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APPENDIX

Appendix I (Respondent's Characteristics)

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	43	39.8	39.8	39.8
Valid Female	65	60.2	60.2	100.0
Total	108	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-20 years old	29	26.9	26.9	26.9
Valid 21-24 years old	72	66.7	66.7	93.5
Valid 25-30 years old	7	6.5	6.5	100.0
Total	108	100.0	100.0	

Have Online Purchase Experience

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	108	100.0	100.0	100.0

Online Purchase Period Experience

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 6 months	9	8.3	8.3	8.3
Valid 6 months - 1 year	4	3.7	3.7	12.0
Valid > 1 year - 2 years	17	15.7	15.7	27.8
Valid > 2 years	78	72.2	72.2	100.0
Total	108	100.0	100.0	

Appendix II (Classical Assumption Test)

Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		105
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.59102721
	Absolute	.099
Most Extreme Differences	Positive	.047
	Negative	-.099
Kolmogorov-Smirnov Z		1.013
Asymp. Sig. (2-tailed)		.257

a. Test distribution is Normal.

b. Calculated from data.

Multicollinearity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
(Constant)	6.414	1.206		5.318	.000	4.022	8.807						
X1	.021	.051	.035	.423	.673	-.079	.122	.480	.042	.025	.509	1.964	
X2	.030	.057	.044	.527	.599	-.082	.142	.482	.052	.031	.511	1.959	
X3	.422	.041	.759	10.273	.000	.341	.504	.802	.715	.607	.640	1.562	

a. Dependent Variable: Y

Heteroscedasticity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part
(Constant)	2.086	.688		3.033	.003	.722	3.451			
X1	-.038	.029	-.182	-1.328	.187	-.095	.019	-.175	-.131	-.130
X2	.006	.032	.025	.182	.856	-.058	.070	-.106	.018	.018
X3	-.003	.023	-.017	-.139	.890	-.050	.043	-.103	-.014	-.014

a. Dependent Variable: abs_res

ANOVA^a

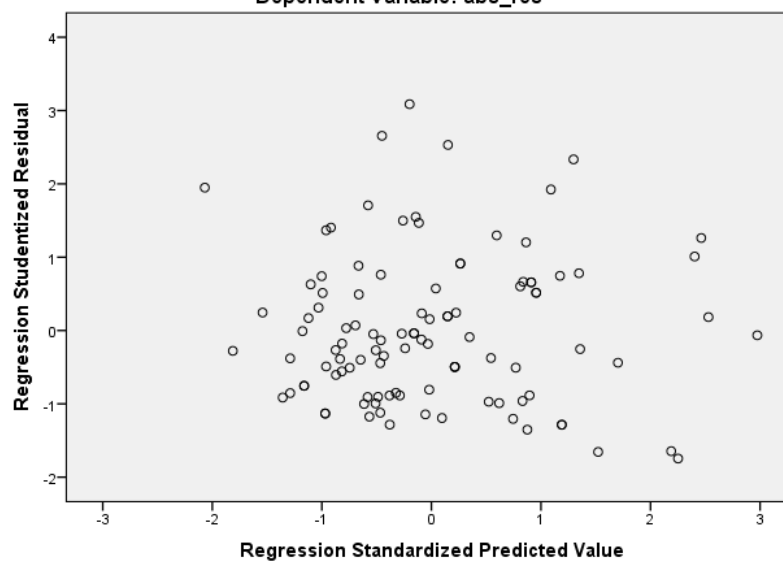
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.743	3	.914	1.078	.362 ^b
	Residual	85.634	101	.848		
	Total	88.377	104			

a. Dependent Variable: abs_res

b. Predictors: (Constant), X3, X2, X1

Scatterplot

Dependent Variable: abs_res



Appendix III (Validity Test)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	17.7500	5.685	.633	.757
Y.2	17.4167	6.264	.679	.756
Y.3	17.6019	5.476	.616	.763
Y.4	17.5556	5.857	.621	.761
Y.5	18.0833	5.871	.474	.812

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	17.6759	14.688	.506	.707
X1.2	17.4630	12.662	.733	.634
X1.3	16.7500	16.133	.577	.702
X1.4	18.0926	14.421	.477	.716
X1.5	18.7315	16.310	.305	.762
X1.6	17.7685	15.787	.394	.737

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	16.4167	16.339	.304	.716
X2.2	16.3056	15.635	.383	.699
X2.3	17.8426	11.349	.618	.619
X2.4	17.6667	11.720	.646	.610
X2.5	18.5370	15.503	.237	.742
X2.6	17.3056	12.981	.541	.650

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	30.0185	19.476	.675	.836
X3.2	30.6481	18.529	.530	.851
X3.3	30.5556	19.128	.494	.854
X3.4	30.2685	18.572	.644	.836
X3.5	30.2407	18.708	.644	.836
X3.6	30.1759	19.492	.645	.838
X3.7	30.3333	17.944	.663	.833
X3.8	30.6204	17.490	.613	.841

Appendix IV (Reliability Test)**Case Processing Summary**

		N	%
Cases	Valid	108	100.0
	Excluded ^a	0	.0
	Total	108	100.0

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

*Online Purchasing Decision (Y)***Reliability Statistics**

Cronbach's Alpha	N of Items
.807	5

*Cultural Factor (X1)***Reliability Statistics**

Cronbach's Alpha	N of Items
.748	6

*Social Factor (X2)***Reliability Statistics**

Cronbach's Alpha	N of Items
.718	6

*Psychological Factor (X3)***Reliability Statistics**

Cronbach's Alpha	N of Items
.858	8

Appendix V (Regression Analysis)**R²****Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.804 ^a	.647	.636	1.614	.647	61.678	3	101	.000	1.705

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

F Test**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	482.300	3	160.767	61.678	.000 ^b
	Residual	263.262	101	2.607		
	Total	745.562	104			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

t Test**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.414	1.206		5.318	.000
X1	.021	.051	.035	.423	.673
X2	.030	.057	.044	.527	.599
X3	.422	.041	.759	10.273	.000

a. Dependent Variable: Y

Appendix VI (Questionnaire)

Respondent criteria:

1. Registered as Hasanuddin University student.
2. Has online purchase experience.

Respondent identity:

1. Name
2. Gender
 - a. Male
 - b. Female
3. Age
 - a. 18 – 20 years old
 - b. 21 – 24 years old
 - c. 25 – 30 years old
 - d. Other
4. Faculty
5. Have you ever purchased a product online?
 - a. Yes
 - b. No (You do not need to continue filling out the questionnaire)
6. How long have you been purchasing productst online?
 - a. < 6 months
 - b. 6 months – 1 year
 - c. > 1 year – 2 years

Cultural Factor Indicators

1. Culture
2. Sub-culture
3. Social Class

Cultural Factor	STS	TS	R	S	SS
I do online shopping because public majority also do that. (Culture)					
I do online shopping because it has become a habit of lifestyle of most people. (Culture)					
I do online shopping because I have easy delivery access in the area I live. (Sub-culture)					
I do online shopping because people in my living environment have a habit of online purchase. (Sub-culture)					
I do online shopping because it reflects my lifestyle (Social class)					
I do online shopping because it suits my economic situation. (Social class)					

Social Factor Indicators

1. Reference Group
2. Family
3. Role and Status

Social Factor	STS	TS	R	S	SS
I do online shopping because of my friends' recommendations. (Reference group)					
I do online purchase because of other social media users' recommendations. (Reference group)					
I do online purchase because of the influence of my family member. (Family)					
I do online purchase because of the previous online purchase experience of my family member. (Family)					
I do online purchase because it suits my job. (Role and status)					
I do online purchase because it suits my age. (Role and status)					

Psychological Factor Indicators

1. Motivation
2. Perception
3. Learning
4. Beliefs and attitudes

Psychological Factor	STS	TS	R	S	SS
I am motivated to do online purchase because it is more practical. (Motivation)					
I am motivated to do online purchase to meet my daily needs. (Motivation)					
I buy product through online because of the good perception towards online purchase. (Perception)					
I buy products through online because of the perception of advertisements on internet. (Perception)					
I chose an online shop account according to personal experience and the people around me. (Learning)					
I choose online purchase because of the of payment flexibility. (Learning)					
I do online purchase because I am sure that the products offered on internet suit my preference. (Beliefs and attitudes)					
I do online shopping because the online sites could be trusted. (Beliefs and attitudes)					

Online Purchasing Decision Indicators

1. Identifying problems
2. Information research
3. Alternative evaluation
4. Purchasing decision
5. Post purchase decision

Online Purchasing Decision	STS	TS	R	S	SS
I do online purchase because it suits my needs. (Problem identification)					
I look for more information about the products I want to buy through online. (Information search)					
I compare the advantages of a product with other products available on the Internet.					

(Alternative evaluation)					
I do online purchase based on the result of an information search I did before. (Purchasing decision)					
I always feel satisfied after do an online purchase. (Post purchase decision)					

BIOGRAPHY

Personal Information

Full Name : Muhammad Ainun Zaky
Place, Date of Birth : Kandeapi, 22 January 1997
Gender : Male
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Email Address : muhzaaky@gmail.com

Educational Background

2003 – 2009 : Sekolah Dasar Negeri Kompleks 1 IKIP
2009 – 2012 : Mtsn Model Makassar
2012 – 2015 : SMA Islam Athirah
2016 – 2020 : Universitas Hasanuddin

Course and Training

1. Summer School Utrecht in Netherlands (2019)
2. Indonesia Stock Exchange (IDX) Stock Market Course (2018)
3. OSPRO Overseas Student Exchange Program in Singapore (2018)
4. Basic Character and Study Skill Training Hasanuddin University (2016)

Work Experience

1. Internship at Bank Indonesia Representative Office of South Sulawesi (2020)

Social Experience

1. Hasanuddin University General Lecture as Marketing Committee

This profile is stated truthfully

Makassar, 7 August 2020

Muhammad Ainun Zaky