

**5.5 Lampiran**  
**Lampiran 1 Kuesioner Penelitian**

**KUESIONER PENELITIAN**

Kepada:

Yth. Saudara/ Saudari Responden

Di tempat

Dengan Hormat,

Saya yang bertanda tangan di bawah ini:

Nama : Andre Anjasmara

NPK : K.2018.1.34577

Selaku mahasiswa Program Studi S1 Manajemen Sekolah Tinggi Ilmu Ekonomi (STIE) Malangkecewara sedang melakukan penelitian dalam rangka penyusunan skripsi sebagai salah satu syarat dalam penyelesaian studi program sarjana yang berjudul “**Pengaruh *Social Media Advertising Westcoast Coffee Terhadap Purchase Intention Melalui E-WOM (Studi Pada Masyarakat di Tulungagung)***” maka peneliti memohon kerja sama saudara/saudari untuk bersedia mengisi kuesioner penelitian sesuai dengan pernyataan-pernyataan yang tertera berikut ini. Jawaban saudara/saudari berikan akan sangat membantu dalam kelancaran penelitian ini, dan jawaban tersebut akan dirahasiakan informasinya dan tidak akan dipublikasikan

Atas kesediaan dan kerjasamanya, peneliti ucapkan terima kasih yang sebesar-besarnya.

Hormat saya,

Andre Anjasmara

## KUESIONER PENELITIAN

### PENGARUH *SOCIAL MEDIA ADVERTISING* WESTCOAST COFFEE TERHADAP *PURCHASE INTENTION* MELALUI *E-WOM* (Studi Pada Masyarakat di Tulungagung)

#### IDENTITAS RESPONDEN

- |  |                 |                           |
|--|-----------------|---------------------------|
| 1. Jenis Kelamin                         | : Pria          | Wanita                    |
| 2. Usia                                  | :               |                           |
| 4. Pekerjaan                             | :               |                           |
| 3. Pengeluaran Perbulan                  | : < Rp 1.000.00 |                           |
|  |                 | Rp 1.000.000–Rp 3.000.000 |
|  |                 | > Rp 3.000.000            |
| 4. Pernah melihat iklan Westcoast Coffee | : Ya            | Tidak                     |
| 5. Pernah membeli di Westcoast Coffee    | : Ya            | Tidak                     |

#### PETUNJUK PENGISIAN KUESIONER

1. Pilihlah jawaban pernyataan dibawah ini yang sesuai dengan jawaban anda dengan jujur tanpa dipengaruhi oleh orang lain.
2. Pilih salah satu jawaban yang menurut anda paling tepat dengan memberikan tanda centang () pada salah satu jawaban. Jawaban yang tersedia berupa skala Likert yaitu antara 1-5 memiliki arti STS (1), TS (2), CS (3), S (4) dan SS (5) pada kolom yang telah disediakan, dimana:
  - a. STS = Sangat tidak Setuju
  - b. TS = Tidak Setuju
  - c. CS = Cukup Setuju
  - d. S = Setuju

e. SS = Sangat Setuju

Pilihlah seberapa besar persetujuan anda tentang pernyataan-pernyataan berikut ini.

**1. Social Media Advertising**

No	Pernyataan	STS	TS	CS	S	SS
1.	Iklan media sosial Westcoast Coffee memberikan saya informasi yang jelas					
2.	Iklan media sosial Westcoast Coffee membantu saya mengetahui produk yang ditawarkan					
3.	Saya merasa senang melihat iklan media sosial Westcoast Coffee					
4.	Saya merasa tertarik melihat iklan media sosial Westcoast Coffee					
5.	Iklan media sosial Westcoast Coffee mempunyai kualitas yang baik					
6.	Iklan media sosial Westcoast Coffee dapat dipercaya					

**2. Purchase Intention**

No	Pernyataan	STS	TS	CS	S	SS
1.	Saya memiliki keinginan untuk membeli produk di Westcoast Coffee					
2.	Saya membeli produk di Westcoast Coffee sebagai pilihan utama					
3.	Saya mencari informasi tentang produk yang dijual di Westcoast Coffee					

4.	Saya berniat untuk membeli produk sehingga saya serius untuk mempertimbangkan pembelian di Westcoast Coffee					
5.	Saya sangat mungkin membeli produk di Westcoast Coffee atas kemampuan yang saya miliki					
6.	Saya tertarik mencari informasi yang lebih tentang Westcoast Coffee					

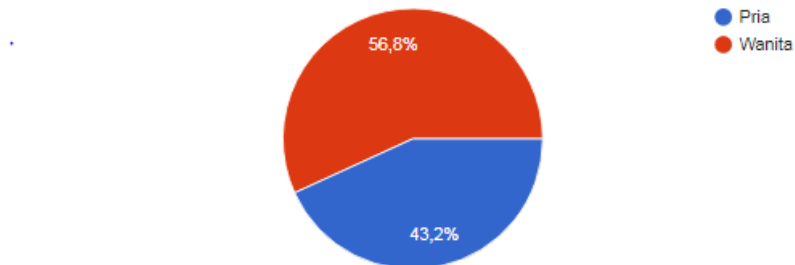
### 3. *Electronic Word of Mouth*

No	Pernyataan	STS	TS	CS	S	SS
1.	Saya sering mencari tahu informasi mengenai Westcoast Coffee					
2.	Saya melihat beberapa kali <i>review</i> dari pengikut media sosial Westcoast Coffee					
3.	Saya merasa yakin ketika membaca komentar positif mengenai Westcoast Coffee					
4.	Saya mendapat informasi mengenai Westcoast Coffee dari pengikut media sosial Westcoast Coffee					
5.	Saya merasa konten iklan yang disajikan Westcoast Coffee memberikan informasi yang jelas					
6.	Saya merasa konten iklan dari Westcoast Coffee didesain cukup menarik perhatian					

## Lampiran 2 Distribusi Responden Berdasarkan Jenis Kelamin

Jenis Kelamin

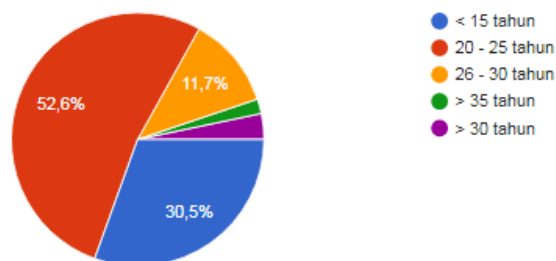
213 jawaban



## Lampiran 3 Distribusi Responden Berdasarkan Usia

Usia

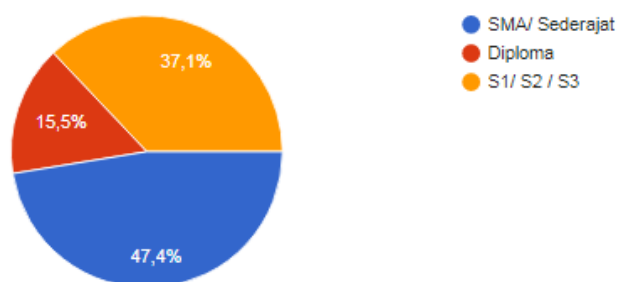
213 jawaban



## Lampiran 4 Distribusi Responden Berdasarkan Jenjang Pendidikan

Jenjang Pendidikan

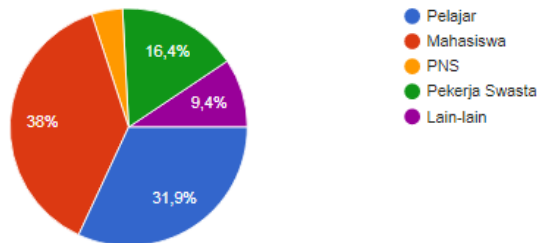
213 jawaban



## Lampiran 5 Distribusi Responden Berdasarkan Pekerjaan

Pekerjaan

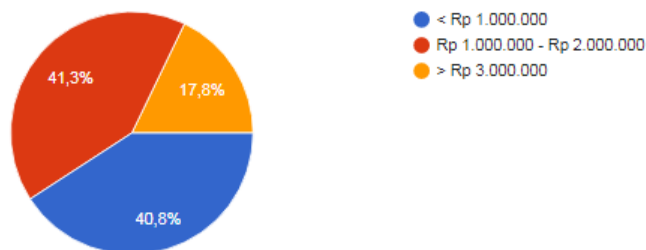
213 jawaban



## Lampiran 6 Distribusi Responden Berdasarkan Pengeluaran Per Bulan

Rata-Rata Pengeluaran (Tiap Bulan)

213 jawaban



## Lampiran 7 Distribusi Responden Berdasarkan Nilai Mean

		Statistics																	
		X1	X2	X3	X4	X5	X6	Y1	Y2	Y3	Y4	Y5	Y6	Z1	Z2	Z3	Z4	Z5	Z6
N	Valid	213	213	213	213	213	213	213	213	213	213	213	213	213	213	213	213	213	213
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		4,33	4,36	4,36	4,41	4,28	4,33	4,35	4,10	4,24	4,29	4,37	4,26	4,17	4,39	4,33	4,35	4,40	21,65

## Distribusi Frekuensi Variabel X

		X1			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	TS	1	,5	,5	,5
	CS	30	14,1	14,1	14,6
	S	80	37,6	37,6	52,1
	SS	102	47,9	47,9	100,0
	Total	213	100,0	100,0	

**X2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	,5	,5	,5
	CS	16	7,5	7,5	8,0
	S	101	47,4	47,4	55,4
	SS	95	44,6	44,6	100,0
	Total	213	100,0	100,0	

**X3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	24	11,3	11,3	11,3
	S	88	41,3	41,3	52,6
	SS	101	47,4	47,4	100,0
	Total	213	100,0	100,0	

**X4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	21	9,9	9,9	9,9
	S	84	39,4	39,4	49,3
	SS	108	50,7	50,7	100,0
	Total	213	100,0	100,0	

**X5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	21	9,9	9,9	9,9
	S	112	52,6	52,6	62,4
	SS	80	37,6	37,6	100,0
	Total	213	100,0	100,0	

**X6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	21	9,9	9,9	9,9
	S	101	47,4	47,4	57,3
	SS	91	42,7	42,7	100,0

Total	213	100,0	100,0
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### Distribusi Frekuensi Variabel Y

#### Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	33	15,5	15,5	15,5
	S	72	33,8	33,8	49,3
	SS	108	50,7	50,7	100,0
	Total	213	100,0	100,0	

#### Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	1,9	1,9	1,9
	CS	42	19,7	19,7	21,6
	S	96	45,1	45,1	66,7
	SS	71	33,3	33,3	100,0
	Total	213	100,0	100,0	

#### Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	1,9	1,9	1,9
	CS	23	10,8	10,8	12,7
	S	103	48,4	48,4	61,0
	SS	83	39,0	39,0	100,0
	Total	213	100,0	100,0	

#### Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	27	12,7	12,7	12,7
	S	98	46,0	46,0	58,7
	SS	88	41,3	41,3	100,0
	Total	213	100,0	100,0	



**Y5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	21	9,9	9,9	9,9
	S	92	43,2	43,2	53,1
	SS	100	46,9	46,9	100,0
	Total	213	100,0	100,0	

**Y6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	1,4	1,4	1,4
	CS	24	11,3	11,3	12,7
	S	101	47,4	47,4	60,1
	SS	85	39,9	39,9	100,0
	Total	213	100,0	100,0	

**Distribusi Frekuensi Variabel Z****Z1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	,9	,9	,9
	CS	48	22,5	22,5	23,5
	S	75	35,2	35,2	58,7
	SS	88	41,3	41,3	100,0
	Total	213	100,0	100,0	

**Z2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	1,4	1,4	1,4
	CS	14	6,6	6,6	8,0
	S	92	43,2	43,2	51,2
	SS	104	48,8	48,8	100,0
	Total	213	100,0	100,0	

**Z3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	,5	,5	,5
	CS	17	8,0	8,0	8,5
	S	105	49,3	49,3	57,7
	SS	90	42,3	42,3	100,0
	Total	213	100,0	100,0	

**Z4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	,9	,9	,9
	CS	19	8,9	8,9	9,9
	S	95	44,6	44,6	54,5
	SS	97	45,5	45,5	100,0
	Total	213	100,0	100,0	

**Z5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	12	5,6	5,6	5,6
	S	103	48,4	48,4	54,0
	SS	98	46,0	46,0	100,0
	Total	213	100,0	100,0	

**Lampiran 8 Uji Validitas**

Correlations																				
X1	X2	X3	X4	X5	X6	SUMX	Y1	Y2	Y3	Y4	Y5	Y6	SUMY	Z1	Z2	Z3	Z4	Z5	SUMZ	
1	.594**	.547**	.659**	.547**	.577**	.804**	.422*	.345	.369*	.523**	.583**	.386*	.564**	.363*	.204	.214	.512**	.363*	.406*	
	.001	.002	.000	.002	.001	.000	.020	.062	.045	.003	.001	.035	.001	.049	.280	.256	.004	.049	.026	
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
.594**	1	.480**	.609**	.592**	.607**	.784**	.412*	.538**	.550**	.662**	.606**	.654**	.763**	.397*	.368*	.434*	.634**	.491**	.560**	
		.007	.000	.001	.000	.000	.024	.002	.002	.000	.000	.000	.000	.030	.045	.016	.000	.006	.001	
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
.547**	.480**	1	.680**	.568**	.589**	.809**	.244	.489**	.097	.402*	.428*	.405*	.458*	.533**	.412*	.371*	.637**	.524**	.609**	
			.000	.001	.001	.000	.195	.006	.611	.027	.018	.026	.011	.002	.024	.044	.000	.003	.000	
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
.659**	.609**	.680**	1	.724**	.519**	.864**	.069	.494**	.368*	.691**	.715**	.574**	.649**	.571**	.511**	.655**	.780**	.519**	.722**	
	.000	.000	.000	.000	.003	.000	.716	.005	.045	.000	.000	.001	.000	.001	.004	.001	.000	.003	.000	
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
.547**	.592**	.568**	.724**	1	.498**	.801**	.416*	.496**	.460*	.579**	.705**	.554**	.703**	.411*	.480**	.511**	.475**	.578**	.586**	
	.002	.001	.001	.000	.005	.000	.022	.005	.010	.001	.000	.001	.000	.024	.007	.004	.008	.001	.001	
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
.577**	.607**	.589**	.519**	.498**	1	.791**	.450*	.492**	.281	.553**	.301	.649**	.612**	.325	.195	.252	.414*	.489**	.395*	
	.001	.000	.001	.003	.005	.000	.012	.006	.132	.002	.106	.000	.000	.080	.302	.178	.023	.006	.031	
30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
.804**	.784**	.809**	.864**	.801**	.791**	1	.407*	.588**	.422*	.697**	.675**	.861**	.763**	.538**	.444*	.477**	.710**	.611**	.675**	

## Lampiran 9 Uji Reliabel Uji Reliabel Variabel X

### Reliability Statistics

Cronbach's	
Alpha	N of Items
.892	6

## Uji Reliabel Variabel Y

### Reliability Statistics

Cronbach's	
Alpha	N of Items
.832	6

## Uji Reliabel Variabel Z

### Reliability Statistics

Cronbach's	
Alpha	N of Items
.857	5

## Lampiran 10 Loading Factor

WarpPLS 7.0 - Indicator loadings and cross-loadings: View combined loadings and cross-loadings

Close Help

	SMA	EWOM	PI	Type (as defined)	SE	P value
X1	(0.633)	0.069	-0.057	Reflective	0.061	<0.001
X2	(0.663)	-0.134	-0.053	Reflective	0.061	<0.001
X3	(0.585)	-0.149	0.218	Reflective	0.061	<0.001
X4	(0.586)	0.407	-0.125	Reflective	0.061	<0.001
X5	(0.683)	-0.005	-0.065	Reflective	0.060	<0.001
X6	(0.598)	-0.172	0.102	Reflective	0.061	<0.001
Z1	-0.012	(0.639)	-0.057	Reflective	0.061	<0.001
Z2	-0.207	(0.566)	0.098	Reflective	0.062	<0.001
Z3	0.037	(0.687)	0.002	Reflective	0.060	<0.001
Z4	-0.109	(0.656)	0.171	Reflective	0.061	<0.001
Z5	0.274	(0.624)	-0.212	Reflective	0.061	<0.001
Y1	0.144	-0.035	(0.545)	Reflective	0.062	<0.001
Y2	-0.093	0.106	(0.602)	Reflective	0.061	<0.001
Y3	-0.069	-0.107	(0.613)	Reflective	0.061	<0.001
Y4	-0.052	0.145	(0.696)	Reflective	0.060	<0.001
Y5	0.095	0.079	(0.703)	Reflective	0.060	<0.001
Y6	-0.015	-0.186	(0.729)	Reflective	0.060	<0.001

Notes: Loadings are unrotated and cross-loadings are oblique-rotated. SEs and P values reflective indicators.

## Lampiran 11 Uji AFE

WarpPLS 7.0 - Correlations among latent variables and errors: View correlations among latent variables

Close Help

**Correlations among l.vs. with sq. rts. of AVEs**

	SMA	EWOM	PI
SMA	(0.626)	0.507	0.609
EWOM	0.507	(0.636)	0.623
PI	0.609	0.623	(0.651)

Note: Square roots of average variances extracted (AVEs) shown on diagonal.

## Lampiran 12 Internal Consistency Reliability

WarpPLS 7.0 - Latent variable coefficients

Close Help

	SMA	EWOM	PI
R-squared		0.274	0.525
Adj. R-squared		0.271	0.520
Composite reliab.	0.794	0.772	0.814
Cronbach's alpha	0.688	0.630	0.725
Avg. var. extrac.	0.392	0.404	0.424
Full collin. VIF	1.660	1.708	2.017
Q-squared		0.279	0.525
Min	-3.644	-3.485	-3.457
Max	1.582	1.550	1.569
Median	-0.015	0.110	0.037
Mode	1.582	1.550	1.569
Skewness	-0.396	-0.552	-0.584
Exc. kurtosis	0.358	0.416	0.518
Unimodal-RS	Yes	Yes	Yes
Unimodal-KMV	Yes	Yes	Yes
Normal-JB	No	No	No
Normal-RJB	No	No	No
Histogram	View	View	View

Notes: Unimodal-RS = Rohatgi-Székely test of unimodality; Unimodal-KMV = Klaassen-normality; Normal-RJB = robust Jarque-Bera test of normality; click on "View" cell to see

### Lampiran 13 Discriminant Validity

WarpPLS 7.0 - Correlations among latent variables and errors: View correlations among latent variables

Close Help

**Correlations among I.vs. with sq. rts. of AVEs**

	SMA	EWOM	PI
SMA	(0.626)	0.507	0.609
EWOM	0.507	(0.636)	0.623
PI	0.609	0.623	(0.651)

Note: Square roots of average variances extracted (AVEs) shown on diagonal.

### Lampiran 14 Adjusted R-Square

WarpPLS 7.0 - Latent variable coefficients

Close Help

	SMA	EWOM	PI
R-squared		0.274	0.525
Adj. R-squared		0.271	0.520
Composite reliab.	0.794	0.772	0.814
Cronbach's alpha	0.688	0.630	0.725
Avg. var. extrac.	0.392	0.404	0.424
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Q-squared		0.279	0.525
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Max	1.582	1.550	1.569
Median	-0.015	0.110	0.037
Mode	1.582	1.550	1.569
Skewness	-0.396	-0.552	-0.584
Exc. kurtosis	0.358	0.416	0.518
Unimodal-RS	Yes	Yes	Yes
Unimodal-KMV	Yes	Yes	Yes
Normal-JB	No	No	No
Normal-RJB	No	No	No
Histogram	View	View	View

Notes: Unimodal-RS = Rohatgi-Székely test of unimodality; Unimodal-KMV = Klaassen-normality; Normal-RJB = robust Jarque-Bera test of normality; click on "View" cell to see

### Lampiran 15 Effect Size

	SMA	EWOM	PI
SMA			
EWOM	0.274		
PI	0.274	0.251	

### Lampiran 16 Q-Squared

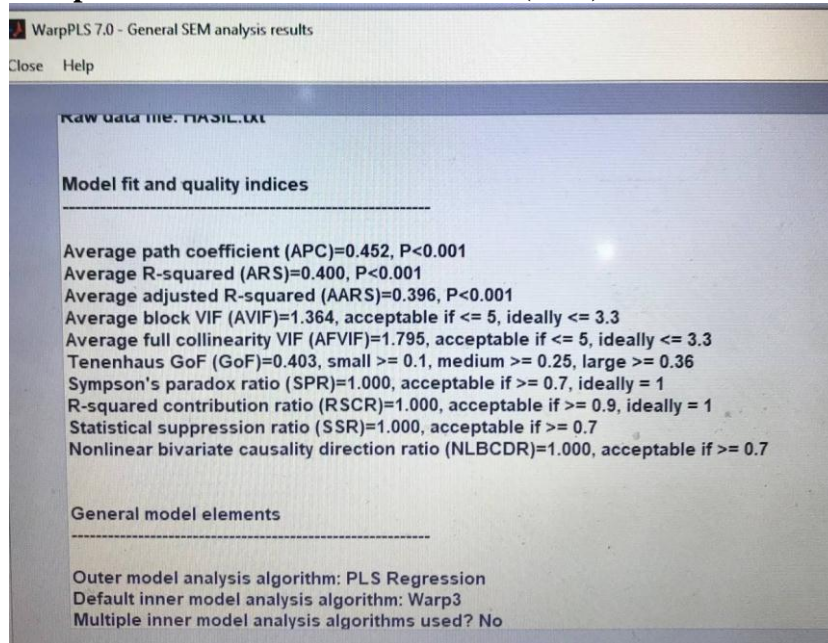
WarpPLS 7.0 - Latent variable coefficients

Close Help

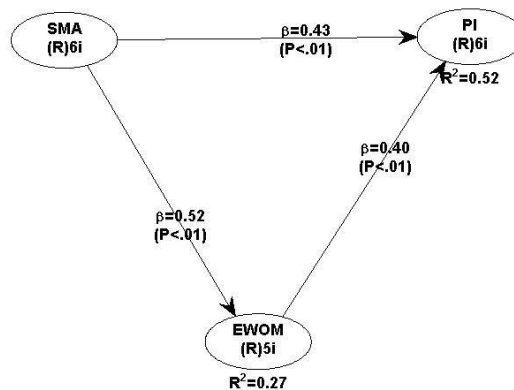
	SMA	EWOM	PI
R-squared		0.274	0.525
Adj. R-squared		0.271	0.520
Composite reliab.	0.794	0.772	0.814
Cronbach's alpha	0.688	0.630	0.725
Avg. var. extrac.	0.392	0.404	0.424
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Max	1.582	1.550	1.569
Median	-0.015	0.110	0.037
Mode	1.582	1.550	1.569
Skewness	-0.396	-0.552	-0.584
Exc. kurtosis	0.358	0.416	0.518
Unimodal-RS	Yes	Yes	Yes
Unimodal-KMV	Yes	Yes	Yes
Normal-JB	No	No	No
Normal-RJB	No	No	No
Histogram	View	View	View

Notes: Unimodal-RS = Rohatgi-Székely test of unimodality; Unimodal-KMV = Klaassen-normality; Normal-RJB = robust Jarque-Bera test of normality; click on "View" cell to see

## Lampiran 17 Goodness of Fit Model (GoF)



## Lampiran 18 Uji Hipotesis



WarpPLS 7.0 - Indirect and total effects (table view)

Close Help

----- Indirect and total effects (table view) -----			
* Indirect and total effects *			
-----			
Indirect effects for paths with 2 segments			
	SMA	EWOM	PI
SMA			
EWOM			
PI	0.211		
Number of paths with 2 segments			
	SMA	EWOM	PI
SMA			
EWOM			
PI	1		
P values of indirect effects for paths with 2 segments			
	SMA	EWOM	PI
SMA			
EWOM			
PI	<0.001		
Standard errors of indirect effects for paths with 2 segments			
-----			
----- Indirect and total effects (table view) -----			
Number of paths with 2 segments			
	SMA	EWOM	PI
SMA			
EWOM			
PI	1		
P values of indirect effects for paths with 2 segments			
	SMA	EWOM	PI
SMA			
EWOM			
PI	<0.001		
Standard errors of indirect effects for paths with 2 segments			
	SMA	EWOM	PI
SMA			
EWOM			
PI	0.047		
Effect sizes of indirect effects for paths with 2 segments			
	SMA	EWOM	PI
SMA			
EWOM			