

## CHAPTER VI

### CONCLUSION AND RECOMMENDATION

#### 6.1 Conclusion

From the results of the research that has been done, several conclusions can be drawn as follows:

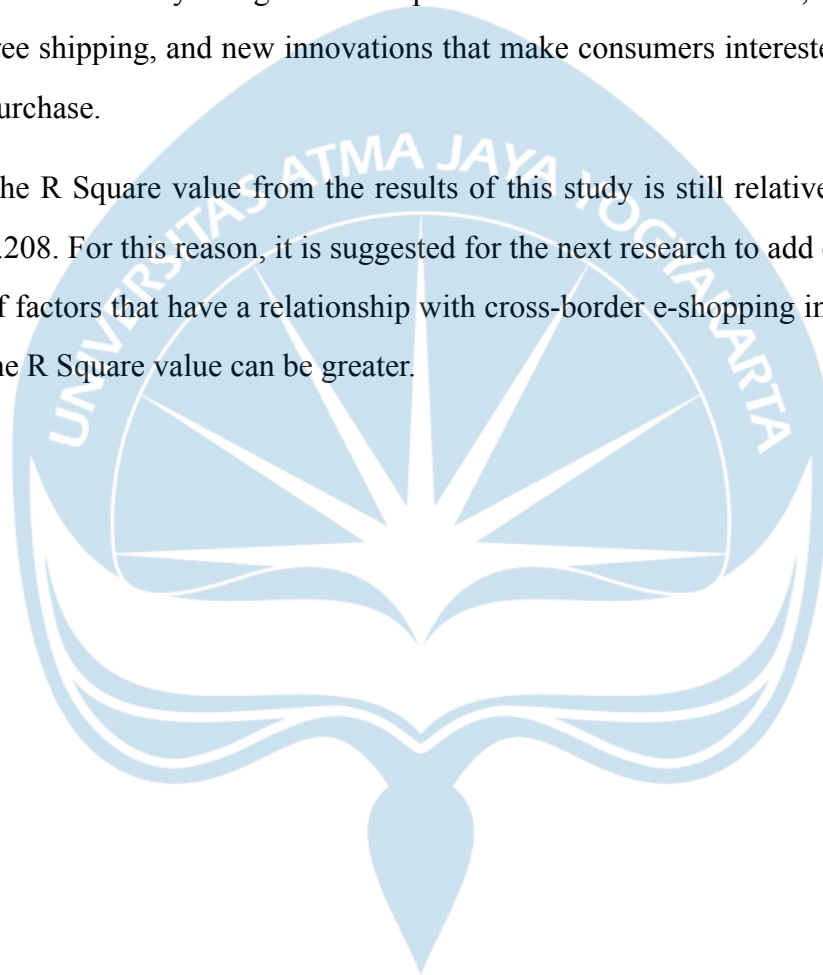
1. The total number of respondents in this research was 316 people and were Indonesian citizens who ever had cross-border e-shopping experience, mostly women (89.6%), age started from 18 years old years and actively using the internet.
2. There is a significant influence between price and Cross-border E-Shopping Intention for customer in Indonesia.
3. There is a significant influence between shipping cost and Cross-border E-Shopping Intention for customer in Indonesia.
4. There is a significant influence between delivery time and Cross-border E-Shopping Intention for customer in Indonesia.
5. Price, shipping cost, and delivery time simultaneously have an effect on Cross-border E-Shopping Intention for customer in Indonesia.
6. The effective contribution of the variable price, shipping costs, and delivery time on Cross-border E-Shopping Intention for customer in Indonesia is 20.8% and the remaining 79.2% is influenced by other factors.

#### 6.2 Suggestion

1. In order to increase cross-border e-shopping intention, worldwide companies / E-commerce and sellers are expected to maintain and improve the quality of

prices, shipping costs, and delivery times, so that in the future buyers can be more satisfied with the services provided and want to purchase more.

2. To increase shopping intention, efforts are made by utilizing social media on the internet that are used as promotional targets, and also utilizing the internet or social media by using attractive promotions such as discounts, special events, free shipping, and new innovations that make consumers interested in making a purchase.
3. The R Square value from the results of this study is still relatively small, only 0.208. For this reason, it is suggested for the next research to add other variables of factors that have a relationship with cross-border e-shopping intention so that the R Square value can be greater.



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# APPENDIX

## Questioner

Hello everyone!

Introduce you my self, my name is Monica Maharani Sitompul, a student of International Business Management Program at Universitas Atma Jaya Yogyakarta and Nanjing Xiaozhuang University who is conducting thesis research on the topic of **“The Analysis of Factors Affecting Cross-Border E-Shopping Intention for the customers in INDONESIA”**. I currently need some respondents to fill out my thesis questionnaire. The criteria for this research respondent is those who ever had cross-border e-shopping experience through any market place (eBay, Amazon, Shopee, Lazada, AliExpress, etc.)

This questionnaire consists of four parts, namely:

- I. Respondent identity
- II. Instruments of Price
- III. Instrument of Shipping costs
- IV. Instrument of Delivery time
- V. Instrument of Purchase Intention

The four sections have their respective instructions, please look at each filling instructions first before filling in. The identity of the respondents and the data obtained in this study will be kept confidential and only used for research purposes. The results of the research will be written in the form of a research report. For those who meet the criteria for research respondents are willing to fill out the questionnaire for a moment. If you have suggestions or statements related to this questionnaire, please contact me via email: [monicasitompul17@gmail.com](mailto:monicasitompul17@gmail.com). Thank you so much for taking the time and participating to fill in.

Regards, Monica Maharani Sitompul

## I. Respondent Characteristic

1. Name (Optional)
2. Gender
  - Male
  - Female
3. Age

## Instructions for the Questionnaire

Please answer the questions below honestly and in accordance with your views about online shopping abroad via e-commerce by choosing among the following answer options:

1. Strongly disagree (SD)
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

## II. Price Instruments

Price Perception Construct Scale Items (Dae-Yul Jeong, Sung-Min Kim, 2014)

	<b>Question</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
P1	The price of products which sale on on cross-border E-shopping is very rational, consistent, and reliable to buy.					
P2	The product has also enough value to buy.					

P3	Most consumers feel that there is some price bubble, and they would like to buy a brand when it is on sale.					
P4	If the digital goods have enough value to pay willingly, consumers will have positive attitude to pay money for the goods.					
P5	Price Acceptability The price of the digital goods which he bought was in the latitude of his price acceptance level.					
P6	The price was rational and predictable enough.					

### III. Shipping Cost Instruments

Shipping Cost Construct Scale Items (Qiang Chen Jian, 2019)

	Question	S	D	N	A	SA
SK7	I think the price I paid for cross-border E-shopping delivery cost is worth it because the product is securely packed.					
SK8	I think the price I paid for cross-border E-shopping delivery cost is worth it because the packaging quality is always maintained.					
SK9	I think the price I paid for the cross-border E-shopping cost is worth it because the product is guaranteed to arrive to my address.					

SK10	I think the price I paid for cross-border E-shopping delivery cost is worth it because the delivery is done smoothly.					
SK11	I think the price I paid for cross-border E-shopping delivery cost is worth it because my products arrived in a good condition.					
SK12	I think the price I paid for cross-border E-shopping delivery cost is worth it because I can always contact the customer service on the e-commerce if I have any problem related to the delivery or product.					
SK13	I think the price I paid for cross-border E-shopping delivery cost is worth it because the product is delivered professionally.					

#### IV. Delivery Time Instruments

Delivery Time Construct Scale Items (Qiang Chen Jian, 2019)

	Question	SD	D	N	A	SA
DT14	I think my order is directly processed after I pay the order.					
DT15	I think my order is packed soon after it is processed.					

DT16	I think my order is sent to the delivery service soon after it is packed.					
DT17	I think the product is directly sent by the delivery service to my address.					
DT18	I think the product arrive in a timely manner.					
DT19	I think the process from I ordered until the product is arrived does not take a long time.					
DT20	I think the seller is usually responsible when it takes too long for the product to arrive.					

#### IV. Cross-border Purchase Intention Instruments

Purchase intention Construct Scale Items (William Boulding, Ajay Kalra, Richard Staelinet al. (1993) Ilias O. Pappas Panos E. Kourouthanassis Michail N. Giannakos George Lekakos, 2017)

	Question	SD	D	N	A	SA
PI21	If the cross-border website/e-commerce has the goods I need, I will buy it on the website/e-commerce					
PI22	It is more willing to buy on cross-border online shop than other websites/e-commerce.					
PI23	I will recommend other people to shop on this cross-border website/e-commerce.					

## APPENDIX B

### RESEARCH DATA

#### B-1. RESEARCH DATA ON PRICES TOWARD CROSS-BORDER E-SHOPPING INTENTION

NO	P1	P2	P3	P4	P5	P6	TOTAL
1	4	4	5	5	4	4	26
2	5	5	5	5	4	5	29
3	3	4	5	5	4	4	25
4	5	5	5	5	5	5	30
5	4	4	5	5	4	4	26
6	4	4	3	4	3	3	21
7	4	4	5	5	5	4	27
8	5	4	5	5	5	5	29
9	2	3	4	4	3	2	18
10	4	4	4	4	4	4	24
11	3	3	5	4	4	4	23
12	4	3	3	5	5	4	24
13	3	4	2	4	4	4	21
14	4	4	3	3	3	3	20
15	4	4	5	4	4	5	26

16	3	4	4	4	3	4	22
17	4	4	4	4	4	4	24
18	5	5	4	4	3	5	26
19	4	5	5	5	4	5	28
20	4	4	4	4	4	4	24
21	4	3	3	4	4	4	22
22	4	4	2	3	3	4	20
23	4	5	3	5	5	4	26
24	4	4	3	5	5	5	26
25	3	4	5	4	4	4	24
26	4	4	4	4	4	4	24
27	4	4	4	5	4	4	25
28	3	4	5	5	4	3	24
29	2	2	5	4	2	3	18
30	5	5	4	5	3	3	25
31	3	3	4	4	3	3	20
32	4	4	5	4	4	4	25
33	5	5	5	5	5	5	30
34	4	4	5	5	4	5	27
35	4	4	3	5	4	4	24
36	4	4	4	4	4	4	24
37	3	4	4	4	4	4	23
38	4	4	3	5	4	5	25

39	4	4	5	4	3	2	22
40	4	5	5	5	5	5	29
41	5	3	5	5	4	5	27
42	3	4	4	4	4	4	23
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44	3	4	3	4	4	4	22
45	5	4	3	4	3	4	23
46	3	4	4	4	3	4	22
47	4	4	4	4	4	5	25
48	5	5	3	5	5	5	28
49	3	4	4	4	4	3	22
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59	5	4	5	5	4	4	27
60	3	4	4	5	5	4	25
61	4	5	5	5	5	5	29



62	3	3	3	3	3	3	18
63	3	4	5	5	3	2	22
64	4	4	4	4	3	4	23
65	5	5	5	5	5	5	30
66	2	3	4	4	3	3	19
67	4	5	5	5	5	5	29
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69	5	5	5	5	5	5	30
70	4	5	5	4	4	4	26
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75	5	4	4	5	4	4	26
76	4	4	4	4	3	4	23
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82	4	5	4	5	4	4	26
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96	4	4	5	5	4	4	26
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117	4	5	4	4	4	4	25
118	3	3	3	5	4	5	23
119	5	5	5	5	5	5	30
120	5	5	5	5	5	5	30
121	4	5	4	5	4	5	27
122	4	4	3	4	3	4	22
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124	5	5	4	5	5	5	29
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126	5	5	3	5	3	4	25
127	4	5	5	5	4	5	28
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129	5	5	5	5	5	5	30
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304	3	3	3	3	3	2	3	20
305	4	5	4	5	4	5	5	32
306	4	5	3	3	4	2	3	24
307	4	4	4	4	4	4	4	28
308	4	4	4	4	4	2	4	26
309	4	4	4	4	4	3	4	27
310	3	3	3	3	3	2	3	20
311	3	3	5	5	3	4	5	28
312	5	4	5	5	5	5	5	34
313	5	5	5	5	5	5	5	35
314	5	4	5	4	4	3	4	29

315	4	4	4	4	4	4	5	29
316	5	5	4	5	5	5	5	34

**B-2. RESEARCH DATA ON SHIPPING COST TOWARD CROSS-BORDER E-SHOPPING INTENTION**

**B-3. RESEARCH DATA ON DELIVERY TIME TOWARD CROSS-BORDER E-SHOPPING INTENTION**

NO	DT1	DT2	DT3	DT4	DT5	DT6	DT7	TO-TAL
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3	4	4	3	5	5	4	3	28
4	5	5	5	5	5	5	3	33
5	2	3	3	4	3	2	3	20
6	2	2	2	2	2	2	1	13
7	3	3	3	4	3	4	4	24
8	5	5	5	5	4	2	5	31
9	4	4	4	4	4	2	3	25
10	3	3	2	4	2	2	2	18
11	3	4	3	5	2	1	3	21
12	5	5	4	5	4	2	2	27
13	5	4	4	5	5	5	5	33
14	3	3	3	3	3	3	3	21
15	4	3	3	3	4	4	4	25

16	4	4	4	4	4	3	3	26
17	4	4	3	4	2	2	4	23
18	3	3	4	3	2	3	5	23
19	3	3	3	3	2	2	4	20
20	4	4	4	4	4	4	4	28
21	3	3	3	3	3	3	5	23
22	4	4	4	4	3	2	4	25
23	5	5	5	5	5	5	5	35
24	5	2	5	2	3	1	1	19
25	4	3	3	4	4	4	4	26
26	4	4	3	4	2	2	4	23
27	5	4	4	5	3	3	4	28
28	3	3	3	3	4	2	4	22
29	1	2	3	5	2	3	4	20
30	4	4	3	4	3	4	4	26
31	2	3	3	3	3	2	3	19
32	3	4	3	4	4	4	4	26
33	5	5	5	5	5	5	5	35
34	3	3	3	4	3	2	3	21
35	3	3	3	3	4	3	3	22
36	3	3	2	4	2	2	2	18
37	4	4	4	4	3	4	3	26
38	3	4	4	5	4	4	4	28

39	5	4	4	5	4	3	3	28
40	5	5	5	5	5	5	3	33
41	5	4	3	5	2	2	3	24
42	3	3	3	3	3	3	3	21
43	2	2	5	5	5	2	3	24
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45	4	4	3	3	4	4	3	25
46	4	4	4	4	4	4	4	28
47	3	3	4	3	4	3	3	23
48	4	3	3	5	5	2	4	26
49	3	4	4	3	4	2	4	24
50	4	3	4	3	2	1	3	20
51	5	4	3	5	2	3	4	26
52	5	5	4	4	4	3	4	29
53	4	5	5	5	3	2	4	28
54	4	4	4	4	4	4	4	28
55	5	4	4	5	4	5	5	32
56	5	5	5	5	5	5	5	35
57	4	4	4	4	4	4	4	28
58	4	3	5	5	5	5	3	30
59	4	4	4	5	4	4	3	28
60	4	4	4	4	4	2	2	24
61	3	2	2	3	3	3	3	19

62	4	4	4	4	4	3	5	28
63	5	4	4	3	4	2	3	25
64	3	5	4	4	4	2	4	26
65	5	5	5	5	5	5	5	35
66	4	4	4	4	4	3	2	25
67	2	3	3	3	4	3	4	22
68	3	4	4	4	3	3	3	23
69	3	3	4	4	3	2	3	22
70	3	4	5	4	3	4	4	27
71	5	5	5	5	5	5	5	35
72	2	2	5	5	3	2	2	21
73	2	2	3	4	4	2	3	20
74	2	2	3	3	4	2	4	20
75	3	3	4	4	3	2	2	21
76	4	4	5	5	5	4	5	32
77	4	3	5	5	5	5	5	32
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80	5	5	4	4	4	4	4	30
81	3	2	3	2	5	2	5	22
82	2	3	4	4	5	4	5	27
83	4	4	4	4	3	3	4	26
84	2	2	4	4	4	3	2	21

85	5	5	5	5	5	5	5	35
86	4	4	4	5	5	4	4	30
87	5	5	5	4	5	3	5	32
88	4	4	4	4	5	2	3	26
89	5	5	4	4	4	5	4	31
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91	4	4	5	5	4	4	3	29
92	1	1	2	2	4	4	3	17
93	5	4	4	5	5	5	5	33
94	4	4	4	4	5	4	5	30
95	4	4	5	5	4	2	2	26
96	5	3	5	5	5	3	4	30
97	2	3	3	4	5	4	2	23
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99	3	3	3	4	3	3	3	22
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101	3	3	3	3	3	3	3	21
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103	4	5	5	4	4	5	5	32
104	2	3	4	4	4	2	2	21
105	5	4	5	5	4	2	4	29
106	5	5	5	5	5	5	5	35
107	3	4	4	3	2	2	3	21

108	4	4	4	5	4	4	4	29
109	5	5	5	5	3	3	3	29
110	5	5	4	5	4	4	4	31
111	3	3	2	4	4	3	4	23
112	5	3	3	5	5	4	5	30
113	5	5	3	5	5	4	3	30
114	2	2	2	5	3	2	3	19
115	2	3	3	3	4	2	3	20
116	3	3	5	5	5	3	4	28
117	2	3	4	2	3	2	3	19
118	3	3	3	4	3	4	4	24
119	4	4	5	5	5	4	5	32
120	4	3	5	4	5	3	5	29
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126	3	3	5	4	5	4	5	29
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128	4	4	4	5	5	4	4	30
129	5	5	5	5	5	5	5	35
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133	4	5	4	4	4	4	4	29
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135	3	3	3	2	3	3	3	20
136	3	3	3	2	3	3	3	20
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139	3	4	4	4	3	2	2	22
140	4	4	4	5	5	4	4	30
141	4	3	3	3	4	2	4	23
142	4	3	4	5	3	3	3	25
143	3	5	3	3	5	3	5	27
144	3	2	4	4	3	3	2	21
145	3	3	4	4	4	1	1	20
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147	3	4	3	5	5	3	3	26
148	5	5	5	5	5	5	5	35
149	3	3	3	3	3	3	4	22
150	4	4	4	4	4	3	4	27
151	3	3	4	5	2	1	2	20
152	4	4	2	3	2	2	4	21
153	3	3	4	4	4	2	3	23



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155	4	3	4	4	4	3	3	25
156	4	4	5	4	4	4	5	30
157	3	3	4	4	4	5	5	28
158	5	5	5	5	5	5	5	35
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161	3	2	2	4	3	2	3	19
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163	4	4	4	5	4	3	3	27
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165	5	4	4	4	5	5	4	31
166	4	4	5	4	4	4	4	29
167	3	3	3	4	3	4	4	24
168	3	3	4	4	3	2	3	22
169	3	3	3	3	2	2	4	20
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171	4	5	3	5	5	5	5	32
172	3	4	4	4	4	2	4	25
173	4	5	3	4	4	3	5	28
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175	5	5	5	5	3	2	3	28
176	3	4	4	4	4	4	3	26

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181	4	4	4	3	4	4	5	28
182	4	3	1	4	2	1	3	18
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184	5	4	4	4	4	3	4	28
185	5	5	4	4	5	4	4	31
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189	3	4	5	5	5	4	5	31
190	4	4	4	4	4	2	2	24
191	4	4	4	5	5	4	3	29
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193	4	4	4	4	3	3	3	25
194	2	2	5	4	5	5	3	26
195	5	5	4	5	5	3	2	29
196	3	3	3	4	4	4	4	25
197	3	3	3	4	4	2	4	23
198	2	2	3	4	4	3	3	21
199	3	2	3	3	3	3	4	21

200	4	2	2	4	3	1	2	18
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202	3	3	3	3	4	3	3	22
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205	4	4	4	4	4	4	4	28
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208	3	4	4	5	5	4	5	30
209	4	3	3	4	2	4	3	23
210	3	5	3	5	5	3	5	29
211	3	4	4	3	3	4	2	23
212	4	2	3	5	5	5	4	28
213	3	3	2	2	3	1	2	16
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216	3	4	4	4	4	3	3	25
217	5	5	3	5	2	2	4	26
218	4	4	3	3	4	2	3	23
219	2	2	1	3	3	1	2	14
220	4	5	4	4	4	4	5	30
221	3	3	3	3	2	2	3	19
222	2	3	5	4	5	3	1	23

223	2	4	4	2	3	2	4	21
224	5	5	4	4	5	5	4	32
225	3	3	4	4	4	3	4	25
226	4	4	4	3	3	3	4	25
227	4	4	4	5	5	5	5	32
228	2	3	5	5	2	2	5	24
229	3	3	3	3	3	3	3	21
230	4	3	4	5	4	3	5	28
231	3	3	3	3	4	3	3	22
232	2	3	4	3	4	4	2	22
233	4	4	4	4	4	4	4	28
234	5	5	5	5	5	3	5	33
235	2	3	5	5	5	2	5	27
236	4	4	4	4	3	2	3	24
237	1	1	1	3	1	1	5	13
238	3	2	2	3	2	2	3	17
239	5	5	5	5	5	4	4	33
240	4	4	5	5	5	4	5	32
241	4	3	2	4	4	2	3	22
242	3	3	3	5	4	4	4	26
243	2	3	4	4	4	3	4	24
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245	2	2	5	4	1	2	4	20

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248	5	5	5	5	4	3	4	31
249	4	4	4	5	4	3	5	29
250	5	5	5	5	5	5	5	35
251	4	4	4	4	4	4	4	28
252	2	2	2	5	4	3	5	23
253	4	5	5	5	5	5	5	34
254	5	5	5	5	5	5	5	35
255	2	3	4	4	4	4	4	25
256	3	3	4	4	2	2	3	21
257	3	3	4	4	4	3	4	25
258	2	3	2	2	3	3	3	18
259	2	3	3	4	4	4	5	25
260	5	5	4	4	4	4	4	30
261	2	3	4	5	5	2	4	25
262	3	2	3	4	2	2	3	19
263	3	4	4	3	3	2	4	23
264	2	3	5	5	5	2	2	24
265	2	3	2	3	2	2	4	18
266	1	1	1	2	2	1	2	10
267	4	5	4	5	4	5	3	30
268	4	4	3	4	4	3	4	26

269	4	2	5	5	5	2	1	24
270	2	2	2	4	3	2	3	18
271	4	4	4	4	5	3	4	28
272	3	3	4	4	3	3	4	24
273	4	4	3	3	2	2	3	21
274	2	4	2	1	4	1	5	19
275	5	5	5	4	5	5	5	34
276	2	2	2	4	2	1	3	16
277	3	3	3	3	2	3	3	20
278	3	4	4	4	4	4	4	27
279	3	3	4	3	3	3	3	22
280	5	5	5	5	3	2	5	30
281	2	3	2	3	3	2	3	18
282	1	1	2	2	1	1	2	10
283	2	2	3	2	3	3	4	19
284	4	3	4	4	4	2	3	24
285	4	4	4	4	3	3	3	25
286	4	5	4	5	5	4	5	32
287	4	4	4	4	2	3	4	25
288	2	1	2	2	3	1	2	13
289	4	4	4	3	4	3	3	25
290	3	3	3	4	4	3	4	24
291	5	4	4	5	5	5	5	33

292	5	5	5	5	3	2	3	28
293	4	4	3	3	4	4	2	24
294	4	2	3	3	5	1	2	20
295	5	4	4	5	4	3	4	29
296	5	5	5	5	5	5	5	35
297	4	4	5	4	4	4	4	29
298	3	3	2	1	1	1	1	12
299	4	2	3	3	5	1	2	20
300	5	5	5	5	5	5	5	35
301	3	4	4	4	4	4	5	28
302	3	3	3	3	3	3	3	21
303	5	5	5	5	4	2	5	31
304	1	2	2	3	3	2	4	17
305	4	5	5	5	5	4	4	32
306	3	3	4	5	3	2	3	23
307	4	2	3	4	3	4	3	23
308	3	3	4	4	4	4	4	26
309	2	2	3	4	3	3	3	20
310	1	2	2	3	3	2	4	17
311	5	5	5	5	4	3	5	32
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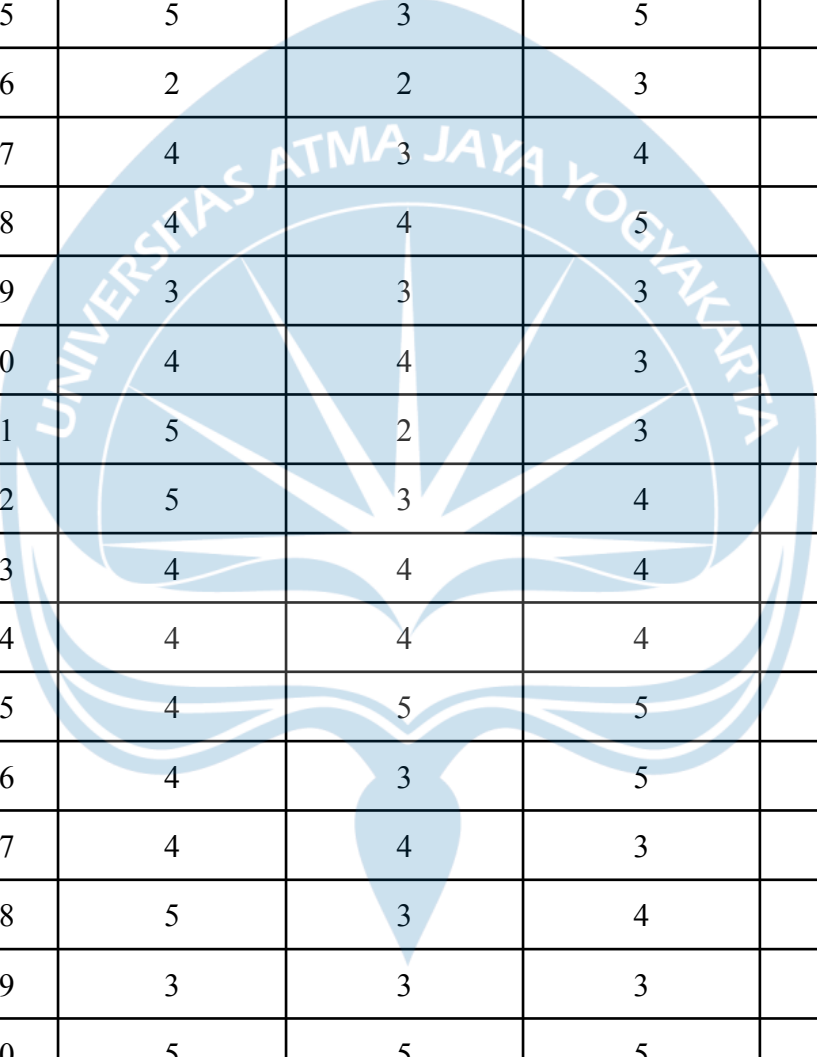
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**B-3. RESEARCH DATA ON CROSS-BORDER E-SHOPPING INTENTION**

NO	PI1	PI2	PI3	TOTAL
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4	5	3	3	11
5	4	3	3	10
6	4	5	4	13
7	1	1	2	4
8	5	1	5	11
9	2	2	3	7
10	4	3	4	11
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12	3	2	4	9
13	5	5	5	15
14	3	3	3	9
15	4	5	5	14
16	3	3	3	9
17	4	2	4	10



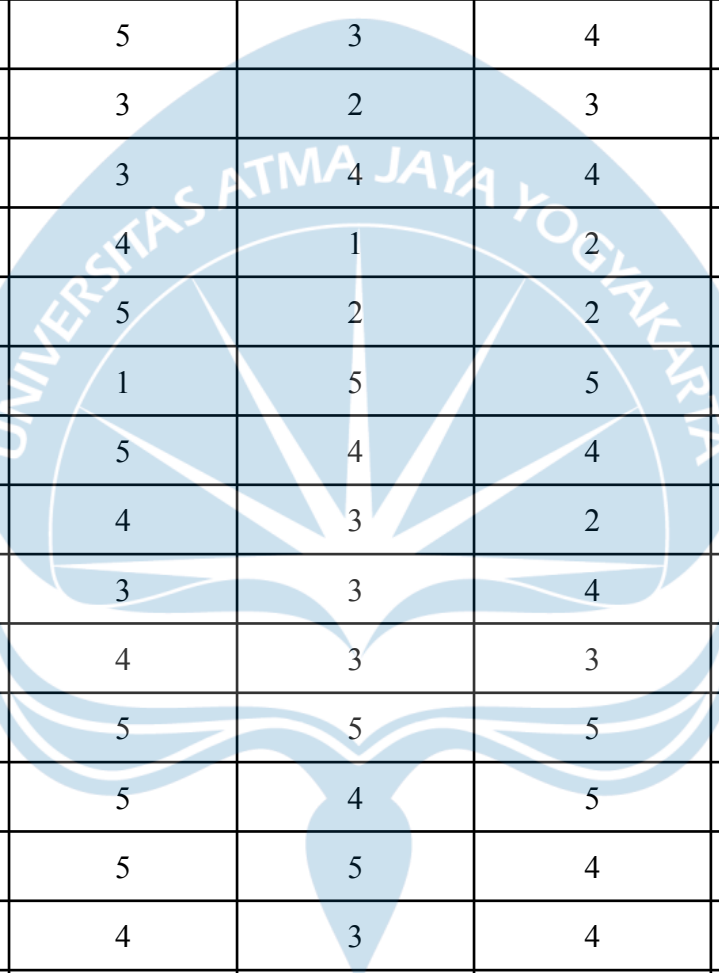
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21	4	2	2	8
22	2	2	2	6
23	5	5	5	15
24	3	2	1	6
25	3	3	3	9
26	4	2	4	10
27	5	4	4	13
28	2	3	3	8
29	4	4	5	13
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35	3	3	3	9
36	4	3	4	11
37	4	3	3	10
38	2	2	4	8
39	4	2	2	8
40	5	1	4	10



41	4	3	4	11
42	3	2	3	8
43	5	5	5	15
44	3	3	3	9
45	5	3	5	13
46	2	2	3	7
47	4	3	4	11
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64	4	3	4	11
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66	4	3	3	10
67	5	3	4	12
68	5	4	4	13
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76	2	4	4	10
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78	4	4	3	11
79	4	4	3	11
80	4	3	3	10
81	5	5	5	15
82	5	4	4	13
83	3	2	5	10
84	4	4	4	12
85	5	5	5	15
86	3	2	4	9

87	5	4	5	14
88	5	2	4	11
89	5	2	3	10
90	5	4	3	12
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93	5	3	5	13
94	4	4	4	12
95	4	2	2	8
96	4	3	3	10
97	3	3	3	9
98	3	2	4	9
99	3	3	4	10
100	5	5	5	15
101	2	4	3	9
102	5	1	5	11
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104	2	1	3	6
105	5	3	5	13
106	4	3	5	12
107	4	3	3	10
108	3	2	2	7
109	5	5	5	15



110	5	4	4	13
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112	5	4	5	14
113	3	4	5	12
114	5	3	4	12
115	3	2	3	8
116	3	4	4	11
117	4	1	2	7
118	5	2	2	9
119	1	5	5	11
120	5	4	4	13
121	4	3	2	9
122	3	3	4	10
123	4	3	3	10
124	5	5	5	15
125	5	4	5	14
126	5	5	4	14
127	4	3	4	11
128	3	2	3	8
129	5	5	5	15
130	3	2	2	7
131	4	5	4	13
132	4	4	4	12

133	4	4	4	12
134	4	5	4	13
135	3	2	2	7
136	3	2	2	7
137	5	5	5	15
138	4	4	3	11
139	3	3	3	9
140	4	5	4	13
141	4	3	3	10
142	3	1	3	7
143	3	5	3	11
144	3	2	3	8
145	5	3	5	13
146	4	4	4	12
147	5	3	2	10
148	5	3	5	13
149	3	3	3	9
150	4	3	4	11
151	4	2	3	9
152	2	2	2	6
153	4	3	3	10
154	5	5	5	15
155	4	4	4	12

156	4	4	4	12
157	4	2	3	9
158	5	5	5	15
159	5	3	4	12
160	4	3	5	12
161	4	3	3	10
162	4	3	4	11
163	3	3	3	9
164	4	4	4	12
165	4	2	3	9
166	5	3	4	12
167	5	2	2	9
168	3	2	3	8
169	4	3	3	10
170	5	5	4	14
171	4	2	4	10
172	4	4	4	12
173	5	3	5	13
174	4	3	3	10
175	5	5	4	14
176	4	3	4	11
177	4	4	4	12
178	5	3	4	12

179	2	3	3	8
180	2	2	2	6
181	5	3	4	12
182	3	2	5	10
183	2	3	3	8
184	4	4	5	13
185	4	4	4	12
186	4	3	3	10
187	4	4	5	13
188	3	4	4	11
189	5	3	4	12
190	4	3	3	10
191	5	2	5	12
192	4	3	3	10
193	4	2	3	9
194	5	5	5	15
195	5	3	4	12
196	5	4	4	13
197	2	3	3	8
198	4	3	1	8
199	4	3	2	9
200	5	1	3	9
201	5	3	4	12



202	4	3	3	10
203	5	4	5	14
204	5	2	5	12
205	2	2	2	6
206	2	2	3	7
207	5	5	5	15
208	5	3	3	11
209	3	4	3	10
210	1	1	3	5
211	4	3	4	11
212	5	5	5	15
213	4	3	3	10
214	4	3	4	11
215	4	2	4	10
216	4	3	2	9
217	2	2	3	7
218	4	3	3	10
219	1	1	3	5
220	5	4	5	14
221	2	3	5	10
222	3	1	1	5
223	4	2	3	9
224	5	3	3	11

225	4	3	4	11
226	3	3	4	10
227	5	5	5	15
228	5	3	5	13
229	2	2	3	7
230	5	4	5	14
231	2	2	3	7
232	4	4	2	10
233	3	2	1	6
234	5	4	5	14
235	4	3	3	10
236	4	2	3	9
237	5	1	1	7
238	4	2	3	9
239	4	3	3	10
240	4	4	4	12
241	4	3	3	10
242	5	4	5	14
243	3	2	2	7
244	2	1	1	4
245	5	3	4	12
246	2	3	2	7
247	4	3	3	10

248	4	3	3	10
249	3	3	4	10
250	5	5	5	15
251	3	3	3	9
252	5	5	5	15
253	3	3	3	9
254	5	2	3	10
255	2	3	2	7
256	3	3	3	9
257	4	3	3	10
258	4	3	4	11
259	5	4	4	13
260	3	2	2	7
261	5	4	3	12
262	4	2	4	10
263	4	4	4	12
264	5	2	3	10
265	3	2	3	8
266	5	2	5	12
267	3	2	3	8
268	4	4	4	12
269	5	1	3	9
270	3	2	3	8

271	2	2	2	6
272	4	4	4	12
273	3	2	3	8
274	5	4	3	12
275	5	5	5	15
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282	3	2	4	9
283	3	2	2	7
284	4	3	4	11
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286	5	4	4	13
287	3	3	3	9
288	1	2	1	4
289	2	2	2	6
290	3	3	3	9
291	4	2	2	8
292	2	1	3	6
293	2	3	5	10

294	3	2	3	8
295	5	5	5	15
296	1	1	3	5
297	5	3	5	13
298	3	2	2	7
299	3	2	3	8
300	5	2	4	11
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305	3	3	3	9
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308	3	3	4	10
309	4	3	3	10
310	4	2	4	10
311	2	3	5	10
312	5	4	5	14
313	5	3	5	13
314	5	2	4	11
315	5	5	5	15
316	5	4	5	14



**APPENDIX C  
VALIDITY AND RELIABILITY**

**C-1. VALIDITY AND RELIABILITY OF PRICE**

**Correlations**

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TO-TAL_X1
X1.1	Pearson Correlation	1	,580**	,094	,252**	,406**	,535**	,729**
	Sig. (2-tailed)		,000	,095	,000	,000	,000	,000

	N	316	316	316	316	316	316	316
X1.2	Pearson Correlation	,580**	1	,213**	,362**	,385**	,485**	,751**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	316	316	316	316	316	316	316
X1.3	Pearson Correlation	,094	,213**	1	,198**	,145**	,086	,454**
	Sig. (2-tailed)	,095	,000		,000	,010	,129	,000
	N	316	316	316	316	316	316	316
X1.4	Pearson Correlation	,252**	,362**	,198**	1	,324**	,315**	,584**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	316	316	316	316	316	316	316
X1.5	Pearson Correlation	,406**	,385**	,145**	,324**	1	,529**	,709**
	Sig. (2-tailed)	,000	,000	,010	,000		,000	,000
	N	316	316	316	316	316	316	316
X1.6	Pearson Correlation	,535**	,485**	,086	,315**	,529**	1	,746**
	Sig. (2-tailed)	,000	,000	,129	,000	,000		,000
	N	316	316	316	316	316	316	316
TOTAL_X1	Pearson Correlation	,729**	,751**	,454**	,584**	,709**	,746**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	316	316	316	316	316	316	316

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,739	6

### C-2. VALIDITY AND RELIABILITY OF SHIPPING COST

#### Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	TO-TAL_X 2
X2.1	Pearson Correlation	1	,649*	,573*	,520*	,588*	,342*	,525*	,760**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000
	N	316	316	316	316	316	316	316	316
X2.2	Pearson Correlation	,649*	1	,539*	,548*	,572*	,460*	,610*	,801**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000
	N	316	316	316	316	316	316	316	316
X2.3	Pearson Correlation	,573*	,539*	1	,567*	,607*	,397*	,521*	,760**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	316	316	316	316	316	316	316	316
X2.4	Pearson Correlation	,520*	,548*	,567*	1	,615*	,505*	,618*	,802**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	316	316	316	316	316	316	316	316



X2.5	Pearson Correlation	,588*	,572*	,607*	,615*	1	,468*	,651*	,814**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000
	N	316	316	316	316	316	316	316	316
X2.6	Pearson Correlation	,342*	,460*	,397*	,505*	,468*	1	,551*	,706**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	316	316	316	316	316	316	316	316
X2.7	Pearson Correlation	,525*	,610*	,521*	,618*	,651*	,551*	1	,816**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000
	N	316	316	316	316	316	316	316	316
TOTAL_X2	Pearson Correlation	,760*	,801*	,760*	,802*	,814*	,706*	,816*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	316	316	316	316	316	316	316	316

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,888	7

### C-3. VALIDITY AND RELIABILITY OF DELIVERY TIME

#### Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	TO-TAL_X3
X3.1	Pearson Correlation	1	,731*	,527*	,461*	,367*	,407*	,274*	,738**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000
	N	316	316	316	316	316	316	316	316
X3.2	Pearson Correlation	,731*	1	,589*	,447*	,397*	,462*	,384*	,785**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000
	N	316	316	316	316	316	316	316	316
X3.3	Pearson Correlation	,527*	,589*	1	,525*	,483*	,460*	,310*	,757**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	316	316	316	316	316	316	316	316
X3.4	Pearson Correlation	,461*	,447*	,525*	1	,419*	,399*	,352*	,693**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	316	316	316	316	316	316	316	316
X3.5	Pearson Correlation	,367*	,397*	,483*	,419*	1	,577*	,353*	,711**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000
	N	316	316	316	316	316	316	316	316
X3.6	Pearson Correlation	,407*	,462*	,460*	,399*	,577*	1	,534*	,770**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	316	316	316	316	316	316	316	316

	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	316	316	316	316	316	316	316	316
X3.7	Pearson Correlation	,274*	,384*	,310*	,352*	,353*	,534*	1	,635**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000
	N	316	316	316	316	316	316	316	316
TO-TAL_X3	Pearson Correlation	,738*	,785*	,757*	,693*	,711*	,770*	,635*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	316	316	316	316	316	316	316	316

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,850	7

## C-4. VALIDITY AND RELIABILITY OF E-SHOPPING INTENTION

### Correlations

		Y.1	Y.2	Y.3	TO-TAL_Y
Y.1	Pearson Correlation	1	,438**	,463**	,781**
	Sig. (2-tailed)		,000	,000	,000

	N	316	316	316	316
Y.2	Pearson Correlation	,438**	1	,562**	,826**
	Sig. (2-tailed)	,000		,000	,000
	N	316	316	316	316
Y.3	Pearson Correlation	,463**	,562**	1	,827**
	Sig. (2-tailed)	,000	,000		,000
	N	316	316	316	316
TOTAL_Y	Pearson Correlation	,781**	,826**	,827**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	316	316	316	316

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

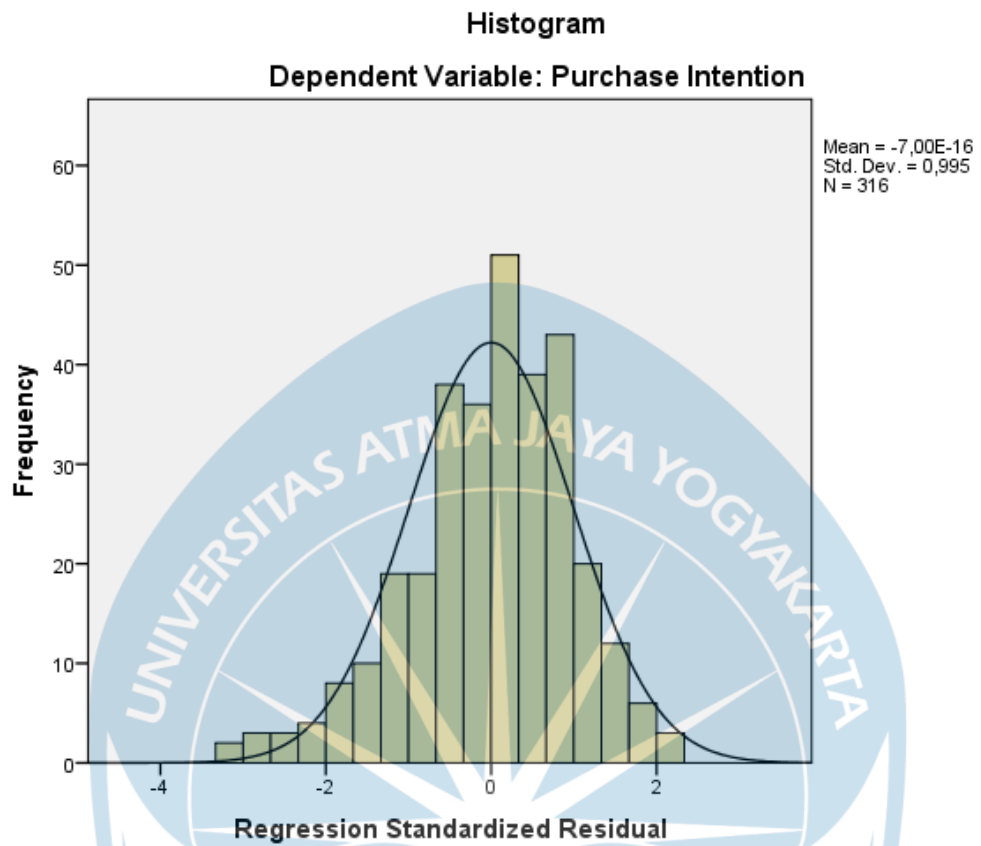
### Reliability Statistics

Cronbach's	
Alpha	N of Items
,740	3

The logo of Universitas Atma Jaya Yogyakarta is a large, light blue watermark in the background. It features a stylized sunburst or fan shape with multiple rays emanating from a central point. The text "UNIVERSITAS ATMA JAYA YOGYAKARTA" is written in a semi-circle above the sunburst. Below the sunburst is a stylized, symmetrical shape that resembles a book or a pair of wings.

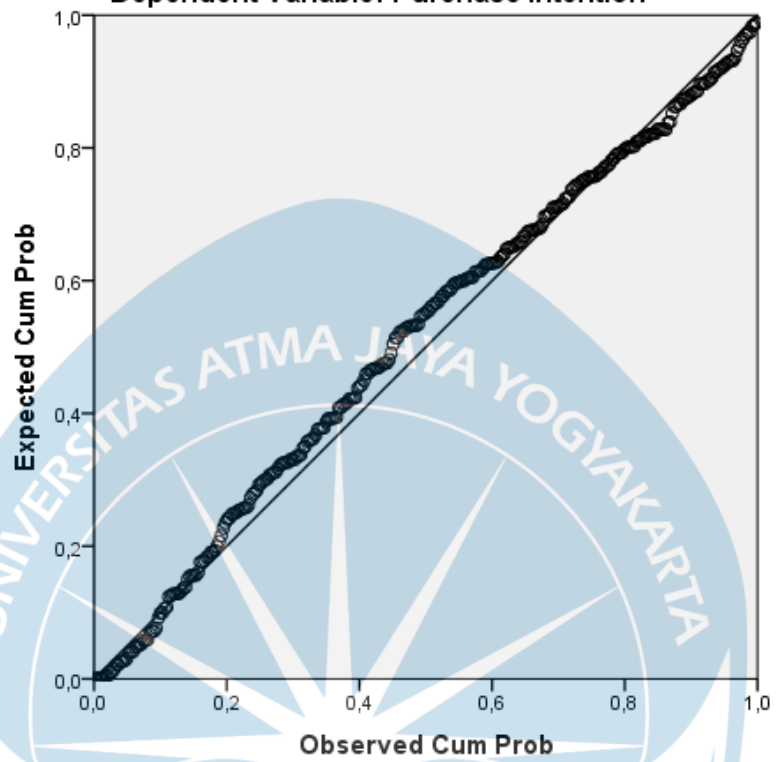
**APPENDIX D**  
**ASSUMPTION TEST**

**D-1. NORMALITY TEST**



**Normal P-P Plot of Regression Standardized Residual**

**Dependent Variable: Purchase Intention**



## D-2. MULTICOLLINEARITY TEST

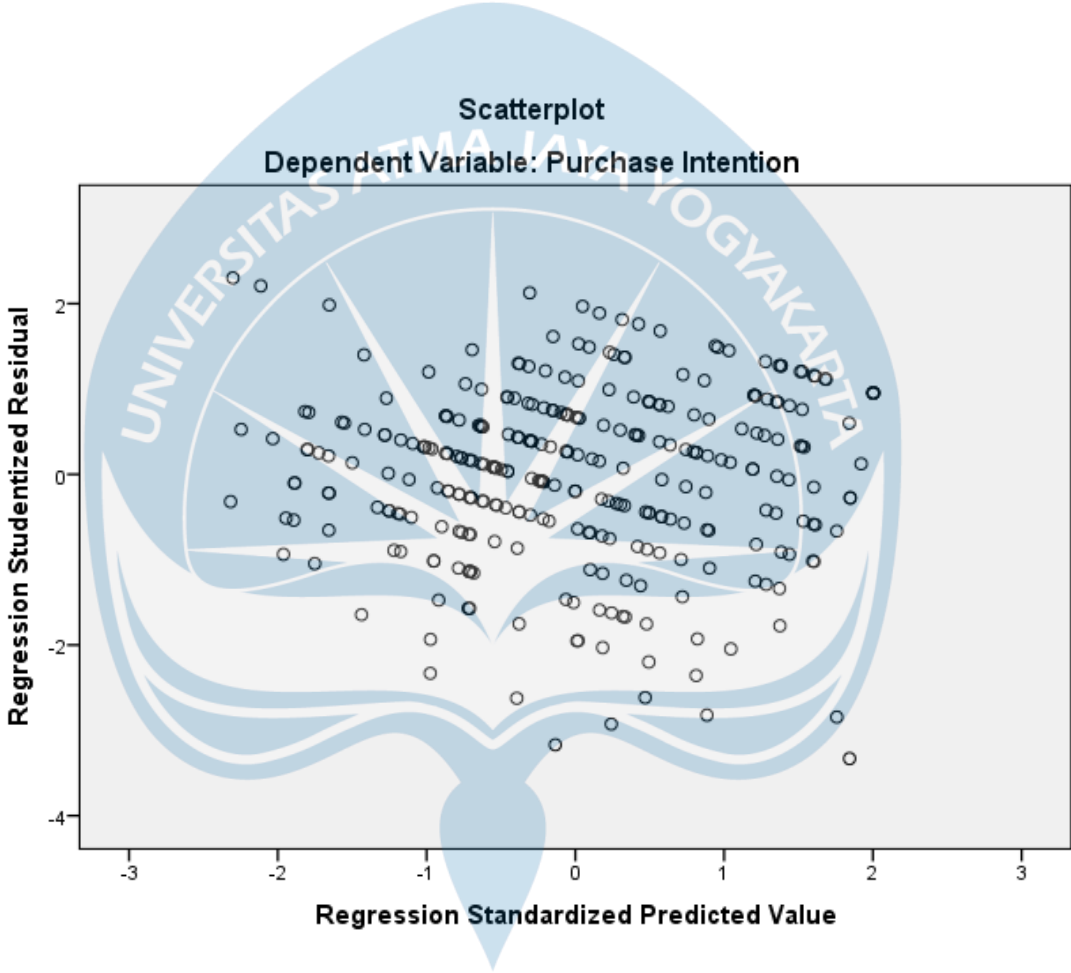
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	,695	1,203		,578	,564		
	Price	,182	,054	,201	3,364	,001	,714	1,401
	Shipping Cost	,094	,039	,165	2,424	,016	,545	1,834
	Delivery Time	,096	,031	,196	3,139	,002	,654	1,530

a. Dependent Variable: Purchase Intention



**D-3. HETEROSCEDASTICITY TEST**



**D-4. AUTOCORRELATION**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,456 <sup>a</sup>	,208	,200	2,310	2,228

a. Predictors: (Constant), Delivery Time, Price, Shipping Cost

b. Dependent Variable: Purchase Intention

## APPENDIX E HYPOTHESIS TEST

### E-1. REGRESSION ANALYSIS

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	437,178	3	145,726	27,304	,000 <sup>b</sup>
	Residual	1665,202	312	5,337		
	Total	2102,380	315			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Delivery Time, Price, Shipping Cost

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,456 <sup>a</sup>	,208	,200	2,310	2,228

a. Predictors: (Constant), Delivery Time, Price, Shipping Cost

b. Dependent Variable: Purchase Intention

