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LAMPIRAN

Lampiran 1 : Hasil Pengolahan Data Beradsarkan Karakteristik responden

angkatan

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	2023	59	28.6	28.6	28.6
	2022	75	36.4	36.4	65.0
	2021	47	22.8	22.8	87.9
	2020	19	9.2	9.2	97.1
	2019	6	2.9	2.9	100.0
	Total	206	100.0	100.0	

jenis kelamin

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	laki laki	53	25.7	25.7	25.7
	perempuan	153	74.3	74.3	100.0
	Total	206	100.0	100.0	

umur

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	18	5	2.4	2.4	2.4
	19	45	21.8	21.8	24.3
	20	63	30.6	30.6	54.9
	21	59	28.6	28.6	83.5
	22	29	14.1	14.1	97.6
	23	5	2.4	2.4	100.0
	Total	206	100.0	100.0	

frekuensi pembelian dalam sebulan

		Frekuensi	Percent	Valid Percent	Cumulative Percent
Valid	1 - 3 Kali	80	38.8	38.8	38.8
	4 - 6 Kali	61	29.6	29.6	68.4
	7 - 9 kali	41	19.9	19.9	88.3
	9 >	24	11.7	11.7	100.0
	Total	206	100.0	100.0	

ofd dalam sebulan

		Frekuensi	Percent	Valid Percent	Cumulative Percent
Valid	≤ Rp 99.000	112	54.4	54.4	54.4
	Rp 100.000 s/d Rp 249.999	75	36.4	36.4	90.8
	Rp 250.000 s/d Rp 499.999	17	8.3	8.3	99.0
	Rp 500.000 s/d Rp 999.999	2	1.0	1.0	100.0
	Total	206	100.0	100.0	

Lampiran 2 : Pengolahan berdasarkan Variabel

Berdasarkan Shopping Experience (X1)

Statistics

		x1	x2	x3	x4	x5	x6	x7	x8	x8
N	Valid	206	206	206	206	206	206	206	206	206
	Missing	0	0	0	0	0	0	0	0	0
Mean		4.014	4.140	4.131	4.077	3.859	4.072	3.781	3.912	4.145
		6	8	1	7	2	8	6	6	6

x1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	25	12.1	12.1	12.6
	4	150	72.8	72.8	85.4
	5	30	14.6	14.6	100.0
	Total	206	100.0	100.0	

x2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	1.5	1.5	1.5
	3	21	10.2	10.2	11.7
	4	126	61.2	61.2	72.8
	5	56	27.2	27.2	100.0
	Total	206	100.0	100.0	

x3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	1.5	1.5	1.5
	3	11	5.3	5.3	6.8
	4	148	71.8	71.8	78.6
	5	44	21.4	21.4	100.0
	Total	206	100.0	100.0	

x4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	15	7.3	7.3	7.8
	4	157	76.2	76.2	84.0
	5	33	16.0	16.0	100.0
	Total	206	100.0	100.0	

x5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	43	20.9	20.9	21.4
	4	146	70.9	70.9	92.2
	5	16	7.8	7.8	100.0
	Total	206	100.0	100.0	

x6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	1.5	1.5	1.5
	3	23	11.2	11.2	12.6
	4	136	66.0	66.0	78.6
	5	44	21.4	21.4	100.0
	Total	206	100.0	100.0	

x7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	63	30.6	30.6	31.1
	4	122	59.2	59.2	90.3
	5	20	9.7	9.7	100.0
	Total	206	100.0	100.0	

x8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	31	15.0	15.0	15.5
	4	159	77.2	77.2	92.7
	5	15	7.3	7.3	100.0
	Total	206	100.0	100.0	

X9

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	2	3	1.5	1.5	1.5
	3	15	7.3	7.3	8.7
	4	137	66.5	66.5	75.2
	5	51	24.8	24.8	100.0
	Total	206	100.0	100.0	

Berdasarkan Variable Price Discount

Statistics

		x2.1	x2.2	x2.3	x2.4	x2.5
N	Valid	206	206	206	206	206
	Missing	0	0	0	0	0
Mean		3.9515	4.0437	4.1796	3.9126	4.2621

x2.1

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	28	13.6	13.6	14.1
	4	157	76.2	76.2	90.3
	5	20	9.7	9.7	100.0
	Total	206	100.0	100.0	

x2.2

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	16	7.8	7.8	8.3
	4	162	78.6	78.6	86.9
	5	27	13.1	13.1	100.0
	Total	206	100.0	100.0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	6.3	6.3	6.3
	4	143	69.4	69.4	75.7
	5	50	24.3	24.3	100.0
	Total	206	100.0	100.0	

x2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	42	20.4	20.4	20.9
	4	137	66.5	66.5	87.4
	5	26	12.6	12.6	100.0
	Total	206	100.0	100.0	

x2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	21	10.2	10.2	10.7
	4	107	51.9	51.9	62.6
	5	77	37.4	37.4	100.0
	Total	206	100.0	100.0	

Lampiran 3 : Pengolahan berdasarkan Variabel

Berdasarkan Variable *Repurchase Intention* (Y)

Statistics

		y1	y2	y3	y4	y5	y6	y7	y8
N	Valid	206	206	206	206	206	206	206	206
	Missing	0	0	0	0	0	0	0	0
Mean		4.1456	4.0874	3.9757	3.8107	3.9078	3.9320	3.9078	3.8932

y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.0	1.0	1.0
	3	15	7.3	7.3	8.3
	4	140	68.0	68.0	76.2
	5	49	23.8	23.8	100.0
	Total	206	100.0	100.0	

y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.0	1.0	1.0
	3	28	13.6	13.6	14.6
	4	126	61.2	61.2	75.7
	5	50	24.3	24.3	100.0
	Total	206	100.0	100.0	

y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	31	15.0	15.0	15.0
	4	149	72.3	72.3	87.4
	5	26	12.6	12.6	100.0

	Total	206	100.0	100.0	
y4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	59	28.6	28.6	29.1
	4	124	60.2	60.2	89.3
	5	22	10.7	10.7	100.0
	Total	206	100.0	100.0	

y5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.0	1.0	1.0
	3	39	18.9	18.9	19.9
	4	141	68.4	68.4	88.3
	5	24	11.7	11.7	100.0
	Total	206	100.0	100.0	

y6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	37	18.0	18.0	18.4
	4	143	69.4	69.4	87.9
	5	25	12.1	12.1	100.0
	Total	206	100.0	100.0	

y7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.0	1.0	1.0
	3	37	18.0	18.0	18.9
	4	145	70.4	70.4	89.3
	5	22	10.7	10.7	100.0

Total	206	100.0	100.0
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y8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.0	1.0	1.0
	3	39	18.9	18.9	19.9
	4	144	69.9	69.9	89.8
	5	21	10.2	10.2	100.0
	Total	206	100.0	100.0	

Lampiran 4 : Pengolahan berdasarkan Variabel

Berdasarkan Variabel *Shopping Orientation*

Statistics

		z1	z2	z3	z4	z5	z6	z7	z8	z9	z10
N	Valid	206	206	206	206	206	206	206	206	206	206
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		3.96	4.09	3.90	4.03	4.06	3.93	3.99	3.97	3.95	3.99
		12	22	78	40	31	69	51	57	63	03

z1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	22	10.7	10.7	11.2
	4	167	81.1	81.1	92.2
	5	16	7.8	7.8	100.0
	Total	206	100.0	100.0	

z2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.0	1.0	1.0
	3	21	10.2	10.2	11.2
	4	139	67.5	67.5	78.6
	5	44	21.4	21.4	100.0
	Total	206	100.0	100.0	

z3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.0	1.0	1.0
	3	30	14.6	14.6	15.5
	4	159	77.2	77.2	92.7
	5	15	7.3	7.3	100.0
	Total	206	100.0	100.0	

z4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	27	13.1	13.1	13.1
	4	145	70.4	70.4	83.5
	5	34	16.5	16.5	100.0
	Total	206	100.0	100.0	

z5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	11	5.3	5.3	5.8
	4	168	81.6	81.6	87.4
	5	26	12.6	12.6	100.0
	Total	206	100.0	100.0	

z6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	1.9	1.9	1.9
	3	20	9.7	9.7	11.7
	4	167	81.1	81.1	92.7
	5	15	7.3	7.3	100.0
	Total	206	100.0	100.0	

z7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.0	1.0	1.0
	3	15	7.3	7.3	8.3
	4	171	83.0	83.0	91.3
	5	18	8.7	8.7	100.0
	Total	206	100.0	100.0	

z8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	1.5	1.5	1.5
	3	17	8.3	8.3	9.7
	4	168	81.6	81.6	91.3
	5	18	8.7	8.7	100.0
	Total	206	100.0	100.0	

z9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.0	1.0	1.0
	3	24	11.7	11.7	12.6
	4	161	78.2	78.2	90.8
	5	19	9.2	9.2	100.0
	Total	206	100.0	100.0	

z10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.0	1.0	1.0
	3	21	10.2	10.2	11.2
	4	160	77.7	77.7	88.8
	5	23	11.2	11.2	100.0
	Total	206	100.0	100.0	

Lampiran 5 : Pengolahan Data SmartPls

Nilai Loading Factory Indikator

	X	X2.	Y	Z
X1	0.826			
X2	0.833			
X2.1		0.814		
X2.2		0.808		
X2.3		0.731		
X2.4		0.762		
X3	0.714			
X4	0.771			
X5	0.781			
X6	0.766			
X7	0.757			
X8	0.714			
X9	0.732			
Y1			0.769	
Y2			0.761	
Y3			0.730	
Y5			0.807	
Y6			0.830	
Y7			0.810	
Y8			0.785	
Z1				0.748
Z10				0.714
Z2				0.705
Z3				0.735
Z4				0.706
Z5				0.774
Z6				0.707
Z7				0.785
Z8				0.744
Z9				0.763

Nilai AVE, Cronbach's Alpha Dan Composite Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X	0.912	0.915	0.928	0.588
X2.	0.785	0.788	0.861	0.608
Y	0.896	0.898	0.918	0.617
Z	0.907	0.909	0.923	0.545

Data Nilai Cross Landing

	Shopping Experience (X)	Price Discount (X2)	Repurchase Intention(Y)	Shopping Orientation (Z)
X1	0.826	0.39	0.446	0.521
X2	0.833	0.45	0.48	0.562
X2.1	0.38	0.814	0.473	0.532
X2.2	0.372	0.808	0.405	0.429
X2.3	0.362	0.731	0.423	0.465
X2.4	0.451	0.762	0.521	0.532
X3	0.714	0.337	0.357	0.446
X4	0.771	0.362	0.462	0.441
X5	0.781	0.412	0.455	0.518
X6	0.766	0.389	0.499	0.499
X7	0.757	0.442	0.439	0.492
X8	0.714	0.33	0.453	0.478
X9	0.732	0.365	0.375	0.435
Y1	0.47	0.425	0.769	0.545
Y2	0.466	0.41	0.761	0.522
Y3	0.408	0.452	0.73	0.483
Y5	0.513	0.44	0.807	0.552
Y6	0.406	0.457	0.83	0.557
Y7	0.43	0.541	0.81	0.591
Y8	0.478	0.509	0.785	0.597
Z1	0.472	0.432	0.514	0.748
Z10	0.404	0.471	0.463	0.714
Z2	0.47	0.433	0.459	0.705
Z3	0.499	0.466	0.504	0.735
Z4	0.468	0.418	0.497	0.706
Z5	0.464	0.495	0.542	0.774
Z6	0.49	0.497	0.6	0.707
Z7	0.547	0.526	0.571	0.785
Z8	0.44	0.487	0.519	0.744
Z9	0.447	0.439	0.491	0.763

Nilai R-square dan R-square adjusted

	R-square	R-square adjusted
Y	0.547	0.541
Z	0.538	0.534

Nilai pengaruh langsung Variabel (Direct Effects)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
<i>Shopping Experience (X) -> Repurchase Intention (Y)</i>	0.182	0.183	0.071	2.554	0.011
<i>Shopping Experience (X)-> Z</i>	0.428	0.429	0.068	6.313	0,000
<i>Price Discount (X2) -> Repurchase Intention (Y)</i>	0.212	0.212	0.075	2.816	0.005
<i>Price Discount -> Shopping Orienttation (Z)</i>	0.418	0.416	0.064	6.555	0,000
<i>Shopping Orienttation (Z) -> Repurchase Intention (Y)</i>	0.451	0.449	0.087	5.171	0,000

Pengaruh Tidak Langsung

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
<i>Shopping Experience (X) -> Shopping Orientation (Z) -> Repurchase Intention (Y)</i>	0.193	0.192	0.048	4.033	0,000
<i>Price Discount (X2) -> Shopping Orientation (Z) -> Repurchase Intention (Y)</i>	0.188	0.187	0.049	3.878	0,000