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LAMPIRAN

Lampiran 1: Biodata**BIODATA****Identitas Diri**

Nama : Yosua Kalessa
Tempat, Tanggal Lahir : Makassar, 22 April 1998
Jenis Kelamin : Laki-Laki
Alamat Rumah : JL. Daeng HAYo, Lr. 2, Antang
Telpon Rumah dan HP : 085298336420
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Riwayat Pendidikan

Pendidikan Formal

- Tahun 2004–2010: SDN 001 Messawa
- Tahun 2010–2012: SMP Katolik Messawa
- Tahun 2012–2015: SMA Katolik Rajawali
- Tahun 2016–2021: S1 Manajemen Universitas Hasanuddin

Pendidikan Non Formal

- Tahun 2016: Pelatihan *Basic Character Study Skill* Universitas Hasanuddin
- Tahun 2016: Latihan Kepemimpinan Mahasiswa Manajemen IMMAJ FEB-UH
- Tahun 2017: Latihan Dasar Kepemimpinan PMKO FEB-UH

Pengalaman Organisasi

- PMKO FEB-UH
- IMMAJ FEB-UH
- GMKI Kom. Ekonomi Unhas

Demikian biodata ini dibuat dengan sebenarnya.

Makassar, 31 Agustus 2022

Yosua Kalessa

Lampiran 2

KUISIONER

Salam Sejahtera untuk kita semua

Perkenalkan, saya Yosua Kalessa, Mahasiswa Departemen Manajemen Fakultas Ekonomi dan Bisnis Universitas Hasanuddin. Saya sedang melakukan penelitian untuk tugas akhir skripsi saya yang berjudul “Pengaruh *Social Commerce Component* Terhadap Niat Pembelian: Ditinjau dari Perspektif *Social Learning*”. Segala informasi yang diberikan dalam kuesioner ini hanya untuk kepentingan penelitian semata dan akan dijaga kerahasiaannya.

Syarat :

1. Pernah melakukan pembelian di situs jual beli *online Shopee* sebanyak minimal tiga kali.
2. Merupakan generasi z (Gen Z) yaitu orang memiliki rentang tahun kelahiran dari tahun 1995 sampai 2010.
3. Responden berdomisili di Makassar

DAFTAR PERTANYAAN

Variabel Pembelajaran dari Forum dan Komunitas :

1. Seberapa sering anda melihat informasi (harga, kualitas, dll) pada forum dan komunitas yang ada di situs jual beli online shopee? **x1.1**
2. Berapa banyak waktu yang anda butuhkan untuk memperoleh informasi (harga, kualitas, dll) dari forum dan komunitas saat ingin melakukan pembelian di situs jual beli online shopee? **X1.2**
3. Forum dan komunitas memberikan informasi (harga, kualitas, dll) kepada anda saat anda melakukan pembelian di situs jual beli online shopee? **x1.3**

Variabel Pembelajaran dari *Rating* dan *Review*

1. Seberapa sering anda melihat informasi (harga, kualitas, dll) yang terdapa pada *rating* dan *review* sebelum melakukan pembelian di situs jual beli online shopee? **X2.1**
2. Berapa banyak waktu yang anda habiskan untuk memperoleh informasi (harga, kualitas, dll) dari *rating* dan *review* ? **x2.2**
3. *Rating* dan *review* dapat memberikan anda informasi (harga, kualitas, dll) yang dibutuhkan saat ingin melakukan pembelian di situs jual beli online shopee **x2.3**

Variabel Pembelajaran dari Rekomendasi Sosial

1. Seberapa sering anda melihat informasi (harga, kualitas, dll) dari rekomendasi sosial (teman, keluarga, atau konsumen lain) saat ingin melakukan pembelian di situs jual beli online shopee? **X3.1**
2. Berapa banyak waktu yang anda butuhkan untuk memperoleh informasi (harga, kualitas, dll) dari rekomendasi sosial (teman, keluarga, atau konsumen lain) saat ingin melakukan pembelian di situs jual beli online shopee? **X3.2**
3. Rekomendasi sosial (teman, keluarga, atau konsumen lain) memberikan anda informasi (harga, kualitas, dll) yang dibutuhkan saat ingin melakukan pembelian di situs jual beli online shopee **x3.3**

Variabel Penilaian Kognitif :

1. Website shopee dapat memberikan apa yang anda inginkan **y1.1**
2. Website shopee memberikan anda kemudahan saat berbelanja **y1.2**
3. Website shopee memberikan anda kenyamanan saat berbelanja **y1.3**
4. Website shopee membantu anda untuk memenuhi kebutuhan **y1.4**

Variabel penilaian Afektif :

1. Anda merasa senang dengan berbelanja menggunakan Shopee **y2.1**
2. Anda merasa nyaman saat berbelanja menggunakan shopee **y2.2**
3. Anda merasa santai saat berbelanja menggunakan shopee **y2.3**
4. Anda menyukai website shopee saat berbelanja **y2.4**

Variabel Niat Pembelian :

1. Anda akan membeli produk atau layanan di shopee dan menjadikan shopee sebagai pilihan pertama **z.1**
2. Anda berniat untuk membeli produk dan layanan di shopee **z.2**
3. Anda memberikan rekomendasi suatu produk ke teman atau sahabat **z.3**

Lampiran 3

DATA TABULASI RESPONDEN

x1.1	x1.2	x1.3	TOTAL	x2.1	x2.2	x2.3	TOTAL	x3.1	x3.2	x3.3	TOTAL
4	2	4	10	4	2	4	10	3	2	4	9
3	1	5	9	5	2	5	12	5	5	5	15
3	1	5	9	5	2	5	12	5	5	5	15
5	2	4	11	5	2	5	12	4	3	5	12
5	4	5	14	5	3	5	13	5	3	5	13
5	2	4	11	5	3	4	12	4	3	3	10
4	1	4	9	5	1	4	10	4	4	4	12
4	2	3	9	5	2	4	11	4	2	4	10
5	3	4	12	5	4	5	14	5	4	5	14
4	2	3	9	5	2	4	11	4	2	4	10
5	2	4	11	5	2	5	12	3	2	5	10
5	1	4	10	5	1	4	10	3	1	3	7
5	4	4	13	5	3	5	13	5	4	5	14
5	3	5	13	5	3	5	13	5	5	5	15
3	1	3	7	5	1	5	11	3	1	4	8
4	5	3	12	5	4	5	14	3	4	4	11
4	3	5	12	5	2	5	12	1	1	2	4
5	5	4	14	5	5	3	13	2	2	3	7
4	3	4	11	5	4	5	14	3	2	3	8
5	3	5	13	3	4	2	9	3	2	5	10
4	2	3	9	4	2	5	11	3	2	3	8
3	2	4	9	5	2	5	12	2	2	4	8
5	3	1	9	5	3	5	13	4	2	5	11
5	2	3	10	4	3	4	11	2	2	2	6
5	2	3	10	5	2	5	12	5	2	5	12
4	2	4	10	5	2	4	11	3	2	4	9
4	2	5	11	5	2	5	12	1	1	1	3
4	2	4	10	5	2	4	11	4	2	4	10
5	2	5	12	5	2	5	12	4	2	3	9
3	2	4	9	3	2	3	8	4	2	3	9
2	2	4	8	5	2	5	12	3	2	3	8
2	3	5	10	5	2	4	11	4	3	4	11
5	2	4	11	4	4	2	10	3	4	4	11
3	3	3	9	3	3	4	10	3	3	5	11
4	2	5	11	4	2	5	11	3	2	3	8
5	3	4	12	5	3	5	13	4	2	5	11
4	2	4	10	5	2	5	12	2	2	3	7

4	2	3	9	4	2	3	9	3	4	5	12
4	2	3	9	4	2	3	9	3	4	5	12
5	4	4	13	5	3	5	13	4	3	4	11
3	3	4	10	5	3	5	13	3	3	3	9
5	3	3	11	5	4	4	13	4	4	4	12
4	2	3	9	5	2	5	12	3	2	4	9
4	5	4	13	4	5	5	14	2	5	2	9
5	3	4	12	5	3	5	13	4	3	4	11
4	2	4	10	5	2	4	11	3	2	3	8
5	2	3	10	4	2	3	9	5	2	4	11
5	2	5	12	5	2	5	12	3	3	3	9
5	4	5	14	5	5	5	15	5	5	5	15
4	2	3	9	3	2	4	9	2	1	2	5
5	5	5	15	5	5	5	15	4	4	4	12
4	3	4	11	5	4	5	14	3	4	4	11
5	3	5	13	5	2	5	12	4	2	4	10
3	4	4	11	4	4	5	13	5	5	5	15
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3	4	4	11	5	3	3	11	3	3	3	9
5	2	3	10	3	2	5	10	2	3	4	9
5	4	5	14	5	5	5	15	5	5	4	14
4	2	3	9	3	2	4	9	3	2	4	9
3	2	5	10	3	2	5	10	3	2	4	9
4	2	4	10	5	2	5	12	4	2	3	9
4	2	4	10	5	3	4	12	3	3	4	10
5	4	5	14	5	5	5	15	5	5	4	14
4	2	3	9	5	2	5	12	5	2	5	12
5	2	4	11	5	2	4	11	2	2	3	7
3	3	4	10	4	3	5	12	4	3	5	12
4	2	5	11	5	2	5	12	3	2	4	9
5	2	4	11	5	2	5	12	1	1	1	3
5	2	4	11	3	2	5	10	3	2	4	9
4	2	3	9	5	2	5	12	2	2	3	7
4	3	4	11	5	4	5	14	4	4	5	13
3	3	4	10	3	3	4	10	2	2	3	7
4	2	5	11	5	2	4	11	2	2	3	7
4	2	5	11	5	2	4	11	2	2	3	7

3	2	4	9	5	2	5	12	3	2	5	10
5	2	4	11	5	2	5	12	2	2	3	7
4	2	4	10	4	2	4	10	3	2	3	8
4	3	3	10	5	3	5	13	4	2	3	9
5	4	5	14	5	4	5	14	5	4	5	14
5	2	5	12	5	2	4	11	5	2	4	11
4	2	4	10	4	2	5	11	4	2	4	10
4	2	5	11	5	2	4	11	2	2	4	8
4	5	4	13	5	5	4	14	5	4	5	14
5	1	5	11	5	2	5	12	5	2	5	12
3	2	4	9	4	2	5	11	3	2	5	10
5	2	5	12	5	2	5	12	3	2	4	9
5	2	5	12	5	2	5	12	3	2	4	9
5	2	4	11	5	2	4	11	4	2	4	10
4	5	4	13	4	3	3	10	4	4	4	12
4	2	4	10	5	2	5	12	2	2	3	7
5	1	5	11	5	2	5	12	5	1	5	11
4	2	4	10	3	2	4	9	2	2	3	7
3	2	4	9	4	2	4	10	2	1	3	6
5	4	5	14	4	4	5	13	4	4	4	12
3	2	4	9	4	2	3	9	2	2	3	7

Lampiran 4

TABEL R

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541

Lampiran 5

TABEL F

**Titik Persentase Distribusi F untuk Probabilita =
0,10**

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	39.86	49.50	53.59	55.83	57.24	58.20	58.91	59.44	59.86	60.19	60.47	60.71	60.90	61.07	61.22
2	8.53	9.00	9.16	9.24	9.29	9.33	9.35	9.37	9.38	9.39	9.40	9.41	9.41	9.42	9.42
3	5.54	5.46	5.39	5.34	5.31	5.28	5.27	5.25	5.24	5.23	5.22	5.22	5.21	5.20	5.20
4	4.54	4.32	4.19	4.11	4.05	4.01	3.98	3.95	3.94	3.92	3.91	3.90	3.89	3.88	3.87
5	4.06	3.78	3.62	3.52	3.45	3.40	3.37	3.34	3.32	3.30	3.28	3.27	3.26	3.25	3.24
6	3.78	3.46	3.29	3.18	3.11	3.05	3.01	2.98	2.96	2.94	2.92	2.90	2.89	2.88	2.87
7	3.59	3.26	3.07	2.96	2.88	2.83	2.78	2.75	2.72	2.70	2.68	2.67	2.65	2.64	2.63
8	3.46	3.11	2.92	2.81	2.73	2.67	2.62	2.59	2.56	2.54	2.52	2.50	2.49	2.48	2.46
9	3.36	3.01	2.81	2.69	2.61	2.55	2.51	2.47	2.44	2.42	2.40	2.38	2.36	2.35	2.34
10	3.29	2.92	2.73	2.61	2.52	2.46	2.41	2.38	2.35	2.32	2.30	2.28	2.27	2.26	2.24
11	3.23	2.86	2.66	2.54	2.45	2.39	2.34	2.30	2.27	2.25	2.23	2.21	2.19	2.18	2.17
12	3.18	2.81	2.61	2.48	2.39	2.33	2.28	2.24	2.21	2.19	2.17	2.15	2.13	2.12	2.10
13	3.14	2.76	2.56	2.43	2.35	2.28	2.23	2.20	2.16	2.14	2.12	2.10	2.08	2.07	2.05
14	3.10	2.73	2.52	2.39	2.31	2.24	2.19	2.15	2.12	2.10	2.07	2.05	2.04	2.02	2.01
15	3.07	2.70	2.49	2.36	2.27	2.21	2.16	2.12	2.09	2.06	2.04	2.02	2.00	1.99	1.97
16	3.05	2.67	2.46	2.33	2.24	2.18	2.13	2.09	2.06	2.03	2.01	1.99	1.97	1.95	1.94
17	3.03	2.64	2.44	2.31	2.22	2.15	2.10	2.06	2.03	2.00	1.98	1.96	1.94	1.93	1.91
18	3.01	2.62	2.42	2.29	2.20	2.13	2.08	2.04	2.00	1.98	1.95	1.93	1.92	1.90	1.89
19	2.99	2.61	2.40	2.27	2.18	2.11	2.06	2.02	1.98	1.96	1.93	1.91	1.89	1.88	1.86
20	2.97	2.59	2.38	2.25	2.16	2.09	2.04	2.00	1.96	1.94	1.91	1.89	1.87	1.86	1.84
21	2.96	2.57	2.36	2.23	2.14	2.08	2.02	1.98	1.95	1.92	1.90	1.87	1.86	1.84	1.83
22	2.95	2.56	2.35	2.22	2.13	2.06	2.01	1.97	1.93	1.90	1.88	1.86	1.84	1.83	1.81
23	2.94	2.55	2.34	2.21	2.11	2.05	1.99	1.95	1.92	1.89	1.87	1.84	1.83	1.81	1.80
24	2.93	2.54	2.33	2.19	2.10	2.04	1.98	1.94	1.91	1.88	1.85	1.83	1.81	1.80	1.78
25	2.92	2.53	2.32	2.18	2.09	2.02	1.97	1.93	1.89	1.87	1.84	1.82	1.80	1.79	1.77
26	2.91	2.52	2.31	2.17	2.08	2.01	1.96	1.92	1.88	1.86	1.83	1.81	1.79	1.77	1.76
27	2.90	2.51	2.30	2.17	2.07	2.00	1.95	1.91	1.87	1.85	1.82	1.80	1.78	1.76	1.75
28	2.89	2.50	2.29	2.16	2.06	2.00	1.94	1.90	1.87	1.84	1.81	1.79	1.77	1.75	1.74
29	2.89	2.50	2.28	2.15	2.06	1.99	1.93	1.89	1.86	1.83	1.80	1.78	1.76	1.75	1.73
30	2.88	2.49	2.28	2.14	2.05	1.98	1.93	1.88	1.85	1.82	1.79	1.77	1.75	1.74	1.72
31	2.87	2.48	2.27	2.14	2.04	1.97	1.92	1.88	1.84	1.81	1.79	1.77	1.75	1.73	1.71
32	2.87	2.48	2.26	2.13	2.04	1.97	1.91	1.87	1.83	1.81	1.78	1.76	1.74	1.72	1.71
33	2.86	2.47	2.26	2.12	2.03	1.96	1.91	1.86	1.83	1.80	1.77	1.75	1.73	1.72	1.70
34	2.86	2.47	2.25	2.12	2.02	1.96	1.90	1.86	1.82	1.79	1.77	1.75	1.73	1.71	1.69
35	2.85	2.46	2.25	2.11	2.02	1.95	1.90	1.85	1.82	1.79	1.76	1.74	1.72	1.70	1.69
36	2.85	2.46	2.24	2.11	2.01	1.94	1.89	1.85	1.81	1.78	1.76	1.73	1.71	1.70	1.68
37	2.85	2.45	2.24	2.10	2.01	1.94	1.89	1.84	1.81	1.78	1.75	1.73	1.71	1.69	1.68

38	2.84	2.45	2.23	2.10	2.01	1.94	1.88	1.84	1.80	1.77	1.75	1.72	1.70	1.69	1.67
39	2.84	2.44	2.23	2.09	2.00	1.93	1.88	1.83	1.80	1.77	1.74	1.72	1.70	1.68	1.67
40	2.84	2.44	2.23	2.09	2.00	1.93	1.87	1.83	1.79	1.76	1.74	1.71	1.70	1.68	1.66
41	2.83	2.44	2.22	2.09	1.99	1.92	1.87	1.82	1.79	1.76	1.73	1.71	1.69	1.67	1.66
42	2.83	2.43	2.22	2.08	1.99	1.92	1.86	1.82	1.78	1.75	1.73	1.71	1.69	1.67	1.65
43	2.83	2.43	2.22	2.08	1.99	1.92	1.86	1.82	1.78	1.75	1.72	1.70	1.68	1.67	1.65
44	2.82	2.43	2.21	2.08	1.98	1.91	1.86	1.81	1.78	1.75	1.72	1.70	1.68	1.66	1.65
45	2.82	2.42	2.21	2.07	1.98	1.91	1.85	1.81	1.77	1.74	1.72	1.70	1.68	1.66	1.64
46	2.82	2.42	2.21	2.07	1.98	1.91	1.85	1.81	1.77	1.74	1.71	1.69	1.67	1.65	1.64
47	2.82	2.42	2.20	2.07	1.97	1.90	1.85	1.80	1.77	1.74	1.71	1.69	1.67	1.65	1.64
48	2.81	2.42	2.20	2.07	1.97	1.90	1.85	1.80	1.77	1.73	1.71	1.69	1.67	1.65	1.63
49	2.81	2.41	2.20	2.06	1.97	1.90	1.84	1.80	1.76	1.73	1.71	1.68	1.66	1.65	1.63
50	2.81	2.41	2.20	2.06	1.97	1.90	1.84	1.80	1.76	1.73	1.70	1.68	1.66	1.64	1.63
51	2.81	2.41	2.19	2.06	1.96	1.89	1.84	1.79	1.76	1.73	1.70	1.68	1.66	1.64	1.62
52	2.80	2.41	2.19	2.06	1.96	1.89	1.84	1.79	1.75	1.72	1.70	1.67	1.65	1.64	1.62
53	2.80	2.41	2.19	2.05	1.96	1.89	1.83	1.79	1.75	1.72	1.70	1.67	1.65	1.63	1.62
54	2.80	2.40	2.19	2.05	1.96	1.89	1.83	1.79	1.75	1.72	1.69	1.67	1.65	1.63	1.62
55	2.80	2.40	2.19	2.05	1.95	1.88	1.83	1.78	1.75	1.72	1.69	1.67	1.65	1.63	1.61
56	2.80	2.40	2.18	2.05	1.95	1.88	1.83	1.78	1.75	1.71	1.69	1.67	1.65	1.63	1.61
57	2.80	2.40	2.18	2.05	1.95	1.88	1.82	1.78	1.74	1.71	1.69	1.66	1.64	1.63	1.61
58	2.79	2.40	2.18	2.04	1.95	1.88	1.82	1.78	1.74	1.71	1.68	1.66	1.64	1.62	1.61
59	2.79	2.39	2.18	2.04	1.95	1.88	1.82	1.78	1.74	1.71	1.68	1.66	1.64	1.62	1.61
60	2.79	2.39	2.18	2.04	1.95	1.87	1.82	1.77	1.74	1.71	1.68	1.66	1.64	1.62	1.60
61	2.79	2.39	2.18	2.04	1.94	1.87	1.82	1.77	1.74	1.71	1.68	1.66	1.64	1.62	1.60
62	2.79	2.39	2.17	2.04	1.94	1.87	1.82	1.77	1.73	1.70	1.68	1.65	1.63	1.62	1.60
63	2.79	2.39	2.17	2.04	1.94	1.87	1.81	1.77	1.73	1.70	1.68	1.65	1.63	1.61	1.60
64	2.79	2.39	2.17	2.03	1.94	1.87	1.81	1.77	1.73	1.70	1.67	1.65	1.63	1.61	1.60
65	2.78	2.39	2.17	2.03	1.94	1.87	1.81	1.77	1.73	1.70	1.67	1.65	1.63	1.61	1.59
66	2.78	2.38	2.17	2.03	1.94	1.87	1.81	1.77	1.73	1.70	1.67	1.65	1.63	1.61	1.59
67	2.78	2.38	2.17	2.03	1.94	1.86	1.81	1.76	1.73	1.70	1.67	1.65	1.63	1.61	1.59
68	2.78	2.38	2.17	2.03	1.93	1.86	1.81	1.76	1.73	1.69	1.67	1.64	1.62	1.61	1.59
69	2.78	2.38	2.16	2.03	1.93	1.86	1.81	1.76	1.72	1.69	1.67	1.64	1.62	1.60	1.59
70	2.78	2.38	2.16	2.03	1.93	1.86	1.80	1.76	1.72	1.69	1.66	1.64	1.62	1.60	1.59
71	2.78	2.38	2.16	2.03	1.93	1.86	1.80	1.76	1.72	1.69	1.66	1.64	1.62	1.60	1.59
72	2.78	2.38	2.16	2.02	1.93	1.86	1.80	1.76	1.72	1.69	1.66	1.64	1.62	1.60	1.58
73	2.78	2.38	2.16	2.02	1.93	1.86	1.80	1.76	1.72	1.69	1.66	1.64	1.62	1.60	1.58
74	2.77	2.38	2.16	2.02	1.93	1.86	1.80	1.75	1.72	1.69	1.66	1.64	1.62	1.60	1.58
75	2.77	2.37	2.16	2.02	1.93	1.85	1.80	1.75	1.72	1.69	1.66	1.63	1.61	1.60	1.58
76	2.77	2.37	2.16	2.02	1.92	1.85	1.80	1.75	1.72	1.68	1.66	1.63	1.61	1.59	1.58
77	2.77	2.37	2.16	2.02	1.92	1.85	1.80	1.75	1.71	1.68	1.66	1.63	1.61	1.59	1.58
78	2.77	2.37	2.16	2.02	1.92	1.85	1.80	1.75	1.71	1.68	1.65	1.63	1.61	1.59	1.58
79	2.77	2.37	2.15	2.02	1.92	1.85	1.79	1.75	1.71	1.68	1.65	1.63	1.61	1.59	1.58
80	2.77	2.37	2.15	2.02	1.92	1.85	1.79	1.75	1.71	1.68	1.65	1.63	1.61	1.59	1.57
81	2.77	2.37	2.15	2.02	1.92	1.85	1.79	1.75	1.71	1.68	1.65	1.63	1.61	1.59	1.57
82	2.77	2.37	2.15	2.01	1.92	1.85	1.79	1.75	1.71	1.68	1.65	1.63	1.61	1.59	1.57
83	2.77	2.37	2.15	2.01	1.92	1.85	1.79	1.75	1.71	1.68	1.65	1.63	1.61	1.59	1.57
84	2.77	2.37	2.15	2.01	1.92	1.85	1.79	1.74	1.71	1.68	1.65	1.63	1.60	1.59	1.57

85	2.77	2.37	2.15	2.01	1.92	1.84	1.79	1.74	1.71	1.67	1.65	1.62	1.60	1.59	1.57
86	2.76	2.37	2.15	2.01	1.92	1.84	1.79	1.74	1.71	1.67	1.65	1.62	1.60	1.58	1.57
87	2.76	2.36	2.15	2.01	1.91	1.84	1.79	1.74	1.70	1.67	1.65	1.62	1.60	1.58	1.57
88	2.76	2.36	2.15	2.01	1.91	1.84	1.79	1.74	1.70	1.67	1.65	1.62	1.60	1.58	1.57
89	2.76	2.36	2.15	2.01	1.91	1.84	1.79	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.57
90	2.76	2.36	2.15	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
91	2.76	2.36	2.14	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
92	2.76	2.36	2.14	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
93	2.76	2.36	2.14	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
94	2.76	2.36	2.14	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
95	2.76	2.36	2.14	2.00	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
96	2.76	2.36	2.14	2.00	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.59	1.58	1.56
97	2.76	2.36	2.14	2.00	1.91	1.84	1.78	1.73	1.70	1.67	1.64	1.61	1.59	1.58	1.56
98	2.76	2.36	2.14	2.00	1.91	1.84	1.78	1.73	1.70	1.66	1.64	1.61	1.59	1.57	1.56
99	2.76	2.36	2.14	2.00	1.91	1.83	1.78	1.73	1.70	1.66	1.64	1.61	1.59	1.57	1.56
100	2.76	2.36	2.14	2.00	1.91	1.83	1.78	1.73	1.69	1.66	1.64	1.61	1.59	1.57	1.56

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TABEL T

df	Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
		0.50	0.20	0.10	0.050	0.02	0.010	0.002
1		1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2		0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3		0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4		0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5		0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6		0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7		0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8		0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9		0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10		0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11		0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12		0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13		0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14		0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15		0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16		0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17		0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18		0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19		0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20		0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21		0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22		0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23		0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24		0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
25		0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26		0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27		0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28		0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29		0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30		0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31		0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32		0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33		0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34		0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35		0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36		0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37		0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38		0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39		0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40		0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688
41		0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42		0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595

43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657

88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374

Lampiran 7

HASIL PENGUJIAN

HASIL UJI VALIDITAS

X1

		Correlations			
		X105	X106	X107	TOTAL
X105	Pearson Correlation	1	.178	.109	.637**
	Sig. (2-tailed)		.077	.279	.000
	N	100	100	100	100
X106	Pearson Correlation	.178	1	.084	.722**
	Sig. (2-tailed)	.077		.405	.000
	N	100	100	100	100
X107	Pearson Correlation	.109	.084	1	.566**
	Sig. (2-tailed)	.279	.405		.000
	N	100	100	100	100
TOTAL	Pearson Correlation	.637**	.722**	.566**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

X2

		Correlations			
		X201	X202	X203	TOTAL
X201	Pearson Correlation	1	.072	.356**	.641**
	Sig. (2-tailed)		.478	.000	.000
	N	100	100	100	100
X202	Pearson Correlation	.072	1	-.010	.675**
	Sig. (2-tailed)	.478		.918	.000
	N	100	100	100	100
X203	Pearson Correlation	.356**	-.010	1	.614**
	Sig. (2-tailed)	.000	.918		.000
	N	100	100	100	100
TOTAL	Pearson Correlation	.641**	.675**	.614**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

X3**Correlations**

		X305	X306	X307	TOTAL
X305	Pearson Correlation	1	.517**	.680**	.880**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X306	Pearson Correlation	.517**	1	.427**	.791**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X307	Pearson Correlation	.680**	.427**	1	.827**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TOTAL	Pearson Correlation	.880**	.791**	.827**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Y1**Correlations**

		Y109	Y110	Y111	Y112	TOTAL
Y109	Pearson Correlation	1	.738**	.720**	.655**	.876**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y110	Pearson Correlation	.738**	1	.822**	.725**	.919**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y111	Pearson Correlation	.720**	.822**	1	.694**	.908**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y112	Pearson Correlation	.655**	.725**	.694**	1	.861**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	.876**	.919**	.908**	.861**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Y2

		Correlations				
		Y214	Y215	Y216	Y217	TOTAL
Y214	Pearson Correlation	1	.879**	.793**	.787**	.943**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y215	Pearson Correlation	.879**	1	.783**	.758**	.930**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y216	Pearson Correlation	.793**	.783**	1	.721**	.898**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y217	Pearson Correlation	.787**	.758**	.721**	1	.896**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	.943**	.930**	.898**	.896**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Z

		Correlations			
		Z19	Z20	Z21	TOTAL
Z19	Pearson Correlation	1	.690**	.499**	.882**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Z20	Pearson Correlation	.690**	1	.506**	.854**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Z21	Pearson Correlation	.499**	.506**	1	.789**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TOTAL	Pearson Correlation	.882**	.854**	.789**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

HASIL UJI REABILITAS**X1****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.659	3

X2**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.637	3

X3

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.777	3

Y1

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.913	.914	4

Y2

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.936	.937	4

Z

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.790	.796	3

HASIL UJI JALUR (PATH ANALYSIS)**MODEL I**

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model	B	Std. Error	Beta			
1	(Constant)	10.890	2.098		5.191	.000
	X1	.241	.197	.146	1.225	.224
	X2	-.008	.222	-.005	-.037	.971
	X3	.328	.112	.306	2.937	.004

a. Dependent Variable: Y1

MODEL II

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model	B	Std. Error	Beta			
1	(Constant)	11.588	2.009		5.769	.000
	X1	.393	.189	.254	2.083	.040
	X2	-.023	.213	-.014	-.107	.915
	X3	.161	.107	.160	1.508	.135

a. Dependent Variable: Y2

MODEL III

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model	B	Std. Error	Beta			
1	(Constant)	1.799	.948		1.898	.061
	Y1	.325	.072	.436	4.536	.000
	Y2	.300	.076	.378	3.935	.000

a. Dependent Variable: Z

HASIL UJI F**MODEL I**

		ANOVA^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.708	3	36.903	5.301	.002 ^b
	Residual	668.332	96	6.962		
	Total	779.040	99			

a. Dependent Variable: Y1

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

MODEL II

		ANOVA^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.126	3	25.375	3.976	.010 ^b
	Residual	612.624	96	6.381		
	Total	688.750	99			

a. Dependent Variable: Y2

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

MODEL III

		ANOVA^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	246.735	2	123.367	64.439	.000 ^b
	Residual	185.705	97	1.914		
	Total	432.440	99			

a. Dependent Variable: Z

b. Predictors: (Constant), Y2, Y1

HASIL UJI KOEFISIEN DETERMINASI (R²)

MODEL I

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.377 ^a	.142	.115	2.639

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

MODEL II

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.332 ^a	.111	.083	2.526

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

MODEL III

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755 ^a	.571	.562	1.384

a. Predictors: (Constant), Y2, Y1

HASIL UJI t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.890	2.098		5.191	.000
	X1	.241	.197	.146	1.225	.224
	X2	-.008	.222	-.005	-.037	.971
	X3	.328	.112	.306	2.937	.004

a. Dependent Variable: Y1

MODEL II

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	11.588	2.009		5.769	.000
	X1	.393	.189	.254	2.083	.040
	X2	-.023	.213	-.014	-.107	.915
	X3	.161	.107	.160	1.508	.135

a. Dependent Variable: Y2

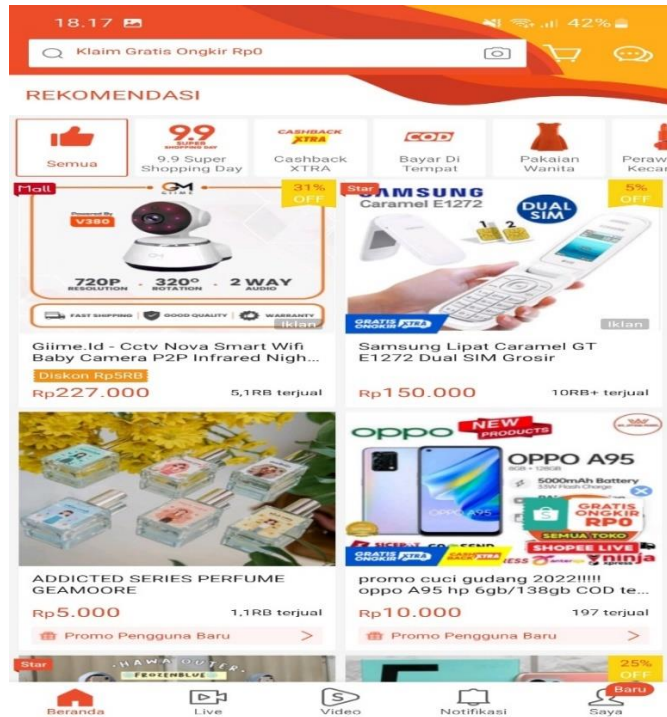
MODEL III

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.799	.948		1.898	.061
	Y1	.325	.072	.436	4.536	.000
	Y2	.300	.076	.378	3.935	.000

a. Dependent Variable: Z

LAMPIRAN 8

VARIABEL PEMBELAJARAN DARI FORUM DAN KOMUNITAS ONLINE PADA SITUS JUAL BELI ONLINE SHOPEE



VARIABEL PEMBELAJARAN DARI RATING AND REVIEW PADA SITUS JUAL BELI ONLINE SHOPEE

