


## LAMPIRAN

### Lampiran 1. Kuesioner Penelitian



**UNIVERSITAS  
SETIA BUDI**

### Kuesioner Penelitian

Yang terhormat,  
Bapak/Ibu/Saudara/Saudari responden  
Di tempat

Saat ini saya sedang melakukan penelitian dengan judul Pengaruh Niat pada Perilaku Pembelian Daring Dimoderasi Pandemi COVID-19  
Saya mohon kesediaan responden untuk mengisi kuesioner dengan apa adanya. Informasi responden akan dirahasiakan. Atas perhatian dan kerjasamanya diucapkan terima kasih.

Salam,

Kenneth King Widyananto Honggo  
NIM 16180448L

### Identitas Responden

1. Nama boleh diisi nama lengkap/nama panggilan/inisial
2. Data yang diberikan hanya digunakan untuk tujuan penelitian dan akan dijaga kerahasiaannya

Nama/inisial \*

Your answer \_\_\_\_\_

Nomor WhatsApp yang bisa dihubungi \*

Your answer \_\_\_\_\_

Jenis Kelamin \*

- Pria
- Wanita

Usia \*

- Usia 17 - 25 tahun
- Usia 26 - 41 tahun
- Usia 42 - 57 tahun
- Usia 58 - 67 tahun
- Usia 68 - 76 tahun
- Usia 77 - 94 tahun

## Pekerjaan \*

- Karyawan Swasta/Pemerintah
- Wirasaha
- Pensiunan
- Lainnya

## Pendapatan \*

- Belum berpendapatan
- Kurang dari atau sama dengan Rp 1.500.000,-
- Rp 1.500.000,- hingga Rp 2.500.000,-
- Rp 2.500.000,- hingga Rp 3.500.000,-
- Lebih dari Rp 3.500.000,-

## Pendidikan terakhir \*

- SD
- SMP
- SMA
- Diploma
- Sarjana
- Pasca Sarjana
- Lainnya

**Niat Pembelian Daring**

Saya akan membeli produk secara online saat pandemi COVID-19 \*

- Sangat tidak setuju
- Tidak setuju
- Cukup setuju
- Setuju
- Sangat setuju

Saya berencana membeli produk secara online saat pandemi COVID-19 \*

- Sangat tidak setuju
- Tidak setuju
- Cukup setuju
- Setuju
- Sangat setuju

Saya ingin membeli produk secara online saat pandemi COVID-19 \*

- Sangat tidak setuju
- Tidak setuju
- Cukup setuju
- Setuju
- Sangat setuju

### Pandemi COVID - 19

Saya khawatir terinfeksi virus saat pandemi COVID-19 \*

- Sangat tidak setuju
- Tidak setuju
- Cukup setuju
- Setuju
- Sangat setuju

Saya tidak bebas berbelanja saat pandemi COVID-19 \*

- Sangat tidak setuju
- Tidak setuju
- Cukup setuju
- Setuju
- Sangat setuju

### Perilaku Pembelian Daring

Dalam masa pandemi COVID-19, saya pernah membeli secara online \*

Meliputi segala pembelian barang (pakaian, elektronik, tiket, makanan, dan lainnya) dan jasa (ojek online, pengiriman barang, pembayaran tagihan, dan lainnya) secara online/melalui internet

- Pernah
- Belum Pernah

### Keterangan Lain

Produk yang saya beli secara online adalah \*

Your answer \_\_\_\_\_

Tempat pembelian \*

Tokopedia

Shopee

Lazada

Bukalapak

[JD.ID](#)

Blibli

Other: \_\_\_\_\_

## Kuesioner Penelitian

Terima kasih telah berpartisipasi dalam penelitian ini. Semoga sehat selalu.

[Submit another response](#)

## Lampiran 2. Tabulasi Data Penelitian

Nomor	Niat				Pandemi			Perilaku
	N1	N2	N3	$\bar{x}$	P1	P2	$\bar{x}$	
1	4	4	4	4.00	3	3	3	1
2	5	5	5	5.00	3	3	3	1
3	4	4	4	4.00	4	3	3.5	1
4	4	4	4	4.00	4	4	4	1
5	4	4	4	4.00	4	4	4	1
6	5	5	5	5.00	4	5	4.5	1
7	4	4	4	4.00	4	4	4	1
8	4	3	4	3.67	5	5	5	1
9	4	4	4	4.00	4	4	4	1
10	5	5	5	5.00	4	3	3.5	1
11	4	4	3	3.67	3	4	3.5	1
12	5	5	5	5.00	4	4	4	1
13	4	4	4	4.00	4	4	4	1
14	4	4	4	4.00	4	4	4	1
15	3	3	3	3.00	2	2	2	1
16	3	4	3	3.33	4	4	4	1
17	5	5	5	5.00	4	2	3	1
18	3	3	3	3.00	3	4	3.5	1
19	3	3	3	3.00	4	3	3.5	1
20	3	3	3	3.00	4	4	4	1
21	5	5	5	5.00	1	1	1	1
22	4	4	4	4.00	4	5	4.5	1
23	3	3	2	2.67	3	4	3.5	1
24	4	5	4	4.33	5	3	4	1
25	5	5	5	5.00	5	5	5	1
26	4	4	4	4.00	4	4	4	1
27	5	5	5	5.00	3	2	2.5	1
28	4	4	4	4.00	4	4	4	1
29	4	4	3	3.67	4	2	3	1
30	3	5	5	4.33	4	5	4.5	1
31	5	5	5	5.00	5	5	5	1
32	5	5	5	5.00	4	5	4.5	1
33	4	4	4	4.00	5	5	5	1
34	4	4	4	4.00	4	5	4.5	1
35	5	5	5	5.00	5	5	5	1
36	5	5	5	5.00	4	5	4.5	1
37	4	4	4	4.00	5	5	5	1
38	5	5	5	5.00	5	5	5	1
39	4	4	4	4.00	5	5	5	1
40	4	4	4	4.00	3	5	4	1

41	4	4	4	4.00	4	5	4.5	1
42	4	4	4	4.00	4	2	3	1
43	3	3	3	3.00	3	3	3	0
44	5	5	5	5.00	3	3	3	1
45	4	4	4	4.00	4	4	4	1
46	4	4	4	4.00	2	2	2	1
47	5	5	5	5.00	5	5	5	1
48	5	5	5	5.00	5	5	5	1
49	5	5	5	5.00	5	5	5	1
50	5	5	5	5.00	5	5	5	1
51	5	5	5	5.00	5	5	5	1
52	5	5	5	5.00	5	5	5	1
53	5	5	5	5.00	5	5	5	1
54	5	5	5	5.00	5	5	5	1
55	5	5	5	5.00	5	5	5	1
56	3	3	3	3.00	5	3	4	1
57	5	5	5	5.00	5	5	5	1
58	5	5	5	5.00	5	5	5	1
59	5	5	5	5.00	3	3	3	1
60	5	5	5	5.00	5	5	5	1
61	5	5	5	5.00	5	5	5	1
62	5	5	5	5.00	5	3	4	1
63	5	5	5	5.00	3	3	3	1
64	5	5	5	5.00	5	3	4	1
65	5	5	5	5.00	5	5	5	1
66	3	5	5	4.33	5	5	5	1
67	5	5	5	5.00	5	5	5	1
68	5	5	5	5.00	5	5	5	0
69	5	5	5	5.00	5	5	5	1
70	5	5	5	5.00	3	3	3	1
71	5	5	5	5.00	5	3	4	1
72	5	5	5	5.00	3	3	3	1
73	5	5	5	5.00	5	2	3.5	1
74	5	5	5	5.00	2	3	2.5	1
75	5	5	5	5.00	5	5	5	1
76	5	5	5	5.00	5	5	5	1
77	5	5	5	5.00	5	5	5	1
78	5	5	5	5.00	3	3	3	1
79	5	5	5	5.00	5	5	5	1
80	5	5	5	5.00	5	5	5	1
81	5	5	5	5.00	5	5	5	0
82	5	5	5	5.00	3	5	4	1
83	5	5	5	5.00	5	5	5	1
84	5	5	5	5.00	5	5	5	1
85	3	5	5	4.33	5	5	5	1
86	5	5	5	5.00	5	3	4	1
87	5	5	5	5.00	5	5	5	1
88	3	5	3	3.67	3	3	3	1
89	3	3	3	3.00	5	5	5	1
90	5	5	5	5.00	5	3	4	1



91	5	5	5	5.00	3	3	3	1
92	5	5	5	5.00	5	5	5	1
93	5	5	5	5.00	5	5	5	1
94	5	5	5	5.00	3	5	4	1
95	5	5	5	5.00	5	5	5	1
96	5	5	5	5.00	5	5	5	1
97	3	5	5	4.33	5	5	5	1
98	5	5	5	5.00	5	5	5	1
99	3	3	3	3.00	5	5	5	1
100	5	5	5	5.00	5	5	5	1
101	2	2	2	2.00	2	2	2	0
102	2	2	2	2.00	4	4	4	0
103	5	5	5	5.00	5	5	5	1
104	5	5	5	5.00	2	5	3.5	1
105	3	3	3	3.00	5	5	5	1
106	5	5	5	5.00	5	5	5	1
107	5	5	5	5.00	5	5	5	1
108	5	5	5	5.00	5	5	5	1
109	5	5	5	5.00	5	5	5	1
110	5	5	5	5.00	5	5	5	1
111	5	5	5	5.00	5	5	5	1
112	3	3	3	3.00	5	5	5	1
113	5	5	5	5.00	2	5	3.5	1
114	5	5	5	5.00	5	5	5	1
115	5	5	5	5.00	5	5	5	1
116	5	5	5	5.00	5	5	5	1
117	5	5	5	5.00	5	5	5	1
118	5	5	5	5.00	4	3	3.5	1

### Lampiran 3. Uji Validitas Kuesioner

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.668
Approx. Chi-Square	81.015
Bartlett's Test of Sphericity	df
	10
Sig.	.000

**Communalities**

	Initial	Extraction
N1	1.000	.856
N2	1.000	.881
N3	1.000	.901
P1	1.000	.808
P2	1.000	.814

Extraction Method: Principal  
Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.662	53.233	53.233	2.662	53.233	53.233	2.653	53.068	53.068
2	1.598	31.968	85.202	1.598	31.968	85.202	1.607	32.133	85.202
3	.391	7.823	93.025						
4	.221	4.416	97.441						
5	.128	2.559	100.000						

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component	
	1	2
N1	.925	
N2	.937	
N3	.938	
P1		.899
P2		.875

Extraction Method: Principal  
Component Analysis.

a. 2 components extracted.

**Rotated Component Matrix<sup>a</sup>**

	Component	
	1	2
N1	.920	
N2	.938	
N3	.947	
P1		.894
P2		.891

Extraction Method: Principal

Component Analysis.

Rotation Method: Varimax with

Kaiser Normalization.

a. Rotation converged in 3 iterations.

**Component Transformation Matrix**

Component	1	2
1	.996	-.088
2	.088	.996

Extraction Method: Principal

Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

## Lampiran 4. Uji Reliabilitas Kuesioner

### Variabel Niat Pembelian Daring

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.928	3

**Item Statistics**

	Mean	Std. Deviation	N
N1	4.03	.718	30
N2	4.13	.730	30
N3	4.00	.830	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
N1	8.13	2.257	.826	.916
N2	8.03	2.171	.861	.889
N3	8.17	1.868	.881	.876

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
12.17	4.557	2.135	3

Variabel Pandemi COVID-19 Persepsian

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.734	2

**Item Statistics**

	Mean	Std. Deviation	N
P1	3.73	.828	30
P2	3.60	1.037	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	3.60	1.076	.594	.
P2	3.73	.685	.594	.

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
7.33	2.782	1.668	2

**Lampiran 5. Uji Analisis Regresi Logistik****Case Processing Summary**

Unweighted Cases <sup>a</sup>		N	Percent
	Included in Analysis	118	100.0
Selected Cases	Missing Cases	0	.0
	Total	118	100.0
Unselected Cases		0	.0
Total		118	100.0

a. If weight is in effect, see classification table for the total number of cases.

**Dependent Variable Encoding**

Original Value	Internal Value
0	0
1	1

**Classification Table<sup>a,b</sup>**

Observed		Predicted		
		Perilaku_Pembelian_Daring		Percentage Correct
		0	1	
Step 0	Perilaku_Pembelian_Daring 0	0	5	.0
	1	0	113	100.0
Overall Percentage				95.8

a. Constant is included in the model.

b. The cut value is .500

**Variables in the Equation**

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	3.118	.457	46.548	1	.000	22.600

**Variables not in the Equation**

		Score	df	Sig.
Step 0	Variables Niat_Pembelian_Daring	11.290	1	.001
	Pandemi_COVID_19_Persepsian	1.380	1	.240
Overall Statistics		11.352	2	.003

**Omnibus Tests of Model Coefficients**

		Chi-square	df	Sig.
Step		8.288	2	.016
Step 1	Block	8.288	2	.016
	Model	8.288	2	.016

**Model Summary**

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	33.109 <sup>a</sup>	.068	.229

a. Estimation terminated at iteration number 7 because parameter estimates changed by less than .001.

**Hosmer and Lemeshow Test**

Step	Chi-square	df	Sig.
1	6.512	5	.260

**Contingency Table for Hosmer and Lemeshow Test**

	Perilaku_Pembelian_Daring = 0		Perilaku_Pembelian_Daring = 1		Total
	Observed	Expected	Observed	Expected	
1	3	2.732	10	10.268	13
2	0	.593	9	8.407	9
3	0	.577	13	12.423	13
Step 1 4	0	.300	11	10.700	11
5	0	.176	14	13.824	14
6	0	.126	11	10.874	11
7	2	.495	45	46.505	47

**Classification Table<sup>a</sup>**

Observed		Predicted		
		Perilaku_Pembelian_Daring		Percentage Correct
		0	1	
0	0	5	.0	
Step 1 Perilaku_Pembelian_Daring 1	0	113	100.0	
Overall Percentage			95.8	

a. The cut value is .500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for	
							EXP(B)	
							Lower	Upper
Step 1 <sup>a</sup>								
Niat_Pembelian_Daring	1.386	.553	6.293	1	.012	4.001	1.354	11.818
Pandemi_COVID_19 Persepsian	.099	.542	.033	1	.855	1.104	.382	3.193
Constant	-2.883	2.372	1.477	1	.224	.056		

a. Variable(s) entered on step 1: Niat\_Pembelian\_Daring, Pandemi\_COVID\_19\_Persepsian.