

LAMPIRAN

LAMPIRAN 1

DATA KOESIONER RESPONDEN

kuisisioner	x1.1.1	x1.1.2	x1.2.1	x1.2.2	x1.3.1	x1.3.2	total x1
1	5	5	4	5	5	4	5
2	5	4	4	4	4	4	4
3	3	4	5	4	4	5	4
4	4	5	5	5	5	5	5
5	3	4	3	4	4	3	4
6	4	4	4	4	4	4	4
7	3	5	5	5	5	5	5
8	4	4	4	4	4	4	4
9	5	4	5	4	4	5	5
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11	4	3	4	4	4	4	4
12	5	4	5	4	4	5	5
13	5	5	5	5	5	5	5
14	3	4	3	4	4	3	4
15	5	5	5	5	5	5	5
16	4	3	4	3	3	4	4
17	5	5	5	5	5	5	5
18	5	5	5	5	5	5	5
19	5	4	5	4	4	5	5
20	3	5	3	5	5	3	4
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23	4	5	4	5	5	4	5
24	4	4	4	4	4	4	4
25	5	4	5	4	4	5	5
26	5	5	5	5	5	5	5
27	3	4	3	4	4	3	4

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29	5	5	5	5	5	5	5
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33	5	4	5	4	4	5	5
34	5	5	5	5	5	5	5
35	3	4	3	4	4	3	4
36	5	5	5	5	5	5	5
37	4	3	4	3	3	4	4
38	5	5	5	5	5	5	5
39	5	5	5	5	5	5	5
40	5	4	5	4	4	5	5
41	3	5	3	5	5	3	4
42	4	5	4	5	5	4	5
43	5	4	5	4	4	5	5
44	4	5	4	5	5	4	5
45	4	4	4	4	4	4	4
46	5	4	5	4	4	5	5
47	5	5	5	5	5	5	5
48	3	4	3	4	4	3	4
49	4	4	4	4	4	4	4
50	5	5	5	5	5	5	5

DATA KOESIONER RESPONDEN

z1.1.1	z1.1.2	z1.1.3	z1.1.4	z1.2.1	z1.2.2	z1.2.3	z1.2.4	z1.3.1	z1.3.2	z1.3.3	z1.3.4	z1.4.1	z1.4.2	z1.4.3	z1.4.4	z1.5.1	z1.5.2	z1.5.3	z1.6.1	z1.6.2	z1.6.3	total z1
5	5	5	5	5	4	5	5	5	5	5	4	5	5	5	4	5	5	5	4	5	5	5
5	4	4	4	5	4	4	5	4	4	5	4	4	5	5	4	4	4	5	4	4	5	4
3	4	4	4	4	5	4	4	4	4	4	5	4	4	4	5	4	4	4	5	4	4	4
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3	4	4	4	4	3	4	4	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4
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5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5



DATA KOESIONER RESPONDEN

y1.1.1	y1.1.2	y1.1.3	y1.2.1	y1.2.2	y1.2.3	y1.3.1	y1.3.2	y1.3.3	y1.4.1	y1.4.2	y1.4.3	total y1
4	5	5	4	5	5	5	4	4	4	5	5	5
4	4	5	4	4	5	5	4	4	4	4	5	4
5	4	4	5	4	4	3	5	5	5	4	4	4
5	5	5	5	5	5	4	5	5	5	5	5	5
3	4	4	3	4	4	3	3	3	3	4	4	4
4	4	5	4	4	5	4	4	4	4	4	5	4
5	5	5	5	5	5	3	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4
5	4	5	5	4	5	5	5	5	5	4	5	5
4	4	5	4	4	5	4	4	4	4	4	5	4
4	4	5	4	4	5	4	4	4	4	4	5	4
5	4	3	5	4	5	5	5	5	5	4	3	4
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5	5	4	5	5	5	5	5	5	5	5	4	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	4	4	5	4	5	5	5	5	5	4	4	5
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4	5	5	4	5	5	4	4	4	4	5	5	5
4	4	5	4	4	5	4	4	4	5	4	5	4
5	4	4	5	4	4	5	5	5	5	4	4	5

[illegible]

LAMPIRAN 2
UJI VALIDITAS DAN RELIABILITAS

UJI VALIDITAS X1 VARIETY SEEKING

		Correlations						
		x1.1.1	x1.1.2	x1.2.1	x1.2.2	x1.3.1	x1.3.2	total x1
x1.1.1	Pearson Correlation	1	,226	,798**	,222	,208	,798**	,708**
	Sig. (2-tailed)		,115	,000	,121	,148	,000	,000
	N	50	50	50	50	50	50	50
x1.1.2	Pearson Correlation	,226	1	,283*	,950**	,924**	,283*	,616**
	Sig. (2-tailed)	,115		,047	,000	,000	,047	,000
	N	50	50	50	50	50	50	50
x1.2.1	Pearson Correlation	,798**	,283*	1	,278	,259	1,000**	,765**
	Sig. (2-tailed)	,000	,047		,051	,069	,000	,000
	N	50	50	50	50	50	50	50
x1.2.2	Pearson Correlation	,222	,950**	,278	1	,969**	,278	,600**
	Sig. (2-tailed)	,121	,000	,051		,000	,051	,000
	N	50	50	50	50	50	50	50
x1.3.1	Pearson Correlation	,208	,924**	,259	,969**	1	,259	,556**
	Sig. (2-tailed)	,148	,000	,069	,000		,069	,000
	N	50	50	50	50	50	50	50
x1.3.2	Pearson Correlation	,798**	,283*	1,000**	,278	,259	1	,765**
	Sig. (2-tailed)	,000	,047	,000	,051	,069		,000
	N	50	50	50	50	50	50	50
total_x1	Pearson Correlation	,708**	,616**	,765**	,600**	,556**	,765**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	50	50	50	50	50	50	50

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

* . Correlation is significant at the 0.05 level (2-tailed).

[illegible]

N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	
z1.6 .3	Pearson Correlation	,125	,039	,071	,147	1,000*	,094	,096	,980**	,071	,172	,980**	,114	,096	,980**	,980**	,129	,071	,096	,980**	,129	,071	1	,525**
	Sig. (2-tailed)	,387	,789	,625	,309	,000	,514	,509	,000	,625	,232	,000	,429	,509	,000	,000	,370	,625	,509	,000	,370	,625		,000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	
total _z1	Pearson Correlation	,443**	,696**	,688**	,659**	,525**	,485**	,717**	,505**	,688**	,693**	,505**	,508**	,717**	,505**	,505**	,511**	,688**	,717**	,505**	,511**	,688**	,525**	1
	Sig. (2-tailed)	,001	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	

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

* . Correlation is significant at the 0.05 level (2-tailed).



UJI VALIDITAS Y MINAT BELI

Correlations

		y1.1.1	y1.1.2	y1.1.3	y1.2.1	y1.2.2	y1.2.3	y1.3.1	y1.3.2	y1.3.3	y1.4.1	y1.4.2	y1.4.3	total_y1
y1.1.1	Pearson Correlation	1	,278	,123	1,000**	,259	,114	,798**	1,000**	1,000**	1,000**	,259	,114	,765**
	Sig. (2-tailed)		,051	,394	,000	,069	,429	,000	,000	,000	,000	,069	,429	,000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50
y1.1.2	Pearson Correlation	,278	1	,111	,278	,969**	,096	,222	,278	,278	,278	,969**	,096	,538**
	Sig. (2-tailed)	,051		,444	,051	,000	,509	,121	,051	,051	,051	,000	,509	,000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50
y1.1.3	Pearson Correlation	,123	,111	1	,123	,039	,981**	,131	,123	,123	,123	,039	,981**	,379**
	Sig. (2-tailed)	,394	,444		,394	,788	,000	,366	,394	,394	,394	,788	,000	,007
	N	50	50	50	50	50	50	50	50	50	50	50	50	50
y1.2.1	Pearson Correlation	1,000**	,278	,123	1	,259	,114	,798**	1,000**	1,000**	1,000**	,259	,114	,765**
	Sig. (2-tailed)	,000	,051	,394		,069	,429	,000	,000	,000	,000	,069	,429	,000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50
y1.2.2	Pearson Correlation	,259	,969**	,039	,259	1	,071	,208	,259	,259	,259	1,000**	,071	,507**
	Sig. (2-tailed)	,069	,000	,788	,069		,625	,148	,069	,069	,069	,000	,625	,000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50
y1.2.3	Pearson Correlation	,114	,096	,981**	,114	,071	1	,125	,114	,114	,114	,071	1,000**	,372**
	Sig. (2-tailed)	,429	,509	,000	,429	,625		,387	,429	,429	,429	,625	,000	,008
	N	50	50	50	50	50	50	50	50	50	50	50	50	50
y1.3.1	Pearson Correlation	,798**	,222	,131	,798**	,208	,125	1	,798**	,798**	,798**	,208	,125	,693**
	Sig. (2-tailed)	,000	,121	,366	,000	,148	,387		,000	,000	,000	,148	,387	,000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50
y1.3.2	Pearson Correlation	1,000**	,278	,123	1,000**	,259	,114	,798**	1	1,000**	1,000**	,259	,114	,765**
	Sig. (2-tailed)	,000	,051	,394	,000	,069	,429	,000		,000	,000	,069	,429	,000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50
y1.3.3	Pearson Correlation	1,000**	,278	,123	1,000**	,259	,114	,798**	1,000**	1	1,000**	,259	,114	,765**
	Sig. (2-tailed)	,000	,051	,394	,000	,069	,429	,000	,000		,000	,069	,429	,000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50
y1.4.1	Pearson Correlation	1,000**	,278	,123	1,000**	,259	,114	,798**	1,000**	1,000**	1	,259	,114	,765**
	Sig. (2-tailed)	,000	,051	,394	,000	,069	,429	,000	,000	,000		,069	,429	,000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50
y1.4.2	Pearson Correlation	,259	,969**	,039	,259	1,000**	,071	,208	,259	,259	,259	1	,071	,507**
	Sig. (2-tailed)	,069	,000	,788	,069	,000	,625	,148	,069	,069	,069		,625	,000

	N	50	50	50	50	50	50	50	50	50	50	50	50	50
y1.4.3	Pearson Correlation	,114	,096	,981**	,114	,071	1,000**	,125	,114	,114	,114	,071	1	,372**
	Sig. (2-tailed)	,429	,509	,000	,429	,625	,000	,387	,429	,429	,429	,625		,008
	N	50	50	50	50	50	50	50	50	50	50	50	50	50
total_y1	Pearson Correlation	,765**	,538**	,379**	,765**	,507**	,372**	,693**	,765**	,765**	,765**	,507**	,372**	1
	Sig. (2-tailed)	,000	,000	,007	,000	,000	,008	,000	,000	,000	,000	,000	,008	
	N	50	50	50	50	50	50	50	50	50	50	50	50	50

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



UJI RELIABILITAS X1 VARIETY SEEKING

Reliability Statistics

Cronbach's Alpha	N of Items
,860	6

UJI RELIABILITAS Z1 SERVICE QUALITY

Reliability Statistics

Cronbach's Alpha	N of Items
,934	22

UJI REKIABILITAS Y MINAT BELI

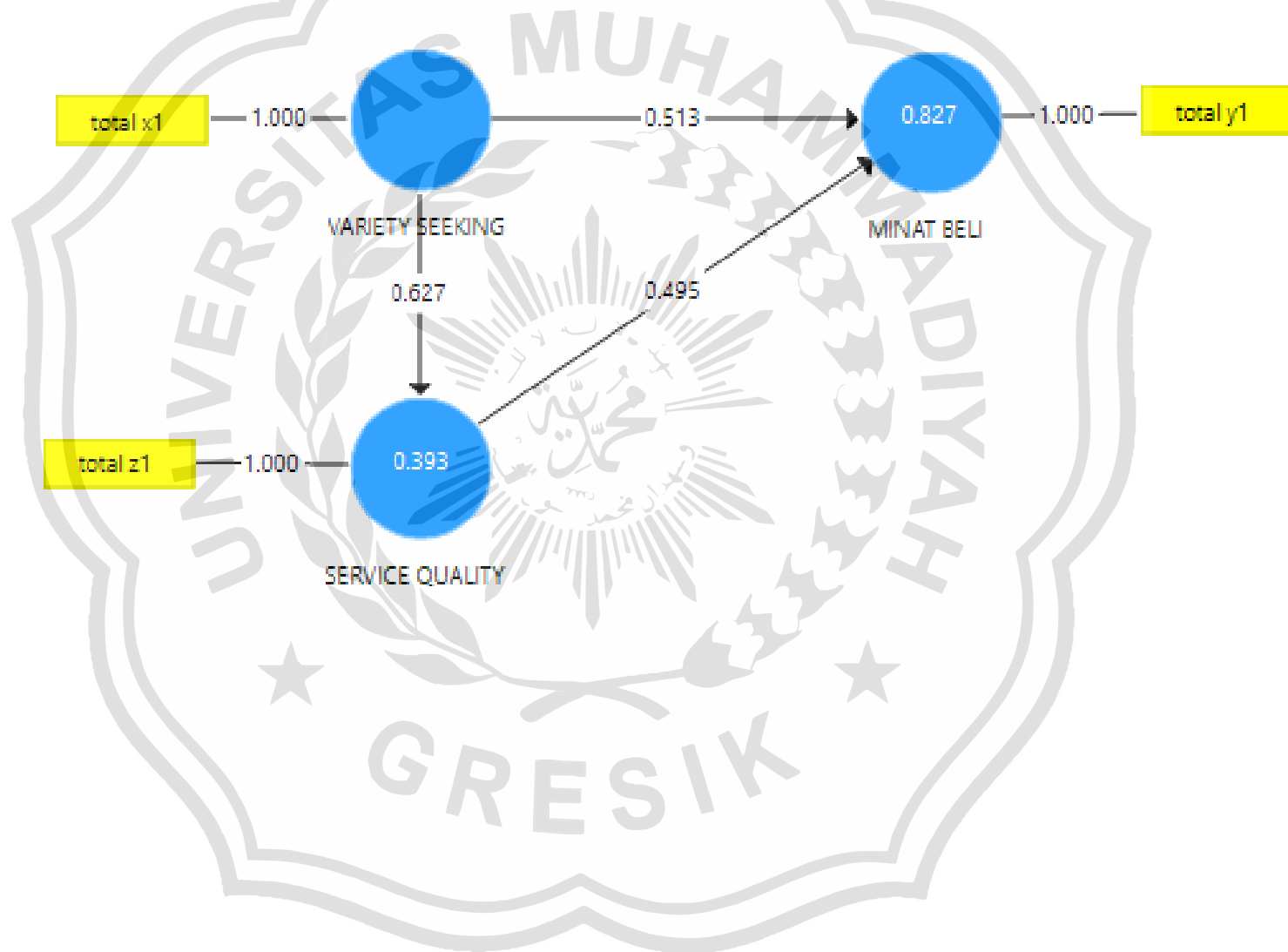
Reliability Statistics

Cronbach's Alpha	N of Items
,897	12

LAMPIRAN 3

HASIL smartPLS3

BOOTHSTRAPPING



HASIL smartPLS3

Koefisien Jalur

Matriks		Koefisien Jalur		
		MINAT BELI	SERVICE QUALITY	VARIETY SEEKING
MINAT BELI				
SERVICE QUALITY		0.495		
VARIETY SEEKING		0.513	0.627	

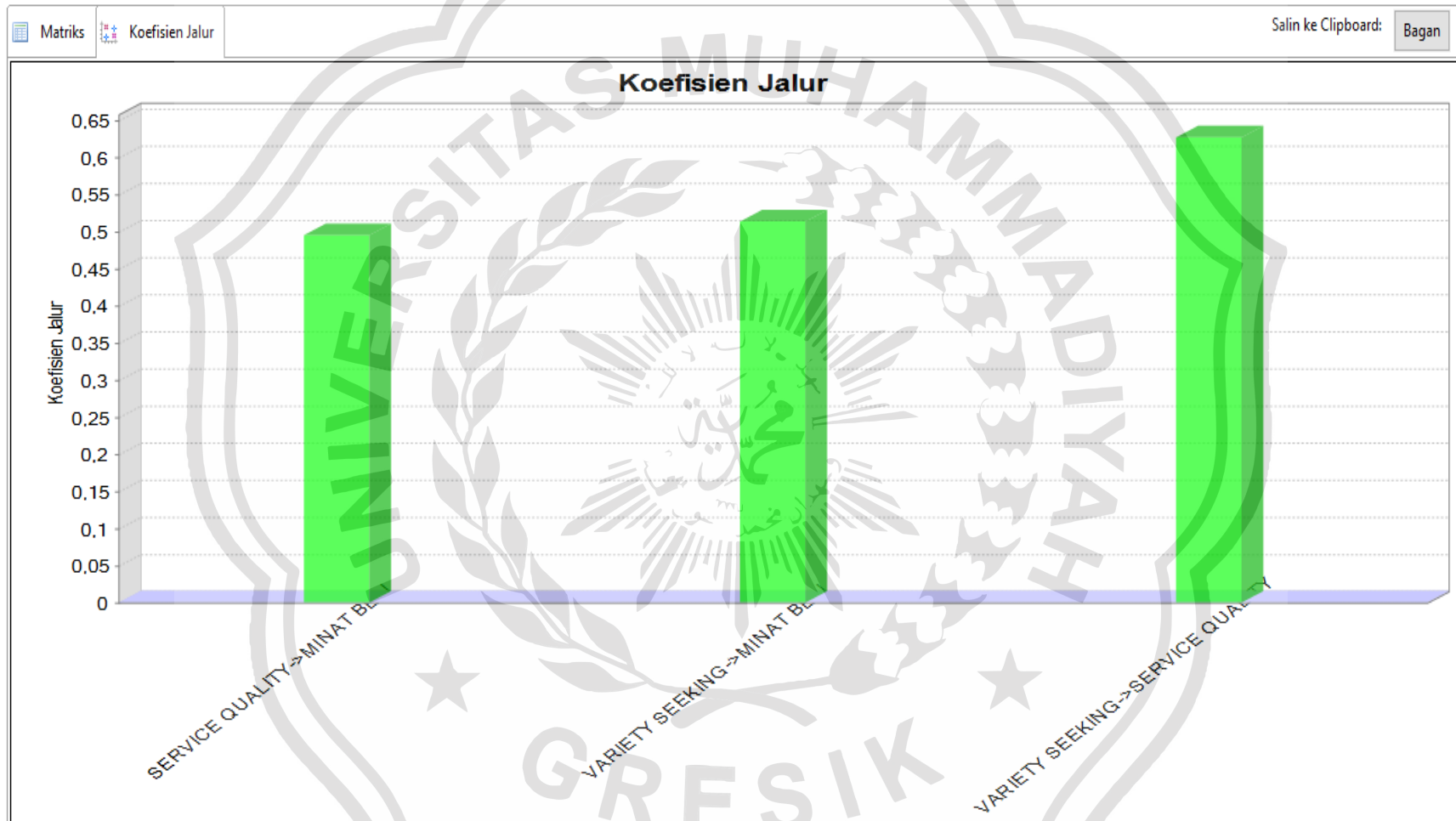
HASIL smartPLS3

Koefisien Jalur

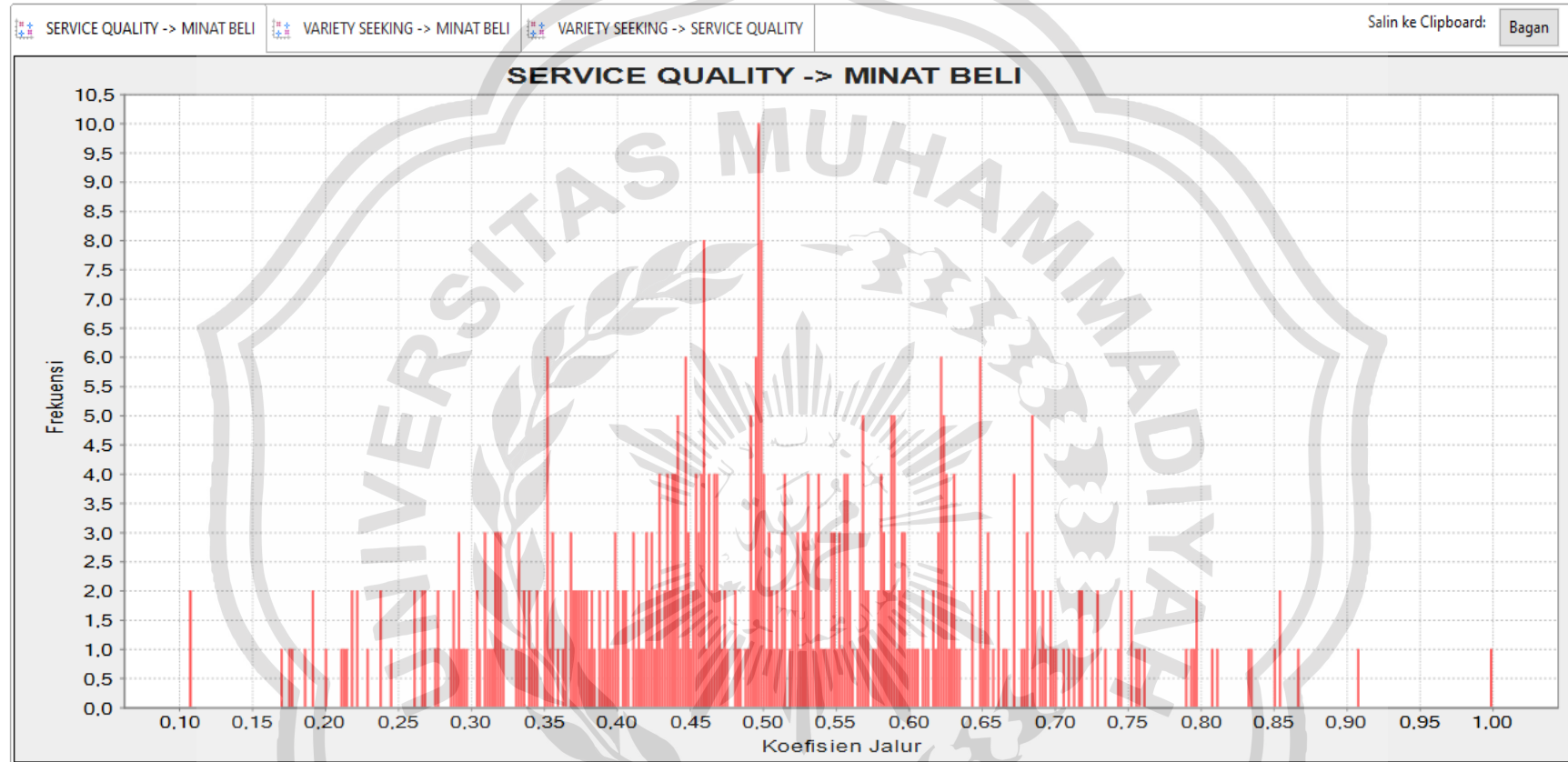
	Mean, STDEV, T-Values, P-Values	Keyakinan Interval	Keyakinan Interval Bias-Dikoreksi	Sampel		
		Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values
SERVICE QUALITY -> MINAT BELI		0.495	0.500	0.141	3.505	0.000
VARIETY SEEKING -> MINAT BELI		0.513	0.507	0.143	3.583	0.000
VARIETY SEEKING -> SERVICE QUALITY		0.627	0.633	0.088	7.129	0.000

HASIL smartPLS3

Koefisien Jalur

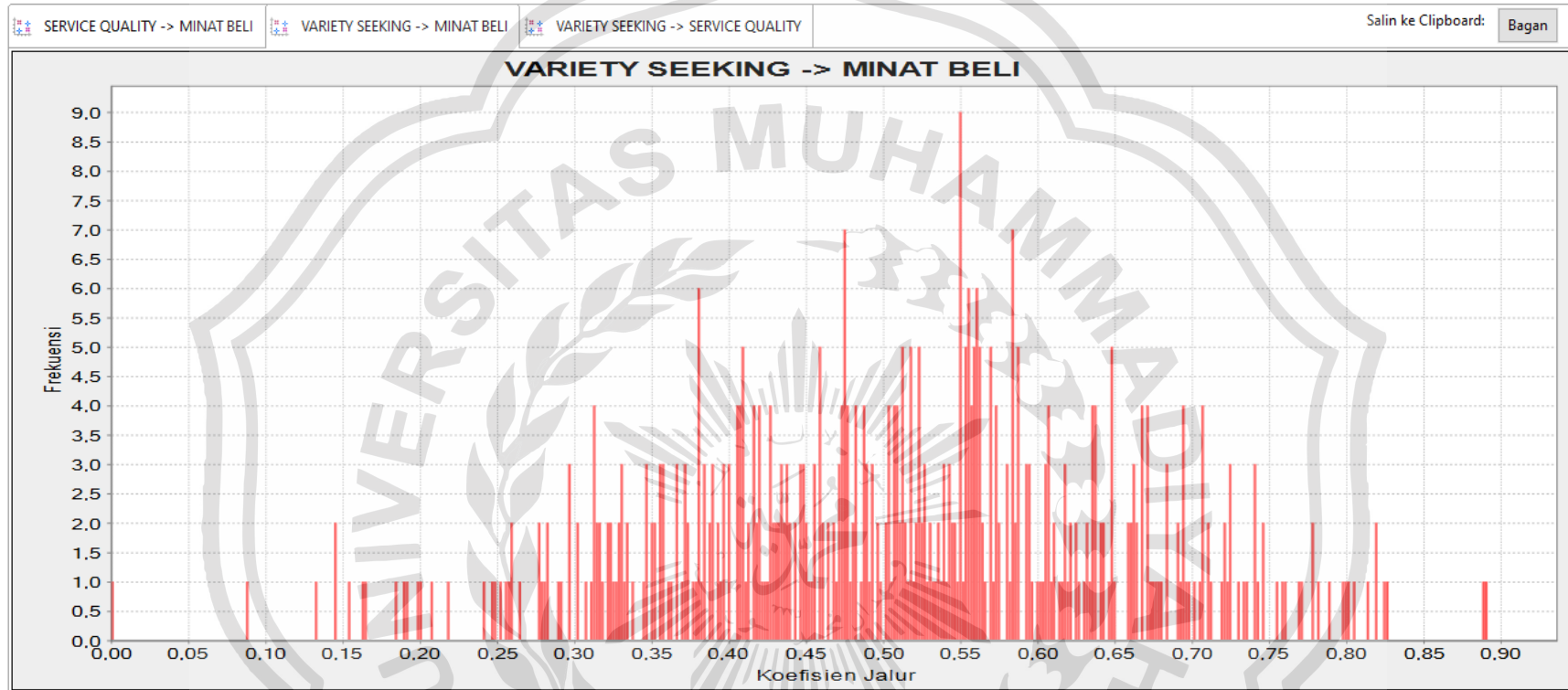


HASIL smartPLS3
Histogram Koefisien Jalur



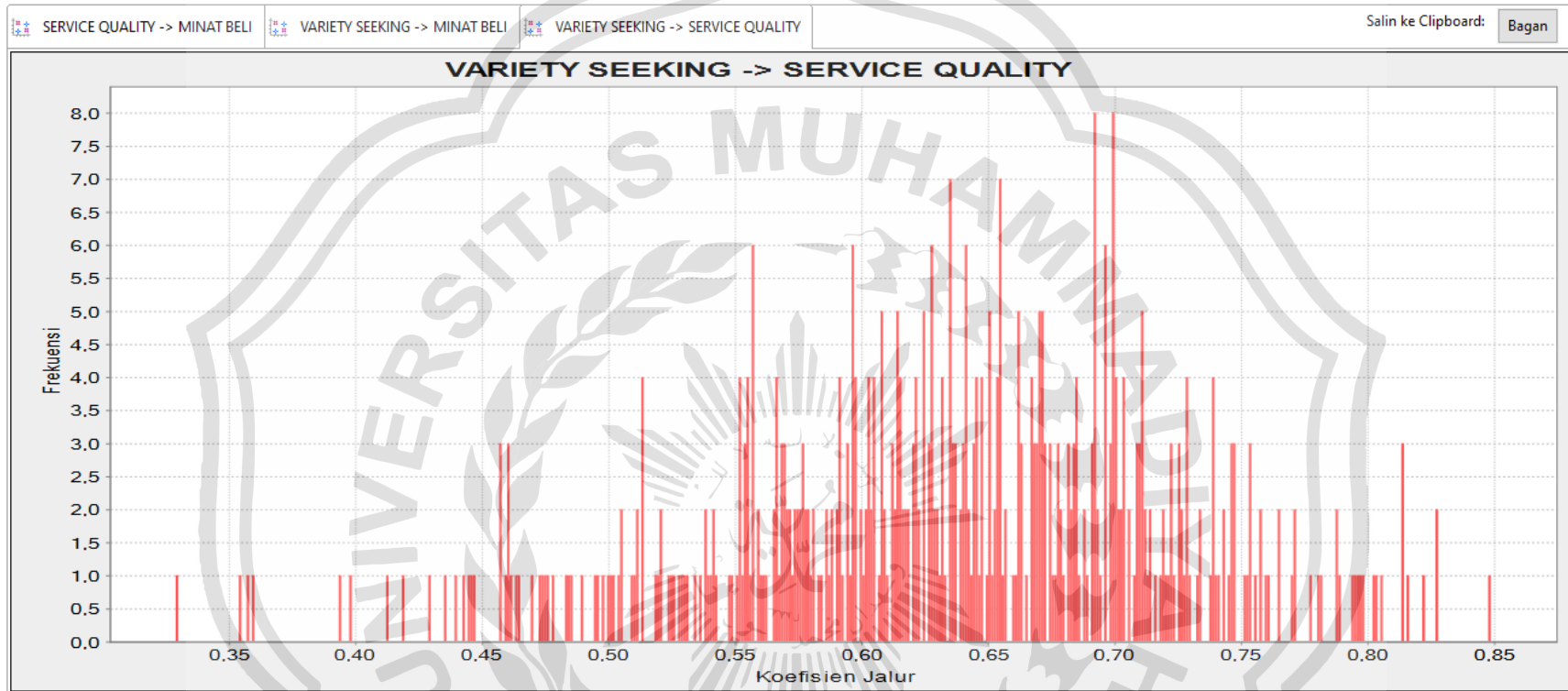
HASIL smartPLS3

Histogram Koefisien Jalur



HASIL smartPLS3

Histogram Koefisien Jalur



HASIL smartPLS3

Total Pengaruh Tidak Langsung

 Mean, STDEV, T-Values, P-Values	 Keyakinan Interval	 Keyakinan Interval Bias-Dikoreksi	 Sampel			
	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values	
SERVICE QUALITY -> MINAT BELI						
VARIETY SEEKING -> MINAT BELI	0.310	0.320	0.115	2.700	0.007	
VARIETY SEEKING -> SERVICE QUALITY						

Efek Tidak Langsung Spesifik

 Mean, STDEV, T-Values, P-Values	 Keyakinan Interval	 Keyakinan Interval Bias-Dikoreksi	 Sampel		
	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values
VARIETY SEEKING -> SERVICE QUALITY -> MINAT BELI					
	0.310	0.320	0.115	2.700	0.007

R Square

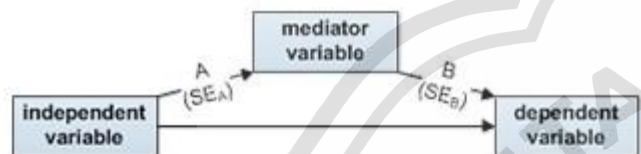
	Matriks	R Square	Adjusted R Square
MINAT BELI		0.827	0.820
SERVICE QUALITY		0.393	0.380

f Square

	Matriks	f Square	
MINAT BELI			MINAT BELI SERVICE QUAL... VARIETY SEEKI...
SERVICE QUALITY		0.862	
VARIETY SEEKING		0.927	0.647

LAMPIRAN
HASIL SOBEL TEST CALCULATE

Please enter the necessary parameter values, z



A: 0.948 ?

B: 0.500 ?

SE_A: 0.094 ?

SE_B: 0.079 ?

Calculate!

Sobel test statistic: 5.36087573

One-tailed probability: 0.00000004

Two-tailed probability: 0.00000008

► **Related Resources**

[x² Formulas](#)

[References](#)

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