

## Lampiran Hasil Analisis

### Uji Validitas X1-Y

<i>Item-Total Statistics</i>					
	<i>Scale Mean if Item Deleted</i>	<i>Scale Variance if Item Deleted</i>	<i>Corrected Item- Total Correlation</i>	<i>Squared Multiple Correlation</i>	<i>Cronbach's Alpha if Item Deleted</i>
X1.1	37.23	23.172	.585	.514	.868
X1.2	37.48	22.622	.640	.547	.864
X1.3	37.73	21.340	.679	.561	.860
X1.4	37.79	23.292	.479	.402	.875
X1.5	37.99	21.185	.680	.533	.860
X1.6	37.68	23.045	.484	.397	.875
X1.7	37.63	21.780	.720	.550	.858
X1.8	38.19	21.669	.558	.360	.872
X1.9	37.45	22.518	.610	.562	.866
X1.10	37.47	22.436	.640	.607	.864

### Uji Validitas X2-Y

<i>Item-Total Statistics</i>					
	<i>Scale Mean if Item Deleted</i>	<i>Scale Variance if Item Deleted</i>	<i>Corrected Item- Total Correlation</i>	<i>Squared Multiple Correlation</i>	<i>Cronbach's Alpha if Item Deleted</i>
X2.1	23.31	15.761	.723	.690	.848
X2.2	23.33	16.224	.747	.705	.846
X2.3	23.20	16.329	.668	.464	.856
X2.4	23.13	17.455	.613	.414	.863
X2.5	23.19	17.602	.638	.431	.861
X2.6	23.18	16.616	.635	.443	.860
X2.7	23.37	16.318	.593	.373	.868

### Uji Validitas X3-Y

<i>Item-Total Statistics</i>					
	<i>Scale Mean if Item Deleted</i>	<i>Scale Variance if Item Deleted</i>	<i>Corrected Item- Total Correlation</i>	<i>Squared Multiple Correlation</i>	<i>Cronbach's Alpha if Item Deleted</i>
X3.1	51.12	67.062	.720	.794	.928
X3.2	51.10	67.284	.789	.839	.926
X3.3	51.02	68.874	.640	.677	.931
X3.4	50.97	69.192	.691	.608	.929
X3.5	50.93	67.743	.769	.671	.927
X3.6	51.11	68.299	.722	.603	.928
X3.7	51.13	67.932	.672	.734	.930
X3.8	51.13	68.346	.689	.577	.929
X3.9	50.70	72.061	.624	.596	.931
X3.10	50.91	69.496	.689	.705	.929
X3.11	50.79	70.956	.660	.632	.930
X3.12	50.89	71.761	.618	.507	.931
X3.13	50.95	70.384	.636	.529	.931
X3.14	50.85	69.355	.677	.610	.929

## Uji Reliabilitas X1 – Y

<i>Reliability Statistics</i>		
<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha Based on Standardized Items</i>	<i>N of Items</i>
.878	.880	10

## Uji Reliabilitas X2 – Y

<i>Reliability Statistics</i>		
<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha Based on Standardized Items</i>	<i>N of Items</i>
.875	.877	7

## Uji Reliabilitas X3-Y

<i>Reliability Statistics</i>		
<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha Based on Standardized Items</i>	<i>N of Items</i>
.934	.935	14

## Uji Normalitas

<i>One-Sample Kolmogorov-Smirnov Test</i>		
	<i>Unstandardized Residual</i>	
N	120	
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.08625097
Most Extreme Differences	Absolute	.058
	Positive	.055
	Negative	-.058
Test Statistic	.058	
Asymp. Sig. (2-tailed)	.200 <sup>c,d</sup>	

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

## Uji Multikolinearitas

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	4.041	1.578		2.561	.012	.916	7.166					
	User Interface	.341	.054	.526	6.278	.000	.234	.449	.696	.504	.396	.565	1.769
	Brand Image	-.091	.064	-.139	-1.428	.156	-.217	.035	.442	-.131	-.090	.418	2.392
	Digital Literacy	.130	.037	.379	3.552	.001	.058	.203	.617	.313	.224	.348	2.871

a. Dependent Variable: Minat

## Uji Heteroskedastisitas

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

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.670	1.046		3.507	.001		
	User Interface	-.014	.034	-.048	-4.22	.674	.647	1.545
	Brand Image	-.044	.039	-.147	-1.127	.262	.482	2.073
	Digital Literacy	-.009	.027	-.044	-3.42	.733	.503	1.989

<sup>a</sup>Dependent Variable: Minat

## Uji T

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	4.041	1.578		2.561	.012
	User Interface	.341	.054	.526	6.278	.000
	Brand Image	-.091	.064	-.139	-1.428	.156
	Digital Literacy	.130	.037	.379	3.552	.001

<sup>a</sup>Dependent Variable: Minat

## Uji F

ANOVA<sup>a</sup>

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	605.926	3	201.975	45.235	.000 <sup>b</sup>
	Residual	517.941	116	4.465		
	Total	1123.867	119			

<sup>a</sup>Dependent Variable: Minat

<sup>b</sup>Predictors: (Constant), Digital Literacy, User Interface, Brand Image

## Uji Koefisien Determinasi

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Durbin-Watson	
					R Square Change	F Change	df1	df2		Sig. F Change
1	.734 <sup>a</sup>	.539	.527	2.113	.539	45.235	3	116	.000	2.054

a. Predictors: (Constant), Digital Literacy, User Interface, Brand Image

b. Dependent Variable: Minat