**Lampiran 2 Uji Validitas**

**Lampiran 2.1 Uji Validitas Variabel X2**

**Validitas Instrumen Variabel Kualitas Layanan *E-Commerce***

| **Correlations** | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **X2.10** | **X2** |
| X2.1 | Pearson Correlation | 1 | ,752\*\* | ,677\*\* | ,621\*\* | ,458\* | ,447\* | ,449\* | ,389\* | ,489\*\* | ,696\*\* | ,774\*\* |
| Sig. (2-tailed) |  | ,000 | ,000 | ,000 | ,011 | ,013 | ,013 | ,034 | ,006 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | ,752\*\* | 1 | ,789\*\* | ,855\*\* | ,608\*\* | ,629\*\* | ,543\*\* | ,448\* | ,590\*\* | ,629\*\* | ,883\*\* |
| Sig. (2-tailed) | ,000 |  | ,000 | ,000 | ,000 | ,000 | ,002 | ,013 | ,001 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | ,677\*\* | ,789\*\* | 1 | ,770\*\* | ,617\*\* | ,511\*\* | ,464\*\* | ,340 | ,592\*\* | ,616\*\* | ,832\*\* |
| Sig. (2-tailed) | ,000 | ,000 |  | ,000 | ,000 | ,004 | ,010 | ,066 | ,001 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | ,621\*\* | ,855\*\* | ,770\*\* | 1 | ,521\*\* | ,650\*\* | ,298 | ,312 | ,556\*\* | ,509\*\* | ,779\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 |  | ,003 | ,000 | ,109 | ,093 | ,001 | ,004 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | ,458\* | ,608\*\* | ,617\*\* | ,521\*\* | 1 | ,584\*\* | ,440\* | ,576\*\* | ,376\* | ,459\* | ,732\*\* |
| Sig. (2-tailed) | ,011 | ,000 | ,000 | ,003 |  | ,001 | ,015 | ,001 | ,041 | ,011 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | ,447\* | ,629\*\* | ,511\*\* | ,650\*\* | ,584\*\* | 1 | ,590\*\* | ,662\*\* | ,530\*\* | ,457\* | ,784\*\* |
| Sig. (2-tailed) | ,013 | ,000 | ,004 | ,000 | ,001 |  | ,001 | ,000 | ,003 | ,011 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.7 | Pearson Correlation | ,449\* | ,543\*\* | ,464\*\* | ,298 | ,440\* | ,590\*\* | 1 | ,744\*\* | ,416\* | ,488\*\* | ,723\*\* |
| Sig. (2-tailed) | ,013 | ,002 | ,010 | ,109 | ,015 | ,001 |  | ,000 | ,022 | ,006 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.8 | Pearson Correlation | ,389\* | ,448\* | ,340 | ,312 | ,576\*\* | ,662\*\* | ,744\*\* | 1 | ,399\* | ,412\* | ,695\*\* |
| Sig. (2-tailed) | ,034 | ,013 | ,066 | ,093 | ,001 | ,000 | ,000 |  | ,029 | ,024 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.9 | Pearson Correlation | ,489\*\* | ,590\*\* | ,592\*\* | ,556\*\* | ,376\* | ,530\*\* | ,416\* | ,399\* | 1 | ,530\*\* | ,720\*\* |
| Sig. (2-tailed) | ,006 | ,001 | ,001 | ,001 | ,041 | ,003 | ,022 | ,029 |  | ,003 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.10 | Pearson Correlation | ,696\*\* | ,629\*\* | ,616\*\* | ,509\*\* | ,459\* | ,457\* | ,488\*\* | ,412\* | ,530\*\* | 1 | ,752\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,004 | ,011 | ,011 | ,006 | ,024 | ,003 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2 | Pearson Correlation | ,774\*\* | ,883\*\* | ,832\*\* | ,779\*\* | ,732\*\* | ,784\*\* | ,723\*\* | ,695\*\* | ,720\*\* | ,752\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

**\*\* Correlation is significant at the 0,01 level (2-tailed)**

**\* Correletion is significant at the 0,05 level (2-tailed)**

**Lampiran 2.2 Uji Validitas Variabel X3**

**Validitas Instrumen Variabel Promosi Penjualan *Online***

| **Correlations** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3** |
| X3.1 | Pearson Correlation | 1 | ,789\*\* | ,600\*\* | ,760\*\* | ,549\*\* | ,892\*\* |
| Sig. (2-tailed) |  | ,000 | ,000 | ,000 | ,002 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | ,789\*\* | 1 | ,653\*\* | ,532\*\* | ,567\*\* | ,850\*\* |
| Sig. (2-tailed) | ,000 |  | ,000 | ,002 | ,001 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | ,600\*\* | ,653\*\* | 1 | ,351 | ,367\* | ,707\*\* |
| Sig. (2-tailed) | ,000 | ,000 |  | ,057 | ,046 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | ,760\*\* | ,532\*\* | ,351 | 1 | ,744\*\* | ,839\*\* |
| Sig. (2-tailed) | ,000 | ,002 | ,057 |  | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | ,549\*\* | ,567\*\* | ,367\* | ,744\*\* | 1 | ,810\*\* |
| Sig. (2-tailed) | ,002 | ,001 | ,046 | ,000 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3 | Pearson Correlation | ,892\*\* | ,850\*\* | ,707\*\* | ,839\*\* | ,810\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |

**\*\* Correlation is significant at the 0,01 level (2-tailed)**

**\* Correletion is significant at the 0,05 level (2-tailed)**

**Lampiran 2.3 Uji Validitas Variabel Y**

**Validitas Instrumen Variabel Perilaku Belanja *Online***

| **Correlations** | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **Y.7** | **Y.8** | **Y.9** | **Y.10** | **Y** |
| Y.1 | Pearson Correlation | 1 | ,578\*\* | ,527\*\* | ,372\* | ,527\*\* | ,198 | ,435\* | ,277 | ,372\* | ,289 | ,724\*\* |
| Sig. (2-tailed) |  | ,001 | ,003 | ,043 | ,003 | ,295 | ,016 | ,138 | ,043 | ,122 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | ,578\*\* | 1 | ,358 | ,409\* | ,358 | ,153 | ,575\*\* | ,473\*\* | ,288 | ,000 | ,663\*\* |
| Sig. (2-tailed) | ,001 |  | ,052 | ,025 | ,052 | ,419 | ,001 | ,008 | ,122 | 1,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | ,527\*\* | ,358 | 1 | ,504\*\* | ,500\*\* | ,402\* | ,317 | ,438\* | ,126 | ,000 | ,662\*\* |
| Sig. (2-tailed) | ,003 | ,052 |  | ,004 | ,005 | ,028 | ,088 | ,016 | ,507 | 1,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.4 | Pearson Correlation | ,372\* | ,409\* | ,504\*\* | 1 | ,504\*\* | ,531\*\* | ,331 | ,422\* | ,322 | ,092 | ,712\*\* |
| Sig. (2-tailed) | ,043 | ,025 | ,004 |  | ,004 | ,003 | ,074 | ,020 | ,083 | ,629 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.5 | Pearson Correlation | ,527\*\* | ,358 | ,500\*\* | ,504\*\* | 1 | ,268 | ,317 | ,146 | ,252 | -,137 | ,600\*\* |
| Sig. (2-tailed) | ,003 | ,052 | ,005 | ,004 |  | ,152 | ,088 | ,441 | ,179 | ,471 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.6 | Pearson Correlation | ,198 | ,153 | ,402\* | ,531\*\* | ,268 | 1 | ,516\*\* | ,459\* | ,306 | ,196 | ,622\*\* |
| Sig. (2-tailed) | ,295 | ,419 | ,028 | ,003 | ,152 |  | ,004 | ,011 | ,100 | ,300 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.7 | Pearson Correlation | ,435\* | ,575\*\* | ,317 | ,331 | ,317 | ,516\*\* | 1 | ,568\*\* | ,597\*\* | ,290 | ,760\*\* |
| Sig. (2-tailed) | ,016 | ,001 | ,088 | ,074 | ,088 | ,004 |  | ,001 | ,000 | ,121 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.8 | Pearson Correlation | ,277 | ,473\*\* | ,438\* | ,422\* | ,146 | ,459\* | ,568\*\* | 1 | ,226 | ,107 | ,632\*\* |
| Sig. (2-tailed) | ,138 | ,008 | ,016 | ,020 | ,441 | ,011 | ,001 |  | ,230 | ,575 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.9 | Pearson Correlation | ,372\* | ,288 | ,126 | ,322 | ,252 | ,306 | ,597\*\* | ,226 | 1 | ,598\*\* | ,636\*\* |
| Sig. (2-tailed) | ,043 | ,122 | ,507 | ,083 | ,179 | ,100 | ,000 | ,230 |  | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.10 | Pearson Correlation | ,289 | ,000 | ,000 | ,092 | -,137 | ,196 | ,290 | ,107 | ,598\*\* | 1 | ,370\* |
| Sig. (2-tailed) | ,122 | 1,000 | 1,000 | ,629 | ,471 | ,300 | ,121 | ,575 | ,000 |  | ,044 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y | Pearson Correlation | ,724\*\* | ,663\*\* | ,662\*\* | ,712\*\* | ,600\*\* | ,622\*\* | ,760\*\* | ,632\*\* | ,636\*\* | ,370\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,044 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

**\*\* Correlation is significant at the 0,01 level (2-tailed)**

**\* Correletion is significant at the 0,05 level (2-tailed)**

**Lampiran 3 Uji Reliabilitas**

**Lampiran 3.1 Uji Reliabilitas X2**

**Reliabilitas Instrumen Variabel Kualitas Layanan *E-Commerce***

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 30 | 100,0 |

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

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,918 | 10 |

**Lampiran 3.2 Uji Reliabilitas X3**

**Reliabilitas Instrumen Variabel Promosi Penjualan *Online***

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 30 | 100,0 |

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

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,874 | 5 |

**Lampiran 3.3 Uji Reliabilitas X3**

**Reliabilitas Instrumen Variabel Promosi Penjualan *Online***

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 30 | 100,0 |

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

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,836 | 10 |

**Lampiran 4 Tabulasi Data**

**Lampiran 4.1 Tabulasi Data Literasi Keuangan**

**Data Hasil Tes Literasi Keuangan**

| **No.** | **LK1** | **LK2** | **LK3** | **LK4** | **LK5** | **LK6** | **LK7** | **LK8** | **LK9** | **LK10** | **LK11** | **LK12** | **LK13** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0 |
| **2** | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 |
| **3** | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 |
| **4** | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 |
| **5** | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 0 |
| **6** | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 |
| **7** | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| **8** | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 |
| **9** | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 |
| **10** | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 1 |
| **11** | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 0 |
| **12** | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 |
| **13** | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 |
| **14** | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 |
| **15** | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 |
| **16** | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 |
| **17** | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 |
| **18** | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 |
| **19** | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 |
| **20** | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 0 |
| **21** | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 |
| **22** | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 0 |
| **23** | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 |
| **24** | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 0 |
| **25** | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 |
| **26** | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 |
| **27** | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 |
| **28** | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 |
| **29** | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 0 |
| **30** | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 0 |
| **31** | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 0 |
| **32** | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| **33** | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 0 |
| **34** | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 0 |
| **35** | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 |
| **36** | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 |
| **37** | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 |
| **38** | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 |
| **39** | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 |
| **40** | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 |

**Lanjutan Tabulasi Data Literasi Keuangan**

**Data Hasil Tes Literasi Keuangan**

| **No.** | **LK14** | **LK15** | **LK16** | **LK17** | **LK18** | **LK19** | **LK20** | **Jumlah** | **Skor** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 13 | **65** |
| **2** | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 15 | **75** |
| **3** | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 15 | **75** |
| **4** | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 13 | **65** |
| **5** | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 14 | **70** |
| **6** | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 10 | **50** |
| **7** | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 7 | **35** |
| **8** | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 7 | **35** |
| **9** | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 13 | **65** |
| **10** | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 14 | **70** |
| **11** | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 13 | **65** |
| **12** | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 8 | **40** |
| **13** | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 15 | **75** |
| **14** | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 8 | **40** |
| **15** | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 15 | **75** |
| **16** | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 16 | **80** |
| **17** | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 14 | **70** |
| **18** | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 12 | **60** |
| **19** | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 10 | **50** |
| **20** | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 12 | **60** |
| **21** | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 10 | **50** |
| **22** | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 12 | **60** |
| **23** | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 13 | **65** |
| **24** | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 13 | **65** |
| **25** | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 15 | **75** |
| **26** | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 13 | **65** |
| **27** | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 15 | **75** |
| **28** | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 15 | **75** |
| **29** | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 13 | **65** |
| **30** | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 14 | **70** |
| **31** | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 12 | **60** |
| **32** | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 14 | **70** |
| **33** | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 14 | **70** |
| **34** | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 14 | **70** |
| **35** | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 12 | **60** |
| **36** | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 14 | **70** |
| **37** | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 8 | **40** |
| **38** | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 15 | **75** |
| **39** | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 15 | **75** |
| **40** | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 8 | **40** |

**Lampiran 4.2 Tabulasi Data Kualitas Layanan *E-Commerce***

**Data Hasil Kuesioner Kualitas Layanan *E-Commerce***

| **No.** | **KL1** | **KL2** | **KL3** | **KL4** | **KL5** | **KL6** | **KL7** | **KL8** | **KL9** | **KL10** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| **2** | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |
| **3** | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| **4** | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 |
| **5** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| **6** | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 |
| **7** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| **8** | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 |
| **9** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 |
| **10** | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| **11** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| **12** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| **13** | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| **14** | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| **15** | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| **16** | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 4 |
| **17** | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| **18** | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 |
| **19** | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| **20** | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| **21** | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 4 |
| **22** | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| **23** | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 |
| **24** | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| **25** | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| **26** | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| **27** | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| **28** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| **29** | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 |
| **30** | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 3 |
| **31** | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 |
| **32** | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| **33** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| **34** | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 |
| **35** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| **36** | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 |
| **37** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| **38** | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 5 |
| **39** | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 |
| **40** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

**Lampiran 4.3 Tabulasi Data Promosi Penjualan *Online***

**Data Hasil Kuesioner Promosi Penjualan *Online***

| **No.** | **PPO1** | **PPO2** | **PPO3** | **PPO4** | **PPO5** |
| --- | --- | --- | --- | --- | --- |
| **1** | 5 | 5 | 5 | 5 | 5 |
| **2** | 4 | 4 | 4 | 4 | 4 |
| **3** | 5 | 5 | 4 | 5 | 5 |
| **4** | 5 | 5 | 5 | 5 | 5 |
| **5** | 5 | 5 | 4 | 4 | 4 |
| **6** | 5 | 4 | 4 | 5 | 5 |
| **7** | 5 | 5 | 5 | 5 | 5 |
| **8** | 5 | 5 | 5 | 5 | 5 |
| **9** | 5 | 4 | 5 | 5 | 5 |
| **10** | 5 | 4 | 4 | 4 | 4 |
| **11** | 5 | 5 | 5 | 5 | 5 |
| **12** | 4 | 4 | 4 | 4 | 4 |
| **13** | 4 | 4 | 3 | 3 | 3 |
| **14** | 4 | 4 | 4 | 4 | 4 |
| **15** | 4 | 5 | 5 | 5 | 5 |
| **16** | 4 | 5 | 5 | 5 | 5 |
| **17** | 5 | 5 | 4 | 5 | 5 |
| **18** | 3 | 4 | 3 | 4 | 4 |
| **19** | 4 | 4 | 4 | 4 | 4 |
| **20** | 4 | 4 | 4 | 3 | 3 |
| **21** | 4 | 4 | 4 | 4 | 4 |
| **22** | 4 | 4 | 4 | 4 | 4 |
| **23** | 4 | 4 | 3 | 3 | 3 |
| **24** | 5 | 4 | 4 | 5 | 3 |
| **25** | 4 | 4 | 4 | 4 | 4 |
| **26** | 5 | 4 | 4 | 5 | 3 |
| **27** | 5 | 5 | 5 | 5 | 5 |
| **28** | 4 | 4 | 4 | 4 | 3 |
| **29** | 5 | 5 | 5 | 5 | 4 |
| **30** | 5 | 4 | 4 | 5 | 5 |
| **31** | 4 | 4 | 4 | 4 | 4 |
| **32** | 4 | 4 | 5 | 5 | 4 |
| **33** | 4 | 4 | 4 | 4 | 3 |
| **34** | 5 | 5 | 4 | 5 | 4 |
| **35** | 4 | 4 | 4 | 4 | 4 |
| **36** | 4 | 4 | 4 | 4 | 4 |
| **37** | 4 | 4 | 4 | 4 | 4 |
| **38** | 4 | 5 | 5 | 3 | 3 |
| **39** | 4 | 4 | 5 | 5 | 5 |
| **40** | 4 | 4 | 4 | 4 | 4 |

**Lampiran 4.4 Tabulasi Data Perilaku Belanja *Online***

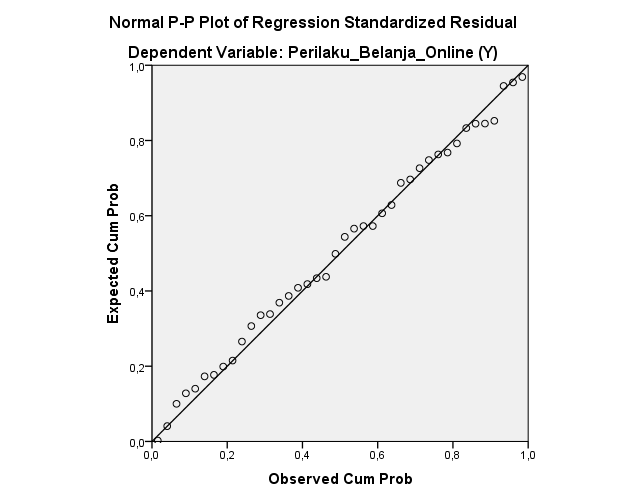
**Data Hasil Kuesioner Perilaku Belanja *Online***

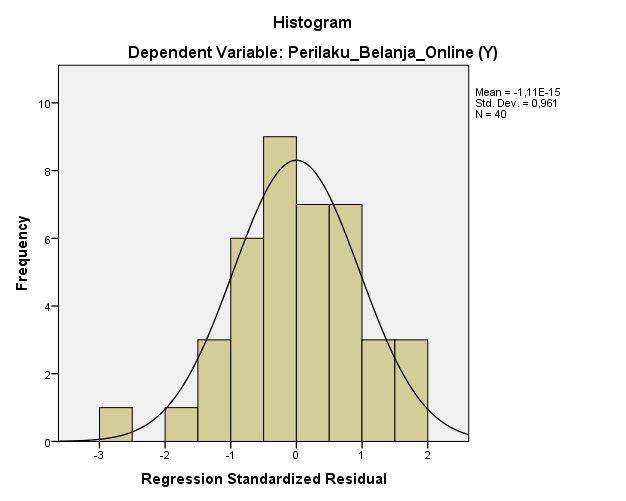
| **No.** | **PBO1** | **PBO2** | **PBO3** | **PBO4** | **PBO5** | **PBO6** | **PBO7** | **PBO8** | **PBO9** | **PBO10** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| **2** | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| **3** | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 |
| **4** | 5 | 4 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 4 |
| **5** | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 |
| **6** | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| **7** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| **8** | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 |
| **9** | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| **10** | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| **11** | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| **12** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| **13** | 5 | 5 | 1 | 1 | 1 | 2 | 2 | 2 | 5 | 5 |
| **14** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| **15** | 5 | 5 | 2 | 2 | 2 | 4 | 4 | 4 | 5 | 5 |
| **16** | 5 | 5 | 5 | 2 | 3 | 4 | 5 | 2 | 4 | 5 |
| **17** | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 5 |
| **18** | 4 | 3 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 4 |
| **19** | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| **20** | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 |
| **21** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| **22** | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 5 |
| **23** | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 5 | 5 |
| **24** | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 |
| **25** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| **26** | 5 | 5 | 1 | 2 | 2 | 4 | 4 | 4 | 3 | 4 |
| **27** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| **28** | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 |
| **29** | 5 | 5 | 2 | 2 | 2 | 5 | 5 | 5 | 4 | 5 |
| **30** | 5 | 4 | 5 | 4 | 4 | 4 | 2 | 2 | 5 | 5 |
| **31** | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 |
| **32** | 5 | 5 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 4 |
| **33** | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 4 | 4 |
| **34** | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 |
| **35** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| **36** | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 5 |
| **37** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| **38** | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 |
| **39** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| **40** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

**Lampiran 5 Uji Normalitas**

**Lampiran Hasil Uji Normalitas**

|  |  |  |  |
| --- | --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | | |
|  | | Unstandardized Residual | |
| N | | 40 | |
| Normal Parametersa,b | Mean | ,0000000 | |
| Std. Deviation | 2,89768615 | |
| Most Extreme Differences | Absolute | ,063 | |
| Positive | ,063 | |
| Negative | -,054 | |
| Test Statistic | | ,063 | |
| Asymp. Sig. (2-tailed) | | ,200c,d | |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |





**Lampiran 6 Uji Multikolinearitas**

**Lampiran Hasil Uji Multikolinearitas**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | | |
| Model | Variables Entered | Variables Removed | Method | |
| 1 | Promosi\_Penjualan\_Online (X3, Literasi\_Keuangan (X1), Kualitas\_Layanan\_E-Commerce (X2)b | . | Enter | |
| a. Dependent Variable: Perilaku\_Belanja\_Online (Y) | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | |
| R Square Change | F Change |
| 1 | ,761a | ,579 | ,544 | 3,01601 | ,579 | 16,495 |

|  |
| --- |
| a. Predictors: (Constant), Promosi\_Penjualan\_Online (X3, Literasi\_Keuangan (X1), Kualitas\_Layanan\_E-Commerce (X2) |
| b. Dependent Variable: Perilaku\_Belanja\_Online (Y) |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 450,133 | 3 | 150,044 | 16,495 | ,000b |
| Residual | 327,467 | 36 | 9,096 |  |  |
| Total | 777,600 | 39 |  |  |  |

|  |
| --- |
| a. Dependent Variable: Perilaku\_Belanja\_Online (Y) |
| b. Predictors: (Constant), Promosi\_Penjualan\_Online (X3, Literasi\_Keuangan (X1), Kualitas\_Layanan\_E-Commerce (X2) |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95,0% Confidence Interval for B | |
| B | Std. Error | Beta | Lower Bound | Upper Bound |
| 1 | (Constant) | 7,987 | 5,799 |  | 1,377 | ,177 | -3,774 | 19,749 |
| Literasi\_Keuangan | -,390 | ,192 | -,221 | -2,036 | ,049 | -,778 | -,002 |
| Kualitas\_Layanan\_E-Commerce | ,561 | ,148 | ,496 | 3,786 | ,001 | ,261 | ,862 |
| Promosi\_Penjualan\_Online | ,634 | ,241 | ,343 | 2,628 | ,013 | ,145 | 1,124 |

Lanjutan...

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Correlations | | | Collinearity Statistics | |
| Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) |  |  |  |  |  |
| Literasi\_Keuangan | -,164 | -,321 | -,220 | ,993 | 1,007 |
| Kualitas\_Layanan\_E-Commerce | ,670 | ,534 | ,409 | ,681 | 1,467 |
| Promosi\_Penjualan\_Online | ,612 | ,401 | ,284 | ,685 | 1,460 |

a. Dependent Variable: Perilaku\_Belanja\_Online (Y)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Coefficient Correlationsa** | | | | | |
| Model | | | Promosi\_Penjualan\_Online | Literasi\_Keuangan | Kualitas\_Layanan\_E-Commerce |
| 1 | Correlations | Promosi\_Penjualan\_Online | 1,000 | ,001 | -,560 |
| Literasi\_Keuangan | ,001 | 1,000 | -,070 |
| Kualitas\_Layanan\_E-Commerce | -,560 | -,070 | 1,000 |
| Covariances | Promosi\_Penjualan\_Online | ,058 | 6,404E-5 | -,020 |
| Literasi\_Keuangan | 6,404E-5 | ,037 | -,002 |
| Kualitas\_Layanan\_E-Commerce | -,020 | -,002 | ,022 |
| a. Dependent Variable: Perilaku\_Belanja\_Online (Y) | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Collinearity Diagnosticsa** | | | | | | | |
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
| (Constant) | Literasi\_Keuangan | Kualitas\_Layanan\_E-Commerce | Promosi\_Penjualan\_Online |
| 1 | 1 | 3,960 | 1,000 | ,00 | ,00 | ,00 | ,00 |
| 2 | ,030 | 11,408 | ,01 | ,92 | ,02 | ,04 |
| 3 | ,006 | 26,206 | ,53 | ,07 | ,02 | ,75 |
| 4 | ,004 | 32,165 | ,47 | ,01 | ,96 | ,22 |
| a. Dependent Variable: Perilaku\_Belanja\_Online (Y) | | | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Residuals Statisticsa** | | | | | |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 33,9114 | 49,1852 | 40,4000 | 3,39733 | 40 |
| Std. Predicted Value | -1,910 | 2,586 | ,000 | 1,000 | 40 |
| Standard Error of Predicted Value | ,557 | 1,883 | ,915 | ,271 | 40 |
| Adjusted Predicted Value | 33,1728 | 48,8758 | 40,4648 | 3,38328 | 40 |
| Residual | -8,62386 | 5,61862 | ,00000 | 2,89769 | 40 |
| Std. Residual | -2,859 | 1,863 | ,000 | ,961 | 40 |
| Stud. Residual | -3,005 | 1,968 | -,009 | 1,026 | 40 |
| Deleted Residual | -9,52562 | 6,26799 | -,06484 | 3,31918 | 40 |
| Stud. Deleted Residual | -3,423 | 2,054 | -,018 | 1,072 | 40 |
| Mahal. Distance | ,354 | 14,234 | 2,925 | 2,640 | 40 |
| Cook's Distance | ,000 | ,430 | ,039 | ,081 | 40 |
| Centered Leverage Value | ,009 | ,365 | ,075 | ,068 | 40 |
| a. Dependent Variable: Perilaku\_Belanja\_Online (Y) | | | | | |

**Lampiran 7 Uji Heteroskedastisitas**

**Lampiran 7 Hasil Uji Heteroskedastisitas**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Promosi\_Penjualan\_Online, Literasi\_Keuangan, Kualitas\_Layanan\_E-commerceb | . | Enter |
| a. Dependent Variable: Abs\_RES | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,307a | ,094 | ,018 | 1,76557 |
| a. Predictors: (Constant), Promosi\_Penjualan\_Online, Literasi\_Keuangan, Kualitas\_Layanan\_E-commerce | | | | |
| b. Dependent Variable: Abs\_RES | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 11,641 | 3 | 3,880 | 1,245 | ,308b |
| Residual | 112,221 | 36 | 3,117 |  |  |
| Total | 123,861 | 39 |  |  |  |
| a. Dependent Variable: Abs\_RES | | | | | | |
| b. Predictors: (Constant), Promosi\_Penjualan\_Online, Literasi\_Keuangan, Kualitas\_Layanan\_E-commerce | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | -,328 | 3,395 |  | -,097 | ,924 |
| Literasi\_Keuangan | ,195 | ,112 | ,277 | 1,740 | ,090 |
| Kualitas\_Layanan\_E-commerce | ,055 | ,087 | ,122 | ,636 | ,529 |
| Promosi\_Penjualan\_Online | -,102 | ,141 | -,138 | -,722 | ,475 |
| a. Dependent Variable: Abs\_RES | | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Residuals Statisticsa** | | | | | |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | ,8611 | 3,0420 | 2,2561 | ,54633 | 40 |
| Residual | -2,14354 | 5,96359 | ,00000 | 1,69631 | 40 |
| Std. Predicted Value | -2,553 | 1,438 | ,000 | 1,000 | 40 |
| Std. Residual | -1,214 | 3,378 | ,000 | ,961 | 40 |

a. Dependent Variable: Abs\_RES

**Lampiran 8 Uji Linearitas**

**Lampiran 8.1 Hasil Uji Linearitas Literasi Keuangan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | | |
|  | Cases | | | | | |
| Included | | Excluded | | Total | |
| N | Percent | N | Percent | N | Percent |
| Perilaku\_Belanja\_Online \* Literasi\_Keuangan | 40 | 100,0% | 0 | 0,0% | 40 | 100,0% |

|  |  |  |  |
| --- | --- | --- | --- |
| **Report** | | | |
| Perilaku\_Belanja\_Online | | | |
| Literasi\_Keuangan | Mean | N | Std. Deviation |
| 7,00 | 46,0000 | 2 | 5,65685 |
| 8,00 | 39,7500 | 4 | ,50000 |
| 10,00 | 41,3333 | 3 | 3,21455 |
| 12,00 | 38,8000 | 5 | 2,68328 |
| 13,00 | 41,0000 | 8 | 5,58058 |
| 14,00 | 40,5000 | 8 | 3,33809 |
| 15,00 | 39,4444 | 9 | 6,20707 |
| 16,00 | 40,0000 | 1 | . |
| Total | 40,4000 | 40 | 4,46525 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **ANOVA Table** | | | | | | | |
|  | | | Sum of Squares | df | Mean Square | F | Sig. |
| Perilaku\_Belanja\_Online \* Literasi\_Keuangan | Between Groups | (Combined) | 91,161 | 7 | 13,023 | ,607 | ,746 |
| Linearity | 20,870 | 1 | 20,870 | ,973 | ,331 |
| Deviation from Linearity | 70,291 | 6 | 11,715 | ,546 | ,769 |
| Within Groups | | 686,439 | 32 | 21,451 |  |  |
| Total | | 777,600 | 39 |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Measures of Association** | | | | |
|  | R | R Squared | Eta | Eta Squared |
| Perilaku\_Belanja\_Online \* Literasi\_Keuangan | -,164 | ,027 | ,342 | ,117 |

**Lampiran 8.2 Hasil Uji Linearitas Kualitas Layanan *E-Commerce***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | | |
|  | Cases | | | | | |
| Included | | Excluded | | Total | |
| N | Percent | N | Percent | N | Percent |
| Perilaku\_Belanja\_Online \* Kualitas\_Layanan\_E-commerce | 40 | 100,0% | 0 | 0,0% | 40 | 100,0% |

|  |  |  |  |
| --- | --- | --- | --- |
| **Report** | | | |
| Perilaku\_Belanja\_Online | | | |
| Kualitas\_Layanan\_E-commerce | Mean | N | Std. Deviation |
| 34,00 | 34,0000 | 1 | . |
| 36,00 | 39,0000 | 1 | . |
| 37,00 | 39,0000 | 2 | 1,41421 |
| 38,00 | 31,5000 | 2 | 3,53553 |
| 39,00 | 38,1667 | 6 | 1,83485 |
| 40,00 | 39,8333 | 6 | 2,22860 |
| 41,00 | 41,3333 | 3 | 2,30940 |
| 43,00 | 40,6667 | 3 | 1,15470 |
| 44,00 | 38,0000 | 3 | 2,00000 |
| 45,00 | 41,3333 | 3 | 1,52753 |
| 46,00 | 44,0000 | 4 | 2,70801 |
| 47,00 | 43,3333 | 3 | 8,32666 |
| 48,00 | 44,0000 | 1 | . |
| 50,00 | 50,0000 | 2 | ,00000 |
| Total | 40,4000 | 40 | 4,46525 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **ANOVA Table** | | | | | | | |
|  | | | Sum of Squares | df | Mean Square | F | Sig. |
| Perilaku\_Belanja\_Online \* Kualitas\_Layanan\_E-commerce | Between Groups | (Combined) | 534,767 | 13 | 41,136 | 4,404 | ,001 |
| Linearity | 349,452 | 1 | 349,452 | 37,416 | ,000 |
| Deviation from Linearity | 185,315 | 12 | 15,443 | 1,653 | ,137 |
| Within Groups | | 242,833 | 26 | 9,340 |  |  |
| Total | | 777,600 | 39 |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Measures of Association** | | | | |
|  | R | R Squared | Eta | Eta Squared |
| Perilaku\_Belanja\_Online \* Kualitas\_Layanan\_E-commerce | ,670 | ,449 | ,829 | ,688 |

**Lampiran 8.3 Hasil Uji Linearitas Promosi Penjualan *Online***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | | |
|  | Cases | | | | | |
| Included | | Excluded | | Total | |
| N | Percent | N | Percent | N | Percent |
| Perilaku\_Belanja\_Online \* Promosi\_Penjualan\_Online | 40 | 100,0% | 0 | 0,0% | 40 | 100,0% |

|  |  |  |  |
| --- | --- | --- | --- |
| **Report** | | | |
| Perilaku\_Belanja\_Online | | | |
| Promosi\_Penjualan\_Online | Mean | N | Std. Deviation |
| 17,00 | 34,0000 | 2 | 7,07107 |
| 18,00 | 39,0000 | 2 | 4,24264 |
| 19,00 | 35,0000 | 2 | 1,41421 |
| 20,00 | 39,3077 | 13 | 1,84321 |
| 21,00 | 37,6667 | 3 | 3,51188 |
| 22,00 | 41,0000 | 2 | 1,41421 |
| 23,00 | 42,7500 | 4 | 3,20156 |
| 24,00 | 42,1667 | 6 | 3,25064 |
| 25,00 | 45,0000 | 6 | 6,41872 |
| Total | 40,4000 | 40 | 4,46525 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **ANOVA Table** | | | | | | | |
|  | | | Sum of Squares | df | Mean Square | F | Sig. |
| Perilaku\_Belanja\_Online \* Promosi\_Penjualan\_Online | Between Groups | (Combined) | 350,581 | 8 | 43,823 | 3,181 | ,009 |
| Linearity | 291,075 | 1 | 291,075 | 21,131 | ,000 |
| Deviation from Linearity | 59,506 | 7 | 8,501 | ,617 | ,738 |
| Within Groups | | 427,019 | 31 | 13,775 |  |  |
| Total | | 777,600 | 39 |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Measures of Association** | | | | |
|  | R | R Squared | Eta | Eta Squared |
| Perilaku\_Belanja\_Online \* Promosi\_Penjualan\_Online | ,612 | ,374 | ,671 | ,451 |

**Lampiran 9 Uji Autokolerasi**

**Lampiran 9 Hasil Uji Autokolerasi Durbin Watson**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Promosi\_Penjualan\_Online, Literasi\_Keuangan, Kualitas\_Layanan\_E-commerceb | . | Enter |
| a. Dependent Variable: Perilaku\_Belanja\_Online | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,761a | ,579 | ,544 | 3,01601 | 2,253 |
| a. Predictors: (Constant), Promosi\_Penjualan\_Online, Literasi\_Keuangan, Kualitas\_Layanan\_E-commerce | | | | | |
| b. Dependent Variable: Perilaku\_Belanja\_Online | | | | | |