

LAMPIRAN

Lampiran 1

KUESIONER

Petunjuk Pengisian Kuesioner :

Isilah pernyataan dibawah ini dengan memberi tanda centang () sesuai dengan apa yang anda anggap benar:

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

Karakteristik Responden:

1. Jenis Kelamin : Laki-laki Perempuan

2. Usia : 17-23th 24-30 th 31-35 th

3. Pekerjaan : Pelajar/Mahasiswa Pegawai Negri/Swasta Lainnya

4. Seberapa sering mengunjungi Tokopedia :

Dua kali dalam sebulan Tiga kali dalam sebulan

Lebih dari tiga kali dalam sebulan

5. Produk yang pernah dibeli di Tokopedia :

Baju Celana Sepatu Tas Hijab Aksesoris

Kosmetik

1. Variabel *electronic word of mouth* (X1)

No	Pernyataan	SS 5	S 4	N 3	TS 2	STS 1
1	Sering mengakses informasi suatu produk melalui situs jejaring sosial					
2	Mengetahui <i>online shop</i> Tokopedia melalui media sosial					
3	Mendapatkan informasi kualitas produk di Tokopedia melalui media sosial					
4	Berminat membeli produk di Tokopedia karena rekomendasi orang lain melalui media sosial					
5	Ragu untuk membeli produk melalui Tokopedia jika tidak ada rekomendasi dari orang lain di media sosial					
6	Berminat membeli produk di Tokopedia karena banyaknya komentar positif yang ditulis oleh pengguna media sosial					
7	Tidak berminat membeli produk di Tokopedia karena banyaknya komentar negatif yang ditulis oleh pengguna media sosial					
8	Mendapatkan banyaknya informasi ketidakpuasan konsumen belanja di Tokopedia melalui media sosial					

2. Variabel *brand ambassador* (X2)

No	Pernyataan	SS 5	S 4	N 3	TS 2	STS 1
1	Mengenal BTS sebelum menjadi <i>brand ambassador</i> Tokopedia					
2	BTS merupakan <i>boyband</i> muda yang berbakat					
3	Dalam iklan Tokopedia, BTS mampu menjelaskan fungsi <i>online shop</i> Tokopedia dengan baik					
4	Dalam iklan Tokopedia, BTS tampak percaya diri mengajak konsumen belanja di Tokopedia					
5	Menyukai BTS dalam iklan Tokopedia karena penampilannya menarik					
6	Menyukai BTS dalam iklan Tokopedia karena tampilan fisik yang rupawan					
7	Tertarik belanja di Tokopedia setelah melihat iklan Tokopedia dengan <i>boyband</i> BTS					
8	Tertarik untuk mengikuti gerakan yang diperagakan BTS melalui video iklan Tokopedia					

3. Variabel Persepsi Nilai (X3)

No	Pernyataan	SS 5	S 4	N 3	TS 2	STS 1
1	Merasa rileks saat belanja di Tokopedia					
2	Merasa senang berbelanja di Tokopedia					
3	Merasa bangga telah belanja di Tokopedia					
4	Menceritakan pengalaman belanja di Tokopedia kepada orang lain					
5	Merasa Tokopedia memiliki standar kualitas produk dan layanan yang dapat diterima					
6	Merasa Tokopedia dijalankan dengan kualitas produk dan layanan yang konsisten					
7	Harga yang ditetapkan di Tokopedia masuk akal					
8	Kualitas barang di Tokopedia sesuai dengan harganya					

4. Variabel Keputusan Pembelian (Y)

No	Pernyataan	SS 5	S 4	N 3	TS 2	STS 1
1	Membeli produk di Tokopedia karena produknya tahan lama					
2	Banyaknya jenis produk yang ditawarkan mempermudah proses pemilihan produk yang dibutuhkan saat belanja di Tokopedia					
3	Belanja online di Tokopedia merupakan keputusan yang tepat					
4	Merek-merek produk yang ada di Tokopedia memiliki standar kualitas yang sama					
5	Merasa nyaman berbelanja di Tokopedia					
6	Belanja online di Tokopedia karena persediaan barang lengkap					
7	Belanja online di Tokopedia saat memiliki waktu luang					
8	Belanja online di Tokopedia ketika gratis ongkos kirim					
9	Membeli produk yang sama dengan jumlah lebih dari satu di Tokopedia					
10	Membeli lebih dari satu jenis produk di Tokopedia					
11	Teknologi internet m-banking mempermudah transaksi dalam berbelanja di Tokopedia					
12	Pembayaran produk ditempat membuat transaksi di Tokopedia menjadi lebih mudah					

Lampiran 2

1. Hasil Jawaban Kuesioner *Electronic Word of Mouth*

No	P1	P2	P3	P4	P5	P6	P7	P8	TOTAL
1	4	1	4	3	3	2	3	4	24
2	4	4	4	3	3	5	4	2	29
3	4	4	3	3	4	4	4	2	28
4	4	4	4	3	5	4	2	2	28
5	4	5	3	3	5	3	5	5	33
6	5	5	3	3	4	4	4	2	30
7	4	4	3	3	4	3	1	2	24
8	4	4	4	3	4	2	4	4	29
9	4	4	3	3	4	4	1	4	27
10	4	4	3	3	4	4	4	3	29
11	5	3	5	4	4	4	4	2	31
12	4	4	4	4	4	5	1	4	30
13	4	4	3	3	3	5	3	3	28
14	4	4	3	3	4	3	4	3	28
15	3	4	4	3	5	4	3	2	28
16	5	3	4	5	3	4	3	4	31
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20	4	4	3	3	4	3	2	4	27
21	3	4	2	3	3	2	3	4	24
22	4	2	4	4	5	3	5	2	29
23	3	4	3	3	4	4	2	2	25
24	4	3	3	3	3	4	3	2	25
25	4	4	3	3	4	3	4	1	26
26	4	5	4	4	4	4	4	2	31
27	4	3	3	3	4	4	4	5	30
28	4	2	4	3	4	4	2	2	25
29	3	4	3	2	4	5	4	2	27
30	4	4	4	4	4	3	1	5	29
31	5	4	5	4	3	5	4	4	34
32	4	5	5	4	4	5	3	2	32
33	2	5	3	3	4	3	2	4	26
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35	3	4	4	3	4	4	2	2	26
36	5	4	4	5	3	5	2	2	30
37	4	4	4	4	5	4	3	5	33
38	4	4	4	3	5	5	2	4	31
39	5	4	4	4	3	4	2	4	30
40	5	4	3	3	3	3	2	2	25

41	4	2	2	2	4	3	3	2	22
42	4	3	4	4	2	4	4	2	27
43	3	4	3	3	3	3	2	5	26
44	2	4	3	3	3	4	3	1	23
45	3	3	3	3	4	3	3	4	26
46	4	3	4	3	5	5	4	4	32
47	2	4	2	3	3	3	2	5	24
48	3	4	4	3	2	4	2	4	26
49	4	4	3	2	4	3	2	3	25
50	4	3	4	4	4	4	2	2	27
51	4	2	3	4	5	2	3	4	27
52	4	4	2	3	4	5	4	4	30
53	4	4	3	4	4	3	2	4	28
54	5	5	3	4	4	4	3	2	30
55	4	4	3	3	4	5	3	4	30
56	4	4	3	3	4	4	2	2	26
57	4	4	3	2	3	3	5	3	27
58	4	3	3	3	4	4	3	4	28
59	5	5	2	3	4	3	2	5	29
60	4	4	1	1	4	4	2	2	22
61	4	1	3	3	4	4	4	4	27
62	4	4	3	4	4	4	2	5	30
63	4	4	2	4	4	4	2	5	29
64	4	4	3	2	5	4	4	2	28
65	4	5	2	3	4	4	2	2	26
66	4	4	3	1	4	3	4	2	25
67	4	4	3	3	4	4	4	4	30
68	5	4	3	3	4	4	4	2	29
69	4	4	2	1	3	4	2	2	22
70	4	4	1	3	4	3	3	4	26
71	4	3	2	3	4	5	3	3	27
72	4	4	3	5	3	5	2	2	28
73	4	4	3	3	4	3	2	1	24
74	2	4	3	3	4	3	3	2	24
75	4	4	2	3	4	4	2	3	26
76	4	3	4	4	5	4	4	4	32
77	4	4	4	4	4	4	3	3	30
78	3	5	3	2	3	5	2	2	25
79	4	3	4	4	4	4	4	3	30
80	4	4	4	2	3	3	2	5	27
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82	4	2	3	2	4	4	4	4	27
83	3	3	2	4	4	3	2	4	25
84	5	3	2	2	3	4	2	2	23
85	4	4	3	3	4	3	2	1	24
86	4	5	3	2	5	4	4	2	29

87	4	3	3	2	4	3	3	2	24
88	2	2	2	2	3	4	5	4	24
89	4	4	3	2	4	3	1	1	22
90	4	4	1	2	4	4	4	1	24
91	4	4	4	3	5	4	4	3	31
92	4	4	4	4	4	4	2	4	30
93	5	4	5	5	4	5	2	4	34
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96	4	2	3	3	4	3	2	4	25
97	3	4	3	4	4	4	2	1	25
98	4	3	3	3	4	4	4	4	29
99	4	4	4	4	3	4	4	1	28
100	5	3	3	3	4	3	3	4	28
101	4	4	5	4	4	5	2	4	32
102	4	3	4	4	3	4	4	1	27
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106	5	4	4	5	5	5	4	3	35
107	5	5	4	4	3	4	5	5	35
108	5	4	4	4	3	5	3	4	32
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110	4	4	3	3	3	3	4	2	26
111	4	4	2	3	2	3	4	2	24
112	4	4	3	4	4	4	2	5	30
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114	3	5	3	3	3	4	2	3	26
115	3	4	3	3	4	3	1	4	25
116	4	5	4	4	5	5	2	4	33
117	4	4	2	3	4	3	5	4	29
118	4	4	4	3	3	4	2	2	26
119	4	4	3	2	5	3	3	4	28
120	4	5	4	5	5	5	5	1	34
121	4	2	4	3	1	4	4	4	26
122	5	5	4	4	4	4	2	3	31
123	3	4	5	5	4	5	4	2	32
124	4	4	3	3	4	4	2	2	26
125	3	3	4	4	5	4	2	2	27
126	3	4	3	3	5	3	2	2	25
127	4	3	4	3	4	4	5	3	30
128	4	2	4	3	4	4	4	2	27
129	3	4	3	3	4	4	4	2	27
130	4	4	3	3	4	3	2	2	25
131	4	4	2	4	3	4	2	2	25
132	4	4	3	4	4	3	2	4	28

133	3	5	4	3	4	3	5	2	29
134	4	4	3	3	3	4	1	3	25
135	2	4	3	3	5	4	4	3	28
136	4	4	3	5	4	5	4	4	33
137	5	4	3	3	4	4	5	2	30
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140	4	3	3	3	5	5	2	2	27
141	4	2	4	4	4	3	4	3	28
142	5	5	3	3	3	4	4	4	31
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144	5	4	3	3	4	5	2	3	29
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147	4	4	3	4	3	4	3	5	30
148	2	4	2	4	4	4	4	2	26
149	3	3	2	4	4	4	5	4	29
150	4	4	2	4	4	4	2	2	26
151	3	5	2	3	5	4	4	4	30
152	5	4	4	4	5	4	5	4	35
153	4	4	3	3	5	4	5	4	32
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155	4	4	3	3	4	4	2	2	26
156	4	4	3	3	4	2	2	4	26
157	2	4	2	3	4	4	4	4	27
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159	4	3	3	2	4	4	2	4	26
160	4	4	4	5	3	3	4	3	30
161	4	4	4	3	3	4	3	3	28
162	4	3	4	4	4	3	2	2	26
163	4	3	4	4	4	3	1	2	25
164	4	4	4	4	3	4	3	3	29
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166	5	5	3	3	4	5	4	4	33
167	3	3	4	4	4	4	3	3	28
168	4	3	4	4	4	4	2	2	27
169	3	4	3	3	4	4	3	4	28
170	4	3	3	3	5	5	5	2	30
171	4	2	4	4	4	3	1	4	26
172	4	4	5	3	3	4	4	4	31
173	2	4	3	3	4	3	4	2	25
174	3	5	3	3	4	5	2	4	29
175	4	4	3	3	4	4	1	4	27
176	4	4	3	4	4	4	2	4	29
177	5	4	4	5	3	4	2	3	30
178	4	3	4	5	5	4	4	5	34

179	3	4	3	3	4	4	1	1	23
180	4	4	3	4	3	3	1	4	26

2. Hasil Jawaban Kuesioner Brand Ambassador

No	P1	P2	P3	P4	P5	P6	P7	P8	TOTAL
1	4	4	4	3	5	4	5	4	33
2	4	4	4	4	4	4	5	4	33
3	5	4	5	5	4	5	4	4	36
4	4	5	4	4	5	4	4	5	35
5	4	4	4	3	4	4	5	4	32
6	4	2	3	3	4	3	4	4	27
7	3	4	3	4	4	4	4	3	29
8	4	3	3	3	4	4	4	4	29
9	4	4	4	4	3	4	4	4	31
10	5	3	3	3	4	3	3	4	28
11	4	4	5	4	4	5	4	3	33
12	4	3	4	4	3	5	4	5	32
13	2	3	3	3	3	3	3	4	24
14	4	4	3	3	4	3	3	3	27
15	4	4	4	3	4	4	2	3	28
16	5	4	4	5	5	5	4	4	36
17	5	5	4	4	3	4	5	5	35
18	5	4	4	4	3	5	3	4	32
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23	4	3	3	3	4	3	4	4	28
24	3	5	3	3	3	4	4	3	28
25	3	4	3	3	4	3	1	2	23
26	4	5	4	4	5	5	5	3	35
27	4	4	2	3	4	3	5	5	30
28	4	4	4	3	3	4	4	3	29
29	4	4	3	2	5	3	3	4	28
30	4	5	4	5	5	5	5	3	36
31	4	2	4	3	1	4	4	4	26
32	5	5	4	4	4	4	2	4	32
33	3	4	5	5	4	5	4	4	34
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36	3	4	3	3	5	3	5	4	30
37	4	3	4	3	4	4	5	3	30
38	4	2	4	3	4	4	4	4	29
39	3	4	3	3	4	4	4	4	29

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42	4	4	3	4	4	3	2	3	27
43	3	5	4	3	4	3	5	3	30
44	4	4	3	3	3	4	1	3	25
45	2	4	3	3	5	4	4	4	29
46	4	4	3	5	4	5	4	5	34
47	5	4	3	3	4	4	5	4	32
48	4	3	4	3	4	5	4	3	30
49	5	4	4	3	4	2	3	4	29
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82	4	4	5	3	3	4	4	4	31
83	2	4	3	3	4	3	4	3	26
84	3	5	3	3	4	5	4	5	32
85	4	4	3	3	4	4	4	4	30

86	4	4	3	4	4	4	4	4	31
87	5	4	4	4	3	4	2	4	30
88	4	3	4	4	5	4	5	4	33
89	3	4	3	3	4	4	1	4	26
90	4	5	3	3	3	3	5	5	31
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103	4	4	3	3	3	5	3	5	30
104	4	4	3	3	4	3	4	3	28
105	3	4	4	3	5	4	3	3	29
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107	5	4	4	4	5	4	5	4	35
108	5	5	4	4	4	4	4	4	34
109	4	3	4	4	3	4	3	4	29
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111	3	4	2	3	3	2	3	1	21
112	4	2	4	4	5	3	5	3	30
113	3	3	3	3	5	4	5	4	30
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116	4	5	4	4	4	4	4	4	33
117	2	3	2	3	4	4	4	4	26
118	4	2	4	3	4	4	4	4	29
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123	2	5	3	3	4	3	4	5	29
124	5	3	3	3	4	3	4	3	28
125	3	4	4	3	4	4	4	3	29
126	5	4	4	5	3	5	4	4	34
127	4	4	4	4	5	4	3	5	33
128	4	4	4	3	5	5	5	4	34
129	5	4	4	4	3	4	5	5	34
130	5	4	3	3	3	3	4	4	29
131	4	2	2	1	4	3	3	3	22

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139	4	4	3	2	4	3	2	4	26
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176	4	5	3	2	5	4	4	4	31
177	4	3	3	2	4	3	3	4	26

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179	4	4	3	2	4	3	1	3	24
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3. Hasil Jawaban Kuesioner Persepsi Nilai

No	P1	P2	P3	P4	P5	P6	P7	P8	TOTAL
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45	4	4	2	3	4	4	5	4	30
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4. Hasil Jawaban Kuesioner Keputusan Pembelian

No	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	TOTAL
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9	3	3	3	2	4	4	4	4	3	3	4	4	41
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111	3	2	2	3	5	2	5	2	2	3	3	3	35
112	4	5	4	4	4	5	4	5	4	5	4	3	51
113	3	3	3	3	4	3	4	3	4	3	2	4	39
114	2	4	3	3	4	4	4	4	3	3	3	3	40
115	3	5	3	3	4	5	4	5	3	3	3	4	45
116	4	4	4	4	5	4	5	4	3	4	4	3	48
117	2	3	2	3	3	3	3	3	3	3	5	5	38
118	3	5	4	3	5	5	5	5	2	3	3	3	46
119	3	3	3	2	5	3	5	3	3	3	2	4	39
120	3	4	4	4	4	4	4	4	4	1	4	3	43
121	3	4	4	3	5	4	5	4	4	4	4	5	49
122	3	4	4	4	4	4	5	4	3	4	5	4	48
123	5	4	5	5	4	5	4	4	5	5	5	4	55
124	4	5	4	4	5	4	4	5	4	4	4	5	52
125	3	4	4	3	4	4	5	4	3	4	4	4	46
126	3	2	3	3	4	3	4	4	3	3	4	2	38
127	3	4	3	4	4	4	4	3	4	3	4	4	44
128	4	3	3	3	4	4	4	4	3	3	4	3	42
129	4	4	4	4	3	4	4	4	3	3	4	4	45

130	5	3	3	3	4	3	3	4	3	3	3	3	40
131	3	4	5	4	4	5	4	3	5	4	3	4	48
132	4	3	5	4	3	5	4	5	5	5	4	3	50
133	2	3	3	3	3	3	3	4	1	3	4	3	35
134	3	4	3	3	4	3	3	3	3	3	3	4	39
135	3	4	4	3	4	4	4	3	4	3	5	4	45
136	5	5	4	5	5	5	4	4	3	3	4	5	52
137	3	5	4	4	3	4	5	5	4	4	4	5	50
138	5	5	4	4	3	5	3	4	5	5	4	5	52
139	3	4	3	3	4	4	3	5	3	3	4	4	43
140	3	4	3	3	3	3	4	4	1	3	4	4	39
141	3	4	2	3	2	3	4	4	1	3	4	3	36
142	3	4	3	4	4	4	2	3	4	5	4	4	44
143	3	3	3	3	4	3	4	4	4	3	4	3	41
144	2	5	3	3	3	4	4	3	3	3	4	5	42
145	3	5	3	3	5	3	3	4	3	3	4	5	44
146	4	5	4	4	5	5	5	3	3	4	5	5	52
147	2	4	2	3	4	3	5	5	3	3	3	4	41
148	3	4	4	3	3	4	4	3	2	3	5	4	42
149	3	4	3	2	5	3	3	4	3	3	4	4	41
150	3	5	4	5	5	5	5	3	5	3	5	5	53
151	3	2	4	3	1	4	5	5	4	4	3	2	40
152	5	5	4	4	4	4	2	4	3	4	4	5	48
153	3	4	5	5	4	5	4	4	5	5	4	4	52
154	4	4	3	3	4	4	4	5	4	4	5	4	48
155	3	3	4	4	5	4	4	4	4	4	5	3	47
156	3	4	3	3	5	3	5	4	3	3	4	4	44
157	4	3	4	3	4	4	5	3	3	4	4	3	44
158	4	2	4	3	4	4	4	4	3	3	4	2	41
159	3	4	3	3	4	4	4	4	3	3	4	4	43
160	3	4	3	3	4	3	4	4	3	3	4	4	42
161	5	4	5	4	3	5	4	3	5	4	4	4	50
162	4	5	5	4	4	5	3	5	5	5	4	5	54
163	2	5	3	3	4	3	4	5	2	3	3	5	42
164	5	3	3	3	4	3	4	3	3	3	4	3	41
165	3	4	4	3	4	4	4	3	4	3	5	4	45
166	5	4	4	5	3	5	4	4	5	4	3	4	50
167	3	4	4	4	5	4	3	5	4	4	5	4	49
168	3	4	4	3	5	5	5	4	5	5	4	4	51
169	4	4	4	4	3	4	5	5	5	5	3	4	50
170	3	4	3	3	3	3	4	4	3	3	3	3	39
171	3	2	2	3	4	3	3	3	2	3	3	2	33
172	4	3	4	4	2	4	4	3	4	4	4	3	43
173	3	4	3	3	3	3	2	4	4	3	4	4	40
174	2	4	3	3	3	4	3	3	3	3	3	4	38
175	3	3	3	3	4	3	3	4	3	3	4	3	39

176	4	4	4	4	5	5	4	3	3	4	4	4	48
177	2	4	2	3	3	3	5	5	3	3	4	4	41
178	3	4	4	3	2	4	3	3	2	3	4	4	39
179	3	4	3	2	4	3	2	4	3	3	4	4	39
180	3	3	4	4	4	4	4	3	4	2	4	3	42

Lampiran 3

Hasil Jawaban Karakteristik Responden

Statistics

		Jenis Kelamin	Usia	Pekerjaan	Kunjungan	Produk
N	Valid	180	180	180	180	180
	Missing	0	0	0	0	0

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	31	17,2	17,2	17,2
	Perempuan	149	82,8	82,8	100,0
	Total	180	100,0	100,0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 23 th	121	67,2	67,2	67,2
	24 - 30 th	47	26,1	26,1	93,3
	31 -35 th	12	6,7	6,7	100,0
	Total	180	100,0	100,0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	108	60,0	60,0	60,0
	Pegawai Negri/Swasta	54	30,0	30,0	90,0
	lainnya	18	10,0	10,0	100,0
	Total	180	100,0	100,0	

Kunjungan

	Frequency	Percent	Valid Percent	Cumulative Percent
Dua kali dalam sebulan	132	73,3	73,3	73,3
Tiga kali dalam sebulan	18	10,0	10,0	83,3
Valid Lebih dari tiga kali dalam sebulan	30	16,7	16,7	100,0
Total	180	100,0	100,0	

Produk

	Frequency	Percent	Valid Percent	Cumulative Percent
Baju	63	35,0	35,0	35,0
Celana	8	4,4	4,4	39,4
Sepatu	20	11,1	11,1	50,6
Tas	16	8,9	8,9	59,4
Valid Hijab	7	3,9	3,9	63,3
Aksesoris	41	22,8	22,8	86,1
Kosmetik	25	13,9	13,9	100,0
Total	180	100,0	100,0	

Lampiran 4

1. Hasil Jawaban Responden Variabel *Electronic Word of Mouth*

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju	12	6,7	6,7	6,7
Netral	26	14,4	14,4	21,1
Valid Setuju	114	63,3	63,3	84,4
Sangat Setuju	28	15,6	15,6	100,0
Total	180	100,0	100,0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju	2	1,1	1,1	1,1
Tidak Setuju	11	6,1	6,1	7,2
Valid Netral	35	19,4	19,4	26,7
Setuju	109	60,6	60,6	87,2
Sangat Setuju	23	12,8	12,8	100,0
Total	180	100,0	100,0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju	3	1,7	1,7	1,7
Tidak Setuju	22	12,2	12,2	13,9
Valid Netral	86	47,8	47,8	61,7
Setuju	62	34,4	34,4	96,1
Sangat Setuju	7	3,9	3,9	100,0
Total	180	100,0	100,0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	3	1,7	1,7	1,7
Tidak Setuju	18	10,0	10,0	11,7
Netral	95	52,8	52,8	64,4
Setuju	53	29,4	29,4	93,9
Sangat Setuju	11	6,1	6,1	100,0
Total	180	100,0	100,0	

X1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	1	,6	,6	,6
Tidak Setuju	4	2,2	2,2	2,8
Netral	39	21,7	21,7	24,4
Setuju	108	60,0	60,0	84,4
Sangat Setuju	28	15,6	15,6	100,0
Total	180	100,0	100,0	

X1.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak Setuju	6	3,3	3,3	3,3
Netral	51	28,3	28,3	31,7
Setuju	94	52,2	52,2	83,9
Sangat Setuju	29	16,1	16,1	100,0
Total	180	100,0	100,0	

X1.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	12	6,7	6,7	6,7
Tidak Setuju	66	36,7	36,7	43,3
Netral	34	18,9	18,9	62,2
Setuju	52	28,9	28,9	91,1
Sangat Setuju	16	8,9	8,9	100,0
Total	180	100,0	100,0	

X1.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	12	6,7	6,7	6,7
Tidak Setuju	65	36,1	36,1	42,8
Netral	28	15,6	15,6	58,3
Setuju	59	32,8	32,8	91,1
Sangat Setuju	16	8,9	8,9	100,0
Total	180	100,0	100,0	

2. Hasil Jawaban Responden Variabel *Brand Ambassador*

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak Setuju	13	7,2	7,2	7,2
Netral	26	14,4	14,4	21,7
Setuju	110	61,1	61,1	82,8
Sangat Setuju	31	17,2	17,2	100,0
Total	180	100,0	100,0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	2	1,1	1,1	1,1
Tidak Setuju	11	6,1	6,1	7,2
Netral	35	19,4	19,4	26,7
Setuju	106	58,9	58,9	85,6
Sangat Setuju	26	14,4	14,4	100,0
Total	180	100,0	100,0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	3	1,7	1,7	1,7
Tidak Setuju	23	12,8	12,8	14,4
Netral	85	47,2	47,2	61,7
Setuju	60	33,3	33,3	95,0
Sangat Setuju	9	5,0	5,0	100,0
Total	180	100,0	100,0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	4	2,2	2,2	2,2
Tidak Setuju	17	9,4	9,4	11,7
Netral	95	52,8	52,8	64,4
Setuju	55	30,6	30,6	95,0
Sangat Setuju	9	5,0	5,0	100,0
Total	180	100,0	100,0	

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju	1	,6	,6	,6
Tidak Setuju	4	2,2	2,2	2,8
Netral	39	21,7	21,7	24,4
Setuju	103	57,2	57,2	81,7
Sangat Setuju	33	18,3	18,3	100,0
Total	180	100,0	100,0	

X2.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju	6	3,3	3,3	3,3
Netral	51	28,3	28,3	31,7
Setuju	93	51,7	51,7	83,3
Sangat Setuju	30	16,7	16,7	100,0
Total	180	100,0	100,0	

X2.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju	4	2,2	2,2	2,2
Tidak Setuju	15	8,3	8,3	10,6
Netral	34	18,9	18,9	29,4
Setuju	95	52,8	52,8	82,2
Sangat Setuju	32	17,8	17,8	100,0
Total	180	100,0	100,0	

X2.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju	4	2,2	2,2	2,2
Tidak Setuju	10	5,6	5,6	7,8
Netral	51	28,3	28,3	36,1
Setuju	88	48,9	48,9	85,0
Sangat Setuju	27	15,0	15,0	100,0
Total	180	100,0	100,0	

3. Hasil Jawaban Responden Variabel Persepsi Nilai

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju	17	9,4	9,4	9,4
Netral	89	49,4	49,4	58,9
Setuju	51	28,3	28,3	87,2
Sangat Setuju	23	12,8	12,8	100,0
Total	180	100,0	100,0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju	2	1,1	1,1	1,1
Tidak Setuju	11	6,1	6,1	7,2
Netral	35	19,4	19,4	26,7
Setuju	101	56,1	56,1	82,8
Sangat Setuju	31	17,2	17,2	100,0
Total	180	100,0	100,0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	3	1,7	1,7	1,7
Tidak Setuju	23	12,8	12,8	14,4
Netral	85	47,2	47,2	61,7
Setuju	58	32,2	32,2	93,9
Sangat Setuju	11	6,1	6,1	100,0
Total	180	100,0	100,0	

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	4	2,2	2,2	2,2
Tidak Setuju	17	9,4	9,4	11,7
Netral	95	52,8	52,8	64,4
Setuju	53	29,4	29,4	93,9
Sangat Setuju	11	6,1	6,1	100,0
Total	180	100,0	100,0	

X3.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	1	,6	,6	,6
Tidak Setuju	4	2,2	2,2	2,8
Netral	39	21,7	21,7	24,4
Setuju	99	55,0	55,0	79,4
Sangat Setuju	37	20,6	20,6	100,0
Total	180	100,0	100,0	

X3.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju	6	3,3	3,3	3,3
Netral	51	28,3	28,3	31,7
Valid Setuju	91	50,6	50,6	82,2
Sangat Setuju	32	17,8	17,8	100,0
Total	180	100,0	100,0	

X3.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju	6	3,3	3,3	3,3
Netral	35	19,4	19,4	22,8
Valid Setuju	103	57,2	57,2	80,0
Sangat Setuju	36	20,0	20,0	100,0
Total	180	100,0	100,0	

X3.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju	6	3,3	3,3	3,3
Netral	49	27,2	27,2	30,6
Valid Setuju	94	52,2	52,2	82,8
Sangat Setuju	31	17,2	17,2	100,0
Total	180	100,0	100,0	

4. Hasil Jawaban Responden Variabel Keputusan Pembelian

Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju	18	10,0	10,0	10,0
Netral	109	60,6	60,6	70,6
Valid Setuju	32	17,8	17,8	88,3
Sangat Setuju	21	11,7	11,7	100,0
Total	180	100,0	100,0	

Y2

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju	1	,6	,6	,6
Tidak Setuju	10	5,6	5,6	6,1
Valid Netral	40	22,2	22,2	28,3
Setuju	98	54,4	54,4	82,8
Sangat Setuju	31	17,2	17,2	100,0
Total	180	100,0	100,0	

Y3

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju	12	6,7	6,7	6,7
Netral	74	41,1	41,1	47,8
Valid Setuju	77	42,8	42,8	90,6
Sangat Setuju	17	9,4	9,4	100,0
Total	180	100,0	100,0	

Y4

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju	6	3,3	3,3	3,3
Netral	100	55,6	55,6	58,9
Valid Setuju	61	33,9	33,9	92,8
Sangat Setuju	13	7,2	7,2	100,0
Total	180	100,0	100,0	

Y5

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju	1	,6	,6	,6
Tidak Setuju	3	1,7	1,7	2,2
Valid Netral	34	18,9	18,9	21,1
Setuju	103	57,2	57,2	78,3
Sangat Setuju	39	21,7	21,7	100,0
Total	180	100,0	100,0	

Y6

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju	7	3,9	3,9	3,9
Netral	50	27,8	27,8	31,7
Valid Setuju	91	50,6	50,6	82,2
Sangat Setuju	32	17,8	17,8	100,0
Total	180	100,0	100,0	

Y7

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju	4	2,2	2,2	2,2
Netral	29	16,1	16,1	18,3
Valid Setuju	107	59,4	59,4	77,8
Sangat Setuju	40	22,2	22,2	100,0
Total	180	100,0	100,0	

Y8

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju	7	3,9	3,9	3,9
Netral	48	26,7	26,7	30,6
Valid Setuju	92	51,1	51,1	81,7
Sangat Setuju	33	18,3	18,3	100,0
Total	180	100,0	100,0	

Y9

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju	7	3,9	3,9	3,9
Tidak Setuju	14	7,8	7,8	11,7
Valid Netral	82	45,6	45,6	57,2
Setuju	45	25,0	25,0	82,2
Sangat Setuju	32	17,8	17,8	100,0
Total	180	100,0	100,0	

Y10

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju	4	2,2	2,2	2,2
Tidak Setuju	1	,6	,6	2,8
Valid Netral	107	59,4	59,4	62,2
Setuju	47	26,1	26,1	88,3
Sangat Setuju	21	11,7	11,7	100,0
Total	180	100,0	100,0	

Y11

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju	1	,6	,6	,6
Tidak Setuju	3	1,7	1,7	2,2
Netral	33	18,3	18,3	20,6
Valid Setuju	106	58,9	58,9	79,4
Sangat Setuju	37	20,6	20,6	100,0
Total	180	100,0	100,0	

Y12

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju	7	3,9	3,9	3,9
Netral	50	27,8	27,8	31,7
Valid Setuju	89	49,4	49,4	81,1
Sangat Setuju	34	18,9	18,9	100,0
Total	180	100,0	100,0	

	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,673**	,904**	,869**	,862**	,910**	,856**	,916**	,889**	1
X2	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

	X3 P1	X3 P2	X3 P3	X3 P4	X3 P5	X3 P6	X3 P7	X3 P8	TOTAL X3
X3 Pearson Correlation	1	,624**	,617*	,579**	,677**	,715**	,731**	,549**	,772**
P1 Sig. (1-tailed)		,000	,000	,000	,000	,000	,000	,001	,000
N	30	30	30	30	30	30	30	30	30
X3 Pearson Correlation	,624*	1	,779*	,686**	,798**	,859**	,765**	,826**	,906**
P2 Sig. (1-tailed)	,000		,000	,000	,000	,000	,000	,000	,000
N	30	30	30	30	30	30	30	30	30
X3 Pearson Correlation	,617*	,779**	1	,722**	,843**	,775**	,753**	,706**	,892**
P3 Sig. (1-tailed)	,000	,000		,000	,000	,000	,000	,000	,000
N	30	30	30	30	30	30	30	30	30
X3 Pearson Correlation	,579*	,686**	,722*	1	,781**	,722**	,657**	,570**	,833**
P4 Sig. (1-tailed)	,000	,000	,000		,000	,000	,000	,001	,000
N	30	30	30	30	30	30	30	30	30
X3 Pearson Correlation	,677*	,798**	,843*	,781**	1	,845**	,815**	,712**	,930**
P5 Sig. (1-tailed)	,000	,000	,000	,000		,000	,000	,000	,000
N	30	30	30	30	30	30	30	30	30
X3 Pearson Correlation	,715*	,859**	,775*	,722**	,845**	1	,842**	,728**	,924**
P6 Sig. (1-tailed)	,000	,000	,000	,000	,000		,000	,000	,000
N	30	30	30	30	30	30	30	30	30
X3 Pearson Correlation	,731*	,765**	,753*	,657**	,815**	,842**	1	,806**	,901**
P7 Sig. (1-tailed)	,000	,000	,000	,000	,000	,000		,000	,000
N	30	30	30	30	30	30	30	30	30
X3 Pearson Correlation	,549*	,826**	,706*	,570**	,712**	,728**	,806**	1	,836**
P8 Sig. (1-tailed)	,001	,000	,000	,001	,000	,000	,000		,000
N	30	30	30	30	30	30	30	30	30
TO Pearson Correlation	,772*	,906**	,892*	,833**	,930**	,924**	,901**	,836**	1
L Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
X3 N	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

		Y1 P1	Y1 P2	Y1 P3	Y1 P4	Y1 P5	Y1 P6	Y1 P7	Y1 P8	Y1 P9	Y1 P10	Y1 P11	Y1 P12	TOTAL Y1
Y1 P1	Pearson Correlation	1	,379	,707	,077	,596	,704	,387	,260	,684	,638	,450	,419	,763
	Sig. (1-tailed)		,020	,000	,000	,000	,000	,017	,083	,000	,000	,006	,011	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1 P2	Pearson Correlation	,379	1	,490	,449	,650	,612	,625	,684	,581	,208	,465	,807	,747
	Sig. (1-tailed)	,020		,003	,006	,000	,000	,000	,000	,000	,135	,005	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1 P3	Pearson Correlation	,707	,490	1	,691	,764	,839	,522	,406	,696	,559	,499	,452	,831
	Sig. (1-tailed)	,000	,003		,000	,000	,000	,002	,013	,000	,001	,003	,006	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1 P4	Pearson Correlation	,677	,449	,691	1	,707	,803	,541	,510	,695	,383	,545	,438	,806
	Sig. (1-tailed)	,000	,006	,000		,000	,000	,001	,002	,000	,018	,001	,008	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1 P5	Pearson Correlation	,596	,650	,764	,707	1	,789	,563	,517	,604	,302	,552	,671	,830
	Sig. (1-tailed)	,000	,000	,000	,000		,000	,001	,002	,000	,052	,001	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1 P6	Pearson Correlation	,704	,612	,839	,803	,789	1	,673	,639	,711	,447	,683	,598	,918
	Sig. (1-tailed)	,000	,000	,000	,000	,000		,000	,000	,000	,007	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1 P7	Pearson Correlation	,387	,625	,522	,541	,563	,673	1	,564	,520	,323	,824	,461	,744
	Sig. (1-tailed)	,017	,000	,002	,001	,001	,000		,001	,002	,041	,000	,005	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1 P8	Pearson Correlation	,260	,684	,406	,510	,517	,639	,564	1	,321	,207	,606	,631	,673
	Sig. (1-tailed)	,083	,000	,013	,002	,002	,000	,001		,042	,137	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1 P9	Pearson Correlation	,684	,581	,696	,695	,604	,711	,520	,321	1	,482	,497	,581	,813
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,002	,042		,003	,003	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1 P10	Pearson Correlation	,638	,208	,559	,383	,302	,447	,323	,207	,482	1	,441	,259	,588
	Sig. (1-tailed)	,000	,135	,001	,018	,052	,007	,041	,137	,003		,007	,084	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1 P11	Pearson Correlation	,450	,465	,499	,545	,552	,683	,824	,606	,497	,441	1	,551	,760
	Sig. (1-tailed)	,006	,005	,003	,001	,001	,000	,000	,000	,003	,007		,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1 P12	Pearson Correlation	,419	,807	,452	,438	,671	,598	,461	,631	,581	,259	,551	1	,743
	Sig. (1-tailed)	,011	,000	,008	,008	,000	,000	,005	,000	,000	,084	,001		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL Y1	Pearson Correlation	,763	,747	,831	,806	,830	,918	,744	,673	,813	,588	,760	,743	1
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (1-tailed).

**. Correlation is significant at the 0.01 level (1-tailed).

2. 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
,785	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
,948	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
,953	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
,934	12

Lampiran 6

1. Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

	E-wom	Brand Ambassador	Persepsi Nilai	Keputusan Pembelian
N	180	180	180	180
Mean	27,87	29,38	29,36	44,49
Normal Parameters ^{a,b}				
Std. Deviation	2,988	2,988	2,853	4,734
Most Extreme Differences				
Absolute	,094	,093	,095	,074
Positive	,094	,085	,077	,074
Negative	-,052	-,093	-,095	-,054
Kolmogorov-Smirnov Z	1,262	1,253	1,273	,999
Asymp. Sig. (2-tailed)	,083	,086	,078	,271

a. Test distribution is Normal.

b. Calculated from data.

2. Hasil Uji Homogenitas

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
E-wom	,719	19	155	,795
Brand Ambassador	1,493	19	155	,095
Persepsi Nilai	1,184	19	155	,278

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
E-wom	Between Groups	305,768	24	12,740	1,528	,066
	Within Groups	1292,293	155	8,337		
	Total	1598,061	179			
Brand Ambassador	Between Groups	247,058	24	10,294	1,181	,268
	Within Groups	1351,492	155	8,719		
	Total	1598,550	179			
Persepsi Nilai	Between Groups	574,908	24	23,954	4,208	,000
	Within Groups	882,337	155	5,692		
	Total	1457,244	179			

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Keputusan Pembelian * E-wom	180	100,0%	0	0,0%	180	100,0%
Keputusan Pembelian * Brand Ambassador	180	100,0%	0	0,0%	180	100,0%
Keputusan Pembelian * Persepsi Nilai	180	100,0%	0	0,0%	180	100,0%

3. Hasil Uji Linieritas

Report

Keputusan Pembelian

E-wom	Mean	N	Std. Deviation
21	32,00	1	.
22	44,80	5	2,683
23	39,00	3	1,000
24	42,25	12	4,159
25	43,42	19	4,363
26	45,00	23	5,009
27	43,73	22	5,082
28	45,12	25	3,767
29	44,22	18	5,579
30	44,64	22	4,348
31	44,88	8	2,850
32	50,43	7	3,207
33	46,57	7	3,552
34	43,50	4	8,062
35	47,67	3	3,512
36	45,00	1	.
Total	44,49	180	4,734

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			672,120	15	44,808	2,201	,008
Keputusan Pembelian * E-wom	Between Groups	Linearity	239,956	1	239,956	11,786	,001
		Deviation from Linearity	432,165	14	30,869	1,516	,110
	Within Groups		3338,857	164	20,359		
	Total		4010,978	179			

Measures of Association

	R	R Squared	Eta	Eta Squared
Keputusan Pembelian * E-wom	,245	,060	,409	,168

Report

Keputusan Pembelian

Brand Ambassador	Mean	N	Std. Deviation
21	35,00	1	.
22	48,00	1	.
23	40,75	4	6,344
24	43,50	4	6,137
25	42,80	5	6,611
26	42,82	17	4,503
27	44,29	14	4,953
28	44,22	18	4,023
29	43,89	28	4,272
30	43,68	28	4,722
31	46,57	21	4,319
32	45,45	11	5,871
33	46,27	11	3,952
34	45,71	7	5,187
35	47,57	7	3,599
36	46,00	3	1,000
Total	44,49	180	4,734

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			474,008	15	31,601	1,465	,124
Keputusan Pembelian * Brand Ambassador	Between Groups	Linearity	280,203	1	280,203	12,992	,000
		Deviation from Linearity	193,806	14	13,843	,642	,827
	Within Groups		3536,969	164	21,567		
	Total		4010,978	179			

Measures of Association

	R	R Squared	Eta	Eta Squared
Keputusan Pembelian * Brand Ambassador	,264	,070	,344	,118

Report

Keputusan Pembelian

Persepsi Nilai	Mean	N	Std. Deviation
21	41,50	2	2,121
22	33,00	1	.
23	34,00	1	.
24	41,50	2	2,121
25	40,56	9	4,275
26	43,00	14	2,774
27	42,31	16	3,572
28	42,26	19	3,928
29	44,37	30	3,479
30	43,96	26	5,157
31	47,14	21	4,127
32	46,00	15	3,982
33	46,82	11	3,763
34	49,33	6	5,007
35	50,60	5	2,408
36	56,00	1	.
37	54,00	1	.
Total	44,49	180	4,734

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			1417,965	16	88,623	5,571	,000
Keputusan Pembelian * Persepsi Nilai	Between Groups	Linearity	1143,209	1	1143,209	71,864	,000
		Deviation from Linearity	274,755	15	18,317	1,151	,315
	Within Groups		2593,013	163	15,908		
Total			4010,978	179			

4. Hasil Uji Multikolinier

Measures of Association

	R	R Squared	Eta	Eta Squared
Keputusan Pembelian * Persepsi Nilai	,534	,285	,595	,354

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Persepsi Nilai, E-wom, Brand Ambassador ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,573 ^a	,328	,316	3,914

a. Predictors: (Constant), Persepsi Nilai, E-wom, Brand Ambassador

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1314,782	3	438,261	28,608	,000 ^b
	Residual	2696,196	176	15,319		
	Total	4010,978	179			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Persepsi Nilai, E-wom, Brand Ambassador

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8,683	4,211		2,062	,041	
	E-wom	,212	,102	,134	2,073	,040	,919
	Brand Ambassador	,211	,103	,133	2,047	,042	,905
	Persepsi Nilai	,808	,105	,487	7,678	,000	,950

a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	E-wom	Brand Ambassador	Persepsi Nilai
1	1	3,980	1,000	,00	,00	,00	,00
	2	,009	21,291	,01	,65	,00	,44
	3	,008	22,906	,00	,20	,83	,19
	4	,004	33,405	,99	,14	,17	,37

a. Dependent Variable: Keputusan Pembelian

5. Hasil Uji Regresi Linier Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Persepsi Nilai, E-wom, Brand Ambassador ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,573 ^a	,328	,316	3,914

a. Predictors: (Constant), Persepsi Nilai, E-wom, Brand Ambassador

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1314,782	3	438,261	28,608	,000 ^b
	Residual	2696,196	176	15,319		
	Total	4010,978	179			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Persepsi Nilai, E-wom, Brand Ambassador

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,683	4,211		2,062	,041
	E-wom	,212	,102	,134	2,073	,040
	Brand Ambassador	,211	,103	,133	2,047	,042
	Persepsi Nilai	,808	,105	,487	7,678	,000

a. Dependent Variable: Keputusan Pembelian