

## **Lampiran I**

### **KUISIONER PENELITIAN**

Perihal: Mohon bantuan pengisian kuisisioner  
Kepada Yth.  
Bapak/Ibu/Saudara/i  
Pengguna Aplikasi Musik Spotify di Bandar Lampung  
Di Tempat

Om Swastyastu

Dengan hormat,

Dalam rangka penelitian untuk keperluan skripsi yang berjudul “Pengaruh *Electronic word of mouth* dan *Brand image* Terhadap Keputusan Penggunaan Aplikasi Musik Spotify”, dengan ini saya:

Nama: Sayu Putu Devi Rindi Antika

NPM: 1812110502

Memohon bantuan kepada Bapak/Ibu/Saudara/I pengguna aplikasi musik Spotify di Bandar Lampung untuk mengisi kuisisioner penelitian yang terlampir dalam rangka mendukung penelitian ini dengan jujur dan benar. Data atau informasi yang terkumpul akan saya jaga kerahasiannya dan di gunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian dan bantuannya saya ucapkan terimakasih. Om Santih, Santih, Santih Om

Bandar Lampung, Februari 2022

Peneliti

Sayu Putu Devi Rindi Antika  
NPM. 1812110502

A. PETUNJUK PENGISIAN

1. Pilihlah salah satu jawaban yang Bapak/Ibu/Saudara/I yang dianggap paling sesuai dengan memberikan tanda (√) pada kotak yang disediakan.
2. Setiap pertanyaan hanya membutuhkan satu jawaban saja.
3. Mohon untuk memberikan jawaban yang sebenarnya dengan lengkap.
4. Pilihan jawaban yang tersedia adalah
  - SS = Sangat Setuju
  - S = Setuju
  - CS = Cukup Setuju
  - TS = Tidak Setuju
  - STS = Sangat Tidak Setuju

## B. IDENTIFIKASI RESPONDEN

Nama:

Usia :

- 11-20 Tahun
- 21-30 Tahun
- 31-40 Tahun
- > 40 Tahun

Pekerjaan:

- Pelajar
- Mahasiswa
- Pegawai Negeri Sipil
- Rumah Tangga
- Pegawai Swasta
- Wiraswasta
- Professional (Dokter, Pengacara, dll)
- Lain-lain:

Jenis Kelamin:

- Perempuan
- Laki-laki

Apakah anda menggunakan aplikasi musik Spotify:

- Iya, menggunakan
- Tidak, jika tidak menggunakan hentikan pengisian saat ini

## C. DAFTAR PERNYATAAN

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

No	Pernyataan	SS	S	CS	TS	STS
<b>Insensitas (<i>Intensity</i>)</b>						
1.	Saya mengetahui informasi mengenai spotify melalui media sosial					
2.	Saya sering berinteraksi dengan sesama pengguna media sosial					
3.	Banyaknya ulasan yang ditulis oleh pengguna media sosial mengenai aplikasi musik spotify					
<b>Valensi pendapat (<i>Valence of opinion</i>)</b>						
4.	Melalui media sosial saya mendapatkan informasi pengalaman positif orang lain terhadap aplikasi music spotify					
5.	Melalui media sosial saya mendapat informasi pengalaman negatif orang lain terhadap aplikasi musik spotify					
6.	Melalui media sosial saya mendapatkan rekomendasi dari orang lain yang berkaitan dengan aplikasi musik spotify					
<b>Konten atau isi (<i>Content</i>)</b>						
7.	Melalui media sosial saya mengetahui informasi tentang aplikasi musik spotify					
8.	Melalui media sosial saya mengetahui bahwa spotify memiliki banyak varian lagu					

2. Variabel *Brand image* (X2)

No	Pernyataan	SS	S	CS	TS	STS
<b>Kekuatan (<i>Strengthness</i>)</b>						
1.	Logo spotify mempunyai desain dan warna yang menarik					
2.	Tagline yang dimiliki spotify mudah diingat membuat gen Y, Z, dan Alpha menggunakan spotify					
<b>Keunikan (<i>Uniqueness</i>)</b>						
3.	Penggunaan spotify lebih sedikit membutuhkan ruang penyimpanan					
4.	Spotify memiliki fitur yang lebih banyak dibandingkan aplikasi musik lain					
<b>Kesukaan (<i>Favorable</i>)</b>						
5.	Menggunakan spotify tidak banyak iklan atau poster yang muncul					

### 3. Variabel Keputusan Penggunaan (Y)

No	Pernyataan	SS	S	CS	TS	STS
<b>Pilihan Produk</b>						
1.	Menggunakan aplikasi musik spotify karena memiliki ruang penyimpanan yang cukup					
<b>Pilihan Merek</b>						
2.	Diantara berbagai jenis aplikasi music, spotify dipilih karena memiliki fitur yang lebih banyak					
3.	Dari berbagai macam aplikasi music, saya memilih spotify karena ada fitur podcast, serta tidak banyak berisi iklan					
<b>Pilihan Penyalur</b>						
4.	Menggunakan aplikasi spotify berdasarkan informasi pada media sosial dan teman					
<b>Waktu</b>						
5.	Menggunakan aplikasi musik untuk sekedar hiburan					
6.	Mendengarkan aplikasi musik spotify cocok saat dimana saja dan kapan saja					

## Lampiran II (Hasil Jawaban Responden)

No	E1	E2	E3	E4	E5	E6	E7	E8	E	B1	B2	B3	B4	B5	B	K1	K2	K3	K4	K5	K6	K
1	3	2	1	5	5	5	2	3	26	4	5	3	4	3	19	3	3	3	3	3	5	20
2	4	4	3	2	2	2	2	3	22	4	4	4	5	4	21	3	3	2	3	2	2	15
3	4	5	5	3	5	3	5	4	34	5	4	4	4	4	21	5	5	5	5	3	5	28
4	2	3	4	4	3	3	3	3	25	4	4	3	4	3	18	4	2	2	2	3	2	15
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### Lampiran III (Hasil Uji Frekuensi)

#### Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
> 40 Tahun	4	4.0	4.0	4.0
11-20 Tahun	22	22.0	22.0	26.0
Valid 21-30 Tahun	51	51.0	51.0	77.0
31-40 Tahun	23	23.0	23.0	100.0
Total	100	100.0	100.0	

#### Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Ibu Rumah Tangga	6	6.0	6.0	6.0
Lain-lain	8	8.0	8.0	14.0
Mahasiswa	21	21.0	21.0	35.0
Pegawai Negeri Sipil	10	10.0	10.0	45.0
Valid Pegawai Swasta	18	18.0	18.0	63.0
Pelajar	11	11.0	11.0	74.0
Professional	10	10.0	10.0	84.0
Wiraswasta	16	16.0	16.0	100.0
Total	100	100.0	100.0	

#### Jenis\_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-Laki	45	45.0	45.0	45.0
Valid Perempuan	55	55.0	55.0	100.0
Total	100	100.0	100.0	

#### E1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	21	21.0	21.0	22.0
Valid 4	48	48.0	48.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

#### E2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	18	18.0	18.0	23.0
Valid 4	33	33.0	33.0	56.0
5	44	44.0	44.0	100.0
Total	100	100.0	100.0	



**E3**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	8	8.0	8.0	9.0
3	30	30.0	30.0	39.0
Valid 4	33	33.0	33.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

**E4**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	8	8.0	8.0	10.0
Valid 3	23	23.0	23.0	33.0
4	33	33.0	33.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

**E5**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	32	32.0	32.0	35.0
Valid 4	37	37.0	37.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

**E6**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
Valid 3	21	21.0	21.0	29.0
4	38	38.0	38.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

**E7**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	16	16.0	16.0	22.0
Valid 4	35	35.0	35.0	57.0
5	43	43.0	43.0	100.0
Total	100	100.0	100.0	

**E8**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	2	2.0	2.0	3.0
Valid 3	40	40.0	40.0	43.0
4	31	31.0	31.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

**B1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	24	24.0	24.0	29.0
Valid 4	30	30.0	30.0	59.0
5	41	41.0	41.0	100.0
Total	100	100.0	100.0	

**B2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	10	10.0	10.0	15.0
Valid 4	48	48.0	48.0	63.0
5	37	37.0	37.0	100.0
Total	100	100.0	100.0	

**B3**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	31	31.0	31.0	37.0
Valid 4	33	33.0	33.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

**B4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	7	7.0	7.0	8.0
Valid 4	44	44.0	44.0	52.0
5	48	48.0	48.0	100.0
Total	100	100.0	100.0	

**B5**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	21	21.0	21.0	22.0
Valid 4	38	38.0	38.0	60.0
5	40	40.0	40.0	100.0
Total	100	100.0	100.0	

**K1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	12	12.0	12.0	13.0
Valid 4	39	39.0	39.0	52.0
5	48	48.0	48.0	100.0
Total	100	100.0	100.0	

**K2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	15	15.0	15.0	17.0
Valid 4	45	45.0	45.0	62.0
5	38	38.0	38.0	100.0
Total	100	100.0	100.0	

**K3**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	27	27.0	27.0	30.0
Valid 4	43	43.0	43.0	73.0
5	27	27.0	27.0	100.0
Total	100	100.0	100.0	

**K4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	17	17.0	17.0	18.0
Valid 4	46	46.0	46.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

**K5**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	27	27.0	27.0	31.0
Valid 4	32	32.0	32.0	63.0
5	37	37.0	37.0	100.0
Total	100	100.0	100.0	

**K6**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	23	23.0	23.0	30.0
Valid 4	36	36.0	36.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

### Lampiran IV (Hasil Uji Validitas)

#### Correlations

	E1	E2	E3	E4	E5	E6	E7	E8	E
Pearson Correlation	1	.388*	.274	.346	.329	.435*	.301	.582**	.656**
E1 Sig. (2-tailed)		.034	.143	.061	.076	.016	.106	.001	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.388*	1	.407*	.268	.085	.442*	.852**	.513**	.736**
E2 Sig. (2-tailed)	.034		.025	.152	.656	.015	.000	.004	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.274	.407*	1	.216	.246	.026	.407*	.381	.545**
E3 Sig. (2-tailed)	.143	.025		.251	.190	.891	.025	.038	.002
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.346	.268	.216	1	.503**	.491**	.268	.521**	.666**
E4 Sig. (2-tailed)	.061	.152	.251		.005	.006	.152	.003	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.329	.085	.246	.503**	1	.314	.247	.556**	.587**
E5 Sig. (2-tailed)	.076	.656	.190	.005		.091	.189	.001	.001
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.435*	.442*	.026	.491**	.314	1	.384*	.472**	.683**
E6 Sig. (2-tailed)	.016	.015	.891	.006	.091		.036	.008	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.301	.852**	.407*	.268	.247	.384*	1	.513**	.736**
E7 Sig. (2-tailed)	.106	.000	.025	.152	.189	.036		.004	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.582**	.513**	.381	.521**	.556**	.472**	.513**	1	.817**
E8 Sig. (2-tailed)	.001	.004	.038	.003	.001	.008	.004		.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.656**	.736**	.545**	.666**	.587**	.683**	.736**	.817**	1
E Sig. (2-tailed)	.000	.000	.002	.000	.001	.000	.000	.000	
N	30	30	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).

#### Correlations

	B1	B2	B3	B4	B5	B
Pearson Correlation	1	.316	.299	.438	.509**	.690**
B1 Sig. (2-tailed)		.089	.108	.015	.004	.000
N	30	30	30	30	30	30
Pearson Correlation	.316	1	.324	.418*	.340	.640**
B2 Sig. (2-tailed)	.089		.081	.021	.066	.000
N	30	30	30	30	30	30
Pearson Correlation	.299	.324	1	.526**	.762**	.774**
B3 Sig. (2-tailed)	.108	.081		.003	.000	.000
N	30	30	30	30	30	30
Pearson Correlation	.438	.418	.526**	1	.683**	.796**
B4 Sig. (2-tailed)	.015	.021	.003		.000	.000
N	30	30	30	30	30	30
Pearson Correlation	.509**	.340	.762**	.683**	1	.872**
B5 Sig. (2-tailed)	.004	.066	.000	.000		.000
N	30	30	30	30	30	30
Pearson Correlation	.690**	.640**	.774**	.796**	.872**	1
B Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	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).

**Correlations**

	K1	K2	K3	K4	K5	K6	K
K1 Pearson Correlation	1	.468**	.348	.432	.516**	.356	.637**
K1 Sig. (2-tailed)		.009	.060	.017	.004	.054	.000
K1 N	30	30	30	30	30	30	30
K2 Pearson Correlation	.468**	1	.795**	.705**	.464**	.624**	.848**
K2 Sig. (2-tailed)	.009		.000	.000	.010	.000	.000
K2 N	30	30	30	30	30	30	30
K3 Pearson Correlation	.348	.795**	1	.787**	.516**	.639**	.860**
K3 Sig. (2-tailed)	.060	.000		.000	.003	.000	.000
K3 N	30	30	30	30	30	30	30
K4 Pearson Correlation	.432	.705**	.787**	1	.441*	.560**	.820**
K4 Sig. (2-tailed)	.017	.000	.000		.015	.001	.000
K4 N	30	30	30	30	30	30	30
K5 Pearson Correlation	.516**	.464**	.516**	.441*	1	.628**	.762**
K5 Sig. (2-tailed)	.004	.010	.003	.015		.000	.000
K5 N	30	30	30	30	30	30	30
K6 Pearson Correlation	.356	.624**	.639**	.560**	.628**	1	.820**
K6 Sig. (2-tailed)	.054	.000	.000	.001	.000		.000
K6 N	30	30	30	30	30	30	30
K Pearson Correlation	.637**	.848**	.860**	.820**	.762**	.820**	1
K Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
K 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 <sup>a</sup>	0	.0
	Total	30	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.823	8

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.805	5

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.880	6

## Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		E	B	K
N		100	100	100
Normal Parameters <sup>a,b</sup>	Mean	31.69	20.67	24.63
	Std. Deviation	5.374	3.005	3.716
Most Extreme Differences	Absolute	.129	.116	.126
	Positive	.081	.116	.097
	Negative	-.129	-.105	-.126
Kolmogorov-Smirnov Z		1.290	1.163	1.258
Asymp. Sig. (2-tailed)		.072	.134	.085

a. Test distribution is Normal.

b. Calculated from data.

## Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
K * E	(Combined)	605.921	16	37.870	4.128	.000
	Between Groups Linearity	375.018	1	375.018	40.881	.000
	Deviation from Linearity	230.903	15	15.394	1.678	.071
Within Groups		761.389	83	9.173		
Total		1367.310	99			

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
K * B	(Combined)	646.537	12	53.878	6.503	.000
	Between Groups Linearity	491.316	1	491.316	59.304	.000
	Deviation from Linearity	155.221	11	14.111	1.703	.086
Within Groups		720.773	87	8.285		
Total		1367.310	99			

## Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.865	2.162		2.250	.027	
	E	.244	.055	.352	4.426	.000	.868
	B	.583	.098	.471	5.922	.000	.868

a. Dependent Variable: K



## Lampiran IX (Hasil Uji Regresi Berganda)

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.683 <sup>a</sup>	.467	.456	2.741

a. Predictors: (Constant), B, E

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.865	2.162		2.250	.027
	E	.244	.055	.352	4.426	.000
	B	.583	.098	.471	5.922	.000

a. Dependent Variable: K

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	638.502	2	319.251	42.490	.000 <sup>b</sup>
	Residual	728.808	97	7.513		
	Total	1367.310	99			

a. Dependent Variable: K

b. Predictors: (Constant), B, E