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APPENDIX

Appendix 1: Biodata**BIODATA****Personal Identity**

Name : Chaerul Agil Thamrin
Place, date of birth : Pare - pare, 01 Maret 2000
Gender : Male
Home Address : Jl. Brantas II No. 20/Perumahan Bukit Baruga
Home Phone/Phone : 087758747097
E-Mail Address : agilchaerul30@gmail.com

Educational Background**Formal Education**

2005 – 2006 : TK Negeri Pembina Makassar
2006-2012 : SD Inp Baraya I Maiassar
2012-2015 : SMP Negri 02 Pare-pare
2015-2018 : SMA Negri 01 Pare-pare
2018-2022 : S1 Universitas Hasanuddin

Non-Formal Education**Experience****Organization**

1. HIPMI PT UNHAS (2021-Present)

Thus this Biodata is actually made

Makassar, November 5th, 2022

Chaerul Agil Thamrin

Appendix 2: Research Questionnaire

RESEARCH QUESTIONNAIRE

Analysis of Factors Affecting Consumer Purchasing Decision Through Shopee E-Commerce During COVID-19 Pandemic

Assalamualaikum Wr. Wb.

Introduce me Chaerul Agil Thamrin, a student of the Faculty of Economics and Business, Hasanuddin University class of 2018. I am doing research to complete the final project (thesis). I would like to ask for your willingness to fill out some questions from the following questionnaire for the research needs of the final project (Thesis).

Regarding data and also all your personal identity, confidentiality will be guaranteed and only used as a research need.

As for the criteria for my research respondents:

1. Students of the S1 Program at Hasanuddin University
2. Accustomed to making transactions online
3. Get used to using the Shopee application

If you meet the above criteria, then I need your help to answer some of the questions in this questionnaire. The help you provide will certainly mean a lot to me to be able to complete the final project.

Thank you for your time and attention. I express my deepest gratitude.

I. General Data of Respondents

1. Name : Chaerul Agil Thamrin
2. NIM : A021181811
3. Are you a S1 Student of Hasanuddin University :
 Yes
 No
4. Are you used to making transactions online :
 Yes
 No
5. Do you always use the Shopee application :
 Yes
 No

II. Questions List

Please read carefully each of the questions presented by this questionnaire. Keep in mind that in this questionnaire there are no right or wrong answers so you can fill out this questionnaire honestly according to the circumstances of yourself. Put a mark (√) on the answer that is considered to best suit your circumstances.

Information:

- Sangat Tidak Setuju (STS)
- Tidak Setuju (TS)
- Netral (N)
- Setuju (S)
- Sangat Setuju (SS)

1. Cultural Factor (X₁)

| No | Daftar Pernyataan | STS | TS | N | S | SS |
|----|----------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| 1. | Saya menggunakan Shopee karena digunakan oleh mayoritas masyarakat | | | | | |
| 2. | Saya menggunakan Shopee karena saya memiliki pengetahuan terkait produk dan brand yang dimilikinya | | | | | |
| 3. | Saya menggunakan Shopee karena produk yang ada didalamnya sebagian besarnya adalah produk UMKM | | | | | |
| 4. | Saya menggunakan Shopee karena teman-teman terdekat saya menggunakannya | | | | | |
| 5. | Saya menggunakan Shopee karena menggunakan produk halal | | | | | |
| 6. | Saya selalu melihat Shopee dimana saja, baik dari iklan maupun dalam media transaksi | | | | | |

2. Social Factor (X₂)

| No | Daftar Pernyataan | STS | TS | N | S | SS |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| 1. | Saya menggunakan Shopee karena ajakan teman-teman yang saya percayai | | | | | |
| 2. | Saya menggunakan Shopee dalam membeli produk karena ajakan keluarga | | | | | |
| 3. | Saya menggunakan Shopee karena ajakan teman dekat | | | | | |
| 4. | Ketika berbelanja suatu produk, seringkali Shopee dijadikan sebagai salah satu bahkan satu-satunya media dalam melakukan bertransaksi online suatu produk | | | | | |
| 5. | Bagi saya, menggunakan Shopee dalam transaksi online memiliki kesan tersendiri | | | | | |

3. Personal Factor (X₃)

| No | Daftar Pernyataan | STS | TS | N | S | SS |
|----|-------------------------------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| 1. | Saya melakukan transaksi online karena arahan dan bujuk rayu orang tua | | | | | |
| 2. | Seringkali, Shopee menawarkan promosi yang murah sehingga saya tertarik untuk menggunakannya dalam membeli suatu produk | | | | | |
| 3. | Saya selalu menggunakan Shopee dalam berbelanja atau bertransaksi online | | | | | |

4. Psychological Factor (X₄)

| No | Daftar Pernyataan | STS | TS | N | S | SS |
|----|----------------------------------------------------------------------------|-----|----|---|---|----|
| 1. | Saya menggunakan Shopee karena adanya dorongan dari diri sendiri | | | | | |
| 2. | Keyakinan saya terhadap Shopee membuat saya ingin menggunakannya | | | | | |
| 3. | Saya menggunakan Shopee karena sudah terbiasa menggunakannya | | | | | |
| 4. | Pengalaman saya menggunakan Shopee membuat saya ingin terus menggunakannya | | | | | |

5. COVID 19 Pandemic (X₅)

| No | Daftar Pernyataan | STS | TS | N | S | SS |
|----|-----------------------------------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| 1. | Saya khawatir dengan dampak pandemi COVID-19 yang dapat tertular kepada saya | | | | | |
| 2. | Ketika Pandemi COVID-19 memuncak, saya ingin lebih banyak berdiam diri di rumah atau isolasi mandiri | | | | | |
| 3. | Ketika pandemi COVID-19 memuncak, saya ingin melakukan aktivitas secara instan dan cepat seperti bertransaksi secara online | | | | | |
| 4. | Selama pandemi meningkat, saya terbiasa melakukan transaksi secara online | | | | | |

6. Purchasing Decision Through Shopee ECommerce (Y)

| No | Daftar Pernyataan | STS | TS | N | S | SS |
|----|---------------------------------------------------------------------------------------|-----|----|---|---|----|
| 1. | Saya menggunakan Shopee karena teman terdekat saya selalu menggunakannya | | | | | |
| 2. | Saya menggunakan Shopee karena ajakan teman-teman terdekat saya | | | | | |
| 3. | Saya menggunakan Shopee karena memiliki keunikan tersendiri ketimbang brand yang lain | | | | | |
| 4. | Saya menggunakan Shopee karena keinginan diri sendiri | | | | | |

Appendix 3 Data Processing Results

Data Processing Results

Frequencies

| | | Statistics | | | | | CulturalFactor |
|--------------------|---------|------------|------|------|------|------|----------------|
| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | r |
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.89 | 3.82 | 3.79 | 3.85 | 3.81 | 19.16 |
| Std. Error of Mean | | .075 | .074 | .070 | .076 | .084 | .325 |
| Median | | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 19.50 |
| Mode | | 4 | 4 | 4 | 4 | 4 | 20 |
| Std. Deviation | | .751 | .744 | .701 | .757 | .837 | 3.247 |
| Variance | | .564 | .553 | .491 | .573 | .701 | 10.540 |
| Range | | 3 | 3 | 3 | 3 | 3 | 15 |
| Minimum | | 2 | 2 | 2 | 2 | 2 | 10 |
| Maximum | | 5 | 5 | 5 | 5 | 5 | 25 |
| Sum | | 389 | 382 | 379 | 385 | 381 | 1916 |

Frequency Table

X1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 3 | 3.0 | 3.0 | 3.0 |
| | 3 | 25 | 25.0 | 25.0 | 28.0 |
| | 4 | 52 | 52.0 | 52.0 | 80.0 |
| | 5 | 20 | 20.0 | 20.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 4 | 4.0 | 4.0 | 4.0 |
| | 3 | 26 | 26.0 | 26.0 | 30.0 |
| | 4 | 54 | 54.0 | 54.0 | 84.0 |
| | 5 | 16 | 16.0 | 16.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 31 | 31.0 | 31.0 | 33.0 |
| | 4 | 53 | 53.0 | 53.0 | 86.0 |
| | 5 | 14 | 14.0 | 14.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

| | | X1.4 | | | Cumulative |
|-------|-------|-----------|---------|---------------|------------|
| | | Frequency | Percent | Valid Percent | Percent |
| Valid | 2 | 4 | 4.0 | 4.0 | 4.0 |
| | 3 | 25 | 25.0 | 25.0 | 29.0 |
| | 4 | 53 | 53.0 | 53.0 | 82.0 |
| | 5 | 18 | 18.0 | 18.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

| | | X1.5 | | | Cumulative |
|-------|-------|-----------|---------|---------------|------------|
| | | Frequency | Percent | Valid Percent | Percent |
| Valid | 2 | 7 | 7.0 | 7.0 | 7.0 |
| | 3 | 25 | 25.0 | 25.0 | 32.0 |
| | 4 | 48 | 48.0 | 48.0 | 80.0 |
| | 5 | 20 | 20.0 | 20.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

| | | CulturalFactor | | | Cumulative |
|-------|-------|----------------|---------|---------------|------------|
| | | Frequency | Percent | Valid Percent | Percent |
| Valid | 10 | 1 | 1.0 | 1.0 | 1.0 |
| | 11 | 2 | 2.0 | 2.0 | 3.0 |
| | 13 | 3 | 3.0 | 3.0 | 6.0 |
| | 15 | 7 | 7.0 | 7.0 | 13.0 |
| | 16 | 3 | 3.0 | 3.0 | 16.0 |
| | 17 | 14 | 14.0 | 14.0 | 30.0 |
| | 18 | 11 | 11.0 | 11.0 | 41.0 |
| | 19 | 9 | 9.0 | 9.0 | 50.0 |
| | 20 | 20 | 20.0 | 20.0 | 70.0 |
| | 21 | 6 | 6.0 | 6.0 | 76.0 |
| | 22 | 10 | 10.0 | 10.0 | 86.0 |
| | 23 | 3 | 3.0 | 3.0 | 89.0 |
| | 24 | 5 | 5.0 | 5.0 | 94.0 |
| | 25 | 6 | 6.0 | 6.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Frequencies

| | | Statistics | | | | |
|--------------------|---------|------------|------|------|------|--------------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | SocialFactor |
| N | Valid | 100 | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.93 | 3.97 | 3.88 | 4.00 | 15.78 |
| Std. Error of Mean | | .078 | .073 | .078 | .078 | .264 |
| Median | | 4.00 | 4.00 | 4.00 | 4.00 | 16.00 |
| Mode | | 4 | 4 | 4 | 4 | 14 |
| Std. Deviation | | .782 | .731 | .782 | .778 | 2.638 |
| Variance | | .611 | .534 | .612 | .606 | 6.961 |

| | | | | | |
|---------|-----|-----|-----|-----|------|
| Range | 3 | 3 | 3 | 3 | 11 |
| Minimum | 2 | 2 | 2 | 2 | 9 |
| Maximum | 5 | 5 | 5 | 5 | 20 |
| Sum | 393 | 397 | 388 | 400 | 1578 |

Frequency Table

| | | X2.1 | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 28 | 28.0 | 28.0 | 30.0 |
| | 4 | 45 | 45.0 | 45.0 | 75.0 |
| | 5 | 25 | 25.0 | 25.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

| | | X2.2 | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 25 | 25.0 | 25.0 | 26.0 |
| | 4 | 50 | 50.0 | 50.0 | 76.0 |
| | 5 | 24 | 24.0 | 24.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

| | | X2.3 | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 31 | 31.0 | 31.0 | 33.0 |
| | 4 | 44 | 44.0 | 44.0 | 77.0 |
| | 5 | 23 | 23.0 | 23.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

| | | X2.4 | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 27 | 27.0 | 27.0 | 28.0 |
| | 4 | 43 | 43.0 | 43.0 | 71.0 |
| | 5 | 29 | 29.0 | 29.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

| | | SocialFactor | | | |
|-------|----|--------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 9 | 1 | 1.0 | 1.0 | 1.0 |
| | 10 | 1 | 1.0 | 1.0 | 2.0 |
| | 11 | 1 | 1.0 | 1.0 | 3.0 |

| | | | | |
|-------|-----|-------|-------|-------|
| 12 | 6 | 6.0 | 6.0 | 9.0 |
| 13 | 12 | 12.0 | 12.0 | 21.0 |
| 14 | 18 | 18.0 | 18.0 | 39.0 |
| 15 | 8 | 8.0 | 8.0 | 47.0 |
| 16 | 15 | 15.0 | 15.0 | 62.0 |
| 17 | 5 | 5.0 | 5.0 | 67.0 |
| 18 | 13 | 13.0 | 13.0 | 80.0 |
| 19 | 11 | 11.0 | 11.0 | 91.0 |
| 20 | 9 | 9.0 | 9.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Frequencies

| | | Statistics | | | | |
|--------------------|---------|------------|------|------|------|----------------|
| | | X3.1 | X3.2 | X3.3 | X3.4 | PersonalFactor |
| N | Valid | 100 | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.98 | 4.00 | 3.85 | 4.08 | 15.91 |
| Std. Error of Mean | | .079 | .072 | .063 | .068 | .230 |
| Median | | 4.00 | 4.00 | 4.00 | 4.00 | 16.00 |
| Mode | | 4 | 4 | 4 | 4 | 16 |
| Std. Deviation | | .791 | .725 | .626 | .677 | 2.301 |
| Variance | | .626 | .525 | .391 | .458 | 5.295 |
| Range | | 3 | 3 | 2 | 2 | 10 |
| Minimum | | 2 | 2 | 3 | 3 | 10 |
| Maximum | | 5 | 5 | 5 | 5 | 20 |
| Sum | | 398 | 400 | 385 | 408 | 1591 |

Frequency Table

| | | X3.1 | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 29 | 29.0 | 29.0 | 30.0 |
| | 4 | 41 | 41.0 | 41.0 | 71.0 |
| | 5 | 29 | 29.0 | 29.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

| | | X3.2 | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 23 | 23.0 | 23.0 | 24.0 |
| | 4 | 51 | 51.0 | 51.0 | 75.0 |
| | 5 | 25 | 25.0 | 25.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 28 | 28.0 | 28.0 | 28.0 |
| | 4 | 59 | 59.0 | 59.0 | 87.0 |
| | 5 | 13 | 13.0 | 13.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 19 | 19.0 | 19.0 | 19.0 |
| | 4 | 54 | 54.0 | 54.0 | 73.0 |
| | 5 | 27 | 27.0 | 27.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

PersonalFactor

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 10 | 1 | 1.0 | 1.0 | 1.0 |
| | 12 | 4 | 4.0 | 4.0 | 5.0 |
| | 13 | 10 | 10.0 | 10.0 | 15.0 |
| | 14 | 15 | 15.0 | 15.0 | 30.0 |
| | 15 | 16 | 16.0 | 16.0 | 46.0 |
| | 16 | 18 | 18.0 | 18.0 | 64.0 |
| | 17 | 8 | 8.0 | 8.0 | 72.0 |
| | 18 | 10 | 10.0 | 10.0 | 82.0 |
| | 19 | 11 | 11.0 | 11.0 | 93.0 |
| | 20 | 7 | 7.0 | 7.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Frequencies**Statistics**

| | | X4.1 | X4.2 | X4.3 | X4.4 | PsychologicalFactor |
|--------------------|---------|------|------|------|------|---------------------|
| N | Valid | 100 | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.83 | 3.78 | 3.79 | 3.83 | 15.23 |
| Std. Error of Mean | | .080 | .087 | .080 | .078 | .284 |
| Median | | 4.00 | 4.00 | 4.00 | 4.00 | 15.00 |
| Mode | | 4 | 4 | 4 | 4 | 14 |
| Std. Deviation | | .805 | .871 | .795 | .779 | 2.835 |
| Variance | | .648 | .759 | .632 | .607 | 8.037 |
| Range | | 3 | 3 | 3 | 3 | 11 |
| Minimum | | 2 | 2 | 2 | 2 | 9 |
| Maximum | | 5 | 5 | 5 | 5 | 20 |
| Sum | | 383 | 378 | 379 | 383 | 1523 |

Frequency Table

| | | X4.1 | | | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| | | Frequency | Percent | Valid Percent | |
| Valid | 2 | 4 | 4.0 | 4.0 | 4.0 |
| | 3 | 30 | 30.0 | 30.0 | 34.0 |
| | 4 | 45 | 45.0 | 45.0 | 79.0 |
| | 5 | 21 | 21.0 | 21.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

| | | X4.2 | | | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| | | Frequency | Percent | Valid Percent | |
| Valid | 2 | 7 | 7.0 | 7.0 | 7.0 |
| | 3 | 30 | 30.0 | 30.0 | 37.0 |
| | 4 | 41 | 41.0 | 41.0 | 78.0 |
| | 5 | 22 | 22.0 | 22.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

| | | X4.3 | | | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| | | Frequency | Percent | Valid Percent | |
| Valid | 2 | 3 | 3.0 | 3.0 | 3.0 |
| | 3 | 35 | 35.0 | 35.0 | 38.0 |
| | 4 | 42 | 42.0 | 42.0 | 80.0 |
| | 5 | 20 | 20.0 | 20.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

| | | X4.4 | | | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| | | Frequency | Percent | Valid Percent | |
| Valid | 2 | 4 | 4.0 | 4.0 | 4.0 |
| | 3 | 28 | 28.0 | 28.0 | 32.0 |
| | 4 | 49 | 49.0 | 49.0 | 81.0 |
| | 5 | 19 | 19.0 | 19.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

| | | PsychologicalFactor | | | Cumulative Percent |
|-------|----|---------------------|---------|---------------|-----------------------|
| | | Frequency | Percent | Valid Percent | |
| Valid | 9 | 1 | 1.0 | 1.0 | 1.0 |
| | 10 | 3 | 3.0 | 3.0 | 4.0 |
| | 11 | 8 | 8.0 | 8.0 | 12.0 |
| | 12 | 7 | 7.0 | 7.0 | 19.0 |
| | 13 | 6 | 6.0 | 6.0 | 25.0 |
| | 14 | 18 | 18.0 | 18.0 | 43.0 |
| | 15 | 12 | 12.0 | 12.0 | 55.0 |
| | 16 | 14 | 14.0 | 14.0 | 69.0 |

| | | | | |
|-------|-----|-------|-------|-------|
| 17 | 5 | 5.0 | 5.0 | 74.0 |
| 18 | 8 | 8.0 | 8.0 | 82.0 |
| 19 | 11 | 11.0 | 11.0 | 93.0 |
| 20 | 7 | 7.0 | 7.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Frequencies

| | | Statistics | | | |
|--------------------|---------|------------|------|------|-----------------|
| | | X5.1 | X5.2 | X5.3 | Covid19Pandemic |
| N | Valid | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 4.00 | 4.05 | 4.00 | 12.05 |
| Std. Error of Mean | | .075 | .072 | .072 | .191 |
| Median | | 4.00 | 4.00 | 4.00 | 12.00 |
| Mode | | 4 | 4 | 4 | 11 |
| Std. Deviation | | .752 | .716 | .725 | 1.914 |
| Variance | | .566 | .513 | .525 | 3.664 |
| Range | | 2 | 2 | 2 | 6 |
| Minimum | | 3 | 3 | 3 | 9 |
| Maximum | | 5 | 5 | 5 | 15 |
| Sum | | 400 | 405 | 400 | 1205 |

Frequency Table

| | | X5.1 | | | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | |
| Valid | 3 | 28 | 28.0 | 28.0 | 28.0 |
| | 4 | 44 | 44.0 | 44.0 | 72.0 |
| | 5 | 28 | 28.0 | 28.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

| | | X5.2 | | | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | |
| Valid | 3 | 23 | 23.0 | 23.0 | 23.0 |
| | 4 | 49 | 49.0 | 49.0 | 72.0 |
| | 5 | 28 | 28.0 | 28.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

| | | X5.3 | | | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | |
| Valid | 3 | 26 | 26.0 | 26.0 | 26.0 |
| | 4 | 48 | 48.0 | 48.0 | 74.0 |
| | 5 | 26 | 26.0 | 26.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Covid19Pandemic

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----|-----------|---------|---------------|--------------------|
| Valid | 9 | 12 | 12.0 | 12.0 | 12.0 |
| | 10 | 11 | 11.0 | 11.0 | 23.0 |
| | 11 | 19 | 19.0 | 19.0 | 42.0 |
| | 12 | 17 | 17.0 | 17.0 | 59.0 |
| | 13 | 14 | 14.0 | 14.0 | 73.0 |
| | 14 | 13 | 13.0 | 13.0 | 86.0 |
| | 15 | 14 | 14.0 | 14.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

Frequencies

Statistics

| | | Y1 | Y2 | Y3 | Y4 | Y5 | ConsumerPurch asingDecisionth roughShopeeE Commerce |
|--------------------|---------|------|------|------|------|------|--------------------------------------------------------------|
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.22 | 4.31 | 4.26 | 4.34 | 4.32 | 21.45 |
| Std. Error of Mean | | .061 | .060 | .068 | .055 | .065 | .251 |
| Median | | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 21.00 |
| Mode | | 4 | 4 | 4 | 4 | 4 | 20 |
| Std. Deviation | | .613 | .598 | .676 | .555 | .649 | 2.508 |
| Variance | | .375 | .357 | .457 | .307 | .422 | 6.290 |
| Range | | 2 | 2 | 2 | 2 | 2 | 9 |
| Minimum | | 3 | 3 | 3 | 3 | 3 | 16 |
| Maximum | | 5 | 5 | 5 | 5 | 5 | 25 |
| Sum | | 422 | 431 | 426 | 434 | 432 | 2145 |

Frequency Table

Y1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 10 | 10.0 | 10.0 | 10.0 |
| | 4 | 58 | 58.0 | 58.0 | 68.0 |
| | 5 | 32 | 32.0 | 32.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 7 | 7.0 | 7.0 | 7.0 |
| | 4 | 55 | 55.0 | 55.0 | 62.0 |
| | 5 | 38 | 38.0 | 38.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 13 | 13.0 | 13.0 | 13.0 |
| | 4 | 48 | 48.0 | 48.0 | 61.0 |
| | 5 | 39 | 39.0 | 39.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 4 | 4.0 | 4.0 | 4.0 |
| | 4 | 58 | 58.0 | 58.0 | 62.0 |
| | 5 | 38 | 38.0 | 38.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 10 | 10.0 | 10.0 | 10.0 |
| | 4 | 48 | 48.0 | 48.0 | 58.0 |
| | 5 | 42 | 42.0 | 42.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

ConsumerPurchasingDecisionthroughShopeeECommerce

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 16 | 1 | 1.0 | 1.0 | 1.0 |
| | 17 | 2 | 2.0 | 2.0 | 3.0 |
| | 18 | 9 | 9.0 | 9.0 | 12.0 |
| | 19 | 15 | 15.0 | 15.0 | 27.0 |
| | 20 | 20 | 20.0 | 20.0 | 47.0 |
| | 21 | 6 | 6.0 | 6.0 | 53.0 |
| | 22 | 3 | 3.0 | 3.0 | 56.0 |
| | 23 | 13 | 13.0 | 13.0 | 69.0 |
| | 24 | 18 | 18.0 | 18.0 | 87.0 |
| | 25 | 13 | 13.0 | 13.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Reliability**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.

X1

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .818 | 6 |

Reliability**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.

X2

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .831 | 5 |

Reliability**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.

X3

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .819 | 5 |

Reliability**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.

X4

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .835 | 5 |

Reliability**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.

X5

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .854 | 4 |

Reliability**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.

Y

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .808 | 6 |

Correlations**Validitas X1****Correlations**

| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | CulturalFact or |
|-----------------|---------------------|--------|--------|--------|--------|--------|-----------------|
| X1.1 | Pearson Correlation | 1 | .652** | .743** | .646** | .609** | .849** |
| | Sig. (2-tailed) | | <.001 | <.001 | <.001 | <.001 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .652** | 1 | .663** | .669** | .675** | .853** |
| | Sig. (2-tailed) | <.001 | | <.001 | <.001 | <.001 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .743** | .663** | 1 | .645** | .723** | .877** |
| | Sig. (2-tailed) | <.001 | <.001 | | <.001 | <.001 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.4 | Pearson Correlation | .646** | .669** | .645** | 1 | .656** | .844** |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | | <.001 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.5 | Pearson Correlation | .609** | .675** | .723** | .656** | 1 | .862** |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 | | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| CulturalFact or | Pearson Correlation | .849** | .853** | .877** | .844** | .862** | 1 |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 | <.001 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

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

Correlations

Validitas X2

| | | Correlations | | | | |
|--------------------|---------------------|--------------|--------|--------|--------|--------------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | SocialFactor |
| X2.1 | Pearson Correlation | 1 | .650** | .713** | .631** | .874** |
| | Sig. (2-tailed) | | <.001 | <.001 | <.001 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .650** | 1 | .612** | .692** | .855** |
| | Sig. (2-tailed) | <.001 | | <.001 | <.001 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .713** | .612** | 1 | .597** | .853** |
| | Sig. (2-tailed) | <.001 | <.001 | | <.001 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson Correlation | .631** | .692** | .597** | 1 | .851** |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 |
| SocialFactor or | Pearson Correlation | .874** | .855** | .853** | .851** | 1 |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

Correlations

Validitas X3

| | | Correlations | | | | |
|--------------------|---------------------|--------------|--------|--------|--------|----------------|
| | | X3.1 | X3.2 | X3.3 | X3.4 | PersonalFactor |
| X3.1 | Pearson Correlation | 1 | .599** | .484** | .701** | .870** |
| | Sig. (2-tailed) | | <.001 | <.001 | <.001 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X3.2 | Pearson Correlation | .599** | 1 | .379** | .638** | .812** |
| | Sig. (2-tailed) | <.001 | | <.001 | <.001 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X3.3 | Pearson Correlation | .484** | .379** | 1 | .482** | .699** |
| | Sig. (2-tailed) | <.001 | <.001 | | <.001 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X3.4 | Pearson Correlation | .701** | .638** | .482** | 1 | .867** |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 |
| PersonalFact or | Pearson Correlation | .870** | .812** | .699** | .867** | 1 |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

Correlations

Validitas X4

| | | Correlations | | | | Psychological Factor |
|----------------------|---------------------|--------------|--------|--------|--------|----------------------|
| | | X4.1 | X4.2 | X4.3 | X4.4 | |
| X4.1 | Pearson Correlation | 1 | .710** | .717** | .582** | .863** |
| | Sig. (2-tailed) | | <.001 | <.001 | <.001 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X4.2 | Pearson Correlation | .710** | 1 | .662** | .718** | .892** |
| | Sig. (2-tailed) | <.001 | | <.001 | <.001 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X4.3 | Pearson Correlation | .717** | .662** | 1 | .692** | .878** |
| | Sig. (2-tailed) | <.001 | <.001 | | <.001 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X4.4 | Pearson Correlation | .582** | .718** | .692** | 1 | .855** |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Psychological Factor | Pearson Correlation | .863** | .892** | .878** | .855** | 1 |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

Correlations

Validitas X5

| | | Correlations | | | | Covid19 Pandemic |
|-----------------|---------------------|--------------|--------|--------|--------|------------------|
| | | X5.1 | X5.2 | X5.3 | | |
| X5.1 | Pearson Correlation | 1 | .600** | .704** | .884** | |
| | Sig. (2-tailed) | | <.001 | <.001 | <.001 | |
| | N | 100 | 100 | 100 | 100 | 100 |
| X5.2 | Pearson Correlation | .600** | 1 | .623** | .846** | |
| | Sig. (2-tailed) | <.001 | | <.001 | <.001 | |
| | N | 100 | 100 | 100 | 100 | 100 |
| X5.3 | Pearson Correlation | .704** | .623** | 1 | .888** | |
| | Sig. (2-tailed) | <.001 | <.001 | | <.001 | |
| | N | 100 | 100 | 100 | 100 | 100 |
| Covid19Pandemic | Pearson Correlation | .884** | .846** | .888** | | 1 |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | | |
| | N | 100 | 100 | 100 | | 100 |

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

Correlations

Validitas Y

| | | Correlations | | | | | Consumer Purchasing Decision through Shopee ECommerce |
|--------------------------------------------------|---------------------|--------------|--------|--------|--------|--------|-------------------------------------------------------|
| | | Y1 | Y2 | Y3 | Y4 | Y5 | |
| Y1 | Pearson Correlation | 1 | .556** | .665** | .372** | .557** | .783** |
| | Sig. (2-tailed) | | <.001 | <.001 | <.001 | <.001 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y2 | Pearson Correlation | .556** | 1 | .698** | .441** | .704** | .842** |
| | Sig. (2-tailed) | <.001 | | <.001 | <.001 | <.001 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y3 | Pearson Correlation | .665** | .698** | 1 | .462** | .683** | .878** |
| | Sig. (2-tailed) | <.001 | <.001 | | <.001 | <.001 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y4 | Pearson Correlation | .372** | .441** | .462** | 1 | .508** | .673** |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | | <.001 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y5 | Pearson Correlation | .557** | .704** | .683** | .508** | 1 | .859** |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 | | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| ConsumerPurchasingDecisionthroughShopeeECommerce | Pearson Correlation | .783** | .842** | .878** | .673** | .859** | 1 |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 | <.001 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

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

Regression

Koefisien determinan R²

| Model Summary ^b | | | | | | | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics | | | Sig. F Change | Durbin-Watson |
| | | | | | | F Change | df1 | df2 | | |
| 1 | .833 ^a | .694 | .677 | 1.425 | .694 | 42.562 | 5 | 94 | <.001 | 1.402 |

a. Predictors: (Constant), Covid19Pandemic, CulturalFactor, PersonalFactor, PsychologicalFactor, SocialFactor

b. Dependent Variable: ConsumerPurchasingDecisionthroughShopeeECommerce

Hasil uji simultan (uji F)

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|--------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 431.954 | 5 | 86.391 | 42.562 | <.001 ^b |
| | Residual | 190.796 | 94 | 2.030 | | |
| | Total | 622.750 | 99 | | | |

a. Dependent Variable: ConsumerPurchasingDecisionthroughShopeeECommerce

b. Predictors: (Constant), Covid19Pandemic, CulturalFactor, PersonalFactor, PsychologicalFactor, SocialFactor

Regresi berganda

Uji Parsial (Uji T)

Multikoloniaritas

| Coefficients ^a | | | | | | | | |
|---------------------------|---------------------|-----------------------------|------------|---------------------------|--------|-------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 7.151 | 1.231 | | 5.807 | <.001 | | |
| | CulturalFactor | -.114 | .054 | -.148 | -2.124 | .036 | .676 | 1.480 |
| | SocialFactor | .188 | .077 | .197 | 2.437 | .017 | .496 | 2.014 |
| | PersonalFactor | .167 | .078 | .153 | 2.137 | .035 | .637 | 1.570 |
| | PsychologicalFactor | .191 | .067 | .215 | 2.859 | .005 | .574 | 1.741 |
| | Covid19Pandemic | .661 | .107 | .505 | 6.152 | <.001 | .484 | 2.065 |

a. Dependent Variable: ConsumerPurchasingDecisionthroughShopeeECommerce