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**LAMPIRAN I**  
**KUESIONER PENELITIAN**

**PENGARUH *ONLINE CUSTOMER REVIEW* DAN *RATING* DAN  
*E-SERVICE QUALITY* TERHADAP MINAT BELI PADA *ONLINE*  
*MARKETPLACE SHOPEE*  
(Studi Kasus Pada Seluruh Masyarakat TTS)**

**I. Identitas Responden**

1. Nama : .....

2. Jenis Kelamin : .....

**II. Petunjuk pengisian Kuesioner**

Kami telah menyediakan berbagai pernyataan untuk anda jawab. Setiap butir pernyataan hanya boleh dijawab satu kali dengan mencentang (✓) salah satu kotak dari empat pilihan kotak yang disediakan. Anda akan melihat empat kotak dengan kode STS, TS, S, SS, Adapun maknanya adalah:

NO	Alternatif Jawaban	Skor
1	Sangat Setuju (SS)	4
2	Setuju (S)	3
3	Tidak Setuju (TS)	2
4	Sangat Tidak Setuju (STS)	1

**III. Daftar Pertanyaan**

**1. *Online Customer Review* (X<sub>1</sub>)**

NO	Pernyataan	STS	TS	S	SS
1	Saya merasa mendapatkan manfaat dari adanya <i>Online Customer Review</i> .				
2	Saya merasa nyaman berbelanja pada toko online shopee dengan jumlah <i>online customer review</i> yang banyak				

3	<i>Online Customer Review</i> membuat saya lebih mudah untuk berbelanja <i>online</i> .				
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### 2. *Online Customer Rating* (X<sub>2</sub>)

NO	Pernyataan	STS	TS	S	SS
1	<i>Rating</i> menjadi salah satu cara calon pembeli mendapatkan informasi tentang produk.				
2	Semakin banyak konsumen memberikan jumlah <i>rating</i> menunjukkan peringkat penjual yang semakin baik.				
3	Saya percaya <i>rating</i> yang tinggi menggambarkan pelayanan yang baik.				
4	Saya percaya pemberian <i>rating</i> didasarkan atas pengalaman berbelanja dari konsumen.				

### 3. *E-Service Quality* (X<sub>3</sub>)

NO	Pernyataan	STS	TS	S	SS
1	<i>Shopee</i> memudahkan saya untuk menemukan produk yang saya butuhkan				
2	<i>Shopee</i> menyediakan item untuk pengiriman dalam jangka waktu yang sesuai				
3	Saya merasa privasi saya terlindungi selama mengakses situs atau aplikasi <i>Shopee</i>				
4	<i>Shopee</i> mengirimkan <i>e-mail</i> konfirmasi pemesanan secara cepat				
5	<i>Shopee</i> memiliki <i>loading times</i> yang cepat				

#### 4. Minat Beli (Y)

NO	Pernyataan	STS	TS	S	SS
1	Saya sering membeli produk outfit ke kampus dari <i>online marketplace</i> shopee				
2	Produk-produk di online marketplace shopee kualitasnya bagus dan harganya terjangkau				
3	saya lebih suka memakai <i>online marketplace</i> shopee dibandingkan <i>marketplae online</i> lainnya				
4	Saya sering mencari informasi tentang produk yang ada di <i>online marketplace</i> shopee				

LAMPIRAN III

UJI INSTRUMEN

A. VALIDITAS

**Correlations**

		X1.1	X1.2	X1.3	TOTAL
X1.1	Pearson Correlation	1	.236*	.100	.617**
	Sig. (2-tailed)		.035	.376	.000
	N	80	80	80	80
X1.2	Pearson Correlation	.236*	1	.511**	.807**
	Sig. (2-tailed)	.035		.000	.000
	N	80	80	80	80
X1.3	Pearson Correlation	.100	.511**	1	.742**
	Sig. (2-tailed)	.376	.000		.000
	N	80	80	80	80
TOTAL	Pearson Correlation	.617**	.807**	.742**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	80	80	80	80

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

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

**Correlations**

		X2.1	X2.2	X2.3	X2.4	TOTAL
X2.1	Pearson Correlation	1	.178	.375**	.335**	.668**
	Sig. (2-tailed)		.115	.001	.002	.000
	N	80	80	80	80	80
X2.2	Pearson Correlation	.178	1	.154	.304**	.621**
	Sig. (2-tailed)	.115		.171	.006	.000
	N	80	80	80	80	80
X2.3	Pearson Correlation	.375**	.154	1	.293**	.673**
	Sig. (2-tailed)	.001	.171		.008	.000
	N	80	80	80	80	80
X2.4	Pearson Correlation	.335**	.304**	.293**	1	.734**
	Sig. (2-tailed)	.002	.006	.008		.000
	N	80	80	80	80	80
TOTAL	Pearson Correlation	.668**	.621**	.673**	.734**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	80	80	80	80	80

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

**Correlations**

		X3.1	X3.2	X3.3	X3.4	X3.5	TOTAL
X3.1	Pearson Correlation	1	.293**	.149	.110	-.079	.661**
	Sig. (2-tailed)		.008	.188	.330	.484	.000
	N	80	80	80	80	80	80
X3.2	Pearson Correlation	.293**	1	.268*	.226*	.107	.680**
	Sig. (2-tailed)	.008		.016	.044	.343	.000
	N	80	80	80	80	80	80
X3.3	Pearson Correlation	.149	.268*	1	.317**	-.028	.573**
	Sig. (2-tailed)	.188	.016		.004	.803	.000
	N	80	80	80	80	80	80
X3.4	Pearson Correlation	.110	.226*	.317**	1	.011	.526**
	Sig. (2-tailed)	.330	.044	.004		.921	.000
	N	80	80	80	80	80	80
X3.5	Pearson Correlation	-.079	.107	-.028	.011	1	.524
	Sig. (2-tailed)	.484	.343	.803	.921		.034
	N	80	80	80	80	80	80
TOTAL	Pearson Correlation	.661**	.680**	.573**	.526**	.024	1
	Sig. (2-tailed)	.000	.000	.000	.000	.834	
	N	80	80	80	80	80	80

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

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

**Correlations**

		Y1.1	Y1.2	Y1.3	Y1.4	TOTAL
Y1.1	Pearson Correlation	1	.351**	.436**	.411**	.727**
	Sig. (2-tailed)		.001	.000	.000	.000
	N	80	80	80	80	80
Y1.2	Pearson Correlation	.351**	1	.291**	.304**	.679**
	Sig. (2-tailed)	.001		.009	.006	.000
	N	80	80	80	80	80
Y1.3	Pearson Correlation	.436**	.291**	1	.471**	.747**
	Sig. (2-tailed)	.000	.009		.000	.000
	N	80	80	80	80	80
Y1.4	Pearson Correlation	.411**	.304**	.471**	1	.765**
	Sig. (2-tailed)	.000	.006	.000		.000
	N	80	80	80	80	80
TOTAL	Pearson Correlation	.727**	.679**	.747**	.765**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	80	80	80	80	80

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

**B. RELIABILITAS**

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.787	.801	4

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.765	.793	5

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.684	.673	6

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.790	.843	5

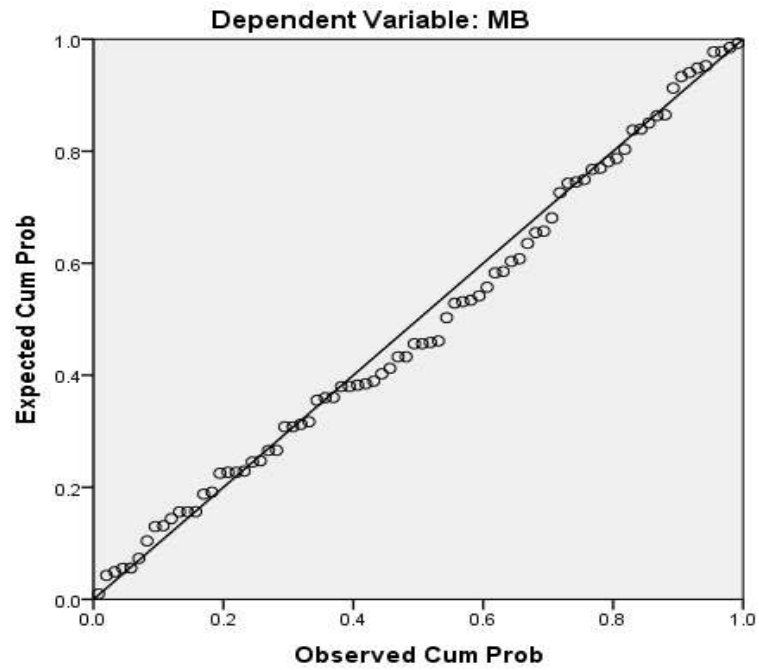


LAMPIRAN VI

UJI ASUMSI KLASIK

A. UJI NORMALITAS

Normal P-P Plot of Regression Standardized Residual



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		80
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.39309698
Most Extreme Differences	Absolute	.077
	Positive	.077
	Negative	-.038
Test Statistic		.077
Asymp. Sig. (2-tailed)		.690 <sup>a,b</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

## B. UJI MULTIKOLINEARITAS

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.818	1.655		1.703	.093		
	OCRe	.546	.118	.460	4.637	.000	.806	1.240
	OCRa	.277	.111	.245	2.501	.015	.828	1.207
	e-SQ	.083	.104	.080	.805	.424	.797	1.255

a. Dependent Variable: MB

## C. UJI AUTOKORELASI

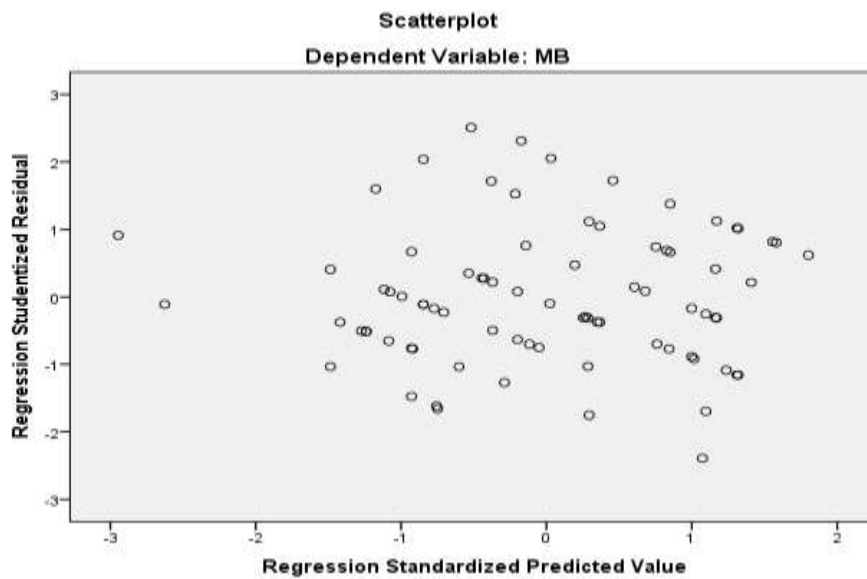
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.630 <sup>a</sup>	.396	.373	1.420	1.101

a. Predictors: (Constant), e-SQ, OCRA, OCRe

b. Dependent Variable: MB

#### D. UJI HETEROSKEDASTISITAS



#### E. UJI LINEARITAS

##### X1 TERHADAP Y

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
MB * OCRe	Between Groups	(Combined) Linearity	85.193	6	14.199	6.141	.000
		Deviation from Linearity	83.536	1	83.536	36.128	.000
		Deviation from Linearity	1.657	5	.331	.143	.981
Within Groups			168.794	73	2.312		
Total			253.988	79			

##### X2 TERHADAP Y

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
MB * OCRa	Between Groups	(Combined) Linearity	57.671	6	9.612	3.574	.004
		Deviation from Linearity	46.581	1	46.581	17.321	.000
		Deviation from Linearity	11.089	5	2.218	.825	.536
Within Groups			196.317	73	2.689		
Total			253.987	79			

### X3 TERHADAP Y

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
MB * e-SQ	Between Groups	(Combined)	55.992	7	7.999	2.909	.010
		Linearity	29.886	1	29.886	10.868	.002
		Deviation from Linearity	26.106	6	4.351	1.582	.165
	Within Groups		197.996	72	2.750		
Total		253.988	79				

### LAMPIRAN V

#### UJI REGRESI LINEAR SEDERHANA

##### A. X1 TERHADAP Y

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	OCRe <sup>b</sup>	.	Enter

- a. Dependent Variable: MB  
b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.573 <sup>a</sup>	.399	.320	1.478

- a. Predictors: (Constant), OCRe

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.536	1	83.536	38.227	.000 <sup>b</sup>
	Residual	170.451	78	2.185		
	Total	253.988	79			

- a. Dependent Variable: MB  
b. Predictors: (Constant), OCRe

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.431	1.093		5.883	.000
	OCRe	.681	.110	.573	6.183	.000

- a. Dependent Variable: MB

## B. X2 TERHADAP Y

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	OCRa <sup>b</sup>	.	Enter

a. Dependent Variable: MB

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.528 <sup>a</sup>	.483	.173	1.631

a. Predictors: (Constant), OCRA

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.581	1	46.581	17.518	.000 <sup>b</sup>
	Residual	207.406	78	2.659		
	Total	253.988	79			

a. Dependent Variable: MB

b. Predictors: (Constant), OCRA

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.430	1.607		4.002	.000
	OCRa	.485	.116	.428	4.185	.000

a. Dependent Variable: MB

## C. X3 TERHADAP Y

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	e-SQ <sup>b</sup>	.	Enter

a. Dependent Variable: MB

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.543 <sup>a</sup>	.418	.106	1.695

a. Predictors: (Constant), e-SQ

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.886	1	29.886	10.402	.002 <sup>b</sup>
	Residual	224.102	78	2.873		
	Total	253.988	79			

a. Dependent Variable: MB

b. Predictors: (Constant), e-SQ

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.365	1.484		5.636	.000
	e-SQ	.356	.110	.343	3.225	.002

a. Dependent Variable: MB

**LAMPIRAN VI****UJI REGRESI LINEAR BERGANDA****Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	e-SQ, OCRa, OCR <sup>b</sup>	.	Enter

a. Dependent Variable: MB

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.630 <sup>a</sup>	.596	.373	1.420

a. Predictors: (Constant), e-SQ, OCRa, OCR<sup>e</sup>**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.671	3	33.557	16.634	.000 <sup>b</sup>
	Residual	153.317	76	2.017		
	Total	253.988	79			

a. Dependent Variable: MB

b. Predictors: (Constant), e-SQ, OCRa, OCR<sup>e</sup>**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.818	1.655		1.703	.093
	OCR <sup>e</sup>	.546	.118	.460	4.637	.000
	OCRa	.277	.111	.245	2.501	.015
	e-SQ	.283	.104	.080	.805	.024

a. Dependent Variable: MB