LAMPIRAN

Lampiran 1

Kuesioner Penelitian

Dengan hormat,

Perkenalkan saya Anik Purwanti, mahasiswa Manajemen, Fakultas Ekonomi Universitas Islam Indonesia di Yogyakarta. Saat ini saya sedang mengadakan penelitian dengan judul "Pengaruh Persepsi Harga dan Kepercayaan Terhadap Niat Beli Shopee dengan Dimediasi Nilai yang Dirasakan pada Mahasiswa di Yogyakarta".

Berkaitan dengan hal tersebut, saya memohon kesediaan Sdr/i untuk meluangkan waktu guna membantu saya menjadi responden penelitian, yaitu dengan mengisi atau memilih jawaban yang telah saya sediakan pada daftar pernyataan yang saya susun. Kebenaran dan kelengkapan jawaban Saudara akan sangat membantu saya dalam penelitian ini. Tujuan pemberian kuesioner ini semata-mata untuk tujuan ilmiah dimana pendapat Bapak/Ibu/Saudara/i akan dijamin kerahasiaannya.

Atas partisipasi dan bantuan Sdr/i, saya ucapkan terimakasih.

Hormat Saya,

Anik Purwanti

BAGIAN A

1. Jenis Kelamin :
   - Laki-laki
   - Perempuan
2. Usia:
   - 17-20 Tahun
   - 21-24 Tahun
   - >24 Tahun
3. Semester:
4. Pengeluaran per bulan:
   - <Rp 1.000.000
   - Rp 1.000.000- Rp 2.000.000
   - Rp 2.000.000-Rp 3.000.000
   - Rp 3.000.000-Rp 4.000.000
   - >Rp 4.000.000
5. Pernahkah Anda berbelanja melalui aplikasi Shopee:
   - Ya
   - Tidak
6. Estimasi frekuensi berbelanja menggunakan aplikasi Shopee dalam sebulan
   - 1-3 Kali
   - 4-6 Kali
   - 7-9 Kali

- □ >9 Kali

7. Kategori produk yang dibeli melalui aplikasi Shopee:

- □ Pakaian Pria
- □ Pakaian Wanita
- □ Handphone & Aksesoris
- □ Kecantikan
- □ Komputer & Aksesoris
- □ Perlengkapan Rumah
- □ Sepatu
- □ Elektronik
- □ Makanan & Minuman
- □ Lainnya: ……

BAGIAN B

Petunjuk: Berilah penilaian saudara terhadap pernyataan-pernyataan dibawah ini dengan memberi tanda ceklis yang dianggap paling sesuai berdasarkan pilihan yang anda pilih.

Kriteria Penilaian :

1) STS : Sangat tidak setuju

2) TS : Tidak Setuju

3) N : Netral

4) S : Setuju

5) SS : Sangat setuju

A. Harga

No	Pernyataan	Tanggapan				
		STS	TS	N	S	SS
1.	Harga produk yang tercantum di Shopee murah					
2.	Harga produk yang ada di Shopee masuk akal					
3.	Harga produk di Shopee terjangkau					
4.	Harga produk di Shopee sesuai dengan manfaatnya					

B. Kepercayaan

No	Pernyataan	Tanggapan				
		STS	TS	N	S	SS
1.	Penjual di Shopee mampu melakukan tugasnya					
2.	Penjual di Shopee menepati janji dan komitmennya					
3.	Penjual di Shopee peduli terhadap pelanggannya					
4.	Penjual di Shopee memenuhi tugasnya					
5.	Penjual di Shopee dapat dipercaya					

C. Nilai Yang Dirasakan

No	Pernyataan	Tanggapan				
		STS	TS	N	S	SS
1.	Mempertimbangkan uang yang saya bayarkan untuk membeli produk di Shopee, belanja *online* di Shopee adalah kesepakatan yang bagus					
2.	Mempertimbangkan upaya yang saya lakukan dalam berbelanja di Shopee, belanja *online* di sini bermanfaat					
3.	Mempertimbangkan risiko yang terlibat dalam berbelanja di Shopee, belanja *online* di Shopee sangat berharga					
4.	Secara keseluruhan, belanja *online* di Shopee memberikan saya nilai yang bagus					

D. Niat Beli *Online*

No	Pernyataan	Tanggapan				
		STS	TS	N	S	SS
1.	Setelah meninjau aplikasi Shopee, kemungkinan pembelian produk di Shopee tinggi					
2.	Jika saya akan membeli produk, saya akan mempertimbangkan membeli produk di Shopee dengan harga yang ditunjukkan					
3.	Kemungkinan dalam saya mempertimbangkan pembelian produk di Shopee tinggi					
4.	Kesediaan saya untuk membeli produk dari Shopee tinggi					

Lampiran 2

Data Uji Instrumen

No	Persepsi Harga				Kepercayaan					Nilai yang Dirasakan				Niat Beli			
	PH1	PH2	PH3	PH4	K1	K2	K3	K4	K5	NYD1	NYD2	NYD3	NYD4	NB1	NB2	NB3	NB4
1	5	6	6	6	5	5	6	5	5	5	5	5	6	6	5	5	6
2	6	6	6	6	5	6	5	6	6	5	6	6	5	5	6	6	5
3	4	4	4	5	4	5	4	5	5	5	5	5	4	5	4	4	5
4	5	5	5	4	5	4	5	4	4	4	4	5	5	5	4	4	4
5	3	4	3	3	3	3	4	4	4	4	4	3	3	3	4	3	4
6	3	4	4	3	4	4	4	4	5	4	5	4	4	5	5	4	5
7	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3
8	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
9	4	3	3	3	4	4	3	4	4	4	4	4	4	4	4	4	4
10	5	5	4	4	6	6	5	5	6	5	6	5	6	5	6	5	6
11	4	4	5	5	5	4	4	5	5	5	4	5	4	4	5	4	4
12	5	5	4	4	3	3	3	4	3	5	4	5	5	5	5	5	5
13	4	4	5	5	4	5	5	5	5	5	5	5	4	4	5	5	4
14	4	4	5	5	4	5	5	5	4	4	5	5	5	5	4	4	5
15	5	6	6	5	4	5	5	5	5	5	6	6	5	5	6	6	5
16	5	4	5	5	5	4	4	5	5	4	5	5	4	5	5	5	5
17	4	3	4	3	4	4	4	4	5	3	4	4	4	4	4	4	4
18	5	5	5	5	5	6	6	6	5	5	6	6	6	4	3	3	3
19	5	6	5	5	3	4	3	3	4	5	5	6	6	5	6	6	6
20	3	4	3	3	5	5	5	6	5	6	5	6	6	6	6	6	6
21	4	4	4	3	4	4	4	4	4	4	4	3	3	3	4	3	4
22	4	4	4	4	4	4	5	4	5	4	4	4	5	4	4	4	4
23	4	3	3	3	4	4	4	3	3	4	3	3	3	4	3	4	4
24	5	4	4	4	5	5	5	5	4	4	4	5	5	5	5	5	5
25	3	4	3	4	4	4	3	4	3	3	3	3	3	4	4	4	3
26	4	5	4	5	5	5	4	5	4	5	5	5	5	5	4	4	5
27	3	4	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3

28	4	4	4	4	5	5	4	5	5	5	4	5	4	4	4	4	4
29	5	5	5	5	4	4	4	5	4	5	5	5	4	4	4	4	4
30	6	5	5	6	3	4	4	4	3	6	5	6	6	6	6	6	6
31	3	3	3	3	5	6	6	6	6	5	6	6	5	6	5	5	5
32	3	4	3	3	5	4	5	4	5	4	5	5	4	5	4	4	5
33	5	4	4	4	4	5	5	4	4	5	5	5	5	4	4	4	4
34	5	5	5	5	4	3	3	3	3	4	5	5	5	4	5	4	5
35	3	3	4	4	3	4	3	4	4	4	3	3	3	3	3	3	4
36	4	5	5	5	4	4	4	4	4	5	4	4	4	4	4	4	5
37	3	3	3	3	3	4	3	4	4	4	3	4	3	3	3	3	4
38	5	5	5	5	5	4	5	5	4	4	4	5	4	5	5	5	4
39	2	3	3	2	2	3	2	2	3	3	2	2	2	2	2	2	3
40	3	3	3	2	3	2	3	3	3	3	2	2	2	2	2	2	2
41	4	4	4	5	4	5	4	4	4	4	5	4	5	4	4	5	4
42	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	4	3
43	3	2	3	2	3	3	3	3	3	2	2	2	2	3	3	3	3
44	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5
45	3	3	3	3	4	4	3	4	4	4	3	3	4	3	3	3	4
46	3	4	4	4	4	4	4	4	4	6	5	6	5	6	6	5	5
47	4	4	4	4	4	4	5	4	5	5	5	5	5	4	4	4	5
48	4	3	3	3	4	5	4	4	5	4	5	5	5	5	5	5	5
49	4	4	4	4	5	5	5	4	5	5	5	5	5	5	5	5	4
50	4	3	3	3	4	4	4	5	4	4	4	4	4	4	4	4	4

Lampiran 3

Uji Validitas dan Reliabilitas Instrumen Penelitian

Persepsi Harga

Correlations

		PH1	PH2	PH3	PH4	PH
PH1	Pearson Correlation	1	,701**	,741**	,724**	,870**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	50	50	50	50	50
PH2	Pearson Correlation	,701**	1	,786**	,763**	,897**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	50	50	50	50	50
PH3	Pearson Correlation	,741**	,786**	1	,845**	,931**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	50	50	50	50	50
PH4	Pearson Correlation	,724**	,763**	,845**	1	,925**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	50	50	50	50	50
PH	Pearson Correlation	,870**	,897**	,931**	,925**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	50	50	50	50	50

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

Reliability Statistics

Cronbach's Alpha	N of Items
,926	4

Kepercayaan

Correlations

		K1	K2	K3	K4	K5	K
K1	Pearson Correlation	1	,672**	,725**	,711**	,679**	,855**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	50	50	50	50	50	50
K2	Pearson Correlation	,672**	1	,725**	,764**	,742**	,888**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	50	50	50	50	50	50
K3	Pearson Correlation	,725**	,725**	1	,731**	,708**	,887**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	50	50	50	50	50	50
K4	Pearson Correlation	,711**	,764**	,731**	1	,723**	,894**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	50	50	50	50	50	50
K5	Pearson Correlation	,679**	,742**	,708**	,723**	1	,875**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	50	50	50	50	50	50
K	Pearson Correlation	,855**	,888**	,887**	,894**	,875**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	50	50	50	50	50	50

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

Reliability Statistics

Cronbach's Alpha	N of Items
,927	5

Nilai yang Dirasakan

Correlations

		NYD1	NYD2	NYD3	NYD4	NYD
NYD1	Pearson Correlation	1	,729**	,820**	,744**	,877**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	50	50	50	50	50
NYD2	Pearson Correlation	,729**	1	,874**	,823**	,929**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	50	50	50	50	50
NYD3	Pearson Correlation	,820**	,874**	1	,864**	,964**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	50	50	50	50	50
NYD4	Pearson Correlation	,744**	,823**	,864**	1	,931**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	50	50	50	50	50
NYD	Pearson Correlation	,877**	,929**	,964**	,931**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	50	50	50	50	50

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

Reliability Statistics

Cronbach's Alpha	N of Items
,943	4

Niat Beli

Correlations

		NB1	NB2	NB3	NB4	NB
NB1	Pearson Correlation	1	,826**	,839**	,800**	,933**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	50	50	50	50	50
NB2	Pearson Correlation	,826**	1	,906**	,791**	,951**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	50	50	50	50	50
NB3	Pearson Correlation	,839**	,906**	1	,739**	,939**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	50	50	50	50	50
NB4	Pearson Correlation	,800**	,791**	,739**	1	,892**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	50	50	50	50	50
NB	Pearson Correlation	,933**	,951**	,939**	,892**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	50	50	50	50	50

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

Reliability Statistics

Cronbach's Alpha	N of Items
,947	4

Lampiran 4

Data Analisis

No	Persepsi Harga				Kepercayaan					Nilai Yang Dirasakan				Niat Beli			
	PH1	PH2	PH3	PH4	K1	K2	K3	K4	K5	NYD1	NYD2	NYD3	NYD4	NB1	NB2	NB3	NB4
1	3	3	3	3	3	4	3	3	3	4	4	4	3	3	3	3	3
2	4	3	3	3	3	4	4	4	3	5	4	5	5	4	3	4	4
3	6	6	5	5	5	5	5	5	5	6	6	6	5	6	6	6	6
4	5	6	6	5	6	6	6	6	6	6	5	6	6	6	6	6	6
5	5	5	5	6	6	6	5	6	6	5	5	5	5	5	5	5	5
6	5	6	6	6	5	5	6	5	5	5	5	5	6	6	5	5	6
7	6	6	6	6	5	6	5	6	6	5	6	6	5	5	6	6	5
8	4	4	4	5	4	5	4	5	5	5	5	5	4	5	4	4	5
9	5	5	5	4	5	4	5	4	4	4	4	5	5	5	4	4	4
10	3	4	3	3	3	3	4	4	4	4	4	3	3	3	4	3	4
11	3	4	4	3	4	4	4	4	5	4	5	4	4	5	5	4	5
12	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3
13	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
14	4	3	3	3	4	4	3	4	4	4	4	4	4	4	4	4	4
15	5	5	4	4	6	6	5	5	6	5	6	5	6	5	6	5	6
16	4	4	5	5	5	4	4	5	5	5	4	5	4	4	5	4	4
17	5	5	4	4	3	3	3	4	3	5	4	5	5	5	5	5	5
18	4	4	5	5	4	5	5	5	5	5	5	5	4	4	5	5	4
19	4	4	5	5	4	5	5	5	4	4	5	5	5	5	4	4	5
20	5	6	6	5	4	5	5	5	5	5	6	6	5	5	6	6	5
21	5	4	5	5	5	4	4	5	5	4	5	5	4	5	5	5	5
22	4	3	4	3	4	4	4	4	5	3	4	4	4	4	4	4	4
23	5	5	5	5	5	6	6	6	5	5	6	6	6	4	3	3	3
24	5	6	5	5	3	4	3	3	4	5	5	6	6	5	6	6	6
25	3	4	3	3	5	5	5	6	5	6	5	6	6	6	6	6	6
26	4	4	4	3	4	4	4	4	4	4	4	3	3	3	4	3	4
27	4	4	4	4	4	4	5	4	5	4	4	4	5	4	4	4	4
28	4	3	3	3	4	4	4	3	3	4	3	3	3	4	3	4	4

29	5	4	4	4	5	5	5	5	4	4	4	5	5	5	5	5	5
30	3	4	3	4	4	4	3	4	3	3	3	3	3	4	4	4	3
31	4	5	4	5	5	5	4	5	4	5	5	5	5	5	4	4	5
32	3	4	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3
33	4	4	4	4	5	5	4	5	5	5	4	5	4	4	4	4	4
34	5	5	5	5	4	4	4	5	4	5	5	5	4	4	4	4	4
35	6	5	5	6	3	4	4	4	3	6	5	6	6	6	6	6	6
36	3	3	3	3	5	6	6	6	6	5	6	6	5	6	5	5	5
37	3	4	3	3	5	4	5	4	5	4	5	5	4	5	4	4	5
38	5	4	4	4	4	5	5	4	4	5	5	5	5	4	4	4	4
39	5	5	5	5	4	3	3	3	3	4	5	5	5	4	5	4	5
40	3	3	4	4	3	4	3	4	4	4	3	3	3	3	3	3	4
41	4	5	5	5	4	4	4	4	4	5	4	4	4	4	4	4	5
42	3	3	3	3	3	4	3	4	4	4	3	4	3	3	3	3	4
43	5	5	5	5	5	4	5	5	4	4	4	5	4	5	5	5	4
44	2	3	3	2	2	3	2	2	3	3	2	2	2	2	2	2	3
45	3	3	3	2	3	2	3	3	3	3	2	2	2	2	2	2	2
46	4	4	4	5	4	5	4	4	4	4	5	4	5	4	4	5	4
47	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	4	3
48	3	2	3	2	3	3	3	3	3	2	2	2	2	3	3	3	3
49	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5
50	3	3	3	3	4	4	3	4	4	4	3	3	4	3	3	3	4
51	3	4	4	4	4	4	4	4	4	6	5	6	5	6	6	5	5
52	4	4	4	4	4	4	5	4	5	5	5	5	5	4	4	4	5
53	4	3	3	3	4	5	4	4	5	4	5	5	5	5	5	5	5
54	4	4	4	4	5	5	5	4	5	5	5	5	5	5	5	5	4
55	4	3	3	3	4	4	4	5	4	4	4	4	4	4	4	4	4
56	5	6	5	5	5	6	5	5	5	6	5	5	5	4	4	4	4
57	5	5	4	4	4	4	5	4	5	4	5	4	4	5	4	5	4
58	4	4	5	5	5	5	4	5	4	5	4	5	5	4	4	4	4
59	5	5	5	4	4	5	4	5	5	5	4	5	4	5	4	5	4
60	5	5	5	4	5	5	5	4	4	5	4	5	4	5	5	4	5
61	4	4	4	5	4	4	5	4	4	4	4	5	4	4	4	4	4
62	5	5	5	4	4	4	4	4	4	4	4	4	4	5	4	4	5

63	5	5	5	4	5	5	5	5	5	5	5	5	5	5	4	4	5
64	4	5	4	5	5	5	5	5	5	4	4	4	4	5	5	4	5
65	5	6	6	5	6	6	5	5	5	5	6	6	6	5	6	6	6
66	4	5	5	5	5	4	4	4	5	5	4	4	4	5	4	4	5
67	6	5	5	6	4	5	4	5	5	5	5	6	6	6	6	6	6
68	5	5	5	4	5	5	5	5	6	5	5	6	6	6	6	6	5
69	4	4	3	3	3	3	3	3	4	3	3	3	4	3	4	3	4
70	4	4	4	4	3	3	3	3	4	4	3	4	3	4	3	4	3
71	4	3	4	4	4	4	3	4	3	3	3	3	3	4	3	4	3
72	5	5	4	5	5	5	5	5	5	4	4	4	4	3	4	3	4
73	3	4	3	4	4	4	3	4	4	4	3	4	3	4	4	4	4
74	4	3	4	3	5	5	4	4	4	4	5	5	5	4	5	5	5
75	3	3	3	4	4	3	4	3	4	4	3	4	3	3	4	4	3
76	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	4
77	4	5	4	5	5	5	4	5	5	5	5	3	4	5	5	5	4
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Lampiran 5

Data Perhitungan Frekuensi Responden

Frequencies

Jenis_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	66	26,4	26,4	26,4
	Perempuan	184	73,6	73,6	100,0
	Total	250	100,0	100,0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>24 Tahun	7	2,8	2,8	2,8
	17-20 Tahun	118	47,2	47,2	50,0
	21-24 Tahun	125	50,0	50,0	100,0
	Total	250	100,0	100,0	

Semester

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	23	9,2	9,2	9,2
	3	61	24,4	24,4	33,6
	5	28	11,2	11,2	44,8
	7	127	50,8	50,8	95,6
	9	11	4,4	4,4	100,0
	Total	250	100,0	100,0	

Pengeluaran

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<Rp 1.000.000	61	24,4	24,4	24,4
	>Rp 4.000.000	6	2,4	2,4	26,8
	Rp 1.000.000 s/d Rp 2.000.000	148	59,2	59,2	86,0
	Rp 2.000.000 s/d Rp 3.000.000	32	12,8	12,8	98,8
	Rp 3.000.00 s/d Rp 4.000.000	3	1,2	1,2	100,0
	Total	250	100,0	100,0	

Frekuensi_Belanja

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>9 kali	4	1,6	1,6	1,6
	1-3 kali	224	89,6	89,6	91,2
	4-6 kali	21	8,4	8,4	99,6
	7-9 kali	1	,4	,4	100,0
	Total	250	100,0	100,0	

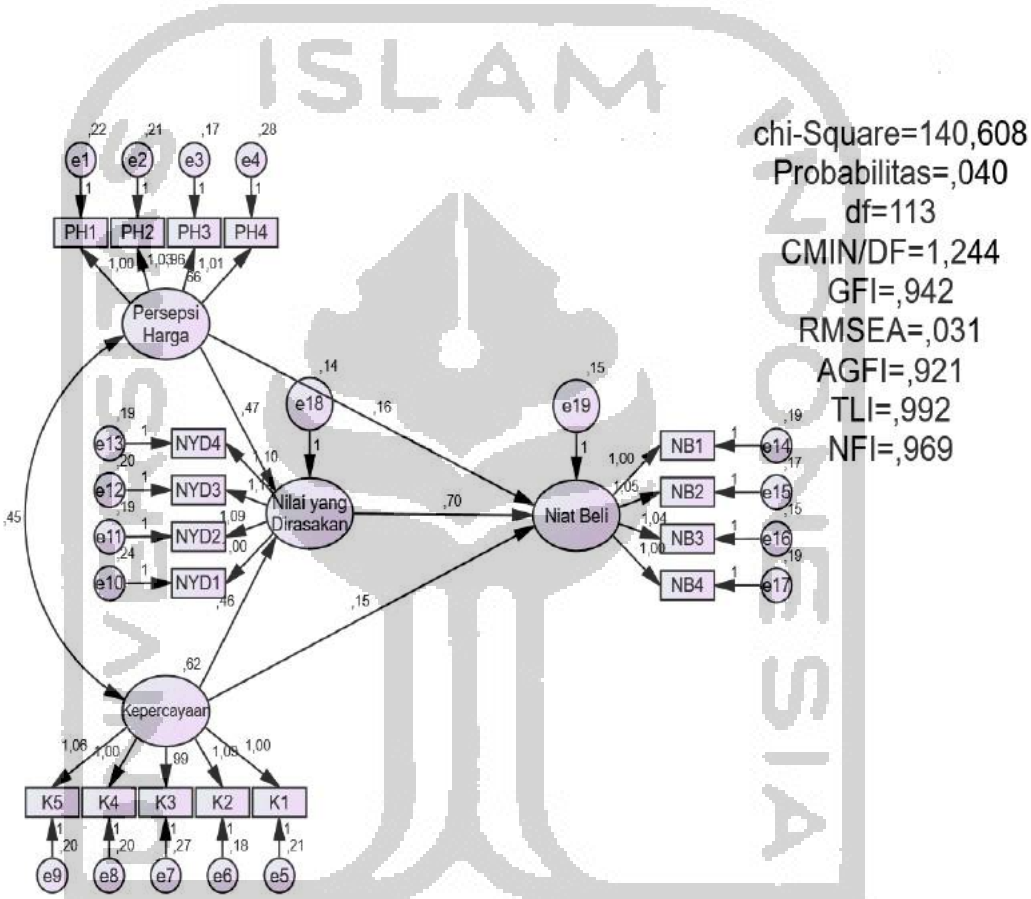
Kategori_Produk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Handphone & Aksesoris	73	14,5	14,5	14,5
	Kecantikan	122	24,3	24,3	38,8
	Lainnya	116	23,1	23,1	61,8
	Pakaian Pria	38	7,6	7,6	69,4
	Pakaian Wanita	115	22,9	22,9	92,2
	Sepatu	39	7,8	7,8	100,0
	Total	503	100,0	100,0	

Lampiran 6

Uji Validitas dan Reliabilitas Data

Model Persamaan Struktural



Standardized Regression Weights:
(Group number 1 - Default model)

			Estimate
NYD	<---	PH	0,491
NYD	<---	K	0,462
NB	<---	PH	0,154
NB	<---	K	0,136
NB	<---	NYD	0,644
PH1	<---	PH	0,866
PH2	<---	PH	0,875
PH3	<---	PH	0,886
PH4	<---	PH	0,843
K1	<---	K	0,867
K2	<---	K	0,897
K3	<---	K	0,833
K4	<---	K	0,869
K5	<---	K	0,881
NYD1	<---	NYD	0,847
NYD2	<---	NYD	0,888
NYD3	<---	NYD	0,892
NYD4	<---	NYD	0,892
NB1	<---	NB	0,89
NB2	<---	NB	0,908
NB3	<---	NB	0,916
NB4	<---	NB	0,889

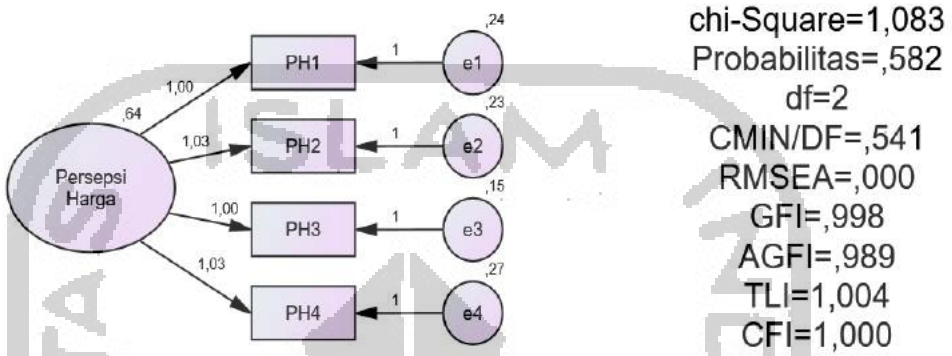
Uji Validitas dan Reliabilitas Struktural

Standardized Regression Weights: (Group number 1 - Default model)

			Factor Loading							Construct Reliability
PH1	←	PH	0,866	3,47	0,749956	0,250044	0,988774	12,0409	13,02967	**0,924114**
PH 2	←	PH	0,875		0,765625	0,234375				
PH 3	←	PH	0,886		0,784996	0,215004				
PH 4	←	PH	0,843		0,710649	0,289351				
K1	←	K	0,867	4,347	0,751689	0,248311	1,218491	18,89641	20,1149	**0,939423**
K2	←	K	0,897		0,804609	0,195391				
K3	←	K	0,833		0,693889	0,306111				
K4	←	K	0,869		0,755161	0,244839				
K5	←	K	0,881		0,776161	0,223839				
NYD 1	←	NYD	0,847	3,519	0,717409	0,282591	0,902719	12,38336	13,28608	**0,932055**
NYD 2	←	NYD	0,888		0,788544	0,211456				
NYD 3	←	NYD	0,892		0,795664	0,204336				
NYD 4	←	NYD	0,892		0,795664	0,204336				
NB1	←	NB	0,89	3,603	0,7921	0,2079	0,754059	12,98161	13,73567	**0,945102**
NB2	←	NB	0,908		0,824464	0,175536				
NB3	←	NB	0,916		0,839056	0,160944				
NB4	←	NB	0,889		0,790321	0,209679				

Uji Validitas dan Reliabilitas Masing-Masing Variabel

PERSEPSI HARGA



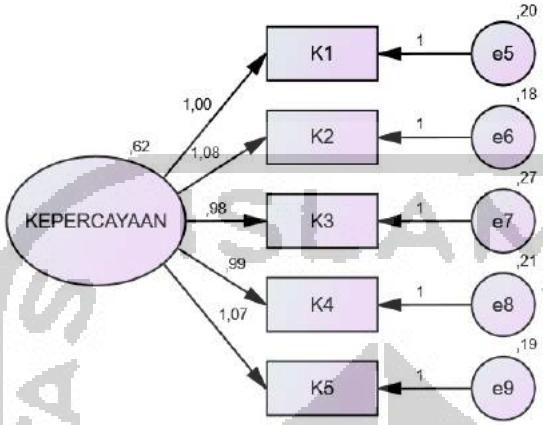
Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
PH1 <--- PH	,854
PH2 <--- PH	,866
PH3 <--- PH	,902
PH4 <--- PH	,847

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate							Construct Reliability
PH1 ← PH	0,854	3,469	0,729316	0,270684	0,989715	12,03396	13,02368	**0,924006**
PH2 ← PH	0,866		0,749956	0,250044				
PH3 ← PH	0,902		0,813604	0,186396				
PH4 ← PH	0,847		0,717409	0,282591				

KEPERCAYAAN



chi-Square=5,341
Probabilitas=,376
df=5
CMIN/DF=1,068
RMSEA=,017
GFI=,991
AGFI=,974
TLI=,999
CFI=1,000

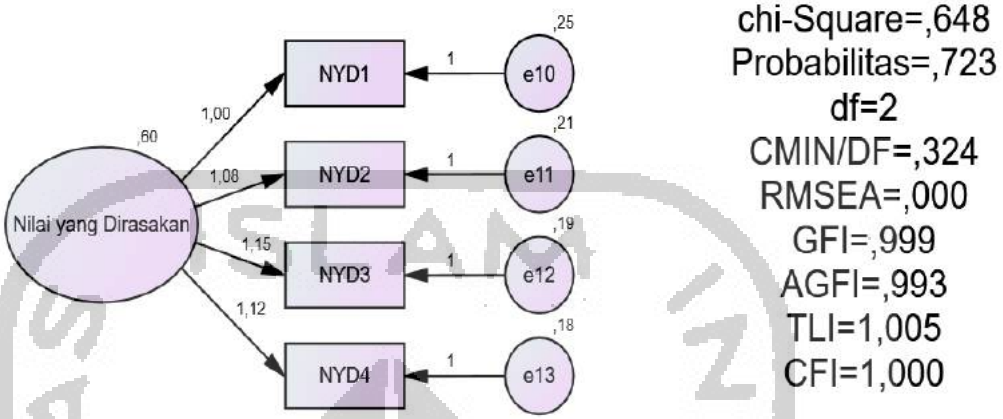
Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
K1 <--- K	,870
K2 <--- K	,896
K3 <--- K	,828
K4 <--- K	,865
K5 <--- K	,886

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate							Construct Reliability
K1	←	K	0,87	4,345	0,7569	0,2431	1,221479	18,87903	20,1005	**0,939231**
K2	←	K	0,896		0,802816	0,197184				
K3	←	K	0,828		0,685584	0,314416				
K4	←	K	0,865		0,748225	0,251775				
K5	←	K	0,886		0,784996	0,215004				

NILAI YANG DIRASAKAN



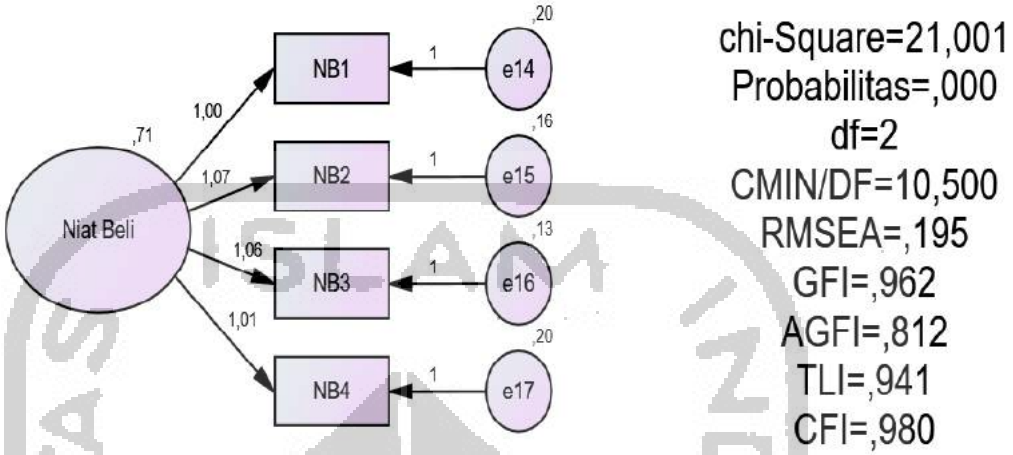
Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
NYD1	<---	NYD	,842
NYD2	<---	NYD	,879
NYD3	<---	NYD	,898
NYD4	<---	NYD	,898

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate						Construct Reliability
NYD1	←	NYD	0,842	3,517	0,708964	0,291036	0,905587	12,36929	13,27488	**0,931782**
NYD2	←	NYD	0,879		0,772641	0,227359				
NYD3	←	NYD	0,898		0,806404	0,193596				
NYD4	←	NYD	0,898		0,806404	0,193596				

NIAT BELI



Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
NB1 <--- NB	,881
NB2 <--- NB	,912
NB3 <--- NB	,925
NB4 <--- NB	,883

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate							Construct Reliability
NB1	←	NB	0,881	3,601	0,776161	0,223839	0,756781	12,96072	13,7239 8	**0,944857**
NB2	←	NB	0,912		0,831744	0,168256				
NB3	←	NB	0,925		0,855625	0,144375				
NB4	←	NB	0,883		0,779689	0,220311				

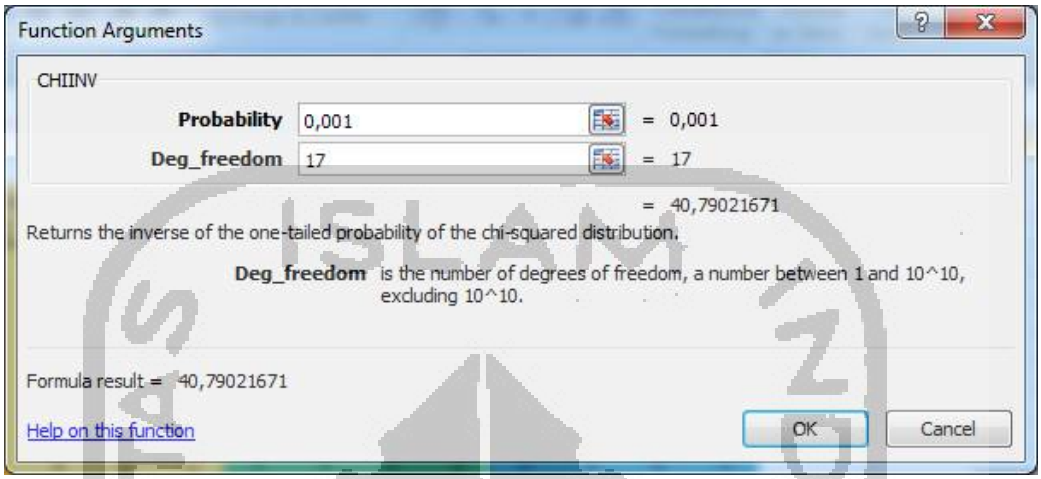
Lampiran 7

Pengujian SEM

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
NB4	2,000	6,000	-,413	-2,669	-,198	-,640
NB3	2,000	6,000	-,332	-2,140	-,197	-,637
NB2	2,000	6,000	-,353	-2,281	-,417	-1,347
NB1	2,000	6,000	-,385	-2,485	-,238	-,770
NYD4	2,000	6,000	-,371	-2,394	-,236	-,760
NYD3	2,000	6,000	-,506	-3,265	-,178	-,574
NYD2	2,000	6,000	-,299	-1,931	-,410	-1,322
NYD1	2,000	6,000	-,382	-2,463	-,056	-,181
K5	2,000	6,000	-,305	-1,967	-,250	-,807
K4	2,000	6,000	-,250	-1,615	-,328	-1,058
K3	2,000	6,000	-,242	-1,563	-,403	-1,301
K2	2,000	6,000	-,398	-2,569	-,125	-,403
K1	2,000	6,000	-,161	-1,040	-,399	-1,289
PH4	2,000	6,000	-,250	-1,616	-,442	-1,427
PH3	2,000	6,000	-,220	-1,423	-,288	-,929
PH2	2,000	6,000	-,316	-2,042	-,417	-1,347
PH1	2,000	6,000	-,316	-2,039	-,143	-,461
Multivariate					5,191	1,615

Evaluasi Outlier



Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
23	38,664	,002	,392
36	36,322	,004	,278
175	33,976	,008	,354
137	33,630	,009	,209
24	32,372	,014	,252
51	31,870	,016	,199
239	30,593	,022	,328
25	30,551	,023	,209
103	29,172	,033	,442
35	28,004	,045	,688
234	27,611	,050	,701
104	27,494	,051	,631
140	27,011	,058	,694
238	26,369	,068	,808
199	26,159	,072	,795
161	26,072	,073	,745
37	25,815	,078	,753
227	25,800	,078	,676
136	25,638	,081	,654
111	25,331	,088	,695
205	25,268	,089	,639
159	25,257	,089	,557
109	25,079	,093	,552

Observation number	Mahalanobis d-squared	p1	p2
87	25,020	,094	,494
99	24,993	,095	,422
224	24,783	,100	,440
44	24,549	,105	,474
130	24,189	,114	,577
39	24,182	,115	,501
78	24,085	,117	,473
86	24,027	,119	,426
240	23,925	,121	,405
242	23,281	,140	,674
90	23,164	,144	,667
244	23,043	,148	,663
196	22,887	,153	,679
97	22,655	,161	,734
83	22,627	,162	,688
77	22,525	,165	,680
225	22,506	,166	,627
69	22,258	,175	,701
141	21,834	,191	,845
116	21,795	,193	,818
200	21,767	,194	,784
221	21,682	,197	,776
15	21,597	,201	,768
84	21,586	,201	,722
82	21,490	,205	,720
241	21,416	,208	,707
10	21,416	,208	,650
2	21,393	,209	,605
98	21,311	,213	,597
211	21,189	,218	,614
65	21,188	,218	,555
208	21,150	,220	,520
235	21,116	,221	,482
57	21,053	,224	,463
72	21,029	,225	,419
138	20,996	,226	,384
143	20,928	,230	,370
75	20,850	,233	,365
16	20,826	,234	,325
220	20,772	,237	,306

Observation number	Mahalanobis d-squared	p1	p2
11	20,772	,237	,257
74	20,683	,241	,260
243	20,506	,249	,316
6	20,420	,253	,319
121	20,355	,256	,309
231	20,183	,265	,369
222	20,123	,268	,357
131	20,114	,268	,311
156	19,893	,280	,409
218	19,813	,284	,411
20	19,730	,288	,417
53	19,704	,290	,382
67	19,656	,292	,364
100	19,624	,294	,335
197	19,604	,295	,299
223	19,563	,297	,278
236	19,375	,307	,356
132	19,337	,310	,332
107	19,234	,315	,355
124	19,107	,322	,396
105	19,077	,324	,367
179	19,025	,327	,354
68	19,013	,328	,314
112	18,865	,336	,371
228	18,798	,340	,370
120	18,755	,343	,352
88	18,745	,343	,311
30	18,692	,347	,302
207	18,667	,348	,273
70	18,661	,348	,235
108	18,600	,352	,232
96	18,587	,353	,201
85	18,578	,353	,171
66	18,568	,354	,144
158	18,553	,355	,123
206	18,552	,355	,099
146	18,545	,355	,080

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	40	140,608	113	,040	1,244
Saturated model	153	,000	0		
Independence model	17	4467,918	136	,000	32,852

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,022	,942	,921	,696
Saturated model	,000	1,000		
Independence model	,551	,129	,021	,115

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,969	,962	,994	,992	,994
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,031	,007	,047	,978
Independence model	,358	,349	,367	,000

Uji Hipotesis

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
NYD	<---	PH	,472	,059	7,971	***	par_14
NYD	<---	K	,459	,061	7,541	***	par_16
NB	<---	PH	,161	,075	2,155	,031	par_15
NB	<---	K	,147	,073	2,007	,045	par_17
NB	<---	NYD	,701	,103	6,809	***	par_18
PH1	<---	PH	1,000				
PH2	<---	PH	1,027	,056	18,494	***	par_1
PH3	<---	PH	,965	,051	19,038	***	par_2
PH4	<---	PH	1,015	,059	17,240	***	par_3
K1	<---	K	1,000				
K2	<---	K	1,086	,055	19,863	***	par_4
K3	<---	K	,989	,057	17,327	***	par_5
K4	<---	K	,998	,054	18,625	***	par_6
K5	<---	K	1,065	,055	19,266	***	par_7
NYD1	<---	NYD	1,000				
NYD2	<---	NYD	1,088	,058	18,607	***	par_8
NYD3	<---	NYD	1,136	,060	18,854	***	par_9
NYD4	<---	NYD	1,104	,059	18,784	***	par_10
NB1	<---	NB	1,000				
NB2	<---	NB	1,055	,049	21,704	***	par_11
NB3	<---	NB	1,041	,046	22,415	***	par_12
NB4	<---	NB	1,001	,048	21,056	***	par_13

Pengaruh Total

Standardized Total Effects (Group number 1 - Default model)

	K	PH	NYD	NB
NYD	,462	,491	,000	,000
NB	,434	,470	,644	,000
NB4	,386	,418	,572	,889
NB3	,398	,431	,590	,916
NB2	,394	,427	,585	,908
NB1	,386	,419	,573	,890
NYD4	,412	,438	,892	,000
NYD3	,412	,438	,892	,000
NYD2	,411	,436	,888	,000
NYD1	,392	,416	,847	,000
K5	,881	,000	,000	,000
K4	,869	,000	,000	,000
K3	,833	,000	,000	,000
K2	,897	,000	,000	,000
K1	,867	,000	,000	,000
PH4	,000	,843	,000	,000
PH3	,000	,886	,000	,000
PH2	,000	,875	,000	,000

	K	PH	NYD	NB
PH1	,000	,866	,000	,000

Pengaruh Langsung

Standardized Direct Effects (Group number 1 - Default model)

	K	PH	NYD	NB
NYD	,462	,491	,000	,000
NB	,136	,154	,644	,000
NB4	,000	,000	,000	,889
NB3	,000	,000	,000	,916
NB2	,000	,000	,000	,908
NB1	,000	,000	,000	,890
NYD4	,000	,000	,892	,000
NYD3	,000	,000	,892	,000
NYD2	,000	,000	,888	,000
NYD1	,000	,000	,847	,000
K5	,881	,000	,000	,000
K4	,869	,000	,000	,000
K3	,833	,000	,000	,000
K2	,897	,000	,000	,000
K1	,867	,000	,000	,000
PH4	,000	,843	,000	,000

	K	PH	NYD	NB
PH3	,000	,886	,000	,000
PH2	,000	,875	,000	,000
PH1	,000	,866	,000	,000

Pengaruh Tidak Langsung

Standardized Indirect Effects (Group number 1 - Default model)

	K	PH	NYD	NB
NYD	,000	,000	,000	,000
NB	,298	,316	,000	,000
NB4	,386	,418	,572	,000
NB3	,398	,431	,590	,000
NB2	,394	,427	,585	,000
NB1	,386	,419	,573	,000
NYD4	,412	,438	,000	,000
NYD3	,412	,438	,000	,000
NYD2	,411	,436	,000	,000
NYD1	,392	,416	,000	,000
K5	,000	,000	,000	,000
K4	,000	,000	,000	,000
K3	,000	,000	,000	,000
K2	,000	,000	,000	,000

	K	PH	NYD	NB
K1	,000	,000	,000	,000
PH4	,000	,000	,000	,000
PH3	,000	,000	,000	,000
PH2	,000	,000	,000	,000
PH1	,000	,000	,000	,000