

## LAMPIRAN 1 KUESIONER PRASURVEY

Kepada Yth

Bpk/ Ibu Saudara/ Saudari di tempat

Saya Sella Chandra Mahasiswi Universitas Esa Unggul, guna mendukung data dalam penyusunan skripsi dengan judul : **“Pengaruh *Electronic Word Of Mouth*, dan *Brand Image* Terhadap Keputusan Pembelian melalui *Brand Trust* di Tokopedia”**.

Saya mohon kesediaannya untuk meluangkan waktu sejenak guna mengisi kuisisioner ini. Kuisisioner ini dibuat hanya bertujuan untuk penelitian saja, sehingga identitas serta jawaban dari Saudara/i akan dijaman kerahasiaannya.

Atas bantuan dan kesediaan Saudara/i, saya mengucapkan terima kasih.

Nama :  
Jenis Kelamin :  
Usia :  
Pekerjaan :

1. Situs *e-commerce* yang lebih sering digunakan?
  - a. Lazada
  - b. Tokopedia
  - c. Shopee
  - d. Bukalapak
  - e. Bibli
2. Apakah ulasan pengalaman belanja orang-orang seperti di kolom komentar, media sosial dan lain-lain mempengaruhi anda melakukan pembelian *e-commerce*?
  - a. Ya
  - b. Tidak
3. Apakah respon penjual *e-commerce* mempengaruhi keputusan pembelian anda?
  - a. Ya
  - b. Tidak
4. Apakah citra merek yang terkenal mempengaruhi keputusan pembelian anda dalam melakukan *e-commerce*?
  - a. Ya
  - b. Tidak
5. Apakah kepercayaan merek pada *review online* membuat anda melakukan keputusan pembelian?
  - a. Ya
  - b. Tidak

**LAMPIRAN 2**  
**KUESIONER PENELITIAN**

Kepada Yth

Bpk/ Ibu Saudara/ Saudari di tempat

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**I. DATA RESPONDEN**

1. Jenis kelamin :
  - a. Laki-laki
  - b. Perempuan
2. Usia anda saat ini :
  - a. 17-30 tahun
  - b. 31-40 tahun
  - c. 41-50 tahun
  - d. > 50 tahun
3. Pendidikan terakhir :
  - a. SMP
  - b. SMA/K
  - c. S1
  - d. S2/S3
4. Pekerjaan :
  - a. PNS
  - b. Pegawai Swasta
  - c. Mahasiswa/i
  - d. Wiraswasta
  - e. Lain-lain
5. Jumlah Pengeluaran dalam sebulan :
  - a. ≤ Rp 1.000.000
  - b. 1000.001 s/d 3000.001
  - c. Rp 3.000.001 s/d Rp 5.000.000
  - d. ≤ Rp 5.000.000

**II. Variabel Penelitian**

Anda dapat memberikan tanda (√) pada pertanyaan yang ada sesuai dengan pilihan Anda, berdasarkan keterangan berikut:

Skala Likert (1 = Sangat Tidak Setuju) hingga (4 = Sangat Setuju)

STS : Sangat Tidak Setuju

TS : Tidak Setuju

S : Setuju

SS : Sangat Setuju

***Electronic Word Of Mouth* (X<sub>1</sub>)**

No.	PERNYATAAN	STS	TS	S	SS
1.	Sering mencari review online suatu produk atau merek sebelum membeli di Tokopedia				

NO.	PERNYATAAN	STS	TS	S	SS
2	Sering memastikan <i>review online</i> terhadap produk di Tokopedia				
3	Konsultasi dengan pihak <i>online</i> sebelum melakukan pembelian di Tokopedia				
4	Mengumpulkan informasi dari <i>review online</i> sebelum membeli di Tokopedia				
5	<i>Review online</i> sesuai dengan keadaan sebenarnya di Tokopedia				
6	Banyaknya pendapat yang merekomendasikan untuk melakukan pembelian di Tokopedia				
7	<i>Review online</i> menimbulkan keinginan untuk melakukan pembelian di Tokopedia				
8	Membeli karena banyaknya produk yang berhasil terjual di Tokopedia				
9	Pelanggan Tokopedia berkurang karena ulasan negatif				
10	<i>Review online</i> dari pengguna Tokopedia mengenai produk tidak selalu sesuai				
11	Saya menerima rekomendasi melalui <i>review online</i> di Tokopedia				
12	Tokopedia sangat cocok digunakan untuk masa depan				
13	Banyaknya variasi produk <i>flash sale</i> di Tokopedia				
14	Mendapatkan <i>lucky egg</i> di Tokopedia membuat belanja menjadi murah				

NO.	PERNYATAAN	STS	TS	S	SS
15	Fitur dalam Tokopedia mudah dimengerti				
16	Aplikasi Tokopedia mudah dioperasikan				
17	Promo Tokopedia mudah digunakan				
18	Harga produk Tokopedia terjangkau				
19	Belanja di Tokopedia terjamin keamanannya				
20	<i>History</i> setelah melakukan pembelian di Tokopedia sangat detail				

**Brand Image**

NO.	PERNYATAAN	STS	TS	S	SS
21	Produk di Tokopedia sesuai dengan <i>trend</i> masa kini				
22	Persepsi konsumen terhadap Tokopedia mempunyai reputasi yang tinggi				
23	Tokopedia selalu memenuhi keperluan konsumen				
24	Produk yang dikirim sesuai dengan display di Tokopedia				
25	Kualitas produk Tokopedia yang dijual sesuai dengan harapan				
26	Banyak promosi menarik di Tokopedia				
27	Membeli berdasarkan kepopuleran produk Tokopedia				
28	Respon yang positif mengenai tokopedia menjadikan <i>image</i> yang baik				
29	Motivasi Tokopedia adalah menjadi nomor satu terpercaya				

NO.	PERNYATAAN	STS	TS	S	SS
30	Kualitas Tokopedia sesuai dengan fungsinya				
31	Pemasaran Tokopedia mempunyai citra merek yang baik				
32	Harga yang ditawarkan Tokopedia <i>relative</i> murah dari pesaing				

**Brand Trust**

NO.	PERNYATAAN	STS	TS	S	SS
33	Saya percaya review <i>online</i> di Tokopedia mudah dimengerti				
34	Saya percaya Tokopedia mempunyai <i>brand image</i> yang baik				
35	Saya percaya produk yang dikirim sesuai dengan <i>display</i> di Tokopedia				
36	Saya percaya kualitas produk yang diberikan sesuai dengan harga				
37	Saya percaya berbelanja di Tokopedia terjamin keamanannya				
38	Saya percaya rekomendasi <i>review online</i> yang membuat saya melakukan keputusan pembelian				
39	Saya percaya banyaknya variasi produk <i>flash sale</i> di Tokopedia				

## Keputusan Pembelian

NO.	PERNYATAAN	STS	TS	S	SS
40	Saya membeli di Tokopedia karena produk yang ditawarkan sesuai kebutuhan saya				
41	Saya membeli di Tokopedia karena proses pembayaran yang beragam				
42	Saya mencari informasi akan kebutuhan berbelanja dari sosial media				
43	Saya akan melakukan pembelian jika informasi yang diberikan Tokopedia terpercaya				
44	Saya yakin membeli karena banyaknya <i>review online</i> di Tokopedia				
45	Saya yakin membeli produk di Tokopedia merupakan keputusan yang tepat				
46	Produk yang bermacam-macam sehingga saya membeli di Tokopedia				
47	Menetapkan pilihan produk dahulu untuk melakukan keputusan pembelian di Tokopedia				
48	Saya akan melakukan pembelian ulang dimasa yang akan datang di Tokopedia				
49	Saya merekomendasikan kepada orang lain untuk melakukan pembelian di Tokopedia				

NO.	PERNYATAAN	STS	TS	S	SS
50	Saya merasa puas setelah melakukan pembelian <i>online</i> di Tokopedia				

**LAMPIRAN 3**  
**Data Karakteristik 250 Responden**

No.	Jenis Kelamin	Jumlah	Presentase (%)
1	Laki - laki	96	38,4
2	Perempuan	154	61,6
	<b>Jumlah</b>	<b>250</b>	<b>100</b>

No.	Usia	F	Presentase (%)
1	17-30 tahun	206	82,4
2	31-40 tahun	37	14,8
3	41-50 tahun	4	1,6
4	>50 tahun	3	1,2
	<b>Jumlah</b>	<b>250</b>	<b>100</b>

No.	Pendidikan Terakhir	Jumlah	Presentase (%)
1	Sekolah Menengah Pertama (SMP)	11	4,4
2	Sekolah Menengah Atas (SMA/K)	183	73,2
3	Strata-1 (S1)	52	20,8
4	Strata-2 / Strata-3 (S2 / S3)	4	1,6
	<b>Jumlah</b>	<b>250</b>	<b>100</b>

No.	Jenis Pekerjaan	Jumlah	Presentase (%)
1	PNS	7	2,8
2	Pegawai Swasta	165	66
3	Mahasiswa/i	35	14
4	Wiraswasta	14	5,6
5	Lain-lain	29	11,6
	<b>Jumlah</b>	<b>250</b>	<b>100</b>

No.	Jumlah Pengeluaran (1 bulan)	Jumlah	Presentase (%)
1	≤ Rp 1.000.000,-	107	42,8
2	Rp 1.000.001,- s/d Rp 3.000.000,-	63	25,2
3	Rp 3.000.001,- s/d Rp 5.000.000,-	51	20,4
4	≥ Rp 5.000.001,-	29	11,6
	<b>Jumlah</b>	<b>250</b>	<b>100</b>



No.	Frekuensi Pembelian (1 bulan)	Jumlah	Presentase (%)
1	2 - 3 kali	192	76,8
2	4 - 5 kali	45	18
3	>5 kali	13	5,2
	<b>Jumlah</b>	<b>250</b>	<b>100</b>

**LAMPIRAN 4**  
**Uji Validitas**

No.	Pernyataan	Nilai r Hitung	Nilai r Tabel	Ket.
<b>Electronic Word Of Mouth (X<sub>1</sub>)</b>				
1	Sering mencari <i>review online</i> suatu produk/merek sebelum membeli di Tokopedia	<b>0,694</b>	0,361	Valid
2	Sering memastikan <i>review online</i> terhadap produk di Tokopedia	<b>0,662</b>	0,361	Valid
3	Konsultasi dengan pihak <i>online</i> sebelum melakukan pembelian di Tokopedia	<b>0,557</b>	0,361	Valid
4	Mengumpulkan informasi dari <i>review online</i> sebelum membeli di Tokopedia	<b>0,703</b>	0,361	Valid
5	<i>Review online</i> sesuai dengan keadaan sebenarnya di Tokopedia	<b>0,701</b>	0,361	Valid
6	Banyaknya pendapat yang merekomendasikan untuk melakukan pembelian di Tokopedia	<b>0,801</b>	0,361	Valid
7	<i>Review online</i> menimbulkan keinginan untuk melakukan pembelian di Tokopedia	<b>0,650</b>	0,361	Valid
8	Membeli karena banyaknya produk yang berhasil terjual di Tokopedia	<b>0,639</b>	0,361	Valid
9	Pelanggan Tokopedia berkurang karena ulasan negatif	<b>0,620</b>	0,361	Valid
10	<i>Review online</i> dari pengguna Tokopedia mengenai produk tidak selalu sesuai	<b>0,447</b>	0,361	Valid
11	Saya menerima rekomendasi melalui <i>review online</i> di Tokopedia	<b>0,640</b>	0,361	Valid
12	Tokopedia sangat cocok digunakan untuk masa depan	<b>0,695</b>	0,361	Valid
13	Banyaknya variasi produk <i>flash sale</i> di Tokopedia	<b>0,843</b>	0,361	Valid
14	Mendapatkan <i>lucky egg</i> di Tokopedia membuat belanja menjadi murah	<b>0,879</b>	0,361	Valid
15	Fitur dalam Tokopedia mudah dimengerti	<b>0,807</b>	0,361	Valid

No.	Pernyataan	Nilai r Hitung	Nilai r Tabel	Ket.
16	Aplikasi Tokopedia mudah dioperasikan	<b>0,892</b>	0,361	Valid
17	Promo Tokopedia mudah digunakan	<b>0,792</b>	0,361	Valid
18	Harga produk Tokopedia terjangkau	<b>0,799</b>	0,361	Valid
19	Belanja di Tokopedia terjamin keamanannya	<b>0,583</b>	0,361	Valid
20	<i>History</i> setelah melakukan pembelian di Tokopedia sangat detail	<b>0,757</b>	0,361	Valid
<b>Brand Image (X<sub>2</sub>)</b>				
21	Produk di Tokopedia sesuai dengan <i>trend</i> masa kini	<b>0,636</b>	0,361	Valid
22	Persepsi konsumen terhadap Tokopedia mempunyai reputasi yang tinggi	<b>0,524</b>	0,361	Valid
23	Tokopedia selalu memenuhi keperluan konsumen	<b>0,597</b>	0,361	Valid
24	Produk yang dikirim sesuai dengan <i>display</i> di Tokopedia	<b>0,633</b>	0,361	Valid
25	Kualitas produk Tokopedia yang dijual sesuai dengan harapan	<b>0,385</b>	0,361	Valid
26	Banyak promosi menarik di Tokopedia	<b>0,544</b>	0,361	Valid
27	Membeli berdasarkan kepopuleran produk Tokopedia	<b>0,659</b>	0,361	Valid
28	Respon yang positif mengenai tokopedia menjadikan <i>image</i> yang baik	<b>0,549</b>	0,361	Valid
29	Motivasi Tokopedia adalah menjadi nomor satu terpercaya	<b>0,767</b>	0,361	Valid
30	Kualitas Tokopedia sesuai dengan fungsinya	<b>0,741</b>	0,361	Valid
31	Pemasaran Tokopedia mempunyai citra merek yang baik	<b>0,706</b>	0,361	Valid
32	Harga yang ditawarkan Tokopedia <i>relative</i> murah dari pesaing	<b>0,756</b>	0,361	Valid

No.	Pernyataan	Nilai r Hitung	Nilai r Tabel	Ket.
<b>Brand Trust (X<sub>3</sub>)</b>				
33	Saya percaya review <i>online</i> di Tokopedia mudah dimengerti	<b>0,521</b>	0,361	Valid
34	Saya percaya Tokopedia mempunyai <i>brand image</i> yang baik	<b>0,658</b>	0,361	Valid
35	Saya percaya produk yang dikirim sesuai dengan <i>display</i> di Tokopedia	<b>0,541</b>	0,361	Valid
36	Saya percaya kualitas produk yang diberikan sesuai dengan harga	<b>0,785</b>	0,361	Valid
37	Saya percaya berbelanja di Tokopedia terjamin keamanannya	<b>0,521</b>	0,361	Valid
38	Saya percaya rekomendasi <i>review online</i> yang membuat saya melakukan keputusan pembelian	<b>0,771</b>	0,361	Valid
39	Saya percaya banyaknya variasi produk <i>flash sale</i> di Tokopedia	<b>0,411</b>	0,361	Valid
<b>Keputusan Pembelian (Y)</b>				
40	Saya membeli di Tokopedia karena produk yang ditawarkan sesuai kebutuhan saya	<b>0,654</b>	0,361	Valid
41	Saya membeli di Tokopedia karena proses pembayaran yang beragam	<b>0,845</b>	0,361	Valid
42	Saya mencari informasi akan kebutuhan berbelanja dari sosial media	<b>0,827</b>	0,361	Valid
43	Saya akan melakukan pembelian jika informasi yang diberikan Tokopedia terpercaya	<b>0,794</b>	0,361	Valid
44	Saya yakin membeli karena banyaknya <i>review online</i> di Tokopedia	<b>0,428</b>	0,361	Valid
45	Saya yakin membeli produk di Tokopedia merupakan keputusan yang tepat	<b>0,900</b>	0,361	Valid
46	Produk yang bermacam-macam sehingga saya membeli di Tokopedia	<b>0,874</b>	0,361	Valid
47	Menetapkan pilihan produk dahulu untuk melakukan keputusan pembelian	<b>0,944</b>	0,361	Valid
48	Saya akan melakukan pembelian ulang dimasa yang akan datang	<b>0,881</b>	0,361	Valid

No.	Pernyataan	Nilai r Hitung	Nilai r Tabel	Ket.
49	Saya merekomendasikan kepada orang lain untuk melakukan pembelian di Tokopedia	<b>0,571</b>	0,361	Valid
50	Saya merasa puas setelah melakukan pembelian <i>online</i> di Tokopedia	<b>0,870</b>	0,361	Valid

**LAMPIRAN 5**  
**Uji Realibilitas**

<b>Variabel</b>	<b>Cronbach's Alpha</b>	<b>Keterangan</b>
<i>Electronic Word Of Mouth (X<sub>1</sub>)</i>	0,943	Reliabel
<i>Brand Image (X<sub>2</sub>)</i>	0,859	Reliabel
<i>Brand Trust (X<sub>3</sub>)</i>	0,696	Reliabel
Keputusan Pembelian (Y)	0,933	Reliabel

## LAMPIRAN 6 Analisis Jalur

### Analisis Jalur Tahap 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,524	1,108		-,473	,637
	Electronic Word of Mouth	,077	,019	,180	4,000	,000
	Brand Image	,482	,031	,708	15,726	,000

a. Dependent Variable: Brand Trust

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,831 <sup>a</sup>	,691	,689	1,757

a. Predictors: (Constant), Brand Image, Electronic Word of Mouth

### Analisis Jalur Tahap 2

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,382	1,762		,784	,434
	Electronic Word of Mouth	,067	,032	,098	2,125	,035
	Brand Image	,239	,069	,220	3,462	,001
	Brand Trust	,918	,101	,576	9,075	,000

a. Dependent Variable: Keputusan Pembelian

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,833 <sup>a</sup>	,694	,690	2,793

a. Predictors: (Constant), Brand Trust, Electronic Word of Mouth, Brand Image

**LAMPIRAN 7**  
**Hasil Uji Validitas 30 Responden**

	x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8	x1.9	x1.10	x1.11
x1.1											
Pearson Correlation	1	,750**	,564**	,704**	,392*	,578**	,254	,422*	,233	,365*	,245
Sig. (2-tailed)		,000	,001	,000	,032	,001	,175	,020	,216	,047	,192
N	30	30	30	30	30	30	30	30	30	30	30
x1.2											
Pearson Correlation	,750*	1	,489**	,657**	,446*	,514**	,289	,232	,265	,293	,197
Sig. (2-tailed)	,000		,006	,000	,014	,004	,121	,218	,157	,116	,297
N	30	30	30	30	30	30	30	30	30	30	30
x1.3											
Pearson Correlation	,564*	,489**	1	,653**	,617**	,653**	,162	,189	,336	,330	,051
Sig. (2-tailed)	,001	,006		,000	,000	,000	,393	,317	,069	,075	,788
N	30	30	30	30	30	30	30	30	30	30	30
x1.4											
Pearson Correlation	,704*	,657**	,653**	1	,433*	,583**	,238	,450*	,229	,214	,303
Sig. (2-tailed)	,000	,000	,000		,017	,001	,205	,012	,224	,257	,104
N	30	30	30	30	30	30	30	30	30	30	30
x1.5											
Pearson Correlation	,392*	,446*	,617**	,433*	1	,866**	,487**	,111	,743**	,288	,221
Sig. (2-tailed)	,032	,014	,000	,017		,000	,006	,558	,000	,123	,241
N	30	30	30	30	30	30	30	30	30	30	30



x1.6	Pearson Correlation	,578*	,514**	,653**	,583**	,866**	1	,454*	,290	,657**	,451*	,223
	Sig. (2-tailed)	,001	,004	,000	,001	,000		,012	,121	,000	,012	,236
	N	30	30	30	30	30	30	30	30	30	30	30
x1.7	Pearson Correlation	,254	,289	,162	,238	,487**	,454*	1	,393*	,623**	,505**	,505**
	Sig. (2-tailed)	,175	,121	,393	,205	,006	,012		,032	,000	,004	,004
	N	30	30	30	30	30	30	30	30	30	30	30
x1.8	Pearson Correlation	,422*	,232	,189	,450*	,111	,290	,393*	1	,149	,142	,772**
	Sig. (2-tailed)	,020	,218	,317	,012	,558	,121	,032		,432	,454	,000
	N	30	30	30	30	30	30	30	30	30	30	30
x1.9	Pearson Correlation	,233	,265	,336	,229	,743**	,657**	,623**	,149	1	,659**	,279
	Sig. (2-tailed)	,216	,157	,069	,224	,000	,000	,000	,432		,000	,136
	N	30	30	30	30	30	30	30	30	30	30	30
x1.10	Pearson Correlation	,365*	,293	,330	,214	,288	,451*	,505**	,142	,659**	1	,104
	Sig. (2-tailed)	,047	,116	,075	,257	,123	,012	,004	,454	,000		,583
	N	30	30	30	30	30	30	30	30	30	30	30
x1.11	Pearson Correlation	,245	,197	,051	,303	,221	,223	,505**	,772**	,279	,104	1
	Sig. (2-tailed)	,192	,297	,788	,104	,241	,236	,004	,000	,136	,583	
	N	30	30	30	30	30	30	30	30	30	30	30

x1.12	Pearson Correlation	,360	,410*	,182	,417*	,263	,417*	,571**	,633**	,410*	,318	,613**
	Sig. (2-tailed)	,051	,025	,335	,022	,161	,022	,001	,000	,025	,086	,000
	N	30	30	30	30	30	30	30	30	30	30	30
x1.13	Pearson Correlation	,528*	,507**	,497**	,620**	,474**	,620**	,412*	,655**	,319	,249	,586**
	Sig. (2-tailed)	,003	,004	,005	,000	,008	,000	,024	,000	,086	,184	,001
	N	30	30	30	30	30	30	30	30	30	30	30
x1.14	Pearson Correlation	,619*	,470**	,488**	,685**	,672**	,799**	,474**	,551**	,470**	,227	,502**
	Sig. (2-tailed)	,000	,009	,006	,000	,000	,000	,008	,002	,009	,227	,005
	N	30	30	30	30	30	30	30	30	30	30	30
x1.15	Pearson Correlation	,397*	,451*	,508**	,511**	,844**	,755**	,525**	,348	,576**	,118	,452*
	Sig. (2-tailed)	,030	,012	,004	,004	,000	,000	,003	,060	,001	,535	,012
	N	30	30	30	30	30	30	30	30	30	30	30
x1.16	Pearson Correlation	,613*	,697**	,558**	,649**	,636**	,791**	,469**	,447*	,552**	,491**	,465**
	Sig. (2-tailed)	,000	,000	,001	,000	,000	,000	,009	,013	,002	,006	,010
	N	30	30	30	30	30	30	30	30	30	30	30
x1.17	Pearson Correlation	,472*	,537**	,488**	,391*	,723**	,652**	,474**	,352	,537**	,297	,474**
	Sig. (2-tailed)	,008	,002	,006	,033	,000	,000	,008	,056	,002	,111	,008
	N	30	30	30	30	30	30	30	30	30	30	30

x1.18	Pearson Correlation	,596*	,478**	,228	,542**	,403*	,542**	,423*	,550**	,279	,116	,523**
	Sig. (2-tailed)	,001	,007	,226	,002	,027	,002	,020	,002	,135	,542	,003
	N	30	30	30	30	30	30	30	30	30	30	30
x1.19	Pearson Correlation	,485*	,552**	,257	,508**	,489**	,508**	,249	,202	,407*	,129	,302
	Sig. (2-tailed)	,007	,002	,171	,004	,006	,004	,184	,285	,026	,498	,104
	N	30	30	30	30	30	30	30	30	30	30	30
x1.20	Pearson Correlation	,507*	,576**	,247	,390*	,464**	,511**	,525**	,348	,451*	,326	,452*
	Sig. (2-tailed)	,004	,001	,188	,033	,010	,004	,003	,060	,012	,079	,012
	N	30	30	30	30	30	30	30	30	30	30	30
Electronic Word of Mouth	Pearson Correlation	,694*	,662**	,557**	,703**	,701**	,801**	,650**	,639**	,620**	,447*	,640**
	Sig. (2-tailed)	,000	,000	,001	,000	,000	,000	,000	,000	,000	,013	,000
	N	30	30	30	30	30	30	30	30	30	30	30

Correlations

		x1.1 2	x1.1 3	x1.1 4	x1.1 5	x1.1 6	x1.1 7	x1.1 8	x1.1 9	x1.2 0	Electronic Word of Mouth
x1.1	Pearson Correlation	,360	,528**	,619*	,397*	,613*	,472*	,596**	,485*	,507*	,694**
	Sig. (2-tailed)	,051	,003	,000	,030	,000	,008	,001	,007	,004	,000
	N	30	30	30	30	30	30	30	30	30	30

x1.2	Pearson Correlation	,410*	,507**	,470*	,451*	,697*	,537*	,478**	,552*	,576*	,662**
	Sig. (2-tailed)	,025	,004	,009	,012	,000	,002	,007	,002	,001	,000
	N	30	30	30	30	30	30	30	30	30	30
x1.3	Pearson Correlation	,182	,497**	,488*	,508*	,558*	,488*	,228	,257	,247	,557**
	Sig. (2-tailed)	,335	,005	,006	,004	,001	,006	,226	,171	,188	,001
	N	30	30	30	30	30	30	30	30	30	30
x1.4	Pearson Correlation	,417*	,620**	,685*	,511*	,649*	,391*	,542**	,508*	,390*	,703**
	Sig. (2-tailed)	,022	,000	,000	,004	,000	,033	,002	,004	,033	,000
	N	30	30	30	30	30	30	30	30	30	30
x1.5	Pearson Correlation	,263	,474**	,672*	,844*	,636*	,723*	,403*	,489*	,464*	,701**
	Sig. (2-tailed)	,161	,008	,000	,000	,000	,000	,027	,006	,010	,000
	N	30	30	30	30	30	30	30	30	30	30
x1.6	Pearson Correlation	,417*	,620**	,799*	,755*	,791*	,652*	,542**	,508*	,511*	,801**
	Sig. (2-tailed)	,022	,000	,000	,000	,000	,000	,002	,004	,004	,000
	N	30	30	30	30	30	30	30	30	30	30
x1.7	Pearson Correlation	,571*	,412*	,474*	,525*	,469*	,474*	,423*	,249	,525*	,650**
	Sig. (2-tailed)	,001	,024	,008	,003	,009	,008	,020	,184	,003	,000
	N	30	30	30	30	30	30	30	30	30	30

x1.8	Pearson Correlation	,633*	,655**	,551*	,348	,447*	,352	,550**	,202	,348	,639**
	Sig. (2-tailed)	,000	,000	,002	,060	,013	,056	,002	,285	,060	,000
	N	30	30	30	30	30	30	30	30	30	30
x1.9	Pearson Correlation	,410*	,319	,470*	,576*	,552*	,537*	,279	,407*	,451*	,620**
	Sig. (2-tailed)	,025	,086	,009	,001	,002	,002	,135	,026	,012	,000
	N	30	30	30	30	30	30	30	30	30	30
x1.10	Pearson Correlation	,318	,249	,227	,118	,491*	,297	,116	,129	,326	,447*
	Sig. (2-tailed)	,086	,184	,227	,535	,006	,111	,542	,498	,079	,013
	N	30	30	30	30	30	30	30	30	30	30
x1.11	Pearson Correlation	,613*	,586**	,502*	,452*	,465*	,474*	,523**	,302	,452*	,640**
	Sig. (2-tailed)	,000	,001	,005	,012	,010	,008	,003	,104	,012	,000
	N	30	30	30	30	30	30	30	30	30	30
x1.12	Pearson Correlation	,535**	,535**	,441*	,338	,629*	,386*	,476**	,437*	,587*	,695**
	Sig. (2-tailed)	,000	,000	,015	,068	,000	,035	,008	,016	,001	,000
	N	30	30	30	30	30	30	30	30	30	30
x1.13	Pearson Correlation	,535*	,535**	,824*	,744*	,732*	,728*	,789**	,269	,584*	,843**
	Sig. (2-tailed)	,002	,000	,000	,000	,000	,000	,000	,151	,001	,000
	N	30	30	30	30	30	30	30	30	30	30

x1.14	Pearson Correlation	,441*	,824**	1	,867*	,735*	,679*	,875**	,503*	,567*	,879**
	Sig. (2-tailed)	,015	,000		,000	,000	,000	,000	,005	,001	,000
	N	30	30	30	30	30	30	30	30	30	30
x1.15	Pearson Correlation	,338	,744**	,867*	1	,673*	,781*	,730**	,425*	,573*	,807**
	Sig. (2-tailed)	,068	,000	,000		,000	,000	,000	,019	,001	,000
	N	30	30	30	30	30	30	30	30	30	30
x1.16	Pearson Correlation	,629*	,732**	,735*	,673*	1	,685*	,670**	,569*	,796*	,892**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,001	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
x1.17	Pearson Correlation	,386*	,728**	,679*	,781*	,685*	1	,637**	,420*	,667*	,792**
	Sig. (2-tailed)	,035	,000	,000	,000	,000		,000	,021	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
x1.18	Pearson Correlation	,476*	,789**	,875*	,730*	,670*	,637*	1	,473*	,730*	,799**
	Sig. (2-tailed)	,008	,000	,000	,000	,000	,000		,008	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
x1.19	Pearson Correlation	,437*	,269	,503*	,425*	,569*	,420*	,473**	1	,425*	,583**
	Sig. (2-tailed)	,016	,151	,005	,019	,001	,021	,008		,019	,001
	N	30	30	30	30	30	30	30	30	30	30

x1.20	Pearson Correlation	,587*	,584**	,567*	,573*	,796*	,667*	,730**	,425*	1	,757**
	Sig. (2-tailed)	,001	,001	,001	,001	,000	,000	,000	,019		,000
	N	30	30	30	30	30	30	30	30	30	30
Electronic Word of Mouth	Pearson Correlation	,695*	,843**	,879*	,807*	,892*	,792*	,799**	,583*	,757*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,001	,000	
	N	30	30	30	30	30	30	30	30	30	30

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

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

Correlations

		x2.1	x2.2	x2.3	x2.4	x2.5	x2.6
x2.1	Pearson Correlation	1	,365*	,602**	,795*	,309	,210
	Sig. (2-tailed)		,047	,000	,000	,097	,265
	N	30	30	30	30	30	30
x2.2	Pearson Correlation	,365*	1	,455*	,227	,309	,342
	Sig. (2-tailed)	,047		,012	,227	,097	,065
	N	30	30	30	30	30	30
x2.3	Pearson Correlation	,602**	,455*	1	,596*	,095	,146
	Sig. (2-tailed)	,000	,012		,001	,617	,442
	N	30	30	30	30	30	30
x2.4	Pearson Correlation	,795**	,227	,596**	1	,322	,141
	Sig. (2-tailed)	,000	,227	,001		,082	,457
	N	30	30	30	30	30	30

x2.5	Pearson Correlation	,309	,309	,095	,322	1	,255
	Sig. (2-tailed)	,097	,097	,617	,082		,173
	N	30	30	30	30	30	30
x2.6	Pearson Correlation	,210	,342	,146	,141	,255	1
	Sig. (2-tailed)	,265	,065	,442	,457	,173	
	N	30	30	30	30	30	30
x2.7	Pearson Correlation	,329	,329	,210	,239	,152	,351
	Sig. (2-tailed)	,075	,075	,265	,204	,421	,058
	N	30	30	30	30	30	30
x2.8	Pearson Correlation	,175	-,117	,144	,226	-,047	,169
	Sig. (2-tailed)	,355	,539	,448	,229	,804	,372
	N	30	30	30	30	30	30
x2.9	Pearson Correlation	,325	,205	,360	,330	,156	,438*
	Sig. (2-tailed)	,080	,278	,051	,075	,411	,015
	N	30	30	30	30	30	30
x2.10	Pearson Correlation	,208	,356	,384*	,239	,144	,467**
	Sig. (2-tailed)	,270	,053	,036	,203	,447	,009
	N	30	30	30	30	30	30
x2.11	Pearson Correlation	,208	,356	,247	,239	,144	,344
	Sig. (2-tailed)	,270	,053	,188	,203	,447	,063
	N	30	30	30	30	30	30
x2.12	Pearson Correlation	,363*	,233	,351	,494**	,168	,171
	Sig. (2-tailed)	,049	,215	,057	,005	,375	,365
	N	30	30	30	30	30	30
Brand Image	Pearson Correlation	,636**	,524**	,597**	,633**	,385*	,544**
	Sig. (2-tailed)	,000	,003	,000	,000	,035	,002



N	30	30	30	30	30	30
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Correlations

		x2.7	x2.8	x2.9	x2.10	x2.11	x2.12
x2.1	Pearson Correlation	,329	,175	,325	,208	,208	,363*
	Sig. (2-tailed)	,075	,355	,080	,270	,270	,049
	N	30	30	30	30	30	30
x2.2	Pearson Correlation	,329	-,117	,205	,356	,356	,233
	Sig. (2-tailed)	,075	,539	,278	,053	,053	,215
	N	30	30	30	30	30	30
x2.3	Pearson Correlation	,210	,144	,360	,384*	,247	,351
	Sig. (2-tailed)	,265	,448	,051	,036	,188	,057
	N	30	30	30	30	30	30
x2.4	Pearson Correlation	,239	,226	,330	,239	,239	,494**
	Sig. (2-tailed)	,204	,229	,075	,203	,203	,005
	N	30	30	30	30	30	30
x2.5	Pearson Correlation	,152	-,047	,156	,144	,144	,168
	Sig. (2-tailed)	,421	,804	,411	,447	,447	,375
	N	30	30	30	30	30	30
x2.6	Pearson Correlation	,351	,169	,438*	,467**	,344	,171
	Sig. (2-tailed)	,058	,372	,015	,009	,063	,365
	N	30	30	30	30	30	30
x2.7	Pearson Correlation	1	,274	,523**	,484**	,484**	,429*
	Sig. (2-tailed)		,143	,003	,007	,007	,018
	N	30	30	30	30	30	30
x2.8	Pearson Correlation	,274	1	,567**	,491**	,491**	,658**
	Sig. (2-tailed)	,143		,001	,006	,006	,000

	N	30	30	30	30	30	30
x2.9	Pearson Correlation	,523**	,567**	1	,518**	,405*	,772**
	Sig. (2-tailed)	,003	,001		,003	,026	,000
	N	30	30	30	30	30	30
x2.10	Pearson Correlation	,484**	,491**	,518**	1	,861**	,412*
	Sig. (2-tailed)	,007	,006	,003		,000	,024
	N	30	30	30	30	30	30
x2.11	Pearson Correlation	,484**	,491**	,405*	,861**	1	,533**
	Sig. (2-tailed)	,007	,006	,026	,000		,002
	N	30	30	30	30	30	30
x2.12	Pearson Correlation	,429*	,658**	,772**	,412*	,533**	1
	Sig. (2-tailed)	,018	,000	,000	,024	,002	
	N	30	30	30	30	30	30
Brand Image	Pearson Correlation	,659**	,549**	,767**	,741**	,706**	,756**
	Sig. (2-tailed)	,000	,002	,000	,000	,000	,000
	N	30	30	30	30	30	30

**Correlations**

		Brand Image
x2.1	Pearson Correlation	,636**
	Sig. (2-tailed)	,000
	N	30

x2.2	Pearson Correlation	,524 <sup>**</sup>
	Sig. (2-tailed)	,003
	N	30
x2.3	Pearson Correlation	,597 <sup>**</sup>
	Sig. (2-tailed)	,000
	N	30
x2.4	Pearson Correlation	,633 <sup>**</sup>
	Sig. (2-tailed)	,000
	N	30
x2.5	Pearson Correlation	,385
	Sig. (2-tailed)	,035
	N	30
x2.6	Pearson Correlation	,544 <sup>**</sup>
	Sig. (2-tailed)	,002
	N	30
x2.7	Pearson Correlation	,659 <sup>**</sup>
	Sig. (2-tailed)	,000
	N	30
x2.8	Pearson Correlation	,549 <sup>**</sup>
	Sig. (2-tailed)	,002
	N	30
x2.9	Pearson Correlation	,767 <sup>**</sup>
	Sig. (2-tailed)	,000
	N	30
x2.10	Pearson Correlation	,741 <sup>**</sup>
	Sig. (2-tailed)	,000
	N	30
x2.11	Pearson Correlation	,706 <sup>**</sup>
	Sig. (2-tailed)	,000
	N	30
x2.12	Pearson Correlation	,756 <sup>**</sup>
	Sig. (2-tailed)	,000

	N	30
Brand Image	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

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

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

**Correlations**

		x3.1	x3.2	x3.3	x3.4	x3.5
x3.1	Pearson Correlation	1	,272	,000	,401*	,236
	Sig. (2-tailed)		,146	1,000	,028	,208
	N	30	30	30	30	30
x3.2	Pearson Correlation	,272	1	,289	,355	,290
	Sig. (2-tailed)	,146		,122	,055	,121
	N	30	30	30	30	30
x3.3	Pearson Correlation	,000	,289	1	,378*	,223
	Sig. (2-tailed)	1,000	,122		,039	,236
	N	30	30	30	30	30
x3.4	Pearson Correlation	,401*	,355	,378*	1	,274
	Sig. (2-tailed)	,028	,055	,039		,143
	N	30	30	30	30	30
x3.5	Pearson Correlation	,236	,290	,223	,274	1
	Sig. (2-tailed)	,208	,121	,236	,143	
	N	30	30	30	30	30
x3.6	Pearson Correlation	,283	,289	,500**	,756**	,279
	Sig. (2-tailed)	,130	,122	,005	,000	,136
	N	30	30	30	30	30

x3.7	Pearson Correlation	,000	,261	-,041	,148	,018
	Sig. (2-tailed)	1,000	,164	,829	,436	,923
	N	30	30	30	30	30
Brand Trust	Pearson Correlation	,521**	,658**	,541**	,785**	,521**
	Sig. (2-tailed)	,003	,000	,002	,000	,003
	N	30	30	30	30	30

Correlations

		x3.6	x3.7	Brand Trust
x3.1	Pearson Correlation	,283	,000	,521**
	Sig. (2-tailed)	,130	1,000	,003
	N	30	30	30
x3.2	Pearson Correlation	,289	,261	,658**
	Sig. (2-tailed)	,122	,164	,000
	N	30	30	30
x3.3	Pearson Correlation	,500**	-,041	,541**
	Sig. (2-tailed)	,005	,829	,002
	N	30	30	30
x3.4	Pearson Correlation	,756**	,148	,785**
	Sig. (2-tailed)	,000	,436	,000
	N	30	30	30
x3.5	Pearson Correlation	,279	,018	,521**
	Sig. (2-tailed)	,136	,923	,003
	N	30	30	30
x3.6	Pearson Correlation	1	,164	,771**
	Sig. (2-tailed)		,385	,000

	N	30	30	30
x3.7	Pearson Correlation	,164	1	,411 <sup>+</sup>
	Sig. (2-tailed)	,385		,024
	N	30	30	30
Brand Trust	Pearson Correlation	,771 <sup>**</sup>	,411 <sup>+</sup>	1
	Sig. (2-tailed)	,000	,024	
	N	30	30	30

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

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

**Correlations**

		y1	y2	y3	y4	y5
y1	Pearson Correlation	1	,555 <sup>**</sup>	,713 <sup>**</sup>	,183	,621 <sup>**</sup>
	Sig. (2-tailed)		,001	,000	,333	,000
	N	30	30	30	30	30
y2	Pearson Correlation	,555 <sup>**</sup>	1	,555 <sup>**</sup>	,642 <sup>**</sup>	,302
	Sig. (2-tailed)	,001		,001	,000	,105
	N	30	30	30	30	30
y3	Pearson Correlation	,713 <sup>**</sup>	,555 <sup>**</sup>	1	,545 <sup>**</sup>	,480 <sup>**</sup>
	Sig. (2-tailed)	,000	,001		,002	,007
	N	30	30	30	30	30
y4	Pearson Correlation	,183	,642 <sup>**</sup>	,545 <sup>**</sup>	1	,043
	Sig. (2-tailed)	,333	,000	,002		,823
	N	30	30	30	30	30

y5	Pearson Correlation	,621**	,302	,480**	,043	1
	Sig. (2-tailed)	,000	,105	,007	,823	
	N	30	30	30	30	30
y6	Pearson Correlation	,555**	,806**	,791**	,702**	,302
	Sig. (2-tailed)	,001	,000	,000	,000	,105
	N	30	30	30	30	30
y7	Pearson Correlation	,400*	,649**	,724**	,860**	,170
	Sig. (2-tailed)	,029	,000	,000	,000	,369
	N	30	30	30	30	30
y8	Pearson Correlation	,673**	,806**	,791**	,702**	,418*
	Sig. (2-tailed)	,000	,000	,000	,000	,022
	N	30	30	30	30	30
y9	Pearson Correlation	,568**	,724**	,797**	,665**	,158
	Sig. (2-tailed)	,001	,000	,000	,000	,406
	N	30	30	30	30	30
y10	Pearson Correlation	,342	,397*	,342	,357	,341
	Sig. (2-tailed)	,064	,030	,064	,052	,065
	N	30	30	30	30	30
y11	Pearson Correlation	,433*	,810**	,545**	,740**	,286
	Sig. (2-tailed)	,017	,000	,002	,000	,125
	N	30	30	30	30	30

Keputusan Pembelian	Pearson Correlation	,654**	,845**	,827**	,794**	,428*
	Sig. (2-tailed)	,000	,000	,000	,000	,018
	N	30	30	30	30	30

**Correlations**

		y6	y7	y8	y9	y10
y1	Pearson Correlation	,555**	,400*	,673**	,568**	,342
	Sig. (2-tailed)	,001	,029	,000	,001	,064
	N	30	30	30	30	30
y2	Pearson Correlation	,806**	,649**	,806**	,724**	,397*
	Sig. (2-tailed)	,000	,000	,000	,000	,030
	N	30	30	30	30	30
y3	Pearson Correlation	,791**	,724**	,791**	,797**	,342
	Sig. (2-tailed)	,000	,000	,000	,000	,064
	N	30	30	30	30	30
y4	Pearson Correlation	,702**	,860**	,702**	,665**	,357
	Sig. (2-tailed)	,000	,000	,000	,000	,052
	N	30	30	30	30	30
y5	Pearson Correlation	,302	,170	,418*	,158	,341
	Sig. (2-tailed)	,105	,369	,022	,406	,065
	N	30	30	30	30	30



y6	Pearson Correlation	1	,737**	,903**	,819**	,397*
	Sig. (2-tailed)		,000	,000	,000	,030
	N	30	30	30	30	30
y7	Pearson Correlation	,737**	1	,737**	,835**	,457*
	Sig. (2-tailed)	,000		,000	,000	,011
	N	30	30	30	30	30
y8	Pearson Correlation	,903**	,737**	1	,819**	,499**
	Sig. (2-tailed)	,000	,000		,000	,005
	N	30	30	30	30	30
y9	Pearson Correlation	,819**	,835**	,819**	1	,372*
	Sig. (2-tailed)	,000	,000	,000		,043
	N	30	30	30	30	30
y10	Pearson Correlation	,397*	,457*	,499**	,372*	1
	Sig. (2-tailed)	,030	,011	,005	,043	
	N	30	30	30	30	30
y11	Pearson Correlation	,718**	,741**	,810**	,791**	,489**
	Sig. (2-tailed)	,000	,000	,000	,000	,006
	N	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	,900**	,874**	,944**	,881**	,571**
	Sig. (2-tailed)	,000	,000	,000	,000	,001
	N	30	30	30	30	30

## Correlations

		y11	Keputusan Pembelian
y1	Pearson Correlation	,433*	,654**
	Sig. (2-tailed)	,017	,000
	N	30	30
y2	Pearson Correlation	,810**	,845**
	Sig. (2-tailed)	,000	,000
	N	30	30
y3	Pearson Correlation	,545**	,827**
	Sig. (2-tailed)	,002	,000
	N	30	30
y4	Pearson Correlation	,740**	,794**
	Sig. (2-tailed)	,000	,000
	N	30	30
y5	Pearson Correlation	,286	,428*
	Sig. (2-tailed)	,125	,018
	N	30	30
y6	Pearson Correlation	,718**	,900**
	Sig. (2-tailed)	,000	,000
	N	30	30
y7	Pearson Correlation	,741**	,874**
	Sig. (2-tailed)	,000	,000
	N	30	30
y8	Pearson Correlation	,810**	,944**
	Sig. (2-tailed)	,000	,000
	N	30	30

y9	Pearson Correlation	,791**	,881**
	Sig. (2-tailed)	,000	,000
	N	30	30
y10	Pearson Correlation	,489**	,571**
	Sig. (2-tailed)	,006	,001
	N	30	30
y11	Pearson Correlation	1	,870**
	Sig. (2-tailed)		,000
	N	30	30
Keputusan Pembelian	Pearson Correlation	,870**	1
	Sig. (2-tailed)	,000	
	N	30	30

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

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

**LAMPIRAN 8**  
**Data Tabulasi 30 Responden**

No.	Electronic Word Of Mouth (X1)									
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10
1	3	3	3	3	3	3	3	3	3	3
2	4	4	4	4	4	4	4	4	3	3
3	3	3	3	3	3	3	2	1	3	3
4	4	4	4	4	4	4	4	2	4	4
5	3	3	4	4	4	4	2	2	3	2
6	3	3	3	3	3	3	2	3	3	3
7	4	4	4	4	4	4	4	4	4	4
8	3	3	3	3	3	3	3	3	3	3
9	3	3	3	3	4	4	4	2	4	4
10	3	3	3	3	3	3	3	2	3	4
11	3	3	3	3	3	3	3	2	3	3
12	3	3	4	4	4	4	4	4	4	4
13	3	3	3	3	4	4	4	2	4	4
14	3	3	4	3	3	3	2	2	3	4
15	2	3	3	3	3	3	3	2	3	3
16	3	3	3	3	3	3	3	3	3	3
17	4	4	4	4	4	4	4	4	4	4
18	2	2	3	3	3	3	3	3	3	3
19	3	3	3	3	3	3	3	3	3	3
20	4	4	4	4	4	4	2	2	3	3
21	3	3	3	4	3	3	3	3	3	3
22	3	3	3	3	3	3	3	3	3	3
23	3	3	3	3	3	3	3	3	3	3
24	3	3	3	3	3	3	3	2	3	3
25	4	3	4	4	3	4	3	4	3	4
26	3	3	3	3	3	3	3	3	2	2
27	3	3	3	3	4	4	3	4	4	3
28	4	4	3	4	3	4	3	4	3	4
29	4	3	3	4	3	3	3	4	3	3
30	3	4	3	4	3	3	3	3	3	3

										Total X1
X1.1 1	X1.1 2	X1.1 3	X1.1 4	X1.1 5	X1.1 6	X1.1 7	X1.1 8	X1.1 9	X1.2 0	
3	2	3	3	3	3	3	3	3	3	59
4	4	4	4	4	4	4	4	4	4	78
1	3	1	2	2	3	2	2	4	3	50
2	4	4	4	4	4	4	4	4	4	76
2	2	3	4	4	3	3	3	4	2	61
3	3	3	3	3	3	3	3	3	3	59
4	4	4	4	4	4	4	4	4	4	80
3	3	3	3	3	3	3	3	3	3	60
4	3	3	4	4	4	4	4	4	4	72
2	2	3	3	3	3	3	3	3	3	58
3	3	3	3	3	3	3	3	3	3	59
4	4	4	4	4	4	3	3	3	3	74
2	3	2	3	3	3	3	2	3	3	61
2	2	2	2	2	3	3	1	3	2	52
2	3	3	3	3	3	3	3	3	3	57
4	4	3	3	3	3	3	3	3	3	62
4	4	4	4	4	4	4	4	4	4	80
3	3	3	3	3	3	3	3	3	3	58
3	3	3	3	3	3	3	3	3	3	60
2	2	4	4	4	4	4	4	3	4	69
3	3	3	3	3	3	3	3	3	3	61
2	3	2	3	3	3	3	3	3	3	58
3	3	3	3	3	3	3	3	3	3	60
2	2	2	3	3	3	2	3	3	3	55
3	4	4	4	3	4	3	4	3	4	72
3	3	3	3	3	3	3	3	3	3	58
4	4	4	4	4	4	4	4	4	4	74
3	4	4	4	3	4	3	4	4	3	72
4	3	3	4	3	3	3	4	4	3	67
4	4	3	3	3	4	3	3	4	4	67

No.	Brand Image (X2)												Total X2
	X2 .1	X2 .2	X2 .3	X2 .4	X2 .5	X2 .6	X2 .7	X2 .8	X2 .9	X2. 10	X2. 11	X2. 12	
1	4	4	4	3	3	4	4	4	4	4	4	4	46
2	3	4	3	3	4	4	4	4	4	4	4	4	45
3	3	4	3	3	3	4	4	4	4	4	4	4	44
4	3	3	3	3	4	4	4	4	4	4	4	4	44
5	3	3	3	2	3	3	3	3	2	3	3	2	33
6	4	4	4	4	4	3	2	3	2	3	3	3	39
7	4	3	3	4	4	3	4	4	3	3	4	4	43
8	4	4	4	4	3	4	4	4	4	4	4	4	47
9	3	3	3	3	3	3	4	4	3	3	3	4	39
10	3	3	3	3	3	3	2	3	3	3	3	3	35
11	3	3	3	3	4	4	3	4	4	4	4	4	43
12	3	3	3	3	3	2	3	3	3	3	3	3	35
13	3	3	3	3	3	4	3	4	3	3	3	3	38
14	3	3	3	3	3	3	4	3	3	3	3	3	37
15	4	3	4	4	3	4	4	4	4	4	4	4	46
16	3	3	3	3	4	4	3	3	3	3	3	3	38
17	3	3	3	3	3	4	3	3	3	3	3	3	37
18	4	4	4	4	4	4	4	3	4	3	3	4	45
19	3	4	4	3	4	4	4	3	3	4	4	3	43
20	3	3	4	3	4	3	3	4	4	3	3	4	41
21	3	3	3	3	4	4	3	4	3	3	3	3	39
22	3	3	3	3	3	3	4	3	3	3	3	3	37
23	4	3	4	4	3	4	4	4	4	4	4	4	46
24	3	3	3	3	3	4	3	3	3	3	3	3	37
25	3	3	3	3	3	4	3	3	3	3	3	3	37
26	4	4	4	4	4	4	4	3	4	3	3	4	45
27	3	4	4	3	3	4	4	3	3	4	4	3	42
28	3	3	4	3	3	3	3	4	4	3	3	4	40
29	4	3	4	4	4	4	4	4	4	4	3	3	45
30	3	3	4	4	3	3	3	4	3	4	4	4	42

No.	Brand Trust (X3)							Total X3
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	
1	4	3	3	4	4	4	4	26
2	3	4	4	4	4	4	4	27
3	4	4	3	4	4	4	3	26
4	4	4	3	4	4	4	4	27
5	3	3	3	3	4	3	4	23
6	3	3	4	4	4	4	2	24
7	4	3	4	3	4	4	3	25
8	4	4	4	4	4	4	4	28
9	4	3	3	3	4	3	2	22
10	3	3	3	3	3	3	3	21
11	4	4	4	4	4	4	4	28
12	3	3	3	3	3	3	3	21
13	3	3	3	3	4	4	4	24
14	4	3	3	3	4	3	4	24
15	4	4	4	4	4	4	4	28
16	3	3	3	3	3	3	4	22
17	3	4	3	3	4	3	4	24
18	3	3	4	4	4	4	4	26
19	4	3	3	4	3	4	4	25
20	4	4	3	4	4	4	4	27
21	3	3	3	3	4	4	4	24
22	4	3	3	3	4	3	4	24
23	4	4	4	4	4	4	4	28
24	3	3	3	3	3	3	4	22
25	3	4	3	3	4	3	4	24
26	3	3	4	4	4	4	4	26
27	4	3	3	4	3	4	4	25
28	4	4	3	4	4	4	4	27
29	3	4	4	3	3	4	4	25
30	3	3	3	4	4	4	4	25

No.	Keputusan Pembelian (Y)											Total Y
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	Y.11	
1	3	3	3	3	3	3	3	3	3	3	3	33
2	4	3	3	1	4	3	2	3	3	4	3	33
3	3	3	3	2	4	3	3	3	3	4	3	34
4	3	2	3	1	4	2	2	2	2	4	2	27
5	4	3	3	2	4	3	3	3	3	3	3	34
6	3	2	3	1	4	2	2	2	2	2	2	25
7	4	4	4	4	4	4	4	4	4	4	4	44
8	4	3	4	4	4	3	4	4	4	4	4	42
9	3	3	3	3	3	3	3	3	3	4	3	34
10	3	3	3	3	3	3	3	3	3	3	3	33
11	4	4	4	4	4	4	4	4	4	4	4	44
12	3	3	3	3	3	3	3	3	3	3	3	33
13	3	3	3	3	3	3	3	3	3	3	3	33
14	3	3	3	3	3	3	3	3	3	3	3	33
15	3	3	3	3	3	3	3	3	3	4	3	34
16	4	4	4	4	4	4	4	4	4	4	4	44
17	3	3	3	3	3	3	3	3	3	3	3	33
18	4	4	4	4	4	4	4	4	4	4	4	44
19	4	4	4	4	4	4	4	4	4	4	4	44
20	4	4	4	4	4	4	4	4	4	4	4	44
21	4	4	4	2	4	4	3	4	4	3	4	40
22	3	4	3	3	3	3	3	3	4	3	4	36
23	4	4	4	4	4	4	4	4	4	4	4	44
24	3	3	3	3	3	3	4	3	4	4	4	37
25	3	3	3	4	4	3	3	3	3	3	4	36
26	3	3	4	4	4	4	4	4	4	4	4	42
27	3	3	3	3	3	3	3	3	3	4	4	35
28	3	4	3	4	4	4	3	4	3	4	4	40
29	3	4	3	4	4	3	4	3	3	4	4	39
30	3	3	4	4	3	4	4	3	4	3	3	38



**LAMPIRAN 9**  
**Data Tabulasi 250 Responden**

No.	Electronic Word Of Mouth (X1)									
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10
1	3	3	3	3	3	3	3	3	3	3
2	4	4	4	4	4	4	4	4	3	3
3	3	3	3	3	3	3	2	1	3	3
4	4	4	4	4	4	4	4	2	4	4
5	3	3	4	4	4	4	2	2	3	2
6	3	3	3	3	3	3	2	3	3	3
7	4	4	4	4	4	4	4	4	4	4
8	3	3	3	3	3	3	3	3	3	3
9	3	3	3	3	4	4	4	2	4	4
10	3	3	3	3	3	3	3	2	3	4
11	3	3	3	3	3	3	3	2	3	3
12	3	3	4	4	4	4	4	4	4	4
13	3	3	3	3	4	4	4	2	4	4
14	3	3	4	3	3	3	2	2	3	4
15	2	3	3	3	3	3	3	2	3	3
16	3	3	3	3	3	3	3	3	3	3
17	4	4	4	4	4	4	4	4	4	4
18	2	2	3	3	3	3	3	3	3	3
19	3	3	3	3	3	3	3	3	3	3
20	4	4	4	4	4	4	2	2	3	3
21	3	3	3	4	3	3	3	3	3	3
22	3	3	3	3	3	3	3	3	3	3
23	3	3	3	3	3	3	3	3	3	3
24	3	3	3	3	3	3	3	2	3	3
25	4	3	4	4	3	4	3	4	3	4
26	3	3	3	3	3	3	3	3	2	2
27	3	3	3	3	4	4	3	4	4	3
28	4	4	3	4	3	4	3	4	3	4
29	4	3	3	4	3	3	3	4	3	3
30	3	4	3	4	3	3	3	3	3	3
31	3	3	3	3	3	4	3	3	3	4
32	4	4	3	4	3	3	3	3	3	3
33	3	3	3	3	3	3	3	3	3	3
34	4	3	3	3	4	3	3	4	3	4
35	3	3	3	4	3	3	4	3	2	3
36	4	4	4	4	4	4	3	3	2	2

37	4	4	3	2	3	3	3	3	4	4
38	4	4	4	4	2	3	4	4	4	4
39	3	3	3	4	4	2	3	4	2	3
40	3	3	2	2	2	4	2	2	2	3
41	4	4	3	3	4	3	4	4	2	4
42	3	2	3	3	3	3	3	2	3	2
43	3	3	3	3	3	3	3	3	3	3
44	3	3	4	3	2	4	2	3	4	4
45	4	4	4	4	4	4	4	4	4	4
46	4	4	4	4	3	3	2	3	4	3
47	2	2	3	2	2	3	3	3	4	3
48	4	4	4	4	3	3	3	2	2	3
49	4	4	2	4	3	4	3	4	3	3
50	4	4	4	4	3	3	4	3	4	2
51	3	2	3	3	4	2	2	4	4	4
52	4	4	2	3	3	4	4	4	3	3
53	4	3	3	4	4	3	3	3	3	4
54	4	4	3	4	4	2	3	4	4	4
55	3	2	4	4	4	3	3	3	3	3
56	4	3	3	3	3	2	3	2	3	2
57	4	4	3	3	3	2	2	3	4	2
58	3	3	3	4	3	4	3	4	3	3
59	4	4	4	4	4	4	4	4	4	4
60	4	4	3	4	4	3	3	4	3	3
61	3	4	3	3	4	4	3	3	3	2
62	3	3	4	3	3	3	3	3	2	3
63	4	4	4	4	4	3	3	4	4	3
64	3	3	3	3	3	3	3	4	3	3
65	4	4	3	3	3	2	3	3	2	2
66	4	4	3	3	4	4	4	4	4	4
67	4	4	4	4	3	3	2	2	3	3
68	3	3	3	3	3	3	3	3	3	3
69	3	4	3	4	3	3	2	4	4	2
70	4	3	3	3	3	3	3	2	3	3
71	4	4	4	4	4	4	4	4	4	4
72	3	3	4	3	3	3	1	4	4	1
73	4	4	4	4	4	4	4	4	4	4
74	4	4	2	3	3	4	2	4	4	3
75	4	4	3	4	2	2	3	4	4	3
76	3	3	4	4	2	3	4	4	3	4
77	4	4	4	4	4	4	4	4	3	4

78	4	4	3	4	4	4	3	3	2	4
79	4	4	3	3	3	4	4	4	3	2
80	4	4	4	4	4	4	4	4	4	3
81	4	3	4	3	3	3	3	4	4	4
82	3	3	3	4	4	3	3	3	3	4
83	4	3	3	3	4	4	3	4	4	4
84	4	4	3	4	4	4	4	4	4	4
85	4	4	3	4	4	4	4	4	4	4
86	4	3	3	3	4	4	3	4	4	4
87	4	4	2	4	4	3	3	4	4	4
88	4	4	3	4	4	4	3	4	4	4
89	4	3	4	4	4	4	4	4	4	4
90	4	4	3	4	4	2	3	4	4	4
91	2	4	3	3	3	4	3	3	3	3
92	3	3	3	3	3	3	3	3	2	2
93	3	2	3	3	4	3	4	3	4	4
94	4	4	3	4	3	3	3	2	2	2
95	3	3	3	3	3	3	3	3	2	2
96	3	3	4	4	4	4	3	3	2	3
97	4	4	4	3	4	3	3	3	3	4
98	3	4	3	3	4	4	4	4	4	4
99	4	3	3	4	2	3	2	3	3	2
100	3	3	4	3	2	3	4	3	2	2
101	3	3	4	4	2	3	4	3	2	2
102	4	3	4	4	2	4	2	3	3	3
103	2	3	3	2	3	3	2	2	3	2
104	4	4	3	3	3	3	2	3	4	4
105	3	3	3	3	3	3	3	3	3	3
106	4	4	4	2	4	4	4	4	4	4
107	4	4	4	4	4	4	4	4	4	4
108	4	4	4	3	3	3	4	4	4	4
109	3	3	3	3	3	3	3	3	3	3
110	3	3	3	3	3	3	3	3	3	3
111	3	3	3	3	3	3	3	3	3	3
112	3	3	3	4	4	3	3	3	4	3
113	4	4	4	4	4	3	3	4	4	4
114	3	4	4	3	4	4	4	4	4	4
115	4	4	3	3	4	4	4	4	4	4
116	4	3	3	3	3	3	3	3	3	3
117	4	4	3	4	3	3	4	4	4	4
118	2	3	4	4	4	3	3	4	4	4

119	3	3	4	3	4	3	3	3	3	3
120	3	4	2	3	3	3	4	4	4	4
121	4	3	3	3	4	4	4	4	4	3
122	4	4	3	4	4	3	4	4	4	4
123	3	3	3	3	3	3	3	3	3	3
124	3	3	3	3	3	3	4	4	4	4
125	3	3	3	3	3	3	3	3	3	3
126	3	3	3	3	3	3	3	3	3	3
127	3	3	3	3	3	3	3	3	3	3
128	4	4	4	4	4	4	4	4	4	4
129	4	4	4	4	4	4	4	4	4	4
130	3	3	3	3	3	3	3	4	4	4
131	3	4	4	4	4	3	4	4	4	4
132	4	4	4	4	2	4	4	4	4	4
133	4	3	4	3	3	3	3	4	4	4
134	3	3	3	3	3	3	3	4	3	3
135	3	4	4	4	4	4	4	4	4	4
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