

LAMPIRAN-LAMPIRAN

Lampiran 1 Daftar Produk BASF di UD Trisna

Tabel Daftar Porduk BASF yang tersedia di UD. Trisna

No	Nama Produk	Harga (Rp.)
1	Acrobat 40 gram	45.000,-
2	Cabrio 250 ml	195.000,-
3	Cabrio 100 ml	95.000,-
4	merivon 100 ml	140.000,-
5	Zampro 250 ml	195.000,-
6	Cabriotop 250 gram	75.000,-
7	Cabriotop 500 gram	135.000,-
8	Regent 500 ml	170.000,-
9	Regent 250 ml	95.000,-
10	Regent 100 ml	40.000,-
11	Basta 1 liter	210.000,-
12	Cimegra 50 ml	200.000,-
13	Cimegra 100 ml	350.000,-
14	BuFos 1 liter	105.000,-

Sumber: daftar produk BASF di UD. Trisna

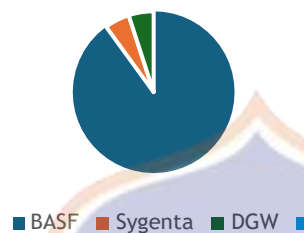


Lampiran 2 Hasil Pra Survei

1. Produk yang ingin dibeli

- a. DGW
- b. Bayer
- c. BASF
- d. Sygenta
- e. Produk lain

produk yang ingin dibeli



Hasil: 18 (90%) orang memilih BASF, 1 (5%) orang memilih Sygenta, dan 1 (5%) orang memilih DGW

2. Apa yang mempengaruhi dalam menentukan keputusan untuk membeli suatu produk

- a. Harga
- b. Promosi
- c. Kualitas produk
- d. *Word of mouth* (dari mulut ke mulut)]
- e. Citra produk
- f. Lainnya

faktor yang mempengaruhi pembelian



Hasil: 10 (55.56%) petani memilih *word of mouth*, 5 (27,78%) petani memilih kualitas produk, 2 (11,11%) petani memilih harga, dan 1 (5,56%) petani memilih promosi sebagai faktor yang mempengaruhi mereka dalam menentukan keputusan untuk membeli produk BASF.

Lampiran 3 Jadwal Penelitian

Tabel Jadwal Pelaksanaan

No	Jenis Kegiatan	Bulan ke-					
		Okt 2024	Nov 2024	Des 2024	Jan 2025	Feb 2025	Mar 2025
1	Pengajuan judul penelitian dan penyusunan proposal						
2	Konsultasi dengan pembimbing						
3	Seminar Proposal						
5	Perbaikan Proposal						
6	Pelaksanaan penelitian (pengumpulan data)						
7	Penyusunan hasil laporan penelitian						
8	Sidang Skripsi						
9	Perbaikan Skripsi						
10	Pengumpulan Skripsi						



Lampiran 4 Kuesioner Penelitian

KUESIONER PENELITIAN

Singaraja, 03 April 2025

Lampiran : 4 lembar
Perihal : Pengisian Kuesioner

Kepada Yth. Bapak/Ibu Konsumen UD. Trisna
di Tempat

Dengan hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha pada Jurusan Manajemen, Saya yang bertanda tangan dibawah ini:

Nama : Ni Luh Ade Trisna Dewi
Program Studi : S1 Manajemen
Perguruan Tinggi : Universitas Pendidikan Ganesha

Memohon kesediaan dari Bapak/Ibu untuk sekiranya dapat berpartisipasi dalam mengisi kuesioner penelitian ini, berkaitan dengan penyusunan skripsi yang saya lakukan. Topik yang diangkat dalam penelitian ini yaitu Pengaruh *Word of Mouth (WOM)* dan Kualitas Produk terhadap Keputusan Pembelian Produk BASF di UD. Trisna. Kesuksesan penelitian ini sangat bergantung pada pendapat Bapak/Ibu, oleh karena itu mohon ketersediaannya untuk mengisi atau menjawab kuesioner ini dengan jujur dan cermat. Atas kerja sama yang baik dan kesungguhan Bapak/Ibu dalam mengisi kuesioner ini, saya ucapkan terimakasih.

Singaraja, 03 April 2025

Ni Luh Ade Trisna Dewi
CP. 081337479644

A. Identitas Responden

1. Nama :
2. Usia :
3. Jenis Kelamin : ☐Perempuan ☐Laki-laki
4. Alamat :
5. Pekerjaan :

B. Petunjuk Pengisian Kuesioner

Silahkan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang anda alami dengan memberikan tanda (√) pada pilihan jawaban yang tersedia. Jawaban yang tersedia berupa Skala Likert yaitu 1-5 yang memiliki arti sebagai berikut:

Kode	Keterangan	Skor Positif
SS	Sangat Setuju	5
S	Setuju	4
CS	Cukup Setuju	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

C. Pernyataan

NO	Pernyataan	Tanggapan				
	<i>Word of mouth (WOM) X1</i>	SS	S	CS	TS	STS
1	Saya cenderung mempercayai informasi produk BASF yang diberikan oleh orang yang berpengalaman					
2	Saya sering melihat promosi produk BASF melalui berbagai media komunikasi					

3	Saya sering mendengar orang membicarakan manfaat produk BASF					
4	Saya pernah merekomendasikan produk BASF kepada orang lain					
5	Saya mencari informasi lebih lanjut mengenai produk BASF setelah mendengar rekomendasi dari orang lain					

NO	Pernyataan	Tanggapan				
	Kualitas Produk (X2)	SS	S	CS	TS	STS
1	Produk BASF memiliki kinerja yang baik sesuai dengan harapan saya					
2	Produk BASF sesuai dengan spesifikasi dan kebutuhan yang dijanjikan oleh penjual					
3	Produk BASF memiliki daya tahan yang tinggi					
4	Produk BASF menawarkan berbagai pilihan produk yang bisa disesuaikan dengan kebutuhan saya					
5	Produk BASF dapat diandalkan untuk memberikan solusi yang tepat dalam permasalahan yang saya hadapi					
6	Kemasan produk BASF memiliki desain yang menarik dan mudah dikenali di pasaran					

NO	Pernyataan	Tanggapan				
	Keputusan pembelian (Y)	SS	S	CS	TS	STS
1	Saya sering membeli produk BASF secara berkala					
2	Saya selalu membeli produk BASF ketika membutuhkannya					
3	Saya membeli produk BASF karena mengikuti tren atau rekomendasi pasar					
4	Ketersediaan produk BASF di UD Trisna mempengaruhi keputusan pembelian saya					
5	Saya membeli lebih dari satu produk BASF dalam setiap transaksi					
6	Saya lebih memilih membeli produk BASF di UD Trisna karena metode pembayarannya fleksibel					

Lampiran 5 Data Kuesioner Uji Validitas dan Reliabilitas

responden	<i>word of mouth</i>					X1
	X.1.1	X.1.2	X.1.3	X.1.4	X.1.5	
R1	4	4	4	4	4	20
R2	4	5	4	4	3	20
R3	4	3	4	5	5	21
R4	4	5	4	4	4	21
R5	5	4	5	4	4	22
R6	3	4	4	5	4	20
R7	4	4	4	4	4	20
R8	5	4	4	4	5	22
R9	4	3	4	5	5	21
R10	5	4	4	4	3	20
R11	4	4	4	4	4	20
R12	4	3	4	5	4	20
R13	4	4	4	5	4	21
R14	2	2	3	2	2	11
R15	4	4	4	3	4	19
R16	4	3	4	4	3	18
R17	4	5	4	5	4	22
R18	4	5	4	5	5	23
R19	4	4	3	3	3	17
R20	3	4	4	5	4	20
R21	4	4	5	5	5	23
R22	5	4	5	5	4	23
R23	4	5	5	5	3	22
R24	4	4	4	4	5	21
R25	4	3	4	4	4	19
R26	5	5	5	5	5	25
R27	4	5	4	5	4	22
R28	4	5	5	4	4	22
R29	5	4	4	4	5	22
R30	5	5	5	5	5	25

responden	kualitas produk						X2
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	
R1	3	5	4	4	4	2	22
R2	5	4	4	4	4	3	24
R3	4	4	4	4	5	4	25
R4	4	5	5	5	5	3	27
R5	5	3	3	3	3	3	20
R6	3	3	3	5	3	4	21
R7	2	1	2	4	4	3	16
R8	4	5	4	5	4	3	25
R9	3	3	3	1	2	2	14
R10	3	4	3	4	3	4	21
R11	5	5	4	4	4	5	27
R12	5	4	4	5	4	4	26
R13	4	5	5	4	3	5	26
R14	4	4	4	5	4	4	25
R15	5	4	5	4	5	5	28
R16	4	5	4	5	5	4	27
R17	4	4	5	4	5	5	27
R18	3	5	4	5	4	4	25
R19	4	3	4	4	5	4	24
R20	5	5	4	5	4	5	28
R21	3	5	4	4	5	4	25
R22	5	4	4	5	3	5	26
R23	4	5	4	5	4	4	26
R24	4	4	5	4	5	5	27
R25	5	5	4	5	4	4	27
R26	4	4	5	4	4	3	24
R27	4	3	4	5	4	3	23
R28	5	4	4	4	5	4	26
R29	4	4	3	4	5	5	25
R30	4	3	4	3	3	3	20

responden	keputusan pembelian						Y
	Y1	Y2	Y3	Y4	Y5	Y6	
R1	3	5	5	5	5	3	26
R2	4	3	4	3	4	3	21
R3	4	5	3	4	4	3	23
R4	5	3	4	4	3	3	22
R5	4	4	3	4	4	3	22
R6	3	4	4	3	5	4	23
R7	3	4	3	4	3	4	21
R8	4	4	5	5	5	5	28
R9	4	4	4	4	4	4	24
R10	3	4	4	3	5	4	23
R11	5	3	4	4	4	4	24
R12	2	2	2	3	2	2	13
R13	4	4	5	4	3	4	24
R14	2	4	4	4	4	3	21
R15	4	4	3	5	5	4	25
R16	5	3	4	3	3	4	22
R17	1	3	2	2	4	4	16
R18	5	3	4	4	3	3	22
R19	2	2	2	2	2	2	12
R20	4	3	4	3	3	4	21
R21	3	3	4	3	3	2	18
R22	3	3	4	4	3	2	19
R23	3	5	4	3	4	3	22
R24	3	4	4	5	4	4	24
R25	5	3	5	5	3	5	26
R26	4	3	3	3	4	3	20
R27	5	3	4	4	3	3	22
R28	5	3	5	5	3	5	26
R29	3	4	4	3	3	4	21
R30	4	3	4	4	3	4	22

Lampiran 6 Tabulasi Data Sampel

No	word of mouth					X1	kualitas produk						X2	keputusan pembelian						Y
	X.1.1	X.1.2	X.1.3	X.1.4	X.1.5		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6		Y1	Y2	Y3	Y4	Y5	Y6	
1	4	5	4	5	5	23	4	4	4	4	4	4	24	4	3	5	5	4	4	25
2	4	4	5	4	4	21	4	4	4	3	4	4	23	4	3	2	3	4	4	20
3	5	5	5	5	5	25	4	5	4	4	4	5	26	5	5	5	5	5	4	29
4	3	4	3	4	5	19	4	4	4	4	4	4	24	3	5	3	3	5	5	24
5	5	5	3	5	2	20	3	5	4	5	4	2	23	5	4	4	3	5	5	26
6	5	5	5	5	5	25	5	5	5	5	4	5	29	5	5	5	5	5	5	30
7	2	2	2	2	2	10	2	1	2	1	4	1	11	1	1	1	1	2	2	8
8	4	3	3	4	4	18	3	3	3	4	4	4	21	4	5	3	4	5	5	26
9	5	5	5	5	5	25	5	4	4	5	4	5	27	5	5	5	5	5	5	30
10	5	5	5	5	5	25	4	4	4	5	5	4	26	4	5	5	4	5	5	28
11	5	5	5	5	5	25	5	5	3	5	5	4	27	3	5	4	5	4	5	26
12	4	5	5	4	4	22	5	4	4	5	5	5	28	4	5	4	5	5	5	28
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17	5	4	5	4	4	22	4	3	3	4	4	4	22	5	4	4	4	4	4	25
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93	5	4	4	4	5	22	4	5	4	5	4	3	25	4	4	5	5	5	5	28
94	4	3	4	5	5	21	3	3	3	2	3	3	17	4	4	4	4	4	4	24
95	5	4	4	4	3	20	3	4	3	4	3	4	21	5	4	4	4	4	4	25
96	4	3	4	3	4	18	4	3	4	4	3	4	22	4	3	3	4	4	4	22
97	4	3	4	5	4	20	5	4	4	5	4	4	26	4	3	5	5	5	5	27
98	4	4	4	5	4	21	4	5	5	4	3	5	26	5	5	5	5	5	5	30
99	3	4	5	4	5	21	4	4	4	3	4	3	22	5	4	5	3	3	4	24
100	4	4	4	3	4	19	3	4	3	4	4	3	21	5	5	3	4	4	5	26
101	4	3	4	4	3	18	4	5	4	5	5	4	27	5	5	5	5	5	5	30
102	4	5	4	5	4	22	4	4	5	4	5	5	27	4	4	4	4	4	4	24
103	4	5	4	5	5	23	3	5	4	5	4	4	25	5	5	5	5	5	5	30
104	4	4	3	3	3	17	4	3	4	4	5	4	24	5	4	4	3	5	5	26

105	3	4	4	5	4	20	5	5	4	5	4	5	28	4	5	5	4	3	5	26
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108	4	5	5	5	3	22	4	5	4	5	4	4	26	5	5	5	5	5	5	30
109	4	4	4	4	5	21	4	4	5	4	5	5	27	4	4	5	4	4	4	25
110	4	3	4	4	4	19	5	5	4	5	4	4	27	5	4	4	3	5	5	26
111	5	5	5	5	5	25	4	4	5	4	4	3	24	5	3	4	3	5	5	25
112	4	5	4	5	4	22	4	3	4	5	4	3	23	3	5	5	5	4	4	26
113	4	5	5	4	4	22	5	4	4	4	5	4	26	4	4	5	3	3	3	22
114	5	4	4	4	5	22	4	4	3	4	5	5	25	4	5	4	5	5	5	28
115	5	5	5	5	5	25	4	3	4	3	3	3	20	4	3	3	4	4	4	22
116	3	4	4	3	4	18	4	3	3	4	4	3	21	3	3	3	4	4	4	21
117	5	5	5	5	5	25	5	5	5	4	5	4	28	3	5	4	3	5	5	25
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122	4	5	4	4	4	21	5	5	5	4	4	3	26	4	4	4	4	4	4	24
123	4	4	5	4	5	22	5	4	4	5	5	4	27	4	4	5	4	5	5	27
124	4	4	4	4	4	20	4	5	5	4	4	4	26	3	5	4	5	4	4	25
125	4	5	4	4	4	21	5	4	4	5	4	3	25	4	3	4	4	5	4	24
126	4	5	4	3	4	20	3	4	4	4	4	3	22	5	5	4	5	4	5	28
127	5	4	5	4	5	23	4	4	4	4	3	2	21	3	5	4	4	5	4	25
128	4	5	5	5	5	24	5	4	5	5	5	5	29	5	4	4	5	3	5	26
129	5	4	4	5	4	22	5	5	5	5	5	4	29	4	5	4	5	4	4	26
130	5	4	4	4	4	21	4	4	4	4	4	4	24	4	4	5	4	5	5	27
131	5	5	5	5	5	25	5	4	4	5	5	4	27	5	5	5	5	5	5	30

132	4	4	5	5	4	22	5	4	5	4	4	4	26	4	4	5	4	4	5	26
133	3	4	4	4	4	19	5	4	4	4	3	3	23	4	3	4	5	4	4	24
134	5	5	5	5	5	25	4	4	4	5	5	5	27	5	5	5	5	5	5	30
135	4	5	4	4	4	21	5	5	4	4	4	4	26	4	4	3	4	5	5	25
136	5	5	5	5	5	25	5	4	5	5	5	4	28	5	5	5	5	5	5	30
137	4	4	4	4	4	20	4	4	5	4	4	4	25	4	4	5	4	4	5	26
138	4	5	4	4	5	22	4	5	4	4	4	3	24	5	5	5	4	5	4	28
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140	4	4	5	5	5	23	4	5	4	4	4	3	24	5	4	4	5	5	4	27
141	5	5	3	4	5	22	4	5	4	5	5	5	28	4	5	4	4	4	5	26
142	4	5	4	4	3	20	5	4	3	3	3	3	21	4	4	5	5	5	4	27
143	4	5	4	4	4	21	4	4	4	4	4	4	24	5	5	5	4	4	3	26
144	5	5	5	5	5	25	5	5	4	4	4	4	26	5	5	5	5	5	5	30
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146	4	5	5	4	4	22	5	4	4	4	3	2	22	5	4	4	5	4	3	25
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148	5	4	4	4	4	21	4	5	4	4	4	4	25	5	4	4	3	5	3	24
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151	4	4	4	5	5	22	3	3	4	4	4	5	23	4	3	4	5	4	5	25
152	4	4	4	4	5	21	5	4	4	4	5	4	26	5	4	5	5	4	5	28
153	4	4	4	4	4	20	4	4	5	4	4	4	25	4	4	4	4	4	5	25
154	5	4	5	4	5	23	3	4	3	4	4	3	21	5	4	5	4	4	4	26
155	3	4	4	4	5	20	4	4	3	3	3	4	21	4	4	4	4	4	4	24
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160	5	5	5	5	5	25	5	5	4	5	5	5	29	5	5	5	5	5	5	30
161	4	5	4	5	5	23	4	4	4	4	4	5	25	4	4	4	5	5	4	26
162	5	5	5	5	5	25	3	4	3	3	3	5	21	4	4	4	4	4	4	24
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164	5	5	5	5	5	25	4	4	4	4	4	4	24	4	5	5	5	5	5	29
165	4	4	4	4	5	21	4	4	4	4	4	4	24	5	5	5	5	5	5	30
166	3	3	4	5	5	20	3	3	3	4	3	3	19	5	5	5	5	4	5	29
167	5	5	5	5	5	25	3	4	3	4	4	4	22	5	5	5	5	5	5	30
168	5	5	5	5	5	25	4	3	3	3	4	4	21	5	5	3	3	4	4	24
169	4	5	5	4	4	22	4	3	4	3	3	3	20	5	5	5	4	5	5	29
170	5	5	5	4	4	23	5	4	4	5	4	3	25	5	5	4	4	5	5	28



Lampiran 7 Output SPSS

Uji Validitas dan Reliabilitas Data Kecil

Uji Validitas dan Reliabilitas Variabel *Word of Mouth* (WOM)

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	.385*	.540**	.275	.451*	.709**
	Sig. (2-tailed)		.036	.002	.141	.012	<.001
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	.385*	1	.469**	.367*	.216	.679**
	Sig. (2-tailed)	.036		.009	.046	.251	<.001
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	.540**	.469**	1	.543**	.386*	.770**
	Sig. (2-tailed)	.002	.009		.002	.035	<.001
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	.275	.367*	.543**	1	.541**	.758**
	Sig. (2-tailed)	.141	.046	.002		.002	<.001
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	.451*	.216	.386*	.541**	1	.730**
	Sig. (2-tailed)	.012	.251	.035	.002		<.001
	N	30	30	30	30	30	30
X1	Pearson Correlation	.709**	.679**	.770**	.758**	.730**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30

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

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

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.768	5

Uji Validitas dan Reliabilitas Variabel Kualitas Produk

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2
X2.1	Pearson Correlation	1	.313	.417*	.187	.151	.386*	.604**
	Sig. (2-tailed)		.092	.022	.322	.425	.035	<.001
	N	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.313	1	.562**	.406*	.259	.295	.721**
	Sig. (2-tailed)	.092		.001	.026	.167	.114	<.001
	N	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.417*	.562**	1	.237	.410*	.313	.715**
	Sig. (2-tailed)	.022	.001		.208	.025	.092	<.001
	N	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.187	.406*	.237	1	.366*	.354	.648**
	Sig. (2-tailed)	.322	.026	.208		.047	.055	<.001
	N	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.151	.259	.410*	.366*	1	.337	.625**
	Sig. (2-tailed)	.425	.167	.025	.047		.069	<.001
	N	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.386*	.295	.313	.354	.337	1	.682**
	Sig. (2-tailed)	.035	.114	.092	.055	.069		<.001
	N	30	30	30	30	30	30	30
X2	Pearson Correlation	.604**	.721**	.715**	.648**	.625**	.682**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30	30

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

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

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.746	6

Uji Validitas dan Reliabilitas Variabel Keputusan Pembelian

		Correlations						
		Y1	Y2	Y3	Y4	Y5	Y6	Y
Y1	Pearson Correlation	1	-.062	.527**	.487**	-.053	.357	.609**
	Sig. (2-tailed)		.743	.003	.006	.781	.053	<.001
	N	30	30	30	30	30	30	30
Y2	Pearson Correlation	-.062	1	.314	.358	.675**	.232	.585**
	Sig. (2-tailed)	.743		.091	.052	<.001	.217	<.001
	N	30	30	30	30	30	30	30
Y3	Pearson Correlation	.527**	.314	1	.581**	.219	.473**	.780**
	Sig. (2-tailed)	.003	.091		<.001	.245	.008	<.001
	N	30	30	30	30	30	30	30
Y4	Pearson Correlation	.487**	.358	.581**	1	.269	.415*	.778**
	Sig. (2-tailed)	.006	.052	<.001		.150	.023	<.001
	N	30	30	30	30	30	30	30
Y5	Pearson Correlation	-.053	.675**	.219	.269	1	.328	.574**
	Sig. (2-tailed)	.781	<.001	.245	.150		.077	<.001
	N	30	30	30	30	30	30	30
Y6	Pearson Correlation	.357	.232	.473**	.415*	.328	1	.698**
	Sig. (2-tailed)	.053	.217	.008	.023	.077		<.001
	N	30	30	30	30	30	30	30
Y	Pearson Correlation	.609**	.585**	.780**	.778**	.574**	.698**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	
	N	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).

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
Total		30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.749	6

Uji Validitas dan Reliabilitas Data Besar

Uji Validitas dan Reliabilitas Variabel *Word of Mouth* (WOM)

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	.291**	.415**	.320**	.233**	.670**
	Sig. (2-tailed)		<.001	<.001	<.001	.002	<.001
	N	170	170	170	170	170	170
X1.2	Pearson Correlation	.291**	1	.279**	.303**	.203**	.620**
	Sig. (2-tailed)	<.001		<.001	<.001	.008	<.001
	N	170	170	170	170	170	170
X1.3	Pearson Correlation	.415**	.279**	1	.364**	.340**	.708**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	170	170	170	170	170	170
X1.4	Pearson Correlation	.320**	.303**	.364**	1	.374**	.705**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	170	170	170	170	170	170
X1.5	Pearson Correlation	.233**	.203**	.340**	.374**	1	.651**
	Sig. (2-tailed)	.002	.008	<.001	<.001		<.001
	N	170	170	170	170	170	170
X1	Pearson Correlation	.670**	.620**	.708**	.705**	.651**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	170	170	170	170	170	170

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

Case Processing Summary

		N	%
Cases	Valid	170	100.0
	Excluded ^a	0	.0
Total		170	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.693	5

Uji Validitas dan Reliabilitas Variabel Kualitas Produk

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2
X2.1	Pearson Correlation	1	.405**	.481**	.426**	.171*	.300**	.677**
	Sig. (2-tailed)		<.001	<.001	<.001	.026	<.001	<.001
	N	170	170	170	170	170	170	170
X2.2	Pearson Correlation	.405**	1	.534**	.408**	.340**	.326**	.734**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001
	N	170	170	170	170	170	170	170
X2.3	Pearson Correlation	.481**	.534**	1	.327**	.334**	.290**	.719**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001
	N	170	170	170	170	170	170	170
X2.4	Pearson Correlation	.426**	.408**	.327**	1	.314**	.366**	.697**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001
	N	170	170	170	170	170	170	170
X2.5	Pearson Correlation	.171*	.340**	.334**	.314**	1	.383**	.609**
	Sig. (2-tailed)	.026	<.001	<.001	<.001		<.001	<.001
	N	170	170	170	170	170	170	170
X2.6	Pearson Correlation	.300**	.326**	.290**	.366**	.383**	1	.663**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001
	N	170	170	170	170	170	170	170
X2	Pearson Correlation	.677**	.734**	.719**	.697**	.609**	.663**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	
	N	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).

Case Processing Summary

		N	%
Cases	Valid	170	100.0
	Excluded ^a	0	.0
	Total	170	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.771	6

Uji Validitas dan Reliabilitas Variabel Keputusan Pembelian

		Correlations						
		Y1	Y2	Y3	Y4	Y5	Y6	Y
Y1	Pearson Correlation	1	.332**	.375**	.331**	.319**	.406**	.673**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001
	N	170	170	170	170	170	170	170
Y2	Pearson Correlation	.332**	1	.421**	.352**	.383**	.256**	.690**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001
	N	170	170	170	170	170	170	170
Y3	Pearson Correlation	.375**	.421**	1	.458**	.323**	.363**	.734**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001
	N	170	170	170	170	170	170	170
Y4	Pearson Correlation	.331**	.352**	.458**	1	.274**	.262**	.666**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001
	N	170	170	170	170	170	170	170
Y5	Pearson Correlation	.319**	.383**	.323**	.274**	1	.332**	.642**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001
	N	170	170	170	170	170	170	170
Y6	Pearson Correlation	.406**	.256**	.363**	.262**	.332**	1	.639**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001
	N	170	170	170	170	170	170	170
Y	Pearson Correlation	.673**	.690**	.734**	.666**	.642**	.639**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	
	N	170	170	170	170	170	170	170

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

Case Processing Summary

		N	%
Cases	Valid	170	100.0
	Excluded ^a	0	.0
	Total	170	100.0

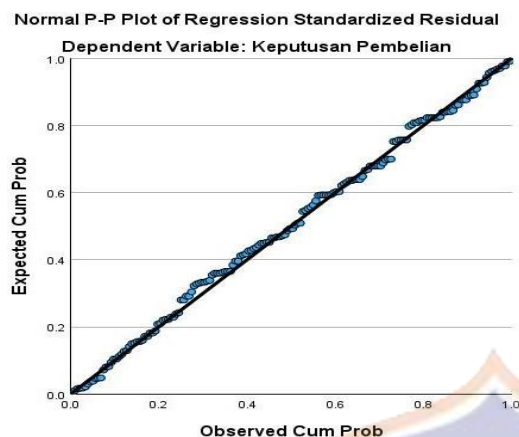
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.760	6

Uji Normalitas

Uji P-Plot



Uji Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		170
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.78548345
Most Extreme Differences	Absolute	.045
	Positive	.029
	Negative	-.045
Test Statistic		.045
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	.555
	99% Confidence Interval	Lower Bound .543
		Upper Bound .568

a. Test distribution is Normal.

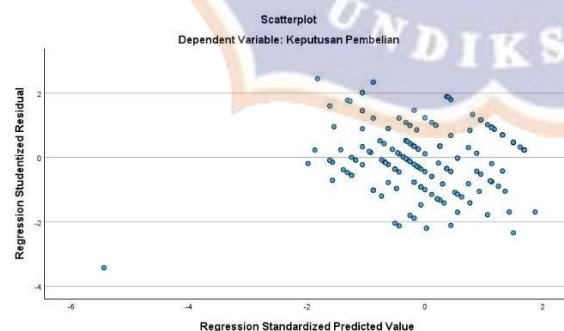
b. Calculated from data.

c. Lilliefors Significance Correction.

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

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Uji Heteroskedastisitas



Uji Multikoleniaritas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.251	1.426		2.281	.024		
	Word of Mouth	.572	.073	.444	7.811	<.001	.717	1.394
	Kualitas Produk	.415	.052	.452	7.956	<.001	.717	1.394

a. Dependent Variable: Keputusan Pembelian

Uji Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.251	1.426		2.281	.024
	Word of Mouth	.572	.073	.444	7.811	<.001
	Kualitas Produk	.415	.052	.452	7.956	<.001

a. Dependent Variable: Keputusan Pembelian

Koefisien Determinasi (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783 ^a	.614	.609	1.79614

a. Predictors: (Constant), Kualitas Produk, Word of Mouth

b. Dependent Variable: Keputusan Pembelian

Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.251	1.426		2.281	.024
	Word of Mouth	.572	.073	.444	7.811	<.001
	Kualitas Produk	.415	.052	.452	7.956	<.001

a. Dependent Variable: Keputusan Pembelian

Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	856.183	2	428.092	132.695	<.001 ^b
	Residual	538.764	167	3.226		
	Total	1394.947	169			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, Word of Mouth

Lampiran 8 Dokumentasi



