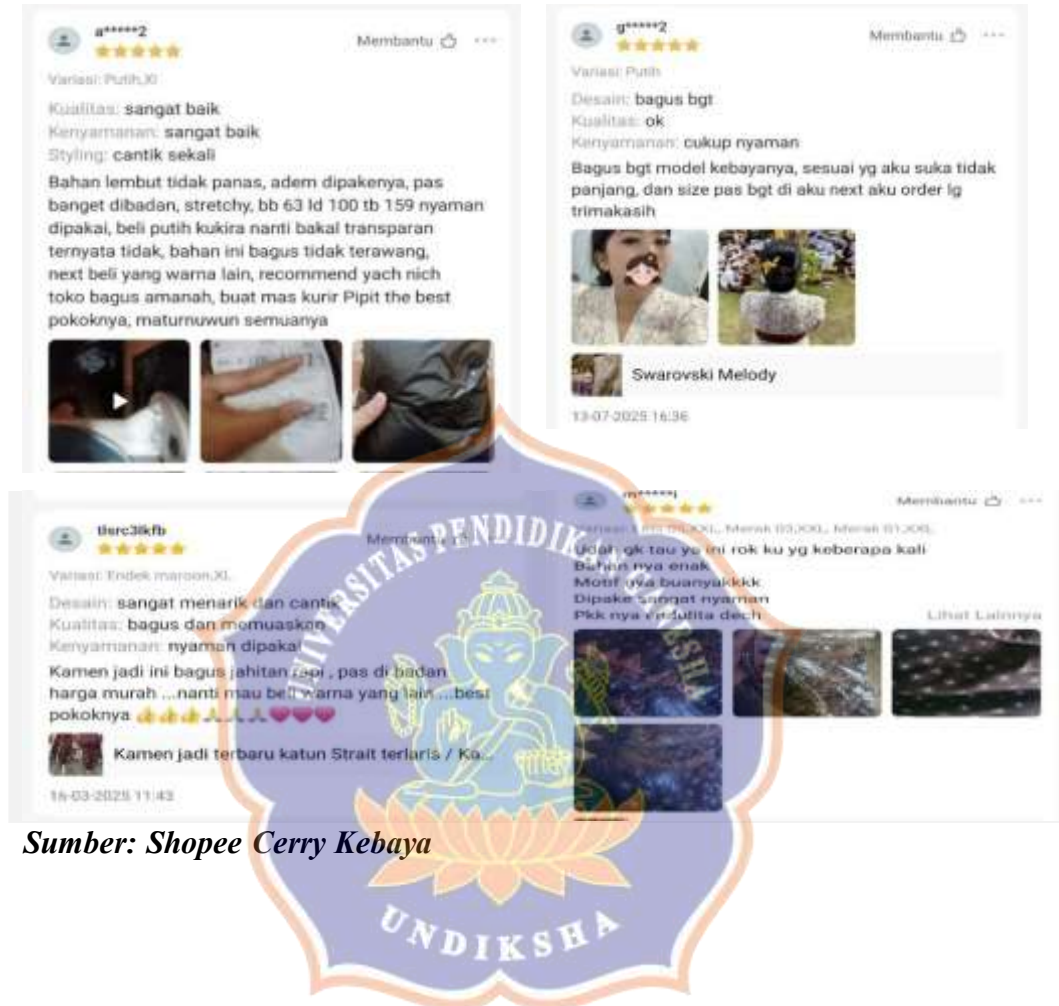


## LAMPIRAN

### Lampiran 1. Review Terkait Cerry Kebaya Ubud



**Sumber: Shopee Cerry Kebaya**

**Lampiran 2. Jumlah Followers**

| Nama Butik          | Jumlah <i>Followers</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Cerry Kebaya        |  <p>Instagram profile of <b>cerrykebaya</b>. Bio: Design &amp; fashion. KEBAYA DAN KAMEN TERMURAH. FOLLOW @cerryaccessories. WA1: 081325769733. WA2: 0838... more. Link: linktr.ee/cerrykebaya. Stats: 29.3K posts, 329K followers, 86 following.</p>                                                                                                                                                                        |
| Djelita Kebaya Bali |  <p>Instagram profile of <b>djelitakebayabali</b>. Bio: Kebaya Grosir &amp; Ecer. Design &amp; fashion. Ubud, Jl Arjuna no 20 ubud. Open: 09.30 s/d 19.30. Order 081236697997. Click... more. Link: msha.ke/webdjelitakebayabali. Stats: 10.8K posts, 131K followers, 4 following.</p>                                                                                                                                      |
| Busana Antique Bali |  <p>Instagram profile of <b>busanaantiquebali</b>. Bio: SUTRA ATBM BATIK TULIS EXCLUSIVE TRADITIONAL WEAR. Belanja &amp; Ritel. +62 812-3758-3129 (admin 1). +62 823 42109988 (admin 2). +6282342461919 (admin kintamani). Transfer rekening atas nama Kadek Laena Arniti. Jl raya kedewatan no 60 kedewatan ubud, Gianyar. Link: linktr.ee/busanaantique99. Stats: 4,785 postingan, 48,8rb pengikut, 1,139 mengikuti.</p> |
| Gadis Busana        |  <p>Instagram profile of <b>gadisbusanaa</b>. Bio: •Endek •Kebaya •Bordir. 4.326 postingan, 6.562 pengikut, 11 mengikuti. Address: Jln.Raya Singakerta, Br Dauh Labak. Jln.Nusa Indah, Denpasar. Jln.Abianbase No62 Mengwi, Badung. Jln.Kesatrian Gianyar. Jln.Raya Batubulan. 09.00-21.00. Link: instabio.cc/4050401779eva.</p>                                                                                           |

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Jegeg Bulan Shop</p> |  <p>jegegbulanshop</p> <p>Kebaya dan Busana Adat Ubud Bali</p> <p>865 posts 1,118 followers 15 friends</p> <p>Women's clothing store since 2010<br/>Kebaya   Kamen   Kain Bahan   Aksesoris   Sanggul   Domsel</p> <p>081236958807 (WA chat only)<br/>teges kanginan, ubud</p> <p>lokasi toko</p> <p><a href="#">linktree/JegegBulanShop</a></p> |
| <p>Kori Mas Luxury</p>  |  <p>korimas_luxurykebaya</p> <p>Kori Mas Luxury Kebaya</p> <p>54 posts 134 followers 65 friends</p> <p>Clothing (Brand)<br/>Pemesanan bisa melalui WA &amp; DM IG<br/>081237574963<br/>10.00 - 20.00 WITA<br/>Ubud<br/>See translation<br/><a href="#">share.google/IVkN91s915yHkucd7</a> and 1 more</p>                                         |



### Lampiran 3. Kuesioner Penelitian



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET DAN  
TEKNOLOGI  
UNIVERSITAS PENDIDIKAN GANESHA  
FAKULTAS EKONOMI  
JURUSAN MANAJEMEN

Jalan udayana No. 11, Singaraja, Telepon. (0362) 26830  
E-mail : [jurusanmanajemen.undiksha@gmail.com](mailto:jurusanmanajemen.undiksha@gmail.com)

Kepada Yth. Bapak/Ibu, Saudara/i

Perihal : Kuesioner

Dengan Hormat,

Dengan tujuan sebagai syarat menyelesaikan studi di Universitas Pendidikan Ganesha program studi Manajemen, dengan ini saya Ni Wayan Anik Eka Putri bermaksud melakukan penelitian dengan judul "Pengaruh Kualitas Produk dan *Electronic Word Of Mouth (e-WOM)* Terhadap Keputusan Pembelian Busana Adat Bali Pada Cerry Kebaya Ubud"

Dengan ini saya mohon kesediaan Bapak/Ibu, Saudara/Saudari untuk berkenan mengisi kuesioner ini sebagai data yang akan dipergunakan dalam penelitian. Data yang Bapak/Ibu, Saudara/Saudari berikan akan dijaga kerahasiaannya dan hanya digunakan untuk keperluan penelitian saja. Atas kesediaan Bapak/Ibu, Saudara/Saudari yang bersedia berpartisipasi dalam mengisi kuesioner penelitian ini saya ucapkan terima kasih.

Apakah Anda pernah membeli produk Cerry Kebaya Ubud?

☐ Iya ☐ Tidak

Jika Anda menjawab IYA, silahkan melanjutkan mengisi kuesioner

Singaraja, 21 Januari 2026  
Peneliti

Ni Wayan Anik Eka Putri  
Contact Person: 085333697813



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET DAN TEKNOLOGI

UNIVERSITAS PENDIDIKAN GANESHA

FAKULTAS EKONOMI

JURUSAN MANAJEMEN

Jalan udayana No. 11, Singaraja, Telepon. (0362) 26830

E-mail : [jurusanmanajemen.undiksha@gmail.com](mailto:jurusanmanajemen.undiksha@gmail.com)

Kepada Yth. Bapak/Ibu, Saudara/i

Perihal : Kuesioner

Dengan Hormat,

Dengan tujuan sebagai syarat menyelesaikan studi di Universitas Pendidikan Ganesha program studi Manajemen, dengan ini saya Ni Wayan Anik Eka Putri bermaksud melakukan penelitian dengan judul "Pengaruh Kualitas Produk dan *Electronic Word Of Mouth (e-WOM)* Terhadap Keputusan Pembelian Busana Adat Bali Pada Cerry Kebaya Ubud"

Dengan ini saya mohon kesediaan Bapak/Ibu, Saudara/Saudari untuk berkenan mengisi kuesioner ini sebagai data yang akan dipergunakan dalam penelitian. Data yang Bapak/Ibu, Saudara/Saudari berikan akan dijaga kerahasiaannya dan hanya digunakan untuk keperluan penelitian saja. Atas kesediaan Bapak/Ibu, Saudara/Saudari yang bersedia berpartisipasi dalam mengisi kuesioner penelitian ini saya ucapkan terima kasih.

Apakah Anda pernah membeli produk Cerry Kebaya Ubud?

☐ Iya ☐ Tidak

Jika Anda menjawab IYA, silahkan lanjutkan mengisi kuesioner

Singaraja, 21 Januari 2026

Peneliti

Ni Wayan Anik Eka Putri

Contact Person: 085333697813

### A. Identitas Responden

Beri tanda centang (✓) pada kotak jawaban

1. Nama :
2. Usia :
3. Jenis Kelamin : ☐ Laki – laki ☐ Perempuan
4. Pendidikan : ☐ Diploma ☐ Sarjana (S1) ☐ SMA/SMK
5. Pekerjaan : ☐ Karyawan Swasta ☐ Pelajar/Mahasiswa  
☐ PNS ☐ Lainnya

### 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 jawab yang tersedia.

Keterangan :

- SS : Sangat Setuju  
 S : Setuju  
 CS : Cukup Setuju  
 TS : Tidak Setuju  
 STS : Sangat Tidak Setuju



### C. Draf Pertanyaan

#### Kualitas Produk

| No                    | Pertanyaan                                                                                                                            | SS | S | CS | TS | STS |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| <i>Fabric Quality</i> |                                                                                                                                       |    |   |    |    |     |
| 1                     | Bahan busana adat Bali di Cerry Kebaya Ubud memiliki kualitas yang baik, tidak mudah rusak, dan memberikan kenyamanan saat digunakan. |    |   |    |    |     |
| <i>Workmanship</i>    |                                                                                                                                       |    |   |    |    |     |
| 2                     | Kerapian jahitan pada busana adat Bali di Cerry Kebaya Ubud mencerminkan ketelitian dan kualitas pengerjaan produk.                   |    |   |    |    |     |
| <i>Fit</i>            |                                                                                                                                       |    |   |    |    |     |
| 3                     | Saya menilai ukuran busana adat Bali di Cerry Kebaya Ubud sesuai dengan bentuk tubuh dan memberikan kenyamanan saat digunakan.        |    |   |    |    |     |
| <i>Style</i>          |                                                                                                                                       |    |   |    |    |     |
| 4                     | Desain dan gaya busana adat Bali di Cerry Kebaya Ubud mampu mencerminkan nilai estetika serta mengikuti selera konsumen.              |    |   |    |    |     |
| <i>Brand Image</i>    |                                                                                                                                       |    |   |    |    |     |
| 5                     | Cerry Kebaya Ubud memiliki citra yang baik sebagai butik penyedia busana adat Bali berkualitas.                                       |    |   |    |    |     |

#### Electronic Word Of Mouth (e-WOM)

| No                        | Pertanyaan                                                                                                                                   | SS | S | CS | TS | STS |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| <i>Intensity</i>          |                                                                                                                                              |    |   |    |    |     |
| 1                         | Saya sering melihat ulasan atau komentar konsumen mengenai Cerry Kebaya Ubud di media sosial atau platform online.                           |    |   |    |    |     |
| <i>Valence of Opinion</i> |                                                                                                                                              |    |   |    |    |     |
| 2                         | Sebagian besar ulasan yang saya temukan mengenai Cerry Kebaya Ubud berisi penilaian positif.                                                 |    |   |    |    |     |
| <i>Content</i>            |                                                                                                                                              |    |   |    |    |     |
| 3                         | Informasi yang lengkap dan jelas dalam konten Cerry Kebaya membantu saya memperoleh gambaran yang akurat dan memahami produk sebelum membeli |    |   |    |    |     |

**Keputusan Pembelian**

| No                                | Pertanyaan                                                                                                                                                        | SS | S | CS | TS | STS |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| Adanya kemantapan terhadap produk |                                                                                                                                                                   |    |   |    |    |     |
| 1                                 | Saya merasa yakin dan mantap dalam memutuskan pembelian busana adat Bali di Cerry Kebaya Ubud.                                                                    |    |   |    |    |     |
| Terdapat kebiasaan membeli        |                                                                                                                                                                   |    |   |    |    |     |
| 2                                 | Keputusan saya untuk membeli busana adat Bali di Cerry Kebaya Ubud telah menjadi pilihan yang berulang dan konsisten setiap kali saya membutuhkan produk sejenis. |    |   |    |    |     |
| Rekomendasi dari orang lain       |                                                                                                                                                                   |    |   |    |    |     |
| 3                                 | Pendapat dan pengalaman orang lain menjadi pertimbangan penting dalam keputusan pembelian saya di Cerry Kebaya Ubud.                                              |    |   |    |    |     |
| Pembelian Ulang                   |                                                                                                                                                                   |    |   |    |    |     |
| 4                                 | Saya akan tetap memilih Cerry Kebaya Ubud jika membutuhkan busana adat Bali lagi.                                                                                 |    |   |    |    |     |



#### Lampiran 4. Tabulasi Data Sampel Kecil

| Kualitas Produk (X <sub>1</sub> ) |      |      |      |      |                      | Electronic Word Of Mouth (X <sub>2</sub> ) |      |      |                      | Keputusan Pembelian (Y) |     |     |     |         |
|-----------------------------------|------|------|------|------|----------------------|--------------------------------------------|------|------|----------------------|-------------------------|-----|-----|-----|---------|
| X1.1                              | X1.2 | X1.3 | X1.4 | X1.5 | Total X <sub>1</sub> | X2.1                                       | X2.2 | X2.3 | Total X <sub>2</sub> | Y.1                     | Y.2 | Y.3 | Y.4 | Total Y |
| 4                                 | 4    | 5    | 4    | 5    | 22                   | 4                                          | 4    | 5    | 13                   | 4                       | 3   | 3   | 3   | 13      |
| 3                                 | 3    | 4    | 3    | 4    | 17                   | 3                                          | 3    | 4    | 10                   | 4                       | 3   | 4   | 4   | 15      |
| 4                                 | 4    | 5    | 4    | 5    | 22                   | 4                                          | 5    | 5    | 14                   | 5                       | 4   | 4   | 4   | 17      |
| 4                                 | 3    | 4    | 3    | 4    | 18                   | 3                                          | 4    | 3    | 10                   | 4                       | 3   | 3   | 4   | 14      |
| 4                                 | 5    | 4    | 4    | 5    | 22                   | 4                                          | 5    | 4    | 13                   | 4                       | 3   | 4   | 3   | 14      |
| 4                                 | 4    | 3    | 3    | 4    | 18                   | 3                                          | 4    | 3    | 10                   | 4                       | 4   | 4   | 4   | 16      |
| 5                                 | 4    | 5    | 5    | 5    | 24                   | 5                                          | 4    | 5    | 14                   | 5                       | 4   | 4   | 5   | 18      |
| 3                                 | 4    | 3    | 3    | 3    | 16                   | 3                                          | 3    | 4    | 10                   | 4                       | 4   | 4   | 4   | 16      |
| 4                                 | 4    | 4    | 5    | 4    | 21                   | 4                                          | 4    | 4    | 12                   | 3                       | 3   | 3   | 3   | 12      |
| 3                                 | 3    | 3    | 4    | 3    | 16                   | 3                                          | 3    | 3    | 9                    | 4                       | 4   | 4   | 4   | 16      |
| 5                                 | 5    | 4    | 5    | 5    | 24                   | 3                                          | 5    | 4    | 12                   | 5                       | 4   | 4   | 5   | 18      |
| 4                                 | 3    | 4    | 4    | 3    | 18                   | 4                                          | 4    | 3    | 11                   | 4                       | 3   | 4   | 4   | 15      |
| 4                                 | 4    | 5    | 4    | 4    | 21                   | 4                                          | 4    | 5    | 13                   | 4                       | 4   | 4   | 3   | 15      |
| 3                                 | 3    | 3    | 3    | 3    | 15                   | 3                                          | 3    | 3    | 9                    | 4                       | 4   | 5   | 4   | 17      |
| 4                                 | 4    | 5    | 5    | 4    | 22                   | 4                                          | 4    | 5    | 13                   | 4                       | 4   | 4   | 4   | 16      |
| 4                                 | 4    | 4    | 3    | 3    | 18                   | 3                                          | 3    | 3    | 9                    | 3                       | 3   | 3   | 3   | 12      |
| 4                                 | 5    | 4    | 4    | 5    | 22                   | 4                                          | 5    | 4    | 13                   | 4                       | 4   | 4   | 4   | 16      |
| 3                                 | 3    | 4    | 3    | 3    | 16                   | 3                                          | 3    | 4    | 10                   | 4                       | 3   | 4   | 4   | 15      |
| 5                                 | 5    | 5    | 4    | 5    | 24                   | 5                                          | 5    | 5    | 15                   | 4                       | 4   | 5   | 4   | 17      |
| 4                                 | 3    | 4    | 4    | 4    | 21                   | 3                                          | 4    | 3    | 10                   | 3                       | 4   | 4   | 3   | 14      |
| 4                                 | 4    | 4    | 5    | 4    | 21                   | 4                                          | 4    | 4    | 12                   | 4                       | 4   | 4   | 4   | 16      |
| 3                                 | 4    | 3    | 3    | 4    | 17                   | 3                                          | 4    | 3    | 10                   | 5                       | 5   | 5   | 5   | 20      |
| 5                                 | 5    | 4    | 5    | 5    | 24                   | 5                                          | 5    | 4    | 14                   | 4                       | 3   | 4   | 4   | 15      |
| 3                                 | 4    | 3    | 4    | 2    | 16                   | 3                                          | 3    | 4    | 10                   | 4                       | 4   | 5   | 4   | 17      |
| 4                                 | 4    | 5    | 4    | 5    | 22                   | 4                                          | 4    | 5    | 13                   | 4                       | 4   | 3   | 3   | 14      |
| 3                                 | 3    | 3    | 3    | 3    | 15                   | 3                                          | 3    | 3    | 9                    | 4                       | 4   | 4   | 4   | 16      |
| 5                                 | 4    | 5    | 5    | 4    | 23                   | 4                                          | 4    | 5    | 13                   | 4                       | 3   | 4   | 5   | 16      |
| 4                                 | 3    | 4    | 3    | 2    | 16                   | 3                                          | 4    | 3    | 10                   | 4                       | 4   | 4   | 4   | 16      |
| 4                                 | 5    | 4    | 4    | 5    | 22                   | 4                                          | 5    | 4    | 13                   | 4                       | 4   | 4   | 3   | 15      |
| 3                                 | 4    | 3    | 3    | 4    | 17                   | 3                                          | 4    | 3    | 10                   | 4                       | 4   | 4   | 4   | 16      |

Lampiran 5. Tabulasi Data Sampel Besar

|    | Kualitas Produk (X <sub>1</sub> ) |      |      |      |      |          | Electronic Word of Mouth (X <sub>2</sub> ) |      |      |          | Keputusan Pembelian (Y) |     |     |     |         |
|----|-----------------------------------|------|------|------|------|----------|--------------------------------------------|------|------|----------|-------------------------|-----|-----|-----|---------|
|    | X1.1                              | X1.2 | X1.3 | X1.4 | X1.5 | Total X1 | X2.1                                       | X2.2 | X2.3 | Total X2 | Y.1                     | Y.2 | Y.3 | Y.4 | Total Y |
| 1  | 4                                 | 4    | 4    | 3    | 5    | 20       | 4                                          | 4    | 4    | 12       | 4                       | 4   | 4   | 5   | 17      |
| 2  | 5                                 | 4    | 4    | 4    | 4    | 21       | 3                                          | 3    | 2    | 8        | 4                       | 4   | 4   | 5   | 17      |
| 3  | 2                                 | 2    | 3    | 4    | 3    | 14       | 4                                          | 4    | 3    | 11       | 4                       | 4   | 3   | 4   | 15      |
| 4  | 5                                 | 5    | 4    | 5    | 5    | 24       | 3                                          | 4    | 2    | 9        | 4                       | 4   | 4   | 4   | 16      |
| 5  | 5                                 | 5    | 5    | 5    | 5    | 25       | 4                                          | 5    | 3    | 12       | 5                       | 4   | 4   | 5   | 18      |
| 6  | 5                                 | 4    | 5    | 5    | 5    | 24       | 4                                          | 3    | 4    | 11       | 4                       | 5   | 4   | 5   | 18      |
| 7  | 5                                 | 5    | 5    | 5    | 5    | 25       | 5                                          | 5    | 4    | 14       | 5                       | 5   | 4   | 5   | 19      |
| 8  | 2                                 | 3    | 3    | 4    | 3    | 15       | 3                                          | 4    | 3    | 10       | 4                       | 4   | 3   | 4   | 15      |
| 9  | 3                                 | 4    | 4    | 4    | 2    | 17       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 4   | 4   | 16      |
| 10 | 3                                 | 3    | 4    | 4    | 5    | 19       | 2                                          | 4    | 4    | 10       | 4                       | 3   | 4   | 4   | 15      |
| 11 | 3                                 | 3    | 5    | 3    | 3    | 17       | 2                                          | 3    | 3    | 8        | 4                       | 3   | 4   | 3   | 14      |
| 12 | 3                                 | 2    | 2    | 2    | 2    | 11       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 3   | 3   | 14      |
| 13 | 4                                 | 3    | 3    | 2    | 3    | 15       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 3   | 4   | 15      |
| 14 | 5                                 | 5    | 5    | 5    | 5    | 25       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 4   | 5   | 17      |
| 15 | 5                                 | 3    | 3    | 3    | 3    | 17       | 4                                          | 2    | 3    | 9        | 3                       | 4   | 3   | 4   | 14      |
| 16 | 4                                 | 4    | 3    | 4    | 3    | 18       | 3                                          | 4    | 5    | 12       | 4                       | 4   | 4   | 3   | 15      |
| 17 | 5                                 | 5    | 5    | 5    | 5    | 25       | 5                                          | 5    | 5    | 15       | 4                       | 5   | 4   | 5   | 18      |
| 18 | 3                                 | 4    | 2    | 4    | 3    | 16       | 4                                          | 5    | 4    | 13       | 4                       | 4   | 3   | 4   | 15      |
| 19 | 2                                 | 3    | 3    | 3    | 4    | 15       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 3   | 4   | 15      |
| 20 | 4                                 | 5    | 5    | 5    | 4    | 23       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 4   | 4   | 16      |
| 21 | 5                                 | 4    | 4    | 4    | 3    | 20       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 4   | 5   | 17      |
| 22 | 4                                 | 4    | 5    | 5    | 4    | 22       | 5                                          | 5    | 5    | 15       | 5                       | 5   | 4   | 5   | 19      |
| 23 | 3                                 | 2    | 2    | 2    | 3    | 12       | 3                                          | 3    | 4    | 10       | 4                       | 3   | 3   | 4   | 14      |
| 24 | 5                                 | 5    | 5    | 5    | 5    | 25       | 3                                          | 4    | 5    | 12       | 4                       | 5   | 4   | 5   | 18      |
| 25 | 4                                 | 5    | 3    | 2    | 3    | 17       | 4                                          | 4    | 5    | 13       | 4                       | 4   | 4   | 5   | 17      |
| 26 | 3                                 | 2    | 3    | 4    | 3    | 15       | 4                                          | 3    | 4    | 11       | 4                       | 4   | 4   | 4   | 16      |
| 27 | 4                                 | 3    | 3    | 3    | 4    | 17       | 3                                          | 5    | 3    | 11       | 4                       | 4   | 3   | 5   | 16      |
| 28 | 2                                 | 4    | 3    | 3    | 2    | 14       | 3                                          | 3    | 4    | 10       | 4                       | 3   | 3   | 3   | 13      |
| 29 | 3                                 | 3    | 3    | 3    | 4    | 16       | 3                                          | 4    | 3    | 10       | 4                       | 4   | 3   | 5   | 16      |
| 30 | 4                                 | 5    | 4    | 5    | 5    | 23       | 5                                          | 4    | 4    | 13       | 5                       | 5   | 4   | 5   | 19      |
| 31 | 3                                 | 3    | 5    | 3    | 3    | 17       | 2                                          | 3    | 3    | 8        | 4                       | 3   | 4   | 3   | 14      |
| 32 | 3                                 | 2    | 2    | 2    | 2    | 11       | 5                                          | 5    | 5    | 15       | 3                       | 3   | 4   | 4   | 14      |
| 33 | 4                                 | 3    | 3    | 2    | 3    | 15       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 4   | 3   | 15      |
| 34 | 5                                 | 5    | 5    | 5    | 5    | 25       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 4   | 5   | 17      |
| 35 | 5                                 | 3    | 3    | 3    | 3    | 17       | 4                                          | 3    | 3    | 9        | 4                       | 3   | 3   | 4   | 14      |
| 36 | 5                                 | 4    | 5    | 5    | 4    | 23       | 4                                          | 4    | 4    | 12       | 4                       | 4   | 4   | 5   | 17      |
| 37 | 5                                 | 5    | 5    | 5    | 5    | 25       | 4                                          | 4    | 4    | 12       | 5                       | 5   | 4   | 5   | 19      |
| 38 | 4                                 | 4    | 4    | 4    | 3    | 19       | 3                                          | 3    | 3    | 9        | 4                       | 4   | 4   | 4   | 16      |
| 39 | 5                                 | 4    | 5    | 4    | 5    | 23       | 4                                          | 3    | 3    | 10       | 4                       | 5   | 4   | 5   | 18      |
| 40 | 5                                 | 5    | 5    | 5    | 5    | 25       | 5                                          | 5    | 5    | 15       | 5                       | 4   | 4   | 4   | 17      |
| 41 | 4                                 | 5    | 4    | 4    | 5    | 22       | 4                                          | 4    | 5    | 13       | 4                       | 3   | 4   | 4   | 15      |
| 42 | 4                                 | 5    | 5    | 5    | 5    | 24       | 3                                          | 5    | 3    | 11       | 4                       | 4   | 4   | 5   | 17      |

|    | Kualitas Produk (X <sub>1</sub> ) |      |      |      |      |          | Electronic Word of Mouth (X <sub>2</sub> ) |      |      |          | Keputusan Pembelian (Y) |     |     |     |         |
|----|-----------------------------------|------|------|------|------|----------|--------------------------------------------|------|------|----------|-------------------------|-----|-----|-----|---------|
|    | X1.1                              | X1.2 | X1.3 | X1.4 | X1.5 | Total X1 | X2.1                                       | X2.2 | X2.3 | Total X2 | Y.1                     | Y.2 | Y.3 | Y.4 | Total Y |
| 43 | 4                                 | 3    | 3    | 3    | 2    | 15       | 5                                          | 4    | 4    | 13       | 4                       | 4   | 4   | 5   | 17      |
| 44 | 5                                 | 4    | 5    | 5    | 5    | 24       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 4   | 4   | 16      |
| 45 | 4                                 | 3    | 4    | 3    | 4    | 18       | 3                                          | 3    | 4    | 10       | 4                       | 4   | 4   | 4   | 16      |
| 46 | 5                                 | 5    | 5    | 4    | 5    | 24       | 3                                          | 2    | 5    | 10       | 4                       | 4   | 3   | 4   | 15      |
| 47 | 4                                 | 4    | 5    | 5    | 5    | 23       | 4                                          | 4    | 5    | 13       | 5                       | 5   | 4   | 5   | 19      |
| 48 | 5                                 | 4    | 5    | 5    | 5    | 24       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 4   | 4   | 16      |
| 49 | 5                                 | 4    | 5    | 5    | 5    | 24       | 4                                          | 3    | 4    | 11       | 4                       | 5   | 4   | 4   | 17      |
| 50 | 5                                 | 5    | 5    | 5    | 5    | 25       | 5                                          | 5    | 4    | 14       | 4                       | 4   | 4   | 4   | 16      |
| 51 | 2                                 | 3    | 3    | 4    | 3    | 15       | 3                                          | 4    | 3    | 10       | 3                       | 3   | 4   | 3   | 13      |
| 52 | 4                                 | 4    | 5    | 4    | 4    | 21       | 4                                          | 3    | 4    | 11       | 4                       | 4   | 4   | 4   | 16      |
| 53 | 4                                 | 3    | 4    | 2    | 4    | 17       | 4                                          | 4    | 3    | 11       | 3                       | 3   | 3   | 4   | 13      |
| 54 | 3                                 | 4    | 4    | 5    | 3    | 19       | 4                                          | 4    | 4    | 12       | 4                       | 4   | 4   | 4   | 16      |
| 55 | 5                                 | 4    | 4    | 3    | 5    | 21       | 3                                          | 3    | 4    | 10       | 4                       | 4   | 4   | 2   | 14      |
| 56 | 4                                 | 4    | 4    | 4    | 5    | 21       | 4                                          | 4    | 3    | 11       | 4                       | 4   | 4   | 4   | 16      |
| 57 | 5                                 | 4    | 4    | 5    | 4    | 22       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 4   | 4   | 16      |
| 58 | 4                                 | 4    | 5    | 4    | 4    | 21       | 5                                          | 5    | 4    | 14       | 4                       | 4   | 4   | 5   | 17      |
| 59 | 4                                 | 4    | 3    | 5    | 4    | 20       | 4                                          | 4    | 4    | 12       | 4                       | 4   | 4   | 4   | 16      |
| 60 | 5                                 | 5    | 5    | 5    | 4    | 24       | 4                                          | 3    | 3    | 10       | 4                       | 4   | 4   | 4   | 16      |
| 61 | 4                                 | 4    | 5    | 4    | 4    | 21       | 2                                          | 3    | 4    | 9        | 4                       | 4   | 4   | 4   | 16      |
| 62 | 5                                 | 5    | 5    | 5    | 5    | 25       | 4                                          | 5    | 3    | 12       | 5                       | 5   | 4   | 5   | 19      |
| 63 | 4                                 | 5    | 5    | 5    | 5    | 24       | 5                                          | 5    | 4    | 14       | 4                       | 4   | 4   | 4   | 16      |
| 64 | 4                                 | 3    | 4    | 3    | 4    | 18       | 5                                          | 4    | 4    | 13       | 5                       | 5   | 4   | 4   | 18      |
| 65 | 3                                 | 3    | 3    | 3    | 2    | 14       | 3                                          | 5    | 3    | 11       | 4                       | 3   | 3   | 3   | 13      |
| 66 | 2                                 | 2    | 4    | 2    | 4    | 14       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 4   | 5   | 17      |
| 67 | 4                                 | 3    | 3    | 5    | 4    | 19       | 5                                          | 5    | 4    | 14       | 4                       | 4   | 3   | 4   | 15      |
| 68 | 2                                 | 3    | 2    | 3    | 2    | 12       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 3   | 5   | 16      |
| 69 | 3                                 | 2    | 4    | 2    | 1    | 12       | 3                                          | 1    | 1    | 5        | 3                       | 3   | 3   | 3   | 12      |
| 70 | 4                                 | 3    | 4    | 4    | 4    | 19       | 5                                          | 4    | 4    | 13       | 4                       | 4   | 4   | 4   | 16      |
| 71 | 3                                 | 3    | 3    | 3    | 4    | 16       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 3   | 5   | 16      |
| 72 | 4                                 | 5    | 4    | 4    | 4    | 21       | 4                                          | 4    | 4    | 12       | 4                       | 4   | 4   | 4   | 16      |
| 73 | 2                                 | 2    | 2    | 4    | 3    | 13       | 2                                          | 3    | 3    | 8        | 4                       | 4   | 3   | 3   | 14      |
| 74 | 4                                 | 5    | 4    | 4    | 5    | 22       | 5                                          | 5    | 5    | 15       | 5                       | 5   | 4   | 5   | 19      |
| 75 | 2                                 | 2    | 2    | 2    | 3    | 11       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 4   | 4   | 16      |
| 76 | 4                                 | 5    | 5    | 4    | 3    | 21       | 5                                          | 5    | 4    | 14       | 4                       | 5   | 4   | 5   | 18      |
| 77 | 5                                 | 5    | 5    | 5    | 5    | 25       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 4   | 5   | 17      |
| 78 | 4                                 | 4    | 5    | 4    | 4    | 21       | 4                                          | 3    | 4    | 11       | 4                       | 4   | 3   | 4   | 15      |
| 79 | 4                                 | 3    | 4    | 2    | 4    | 17       | 4                                          | 4    | 3    | 11       | 4                       | 4   | 4   | 4   | 16      |
| 80 | 3                                 | 4    | 4    | 5    | 3    | 19       | 4                                          | 4    | 4    | 12       | 4                       | 4   | 4   | 5   | 17      |
| 81 | 5                                 | 4    | 4    | 3    | 5    | 21       | 3                                          | 3    | 4    | 10       | 4                       | 4   | 3   | 3   | 14      |
| 82 | 4                                 | 2    | 4    | 4    | 3    | 17       | 2                                          | 2    | 2    | 6        | 3                       | 3   | 3   | 4   | 13      |
| 83 | 5                                 | 5    | 5    | 5    | 5    | 25       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 4   | 5   | 17      |
| 84 | 4                                 | 3    | 5    | 2    | 3    | 17       | 5                                          | 3    | 4    | 12       | 4                       | 3   | 4   | 4   | 15      |

|       | Kualitas Produk (X <sub>1</sub> ) |      |      |      |      |          | Electronic Word of Mouth (X <sub>2</sub> ) |      |      |          | Keputusan Pembelian (Y) |     |     |     |         |
|-------|-----------------------------------|------|------|------|------|----------|--------------------------------------------|------|------|----------|-------------------------|-----|-----|-----|---------|
|       | X1.1                              | X1.2 | X1.3 | X1.4 | X1.5 | Total X1 | X2.1                                       | X2.2 | X2.3 | Total X2 | Y.1                     | Y.2 | Y.3 | Y.4 | Total Y |
| 85    | 1                                 | 1    | 2    | 3    | 2    | 9        | 5                                          | 5    | 5    | 15       | 4                       | 3   | 4   | 4   | 15      |
| 86    | 5                                 | 5    | 4    | 5    | 5    | 24       | 3                                          | 3    | 3    | 9        | 4                       | 4   | 4   | 4   | 16      |
| 87    | 3                                 | 5    | 5    | 3    | 4    | 20       | 1                                          | 3    | 3    | 7        | 3                       | 3   | 4   | 4   | 14      |
| 88    | 4                                 | 4    | 3    | 2    | 3    | 16       | 3                                          | 2    | 2    | 7        | 4                       | 4   | 4   | 4   | 16      |
| 89    | 3                                 | 2    | 3    | 2    | 1    | 11       | 2                                          | 2    | 2    | 6        | 3                       | 2   | 3   | 3   | 11      |
| 90    | 5                                 | 3    | 3    | 4    | 4    | 19       | 5                                          | 4    | 5    | 14       | 4                       | 4   | 5   | 5   | 18      |
| 91    | 5                                 | 5    | 5    | 5    | 5    | 25       | 5                                          | 4    | 4    | 13       | 5                       | 5   | 4   | 5   | 19      |
| 92    | 2                                 | 2    | 4    | 3    | 2    | 13       | 4                                          | 5    | 5    | 14       | 4                       | 4   | 4   | 3   | 15      |
| 93    | 5                                 | 5    | 5    | 5    | 5    | 25       | 3                                          | 5    | 4    | 12       | 4                       | 4   | 4   | 5   | 17      |
| 94    | 3                                 | 5    | 5    | 4    | 3    | 20       | 3                                          | 4    | 5    | 12       | 4                       | 4   | 3   | 4   | 15      |
| 95    | 3                                 | 3    | 2    | 3    | 3    | 14       | 5                                          | 5    | 5    | 15       | 4                       | 3   | 3   | 4   | 14      |
| 96    | 4                                 | 4    | 4    | 5    | 4    | 21       | 5                                          | 5    | 5    | 15       | 5                       | 5   | 4   | 5   | 19      |
| 97    | 5                                 | 4    | 4    | 4    | 4    | 21       | 4                                          | 4    | 4    | 12       | 4                       | 4   | 4   | 5   | 17      |
| 98    | 4                                 | 4    | 4    | 4    | 4    | 20       | 5                                          | 4    | 4    | 13       | 4                       | 4   | 4   | 5   | 17      |
| 99    | 4                                 | 4    | 4    | 4    | 5    | 21       | 4                                          | 4    | 3    | 11       | 4                       | 4   | 3   | 5   | 16      |
| 100   | 5                                 | 4    | 4    | 5    | 4    | 22       | 5                                          | 5    | 5    | 15       | 4                       | 4   | 4   | 5   | 17      |
| 101   | 4                                 | 4    | 5    | 4    | 4    | 21       | 5                                          | 5    | 4    | 14       | 4                       | 5   | 4   | 5   | 18      |
| 102   | 4                                 | 4    | 3    | 5    | 4    | 20       | 4                                          | 4    | 4    | 12       | 4                       | 4   | 4   | 5   | 17      |
| 103   | 5                                 | 5    | 5    | 5    | 4    | 24       | 4                                          | 3    | 3    | 10       | 4                       | 4   | 4   | 4   | 16      |
| 104   | 4                                 | 4    | 4    | 5    | 4    | 21       | 5                                          | 5    | 4    | 14       | 4                       | 5   | 4   | 5   | 18      |
| 105   | 3                                 | 5    | 5    | 5    | 4    | 22       | 4                                          | 3    | 3    | 10       | 4                       | 4   | 4   | 4   | 16      |
| 106   | 5                                 | 5    | 5    | 5    | 5    | 25       | 5                                          | 5    | 5    | 15       | 4                       | 5   | 4   | 4   | 17      |
| 107   | 4                                 | 3    | 5    | 2    | 3    | 17       | 5                                          | 3    | 4    | 12       | 4                       | 4   | 4   | 3   | 15      |
| 108   | 1                                 | 1    | 2    | 3    | 2    | 9        | 5                                          | 5    | 5    | 15       | 4                       | 4   | 3   | 4   | 15      |
| 109   | 3                                 | 3    | 3    | 3    | 3    | 15       | 4                                          | 3    | 3    | 10       | 4                       | 4   | 4   | 3   | 15      |
| 110   | 4                                 | 4    | 5    | 5    | 4    | 22       | 5                                          | 5    | 5    | 15       | 5                       | 5   | 4   | 5   | 19      |
| 111   | 3                                 | 2    | 2    | 2    | 3    | 12       | 3                                          | 3    | 4    | 10       | 4                       | 4   | 3   | 3   | 14      |
| 112   | 5                                 | 5    | 5    | 5    | 5    | 25       | 3                                          | 4    | 5    | 12       | 5                       | 5   | 4   | 4   | 18      |
| 113   | 4                                 | 5    | 3    | 2    | 3    | 17       | 4                                          | 4    | 5    | 13       | 4                       | 4   | 4   | 5   | 17      |
| 114   | 3                                 | 2    | 3    | 4    | 3    | 15       | 4                                          | 3    | 4    | 11       | 4                       | 4   | 4   | 4   | 16      |
| 115   | 4                                 | 3    | 3    | 3    | 4    | 17       | 3                                          | 5    | 3    | 11       | 4                       | 4   | 4   | 4   | 16      |
| 116   | 2                                 | 4    | 3    | 3    | 2    | 14       | 3                                          | 3    | 4    | 10       | 4                       | 3   | 3   | 3   | 13      |
| 117   | 3                                 | 3    | 3    | 3    | 4    | 16       | 3                                          | 4    | 3    | 10       | 4                       | 4   | 4   | 4   | 16      |
| 118   | 4                                 | 5    | 4    | 5    | 5    | 23       | 5                                          | 4    | 4    | 13       | 5                       | 5   | 4   | 5   | 19      |
| 119   | 2                                 | 3    | 3    | 3    | 2    | 13       | 5                                          | 5    | 5    | 15       | 3                       | 3   | 3   | 5   | 14      |
| 120   | 3                                 | 3    | 3    | 3    | 4    | 16       | 3                                          | 4    | 3    | 10       | 4                       | 4   | 3   | 3   | 14      |
| total | 462                               | 450  | 471  | 461  | 456  | 2300     | 482                                        | 483  | 480  | 1445     | 486                     | 481 | 449 | 506 | 1922    |

## Lampiran 6. Hasil Output Perhitungan SPSS

### 1. Uji Validitas dan Uji Reabilitas

#### Hasil Uji Validitas Kualitas Produk (X<sub>1</sub>) Sampel Kecil

|                      |                     | Correlations |        |        |        |        | Kualitas Produk (X1) |
|----------------------|---------------------|--------------|--------|--------|--------|--------|----------------------|
|                      |                     | X1.1         | X1.2   | X1.3   | X1.4   | X1.5   |                      |
| X1.1                 | Pearson Correlation | 1            | .540** | .681** | .682** | .539** | .850**               |
|                      | Sig. (2-tailed)     |              | .002   | .000   | .000   | .002   | .000                 |
|                      | N                   | 30           | 30     | 30     | 30     | 30     | 30                   |
| X1.2                 | Pearson Correlation | .540**       | 1      | .261   | .474** | .716** | .758**               |
|                      | Sig. (2-tailed)     | .002         |        | .164   | .008   | .000   | .000                 |
|                      | N                   | 30           | 30     | 30     | 30     | 30     | 30                   |
| X1.3                 | Pearson Correlation | .681**       | .261   | 1      | .538** | .513** | .748**               |
|                      | Sig. (2-tailed)     | .000         | .164   |        | .002   | .004   | .000                 |
|                      | N                   | 30           | 30     | 30     | 30     | 30     | 30                   |
| X1.4                 | Pearson Correlation | .682**       | .474** | .538** | 1      | .429*  | .775**               |
|                      | Sig. (2-tailed)     | .000         | .008   | .002   |        | .018   | .000                 |
|                      | N                   | 30           | 30     | 30     | 30     | 30     | 30                   |
| X1.5                 | Pearson Correlation | .539**       | .716** | .513** | .429*  | 1      | .833**               |
|                      | Sig. (2-tailed)     | .002         | .000   | .004   | .018   |        | .000                 |
|                      | N                   | 30           | 30     | 30     | 30     | 30     | 30                   |
| Kualitas Produk (X1) | Pearson Correlation | .850**       | .758** | .748** | .775** | .833** | 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).

#### Hasil Uji Validitas *Electronic Word Of Mouth* (X<sub>2</sub>) Sampel Kecil

|            |                     | Correlations |        |        |  | E-Wom (X2) |
|------------|---------------------|--------------|--------|--------|--|------------|
|            |                     | X2.1         | X2.2   | X2.3   |  |            |
| X2.1       | Pearson Correlation | 1            | .612** | .687** |  | .909**     |
|            | Sig. (2-tailed)     |              | .000   | .000   |  | .000       |
|            | N                   | 30           | 30     | 30     |  | 30         |
| X2.2       | Pearson Correlation | .612**       | 1      | .353   |  | .772**     |
|            | Sig. (2-tailed)     | .000         |        | .056   |  | .000       |
|            | N                   | 30           | 30     | 30     |  | 30         |
| X2.3       | Pearson Correlation | .687**       | .353   | 1      |  | .829**     |
|            | Sig. (2-tailed)     | .000         | .056   |        |  | .000       |
|            | N                   | 30           | 30     | 30     |  | 30         |
| E-Wom (X2) | Pearson Correlation | .909**       | .772** | .829** |  | 1          |
|            | Sig. (2-tailed)     | .000         | .000   | .000   |  |            |
|            | N                   | 30           | 30     | 30     |  | 30         |

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

### Hasil Uji Validitas Keputusan Pembelian (Y) Sampel Kecil

| Correlations            |                     |        |        |        |        |                         |
|-------------------------|---------------------|--------|--------|--------|--------|-------------------------|
|                         |                     | Y.1    | Y.2    | Y.3    | Y.4    | Keputusan Pembelian (Y) |
| Y.1                     | Pearson Correlation | 1      | .434*  | .384*  | .686** | .797**                  |
|                         | Sig. (2-tailed)     |        | .017   | .036   | .000   | .000                    |
|                         | N                   | 30     | 30     | 30     | 30     | 30                      |
| Y.2                     | Pearson Correlation | .434*  | 1      | .545** | .287   | .718**                  |
|                         | Sig. (2-tailed)     | .017   |        | .002   | .124   | .000                    |
|                         | N                   | 30     | 30     | 30     | 30     | 30                      |
| Y.3                     | Pearson Correlation | .384*  | .545** | 1      | .480** | .780**                  |
|                         | Sig. (2-tailed)     | .036   | .002   |        | .007   | .000                    |
|                         | N                   | 30     | 30     | 30     | 30     | 30                      |
| Y.4                     | Pearson Correlation | .686** | .287   | .480** | 1      | .808**                  |
|                         | Sig. (2-tailed)     | .000   | .124   | .007   |        | .000                    |
|                         | N                   | 30     | 30     | 30     | 30     | 30                      |
| Keputusan Pembelian (Y) | Pearson Correlation | .797** | .718** | .780** | .808** | 1                       |
|                         | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |                         |
|                         | N                   | 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).

### Hasil Uji Reabilitas Kualitas Produk (X<sub>1</sub>) Sampel Kecil

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .846             | 5          |

### Hasil Uji Reabilitas *Electronic Word Of Mouth* (X<sub>2</sub>) Sampel Kecil

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .779             | 3          |

### Hasil Uji Reabilitas Keputusan Pembelian (Y) Sampel Kecil

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .776             | 4          |

### Hasil Uji Validitas Kualitas Produk (X<sub>1</sub>) Sampel Besar

|                      |                     | Correlations |        |        |        |        |                      |
|----------------------|---------------------|--------------|--------|--------|--------|--------|----------------------|
|                      |                     | X1_1         | X1_2   | X1_3   | X1_4   | X1_5   | Kualitas Produk (X1) |
| X1_1                 | Pearson Correlation | 1            | .656** | .613** | .499** | .679** | .823**               |
|                      | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000   | .000                 |
|                      | N                   | 120          | 120    | 120    | 120    | 120    | 120                  |
| X1_2                 | Pearson Correlation | .656**       | 1      | .677** | .643** | .657** | .870**               |
|                      | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000   | .000                 |
|                      | N                   | 120          | 120    | 120    | 120    | 120    | 120                  |
| X1_3                 | Pearson Correlation | .613**       | .677** | 1      | .580** | .616** | .830**               |
|                      | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000   | .000                 |
|                      | N                   | 120          | 120    | 120    | 120    | 120    | 120                  |
| X1_4                 | Pearson Correlation | .499**       | .643** | .580** | 1      | .620** | .803**               |
|                      | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000   | .000                 |
|                      | N                   | 120          | 120    | 120    | 120    | 120    | 120                  |
| X1_5                 | Pearson Correlation | .679**       | .657** | .616** | .620** | 1      | .855**               |
|                      | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |        | .000                 |
|                      | N                   | 120          | 120    | 120    | 120    | 120    | 120                  |
| Kualitas Produk (X1) | Pearson Correlation | .823**       | .870** | .830** | .803** | .855** | 1                    |
|                      | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   |                      |
|                      | N                   | 120          | 120    | 120    | 120    | 120    | 120                  |

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

### Hasil Uji Validitas *Electronic Word Of Mouth* (X<sub>2</sub>) Sampel Besar

|            |                     | Correlations |        |        |            |
|------------|---------------------|--------------|--------|--------|------------|
|            |                     | X2_1         | X2_2   | X2_3   | E-Wom (X2) |
| X2_1       | Pearson Correlation | 1            | .610** | .581** | .862**     |
|            | Sig. (2-tailed)     |              | .000   | .000   | .000       |
|            | N                   | 120          | 120    | 120    | 120        |
| X2_2       | Pearson Correlation | .610**       | 1      | .575** | .856**     |
|            | Sig. (2-tailed)     | .000         |        | .000   | .000       |
|            | N                   | 120          | 120    | 120    | 120        |
| X2_3       | Pearson Correlation | .581**       | .575** | 1      | .837**     |
|            | Sig. (2-tailed)     | .000         | .000   |        | .000       |
|            | N                   | 120          | 120    | 120    | 120        |
| E-Wom (X2) | Pearson Correlation | .862**       | .856** | .837** | 1          |
|            | Sig. (2-tailed)     | .000         | .000   | .000   |            |
|            | N                   | 120          | 120    | 120    | 120        |

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

### Hasil Uji Validitas Keputusan Pembelian (Y) Sampel Besar

| Correlations            |                     |        |        |        |        |                         |
|-------------------------|---------------------|--------|--------|--------|--------|-------------------------|
|                         |                     | Y_1    | Y_2    | Y_3    | Y_4    | Keputusan Pembelian (Y) |
| Y_1                     | Pearson Correlation | 1      | .672** | .310** | .330** | .734**                  |
|                         | Sig. (2-tailed)     |        | .000   | .001   | .000   | .000                    |
|                         | N                   | 120    | 120    | 120    | 120    | 120                     |
| Y_2                     | Pearson Correlation | .672** | 1      | .366** | .487** | .849**                  |
|                         | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000                    |
|                         | N                   | 120    | 120    | 120    | 120    | 120                     |
| Y_3                     | Pearson Correlation | .310** | .366** | 1      | .297** | .613**                  |
|                         | Sig. (2-tailed)     | .001   | .000   |        | .001   | .000                    |
|                         | N                   | 120    | 120    | 120    | 120    | 120                     |
| Y_4                     | Pearson Correlation | .330** | .487** | .297** | 1      | .773**                  |
|                         | Sig. (2-tailed)     | .000   | .000   | .001   |        | .000                    |
|                         | N                   | 120    | 120    | 120    | 120    | 120                     |
| Keputusan Pembelian (Y) | Pearson Correlation | .734** | .849** | .613** | .773** | 1                       |
|                         | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |                         |
|                         | N                   | 120    | 120    | 120    | 120    | 120                     |

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

### Hasil Uji Reabilitas Kualitas Produk (X<sub>1</sub>) Sampel Besar

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .892             | 5          |

### Hasil Uji Reabilitas *Electronic Word Of Mouth* (X<sub>2</sub>) Sampel Besar

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .811             | 3          |

### Hasil Uji Reabilitas Keputusan Pembelian (Y) Sampel Besar

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .721             | 4          |

## 2. Uji Asumsi Klasik

### a) Uji Normalitas

- *Kolmogorov-Smirnov (K-S)*

**One-Sample Kolmogorov-Smirnov Test**

|                                          |                         | Unstandardized Residual |
|------------------------------------------|-------------------------|-------------------------|
| N                                        |                         | 120                     |
| Normal Parameters <sup>a,b</sup>         | Mean                    | .0000000                |
|                                          | Std. Deviation          | 1.12701124              |
| Most Extreme Differences                 | Absolute                | .079                    |
|                                          | Positive                | .068                    |
|                                          | Negative                | -.079                   |
| Test Statistic                           |                         | .079                    |
| Asymp. Sig. (2-tailed) <sup>c</sup>      |                         | .066                    |
| Monte Carlo Sig. (2-tailed) <sup>d</sup> | Sig.                    | .065                    |
|                                          | 99% Confidence Interval | Lower Bound .059        |
|                                          |                         | Upper Bound .072        |

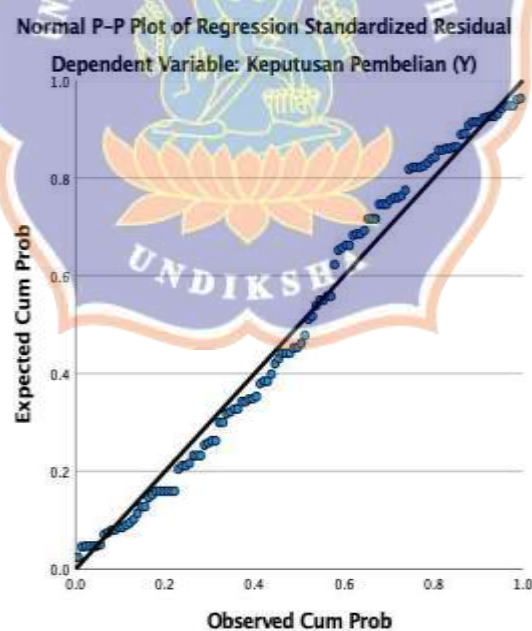
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

- Diagram P-Plot



## b) Uji Multikolinearitas

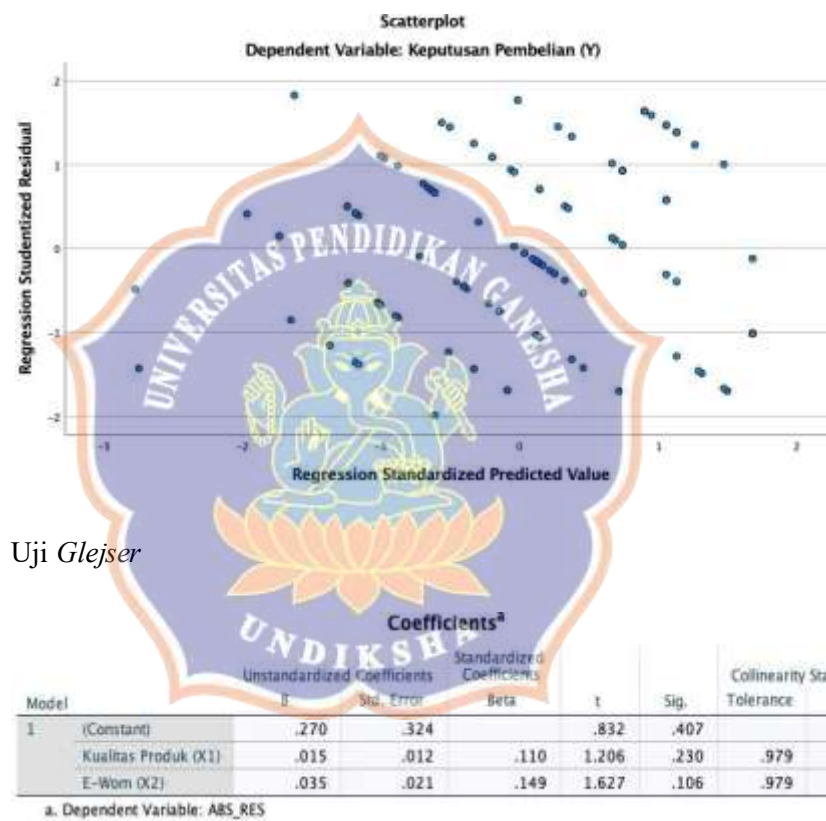
**Coefficients<sup>a</sup>**

| Model |                      | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|-------|----------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|       |                      | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1     | (Constant)           | 8.456                       | .655       |                           | 12.916 | .000 |                         |       |
|       | Kualitas Produk (X1) | .230                        | .024       | .591                      | 9.484  | .000 | .979                    | 1.022 |
|       | E-Wom (X2)           | .261                        | .043       | .376                      | 6.033  | .000 | .979                    | 1.022 |

a. Dependent Variable: Keputusan Pembelian (Y)

## c) Uji Heteroskedastisitas

- *Scatterplot*



## 3. Uji Analisis Regresi Linier Berganda

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

| Model |                      | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|-------|----------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|       |                      | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1     | (Constant)           | 8.456                       | .655       |                           | 12.916 | .000 |                         |       |
|       | Kualitas Produk (X1) | .230                        | .024       | .591                      | 9.484  | .000 | .979                    | 1.022 |
|       | E-Wom (X2)           | .261                        | .043       | .376                      | 6.033  | .000 | .979                    | 1.022 |

a. Dependent Variable: Keputusan Pembelian (Y)

#### 4. Uji Hipotesis

- Uji t (Parsial)

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

| Model |                      | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|-------|----------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|       |                      | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1     | (Constant)           | 8.456                       | .655       |                           | 12.916 | .000 |                         |       |
|       | Kualitas Produk (X1) | .230                        | .024       | .591                      | 9.484  | .000 | .979                    | 1.022 |
|       | E-Wom (X2)           | .261                        | .043       | .376                      | 6.033  | .000 | .979                    | 1.022 |

a. Dependent Variable: Keputusan Pembelian (Y)

- Uji F (Simultan)

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 188.818        | 2   | 94.409      | 73.080 | .000 <sup>b</sup> |
|       | Residual   | 151.148        | 117 | 1.292       |        |                   |
|       | Total      | 339.967        | 119 |             |        |                   |

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), E-Wom (X2), Kualitas Produk (X1)

- Koefisien Determinasi ( $R^2$ )

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .745 <sup>a</sup> | .555     | .548              | 1.13660                    |

a. Predictors: (Constant), E-Wom (X2), Kualitas Produk (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

## RIWAYAT HIDUP



Ni Wayan Anik Eka Putri lahir di Keliki pada tanggal 12 September 2003. Penulis lahir dari pasangan I Made Darmawan dan Ni Made Karsi. Penulis berkebangsaan Indonesia dan beragama Hindu. Kini penulis beralamat di Jalan Arjuna, Desa Keliki, Kecamatan Tegallalang, Kota Gianyar, Provinsi Bali.

Pada tahun 2022 penulis lulus dari SMA Negeri 1 Tegallalang jurusan IPA dan melanjutkan ke S1 Jurusan Manajemen di Universitas Pendidikan Ganesha. Pada semester akhir tahun 2026 penulis telah menyelesaikan Tugas Akhir yang berjudul "Pengaruh Kualitas Produk Dan *Electronic Word Of Mouth* (e-WOM) Terhadap Keputusan Pembelian Busana Adat Bali Pada Cerry Kebaya Ubud". Selanjutnya, mulai tahun 2022 sampai dengan penulis skripsi ini, penulis masih terdaftar sebagai mahasiswa Program S1 Manajemen Universitas Pendidikan Ganesha.

