

LAMPIRAN



Lampiran 1 Observasi Awal



Lampiran 2 Kuisisioner Penelitian**KUESIONER****PENGARUH *WORD OF MOUTH (WOM)* DAN LOKASI TERHADAP
KEPUTUSAN PEMBELIAN PADA USAHA *TERRAZZO BALI VICTORY*
SINGARAJA**

Kepada Yth. Bapak/Ibu, Saudara/i

Perihal : Kuesioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha pada Jurusan Manajemen, dengan ini saya mengadakan penelitian yang berjudul **“Pengaruh Word of Mouth dan Lokasi Terhadap Keputusan Pembelian pada Usaha *Terrazzo Bali Victory* Singaraja”**.

Dengan ini, saya memohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan mengisi kuesioner berupa pernyataan yang telah dilampirkan dengan memberikan jawaban objektif yang sudah tersedia pada kuesioner tersebut dengan benar. Data dan jawaban yang telah Bapak/Ibu, Saudara/i berikan akan saya jaga kerahasiaannya dan hanya digunakan untuk keperluan penelitian. Atas kesediaan dan bantuan Bapak/Ibu, Saudara/i yang turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terimakasih.

Singaraja, 17 Mei 2025 Hormat Saya,
Peneliti

Rachel Kimberly Pratasik
NIM. 2117041284

A. IDENTITAS RESPONDEN

(Beri tanda ✓ pada kotak jawaban)

1. Nama :
2. No. Telepon :
3. Jenis Kelamin : ☐ Laki-Laki ☐ Perempuan
4. Usia :
5. Pekerjaan :

Wiraswasta	Guru
Pegawai Kantor	Ibu Rumah Tangga
Pengusaha	Pelajar/Mahasiswa

B. PETUNJUK PENGISIAN KUESIONER

Silakan pilih jawaban yang menurut Bapak/Ibu/Saudara/i paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (✓) pada pilihan jawaban yang tersedia. Hanya satu jawaban saja yang dimungkinkan untuk setiap pertanyaan. Penilaian dilakukan berdasarkan skala 1 s.d 5 yang memiliki arti sebagai berikut :

Sangat Setuju (SS) = skor 5

Setuju (S) = skor 4

Cukup Setuju (CS) = skor 3

Tidak Setuju (TS) = skor 2

Sangat Tidak Setuju (STS) = skor 1

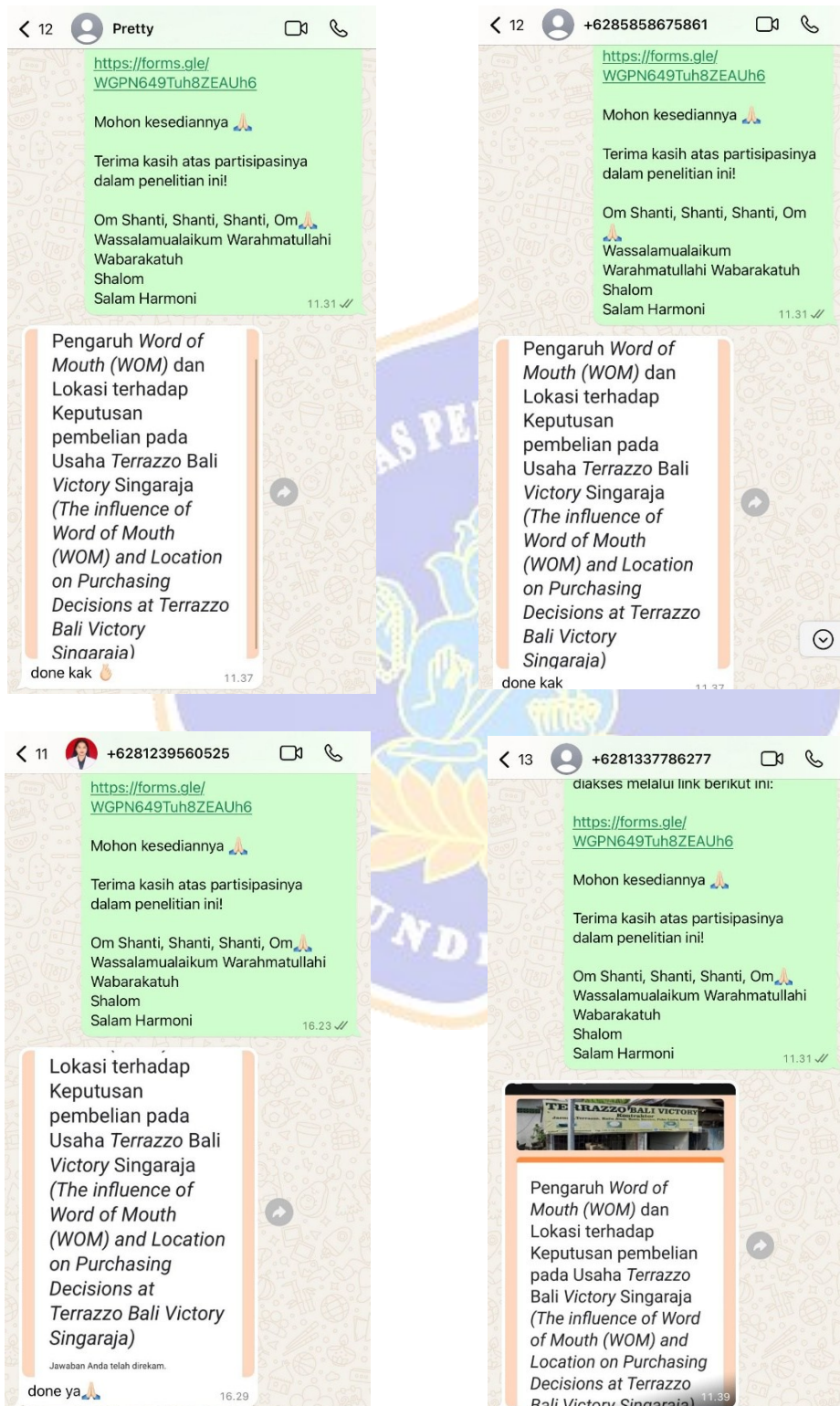
C. DRAFT PERTANYAAN

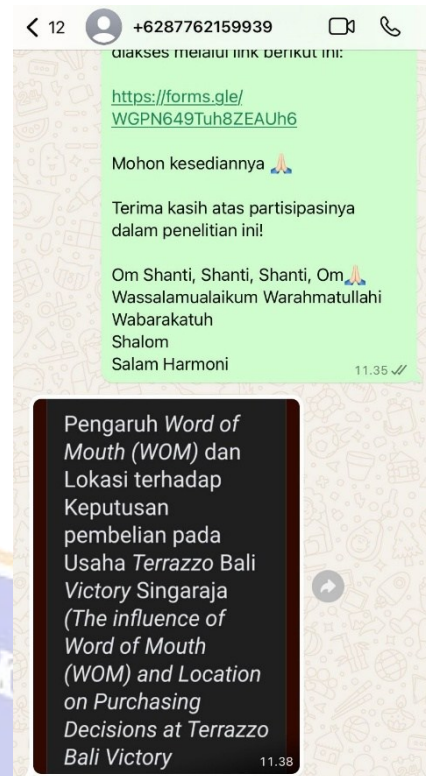
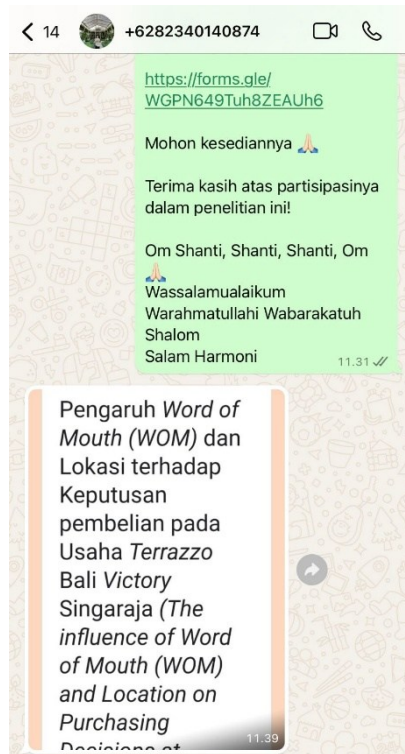
NO.	Pernyataan	Pilihan Jawaban				
	Variabel <i>Word of Mouth (WOM)</i>	STS	TS	CS	S	SS
1.	Saya mengetahui produk pada usaha <i>Terrazzo Bali Victory Singaraja</i> dari teman, keluarga dan rekan kerja (<i>I learned about the products at Terrazzo Bali Victory Singaraja from friends, family, and colleagues</i>).					
2.	Pelayanan pada usaha <i>Terrazzo Bali Victory Singaraja</i> memuaskan, sehingga saya bersedia membagi pengalaman kepada orang lain. (<i>The service at Terrazzo Bali Victory Singaraja is satisfactory, which makes me willing to</i>					

	<i>share my experience with others).</i>					
3.	Saya berkunjung ke usaha <i>Terrazzo Bali Victory</i> Singaraja setelah mendengar promosinya melalui media sosial. <i>(I visited Terrazzo Bali Victory Singaraja after hearing about its promotion through social media).</i>					
4	Pelayanan di usaha <i>Terrazzo Bali Victory</i> Singaraja sangat tanggap dan cepat dalam merespon konsumen. <i>(The service at Terrazzo Bali Victory Singaraja is very responsive and quick in addressing consumer needs).</i>					
5	Usaha <i>Terrazzo Bali Victory</i> Singaraja sangat terbuka dalam menampung kritik dan saran dari konsumen. <i>(Terrazzo Bali Victory Singaraja is very open to receiving feedback and suggestions from consumers).</i>					
	Variabel Lokasi					
6	Lokasi tempat usaha <i>Terrazzo Bali Victory</i> Singaraja mudah dijangkau. <i>(The location of Terrazzo Bali Victory Singaraja is easily accessible).</i>					
7	Lokasi usaha <i>Terrazzo Bali Victory</i> Singaraja terlihat di tepi jalan. <i>(The location of Terrazzo Bali Victory Singaraja is visible from the roadside).</i>					
8	Lokasi tempat usaha <i>Terrazzo Bali Victory</i> Singaraja didukung oleh sarana parkir untuk kendaraan mobil maupun motor. <i>(The location of Terrazzo Bali Victory Singaraja is supported by parking facilities for both cars and motorcycles).</i>					
9	Lokasi tempat usaha <i>Terrazzo Bali Victory</i> Singaraja mampu mengembangkan usaha di kemudian hari. <i>(The location of Terrazzo Bali Victory Singaraja has the potential to support business growth in the future).</i>					
10	Lingkungan dan suhu udara pada tempat usaha <i>Terrazzo Bali Victory</i> Singaraja yang efektif. <i>(The environment and air temperature at Terrazzo Bali Victory</i>					

	<i>Singaraja are effective).</i>					
	Variabel Keputusan Pembelian					
11	Saya membeli produk pada usaha Terrazzo Bali Victory Singaraja karena ingin memenuhi kebutuhan desain rumah, usaha atau kantor saya. <i>(I purchased products from Terrazzo Bali Victory Singaraja to meet the design needs of my home, business, or office).</i>					
12	Saya membeli produk pada usaha Terrazzo Bali Victory Singaraja karena sudah membandingkan keunggulan produk dengan produk usaha lain yang sejenis. <i>(I purchased products from Terrazzo Bali Victory Singaraja because I have compared the advantages of their products with those of other similar businesses).</i>					
13.	Saya merasa yakin bahwa produk Terrazzo Bali Victory Singaraja adalah pilihan terbaik berdasarkan ulasan yang saya baca. <i>(I am confident that Terrazzo Bali Victory Singaraja products are the best choice based on the reviews I have read).</i>					
14.	Saya akan merekomendasikan produk usaha Terrazzo Bali Victory Singaraja kepada kenalan jika produk sesuai dengan harapan saya. <i>(I will recommend Terrazzo Bali Victory Singaraja products to acquaintances if they meet my expectations).</i>					
15.	Saya berencana untuk membeli lagi produk Terrazzo Bali Victory Singaraja di masa depan karena kepuasan saya terhadap produk tersebut. <i>(I plan to purchase Terrazzo Bali Victory Singaraja products again in the future because of my satisfaction with them).</i>					

Lampiran 3 Bukti Foto Penyebaran Kuisiонер





Lampiran 4 Bukti Nota Pembelian

VICTORY TERRAZZO BALI

Jl. SARMA KARMA NO.2 BULELENG SINGARAJA, BALI
 Mobile : +62 812 3678 9124
 E-mail : victoryterrazzobali@gmail.com
 Website : https://terrazzobalivictory.com/
 Bank Acc : Bank BCA 1461481073
 Acc Name : Salmon Mangar Simbolon

No: 00211021
 Singaraja, 3 February 2024
 To : ANNIE
 At : Panji, Singaraja

Whole Sale & Retail

QUANTITY	KIND OF GOODS	RETAIL PRICE	UNIT PRICE	TOTAL
2	Kaki meja ukuran tinggi 76 cm, ukuran keliling 66 cm			
1	Top diameter 45 cm, tinggi/tebal 3 cm		Rp. 2.000.000	
		DP 50%	Rp. 1.000.000	
		Sisa Pembayaran :	Rp. 1.000.000	

ATTENTION:

- 50% Down payment
- Deposit of purchase is valid during one month, more than that period, it will be considered to be lost/ agreement is canceled.
- The entrusted goods is valid 60 days. The more damage/ lost is not our responsibility.
- The goods which already bought couldn't be returned or changed.
- Point 1, 2, and 3 can be changed if there is any other agreement.

PERHATIAN:

- 50% Tanda Jadi
- Deposit pembelian barang hanya berlaku selama satu bulan, selebihnya deposit dianggap hilang/ transaksi batal.
- Barang titipan berlaku 60 hari, selebihnya kerusakan/ hilang di luar tanggung jawab kami.
- Barang yang sudah dibeli tidak dapat dikembalikan/ditukar.
- Poin 1, 2, dan 3 dapat berubah bila ada perjanjian tertulis.

Penerima/ Receiver
 Salmon Simbolon

Pembeli/ Buyer
 ANNIE

PT.VICTORY TERRAZZO BALI

Jl. Sarma karma no.2 buleleng Singaraja
 BALI – INDONESIA
 Phone : +62361 4010 983
 Mobile : +62 8777 0011 110
 E-mail : victoryterrazzobali@gmail.com
 Website : https://terrazzobalivictory.com/
 Acc Number : Bank BCA 1461481073
 Swift Code : CCNAIDJA
 Acc Name : Salmon Mangar Simbolon

No: 000020323
 Singaraja, 6 Juni 2023
 To : Sharon
 At : Lovina, Singaraja

Whole Sale & Retail

ATTENTION:

QUANTITY	KIND OF GOODS	RETAIL PRICE	UNIT PRICE	TOTAL
1	1 Wastafel panjang keseluruhan 40 cm lebar 25 cm		Rp. 900.000	Rp. 900.000
		DP 50% :	Rp. 450.000	
		Sisa Pembayaran :	Rp. 450.000	

- Deposit of purchase is valid during one month, more than that period, it will be considered to be lost/ agreement is canceled.
- The entrusted goods is valid 60 days. The more damage/ lost is not our responsibility.
- The goods which already bought couldn't be returned or changed.
- Point 1, 2, and 3 can be changed if there is any other agreement.

PERHATIAN:

- Deposit pembelian barang hanya berlaku selama satu bulan, selebihnya deposit dianggap hilang/ transaksi batal.
- Barang titipan berlaku 60 hari, selebihnya kerusakan/ hilang di luar tanggung jawab kami.
- Barang yang sudah dibeli tidak dapat dikembalikan/ditukar.
- Poin 1, 2, dan 3 dapat berubah bila ada perjanjian tertulis.

Penerima/ Receiver
 Salmon Simbolon

Pembeli/ Buyer
 Sharon



Lampiran 5 Tabulasi Data (N=30 Sampel)

No. Res	Word of Mouth (WOM) (X1)					Total X1	Lokasi (X2)					Total X2	Keputusan Pembelian (Y)					Total Y
	X1.1	X1.2	X1.3	X1.4	X1.5		X2.1	X2.2	X2.3	X2.4	X2.5		Y1	Y2	Y3	Y4	Y5	
1	4	4	3	4	5	20	5	5	4	5	5	24	4	5	5	4	5	23
2	5	4	4	5	5	23	5	5	5	5	5	25	5	5	5	5	5	25
3	5	5	5	5	5	25	5	5	4	5	5	24	5	5	5	5	4	24
4	5	4	5	5	5	24	5	5	4	5	5	24	5	4	4	5	5	23
5	4	5	5	4	4	22	5	4	5	5	4	23	5	4	4	5	5	23
6	4	5	5	4	5	23	4	5	4	4	5	22	5	5	5	5	5	25
7	5	3	5	2	5	20	5	5	4	5	5	24	5	5	5	5	3	23
8	4	4	4	4	4	20	4	4	4	4	4	20	3	4	4	5	3	19
9	5	4	5	5	5	24	5	5	4	5	5	24	5	5	5	5	5	25
10	5	5	4	4	5	23	5	5	5	5	5	25	5	5	5	5	5	25
11	4	4	4	4	5	21	4	4	4	5	5	22	3	4	4	5	3	19
12	5	3	5	4	5	22	5	5	5	4	5	24	4	4	3	3	3	17
13	3	5	4	4	4	20	5	4	5	5	4	23	5	5	5	5	5	25
14	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	4	5	24
15	5	4	3	5	5	22	4	5	4	4	5	22	5	5	5	5	5	25
16	2	2	2	2	3	11	4	3	3	4	3	17	2	3	2	3	3	13
17	4	4	5	5	4	22	4	4	4	4	4	20	5	5	5	4	5	24
18	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
19	4	4	4	5	4	21	5	4	4	5	4	22	5	4	4	4	5	22
20	1	3	2	1	3	10	4	2	4	2	3	15	3	1	3	4	3	14
21	4	4	4	3	4	19	3	4	4	3	4	18	3	4	4	3	3	17
22	5	4	4	4	5	22	3	5	4	3	5	20	3	4	4	4	3	18
23	4	5	5	5	4	23	4	4	5	4	4	21	4	4	5	4	4	21
24	3	3	3	3	4	16	4	4	4	4	4	20	3	4	4	4	3	18
25	4	5	2	5	4	20	2	4	5	2	4	17	4	3	5	5	4	21
26	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
27	5	4	5	5	5	24	4	5	4	4	5	22	5	5	3	5	5	23
28	3	3	3	3	4	16	5	2	1	3	4	15	3	4	4	4	3	18
29	4	4	5	4	4	21	4	4	4	4	4	20	5	5	5	5	5	25
30	5	5	4	4	5	23	5	5	5	5	5	25	4	5	5	4	4	22

Lampiran 6 Tabulasi Data (N=120 Sampel)

No. Res	Word of Mouth (WOM) (X1)					Total X1	Lokasi (X2)					Total X2	Keputusan Pembelian (Y)					Total Y
	X1.1	X1.2	X1.3	X1.4	X1.5		X2.1	X2.2	X2.3	X2.4	X2.5		Y1	Y2	Y3	Y4	Y5	
1	4	4	3	4	5	20	5	5	4	5	5	24	4	5	5	4	5	23
2	5	4	4	5	5	23	5	5	5	5	5	25	5	5	5	5	5	25
3	5	5	5	5	5	25	5	5	4	5	5	24	5	5	5	5	4	24
4	5	4	5	5	5	24	5	5	4	5	5	24	5	4	4	5	5	23
5	4	5	5	4	4	22	5	4	5	5	4	23	5	4	4	5	5	23
6	4	5	5	4	5	23	4	5	4	4	5	22	5	5	5	5	5	25
7	5	3	5	2	5	20	5	5	4	5	5	24	5	5	5	5	3	23
8	4	4	4	4	4	20	4	4	4	4	4	20	3	4	4	5	3	19
9	5	4	5	5	5	24	5	5	4	5	5	24	5	5	5	5	5	25
10	5	5	4	4	5	23	5	5	5	5	5	25	5	5	5	5	5	25
11	4	4	4	4	5	21	4	4	4	5	5	22	3	4	4	5	3	19
12	5	3	5	4	5	22	5	5	5	4	5	24	4	4	3	3	3	17
13	3	5	4	4	4	20	5	4	5	5	4	23	5	5	5	5	5	25
14	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	4	5	24
15	5	4	3	5	5	22	4	5	4	4	5	22	5	5	5	5	5	25
16	2	2	2	2	3	11	4	3	3	4	3	17	2	3	2	3	3	13
17	4	4	5	5	4	22	4	4	4	4	4	20	5	5	5	4	5	24
18	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
19	4	4	4	5	4	21	5	4	4	5	4	22	5	4	4	4	5	22
20	1	3	2	1	3	10	4	2	4	2	3	15	3	1	3	4	3	14
21	4	4	4	3	4	19	3	4	4	3	4	18	3	4	4	3	3	17
22	5	4	4	4	5	22	3	5	4	3	5	20	3	4	4	4	3	18
23	4	5	5	5	4	23	4	4	5	4	4	21	4	4	5	4	4	21
24	3	3	3	3	4	16	4	4	4	4	4	20	3	4	4	4	3	18
25	4	5	2	5	4	20	2	4	5	2	4	17	4	3	5	5	4	21
26	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
27	5	4	5	5	5	24	4	5	4	4	5	22	5	5	3	5	5	23
28	3	3	3	3	4	16	5	2	1	3	4	15	3	4	4	4	3	18
29	4	4	5	4	4	21	4	4	4	4	4	20	5	5	5	5	5	25
30	5	5	4	4	5	23	5	5	5	5	5	25	4	5	5	4	4	22
31	4	5	5	5	4	23	4	4	5	4	4	21	4	4	5	4	4	21
32	3	2	2	2	3	12	4	3	2	4	3	16	3	2	3	2	3	13

33	4	4	5	5	4	22	5	4	4	5	4	22	5	5	5	5	5	25
34	2	1	2	3	1	9	2	1	3	2	1	9	2	2	2	2	2	10
35	4	5	5	5	4	23	4	4	5	4	4	21	5	4	4	4	5	22
36	5	5	5	5	5	25	5	5	5	5	5	25	5	5	4	5	5	24
37	3	3	3	3	3	15	3	3	3	3	3	15	3	3	2	3	3	14
38	5	5	5	5	5	25	5	5	5	5	5	25	5	4	4	4	5	22
39	4	4	5	5	4	22	4	4	4	4	4	20	4	5	5	5	4	23
40	2	3	3	2	2	12	2	2	3	2	2	11	3	3	3	3	3	15
41	4	4	4	4	4	20	5	4	4	5	4	22	4	4	4	4	4	20
42	2	3	2	3	2	12	2	2	3	2	2	11	2	1	4	2	4	13
43	4	4	4	4	4	20	5	4	4	5	4	22	5	5	5	4	5	24
44	3	3	4	4	3	17	4	3	3	4	3	17	2	3	2	3	2	12
45	5	5	4	4	5	23	4	5	5	4	5	23	4	4	4	3	4	19
46	1	1	3	3	3	11	2	3	5	2	3	15	3	3	4	5	3	18
47	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
48	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
49	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
50	4	5	4	4	4	21	4	4	5	4	4	21	3	4	4	2	3	16
51	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
52	4	5	5	5	4	23	4	4	5	4	4	21	5	5	5	5	5	25
53	5	5	5	5	5	25	4	5	5	4	5	23	4	4	4	5	4	21
54	4	5	5	5	4	23	4	4	5	4	4	21	5	4	5	5	5	24
55	2	2	2	2	1	9	1	2	2	3	1	9	3	2	3	2	3	13
56	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	4	5	24
57	3	3	3	3	3	15	2	3	3	2	3	13	3	3	3	2	3	14
58	5	5	4	5	5	24	5	5	5	5	5	25	4	5	5	5	4	23
59	4	4	5	5	4	22	4	4	4	4	4	20	5	5	5	4	5	24
60	4	4	4	4	4	20	4	4	4	4	4	20	4	5	5	5	4	23
61	4	4	5	5	5	23	5	5	5	5	5	25	5	4	4	5	5	23
62	3	4	2	4	3	16	4	3	3	4	3	17	4	3	4	3	4	18
63	3	3	3	3	4	16	3	4	3	3	4	17	2	3	3	2	3	13
64	5	5	5	5	5	25	4	5	5	4	5	23	5	5	5	5	5	25
65	4	5	5	5	4	23	4	4	5	4	4	21	4	4	4	5	4	21
66	1	3	3	1	5	13	5	5	4	5	5	24	3	5	3	4	3	18
67	5	5	4	4	5	23	5	5	5	5	5	25	4	5	4	3	4	20
68	5	5	4	5	4	23	4	4	4	4	4	20	5	5	5	5	5	25

69	5	4	5	4	5	23	5	5	5	5	5	25	5	5	5	5	5	25
70	4	4	5	5	5	23	4	5	4	4	5	22	5	5	4	5	5	24
71	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
72	5	3	4	4	5	21	5	5	4	5	5	24	5	5	4	4	5	23
73	3	5	4	5	3	20	4	3	5	4	3	19	5	5	5	5	5	25
74	4	2	3	4	4	17	4	4	5	4	4	21	5	4	5	5	5	24
75	3	3	3	3	3	15	4	3	3	4	3	17	2	3	3	2	3	13
76	5	5	5	5	5	25	5	5	5	5	5	25	4	5	5	5	4	23
77	5	4	3	5	5	22	4	5	5	5	5	24	5	5	5	4	5	24
78	5	5	5	5	4	24	4	5	5	4	4	22	5	5	5	5	5	25
79	5	5	4	5	5	24	5	5	5	3	5	23	5	5	5	5	5	25
80	5	5	5	5	5	25	4	5	5	5	5	24	5	5	5	5	5	25
81	5	5	4	5	4	23	5	5	5	4	4	23	5	4	4	5	5	23
82	5	4	5	4	4	22	5	4	5	4	4	22	5	4	4	5	3	21
83	3	2	2	2	4	13	5	5	5	5	4	24	2	2	3	4	3	14
84	5	5	3	5	4	22	5	5	4	5	4	23	3	4	4	4	5	20
85	4	4	4	4	5	21	5	5	4	4	5	23	3	4	4	5	5	21
86	5	5	4	5	4	23	5	5	5	5	4	24	5	5	5	4	3	22
87	2	2	1	2	1	8	4	2	5	4	1	16	4	2	4	3	3	16
88	4	4	4	4	4	20	5	5	4	5	4	23	3	4	4	5	5	21
89	4	5	3	5	5	22	4	4	3	4	5	20	3	4	3	3	5	18
90	2	1	2	3	3	11	2	4	3	2	3	14	2	3	2	2	5	14
91	5	5	5	5	5	25	5	5	4	5	5	24	5	5	5	4	3	22
92	4	4	4	4	4	20	4	4	5	5	4	22	5	5	5	4	5	24
93	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
94	4	5	5	4	4	22	4	4	4	5	4	21	5	4	4	4	5	22
95	2	3	2	2	2	11	2	2	2	2	2	10	3	4	2	3	3	15
96	4	3	3	4	4	18	4	4	4	3	4	19	3	4	4	3	3	17
97	4	4	5	4	4	21	5	4	4	4	5	22	3	4	4	4	3	18
98	4	4	4	4	4	20	4	5	5	5	4	23	4	4	5	4	4	21
99	4	2	3	4	4	17	3	3	3	3	3	15	3	4	4	4	3	18
100	2	4	3	3	2	14	4	5	2	5	4	20	4	3	5	5	4	21
101	4	4	3	4	5	20	5	5	4	5	5	24	4	5	5	4	5	23
102	5	4	4	5	5	23	5	5	5	5	5	25	5	5	5	5	5	25
103	5	5	5	5	5	25	5	5	4	5	5	24	5	5	5	5	4	24
104	5	4	5	5	5	24	5	5	4	5	5	24	5	4	4	5	5	23

105	4	5	5	4	4	22	5	4	5	5	4	23	5	4	4	5	5	23
106	4	5	5	4	5	23	4	5	4	4	5	22	5	5	5	5	5	25
107	5	3	5	2	5	20	5	5	4	5	5	24	5	5	5	5	3	23
108	4	4	4	4	4	20	4	4	4	4	4	20	3	4	4	5	3	19
109	5	4	5	5	5	24	5	5	4	5	5	24	5	5	5	5	5	25
110	5	5	4	4	5	23	5	5	5	5	5	25	5	5	5	5	5	25
111	4	4	4	4	5	21	4	4	4	5	5	22	3	4	4	5	3	19
112	5	3	5	4	5	22	5	5	5	4	5	24	4	4	3	3	3	17
113	3	5	4	4	4	20	5	4	5	5	4	23	5	5	5	5	5	25
114	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	4	5	24
115	5	4	3	5	5	22	4	5	4	4	5	22	5	5	5	5	5	25
116	2	2	2	2	3	11	4	3	3	4	3	17	2	3	2	3	3	13
117	4	4	5	5	4	22	4	4	4	4	4	20	5	5	5	4	5	24
118	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
119	4	4	4	5	4	21	5	4	4	5	4	22	5	4	4	4	5	22
120	1	3	2	1	3	10	4	2	4	2	3	15	3	1	3	4	3	14
121	4	4	4	3	4	19	3	4	4	3	4	18	3	4	4	3	3	17
122	5	4	4	4	5	22	3	5	4	3	5	20	3	4	4	4	3	18
123	4	5	5	5	4	23	4	4	5	4	4	21	4	4	5	4	4	21
124	3	3	3	3	4	16	4	4	4	4	4	20	3	4	4	4	3	18



Lampiran 7 Uji Validitas dan Uji Reabilitas Variabel *Word of Mouth (WOM)*

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	Total.X1
X1.1	Pearson Correlation	1	.473**	.659**	.697**	.879**	.905**
	Sig. (2-tailed)		.008	.000	.000	.000	.000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	.473**	1	.437*	.658**	.401*	.726**
	Sig. (2-tailed)	.008		.016	.000	.028	.000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	.659**	.437*	1	.503**	.543**	.785**
	Sig. (2-tailed)	.000	.016		.005	.002	.000
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	.697**	.658**	.503**	1	.541**	.851**
	Sig. (2-tailed)	.000	.000	.005		.002	.000
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	.879**	.401*	.543**	.541**	1	.800**
	Sig. (2-tailed)	.000	.028	.002	.002		.000
	N	30	30	30	30	30	30
Total.X1	Pearson Correlation	.905**	.726**	.785**	.851**	.800**	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).

* . 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
.865	5

Lampiran 8 Uji Validitas dan Uji Reabilitas Lokasi

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	Total.X2
X2.1	Pearson Correlation	1	.242	.066	.780**	.356	.651**
	Sig. (2-tailed)		.197	.730	.000	.054	.000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	.242	1	.567**	.584**	.869**	.855**
	Sig. (2-tailed)	.197		.001	.001	.000	.000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	.066	.567**	1	.332	.302	.611**
	Sig. (2-tailed)	.730	.001		.073	.105	.000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	.780**	.584**	.332	1	.543**	.869**
	Sig. (2-tailed)	.000	.001	.073		.002	.000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	.356	.869**	.302	.543**	1	.790**
	Sig. (2-tailed)	.054	.000	.105	.002		.000
	N	30	30	30	30	30	30
Total.X2	Pearson Correlation	.651**	.855**	.611**	.869**	.790**	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).

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
.809	5

Lampiran 9 Uji Validitas dan Uji Reabilitas Keputusan Pembelian

		Correlations					
		Y1	Y2	Y3	Y4	Y5	Total.Y
Y1	Pearson Correlation	1	.659**	.619**	.604**	.845**	.918**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
Y2	Pearson Correlation	.659**	1	.648**	.390*	.578**	.808**
	Sig. (2-tailed)	.000		.000	.033	.001	.000
	N	30	30	30	30	30	30
Y3	Pearson Correlation	.619**	.648**	1	.522**	.532**	.803**
	Sig. (2-tailed)	.000	.000		.003	.003	.000
	N	30	30	30	30	30	30
Y4	Pearson Correlation	.604**	.390*	.522**	1	.503**	.708**
	Sig. (2-tailed)	.000	.033	.003		.005	.000
	N	30	30	30	30	30	30
Y5	Pearson Correlation	.845**	.578**	.532**	.503**	1	.857**
	Sig. (2-tailed)	.000	.001	.003	.005		.000
	N	30	30	30	30	30	30
Total.Y	Pearson Correlation	.918**	.808**	.803**	.708**	.857**	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).

* . 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
.879	5

Lampiran 10 Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		124
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.27234992
Most Extreme Differences	Absolute	.059
	Positive	.044
	Negative	-.059
Test Statistic		.059
Asymp. Sig. (2-tailed)		.200 ^{c,d}

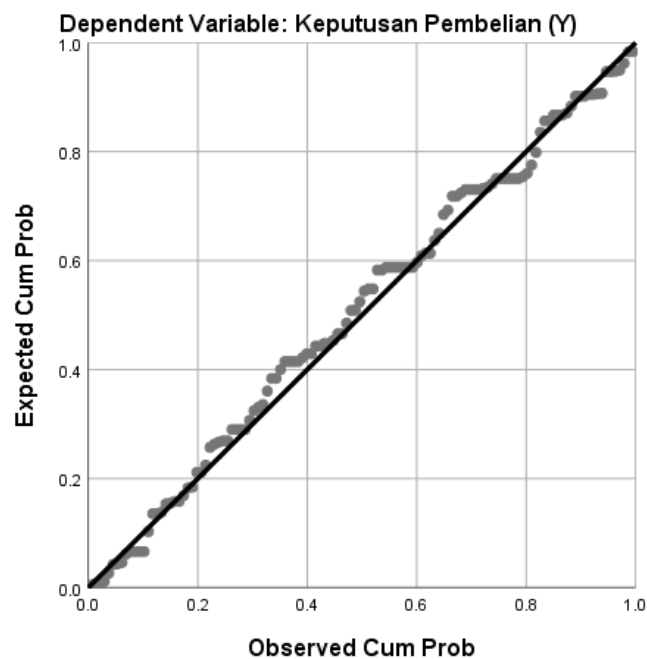
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

Normal P-P Plot of Regression Standardized Residual



Lampiran 11 Uji Multikolinearitas

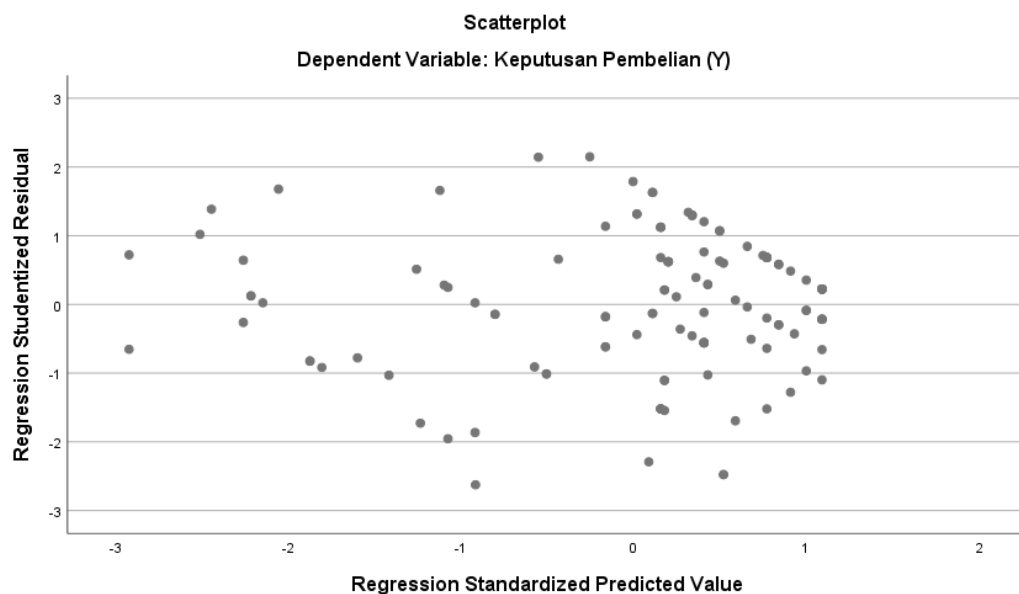
Model		Coefficients ^a				Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	
		B	Std. Error				Tolerance VIF
1	(Constant)	4.076	1.181		3.450	.001	
	<i>Word of Mouth (WOM) (X1)</i>	.520	.082	.575	6.343	.000	.329 3.039
	Lokasi (X2)	.296	.096	.280	3.087	.003	.329 3.039

a. Dependent Variable: Keputusan Pembelian (Y)

Lampiran 12 Uji Heterokedastisitas

Model		Coefficients ^a		Standardized Coefficients Beta	T	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	2.761	.708		3.901	.000
	<i>Word of Mouth (WOM) (X1)</i>	-.028	.049	-.088	-.561	.576
	Lokasi (X2)	-.019	.057	-.051	-.325	.745

a. Dependent Variable: Abs_Res



Lampiran 13 Analisis Regresi Linier Berganda

		Coefficients ^a			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	T
1	(Constant)	4.076	1.181		3.450
	<i>Word of Mouth (WOM)</i> (X1)	.520	.082	.575	6.343
	Lokasi (X2)	.296	.096	.280	3.087

a. Dependent Variable: Keputusan Pembelian (Y)

Lampiran 14 Uji F

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1305.485	2	652.743	124.357	.000 ^b
	Residual	635.120	121	5.249		
	Total	1940.605	123			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Lokasi (X2), *Word of Mouth (WOM)* (X1)

Lampiran 15 Uji t

		Coefficients ^a			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	4.076	1.181		3.450
	<i>Word of Mouth (WOM)</i> (X1)	.520	.082	.575	6.343
	Lokasi (X2)	.296	.096	.280	3.087

a. Dependent Variable: Keputusan Pembelian (Y)

Lampiran 16 Uji Koefisien Determinasi

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.820 ^a	.673	.667	2.291
---	-------------------	------	------	-------

a. Predictors: (Constant), Lokasi (X2), *Word of Mouth* (WOM) (X1)

