

LAMPIRAN

Lampiran 1 : kuisisioner penelitian

Faktor-faktor yang mempengaruhi *intensi pembelian item virtual* dalam *game online mobile legend*

Responden yang saya hormati,

Dalam rangka penyelesaian tugas akhir yang sedang saya lakukan di fakultas ilmu social dan ilmu politik universitas yudharta pasuruan dengan judul **faktor-faktor yang mempengaruhi *intensi pembelian item virtual pada game mobile legend***, dengan ini saya mohon

kesediaan saudara/I untuk berpartisipasi dalam mengisi kuisisioner ini.

Setiap jawaban yang saudara/I berikan merupakan bantuan yang sangat berarti bagi penelitian saya.

Demikian, atas bantuanya saya ucapkan terimakasih

Hormat saya.

Muhammad isa asrori

Screening Question

Apakah anda termasuk pemain *game mobile legend bang bang* ?

- a. Iya
- b. Tidak (jika tidak, anda tidak perlu melanjutkan mengisi kuesioner ini, terimakasih)

Bagian I. identitas responden

- 1. Jenis kelamin
 - a. Laki – laki
 - b. Perempuan
- 2. Usia :
 - a. < 17 tahun
 - b. 17 – 20
 - c. 20 -25
 - d. 25 – 30
- 3. Pekerjaan
 - a. Pelajar/mahasiswa
 - b. Pegawai
 - c. Wiraswasta
 - d. Dan lain lain

4. Pendapatan rata-rata perbulan
 - a. 500.000
 - b. 1.000.000
 - c. 5.000.000
 - d. 10.000.000

5. Pernahkah membeli *item virtual game online mobile legend*
 - a. Pernah
 - b. Sering
 - c. Tidak pernah

Bagaian II. Petunjuk pengisian

1. Pilihlah salah satu jawaban yang menurut anda sesuai dengan pilihan anda di setiap pertanyaan yang di berikan. Berilah tanda (^) pada kolom yang tersedia

2. Jawaban terdiri dari lima pilihan, antara lain
 - a. Sangat setuju (SS)
 - b. Setuju (S)
 - c. Netral (N)
 - d. Tidak setuju (TS)
 - e. Sangat tidak setuju (STS)

NO	PERTANYAAN	JAWABAN				
		STS	TS	N	S	SS
I	KUALITAS FUNGSIONAL (VARIABEL X1)					
	PERFORMA KUALITAS YANG DI PERSERIKAN DAN ESKETIKA					
1	Menurut saya kualitas <i>game mobile legend</i> sudah baik dan dapat dipercaya sebagai <i>game</i> terbaik ?					
	KUALITAS PELAYANAN					
2	Menurut saya pelayanan dalam pembelian dalam pembelian <i>item virtual gam online</i> membuat saya nyaman ?					
	KENDALA DAYA TANGGAP JAMINAN, BUKTI, LANGSUNG DAN EMPATI					
3	Menurut saya <i>game mobile legend</i> memiliki jaminan dan empati ?					
II	KEGEMBIRAAN (VARIABEL X2)					
	PENGALAMAN BERBELANJA ONLINE					
4	Menurut saya dari pengalaman membeli <i>item virtual game online</i> yang saya rasakan saya merasa puas ?					
	KESENANGAN BERBELANJA ONLINE					
5	Saya senang membeli <i>item virtual game online</i> , dan membuat saya puas ?					
	KEPUASAN TERHADAP LAYANAN YANG DITERIMA					
6	Menurut saya layanan situs <i>website online item virtual</i> ini membuat saya puas ?					
III	KEPUASAN (VARIABEL X3)					
	SELALU MEMBELI PRODUK					
7	Menurut saya dengan selalu membeli <i>item virtual game online</i> saya merasa puas					
	AKAN MEREKOMENDASIKAN KLEPADA ORANG LAIN					
8	Saya akan merekomendasikan produk <i>item virtual game online</i> kepada orang lain, karena saya merasa puas ?					
IV	KEPERCAYAAN (VARIABEL X4)					
	REPUTASI WEBSITE					
9	Saya percaya atas reputasi website produsen <i>games online</i> ?					

	KEAMANAN PRIVASI					
10	Keamanan dalam bertransaksi terhadap <i>item virtual</i> sangat penting ?					
	KUALITAS INFORMASI					
	S					
11	Kualitas informasi sangat memengaruhi kepercayaan saya					
	KEHANDALAN TRANSAKSI					
12	Keandalan transaksi dalam sistem sangat dibutuhkan dalam pembelian <i>item virtual</i> ?					
	JAMINAN TRANSAKSI					
13	Jaminan transaksi sangat dibutuhkan dalam pembelian <i>item virtual</i> ?					
V	UTINITAS KEGUNAAN HARGA (VARIABEL X5)					
	KETERJANGKUAN HARGA					
14	Menurut saya apakah harga <i>item virtual mobile legend</i> terjangkau ?					
	HARGA BERSAING DENGAN PROKTIF					
15	Menurut saya harga <i>item virtual game mobile legend</i> layak bersaing dengan <i>game online</i> lainnya ?					
	HARGA SEBANDING DENGAN PRODUK YANG DITAWARKA					
16	Menurut saya harga <i>item virtual game mobile legend</i> sudah sebanding dengan produk yang ditawarkan ?					
VI	MINAT BELI (VARIABEL Y1)					
	KETERTARIKAN PELANGGAN					
17	Saya berniat membeli <i>item virtual game</i> ?					
	PERHATIAN TERHADAP PELANGGAN					
18	Menurut saya perhatian produsen games mempengaruhi minat beli konsumen ?					
	KEINGINAN					
19	Menurut saya keinginan konsumn mempengaruhi pembelian <i>item virtual games</i> ?					
	TINDAKAN PELANGGAN					
20	Menurut saya tindakan konsumen sangat mencerminkan minat pembelian <i>item virtual games</i> ?					

1. Uji Validitas

Correlations

		X1.1	X1.2	X1.3	Total.X1
X1.1	Pearson Correlation	1	,265**	,013	,542**
	Sig. (2-tailed)		,000	,814	,000
	N	330	330	330	330
X1.2	Pearson Correlation	,265**	1	,610**	,864**
	Sig. (2-tailed)	,000		,000	,000
	N	330	330	330	330
X1.3	Pearson Correlation	,013	,610**	1	,776**
	Sig. (2-tailed)	,814	,000		,000
	N	330	330	330	330
Total.X1	Pearson Correlation	,542**	,864**	,776**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	330	330	330	330

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

Correlations

		X2.1	X2.2	X2.3	Total.X2
X2.1	Pearson Correlation	1	,322**	,631**	,863**
	Sig. (2-tailed)		,000	,000	,000
	N	330	330	330	330
X2.2	Pearson Correlation	,322**	1	,119*	,656**
	Sig. (2-tailed)	,000		,031	,000
	N	330	330	330	330
X2.3	Pearson Correlation	,631**	,119*	1	,747**
	Sig. (2-tailed)	,000	,031		,000
	N	330	330	330	330
Total.X2	Pearson Correlation	,863**	,656**	,747**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	330	330	330	330

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

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

Correlations

		X3.1	X3.2	Total.X3
X3.1	Pearson Correlation	1	,502**	,852**
	Sig. (2-tailed)		,000	,000
	N	330	330	330
X3.2	Pearson Correlation	,502**	1	,880**
	Sig. (2-tailed)	,000		,000
	N	330	330	330
Total.X3	Pearson Correlation	,852**	,880**	1
	Sig. (2-tailed)	,000	,000	
	N	330	330	330

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

Correlations

		X4.1	X4.2	X4.3	X4.4	X4.5	Total.X4
X4.1	Pearson Correlation	1	-,172**	-,013	,023	-,017	,288**
	Sig. (2-tailed)		,002	,817	,682	,754	,000
	N	330	330	330	330	330	330
X4.2	Pearson Correlation	-,172**	1	,544**	,254**	,025	,646**
	Sig. (2-tailed)	,002		,000	,000	,652	,000
	N	330	330	330	330	330	330
X4.3	Pearson Correlation	-,013	,544**	1	,253**	,147**	,723**
	Sig. (2-tailed)	,817	,000		,000	,007	,000
	N	330	330	330	330	330	330
X4.4	Pearson Correlation	,023	,254**	,253**	1	,489**	,647**
	Sig. (2-tailed)	,682	,000	,000		,000	,000
	N	330	330	330	330	330	330
X4.5	Pearson Correlation	-,017	,025	,147**	,489**	1	,518**
	Sig. (2-tailed)	,754	,652	,007	,000		,000
	N	330	330	330	330	330	330
Total.X4	Pearson Correlation	,288**	,646**	,723**	,647**	,518**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	330	330	330	330	330	330

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

Correlations

		X5.1	X5.2	X5.3	Total.X5
X5.1	Pearson Correlation	1	,294**	,616**	,813**
	Sig. (2-tailed)		,000	,000	,000
	N	330	330	330	330
X5.2	Pearson Correlation	,294**	1	,561**	,709**
	Sig. (2-tailed)	,000		,000	,000
	N	330	330	330	330
X5.3	Pearson Correlation	,616**	,561**	1	,908**
	Sig. (2-tailed)	,000	,000		,000
	N	330	330	330	330
Total.X5	Pearson Correlation	,813**	,709**	,908**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	330	330	330	330

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

Correlations

		Y1	Y2	Y3	Y4	Total.Y
Y1	Pearson Correlation	1	,467**	,492**	-,031	,554**
	Sig. (2-tailed)		,000	,000	,578	,000
	N	330	330	330	330	330
Y2	Pearson Correlation	,467**	1	,673**	,373**	,814**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	330	330	330	330	330
Y3	Pearson Correlation	,492**	,673**	1	,319**	,814**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	330	330	330	330	330
Y4	Pearson Correlation	-,031	,373**	,319**	1	,702**
	Sig. (2-tailed)	,578	,000	,000		,000
	N	330	330	330	330	330
Total.Y	Pearson Correlation	,554**	,814**	,814**	,702**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	330	330	330	330	330

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

1. Uji Reliabilitas

X1

Reliability Statistics

Cronbach's Alpha	N of Items
,567	3

X2

Reliability Statistics

Cronbach's Alpha	N of Items
,567	3

X3

Reliability Statistics

Cronbach's Alpha	N of Items
,567	3

X4

Reliability Statistics

Cronbach's Alpha	N of Items
,567	3

X5

Reliability Statistics

Cronbach's Alpha	N of Items
,567	3

Y

Reliability Statistics

Cronbach's Alpha	N of Items
,567	3

Uji Analisis Regresi Linier Berganda

1. Uji T

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,593	2,014		2,280	,023
	Total.X1	,171	,105	,089	1,631	,104
	Total.X2	,312	,104	,147	2,989	,003
	Total.X3	-,868	,124	-,356	-6,972	,000
	Total.X4	,251	,075	,181	3,325	,001
	Total.X5	,602	,078	,400	7,735	,000

a. Dependent Variable: Total.Y

2. Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1105,325	5	221,065	43,881	,000 ^b
	Residual	1632,263	324	5,038		
	Total	2737,588	329			

a. Dependent Variable: Total.Y

b. Predictors: (Constant), Total.X5, Total.X2, Total.X3, Total.X4, Total.X1

3. Koefisien Determinasi R²

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,635 ^a	,404	,395	2,245

a. Predictors: (Constant), Total.X5, Total.X2, Total.X3, Total.X4, Total.X1

b. Dependent Variable: Total.Y

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		330
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,22739414
Most Extreme Differences	Absolute	,185
	Positive	,156
	Negative	-,185
Test Statistic		,185
Asymp. Sig. (2-tailed)		,000 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

1. Uji Linieritas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total.Y * Total.X1	Between Groups	(Combined)	618,654	7	88,379	13,430	,000
		Linearity	95,097	1	95,097	14,451	,000
		Deviation from Linearity	523,557	6	87,260	13,260	,000
	Within Groups		2118,934	322	6,581		
Total			2737,588	329			

			Sum of Squares	df	Mean Square	F	Sig.
Total.Y * Total.X2	Between Groups	(Combined)	458,614	7	65,516	9,257	,000
		Linearity	85,809	1	85,809	12,124	,001
		Deviation from Linearity	372,806	6	62,134	8,779	,000
	Within Groups		2278,974	322	7,078		
Total			2737,588	329			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total.Y * Total.X3	Between Groups	(Combined)	447,630	5	89,526	12,667	,000
		Linearity	312,438	1	312,438	44,206	,000
		Deviation from Linearity	135,192	4	33,798	4,782	,001
	Within Groups		2289,958	324	7,068		
Total			2737,588	329			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total.Y * Total.X4	Between Groups	(Combined)	1436,831	9	159,648	39,275	,000
		Linearity	369,822	1	369,822	90,980	,000
		Deviation from Linearity	1067,009	8	133,376	32,812	,000
	Within Groups		1300,757	320	4,065		
Total			2737,588	329			

			Sum of Squares	df	Mean Square	F	Sig.
Total.Y * Total.X5	Between Groups	(Combined)	1111,027	7	158,718	31,420	,000
		Linearity	737,245	1	737,245	145,948	,000
		Deviation from Linearity	373,782	6	62,297	12,333	,000
	Within Groups		1626,561	322	5,051		
Total			2737,588	329			

Distribusi Frekuensi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	,6	,6	,6
	3	19	5,8	5,8	6,4
	4	154	46,7	46,7	53,0
	5	155	47,0	47,0	100,0
	Total	330	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	1,5	1,5	1,5
	3	22	6,7	6,7	8,2
	4	137	41,5	41,5	49,7
	5	166	50,3	50,3	100,0
	Total	330	100,0	100,0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	58	17,6	17,6	17,6
	4	119	36,1	36,1	53,6
	5	153	46,4	46,4	100,0
	Total	330	100,0	100,0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	,9	,9	,9
	3	22	6,7	6,7	7,6
	4	182	55,2	55,2	62,7
	5	123	37,3	37,3	100,0
	Total	330	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	,3	,3	,3
	3	22	6,7	6,7	7,0
	4	156	47,3	47,3	54,2
	5	151	45,8	45,8	100,0
	Total	330	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	12	3,6	3,6	3,6
	4	195	59,1	59,1	62,7
	5	123	37,3	37,3	100,0
	Total	330	100,0	100,0	

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	,6	,6	,6
	3	28	8,5	8,5	9,1
	4	165	50,0	50,0	59,1
	5	135	40,9	40,9	100,0
	Total	330	100,0	100,0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	,6	,6	,6
	3	43	13,0	13,0	13,6
	4	135	40,9	40,9	54,5
	5	150	45,5	45,5	100,0
	Total	330	100,0	100,0	

X4**X4.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	2,4	2,4	2,4
	3	30	9,1	9,1	11,5
	4	85	25,8	25,8	37,3
	5	207	62,7	62,7	100,0
	Total	330	100,0	100,0	

X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	2,1	2,1	2,1
	3	92	27,9	27,9	30,0
	4	90	27,3	27,3	57,3
	5	141	42,7	42,7	100,0
	Total	330	100,0	100,0	

X4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	1,2	1,2	1,2
	3	49	14,8	14,8	16,1
	4	57	17,3	17,3	33,3
	5	220	66,7	66,7	100,0
	Total	330	100,0	100,0	

X4.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	20	6,1	6,1	6,1
	4	61	18,5	18,5	24,5
	5	249	75,5	75,5	100,0
	Total	330	100,0	100,0	

X4.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	13	3,9	3,9	3,9
	3	6	1,8	1,8	5,8
	4	23	7,0	7,0	12,7
	5	288	87,3	87,3	100,0
	Total	330	100,0	100,0	

X5

X5.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	3,3	3,3	3,3
	2	1	,3	,3	3,6
	3	8	2,4	2,4	6,1
	4	52	15,8	15,8	21,8
	5	258	78,2	78,2	100,0
	Total	330	100,0	100,0	

X5.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	,9	,9	,9
	3	15	4,5	4,5	5,5
	4	90	27,3	27,3	32,7
	5	222	67,3	67,3	100,0
	Total	330	100,0	100,0	

X5.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	3,3	3,3	3,3
	2	3	,9	,9	4,2
	3	14	4,2	4,2	8,5
	4	130	39,4	39,4	47,9
	5	172	52,1	52,1	100,0
	Total	330	100,0	100,0	

Y

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	,9	,9	,9
	3	56	17,0	17,0	17,9
	4	42	12,7	12,7	30,6
	5	229	69,4	69,4	100,0
	Total	330	100,0	100,0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	1,8	1,8	1,8
	3	45	13,6	13,6	15,5
	4	10	3,0	3,0	18,5
	5	269	81,5	81,5	100,0
	Total	330	100,0	100,0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	35	10,6	10,6	10,6
	3	6	1,8	1,8	12,4
	4	63	19,1	19,1	31,5
	5	226	68,5	68,5	100,0
	Total	330	100,0	100,0	

Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	52	15,8	15,8	15,8
	2	35	10,6	10,6	26,4
	3	6	1,8	1,8	28,2

4	118	35,8	35,8	63,9
5	119	36,1	36,1	100,0
Total	330	100,0	100,0	

Analisis Deskriptif (MEAN)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	330	2	5	4,40	,627
X1.2	330	2	5	4,41	,683
X1.3	330	3	5	4,29	,747
Total.X1	330	8	15	13,09	1,510
Valid N (listwise)	330				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	330	2	5	4,29	,628
X2.2	330	2	5	4,38	,624
X2.3	330	3	5	4,34	,545
Total.X2	330	8	15	13,01	1,358
Valid N (listwise)	330				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X3.1	330	2	5	4,31	,650
X3.2	330	2	5	4,31	,716
Total.X3	330	4	10	8,62	1,184
Valid N (listwise)	330				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X4.1	330	2	5	4,49	,761
X4.2	330	2	5	4,11	,884
X4.3	330	2	5	4,49	,788

X4.4	330	3	5	4,69	,578
X4.5	330	2	5	4,78	,669
Total.X4	330	16	25	22,56	2,081
Valid N (listwise)	330				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X5.1	330	1	5	4,65	,834
X5.2	330	2	5	4,61	,620
X5.3	330	1	5	4,36	,879
Total.X5	330	5	15	13,62	1,916
Valid N (listwise)	330				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y1	330	2	5	4,51	,804
Y2	330	2	5	4,64	,783
Y3	330	2	5	4,45	,961
Y4	330	1	5	3,66	1,453
Total.Y	330	10	20	17,26	2,885
Valid N (listwise)	330				