

Lampiran I

Bandar Lampung, Januari 2023

Hal : Permohonan Bantuan Pengisian Kuesioner

Kepada Yth :

Bapak/ Ibu

Di Tempat

Dengan ini saya :

Nama : Azizah Salmah

NPM : 2012110142

Jurusan : S1 Manajemen

Dengan Hormat,

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian pada pengguna kosmetik bibir Barenbliss, Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IIB Darmajaya Konsentrasi Manajemen Pemasaran. Sehubungan dengan maksud diatas, saya mengharapkan bantuan ibu/saudari untuk bersedia mengisi pernyataan kuesioner penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Oleh karena itu saudara diharapkan dapat memberikan jawaban sesuai dengan keadaan sesungguhnya, dan saya menjamin kerahasiaan dari jawaban saudara. Bantuan dan partisipasi saudara merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Untuk itu semuanya saya ucapkan terima kasih.

Hormat Saya,

Azizah Salmah
NPM. 2012110142

KUESIONER PENELITIAN

Pertanyaan di bawah ini dalam rangka penelitian skripsi dengan judul :

PENGARUH ATRIBUT PRODUK, ELECTRONIC WORD OF MOUTH, VARIETY SEEKING DAN SOCIAL MEDIA INFLUENCER TERHADAP Brand Switching Ke Kosmetik Bibir Barenbliss

Petunjuk pengisian:

1. Jawablah pertanyaan yang diajukan dibawah ini dengan benar dan jujur.
2. Berilah tanda (√) pada salah satu jawaban yang paling benar.
3. Pertanyaan / pernyataan harus dijawab semua

Keterangan:

- SS = Sangat Setuju
- S = Setuju
- CS = Cukup Setuju
- TS = Tidak Setuju
- STS = Sangat Tidak Setuju

Nomer Responden:

A. Karakteristik Responden

1. Nama Responden :(boleh tidak diisi)

2. Jenis Kelamin : ☐ Laki-Laki
☐ Perempuan

3. Usia : ☐ 17-23 Tahun ☐ 45-51 Tahun
☐ 24-30 Tahun ☐ 52-58 Tahun
☐ 31-37 Tahun ☐ 59-65 Tahun
☐ 38-44 Tahun ☐ >65 Tahun

4. Pekerjaan : ☐ Pelajar ☐ Pegawai Swasta
☐ Mahasiswa ☐ Freelancer
☐ Wiraswasta ☐ Ibu Rumah Tangga
☐ Pegawai Negeri ☐ Lainnya

5. Penghasilan :

☐ < Rp.1.000.000	☐ Rp.6.100.000- Rp.7.000.000
☐ Rp.1.000.000- Rp.2.000.000	☐ Rp.7.100.000- Rp.8.000.000
☐ Rp.2.100.000- Rp.3.000.000	☐ Rp.8.100.000- Rp.9.000.000
☐ Rp.3.100.000- Rp.4.000.000	☐ Rp.9.100.000- Rp.10.000.000
☐ Rp.4.100.000- Rp.5.000.000	☐ > Rp.10.000.0000
☐ Rp.5.100.000- Rp.6.000.000	

B. DAFTAR PERNYATAAN

Atribut Produk						
No	Pernyataan	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
Kualitas produk						
1	Kosmetik bibir Barenbliss mampu memberikan yang cerah pada bibir					
2	Kosmetik bibir Barenbliss memiliki daya tahan yang baik saat diaplikasikan ke bibir					
3	Kosmetik bibir Barenbliss memiliki banyak pilihan warna					
Merek						
4	Kosmetik bibir Barenbliss mudah diingat					
5	Kosmetik bibir Barenbliss memiliki reputasi yang baik					
6	Kosmetik bibir Barenbliss memberikan kesan yang positif					
Kemasan						
7	Kosmetik bibir Barenbliss memiliki <i>packaging</i> yang menarik					
8	Kosmetik bibir Barenbliss dikemas dengan baik					
9	Kosmetik bibir Barenbliss memiliki kemasan yang praktis dan mudah dibuka					

Variety Seeking						
No	Pernyataan	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
Kebutuhan Akan Variasi						
1	Mencoba kosmetik bibir Barenbliss meskipun menyukai merek tertentu					
2	Melepas kenjenuhan menggunakan merek kosmetik bibir lain dan beralih ke kosmetik bibir Barenbliss					
Tidak Ada Inovasi Pilihan						
3	Merasa kosmetik bibir Barenbliss memiliki kandungan bahan yang tidak dimiliki merek lain					
4	Kosmetik bibir Barenbliss memiliki berbagai pilihan variasi kosmetik bibir					
Perbedaan yang dirasakan antar merek						
5	Mencoba menggunakan kosmetik bibir Barenbliss karena mengetahui kualitas yang dimiliki					
6	Mencoba menggunakan kosmetik bibir Barenbliss karena rasa penasaran pada produk					

Electronic Word Of Mouth						
No	Pernyataan	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
Intencity						
1	Mengumpulkan informasi ulasan dari pengguna lain di media sosial sebelum menggunakan kosmetik bibir Barenbliss					
2	Membaca ulasan dari pengguna lain di media sosial mengenai kosmetik bibir Barenbliss					
Valence of opinion						
3	Mempertimbangkan komentar positif atau negatif dari pengguna lain di media sosial mengenai kosmetik bibir Barenbliss					
4	Mempertimbangkan banyaknya jumlah komentar di media sosial untuk menggunakan kosmetik bibir Barenbliss					
Content						
5	Mengetahui kegunaan varian kosmetik bibir Barenbliss melalui media sosial					
6	Media sosial kosmetik bibir Barenbliss memberikan informasi yang cukup mengenai manfaat produk dengan baik					

Social Media Influencer						
No	Pernyataan	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
Source Credibility						
1	Ziva memiliki citra yang baik sehingga dapat dipercaya dalam mempromosikan kosmetik bibir Barenbliss					
2	Ziva merupakan influencer yang dapat diandalkan dibidang kecantikan					
Source Attractiveness						
3	Ziva memiliki daya tarik fisik yang menarik untuk mempromosikan kosmetik bibir Barenbliss					
4	Ziva dengan mudah mempromosikan kosmetik bibir Barenbliss karena memiliki banyak followers					
Product Match-Up						
5	Ziva memiliki karakter yang mencerminkan kosmetik bibir Barenbliss					
6	Ziva memiliki kesamaan dengan kosmetik bibir Barenbliss					
Meaning Transfer						
7	Ziva sangat detail dalam menjelaskan kosmetik bibir Barenbliss					
8	Ziva mampu menjelaskan keunggulan produk dengan baik					

<i>Brand Swiching</i>						
No	Pernyataan	STS	TS	CS	S	SS
Keinginan Berpindah						
1	Berpindah menggunakan kosmetik bibir Barenbliss karena pengalaman sebelumnya					
2	Berpindah menggunakan kosmetik bibir Barenbliss karena mencari variasi					
Ketidak Bersediaan Membeli Produk Ulang						
3	Bersedia melakukan pembelian ulang pada kosmetik bibir Barenbliss karena sesuai dengan kebutuhan					
4	Berniat tetap menggunakan kosmetik bibir Barenbliss dimasa yang akan datang dibandingkan menggunakan kosmetik bibir lain					
Keinginan Untuk Mempercepat Hubungan						
5	Segera menggunakan kosmetik bibir Barenbliss dikarenakan tidakpuas menggunakan kosmetik bibir sebelumnya					
6	Berpindah menggunakan kosmetik bibir Barenbliss karena sangat mudah ditemukan					

Lampiran II (Hasil Jawaban Responden)

No	A1	A2	A3	A4	A5	A6	A7	A8	A9	Atribut_Produk	V1	V2	V3	V4	V5	V6	Variety_Seeking
1	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	30
2	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	30
3	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	30
4	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	30
5	2	1	1	1	2	2	5	4	5	23	5	5	5	5	5	5	30
6	3	3	4	4	5	5	5	5	5	39	5	5	5	5	5	5	30
7	5	5	4	2	2	1	5	5	5	34	4	5	5	4	4	4	26
8	3	5	4	5	5	4	5	5	5	41	4	4	4	5	4	4	25
9	4	2	3	3	4	4	4	5	1	30	4	5	5	4	5	4	27
10	2	1	3	3	5	5	4	3	1	27	4	5	5	5	5	4	28
11	2	1	3	2	5	5	5	4	3	30	4	3	5	5	5	4	26
12	5	5	5	5	5	5	5	1	1	37	4	3	3	5	5	4	24
13	5	5	5	5	5	5	1	1	1	33	4	4	4	4	5	4	25
14	5	3	5	3	4	4	4	4	2	34	3	4	4	3	4	3	21
15	4	4	4	5	4	5	4	5	2	37	4	4	5	5	5	5	28
16	5	3	5	4	5	5	5	4	1	37	4	4	3	2	2	5	20
17	4	5	4	5	5	5	1	1	1	31	4	5	5	4	5	3	26
18	5	5	5	5	5	4	1	1	1	32	3	3	4	4	4	4	22
19	5	5	5	5	4	4	1	1	1	31	3	3	5	5	5	4	25
20	5	5	5	5	3	3	1	1	1	29	3	2	5	5	5	4	24
21	3	2	3	4	4	4	1	1	1	23	5	5	5	5	5	5	30
22	4	2	4	4	3	3	1	1	1	23	5	4	3	5	5	5	27
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26	3	3	3	3	3	3	1	1	1	21	4	5	5	5	5	5	29
27	4	3	4	3	4	4	1	1	1	25	5	5	5	4	5	5	29
28	3	3	3	4	5	5	1	1	1	26	5	5	4	4	4	5	27
29	3	2	2	4	4	4	1	1	1	22	5	5	3	3	5	5	26
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32	2	2	2	3	4	4	1	5	1	24	3	4	3	5	3	4	22
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34	4	2	3	3	2	5	3	4	5	31	4	4	4	5	4	3	24
35	3	4	2	3	5	5	2	4	2	30	3	3	3	3	3	3	18
36	3	3	4	2	3	4	1	1	2	23	4	3	4	4	4	4	23
37	3	2	4	3	3	3	3	1	1	23	3	4	5	5	5	2	24
38	4	2	4	3	4	4	4	3	3	31	2	4	4	4	4	3	21
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No	E1	E2	E3	E4	E5	E6	Electronic Word Of Mouth	S1	S2	S3	S4	S5	S6	S7	S8	Sosial Media	B1	B2	B3	B4	B5	B6	Brand Switching
1	4	4	3	4	4	3	22	5	5	5	3	3	4	5	5	35	5	5	5	5	5	5	30
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328	3	2	4	4	4	3	20	4	4	4	4	4	4	3	4	31	3	4	4	4	4	4	23
329	4	4	5	5	5	3	26	4	4	4	4	4	3	3	5	31	5	5	5	5	3	3	26
330	3	3	4	4	4	4	22	4	3	4	3	3	4	4	5	30	5	4	4	4	4	4	25
331	3	4	3	3	3	3	19	5	5	5	5	5	5	4	5	39	5	4	4	4	3	3	23
332	4	1	4	4	4	3	20	5	5	4	5	5	5	5	5	39	5	5	5	5	4	4	28

333	3	2	3	5	3	4	20	5	5	5	5	5	5	5	5	40	5	5	4	4	4	4	26
334	3	3	3	5	3	4	21	5	5	5	5	5	5	4	4	38	4	4	4	4	4	4	24
335	2	2	3	5	3	2	17	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	30
336	3	3	4	3	4	3	20	3	3	5	5	5	3	3	5	32	5	5	4	5	5	5	29
337	3	2	5	4	5	3	22	4	5	4	4	4	5	5	5	36	5	5	4	5	5	5	29
338	3	2	4	3	4	2	18	5	5	4	5	5	4	5	5	38	4	5	5	4	4	5	27
339	3	3	3	3	3	4	19	5	3	5	3	5	5	5	5	36	5	5	4	4	3	4	25
340	4	3	3	3	4	4	21	5	5	5	5	5	5	4	5	39	5	5	4	5	5	5	29
341	1	2	3	2	3	2	13	5	4	5	4	5	5	5	5	38	5	4	5	4	5	5	28
342	4	2	4	4	4	3	21	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	30
343	2	2	5	5	5	4	23	5	5	5	5	5	5	5	5	40	4	5	3	5	5	5	27
344	2	2	3	3	3	2	15	3	5	5	3	3	5	5	3	32	3	5	4	4	5	5	26
345	2	2	3	4	3	1	15	5	5	4	5	3	5	4	5	36	4	3	5	3	5	4	24
346	2	3	3	3	3	2	16	5	5	5	3	5	5	4	5	37	5	3	4	5	5	5	27
347	4	2	5	4	5	4	24	5	5	3	5	5	5	3	5	36	5	4	5	3	4	5	26
348	3	4	4	3	4	3	21	5	5	5	5	5	4	5	5	39	3	4	4	5	4	3	23
349	2	3	4	2	4	3	18	4	4	5	5	4	5	4	5	36	5	5	4	5	4	5	28
350	4	3	2	4	5	4	22	4	4	4	4	5	4	5	4	34	5	5	4	4	4	3	25
351	3	3	4	4	4	4	22	2	5	5	5	3	5	5	4	34	5	4	4	5	4	4	26
352	2	4	4	1	4	2	17	4	5	4	4	4	3	5	5	34	5	4	5	4	4	4	26
353	3	4	2	3	2	3	17	4	4	5	4	4	4	5	4	34	4	4	4	4	5	5	26
354	3	3	2	3	2	4	17	5	5	5	5	5	5	5	5	40	5	2	2	2	3	5	19
355	3	2	3	3	5	3	19	3	3	5	5	5	3	4	5	33	5	5	2	2	2	2	18
356	4	3	3	5	5	4	24	3	3	5	5	5	3	4	5	33	5	5	4	5	5	5	29
357	3	1	3	3	4	4	18	3	3	5	5	5	3	4	5	33	4	5	5	4	4	5	27
358	2	2	2	2	4	2	14	3	3	5	5	5	3	4	5	33	5	5	4	4	3	4	25
359	2	3	5	5	4	2	21	3	3	5	5	5	3	4	5	33	5	5	4	5	5	5	29
360	4	3	5	3	5	3	23	3	3	5	5	5	3	4	5	33	5	4	4	4	5	5	27
361	1	3	3	3	3	1	14	3	3	5	5	5	3	4	5	33	5	5	5	5	5	5	30
362	1	4	5	3	5	2	20	3	3	5	5	5	3	4	5	33	4	4	3	5	5	5	26
363	3	2	5	3	5	4	22	3	3	5	5	5	3	4	5	33	3	5	4	4	5	4	25
364	4	2	3	2	3	3	17	3	3	5	5	5	3	4	5	33	4	3	5	3	4	4	23
365	3	3	4	3	3	3	19	3	3	5	5	5	3	4	5	33	5	3	4	5	5	4	26
366	3	4	4	4	3	4	22	3	3	5	5	5	3	4	5	33	5	4	5	3	4	4	25
367	3	5	4	5	3	5	25	3	3	5	5	5	3	4	5	33	3	4	4	5	4	4	24
368	3	5	4	5	3	5	25	3	3	5	5	5	3	4	5	33	5	5	4	5	4	4	27

Lampiran III (Hasil Uji Deskriptif)

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Perempuan	368	100.0	100.0	100.0

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Freelancer	25	6.8	6.8	6.8
Ibu Rumah Tangga	31	8.4	8.4	15.2
Mahasiswa	70	19.0	19.0	34.2
Pegawai Negeri	15	4.1	4.1	38.3
Pegawai Swasta	140	38.0	38.0	76.4
Pelajar	51	13.9	13.9	90.2
Wiraswasta	36	9.8	9.8	100.0
Total	368	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-23 Tahun	135	36.7	36.7	36.7
24-30 Tahun	160	43.5	43.5	80.2
31-37 Tahun	55	14.9	14.9	95.1
38-44 Tahun	18	4.9	4.9	100.0
Total	368	100.0	100.0	

Penghasilan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < Rp.1.000.000	52	14.1	14.1	14.1
> Rp.10.000.0000	22	6.0	6.0	20.1
Rp.1.000.000- Rp.2.000.000	86	23.4	23.4	43.5
Rp.2.100.000- Rp.3.000.000	26	7.1	7.1	50.5
Rp.3.100.000- Rp.4.000.000	34	9.2	9.2	59.8
Rp.4.100.000- Rp.5.000.000	36	9.8	9.8	69.6
Rp.5.100.000- Rp.6.000.000	22	6.0	6.0	75.5
Rp.6.100.000- Rp.7.000.000	19	5.2	5.2	80.7
Rp.7.100.000- Rp.8.000.000	11	3.0	3.0	83.7
Rp.8.100.000- Rp.9.000.000	32	8.7	8.7	92.4
Rp.9.100.000- Rp.10.000.000	28	7.6	7.6	100.0
Total	368	100.0	100.0	

A1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	11	3.0	3.0	3.0
2	58	15.8	15.8	18.8
3	123	33.4	33.4	52.2
4	98	26.6	26.6	78.8
5	78	21.2	21.2	100.0
Total	368	100.0	100.0	

A2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	20	5.4	5.4	5.4
2	99	26.9	26.9	32.3
3	110	29.9	29.9	62.2
4	63	17.1	17.1	79.3
5	76	20.7	20.7	100.0
Total	368	100.0	100.0	

A3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	28	7.6	7.6	7.6
2	54	14.7	14.7	22.3
3	103	28.0	28.0	50.3
4	87	23.6	23.6	73.9
5	96	26.1	26.1	100.0
Total	368	100.0	100.0	

A4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	25	6.8	6.8	6.8
2	65	17.7	17.7	24.5
3	117	31.8	31.8	56.3
4	63	17.1	17.1	73.4
5	98	26.6	26.6	100.0
Total	368	100.0	100.0	

A5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	25	6.8	6.8	6.8
2	42	11.4	11.4	18.2
3	90	24.5	24.5	42.7
4	101	27.4	27.4	70.1
5	110	29.9	29.9	100.0
Total	368	100.0	100.0	

A6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	22	6.0	6.0	6.0
2	43	11.7	11.7	17.7
3	96	26.1	26.1	43.8
4	91	24.7	24.7	68.5
5	116	31.5	31.5	100.0
Total	368	100.0	100.0	

A7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	98	26.6	26.6	26.6
2	10	2.7	2.7	29.3
3	54	14.7	14.7	44.0
4	95	25.8	25.8	69.8
5	111	30.2	30.2	100.0
Total	368	100.0	100.0	

A8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	121	32.9	32.9	32.9
2	15	4.1	4.1	37.0
3	28	7.6	7.6	44.6
4	119	32.3	32.3	76.9
5	85	23.1	23.1	100.0
Total	368	100.0	100.0	

A9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	140	38.0	38.0	38.0
2	55	14.9	14.9	53.0
3	60	16.3	16.3	69.3
4	46	12.5	12.5	81.8
5	67	18.2	18.2	100.0
Total	368	100.0	100.0	

V1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	13	3.5	3.5	3.5
2	54	14.7	14.7	18.2
3	131	35.6	35.6	53.8
4	120	32.6	32.6	86.4
5	50	13.6	13.6	100.0
Total	368	100.0	100.0	

V2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	1.6	1.6	1.6
2	76	20.7	20.7	22.3
3	126	34.2	34.2	56.5
4	90	24.5	24.5	81.0
5	70	19.0	19.0	100.0
Total	368	100.0	100.0	

V3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.3	.3	.3
2	25	6.8	6.8	7.1
3	94	25.5	25.5	32.6
4	144	39.1	39.1	71.7
5	104	28.3	28.3	100.0
Total	368	100.0	100.0	

V4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	1.1	1.1	1.1
2	30	8.2	8.2	9.2
3	90	24.5	24.5	33.7
4	125	34.0	34.0	67.7
5	119	32.3	32.3	100.0
Total	368	100.0	100.0	

V5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.3	.3	.3
2	22	6.0	6.0	6.3
3	90	24.5	24.5	30.7
4	127	34.5	34.5	65.2
5	128	34.8	34.8	100.0
Total	368	100.0	100.0	

V6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	11	3.0	3.0	3.0
2	46	12.5	12.5	15.5
3	109	29.6	29.6	45.1
4	123	33.4	33.4	78.5
5	79	21.5	21.5	100.0
Total	368	100.0	100.0	

E1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	13	3.5	3.5	3.5
2	54	14.7	14.7	18.2
3	129	35.1	35.1	53.3
4	121	32.9	32.9	86.1
5	51	13.9	13.9	100.0
Total	368	100.0	100.0	

E2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	1.6	1.6	1.6
2	77	20.9	20.9	22.6
3	125	34.0	34.0	56.5
4	92	25.0	25.0	81.5
5	68	18.5	18.5	100.0
Total	368	100.0	100.0	

E3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.3	.3	.3
2	25	6.8	6.8	7.1
3	94	25.5	25.5	32.6
4	143	38.9	38.9	71.5
5	105	28.5	28.5	100.0
Total	368	100.0	100.0	

E4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	1.1	1.1	1.1
2	30	8.2	8.2	9.2
3	90	24.5	24.5	33.7
4	124	33.7	33.7	67.4
5	120	32.6	32.6	100.0
Total	368	100.0	100.0	

E5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.3	.3	.3
2	22	6.0	6.0	6.3
3	91	24.7	24.7	31.0
4	126	34.2	34.2	65.2
5	128	34.8	34.8	100.0
Total	368	100.0	100.0	

E6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	11	3.0	3.0	3.0
2	46	12.5	12.5	15.5
3	110	29.9	29.9	45.4
4	122	33.2	33.2	78.5
5	79	21.5	21.5	100.0
Total	368	100.0	100.0	

S1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.3	.3	.3
2	3	.8	.8	1.1
3	54	14.7	14.7	15.8
4	152	41.3	41.3	57.1
5	158	42.9	42.9	100.0
Total	368	100.0	100.0	

S2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.3	.3	.3
2	3	.8	.8	1.1
3	77	20.9	20.9	22.0
4	167	45.4	45.4	67.4
5	120	32.6	32.6	100.0
Total	368	100.0	100.0	

S3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	.8	.8	.8
2	14	3.8	3.8	4.6
3	69	18.8	18.8	23.4
4	170	46.2	46.2	69.6
5	112	30.4	30.4	100.0
Total	368	100.0	100.0	

S4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.3	.3	.3
2	8	2.2	2.2	2.4
3	60	16.3	16.3	18.8
4	158	42.9	42.9	61.7
5	141	38.3	38.3	100.0
Total	368	100.0	100.0	

S5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.3	.3	.3
2	5	1.4	1.4	1.6
3	87	23.6	23.6	25.3
4	135	36.7	36.7	62.0
5	140	38.0	38.0	100.0
Total	368	100.0	100.0	

S6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.3	.3	.3
2	14	3.8	3.8	4.1
3	78	21.2	21.2	25.3
4	140	38.0	38.0	63.3
5	135	36.7	36.7	100.0
Total	368	100.0	100.0	

S7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	1.4	1.4	1.4
2	11	3.0	3.0	4.3
3	99	26.9	26.9	31.3
4	148	40.2	40.2	71.5
5	105	28.5	28.5	100.0
Total	368	100.0	100.0	

S8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.3	.3	.3
2	15	4.1	4.1	4.3
3	61	16.6	16.6	20.9
4	148	40.2	40.2	61.1
5	143	38.9	38.9	100.0
Total	368	100.0	100.0	

B1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	93	25.3	25.3	25.3
4	128	34.8	34.8	60.1
5	147	39.9	39.9	100.0
Total	368	100.0	100.0	

B2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	1.6	1.6	1.6
2	27	7.3	7.3	9.0
3	71	19.3	19.3	28.3
4	134	36.4	36.4	64.7
5	130	35.3	35.3	100.0
Total	368	100.0	100.0	

B3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	.5	.5	.5
2	8	2.2	2.2	2.7
3	110	29.9	29.9	32.6
4	169	45.9	45.9	78.5
5	79	21.5	21.5	100.0
Total	368	100.0	100.0	

B4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	1.1	1.1	1.1
3	78	21.2	21.2	22.3
4	180	48.9	48.9	71.2
5	106	28.8	28.8	100.0
Total	368	100.0	100.0	

B5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	2.4	2.4	2.4
3	52	14.1	14.1	16.6
4	155	42.1	42.1	58.7
5	152	41.3	41.3	100.0
Total	368	100.0	100.0	

B6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	.5	.5	.5
2	15	4.1	4.1	4.6
3	79	21.5	21.5	26.1
4	149	40.5	40.5	66.6
5	123	33.4	33.4	100.0
Total	368	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

		Correlations									Atribut Produk
		A1	A2	A3	A4	A5	A6	A7	A8	A9	
A1	Pearson	1	.715**	.852**	.590**	.123	.189	.108	.118	.082	.586**
	Correlation										
	Sig. (2-tailed)		.000	.000	.001	.518	.318	.570	.533	.667	.001
A2	N	30	30	30	30	30	30	30	30	30	30
	Pearson	.715**	1	.759**	.693**	.286	.100	.075	.090	.258	.632**
	Correlation										
A3	Sig. (2-tailed)	.000		.000	.000	.125	.600	.694	.635	.168	.000
	N	30	30	30	30	30	30	30	30	30	30
	Pearson	.852**	.759**	1	.695**	.442*	.344	.179	.157	.121	.703**
A4	Correlation										
	Sig. (2-tailed)	.000	.000		.000	.014	.063	.344	.408	.524	.000
	N	30	30	30	30	30	30	30	30	30	30
A5	Pearson	.590**	.693**	.695**	1	.550**	.552**	-.101	-.078	-.028	.539**
	Correlation										
	Sig. (2-tailed)	.001	.000	.000		.002	.002	.596	.683	.883	.002
A6	N	30	30	30	30	30	30	30	30	30	30
	Pearson	.123	.286	.442*	.550**	1	.790**	.229	.160	.059	.545**
	Correlation										
A7	Sig. (2-tailed)	.518	.125	.014	.002		.000	.224	.398	.757	.002
	N	30	30	30	30	30	30	30	30	30	30
	Pearson	.189	.100	.344	.552**	.790**	1	.143	.097	-.054	.449*
A8	Correlation										
	Sig. (2-tailed)	.318	.600	.063	.002	.000		.451	.612	.777	.013
	N	30	30	30	30	30	30	30	30	30	30
A9	Pearson	.108	.075	.179	-.101	.229	.143	1	.901**	.757**	.719**
	Correlation										
	Sig. (2-tailed)	.570	.694	.344	.596	.224	.451		.000	.000	.000
A8	N	30	30	30	30	30	30	30	30	30	30
	Pearson	.118	.090	.157	-.078	.160	.097	.901**	1	.805**	.719**
	Correlation										
A9	Sig. (2-tailed)	.533	.635	.408	.683	.398	.612	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30
	Pearson	.082	.258	.121	-.028	.059	-.054	.757**	.805**	1	.677**
A9	Correlation										
	Sig. (2-tailed)	.667	.168	.524	.883	.757	.777	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30
Atribut Produk	Pearson	.586**	.632**	.703**	.539**	.545**	.449*	.719**	.719**	.677**	1
	Correlation										
	Sig. (2-tailed)	.001	.000	.000	.002	.002	.013	.000	.000	.000	
Atribut Produk	N	30	30	30	30	30	30	30	30	30	30

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

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

		Correlations						
		V1	V2	V3	V4	V5	V6	Variety Seeking
V1	Pearson Correlation	1	.564**	.081	.196	.329	.775**	.764**
	Sig. (2-tailed)		.001	.671	.299	.076	.000	.000
	N	30	30	30	30	30	30	30
V2	Pearson Correlation	.564**	1	.258	-.010	.059	.276	.584**
	Sig. (2-tailed)	.001		.168	.958	.755	.140	.001
	N	30	30	30	30	30	30	30
V3	Pearson Correlation	.081	.258	1	.515**	.476**	.086	.608**
	Sig. (2-tailed)	.671	.168		.004	.008	.652	.000
	N	30	30	30	30	30	30	30
V4	Pearson Correlation	.196	-.010	.515**	1	.650**	.196	.632**
	Sig. (2-tailed)	.299	.958	.004		.000	.299	.000
	N	30	30	30	30	30	30	30
V5	Pearson Correlation	.329	.059	.476**	.650**	1	.203	.665**
	Sig. (2-tailed)	.076	.755	.008	.000		.281	.000
	N	30	30	30	30	30	30	30
V6	Pearson Correlation	.775**	.276	.086	.196	.203	1	.654**
	Sig. (2-tailed)	.000	.140	.652	.299	.281		.000
	N	30	30	30	30	30	30	30
Variety Seeking	Pearson Correlation	.764**	.584**	.608**	.632**	.665**	.654**	1
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

		Correlations						
		E1	E2	E3	E4	E5	E6	Electronic Word Of Mouth
E1	Pearson Correlation	1	.518**	.193	.284	.476**	.678**	.703**
	Sig. (2-tailed)		.003	.308	.128	.008	.000	.000
	N	30	30	30	30	30	30	30
E2	Pearson Correlation	.518**	1	.330	.122	.224	.274	.560**
	Sig. (2-tailed)	.003		.075	.521	.234	.144	.001
	N	30	30	30	30	30	30	30
E3	Pearson Correlation	.193	.330	1	.687**	.650**	.323	.764**
	Sig. (2-tailed)	.308	.075		.000	.000	.082	.000
	N	30	30	30	30	30	30	30
E4	Pearson Correlation	.284	.122	.687**	1	.748**	.356	.766**
	Sig. (2-tailed)	.128	.521	.000		.000	.053	.000
	N	30	30	30	30	30	30	30
E5	Pearson Correlation	.476**	.224	.650**	.748**	1	.374*	.817**
	Sig. (2-tailed)	.008	.234	.000	.000		.042	.000
	N	30	30	30	30	30	30	30
E6	Pearson Correlation	.678**	.274	.323	.356	.374*	1	.684**
	Sig. (2-tailed)	.000	.144	.082	.053	.042		.000
	N	30	30	30	30	30	30	30
Electronic Word Of Mouth	Pearson Correlation	.703**	.560**	.764**	.766**	.817**	.684**	1
	Sig. (2-tailed)	.000	.001	.000	.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).

		Correlations									
		S1	S2	S3	S4	S5	S6	S7	S8	Sosial Media	
S1	Pearson	1	.595**	.104	.221	.112	.488**	.509**	.274	.605**	
	Correlation										
	Sig. (2-tailed)		.001	.584	.241	.557	.006	.004	.143	.000	
S2	N	30	30	30	30	30	30	30	30	30	
	Pearson	.595**	1	.640**	.706**	-.130	.514**	.076	.623**	.774**	
	Correlation										
S3	Sig. (2-tailed)	.001		.000	.000	.494	.004	.690	.000	.000	
	N	30	30	30	30	30	30	30	30	30	
	Pearson	.104	.640**	1	.803**	.161	.332	-.024	.930**	.757**	
S4	Correlation										
	Sig. (2-tailed)	.584	.000		.000	.396	.073	.898	.000	.000	
	N	30	30	30	30	30	30	30	30	30	
S5	Pearson	.221	.706**	.803**	1	.015	.554**	-.043	.725**	.779**	
	Correlation										
	Sig. (2-tailed)	.241	.000	.000		.939	.001	.823	.000	.000	
S6	N	30	30	30	30	30	30	30	30	30	
	Pearson	.112	-.130	.161	.015	1	.330	.643**	.235	.399*	
	Correlation										
S7	Sig. (2-tailed)	.557	.494	.396	.939		.075	.000	.212	.029	
	N	30	30	30	30	30	30	30	30	30	
	Pearson	.488**	.514**	.332	.554**	.330	1	.626**	.279	.765**	
S8	Correlation										
	Sig. (2-tailed)	.006	.004	.073	.001	.075		.000	.135	.000	
	N	30	30	30	30	30	30	30	30	30	
Sosial_Media	Pearson	.509**	.076	-.024	-.043	.643**	.626**	1	.071	.489**	
	Correlation										
	Sig. (2-tailed)	.004	.690	.898	.823	.000	.000		.710	.006	
S8	N	30	30	30	30	30	30	30	30	30	
	Pearson	.274	.623**	.930**	.725**	.235	.279	.071	1	.783**	
	Correlation										
S8	Sig. (2-tailed)	.143	.000	.000	.000	.212	.135	.710		.000	
	N	30	30	30	30	30	30	30	30	30	
	Pearson	.605**	.774**	.757**	.779**	.399*	.765**	.489**	.783**	1	
Sosial_Media	Correlation										
	Sig. (2-tailed)	.000	.000	.000	.000	.029	.000	.006	.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).

		Correlations						
		B1	B2	B3	B4	B5	B6	Brand Swiching
B1	Pearson	1	.764**	.346	.457*	.333	.555**	.804**
	Correlation							
	Sig. (2-tailed)		.000	.061	.011	.072	.001	.000
B2	N	30	30	30	30	30	30	30
	Pearson	.764**	1	.286	.571**	.327	.530**	.814**
	Correlation							
B3	Sig. (2-tailed)	.000		.125	.001	.077	.003	.000
	N	30	30	30	30	30	30	30
	Pearson	.346	.286	1	.418*	.442*	.280	.637**
B4	Correlation							
	Sig. (2-tailed)	.061	.125		.021	.014	.134	.000
	N	30	30	30	30	30	30	30
B5	Pearson	.457*	.571**	.418*	1	.396*	.725**	.798**
	Correlation							
	Sig. (2-tailed)	.011	.001	.021		.030	.000	.000
B6	N	30	30	30	30	30	30	30
	Pearson	.333	.327	.442*	.396*	1	.463**	.612**
	Correlation							
Brand_Swiching	Sig. (2-tailed)	.072	.077	.014	.030		.010	.000
	N	30	30	30	30	30	30	30
	Pearson	.555**	.530**	.280	.725**	.463**	1	.765**
Brand_Swiching	Correlation							
	Sig. (2-tailed)	.001	.003	.134	.000	.010		.000
	N	30	30	30	30	30	30	30
Brand_Swiching	Pearson	.804**	.814**	.637**	.798**	.612**	.765**	1
	Correlation							
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
Brand_Swiching	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 V (Hasil Uji Reliabilitas)

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.793	9

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.722	6

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.810	6

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.827	8

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
.824	6

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Atribut_Produk	Variety_Seeking	Electronic_Word_Of_Mouth	Sosial_Media	Brand_Switching
N		368	368	368	368	368
Normal Parameters ^{a,b}	Mean	29.76	22.09	22.09	32.76	24.27
	Std. Deviation	6.694	4.107	4.111	4.146	3.064
	Absolute	.064	.070	.070	.070	.071
Most Extreme Differences	Positive	.064	.070	.070	.070	.071
	Negative	-.051	-.057	-.057	-.070	-.070
Kolmogorov-Smirnov Z		1.232	1.344	1.339	1.352	1.355
Asymp. Sig. (2-tailed)		.096	.054	.055	.052	.051

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linieritas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Brand_Switching * Atribut_Produk	Between Groups	(Combined)	277.520	33	8.410	.887	.651
		Linearity	65.187	1	65.187	6.872	.009
		Deviation from Linearity	212.333	32	6.635	.699	.890
	Within Groups		3168.382	334	9.486		
	Total		3445.902	367			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Brand_Switching * Variety_Seeking	Between Groups	(Combined)	349.083	18	19.394	2.186	.004
		Linearity	156.544	1	156.544	17.642	.000
		Deviation from Linearity	192.540	17	11.326	1.276	.205
	Within Groups		3096.819	349	8.873		
	Total		3445.902	367			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Brand_Switching * Electronic_Word_Of_Mouth	Between Groups	(Combined)	427.757	18	23.764	2.748	.000
		Linearity	203.476	1	203.476	23.529	.000
		Deviation from Linearity	224.281	17	13.193	1.526	.083
	Within Groups		3018.145	349	8.648		
	Total		3445.902	367			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Brand_Switching * Sosial_Media	Between Groups	(Combined)	703.151	18	39.064	4.971	.000
		Linearity	493.913	1	493.913	62.848	.000
		Deviation from Linearity	209.238	17	12.308	1.566	.071
	Within Groups		2742.751	349	7.859		
	Total		3445.902	367			

Lampiran VIII (Hasil Uji Multikolinieritas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	9.455	1.515		6.240	.000		
1 Atribut_Produk	.050	.021	.110	2.348	.019	.992	1.008
Variety_Seeking	.120	.035	.161	3.400	.001	.964	1.038
Electronic_Word_Of_Mouth	.117	.036	.156	3.252	.001	.937	1.067
Sosial_Media	.247	.035	.334	7.044	.000	.963	1.038

a. Dependent Variable: Brand_Switching

Lampiran IX (Hasil Uji Analisis Regresi Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Sosial_Media, Variety_Seeking, Atribut_Produk, Electronic_Word_Of_Mouth ^b	.	Enter

a. Dependent Variable: Brand_Switching

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.462 ^a	.214	.205	2.732

a. Predictors: (Constant), Sosial_Media, Variety_Seeking, Atribut_Produk, Electronic_Word_Of_Mouth

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.455	1.515		6.240	.000
	Atribut_Produk	.050	.021	.110	2.348	.019
	Variety_Seeking	.120	.035	.161	3.400	.001
	Electronic_Word_Of_Mouth	.117	.036	.156	3.252	.001
	Sosial_Media	.247	.035	.334	7.044	.000

a. Dependent Variable: Brand_Switching

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	737.028	4	184.257	24.691	.000 ^b
	Residual	2708.874	363	7.462		
	Total	3445.902	367			

a. Dependent Variable: Brand_Switching

b. Predictors: (Constant), Sosial_Media, Variety_Seeking, Atribut_Produk, Electronic_Word_Of_Mouth