

## LAMPIRAN

### Lampiran 1

#### Kuisisioner Penelitian

Responden Yth,

Saya, mahasiswa program studi Ilmu Manajemen, Fakultas Ekonomi dan Bisnis Universitas Esa Unggul.

Nama : Cicih Saputri Yuke

NIM : 2017 - 0101 - 082

Saya sedang meneliti mengenai “Pengaruh Kualitas Pelayanan Dan *Word Of Mouth* Terhadap Keputusan Pembelian Melalui Minat Beli Pada Pelanggan Jasa JNE Di Citra Raya” untuk menyelesaikan Tugas Akhir. Maka dari itu, saya mengharapkan kesediaan Bapak/ Ibu/ Sdr/i untuk mengisi kuesioner sesuai dengan kondisi yang sebenarnya.

Atas perhatian dan kesediaan Bapak/Ibu/ Sdr/i, saya ucapkan terima kasih.

Hormat Saya,



Cicih Saputri Yuke

**KUISIONER KUALITAS PELAYANAN DAN *WORD OF MOUTH*  
TERHADAP KEPUTUSAN PEMBELIAN MELALUI MINAT BELI PADA  
PELANGGAN JASA JNE DI CITRA RAYA.**

**DATA RESPONDEN**

Isilah data responden dibawah ini dengan menyilang (X) salah satu jawaban yang tersedia.

1. Jenis Kelamin :
  - a. Pria
  - b. Wanita
2. Usia :
  - a. 17-22 Tahun
  - b. 23-28 Tahun
  - c. 29-34 Tahun
  - d. >35 Tahun
3. Pekerjaan :
  - a. Pelajar/Mahasiswa
  - b. Wirausaha
  - c. Karyawan
  - d. Ibu Rumah Tangga
  - e. Lainnya
4. Pengeluaran :
  - a. < Rp. 1.000.000
  - b. Rp. 1.000.000 – Rp. 1.500.000
  - c. > Rp.1.500.000

## DAFTAR PERNYATAAN

Berilah tanda (✓) pada kolom jawaban yang telah disediakan.

No	Pernyataan	Keterangan			
		STS	TS	S	SS
		1	2	3	4
<b>Kualitas Pelayanan</b>					
1.	Prosedur pelayanan petugas JNE terhadap konsumen dilakukan dengan benar				
2.	Layanan yang diberikan JNE tepat waktu				
3.	Keramahan petugas JNE dalam memberikan pelayanan				
4.	Ketanggapan petugas JNE terhadap masalah yang disampaikan pelanggan				
5.	Petugas JNE mampu melayani kebutuhan pelanggan				
6.	Petugas JNE memberikan jaminan atas pengiriman barang				
7.	Paket sampai tepat waktu di tempat tujuan				
8.	Petugas JNE selalu sopan dalam berbicara dengan pelanggan				
9.	Petugas JNE selalu berpakaian rapih				
10.	Kantor/tempat pelayanan JNE selalu bersih				
<b>Word of Mouth</b>		<b>STS</b>	<b>TS</b>	<b>S</b>	<b>SS</b>
11.	Sering mendapatkan informasi JNE ini dari teman atau keluarga				
12.	Sering mendapatkan informasi JNE ini dari internet				

13.	Sering mendapatkan informasi yang jelas tentang JNE				
14.	Sering mendapatkan informasi yang meyakinkan tentang JNE				
15.	Mendapatkan informasi dari orang terpercaya				
16.	Informasi tentang JNE menimbulkan keinginan untuk menggunakannya				
<b>Keputusan Pembelian</b>		<b>STS</b>	<b>TS</b>	<b>S</b>	<b>SS</b>
17.	Menggunakan JNE karena keberagaman produk yang dimiliki				
18.	Menggunakan JNE berdasarkan keunggulan produk yang ditawarkan				
19.	Menggunakan JNE karena melihat nama besar dari merek				
20.	Menggunakan JNE berdasarkan kepopuleran merek				
21.	Menggunakan JNE karena lokasi kantor mudah dijangkau				
22.	Menggunakan JNE karena pelayanan yang diberikan saat di kantor				
23.	Menggunakan JNE ketika ada gratis ongkir				
24.	Menggunakan JNE berdasarkan kebutuhan				
<b>Minat Beli</b>		<b>STS</b>	<b>TS</b>	<b>S</b>	<b>SS</b>
25.	Munculnya minat untuk menggunakan JNE				
26.	Saya akan mencari informasi mengenai JNE				
27.	Adanya minat untuk merekomendasikan JNE ke orang lain				

28.	Saya akan memberikan respon positif tentang JNE ke orang lain				
29.	JNE akan menjadi pilihan utama saya				
30.	Saya tertarik untuk mencoba JNE`				

Lampiran 2

Data Pre – Test (30 responden)

No	KUALITAS PELAYANAN (X1)										Total	WORD OF MOUTH (X2)						Total	KEPUTUSAN PEMBELIAN (Y)								Total	MINAT BELI (Z)						Total
1	3	2	3	3	4	3	2	4	4	3	31	1	2	3	2	2	3	13	3	4	4	4	4	4	4	4	31	3	4	2	3	2	3	17
2	4	4	3	3	3	4	4	3	2	2	32	4	4	4	4	4	4	24	4	3	3	3	4	4	3	4	28	4	3	4	4	3	3	21
3	4	4	4	4	4	4	4	4	4	4	40	3	3	2	2	3	4	17	4	2	3	2	3	2	4	4	24	4	4	4	4	4	4	24
4	3	3	3	3	3	3	2	3	3	3	29	4	4	4	3	4	3	22	2	2	3	2	3	3	3	3	21	3	3	3	3	3	3	18
5	4	4	4	4	4	4	4	4	4	4	40	3	3	3	3	3	3	18	4	3	3	3	4	3	2	4	26	3	3	4	3	3	4	20
6	3	3	2	3	3	3	4	3	3	2	29	4	4	4	4	3	3	22	4	4	4	4	4	4	3	4	31	4	4	4	4	4	4	24
7	3	3	3	3	3	3	4	3	3	3	31	3	4	3	3	3	4	20	4	4	4	4	4	4	4	4	32	3	2	3	3	2	3	16
8	3	3	4	3	3	3	4	2	3	3	31	4	4	4	4	4	4	24	4	3	3	2	2	2	3	4	23	4	4	4	4	4	4	24
9	4	4	3	4	3	2	3	2	4	4	33	2	2	2	3	3	3	15	4	4	4	3	4	4	4	4	31	4	4	4	4	4	4	24
10	4	4	4	3	4	4	3	3	3	3	35	3	3	3	3	3	2	17	3	4	3	2	2	3	3	4	24	2	3	2	2	2	3	14
11	4	3	3	3	3	3	3	3	3	3	31	3	2	3	3	3	3	17	2	2	3	3	3	3	3	3	22	3	1	3	3	3	1	14
12	2	2	3	3	3	4	3	3	3	4	30	4	4	4	4	4	4	24	4	3	2	2	3	3	3	3	23	3	3	3	3	3	3	18
13	3	3	3	3	4	4	4	4	3	4	35	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	32	3	3	3	3	3	3	18
14	4	3	4	3	3	4	2	3	4	3	33	3	3	2	2	3	2	15	3	3	3	3	3	3	4	3	25	4	4	4	4	4	4	24
15	4	3	3	3	4	3	3	4	4	4	35	4	4	4	3	3	4	22	3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	18
16	4	3	3	3	3	3	3	4	4	3	33	3	3	2	2	3	2	15	4	4	3	4	4	3	4	4	30	4	4	4	3	3	3	21
17	4	4	4	4	4	4	4	4	4	4	40	2	2	2	2	2	2	12	3	3	3	3	3	3	3	3	24	4	4	4	4	4	4	24
18	3	3	3	3	3	3	3	3	3	3	30	4	2	3	2	3	2	16	3	4	4	4	4	3	1	3	26	3	2	2	2	2	3	14
19	3	2	3	3	3	2	4	3	3	2	28	4	4	4	4	4	4	24	4	4	4	4	4	4	3	4	31	4	4	4	4	4	4	24

20	3	4	4	3	3	3	4	4	3	3	34	3	3	3	3	3	3	18	3	3	3	3	3	3	3	3	24	4	4	4	4	4	4	24
21	4	3	2	3	3	4	4	3	3	3	32	2	2	2	2	2	2	12	4	4	4	4	4	4	4	4	32	3	2	4	4	3	3	19
22	4	4	4	4	4	4	4	4	4	4	40	4	3	3	3	3	4	20	4	4	4	4	4	4	4	4	32	3	2	3	3	1	2	14
23	3	3	4	4	3	3	4	4	3	4	35	3	3	3	3	3	3	18	2	2	3	3	3	3	3	3	22	4	4	4	4	4	4	24
24	4	4	4	4	4	4	4	4	4	4	40	4	3	3	3	3	3	19	3	3	3	3	3	1	4	3	23	4	4	4	4	4	4	24
25	3	3	3	3	3	4	4	4	3	3	33	4	4	4	4	4	4	24	3	3	3	3	4	3	3	3	25	4	4	4	4	4	4	24
26	3	2	3	3	3	3	2	3	3	3	28	3	3	3	3	3	3	18	3	3	3	3	3	3	3	3	24	4	3	3	4	4	4	22
27	3	2	3	3	3	2	4	4	3	3	30	4	4	4	4	4	4	24	4	4	1	1	4	4	4	4	26	3	3	3	3	3	3	18
28	4	4	4	4	4	4	4	4	4	4	40	4	4	4	4	4	4	24	3	3	3	3	3	3	3	3	24	4	4	3	3	3	3	20
29	3	3	3	3	3	3	3	3	3	3	30	2	2	2	3	2	2	13	4	4	4	4	4	3	2	4	29	4	4	4	4	3	3	22
30	3	2	3	3	3	3	2	3	3	3	28	3	3	3	3	3	3	18	4	4	4	4	4	4	4	4	32	2	3	2	2	2	3	14

### Lampiran 3

#### Hasil Uji Validitas

#### Hasil Uji Validitas Kualitas Pelayanan (X1)

		Correlations										
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	TOTAL_X1
X1.1	Pearson Correlation	1	.687**	.316	.477**	.464**	.337	.142	.176	.518**	.240	.638**
	Sig. (2-tailed)		.000	.089	.008	.010	.069	.455	.353	.003	.201	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.687**	1	.539**	.623**	.460*	.476**	.454*	.182	.317	.364*	.776**
	Sig. (2-tailed)	.000		.002	.000	.011	.008	.012	.335	.088	.048	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.316	.539**	1	.592**	.483**	.350	.180	.317	.423*	.507**	.692**
	Sig. (2-tailed)	.089	.002		.001	.007	.058	.340	.088	.020	.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.477**	.623**	.592**	1	.533**	.271	.378*	.345	.608**	.703**	.807**
	Sig. (2-tailed)	.008	.000	.001		.002	.148	.039	.062	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.464**	.460*	.483**	.533**	1	.508**	.187	.579**	.614**	.600**	.785**
	Sig. (2-tailed)	.010	.011	.007	.002		.004	.323	.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.337	.476**	.350	.271	.508**	1	.203	.336	.159	.353	.609**
	Sig. (2-tailed)	.069	.008	.058	.148	.004		.281	.070	.401	.055	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.142	.454*	.180	.378*	.187	.203	1	.303	-.082	.126	.473**
	Sig. (2-tailed)	.455	.012	.340	.039	.323	.281		.104	.667	.507	.008
	N	30	30	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	.176	.182	.317	.345	.579**	.336	.303	1	.406*	.416*	.600**
	Sig. (2-tailed)	.353	.335	.088	.062	.001	.070	.104		.026	.022	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson Correlation	.518**	.317	.423*	.608**	.614**	.159	-.082	.406*	1	.625**	.642**
	Sig. (2-tailed)	.003	.088	.020	.000	.000	.401	.667	.026		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X1.10	Pearson Correlation	.240	.364*	.507**	.703**	.600**	.353	.126	.416*	.625**	1	.714**
	Sig. (2-tailed)	.201	.048	.004	.000	.000	.055	.507	.022	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL_X1	Pearson Correlation	.638**	.776**	.692**	.807**	.785**	.609**	.473**	.600**	.642**	.714**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.008	.000	.000	.000	
	N	30	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).



Hasil Uji Validitas *Word Of Mouth* (X2)

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TOTAL_X2
X2.1	Pearson Correlation	1	.772**	.748**	.646**	.815**	.561**	.859**
	Sig. (2-tailed)		.000	.000	.000	.000	.001	.000
	N	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.772**	1	.805**	.746**	.818**	.725**	.919**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.748**	.805**	1	.825**	.777**	.692**	.915**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.646**	.746**	.825**	1	.768**	.687**	.878**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.815**	.818**	.777**	.768**	1	.684**	.912**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.561**	.725**	.692**	.687**	.684**	1	.822**
	Sig. (2-tailed)	.001	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30
TOTAL_X2	Pearson Correlation	.859**	.919**	.915**	.878**	.912**	.822**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

## Hasil Uji Validitas Keputusan Pembelian (Y)

		Correlations								
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	TOTAL_Y
Y.1	Pearson Correlation	1	.619**	.186	.203	.479**	.347	.243	.769**	.675**
	Sig. (2-tailed)		.000	.325	.283	.007	.061	.196	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y.2	Pearson Correlation	.619**	1	.444*	.513**	.565**	.577**	.153	.609**	.814**
	Sig. (2-tailed)	.000		.014	.004	.001	.001	.420	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y.3	Pearson Correlation	.186	.444*	1	.848**	.418*	.352	-.009	.343	.670**
	Sig. (2-tailed)	.325	.014		.000	.022	.057	.962	.064	.000
	N	30	30	30	30	30	30	30	30	30
Y.4	Pearson Correlation	.203	.513**	.848**	1	.611**	.409*	-.004	.228	.720**
	Sig. (2-tailed)	.283	.004	.000		.000	.025	.984	.225	.000
	N	30	30	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.479**	.565**	.418*	.611**	1	.658**	.094	.442*	.778**
	Sig. (2-tailed)	.007	.001	.022	.000		.000	.622	.014	.000
	N	30	30	30	30	30	30	30	30	30
Y.6	Pearson Correlation	.347	.577**	.352	.409*	.658**	1	.201	.473**	.733**
	Sig. (2-tailed)	.061	.001	.057	.025	.000		.288	.008	.000
	N	30	30	30	30	30	30	30	30	30
Y.7	Pearson Correlation	.243	.153	-.009	-.004	.094	.201	1	.321	.365*
	Sig. (2-tailed)	.196	.420	.962	.984	.622	.288		.084	.047
	N	30	30	30	30	30	30	30	30	30
Y.8	Pearson Correlation	.769**	.609**	.343	.228	.442*	.473**	.321	1	.731**
	Sig. (2-tailed)	.000	.000	.064	.225	.014	.008	.084		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL_Y	Pearson Correlation	.675**	.814**	.670**	.720**	.778**	.733**	.365*	.731**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.047	.000	
	N	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).

## Hasil Uji Validitas Minat Beli (Z)

		Correlations						
		Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	TOTAL_Z
Z.1	Pearson Correlation	1	.642**	.788**	.845**	.767**	.565**	.889**
	Sig. (2-tailed)		.000	.000	.000	.000	.001	.000
	N	30	30	30	30	30	30	30
Z.2	Pearson Correlation	.642**	1	.478**	.513**	.618**	.753**	.792**
	Sig. (2-tailed)	.000		.008	.004	.000	.000	.000
	N	30	30	30	30	30	30	30
Z.3	Pearson Correlation	.788**	.478**	1	.861**	.743**	.536**	.849**
	Sig. (2-tailed)	.000	.008		.000	.000	.002	.000
	N	30	30	30	30	30	30	30
Z.4	Pearson Correlation	.845**	.513**	.861**	1	.797**	.575**	.884**
	Sig. (2-tailed)	.000	.004	.000		.000	.001	.000
	N	30	30	30	30	30	30	30
Z.5	Pearson Correlation	.767**	.618**	.743**	.797**	1	.717**	.907**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
Z.6	Pearson Correlation	.565**	.753**	.536**	.575**	.717**	1	.815**
	Sig. (2-tailed)	.001	.000	.002	.001	.000		.000
	N	30	30	30	30	30	30	30
TOTAL_Z	Pearson Correlation	.889**	.792**	.849**	.884**	.907**	.815**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

#### Lampiran 4

#### Hasil Uji Reliabilitas (30 Responden)

##### Hasil Uji Reliabilitas Kualitas Pelayanan (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
.853	10

##### Hasil Uji Reliabilitas *Word of mouth* (X2)

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
.942	6

##### Hasil Uji Reliabilitas Keputusan Pembelian (Y)

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.

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.831	8

Hasil Uji Reliabilitas Minat Beli (Z)

<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
.923	6

## Lampiran 5

### Data Karakteristik 150 Responden

#### Data Responden Berdasarkan Jenis Kelamin

No	Jenis Kelamin	Jumlah	Presentase
1.	Laki – laki	41	27%
2.	Perempuan	109	73%
Jumlah		150	100%

#### Data Responden Berdasarkan Usia

No	Usia	Jumlah	Presentase
1.	17 – 22 Tahun	84	56%
2.	23 – 28 Tahun	51	34%
3.	29 – 34 Tahun	9	6%
4.	< 35 Tahun	6	4%
Jumlah		150	100%

#### Data Responden Berdasarkan Pekerjaan

No	Pekerjaan	Jumlah	Presentase
1.	Pelajar/Mahasiswa	69	46%
2.	Karyawan	52	35%
3.	Wirausaha	14	9%
4.	Ibu Rumah Tangga	12	8%
5.	Guru	1	0,7%
6.	Tidak Bekerja	1	0,7%
7.	Kurir	1	0,7%
Jumlah		150	100%

#### Data Responden Berdasarkan Pengeluaran Dalam 1 Bulan

No	Pengeluaran	Jumlah	Presentase
1.	< Rp. 1.000.000	37	25%
2.	Rp. 1.000.000 – Rp. 1.500.000	50	33%
3.	> Rp. 1.500.000	63	42%
Jumlah		150	100%

**Lampiran 6**

**Tabulasi Data 150 Responden**

**Kualitas Pelayanan (X1)**

No	KUALITAS PELAYANAN (X1)										TOTAL
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	
1	3	2	3	3	4	3	2	4	4	3	31
2	4	4	3	2	3	2	4	3	2	2	29
3	4	4	2	2	3	2	2	4	3	3	29
4	3	3	3	3	3	3	2	3	3	3	29
5	4	3	2	2	4	3	4	2	3	4	31
6	3	3	2	3	3	3	4	3	3	2	29
7	3	3	3	3	3	3	4	2	2	3	29
8	3	3	4	3	3	3	4	2	3	3	31
9	4	4	3	4	3	2	3	2	4	4	33
10	4	2	4	3	4	2	2	2	3	2	28
11	4	3	3	3	3	3	2	2	3	3	29
12	2	2	3	3	3	4	3	3	3	4	30
13	3	3	3	3	2	3	4	3	3	4	31
14	4	3	4	3	3	4	2	3	4	3	33
15	4	3	3	3	4	3	3	4	4	4	35
16	4	3	3	3	3	3	3	4	4	3	33
17	4	4	2	2	3	4	4	2	4	2	31
18	3	3	3	2	3	2	3	3	3	3	28
19	3	2	3	3	3	2	4	3	3	2	28
20	3	4	4	3	3	3	3	4	3	3	33
21	4	3	2	3	3	4	4	3	3	3	32
22	4	2	4	4	3	2	4	3	4	1	31
23	3	3	4	4	3	3	4	4	3	4	35
24	3	4	4	2	3	3	3	4	2	4	32
25	3	3	3	3	3	4	4	4	3	3	33
26	3	2	3	3	3	3	2	3	3	3	28
27	3	2	3	3	3	2	4	4	3	3	30
28	4	2	4	4	3	4	2	4	3	4	34
29	3	3	3	3	3	3	3	3	3	3	30
30	3	2	3	3	3	3	2	3	3	3	28
31	4	3	3	3	4	4	3	3	3	3	33
32	3	3	3	3	3	3	3	3	3	3	30
33	4	3	4	4	4	4	3	4	4	3	37
34	4	2	3	4	4	4	4	3	2	1	31
35	3	3	3	3	3	2	2	3	3	3	28
36	3	4	3	4	4	2	3	4	4	4	35
37	2	3	4	4	3	2	4	4	4	4	34
38	3	2	3	3	3	3	2	2	3	3	27
39	4	3	3	3	3	4	3	3	3	3	32
40	4	3	3	3	3	3	4	4	4	3	34
41	3	3	3	3	3	3	2	4	3	3	30
42	4	4	4	3	4	4	4	4	4	4	39

43	3	3	3	3	3	3	3	3	3	3	30
44	3	3	4	3	3	3	4	4	4	3	34
45	4	4	4	4	4	4	4	4	4	4	40
46	3	3	3	3	3	3	2	3	3	3	29
47	4	3	3	3	2	3	3	2	3	3	29
48	4	4	4	4	4	4	4	4	4	4	40
49	3	3	4	3	3	4	4	4	3	2	33
50	3	3	4	3	3	3	2	3	3	3	30
51	4	4	4	4	4	4	4	4	4	4	40
52	4	4	4	4	4	4	4	4	4	4	40
53	4	4	4	4	4	4	4	4	4	4	40
54	3	4	3	3	3	4	4	4	3	3	34
55	3	3	3	3	3	3	3	3	3	3	30
56	2	3	2	2	3	4	4	1	4	3	28
57	4	3	3	4	4	3	4	4	3	3	35
58	3	3	3	3	3	3	3	3	2	3	29
59	3	3	3	3	3	3	3	3	3	3	30
60	2	2	4	3	3	4	2	2	2	2	26
61	4	3	3	3	4	3	3	3	3	3	32
62	4	4	4	2	3	2	3	4	3	3	32
63	4	3	4	4	4	4	4	4	4	4	39
64	4	4	4	4	4	4	4	4	4	4	40
65	3	3	3	3	3	2	3	3	3	3	29
66	4	3	4	3	4	2	2	4	3	3	32
67	2	2	3	3	3	3	2	2	2	3	25
68	2	2	3	2	3	3	2	2	3	2	24
69	2	2	2	3	2	3	2	2	2	4	24
70	2	2	3	3	3	3	2	2	3	3	26
71	4	4	4	4	4	4	4	4	4	4	40
72	4	4	4	3	4	4	4	4	4	3	38
73	3	4	3	3	3	3	3	3	3	3	31
74	2	2	2	3	2	4	2	3	2	2	24
75	3	3	3	3	3	2	2	2	3	2	26
76	2	3	2	4	3	2	3	2	3	2	26
77	3	3	4	4	4	4	3	4	3	3	35
78	2	2	3	3	3	2	3	4	4	4	30
79	3	3	3	3	3	3	3	3	3	2	29
80	3	3	3	3	3	3	3	4	3	3	31
81	3	2	3	3	3	2	2	2	3	3	26
82	4	4	3	4	3	2	3	3	3	3	32
83	4	4	4	4	4	4	4	4	4	4	40
84	3	3	3	3	3	2	2	2	2	2	25
85	3	4	4	4	4	4	4	4	4	4	39
86	4	3	4	4	4	4	4	4	4	3	38
87	3	3	3	3	3	3	3	3	3	3	30
88	3	1	1	1	3	3	1	1	3	3	20
89	2	1	3	2	3	4	1	2	2	3	23
90	3	2	3	2	3	3	1	2	3	3	25
91	3	3	3	3	4	3	3	3	3	3	31
92	2	2	2	2	2	3	2	2	4	4	25

93	3	3	2	2	2	2	2	3	2	2	23
94	2	2	2	3	2	3	2	3	3	2	24
95	3	2	3	3	3	3	2	3	4	3	29
96	3	3	3	3	3	3	2	3	3	3	29
97	3	2	3	3	3	3	2	3	4	3	29
98	3	1	2	3	3	3	1	4	4	4	28
99	3	3	3	3	3	3	3	3	4	4	32
100	3	3	3	4	3	3	3	3	3	4	32
101	2	3	2	2	3	2	2	2	1	3	22
102	3	2	3	2	3	3	2	3	3	3	27
103	3	2	4	3	3	3	3	3	3	3	30
104	3	2	3	3	3	3	2	3	3	2	27
105	3	2	3	3	3	3	2	3	3	3	28
106	3	3	3	3	3	3	2	3	3	3	29
107	3	3	3	2	3	2	3	3	4	3	29
108	3	2	3	3	3	3	2	3	3	3	28
109	3	3	3	3	3	3	2	3	3	3	29
110	3	2	3	3	3	3	2	3	3	3	28
111	3	2	2	2	2	3	2	3	3	3	25
112	3	3	3	3	3	3	3	3	3	3	30
113	3	3	3	3	3	3	3	3	3	3	30
114	3	3	4	3	3	3	3	4	3	3	32
115	3	3	3	3	3	3	3	3	3	3	30
116	3	3	4	3	3	3	4	3	3	3	32
117	3	3	3	3	3	3	4	3	4	4	33
118	4	3	3	3	3	3	2	4	3	4	32
119	2	2	2	2	2	3	2	3	2	3	23
120	3	2	3	3	3	4	2	3	2	2	27
121	3	3	4	3	2	2	3	3	3	3	29
122	2	2	2	2	2	1	3	3	2	3	22
123	2	2	2	2	2	2	2	2	2	2	20
124	3	3	3	3	3	3	3	3	3	3	30
125	2	2	2	2	2	2	2	2	2	2	20
126	3	3	3	3	3	3	3	3	3	4	31
127	3	3	2	3	2	3	2	3	3	3	27
128	3	3	3	3	3	3	3	3	3	3	30
129	3	3	3	3	3	3	3	3	3	3	30
130	3	3	3	3	3	3	3	3	3	3	30
131	3	3	3	3	3	3	3	3	3	3	30
132	4	4	4	4	3	3	3	3	3	3	34
133	3	3	3	3	3	3	3	3	3	3	30
134	3	3	3	3	3	3	3	3	3	3	30
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137	3	3	3	3	3	2	2	2	3	3	27
138	2	2	2	2	2	2	2	2	2	2	20
139	3	2	3	3	3	3	2	3	3	3	28
140	3	2	3	3	3	3	2	3	3	3	28
141	3	2	3	3	3	3	2	3	3	3	28
142	3	2	3	3	3	3	2	3	3	3	28



143	2	2	2	2	2	2	2	2	2	2	20
144	3	3	3	3	2	2	2	2	3	3	26
145	3	3	3	3	3	3	3	3	3	3	30
146	3	2	3	3	3	3	3	2	2	2	26
147	3	3	3	3	3	3	3	3	3	3	30
148	3	3	3	3	3	3	2	3	2	2	27
149	2	2	2	2	2	2	2	2	2	2	20
150	2	3	2	2	2	2	2	3	3	3	24

*Word Of Mouth (X2)*

No	WORD OF MOUTH (X2)						TOTAL
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	
1	4	4	3	3	4	3	21
2	4	4	4	4	4	4	24
3	3	4	4	4	3	4	22
4	4	4	4	3	4	3	22
5	4	4	4	4	4	4	24
6	3	3	4	4	3	4	21
7	4	4	4	4	3	4	23
8	4	3	4	3	4	3	21
9	4	4	3	4	3	4	22
10	4	4	3	3	3	4	21
11	3	3	4	4	3	4	21
12	4	3	4	3	2	4	20
13	4	4	4	2	3	3	20
14	3	3	3	3	3	3	18
15	4	4	4	4	3	3	22
16	3	4	3	3	3	4	20
17	4	4	4	4	4	4	24
18	4	3	4	4	4	3	22
19	3	3	3	3	3	2	17
20	4	4	4	4	4	4	24
21	4	4	4	4	4	4	24
22	4	4	4	4	4	4	24
23	3	3	4	4	3	4	21
24	4	4	4	3	3	4	22
25	4	4	2	4	4	4	22
26	2	2	2	2	2	2	12
27	4	2	3	2	3	2	16
28	4	4	4	4	4	4	24
29	3	3	3	3	3	3	18
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32	3	3	3	3	3	3	18
33	4	4	4	4	3	3	22
34	4	4	4	4	4	4	24
35	3	3	3	3	3	3	18
36	4	4	4	4	4	4	24

37	4	4	4	4	4	4	24
38	4	2	3	2	4	4	19
39	3	4	4	4	4	3	22
40	4	4	4	4	4	4	24
41	2	4	4	4	4	3	21
42	4	4	4	4	4	4	24
43	4	4	3	4	4	4	23
44	4	4	3	4	4	4	23
45	4	4	4	4	4	4	24
46	4	3	4	2	4	3	20
47	3	4	4	4	4	4	23
48	4	4	4	4	4	4	24
49	2	4	4	4	4	3	21
50	4	4	4	4	3	4	23
51	3	3	4	4	4	4	22
52	4	4	4	4	3	3	22
53	4	4	4	4	4	4	24
54	4	3	3	3	3	4	20
55	3	3	3	3	3	3	18
56	4	3	4	2	4	4	21
57	3	4	4	3	3	4	21
58	3	4	4	4	4	4	23
59	4	3	4	3	3	3	20
60	2	4	3	3	4	4	20
61	2	4	3	3	3	4	19
62	3	3	3	4	4	4	21
63	3	1	4	4	4	4	20
64	4	3	3	4	4	4	22
65	3	4	3	3	4	4	21
66	4	4	4	3	3	3	21
67	2	4	4	4	3	4	21
68	2	3	3	4	4	4	20
69	2	4	2	3	4	4	19
70	2	4	4	4	4	2	20
71	4	4	4	4	4	4	24
72	3	3	3	4	4	4	21
73	3	3	3	4	3	3	19
74	2	4	2	4	2	2	16
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76	3	2	3	4	4	3	19
77	2	3	2	3	4	3	17
78	4	3	3	3	3	3	19
79	3	2	2	2	2	3	14
80	3	3	3	3	2	3	17
81	3	2	3	3	3	3	17
82	3	3	3	3	3	3	18
83	4	4	4	4	4	4	24
84	1	3	2	3	4	4	17
85	4	4	3	4	4	4	23
86	3	4	3	3	3	4	20

87	3	3	3	3	3	4	19
88	3	3	1	1	3	1	12
89	3	2	2	4	3	4	18
90	3	4	4	4	2	1	18
91	3	3	3	3	3	3	18
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93	2	3	2	2	2	2	13
94	4	4	3	3	3	2	19
95	2	4	4	4	4	2	20
96	4	4	4	4	2	4	22
97	3	2	2	2	2	2	13
98	3	3	4	4	4	4	22
99	3	1	3	2	3	3	15
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102	3	2	2	2	2	2	13
103	4	4	2	4	3	4	21
104	4	4	4	4	3	2	21
105	2	3	2	2	2	2	13
106	3	2	2	2	3	3	15
107	4	3	4	4	4	2	21
108	3	3	3	3	3	3	18
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114	3	3	3	4	3	3	19
115	3	3	3	3	3	3	18
116	3	3	4	3	3	4	20
117	2	2	4	4	4	4	20
118	3	3	3	4	4	4	21
119	2	4	3	4	3	4	20
120	3	4	4	4	4	3	22
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123	2	2	2	3	3	3	15
124	3	3	3	3	3	3	18
125	2	2	3	3	3	3	16
126	4	4	2	2	2	2	16
127	3	3	3	2	3	3	17
128	3	1	2	2	2	2	12
129	3	3	3	3	3	3	18
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132	3	1	2	2	2	2	12
133	2	2	3	3	2	3	15
134	3	3	3	3	3	3	18
135	2	2	2	2	2	2	12
136	2	2	2	2	2	2	12

137	1	3	4	4	4	4	20
138	2	2	3	4	4	4	19
139	3	4	4	4	4	4	23
140	4	4	4	3	4	4	23
141	3	3	3	3	3	3	18
142	3	3	3	2	3	3	17
143	4	4	3	4	4	4	23
144	2	2	2	2	2	3	13
145	2	2	2	2	2	3	13
146	2	2	2	2	2	2	12
147	3	3	3	3	3	3	18
148	2	2	2	2	2	2	12
149	2	2	2	2	2	2	12
150	3	4	4	4	3	2	20

Keputusan Pembelian (Y)

No	KEPUTUSAN PEMBELIAN (Y)								TOTAL
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	
1	3	4	3	2	3	3	4	4	26
2	4	3	2	3	4	4	3	4	27
3	2	4	3	2	3	2	4	4	24
4	3	3	4	3	3	3	4	4	27
5	4	4	4	4	4	4	4	4	32
6	3	3	3	2	4	2	2	3	22
7	4	4	3	3	3	3	3	3	26
8	3	4	3	3	4	3	4	3	27
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12	3	3	3	2	4	3	4	3	25
13	3	4	2	2	3	2	3	4	23
14	3	3	3	3	3	3	2	3	23
15	4	4	3	3	3	3	3	3	26
16	4	4	3	3	4	4	3	4	29
17	4	4	3	4	3	2	4	4	28
18	3	3	3	3	3	3	2	3	23
19	2	2	3	2	3	3	3	3	21
20	4	3	3	2	4	2	2	4	24
21	4	4	4	3	2	4	3	4	28
22	4	4	4	4	4	4	4	4	32
23	4	3	3	2	2	2	3	4	23
24	4	3	2	3	4	3	4	4	27
25	3	4	3	2	2	3	3	4	24
26	2	2	3	3	3	3	3	3	22
27	4	3	2	2	3	3	3	3	23
28	4	4	4	4	4	4	4	4	32
29	3	3	3	3	3	3	4	3	25
30	3	3	3	3	3	3	3	3	24

31	4	4	3	4	4	3	4	4	30
32	3	3	3	3	3	3	3	3	24
33	3	4	4	4	4	3	1	3	26
34	4	4	4	4	4	4	3	4	31
35	3	3	3	3	3	3	3	3	24
36	4	4	4	4	4	4	4	4	32
37	4	4	4	4	4	4	4	4	32
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42	4	4	1	1	4	4	4	4	26
43	3	3	3	3	3	3	3	3	24
44	4	4	4	4	4	3	2	4	29
45	4	4	4	4	4	4	4	4	32
46	2	3	3	3	4	3	3	3	24
47	3	4	4	3	4	3	4	4	29
48	4	4	4	4	4	4	4	4	32
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54	3	3	4	3	4	4	4	3	28
55	2	3	3	2	3	3	2	3	21
56	2	3	2	3	4	1	4	4	23
57	4	4	3	2	3	3	1	4	24
58	3	3	3	2	4	2	3	3	23
59	3	2	3	2	2	4	2	4	22
60	3	3	2	2	3	2	3	3	21
61	3	2	4	4	2	2	1	3	21
62	3	3	2	2	2	2	3	4	21
63	4	4	4	4	4	4	1	4	29
64	4	4	4	4	4	3	2	4	29
65	3	3	2	2	2	3	3	3	21
66	3	4	4	4	4	4	3	4	30
67	3	3	3	3	3	3	3	3	24
68	2	3	3	3	4	2	3	2	22
69	2	3	3	3	4	2	4	3	24
70	3	3	3	3	4	2	3	3	24
71	4	3	2	2	3	4	4	4	26
72	3	3	3	3	3	3	3	4	25
73	4	3	1	1	3	3	1	4	20
74	2	2	2	2	3	2	2	2	17
75	4	1	1	1	1	2	3	2	15
76	2	2	2	3	2	3	2	4	20
77	3	2	4	1	1	3	2	2	18
78	2	2	3	3	3	3	2	4	22
79	3	3	3	4	3	3	3	3	25
80	3	2	2	2	3	3	2	3	20

81	3	3	3	3	3	4	3	3	25
82	4	4	4	4	3	3	4	3	29
83	4	4	4	4	4	4	4	4	32
84	3	2	2	2	3	3	3	3	21
85	4	4	3	2	4	4	4	4	29
86	3	4	3	3	3	4	3	3	26
87	4	2	3	3	3	2	2	2	21
88	3	3	3	3	3	3	1	3	22
89	3	3	3	3	4	2	2	3	23
90	2	2	3	3	4	2	2	2	20
91	3	3	3	3	3	3	2	3	23
92	2	2	3	3	4	2	3	3	22
93	3	2	2	2	3	2	4	3	21
94	2	3	3	3	4	1	3	3	22
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98	4	3	3	3	4	2	2	2	23
99	3	4	4	4	4	1	3	3	26
100	4	2	2	2	4	2	2	3	21
101	3	2	2	3	3	2	2	2	19
102	2	2	3	3	3	2	3	3	21
103	3	3	3	3	3	3	4	4	26
104	2	2	3	3	4	2	3	3	22
105	2	3	4	4	4	2	3	3	25
106	3	3	3	3	4	3	3	3	25
107	2	3	4	4	2	2	2	2	21
108	3	3	3	3	4	3	3	3	25
109	3	3	3	3	3	3	3	3	24
110	3	4	3	3	3	4	3	3	26
111	3	4	4	3	4	3	3	3	27
112	3	3	4	3	3	3	3	3	25
113	3	4	3	4	3	3	3	3	26
114	3	4	3	3	4	3	3	3	26
115	3	3	3	3	3	3	3	3	24
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120	3	3	3	3	3	3	3	4	25
121	4	2	3	3	2	3	4	4	25
122	3	2	3	3	3	3	3	3	23
123	2	1	2	3	3	2	3	3	19
124	3	3	3	3	3	3	3	3	24
125	3	2	2	2	2	2	2	2	17
126	3	3	3	3	3	3	3	3	24
127	3	2	3	2	2	2	4	3	21
128	2	2	2	2	2	2	2	2	16
129	3	3	3	3	3	3	4	3	25
130	3	3	3	3	3	3	3	3	24

131	3	3	3	3	3	3	3	3	24
132	3	3	2	2	2	2	4	3	21
133	3	3	3	3	3	3	4	3	25
134	3	3	3	3	3	3	4	3	25
135	3	2	2	2	3	2	4	3	21
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140	4	3	3	3	3	3	3	3	25
141	3	3	3	3	3	3	3	3	24
142	3	3	3	3	3	3	3	2	23
143	2	2	2	2	2	2	4	3	19
144	3	3	3	3	3	3	4	3	25
145	3	3	2	2	3	2	4	3	22
146	2	3	3	3	3	3	4	3	24
147	3	3	3	3	3	3	4	3	25
148	3	3	3	3	3	3	3	3	24
149	2	2	2	2	2	2	2	2	16
150	2	3	2	2	3	3	4	4	23

Minat Beli (Z)

No	MINAT BELI (Z)						TOTAL
	Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	
1	3	4	2	3	2	3	17
2	4	3	4	4	3	3	21
3	4	4	4	4	4	4	24
4	3	2	3	3	2	3	16
5	4	4	4	4	4	4	24
6	3	3	3	3	3	3	18
7	4	3	3	3	3	3	19
8	3	3	3	3	3	4	19
9	4	4	4	4	4	4	24
10	4	3	4	3	4	4	22
11	3	3	3	3	3	3	18
12	2	3	2	2	2	2	13
13	4	3	4	4	3	4	22
14	3	2	2	3	3	3	16
15	4	2	4	4	4	3	21
16	4	4	4	4	3	4	23
17	4	4	4	4	4	4	24
18	3	3	3	3	2	2	16
19	2	2	2	2	2	2	12
20	3	3	3	3	4	4	20
21	4	2	3	4	4	4	21
22	4	4	4	4	4	4	24
23	3	2	3	4	3	3	18
24	4	4	4	4	4	4	24

25	3	2	2	2	2	3	14
26	2	2	2	2	2	3	13
27	4	2	2	3	3	2	16
28	4	4	4	4	4	4	24
29	3	3	3	3	3	3	18
30	3	2	2	3	2	2	14
31	4	3	4	3	4	3	21
32	3	3	3	3	3	3	18
33	3	3	4	3	3	4	20
34	4	4	4	4	4	4	24
35	3	2	3	3	2	3	16
36	4	4	4	4	4	4	24
37	4	4	4	4	4	4	24
38	2	3	2	2	2	3	14
39	3	1	3	3	3	1	14
40	3	3	3	3	3	3	18
41	3	3	3	3	3	3	18
42	4	4	4	4	4	4	24
43	3	3	3	3	3	3	18
44	4	4	4	3	3	3	21
45	4	4	4	4	4	4	24
46	3	2	2	2	2	3	14
47	4	4	4	4	4	4	24
48	4	4	4	4	4	4	24
49	3	2	4	4	3	3	19
50	3	2	3	3	1	2	14
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54	4	3	3	4	4	4	22
55	3	3	3	3	3	3	18
56	4	4	3	3	3	3	20
57	4	4	4	4	3	3	22
58	2	3	2	2	2	3	14
59	4	3	3	3	3	3	19
60	2	2	2	2	2	2	12
61	3	2	3	3	3	3	17
62	2	2	2	3	2	2	13
63	4	1	4	4	3	3	19
64	4	4	3	4	4	4	23
65	3	3	3	3	3	2	17
66	4	3	3	3	4	4	21
67	2	3	2	2	2	2	13
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70	2	2	2	2	2	2	12
71	4	4	4	4	4	4	24
72	3	3	3	3	3	3	18
73	3	3	3	3	3	3	18
74	2	2	1	2	2	2	11



75	1	1	1	3	1	1	8
76	3	2	2	3	2	3	15
77	4	3	3	3	3	2	18
78	3	2	3	3	4	3	18
79	3	3	4	3	2	3	18
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85	4	4	4	4	4	4	24
86	3	3	2	3	3	3	17
87	4	3	4	4	4	4	23
88	1	1	1	1	1	3	8
89	2	2	2	2	2	2	12
90	1	2	1	2	1	2	9
91	3	3	3	3	3	3	18
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101	2	3	2	2	2	3	14
102	2	2	2	2	2	3	13
103	3	2	4	4	3	4	20
104	3	3	2	2	2	3	15
105	2	2	2	2	2	3	13
106	3	3	2	3	2	3	16
107	2	2	3	2	2	2	13
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121	3	4	3	3	3	3	19
122	3	3	3	3	3	4	19
123	2	3	2	2	2	2	13
124	3	3	3	3	3	3	18

125	2	2	2	3	3	3	15
126	2	2	2	2	2	2	12
127	2	2	2	2	2	2	12
128	2	2	3	2	2	2	13
129	3	3	3	3	3	3	18
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146	2	2	2	2	2	2	12
147	3	3	3	3	3	3	18
148	3	3	3	3	3	3	18
149	2	2	2	2	2	2	12
150	3	3	3	1	1	2	13

## Lampiran 7

### Hasil Uji Analisis Jalur (*Path Analysis*)

#### 1. Hasil Uji Kualitas Pelayanan dan *Word Of Mouth* terhadap Minat Beli

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.572	1.696		-2.106	.037
	Kualitas Pelayanan	.479	.059	.530	8.052	.000
	Word of Mouth	.341	.078	.289	4.389	.000

a. Dependent Variable: Minat Beli

Sumber : Data Diolah, 2021

#### 2. Hasil Koefisien Determinasi Kualitas Pelayanan dan *Word Of Mouth* terhadap Minat Beli

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 <sup>a</sup>	.512	.505	2.90069

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

Sumber : Data Diolah, 2021

#### 3. Uji F

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1296.002	2	648.001	77.015	.000 <sup>b</sup>
	Residual	1236.858	147	8.414		
	Total	2532.860	149			

a. Dependent Variable: Minat Beli

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

Sumber : Data Diolah, 2021

#### 4. Hasil Uji Kualitas Pelayanan, *Word Of Mouth* dan Minat Beli terhadap Keputusan Pembelian

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.201	1.447		7.049	.000
	Kualitas Pelayanan	.126	.060	.167	2.098	.038
	Word of Mouth	.396	.069	.473	5.705	.000
	Minat Beli	.176	.069	.179	2.539	.012

a. Dependent Variable: Keputusan Pembelian

Sumber : Data Diolah, 2021

5. Nilai Koefisien Determinasi Kualitas Pelayanan, *Word Of Mouth* Dan Minat Beli terhadap Keputusan Pembelian

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.714 <sup>a</sup>	.510	.500	2.43909
a. Predictors: (Constant), Minat Beli, Word of Mouth, Kualitas Pelayanan				

Sumber : Data Diolah, 2021

6. Uji F

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	902.914	3	300.971	50.590	.000 <sup>b</sup>
	Residual	868.579	146	5.949		
	Total	1771.493	149			
a. Dependent Variable: Keputusan Pembelian						
b. Predictors: (Constant), Minat Beli, Word of Mouth, Kualitas Pelayanan						

Sumber : Data Diolah, 2021

## Lampiran 8

Tabel r

Df = (N-2)	Tingkat signifikan untuk satu arah				
	0,05	0,025	0,01	0,005	0,0005
	Tingkat signifikan untuk uji dua arah				
	0,1	0,05	0,02	0,01	0,001
1	0,9877	0,9969	0,9995	0,999	1,0000
2	0,9000	0,9500	0,9800	0,9900	0,9990
3	0,8054	0,8783	0,9343	0,9587	0,9911
4	0,7293	0,8114	0,8822	0,9172	0,9741
5	0,6694	0,7545	0,8329	0,8745	0,9509
6	0,6215	0,7067	0,7887	0,8343	0,9249
7	0,5822	0,6664	0,7498	0,7977	0,8983
8	0,5494	0,6319	0,7155	0,7646	0,8721
9	0,5214	0,6021	0,6851	0,7348	0,8470
10	0,4973	0,5760	0,6581	0,7079	0,8233
11	0,4762	0,5529	0,6339	0,6835	0,8010
12	0,4575	0,5324	0,6120	0,6614	0,7800
13	0,4409	0,5140	0,5923	0,6411	0,7604
14	0,4259	0,4973	0,5742	0,6226	0,7419
15	0,4124	0,4821	0,5577	0,6055	0,7247
16	0,4000	0,4683	0,5425	0,5897	0,7084
17	0,3887	0,4555	0,5285	0,5751	0,6932
18	0,3783	0,4438	0,5155	0,5614	0,6788
19	0,3687	0,4329	0,5034	0,5487	0,6652
20	0,3598	0,4227	0,4921	0,5368	0,6524
21	0,3515	0,4132	0,4815	0,5256	0,6402
22	0,3438	0,4044	0,4716	0,5151	0,6287
23	0,3356	0,3961	0,4622	0,5052	0,6178
24	0,3297	0,3882	0,4534	0,4958	0,6074
25	0,3233	0,3809	0,4451	0,4869	0,5974
26	0,3172	0,3739	0,4372	0,4785	0,5880
27	0,3115	0,3673	0,4297	0,4705	0,5790
28	0,3061	0,3610	0,4226	0,4629	0,5703
29	0,3009	0,3550	0,4158	0,4556	0,5620
30	0,2960	0,3494	0,4093	0,4487	0,5541