

LAMPIRAN 1

Kuesioner Penelitian



Kuesioner

A. Identifikasi Responden

1. Jenis Kelamin :
 - a. Pria
 - b. Wanita
2. Usia :
3. Pekerjaan :
 - a. Pelajar/Mahasiswa
 - b. Karyawan Swasta
 - c. PNS
4. Saya mengakses internet dalam sehari rata-rata
 - a. 1-2 jam
 - b. 2-5 jam
 - c. 5-10 jam
 - d. >10 jam

B. Petunjuk Pengisian

Berilah tanda silang (x) pada masing-masing kolom dibawah ini yang anda anggap paling cocok (satu jawaban saja) terhadap pernyataan di bawah ini.

Keterangan :

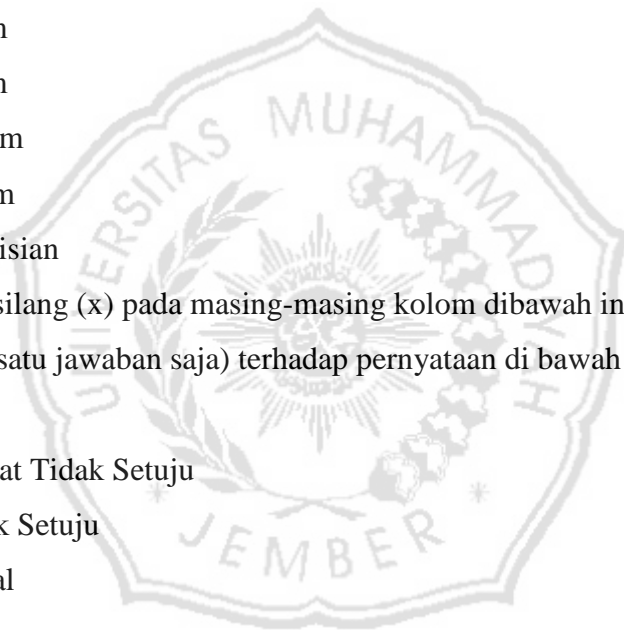
STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju



1. Variabel Kepercayaan (*Trust*)

No	Pernyataan	STS	TS	KS	S	SS
1	Saya merasa penjual berkata jujur tentang produknya					
2	saya merasa penjual konsisten dengan produknya.					
3	Saya merasa nyaman saat berbelanja di Bheeshop_Jember karena bisa tanya barang sepuasnya					
4	Saya merasa aman ketika mengakses media sosial BheeShop_Jember karena privasi tidak tersebar luas					
5	Menurut saya :					

2. Harga (*price*)

No	Pernyataan	STS	TS	KS	S	SS
1	Saya merasa, harga di BheeShop_Jember sangat terjangkau					
2	Menurut saya, harga dan kualitas sebanding					
3	Saya merasa, harga di BheeShop_Jember murah dan berkualitas baik					
4	Saya merasa berbelanja di BheeShop_Jember tepat dengan kebutuhan saya.					
5	Menurut saya:					

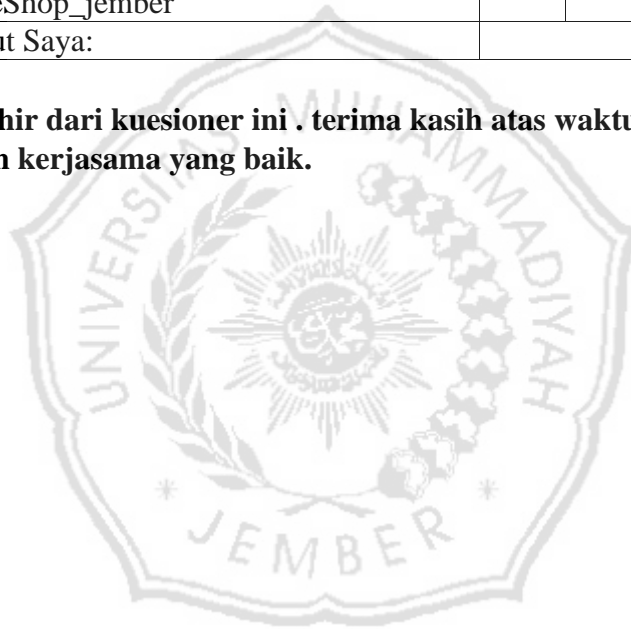
3. Kemudahan (*Easy of Use*)

No	Pernyataan	STS	TS	KS	S	SS
1	Saya merasa akses BheeShop_jember mudah dipelajari					
2	Saya merasa aplikasi di BheeShop_jember mudah di gunakan					
3	Saya merasa aplikasi BheeSho_jember digunakan oleh semua kalangan					
4	Saya merasa jika berbelanja online di BheeShop_Jember tidak memakan banyak waktu					
5	Menurut Saya:					

4. Keputusan Pembelian

No	Pernyataan	STS	TS	KS	S	SS
1	Saya membeli produk fashion yang disediakan oleh BheeShop_Jember sesuai dengan kebutuhan saya					
2	Saya merasa selalu akan membeli produk BheeShop_jember					
3	Saya merasa produk di BheeShop_jember cocok untuk di rekomendasikan kepada yang lain					
4	Saya merasa selalu ingin membeli produk di BheeShop_jember					
5	Menurut Saya:					

Demikian akhir dari kuesioner ini . terima kasih atas waktu yang telah anda luangkan dan kerjasama yang baik.



LAMPIRAN 2

Rekapitulasi Data



No	x1.1	x1.2	x1.3	x1.4	X1	x2.1	x2.2	x2.3	x2.4	X2	x3.1	x3.2	x3.3	x3.4	X3	y1.1	y1.2	y1.3	y1.4	Y
1	4	5	5	5	19	4	3	4	4	15	3	3	3	4	13	3	3	3	4	13
2	5	4	4	5	18	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
3	5	3	5	4	17	4	2	3	3	12	4	3	3	3	13	4	4	5	5	18
4	4	4	4	4	16	4	4	4	4	16	3	4	5	5	17	4	4	4	5	17
5	5	5	3	3	16	5	5	5	5	20	5	4	4	4	17	5	4	4	4	17
6	5	4	4	4	17	4	4	4	4	16	5	4	3	4	16	4	5	5	5	19
7	5	4	4	4	17	4	4	4	3	15	4	4	4	5	17	3	3	4	4	14
8	4	4	4	4	16	5	5	5	5	20	5	5	5	5	20	4	5	4	5	18
9	4	4	4	5	17	4	4	4	4	16	5	5	4	3	17	5	5	4	4	18
10	5	5	5	5	20	4	3	3	3	13	4	4	4	4	16	3	3	4	3	13
11	4	4	4	4	16	5	3	5	4	17	4	4	4	3	15	5	5	4	4	18
12	4	4	4	4	16	5	4	4	4	17	5	4	4	4	17	4	5	5	5	19
13	4	2	4	3	13	5	4	4	4	17	5	4	4	4	17	5	5	5	5	20
14	5	4	4	4	17	4	4	4	4	16	4	4	4	3	15	4	5	4	5	18
15	4	4	4	4	16	5	5	4	5	19	4	4	4	4	16	5	5	5	4	19
16	4	5	5	4	18	5	4	4	5	18	5	4	4	5	18	4	5	5	5	19
17	5	4	4	4	17	5	4	4	4	17	5	5	4	4	18	5	5	4	4	18
18	4	4	4	4	16	2	3	4	5	14	4	4	4	4	16	4	4	4	5	17
19	4	4	4	5	17	3	4	4	4	15	4	4	4	3	15	2	3	3	3	11
20	5	5	5	5	20	5	5	5	4	19	5	5	5	5	20	4	5	4	5	18
21	5	4	3	2	14	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16
22	5	5	4	4	18	4	4	4	3	15	4	4	4	4	16	4	5	4	5	18
23	5	3	4	5	17	4	4	4	4	16	4	4	4	5	17	5	5	4	4	18
24	4	4	5	5	18	5	5	4	4	18	4	5	4	5	18	4	4	5	5	18
25	5	5	4	4	18	5	5	4	4	18	5	4	4	4	17	5	4	4	5	18
26	5	4	4	5	18	5	5	4	4	18	4	5	5	5	19	5	5	4	4	18
27	5	4	4	4	17	5	5	5	5	20	5	4	4	4	17	5	5	5	5	20
28	4	4	4	4	16	4	4	4	3	15	4	4	4	4	16	4	4	4	4	16
29	4	4	4	4	16	3	3	3	5	14	4	4	4	4	16	4	3	3	3	13
30	5	4	4	4	17	2	3	4	5	14	4	4	4	5	17	5	4	4	4	17
31	4	4	4	3	15	4	5	5	4	18	4	4	4	5	17	4	4	4	4	16
32	3	5	4	5	17	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
33	5	5	5	5	20	5	5	4	4	18	5	4	4	4	17	5	5	5	5	20
34	5	4	5	5	19	5	4	4	4	17	5	5	5	5	20	5	5	4	4	18
35	5	5	5	4	19	5	4	4	4	17	5	5	4	4	18	5	5	4	4	18
36	5	5	4	4	18	4	5	5	5	19	5	5	4	4	18	5	5	5	5	20
37	5	5	5	5	20	4	5	5	4	18	5	5	5	5	20	5	4	4	5	18
38	4	5	4	5	18	3	4	3	4	14	4	5	4	5	18	4	4	4	4	16

39	4	4	4	4	16	5	4	4	4	17	4	4	4	4	16	5	5	5	5	20
40	5	4	4	4	17	5	4	4	4	17	5	5	5	5	20	5	4	4	4	17
41	3	4	4	4	15	4	4	3	3	14	5	4	4	4	17	4	4	4	3	15
42	2	3	4	5	14	4	4	4	4	16	5	4	4	4	17	5	5	5	5	20
43	5	5	5	5	20	5	3	3	4	15	4	4	4	4	16	5	5	5	5	20
44	5	5	5	5	20	4	4	4	3	15	4	4	4	3	15	5	4	4	4	17
45	4	4	4	4	16	4	4	5	5	18	4	4	4	4	16	4	4	4	4	16
46	4	4	5	5	18	4	4	5	5	18	5	5	5	5	20	4	4	5	5	18
47	5	4	4	4	17	5	4	4	4	17	5	5	5	5	20	5	4	4	4	17
48	4	4	4	4	16	4	5	3	2	14	4	4	4	4	16	4	4	4	4	16
49	4	4	4	5	17	4	4	4	4	16	5	5	5	5	20	4	4	4	5	17
50	4	4	4	3	15	3	4	4	4	15	5	5	5	5	20	4	4	4	3	15
51	5	4	4	4	17	5	4	4	4	17	4	4	4	4	16	5	4	4	4	17
52	5	5	4	4	18	5	4	5	4	18	4	4	5	5	18	4	4	5	4	17
53	4	4	4	4	16	4	4	4	4	16	4	3	3	3	13	4	3	3	3	13
54	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
55	5	5	5	5	20	5	4	4	4	17	4	4	3	3	14	4	4	3	3	14
56	5	4	4	4	17	5	4	4	4	17	4	4	4	4	16	2	5	5	4	16
57	4	4	4	3	15	3	4	4	4	15	5	4	4	4	17	5	4	4	4	17
58	4	4	4	4	16	5	5	5	5	20	5	5	5	4	19	5	5	5	4	19
59	3	3	3	4	13	5	4	4	5	18	4	4	4	5	17	4	4	4	4	16
60	5	4	4	4	17	4	4	4	3	15	4	4	4	4	16	4	4	4	4	16
61	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
62	5	4	4	4	17	4	4	4	4	16	4	4	4	5	17	4	4	5	4	17
63	5	4	5	5	19	4	5	5	5	19	4	5	5	5	19	4	5	5	5	19
64	4	4	4	4	16	5	4	4	4	17	4	4	4	4	16	4	4	3	4	15
65	5	5	5	5	20	4	4	5	4	17	5	5	4	4	18	5	4	5	4	18
66	5	5	5	5	20	4	4	5	5	18	5	5	5	5	20	5	5	5	5	20
67	5	5	5	4	19	5	5	5	5	20	4	4	4	3	15	4	4	4	3	15

LAMPIRAN 3
Output SPSS
Frekuensi Jawaban Responden



Kepercayaan**X1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	,3	1,5	1,5
3	3	,8	4,5	6,0
Valid 4	26	6,8	38,8	44,8
5	37	9,6	55,2	100,0
Total	67	17,4	100,0	
Missing System	317	82,6		
Total	384	100,0		

X1.2

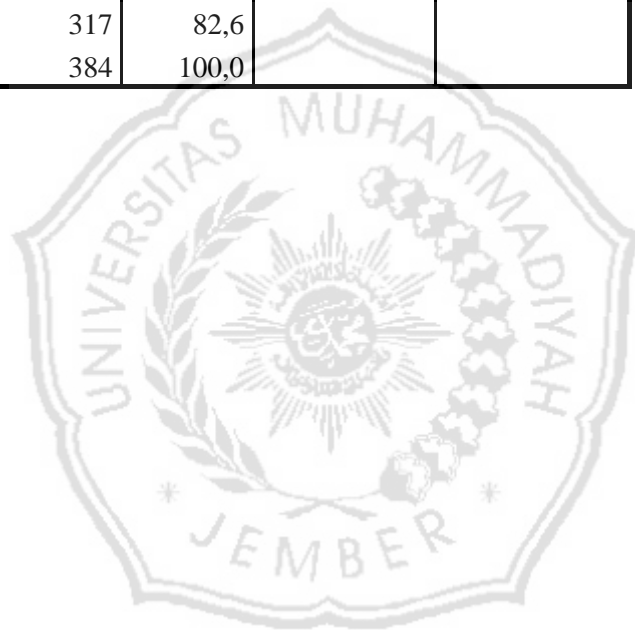
	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	,3	1,5	1,5
3	4	1,0	6,0	7,5
Valid 4	40	10,4	59,7	67,2
5	22	5,7	32,8	100,0
Total	67	17,4	100,0	
Missing System	317	82,6		
Total	384	100,0		

XI.3

	Frequency	Percent	Valid Percent	Cumulative Percent
3	3	,8	4,5	4,5
Valid 4	44	11,5	65,7	70,1
5	20	5,2	29,9	100,0
Total	67	17,4	100,0	
Missing System	317	82,6		
Total	384	100,0		

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	,3	1,5	1,5
3	5	1,3	7,5	9,0
Valid 4	36	9,4	53,7	62,7
5	25	6,5	37,3	100,0
Total	67	17,4	100,0	
Missing System	317	82,6		
Total	384	100,0		



Harga**X2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	,5	3,0	3,0
3	5	1,3	7,5	10,4
Valid 4	28	7,3	41,8	52,2
5	32	8,3	47,8	100,0
Total	67	17,4	100,0	
Missing System	317	82,6		
Total	384	100,0		

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	,3	1,5	1,5
3	7	1,8	10,4	11,9
Valid 4	40	10,4	59,7	71,6
5	19	4,9	28,4	100,0
Total	67	17,4	100,0	
Missing System	317	82,6		
Total	384	100,0		

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
3	7	1,8	10,4	10,4
Valid 4	41	10,7	61,2	71,6
5	19	4,9	28,4	100,0
Total	67	17,4	100,0	
Missing System	317	82,6		
Total	384	100,0		

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	,3	1,5	1,5
3	8	2,1	11,9	13,4
Valid 4	39	10,2	58,2	71,6
5	19	4,9	28,4	100,0
Total	67	17,4	100,0	
Missing System	317	82,6		
Total	384	100,0		



Kemudahan**X3.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
3,0	2	,5	3,0	3,0
Valid 4,0	35	9,1	52,2	55,2
5,0	30	7,8	44,8	100,0
Total	67	17,4	100,0	
Missing System	317	82,6		
Total	384	100,0		

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
3,0	3	,8	4,5	4,5
Valid 4,0	41	10,7	61,2	65,7
5,0	23	6,0	34,3	100,0
Total	67	17,4	100,0	
Missing System	317	82,6		
Total	384	100,0		

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
3,0	5	1,3	7,5	7,5
Valid 4,0	44	11,5	65,7	73,1
5,0	18	4,7	26,9	100,0
Total	67	17,4	100,0	
Missing System	317	82,6		
Total	384	100,0		

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
3,0	9	2,3	13,4	13,4
Valid 4,0	32	8,3	47,8	61,2
5,0	26	6,8	38,8	100,0
Total	67	17,4	100,0	
Missing System	317	82,6		

Total	384	100,0		
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Keputusan Pembelian

YI.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2,0	2	,5	3,0	3,0
3,0	3	,8	4,5	7,5
Valid 4,0	32	8,3	47,8	55,2
5,0	30	7,8	44,8	100,0
Total	67	17,4	100,0	
Missing System	317	82,6		
Total	384	100,0		

YI.2

	Frequency	Percent	Valid Percent	Cumulative Percent
3,0	6	1,6	9,0	9,0
Valid 4,0	32	8,3	47,8	56,7
5,0	29	7,6	43,3	100,0
Total	67	17,4	100,0	
Missing System	317	82,6		
Total	384	100,0		

YI.3

	Frequency	Percent	Valid Percent	Cumulative Percent
3,0	6	1,6	9,0	9,0
Valid 4,0	37	9,6	55,2	64,2
5,0	24	6,3	35,8	100,0
Total	67	17,4	100,0	
Missing System	317	82,6		
Total	384	100,0		

YI.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,0	8	2,1	11,9	11,9
Valid 4,0	32	8,3	47,8	59,7
Valid 5,0	27	7,0	40,3	100,0
Total	67	17,4	100,0	
Missing System	317	82,6		
Total	384	100,0		



LAMPIRAN 4
Output SPSS
Uji Instrumen Penelitian



UJI VALIDITAS

Kepercayaan

Correlations

		Kepercayaan	X11	X12	X13	X14
Kepercayaan	Pearson Correlation	1	,615**	,751**	,805**	,693**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	67	67	67	67	67
X11	Pearson Correlation	,615**	1	,378**	,297*	,048
	Sig. (2-tailed)	,000		,002	,015	,697
	N	67	67	67	67	67
X12	Pearson Correlation	,751**	,378**	1	,449**	,315**
	Sig. (2-tailed)	,000	,002		,000	,009
	N	67	67	67	67	67
X13	Pearson Correlation	,805**	,297*	,449**	1	,618**
	Sig. (2-tailed)	,000	,015	,000		,000
	N	67	67	67	67	67
X14	Pearson Correlation	,693**	,048	,315**	,618**	1
	Sig. (2-tailed)	,000	,697	,009	,000	
	N	67	67	67	67	67

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

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

Harga**Correlations**

		Harga	X21	X22	X23	X24
Harga	Pearson Correlation	1	,648**	,769**	,806**	,656**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	67	67	67	67	67
X21	Pearson Correlation	,648**	1	,417**	,265*	,088
	Sig. (2-tailed)	,000		,000	,030	,481
	N	67	67	67	67	67
X22	Pearson Correlation	,769**	,417**	1	,545**	,263*
	Sig. (2-tailed)	,000	,000		,000	,032
	N	67	67	67	67	67
X23	Pearson Correlation	,806**	,265*	,545**	1	,577**
	Sig. (2-tailed)	,000	,030	,000		,000
	N	67	67	67	67	67
X24	Pearson Correlation	,656**	,088	,263*	,577**	1
	Sig. (2-tailed)	,000	,481	,032	,000	
	N	67	67	67	67	67

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

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

Correlations

		Kemudahan	X31	X32	X33	X34
Kemudahan	Pearson Correlation	1	,651**	,881**	,874**	,778**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	67	67	67	67	67
X31	Pearson Correlation	,651**	1	,577**	,371**	,196
	Sig. (2-tailed)	,000		,000	,002	,112
	N	67	67	67	67	67
X32	Pearson Correlation	,881**	,577**	1	,747**	,521**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	67	67	67	67	67
X33	Pearson Correlation	,874**	,371**	,747**	1	,666**
	Sig. (2-tailed)	,000	,002	,000		,000
	N	67	67	67	67	67
X34	Pearson Correlation	,778**	,196	,521**	,666**	1
	Sig. (2-tailed)	,000	,112	,000	,000	
	N	67	67	67	67	67

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

Keputusan Pembelian

Correlations

		KeputusanPembelian	YI1	YI2	YI3	YI4
KeputusanPembelian	Pearson Correlation	1	,691**	,855**	,794**	,796**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	67	67	67	67	67
YI1	Pearson Correlation	,691**	1	,504**	,306*	,303*
	Sig. (2-tailed)	,000		,000	,012	,013
	N	67	67	67	67	67
YI2	Pearson Correlation	,855**	,504**	1	,606**	,582**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	67	67	67	67	67
YI3	Pearson Correlation	,794**	,306*	,606**	1	,619**
	Sig. (2-tailed)	,000	,012	,000		,000
	N	67	67	67	67	67
YI4	Pearson Correlation	,796**	,303*	,582**	,619**	1
	Sig. (2-tailed)	,000	,013	,000	,000	
	N	67	67	67	67	67

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

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

UJI RELIABILITAS

Kepercayaan

Case Processing Summary

		N	%
	Valid	67	17,4
Cases	Excluded ^a	317	82,6
	Total	384	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,669	4

Harga

Case Processing Summary

		N	%
	Valid	67	17,4
Cases	Excluded ^a	317	82,6
	Total	384	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,678	4

Kemudahan

Case Processing Summary

		N	%
Cases	Valid	67	17,4
	Excluded ^a	317	82,6
	Total	384	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,801	4

Keputusan Pembelian

Case Processing Summary

		N	%
Cases	Valid	67	17,4
	Excluded ^a	317	82,6
	Total	384	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,786	4

LAMPIRAN 5

Output SPSS

**Analisis Regresi, Uji Asumsi Klasik,
Uji Hipotesis dan Koefisien Determinan**



Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kemudahan, Kepercayaan, Harga ^b	.	Enter

a. Dependent Variable: KeputusanPembelian

b. All requested variables entered.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4,980	2,835		1,757	,084		
Kepercayaan	,042	,126	,036	,335	,739	,956	1,046
Harga	,366	,130	,341	2,819	,006	,761	1,314
Kemudahan	,313	,135	,283	2,328	,023	,752	1,330

a. Dependent Variable: KeputusanPembelian

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,547 ^a	,299	,266	1,7655

a. Predictors: (Constant), Kemudahan, Kepercayaan, Harga

b. Dependent Variable: KeputusanPembelian

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	83,814	3	27,938	8,963	,000 ^b
	Residual	196,365	63	3,117		
	Total	280,179	66			

a. Dependent Variable: KeputusanPembelian

b. Predictors: (Constant), Kemudahan, Kepercayaan, Harga

Collinearity Diagnostics^a

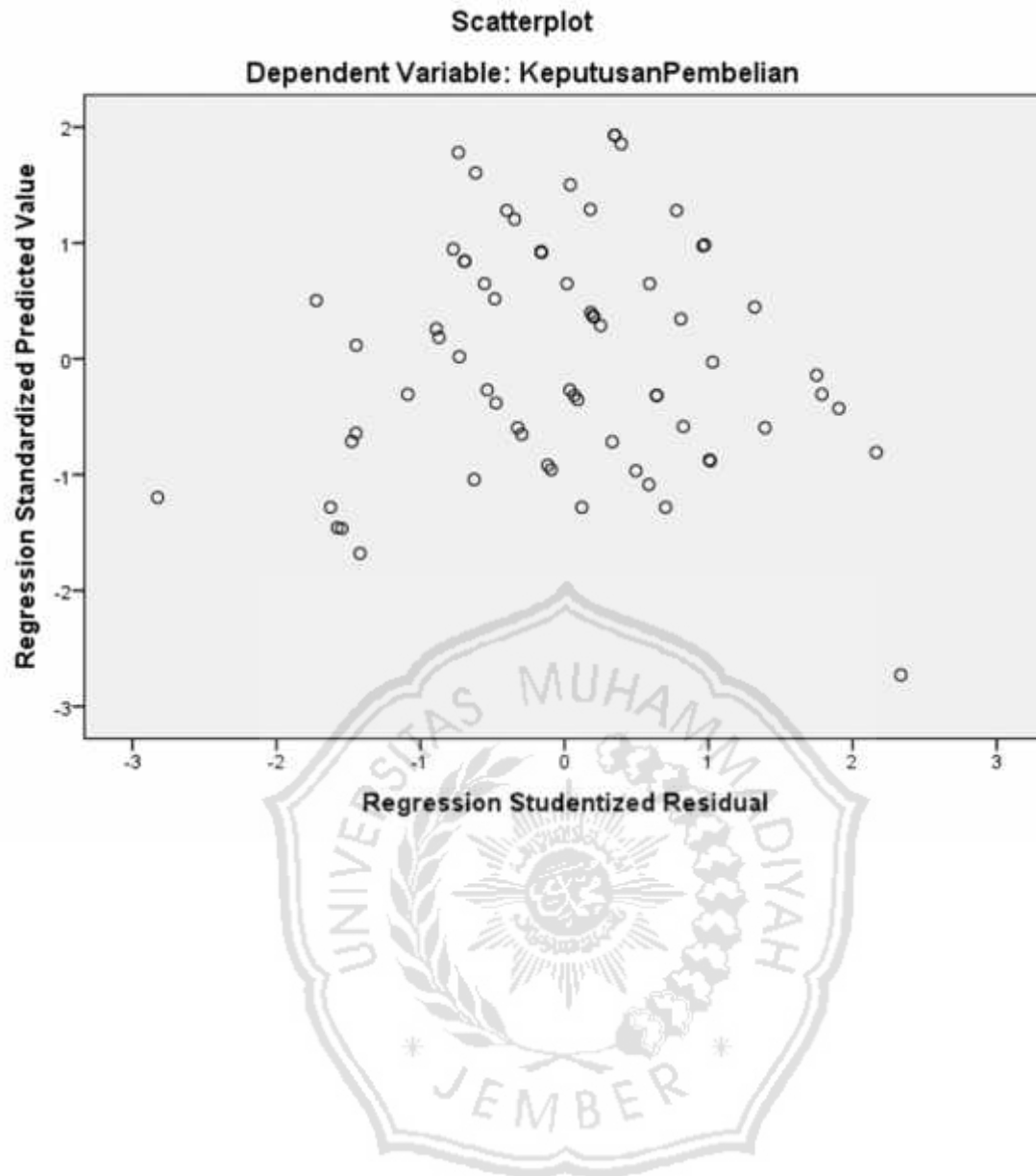
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Kepercayaan	Harga	Kemudahan
1	1	3,979	1,000	,00	,00	,00	,00
	2	,011	19,438	,02	,49	,27	,11
	3	,006	25,398	,00	,02	,66	,79
	4	,004	30,727	,98	,49	,06	,10

a. Dependent Variable: KeputusanPembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,164	19,413	17,239	1,1269	67
Residual	-4,8893	3,8361	,0000	1,7249	67
Std. Predicted Value	-2,729	1,930	,000	1,000	67
Std. Residual	-2,769	2,173	,000	,977	67

a. Dependent Variable: KeputusanPembelian



LAMPIRAN 6

Tabel Pearson Product Moment



r Table (Pearson Product Moment)
(Signifikansi Level 0.05)

df	1- tailed	2- tailed	df	1- tailed	2- tailed
11	0.521	0.602	44	0.251	0.297
12	0.497	0.567	45	0.248	0.249
13	0.476	0.553	46	0.246	0.291
14	0.458	0.532	47	0.243	0.288
15	0.441	0.514	50	0.235	0.279
16	0.426	0.497	51	0.233	0.276
17	0.412	0.482	52	0.231	0.273
18	0.400	0.468	53	0.228	0.270
19	0.389	0.456	54	0.226	0.268
20	0.378	0.444	55	0.224	0.265
21	0.369	0.433	56	0.222	0.263
22	0.360	0.423	57	0.220	0.261
23	0.352	0.413	58	0.218	0.258
25	0.337	0.396	59	0.216	0.256
26	0.330	0.388	60	0.214	0.254
27	0.323	0.381	61	0.213	0.252
28	0.317	0.374	62	0.211	0.250
29	0.312	0.374	63	0.209	0.248
30	0.306	0.361	64	0.207	0.246
31	0.301	0.355	65	0.206	0.244
32	0.296	0.349	66	0.204	0.242
33	0.291	0.344	67	0.203	0.240
34	0.287	0.339			
35	0.283	0.334			
36	0.279	0.329			
37	0.267	0.325			
38	0.271	0.320			
39	0.267	0.316			
40	0.264	0.312			
41	0.261	0.308			
42	0.257	0.304			
43	0.254	0.301			