

LAMPIRAN

Lampiran 1 Kuesioner

KUISIONER PENELITIAN

PENGARUH CITRAMEREK DAN *ELECTRONIC WORD OF MOUTH* TERHADAP MINAT BELI ULANG PADA PRODUK KOSMETIC MADAME GIE

PENGANTAR

Saya dari Fakultas Ekonomi dan Bisnis Institut Informatika Dan Bisnis Darmajaya sedang mengadakan penelitian tentang Pengaruh Citra Merek Dan *Eletronic Word Of Mouth* Terhadap Minat Beli Ulang Pada Kosmetc Madame Gie

Demi tercapainya tujuan penelitian ini, maka penyusun mohon kesediaannya dan kesadaran Bapak/Ibu/Saudara/i untuk mengisi angket atau daftar pernyataan yang telah disediakan berikut sesuai dengan keadaan yang sebenarnya, karena dalam hal ini jawaban anda:

- Dijamin kerahasiaannya.
- Tidak ada kaitannya dengan karier Bapak/Ibu/Saudara/i.
- Tidak berhubungan dengan Parpol (partai politik) manapun.
- Semata-mata hanya untuk ilmu pengetahuan.

Atas kesediannya Bapak/Ibu/Saudara/i untuk meluangkan waktunya juga mengisi kuisisioner ini, penyusun mengucapkan terima kasih.

Hormat Saya

Richa Lorenza
1912110267

DATA RESPONDEN

Kepada Yth. Bapak/Ibu/Saudara/i untuk menjawab seluruh pernyataan yang ada dengan jujur dan sesuai dengan keadaan yang sebenarnya.

A. Identitas Responden

1. Nama :
2. Jenis kelamin : Perempuan
3. Usia : < 20 Tahun
 21-29 Tahun
 30-39 Tahun
 > 40 Tahun
4. Pendidikan terakhir : SMP
 SMA/SMK
 Sarjana
 Diploma
 Lainnya
5. Pekerjaan : Pelajar/Mahasiswa
 PNS/BUMN
 BUMD/Pegawai Swasta
 Freenlance
6. Berapa kali dalam sebulan Anda melakukan pembelian pada Kosmetik
Madame Gie
 1-3 Kali 7-9 Kali
 4-6 Kali > 10Kali

Berilah tanda ceklis (√) pada kolom yang sesuai dengan keadaan dan situasi anda saat ini.

1. Citra Merek (X₁)

No	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
<i>Corporate Image (citra pembuat)</i>						
1	Kosmetik Madame Gie memiliki citra yang baik dikalangan masyarakat					
2	Kosmetik Madame Gie dikenal sebagai produk kosmetik dengan kualitas baik					
<i>User Image (citra pemakai)</i>						
3	Produk kosmetik Madame Gie memberikan kesan positif					
4	Banyak manfaat yang diperoleh baik setelah menggunakan produk Kosmetik Madame Gie					
<i>Product Image (citra produk)</i>						
5	Kosmetik Madame Gie menawarkan berbagai variasi produk					
6	Kelengkapan produk kosmetik Madame Gie menarik					

2. *Electronic Word Of Mouth (X₂)*

No	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
<i>Intensity</i>						
1	Membaca ulasan konsumen lain mengenai Produk Madame Gie secara online					
2	Melalui media sosial mendapatkan rekomendasi yang berkaitan dengan produk Madame Gie					
<i>Valence of Opinion</i>						
3	Melalui <i>review</i> media sosial, tertarik pada produk Madame Gie					
4	Melalui informasi media Sosial mendapatkan pengalaman positif konsumen mengenai produk Madame Gie					
<i>Content</i>						
5	Melalui informasi media sosial, dapat pelayanan yang diberikan oleh Madame Gie					
6	Mendapatkan informasi melalui media Sosial yang berkaitan dengan Madame Gie					

3. Minat Beli Ulang (Y)

No	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
Minat Transaksional						
1	Berminat membeli produk kosmetik Madame Gie					
2	Akan mereferensikan Kosmetik Madame Gie kepada orang lain yang akan membeli Kosmetik Madame Gie					
Minat referensial						
3	Pembelian produk kosmetik Madame Gie dilakukan karena mendapatkan informasi dari konsumen lain					
4	Setelah membeli produk kosmetik Madame Gie berminat untuk merekomendasikan produk kepada orang lain					
Minat preferensial						
5	Produk Kosmetik Mdame Gie menjadi pilihan utama ketika melakukan pembelian produk dalam belanja online					
6	Akan mengganti pilihan saya dalam pembelian produk kosmetik jika produk yang dikirimkan tidak sesuai dengan yang diinginkan					
Minat eksploratif						
7	Akan membaca deskripsi tentang produk dan melihat penilaian konsumen terdahulu terhadap produk yang akan saya beli					
8	Akan mencari informasi mengenai produk kosmetik Madame Gie yang paling banyak dibeli					

Lampiran 2 Data Jawaban Responden

Variabel Citra Merek (X₁)

No	CM1	CM2	CM3	CM4	CM5	CM6	Citra Merek
1	4	3	4	4	4	5	24
2	4	3	4	4	4	4	23
3	4	3	3	3	2	4	19
4	4	2	4	4	3	4	21
5	3	4	4	4	4	3	22
6	4	4	4	4	4	3	23
7	5	5	4	4	4	5	27
8	4	4	4	5	5	3	25
9	3	4	3	5	5	4	24
10	5	4	5	5	5	5	29
11	3	3	3	2	2	4	17
12	4	4	4	4	4	4	24
13	2	1	2	2	2	5	14
14	5	4	5	4	4	3	25
15	5	3	5	5	4	5	27
16	5	4	4	3	3	3	22
17	5	2	5	5	4	5	26
18	5	3	5	5	4	5	27
19	5	3	3	5	4	5	25
20	4	2	5	1	4	5	21
21	5	3	3	4	4	4	23
22	5	1	5	5	5	4	25
23	5	2	5	4	4	4	24
24	3	2	3	1	4	3	16
25	5	3	4	5	4	5	26
26	4	2	4	3	3	3	19
27	5	2	4	1	3	3	18
28	4	2	5	2	2	2	17
29	3	3	5	3	3	3	20
30	5	4	5	1	4	5	24
31	4	4	5	4	4	4	25
32	5	4	4	5	5	4	27
33	4	4	4	4	4	4	24
34	4	4	4	3	4	3	22
35	5	5	5	5	4	5	29
36	5	5	4	3	3	3	23

37	5	5	5	2	3	2	22
38	5	4	5	2	4	2	22
39	4	4	3	2	2	2	17
40	5	5	5	4	2	4	25
41	5	4	3	5	5	5	27
42	5	5	5	5	5	5	30
43	5	5	5	4	3	4	26
44	3	5	3	3	3	4	21
45	5	4	4	4	4	4	25
46	4	4	4	3	4	5	24
47	4	4	4	3	3	5	23
48	4	5	5	3	1	4	22
49	3	5	5	2	2	4	21
50	5	5	5	2	3	2	22
51	4	3	3	3	2	4	19
52	3	2	3	4	2	3	17
53	4	4	3	2	2	4	19
54	3	4	4	4	4	3	22
55	4	4	5	4	5	4	26
56	5	5	5	5	5	5	30
57	3	4	3	3	3	3	19
58	5	4	5	4	4	5	27
59	5	5	5	5	5	5	30
60	4	4	5	3	4	4	24
61	5	5	5	5	5	5	30
62	4	2	4	2	2	4	18
63	4	3	4	2	3	4	20
64	4	3	4	3	4	4	22
65	4	2	4	1	3	4	18
66	4	2	4	3	3	4	20
67	4	5	4	5	3	4	25
68	5	4	5	4	5	5	28
69	4	3	3	4	4	4	22
70	4	3	3	4	4	4	22
71	4	3	3	4	4	4	22
72	5	4	4	5	5	5	28
73	5	4	4	5	5	5	28
74	4	3	3	4	4	4	22
75	4	3	3	4	4	4	22
76	5	5	5	5	5	5	30
77	5	4	4	4	4	5	26

78	4	4	4	5	4	4	25
79	4	3	5	3	4	4	23
80	5	4	3	3	4	5	24
81	4	5	5	5	5	4	28
82	4	4	4	5	5	4	26
83	2	4	1	3	3	2	15
84	4	4	4	4	4	4	24
85	4	4	4	4	4	4	24
86	2	3	3	4	4	2	18
87	3	4	4	4	4	3	22
88	4	4	4	3	4	4	23
89	4	4	4	4	4	4	24
90	5	4	4	5	4	5	27
91	4	4	5	5	4	4	26
92	5	4	4	5	4	5	27
93	4	4	4	5	4	4	25
94	4	4	4	3	4	4	23
95	5	5	5	5	4	5	29
96	5	5	4	5	5	5	29
97	5	5	5	5	5	5	30
98	5	4	5	5	4	5	28
99	4	4	3	5	3	4	23
100	5	5	5	4	5	5	29

Variabel *Electronic Word Of Mouth* (X₂)

No	EWOM1	EWOM2	EWOM3	EWOM4	EWOM5	EWOM6	EWOM
1	5	4	5	5	3	4	26
2	5	3	5	2	5	5	25
3	5	2	5	5	5	4	26
4	4	3	3	5	3	5	23
5	3	4	4	5	4	4	24
6	5	5	5	5	5	4	29
7	4	4	4	2	4	4	22
8	5	3	5	5	3	2	23
9	4	4	4	5	4	4	25
10	3	3	3	5	3	3	20
11	4	4	4	2	4	2	20
12	5	5	5	5	5	4	29
13	3	3	2	3	2	2	15
14	2	2	2	2	2	2	12
15	4	4	4	5	4	5	26
16	5	3	3	2	3	4	20
17	3	5	4	5	3	3	23
18	4	4	4	5	4	3	24
19	3	3	3	4	3	5	21
20	5	5	5	4	5	4	28

21	5	2	2	3	2	2	16
22	3	3	3	5	3	4	21
23	4	4	4	4	4	4	24
24	4	4	4	4	4	4	24
25	4	4	4	5	4	3	24
26	3	3	3	5	3	4	21
27	4	4	4	5	4	3	24
28	3	3	3	4	3	3	19
29	5	5	5	4	5	3	27
30	3	3	4	5	3	4	22
31	4	4	4	5	2	2	21
32	4	4	4	5	3	3	23
33	4	5	5	4	2	1	21
34	3	5	5	3	3	3	22
35	5	5	5	4	5	4	28
36	3	2	2	3	2	2	14
37	2	2	2	3	2	2	13
38	2	2	2	4	2	2	14
39	2	2	2	2	2	2	12
40	4	4	4	2	4	4	22
41	5	5	5	5	3	4	27
42	5	5	5	4	4	4	27

43	4	4	4	3	4	2	21
44	4	3	3	4	3	4	21
45	4	3	4	4	4	4	23
46	5	5	5	3	4	4	26
47	5	4	4	5	3	4	25
48	4	1	3	2	1	2	13
49	4	2	3	1	1	3	14
50	2	4	4	3	1	4	18
51	4	3	3	2	2	4	18
52	3	2	3	3	1	4	16
53	4	4	3	3	3	4	21
54	3	4	4	4	4	3	22
55	4	4	5	4	4	3	24
56	5	5	5	4	4	4	27
57	3	4	3	3	4	3	20
58	5	4	5	4	5	5	28
59	5	5	5	5	5	4	29
60	4	4	5	4	3	3	23
61	5	5	5	5	3	4	27
62	4	2	4	4	1	3	18
63	4	3	4	4	2	3	20
64	4	3	4	4	2	4	21

65	4	2	4	4	2	4	20
66	4	2	4	3	2	2	17
67	4	5	4	4	4	3	24
68	5	4	5	4	3	3	24
69	4	3	3	3	4	4	21
70	4	3	3	3	4	4	21
71	4	3	3	3	4	4	21
72	5	4	4	4	5	5	27
73	5	4	4	4	5	5	27
74	4	3	3	3	4	4	21
75	4	3	3	3	4	4	21
76	5	5	5	5	5	5	30
77	5	4	4	4	4	5	26
78	4	4	4	5	4	4	25
79	4	3	5	4	4	4	24
80	5	4	3	4	5	4	25
81	4	5	5	4	5	5	28
82	4	4	4	5	5	3	25
83	2	4	1	2	3	2	14
84	4	4	4	4	3	3	22
85	4	4	4	4	4	2	22
86	2	3	3	4	4	4	20

87	3	4	4	4	2	4	21
88	4	4	4	3	3	4	22
89	4	4	4	3	3	4	22
90	5	4	4	5	3	3	24
91	4	4	5	4	1	1	19
92	5	4	4	4	1	1	19
93	4	4	4	5	1	1	19
94	4	4	4	4	4	4	24
95	5	5	5	5	4	4	28
96	5	5	4	5	4	4	27
97	5	4	4	5	4	5	27
98	4	3	3	4	4	3	21
99	5	1	4	5	5	4	24
100	4	1	3	3	3	3	17

Variabel Minat Beli Ulang (Y)

No	MBU1	MBU2	MBU3	MBU4	MBU5	MBU6	MBU7	MBU8	MBU
1	3	4	1	4	2	4	3	3	24
2	4	3	4	4	4	3	2	3	27
3	5	1	4	4	2	4	4	3	27
4	3	3	4	5	5	3	4	4	31
5	3	4	3	5	5	4	4	5	33
6	1	4	5	3	5	5	5	5	33
7	3	3	3	2	2	3	4	3	23
8	4	4	4	4	4	5	4	5	34
9	2	1	2	2	2	5	5	5	24
10	3	4	5	4	4	4	4	5	33
11	3	4	4	4	2	5	5	5	32
12	5	5	4	4	4	4	2	4	32
13	4	4	3	5	5	4	3	4	32
14	3	4	3	3	5	4	3	4	29
15	5	4	5	5	5	4	2	4	34
16	3	3	3	3	3	4	2	4	25
17	5	4	5	1	4	4	5	4	32
18	5	4	5	4	4	5	4	5	36
19	5	4	5	2	4	4	3	3	30
20	1	4	5	4	4	4	3	3	28

43	4	3	4	4	4	4	4	4	31
44	3	3	4	3	3	4	4	4	28
45	4	4	4	3	4	5	5	5	34
46	3	4	5	5	5	5	5	4	36
47	3	3	5	4	4	5	5	5	34
48	3	1	4	1	3	5	4	5	26
49	2	2	4	2	3	4	4	3	24
50	2	3	2	4	4	5	5	5	30
51	3	2	4	3	3	3	4	1	23
52	4	2	3	2	3	4	3	4	25
53	2	2	4	4	3	5	1	4	25
54	4	4	3	4	4	3	3	4	29
55	4	5	4	4	5	3	4	3	32
56	5	5	5	5	5	1	4	5	35
57	3	3	3	4	3	3	3	3	25
58	4	4	5	4	5	4	4	4	34
59	5	5	5	5	5	2	1	2	30
60	3	4	4	4	5	3	4	5	32
61	5	5	5	5	5	3	4	4	36
62	2	2	4	2	4	5	5	4	28
63	2	3	4	3	4	4	4	3	27
64	3	4	4	3	4	3	4	3	28

65	1	3	4	2	4	5	4	5	28
66	3	3	4	2	4	3	3	3	25
67	5	3	4	5	4	5	4	5	35
68	4	5	5	4	5	5	4	5	37
69	4	4	4	3	3	5	4	5	32
70	4	4	4	3	3	1	4	5	28
71	4	4	4	3	3	4	4	4	30
72	5	5	5	4	4	5	5	4	37
73	5	5	5	4	4	4	4	4	35
74	4	4	4	3	3	1	4	3	26
75	4	4	4	3	3	5	4	5	32
76	5	5	5	5	5	3	3	3	34
77	4	4	5	4	4	1	3	3	28
78	5	4	4	4	4	2	2	2	27
79	3	4	4	3	5	3	3	3	28
80	3	4	5	4	3	1	4	5	29
81	5	5	4	5	5	4	4	4	36
82	5	5	4	4	4	5	5	4	36
83	3	3	2	4	1	4	4	4	25
84	4	4	4	4	4	3	4	3	30
85	4	4	4	4	4	5	4	5	34
86	4	4	2	3	3	3	3	3	25

87	4	4	3	4	4	2	3	2	26
88	3	4	4	4	4	2	4	2	27
89	4	4	4	4	4	2	2	2	26
90	5	4	5	4	4	4	2	4	32
91	5	4	4	4	5	5	5	5	37
92	5	4	5	4	4	5	5	5	37
93	5	4	4	4	4	4	3	4	32
94	3	4	4	4	4	3	3	4	29
95	5	4	5	5	5	4	4	4	36
96	5	5	5	5	4	3	4	5	36
97	5	5	5	5	5	3	3	5	36
98	5	4	5	4	5	3	1	4	31
99	5	3	4	4	3	2	2	4	27
100	4	5	5	5	5	2	3	2	31

Lampiran 3 Karakteristik Responden

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Perempuan	100	100,0	100,0	100,0

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 20 Tahun	28	28,0	28,0	28,0
Valid 21-29 Tahun	53	53,0	53,0	81,0
Valid 30-39 Tahun	19	19,0	19,0	100,0
Total	100	100,0	100,0	

Pendidikan Terakhir

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMP	4	4,0	4,0	4,0
Valid SMA	64	64,0	64,0	68,0
Valid Sarjana	17	17,0	17,0	85,0
Valid Diploma	15	15,0	15,0	100,0
Total	100	100,0	100,0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar/Mahasiswa	52	52,0	52,0	52,0
Valid PNS/BUMN	29	29,0	29,0	81,0
Valid BUMD/Pegawai Swasta	10	10,0	10,0	91,0
Valid Freelance	9	9,0	9,0	100,0
Total	100	100,0	100,0	

Melakukan pembelian pada Kosmetik Madame Gie dalam sebulan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-2 Kali	55	55,0	55,0	55,0
Valid 3-4 Kali	37	37,0	37,0	92,0
Valid 5-6 Kali	8	8,0	8,0	100,0

Lampiran 4 Deskripsi Jawaban Responden
Variabel Citra Merek (X₁)

CM1

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	3	3,0	3,0	3,0
N	11	11,0	11,0	14,0
Valid S	44	44,0	44,0	58,0
SS	42	42,0	42,0	100,0
Total	100	100,0	100,0	

CM2

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	2	2,0	2,0	2,0
TS	12	12,0	12,0	14,0
Valid N	20	20,0	20,0	34,0
S	45	45,0	45,0	79,0
SS	21	21,0	21,0	100,0
Total	100	100,0	100,0	

CM3

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	1	1,0	1,0	1,0
TS	1	1,0	1,0	2,0
Valid N	21	21,0	21,0	23,0
S	41	41,0	41,0	64,0
SS	36	36,0	36,0	100,0
Total	100	100,0	100,0	

CM4

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	5	5,0	5,0	5,0
TS	11	11,0	11,0	16,0
Valid N	20	20,0	20,0	36,0
S	32	32,0	32,0	68,0
SS	32	32,0	32,0	100,0
Total	100	100,0	100,0	

CM5

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	1	1,0	1,0	1,0
TS	11	11,0	11,0	12,0
N	18	18,0	18,0	30,0
S	50	50,0	50,0	80,0
SS	20	20,0	20,0	100,0
Total	100	100,0	100,0	

CM6

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	7	7,0	7,0	7,0
N	15	15,0	15,0	22,0
S	45	45,0	45,0	67,0
SS	33	33,0	33,0	100,0
Total	100	100,0	100,0	

Variabel Electronic Word Of Mouth (X₂)**EWOM1**

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	7	7,0	7,0	7,0
N	15	15,0	15,0	22,0
S	47	47,0	47,0	69,0
SS	31	31,0	31,0	100,0
Total	100	100,0	100,0	

EWOM2

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	3	3,0	3,0	3,0
TS	12	12,0	12,0	15,0
N	24	24,0	24,0	39,0
S	42	42,0	42,0	81,0
SS	19	19,0	19,0	100,0
Total	100	100,0	100,0	

EWOM3

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	1	1,0	1,0	1,0
TS	7	7,0	7,0	8,0
N	23	23,0	23,0	31,0
S	43	43,0	43,0	74,0
SS	26	26,0	26,0	100,0
Total	100	100,0	100,0	

EWOM4

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	1	1,0	1,0	1,0
TS	10	10,0	10,0	11,0
N	20	20,0	20,0	31,0
S	37	37,0	37,0	68,0
SS	32	32,0	32,0	100,0
Total	100	100,0	100,0	

EWOM5

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	8	8,0	8,0	8,0
TS	15	15,0	15,0	23,0
N	26	26,0	26,0	49,0
S	35	35,0	35,0	84,0
SS	16	16,0	16,0	100,0
Total	100	100,0	100,0	

EWOM6

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	4	4,0	4,0	4,0
TS	15	15,0	15,0	19,0
N	23	23,0	23,0	42,0
S	47	47,0	47,0	89,0
SS	11	11,0	11,0	100,0
Total	100	100,0	100,0	

Variabel Minat Beli Ulang (Y)

MBU1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	6	6,0	6,0	6,0
TS	10	10,0	10,0	16,0
N	26	26,0	26,0	42,0
S	27	27,0	27,0	69,0
SS	31	31,0	31,0	100,0
Total	100	100,0	100,0	

MBU2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	3	3,0	3,0	3,0
TS	8	8,0	8,0	11,0
N	20	20,0	20,0	31,0
S	51	51,0	51,0	82,0
SS	18	18,0	18,0	100,0
Total	100	100,0	100,0	

MBU3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1,0	1,0	1,0
TS	8	8,0	8,0	9,0
N	15	15,0	15,0	24,0
S	45	45,0	45,0	69,0
SS	31	31,0	31,0	100,0
Total	100	100,0	100,0	

MBU4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	2	2,0	2,0	2,0
TS	13	13,0	13,0	15,0
N	18	18,0	18,0	33,0
S	44	44,0	44,0	77,0
SS	23	23,0	23,0	100,0
Total	100	100,0	100,0	

MBU5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1,0	1,0	1,0
TS	10	10,0	10,0	11,0
N	19	19,0	19,0	30,0
S	40	40,0	40,0	70,0
SS	30	30,0	30,0	100,0
Total	100	100,0	100,0	

MBU6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	5	5,0	5,0	5,0
TS	9	9,0	9,0	14,0
N	20	20,0	20,0	34,0
S	37	37,0	37,0	71,0
SS	29	29,0	29,0	100,0
Total	100	100,0	100,0	

MBU7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	3	3,0	3,0	3,0
TS	8	8,0	8,0	11,0
N	23	23,0	23,0	34,0
S	51	51,0	51,0	85,0
SS	15	15,0	15,0	100,0
Total	100	100,0	100,0	

MBU8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	2	2,0	2,0	2,0
TS	6	6,0	6,0	8,0
N	23	23,0	23,0	31,0
S	40	40,0	40,0	71,0
SS	29	29,0	29,0	100,0
Total	100	100,0	100,0	

Lampiran 5 Hasil Uji Validitas

Variabel Citra Merek (X₁)

		Correlations						
		CM1	CM2	CM3	CM4	CM5	CM6	Citra Merek
CM1	Pearson Correlation	1	,279**	,542**	,329**	,377**	,449**	,704**
	Sig. (2-tailed)		,005	,000	,001	,000	,000	,000
	N	100	100	100	100	100	100	100
CM2	Pearson Correlation	,279**	1	,290**	,319**	,243*	,117	,578**
	Sig. (2-tailed)	,005		,003	,001	,015	,244	,000
	N	100	100	100	100	100	100	100
CM3	Pearson Correlation	,542**	,290**	1	,161	,277**	,216*	,583**
	Sig. (2-tailed)	,000	,003		,110	,005	,031	,000
	N	100	100	100	100	100	100	100
CM4	Pearson Correlation	,329**	,319**	,161	1	,607**	,435**	,755**
	Sig. (2-tailed)	,001	,001	,110		,000	,000	,000
	N	100	100	100	100	100	100	100
CM5	Pearson Correlation	,377**	,243*	,277**	,607**	1	,396**	,737**
	Sig. (2-tailed)	,000	,015	,005	,000		,000	,000
	N	100	100	100	100	100	100	100
CM6	Pearson Correlation	,449**	,117	,216*	,435**	,396**	1	,642**
	Sig. (2-tailed)	,000	,244	,031	,000	,000		,000
	N	100	100	100	100	100	100	100
Citra Merek	Pearson Correlation	,704**	,578**	,583**	,755**	,737**	,642**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100

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

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

Variabel *Electronic Word Of Mouth* (X₂)

Correlations

		EWOM1	EWOM2	EWOM3	EWOM4	EWOM5	EWOM6	EWOM
EWOM1	Pearson Correlation	1	,363**	,625**	,282**	,436**	,314**	,700**
	Sig. (2-tailed)		,000	,000	,004	,000	,001	,000
	N	100	100	100	100	100	100	100
EWOM2	Pearson Correlation	,363**	1	,618**	,362**	,440**	,200*	,715**
	Sig. (2-tailed)	,000		,000	,000	,000	,046	,000
	N	100	100	100	100	100	100	100
EWOM3	Pearson Correlation	,625**	,618**	1	,442**	,388**	,255*	,778**
	Sig. (2-tailed)	,000	,000		,000	,000	,011	,000
	N	100	100	100	100	100	100	100
EWOM4	Pearson Correlation	,282**	,362**	,442**	1	,277**	,190	,609**
	Sig. (2-tailed)	,004	,000	,000		,005	,058	,000
	N	100	100	100	100	100	100	100
EWOM5	Pearson Correlation	,436**	,440**	,388**	,277**	1	,556**	,764**
	Sig. (2-tailed)	,000	,000	,000	,005		,000	,000
	N	100	100	100	100	100	100	100
EWOM6	Pearson Correlation	,314**	,200*	,255*	,190	,556**	1	,613**
	Sig. (2-tailed)	,001	,046	,011	,058	,000		,000
	N	100	100	100	100	100	100	100
EWOM	Pearson Correlation	,700**	,715**	,778**	,609**	,764**	,613**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100

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

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

Variabel Minat Beli Ulang (Y)

Correlations

		MBU1	MBU2	MBU3	MBU4	MBU5	MBU6	MBU7	MBU8	Minat Beli Ulang
MBU1	Pearson Correlation	1	,491**	,453**	,432**	,344**	-,159	-,163	,018	,586**
	Sig. (2-tailed)		,000	,000	,000	,000	,115	,105	,860	,000
	N	100	100	100	100	100	100	100	100	100
MBU2	Pearson Correlation	,491**	1	,444**	,557**	,578**	-,185	-,056	,008	,653**
	Sig. (2-tailed)	,000		,000	,000	,000	,066	,581	,934	,000
	N	100	100	100	100	100	100	100	100	100
MBU3	Pearson Correlation	,453**	,444**	1	,381**	,596**	-,045	-,011	,052	,659**
	Sig. (2-tailed)	,000	,000		,000	,000	,654	,910	,609	,000
	N	100	100	100	100	100	100	100	100	100
MBU4	Pearson Correlation	,432**	,557**	,381**	1	,617**	-,101	-,158	-,033	,630**
	Sig. (2-tailed)	,000	,000	,000		,000	,317	,117	,744	,000
	N	100	100	100	100	100	100	100	100	100
MBU5	Pearson Correlation	,344**	,578**	,596**	,617**	1	-,017	-,076	-,015	,697**
	Sig. (2-tailed)	,000	,000	,000	,000		,865	,450	,880	,000
	N	100	100	100	100	100	100	100	100	100
MBU6	Pearson Correlation	-,159	-,185	-,045	-,101	-,017	1	,407**	,495**	,334**
	Sig. (2-tailed)	,115	,066	,654	,317	,865		,000	,000	,001
	N	100	100	100	100	100	100	100	100	100
MBU7	Pearson Correlation	-,163	-,056	-,011	-,158	-,076	,407**	1	,415**	,298**
	Sig. (2-tailed)	,105	,581	,910	,117	,450	,000		,000	,003
	N	100	100	100	100	100	100	100	100	100
MBU8	Pearson Correlation	,018	,008	,052	-,033	-,015	,495**	,415**	1	,445**
	Sig. (2-tailed)	,860	,934	,609	,744	,880	,000	,000		,000
	N	100	100	100	100	100	100	100	100	100
Minat Beli Ulang	Pearson Correlation	,586**	,653**	,659**	,630**	,697**	,334**	,298**	,445**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,001	,003	,000	
	N	100	100	100	100	100	100	100	100	100

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

Lampiran 6 Hasil Uji Reliabilitas

Variabel Citra Merek (X₁)

Reliability Statistics

Cronbach's Alpha	N of Items
,745	6

Variabel *Electronic Word Of Mouth* (X₂)

Reliability Statistics

Cronbach's Alpha	N of Items
,785	6

Variabel Minat Beli Ulang (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,643	8

Lampiran 7 Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Citra Merek	EWOM	Minat Beli Ulang
N		100	100	100
Normal Parameters ^{a,b}	Mean	23,62	22,21	30,29
	Std. Deviation	3,733	4,169	4,351
	Absolute	,102	,116	,103
Most Extreme Differences	Positive	,052	,056	,081
	Negative	-,102	-,116	-,103
Kolmogorov-Smirnov Z		1,022	1,158	1,031
Asymp. Sig. (2-tailed)		,248	,137	,239

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 8 Hasil Uji Linieritas

Variabel Citra Merek (X₁) Terhadap Minat Beli Ulang (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			939,544	16	58,721	5,212	,000
Minat Beli Ulang * Citra Merek	Between Groups	Linearity	776,528	1	776,528	68,929	,000
	Between Groups	Deviation from Linearity	163,016	15	10,868	,965	,499
	Within Groups		935,046	83	11,266		
	Total		1874,590	99			

Variabel *Electronic Word Of Mouth* (X₂) Terhadap Minat Beli Ulang (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			828,837	18	46,047	3,567	,000
Minat Beli Ulang * EWOM	Between Groups	Linearity	533,301	1	533,301	41,307	,000
	Between Groups	Deviation from Linearity	295,537	17	17,385	1,347	,186
	Within Groups		1045,753	81	12,911		
	Total		1874,590	99			

Lampiran 9 Hasil Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Collinearity Statistics	
	B	Std. Error	Tolerance	VIF
(Constant)	10,192	2,202		
Citra Merek	,585	,101	,726	1,377
EWOM	,283	,091	,726	1,377

a. Dependent Variable: Minat Beli Ulang

Lampiran 10 Hasil Uji Homogenitas

Variabel Citra Merek (X₁) Terhadap Minat Beli Ulang (Y)

Test of Homogeneity of Variances

Minat Beli Ulang

Levene Statistic	df1	df2	Sig.
,657	13	83	,799

Variabel *Electronic Word Of Mouth* (X₂) Terhadap Minat Beli Ulang (Y)

Test of Homogeneity of Variances

Minat Beli Ulang

Levene Statistic	df1	df2	Sig.
1,388	16	81	,169

Lampiran 11 Hasil Uji Heteroskedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,101E-015	2,202		,000	1,000
	Citra Merek	,000	,101	,000	,000	1,000
	EWOM	,000	,091	,000	,000	1,000

a. Dependent Variable: Abs_Res

Lampiran 12 Hasil Uji Analisis Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
	(Constant)	10,192	2,202	
	Citra Merek	,585	,101	,502
	EWOM	,283	,091	,271

a. Dependent Variable: Minat Beli Ulang

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,684 ^a	,467	,457	3,208

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

Lampiran 13 Hasil Uji t**Variabel Citra Merek (X₁) Terhadap Minat Beli Ulang (Y)****Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12,569	2,155		5,833	,000
Citra Merek	,750	,090	,644	8,325	,000

a. Dependent Variable: Minat Beli Ulang

Variabel *Electronic Word Of Mouth* (X₂) Terhadap Minat Beli Ulang (Y)**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	17,925	2,015		8,895	,000
EWOM	,557	,089	,533	6,242	,000

a. Dependent Variable: Minat Beli Ulang

Lampiran 14 Hasil Uji F**ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	876,362	2	438,181	42,579	,000 ^b
1 Residual	998,228	97	10,291		
Total	1874,590	99			

a. Dependent Variable: Minat Beli Ulang

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

Lampiran 15 R Tabel

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788

19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843

42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079
61	0.2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959

65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568
81	0.1818	0.2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527
83	0.1796	0.2133	0.2520	0.2780	0.3507
84	0.1786	0.2120	0.2505	0.2764	0.3487
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449
87	0.1755	0.2084	0.2463	0.2717	0.3430

88	0.1745	0.2072	0.2449	0.2702	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98		0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211

Lampiran 16 t Tabel

No	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
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678

25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789

52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804

79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98			1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374

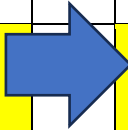
Lampiran 17 F Tabel

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	161	199	216	225	230	234	237	239	241	242	243	244	245	245	246
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38	19.40	19.40	19.41	19.42	19.42	19.43
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81	8.79	8.76	8.74	8.73	8.71	8.70
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00	5.96	5.94	5.91	5.89	5.87	5.86
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77	4.74	4.70	4.68	4.66	4.64	4.62
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10	4.06	4.03	4.00	3.98	3.96	3.94
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68	3.64	3.60	3.57	3.55	3.53	3.51
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39	3.35	3.31	3.28	3.26	3.24	3.22
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18	3.14	3.10	3.07	3.05	3.03	3.01
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.98	2.94	2.91	2.89	2.86	2.85
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90	2.85	2.82	2.79	2.76	2.74	2.72
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80	2.75	2.72	2.69	2.66	2.64	2.62
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71	2.67	2.63	2.60	2.58	2.55	2.53
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65	2.60	2.57	2.53	2.51	2.48	2.46
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59	2.54	2.51	2.48	2.45	2.42	2.40
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54	2.49	2.46	2.42	2.40	2.37	2.35
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61	2.55	2.49	2.45	2.41	2.38	2.35	2.33	2.31
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46	2.41	2.37	2.34	2.31	2.29	2.27
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42	2.38	2.34	2.31	2.28	2.26	2.23

20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39	2.35	2.31	2.28	2.25	2.22	2.20
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32	2.28	2.25	2.22	2.20	2.18
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34	2.30	2.26	2.23	2.20	2.17	2.15
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44	2.37	2.32	2.27	2.24	2.20	2.18	2.15	2.13
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42	2.36	2.30	2.25	2.22	2.18	2.15	2.13	2.11
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28	2.24	2.20	2.16	2.14	2.11	2.09
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22	2.18	2.15	2.12	2.09	2.07
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25	2.20	2.17	2.13	2.10	2.08	2.06
28	4.20	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24	2.19	2.15	2.12	2.09	2.06	2.04
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35	2.28	2.22	2.18	2.14	2.10	2.08	2.05	2.03
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21	2.16	2.13	2.09	2.06	2.04	2.01
31	4.16	3.30	2.91	2.68	2.52	2.41	2.32	2.25	2.20	2.15	2.11	2.08	2.05	2.03	2.00
32	4.15	3.29	2.90	2.67	2.51	2.40	2.31	2.24	2.19	2.14	2.10	2.07	2.04	2.01	1.99
33	4.14	3.28	2.89	2.66	2.50	2.39	2.30	2.23	2.18	2.13	2.09	2.06	2.03	2.00	1.98
34	4.13	3.28	2.88	2.65	2.49	2.38	2.29	2.23	2.17	2.12	2.08	2.05	2.02	1.99	1.97
35	4.12	3.27	2.87	2.64	2.49	2.37	2.29	2.22	2.16	2.11	2.07	2.04	2.01	1.99	1.96
36	4.11	3.26	2.87	2.63	2.48	2.36	2.28	2.21	2.15	2.11	2.07	2.03	2.00	1.98	1.95
37	4.11	3.25	2.86	2.63	2.47	2.36	2.27	2.20	2.14	2.10	2.06	2.02	2.00	1.97	1.95
38	4.10	3.24	2.85	2.62	2.46	2.35	2.26	2.19	2.14	2.09	2.05	2.02	1.99	1.96	1.94
39	4.09	3.24	2.85	2.61	2.46	2.34	2.26	2.19	2.13	2.08	2.04	2.01	1.98	1.95	1.93
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.08	2.04	2.00	1.97	1.95	1.92
41	4.08	3.23	2.83	2.60	2.44	2.33	2.24	2.17	2.12	2.07	2.03	2.00	1.97	1.94	1.92

42	4.07	3.22	2.83	2.59	2.44	2.32	2.24	2.17	2.11	2.06	2.03	1.99	1.96	1.94	1.91
43	4.07	3.21	2.82	2.59	2.43	2.32	2.23	2.16	2.11	2.06	2.02	1.99	1.96	1.93	1.91
44	4.06	3.21	2.82	2.58	2.43	2.31	2.23	2.16	2.10	2.05	2.01	1.98	1.95	1.92	1.90
45	4.06	3.20	2.81	2.58	2.42	2.31	2.22	2.15	2.10	2.05	2.01	1.97	1.94	1.92	1.89
46	4.05	3.20	2.81	2.57	2.42	2.30	2.22	2.15	2.09	2.04	2.00	1.97	1.94	1.91	1.89
47	4.05	3.20	2.80	2.57	2.41	2.30	2.21	2.14	2.09	2.04	2.00	1.96	1.93	1.91	1.88
48	4.04	3.19	2.80	2.57	2.41	2.29	2.21	2.14	2.08	2.03	1.99	1.96	1.93	1.90	1.88
49	4.04	3.19	2.79	2.56	2.40	2.29	2.20	2.13	2.08	2.03	1.99	1.96	1.93	1.90	1.88
50	4.03	3.18	2.79	2.56	2.40	2.29	2.20	2.13	2.07	2.03	1.99	1.95	1.92	1.89	1.87
51	4.03	3.18	2.79	2.55	2.40	2.28	2.20	2.13	2.07	2.02	1.98	1.95	1.92	1.89	1.87
52	4.03	3.18	2.78	2.55	2.39	2.28	2.19	2.12	2.07	2.02	1.98	1.94	1.91	1.89	1.86
53	4.02	3.17	2.78	2.55	2.39	2.28	2.19	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
54	4.02	3.17	2.78	2.54	2.39	2.27	2.18	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
55	4.02	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.06	2.01	1.97	1.93	1.90	1.88	1.85
56	4.01	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
57	4.01	3.16	2.77	2.53	2.38	2.26	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
58	4.01	3.16	2.76	2.53	2.37	2.26	2.17	2.10	2.05	2.00	1.96	1.92	1.89	1.87	1.84
59	4.00	3.15	2.76	2.53	2.37	2.26	2.17	2.10	2.04	2.00	1.96	1.92	1.89	1.86	1.84
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04	1.99	1.95	1.92	1.89	1.86	1.84
61	4.00	3.15	2.76	2.52	2.37	2.25	2.16	2.09	2.04	1.99	1.95	1.91	1.88	1.86	1.83
62	4.00	3.15	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.99	1.95	1.91	1.88	1.85	1.83
63	3.99	3.14	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83

64	3.99	3.14	2.75	2.52	2.36	2.24	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
65	3.99	3.14	2.75	2.51	2.36	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.85	1.82
66	3.99	3.14	2.74	2.51	2.35	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.84	1.82
67	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.98	1.93	1.90	1.87	1.84	1.82
68	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.97	1.93	1.90	1.87	1.84	1.82
69	3.98	3.13	2.74	2.50	2.35	2.23	2.15	2.08	2.02	1.97	1.93	1.90	1.86	1.84	1.81
70	3.98	3.13	2.74	2.50	2.35	2.23	2.14	2.07	2.02	1.97	1.93	1.89	1.86	1.84	1.81
71	3.98	3.13	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.97	1.93	1.89	1.86	1.83	1.81
72	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
73	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
74	3.97	3.12	2.73	2.50	2.34	2.22	2.14	2.07	2.01	1.96	1.92	1.89	1.85	1.83	1.80
75	3.97	3.12	2.73	2.49	2.34	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.83	1.80
76	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.82	1.80
77	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.96	1.92	1.88	1.85	1.82	1.80
78	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.80
79	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.79
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2.00	1.95	1.91	1.88	1.84	1.82	1.79
81	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.82	1.79
82	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.81	1.79
83	3.96	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.91	1.87	1.84	1.81	1.79
84	3.95	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.90	1.87	1.84	1.81	1.79
85	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.79

86	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.78
87	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.87	1.83	1.81	1.78
88	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.86	1.83	1.81	1.78
89	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78
90	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97		3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77