

LAMPIRAN 1

KUESIONER

Assalamualaikum Wr. Wb

Yth. Bpk/Ibu/Sdr/Sdr.

Saya Anggara Tegar, mahasiswa Program Studi Manajemen, Fakultas Ekonomi Universitas Islam Indonesia sedang melakukan penelitian mengenai “Pengaruh Iklan Di Internet Dan E-WOM Terhadap Persepsi Dan Niat Beli Konsumen Situs E-Commerce B2C”. Dalam rangka untuk melengkapi data yang dibutuhkan dalam penelitian tersebut, berikut saya lampirkan kuesioner sebagai bahan untuk melengkapi data yang dibutuhkan. Adapun hasil dari kuesioner ini akan digunakan sebagai bahan penyusunan tugas akhir. Saya mengucapkan terimakasih yang sebesar-besarnya atas kesediaan saudara/i yang telah meluangkan waktu untuk mengisi kuesioner ini.

Keterangan

EWOM merupakan pernyataan/komentar positif atau negatif yang dibuat oleh mantan/aktual pembeli mengenai suatu produk via internet. Sedangkan situs *e-commerce* B2C merupakan platform terjadinya kegiatan jual-beli barang atau jasa melalui internet yang dilakukan oleh perusahaan/produsen/penjual kepada konsumen *end-user*.

Cara Pengisian

Cara pengisiannya cukup dengan memilih salah satu pilihan yang tersedia pada kuesioner sesuai dengan pendapat Bpk/Ibu/Sdr/Sdri.

Berikut keterangan pilihan jawaban pada kuesioner :

SS : Sangat Setuju

S : Setuju

AS : Agak Setuju

ATS : Agak Tidak Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

Apakah anda pernah berbelanja di situs *e-commerce* B2C (seperti ; Zalora, Matahari Mall, PHD Indonesia, dsb)?

(Ya / Tidak)

Variabel: *Internet Advertising* (IA)

No.	Pernyataan	SS	S	AS	ATS	TS	STS
1.	Iklan online memberikan informasi yang lebih kepada saya mengenai produk dan jasa pada situs <i>e-commerce</i> B2C.						
2.	Iklan online meningkatkan pemahaman saya mengenai produk dan jasa yang ditawarkan pada situs <i>e-commerce</i> B2C.						
3.	Iklan online menyediakan jawaban terhadap ketidakpastian mengenai produk dan jasa yang ditawarkan pada situs <i>e-commerce</i> B2C.						

4.	Iklan online dari penjual online merupakan sumber informasi professional terhadap produk dan jasa yang ditawarkan pada situs <i>e-commerce</i> B2C.						
5.	Iklan online dari penjual online merupakan sumber informasi yang terpercaya terhadap produk dan jasa situs <i>e-commerce</i> B2C.						

Variabel: *Electronic Word-of-Mouth* (eWOM)

No.	Pernyataan	SS	S	AS	ATS	TS	STS
1.	Saya membaca komentar review online dari konsumen lain untuk mengetahui detail suatu produk atau jasa yang ditawarkan pada situs <i>e-commerce</i> B2C.						
2.	Saya berkonsultasi dengan konsumen lain mengenai pilihan produk saya untuk mengetahui lebih detail dari satu produk atau jasa yang ditawarkan pada situs <i>e-commerce</i> B2C.						
3.	Saya berdiskusi dengan konsumen lain untuk mengetahui lebih detail dari suatu produk atau jasa yang						

	ditawarkan pada situs <i>e-commerce</i> B2C.						
4.	Saya berpartisipasi pada diskusi online mengenai produk dan jasa yang ditawarkan pada situs <i>e-commerce</i> B2C.						
5.	Saya mengumpulkan informasi dari konsumen lain sebelum memutuskan untuk membeli suatu produk atau jasa pada situs <i>e-commerce</i> B2C.						

Variabel: *Perceived Value* (PV)

No.	Pernyataan	SS	S	AS	ATS	TS	STS
1.	Situs <i>e-commerce</i> B2C memberikan penawaran yang memiliki <i>value for money</i> .						
2.	Situs <i>e-commerce</i> B2C menawarkan pilihan produk dan jasa yang beragam.						
3.	Situs <i>e-commerce</i> B2C menawarkan kemudahan dalam berbelanja.						

Variabel: *Perceived Risk* (PR)

No.	Pernyataan	SS	S	AS	ATS	TS	STS
1.	Situs <i>e-commerce</i> B2C melindungi keamanan online saya.						
2.	Situs <i>e-commerce</i> B2C melindungi informasi pribadi saya.						
3.	Situs <i>e-commerce</i> B2C melindungi privasi saya.						
4.	Situs <i>e-commerce</i> B2C melindungi transaksi pembelian saya.						
5.	Situs <i>e-commerce</i> B2C melindungi pengantaran produk yang saya beli.						

Variabel: Niat Berbelanja Pada Situs *E-Commerce*

No.	Pernyataan	SS	S	AS	ATS	TS	STS
1.	Saya berniat untuk melakukan pembelian pada situs <i>e-commerce</i> B2C di waktu yang akan datang.						
2.	Saya berniat untuk sering berbelanja di situs <i>e-commerce</i> B2C.						
3.	Saya berniat untuk terus menggunakan situs <i>e-commerce</i> B2C.						
4.	Saya berniat untuk merekomendasikan situs <i>e-commerce</i> B2C pada orang lain.						

LAMPIRAN 3

HASIL UJI VALIDITAS DAN RELIABILITAS PILOT TEST (SPSS)

Tabel Hasil Uji Validitas Dan Reliabilitas Kuesioner

1. Variabel : *Internet Advertising*(IA)

		Correlations					Internet Advertisin g
		Item1	Item2	Item3	Item4	Item5	
Item1	Pearson	1	,862**	,712**	,659**	,815**	,901**
	Correlation						
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	33	33	33	33	33	33
Item2	Pearson	,862**	1	,802**	,787**	,769**	,938**
	Correlation						
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	33	33	33	33	33	33
Item3	Pearson	,712**	,802**	1	,699**	,645**	,855**
	Correlation						
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	33	33	33	33	33	33
Item4	Pearson	,659**	,787**	,699**	1	,802**	,886**
	Correlation						
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	33	33	33	33	33	33

Item5	Pearson						
	Correlation	,815**	,769**	,645**	,802**	1	,903**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	33	33	33	33	33	33
Internet Advertising	Pearson						
	Correlation	,901**	,938**	,855**	,886**	,903**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	33	33	33	33	33	33

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

Case Processing Summary

		N	%
Cases	Valid	33	100,0
	Excluded ^a	0	,0
	Total	33	100,0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
,938	5

2. Variabel : *Electronic Word-Of-Mouth (eWOM)*

Correlations

		Item1	Item2	Item3	Item4	Item5	eWOM
Item1	Pearson Correlation	1	,384*	,416*	,390*	,487**	,653**
	Sig. (2-Tailed)		,027	,016	,025	,004	,000
	N	33	33	33	33	33	33
Item2	Pearson Correlation	,384*	1	,893**	,731**	,692**	,891**
	Sig. (2-Tailed)	,027		,000	,000	,000	,000
	N	33	33	33	33	33	33
Item3	Pearson Correlation	,416*	,893**	1	,758**	,717**	,909**
	Sig. (2-Tailed)	,016	,000		,000	,000	,000
	N	33	33	33	33	33	33
Item4	Pearson Correlation	,390*	,731**	,758**	1	,616**	,841**
	Sig. (2-Tailed)	,025	,000	,000		,000	,000
	N	33	33	33	33	33	33
Item5	Pearson Correlation	,487**	,692**	,717**	,616**	1	,849**
	Sig. (2-Tailed)	,004	,000	,000	,000		,000
	N	33	33	33	33	33	33
eWOM	Pearson Correlation	,653**	,891**	,909**	,841**	,849**	1
	Sig. (2-Tailed)	,000	,000	,000	,000	,000	
	N	33	33	33	33	33	33

*. Correlation is significant at the 0.05 level (2-tailed).

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

Case Processing Summary

		N	%
Cases	Valid	33	100,0
	Excluded ^a	0	,0
	Total	33	100,0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
,884	5

3. Variabel : *Perceived Value (PV)*

Correlations

		Item1	Item2	Item3	Perceived Value
Item1	Pearson Correlation	1	,726**	,728**	,892**
	Sig. (2-Tailed)		,000	,000	,000
	N	33	33	33	33
Item2	Pearson Correlation	,726**	1	,844**	,931**
	Sig. (2-Tailed)	,000		,000	,000
	N	33	33	33	33
Item3	Pearson Correlation	,728**	,844**	1	,933**
	Sig. (2-Tailed)	,000	,000		,000
	N	33	33	33	33
Perceived Value	Pearson Correlation	,892**	,931**	,933**	1
	Sig. (2-Tailed)	,000	,000	,000	
	N	33	33	33	33

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

Case Processing Summary

		N	%
Cases	Valid	33	100,0
	Excluded ^a	0	,0
	Total	33	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,907	3

4. Variabel : *Perceived Risk (PR)*

Correlations

		Item1	Item2	Item3	Item4	Item5	Perceived Risk
Item1	Pearson Correlation	1	,875**	,849**	,887**	,707**	,956**
	Sig. (2-Tailed)		,000	,000	,000	,000	,000
	N	33	33	33	33	33	33
Item2	Pearson Correlation	,875**	1	,903**	,794**	,587**	,922**
	Sig. (2-Tailed)	,000		,000	,000	,000	,000
	N	33	33	33	33	33	33
Item3	Pearson Correlation	,849**	,903**	1	,789**	,601**	,918**
	Sig. (2-Tailed)	,000	,000		,000	,000	,000
	N	33	33	33	33	33	33
Item4	Pearson Correlation	,887**	,794**	,789**	1	,742**	,931**
	Sig. (2-Tailed)	,000	,000	,000		,000	,000
	N	33	33	33	33	33	33
Item5	Pearson Correlation	,707**	,587**	,601**	,742**	1	,797**
	Sig. (2-Tailed)	,000	,000	,000	,000		,000
	N	33	33	33	33	33	33
Perceived Risk	Pearson Correlation	,956**	,922**	,918**	,931**	,797**	1
	Sig. (2-Tailed)	,000	,000	,000	,000	,000	
	N	33	33	33	33	33	33

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

Case Processing Summary

		N	%
Cases	Valid	33	100,0
	Excluded ^a	0	,0
	Total	33	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,946	5

5. Variabel : Niat Berbelanja Pada Situs *E-Commerce*

Correlations

		Item1	Item2	Item3	Item4	Niat Berbelanja
Item1	Pearson Correlation	1	,634**	,573**	,456**	,744**
	Sig. (2-Tailed)		,000	,000	,008	,000
	N	33	33	33	33	33
Item2	Pearson Correlation	,634**	1	,721**	,713**	,905**
	Sig. (2-Tailed)	,000		,000	,000	,000
	N	33	33	33	33	33
Item3	Pearson Correlation	,573**	,721**	1	,760**	,891**
	Sig. (2-Tailed)	,000	,000		,000	,000
	N	33	33	33	33	33
Item4	Pearson Correlation	,456**	,713**	,760**	1	,876**
	Sig. (2-Tailed)	,008	,000	,000		,000
	N	33	33	33	33	33
Niat Berbelanja	Pearson Correlation	,744**	,905**	,891**	,876**	1
	Sig. (2-Tailed)	,000	,000	,000	,000	
	N	33	33	33	33	33

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

Case Processing Summary

		N	%
Cases	Valid	33	100,0
	Excluded ^a	0	,0
	Total	33	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,875	4

LAMPIRAN 3
JAWABAN FULL SAMPEL (220 RESPONDEN)

IA1	IA2	IA3	IA4	IA5	eW1	eW2	eW3	eW4	eW5	PV1	PV2	PV3	PR1	PR2	PR3	PR4	PR5	N1	N2	N3	N4
3	3	2	2	4	3	4	2	3	3	3	4	2	3	3	2	2	4	3	4	2	2
4	4	3	3	4	4	4	2	4	3	4	4	2	4	4	3	3	4	4	4	3	3
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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

LAMPIRAN 4
HASIL UJI VALIDITAS DAN RELIABILITAS DATA

VALIDITAS INTERNET ADVERTISING

		IA1	IA2	IA3	IA4	IA5	Internet Advertising
IA1	Pearson Correlation	1	.750**	.493**	.549**	.450**	.811**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	220	220	220	220	220	220
IA2	Pearson Correlation	.750**	1	.524**	.582**	.426**	.816**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	220	220	220	220	220	220
IA3	Pearson Correlation	.493**	.524**	1	.445**	.533**	.765**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	220	220	220	220	220	220
IA4	Pearson Correlation	.549**	.582**	.445**	1	.605**	.802**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	220	220	220	220	220	220
IA5	Pearson Correlation	.450**	.426**	.533**	.605**	1	.769**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	220	220	220	220	220	220
Internet Advertising	Pearson Correlation	.811**	.816**	.765**	.802**	.769**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	220	220	220	220	220	220

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	220	99.1
	Excluded ^a	2	.9
	Total	222	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.804	6

```
CORRELATIONS  
  /VARIABLES=eW1 eW2 eW3 eW4 eW5 eWom  
  /PRINT=TWOTAIL NOSIG  
  /MISSING=PAIRWISE.
```

VALIDITAS EWOM

		eW1	eW2	eW3	eW4	eW5	eWom
eW1	Pearson Correlation	1	.210**	.267**	.129	.466**	.515**
	Sig. (2-tailed)		.002	.000	.062	.000	.000
	N	220	220	220	220	220	220
eW2	Pearson Correlation	.210**	1	.841**	.513**	.463**	.836**
	Sig. (2-tailed)	.002		.000	.000	.000	.000
	N	220	220	220	220	220	220
eW3	Pearson Correlation	.267**	.841**	1	.522**	.553**	.871**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	220	220	220	220	220	220
eW4	Pearson Correlation	.129	.513**	.522**	1	.392**	.709**
	Sig. (2-tailed)	.062	.000	.000		.000	.000
	N	220	220	220	220	220	220
eW5	Pearson Correlation	.466**	.463**	.553**	.392**	1	.767**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	220	220	220	220	220	220
eWom	Pearson Correlation	.515**	.836**	.871**	.709**	.767**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	220	220	220	220	220	220

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

```

RELIABILITY
/VARIABLES=eW1 eW2 eW3 eW4 eW5 eWom
/SCALE('Reliability eWom') ALL
/MODEL=ALPHA.
    
```

Reliability
Scale: Reliability eWom

Case Processing Summary

		N	%
Cases	Valid	220	99.1
	Excluded ^a	2	.9
	Total	222	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.792	6

CORRELATIONS
 /VARIABLES=PV1 PV2 PV3 PerceivedValue
 /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE.

VALIDITAS PERCEIVED VALUE

		PV1	PV2	PV3	Perceived Value
PV1	Pearson Correlation	1	.604**	.647**	.859**
	Sig. (2-tailed)		.000	.000	.000
	N	220	220	220	220
PV2	Pearson Correlation	.604**	1	.718**	.877**
	Sig. (2-tailed)	.000		.000	.000
	N	220	220	220	220
PV3	Pearson Correlation	.647**	.718**	1	.898**
	Sig. (2-tailed)	.000	.000		.000
	N	220	220	220	220

Perceived Value	Pearson Correlation	.859**	.877**	.898**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	220	220	220	220

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

```
RELIABILITY
/VARIABLES=PV1 PV2 PV3 PerceivedValue
/SCALE('Reliability Perceived Value') ALL
/MODEL=ALPHA.
```

Reliability Perceived Value

Case Processing Summary

		N	%
Cases	Valid	220	99.1
	Excluded ^a	2	.9
	Total	222	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.856	4

```
CORRELATIONS
/VARIABLES=PR1 PR2 PR3 PR4 PR5 PerceivedRisk
/PRINT=TWOTAIL NOSIG
```

VALIDITAS PERCEIVED RISK

		PR1	PR2	PR3	PR4	PR5	Perceived Risk
PR1	Pearson Correlation	1	.861**	.793**	.779**	.634**	.909**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	220	220	220	220	220	220
PR2	Pearson Correlation	.861**	1	.886**	.799**	.595**	.926**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	220	220	220	220	220	220
PR3	Pearson Correlation	.793**	.886**	1	.799**	.632**	.920**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	220	220	220	220	220	220
PR4	Pearson Correlation	.779**	.799**	.799**	1	.725**	.917**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	220	220	220	220	220	220
PR5	Pearson Correlation	.634**	.595**	.632**	.725**	1	.801**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	220	220	220	220	220	220
Perceived Risk	Pearson Correlation	.909**	.926**	.920**	.917**	.801**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	220	220	220	220	220	220

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

```

RELIABILITY
/VARIABLES=PR1 PR2 PR3 PR4 PR5 PerceivedRisk
/SCALE('Reliability Perceived Risk') ALL
/MODEL=ALPHA.
    
```

Reliability Perceived Risk

Case Processing Summary

		N	%
Cases	Valid	220	99.1
	Excluded ^a	2	.9
	Total	222	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.825	6

CORRELATIONS
 /VARIABLES=N1 N2 N3 N4 Niat
 /PRINT=TWOTAIL NOSIG

VALIDITAS NIAT BERBELANJA

		N1	N2	N3	N4	Niat
N1	Pearson Correlation	1	.592**	.682**	.612**	.826**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	220	220	220	220	220
N2	Pearson Correlation	.592**	1	.675**	.638**	.848**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	220	220	220	220	220
N3	Pearson Correlation	.682**	.675**	1	.720**	.894**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	220	220	220	220	220
N4	Pearson Correlation	.612**	.638**	.720**	1	.871**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	220	220	220	220	220
<u>Niat</u>	Pearson Correlation	.826**	.848**	.894**	.871**	1

Sig. (2-tailed)	.000	.000	.000	.000	
N	220	220	220	220	220

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

```
RELIABILITY
/VARIABLES=N1 N2 N3 N4 Niat
/SCALE('Reliability Niat') ALL
/MODEL=ALPHA.
```

Reliability Niat Berbelanja Pada Situs E-Commerce B2C

Case Processing Summary

		N	%
Cases	Valid	220	99.1
	Excluded ^a	2	.9
	Total	222	100.0

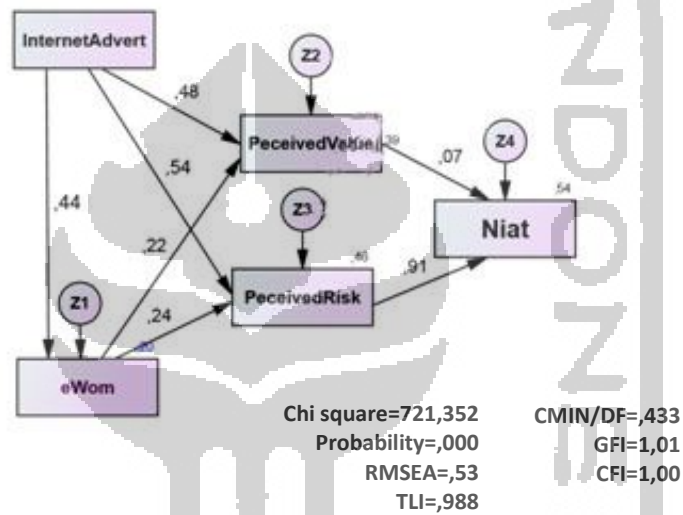
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

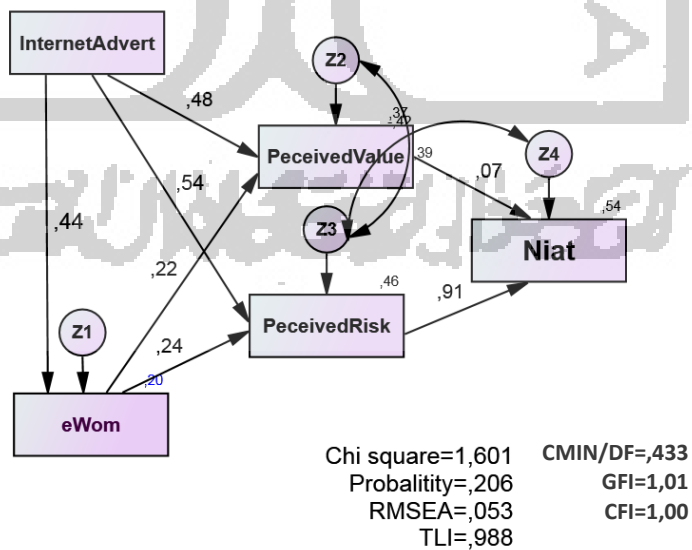
Cronbach's Alpha	N of Items
.832	5

LAMPIRAN 5
HASIL OLAH DATA AMOS

Pengujian Pertama



Pengujian Kedua



Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
InternetAdvert	6,000	23,000	-,085	-,504	-,268	-,797
eWom	2,000	23,000	-,441	-2,623	,684	2,032
PeceivedValue	,000	13,000	-,916	-5,445	1,856	5,516
PeceivedRisk	,000	23,000	-,245	-1,458	-,229	-,681
Niat	4,000	18,000	-,182	-1,080	-,346	-1,027
Multivariate					7,644	6,651

Sample Covariances (Group number 1)

	InternetAdvert	eWom	PeceivedValue	PeceivedRisk	Niat
InternetAdvert	13,438				
eWom	5,821	12,741			
PeceivedValue	4,683	3,435	4,908		
PeceivedRisk	10,394	7,147	6,168	18,814	
Niat	7,082	5,506	4,553	10,158	9,778

Condition number = 18,870

Eigenvalues

40,508 8,278 5,514 3,233 2,147

Determinant of sample covariance matrix = 12832,940

			Standardized Regression Weight	S.E.	C.R.	P	Label
eWom	<---	InternetAdvert	,418	,060	7,216	0,000	par_5
PeceivedRisk	<---	eWom	,537	,063	4,660	0,047	par_3
PeceivedValue	<---	eWom	,238	,038	3,641	0,000	par_4
PeceivedRisk	<---	InternetAdvert	,274	,064	9,991	0,000	par_6
PeceivedValue	<---	InternetAdvert	,319	,037	7,846	0,000	par_7
Niat	<---	PeceivedRisk	,143	,092	,789	0,430	par_1
Niat	<---	PeceivedValue	,103	,133	7,100	,007	par_2

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
eWom	<---	InternetAdvert	,433	,060	7,216	0,000	par_5
PeceivedRisk	<---	eWom	,293	,063	4,660	0,047	par_3
PeceivedValue	<---	eWom	,138	,038	3,641	0,000	par_4
PeceivedRisk	<---	InternetAdvert	,637	,064	9,991	0,000	par_6
PeceivedValue	<---	InternetAdvert	,289	,037	7,846	0,000	par_7
Niat	<---	PeceivedRisk	,654	,092	,789	0,430	par_1

		Estimate	S.E.	C.R.	P	Label
Niat	<--- PeceivedValue	,105	,133	7,100	,007	par_2

MODEL FIT

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	19	,433	1	,511	,433
Saturated model	20	,000	0		
Independence model	10	525,143	10	,000	52,514

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,999	,992	1,001	1,011	1,000
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,100	,100	,100
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,026	,101	,899	,661
Saturated model	,000	1,000		
Independence model	,209	,315	,229	,280

NCP

Model	NCP	LO 90	HI 90
Default model	,000	,000	5,231
Saturated model	,000	,000	,000
Independence model	515,143	443,779	593,916

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,002	,000	,000	,025
Saturated model	,000	,000	,000	,000
Independence model	2,489	2,441	2,103	2,815

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,000	,000	,157	,610
Independence model	,494	,459	,531	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	38,433	39,545		
Saturated model	40,000	41,171		
Independence model	545,143	545,728		

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,182	,185	,210	,187
Saturated model	,190	,190	,190	,195
Independence model	2,584	2,245	2,957	2,586

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	1874	3236
Independence model	8	10

Intercepts: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
eWom	10,089	1,013	9,956	***	par_11
PeceivedValue	3,030	,675	4,490	***	par_12
PeceivedRisk	,854	1,213	,704	,481	par_14
Niat	1,200	,762	1,576	,115	par_13

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
eWom	,198
PeceivedValue	,372
PeceivedRisk	,463
Niat	,541

Standardized Total Effects (Group number 1 - Default model)

	InternetAdvert	eWom	PeceivedValue	PeceivedRisk
eWom	,445	,000	,000	,000

	InternetAdvert	eWom	PeceivedValue	PeceivedRisk
PeceivedValue	,577	,222	,000	,000
PeceivedRisk	,645	,241	,000	,000
Niat	,629	,235	,075	,908

Standardized Direct Effects (Group number 1 - Default model)

	InternetAdvert	eWom	PeceivedValue	PeceivedRisk
eWom	,445	,000	,000	,000
PeceivedValue	,478	,222	,000	,000
PeceivedRisk	,538	,241	,000	,000
Niat	,000	,000	,075	,908

Standardized Indirect Effects (Group number 1 - Default model)

	InternetAdvert	eWom	PeceivedValue	PeceivedRisk
eWom	,000	,000	,000	,000
PeceivedValue	,099	,000	,000	,000
PeceivedRisk	,107	,000	,000	,000
Niat	,629	,235	,000	,000