

Lampiran 1 : Kuesioner Penelitian

KUESIONER PENELITIAN

Identitas Responden

- Nama : _____
- Alamat : _____
- Jenis kelamin : L P
- Usia : _____
- Pendidikan Akhir : SD SMP SMA
 S1 S2
- Pernah Memakai Produk Wardah : 2-5 6-10 >10

Petunjuk Pengisian

Berikan tanda \surd (centang) untuk menjawab setiap pertanyaan berdasarkan pendapat anda. Sangat tidak setuju (STS) skor 1, tidak setuju (TS) skor 2, netral (N) skor 3, setuju (S) skor 4, dan sangat setuju (SS) skor 5.

<i>Purchase Intention</i>	(1)	(2)	(3)	(4)	(5)
Saya ingin beli produk Wardah					
Saya ingin merefrensikan Wardah kepada orang lain					
Saya ingin mencari informasi kembali mengenai Produk Wardah					
Faktor yang membuat saya melakukan pembelian produk Wardah adalah ... Mohon jelaskan ...					

<i>Brand Image</i>	(1)	(2)	(3)	(4)	(5)
Pendapat saya merek kosmetik Wardah mudah diingat					
Menurut saya merek kosmetik wardah sudah terpercaya					
Menurut saya merek kosmetik wardah sudah terpercaya dibidang kecantikan					
Apakah yang saudara ketahui tentang produk wardah ? Mohon jelaskan ...					

<i>Credibility Endorser</i>	(1)	(2)	(3)	(4)	(5)
Menurut pendapat saya bintang iklan wardah mempunyai pengetahuan sangat luas					
Menurut saya bintang iklan wardah mempunyai karismatik yang tinggi					
Bintang iklan wardah dapat meyakinkan saya					
Kriteria seperti apa yang membuat saudara percaya terhadap <i>Credibility Endorser</i> ? Mohon jelaskan ...					

EWOM	(1)	(2)	(3)	(4)	(5)
Saya melihat komentar konsumen lain mengenai produk wardah secara online					

Saya melihat informasi mengenai produk Wardah diditid jejaring sosial					
Saya percaya rekomendasi positif mengenai produk Wardah					
Konsultasi apa yang saudara lakukan mengenai produk wardah ? Jelaskan ...					

<i>Product Quality</i>	(1)	(2)	(3)	(4)	(5)
Pendapat saya mengenai wardah kosmetik mudah digunakan dan bisa mendapatkan hasil maksimal					
Menurut saya kosmetik wardah memiliki keistimewaan yang tidak dimiliki produk kosmetik lain					
Menurut saya kosmetik wardah bisa bertahan lama					
Keistimewaan apa yang dimiliki kosmetik wardah ? Jelaskan ...					

Lampiran 2 : Tabulasi Data Responden

No	<i>Credibility Endorser</i>				EWOM				<i>Product Quality</i>				<i>Brand Image</i>				<i>Purchase Intention</i>			
	Ce1	Ce2	Ce3	Jmh	Em1	Em2	Em3	Jmh	Pq1	Pq2	Pq3	Jmh	Bi1	Bi2	Bi3	Jmh	Pi1	Pi2	Pi3	Jmh
1	4	4	4	12	3	3	4	10	3	4	4	11	5	5	5	15	4	4	5	13
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Correlations

		Keahlian	Karismatik	Meyakinkan	Credibility Endorser
Keahlian	Pearson Correlation	1	.638(**)	.778(**)	.917(**)
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Karismatik	Pearson Correlation	.638(**)	1	.615(**)	.826(**)
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Meyakinkan	Pearson Correlation	.778(**)	.615(**)	1	.912(**)
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Credibility Endorser	Pearson Correlation	.917(**)	.826(**)	.912(**)	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

Correlations

		Intensitas	Konten	Pen pos	EWOM
Intensitas	Pearson Correlation	1	.801(**)	.663(**)	.908(**)
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Konten	Pearson Correlation	.801(**)	1	.735(**)	.936(**)
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Pen pos	Pearson Correlation	.663(**)	.735(**)	1	.875(**)
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
EWOM	Pearson Correlation	.908(**)	.936(**)	.875(**)	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

Correlations

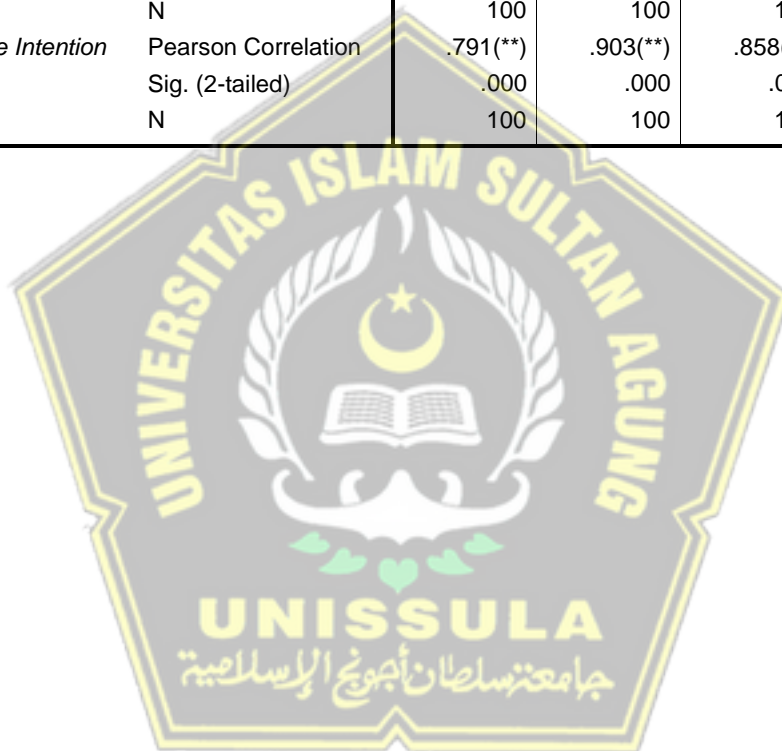
		Kinerja	Keistimewaan	Daya tahan	Product Quality
Kinerja	Pearson Correlation	1	.773(**)	.785(**)	.919(**)
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Keistimewaan	Pearson Correlation	.773(**)	1	.818(**)	.931(**)
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Daya tahan	Pearson Correlation	.785(**)	.818(**)	1	.935(**)
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Product Quality	Pearson Correlation	.919(**)	.931(**)	.935(**)	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

Correlations

		LL	MT	PM	Brand Image
LL	Pearson Correlation	1	.332(**)	.291(**)	.647(**)
	Sig. (2-tailed)		.001	.003	.000
	N	100	100	100	100
MT	Pearson Correlation	.332(**)	1	.771(**)	.886(**)
	Sig. (2-tailed)	.001		.000	.000
	N	100	100	100	100
PM	Pearson Correlation	.291(**)	.771(**)	1	.871(**)
	Sig. (2-tailed)	.003	.000		.000
	N	100	100	100	100
Brand Image	Pearson Correlation	.647(**)	.886(**)	.871(**)	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

Correlations

		MT	Y2.2	Y2.3	<i>Purchase Intention</i>
MT	Pearson Correlation	1	.578(**)	.462(**)	.791(**)
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
MR	Pearson Correlation	.578(**)	1	.716(**)	.903(**)
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
ME	Pearson Correlation	.462(**)	.716(**)	1	.858(**)
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
<i>Purchase Intention</i>	Pearson Correlation	.791(**)	.903(**)	.858(**)	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100



Reliability

Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	N of Items
.858	4

Reliability Statistics

Cronbach's Alpha	N of Items
.865	4

Reliability Statistics

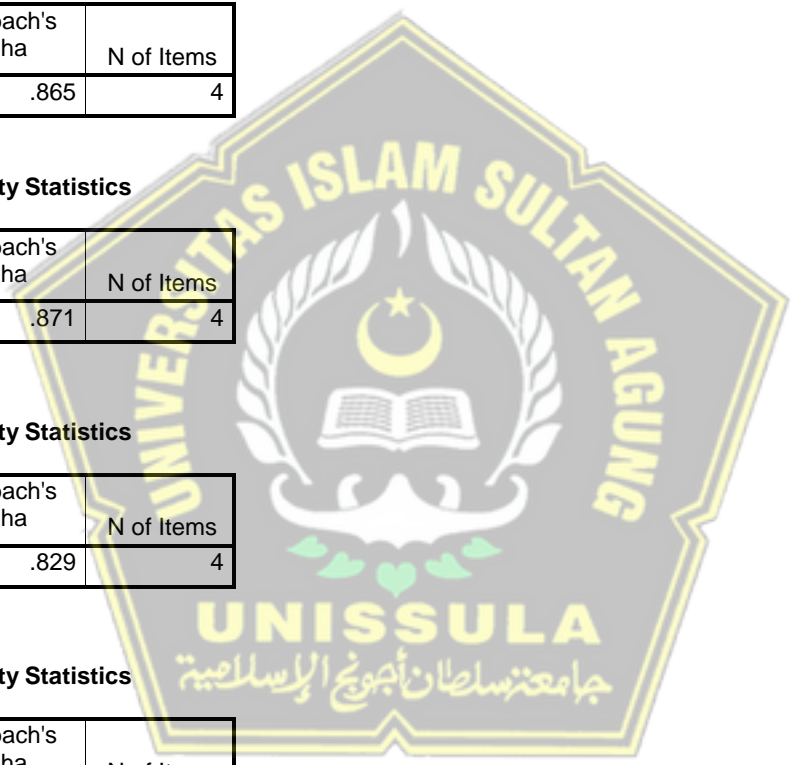
Cronbach's Alpha	N of Items
.871	4

Reliability Statistics

Cronbach's Alpha	N of Items
.829	4

Reliability Statistics

Cronbach's Alpha	N of Items
.847	4



Regression

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	<i>Product Quality</i> , EWOM, Credibility Endorser(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	Durbin-Watson
1	.754(a)	.569	.555	1.21188	1.785

a Predictors: (Constant), *Product Quality*, EWOM, Credibility Endorser

b Dependent Variable: *Brand Image*

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	185.760	3	61.920	42.161	.000(a)
	Residual	140.990	96	1.469		
	Total	326.750	99			

a Predictors: (Constant), *Product Quality*, EWOM, Credibility Endorser

b Dependent Variable: *Brand Image*

Coefficients(a)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF	B	Std. Error
1 (Constant)	6.090	.611		9.966	.000		
Credibility Endorser	-.068	.092	-.095	-.744	.459	.278	3.592
EWOM	.173	.083	.233	2.098	.038	.364	2.744
Product Quality	.479	.085	.647	5.610	.000	.338	2.962

a Dependent Variable: *Brand Image*

Collinearity Diagnostics(a)

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
		(Constant)	Credibility Endorser	EWOM	Product Quality	(Constant)	Credibility Endorser
1	1	3.948	1.000	.00	.00	.00	.00
	2	.030	11.403	.96	.06	.03	.03
	3	.013	17.633	.00	.02	.78	.48
	4	.009	20.923	.03	.92	.19	.49

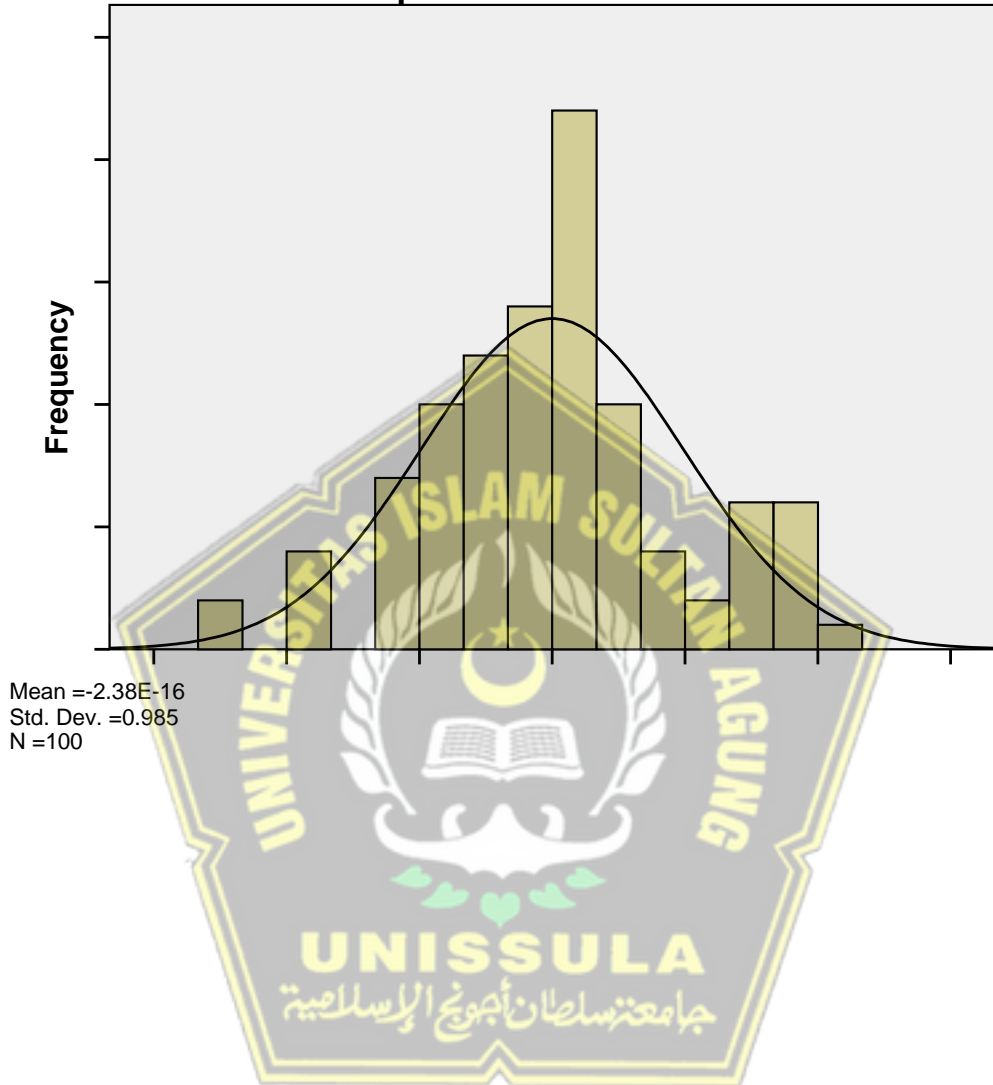
a Dependent Variable: *Brand Image*

Residuals Statistics(a)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.1527	15.0543	12.6500	1.36980	100
Std. Predicted Value	-2.553	1.755	.000	1.000	100
Standard Error of Predicted Value	.124	.620	.228	.082	100
Adjusted Predicted Value	9.1693	15.1421	12.6483	1.37158	100
Residual	-3.16620	2.72728	.00000	1.19337	100
Std. Residual	-2.613	2.250	.000	.985	100
Stud. Residual	-2.632	2.283	.001	1.003	100
Deleted Residual	-3.21355	2.80563	.00165	1.23815	100
Stud. Deleted Residual	-2.718	2.335	.001	1.015	100
Mahal. Distance	.039	24.888	2.970	3.594	100
Cook's Distance	.000	.176	.009	.021	100
Centered Leverage Value	.000	.251	.030	.036	100

Histogram

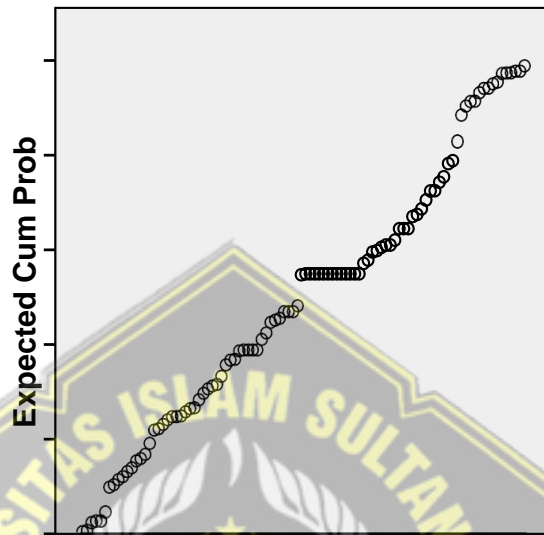
Dependent Variable:



Regression Standardized Residual

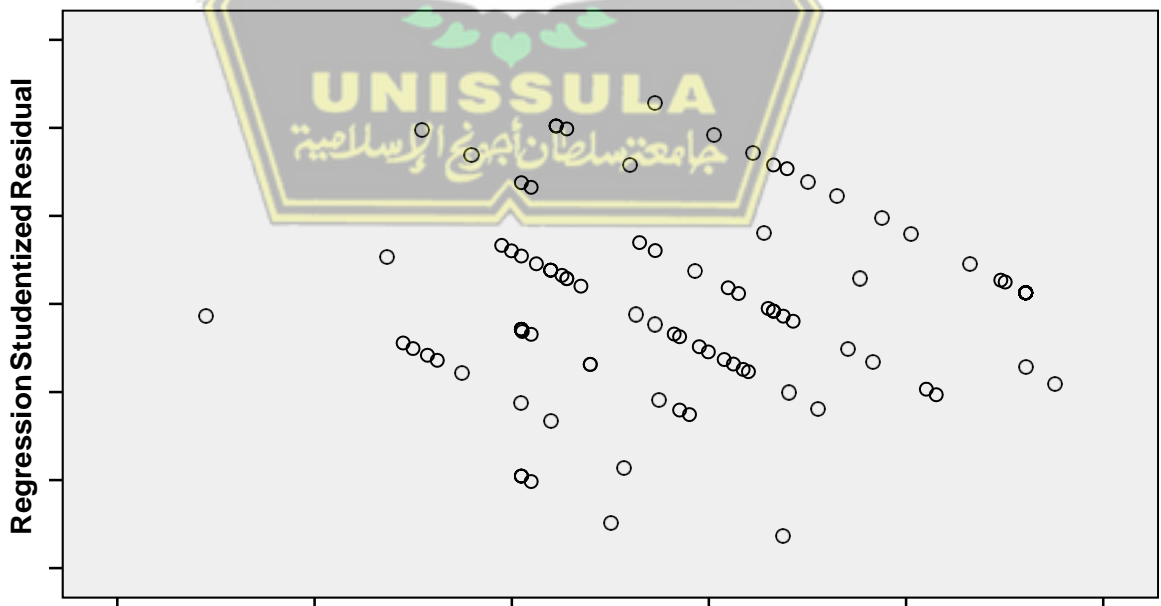
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: *Brand Image*



Scatterplot

Dependent Variable: *Brand Image*



Regression Standardized Predicted Value

Regression

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	<i>Product Quality</i> , EWOM, Credibility Endorser(a)		Enter

a All requested variables entered.

b Dependent Variable: *Purchase Intention*

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.869(a)	.756	.748	1.09446	1.983

a Predictors: (Constant), *Product Quality*, EWOM, Credibility Endorser

b Dependent Variable: *Purchase Intention*

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	355.758	3	118.586	99.000	.000(a)
	Residual	114.992	96	1.198		
	Total	470.750	99			

a Predictors: (Constant), *Product Quality*, EWOM, Credibility Endorser

b Dependent Variable: *Purchase Intention*

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF	B	Std. Error
1	(Constant)	1.855	.552		3.361	.001		
	Credibility Endorser	.060	.083	.070	.731	.466	.278	3.592
	EWOM	.296	.075	.332	3.972	.000	.364	2.744
	<i>Product Quality</i>	.476	.077	.536	6.175	.000	.338	2.962

a Dependent Variable: *Purchase Intention*