

BAB V

PENUTUP

I. Kesimpulan

Berdasarkan analisis data yang telah dilakukan, secara umum dapat disimpulkan bahwa untuk meningkatkan niat beli konsumen pada situs belanja *online* Zalora.co.id, efek terbesar berasal dari penilaian citra toko *online*. Untuk meningkatkan citra toko *online* tersebut, efek terbesar dipengaruhi oleh efektivitas iklan berasal dari dimensi perhatian (*attention*) yang juga mempengaruhi secara langsung terhadap peningkatan niat beli konsumen. Dimensi-dimensi lain yang mempengaruhi adalah minat (*interest*), keyakinan (*conviction*), dan tindakan (*action*). Sedangkan dimensi yang bukan merupakan prediktor adalah dimensi hasrat (*desire*). Kemudian penilaian citra toko *online* yang semakin tinggi, pengaruh efektivitas iklan dan dimensi perhatian (*attention*) terhadap niat beli akan meningkat.

1. Hasil analisis mediasi adalah sebagai berikut:
 - a. Efektivitas iklan mempengaruhi peningkatan niat beli konsumen secara signifikan, sehingga H1a diterima.
 - b. Dimensi-dimensi efektivitas iklan (perhatian, minat, keyakinan, dan tindakan) mempengaruhi peningkatan niat beli konsumen secara signifikan.
 - c. Efektivitas iklan mempengaruhi penilaian terhadap citra toko *online* secara signifikan, sehingga H1b diterima.

- d. Dimensi-dimensi efektivitas iklan (perhatian, minat, keyakinan, dan tindakan) mempengaruhi penilaian terhadap citra toko *online* secara signifikan.
 - e. Efektivitas iklan dan citra toko *online* mempengaruhi peningkatan niat beli konsumen secara signifikan, sehingga H1c diterima.
 - f. Dimensi efektivitas iklan (perhatian) dan citra toko *online* mempengaruhi peningkatan niat beli konsumen secara signifikan.
2. Hasil analisis moderasi adalah sebagai berikut:
- a. Intensitas pengaruh efektivitas iklan terhadap niat beli berbeda secara signifikan pada derajat penilaian citra toko *online* yang berbeda, sehingga H2a diterima.
 - b. Intensitas pengaruh dimensi perhatian (*attention*) terhadap niat beli berbeda secara signifikan pada derajat penilaian citra toko *online* yang berbeda-beda.
 - c. Intensitas pengaruh dimensi keyakinan (*conviction*) terhadap niat beli berbeda secara signifikan berdasarkan situs belanja *online* yang sering dikunjungi yang berbeda-beda, sehingga H2b diterima.
 - d. Intensitas pengaruh dimensi tindakan (*action*) terhadap niat beli berbeda secara signifikan berdasarkan jumlah ponsel aktif yang berbeda-beda, sehingga H2b diterima.
 - e. Intensitas pengaruh dimensi tindakan (*action*) terhadap niat beli berbeda secara signifikan berdasarkan jumlah kartu seluler aktif yang digunakan yang berbeda-beda.

- f. Intensitas pengaruh dimensi tindakan (*action*) terhadap niat beli berbeda secara signifikan berdasarkan jumlah nominal pembelian pulsa setiap bulan yang berbeda-beda.
 - g. Intensitas pengaruh dimensi tindakan (*action*) terhadap niat beli berbeda secara signifikan berdasarkan situs belanja *online* yang sering dikunjungi yang berbeda-beda, sehingga H2b diterima.
3. Hasil analisis *Independent Sample T-test* dan *One Way ANOVA* penilaian responden untuk membuktikan H3:
- a. Terdapat perbedaan penilaian atas efektivitas iklan (perhatian, minat, keyakinan, tindakan), citra toko *online*, dan niat beli ditinjau dari perbedaan jumlah ponsel aktif pada variabel tindakan (*action*) dimana kelompok responden yang memiliki jumlah ponsel sebanyak 1 (satu) buah memiliki pengaruh tindakan yang lebih efektif dibandingkan kelompok responden yang memiliki ponsel aktif sebanyak 2 (dua) buah atau lebih.
 - b. Terdapat perbedaan penilaian atas efektivitas iklan (perhatian, minat, keyakinan, tindakan), citra toko *online*, dan niat beli ditinjau dari perbedaan jumlah nominal pembelian pulsa tiap bulan pada variabel perhatian (*attention*) dimana kelompok responden yang melakukan pembelian pulsa sebesar Rp. 50.000,00 atau kurang, memiliki pengaruh perhatian yang lebih efektif dibandingkan kelompok responden yang melakukan pembelian pulsa sebesar Rp. 50.001,00 – Rp. 100.000,00 maupun lebih dari Rp. 100.000,00.

- c. Tidak terdapat perbedaan penilaian atas efektivitas iklan (perhatian, minat, keyakinan, tindakan), citra toko *online*, dan niat beli ditinjau dari perbedaan lama waktu mengetahui situs belanja *online* Zalora.co.id
- d. Terdapat perbedaan penilaian atas efektivitas iklan (perhatian, minat, keyakinan, tindakan), citra toko *online*, dan niat beli ditinjau dari perbedaan frekuensi belanja selama 6 (enam) bulan terakhir pada variabel minat (*interest*), citra toko *online* dan niat beli dimana kelompok responden yang pernah melakukan pembelian 3 (tiga) kali atau lebih memiliki penilaian perseptif yang lebih tinggi.
- e. Terdapat perbedaan penilaian atas efektivitas iklan (perhatian, minat, keyakinan, tindakan), citra toko *online*, dan niat beli ditinjau dari perbedaan produk yang sering dibeli pada variabel minat (*interest*), citra toko *online*, dan niat beli dimana kelompok responden yang sering membeli produk lain-lain yang beragam selain pakaian dan sepatu memiliki penilaian perseptif yang lebih tinggi.
- f. Terdapat perbedaan penilaian atas efektivitas iklan (perhatian, minat, keyakinan, tindakan), citra toko *online*, dan niat beli ditinjau dari perbedaan rata-rata nilai transaksi tiap kali melakukan pembelian pada variabel minat (*interest*) dan niat beli dimana kelompok responden yang memiliki rata-rata nilai transaksi sebesar Rp. 300.000,00 atau lebih memiliki penilaian perseptif yang lebih tinggi.

- g. Tidak terdapat perbedaan penilaian atas efektivitas iklan (perhatian, minat, keyakinan, tindakan), citra toko *online*, dan niat beli ditinjau dari perbedaan situs belanja *online* yang sering dikunjungi.

4. Hasil analisis persentase/ frekuensi adalah sebagai berikut:

- 1) Mayoritas responden menggunakan jumlah ponsel aktif sebanyak 2 (dua) atau lebih yaitu sebesar 60,2% atau sebanyak 77 orang.
- 2) Mayoritas responden memiliki jumlah kartu seluler sebanyak 2 (dua) buah yaitu sebesar 53,9% atau sebanyak 69 orang.
- 3) Mayoritas responden melakukan pembelian pulsa dengan nominal antara Rp. 50.001,00 hingga Rp. 100.000,00 setiap bulannya yaitu sebesar 41,4% atau sebanyak 53 orang.
- 4) Mayoritas responden mengetahui situs belanja *online* Zalora.co.id pada 2 tahun terakhir yaitu sebesar 46,1% atau sebanyak 59 orang.
- 5) Mayoritas responden melakukan transaksi sebanyak 1 (satu) kali pada 6 (enam) bulan terakhir yaitu sebesar 38,3% atau sebanyak 49 orang.
- 6) Mayoritas responden belum pernah membeli produk di situs belanja *online* Zalora.co.id yaitu sebesar 35,2% atau sebanyak 45 orang.
- 7) Mayoritas responden sering mengunjungi situs lain selain Zalora, Instagram, Elevenia, dan Berrybenka yaitu sebanyak 47,7% atau sebesar 61 orang.

5. Dari analisis *One Sample T-test* dapat disimpulkan bahwa variabel-variabel penelitian yaitu penilaian penerima iklan SMS Zalora.co.id atas efektivitas iklan, dimana dimensi perhatian (*attention*), minat (*interest*),

keyakinan (*conviction*), sikap tindakan (*action*) dan niat beli termasuk dalam interval berkategori cukup baik. Sedangkan variabel citra toko *online* (*store image*) dan dimensi hasrat (*desire*) termasuk interval berkategori baik/ tinggi.

II. Saran

1. Bagi PT. Fashion Eservices Indonesia sebagai pengelola Zalora Indonesia diharapkan agar dapat menyampaikan iklan SMS secara efektif, yakni yang mampu mendorong niat beli konsumen melalui media ponsel. Untuk itu perusahaan supaya lebih memperhatikan hal-hal yang dapat menarik perhatian (*attention*) target iklan yaitu menggunakan *headline* yang menarik, misalnya “Terdapat lebih dari 100 model sepatu baru! Klik Zalora.co.id sekarang!”. Dapat juga merangkai isi iklan SMS sehingga tidak monoton untuk dibaca, misalnya “Ingin jadi *trendsetter*? Klik Zalora.co.id! Banyak koleksi yang akan mengubah *style* lamamu”. Cara lainnya adalah menyajikan iklan yang memiliki konten yang mudah diingat, misalnya menyampaikan slogan-slogan menarik yang akan menarik perhatian target iklan. Selain itu aspek yang dapat mempengaruhi minat (*interest*), keyakinan (*conviction*), dan tindakan (*action*) juga harus disesuaikan untuk menciptakan iklan yang lebih efektif.
2. Bagi penelitian selanjutnya, berdasarkan nilai pengaruh citra toko *online* yang besar dalam mempengaruhi efektivitas iklan terhadap niat beli, maka dapat dilakukan mengubah variabel X dalam model menjadi variabel yang mengandung dimensi-dimensi yang mempengaruhi peningkatan penilaian

citra toko *online* yang akan berpengaruh pada niat beli konsumen dengan obyek penelitian yang sama yaitu Zalora.co.id atau toko *online* sejenis. Selain itu dapat juga melakukan penelitian dengan model kerangka konseptual yang sama namun menggunakan obyek penelitian yang berbeda untuk diukur apakah hasil penelitian akan serupa dengan hasil penelitian dengan obyek situs belanja *online* Zalora.co.id.

III. Kelemahan Penelitian

1. Kelemahan dari penelitian ini adalah ruang lingkup penelitian yang sempit yaitu hanya terbatas pada mahasiswa Universitas Atma Jaya Yogyakarta penerima iklan SMS situs belanja *online* Zalora.co.id sehingga responden yang didapat homogen yaitu hanya mahasiswa Universitas Atma Jaya Yogyakarta.
2. Banyaknya responden yang memiliki jumlah ponsel sebanyak 2 (dua) buah atau lebih menyebabkan variabel dimensi efektivitas iklan X3 yaitu hasrat bukan merupakan prediktor terbentuknya niat beli konsumen dikarenakan banyaknya sumber iklan yang mempengaruhi responden lebih dari satu sumber.

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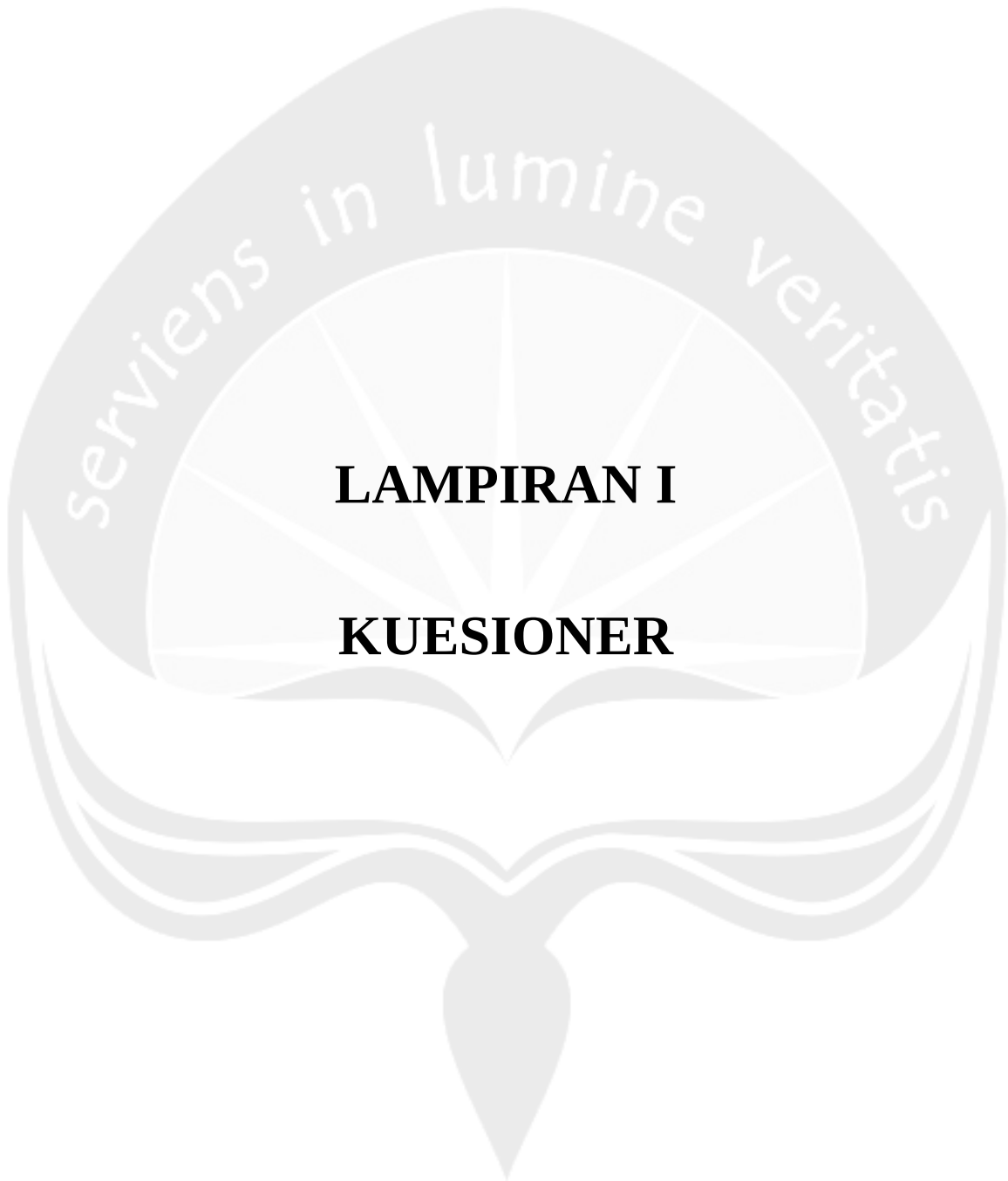
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LAMPIRAN I

KUESIONER

Kuisisioner penerimaan iklan SMS di kalangan mahasiswa S1 Universitas Atma Jaya Yogyakarta

Berikan tanda √ pada kolom yang tersedia sesuai dengan pendapat Anda.

Keterangan:

STS : Sangat Tidak Setuju

N : Netral

SS : Sangat Setuju

TS : Tidak Setuju

S : Setuju

ATTENTION

No	Pertanyaan	1	2	3	4	5
		STS	TS	N	S	SS
1	Menurut saya, headline dalam iklan SMS Zalora.co.id menarik					
2	Menurut saya, isi iklan SMS Zalora.co.id tidak monoton					
3	Menurut saya, isi iklan SMS Zalora.co.id mudah diingat					

INTEREST

No	Pertanyaan	1	2	3	4	5
		STS	TS	N	S	SS
1	Menurut saya, detail produk yang ditawarkan iklan SMS Zalora.co.id jelas					
2	Menurut saya, penawaran diskon atau benefit lain dari iklan SMS Zalora.co.id dapat dipahami dengan mudah					
3	Menurut saya, isi iklan SMS Zalora.co.id unik					
4	Menurut saya, pemilihan kata pada iklan SMS Zalora.co.id menarik					

DESIRE

No	Pertanyaan	1	2	3	4	5
		STS	TS	N	S	SS
1	Menurut saya, iklan SMS Zalora.co.id memberikan penawaran yang menguntungkan (diskon, penawaran khusus, dll)					
2	Menurut saya, iklan SMS Zalora.co.id berisi pesan yang informatif					
3	Menurut saya, iklan SMS Zalora.co.id menjadi bermanfaat ketika berkaitan dengan waktu atau tanggal tertentu (mis: ulang tahun)					

CONVICTION

No	Pertanyaan	1	2	3	4	5
		STS	TS	N	S	SS
1	Saya yakin akan produk yang ditawarkan pada iklan SMS Zalora.co.id tersebut					
2	Saya yakin akan mendapatkan penawaran menarik sesuai dengan isi iklan SMS Zalora.co.id tersebut jika saya menindaklanjuti iklan SMS tersebut					
3	Saya percaya akan isi keseluruhan iklan SMS Zalora.co.id					

ACTION

No	Pertanyaan	1	2	3	4	5
		STS	TS	N	S	SS
1	Saya akan mencari tahu produk yang ditawarkan iklan SMS Zalora.co.id tersebut melalui media lain					

2	Saya akan tanya pendapat dari orang-orang terdekat tentang produk yang ditawarkan dalam iklan SMS Zalora.co.id tersebut					
3	Saya bersedia memberikan feedback yang berkaitan dengan iklan SMS Zalora.co.id tersebut jika diminta					

Bagian B

Pertanyaan-pertanyaan berikut berkaitan dengan persepsi Anda terhadap citra toko (*store image*) Zalora.co.id

N	Pertanyaan	1	2	3	4	5
		STS	TS	N	S	SS
1	Webpage Zalora.co.id mudah untuk dimengerti					
2	Saya merasa nyaman ketika berbelanja di <i>webpage</i> Zalora.co.id					
3	Zalora.co.id menawarkan barang dengan kualitas tinggi					
4	Zalora.co.id menawarkan produk bermerek terkenal					

Referensi: Yoo et. al. (2000)

Bagian C

Pertanyaan-pertanyaan berikut berkaitan dengan niat beli Anda setelah melihat iklan SMS. Setelah membaca iklan SMS produk tertentu, maka:

No	Pertanyaan	1	2	3	4	5
		STS	TS	N	S	SS
1	Ketika saya akan berbelanja produk fashion, saya akan mengunjungi <i>webpage</i> Zalora.co.id					
2	Saya bersedia membayar dengan harga yang ditawarkan pada produk di Zalora.co.id					
3	Saya lebih suka berbelanja online di Zalora.co.id dibanding situs belanja online lainnya yang sejenis					
4	Saya akan merekomendasikan Zalora.co.id pada orang-orang terdekat saya					

Referensi: Shih (2010)

Silakan jawab pertanyaan di bawah ini menggunakan huruf cetak

1. Berapa banyak *handphone* yang anda gunakan saat ini?
Jawab:
2. Berapa banyak provider aktif yang anda gunakan saat ini? Sebutkan nama providernya!
Jawab:
3. Berapa jumlah nominal uang yang anda gunakan untuk membeli pulsa (paket internet maupun regular) dalam satu bulan?
Jawab:
4. Sudah berapa lama anda mengetahui tentang *online store* Zalora.co.id?
Jawab:
5. Sudah berapa kali anda berbelanja di Zalora.co.id dalam kurun waktu 6 (enam) bulan terakhir?
Jawab:
6. Apa saja jenis produk fashion yang paling sering anda beli di Zalora.co.id?
Jawab:
7. Berapa jumlah rata-rata nilai transaksi tiap kali anda berbelanja di Zalora.co.id?
Jawab:
8. *Online store* apa saja yang paling sering anda kunjungi untuk belanja fashion secara online?
Jawab:

TERIMA KASIH ATAS KERJA SAMA ANDA
TUHAN MEMBERKATI



LAMPIRAN II

UJI VALIDITAS & RELIABILITAS

Perhatian (*Attention*)**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	128	100.0
	Excluded ^a	0	.0
	Total	128	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.622	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
At1	6.23	1.882	.495	.425
At2	6.20	2.258	.408	.554
At3	6.27	2.118	.393	.577

Minat (*Interest*)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	128	100.0
	Excluded ^a	0	.0
	Total	128	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.684	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I1	9.53	4.408	.395	.670
I2	9.24	4.752	.429	.641
I3	10.01	4.071	.568	.549
I4	9.70	4.478	.485	.607

Hasrat (*Desire*)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	128	100.0
	Excluded ^a	0	.0
	Total	128	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.771	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
D1	7.12	2.545	.695	.586
D2	7.48	2.913	.537	.766
D3	7.01	2.921	.589	.710

Keyakinan (*Conviction*)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	128	100.0
	Excluded ^a	0	.0
	Total	128	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.860	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
C1	5.92	2.923	.754	.787
C2	6.11	2.681	.731	.809
C3	6.19	2.941	.723	.814

Tindakan (Action)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	128	100.0
	Excluded ^a	0	.0
	Total	128	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.824	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ac1	5.87	3.203	.662	.774
Ac2	5.88	3.049	.728	.706
Ac3	6.36	3.397	.648	.787

Citra Toko (*Store Image*)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	128	100.0
	Excluded ^a	0	.0
	Total	128	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.827	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SI1	10.30	6.210	.553	.825
SI2	11.12	4.986	.643	.790
SI3	11.09	4.851	.760	.730
SI4	10.74	5.295	.674	.772

Niat Beli (*Purchase Intention*)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	128	100.0
	Excluded ^a	0	.0
	Total	128	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.910	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI1	8.94	6.752	.854	.863
PI2	8.70	8.084	.769	.893
PI3	9.34	7.485	.801	.881
PI4	9.05	7.919	.770	.892



LAMPIRAN III

ANALISIS PROSENTASE

Frequencies

Jumlah Ponsel Aktif

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	1	.8	.8	.8
1	44	34.4	34.4	35.2
2	68	53.1	53.1	88.3
3	15	11.7	11.7	100.0
Total	128	100.0	100.0	

Jumlah Ponsel Aktif

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid HP 1	51	39.8	39.8	39.8
HP 2 atau lebih	77	60.2	60.2	100.0
Total	128	100.0	100.0	

Jumlah Kartu Seluler Aktif

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 PROVIDER	44	34.4	34.4	34.4
2 PROVIDER	69	53.9	53.9	88.3
3 PROVIDER	15	11.7	11.7	100.0
Total	128	100.0	100.0	

Biaya Pembelian Pulsa Per Bulan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 50000 atau kurang	45	35.2	35.2	35.2
50001-100000	53	41.4	41.4	76.6
diatas 100000	30	23.4	23.4	100.0
Total	128	100.0	100.0	

Lama-Waktu Mengetahui Situs Zalora.co.id

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 bulan	4	3.1	3.1	3.1
1 tahun	51	39.8	39.8	43.0
2 bulan	3	2.3	2.3	45.3
2 mgg	1	.8	.8	46.1
2 tahun	49	38.3	38.3	84.4
3 bulan	4	3.1	3.1	87.5
3 tahun	7	5.5	5.5	93.0
4 bulan	3	2.3	2.3	95.3
4 tahun	3	2.3	2.3	97.7
5 bulan	1	.8	.8	98.4
6 bulan	2	1.6	1.6	100.0
Total	128	100.0	100.0	

Lama-Waktu Mengetahui Situs Zalora.co.id

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid kurang dari 1 tahun	18	14.1	14.1	14.1
1 tahun	51	39.8	39.8	53.9
2 tahun	59	46.1	46.1	100.0
Total	128	100.0	100.0	

Frekuensi Belanja Selama 6 Bulan Terakhir

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	44	34.4	34.4	34.4
1	49	38.3	38.3	72.7
2	19	14.8	14.8	87.5
3	7	5.5	5.5	93.0
4	4	3.1	3.1	96.1
5	2	1.6	1.6	97.7
6	2	1.6	1.6	99.2
10	1	.8	.8	100.0
Total	128	100.0	100.0	

Frekuensi Belanja Selama 6 Bulan Terakhir

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	44	34.4	34.4	34.4
1	49	38.3	38.3	72.7
2	18	14.1	14.1	86.7
3 atau lebih	17	13.3	13.3	100.0
Total	128	100.0	100.0	

Produk Yang Sering Dibeli

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	45	35.2	35.2	35.2
	acc	4	3.1	3.1	38.3
	baju	33	25.8	25.8	64.1
	Baju	1	.8	.8	64.8
	jaket	2	1.6	1.6	66.4
	jam	1	.8	.8	67.2
	MU	4	3.1	3.1	70.3
	sandal	1	.8	.8	71.1
	sepatu	28	21.9	21.9	93.0
	tas	8	6.2	6.2	99.2
	Tas	1	.8	.8	100.0
	Total	128	100.0	100.0	

Produk Yang Sering Dibeli

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belum Pernah Beli	45	35.2	35.2	35.2
	Pakaian	36	28.1	28.1	63.3
	Sepatu	29	22.7	22.7	85.9
	Lain-lain	18	14.1	14.1	100.0
	Total	128	100.0	100.0	

Jumlah Rata-Rata Nilai Transaksi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	47	36.7	36.7	36.7
	50000	1	.8	.8	37.5
	60000	1	.8	.8	38.3
	65000	1	.8	.8	39.1
	75000	1	.8	.8	39.8
	100000	4	3.1	3.1	43.0
	120000	1	.8	.8	43.8
	145000	1	.8	.8	44.5
	150000	13	10.2	10.2	54.7
	170000	1	.8	.8	55.5
	175000	1	.8	.8	56.2
	200000	16	12.5	12.5	68.8
	250000	5	3.9	3.9	72.7
	300000	19	14.8	14.8	87.5
	350000	3	2.3	2.3	89.8
	400000	4	3.1	3.1	93.0
	500000	2	1.6	1.6	94.5
	600000	1	.8	.8	95.3
	700000	1	.8	.8	96.1
	750000	1	.8	.8	96.9
	800000	2	1.6	1.6	98.4
	1200000	1	.8	.8	99.2
	1500000	1	.8	.8	100.0
	Total	128	100.0	100.0	

Jumlah Rata-Rata Nilai Transaksi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belum Pernah Beli	48	37.5	37.5	37.5
	150000 atau kurang	22	17.2	17.2	54.7
	150001-200000	18	14.1	14.1	68.8
	200001-300000	24	18.8	18.8	87.5
	lebih dari 300000	16	12.5	12.5	100.0
	Total	128	100.0	100.0	

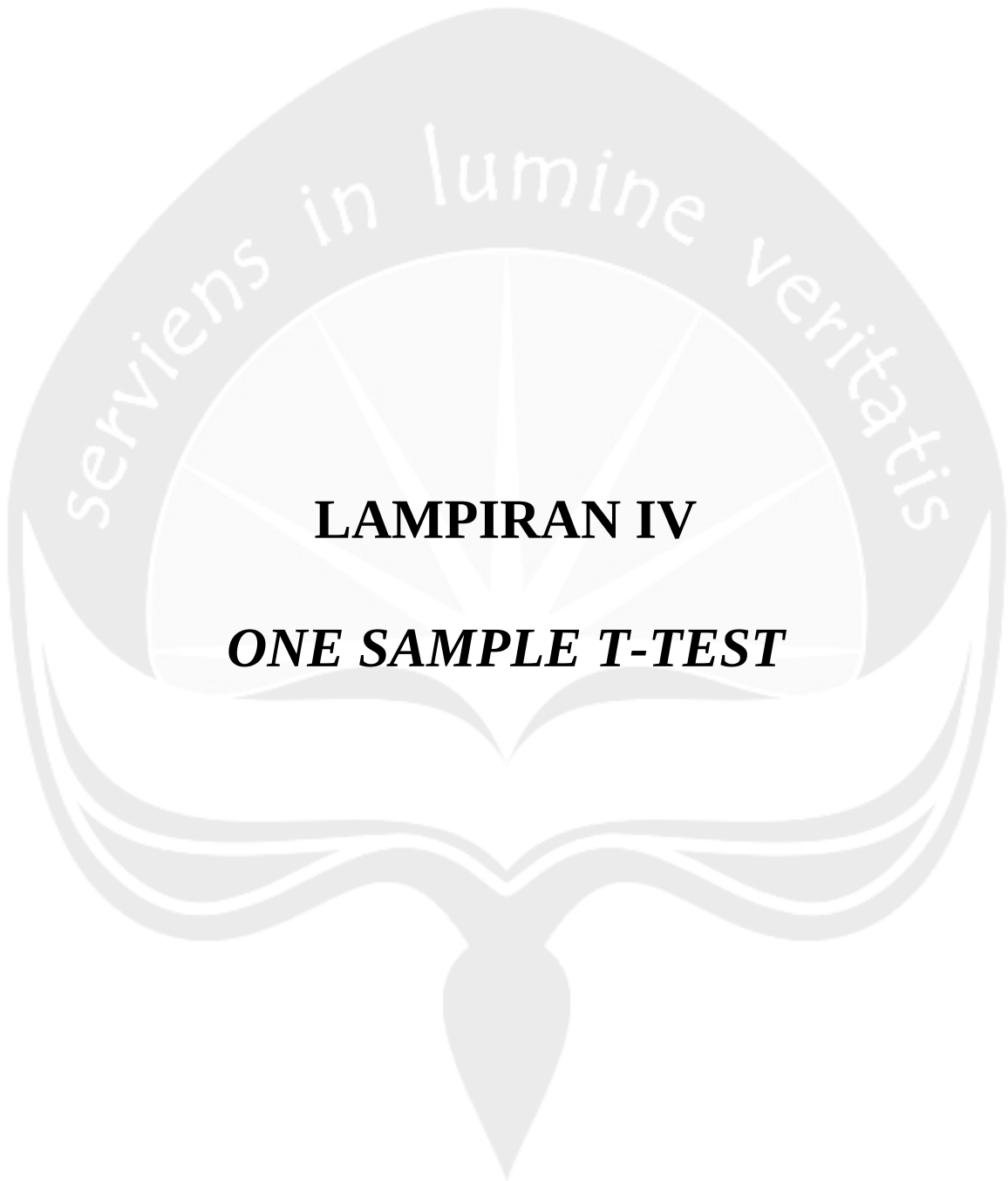
Situs Online Yang Sering Dikunjungi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8wood	1	.8	.8	.8
	adorable	1	.8	.8	1.6
	amoreknits	1	.8	.8	2.3
	auraglow	1	.8	.8	3.1
	bbenka	16	12.5	12.5	15.6
	blibli	1	.8	.8	16.4
	ebay	1	.8	.8	17.2
	elevania	1	.8	.8	18.0
	elevenia	17	13.3	13.3	31.2
	FB	3	2.3	2.3	33.6
	FBoots	1	.8	.8	34.4
	gatestor	1	.8	.8	35.2
	google	1	.8	.8	35.9
	IG	14	10.9	10.9	46.9
	kaskus	10	7.8	7.8	54.7
	kickdenim	1	.8	.8	55.5

lazada	10	7.8	7.8	63.3
LOLiipop	1	.8	.8	64.1
mayonett	1	.8	.8	64.8
Nike	1	.8	.8	65.6
nimco	1	.8	.8	66.4
olx	1	.8	.8	67.2
OLX	8	6.2	6.2	73.4
paradays	1	.8	.8	74.2
PSD	1	.8	.8	75.0
ptpproject	1	.8	.8	75.8
qoo10	1	.8	.8	76.6
Qoo10	1	.8	.8	77.3
rakuten	1	.8	.8	78.1
rakuten.	1	.8	.8	78.9
TBagus	5	3.9	3.9	82.8
tokopedia	2	1.6	1.6	84.4
Twitter	1	.8	.8	85.2
zalora	19	14.8	14.8	100.0
Total	128	100.0	100.0	

Situs Online Yang Sering Dikunjungi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Berrybenka	16	12.5	12.5	12.5
Elevenia	18	14.1	14.1	26.6
Instagram	14	10.9	10.9	37.5
Zalora	19	14.8	14.8	52.3
Merek Lain	61	47.7	47.7	100.0
Total	128	100.0	100.0	



LAMPIRAN IV

ONE SAMPLE T-TEST

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
ATTENTION	128	3.1172	.66218	.05853
INTEREST	128	3.2070	.66708	.05896
DESIRE	128	3.6016	.79153	.06996
CONVICTION	128	3.0365	.81568	.07210
ACTION	128	3.0182	.85962	.07598
CITRA_TOKO	128	3.6035	.74870	.06618
NIAT_BELI	128	3.0020	.90302	.07982

One-Sample Test

	Test Value = 4.21					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
ATTENTION	-18.671	127	.000	-1.09281	-1.2086	-.9770
INTEREST	-17.011	127	.000	-1.00297	-1.1196	-.8863
DESIRE	-8.697	127	.000	-.60844	-.7469	-.4700
CONVICTION	-16.277	127	.000	-1.17354	-1.3162	-1.0309
ACTION	-15.685	127	.000	-1.19177	-1.3421	-1.0414
CITRA_TOKO	-9.165	127	.000	-.60648	-.7374	-.4755
NIAT_BELI	-15.135	127	.000	-1.20805	-1.3660	-1.0501

One-Sample Test

	Test Value = 3.41					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
ATTENTION	-5.003	127	.000	-.29281	-.4086	-.1770
INTEREST	-3.442	127	.001	-.20297	-.3196	-.0863
DESIRE	2.738	127	.007	.19156	.0531	.3300
CONVICTION	-5.181	127	.000	-.37354	-.5162	-.2309
ACTION	-5.156	127	.000	-.39177	-.5421	-.2414
CITRA_TOKO	2.924	127	.004	.19352	.0626	.3245
NIAT_BELI	-5.112	127	.000	-.40805	-.5660	-.2501

One-Sample Test

	Test Value = 2.61					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
ATTENTION	8.666	127	.000	.507	.39	.62
INTENTION	10.126	127	.000	.597	.48	.71
DESIRE	14.173	127	.000	.992	.85	1.13
CONVICTION	5.915	127	.000	.426	.28	.57
ACTION	5.373	127	.000	.408	.26	.56
CITRA_TOKO	15.013	127	.000	.994	.86	1.12
NIAT_BELI	4.911	127	.000	.392	.23	.55

One-Sample Statistics (Attention)

	N	Mean	Std. Deviation	Std. Error Mean
At1	128	3.12	.910	.080
At2	128	3.15	.824	.073
At3	128	3.09	.896	.079

One-Sample Test (Attention)

	Test Value = 3.1172					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
At1	.000	127	1.000	.000	-.16	.16
At2	.429	127	.669	.031	-.11	.18
At3	-.395	127	.694	-.031	-.19	.13

One-Sample Statistics (Interest)

	N	Mean	Std. Deviation	Std. Error Mean
I1	128	3.30	1.015	.090
I2	128	3.59	.865	.076
I3	128	2.82	.943	.083
I4	128	3.12	.896	.079

One-Sample Test (Interest)

	Test Value = 3.2070					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I1	1.002	127	.318	.090	-.09	.27
I2	4.956	127	.000	.379	.23	.53
I3	-4.641	127	.000	-.387	-.55	-.22
I4	-1.035	127	.303	-.082	-.24	.07

One-Sample Statistics (Desire)

	N	Mean	Std. Deviation	Std. Error Mean
D1	128	3.69	.970	.086
D2	128	3.32	.972	.086
D3	128	3.80	.925	.082

One-Sample Test (Desire)

	Test Value = 3.6016					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
D1	1.002	127	.318	.086	-.08	.26
D2	-3.276	127	.001	-.281	-.45	-.11
D3	2.388	127	.018	.195	.03	.36

One-Sample Statistics (Conviction)

	N	Mean	Std. Deviation	Std. Error Mean
C1	128	3.19	.885	.078
C2	128	3.00	.980	.087
C3	128	2.92	.902	.080

One-Sample Test (Conviction)

	Test Value = 3.0365					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
C1	1.930	127	.056	.151	.00	.31
C2	-.421	127	.674	-.037	-.21	.13
C3	-1.438	127	.153	-.115	-.27	.04

One-Sample Statistics (Action)

	N	Mean	Std. Deviation	Std. Error Mean
Ac1	128	3.19	1.018	.090
Ac2	128	3.17	1.013	.090
Ac3	128	2.70	.968	.086

One-Sample Test (Action)

	Test Value = 3.0182					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Ac1	1.882	127	.062	.169	.00	.35
Ac2	1.717	127	.088	.154	-.02	.33
Ac3	-3.772	127	.000	-.323	-.49	-.15

One-Sample Statistics (Citra Toko)

	N	Mean	Std. Deviation	Std. Error Mean
SI1	128	4.12	.780	.069
SI2	128	3.30	1.022	.090
SI3	128	3.33	.957	.085
SI4	128	3.67	.915	.081

One-Sample Test (Citra Toko)

	Test Value = 3.6035					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
SI1	7.452	127	.000	.514	.38	.65
SI2	-3.394	127	.001	-.307	-.49	-.13
SI3	-3.257	127	.001	-.275	-.44	-.11
SI4	.846	127	.399	.068	-.09	.23

One-Sample Statistics (Niat Beli)

	N	Mean	Std. Deviation	Std. Error Mean
PI1	128	3.07	1.131	.100
PI2	128	3.30	.935	.083
PI3	128	2.67	1.028	.091
PI4	128	2.96	.967	.085

One-Sample Test (Niat Beli)

	Test Value = 3.0020					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
PI1	.684	127	.496	.068	-.13	.27
PI2	3.661	127	.000	.303	.14	.47
PI3	-3.633	127	.000	-.330	-.51	-.15
PI4	-.480	127	.632	-.041	-.21	.13



LAMPIRAN V

REGRESI MEDIASI

Pengaruh Efektivitas Iklan Terhadap Niat Beli

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	EFEKTIVITAS_IKLAN		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.711 ^a	.506	.502	.63711

a. Predictors: (Constant), EFEKTIVITAS_IKLAN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.418	1	52.418	129.139	.000 ^a
	Residual	51.144	126	.406		
	Total	103.562	127			

a. Predictors: (Constant), EFEKTIVITAS_IKLAN

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.764	.336		-2.273	.025
	EFEKTIVITAS_IKLAN	1.178	.104	.711	11.364	.000

a. Dependent Variable: NIAT_BELI

Pengaruh Dimensi-Dimensi Efektivitas Iklan Terhadap Niat Beli

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTEREST		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	CONVICTION		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	ATTENTION		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	ACTION		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646 ^a	.418	.413	.69176
2	.695 ^b	.483	.475	.65426
3	.714 ^c	.510	.498	.63960
4	.725 ^d	.526	.511	.63162

a. Predictors: (Constant), INTEREST

b. Predictors: (Constant), INTEREST, CONVICTION

c. Predictors: (Constant), INTEREST, CONVICTION, ATTENTION

d. Predictors: (Constant), INTEREST, CONVICTION, ATTENTION, ACTION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646 ^a	.418	.413	.69176
2	.695 ^b	.483	.475	.65426
3	.714 ^c	.510	.498	.63960
4	.725 ^d	.526	.511	.63162

a. Predictors: (Constant), INTEREST

b. Predictors: (Constant), INTEREST, CONVICTION

c. Predictors: (Constant), INTEREST, CONVICTION, ATTENTION

d. Predictors: (Constant), INTEREST, CONVICTION, ATTENTION, ACTION

ANOVA^e

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.266	1	43.266	90.413	.000 ^a
	Residual	60.296	126	.479		
	Total	103.562	127			
2	Regression	50.055	2	25.027	58.467	.000 ^b
	Residual	53.507	125	.428		
	Total	103.562	127			
3	Regression	52.835	3	17.612	43.051	.000 ^c
	Residual	50.727	124	.409		
	Total	103.562	127			
4	Regression	54.491	4	13.623	34.147	.000 ^d
	Residual	49.071	123	.399		
	Total	103.562	127			

a. Predictors: (Constant), INTEREST

b. Predictors: (Constant), INTEREST, CONVICTION

c. Predictors: (Constant), INTEREST, CONVICTION, ATTENTION

d. Predictors: (Constant), INTEREST, CONVICTION, ATTENTION, ACTION

e. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.196	.301		.650	.517
	INTEREST	.875	.092	.646	9.509	.000
2	(Constant)	-.127	.296		-.429	.669
	INTEREST	.660	.102	.487	6.441	.000
	CONVICTION	.334	.084	.301	3.982	.000
3	(Constant)	-.498	.323		-1.543	.125
	INTEREST	.547	.109	.404	5.009	.000
	CONVICTION	.308	.082	.278	3.736	.000
	ATTENTION	.260	.100	.191	2.607	.010
4	(Constant)	-.665	.329		-2.021	.045
	INTEREST	.536	.108	.396	4.966	.000
	CONVICTION	.243	.087	.220	2.784	.006
	ATTENTION	.241	.099	.177	2.436	.016
	ACTION	.152	.074	.144	2.038	.044

a. Dependent Variable: NIAT_BELI

Excluded Variables^e

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	ATTENTION	.223 ^a	2.923	.004	.253	.748
	DESIRE	.062 ^a	.685	.495	.061	.562
	CONVICTION	.301 ^a	3.982	.000	.336	.722
	ACTION	.239 ^a	3.480	.001	.297	.899
2	ATTENTION	.191 ^b	2.607	.010	.228	.738
	DESIRE	.009 ^b	.108	.915	.010	.548
	ACTION	.161 ^b	2.234	.027	.197	.774
3	DESIRE	.082 ^c	.927	.356	.083	.500
	ACTION	.144 ^c	2.038	.044	.181	.767
4	DESIRE	.074 ^d	.846	.399	.076	.499

a. Predictors in the Model: (Constant), INTEREST

b. Predictors in the Model: (Constant), INTEREST, CONVICTION

c. Predictors in the Model: (Constant), INTEREST, CONVICTION, ATTENTION

d. Predictors in the Model: (Constant), INTEREST, CONVICTION, ATTENTION, ACTION

e. Dependent Variable: NIAT_BELI

Pengaruh Efektivitas Iklan Terhadap Citra Toko

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	EFEKTIVITAS_IKLAN		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: CITRA_TOKO

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.745 ^a	.555	.552	.50140

a. Predictors: (Constant), EFEKTIVITAS_IKLAN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.514	1	39.514	157.172	.000 ^a
	Residual	31.677	126	.251		
	Total	71.191	127			

a. Predictors: (Constant), EFEKTIVITAS_IKLAN

b. Dependent Variable: CITRA_TOKO

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.334	.265		1.261	.210
	EFEKTIVITAS_IKLAN	1.023	.082	.745	12.537	.000

a. Dependent Variable: CITRA_TOKO

Pengaruh Dimensi-Dimensi Efektifitas Iklan Terhadap Citra Toko

Model	Variables Entered	Variables Removed	Method
1	INTEREST		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	CONVICTION		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	DESIRE		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	ACTION		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: CITRA_TOKO

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.657 ^a	.432	.428	.56646
2	.730 ^b	.533	.526	.51558
3	.762 ^c	.580	.570	.49094
4	.772 ^d	.595	.582	.48396

a. Predictors: (Constant), INTEREST

b. Predictors: (Constant), INTEREST, CONVICTION

c. Predictors: (Constant), INTEREST, CONVICTION, DESIRE

d. Predictors: (Constant), INTEREST, CONVICTION, DESIRE, ACTION

ANOVA^e

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.761	1	30.761	95.867	.000 ^a
	Residual	40.430	126	.321		
	Total	71.191	127			
2	Regression	37.963	2	18.982	71.407	.000 ^b
	Residual	33.228	125	.266		

	Total	71.191	127			
3	Regression	41.305	3	13.768	57.125	.000 ^c
	Residual	29.886	124	.241		
	Total	71.191	127			
4	Regression	42.382	4	10.596	45.238	.000 ^d
	Residual	28.809	123	.234		
	Total	71.191	127			

a. Predictors: (Constant), INTEREST

b. Predictors: (Constant), INTEREST, CONVICTION

c. Predictors: (Constant), INTEREST, CONVICTION, DESIRE

d. Predictors: (Constant), INTEREST, CONVICTION, DESIRE, ACTION

e. Dependent Variable: CITRA_TOKO

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.237	.247		5.014	.000
	INTEREST	.738	.075	.657	9.791	.000
2	(Constant)	.905	.234		3.874	.000
	INTEREST	.516	.081	.460	6.393	.000
	CONVICTION	.344	.066	.374	5.205	.000
3	(Constant)	.641	.233		2.746	.007
	INTEREST	.322	.093	.287	3.475	.001
	CONVICTION	.307	.064	.334	4.821	.000
	DESIRE	.277	.074	.293	3.723	.000
4	(Constant)	.487	.241		2.021	.045
	INTEREST	.309	.092	.275	3.369	.001
	CONVICTION	.254	.067	.276	3.760	.000
	DESIRE	.274	.073	.290	3.743	.000
	ACTION	.122	.057	.140	2.145	.034

a. Dependent Variable: CITRA_TOKO

Excluded Variables^e

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	ATTENTION	-.003 ^a	-.041	.967	-.004	.748
	DESIRE	.352 ^a	4.172	.000	.350	.562
	CONVICTION	.374 ^a	5.205	.000	.422	.722
	ACTION	.249 ^a	3.688	.000	.313	.899
2	ATTENTION	-.047 ^b	-.664	.508	-.060	.738
	DESIRE	.293 ^b	3.723	.000	.317	.548
	ACTION	.144 ^b	2.097	.038	.185	.774
3	ATTENTION	.030 ^c	.426	.671	.038	.673
	ACTION	.140 ^c	2.145	.034	.190	.774
4	ATTENTION	.015 ^d	.211	.833	.019	.665

a. Predictors in the Model: (Constant), INTEREST

b. Predictors in the Model: (Constant), INTEREST, CONVICTION

c. Predictors in the Model: (Constant), INTEREST, CONVICTION, DESIRE

d. Predictors in the Model: (Constant), INTEREST, CONVICTION, DESIRE, ACTION

e. Dependent Variable: CITRA_TOKO



Pengaruh Efektivitas Iklan dan Citra Toko Terhadap Niat Beli Konsumen

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CITRA_TOKO		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	EFEKTIVITAS_IKLAN		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788 ^a	.621	.618	.55816
2	.810 ^b	.656	.650	.53408

a. Predictors: (Constant), CITRA_TOKO

b. Predictors: (Constant), CITRA_TOKO, EFEKTIVITAS_IKLAN

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.307	1	64.307	206.414	.000 ^a
	Residual	39.255	126	.312		
	Total	103.562	127			
2	Regression	67.907	2	33.954	119.037	.000 ^b
	Residual	35.655	125	.285		
	Total	103.562	127			

a. Predictors: (Constant), CITRA_TOKO

b. Predictors: (Constant), CITRA_TOKO, EFEKTIVITAS_IKLAN

c. Dependent Variable: NIAT_BELI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	-.423	.243	-1.737	.085
	CITRA_TOKO	.950	.066	.788	.000
2	(Constant)	-.997	.284	-3.518	.001
	CITRA_TOKO	.699	.095	.580	.000
	EFEKTIVITAS_IKLAN	.463	.130	3.553	.001

a. Dependent Variable: NIAT_BELI

Excluded Variables^b

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics	
					Tolerance	
1	EFEKTIVITAS_IKLAN	.280 ^a	3.553	.001	.303	.445

a. Predictors in the Model: (Constant), CITRA_TOKO

b. Dependent Variable: NIAT_BELI

Pengaruh Dimensi-Dimensi Efektifitas Iklan dan Citra Toko Terhadap Niat Beli Konsumen

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CITRA_TOKO		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	ATTENTION		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788 ^a	.621	.618	.55816
2	.826 ^b	.682	.677	.51338

a. Predictors: (Constant), CITRA_TOKO

b. Predictors: (Constant), CITRA_TOKO, ATTENTION

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.307	1	64.307	206.414	.000 ^a
	Residual	39.255	126	.312		
	Total	103.562	127			
2	Regression	70.617	2	35.309	133.969	.000 ^b
	Residual	32.945	125	.264		
	Total	103.562	127			

a. Predictors: (Constant), CITRA_TOKO

b. Predictors: (Constant), CITRA_TOKO, ATTENTION

c. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.423	.243		-1.737	.085
	CITRA_TOKO	.950	.066	.788	14.367	.000
2	(Constant)	-1.162	.270		-4.302	.000
	CITRA_TOKO	.847	.064	.702	13.158	.000
	ATTENTION	.356	.073	.261	4.893	.000

a. Dependent Variable: NIAT_BELI

Excluded Variables^c

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	ATTENTION	.261 ^a	4.893	.000	.401	.893
	INTEREST	.226 ^a	3.219	.002	.277	.568
	DESIRE	-.059 ^a	-.838	.404	-.075	.600
	CONVICTION	.117 ^a	1.687	.094	.149	.619
	ACTION	.098 ^a	1.615	.109	.143	.813
2	INTEREST	.112 ^b	1.547	.124	.138	.476
	DESIRE	-.037 ^b	-.563	.574	-.051	.597
	CONVICTION	.056 ^b	.853	.395	.076	.594
	ACTION	.059 ^b	1.037	.302	.093	.795

a. Predictors in the Model: (Constant), CITRA_TOKO

b. Predictors in the Model: (Constant), CITRA_TOKO, ATTENTION

c. Dependent Variable: NIAT_BELI



LAMPIRAN VI
REGRESI MODERASI

Uji Beda Pengaruh Efektifitas Iklan Terhadap Niat Beli Antara Derajat Penilaian Yang Berbeda-beda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	EI_SI		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 ^a	.651	.649	.53529

a. Predictors: (Constant), EI_SI

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.459	1	67.459	235.431	.000 ^a
	Residual	36.103	126	.287		
	Total	103.562	127			

a. Predictors: (Constant), EI_SI

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.804	.151		5.330	.000
	EI_SI	.372	.024	.807	15.344	.000

a. Dependent Variable: NIAT_BELI

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	EFEKTIVITAS_IKLAN	-.173 ^a	-1.320	.189	-.117	.161
	CITRA_TOKO	.252 ^a	1.649	.102	.146	.117

a. Predictors in the Model: (Constant), EI_SI

b. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Perhatian (*Attention*) Terhadap Niat Beli Antara Derajat Penilaian Citra Toko Yang Berbeda-beda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Attention_CitraToko		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	ATTENTION		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	CITRA_TOKO		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.902 ^a	.813	.812	.39159
2	.976 ^b	.953	.952	.19763
3	.978 ^c	.957	.956	.18898

a. Predictors: (Constant), Attention_CitraToko

b. Predictors: (Constant), Attention_CitraToko, ATTENTION

c. Predictors: (Constant), Attention_CitraToko, ATTENTION, CITRA_TOKO

ANOVA^d

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.241	1	84.241	549.356	.000 ^a
	Residual	19.321	126	.153		
	Total	103.562	127			
2	Regression	98.680	2	49.340	1.263E3	.000 ^b
	Residual	4.882	125	.039		
	Total	103.562	127			
3	Regression	99.134	3	33.045	925.282	.000 ^c
	Residual	4.428	124	.036		
	Total	103.562	127			

a. Predictors: (Constant), Attention_CitraToko

b. Predictors: (Constant), Attention_CitraToko, ATTENTION

c. Predictors: (Constant), Attention_CitraToko, ATTENTION, CITRA_TOKO

d. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.057	.090		11.764	.000
	Attention_CitraToko	.403	.017	.902	23.438	.000
2	(Constant)	2.620	.093		28.151	.000
	Attention_CitraToko	.622	.014	1.392	43.437	.000
	ATTENTION	-.840	.044	-.616	-19.228	.000
3	(Constant)	2.171	.154		14.076	.000
	Attention_CitraToko	.569	.020	1.274	28.258	.000
	ATTENTION	-.758	.048	-.556	-15.904	.000
	CITRA_TOKO	.124	.035	.103	3.564	.001

a. Dependent Variable: NIAT_BELI

Excluded Variables^c

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	CITRA_TOKO	.325 ^a	7.377	.000	.551	.537
	ATTENTION	-.616 ^a	-19.228	.000	-.864	.367
2	CITRA_TOKO	.103 ^b	3.564	.001	.305	.412

a. Predictors in the Model: (Constant), Attention_CitraToko

b. Predictors in the Model: (Constant), Attention_CitraToko, ATTENTION

c. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Perhatian (*Attention*) Terhadap Niat Beli Berdasarkan Jumlah Ponsel Aktif Yang Berbeda-beda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	ATTENTION		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: NIAT_BELI

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.990	1	24.990	40.074	.000 ^a
	Residual	78.572	126	.624		
	Total	103.562	127			

a. Predictors: (Constant), ATTENTION

b. Dependent Variable: NIAT_BELI

Excluded Variables^b

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
					Tolerance
1 K1	-.096 ^a	-1.234	.220	-.110	1.000
AT_K1	-.115 ^a	-1.244	.216	-.111	.698

a. Predictors in the Model: (Constant), ATTENTION

b. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Perhatian (*Attention*) Terhadap Niat Beli Berdasarkan Jumlah Provider Aktif yang Berbeda-beda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	ATTENTION		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.491 ^a	.241	.235	.790

a. Predictors: (Constant), ATTENTION

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.990	1	24.990	40.074	.000 ^a
	Residual	78.572	126	.624		
	Total	103.562	127			

a. Predictors: (Constant), ATTENTION

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.914	.337		2.710	.008
ATTENTION	.670	.106	.491	6.330	.000

a. Dependent Variable: NIAT_BELI

Excluded Variables^b

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
					Tolerance
1 AT_K2	-.027 ^a	-.325	.746	-.029	.855
K2	-.027 ^a	-.341	.734	-.030	.975

a. Predictors in the Model: (Constant), ATTENTION

b. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Perhatian (*Attention*) Terhadap Niat Beli Berdasarkan Biaya Pembelian Pulsa Per Bulan Yang Berbeda-beda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	ATTENTION		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.491 ^a	.241	.235	.790

a. Predictors: (Constant), ATTENTION

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.990	1	24.990	40.074	.000 ^a
	Residual	78.572	126	.624		
	Total	103.562	127			

a. Predictors: (Constant), ATTENTION

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.914	.337		2.710	.008
	ATTENTION	.670	.106	.491	6.330	.000

a. Dependent Variable: NIAT_BELI

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	K3	.037 ^a	.472	.638	.042	.989
	AT_K3	.038 ^a	.454	.651	.041	.882

a. Predictors in the Model: (Constant), ATTENTION

b. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Perhatian (*Attention*) Terhadap Niat Beli Berdasarkan Lama-Waktu Mengetahui Situs Zalora.co.id

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	ATTENTION		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.491 ^a	.241	.235	.790

a. Predictors: (Constant), ATTENTION

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.990	1	24.990	40.074	.000 ^a
	Residual	78.572	126	.624		
	Total	103.562	127			

a. Predictors: (Constant), ATTENTION

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.914	.337		2.710	.008
	ATTENTION	.670	.106	.491	6.330	.000

a. Dependent Variable: NIAT_BELI

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	K4	.083 ^a	1.065	.289	.095	.992
	AT_K4	.096 ^a	.990	.324	.088	.640

a. Predictors in the Model: (Constant), ATTENTION

b. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Perhatian (*Attention*) Terhadap Niat Beli Konsumen Berdasarkan Frekuensi Belanja di Zalora.co.id Pada Enam Bulan Terakhir

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	AT_K5, ATTENTION, K5 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.560 ^a	.313	.297	.757

a. Predictors: (Constant), AT_K5, ATTENTION, K5

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.464	3	10.821	18.873	.000 ^a
	Residual	71.098	124	.573		
	Total	103.562	127			

a. Predictors: (Constant), AT_K5, ATTENTION, K5

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.285	.739		1.739	.085
	ATTENTION	.393	.239	.288	1.643	.103
	K5	-.115	.320	-.129	-.360	.719
	AT_K5	.225	.204	.449	1.104	.272

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Perhatian (*Attention*) Terhadap Niat Beli Berdasarkan Produk Yang Sering Dibeli

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	AT_K6, ATTENTION, K6 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.541 ^a	.293	.276	.768

a. Predictors: (Constant), AT_K6, ATTENTION, K6

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.352	3	10.117	17.136	.000 ^a
	Residual	73.210	124	.590		
	Total	103.562	127			

a. Predictors: (Constant), AT_K6, ATTENTION, K6

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.239	.744		.321	.749
	ATTENTION	.755	.240	.554	3.154	.002
	K6	.387	.313	.454	1.237	.218
	AT_K6	-.125	.196	-.269	-.637	.525

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Perhatian (*Attention*) Terhadap Niat Beli Berdasarkan Jumlah Rata-rata Nilai Transaksi Tiap Kali Belanja di Zalora.co.id Yang Berbeda-beda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	K7, ATTENTION, AT_K7 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.546 ^a	.298	.281	.766

a. Predictors: (Constant), K7, ATTENTION, AT_K7

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.887	3	10.296	17.567	.000 ^a
	Residual	72.675	124	.586		
	Total	103.562	127			

a. Predictors: (Constant), K7, ATTENTION, AT_K7

b. Dependent Variable: NIAT_BELI

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	30.887	3	10.296	17.567	.000 ^a
Residual	72.675	124	.586		
Total	103.562	127			

a. Predictors: (Constant), K7, ATTENTION, AT_K7

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.486	.655		2.270	.025
ATTENTION	.373	.212	.273	1.760	.081
AT_K7	.216	.150	.601	1.433	.154
K7	-.200	.236	-.324	-.845	.400

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Perhatian (*Attention*) Terhadap Niat Beli Berdasarkan Situs Belanja Online Yang Sering Dikunjungi Yang Berbeda-beda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	AT_K8, ATTENTION, K8 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.497 ^a	.247	.229	.793

a. Predictors: (Constant), AT_K8, ATTENTION, K8

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.570	3	8.523	13.552	.000 ^a
	Residual	77.992	124	.629		
	Total	103.562	127			

a. Predictors: (Constant), AT_K8, ATTENTION, K8

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.697	.979		1.733	.085
	ATTENTION	.409	.302	.300	1.356	.177
	K8	-.212	.247	-.349	-.859	.392
	AT_K8	.141	.153	.415	.926	.356

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Minat (*Interest*) Terhadap Niat Beli Berdasarkan Jumlah Ponsel Aktif Yang Berbeda-beda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	I_K1, INTENTION, K1 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.654 ^a	.428	.414	.691

a. Predictors: (Constant), I_K1, INTENTION, K1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.335	3	14.778	30.941	.000 ^a
	Residual	59.227	124	.478		
	Total	103.562	127			

a. Predictors: (Constant), I_K1, INTENTION, K1

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.686	1.009		.680	.498
	INTENTION	.814	.308	.602	2.642	.009
	K1	-.310	.610	-.169	-.508	.612
	I_K1	.078	.373	.083	.209	.834

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Minat (*Interest*) Terhadap Niat Beli Berdasarkan Jumlah Provider Aktif yang Berbeda-beda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	I_K2, INTENTION, K2 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653 ^a	.426	.412	.692

a. Predictors: (Constant), I_K2, INTENTION, K2

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	44.120	3	14.707	30.679	.000 ^a
Residual	59.442	124	.479		
Total	103.562	127			

a. Predictors: (Constant), I_K2, INTENTION, K2

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.230	.902		-.255	.799
INTENTION	1.066	.274	.787	3.885	.000
K2	.239	.465	.170	.514	.608
I_K2	-.215	.284	-.283	-.756	.451

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Minat (*Interest*) Terhadap Niat Beli Berdasarkan Biaya Pembelian Pulsa Per Bulan Yang Berbeda-beda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	I_K3, INTENTION, K3 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.648 ^a	.420	.406	.696

a. Predictors: (Constant), I_K3, INTENTION, K3

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.464	3	14.488	29.893	.000 ^a
	Residual	60.098	124	.485		
	Total	103.562	127			

a. Predictors: (Constant), I_K3, INTENTION, K3

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.441	.734		.602	.549
	INTENTION	.826	.224	.611	3.693	.000
	K3	-.138	.369	-.116	-.372	.710
	I_K3	.056	.224	.087	.249	.804

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Minat (*Interest*) Terhadap Niat Beli Berdasarkan Lama-Waktu Mengetahui Situs Zalora.co.id

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	I_K4, INTENTION, K4 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667 ^a	.445	.432	.681

a. Predictors: (Constant), I_K4, INTENTION, K4

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.084	3	15.361	33.140	.000 ^a
	Residual	57.478	124	.464		
	Total	103.562	127			

a. Predictors: (Constant), I_K4, INTENTION, K4

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.884	1.027		-.861	.391
	INTENTION	1.059	.305	.782	3.477	.001
	K4	.452	.427	.355	1.059	.292
	I_K4	-.151	.254	-.230	-.593	.554

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Minat (*Interest*) Terhadap Niat Beli Konsumen Berdasarkan Frekuensi Belanja di Zalora.co.id Pada Enam Bulan Terakhir

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	I_K5, INTENTION, K5 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.681 ^a	.463	.450	.669

a. Predictors: (Constant), I_K5, INTENTION, K5

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.989	3	15.996	35.692	.000 ^a
	Residual	55.573	124	.448		
	Total	103.562	127			

a. Predictors: (Constant), I_K5, INTENTION, K5

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.658	.623		-1.056	.293
INTENTION	1.032	.198	.762	5.214	.000
K5	.476	.261	.532	1.823	.071
I_K5	-.187	.161	-.393	-1.160	.248

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Minat (*Interest*) Terhadap Niat Beli Berdasarkan Produk Yang Sering Dibeli

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	I_K6, INTENTION, K6 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.678 ^a	.460	.446	.672

a. Predictors: (Constant), I_K6, INTENTION, K6

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.591	3	15.864	35.145	.000 ^a
	Residual	55.971	124	.451		
	Total	103.562	127			

a. Predictors: (Constant), I_K6, INTENTION, K6

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.499	.670		-.745	.458
INTENTION	.982	.214	.726	4.598	.000
K6	.398	.295	.468	1.351	.179
I_K6	-.145	.184	-.311	-.787	.433

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Minat (*Interest*) Terhadap Niat Beli Berdasarkan Jumlah Rata-rata Nilai Transaksi Tiap Kali Belanja di Zalora.co.id Yang Berbeda-beda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	I_K7, INTENTION, K7 ^a		Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659 ^a	.435	.421	.687

a. Predictors: (Constant), I_K7, INTENTION, K7

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.018	3	15.006	31.784	.000 ^a
	Residual	58.544	124	.472		
	Total	103.562	127			

a. Predictors: (Constant), I_K7, INTENTION, K7

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.379	.579		.654	.514
	INTENTION	.752	.186	.556	4.039	.000
	K7	-.020	.194	-.032	-.102	.919
	I_K7	.063	.120	.188	.523	.602

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Minat (*Interest*) Terhadap Niat Beli Berdasarkan Situs Belanja Online Yang Sering Dikunjungi Yang Berbeda-beda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	I_K8, INTENTION, K8 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649 ^a	.421	.407	.695

a. Predictors: (Constant), I_K8, INTENTION, K8

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.617	3	14.539	30.075	.000 ^a
	Residual	59.945	124	.483		
	Total	103.562	127			

a. Predictors: (Constant), I_K8, INTENTION, K8

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.258	.809		-.319	.750
	INTENTION	1.043	.253	.771	4.128	.000
	K8	.118	.199	.194	.591	.555
	I_K8	-.087	.124	-.267	-.706	.481

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Keyakinan (*Conviction*) Terhadap Niat Beli Berdasarkan Jumlah Ponsel Aktif Yang Berbeda-beda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CONV_K1, CONVICTION, K1 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.580 ^a	.336	.320	.745

a. Predictors: (Constant), CONV_K1, CONVICTION, K1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.823	3	11.608	20.940	.000 ^a
	Residual	68.739	124	.554		
	Total	103.562	127			

a. Predictors: (Constant), CONV_K1, CONVICTION, K1

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.249	.818		.305	.761
	CONVICTION	1.010	.260	.912	3.884	.000
	K1	.582	.510	.317	1.141	.256
	CONV_K1	-.511	.324	-.566	-1.577	.117

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Keyakinan (*Conviction*) Terhadap Niat Beli Berdasarkan Jumlah Provider Aktif yang Berbeda-beda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CONV_K2, CONVICTION, K2 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.574 ^a	.329	.313	.748

a. Predictors: (Constant), CONV_K2, CONVICTION, K2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.092	3	11.364	20.284	.000 ^a
	Residual	69.470	124	.560		
	Total	103.562	127			

a. Predictors: (Constant), CONV_K2, CONVICTION, K2

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.761	.688		1.106	.271
	CONVICTION	.828	.219	.748	3.779	.000
	K2	.213	.369	.151	.577	.565
	CONV_K2	-.242	.235	-.330	-1.029	.306

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Keyakinan (*Conviction*) Terhadap Niat Beli Berdasarkan Biaya Pembelian Pulsa Per Bulan Yang Berbeda-beda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CONV_K3, CONVICTION, K3 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.561 ^a	.314	.298	.757

a. Predictors: (Constant), CONV_K3, CONVICTION, K3

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.556	3	10.852	18.952	.000 ^a
	Residual	71.006	124	.573		
	Total	103.562	127			

a. Predictors: (Constant), CONV_K3, CONVICTION, K3

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.262	.654		1.930	.056
	CONVICTION	.545	.202	.493	2.695	.008
	K3	-.082	.321	-.069	-.256	.798
	CONV_K3	.085	.202	.127	.418	.677

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Keyakinan (*Conviction*) Terhadap Niat Beli Berdasarkan Lama-Waktu Mengetahui Situs Zalora.co.id

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CONV_K4, CONVICTION, K4 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570 ^a	.325	.308	.751

a. Predictors: (Constant), CONV_K4, CONVICTION, K4

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	33.621	3	11.207	19.869	.000 ^a
Residual	69.941	124	.564		
Total	103.562	127			

a. Predictors: (Constant), CONV_K4, CONVICTION, K4

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.446	.942		1.535	.127
CONVICTION	.414	.302	.374	1.369	.173
K4	-.134	.395	-.105	-.340	.734
CONV_K4	.173	.252	.285	.686	.494

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Keyakinan (*Conviction*) Terhadap Niat Beli Konsumen Berdasarkan Frekuensi Belanja di Zalora.co.id Pada Enam Bulan Terakhir

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	K5, CONVICTION, CONV_K5 ^a		Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.597 ^a	.357	.341	.733

a. Predictors: (Constant), K5, CONVICTION, CONV_K5

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.971	3	12.324	22.948	.000 ^a
	Residual	66.591	124	.537		
	Total	103.562	127			

a. Predictors: (Constant), K5, CONVICTION, CONV_K5

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.932	.548			1.700	.092
CONVICTION	.550	.179	.497		3.069	.003
CONV_K5	.026	.164	.055		.158	.875
K5	.153	.260	.171		.588	.557

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Keyakinan (*Conviction*) Terhadap Niat Beli Berdasarkan Produk Yang Sering Dibeli

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CONV_K6, CONVICTION, K6 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.585 ^a	.343	.327	.741

a. Predictors: (Constant), CONV_K6, CONVICTION, K6

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.496	3	11.832	21.555	.000 ^a
	Residual	68.066	124	.549		
	Total	103.562	127			

a. Predictors: (Constant), CONV_K6, CONVICTION, K6

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.826	.554		1.490	.139
CONVICTION	.608	.180	.549	3.375	.001
K6	.210	.257	.247	.819	.414
CONV_K6	-.036	.159	-.083	-.229	.819

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Keyakinan (*Conviction*) Terhadap Niat Beli Berdasarkan Jumlah Rata-rata Nilai Transaksi Tiap Kali Belanja di Zalora.co.id Yang Berbeda-beda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CONV_K7, CONVICTION, K7 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.582 ^a	.339	.323	.743

a. Predictors: (Constant), CONV_K7, CONVICTION, K7

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.075	3	11.692	21.169	.000 ^a
	Residual	68.487	124	.552		
	Total	103.562	127			

a. Predictors: (Constant), CONV_K7, CONVICTION, K7

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	1.228	.480			2.558	.012
CONVICTION	.500	.158	.452		3.156	.002
K7	-.003	.173	-.004		-.016	.988
CONV_K7	.066	.109	.199		.610	.543

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Keyakinan (*Conviction*) Terhadap Niat Beli Berdasarkan Situs Belanja Online Yang Sering Dikunjungi Yang Berbeda-beda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CONV_K8, CONVICTION, K8 ^a		Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.583 ^a	.339	.323	.743

a. Predictors: (Constant), CONV_K8, CONVICTION, K8

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.153	3	11.718	21.240	.000 ^a
	Residual	68.409	124	.552		
	Total	103.562	127			

a. Predictors: (Constant), CONV_K8, CONVICTION, K8

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.275	.689		-.399	.691
CONVICTION	1.094	.224	.988	4.879	.000
K8	.372	.171	.612	2.180	.031
CONV_K8	-.253	.111	-.772	-2.274	.025

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Tindakan (*Action*) Terhadap Niat Beli Berdasarkan Jumlah Ponsel Aktif Yang Berbeda-beda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	ACT_K1, ACTION, K1 ^a		Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.441 ^a	.194	.175	.820

a. Predictors: (Constant), ACT_K1, ACTION, K1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.105	3	6.702	9.958	.000 ^a
	Residual	83.457	124	.673		
	Total	103.562	127			

a. Predictors: (Constant), ACT_K1, ACTION, K1

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.218	.971		.225	.822
ACTION	.903	.293	.860	3.079	.003
K1	.898	.567	.489	1.584	.116
ACT_K1	-.582	.353	-.595	-1.649	.102

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Tindakan (*Action*) Terhadap Niat Beli Berdasarkan Jumlah Provider Aktif yang Berbeda-beda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	ACT_K2, ACTION, K2 ^a		Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.444 ^a	.197	.177	.819

a. Predictors: (Constant), ACT_K2, ACTION, K2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.378	3	6.793	10.125	.000 ^a
	Residual	83.184	124	.671		
	Total	103.562	127			

a. Predictors: (Constant), ACT_K2, ACTION, K2

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.632	.823		.768	.444
ACTION	.820	.253	.781	3.239	.002
K2	.594	.433	.423	1.371	.173
ACT_K2	-.438	.271	-.586	-1.617	.108

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Tindakan (*Action*) Terhadap Niat Beli Berdasarkan Biaya Pembelian Pulsa Per Bulan Yang Berbeda-beda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	ACT_K3, ACTION, K3 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.448 ^a	.200	.181	.817

a. Predictors: (Constant), ACT_K3, ACTION, K3

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.747	3	6.916	10.355	.000 ^a
	Residual	82.815	124	.668		
	Total	103.562	127			

a. Predictors: (Constant), ACT_K3, ACTION, K3

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.602	.669		.900	.370
	ACTION	.806	.209	.767	3.852	.000
	K3	.582	.335	.490	1.738	.085
	ACT_K3	-.396	.208	-.644	-1.901	.060

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Tindakan (*Action*) Terhadap Niat Beli Berdasarkan Lama-Waktu Mengetahui Situs Zalora.co.id

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	ACT_K4, ACTION, K4 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.430 ^a	.185	.165	.825

a. Predictors: (Constant), ACT_K4, ACTION, K4

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.137	3	6.379	9.369	.000 ^a
	Residual	84.425	124	.681		
	Total	103.562	127			

a. Predictors: (Constant), ACT_K4, ACTION, K4

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.622	.969		1.673	.097
	ACTION	.370	.309	.352	1.197	.234
	K4	.033	.398	.026	.082	.935
	ACT_K4	.053	.250	.093	.213	.832

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Tindakan (*Action*) Terhadap Niat Beli Konsumen Berdasarkan Frekuensi Belanja di Zalora.co.id Pada Enam Bulan Terakhir

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	ACT_K5, ACTION, K5 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.482 ^a	.232	.214	.801

a. Predictors: (Constant), ACT_K5, ACTION, K5

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.072	3	8.024	12.517	.000 ^a
	Residual	79.490	124	.641		
	Total	103.562	127			

a. Predictors: (Constant), ACT_K5, ACTION, K5

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.163	.586		1.983	.050
	ACTION	.462	.187	.440	2.466	.015
	K5	.316	.263	.353	1.198	.233
	ACT_K5	-.065	.160	-.145	-.403	.688

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Tindakan (Action) Terhadap Niat Beli Berdasarkan Produk Yang Sering Dibeli

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	ACT_K6, ACTION, K6 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.501 ^a	.251	.233	.791

a. Predictors: (Constant), ACT_K6, ACTION, K6

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	26.014	3	8.671	13.865	.000 ^a
Residual	77.548	124	.625		
Total	103.562	127			

a. Predictors: (Constant), ACT_K6, ACTION, K6

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.598	.570		2.803	.006
ACTION	.298	.188	.284	1.587	.115
K6	.066	.239	.078	.279	.781
ACT_K6	.110	.155	.237	.708	.480

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Tindakan (*Action*) Terhadap Niat Beli Berdasarkan Jumlah Rata-rata Nilai Transaksi Tiap Kali Belanja di Zalora.co.id Yang Berbeda-beda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	ACT_K7, ACTION, K7 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.478 ^a	.228	.210	.803

a. Predictors: (Constant), ACT_K7, ACTION, K7

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.662	3	7.887	12.241	.000 ^a
	Residual	79.900	124	.644		
	Total	103.562	127			

a. Predictors: (Constant), ACT_K7, ACTION, K7

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.187	.494		2.405	.018
	ACTION	.487	.162	.464	.003
	K7	.221	.170	.359	.196
	ACT_K7	-.055	.109	-.160	.616

a. Dependent Variable: NIAT_BELI

Uji Beda Pengaruh Dimensi Tindakan (*Action*) Terhadap Niat Beli Berdasarkan Situs Belanja Online Yang Sering Dikunjungi Yang Berbeda-beda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	K8, ACTION, ACT_K8 ^a		Enter

a. All requested variables entered.

b. Dependent Variable: NIAT_BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.458 ^a	.209	.190	.813

a. Predictors: (Constant), K8, ACTION, ACT_K8

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.689	3	7.230	10.949	.000 ^a
	Residual	81.873	124	.660		
	Total	103.562	127			

a. Predictors: (Constant), K8, ACTION, ACT_K8

b. Dependent Variable: NIAT_BELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.050	.769		.065	.948
	ACTION	.885	.230	.842	3.853	.000
	ACT_K8	-.226	.113	-.658	-1.991	.049
	K8	.409	.185	.673	2.213	.029

a. Dependent Variable: NIAT_BELI



LAMPIRAN VII
INDEPENDENT SAMPLE T-TEST
DAN
ONE WAY ANOVA

Uji Beda Variabel Efektifitas Iklan, Citra Toko, dan Niat Beli Ditinjau Dari Perbedaan Jumlah Ponsel Aktif

Group Statistics

	K1	N	Mean	Std. Deviation	Std. Error Mean
ATTENTION	1	51	3.12	.702	.098
	2	77	3.12	.639	.073
INTENTION	1	51	3.20	.689	.097
	2	77	3.21	.657	.075
CONVICTION	1	51	3.02	.898	.126
	2	77	3.05	.762	.087
ACTION	1	51	3.25	.858	.120
	2	77	2.86	.830	.095
CITRA_TOKO	1	51	3.66	.806	.113
	2	77	3.56	.711	.081
NIAT_BELI	1	51	3.11	.921	.129
	2	77	2.93	.890	.101
DESIRE	1	51	3.67	.727	.102
	2	77	3.56	.833	.095

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ATTENTION	Equal variances assumed	.425	.516	.006	126	.995	.001	.120	-.237	.238
	Equal variances not assumed			.006	100.155	.995	.001	.122	-.242	.243
INTENTION	Equal variances assumed	.014	.905	-.083	126	.934	-.010	.121	-.249	.229
	Equal variances not assumed			-.082	103.550	.935	-.010	.122	-.252	.232
CONVICTION	Equal variances assumed	.953	.331	-.189	126	.850	-.028	.148	-.321	.265
	Equal variances not assumed			-.183	94.898	.855	-.028	.153	-.331	.275
ACTION	Equal variances assumed	.004	.950	2.591	126	.011	.393	.152	.093	.694
	Equal variances not assumed			2.574	104.692	.011	.393	.153	.090	.697
CITRA_TOKO	Equal variances assumed	.907	.343	.715	126	.476	.097	.135	-.171	.365
	Equal variances not assumed			.697	97.751	.487	.097	.139	-.179	.373
NIAT_BELI	Equal variances assumed	.050	.824	1.080	126	.282	.176	.163	-.146	.498
	Equal variances not assumed			1.073	104.649	.286	.176	.164	-.149	.501
DESIRE	Equal variances assumed	1.398	.239	.756	126	.451	.108	.143	-.175	.392
	Equal variances not assumed			.777	116.702	.439	.108	.139	-.168	.384

Uji Beda Variabel Efektifitas Iklan, Citra Toko, dan Niat Beli Ditinjau Dari Perbedaan Jumlah Kartu Seluler Yang Digunakan

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
ATTENTION	1	44	3.29	.629	.095	3.10	3.48	2	5
	2	69	3.02	.689	.083	2.86	3.19	2	5
	3	15	3.04	.562	.145	2.73	3.36	2	4
	Total	128	3.12	.662	.059	3.00	3.23	2	5
INTENTION	1	44	3.24	.646	.097	3.05	3.44	2	4
	2	69	3.20	.674	.081	3.03	3.36	2	4
	3	15	3.15	.737	.190	2.74	3.56	2	4
	Total	128	3.21	.667	.059	3.09	3.32	2	4
CONVICTION	1	44	3.02	.898	.135	2.74	3.29	1	4
	2	69	3.06	.745	.090	2.88	3.24	2	4
	3	15	3.00	.926	.239	2.49	3.51	2	5
	Total	128	3.04	.816	.072	2.89	3.18	1	5
ACTION	1	44	3.19	.858	.129	2.93	3.45	1	4
	2	69	2.91	.859	.103	2.71	3.12	1	5
	3	15	3.00	.845	.218	2.53	3.47	2	5
	Total	128	3.02	.860	.076	2.87	3.17	1	5
CITRA_TOKO	1	44	3.60	.806	.121	3.35	3.84	1	5
	2	69	3.64	.712	.086	3.47	3.82	2	5
	3	15	3.43	.770	.199	3.01	3.86	2	5
	Total	128	3.60	.749	.066	3.47	3.73	1	5
NIAT_BELI	1	44	3.06	.902	.136	2.79	3.34	1	4
	2	69	3.04	.888	.107	2.82	3.25	1	5
	3	15	2.67	.962	.248	2.13	3.20	1	5
	Total	128	3.00	.903	.080	2.84	3.16	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
ATTENTION	Between Groups	1.959	2	.979	2.278	.107
	Within Groups	53.728	125	.430		
	Total	55.687	127			
INTENTION	Between Groups	.119	2	.059	.132	.877
	Within Groups	56.395	125	.451		
	Total	56.514	127			
CONVICTION	Between Groups	.072	2	.036	.053	.948
	Within Groups	84.425	125	.675		
	Total	84.497	127			
ACTION	Between Groups	2.057	2	1.029	1.401	.250
	Within Groups	91.789	125	.734		
	Total	93.846	127			
CITRA_TOKO	Between Groups	.555	2	.277	.491	.613
	Within Groups	70.636	125	.565		
	Total	71.191	127			
NIAT_BELI	Between Groups	1.929	2	.964	1.186	.309
	Within Groups	101.633	125	.813		
	Total	103.562	127			

Uji Beda Variabel Efektifitas Iklan, Citra Toko, dan Niat Beli Ditinjau Dari Perbedaan Jumlah Nominal Pembelian Pulsa Per Bulan

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
ATTENTION	1	45	3.30	.690	.103	3.09	3.50	2	5
	2	53	2.94	.680	.093	2.75	3.12	2	4
	3	30	3.17	.509	.093	2.98	3.36	2	4
	Total	128	3.12	.662	.059	3.00	3.23	2	5
INTENTION	1	45	3.18	.759	.113	2.95	3.41	2	4
	2	53	3.21	.554	.076	3.05	3.36	2	4
	3	30	3.25	.722	.132	2.98	3.52	2	4
	Total	128	3.21	.667	.059	3.09	3.32	2	4
CONVICTION	1	45	3.16	.909	.136	2.88	3.43	1	5
	2	53	2.97	.698	.096	2.78	3.17	2	4
	3	30	2.97	.868	.158	2.64	3.29	2	4
	Total	128	3.04	.816	.072	2.89	3.18	1	5
ACTION	1	45	3.04	.950	.142	2.76	3.33	1	4
	2	53	2.94	.748	.103	2.73	3.14	2	4
	3	30	3.12	.916	.167	2.78	3.46	2	5
	Total	128	3.02	.860	.076	2.87	3.17	1	5
CITRA_TOKO	1	45	3.57	.802	.120	3.33	3.81	1	5
	2	53	3.63	.680	.093	3.44	3.81	2	5
	3	30	3.62	.803	.147	3.32	3.92	2	5
	Total	128	3.60	.749	.066	3.47	3.73	1	5
NIAT_BELI	1	45	3.05	.880	.131	2.79	3.31	1	4
	2	53	2.94	.893	.123	2.70	3.19	1	5
	3	30	3.03	.978	.178	2.67	3.40	1	4
	Total	128	3.00	.903	.080	2.84	3.16	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
ATTENTION	Between Groups	3.236	2	1.618	3.856	.024
	Within Groups	52.451	125	.420		
	Total	55.687	127			
INTENTION	Between Groups	.094	2	.047	.104	.901
	Within Groups	56.420	125	.451		
	Total	56.514	127			
CONVICTION	Between Groups	.986	2	.493	.738	.480
	Within Groups	83.511	125	.668		
	Total	84.497	127			
ACTION	Between Groups	.704	2	.352	.472	.625
	Within Groups	93.142	125	.745		
	Total	93.846	127			
CITRA_TOKO	Between Groups	.096	2	.048	.085	.919
	Within Groups	71.094	125	.569		
	Total	71.191	127			
NIAT_BELI	Between Groups	.315	2	.158	.191	.827
	Within Groups	103.247	125	.826		
	Total	103.562	127			

Uji Beda Variabel Efektifitas Iklan, Citra Toko, dan Niat Beli Ditinjau Dari Perbedaan Lama-Waktu Mengetahui Situs Zalora.co.id

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
ATTENTION	1	18	2.96	.722	.170	2.60	3.32	2	4
	2	51	3.12	.705	.099	2.93	3.32	2	5
	3	59	3.16	.608	.079	3.00	3.32	2	4
	Total	128	3.12	.662	.059	3.00	3.23	2	5
INTENTION	1	18	3.39	.698	.164	3.04	3.74	2	4
	2	51	3.14	.673	.094	2.95	3.33	2	4
	3	59	3.21	.653	.085	3.04	3.38	2	4
	Total	128	3.21	.667	.059	3.09	3.32	2	4
CONVICTION	1	18	3.02	.718	.169	2.66	3.38	2	4
	2	51	2.99	.899	.126	2.73	3.24	1	4
	3	59	3.08	.777	.101	2.88	3.29	2	5
	Total	128	3.04	.816	.072	2.89	3.18	1	5
ACTION	1	18	3.06	.802	.189	2.66	3.45	2	4
	2	51	2.86	.838	.117	2.63	3.10	1	5
	3	59	3.14	.887	.115	2.91	3.37	1	5
	Total	128	3.02	.860	.076	2.87	3.17	1	5
CITRA_TOKO	1	18	3.58	.630	.149	3.27	3.90	2	5
	2	51	3.44	.727	.102	3.24	3.65	1	5
	3	59	3.75	.781	.102	3.55	3.95	2	5
	Total	128	3.60	.749	.066	3.47	3.73	1	5
NIAT_BELI	1	18	2.93	.844	.199	2.51	3.35	1	4
	2	51	2.85	.849	.119	2.61	3.09	1	4
	3	59	3.15	.955	.124	2.90	3.40	1	5
	Total	128	3.00	.903	.080	2.84	3.16	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
ATTENTION	Between Groups	.530	2	.265	.600	.550
	Within Groups	55.157	125	.441		
	Total	55.687	127			
INTENTION	Between Groups	.810	2	.405	.909	.406
	Within Groups	55.704	125	.446		
	Total	56.514	127			
CONVICTION	Between Groups	.268	2	.134	.199	.820
	Within Groups	84.228	125	.674		
	Total	84.497	127			
ACTION	Between Groups	2.151	2	1.075	1.466	.235
	Within Groups	91.696	125	.734		
	Total	93.846	127			
CITRA_TOKO	Between Groups	2.617	2	1.309	2.386	.096
	Within Groups	68.574	125	.549		
	Total	71.191	127			
NIAT_BELI	Between Groups	2.562	2	1.281	1.585	.209
	Within Groups	101.000	125	.808		
	Total	103.562	127			

Uji Beda Variabel Efektifitas Iklan, Citra Toko, dan Niat Beli Ditinjau Dari Perbedaan Frekuensi Belanja Selama 6 Bulan Terakhir

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
ATTENTION	1	44	2.95	.637	.096	2.76	3.15	2	4
	2	49	3.14	.646	.157	2.81	3.47	2	4
	3	18	3.20	.818	.193	2.80	3.61	2	5
	4	17	3.22	.618	.088	3.05	3.40	2	5
	Total	128	3.12	.662	.059	3.00	3.23	2	5
INTENTION	1	44	2.97	.661	.100	2.77	3.17	2	4
	2	49	3.26	.803	.195	2.85	3.68	2	4
	3	18	3.35	.748	.176	2.98	3.72	2	4
	4	17	3.35	.542	.077	3.19	3.50	2	4
	Total	128	3.21	.667	.059	3.09	3.32	2	4
CONVICTION	1	44	2.80	.861	.130	2.54	3.06	1	4
	2	49	3.14	.767	.110	2.92	3.36	2	4
	3	18	3.17	.850	.200	2.74	3.59	2	5
	4	17	3.22	.726	.176	2.84	3.59	2	4
	Total	128	3.04	.816	.072	2.89	3.18	1	5
ACTION	1	44	2.86	.858	.129	2.60	3.12	1	5
	2	49	2.96	.892	.210	2.52	3.41	2	4
	3	18	3.03	.822	.117	2.79	3.26	2	4
	4	17	3.45	.866	.210	3.01	3.90	1	5
	Total	128	3.02	.860	.076	2.87	3.17	1	5
CITRA_TOKO	1	44	3.34	.770	.116	3.11	3.58	1	5
	2	49	3.61	.734	.173	3.25	3.98	2	5
	3	18	3.76	.676	.097	3.56	3.95	2	5
	4	17	3.84	.770	.187	3.44	4.23	2	5
	Total	128	3.60	.749	.066	3.47	3.73	1	5
NIAT_BELI	1	44	2.58	.810	.122	2.33	2.83	1	4
	2	49	3.10	1.112	.262	2.54	3.65	1	5
	3	18	3.19	.786	.112	2.96	3.41	1	4
	4	17	3.46	.844	.205	3.02	3.89	2	5
	Total	128	3.00	.903	.080	2.84	3.16	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
ATTENTION	Between Groups	1.870	3	.623	1.436	.236
	Within Groups	53.817	124	.434		
	Total	55.687	127			
INTENTION	Between Groups	3.808	3	1.269	2.987	.034
	Within Groups	52.705	124	.425		
	Total	56.514	127			
CONVICTION	Between Groups	3.735	3	1.245	1.911	.131
	Within Groups	80.762	124	.651		
	Total	84.497	127			
ACTION	Between Groups	4.294	3	1.431	1.982	.120
	Within Groups	89.552	124	.722		
	Total	93.846	127			
CITRA_TOKO	Between Groups	5.098	3	1.699	3.188	.026
	Within Groups	66.093	124	.533		
	Total	71.191	127			
NIAT_BELI	Between Groups	13.227	3	4.409	6.052	.001
	Within Groups	90.335	124	.729		
	Total	103.562	127			

Uji Beda Variabel Efektifitas Iklan, Citra Toko, dan Niat Beli Ditinjau Dari Perbedaan Produk Yang Sering Dibeli

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
ATTENTION	1	45	2.96	.630	.094	2.77	3.14	2	4
	2	36	3.19	.659	.110	2.97	3.42	2	5
	3	29	3.16	.682	.127	2.90	3.42	2	4
	4	18	3.30	.685	.161	2.96	3.64	2	5
	Total	128	3.12	.662	.059	3.00	3.23	2	5
INTENTION	1	45	2.98	.655	.098	2.78	3.17	2	4
	2	36	3.38	.590	.098	3.18	3.58	2	4
	3	29	3.33	.785	.146	3.03	3.63	2	4
	4	18	3.24	.503	.119	2.99	3.49	2	4
	Total	128	3.21	.667	.059	3.09	3.32	2	4
CONVICTION	1	45	2.81	.851	.127	2.55	3.06	1	4
	2	36	3.07	.809	.135	2.80	3.35	2	5
	3	29	3.11	.763	.142	2.82	3.41	2	4
	4	18	3.41	.701	.165	3.06	3.76	2	4
	Total	128	3.04	.816	.072	2.89	3.18	1	5
ACTION	1	45	2.84	.866	.129	2.58	3.10	1	5
	2	36	3.22	.722	.120	2.98	3.47	2	4
	3	29	3.02	1.004	.186	2.64	3.40	1	5
	4	18	3.06	.818	.193	2.65	3.46	2	4
	Total	128	3.02	.860	.076	2.87	3.17	1	5
CITRA_TOKO	1	45	3.35	.764	.114	3.12	3.58	1	5
	2	36	3.68	.683	.114	3.45	3.91	2	5
	3	29	3.78	.786	.146	3.48	4.07	2	5
	4	18	3.81	.651	.153	3.48	4.13	3	5
	Total	128	3.60	.749	.066	3.47	3.73	1	5
NIAT_BELI	1	45	2.59	.803	.120	2.35	2.83	1	4
	2	36	3.19	.854	.142	2.91	3.48	1	4
	3	29	3.18	.926	.172	2.83	3.53	1	4
	4	18	3.36	.888	.209	2.92	3.80	2	5
	Total	128	3.00	.903	.080	2.84	3.16	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
ATTENTION	Between Groups	2.023	3	.674	1.558	.203
	Within Groups	53.663	124	.433		
	Total	55.687	127			
INTENTION	Between Groups	3.903	3	1.301	3.067	.031
	Within Groups	52.611	124	.424		
	Total	56.514	127			
CONVICTION	Between Groups	5.067	3	1.689	2.637	.053
	Within Groups	79.429	124	.641		
	Total	84.497	127			
ACTION	Between Groups	3.001	3	1.000	1.365	.256
	Within Groups	90.845	124	.733		
	Total	93.846	127			
CITRA_TOKO	Between Groups	4.702	3	1.567	2.923	.037
	Within Groups	66.489	124	.536		
	Total	71.191	127			
NIAT_BELI	Between Groups	12.264	3	4.088	5.552	.001
	Within Groups	91.298	124	.736		
	Total	103.562	127			

Uji Beda Variabel Efektifitas Iklan, Citra Toko, dan Niat Beli Ditinjau Dari Perbedaan Rata-rata Nilai Transaksi Tiap Melakukan Pembelian

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
ATTENTION	1	48	2.99	.652	.094	2.80	3.18	2	4
	2	22	3.12	.639	.136	2.84	3.40	2	4
	3	18	3.39	.802	.189	2.99	3.79	2	5
	4	24	3.18	.606	.124	2.92	3.44	2	4
	5	16	3.10	.605	.151	2.78	3.43	2	4
	Total	128	3.12	.662	.059	3.00	3.23	2	5
INTEREST	1	48	2.99	.644	.093	2.80	3.18	2	4
	2	22	3.14	.571	.122	2.88	3.39	2	4
	3	18	3.60	.508	.120	3.34	3.85	2	4
	4	24	3.41	.654	.134	3.13	3.68	2	4
	5	16	3.22	.811	.203	2.79	3.65	2	4
	Total	128	3.21	.667	.059	3.09	3.32	2	4
CONVICTION	1	48	2.83	.842	.122	2.59	3.08	1	4
	2	22	3.02	.745	.159	2.68	3.35	2	4
	3	18	3.22	.714	.168	2.87	3.58	2	4
	4	24	3.18	.845	.173	2.82	3.54	2	4
	5	16	3.25	.839	.210	2.80	3.70	2	5
	Total	128	3.04	.816	.072	2.89	3.18	1	5
ACTION	1	48	2.86	.891	.129	2.60	3.12	1	5
	2	22	3.08	.783	.167	2.73	3.42	2	5
	3	18	3.31	.641	.151	3.00	3.63	2	4
	4	24	3.00	.963	.197	2.59	3.41	1	4
	5	16	3.10	.909	.227	2.62	3.59	2	4
	Total	128	3.02	.860	.076	2.87	3.17	1	5
CITRA_TOKO	1	48	3.36	.745	.108	3.15	3.58	1	5
	2	22	3.70	.635	.135	3.42	3.99	3	5
	3	18	3.78	.612	.144	3.47	4.08	2	5
	4	24	3.71	.758	.155	3.39	4.03	2	5
	5	16	3.83	.912	.228	3.34	4.31	2	5
	Total	128	3.60	.749	.066	3.47	3.73	1	5

NIAT_BELI	1	48	2.62	.806	.116	2.39	2.86	1	4
	2	22	3.12	.739	.158	2.80	3.45	2	4
	3	18	3.36	.787	.185	2.97	3.75	1	4
	4	24	3.28	.922	.188	2.89	3.67	2	5
	5	16	3.14	1.151	.288	2.53	3.75	1	5
	Total	128	3.00	.903	.080	2.84	3.16	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
ATTENTION	Between Groups	2.253	4	.563	1.297	.275
	Within Groups	53.434	123	.434		
	Total	55.687	127			
INTEREST	Between Groups	6.075	4	1.519	3.703	.007
	Within Groups	50.439	123	.410		
	Total	56.514	127			
CONVICTION	Between Groups	3.840	4	.960	1.464	.217
	Within Groups	80.657	123	.656		
	Total	84.497	127			
ACTION	Between Groups	2.967	4	.742	1.004	.408
	Within Groups	90.879	123	.739		
	Total	93.846	127			
CITRA_TOKO	Between Groups	4.582	4	1.146	2.115	.083
	Within Groups	66.609	123	.542		
	Total	71.191	127			
NIAT_BELI	Between Groups	11.655	4	2.914	3.900	.005
	Within Groups	91.907	123	.747		
	Total	103.562	127			

Uji Beda Variabel Efektifitas Iklan, Citra Toko, dan Niat Beli Ditinjau Dari Perbedaan Situs Belanja *Online* Yang Sering Dikunjungi

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
ATTENTION	1	16	3.23	.605	.151	2.91	3.55	2	4
	2	18	3.19	.649	.153	2.86	3.51	2	5
	3	14	2.90	.831	.222	2.42	3.38	2	5
	4	19	3.12	.705	.162	2.78	3.46	2	4
	5	61	3.11	.635	.081	2.95	3.28	2	4
	Total	128	3.12	.662	.059	3.00	3.23	2	5
INTEREST	1	16	3.06	.750	.188	2.66	3.46	2	4
	2	18	3.26	.503	.119	3.01	3.51	2	4
	3	14	3.04	.603	.161	2.69	3.38	2	4
	4	19	3.45	.700	.161	3.11	3.78	2	4
	5	61	3.19	.687	.088	3.02	3.37	2	4
	Total	128	3.21	.667	.059	3.09	3.32	2	4
CONVICTION	1	16	2.98	.802	.201	2.55	3.41	2	4
	2	18	2.89	.784	.185	2.50	3.28	2	4
	3	14	3.21	.930	.249	2.68	3.75	2	4
	4	19	3.32	.680	.156	2.99	3.64	2	4
	5	61	2.97	.838	.107	2.75	3.18	1	5
	Total	128	3.04	.816	.072	2.89	3.18	1	5
ACTION	1	16	3.42	.873	.218	2.95	3.88	2	5
	2	18	3.07	.813	.192	2.67	3.48	2	4
	3	14	3.10	.800	.214	2.63	3.56	2	4
	4	19	3.14	.877	.201	2.72	3.56	2	4
	5	61	2.84	.858	.110	2.62	3.06	1	5
	Total	128	3.02	.860	.076	2.87	3.17	1	5
CITRA_TOKO	1	16	3.67	1.007	.252	3.14	4.21	2	5
	2	18	3.56	.656	.155	3.23	3.88	2	5
	3	14	3.61	.712	.190	3.20	4.02	2	5
	4	19	3.74	.705	.162	3.40	4.08	2	5
	5	61	3.56	.737	.094	3.37	3.75	1	5
	Total	128	3.60	.749	.066	3.47	3.73	1	5

NIAT_BELI	1	16	3.14	1.072	.268	2.57	3.71	1	4
	2	18	2.83	.951	.224	2.36	3.31	1	5
	3	14	2.75	.935	.250	2.21	3.29	1	4
	4	19	3.38	.879	.202	2.96	3.81	1	4
	5	61	2.95	.827	.106	2.74	3.17	1	5
	Total	128	3.00	.903	.080	2.84	3.16	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
ATTENTION	Between Groups	.917	4	.229	.515	.725
	Within Groups	54.770	123	.445		
	Total	55.687	127			
INTEREST	Between Groups	1.913	4	.478	1.078	.371
	Within Groups	54.600	123	.444		
	Total	56.514	127			
CONVICTION	Between Groups	2.662	4	.666	1.000	.410
	Within Groups	81.834	123	.665		
	Total	84.497	127			
ACTION	Between Groups	4.867	4	1.217	1.682	.158
	Within Groups	88.979	123	.723		
	Total	93.846	127			
CITRA_TOKO	Between Groups	.584	4	.146	.254	.907
	Within Groups	70.607	123	.574		
	Total	71.191	127			
NIAT_BELI	Between Groups	4.581	4	1.145	1.423	.230
	Within Groups	98.981	123	.805		
	Total	103.562	127			



LAMPIRAN VIII

TABEL r

Tabel r Product Moment

Pada Sig.0,05 (Two Tail)

N	r	N	r	N	r	N	r	N	R	N	r
1	0.997	41	0.301	81	0.216	121	0.177	161	0.154	201	0.138
2	0.95	42	0.297	82	0.215	122	0.176	162	0.153	202	0.137
3	0.878	43	0.294	83	0.213	123	0.176	163	0.153	203	0.137
4	0.811	44	0.291	84	0.212	124	0.175	164	0.152	204	0.137
5	0.754	45	0.288	85	0.211	125	0.174	165	0.152	205	0.136
6	0.707	46	0.285	86	0.21	126	0.174	166	0.151	206	0.136
7	0.666	47	0.282	87	0.208	127	0.173	167	0.151	207	0.136
8	0.632	48	0.279	88	0.207	128	0.172	168	0.151	208	0.135
9	0.602	49	0.276	89	0.206	129	0.172	169	0.15	209	0.135
10	0.576	50	0.273	90	0.205	130	0.171	170	0.15	210	0.135
11	0.553	51	0.271	91	0.204	131	0.17	171	0.149	211	0.134
12	0.532	52	0.268	92	0.203	132	0.17	172	0.149	212	0.134
13	0.514	53	0.266	93	0.202	133	0.169	173	0.148	213	0.134
14	0.497	54	0.263	94	0.201	134	0.168	174	0.148	214	0.134
15	0.482	55	0.261	95	0.2	135	0.168	175	0.148	215	0.133
16	0.468	56	0.259	96	0.199	136	0.167	176	0.147	216	0.133
17	0.456	57	0.256	97	0.198	137	0.167	177	0.147	217	0.133
18	0.444	58	0.254	98	0.197	138	0.166	178	0.146	218	0.132
19	0.433	59	0.252	99	0.196	139	0.165	179	0.146	219	0.132
20	0.423	60	0.25	100	0.195	140	0.165	180	0.146	220	0.132
21	0.413	61	0.248	101	0.194	141	0.164	181	0.145	221	0.131
22	0.404	62	0.246	102	0.193	142	0.164	182	0.145	222	0.131
23	0.396	63	0.244	103	0.192	143	0.163	183	0.144	223	0.131
24	0.388	64	0.242	104	0.191	144	0.163	184	0.144	224	0.131
25	0.381	65	0.24	105	0.19	145	0.162	185	0.144	225	0.13
26	0.374	66	0.239	106	0.189	146	0.161	186	0.143	226	0.13
27	0.367	67	0.237	107	0.188	147	0.161	187	0.143	227	0.13
28	0.361	68	0.235	108	0.187	148	0.16	188	0.142	228	0.129
29	0.355	69	0.234	109	0.187	149	0.16	189	0.142	229	0.129
30	0.349	70	0.232	110	0.186	150	0.159	190	0.142	230	0.129
31	0.344	71	0.23	111	0.185	151	0.159	191	0.141	231	0.129
32	0.339	72	0.229	112	0.184	152	0.158	192	0.141	232	0.128
33	0.334	73	0.227	113	0.183	153	0.158	193	0.141	233	0.128
34	0.329	74	0.226	114	0.182	154	0.157	194	0.14	234	0.128
35	0.325	75	0.224	115	0.182	155	0.157	195	0.14	235	0.127
36	0.32	76	0.223	116	0.181	156	0.156	196	0.139	236	0.127
37	0.316	77	0.221	117	0.18	157	0.156	197	0.139	237	0.127
38	0.312	78	0.22	118	0.179	158	0.155	198	0.139	238	0.127
39	0.308	79	0.219	119	0.179	159	0.155	199	0.138	239	0.126
40	0.304	80	0.217	120	0.178	160	0.154	200	0.138	240	0.126