

## LAMPIRAN 1

### KUESIONER

#### Pengaruh Variabel Anteseden dan Konsekuensi

#### terhadap Kegembiraan belanja online

Bersama ini saya mohon kesediaan Anda untuk mengisi daftar kuesioner yang diberikan. Informasi yang Anda berikan sangatlah berarti dalam penyelesaian penelitian saya ini. Atas perhatian dan bantuan yang Anda berikan saya ucapkan terima kasih.

#### 1. Identitas responden

Nama :

Jenis Kelamin :

Umur :

#### 2. Berapa kali anda melakukan pembelian online di Lazada.com?

- a) 2 kali
- b) 3 kali
- c) >3 kali

#### 3. Isilah jawaban berikut sesuai pendapat Anda dengan memberikan tandacentang (☐) pada kolom yang tersedia. Adapun kriteria penilaiannya adalah sebagai berikut:

No	Pernyataan	Skor
1	Sangat Setuju	5
2	Setuju	4
3	Netral	3

4	Tidak setuju	2
5	Sangat Tidak Setuju	1

1. Keterlibatan

No	Pernyataan	SS	S	N	TS	STS
1	Dalam melakukan pembelian online di Lazada saya memilih merk sesuai keinginan saya					
2	Sebelum melakukan pembelian online di Lazada saya mencari informasi produk yang akan saya beli					
3	Dalam melakukan pembelian di Lazada saya membeli barang sesuai dengan jiwa dan karakter saya					

2. Kenyamanan

No	Pernyataan	SS	S	N	TS	STS
1	Belanja di Lazada dari memesan produk hingga menerima produk membutuhkan waktu yang singkat					
2	Saya melakukan akses pembayaran di Lazada sangat mudah					
3	Saya mencari info produk di Lazada sangat mudah					

3. Merchandising

No	Pernyataan	SS	S	N	TS	STS
1	Produk-produk di Lazada sangat lengkap					
2	Kualitas produk di Lazada sangat bagus					
3	Lazada selalu menawarkan produk-produk yang baru					

4. Atribut Website

No	Pernyataan	SS	S	N	TS	STS
1	Lazada menyediakan informasi produk yang lengkap					
2	Lazada mempunyai tampilan					

	design situs yang menarik						
3	Lazada memberikan design situs yang konsisten						
5.	Kegembiraan						
No	Pernyataan	SS	S	N	TS	STS	
1	Saya senang berbelanja di Lazada						
2	Saya mempunyai kesan yang baik dengan Lazada						
3	Saya senang menjadi pelanggan Lazada						
6.	Positif Word of Mouth						
No	Pernyataan	SS	S	N	TS	STS	
1	Saya akan mengajak saudara/teman saya untuk belanja di Lazada						
2	Saya akan merekomendasikan Lazada kepada saudara/teman saya						
3	Saya akan bercerita dengan saudara/teman saya tentang hal positif terhadap Lazada						
7.	Niat Beli Kembali						
No	Pernyataan	SS	S	N	TS	STS	
1	Saya akan berbelanja lagi di Lazada						
2	Saya lebih mengutamakan membeli di Lazada dari pada toko online lain						
3	Saya ingin menjadi pelanggan tetap di Lazada						

## LAMPIRAN 2

### 1. Lampiran Uji Validitas dan Reliabilitas Keterlibatan

Correlations

		KET1	KET3	KET2	KET
KET1	Pearson Correlation	1	,472**	,450**	,719**
	Sig. (2-tailed)		,000	,000	,000
	N	200	200	200	200
KET3	Pearson Correlation	,472**	1	,723**	,896**
	Sig. (2-tailed)	,000		,000	,000
	N	200	200	200	200
KET2	Pearson Correlation	,450**	,723**	1	,886**
	Sig. (2-tailed)	,000	,000		,000
	N	200	200	200	200
KET	Pearson Correlation	,719**	,896**	,886**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	200	200	200	200

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,787	3

### LAMPIRAN 3

#### 2. Lampiran Uji Validitas dan Reliabilitas Kenyamanan

Correlations

		KEN1	KEN2	KEN3	KEN
KEN1	Pearson Correlation	1	,276**	,462**	,770**
	Sig. (2-tailed)		,000	,000	,000
	N	200	200	200	200
KEN2	Pearson Correlation	,276**	1	,314**	,701**
	Sig. (2-tailed)	,000		,000	,000
	N	200	200	200	200
KEN3	Pearson Correlation	,462**	,314**	1	,788**
	Sig. (2-tailed)	,000	,000		,000
	N	200	200	200	200
KEN	Pearson Correlation	,770**	,701**	,788**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	200	200	200	200

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,619	3

## LAMPIRAN 4

### 3. Lampiran Uji Validitas dan Reliabilitas Merchandising

**Correlations**

		MER1	MER2	MER3	MER
MER1	Pearson Correlation	1	,666**	,209**	,851**
	Sig. (2-tailed)		,000	,003	,000
	N	200	200	200	200
MER2	Pearson Correlation	,666**	1	,271**	,855**
	Sig. (2-tailed)	,000		,000	,000
	N	200	200	200	200
MER3	Pearson Correlation	,209**	,271**	1	,588**
	Sig. (2-tailed)	,003	,000		,000
	N	200	200	200	200
MER	Pearson Correlation	,851**	,855**	,588**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	200	200	200	200

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

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
,661	3

## LAMPIRAN 5

### 4. Lampiran uji Validitas dan Reliabilitas Atribut Website

**Correlations**

		WEB1	WEB2	WEB3	WEB
WEB1	Pearson Correlation	1	,497**	,711**	,874**
	Sig. (2-tailed)		,000	,000	,000
	N	200	200	200	200
WEB2	Pearson Correlation	,497**	1	,639**	,793**
	Sig. (2-tailed)	,000		,000	,000
	N	200	200	200	200
WEB3	Pearson Correlation	,711**	,639**	1	,916**
	Sig. (2-tailed)	,000	,000		,000
	N	200	200	200	200
WEB	Pearson Correlation	,874**	,793**	,916**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	200	200	200	200

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

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
,825	3

## LAMPIRAN 6

### 5. Lampiran Uji Validitas dan Reliabilitas Kegembiraan

**Correlations**

		KEG1	KEG2	KEG3	KEG
KEG1	Pearson Correlation	1	,626**	,261**	,819**
	Sig. (2-tailed)		,000	,000	,000
	N	200	200	200	200
KEG2	Pearson Correlation	,626**	1	,291**	,836**
	Sig. (2-tailed)	,000		,000	,000
	N	200	200	200	200
KEG3	Pearson Correlation	,261**	,291**	1	,659**
	Sig. (2-tailed)	,000	,000		,000
	N	200	200	200	200
KEG	Pearson Correlation	,819**	,836**	,659**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	200	200	200	200

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

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
,663	3



## LAMPIRAN 7

### 6. Lampiran Uji Validitas dan Reliabilitas *Word of Mouth*

**Correlations**

		WOR1	WOR2	WOR3	WOR
WOR1	Pearson Correlation	1	,676**	,149*	,810**
	Sig. (2-tailed)		,000	,035	,000
	N	200	200	200	200
WOR2	Pearson Correlation	,676**	1	,228**	,847**
	Sig. (2-tailed)	,000		,001	,000
	N	200	200	200	200
WOR3	Pearson Correlation	,149*	,228**	1	,602**
	Sig. (2-tailed)	,035	,001		,000
	N	200	200	200	200
WOR	Pearson Correlation	,810**	,847**	,602**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	200	200	200	200

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

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

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
,622	3

## LAMPIRAN 8

### 7. Lampiran Uji Validitas dan Reliabilitas Niat Beli Kembali

**Correlations**

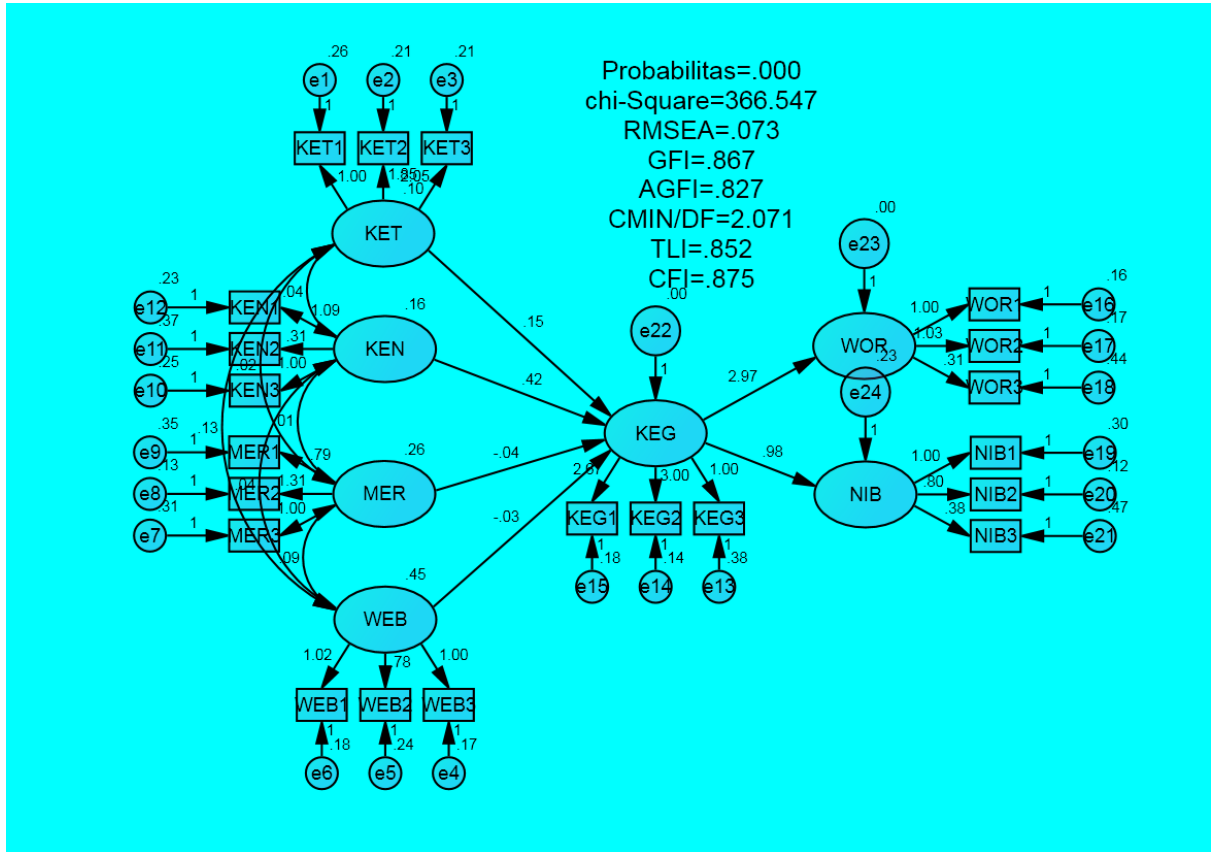
		NIB1	NIB2	NIB3	NIB
NIB1	Pearson Correlation	1	,540**	,268**	,802**
	Sig. (2-tailed)		,000	,000	,000
	N	200	200	200	200
NIB2	Pearson Correlation	,540**	1	,322**	,772**
	Sig. (2-tailed)	,000		,000	,000
	N	200	200	200	200
NIB3	Pearson Correlation	,268**	,322**	1	,715**
	Sig. (2-tailed)	,000	,000		,000
	N	200	200	200	200
NIB	Pearson Correlation	,802**	,772**	,715**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	200	200	200	200

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

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
,627	3

## LAMPIRAN 9

### LAMPIRAN. MODEL AWAL



## LAMPIRAN 10

### LAMPIRAN DEGREE OF FREEDOM

#### Computation of degrees of freedom (Default model)

Number of distinct sample moments:	231
Number of distinct parameters to be estimated:	54
Degrees of freedom (231 - 54):	177

## LAMPIRAN 11

### LAMPIRAN UJI NORMALITAS

#### Assessment of normality (Group number 1)

Variable	Min	max	Skew	c.r.	kurtosis	c.r.
NIB3	2.000	5.000	.433	2.501	-.083	-.240
NIB2	2.000	5.000	.482	2.785	-.157	-.453
NIB1	2.000	5.000	.149	.858	-.354	-1.023
WOR3	2.000	5.000	.357	2.064	.060	.174
WOR2	2.000	5.000	.370	2.138	.139	.401
WOR1	2.000	5.000	.227	1.313	-.050	-.143
KEG1	2.000	5.000	.245	1.417	.061	.175
KEG2	2.000	5.000	.149	.857	-.130	-.374
KEG3	2.000	5.000	.041	.235	-.211	-.609
KEN1	2.000	5.000	-.433	-2.501	-.459	-1.325
KEN2	2.000	5.000	.412	2.378	-.097	-.279
KEN3	2.000	5.000	.109	.632	-.212	-.611
MER1	2.000	5.000	.147	.850	-.265	-.764
MER2	2.000	5.000	-.135	-.779	-.311	-.898
MER3	1.000	5.000	-.309	-1.787	.232	.671
WEB1	1.000	5.000	-.077	-.443	-.222	-.640
WEB2	2.000	5.000	.288	1.662	-.233	-.673
WEB3	1.000	5.000	-.032	-.187	-.138	-.398
KET3	2.000	5.000	.404	2.334	-.417	-1.205
KET2	2.000	5.000	.166	.958	-.265	-.766
KET1	2.000	5.000	.186	1.074	-.018	-.053
Multivariate					8.840	2.011

**NORMALITAS AMOS ADALAH NILAI MULTIVARIATE -2,56 - 2,56**

## LAMPIRAN 12

### LAMPIRAN. UJI MAHALANOBIS

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

Observation number	Mahalanobis d-squared	p1	p2
31	43.370	.003	.431
3	40.119	.007	.422
74	39.781	.008	.211
176	35.643	.024	.708
36	34.914	.029	.687
194	34.698	.030	.572
95	34.226	.034	.531
119	34.174	.035	.393
192	33.986	.036	.305
115	33.905	.037	.211
39	32.611	.051	.435
195	32.562	.051	.331
124	32.451	.053	.257
2	32.040	.058	.273
49	31.923	.060	.215
57	30.563	.081	.563
53	30.484	.083	.490
61	30.471	.083	.394
27	30.454	.083	.308
123	30.412	.084	.240
38	30.230	.087	.221
40	29.971	.093	.228
109	29.442	.104	.334
182	29.202	.109	.345
153	28.970	.115	.356
5	28.723	.121	.376
114	28.707	.121	.305
128	28.550	.125	.294
131	28.548	.125	.227
89	28.431	.128	.206
94	28.391	.129	.165
25	28.389	.129	.120
73	28.381	.130	.087
30	28.290	.132	.073

Observation number	Mahalanobis d-squared	p1	p2
86	28.265	.133	.053
160	28.257	.133	.036
90	28.252	.133	.024
16	28.219	.134	.016
65	28.027	.139	.018
93	27.940	.142	.015
105	27.297	.161	.060
48	27.137	.166	.062
104	27.074	.168	.051
87	26.614	.184	.112
8	26.443	.190	.122
168	26.147	.201	.173
146	25.928	.209	.207
173	25.909	.210	.169
50	25.864	.212	.143
7	25.396	.230	.280
24	25.327	.233	.258
64	25.297	.235	.220
55	25.258	.236	.189
70	25.148	.241	.188
96	25.005	.247	.200
149	24.940	.250	.182
129	24.719	.260	.228
29	24.668	.262	.203
15	24.624	.264	.178
60	24.621	.264	.141
102	24.399	.274	.184
180	24.038	.291	.304
12	23.698	.308	.440
9	23.647	.310	.411
191	23.450	.320	.472
17	23.059	.341	.652
44	23.046	.342	.603
11	22.777	.356	.706
69	22.717	.359	.688
155	22.704	.360	.641
78	22.512	.371	.700
112	22.427	.375	.696
190	22.355	.379	.686
43	22.211	.387	.717

Observation number	Mahalanobis d-squared	p1	p2
68	21.765	.413	.879
189	21.671	.419	.882
134	21.644	.420	.860
178	21.619	.422	.836
200	21.583	.424	.815
56	21.378	.436	.865
99	21.372	.436	.833
4	21.370	.437	.796
51	21.360	.437	.759
67	21.343	.438	.721
92	21.339	.438	.674
21	21.317	.440	.635
196	21.276	.442	.608
197	21.242	.444	.575
63	21.225	.445	.531
41	21.206	.446	.487
35	21.202	.447	.433
117	21.181	.448	.392
133	21.086	.454	.401
19	20.890	.466	.479
54	20.836	.469	.460
137	20.808	.471	.423
79	20.752	.474	.406
47	20.737	.475	.362
184	20.730	.476	.315
132	20.713	.477	.276



## LAMPIRAN 13

### LAMPIRAN UJI MULTIKOLINEARITAS

	Estimate
KET <--> KEN	.288
KET <--> MER	.095
KET <--> WEB	.595
MER <--> KEN	.052
WEB <--> KEN	.165
WEB <--> MER	.257

## LAMPIRAN 14

### LAMPIRAN. UJI HIPOTESIS

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
KEG <--- KET	.148	.074	2.000	.045	par_21
KEG <--- KEN	.423	.120	3.530	***	par_22
KEG <--- MER	-.038	.029	-1.327	.184	par_23
KEG <--- WEB	-.033	.029	-1.138	.255	par_24
WOR <--- KEG	2.972	.736	4.038	***	par_25
NIB <--- KEG	.979	.354	2.768	.006	par_26
KET1 <--- KET	1.000				
KET2 <--- KET	1.853	.279	6.631	***	par_1
KET3 <--- KET	2.055	.292	7.033	***	par_2
WEB3 <--- WEB	1.000				
WEB2 <--- WEB	.782	.070	11.171	***	par_3
WEB1 <--- WEB	1.022	.083	12.357	***	par_4
MER3 <--- MER	1.000				
MER2 <--- MER	1.314	.190	6.932	***	par_5
MER1 <--- MER	.788	.118	6.708	***	par_6
KEN3 <--- KEN	1.000				
KEN2 <--- KEN	.306	.124	2.459	.014	par_7
KEN1 <--- KEN	1.091	.149	7.324	***	par_8
KEG3 <--- KEG	1.000				
KEG2 <--- KEG	2.996	.734	4.080	***	par_9
KEG1 <--- KEG	2.668	.662	4.028	***	par_10
WOR1 <--- WOR	1.000				
WOR2 <--- WOR	1.030	.079	12.994	***	par_11
WOR3 <--- WOR	.313	.090	3.481	***	par_12
NIB1 <--- NIB	1.000				
NIB2 <--- NIB	.803	.162	4.960	***	par_13
NIB3 <--- NIB	.379	.124	3.056	.002	par_14

# LAMPIRAN 15

## LAMPIRAN. MODEL MODIFIKASI

