

LAMPIRAN



Lampiran 1 Kuesioner Penelitian

A. IDENTITAS RESPONDEN

1. Nama/Inisial :
2. Usia :
3. Jenis Kelamin :
4. Pekerjaan : 1. Pelajar/Mahasiswa 4. Wiraswasta
2. Pegawai Swasta 5. Lain-lain
3. Pegawai Negri

B. PETUNJUK PENGISIAN

1. Berilah tanda (X) pada jawaban yang anda pilih.
2. Keterangan Alternatif Jawaban dan Skor :
 - a. STS : Sangat Tidak Setuju (1)
 - b. TS : Tidak Setuju (2)
 - c. N : Netral (3)
 - d. S : Setuju (4)
 - e. SS : Sangat Setuju (5)

C. KUESIONER

1. ELECTRONIC WORD OF MOUTH

NO	PERTANYAAN	STS	TS	N	S	SS
1.	Saya mengetahui produk di <i>Online Shop</i> yang baik karena banyaknya komentar positif yang ditulis oleh konsumen lain					
2.	Saya sering melihat endorser di media sosial mereview produk dengan hasil yang nyata					

3.	Saya mendapat konten informasi dari video iklan produk di Online Shop melalui media sosial					
4.	Saya mendapat rekomendasi produk busana muslimah yang baik di media sosial dari orang lain					

2. CITRA MEREK

NO	PERTANYAAN	STS	TS	N	S	SS
1.	Sebagian besar merek pada Online Shop memiliki ciri khas atau symbol yang mudah dikenali					
2.	Sebagian besar Online Shop memiliki merek yang banyak diingat konsumen					
3.	Sebagian besar merek produk pada Online Shop selalu senantiasa melakukan inovasi dalam produknya dengan berbagai varian atau model.					
4.	Saya merasa merek produk pada online shop memiliki manfaat yang banyak dibandingkan offline shop					

3. KEPERCAYAAN MEREK

NO	PERTANYAAN	STS	TS	N	S	SS
1.	Saya yakin pada Online Shop yang telah memberikan kualitas pelayanan dan produk yang baik					
2.	Saya menaruh kepercayaan untuk membeli kembali produk pada Online Shop					
3.	Saya sangat berminat berbelanja di Online Shop yang telah dipercaya oleh banyak konsumen.					
4.	Saya merasa diuntungkan berbelanja di Online Shop yang baik dalam pelayanannya.					

4. MINAT BELI ULANG

NO	PERTANYAAN	STS	TS	N	S	SS
1.	Saya memilih Online Shop sebagai tempat berbelanja keperluan pribadi pada waktu yang akan datang					
2.	Saya memiliki keinginan melakukan pembelian rutin di Online Shop					
3.	Saya akan melakukan pembelian ulang di Online Shop karena aman					
4.	Saya rutin melakukan eksplorasi berbagai macam produk di Online Shop					
5.	Saya menanyakan informasi produk Online Shop kepada orang yang sudah menggunakannya					



Lampiran 2 Tabulasi Data

EWOM (X1)				
x1.1	x1.2	x1.3	x1.4	x1
4	3	3	3	13
4	5	5	5	19
5	4	4	4	17
4	5	4	5	18
4	4	5	4	17
4	4	4	4	16
5	4	4	5	18
4	5	5	5	19
5	5	5	5	20
4	3	3	3	13
5	4	4	4	17
4	4	5	4	17
3	4	3	4	14
2	3	3	3	11
4	4	4	4	16
4	4	3	4	15
3	3	4	3	13
5	4	4	4	17
4	5	5	4	18
5	5	5	5	20
4	4	4	4	16
3	3	3	3	12
4	4	4	4	16
4	4	3	4	15
4	4	5	5	18
4	3	4	3	14
4	4	4	4	16
4	3	4	3	14
3	4	3	3	13
4	4	3	3	14
4	4	4	4	16
4	4	3	3	14
4	5	4	4	17

4	5	5	4	18
5	5	4	5	19
5	5	5	5	20
4	3	4	3	14
4	5	5	4	18
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4	4	5	5	18
4	5	5	5	19
3	4	4	3	14
3	3	3	4	13
4	3	4	4	15
4	4	4	4	16
3	4	3	4	14
5	5	4	4	18
5	4	4	4	17
5	5	4	5	19
4	5	4	5	18
3	3	4	3	13
4	3	3	3	13
4	5	4	4	17
3	3	3	3	12
3	3	3	2	11
4	3	4	3	14
4	4	4	5	17
4	4	3	4	15
4	4	4	4	16
4	4	5	5	18
4	4	4	4	16
4	5	5	4	18
5	4	5	5	19
5	5	5	5	20
3	4	4	3	14
4	3	3	3	13
4	4	4	4	16
3	4	4	3	14

4	4	3	4	15
5	4	3	4	16
4	4	4	5	17
5	4	5	4	18
3	2	2	2	9
3	3	4	3	13
4	4	4	4	16
3	3	3	4	13
3	3	3	3	12
5	4	5	4	18
4	4	4	5	17
4	5	5	4	18
4	4	4	4	16
5	5	5	5	20
3	4	4	4	15
4	4	5	4	17
4	4	5	5	18
4	3	5	5	17
4	4	4	4	16
4	5	5	4	18
5	4	5	5	19
5	5	5	5	20
3	4	3	3	13
4	3	4	4	15
4	4	4	4	16
3	4	4	4	15
4	4	5	4	17
3	4	4	4	15
2	3	4	4	13
4	4	4	4	16
5	4	4	4	17

Citra Merek (Y1)				
x2.1	x2.2	x2.3	x2.4	x2
4	4	3	3	14
4	5	4	4	17
5	4	5	4	18
3	3	4	4	14
4	4	5	5	18
3	3	4	4	14
3	4	4	4	15
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4	4	4	4	16
4	5	4	4	17
4	4	4	4	16
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4	4	3	3	14
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5	4	4	4	17
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5	4	5	4	18
3	2	3	2	10
3	3	4	4	14
5	4	4	4	17
3	4	3	3	13
5	4	4	4	17
4	3	3	3	13

4	4	4	3	15
5	5	4	4	18
3	3	3	3	12
4	5	4	5	18
3	4	4	4	15
4	3	5	4	16
4	5	4	4	17
5	4	4	4	17
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4	3	4	4	15
4	3	3	4	14
4	4	5	4	17
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4	3	4	4	15

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3	4	4	3	14
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5	5	5	5	20
3	3	3	3	12
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3	3	4	3	13
4	4	4	4	16
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4	4	4	4	16
4	5	4	5	18
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4	4	3	4	15
3	4	3	3	13
4	5	4	4	17
4	4	5	4	17
4	5	5	5	19
3	3	4	3	13
3	3	4	4	14
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4	4	3	4	15
5	5	4	4	18
4	3	4	3	14
3	3	3	4	13
4	4	5	4	17
4	3	4	5	16

Kepercayaan Merek (y1)				
y1.1	y1.2	y1.3	y1.4	y1
4	4	4	3	15
4	4	4	4	16
5	4	4	5	18
3	3	4	3	13
4	4	5	4	17
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3	3	3	3	12
3	4	3	3	13
4	4	4	4	16
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3	3	4	4	14
3	4	3	3	13

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4	3	4	4	15
4	3	4	3	14
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4	5	4	5	18
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4	4	4	4	16
3	4	3	3	13
4	5	4	4	17
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3	3	4	3	13
4	4	5	4	17
4	4	3	3	14
3	3	4	4	14

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4	4	5	5	18
5	5	4	4	18
4	4	4	3	15
4	3	3	4	14
4	4	4	3	15
3	4	3	4	14
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4	4	5	4	17
4	3	4	3	14
4	4	5	5	18
4	4	4	4	16
5	5	5	5	20
4	4	5	4	17
4	5	4	5	18
5	5	4	5	19
4	4	4	3	15
4	3	3	3	13
4	4	5	4	17
4	4	4	4	16
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4	4	4	3	15
4	4	3	3	14
4	4	4	4	16
3	3	4	4	14
3	3	3	4	13
5	4	4	4	17
4	3	3	3	13

Minat Beli Ulang (Y2)					
y2.1	y2.2	y2.3	y2.4	y2.5	y2
3	4	3	3	3	16
4	5	4	5	4	22
4	5	4	4	4	21
4	4	4	3	4	19
4	4	3	4	3	18
3	3	3	4	4	17
4	4	4	4	3	19
4	5	4	5	5	23
5	5	4	4	5	23
3	4	3	4	4	18
4	4	4	4	3	19
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3	3	4	4	3	17
3	3	3	3	4	16
5	4	4	5	4	22
4	4	4	4	5	21
3	3	3	3	3	15
4	4	4	4	4	20
5	5	4	4	4	22
5	4	4	5	3	21
4	4	4	4	4	20
3	3	3	3	3	15
4	4	5	5	4	22
4	3	4	4	4	19
4	5	4	5	4	22
4	4	4	4	4	20
4	5	5	4	5	23
4	4	4	4	3	19
3	4	4	3	3	17
4	3	4	3	4	18
4	4	5	4	3	20
3	3	3	4	4	17
4	4	3	4	4	19
4	4	4	4	3	19

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4	4	5	5	4	22
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4	4	4	4	3	19
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4	4	4	5	4	21

4	5	5	5	4	23
5	5	4	5	4	23
5	5	5	5	5	25
3	3	3	3	3	15
4	5	4	4	4	21
5	4	4	5	4	22
3	4	4	3	4	18
3	3	3	4	4	17
4	5	4	5	3	21
4	3	4	4	4	19
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3	4	4	4	5	20
5	5	5	5	5	25
4	5	4	4	5	22
4	5	4	4	4	21
5	5	5	5	5	25
4	4	5	4	3	20
3	4	3	3	3	16
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4	4	5	4	4	21
3	3	3	3	3	15
5	4	5	4	5	23
4	3	4	3	4	18
3	3	3	3	3	15
5	4	4	5	4	22
4	4	3	4	4	19

Lampiran 3 Uji Instrumen

Uji Validitas

EWOM (X1)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.807
Bartlett's Test of Sphericity	Approx. Chi-Square	154.407
	df	6
	Sig.	.000

CITRA MEREK (X2)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.787
Bartlett's Test of Sphericity	Approx. Chi-Square	195.715
	df	6
	Sig.	.000

KEPERCAYAAN MEREK (Y1)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.777
Bartlett's Test of Sphericity	Approx. Chi-Square	111.751
	df	6
	Sig.	.000

MINAT BELI ULANG (Y2)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.827
Bartlett's Test of Sphericity	Approx. Chi-Square	178.133
	df	10
	Sig.	.000

Uji Reliabilitas
EWOM (X1)

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
.822	5

CITRA MEREK (X2)

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
.829	5

KEPERCAYAAN MEREK (Y1)

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
.811	5

MINAT BELI ULANG (Y2)

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
.799	6

Lampiran 4 Uji Asumsi Klasik

Uji Normalitas

Model 1

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.62187721
Most Extreme Differences	Absolute	.077
	Positive	.077
	Negative	-.062
Kolmogorov-Smirnov Z		.769
Asymp. Sig. (2-tailed)		.596

a. Test distribution is Normal.

b. Calculated from data.

Model 2

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.59277366
Most Extreme Differences	Absolute	.042
	Positive	.035
	Negative	-.042
Kolmogorov-Smirnov Z		.418
Asymp. Sig. (2-tailed)		.995

a. Test distribution is Normal.

b. Calculated from data.

Uji Multikolinieritas

Model 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.117	1.182		4.330	.000		
	EWOM	.336	.086	.364	3.900	.000	.643	1.555
	Citra Merek	.331	.079	.391	4.185	.000	.643	1.555

a. Dependent Variable: Kepercayaan Merek

Model 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.891	1.274		2.269	.026		
	EWOM	.343	.092	.302	3.752	.000	.556	1.799
	Citra Merek	.261	.085	.249	3.069	.003	.545	1.836
	Kepercayaan Merek	.482	.100	.391	4.812	.000	.544	1.837

a. Dependent Variable: Minat Beli Ulang

Uji Heterokedastisitas

Model 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.690	.694		2.433	.017
	EWOM	-.024	.051	-.060	-.471	.639
	Citra Merek	.000	.047	-.001	-.008	.993

a. Dependent Variable: Abs_RES1

Model 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.984	.746		1.319	.190
	EWOM	-.026	.054	-.064	-.476	.635
	Citra Merek	-.067	.050	-.183	-1.347	.181
	Kepercayaan Merek	.111	.059	.256	1.887	.062

a. Dependent Variable: Abs_RES2

Lampiran 5 Analisis Regresi Linear Berganda

Model 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.117	1.182		4.330	.000
	EWOM	.336	.086	.364	3.900	.000
	Citra Merek	.331	.079	.391	4.185	.000

a. Dependent Variable: Kepercayaan Merek

Model 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.891	1.274		2.269	.026
	EWOM	.343	.092	.302	3.752	.000
	Citra Merek	.261	.085	.249	3.069	.003
	Kepercayaan Merek	.482	.100	.391	4.812	.000

a. Dependent Variable: Minat Beli Ulang

Lampiran 6 Uji Koefisien Determinasi

Model 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.675 ^a	.456	.445	1.639

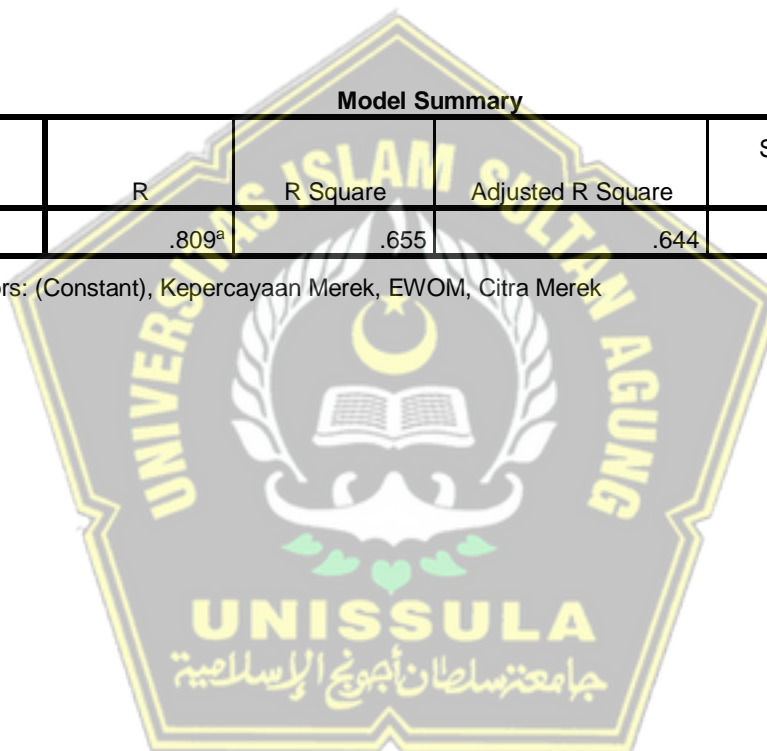
a. Predictors: (Constant), Citra Merek, EWOM

Model 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 ^a	.655	.644	1.617

a. Predictors: (Constant), Kepercayaan Merek, EWOM, Citra Merek



Lampiran 7 Uji Sobel

Model 1

A: ?
 B: ?
 SE_A: ?
 SE_B: ?

Sobel test statistic: 2.87205880
 One-tailed probability: 0.00203904
 Two-tailed probability: 0.00407807

Model 2

A: ?
 B: ?
 SE_A: ?
 SE_B: ?

Sobel test statistic: 3.06810610
 One-tailed probability: 0.00107710
 Two-tailed probability: 0.00215420