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LAMPIRAN

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Lampiran 1. Peneliti Terdahulu

Tabel 13. Peneliti Terdahulu

No	Peneliti	Judul	Hasil
1	Chen <i>et al.</i> (2021)	<i>Relationship analysis among apparel brand image, self-congruity, and consumers' purchase intention</i>	✓ Hasil penelitian menunjukkan bahwa citra merek pakaian dan persepsi kualitas dapat mempengaruhi niat beli konsumen secara signifikan. Niat beli konsumen secara langsung berhubungan dengan citra merek pakaian asalkan konsistensi diri dan kualitas yang dirasakan berperan sebagai perantara dengan efek regulasi dari motivasi diri dan keakraban merek.
2	Verdilla & Albari (2018)	Dampak Dimensi Ekuitas Merek Dalam Membentuk Minat Beli Ulang	✓ Brand awareness dan brand image berpengaruh positif dan signifikan terhadap persepsi kualitas merek. Selanjutnya kesadaran merek, citra merek dan persepsi kualitas berpengaruh positif dan signifikan terhadap loyalitas merek. kesadaran merek, citra merek, persepsi kualitas, loyalitas merek dan pengaruh positif dan signifikan terhadap niat beli ulang.
3	Tsai <i>et al.</i> (2020)	<i>Exploring the effect of Starbucks' green marketing on consumers' purchase decisions from consumers' perspective</i>	✓ Studi ini memberikan kontribusi untuk literatur saat ini dengan membangun model untuk mengevaluasi bagaimana menggunakan pemasaran hijau untuk mempromosikan citra merek mempengaruhi niat beli konsumen.
4	Yustiawan & Prijati (2016)	Pengaruh Kualitas Produk, Harga, dan Citra Merek Terhadap Keputusan Pembelian Honda Vario	✓ Hasil penelitian menunjukkan bahwa kualitas produk, harga dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian Honda Vario di MPM Motor Sidoarjo.

Tabel 1. Peneliti Terdahulu (Lanjutan)

No.	Peneliti	Judul	Hasil
5	Jin & Ryu (2020)	<i>I'll buy what she's #wearing": The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce</i>	✓ Penelitian ini membahas tentang dinamika interaksi antara konten yang dibuat pengguna terkait merek (UGC) yang diposting di Instagram, komunikasi merek berbasis media sosial dengan selebriti Instagram (interaksi parasosial [PSI] dan kecemburuan), dan karakteristik konsumen (kecenderungan perbandingan sosial, kecenderungan membeli kompulsif, dan kecemburuan materialistis).
6	Dabbous et al. (2020)	<i>Social Commerce Success: Antecedents of Purchase Intention and the Mediating Role of Trust</i>	✓ Hubungan antara keterlibatan konsumen, kesadaran merek dan niat untuk membeli melalui perdagangan sosial sepenuhnya dimediasi oleh kepercayaan.
9	Yulistiana et al. (2021)	<i>Did Brand Perceived Quality, Image Product And Place Convenience Influence Customer Loyalty Through Unique Value Proposition?</i>	✓ Hasil penelitian brand perceived quality positif dan signifikan. mempengaruhi unique value preparation, product brand image berpengaruh positif dan signifikan terhadap unique value preparation, confidence of place berpengaruh positif dan signifikan terhadap unique value preposition, value preposition berpengaruh positif dan signifikan terhadap customer loyalty.

Tabel 1. Peneliti Terdahulu (Lanjutan)

No.	Peneliti	Judul	Hasil
10	Hosany & Martin (2012)	<i>Self-image congruence in consumer behavior</i>	<ul style="list-style-type: none"> ✓ Hasil penelitian menunjukkan bahwa keselarasan citra diri (aktual dan ideal) mempengaruhi pengalaman penumpang tetapi secara tidak langsung mempengaruhi tingkat kepuasan. Kepuasan berhubungan positif dengan kecenderungan responden untuk merekomendasikan.
11	Jeong & Ko (2021)	<i>The influence of consumers' self-concept and perceived value on sustainable fashion</i>	<ul style="list-style-type: none"> ✓ Studi menunjukkan bahwa ada inkonsistensi antara sikap dan perilaku konsumen tentang keberlanjutan; fashion berkelanjutan belum ditemukan menyebabkan pergeseran perilaku konsumen meskipun kesadaran konsumen meningkat pada subjek. ✓ Studi ini menemukan pengaruh yang berbeda pada pilihan mode konsumen sesuai dengan konsep diri mereka yang berbeda, dan bahwa subdivisi CPV mempengaruhi tingkat niat pembelian yang berbeda.
12	Alnawas & Altarifi (2015)	<i>Exploring the role of brand identification and brand love in generating higher levels of brand loyalty</i>	<ul style="list-style-type: none"> ✓ Keselarasan gaya hidup merek tampaknya memiliki hubungan yang lebih kuat dan lebih signifikan dengan CHBI. ✓ CHBI hanya berkontribusi pada pengembangan brand love. ✓ CHBI tampaknya mempengaruhi loyalitas merek hanya secara tidak langsung melalui kecintaan terhadap merek.

Tabel 1. Peneliti Terdahulu (Lanjutan)

No.	Peneliti	Judul	Hasil
13	He & Mukherjee (2009)	<i>Corporate identity and consumer marketing: A process model and research agenda</i>	<ul style="list-style-type: none"> ✓ Persepsi, konsep diri dan identifikasi, sehingga menangkap proses menerjemahkan CI ke konsumen positif tanggapan. Menjelajahi hubungan antara CI dan masalah pemasaran konsumen.
14	Gils & Horton (2019)	<i>How can ethical brands respond to service failures? Understanding how moral identity motivates compensation preferences through self-consistency and social approval</i>	<ul style="list-style-type: none"> ✓ Konsistensi diri memediasi hubungan antara internalisasi identitas moral dan permintaan maaf dan kompensasi pribadi, sementara persetujuan sosial menengahi hubungan antara simbolisasi identitas moral dan permintaan maaf dan kompensasi publik.
15	Liu <i>et al.</i> (2012)	<i>Self-congruity, brand attitude, and brand loyalty: A study on luxury brands</i>	<ul style="list-style-type: none"> ✓ Studi ini menemukan bahwa keselarasan citra pengguna dan penggunaan adalah prediktor yang lebih kuat untuk sikap merek dan loyalitas merek daripada BPC dalam konteks merek fesyen mewah yang diuji. ✓ Keselarasan citra pengguna dan penggunaan memiliki efek signifikan pada sikap merek dan loyalitas merek di sebagian besar analisis. ✓ Studi ini menemukan tidak ada pengaruh yang signifikan dari BPC baik sikap merek atau loyalitas merek untuk dua merek yang diuji.

Tabel 1. Peneliti Terdahulu (Lanjutan)

No.	Peneliti	Judul	Hasil
16	Lee (2009)	<i>Relationship between consumer personality and brand personality as self-concept: From the case of korean automobile brands</i>	<ul style="list-style-type: none"> ✓ Terdapat hubungan positif antara kepribadian konsumen dan kepribadian merek sebagai konsep diri. Hubungan ini memiliki pengaruh yang signifikan secara statistik pada identifikasi konsumen dengan suatu merek.
17	Anjani (2021)	<i>The Influence Of Perceived Value, Identity, And Self-Congruity On Aqua Life Purchase Intention</i>	<ul style="list-style-type: none"> ✓ Konsumen lebih tertarik dengan kemasan yang ramah lingkungan dan mereka telah mengalami Green Perceived Value. ✓ Terdapat pengaruh positif Identitas Diri terhadap Perceived Value yang dimoderatori oleh Self Congruity, uji moderasi juga signifikan secara statistik.
18	Ellison et al. (2020)	<i>Individual differences and stability of dynamics among self-concept clarity, impatience, and negative affect</i>	<ul style="list-style-type: none"> ✓ Variasi substansial antara orang-orang dalam hubungan dinamis ini, menunjukkan bahwa ada beberapa proses regulasi yang relevan dengan SCC. ✓ Perubahan di dalamnya terkait dengan perubahan stres, menunjukkan regulasi tingkat tinggi dari dinamika ini.
19	Aguirre-Rodriguez et al. (2012)	<i>Moderators of the self-congruity effect on consumer decision-making: A meta-analysis</i>	<ul style="list-style-type: none"> ✓ Menunjukkan efek keselarasan diri adalah fungsi yang mendasari "sosialitas" motivasi diri, tingkat peningkatan diri yang dicari, aspek kepribadian merek, tingkat abstraksi objek penilaian, elaborasi kognitif, dan proses pembentukan kesan yang mendasarinya.
20	Wattanasuwan (2005)	<i>The Self and Sysbolic consumption</i>	<ul style="list-style-type: none"> ✓ Komsumsi memberi makna simbolis untuk menciptakan diri dan identitas.

Tabel 1. Peneliti Terdahulu (Lanjutan)

No.	Peneliti	Judul	Hasil
21	Klein <i>et al.</i> (2016)	<i>Linking pop-up Brand Stores to Brand Experience and Word of mouth: The Case of Luxury Retail</i>	<ul style="list-style-type: none"> ✓ Pengalaman merek memediasi efek dari karakteristik toko merek pop-up ini pada WOM. ✓ Nilai belanja hedonis dan WOM lebih kuat untuk tingkat keakraban merek yang rendah, keunikan toko memberikan efek yang lebih kuat pada WOM jika tingkat keakraban merek tinggi.
22.	Permadi <i>et al.</i> (2014)	Pengaruh Citra Merek Terhadap Word of Mouth dan Keputusan Pembelian Dapoer Mie Galau	<ul style="list-style-type: none"> ✓ Citra Merek berpengaruh signifikan terhadap word of mouth dapat. ✓ <i>Word of Mouth</i> berpengaruh signifikan terhadap Keputusan Pembelian. ✓ Citra merek berpengaruh signifikan terhadap Keputusan Pembelian.
23.	Erawan & Widagda K (2020)	Pengaruh <i>Brand Image</i> Terhadap <i>Word Of Mouth</i> yang Dimediasi Oleh <i>Customer Satisfaction</i>	<ul style="list-style-type: none"> ✓ <i>Brand image</i> berpengaruh positif dan signifikan terhadap <i>word of mouth</i>. ✓ <i>Brand Image</i> berpengaruh positif dan signifikan terhadap <i>customer satisfaction</i>. ✓ <i>Customer satisfaction</i> secara positif dan signifikan memediasi pengaruh <i>Brand Image</i> terhadap <i>Word of mouth</i>.
24.	Agnelia & Wardhana (2016)	Pengaruh Word Of Mouth Terhadap Minat Beli Konsumen Baraya Travel Pool Buah Batu	<ul style="list-style-type: none"> ✓ <i>Word of Mouth</i> berpengaruh secara positif terhadap minat beli konsumen Baraya Travel pool Buah Batu
25.	Hasyim <i>et al.</i> (2017)	Pengaruh Citra Merek Terhadap <i>Word of Mouth</i> dan Keputusan Pembelian Samsung Galaxy	<ul style="list-style-type: none"> ✓ Citra Merek (X) berpengaruh signifikan dan positif terhadap <i>Word of Mouth</i> (Y1), ✓ <i>Word of Mouth</i> (Y1) berpengaruh signifikan dan positif terhadap Keputusan Pembelian (Y2) ✓ Citra Merek (X) berpengaruh signifikan dan positif terhadap Keputusan Pembelian (Y2)

Tabel 1. Peneliti Terdahulu (Lanjutan)

No.	Peneliti	Judul	Hasil
26.	Anita <i>et al.</i> (2020)	Peran <i>Brand Image</i> dalam Mempengaruhi <i>Word of Mouth</i> Konsumen Toko Daring Pakaian Muslim	<ul style="list-style-type: none"> ✓ <i>Customer satisfaction</i> tidak memiliki pengaruh yang signifikan terhadap <i>word-of-mouth</i> ✓ <i>Trust</i> tidak memiliki pengaruh yang signifikan terhadap <i>word-of-mouth</i> ✓ <i>Service quality</i> tidak memiliki pengaruh yang signifikan terhadap <i>word-of-mouth</i> ✓ <i>Brand image</i> memiliki pengaruh yang signifikan terhadap <i>word-of-mouth</i>.
27.	Joesyiana (2018)	Pengaruh <i>Word Of Mouth</i> Terhadap Keputusan Pembelian Konsumen Pada Media Online Shop Shopee Di Pekanbaru	<ul style="list-style-type: none"> ✓ Terdapat pengaruh yang signifikan antara <i>Word Of Mouth</i> terhadap Keputusan Pembelian Konsumen melalui Media Online Shop Shopee di Pekanbaru.
28.	Pramesti & Rahanatha (2019)	Peran <i>Brand Image</i> Memediasi Pengaruh <i>Word of Mouth</i> (Wom) Terhadap Niat Beli Konsumen	<ul style="list-style-type: none"> ✓ <i>Word of mouth</i> berpengaruh positif dan signifikan terhadap brand image di R.M Ayam Betutu Khas Gilimanuk. ✓ <i>Word of mouth</i> berpengaruh positif dan signifikan terhadap niat beli konsumen di R.M Ayam Betutu Khas Gilimanuk. ✓ <i>Brand image</i> berpengaruh positif dan signifikan terhadap niat belikonsumen di R.M Ayam Betutu Khas Gilimanuk. ✓ <i>Brand image</i> memediasi pengaruh positif <i>word of mouth</i> terhadap niat beli konsumen di R.M Ayam Betutu Khas Gilimanuk.

No.	Peneliti	Judul	Hasil
29.	Umamy <i>et al.</i> (2016)	Pengaruh <i>Electronic Word of Mouth</i> terhadap <i>Brand Image</i> serta Dampaknya pada Minat Beli	<ul style="list-style-type: none"> ✓ <i>Electronic Word of Mouth</i> memiliki pengaruh signifikan terhadap <i>Brand Image</i> ✓ <i>Electronic Word of Mouth</i> berpengaruh signifikan terhadap Minat Beli ✓ <i>Brand Image</i> berpengaruh signifikan terhadap Minat Beli.
30.	Pertiwi & Sukawati (2017)	<i>Brand Image</i> Memediasi Wom Terhadap Niat Menggunakan Wedding Service Di Cahya Dewi Beauty Salon Denpasar	<ul style="list-style-type: none"> ✓ Wom dan <i>brand image</i> secara signifikan berpengaruh positif pada niat beli ✓ <i>Brand image</i> juga memediasi hubungan wom terhadap niat beli.
31.	(Nurvidiana <i>et al.</i> , 2015)	Pengaruh Word Of Mouth Terhadap Minat Beli Serta Dampaknya Pada Keputusan Pembelian Cafe Malang Jalan Mt. Haryono Gg.XI Malang	<ul style="list-style-type: none"> ✓ <i>Word Of Mouth</i> berpengaruh terhadap minat beli. ✓ Word of mouth berpengaruh terhadap Keputusan Pembelian, ✓ Minat Beli memiliki pengaruh terhadap Keputusan Pembelian
32.	Mahendrayasa <i>et al.</i> (2014)	Pengaruh <i>Word of Mouth</i> Terhadap Minat Beli Serta Dampaknya Pada Keputusan Pembelian	<ul style="list-style-type: none"> ✓ <i>Word of mouth</i> berpengaruh signifikan terhadap minat beli ✓ Word of mouth berpengaruh signifikan terhadap keputusan pembelian ✓ Minat beli berpengaruh signifikan terhadap keputusan pembelian.
33.	Gunawan <i>et al.</i> (2016)	<i>The Influence of Electronic Word Of Mouth Toward Brand Image and Purchase Intention of 13th Shoes</i>	<ul style="list-style-type: none"> ✓ Keterlibatan dan eWOM secara parsial dan simultan mempengaruhi perilaku berpindah merek melalui brand image. ✓ Involvement, eWOM, dan juga Brand Image harus menjadi variabel penting yang harus diperhatikan agar konsumen tidak beralih ke merek lain.

34.	Cynthiadewi & Hatammimi(2014)	<i>The effect of involvement and electronic word of mouth (eWOM) on brand image and its impact on consumers brand switching of mamypoko</i>	<ul style="list-style-type: none"> ✓ <i>ewom</i> berpengaruh terhadap ✓ Minat Beli berpengaruh tidak langsung terhadap Brand Image ✓ Pengaruh <i>ewom</i> terhadap citra merek dan niat beli adalah
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Lampiran 2. Definisi Operasional Variabel

Tabel 2. Definisi Operasional Variabel

Variabel	Dimensi	Indikator	Skala
Brand Image Li et al. (2011)	<i>Corporate Image</i>	1. Perusahaan mempunyai <i>image</i> yang dapat dibandingkan dengan <i>brand</i> lainnya. 2. Perusahaan selalu mengadakan kegiatan sosial tiap tahunnya	<i>Likert</i>
	<i>Product Image</i>	3. <i>Brand</i> mempunyai produk dengan desain yang menarik	<i>Likert</i>
	<i>User Image</i>	4. Konsumen menjadi lebih percaya diri setelah memakai produk dari <i>brand</i>	<i>Likert</i>
Self-Consistency Sari (2021)	<i>Core Value</i>	5. Kemampuan mengetahui nilai-nilai serta konsekuensi yang ada	<i>Likert</i>
	<i>Agreement</i>	6. Kemampuan membuat perjanjian untuk pengembangan diri secara konsisten 7. Kemampuan untuk tidak melanggar perjanjian yang sudah dibuat	<i>Likert</i>
	<i>Coordination and integration</i>	8. Kemampuan seseorang mengembangkan diri secara konsisten 9. Kemampuan untuk memperlihatkan sikap yang konsisten.	<i>Likert</i>
Self-Motivation Nasrah (2020)	Dorongan	10. Ketika memakai produk dari <i>brand</i> terlihat menarik	<i>Likert</i>

		11. <i>Brand</i> memberikan penawaran yang menarik di tiap pembelian produknya	
	Kebutuhan	12. <i>Brand</i> menyediakan produk yang dibutuhkan konsumen 13. <i>Brand</i> menyediakan layanan yang dapat memudahkan konsumen dalam pemilihan produk	<i>Likert</i>
	Tujuan Pencapaian	14. Menggunakan produk dari brand membuat konsumen mencapai tujuan terutama dalam hal <i>fashion</i> 15. Brand memberikan diferensiasi ketika menggunakan produknya	<i>Likert</i>
Word of Mouth Babin <i>et al.</i> (2005)	Menceritakan	16. Memberikan informasi bahwa brand menawarkan banyak pilihan khususnya untuk produk pakaian 17. Memberikan informasi bahwa terdapat banyak potongan harga	<i>Likert</i>
	Merekomendasikan	18. Merekomendasikan brand, ketika ingin membeli sebuah produk khususnya pakaian.	<i>Likert</i>
	Mengajak	19. Mengajak untuk ikut berbelanja produk yang dijual brand di offline store terdekat.	<i>Likert</i>
Purchase Intention (Ferdinand, 2014)	Minat Transaksional	20. Konsumen memiliki keinginan untuk melakukan pembelian terhadap produk yang ditawarkan <i>brand</i> 21. Konsumen memiliki keinginana untuk melakukan	<i>Likert</i>

Tabel 2. Definisi Operasional Variabel (Lanjutan)

		pembelian setiap <i>brand</i> mengeluarkan produk terbaru	
	Minat Referensial	22. Konsumen memiliki keinginan untuk merekomendasikan brand kepada kerabat terdekat seperti keluarga, saudara, dan teman	<i>Likert</i>
	Minat Preferensial	23. Konsumen memiliki keinginan yang kuat untuk membeli dan menjadikan <i>brand</i> sebagai pilihan utama ketika ingin mencari produk yang sedang dibutuhkan.	<i>Likert</i>
	Minat Eksploratif	24. Konsumen memiliki rasa ingin tahu untuk mencari informasi mengenai brand yang sedang diminati 25. Konsumen memiliki rasa ingin tahu untuk mencari informasi mengenai produk dari brand yang sedang diinginkan.	<i>Likert</i>

Lampiran 3. Kuesioner Penelitian

Saudara/i Yth.
Dengan Hormat,

Penelitian ini ditujukan untuk mengetahui pengaruh dari *Brand Image*, *Perceived Quality*, *Self- Consistency*, terhadap *Purchase Intention* dengan moderasi *Self-Motivation* dan *Brand Familiarity* pada *brand* Uniqlo. Responden dari penelitian adalah Konsumen yang memiliki pengalaman membeli produk di *Uniqlo* baik menggunakan *website*, aplikasi ataupun secara *offline*.

Sehubungan dengan hal tersebut mohon berkenan bantuannya dari Saudara/i untuk meluangkan waktu sejenak untuk mengisi kuesioner yang saya sampaikan ini, dengan penilain secara objektif. Data yang diisikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian/studi ilmiah saya.

Atas perhatian dan kesediaannya untuk mengisi kuesioner ini, saya mengucapkan terima kasih yang sebanyak-banyaknya kepada para Saudara/i.

Salam,

Salsa Rahmawati Saputri

***Wajib**

Data Diri :

1. Nama/Inisial*

.....

2. Jenis Kelamin*

Tandai salah satu saja.

Laki-Laki

Perempuan

3. Usia*

Tandai salah satu saja

17 – 20 Tahun

21 – 25 Tahun

26 – 30 Tahun

> 30 Tahun

4. Pekerjaan Anda*

- Pelajar/Mahasiswa
- Wiraswasta
- Pegawai Negeri
- Karyawan Swasta

5. Rata-rata pengeluaran dalam membeli produk pakaian?*

Tandai salah satu saja.

- Kurang dari 200.000
- 200.000 – 500.000
- 500.000 – 1.000.000
- Lebih dari 1.000.000

6. Apakah anda mengetahui brand Uniqlo?*

- Ya
- Tidak

Petunjuk Pengisian Bagian Berikutnya:

- 1. STS : Sangat Tidak Setuju
- 2. TS : Tidak Setuju
- 3. S : Setuju
- 4. SS : Sangat Setuju

No.	Pernyataan	Jawaban Responden			
		STS	TS	S	SS
<i>Brand Image</i>					
1.	Menurut saya, PT. Fast Retailing merupakan perusahaan retail pakaian yang memiliki citra yang baik				
2.	Menurut saya, PT. Fast Retailing selalu mengadakan kegiatan sosial setiap tahunnya				
3.	Menurut saya, Uniqlo memiliki desain yang simple namun tetap mengikuti perkembangan zaman.				
4.	Menggunakan produk Uniqlo membuat saya tampil lebih percaya diri.				

<i>Self-consistency</i>				
5.	Menurut saya Uniqlo konsisten menggunakan bahan yang memiliki kualitas baik			
6.	Saya berjanji akan membeli produk pakaian Uniqlo.			
7.	Saya akan terus menggunakan merek Uniqlo dan tidak akan berubah.			
8.	Saya berkomitmen, Uniqlo akan menjadi pilihan pertama dalam memilih merek pakaian.			
9.	Saya akan secara konsisten menggunakan merek Uniqlo.			
<i>Self-motivation</i>				
10.	Saya akan terlihat lebih menarik ketika menggunakan produk pakaian Uniqlo			
11.	Menurut saya, Uniqlo selalu memberikan potongan harga			
12.	Uniqlo menyediakan semua yang saya butuhkan mulai dari pakaian hingga aksesoris lainnya seperti tas, dan sepatu			
13.	Uniqlo merekomendasikan produk pakaian terbarunya kepada saya			
14.	Menurut saya, Uniqlo membuat penampian lebih <i>fashionable</i>			
15.	Menurut saya, model pakaian di Uniqlo memiliki keunikan tersendiri dibandingkan dengan model pakaian merek lain			
<i>Word of Mouth</i>				
16.	Seseorang berbicara kepada saya bahwa Uniqlo memiliki banyak pilihan model pakaian			
17.	Seseorang berbicara kepada saya bahwa di Uniqlo terdapat banyak potongan harga			
18.	Orang terdekat saya merekomendasikan Uniqlo sebagai pilihan utama ketika ingin membeli pakaian			
19.	Orang tua saya mengajak saya untuk membeli pakaian di Uniqlo yang terdekat dari rumah			
<i>Purchase Intention</i>				
20.	Saya akan membeli pakaian yang dijual Uniqlo			
21.	Saya akan membeli apabila uniqlo mengeluarkan produk terbarunya			
22.	Saya merekomendasikan merek Uniqlo kepada keluarga, saudara, dan teman			
23.	Uniqlo menjadi merek pilihan pertama ketika Saya berniat untuk membeli produk pakaian			
24.	Saya mencari informasi tentang produk-produk yang ditawarkan oleh merek Uniqlo			
25.	Saya mencari informasi tentang promo-promo yang sedang ditawarkan oleh Uniqlo			

B. Demografi Responden

Jenis Kelamin	Jumlah	Persen (%)
Laki-Laki	68	27,2%
Perempuan	182	72,8%
Total	250	100%

Sumber: Data primer yang diolah oleh peneliti

Data berdasarkan jenis kelamin pada penelitian ini terdapat laki-laki sebanyak 68 orang atau 27,2%, sedangkan untuk perempuan sebanyak 182 orang atau 72,8%.

Usia	Jumlah	Persen (%)
17-20 tahun	68	27,2%
21-25 tahun	153	61,2%
26-30 tahun	16	6,4%
Lebih dari 30 tahun	13	5,2%
Total	250	100%

Sumber: Data primer yang diolah oleh peneliti

Data berdasarkan usia pada penelitian ini yaitu 17-20 tahun sebanyak 67 orang atau 26,8%, 21-25 tahun sebanyak 153 orang atau 61,2%, 26-30 tahun sebanyak 17 orang atau 6,8% dan usia lebih dari 30 tahun sebanyak 13 orang atau 5,2%.

Pekerjaan	Jumlah	Persen (%)
Pelajar/Mahasiswa	191	76,4%
Wiraswasta	18	7,2%
Pegawai Negeri	6	2,4%
Karyawan Swasta	35	14%
Total	250	100%

Sumber: Data primer yang diolah oleh peneliti

Data pada penelitian ini menunjukkan pekerjaan para responden yaitu pelajar/mahasiswa sebanyak 191 orang atau 76,4%, wiraswasta 19 orang atau 7,6%, Pegawai negeri sebanyak 5 orang atau 2%, dan karyawan swasta sebanyak 35 orang atau 14%.

Rata-Rata Pengeluaran dalam membeli Pakaian	Jumlah	Persen (%)
Kurang dari Rp. 200.000	42	16,8%
Rp. 200.000-Rp. 500.000	119	47,6%
Rp. 500.000-Rp. 1.000.000	56	22,4%
Lebih dari Rp. 1.000.000	33	13,2%
Total	250	100%

Sumber: Data primer yang diolah oleh peneliti

Berdasarkan data pada penelitian ini rata-rata pengeluaran dalam membeli produk pakaian yaitu kurang dari Rp. 200.000 sebanyak 42 orang atau 16,8%, Rp. 200.000-Rp. 500.000 sebanyak 120 orang atau 48%, Rp. 500.000-Rp.1.000.000 sebanyak 55 orang atau 22%, dan lebih dari Rp. 1.000.000 sebanyak 33 orang atau 13,2%

Lampiran 5. Hasil Analisa Statistik

A. Output uji validitas dan uji reabilitas dengan SPSS 25

Factor Analysis

Uji Validitas *Brand Image*

Notes		
Output Created		11-FEB-2023 22:47:02
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.

Syntax	<p>FACTOR /VARIABLES BI1 BI2 BI4 BI5 /MISSING LISTWISE /ANALYSIS BI1 BI2 BI4 BI5 /PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /ROTATION NOROTATE /METHOD=CORRELATI ON.</p>	
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,06
	Maximum Memory Required	2872 (2,805K) bytes

Correlation Matrix^a

		BI1	BI2	BI4	BI5
Correlation	BI1	1.000	.369	.275	.353
	BI2	.369	1.000	.118	.313
	BI4	.275	.118	1.000	.309
	BI5	.353	.313	.309	1.000
Sig. (1-tailed)	BI1		.007	.037	.010
	BI2	.007		.226	.020
	BI4	.037	.226		.022
	BI5	.010	.020	.022	

a. Determinant = ,630

Inverse of Correlation Matrix

	BI1	BI2	BI4	BI5
BI1	1.294	-.366	-.229	-.272

BI2	-.366	1.213	.039	-.263
BI4	-.229	.039	1.146	-.285
BI5	-.272	-.263	-.285	1.266

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.670
Bartlett's Test of Sphericity	Approx. Chi-Square	18.389
	df	6
	Sig.	.005

Anti-image Matrices

		BI1	BI2	BI4	BI5
Anti-image Covariance	BI1	.773	-.233	-.155	-.166
	BI2	-.233	.825	.028	-.171
	BI4	-.155	.028	.872	-.196
	BI5	-.166	-.171	-.196	.790
Anti-image Correlation	BI1	.670 ^a	-.292	-.188	-.212
	BI2	-.292	.654 ^a	.033	-.212
	BI4	-.188	.033	.667 ^a	-.236
	BI5	-.212	-.212	-.236	.685 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BI1	1.000	.567
BI2	1.000	.430
BI4	1.000	.338
BI5	1.000	.546

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings	
		% of Variance	Cumulative %	Total	% of Variance
1	1.881	47.024	47.024	1.881	47.024

2	.892	22.293	69.317		
3	.642	16.059	85.376		
4	.585	14.624	100.000		

Total Variance Explained

Extraction Sums of Squared Loadings

Component	Cumulative %
1	47.024
2	
3	
4	

Extraction Method: Principal Component Analysis.

Component Matrix^a

Component

1

BI1	.753
BI2	.656
BI4	.582
BI5	.739

Extraction Method:
Principal Component
Analysis.^a

a. 1 components
extracted.

Reproduced Correlations

		BI1	BI2	BI4	BI5
Reproduced Correlation	BI1	.567 ^a	.494	.438	.556
	BI2	.494	.430 ^a	.382	.485
	BI4	.438	.382	.338 ^a	.430
	BI5	.556	.485	.430	.546 ^a
Residual ^b	BI1		-.125	-.163	-.203
	BI2	-.125		-.264	-.171
	BI4	-.163	-.264		-.121
	BI5	-.203	-.171	-.121	

Extraction Method: Principal Component Analysis.

- a. Reproduced communalities
 - b. Residuals are computed between observed and reproduced correlations.
- There are 6 (100,0%) nonredundant residuals with absolute values greater than 0.05.

Uji Reliabilitas *Brand Image*

Notes		
Output Created		11-FEB-2023 22:48:37
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=BI1 BI2 BI4 BI5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	43	100.0
	Excluded ^a	0	.0
	Total	43	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.618	4

Factor Analysis

Uji Validitas *Self-consistency*

Notes		
Output Created		11-FEB-2023 22:50:10
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.

Syntax	<pre> FACTOR /VARIABLES SC1 SC3 SC4 SC5 SC6 /MISSING LISTWISE /ANALYSIS SC1 SC3 SC4 SC5 SC6 /PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /ROTATION NOROTATE /METHOD=CORRELATI ON. </pre>	
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,02
	Maximum Memory Required	4100 (4,004K) bytes

Correlation Matrix^a

		SC1	SC3	SC4	SC5	SC6
Correlation	SC1	1.000	.155	.283	.158	.084
	SC3	.155	1.000	.742	.805	.842
	SC4	.283	.742	1.000	.725	.634
	SC5	.158	.805	.725	1.000	.883
	SC6	.084	.842	.634	.883	1.000
	Sig. (1-tailed)	SC1		.161	.033	.156
SC3		.161		.000	.000	.000
SC4		.033	.000		.000	.000
SC5		.156	.000	.000		.000
SC6		.295	.000	.000	.000	

a. Determinant = ,020

Inverse of Correlation Matrix

	SC1	SC3	SC4	SC5	SC6
SC1	1.108	-.017	-.384	-.127	.277
SC3	-.017	4.590	-1.569	-.083	-2.797
SC4	-.384	-1.569	2.783	-1.509	.923
SC5	-.127	-.083	-1.509	5.758	-4.049
SC6	.277	-2.797	.923	-4.049	6.324

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.763
Bartlett's Test of Sphericity	Approx. Chi-Square	153.595
	df	10
	Sig.	.000

Anti-image Matrices

		SC1	SC3	SC4	SC5	SC6
Anti-image Covariance	SC1	.902	-.003	-.125	-.020	.040
	SC3	-.003	.218	-.123	-.003	-.096
	SC4	-.125	-.123	.359	-.094	.052
	SC5	-.020	-.003	-.094	.174	-.111
	SC6	.040	-.096	.052	-.111	.158
Anti-image Correlation	SC1	.689 ^a	-.007	-.219	-.050	.105
	SC3	-.007	.807 ^a	-.439	-.016	-.519
	SC4	-.219	-.439	.783 ^a	-.377	.220
	SC5	-.050	-.016	-.377	.769 ^a	-.671
	SC6	.105	-.519	.220	-.671	.709 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
SC1	1.000	.066
SC3	1.000	.861
SC4	1.000	.728
SC5	1.000	.875
SC6	1.000	.839

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings	
		% of Variance	Cumulative %	Total	% of Variance
1	3.369	67.372	67.372	3.369	67.372
2	.992	19.846	87.218		
3	.356	7.125	94.343		
4	.194	3.889	98.231		
5	.088	1.769	100.000		

Total Variance Explained

Component	Extraction Sums of Squared Loadings	Cumulative %
1		67.372
2		
3		
4		
5		

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
SC1	.257
SC3	.928
SC4	.853
SC5	.935
SC6	.916

Extraction Method:
Principal Component Analysis.^a

a. 1 components extracted.

Reproduced Correlations

		SC1	SC3	SC4	SC5	SC6
Reproduced Correlation	SC1	.066 ^a	.239	.220	.241	.236
	SC3	.239	.861 ^a	.791	.868	.850
	SC4	.220	.791	.728 ^a	.798	.782
	SC5	.241	.868	.798	.875 ^a	.857
	SC6	.236	.850	.782	.857	.839 ^a
	Residual ^b	SC1		-.084	.063	-.083
	SC3	-.084		-.049	-.063	-.008
	SC4	.063	-.049		-.073	-.147
	SC5	-.083	-.063	-.073		.027
	SC6	-.151	-.008	-.147	.027	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 7 (70,0%) nonredundant residuals with absolute values greater than 0.05.

Uji Reliabilitas *Self-consistency*

Notes

Output Created	11-FEB-2023 22:51:23	
Comments		
Input	Active Dataset	DataSet0
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax	RELIABILITY /VARIABLES=SC1 SC3 SC4 SC5 SC6 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.	
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	43	100.0
	Excluded ^a	0	.0
	Total	43	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.868	5

Uji Validitas *Self Motivation*

Notes

Output Created	11-FEB-2023 22:52:02	
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.

Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax	<p>FACTOR</p> <p>/VARIABLES SM1 SM2 SM3 SM4 SM5 SM6</p> <p>/MISSING LISTWISE</p> <p>/ANALYSIS SM1 SM2 SM3 SM4 SM5 SM6</p> <p>/PRINT INITIAL</p> <p>CORRELATION SIG</p> <p>DET KMO INV REPR</p> <p>AIC EXTRACTION</p> <p>/CRITERIA</p> <p>MINEIGEN(1)</p> <p>ITERATE(25)</p> <p>/EXTRACTION PC</p> <p>/ROTATION</p> <p>NOROTATE</p> <p>/METHOD=CORRELATION.</p>
Resources	<p>Processor Time 00:00:00,02</p> <p>Elapsed Time 00:00:00,09</p> <p>Maximum Memory Required 5544 (5,414K) bytes</p>

Correlation Matrix^a

		SM1	SM2	SM3	SM4	SM5	SM6
Correlation	SM1	1.000	.436	.412	.482	.574	.461
	SM2	.436	1.000	.428	.483	.344	.429
	SM3	.412	.428	1.000	.358	.663	.447
	SM4	.482	.483	.358	1.000	.443	.533
	SM5	.574	.344	.663	.443	1.000	.491
	SM6	.461	.429	.447	.533	.491	1.000
Sig. (1-tailed)	SM1		.002	.003	.001	.000	.001
	SM2	.002		.002	.001	.012	.002
	SM3	.003	.002		.009	.000	.001
	SM4	.001	.001	.009		.001	.000

SM5	.000	.012	.000	.001		.000
SM6	.001	.002	.001	.000	.000	

a. Determinant = ,106

Inverse of Correlation Matrix

	SM1	SM2	SM3	SM4	SM5	SM6
SM1	1.755	-.328	.092	-.295	-.729	-.194
SM2	-.328	1.542	-.437	-.426	.236	-.204
SM3	.092	-.437	1.975	.085	-1.140	-.224
SM4	-.295	-.426	.085	1.694	-.244	-.503
SM5	-.729	.236	-1.140	-.244	2.334	-.271
SM6	-.194	-.204	-.224	-.503	-.271	1.679

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.807
Bartlett's Test of Sphericity	Approx. Chi-Square	87.875
	df	15
	Sig.	.000

Anti-image Matrices

	SM1	SM2	SM3	SM4	SM5	SM6	
Anti-image Covariance	SM1	.570	-.121	.027	-.099	-.178	-.066
	SM2	-.121	.648	-.144	-.163	.066	-.079
	SM3	.027	-.144	.506	.025	-.247	-.068
	SM4	-.099	-.163	.025	.590	-.062	-.177
	SM5	-.178	.066	-.247	-.062	.428	-.069
	SM6	-.066	-.079	-.068	-.177	-.069	.596
Anti-image Correlation	SM1	.841 ^a	-.199	.050	-.171	-.360	-.113
	SM2	-.199	.817 ^a	-.251	-.264	.124	-.127
	SM3	.050	-.251	.755 ^a	.046	-.531	-.123
	SM4	-.171	-.264	.046	.840 ^a	-.123	-.298
	SM5	-.360	.124	-.531	-.123	.742 ^a	-.137
	SM6	-.113	-.127	-.123	-.298	-.137	.881 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
SM1	1.000	.571
SM2	1.000	.470
SM3	1.000	.551
SM4	1.000	.540
SM5	1.000	.634
SM6	1.000	.567

Extraction Method: Principal Component Analysis.

Component	Total Variance Explained			Extraction Sums of Squared Loadings	
	Total	Initial Eigenvalues		Total	% of Variance
		% of Variance	Cumulative %		
1	3.334	55.562	55.562	3.334	55.562
2	.794	13.231	68.793		
3	.608	10.140	78.933		
4	.554	9.238	88.171		
5	.439	7.317	95.488		
6	.271	4.512	100.000		

Component	Total Variance Explained	
	Extraction Sums of Squared Loadings	Cumulative %
1	55.562	
2		
3		
4		
5		
6		

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
SM1	.756

SM2	.686
SM3	.742
SM4	.735
SM5	.796
SM6	.753

Extraction Method:
Principal Component
Analysis.^a

a. 1 components
extracted.

Reproduced Correlations

		SM1	SM2	SM3	SM4	SM5
Reproduced Correlation	SM1	.571 ^a	.518	.561	.556	.602
	SM2	.518	.470 ^a	.509	.504	.546
	SM3	.561	.509	.551 ^a	.546	.591
	SM4	.556	.504	.546	.540 ^a	.585
	SM5	.602	.546	.591	.585	.634 ^a
	SM6	.569	.516	.559	.554	.600
Residual ^b	SM1		-.082	-.149	-.073	-.028
	SM2	-.082		-.081	-.021	-.201
	SM3	-.149	-.081		-.188	.072
	SM4	-.073	-.021	-.188		-.142
	SM5	-.028	-.201	.072	-.142	
	SM6	-.108	-.087	-.112	-.020	-.109

Reproduced Correlations

		SM6
Reproduced Correlation	SM1	.569
	SM2	.516
	SM3	.559
	SM4	.554
	SM5	.600
	SM6	.567 ^a
Residual ^b	SM1	-.108
	SM2	-.087
	SM3	-.112
	SM4	-.020
	SM5	-.109

SM6

Extraction Method: Principal Component Analysis.

- a. Reproduced communalities
- b. Residuals are computed between observed and reproduced correlations. There are 12 (80,0%) nonredundant residuals with absolute values greater than 0.05.

Uji Reliabilitas *Self Motivation*

Notes

Output Created	11-FEB-2023 22:53:37	
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax	RELIABILITY /VARIABLES=SM1 SM2 SM3 SM4 SM5 SM6 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.	
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	43	100.0
	Excluded ^a	0	.0
	Total	43	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.837	6

Uji Validitas *Word of Mouth*

Notes		
Output Created		11-FEB-2023 22:54:57
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.

Syntax	<pre> FACTOR /VARIABLES WOM2 WOM3 WOM4 WOM5 /MISSING LISTWISE /ANALYSIS WOM2 WOM3 WOM4 WOM5 /PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /ROTATION NOROTATE /METHOD=CORRELATI ON. </pre>	
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,05
	Maximum Memory Required	2872 (2,805K) bytes

Correlation Matrix^a

	WOM2	WOM3	WOM4	WOM5	
Correlation	WOM2	1.000	.425	.382	.153
	WOM3	.425	1.000	.542	.454
	WOM4	.382	.542	1.000	.576
	WOM5	.153	.454	.576	1.000
Sig. (1-tailed)	WOM2		.002	.006	.164
	WOM3	.002		.000	.001
	WOM4	.006	.000		.000
	WOM5	.164	.001	.000	

a. Determinant = ,347

Inverse of Correlation Matrix

	WOM2	WOM3	WOM4	WOM5
WOM2	1.303	-.449	-.384	.226
WOM3	-.449	1.633	-.488	-.392
WOM4	-.384	-.488	1.870	-.797
WOM5	.226	-.392	-.797	1.603

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.691
Bartlett's Test of Sphericity	Approx. Chi-Square	42.169
	df	6
	Sig.	.000

Anti-image Matrices

		WOM2	WOM3	WOM4	WOM5
Anti-image Covariance	WOM2	.768	-.211	-.158	.108
	WOM3	-.211	.612	-.160	-.150
	WOM4	-.158	-.160	.535	-.266
	WOM5	.108	-.150	-.266	.624
Anti-image Correlation	WOM2	.661 ^a	-.308	-.246	.156
	WOM3	-.308	.746 ^a	-.279	-.242
	WOM4	-.246	-.279	.687 ^a	-.460
	WOM5	.156	-.242	-.460	.655 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
WOM2	1.000	.367
WOM3	1.000	.663
WOM4	1.000	.720
WOM5	1.000	.542

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	2.292	57.291	57.291	2.292	57.291
2	.867	21.680	78.971		
3	.469	11.716	90.688		
4	.372	9.312	100.000		

Total Variance Explained

Component	Extraction Sums of Squared Loadings	
	Total	Cumulative %
1	2.292	57.291
2	.867	
3	.469	
4	.372	

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
WOM2	.606
WOM3	.814
WOM4	.849
WOM5	.736

Extraction Method:
Principal Component
Analysis.^a

a. 1 components
extracted.

Reproduced Correlations

	WOM2	WOM3	WOM4	WOM5	
Reproduced Correlation	WOM2	.367 ^a	.493	.514	.446
	WOM3	.493	.663 ^a	.691	.599
	WOM4	.514	.691	.720 ^a	.625
	WOM5	.446	.599	.625	.542 ^a

Residual ^b	WOM2		-0.068	-0.133	-0.293
	WOM3	-0.068		-0.149	-0.145
	WOM4	-0.133	-0.149		-0.049
	WOM5	-0.293	-0.145	-0.049	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 5 (83,0%) nonredundant residuals with absolute values greater than 0.05.

Uji Reliabilitas *Word of Mouth*

Notes

Output Created	11-FEB-2023 22:57:42	
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax	RELIABILITY /VARIABLES=WOM2 WOM3 WOM4 WOM5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.	
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	43	100.0
	Excluded ^a	0	.0
	Total	43	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.737	4

Uji Validitas *Purchase Intention*

		Notes
Output Created		11-FEB-2023 22:58:18
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.

Syntax	<p>FACTOR /VARIABLES PI1 PI2 PI3 PI4 PI5 PI6 /MISSING LISTWISE /ANALYSIS PI1 PI2 PI3 PI4 PI5 PI6 /PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /ROTATION NOROTATE /METHOD=CORRELATI ON.</p>	
Resources	Processor Time	00:00:00,05
	Elapsed Time	00:00:00,08
	Maximum Memory Required	5544 (5,414K) bytes

Correlation Matrix^a

	PI1	PI2	PI3	PI4	PI5	PI6	
Correlation	PI1	1.000	.514	.656	.492	.436	.500
	PI2	.514	1.000	.606	.667	.587	.354
	PI3	.656	.606	1.000	.429	.427	.434
	PI4	.492	.667	.429	1.000	.655	.347
	PI5	.436	.587	.427	.655	1.000	.348
	PI6	.500	.354	.434	.347	.348	1.000
Sig. (1-tailed)	PI1		.000	.000	.000	.002	.000
	PI2	.000		.000	.000	.000	.010
	PI3	.000	.000		.002	.002	.002
	PI4	.000	.000	.002		.000	.011
	PI5	.002	.000	.002	.000		.011
	PI6	.000	.010	.002	.011	.011	

a. Determinant = ,068

Inverse of Correlation Matrix

	PI1	PI2	PI3	PI4	PI5	PI6
PI1	2.100	-.030	-.959	-.394	-.070	-.462
PI2	-.030	2.418	-.860	-.963	-.413	.009
PI3	-.959	-.860	2.175	.245	-.091	-.213
PI4	-.394	-.963	.245	2.320	-.860	-.074
PI5	-.070	-.413	-.091	-.860	1.928	-.152
PI6	-.462	.009	-.213	-.074	-.152	1.399

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.820
Bartlett's Test of Sphericity	Approx. Chi-Square	105.539
	df	15
	Sig.	.000

Anti-image Matrices

		PI1	PI2	PI3	PI4	PI5	PI6
Anti-image Covariance	PI1	.476	-.006	-.210	-.081	-.017	-.157
	PI2	-.006	.413	-.163	-.172	-.089	.003
	PI3	-.210	-.163	.460	.049	-.022	-.070
	PI4	-.081	-.172	.049	.431	-.192	-.023
	PI5	-.017	-.089	-.022	-.192	.519	-.056
	PI6	-.157	.003	-.070	-.023	-.056	.715
Anti-image Correlation	PI1	.817 ^a	-.013	-.449	-.179	-.035	-.270
	PI2	-.013	.819 ^a	-.375	-.407	-.191	.005
	PI3	-.449	-.375	.785 ^a	.109	-.044	-.122
	PI4	-.179	-.407	.109	.791 ^a	-.407	-.041
	PI5	-.035	-.191	-.044	-.407	.856 ^a	-.092
	PI6	-.270	.005	-.122	-.041	-.092	.892 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
PI1	1.000	.618
PI2	1.000	.685
PI3	1.000	.607
PI4	1.000	.629
PI5	1.000	.575
PI6	1.000	.390

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings	
		% of Variance	Cumulative %	Total	% of Variance
1	3.504	58.405	58.405	3.504	58.405
2	.871	14.512	72.916		
3	.614	10.232	83.148		
4	.396	6.594	89.742		
5	.367	6.119	95.861		
6	.248	4.139	100.000		

Total Variance Explained

Component	Extraction Sums of Squared Loadings	
	Total	Cumulative %
1	3.504	58.405
2	.871	72.916
3	.614	83.148
4	.396	89.742
5	.367	95.861
6	.248	100.000

Extraction Method: Principal Component Analysis.

Component Matrix^a

Component
1

PI1	.786
PI2	.827
PI3	.779
PI4	.793
PI5	.758
PI6	.625

Extraction Method:
Principal Component
Analysis.^a

a. 1 components
extracted.

Reproduced Correlations

		PI1	PI2	PI3	PI4	PI5
Reproduced Correlation	PI1	.618 ^a	.651	.613	.624	.596
	PI2	.651	.685 ^a	.645	.656	.627
	PI3	.613	.645	.607 ^a	.618	.591
	PI4	.624	.656	.618	.629 ^a	.601
	PI5	.596	.627	.591	.601	.575 ^a
	PI6	.491	.517	.487	.496	.474
Residual ^b	PI1		-.137	.043	-.132	-.160
	PI2	-.137		-.039	.011	-.040
	PI3	.043	-.039		-.189	-.164
	PI4	-.132	.011	-.189		.053
	PI5	-.160	-.040	-.164	.053	
	PI6	.009	-.162	-.053	-.148	-.125

Reproduced Correlations

		PI6
Reproduced Correlation	PI1	.491
	PI2	.517
	PI3	.487
	PI4	.496
	PI5	.474
	PI6	.390 ^a
Residual ^b	PI1	.009
	PI2	-.162
	PI3	-.053
	PI4	-.148

PI5	-.125
PI6	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 10 (66,0%) nonredundant residuals with absolute values greater than 0.05.

Uji Reliabilitas *Purchase Intention*

		Notes
Output Created		11-FEB-2023 23:00:13
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=PI1 PI2 PI3 PI4 PI5 PI6 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	43	100.0
	Excluded ^a	0	.0

Total	43	100.0
-------	----	-------

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

a

Reliability Statistics

Cronbach's Alpha	N of Items
.856	6

B. Output Path Analysis

```

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA COLLIN TOL
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT SC
/METHOD=ENTER BI
/SCATTERPLOT=(*ZPRED ,*SRESID)
/RESIDUALS DURBIN HISTOGRAM(ZRESID)
/CASEWISE PLOT(ZRESID) OUTLIERS(3).
    
```

Analisis Jalur *Brand Image Terhadap Purchase Intention*

Notes		
Output Created		31-MAY-2023 18:26:21
Comments		
Input	Data	C:\Users\hp\OneDrive\Desktop\BISMILLAH\RAHMA.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT SC /METHOD=ENTER BI /SCATTERPLOT=(*ZPRE ED ,*SRESID) /RESIDUALS DURBIN HISTOGRAM(ZRESID) /CASEWISE PLOT(ZRESID) OUTLIERS(3).	
Resources	Processor Time	00:00:00,67
	Elapsed Time	00:00:00,62
	Memory Required	1916 bytes
	Additional Memory Required for Residual Plots	584 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	BI ^b	.	Enter

- a. Dependent Variable: SC
- b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.555 ^a	.308	.306	2.65586	1.791

a. Predictors: (Constant), BI

b. Dependent Variable: SC

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	761.336	1	761.336	107.936	.000 ^b
	Residual	1706.971	242	7.054		
	Total	2468.307	243			

a. Dependent Variable: SC

b. Predictors: (Constant), BI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.681	1.108		2.421	.016
	BI	.908	.087	.555	10.389	.000

Coefficients^a

Collinearity Statistics

Model		Tolerance	VIF
1	(Constant)		
	BI	1.000	1.000

a. Dependent Variable: SC

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	BI
1	1	1.988	1.000	.01	.01
	2	.012	12.953	.99	.99

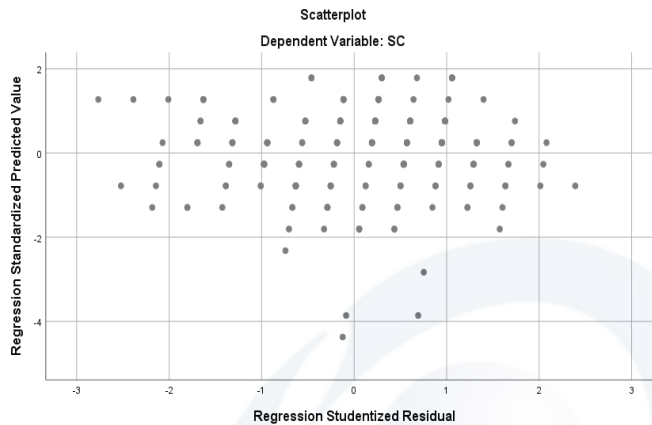
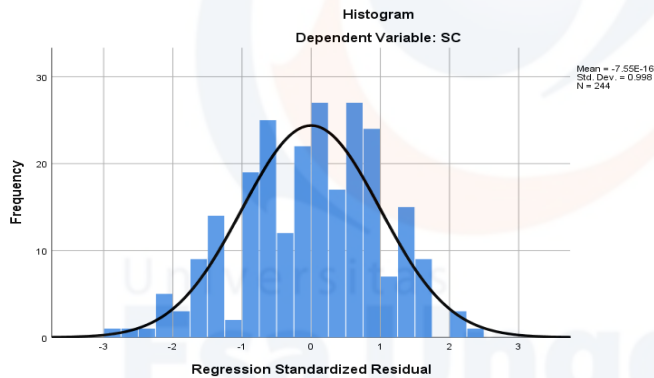
a. Dependent Variable: SC

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6.3144	17.2136	14.0533	1.77005	244
Std. Predicted Value	-4.372	1.785	.000	1.000	244
Standard Error of Predicted Value	.175	.764	.227	.078	244
Adjusted Predicted Value	6.3428	17.2348	14.0530	1.77147	244
Residual	-7.30532	6.32773	.00000	2.65039	244
Std. Residual	-2.751	2.383	.000	.998	244
Stud. Residual	-2.766	2.390	.000	1.002	244
Deleted Residual	-7.38478	6.36979	.00030	2.66959	244
Stud. Deleted Residual	-2.805	2.414	-.001	1.005	244
Mahal. Distance	.061	19.115	.996	2.020	244
Cook's Distance	.000	.042	.004	.006	244
Centered Leverage Value	.000	.079	.004	.008	244

a. Dependent Variable: SC

Charts



```

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA COLLIN TOL
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT WOM
/METHOD=ENTER BI
/SCATTERPLOT=(*ZPRED ,*SRESID)
/RESIDUALS DURBIN HISTOGRAM(ZRESID)
/CASEWISE PLOT(ZRESID) OUTLIERS(3).
    
```

Analisis Jalur *Brand Image* Terhadap *Word of Mouth*

Notes

Output Created		31-MAY-2023 18:26:40
Comments		
Input	Data	C:\Users\hp\OneDrive\Desktop\BISMILLAH\RAHMA.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	244
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT WOM /METHOD=ENTER BI /SCATTERPLOT=(*ZPRE ED ,*SRESID) /RESIDUALS DURBIN HISTOGRAM(ZRESID) /CASEWISE PLOT(ZRESID) OUTLIERS(3).	
Resources	Processor Time	00:00:00,64
	Elapsed Time	00:00:00,56
	Memory Required	1916 bytes
	Additional Memory Required for Residual Plots	584 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	BI ^b	.	Enter

- a. Dependent Variable: WOM
- b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.537 ^a	.289	.286	2.04574	1.780

- a. Predictors: (Constant), BI
- b. Dependent Variable: WOM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	411.228	1	411.228	98.261	.000 ^b
	Residual	1012.784	242	4.185		
	Total	1424.012	243			

- a. Dependent Variable: WOM
- b. Predictors: (Constant), BI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.532	.853		4.139	.000
	BI	.668	.067	.537	9.913	.000

Coefficients^a

Collinearity Statistics

Model		Tolerance	VIF
1	(Constant)		
	BI	1.000	1.000

- a. Dependent Variable: WOM

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition	Variance Proportions	
			Index	(Constant)	BI
1	1	1.988	1.000	.01	.01
	2	.012	12.953	.99	.99

- a. Dependent Variable: WOM

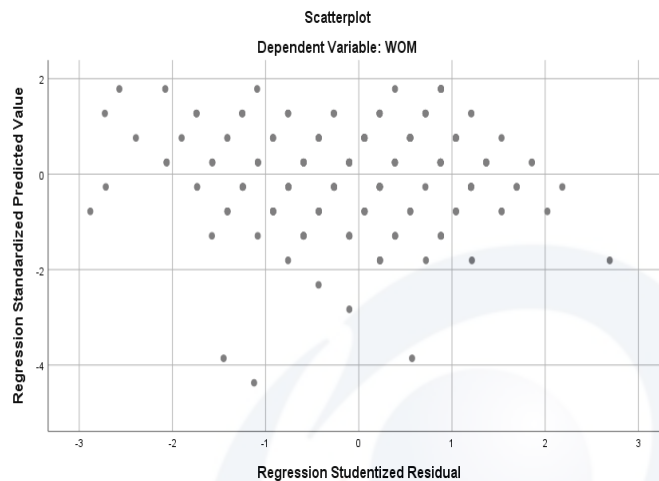
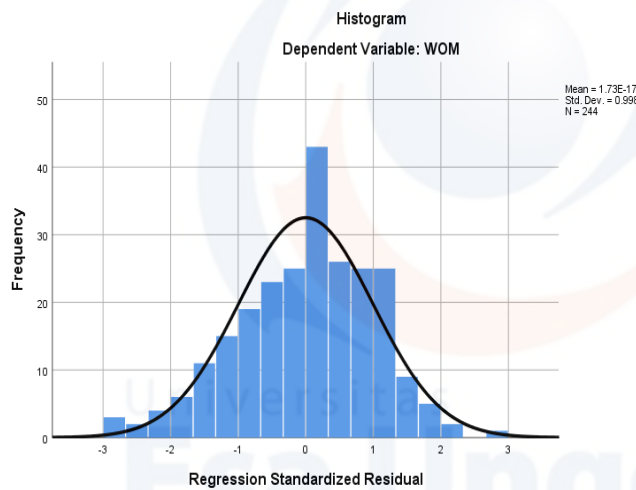
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6.2017	14.2120	11.8893	1.30088	244
Std. Predicted Value	-4.372	1.785	.000	1.000	244

Standard Error of Predicted Value	.135	.589	.175	.060	244
Adjusted Predicted Value	6.4004	14.3033	11.8907	1.29692	244
Residual	-5.87438	5.46066	.00000	2.04153	244
Std. Residual	-2.872	2.669	.000	.998	244
Stud. Residual	-2.881	2.693	.000	1.002	244
Deleted Residual	-5.91343	5.55808	-.00137	2.05894	244
Stud. Deleted Residual	-2.926	2.729	-.001	1.006	244
Mahal. Distance	.061	19.115	.996	2.020	244
Cook's Distance	.000	.074	.004	.009	244
Centered Leverage Value	.000	.079	.004	.008	244

a. Dependent Variable: WOM

Charts




```

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA COLLIN TOL
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT PI
/METHOD=ENTER BI SC WOM SC SM
/SCATTERPLOT=(*ZPRED ,*SRESID)
/RESIDUALS DURBIN HISTOGRAM(ZRESID)
/CASEWISE PLOT(ZRESID) OUTLIERS(3).
    
```

Analisis Jalur *Brand Image, Self Consistency, Word of Mouth Terhadap Purchase Intention*

Notes		
Output Created		31-MAY-2023 18:27:15
Comments		
Input	Data	C:\Users\hp\OneDrive\Desktop\BISMILLAH\RAH MA.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	244
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT PI /METHOD=ENTER BI SC WOM SC SM /SCATTERPLOT=(*ZPRE ED ,*SRESID) /RESIDUALS DURBIN HISTOGRAM(ZRESID) /CASEWISE PLOT(ZRESID) OUTLIERS(3).	
Resources	Processor Time	00:00:00,56
	Elapsed Time	00:00:00,96
	Memory Required	2804 bytes
	Additional Memory Required for Residual Plots	560 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	SCSM, BI, WOM, SC ^b	.	Enter

a. Dependent Variable: PI

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.893 ^a	.797	.793	1.55937	2.151

a. Predictors: (Constant), SCSM, BI, WOM, SC

b. Dependent Variable: PI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2277.902	4	569.476	234.195	.000 ^b
	Residual	581.159	239	2.432		
	Total	2859.061	243			

a. Dependent Variable: PI

b. Predictors: (Constant), SCSM, BI, WOM, SC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.829	.674		2.715	.007
	BI	.139	.063	.079	2.209	.028
	SC	.427	.068	.396	6.230	.000
	WOM	.648	.067	.457	9.598	.000
	SCSM	.002	.002	.050	.993	.321

Coefficients^a

Collinearity Statistics

Model		Tolerance	VIF
1	(Constant)		
	BI	.663	1.507
	SC	.210	4.761
	WOM	.375	2.667
	SCSM	.333	3.006

a. Dependent Variable: PI

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	BI	SC	WOM
1	1	4.919	1.000	.00	.00	.00	.00
	2	.046	10.297	.16	.05	.02	.00

3	.017	17.134	.17	.01	.04	.48
4	.011	21.254	.64	.92	.00	.05
5	.007	26.368	.03	.02	.94	.47

Collinearity Diagnostics^a

Variance Proportions

Model	Dimension	SCSM
1	1	.00
	2	.23
	3	.38
	4	.01
	5	.38

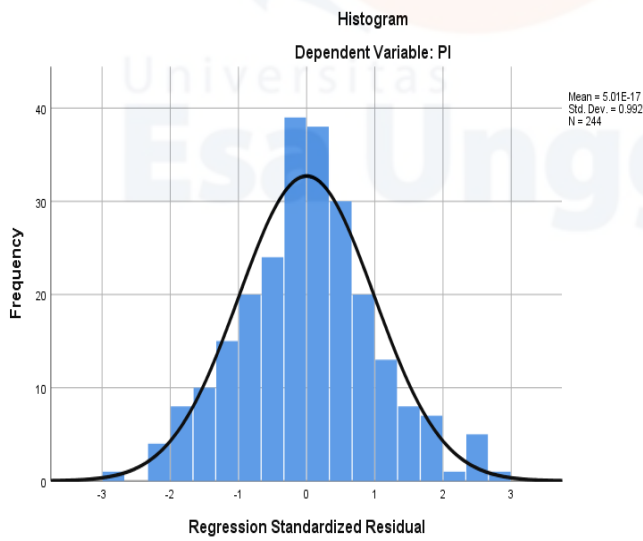
a. Dependent Variable: PI

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7.7731	23.9252	17.8730	3.06171	244
Std. Predicted Value	-3.299	1.977	.000	1.000	244
Standard Error of Predicted Value	.106	.491	.214	.064	244
Adjusted Predicted Value	7.9498	23.9232	17.8760	3.06046	244
Residual	-4.55063	4.31552	.00000	1.54648	244
Std. Residual	-2.918	2.767	.000	.992	244
Stud. Residual	-2.938	2.789	-.001	1.003	244
Deleted Residual	-4.61193	4.38274	-.00308	1.58044	244
Stud. Deleted Residual	-2.986	2.830	-.001	1.007	244
Mahal. Distance	.132	23.093	3.984	3.300	244
Cook's Distance	.000	.069	.004	.008	244
Centered Leverage Value	.001	.095	.016	.014	244

a. Dependent Variable: PI

Charts



C. Analisis Deskriptif

```
FREQUENCIES VARIABLES=BI1 BI2 BI3 BI4
/STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN
MEAN MEDIAN MODE SUM
/ORDER=ANALYSIS.
```

Frequencies

Notes		
Output Created		07-JUN-2023 14:18:34
Comments		
Input	Active Dataset	DataSet6
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	250
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=BI1 BI2 BI3 BI4 /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN MEAN MEDIAN MODE SUM /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,03

		Statistics			
		BI1	BI2	BI3	BI4
N	Valid	250	250	250	250
	Missing	0	0	0	0
Mean		3.2360	3.0480	3.4480	3.2200

Std. Error of Mean	.03740	.04630	.03841	.04333
Median	3.0000	3.0000	3.5000	3.0000
Mode	3.00	3.00	4.00	3.00
Std. Deviation	.59136	.73201	.60727	.68518
Variance	.350	.536	.369	.469
Range	3.00	3.00	3.00	3.00
Minimum	1.00	1.00	1.00	1.00
Maximum	4.00	4.00	4.00	4.00
Sum	809.00	762.00	862.00	805.00

Frequency Table

BI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	5	2.0	2.0	2.0
	TIDAK SETUJU	6	2.4	2.4	4.4
	SETUJU	164	65.6	65.6	70.0
	SANGAT SETUJU	75	30.0	30.0	100.0
	Total	250	100.0	100.0	

BI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	3	1.2	1.2	1.2
	TIDAK SETUJU	52	20.8	20.8	22.0
	SETUJU	125	50.0	50.0	72.0
	SANGAT SETUJU	70	28.0	28.0	100.0
	Total	250	100.0	100.0	

BI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	2	.8	.8	.8
	TIDAK SETUJU	9	3.6	3.6	4.4
	SETUJU	114	45.6	45.6	50.0
	SANGAT SETUJU	125	50.0	50.0	100.0
	Total	250	100.0	100.0	

		BI4			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	SANGAT TIDAK SETUJU	4	1.6	1.6	1.6
	TIDAK SETUJU	25	10.0	10.0	11.6
	SETUJU	133	53.2	53.2	64.8
	SANGAT SETUJU	88	35.2	35.2	100.0
	Total	250	100.0	100.0	

FREQUENCIES VARIABLES=BI
 /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN
 MEAN MEDIAN MODE SUM
 /ORDER=ANALYSIS.

Frequencies

Notes		
Output Created	07-JUN-2023 14:19:06	
Comments		
Input	Active Dataset	DataSet6
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	250
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax	FREQUENCIES VARIABLES=BI /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN MEAN MEDIAN MODE SUM /ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00,00

Elapsed Time	00:00:00,06
--------------	-------------

Statistics

BI

N	Valid	250
	Missing	0
Mean		12.9440
Std. Error of Mean		.12085
Median		13.0000
Mode		14.00
Std. Deviation		1.91088
Variance		3.651
Range		12.00
Minimum		4.00
Maximum		16.00
Sum		3236.00

BI

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	1	.4	.4	.4
	5.00	1	.4	.4	.8
	6.00	1	.4	.4	1.2
	8.00	1	.4	.4	1.6
	9.00	7	2.8	2.8	4.4
	10.00	11	4.4	4.4	8.8
	11.00	23	9.2	9.2	18.0
	12.00	51	20.4	20.4	38.4
	13.00	47	18.8	18.8	57.2
	14.00	57	22.8	22.8	80.0
	15.00	34	13.6	13.6	93.6
	16.00	16	6.4	6.4	100.0
	Total		250	100.0	100.0

FREQUENCIES VARIABLES=SC1 SC2 SC3 SC4 SC5
 /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN
 MEAN MEDIAN MODE SUM

/ORDER=ANALYSIS.

Frequencies

		Notes
Output Created		07-JUN-2023 14:19:51
Comments		
Input	Active Dataset	DataSet6
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	250
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=SC1 SC2 SC3 SC4 SC5 /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN MEAN MEDIAN MODE SUM /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

		Statistics				
		SC1	SC2	SC3	SC4	SC5
N	Valid	250	250	250	250	250
	Missing	0	0	0	0	0
Mean		3.3760	2.7680	2.6600	2.7000	2.6520
Std. Error of Mean		.03899	.05648	.05497	.05532	.05298
Median		3.0000	3.0000	3.0000	3.0000	3.0000
Mode		3.00	3.00	2.00	3.00	2.00
Std. Deviation		.61656	.89295	.86915	.87468	.83768

Variance	.380	.797	.755	.765	.702
Range	3.00	3.00	3.00	3.00	3.00
Minimum	1.00	1.00	1.00	1.00	1.00
Maximum	4.00	4.00	4.00	4.00	4.00
Sum	844.00	692.00	665.00	675.00	663.00

Frequency Table

SC1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	2	.8	.8	.8
	TIDAK SETUJU	12	4.8	4.8	5.6
	SETUJU	126	50.4	50.4	56.0
	SANGAT SETUJU	110	44.0	44.0	100.0
	Total	250	100.0	100.0	

SC2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	19	7.6	7.6	7.6
	TIDAK SETUJU	78	31.2	31.2	38.8
	SETUJU	95	38.0	38.0	76.8
	SANGAT SETUJU	58	23.2	23.2	100.0
	Total	250	100.0	100.0	

SC3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	19	7.6	7.6	7.6
	TIDAK SETUJU	94	37.6	37.6	45.2
	SETUJU	90	36.0	36.0	81.2
	SANGAT SETUJU	47	18.8	18.8	100.0
	Total	250	100.0	100.0	

SC4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	19	7.6	7.6	7.6
	TIDAK SETUJU	87	34.8	34.8	42.4
	SETUJU	94	37.6	37.6	80.0
	SANGAT SETUJU	50	20.0	20.0	100.0
	Total	250	100.0	100.0	

SC5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	16	6.4	6.4	6.4
	TIDAK SETUJU	98	39.2	39.2	45.6
	SETUJU	93	37.2	37.2	82.8
	SANGAT SETUJU	43	17.2	17.2	100.0
	Total	250	100.0	100.0	

FREQUENCIES VARIABLES=SC
 /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN
 MEAN MEDIAN MODE SUM
 /ORDER=ANALYSIS.

Frequencies

Notes

Output Created	07-JUN-2023 14:20:35	
Comments		
Input	Active Dataset	DataSet6
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	250
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.

Syntax	FREQUENCIES VARIABLES=SC /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN MEAN MEDIAN MODE SUM /ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,09

Statistics

SC

N	Valid	250
	Missing	0
Mean		14.1560
Std. Error of Mean		.20188
Median		15.0000
Mode		17.00
Std. Deviation		3.19193
Variance		10.188
Range		14.00
Minimum		6.00
Maximum		20.00
Sum		3539.00

SC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6.00	1	.4	.4	.4
	7.00	6	2.4	2.4	2.8
	8.00	5	2.0	2.0	4.8
	9.00	5	2.0	2.0	6.8
	10.00	10	4.0	4.0	10.8
	11.00	34	13.6	13.6	24.4
	12.00	33	13.2	13.2	37.6
	13.00	12	4.8	4.8	42.4
	14.00	11	4.4	4.4	46.8
	15.00	32	12.8	12.8	59.6

16.00	30	12.0	12.0	71.6
17.00	36	14.4	14.4	86.0
18.00	20	8.0	8.0	94.0
19.00	6	2.4	2.4	96.4
20.00	9	3.6	3.6	100.0
Total	250	100.0	100.0	

FREQUENCIES VARIABLES=WOM1 WOM2 WOM3 WOM4
 /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN
 MEAN MEDIAN MODE SUM
 /ORDER=ANALYSIS.

Frequencies

		Notes
Output Created		07-JUN-2023 14:20:54
Comments		
Input	Active Dataset	DataSet6
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	250
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=WOM1 WOM2 WOM3 WOM4 /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN MEAN MEDIAN MODE SUM /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

Statistics

		WOM1	WOM2	WOM3	WOM4
N	Valid	250	250	250	250
	Missing	0	0	0	0
Mean		3.1520	3.0240	2.9120	2.7440
Std. Error of Mean		.04503	.04388	.04811	.05994
Median		3.0000	3.0000	3.0000	3.0000
Mode		3.00	3.00	3.00	3.00
Std. Deviation		.71199	.69379	.76064	.94766
Variance		.507	.481	.579	.898
Range		3.00	3.00	3.00	3.00
Minimum		1.00	1.00	1.00	1.00
Maximum		4.00	4.00	4.00	4.00
Sum		788.00	756.00	728.00	686.00

Frequency Table

WOM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	5	2.0	2.0	2.0
	TIDAK SETUJU	32	12.8	12.8	14.8
	SETUJU	133	53.2	53.2	68.0
	SANGAT SETUJU	80	32.0	32.0	100.0
Total		250	100.0	100.0	

WOM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	5	2.0	2.0	2.0
	TIDAK SETUJU	42	16.8	16.8	18.8
	SETUJU	145	58.0	58.0	76.8
	SANGAT SETUJU	58	23.2	23.2	100.0
Total		250	100.0	100.0	

WOM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	7	2.8	2.8	2.8

TIDAK SETUJU	63	25.2	25.2	28.0
SETUJU	125	50.0	50.0	78.0
SANGAT SETUJU	55	22.0	22.0	100.0
Total	250	100.0	100.0	

WOM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	28	11.2	11.2	11.2
	TIDAK SETUJU	68	27.2	27.2	38.4
	SETUJU	94	37.6	37.6	76.0
	SANGAT SETUJU	60	24.0	24.0	100.0
	Total	250	100.0	100.0	

FREQUENCIES VARIABLES=WOM
 /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN
 MEAN MEDIAN MODE SUM
 /ORDER=ANALYSIS.

Frequencies

Notes

Output Created	07-JUN-2023 14:21:10	
Comments		
Input	Active Dataset	DataSet6
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	250
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.

Syntax	FREQUENCIES VARIABLES=WOM /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN MEAN MEDIAN MODE SUM /ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,08

Statistics

WOM

N	Valid	250
	Missing	0
Mean		11.8320
Std. Error of Mean		.15476
Median		12.0000
Mode		12.00
Std. Deviation		2.44698
Variance		5.988
Range		12.00
Minimum		4.00
Maximum		16.00
Sum		2958.00

WOM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	2	.8	.8	.8
	5.00	1	.4	.4	1.2
	6.00	2	.8	.8	2.0
	7.00	1	.4	.4	2.4
	8.00	18	7.2	7.2	9.6
	9.00	21	8.4	8.4	18.0
	10.00	31	12.4	12.4	30.4
	11.00	30	12.0	12.0	42.4
	12.00	43	17.2	17.2	59.6
	13.00	25	10.0	10.0	69.6

14.00	40	16.0	16.0	85.6
15.00	24	9.6	9.6	95.2
16.00	12	4.8	4.8	100.0
Total	250	100.0	100.0	

FREQUENCIES VARIABLES=SM1 SM2 SM3 SM4 SM5 SM6
 /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN
 MEAN MEDIAN MODE SUM
 /ORDER=ANALYSIS.

Frequencies

		Notes
Output Created		07-JUN-2023 14:22:40
Comments		
Input	Active Dataset	DataSet6
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	250
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=SM1 SM2 SM3 SM4 SM5 SM6 /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN MEAN MEDIAN MODE SUM /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

		Statistics					
		SM1	SM2	SM3	SM4	SM5	SM6
N	Valid	250	250	250	250	250	250

Missing	0	0	0	0	0	0
Mean	3.0200	3.0000	3.1040	2.9160	3.2560	3.1480
Std. Error of Mean	.04690	.04674	.04486	.05026	.04080	.04345
Median	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000
Mode	3.00	3.00	3.00	3.00	3.00	3.00
Std. Deviation	.74148	.73904	.70936	.79465	.64508	.68701
Variance	.550	.546	.503	.631	.416	.472
Range	3.00	3.00	3.00	3.00	3.00	3.00
Minimum	1.00	1.00	1.00	1.00	1.00	1.00
Maximum	4.00	4.00	4.00	4.00	4.00	4.00
Sum	755.00	750.00	776.00	729.00	814.00	787.00

Frequency Table

SM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	4	1.6	1.6	1.6
	TIDAK SETUJU	54	21.6	21.6	23.2
	SETUJU	125	50.0	50.0	73.2
	SANGAT SETUJU	67	26.8	26.8	100.0
Total		250	100.0	100.0	

SM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	7	2.8	2.8	2.8
	TIDAK SETUJU	47	18.8	18.8	21.6
	SETUJU	135	54.0	54.0	75.6
	SANGAT SETUJU	61	24.4	24.4	100.0
Total		250	100.0	100.0	

SM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	6	2.4	2.4	2.4
	TIDAK SETUJU	33	13.2	13.2	15.6
	SETUJU	140	56.0	56.0	71.6

SANGAT SETUJU	71	28.4	28.4	100.0
Total	250	100.0	100.0	

SM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	11	4.4	4.4	4.4
	TIDAK SETUJU	57	22.8	22.8	27.2
	SETUJU	124	49.6	49.6	76.8
	SANGAT SETUJU	58	23.2	23.2	100.0
	Total	250	100.0	100.0	

SM5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	3	1.2	1.2	1.2
	TIDAK SETUJU	19	7.6	7.6	8.8
	SETUJU	139	55.6	55.6	64.4
	SANGAT SETUJU	89	35.6	35.6	100.0
	Total	250	100.0	100.0	

SM6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	4	1.6	1.6	1.6
	TIDAK SETUJU	31	12.4	12.4	14.0
	SETUJU	139	55.6	55.6	69.6
	SANGAT SETUJU	76	30.4	30.4	100.0
	Total	250	100.0	100.0	

FREQUENCIES VARIABLES=SM
 /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN
 MEAN MEDIAN MODE SUM
 /ORDER=ANALYSIS.

Frequencies

Notes

Output Created	07-JUN-2023 14:22:53	
Comments		
Input	Active Dataset	DataSet6
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	250
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax	FREQUENCIES VARIABLES=SM /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN MEAN MEDIAN MODE SUM /ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,08

Statistics

SM

N	Valid	250
	Missing	0
Mean	18.4440	
Std. Error of Mean	.18815	
Median	19.0000	
Mode	21.00	
Std. Deviation	2.97494	
Variance	8.850	
Range	18.00	
Minimum	6.00	
Maximum	24.00	

Sum	4611.00
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		SM			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	6.00	1	.4	.4	.4
	9.00	1	.4	.4	.8
	12.00	4	1.6	1.6	2.4
	13.00	8	3.2	3.2	5.6
	14.00	10	4.0	4.0	9.6
	15.00	17	6.8	6.8	16.4
	16.00	24	9.6	9.6	26.0
	17.00	24	9.6	9.6	35.6
	18.00	34	13.6	13.6	49.2
	19.00	23	9.2	9.2	58.4
	20.00	30	12.0	12.0	70.4
	21.00	43	17.2	17.2	87.6
	22.00	17	6.8	6.8	94.4
	23.00	5	2.0	2.0	96.4
	24.00	9	3.6	3.6	100.0
	Total		250	100.0	100.0

Frequencies

Notes

Output Created	07-JUN-2023 14:38:30	
Comments		
Input	Active Dataset	DataSet6
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	250
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.

Syntax	FREQUENCIES VARIABLES=PI1 PI2 PI3 PI4 PI5 PI6 /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN MEAN MEDIAN MODE SUM /ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,08

	PI1	PI2	PI3	PI4	PI5	PI6
N	Valid	250	250	250	250	250
	Missing	0	0	0	0	0
Mean	3.0240	2.7960	3.0080	2.7560	2.9880	3.1240
Std. Error of Mean	.04532	.05235	.04390	.05438	.04759	.04520
Median	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000
Mode	3.00	3.00	3.00	3.00	3.00	3.00
Std. Deviation	.71657	.82772	.69416	.85990	.75241	.71461
Variance	.513	.685	.482	.739	.566	.511
Range	3.00	3.00	3.00	3.00	3.00	3.00
Minimum	1.00	1.00	1.00	1.00	1.00	1.00
Maximum	4.00	4.00	4.00	4.00	4.00	4.00
Sum	756.00	699.00	752.00	689.00	747.00	781.00

Frequency Table

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SANGAT TIDAK SETUJU	8	3.2	3.2	3.2
TIDAK SETUJU	37	14.8	14.8	18.0
SETUJU	146	58.4	58.4	76.4
SANGAT SETUJU	59	23.6	23.6	100.0
Total	250	100.0	100.0	

PI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	11	4.4	4.4	4.4
	TIDAK SETUJU	83	33.2	33.2	37.6
	SETUJU	102	40.8	40.8	78.4
	SANGAT SETUJU	54	21.6	21.6	100.0
	Total	250	100.0	100.0	

PI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	6	2.4	2.4	2.4
	TIDAK SETUJU	41	16.4	16.4	18.8
	SETUJU	148	59.2	59.2	78.0
	SANGAT SETUJU	55	22.0	22.0	100.0
	Total	250	100.0	100.0	

PI4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	17	6.8	6.8	6.8
	TIDAK SETUJU	79	31.6	31.6	38.4
	SETUJU	102	40.8	40.8	79.2
	SANGAT SETUJU	52	20.8	20.8	100.0
	Total	250	100.0	100.0	

PI5

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	SANGAT TIDAK SETUJU	8	3.2	3.2	3.2
	TIDAK SETUJU	48	19.2	19.2	22.4
	SETUJU	133	53.2	53.2	75.6
	SANGAT SETUJU	61	24.4	24.4	100.0
	Total	250	100.0	100.0	

PI6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	5	2.0	2.0	2.0
	TIDAK SETUJU	35	14.0	14.0	16.0
	SETUJU	134	53.6	53.6	69.6
	SANGAT SETUJU	76	30.4	30.4	100.0
	Total	250	100.0	100.0	

FREQUENCIES VARIABLES=PI
 /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN
 MEAN MEDIAN MODE SUM
 /ORDER=ANALYSIS.

Frequencies

Notes

Output Created	07-JUN-2023 14:38:43	
Comments		
Input	Active Dataset	DataSet6
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	250
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.

Syntax		FREQUENCIES VARIABLES=PI /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM SEMEAN MEAN MEDIAN MODE SUM /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

Statistics

PI

N	Valid	250
	Missing	0
Mean		17.6960
Std. Error of Mean		.22605
Median		18.0000
Mode		21.00
Std. Deviation		3.57417
Variance		12.775
Range		18.00
Minimum		6.00
Maximum		24.00
Sum		4424.00

PI

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6.00	1	.4	.4	.4
	8.00	1	.4	.4	.8
	9.00	4	1.6	1.6	2.4
	10.00	2	.8	.8	3.2
	11.00	2	.8	.8	4.0
	12.00	14	5.6	5.6	9.6
	13.00	10	4.0	4.0	13.6
	14.00	15	6.0	6.0	19.6
	15.00	19	7.6	7.6	27.2
	16.00	18	7.2	7.2	34.4

17.00	23	9.2	9.2	43.6
18.00	26	10.4	10.4	54.0
19.00	27	10.8	10.8	64.8
20.00	23	9.2	9.2	74.0
21.00	35	14.0	14.0	88.0
22.00	16	6.4	6.4	94.4
23.00	4	1.6	1.6	96.0
24.00	10	4.0	4.0	100.0
Total	250	100.0	100.0	

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