

## DAFTAR PUSTAKA

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## **LAMPIRAN**

## **Lampiran I Biodata**

### **Informasi Pribadi**

Nama Lengkap : A Putri Maharani Ramadhania  
Tempat, Tanggal Lahir : Makassar, 28 November 2001  
Jenis Kelamin : Perempuan  
Agama : Islam  
Alamat Rumah : Jl. Pengayoman, Kompleks Bougenville B/6  
No. Handphone : 087841227531  
Email : aputri.maharanir@gmail.com

### **Latar Belakang Pendidikan**

2007 -2013 : SD Islam Athirah Kajaolalido Makassar  
2013 -2016 : SMP Islam Athirah Kajaolalido Makassar  
2016 -2019 : SMA Islam Athirah Kajaolalido Makassar  
2019- Sekarang : Universitas Hasanuddin

### **Pengalaman Organisasi**

1. Anggota bidang Humas OSIS SMP Islam Athirah Kajaolalido Makassar
2. Bendahara MPK SMA Islam Athirah Kajaolalido Makasar

Makassar, 18 Januari 2023

A Putri Maharani Ramadhania

**Lampiran II**  
**Daftar Pertanyaan Kuesioner**

**KUISONER PENELITIAN**  
**“PENGARUH ELECTRONIC SERVICE QUALITY TERHADAP REPURCHASE**  
**INTENTION PADA MARKETPLACE SHOPEE**  
**(STUDI KASUS MAHASISWA UNIVERSITAS HASANUDDIN)**

Saya A. Putri Maharani Ramadhania, mahasiswa Manajemen Fakultas Ekonomi dan Bisnis Universitas Hasanuddin, memohon kesediaan saudara/i dalam mengisi kuesioner penelitian ini dengan penilaian secara objektif. Data dari saudara/i akan dijaga kerahasiannya dan hanya digunakan untuk kepentingan akademis penelitian semata. Informasi yang saudara/i berikan merupakan bantuan yang sangat berarti dalam menyelesaikan penelitian ini. Atas kesediaan dan partisipasi saudara/i dalam mengisi kuesioner ini saya ucapkan terima kasih.

Makassar, 18 Januari 2023

A Putri Maharani Ramadhania

Adapun karakteristik responden dalam penelitian ini yaitu :

1. Mahasiswa FEB UNHAS Angkatan 2019 dan 2020
2. Pengguna Shopee
3. Selalu melakukan transaksi online di Shopee

#### IDENTITAS RESPONDEN

Nama :

Jenis Kelamin :

Usia :

#### PETUNJUK PENGISIAN KUISIONER :

Berilah jawaban pernyataan berikut sesuai dengan pendapat anda dengan cara memberi tanda (√) pada pilihan yang tersedia.

STS = Sangat tidak setuju      diberi skor = 1

TS = Tidak setuju                diberi skor = 2

N = Netral                         diberi skor = 3

S = Setuju                         diberi skor = 4

SS = Sangat setuju                diberi skor = 5



## KUISIONER PENELITIAN

### Variabel Information Quality

NO	PERNYATAAN	SKOR										
1	Shopee memiliki keakuratan dalam menyampaikan informasi baik terkait pelayanan maupun produk yang ditampilkannya.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>ST</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> <tr> <td>S</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	ST	TS	N	S	SS	S				
ST	TS	N	S	SS								
S												
2	Saya percaya dengan informasi yang diberikan oleh Shopee baik terkait pelayanan dan produk yang ditampilkannya.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>ST</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> <tr> <td>S</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	ST	TS	N	S	SS	S				
ST	TS	N	S	SS								
S												
3	Shopee menyampaikan informasi secara up-to-date terkait pelayanan dan produk yang ditampilkannya	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>ST</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> <tr> <td>S</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	ST	TS	N	S	SS	S				
ST	TS	N	S	SS								
S												
4	Informasi mengenai pelayanan dan produk yang diberikan Shopee sesuai dengan kebutuhan pasar/masyarakat	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>ST</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> <tr> <td>S</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	ST	TS	N	S	SS	S				
ST	TS	N	S	SS								
S												
5	Penyampaian informasi Shopee terkait pelayanan dan produknya mudah untuk dimengerti	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>ST</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> <tr> <td>S</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	ST	TS	N	S	SS	S				
ST	TS	N	S	SS								
S												

### Variabel Security

NO	PERTANYAAN	SKOR										
1	Shopee memiliki fitur keamanan dalam bertransaksi sehingga saya merasa aman dan nyaman menggunakannya	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>ST</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> <tr> <td>S</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	ST	TS	N	S	SS	S				
ST	TS	N	S	SS								
S												
2	Shopee memiliki alternatif pembayaran yang terjamin keamanannya	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>ST</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> <tr> <td>S</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	ST	TS	N	S	SS	S				
ST	TS	N	S	SS								
S												

### Variabel Website Functionality

NO	PERTANYAAN	SKOR										
1	Aplikasi Shopee memiliki sistem keamanan yang cukup baik. Baik dalam aplikasi maupun website	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>ST</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> <tr> <td>S</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	ST	TS	N	S	SS	S				
ST	TS	N	S	SS								
S												

	yang dimilikinya											
2	Penggunaan aplikasi Shopee mudah dipahami dan digunakan	<table border="1"> <tr> <td>ST</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> <tr> <td>S</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	ST	TS	N	S	SS	S				
ST	TS	N	S	SS								
S												
3	Saya merasa nyaman dengan fitur serta fasilitas yang dimiliki Shopee	<table border="1"> <tr> <td>ST</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> <tr> <td>S</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	ST	TS	N	S	SS	S				
ST	TS	N	S	SS								
S												

### Variabel Customer Relationship

NO	PERTANYAAN	SKOR										
1	Saya menyukai pelayanan Shopee sehingga saya tertarik untuk menggunakan Shopee	<table border="1"> <tr> <td>ST</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> <tr> <td>S</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	ST	TS	N	S	SS	S				
ST	TS	N	S	SS								
S												
2	Saya merasa diuntungkan dengan fitur serta layanan yang diberikan Shopee	<table border="1"> <tr> <td>ST</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> <tr> <td>S</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	ST	TS	N	S	SS	S				
ST	TS	N	S	SS								
S												
3	Saya selalu memberikan feedback yang positif kepada Shopee seperti memberitahukan kelebihan Shopee kepada orang lain karena pelayanannya yang bagus	<table border="1"> <tr> <td>ST</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> <tr> <td>S</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	ST	TS	N	S	SS	S				
ST	TS	N	S	SS								
S												

### Variabel Responsiveness

NO	PERTANYAAN	SKOR										
1	Shopee memiliki pelayanan yang cepat dalam merespon pelanggan	<table border="1"> <tr> <td>ST</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> <tr> <td>S</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	ST	TS	N	S	SS	S				
ST	TS	N	S	SS								
S												
2	Shopee memiliki pelayanan yang tepat sesuai dengan permintaan pelanggan	<table border="1"> <tr> <td>ST</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> <tr> <td>S</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	ST	TS	N	S	SS	S				
ST	TS	N	S	SS								
S												
3	Shopee menyampaikan informasi secara jelas dan mudah dimengerti	<table border="1"> <tr> <td>ST</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> <tr> <td>S</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	ST	TS	N	S	SS	S				
ST	TS	N	S	SS								
S												

### Variabel Repurchase Intention

NO	PERTANYAAN	SKOR										
1	Saya selalu berkeinginan untuk membeli ulang produk yang pernah saya beli di Shopee	<table border="1"> <tr> <td>ST</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	ST	TS	N	S	SS					
ST	TS	N	S	SS								

		S					
2	Saya cenderung merekomendasikan produk yang pernah saya beli di Shopee kepada orang lain	ST S	TS	N	S	SS	
3	Saya selalu membeli produk yang telah saya pilih sebelumnya di Shopee karena memiliki kesan tersendiri bagi saya	ST S	TS	N	S	SS	
4	Saya selalu mencari informasi yang berkaitan dengan produk yang ingin saya beli di Shopee	ST S	TS	N	S	SS	

### Lampiran III Hasil Olah Data

```
FREQUENCIES VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 InformationQuality
/STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN MEAN
MEDIAN MODE SUM
/ORDER=ANALYSIS.
```

#### Frequencies

		Statistics					
		X1.1	X1.2	X1.3	X1.4	X1.5	InformationQuality
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		3.80	3.84	3.78	3.84	3.84	19.10
Std. Error of Mean		.068	.076	.066	.073	.063	.299
Median		4.00	4.00	4.00	4.00	4.00	20.00
Mode		4	4	4	4	4	20
Std. Deviation		.682	.762	.660	.735	.631	2.993
Variance		.465	.580	.436	.540	.398	8.960
Range		3	3	3	3	3	14
Minimum		2	2	2	2	2	11
Maximum		5	5	5	5	5	25
Sum		380	384	378	384	384	1910

#### Frequency Table

		X1.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	26	26.0	26.0	29.0
	4	59	59.0	59.0	88.0
	5	12	12.0	12.0	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	52	52.0	52.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	32	32.0	32.0	33.0
	4	55	55.0	55.0	88.0
	5	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	27	27.0	27.0	30.0
	4	53	53.0	53.0	83.0
	5	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

**X1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	26	26.0	26.0	27.0
	4	61	61.0	61.0	88.0
	5	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

### InformationQuality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	1	1.0	1.0	1.0
	12	1	1.0	1.0	2.0
	13	1	1.0	1.0	3.0
	14	2	2.0	2.0	5.0
	15	9	9.0	9.0	14.0
	16	8	8.0	8.0	22.0
	17	7	7.0	7.0	29.0
	18	9	9.0	9.0	38.0
	19	9	9.0	9.0	47.0
	20	28	28.0	28.0	75.0
	21	2	2.0	2.0	77.0
	22	11	11.0	11.0	88.0
	23	6	6.0	6.0	94.0
	24	1	1.0	1.0	95.0
	25	5	5.0	5.0	100.0
	Total		100	100.0	100.0

```

FREQUENCIES VARIABLES=X2.1 X2.2 Security
  /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN MEAN
MEDIAN MODE SUM
  /ORDER=ANALYSIS.

```

### Frequencies

		Statistics		
		X2.1	X2.2	Security
N	Valid	100	100	100
	Missing	0	0	0
Mean		4.16	4.27	8.43
Std. Error of Mean		.072	.066	.129
Median		4.00	4.00	8.00
Mode		4	4	8
Std. Deviation		.721	.664	1.289
Variance		.520	.442	1.662

Range	2	2	4
Minimum	3	3	6
Maximum	5	5	10
Sum	416	427	843

## Frequency Table

**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	19.0	19.0	19.0
	4	46	46.0	46.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	12	12.0	12.0	12.0
	4	49	49.0	49.0	61.0
	5	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

**Security**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	10	10.0	10.0	10.0
	7	11	11.0	11.0	21.0
	8	34	34.0	34.0	55.0
	9	16	16.0	16.0	71.0
	10	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

```

FREQUENCIES VARIABLES=X3.1 X3.2 X3.3 WebsiteFunctionality
  /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN MEAN
MEDIAN MODE SUM
  /ORDER=ANALYSIS.

```

## Frequencies

		Statistics			WebsiteFunctionality
		X3.1	X3.2	X3.3	
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.46	4.50	4.46	13.42
Std. Error of Mean		.061	.056	.058	.148
Median		5.00	5.00	4.50	14.00
Mode		5	5	5	15
Std. Deviation		.610	.560	.576	1.478
Variance		.372	.313	.332	2.185
Range		2	2	2	5
Minimum		3	3	3	10
Maximum		5	5	5	15
Sum		446	450	446	1342

## Frequency Table

		X3.1			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	3	6	6.0	6.0	6.0
	4	42	42.0	42.0	48.0
	5	52	52.0	52.0	100.0
Total		100	100.0	100.0	

		X3.2			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	3	3	3.0	3.0	3.0
	4	44	44.0	44.0	47.0
	5	53	53.0	53.0	100.0
Total		100	100.0	100.0	



**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	4.0	4.0	4.0
	4	46	46.0	46.0	50.0
	5	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

**WebsiteFunctionality**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	2	2.0	2.0	2.0
	11	9	9.0	9.0	11.0
	12	23	23.0	23.0	34.0
	13	11	11.0	11.0	45.0
	14	21	21.0	21.0	66.0
	15	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

FREQUENCIES VARIABLES=X4.1 X4.2 X4.3 CoustomerRelationship  
 /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN MEAN  
 MEDIAN MODE SUM  
 /ORDER=ANALYSIS.

**Frequencies**

**Statistics**

		X4.1	X4.2	X4.3	CoustomerRelationship
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.67	4.64	4.65	13.96
Std. Error of Mean		.049	.054	.050	.122
Median		5.00	5.00	5.00	14.00
Mode		5	5	5	15
Std. Deviation		.493	.542	.500	1.222
Variance		.244	.293	.250	1.493
Range		2	2	2	5

Minimum	3	3	3	10
Maximum	5	5	5	15
Sum	467	464	465	1396

## Frequency Table

### X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.0	1.0	1.0
	4	31	31.0	31.0	32.0
	5	68	68.0	68.0	100.0
	Total	100	100.0	100.0	

### X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	3.0	3.0	3.0
	4	30	30.0	30.0	33.0
	5	67	67.0	67.0	100.0
	Total	100	100.0	100.0	

### X4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.0	1.0	1.0
	4	33	33.0	33.0	34.0
	5	66	66.0	66.0	100.0
	Total	100	100.0	100.0	

## CustomerRelationship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	2	2.0	2.0	2.0
	11	1	1.0	1.0	3.0
	12	11	11.0	11.0	14.0
	13	17	17.0	17.0	31.0
	14	23	23.0	23.0	54.0
	15	46	46.0	46.0	100.0

Total	100	100.0	100.0
-------	-----	-------	-------

```

FREQUENCIES VARIABLES=X5.1 X5.2 X5.3 Responsiveness
  /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN MEAN
MEDIAN MODE SUM
  /ORDER=ANALYSIS.

```

## Frequencies

		Statistics			
		X5.1	X5.2	X5.3	Responsiveness
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.43	4.55	4.40	13.38
Std. Error of Mean		.054	.058	.062	.138
Median		4.00	5.00	4.00	14.00
Mode		4	5	5	14
Std. Deviation		.537	.575	.620	1.384
Variance		.288	.331	.384	1.915
Range		2	2	2	6
Minimum		3	3	3	9
Maximum		5	5	5	15
Sum		443	455	440	1338

## Frequency Table

		X5.1			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	3	2	2.0	2.0	2.0
	4	53	53.0	53.0	55.0
	5	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

		X5.2			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	3	4	4.0	4.0	4.0
	4	37	37.0	37.0	41.0

	5	59	59.0	59.0	100.0
	Total	100	100.0	100.0	

### X5.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.0	7.0	7.0
	4	46	46.0	46.0	53.0
	5	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

### Responsiveness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	1	1.0	1.0	1.0
	10	1	1.0	1.0	2.0
	11	8	8.0	8.0	10.0
	12	19	19.0	19.0	29.0
	13	15	15.0	15.0	44.0
	14	32	32.0	32.0	76.0
	15	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

```

FREQUENCIES VARIABLES=Y1 Y2 Y3 Y4 RepurchaseIntention
  /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN MEAN
MEDIAN MODE SUM
  /ORDER=ANALYSIS.

```

## Frequencies

### Statistics

		Y1	Y2	Y3	Y4	RepurchaseIntention
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4.45	4.44	4.53	4.39	17.81
Std. Error of Mean		.058	.062	.058	.060	.190
Median		4.00	5.00	5.00	4.00	18.00
Mode		5	5	5	4	20

Std. Deviation	.575	.625	.577	.601	1.900
Variance	.331	.390	.332	.362	3.610
Range	2	2	2	2	8
Minimum	3	3	3	3	12
Maximum	5	5	5	5	20
Sum	445	444	453	439	1781

## Frequency Table

### Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	4.0	4.0	4.0
	4	47	47.0	47.0	51.0
	5	49	49.0	49.0	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	42	42.0	42.0	49.0
	5	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

### Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	4.0	4.0	4.0
	4	39	39.0	39.0	43.0
	5	57	57.0	57.0	100.0
	Total	100	100.0	100.0	

### Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6.0	6.0	6.0
	4	49	49.0	49.0	55.0

5	45	45.0	45.0	100.0
Total	100	100.0	100.0	

### RepurchaseIntention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12	1	1.0	1.0	1.0
	13	2	2.0	2.0	3.0
	14	3	3.0	3.0	6.0
	15	5	5.0	5.0	11.0
	16	16	16.0	16.0	27.0
	17	9	9.0	9.0	36.0
	18	21	21.0	21.0	57.0
	19	21	21.0	21.0	78.0
	20	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

#### CORRELATIONS

```

/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 InformationQuality
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

## Correlations

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	InformationQuality
X1.1	Pearson Correlation	1	.619**	.754**	.621**	.700**	.852**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.619**	1	.592**	.748**	.661**	.849**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.754**	.592**	1	.614**	.836**	.870**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	.621**	.748**	.614**	1	.685**	.857**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	.700**	.661**	.836**	.685**	1	.891**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
InformationQuality	Pearson Correlation	.852**	.849**	.870**	.857**	.891**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

```

CORRELATIONS
/VARIABLES=X2.1 X2.2 Security
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

## Correlations

		Correlations		
		X2.1	X2.2	Security
X2.1	Pearson Correlation	1	.731**	.936**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
X2.2	Pearson Correlation	.731**	1	.924**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Security	Pearson Correlation	.936**	.924**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

```

CORRELATIONS
/VARIABLES=X3.1 X3.2 X3.3 WebsiteFunctionality
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```



## Correlations

		Correlations			
		X3.1	X3.2	X3.3	WebsiteFunctionality
X3.1	Pearson Correlation	1	.473**	.743**	.881**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X3.2	Pearson Correlation	.473**	1	.501**	.769**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X3.3	Pearson Correlation	.743**	.501**	1	.886**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
WebsiteFunctionality	Pearson Correlation	.881**	.769**	.886**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

```

CORRELATIONS
/VARIABLES=X4.1 X4.2 X4.3 CustomerRelationship
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

## Correlations

		Correlations			
		X4.1	X4.2	X4.3	CoustopmerRelatio nship
X4.1	Pearson Correlation	1	.345**	.632**	.815**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X4.2	Pearson Correlation	.345**	1	.388**	.741**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X4.3	Pearson Correlation	.632**	.388**	1	.837**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
CoustopmerRelationship	Pearson Correlation	.815**	.741**	.837**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

```

CORRELATIONS
/VARIABLES=X5.1 X5.2 X5.3 Responsiveness
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

## Correlations

		Correlations			
		X5.1	X5.2	X5.3	Responsiveness
X5.1	Pearson Correlation	1	.371**	.450**	.744**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X5.2	Pearson Correlation	.371**	1	.539**	.801**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X5.3	Pearson Correlation	.450**	.539**	1	.846**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Responsiveness	Pearson Correlation	.744**	.801**	.846**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

### CORRELATIONS

```

/VARIABLES=Y1 Y2 Y3 Y4 RepurchaseIntention
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

## Correlations

		Correlations				RepurchaseIntenti
		Y1	Y2	Y3	Y4	on
Y1	Pearson Correlation	1	.315**	.614**	.480**	.745**
	Sig. (2-tailed)		.001	.000	.000	.000
	N	100	100	100	100	100
Y2	Pearson Correlation	.315**	1	.552**	.614**	.786**
	Sig. (2-tailed)	.001		.000	.000	.000
	N	100	100	100	100	100
Y3	Pearson Correlation	.614**	.552**	1	.534**	.840**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y4	Pearson Correlation	.480**	.614**	.534**	1	.826**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
RepurchaseIntention	Pearson Correlation	.745**	.786**	.840**	.826**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

RELIABILITY

/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 InformationQuality

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.819	6

RELIABILITY

```
/VARIABLES=X2.1 X2.2 Security  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

**Reliability**  
**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.908	3

```
RELIABILITY
/VARIABLES=X3.1 X3.2 X3.3 WebsiteFunctionality
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

## Reliability Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.845	4

```
RELIABILITY  
  /VARIABLES=X4.1 X4.2 X4.3 CoustomerRelationship  
  /SCALE('ALL VARIABLES') ALL  
  /MODEL=ALPHA.
```

## Reliability Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.824	4

```
RELIABILITY  
  /VARIABLES=X5.1 X5.2 X5.3 Responsiveness  
  /SCALE('ALL VARIABLES') ALL  
  /MODEL=ALPHA.
```



**Reliability**  
**Scale: ALL VARIABLES**  
**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.825	4

```
RELIABILITY
/VARIABLES=Y1 Y2 Y3 Y4 RepurchaseIntention
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

**Reliability**  
**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.815	5

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT RepurchaseIntention
  /METHOD=ENTER InformationQuality Security WebsiteFunctionality CustomerRelationship
    Responsiveness
  /SCATTERPLOT=(*ZPRED ,*SRESID)
  /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID)
  /SAVE RESID.
```

**Regression**

### Descriptive Statistics

	Mean	Std. Deviation	N
RepurchaseIntention	17.81	1.900	100
InformationQuality	19.10	2.993	100
Security	8.43	1.289	100
WebsiteFunctionality	13.42	1.478	100
CoustomerRelationship	13.96	1.222	100
Responsiveness	13.38	1.384	100

### Correlations

		RepurchaseIntention	InformationQuality	Security	WebsiteFunctionality	CoustomerRelationship	Responsiveness
Pearson Correlation	RepurchaseIntention	1.000	.302	.046	.503	.523	.596
	InformationQuality	.302	1.000	.235	.189	.098	.196
	Security	.046	.235	1.000	.233	.069	.276
	WebsiteFunctionality	.503	.189	.233	1.000	.479	.459
	CoustomerRelationship	.523	.098	.069	.479	1.000	.505
	Responsiveness	.596	.196	.276	.459	.505	1.000
Sig. (1-tailed)	RepurchaseIntention	.	.001	.325	.000	.000	.000
	InformationQuality	.001	.	.009	.030	.167	.026
	Security	.325	.009	.	.010	.248	.003
	WebsiteFunctionality	.000	.030	.010	.	.000	.000
	CoustomerRelationship	.000	.167	.248	.000	.	.000
	Responsiveness	.000	.026	.003	.000	.000	.
N	RepurchaseIntention	100	100	100	100	100	100
	InformationQuality	100	100	100	100	100	100
	Security	100	100	100	100	100	100
	WebsiteFunctionality	100	100	100	100	100	100
	CoustomerRelationship	100	100	100	100	100	100
	Responsiveness	100	100	100	100	100	100

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	
						F Change	df1	df2		
1	.715 <sup>a</sup>	.514	.486	1.363	.512	19.699	5	94	.000	1.851

a. Predictors: (Constant), Responsiveness, InformationQuality, Security, WebsiteFunctionality, CoustomerRelationship

b. Dependent Variable: RepurchaseIntention

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	182.869	5	36.574	19.699	.000 <sup>b</sup>
	Residual	174.521	94	1.857		
	Total	357.390	99			

a. Dependent Variable: RepurchaseIntention

b. Predictors: (Constant), Responsiveness, InformationQuality, Security, WebsiteFunctionality, CoustomerRelationship

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
(Constant)	1.882	1.895			.993	.323					
InformationQuality	.129	.048	.203	2.699	.008	.302	.268	.195	.918	1.089	
Security	.262	.114	.178	2.295	.024	.046	.230	.165	.866	1.155	
WebsiteFunctionality	.288	.112	.224	2.572	.012	.503	.256	.185	.683	1.465	
CoustermerRelationship	.322	.138	.207	2.326	.022	.523	.233	.168	.656	1.525	
Responsiveness	.547	.123	.398	4.427	.000	.596	.415	.319	.643	1.556	

a. Dependent Variable: RepurchaseIntention

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions				
					Information Quality	Security	Website Functionality	Customer Relationship	Responsiveness
1	1	5.948	1.000	.00	.00	.00	.00	.00	.00
	2	.019	17.588	.01	.77	.04	.04	.03	.02
	3	.017	18.458	.00	.19	.87	.01	.01	.00
	4	.006	30.638	.09	.00	.00	.92	.04	.12
	5	.005	33.449	.32	.01	.00	.00	.06	.76
	6	.003	42.909	.58	.03	.08	.04	.86	.09

a. Dependent Variable: RepurchaseIntention

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14.08	20.08	17.81	1.359	100
Std. Predicted Value	-2.744	1.669	.000	1.000	100
Standard Error of Predicted Value	.163	.568	.325	.075	100
Adjusted Predicted Value	13.71	20.09	17.81	1.358	100
Residual	-3.399	2.663	.000	1.328	100
Std. Residual	-2.495	1.954	.000	.974	100
Stud. Residual	-2.597	2.023	-.001	1.007	100
Deleted Residual	-3.705	2.853	-.003	1.420	100
Stud. Deleted Residual	-2.681	2.057	-.003	1.017	100
Mahal. Distance	.431	16.218	4.950	2.825	100
Cook's Distance	.000	.113	.012	.020	100
Centered Leverage Value	.004	.164	.050	.029	100

a. Dependent Variable: RepurchaseIntention