

BAB V

PENUTUP

5.1. Kesimpulan

Berikut adalah kesimpulan yang dapat diambil dari hasil analisis data yang dilakukan dalam penelitian ini:

1. Desain tata letak dan atmosfer situs web Toko BukaLapak.com secara signifikan dapat menjelaskan atau memprediksi gejala emosional. Melalui analisis data yang dilakukan, desain tata letak dan atmosfer situs web Toko BukaLapak.com memiliki pengaruh positif yang signifikan terhadap gejala emosional. Pernyataan tersebut mendukung hipotesis pertama dan kedua dalam penelitian ini.
2. Desain tata letak dan atmosfer situs web Toko BukaLapak.com secara signifikan mampu memprediksi sikap terhadap situs web Toko BukaLapak.com. Keduanya, baik desain tata letak maupun atmosfer sama-sama memiliki pengaruh yang positif dan signifikan terhadap sikap terhadap situs web Toko BukaLapak.com. Hasil analisis tersebut mendukung hipotesis ketiga dan keempat dalam penelitian ini.
3. Gejala emosional mampu memprediksi sikap terhadap situs web secara signifikan. Dari hasil analisis data yang dilakukan dalam penelitian ini menemukan bahwa gejala emosional konsumen memiliki pengaruh yang positif dan signifikan terhadap sikap terhadap situs web Toko BukaLapak.com.
4. Gejala emosional dan sikap terhadap situs web Toko BukaLapak.com dapat menjelaskan niat beli di Toko BukaLapak.com secara signifikan.

Melalui analisis data yang telah dilakukan, penelitian ini menemukan bahwa gejala emosional dan sikap terhadap situs web sama-sama memiliki pengaruh yang signifikan dan positif. Meskipun begitu, namun pengaruh yang dimiliki sikap terhadap situs web terhadap niat beli di Toko BukaLapak.com lebih besar jika dibandingkan dengan pengaruh gejala emosional terhadap niat beli konsumen di Toko BukaLapak.com.

5.2. Implikasi Manajerial

Berdasarkan hasil analisis data dan kesimpulan dari penelitian ini, diharapkan bermanfaat bagi Toko BukaLapak.com dalam memahami konsumennya. Bagaimana pengaruh dari desain tata letak dan atmosfer pada situs web Toko BukaLapak.com terhadap niat beli konsumen, juga faktor-faktor apa saja yang dapat membuat konsumen memberikan respon berupa niat pembelian di Toko BukaLapak.com sehingga Toko BukaLapak.com juga bisa menggunakan penelitian ini sebagai bahan pertimbangan untuk lebih memperhatikan penyusunan desain tata letak dan atmosfer dari situs webnya, kemudian juga untuk mempelajari lebih dalam mengenai emosional dan sikap konsumen terhadap situs web Toko BukaLapak.com agar selalu melakukan perbaikan secara berkelanjutan demi mempertahankan dan meningkatkan jumlah konsumennya.

5.3. Keterbatasan Penelitian dan Saran Penelitian Selanjutnya

1. Variabel dan kerangka penelitian yang digunakan pada penelitian ini masih terpaku pada variabel dan kerangka yang digunakan dalam penelitian sebelumnya oleh Wu *et al.*, (2014), untuk itu peneliti menyarankan agar penelitian selanjutnya mengadaptasi dan kemudian mengembangkan atau memodifikasi variabel-variabel dan kerangka penelitian yang akan digunakan.

Misalnya dengan mengganti variabel niat beli dengan variabel penjualan, niat beli ulang, dan sebagainya.

2. Lokasi penelitian yang digunakan pada penelitian ini tidak dibatasi sehingga hasil analisis data yang dilakukan tidak dapat mewakili sebagai hasil penelitian terhadap responden di suatu wilayah atau lokasi tertentu. Pembatasan lokasi dirasa perlu untuk penelitian selanjutnya, sehingga dalam menyampaikan dan menyimpulkan hasil analisis data bisa lebih spesifik dan mengurangi ambiguitas dari segi wilayah yang diteliti.
3. Dalam penelitian ini, menganalisis responden secara keseluruhan tanpa melakukan uji beda. Diharapkan untuk penelitian selanjutnya dapat melakukan uji beda agar hasil penelitian yang didapat lebih *detail* dan spesifik.

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**Kuisisioner Penelitian “Pengaruh Desain Tata Letak dan Atmosfer pada
Toko Online Terhadap Niat Beli di Toko BukaLapak.com”**

Saya Maria Indira Saraswati, mahasiswa jurusan Manajemen dari Universitas Atma Jaya Yogyakarta saat ini sedang melakukan penelitian skripsi mengenai "PENGARUH DESAIN TATA LETAK DAN ATMOSFER PADA TOKO ONLINE TERHADAP NIAT BELI DI TOKO BUKALAPAK.COM".

Saya mengharapkan kesediaan saudara/i untuk mengisi kuisisioner ini dan bersedia menjawab seluruh pernyataan dengan keadaan yang sesungguhnya. Kuisisioner ini ditujukan kepada saudara/i yang sudah pernah mengunjungi situs web toko online BukaLapak. Berikut link kuisisioner:

Atas perhatian dan partisipasinya dalam mengisi kuisisioner, saya ucapkan terimakasih. Tuhan memberkati.

BAGIAN I DATA RESPONDEN

E-Mail:

1. Pekerjaan

- ☐ Pegawai Swasta
- ☐ PNS
- ☐ Wiraswasta
- ☐ Ibu Rumah Tangga
- ☐ Mahasiswa
- ☐ Pelajar

2. Rata-rata pendapatan per bulan

- ☐ < Rp1.000.000
- ☐ Rp1.000.000 – Rp2.000.000
- ☐ Rp2.000.001 – Rp3.000.000
- ☐ > Rp 3.000.001

3. Seberapa sering anda berbelanja online?

- ☐ < 1x sebulan
- ☐ 1 – 2x sebulan
- ☐ 3x sebulan
- ☐ > 3x sebulan

4. Apakah anda sudah pernah mengunjungi situs web BukaLapak.com?

- ☐ Ya
- ☐ Tidak

Petunjuk Pengisian Kuesioner:

Jawablah pertanyaan-pertanyaan berikut berdasarkan pengalaman Anda saat mengunjungi BukaLapak.com dan jawablah dengan jawaban yang paling sesuai dengan Anda.

Menurut saya desain tata letak
BukaLapak.com...

1. Tidak Terorganisir	1	2	3	4	5	Terorganisir dengan baik
2. Tampilan Buruk	1	2	3	4	5	Tampilan baik
3. Pilihan terbatas	1	2	3	4	5	Pilihan banyak
4. Simbol petunjuk tidak membantu	1	2	3	4	5	Simbol Petunjuk membantu

BAGIAN II DESAIN TATA LETAK

BAGIAN III ATMOSFER

Menurut saya atmosfer BukaLapak.com...

1. Tidak menarik	1	2	3	4	5	Menarik
2. Redup	1	2	3	4	5	Cerah
3. Tidak hidup	1	2	3	4	5	Hidup Membangkitkan semangat
4. Membosankan	1	2	3	4	5	

BAGIAN IV GEJOLAK EMOSIONAL

KESENANGAN

Ketika saya mengunjungi BukaLapak.com
saya merasa...

- | | | | | | | |
|------------------|---|---|---|---|---|--------------|
| 1. Tidak gembira | 1 | 2 | 3 | 4 | 5 | Gembira |
| 2. Murung | 1 | 2 | 3 | 4 | 5 | Senang |
| 3. Kesal | 1 | 2 | 3 | 4 | 5 | Menyenangkan |
| 4. Tidak puas | 1 | 2 | 3 | 4 | 5 | Puas |

GEJOLAK

Ketika saya mengunjungi BukaLapak.com saya
merasa...

- | | | | | | | |
|---------------------|---|---|---|---|---|--------------|
| 1. Santai | 1 | 2 | 3 | 4 | 5 | Terstimulasi |
| 2. Tenang | 1 | 2 | 3 | 4 | 5 | Bersemangat |
| 3. Mengantuk | 1 | 2 | 3 | 4 | 5 | Terjaga |
| 4. Tidak bergejolak | 1 | 2 | 3 | 4 | 5 | Bergejolak |

Petunjuk Pengisian Kuesioner:

Pada bagian ini, responden diminta untuk menjawab pertanyaan berikut dengan memilih satu pilihan jawaban yang paling sesuai dengan Anda. Jawablah pertanyaan-pertanyaan berikut berdasarkan pengalaman Anda saat mengunjungi BukaLapak.com dan jawablah dengan jawaban yang paling sesuai dengan Anda.

Keterangan pilihan jawaban:

STS: Sangat Tidak Setuju (1)

S: Setuju (4)

TS: Tidak Setuju (2)

SS: Sangat Setuju (5)

N: Netral (3)

BAGIAN V SIKAP TERHADAP SITUS WEB

No.	Daftar Pernyataan	STS	TS	N	S	SS
1.	Saya rasa desain BukaLapak.com nyaman untuk saya					
2.	Saya menyukai desain BukaLapak.com					
3.	Saya senang menghabiskan waktu untuk melihat-lihat di BukaLapak.com					
4.	Saya berpikir berbelanja di BukaLapak.com menyenangkan					
5.	Saya rasa berbelanja di BukaLapak.com bagus					
6.	Saya menikmati <i>sharing</i> tentang BukaLapak.com kepada orang lain					
7.	Saya tidak ingin berbelanja di BukaLapak.com (R)					

BAGIAN VI NIAT BELI

No.	Daftar Pernyataan	STS	TS	N	S	SS
1.	Jika saya membutuhkan sebuah produk, saya berniat membeli di BukaLapak.com					
2.	Jika saya membutuhkan sebuah produk, saya cenderung untuk sangat sering membeli di BukaLapak.com dalam waktu dekat					
3.	Jika saya membutuhkan produk, saya berencana membeli di BukaLapak.com					
4.	Jika saya membutuhkan produk, saya mempertimbangkan untuk membeli di BukaLapak.com dalam waktu dekat					



VARIABEL DESAIN TATA LETAK

No.	TL1	TL2	TL3	TL4
1	5	4	4	5
2	4	4	4	4
3	5	5	4	4
4	4	2	3	5
5	4	4	5	4
6	4	4	3	3
7	4	4	3	4
8	4	4	4	4
9	4	4	4	4
10	3	4	4	3
11	3	2	4	4
12	3	3	4	4
13	4	4	3	4
14	4	4	5	4
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24	4	3	4	3
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26	4	5	5	4
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43	4	5	4	3
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139	3	3	4	3
140	3	4	3	4
141	3	4	3	4
142	5	5	5	5
143	4	4	3	4
144	1	1	1	1
145	4	5	4	3

VARIABEL ATMOSFER

No.	ATM1	ATM2	ATM3	ATM4
1	4	5	4	4
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3	4	3	4	5
4	4	5	4	4
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98	4	4	4	4
99	4	4	4	4
100	4	4	5	3
101	4	4	3	3
102	5	5	5	5
103	3	3	3	3
104	3	4	3	3
105	5	5	5	3
106	4	5	4	3
107	5	4	5	4
108	5	4	5	4
109	5	5	4	5
110	4	5	5	4
111	4	3	3	3
112	4	4	4	4
113	4	4	5	4
114	5	5	5	5
115	3	4	3	2
116	4	5	4	4
117	5	5	4	4
118	4	4	4	4
119	4	4	4	2
120	5	5	5	5
121	4	4	4	4
122	4	4	4	4
123	4	4	4	4

124	5	4	5	4
125	4	5	5	5
126	3	3	2	3
127	4	4	4	3
128	3	4	3	2
129	2	3	2	2
130	4	3	4	3
131	5	5	5	5
132	3	4	4	3
133	1	3	3	3
134	2	3	2	2
135	4	4	4	4
136	5	5	5	5
137	4	4	4	3
138	4	4	4	4
139	2	2	3	3
140	4	4	3	3
141	4	3	3	3
142	5	5	5	5
143	2	3	3	2
144	1	1	1	1
145	5	5	4	4

VARIABEL GEJOLAK EMOSIONAL

No.	GEK1	GEK2	GEK3	GEK4	GEG1	GEG2	GEG3	GEG4
1	3	5	4	4	4	4	4	4
2	4	4	5	4	4	5	3	5
3	2	4	4	3	4	3	3	3
4	3	5	3	4	4	4	4	3
5	3	3	3	3	3	3	3	3
6	2	3	2	2	2	2	3	2
7	2	4	4	4	4	3	4	3
8	4	4	4	4	4	4	4	4
9	4	4	4	4	4	4	4	4
10	3	3	3	3	3	3	3	3
11	1	1	1	1	1	1	1	1
12	1	1	2	1	2	1	1	1
13	5	4	4	4	4	5	4	4
14	4	4	4	4	4	4	4	4
15	3	2	4	3	3	3	2	4
16	3	3	3	3	3	3	3	3
17	4	4	3	4	4	4	4	3
18	3	3	3	4	3	3	4	3
19	1	4	1	1	4	1	1	1
20	4	4	4	4	4	4	4	4
21	5	3	5	4	3	4	3	5
22	3	3	3	3	3	3	3	3
23	3	2	3	4	3	4	2	3
24	4	3	3	4	4	3	4	3
25	3	4	3	4	3	4	4	3
26	2	3	2	2	3	2	2	2
27	4	4	4	2	4	2	4	4
28	4	3	4	2	3	2	4	4
29	2	3	2	3	2	4	2	2
30	4	4	4	4	4	4	4	4
31	5	1	1	5	1	1	5	5
32	4	4	3	3	4	3	3	4
33	4	4	4	4	4	4	4	4
34	4	3	2	5	4	3	4	3
35	3	4	3	4	4	5	3	2
36	4	4	4	2	4	3	3	4
37	2	1	2	2	1	2	1	3
38	3	2	3	3	1	4	3	3
39	4	4	4	4	4	4	4	4

40	4	4	4	4	4	4	4	4
41	4	4	5	4	5	3	5	4
42	2	3	2	3	2	3	3	2
43	4	3	4	3	5	2	4	3
44	4	3	2	4	4	3	3	3
45	4	3	4	3	3	4	4	3
46	2	3	2	2	2	2	3	2
47	3	4	4	4	4	3	4	4
48	1	2	2	4	2	3	2	2
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53	2	4	2	3	2	3	3	3
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55	4	4	2	3	3	3	4	3
56	4	4	5	4	3	5	5	4
57	3	3	3	3	3	2	3	4
58	3	3	3	3	3	3	3	3
59	4	2	3	3	3	3	3	3
60	3	1	2	1	2	1	2	2
61	2	2	3	3	2	4	2	2
62	2	3	2	4	3	2	3	3
63	3	3	3	3	2	4	3	3
64	3	5	2	2	3	3	3	3
65	4	5	5	4	5	5	3	5
66	1	3	2	2	2	2	2	2
67	4	5	3	4	3	4	5	4
68	4	4	4	4	4	4	4	4
69	3	2	3	3	2	4	3	2
70	2	3	2	2	1	3	2	3
71	4	3	3	3	2	4	3	4
72	3	2	4	4	3	3	4	3
73	3	4	3	3	3	4	2	4
74	3	3	3	3	3	3	3	3
75	4	4	4	5	5	3	4	5
76	3	2	2	2	2	3	2	2
77	4	3	4	3	3	4	4	3
78	4	3	4	4	4	3	3	5
79	3	4	3	3	4	3	4	2
80	2	2	3	3	2	4	2	2
81	1	2	2	2	2	2	1	2

82	3	3	3	3	3	3	3	3
83	4	3	3	4	4	2	4	4
84	3	3	3	3	3	3	3	3
85	4	4	4	4	4	4	4	4
86	4	4	4	4	4	4	4	4
87	3	4	4	4	5	4	4	2
88	1	2	1	2	1	3	1	1
89	2	3	2	3	2	2	4	2
90	5	5	5	5	5	5	5	5
91	3	3	1	3	2	3	2	3
92	4	4	4	4	4	4	4	4
93	3	3	2	3	4	2	2	3
94	4	3	3	3	4	2	4	3
95	2	2	2	2	2	2	2	2
96	3	4	2	4	4	3	3	3
97	4	3	3	5	5	3	4	3
98	3	2	2	3	2	4	2	2
99	3	3	3	3	3	3	3	3
100	4	5	4	4	5	3	4	5
101	3	3	3	3	3	3	3	3
102	3	3	3	4	2	3	4	4
103	3	3	3	3	3	3	3	3
104	1	1	1	1	1	1	1	1
105	4	4	3	3	3	5	3	3
106	4	3	4	4	3	5	3	4
107	4	5	5	5	5	5	5	4
108	5	4	4	5	4	5	4	5
109	4	4	5	5	5	4	4	5
110	4	4	4	4	4	4	4	4
111	3	3	3	3	3	3	3	3
112	4	4	5	4	4	4	4	5
113	5	4	4	4	4	5	4	4
114	3	3	3	5	4	3	4	3
115	3	4	3	4	3	5	3	3
116	5	3	3	3	4	3	3	4
117	4	4	4	4	4	4	4	4
118	3	3	3	3	3	3	3	3
119	3	3	3	3	3	3	3	3
120	5	5	5	5	5	5	5	5
121	4	4	4	4	4	4	4	4
122	4	4	4	4	4	4	4	4
123	3	2	1	3	3	2	2	2

124	4	4	5	4	5	4	5	3
125	4	2	4	3	3	4	3	3
126	5	3	3	3	5	2	4	3
127	4	5	4	5	4	4	5	5
128	2	2	2	2	2	2	2	2
129	3	2	2	4	3	3	2	3
130	2	3	3	3	4	3	2	2
131	5	3	4	5	4	5	3	5
132	3	2	4	4	4	3	3	3
133	1	1	1	1	1	1	1	1
134	3	3	1	1	1	2	3	2
135	3	4	5	4	4	4	4	4
136	5	5	5	5	5	5	5	5
137	4	3	3	4	4	3	4	3
138	4	4	4	4	4	4	4	4
139	1	3	1	1	2	1	2	1
140	3	2	3	3	2	3	3	3
141	3	3	3	3	3	3	3	3
142	5	5	5	5	5	5	5	5
143	1	1	1	1	1	1	1	1
144	1	1	2	2	1	3	1	1
145	3	4	4	4	3	5	4	3

VARIABEL SIKAP TERHADAP SITUS WEB

No.	STW1	STW2	STW3	STW4	STW5	STW6	STW7
1	5	4	4	4	4	4	2
2	4	4	5	4	4	4	4
3	5	5	3	4	4	3	1
4	5	5	3	4	4	3	1
5	3	3	3	3	3	3	3
6	3	3	5	3	4	4	2
7	4	4	4	4	4	4	4
8	4	4	4	4	4	4	2
9	4	4	2	3	3	2	2
10	4	4	2	4	4	3	3
11	2	2	2	2	3	2	5
12	2	3	2	1	1	2	3
13	5	4	4	5	4	5	5
14	5	4	4	4	4	4	2
15	3	3	4	4	3	2	3
16	3	3	3	3	3	3	4
17	4	4	4	4	4	3	2
18	4	4	1	4	4	3	4
19	4	3	2	2	2	4	3
20	4	3	2	3	4	4	2
21	5	5	4	4	3	5	5
22	4	4	3	3	3	3	3
23	4	3	3	3	3	3	3
24	4	4	4	4	4	3	1
25	4	4	3	3	3	3	3
26	3	3	3	3	4	5	1
27	4	2	4	5	5	4	5
28	4	3	4	4	3	3	2
29	4	3	3	3	3	3	3
30	4	4	3	4	4	4	4
31	1	5	5	5	5	5	5
32	3	4	2	3	3	3	3
33	4	4	4	4	4	4	4
34	5	5	5	5	5	5	4
35	4	4	2	4	4	2	2
36	5	5	4	4	4	3	3
37	3	3	2	2	2	2	1
38	5	4	2	3	4	4	3
39	5	5	5	5	5	5	1

40	3	3	3	4	4	3	2
41	4	4	4	4	4	4	4
42	3	4	2	2	3	3	2
43	4	4	4	4	4	4	1
44	3	4	1	3	4	3	2
45	4	4	4	4	4	4	4
46	3	3	2	3	3	3	3
47	4	4	4	4	4	5	2
48	3	2	1	2	4	3	2
49	4	4	3	3	4	2	3
50	5	5	5	4	4	3	2
51	4	3	4	4	4	3	3
52	5	5	5	5	5	5	2
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54	4	3	2	3	3	2	3
55	4	4	4	5	4	4	4
56	5	4	4	4	4	5	2
57	2	3	2	3	4	3	2
58	3	3	2	3	3	4	3
59	4	3	3	3	3	2	3
60	2	2	2	3	3	2	3
61	3	2	2	2	3	2	3
62	4	4	4	4	3	2	3
63	4	4	3	3	3	3	2
64	3	3	3	3	3	3	3
65	4	4	5	4	5	5	5
66	3	3	3	3	3	3	2
67	4	4	4	4	4	4	4
68	5	5	5	5	5	5	1
69	3	3	5	4	4	5	2
70	3	4	4	3	3	3	3
71	4	4	3	3	3	3	2
72	4	4	2	3	3	4	3
73	4	5	4	4	5	4	5
74	4	4	3	3	3	3	3
75	4	4	4	4	5	4	4
76	2	2	2	2	2	2	4
77	3	3	3	4	4	4	1
78	4	4	4	4	4	4	2
79	4	4	3	3	4	3	2
80	4	3	3	3	4	4	2
81	3	4	1	3	3	2	3

82	3	3	3	3	3	3	1
83	4	4	4	4	4	3	2
84	3	3	3	3	3	3	3
85	4	4	4	4	4	3	2
86	4	4	4	4	4	4	4
87	2	2	2	3	4	2	2
88	2	4	3	3	3	4	3
89	3	3	4	3	4	3	3
90	4	4	5	5	3	5	1
91	3	3	3	4	4	3	3
92	4	4	4	4	4	3	2
93	4	4	3	4	4	4	2
94	4	3	3	3	3	3	2
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97	4	5	4	4	4	3	2
98	3	4	3	5	5	3	3
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100	4	4	3	4	4	3	2
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102	5	5	1	3	3	1	3
103	3	3	3	3	3	3	3
104	3	3	2	1	2	1	3
105	4	4	5	5	5	3	1
106	5	4	4	5	4	5	4
107	4	3	4	3	5	4	5
108	5	4	4	5	5	4	5
109	5	4	5	4	5	4	5
110	4	4	5	4	4	4	2
111	3	3	4	2	2	1	2
112	4	4	3	4	4	4	2
113	4	4	4	5	4	4	2
114	5	5	4	4	4	4	2
115	3	4	5	4	4	2	2
116	4	3	3	3	3	3	3
117	4	4	4	4	4	4	2
118	3	3	3	3	3	3	3
119	4	4	5	4	4	2	2
120	5	5	5	5	5	5	5
121	4	5	4	4	4	4	4
122	4	4	4	4	4	4	2
123	4	4	4	4	4	4	4

124	5	5	5	5	5	5	5
125	4	4	5	3	3	3	2
126	4	3	2	4	3	2	1
127	4	4	3	5	4	5	5
128	4	4	2	3	3	3	2
129	4	3	3	3	4	3	3
130	4	5	5	3	3	4	1
131	4	5	5	5	5	5	1
132	4	4	3	3	3	3	3
133	1	1	1	1	1	1	1
134	3	2	1	2	3	1	4
135	4	4	4	4	4	4	3
136	5	5	5	5	5	5	5
137	4	3	3	3	4	4	2
138	4	4	3	3	3	3	2
139	3	2	1	2	3	2	3
140	3	4	2	3	2	3	3
141	3	3	3	3	3	3	2
142	5	5	5	5	5	5	1
143	4	3	2	2	2	1	3
144	1	1	1	1	1	1	5
145	4	4	3	3	4	3	1

VARIABEL NIAT BELI

No.	NB1	NB2	NB3	NB4
1	4	4	4	4
2	5	4	4	4
3	3	4	3	3
4	4	3	4	4
5	3	3	3	3
6	2	2	2	3
7	3	4	3	4
8	4	4	4	4
9	4	4	4	4
10	3	3	3	3
11	1	1	1	1
12	1	2	1	1
13	4	4	5	4
14	4	4	4	4
15	4	2	3	3
16	3	3	3	3
17	4	3	4	4
18	4	3	3	3
19	1	1	1	4
20	4	4	4	4
21	4	3	3	5
22	3	3	3	3
23	2	3	3	4
24	3	4	3	4
25	4	3	3	4
26	2	2	2	3
27	4	2	4	4
28	4	3	2	4
29	2	2	2	4
30	4	4	4	4
31	1	5	1	5
32	3	4	3	4
33	4	4	4	4
34	3	3	4	4
35	4	3	3	4
36	4	2	4	4
37	2	1	2	2
38	4	1	3	3
39	4	4	4	4

40	4	4	4	4
41	4	5	4	4
42	3	2	2	3
43	3	3	4	4
44	4	4	2	3
45	3	4	4	3
46	3	2	2	2
47	4	3	4	4
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67	4	4	4	4
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76	2	2	2	3
77	3	4	4	3
78	4	3	4	4
79	3	3	3	4
80	2	2	2	4
81	2	1	2	2

82	3	3	3	3
83	3	3	4	4
84	3	3	3	3
85	4	4	4	4
86	4	4	4	4
87	4	2	4	5
88	2	2	1	1
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116	4	3	3	4
117	4	4	4	4
118	3	3	3	3
119	4	2	2	4
120	5	5	5	5
121	4	4	4	4
122	4	4	4	4
123	3	2	2	2

124	5	4	4	4
125	3	3	3	4
126	3	3	3	5
127	4	5	5	4
128	3	2	1	2
129	3	2	3	3
130	4	2	2	3
131	5	5	4	3
132	3	3	3	4
133	1	1	1	1
134	1	1	3	3
135	4	4	4	4
136	5	5	5	5
137	3	4	3	4
138	4	4	4	4
139	2	1	1	2
140	3	3	2	3
141	3	3	3	3
142	5	5	5	5
143	1	1	1	1
144	1	1	1	3
145	4	4	4	3



CORRELATIONS

/VARIABLES=TL1 TL2 TL3 TL4 TOTALTL

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Correlations

		TL1	TL2	TL3	TL4	TOTALTL
TL1	Pearson Correlation	1	,652**	,286	,525**	,770**
	Sig. (2-tailed)		,000	,126	,003	,000
	N	30	30	30	30	29
TL2	Pearson Correlation	,652**	1	,384*	,283	,758**
	Sig. (2-tailed)	,000		,036	,129	,000
	N	30	30	30	30	29
TL3	Pearson Correlation	,286	,384*	1	,492**	,747**
	Sig. (2-tailed)	,126	,036		,006	,000
	N	30	30	30	30	29
TL4	Pearson Correlation	,525**	,283	,492**	1	,759**
	Sig. (2-tailed)	,003	,129	,006		,000
	N	30	30	30	30	29
TOTALTL	Pearson Correlation	,770**	,758**	,747**	,759**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	29	29	29	29	29

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

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

CORRELATIONS

/VARIABLES=ATM1 ATM2 ATM3 ATM4 TOTALATM

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Correlations

		ATM1	ATM2	ATM3	ATM4	TOTALATM
ATM1	Pearson Correlation	1	,773**	,766**	,661**	,909**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	30	30	30	30	30
ATM2	Pearson Correlation	,773**	1	,746**	,509**	,857**
	Sig. (2-tailed)	,000		,000	,004	,000
	N	30	30	30	30	30
ATM3	Pearson Correlation	,766**	,746**	1	,633**	,904**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	30	30	30	30	30
ATM4	Pearson Correlation	,661**	,509**	,633**	1	,818**
	Sig. (2-tailed)	,000	,004	,000		,000
	N	30	30	30	30	30
TOTALATM	Pearson Correlation	,909**	,857**	,904**	,818**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

CORRELATIONS

/VARIABLES=GEK1 GEK2 GEK3 GEK4 TOTALGEK

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Correlations

		GEK1	GEK2	GEK3	GEK4	TOTALGEK
GEK1	Pearson Correlation	1	,381*	,539**	,391*	,691**
	Sig. (2-tailed)		,038	,002	,033	,000
	N	30	30	30	30	30
GEK2	Pearson Correlation	,381*	1	,786**	,693**	,864**
	Sig. (2-tailed)	,038		,000	,000	,000
	N	30	30	30	30	30
GEK3	Pearson Correlation	,539**	,786**	1	,681**	,909**
	Sig. (2-tailed)	,002	,000		,000	,000
	N	30	30	30	30	30
GEK4	Pearson Correlation	,391*	,693**	,681**	1	,843**
	Sig. (2-tailed)	,033	,000	,000		,000
	N	30	30	30	30	30
TOTALGEK	Pearson Correlation	,691**	,864**	,909**	,843**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

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

CORRELATIONS

/VARIABLES=GEG1 GEG2 GEG3 GEG4 TOTALGEG

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Correlations

		GEG1	GEG2	GEG3	GEG4	TOTAL GEG
GEG1	Pearson Correlation	1	,876**	,357	,542**	,874**
	Sig. (2-tailed)		,000	,053	,002	,000
	N	30	30	30	30	30
GEG2	Pearson Correlation	,876**	1	,341	,614**	,894**
	Sig. (2-tailed)	,000		,066	,000	,000
	N	30	30	30	30	30
GEG3	Pearson Correlation	,357	,341	1	,570**	,645**
	Sig. (2-tailed)	,053	,066		,001	,000
	N	30	30	30	30	30
GEG4	Pearson Correlation	,542**	,614**	,570**	1	,835**
	Sig. (2-tailed)	,002	,000	,001		,000
	N	30	30	30	30	30
TOTALGEG	Pearson Correlation	,874**	,894**	,645**	,835**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

**.

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

CORRELATIONS

/VARIABLES=STW1 STW2 STW3 STW4 STW5 STW6 STW7 TOTALSTW

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Correlations

		STW1	STW2	STW3	STW4	STW5
STW1	Pearson Correlation	1	,714**	,252	,673**	,470**
	Sig. (2-tailed)		,000	,179	,000	,009
	N	30	30	30	30	30
STW2	Pearson Correlation	,714**	1	,129	,416*	,231
	Sig. (2-tailed)	,000		,497	,022	,220
	N	30	30	30	30	30
STW3	Pearson Correlation	,252	,129	1	,515**	,388*
	Sig. (2-tailed)	,179	,497		,004	,034
	N	30	30	30	30	30
STW4	Pearson Correlation	,673**	,416*	,515**	1	,799**
	Sig. (2-tailed)	,000	,022	,004		,000
	N	30	30	30	30	30
STW5	Pearson Correlation	,470**	,231	,388*	,799**	1
	Sig. (2-tailed)	,009	,220	,034	,000	
	N	30	30	30	30	30

STW6	Pearson Correlation	,462*	,199	,423*	,422*	,467**
	Sig. (2-tailed)	,010	,292	,020	,020	,009
	N	30	30	30	30	30
STW7	Pearson Correlation	,149	,260	,037	-,081	,089
	Sig. (2-tailed)	,433	,166	,845	,672	,639
	N	30	30	30	30	30
TOTALSTW	Pearson Correlation	,791**	,633**	,615**	,787**	,737**
	Sig. (2-tailed)	,000	,000	,000	,000	,000
	N	30	30	30	30	30

Correlations

		STW6	STW7	TOTALSTW
STW1	Pearson Correlation	,462*	,149	,791**
	Sig. (2-tailed)	,010	,433	,000
	N	30	30	30
STW2	Pearson Correlation	,199	,260	,633**
	Sig. (2-tailed)	,292	,166	,000
	N	30	30	30
STW3	Pearson Correlation	,423*	,037	,615**
	Sig. (2-tailed)	,020	,845	,000
	N	30	30	30

STW4	Pearson Correlation	,422*	-,081	,787**
	Sig. (2-tailed)	,020	,672	,000
	N	30	30	30
STW5	Pearson Correlation	,467**	,089	,737**
	Sig. (2-tailed)	,009	,639	,000
	N	30	30	30
STW6	Pearson Correlation	1	-,136	,595**
	Sig. (2-tailed)		,472	,001
	N	30	30	30
STW7	Pearson Correlation	-,136	1	,375*
	Sig. (2-tailed)	,472		,041
	N	30	30	30
TOTALSTW	Pearson Correlation	,595**	,375*	1
	Sig. (2-tailed)	,001	,041	
	N	30	30	30

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

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

CORRELATIONS

/VARIABLES=NB1 NB2 NB3 NB4 TOTALNB

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

		Correlations				
		NB1	NB2	NB3	NB4	TOTALNB
NB1	Pearson Correlation	1	,685**	,841**	,608**	,915**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	30	30	30	30	30
NB2	Pearson Correlation	,685**	1	,767**	,495**	,850**
	Sig. (2-tailed)	,000		,000	,005	,000
	N	30	30	30	30	30
NB3	Pearson Correlation	,841**	,767**	1	,590**	,930**
	Sig. (2-tailed)	,000	,000		,001	,000
	N	30	30	30	30	30
NB4	Pearson Correlation	,608**	,495**	,590**	1	,763**
	Sig. (2-tailed)	,000	,005	,001		,000
	N	30	30	30	30	30
TOTALNB	Pearson Correlation	,915**	,850**	,930**	,763**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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



RELIABILITY

/VARIABLES=TL1 TL2 TL3 TL4

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,740	4

RELIABILITY

/VARIABLES=ATM1 ATM2 ATM3 ATM4

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,890	4

RELIABILITY

/VARIABLES=GEK1 GEK2 GEK3 GEK4

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,847	4

RELIABILITY

/VARIABLES=GEG1 GEG2 GEG3 GEG4

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,835	4

RELIABILITY

/VARIABLES=STW1 STW2 STW3 STW4 STW5 STW6 STW7

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,732	7

RELIABILITY

/VARIABLES=NB1 NB2 NB3 NB4

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,890	4



REGRESSION

/DESCRIPTIVES MEAN STDDEV CORR SIG N

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT TOTAL_STW

/METHOD=ENTER TOTAL_GE.

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
TOTAL_STW	3.4187	.69327	145
TOTAL_GE	3.3714	.70753	145

Correlations

		TOTAL_STW	TOTAL_GE
Pearson Correlation	TOTAL_STW	1.000	.728
	TOTAL_GE	.728	1.000
Sig. (1-tailed)	TOTAL_STW	.	.000
	TOTAL_GE	.000	.
N	TOTAL_STW	145	145
	TOTAL_GE	145	145

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Gejolak Emosional ^b		Enter

a. Dependent Variable: Sikap Terhadap Web

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,728 ^a	,530	,527	,47669

a. Predictors: (Constant), Gejolak Emosional

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,716	1	36,716	161,576	,000 ^b
	Residual	32,495	143	,227		
	Total	69,210	144			

a. Dependent Variable: Sikap Terhadap Web

b. Predictors: (Constant), Gejolak Emosional

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,013	,193		5,237	,000
Gejolak Emosional	,714	,056	,728	12,711	,000

a. Dependent Variable: Sikap Terhadap Web



LAMPIRAN VI
UJI REGRESI
LINIER BERGANDA

REGRESSION

/DESCRIPTIVES MEAN STDDEV CORR SIG N

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT TOTAL_GE

/METHOD=ENTER TOTAL_TL TOTAL_ATM.

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
TOTAL_GE	3.3714	.70753	145
TOTAL_TL	3.2397	.87345	145
TOTAL_ATM	3.7569	.77613	145

Correlations

		TOTAL_GE	TOTAL_TL	TOTAL_ATM
Pearson Correlation	TOTAL_GE	1.000	.633	.665
	TOTAL_TL	.633	1.000	.574
	TOTAL_ATM	.665	.574	1.000
Sig. (1-tailed)	TOTAL_GE	.	.000	.000
	TOTAL_TL	.000	.	.000
	TOTAL_ATM	.000	.000	.
N	TOTAL_GE	145	145	145

TOTAL_TL	145	145	145
TOTAL_ATM	145	145	145

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Atmosfer, Tata Letak ^b	.	Enter

a. Dependent Variable: Gejolak Emosional

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,732 ^a	,536	,530	,48521

a. Predictors: (Constant), Atmosfer, Tata Letak

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38,656	2	19,328	82,099	,000 ^b
	Residual	33,430	142	,235		
	Total	72,087	144			

a. Dependent Variable: Gejolak Emosional

b. Predictors: (Constant), Atmosfer, Tata Letak

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	,848	,205		4,135
	Tata Letak	,303	,057	,375	5,367
	Atmosfer	,410	,064	,450	6,442

a. Dependent Variable: Gejolak Emosional

REGRESSION

/DESCRIPTIVES MEAN STDDEV CORR SIG N

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT TOTAL_STW

/METHOD=ENTER TOTAL_TL TOTAL_ATM.

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
TOTAL_STW	3.4187	.69327	145
TOTAL_TL	3.2397	.87345	145
TOTAL_ATM	3.7569	.77613	145

rrelations

		TOTAL_STW	TOTAL_TL	TOTAL_ATM
Pearson Correlation	TOTAL_STW	1.000	.746	.702
	TOTAL_TL	.746	1.000	.574
	TOTAL_ATM	.702	.574	1.000
Sig. (1-tailed)	TOTAL_STW	.	.000	.000
	TOTAL_TL	.000	.	.000
	TOTAL_ATM	.000	.000	.
N	TOTAL_STW	145	145	145
	TOTAL_TL	145	145	145
	TOTAL_ATM	145	145	145

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Atmosfer, Tata Letak ^b		Enter

a. Dependent Variable: Sikap Terhadap Web

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,818 ^a	,669	,664	,40180

a. Predictors: (Constant), Atmosfer, Tata Letak

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46,285	2	23,142	143,345	,000 ^b
	Residual	22,925	142	,161		
	Total	69,210	144			

a. Dependent Variable: Sikap Terhadap Web

b. Predictors: (Constant), Atmosfer, Tata Letak

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,733	,170		4,316	,000
	Tata Letak	,407	,047	,512	8,681	,000
	Atmosfer	,364	,053	,408	6,914	,000

a. Dependent Variable: Sikap Terhadap Web

REGRESSION

/DESCRIPTIVES MEAN STDDEV CORR SIG N

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT TOTAL_NB

/METHOD=ENTER TOTAL_GE TOTAL_STW.

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
TOTAL_NB	3.2397	.87345	145
TOTAL_GE	3.3714	.70753	145
TOTAL_STW	3.4187	.69327	145

Correlations

		TOTAL_NB	TOTAL_GE	TOTAL_STW
Pearson Correlation	TOTAL_NB	1.000	.633	.746
	TOTAL_GE	.633	1.000	.728
	TOTAL_STW	.746	.728	1.000
Sig. (1-tailed)	TOTAL_NB	.	.000	.000
	TOTAL_GE	.000	.	.000
	TOTAL_STW	.000	.000	.
N	TOTAL_NB	145	145	145
	TOTAL_GE	145	145	145
	TOTAL_STW	145	145	145

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Sikap Terhadap Web, Gejala Emosional ^b	.	Enter

a. Dependent Variable: Niat Beli

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,758 ^a	,574	,568	,57393

a. Predictors: (Constant), Sikap Terhadap Web, Gejolak Emosional

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63,085	2	31,543	95,759	,000 ^b
	Residual	46,774	142	,329		
	Total	109,859	144			

a. Dependent Variable: Niat Beli

b. Predictors: (Constant), Sikap Terhadap Web, Gejolak Emosional

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,171	,254		-,671	,503
	Gejolak Emosional	,235	,099	,190	2,380	,019
	Sikap Terhadap Web	,766	,101	,608	7,608	,000

a. Dependent Variable: Niat Beli



