

LAMPIRAN

Ewom _11	Pearson	,71	,72	,86	,77	,79	,78	,70	,77	,82	,82	1	,67	,79	,870**
	Correlation	1**	6**	2**	8**	2**	3**	4**	5**	5**	7**		3**	9**	
	Sig. (2-tailed)	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00		,00	,00	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Ewom _12	Pearson	,67	,65	,69	,75	,73	,79	,77	,81	,73	,78	,67	1	,52	,811**
	Correlation	1**	8**	8**	4**	6**	4**	9**	6**	4**	5**	3**		6**	
	Sig. (2-tailed)	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00		,00	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Ewom _13	Pearson	,53	,57	,67	,67	,72	,62	,61	,72	,69	,67	,79	,52	1	,750**
	Correlation	2**	4**	7**	9**	3**	9**	4**	0**	9**	9**	9**	6**		
	Sig. (2-tailed)	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TotaS kor_E wom	Pearson	,88	,88	,94	,94	,94	,97	,93	,95	,92	,97	,87	,81	,75	1
	Correlation	0**	2**	1**	8**	7**	0**	2**	7**	2**	5**	0**	1**	0**	
	Sig. (2-tailed)	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

Bi_8	Pearson	,832*	,848*	,836*	,790*	,920*	,912*	,970*	1	,948*	,941**
	Correlation										
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30	30
Bi_9	Pearson	,805*	,855*	,855*	,846*	,949*	,935*	,936*	,948*	1	,949**
	Correlation										
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30	30	30	30	30
TotalSkor_Bi	Pearson	,927*	,962*	,959*	,920*	,975*	,980*	,925*	,941*	,949*	1
	Correlation										
	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).

OUTPUT Uji Validitas *Brand Awareness* (X3)

		Correlations								TotalSko
		Ba 1	Ba 2	Ba 3	Ba 4	Ba 5	Ba 6	Ba 7	Ba 8	r Ba
Ba_1	Pearson Correlation	1	,642**	,828**	,939**	,780**	,807**	,713**	,610**	,875**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
Ba_2	Pearson Correlation	,642**	1	,698**	,749**	,801**	,747**	,688**	,836**	,851**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
Ba_3	Pearson Correlation	,828**	,698**	1	,720**	,909**	,890**	,829**	,779**	,919**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
Ba_4	Pearson Correlation	,939**	,749**	,720**	1	,758**	,776**	,700**	,644**	,870**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
Ba_5	Pearson Correlation	,780**	,801**	,909**	,758**	1	,930**	,904**	,905**	,964**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
Ba_6	Pearson Correlation	,807**	,747**	,890**	,776**	,930**	1	,942**	,832**	,957**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
Ba_7	Pearson Correlation	,713**	,688**	,829**	,700**	,904**	,942**	1	,852**	,914**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30
Ba_8	Pearson Correlation	,610**	,836**	,779**	,644**	,905**	,832**	,852**	1	,889**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30	30	30	30
TotalSko r Ba	Pearson Correlation	,875**	,851**	,919**	,870**	,964**	,957**	,914**	,889**	1

Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
N	30	30	30	30	30	30	30	30	30

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

OUTPUT Uji Validitas Intensi Pembelian (Y)

		Correlations							TotalSkor
		Pi_1	Pi_2	Pi_3	Pi_4	Pi_5	Pi_6	Pi_7	Pi
Pi_1	Pearson Correlation	1	,970**	,935**	,837**	,480**	,713**	,798**	,918**
	Sig. (2-tailed)		,000	,000	,000	,007	,000	,000	,000
	N	30	30	30	30	30	30	30	30
Pi_2	Pearson Correlation	,970**	1	,955**	,833**	,537**	,694**	,798**	,926**
	Sig. (2-tailed)	,000		,000	,000	,002	,000	,000	,000
	N	30	30	30	30	30	30	30	30
Pi_3	Pearson Correlation	,935**	,955**	1	,842**	,533**	,680**	,792**	,919**
	Sig. (2-tailed)	,000	,000		,000	,002	,000	,000	,000
	N	30	30	30	30	30	30	30	30
Pi_4	Pearson Correlation	,837**	,833**	,842**	1	,772**	,887**	,881**	,954**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30
Pi_5	Pearson Correlation	,480**	,537**	,533**	,772**	1	,867**	,809**	,773**
	Sig. (2-tailed)	,007	,002	,002	,000		,000	,000	,000
	N	30	30	30	30	30	30	30	30
Pi_6	Pearson Correlation	,713**	,694**	,680**	,887**	,867**	1	,885**	,894**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30	30	30
Pi_7	Pearson Correlation	,798**	,798**	,792**	,881**	,809**	,885**	1	,938**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30	30	30
TotalSkor_Pi	Pearson Correlation	,918**	,926**	,919**	,954**	,773**	,894**	,938**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30

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

TABULASI Reliability*ELECTRONIC WORD OF MOUTH (X1)*

Resp	E_1	E_2	E_3	E_4	E_5	E_6	E_7	E_8	E_9	E_10	E_11	E_12	E_13
1	3	3	2	5	7	5	8	5	3	4	2	8	5
2	10	10	10	10	10	10	10	10	10	10	10	10	10
3	1	3	3	4	4	4	4	4	4	2	2	3	6
4	3	3	3	2	5	4	4	4	6	5	7	6	6
5	9	8	7	9	7	10	9	8	8	9	5	9	1
6	9	8	8	8	9	9	9	9	10	10	9	9	9
7	1	1	1	2	2	2	2	2	2	2	1	2	3
8	1	3	3	4	3	2	1	3	3	2	5	5	7
9	1	1	1	1	1	1	1	2	1	1	1	6	1
10	2	1	5	5	5	6	6	6	6	5	5	7	5
11	1	1	2	1	1	1	1	1	1	1	4	5	1
12	1	2	2	1	2	2	4	2	5	3	2	4	2
13	2	1	5	4	5	6	7	7	7	5	5	6	5
14	8	8	8	7	8	8	9	7	7	8	8	5	6
15	8	9	9	10	8	10	10	10	10	10	10	10	10
16	2	3	7	7	7	6	6	5	4	5	6	6	5
17	3	4	5	5	5	7	6	7	6	5	5	7	4
18	8	8	7	9	9	9	8	7	8	8	8	7	7
19	5	6	7	6	7	7	6	5	5	5	7	7	5
20	8	6	7	6	7	7	7	8	5	8	5	7	7
21	3	3	3	3	4	3	3	3	3	3	4	4	3
22	3	3	5	5	5	5	5	5	5	5	5	5	5
23	3	3	3	3	3	3	3	3	3	3	3	3	3
24	4	3	5	5	6	5	5	5	5	5	5	5	5
25	6	4	6	6	6	6	6	6	6	6	9	6	9
26	4	5	5	5	5	5	5	5	5	5	5	5	5
27	5	5	7	8	8	9	9	9	9	9	9	9	9
28	3	5	5	6	6	7	7	7	7	7	7	7	7
29	2	3	6	6	6	6	6	6	6	6	6	6	6
30	3	3	6	6	6	6	6	6	6	6	6	6	6
31	3	3	6	5	6	7	7	7	7	7	7	7	4
32	3	4	7	5	5	6	6	6	7	7	7	6	5
33	4	4	6	4	5	5	5	5	5	6	7	5	5
34	2	2	4	4	4	5	4	4	4	5	5	4	3
35	4	5	6	6	7	7	6	6	6	7	6	5	5
36	9	8	9	8	8	8	8	9	9	8	7	8	7
37	2	2	5	4	5	5	4	4	4	4	5	4	2
38	7	8	9	9	9	9	9	9	9	9	9	9	9
39	2	2	4	4	4	5	5	5	4	4	5	4	3

40	6	8	9	9	9	9	9	9	10	10	10	9	7
41	1	2	1	2	1	2	1	1	1	1	2	1	2
42	4	5	7	6	7	8	5	5	6	7	6	6	5
43	1	1	1	1	1	1	1	2	1	1	1	1	1
44	5	4	7	7	7	8	6	7	8	8	8	6	5
45	3	3	3	2	3	3	2	2	2	3	5	4	2
46	10	1	1	1	1	1	1	1	1	1	1	3	2
47	4	4	6	5	6	7	5	5	6	4	7	4	5
48	3	1	1	1	1	2	1	2	2	3	3	1	1
49	5	5	7	6	7	7	7	7	7	6	7	7	6
50	1	1	5	3	4	5	5	5	5	5	6	7	3
51	9	10	9	9	9	9	9	9	9	10	9	10	9
52	7	5	5	6	6	5	5	6	5	6	5	7	6
53	1	1	5	5	5	5	1	1	1	1	1	1	1
54	3	4	3	3	3	2	3	1	1	2	2	3	2
55	7	4	6	6	5	5	5	6	6	4	4	4	5
56	6	3	3	2	4	3	3	3	4	3	6	4	4
57	8	8	6	7	5	6	6	5	5	6	5	6	6
58	5	3	5	5	5	5	6	5	5	5	5	5	5
59	5	4	5	5	4	5	3	5	5	3	4	5	5
60	4	2	5	5	5	4	3	4	4	4	5	5	5
61	1	1	1	2	1	1	1	1	2	1	1	1	1
62	5	4	4	4	5	5	5	5	5	5	5	4	5
63	6	6	8	8	8	3	5	9	4	3	8	6	6
64	7	10	5	6	6	5	6	5	6	6	6	6	5
65	4	5	5	4	6	4	4	3	3	4	3	4	4
66	7	8	6	6	8	8	8	9	9	9	9	9	9
67	1	2	3	5	6	4	4	5	4	5	6	6	5
68	4	6	6	7	5	5	4	5	5	3	4	3	3
69	5	5	4	6	5	6	6	5	5	5	5	5	5
70	3	3	3	4	3	3	2	1	1	1	5	4	5
71	9	9	8	9	6	6	9	7	9	10	9	6	6
72	5	5	5	5	5	5	5	5	5	5	5	6	5
73	1	3	1	3	2	3	2	3	3	2	5	4	3
74	4	5	7	6	6	6	5	5	5	7	7	7	5
75	3	4	5	5	4	5	4	4	4	5	5	2	1
76	6	2	1	6	3	6	1	2	1	3	1	5	8
77	2	3	1	2	2	3	1	2	2	2	3	2	3
78	2	4	6	5	5	6	5	5	6	5	6	4	4
79	5	6	7	6	6	6	5	5	6	5	7	6	5
80	4	4	8	7	7	7	8	8	8	7	8	5	4
81	1	3	5	5	6	5	4	5	5	5	7	5	3
82	2	1	3	3	3	2	3	2	3	2	4	3	1

83	5	6	7	5	5	5	5	5	5	5	5	5	5
84	3	5	6	5	4	5	4	4	4	4	4	4	4
85	2	3	6	5	5	5	4	5	5	3	6	5	3
86	5	5	6	5	6	6	5	6	6	6	9	5	4
87	5	5	8	9	8	9	7	8	9	7	9	5	5
88	4	5	7	4	6	6	6	6	6	5	7	8	4
89	9	9	10	9	10	9	9	9	10	9	10	9	8
90	3	4	5	4	4	3	3	3	5	3	4	5	3
91	4	5	6	6	5	5	4	4	5	4	6	5	4
92	4	4	5	4	3	5	5	4	6	5	6	5	3
93	5	5	5	5	5	5	5	5	5	3	6	4	3
94	5	6	6	6	6	7	6	6	8	5	8	6	5
95	3	4	4	5	5	4	4	4	7	4	7	4	3
96	8	9	8	9	9	9	9	9	10	5	8	10	5
97	4	5	7	5	6	8	8	9	9	8	8	6	6
98	4	7	7	5	5	5	5	6	7	7	8	4	4
99	6	7	8	8	9	9	9	9	10	5	7	8	5
100	5	9	6	6	6	7	7	7	6	6	5	6	6
101	6	7	8	9	8	9	9	9	9	9	5	5	5
102	2	2	3	3	2	3	3	3	7	8	5	9	5
103	3	4	5	7	6	5	5	4	5	4	6	5	5
104	5	7	5	7	5	7	7	7	7	7	10	5	5
105	1	5	5	6	5	5	5	5	5	5	5	5	3
106	10	9	9	10	8	8	6	8	9	9	10	2	1
107	1	5	5	5	5	5	5	5	5	5	5	5	5
108	9	9	5	5	5	5	5	5	5	5	6	6	5
109	1	2	1	1	1	1	2	2	3	1	5	5	1
110	2	1	1	1	1	2	1	1	2	1	1	1	1
111	5	5	5	7	5	5	5	5	5	5	5	5	5
112	3	4	3	4	3	4	3	4	3	4	3	4	3
113	5	5	8	7	5	6	5	5	8	5	8	5	5
114	5	5	8	7	7	7	8	7	10	8	8	8	5
115	3	5	8	6	5	5	5	5	8	5	10	5	5
116	10	6	5	5	7	6	7	8	6	7	6	5	6
117	1	3	5	5	5	5	5	5	5	3	5	5	2
118	7	6	7	6	6	5	6	5	6	5	6	5	6
119	5	3	3	4	3	3	2	3	2	2	2	4	1
120	4	5	3	3	2	1	2	1	1	5	3	4	5
121	6	5	6	8	6	8	9	8	8	8	7	7	8
122	3	5	5	4	3	3	2	2	3	3	3	2	3
123	3	5	5	5	5	5	5	5	6	5	7	5	5
124	5	6	7	6	7	6	6	7	8	5	7	4	5
125	5	6	7	5	5	10	10	10	10	5	8	5	5

126	4	5	8	9	10	9	7	8	10	5	8	6	5
127	5	5	7	7	8	5	5	5	9	5	7	5	4
128	8	8	9	7	8	9	10	10	10	5	8	10	5
129	7	8	10	10	9	10	10	10	10	8	8	10	5
130	4	5	5	5	5	5	5	5	7	5	7	5	3
131	2	3	3	2	2	3	3	2	5	5	6	5	1
132	6	9	10	10	10	10	10	10	10	10	10	10	10
133	7	6	10	10	9	8	8	7	10	5	7	5	5
134	7	8	10	8	9	10	10	10	10	7	8	7	6
135	3	5	4	5	5	4	4	4	5	5	5	5	3
136	6	7	8	9	8	9	10	9	10	5	9	5	5
137	4	5	7	5	5	7	8	7	9	8	9	5	5
138	7	10	10	10	10	9	10	9	10	8	10	5	5
139	4	5	6	5	4	5	5	7	7	5	8	5	4
140	3	5	5	6	7	6	5	5	7	5	7	6	5

TABULASI Reliability *BRAND IMAGE* (X2)

Resp	Bi_1	Bi_2	Bi_3	Bi_4	Bi_5	Bi_6	Bi_7	Bi_8	Bi_9
1	3	3	2	1	4	4	9	8	7
2	10	10	10	10	10	10	10	10	10
3	3	3	3	6	6	5	5	5	5
4	6	7	7	7	7	7	7	7	7
5	4	6	9	7	8	10	9	8	9
6	10	9	9	8	9	10	10	9	10
7	2	1	2	2	2	2	2	3	2
8	3	3	2	5	4	4	2	4	5
9	1	2	1	5	5	2	5	5	4
10	8	7	7	5	5	7	7	7	4
11	1	1	1	1	1	1	1	2	1
12	1	1	1	1	1	1	2	2	2
13	6	6	5	5	5	5	5	5	5
14	8	8	8	8	8	8	7	7	7
15	10	10	10	10	10	10	10	10	10
16	4	5	5	5	4	4	4	3	4
17	4	6	5	5	4	4	5	4	4
18	7	7	7	8	7	7	7	7	7
19	6	5	5	5	5	5	5	5	5
20	8	7	7	6	7	7	7	8	7
21	3	3	3	3	3	3	3	3	3
22	5	5	5	5	5	5	5	5	5
23	3	3	3	3	3	3	3	3	3
24	5	5	5	5	5	5	5	5	5
25	6	7	6	6	6	7	7	7	7
26	5	5	5	5	5	5	5	5	5
27	9	9	9	9	9	9	9	9	9
28	8	8	8	8	8	8	8	8	8
29	6	6	6	6	6	6	6	6	6
30	6	6	6	6	6	6	6	6	6
31	3	4	5	5	5	5	5	5	5
32	4	5	5	5	5	4	4	4	4
33	5	5	5	5	5	5	5	5	5
34	3	4	4	3	3	3	3	3	3
35	5	5	5	6	5	5	5	5	5
36	7	8	7	7	8	8	8	9	9
37	3	4	3	4	4	3	3	3	3
38	9	9	9	9	9	9	9	9	9
39	4	4	4	5	4	4	3	4	3

83	5	5	5	5	5	5	5	5	5
84	4	3	3	3	3	3	3	4	3
85	3	3	3	3	3	3	3	3	3
86	4	5	5	4	4	4	4	4	4
87	3	3	4	4	4	5	4	4	3
88	4	5	5	5	5	4	4	6	4
89	4	6	4	5	4	4	4	5	4
90	2	3	3	2	3	2	2	3	2
91	3	3	3	3	3	3	3	3	3
92	3	4	4	5	4	4	3	3	3
93	3	3	3	3	3	3	3	3	2
94	6	6	6	6	6	6	6	7	6
95	3	4	4	4	4	3	3	4	3
96	3	3	3	3	3	3	3	3	3
97	4	4	5	4	4	5	4	4	4
98	2	2	2	3	3	3	3	4	2
99	3	4	4	5	4	3	3	3	3
100	6	6	6	6	6	6	7	7	6
101	4	3	4	4	3	4	3	3	3
102	2	4	3	5	4	3	2	4	7
103	2	4	4	3	4	4	4	4	3
104	4	5	4	5	5	5	4	5	4
105	2	3	3	3	4	5	3	4	2
106	5	10	9	10	10	6	5	8	10
107	5	5	5	5	5	5	5	5	5
108	5	5	5	5	5	5	5	5	5
109	1	1	1	1	1	1	1	1	1
110	1	1	1	1	1	1	1	2	1
111	5	5	5	5	5	5	5	5	5
112	4	3	4	3	4	3	4	3	4
113	3	4	4	3	5	5	4	4	3
114	4	4	4	3	4	4	3	4	3
115	3	4	4	5	5	4	4	4	3
116	8	6	6	6	7	7	7	8	7
117	3	4	3	2	3	3	3	3	2
118	6	5	5	7	5	8	5	7	5
119	2	2	3	2	2	3	3	3	3
120	1	2	1	1	1	1	1	2	1
121	7	7	7	8	7	7	8	7	7
122	2	3	3	3	2	3	2	2	2
123	2	3	3	2	2	2	2	2	2
124	4	3	4	3	4	3	4	4	3
125	3	4	4	5	5	5	4	5	4

126	4	4	4	4	4	4	4	4	3
127	3	4	5	5	5	5	4	4	5
128	4	5	4	4	5	5	3	4	3
129	4	5	5	5	5	5	5	5	4
130	4	5	5	5	5	5	5	5	5
131	3	4	3	3	4	3	3	4	3
132	4	5	5	5	5	5	5	6	4
133	3	4	4	3	4	4	4	5	4
134	5	5	5	5	5	5	5	5	5
135	4	4	4	5	4	3	4	5	4
136	5	5	5	5	5	5	5	5	5
137	4	5	4	4	4	5	3	5	4
138	4	5	5	6	5	5	5	5	6
139	5	4	5	4	5	4	5	5	4
140	6	7	6	6	7	6	6	6	6

TABULASI Reliability BRAND AWARENESS (X3)

Resp	Ba_1	Ba_2	Ba_3	Ba_4	Ba_5	Ba_6	Ba_7	Ba_8
1	8	2	2	9	1	1	1	2
2	10	10	10	10	10	10	10	10
3	8	2	8	5	6	5	5	5
4	7	6	5	8	8	9	9	9
5	10	1	9	8	7	10	10	4
6	9	10	10	10	10	9	10	9
7	3	3	3	3	2	4	5	5
8	4	4	5	4	4	5	5	4
9	3	3	1	4	3	3	6	4
10	4	3	6	4	8	6	8	8
11	1	1	3	1	1	1	4	4
12	1	1	2	1	1	1	1	3
13	5	5	5	5	5	5	5	5
14	8	8	8	8	8	8	8	8
15	10	10	10	10	10	10	10	10
16	4	4	4	4	4	4	4	4
17	5	4	7	5	7	6	6	7
18	7	6	7	8	7	7	8	7
19	6	4	7	4	6	6	7	7
20	6	6	7	6	6	8	7	7
21	4	3	4	3	4	3	4	5
22	5	5	5	5	5	5	5	5
23	3	3	3	3	3	3	3	3
24	5	5	5	5	5	5	5	5
25	6	6	6	6	6	7	7	7
26	5	5	5	5	5	5	5	5
27	9	9	9	9	9	9	9	9
28	8	8	8	8	9	8	8	8
29	6	6	6	6	6	6	6	6
30	6	6	6	6	6	6	6	6
31	7	7	7	5	4	6	8	8
32	7	4	7	4	5	6	7	7
33	7	4	7	5	6	6	7	7
34	5	3	6	3	4	4	6	6
35	8	4	8	5	5	7	8	8
36	8	8	9	8	8	9	8	7
37	5	3	5	4	5	4	6	6
38	9	9	9	9	9	9	9	9
39	5	3	5	3	5	5	6	6
40	10	7	10	8	10	10	10	10

41	1	1	1	2	1	2	1	2
42	7	4	8	5	6	7	8	7
43	2	1	3	2	1	2	4	3
44	9	4	9	5	7	8	9	9
45	3	4	4	4	3	3	5	5
46	1	1	1	1	1	1	1	1
47	5	4	7	5	5	7	6	7
48	1	1	1	1	1	1	1	1
49	4	5	8	4	9	7	8	9
50	7	3	7	3	5	4	6	6
51	9	9	9	10	9	10	9	9
52	5	5	6	5	5	5	5	5
53	1	1	1	2	1	2	1	1
54	2	1	3	3	2	2	3	2
55	5	5	5	5	4	5	4	6
56	5	5	5	5	5	6	6	6
57	5	5	6	6	7	6	5	6
58	5	5	5	5	5	5	5	5
59	5	5	5	5	5	5	5	5
60	4	5	3	6	6	5	6	6
61	1	1	1	1	1	1	1	1
62	5	5	5	5	5	5	5	5
63	6	4	3	7	9	4	8	8
64	6	5	7	6	3	5	9	9
65	5	6	5	6	5	5	5	5
66	7	9	7	9	7	7	7	7
67	4	5	5	5	4	5	5	5
68	7	5	4	4	5	4	6	7
69	5	5	5	5	5	5	5	5
70	4	4	3	3	4	3	3	4
71	5	4	3	3	3	3	2	2
72	5	5	5	5	5	5	5	5
73	4	2	5	2	4	3	4	5
74	8	4	8	4	8	7	8	8
75	7	2	7	3	5	5	7	7
76	6	5	10	9	9	6	6	6
77	2	3	3	2	3	2	1	2
78	8	3	8	4	5	5	7	7
79	7	4	7	4	7	6	7	8
80	7	2	7	4	7	6	7	7
81	10	4	10	4	5	5	8	8
82	5	1	5	1	4	3	4	5
83	5	5	5	5	5	5	5	5

84	6	3	10	3	5	5	6	6
85	8	2	8	3	7	5	6	6
86	10	2	10	5	6	5	5	8
87	9	4	9	5	8	6	7	8
88	8	4	9	4	7	6	7	8
89	9	3	9	4	10	8	9	8
90	7	2	7	2	5	5	7	6
91	7	2	8	3	6	5	6	7
92	7	2	9	4	5	6	7	8
93	7	2	9	3	4	5	8	9
94	10	4	10	6	8	9	10	10
95	8	3	9	3	7	5	8	9
96	8	3	9	4	10	5	9	10
97	8	4	8	4	8	9	9	9
98	9	2	9	4	7	6	8	9
99	10	1	10	3	10	6	7	9
100	6	7	7	7	7	7	7	6
101	10	1	10	4	9	8	8	9
102	7	3	8	5	6	2	2	5
103	7	2	8	4	5	7	7	7
104	10	5	10	4	10	8	10	10
105	8	5	8	3	5	5	7	7
106	9	5	8	8	9	5	10	9
107	10	3	10	4	5	5	10	10
108	3	5	3	3	3	3	3	3
109	5	1	5	1	5	5	6	6
110	2	8	9	1	1	1	1	1
111	10	3	10	4	7	5	7	7
112	3	4	3	4	3	4	3	4
113	10	1	10	4	10	5	10	10
114	10	3	10	3	10	5	10	10
115	10	3	10	4	10	5	8	10
116	8	5	6	7	8	6	5	5
117	8	1	8	3	8	5	7	9
118	6	8	7	6	6	5	6	5
119	3	1	4	3	3	2	3	3
120	5	3	5	3	5	3	7	7
121	7	7	8	7	5	7	6	7
122	2	2	2	2	2	3	3	3
123	5	3	5	3	5	5	8	8
124	9	3	10	4	10	5	8	10
125	10	3	10	4	10	5	10	10
126	10	3	10	4	10	5	10	10

127	10	4	10	5	5	7	10	10
128	10	3	10	4	10	5	10	10
129	10	3	10	5	10	8	10	10
130	8	3	10	5	8	6	10	10
131	7	3	6	4	6	5	8	9
132	10	3	10	4	10	5	10	9
133	10	1	10	5	9	6	10	10
134	10	4	10	5	10	7	5	10
135	8	1	9	4	7	5	5	7
136	10	3	10	4	10	5	7	9
137	8	5	10	5	10	6	9	9
138	10	4	10	5	10	5	10	10
139	5	7	9	5	8	5	9	10
140	9	5	9	5	10	8	10	10

TABULASI Reliability*INTENSI PEMBELIAN (Y)*

Resp	Ip_1	Ip_2	Ip_3	Ip_4	Ip_5	Ip_6	Ip_7
1	5	3	3	3	1	4	3
2	10	10	10	10	10	10	10
3	6	5	5	6	5	7	5
4	9	9	9	9	9	9	9
5	10	10	9	5	5	7	6
6	9	9	9	9	9	9	10
7	3	3	3	5	5	5	1
8	4	4	3	4	4	4	4
9	1	1	1	4	9	7	4
10	5	4	4	8	9	9	8
11	1	1	1	1	4	2	3
12	2	2	1	2	2	1	1
13	5	5	5	5	5	5	5
14	8	8	8	8	4	6	5
15	10	10	10	10	9	8	9
16	3	4	4	5	6	6	4
17	5	5	4	7	8	8	7
18	8	7	8	8	5	7	7
19	4	4	4	5	6	7	7
20	7	9	9	7	7	6	7
21	4	4	4	4	5	4	3
22	5	5	5	5	5	5	5
23	3	3	3	3	3	3	3
24	5	5	5	5	5	5	5
25	7	7	3	6	6	7	6
26	5	5	5	5	5	5	5
27	9	10	9	9	9	9	9
28	8	8	8	8	8	9	8
29	6	6	6	6	6	6	6
30	6	6	6	6	6	6	6
31	8	6	4	7	8	8	8
32	6	6	4	6	7	7	6
33	6	6	4	6	7	6	6
34	4	4	3	4	5	5	5
35	5	6	4	6	8	8	7
36	7	9	7	7	7	8	8
37	4	4	3	5	6	5	4
38	9	9	9	9	9	9	9
39	4	3	3	5	5	5	4

40	10	10	7	10	10	10	10
41	1	2	2	1	2	2	2
42	4	4	4	5	7	6	6
43	4	3	3	2	2	2	2
44	6	6	4	7	8	8	7
45	2	2	2	3	5	2	4
46	1	1	1	1	1	1	2
47	4	4	3	5	7	6	6
48	1	2	1	2	2	1	1
49	5	5	4	5	7	8	7
50	4	4	3	4	5	6	6
51	9	9	9	9	10	9	9
52	5	5	5	5	5	6	5
53	2	1	2	1	5	1	1
54	2	3	2	3	2	2	2
55	5	4	5	5	6	5	6
56	6	6	6	6	6	6	6
57	6	5	5	5	5	5	6
58	5	5	5	5	5	6	5
59	5	5	5	5	5	5	5
60	6	3	3	5	7	6	6
61	1	1	1	1	2	2	1
62	5	5	5	5	5	5	5
63	4	10	1	8	9	5	5
64	8	9	8	6	9	9	8
65	4	5	5	5	7	6	7
66	7	7	7	7	7	7	7
67	5	5	5	5	5	5	6
68	4	4	4	3	5	6	4
69	5	5	5	6	5	5	5
70	3	3	5	5	6	5	5
71	3	2	2	3	2	2	1
72	5	5	5	5	5	5	5
73	3	1	1	5	4	3	4
74	6	5	4	7	6	8	8
75	3	4	2	5	6	5	4
76	6	8	7	6	8	7	8
77	2	2	2	2	2	2	2
78	4	4	3	6	7	7	5
79	5	5	5	6	7	7	5
80	4	4	5	6	7	7	5
81	3	3	4	3	7	5	6
82	2	1	2	3	4	4	5

83	5	5	5	5	5	5	5
84	4	4	4	5	6	5	5
85	5	4	3	5	7	6	5
86	4	4	3	5	8	7	6
87	5	5	5	7	7	7	7
88	4	4	4	6	7	7	6
89	8	8	6	9	9	6	8
90	4	3	3	5	7	5	5
91	3	3	3	5	7	7	5
92	4	4	4	5	7	7	5
93	3	4	3	4	8	5	5
94	5	5	4	7	8	9	10
95	4	4	4	5	7	6	5
96	5	5	5	9	7	8	9
97	6	5	5	6	8	8	7
98	4	4	5	8	9	8	7
99	6	6	6	8	10	6	7
100	7	7	7	7	5	6	5
101	6	6	7	7	8	8	9
102	5	1	1	4	8	5	5
103	5	5	5	5	8	8	6
104	5	5	5	5	10	10	8
105	5	4	4	5	7	7	5
106	8	8	5	9	10	10	10
107	5	5	5	7	8	8	5
108	3	4	3	3	3	2	1
109	1	1	1	5	5	5	5
110	2	1	1	1	1	1	1
111	5	5	5	5	8	8	5
112	3	4	3	3	6	6	4
113	5	5	5	5	10	5	5
114	5	5	5	7	10	10	5
115	5	5	5	6	9	9	5
116	7	6	7	6	5	5	7
117	2	2	2	5	6	6	5
118	7	6	5	5	7	5	7
119	3	2	2	3	3	3	2
120	3	3	3	4	5	5	4
121	7	7	7	8	8	7	7
122	3	3	3	3	3	3	3
123	4	4	3	5	7	7	5
124	9	5	5	8	10	10	5
125	5	5	5	6	9	7	5

126	5	5	5	6	10	8	5
127	5	5	5	7	9	8	7
128	7	5	5	8	10	8	9
129	8	6	8	9	10	9	10
130	10	5	5	6	9	6	5
131	3	3	4	3	7	5	4
132	8	8	7	5	8	7	8
133	6	6	5	8	10	7	9
134	6	7	7	8	9	7	8
135	5	5	5	6	8	5	4
136	7	8	6	5	8	5	7
137	6	5	5	7	8	7	6
138	7	6	5	8	9	5	7
139	5	5	6	8	9	7	6
140	5	5	5	10	10	8	6

OUTPUT Uji Reliability *Electronic Word of Mouth (X1)*

Case Processing Summary

		N	%
Cases	Valid	140	100,0
	Excluded ^a	0	,0
	Total	140	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,973	13

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ewom_1	64,56	610,421	,681	,974
Ewom_2	64,20	598,449	,813	,971
Ewom_3	63,43	589,283	,898	,969
Ewom_4	63,46	593,474	,888	,970
Ewom_5	63,50	592,410	,910	,969
Ewom_6	63,34	587,479	,917	,969
Ewom_7	63,56	578,882	,929	,969
Ewom_8	63,51	581,072	,931	,969
Ewom_9	63,13	577,710	,897	,969
Ewom_10	63,75	594,433	,860	,970
Ewom_11	63,01	598,683	,817	,971
Ewom_12	63,53	618,496	,731	,973
Ewom_13	64,34	621,059	,698	,973

OUTPUT Uji Reliability *Brand Image* (X2)

Case Processing Summary

		N	%
Cases	Valid	140	100,0
	Excluded ^a	0	,0
	Total	140	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,985	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Bi_1	36,23	237,027	,894	,984
Bi_2	36,05	236,077	,927	,983
Bi_3	36,05	236,580	,943	,982
Bi_4	35,96	235,538	,902	,984
Bi_5	35,93	235,376	,962	,982
Bi_6	36,01	235,619	,938	,982
Bi_7	36,16	235,577	,923	,983
Bi_8	35,87	236,933	,938	,982
Bi_9	36,20	232,420	,934	,983

OUTPUT Uji Reliability *Brand Awareness* (X3)

Case Processing Summary

		N	%
Cases	Valid	140	100,0
	Excluded ^a	0	,0
	Total	140	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,929	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ba_1	40,06	181,758	,837	,913
Ba_2	42,59	217,079	,400	,943
Ba_3	39,76	181,912	,811	,915
Ba_4	41,96	207,825	,599	,930
Ba_5	40,49	179,820	,857	,911
Ba_6	41,22	194,591	,831	,915
Ba_7	40,08	182,418	,863	,911
Ba_8	39,85	183,783	,854	,912

OUTPUT Uji Reliability *Intensi Pembelian (Y)*

Case Processing Summary

		N	%
Cases	Valid	140	100,0
	Excluded ^a	0	,0
	Total	140	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,951	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Pi_1	33,26	130,840	,850	,941
Pi_2	33,41	130,042	,834	,943
Pi_3	33,76	133,509	,809	,945
Pi_4	32,74	130,466	,890	,938
Pi_5	31,75	132,333	,744	,951
Pi_6	32,26	131,016	,833	,943
Pi_7	32,71	129,245	,872	,939

TABULASI SKOR *ELECTRONIC WORD OF MOUTH* (X1)

Resp	E_1	E_2	E_3	E_4	E_5	E_6	E_7	E_8	E_9	E_10	E_11	E_12	E_13	Total
1	3	3	2	5	7	5	8	5	3	4	2	8	5	60
2	10	10	10	10	10	10	10	10	10	10	10	10	10	130
3	1	3	3	4	4	4	4	4	4	2	2	3	6	44
4	3	3	3	2	5	4	4	4	6	5	7	6	6	58
5	9	8	7	9	7	10	9	8	8	9	5	9	1	99
6	9	8	8	8	9	9	9	9	10	10	9	9	9	116
7	1	1	1	2	2	2	2	2	2	2	1	2	3	23
8	1	3	3	4	3	2	1	3	3	2	5	5	7	42
9	1	1	1	1	1	1	1	2	1	1	1	6	1	19
10	2	1	5	5	5	6	6	6	6	5	5	7	5	64
11	1	1	2	1	1	1	1	1	1	1	4	5	1	21
12	1	2	2	1	2	2	4	2	5	3	2	4	2	32
13	2	1	5	4	5	6	7	7	7	5	5	6	5	65
14	8	8	8	7	8	8	9	7	7	8	8	5	6	97
15	8	9	9	10	8	10	10	10	10	10	10	10	10	124
16	2	3	7	7	7	6	6	5	4	5	6	6	5	69
17	3	4	5	5	5	7	6	7	6	5	5	7	4	69
18	8	8	7	9	9	9	8	7	8	8	8	7	7	103
19	5	6	7	6	7	7	6	5	5	5	7	7	5	78
20	8	6	7	6	7	7	7	8	5	8	5	7	7	88
21	3	3	3	3	4	3	3	3	3	3	4	4	3	42
22	3	3	5	5	5	5	5	5	5	5	5	5	5	61
23	3	3	3	3	3	3	3	3	3	3	3	3	3	39
24	4	3	5	5	6	5	5	5	5	5	5	5	5	63
25	6	4	6	6	6	6	6	6	6	6	9	6	9	82
26	4	5	5	5	5	5	5	5	5	5	5	5	5	64
27	5	5	7	8	8	9	9	9	9	9	9	9	9	105
28	3	5	5	6	6	7	7	7	7	7	7	7	7	81
29	2	3	6	6	6	6	6	6	6	6	6	6	6	71
30	3	3	6	6	6	6	6	6	6	6	6	6	6	72
31	3	3	6	5	6	7	7	7	7	7	7	7	4	76
32	3	4	7	5	5	6	6	6	7	7	7	6	5	74
33	4	4	6	4	5	5	5	5	5	6	7	5	5	66
34	2	2	4	4	4	5	4	4	4	5	5	4	3	50
35	4	5	6	6	7	7	6	6	6	7	6	5	5	76
36	9	8	9	8	8	8	8	9	9	8	7	8	7	106
37	2	2	5	4	5	5	4	4	4	4	5	4	2	50
38	7	8	9	9	9	9	9	9	9	9	9	9	9	114
39	2	2	4	4	4	5	5	5	4	4	5	4	3	51

40	6	8	9	9	9	9	9	9	10	10	10	9	7	114
41	1	2	1	2	1	2	1	1	1	1	2	1	2	18
42	4	5	7	6	7	8	5	5	6	7	6	6	5	77
43	1	1	1	1	1	1	1	2	1	1	1	1	1	14
44	5	4	7	7	7	8	6	7	8	8	8	6	5	86
45	3	3	3	2	3	3	2	2	2	3	5	4	2	37
46	10	1	1	1	1	1	1	1	1	1	1	3	2	25
47	4	4	6	5	6	7	5	5	6	4	7	4	5	68
48	3	1	1	1	1	2	1	2	2	3	3	1	1	22
49	5	5	7	6	7	7	7	7	7	6	7	7	6	84
50	1	1	5	3	4	5	5	5	5	5	6	7	3	55
51	9	10	9	9	9	9	9	9	9	10	9	10	9	120
52	7	5	5	6	6	5	5	6	5	6	5	7	6	74
53	1	1	5	5	5	5	1	1	1	1	1	1	1	29
54	3	4	3	3	3	2	3	1	1	2	2	3	2	32
55	7	4	6	6	5	5	5	6	6	4	4	4	5	67
56	6	3	3	2	4	3	3	3	4	3	6	4	4	48
57	8	8	6	7	5	6	6	5	5	6	5	6	6	79
58	5	3	5	5	5	5	6	5	5	5	5	5	5	64
59	5	4	5	5	4	5	3	5	5	3	4	5	5	58
60	4	2	5	5	5	4	3	4	4	4	5	5	5	55
61	1	1	1	2	1	1	1	1	2	1	1	1	1	15
62	5	4	4	4	5	5	5	5	5	5	5	4	5	61
63	6	6	8	8	8	3	5	9	4	3	8	6	6	80
64	7	10	5	6	6	5	6	5	6	6	6	6	5	79
65	4	5	5	4	6	4	4	3	3	4	3	4	4	53
66	7	8	6	6	8	8	8	9	9	9	9	9	9	105
67	1	2	3	5	6	4	4	5	4	5	6	6	5	56
68	4	6	6	7	5	5	4	5	5	3	4	3	3	60
69	5	5	4	6	5	6	6	5	5	5	5	5	5	67
70	3	3	3	4	3	3	2	1	1	1	5	4	5	38
71	9	9	8	9	6	6	9	7	9	10	9	6	6	103
72	5	5	5	5	5	5	5	5	5	5	5	6	5	66
73	1	3	1	3	2	3	2	3	3	2	5	4	3	35
74	4	5	7	6	6	6	5	5	5	7	7	7	5	75
75	3	4	5	5	4	5	4	4	4	5	5	2	1	51
76	6	2	1	6	3	6	1	2	1	3	1	5	8	45
77	2	3	1	2	2	3	1	2	2	2	3	2	3	28
78	2	4	6	5	5	6	5	5	6	5	6	4	4	63
79	5	6	7	6	6	6	5	5	6	5	7	6	5	75
80	4	4	8	7	7	7	8	8	8	7	8	5	4	85
81	1	3	5	5	6	5	4	5	5	5	7	5	3	59
82	2	1	3	3	3	2	3	2	3	2	4	3	1	32

83	5	6	7	5	5	5	5	5	5	5	5	5	5	68
84	3	5	6	5	4	5	4	4	4	4	4	4	4	56
85	2	3	6	5	5	5	4	5	5	3	6	5	3	57
86	5	5	6	5	6	6	5	6	6	6	9	5	4	74
87	5	5	8	9	8	9	7	8	9	7	9	5	5	94
88	4	5	7	4	6	6	6	6	6	5	7	8	4	74
89	9	9	10	9	10	9	9	9	10	9	10	9	8	120
90	3	4	5	4	4	3	3	3	5	3	4	5	3	49
91	4	5	6	6	5	5	4	4	5	4	6	5	4	63
92	4	4	5	4	3	5	5	4	6	5	6	5	3	59
93	5	5	5	5	5	5	5	5	5	3	6	4	3	61
94	5	6	6	6	6	7	6	6	8	5	8	6	5	80
95	3	4	4	5	5	4	4	4	7	4	7	4	3	58
96	8	9	8	9	9	9	9	9	10	5	8	10	5	108
97	4	5	7	5	6	8	8	9	9	8	8	6	6	89
98	4	7	7	5	5	5	5	6	7	7	8	4	4	74
99	6	7	8	8	9	9	9	9	10	5	7	8	5	100
100	5	9	6	6	6	7	7	7	6	6	5	6	6	82
101	6	7	8	9	8	9	9	9	9	9	5	5	5	98
102	2	2	3	3	2	3	3	3	7	8	5	9	5	55
103	3	4	5	7	6	5	5	4	5	4	6	5	5	64
104	5	7	5	7	5	7	7	7	7	7	10	5	5	84
105	1	5	5	6	5	5	5	5	5	5	5	5	3	60
106	10	9	9	10	8	8	6	8	9	9	10	2	1	99
107	1	5	5	5	5	5	5	5	5	5	5	5	5	61
108	9	9	5	5	5	5	5	5	5	5	6	6	5	75
109	1	2	1	1	1	1	2	2	3	1	5	5	1	26
110	2	1	1	1	1	2	1	1	2	1	1	1	1	16
111	5	5	5	7	5	5	5	5	5	5	5	5	5	67
112	3	4	3	4	3	4	3	4	3	4	3	4	3	45
113	5	5	8	7	5	6	5	5	8	5	8	5	5	77
114	5	5	8	7	7	7	8	7	10	8	8	8	5	93
115	3	5	8	6	5	5	5	5	8	5	10	5	5	75
116	10	6	5	5	7	6	7	8	6	7	6	5	6	84
117	1	3	5	5	5	5	5	5	5	3	5	5	2	54
118	7	6	7	6	6	5	6	5	6	5	6	5	6	76
119	5	3	3	4	3	3	2	3	2	2	2	4	1	37
120	4	5	3	3	2	1	2	1	1	5	3	4	5	39
121	6	5	6	8	6	8	9	8	8	8	7	7	8	94
122	3	5	5	4	3	3	2	2	3	3	3	2	3	41
123	3	5	5	5	5	5	5	5	6	5	7	5	5	66
124	5	6	7	6	7	6	6	7	8	5	7	4	5	79
125	5	6	7	5	5	10	10	10	10	5	8	5	5	91

Lampiran

126	4	5	8	9	10	9	7	8	10	5	8	6	5	94
127	5	5	7	7	8	5	5	5	9	5	7	5	4	77
128	8	8	9	7	8	9	10	10	10	5	8	10	5	107
129	7	8	10	10	9	10	10	10	10	8	8	10	5	115
130	4	5	5	5	5	5	5	5	7	5	7	5	3	66
131	2	3	3	2	2	3	3	2	5	5	6	5	1	42
132	6	9	10	10	10	10	10	10	10	10	10	10	10	125
133	7	6	10	10	9	8	8	7	10	5	7	5	5	97
134	7	8	10	8	9	10	10	10	10	7	8	7	6	110
135	3	5	4	5	5	4	4	4	5	5	5	5	3	57
136	6	7	8	9	8	9	10	9	10	5	9	5	5	100
137	4	5	7	5	5	7	8	7	9	8	9	5	5	84
138	7	10	10	10	10	9	10	9	10	8	10	5	5	113
139	4	5	6	5	4	5	5	7	7	5	8	5	4	70
140	3	5	5	6	7	6	5	5	7	5	7	6	5	72

TABULASI SKOR *BRAND IMAGE* (X2)

Resp	Bi_1	Bi_2	Bi_3	Bi_4	Bi_5	Bi_6	Bi_7	Bi_8	Bi_9	Total
1	3	3	2	1	4	4	9	8	7	41
2	10	10	10	10	10	10	10	10	10	90
3	3	3	3	6	6	5	5	5	5	41
4	6	7	7	7	7	7	7	7	7	62
5	4	6	9	7	8	10	9	8	9	70
6	10	9	9	8	9	10	10	9	10	84
7	2	1	2	2	2	2	2	3	2	18
8	3	3	2	5	4	4	2	4	5	32
9	1	2	1	5	5	2	5	5	4	30
10	8	7	7	5	5	7	7	7	4	57
11	1	1	1	1	1	1	1	2	1	10
12	1	1	1	1	1	1	2	2	2	12
13	6	6	5	5	5	5	5	5	5	47
14	8	8	8	8	8	8	7	7	7	69
15	10	10	10	10	10	10	10	10	10	90
16	4	5	5	5	4	4	4	3	4	38
17	4	6	5	5	4	4	5	4	4	41
18	7	7	7	8	7	7	7	7	7	64
19	6	5	5	5	5	5	5	5	5	46
20	8	7	7	6	7	7	7	8	7	64
21	3	3	3	3	3	3	3	3	3	27
22	5	5	5	5	5	5	5	5	5	45
23	3	3	3	3	3	3	3	3	3	27
24	5	5	5	5	5	5	5	5	5	45
25	6	7	6	6	6	7	7	7	7	59
26	5	5	5	5	5	5	5	5	5	45
27	9	9	9	9	9	9	9	9	9	81
28	8	8	8	8	8	8	8	8	8	72
29	6	6	6	6	6	6	6	6	6	54
30	6	6	6	6	6	6	6	6	6	54
31	3	4	5	5	5	5	5	5	5	42
32	4	5	5	5	5	4	4	4	4	40
33	5	5	5	5	5	5	5	5	5	45
34	3	4	4	3	3	3	3	3	3	29
35	5	5	5	6	5	5	5	5	5	46
36	7	8	7	7	8	8	8	9	9	71
37	3	4	3	4	4	3	3	3	3	30
38	9	9	9	9	9	9	9	9	9	81
39	4	4	4	5	4	4	3	4	3	35

83	5	5	5	5	5	5	5	5	5	45
84	4	3	3	3	3	3	3	4	3	29
85	3	3	3	3	3	3	3	3	3	27
86	4	5	5	4	4	4	4	4	4	38
87	3	3	4	4	4	5	4	4	3	34
88	4	5	5	5	5	4	4	6	4	42
89	4	6	4	5	4	4	4	5	4	40
90	2	3	3	2	3	2	2	3	2	22
91	3	3	3	3	3	3	3	3	3	27
92	3	4	4	5	4	4	3	3	3	33
93	3	3	3	3	3	3	3	3	2	26
94	6	6	6	6	6	6	6	7	6	55
95	3	4	4	4	4	3	3	4	3	32
96	3	3	3	3	3	3	3	3	3	27
97	4	4	5	4	4	5	4	4	4	38
98	2	2	2	3	3	3	3	4	2	24
99	3	4	4	5	4	3	3	3	3	32
100	6	6	6	6	6	6	7	7	6	56
101	4	3	4	4	3	4	3	3	3	31
102	2	4	3	5	4	3	2	4	7	34
103	2	4	4	3	4	4	4	4	3	32
104	4	5	4	5	5	5	4	5	4	41
105	2	3	3	3	4	5	3	4	2	29
106	5	10	9	10	10	6	5	8	10	73
107	5	5	5	5	5	5	5	5	5	45
108	5	5	5	5	5	5	5	5	5	45
109	1	1	1	1	1	1	1	1	1	9
110	1	1	1	1	1	1	1	2	1	10
111	5	5	5	5	5	5	5	5	5	45
112	4	3	4	3	4	3	4	3	4	32
113	3	4	4	3	5	5	4	4	3	35
114	4	4	4	3	4	4	3	4	3	33
115	3	4	4	5	5	4	4	4	3	36
116	8	6	6	6	7	7	7	8	7	62
117	3	4	3	2	3	3	3	3	2	26
118	6	5	5	7	5	8	5	7	5	53
119	2	2	3	2	2	3	3	3	3	23
120	1	2	1	1	1	1	1	2	1	11
121	7	7	7	8	7	7	8	7	7	65
122	2	3	3	3	2	3	2	2	2	22
123	2	3	3	2	2	2	2	2	2	20
124	4	3	4	3	4	3	4	4	3	32
125	3	4	4	5	5	5	4	5	4	39

126	4	4	4	4	4	4	4	4	3	35
127	3	4	5	5	5	5	4	4	5	40
128	4	5	4	4	5	5	3	4	3	37
129	4	5	5	5	5	5	5	5	4	43
130	4	5	5	5	5	5	5	5	5	44
131	3	4	3	3	4	3	3	4	3	30
132	4	5	5	5	5	5	5	6	4	44
133	3	4	4	3	4	4	4	5	4	35
134	5	5	5	5	5	5	5	5	5	45
135	4	4	4	5	4	3	4	5	4	37
136	5	5	5	5	5	5	5	5	5	45
137	4	5	4	4	4	5	3	5	4	38
138	4	5	5	6	5	5	5	5	6	46
139	5	4	5	4	5	4	5	5	4	41
140	6	7	6	6	7	6	6	6	6	56

TABULASI SKOR *BRAND AWARENESS* (X3)

Resp	Ba_1	Ba_2	Ba_3	Ba_4	Ba_5	Ba_6	Ba_7	Ba_8	Total
1	8	2	2	9	1	1	1	2	26
2	10	10	10	10	10	10	10	10	80
3	8	2	8	5	6	5	5	5	44
4	7	6	5	8	8	9	9	9	61
5	10	1	9	8	7	10	10	4	59
6	9	10	10	10	10	9	10	9	77
7	3	3	3	3	2	4	5	5	28
8	4	4	5	4	4	5	5	4	35
9	3	3	1	4	3	3	6	4	27
10	4	3	6	4	8	6	8	8	47
11	1	1	3	1	1	1	4	4	16
12	1	1	2	1	1	1	1	3	11
13	5	5	5	5	5	5	5	5	40
14	8	8	8	8	8	8	8	8	64
15	10	10	10	10	10	10	10	10	80
16	4	4	4	4	4	4	4	4	32
17	5	4	7	5	7	6	6	7	47
18	7	6	7	8	7	7	8	7	57
19	6	4	7	4	6	6	7	7	47
20	6	6	7	6	6	8	7	7	53
21	4	3	4	3	4	3	4	5	30
22	5	5	5	5	5	5	5	5	40
23	3	3	3	3	3	3	3	3	24
24	5	5	5	5	5	5	5	5	40
25	6	6	6	6	6	7	7	7	51
26	5	5	5	5	5	5	5	5	40
27	9	9	9	9	9	9	9	9	72
28	8	8	8	8	9	8	8	8	65
29	6	6	6	6	6	6	6	6	48
30	6	6	6	6	6	6	6	6	48
31	7	7	7	5	4	6	8	8	52
32	7	4	7	4	5	6	7	7	47
33	7	4	7	5	6	6	7	7	49
34	5	3	6	3	4	4	6	6	37
35	8	4	8	5	5	7	8	8	53
36	8	8	9	8	8	9	8	7	65
37	5	3	5	4	5	4	6	6	38
38	9	9	9	9	9	9	9	9	72
39	5	3	5	3	5	5	6	6	38
40	10	7	10	8	10	10	10	10	75

84	6	3	10	3	5	5	6	6	44
85	8	2	8	3	7	5	6	6	45
86	10	2	10	5	6	5	5	8	51
87	9	4	9	5	8	6	7	8	56
88	8	4	9	4	7	6	7	8	53
89	9	3	9	4	10	8	9	8	60
90	7	2	7	2	5	5	7	6	41
91	7	2	8	3	6	5	6	7	44
92	7	2	9	4	5	6	7	8	48
93	7	2	9	3	4	5	8	9	47
94	10	4	10	6	8	9	10	10	67
95	8	3	9	3	7	5	8	9	52
96	8	3	9	4	10	5	9	10	58
97	8	4	8	4	8	9	9	9	59
98	9	2	9	4	7	6	8	9	54
99	10	1	10	3	10	6	7	9	56
100	6	7	7	7	7	7	7	6	54
101	10	1	10	4	9	8	8	9	59
102	7	3	8	5	6	2	2	5	38
103	7	2	8	4	5	7	7	7	47
104	10	5	10	4	10	8	10	10	67
105	8	5	8	3	5	5	7	7	48
106	9	5	8	8	9	5	10	9	63
107	10	3	10	4	5	5	10	10	57
108	3	5	3	3	3	3	3	3	26
109	5	1	5	1	5	5	6	6	34
110	2	8	9	1	1	1	1	1	24
111	10	3	10	4	7	5	7	7	53
112	3	4	3	4	3	4	3	4	28
113	10	1	10	4	10	5	10	10	60
114	10	3	10	3	10	5	10	10	61
115	10	3	10	4	10	5	8	10	60
116	8	5	6	7	8	6	5	5	50
117	8	1	8	3	8	5	7	9	49
118	6	8	7	6	6	5	6	5	49
119	3	1	4	3	3	2	3	3	22
120	5	3	5	3	5	3	7	7	38
121	7	7	8	7	5	7	6	7	54
122	2	2	2	2	2	3	3	3	19
123	5	3	5	3	5	5	8	8	42
124	9	3	10	4	10	5	8	10	59
125	10	3	10	4	10	5	10	10	62
126	10	3	10	4	10	5	10	10	62

127	10	4	10	5	5	7	10	10	61
128	10	3	10	4	10	5	10	10	62
129	10	3	10	5	10	8	10	10	66
130	8	3	10	5	8	6	10	10	60
131	7	3	6	4	6	5	8	9	48
132	10	3	10	4	10	5	10	9	61
133	10	1	10	5	9	6	10	10	61
134	10	4	10	5	10	7	5	10	61
135	8	1	9	4	7	5	5	7	46
136	10	3	10	4	10	5	7	9	58
137	8	5	10	5	10	6	9	9	62
138	10	4	10	5	10	5	10	10	64
139	5	7	9	5	8	5	9	10	58
140	9	5	9	5	10	8	10	10	66

TABULASI SKOR INTENSI PEMBELIAN (Y)

Resp	Ip_1	Ip_2	Ip_3	Ip_4	Ip_5	Ip_6	Ip_7	Total
1	5	3	3	3	1	4	3	22
2	10	10	10	10	10	10	10	70
3	6	5	5	6	5	7	5	39
4	9	9	9	9	9	9	9	63
5	10	10	9	5	5	7	6	52
6	9	9	9	9	9	9	10	64
7	3	3	3	5	5	5	1	25
8	4	4	3	4	4	4	4	27
9	1	1	1	4	9	7	4	27
10	5	4	4	8	9	9	8	47
11	1	1	1	1	4	2	3	13
12	2	2	1	2	2	1	1	11
13	5	5	5	5	5	5	5	35
14	8	8	8	8	4	6	5	47
15	10	10	10	10	9	8	9	66
16	3	4	4	5	6	6	4	32
17	5	5	4	7	8	8	7	44
18	8	7	8	8	5	7	7	50
19	4	4	4	5	6	7	7	37
20	7	9	9	7	7	6	7	52
21	4	4	4	4	5	4	3	28
22	5	5	5	5	5	5	5	35
23	3	3	3	3	3	3	3	21
24	5	5	5	5	5	5	5	35
25	7	7	3	6	6	7	6	42
26	5	5	5	5	5	5	5	35
27	9	10	9	9	9	9	9	64
28	8	8	8	8	8	9	8	57
29	6	6	6	6	6	6	6	42
30	6	6	6	6	6	6	6	42
31	8	6	4	7	8	8	8	49
32	6	6	4	6	7	7	6	42
33	6	6	4	6	7	6	6	41
34	4	4	3	4	5	5	5	30
35	5	6	4	6	8	8	7	44
36	7	9	7	7	7	8	8	53
37	4	4	3	5	6	5	4	31
38	9	9	9	9	9	9	9	63
39	4	3	3	5	5	5	4	29

40	10	10	7	10	10	10	10	67
41	1	2	2	1	2	2	2	12
42	4	4	4	5	7	6	6	36
43	4	3	3	2	2	2	2	18
44	6	6	4	7	8	8	7	46
45	2	2	2	3	5	2	4	20
46	1	1	1	1	1	1	2	8
47	4	4	3	5	7	6	6	35
48	1	2	1	2	2	1	1	10
49	5	5	4	5	7	8	7	41
50	4	4	3	4	5	6	6	32
51	9	9	9	9	10	9	9	64
52	5	5	5	5	5	6	5	36
53	2	1	2	1	5	1	1	13
54	2	3	2	3	2	2	2	16
55	5	4	5	5	6	5	6	36
56	6	6	6	6	6	6	6	42
57	6	5	5	5	5	5	6	37
58	5	5	5	5	5	6	5	36
59	5	5	5	5	5	5	5	35
60	6	3	3	5	7	6	6	36
61	1	1	1	1	2	2	1	9
62	5	5	5	5	5	5	5	35
63	4	10	1	8	9	5	5	42
64	8	9	8	6	9	9	8	57
65	4	5	5	5	7	6	7	39
66	7	7	7	7	7	7	7	49
67	5	5	5	5	5	5	6	36
68	4	4	4	3	5	6	4	30
69	5	5	5	6	5	5	5	36
70	3	3	5	5	6	5	5	32
71	3	2	2	3	2	2	1	15
72	5	5	5	5	5	5	5	35
73	3	1	1	5	4	3	4	21
74	6	5	4	7	6	8	8	44
75	3	4	2	5	6	5	4	29
76	6	8	7	6	8	7	8	50
77	2	2	2	2	2	2	2	14
78	4	4	3	6	7	7	5	36
79	5	5	5	6	7	7	5	40
80	4	4	5	6	7	7	5	38
81	3	3	4	3	7	5	6	31
82	2	1	2	3	4	4	5	21

83	5	5	5	5	5	5	5	35
84	4	4	4	5	6	5	5	33
85	5	4	3	5	7	6	5	35
86	4	4	3	5	8	7	6	37
87	5	5	5	7	7	7	7	43
88	4	4	4	6	7	7	6	38
89	8	8	6	9	9	6	8	54
90	4	3	3	5	7	5	5	32
91	3	3	3	5	7	7	5	33
92	4	4	4	5	7	7	5	36
93	3	4	3	4	8	5	5	32
94	5	5	4	7	8	9	10	48
95	4	4	4	5	7	6	5	35
96	5	5	5	9	7	8	9	48
97	6	5	5	6	8	8	7	45
98	4	4	5	8	9	8	7	45
99	6	6	6	8	10	6	7	49
100	7	7	7	7	5	6	5	44
101	6	6	7	7	8	8	9	51
102	5	1	1	4	8	5	5	29
103	5	5	5	5	8	8	6	42
104	5	5	5	5	10	10	8	48
105	5	4	4	5	7	7	5	37
106	8	8	5	9	10	10	10	60
107	5	5	5	7	8	8	5	43
108	3	4	3	3	3	2	1	19
109	1	1	1	5	5	5	5	23
110	2	1	1	1	1	1	1	8
111	5	5	5	5	8	8	5	41
112	3	4	3	3	6	6	4	29
113	5	5	5	5	10	5	5	40
114	5	5	5	7	10	10	5	47
115	5	5	5	6	9	9	5	44
116	7	6	7	6	5	5	7	43
117	2	2	2	5	6	6	5	28
118	7	6	5	5	7	5	7	42
119	3	2	2	3	3	3	2	18
120	3	3	3	4	5	5	4	27
121	7	7	7	8	8	7	7	51
122	3	3	3	3	3	3	3	21
123	4	4	3	5	7	7	5	35
124	9	5	5	8	10	10	5	52
125	5	5	5	6	9	7	5	42

126	5	5	5	6	10	8	5	44
127	5	5	5	7	9	8	7	46
128	7	5	5	8	10	8	9	52
129	8	6	8	9	10	9	10	60
130	10	5	5	6	9	6	5	46
131	3	3	4	3	7	5	4	29
132	8	8	7	5	8	7	8	51
133	6	6	5	8	10	7	9	51
134	6	7	7	8	9	7	8	52
135	5	5	5	6	8	5	4	38
136	7	8	6	5	8	5	7	46
137	6	5	5	7	8	7	6	44
138	7	6	5	8	9	5	7	47
139	5	5	6	8	9	7	6	46
140	5	5	5	10	10	8	6	49

DATA SKOR TABULASI X1, X2, X3 DAN Y

Resp	X1	X2	X3	Y
1	60	41	26	22
2	130	90	80	70
3	44	41	44	39
4	58	62	61	63
5	99	70	59	52
6	116	84	77	64
7	23	18	28	25
8	42	32	35	27
9	19	30	27	27
10	64	57	47	47
11	21	10	16	13
12	32	12	11	11
13	65	47	40	35
14	97	69	64	47
15	124	90	80	66
16	69	38	32	32
17	69	41	47	44
18	103	64	57	50
19	78	46	47	37
20	88	64	53	52
21	42	27	30	28
22	61	45	40	35
23	39	27	24	21
24	63	45	40	35
25	82	59	51	42
26	64	45	40	35
27	105	81	72	64
28	81	72	65	57
29	71	54	48	42
30	72	54	48	42
31	76	42	52	49
32	74	40	47	42
33	66	45	49	41
34	50	29	37	30
35	76	46	53	44
36	106	71	65	53
37	50	30	38	31
38	114	81	72	63
39	51	35	38	29

40	114	73	75	67
41	18	13	11	12
42	77	40	52	36
43	14	26	18	18
44	86	45	60	46
45	37	21	31	20
46	25	10	8	8
47	68	34	46	35
48	22	17	8	10
49	84	36	54	41
50	55	32	41	32
51	120	83	74	64
52	74	49	41	36
53	29	11	10	13
54	32	24	18	16
55	67	46	39	36
56	48	44	43	42
57	79	50	46	37
58	64	45	40	36
59	58	44	40	35
60	55	42	41	36
61	15	9	8	9
62	61	45	40	35
63	80	41	49	42
64	79	49	50	57
65	53	41	42	39
66	105	73	60	49
67	56	41	38	36
68	60	41	42	30
69	67	46	40	36
70	38	36	28	32
71	103	55	25	15
72	66	45	40	35
73	35	11	29	21
74	75	45	55	44
75	51	34	43	29
76	45	49	57	50
77	28	25	18	14
78	63	28	47	36
79	75	39	50	40
80	85	39	47	38
81	59	32	54	31
82	32	9	28	21

83	68	45	40	35
84	56	29	44	33
85	57	27	45	35
86	74	38	51	37
87	94	34	56	43
88	74	42	53	38
89	120	40	60	54
90	49	22	41	32
91	63	27	44	33
92	59	33	48	36
93	61	26	47	32
94	80	55	67	48
95	58	32	52	35
96	108	27	58	48
97	89	38	59	45
98	74	24	54	45
99	100	32	56	49
100	82	56	54	44
101	98	31	59	51
102	55	34	38	29
103	64	32	47	42
104	84	41	67	48
105	60	29	48	37
106	99	73	63	60
107	61	45	57	43
108	75	45	26	19
109	26	9	34	23
110	16	10	24	8
111	67	45	53	41
112	45	32	28	29
113	77	35	60	40
114	93	33	61	47
115	75	36	60	44
116	84	62	50	43
117	54	26	49	28
118	76	53	49	42
119	37	23	22	18
120	39	11	38	27
121	94	65	54	51
122	41	22	19	21
123	66	20	42	35
124	79	32	59	52
125	91	39	62	42

126	94	35	62	44
127	77	40	61	46
128	107	37	62	52
129	115	43	66	60
130	66	44	60	46
131	42	30	48	29
132	125	44	61	51
133	97	35	61	51
134	110	45	61	52
135	57	37	46	38
136	100	45	58	46
137	84	38	62	44
138	113	46	64	47
139	70	41	58	46
140	72	56	66	49

OUTPUT Uji Normalitas

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Awareness, Brand Image, Electronic Word of Mouth ^b		Enter

a. Dependent Variable: Intensi Pembelian

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,952 ^a	,907	,905	4,110

a. Predictors: (Constant), Brand Awareness, Brand Image, Electronic Word of Mouth

b. Dependent Variable: Intensi Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22296,825	3	7432,275	439,981	,000 ^b
	Residual	2297,346	136	16,892		
	Total	24594,171	139			

a. Dependent Variable: Intensi Pembelian

b. Predictors: (Constant), Brand Awareness, Brand Image, Electronic Word of Mouth

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,551	1,098		,502	,617
	Electronic Word of Mouth	,032	,026	,063	1,208	,229
	Brand Image	,177	,030	,230	5,821	,000
	Brand Awareness	,609	,043	,720	14,304	,000

a. Dependent Variable: Intensi Pembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7,50	69,39	38,31	12,665	140
Residual	-13,817	14,779	,000	4,065	140
Std. Predicted Value	-2,433	2,454	,000	1,000	140
Std. Residual	-3,362	3,596	,000	,989	140

a. Dependent Variable: Intensi Pembelian

NPar Tests**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		140
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	4,06542397
Most Extreme Differences	Absolute	,085
	Positive	,085
	Negative	-,064
Test Statistic		,085
Asymp. Sig. (2-tailed)		,016 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

OUTPUT Uji Linearitas

Intensi Pembelian * Electronic Word of Mouth

Report

Intensi Pembelian

Electronic Word of Mouth	Mean	N	Std. Deviation
14	18,00	1	.
15	9,00	1	.
16	8,00	1	.
18	12,00	1	.
19	27,00	1	.
21	13,00	1	.
22	10,00	1	.
23	25,00	1	.
25	8,00	1	.
26	23,00	1	.
28	14,00	1	.
29	13,00	1	.
32	16,00	3	5,000
35	21,00	1	.
37	19,00	2	1,414
38	32,00	1	.
39	24,00	2	4,243
41	21,00	1	.
42	28,00	3	1,000
44	39,00	1	.
45	39,50	2	14,849
48	42,00	1	.
49	32,00	1	.
50	30,50	2	,707
51	29,00	2	,000
53	39,00	1	.
54	28,00	1	.
55	32,33	3	3,512
56	34,50	2	2,121
57	36,50	2	2,121
58	44,33	3	16,166
59	33,50	2	3,536
60	29,67	3	7,506
61	36,25	4	4,717

63	34,67	3	1,528
64	40,00	4	5,598
65	35,00	1	.
66	39,25	4	5,315
67	37,67	3	2,887
68	35,00	2	,000
69	38,00	2	8,485
70	46,00	1	.
71	42,00	1	.
72	45,50	2	4,950
74	39,60	5	3,782
75	36,75	4	11,983
76	45,00	3	3,606
77	40,67	3	5,033
78	37,00	1	.
79	48,67	3	10,408
80	45,00	2	4,243
81	57,00	1	.
82	43,00	2	1,414
84	44,00	4	2,944
85	38,00	1	.
86	46,00	1	.
88	52,00	1	.
89	45,00	1	.
91	42,00	1	.
93	47,00	1	.
94	46,00	3	4,359
97	49,00	2	2,828
98	51,00	1	.
99	56,00	2	5,657
100	47,50	2	2,121
103	32,50	2	24,749
105	56,50	2	10,607
106	53,00	1	.
107	52,00	1	.
108	48,00	1	.
110	52,00	1	.
113	47,00	1	.
114	65,00	2	2,828
115	60,00	1	.
116	64,00	1	.

120	59,00	2	7,071
124	66,00	1	.
125	51,00	1	.
130	70,00	1	.
Total	38,31	140	13,302

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Intensi Pembelian * Electronic Word of Mouth	Between Groups	(Combined)	21563,555	78	276,456	5,564	,000
		Linearity	17328,550	1	17328,550	348,788	,000
		Deviation from Linearity	4235,005	77	55,000	1,107	,342
Within Groups			3030,617	61	49,682		
Total			24594,171	139			

Measures of Association

	R	R Squared	Eta	Eta Squared
Intensi Pembelian * Electronic Word of Mouth	,839	,705	,936	,877

OUTPUT Uji Linearitas

*Intensi Pembelian * Brand Image*

Report

Intensi Pembelian

Brand Image	Mean	N	Std. Deviation
9	17,67	3	7,572
10	9,67	3	2,887
11	20,33	3	7,024
12	11,00	1	.
13	12,00	1	.
17	10,00	1	.
18	25,00	1	.
20	35,00	1	.
21	20,00	1	.
22	26,50	2	7,778
23	18,00	1	.
24	30,50	2	20,506
25	14,00	1	.
26	26,00	3	7,211
27	33,00	5	9,975
28	36,00	1	.
29	33,33	3	3,512
30	29,00	3	2,000
31	51,00	1	.
32	37,13	8	9,433
33	41,50	2	7,778
34	34,00	4	6,633
35	41,00	4	9,201
36	39,00	3	6,245
37	45,00	2	9,899
38	39,50	4	6,137
39	40,00	3	2,000
40	44,50	4	7,550
41	38,44	9	8,218
42	41,00	3	7,000
43	60,00	1	.
44	43,50	4	6,758
45	38,53	15	7,643
46	40,00	5	5,148

47	35,00	1	.
49	47,67	3	10,693
50	37,00	1	.
53	42,00	1	.
54	42,00	2	,000
55	31,50	2	23,335
56	46,50	2	3,536
57	47,00	1	.
59	42,00	1	.
62	53,00	2	14,142
64	51,00	2	1,414
65	51,00	1	.
69	47,00	1	.
70	52,00	1	.
71	53,00	1	.
72	57,00	1	.
73	58,67	3	9,074
81	63,50	2	,707
83	64,00	1	.
84	64,00	1	.
90	68,00	2	2,828
Total	38,31	140	13,302

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Intensi Pembelian * Brand Image	Between Groups	(Combined)	18951,34	54	350,951	5,286	,000
		Linearity	15062,52	1	15062,52	226,892	,000
		Deviation from Linearity	3888,820	53	73,374	1,105	,336
	Within Groups		5642,831	85	66,386		
Total		24594,17	139				

Measures of Association

	R	R Squared	Eta	Eta Squared
Intensi Pembelian * Brand Image	,783	,612	,878	,771

OUTPUT Uji Linearitas**Intensi Pembelian * Brand Awareness****Report**

Intensi Pembelian

Brand Awareness	Mean	N	Std. Deviation
8	9,00	3	1,000
10	13,00	1	.
11	11,50	2	,707
16	13,00	1	.
18	16,00	3	2,000
19	21,00	1	.
22	18,00	1	.
24	14,50	2	9,192
25	15,00	1	.
26	20,50	2	2,121
27	27,00	1	.
28	26,75	4	4,787
29	21,00	1	.
30	28,00	1	.
31	20,00	1	.
32	32,00	1	.
34	23,00	1	.
35	27,00	1	.
37	30,00	1	.
38	30,40	5	3,435
39	36,00	1	.
40	35,20	10	,422
41	34,00	4	2,309
42	34,67	3	4,509
43	35,50	2	9,192
44	35,00	3	3,464
45	35,00	1	.
46	36,67	3	1,528
47	39,75	8	4,862
48	37,20	5	5,357
49	38,25	4	6,850
50	46,67	3	9,074
51	39,50	2	3,536
52	40,00	3	7,810

53	43,75	4	6,021
54	42,40	5	7,335
55	44,00	1	.
56	46,00	2	4,243
57	47,67	3	4,041
58	46,67	3	1,155
59	50,00	4	3,367
60	46,50	6	4,722
61	51,67	6	6,055
62	45,50	4	4,435
63	60,00	1	.
64	47,00	2	,000
65	55,00	2	2,828
66	54,50	2	7,778
67	48,00	2	,000
72	63,50	2	,707
74	64,00	1	.
75	67,00	1	.
77	64,00	1	.
80	68,00	2	2,828
Total	38,31	140	13,302

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Intensi Pembelian * Brand Awareness	Between Groups	(Combined)	22644,955	53	427,263	18,851	,000
		Linearity	21513,206	1	21513,206	949,169	,000
		Deviation from Linearity	1131,749	52	21,764	,960	,556
	Within Groups		1949,217	86	22,665		
Total		24594,171	139				

Measures of Association

	R	R Squared	Eta	Eta Squared
Intensi Pembelian * Brand Awareness	,935	,875	,960	,921

OUTPUT Uji Multikolinearitas

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Awareness, Brand Image, Electronic Word of Mouth ^b		Enter

a. Dependent Variable: Intensi Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,952 ^a	,907	,905	4,110

a. Predictors: (Constant), Brand Awareness, Brand Image, Electronic Word of Mouth

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22296,825	3	7432,275	439,981	,000 ^b
	Residual	2297,346	136	16,892		
	Total	24594,171	139			

a. Dependent Variable: Intensi Pembelian

b. Predictors: (Constant), Brand Awareness, Brand Image, Electronic Word of Mouth

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,551	1,098		,502	,617		
	Electronic Word of Mouth	,032	,026	,063	1,208	,229	,250	4,001
	Brand Image	,177	,030	,230	5,821	,000	,440	2,272

Brand Awareness	,609	,043	,720	14,304	,000	,271	3,690
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a. Dependent Variable: Intensi Pembelian

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Electronic Word of Mouth	Brand Image	Brand Awareness
1	1	3,853	1,000	,01	,00	,00	,00
	2	,086	6,701	,82	,03	,17	,00
	3	,043	9,422	,10	,18	,82	,12
	4	,017	14,914	,08	,79	,00	,88

a. Dependent Variable: Intensi Pembelian

OUTPUT Uji Heteroskedastistas

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Awareness, Brand Image, Electronic Word of Mouth ^b		Enter

a. Dependent Variable: Intensi Pembelian

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,952 ^a	,907	,905	4,110

a. Predictors: (Constant), Brand Awareness, Brand Image, Electronic Word of Mouth

b. Dependent Variable: Intensi Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22296,825	3	7432,275	439,981	,000 ^b
	Residual	2297,346	136	16,892		
	Total	24594,171	139			

a. Dependent Variable: Intensi Pembelian

b. Predictors: (Constant), Brand Awareness, Brand Image, Electronic Word of Mouth

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,551	1,098		,502	,617
	Electronic Word of Mouth	,032	,026	,063	1,208	,229
	Brand Image	,177	,030	,230	5,821	,000
	Brand Awareness	,609	,043	,720	14,304	,000

a. Dependent Variable: Intensi Pembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7,50	69,39	38,31	12,665	140
Residual	-13,817	14,779	,000	4,065	140
Std. Predicted Value	-2,433	2,454	,000	1,000	140
Std. Residual	-3,362	3,596	,000	,989	140

a. Dependent Variable: Intensi Pembelian

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Awareness, Brand Image, Electronic Word of Mouth ^b	.	Enter

a. Dependent Variable: RES2

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,128 ^a	,016	-,005	2,81509

a. Predictors: (Constant), Brand Awareness, Brand Image, Electronic Word of Mouth

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17,903	3	5,968	,753	,522 ^b
	Residual	1077,760	136	7,925		
	Total	1095,664	139			

a. Dependent Variable: RES2

b. Predictors: (Constant), Brand Awareness, Brand Image, Electronic Word of Mouth

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,953	,752		2,598	,010
	Electronic Word of Mouth	,006	,018	,058	,339	,735
	Brand Image	-,010	,021	-,059	-,461	,646
	Brand Awareness	,020	,029	,114	,695	,488

a. Dependent Variable: RES2

OUTPUT Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Awareness (3), Brand Image (X2), Electronic Word of Mouth (X1) ^b		Enter

a. Dependent Variable: Intensi Pembelian (Y)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,952 ^a	,907	,905	4,110

a. Predictors: (Constant), Brand Awareness (3), Brand Image (X2), Electronic Word of Mouth (X1)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22296,825	3	7432,275	439,981	,000 ^b
	Residual	2297,346	136	16,892		
	Total	24594,171	139			

a. Dependent Variable: Intensi Pembelian (Y)

b. Predictors: (Constant), Brand Awareness (3), Brand Image (X2), Electronic Word of Mouth (X1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,551	1,098		,502	,617
	Electronic Word of Mouth (X1)	,032	,026	,063	1,208	,229
	Brand Image (X2)	,177	,030	,230	5,821	,000
	Brand Awareness (3)	,609	,043	,720	14,304	,000

a. Dependent Variable: Intensi Pembelian (Y)

Titik Persentase Distribusi t (df = 121 –160)

Pr \ df	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
121	0.67652	1.28859	1.65754	1.97976	2.35756	2.61707	3.15895
122	0.67651	1.28853	1.65744	1.97960	2.35730	2.61673	3.15838
123	0.67649	1.28847	1.65734	1.97944	2.35705	2.61639	3.15781
124	0.67647	1.28842	1.65723	1.97928	2.35680	2.61606	3.15726
125	0.67646	1.28836	1.65714	1.97912	2.35655	2.61573	3.15671
126	0.67644	1.28831	1.65704	1.97897	2.35631	2.61541	3.15617
127	0.67643	1.28825	1.65694	1.97882	2.35607	2.61510	3.15565
128	0.67641	1.28820	1.65685	1.97867	2.35583	2.61478	3.15512
129	0.67640	1.28815	1.65675	1.97852	2.35560	2.61448	3.15461
130	0.67638	1.28810	1.65666	1.97838	2.35537	2.61418	3.15411
131	0.67637	1.28805	1.65657	1.97824	2.35515	2.61388	3.15361
132	0.67635	1.28800	1.65648	1.97810	2.35493	2.61359	3.15312
133	0.67634	1.28795	1.65639	1.97796	2.35471	2.61330	3.15264
134	0.67633	1.28790	1.65630	1.97783	2.35450	2.61302	3.15217
135	0.67631	1.28785	1.65622	1.97769	2.35429	2.61274	3.15170
136	0.67630	1.28781	1.65613	1.97756	2.35408	2.61246	3.15124
137	0.67628	1.28776	1.65605	1.97743	2.35387	2.61219	3.15079
138	0.67627	1.28772	1.65597	1.97730	2.35367	2.61193	3.15034
139	0.67626	1.28767	1.65589	1.97718	2.35347	2.61166	3.14990
140	0.67625	1.28763	1.65581	1.97705	2.35328	2.61140	3.14947
141	0.67623	1.28758	1.65573	1.97693	2.35309	2.61115	3.14904
142	0.67622	1.28754	1.65566	1.97681	2.35289	2.61090	3.14862
143	0.67621	1.28750	1.65558	1.97669	2.35271	2.61065	3.14820
144	0.67620	1.28746	1.65550	1.97658	2.35252	2.61040	3.14779
145	0.67619	1.28742	1.65543	1.97646	2.35234	2.61016	3.14739
146	0.67617	1.28738	1.65536	1.97635	2.35216	2.60992	3.14699
147	0.67616	1.28734	1.65529	1.97623	2.35198	2.60969	3.14660
148	0.67615	1.28730	1.65521	1.97612	2.35181	2.60946	3.14621
149	0.67614	1.28726	1.65514	1.97601	2.35163	2.60923	3.14583
150	0.67613	1.28722	1.65508	1.97591	2.35146	2.60900	3.14545
151	0.67612	1.28718	1.65501	1.97580	2.35130	2.60878	3.14508
152	0.67611	1.28715	1.65494	1.97569	2.35113	2.60856	3.14471
153	0.67610	1.28711	1.65487	1.97559	2.35097	2.60834	3.14435
154	0.67609	1.28707	1.65481	1.97549	2.35081	2.60813	3.14400
155	0.67608	1.28704	1.65474	1.97539	2.35065	2.60792	3.14364
156	0.67607	1.28700	1.65468	1.97529	2.35049	2.60771	3.14330
157	0.67606	1.28697	1.65462	1.97519	2.35033	2.60751	3.14295
158	0.67605	1.28693	1.65455	1.97509	2.35018	2.60730	3.14261
159	0.67604	1.28690	1.65449	1.97500	2.35003	2.60710	3.14228
160	0.67603	1.28687	1.65443	1.97490	2.34988	2.60691	3.14195

TabelNilairProductMoment

N	TarafSignif		N	TarafSignif		N	TarafSignif	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,666	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,684	37	0,325	0,418	125	0,176	0,230
14	0,532	0,661	38	0,320	0,413	150	0,159	0,210
15	0,514	0,641	39	0,316	0,408	175	0,148	0,194
16	0,497	0,623	40	0,312	0,403	200	0,138	0,181
17	0,482	0,606	41	0,308	0,398	300	0,113	0,148
18	0,468	0,590	42	0,304	0,393	400	0,098	0,128
19	0,456	0,575	43	0,301	0,389	500	0,088	0,115
20	0,444	0,561	44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,376	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			