

## Hasil Data

### a. Uji Normalitas

Pengujian ini menentukan apakah data mengikuti distribusi normal atau tidak.[56] Pengujian normalitas dapat dilihat dengan menggunakan SPSS dan hasil pengujian pada bagian Kolmogorov-Smirnov test, nilai Asym. Sig(2-tailed) adalah sebagai berikut

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		166
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,92516374
Most Extreme Differences	Absolute	,090
	Positive	,054
	Negative	-,090
Test Statistic		,090
Asymp. Sig. (2-tailed)		,508 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

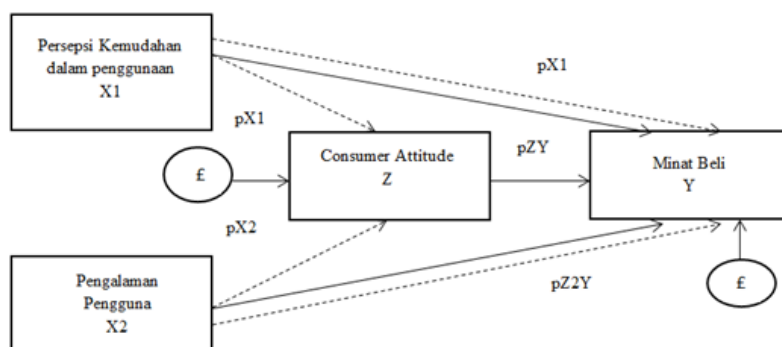
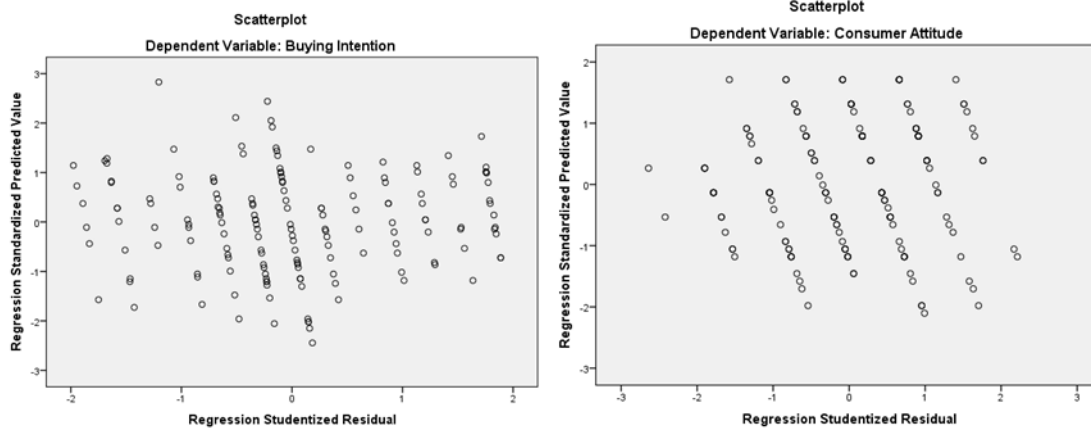
Tabel 2 Hasil Uji Normalitas

### Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Perceived Ease Of Use	,394	2,536
	User Experience	,389	2,571
	Consumer Attitude	,527	1,898

a. Variabel Dependen: Buying Intention

Tabel 3 Hasil Uji Multikolinieritas



Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,101	,977		4,197	,000
	perceived ease of use	,188	,077	,172	2,453	,001
	user experience	,277	,115	,188	2,400	,000
	buying intention	,182	,041	,346	4,422	,000

a. Dependent Variable: consumer attitude

Tabel 4 Hasil Uji-t

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,312	,559 <sup>a</sup>	,299	1,42254

a. Predictors: (Constant), buying intention , perceived ease of use, user experience

Tabel 5 Hasil Uji-r

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,637	1,792		3,703	,000
	Perceived ease of use	,351	,144	,169	2,440	,001
	User Experience	1,323	,195	,471	6,802	,000
	Consumer Attitude	,586	,135	,308	4,329	,000

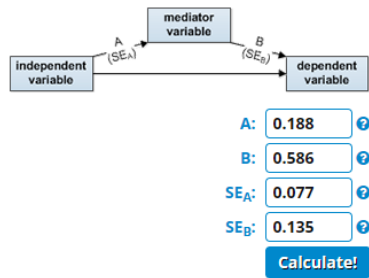
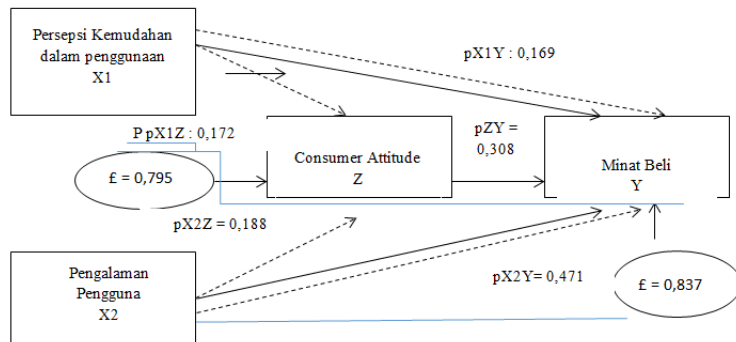
a. Dependent Variable: Buying Intention

Tabel 6 Uji – t

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,379	,615 <sup>a</sup>	,367	2,57787

a. Predictors: (Constant), Consumer Attitude, Perceived ease of use, User Experience

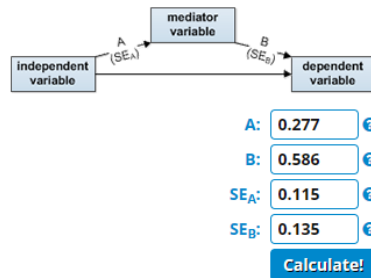
Tabel 7 Hasil Uji-r



Sobel test statistic: 2.12802528

One-tailed probability: 0.01666749

Two-tailed probability: 0.03333499



Sobel test statistic: 2.10616088

One-tailed probability: 0.01759519

Two-tailed probability: 0.03519038