

## Lampiran 1. Kuesioner Penelitian

Responden yang terhormat,

Saya **Ogi Herbyan**, mahasiswa Program Studi Manajemen Fakultas Ekonomi Universitas Islam Sultan Agung Semarang, sedang melakukan penelitian tentang Pengaruh Cinta Merek Sebagai Faktor Mediasi Antara Citra Merek Dan Identifikasi Produk Untuk Membentuk Terjadinya *Word Of Mouth* Pada Konsumen Tahu Baxo Ibu Pudji di Ungaran yang merupakan sumber data utama untuk skripsi, maka dimohon kesediaan Bapak/Ibu/Saudara untuk mengisi kuesioner ini secara lengkap dan benar. Semua informasi yang diterima sebagai hasil kuesioner bersifat rahasia dan hanya digunakan untuk kepentingan akademis. atas perhatian dan waktu Bapak/Ibu/Saudara/I Saya ucapkan terima kasih.

Kuesioner tersebut terdiri dari 2 bagian yaitu:

### Bagian I

Pernyataan pada bagian I merupakan pernyataan yang berhubungan dengan identitas responden. Berilah tanda silang (X) yang sesuai dengan pilihan anda.

1. Nama Responden :
2. Sudah berapa kali anda membeli Tahu Baxo Ibu Puji ?
  - a. 1-2 kali
  - b. >2 kali
3. Domisili anda saat ini?
  - a. Kota Ungaran
  - b. Luar Kota Ungaran
4. Apakah jenis kelamin anda ?
  - a. Laki-Laki
  - b. Perempuan
5. Berapakah usia anda saat ini ?
  - a. < 20 tahun
  - b. 21-40 tahun
  - c. > 40 tahun

6. Apakah pekerjaan anda saat ini?
- a. Pelajar/ Mahasiswa
  - b. PNS
  - d. Karyawan Swasta
  - e. Wiraswasta
  - f. Lainnya (.....)
7. Pengeluaran :
- a. <1.000.000/ bulan
  - b. 1.000.000-2.000.000/ bulan
  - c. >2.000.000/ bulan

## **Bagian II**

Pernyataan pada poin II (pernyataan yang berkaitan dengan Variabel cinta merek, Identifikasi merek, Terhadap word of mouth, melalui cinta merek pada pelanggan Tahu Baxo Ibu Pudji di Ungaran . Oleh karena itu Bapak/Ibu/Saudara/i dimohon untuk memberikan tanda cek (V) pada salah satu kolom jawaban yang sesuai dengan pilihan anda).

Keterangan:

STS = Sangat Tidak Setuju

TS= Tidak Setuju

N = Netral

S = Setuju

SS= Sangat Setuju

### Citra Merek

No	Pernyataan	STS	TS	N	S	SS
1.	Menurut Saya merek Tahu Baxo Ibu Puji ini mempunyai rasa gurih yang berbeda dengan merek lain yang sejenis					
2.	Saya mempercayai Perusahaan yang memproduksi merek Tahu Baxo Ibu Puji ini					
3.	Merek Tahu Baxo Ibu Puji ini familiar dalam benak Saya					
4.	Menurut Saya rasa yang dimiliki tahu baxo Ibu Pudji tidak pernah berubah					
5.	Menurut Saya Merek Tahu Baxo Ibu Puji ini memiliki kemasan unik tersendiri yang berbeda dengan merek lain					

### Identifikasi Merek

No	Pernyataan	STS	TS	N	S	SS
1.	Ketika seseorang mengkritik negatif merek Tahu Baxo Ibu Pudji, saya ikut merasa tersinggung.					
2.	Saya sangat tertarik dengan apa yang dipikirkan orang lain mengenai merek ini					
3.	Ketika Saya membicarakan merek ini, saya merasa produk Tahu Baxo Ibu Pudji milik Saya					
4.	Menurut Saya Kesuksesan merek Tahu Baxo Ibu Pudji adalah kesuksesan saya.					
5.	Ketika seseorang memuji merek Tahu Baxo Ibu Pudji, saya merasa ikut dipuji pula.					

**Cinta Merek**

No	Pernyataan	STS	TS	N	S	SS
1.	Menurut Saya Tahu Baxo Ibu Puji adalah merek yang terkenal dan sudah memiliki banyak pelanggan					
2.	Saya selalu ingin membeli produk Tahu Baxo Ibu Puji daripada merek lain yang sejenis					
3.	Menurut Saya Tahu Baxo Ibu Puji adalah produk yang baik dan berkualitas					
4.	Tahu Baxo Ibu Puji membuat Saya tidak ragu dan merasa nyaman untuk membeli produk tersebut					
5.	Saya berkomitmen hanya akan membeli produk Tahu Baxo Ibu Puji daripada merek lain yang sejenis					

**Word of Mouth**

No	Pernyataan	STS	TS	N	S	SS
1.	Saya bersedia menganjurkan kepada keluarga/teman untuk membeli produk Tahu Baxo Ibu Puji yang saya pilih					
2.	Saya bersedia untuk selalu merekomendasikan produk Tahu Baxo Ibu Puji ketika ada yang bertanya kepada saya					
3.	Saya bersedia untuk merekomendasikan produk Tahu Baxo Ibu Puji jika ada percakapan tentang kategori produk tahu bakso					
4.	Saya sudah merekomendasikan produk Tahu Baxo Ibu Puji ke keluarga/teman					
5.	Saya mendapat rekomendasi untuk membeli Tahu Baxo Ibu Pudji dari mendengar dari keluarga/ teman dekat					

**Lampira2. Data Tabulasi**

x1. 1	X1. 2	X1. 3	X1. 4	X1. 5	X 1	X2. 1	X2. 2	X2. 3	X2. 4	X2. 5	X 2	Y1. 1	Y1. 2	Y1. 3	Y1. 4	Y1. 5	Y 1	Y2. 1	Y2. 2	Y2. 3	Y2. 4	Y2. 5	Y 2
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### Lampiran 3. Hasil Output SPSS

#### Frequencies

##### Statistics

		x1.1	x1.2	x1.3	x1.4	x1.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

#### Frequency Table

##### x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	1	1,0	1,0	1,0
	4,00	51	51,0	51,0	52,0
	5,00	48	48,0	48,0	100,0
	Total	100	100,0	100,0	

##### x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	2	2,0	2,0	2,0
	4,00	55	55,0	55,0	57,0
	5,00	43	43,0	43,0	100,0
	Total	100	100,0	100,0	

##### x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	4	4,0	4,0	4,0
	2,00	9	9,0	9,0	13,0
	3,00	13	13,0	13,0	26,0
	4,00	35	35,0	35,0	61,0
	5,00	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

**x1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	5	5,0	5,0	6,0
	3,00	5	5,0	5,0	11,0
	4,00	50	50,0	50,0	61,0
	5,00	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

**x1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	3,00	5	5,0	5,0	6,0
	4,00	46	46,0	46,0	52,0
	5,00	48	48,0	48,0	100,0
	Total	100	100,0	100,0	

**Statistics**

		x2.1	x2.2	x2.3	x2.4	x2.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

**Frequency Table****x2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	3	3,0	3,0	3,0
	4,00	53	53,0	53,0	56,0
	5,00	44	44,0	44,0	100,0
	Total	100	100,0	100,0	

**x2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	4	4,0	4,0	4,0
	4,00	52	52,0	52,0	56,0
	5,00	44	44,0	44,0	100,0
	Total	100	100,0	100,0	

**x2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	2	2,0	2,0	3,0
	3,00	5	5,0	5,0	8,0
	4,00	52	52,0	52,0	60,0
	5,00	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

**x2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	4,0	4,0	4,0
	3,00	4	4,0	4,0	8,0
	4,00	50	50,0	50,0	58,0
	5,00	42	42,0	42,0	100,0
	Total	100	100,0	100,0	

**x2.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	3,00	3	3,0	3,0	4,0
	4,00	61	61,0	61,0	65,0
	5,00	35	35,0	35,0	100,0
	Total	100	100,0	100,0	

**Statistics**

		y1.1	y1.2	y1.3	y1.4	y1.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

**Frequency Table**

**y1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	3	3,0	3,0	3,0
	4,00	50	50,0	50,0	53,0
	5,00	47	47,0	47,0	100,0
	Total	100	100,0	100,0	

**y1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	1	1,0	1,0	2,0
	3,00	2	2,0	2,0	4,0
	4,00	52	52,0	52,0	56,0
	5,00	44	44,0	44,0	100,0
	Total	100	100,0	100,0	

**y1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4,00	58	58,0	58,0	58,0
	5,00	42	42,0	42,0	100,0
	Total	100	100,0	100,0	

**y1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	3	3,0	3,0	3,0
	4,00	57	57,0	57,0	60,0
	5,00	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

**y1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	3,00	2	2,0	2,0	3,0
	4,00	44	44,0	44,0	47,0
	5,00	53	53,0	53,0	100,0
	Total	100	100,0	100,0	

**Statistics**

		y2.1	y2.2	y2.3	y2.4	y2.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

## Frequency Table

### y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	6	6,0	6,0	6,0
	3,00	4	4,0	4,0	10,0
	4,00	51	51,0	51,0	61,0
	5,00	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

### y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	7	7,0	7,0	7,0
	3,00	2	2,0	2,0	9,0
	4,00	51	51,0	51,0	60,0
	5,00	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

### y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	4,0	4,0	4,0
	3,00	3	3,0	3,0	7,0
	4,00	58	58,0	58,0	65,0
	5,00	35	35,0	35,0	100,0
	Total	100	100,0	100,0	

### y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0
	3,00	6	6,0	6,0	8,0
	4,00	54	54,0	54,0	62,0
	5,00	38	38,0	38,0	100,0
	Total	100	100,0	100,0	

## y2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	5	5,0	5,0	5,0
	4,00	52	52,0	52,0	57,0
	5,00	43	43,0	43,0	100,0
Total		100	100,0	100,0	

## Correlations

		x1.1	x1.2	x1.3	x1.4	x1.5	citra merek
x1.1	Pearson Correlation	1	,571**	,431**	,422**	,478**	,687**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
x1.2	Pearson Correlation	,571**	1	,468**	,464**	,451**	,710**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
x1.3	Pearson Correlation	,431**	,468**	1	,628**	,548**	,862**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
x1.4	Pearson Correlation	,422**	,464**	,628**	1	,503**	,812**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
x1.5	Pearson Correlation	,478**	,451**	,548**	,503**	1	,755**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
citra merek	Pearson Correlation	,687**	,710**	,862**	,812**	,755**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

## Correlations

		x2.1	x2.2	x2.3	x2.4	x2.5	identifikasi merek
x2.1	Pearson Correlation	1	,277**	,409**	,292**	,212*	,596**
	Sig. (2-tailed)		,005	,000	,003	,034	,000
	N	100	100	100	100	100	100
x2.2	Pearson Correlation	,277**	1	,524**	,413**	,277**	,694**
	Sig. (2-tailed)	,005		,000	,000	,005	,000
	N	100	100	100	100	100	100
x2.3	Pearson Correlation	,409**	,524**	1	,478**	,464**	,831**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
x2.4	Pearson Correlation	,292**	,413**	,478**	1	,383**	,752**
	Sig. (2-tailed)	,003	,000	,000		,000	,000
	N	100	100	100	100	100	100
x2.5	Pearson Correlation	,212*	,277**	,464**	,383**	1	,651**
	Sig. (2-tailed)	,034	,005	,000	,000		,000
	N	100	100	100	100	100	100
identifikasi merek	Pearson Correlation	,596**	,694**	,831**	,752**	,651**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

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



## Correlations

		y1.1	y1.2	y1.3	y1.4	y1.5	cinta merek
y1.1	Pearson Correlation	1	,395**	,385**	,525**	,472**	,751**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
y1.2	Pearson Correlation	,395**	1	,435**	,338**	,499**	,757**
	Sig. (2-tailed)	,000		,000	,001	,000	,000
	N	100	100	100	100	100	100
y1.3	Pearson Correlation	,385**	,435**	1	,691**	,288**	,738**
	Sig. (2-tailed)	,000	,000		,000	,004	,000
	N	100	100	100	100	100	100
y1.4	Pearson Correlation	,525**	,338**	,691**	1	,215*	,729**
	Sig. (2-tailed)	,000	,001	,000		,032	,000
	N	100	100	100	100	100	100
y1.5	Pearson Correlation	,472**	,499**	,288**	,215*	1	,691**
	Sig. (2-tailed)	,000	,000	,004	,032		,000
	N	100	100	100	100	100	100
cinta merek	Pearson Correlation	,751**	,757**	,738**	,729**	,691**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

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

## Correlations

		y2.1	y2.2	y2.3	y2.4	y2.5	word of mouth
y2.1	Pearson Correlation	1	,738**	,595**	,509**	,533**	,864**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
y2.2	Pearson Correlation	,738**	1	,723**	,662**	,471**	,921**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
y2.3	Pearson Correlation	,595**	,723**	1	,483**	,320**	,797**
	Sig. (2-tailed)	,000	,000		,000	,001	,000
	N	100	100	100	100	100	100
y2.4	Pearson Correlation	,509**	,662**	,483**	1	,243*	,734**
	Sig. (2-tailed)	,000	,000	,000		,015	,000
	N	100	100	100	100	100	100
y2.5	Pearson Correlation	,533**	,471**	,320**	,243*	1	,624**
	Sig. (2-tailed)	,000	,000	,001	,015		,000
	N	100	100	100	100	100	100
word of mouth	Pearson Correlation	,864**	,921**	,797**	,734**	,624**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

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

Scale: ALL VARIABELS

**Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

**Reliability Statistics**

Cronbach's Alpa	N of Items
,805	5

Scale: ALL VARIABELS

**Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

**Reliability Statistics**

Cronbach's Alpa	N of Items
,751	5

**Scale: ALL VARIABELS**

**Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,780	5

**Scale: ALL VARIABELS**

**Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,854	5

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	Unstandardized Residual
N		100	100
Normal Parameters <sup>a,b</sup>	Mean	,0000000	-,0633321
	Std. Deviation	1,29402210	1,41278185
Most Extreme Differences	Absolute	,050	,068
	Positive	,050	,057
	Negative	-,047	-,068
Kolmogorov-Smirnov Z		,499	,682
Asymp. Sig. (2-tailed)		,965	,741

a. Test distribution is Normal.

b. Calculated from data.

### Variabels Entered/Removed<sup>b</sup>

Model	Variabels Entered	Variabels Removed	Method
1	identifikasi merek, citra merek	.	Enter

a. All requested variabels entered.

b. Dependent Variabel: cinta merek

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

Model		Collinearity Statistics	
		Tolerance	VIF
1	citra merek	,545	1,836
	identifikasi merek	,545	1,836

a. Dependent Variabel: cinta merek

### Coefficient Correlations<sup>a</sup>

Model		identifikasi merek	citra merek
1	Correlations	identifikasi merek	1,000
		citra merek	-,675
	Covariances	identifikasi merek	,006
		citra merek	-,003

a. Dependent Variabel: cinta merek

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	citra merek	identifikasi merek
1	1	2,987	1,000	,00	,00	,00
	2	,009	18,544	,64	,50	,00
	3	,004	27,801	,35	,50	1,00

a. Dependent Variabel: cinta merek

**Variabels Entered/Removed<sup>b</sup>**

Model	Variabels Entered	Variabels Removed	Method
1	cinta merek, citra merek, identifikasi merek	.	Enter

a. All requested variabels entered.

b. Dependent Variabel: word of mouth

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

Model		Collinearity Statistics	
		Tolerance	VIF
1	citra merek	,468	2,136
	identifikasi merek	,392	2,553
	cinta merek	,378	2,643

a. Dependent Variabel: word of mouth

**Coefficient Correlations<sup>a</sup>**

Model			cinta merek	citra merek	identifikasi merek
1	Correlations	cinta merek	1,000	-,375	-,530
		citra merek	-,375	1,000	-,332
		identifikasi merek	-,530	-,332	1,000
	Covariances	cinta merek	,016	-,004	-,008
		citra merek	-,004	,007	-,003
		identifikasi merek	-,008	-,003	,014

a. Dependent Variabel: word of mouth

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	citra merek	identifikasi merek	cinta merek
1	1	3,985	1,000	,00	,00	,00	,00
	2	,009	21,413	,51	,44	,00	,00
	3	,004	31,187	,42	,53	,43	,08
	4	,002	40,912	,08	,03	,56	,92

a. Dependent Variabel: word of mouth

**Variabels Entered/Removed<sup>b</sup>**

Model	Variabels Entered	Variabels Removed	Method
1	identifikasi merek, citra merek	.	Enter

a. All requested variabels entered.

b. Dependent Variabel: absres1

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,018 <sup>a</sup>	,000	-,020	,80165

a. Predictors: (Constant), identifikasi merek, citra merek

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,021	2	,011	,016	,984 <sup>a</sup>
	Residual	62,337	97	,643		
	Total	62,358	99			

a. Predictors: (Constant), identifikasi merek, citra merek

b. Dependent Variabel: absres1

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,909	,784		1,158	,250
	citra merek	-,004	,038	-,013	-,095	,924
	identifikasi merek	,009	,048	,025	,178	,859

a. Dependent Variabel: absres1

**Variabels Entered/Removed<sup>b</sup>**

Model	Variabels Entered	Variabels Removed	Method
1	cinta merek, citra merek, identifikasi merek	.	Enter

a. All requested variabels entered.

b. Dependent Variabel: absres2



**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,160 <sup>a</sup>	,026	-,005	,77001

a. Predictors: (Constant), cinta merek, citra merek, identifikasi merek

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,500	3	,500	,843	,473 <sup>a</sup>
	Residual	56,919	96	,593		
	Total	58,419	99			

a. Predictors: (Constant), cinta merek, citra merek, identifikasi merek

b. Dependent Variabel: absres2

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,255	,842		2,679	,009
	citra merek	-,020	,040	-,074	-,499	,619
	identifikasi merek	-,045	,055	-,133	-,826	,411
	cinta merek	,015	,060	,041	,249	,804

a. Dependent Variabel: absres2

**Variabels Entered/Removed<sup>b</sup>**

Model	Variabels Entered	Variabels Removed	Method
1	identifikasi merek, citra merek	.	Enter

a. All requested variabels entered.

b. Dependent Variabel: cinta merek

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,788 <sup>a</sup>	,622	,614	1,30729

a. Predictors: (Constant), identifikasi merek, citra merek

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	272,415	2	136,208	79,699	,000 <sup>a</sup>
	Residual	165,775	97	1,709		
	Total	438,190	99			

a. Predictors: (Constant), identifikasi merek, citra merek

b. Dependent Variabel: cinta merek

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,269	1,279		4,901	,000
	citra merek	,248	,062	,337	3,983	,000
	identifikasi merek	,484	,079	,521	6,154	,000

a. Dependent Variabel: cinta merek

**Variabels Entered/Removed<sup>b</sup>**

Model	Variabels Entered	Variabels Removed	Method
1	cinta merek, citra merek, identifikasi merek	.	Enter

a. All requested variabels entered.

b. Dependent Variabel: word of mouth

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,821 <sup>a</sup>	,674	,664	1,64392

a. Predictors: (Constant), cinta merek, citra merek, identifikasi merek

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	535,874	3	178,625	66,097	,000 <sup>a</sup>
	Residual	259,436	96	2,702		
	Total	795,310	99			

a. Predictors: (Constant), cinta merek, citra merek, identifikasi merek

b. Dependent Variabel: word of mouth

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,299	1,797		-1,279	,204
	citra merek	,314	,084	,316	3,712	,000
	identifikasi merek	,437	,117	,349	3,750	,000
	cinta merek	,337	,128	,251	2,643	,010

a. Dependent Variabel: word of mouth