

**Lampiran I**

Kuesioner  
Surat Permohonan Pengisian Kuesioner



UNIVERSITAS ESA UNGGUL  
FAKULTAS EKONOMI DAN BISNIS  
LAMPIRAN LEMBAR KUESIONER

Responden Yth,

Saya mahasiswa Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas Esa Unggul

Nama : Siti Nurhasanah

Nim : 2014-11-038

Dengan adanya penelitian ini yang berjudul “Pengaruh Citra Merek, Kualitas Produk dan *Word of Moth* terhadap Minat beli ulang pada Produk Kosmetik Bedak Muka Tabur Wajah Wardah” Untuk menyelesaikan tugas akhir perkuliahan saya, Maka dari itu, saya mengharapkan kesediaan saudara/i untuk mengisi kuesioner ini,

Atas kesediaan saudara/i menjawab dengan sejujurnya dan sebaik-baiknya saya mengucapkan terima kasih,

**LAMPIRAN 1 – KUESIONER PENELITIAN**  
**KUESIONER**

**I, Data Responden:**

Berikan tanda silang pada pilihan yang sesuai:

1. Usia:
- |          |          |        |
|----------|----------|--------|
| a, 17-24 | b, 35-44 | e, >55 |
| b, 25-34 | d, 45-54 |        |

- 2, Pendapatan Perbulan (Rp):
  - a, <1,000,000
  - b, 1,000,000 – 2,000,000
  - c, 2,000,001 – 3,000,000
  - d, >3,000,000
- 3, Pendidikan terakhir:
  - a, SMA
  - b, Diploma
  - c, S1
  - d, S2
  - e, Lainnya: ,,,,,,
- 4, Dalam kurun waktu 4 bulan terakhir, sudah berapa kali melakukan pembelian Produk Bedak Tabur Wajah Wardah:
  - a, 1
  - b, 2
  - c, 3 - 4
  - d, > 5

**LAMPIRAN II – KUISIONER PENELITIAN**

Petunjuk pengisian: Berikan tanda ( √ )check list, pada salah satu kolom disetiap pertanyaan yang diajukan,

Keterangan:

1. STS : (Sangat Tidak Setuju)
2. TS : (Tidak Setuju)
3. KS : (Kurang Setuju)
4. S : (Setuju)
5. SS : (Sangat Setuju)

**CITRA MEREK**

No.	Pernyataan	STS	TS	KS	S	SS
1.	Saya membeli kosmetik Bedak Tabur Wajah Wardah karena Mudah didapatkan.					
2.	Saya membeli kosmetik Bedak Tabur Wajah Wardah karena kualitas nya yang baik.					
3.	Saya membeli kosmetik Bedak Tabur Wajah Wardah karena merek nya mudah diingat.					
4.	Saya membeli kosmetik Bedak Tabur Wajah Wardah karena memberikan kesan yang elegan.					
5.	Saya membeli kosmetik Bedak Tabur Wajah Wardah karena merek wardah anda merasa lebih percaya diri.					
6.	Saya membeli kosmetik Bedak Tabur Wajah Wardah karena merek wardah berbeda dengan produk sejenis lainnya.					

7.	Saya membeli kosmetik Bedak Tabur Wajah Wardah karena memiliki ciri khas.					
8.	Saya membeli kosmetik Wardah karena Kosmetik Bedak Tabur Wajah Wardah menggunakan bahan-bahan alami.					

**KUALITAS PRODUK**

No.	Pernyataan	STS	TS	KS	S	SS
9.	Kosmetik Bedak Tabur Wajah Wardah mempunyai kualitas produk yang baik					
10.	Kosmetik Bedak Tabur Wajah Wardah mempunyai keunggulan tersendiri.					
11.	Kosmetik Bedak Tabur Wajah Wardah mempunyai material yang lebih baik.					
12.	Wangi Kosmetik Bedak Tabur Wajah wardah sangat menyegarkan di kulit.					
13.	Kemasan Kosmetik Bedak Tabur Wajah Wardah sangat menarik.					
14.	Model utama Kosmetik Bedak Tabur Wajah wardah baik.					
15.	Kosmetik Bedak Tabur Wajah Wardah lebih ringan untuk di kulit remaja dan dewasa.					

**WORD OF MOUTH**

No	Pernyataan	STS	TS	KS	S	SS
16.	Saya sering diberitahu oleh orang lain tentang kosmetik Bedak Tabur Wajah wardah dibandingkan produk kecantikan merek lain.					
17.	Saya sering diajak orang lain untuk menggunakan Kosmetik Bedak Tabur Wajah Wardah dibandingkan produk kecantikan merek lain.					
18.	Saya sering disarankan orang lain untuk menggunakan Kosmetik Bedak Tabur Wajah Wardah dibandingkan produk kecantikan merek lain.					

19.	Saya sering di berikan penawaran oleh orang lain terkait produk kosmetik Bedak Tabur Wajah Wardah dibandingkan produk kecantikan merek lain.					
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**MINAT BELI ULANG**

No.	Pernyataan	STS	TS	KS	S	SS
20.	Saya berminat membeli produk kosmetik Bedak Tabur Wajah Wardah.					
21.	Saya akan mereferensikan Kosmetik Bedak Tabur Wajah Wardah kepada orang lain yang akan membeli Kosmetik Bedak Tabur Wajah Wardah.					
22.	Saya akan lebih berminat membeli Kosmetik Bedak Tabur Wajah Wardah.					
23.	Saya tidak akan mencoba produk lain selain Kosmetik Bedak Tabur Wajah Wardah.					
24.	Saya membeli produk Kosmetik Bedak Tabur Wajah Wardah karena referensi dari orang lain.					
25.	Saya akan mencari tahu dimana dapat mendapatkan Kosmetik Bedak Tabur Wajah wardah.					
26.	Saya akan mencari tahu lebih tentang produk Kosmetik Bedak Tabur Wajah Wardah.					

Terima kasih saya sampaikan sebesar-besarnya kepada responden yang telah meluangkan waktu untuk melakukan pengisian kuesioner ini,

Hormat Saya,

Siti Nurhasanah

Lampiran 2. Tabulasi 100 Responden

NO	X1	CITRA MEREK								NO	X2	KUALITAS PRODUK							
		P1	P2	P3	P4	P5	P6	P7	P8			Total	P9	P10	P11	P12	P13	P14	P15
1	5	5	5	5	5	5	5	5	5	40	1	5	5	5	5	5	5	5	35
2	5	5	5	5	5	5	5	5	5	40	2	5	5	5	5	5	5	5	35
3	5	5	5	5	5	5	5	5	5	40	3	5	5	5	5	5	5	5	35
4	5	5	5	5	5	5	5	5	5	40	4	5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	35
6	5	5	5	5	5	5	5	5	5	40	6	5	5	5	5	5	5	5	35
7	5	5	5	5	5	5	5	5	5	40	7	5	5	5	5	5	5	5	35
8	5	5	5	5	5	5	5	5	5	40	8	5	5	5	5	5	5	5	35
9	5	5	5	5	5	5	5	5	5	40	9	5	5	5	5	5	5	5	35
10	4	4	4	4	4	4	4	4	4	32	10	4	4	4	4	4	4	4	28
11	4	4	4	4	4	4	4	4	4	32	11	4	4	4	4	4	4	4	28
12	4	4	4	4	4	4	4	4	4	32	12	4	4	4	4	4	5	4	29
13	5	5	5	5	5	5	5	5	5	40	13	5	5	5	5	5	5	5	35
14	4	3	4	4	4	4	4	3	3	30	14	4	4	3	4	4	4	4	27
15	3	3	3	3	3	3	3	3	3	24	15	3	3	4	3	3	3	3	22
16	3	3	3	3	3	4	3	3	3	25	16	4	3	4	3	3	3	3	23
17	4	4	4	3	3	4	4	3	3	29	17	4	3	4	2	3	4	3	23
18	3	3	3	3	3	3	3	4	3	25	18	3	3	3	3	3	3	3	21
19	3	3	4	3	4	4	4	3	3	28	19	4	3	4	4	4	4	2	25
20	3	3	4	3	4	4	4	2	3	27	20	4	3	2	4	3	2	3	21
21	4	3	4	3	2	4	4	3	3	27	21	4	3	3	4	3	3	3	23
22	2	3	4	3	3	4	4	3	3	26	22	4	3	2	2	2	2	3	18
23	4	1	4	3	2	4	4	3	3	25	23	4	4	1	2	3	1	3	18
24	3	3	2	4	4	2	2	3	3	23	24	4	3	3	2	3	3	3	21
25	3	3	3	4	3	3	3	3	3	25	25	4	3	4	3	3	4	4	25
26	3	3	3	4	3	3	3	3	3	25	26	4	3	4	3	3	4	4	25
27	3	3	3	4	3	4	3	4	3	27	27	3	2	2	2	3	2	3	17
28	3	3	3	3	3	3	3	3	3	24	28	3	3	3	3	3	3	3	21
29	3	3	3	3	2	3	3	3	3	23	29	3	3	3	3	3	3	3	21
30	4	3	4	3	3	3	4	3	3	27	30	4	3	3	4	4	3	4	25
31	4	4	4	4	4	4	4	4	4	32	31	4	4	3	4	4	3	3	25
32	4	4	4	4	4	4	4	4	4	32	32	4	4	4	4	4	4	4	28
33	3	2	3	4	3	4	4	3	3	26	33	4	4	3	2	3	3	3	22
34	4	3	3	3	3	3	4	4	3	27	34	4	2	3	3	3	2	3	20
35	3	3	3	3	3	3	3	3	3	24	35	3	3	3	3	3	3	3	21
36	3	3	4	3	4	3	3	3	3	26	36	4	3	4	3	3	3	4	24
37	3	3	3	3	2	3	4	3	3	24	37	3	4	3	3	3	4	3	23
38	3	2	3	3	2	3	4	3	3	23	38	3	4	3	3	3	4	3	23
39	3	3	3	4	3	3	4	3	3	26	39	3	3	3	2	3	2	3	19

NO	X1	CITRA MEREK								NO	X2	KUALITAS PRODUK						
		P1	P2	P3	P4	P5	P6	P7	P8			Total	P9	P10	P11	P12	P13	P14
40	3	2	3	4	4	3	3	4	26	40	4	3	3	3	4	3	3	23
41	3	3	3	3	2	4	4	3	25	41	4	3	3	3	3	3	3	22
42	3	3	4	3	3	3	3	3	25	42	3	3	4	3	3	3	4	23
43	2	3	2	2	2	3	3	2	19	43	3	3	2	3	3	2	2	18
44	3	2	3	2	1	2	2	3	18	44	3	2	3	3	3	2	3	19
45	3	2	3	2	1	2	2	3	18	45	3	2	3	3	3	2	3	19
46	5	5	5	5	5	5	5	4	39	46	5	5	5	4	5	5	5	34
47	5	4	4	3	4	3	3	4	30	47	4	4	4	3	4	4	4	27
48	4	5	4	5	4	4	3	4	33	48	5	4	3	4	5	4	4	29
49	4	4	5	4	4	4	4	4	33	49	5	4	5	4	4	4	4	30
50	5	5	5	4	5	5	5	5	39	50	5	5	5	5	5	5	4	34
51	4	4	4	4	4	4	4	4	32	51	4	4	4	4	3	4	4	27
52	4	4	5	4	3	5	3	5	33	52	3	5	3	3	5	3	5	27
53	5	5	5	5	5	5	5	5	40	53	5	5	5	5	5	5	5	35
54	4	4	5	4	4	3	4	4	32	54	5	4	4	4	4	4	5	30
55	4	4	5	4	4	4	5	4	34	55	4	4	4	4	4	4	4	28
56	4	4	5	4	4	3	4	4	32	56	5	4	4	4	4	4	5	30
57	5	5	4	4	3	4	5	4	34	57	4	4	4	4	4	5	4	29
58	5	5	4	4	4	4	4	4	34	58	4	4	5	4	4	4	4	29
59	5	4	5	4	4	4	5	5	36	59	4	4	4	4	4	5	5	30
60	5	5	5	5	5	5	5	5	40	60	5	5	5	5	5	5	5	35
61	4	4	4	4	5	4	5	5	35	61	5	4	4	5	5	4	5	32
62	5	5	5	5	5	5	5	5	40	62	5	5	5	5	5	5	5	35
63	5	5	4	5	3	4	3	4	33	63	4	4	5	4	4	5	5	31
64	5	5	4	4	5	5	5	5	38	64	5	4	4	4	5	5	5	32
65	5	4	4	4	4	4	4	4	33	65	4	4	4	4	3	3	4	26
66	4	4	4	4	4	4	4	4	32	66	4	4	4	4	4	4	4	28
67	4	4	4	4	4	4	4	4	32	67	4	4	4	4	3	4	4	27
68	4	5	4	3	3	5	4	3	31	68	5	4	4	4	4	5	4	30
69	5	5	5	5	5	5	5	5	40	69	5	5	5	5	5	5	5	35
70	5	4	4	4	4	4	4	4	33	70	4	4	4	4	4	5	4	29
71	5	3	5	4	4	4	5	4	34	71	5	4	5	4	5	5	4	32
72	4	5	4	3	5	4	5	4	34	72	3	5	4	5	4	5	4	30
73	4	5	3	4	4	4	5	3	32	73	3	4	3	5	4	5	5	29
74	5	1	5	4	4	3	3	3	28	74	4	5	5	4	3	4	4	29
75	4	4	4	3	3	3	5	5	31	75	4	4	5	3	3	5	3	27
76	4	5	4	5	4	5	4	5	36	76	5	4	4	5	5	5	5	33
77	4	4	4	3	4	4	5	4	32	77	4	5	4	4	4	4	4	29
78	5	3	5	4	4	4	5	4	34	78	5	4	5	4	5	5	4	32
79	4	3	3	5	4	3	4	2	28	79	2	2	3	5	3	3	2	20

NO	X1	CITRA MEREK								NO	X2	KUALITAS PRODUK							
		P1	P2	P3	P4	P5	P6	P7	P8			Total	P9	P10	P11	P12	P13	P14	P15
80	5	1	5	4	4	3	3	3	28	80	4	5	5	4	3	4	4	29	
81	5	5	5	5	5	5	5	4	39	81	5	4	5	4	4	4	5	31	
82	2	2	2	4	5	3	4	5	27	82	3	5	4	3	4	3	4	26	
83	4	4	5	4	4	4	4	4	33	83	4	4	4	5	4	4	4	29	
84	3	3	5	5	4	5	4	5	34	84	5	5	5	4	5	4	5	33	
85	3	2	3	2	4	4	4	5	27	85	4	4	3	5	4	5	5	30	
86	4	5	4	3	5	4	5	4	34	86	3	5	4	5	4	5	4	30	
87	5	4	4	5	4	4	4	4	34	87	4	5	5	5	4	4	5	32	
88	5	5	5	4	5	5	5	4	38	88	4	5	5	5	5	4	5	33	
89	4	5	5	5	4	5	5	5	38	89	4	5	5	4	5	5	5	33	
90	5	4	5	4	5	3	5	5	36	90	4	5	4	5	5	4	5	32	
91	5	5	5	5	5	4	5	4	38	91	5	4	5	5	5	5	5	34	
92	5	5	4	5	4	5	4	4	36	92	5	5	5	4	4	5	5	33	
93	5	4	4	5	4	4	4	4	34	93	4	5	5	5	4	4	5	32	
94	5	5	5	4	5	5	5	4	38	94	4	5	5	5	5	4	5	33	
95	4	5	5	5	4	5	5	5	38	95	4	5	5	4	5	5	5	33	
96	5	4	5	4	5	3	5	5	36	96	4	5	4	5	5	4	5	32	
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99	5	2	2	2	3	3	3	3	23	99	3	3	3	3	3	3	3	21	
100	5	4	5	3	2	5	4	3	31	100	4	2	2	3	3	4	2	20	

NO	X3	WORD OF MOUTH					NO	Y	MINAT BELI ULANG							
		P16	P17	P18	P19	TOTAL			P20	P21	P22	P23	P24	P25	P26	TOTAL
1	5	5	5	5	5	20	1	5	5	5	3	5	5	5	33	
2	5	5	5	5	5	20	2	5	5	5	5	5	5	5	35	
3	5	5	5	5	5	20	3	5	5	5	5	5	5	5	35	
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9	5	5	5	5	5	20	9	5	5	5	5	5	5	5	35	
10	4	4	4	5	5	17	10	4	4	4	4	4	4	4	28	
11	4	4	4	4	4	16	11	4	4	4	4	4	4	4	28	
12	4	4	4	4	4	16	12	4	4	4	4	4	4	5	29	
13	5	5	5	5	5	20	13	5	5	5	5	5	5	5	35	
14	4	4	4	4	4	16	14	4	4	4	4	4	4	4	28	
15	3	3	3	2	2	11	15	4	4	4	4	4	4	4	28	
16	3	3	3	3	3	12	16	3	3	3	3	3	3	3	21	

NO	X3				WORD OF MOUTH		NO	Y	MINAT BELI ULANG						
	P16	P17	P18	P19	TOTAL	P20			P21	P22	P23	P24	P25	P26	TOTAL
17	3	3	3	3	12	17	3	3	3	3	3	4	3	22	
18	3	3	3	3	12	18	2	3	4	3	3	3	3	21	
19	3	2	3	3	11	19	3	3	3	3	3	3	3	21	
20	4	2	4	4	14	20	4	4	4	2	3	2	2	21	
21	4	4	3	3	14	21	4	3	2	3	3	3	2	20	
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23	3	4	4	4	15	23	2	2	2	3	3	2	2	16	
24	4	2	3	3	12	24	2	3	1	3	3	3	4	19	
25	4	4	4	3	15	25	2	3	3	3	4	3	3	21	
26	4	4	4	3	15	26	2	3	3	3	4	3	3	21	
27	3	2	2	3	10	27	3	3	4	4	3	4	3	24	
28	4	4	4	3	15	28	2	3	2	3	3	2	3	18	
29	3	3	3	3	12	29	3	3	2	3	3	4	3	21	
30	3	4	3	4	14	30	3	3	4	3	3	3	3	22	
31	4	4	4	4	16	31	4	4	3	4	3	3	3	24	
32	3	3	3	3	12	32	4	4	3	3	3	2	2	21	
33	3	2	3	3	11	33	4	4	3	4	4	3	3	25	
34	2	3	2	3	10	34	2	3	3	3	4	3	2	20	
35	3	3	3	3	12	35	3	3	2	3	2	2	2	17	
36	4	3	4	3	14	36	3	3	3	3	3	3	3	21	
37	3	4	3	4	14	37	3	3	3	4	3	3	2	21	
38	3	4	3	4	14	38	3	3	4	3	4	3	2	22	
39	1	3	3	1	8	39	3	3	4	3	3	3	4	23	
40	4	3	3	4	14	40	2	3	2	3	4	4	3	21	
41	3	3	4	4	14	41	3	4	3	3	3	4	3	23	
42	3	3	3	3	12	42	3	3	3	3	3	3	3	21	
43	2	2	3	2	9	43	3	3	3	4	3	3	3	22	
44	3	3	3	2	11	44	3	3	2	2	3	3	2	18	
45	3	3	3	2	11	45	3	3	2	2	3	3	2	18	
46	5	5	4	4	18	46	5	5	5	5	4	5	5	34	
47	4	4	4	4	16	47	4	4	4	3	3	3	3	24	
48	5	4	5	4	18	48	5	4	3	3	5	3	4	27	
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51	4	4	4	4	16	51	4	4	4	4	4	4	4	28	
52	5	3	4	4	16	52	4	4	5	3	3	5	5	29	
53	5	5	5	5	20	53	5	5	5	5	5	5	5	35	
54	5	5	4	4	18	54	4	4	5	4	4	5	4	30	
55	3	3	3	3	12	55	3	3	3	3	3	3	3	21	
56	5	5	4	4	18	56	4	4	5	4	4	5	4	30	



NO	X3				WORD OF MOUTH		NO	Y	MINAT BELI ULANG						
	P16	P17	P18	P19	TOTAL	P20			P21	P22	P23	P24	P25	P26	TOTAL
57	5	4	4	3	16	57	4	4	3	5	4	4	4	28	
58	4	4	4	4	16	58	5	4	5	4	4	4	5	31	
59	3	4	4	3	14	59	4	4	5	5	5	4	4	31	
60	5	5	5	5	20	60	5	5	5	5	5	5	5	35	
61	4	5	5	4	18	61	5	5	5	5	4	5	5	34	
62	5	5	5	5	20	62	5	5	5	5	5	5	5	35	
63	4	5	5	5	19	63	4	5	5	5	4	4	4	31	
64	5	4	4	5	18	64	5	4	4	4	4	4	5	30	
65	4	4	3	4	15	65	4	4	4	3	3	4	4	26	
66	4	4	5	4	17	66	4	4	4	4	3	4	4	27	
67	4	4	4	4	16	67	4	4	4	4	4	4	4	28	
68	2	2	2	3	9	68	4	4	3	2	2	5	4	24	
69	4	5	5	5	19	69	5	5	5	5	5	5	5	35	
70	4	4	4	4	16	70	4	4	4	4	4	4	5	29	
71	4	5	4	5	18	71	4	5	5	4	5	4	4	31	
72	4	5	4	3	16	72	5	3	4	4	4	4	5	29	
73	4	5	4	5	18	73	5	5	4	5	4	5	4	32	
74	3	4	3	5	15	74	3	4	4	4	5	4	4	28	
75	4	3	5	3	15	75	5	4	3	2	5	4	3	26	
76	4	5	4	4	17	76	4	4	4	5	5	4	4	30	
77	4	4	3	3	14	77	4	3	3	4	4	4	3	25	
78	4	5	4	5	18	78	4	5	5	4	5	4	4	31	
79	4	3	4	2	13	79	4	2	4	3	4	4	5	26	
80	3	4	3	5	15	80	3	4	4	4	5	4	4	28	
81	5	5	4	4	18	81	4	4	4	4	4	4	4	28	
82	4	3	2	3	12	82	4	4	5	4	3	5	4	29	
83	4	4	4	4	16	83	4	4	4	4	4	4	4	28	
84	4	5	5	5	19	84	4	5	5	4	4	4	4	30	
85	4	4	4	4	16	85	4	3	3	4	5	4	5	28	
86	4	5	4	3	16	86	5	3	4	4	4	4	5	29	
87	4	5	4	5	18	87	4	5	4	5	4	5	5	32	
88	5	4	5	4	18	88	5	5	4	5	4	5	5	33	
89	5	5	5	4	19	89	4	5	3	4	5	4	5	30	
90	5	4	5	4	18	90	5	4	5	4	5	5	4	32	
91	4	5	4	5	18	91	5	5	4	5	4	5	5	33	
92	5	4	4	5	18	92	5	5	4	5	4	4	5	32	
93	4	5	4	5	18	93	4	5	4	5	4	5	5	32	
94	5	4	5	4	18	94	5	5	4	5	4	5	5	33	
95	5	5	5	4	19	95	4	5	3	4	5	4	5	30	
96	5	4	5	4	18	96	5	4	5	4	5	5	4	32	

NO	X3	WORD OF MOUTH				NO	Y	MINAT BELI ULANG							
		P16	P17	P18	P19			TOTAL	P20	P21	P22	P23	P24	P25	P26
97	4	5	4	5	18	97	5	5	4	5	4	5	5	33	
98	5	5	4	5	19	98	5	5	4	5	4	4	5	32	
99	1	2	1	1	5	99	2	2	2	2	2	2	2	14	
100	4	3	3	4	14	100	3	3	3	4	3	3	5	24	

**Lampiran 3. Karakteristik 100 Responden****Responden Berdasarkan Jenis Kelamin**

Jenis Kelamin	Jumlah	Persentasi
Perempuan	100	100%
Total	100	100%

**Responden Berdasarkan Usia**

Usia	Jumlah	Persentasi
17 – 24	28	28%
25 – 34	64	64%
35 – 44	6	6%
45 – 54	0	0%
>55	2	2%
Total	100	100%

**Responden Berdasarkan Pendapatan (Rp)**

Pendapatan (Rp)	Jumlah	Persentasi
< 1.000.000	4	4%
1.000.000 – 2.000.000	75	75%
2.000.001 – 3.000.000	5	5%
> 3.000.000	16	16%
Total	100	100%

**Responden Berdasarkan Pendidikan**

Pendidikan	Jumlah	Persentasi
SMA	33	33%
Diploma	11	11%
S1	54	54%
S2	1	1%
Lainnya	1	1%

Pendidikan	Jumlah	Persentasi
Total	100	100%

**Responden Berdasarkan Jumlah Pembelian**

Jumlah Pembelian	Jumlah	Persentasi
1	0	0%
2	62	62%
3 – 4	32	32%
> 5	6	6%
Total	100	100%

Lampiran 4. Tabulasi 30 Responden Citra Merek

NO	X1	CITRA MEREK								
		P1	P2	P3	P4	P5	P6	P7	P8	Total
1	5	5	5	5	5	5	5	5	5	40
2	5	5	5	5	5	5	5	5	5	40
3	5	5	5	5	5	5	5	5	5	40
4	5	5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	5	5	40
6	5	5	5	5	5	5	5	5	5	40
7	5	5	5	5	5	5	5	5	5	40
8	5	5	5	5	5	5	5	5	5	40
9	5	5	5	5	5	5	5	5	5	40
10	4	4	4	4	4	4	4	4	4	32
11	4	4	4	4	4	4	4	4	4	32
12	4	4	4	4	4	4	4	4	4	32
13	5	5	5	5	5	5	5	5	5	40
14	4	3	4	4	4	4	4	4	3	30
15	3	3	3	3	3	3	3	3	3	24
16	3	3	3	3	3	4	3	3	3	25
17	4	4	4	3	3	4	4	3	3	29
18	3	3	3	3	3	3	3	4	3	25
19	3	3	4	3	4	4	4	3	3	28
20	3	3	4	3	4	4	4	2	3	27
21	4	3	4	3	2	4	4	3	3	27
22	2	3	4	3	3	4	4	3	3	26
23	4	1	4	3	2	4	4	3	3	25
24	3	3	2	4	4	2	2	3	3	23
25	3	3	3	4	3	3	3	3	3	25
26	3	3	3	4	3	3	3	3	3	25
27	3	3	3	4	3	4	3	4	3	27
28	3	3	3	3	3	3	3	3	3	24
29	3	3	3	3	2	3	3	3	3	23
30	4	3	4	3	3	3	4	3	3	27

Lampiran 5. Hasil Uji Validitas Citra Merek (X1)

		Correlations								CITRA MEREK (X1)
		Q1X1	Q2X1	Q3X1	Q4X1	Q5X1	Q6X1	Q7X1	Q8X1	
Q1X1	Pearson Correlation	1	.791**	.858**	.809**	.740**	.795**	.858**	.832**	.917**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Q2X1	Pearson Correlation	.791**	1	.755**	.851**	.875**	.745**	.755**	.869**	.919**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Q3X1	Pearson Correlation	.858**	.755**	1	.684**	.730**	.931**	1.000**	.741**	.915**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Q4X1	Pearson Correlation	.809**	.851**	.684**	1	.871**	.704**	.684**	.892**	.897**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Q5X1	Pearson Correlation	.740**	.875**	.730**	.871**	1	.716**	.730**	.794**	.893**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Q6X1	Pearson Correlation	.795**	.745**	.931**	.704**	.716**	1	.931**	.768**	.900**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Q7X1	Pearson Correlation	.858**	.755**	1.000**	.684**	.730**	.931**	1	.741**	.915**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30

Correlations										
		Q1X1	Q2X1	Q3X1	Q4X1	Q5X1	Q6X1	Q7X1	Q8X1	CITRA MEREK (X1)
Q8X1	Pearson Correlation	.832**	.869**	.741**	.892**	.794**	.768**	.741**	1	.915**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
CITRA MEREK (X1)	Pearson Correlation	.917**	.919**	.915**	.897**	.893**	.900**	.915**	.915**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

Lampiran 6. Hasil Uji Reliabilitas Citra Merek (X1)

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.969	8

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1X1	27.3000	34.976	.890	.964
Q2X1	27.4667	33.637	.889	.964
Q3X1	27.2000	35.545	.890	.964
Q4X1	27.2667	35.789	.866	.965
Q5X1	27.4000	34.179	.855	.966
Q6X1	27.1667	35.937	.872	.965
Q7X1	27.2000	35.545	.890	.964
Q8X1	27.4000	34.593	.887	.964



## Lampiran 7. Tabulasi 30 Responden Kualitas Produk

NO	X2	KUALITAS PRODUK						TOTAL
		P9	P10	P11	P12	P13	P14	
1	5	5	5	5	5	5	5	35
2	5	5	5	5	5	5	5	35
3	5	5	5	5	5	5	5	35
4	5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	5	35
6	5	5	5	5	5	5	5	35
7	5	5	5	5	5	5	5	35
8	5	5	5	5	5	5	5	35
9	5	5	5	5	5	5	5	35
10	4	4	4	4	4	4	4	28
11	4	4	4	4	4	4	4	28
12	4	4	4	4	4	5	4	29
13	5	5	5	5	5	5	5	35
14	4	4	3	4	4	4	4	27
15	3	3	4	3	3	3	3	22
16	4	3	4	3	3	3	3	23
17	4	3	4	2	3	4	3	23
18	3	3	3	3	3	3	3	21
19	4	3	4	4	4	4	2	25
20	4	3	2	4	3	2	3	21
21	4	3	3	4	3	3	3	23
22	4	3	2	2	2	2	3	18
23	4	4	1	2	3	1	3	18
24	4	3	3	2	3	3	3	21
25	4	3	4	3	3	4	4	25
26	4	3	4	3	3	4	4	25
27	3	2	2	2	3	2	3	17
28	3	3	3	3	3	3	3	21
29	3	3	3	3	3	3	3	21
30	4	3	3	4	4	3	4	25

Lampiran 8. Hasil Uji Validitas Kualitas Produk (X2)

		Correlations							KUALITAS PRODUK (X2)
		Q1X2	Q2X2	Q3X2	Q4X2	Q5X2	Q6X2	Q7X2	
Q1X2	Pearson Correlation	1	.872**	.701**	.767**	.822**	.725**	.825**	.874**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
Q2X2	Pearson Correlation	.872**	1	.726**	.832**	.906**	.769**	.888**	.925**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
Q3X2	Pearson Correlation	.701**	.726**	1	.765**	.806**	.947**	.758**	.899**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
Q4X2	Pearson Correlation	.767**	.832**	.765**	1	.915**	.799**	.802**	.918**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
Q5X2	Pearson Correlation	.822**	.906**	.806**	.915**	1	.847**	.865**	.958**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30
Q6X2	Pearson Correlation	.725**	.769**	.947**	.799**	.847**	1	.802**	.927**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30
Q7X2	Pearson Correlation	.825**	.888**	.758**	.802**	.865**	.802**	1	.919**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30

Correlations										
		Q1X2	Q2X2	Q3X2	Q4X2	Q5X2	Q6X2	Q7X2	KUALITAS PRODUK (X2)	
KUALITAS PRODUK (X2)	Pearson Correlation	.874**	.925**	.899**	.918**	.958**	.927**	.919**		1
	Sig. (2- tailed)	.000	.000	.000	.000	.000	.000	.000		
	N	30	30	30	30	30	30	30		30

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

**Lampiran 9. Hasil Uji Reliabilitas Kualitas Produk (X2)**

<b>Case Processing Summary</b>			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.965	7

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1X2	22.8667	33.292	.844	.965
Q2X2	23.2333	30.185	.897	.958
Q3X2	23.2333	28.944	.856	.962
Q4X2	23.2667	28.892	.882	.959
Q5X2	23.2000	29.890	.943	.954
Q6X2	23.2333	28.254	.894	.959
Q7X2	23.1667	30.489	.891	.958

Lampiran 10. Tabulasi 30 Responden *Word Of Mouth*

NO	X3		WORD OF MOUTH		
	P16	P17	P18	P19	TOTAL
1	5	5	5	5	20
2	5	5	5	5	20
3	5	5	5	5	20
4	5	5	5	5	20
5	5	5	5	5	20
6	5	5	5	5	20
7	5	5	5	5	20
8	5	5	5	5	20
9	5	5	5	5	20
10	4	4	4	5	17
11	4	4	4	4	16
12	4	4	4	4	16
13	5	5	5	5	20
14	4	4	4	4	16
15	3	3	3	2	11
16	3	3	3	3	12
17	3	3	3	3	12
18	3	3	3	3	12
19	3	2	3	3	11
20	4	2	4	4	14
21	4	4	3	3	14
22	2	2	2	3	9
23	3	4	4	4	15
24	4	2	3	3	12
25	4	4	4	3	15
26	4	4	4	3	15
27	3	2	2	3	10
28	4	4	4	3	15
29	3	3	3	3	12
30	3	4	3	4	14

Lampiran 11. Hasil Uji Validitas *Word Of Mouth* (X3)

Correlations						
		Q1X3	Q2X3	Q3X3	Q4X4	WORD OF MOUTH (X3)
Q1X3	Pearson Correlation	1	.815**	.925**	.804**	.940**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
Q2X3	Pearson Correlation	.815**	1	.877**	.778**	.930**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
Q3X3	Pearson Correlation	.925**	.877**	1	.850**	.972**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
Q4X4	Pearson Correlation	.804**	.778**	.850**	1	.913**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
WORD OF MOUTH (X3)	Pearson Correlation	.940**	.930**	.972**	.913**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

**Lampiran 12. Hasil Uji Reliabilitas *Word Of Mouth* (X3)**

<b>Case Processing Summary</b>			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.953	4

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1X3	11.6333	8.033	.897	.936
Q2X3	11.7667	7.151	.865	.948
Q3X3	11.7000	7.459	.949	.919
Q4X4	11.7000	7.872	.847	.949

Lampiran 13. Tabulasi 30 Responden Minat Beli Ulang

NO	Y	MINAT BELI ULANG						TOTAL	
		P20	P21	P22	P23	P24	P25		P26
1	5	5	5	5	3	5	5	5	33
2	5	5	5	5	5	5	5	5	35
3	5	5	5	5	5	5	5	5	35
4	5	5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	5	5	35
6	5	5	5	5	5	5	5	5	35
7	5	5	5	5	5	5	5	5	35
8	5	5	5	5	5	5	5	5	35
9	5	5	5	5	5	5	5	5	35
10	4	4	4	4	4	4	4	4	28
11	4	4	4	4	4	4	4	4	28
12	4	4	4	4	4	4	4	5	29
13	5	5	5	5	5	5	5	5	35
14	4	4	4	4	4	4	4	4	28
15	4	4	4	4	4	4	4	4	28
16	3	3	3	3	3	3	3	3	21
17	3	3	3	3	3	3	4	3	22
18	2	3	4	3	3	3	3	3	21
19	3	3	3	3	3	3	3	3	21
20	4	4	4	2	3	2	2	2	21
21	4	3	2	3	3	3	2	2	20
22	4	3	3	3	3	2	2	2	20
23	2	2	2	3	3	2	2	2	16
24	2	3	1	3	3	3	4	4	19
25	2	3	3	3	4	3	3	3	21
26	2	3	3	3	4	3	3	3	21
27	3	3	4	4	3	4	3	3	24
28	2	3	2	3	3	2	3	3	18
29	3	3	2	3	3	4	3	3	21
30	3	3	4	3	3	3	3	3	22



Lampiran 14. Hasil Uji Validitas Minat Beli Ulang (Y)

		Correlations							
		Q1Y	Q2Y	Q3Y	Q4Y	Q5Y	Q6Y	Q7Y	TTQY
Q1Y	Pearson Correlation	1	.911**	.806**	.746**	.791**	.777**	.714**	.894**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
Q2Y	Pearson Correlation	.911**	1	.867**	.809**	.923**	.853**	.882**	.968**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
Q3Y	Pearson Correlation	.806**	.867**	1	.739**	.813**	.768**	.733**	.892**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
Q4Y	Pearson Correlation	.746**	.809**	.739**	1	.846**	.853**	.847**	.901**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
Q5Y	Pearson Correlation	.791**	.923**	.813**	.846**	1	.858**	.893**	.945**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30
Q6Y	Pearson Correlation	.777**	.853**	.768**	.853**	.858**	1	.898**	.931**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30
Q7Y	Pearson Correlation	.714**	.882**	.733**	.847**	.893**	.898**	1	.922**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30
TTQY	Pearson Correlation	.894**	.968**	.892**	.901**	.945**	.931**	.922**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

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

Lampiran 15. Hasil Uji Reliabilitas Minat Beli Ulang (Y)

<b>Case Processing Summary</b>			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.968	7

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1Y	22.8333	32.144	.850	.966
Q2Y	22.7333	33.099	.957	.958
Q3Y	22.8000	31.959	.846	.967
Q4Y	22.8000	34.097	.869	.964
Q5Y	22.6667	34.092	.928	.961
Q6Y	22.7667	32.392	.904	.961
Q7Y	22.8000	32.097	.891	.962

Lampiran 16. Hasil Uji Analisis Regresi Linear Berganda

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	WORD OF MOUTH (X3), CITRA MEREK (X1), KUALITAS PRODUK (X2) <sup>b</sup>		Enter
a. Dependent Variable: MINAT BELI ULANG (Y)			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.916 <sup>a</sup>	.838	.833	2.23935
a. Predictors: (Constant), WORD OF MOUTH (X3), CITRA MEREK (X1), KUALITAS PRODUK (X2)				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2495.629	3	831.876	165.888	.000 <sup>b</sup>
	Residual	481.411	96	5.015		
	Total	2977.040	99			
a. Dependent Variable: MINAT BELI ULANG (Y)						
b. Predictors: (Constant), WORD OF MOUTH (X3), CITRA MEREK (X1), KUALITAS PRODUK (X2)						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.123	1.255		.098	.922
	CITRA MEREK (X1)	.306	.098	.327	3.111	.002
	KUALITAS PRODUK (X2)	.434	.120	.420	3.619	.000
	WORD OF MOUTH (X3)	.341	.137	.206	2.490	.014
a. Dependent Variable: MINAT BELI ULANG (Y)						