KUESIONER PENELITIAN

***Analisis Pengaruh EWOM, Brand Trust, Customer Satisfaction terhadap Repurchase Decision melalui Purchase Intention (Studi Kasus Pada Konsumen Ella Skincare di Semarang*)**

Pelanggan / Responden yang terhormat,

Berkenaan dengan penelitian mengenai "***Analisis Pengaruh EWOM, Brand Trust, Customer Satisfaction terhadap Repurchase Decision melalui Purchase Intention (Studi Kasus Pada Konsumen Ella Skincare di Semarang***" Saya mohon kesediaan Bapak/Ibu untuk mengisi kuesioner berikut ini. Kerahasiaan identitas Bapak/Ibu dijamin dan hanya dipergunakan untuk kepentingan dan sumbangan pemikiran dalam penyusunan skripsi di Jurusan Manajemen Universitas Islam Sultan Agung Semarang. Agar data dapat diolah lebih lanjut, maka saya mohon agar keseluruhan pertanyaan/pernyataan diisi dengan lengkap.

Karakteristik Responden :

1. Jenis Kelamin : ☐ Pria ☐ Wanita ***)**
2. Usia : ……
3. Pendidikan Terakhir : ☐SMP ☐SMU ☐S1 ***)**

Atas perhatian dan partisipasi Bapak/Ibu, saya ucapkan terima kasih.

Hormat saya,

(**Fi'Afiyati 'Izzatin Nisa'**)

Repurchase Decision	STS	TS	N	S	SS
Saya berkeinginan untuk membeli ulang produk Ella Skincare.					
Saya bersedia untuk merekomendasikan produk Ella Skincare kepada orang lain.					
Saya akan mengeluarkan biaya lebih jika produk yang saya inginkan tidak tersedia dan hanya tersedia di online store.					
Saya perawatan di Ella Skincare mendapatkan hasil yang maksimal sehingga tidak akan pindah skincare yang lain.					
Saya sudah merasa puas dengan Ella SkinCare dan akan tetap menggunakan Ella Skincare seterusnya.					

Purchase Intention	STS	TS	N	S	SS
Saya senang mencari informasi yang lebih tentang produk Ella Skincare					
Saya akan mempertimbangkan terlebih dahulu untuk membeli produk Ella Skincare					
Saya memiliki keinginan untuk mengetahui produk apa saja yang ditawarkan Ella Skincare					
Saya tertarik untuk mencoba produk Ella Skincare					
Saya tertarik umtuk memiliki produk Ella Skincare					
Saya memiliki keniatan untuk terus membeli produk Ella Skincare					

Electronic Word Of Mouth	STS	TS	N	S	SS
Saya membaca ulasan konsumen lain mengenai produk Ella Skincare secara online.					
Saya melakukan konsultasi mengenai produk Ella Skincare secara online dengan konsumen lain.					
Saya akan mengumpulkan informasi dari konsumen yang telah mencoba produk Ella Skincare sebelumnya.					
Saya percaya tentang ulasan konsumen online dalam membeli produk Ella Skincare.					
Saya berpengaruh untuk membeli produk Ella Skin care setelah melihat komentar positif dari konsumen lainnya.					
Saya berpengaruh untuk membeli produk Ella Skin Care setelah mendapat rekomendasi di Sosial Media					

Brand Trust	STS	TS	N	S	SS
Saya percaya produk Ella Skincare dapat memberikan kepuasan dalam memenuhi apa yang kita butuhkan.					
Saya percaya produk Ella Skincare mampu mengutamakan kepentingan konsumen ketika ada masalah yang muncul tak terduga dalam mengkonsumsi produk.					
Saya sudah percaya beberapa kali menggunakan produk Ella Skincare dan tidak ingin mengganti produk yang lainnya.					

Ella Skincare merupakan perawatan kecantikan yang sudah terbukti aman dan berkualitas.					
Saya senantiasa mengandalkan merek Ella Skin care ketika ingin melakukan perawatan					

LAMPIRAN

Statistics

		jeniskelamin	usia	pendidikanterakhir
N	Valid	100	100	100
	Missing	0	0	0
Mean		1.21	2.50	2.17
Median		1.00	2.00	2.00
Mode		1	2	2
Minimum		1	1	1

jeniskelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	perempuan	79	79.0	79.0	79.0
	laki-laki	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 20	15	15.0	15.0	15.0
	21 - 25	40	40.0	40.0	55.0
	26 - 30	25	25.0	25.0	80.0
	31 - 45	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

pendidikanterakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	smp	10	10.0	10.0	10.0
	sma	63	63.0	63.0	73.0
	sarjana	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	3	3.0	3.0	3.0
	SETUJU	49	49.0	49.0	52.0
	SANGAT SETUJU	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	NETRAL	6	6.0	6.0	7.0
	SETUJU	44	44.0	44.0	51.0
	SANGAT SETUJU	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	2	2.0	2.0	2.0
	SETUJU	51	51.0	51.0	53.0
	SANGAT SETUJU	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	2	2.0	2.0	2.0
	SETUJU	47	47.0	47.0	49.0
	SANGAT SETUJU	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	5	5.0	5.0	5.0
	SETUJU	49	49.0	49.0	54.0
	SANGAT SETUJU	46	46.0	46.0	100.0
	Total	100	100.0	100.0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	2	2.0	2.0	2.0
	SETUJU	48	48.0	48.0	50.0
	SANGAT SETUJU	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	2	2.0	2.0	2.0
	SETUJU	47	47.0	47.0	49.0
	SANGAT SETUJU	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	3	3.0	3.0	3.0
	SETUJU	49	49.0	49.0	52.0
	SANGAT SETUJU	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	5	5.0	5.0	5.0
	SETUJU	43	43.0	43.0	48.0
	SANGAT SETUJU	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	2	2.0	2.0	2.0
	SETUJU	48	48.0	48.0	50.0
	SANGAT SETUJU	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	3	3.0	3.0	3.0
	SETUJU	50	50.0	50.0	53.0
	SANGAT SETUJU	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	5	5.0	5.0	5.0
	SETUJU	54	54.0	54.0	59.0
	SANGAT SETUJU	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	3	3.0	3.0	3.0
	SETUJU	49	49.0	49.0	52.0
	SANGAT SETUJU	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	5	5.0	5.0	5.0
	SETUJU	54	54.0	54.0	59.0
	SANGAT SETUJU	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	2	2.0	2.0	2.0
	SETUJU	48	48.0	48.0	50.0
	SANGAT SETUJU	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	5	5.0	5.0	5.0
	SETUJU	54	54.0	54.0	59.0
	SANGAT SETUJU	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Y1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	3	3.0	3.0	3.0
	SETUJU	49	49.0	49.0	52.0
	SANGAT SETUJU	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

Y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	5	5.0	5.0	5.0
	SETUJU	54	54.0	54.0	59.0
	SANGAT SETUJU	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	2	2.0	2.0	2.0
	SETUJU	47	47.0	47.0	49.0
	SANGAT SETUJU	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

Y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	3	3.0	3.0	3.0
	SETUJU	49	49.0	49.0	52.0
	SANGAT SETUJU	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

Y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	5	5.0	5.0	5.0
	SETUJU	43	43.0	43.0	48.0
	SANGAT SETUJU	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

Y2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	5	5.0	5.0	5.0
	SETUJU	54	54.0	54.0	59.0
	SANGAT SETUJU	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

VAR Repurchase Decision

Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	TOTAL RD
Y2.1	Pearson Correlation	1	-,021	,339**	,238*	1,000**	,813**
	Sig. (2-tailed)		,838	,001	,017	,000	,000
	N	100	100	100	100	100	100
Y2.2	Pearson Correlation	-,021	1	,032	,188	-,021	,357**
	Sig. (2-tailed)	,838		,753	,062	,838	,000
	N	100	100	100	100	100	100
Y2.3	Pearson Correlation	,339**	,032	1	,179	,339**	,591**
	Sig. (2-tailed)	,001	,753		,076	,001	,000
	N	100	100	100	100	100	100
Y2.4	Pearson Correlation	,238*	,188	,179	1	,238*	,590**
	Sig. (2-tailed)	,017	,062	,076		,017	,000
	N	100	100	100	100	100	100
Y2.5	Pearson Correlation	1,000**	-,021	,339**	,238*	1	,813**
	Sig. (2-tailed)	,000	,838	,001	,017		,000
	N	100	100	100	100	100	100
TOTAL RD	Pearson Correlation	,813**	,357**	,591**	,590**	,813**	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).

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,632	5

VAR Purchase Intention

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	TOTAL PI
Y1.1	Pearson Correlation	1	,339**	1,000**	,023	1,000**	,339**	,871**
	Sig. (2-tailed)		,001	,000	,818	,000	,001	,000
	N	100	100	100	100	100	100	100
Y1.2	Pearson Correlation	,339**	1	,339**	,047	,339**	1,000**	,708**
	Sig. (2-tailed)	,001		,001	,643	,001	,000	,000
	N	100	100	100	100	100	100	100
Y1.3	Pearson Correlation	1,000**	,339**	1	,023	1,000**	,339**	,871**
	Sig. (2-tailed)	,000	,001		,818	,000	,001	,000
	N	100	100	100	100	100	100	100
Y1.4	Pearson Correlation	,023	,047	,023	1	,023	,047	,260**
	Sig. (2-tailed)	,818	,643	,818		,818	,643	,009
	N	100	100	100	100	100	100	100
Y1.5	Pearson Correlation	1,000**	,339**	1,000**	,023	1	,339**	,871**
	Sig. (2-tailed)	,000	,001	,000	,818		,001	,000
	N	100	100	100	100	100	100	100
Y1.6	Pearson Correlation	,339**	1,000**	,339**	,047	,339**	1	,708**
	Sig. (2-tailed)	,001	,000	,001	,643	,001		,000
	N	100	100	100	100	100	100	100
TOTAL PI	Pearson Correlation	,871**	,708**	,871**	,260**	,871**	,708**	1
	Sig. (2-tailed)	,000	,000	,000	,009	,000	,000	
	N	100	100	100	100	100	100	100

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

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

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

Var EWOM

Reliability Statistics

Cronbach's Alpha	N of Items
,814	6

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTAL EWOM
X1.1	Pearson Correlation	1	,043	,193	,032	,911**	,013	,597**
	Sig. (2-tailed)		,671	,054	,753	,000	,895	,000
	N	100	100	100	100	100	100	100
X1.2	Pearson Correlation	,043	1	-,013	,684**	,084	,667**	,693**
	Sig. (2-tailed)	,671		,898	,000	,406	,000	,000
	N	100	100	100	100	100	100	100
X1.3	Pearson Correlation	,193	-,013	1	-,106	,177	-,090	,304**
	Sig. (2-tailed)	,054	,898		,296	,078	,373	,002
	N	100	100	100	100	100	100	100
X1.4	Pearson Correlation	,032	,684**	-,106	1	,061	,983**	,724**
	Sig. (2-tailed)	,753	,000	,296		,549	,000	,000
	N	100	100	100	100	100	100	100
X1.5	Pearson Correlation	,911**	,084	,177	,061	1	,042	,622**
	Sig. (2-tailed)	,000	,406	,078	,549		,679	,000
	N	100	100	100	100	100	100	100
X1.6	Pearson Correlation	,013	,667**	-,090	,983**	,042	1	,713**
	Sig. (2-tailed)	,895	,000	,373	,000	,679		,000
	N	100	100	100	100	100	100	100
TOTAL EWOM	Pearson Correlation	,597**	,693**	,304**	,724**	,622**	,713**	1
	Sig. (2-tailed)	,000	,000	,002	,000	,000	,000	
	N	100	100	100	100	100	100	100

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

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,663	6

VAR BT

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL BRANDT
X2.1	Pearson Correlation	1	,032	,188	,983**	,015	,671**
	Sig. (2-tailed)		,753	,062	,000	,884	,000
	N	100	100	100	100	100	100
X2.2	Pearson Correlation	,032	1	,179	,013	,984**	,685**
	Sig. (2-tailed)	,753		,076	,895	,000	,000
	N	100	100	100	100	100	100
X2.3	Pearson Correlation	,188	,179	1	,171	,163	,542**
	Sig. (2-tailed)	,062	,076		,089	,106	,000
	N	100	100	100	100	100	100
X2.4	Pearson Correlation	,983**	,013	,171	1	,030	,664**
	Sig. (2-tailed)	,000	,895	,089		,770	,000
	N	100	100	100	100	100	100
X2.5	Pearson Correlation	,015	,984**	,163	,030	1	,679**
	Sig. (2-tailed)	,884	,000	,106	,770		,000
	N	100	100	100	100	100	100
TOTAL BRANDT	Pearson Correlation	,671**	,685**	,542**	,664**	,679**	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).

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,651	5

UJI Normalitas

PI

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	1,71095148
Most Extreme Differences	Absolute	,104
	Positive	,104
	Negative	-,092
Kolmogorov-Smirnov Z		1,040
Asymp. Sig. (2-tailed)		,229

a. Test distribution is Normal.

b. Calculated from data.

RD

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	,50721933
Most Extreme Differences	Absolute	,105
	Positive	,086
	Negative	-,105
Kolmogorov-Smirnov Z		1,049
Asymp. Sig. (2-tailed)		,221

a. Test distribution is Normal.

b. Calculated from data.

UJI MULTIKOLINIERITAS

PI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,933	2,263		1,738	,085		
	EWOM	,636	,174	,546	3,662	,000	,228	4,381
	BRAND TRUST	,248	,202	,184	1,231	,221	,228	4,381

a. Dependent Variable: PURCHASE INTENTION

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,754	,685		2,560	,012		
EWOM	-,183	,055	-,211	-3,312	,001	,201	4,987
BRAND TRUST	,422	,061	,420	6,965	,000	,225	4,450
PURCHASE INTENTION	,599	,030	,806	19,791	,000	,492	2,032

a. Dependent Variable: REPURCHASE DECISION

RD

UJI GLEJSER

PI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,477	1,266		1,957	,053		
	EWOM	,061	,097	,133	,631	,529	,228	4,381
	BRAND TRUST	-,121	,113	-,227	-1,076	,285	,228	4,381

a. Dependent Variable: ABS_res

RD

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	,795	,370		2,148	,034		
EWOM	,006	,030	,048	,215	,831	,201	4,987
BRAND TRUST	-,033	,033	-,213	-,998	,321	,225	4,450
PURCHASE INTENTION	,007	,016	,062	,430	,668	,492	2,032

a. Dependent Variable: ABS_res

UJI T

PI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,933	2,263		1,738	,085
	EWOM	,636	,174	,546	3,662	,000
	BRAND TRUST	,248	,202	,184	1,231	,221

a. Dependent Variable: PURCHASE INTENTION

RD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,754	,685		2,560	,012
	EWOM	-,183	,055	-,211	-3,312	,001
	BRAND TRUST	,422	,061	,420	6,965	,000
	PURCHASE INTENTION	,599	,030	,806	19,791	,000

a. Dependent Variable: REPURCHASE DECISION

UJI F

PI

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	299,032	2	149,516	50,044	,000[b]
	Residual	289,808	97	2,988		
	Total	588,840	99			

a. Dependent Variable: PURCHASE INTENTION

b. Predictors: (Constant), BRAND TRUST, EWOM

RD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	299,840	3	99,947	376,715	,000[b]
	Residual	25,470	96	,265		
	Total	325,310	99			

a. Dependent Variable: REPURCHASE DECISION

b. Predictors: (Constant), PURCHASE INTENTION, BRAND TRUST, EWOM

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Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,713[a]	,508	,498	1,729	2,277

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

b. Dependent Variable: PURCHASE INTENTION

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,960[a]	,922	,919	,515	2,206

a. Predictors: (Constant), PURCHASE INTENTION, BRAND TRUST, EWOM

b. Dependent Variable: REPURCHASE DECISION