

BAB V

KESIMPULAN DAN IMPLIKASI MANAJERIAL

5.1 Kesimpulan

Sampel yang diperoleh dalam penelitian ini sebanyak 138 orang. Sebagian besar responden adalah laki-laki, pekerjaan mahasiswa, dengan status belum menikah, mengetahui situs kaskus.us dari teman, barang yang sering dibeli baju dan barang elektronik. Kebanyakan responden memiliki penghasilan atau uang saku Rp 501.000 sampai Rp 2.500.000.

Dalam penelitian ini diperoleh hasil bahwa hanya ada lima variabel yaitu reputasi online yang dirasakan, keamanan online, reliabilitas online, tampilan dan desain situs, dan konsistensi penyajian website. Variabel spanduk iklan dihilangkan dari analisis karena tidak reliabel. Hal ini berarti bahwa tidak ada pengaruh yang signifikan terhadap spanduk iklan terhadap niat berperilaku konsumen, berbeda dengan penelitian sebelumnya yang menyebutkan semua faktor berpengaruh positif terhadap niat berperilaku konsumen.

Hasil analisis yang diperoleh menyatakan bahwa variabel reputasi online dan keamanan online tidak mempunyai pengaruh yang signifikan terhadap niat berperilaku online seorang konsumen. Konsumen tidak menjadikan keamanan online sebagai suatu pertimbangan untuk melakukan pembelian online. Reputasi situs tidak berpengaruh karena hampir semua situs perdagangan memiliki reputasi online yang bagus.

Moderasi dari biaya peralihan membuat pengaruh dari variabel keamanan online, reliabilitas online, tampilan dan desain situs dan konsistensi penyajian website menjadi lebih kuat. Sedangkan variabel reputasi online yang dirasakan tetap tidak berpengaruh secara signifikan.

Moderasi bujukan peralihan memperkuat pengaruh signifikan terhadap variabel reliabilitas online dan konsistensi penyajian website. Sedangkan variabel reputasi online yang dirasakan, keamanan online, tampilan dan desain situs dengan adanya moderasi dari bujukan peralihan menjadi tidak berpengaruh secara signifikan

5.2 Implikasi Manajerial dan Saran

Penelitian ini dapat memberikan implikasi manajerial bagi situs kaskus.us dan situs lain yang sejenis. Implikasi manajerialnya adalah untuk memperhatikan faktor-faktor yang berpengaruh terhadap niat berperilaku online seorang konsumen. Salah satu yang wajib untuk di perhatikan ialah reputasi yang telah dimiliki oleh sebuah situs. Niat berperilaku konsumen online secara positif dipengaruhi oleh reputasi, spanduk iklan, reliabilitas, tampilan dan desain situs, dan konsistensi dalam penyajian website. Suatu situs minimal harus serius dalam menjaga keutuhan kelima faktor tersebut di atas agar loyalitas online dari konsumen terhadap situs tetap terjaga.

Penelitian ini mempunyai beberapa keterbatasan. Pertama, berkaitan dengan pengumpulan kuesioner yang dilakukan secara online. Proses ini memakan waktu yang cukup lama dan menghabiskan dana yang cukup banyak. Pengembalian kuesioner yang berdekatan dengan waktu pengolahan data menyebabkan pengolahan

data menjadi terhambat. Saran untuk penelitian berikutnya dalam penyebaran kuesioner lebih baik dilakukan jauh hari sehingga pada saat pengolahan data semua kuesioner sudah kembali dan dapat segera dilakukan proses pengolahan data.

Keterbatasan kedua objek penelitian hanya satu situs tanpa ada pembandingan. Disarankan untuk penelitian berikutnya menggunakan dua situs yang memiliki kapasitas yang sama, agar nantinya dapat diketahui perbedaan niat berperilaku online dengan faktor moderasi terhadap dua situs yang berbeda.

LAMPIRAN 1

Kuesioner

PROFIL RESPONDEN

Nama :(boleh tidak diisi)
Jenis kelamin : laki-laki/perempuan*
Umur :
Pekerjaan :
Status : menikah/belum menikah*

*(coret yang tidak perlu)

Berilah tanda (v) pada jawaban anda

- a. Berapa jam anda mengakses internet dalam sehari?
 1 – 3 jam 4 – 6 jam 7 – 9 jam 10 – 12 jam > 12 jam
- b. Darimana anda mengetahui situs kaskus.com?
 teman orangtua iklan lain-lain sebutkan
- c. Berapa kali anda mengakses situs kaskus.com dalam sebulan?
 6 – 10 kali 11 – 15 kali 16 – 20 kali > 20 kali
- d. Apakah anda pernah membeli dari kaskus.com?
 pernah tidak pernah
- e. Jika menjawab “pernah” pada pertanyaan poin “d” diatas barang apa yang anda beli dari kaskus.com?
 Baju Elektronik Parfum
 HP Otomotif Lain-lain sebutkan
- f. Berapa uang saku atau penghasilan anda sebulan ?
 Rp 501.000 – Rp 1.500.000
 Rp 1.501.000 – Rp 2.500.000
 Rp 2.500.000 – Rp 3.500.000
 Rp. 3.501.000 - Rp 5.000.000
 >Rp.5.000.000

Berilah tanda (v) pada jawaban anda

I. Niat Berperilaku

| No | | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1 | Saya merekomendasikan kaskus.com kepada orang lain | | | | | |
| *2 | Saya jarang membuka kaskus.com akhir-akhir ini | | | | | |
| 3 | Saya akan pindah ke website lain jika ada produk yang lebih murah dari kaskus.com | | | | | |
| *4 | Saya tidak akan pindah ke website lain meskipun pernah mengalami masalah pelayanan di kaskus.com | | | | | |
| 5 | Saya akan memberitahu kepada konsumen lain jika pernah mengalami masalah pelayanan di kaskus.com | | | | | |
| 6 | Saya akan mengkomplain secara langsung jika ada masalah dengan kaskus.com | | | | | |

II Reliabilitas Online

| No | | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1 | Situs kaskus.com dapat diandalkan | | | | | |
| *2 | Situs kaskus.com tidak kompeten | | | | | |
| 3 | Situs kaskus.com jujur | | | | | |
| *4 | Situs kaskus.com tidak dapat dipercaya | | | | | |

III Spanduk Iklan

| No | | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| *1 | Spanduk iklan tidak mempengaruhi saya | | | | | |
| *2 | Saya jarang melakukan pembelian setelah melihat spanduk iklan | | | | | |
| *3 | Saya mengabaikan spanduk iklan | | | | | |
| 4 | Spanduk iklan memberikan informasi tentang kaskus.com | | | | | |

IV Keamanan Online

| No | | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| *1 | Saya peduli terhadap keamanan di internet | | | | | |
| *2 | Saya peduli tentang membeli barang lewat internet | | | | | |
| 3 | Saya peduli tentang kecurangan di internet | | | | | |

V Reputasi Online

| No | | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| *1 | Semua links kaskus.com bisa di akses | | | | | |
| 2 | Selalu ada links yang salah di kaskus.com | | | | | |
| 3 | Situs kaskus.com memiliki halaman yang tidak bisa di akses | | | | | |

VI Tampilan dan Desain Situs

| No | | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1 | Saya tidak tertarik dengan situs yang tidak memiliki pencari kata | | | | | |
| 2 | Secara umum kaskus.com interaktif | | | | | |
| *3 | Tampilan dari kaskus.com jelek | | | | | |
| 4 | Saya mudah mengakses situs kaskus.com | | | | | |
| 5 | Saya dapat memberikan komentar tentang kaskus.com | | | | | |
| 6 | Pemesanan secara online di kaskus.com mudah | | | | | |
| *7 | Secara visual terlihat pembuatan situs kaskus.com sederhana | | | | | |

VII Konsistensi Penyajian Website

| No | | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1 | Situs kaskus.com memiliki tampilan yang konsisten | | | | | |
| *2 | Situs kaskus.com tidak efektif dalam tampilannya | | | | | |
| 3 | Situs kaskus.com secara visual konsisten meskipun tanpa grafis | | | | | |

VIII Biaya Peralihan

| No | | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1 | Berganti ke cara lain akan mengeluarkan banyak biaya | | | | | |

IX Bujukan Peralihan

| No | | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| *1 | Produk dari kaskus.com tidak sesuai harga yang harus dibayar | | | | | |
| 2 | Pelayanan kaskus.com prima | | | | | |
| 3 | Saya terkesan dengan produk dari kaskus.com | | | | | |
| 4 | Produk yang saya beli dari kaskus.com berharga setiap rupiahnya | | | | | |

LAMPIRAN 2

Reliabilitas Variabel Niat Berperilaku

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 138 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 138 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .678 | 6 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| rekomendasi | 21.0725 | 5.790 | .529 | .618 |
| jarang buka situs | 21.3261 | 5.170 | .320 | .680 |
| pindah situs | 21.5652 | 4.437 | .355 | .699 |
| tidak pindah | 21.2101 | 5.408 | .640 | .583 |
| beritahu konsumen tentang masalah pelayanan | 21.3333 | 5.494 | .622 | .590 |
| komplain langsung | 21.1739 | 6.145 | .316 | .665 |

Reliabilitas Variabel Reliabilitas Online

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 138 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 138 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .730 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| dapat diandalkan | 13.3551 | 1.734 | .555 | .654 |
| tidak kompeten | 13.4493 | 1.753 | .526 | .668 |
| jujur | 13.4710 | 1.565 | .421 | .749 |
| tidak dapat dipercaya | 13.5290 | 1.579 | .622 | .610 |

Reliabilitas Variabel Spanduk Iklan

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 138 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 138 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .368 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| tidak terpengaruh spanduk | 9.5072 | 4.106 | .064 | .456 |
| jarang beli setelah lihat spanduk | 9.8551 | 3.847 | .190 | .312 |
| mengabaikan spanduk | 9.7101 | 3.682 | .251 | .246 |
| spanduk beri informasi | 9.9058 | 3.414 | .307 | .176 |

Reliabilitas Variabel Spanduk Iklan*

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 138 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 138 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .456 | 3 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| jarang beli setelah lihat spanduk | 6.3696 | 1.841 | .496 | -.070 ^a |
| mengabaikan spanduk | 6.2246 | 1.840 | .518 | -.106 ^a |
| spanduk beri informasi | 6.4203 | 3.282 | -.045 | .860 |

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Reliabilitas Variabel Keamanan Online

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 138 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 138 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .287 | 3 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| peduli keamanan internet | 6.1232 | .474 | .564 | -1.120 ^a |
| pedui beli barang di internet | 6.1159 | .643 | .401 | -.452 ^a |
| peduli kecurangan di internet | 3.8043 | 1.721 | -.308 | .826 |

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Reliabilitas Variabel Keamanan Online*

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 138 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 138 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .826 | 2 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| peduli keamanan internet | 1.9058 | .480 | .705 | . ^a |
| pedui beli barang di internet | 1.8986 | .530 | .705 | . ^a |

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Reliabilitas Variabel Reputasi Online

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 138 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 138 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .692 | 3 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| semua links bisa diakses | 5.4928 | 4.179 | .236 | .928 |
| selalu ada links salah | 5.3116 | 3.296 | .606 | .479 |
| halaman tidak bisa diakses | 5.0942 | 2.684 | .763 | .237 |

Reliabilitas Variabel Reputasi Online*

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 138 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 138 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .928 | 2 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| selalu ada links salah | 2.8551 | 1.191 | .867 | . ^a |
| halaman tidak bisa diakses | 2.6377 | 1.050 | .867 | . ^a |

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Reliabilitas Variabel Tampilan dan Desain Situs

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 138 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 138 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .578 | 7 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| tidak ada pencari kata | 23.7029 | 2.751 | .298 | .542 |
| secara umum interaktif | 23.4275 | 3.254 | .181 | .575 |
| tampilan jelek | 23.7754 | 2.555 | .420 | .489 |
| mudah diakses | 23.4203 | 3.019 | .354 | .529 |
| dapat beri komentar | 23.4275 | 2.626 | .703 | .426 |
| pesan online mudah | 23.3768 | 2.616 | .628 | .437 |
| secara visual sederhana | 24.5217 | 3.302 | -.072 | .729 |

Reliabilitas Variabel Tampilan dan Desain Situs*

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 138 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 138 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .729 | 6 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| tidak ada pencari kata secara umum interaktif | 20.6159 | 2.559 | .221 | .780 |
| tampilan jelek | 20.3406 | 2.664 | .387 | .712 |
| mudah diakses | 20.6884 | 2.245 | .423 | .712 |
| dapat beri komentar | 20.3333 | 2.428 | .589 | .662 |
| pesan online mudah | 20.3406 | 2.314 | .714 | .631 |
| | 20.2899 | 2.295 | .645 | .642 |

Reliabilitas Variabel Konsistensi Penyajian Website

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 138 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 138 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .549 | 3 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| tampilan konsisten | 8.2681 | .650 | .390 | .397 |
| tampilan tidak efektif secara visual konsiten meskipun tanpa grafis | 8.3623 | .817 | .113 | .852 |
| | 8.1667 | .622 | .714 | -.031 ^a |

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Reliabilitas Variabel Konsistensi Penyajian Website

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 138 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 138 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .852 | 2 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| tampilan konsisten | 4.2319 | .179 | .763 | . ^a |
| secara visual konsiten meskipun tanpa grafis | 4.1304 | .289 | .763 | . ^a |

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Reliabilitas Variabel Bujukan Peralihan

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 138 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 138 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .859 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| produk tidak sesuai harga yang dibayar | 12.8551 | 1.935 | .498 | .919 |
| pelayanan bagus | 12.6449 | 1.953 | .743 | .809 |
| terkesan produk | 12.4855 | 1.741 | .851 | .760 |
| produk berharga tiap rupiahnya | 12.5580 | 1.796 | .789 | .785 |

Reliabilitas Variabel Bujukan Peralihan*

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 138 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 138 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .919 | 3 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| pelayanan bagus | 8.6522 | .958 | .820 | .899 |
| terkesan produk | 8.4928 | .894 | .805 | .911 |
| produk berharga tiap rupiahnya | 8.5652 | .831 | .891 | .838 |

Regresi

Niat Berperilaku Terhadap POS, PR, POR, ASD, WPC

Variables Entered/Removed^b

| Model | Variables Entered | Variables Removed | Method |
|-------|-------------------------------------|-------------------|--------|
| 1 | WPC, PR, ASD, POR, POS ^a | | Enter |

a. All requested variables entered.

b. Dependent Variable: BI

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .650 ^a | .422 | .400 | .3491495420352 34 |

a. Predictors: (Constant), WPC, PR, ASD, POR, POS

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 11.751 | 5 | 2.350 | 19.278 | .000 ^a |
| | Residual | 16.092 | 132 | .122 | | |
| | Total | 27.842 | 137 | | | |

a. Predictors: (Constant), WPC, PR, ASD, POR, POS

b. Dependent Variable: BI

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
|-------|-----------------------------|------------|---------------------------|-------|--------|------|
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | .820 | .521 | | 1.575 | .118 |
| | POR | .068 | .080 | .062 | .852 | .396 |
| | POS | -.017 | .055 | -.025 | -.312 | .755 |
| | PR | -.071 | .039 | -.134 | -1.821 | .071 |
| | ASD | .247 | .118 | .166 | 2.088 | .039 |
| | WPC | .559 | .083 | .561 | 6.710 | .000 |

a. Dependent Variable: BI

Regresi

Niat Berperilaku Terhadap WPC, POS, PR, POR, ASD dengan Moderasi Dari Biaya Peralihan

Variables Entered/Removed^b

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|---------|
| 1 | WPC*PSC, POS*PSC, PR*PSC, POR*PSC, ASD*PSC ^a | | . Enter |

a. All requested variables entered.

b. Dependent Variable: BI

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .575 ^a | .331 | .306 | .375680584810801 |

a. Predictors: (Constant), WPC*PSC, POS*PSC, PR*PSC, POR*PSC, ASD*PSC

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 9.212 | 5 | 1.842 | 13.054 | .000 ^a |
| | Residual | 18.630 | 132 | .141 | | |
| | Total | 27.842 | 137 | | | |

a. Predictors: (Constant), WPC*PSC, POS*PSC, PR*PSC, POR*PSC, ASD*PSC

b. Dependent Variable: BI

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.775 | .151 | | 24.958 | .000 |
| | POR*PSC | -.017 | .021 | -.157 | -.838 | .403 |
| | POS*PSC | -.035 | .015 | -.233 | -2.409 | .017 |
| | PR*PSC | -.031 | .010 | -.288 | -3.196 | .002 |
| | ASD*PSC | -.062 | .025 | -.513 | -2.482 | .014 |
| | WPC*PSC | .145 | .023 | 1.344 | 6.299 | .000 |

a. Dependent Variable: BI

Regresi

Niat Berperilaku Terhadap WPC, POS, PR, POR, ASD dengan Moderasi Dari Bujukan Peralihan

Variables Entered/Removed^b

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|---------|
| 1 | WPC*PSI, POS*PSI, PR*PSI, POR*PSI, ASD*PSI ^a | | . Enter |

a. All requested variables entered.

b. Dependent Variable: BI

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .599 ^a | .359 | .335 | .367632219683570 |

a. Predictors: (Constant), WPC*PSI, POS*PSI, PR*PSI, POR*PSI, ASD*PSI

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 10.002 | 5 | 2.000 | 14.801 | .000 ^a |
| | Residual | 17.840 | 132 | .135 | | |
| | Total | 27.842 | 137 | | | |

a. Predictors: (Constant), WPC*PSI, POS*PSI, PR*PSI, POR*PSI, ASD*PSI

b. Dependent Variable: BI

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.142 | .233 | | 13.475 | .000 |
| | POR*PSI | -.017 | .019 | -.121 | -.892 | .374 |
| | POS*PSI | -.007 | .012 | -.048 | -.558 | .578 |
| | PR*PSI | -.022 | .010 | -.196 | -2.316 | .022 |
| | ASD*PSI | .006 | .024 | .036 | .250 | .803 |
| | WPC*PSI | .092 | .021 | .746 | 4.342 | .000 |

a. Dependent Variable: BI

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