAN 1b: HASIL KUESIONER

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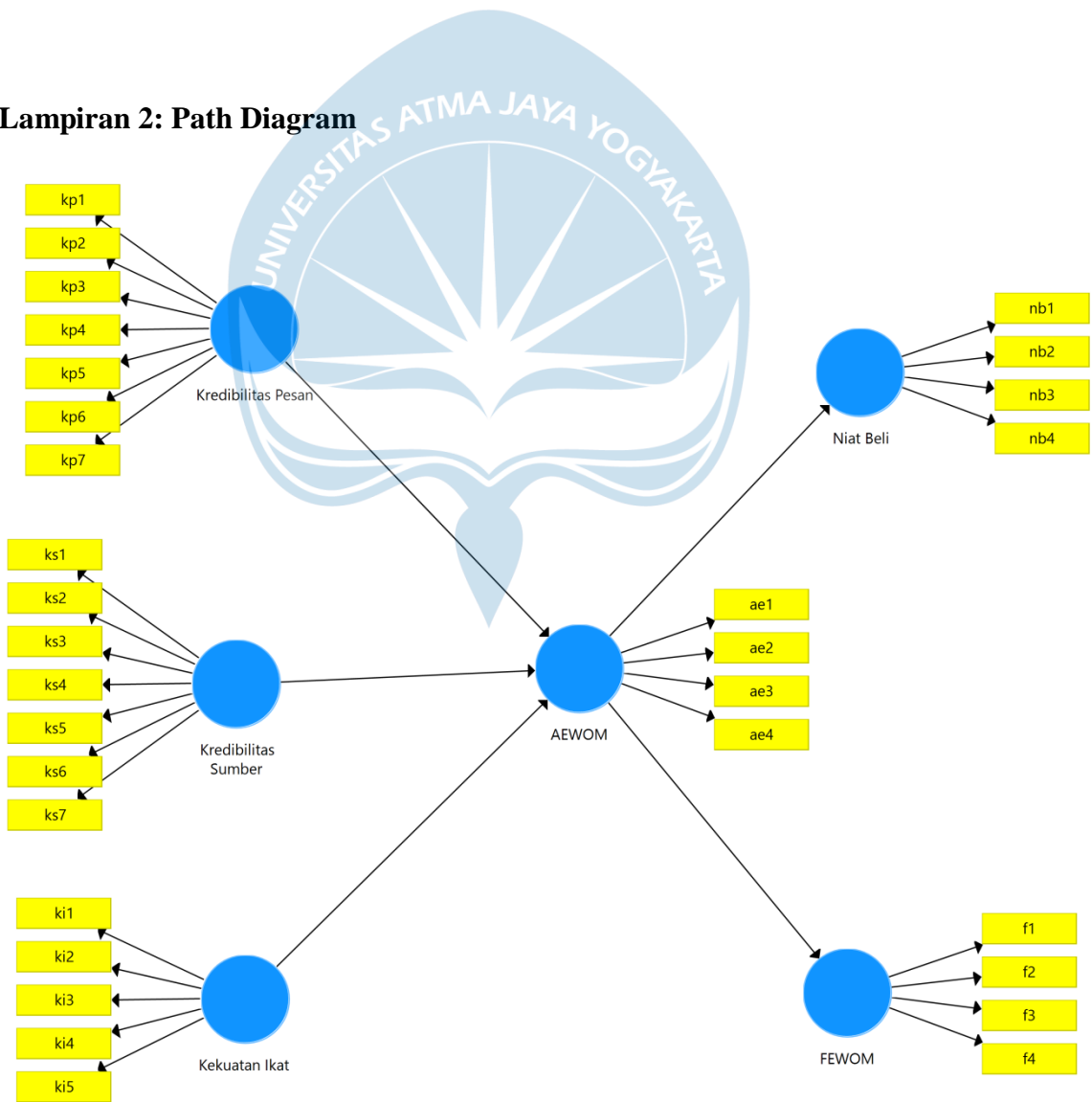
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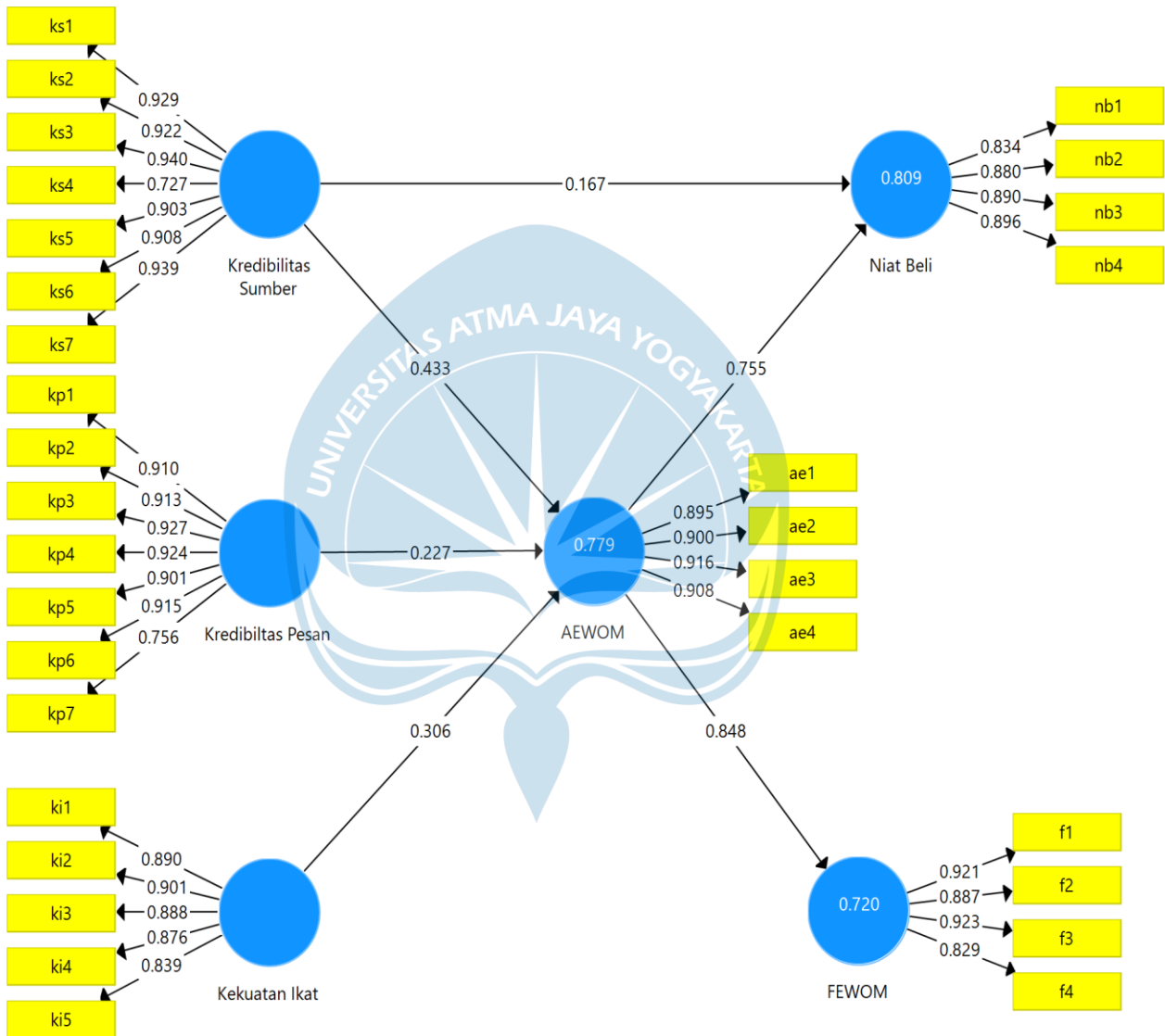
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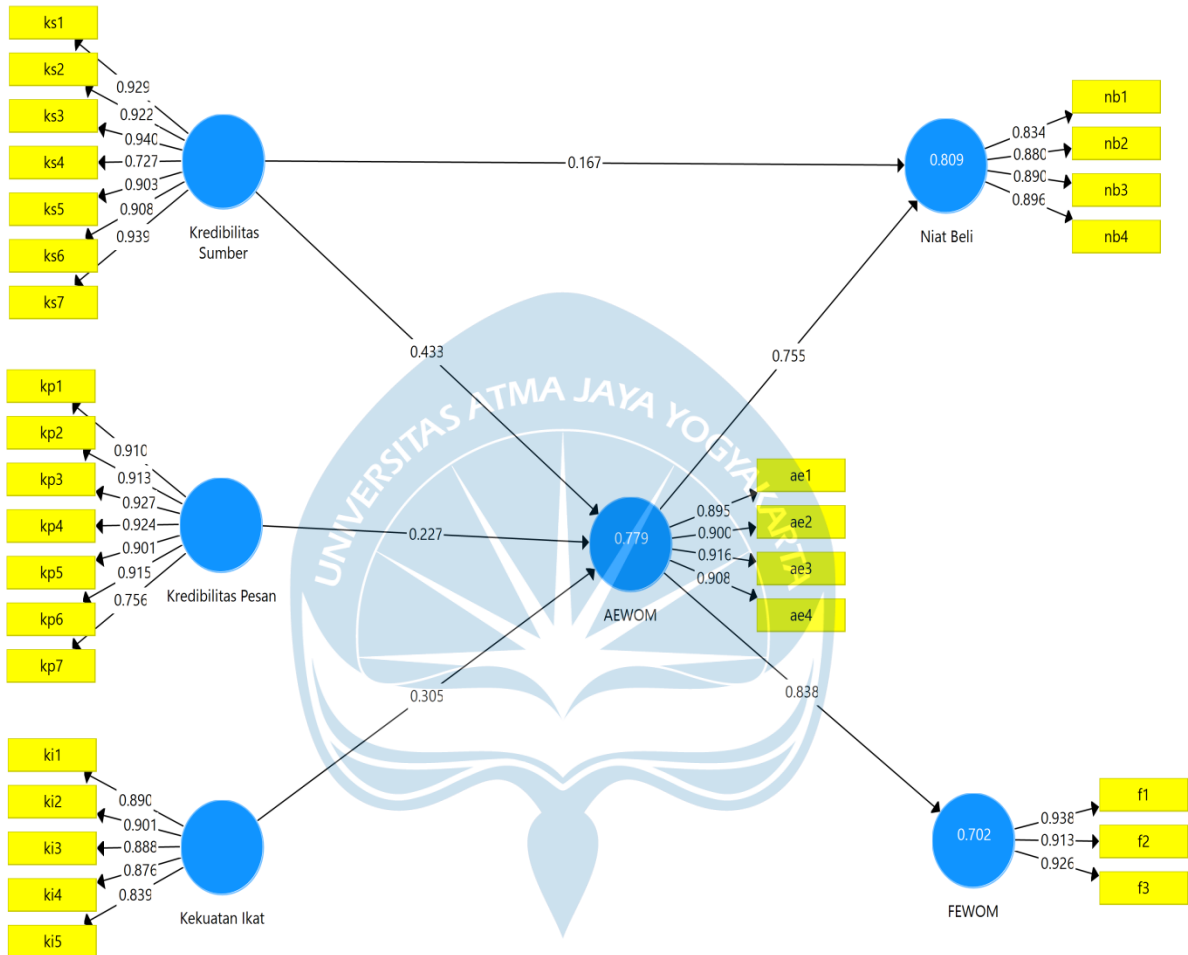
Lampiran 2: Path Diagram



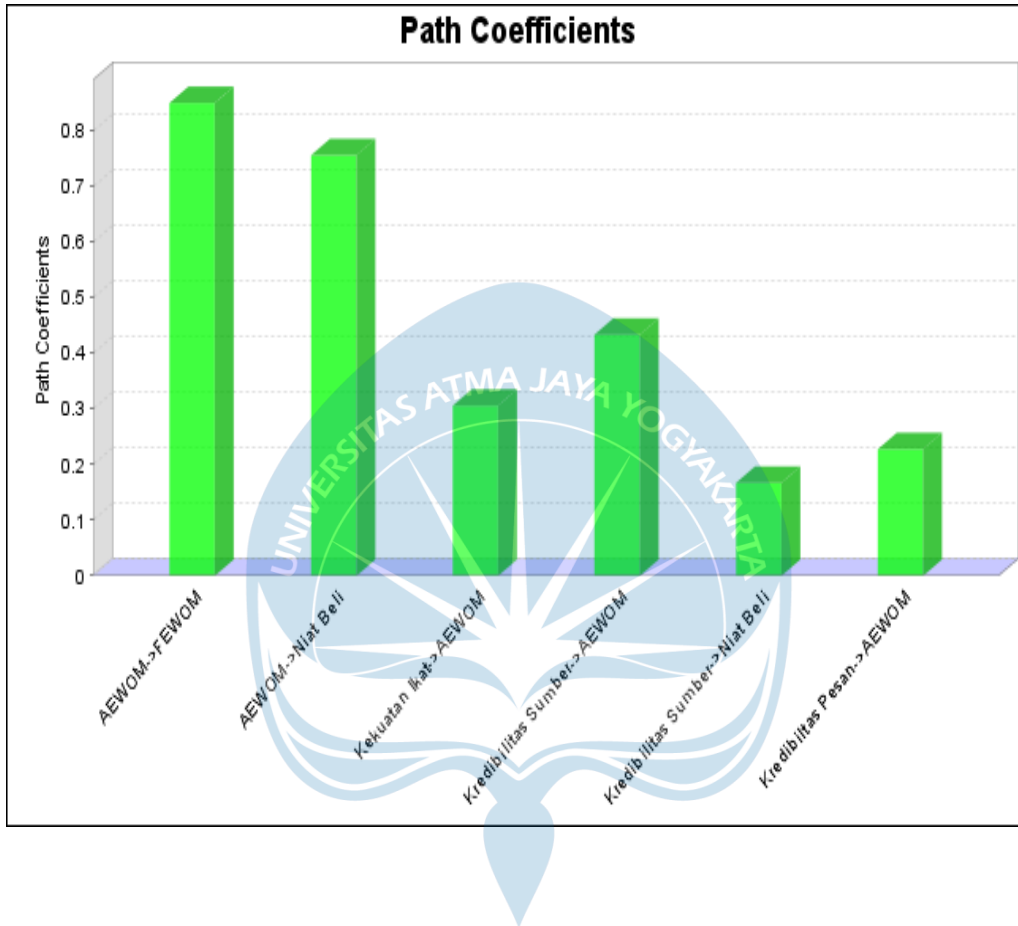
Lampiran 3: Hasil Algoritma PLS pada model yang diajukan



Lampiran 4: Hasil Algoritma PLS pada model yang diajukan setelah *reverse code*



Lampiran 5: Path Koefisien



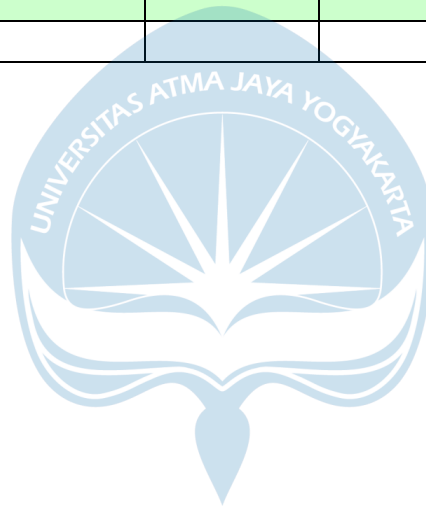
Lampiran 6: Total Effects

	AEWOM	FEWOM	Niat Beli
AEWOM		0,838	0,755
FEWOM			
Kekuatan Ikat	0,305	0,256	0,231
Kredibilitas Sumber	0,277	0,191	0,494
Kredibilitas Pesan	0,433	0,363	0,172
Niat Beli			

Lampiran 7: Outer Loading

	AEWOM	FEWOM	Kekuatan Ikat	Kredibilitas Sumber	Kredibilitas Pesan	Niat Beli
ae1	0,895					
ae2	0,900					
ae3	0,916					
ae4	0,908					
f1		0,921				
f2		0,887				
f3		0,923				
f4		0,829				
ki1			0,890			
ki2			0,901			
ki3			0,888			
ki4			0,876			
ki5			0,839			
kp1					0,910	
kp2					0,913	
kp3					0,927	
kp4					0,924	
kp5					0,901	
kp6					0,915	
kp7					0,756	
ks1				0,929		
ks2				0,922		

ks3				0,940		
ks4				0,727		
ks5				0,903		
ks6				0,908		
ks7				0,939		
nb1						0,834
nb2						0,880
nb3						0,890
nb4						0,896



Lampiran 8: Outer Loading setelah *reverse code*

	AEWOM	FEWOM	Kekuatan Ikat	Kredibilitas Sumber	Kredibilitas Pesan	Niat Beli
ae1	0,895					
ae2	0,900					
ae3	0,916					
ae4	0,908					
f1		0,938				
f2		0,913				
f3		0,926				
f4						
ki1			0,890			
ki2			0,901			
ki3			0,888			
ki4			0,876			
ki5			0,839			
kp1					0,910	
kp2					0,913	
kp3					0,927	
kp4					0,924	
kp5					0,901	
kp6					0,915	
kp7					0,756	
ks1				0,929		
ks2				0,922		
ks3				0,940		

ks4				0,727		
ks5				0,903		
ks6				0,908		
ks7				0,939		
nb1						0,834
nb2						0,880
nb3						0,890
nb4						0,896



Lampiran 9: Outer Weights setelah *reverse code*

	AEWOM	FEWOM	Kekuatan Ikat	Kredibilitas Sumber	Kredibilitas Pesan	Niat Beli
ae1	0,279					
ae2	0,278					
ae3	0,276					
ae4	0,273					
f1		0,375				
f2		0,333				
f3		0,371				
f4						
ki1			0,237			
ki2			0,230			
ki3			0,235			
ki4			0,221			
ki5			0,215			
kp1					0,163	
kp2					0,169	
kp3					0,164	
kp4					0,165	
kp5					0,154	
kp6					0,163	
kp7					0,140	
ks1				0,166		
ks2				0,156		
ks3				0,165		
ks4				0,130		
ks5				0,154		
ks6				0,171		
ks7				0,168		
nb1						0,252
nb2						0,281
nb3						0,309
nb4						0,299

Lampiran 10: Latent Variable setelah reverse code

Case ID	AEWOM	FEWOM	Kekuatan Ikat	Kredibilitas Sumber	Kredibilitas Pesan	Niat Beli
1	1,009	0,899	0,968	1,186	1,182	0,972
2	1,009	0,899	0,968	1,186	1,182	0,972
3	1,009	0,899	0,968	1,186	0,678	0,972
4	-0,824	-0,446	-0,664	-1,088	-1,020	-0,763
5	-1,119	-0,502	-1,446	-0,788	-0,914	-1,122
6	-0,477	0,425	-0,284	-0,930	-0,551	-1,109
7	-0,204	0,425	-0,268	-0,407	-0,917	-0,407
8	-1,159	0,008	0,740	-1,280	-0,911	-0,091
9	1,009	0,425	-0,234	0,474	0,930	0,637
10	-1,387	0,899	0,719	-0,716	1,182	0,972
11	-1,695	-0,900	-1,376	-1,090	-0,183	-0,758
12	-3,550	-4,008	-3,846	-3,216	-2,534	-4,274
13	-0,807	-0,920	-1,159	-0,744	-0,932	-0,423
14	-2,008	-2,663	-1,122	-1,080	-0,799	-2,169
15	-2,008	-2,246	-1,122	-1,080	-0,252	-2,169
16	-0,170	-0,446	-0,363	-1,111	-0,367	-0,078
17	0,059	-1,791	-1,147	-0,394	-0,309	-0,091
18	-0,209	-0,446	-1,375	-0,779	-0,057	-0,423
19	1,009	0,899	0,968	0,854	0,804	0,637
20	-1,734	-1,374	-0,309	-1,111	-0,806	-0,758
21	-0,460	-0,864	-0,865	-0,744	-0,724	-0,423
22	-0,522	-0,446	-0,910	-0,765	-0,593	-0,407
23	0,059	-0,864	-0,363	-0,561	-0,859	0,286
24	-0,522	-0,446	-0,363	-0,041	-0,183	-0,758
25	-2,003	-3,137	-3,220	-1,268	-0,367	-1,128
26	-0,829	-0,502	0,412	-0,754	-1,116	-0,078
27	-1,946	-2,663	-0,081	-0,918	-1,043	-0,758

28	0,121	-0,446	0,968	-0,041	0,640	0,257
29	-1,404	0,899	-1,068	-1,111	-1,256	-0,429
30	-0,533	0,445	-0,388	-0,198	-0,917	0,303
31	-0,517	-1,337	-1,694	-1,268	-1,101	-1,818
32	-0,209	0,425	-0,363	-0,041	0,133	-0,423
33	-0,807	-0,029	-1,147	-1,268	-0,354	-0,442
34	-2,645	-1,884	-0,646	-1,747	-2,142	-3,213
35	-1,444	-0,900	-2,743	-1,091	-1,112	-2,147
36	-0,477	-1,374	0,218	-0,198	0,127	-0,072
37	0,372	0,425	-0,264	-0,139	0,169	0,637
38	-0,561	-0,446	-0,363	-0,041	-0,057	0,273
39	-0,209	-0,446	0,437	-0,219	-0,241	-0,407
40	-0,851	-1,828	-0,069	-1,252	-1,098	-0,423
41	-2,008	-0,920	-1,138	-1,446	-0,057	-1,473
42	-0,209	0,899	-0,363	-0,041	-0,183	0,273
43	0,428	0,425	0,968	-0,397	1,182	0,972
44	-0,209	-0,446	-0,363	-0,521	-0,488	-0,429
45	-2,008	-0,446	-1,122	-1,080	-0,488	-2,169
46	-0,209	-0,446	-0,363	-0,041	-0,057	-0,407
47	-0,209	-0,446	-0,591	-0,910	-0,236	-0,758
48	-1,159	-1,791	-0,363	-0,910	-0,796	-0,758
49	0,121	-0,446	-1,694	-0,208	-0,052	0,244
50	1,009	0,899	-0,114	0,469	1,182	0,972
51	-1,159	-0,446	-0,910	-0,919	-0,817	-1,103
52	-1,097	-0,446	-0,591	-1,093	-0,904	-0,758
53	-0,785	-0,900	-2,130	-1,257	-1,422	-1,484
54	-0,477	0,425	0,421	-0,395	0,494	-0,396
55	-0,209	-0,956	-0,263	-1,278	-0,540	-1,122
56	0,059	0,482	-1,694	-1,469	-0,914	-0,423

57	-0,829	-0,446	-0,612	-0,910	-1,296	0,273
58	0,350	0,899	0,968	-1,268	0,571	0,303
59	-0,785	-0,920	-0,259	-0,955	-1,116	-0,769
60	-0,477	-0,446	-0,135	-0,041	-0,540	-0,423
61	-0,477	-0,446	-0,363	-0,376	-0,676	0,273
62	-1,097	0,027	0,968	-0,573	-0,414	-0,394
63	-1,366	-0,029	-0,657	-0,397	-0,719	-0,758
64	-1,114	-3,137	-1,913	-0,564	-1,416	-2,523
65	-0,745	-0,864	-1,590	-1,242	-0,309	-0,787
66	-0,517	-0,864	-0,865	-0,041	0,382	-0,043
67	1,009	0,899	0,243	-1,434	-0,385	0,244
68	-0,790	-0,446	-0,582	-0,755	-0,719	-0,413
69	-0,538	0,445	-0,591	0,484	-0,362	-0,758
70	0,389	0,445	0,173	-0,557	-0,100	-1,122
71	0,389	-0,029	0,421	-0,198	-0,183	-0,078
72	-0,517	-1,791	-0,591	-0,910	-0,724	-1,122
73	-2,008	-0,446	-1,122	-1,080	-0,100	-2,169
74	-0,790	-1,337	-0,910	-0,910	-0,564	-0,423
75	1,009	0,899	0,968	1,186	1,182	0,972
76	-1,058	-0,446	0,263	-0,922	-0,672	-0,407
77	-0,209	-0,029	-0,363	-0,854	-0,859	-0,062
78	0,104	0,027	0,968	-0,896	-1,763	-0,078
79	-0,517	0,445	-0,081	-0,741	-1,113	-0,407
80	-1,114	-1,791	-1,694	-1,268	-1,296	-1,128
81	-0,829	-0,446	-0,646	-0,198	-1,054	-0,758
82	-1,053	-0,427	-0,856	-0,543	0,297	-1,122
83	-0,209	-0,446	-0,363	-0,388	-0,735	-0,423
84	-1,366	-1,374	-1,694	-0,886	-0,914	-1,467
85	0,367	0,425	-0,114	-0,041	-0,057	0,972

86	0,389	-0,446	0,193	-0,754	0,025	-0,107
87	0,372	0,027	0,184	-0,376	-0,493	-0,078
88	1,009	0,899	-0,363	-0,216	0,804	0,972
89	-0,209	-0,048	0,740	-0,729	-0,356	-0,091
90	-0,477	-0,900	-0,591	0,160	-0,235	-0,059
91	-0,204	-0,446	-0,910	-0,051	-1,202	-0,423
92	0,126	0,899	-1,138	0,830	0,442	-0,739
93	1,009	0,899	0,968	1,186	1,182	0,972
94	-1,444	-0,502	-0,388	-1,275	-0,917	-1,122
95	-0,270	-0,446	-0,081	-0,573	-0,540	-0,758
96	-0,522	-0,864	-1,317	-1,643	-0,724	0,273
97	-0,846	-0,900	-1,694	-1,435	-1,296	-1,122
98	-0,226	-0,446	-0,874	-0,735	-1,101	-0,423
99	-0,517	-0,446	-1,093	-0,041	-1,659	-0,072
100	-0,270	-0,446	-0,081	-0,573	-0,540	-0,758
101	1,009	0,899	0,968	-0,147	0,001	-0,062
102	-0,209	0,899	0,214	-0,376	-0,604	-0,413
103	0,389	-0,029	0,670	0,300	-0,356	0,972
104	-1,366	-2,209	-1,089	-1,292	-0,744	-2,147
105	-2,952	-3,137	-1,810	-2,147	-2,488	-2,857
106	-1,097	-0,920	-3,493	-0,886	-1,101	-0,442
107	0,741	0,445	-0,819	-0,584	0,497	0,972
108	-1,053	-0,446	-0,273	-1,424	-1,101	0,273
109	-2,008	-3,137	-1,122	-1,080	-1,101	-2,169
110	0,741	0,445	-0,081	0,134	0,625	0,273
111	-0,522	-0,446	-1,694	-1,102	-0,183	-0,769
112	-0,824	-0,446	-0,363	-0,208	-0,672	0,273
113	-1,405	-1,318	-0,612	-0,198	-1,238	0,286
114	-0,460	0,008	0,010	-1,432	-0,421	-0,388

115	-0,785	-0,900	-0,089	-0,755	-2,350	-1,467
116	-0,209	0,008	-0,114	-0,386	-1,267	-0,758
117	-1,387	-0,900	0,396	-1,433	-1,303	-1,462
118	0,428	-0,864	-1,147	-0,355	-0,183	-0,072
119	-1,427	-1,791	-1,694	-1,268	-1,296	-1,473
120	-0,807	0,027	-0,284	-0,770	-2,534	-1,808
121	0,701	0,899	0,968	-0,198	0,073	-0,059
122	0,081	0,899	0,491	0,339	0,243	0,292
123	-1,678	-0,446	-2,399	-0,945	-1,248	-0,758
124	0,121	-0,446	0,421	-0,041	-0,932	0,972
125	-2,008	-0,446	-1,122	-1,080	-1,659	-2,169
126	-0,209	-0,446	-0,363	-0,388	-0,735	-0,423
127	-0,477	-0,864	-1,114	-0,041	-0,309	-0,407
128	-1,119	-1,791	-1,694	-1,087	-0,859	-1,122
129	-0,209	-0,446	-0,363	-0,041	-0,057	-0,787
130	-0,851	-0,864	-0,910	-0,729	-0,391	-0,777
131	-1,427	-0,900	-0,363	-1,111	-2,350	-1,467
132	-0,538	-1,791	-0,363	-1,067	-1,296	-0,442
133	-0,209	-0,920	-0,582	-0,755	-2,361	-1,473
134	-1,427	-1,374	-0,591	-1,268	-0,744	-1,467
135	-0,533	0,899	0,719	-0,774	0,127	0,286
136	1,009	0,899	0,968	1,186	1,182	0,972
137	-0,851	-0,446	-0,616	-0,755	-1,116	-1,454
138	1,009	0,899	0,968	1,186	1,182	0,972
139	-2,337	-1,337	-1,640	-1,981	-1,653	-1,818
140	-1,734	-0,900	-1,342	-1,981	-1,469	-1,103
141	1,009	0,899	0,968	1,186	1,182	0,972
142	1,009	0,899	0,968	1,186	1,182	0,972
143	-1,114	-1,791	-1,694	-1,268	-1,296	-0,787

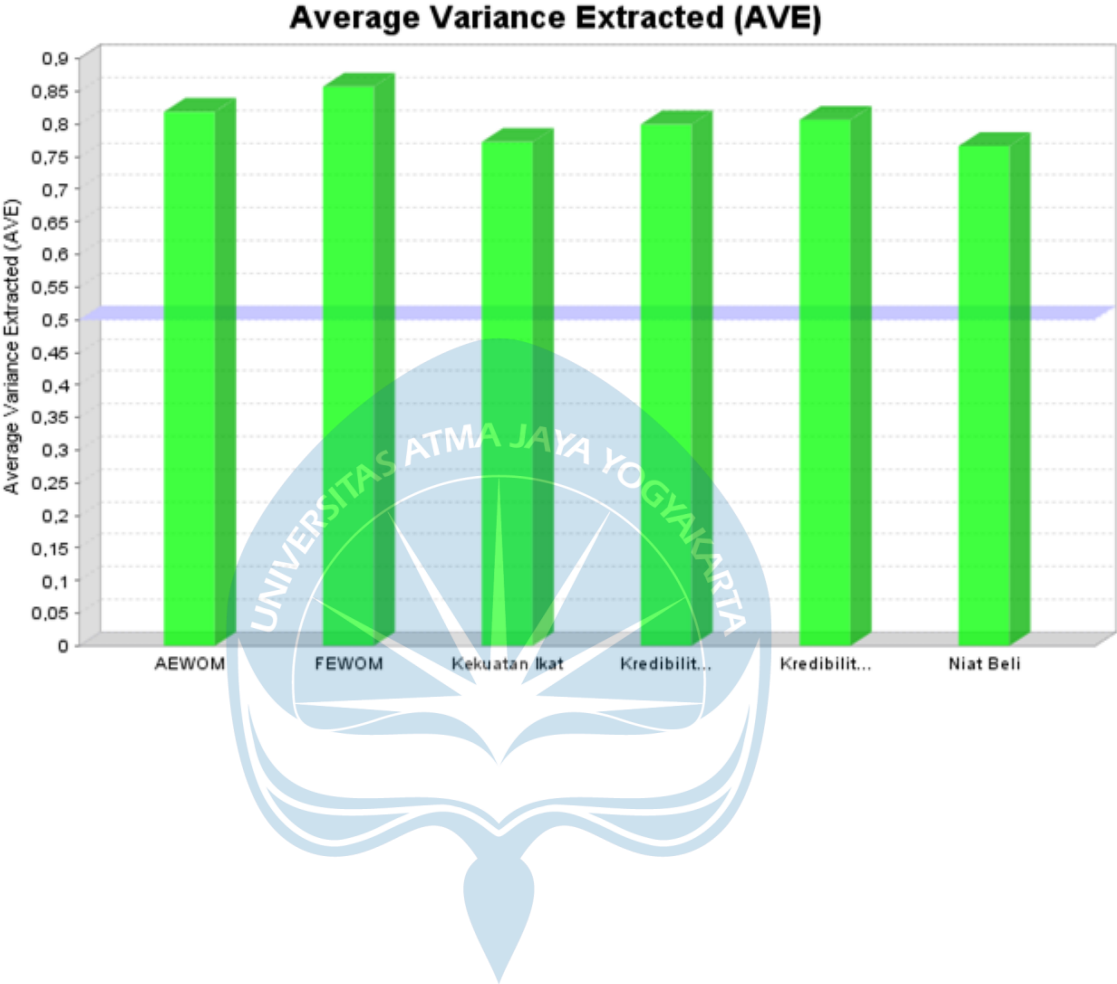
144	1,009	0,899	0,968	1,186	1,182	0,972
145	1,009	0,899	0,968	1,186	1,182	0,972
146	-0,209	-0,446	-0,363	-0,041	-2,337	-0,423
147	1,009	0,899	0,968	1,186	1,182	0,972
148	1,009	0,899	0,968	1,186	1,182	0,972
149	1,009	0,899	0,968	1,186	1,182	0,972
150	1,009	0,899	0,968	1,186	1,182	0,972
151	1,009	0,899	0,968	1,186	1,182	0,972
152	1,009	0,899	0,968	1,186	1,182	0,972
153	1,009	0,899	0,968	1,186	1,182	0,972
154	1,009	0,899	0,968	1,186	1,182	0,972
155	1,009	0,899	0,968	1,186	1,182	0,972
156	1,009	0,899	0,968	1,186	1,182	0,972
157	1,009	0,899	0,968	1,186	1,182	0,972
158	1,009	0,899	0,968	1,186	1,182	0,972
159	1,009	0,899	0,968	1,186	1,182	0,972
160	1,009	0,899	0,968	1,186	1,182	0,972
161	1,009	0,899	0,968	1,186	1,182	0,972
162	1,009	0,899	0,968	1,186	1,182	0,972
163	1,009	0,899	0,968	1,186	1,182	0,972
164	1,009	0,899	0,968	1,186	1,182	0,972
165	-0,209	-0,446	-0,363	-0,041	-0,986	-0,423
166	-0,209	-0,446	-0,363	-0,041	-0,057	-0,423
167	-0,209	-0,446	-0,363	-0,041	-0,535	-0,423
168	-0,209	-0,446	-0,363	-0,041	-0,057	-0,423
169	-0,209	-0,446	-0,363	-0,041	-0,057	-0,423
170	-0,209	-0,446	-0,363	-0,041	-0,057	-0,423
171	-0,209	-0,446	-0,363	-0,041	-0,057	-0,423
172	-0,209	-0,446	-0,363	-0,041	-0,057	-0,423

173	-0,209	-0,446	-0,363	-0,041	-0,057	-0,423
174	-0,209	-0,446	-0,363	-0,041	-0,057	-0,423
175	-0,209	-0,446	-0,363	-0,041	-0,057	-0,423
176	-0,209	-0,446	-0,363	-0,041	-0,057	-0,423
177	-0,209	-0,446	-0,363	-0,041	-0,057	-0,423
178	1,009	0,899	0,968	-0,041	1,008	0,972
179	-0,477	-0,009	-0,885	-0,395	0,814	-0,078
180	-0,209	-0,446	-1,138	-1,268	-0,057	-0,423
181	1,009	0,899	0,968	-1,268	1,182	0,972
182	1,009	0,899	0,968	-1,268	1,182	0,972
183	1,009	0,899	0,968	1,186	1,182	0,972
184	1,009	0,899	0,968	1,186	1,182	0,972
185	1,009	0,899	0,968	-1,268	1,182	0,972
186	1,009	0,899	0,968	1,186	1,182	0,972
187	1,009	0,899	0,968	1,186	-0,057	0,972
188	1,009	0,899	0,968	1,186	-0,057	0,972
189	-0,807	-1,374	-1,138	-1,111	0,688	-0,062
190	-0,846	-1,337	-1,147	-1,268	-1,296	-1,138
191	-1,114	-0,446	-0,089	-0,041	-0,547	-0,777
192	-0,517	0,445	-0,840	-0,729	0,504	-1,119
193	-0,538	-0,864	-1,129	-0,207	-0,183	-0,787
194	-1,471	-0,048	0,173	-0,718	-0,863	-0,761
195	-0,499	-0,864	-1,421	-0,598	-0,488	-0,399
196	-0,556	0,899	0,968	1,186	1,182	-0,758
197	1,009	0,899	0,968	1,186	1,182	0,972
198	1,009	0,899	0,968	1,186	1,182	0,972
199	1,009	0,899	0,968	1,186	1,182	0,972
200	1,009	0,899	0,968	1,186	1,182	0,972
201	1,009	0,899	-0,363	-0,041	-0,057	0,972

202	1,009	0,899	0,968	1,186	-0,057	0,972
203	1,009	0,899	0,968	-0,041	-0,057	0,972
204	1,009	0,899	0,968	1,186	-0,057	0,972
205	1,009	0,899	0,968	1,186	1,182	0,972
206	1,009	0,899	0,968	1,186	-0,057	0,972
207	1,009	0,899	0,968	1,186	1,056	0,972
208	1,009	0,899	0,968	-0,041	-0,057	0,972
209	1,009	0,899	0,968	1,186	1,182	0,972
210	1,009	0,899	0,968	1,186	1,182	0,972
211	1,009	0,899	0,968	1,186	-0,057	0,972
212	1,009	0,899	0,968	1,186	-0,057	0,972
213	1,009	0,899	0,968	1,186	1,182	0,972
214	1,009	0,899	0,968	1,186	1,182	0,972
215	1,009	0,899	0,968	1,186	1,182	0,972
216	1,009	0,899	0,968	1,186	1,182	0,972
217	1,009	0,899	0,968	1,186	1,182	0,972
218	1,009	0,899	0,968	1,186	1,182	0,972
219	1,009	0,899	0,968	1,186	1,182	0,972
220	1,009	0,899	0,968	1,186	1,182	0,972
221	1,009	0,899	0,968	1,186	1,182	0,972
222	1,009	0,899	0,968	1,186	1,182	0,972
223	1,009	0,899	0,968	1,186	1,182	0,972
224	1,009	0,899	0,968	1,186	1,182	0,972
225	1,009	0,899	0,968	1,186	1,182	0,972
226	1,009	0,899	0,968	1,186	1,182	0,972
227	1,009	0,899	0,968	1,186	1,182	0,972
228	1,009	0,899	0,968	1,186	1,182	0,972
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230	1,009	0,899	0,968	1,186	1,182	0,972

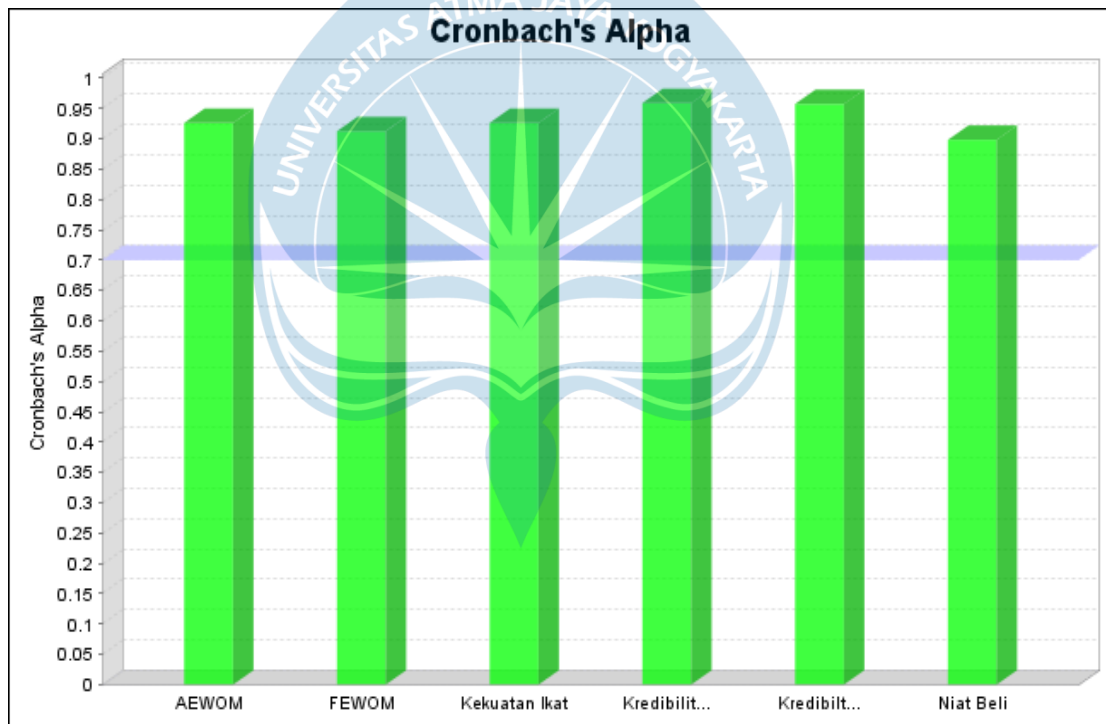
231	1,009	0,899	0,968	1,186	-2,534	0,972
232	1,009	0,899	0,968	1,186	1,182	0,972
233	1,009	0,899	0,968	1,186	1,182	0,972
234	1,009	0,899	0,968	1,186	1,182	0,972
235	1,009	0,899	0,968	1,186	1,182	0,972
236	1,009	0,899	0,968	1,186	1,182	0,972
237	1,009	0,899	0,968	1,186	1,182	0,972
238	1,009	0,899	0,968	1,186	1,182	0,972
239	1,009	0,899	0,968	1,186	1,182	0,972
240	1,009	0,899	0,968	1,186	1,182	0,972
241	1,009	0,899	0,968	1,186	1,182	0,972
242	1,009	0,899	0,968	1,186	1,182	0,972
243	1,009	0,899	0,968	1,186	-0,057	0,972
244	1,009	0,899	0,968	1,186	1,182	0,972
245	1,009	0,899	0,968	1,186	-0,057	0,972
246	1,009	0,899	0,968	1,186	-0,057	0,972
247	1,009	0,899	0,968	1,186	1,182	0,972
248	1,009	0,899	0,968	1,186	-0,057	0,972
249	1,009	0,899	0,968	1,186	-0,057	0,972
250	1,009	0,899	0,968	1,186	-0,057	0,972
251	1,009	0,899	0,968	1,186	1,182	0,972
252	1,009	0,899	0,968	1,186	1,182	0,972
253	1,009	0,899	0,968	1,186	1,182	0,972
254	1,009	0,899	0,968	1,186	1,182	0,972
255	-0,209	-0,446	-0,363	-0,041	-0,057	-0,423

Lampiran 11: AVE



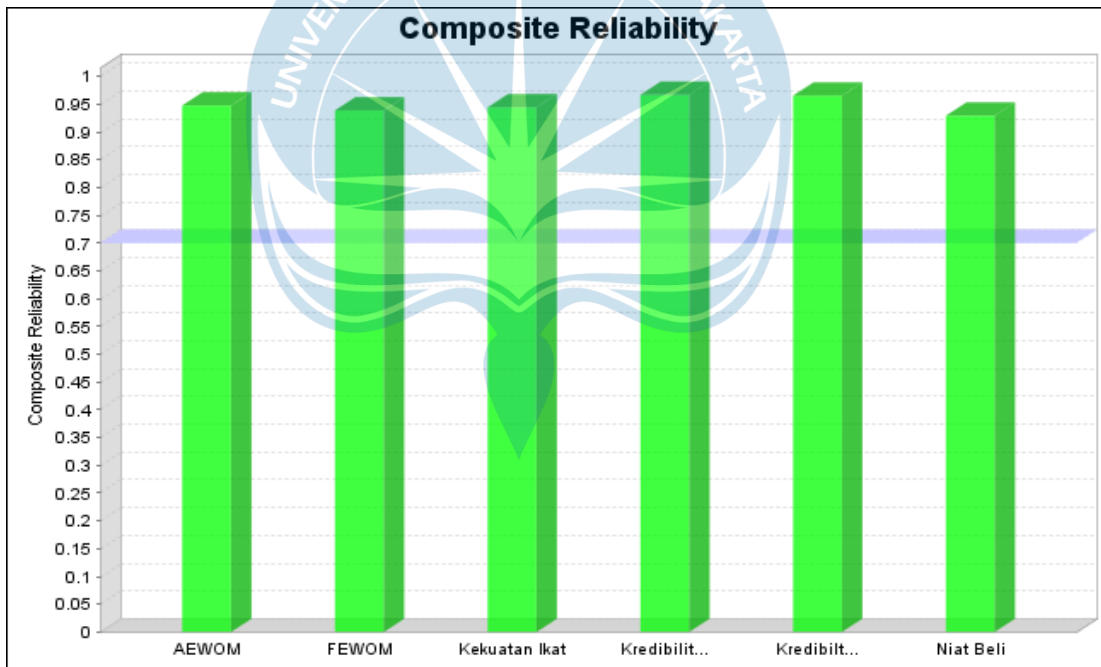
Variabel	AVE
KS	0.807
KP	0.800
KI	0.773
NB	0.766
FEWOM	0.794
AEWOM	0.819

Lampiran 12: Cronbach's Alpha



Variabel	Cronbach's Alpha
KS	0.959
KP	0.957
KI	0.926
NB	0.929
FEWOM	0.913
AEWOM	0.926

Lampiran 13: Composite Reliability



Variabel	Composite Reliability
KS	0.967
KP	0.965
KI	0.944
NB	0.929
FEWOM	0.939
AEWOM	0.948

Lampiran 14: R Square

Variabel	R Square
AEWOM	0.779
FEWOM	0.702
Niat Beli	0.809

