

Lampiran I

KUESIONER PENELITIAN

Dengan hormat,

Saya Septianti Dian Mariska, Mahasiswa Fakultas Ekonomi dan Bisnis Institut Informatika Dan Bisnis Darmajaya. Dalam rangka menyusun skripsi dengan judul “Pengaruh *Sel-Efficacy*, *Word Of Mouth* Dan *Brand Trust* Terhadap Sikap Konsumen Produk Apple Di Bandar Lampung”. Maka saya mengharapkan ketersediaan waktu Anda untuk menjadi responden dalam penelitian ini dengan cara mengisi kuesioner secara lengkap dan sesuai dengan keadaan yang sebenarnya, karena hasil dari kuesioner ini sangat mempengaruhi hasil penelitian. Semua data yang diberikan dan pertanyaan berikut harus dijawab dengan jujur dan apa adanya. Kerahasiaan identitas diri dan jawaban Anda dijamin hanya untuk kepentingan penelitian. Atas partisipasi dan ketersediaan waktu Anda dalam mengisi kuesioner ini.

Saya ucapkan terima kasih.

Hormat Saya,

Septianti Dian Mariska

Kriteria Responden :

1. Pengguna Smartphone Apple yang berusia minimal >17tahun
2. Minimal telah menggunakan Smartphone Apple selama >6 bulan

IDENTITAS RESPONDEN

A. Petunjuk Pengisian:

Jawablah pertanyaan berikut dengan mengisi titik-titik yang disediakan atau memberikan tanda

silang (X) pada huruf pilihan yang ada.

1. Jenis Kelamin :
 - a. Pria
 - b. Wanita
2. Usia
 - a. 17 - 20 Tahun
 - b. 21 - 25 Tahun
 - c. 26 - 30 Tahun
 - d. > 30 Tahun
3. Pekerjaan
 - a. Pelajar
 - b. Mahasiswa
 - c. Pegawai Swasta
 - d. Pegawai Negeri
 - e. Lainnya
4. Apakah Anda Menggunakan produk Smartphone Apple?
 - a. Ya
 - b. Tidak
5. Jika “Ya” Apakah Anda telah menggunakan Smartphone Apple >6 bulan ?
 - a. Ya
 - b. Tidak

Jika “Ya” Lanjut ke pertanyaan berikutnya

B. Petunjuk Pengisian Kuesioner

Jawablah pertanyaan pada setiap pernyataan yang sesuai dengan pendapat atau kondisi Saudara, dengan pilihan sebagai berikut:

Singkatan	Keterangan	Penilaian
STS	Sangat Tidak Setuju	1
TS	Tidak Setuju	2
KS	Kurang Setuju	3
S	Setuju	4
SS	Sangat Setuju	5

DAFTAR PERTANYAAN KUESIONER

Pertanyaan berikut bertujuan untuk mengetahui hal-hal yang mempengaruhi *Self-Efficacy*, *Word Of Mouth* Dan *Brand Trust* Terhadap Sikap Konsumen Produk Apple

No	Self-Efficacy	Jawaban				
		STS	TS	KS	S	SS
		1	2	3	4	5
1	Saya memiliki kemampuan dalam mengoperasikan produk <i>smartphone</i> Apple.					
2	Saya tidak meminta bantuan orang lain apabila saya menemukan kesulitan ketika menggunakan produk <i>smartphone</i> Apple					
3	Saya memiliki keyakinan diri atas kemampuan yang dimiliki dalam mengetahui produk <i>smartphone</i> Apple					
4	Saya memiliki keyakinan diri atas kemampuan yang dimiliki dalam mengetahui produk <i>smartphone</i> Apple					
5	Saya menggunakan <i>Smartphone</i> Apple karena memiliki pengalaman baik terhadap produk tersebut					
6	Saya tetap optimis menggunakan <i>smartphone</i> Apple meskipun banyak merek lain yang lebih canggih					

No	Word Of Mouth	Jawaban				
		STS	TS	KS	S	SS
		1	2	3	4	5
1	Saya akan menceritakan hal positif tentang kualitas produk <i>smartphone</i> Apple kepada orang lain					
2	Saya akan menceritakan kelebihan produk <i>smartphone</i> Apple kepada orang lain.					
3	Saya akan mempromosikan Produk <i>smartphone</i> Apple kepada teman dekat					
4	Saya memiliki keyakinan diri atas kemampuan yang dimiliki dalam mengetahui produk <i>smartphone</i> Apple					
5	Saya mengajak teman terdekat untuk menggunakan produk <i>Smartphone</i> Apple					
6	saya mengajak orang lain untuk membeli produk Apple selain <i>smartphone</i>					

No	Pernyataan	Jawaban				
		STS	TS	KS	S	SS
		1	2	3	4	5
1	Merek <i>smartphone</i> Apple dapat memenuhi harapan saya sebagai konsumen					
2	<i>Smartphone</i> Apple adalah produk yang sesuai dengan ekspektasi saya					
3	<i>Smartphone</i> Apple memiliki nilai yang sesuai dengan kebutuhan					
4	Nilai yang terdapat pada <i>smartphone</i> Apple membuat saya tertarik untuk membeli produk tersebut					
5	Saya merasa aman menggunakan Merek <i>smartphone</i> Apple					
6	<i>Smartphone</i> Apple memberikan layanan yang baik dalam menjaga keamanan data pengguna					
7	Saya percaya dengan Merek <i>smartphone</i> Apple					
8	Selama menggunakan <i>smartphone</i> Apple tidak terdapat masalah yang saya temukan					

No	Pernyataan	Jawaban				
		STS	TS	KS	S	SS
		1	2	3	4	5
1	Saya memiliki pengetahuan mengenai Smartphone Apple					
2	Saya mengetahui manfaat utama dari produk smartphone Apple					
3	Saya membeli produk smartphone Apple karna menyukai produk tersebut					
4	Saya merasa menggunakan produk smartphone Apple dapat memberikan kepuasan.					
5	Saya merasa senang menggunakan smartphone Apple di karenakan smartphone Apple telah menjawab kebutuhan saya di bidang komunikasi					
6	Saya memutuskan untuk membeli produk smartphone Apple					

Lampiran II

Hasil Jawaban Variabel (*Self Efficacy, Word Of Mouth dan Brand Trust*)

No	SE1	SE2	SE3	SE4	SE5	SE6	SE	WM1	WM2	WM3	WM4	WM5	WM6	WM	BT1	BT2	BT3	BT4	BT5	BT6	BT7	BT8	BT	
1	5	4	4	4	4	5	26	5	5	5	5	5	5	30	4	4	5	5	5	5	5	5	5	38
2	3	5	5	5	5	5	28	3	5	5	5	5	5	28	4	4	5	5	5	5	5	5	4	37
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124	2	2	3	4	3	4	18	4	4	2	4	4	4	22	1	1	2	1	1	2	1	1	10
125	3	3	4	4	3	1	18	3	1	3	4	2	2	15	5	3	4	3	4	3	4	3	29
126	3	3	4	3	4	3	20	3	3	4	4	3	3	20	2	1	2	2	2	2	2	2	15
127	4	5	5	5	5	3	27	5	4	4	3	5	5	26	4	4	4	4	4	4	4	5	33
128	4	4	5	5	5	4	27	4	5	4	5	5	5	28	3	4	4	4	4	3	4	4	30
129	4	4	5	5	5	3	26	5	4	5	5	4	4	27	5	4	5	4	4	3	4	5	34
130	4	4	5	3	5	4	25	5	5	5	5	5	5	30	4	4	4	4	5	5	4	5	35

Hasil Jawaban Variabel (Sikap Konsumen)

No	SK1	SK2	SK3	SK4	SK5	SK6	SK
1	5	5	5	5	5	5	30
2	5	5	5	5	5	5	30
3	5	5	5	5	5	5	30
4	5	5	5	5	5	5	30
5	5	5	5	5	5	5	30
6	5	5	5	5	5	5	30
7	5	4	5	5	4	5	28
8	5	5	5	5	5	5	30
9	5	5	5	5	5	5	30
10	3	5	5	5	4	5	27
11	5	5	5	5	5	5	30
12	5	5	5	5	5	5	30
13	5	5	3	3	5	5	26
14	5	5	5	5	5	5	30
15	4	5	5	5	5	5	29
16	5	5	5	5	5	5	30
17	2	5	5	5	5	3	25
18	4	5	5	4	4	4	26
19	5	5	5	5	5	5	30
20	5	5	5	5	5	5	30
21	4	5	5	5	5	3	27
22	5	5	4	5	4	5	28
23	3	4	5	4	5	5	26
24	3	4	5	4	3	3	22
25	4	3	4	3	3	4	21
26	5	5	5	5	5	5	30
27	3	4	5	3	4	5	24
28	3	3	5	5	5	4	25
29	4	4	4	4	4	4	24
30	3	3	4	4	5	3	22
31	4	4	3	3	3	4	21
32	4	4	3	3	4	3	21
33	4	3	3	3	3	3	19
34	3	3	3	3	3	3	18
35	3	4	3	3	3	3	19
36	5	5	5	4	5	3	27
37	5	5	4	5	4	5	28
38	5	5	5	4	5	4	28
39	4	4	3	4	4	3	22
40	4	5	5	4	5	5	28
41	4	4	3	3	3	3	20
42	5	5	3	3	4	2	22
43	4	4	3	4	4	2	21
44	5	3	3	3	4	3	21
45	5	3	4	3	5	4	24
46	4	3	3	3	3	3	19
47	5	4	3	4	4	4	24
48	5	4	4	3	5	5	26
49	5	5	2	5	5	4	26

50	4	3	4	4	4	5	24
51	5	5	4	5	5	5	29
52	5	4	4	3	3	4	23
53	5	5	4	5	5	5	29
54	4	4	3	4	4	3	22
55	4	3	4	3	4	4	22
56	4	5	3	3	4	3	22
57	4	4	3	3	4	4	22
58	3	4	2	3	4	3	19
59	5	4	3	4	4	4	24
60	5	4	3	4	4	4	24
61	3	2	1	4	5	4	19
62	4	4	1	4	3	4	20
63	4	4	3	4	4	4	23
64	5	5	4	4	5	5	28
65	4	4	2	4	4	4	22
66	5	4	3	4	3	5	24
67	5	4	4	3	3	4	23
68	4	4	2	2	4	4	20
69	4	4	4	3	5	4	24
70	5	4	4	4	5	4	26
71	5	5	4	5	5	4	28
72	4	4	5	4	4	5	26
73	4	4	5	4	4	5	26
74	5	5	5	4	4	4	27
75	4	4	4	4	4	4	24
76	3	3	5	4	4	4	23
77	4	4	4	4	4	3	23
78	5	5	2	5	5	5	27
79	4	4	3	4	4	5	24
80	3	3	4	4	4	3	21
81	5	5	4	3	3	4	24
82	4	4	3	4	4	4	23
83	4	4	4	4	4	5	25
84	5	5	4	3	4	5	26
85	4	4	5	4	4	5	26
86	5	5	4	3	3	4	24
87	4	4	4	4	4	4	24
88	4	4	3	3	3	3	20
89	5	5	4	4	4	3	25
90	4	4	4	4	4	3	23
91	4	4	4	4	4	4	24
92	5	5	5	5	5	3	28
93	5	5	4	4	4	4	26
94	4	4	5	4	4	5	26
95	4	4	4	4	4	3	23
96	4	4	3	4	4	3	22
97	4	4	5	4	4	4	25
98	4	4	3	4	4	4	23
99	5	4	4	4	4	3	24
100	4	4	5	3	4	5	25
101	5	4	5	5	5	5	29

102	5	4	5	4	4	5	27
103	4	3	4	4	4	4	23
104	5	5	5	5	5	5	30
105	5	3	4	5	5	5	27
106	5	4	4	5	5	5	28
107	3	4	3	3	4	4	21
108	4	5	5	4	5	5	28
109	5	5	5	5	5	5	30
110	5	5	5	5	5	5	30
111	5	4	3	5	4	3	24
112	4	4	4	3	4	4	23
113	5	5	5	5	5	5	30
114	5	5	5	5	5	5	30
115	3	3	5	4	3	3	21
116	4	4	5	3	4	5	25
117	5	5	5	5	5	5	30
118	4	4	5	5	5	5	28
119	4	3	3	3	3	3	19
120	4	4	5	4	4	4	25
121	4	3	3	3	3	3	19
122	4	4	4	4	4	4	24
123	5	5	5	5	5	5	30
124	4	3	3	3	3	3	19
125	4	4	4	3	4	3	22
126	3	3	2	3	3	3	17
127	5	5	4	5	5	5	29
128	5	5	5	5	5	5	30
129	5	5	5	5	5	5	30
130	5	5	4	5	5	4	28

Lampiran III

Hasil Uji Karakteristik Jawaban Responden

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-laki	57	43.8	43.8	43.8
Valid Wanita	73	56.2	56.2	100.0
Total	130	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid > 30 Tahun	28	21.5	21.5	21.5
Valid 17 - 20 Tahun	21	16.2	16.2	37.7
Valid 21 - 25 Tahun	53	40.8	40.8	78.5
Valid 26 - 30 Tahun	28	21.5	21.5	100.0
Total	130	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Lainnya	25	19.2	19.2	19.2
	Mahasiswa	35	26.9	26.9	46.2
	Pegawai Negeri	20	15.4	15.4	61.5
	Pegawai Swasta	36	27.7	27.7	89.2
	Pelajar	14	10.8	10.8	100.0
	Total	130	100.0	100.0	

Lampiran IV

Hasil Uji Frekuensi Jawaban Responden

Self Efficacy

SE1

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1	4	3.1	3.1	3.1
	2	7	5.4	5.4	8.5
	3	37	28.5	28.5	36.9
	4	47	36.2	36.2	73.1
	5	35	26.9	26.9	100.0
	Total	130	100.0	100.0	

SE2

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	2	8	6.2	6.2	6.2
	3	23	17.7	17.7	23.8
	4	67	51.5	51.5	75.4
	5	32	24.6	24.6	100.0
	Total	130	100.0	100.0	

SE3

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	2	9	6.9	6.9	6.9
	3	34	26.2	26.2	33.1
	4	48	36.9	36.9	70.0
	5	39	30.0	30.0	100.0
	Total	130	100.0	100.0	

SE4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	16	12.3	12.3	12.3
4	57	43.8	43.8	56.2
5	57	43.8	43.8	100.0
Total	130	100.0	100.0	

SE5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.5	1.5	1.5
3	27	20.8	20.8	22.3
4	52	40.0	40.0	62.3
5	49	37.7	37.7	100.0
Total	130	100.0	100.0	

SE6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	9	6.9	6.9	7.7
3	26	20.0	20.0	27.7
4	40	30.8	30.8	58.5
5	54	41.5	41.5	100.0
Total	130	100.0	100.0	

Word Of Mouth**WM1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	10	7.7	7.7	7.7
3	36	27.7	27.7	35.4
4	55	42.3	42.3	77.7
5	29	22.3	22.3	100.0
Total	130	100.0	100.0	

WM2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.5	1.5	1.5
2	10	7.7	7.7	9.2
3	40	30.8	30.8	40.0
4	41	31.5	31.5	71.5
5	37	28.5	28.5	100.0
Total	130	100.0	100.0	

WM3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	10	7.7	7.7	7.7
3	26	20.0	20.0	27.7
4	55	42.3	42.3	70.0
5	39	30.0	30.0	100.0
Total	130	100.0	100.0	

WM4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	3.8	3.8	3.8
3	18	13.8	13.8	17.7
4	68	52.3	52.3	70.0
5	39	30.0	30.0	100.0
Total	130	100.0	100.0	

WM5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	10	7.7	7.7	7.7
3	37	28.5	28.5	36.2
4	43	33.1	33.1	69.2
5	40	30.8	30.8	100.0
Total	130	100.0	100.0	

WM6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	9	6.9	6.9	6.9
3	47	36.2	36.2	43.1
4	34	26.2	26.2	69.2
5	40	30.8	30.8	100.0
Total	130	100.0	100.0	

Brand Trust

BT1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	2.3	2.3	2.3
2	9	6.9	6.9	9.2
3	47	36.2	36.2	45.4
4	41	31.5	31.5	76.9
5	30	23.1	23.1	100.0
Total	130	100.0	100.0	

BT2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.5	1.5	1.5
2	7	5.4	5.4	6.9
3	42	32.3	32.3	39.2
4	45	34.6	34.6	73.8
5	34	26.2	26.2	100.0
Total	130	100.0	100.0	

BT3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.5	1.5	1.5
2	7	5.4	5.4	6.9
3	40	30.8	30.8	37.7
4	47	36.2	36.2	73.8
5	34	26.2	26.2	100.0
Total	130	100.0	100.0	

BT4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	3.8	3.8	3.8
2	17	13.1	13.1	16.9
3	41	31.5	31.5	48.5
4	44	33.8	33.8	82.3
5	23	17.7	17.7	100.0
Total	130	100.0	100.0	

BT5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.8	.8	.8
2	17	13.1	13.1	13.8
3	48	36.9	36.9	50.8
Valid 4	44	33.8	33.8	84.6
5	20	15.4	15.4	100.0
Total	130	100.0	100.0	

BT6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	3.1	3.1	3.1
2	40	30.8	30.8	33.8
Valid 3	49	37.7	37.7	71.5
4	21	16.2	16.2	87.7
5	16	12.3	12.3	100.0
Total	130	100.0	100.0	

BT7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	4.6	4.6	4.6
2	16	12.3	12.3	16.9
Valid 3	48	36.9	36.9	53.8
4	41	31.5	31.5	85.4
5	19	14.6	14.6	100.0
Total	130	100.0	100.0	

BT8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.3	2.3	2.3
2	28	21.5	21.5	23.8
Valid 3	48	36.9	36.9	60.8
4	32	24.6	24.6	85.4
5	19	14.6	14.6	100.0
Total	130	100.0	100.0	

Sikap Konsumen

SK1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	.8	.8	.8
3	15	11.5	11.5	12.3
Valid 4	52	40.0	40.0	52.3
5	62	47.7	47.7	100.0
Total	130	100.0	100.0	

SK2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	.8	.8	.8
3	19	14.6	14.6	15.4
Valid 4	57	43.8	43.8	59.2
5	53	40.8	40.8	100.0
Total	130	100.0	100.0	

SK3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.5	1.5	1.5
2	6	4.6	4.6	6.2
Valid 3	30	23.1	23.1	29.2
4	39	30.0	30.0	59.2
5	53	40.8	40.8	100.0
Total	130	100.0	100.0	

SK4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	.8	.8	.8
3	34	26.2	26.2	26.9
Valid 4	50	38.5	38.5	65.4
5	45	34.6	34.6	100.0
Total	130	100.0	100.0	

SK5

	Frequency	Percent	Valid Percent	Cumulative Percent
3	20	15.4	15.4	15.4
Valid 4	57	43.8	43.8	59.2
5	53	40.8	40.8	100.0
Total	130	100.0	100.0	

SK6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1.5	1.5	1.5
3	32	24.6	24.6	26.2
Valid 4	40	30.8	30.8	56.9
5	56	43.1	43.1	100.0
Total	130	100.0	100.0	

Lampiran V

Hasil Uji Validitas

Self Efficacy

Correlations

		SE1	SE2	SE3	SE4	SE5	SE6	SE
SE1	Pearson Correlation	1	.316	.259	.363*	.358	.396*	.598**
	Sig. (2-tailed)		.089	.168	.049	.052	.031	.000
	N	30	30	30	30	30	30	30
SE2	Pearson Correlation	.316	1	.565**	.429*	.514**	.590**	.750**
	Sig. (2-tailed)	.089		.001	.018	.004	.001	.000
	N	30	30	30	30	30	30	30
SE3	Pearson Correlation	.259	.565**	1	.517**	.769**	.431*	.803**
	Sig. (2-tailed)	.168	.001		.003	.000	.017	.000
	N	30	30	30	30	30	30	30
SE4	Pearson Correlation	.363*	.429*	.517**	1	.625**	.517**	.751**
	Sig. (2-tailed)	.049	.018	.003		.000	.003	.000
	N	30	30	30	30	30	30	30
SE5	Pearson Correlation	.358	.514**	.769**	.625**	1	.529**	.853**
	Sig. (2-tailed)	.052	.004	.000	.000		.003	.000
	N	30	30	30	30	30	30	30
SE6	Pearson Correlation	.396*	.590**	.431*	.517**	.529**	1	.753**
	Sig. (2-tailed)	.031	.001	.017	.003	.003		.000
	N	30	30	30	30	30	30	30
SE	Pearson Correlation	.598**	.750**	.803**	.751**	.853**	.753**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

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

Word Of Mouth

Correlations

		WM1	WM2	WM3	WM4	WM5	WM6	WM
WM1	Pearson Correlation	1	.423*	.743**	.419*	.582**	.461*	.738**
	Sig. (2-tailed)		.020	.000	.021	.001	.010	.000
	N	30	30	30	30	30	30	30
WM2	Pearson Correlation	.423*	1	.520**	.779**	.630**	.651**	.796**
	Sig. (2-tailed)	.020		.003	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
WM3	Pearson Correlation	.743**	.520**	1	.651**	.820**	.662**	.889**
	Sig. (2-tailed)	.000	.003		.000	.000	.000	.000
	N	30	30	30	30	30	30	30
WM4	Pearson Correlation	.419*	.779**	.651**	1	.734**	.713**	.853**
	Sig. (2-tailed)	.021	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
WM5	Pearson Correlation	.582**	.630**	.820**	.734**	1	.651**	.887**
	Sig. (2-tailed)	.001	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
WM6	Pearson Correlation	.461*	.651**	.662**	.713**	.651**	1	.823**
	Sig. (2-tailed)	.010	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30
WM	Pearson Correlation	.738**	.796**	.889**	.853**	.887**	.823**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

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

Brand Trust

Correlations

	BT1	BT2	BT3	BT4	BT5	BT6	BT7	BT8	BT
Pearson Correlation	1	.539**	.472**	.156	.425*	.095	.223	.295	.579**
BT1 Sig. (2-tailed)		.002	.008	.410	.019	.616	.235	.114	.001
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.539**	1	.392*	.264	.623**	.426*	.362*	.260	.715**
BT2 Sig. (2-tailed)	.002		.032	.159	.000	.019	.049	.165	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.472**	.392*	1	.237	.278	.178	.107	.279	.540**
BT3 Sig. (2-tailed)	.008	.032		.207	.137	.348	.575	.136	.002
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.156	.264	.237	1	.537**	.327	.627**	.287	.633**
BT4 Sig. (2-tailed)	.410	.159	.207		.002	.078	.000	.124	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.425*	.623**	.278	.537**	1	.411*	.679**	.214	.769**
BT5 Sig. (2-tailed)	.019	.000	.137	.002		.024	.000	.256	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.095	.426*	.178	.327	.411*	1	.403*	.729**	.715**
BT6 Sig. (2-tailed)	.616	.019	.348	.078	.024		.027	.000	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.223	.362*	.107	.627**	.679**	.403*	1	.309	.688**
BT7 Sig. (2-tailed)	.235	.049	.575	.000	.000	.027		.097	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.295	.260	.279	.287	.214	.729**	.309	1	.666**
BT8 Sig. (2-tailed)	.114	.165	.136	.124	.256	.000	.097		.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.579**	.715**	.540**	.633**	.769**	.715**	.688**	.666**	1
BT Sig. (2-tailed)	.001	.000	.002	.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).

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

Sikap Konsumen

Correlations

		SK1	SK2	SK3	SK4	SK5	SK6	SK
SK1	Pearson Correlation	1	.541**	.000	.373*	.329	.671**	.767**
	Sig. (2-tailed)		.002	1.000	.042	.076	.000	.000
	N	30	30	30	30	30	30	30
SK2	Pearson Correlation	.541**	1	.298	.537**	.453*	.470**	.790**
	Sig. (2-tailed)	.002		.109	.002	.012	.009	.000
	N	30	30	30	30	30	30	30
SK3	Pearson Correlation	.000	.298	1	.618**	.235	.157	.468**
	Sig. (2-tailed)	1.000	.109		.000	.212	.406	.009
	N	30	30	30	30	30	30	30
SK4	Pearson Correlation	.373*	.537**	.618**	1	.539**	.256	.755**
	Sig. (2-tailed)	.042	.002	.000		.002	.171	.000
	N	30	30	30	30	30	30	30
SK5	Pearson Correlation	.329	.453*	.235	.539**	1	.314	.662**
	Sig. (2-tailed)	.076	.012	.212	.002		.091	.000
	N	30	30	30	30	30	30	30
SK6	Pearson Correlation	.671**	.470**	.157	.256	.314	1	.724**
	Sig. (2-tailed)	.000	.009	.406	.171	.091		.000
	N	30	30	30	30	30	30	30
SK	Pearson Correlation	.767**	.790**	.468**	.755**	.662**	.724**	1
	Sig. (2-tailed)	.000	.000	.009	.000	.000	.000	
	N	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 VI

Hasil Uji Reliabilitas

Self Efficacy

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
.844	6

Word Of Mouth

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

Brand Trust

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
.814	8

Sikap Konsumen

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
.788	6

Lampiran VII

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		SE	WM	BT	SK
N		130	130	130	130
Normal Parameters ^{a,b}	Mean	24.14	23.28	27.94	25.11
	Std. Deviation	3.377	3.858	5.158	3.540
Most Extreme Differences	Absolute	.108	.081	.118	.108
	Positive	.068	.081	.118	.100
	Negative	-.108	-.078	-.086	-.108
Kolmogorov-Smirnov Z		1.236	.928	1.349	1.236
Asymp. Sig. (2-tailed)		.094	.355	.053	.094

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VIII

Hasil Uji Linearitas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
SK * SE	Between Groups	(Combined)	395.775	15	26.385	2.464	.004
		Linearity	281.023	1	281.023	26.244	.000
		Deviation from Linearity	114.752	14	8.197	.765	.704
	Within Groups	1220.717	114	10.708			
	Total	1616.492	129				

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
SK * WM	Between Groups	(Combined)	513.767	17	30.222	3.070	.000
		Linearity	312.920	1	312.920	31.782	.000
		Deviation from Linearity	200.847	16	12.553	1.275	.226
	Within Groups	1102.725	112	9.846			
	Total	1616.492	129				

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
SK * BT	Between Groups	(Combined)	724.519	20	36.226	4.427	.000
		Linearity	610.899	1	610.899	74.652	.000
		Deviation from Linearity	113.620	19	5.980	.731	.780
	Within Groups	891.973	109	8.183			
	Total	1616.492	129				

Lampiran IX

Hasil Uji Regresi Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703 ^a	.494	.482	2.547

a. Predictors: (Constant), BT, SE, WM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.485	1.922		2.854	.005
	SE	.233	.075	.222	3.089	.002
	WM	.176	.067	.192	2.619	.010
	BT	.354	.045	.516	7.797	.000

a. Dependent Variable: SK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	799.301	3	266.434	41.081	.000 ^b
	Residual	817.191	126	6.486		
	Total	1616.492	129			

a. Dependent Variable: SK

b. Predictors: (Constant), BT, SE, WM