

Jadwal Penelitian

Kegiatan penelitian ini direncanakan berlangsung enam bulan dengan alokasi waktu seperti tercantum dalam tabel di bawah ini :

NO.	Tahap dan kegiatan penelitian	2018-2019					
		1	2	3	4	5	6
1	Persiapan penyusunan proposal penelitian	√					
2	Bimbingan penyusunan proposal penelitian	√	√				
3	Seminar proposal penelitian		√				
4	Pengumpulan data primer			√			
5	Pengolahan dan analisis data			√			
6	Penyusunan laporan hasil penelitian				√	√	
7	Ujian skripsi						√



SURAT PERMOHONAN MENJADI RESPONDEN

**Kepada Yth.
Bapak/Ibu/Saudara
Di Tempat**

Dengan hormat,
Saya mahasiswa Universitas Muhammadiyah Gresik Program Studi Manajemen

Nama : Zheila Fara Farida

NIM : 15.312.023

Sedang mengadakan penelitian dengan judul “*Pengaruh E-Service Quality, Shopping Orientation dan Online Customer Reviews Terhadap Keputusan Pembelian Ditoko Online Sorabel*”. Bapak/Ibu/Saudara terpilih sebagai responden untuk memberikan pendapat dan masukan guna keperluan penelitian yang merupakan tugas akhir mahasiswa strata satu (S1) jurusan Manajemen Fakultas Ekonomi Universitas Muhammadiyah Gresik.

Dalam menjawab kuisisioner yang saya berikan, mohon kepada Bapak/Ibu/Saudara untuk memberikan jawaban yang sejujur-jujurnya dan sesuai dengan keadaan yang sebenarnya. Adapun jawaban yang Bapak/Ibu/Saudara berikan tidak akan berpengaruh pada diri Bapak/Ibu/Saudara karena penelitian ini dilakukan semata-mata untuk pengembangan ilmu pengetahuan.

Besar harapan saya, Bapak/Ibu/Saudara bersedia untuk mengisi kuisisioner ini. Atas kesediaannya saya ucapkan terima kasih.

Hormat Saya,

Zheila Fara Farida
NIM. 15.312.023

A. DATA RESPONDEN :

Sebelum menjawab pertanyaan dalam kuesioner ini, mohon Saudara mengisi data berikut terakhir terlebih dahulu. (Jawaban yang saudara berikan akan diperlakukan secara rahasia).

Nama :.....

Jenis Kelamin : L / P (lingkari yang sesuai)

Umur : tahun

Pekerjaan :.....

B. PETUNJUK PENGISIAN KUESIONER

1. Responden diharapkan membaca terlebih dahulu diskripsi masing-masing pertanyaan sebelum memberikan jawaban.
2. Responden dapat memberikan jawaban dengan memberikan tanda check (√) pada salah satu pilihan jawaban yang tersedia. **Hanya satu jawaban saja yang dimungkinkan untuk setiap pertanyaan.**
3. Pada masing-masing pertanyaan terdapat lima alternative jawaban yang mengacu pada teknik skala Likert, yaitu:
 - a. Sangat Setuju (SS) = 5
 - b. Setuju (S) = 4
 - c. Ragu-Ragu (RG) = 3
 - d. Tidak Setuju (TS) = 2
 - e. Sangat Tidak Setuju (STS) = 1

Data responden dan semua informasi yang diberikan akan dijamin kerahasiaannya,oleh sebab itu dimohon untuk mengisi kuesioner dengan sebenarnya.

1. E-Service Quality

No.	Pertanyaan	SS	S	KS	TS	STS
1.	Mudah untuk menemukan informasi					
2.	Mudah untuk mengakses aplikasi					

3.	Produk sesuai dengan gambar yang ditampilkan					
4.	Menjamin data privasi secara tepat					

2. Shopping Orientation

No.	Pertanyaan	SS	S	KS	TS	STS
1.	Merasa senang berbelanja di Sorabel					
2.	Menjamin barang yang diproduksi					
3.	Harga yang ditawarkan terjangkau					
4.	Berbelanja jadi simple praktis					

3. Online Customer Reviews

No.	Pertanyaan	SS	S	KS	TS	STS
1.	Mengumpulkan informasi <i>review</i> produk dari konsumen sebelum membeli produk					
2.	Saya membaca komentar konsumen					
3.	Saya mempertimbangkan rating produk					

4. Keputusan Pembelian

No.	Pertanyaan	SS	S	KS	TS	STS
1.	Membeli produk sesuai dengan kebutuhan					
2.	Memperhatikan Kunjungan sebelum membeli produk					
3.	Saya membeli produk terus menerus					
4.	Saya selalu berbelanja lebih dari satu produk					
5.	Proses pembayaran yang mudah					

Responden	variabel E-Service Quality (X1)				Total X1	Variabel E-Satisfaction (X2)			Total X2	Variabel Shopping Eksperience (X3)			Total X3	Variabel Pembelian Ulang (Y)				Total Y
	X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2	X3.1	X3.2	X3.3	X2	Y1.1	Y1.2	Y1.3	Y1.4	Y1
1	4	5	4	4	17	4	4	4	12	5	4	4	13	4	5	4	4	17
2	5	5	5	5	20	5	5	5	15	5	5	5	15	4	5	5	5	19
3	4	3	3	4	14	4	3	3	10	4	3	4	11	3	3	3	3	12
4	4	4	4	4	16	3	4	4	11	4	4	4	12	4	4	3	4	15
5	4	4	3	4	15	1	1	1	3	5	5	5	15	2	2	1	2	7
6	5	4	4	4	17	4	4	4	12	4	5	4	13	4	4	4	4	16
7	4	3	3	4	14	3	3	3	9	4	3	3	10	3	2	3	3	11
8	4	4	4	5	17	5	5	4	14	5	5	4	14	5	5	5	4	19
9	3	3	3	4	13	2	3	3	8	3	3	3	9	2	2	2	3	9
10	4	3	4	4	15	4	3	3	10	4	3	4	11	4	3	3	3	13
11	4	4	4	5	17	4	4	4	12	4	4	5	13	4	4	4	4	16
12	4	4	4	4	16	2	2	2	6	2	3	3	8	2	2	1	2	7
13	4	4	4	3	15	3	4	4	11	4	4	4	12	4	3	3	4	14
14	4	4	3	4	15	4	4	3	11	4	4	4	12	4	4	3	3	14
15	3	3	4	4	14	3	3	4	10	4	3	4	11	3	3	3	3	12
16	5	4	5	5	19	4	5	5	14	4	5	5	14	5	5	5	4	19
17	4	4	4	4	16	4	3	4	11	4	4	4	12	4	3	4	4	15
18	4	3	3	4	14	3	4	3	10	4	3	4	11	3	3	3	3	12
19	4	4	4	3	15	3	3	4	10	4	4	3	11	3	3	3	3	12
20	3	3	2	3	11	2	2	3	7	3	3	2	8	2	1	2	2	7
21	3	3	3	4	13	3	2	3	8	4	3	3	10	3	2	2	3	10
22	3	3	4	4	14	4	3	3	10	4	3	4	11	3	3	3	3	12
23	5	4	5	5	19	5	5	4	14	5	4	5	14	4	5	5	4	18
24	4	3	3	3	13	3	3	3	9	4	3	3	10	3	2	3	3	11
25	4	4	4	3	15	4	3	3	10	4	4	3	11	3	3	3	4	13
26	4	3	3	4	14	4	3	3	10	4	3	4	11	3	3	3	3	12
27	3	3	2	3	11	2	2	3	7	3	3	3	9	2	2	2	2	8
28	4	3	3	3	13	2	3	3	8	3	4	3	10	3	2	2	3	10
29	4	4	3	4	15	3	3	4	10	3	4	4	11	4	3	3	3	13
30	3	3	4	4	14	4	3	3	10	4	3	4	11	3	3	3	3	12
31	4	4	5	5	18	4	4	5	13	4	5	5	14	5	5	4	4	18
32	4	3	3	3	13	3	3	3	9	4	3	3	10	3	3	2	2	10
33	4	4	3	3	14	3	3	3	9	4	3	4	11	3	3	3	3	12
34	3	3	3	2	11	2	2	3	7	3	3	3	9	2	2	2	2	8
35	4	4	3	4	15	3	3	4	10	4	3	4	11	4	3	3	3	13
36	4	4	4	4	16	4	4	3	11	4	4	4	12	4	4	3	4	15

37	4	3	3	3	13	3	3	3	9	3	4	3	10	3	3	2	2	10
38	5	5	4	4	18	5	4	4	13	4	5	5	14	4	4	5	5	18
39	4	4	4	3	15	4	3	4	11	4	4	4	12	4	3	3	4	14
40	3	3	3	4	13	3	3	3	9	4	2	4	10	3	2	2	3	10
41	2	3	3	3	11	3	2	2	7	3	3	3	9	2	2	2	2	8
42	4	3	4	4	15	3	3	4	10	4	3	4	11	4	3	3	3	13
43	4	4	4	4	16	4	4	3	11	4	4	4	12	4	4	3	4	15
44	3	3	3	4	13	3	3	3	9	4	3	3	10	3	3	2	2	10
45	4	5	4	4	17	4	4	5	13	4	5	5	14	4	5	5	4	18
46	4	3	4	4	15	4	3	4	11	4	4	4	12	4	4	3	4	15
47	4	4	5	4	17	4	4	4	12	5	4	4	13	4	4	4	4	16
48	3	3	4	3	13	3	3	3	9	4	3	3	10	3	3	3	2	11
49	3	3	3	3	12	2	3	3	8	3	3	3	9	2	2	2	2	8
50	4	4	4	4	16	4	4	4	12	4	4	4	12	4	4	4	3	15
51	4	3	4	4	15	3	3	4	10	4	4	3	11	4	3	3	3	13
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53	4	5	4	4	17	4	4	5	13	4	5	4	13	4	4	5	4	17
54	3	4	3	3	13	3	3	3	9	3	3	4	10	3	3	2	3	11
55	4	4	4	5	17	4	4	4	12	4	5	4	13	4	4	4	4	16
56	4	3	4	4	15	3	4	4	11	4	4	4	12	4	3	3	4	14
57	3	3	3	3	12	3	2	3	8	3	3	3	9	3	2	2	2	9
58	4	4	4	4	16	4	4	4	12	4	4	4	12	4	4	4	3	15
59	4	4	3	4	15	4	4	3	11	4	4	4	12	4	3	3	4	14
60	4	3	3	3	13	3	3	3	9	4	3	3	10	3	3	2	3	11
61	5	4	4	4	17	4	5	4	13	4	5	4	13	4	5	4	4	17
62	4	3	4	4	15	4	3	3	10	4	4	3	11	3	3	3	4	13

63	4	4	4	4	16	4	4	4	12	4	5	4	13	4	4	4	4	16
64	3	3	3	3	12	3	3	2	8	3	3	3	9	3	2	2	2	9
65	4	4	3	4	15	4	3	3	10	4	4	3	11	4	3	3	3	13
66	5	4	4	4	17	4	4	4	12	4	5	4	13	4	5	4	4	17
67	4	3	4	4	15	4	4	3	11	4	4	4	12	4	3	3	4	14
68	4	3	3	3	13	3	3	3	9	4	3	3	10	3	3	2	3	11
69	4	4	3	4	15	3	4	4	11	4	4	4	12	3	3	4	4	14
70	3	3	3	3	12	2	3	3	8	3	3	3	9	3	2	2	2	9
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72	4	3	4	4	15	4	3	3	10	4	3	4	11	4	3	3	3	13
73	4	4	5	4	17	4	4	4	12	4	4	5	13	4	5	4	4	17
74	4	4	3	4	15	4	3	4	11	4	4	4	12	4	4	3	3	14
75	3	3	3	3	12	2	3	3	8	3	3	3	9	2	2	2	3	9

Uji Validitas
Variabel E-Service Quality

Correlations

		X1.1	X1.2	X1.3	X1.4	X1 E-Service Quality
X1.1	Pearson Correlation	1	.690**	.513**	.458**	.788**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.690**	1	.691**	.603**	.879**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.513**	.691**	1	.779**	.879**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.458**	.603**	.779**	1	.841**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X1 E-Service Quality	Pearson Correlation	.788**	.879**	.879**	.841**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Uji Validitas**Variabel Shopping Orientation****Correlations**

		X2.1	X2.2	X2.3	X2.4	X2 Shopping Orientation
X2.1	Pearson Correlation	1	.652**	.863**	.874**	.946**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.652**	1	.583**	.607**	.812**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.863**	.583**	1	.779**	.896**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.874**	.607**	.779**	1	.911**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X2 Shopping Orientation	Pearson Correlation	.946**	.812**	.896**	.911**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Uji Validitas

Variabel Online Customer Reviews

Correlations

		X3.1	X3.2	X3.3	X3 Online Customer Reviews
X3.1	Pearson Correlation	1	.627**	.401**	.770**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X3.2	Pearson Correlation	.627**	1	.817**	.948**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X3.3	Pearson Correlation	.401**	.817**	1	.868**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
X3 Online Customer Reviews	Pearson Correlation	.770**	.948**	.868**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Uji Validitas

Variabel Keputusan Pembelian

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1 Keputusan Pembelian
Y1.1	Pearson Correlation	1	.469**	.413**	.595**	.480**	.751**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Y1.2	Pearson Correlation	.469**	1	.684**	.467**	.660**	.835**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
Y1.3	Pearson Correlation	.413**	.684**	1	.440**	.370**	.750**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Y1.4	Pearson Correlation	.595**	.467**	.440**	1	.673**	.800**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
Y1.5	Pearson Correlation	.480**	.660**	.370**	.673**	1	.799**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Y1 Keputusan Pembelian	Pearson Correlation	.751**	.835**	.750**	.800**	.799**	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).

Uji Reliabilitas

E-service Quality, X1

Reliability Statistics	
Cronbach's Alpha	N of Items
.867	4

Shopping Orientation X2

Reliability Statistics	
Cronbach's Alpha	N of Items
.909	4

Online Customer Reviews X3

Reliability Statistics	
Cronbach's Alpha	N of Items
.830	3

Keputusan Pembelian Y

Reliability Statistics	
Cronbach's Alpha	N of Items
.845	5

Uji Normalitas (KS)

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.44185981
Most Extreme Differences	Absolute	.083
	Positive	.068
	Negative	-.083
Test Statistic		.083
Asymp. Sig. (2-tailed)		.086 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Uji Heterosdisitas (Glejer)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	.884		
	X1 E-Service Quality	.118	.096	.314	1.220	.225
	X2 Shopping Orientation	-.080	.088	-.234	-.908	.366
	X3 Online Customer Reviews	-.034	.110	-.062	-.310	.757

a. Dependent Variable: Abs_RES

Uji Multikolinieritas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
		1	(Constant)	3.588			1.138	
	X1 E-Service Quality	.328	.151	.285	2.178	.032	.155	6.454
	X2 Shopping Orientation	.379	.137	.361	2.761	.007	.154	6.476
	X3 Online Customer Reviews	.439	.171	.258	2.567	.012	.261	3.833

a. Dependent Variable: Y1 Keputusan Pembelian

Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	3.588		
	X1 E-Service Quality	.328	.151	.285	2.178	.032
	X2 Shopping Orientation	.379	.137	.361	2.761	.007
	X3 Online Customer Reviews	.439	.171	.258	2.567	.012

a. Dependent Variable: Y1 Keputusan Pembelian

Uji Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864 ^a	.746	.738	1.464

a. Predictors: (Constant), X3 Online Customer Reviews, X1 E-Service Quality, X2 Shopping Orientation

b. Dependent Variable: Y1 Keputusan Pembelian

Lampiran 5
Tabel t

d.f.	TINGKAT SIGNIFIKANSI						
dua sisi	20%	10%	5%	2%	1%	0,2%	0,1%
satu sisi	10%	5%	2,5%	1%	0,5%	0,1%	0,05%
63	1,295	1,669	1,998	2,387	2,656	3,225	3,452
64	1,295	1,669	1,998	2,386	2,655	3,223	3,449
65	1,295	1,669	1,997	2,385	2,654	3,220	3,447
66	1,295	1,668	1,997	2,384	2,652	3,218	3,444
67	1,294	1,668	1,996	2,383	2,651	3,216	3,442
68	1,294	1,668	1,995	2,382	2,650	3,214	3,439
69	1,294	1,667	1,995	2,382	2,649	3,213	3,437
70	1,294	1,667	1,994	2,381	2,648	3,211	3,435
71	1,294	1,667	1,994	2,380	2,647	3,209	3,433
72	1,293	1,666	1,993	2,379	2,646	3,207	3,431
73	1,293	1,666	1,993	2,379	2,645	3,206	3,429
74	1,293	1,666	1,993	2,378	2,644	3,204	3,427
75	1,293	1,665	1,992	2,377	2,643	3,202	3,425
76	1,293	1,665	1,992	2,376	2,642	3,201	3,423
77	1,293	1,665	1,991	2,376	2,641	3,199	3,421
78	1,292	1,665	1,991	2,375	2,640	3,198	3,420
79	1,292	1,664	1,990	2,374	2,640	3,197	3,418
80	1,292	1,664	1,990	2,374	2,639	3,195	3,416
81	1,292	1,664	1,990	2,373	2,638	3,194	3,415
82	1,292	1,664	1,989	2,373	2,637	3,193	3,413
83	1,292	1,663	1,989	2,372	2,636	3,191	3,412
84	1,292	1,663	1,989	2,372	2,636	3,190	3,410
85	1,292	1,663	1,988	2,371	2,635	3,189	3,409
86	1,291	1,663	1,988	2,370	2,634	3,188	3,407
87	1,291	1,663	1,988	2,370	2,634	3,187	3,406
88	1,291	1,662	1,987	2,369	2,633	3,185	3,405
89	1,291	1,662	1,987	2,369	2,632	3,184	3,403
90	1,291	1,662	1,987	2,368	2,632	3,183	3,402
91	1,291	1,662	1,986	2,368	2,631	3,182	3,401
92	1,291	1,662	1,986	2,368	2,630	3,181	3,399
93	1,291	1,661	1,986	2,367	2,630	3,180	3,398
94	1,291	1,661	1,986	2,367	2,629	3,179	3,397
95	1,291	1,661	1,985	2,366	2,629	3,178	3,396
96	1,290	1,661	1,985	2,366	2,628	3,177	3,395
97	1,290	1,661	1,985	2,365	2,627	3,176	3,394
98	1,290	1,661	1,984	2,365	2,627	3,175	3,393
99	1,290	1,660	1,984	2,365	2,626	3,175	3,392
100	1,290	1,660	1,984	2,364	2,626	3,174	3,390

Lampiran 6
Tabel Logaritma

	0	1	2	3	4	5	6	7	8	9
95.8	1.981	1.9814	1.9815	1.9815	1.981	1.9816	1.9816	1.9817	1.9817	1.981
95.9	1.981	1.9819	1.9819	1.9820	1.982	1.9820	1.9821	1.9821	1.9822	1.982
96.0	1.982	1.9823	1.9824	1.9824	1.982	1.9825	1.9825	1.9826	1.9826	1.982
96.1	1.982	1.9828	1.9828	1.9829	1.982	1.9829	1.9830	1.9830	1.9831	1.983
96.2	1.983	1.9832	1.9833	1.9833	1.983	1.9834	1.9834	1.9835	1.9835	1.983
96.3	1.983	1.9837	1.9837	1.9838	1.983	1.9839	1.9839	1.9839	1.9840	1.984
96.4	1.984	1.9841	1.9842	1.9842	1.984	1.9843	1.9843	1.9844	1.9844	1.984
96.5	1.984	1.9846	1.9846	1.9847	1.984	1.9848	1.9848	1.9848	1.9849	1.984
96.6	1.985	1.9850	1.9851	1.9851	1.985	1.9852	1.9852	1.9853	1.9853	1.985
96.7	1.985	1.9855	1.9855	1.9856	1.985	1.9857	1.9857	1.9857	1.9858	1.985
96.8	1.985	1.9859	1.9860	1.9860	1.986	1.9861	1.9861	1.9862	1.9862	1.986
96.9	1.986	1.9864	1.9864	1.9865	1.986	1.9865	1.9866	1.9866	1.9867	1.986
97.0	1.986	1.9868	1.9869	1.9869	1.987	1.9870	1.9870	1.9871	1.9871	1.987
97.1	1.987	1.9873	1.9873	1.9874	1.987	1.9874	1.9875	1.9875	1.9876	1.987
97.2	1.987	1.9877	1.9878	1.9878	1.987	1.9879	1.9879	1.9880	1.9880	1.988
97.3	1.988	1.9882	1.9882	1.9882	1.988	1.9883	1.9884	1.9884	1.9885	1.988
97.4	1.988	1.9886	1.9886	1.9887	1.988	1.9888	1.9888	1.9889	1.9889	1.989
97.5	1.989	1.9890	1.9891	1.9891	1.989	1.9892	1.9893	1.9893	1.9894	1.989
97.6	1.989	1.9895	1.9895	1.9896	1.989	1.9897	1.9897	1.9898	1.9898	1.989
97.7	1.989	1.9899	1.9900	1.9900	1.990	1.9901	1.9902	1.9902	1.9903	1.990
97.8	1.990	1.9904	1.9904	1.9905	1.990	1.9906	1.9906	1.9906	1.9907	1.990
97.9	1.990	1.9908	1.9909	1.9909	1.991	1.9910	1.9910	1.9911	1.9911	1.991
98.0	1.991	1.9913	1.9913	1.9914	1.991	1.9914	1.9915	1.9915	1.9916	1.991
98.1	1.991	1.9917	1.9918	1.9918	1.991	1.9919	1.9919	1.9920	1.9920	1.992
98.2	1.992	1.9922	1.9922	1.9922	1.992	1.9923	1.9924	1.9924	1.9925	1.992
98.3	1.992	1.9926	1.9926	1.9927	1.992	1.9928	1.9928	1.9929	1.9929	1.993
98.4	1.993	1.9930	1.9931	1.9931	1.993	1.9932	1.9933	1.9933	1.9933	1.993
98.5	1.993	1.9935	1.9935	1.9936	1.993	1.9937	1.9937	1.9937	1.9938	1.993
98.6	1.993	1.9939	1.9940	1.9940	1.994	1.9941	1.9941	1.9942	1.9942	1.994
98.7	1.994	1.9944	1.9944	1.9944	1.994	1.9945	1.9946	1.9946	1.9947	1.994
98.8	1.994	1.9948	1.9948	1.9949	1.994	1.9950	1.9950	1.9951	1.9951	1.995
98.9	1.995	1.9952	1.9953	1.9953	1.995	1.9954	1.9955	1.9955	1.9955	1.995
99.0	1.995	1.9957	1.9957	1.9958	1.995	1.9959	1.9959	1.9959	1.9960	1.996
99.1	1.996	1.9961	1.9962	1.9962	1.996	1.9963	1.9963	1.9964	1.9964	1.996
99.2	1.996	1.9966	1.9966	1.9966	1.996	1.9967	1.9968	1.9968	1.9969	1.996
99.3	1.996	1.9970	1.9970	1.9971	1.997	1.9972	1.9972	1.9973	1.9973	1.997
99.4	1.997	1.9974	1.9975	1.9975	1.997	1.9976	1.9976	1.9977	1.9977	1.997

99.5	1.997	1.9979	1.9979	1.9980	1.998	1.9980	1.9981	1.9981	1.9982	1.998
99.6	1.998	1.9983	1.9983	1.9984	1.998	1.9985	1.9985	1.9986	1.9986	1.998
99.7	1.998	1.9987	1.9988	1.9988	1.998	1.9989	1.9990	1.9990	1.9990	1.999
99.8	1.999	1.9992	1.9992	1.9993	1.999	1.9993	1.9994	1.9994	1.9995	1.999
99.9	1.999	1.9996	1.9997	1.9997	1.999	1.9998	1.9998	1.9999	1.9999	2.000
100.0	2.000	2.0000	2.0001	2.0001	2.000	2.0002	2.0003	2.0003	2.0003	2.000

Lampiran 7

DATA STATISTIK SKRISPI

Skala Kreteria

No	Skala	Kriteria
1	100 – 180	Sangat Tidak Setuju
2	181 – 261	Tidak Setuju
3	286 – 342	Ragu-ragu
4	343 – 423	Setuju
5	424 – 504	Sangat Setuju

Statistik Diskriptif Variabel E-Service Quality (X1)

Item	Tanggapan Responden					Total	Skor Nilai					Total
	SS	S	RG	TS	STS		5	4	3	2	1	
1.	32	49	17	2	0	100	160	196	51	4	0	411
2.	32	51	16	1	0	100	160	204	48	2	0	414
3.	35	47	18	0	0	100	175	188	54	0	0	417
4.	38	45	15	2	0	100	190	180	45	4	0	419
Jumlah	137	192	66	5	0	400	685	768	198	10	0	1661
											Rata-rata	415

Statistik Diskriptif Variabel Shopping Orientation (X2)

Item	Tanggapan Responden					Total	Skor Nilai					Total
	SS	S	RG	TS	STS		5	4	3	2	1	
1.	31	50	17	2	0	100	155	200	51	4	0	410
2.	33	37	27	3	0	100	165	148	81	6	0	400
3.	35	47	18	0	0	100	175	188	54	0	0	417
4.	38	45	15	2	0	100	190	180	45	4	0	419
Jumlah	137	179	77	7	0	400	685	716	231	14	0	1646
											Rata-rata	412

Statistik Diskriptif Variabel Online Customer Reviews (X3)

Item	Tanggapan Responden					Total	Skor Nilai					Total
	SS	S	RG	TS	STS		5	4	3	2	1	
1.	38	54	8	0	0	100	190	216	24	0	0	430
2.	29	55	16	0	0	100	145	220	48	0	0	413
3.	36	50	14	0	0	100	180	200	42	0	0	422
Jumlah	103	159	38	0	0	300	515	636	114	0	0	1265
											Rata-rata	422

Statistik Diskriptif Variabel Keputusan Pembelian (Y)

Item	Tanggapan Responden					Total	Skor Nilai					Total
	SS	S	RG	TS	STS		5	4	3	2	1	
1.	32	48	19	1	0	100	160	192	57	2	0	411
2.	38	44	18	0	0	100	190	176	54	0	0	420
3.	36	44	18	2	0	100	180	176	54	4	0	414
4.	38	46	16	0	0	100	190	184	48	0	0	422
5.	33	50	17	0	0	100	165	200	51	0	0	416
Jumlah	177	232	88	3	0	500	885	928	264	6	0	2083
											Rata-rata	417