

## DAFTAR KUISIONER

*Assalamu'alaikum Wr. Wb*

Perkenalkan saya Mina Cahyani

Mahasiswa STIE Malangkecewara, Jurusan Manajemen Pemasaran

Nomor Pokok Kemahasiswaan K.2019.1.35084

Sedang melakukan penelitian sebagai tugas akhir (skripsi) dengan judul:

**PENGARUH *BRAND AMBASSADOR*, *BRAND IMAGE* DAN *WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN MIE SEDAAP DENGAN TASTE SEBAGAI VARIABEL MODERASI**

Dalam rangka menunjang kegiatan penelitian yang akan saya lakukan untuk meraih gelar sarjana program Strata-I Jurusan Manajemen Pemasaran di STIE Malangkecewara Malang. Saya sangat mengharapkan saudara bersedia meluangkan waktu untuk mengisi pertanyaan yang saya ajukan dibawah ini. Kuesioner ini semata - mata hanya untuk kepentingan ilmiah. oleh karena itu, saya menjamin kerahasiaan identitas dan jawaban yang diberikan sesuai dengan kode etik penelitian ilmiah, setiap jawaban saudara dapat memberikan sumbang yang berati pada penelitian ini. atas bantuan dan kerjasama yang telah saudara berikan, saya mengucapkan banyak terimakasih.

Hormat saya,

Peneliti

**PENGARUH *BRAND AMBASSADOR*, *BRAND IMAGE* DAN *WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN MIE SEDAAP DENGAN TASTE SEBAGAI VARIABEL MODERASI**

**IDENTITAS RESPONDEN :**

Jenis Kelamin :  Laki-laki  
 Perempuan  
 Usia saat ini : .....th  
 Jurusan :  Akuntansi  
 Manajemen

**DAFTAR PERTANYAAN**

**Petunjuk : Pilihlah salah satu jawaban sesuai dengan pendapat/ anggapan Saudara dengan memberi tanda “√” pada jawaban yang disediakan**

Keterangan:

SS : Sangat Setuju  
 S : Setuju  
 N : Netral  
 TS : Tidak Setuju  
 SKS : Sangat Kurang Setuju

***BRAND AMBASSADOR***

No	Pernyataan Kuesioner	SS	S	N	TS	SKS
1.	<i>Brand ambassador</i> mie Sedaap memiliki daya tarik yang membuat konsumen ingin menyaksikan iklan mie Sedaap yang di bintanginya.					
2.	<i>Brand ambassador</i> mie Sedaap merupakan aset penting dalam periklanan produk mie Sedaap karena dapat menarik konsumen dengan daya tarik yang dimiliki					
3.	<i>Brand ambassador</i> mie Sedaap menyampaikan informasi keunggulan dari mie Sedaap dengan baik					
4.	<i>Brand ambassador</i> produk mie Sedaap dipilih berdasarkan pengalamannya					

	sehingga dianggap mampu menjadi <i>brand ambassador</i> .					
5.	<i>Brand ambassador</i> mie Sedaap membuat konsumen percaya dengan produk mie Sedaap					
6.	<i>Brand ambassador</i> mie Sedaap mempunyai kharisma yang menarik konsumen dalam membeli produk mie Sedaap					

### **BRAND IMAGE**

No	Pernyataan Kuesioner	SS	S	N	TS	SKS
1.	<i>Wings Food</i> merupakan perusahaan yang mempunyai merek yang sudah terkenal					
2.	Produsen mie Sedaap mampu memberikan manfaat sesuai yang diharapkan konsumen					
3.	Produk mie Sedaap merupakan produk mie instan yang aman dikonsumsi.					
4.	Produk mie Sedaap dapat menciptakan kesan yang baik konsumen terhadap produk.					
5.	Produk mie Sedaap memiliki citra yang positif (kualitas produk terjamin) dimata konsumen.					
6.	Produk mie Sedaap memiliki sertifikat halal dari MUI					

### **WORD OF MOUTH**

No	Pernyataan Kuesioner	SS	S	N	TS	SKS
1.	Adanya kemauan untuk membicarakan hal – hal positif tentang produk Mie Sedaap					
2.	Manfaat yang diperoleh ketika mengkonsumsi produk Mie Sedaap akan disampaikan kepada orang lain					
3.	Akan memberikan informasi tentang keberadaan produk Mie Sedaap kepada atas pengalaman setelah mengkonsumsi produk Mie Sedaap					
4.	Tertarik untuk mempromosikan produk Mie Sedaap kepada orang lain					

5.	Memberikan rekomendasi Mie Sedaap kepada orang lain untuk mengkonsumsi produk					
6.	Memberikan dorongan terhadap teman atau relasi untuk melakukan pembelian Mie Sedaap					

### **TASTE**

No	Pernyataan Kuesioner	SS	S	N	TS	SKS
1.	Bau/ aroma dari produk Mie Sedaap ketika diolah mendorong untuk mengkonsumsi produk					
2.	Bau/ aroma dari produk Mie Sedaap menunjukkan produk yang berkualitas					
3.	Rasa dari produk Mie Sedaap mendorong untuk mengkonsumsi produk					
4.	Rasa dari produk Mie Sedaap lebih enak dibandingkan produk sejenis					
5.	Rangsangan mulut mendorong untuk mengkonsumsi produk					
6.	Rasa dari produk Mie Sedaap memberikan kenyamanan ketika dikonsumsi					

### **KEPUTUSAN PEMBELIAN**

No	Pernyataan Kuesioner	SS	S	N	TS	SKS
1.	Memiliki kemantapan pada produk Mie Sedaap					
2.	Produk Mie Sedaap menjadi pilihan utama ketika akan mengkonsumsi mie instan					
3.	Memiliki kebiasaan dalam membeli produk Mie Sedaap					
4.	Memiliki keyakinan untuk melakukan pembelian produk Mie Sedaap					
5.	Memberikan rekomendasi kepada orang lain untuk melakukan pembelian produk Mie Sedaap					
6.	Akan melakukan pembelian ulang produk Mie Sedaap					

## Frequency Table

### X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	4.7	4.7	4.7
	3	13	20.3	20.3	25.0
	4	26	40.6	40.6	65.6
	5	22	34.4	34.4	100.0
	Total	64	100.0	100.0	

### X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	13	20.3	20.3	20.3
	3	11	17.2	17.2	37.5
	4	28	43.8	43.8	81.3
	5	12	18.8	18.8	100.0
	Total	64	100.0	100.0	

### X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	9.4	9.4	9.4
	3	14	21.9	21.9	31.3
	4	32	50.0	50.0	81.3
	5	12	18.8	18.8	100.0
	Total	64	100.0	100.0	

### X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	6.3	6.3	6.3
	3	17	26.6	26.6	32.8
	4	32	50.0	50.0	82.8
	5	11	17.2	17.2	100.0
	Total	64	100.0	100.0	

**X1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	4.7	4.7	4.7
	3	16	25.0	25.0	29.7
	4	26	40.6	40.6	70.3
	5	19	29.7	29.7	100.0
	Total	64	100.0	100.0	

**X1.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	15.6	15.6	15.6
	3	27	42.2	42.2	57.8
	4	19	29.7	29.7	87.5
	5	8	12.5	12.5	100.0
	Total	64	100.0	100.0	

**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	6.3	6.3	6.3
	3	23	35.9	35.9	42.2
	4	33	51.6	51.6	93.8
	5	4	6.3	6.3	100.0
	Total	64	100.0	100.0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	6.3	6.3	6.3
	3	27	42.2	42.2	48.4
	4	30	46.9	46.9	95.3
	5	3	4.7	4.7	100.0
	Total	64	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	3.1	3.1	3.1
	3	17	26.6	26.6	29.7
	4	28	43.8	43.8	73.4
	5	17	26.6	26.6	100.0
	Total	64	100.0	100.0	

**X2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	4.7	4.7	4.7
	3	22	34.4	34.4	39.1
	4	28	43.8	43.8	82.8
	5	11	17.2	17.2	100.0
	Total	64	100.0	100.0	

**X2.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	4.7	4.7	4.7
	3	15	23.4	23.4	28.1
	4	29	45.3	45.3	73.4
	5	17	26.6	26.6	100.0
	Total	64	100.0	100.0	

**X2.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	3.1	3.1	3.1
	3	16	25.0	25.0	28.1
	4	35	54.7	54.7	82.8
	5	11	17.2	17.2	100.0
	Total	64	100.0	100.0	

**X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	4.7	4.7	4.7
	3	14	21.9	21.9	26.6
	4	41	64.1	64.1	90.6
	5	6	9.4	9.4	100.0
	Total	64	100.0	100.0	

**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	3.1	3.1	3.1
	3	16	25.0	25.0	28.1
	4	36	56.3	56.3	84.4
	5	10	15.6	15.6	100.0
	Total	64	100.0	100.0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	7.8	7.8	7.8
	3	13	20.3	20.3	28.1
	4	32	50.0	50.0	78.1
	5	14	21.9	21.9	100.0
	Total	64	100.0	100.0	

**X3.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	15.6	15.6	15.6
	3	11	17.2	17.2	32.8
	4	31	48.4	48.4	81.3
	5	12	18.8	18.8	100.0
	Total	64	100.0	100.0	

**X3.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	17.2	17.2	17.2
	3	7	10.9	10.9	28.1
	4	30	46.9	46.9	75.0
	5	16	25.0	25.0	100.0
	Total	64	100.0	100.0	

**X3.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	6.3	6.3	6.3
	3	12	18.8	18.8	25.0
	4	37	57.8	57.8	82.8
	5	11	17.2	17.2	100.0
	Total	64	100.0	100.0	

**Z1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	7.8	7.8	7.8
	3	16	25.0	25.0	32.8
	4	32	50.0	50.0	82.8
	5	11	17.2	17.2	100.0
	Total	64	100.0	100.0	

**Z1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	6.3	6.3	6.3
	3	9	14.1	14.1	20.3
	4	27	42.2	42.2	62.5
	5	24	37.5	37.5	100.0
	Total	64	100.0	100.0	

Total	64	100.0	100.0
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### Z1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	7.8	7.8	7.8
	3	19	29.7	29.7	37.5
	4	25	39.1	39.1	76.6
	5	15	23.4	23.4	100.0
	Total	64	100.0	100.0	

### Z1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	4.7	4.7	4.7
	3	19	29.7	29.7	34.4
	4	25	39.1	39.1	73.4
	5	17	26.6	26.6	100.0
	Total	64	100.0	100.0	

### Z1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.6	1.6	1.6
	3	4	6.3	6.3	7.8
	4	28	43.8	43.8	51.6
	5	31	48.4	48.4	100.0
	Total	64	100.0	100.0	

### Z1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	2	1	1.6	1.6	1.6
	3	15	23.4	23.4	25.0
	4	39	60.9	60.9	85.9
	5	9	14.1	14.1	100.0
	Total	64	100.0	100.0	

#### Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	3.1	3.1	3.1
	3	19	29.7	29.7	32.8
	4	31	48.4	48.4	81.3
	5	12	18.8	18.8	100.0
	Total	64	100.0	100.0	

#### Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	4.7	4.7	4.7
	3	17	26.6	26.6	31.3
	4	37	57.8	57.8	89.1
	5	7	10.9	10.9	100.0
	Total	64	100.0	100.0	

#### Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	3.1	3.1	3.1
	3	10	15.6	15.6	18.8
	4	31	48.4	48.4	67.2
	5	21	32.8	32.8	100.0
	Total	64	100.0	100.0	

#### Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	10.9	10.9	10.9
	3	16	25.0	25.0	35.9
	4	28	43.8	43.8	79.7
	5	13	20.3	20.3	100.0
	Total	64	100.0	100.0	

**Y1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	6.3	6.3	6.3
	3	20	31.3	31.3	37.5
	4	28	43.8	43.8	81.3
	5	12	18.8	18.8	100.0
	Total	64	100.0	100.0	

**Y1.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	9.4	9.4	9.4
	3	20	31.3	31.3	40.6
	4	30	46.9	46.9	87.5
	5	8	12.5	12.5	100.0
	Total	64	100.0	100.0	

## Hasil Uji Validitas

### Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5
X1.1	Pearson Correlation	1	.528**	.419**	.449**	.
	Sig. (2-tailed)		.000	.001	.000	
	N	64	64	64	64	
X1.2	Pearson Correlation	.528**	1	.498**	.513**	.
	Sig. (2-tailed)	.000		.000	.000	
	N	64	64	64	64	
X1.3	Pearson Correlation	.419**	.498**	1	.432**	.
	Sig. (2-tailed)	.001	.000		.000	
	N	64	64	64	64	
X1.4	Pearson Correlation	.449**	.513**	.432**	1	.
	Sig. (2-tailed)	.000	.000	.000		
	N	64	64	64	64	
X1.5	Pearson Correlation	.302*	.449**	.370**	.396**	.
	Sig. (2-tailed)	.015	.000	.003	.001	
	N	64	64	64	64	
X1.6	Pearson Correlation	-.146	.031	-.031	.076	.
	Sig. (2-tailed)	.248	.811	.807	.552	
	N	64	64	64	64	
Brand Ambassador	Pearson Correlation	.665**	.807**	.700**	.738**	.
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	64	64	64	64	

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

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

### Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5
X2.1	Pearson Correlation	1	.179	.311*	.107	.250*
	Sig. (2-tailed)		.158	.012	.400	.046
	N	64	64	64	64	64
X2.2	Pearson Correlation	.179	1	.283*	.244	.331**
	Sig. (2-tailed)	.158		.024	.052	.008
	N	64	64	64	64	64
X2.3	Pearson Correlation	.311*	.283*	1	.388**	.883**
	Sig. (2-tailed)	.012	.024		.002	.000
	N	64	64	64	64	64

X2.4	Pearson Correlation	.107	.244	.388**	1	.355**
	Sig. (2-tailed)	.400	.052	.002		.004
	N	64	64	64	64	64
X2.5	Pearson Correlation	.250*	.331**	.883**	.355**	1
	Sig. (2-tailed)	.046	.008	.000	.004	
	N	64	64	64	64	64
X2.6	Pearson Correlation	.190	.236	.438**	.720**	.428**
	Sig. (2-tailed)	.133	.061	.000	.000	.000
	N	64	64	64	64	64
Brand Image	Pearson Correlation	.482**	.536**	.824**	.693**	.811**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	64	64	64	64	64

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

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

		<b>Correlations</b>				
		X3.1	X3.2	X3.3	X3.4	X3.5
X3.1	Pearson Correlation	1	.712**	.496**	.561**	.444**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	64	64	64	64	64
X3.2	Pearson Correlation	.712**	1	.716**	.580**	.481**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	64	64	64	64	64
X3.3	Pearson Correlation	.496**	.716**	1	.573**	.501**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	64	64	64	64	64
X3.4	Pearson Correlation	.561**	.580**	.573**	1	.710**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	64	64	64	64	64
X3.5	Pearson Correlation	.444**	.481**	.501**	.710**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	64	64	64	64	64
X3.6	Pearson Correlation	.394**	.417**	.427**	.523**	.693**
	Sig. (2-tailed)	.001	.001	.000	.000	.000
	N	64	64	64	64	64
Word Of Mouth	Pearson Correlation	.733**	.802**	.780**	.849**	.833**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	64	64	64	64	64

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

		<b>Correlations</b>					
		Z1.1	Z1.2	Z1.3	Z1.4	Z1.5	Z1.6
Z1.1	Pearson Correlation	1	.036	-.027	.091	.108	.150
	Sig. (2-tailed)		.779	.831	.473	.395	.238
	N	64	64	64	64	64	64
Z1.2	Pearson Correlation	.036	1	.555**	.564**	-.046	.218
	Sig. (2-tailed)	.779		.000	.000	.717	.083
	N	64	64	64	64	64	64
Z1.3	Pearson Correlation	-.027	.555**	1	.536**	-.040	.115
	Sig. (2-tailed)	.831	.000		.000	.756	.367
	N	64	64	64	64	64	64
Z1.4	Pearson Correlation	.091	.564**	.536**	1	.138	.197
	Sig. (2-tailed)	.473	.000	.000		.276	.120
	N	64	64	64	64	64	64
Z1.5	Pearson Correlation	.108	-.046	-.040	.138	1	.040
	Sig. (2-tailed)	.395	.717	.756	.276		.753
	N	64	64	64	64	64	64
Z1.6	Pearson Correlation	.150	.218	.115	.197	.040	1
	Sig. (2-tailed)	.238	.083	.367	.120	.753	
	N	64	64	64	64	64	64
Taste	Pearson Correlation	.395**	.727**	.680**	.776**	.305*	.468
	Sig. (2-tailed)	.001	.000	.000	.000	.014	.001
	N	64	64	64	64	64	64

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

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

		<b>Correlations</b>				
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5
Y1.1	Pearson Correlation	1	.326**	.085	.092	.150
	Sig. (2-tailed)		.008	.504	.468	.238
	N	64	64	64	64	64
Y1.2	Pearson Correlation	.326**	1	.250*	.116	.218
	Sig. (2-tailed)	.008		.046	.362	.083
	N	64	64	64	64	64
Y1.3	Pearson Correlation	.085	.250*	1	.064	.115
	Sig. (2-tailed)	.504	.046		.616	.367
	N	64	64	64	64	64
Y1.4	Pearson Correlation	.092	.116	.064	1	.197

	Sig. (2-tailed)	.468	.362	.616		
	N	64	64	64	64	
Y1.5	Pearson Correlation	.278 <sup>*</sup>	.080	-.006	-.026	
	Sig. (2-tailed)	.026	.530	.962	.838	
	N	64	64	64	64	
Y1.6	Pearson Correlation	.197	.243	.114	-.134	
	Sig. (2-tailed)	.118	.053	.369	.290	
	N	64	64	64	64	
Keputusan Pembelian	Pearson Correlation	.621 <sup>**</sup>	.615 <sup>**</sup>	.470 <sup>**</sup>	.395 <sup>**</sup>	
	Sig. (2-tailed)	.000	.000	.000	.001	
	N	64	64	64	64	

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

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

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	64	100.0
	Excluded <sup>a</sup>	0	.0
	Total	64	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.704	6

### Item Statistics

	Mean	Std. Deviation	N
X1.1	4.05	.862	64
X1.2	3.61	1.018	64
X1.3	3.78	.863	64
X1.4	3.78	.806	64
X1.5	3.95	.862	64
X1.6	3.39	.902	64

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	18.52	8.317	.482	.651
X1.2	18.95	6.934	.651	.584
X1.3	18.78	8.110	.529	.636
X1.4	18.78	8.078	.595	.618
X1.5	18.61	8.369	.470	.654
X1.6	19.17	10.748	-.018	.794

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.56	11.456	3.385	6

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	64	100.0
	Excluded <sup>a</sup>	0	.0
	Total	64	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.776	6

### Item Statistics

	Mean	Std. Deviation	N
X2.1	3.58	.708	64
X2.2	3.50	.690	64
X2.3	3.94	.814	64
X2.4	3.73	.802	64
X2.5	3.94	.833	64
X2.6	3.86	.732	64

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	18.97	8.285	.281	.796
X2.2	19.05	8.077	.352	.780
X2.3	18.61	6.369	.706	.691
X2.4	18.81	7.075	.520	.743
X2.5	18.61	6.369	.683	.697
X2.6	18.69	7.075	.597	.724

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.55	9.934	3.152	6

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	64	100.0
	Excluded <sup>a</sup>	0	.0
	Total	64	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.876	6

### Item Statistics

	Mean	Std. Deviation	N
X3.1	3.78	.678	64
X3.2	3.84	.718	64
X3.3	3.86	.852	64
X3.4	3.70	.954	64
X3.5	3.80	1.011	64
X3.6	3.86	.774	64

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	19.06	12.187	.637	.863
X3.2	19.00	11.619	.720	.850
X3.3	18.98	11.127	.669	.856
X3.4	19.14	10.155	.755	.841
X3.5	19.05	10.014	.723	.849
X3.6	18.98	11.762	.621	.864

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.84	15.658	3.957	6

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	64	100.0
	Excluded <sup>a</sup>	0	.0
	Total	64	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.758	6

### Item Statistics

	Mean	Std. Deviation	N
Z1.1	3.77	.831	64
Z1.2	4.11	.875	64
Z1.3	3.78	.899	64
Z1.4	3.88	.864	64
Z1.5	4.39	.681	64
Z1.6	3.88	.655	64

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Z1.1	20.03	6.475	.101	.630
Z1.2	19.69	4.853	.512	.442
Z1.3	20.02	5.031	.435	.481
Z1.4	19.92	4.645	.592	.400
Z1.5	19.41	6.912	.061	.628
Z1.6	19.92	6.359	.244	.567

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.80	7.593	2.756	6

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	64	100.0
	Excluded <sup>a</sup>	0	.0
	Total	64	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.744	6

### Item Statistics

	Mean	Std. Deviation	N
Y1.1	3.83	.767	64
Y1.2	3.75	.713	64
Y1.3	4.11	.779	64
Y1.4	3.73	.913	64
Y1.5	3.75	.836	64
Y1.6	3.63	.826	64

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	18.97	4.412	.371	.307
Y1.2	19.05	4.522	.385	.307
Y1.3	18.69	4.980	.175	.419
Y1.4	19.06	5.234	.031	.513
Y1.5	19.05	4.807	.188	.413
Y1.6	19.17	4.748	.213	.398

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.80	6.196	2.489	6

## Regression

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Word Of Mouth, Brand Ambassador, Brand Image <sup>b</sup>	.	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	.860 <sup>a</sup>	.740	.727	1.209

a. Predictors: (Constant), Word Of Mouth, Brand Ambassador, Brand Image

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	249.231	3	83.077	56.792	.000 <sup>b</sup>
	Residual	87.769	60	1.463		
	Total	337.000	63			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Word Of Mouth, Brand Ambassador, Brand Image

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.696	1.829		.381	.701
	Brand Ambassador	.257	.104	.227	2.465	.018
	Brand Image	.581	.092	.593	6.344	.000
	Word Of Mouth	.152	.046	.229	3.341	.001

a. Dependent Variable: Keputusan Pembelian

## Regression

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Word Of Mouth, Brand Ambassador, Brand Image <sup>b</sup>		Enter

a. Dependent Variable: Taste

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.722 <sup>a</sup>	.522	.498	1.650

a. Predictors: (Constant), Word Of Mouth, Brand Ambassador, Brand Image

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	178.326	3	59.442	21.824	.000 <sup>b</sup>
	Residual	163.424	60	2.724		
	Total	341.750	63			

a. Dependent Variable: Taste

b. Predictors: (Constant), Word Of Mouth, Brand Ambassador, Brand Image

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.989	2.495		1.198	.237
	Brand Ambassador	.390	.142	.342	2.740	.008
	Brand Image	.265	.125	.268	2.117	.039
	Word Of Mouth	.221	.062	.329	3.548	.000

a. Dependent Variable: Taste

## Regression

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Taste <sup>b</sup>		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	.555 <sup>a</sup>	.309	.297	1.939

- a. Predictors: (Constant), Taste

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.971	1	103.971	27.663	.000 <sup>b</sup>
	Residual	233.029	62	3.759		
	Total	337.000	63			

- a. Dependent Variable: Keputusan Pembelian  
 b. Predictors: (Constant), Taste

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.361	2.392		4.332	.000
	Taste	.552	.105	.555	5.260	.000

- a. Dependent Variable: Keputusan Pembelian

## Regression

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	brand ambassador * Variabel taste, Brand Ambassador <sup>b</sup>		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	.723 <sup>a</sup>	.522	.507	1.624

a. Predictors: (Constant), brand ambassador \* Variabel taste, Brand Ambassador

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	176.055	2	88.028	33.364	.000 <sup>b</sup>
	Residual	160.945	61	2.638		
	Total	337.000	63			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), brand ambassador \* Variabel taste, Brand Ambassador

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

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	9.215	2.829		3.257
	Brand Ambassador	.334	.213	.295	1.571
	brand ambassador * Variabel taste	.012	.005	.449	2.388

a. Dependent Variable: Keputusan Pembelian

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	brand image * taste, Brand Image <sup>b</sup>		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	.821 <sup>a</sup>	.674	.664	1.341

a. Predictors: (Constant), brand image \* taste, Brand Image

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	227.261	2	113.630	63.163	.000 <sup>b</sup>
	Residual	109.739	61	1.799		
	Total	337.000	63			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), brand image \* taste, Brand Image

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.951	1.977		3.516	.000
	Brand Image	.574	.162	.585	3.541	.000
	brand image * taste	.006	.004	.254	1.538	.131

a. Dependent Variable: Keputusan Pembelian

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	word of mouth * taste, Word Of Mouth <sup>b</sup>		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	.606 <sup>a</sup>	.367	.346	1.870

a. Predictors: (Constant), word of mouth \* taste, Word Of Mouth

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.694	2	61.847	17.687	.000 <sup>b</sup>
	Residual	213.306	61	3.497		
	Total	337.000	63			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), word of mouth \* taste, Word Of Mouth

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.180	1.706		11.244	.
	Word Of Mouth	-.298	.158	-.448	-1.884	.
	word of mouth * taste	.020	.005	.980	4.119	.

a. Dependent Variable: Keputusan Pembelian

