

**Lampiran 1****KUESIONER PENELITIAN**

Bersama ini saya sampaikan daftar pertanyaan kepada konsumen. Pertanyaan dalam kuesioner ini berkenaan dengan penelitian saya yang berjudul “Pengaruh *Word of Mouth* Terhadap Keputusan Pembelian Pakaian Wanita Online Dengan Media Sosial Melalui Minat Beli”. Atas kesediaan anda memberikan jawaban, sebelum dan sesudahnya saya ucapkan terimakasih.

**No. Responden**

**DATA RESPONDEN****Petunjuk :**

Isilah data responden dibawah ini kemudian pilihan jawaban dimasukkan ke dalam kotak yang tersedia.

1. Nama responden (inisial) : .....
2. Usia :
  - a. 17 – 22 tahun
  - b. 23 – 28 tahun
  - c. 29 – 34 tahun
  - d. >35 tahun
3. Pendidikan Terakhir:
  - a. SMP
  - b. SMA
  - c. S1
  - d. S2
  - e. S3
  - f. Lainnya (sebutkan) : .....
4. Pekerjaan :
  - a. Pelajar / Mahasiswa
  - b. PNS

- c. Wirausaha
  - d. Karyawan Swasta
  - e. Lainnya (sebutkan) .....
5. Pengeluaran 3 bulan terakhir untuk kecantikan dan fashion :
- a. < 500.000
  - b. Rp 500.001 – Rp 750.000
  - c. Rp 750.0001 – Rp 1.000.000
  - d. >1.000.000
6. Media sosial yang paling sering digunakan untuk membeli pakaian secara online :
- a. Facebook
  - b. Instagram
  - c. Twitter
  - d. Lainnya : .....
7. Berapa kali anda berbelanja online dengan media sosial dalam 3 bulan terakhir :
- a. 1 kali
  - b. 2 kali
  - c. 3 – 5 kali
  - d. >5
8. Pernah membeli produk lain selain pakaian secara online :
- a. Ya
  - b. Tidak
- Jika jawab “Ya” sebutkan produk yang dibeli : .....

## DAFTAR ISI

### Petunjuk :

Isilah semua pertanyaan dalam kuesioner sesuai dengan kenyataan, dengan cara memberikan tanda (√) pada kotak pilihan yang sudah tersedia.

Keterangan :

No.	Pernyataan	Skor
1.	Sangat Tidak Setuju (STS)	1
2.	Tidak Setuju (TS)	2
3.	Setuju (S)	3
4.	Sangat Setuju (SS)	4

No	Pernyataan	STS	TS	S	SS
		1	2	3	4
1.	Sering mendapat informasi olshop dari teman				
2.	Seringdibujuk teman untuk membeli				
3	Sering membaca review dari orang lain				
4.	Informasi olshop dari temanjelas				
5.	Informasi olshop dari teman meyakinkan				
6.	Informasi yang disampaikan mewakili harapan saya				
7.	Informasi olshop didapat dari orang tepercaya				
8.	Informasi menimbulkan keinginan untuk membeli				
9.	Saya ingin mencoba membeli pakaian di olshop dengan media sosial				
10.	Saya diajak teman membeli pakaian di olshop				
11.	Saya ingin membeli pakaian di olshop karena mudah				
12.	Saya akan membeli pakaian di olshop karena menarik				
13.	Saya akan berbagi pengalaman belanja online kepada orang lain				
14.	Saya akan berbagi pengalaman belanja online kepada teman				
15.	Saya akan menceritakan hal positif olshop ke orang lain				
16.	Saya akan mengajak teman untuk membeli pakaian di olshop				

No	Pernyataan	STS	TS	S	SS
		1	2	3	4
17.	Merekomendasikan olshop ke orang lain				
18.	Olshoppakaian dengan media sosial menjadi pilihan utama dalam membeli				
19.	Olshop dengan media sosial menjadi tempat pertama untuk mencari pakaian yang dibutuhkan				
20.	Olshop dengan media sosial menjadi tempat yang tepat untuk berbelanja				
21.	Saya membandingkan olshop pakaiansatu dengan lainnya sebelum membeli				
22.	Meminta pendapat teman tentang olshop yang tepat				
23.	Saya mencari informasi olshop dari obrolan orang lain				
24.	Saya membaca testimoni orang lain tentang produk yang dibelinya di olshop				
25.	Pengalaman orang lain mempengaruhi saya dalam membeli pakaian secara online				
26.	Saya terdorong untuk membeli pakaian di olshop media sosial				
27.	Saya membaca komentar orang lain sebelum membeli				
28.	Saya mencari olshop dengan respon pelayananan yang cepat				
29.	Saya meminta pendapat tentang olshop ke orang terdekat				
30.	Saya membandingkan produk pakaian dari berbagai olshopyang ada				
31.	Saya merekomendasikan olshop kepada orang lain				
32.	Saya merekomendasikan olshop kepada teman				
33.	Saya mengajak orang terdekat untuk membeli pakaian di olshop				
34.	Saya merasa puas memilih media sosial sebagai tempat berbelanja online				
35.	Saya akan terus membeli pakaian di olshop media sosial				

**-Terima Kasih-**

**Lampiran 2****Output Data Karakteristik Responden****Statistics**

		Usia	Pendidikan	Pekerjaan	Pengeluaran 3 bulan terakhir	Media sosial	Frekuensi	Pernah membeli produk lain selain pakaian secara online
N	Valid	110	110	110	110	110	110	110
	Missing	0	0	0	0	0	0	0

**Frequency Table****Usia**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 - 22 tahun	67	60.9	60.9	60.9
Valid 23 - 28 tahun	30	27.3	27.3	88.2
Valid 29 - 34 tahun	7	6.4	6.4	94.5
Valid > 35 tahun	6	5.5	5.5	100.0
Total	110	100.0	100.0	

**Pendidikan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMP	9	8.2	8.2	8.2
Valid SMA	54	49.1	49.1	57.3
Valid S1	27	24.5	24.5	81.8
Valid S2	8	7.3	7.3	89.1
Valid S3	2	1.8	1.8	90.9
Valid Lainnya	10	9.1	9.1	100.0
Total	110	100.0	100.0	

**Pekerjaan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar/Mahasiswa	63	57.3	57.3	57.3
PNS	1	.9	.9	58.2
Wirausaha	7	6.4	6.4	64.5
Karyawan Swasta	23	20.9	20.9	85.5
Lainnya	16	14.5	14.5	100.0
Total	110	100.0	100.0	

**Pengeluaran 3 bulan terakhir**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 500.000	34	30.9	30.9	30.9
Rp 500.001 - Rp 750.000	36	32.7	32.7	63.6
Rp 750.000 - Rp 1.000.000	21	19.1	19.1	82.7
> 1.000.000	19	17.3	17.3	100.0
Total	110	100.0	100.0	

**Media sosial**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Facebook	19	17.3	17.3	17.3
Instagram	70	63.6	63.6	80.9
Twitter	6	5.5	5.5	86.4
Lainnya	15	13.6	13.6	100.0
Total	110	100.0	100.0	

**Frekuensi**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 kali	35	31.8	31.8	31.8
2 kali	35	31.8	31.8	63.6
3 - 5 kali	30	27.3	27.3	90.9
> 5 kali	10	9.1	9.1	100.0
Total	110	100.0	100.0	

**Pernah membeli produk lain selain pakaian secara online**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ya	84	76.4	76.4	76.4
Valid tidak	26	23.6	23.6	100.0
Total	110	100.0	100.0	

**Lampiran 3****Output Uji Kualitas Data : Validitas**

No	Variabel	No. Item	r	r-tabel	Keterangan
1	WOM ( <i>Word Of Mouth</i> )	1	0,586	0.361	Valid
		2	0,498	0.361	Valid
		3	0,619	0.361	Valid
		4	0,374	0.361	Valid
		5	0,439	0.361	Valid
		6	0,622	0.361	Valid
		7	0,713	0,361	Valid
		8	0,405	0,361	Valid
		9	0,193	0,361	Tidak Valid
2	Minat Beli	10	0,581	0.361	Valid
		11	0,497	0.361	Valid
		12	0,340	0.361	Tidak Valid
		13	0,463	0.361	Valid
		14	0,458	0.361	Valid
		15	0,516	0.361	Valid
		16	0,608	0,361	Valid
		17	0,530	0.361	Valid
		18	0,518	0.361	Valid
		19	0,655	0.361	Valid
		20	0,498	0,361	Valid
		21	0,374	0,361	Valid
		22	0,447	0,361	Valid
		23	0,495	0,361	Valid



		24	0,558	0,361	Valid
		25	0,707	0,361	Valid
		26	0,756	0,361	Valid
3	Keputusan Pembelian	27	0,360	0,361	Tidak Valid
		28	0,562	0,361	Valid
		29	0,178	0,361	Tidak Valid
		30	0,032	0,361	Tidak Valid
		31	0,717	0,361	Valid
		32	0,703	0,361	Valid
		33	0,635	0,361	Valid
		34	0,562	0,361	Valid
		35	0,634	0,361	Valid
		36	0,532	0,361	Valid
		37	0,610	0,361	Valid
		38	0,620	0,361	Valid
		39	0,316	0,361	Tidak Valid
		40	0,522	0,361	Valid
		41	0,552	0,361	Valid
		42	0,100	0,361	Tidak Valid

		Correlations																																																								
		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28	P29	P30	P31	P32	P33	P34	P35	P36	P37	P38	P39	P40	P41	P42	Total														
P1	Pearson Correlation Sig. (2-tailed) N	1	.395	.373	.325	.243	.316	.535	.420	.394	.198	.040	.228	.373	.294	.228	.466	.373	.390	.566	.254	.328	.422	.047	.459	.418	.359	.259	.522	.535	.304	.439	.181	.036	.273	-1.99	.586																					
P2	Pearson Correlation Sig. (2-tailed) N		1	.031	.042	.080	.195	.089	.002	.021	.036	.293	.323	.594	.622	.036	.001	.009	.293	.835	.225	.043	.115	.226	.009	.042	.033	.001	.176	.077	.020	.806	.011	.022	.051	.169	.003	.002	.102	.015	.338	.862	.144	.291	.001													
P3	Pearson Correlation Sig. (2-tailed) N			1	.179	.401	.141	.415	.302	.286	-.116	.270	.559	.277	.256	.286	.254	.051	.108	.432	.414	.507	.242	.488	-.211	.478	.448	.254	.199	.170	-.024	.023	.579	.306	.319	.486	-.355	.340	.163	.334	.123	.339	.481	-.060	.498													
P4	Pearson Correlation Sig. (2-tailed) N				1	.343	.028	.459	.023	.105	.125	.541	-.149	.001	.139	.173	.125	.176	.789	.570	.017	.023	.004	.198	.006	.262	.008	.013	.176	.292	.369	.901	.906	.001	.100	.086	.006	.064	.066	.389	.071	.516	.067	.007	.752	.005												
P5	Pearson Correlation Sig. (2-tailed) N					1	.373	.179	1	-.071	.355	.279	.607	.355	.263	.277	.268	-.127	-.077	.051	.347	.538	.522	.212	.430	-.066	.000	.124	.383	.343	.376	.663	.228	.635	.104	-.263	.249	.607	.590	.277	.682	.440	.500	.548	-.046	.102	.172	-1.45	.619									
P6	Pearson Correlation Sig. (2-tailed) N						1	.708	.054	.135	.000	.054	.161	.138	.152	.503	.695	.790	.061	.002	.003	.261	.018	.770	.874	.515	.037	.064	.040	.000	.227	.000	.586	.161	.188	.000	.001	.138	.000	.015	.005	.002	.810	.581	.365	.443	.000											
P7	Pearson Correlation Sig. (2-tailed) N							1	.496	.589	.429	.556	.374	.197	-.014	.181	.194	.259	.298	.144	-.144	.110	.123	-.080	.100	.413	.173	.249	.259	.513	.300	.466	.056	.330	.419	.324	-.029	.338	-.103	.199	.153	.146	.129	.140	-2.30	.439												
P8	Pearson Correlation Sig. (2-tailed) N								1	.495	.054	.005	.016	.001	.018	.001	.042	.296	.941	.337	.303	.167	.109	.448	.448	.562	.518	.675	.598	.023	.361	.184	.167	.004	.107	.009	.769	.075	.021	.081	.880	.068	.587	.292	.421	.440	.498	.462	.222	.015								
P9	Pearson Correlation Sig. (2-tailed) N									1	.453	.454	.131	.517	.452	.505	.394	.955	.398	.431	.396	.396	.460	.650	.385	.356	.278	.423	.483	.398	.366	.317	.160	-.068	.521	.542	.230	.213	.297	.219	.276	.377	.315	.409	.443	-.017	.622											
P10	Pearson Correlation Sig. (2-tailed) N										1	.391	.364	.213	.067	.287	.421	.571	.401	.303	.121	2.46	.259	.215	.224	.712	.547	.241	.509	.506	.322	.479	.093	.388	.491	.381	.243	.314	.273	.170	.322	.277	-.054	.147	-.079	.405												
P11	Pearson Correlation Sig. (2-tailed) N											1	.033	.048	.258	.727	.124	.020	.001	.028	.103	.523	.189	.167	.253	.234	.000	.002	.200	.004	.004	.062	.007	.626	.034	.006	.038	.196	.091	.145	.368	.083	.138	.776	.437	.678	.027											
P12	Pearson Correlation Sig. (2-tailed) N												1	.266	-.106	-.081	0.000	.304	.272	.376	.066	-.066	-.075	-.170	-.102	-.136	.434	.158	.120	.204	.451	.327	.593	.046	.250	.215	.123	-.066	.199	-.120	.144	.294	.058	-.060	.108	-.371	.189											
P13	Pearson Correlation Sig. (2-tailed) N													1	.566	.577	.670	1.000	.103	.146	.040	.727	.727	.694	.368	.590	.472	.017	.405	.528	.280	.012	.078	.001	.808	.183	.253	.518	.727	.293	.529	.449	.115	.759	.755	.571	.044	.307										
P14	Pearson Correlation Sig. (2-tailed) N														1	.198	.270	.277	.216	.374	.517	.537	.364	.266	1	.601	.239	.585	.612	.021	.185	.256	.546	.454	.220	.382	.201	.444	.424	.521	.295	.720	.152	-.045	-.100	.727	.417	.238	.443	.277	0.000	.512	.638	.208	.323	.167	.259	.581
P15	Pearson Correlation Sig. (2-tailed) N															1	.293	.149	.138	.252	.042	.003	.002	.048	.156	.000	.204	.001	.000	.912	.328	.169	.002	.012	.243	.088	.287	.014	.020	.003	.113	.000	.422	.813	.599	.000	.022	.205	.014	.138	1.000	.004	.000	.270	.062	.378	.167	.001







P37	Pearson Correlation	.304	.163	.300	-.199	.199	.276	.456	.170	.444	.512	.398	.242	.105	.155	.323	.483	.846	.490	.769	.266	.474	.402	.174	.384	.308	.619	.442	.381	-.020	-.183	.444	.535	.448	.445	.492	.540	1	.689	.278	.439	.294	.261	.610
	Sig. (2-tailed)	.102	.398	.005	.292	.292	.140	.011	.368	.449	.004	.029	.198	.498	.580	.415	.081	.007	.000	.006	.000	.155	.008	.028	.357	.031	.086	.000	.453	.038	.918	.334	.023	.004	.013	.014	.006	.002	.000	.137	.015	.213	.164	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P38	Pearson Correlation	.438	.334	.548	-.017	.163	.377	.577	.322	.294	.638	.510	.211	.173	.367	.289	.344	.419	.620	.617	.265	.464	.206	.285	.634	.461	.541	.530	.494	.020	-.089	.514	.438	.387	.584	.381	.285	.689	1	.256	.408	.413	.102	.620
	Sig. (2-tailed)	.015	.071	.002	.928	.421	.040	.001	.083	.115	.000	.004	.262	.362	.046	.109	.063	.021	.000	.000	.157	.010	.275	.126	.000	.010	.002	.003	.007	.917	.641	.004	.011	.035	.001	.038	.113	.000	.172	.025	.023	.593	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P39	Pearson Correlation	.181	.123	-.046	.348	.146	.315	.135	.277	.058	.208	.149	.459	.214	.376	.359	.299	.154	.335	.300	.549	.477	.292	.319	.298	.307	.118	.337	.059	.266	.436	.240	.029	.002	.045	-.038	.147	.278	.256	1	.300	.469	.449	.316
	Sig. (2-tailed)	.338	.516	.810	.060	.440	.090	.478	.138	.759	.270	.462	.011	.266	.041	.051	.109	.417	.070	.107	.002	.008	.118	.086	.110	.089	.533	.069	.758	.156	.005	.202	.878	.993	.812	.843	.440	.137	.172	.107	.009	.013	.089	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P40	Pearson Correlation	.108	.338	.102	.070	.129	.409	.189	-.054	-.060	.323	.523	.428	.437	.261	.038	.044	.268	.508	.531	.465	.470	.615	.106	.321	.383	.415	.107	.409	-.202	.128	.338	.344	.298	.600	.248	.100	.439	.403	.300	1	.523	.232	.522
	Sig. (2-tailed)	.882	.067	.581	.712	.498	.025	.317	.776	.755	.082	.003	.018	.016	.163	.843	.819	.153	.004	.003	.010	.009	.000	.880	.084	.037	.023	.572	.025	.284	.499	.067	.063	.109	.000	.186	.601	.015	.025	.107	.003	.218	.003	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P41	Pearson Correlation	.273	.481	.172	.302	.140	.443	.171	.147	.108	.167	.283	.540	.197	.289	.444	.252	.217	.494	.508	.527	.308	.325	.065	.290	.346	.273	.146	.443	.256	.464	.329	.270	.200	.317	.100	.405	.224	.413	.469	.523	1	.188	.552
	Sig. (2-tailed)	.144	.007	.365	.105	.462	.014	.367	.437	.571	.378	.116	.002	.286	.167	.014	.179	.249	.007	.004	.003	.097	.079	.732	.120	.061	.144	.443	.014	.172	.010	.075	.149	.288	.088	.600	.026	.213	.023	.009	.003	.324	.002	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P42	Pearson Correlation	-.189	-.060	-.145	-.044	-.230	-.017	-.054	-.079	-.371	.259	.243	.302	.227	.089	-.084	-.081	.086	.374	.305	.123	.452	.218	.038	-.055	.093	-.055	.011	-.209	-.227	.336	.005	.047	.005	.201	-.178	.103	.261	.102	.449	.232	.188	1	.100
	Sig. (2-tailed)	.291	.752	.443	.818	.222	.929	.779	.678	.044	.167	.195	.105	.228	.639	.621	.669	.650	.042	.101	.518	.012	.247	.844	.775	.624	.863	.953	.267	.228	.070	.977	.807	.978	.286	.348	.587	.164	.593	.013	.218	.324	.598	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.586	.498	.619	.374	.469	.622	.713	.405	.193	.581	.497	.340	.463	.458	.516	.608	.530	.518	.655	.498	.374	.447	.495	.558	.707	.756	.360	.562	.178	.032	.717	.703	.635	.562	.634	.532	.610	.620	.316	.522	.552	.100	1
	Sig. (2-tailed)	.001	.005	.000	.042	.015	.000	.000	.027	.307	.001	.005	.066	.010	.011	.004	.000	.003	.000	.005	.042	.013	.005	.001	.000	.000	.000	.000	.001	.346	.867	.000	.000	.000	.001	.000	.002	.000	.000	.089	.003	.002	.598	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

**Lampiran 4****Output Uji Kualitas Data : Reliabilitas****1. Reliabilitas WOM (*Word Of Mouth*)****Reliability Statistics**

Cronbach's Alpha	N of Items
.830	9

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
27.40	21.972	4.687	9

**2. Reliabilitas Minat Beli****Reliability Statistics**

Cronbach's Alpha	N of Items
.900	17

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
50.20	77.752	8.818	17

**3. Reliabilitas Keputusan Pembelian****Reliability Statistics**

Cronbach's Alpha	N of Items
.845	16

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
47.40	52.041	7.214	16

**Lampiran 5****Output Uji Statistik Deskriptif****Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Usia * Kategori	110	100.0%	0	0.0%	110	100.0%
Pendidikan * Kategori	110	100.0%	0	0.0%	110	100.0%
Pekerjaan * Kategori	110	100.0%	0	0.0%	110	100.0%
Medsoc * Kategori	110	100.0%	0	0.0%	110	100.0%

**1. Uji Statistik Deskriptif WOM (Word Of Mouth)****Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
WOM	110	9	32	22.86	4.302
Valid N (listwise)	110				

**Usia \* Kategori Crosstabulation**

Count

		Kategori			Total
		Rendah	Sedang	Tinggi	
Usia	17 - 22 tahun	10	51	6	67
	23 - 28 tahun	4	18	8	30
	29 - 34 tahun	1	3	3	7
	> 35 tahun	0	6	0	6
Total		15	78	17	110

**2. Uji Statistik Deskriptif Minat Beli****Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Minat_beli	110	20	64	47.12	8.731
Valid N (listwise)	110				



**Usia \* Kategori Crosstabulation**

Count

	Kategori			Total
	Rendah	Sedang	Tinggi	
17 - 22 tahun	8	50	9	67
Usi 23 - 28 tahun	7	18	5	30
a 29 - 34 tahun	0	6	1	7
> 35 tahun	0	5	1	6
Total	15	79	16	110

**3. Uji Statistik Deskriptif Keputusan Pembelian****Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Keputusan Pembelian	110	11	44	32.35	6.650
Valid N (listwise)	110				

**Usia \* Kategori Crosstabulation**

Count

	Kategori			Total
	Rendah	Sedang	Tinggi	
17 - 22 tahun	8	46	13	67
Usi 23 - 28 tahun	5	21	4	30
a 29 - 34 tahun	0	7	0	7
> 35 tahun	0	5	1	6
Total	13	79	18	110





**Lampiran 7****Output Uji Analisis Regresi Tahap I****Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	WOM <sup>b</sup>	.	Enter

a. Dependent Variable: Minat Beli

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697 <sup>a</sup>	.485	.480	.39333

a. Predictors: (Constant), WOM

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.750	1	15.750	101.808	.000 <sup>b</sup>
	Residual	16.708	108	.155		
	Total	32.459	109			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), WOM

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.		
	B	Std. Error	Beta				
1	(Constant)	.924	.204		4.538	.000	
	WOM	.707	.070		.697	10.090	.000

a. Dependent Variable: Minat Beli

**Lampiran 8****Output Uji Analisis Regresi Tahap II****Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Minat Beli, WOM <sup>b</sup>	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.895 <sup>a</sup>	.802	.798	.27163

a. Predictors: (Constant), Minat Beli, WOM

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.947	2	15.973	216.486	.000 <sup>b</sup>
	Residual	7.895	107	.074		
	Total	39.842	109			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Minat Beli, WOM

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.022	.154		.142	.887
WOM	-.003	.067	-.003	-.051	.960
Minat Beli	.994	.066	.898	14.964	.000

a. Dependent Variable: Keputusan Pembelian