# LAMPIRAN

*Lampiran I : Kuesioner Penelitian*

Yth. Responden Penelitian

Assalamu'alaikum Warahmatullahi Wabarakatuh.

Dengan hormat, saya Andhika Dody Wibisono mahasiswa program studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Surakarta (FEB UMS) saat ini sedang menyusun skripsi berkaitan dengan Produk Sandal dan Sepatu Merek Bata di wilayah Eks Karesidenan Surakarta. Bersama ini mohon kesediaan bapak / ibuk / saudara untuk mengisi kuisioner penelitian saya dengan sebenar-benarnya. Data yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk pengolahan data keperluan skripsi sebagai salah satu syarat dalam menyelesaikan jenjang strata (S1) Program studi Manajemen FEB UMS. Atas perhatian dan kesediannya, disampaikan terima kasih.

Wasalamu'alaikum Warahmatullahi Wabarakatuh

Surakarta, Juni 2021

Andhika Dody Wibisono

*wajib

Nama :

Jenis Kelamin : A. Laki – laki

B. Perempuan

Usia : A. 17 – 26 tahun

B. 27 – 36 tahun

C. 37 – 46 tahun

D. 47 – 56 tahun

E. 57 – 66 tahun

F. >67 tahun

Pekerjaan : A. Pelajar / Mahasiswa

B. Wiraswasta

C. PNS

D. Lainya

Tingkat Pendapatan : A. <1.500.000

B. 1.500.000 – 2.500.000

C. 2.500.000 – 3.500.000

D. 3.500.000 – 4.500.000

E. 4.500.000 – 5.500.000

F. >5.500.000

Pendidikan Akhir : A. SD

B. SMP

C. SMA

D. S1

E. S2

F. Lainya

**Kuisioner**

Petunjuk pengisian: Pilihlah salah satu jawaban yang sesuai dengan keadaan diri saudara terhadap pernyataan di bawah ini. Setiap pertanyaan akan memberikan alternative tanggapan sebagai berikut :

SS = Sangat Setuju

ST = Setuju

RG = Ragu-Ragu

TS = Tidak Setuju

STS = Sangat Tidak Setuju

| No | Item | STS | TS | RG | ST | SS |
|---|---|---|---|---|---|---|
| WOM1 | Pembicaraan tentang sandal dan sepatu merk bata menimbulkan keinginan saya untuk membeli sandal dan sepatu sebagai produk fasion yang terbaik. | | | | | |
| WOM2 | Sandal dan sepatu merek bata memberikan nilai tambah saya pada desain dan model produknya. | | | | | |
| WOM3 | Produk sandal dan sepatu bata merek yang mudah diingat dan di kenal masyarakat. | | | | | |
| | | | | | | |
| KP1 | Saya akan memutuskan untuk tetap memilih produk sandal dan sepatu merek bata karena model dan desainnya modern dan elegan. | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| KP2 | Saya memutuskan tetap membeli produk sandal dan sepatu merek bata walaupun masih banyak merek yang lain. | | | | | |
| KP3 | Saya akan membeli secara terus menerus sandal dan sepatu merek bata di waktu yang akan datang. | | | | | |
| KP4 | Saya merasa yakin untuk membeli sandal dan sepatu merek bata. | | | | | |
| | | | | | | |
| CM1 | Kualitas sandal dan sepatu merek bata sesuai dengan apa yang di iklankan di berbagai media dan mampu melayani konsumen dengan baik. | | | | | |
| CM2 | Sandal dan sepatu merek bata memiliki desain terbaru dan modern di setiap waktu. | | | | | |
| CM3 | Sandal dan sepatu merek bata mampu menyediakan produk untuk semua kalangan dan segmen dengan harga yang terjangkau. | | | | | |
| CM4 | Sandal dan sepatu merek bata sangat memperhatikan kebutuhan konsumen. | | | | | |

*Lampiran 2 : Data Kuesioner*

| WOM1 | WOM2 | WOM3 | X | CM1 | CM2 | CM3 | CM4 | M | KP1 | KP2 | KP3 | KP4 | Y |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 |
| 5 | 5 | 5 | 15 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 5 | 17 |
| 4 | 4 | 5 | 13 | 4 | 4 | 4 | 5 | 17 | 5 | 5 | 5 | 4 | 19 |
| 4 | 4 | 4 | 12 | 5 | 5 | 5 | 4 | 19 | 4 | 5 | 5 | 4 | 18 |
| 4 | 4 | 5 | 13 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 4 | 13 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 5 | 19 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 4 | 18 |
| 5 | 5 | 5 | 15 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 5 | 19 |
| 4 | 4 | 3 | 11 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 5 | 19 |
| 4 | 4 | 4 | 12 | 4 | 5 | 5 | 4 | 18 | 5 | 5 | 4 | 5 | 19 |
| 4 | 5 | 4 | 13 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 5 | 3 | 4 | 12 | 4 | 5 | 4 | 3 | 16 | 3 | 4 | 4 | 5 | 16 |
| 4 | 4 | 5 | 13 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 2 | 3 | 4 | 9 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 12 | 4 | 5 | 5 | 3 | 17 | 5 | 4 | 4 | 4 | 17 |
| 5 | 4 | 4 | 13 | 4 | 4 | 3 | 4 | 15 | 4 | 5 | 5 | 5 | 19 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 5 | 14 | 5 | 5 | 5 | 4 | 19 | 4 | 5 | 4 | 5 | 18 |
| 4 | 4 | 4 | 12 | 5 | 5 | 5 | 4 | 19 | 4 | 5 | 4 | 4 | 17 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 15 | 4 | 4 | 4 | 3 | 15 | 4 | 5 | 5 | 5 | 19 |
| 4 | 5 | 4 | 13 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 3 | 5 | 18 |
| 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 4 | 17 |
| 3 | 3 | 3 | 9 | 3 | 4 | 4 | 2 | 13 | 2 | 2 | 3 | 4 | 11 |
| 4 | 5 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 4 | 17 |
| 4 | 4 | 3 | 11 | 4 | 4 | 4 | 5 | 17 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 5 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 |
| 4 | 4 | 4 | 12 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 5 | 18 |
| 3 | 3 | 4 | 10 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 5 | 18 |
| 4 | 4 | 4 | 12 | 4 | 4 | 3 | 4 | 15 | 3 | 4 | 4 | 4 | 15 |
| 5 | 5 | 5 | 15 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 5 | 14 | 3 | 5 | 4 | 4 | 16 | 4 | 5 | 5 | 4 | 18 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 3 | 4 | 4 | 11 | 4 | 5 | 4 | 4 | 17 | 4 | 5 | 5 | 5 | 19 |
| 5 | 5 | 5 | 15 | 4 | 5 | 3 | 4 | 16 | 4 | 5 | 5 | 5 | 19 |
| 3 | 3 | 2 | 8 | 4 | 4 | 4 | 3 | 15 | 3 | 4 | 4 | 4 | 15 |
| 3 | 4 | 2 | 9 | 4 | 4 | 5 | 3 | 16 | 4 | 4 | 4 | 4 | 16 |
| 3 | 5 | 5 | 13 | 3 | 3 | 3 | 3 | 12 | 4 | 5 | 4 | 5 | 18 |
| 5 | 5 | 4 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 3 | 5 | 18 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 4 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 3 | 4 | 4 | 11 | 4 | 5 | 4 | 4 | 17 | 3 | 5 | 4 | 4 | 16 |
| 3 | 3 | 4 | 10 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 4 | 17 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 4 | 4 | 14 |
| 5 | 5 | 4 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 4 | 17 |
| 2 | 3 | 4 | 9 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 5 | 18 |
| 3 | 4 | 3 | 10 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 4 | 17 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 |
| 5 | 5 | 5 | 15 | 5 | 5 | 4 | 4 | 18 | 4 | 5 | 5 | 5 | 19 |
| 2 | 4 | 5 | 11 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 5 | 5 | 19 |
| 4 | 4 | 4 | 12 | 4 | 5 | 4 | 4 | 17 | 4 | 5 | 5 | 5 | 19 |
| 4 | 5 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 3 | 5 | 12 | 4 | 5 | 5 | 4 | 18 | 4 | 5 | 4 | 4 | 17 |
| 3 | 3 | 4 | 10 | 4 | 4 | 4 | 3 | 15 | 3 | 4 | 4 | 4 | 15 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 3 | 15 | 4 | 5 | 5 | 5 | 19 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 4 | 19 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 15 | 4 | 5 | 4 | 4 | 17 | 5 | 5 | 5 | 5 | 20 |
| 3 | 3 | 4 | 10 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 12 | 4 | 5 | 4 | 3 | 16 | 4 | 5 | 5 | 5 | 19 |
| 3 | 4 | 4 | 11 | 3 | 4 | 3 | 2 | 12 | 4 | 3 | 4 | 4 | 15 |
| 5 | 5 | 5 | 15 | 4 | 5 | 3 | 4 | 16 | 3 | 4 | 5 | 4 | 16 |
| 3 | 4 | 3 | 10 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 3 | 5 | 15 |
| 5 | 5 | 4 | 14 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 3 | 15 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 5 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 3 | 4 | 5 | 12 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 3 | 15 |
| 4 | 4 | 5 | 13 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 3 | 3 | 14 |
| 3 | 5 | 4 | 12 | 3 | 3 | 4 | 2 | 12 | 3 | 4 | 4 | 4 | 15 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 4 | 13 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 3 | 4 | 15 |
| 4 | 5 | 4 | 13 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 5 | 17 |
| 4 | 4 | 4 | 12 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 4 | 14 | 4 | 4 | 4 | 3 | 15 | 5 | 5 | 5 | 4 | 19 |
| 4 | 4 | 4 | 12 | 5 | 5 | 5 | 4 | 19 | 4 | 5 | 4 | 4 | 17 |
| 2 | 2 | 4 | 8 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 5 | 4 | 4 | 13 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 15 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 5 | 18 |
| 5 | 5 | 4 | 14 | 4 | 4 | 4 | 3 | 15 | 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 5 | 14 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 5 | 18 |
| 4 | 3 | 4 | 11 | 4 | 4 | 4 | 3 | 15 | 4 | 2 | 4 | 4 | 14 |
| 2 | 4 | 2 | 8 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 12 | 3 | 4 | 4 | 3 | 14 | 4 | 4 | 4 | 4 | 16 |
| 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 15 | 5 | 5 | 4 | 4 | 18 | 4 | 5 | 5 | 5 | 19 |
| 4 | 5 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 3 | 4 | 3 | 10 | 4 | 5 | 4 | 4 | 17 | 4 | 5 | 5 | 5 | 19 |
| 4 | 5 | 5 | 14 | 4 | 5 | 5 | 5 | 19 | 3 | 5 | 3 | 5 | 16 |
| 4 | 3 | 5 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 |
| 4 | 4 | 4 | 12 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 |
| 3 | 3 | 3 | 9 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 3 | 4 | 17 |

*Lampiran 3 : Uji Validitas*

**KMO and Bartlett's Test**

| | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .785 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 450.652 |
| | df | 55 |
| | Sig. | .000 |

**Communalities**

| | Initial | Extraction |
|---|---|---|
| WOM1 | 1.000 | .750 |
| WOM2 | 1.000 | .685 |
| WOM3 | 1.000 | .563 |
| CM1 | 1.000 | .787 |
| CM2 | 1.000 | .611 |
| CM3 | 1.000 | .792 |
| CM4 | 1.000 | .668 |
| KP1 | 1.000 | .556 |
| KP2 | 1.000 | .729 |
| KP3 | 1.000 | .633 |
| KP4 | 1.000 | .607 |

Extraction Method: Principal Component Analysis.

**Rotated Component Matrix[a]**

| | Component | | |
|---|---|---|---|
| | 1 | 2 | 3 |
| WOM1 | | | .830 |
| WOM2 | | | .798 |
| WOM3 | | | .736 |
| CM1 | .863 | | |
| CM2 | .732 | | |
| CM3 | .889 | | |
| CM4 | .738 | | |
| KP1 | .504 | .510 | |
| KP2 | | .783 | |
| KP3 | | .788 | |
| KP4 | | .748 | |

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

*Lampiran 4 : Uji Reliabilitas*

1. Uji Reliabilitas Variabel *Word Of Mouth*

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 100 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 100 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .745 | 3 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| WOM1 | 8.42 | 1.418 | .632 | .587 |
| WOM2 | 8.18 | 1.705 | .604 | .626 |
| WOM3 | 8.20 | 1.859 | .490 | .749 |

2. Uji reliabilitas Variabel Citra Merek

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 100 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 100 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .845 | 4 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| CM1 | 12.67 | 2.304 | .785 | .764 |
| CM2 | 12.49 | 2.475 | .650 | .818 |
| CM3 | 12.65 | 2.412 | .686 | .803 |
| CM4 | 12.89 | 2.058 | .649 | .833 |

3. Uji Reliabilitas Variavel Keputusan Pembelian

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 100 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 100 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .764 | 4 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| KP1 | 13.39 | 2.180 | .512 | .737 |
| KP2 | 13.05 | 1.967 | .688 | .635 |
| KP3 | 13.28 | 2.284 | .504 | .739 |
| KP4 | 13.11 | 2.341 | .560 | .711 |

*Lampiran 5 : Uji Asumsi Klasik*

1. Uji Normalitas

**Variables Entered/Removed[a]**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | WORD OF MOUTH[b] | . | Enter |

a. Dependent Variable: CITRA MEREK

b. All requested variables entered.

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .317[a] | .101 | .091 | 1.885 |

a. Predictors: (Constant), WORD OF MOUTH

b. Dependent Variable: CITRA MEREK

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 38.930 | 1 | 38.930 | 10.961 | .001[b] |
| | Residual | 348.070 | 98 | 3.552 | | |
| | Total | 387.000 | 99 | | | |

a. Dependent Variable: CITRA MEREK

b. Predictors: (Constant), WORD OF MOUTH

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Col |
|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tole |
| 1 | (Constant) | 12.628 | 1.304 | | 9.684 | .000 | |
| | WORD OF MOUTH | .345 | .104 | .317 | 3.311 | .001 | |

a. Dependent Variable: CITRA MEREK

**Coefficient Correlations[a]**

| Model | | | WORD OF MOUTH |
|---|---|---|---|
| 1 | Correlations | WORD OF MOUTH | 1.000 |
| | Covariances | WORD OF MOUTH | .011 |

a. Dependent Variable: CITRA MEREK

**Collinearity Diagnostics[a]**

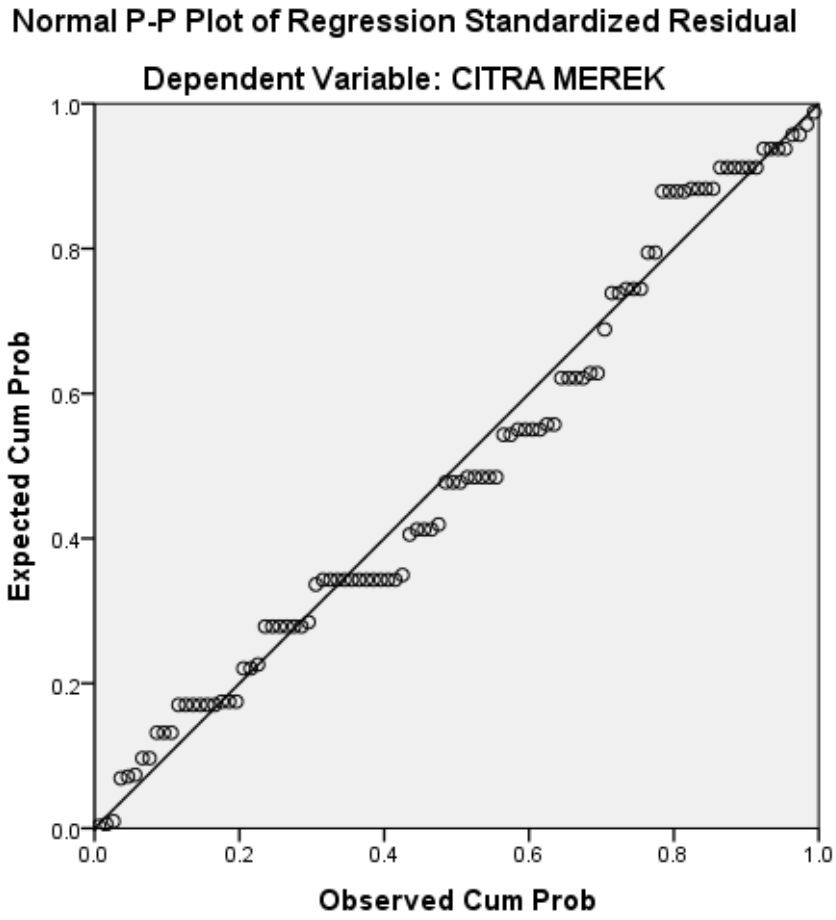
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | |
|---|---|---|---|---|---|
| | | | | (Constant) | WORD OF MOUTH |
| 1 | 1 | 1.990 | 1.000 | .01 | .01 |
| | 2 | .010 | 13.766 | .99 | .99 |

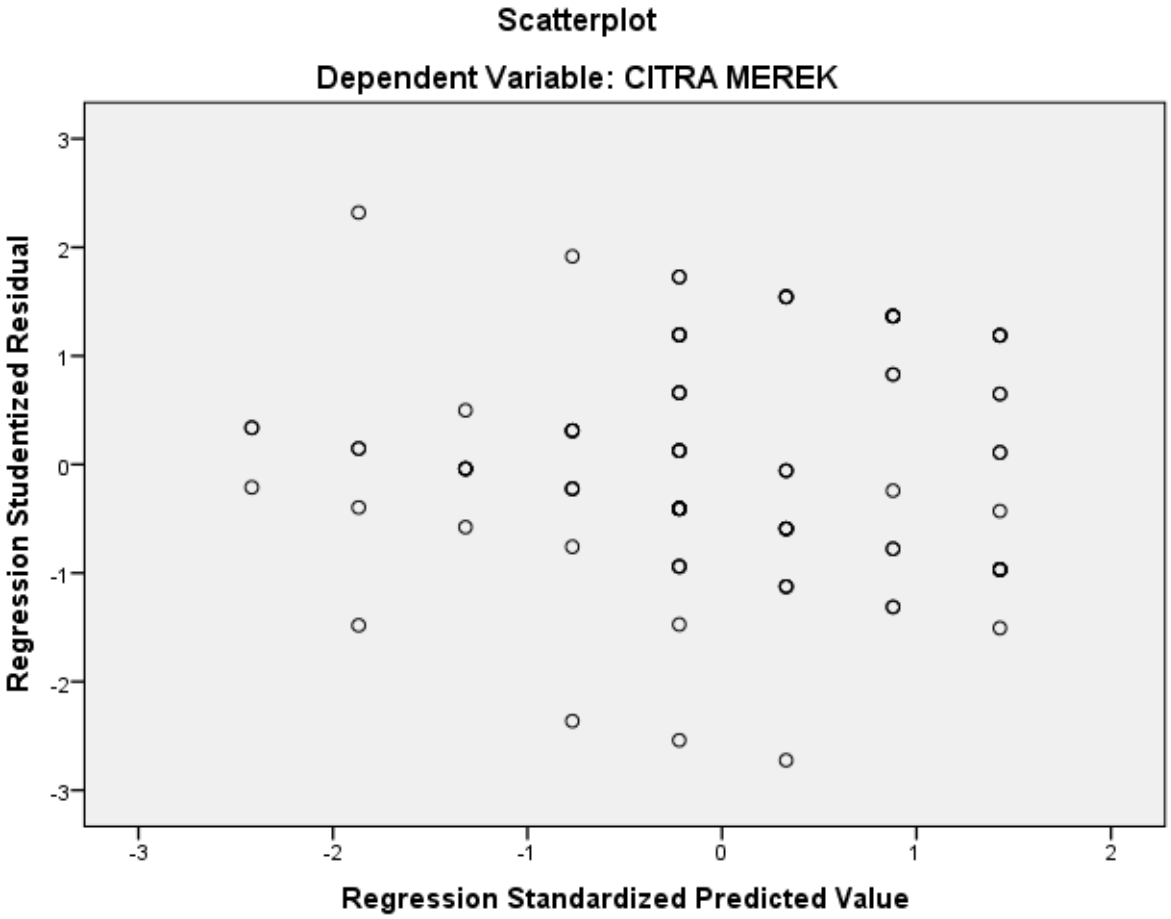
a. Dependent Variable: CITRA MEREK

**Residuals Statistics[a]**

| | Minimum | Maximum | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| Predicted Value | 15.38 | 17.80 | 16.90 | .627 | 100 |
| Std. Predicted Value | -2.417 | 1.428 | .000 | 1.000 | 100 |
| Standard Error of Predicted Value | .193 | .495 | .256 | .075 | 100 |
| Adjusted Predicted Value | 15.34 | 17.88 | 16.90 | .631 | 100 |
| Residual | -5.107 | 4.271 | .000 | 1.875 | 100 |
| Std. Residual | -2.710 | 2.266 | .000 | .995 | 100 |
| Stud. Residual | -2.725 | 2.320 | .000 | 1.004 | 100 |
| Deleted Residual | -5.164 | 4.474 | .001 | 1.910 | 100 |
| Stud. Deleted Residual | -2.820 | 2.374 | .000 | 1.014 | 100 |
| Mahal. Distance | .048 | 5.843 | .990 | 1.289 | 100 |
| Cook's Distance | .000 | .127 | .009 | .016 | 100 |
| Centered Leverage Value | .000 | .059 | .010 | .013 | 100 |

a. Dependent Variable: CITRA MEREK






**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 100 |
| Normal Parameters[a,b] | Mean | 0E-7 |
| | Std. Deviation | 1.87506262 |
| Most Extreme Differences | Absolute | .100 |
| | Positive | .082 |
| | Negative | -.100 |
| Kolmogorov-Smirnov Z | | 1.001 |
| Asymp. Sig. (2-tailed) | | .269 |

a. Test distribution is Normal.

b. Calculated from data.

2. Uji Multikolonieritas

**Variables Entered/Removed[a]**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | WORD OF MOUTH[b] | . | Enter |

a. Dependent Variable: CITRA MEREK

b. All requested variables entered.

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .317[a] | .101 | .091 | 1.885 |

a. Predictors: (Constant), WORD OF MOUTH

b. Dependent Variable: CITRA MEREK

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 38.930 | 1 | 38.930 | 10.961 | .001[b] |
| | Residual | 348.070 | 98 | 3.552 | | |
| | Total | 387.000 | 99 | | | |

a. Dependent Variable: CITRA MEREK

b. Predictors: (Constant), WORD OF MOUTH

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Col |
|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tole |
| 1 | (Constant) | 12.628 | 1.304 | | 9.684 | .000 | |
| | WORD OF MOUTH | .345 | .104 | .317 | 3.311 | .001 | |

a. Dependent Variable: CITRA MEREK

**Coefficient Correlations[a]**

| Model | | | WORD OF MOUTH |
|---|---|---|---|
| 1 | Correlations | WORD OF MOUTH | 1.000 |
| | Covariances | WORD OF MOUTH | .011 |

a. Dependent Variable: CITRA MEREK

**Collinearity Diagnostics[a]**

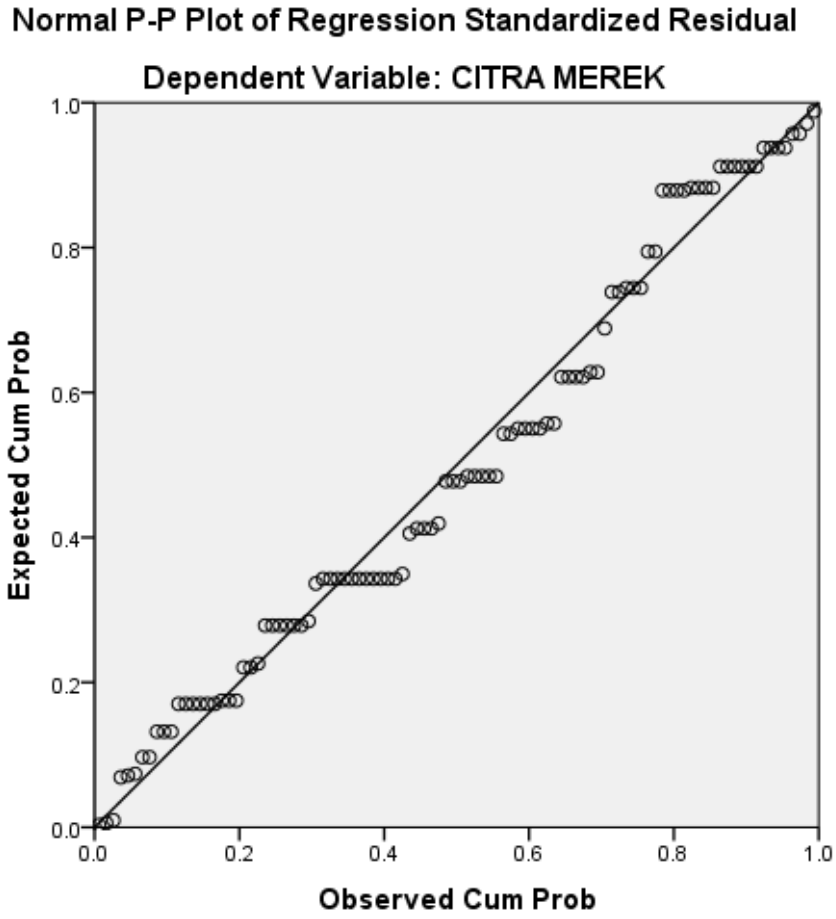
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | |
|---|---|---|---|---|---|
| | | | | (Constant) | WORD OF MOUTH |
| 1 | 1 | 1.990 | 1.000 | .01 | .01 |
| | 2 | .010 | 13.766 | .99 | .99 |

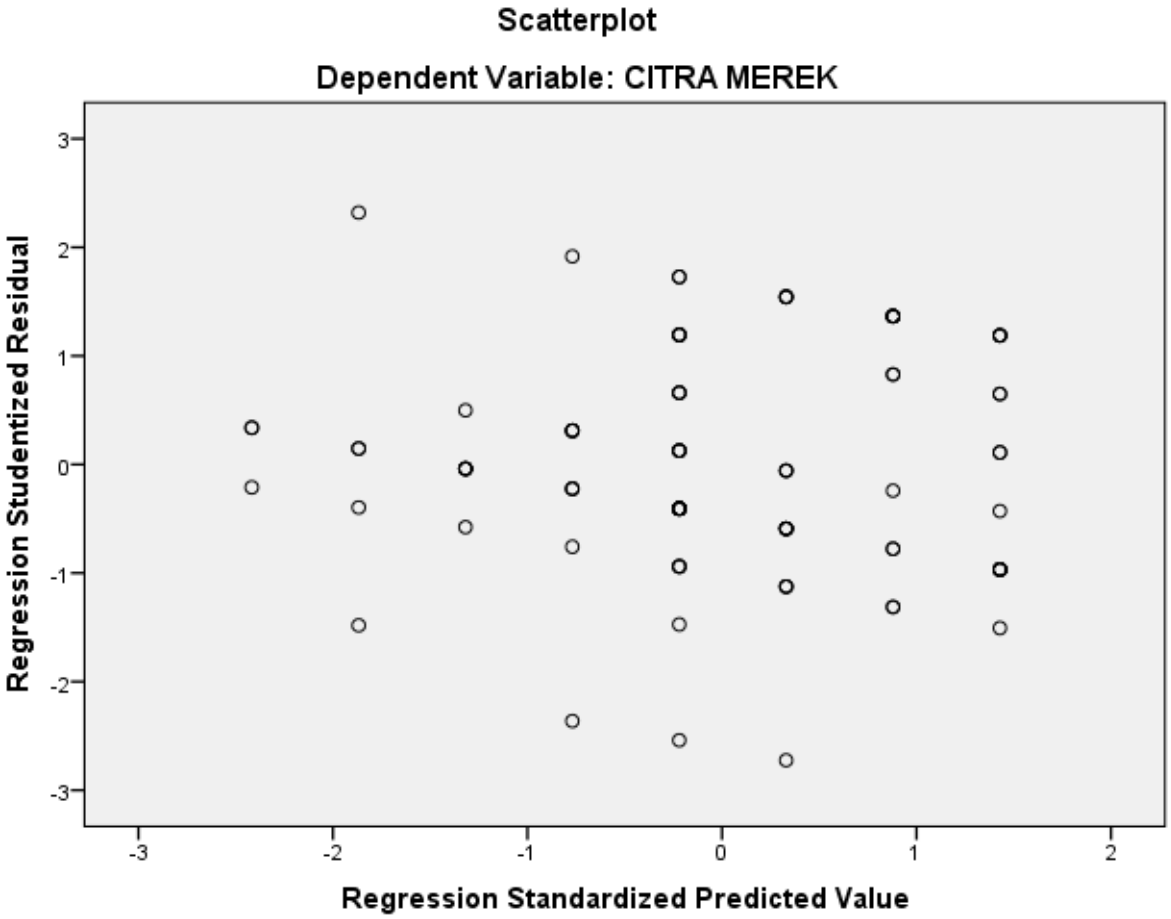
a. Dependent Variable: CITRA MEREK

**Residuals Statistics[a]**

| | Minimum | Maximum | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| Predicted Value | 15.38 | 17.80 | 16.90 | .627 | 100 |
| Std. Predicted Value | -2.417 | 1.428 | .000 | 1.000 | 100 |
| Standard Error of Predicted Value | .193 | .495 | .256 | .075 | 100 |
| Adjusted Predicted Value | 15.34 | 17.88 | 16.90 | .631 | 100 |
| Residual | -5.107 | 4.271 | .000 | 1.875 | 100 |
| Std. Residual | -2.710 | 2.266 | .000 | .995 | 100 |
| Stud. Residual | -2.725 | 2.320 | .000 | 1.004 | 100 |
| Deleted Residual | -5.164 | 4.474 | .001 | 1.910 | 100 |
| Stud. Deleted Residual | -2.820 | 2.374 | .000 | 1.014 | 100 |
| Mahal. Distance | .048 | 5.843 | .990 | 1.289 | 100 |
| Cook's Distance | .000 | .127 | .009 | .016 | 100 |
| Centered Leverage Value | .000 | .059 | .010 | .013 | 100 |

a. Dependent Variable: CITRA MEREK


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: CITRA MEREK
Expected Cum Prob
Observed Cum Prob
0.0
0.2
0.4
0.6
0.8
1.0




**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 100 |
| Normal Parameters[a,b] | Mean | 0E-7 |
| | Std. Deviation | 1.87506262 |
| Most Extreme Differences | Absolute | .100 |
| | Positive | .082 |
| | Negative | -.100 |
| Kolmogorov-Smirnov Z | | 1.001 |
| Asymp. Sig. (2-tailed) | | .269 |

a. Test distribution is Normal.

b. Calculated from data.

3. Uji Heteroskedastisitas

**Variables Entered/Removed[a]**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | WORD OF MOUTH[b] | . | Enter |

a. Dependent Variable: CITRA MEREK

b. All requested variables entered.

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .317[a] | .101 | .091 | 1.885 |

a. Predictors: (Constant), WORD OF MOUTH

b. Dependent Variable: CITRA MEREK

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 38.930 | 1 | 38.930 | 10.961 | .001[b] |
| | Residual | 348.070 | 98 | 3.552 | | |
| | Total | 387.000 | 99 | | | |

a. Dependent Variable: CITRA MEREK

b. Predictors: (Constant), WORD OF MOUTH

**Coefficients[a]**

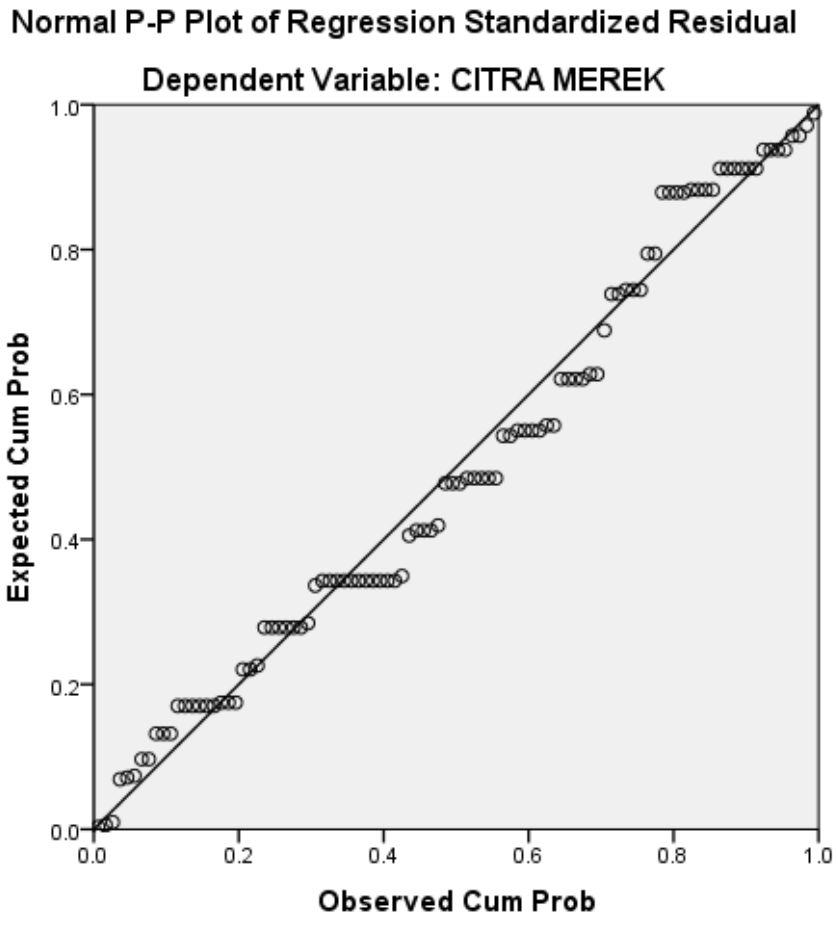
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 12.628 | 1.304 | | 9.684 | .000 |
| | WORD OF MOUTH | .345 | .104 | .317 | 3.311 | .001 |

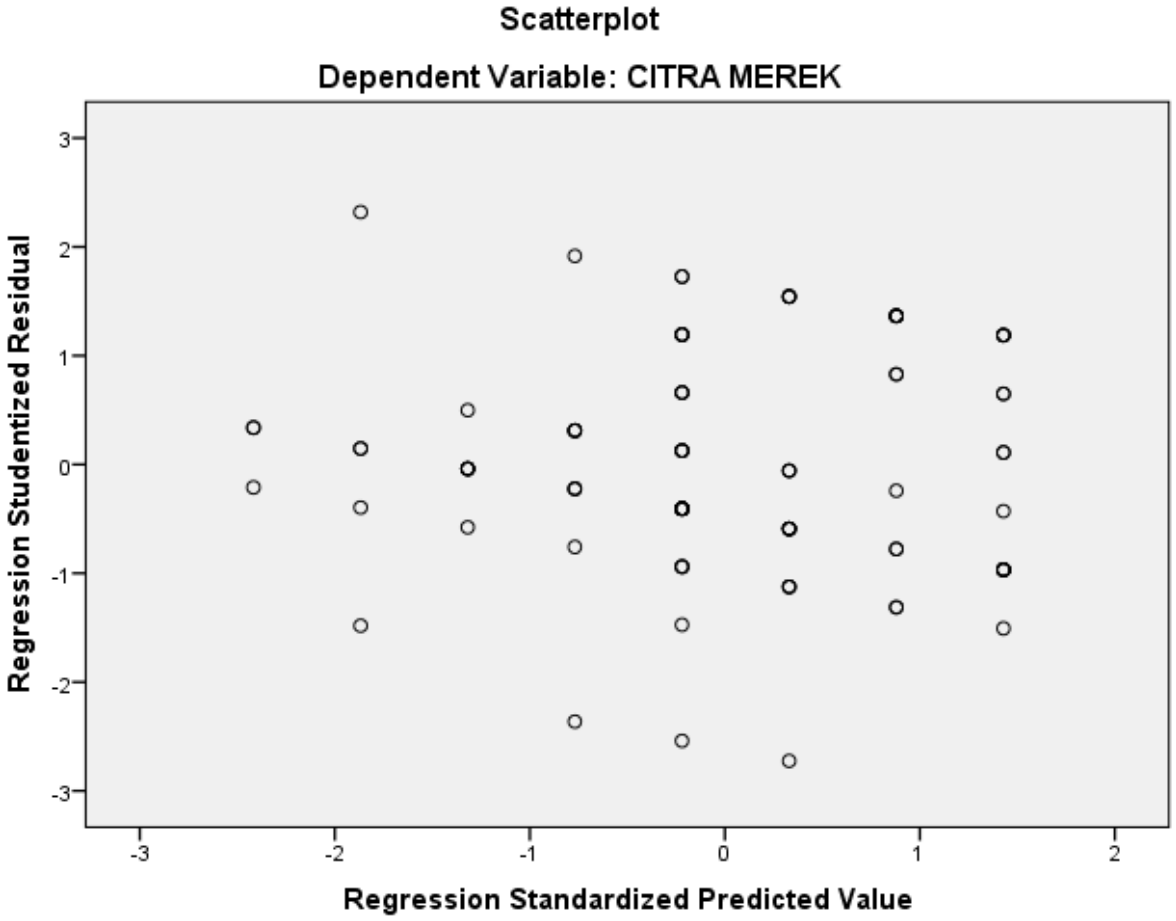
a. Dependent Variable: CITRA MEREK

**Residuals Statistics[a]**

| | Minimum | Maximum | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| Predicted Value | 15.38 | 17.80 | 16.90 | .627 | 100 |
| Std. Predicted Value | -2.417 | 1.428 | .000 | 1.000 | 100 |
| Standard Error of Predicted Value | .193 | .495 | .256 | .075 | 100 |
| Adjusted Predicted Value | 15.34 | 17.88 | 16.90 | .631 | 100 |
| Residual | -5.107 | 4.271 | .000 | 1.875 | 100 |
| Std. Residual | -2.710 | 2.266 | .000 | .995 | 100 |
| Stud. Residual | -2.725 | 2.320 | .000 | 1.004 | 100 |
| Deleted Residual | -5.164 | 4.474 | .001 | 1.910 | 100 |
| Stud. Deleted Residual | -2.820 | 2.374 | .000 | 1.014 | 100 |
| Mahal. Distance | .048 | 5.843 | .990 | 1.289 | 100 |
| Cook's Distance | .000 | .127 | .009 | .016 | 100 |
| Centered Leverage Value | .000 | .059 | .010 | .013 | 100 |

a. Dependent Variable: CITRA MEREK






**Variables Entered/Removed[a]**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | CITRA MEREK, WORD OF MOUTH[b] | . | Enter |

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. All requested variables entered.

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .543[a] | .295 | .280 | 1.613 |

a. Predictors: (Constant), CITRA MEREK, WORD OF MOUTH

b. Dependent Variable: KEPUTUSAN PEMBELIAN

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 105.442 | 2 | 52.721 | 20.265 | .000[b] |
| | Residual | 252.348 | 97 | 2.602 | | |
| | Total | 357.790 | 99 | | | |

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), CITRA MEREK, WORD OF MOUTH

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 7.758 | 1.561 | | 4.969 | .000 |
| | WORD OF MOUTH | .313 | .094 | .300 | 3.334 | .001 |
| | CITRA MEREK | .353 | .086 | .367 | 4.087 | .000 |

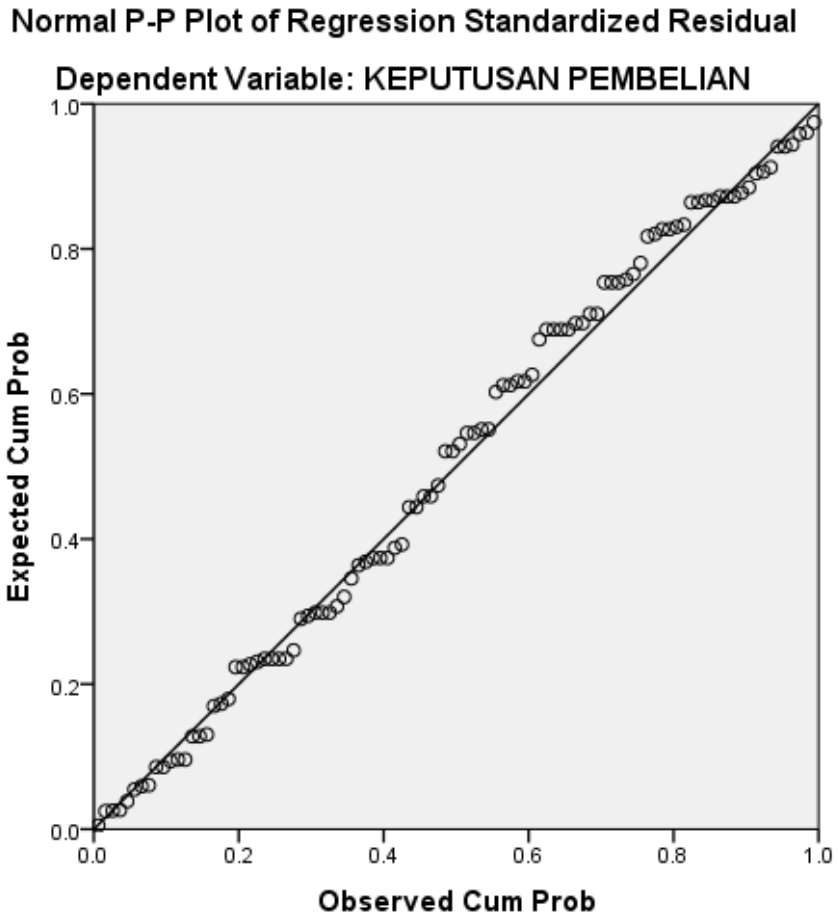
a. Dependent Variable: KEPUTUSAN PEMBELIAN

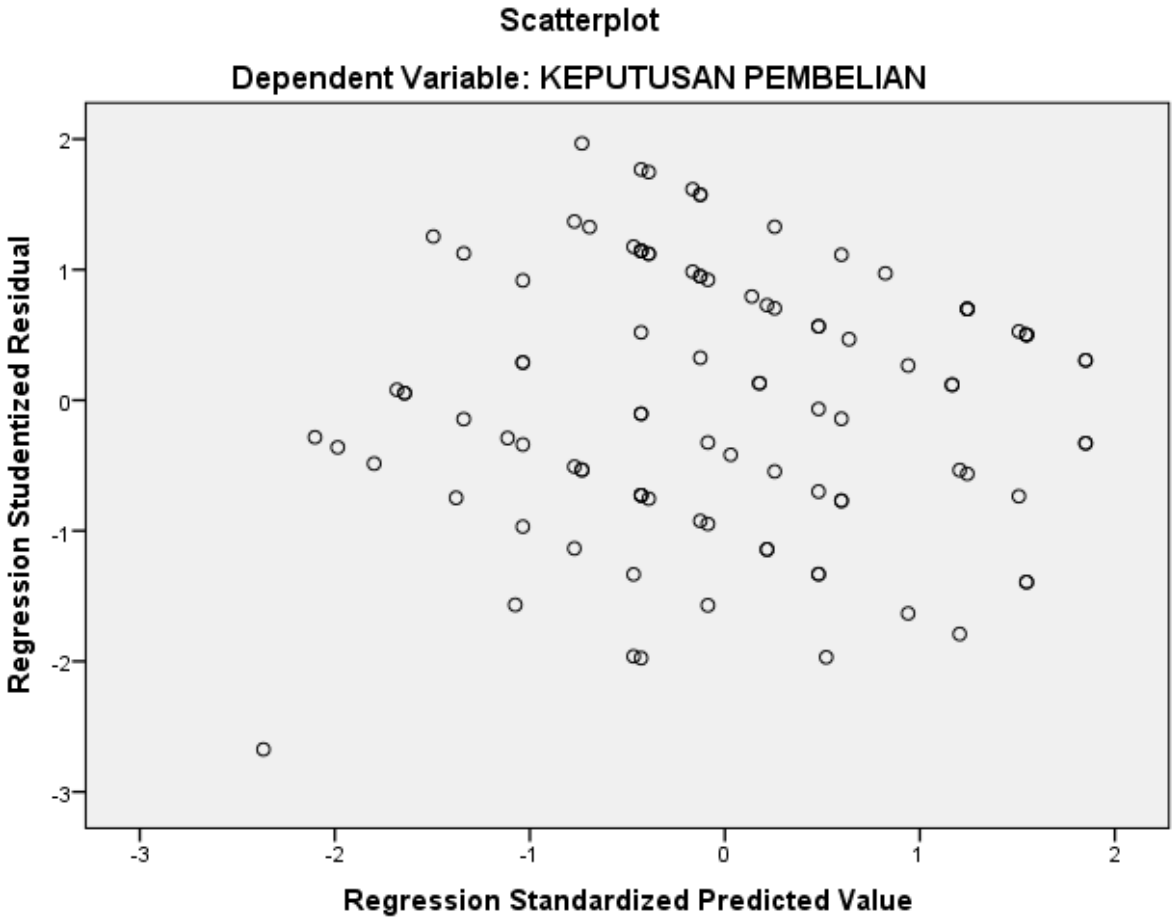
**Residuals Statistics[a]**

| | Minimum | Maximum | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| Predicted Value | 15.17 | 19.52 | 17.61 | 1.032 | 100 |
| Std. Predicted Value | -2.366 | 1.850 | .000 | 1.000 | 100 |
| Standard Error of Predicted Value | .166 | .504 | .268 | .078 | 100 |
| Adjusted Predicted Value | 15.47 | 19.54 | 17.61 | 1.030 | 100 |
| Residual | -4.168 | 3.146 | .000 | 1.597 | 100 |
| Std. Residual | -2.584 | 1.951 | .000 | .990 | 100 |
| Stud. Residual | -2.675 | 1.967 | -.001 | 1.004 | 100 |
| Deleted Residual | -4.465 | 3.199 | -.002 | 1.641 | 100 |

| | | | | | |
|---|---|---|---|---|---|
| Stud. Deleted Residual | -2.765 | 1.997 | -.002 | 1.011 | 100 |
| Mahal. Distance | .064 | 8.678 | 1.980 | 1.778 | 100 |
| Cook's Distance | .000 | .170 | .009 | .019 | 100 |
| Centered Leverage Value | .001 | .088 | .020 | .018 | 100 |

a. Dependent Variable: KEPUTUSAN PEMBELIAN




Scatterplot
Dependent Variable: KEPUTUSAN PEMBELIAN
Regression Studentized Residual
Regression Standardized Predicted Value
2
1
0
-1
-2
-3
-3
-2
-1
0
1
2

*Lampiran 6 : Hasil Regresi Berjenjang Metode Heyes*

```
Run MATRIX procedure:

*************** PROCESS Procedure for SPSS Version 3.5.3
***************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2018).
www.guilford.com/p/hayes3

**************************************************************************
********
Model  : 4
    Y  : Y
    X  : X
    M  : M

Sample
Size:  100

**************************************************************************
********
OUTCOME VARIABLE:
 M

Model Summary
          R       R-sq        MSE          F        df1        df2
p
      .3172      .1006     3.5517    10.9608     1.0000    98.0000
.0013

Model
              coeff         se          t          p       LLCI
ULCI
constant    12.6280     1.3040     9.6838      .0000    10.0402
15.2159
```

```
X             .3445      .1041     3.3107      .0013      .1380
.5510

************************************************************************
********
OUTCOME VARIABLE:
 Y

Model Summary
          R       R-sq        MSE          F        df1        df2
p
      .5429      .2947     2.6015    20.2655     2.0000    97.0000
.0000

Model
              coeff         se          t          p       LLCI
ULCI
constant     7.7576     1.5612     4.9689      .0000     4.6589
10.8562
X             .3130      .0939     3.3335      .0012      .1267
.4994
M             .3533      .0865     4.0866      .0001      .1817
.5249

************************** TOTAL EFFECT MODEL
**************************
OUTCOME VARIABLE:
 Y

Model Summary
          R       R-sq        MSE          F        df1        df2
p
      .4163      .1733     3.0183    20.5401     1.0000    98.0000
.0000

Model
              coeff         se          t          p       LLCI
ULCI
```

```
constant    12.2190     1.2021    10.1645      .0000     9.8334
14.6046
X             .4348      .0959     4.5321      .0000      .2444
.6251

************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y
**************

Total effect of X on Y
     Effect         se          t          p       LLCI       ULCI
c_ps       c_cs
      .4348      .0959     4.5321      .0000      .2444      .6251
.2287      .4163

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI
c'_ps      c'_cs
      .3130      .0939     3.3335      .0012      .1267      .4994
.1647      .2997

Indirect effect(s) of X on Y:
      Effect     BootSE   BootLLCI   BootULCI
M      .1217      .0498      .0410      .2341

Partially standardized indirect effect(s) of X on Y:
      Effect     BootSE   BootLLCI   BootULCI
M      .0640      .0238      .0233      .1163

Completely standardized indirect effect(s) of X on Y:
      Effect     BootSE   BootLLCI   BootULCI
M      .1165      .0432      .0414      .2095

************************ ANALYSIS NOTES AND ERRORS
************************

Level of confidence for all confidence intervals in output:
  95.0000
```

```
Number of bootstrap samples for percentile bootstrap confidence
intervals:
  5000

------ END MATRIX -----
```