



LAMPIRAN

Lampiran 01. Kuesioner Penelitian



**KUESIONER PENELITIAN
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN**

Kepada

Yth. Bapak/Ibu, Saudara/i

Hal : Pengisian Kuesioner

Dengan Hormat,

Dengan rangka menyelesaikan studi di Undiksha pada Jurusan Manajemen, dengan ini saya mengadakan penelitian berjudul **“Peran *Brand Image* Memediasi *Word of Mouth* terhadap Keputusan Pembelian Produk Indihome di Datel Singaraja”**.

Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan mengisi kuesioner ini. Atas kesediaan dan bantuan Bapak/Ibu, Saudara/i yang turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terima kasih.

Singaraja, 7 Januari 2022

Peneliti

Kadek Oktapiani
NIM. 1817041097

A. Identitas Responden

(Beri tanda \surd dapat kotak jawaban)

1. Nama :
2. Alamat :
3. Usia :tahun
4. Jenis Kelamin : Laki-laki Perempuan
5. Apakah telah menggunakan produk indihome selama 3 bulan lebih?
 IYA TIDAK

Jika anda menjawab IYA, silahkan lanjutkan mengisi kuesioner, namun jika menjawab TIDAK silahkan berhenti untuk mengisi kuesioner.

B. Petunjuk Pengisian Kuesioner

Silahkan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (\surd) pada pilihan jawaban yang tersedia.

Keterangan :

- SS : Sangat Setuju
 S : Setuju
 N : Netral
 TS : Tidak Setuju
 STS : Sangat Tidak Setuju

C. Draft Pernyataan

1. Keputusan Pembelian

No	Pernyataan	SS	S	N	TS	STS
	Keputusan Pembelian	5	4	3	2	1
1	Saya mengidentifikasi kebutuhan terlebih dahulu sebelum memutuskan untuk menggunakan produk indihome					
2	Saya menggunakan indihome karena sudah membandingkan <i>brand</i> dan keunggulan yang dimiliki indihome dengan provider lainnya.					
3	Saya memutuskan untuk menggunakan produk indihome karena sesuai dengan kebutuhan saya					

4	Saya akan melakukan pembelian ulang terhadap produk indihome bila nanti diperlukan untuk tempat lainnya					
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2. *Word of Mouth*

No	Pernyataan <i>Word of Mouth</i>	SS	S	N	TS	STS
		5	4	3	2	1
1	Saya akan merekomendasikan produk indihome kepada orang lain					
2	Saya akan memberikan informasi tentang pengetahuan saya terkait produk indihome kepada orang lain					
3	Saya memiliki keinginan untuk memberitahukan produk indihome kepada orang lain					
4	Dengan adanya <i>word of mouth</i> dapat mengurangi ketidakpastian tentang produk indihome					
5	Saya akan ikut serta dalam menjalin <i>word of mouth</i> terkait produk indihome					

3. *Brand Image*

No	Pernyataan <i>Brand Image</i>	SS	S	N	TS	STS
		5	4	3	2	1
1	Saya menggunakan indihome karena indihome memiliki <i>corporate image</i> (citra perusahaan) yang baik					
2	Saya menggunakan indihome karena indihome memiliki <i>product image</i> (citra produk) yang baik					
3	Memakai indihome memberikan kesan tersendiri dilingkungan saya					

Lampiran 02 : Deskripsi data responden

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-laki	46	46,0	46,0	46,0
Valid Perempuan	54	54,0	54,0	100,0
Total	100	100,0	100,0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
20-26	61	61,0	61,0	61,0
27-33	20	20,0	20,0	81,0
Valid 34-40	11	11,0	11,0	92,0
41-47	8	8,0	8,0	100,0
Total	100	100,0	100,0	

Lampiran 03 : Hasil Data Ordinal Pernyataan Responden

no	<i>Word of Mouth (X1)</i>						<i>Brand Image (X2)</i>				Keputusan Pembelian (Y)				
	x1.1	x1.2	x1.3	x1.4	x1.5	t.x1	x2.1	x2.2	x2.3	t.x2	y1	y2	y3	y4	t.y
1	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
2	3	4	3	4	3	17	4	3	5	12	5	4	3	5	17
3	4	4	4	4	4	20	4	4	5	13	5	4	5	4	18
4	4	5	4	4	4	21	5	4	4	13	4	4	5	4	17
5	4	2	3	4	3	16	2	2	3	7	4	3	4	4	15
6	5	5	5	5	5	25	4	4	4	12	4	4	4	5	17
7	3	4	3	5	3	18	4	5	4	13	4	5	3	4	16
8	4	4	4	4	4	20	4	5	5	14	4	3	4	4	15
9	3	3	3	3	2	14	4	4	4	12	4	3	4	3	14
10	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
11	4	5	4	5	4	22	4	5	4	13	4	5	3	3	15
12	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
13	3	3	3	4	3	16	4	4	4	12	4	3	4	3	14
14	5	5	5	3	4	22	4	4	4	12	4	4	4	4	16
15	5	4	4	5	4	22	4	5	5	14	4	5	5	4	18
16	4	5	4	5	4	22	4	5	4	13	4	5	4	5	18
17	4	4	4	4	4	20	3	3	4	10	4	4	4	4	16
18	4	4	4	4	4	20	4	5	4	13	5	4	5	4	18
19	5	5	3	4	3	20	3	3	5	11	5	5	5	3	18
20	5	4	5	5	5	24	5	5	5	15	4	4	4	5	17

Hasil Data Ordinal Pernyataan Responden (lanjutan)

no	Word of Mouth (X1)						Brand Image (X2)				Keputusan Pembelian (Y)				
	x1.1	x1.2	x1.3	x1.4	x1.5	t.x1	x2.1	x2.2	x2.3	t.x2	y1	y2	y3	y4	t.y
21	4	4	4	5	5	22	5	5	5	15	5	5	5	4	19
22	5	5	4	4	5	23	5	4	4	13	4	4	5	4	17
23	5	5	5	5	5	25	4	4	4	12	4	4	4	5	17
24	5	4	5	4	4	22	5	5	4	14	5	5	5	5	20
25	5	4	4	5	4	22	4	5	4	13	4	5	4	4	17
26	5	5	5	5	5	25	3	3	3	9	3	3	3	3	12
27	4	4	4	5	4	21	4	4	4	12	4	4	5	4	17
28	5	5	4	5	4	23	5	4	4	13	5	3	4	3	15
29	4	3	3	3	3	16	3	2	3	8	4	3	4	2	13
30	3	3	3	3	4	16	3	3	4	10	3	3	3	4	13
31	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
32	5	5	5	4	4	23	5	5	5	15	5	5	5	5	20
33	4	4	4	4	4	20	4	4	4	12	5	4	4	4	17
34	3	4	3	4	3	17	3	3	4	10	4	3	5	3	15
35	4	4	4	5	4	21	4	4	4	12	4	4	4	4	16
36	3	3	4	4	3	17	5	3	5	13	4	3	5	3	15
37	5	4	4	5	5	23	3	3	5	11	5	4	4	5	18
38	5	3	3	4	4	19	5	5	5	15	5	4	5	4	18
39	5	5	5	4	4	23	5	5	5	15	4	4	5	4	17
40	5	5	5	5	5	25	4	4	4	12	5	4	5	4	18

Hasil Data Ordinal Pernyataan Responden (lanjutan)

no	<i>Word of Mouth (X1)</i>						<i>Brand Image (X2)</i>				Keputusan Pembelian (Y)				
	x1.1	x1.2	x1.3	x1.4	x1.5	t.x1	x2.1	x2.2	x2.3	t.x2	y1	y2	y3	y4	t.y
41	4	4	5	5	5	23	5	4	4	13	5	5	4	4	18
42	3	4	4	3	4	18	4	4	4	12	3	3	4	4	14
43	3	3	2	4	3	15	3	3	4	10	3	4	4	4	15
44	3	4	3	4	3	17	5	4	5	14	5	4	5	3	17
45	5	5	4	5	4	23	5	4	5	14	5	5	5	3	18
46	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
47	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
48	3	4	4	5	3	19	5	3	5	13	4	5	5	4	18
49	5	5	4	5	4	23	5	4	5	14	5	5	5	5	20
50	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
51	4	4	5	4	3	20	5	3	5	13	5	4	5	4	18
52	5	4	3	4	4	20	5	3	4	12	5	5	5	4	19
53	5	4	5	5	4	23	5	3	5	13	5	5	5	4	19
54	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
55	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
56	4	4	3	4	4	19	4	4	4	12	4	3	4	3	14
57	5	4	4	5	3	21	5	4	5	14	5	4	5	4	18
58	5	4	4	5	4	22	5	4	5	14	5	3	5	5	18
59	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
60	4	4	5	5	3	21	5	5	5	15	5	5	5	5	20

Hasil Data Ordinal Pernyataan Responden (lanjutan)

no	<i>Word of Mouth (X₁)</i>						<i>Brand Image (X₂)</i>				Keputusan Pembelian (Y)				
	x1.1	x1.2	x1.3	x1.4	x1.5	t.x1	x2.1	x2.2	x2.3	t.x2	y1	y2	y3	y4	t.y
61	4	4	3	4	3	18	5	3	5	13	5	5	5	3	18
62	4	4	4	5	3	20	5	5	5	15	5	5	5	5	20
63	5	5	5	5	4	24	5	5	5	15	5	5	5	5	20
64	5	5	5	4	4	23	4	4	4	12	3	5	5	5	18
65	4	4	4	4	4	20	4	4	4	12	3	5	5	5	18
66	5	5	5	4	4	23	4	4	4	12	4	5	5	5	19
67	5	5	5	4	5	24	4	4	4	12	4	5	5	5	19
68	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
69	4	4	4	4	3	19	5	2	4	11	4	4	5	2	15
70	4	4	4	5	4	21	4	3	4	11	5	4	5	4	18
71	4	4	4	5	3	20	4	4	5	13	5	4	5	3	17
72	4	4	4	5	4	21	4	4	4	12	5	5	5	5	20
73	4	4	4	4	3	19	4	4	5	13	4	3	5	4	16
74	3	4	5	5	5	22	5	4	5	14	4	4	4	4	16
75	3	3	4	4	3	17	4	3	4	11	5	4	4	5	18
76	3	5	3	3	3	17	4	2	5	11	3	4	4	3	14
77	4	3	3	4	3	17	4	3	4	11	4	3	5	4	16
78	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
79	3	4	3	4	3	17	4	3	4	11	5	4	4	3	16
80	4	4	4	5	4	21	4	4	4	12	5	4	4	5	18

Hasil Data Ordinal Pernyataan Responden (lanjutan)

no	Word of Mouth (X_1)						Brand Image (X_2)				Keputusan Pembelian (Y)				
	x1.1	x1.2	x1.3	x1.4	x1.5	t.x1	x2.1	x2.2	x2.3	t.x2	y1	y2	y3	y4	t.y
81	5	5	4	5	4	23	5	4	5	14	4	5	4	5	18
82	5	5	4	5	5	24	5	4	5	14	5	5	4	4	18
83	3	4	4	4	4	19	4	3	4	11	4	3	5	4	16
84	3	4	3	4	3	17	4	4	4	12	3	4	4	4	15
85	4	4	3	4	4	19	3	3	4	10	4	4	5	4	17
86	4	4	3	4	4	19	4	2	4	10	4	3	4	3	14
87	3	4	3	4	3	17	2	3	4	9	4	3	4	3	14
88	3	4	3	4	3	17	2	2	4	8	4	3	4	3	14
89	3	3	3	4	3	16	2	3	4	9	4	3	4	3	14
90	4	4	4	5	4	21	4	3	4	11	4	3	4	3	14
91	4	5	5	4	4	22	4	4	5	13	4	5	4	4	17
92	5	5	4	4	4	22	4	4	5	13	4	5	4	4	17
93	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
94	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
95	4	5	4	5	4	22	4	4	4	12	5	4	4	4	17
96	3	2	3	4	3	15	4	3	4	11	5	4	4	3	16
97	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
98	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
99	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
100	5	4	4	4	4	21	4	4	4	12	5	3	5	5	18

Lampiran 04 : Hasil Data Interval Pernyataan Responden

no	Word of Mouth (X ₁)						Brand Image (X ₂)				Keputusan Pembelian (Y)				
	x1.1	x1.2	x1.3	x1.4	x1.5	t.x1	x2.1	x2.2	x2.3	t.x2	y.1	y.2	y.3	y.4	t.y
1	3,338	4,479	4,846	3,882	5,011	21,556	4,156	4,233	4,199	12,588	3,738	3,348	3,845	4,538	15,469
2	1,000	3,099	2,452	2,435	2,538	11,524	2,809	2,033	4,199	9,041	3,738	2,134	1,000	4,538	11,411
3	2,121	3,099	3,612	2,435	3,760	15,026	2,809	3,038	4,199	10,046	3,738	2,134	3,845	3,301	13,018
4	2,121	4,479	3,612	2,435	3,760	16,406	4,156	3,038	2,681	9,876	2,333	2,134	3,845	3,301	11,612
5	2,121	1,000	2,452	2,435	2,538	10,546	1,000	1,000	1,000	3,000	2,333	1,000	2,391	3,301	9,024
6	3,338	4,479	4,846	3,882	5,011	21,556	2,809	3,038	2,681	8,528	2,333	2,134	2,391	4,538	11,396
7	1,000	3,099	2,452	3,882	2,538	12,971	2,809	4,233	2,681	9,723	2,333	3,348	1,000	3,301	9,981
8	2,121	3,099	3,612	2,435	3,760	15,026	2,809	4,233	4,199	11,241	2,333	1,000	2,391	3,301	9,024
9	1,000	1,905	2,452	1,000	1,000	7,357	2,809	3,038	2,681	8,528	2,333	1,000	2,391	2,206	7,929
10	2,121	3,099	3,612	2,435	3,760	15,026	2,809	3,038	2,681	8,528	2,333	2,134	2,391	3,301	10,158
11	2,121	4,479	3,612	3,882	3,760	17,853	2,809	4,233	2,681	9,723	2,333	3,348	1,000	2,206	8,886
12	3,338	4,479	4,846	3,882	5,011	21,556	4,156	4,233	4,199	12,588	3,738	3,348	3,845	4,538	15,469
13	1,000	1,905	2,452	2,435	2,538	10,330	2,809	3,038	2,681	8,528	2,333	1,000	2,391	2,206	7,929
14	3,338	4,479	4,846	1,000	3,760	17,423	2,809	3,038	2,681	8,528	2,333	2,134	2,391	3,301	10,158
15	3,338	3,099	3,612	3,882	3,760	17,691	2,809	4,233	4,199	11,241	2,333	3,348	3,845	3,301	12,826
16	2,121	4,479	3,612	3,882	3,760	17,853	2,809	4,233	2,681	9,723	2,333	3,348	2,391	4,538	12,610
17	2,121	3,099	3,612	2,435	3,760	15,026	1,761	2,033	2,681	6,475	2,333	2,134	2,391	3,301	10,158
18	2,121	3,099	3,612	2,435	3,760	15,026	2,809	4,233	2,681	9,723	3,738	2,134	3,845	3,301	13,018
19	3,338	4,479	2,452	2,435	2,538	15,242	1,761	2,033	4,199	7,993	3,738	3,348	3,845	2,206	13,136
20	3,338	3,099	4,846	3,882	5,011	20,176	4,156	4,233	4,199	12,588	2,333	2,134	2,391	4,538	11,396
21	2,121	3,099	3,612	3,882	5,011	17,725	4,156	4,233	4,199	12,588	3,738	3,348	3,845	3,301	14,231
22	3,338	4,479	3,612	2,435	5,011	18,875	4,156	3,038	2,681	9,876	2,333	2,134	3,845	3,301	11,612
23	3,338	4,479	4,846	3,882	5,011	21,556	2,809	3,038	2,681	8,528	2,333	2,134	2,391	4,538	11,396
24	3,338	3,099	4,846	2,435	3,760	17,478	4,156	4,233	2,681	11,070	3,738	3,348	3,845	4,538	15,469
25	3,338	3,099	3,612	3,882	3,760	17,691	2,809	4,233	2,681	9,723	2,333	3,348	2,391	3,301	11,372
26	3,338	4,479	4,846	3,882	5,011	21,556	1,761	2,033	1,000	4,794	1,000	1,000	1,000	2,206	5,206
27	2,121	3,099	3,612	3,882	3,760	16,473	2,809	3,038	2,681	8,528	2,333	2,134	3,845	3,301	11,612
28	3,338	4,479	3,612	3,882	3,760	19,071	4,156	3,038	2,681	9,876	3,738	1,000	2,391	2,206	9,334
29	2,121	1,905	2,452	1,000	2,538	10,016	1,761	1,000	1,000	3,761	2,333	1,000	2,391	1,000	6,723
30	1,000	1,905	2,452	1,000	3,760	10,116	1,761	2,033	2,681	6,475	1,000	1,000	1,000	3,301	6,301
31	3,338	4,479	4,846	3,882	5,011	21,556	4,156	4,233	4,199	12,588	3,738	3,348	3,845	4,538	15,469
32	3,338	4,479	4,846	2,435	3,760	18,857	4,156	4,233	4,199	12,588	3,738	3,348	3,845	4,538	15,469
33	2,121	3,099	3,612	2,435	3,760	15,026	2,809	3,038	2,681	8,528	3,738	2,134	2,391	3,301	11,564
34	1,000	3,099	2,452	2,435	2,538	11,524	1,761	2,033	2,681	6,475	2,333	1,000	3,845	2,206	9,383
35	2,121	3,099	3,612	3,882	3,760	16,473	2,809	3,038	2,681	8,528	2,333	2,134	2,391	3,301	10,158
36	1,000	1,905	3,612	2,435	2,538	11,489	4,156	2,033	4,199	10,388	2,333	1,000	3,845	2,206	9,383
37	3,338	3,099	3,612	3,882	5,011	18,943	1,761	2,033	4,199	7,993	3,738	2,134	2,391	4,538	12,801
38	3,338	1,905	2,452	2,435	3,760	13,889	4,156	4,233	4,199	12,588	3,738	2,134	3,845	3,301	13,018
39	3,338	4,479	4,846	2,435	3,760	18,857	4,156	4,233	4,199	12,588	2,333	2,134	3,845	3,301	11,612
40	3,338	4,479	4,846	3,882	5,011	21,556	2,809	3,038	2,681	8,528	3,738	2,134	3,845	3,301	13,018

Lanjutan Hasil Data Interval Pernyataan Responden

no	Word of Mouth (X_1)						Brand Image (X_2)				Keputusan Pembelian (Y)				
	x1.1	x1.2	x1.3	x1.4	x1.5	t.x1	x2.1	x2.2	x2.3	t.x2	y.1	y.2	y.3	y.4	t.y
41	2,121	3,099	4,846	3,882	5,011	18,959	4,156	3,038	2,681	9,876	3,738	3,348	2,391	3,301	12,777
42	1,000	3,099	3,612	1,000	3,760	12,471	2,809	3,038	2,681	8,528	1,000	1,000	2,391	3,301	7,692
43	1,000	1,905	1,000	2,435	2,538	8,877	1,761	2,033	2,681	6,475	1,000	2,134	2,391	3,301	8,826
44	1,000	3,099	2,452	2,435	2,538	11,524	4,156	3,038	4,199	11,393	3,738	2,134	3,845	2,206	11,922
45	3,338	4,479	3,612	3,882	3,760	19,071	4,156	3,038	4,199	11,393	3,738	3,348	3,845	2,206	13,136
46	2,121	3,099	3,612	2,435	3,760	15,026	2,809	3,038	2,681	8,528	2,333	2,134	2,391	3,301	10,158
47	3,338	4,479	4,846	3,882	5,011	21,556	4,156	4,233	4,199	12,588	3,738	3,348	3,845	4,538	15,469
48	1,000	3,099	3,612	3,882	2,538	14,131	4,156	2,033	4,199	10,388	2,333	3,348	3,845	3,301	12,826
49	3,338	4,479	3,612	3,882	3,760	19,071	4,156	3,038	4,199	11,393	3,738	3,348	3,845	4,538	15,469
50	3,338	4,479	4,846	3,882	5,011	21,556	4,156	4,233	4,199	12,588	3,738	3,348	3,845	4,538	15,469
51	2,121	3,099	4,846	2,435	2,538	15,038	4,156	2,033	4,199	10,388	3,738	2,134	3,845	3,301	13,018
52	3,338	3,099	2,452	2,435	3,760	15,084	4,156	2,033	2,681	8,870	3,738	3,348	3,845	3,301	14,231
53	3,338	3,099	4,846	3,882	3,760	18,925	4,156	2,033	4,199	10,388	3,738	3,348	3,845	3,301	14,231
54	2,121	3,099	3,612	2,435	3,760	15,026	2,809	3,038	2,681	8,528	2,333	2,134	2,391	3,301	10,158
55	2,121	3,099	3,612	2,435	3,760	15,026	2,809	3,038	2,681	8,528	2,333	2,134	2,391	3,301	10,158
56	2,121	3,099	2,452	2,435	3,760	13,867	2,809	3,038	2,681	8,528	2,333	1,000	2,391	2,206	7,929
57	3,338	3,099	3,612	3,882	2,538	16,469	4,156	3,038	4,199	11,393	3,738	2,134	3,845	3,301	13,018
58	3,338	3,099	3,612	3,882	3,760	17,691	4,156	3,038	4,199	11,393	3,738	1,000	3,845	4,538	13,121
59	3,338	4,479	4,846	3,882	5,011	21,556	4,156	4,233	4,199	12,588	3,738	3,348	3,845	4,538	15,469
60	2,121	3,099	4,846	3,882	2,538	16,485	4,156	4,233	4,199	12,588	3,738	3,348	3,845	4,538	15,469
61	2,121	3,099	2,452	2,435	2,538	12,645	4,156	2,033	4,199	10,388	3,738	3,348	3,845	2,206	13,136
62	2,121	3,099	3,612	3,882	2,538	15,252	4,156	4,233	4,199	12,588	3,738	3,348	3,845	4,538	15,469
63	3,338	4,479	4,846	3,882	3,760	20,304	4,156	4,233	4,199	12,588	3,738	3,348	3,845	4,538	15,469
64	3,338	4,479	4,846	2,435	3,760	18,857	2,809	3,038	2,681	8,528	1,000	3,348	3,845	4,538	12,731
65	2,121	3,099	3,612	2,435	3,760	15,026	2,809	3,038	2,681	8,528	1,000	3,348	3,845	4,538	12,731
66	3,338	4,479	4,846	2,435	3,760	18,857	2,809	3,038	2,681	8,528	2,333	3,348	3,845	4,538	14,064
67	3,338	4,479	4,846	2,435	5,011	20,109	2,809	3,038	2,681	8,528	2,333	3,348	3,845	4,538	14,064
68	2,121	3,099	3,612	2,435	3,760	15,026	2,809	3,038	2,681	8,528	2,333	2,134	2,391	3,301	10,158
69	2,121	3,099	3,612	2,435	2,538	13,805	4,156	1,000	2,681	7,837	2,333	2,134	3,845	1,000	9,311
70	2,121	3,099	3,612	3,882	3,760	16,473	2,809	2,033	2,681	7,523	3,738	2,134	3,845	3,301	13,018
71	2,121	3,099	3,612	3,882	2,538	15,252	2,809	3,038	4,199	10,046	3,738	2,134	3,845	2,206	11,922
72	2,121	3,099	3,612	3,882	3,760	16,473	2,809	3,038	2,681	8,528	3,738	3,348	3,845	4,538	15,469
73	2,121	3,099	3,612	2,435	2,538	13,805	2,809	3,038	4,199	10,046	2,333	1,000	3,845	3,301	10,478
74	1,000	3,099	4,846	3,882	5,011	17,838	4,156	3,038	4,199	11,393	2,333	2,134	2,391	3,301	10,158
75	1,000	1,905	3,612	2,435	2,538	11,489	2,809	2,033	2,681	7,523	3,738	2,134	2,391	4,538	12,801
76	1,000	4,479	2,452	1,000	2,538	11,469	2,809	1,000	4,199	8,008	1,000	2,134	2,391	2,206	7,730
77	2,121	1,905	2,452	2,435	2,538	11,450	2,809	2,033	2,681	7,523	2,333	1,000	3,845	3,301	10,478
78	3,338	4,479	4,846	3,882	5,011	21,556	4,156	4,233	4,199	12,588	3,738	3,348	3,845	4,538	15,469
79	1,000	3,099	2,452	2,435	2,538	11,524	2,809	2,033	2,681	7,523	3,738	2,134	2,391	2,206	10,468
80	2,121	3,099	3,612	3,882	3,760	16,473	2,809	3,038	2,681	8,528	3,738	2,134	2,391	4,538	12,801

Lanjutan Hasil Data Interval Pernyataan Responden

no	<i>Word of Mouth (X₁)</i>						<i>Brand Image (X₂)</i>				Keputusan Pembelian (Y)				
	x1.1	x1.2	x1.3	x1.4	x1.5	t.x1	x2.1	x2.2	x2.3	t.x2	y.1	y.2	y.3	y.4	t.y
81	3,338	4,479	3,612	3,882	3,760	19,071	4,156	3,038	4,199	11,393	2,333	3,348	2,391	4,538	12,610
82	3,338	4,479	3,612	3,882	5,011	20,322	4,156	3,038	4,199	11,393	3,738	3,348	2,391	3,301	12,777
83	1,000	3,099	3,612	2,435	3,760	13,906	2,809	2,033	2,681	7,523	2,333	1,000	3,845	3,301	10,478
84	1,000	3,099	2,452	2,435	2,538	11,524	2,809	3,038	2,681	8,528	1,000	2,134	2,391	3,301	8,826
85	2,121	3,099	2,452	2,435	3,760	13,867	1,761	2,033	2,681	6,475	2,333	2,134	3,845	3,301	11,612
86	2,121	3,099	2,452	2,435	3,760	13,867	2,809	1,000	2,681	6,490	2,333	1,000	2,391	2,206	7,929
87	1,000	3,099	2,452	2,435	2,538	11,524	1,000	2,033	2,681	5,714	2,333	1,000	2,391	2,206	7,929
88	1,000	3,099	2,452	2,435	2,538	11,524	1,000	1,000	2,681	4,681	2,333	1,000	2,391	2,206	7,929
89	1,000	1,905	2,452	2,435	2,538	10,330	1,000	2,033	2,681	5,714	2,333	1,000	2,391	2,206	7,929
90	2,121	3,099	3,612	3,882	3,760	16,473	2,809	2,033	2,681	7,523	2,333	1,000	2,391	2,206	7,929
91	2,121	4,479	4,846	2,435	3,760	17,640	2,809	3,038	4,199	10,046	2,333	3,348	2,391	3,301	11,372
92	3,338	4,479	3,612	2,435	3,760	17,624	2,809	3,038	4,199	10,046	2,333	3,348	2,391	3,301	11,372
93	2,121	3,099	3,612	2,435	3,760	15,026	2,809	3,038	2,681	8,528	2,333	2,134	2,391	3,301	10,158
94	2,121	3,099	3,612	2,435	3,760	15,026	2,809	3,038	2,681	8,528	2,333	2,134	2,391	3,301	10,158
95	2,121	4,479	3,612	3,882	3,760	17,853	2,809	3,038	2,681	8,528	3,738	2,134	2,391	3,301	11,564
96	1,000	1,000	2,452	2,435	2,538	9,425	2,809	2,033	2,681	7,523	3,738	2,134	2,391	2,206	10,468
97	3,338	4,479	4,846	3,882	5,011	21,556	4,156	4,233	4,199	12,588	3,738	3,348	3,845	4,538	15,469
98	3,338	4,479	4,846	3,882	5,011	21,556	4,156	4,233	4,199	12,588	3,738	3,348	3,845	4,538	15,469
99	3,338	4,479	4,846	3,882	5,011	21,556	4,156	4,233	4,199	12,588	3,738	3,348	3,845	4,538	15,469
100	3,338	3,099	3,612	2,435	3,760	16,244	2,809	3,038	2,681	8,528	3,738	1,000	3,845	4,538	13,121



Lampiran 05: Hasil Uji Validitas

1. Hasil uji validitas
 - ❖ Variabel *Word of Mouth*

Correlations

	X1.1	X1.2	X1.3	X1.4	X1.5	T.X1	
X1.1	Pearson Correlation	1	.622**	.619**	.437**	.640**	.829**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.622**	1	.619**	.383**	.587**	.802**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.619**	.619**	1	.459**	.672**	.843**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	.437**	.383**	.459**	1	.488**	.685**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	.640**	.587**	.672**	.488**	1	.848**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
T.X1	Pearson Correlation	.829**	.802**	.843**	.685**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

❖ Variabel *Brand Image***Correlations**

		X2.1	X2.2	X2.3	T.X2
X2.1	Pearson Correlation	1	.520**	.618**	.864**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.520**	1	.418**	.795**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.618**	.418**	1	.812**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
T.X2	Pearson Correlation	.864**	.795**	.812**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

❖ Variabel Keputusan Pembelian

Correlations

		Y1	Y2	Y3	Y4	T.Y
Y1	Pearson Correlation	1	.361**	.433**	.265**	.709**
	Sig. (1-tailed)		.000	.000	.004	.000
	N	100	100	100	100	100
Y2	Pearson Correlation	.361**	1	.332**	.508**	.768**
	Sig. (1-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y3	Pearson Correlation	.433**	.332**	1	.260**	.692**
	Sig. (1-tailed)	.000	.000		.005	.000
	N	100	100	100	100	100
Y4	Pearson Correlation	.265**	.508**	.260**	1	.715**
	Sig. (1-tailed)	.004	.000	.005		.000
	N	100	100	100	100	100
T.Y	Pearson Correlation	.709**	.768**	.692**	.715**	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

Lampiran 06 : Hasil Uji Reliabilitas

Hasil uji reliabilitas

Variabel *word of mouth***Reliability Statistics**

Cronbach's Alpha	N of Items
.862	5

Item Statistics

	Mean	Std. Deviation	N
x1.1	2.3724	.89507	100
x1.2	3.4206	.89543	100
x1.3	3.6653	.91559	100
x1.4	2.9856	.86555	100
x1.5	3.6655	.91544	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	13.7370	8.425	.719	.823
x1.2	12.6888	8.594	.680	.833
x1.3	12.4440	8.243	.739	.817
x1.4	13.1238	9.444	.521	.870
x1.5	12.4439	8.215	.745	.815

Variabel *brand image***Reliability Statistics**

Cronbach's Alpha	N of Items
.762	3

Item Statistics

	Mean	Std. Deviation	N
x2.1	3.1542	.89897	100
x2.2	2.9852	.93210	100
x2.3	3.2681	.84559	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	6.2534	2.243	.672	.588
x2.2	6.4223	2.463	.523	.763
x2.3	6.1394	2.548	.592	.684

Variabel keputusan pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.692	4

Item Statistics

	Mean	Std. Deviation	N
y1	2.8586	.87282	100
y2	2.3458	.89785	100
y3	3.0630	.85480	100
y4	3.4209	.91727	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1	8.8297	4.130	.461	.636
y2	9.3425	3.812	.545	.582
y3	8.6253	4.236	.444	.647
y4	8.2674	4.020	.453	.642

Lampiran 07: Output analisis jalur (*path analysis*)

- a. Pengaruh *word of mouth* (X_1) dan *brand image* (X_2), terhadap keputusan pembelian (Y)

Descriptive Statistics

	Mean	Std. Deviation	N
Y	11.6878	2.55544	100
X1	16.1090	3.60067	100
X2	9.4076	2.20486	100

Correlations

		Y	X1	X2
Pearson Correlation	Y	1.000	.627	.721
	X1	.627	1.000	.591
	X2	.721	.591	1.000
Sig. (1-tailed)	Y	.	.000	.000
	X1	.000	.	.000
	X2	.000	.000	.
N	Y	100	100	100
	X1	100	100	100
	X2	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X2, X1 ^b	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.762 ^a	.581	.573	1.67063	.581	67.318	2	97	.000

a. Predictors: (Constant), X2, X1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	375.769	2	187.884	67.318	.000 ^b
	Residual	270.728	97	2.791		
	Total	646.497	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
	B	Std. Error				Beta	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2,292	,840		2,728	,008					
	X1	,219	,058	,308	3,785	,000	,627	,359	,249	,651	1,537
	X2	,624	,094	,538	6,609	,000	,721	,557	,434	,651	1,537

a. Dependent Variable: Y

b. Pengaruh *word of mouth* (X_1) dan *brand image* (X_2)

Descriptive Statistics

	Mean	Std. Deviation	N
X2	9.4076	2.20486	100
X1	16.1090	3.60067	100

Correlations

		X2	X1
Pearson Correlation	X2	1.000	.591
	X1	.591	1.000
Sig. (1-tailed)	X2	.	.000
	X1	.000	.
N	X2	100	100
	X1	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X1 ^b	.	Enter

a. Dependent Variable: X2

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.591 ^a	.349	.343	1.78737	.349	52.649	1	98	.000

a. Predictors: (Constant), X1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	168.198	1	168.198	52.649	.000 ^b
	Residual	313.079	98	3.195		
	Total	481.277	99			

a. Dependent Variable: X2

b. Predictors: (Constant), X1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Beta	Zero-order	Partial	Partial	Tolerance
1 (Constant)	3,576	,823		4,344	,000					
X1	,362	,050	,591	7,256	,000	,591	,591	,591	1,000	1,000

a. Dependent Variable: X2