

LAMPIRAN 1 KUESIONER PENELITIAN

KUESIONER PENELITIAN

Assalamualaikum Wr Wb

Bersama ini saya mengharapkan bantuan teman teman untuk mengisi kuesioner yang saya berikan. Informasi yang anda berikan sangat berguna untuk kelangsungan penelitian ini. Oleh karena itu untuk mengisi kuesioner ini sesuai dengan pengalaman anda, atas kesediaan anda untuk mengisi kuesioner ini saya ucapkan terimakasih.

Identitas Responden

1. Fakultas :
2. Semester :
3. Usia :

Istilah daftar pertanyaan ini sesuai dengan pengalaman keadaan anda yang sebenarnya.

Berikan tanda (V) pada kolom jawaban yang anda pilih dengan ketentuan :

SS = Sangat Setuju

S = Setuju

N = Netral

TS = Tidak Setuju

STS = Sangat Tidak Setuju

1. *ELECTRONIC WORD OF MOUTH*

No	Pernyataan	SS	S	N	TS	STS
1.	Saya percaya terhadap ulasan reviewer lipstik wardah yang ada di sosial media					
2.	Ulasan reviewer lipstik wardah di sosial media sangat berkualitas					
3.	Jumlah ulasan reviewer lipstik wardah membantu saya mendapatkan informasi					

2. *BRAND AWARENESS*

No	Pernyataan	SS	S	N	TS	STS
1.	Informasi lipstik wardah dapat saya kenali dengan mudah					
2.	Ketika mengingat tentang merek lipstik, saya ingat lipstik wardah					
3.	Saya dapat langsung mengenali lipstik wardah dengan melihat logo atau simbol					

3. *BRAND IMAGE*

No	Pernyataan	SS	S	N	TS	STS
1.	Lipstik wardah memiliki tekstur yang lembut dan warna yang elegan					
2.	Lipstik wardah dapat membantu saya dalam memperindah bibir					
3.	Lipstik wardah merupakan lipstik yang terkesan mewah					

4.	Pengguna lipstik wardah merupakan kalangan ke atas					
5.	Lipstik wardah merupakan keluaran lipstik yang memiliki mutu yang baik					
6.	Saya akan menggunakan lipstik wardah					

4. Minat Beli

No	Pernyataan	SS	S	N	TS	STS
1.	Lipstik wardah menjadi pilihan saya saat membeli lipstik					
2.	Saya akan segera membeli lipstik wardah					
3.	Saya selalu mencari informasi tentang lipstik wardah					

LAMPIRAN 2 TABULASI DATA RESPONDEN

x1.1	x2.2	x3.3	x1	x2.1	x2.2	x2.3	x2
3	4	3	10	3	4	4	11
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3	3	4	10

LAMPIRAN 3 HASIL ANALISIS DATA

ANALISIS DESKRIPTIF

Statistics

		X1.1	X1.2	X1.3	EWOM
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.97	3.82	3.82	11.61
Std. Deviation		.797	.796	.809	1.953

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	30	30.0	30.0	31.0
	S	40	40.0	40.0	71.0
	STS	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	30	30.0	30.0	34.0
	S	46	46.0	46.0	80.0
	SS	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	31	31.0	31.0	35.0
	S	44	44.0	44.0	79.0
	SS	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Statistics

		X2.1	X2.2	X2.3	BRAND AWARENESS
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.93	3.72	4.09	11.74
Std. Deviation		.728	.842	.805	2.068

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	27	27.0	27.0	28.0
	S	50	50.0	50.0	78.0
	SS	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.0	5.0	5.0
	N	38	38.0	38.0	43.0
	S	37	37.0	37.0	80.0
	SS	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.0	3.0	3.0
	N	19	19.0	19.0	22.0
	S	44	44.0	44.0	66.0
	SS	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

Statistics

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	BRAND IMAGE
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0
Mean		3.79	3.59	3.41	3.49	3.29	3.61	21.18
Std. Deviation		.769	.805	.830	.785	.795	.751	3.560

Y1.1

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	TS	2	2.0	2.0	2.0
	N	36	36.0	36.0	38.0
	S	43	43.0	43.0	81.0
	SS	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	7.0	7.0	7.0
	N	40	40.0	40.0	47.0
	S	40	40.0	40.0	87.0
	SS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	10	10.0	10.0	11.0
	N	45	45.0	45.0	56.0
	S	35	35.0	35.0	91.0
	SS	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	TS	11	11.0	11.0	11.0
	N	36	36.0	36.0	47.0
	S	46	46.0	46.0	93.0
	SS	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	17	17.0	17.0	17.0
	N	41	41.0	41.0	58.0
	S	38	38.0	38.0	96.0
	SS	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Y1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6.0	6.0	6.0
	N	37	37.0	37.0	43.0
	S	47	47.0	47.0	90.0
	SS	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Statistics

		Y2.1	Y2.2	Y2.3	MINAT BELI
N	Valid	100	100	100	100
	Missing	0	0	0	0

Mean	3.89	3.72	3.94	11.55
Std. Deviation	.815	.866	.886	2.280

Y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	27	27.0	27.0	31.0
	S	45	45.0	45.0	76.0
	SS	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S	7	7.0	7.0	7.0
	N	34	34.0	34.0	41.0
	S	39	39.0	39.0	80.0
	SS	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

Y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	30	30.0	30.0	34.0
	S	34	34.0	34.0	68.0
	SS	32	32.0	32.0	100.0

Y1.1	Pearson Correlation	1	.447**	.484**	.457**	.513**	.521**	.755**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y1.2	Pearson Correlation	.447**	1	.451**	.561**	.503**	.451**	.759**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y1.3	Pearson Correlation	.484**	.451**	1	.371**	.400**	.405**	.696**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y1.4	Pearson Correlation	.457**	.561**	.371**	1	.515**	.482**	.749**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
Y1.5	Pearson Correlation	.513**	.503**	.400**	.515**	1	.631**	.788**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
Y1.6	Pearson Correlation	.521**	.451**	.405**	.482**	.631**	1	.767**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
BRAND IMAGE	Pearson Correlation	.755**	.759**	.696**	.749**	.788**	.767**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

Correlations

		X2.1	X2.2	X2.3	BRAND AWARENESS
X2.1	Pearson Correlation	1	.643**	.614**	.853**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.643**	1	.649**	.886**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.614**	.649**	1	.870**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
BRAND AWARENESS	Pearson Correlation	.853**	.886**	.870**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		X1.1	X1.2	X1.3	EWOM
X1.1	Pearson Correlation	1	.580**	.509**	.855**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.580**	1	.388**	.805**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.509**	.388**	1	.780**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
EWOM	Pearson Correlation	.855**	.805**	.780**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

HASIL UJI RELIABILITAS

X1

Reliability Statistics

Cronbach's Alpha	N of Items
.866	3

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.846	6

Y1

Reliability Statistics

Cronbach's Alpha	N of Items
.838	3

Y2

Reliability Statistics

Cronbach's Alpha	N of Items
.744	3

HASIL UJI REGRESI LINIER BERGANDA

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	BRAND AWARENESS, EWOM ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: BRAND IMAGE

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804 ^a	.646	.639	2.140

a. Predictors: (Constant), BRAND AWARENESS, EWOM

b. Dependent Variable: BRAND IMAGE

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	810.335	2	405.168	88.432	.000 ^a
	Residual	444.425	97	4.582		
	Total	1254.760	99			

a. Predictors: (Constant), BRAND AWARENESS, EWOM

b. Dependent Variable: BRAND IMAGE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.617	1.350		2.678	.009
	EWOM	.617	.171	.338	3.607	.000
	BRAND AWARENESS	.886	.162	.515	5.486	.000

a. Dependent Variable: BRAND IMAGE

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	2.11875851
Most Extreme Differences	Absolute	.058
	Positive	.042
	Negative	-.058
Kolmogorov-Smirnov Z		.581
Asymp. Sig. (2-tailed)		.889

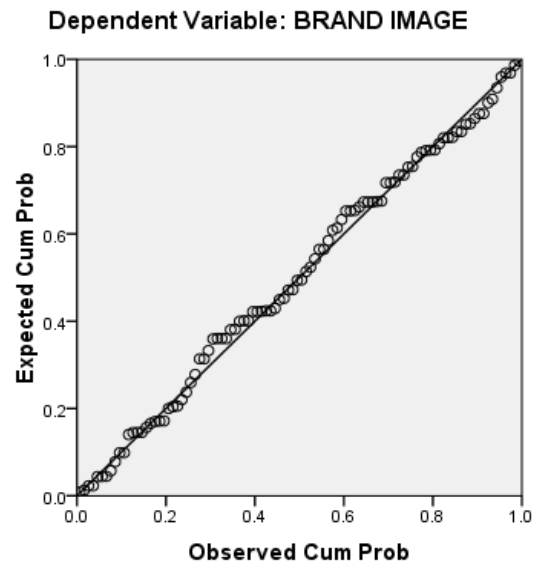
a. Test distribution is Normal.

Coefficients^a

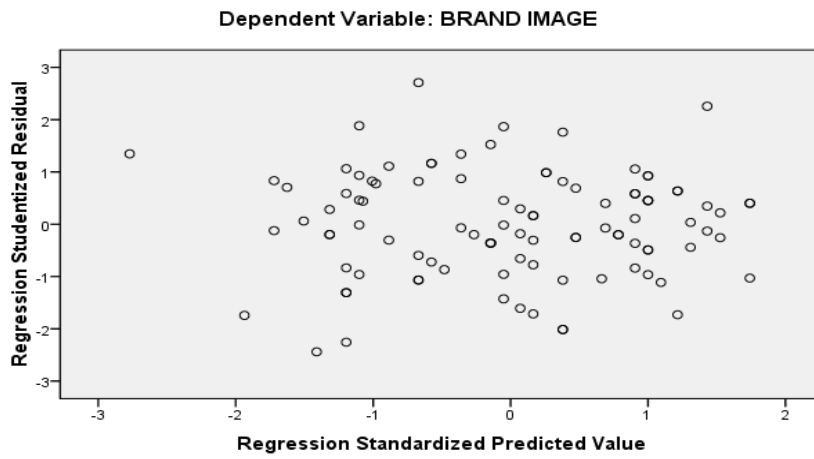
Model		Collinearity Statistics	
		Tolerance	VIF
1	EWOM	.415	2.410
	BRAND AWARENESS	.415	2.410

a. Dependent Variable: BRAND IMAGE

Normal P-P Plot of Regression Standardized Residual



Scatterplot



UJI GLETSER

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.024	.792		3.818	.000
	EWOM	.057	.100	.088	.570	.570
	BRAND AWARENESS	-.171	.095	-.277	-1.800	.075

a. Dependent Variable: ABSRES1

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	BRAND IMAGE, EWOM, BRAND AWARENESS ^a		Enter

a. All requested variables entered.

b. Dependent Variable: MINAT BELI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850 ^a	.723	.715	1.218

a. Predictors: (Constant), BRAND IMAGE, EWOM, BRAND AWARENESS

b. Dependent Variable: MINAT BELI

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	372.332	3	124.111	83.660	.000 ^a
	Residual	142.418	96	1.484		
	Total	514.750	99			

a. Predictors: (Constant), BRAND IMAGE, EWOM, BRAND AWARENESS

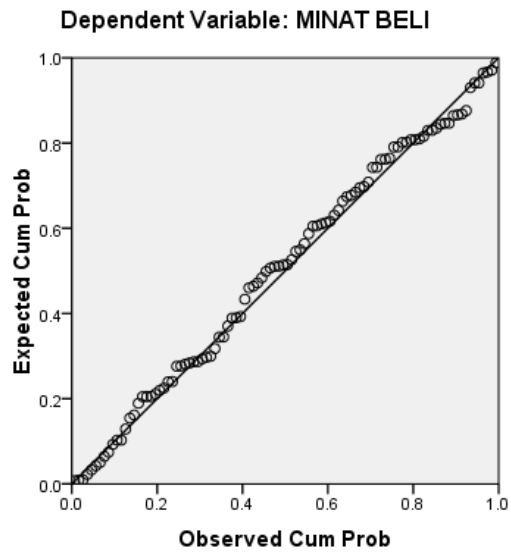
b. Dependent Variable: MINAT BELI

Coefficients^a

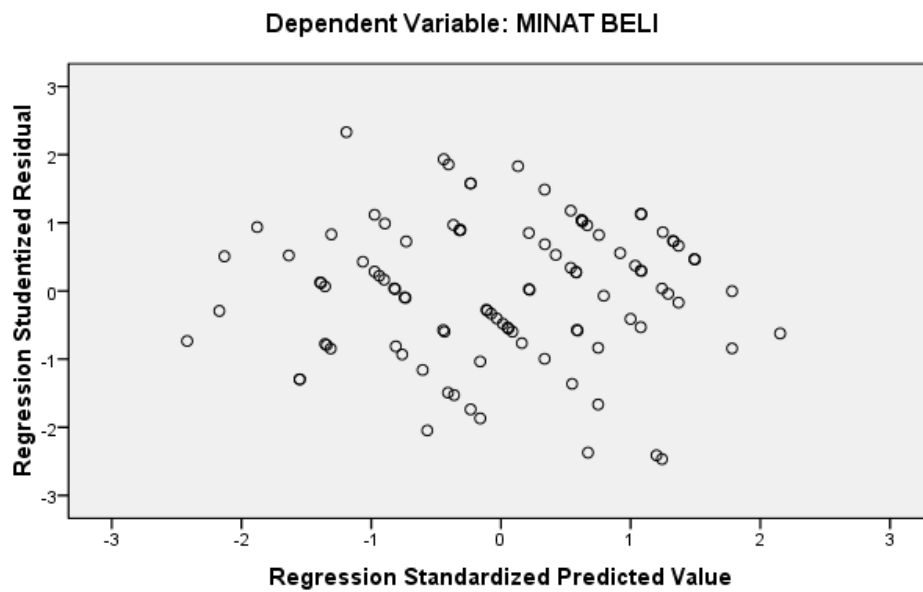
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.813	.796		-1.021	.310
	EWOM	.247	.104	.211	2.380	.019
	BRAND AWARENESS	.235	.105	.213	2.235	.028
	BRAND IMAGE	.318	.058	.497	5.508	.000

a. Dependent Variable: MINAT BELI

Normal P-P Plot of Regression Standardized Residual



Scatterplot



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.953	.473		2.012	.047
	EWOM	.001	.062	.003	.020	.984
	BRAND AWARENESS	.015	.063	.043	.237	.813
	BRAND IMAGE	-.009	.034	-.043	-.249	.804

a. Dependent Variable: ABSRES2

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	EWOM	.366	2.733
	BRAND AWARENESS	.317	3.158
	BRAND IMAGE	.354	2.823

a. Dependent Variable: MINAT BELI

One-Sample Kolmogorov-Smirnov Test

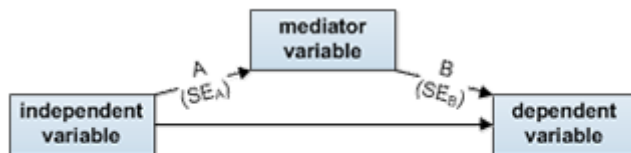
		Unstandardized Residual
N		100
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.19940152
Most Extreme Differences	Absolute	.050
	Positive	.050
	Negative	-.050
Kolmogorov-Smirnov Z		.504
Asymp. Sig. (2-tailed)		.961

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.19940152
Most Extreme Differences	Absolute	.050
	Positive	.050
	Negative	-.050
Kolmogorov-Smirnov Z		.504
Asymp. Sig. (2-tailed)		.961

a. Test distribution is Normal.

UJI SOBEL



A: ?

B: ?

SE_A: ?

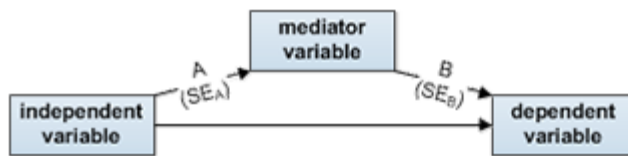
SE_B: ?

Calculate!

Sobel test statistic: 1.92603124

One-tailed probability: 0.02705024

Two-tailed probability: 0.05410047



A: ?

B: ?

SE_A: ?

SE_B: ?

Calculate!

Sobel test statistic: 2.98051161

One-tailed probability: 0.00143884

Two-tailed probability: 0.00287767