

LAMPIRAN

Lampiran 1

KUESIONER PENELITIAN

Pernyataan dibawah ini dalam rangka penelitian skripsi dengan judul :

“PENGARUH *ELECTRONIC WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN WAWAIDIET BANDAR LAMPUNG”

PETUNJUK PENGISIAN

1. Jawablah setiap pernyataan/pertanyaan yang diajukan dengan jujur dan benar.
2. Berilah tanda ceklis (√) pada salah satu jawaban yang paling sesuai.
3. Pernyataan/pertanyaan harus dijawab semua.

SS	= SANGAT SETUJU	(5)
S	= SETUJU	(4)
KS	= KURANG SETUJU	(3)
TS	= TIDAK SETUJU	(2)
STS	= SANGAT TIDAK SETUJU	(1)

A. IDENTITAS RESPONDEN

1. Nama Responden :
2. Jenis Kelamin : Laki-Laki Perempuan
3. Usia : 16-20 Tahun 21-25 Tahun
 26-30 Tahun >30 Tahun
4. Pekerjaan : Pelajar Pegawai Swasta
 Mahasiswa Wiraswasta
 Pegawai Negeri Sipil (PNS)

B. DAFTAR PERTANYAAN

Kesadaran Merek (*Brand Awareness*)

No	Pernyataan	Jawaban				
		SS (5)	S (4)	KS (3)	TS (2)	STS (1)
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						

Persepsi Kualitas (*Perceived Quality*)

No	Pernyataan	Jawaban				
		SS (5)	S (4)	KS (3)	TS (2)	STS (1)
1.						
2.						
3.						
4.						
5.						

6.						
7.						
8.						

Asosiasi Merek (*Brand Association*)

No	Pernyataan	Jawaban				
		SS (5)	S (4)	KS (3)	TS (2)	STS (1)
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						

Loyalitas Merek (*Brand Loyalty*)

No	Pernyataan	Jawaban				
		SS (5)	S (4)	KS (3)	TS (2)	STS (1)
1.						

2.						
3.						
4.						
5.						
6.						
7.						
8.						

Lampiran 2

DESKRIPSI RESPONDEN

Jenis kelamin

	Frekuensi	Percent	Valid Percent	Cumulative Percent
Laki-laki	29	29.0	29.0	29.0
Valid Perempuan	71	71.0	71.0	100.0
Total	100	100.0	100.0	

Usia

	Frekuensi	Percent	Valid Percent	Cumulative Percent
16-20 Tahun	30	30.0	30.0	30.0
Valid 21-25 Tahun	49	49.0	49.0	79.0
26-30 Tahun	21	21.0	21.0	100.0
Total	100	100.0	100.0	

Pekerjaan

	Frekuensi	Percent	Valid Percent	Cumulative Percent
Mahasiswa	40	40.0	40.0	40.0
Valid Pegawai Swasta	29	29.0	29.0	69.0
Pelajar	11	11.0	11.0	80.0
PNS	20	20.0	20.0	100.0
Total	100	100.0	100.0	

LAMPIRAN 3

HASIL JAWABAN RESPONDEN

1. *Electronic Word Of Mouth (X)*

No	E-WOM (X)								Total_EWOM
	P1	P2	P3	P4	P5	P6	P7	P8	
1	3	4	2	3	3	4	5	3	27
2	2	3	3	2	2	3	3	2	20
3	4	3	4	4	4	3	4	4	30
4	4	4	3	3	4	4	3	3	28
5	1	3	2	3	5	3	2	3	22
6	3	3	3	3	3	3	3	3	24
7	3	2	2	3	3	2	2	3	20
8	3	3	4	3	3	3	4	3	26
9	5	3	3	2	1	3	3	2	22
10	3	5	5	3	3	5	5	3	32
11	2	5	5	3	2	5	5	3	30
12	1	2	2	4	1	2	2	4	18
13	3	4	3	4	3	4	3	4	28
14	3	2	3	3	3	2	3	3	22
15	3	3	4	4	3	3	4	4	28
16	3	2	3	4	3	2	3	4	24
17	2	3	3	2	2	3	3	2	20
18	3	4	4	4	3	4	4	4	30
19	4	4	5	4	4	4	5	4	34
20	3	3	3	3	3	3	3	3	24
21	3	2	3	3	3	2	3	3	22
22	2	2	3	1	2	2	3	1	16
23	3	3	4	4	3	3	4	4	28
24	3	4	4	3	3	4	4	3	28
25	4	3	3	3	4	3	3	3	26
26	4	4	4	4	4	4	4	4	32
27	3	4	3	3	3	4	3	3	26
28	3	3	4	4	3	3	4	4	28
29	4	4	4	4	4	4	4	4	32
30	3	3	4	5	3	3	4	5	30
31	4	4	5	5	4	5	3	3	33

32	5	3	5	4	5	5	2	2	31
33	4	5	3	5	3	4	4	4	32
34	3	4	4	5	4	3	3	3	29
35	4	3	4	4	3	4	3	2	27
36	4	5	5	5	5	3	3	4	34
37	3	4	3	3	3	4	3	3	26
38	4	4	5	4	4	5	3	3	32
39	3	5	4	5	3	4	2	4	30
40	4	5	5	3	3	5	3	4	32
41	3	3	5	5	3	3	3	2	27
42	4	3	4	3	3	4	4	2	27
43	5	4	5	5	5	4	4	3	35
44	3	3	5	5	1	2	3	2	24
45	4	5	5	4	4	5	4	4	35
46	4	2	4	4	3	3	4	1	25
47	3	4	5	5	4	5	2	3	31
48	4	4	4	4	3	4	4	3	30
49	4	5	5	5	5	5	4	4	37
50	4	3	4	4	4	4	3	2	28
51	3	4	4	3	4	4	3	3	28
52	4	4	3	4	3	3	1	3	25
53	4	5	4	4	4	5	4	4	34
54	3	4	3	3	4	4	3	3	27
55	4	4	4	4	4	4	3	3	30
56	4	5	5	4	5	5	4	4	36
57	3	5	4	3	5	5	3	4	32
58	4	4	4	5	5	5	4	3	34
59	4	4	4	5	4	5	4	3	33
60	5	5	5	5	4	5	5	4	38
61	4	5	3	4	3	3	4	3	29
62	3	5	3	3	3	5	3	3	28
63	4	5	3	3	3	2	3	4	27
64	3	3	2	3	5	3	4	3	26
65	4	5	3	3	5	5	4	4	33
66	3	4	4	3	4	4	3	4	29
67	1	3	3	4	4	3	4	5	27
68	3	3	2	3	3	3	3	4	24
69	4	5	3	3	3	4	3	3	28

70	2	4	4	4	4	3	4	5	30
71	2	3	2	4	3	3	4	4	25
72	1	4	4	2	5	2	3	5	26
73	4	3	3	3	5	5	4	3	30
74	5	3	5	3	5	5	5	4	35
75	5	4	4	2	2	3	3	4	27
76	4	5	4	4	5	5	5	5	37
77	5	4	4	4	4	4	3	5	33
78	4	5	5	2	2	5	5	5	33
79	2	3	3	3	4	4	3	2	24
80	3	4	4	4	5	5	5	4	34
81	4	4	3	2	5	5	5	4	32
82	4	4	4	1	5	5	5	4	32
83	3	3	2	2	5	5	5	3	28
84	4	4	3	4	5	5	5	5	35
85	4	3	3	3	3	3	2	4	25
86	5	4	3	3	3	2	4	5	29
87	4	4	3	4	4	4	3	5	31
88	4	3	2	4	3	3	4	3	26
89	3	4	4	2	2	2	3	2	22
90	4	4	5	3	3	3	2	5	29
91	4	3	4	4	3	3	3	4	28
92	4	3	2	3	4	3	2	4	25
93	4	5	3	4	4	4	3	4	31
94	4	5	3	4	3	3	5	3	30
95	4	5	3	2	5	5	5	4	33
96	4	4	5	2	3	2	3	3	26
97	5	5	4	3	3	4	3	4	31
98	4	4	3	1	2	5	2	3	24
99	5	5	4	2	2	5	2	4	29
100	5	4	4	4	3	3	4	4	31

2. Keputusan Pembelian (Y)

No	Keputusan Pembelian						Total_KP
	PA1	PA2	PA3	PA4	PA5	PA6	
1	3	4	4	3	4	4	22
2	4	4	3	4	3	3	21
3	4	5	4	4	4	5	26
4	3	4	3	3	4	4	21
5	4	4	4	4	4	4	24
6	4	5	5	4	5	5	28
7	3	5	4	3	5	5	25
8	4	4	4	5	5	5	27
9	4	4	4	5	4	5	26
10	5	5	5	5	4	5	29
11	3	3	3	4	5	3	21
12	3	3	4	3	5	3	21
13	4	3	3	4	5	3	22
14	2	4	2	3	3	2	16
15	4	3	3	4	5	3	22
16	5	5	4	3	4	4	25
17	3	3	3	1	3	3	16
18	4	4	3	3	3	2	19
19	3	4	4	4	5	3	23
20	3	2	3	2	4	4	18
21	4	3	3	2	3	2	17
22	4	2	3	1	4	4	18
23	5	3	3	4	3	3	21
24	4	3	5	5	3	5	25
25	4	4	4	5	4	4	25
26	5	4	4	4	5	4	26
27	4	5	5	5	4	4	27
28	4	4	5	4	5	5	27
29	4	3	4	2	3	3	19
30	4	5	3	3	4	4	23
31	3	4	4	4	4	3	22
32	4	5	5	4	4	4	26
33	3	3	5	3	3	2	19
34	4	4	5	4	4	3	24

35	4	4	4	4	3	3	22
36	4	5	5	5	4	3	26
37	3	5	4	4	4	3	23
38	4	5	5	4	3	2	23
39	3	2	4	3	4	4	20
40	4	4	5	4	4	5	26
41	4	4	5	4	3	4	24
42	4	4	3	4	3	2	20
43	3	3	3	4	5	3	21
44	3	5	5	4	5	3	25
45	5	4	4	4	5	3	25
46	3	5	5	4	4	5	26
47	4	4	4	5	5	4	26
48	3	3	5	4	4	3	22
49	2	4	5	5	5	4	25
50	3	4	5	5	4	4	25
51	4	5	4	4	5	3	25
52	3	5	3	5	5	2	23
53	5	3	5	3	4	4	24
54	4	4	4	4	3	3	22
55	3	4	3	3	4	3	20
56	5	5	5	5	3	3	26
57	4	3	4	3	4	3	21
58	4	5	4	4	5	3	25
59	5	4	5	3	4	2	23
60	5	5	5	3	5	3	26
61	3	5	3	3	3	3	20
62	3	4	3	3	4	4	21
63	4	5	4	5	4	4	26
64	3	5	3	1	2	3	17
65	5	5	5	4	5	4	28
66	2	4	2	3	3	4	18
67	4	5	4	4	5	2	24
68	4	4	4	3	4	4	23
69	5	5	5	5	5	4	29
70	3	4	3	4	4	3	21
71	4	4	4	4	4	3	23
72	4	3	4	3	3	1	18

73	5	4	5	4	5	4	27
74	4	3	4	4	4	3	22
75	4	4	4	4	4	3	23
76	5	5	5	5	5	4	29
77	5	4	5	5	5	3	27
78	4	4	4	5	5	4	26
79	4	4	4	4	5	4	25
80	5	5	5	4	5	5	29
81	4	4	5	5	4	5	27
82	5	3	5	4	5	5	27
83	4	5	3	5	3	4	24
84	3	4	4	5	4	3	23
85	4	3	4	4	3	4	22
86	4	5	5	5	5	3	27
87	3	4	3	3	3	4	20
88	4	4	5	4	4	5	26
89	3	5	4	5	3	4	24
90	4	5	5	3	3	5	25
91	3	3	5	5	3	3	22
92	4	3	4	3	3	4	21
93	5	4	5	5	5	4	28
94	3	3	5	5	1	2	19
95	4	5	5	4	4	5	27
96	4	2	4	4	3	3	20
97	3	4	5	5	4	5	26
98	4	4	4	4	3	4	23
99	4	5	5	5	5	5	29
100	4	3	4	4	4	4	23

P6	Pearson Correlation	.411*	.794*	.627*	.236	.294	1	.308	.042	.734**
	Sig. (2-tailed)	.008	.000	.000	.142	.065		.053	.795	.000
	N	40	40	40	40	40	40	40	40	40
P7	Pearson Correlation	.111	.374*	.374*	.054	-.049	.308	1	.285	.465**
	Sig. (2-tailed)	.493	.017	.017	.739	.762	.053		.074	.002
	N	40	40	40	40	40	40	40	40	40
P8	Pearson Correlation	.072	.280	.197	.705*	.220	.042	.285	1	.529**
	Sig. (2-tailed)	.660	.080	.223	.000	.173	.795	.074		.000
	N	40	40	40	40	40	40	40	40	40
TOTAL _EWO M	Pearson Correlation	.599*	.763*	.780*	.685*	.580*	.734*	.465*	.529*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.002	.000	
	N	40	40	40	40	40	40	40	40	40

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

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

2. UJI VALIDITAS KEPUTUSAN PEMBELIAN (Y)

Correlations

		PA1	PA2	PA3	PA4	PA5	PA6	TOTAL _KP
PA1	Pearson Correlation	1	.242	.289	.344*	-.013	.283	.518**
	Sig. (2-tailed)		.133	.071	.030	.936	.076	.001
	N	40	40	40	40	40	40	40
PA2	Pearson Correlation	.242	1	.429**	.495**	.110	.234	.665**
	Sig. (2-tailed)	.133		.006	.001	.498	.147	.000
	N	40	40	40	40	40	40	40
PA3	Pearson Correlation	.289	.429**	1	.507**	.123	.375*	.708**
	Sig. (2-tailed)	.071	.006		.001	.448	.017	.000
	N	40	40	40	40	40	40	40
PA4	Pearson Correlation	.344*	.495**	.507**	1	.259	.315*	.778**
	Sig. (2-tailed)	.030	.001	.001		.107	.048	.000
	N	40	40	40	40	40	40	40
PA5	Pearson Correlation	-.013	.110	.123	.259	1	.451**	.484**
	Sig. (2-tailed)	.936	.498	.448	.107		.003	.002
	N	40	40	40	40	40	40	40
PA6	Pearson Correlation	.283	.234	.375*	.315*	.451**	1	.695**
	Sig. (2-tailed)	.076	.147	.017	.048	.003		.000
	N	40	40	40	40	40	40	40
TOTAL _KP	Pearson Correlation	.518**	.665**	.708**	.778**	.484**	.695**	1
	Sig. (2-tailed)	.001	.000	.000	.000	.002	.000	
	N	40	40	40	40	40	40	40

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

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

Lampiran 4

Hasil Jawaban Responden

1. EWOM (X)

P1

	Frequenc y	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	7	7.0	7.0	11.0
Valid 3	33	33.0	33.0	44.0
4	45	45.0	45.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

P2

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	31	31.0	31.0	38.0
Valid 4	38	38.0	38.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

P3

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	10	10.0	10.0	10.0
3	34	34.0	34.0	44.0
Valid 4	36	36.0	36.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

P4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	12	12.0	12.0	15.0
3	35	35.0	35.0	50.0
4	36	36.0	36.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

P5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	9	9.0	9.0	12.0
3	42	42.0	42.0	54.0
4	26	26.0	26.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

P6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	12	12.0	12.0	12.0
3	32	32.0	32.0	44.0
4	27	27.0	27.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

P7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	11	11.0	11.0	12.0
3	42	42.0	42.0	54.0
4	31	31.0	31.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

P8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	11	11.0	11.0	13.0
3	37	37.0	37.0	50.0
4	39	39.0	39.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

2. Keputusan Pembelian (Y)**PA1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	29	29.0	29.0	32.0
4	51	51.0	51.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

PA2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	22	22.0	22.0	26.0
Valid 4	42	42.0	42.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

PA3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	22	22.0	22.0	24.0
Valid 4	38	38.0	38.0	62.0
5	38	38.0	38.0	100.0
Total	100	100.0	100.0	

PA4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	3	3.0	3.0	6.0
Valid 3	23	23.0	23.0	29.0
4	44	44.0	44.0	73.0
5	27	27.0	27.0	100.0
Total	100	100.0	100.0	

PA5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
Valid 3	27	27.0	27.0	29.0
4	39	39.0	39.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

PA6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	10	10.0	10.0	11.0
Valid 3	36	36.0	36.0	47.0
4	35	35.0	35.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

LAMPIRAN 6

1. UJI RELIABILITAS *ELECTRONIC WORD OF MOUTH* (X)

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.800	8

2. UJI RELIABILITAS KEPUTUSAN PEMBELIAN (Y)

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.724	6

LAMPIRAN 7

UJI ASUMSI KLASIK

1. UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		EWOM	KEPUTUSA N PEMBELIA N
N		100	100
Normal Parameters ^{a,b}	Mean	28.61	23.44
	Std. Deviation	4.348	3.176
Most Extreme Differences	Absolute	.065	.118
	Positive	.056	.059
	Negative	-.065	-.118
Kolmogorov-Smirnov Z		.654	1.183
Asymp. Sig. (2-tailed)		.786	.121

a. Test distribution is Normal.

b. Calculated from data.

2. UJI LINIERITAS

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
KEPUTUSAN PEMBELIAN * EWOM	100	100.0%	0	0.0%	100	100.0%

Report

KEPUTUSAN PEMBELIAN

EWO M	Mean	N	Std. Deviation
16	18.00	1	.
18	21.00	1	.
20	20.67	3	4.509
22	21.40	5	4.561
24	23.86	7	3.078
25	23.00	5	1.871
26	22.88	8	4.051
27	22.88	8	1.808
28	23.67	12	2.605
29	23.83	6	4.167
30	21.80	10	2.781
31	24.83	6	2.858
32	24.11	9	3.723
33	25.50	6	2.429
34	25.40	5	2.302
35	22.75	4	1.708
36	26.00	1	.
37	27.00	2	2.828
38	26.00	1	.
Total	23.44	100	3.176

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN PEMBELIAN * EWOM	(Combined)		215.894	18	11.994	1.24 1	.250
	Between Groups	Linearity	111.167	1	111.16 7	11.5 04	.001
		Deviation from Linearity	104.727	17	6.160	.637	.852
	Within Groups		782.746	81	9.664		
	Total		998.640	99			

Measures of Association

	R	R Squared	Eta	Eta Squared
KEPUTUSAN PEMBELIAN * EWOM	.334	.111	.465	.216

3. UJI HOMOGENITAS

Test of Homogeneity of Variances

KEPUTUSAN PEMBELIAN

Levene Statistic	df1	df2	Sig.
1.763	14	81	.059

ANOVA

KEPUTUSAN PEMBELIAN

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	215.894	18	11.994	1.241	.250
Within Groups	782.746	81	9.664		
Total	998.640	99			

4.

LAMPIRAN 8

METODE ANALISIS DATA

1. UJI REGRESI SEDERHANA

Variables Entered/Removed^a

Mode	Variables Entered	Variables Removed	Method
1	EWOM ^b	.	Enter

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. All requested variables entered.

Model Summary

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.334 ^a	.111	.102	3.009

a. Predictors: (Constant), EWOM

2. HASIL UJI t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.468	2.013		8.182	.000
	EWOM	.244	.070	.334	3.504	.001

a. Dependent Variable: KEPUTUSAN PEMBELIAN