



Tereakreditasi "A", AKUNTANSI, 056/SK/BAH/1/1/AL/MB/2014
Tereakreditasi "A", MANAJEMEN, 257/SK/BAH/1/1/AL/MB/2013

Penetapan Dosen Pembimbing Skripsi

Semester GASAL Tahun Akademik 2018/2019

Nomor : 1042/BAAK/IX/2018

Setelah memperhatikan Surat Ketua Program Studi tentang usulan dosen pembimbing skripsi dengan ini Ketua STIE Malangkuçewara Malang menetapkan :

Nama : Dr. NUNUNG NURASTUTI UTAMI, SE., M.Si.
Sebagai : Dosen Pembimbing 1
Nama : --
Sebagai : Dosen Pembimbing 2

Untuk mahasiswa berikut

Nama : FERDYAN DWIAGUNG PRAMANA
Nomor Pokok : K.2015.4.33530

Skripsi yang diajukan

Bidang Kajian : MANAJEMEN PEMASARAN
Pokok Bahasan : PERSEPSI KONSUMEN
Tempat/Obyek : -

Judul Skripsi : -

Demikian surat penetapan ini dikeluarkan untuk dilaksanakan dengan sebaiknya.
Penetapan ini berlaku sejak dikeluarkan.

Dikeluarkan di : Malang

Pada Tanggal : 19/10/2018

Ketua Program Studi Manajemen,



Dra. LINDANANTY, MM.
NIK-P.3M : 202.710.194



STIE Malangkuççwara

(Accounting Business Management)

Jl. Terusan Candi Kalasan - Malang Telp. 0341-491813

KARTU BIMBINGAN SKRIPSI BAB.I s.d BAB. III

| BLN/TGL | BAB | PERMASALAHAN | PARAF |
|----------|-----|--------------------|-------|
| Bulan : | | | |
| 9/10/18 | | Jurnal | ✓ |
| 11/12/19 | | Jurnal | ✓ |
| Bulan : | | | |
| | | Cari Jurnal | ✓ |
| | | acc Jurnal | ✓ |
| Bulan : | | | |
| | | perhitungan renes | ✓ |
| | | acc perhitungan | ✓ |
| Bulan : | | | |
| | | | |
| Bulan : | | | |
| | | Acc bab I, II, III | |
| | | | |
| | | | |

Dosen Pembimbing 1

Dosen Pembimbing 2

Nunny N. U.

Catatan:

Bobot Penilaian skripsi oleh pembimbing sebesar 50% dengan kriteria penilaian:

- 6. Ide/inovasi penelitian
- 7. Pemahaman konsep/teori
- 8. Pemahaman Metodologi
- 9. Kemampuan Analisis
- 10. Rutinitas Pembimbingan



Terakreditasi "A", AKUNTANSI, 3233/SK/BAN-PT/Akred/S/II/2018
Terakreditasi "A", MANAJEMEN, 2812/SK/BAN-PT/Akred/S/II/2018

Penetapan Dosen Pembimbing Skripsi

Semester GASAL Tahun Akademik 2018/2019

Nomor : 1042/BAK/IX/2018

Setelah memperhatikan Surat Ketua Program Studi tentang usulan dosen pembimbing skripsi dengan ini Ketua STIE Malangkuçewara Malang menetapkan :

Nama : Dr. NUNUNG NURASTUTI UTAMI, SE., M.Si.
Sebagai : Dosen Pembimbing 1
Nama : -
Sebagai : Dosen Pembimbing 2

Untuk mahasiswa berikut

Nama : FERDYAN DWI AGUNG PRAMANA
Nomor Pokok : K.2015.4.33530
Skripsi yang diajukan
Bidang Kajian : MANAJEMEN PEMASARAN
Pokok Bahasan : PERSEPSI KONSUMEN
Tempat/Obyek : MAHASISWA STIE MALANGKUÇEWARA

Judul Skripsi : PENGARUH CITRA MEREK, KUALITAS PRODUK
PERSEPSI HARGA DAN WORD OF MOUTH TERHADAP
MINAT BELI I PHONE

Demikian surat penetapan ini dikeluarkan untuk dilaksanakan dengan sebaiknya.
Penetapan ini berlaku sejak dikeluarkan.

Dikeluarkan di : Malang

Pada Tanggal : 05/02/2020

Ketua Program Studi Manajemen,



Dra. LINDANANTY, MM.
NIK-P.3M : 202.710.194



STIE Malangkuççwara

(Accounting Business Management)

Jl. Terusan Candi Kalasan - Malang Telp. 0341-491813

KARTU BIMBINGAN SKRIPSI
BAB IV s.d. BAB V

| BLN/TGL | BAB | PERMASALAHAN | PARAF |
|------------|-----|------------------|-------|
| Bulan : | | | |
| 9 Januari | | revisi Angket | pr |
| 12 Januari | | revisi bab IV | pr |
| Bulan : | | | |
| 16 Januari | | Bab IV wawancara | pr |
| 17 Januari | | Ace bab IV | pr |
| Bulan : | | | |
| 29 Januari | | Bab V revisi | pr |
| 30 Januari | | Ace bab V | pr |
| Bulan : | | | |
| 2 Februari | | Ace | |
| Bulan : | | | |
| | | | |
| | | | |
| | | | |

Dosen Pembimbing 1

Nung

Dosen Pembimbing 2

Catatan:

Bobot Penilaian skripsi oleh pembimbing sebesar 50% dengan kriteria penilaian:

6. Ide/inovasi penelitian
7. Pemahaman konsep/teori
8. Pemahaman Metodologi
9. Kemampuan Analisis
10. Rutinitas Pembimbingan

DAFTAR LAMPIRAN

Lampiran

1. Kuisisioner
2. Uji Validitas dan Reliabilitas
3. Descriptive Statistics
4. Hasil Skor Jawaban Responden
5. Distribusi Frekwensi
6. Hasil Uji Korelasi Berganda dan Regresi Berganda

Kepada Yth:
Saudara/i.....
Di Tempat

Dengan Hormat,

Disela kesibukan Saudara/i, perkenankan saaya mohon bantuannya untuk meluangkan sedikit waktu guna mengisi angket yang kami sertakan berikut ini.

Angket ini semata-mata untuk kepentingan ilmiah yaitu dalam rangka penyusunan skripsi. Mengingat betapa pentingnya data-data ini maka kami sangat mengharapkan agar angket ini diisi dengan lengkap, jujur, tanpa dipengaruhi oleh siapapun. Perlu juga diketahui bahwa dalam hal ini tidak ada jawaban yang dianggap salah, jawaban yang paling benar adalah yang sesuai dengan keadaan, perasaan dan pikiran anda masing-masing.

Akhirnya berkat bantuan dan kerjasama Saudara/i dalam penelitian ini, peneliti mengucapkan banyak terima kasih. Besar harapan peneliti untuk menerima kembali angket ini dalam waktu singkat.

Hormat kami,

Peneliti

KUESIONER

1. No. Responden :.....
2. Identitas Responden
 - a. Laki-laki
 - b. Perempuan
3. Umur :
 - a. ≤ 20 tahun
 - b. 21 - 23 tahun
 - c. > 23
4. Jurusan :
 - a. Manajemen
 - b. Akuntansi

Keterangan :

- SS : Sangat Setuju
S : Setuju
N : Netral
KS : Kurang Setuju
SKS : Sangat Kurang Setuju

Pilihlah satu jawaban dari jawaban a,b,c,d,e yang sesuai dengan pendapat/anggapan anda dengan member tanda (X) pada kolom yang tersedia.

| No. | Item | Skor | | | | |
|-----|--|--------|---|---|--------|-----|
| | | S S | S | N | K S | SKS |
| | Citra Merek (X1) | | | | | |
| 1 | Saya mengenal Iphone adalah smartphome yang memiliki teknologi yang bagus dibandingkan smartphome merek lain | | | | | |
| 2 | Saya merasa Iphone merupakan merek smartphome dengan reputasi merek terkenal di masyarakat | | | | | |
| 3 | Saya merasa Iphone merupakan merek dengan reputasi yang lebih baik dibandingkan smartphome merek lain | | | | | |
| | Kualitas Produk (X2) | | | | | |
| 1. | Iphone merupakan smartphome yang memiliki keandalan dalam sistem operasionalnya | | | | | |
| 2. | Iphone memiliki spesifikasi yang sesuai dengan keinginan konsumen dibandingkan smartphome merek lain | | | | | |
| 3. | Iphone memiliki daya tahan fisik tersendiri dibandingkan dengan smartphome merek lain. | | | | | |

| Harga (X3) | | | | | |
|----------------------------|--|--|--|--|--|
| 1 | Harga Iphone yang ditawarkan mampu bersaing dengan harga produk smartphone yang lain. | | | | |
| 2 | Harga Iphone yang ditawarkan sesuai dengan kualitas smartphone yang diharapkan oleh konsumen | | | | |
| 3 | Harga Iphone yang ditawarkan masih terjangkau oleh konsumen | | | | |
| Word of Mouth (WoM) | | | | | |
| 1 | Instenstas informasi yang saya terima tentang produk Iphone dari situs jejaring sosial | | | | |
| 2 | Saya membaca komentar dan rekomendasi positif dari pengguna situs jejaring sosial tentang Iphone | | | | |
| 3 | Saya memperoleh informasi tentang konten yang berkaitan dengan kualitas produk Iphone dari situs jejaring sosial | | | | |
| Minat Beli (WoM) | | | | | |
| 1 | Saya lebih memilih Iphone dibandingkan smartphone merek lain. | | | | |
| 2 | Saya memiliki kesan merek positif terhadap Iphone dibandingkan smartphone merek lain. | | | | |
| 3 | Saya akan memilih penyalur Iphone yang resmi untuk membeli smartphone Iphone. | | | | |

Lampiran 2

Uji Validitas Instrumen

| Variabel | Item | r _{hitung} | r _{tabel} | Keterangan |
|---|------------------|---------------------|--------------------|------------|
| Citra Merek (X ₁) | X _{1.1} | 0.920 | 0,214 | Valid |
| | X _{1.2} | 0.943 | 0,214 | Valid |
| | X _{1.3} | 0.961 | 0,214 | Valid |
| Kualitas Produk (X ₂) | X _{2.1} | 0.918 | 0,214 | Valid |
| | X _{2.2} | 0.946 | 0,214 | Valid |
| | X _{2.3} | 0.890 | 0,214 | Valid |
| Harga (X ₃) | X _{3.1} | 0.753 | 0,214 | Valid |
| | X _{3.2} | 0.962 | 0,214 | Valid |
| | X _{3.3} | 0.927 | 0,214 | Valid |
| <i>Electronic Word of Mouth</i> (E-WoM) (X ₄) | X _{4.1} | 0.932 | 0,214 | Valid |
| | X _{4.2} | 0.935 | 0,214 | Valid |
| | X _{4.3} | 0.933 | 0,214 | Valid |
| Minat Beli (Y) | Y _{.1} | 0.871 | 0,214 | Valid |
| | Y _{.2} | 0.874 | 0,214 | Valid |
| | Y _{.3} | 0.870 | 0,214 | Valid |

Sumber: Data primer diolah

Dari tabel 4.9 di atas dapat dijelaskan bahwa semua variabel penelitian yang terdiri dari variabel independen yakni Citra Merek (X₁), Kualitas Produk (X₂), Harga (X₃)

dan *Electronic Word of Mouth* (X4) variabel dependen yakni Minat Beli (Y) dinyatakan valid karena nilai r_{hitung} lebih besar $> r_{kritis}$ 0,214.

Uji Reliabilitas Instrumen

| Variabel | Alpha | Keterangan |
|--------------------------|-------|------------|
| Citra Merek (X1) | 0,936 | Reliabel |
| Kualitas Produk (X2) | 0,897 | Reliabel |
| Harga (X3) | 0,932 | Reliabel |
| Word of Mouth (WoM) (X4) | 0,929 | Reliabel |
| Minat Beli (Y) | 0,821 | Reliabel |

Sumber : data primer diolah

Dari tabel 4.10 di atas dapat dijelaskan bahwa semua variabel penelitian yang terdiri dari variabel independen yakni Citra Merek (X1), Kualitas Produk (X2), Harga (X3) dan *Electronic Word of Mouth* (X4) variabel dependen yakni Minat Beli (Y) dinyatakan reliabel sebab masing–masing variabel memiliki koefisien reliabilitas lebih dari 0,6.

Lampiran 3

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|----------------------|----|---------|---------|-------|----------------|
| x1.1 | 60 | 2 | 5 | 3.83 | 1.044 |
| x1.2 | 60 | 1 | 5 | 3.62 | 1.091 |
| x1.3 | 60 | 1 | 5 | 3.40 | 1.077 |
| Citra Merek (X1) | 60 | 4 | 15 | 10.85 | 3.024 |
| x2.1 | 60 | 2 | 5 | 4.30 | .646 |
| x2.2 | 60 | 1 | 5 | 4.07 | .861 |
| x2.3 | 60 | 1 | 5 | 3.80 | .860 |
| Kualitas Produk (X2) | 60 | 4 | 15 | 12.17 | 2.172 |
| x3.1 | 60 | 2 | 5 | 4.05 | .891 |
| x3.2 | 60 | 2 | 5 | 3.88 | .865 |
| x3.3 | 60 | 2 | 5 | 3.65 | .936 |
| Harga (X3) | 60 | 6 | 15 | 11.58 | 2.526 |
| x4.1 | 60 | 2 | 5 | 3.93 | .972 |
| x4.2 | 60 | 2 | 5 | 3.72 | .885 |
| x4.3 | 60 | 1 | 5 | 3.57 | .998 |
| E-WOM (X4) | 60 | 5 | 15 | 11.18 | 2.728 |
| y.1 | 60 | 2 | 5 | 4.30 | .591 |
| y.2 | 60 | 2 | 5 | 3.98 | .390 |
| y.3 | 60 | 2 | 5 | 3.88 | .454 |

| | | | | | |
|--------------------|----|---|----|-------|-------|
| Minat Beli (Y) | 60 | 6 | 15 | 12.17 | 1.251 |
| Valid N (listwise) | 60 | | | | |

Lampiran 4

x1.1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 10 | 16.7 | 16.7 | 16.7 |
| 3 | 8 | 13.3 | 13.3 | 30.0 |
| 4 | 24 | 40.0 | 40.0 | 70.0 |
| 5 | 18 | 30.0 | 30.0 | 100.0 |
| Total | 60 | 100.0 | 100.0 | |

x1.2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 3 | 5.0 | 5.0 | 5.0 |
| 2 | 7 | 11.7 | 11.7 | 16.7 |
| 3 | 12 | 20.0 | 20.0 | 36.7 |
| 4 | 26 | 43.3 | 43.3 | 80.0 |
| 5 | 12 | 20.0 | 20.0 | 100.0 |
| Total | 60 | 100.0 | 100.0 | |

x1.3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 6 | 10.0 | 10.0 | 10.0 |
| 2 | 4 | 6.7 | 6.7 | 16.7 |
| 3 | 15 | 25.0 | 25.0 | 41.7 |
| 4 | 30 | 50.0 | 50.0 | 91.7 |
| 5 | 5 | 8.3 | 8.3 | 100.0 |
| Total | 60 | 100.0 | 100.0 | |

x2.1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 2 | 3.3 | 3.3 | 3.3 |
| 4 | 36 | 60.0 | 60.0 | 63.3 |
| 5 | 22 | 36.7 | 36.7 | 100.0 |
| Total | 60 | 100.0 | 100.0 | |

x2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 3.3 | 3.3 | 3.3 |
| | 3 | 8 | 13.3 | 13.3 | 16.7 |
| | 4 | 32 | 53.3 | 53.3 | 70.0 |
| | 5 | 18 | 30.0 | 30.0 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

x2.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 3.3 | 3.3 | 3.3 |
| | 3 | 17 | 28.3 | 28.3 | 31.7 |
| | 4 | 30 | 50.0 | 50.0 | 81.7 |
| | 5 | 11 | 18.3 | 18.3 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

x3.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 6 | 10.0 | 10.0 | 10.0 |
| | 3 | 4 | 6.7 | 6.7 | 16.7 |
| | 4 | 31 | 51.7 | 51.7 | 68.3 |
| | 5 | 19 | 31.7 | 31.7 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

x3.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 7 | 11.7 | 11.7 | 11.7 |
| | 3 | 5 | 8.3 | 8.3 | 20.0 |
| | 4 | 36 | 60.0 | 60.0 | 80.0 |
| | 5 | 12 | 20.0 | 20.0 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

x3.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 10 | 16.7 | 16.7 | 16.7 |
| | 3 | 10 | 16.7 | 16.7 | 33.3 |
| | 4 | 31 | 51.7 | 51.7 | 85.0 |
| | 5 | 9 | 15.0 | 15.0 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

x4.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 6 | 10.0 | 10.0 | 10.0 |
| | 3 | 12 | 20.0 | 20.0 | 30.0 |
| | 4 | 22 | 36.7 | 36.7 | 66.7 |
| | 5 | 20 | 33.3 | 33.3 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

x4.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 6 | 10.0 | 10.0 | 10.0 |
| | 3 | 16 | 26.7 | 26.7 | 36.7 |
| | 4 | 27 | 45.0 | 45.0 | 81.7 |
| | 5 | 11 | 18.3 | 18.3 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

x4.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 3.3 | 3.3 | 3.3 |
| | 2 | 5 | 8.3 | 8.3 | 11.7 |
| | 3 | 21 | 35.0 | 35.0 | 46.7 |
| | 4 | 21 | 35.0 | 35.0 | 81.7 |
| | 5 | 11 | 18.3 | 18.3 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

y.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | 1.7 | 1.7 | 1.7 |
| | 3 | 1 | 1.7 | 1.7 | 3.3 |
| | 4 | 37 | 61.7 | 61.7 | 65.0 |
| | 5 | 21 | 35.0 | 35.0 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

y.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | 1.7 | 1.7 | 1.7 |
| | 3 | 2 | 3.3 | 3.3 | 5.0 |
| | 4 | 54 | 90.0 | 90.0 | 95.0 |
| | 5 | 3 | 5.0 | 5.0 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

y.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 2 | 2 | 3.3 | 3.3 | 3.3 |
| | 3 | 4 | 6.7 | 6.7 | 10.0 |
| | 4 | 53 | 88.3 | 88.3 | 98.3 |
| | 5 | 1 | 1.7 | 1.7 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

Correlations

| | | x1.1 | x1.2 | x1.3 | Citra Merek (X1) |
|------------------|---------------------|--------|--------|--------|------------------|
| x1.1 | Pearson Correlation | 1 | .776** | .829** | .920** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 60 | 60 | 60 | 60 |
| x1.2 | Pearson Correlation | .776** | 1 | .883** | .943** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 60 | 60 | 60 | 60 |
| x1.3 | Pearson Correlation | .829** | .883** | 1 | .961** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 60 | 60 | 60 | 60 |
| Citra Merek (X1) | Pearson Correlation | .920** | .943** | .961** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 60 | 60 | 60 | 60 |

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 60 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 60 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .936 | 3 |

Correlations

| | | x2.1 | x2.2 | x2.3 | Kualitas Produk (X2) |
|----------------------|---------------------|--------|--------|--------|----------------------|
| x2.1 | Pearson Correlation | 1 | .878** | .690** | .918** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 60 | 60 | 60 | 60 |
| x2.2 | Pearson Correlation | .878** | 1 | .728** | .946** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 60 | 60 | 60 | 60 |
| x2.3 | Pearson Correlation | .690** | .728** | 1 | .890** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 60 | 60 | 60 | 60 |
| Kualitas Produk (X2) | Pearson Correlation | .918** | .946** | .890** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 60 | 60 | 60 | 60 |

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 60 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 60 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .897 | 3 |

Correlations

| | | x3.1 | x3.2 | x3.3 | Harga (X3) |
|------------|---------------------|--------|--------|--------|------------|
| x3.1 | Pearson Correlation | 1 | .865** | .753** | .928** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 60 | 60 | 60 | 60 |
| x3.2 | Pearson Correlation | .865** | 1 | .849** | .962** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 60 | 60 | 60 | 60 |
| x3.3 | Pearson Correlation | .753** | .849** | 1 | .927** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 60 | 60 | 60 | 60 |
| Harga (X3) | Pearson Correlation | .928** | .962** | .927** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 60 | 60 | 60 | 60 |

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 60 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 60 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .932 | 3 |

Correlations

| | | x4.1 | x4.2 | x4.3 | E-WOM (X4) |
|------------|---------------------|--------|--------|--------|------------|
| x4.1 | Pearson Correlation | 1 | .806** | .791** | .932** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 60 | 60 | 60 | 60 |
| x4.2 | Pearson Correlation | .806** | 1 | .857** | .935** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 60 | 60 | 60 | 60 |
| x4.3 | Pearson Correlation | .791** | .857** | 1 | .933** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 60 | 60 | 60 | 60 |
| E-WOM (X4) | Pearson Correlation | .932** | .935** | .933** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 60 | 60 | 60 | 60 |

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 60 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 60 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .929 | 3 |

Correlations

| | | y.1 | y.2 | y.3 | Minat Beli (Y) |
|----------------|---------------------|--------|--------|--------|----------------|
| y.1 | Pearson Correlation | 1 | .610** | .574** | .871** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 60 | 60 | 60 | 60 |
| y.2 | Pearson Correlation | .610** | 1 | .754** | .874** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 60 | 60 | 60 | 60 |
| y.3 | Pearson Correlation | .574** | .754** | 1 | .870** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 60 | 60 | 60 | 60 |
| Minat Beli (Y) | Pearson Correlation | .871** | .874** | .870** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 60 | 60 | 60 | 60 |

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 60 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 60 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .821 | 3 |

Lampiran 6

Regression

Variables Entered/Removed^b

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|---------|
| 1 | E-WOM (X4), Harga (X3), Citra Merek (X1), Kualitas Produk (X2) ^a | | . Enter |

a. All requested variables entered.

b. Dependent Variable: Minat Beli (Y)

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | .757 ^a | .574 | .543 | .846 | .574 | 18.500 | 4 | 55 | .000 | 2.077 |

a. Predictors: (Constant), E-WOM (X4), Harga (X3), Citra Merek (X1), Kualitas Produk (X2)

b. Dependent Variable: Minat Beli (Y)

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 52.967 | 4 | 13.242 | 18.500 | .000 ^a |
| | Residual | 39.366 | 55 | .716 | | |
| | Total | 92.333 | 59 | | | |

a. Predictors: (Constant), E-WOM (X4), Harga (X3), Citra Merek (X1), Kualitas Produk (X2)

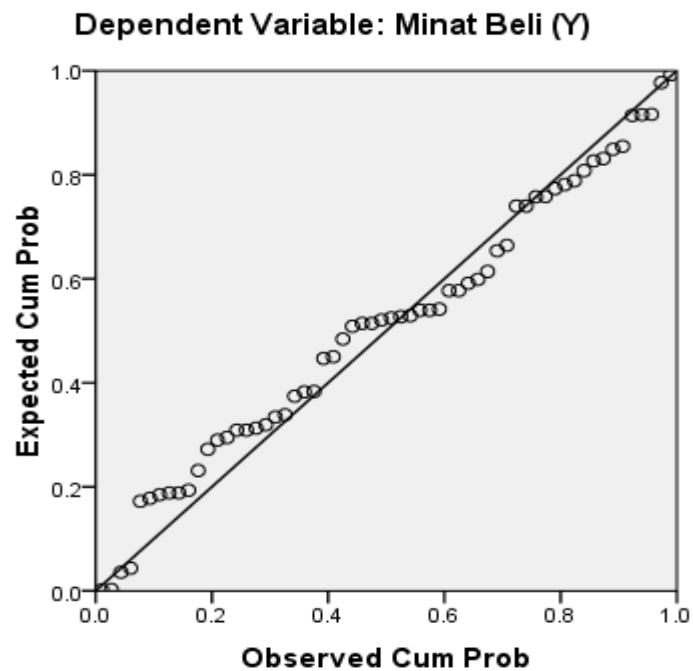
b. Dependent Variable: Minat Beli (Y)

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|----------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 5.612 | .783 | | 7.167 | .000 | | |
| | Citra Merek (X1) | .094 | .039 | .228 | 2.453 | .017 | .894 | 1.118 |
| | Kualitas Produk (X2) | .207 | .057 | .359 | 3.643 | .001 | .798 | 1.253 |
| | Harga (X3) | .125 | .046 | .253 | 2.746 | .008 | .914 | 1.094 |
| | E-WOM (X4) | .140 | .045 | .305 | 3.100 | .003 | .802 | 1.247 |

a. Dependent Variable: Minat Beli (Y)

Normal P-P Plot of Regression Standardized Residual



One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|--------------------------------|----------------|-------------------------|
| N | | 60 |
| Normal Parameters ^a | Mean | .0000000 |
| | Std. Deviation | .81683974 |
| Most Extreme Differences | Absolute | .097 |
| | Positive | .065 |
| | Negative | -.097 |
| Kolmogorov-Smirnov Z | | .753 |
| Asymp. Sig. (2-tailed) | | .622 |

a. Test distribution is Normal.

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|----------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.348 | .510 | | 2.642 | .011 |
| | Citra Merek (X1) | -.022 | .025 | -.121 | -.884 | .380 |
| | Kualitas Produk (X2) | -.066 | .037 | -.256 | -1.773 | .082 |
| | Harga (X3) | .022 | .030 | .102 | .755 | .454 |
| | E-WOM (X4) | .002 | .029 | .011 | .076 | .940 |

a. Dependent Variable: absut

Scatterplot

Dependent Variable: Minat Beli (Y)

