

## **BAB V**

### **PENUTUP**

Pada bab ini akan dijelaskan mengenai kesimpulan dari hasil analisa data yang telah dijabarkan pada bab sebelumnya. Selain kesimpulan, pada bab ini juga akan menjelaskan mengenai implikasi manajerial dan keterbatasan penelitian dari penelitian ini, serta saran untuk penelitian selanjutnya.

#### **5.1. Kesimpulan**

Berdasarkan penelitian yang telah dilakukan dan pembahasan mengenai hasilnya yang sudah dijelaskan pada bab sebelumnya, maka dapat disimpulkan bahwa :

1. Keamanan secara signifikan memengaruhi niat pembelian kembali di Shopee.
2. Privasi tidak memengaruhi secara signifikan niat pembelian kembali di Shopee.
3. Kemudahan penggunaan tidak memengaruhi secara signifikan niat pembelian kembali di Shopee.
4. Kepercayaan memediasi pengaruh antara keamanan terhadap niat pembelian kembali di Shopee.
5. Kepercayaan tidak memediasi pengaruh antara privasi terhadap niat pembelian kembali di Shopee.
6. Kepercayaan memediasi pengaruh antara kemudahan penggunaan terhadap niat pembelian kembali di Shopee.

7. Kepuasan *online* memediasi pengaruh antara keamanan terhadap niat pembelian kembali di Shopee.
8. Kepuasan *online* memediasi pengaruh antara privasi terhadap niat pembelian kembali di Shopee.
9. Kepuasan *online* memediasi pengaruh antara kemudahan penggunaan terhadap niat pembelian kembali di Shopee.

## 5.2. Implikasi Manajerial

Berdasarkan hasil penelitian yang telah dilakukan, penulis dapat memberikan saran kepada pihak Shopee dalam meningkatkan niat pembelian kembali yang akan dilakukan oleh konsumen. Hal-hal yang dapat dilakukan untuk meningkatkan niat pembelian kembali ialah:

1. Dalam penelitian ini keamanan menjadi faktor yang signifikan terhadap niat pembelian kembali, sehingga untuk mencapai kesuksesan dalam bisnis *online* nya Shopee dapat meningkatkan fitur keamanan (penggunaan *password*/pin dengan proteksi menggunakan *captcha*), sehingga konsumen dapat merasa aman berbelanja di *platform* Shopee dan kedepannya dapat melakukan pembelian kembali.
2. Penelitian ini juga meneliti efek mediasi kepercayaan antara niat pembelian kembali dan faktor-faktor determinan yang digunakan. Kepercayaan menjadi mediasi yang signifikan bagi beberapa variabel. Untuk mencapai kesuksesan dalam bisnis *online*, pihak Shopee harus selalu menjamin barang yang dikirim aman, memberi batasan waktu kepada penjual untuk mengirim barang, dan

menjamin barang yang dikirim sesuai dengan apa yang konsumen pesan sebagai faktor penting dalam proses membangun kepercayaan konsumen dan dalam memotivasi konsumen untuk melakukan pembelian kembali.

3. Selain kepercayaan, penelitian ini juga menggunakan kepuasan *online* sebagai mediasi antara niat pembelian kembali dan faktor-faktor determinan yang digunakan. Kepuasan *online* menjadi mediasi yang signifikan semua variabel independen. Untuk mencapai kesuksesan dalam bisnis *online*, pihak Shopee harus memastikan konsumen yang pernah melakukan pembelian merasa puas dengan pelayanan dan kualitas barang yang dijual di Shopee. Jika pihak Shopee dapat menjaga dan mempertahankan kepuasan konsumen maka potensi konsumen untuk melakukan pembelian kembali akan meningkat.

### **5.3. Keterbatasan Penelitian**

Berdasarkan penelitian yang sudah dilakukan, terdapat beberapa keterbatasan, yaitu :

1. Penelitian ini hanya menggunakan beberapa faktor determinan yang dianggap dapat memengaruhi niat pembelian kembali, sehingga ada variabel yang nilai *R-Square Adjusted* nya kurang tinggi, sehingga variabel independen masih kurang menjelaskan variabel dependen dan mediasi.
2. Terdapat kesulitan dalam menerjemahkan item kuesioner Bahasa Inggris ke Bahasa Indonesia sehingga adanya kelemahan dalam menerjemahkan item kuesioner yang menyebabkan terjadinya perubahan arti dan peneliti salah dalam menerjemahkan maksud yang sebenarnya ingin dicapai.

#### **5.4. Saran Untuk Penelitian Selanjutnya**

Berdasarkan penelitian yang sudah dilakukan, saran yang dapat diberikan penulis untuk penelitian selanjutnya adalah :

1. Menambahkan faktor determinan lain sehingga faktor-faktor yang dapat memengaruhi niat pembelian kembali dapat diprediksi dengan lebih akurat dan nilai *R-Square Adjusted* yang dihasilkan memiliki nilai yang lebih tinggi.
2. Lebih cermat dan teliti dalam menerjemahkan item kuesioner sehingga tidak terjadi perubahan arti dan maksud pada kuesioner.

### DAFTAR PUSTAKA

- Anderson, R. E., & Srinivasan, S. S. (2003). E-Satisfaction and E-Loyalty: A Contingency Framework. *Psychology and Marketing*.  
<https://doi.org/10.1002/mar.10063>
- Bart, Y., Shankar, V., Sultan, F., & Urban, G. L. (2005). Are the drivers and role of online trust the same for all web sites and consumers? A large-scale exploratory empirical study. *Journal of Marketing*.  
<https://doi.org/10.1509/jmkg.2005.69.4.133>
- Belanger, F., Hiller, J. S., & Smith, W. J. (2002). Trustworthiness in electronic commerce: The role of privacy, security, and site attributes. *Journal of Strategic Information Systems*. [https://doi.org/10.1016/S0963-8687\(02\)00018-5](https://doi.org/10.1016/S0963-8687(02)00018-5)
- Chiu, C. M., Wang, E. T. G., Fang, Y. H., & Huang, H. Y. (2014). Understanding customers' repeat purchase intentions in B2C e-commerce: The roles of utilitarian value, hedonic value and perceived risk. *Information Systems Journal*. <https://doi.org/10.1111/j.1365-2575.2012.00407.x>
- Chou, S., Chen, C. W., & Lin, J. Y. (2015). Female online shoppers: Examining the mediating roles of e-satisfaction and e-trust on e-loyalty development. *Internet Research*. <https://doi.org/10.1108/IntR-01-2014-0006>
- Datta, P., & Chatterjee, S. (2008). The economics and psychology of consumer trust in intermediaries in electronic markets: The EM-Trust Framework. *European Journal of Information Systems*.  
<https://doi.org/10.1057/palgrave.ejis.3000729>
- Dong, X., Chang, Y., Wang, Y., & Yan, J. (2017). Understanding usage of Internet of Things (IOT) systems in China: Cognitive experience and affect experience as moderator. *Information Technology and People*.  
<https://doi.org/10.1108/ITP-11-2015-0272>
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and tam in online shopping: AN integrated model. *MIS Quarterly: Management Information*

- Systems*. <https://doi.org/10.2307/30036519>
- Hartono, E., Holsapple, C. W., Kim, K. Y., Na, K. S., & Simpson, J. T. (2014). Measuring perceived security in B2C electronic commerce website usage: A respecification and validation. *Decision Support Systems*. <https://doi.org/10.1016/j.dss.2014.02.006>
- Heijden, H. Van Der, Verhagen, T., & Creemers, M. (2003). Understanding online purchase intentions: Contributions from technology and trust perspectives. *European Journal of Information Systems*. <https://doi.org/10.1057/palgrave.ejis.3000445>
- Jaya, I. G. N. M., & Sumertajaya, I. M. (2008). Pemodelan Persamaan Structural dengan Partial Least Square. *Semnas Matematika Dan Pendidikan Matematika 2008*, 118–132.
- Kim, D. J., Steinfield, C., & Lai, Y. J. (2008). Revisiting the role of web assurance seals in business-to-consumer electronic commerce. *Decision Support Systems*. <https://doi.org/10.1016/j.dss.2007.11.007>
- Lee, M. K. O., & Turban, E. (2001). A trust model for consumer internet shopping. *International Journal of Electronic Commerce*. <https://doi.org/10.1080/10864415.2001.11044227>
- Lim, N. (2003). Consumers' perceived risk: Sources versus consequences. *Electronic Commerce Research and Applications*. [https://doi.org/10.1016/S1567-4223\(03\)00025-5](https://doi.org/10.1016/S1567-4223(03)00025-5)
- Liu, Y., Pu, B., Guan, Z., & Yang, Q. (2016). Online customer experience and its relationship to repurchase intention: An empirical case of online travel agencies in China. *Asia Pacific Journal of Tourism Research*. <https://doi.org/10.1080/10941665.2015.1094495>
- Marinkovic, V., Senic, V., Ivkov, D., Dimitrovski, D., & Bjelic, M. (2014). The antecedents of satisfaction and revisit intentions for full-service restaurants. *Marketing Intelligence and Planning*. <https://doi.org/10.1108/MIP-01-2013-0017>
- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*. <https://doi.org/10.1080/10864415.2003.11044275>
- Poon, W. C. (2008). Users' adoption of e-banking services: The Malaysian perspective. *Journal of Business and Industrial Marketing*. <https://doi.org/10.1108/08858620810841498>
- Raman, A., & Annamalai, V. (2011). Web Services and e-Shopping Decisions: A Study on Malaysian e-Consumer. *IJCA Special Issue on "Wireless Information Networks & Business Information System" WINBIS*.
- Reichheld, F. F., & Schefter, P. (2000). E-Loyalty: Your secret weapon on the

web. *Harvard Business Review*.

- Stocchi, L., Michaelidou, N., & Micevski, M. (2019). Drivers and outcomes of branded mobile app usage intention. *Journal of Product and Brand Management*. <https://doi.org/10.1108/JPBM-02-2017-1436>
- Trivedi, S. K., & Yadav, M. (2020). Repurchase intentions in Y generation: mediation of trust and e-satisfaction. *Marketing Intelligence and Planning*, 38(4), 401–415. <https://doi.org/10.1108/MIP-02-2019-0072>
- Zarpou, T., Saprikis, V., Markos, A., & Vlachopoulou, M. (2012). Modeling users' acceptance of mobile services. *Electronic Commerce Research*. <https://doi.org/10.1007/s10660-012-9092-x>
- Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*. <https://doi.org/10.1086/651257>

## LAMPIRAN

### Lampiran 1 Daftar Pertanyaan

#### Pertanyaan Profil

Jenis Kelamin

1. Laki-laki
2. Perempuan

#### Pertanyaan Filter

Apakah anda pernah melakukan pembelian di Shopee dalam 6 bulan terakhir ?

1. Ya
2. Tidak

#### Pertanyaan Kuesioner

Variabel Keamanan

| No | Pertanyaan   | STP | TP | N | P | SP |
|----|--|-----|----|---|---|----|
| 1. | Seberapa penting fitur keamanan dalam keputusan untuk membeli dari Shopee? (Penggunaan password, pin, verifikasi |     |    |   |   |    |



|    |  |  |  |  |  |  |
|----|--|--|--|--|--|--|
|    | nomor handphone/email,kode OTP).   |  |  |  |  |  |
| 2. | Seberapa penting keamanan pembayaran pihak ketiga dalam keputusan untuk membeli dari Shopee? (Penjual harus mengirimkan barang ke pembeli dahulu, lalu pembeli dapat melepaskan dana ke penjual dengan klik order received saat pesanan sudah sampai). |  |  |  |  |  |

#### Variabel Privasi

| No | Pertanyaan   | STP | TP | N | P | SP |
|----|--|-----|----|---|---|----|
| 1. | Seberapa penting konten pernyataan kebijakan privasi? (Shopee yang menjelaskan bagaimana data pribadi konsumen akan digunakan, dan bagaimana mereka akan menjaga kerahasiaan data tersebut). |     |    |   |   |    |

| No | Pertanyaan   | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1. | Saya memiliki kendali atas bagaimana informasi pribadi yang saya berikan akan digunakan oleh Shopee. |     |    |   |   |    |

#### Variabel Kemudahan Penggunaan

| No | Pertanyaan  | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1. | Aplikasi Shopee sangat mudah untuk digunakan.   |     |    |   |   |    |
| 2. | Sangat mudah untuk membuat Shopee melakukan apa yang saya inginkan (Kemudahan dalam pencarian barang, |     |    |   |   |    |

|    |  |  |  |  |  |  |
|----|--|--|--|--|--|--|
|    | kemudahan transaksi).                                    |  |  |  |  |  |
| 3. | Interaksi saya dengan Shopee jelas.                      |  |  |  |  |  |
| 4. | Interaksi saya dengan Shopee dapat dimengerti.           |  |  |  |  |  |
| 5. | Bertransaksi secara <i>online</i> mudah untuk dilakukan. |  |  |  |  |  |

#### Variabel Kepercayaan

| No | Pertanyaan   | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1. | Berdasarkan pengalaman, saya tahu bawa penjual di Shopee peduli dengan konsumennya (Menjamin barang yang dikirim aman, kecepatan penjual mengirim barang). |     |    |   |   |    |
| 2. | Berdasarkan pengalaman, saya tahu bahwa penjual di Shopee adalah penjual yang jujur (Kesesuaian barang yang dikirim).                                      |     |    |   |   |    |

#### Variabel Kepuasan *Online*

| No | Pertanyaan   | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1. | Saya merasa telah melakukan hal yang benar dengan melakukan pembelian di Shopee. |     |    |   |   |    |
| 2. | Saya merasa senang telah bertransaksi di Shopee.                                 |     |    |   |   |    |
| 3. | Saya merasa puas dengan keputusan saya untuk menggunakan Shopee.                 |     |    |   |   |    |

#### Variabel Niat Pembelian Kembali

| No | Pertanyaan   | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1. | Saya berniat melakukan pembelian ulang di Shopee.                |     |    |   |   |    |
| 2. | Kesediaan saya untuk melakukan pembelian ulang di Shopee tinggi. |     |    |   |   |    |

## Lampiran 2 Jawaban Responden

Untuk pertanyaan filter, keamanan, privasi, dan kemudahan penggunaan

|    | F | SEC1 | SEC2 | PC1 | PC2 | EOU1 | EOU2 | EOU3 | EOU4 | EOU5 |
|----|---|------|------|-----|-----|------|------|------|------|------|
| 1  | 1 | 5    | 5    | 5   | 4   | 5    | 4    | 4    | 4    | 5    |
| 2  | 1 | 5    | 5    | 4   | 4   | 5    | 4    | 4    | 4    | 5    |
| 3  | 1 | 5    | 4    | 5   | 4   | 5    | 5    | 5    | 4    | 4    |
| 4  | 1 | 5    | 5    | 4   | 4   | 5    | 5    | 5    | 5    | 5    |
| 5  | 1 | 4    | 4    | 3   | 3   | 4    | 5    | 5    | 5    | 4    |
| 6  | 1 | 5    | 4    | 4   | 4   | 3    | 3    | 3    | 3    | 4    |
| 7  | 1 | 3    | 3    | 4   | 4   | 5    | 4    | 4    | 4    | 5    |
| 8  | 1 | 5    | 4    | 5   | 5   | 5    | 5    | 4    | 4    | 4    |
| 9  | 1 | 4    | 4    | 5   | 4   | 4    | 4    | 5    | 4    | 4    |
| 10 | 1 | 2    | 1    | 2   | 3   | 3    | 2    | 2    | 3    | 3    |
| 11 | 1 | 4    | 5    | 5   | 5   | 4    | 5    | 4    | 4    | 5    |
| 12 | 1 | 5    | 5    | 4   | 3   | 5    | 5    | 4    | 5    | 5    |
| 13 | 1 | 5    | 5    | 4   | 3   | 4    | 4    | 5    | 5    | 4    |
| 14 | 1 | 5    | 4    | 5   | 4   | 4    | 4    | 5    | 5    | 4    |
| 15 | 1 | 5    | 4    | 4   | 4   | 4    | 5    | 4    | 4    | 5    |
| 16 | 1 | 2    | 1    | 3   | 3   | 2    | 1    | 2    | 2    | 4    |
| 17 | 1 | 4    | 4    | 5   | 5   | 4    | 5    | 4    | 4    | 5    |
| 18 | 1 | 5    | 4    | 5   | 4   | 4    | 4    | 5    | 4    | 4    |
| 19 | 1 | 4    | 4    | 3   | 2   | 4    | 4    | 4    | 5    | 4    |
| 20 | 1 | 5    | 5    | 4   | 5   | 5    | 4    | 4    | 5    | 4    |
| 21 | 1 | 5    | 5    | 5   | 4   | 5    | 4    | 4    | 4    | 5    |
| 22 | 1 | 4    | 4    | 5   | 4   | 4    | 5    | 4    | 3    | 3    |
| 23 | 1 | 5    | 4    | 5   | 5   | 4    | 4    | 5    | 4    | 4    |
| 24 | 1 | 3    | 3    | 4   | 4   | 3    | 3    | 2    | 3    | 2    |
| 25 | 1 | 5    | 4    | 4   | 4   | 4    | 5    | 5    | 4    | 4    |
| 26 | 1 | 5    | 4    | 5   | 4   | 4    | 4    | 5    | 4    | 5    |
| 27 | 1 | 4    | 4    | 4   | 4   | 5    | 4    | 5    | 5    | 5    |
| 28 | 1 | 4    | 4    | 5   | 4   | 4    | 5    | 5    | 4    | 5    |
| 29 | 1 | 3    | 3    | 4   | 3   | 2    | 1    | 2    | 2    | 3    |
| 30 | 1 | 5    | 4    | 5   | 5   | 4    | 3    | 4    | 4    | 4    |
| 31 | 1 | 5    | 5    | 4   | 5   | 4    | 5    | 5    | 4    | 5    |
| 32 | 1 | 5    | 5    | 4   | 3   | 4    | 5    | 5    | 4    | 5    |
| 33 | 1 | 4    | 5    | 4   | 5   | 4    | 5    | 5    | 5    | 4    |
| 34 | 1 | 5    | 5    | 4   | 5   | 4    | 4    | 5    | 5    | 4    |
| 35 | 1 | 4    | 5    | 2   | 3   | 5    | 5    | 4    | 4    | 4    |



|     |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|
| 75  | 1 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 |
| 76  | 1 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 5 |
| 77  | 1 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 |
| 78  | 1 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 |
| 79  | 1 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 4 |
| 80  | 1 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| 81  | 1 | 3 | 3 | 3 | 2 | 3 | 2 | 1 | 2 | 3 |
| 82  | 1 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 |
| 83  | 1 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 3 |
| 84  | 1 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 85  | 1 | 3 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 5 |
| 86  | 1 | 3 | 4 | 3 | 2 | 4 | 3 | 3 | 2 | 4 |
| 87  | 1 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 4 |
| 88  | 1 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 |
| 89  | 1 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 90  | 1 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| 91  | 1 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 |
| 92  | 1 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 4 |
| 93  | 1 | 2 | 3 | 3 | 3 | 2 | 1 | 1 | 2 | 3 |
| 94  | 1 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 |
| 95  | 1 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 |
| 96  | 1 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 |
| 97  | 1 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 5 |
| 98  | 1 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 5 |
| 99  | 1 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 5 |
| 100 | 1 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 |
| 101 | 1 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |
| 102 | 1 | 3 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 5 |
| 103 | 1 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 5 |
| 104 | 1 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 4 |
| 105 | 1 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 5 |
| 106 | 1 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 |
| 107 | 1 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| 108 | 1 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 5 |
| 109 | 1 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 3 | 4 |
| 110 | 1 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |
| 111 | 1 | 5 | 5 | 3 | 3 | 4 | 5 | 5 | 4 | 4 |
| 112 | 1 | 3 | 3 | 2 | 1 | 3 | 2 | 2 | 1 | 2 |
| 113 | 1 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 |

|     |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|
| 114 | 1 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 |
| 115 | 1 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 |
| 116 | 1 | 3 | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 4 |
| 117 | 1 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 5 |
| 118 | 1 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 |
| 119 | 1 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 |
| 120 | 1 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 |
| 121 | 1 | 2 | 3 | 3 | 4 | 2 | 3 | 2 | 1 | 3 |
| 122 | 1 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 123 | 1 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 5 |
| 124 | 1 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| 125 | 1 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 4 |
| 126 | 1 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 |
| 127 | 1 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |
| 128 | 1 | 3 | 2 | 2 | 1 | 3 | 2 | 3 | 3 | 2 |
| 129 | 1 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 |
| 130 | 1 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 3 |
| 131 | 1 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 3 |
| 132 | 1 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |
| 133 | 1 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 134 | 1 | 3 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 5 |
| 135 | 1 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 5 |
| 136 | 1 | 2 | 1 | 2 | 3 | 3 | 2 | 1 | 1 | 3 |
| 137 | 1 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 138 | 1 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 |
| 139 | 1 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 5 |
| 140 | 1 | 5 | 5 | 3 | 3 | 4 | 4 | 5 | 5 | 4 |
| 141 | 1 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 |
| 142 | 1 | 3 | 2 | 4 | 3 | 3 | 2 | 3 | 2 | 2 |
| 143 | 1 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 5 |
| 144 | 1 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| 145 | 1 | 2 | 1 | 3 | 3 | 2 | 1 | 3 | 2 | 3 |
| 146 | 1 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 |
| 147 | 1 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
| 148 | 1 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 |
| 149 | 1 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 |
| 150 | 1 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| 151 | 1 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 152 | 1 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 |

|     |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|
| 153 | 1 | 3 | 3 | 2 | 1 | 3 | 3 | 2 | 2 | 4 |
| 154 | 1 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 5 |
| 155 | 1 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 3 |
| 156 | 1 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 |
| 157 | 1 | 3 | 3 | 2 | 1 | 3 | 2 | 1 | 2 | 3 |
| 158 | 1 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 4 |
| 159 | 1 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 160 | 1 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 |
| 161 | 1 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 5 |
| 162 | 1 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| 163 | 1 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |



**Untuk pertanyaan kepercayaan, kepuasan online, dan niat pembelian  
kembali**

|    | T1 | T2 | ES1 | ES2 | ES3 | RI1 | RI2 |
|----|----|----|-----|-----|-----|-----|-----|
| 1  | 4  | 4  | 5   | 5   | 5   | 5   | 5   |
| 2  | 5  | 5  | 4   | 4   | 4   | 5   | 4   |
| 3  | 4  | 5  | 5   | 5   | 4   | 4   | 4   |
| 4  | 4  | 3  | 4   | 4   | 5   | 4   | 4   |
| 5  | 4  | 4  | 4   | 4   | 5   | 4   | 4   |
| 6  | 4  | 4  | 3   | 3   | 3   | 3   | 3   |
| 7  | 4  | 4  | 5   | 5   | 4   | 3   | 3   |
| 8  | 5  | 5  | 4   | 4   | 5   | 5   | 5   |
| 9  | 5  | 5  | 4   | 4   | 5   | 5   | 4   |
| 10 | 2  | 2  | 1   | 1   | 1   | 1   | 1   |
| 11 | 4  | 4  | 5   | 4   | 4   | 4   | 4   |
| 12 | 5  | 5  | 5   | 4   | 4   | 4   | 4   |
| 13 | 4  | 3  | 4   | 4   | 4   | 5   | 4   |
| 14 | 4  | 4  | 4   | 5   | 5   | 5   | 5   |
| 15 | 5  | 5  | 5   | 4   | 4   | 5   | 5   |
| 16 | 3  | 3  | 3   | 3   | 2   | 2   | 2   |
| 17 | 4  | 4  | 5   | 4   | 4   | 4   | 4   |
| 18 | 5  | 5  | 5   | 5   | 4   | 5   | 5   |
| 19 | 4  | 5  | 4   | 5   | 5   | 4   | 4   |
| 20 | 5  | 5  | 5   | 5   | 5   | 5   | 5   |
| 21 | 4  | 4  | 5   | 5   | 4   | 5   | 5   |
| 22 | 4  | 4  | 5   | 3   | 4   | 4   | 4   |
| 23 | 4  | 5  | 5   | 5   | 5   | 5   | 5   |
| 24 | 3  | 2  | 2   | 2   | 3   | 3   | 3   |
| 25 | 4  | 4  | 5   | 4   | 4   | 5   | 5   |
| 26 | 4  | 4  | 5   | 5   | 5   | 5   | 5   |
| 27 | 4  | 4  | 5   | 5   | 5   | 5   | 5   |
| 28 | 4  | 4  | 5   | 5   | 4   | 5   | 5   |
| 29 | 3  | 2  | 2   | 3   | 3   | 2   | 2   |
| 30 | 3  | 5  | 4   | 4   | 5   | 5   | 5   |
| 31 | 4  | 4  | 5   | 5   | 4   | 4   | 4   |
| 32 | 3  | 4  | 4   | 3   | 3   | 4   | 4   |
| 33 | 5  | 5  | 4   | 4   | 5   | 5   | 5   |
| 34 | 5  | 5  | 4   | 4   | 5   | 5   | 5   |

|    |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|
| 35 | 5 | 4 | 4 | 4 | 5 | 4 | 3 |
| 36 | 2 | 1 | 2 | 3 | 3 | 2 | 2 |
| 37 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 38 | 4 | 3 | 4 | 3 | 3 | 3 | 3 |
| 39 | 4 | 4 | 5 | 5 | 4 | 5 | 5 |
| 40 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 41 | 2 | 1 | 2 | 2 | 1 | 1 | 1 |
| 42 | 5 | 4 | 5 | 5 | 4 | 5 | 4 |
| 43 | 5 | 5 | 4 | 4 | 5 | 4 | 4 |
| 44 | 4 | 4 | 5 | 4 | 4 | 5 | 5 |
| 45 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 46 | 4 | 4 | 5 | 5 | 4 | 5 | 5 |
| 47 | 3 | 3 | 3 | 2 | 3 | 2 | 2 |
| 48 | 4 | 5 | 4 | 4 | 4 | 5 | 5 |
| 49 | 5 | 5 | 4 | 4 | 5 | 4 | 4 |
| 50 | 4 | 5 | 4 | 5 | 5 | 4 | 5 |
| 51 | 2 | 3 | 2 | 1 | 3 | 2 | 2 |
| 52 | 4 | 3 | 4 | 5 | 4 | 5 | 5 |
| 53 | 4 | 4 | 4 | 5 | 5 | 5 | 4 |
| 54 | 5 | 5 | 4 | 4 | 5 | 4 | 4 |
| 55 | 5 | 5 | 4 | 5 | 4 | 4 | 5 |
| 56 | 3 | 2 | 1 | 1 | 2 | 2 | 2 |
| 57 | 3 | 4 | 4 | 4 | 5 | 4 | 4 |
| 58 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 59 | 2 | 1 | 2 | 3 | 2 | 2 | 2 |
| 60 | 3 | 4 | 4 | 4 | 3 | 3 | 3 |
| 61 | 4 | 4 | 5 | 4 | 4 | 3 | 4 |
| 62 | 4 | 5 | 4 | 4 | 5 | 5 | 4 |
| 63 | 3 | 4 | 4 | 3 | 3 | 4 | 3 |
| 64 | 4 | 3 | 4 | 4 | 3 | 4 | 3 |
| 65 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| 66 | 2 | 3 | 2 | 1 | 1 | 2 | 1 |
| 67 | 4 | 5 | 3 | 4 | 5 | 4 | 3 |
| 68 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 69 | 4 | 5 | 5 | 4 | 4 | 4 | 5 |
| 70 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| 71 | 3 | 3 | 4 | 4 | 5 | 4 | 4 |
| 72 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |
| 73 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |

|     |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|
| 74  | 3 | 2 | 3 | 2 | 2 | 2 | 2 |
| 75  | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 76  | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| 77  | 4 | 3 | 5 | 5 | 4 | 4 | 3 |
| 78  | 4 | 5 | 5 | 5 | 4 | 5 | 4 |
| 79  | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 80  | 4 | 4 | 5 | 4 | 4 | 5 | 5 |
| 81  | 2 | 3 | 2 | 3 | 3 | 3 | 2 |
| 82  | 5 | 5 | 4 | 5 | 5 | 4 | 5 |
| 83  | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
| 84  | 4 | 4 | 5 | 4 | 4 | 5 | 5 |
| 85  | 4 | 5 | 4 | 5 | 5 | 4 | 5 |
| 86  | 2 | 2 | 3 | 2 | 2 | 3 | 3 |
| 87  | 5 | 4 | 4 | 5 | 5 | 4 | 5 |
| 88  | 5 | 5 | 4 | 4 | 5 | 4 | 4 |
| 89  | 4 | 3 | 4 | 5 | 5 | 5 | 4 |
| 90  | 4 | 4 | 5 | 5 | 4 | 5 | 5 |
| 91  | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| 92  | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 93  | 3 | 2 | 2 | 1 | 3 | 3 | 2 |
| 94  | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 95  | 4 | 4 | 5 | 5 | 4 | 5 | 5 |
| 96  | 4 | 3 | 4 | 4 | 3 | 3 | 3 |
| 97  | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 98  | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| 99  | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 100 | 4 | 5 | 4 | 3 | 4 | 4 | 3 |
| 101 | 4 | 4 | 5 | 4 | 4 | 5 | 5 |
| 102 | 4 | 4 | 4 | 3 | 3 | 4 | 3 |
| 103 | 5 | 5 | 4 | 3 | 3 | 4 | 4 |
| 104 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| 105 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 106 | 5 | 4 | 4 | 3 | 4 | 4 | 4 |
| 107 | 3 | 4 | 5 | 4 | 5 | 4 | 5 |
| 108 | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
| 109 | 3 | 3 | 3 | 2 | 2 | 3 | 2 |
| 110 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 111 | 5 | 5 | 4 | 5 | 5 | 4 | 5 |
| 112 | 3 | 2 | 2 | 1 | 2 | 1 | 1 |

|     |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|
| 113 | 4 | 4 | 5 | 5 | 4 | 5 | 5 |
| 114 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 115 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 116 | 3 | 3 | 3 | 2 | 2 | 3 | 3 |
| 117 | 5 | 5 | 5 | 4 | 4 | 5 | 4 |
| 118 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| 119 | 3 | 4 | 5 | 5 | 4 | 4 | 4 |
| 120 | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
| 121 | 3 | 2 | 2 | 1 | 1 | 2 | 1 |
| 122 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 123 | 4 | 4 | 5 | 5 | 4 | 5 | 4 |
| 124 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 125 | 5 | 4 | 4 | 4 | 5 | 5 | 5 |
| 126 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 127 | 4 | 5 | 5 | 5 | 4 | 5 | 5 |
| 128 | 2 | 2 | 3 | 2 | 2 | 3 | 2 |
| 129 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
| 130 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 131 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 132 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 133 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 134 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |
| 135 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 136 | 3 | 2 | 2 | 2 | 3 | 2 | 2 |
| 137 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 138 | 5 | 4 | 4 | 3 | 4 | 5 | 4 |
| 139 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 140 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 141 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 142 | 3 | 2 | 2 | 2 | 3 | 2 | 2 |
| 143 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 144 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 145 | 3 | 2 | 1 | 2 | 2 | 3 | 2 |
| 146 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 147 | 5 | 5 | 4 | 4 | 4 | 5 | 5 |
| 148 | 3 | 2 | 2 | 1 | 2 | 2 | 1 |
| 149 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 150 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 151 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |

|     |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|
| 152 | 5 | 5 | 5 | 4 | 4 | 5 | 4 |
| 153 | 3 | 2 | 2 | 2 | 1 | 2 | 2 |
| 154 | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
| 155 | 4 | 3 | 4 | 5 | 4 | 4 | 5 |
| 156 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 157 | 3 | 3 | 2 | 3 | 3 | 3 | 2 |
| 158 | 4 | 5 | 5 | 5 | 4 | 5 | 4 |
| 159 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 160 | 3 | 4 | 3 | 3 | 4 | 3 | 3 |
| 161 | 5 | 5 | 5 | 4 | 5 | 4 | 5 |
| 162 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |
| 163 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |