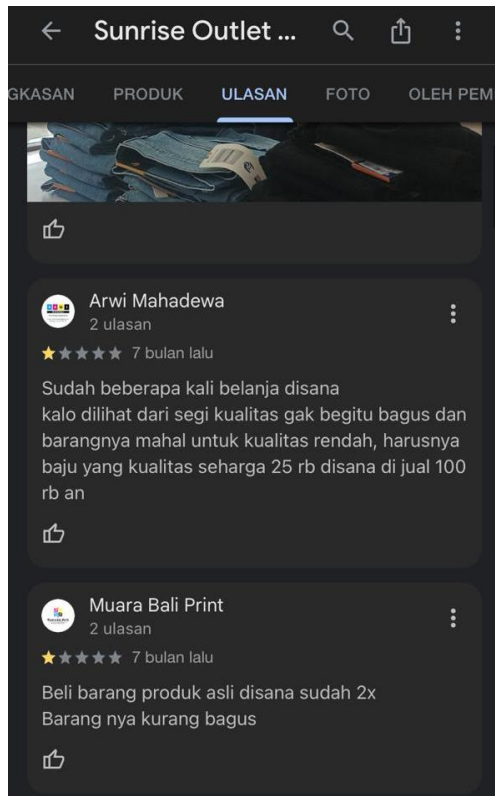




Lampiran 01. Rreview Sunrise Outlet Singaraja



Rreview negatif Sunrise Outlet



Riview positif Sunrise Outlet

Lampiran 02. Dokumentasi Wawancara Konsumen Sunrise Outlet

Lampiran 03. Kuesioner Penelitian



**KUESIONER PENELITIAN
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN
PROGRAM STUDI S1 MANAJEMEN**

Kepada Yth. Bapak/Ibu/Saudara/i

Hal : Pengisian Kuesioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha pada program studi S1 Manajemen, dengan ini saya mengharapkan kesediaan Saudara/i mengisi Kuesioner Penelitian ini. Kuesioner ini merupakan alat pengambilan data dalam penyusunan Tugas Akhir saya yang berjudul **“Pengaruh Kualitas Produk dan *Electronic Word Of Mouth* (E-WOM) Terhadap Keputusan Pembelian di Sunrise Outlet Singaraja”**.

Informasi yang sedianya Anda berikan, sangatlah membantu peneliti atas kelancaran penelitian ini. Atas perhatian dan kesediaan saudara untuk mengisi kuesioner ini, saya ucapkan terima kasih.

Singaraja, 3 Maret 2025

Peneliti,

Ketut Rista Meliani
2117041196

KUESIONER PENELITIAN

Pengaruh Kualitas Produk dan Electronic Word Of Mouth (E-WOM) Terhadap Keputusan Pembelian di Sunrise Outlet Singaraja

A. IDENTITAS RESPONDEN

Berikan tanda centang (✓) pada kotak jawaban

- 1) Apakah Anda Pernah Berbelanja di Sunrise Outlet Singaraja?
Jika "Pernah" maka silahkan melanjutkan mengisi kuesioner

☐ Pernah ☐ Tidak

- 2) Nama Lengkap Responden :
- 3) Jenis Kelamin Responden : ☐ Laki-laki ☐ Perempuan
- 4) Usia Responden :
- 5) Alamat Responden :
- 6) Pekerjaan Responden :
- 7) Pendapatan Responden :
- 8) Intensitas Penggunaan Internet : ☐ Kadang-kadang ☐ Sering

B. PETUNJUK PENGISIAN KUESIONER

Silahkan Anda pilih jawaban yang menurut Anda paling sesuai dengan apa yang ada di lembar pertanyaan kuesioner dengan cara memberikan tanda centang (✓) pada pilihan jawaban yang tersedia.

Keterangan:

- | | | |
|-----|-----------------------|-----|
| STS | : Sangat Tidak Setuju | (1) |
| TS | : Tidak Setuju | (2) |
| CS | : Cukup Setuju | (3) |
| S | : Setuju | (4) |
| SS | : Sangat Setuju | (5) |

C. PERNYATAAN

No	Keputusan Pembelian	Pilihan Jawaban				
		1	2	3	4	5
1	Saya membeli produk Sunrise Outlet Singaraja karena sesuai dengan kebutuhan					
2	Saya membeli produk Sunrise Outlet Singaraja karena mudah mendapatkan informasi melalui media internet (WhatsAPP, Instagram,Tiktok,Google Riview)					
3	Setelah mendapatkan informasi saya menjadi yakin untuk membeli produk Sunrise Outlet singaraja dibandingkan produk lain					
4	Saya membeli produk karena sudah sesuai dengan yang diharapkan					
5	Saya merasa puas dengan produk Sunrise Outlet Singaraja					

No	Kualitas Produk	Pilihan Jawaban				
		1	2	3	4	5
1	Saya membeli produk Sunrise Outlet Singaraja karena nyaman digunakan serta berfungsi dengan baik sesuai dengan yang diharapkan					
2	Produk Sunrise Outlet Singaraja premium dan awet					
3	Ukuran,bahan,dan warna produk Sunrise Outlet sesuai dengan yang di iklankan					
4	Desain produk Sunrise Outlet Singaraja unik berbeda dengan pesain					
5	Produk Sunrise Outlet Singaraja dapat diandalkan dan jarang mengalami kerusakan					
6	Saya menyukai desain,tampilan produk,dan toko Sunrise Outlet Singaraja					
7	Saya memiliki kesan positif terhadap iklan,merek dan riview Sunrise Outlet Singaraja					
8	Staff Sunrise Outlet Singaraja melayani dengan ramah dan cepat tanggap					

No	Electronic Word Of Mouth (E-WOM)	Pilihan Jawaban				
		1	2	3	4	5
1	Saya percaya terhadap informasi yang disampaikan melalui media internet (WhatsApp, Instagram, Tiktok, Google Riview) Sunrise Outlet Singaraja					
2	Setelah membeli produk Sunrise Outlet Singaraja, saya akan merekomendasikan kepada orang lain melalui media internet					
3	Saya berminat membeli produk Sunrise Outlet Singaraja karena banyak komentar positif yang ditulis di media internet Sunrise Outlet Singaraja					
4	Saya mencari saran atau rekomendasi melalui media internet Sunrise Outlet Singaraja sebelum melakukan pembelian					



Lampiran 04. Tabulasi Data Hasil Kuesioner Sampel Kecil

No.	Kualitas Produk (X1)								Total X1	Electronic Word Of Mouth(E-WOM) (X2)				Total X2	Keputusan Pembelian (Y)					Total Y
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8		X2.1	X2.2	X2.3	X2.4		Y.1	Y.2	Y.3	Y.4	Y.5	
1	4	5	4	5	5	2	3	3	31	2	2	4	3	11	5	1	5	5	5	21
2	2	4	3	3	3	3	2	2	22	1	2	1	1	5	4	1	1	1	1	8
3	2	4	5	3	4	2	1	2	23	1	2	1	1	5	2	1	1	1	1	6
4	2	5	3	4	3	2	1	3	23	1	2	1	1	5	1	1	1	1	1	5
5	2	3	4	3	4	2	2	2	22	1	2	1	1	5	1	1	1	1	1	5
6	4	4	3	3	3	1	1	1	20	1	2	1	1	5	1	1	1	1	1	5
7	1	5	3	5	3	4	1	2	24	1	2	1	1	5	1	1	1	1	1	5
8	2	3	3	3	5	2	1	3	22	1	1	1	1	4	2	1	1	2	1	7
9	3	4	1	4	4	3	1	3	23	1	1	1	1	4	1	1	1	5	1	9
10	2	5	3	4	5	3	2	2	26	3	1	1	1	6	3	1	1	3	1	9
11	1	4	4	3	5	4	1	4	26	1	3	2	2	8	2	1	1	2	1	7
12	4	5	5	5	5	5	5	5	39	5	5	3	5	18	4	5	5	5	5	24
13	1	5	3	5	3	3	1	4	25	1	1	1	1	4	2	5	1	3	5	16
14	4	5	3	5	4	4	5	5	35	4	5	5	5	19	3	5	5	5	5	23
15	3	3	3	4	4	1	1	2	21	1	3	1	1	6	4	5	1	4	5	19
16	5	5	3	4	5	5	5	4	36	5	5	5	5	20	5	5	5	5	5	25
17	5	5	5	4	4	5	5	5	38	5	5	5	3	18	4	5	5	5	5	24
18	4	5	4	4	3	2	3	4	29	3	2	2	4	11	5	5	3	5	5	23
19	5	5	3	3	5	5	5	5	38	5	5	5	5	20	5	5	5	5	5	25
20	5	5	5	4	2	5	5	4	35	4	4	4	5	17	5	4	3	5	5	22
21	5	5	5	5	5	5	5	5	40	5	5	5	5	20	5	5	5	5	5	25
22	2	2	2	2	2	2	2	2	16	5	5	4	3	17	4	5	5	4	5	23
23	5	5	5	5	5	5	5	5	40	4	5	5	5	19	5	5	4	5	5	24
24	4	4	4	4	4	4	4	4	32	5	5	5	5	19	4	4	4	4	4	20
25	5	5	5	5	5	5	5	5	40	4	4	4	5	17	5	5	5	5	5	25
26	1	1	1	1	1	1	1	1	10	4	3	4	5	16	3	4	4	5	3	19
27	1	3	4	2	5	3	5	4	27	5	4	3	5	17	4	3	5	5	2	19
28	1	1	1	1	1	1	1	1	8	3	4	4	5	16	4	5	3	4	5	21
29	5	5	5	5	5	5	5	5	40	4	3	3	4	14	4	4	3	3	2	16
30	1	1	1	1	1	1	1	1	8	4	4	5	5	18	4	4	4	5	5	22

Lampiran 05. Tabulasi Data Hasil Kuesioner Sampel Besar

No	Kualitas Produk (X1)								Total X1	Electronic Word Of Mouth(E-WOM) (X2)				Total X2	Keputusan Pembelian (Y)					Total Y
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8		X2.1	X2.2	X2.3	X2.4		Y.1	Y.2	Y.3	Y.4	Y.5	
1	4	4	4	4	5	5	5	3	34	5	4	4	5	18	5	5	4	5	5	24
2	3	5	4	5	5	4	3	5	34	4	5	3	5	17	5	4	3	5	5	22
3	3	5	5	4	5	5	4	5	36	4	3	4	5	16	5	5	4	5	5	24
4	3	5	5	5	5	4	4	5	36	5	4	4	5	18	5	3	4	4	5	21
5	3	4	3	4	4	5	4	5	32	3	2	4	4	13	3	1	3	4	5	16
6	3	4	1	2	3	4	4	5	26	2	1	4	5	12	4	1	2	5	5	17
7	3	4	2	4	3	5	3	4	28	1	2	4	5	12	4	1	2	5	5	17
8	5	5	4	4	5	5	5	5	38	4	5	5	5	19	5	5	4	5	5	24
9	3	5	5	5	5	4	4	5	36	5	5	4	5	19	5	5	4	5	5	24
10	5	5	5	3	5	4	4	5	36	5	4	5	4	18	5	5	4	5	5	24
11	4	5	4	5	5	4	5	4	36	5	4	5	5	19	4	5	4	4	5	22
12	5	5	4	4	4	4	5	5	36	5	4	5	4	18	5	5	4	5	4	23
13	3	5	5	4	5	3	4	5	34	5	5	5	5	20	5	4	4	5	5	23
14	5	5	5	5	5	4	5	5	39	5	5	4	5	19	5	5	5	5	4	24
15	5	5	4	5	5	5	4	5	38	5	5	5	5	20	5	4	4	5	5	23
16	4	5	5	4	5	4	3	5	35	5	4	5	5	19	5	4	3	4	5	21
17	5	5	5	4	5	4	4	5	37	5	4	4	5	18	5	5	4	5	5	24
18	5	3	4	3	5	4	3	4	31	4	3	5	4	16	3	4	4	3	5	19
19	4	4	4	4	4	5	3	4	32	5	2	4	5	16	4	5	5	4	4	22
20	1	5	1	3	5	3	3	4	25	2	1	4	5	12	5	1	5	4	5	20
21	5	5	5	3	4	4	4	3	33	4	5	3	4	16	5	5	3	4	4	21
22	4	5	5	4	4	3	5	5	35	3	4	3	5	15	5	3	4	5	5	22
23	5	5	5	3	5	4	5	4	36	4	3	3	4	14	5	4	4	5	5	23
24	3	5	5	4	5	4	3	5	34	5	4	3	5	17	5	3	5	4	5	22
25	4	3	5	5	4	4	3	5	33	4	3	5	5	17	5	4	5	4	5	23
26	5	5	4	5	5	5	3	5	37	4	3	5	5	17	5	3	4	5	5	22
27	4	5	5	5	5	5	5	5	39	4	3	5	5	17	5	4	3	4	5	21
28	5	5	4	4	5	5	3	5	36	5	3	4	5	17	5	4	4	5	5	23
29	5	5	5	4	5	4	3	5	36	3	4	5	5	17	5	5	4	5	5	24
30	5	5	4	3	4	5	5	5	36	5	3	4	5	17	5	5	3	5	5	23

31	3	5	4	3	5	4	3	5	32	4	3	5	4	16	5	5	4	5	5	24
32	5	5	5	5	5	5	5	5	40	5	5	5	5	20	4	5	5	5	5	24
33	4	5	4	5	5	4	3	5	35	3	4	4	5	16	5	3	4	5	5	22
34	5	5	5	4	5	4	3	5	36	4	3	5	4	16	5	4	4	5	5	23
35	3	5	5	5	5	5	4	4	36	4	3	4	5	16	5	4	4	4	5	22
36	5	5	5	5	4	5	4	5	38	4	4	3	5	16	5	5	3	5	5	23
37	5	4	5	5	5	3	4	5	36	5	4	3	5	17	5	5	3	5	5	23
38	3	5	5	5	5	4	3	5	35	5	3	4	5	17	5	5	5	5	5	25
39	4	5	5	5	5	4	3	5	36	3	4	3	5	15	5	5	4	5	5	24
40	4	5	5	5	5	4	3	5	36	4	4	3	5	16	5	5	5	5	5	25
41	4	5	5	4	5	4	5	5	37	4	5	4	5	18	4	5	4	5	5	23
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43	5	5	5	5	5	5	5	5	40	5	5	4	4	18	5	4	4	5	5	23
44	5	4	4	4	4	4	4	5	34	4	3	4	4	15	4	4	4	4	4	20
45	4	4	4	4	4	5	4	5	34	4	4	5	5	18	4	5	4	5	4	22
46	4	5	4	5	5	5	4	4	36	4	4	4	5	17	4	5	5	5	5	24
47	5	5	4	4	5	5	4	5	37	5	5	5	5	20	5	5	5	4	4	23
48	4	4	5	5	4	4	4	5	35	4	3	3	4	14	4	4	4	4	4	20
49	4	5	4	4	4	5	4	5	35	5	4	4	4	17	4	4	5	4	5	22
50	4	4	4	4	4	4	4	4	32	4	4	4	4	16	4	4	4	4	5	21
51	3	3	3	3	3	3	3	3	24	3	3	3	3	12	3	1	3	3	3	13
52	4	4	4	3	3	4	4	4	30	3	3	3	4	13	4	3	3	4	4	18
53	4	5	5	5	4	5	4	4	36	5	4	4	5	18	4	5	4	5	4	22
54	4	4	4	3	4	4	4	4	31	4	4	4	4	16	4	4	4	4	4	20
55	4	4	4	4	4	4	4	4	32	4	4	4	4	16	4	4	4	4	4	20
56	4	5	3	5	4	5	4	4	34	3	4	4	5	16	4	3	4	3	5	19
57	4	4	4	4	4	4	4	4	32	4	4	4	4	16	4	4	4	4	4	20
58	5	5	5	5	5	5	5	5	40	5	5	5	5	20	5	5	5	5	5	25
59	5	4	3	4	5	4	5	4	34	4	4	3	4	15	4	4	4	5	5	22
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88	4	4	3	2	3	5	5	5	31	3	3	3	5	14	4	3	4	3	4	18
89	4	3	4	4	3	5	2	3	28	1	1	4	5	11	4	1	4	4	4	17
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92	5	5	5	4	5	5	4	5	38	5	5	5	5	20	5	5	5	5	5	25
93	4	3	3	3	4	4	4	4	29	4	4	4	4	16	4	4	1	4	4	17
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99	4	4	4	4	4	4	4	4	32	4	4	4	4	16	4	4	4	4	4	20
100	4	4	4	3	4	4	4	4	31	4	3	4	5	16	3	4	4	4	4	19
101	5	3	4	3	4	4	5	5	33	5	5	4	3	17	4	5	5	4	5	23
102	5	5	5	4	5	5	5	5	39	4	5	5	5	19	5	5	4	5	5	24
103	4	4	4	4	4	4	4	4	32	5	5	5	4	19	4	4	4	4	4	20
104	5	5	5	5	5	5	5	5	40	4	4	4	5	17	5	5	5	5	5	25
105	2	1	1	3	3	4	4	3	21	4	3	4	5	16	3	4	4	5	3	19
106	1	3	4	2	5	3	5	4	27	5	4	3	5	17	4	3	5	5	2	19
107	1	2	2	3	4	5	4	4	25	3	4	4	5	16	4	5	3	4	5	21
108	1	1	3	4	2	4	4	5	24	4	3	3	4	14	4	4	3	3	2	16
109	3	2	2	1	4	5	5	4	26	4	4	5	5	18	4	4	4	5	5	22
110	4	3	4	3	5	3	4	5	31	3	3	5	5	16	4	3	4	5	4	20
111	1	3	5	4	3	2	3	4	25	3	2	3	5	13	4	4	4	4	5	21
112	4	4	4	5	5	4	4	4	34	4	3	3	3	13	5	5	4	5	4	23
113	5	3	4	3	5	3	2	4	29	5	4	3	2	14	4	5	5	5	5	24
114	2	4	5	5	4	5	5	5	35	4	3	3	3	13	3	4	4	4	5	20
115	4	3	4	2	2	2	3	3	23	4	4	3	2	13	4	2	4	4	5	19
116	5	3	5	2	1	3	4	5	28	5	2	2	2	11	3	1	2	3	4	13
117	4	3	4	1	3	4	3	2	24	5	3	4	2	14	3	4	5	3	4	19
118	4	4	4	3	4	4	4	4	31	4	4	4	4	16	5	4	3	4	4	20
119	3	4	5	4	3	4	3	4	30	5	3	4	3	15	4	3	3	2	4	16
120	4	3	5	3	4	5	4	5	33	5	4	3	5	17	4	4	4	4	4	20

121	5	5	4	5	4	5	5	5	38	5	4	5	5	19	5	4	5	5	4	23
122	5	4	5	4	4	5	4	4	35	4	4	5	5	18	5	4	4	5	5	23
123	4	3	4	3	3	4	5	5	31	4	3	4	2	13	3	3	4	4	3	17
124	4	5	4	4	5	4	4	5	35	4	5	5	4	18	4	5	5	4	4	22
125	4	4	4	3	3	4	4	4	30	4	4	3	4	15	4	5	4	4	5	22
126	4	5	3	4	5	3	4	5	33	5	4	5	5	19	4	3	4	5	4	20
127	4	3	4	5	3	4	3	5	31	5	4	3	4	16	4	4	4	3	4	19
128	5	4	5	5	3	4	5	3	34	5	4	5	4	18	5	4	5	4	4	22
129	3	3	4	3	3	4	4	5	29	5	3	4	3	15	5	5	4	4	4	22
130	4	5	3	4	5	5	4	5	35	3	4	5	5	17	4	5	3	5	5	22
131	4	3	4	2	3	4	4	3	27	5	2	2	2	11	5	5	5	5	5	25
132	4	4	4	4	4	4	4	4	32	4	4	4	4	16	4	4	4	4	4	20
133	4	5	4	5	5	4	5	4	36	4	5	4	5	18	5	4	5	4	5	23
134	5	4	4	4	4	4	4	4	33	3	3	4	4	14	5	3	4	5	4	21
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136	3	5	3	4	5	3	4	5	32	5	5	5	5	20	4	3	4	4	4	19
137	5	4	5	4	4	3	4	5	34	3	3	4	4	14	4	5	4	3	4	20
138	5	4	5	4	5	5	4	5	37	5	4	5	4	18	5	4	3	5	4	21
139	4	3	4	3	4	4	5	4	31	5	5	5	5	20	5	4	5	4	5	23
140	4	4	4	4	3	3	4	4	30	5	5	4	5	19	4	4	4	4	4	20
141	3	5	4	5	5	4	4	5	35	3	4	3	5	15	5	3	4	5	5	22
142	3	4	5	5	5	4	4	5	35	3	4	4	5	16	5	4	4	3	5	21
143	3	5	5	5	5	4	3	5	35	4	5	5	5	19	5	4	5	4	5	23
144	3	5	5	5	5	3	4	5	35	5	5	5	5	20	5	5	5	5	5	25
145	3	2	3	1	3	1	3	5	21	1	1	2	1	5	3	3	1	5	3	15
146	3	5	5	5	5	4	3	5	35	5	5	5	5	20	5	4	5	5	5	24
147	4	5	5	5	5	4	3	5	36	5	5	5	5	20	5	4	5	5	5	24
148	3	5	5	5	5	4	3	5	35	3	4	3	5	15	5	1	5	5	5	21
149	5	5	3	4	4	3	5	3	32	3	4	4	5	16	4	1	5	5	5	20
150	4	5	4	5	5	2	3	3	31	2	2	4	3	11	5	1	5	5	5	21

151	5	5	5	5	5	5	5	5	40	5	5	5	5	20	4	1	2	5	5	17
152	2	4	5	3	4	5	5	5	33	5	5	5	5	20	5	5	5	5	5	25
153	5	5	5	5	5	5	5	5	40	1	2	3	5	11	5	5	5	5	5	25
154	5	5	5	5	5	5	5	5	40	2	5	5	5	17	4	5	5	5	5	24
155	4	4	5	5	5	5	5	5	38	4	5	5	5	19	5	5	5	5	5	25
156	1	5	3	5	3	4	2	2	25	5	5	5	5	20	5	5	5	5	5	25
157	5	5	5	5	5	5	5	5	40	5	5	5	5	20	5	5	5	5	5	25
158	5	5	5	5	5	5	5	5	40	5	5	5	4	19	5	5	5	5	5	25
159	5	5	5	5	5	5	5	5	40	5	5	5	5	20	5	5	5	5	5	25
160	5	5	5	5	5	5	4	5	39	5	5	5	5	20	2	5	5	5	5	22
161	4	5	5	5	5	5	5	5	39	5	5	3	5	18	4	5	5	5	5	24
162	5	5	5	5	5	5	5	5	40	1	4	5	5	15	5	5	5	5	5	25
163	4	5	3	5	4	4	5	5	35	4	5	5	5	19	5	5	5	5	5	25
164	5	5	5	5	5	5	5	5	40	1	3	1	5	10	4	5	4	4	5	22
165	5	5	3	4	5	5	5	4	36	5	5	5	5	20	5	5	5	5	3	23
166	5	5	5	4	5	5	5	5	39	5	5	5	3	18	4	5	5	5	5	24
167	4	5	4	4	5	5	5	5	37	5	5	5	5	20	5	5	4	5	5	24
168	5	5	4	5	5	5	5	5	39	1	1	1	1	4	5	5	5	5	5	25
169	5	5	5	5	5	5	5	5	40	5	5	5	5	20	5	4	4	5	5	23
170	5	4	5	5	5	5	5	5	39	5	5	5	5	20	5	5	5	4	5	24

[illegible]

x1.7	Pearson Correlation	.778**	.517**	.675**	.449*	.496**	.800**	1	.809**	.854**
	Sig. (2-tailed)	.000	.003	.000	.013	.005	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
x1.8	Pearson Correlation	.644**	.619**	.660**	.585**	.572**	.820**	.809**	1	.867**
	Sig. (2-tailed)	.000	.000	.000	.001	.001	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
total_x1	Pearson Correlation	.822**	.840**	.835**	.783**	.738**	.887**	.854**	.867**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

Uji Reliabilitas

Reliability Statistics	
Cronbach's Alpha	N of Items
.933	8

b. *Electronic Word of Mouth (E-WOM) (X2)*

Uji Validitas

Correlations						
		x2.1	x2.2	x2.3	x2.4	total_x2
x2.1	Pearson Correlation	1	.850**	.858**	.860**	.947**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
x2.2	Pearson Correlation	.850**	1	.871**	.798**	.927**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30

x2.3	Pearson Correlation	.858**	.871**	1	.875**	.956**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
x2.4	Pearson Correlation	.860**	.798**	.875**	1	.941**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
total_x 2	Pearson Correlation	.947**	.927**	.956**	.941**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

Uji Reliabilitas

Reliability Statistics	
Cronbach's Alpha	N of Items
.957	4

c. Keputusan Pembelian (Y)

Uji Validitas

		Correlations					
		y.1	y.2	y.3	y.4	y.5	total_y
y.1	Pearson Correlation	1	.688**	.746**	.730**	.763**	.867**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
y.2	Pearson Correlation	.688**	1	.684**	.726**	.882**	.896**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
y.3	Pearson Correlation	.746**	.684**	1	.798**	.729**	.882**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30

y.4	Pearson Correlation	.730**	.726**	.798**	1	.784**	.899**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
y.5	Pearson Correlation	.763**	.882**	.729**	.784**	1	.934**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
total_y	Pearson Correlation	.867**	.896**	.882**	.899**	.934**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).							

Uji Reliabilitas

Reliability Statistics	
Cronbach's Alpha	N of Items
.937	5

Lampiran 07. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Sampel Besar

a. Kualitas Produk (X1)

Uji Validitas

Correlations										
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Total _X1
X1.1	Pearson Correlation	1	.347**	.382**	.211**	.253**	.259**	.289**	.157*	.598**
	Sig. (2-tailed)		.000	.000	.006	.001	.001	.000	.041	.000
	N	170	170	170	170	170	170	170	170	170
X1.2	Pearson Correlation	.347**	1	.390**	.571**	.620**	.263**	.214**	.326**	.752**
	Sig. (2-tailed)	.000		.000	.000	.000	.001	.005	.000	.000
	N	170	170	170	170	170	170	170	170	170
X1.3	Pearson Correlation	.382**	.390**	1	.487**	.364**	.130	.152*	.258**	.650**
	Sig. (2-tailed)	.000	.000		.000	.000	.091	.048	.001	.000
	N	170	170	170	170	170	170	170	170	170
X1.4	Pearson Correlation	.211**	.571**	.487**	1	.532**	.280**	.134	.289**	.715**
	Sig. (2-tailed)	.006	.000	.000		.000	.000	.082	.000	.000
	N	170	170	170	170	170	170	170	170	170
X1.5	Pearson Correlation	.253**	.620**	.364**	.532**	1	.230**	.238**	.408**	.724**
	Sig. (2-tailed)	.001	.000	.000	.000		.003	.002	.000	.000
	N	170	170	170	170	170	170	170	170	170
X1.6	Pearson Correlation	.259**	.263**	.130	.280**	.230**	1	.343**	.254**	.528**
	Sig. (2-tailed)	.001	.001	.091	.000	.003		.000	.001	.000
	N	170	170	170	170	170	170	170	170	170
X1.7	Pearson Correlation	.289**	.214**	.152*	.134	.238**	.343**	1	.192*	.498**

	Sig. (2-tailed)	.000	.005	.048	.082	.002	.000		.012	.000
	N	170	170	170	170	170	170	170	170	170
X1.8	Pearson Correlation	.157*	.326**	.258**	.289**	.408**	.254**	.192*	1	.540**
	Sig. (2-tailed)	.041	.000	.001	.000	.000	.001	.012		.000
	N	170	170	170	170	170	170	170	170	170
Total_X1	Pearson Correlation	.598**	.752**	.650**	.715**	.724**	.528**	.498**	.540**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	170	170	170	170	170	170	170	170	170
**. Correlation is significant at the 0.01 level (2-tailed).										
*. Correlation is significant at the 0.05 level (2-tailed).										

Uji Reliabilitas

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.780	.779	8

b. Electronic Word of Mouth (E-WOM) (X2)

Uji Validitas

Correlations						
		X2.1	X2.2	X2.3	X2.4	Total_X2
X2.1	Pearson Correlation	1	.578**	.371**	.105	.709**
	Sig. (2-tailed)		.000	.000	.172	.000
	N	170	170	170	170	170
X2.2	Pearson Correlation	.578**	1	.502**	.340**	.828**

	Sig. (2-tailed)	.000		.000	.000	.000
	N	170	170	170	170	170
X2.3	Pearson Correlation	.371**	.502**	1	.478**	.780**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	170	170	170	170	170
X2.4	Pearson Correlation	.105	.340**	.478**	1	.640**
	Sig. (2-tailed)	.172	.000	.000		.000
	N	170	170	170	170	170
Total_X 2	Pearson Correlation	.709**	.828**	.780**	.640**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	170	170	170	170	170

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

Uji Reliabilitas

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.722	.724	4

c. Keputusan Pembelian (Y)

Uji Validitas

Correlations							
		Y.1	Y.2	Y.3	Y.4	Y.5	TOTAL_Y
Y.1	Pearson Correlation	1	.289**	.249**	.410**	.360**	.628**
	Sig. (2-tailed)		.000	.001	.000	.000	.000
	N	170	170	170	170	170	170
Y.2	Pearson Correlation	.289**	1	.388**	.288**	.299**	.778**

	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	170	170	170	170	170	170
Y.3	Pearson Correlation	.249**	.388**	1	.229**	.260**	.648**
	Sig. (2-tailed)	.001	.000		.003	.001	.000
	N	170	170	170	170	170	170
Y.4	Pearson Correlation	.410**	.288**	.229**	1	.351**	.631**
	Sig. (2-tailed)	.000	.000	.003		.000	.000
	N	170	170	170	170	170	170
Y.5	Pearson Correlation	.360**	.299**	.260**	.351**	1	.629**
	Sig. (2-tailed)	.000	.000	.001	.000		.000
	N	170	170	170	170	170	170
TOTAL_Y	Pearson Correlation	.628**	.778**	.648**	.631**	.629**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	170	170	170	170	170	170

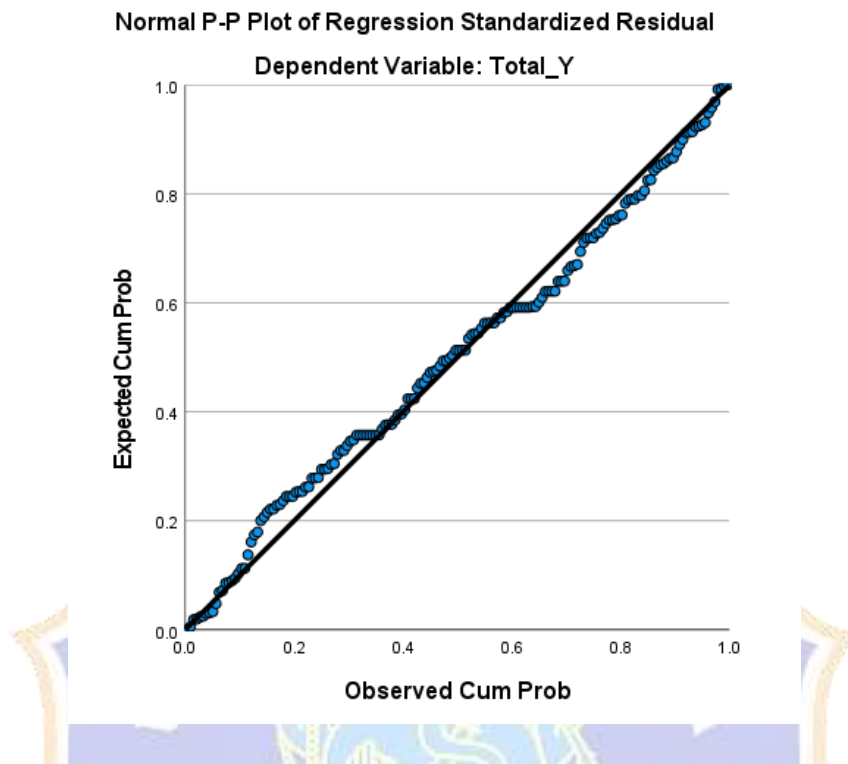
** . Correlation is significant at the 0.01 level (2-tailed).

Uji Reliabilitas

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.666	.694	5

Lampiran 08. Output Uji Asumsi Klasik

a. Uji Normalitas



One-Sample Kolmogorov-Smirnov Test

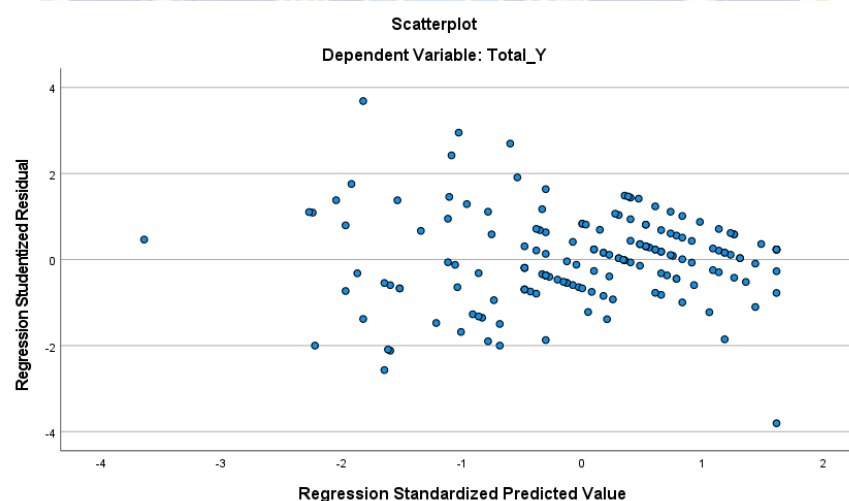
			Unstandardized Residual
N			170
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.99029726
Most Extreme Differences	Absolute		.067
	Positive		.060
	Negative		-.067
Test Statistic			.067
Asymp. Sig. (2-tailed) ^c			.060
Monte Carlo Sig. (2-tailed) ^d	Sig.		.060
	99% Confidence Interval	Lower Bound	.053
		Upper Bound	.066

b. Uji Multikolonieritas

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.524	1.244		4.442	.000		
	Total_X1	.349	.041	.535	8.484	.000	.755	1.324
	Total_X2	.252	.060	.266	4.217	.000	.755	1.324

a. Dependent Variable: Total_Y

c. Uji Heteroskedastisitas



Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.309	.772		6.876	.000
	Total_X1	-.072	.026	-.235	-2.837	.051
	Total_X2	-.086	.037	-.192	-2.322	.056

a. Dependent Variable: RES2

Lampiran 09. Pengujian Hipotesis

a. Analisis Regresi Linear Berganda

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	Sig.
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	5.524	1.244		4.442	.000
	Total_X1	.349	.041	.535	8.484	.000
	Total_X2	.252	.060	.266	4.217	.000

a. Dependent Variable: Total_Y

b. Uji Simultan (F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	664.431	2	332.216	82.873	.000 ^b
	Residual	669.457	167	4.009		
	Total	1333.888	169			

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X2, Total_X1

Sumber : Data Diolah menggunakan SPSS 27, 2025

c. Uji Parsial (t)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	Sig.
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	5.524	1.244		4.442	.000
	Total_X1	.349	.041	.535	8.484	.000
	Total_X2	.252	.060	.266	4.217	.000

a. Dependent Variable: Total_Y

d. Koefisien Determinasi (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706 ^a	.498	.492	2.002
a. Predictors: (Constant), Total_X2, Total_X1				
b. Dependent Variable: Total_Y				



Lampiran 10. Dokumentasi Penelitian

RIWAYAT HIDUP



Ketut Rista Meliani lahir di Singaraja pada tanggal 27 Juni 2003 sebagai anak keempat dari pasangan suami istri Bapak Made Budiasa dan Ibu Cening Supini. Penulis berkebangsaan Indonesia dan beragama Hindu. Penulis berasal dari Banjar Dinas Kelampuak, Desa Tamblang, Kecamatan Kubutambahan, Kabupaten Buleleng, Bali.

Penulis berhasil menyelesaikan pendidikan dasar di SD Negeri 2 Tamblang dan lulus pada tahun 2015.

Kemudian penulis melanjutkan pendidikan di SMP Negeri 2 Kubutambahan dan lulus pada tahun 2018 setelahnya penulis melanjutkan pendidikan di SMA Lab Undiksha Singaraja dengan mengambil jurusan Ilmu Pengetahuan Alam dan lulus pada tahun 2021. Setelah lulus penulis melanjutkan pendidikan ke Starta 1 Program Studi Manajemen di Universitas Pendidikan Ganesha.

Dengan ketekunan dan konsisten penulis pada awal tahun 2025 penulis telah menyelesaikan skripsi yang berjudul “Pengaruh Kualitas Produk dan *Electronic Word Of Mouth* (E-WOM) Terhadap Keputusan Pembelian di Sunrise Outlet Singaraja”

