

Lampiran I

KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul :

PENGARUH E-WOM DAN BRAND IMAGE TERHADAP MINAT BERKUNJUNG PADA HOTEL GOLDEN TULIP SPRINGHILL LAMPUNG

Petunjuk pengisian daftar pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pertanyaan/pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
3. Berilah tanda (√) pada jawaban yang telah disediakan oleh peneliti.

IDENTITAS RESPONDEN

1. Nama :

2. Domisili :

3. Jenis Kelamin : Laki-laki
 Perempuan

4. Usia : 15 – 23 Tahun
 24 – 30 Tahun
 31 – 40 Tahun

5. Pekerjaan : Pelajar/Mahasiswa Wiraswasta
 PNS/Tentara/Polri Lainnya
 Pegawai Swasta

6. Pengguna platform travel :

Ya

Tidak

7. Platform Travel mana yang sering anda gunakan:

Traveloka

Booking.com

Pegi Pegi

Agoda

Kriteria Penilaian :

SS	: Sangat Setuju	5
S	: Setuju	4
N	: Netral	3
TS	: Tidak Setuju	2
STS	: Sangat Tidak Setuju	1

1. E-WOM

No	Pernyataan	SS	S	N	TS	STS
1	Sebelum berkunjung konsumen mengumpulkan informasi ulasan Hotel dari pelanggan lain melalui Platform Travel (Traveloka, Pegi-Pegi, Agoda).					
2	Konsumen berkomunikasi melalui Platform Travel untuk mendapatkan informasi hotel.					
3	Konsumen sering membaca ulasan untuk mengetahui informasi Hotel di Platform Travel (Traveloka, Pegi-Pegi, Agoda).					
4	Konsumen memperoleh informasi pengalaman positif orang lain terhadap minat berkunjung.					
5	Konsumen mendapatkan rekomendasi hotel dari pelanggan lain melalui Platform Travel (Traveloka, Pegi-Pegi, Agoda).					
6	Konsumen mendapatkan informasi pengalaman negatif orang lain terhadap suatu produk melalui Platform Travel (Traveloka, Pegi-Pegi, Agoda).					

7	Konsumen mendapatkan informasi variasi hotel melalui Platform Travel (Traveloka, Pegi-Pegi, Agoda).					
8	Konsumen mendapatkan informasi kualitas hotel melalui Platform Travel (Traveloka, Pegi-Pegi, Agoda).					
9	Konsumen mendapatkan informasi harga Hotel melalui Platform Travel (Traveloka, Pegi-Pegi, Agoda).					

2. Brand Image

No	Pernyataan	SS	S	N	TS	STS
1	Hotel Golden Tulip dapat dipercaya kualitasnya.					
2	Hotel Golden Tulip memiliki banyak variasi jenis kamar.					
3	Hotel Golden Tulip mudah diingat dan dikenali					
4	Hotel Golden Tulip sesuai dengan yang diiklankan di media sosial instagram.					
5	Hotel Golden Tulip memiliki keunikan dan nilai jual yang berbeda dibandingkan produk lainnya.					
6	Keunikannya membuat Hotel Golden Tulip menjadi hotel yang mampu bersaing di hotel bintang 4 lainnya.					

3. Minat Berkunjung

No	Pernyataan	SS	S	N	TS	STS
1	Konsumen akan menekan tombol "like" postingan akun Instagram Hotel Golden Tulip sebagai tanda menyukai Hotel tersebut.					
2	Konsumen akan menyimpan suatu postingan akun Instagram Hotel Golden Tulip yang menarik bagi konsumen.					
3	Konsumen akan memberitahu (tag/share) teman/kerabat melalui kolom komentar/direct message mengenai postingan akun instagram Hotel Golden Tulip.					

4	Konsumen akan mengajak teman/kerabat untuk mengunjungi postingan akun Instagram Hotel Golden Tulip yang menarik bagi konsumen					
5	Konsumen tertarik dengan informasi yang diberikan akun Instagram Hotel Golden Tulip mengenai daya tarik wisata yang diposting					
6	Konsumen akan merencanakan/mencari jadwal yang tepat untuk mengunjungi Hotel Golden Tulip.					
7	Konsumen akan meminta referensi dari orang yang pernah berkunjung ke Hotel Golden Tulip.					
8	Konsumen akan menekan tombol "like" postingan akun Instagram bertemakan destinasi wisata sebagai tanda menyukai konten mengenai suatu daya tarik wisata.					
9	Konsumen akan menyimpan suatu postingan akun Instagram Hotel Golden Tulip yang menarik bagi rekomendasi konsumen lain nya.					

Lampiran II (Hasil Jawaban Responden)

Electronic Word of Mouth

No	EW1	EW2	EW3	EW4	EW5	EW6	EW7	EW8	EW9	E-WOM
1	3	3	3	3	1	2	3	3	1	22
2	4	3	3	3	3	3	3	3	4	29
3	5	5	5	5	5	5	5	5	5	45
4	1	1	2	1	1	2	1	1	4	14
5	5	3	4	3	4	3	4	3	4	33
6	2	1	2	2	2	2	2	2	3	18
7	4	4	4	4	4	4	4	5	5	38
8	3	4	4	4	4	3	4	4	5	35
9	5	4	5	4	4	3	4	5	3	37
10	4	4	4	4	5	5	4	5	4	39
11	2	4	4	4	4	3	4	3	4	32
12	3	5	4	5	4	3	4	3	4	35
13	2	3	1	4	4	4	4	4	3	29
14	3	3	4	3	3	4	3	4	3	30
15	3	3	4	5	3	3	4	4	5	34
16	4	5	3	5	5	5	4	4	5	40
17	4	4	4	3	3	5	4	5	5	37
18	5	5	5	4	4	2	3	3	4	35
19	4	3	3	4	2	1	3	3	4	27
20	3	3	2	4	2	1	3	2	5	25
21	4	4	5	5	5	5	5	5	5	43
22	4	4	5	5	5	5	5	4	5	42
23	4	5	5	5	5	3	5	3	5	40
24	5	5	5	4	4	4	4	5	5	41
25	5	5	5	5	5	3	5	4	5	42
26	4	4	4	5	4	5	4	5	5	40
27	5	5	5	5	5	5	5	5	5	45
28	5	5	5	5	5	5	5	5	5	45
29	5	5	5	5	5	5	5	5	5	45
30	4	3	4	2	3	2	3	4	3	28
31	3	2	3	2	4	2	4	4	4	28
32	3	3	4	4	4	2	3	4	4	31
33	3	2	3	1	3	4	3	3	4	26
34	2	3	3	3	4	3	4	4	3	29
35	3	4	4	3	3	3	3	3	3	29
36	4	4	5	4	4	3	4	3	5	36
37	3	3	3	2	3	3	3	4	5	29
38	3	2	3	3	3	2	2	4	5	27
39	2	2	3	3	2	3	3	3	4	25
40	3	3	4	4	3	4	3	4	4	32
41	3	4	4	3	2	2	2	3	4	27
42	4	3	3	3	3	3	3	3	5	30
43	4	4	4	4	4	2	3	3	4	32
44	3	4	3	4	3	4	2	3	5	31
45	3	3	4	3	3	3	4	2	5	30
46	4	4	4	3	3	2	4	3	4	31

47	3	3	4	4	4	2	4	3	5	32
48	4	3	4	4	4	3	4	2	5	33
49	4	3	4	3	3	3	1	2	5	28
50	3	3	3	3	3	3	2	2	4	26
51	3	4	4	3	3	2	3	3	5	30
52	5	3	5	3	3	2	3	2	5	31
53	3	5	5	3	4	3	4	4	5	36
54	3	3	3	4	4	2	3	3	4	29
55	3	4	4	3	3	2	3	4	4	30
56	4	4	5	3	3	1	4	1	4	29
57	3	2	3	4	4	2	3	2	4	27
58	3	3	2	4	3	2	3	3	3	26
59	4	4	3	2	2	3	2	2	5	27
60	3	3	5	3	3	3	3	3	5	31
61	3	3	2	3	4	3	3	2	3	26
62	4	5	4	2	2	3	3	2	4	29
63	5	5	5	4	3	3	3	3	4	35
64	4	4	3	4	4	3	4	3	5	34
65	5	5	4	2	2	2	1	2	4	27
66	3	3	4	3	4	1	4	2	5	29
67	3	4	3	4	3	3	2	2	5	29
68	3	4	4	2	3	2	2	2	4	26
69	4	4	5	1	2	3	2	2	4	27
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71	3	4	4	4	3	2	4	2	5	31
72	4	3	4	3	3	3	3	4	4	31
73	4	4	5	3	3	2	2	3	4	30
74	4	4	5	4	4	2	4	3	5	35
75	2	3	4	4	3	2	3	3	4	28
76	1	4	4	2	2	3	2	4	3	25
77	3	4	4	3	3	4	3	4	4	32
78	4	3	3	4	3	2	3	3	5	30
79	3	3	2	3	4	3	3	2	4	27
80	4	5	3	4	4	2	4	3	3	32
81	4	5	4	4	3	2	3	1	5	31
82	5	5	4	2	2	2	2	2	4	28
83	5	4	5	2	3	4	2	3	4	32
84	3	5	3	3	3	2	4	3	5	31
85	4	5	4	1	2	3	1	3	4	27
86	4	4	3	2	2	4	1	4	5	29
87	5	5	5	4	3	3	3	2	4	34
88	3	3	3	3	3	2	4	2	4	27
89	5	4	4	3	2	2	3	3	5	31
90	4	5	3	4	4	2	3	4	4	33
91	5	3	3	4	4	4	4	3	4	34
92	5	5	3	4	4	2	3	3	5	34
93	4	3	3	2	2	3	3	3	5	28
94	5	5	5	4	4	4	3	4	4	38
95	5	5	1	1	2	3	1	3	4	25
96	5	4	4	4	4	2	3	2	4	32
97	4	4	3	3	3	3	4	3	4	31

98	5	5	4	2	2	4	3	3	4	32
99	4	4	3	3	2	4	3	4	5	32
100	5	5	5	4	3	3	3	2	4	34
101	4	4	3	3	3	2	4	3	5	31
102	3	3	4	5	5	5	5	5	5	40
103	3	3	3	3	4	2	3	3	4	28
104	4	2	3	3	3	3	3	2	2	25
105	3	3	4	3	4	4	3	3	5	32
106	1	1	1	1	1	1	1	1	1	9
107	1	1	1	1	1	1	1	1	1	9
108	1	1	1	1	1	1	1	1	1	9
109	1	5	5	5	5	5	5	5	5	41
110	3	2	1	3	1	3	4	3	2	22

Brand Image

No	BI1	BI2	BI3	BI4	BI5	BI6	Brand_Image
1	1	1	1	1	1	1	6
2	4	5	4	4	5	5	27
3	5	5	3	3	3	3	22
4	4	4	2	4	4	4	22
5	3	1	3	4	2	2	15
6	3	3	4	4	3	3	20
7	5	4	4	3	5	5	26
8	4	5	4	5	5	5	28
9	5	4	5	5	4	4	27
10	5	5	5	5	5	5	30
11	5	5	5	5	5	5	30
12	3	5	5	5	5	5	28
13	4	4	5	5	4	4	26
14	4	3	4	2	4	3	20
15	5	5	5	4	5	5	29
16	3	2	2	4	4	5	20
17	5	4	5	4	4	4	26
18	4	4	4	2	3	3	20
19	5	5	5	5	5	5	30
20	5	5	5	5	5	5	30
21	5	5	5	5	5	5	30
22	3	5	5	5	5	5	28
23	4	4	5	5	4	4	26
24	4	5	4	5	4	5	27
25	5	5	5	4	5	5	29
26	5	5	5	4	4	5	28
27	5	4	5	4	4	4	26
28	4	4	4	4	5	4	25
29	3	3	5	4	5	5	25
30	4	4	4	5	5	5	27
31	3	3	3	4	4	3	20
32	3	5	3	5	5	5	26
33	4	4	4	4	4	4	24
34	4	5	4	3	4	3	23
35	3	3	3	3	3	5	20
36	4	4	4	4	4	4	24
37	5	5	5	5	5	5	30
38	4	4	4	4	5	4	25
39	4	2	2	3	3	3	17
40	4	4	4	5	5	5	27
41	4	4	4	4	4	4	24
42	4	3	3	5	5	5	25
43	2	5	2	5	3	2	19
44	5	5	5	5	5	4	29
45	3	4	3	2	2	5	19
46	3	3	3	5	5	3	22
47	4	4	4	4	3	3	22

48	4	4	4	4	5	3	24
49	4	4	4	4	5	4	25
50	4	4	4	4	4	4	24
51	4	4	4	4	4	3	23
52	4	4	4	4	5	4	25
53	5	5	5	4	5	4	28
54	4	4	4	4	4	3	23
55	3	3	3	4	4	3	20
56	4	4	4	4	5	4	25
57	3	5	3	4	4	3	22
58	3	5	3	4	4	3	22
59	3	5	3	4	4	5	24
60	4	3	4	4	4	3	22
61	5	4	5	5	3	3	25
62	4	3	4	4	5	5	25
63	3	3	3	4	4	4	21
64	3	3	4	5	3	3	21
65	3	2	3	5	4	3	20
66	4	4	4	5	4	3	24
67	5	5	5	4	3	3	25
68	3	3	3	4	3	3	19
69	3	4	3	5	3	3	21
70	3	3	3	4	3	3	19
71	5	4	5	4	5	5	28
72	4	3	4	3	4	2	20
73	4	2	4	3	3	3	19
74	2	4	5	3	3	4	21
75	4	4	4	5	4	3	24
76	4	1	4	4	3	2	18
77	2	3	2	5	3	3	18
78	2	3	2	5	2	2	16
79	3	3	5	5	3	4	23
80	3	5	5	4	3	3	23
81	3	3	4	4	5	5	24
82	2	2	4	4	5	5	22
83	5	5	4	4	2	2	22
84	5	3	5	4	4	3	24
85	3	3	3	3	2	3	17
86	5	3	5	5	3	4	25
87	5	3	5	4	2	3	22
88	3	2	3	4	3	3	18
89	4	3	3	4	4	4	22
90	4	4	3	4	4	5	24
91	4	3	3	3	3	3	19
92	5	3	2	5	2	3	20
93	3	2	3	4	2	3	17
94	3	3	4	4	3	4	21
95	5	3	5	4	4	4	25
96	4	3	4	4	4	5	24
97	3	2	4	2	3	3	17

98	3	4	4	4	3	4	22
99	4	4	4	3	4	3	22
100	4	4	4	4	3	3	22
101	4	3	4	4	4	5	24
102	3	3	5	2	3	3	19
103	4	3	4	3	3	3	20
104	4	3	5	4	3	3	22
105	4	3	4	5	3	4	23
106	4	3	5	4	3	4	23
107	4	3	4	4	4	4	23
108	3	3	4	3	3	3	19
109	3	4	5	3	3	3	21
110	3	4	5	3	4	4	23

Minat Berkunjung

No	MB1	MB2	MB3	MB4	MB5	MB6	MB7	MB8	MB9	Minat_berkunjung
1	1	1	1	1	1	1	2	1	1	10
2	4	4	4	4	4	4	4	4	4	36
3	5	5	5	5	5	5	5	5	4	44
4	3	3	3	3	3	3	3	3	5	29
5	4	4	3	4	4	3	4	3	5	34
6	3	2	3	3	2	3	3	3	3	25
7	5	4	5	5	4	5	5	5	5	43
8	5	5	5	5	5	5	5	5	4	44
9	3	4	4	5	4	4	5	3	5	37
10	4	3	3	3	3	3	3	4	4	30
11	4	3	3	4	3	3	4	3	4	31
12	3	3	3	3	3	3	3	3	4	28
13	3	3	3	3	3	3	3	3	3	27
14	4	3	3	3	3	3	3	3	4	29
15	5	5	4	5	5	4	5	3	4	40
16	5	4	5	4	4	5	4	5	3	39
17	5	5	4	5	5	4	5	4	4	41
18	4	3	4	4	3	4	4	3	4	33
19	5	5	4	5	5	4	5	5	4	42
20	5	5	5	5	5	2	2	2	4	35
21	5	5	5	5	5	4	5	5	5	44
22	5	5	5	5	5	4	5	5	5	44
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25	5	5	5	5	5	5	5	4	4	43
26	5	5	5	5	5	5	5	4	5	44
27	4	5	5	4	5	5	4	5	4	41
28	5	5	5	5	5	5	5	5	5	45
29	5	5	5	5	5	5	5	5	4	44
30	5	5	5	4	5	5	4	5	4	42
31	4	3	3	3	3	3	3	4	4	30
32	4	3	3	4	3	3	4	3	4	31
33	3	3	3	3	3	3	3	3	4	28
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35	4	3	3	3	3	3	3	3	4	29
36	5	5	4	5	5	4	5	3	4	40
37	5	4	5	4	4	5	4	5	3	39
38	5	5	4	5	5	4	5	4	4	41
39	4	3	4	4	3	4	4	3	4	33
40	5	5	4	5	5	4	5	5	4	42
41	4	3	3	3	3	3	3	3	5	30
42	5	3	3	4	3	3	4	2	3	30
43	4	3	4	4	3	4	4	2	3	31
44	3	3	3	4	3	3	4	3	3	29
45	3	4	3	5	4	3	5	4	4	35
46	3	3	3	3	3	3	3	3	3	27
47	4	3	4	4	3	4	4	4	5	35
48	4	4	3	5	4	3	5	5	3	36

Lampiran III (Hasil Uji Deskriptif)

Domisili

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bandung	11	10.0	10.0	10.0
Bengkulu	6	5.5	5.5	15.5
Jakarta	20	18.2	18.2	33.6
Lampung	40	36.4	36.4	70.0
Palembang	33	30.0	30.0	100.0
Total	110	100.0	100.0	

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	78	70.9	70.9	70.9
Perempuan	32	29.1	29.1	100.0
Total	110	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15 – 23 Tahun	19	17.3	17.3	17.3
24 – 30 Tahun	54	49.1	49.1	66.4
31 – 40 Tahun	37	33.6	33.6	100.0
Total	110	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lainnya	11	10.0	10.0	10.0
Pegawai Swasta	51	46.4	46.4	56.4
Pelajar/Mahasiswa	13	11.8	11.8	68.2
PNS/Tentara/Polri	14	12.7	12.7	80.9
Wiraswasta	21	19.1	19.1	100.0
Total	110	100.0	100.0	

Pengguna_Platform

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ya	110	100.0	100.0	100.0

Plaform_Travel

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agoda	18	16.4	16.4	16.4
Booking.com	11	10.0	10.0	26.4
Pegi Pegi	21	19.1	19.1	45.5
Traveloka	60	54.5	54.5	100.0

Total	110	100.0	100.0
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EW1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	5.5	5.5	5.5
2	6	5.5	5.5	10.9
Valid 3	39	35.5	35.5	46.4
4	36	32.7	32.7	79.1
5	23	20.9	20.9	100.0
Total	110	100.0	100.0	

EW2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	4.5	4.5	4.5
2	7	6.4	6.4	10.9
Valid 3	36	32.7	32.7	43.6
4	35	31.8	31.8	75.5
5	27	24.5	24.5	100.0
Total	110	100.0	100.0	

EW3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	5.5	5.5	5.5
2	6	5.5	5.5	10.9
Valid 3	32	29.1	29.1	40.0
4	40	36.4	36.4	76.4
5	26	23.6	23.6	100.0
Total	110	100.0	100.0	

EW4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	8	7.3	7.3	7.3
2	15	13.6	13.6	20.9
Valid 3	37	33.6	33.6	54.5
4	36	32.7	32.7	87.3
5	14	12.7	12.7	100.0
Total	110	100.0	100.0	

EW5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	5.5	5.5	5.5
Valid 2	18	16.4	16.4	21.8
3	41	37.3	37.3	59.1
4	33	30.0	30.0	89.1

	5	12	10.9	10.9	100.0
	Total	110	100.0	100.0	

EW6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	7	6.4	6.4	6.4
2	36	32.7	32.7	39.1
3	40	36.4	36.4	75.5
4	15	13.6	13.6	89.1
5	12	10.9	10.9	100.0
Total	110	100.0	100.0	

EW7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	9	8.2	8.2	8.2
2	14	12.7	12.7	20.9
3	44	40.0	40.0	60.9
4	33	30.0	30.0	90.9
5	10	9.1	9.1	100.0
Total	110	100.0	100.0	

EW8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	5.5	5.5	5.5
2	24	21.8	21.8	27.3
3	44	40.0	40.0	67.3
4	23	20.9	20.9	88.2
5	13	11.8	11.8	100.0
Total	110	100.0	100.0	

EW9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	3.6	3.6	3.6
2	2	1.8	1.8	5.5
3	11	10.0	10.0	15.5
4	45	40.9	40.9	56.4
5	48	43.6	43.6	100.0
Total	110	100.0	100.0	

B11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.9	.9	.9
2	5	4.5	4.5	5.5
3	34	30.9	30.9	36.4

	4	45	40.9	40.9	77.3
	5	25	22.7	22.7	100.0
	Total	110	100.0	100.0	

BI2

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	3	2.7	2.7	2.7
	2	8	7.3	7.3	10.0
Valid	3	37	33.6	33.6	43.6
	4	36	32.7	32.7	76.4
	5	26	23.6	23.6	100.0
	Total	110	100.0	100.0	

BI3

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	1	.9	.9	.9
	2	7	6.4	6.4	7.3
Valid	3	23	20.9	20.9	28.2
	4	45	40.9	40.9	69.1
	5	34	30.9	30.9	100.0
	Total	110	100.0	100.0	

BI4

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	1	.9	.9	.9
	2	5	4.5	4.5	5.5
Valid	3	15	13.6	13.6	19.1
	4	57	51.8	51.8	70.9
	5	32	29.1	29.1	100.0
	Total	110	100.0	100.0	

BI5

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	1	.9	.9	.9
	2	8	7.3	7.3	8.2
Valid	3	33	30.0	30.0	38.2
	4	37	33.6	33.6	71.8
	5	31	28.2	28.2	100.0
	Total	110	100.0	100.0	

BI6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.9	.9	.9
	2	6	5.5	5.5	6.4

	3	43	39.1	39.1	45.5
	4	29	26.4	26.4	71.8
	5	31	28.2	28.2	100.0
	Total	110	100.0	100.0	

MB1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.7	2.7	2.7
	2	2	1.8	1.8	4.5
	3	16	14.5	14.5	19.1
	4	50	45.5	45.5	64.5
	5	39	35.5	35.5	100.0
	Total	110	100.0	100.0	

MB2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	5.5	5.5	5.5
	2	6	5.5	5.5	10.9
	3	31	28.2	28.2	39.1
	4	34	30.9	30.9	70.0
	5	33	30.0	30.0	100.0
	Total	110	100.0	100.0	

MB3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.7	2.7	2.7
	2	2	1.8	1.8	4.5
	3	31	28.2	28.2	32.7
	4	47	42.7	42.7	75.5
	5	27	24.5	24.5	100.0
	Total	110	100.0	100.0	

MB4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.7	2.7	2.7
	2	1	.9	.9	3.6
	3	19	17.3	17.3	20.9
	4	51	46.4	46.4	67.3
	5	36	32.7	32.7	100.0
	Total	110	100.0	100.0	

MB5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	4.5	4.5	4.5

	2	7	6.4	6.4	10.9
	3	31	28.2	28.2	39.1
	4	34	30.9	30.9	70.0
	5	33	30.0	30.0	100.0
	Total	110	100.0	100.0	

MB6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	2.7	2.7	2.7
2	4	3.6	3.6	6.4
3	31	28.2	28.2	34.5
4	48	43.6	43.6	78.2
5	24	21.8	21.8	100.0
Total	110	100.0	100.0	

MB7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.8	1.8	1.8
2	4	3.6	3.6	5.5
3	19	17.3	17.3	22.7
4	52	47.3	47.3	70.0
5	33	30.0	30.0	100.0
Total	110	100.0	100.0	

MB8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	3.6	3.6	3.6
2	3	2.7	2.7	6.4
3	31	28.2	28.2	34.5
4	35	31.8	31.8	66.4
5	37	33.6	33.6	100.0
Total	110	100.0	100.0	

MB9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	3.6	3.6	3.6
2	1	.9	.9	4.5
3	24	21.8	21.8	26.4
4	59	53.6	53.6	80.0
5	22	20.0	20.0	100.0
Total	110	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

Correlations

		EW1	EW2	EW3	EW4	EW5	EW6	EW7	EW8	EW9	E_WOM
EW1	Pearson Correlation	1	.705**	.753**	.494**	.607**	.386	.621**	.632**	.372	.757**
	Sig. (2-tailed)		.000	.000	.006	.000	.035	.000	.000	.043	.000
	N	30	30	30	30	30	30	30	30	30	30
EW2	Pearson Correlation	.705**	1	.740**	.798**	.804**	.532**	.804**	.624**	.514**	.887**
	Sig. (2-tailed)	.000		.000	.000	.000	.002	.000	.000	.004	.000
	N	30	30	30	30	30	30	30	30	30	30
EW3	Pearson Correlation	.753**	.740**	1	.544**	.673**	.451	.692**	.609**	.428	.801**
	Sig. (2-tailed)	.000	.000		.002	.000	.012	.000	.000	.018	.000
	N	30	30	30	30	30	30	30	30	30	30
EW4	Pearson Correlation	.494**	.798**	.544**	1	.755**	.512**	.851**	.547**	.585**	.824**
	Sig. (2-tailed)	.006	.000	.002		.000	.004	.000	.002	.001	.000
	N	30	30	30	30	30	30	30	30	30	30
EW5	Pearson Correlation	.607**	.804**	.673**	.755**	1	.723**	.871**	.665**	.571**	.912**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30
EW6	Pearson Correlation	.386	.532**	.451	.512**	.723**	1	.678**	.788**	.458	.766**
	Sig. (2-tailed)	.035	.002	.012	.004	.000		.000	.000	.011	.000
	N	30	30	30	30	30	30	30	30	30	30
EW7	Pearson Correlation	.621**	.804**	.692**	.851**	.871**	.678**	1	.720**	.545**	.923**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.002	.000
	N	30	30	30	30	30	30	30	30	30	30
EW8	Pearson Correlation	.632**	.624**	.609**	.547**	.665**	.788**	.720**	1	.352	.816**
	Sig. (2-tailed)	.000	.000	.000	.002	.000	.000	.000		.056	.000
	N	30	30	30	30	30	30	30	30	30	30
EW9	Pearson Correlation	.372	.514**	.428	.585**	.571**	.458	.545**	.352	1	.649**
	Sig. (2-tailed)	.043	.004	.018	.001	.001	.011	.002	.056		.000
	N	30	30	30	30	30	30	30	30	30	30
E_WOM	Pearson Correlation	.757**	.887**	.801**	.824**	.912**	.766**	.923**	.816**	.649**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30

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

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

Correlations

		BI1	BI2	BI3	BI4	BI5	BI6	Brand_Image
BI1	Pearson Correlation	1	.693**	.597**	.356	.531**	.505**	.736**
	Sig. (2-tailed)		.000	.000	.053	.003	.004	.000

	N	30	30	30	30	30	30	30
BI2	Pearson Correlation	.693**	1	.648**	.533**	.721**	.718**	.872**
	Sig. (2-tailed)	.000		.000	.002	.000	.000	.000
BI3	N	30	30	30	30	30	30	30
	Pearson Correlation	.597**	.648**	1	.588**	.651**	.587**	.820**
BI4	Sig. (2-tailed)	.000	.000		.001	.000	.001	.000
	N	30	30	30	30	30	30	30
BI5	Pearson Correlation	.356	.533**	.588**	1	.627**	.693**	.764**
	Sig. (2-tailed)	.053	.002	.001		.000	.000	.000
BI6	N	30	30	30	30	30	30	30
	Pearson Correlation	.531**	.721**	.651**	.627**	1	.920**	.893**
Brand_Image	Sig. (2-tailed)	.003	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
Brand_Image	Pearson Correlation	.505**	.718**	.587**	.693**	.920**	1	.888**
	Sig. (2-tailed)	.004	.000	.001	.000	.000		.000
Brand_Image	N	30	30	30	30	30	30	30
	Pearson Correlation	.736**	.872**	.820**	.764**	.893**	.888**	1
Brand_Image	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

Correlations

		MB1	MB2	MB3	MB4	MB5	MB6	MB7	MB8	MB9	Minat_Berkunjung
MB1	Pearson Correlation	1	.877**	.865**	.864**	.877**	.730**	.658**	.741**	.541**	.911**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.002	.000
	N	30	30	30	30	30	30	30	30	30	30
MB2	Pearson Correlation	.877**	1	.882**	.901**	1.000**	.735**	.702**	.708**	.576**	.942**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30
MB3	Pearson Correlation	.865**	.882**	1	.857**	.882**	.842**	.642**	.782**	.533**	.930**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.002	.000
	N	30	30	30	30	30	30	30	30	30	30
MB4	Pearson Correlation	.864**	.901**	.857**	1	.901**	.715**	.796**	.631**	.661**	.929**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
MB5	Pearson Correlation	.877**	1.000**	.882**	.901**	1	.735**	.702**	.708**	.576**	.942**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30
MB6	Pearson Correlation	.730**	.735**	.842**	.715**	.735**	1	.779**	.871**	.463**	.878**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.010	.000
	N	30	30	30	30	30	30	30	30	30	30
MB7	Pearson Correlation	.658**	.702**	.642**	.796**	.702**	.779**	1	.685**	.540**	.824**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.002	.000
	N	30	30	30	30	30	30	30	30	30	30
MB8	Pearson Correlation	.741**	.708**	.782**	.631**	.708**	.871**	.685**	1	.448*	.841**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30
MB9	Pearson Correlation	.541**	.576**	.533**	.661**	.576**	.463**	.540**	.448*	1	.664**
	Sig. (2-tailed)	.002	.001	.002	.000	.001	.010	.002	.013	.000	
	N	30	30	30	30	30	30	30	30	30	30
Minat_Berkunjung	Pearson Correlation	.911**	.942**	.930**	.929**	.942**	.878**	.824**	.841**	.664**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30

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

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

Lampiran V (Hasil Uji Reliabilitas)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.936	9

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.909	6

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.962	9

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		E_WOM	Brand_Image	Minat_Berkunjung
N		110	110	110
Normal Parameters ^{a,b}	Mean	30.85	23.02	35.02
	Std. Deviation	6.627	3.872	6.850
Most Extreme Differences	Absolute	.126	.078	.081
	Positive	.122	.068	.073
	Negative	-.126	-.078	-.081
Kolmogorov-Smirnov Z		1.320	.819	.847
Asymp. Sig. (2-tailed)		.061	.513	.470

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat_Berkunjung * E_WOM	(Combined)		2182.401	23	94.887	2.784	.000
	Between Groups	Linearity	1851.476	1	1851.476	54.315	.000
		Deviation from Linearity	330.925	22	15.042	.441	.984
	Within Groups		2931.563	86	34.088		
	Total		5113.964	109			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat_Berkunjung * Brand_Image	(Combined)		1310.613	16	81.913	2.003	.021
	Between Groups	Linearity	600.998	1	600.998	14.696	.000
		Deviation from Linearity	709.615	15	47.308	1.157	.319
	Within Groups		3803.350	93	40.896		
	Total		5113.964	109			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	9.843	3.494		2.817	.006		
1 E_WOM	.567	.081	.549	7.001	.000	.921	1.086
Brand_Image	.334	.139	.189	2.406	.018	.921	1.086

a. Dependent Variable: Minat_Berkunjung

Lampiran IX (Hasil Uji Regresi Linear Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand_Image, E_WOM ^b	.	Enter

- a. Dependent Variable: Minat_Berkunjung
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.628 ^a	.395	.383	5.378

- a. Predictors: (Constant), Brand_Image, E_WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.843	3.494		2.817	.006
	E_WOM	.567	.081	.549	7.001	.000
	Brand_Image	.334	.139	.189	2.406	.018

- a. Dependent Variable: Minat_Berkunjung

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2018.937	2	1009.468	34.899	.000 ^b
	Residual	3095.027	107	28.925		
	Total	5113.964	109			

- a. Dependent Variable: Minat_Berkunjung
 b. Predictors: (Constant), Brand_Image, E_WOM