

LAMPIRAN

Lampiran 1 : Kuesioner

Kepada YTH Bapak/Ibu, Saudara/i,
Dengan Hormat,

Perkenalkan saya Felicia mahasiswi dari Institut Bisnis dan Informatika Kwik Kian Gie dari jurusan Manajemen Pemasaran. Saat ini, saya sedang melakukan penelitian yang berjudul "Pengaruh Citra Merek dan Ulasan *Electronic Word of Mouth* Terhadap Niat Beli Ulang Konsumen Produk Perawatan Wajah Wardah di Shopee". Penelitian ini bertujuan untuk menyelesaikan tugas akhir/skripsi.

Kriteria responden yang dibutuhkan dalam penelitian ini yaitu pernah membeli produk perawatan wajah Wardah di Shopee

Dengan ini saya memohon kesediaan Bapak/Ibu/Saudara/i untuk mengisi kuesioner ini sesuai dengan penilaian Bapak/Ibu/Saudara/i tanpa adanya paksaan. Atas kesediaan dan partisipasi Bapak/Ibu/Saudara/i, saya ucapkan terimakasih.

Bagian 1: Screening

Nama :

Apakah anda pernah membeli produk perawatan wajah Wardah di Shopee?

- Ya
- Tidak (Mohon berhenti sampai disini)

Bagian 2 : Pertanyaan Penelitian

Responden diminta untuk memilih satu saja dari lima pilihan yang tersedia sebagai jawaban di atas pernyataan – pernyataan yang di ajukan. Pilihlah opsi yang paling sesuai dengan apa yang Anda rasakan dan tidak ada jawaban benar atau salah. Berikan tanda pada pendapat yang Anda anggap sesuai.

Keterangan:

Sangat Tidak Setuju (STS)	: 1
Tidak Setuju (TS)	: 2
Netral (N)	: 3
Setuju (S)	: 4
Sangat Setuju (SS)	: 5

1. Citra Merek

No.	Pertanyaan	Nilai				
		STS	TS	N	S	SS
1	PT. Paragon Technology and Innovation sebagai produsen produk perawatan wajah Wardah merupakan perusahaan yang sudah dikenal					
2	PT. Paragon Technology and Innovation sebagai produsen produk perawatan wajah Wardah merupakan perusahaan yang terpercaya					
3	Membeli produk perawatan wajah Wardah di Shopee merupakan bagian gaya hidup saya					
4	Membeli produk perawatan wajah Wardah di Shopee merupakan simbol kepribadian saya					
5	Membeli produk perawatan wajah Wardah di Shopee merupakan simbol dari status sosial saya					
6	Merek Wardah mudah diingat					
7	Produk perawatan wajah Wardah memberikan manfaat bagi saya					
8	Wardah memberikan pelayanan yang baik dan informatif					
9	Wardah menjamin produk perawatan wajahnya berkualitas					

2. Electronic Word of Mouth

No.	Pertanyaan	Nilai				
		STS	TS	N	S	SS
1	Saya memperoleh informasi mengenai produk perawatan wajah Wardah melalui akun Wardah di Shopee					
2	Saya sering berinteraksi dengan pembeli lainnya melalui aplikasi Shopee untuk mengetahui produk perawatan wajah Wardah					
3	Saya melihat banyak ulasan pada akun Shopee Wardah					
4	Saya melihat komentar positif terkait produk perawatan wajah Wardah di Shopee					
5	Saya mendapatkan rekomendasi dari komentar positif yang diberikan oleh konsumen produk perawatan wajah Wardah di Shopee					

6	Saya melihat komentar negatif terkait produk perawatan wajah Wardah di Shopee					
7	Saya mempercayai ulasan negatif dari konsumen produk perawatan wajah Wardah di Shopee					
8	Wardah telah memberikan informasi yang lengkap mengenai pilihan produk perawatan wajah di Shopee					
9	Wardah telah memberikan informasi detail di Shopee mengenai kualitas produk					
10	Wardah telah memberikan informasi detail mengenai harga produk					
11	Saya merasa aman dan nyaman saat berbelanja di akun Shopee Wardah					

3. Niat Beli Ulang

No.	Pertanyaan	Nilai				
		STS	TS	N	S	SS
1	Saya akan terus membeli produk perawatan wajah Wardah di Shopee					
2	Saya akan terus mencari informasi mengenai produk perawatan wajah Wardah di akun Shopee Wardah					
3	Saya akan merekomendasikan kepada teman dan saudara untuk membeli produk perawatan wajah Wardah di Shopee					
4	Saya lebih memilih untuk membeli produk perawatan wajah Wardah dibandingkan dengan merek lain					

Lampiran 2 : Data Kuesioner 121 responden

Variabel Citra Merek (X₁)

no	Citra Merek (X ₁)									T.X.1
	X.1.1	X.1.2	X.1.3	X.1.4	X.1.5	X.1.6	X.1.7	X.1.8	X.1.9	
1	3	4	4	4	3	3	3	4	3	31

2	3	4	3	3	3	5	4	5	4	34
3	3	3	3	3	3	4	4	4	4	31
4	5	5	4	3	3	5	4	5	4	38
5	5	5	5	5	5	5	5	5	5	45
6	3	3	3	2	3	4	3	4	3	28
7	5	5	4	3	3	5	4	5	5	39
8	3	3	4	3	3	5	5	4	4	34
9	4	4	4	3	4	5	5	4	5	38
10	4	4	3	4	4	4	4	4	4	35
11	5	5	4	4	3	5	5	3	4	38
12	5	5	5	5	5	5	5	5	5	45
13	3	4	3	3	4	5	3	4	3	32
14	5	4	4	4	4	4	5	5	5	40
15	5	5	5	5	5	5	5	5	5	45
16	4	4	5	5	4	3	4	4	4	37
17	4	5	4	3	3	5	5	4	5	38
18	5	5	5	5	5	5	5	5	5	45
19	3	3	3	3	3	3	3	3	3	27
20	3	3	1	1	1	5	3	4	4	25
21	4	4	5	4	4	5	4	5	4	39
22	4	4	4	4	4	5	5	5	5	40
23	5	4	3	3	3	5	5	5	5	38
24	4	4	5	5	5	5	5	4	5	42
25	5	5	2	1	1	5	1	5	5	30
26	5	5	4	3	3	5	5	4	5	39
27	3	4	4	4	4	5	5	5	5	39
28	5	5	3	3	3	5	3	3	3	33
29	4	5	4	3	3	5	4	4	5	37
30	5	5	3	3	4	5	4	4	5	38
31	4	4	4	4	4	4	4	4	4	36
32	5	5	3	4	4	5	4	5	4	39
33	5	5	4	3	3	5	5	5	5	40
34	5	4	4	4	5	3	4	5	4	38
35	5	4	2	3	3	5	5	5	5	37
36	5	5	5	5	4	5	5	5	5	44
37	5	5	3	3	3	4	4	4	3	34
38	4	4	4	3	3	3	4	4	3	32
39	3	5	5	3	3	3	5	4	4	35
40	4	4	4	3	3	5	5	4	4	36
41	4	4	3	3	3	4	4	4	4	33
42	5	5	4	4	1	5	5	5	5	39
43	5	5	4	4	2	5	5	5	4	39
44	4	4	2	2	2	5	3	3	4	29
45	5	5	5	4	4	5	4	5	4	41
46	5	5	5	5	5	5	5	5	5	45
47	4	4	2	2	2	5	4	4	5	32
48	4	5	3	3	3	5	5	5	5	38
49	3	3	4	3	1	4	1	3	3	25
50	4	4	4	4	4	4	3	4	4	35
51	2	4	4	4	4	4	4	4	3	33
52	5	5	5	5	5	5	5	5	5	45
53	2	4	2	2	2	4	5	3	4	28
54	4	4	1	1	1	5	5	4	4	29
55	5	4	3	2	1	5	4	4	4	32
56	4	5	4	5	4	5	4	5	4	40

57	3	4	5	4	3	4	5	4	3	35
58	5	5	4	5	5	5	5	5	4	43
59	4	5	5	3	3	5	5	5	5	40
60	4	4	3	3	2	5	4	4	5	34
61	5	5	4	4	4	5	5	5	5	42
62	5	5	4	1	1	5	5	5	5	36
63	5	5	2	2	2	5	4	4	4	33
64	3	3	1	1	1	3	3	3	3	21
65	5	5	3	3	2	4	5	5	4	36
66	4	4	2	2	2	4	3	4	3	28
67	3	3	4	4	4	2	2	2	3	27
68	5	4	4	4	4	5	4	5	5	40
69	5	4	5	4	3	5	3	5	5	39
70	3	4	3	3	3	5	5	3	3	32
71	4	3	4	4	4	3	5	5	4	36
72	5	4	3	3	3	5	4	4	4	35
73	4	4	3	3	3	4	4	4	4	33
74	4	4	3	3	3	5	3	4	4	33
75	5	5	3	3	3	5	5	5	5	39
76	5	4	3	3	3	5	3	4	4	34
77	4	5	2	2	4	5	5	5	5	37
78	5	5	5	5	5	5	5	5	5	45
79	4	4	5	3	4	4	5	4	4	37
80	5	5	5	5	5	5	5	5	5	45
81	4	4	3	2	3	4	3	4	4	31
82	5	5	3	2	2	4	3	4	4	32
83	3	3	3	3	3	4	3	3	3	28
84	4	4	3	3	3	4	4	4	5	34
85	5	5	5	5	5	5	5	5	5	45
86	4	5	4	4	4	5	5	5	5	41
87	5	5	4	4	4	5	5	5	5	42
88	5	4	4	4	4	4	4	4	5	38
89	5	5	3	3	3	5	4	4	4	36
90	5	5	3	3	3	5	4	4	4	36
91	3	3	3	3	3	5	4	4	3	31
92	4	4	3	3	3	4	3	3	4	31
93	5	5	3	3	3	5	4	5	5	38
94	4	4	4	3	3	5	4	4	4	35
95	5	3	2	5	4	5	5	5	5	39
96	5	5	5	5	5	5	5	5	5	45
97	4	4	3	3	3	3	3	3	4	30
98	4	4	2	1	2	3	3	4	4	27
99	1	3	3	3	2	5	5	5	5	32
100	3	3	1	1	1	2	1	2	2	16
101	5	5	2	1	1	5	3	3	4	29
102	5	5	5	5	5	5	5	5	5	45
103	5	4	2	2	2	5	4	5	4	33
104	4	5	4	5	4	5	5	5	5	42
105	3	2	3	3	3	2	3	3	3	25
106	3	3	3	3	3	3	3	3	3	27
107	4	4	3	3	3	5	4	3	4	33
108	3	3	3	3	3	3	3	3	3	27
109	4	4	3	3	3	4	3	4	4	32
110	5	5	4	4	4	4	5	5	5	41
111	3	3	4	4	5	2	3	3	3	30
112	5	5	4	3	3	5	5	5	5	40
113	3	3	2	2	2	3	2	3	3	23
114	3	4	2	1	1	4	3	3	3	24

115	5	4	3	2	2	5	4	5	4	34
116	2	3	2	5	2	5	2	1	5	27
117	3	4	3	5	3	4	3	3	5	33
118	5	5	4	4	4	5	4	3	4	38
119	5	5	4	4	4	5	5	5	5	42
120	5	5	2	2	1	4	2	4	4	29
121	3	4	4	4	4	4	4	5	5	37

Variabel *Electronic Word of Mouth* (X₂)

NO	<i>Electronic Word of Mouth</i> (X ₂)											T.X.2
	X.2.1	X.2.2	X.2.3	X.2.4	X.2.5	X.2.6	X.2.7	X.2.8	X.2.9	X.2.10	X.2.11	
1	4	3	4	5	5	1	4	4	4	4	5	43
2	4	3	5	5	4	3	2	4	4	5	3	42
3	3	5	4	4	4	4	3	3	3	3	3	39
4	5	3	5	5	5	2	1	4	5	5	5	45
5	5	5	5	5	5	5	5	5	5	5	5	55
6	4	2	2	3	3	3	3	3	3	3	4	33
7	5	3	5	5	4	2	2	5	5	5	5	46
8	4	3	5	5	4	4	4	5	4	5	5	48
9	4	3	5	5	5	5	5	5	5	5	5	52
10	4	4	4	4	4	4	4	5	5	4	4	46
11	5	4	5	5	4	5	4	5	3	4	5	49
12	5	5	5	5	5	5	5	5	5	5	5	55
13	4	3	4	3	4	3	5	4	4	4	3	41
14	5	5	5	5	5	5	5	5	5	5	5	55
15	5	5	5	5	5	5	5	5	5	5	5	55
16	4	4	3	3	4	3	4	4	4	4	4	41
17	5	3	5	5	4	3	2	5	4	5	4	45
18	3	3	5	5	5	5	4	5	5	5	5	50
19	3	3	3	3	3	3	3	3	3	3	3	33
20	1	1	4	3	3	3	4	5	4	5	3	36
21	4	3	4	3	4	4	4	4	5	5	4	44
22	5	5	4	4	4	2	2	5	5	5	5	46
23	4	3	5	5	5	3	3	5	5	5	5	48
24	5	5	4	4	5	3	3	4	4	5	5	47
25	5	1	5	5	5	3	1	5	5	5	3	43
26	5	4	5	4	3	4	3	4	4	5	5	46
27	4	4	4	3	4	1	1	4	4	4	4	37
28	3	3	3	3	3	3	3	5	5	5	3	39
29	4	2	5	4	4	4	2	4	4	5	5	43
30	4	2	3	4	4	2	1	4	4	5	5	38
31	4	4	4	4	4	4	4	4	4	4	4	44
32	4	5	4	5	4	5	5	5	4	5	5	51
33	4	5	5	5	5	1	4	5	5	5	5	49
34	5	5	4	4	4	4	5	4	4	4	5	48
35	3	2	4	4	5	3	2	2	3	4	4	36
36	3	3	5	5	3	3	1	5	5	5	5	43

37	3	3	3	3	3	3	3	3	3	4	4	35
38	3	3	3	3	3	4	4	4	4	4	4	39
39	4	4	4	4	4	3	3	3	3	3	3	38
40	4	2	4	4	4	3	2	4	4	4	4	39
41	4	3	4	4	3	2	2	4	4	4	4	38
42	5	5	5	4	4	5	5	5	5	5	5	53
43	4	2	5	5	4	2	4	5	5	5	5	46
44	2	2	2	2	2	2	2	4	4	4	3	29
45	4	5	4	5	5	5	4	4	4	5	5	50
46	5	5	5	5	5	5	5	5	5	5	5	55
47	5	3	5	4	4	4	3	4	5	5	5	47
48	4	3	5	4	4	4	3	4	4	5	5	45
49	2	2	3	3	4	3	4	4	3	4	2	34
50	3	3	4	4	4	3	3	4	3	4	4	39
51	4	2	4	4	4	2	2	3	4	4	4	37
52	5	3	5	5	5	1	2	5	5	5	5	46
53	1	1	3	5	4	2	3	4	3	4	3	33
54	1	1	4	4	4	3	3	4	3	4	4	35
55	4	3	3	4	4	3	1	4	4	5	5	40
56	5	4	5	4	5	4	5	4	5	4	5	50
57	5	4	5	4	5	4	5	4	5	4	5	50
58	4	4	5	5	5	2	2	4	4	3	4	42
59	5	4	5	5	5	2	1	5	5	5	5	47
60	5	3	5	5	5	1	2	4	4	4	5	43
61	5	4	5	5	5	1	2	5	5	5	5	47
62	5	1	5	5	5	5	5	5	5	5	5	51
63	5	2	5	4	4	4	1	5	4	5	4	43
64	2	2	2	4	2	3	3	4	4	4	4	34
65	5	5	4	4	4	2	2	5	5	5	5	46
66	3	2	4	4	3	3	3	4	4	4	4	38
67	3	3	3	2	2	4	4	3	3	2	3	32
68	5	4	5	5	4	3	3	5	5	5	5	49
69	2	1	3	5	5	2	1	5	3	4	4	35
70	3	4	3	5	5	1	1	5	4	4	4	39
71	1	1	4	5	2	3	3	4	4	5	5	37
72	5	3	5	4	5	3	3	5	5	5	5	48
73	4	4	4	4	4	4	4	4	4	4	5	45
74	4	4	4	4	4	4	4	4	4	4	4	44
75	5	3	5	5	5	1	1	5	5	5	5	45
76	4	5	5	5	5	3	3	4	5	5	5	49
77	2	2	5	5	2	2	2	4	4	5	5	38
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81	3	4	4	4	5	3	3	3	3	4	4	40
82	4	3	3	4	3	4	4	3	3	4	3	38
83	3	3	3	4	3	3	3	4	3	4	4	37

84	3	4	4	4	4	3	3	4	4	5	4	42
85	5	5	5	5	5	5	5	5	5	5	5	55
86	4	5	5	5	4	5	5	5	5	4	5	52
87	4	4	4	4	4	3	1	5	5	5	5	44
88	4	4	5	5	5	5	5	5	5	5	5	53
89	3	3	3	3	3	2	2	3	3	3	3	31
90	3	3	4	4	3	4	2	4	4	4	3	38
91	4	1	5	5	5	3	3	5	5	5	4	45
92	3	3	3	3	3	3	3	3	3	3	3	33
93	5	4	5	5	5	2	2	4	5	5	5	47
94	3	4	4	4	4	3	2	4	4	4	4	40
95	3	4	5	5	5	4	3	5	5	5	4	48
96	5	5	5	5	5	5	5	5	5	5	5	55
97	4	2	4	4	4	4	4	4	4	4	4	42
98	2	3	4	4	3	2	2	3	3	4	3	33
99	4	4	4	4	4	4	4	4	4	4	4	44
100	3	2	3	3	3	3	3	3	3	3	3	32
101	3	2	4	4	4	3	3	4	4	5	4	40
102	3	5	5	5	5	5	5	5	5	5	5	53
103	4	3	3	3	3	2	2	3	3	5	4	35
104	5	5	5	5	5	5	5	5	5	4	4	53
105	2	3	3	3	3	3	3	3	3	3	3	32
106	3	3	3	3	3	3	3	3	3	3	3	33
107	3	3	4	4	4	2	2	3	3	4	3	35
108	3	3	3	3	3	3	3	3	3	3	3	33
109	4	4	4	4	4	4	4	4	4	4	4	44
110	4	5	5	5	5	2	1	5	5	5	5	47
111	3	3	4	4	3	3	4	4	3	3	5	39
112	4	4	4	4	4	4	2	5	4	4	4	43
113	2	2	2	3	3	2	1	3	4	4	3	29
114	2	3	4	4	4	3	2	4	3	5	4	38
115	4	4	3	4	4	3	2	4	4	4	5	41
116	3	3	4	5	2	1	1	3	5	5	5	37
117	4	3	5	3	4	4	5	3	5	4	4	44
118	3	4	5	4	5	4	5	4	5	5	5	49
119	4	3	5	5	5	2	2	5	5	5	5	46
120	3	2	4	4	4	2	2	5	5	5	5	41
121	3	4	4	5	3	4	5	4	5	5	4	46

Variabel Niat Beli Ulang (Y)

NO	Niat Beli Ulang (Y)				T.Y
	Y.1	Y.2	Y.3	Y.4	
1	4	5	4	4	17
2	4	3	3	4	14
3	4	4	4	4	16

4	4	4	4	3	15
5	5	5	5	5	20
6	4	3	3	3	13
7	5	5	5	3	18
8	4	4	4	5	17
9	5	5	5	5	20
10	4	4	5	4	17
11	3	4	4	4	15
12	5	5	5	5	20
13	3	4	4	3	14
14	5	5	5	5	20
15	5	5	5	3	18
16	5	3	3	4	15
17	4	3	3	5	15
18	3	5	5	4	17
19	3	3	3	3	12
20	2	3	4	1	10
21	4	5	5	4	18
22	5	4	4	4	17
23	5	5	5	4	19
24	5	4	5	5	19
25	1	1	1	1	4
26	4	4	3	5	16
27	4	4	4	4	16
28	3	3	3	3	12
29	4	3	3	4	14
30	3	3	4	4	14
31	4	4	4	4	16
32	5	4	5	4	18
33	5	5	5	4	19
34	4	4	5	4	17
35	3	3	4	3	13
36	5	4	4	3	16
37	3	3	3	3	12
38	3	3	3	3	12
39	3	3	3	3	12
40	4	4	4	4	16
41	4	4	3	3	14
42	5	5	5	5	20
43	4	4	5	4	17
44	2	2	4	2	10
45	5	5	5	5	20
46	5	5	5	4	19
47	4	3	4	4	15
48	5	5	4	5	19
49	3	3	4	4	14
50	5	5	5	4	19

51	4	4	3	2	13
52	5	5	5	5	20
53	3	4	4	3	14
54	3	3	3	3	12
55	4	4	4	3	15
56	5	4	4	5	18
57	4	5	4	5	18
58	4	4	3	3	14
59	5	5	5	5	20
60	3	3	3	3	12
61	5	5	5	4	19
62	4	5	4	1	14
63	4	4	4	2	14
64	2	2	2	2	8
65	4	4	4	3	15
66	3	3	3	2	11
67	3	3	3	4	13
68	4	4	4	4	16
69	4	3	3	3	13
70	3	3	3	4	13
71	4	5	5	4	18
72	4	4	5	3	16
73	3	3	4	4	14
74	4	4	4	4	16
75	3	5	5	4	17
76	4	5	4	3	16
77	4	2	2	2	10
78	5	5	5	5	20
79	5	5	5	4	19
80	5	5	5	5	20
81	3	3	3	3	12
82	3	4	3	3	13
83	3	3	4	4	14
84	4	4	4	3	15
85	5	5	5	5	20
86	5	4	5	4	18
87	5	5	5	5	20
88	5	5	5	5	20
89	3	3	3	3	12
90	3	3	4	2	12
91	3	3	3	3	12
92	3	3	3	3	12
93	4	4	4	4	16
94	4	4	5	3	16
95	4	5	5	5	19
96	5	5	5	5	20
97	3	4	4	4	15

98	3	3	3	2	11
99	4	4	4	4	16
100	2	2	3	2	9
101	3	3	4	5	15
102	4	3	3	4	14
103	3	4	3	4	14
104	5	4	4	4	17
105	2	3	3	3	11
106	3	3	3	3	12
107	4	4	3	3	14
108	3	3	3	3	12
109	4	4	4	4	16
110	5	5	5	5	20
111	2	3	4	1	10
112	5	5	5	4	19
113	3	2	3	2	10
114	3	4	4	2	13
115	4	4	4	3	15
116	3	2	4	5	14
117	4	5	3	5	17
118	5	5	5	5	20
119	5	5	5	4	19
120	3	3	3	2	11
121	4	4	5	4	17

Lampiran 3 : Hasil Output Validitas Reliabilitas

1. Citra Merek

Reliability Statistics

Cronbach's	
Alpha	N of Items
.855	9

Correlations

		X.1.1	X.1.2	X.1.3	X.1.4	X.1.5	X.1.6	X.1.7	X.1.8	X.1.9	Citra Merek
X.1.1	Pearson Correlation	1	.809**	.327	.266	.238	.384*	.258	.283	.552**	.641**
	Sig. (2-tailed)		.000	.077	.155	.205	.036	.169	.130	.002	.000
	N	30	30	30	30	30	30	30	30	30	30
X.1.2	Pearson Correlation	.809**	1	.378*	.272	.231	.470**	.173	.235	.492**	.626**
	Sig. (2-tailed)	.000		.040	.146	.219	.009	.359	.211	.006	.000
	N	30	30	30	30	30	30	30	30	30	30
X.1.3	Pearson Correlation	.327	.378*	1	.868**	.792**	.036	.654**	.286	.351	.822**
	Sig. (2-tailed)	.077	.040		.000	.000	.851	.000	.125	.057	.000
	N	30	30	30	30	30	30	30	30	30	30
X.1.4	Pearson Correlation	.266	.272	.868**	1	.891**	-.113	.641**	.210	.246	.774**
	Sig. (2-tailed)	.155	.146	.000		.000	.551	.000	.264	.190	.000
	N	30	30	30	30	30	30	30	30	30	30
X.1.5	Pearson Correlation	.238	.231	.792**	.891**	1	.052	.642**	.259	.291	.781**
	Sig. (2-tailed)	.205	.219	.000	.000		.786	.000	.168	.119	.000
	N	30	30	30	30	30	30	30	30	30	30
X.1.6	Pearson Correlation	.384*	.470**	.036	-.113	.052	1	.300	.342	.523**	.417*
	Sig. (2-tailed)	.036	.009	.851	.551	.786		.107	.064	.003	.022
	N	30	30	30	30	30	30	30	30	30	30
X.1.7	Pearson Correlation	.258	.173	.654**	.641**	.642**	.300	1	.229	.557**	.765**
	Sig. (2-tailed)	.169	.359	.000	.000	.000	.107		.223	.001	.000
	N	30	30	30	30	30	30	30	30	30	30
X.1.8	Pearson Correlation	.283	.235	.286	.210	.259	.342	.229	1	.568**	.511**
	Sig. (2-tailed)	.130	.211	.125	.264	.168	.064	.223		.001	.004
	N	30	30	30	30	30	30	30	30	30	30

X.1.9	Pearson	.552**	.492**	.351	.246	.291	.523**	.557**	.568**	1	.706**
	Correlation										
	Sig. (2-tailed)	.002	.006	.057	.190	.119	.003	.001	.001		.000
	N	30	30	30	30	30	30	30	30	30	30
Citra Merek	Pearson	.641**	.626**	.822**	.774**	.781**	.417*	.765**	.511**	.706**	1
	Correlation										
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.022	.000	.004	.000	
	N	30	30	30	30	30	30	30	30	30	30

2. Electronic Word of Mouth

Reliability Statistics

Cronbach's	
Alpha	N of Items
.830	11

Correlations

		X.2.1	X.2.2	X.2.3	X.2.4	X.2.5	X.2.6	X.2.7	X.2.8	X.2.9	X.2.10	X.2.11	EWO M
X.2.1	Pearson	1	.455*	.418*	.521**	.476**	.095	-.090	.213	.283	.280	.552**	.575**
	Correlation												
	Sig. (2-tailed)		.012	.022	.003	.008	.617	.637	.258	.129	.134	.002	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
X.2.2	Pearson	.455*	1	.176	.180	.316	.328	.383*	.079	.125	-.053	.351	.549**
	Correlation												
	Sig. (2-tailed)	.012		.353	.342	.089	.076	.037	.680	.510	.782	.057	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30
X.2.3	Pearson	.418*	.176	1	.793**	.572**	.411*	.113	.582**	.440*	.605**	.419*	.745**
	Correlation												
	Sig. (2-tailed)	.022	.353		.000	.001	.024	.554	.001	.015	.000	.021	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X.2.4	Pearson	.521**	.180	.793**	1	.709**	.310	.071	.531**	.377*	.464**	.555**	.739**
	Correlation												
	Sig. (2-tailed)	.003	.342	.000		.000	.095	.708	.003	.040	.010	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30

X.2.5	Pearson Correlation	.476**	.316	.572**	.709**	1	.227	.203	.384*	.543**	.386*	.515**	.722**
	Sig. (2-tailed)	.008	.089	.001	.000		.228	.282	.036	.002	.035	.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X.2.6	Pearson Correlation	.095	.328	.411*	.310	.227	1	.678**	.332	.163	.163	.206	.638**
	Sig. (2-tailed)	.617	.076	.024	.095	.228		.000	.073	.390	.390	.276	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X.2.7	Pearson Correlation	-.090	.383*	.113	.071	.203	.678**	1	.266	.134	-.046	.143	.510**
	Sig. (2-tailed)	.637	.037	.554	.708	.282	.000		.156	.482	.809	.450	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30
X.2.8	Pearson Correlation	.213	.079	.582**	.531**	.384*	.332	.266	1	.690**	.693**	.341	.673**
	Sig. (2-tailed)	.258	.680	.001	.003	.036	.073	.156		.000	.000	.065	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X.2.9	Pearson Correlation	.283	.125	.440*	.377*	.543**	.163	.134	.690**	1	.719**	.325	.611**
	Sig. (2-tailed)	.129	.510	.015	.040	.002	.390	.482	.000		.000	.079	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X.2.10	Pearson Correlation	.280	-.053	.605**	.464**	.386*	.163	-.046	.693**	.719**	1	.424*	.567**
	Sig. (2-tailed)	.134	.782	.000	.010	.035	.390	.809	.000	.000		.020	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
X.2.11	Pearson Correlation	.552**	.351	.419*	.555**	.515**	.206	.143	.341	.325	.424*	1	.666**
	Sig. (2-tailed)	.002	.057	.021	.001	.004	.276	.450	.065	.079	.020		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
EWO M	Pearson Correlation	.575**	.549**	.745**	.739**	.722**	.638**	.510**	.673**	.611**	.567**	.666**	1
	Sig. (2-tailed)	.001	.002	.000	.000	.000	.000	.004	.000	.000	.001	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30

3. Niat Beli Ulang

Reliability Statistics

Cronbach's Alpha	N of Items
.872	4

Correlations

		Y.1	Y.2	Y.3	Y.4	Niat Beli Ulang
Y.1	Pearson Correlation	1	.666**	.597**	.683**	.867**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
Y.2	Pearson Correlation	.666**	1	.895**	.523**	.901**
	Sig. (2-tailed)	.000		.000	.003	.000
	N	30	30	30	30	30
Y.3	Pearson Correlation	.597**	.895**	1	.433*	.853**
	Sig. (2-tailed)	.000	.000		.017	.000
	N	30	30	30	30	30
Y.4	Pearson Correlation	.683**	.523**	.433*	1	.783**
	Sig. (2-tailed)	.000	.003	.017		.000
	N	30	30	30	30	30
Niat Beli Ulang	Pearson Correlation	.867**	.901**	.853**	.783**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

Lampiran 4 : Hasil Output Analisis Deskriptif

Tabel Rata – Rata Hitung

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X.1.1	121	1	5	4.17	.907

X.1.2	121	2	5	4.25	.745
X.1.3	121	1	5	3.48	1.034
X.1.4	121	1	5	3.31	1.109
X.1.5	121	1	5	3.18	1.118
X.1.6	121	2	5	4.45	.816
X.1.7	121	1	5	4.05	.999
X.1.8	121	1	5	4.20	.843
X.1.9	121	2	5	4.22	.769
T.X.1	121	16	45	35.31	5.893
X.2.1	121	1	5	3.78	1.045
X.2.2	121	1	5	3.35	1.145
X.2.3	121	2	5	4.19	.850
X.2.4	121	2	5	4.21	.777
X.2.5	121	2	5	4.06	.869
X.2.6	121	1	5	3.22	1.158
X.2.7	121	1	5	3.11	1.309
X.2.8	121	2	5	4.21	.752
X.2.9	121	3	5	4.20	.781
X.2.10	121	2	5	4.41	.703
X.2.11	121	2	5	4.30	.792
T.X.2	121	29	55	43.03	6.744
Y.1	121	1	5	3.87	.921
Y.2	121	1	5	3.88	.933
Y.3	121	1	5	3.98	.880
Y.4	121	1	5	3.64	1.040
T.Y	121	4	20	15.37	3.238
Valid N (listwise)	121				

Tabel Confidence Interval

One-Sample Test

Test Value = 0

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
X.1.1	50.522	120	.000	4.165	4.00	4.33

X.1.2	62.740	120	.000	4.248	4.11	4.38
X.1.3	37.029	120	.000	3.479	3.29	3.67
X.1.4	32.778	120	.000	3.306	3.11	3.51
X.1.5	31.305	120	.000	3.182	2.98	3.38
X.1.6	60.012	120	.000	4.455	4.31	4.60
X.1.7	44.601	120	.000	4.050	3.87	4.23
X.1.8	54.795	120	.000	4.198	4.05	4.35
X.1.9	60.404	120	.000	4.223	4.08	4.36
T.X.1	65.899	120	.000	35.306	34.25	36.37
X.2.1	39.767	120	.000	3.777	3.59	3.96
X.2.2	32.146	120	.000	3.347	3.14	3.55
X.2.3	54.247	120	.000	4.190	4.04	4.34
X.2.4	59.684	120	.000	4.215	4.08	4.35
X.2.5	51.372	120	.000	4.058	3.90	4.21
X.2.6	30.611	120	.000	3.223	3.01	3.43
X.2.7	26.114	120	.000	3.107	2.87	3.34
X.2.8	61.545	120	.000	4.207	4.07	4.34
X.2.9	59.114	120	.000	4.198	4.06	4.34
X.2.10	69.035	120	.000	4.413	4.29	4.54
X.2.11	59.681	120	.000	4.298	4.15	4.44
T.X.2	70.190	120	.000	43.033	41.82	44.25
Y.1	46.173	120	.000	3.868	3.70	4.03
Y.2	45.813	120	.000	3.884	3.72	4.05
Y.3	49.691	120	.000	3.975	3.82	4.13
Y.4	38.560	120	.000	3.645	3.46	3.83
T.Y	52.219	120	.000	15.372	14.79	15.95

Lampiran 5 : Hasil Analisis Regresi

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.499	1.220		-1.229	.222

Citra Merek	.225	.048	.410	4.679	.000
EWOM	.207	.042	.432	4.930	.000

a. Dependent Variable: Niat Beli Ulang

Lampiran 6 : Hasil Pengujian Asumsi Klasik

1. Hasil Pengujian Asumsi Klasik

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		121
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.98236939
Most Extreme Differences	Absolute	.070
	Positive	.054
	Negative	-.070
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

2. Hasil Uji Multikolinearitas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Citra Merek	.414	2.415
	EWOM	.414	2.415

a. Dependent Variable: Niat Beli Ulang

3. Hasil Heteroskedastisitas

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.586	.809		1.960	.052
	Citra Merek	.001	.032	.003	.018	.985
	EWOM	-.003	.028	-.015	-.108	.914

a. Dependent Variable: ABS_RES

Lampiran 7 : Hasil Uji F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	786.690	2	393.345	98.425	.000 ^b
	Residual	471.575	118	3.996		
	Total	1258.264	120			

a. Dependent Variable: Niat Beli Ulang

b. Predictors: (Constant), EWOM, Citra Merek

Lampiran 8 : Hasil Uji t

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1.499	1.220		-1.229	.222
	Citra Merek	.225	.048	.410	4.679	.000
	EWOM	.207	.042	.432	4.930	.000

a. Dependent Variable: Niat Beli Ulang

Lampiran 9 : Hasil Uji Koefisien Determinasi (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791 ^a	.625	.619	1.999

a. Predictors: (Constant), EWOM, Citra Merek

b. Dependent Variable: Niat Beli Ulang

Lampiran 10 : Hasil Pengecekan Turnitin

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