

## LAMPIRAN 1

No:

### KUESIONER PENELITIAN

Responden Yth,

Nama saya adalah Daru Linggar Pratikto, Mahasiswa Departemen Manajemen Fakultas Ekonomi Universitas Indonesia (FEUI) angkatan 2003 konsentrasi Pemasaran, yang sedang mengadakan penelitian untuk karya akhir/skripsi mengenai “**Pengukuran Penerimaan Konsumen terhadap mobile marketing**”. Untuk kelancaran penelitian ini, mohon seluruh pertanyaan dalam penelitian ini dijawab dengan baik. Kerahasiaan identitas responden akan terjaga dalam proses pengolahan data maupun publikasi hasil penelitian ini. Atas kesediaan waktu yang diberikan, saya ucapkan terima kasih.

#### Bagian I

*Petunjuk: Lingkari pilihan jawaban anda*

1. Apakah anda pengguna kartu Telkomsel?
  - a. Ya
  - b. Tidak

**Jika jawaban anda ‘Tidak’, stop disini. Pertanyaan berikutnya tidak perlu dijawab.**

**Terima kasih**

2. Apakah kartu yang anda gunakan saat ini?
  - a. Kartu Halo
  - b. simPATI
  - c. Kartu As
3. Berapa lamakah anda menjadi pengguna Telkomsel?
  - a. <1 bulan
  - b. 1-3 bulan
  - c. 3-9 bulan
  - d. 9-12 bulan
  - e. >1 tahun

#### **Bacalah informasi berikut ini**

Telkomsel memiliki berbagai layanan pemasaran selular yang diberikan kepada penggunanya melalui SMS seperti berbagai kuis dengan hadiah yang menarik, kupon dengan diskon di beberapa tempat makan (restoran), dan tempat hiburan, ataupun SMS yang ditujukan untuk menjaga hubungan dengan pelanggannya dengan menginformasikan acara dari Telkomsel misalnya Semarak Puncak Kemenangan TELKOMSELpoin. Dibawah ini adalah contoh SMS tersebut:

Abadikan dgn MMS  
Silaturahmi Idul Fitri  
Anda dgn  
keluarga/kerabat &  
kirim ke No. 4050,  
siapa tahu MMS Anda  
terpilih sbg yg terbaik  
& dpt 1 bh SGH-F300

Plg Yth,dptkan diskon  
maks 30% di  
Dufan,Atlantis,Gelangga  
ng Samudra&Putri  
Duyung Ancol hanya  
dgn menunjukkan  
voucher isi ulang min  
50rb.Berlaku sampai 31  
Des 07

Plgn Yth,Dptkan disc  
25% utk menu Bento  
Express khusus  
pelanggan  
TELKOMSEL,berlaku  
dine in&take away.  
Untuk delivery,min. 3  
paket.Telp:3101177  
(1Agust-31Des07)

Aktifkan NSP OPICK sblm 31Okt07 & raih 3 unit Motor HondaFit X. Ketik Ring On 0360005 (Tombo Ati) atau Ring On 0360027 (Alhamdulillah) ke 1212,Rp.9900/30hari

Saksikan Semarak Puncak Kemenangan TELKOMSEL poin bersama Nidji, Drive, Ira Swara, Sabtu 08-09-07 pk1 16.30-17.30 WIB di RCTI. Siapa tahu Anda pemenangnya

mobiRELIGI.1 kali akses dpt utk 1 bln! Doa Harian Ramadhan, Fhadilah Tarawih & lainnya. Ketik: MR merkhp tipehp, contoh: MR NOKIA N70 kirim ke 9798 tarif 350

Dapatkan DOA & AMALAN di bulan Ramadhan untuk meningkatkan Ibadah anda dalam Ramadhan Bersama TELKOMSEL. Ketik REG<spasi>DOA kirim ke 9798 tarif 550/sms

Mau Xenia, Yamaha MIO&hadiah lainnya,ikuti KUIS Lebaran Ceria dg Telkomsel.Ktk REG LBR ke 3767,Rp.1000/sms.1SM S/hr.Berhenti ktk UNREG LBR ke 3767.CS:68689746

Selain berbagai layanan diatas, Telkomsel memberikan layanan *content*, seperti berita, horoskop, olahraga, kuis, dan lainnya yang diakses melalui registrasi dengan SMS seperti dengan mengetik <nama layanan>\_on yang dikirimkan dengan ke nomor tertentu seperti 5454 yang selanjutnya akan dikirimkan layanan tersebut hingga kita tidak menginginkannya lagi dengan cara mengetik <nama layanan>\_off. Berkaitan dengan informasi diatas, berikut ini adalah pertanyaan-pertanyaan mengenai layanan tersebut bagi anda:

## **Bagian II**

***Petunjuk:*** *Lingkarilah pilihan jawaban dari 1 (sangat tidak setuju), 2 (tidak setuju), 3 (netral), 4 (setuju), sampai 5 (sangat setuju) yang sesuai dengan Anda.*

1. Saya biasanya termasuk orang pertama yang mencoba produk baru

1	2	3	4	5
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Sangat tidak setuju

Sangat setuju

2. Saya sering mencoba produk baru sebelum teman-teman saya

1	2	3	4	5
---	---	---	---	---

Sangat tidak setuju

Sangat setuju

3. Pada umumnya saya senang membeli produk baru

1	2	3	4	5
---	---	---	---	---

Sangat tidak setuju

Sangat setuju

4. Saya memiliki pengetahuan luas mengenai berbagai teknologi komunikasi selular (misalnya: MMS, WAP, GPRS, EDGE, dan 3G)
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
5. Dibandingkan dengan teman-teman saya, saya lebih memiliki pengetahuan dalam berbagai teknologi komunikasi selular (misalnya: MMS, WAP, GPRS, EDGE, dan 3G)
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
6. Di antara teman-teman saya, biasanya saya yang pertama tahu mengenai ponsel terbaru
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
7. Saya senang membandingkan berbagai iklan yang berbeda
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
8. Saya cenderung mengamati berbagai iklan untuk melihat perubahannya
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
9. Pada umumnya saya menganggap iklan adalah sesuatu yang bermanfaat bagi saya
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
10. Saya menyukai iklan
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
11. Melalui SMS iklan pada ponsel saya, saya menerima informasi yang cepat
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
12. Melalui SMS iklan pada ponsel saya, saya menerima iklan yang eksklusif (lebih personal)
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
13. SMS iklan yang disesuaikan (di-customize) dengan kebutuhan pribadi saya sangat bermanfaat bagi saya
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
14. Menurut saya SMS iklan melalui ponsel sangat menarik
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju

15. SMS iklan yang disesuaikan (di-customize) dengan kebutuhan pribadi saya sangat menarik
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
16. Menurut saya, SMS iklan bersifat menghibur
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
17. Saya mengirim ulang pesan SMS iklan yang saya suka kepada teman-teman saya
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
18. Dengan adanya SMS iklan melalui ponsel saya, saya bisa menunjukkan bahwa saya tergolong orang yang selalu mengikuti kemajuan perkembangan teknologi
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
19. SMS iklan melalui ponsel bermanfaat bagi saya
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
20. Ada resiko penyalahgunaan data pribadi saat menggunakan layanan selular seperti yang disebutkan dalam informasi diatas
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
21. Ada resiko menerima SMS yang tidak diinginkan saat menggunakan layanan selular seperti yang disebutkan dalam informasi diatas
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
22. Jika saya menggunakan layanan selular seperti yang disebutkan dalam informasi diatas, maka sebagian besar orang yang saya anggap penting, akan menganggap saya berpengetahuan luas
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
23. Jika saya menggunakan layanan selular seperti yang disebutkan dalam informasi diatas, maka sebagian besar orang yang saya anggap penting, akan menganggapnya bermanfaat.
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju
24. Jika saya menggunakan layanan selular seperti yang disebutkan dalam informasi diatas, maka sebagian besar orang yang saya anggap penting, akan menganggapnya berharga
- |   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
- Sangat tidak setuju Sangat setuju

25. Menurut saya, menerima SMS iklan melalui ponsel itu sesuatu yang positif

1	2	3	4	5
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Sangat tidak setuju

Sangat setuju

26. Saya senang menerima SMS iklan melalui ponsel saya

1	2	3	4	5
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Sangat tidak setuju

Sangat setuju

27. Saya sangat berminat menggunakan layanan selular seperti yang disebutkan dalam informasi diatas

1	2	3	4	5
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Sangat tidak setuju

Sangat setuju

28. Saya akan mempertimbangkan untuk memanfaatkan layanan selular seperti yang disebutkan dalam informasi diatas

1	2	3	4	5
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Sangat tidak setuju

Sangat setuju

29. Di masa mendatang, saya akan memanfaatkan layanan selular seperti yang disebutkan dalam informasi diatas

1	2	3	4	5
---	---	---	---	---

Sangat tidak setuju

Sangat setuju

### **Bagian III**

***Petunjuk:*** berilah tanda  $\surd$  pada kotak () yang sesuai dengan Anda.

### **Profil Responden**

1. Apa jenis pekerjaan anda saat ini? (Pilih salah satu, beri tanda (X) pada pilihan anda)

- |                                       |  |
|---------------------------------------|--|
| <input type="checkbox"/> Wiraswasta   | <input type="checkbox"/> PNS / Militer / Polri   |
| <input type="checkbox"/> Karyawan     | <input type="checkbox"/> Mahasiswa               |
| <input type="checkbox"/> Guru / Dosen | <input type="checkbox"/> Lainnya (sebutkan)..... |

2. Berapa rata-rata pengeluaran anda dalam sebulan? (Pilih salah satu, beri tanda (X) pada pilihan anda)

Rp 500.000 - Rp 1.000.000	1
Rp 1.000.001 - Rp 2.500.000	2
Rp 2.500.001 - Rp 5.000.000	3
Rp 5.000.001 - Rp 7.500.000	4
> Rp 7.500.000	5

3. Berapa rata-rata pengeluaran pulsa anda dalam sebulan ? (Pilih salah satu, beri tanda (X) pada pilihan anda)

< Rp 50.000	1
Rp 50.001 - Rp 100.000	2
Rp 100.001 - Rp 150.000	3
Rp 150.001 - Rp 200.000	4
> Rp 200.001	5

4. Pendidikan terakhir anda. (Pilih salah satu, beri tanda (X) pada pilihan anda)

Sekolah dasar/ sederajat	1
Sekolah Lanjutan Tingkat Pertama/ sederajat	2
Sekolah Lanjutan Tingkat Atas/ sederajat	3
Akademi/ Diploma/ pernah kuliah	4
Sarjana	5
Pascasarjana (S-2 atau S-3)	6

5. Wilayah tempat tinggal / domisili anda saat ini. (Pilih salah satu, beri tanda (X) pada pilihan anda)

- Jakarta Utara       Jakarta Pusat       Depok  
 Jakarta Barat       Jakarta Selatan       Tangerang  
 Jakarta Timur       Bogor       Bekasi  
 Lainnya (sebutkan) .....

6. Jenis Kelamin anda. (Pilih salah satu, beri tanda (X) pada pilihan anda)

7. Usia anda saat ini. (Isi 

Laki-laki	1
Perempuan	2

 kolom disamping):

(.....)

8. Untuk keperluan pengesahan kuesioner ini. Saya harap anda memberikan tanda tangan anda pada tempat yang tersedia dibawah ini.

**Tanda Tangan Responden**

(.....)

**Terima kasih atas waktu yang anda sediakan untuk mengisi kuesioner ini.**

## LAMPIRAN 2 HASIL TEST RELIABILITAS

### Analisa Reliabilitas (konstruk 1: Innovativeness)

#### Case Processing Summary

		N	%
Cases	Valid	356	100,0
	Excluded <sup>a</sup>	0	,0
	Total	356	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,844	3

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
in1	6,03	3,523	,771	,722
in2	6,07	3,494	,771	,722
in3	5,63	3,980	,595	,889

### Analisa Reliabilitas (konstruk 2: Existing Knowledge)

#### Case Processing Summary

		N	%
Cases	Valid	356	100,0
	Excluded <sup>a</sup>	0	,0
	Total	356	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,789	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ek1	5,75	2,947	,683	,652
ek2	5,92	2,985	,725	,608
ek3	5,89	3,582	,493	,851

**Analisa Reliabilitas (Konstruk 3: Information Seeker)**

**Case Processing Summary**

		N	%
Cases	Valid	356	100,0
	Excluded <sup>a</sup>	0	,0
	Total	356	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,786	2

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
is1	3,59	,974	,648	. <sup>a</sup>
is2	3,54	1,032	,648	. <sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

**Analisa Reliabilitas (konstruk 4: Attitude toward Advertising)**

**Case Processing Summary**

		N	%
Cases	Valid	356	100,0
	Excluded <sup>a</sup>	0	,0
	Total	356	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,791	2



#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ata1	3,57	,950	,655	. <sup>a</sup>
ata2	3,66	,968	,655	. <sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

### Analisa Reliabilitas (konstruk 5: Perceived Utility Information)

#### Case Processing Summary

		N	%
Cases	Valid	356	100,0
	Excluded <sup>a</sup>	0	,0
	Total	356	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,772	2

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pu1inf	3,37	1,108	,629	. <sup>a</sup>
pu2inf	3,54	1,083	,629	. <sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

### Analisa Reliabilitas (konstruk 6: Perceived Utility Entertainment)

#### Case Processing Summary

		N	%
Cases	Valid	356	100,0
	Excluded <sup>a</sup>	0	,0
	Total	356	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,760	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pu4ent	6,66	2,992	,675	,581
pu5ent	6,56	3,273	,575	,697
pu6ent	6,81	3,387	,528	,749

## Analisa Reliabilitas (konstruk 7: Perceived Utility Social)

### Case Processing Summary

		N	%
Cases	Valid	356	100,0
	Excluded <sup>a</sup>	0	,0
	Total	356	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,761	2

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pu7soc	3,00	1,268	,615	. <sup>a</sup>
pu8soc	2,62	1,308	,615	. <sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

## Analisa Reliabilitas (konstruk 8: Perceived Utility)

### Case Processing Summary

		N	%
Cases	Valid	356	100,0
	Excluded <sup>a</sup>	0	,0
	Total	356	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,715	2

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pu3	3,37	1,084	,557	. <sup>a</sup>
pu9	3,54	,953	,557	. <sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

### Analisa Reliabilitas (konstruk 9: Perceived Risk)

#### Case Processing Summary

		N	%
Cases	Valid	356	100,0
	Excluded <sup>a</sup>	0	,0
	Total	356	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,814	2

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pr1	3,60	1,164	,686	. <sup>a</sup>
pr2	3,49	1,118	,686	. <sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

### Analisa Reliabilitas (konstruk 10: Social Norms)

#### Case Processing Summary

		N	%
Cases	Valid	356	100,0
	Excluded <sup>a</sup>	0	,0
	Total	356	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,870	3

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
sn1	6,10	2,944	,742	,825
sn2	5,98	3,025	,771	,798
sn3	6,05	3,099	,740	,826

### Analisa Reliabilitas (konstruk 11: Attitude toward Mobile Marketing)

#### Case Processing Summary

		N	%
Cases	Valid	356	100,0
	Excluded <sup>a</sup>	0	,0
	Total	356	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,847	2

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
aact1	3,28	1,122	,736	. <sup>a</sup>
aact2	3,44	,952	,736	. <sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

## Analisa Reliabilitas (konstruk 12: Behavioral Intention)

### Case Processing Summary

		N	%
Cases	Valid	356	100,0
	Excluded <sup>a</sup>	0	,0
	Total	356	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,762	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
bi1	6,96	2,517	,618	,653
bi2	6,67	3,022	,522	,757
bi3	6,66	2,540	,647	,619

### LAMPIRAN 3 HASIL ANALISA FAKTOR

#### Analisa Faktor (konstruk 1: Innovativeness)

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,679
Bartlett's Test of Sphericity	Approx. Chi-Square	516,189
	df	3
	Sig.	,000

##### Anti-image Matrices

		in1	in2	in3
Anti-image Covariance	in1	,341	-,241	-,106
	in2	-,241	,340	-,107
	in3	-,106	-,107	,646
Anti-image Correlation	in1	,635 <sup>a</sup>	-,707	-,227
	in2	-,707	,635 <sup>a</sup>	-,229
	in3	-,227	-,229	,860 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

##### Communalities

	Initial	Extraction
in1	1,000	,830
in2	1,000	,831
in3	1,000	,633

Extraction Method: Principal Component Analysis.

##### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,294	76,458	76,458	2,294	76,458	76,458
2	,507	16,894	93,351			
3	,199	6,649	100,000			

Extraction Method: Principal Component Analysis.

### Component Matrix<sup>a</sup>

	Component
	1
in1	,911
in2	,911
in3	,796

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

### Analisa Faktor (konstruk 2: Existing Knowledge)

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,643
Bartlett's Test of Sphericity	Approx. Chi-Square	381,814
	df	3
	Sig.	,000

#### Anti-image Matrices

		ek1	ek2	ek3
Anti-image Covariance	ek1	,443	-,290	-,077
	ek2	-,290	,419	-,149
	ek3	-,077	-,149	,752
Anti-image Correlation	ek1	,612 <sup>a</sup>	-,673	-,133
	ek2	-,673	,600 <sup>a</sup>	-,266
	ek3	-,133	-,266	,828 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

#### Communalities

	Initial	Extraction
ek1	1,000	,775
ek2	1,000	,808
ek3	1,000	,536

Extraction Method: Principal Component Analysis.

#### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,120	70,664	70,664	2,120	70,664	70,664
2	,623	20,779	91,444			
3	,257	8,556	100,000			

Extraction Method: Principal Component Analysis.

### Component Matrix<sup>a</sup>

	Component
	1
ek1	,881
ek2	,899
ek3	,732

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

### Analisa Faktor (konstruk 3: Information Seeker)

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,500
Bartlett's Test of Sphericity	Approx. Chi-Square	192,317
	df	1
	Sig.	,000

#### Anti-image Matrices

		is1	is2
Anti-image Covariance	is1	,580	-,376
	is2	-,376	,580
Anti-image Correlation	is1	,500 <sup>a</sup>	-,648
	is2	-,648	,500 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

#### Communalities

	Initial	Extraction
is1	1,000	,824
is2	1,000	,824

Extraction Method: Principal Component Analysis.

#### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,648	82,388	82,388	1,648	82,388	82,388
2	,352	17,612	100,000			

Extraction Method: Principal Component Analysis.



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

	Component
	1
is1	,908
is2	,908

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**Analisa Faktor (konstruk 4: Attitude toward Advertising)**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,500
Bartlett's Test of Sphericity	Approx. Chi-Square	197,773
	df	1
	Sig.	,000

**Anti-image Matrices**

		ata1	ata2
Anti-image Covariance	ata1	,572	-,374
	ata2	-,374	,572
Anti-image Correlation	ata1	,500 <sup>a</sup>	-,655
	ata2	-,655	,500 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
ata1	1,000	,827
ata2	1,000	,827

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,655	82,730	82,730	1,655	82,730	82,730
2	,345	17,270	100,000			

Extraction Method: Principal Component Analysis.

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

	Component
	1
ata1	,910
ata2	,910

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**Analisa Faktor (konstruk 5: Perceived Utility Information)****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,500
Bartlett's Test of Sphericity	Approx. Chi-Square	178,073
	df	1
	Sig.	,000

**Anti-image Matrices**

		pu1inf	pu2inf
Anti-image Covariance	pu1inf	,604	-,380
	pu2inf	-,380	,604
Anti-image Correlation	pu1inf	,500 <sup>a</sup>	-,629
	pu2inf	-,629	,500 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
pu1inf	1,000	,815
pu2inf	1,000	,815

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,629	81,454	81,454	1,629	81,454	81,454
2	,371	18,546	100,000			

Extraction Method: Principal Component Analysis.

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

	Component
	1
pu1inf	,903
pu2inf	,903

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**Analisa Faktor (konstruk 6: Perceived Utility Entertainment)**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,661
Bartlett's Test of Sphericity	Approx. Chi-Square	281,904
	df	3
	Sig.	,000

**Anti-image Matrices**

		pu4ent	pu5ent	pu6ent
Anti-image Covariance	pu4ent	,541	-,288	-,244
	pu5ent	-,288	,630	-,088
	pu6ent	-,244	-,088	,702
Anti-image Correlation	pu4ent	,617 <sup>a</sup>	-,493	-,396
	pu5ent	-,493	,669 <sup>a</sup>	-,132
	pu6ent	-,396	-,132	,722 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
pu4ent	1,000	,765
pu5ent	1,000	,665
pu6ent	1,000	,602

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,032	67,745	67,745	2,032	67,745	67,745
2	,596	19,871	87,615			
3	,372	12,385	100,000			

Extraction Method: Principal Component Analysis.

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

	Component
	1
pu4ent	,875
pu5ent	,815
pu6ent	,776

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**Analisa Faktor (konstruk 7: Perceived Utility Social)**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,500
Bartlett's Test of Sphericity	Approx. Chi-Square	167,813
	df	1
	Sig.	,000

**Anti-image Matrices**

		pu7soc	pu8soc
Anti-image Covariance	pu7soc	,622	-,382
	pu8soc	-,382	,622
Anti-image Correlation	pu7soc	,500 <sup>a</sup>	-,615
	pu8soc	-,615	,500 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
pu7soc	1,000	,807
pu8soc	1,000	,807

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,615	80,738	80,738	1,615	80,738	80,738
2	,385	19,262	100,000			

Extraction Method: Principal Component Analysis.

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

	Component
	1
pu7soc	,899
pu8soc	,899

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**Analisa Faktor (konstruk 8: Perceived Utility)**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,500
Bartlett's Test of Sphericity	Approx. Chi-Square	131,291
	df	1
	Sig.	,000

**Anti-image Matrices**

		pu3	pu9
Anti-image Covariance	pu3	,690	-,384
	pu9	-,384	,690
Anti-image Correlation	pu3	,500 <sup>a</sup>	-,557
	pu9	-,557	,500 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
pu3	1,000	,778
pu9	1,000	,778

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,557	77,849	77,849	1,557	77,849	77,849
2	,443	22,151	100,000			

Extraction Method: Principal Component Analysis.

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

	Component
	1
pu3	,882
pu9	,882

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**Analisa Faktor (konstruk 9: Perceived Risk)**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,500
Bartlett's Test of Sphericity	Approx. Chi-Square	224,636
	df	1
	Sig.	,000

**Anti-image Matrices**

		pr1	pr2
Anti-image Covariance	pr1	,530	-,363
	pr2	-,363	,530
Anti-image Correlation	pr1	,500 <sup>a</sup>	-,686
	pr2	-,686	,500 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
pr1	1,000	,843
pr2	1,000	,843

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,686	84,290	84,290	1,686	84,290	84,290
2	,314	15,710	100,000			

Extraction Method: Principal Component Analysis.

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

	Component
	1
pr1	,918
pr2	,918

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**Analisa Faktor (konstruk 10: Social Norms)**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,738
Bartlett's Test of Sphericity	Approx. Chi-Square	524,364
	df	3
	Sig.	,000

**Anti-image Matrices**

		sn1	sn2	sn3
Anti-image Covariance	sn1	,447	-,190	-,151
	sn2	-,190	,406	-,188
	sn3	-,151	-,188	,450
Anti-image Correlation	sn1	,750 <sup>a</sup>	-,447	-,336
	sn2	-,447	,715 <sup>a</sup>	-,441
	sn3	-,336	-,441	,752 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
sn1	1,000	,785
sn2	1,000	,813
sn3	1,000	,783

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,381	79,362	79,362	2,381	79,362	79,362
2	,336	11,186	90,548			
3	,284	9,452	100,000			

Extraction Method: Principal Component Analysis.

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

	Component
	1
sn1	,886
sn2	,902
sn3	,885

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**Analisa Faktor (konstruk 11: Attitude toward Mobile Marketing)**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,500
Bartlett's Test of Sphericity	Approx. Chi-Square	276,304
	df	1
	Sig.	,000

**Anti-image Matrices**

		aact1	aact2
Anti-image Covariance	aact1	,458	-,337
	aact2	-,337	,458
Anti-image Correlation	aact1	,500 <sup>a</sup>	-,736
	aact2	-,736	,500 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
aact1	1,000	,868
aact2	1,000	,868

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,736	86,822	86,822	1,736	86,822	86,822
2	,264	13,178	100,000			

Extraction Method: Principal Component Analysis.



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

	Component
	1
aact1	,932
aact2	,932

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**Analisa Faktor (konstruk 12: Behavioral Intention)**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,676
Bartlett's Test of Sphericity	Approx. Chi-Square	277,268
	df	3
	Sig.	,000

**Anti-image Matrices**

		bi1	bi2	bi3
Anti-image Covariance	bi1	,597	-,147	-,293
	bi2	-,147	,726	-,193
	bi3	-,293	-,193	,572
Anti-image Correlation	bi1	,657 <sup>a</sup>	-,223	-,501
	bi2	-,223	,760 <sup>a</sup>	-,299
	bi3	-,501	-,299	,641 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
bi1	1,000	,707
bi2	1,000	,592
bi3	1,000	,735

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,034	67,801	67,801	2,034	67,801	67,801
2	,578	19,270	87,071			
3	,388	12,929	100,000			

Extraction Method: Principal Component Analysis.

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

	Component
	1
bi1	,841
bi2	,769
bi3	,857

Extraction Method: Principal Component Analysis.

a. 1 components extracted.



**LAMPIRAN 4**  
**HASIL ANALISA REGRESI**

**Analisa Regresi 1 (konstruk *Attitude toward Mobile Marketing* terhadap *Behavioral Intention*)**

**Variables Entered/Removed<sup>d</sup>**

Model	Variables Entered	Variables Removed	Method
1	Attitude Toward Mobile Marketing <sup>a</sup>	.	Enter

- a. All requested variables entered.  
b. Dependent Variable: Behavioral Intention

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,727 <sup>a</sup>	,529	,527	1,59965

- a. Predictors: (Constant), Attitude Toward Mobile Marketing

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1016,556	1	1016,556	397,264	,000 <sup>a</sup>
	Residual	905,849	354	2,559		
	Total	1922,404	355			

- a. Predictors: (Constant), Attitude Toward Mobile Marketing  
b. Dependent Variable: Behavioral Intention

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,143	,313		13,239	,000
	Attitude Toward Mobile Marketing	,892	,045	,727	19,931	,000

- a. Dependent Variable: Behavioral Intention

## Analisa Regresi 2 (konstruk *Social Norms* terhadap *Behavioral Intention*)

### Variables Entered/Removed<sup>d</sup>

Model	Variables Entered	Variables Removed	Method
1	Social Norms <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: Behavioral Intention

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,395 <sup>a</sup>	,156	,153	2,14132

a. Predictors: (Constant), Social Norms

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	299,218	1	299,218	65,256	,000 <sup>a</sup>
	Residual	1623,186	354	4,585		
	Total	1922,404	355			

a. Predictors: (Constant), Social Norms

b. Dependent Variable: Behavioral Intention

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,851	,423		16,184	,000
	Social Norms	,363	,045	,395	8,078	,000

a. Dependent Variable: Behavioral Intention

### Analisa Regresi 3 (konstruk *Social Norms* terhadap *Attitude toward Mobile Marketing*)

#### Variables Entered/Removed<sup>d</sup>

Model	Variables Entered	Variables Removed	Method
1	Social Norms <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: Attitude Toward Mobile Marketing

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,477 <sup>a</sup>	,227	,225	1,66951

a. Predictors: (Constant), Social Norms

#### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	289,878	1	289,878	104,001	,000 <sup>a</sup>
	Residual	986,692	354	2,787		
	Total	1276,570	355			

a. Predictors: (Constant), Social Norms

b. Dependent Variable: Attitude Toward Mobile Marketing

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,485	,330		10,558	,000
	Social Norms	,358	,035	,477	10,198	,000

a. Dependent Variable: Attitude Toward Mobile Marketing

## Analisa Regresi 4 (konstruk *Innovativeness* terhadap *Existing Knowledge*)

### Variables Entered/Removed<sup>d</sup>

Model	Variables Entered	Variables Removed	Method
1	Innovativeness <sup>a</sup>	.	Enter

- a. All requested variables entered.  
 b. Dependent Variable: Existing Knowledge

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,574 <sup>a</sup>	,329	,327	2,08395

- a. Predictors: (Constant), Innovativeness

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	753,548	1	753,548	173,516	,000 <sup>a</sup>
	Residual	1537,362	354	4,343		
	Total	2290,910	355			

- a. Predictors: (Constant), Innovativeness  
 b. Dependent Variable: Existing Knowledge

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,111	,371		11,071	,000
	Innovativeness	,527	,040	,574	13,173	,000

- a. Dependent Variable: Existing Knowledge

**Analisa Regresi 5 (konstruk *Existing Knowledge* terhadap *Attitude toward Mobile Marketing*)**

**Variables Entered/Removed<sup>d</sup>**

Model	Variables Entered	Variables Removed	Method
1	Existing Knowledge	.	Enter

- a. All requested variables entered.  
 b. Dependent Variable: Attitude Toward Mobile Marketing

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,221 <sup>a</sup>	,049	,046	1,85207

- a. Predictors: (Constant), Existing Knowledge

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62,287	1	62,287	18,158	,000 <sup>a</sup>
	Residual	1214,284	354	3,430		
	Total	1276,570	355			

- a. Predictors: (Constant), Existing Knowledge  
 b. Dependent Variable: Attitude Toward Mobile Marketing

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,280	,354		14,928	,000
	Existing Knowledge	,165	,039	,221	4,261	,000

- a. Dependent Variable: Attitude Toward Mobile Marketing

## Analisa Regresi 6 (konstruk *Information Seeker* terhadap *Attitude toward Advertising*)

### Variables Entered/Removed<sup>d</sup>

Model	Variables Entered	Variables Removed	Method
1	Information Seeker <sup>a</sup>	.	Enter

- a. All requested variables entered.  
 b. Dependent Variable: Attitude Toward Advertising

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,625 <sup>a</sup>	,391	,389	1,39213

- a. Predictors: (Constant), Information Seeker

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	440,119	1	440,119	227,097	,000 <sup>a</sup>
	Residual	686,060	354	1,938		
	Total	1126,180	355			

- a. Predictors: (Constant), Information Seeker  
 b. Dependent Variable: Attitude Toward Advertising

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,867	,299		9,581	,000
	Information Seeker	,612	,041	,625	15,070	,000

- a. Dependent Variable: Attitude Toward Advertising



**Analisa Regresi 7 (konstruk *Attitude toward Advertising* terhadap *Attitude toward Mobile Marketing*)**

**Variables Entered/Removed<sup>d</sup>**

Model	Variables Entered	Variables Removed	Method
1	Attitude Toward Advertising <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: Attitude Toward Mobile Marketing

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,502 <sup>a</sup>	,252	,250	1,64239

a. Predictors: (Constant), Attitude Toward Advertising

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	321,679	1	321,679	119,254	,000 <sup>a</sup>
	Residual	954,891	354	2,697		
	Total	1276,570	355			

a. Predictors: (Constant), Attitude Toward Advertising

b. Dependent Variable: Attitude Toward Mobile Marketing

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,860	,365		7,843	,000
	Attitude Toward Advertising	,534	,049	,502	10,920	,000

a. Dependent Variable: Attitude Toward Mobile Marketing

**Analisa Regresi 8 (konstruk *Perceived Utility* terhadap *Attitude toward Mobile Marketing*)**

**Variables Entered/Removed<sup>d</sup>**

Model	Variables Entered	Variables Removed	Method
1	Perceived Utility	.	Enter

- a. All requested variables entered.  
 b. Dependent Variable: Attitude Toward Mobile Marketing

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,708 <sup>a</sup>	,501	,500	1,34144

- a. Predictors: (Constant), Perceived Utility

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	639,557	1	639,557	355,413	,000 <sup>a</sup>
	Residual	637,013	354	1,799		
	Total	1276,570	355			

- a. Predictors: (Constant), Perceived Utility  
 b. Dependent Variable: Attitude Toward Mobile Marketing

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,518	,285		5,319	,000
	Perceived Utility	,754	,040	,708	18,852	,000

- a. Dependent Variable: Attitude Toward Mobile Marketing

## Analisa Regresi 9 (konstruk *Perceived Utility Information* terhadap *Perceived Utility*)

### Variables Entered/Removed<sup>d</sup>

Model	Variables Entered	Variables Removed	Method
1	PU information	.	Enter

a. All requested variables entered.

b. Dependent Variable: Perceived Utility

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,696 <sup>a</sup>	,485	,483	1,27998

a. Predictors: (Constant), PU information

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	545,145	1	545,145	332,739	,000 <sup>a</sup>
	Residual	579,978	354	1,638		
	Total	1125,124	355			

a. Predictors: (Constant), PU information

b. Dependent Variable: Perceived Utility

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,378	,258		9,231	,000
	PU information	,656	,036	,696	18,241	,000

a. Dependent Variable: Perceived Utility

**Analisa Regresi 10 (konstruk *Perceived Utility Entertainment* terhadap *Perceived Utility*)**

**Variables Entered/Removed<sup>d</sup>**

Model	Variables Entered	Variables Removed	Method
1	PU entertainment	.	Enter

a. All requested variables entered.

b. Dependent Variable: Perceived Utility

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,778 <sup>a</sup>	,606	,604	1,11966

a. Predictors: (Constant), PU entertainment

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	681,338	1	681,338	543,492	,000 <sup>a</sup>
	Residual	443,785	354	1,254		
	Total	1125,124	355			

a. Predictors: (Constant), PU entertainment

b. Dependent Variable: Perceived Utility

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,454	,241		6,021	,000
	PU entertainment	,545	,023	,778	23,313	,000

a. Dependent Variable: Perceived Utility

## Analisa Regresi 11 (konstruk *Perceived Utility Social* terhadap *Perceived Utility*)

### Variables Entered/Removed<sup>d</sup>

Model	Variables Entered	Variables Removed	Method
1	PU social <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: Perceived Utility

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,586 <sup>a</sup>	,344	,342	1,44416

a. Predictors: (Constant), PU social

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	386,824	1	386,824	185,475	,000 <sup>a</sup>
	Residual	738,299	354	2,086		
	Total	1125,124	355			

a. Predictors: (Constant), PU social

b. Dependent Variable: Perceived Utility

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,036	,225		17,976	,000
	PU social	,512	,038	,586	13,619	,000

a. Dependent Variable: Perceived Utility

**Analisa Regresi 12 (konstruk *Perceived Risk* terhadap *Attitude toward Mobile Marketing*)**

**Variables Entered/Removed<sup>d</sup>**

Model	Variables Entered	Variables Removed	Method
1	Perceived Risk <sup>a</sup>	.	Enter

- a. All requested variables entered.  
 b. Dependent Variable: Attitude Toward Mobile Marketing

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,028 <sup>a</sup>	,001	-,002	1,89824

- a. Predictors: (Constant), Perceived Risk

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,003	1	1,003	,278	,598 <sup>a</sup>
	Residual	1275,568	354	3,603		
	Total	1276,570	355			

- a. Predictors: (Constant), Perceived Risk  
 b. Dependent Variable: Attitude Toward Mobile Marketing

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,920	,378		18,310	,000
	Perceived Risk	-,027	,051	-,028	-,528	,598

- a. Dependent Variable: Attitude Toward Mobile Marketing