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# LAMPIRAN

**Lampiran 1**

**Kuesioner Penelitian**

**KUESIONER PENELITIAN SKRIPSI**

PENGARUH CITRA MEREK, PERSEPSI DESAIN PRODUK DAN *ELECTRONIC WORD OF MOUTH* TERHADAP MINAT BELI *SMARTPHONE* XIAOMI PADA CV. WILLIAM JAYA CELLULAR KABUPATEN TEGAL

Kepada

Yth. Bapak/Ibu/Saudara/i

Di tempat.

Penelitian ini dilakukan dalam rangka menyelesaikan tugas akhir untuk meraih gelar sarjana (S1) pada Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal. Saya menjamin kerahasiaan jawaban yang saudara/i telah berikan. Maka dengan ini saya sangat mengharapkan jawaban yang sesuai dengan pendapat saudara/i.

Atas kerjasama dengan segala bantuan bapak/ibu/saudara/i. Saya ucapkan terima kasih.

Hormat saya,

Khafid Syaifullah Zain

NPM. 4118500296

**IDENTITAS RESPONDEN**

No. Responden:

1. Nama :
2. Alamat :
3. Jenis Kelamin :

a. Laki-laki

b. Perempuan

1. Usia :

a. 17 -25 tahun b. 26 – 35 tahun

c. 35 – 45 tahun b. > 45 tahun

1. Pekerjaan :

a. Pelajar / Mahasiswa b. Wiraswasta

d. Pegawai Swasta e. Pegawai Negeri

c. Lainnya (\_\_\_\_\_\_\_\_\_\_)

1. Type :

Pernah Beli Smartphone Xiaomi

Belum Pernah Beli Smartphone Xiaomi

**PETUNJUK PENGISIAN KUESIONER**

1. Mohon beri tanda *checklist* (√) pada kolom jawaban bapak/ibu/saudara/i anggap paling sesuai. Pendapat anda dinyatakan dalam sekala 1 s/d 5 yang memiliki bobot/nilai:
2. Sangat Setuju (SS) : 5
3. Setuju (S) : 4
4. Kurang Setuju/Ragu (KS) : 3
5. Tidak Setuju (TS) : 2
6. Sangat Tidak Setuju (STS) : 1
7. Setiap pertanyaan hanya membutuhkan satu jawaban.
8. Mohon memberikan jawaban yang sebenar-benarnya.
9. Setelah mengisi kuesioner mohon bapak/ibu/saudara/i berikan kepada yang menyerahkan kuesioner.

**FORMULIR KUESIONER**

**MINAT BELI (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Pertanyaan/Pernyataan | Jawaban | | | | |
| SS | S | KS | TS | STS |
| **KEBUTUHAN AKAN PRODUK** | | | | | | |
| 1 | Smartphone Xiaomi sesuai dengan kebutuhan saya |  |  |  |  |  |
| 2 | Smartphone Xiaomi memenuhi harapan saya |  |  |  |  |  |
| **KEINGINAN MEMBELI** | | | | | | |
| 3 | Saya merasakan dorongan untuk membeli smartphone Xiaomi |  |  |  |  |  |
| 4 | Saya ingin memiliki smartphone Xiaomi setelah melihatnya |  |  |  |  |  |
| **PREFERENSI TERHADAP MEREK ATAU PRODUK** | | | | | | |
| 5 | Smartphone Xiaomi memberikan kesan positif terhadap mereknya |  |  |  |  |  |
| 6 | Smartphone Xiaomi lebih baik dibandingkan produk lain di kategori yang sama |  |  |  |  |  |

**CITRA MEREK (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Pertanyaan/Pernyataan | Jawaban | | | | |
| SS | S | KS | TS | STS |
| **KEUNGGULAN ASOSIASI MEREK** | | | | | | |
| 1 | Saya merasa bahwa smartphone Xiaomi memiliki fitur unggulan yang tidak dimiliki oleh merek lain |  |  |  |  |  |
| 2 | Harga smartphone Xiaomi sebanding dengan kualitas dan spesifikasinya |  |  |  |  |  |
| **KEKUATAN ASOSIASI MEREK** | | | | | | |
| 3 | Xiaomi selalu dikenal sebagai merek dengan teknologi terbaru |  |  |  |  |  |
| 4 | Saya langsung mengingat Xiaomi saat mencari smartphone dengan spesifikasi tinggi dan harga terjangkau |  |  |  |  |  |
| **KEUNIKAN ASOSIASI MEREK** | | | | | | |
| 5 | Desain produk Xiaomi memiliki gaya unik yang membedakannya dari merek lain |  |  |  |  |  |
| 6 | Xiaomi dikenal dengan kombinasi harga murah dan kualitas yang sulit ditemukan pada merek lain. |  |  |  |  |  |

**PERSEPSI DESAIN PRODUK (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Pertanyaan/Pernyataan | Jawaban | | | | |
| SS | S | KS | TS | STS |
| **FUNGSIONAL** | | | | | | |
| 1 | Desain smartphone Xiaomi sangat berguna untuk kebutuhan sehari-hari saya |  |  |  |  |  |
| 2 | Smartphone Xiaomi memiliki kinerja yang baik |  |  |  |  |  |
| **ESTETIKA** | | | | | | |
| 3 | Desain visual smartphone Xiaomi menarik perhatian saya |  |  |  |  |  |
| 4 | Desain smartphone Xiaomi memberikan kesan emosional yang positif |  |  |  |  |  |
| **KUALITAS** | | | | | | |
| 5 | Smartphone Xiaomi memiliki daya tahan yang baik |  |  |  |  |  |
| 6 | Material yang digunakan oleh smartphone Xiaomi berkualitas tinggi |  |  |  |  |  |

**ELECTRONIC WORD OF MOUTH (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Pertanyaan/Pernyataan | Jawaban | | | | |
| SS | S | KS | TS | STS |
| **PEMBICARA (*TALKERS*)** | | | | | | |
| **1** | Saya sering merekomendasikan smartphone Xiaomi kepada orang lain |  |  |  |  |  |
| 2 | Saya merasa perlu membagikan pengalaman positif menggunakan Xiaomi di media sosial. |  |  |  |  |  |
| **TOPIK (*TOPICS*)** | | | | | | |
| 3 | Saya sering membicarakan fitur-fitur menarik smartphone Xiaomi di media sosial |  |  |  |  |  |
| 4 | Saya sering berdiskusi tentang perbandingan harga dan kualitas Xiaomi dengan merek lain |  |  |  |  |  |
| **PARTISIPASI (*TALKING* *PART*)** | | | | | | |
| 5 | Saya sering memberikan ulasan produk Xiaomi setelah membelinya |  |  |  |  |  |
| 6 | Saya terlibat dalam diskusi tentang Xiaomi di grup atau forum online |  |  |  |  |  |
| **PENGAWASAN (*TRACKING*)** | | | | | | |
| **7** | Saya membaca ulasan orang lain tentang Xiaomi sebelum memutuskan untuk membeli |  |  |  |  |  |
| 8 | Saya memantau bagaimana Xiaomi merespons ulasan atau keluhan pelanggan secara online |  |  |  |  |  |

**Lampiran 2**

**Data Uji Validitas Dan Reliabilitas Variabel Minat Beli (Y)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Instrumen Penelitian Minat Beli (Y) | | | | | | Total |
| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 |
| 1 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 2 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 3 | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 4 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 6 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 7 | 5 | 5 | 5 | 5 | 5 | 3 | 28 |
| 8 | 4 | 3 | 4 | 3 | 4 | 5 | 23 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 10 | 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 11 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 12 | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| 13 | 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 14 | 5 | 5 | 4 | 5 | 5 | 3 | 27 |
| 15 | 3 | 3 | 4 | 5 | 3 | 3 | 21 |
| 16 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 17 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 18 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 19 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 20 | 4 | 4 | 5 | 4 | 4 | 3 | 24 |
| 21 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 22 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 23 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 24 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 25 | 3 | 4 | 5 | 3 | 3 | 4 | 22 |
| 26 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 27 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 29 | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 30 | 4 | 4 | 3 | 3 | 4 | 3 | 21 |

**Lampiran 3**

**Data Uji Validitas Dan Reliabilitas Variabel Citra Merek (X1)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Instrumen Penelitian Citra Merek (X1) | | | | | | Total |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 |
| 1 | 4 | 5 | 3 | 5 | 5 | 4 | 26 |
| 2 | 5 | 4 | 5 | 4 | 3 | 5 | 26 |
| 3 | 5 | 5 | 5 | 4 | 5 | 3 | 27 |
| 4 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 5 | 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| 6 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 7 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 8 | 3 | 3 | 3 | 3 | 3 | 5 | 20 |
| 9 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 10 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 11 | 4 | 3 | 5 | 5 | 4 | 4 | 25 |
| 12 | 4 | 3 | 5 | 3 | 4 | 4 | 23 |
| 13 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 14 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 15 | 5 | 5 | 4 | 3 | 5 | 4 | 26 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 17 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 18 | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 19 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 20 | 5 | 4 | 4 | 5 | 4 | 3 | 25 |
| 21 | 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 22 | 4 | 5 | 4 | 3 | 4 | 4 | 24 |
| 23 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 24 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 25 | 4 | 3 | 5 | 5 | 4 | 4 | 25 |
| 26 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 27 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 29 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 30 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |

**Lampiran 4**

**Data Uji Validitas Dan Reliabilitas Variabel Desain Produk (X2)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Instrumen Penelitian Persepsi Desain Produk (X2) | | | | | | Total |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 |
| 1 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 2 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 3 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 5 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 6 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 7 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 8 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 9 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 10 | 3 | 3 | 4 | 4 | 3 | 3 | 20 |
| 11 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 12 | 4 | 3 | 4 | 5 | 4 | 3 | 23 |
| 13 | 4 | 3 | 5 | 4 | 3 | 4 | 23 |
| 14 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 15 | 3 | 4 | 5 | 5 | 4 | 4 | 25 |
| 16 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 17 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 18 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 19 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 20 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 21 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| 22 | 3 | 5 | 4 | 4 | 4 | 4 | 24 |
| 23 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 24 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 25 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 26 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 27 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 29 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 30 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |

**Lampiran 5**

**Data Uji Validitas Dan Reliabilitas Variabel Electronic Word of Mouth (X3)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Instrumen Penelitian Electronic Word of Mouth (X3) | | | | | | | | Total |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 |
| 1 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 2 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 36 |
| 3 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 37 |
| 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 37 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 |
| 6 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 35 |
| 7 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 37 |
| 8 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 30 |
| 9 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 36 |
| 10 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 27 |
| 11 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 35 |
| 12 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 29 |
| 13 | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 29 |
| 14 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 35 |
| 15 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 31 |
| 16 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 2 | 29 |
| 17 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 38 |
| 18 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 35 |
| 19 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 38 |
| 20 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 33 |
| 21 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 37 |
| 22 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 35 |
| 23 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 34 |
| 24 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 37 |
| 25 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 34 |
| 26 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 27 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 35 |
| 28 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 33 |
| 29 | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 4 | 28 |
| 30 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 29 |

**Lampiran 6**

**Uji Validitas Variabel Minat Beli (Y)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Total.Y |
| Y.1 | Pearson Correlation | 1 | | .476\*\* | .385\* | .542\*\* | 1.000\*\* | .455\* | .911\*\* |
| Sig. (2-tailed) |  | | .008 | .035 | .002 | .000 | .012 | .000 |
| N | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | .476\*\* | | 1 | .203 | .310 | .476\*\* | .096 | .562\*\* |
| Sig. (2-tailed) | .008 | |  | .282 | .095 | .008 | .613 | .001 |
| N | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | .385\* | | .203 | 1 | .276 | .385\* | .445\* | .630\*\* |
| Sig. (2-tailed) | .035 | | .282 |  | .141 | .035 | .014 | .000 |
| N | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.4 | Pearson Correlation | .542\*\* | | .310 | .276 | 1 | .542\*\* | .016 | .631\*\* |
| Sig. (2-tailed) | .002 | | .095 | .141 |  | .002 | .933 | .000 |
| N | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.5 | Pearson Correlation | 1.000\*\* | | .476\*\* | .385\* | .542\*\* | 1 | .455\* | .911\*\* |
| Sig. (2-tailed) | .000 | | .008 | .035 | .002 |  | .012 | .000 |
| N | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.6 | Pearson Correlation | .455\* | | .096 | .445\* | .016 | .455\* | 1 | .605\*\* |
| Sig. (2-tailed) | .012 | | .613 | .014 | .933 | .012 |  | .000 |
| N | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| Total.Y | Pearson Correlation | .911\*\* | | .562\*\* | .630\*\* | .631\*\* | .911\*\* | .605\*\* | 1 |
| Sig. (2-tailed) | .000 | | .001 | .000 | .000 | .000 | .000 |  |
| N | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | |

**Lampiran 7**

**Uji Validitas Variabel Citra Merek (X1)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | Total.X1 |
| X1.1 | Pearson Correlation | 1 | .269 | .414\* | .114 | .248 | .030 | .535\*\* |
| Sig. (2-tailed) |  | .150 | .023 | .550 | .187 | .873 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .269 | 1 | .000 | .106 | .571\*\* | .114 | .573\*\* |
| Sig. (2-tailed) | .150 |  | 1.000 | .576 | .001 | .550 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .414\* | .000 | 1 | .415\* | .262 | .234 | .651\*\* |
| Sig. (2-tailed) | .023 | 1.000 |  | .023 | .162 | .214 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .114 | .106 | .415\* | 1 | .284 | .261 | .634\*\* |
| Sig. (2-tailed) | .550 | .576 | .023 |  | .129 | .164 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .248 | .571\*\* | .262 | .284 | 1 | .083 | .686\*\* |
| Sig. (2-tailed) | .187 | .001 | .162 | .129 |  | .662 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | .030 | .114 | .234 | .261 | .083 | 1 | .494\*\* |
| Sig. (2-tailed) | .873 | .550 | .214 | .164 | .662 |  | .005 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total.X1 | Pearson Correlation | .535\*\* | .573\*\* | .651\*\* | .634\*\* | .686\*\* | .494\*\* | 1 |
| Sig. (2-tailed) | .002 | .001 | .000 | .000 | .000 | .005 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | |

**Lampiran 8**

**Uji Validitas Variabel Persepsi Desain Produk (X2)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | Total.X2 |
| X2.1 | Pearson Correlation | 1 | .390\* | .131 | .172 | .455\* | .320 | .642\*\* |
| Sig. (2-tailed) |  | .033 | .489 | .363 | .011 | .084 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .390\* | 1 | .247 | .126 | .319 | .324 | .629\*\* |
| Sig. (2-tailed) | .033 |  | .189 | .508 | .085 | .081 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .131 | .247 | 1 | .336 | .117 | .360 | .519\*\* |
| Sig. (2-tailed) | .489 | .189 |  | .069 | .538 | .050 | .003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .172 | .126 | .336 | 1 | .648\*\* | .336 | .649\*\* |
| Sig. (2-tailed) | .363 | .508 | .069 |  | .000 | .070 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .455\* | .319 | .117 | .648\*\* | 1 | .516\*\* | .791\*\* |
| Sig. (2-tailed) | .011 | .085 | .538 | .000 |  | .004 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | .320 | .324 | .360 | .336 | .516\*\* | 1 | .714\*\* |
| Sig. (2-tailed) | .084 | .081 | .050 | .070 | .004 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total.X2 | Pearson Correlation | .642\*\* | .629\*\* | .519\*\* | .649\*\* | .791\*\* | .714\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .003 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | |

**Lampiran 9**

**Uji Validitas Variabel Electronic Word of Mouth (X3)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | Total.X3 |
| X3.1 | Pearson Correlation | 1 | .163 | .231 | .237 | .126 | .347 | -.091 | .233 | .420\* |
| Sig. (2-tailed) |  | .391 | .219 | .206 | .508 | .060 | .634 | .216 | .021 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | .163 | 1 | -.029 | .310 | .515\*\* | .398\* | .541\*\* | .176 | .592\*\* |
| Sig. (2-tailed) | .391 |  | .881 | .096 | .004 | .029 | .002 | .354 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | .231 | -.029 | 1 | .362\* | .346 | .357 | .175 | .368\* | .565\*\* |
| Sig. (2-tailed) | .219 | .881 |  | .050 | .061 | .053 | .354 | .046 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | .237 | .310 | .362\* | 1 | .429\* | .552\*\* | .396\* | .420\* | .753\*\* |
| Sig. (2-tailed) | .206 | .096 | .050 |  | .018 | .002 | .031 | .021 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | .126 | .515\*\* | .346 | .429\* | 1 | .466\*\* | .564\*\* | .284 | .749\*\* |
| Sig. (2-tailed) | .508 | .004 | .061 | .018 |  | .009 | .001 | .128 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.6 | Pearson Correlation | .347 | .398\* | .357 | .552\*\* | .466\*\* | 1 | .291 | .307 | .730\*\* |
| Sig. (2-tailed) | .060 | .029 | .053 | .002 | .009 |  | .119 | .099 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.7 | Pearson Correlation | -.091 | .541\*\* | .175 | .396\* | .564\*\* | .291 | 1 | .240 | .626\*\* |
| Sig. (2-tailed) | .634 | .002 | .354 | .031 | .001 | .119 |  | .201 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.8 | Pearson Correlation | .233 | .176 | .368\* | .420\* | .284 | .307 | .240 | 1 | .603\*\* |
| Sig. (2-tailed) | .216 | .354 | .046 | .021 | .128 | .099 | .201 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total.X3 | Pearson Correlation | .420\* | .592\*\* | .565\*\* | .753\*\* | .749\*\* | .730\*\* | .626\*\* | .603\*\* | 1 |
| Sig. (2-tailed) | .021 | .001 | .001 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | |

**Lampiran 10**

**Uji Reliabilitas Variabel Minat Beli (Y)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 30.0 |
| Excludeda | 70 | 70.0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .803 | 6 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Y.1 | 20.6667 | 5.402 | .851 | .698 |
| Y.2 | 20.7667 | 7.220 | .415 | .801 |
| Y.3 | 20.5667 | 6.737 | .467 | .792 |
| Y.4 | 20.7333 | 6.547 | .444 | .799 |
| Y.5 | 20.6667 | 5.402 | .851 | .698 |
| Y.6 | 20.9333 | 6.547 | .393 | .815 |

**Lampiran 11**

**Uji Reliabilitas Variabel Citra Merek (X1)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 30.0 |
| Excludeda | 70 | 70.0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .636 | 6 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 | 21.4000 | 4.800 | .345 | .603 |
| X1.2 | 21.4333 | 4.461 | .328 | .608 |
| X1.3 | 21.4000 | 4.179 | .427 | .569 |
| X1.4 | 21.4667 | 4.189 | .393 | .582 |
| X1.5 | 21.5000 | 4.121 | .488 | .545 |
| X1.6 | 21.4667 | 4.740 | .235 | .642 |

**Lampiran 12**

**Uji Reliabilitas Variabel Persepsi Desain Produk (X2)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 30.0 |
| Excludeda | 70 | 70.0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .740 | 6 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 | 21.3000 | 4.493 | .448 | .711 |
| X2.2 | 21.4333 | 4.461 | .414 | .723 |
| X2.3 | 21.2333 | 5.013 | .329 | .740 |
| X2.4 | 21.1667 | 4.626 | .484 | .702 |
| X2.5 | 21.2000 | 3.821 | .634 | .651 |
| X2.6 | 21.5000 | 4.397 | .564 | .680 |

**Lampiran 13**

**Uji Reliabilitas Variabel Electronic Word of Mouth (X3)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 30.0 |
| Excludeda | 70 | 70.0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .787 | 8 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 | 29.3667 | 9.620 | .262 | .796 |
| X3.2 | 29.5000 | 9.017 | .465 | .769 |
| X3.3 | 29.5667 | 8.875 | .407 | .777 |
| X3.4 | 29.6667 | 7.678 | .621 | .740 |
| X3.5 | 29.5000 | 7.845 | .626 | .740 |
| X3.6 | 29.7667 | 8.323 | .624 | .744 |
| X3.7 | 29.6667 | 8.575 | .479 | .766 |
| X3.8 | 30.0333 | 8.723 | .454 | .770 |

**Lampiran 14**

**Data Penelitian Variabel Minat Beli (Y)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Instrumen Penelitian Minat Beli (Y) | | | | | | Total |
| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 |
| 1 | 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 2 | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| 3 | 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 4 | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 6 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 7 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 8 | 5 | 4 | 4 | 3 | 3 | 3 | 22 |
| 9 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 10 | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 11 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 12 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 13 | 5 | 4 | 4 | 3 | 3 | 4 | 23 |
| 14 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 15 | 5 | 4 | 3 | 4 | 4 | 4 | 24 |
| 16 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 17 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 18 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 19 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 20 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 21 | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 22 | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| 23 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 24 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 25 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 26 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 27 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 28 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 29 | 4 | 4 | 4 | 2 | 4 | 3 | 21 |
| 30 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 31 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 32 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 33 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 34 | 5 | 5 | 4 | 4 | 4 | 3 | 25 |
| 35 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 36 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 37 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 38 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 39 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 40 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 41 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 42 | 5 | 5 | 4 | 4 | 5 | 3 | 26 |
| 43 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 44 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 45 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 46 | 5 | 5 | 4 | 4 | 5 | 3 | 26 |
| 47 | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 48 | 4 | 4 | 5 | 3 | 4 | 4 | 24 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 50 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 51 | 4 | 4 | 5 | 4 | 3 | 4 | 24 |
| 52 | 3 | 3 | 3 | 4 | 5 | 4 | 22 |
| 53 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 54 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 55 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 56 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 57 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 58 | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| 59 | 5 | 5 | 5 | 5 | 5 | 3 | 28 |
| 60 | 4 | 5 | 3 | 4 | 3 | 4 | 23 |
| 61 | 3 | 4 | 4 | 3 | 4 | 3 | 21 |
| 62 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 63 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 64 | 5 | 3 | 4 | 3 | 5 | 4 | 24 |
| 65 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 67 | 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| 68 | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 69 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 70 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 71 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 72 | 4 | 3 | 4 | 5 | 3 | 4 | 23 |
| 73 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 74 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 75 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 76 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 77 | 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| 78 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 79 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 80 | 5 | 4 | 5 | 5 | 5 | 3 | 27 |
| 81 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 82 | 4 | 5 | 3 | 4 | 5 | 4 | 25 |
| 83 | 5 | 5 | 4 | 3 | 4 | 5 | 26 |
| 84 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 85 | 5 | 5 | 4 | 4 | 4 | 3 | 25 |
| 86 | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| 87 | 4 | 4 | 3 | 5 | 5 | 4 | 25 |
| 88 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 89 | 5 | 4 | 3 | 3 | 4 | 5 | 24 |
| 90 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 91 | 4 | 5 | 3 | 5 | 5 | 5 | 27 |
| 92 | 3 | 4 | 4 | 5 | 4 | 4 | 24 |
| 93 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 94 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 95 | 4 | 3 | 4 | 3 | 5 | 4 | 23 |
| 96 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 97 | 3 | 4 | 4 | 3 | 4 | 3 | 21 |
| 98 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 99 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 100 | 4 | 4 | 5 | 5 | 4 | 5 | 27 |

**Lampiran 15**

**Data Penelitian Variabel Citra Merek (X1)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Instrumen Penelitian Citra Merek (X1) | | | | | | Total |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 |
| 1 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| 2 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 3 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 5 | 5 | 4 | 4 | 5 | 4 | 5 | 27 |
| 6 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 7 | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 8 | 4 | 4 | 3 | 4 | 5 | 2 | 22 |
| 9 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 10 | 3 | 3 | 4 | 4 | 4 | 3 | 21 |
| 11 | 5 | 5 | 5 | 3 | 4 | 4 | 26 |
| 12 | 4 | 3 | 5 | 3 | 4 | 4 | 23 |
| 13 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 14 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 15 | 3 | 4 | 5 | 3 | 4 | 5 | 24 |
| 16 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 17 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 18 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 19 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 20 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 21 | 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| 22 | 3 | 5 | 4 | 3 | 4 | 4 | 23 |
| 23 | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 24 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 25 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 26 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 27 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 29 | 4 | 3 | 4 | 5 | 4 | 3 | 23 |
| 30 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 31 | 5 | 5 | 4 | 5 | 4 | 5 | 28 |
| 32 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 33 | 5 | 5 | 3 | 5 | 4 | 4 | 26 |
| 34 | 3 | 4 | 4 | 5 | 5 | 4 | 25 |
| 35 | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 36 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 37 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 38 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 39 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 40 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 41 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 42 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 43 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 44 | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 45 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 46 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 47 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 48 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 50 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 51 | 5 | 5 | 4 | 5 | 4 | 5 | 28 |
| 52 | 4 | 3 | 4 | 3 | 3 | 4 | 21 |
| 53 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 54 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 56 | 3 | 4 | 3 | 4 | 5 | 3 | 22 |
| 57 | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 58 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 59 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 60 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 61 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 62 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 63 | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| 64 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| 65 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 66 | 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| 67 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 68 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 69 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 71 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 72 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 73 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 74 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 75 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 76 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 77 | 5 | 4 | 4 | 3 | 4 | 4 | 24 |
| 78 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 79 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 80 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 81 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 82 | 4 | 5 | 3 | 4 | 4 | 4 | 24 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 84 | 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| 85 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 86 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 87 | 4 | 3 | 3 | 5 | 4 | 3 | 22 |
| 88 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 89 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 90 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| 91 | 5 | 4 | 5 | 3 | 5 | 4 | 26 |
| 92 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 93 | 5 | 5 | 4 | 5 | 4 | 5 | 28 |
| 94 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 95 | 4 | 3 | 4 | 4 | 5 | 4 | 24 |
| 96 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 97 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 98 | 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| 99 | 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| 100 | 3 | 5 | 4 | 5 | 5 | 4 | 26 |

**Lampiran 16**

**Data Penelitian Variabel Desain Produk (X2)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Instrumen Penelitian Persepsi Desain Produk (X2) | | | | | | Total |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 |
| 1 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 2 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 3 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 5 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 6 | 5 | 4 | 4 | 3 | 4 | 5 | 25 |
| 7 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 8 | 3 | 3 | 4 | 4 | 5 | 3 | 22 |
| 9 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 10 | 3 | 3 | 4 | 3 | 4 | 4 | 21 |
| 11 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 12 | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| 13 | 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 14 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 15 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 16 | 4 | 4 | 4 | 2 | 4 | 4 | 22 |
| 17 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 18 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 19 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 20 | 4 | 4 | 4 | 3 | 5 | 4 | 24 |
| 21 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 23 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| 24 | 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 25 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 27 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 28 | 4 | 4 | 5 | 3 | 4 | 4 | 24 |
| 29 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 30 | 3 | 4 | 3 | 4 | 4 | 3 | 21 |
| 31 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 32 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 33 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 34 | 4 | 3 | 4 | 4 | 5 | 5 | 25 |
| 35 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 36 | 4 | 4 | 3 | 4 | 5 | 5 | 25 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 38 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 39 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 40 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 41 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 42 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 43 | 4 | 5 | 5 | 4 | 5 | 3 | 26 |
| 44 | 5 | 4 | 4 | 3 | 4 | 5 | 25 |
| 45 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 46 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 47 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 48 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 50 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 51 | 3 | 4 | 4 | 4 | 4 | 5 | 24 |
| 52 | 5 | 4 | 4 | 3 | 3 | 4 | 23 |
| 53 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 54 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 56 | 4 | 4 | 4 | 3 | 5 | 4 | 24 |
| 57 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 58 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 59 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 60 | 3 | 5 | 4 | 3 | 4 | 3 | 22 |
| 61 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 62 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 63 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 64 | 5 | 3 | 4 | 3 | 3 | 3 | 21 |
| 65 | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 66 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| 67 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 68 | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 69 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 70 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 72 | 3 | 5 | 4 | 5 | 4 | 5 | 26 |
| 73 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 74 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 75 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 76 | 4 | 4 | 5 | 3 | 4 | 5 | 25 |
| 77 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 78 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 79 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 80 | 5 | 4 | 4 | 3 | 5 | 4 | 25 |
| 81 | 4 | 3 | 4 | 3 | 5 | 3 | 22 |
| 82 | 5 | 3 | 4 | 4 | 4 | 5 | 25 |
| 83 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 84 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 85 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 86 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 87 | 5 | 3 | 4 | 3 | 4 | 5 | 24 |
| 88 | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 89 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 90 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 91 | 5 | 5 | 4 | 3 | 5 | 4 | 26 |
| 92 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 93 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 94 | 5 | 4 | 4 | 4 | 4 | 3 | 24 |
| 95 | 5 | 3 | 4 | 5 | 5 | 5 | 27 |
| 96 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 97 | 4 | 3 | 4 | 3 | 5 | 4 | 23 |
| 98 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 99 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 100 | 4 | 3 | 5 | 4 | 5 | 5 | 26 |

**Lampiran 17**

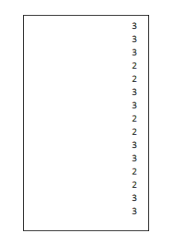
**Data Penelitian Variabel Electronic Word of Mouth (X3)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Instrumen Penelitian Electronic Word of Mouth (X3) | | | | | | | | Total |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 |
| 1 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 34 |
| 2 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 34 |
| 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 34 |
| 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 35 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 35 |
| 6 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 34 |
| 7 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 37 |
| 8 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 28 |
| 9 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 35 |
| 10 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 11 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 36 |
| 12 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 29 |
| 13 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 32 |
| 14 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 36 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 17 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 37 |
| 18 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 36 |
| 19 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 37 |
| 20 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 35 |
| 21 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| 22 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 36 |
| 23 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 24 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 37 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 34 |
| 26 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 36 |
| 27 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 34 |
| 28 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 30 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 31 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 37 |
| 32 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 36 |
| 33 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 36 |
| 34 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 35 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 35 |
| 36 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |
| 37 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 34 |
| 38 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 36 |
| 39 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 35 |
| 40 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 41 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 36 |
| 42 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 29 |
| 43 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 32 |
| 44 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 36 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 47 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 37 |
| 48 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 36 |
| 49 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 37 |
| 50 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 35 |
| 51 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| 52 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 36 |
| 53 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 54 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 37 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 34 |
| 56 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 36 |
| 57 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 34 |
| 58 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 60 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 61 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 62 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 36 |
| 63 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 29 |
| 64 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 32 |
| 65 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 36 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 68 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 37 |
| 69 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 36 |
| 70 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 37 |
| 71 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 35 |
| 72 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| 73 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 36 |
| 74 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 75 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 37 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 34 |
| 77 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 36 |
| 78 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 34 |
| 79 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 80 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 81 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 82 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 37 |
| 83 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 36 |
| 84 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 36 |
| 85 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 86 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 35 |
| 87 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |
| 88 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 34 |
| 89 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 36 |
| 90 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 35 |
| 91 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 92 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 36 |
| 93 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 29 |
| 94 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 32 |
| 95 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 36 |
| 96 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 98 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 37 |
| 99 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 36 |
| 100 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 37 |

**Lampiran 18**

**Cara merubah Data Ordinal ke Data Interval dengan menggunakan prosedur MSI dengan Excel**

Bagaimana cara mengubah data ordinal menjadi data interval dengan menggunakan bantuan Excel? Untuk mengubah data ordinal menjadi data interval dengan menggunakan Excel kita dapat lakukan dengan cara sebagai berikut. Karena tidak semua program Excel mempunyai program tambahan penghitungan MSI; maka carilah dulu program tambahan ini yang dapat di cari di Internet, melalui Google Search. Nama filenya ialah stat97.xla. Kalau sudah ketemu, lakukan langkah berikutnya, yaitu mengubah data ordinal ke data interval. Sebagai contoh kita mempunyai nilai berskala ordinal seperti di bawah ini:



Ketikkan dalam Excel data diatas; atau kita dapat mengkopi dari SPSS secara langsung ke Excel.

**Cara mengubah data tersebut dapat dilakukan dengan cara sebagai berikut:**

• Buka excel

• Klik file stat97.xla > klik Enable Macro

• Masukkan data yang akan diubah. Dapat diketikkan atau kopi (dengan menggunakan perintah Copy - Paste) dari word atau SPSS di kolom A baris 1

• Pilih Add In >Statistics>Successive Interval

• Pilih Yes

• Pada saat kursor di Data Range Blok data yang ada sampai selesai, misalnya 15 data 89

• Kemudian pindah ke Cell Output.

• Klik di kolom baru untuk membuat output, misalny di kolom B baris 1

• Tekan Next

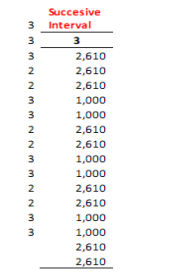
• Pilih Select all

• Isikan minimum value 1 dan maksimum value 9 (atau sesuai dengan jarak nilai terendah sampai dengan teratas)

• Tekan Next

• Tekan Finish

**Keluaran akan menjadi seperti di bawah ini:**

****

**Lampiran 19**

**Tabulasi Data MSI Penelitian Responden Variabel Minat Beli (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | |  |  |  |  |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** |  |
| 2.420 | 3.798 | 3.770 | 3.269 | 3.939 | 2.420 | 19.616 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 2.420 | 19.503 |
| 2.420 | 3.798 | 2.365 | 4.579 | 3.939 | 3.837 | 20.937 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 2.420 | 19.503 |
| 3.877 | 3.798 | 3.770 | 4.579 | 3.939 | 2.420 | 22.382 |
| 3.877 | 3.798 | 2.365 | 4.579 | 3.939 | 2.420 | 20.977 |
| 3.877 | 3.798 | 2.365 | 3.269 | 3.939 | 2.420 | 19.668 |
| 3.877 | 2.373 | 2.365 | 2.158 | 1.000 | 1.000 | 12.773 |
| 3.877 | 3.798 | 2.365 | 3.269 | 3.939 | 3.837 | 21.085 |
| 1.000 | 2.373 | 1.000 | 3.269 | 1.000 | 1.000 | 9.643 |
| 2.420 | 2.373 | 3.770 | 3.269 | 3.939 | 2.420 | 18.192 |
| 2.420 | 2.373 | 1.000 | 3.269 | 2.484 | 1.000 | 12.546 |
| 3.877 | 2.373 | 2.365 | 2.158 | 1.000 | 2.420 | 14.193 |
| 2.420 | 2.373 | 3.770 | 4.579 | 3.939 | 2.420 | 19.501 |
| 3.877 | 2.373 | 1.000 | 3.269 | 2.484 | 2.420 | 15.423 |
| 2.420 | 2.373 | 2.365 | 2.158 | 2.484 | 2.420 | 14.220 |
| 3.877 | 3.798 | 2.365 | 4.579 | 3.939 | 3.837 | 22.394 |
| 3.877 | 2.373 | 3.770 | 3.269 | 3.939 | 2.420 | 19.648 |
| 3.877 | 3.798 | 2.365 | 4.579 | 3.939 | 3.837 | 22.394 |
| 3.877 | 2.373 | 3.770 | 3.269 | 2.484 | 2.420 | 18.193 |
| 3.877 | 2.373 | 3.770 | 4.579 | 3.939 | 2.420 | 20.957 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 2.420 | 19.503 |
| 2.420 | 2.373 | 3.770 | 3.269 | 3.939 | 2.420 | 18.192 |
| 2.420 | 3.798 | 3.770 | 4.579 | 2.484 | 3.837 | 20.888 |
| 2.420 | 2.373 | 2.365 | 3.269 | 3.939 | 3.837 | 18.204 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 2.420 | 18.213 |
| 2.420 | 3.798 | 2.365 | 3.269 | 3.939 | 3.837 | 19.628 |
| 2.420 | 3.798 | 2.365 | 3.269 | 2.484 | 2.420 | 16.756 |
| 2.420 | 2.373 | 2.365 | 1.000 | 2.484 | 1.000 | 11.642 |
| 2.420 | 1.000 | 2.365 | 3.269 | 1.000 | 2.420 | 12.475 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 2.420 | 18.213 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 3.837 | 22.344 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 2.420 | 18.213 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 1.000 | 16.793 |
| 3.877 | 2.373 | 3.770 | 3.269 | 3.939 | 2.420 | 19.648 |
| 2.420 | 3.798 | 3.770 | 3.269 | 2.484 | 2.420 | 18.161 |
| 2.420 | 3.798 | 2.365 | 3.269 | 2.484 | 2.420 | 16.756 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 3.837 | 20.920 |
| 2.420 | 2.373 | 2.365 | 2.158 | 2.484 | 2.420 | 14.220 |
| 2.420 | 3.798 | 3.770 | 4.579 | 2.484 | 3.837 | 20.888 |
| 2.420 | 3.798 | 2.365 | 4.579 | 3.939 | 2.420 | 19.520 |
| 3.877 | 3.798 | 2.365 | 3.269 | 3.939 | 1.000 | 18.247 |
| 2.420 | 3.798 | 3.770 | 4.579 | 2.484 | 2.420 | 19.470 |
| 3.877 | 3.798 | 3.770 | 3.269 | 3.939 | 2.420 | 21.073 |
| 2.420 | 2.373 | 3.770 | 3.269 | 2.484 | 2.420 | 16.737 |
| 3.877 | 3.798 | 2.365 | 3.269 | 3.939 | 1.000 | 18.247 |
| 2.420 | 2.373 | 2.365 | 4.579 | 2.484 | 3.837 | 18.058 |
| 2.420 | 2.373 | 3.770 | 2.158 | 2.484 | 2.420 | 15.625 |
| 3.877 | 3.798 | 3.770 | 4.579 | 3.939 | 3.837 | 23.799 |
| 3.877 | 3.798 | 2.365 | 4.579 | 2.484 | 2.420 | 19.522 |
| 2.420 | 2.373 | 3.770 | 3.269 | 1.000 | 2.420 | 15.253 |
| 1.000 | 1.000 | 1.000 | 3.269 | 3.939 | 2.420 | 12.628 |
| 3.877 | 2.373 | 2.365 | 3.269 | 2.484 | 2.420 | 16.788 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 3.837 | 19.630 |
| 2.420 | 3.798 | 3.770 | 4.579 | 3.939 | 3.837 | 22.342 |
| 2.420 | 2.373 | 2.365 | 3.269 | 2.484 | 3.837 | 16.749 |
| 2.420 | 2.373 | 2.365 | 4.579 | 3.939 | 3.837 | 19.513 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 2.420 | 19.503 |
| 3.877 | 3.798 | 3.770 | 4.579 | 3.939 | 1.000 | 20.962 |
| 2.420 | 3.798 | 1.000 | 3.269 | 1.000 | 2.420 | 13.907 |
| 1.000 | 2.373 | 2.365 | 2.158 | 2.484 | 1.000 | 11.380 |
| 3.877 | 3.798 | 2.365 | 4.579 | 2.484 | 2.420 | 19.522 |
| 2.420 | 1.000 | 2.365 | 3.269 | 2.484 | 1.000 | 12.538 |
| 3.877 | 1.000 | 2.365 | 2.158 | 3.939 | 2.420 | 15.759 |
| 2.420 | 2.373 | 2.365 | 4.579 | 2.484 | 2.420 | 16.641 |
| 2.420 | 2.373 | 2.365 | 3.269 | 2.484 | 2.420 | 15.332 |
| 2.420 | 2.373 | 2.365 | 2.158 | 2.484 | 1.000 | 12.800 |
| 2.420 | 2.373 | 2.365 | 4.579 | 2.484 | 3.837 | 18.058 |
| 2.420 | 2.373 | 3.770 | 3.269 | 2.484 | 2.420 | 16.737 |
| 3.877 | 2.373 | 3.770 | 3.269 | 3.939 | 2.420 | 19.648 |
| 2.420 | 1.000 | 2.365 | 3.269 | 2.484 | 2.420 | 13.958 |
| 2.420 | 1.000 | 2.365 | 4.579 | 1.000 | 2.420 | 13.784 |
| 3.877 | 3.798 | 3.770 | 3.269 | 2.484 | 2.420 | 19.618 |
| 3.877 | 3.798 | 3.770 | 4.579 | 3.939 | 2.420 | 22.382 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 3.837 | 22.344 |
| 2.420 | 2.373 | 2.365 | 3.269 | 2.484 | 3.837 | 16.749 |
| 2.420 | 2.373 | 3.770 | 4.579 | 2.484 | 3.837 | 19.463 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 3.837 | 22.344 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 2.420 | 20.927 |
| 3.877 | 2.373 | 3.770 | 4.579 | 3.939 | 1.000 | 19.537 |
| 2.420 | 2.373 | 2.365 | 4.579 | 2.484 | 2.420 | 16.641 |
| 2.420 | 3.798 | 1.000 | 3.269 | 3.939 | 2.420 | 16.846 |
| 3.877 | 3.798 | 2.365 | 2.158 | 2.484 | 3.837 | 18.519 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 2.420 | 20.927 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 1.000 | 16.793 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 2.420 | 19.503 |
| 2.420 | 2.373 | 1.000 | 4.579 | 3.939 | 2.420 | 16.731 |
| 3.877 | 3.798 | 2.365 | 4.579 | 3.939 | 2.420 | 20.977 |
| 3.877 | 2.373 | 1.000 | 2.158 | 2.484 | 3.837 | 15.729 |
| 2.420 | 2.373 | 2.365 | 2.158 | 2.484 | 2.420 | 14.220 |
| 2.420 | 3.798 | 1.000 | 4.579 | 3.939 | 3.837 | 19.572 |
| 1.000 | 2.373 | 2.365 | 4.579 | 2.484 | 2.420 | 15.221 |
| 3.877 | 3.798 | 3.770 | 3.269 | 3.939 | 2.420 | 21.073 |
| 2.420 | 2.373 | 2.365 | 3.269 | 3.939 | 2.420 | 16.787 |
| 2.420 | 1.000 | 2.365 | 2.158 | 3.939 | 2.420 | 14.302 |
| 3.877 | 3.798 | 2.365 | 4.579 | 3.939 | 2.420 | 20.977 |
| 1.000 | 2.373 | 2.365 | 2.158 | 2.484 | 1.000 | 11.380 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 3.837 | 22.344 |
| 2.420 | 2.373 | 2.365 | 3.269 | 2.484 | 2.420 | 15.332 |
| 2.420 | 2.373 | 3.770 | 4.579 | 2.484 | 3.837 | 19.463 |

**Lampiran 20**

**Tabulasi Data MSI Penelitian Responden Variabel Citra Merek (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | |  |  |  |  |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** |  |
| 3.721 | 2.360 | 2.401 | 2.182 | 4.289 | 4.763 | 19.716 |
| 2.319 | 3.757 | 2.401 | 2.182 | 4.289 | 3.354 | 18.302 |
| 3.721 | 2.360 | 3.824 | 3.523 | 2.752 | 4.763 | 20.944 |
| 2.319 | 3.757 | 2.401 | 2.182 | 4.289 | 3.354 | 18.302 |
| 3.721 | 2.360 | 2.401 | 3.523 | 2.752 | 4.763 | 19.521 |
| 3.721 | 2.360 | 3.824 | 2.182 | 2.752 | 4.763 | 19.603 |
| 3.721 | 2.360 | 3.824 | 3.523 | 4.289 | 3.354 | 21.072 |
| 2.319 | 2.360 | 1.000 | 2.182 | 4.289 | 1.000 | 13.150 |
| 2.319 | 2.360 | 3.824 | 2.182 | 2.752 | 4.763 | 18.200 |
| 1.000 | 1.000 | 2.401 | 2.182 | 2.752 | 2.051 | 11.387 |
| 3.721 | 3.757 | 3.824 | 1.000 | 2.752 | 3.354 | 18.409 |
| 2.319 | 1.000 | 3.824 | 1.000 | 2.752 | 3.354 | 14.249 |
| 2.319 | 1.000 | 2.401 | 2.182 | 2.752 | 2.051 | 12.706 |
| 3.721 | 3.757 | 3.824 | 3.523 | 2.752 | 4.763 | 22.341 |
| 1.000 | 2.360 | 3.824 | 1.000 | 2.752 | 4.763 | 15.699 |
| 2.319 | 1.000 | 2.401 | 2.182 | 2.752 | 2.051 | 12.706 |
| 2.319 | 2.360 | 3.824 | 3.523 | 4.289 | 4.763 | 21.078 |
| 2.319 | 2.360 | 3.824 | 3.523 | 2.752 | 3.354 | 18.133 |
| 3.721 | 3.757 | 3.824 | 3.523 | 4.289 | 3.354 | 22.469 |
| 3.721 | 2.360 | 2.401 | 2.182 | 4.289 | 3.354 | 18.308 |
| 3.721 | 2.360 | 2.401 | 3.523 | 2.752 | 3.354 | 18.113 |
| 1.000 | 3.757 | 2.401 | 1.000 | 2.752 | 3.354 | 14.265 |
| 2.319 | 2.360 | 3.824 | 2.182 | 4.289 | 4.763 | 19.737 |
| 3.721 | 3.757 | 2.401 | 3.523 | 4.289 | 3.354 | 21.046 |
| 2.319 | 2.360 | 2.401 | 2.182 | 2.752 | 2.051 | 14.066 |
| 3.721 | 3.757 | 2.401 | 3.523 | 2.752 | 3.354 | 19.509 |
| 3.721 | 3.757 | 3.824 | 3.523 | 4.289 | 3.354 | 22.469 |
| 2.319 | 2.360 | 2.401 | 2.182 | 2.752 | 3.354 | 15.369 |
| 2.319 | 1.000 | 2.401 | 3.523 | 2.752 | 2.051 | 14.047 |
| 2.319 | 2.360 | 2.401 | 1.000 | 2.752 | 3.354 | 14.187 |
| 3.721 | 3.757 | 2.401 | 3.523 | 2.752 | 4.763 | 20.918 |
| 2.319 | 2.360 | 2.401 | 3.523 | 4.289 | 4.763 | 19.655 |
| 3.721 | 3.757 | 1.000 | 3.523 | 2.752 | 3.354 | 18.108 |
| 1.000 | 2.360 | 2.401 | 3.523 | 4.289 | 3.354 | 16.928 |
| 3.721 | 2.360 | 3.824 | 3.523 | 4.289 | 3.354 | 21.072 |
| 2.319 | 2.360 | 2.401 | 3.523 | 4.289 | 3.354 | 18.246 |
| 2.319 | 2.360 | 3.824 | 2.182 | 2.752 | 3.354 | 16.792 |
| 3.721 | 3.757 | 3.824 | 3.523 | 2.752 | 4.763 | 22.341 |
| 2.319 | 2.360 | 2.401 | 3.523 | 2.752 | 3.354 | 16.710 |
| 3.721 | 2.360 | 3.824 | 2.182 | 2.752 | 4.763 | 19.603 |
| 3.721 | 3.757 | 3.824 | 3.523 | 2.752 | 3.354 | 20.932 |
| 3.721 | 3.757 | 3.824 | 3.523 | 2.752 | 4.763 | 22.341 |
| 3.721 | 3.757 | 3.824 | 3.523 | 4.289 | 3.354 | 22.469 |
| 2.319 | 2.360 | 2.401 | 3.523 | 2.752 | 4.763 | 18.118 |
| 2.319 | 2.360 | 2.401 | 3.523 | 2.752 | 3.354 | 16.710 |
| 3.721 | 3.757 | 3.824 | 2.182 | 2.752 | 4.763 | 21.000 |
| 3.721 | 2.360 | 2.401 | 2.182 | 4.289 | 3.354 | 18.308 |
| 3.721 | 2.360 | 2.401 | 2.182 | 2.752 | 4.763 | 18.180 |
| 3.721 | 3.757 | 3.824 | 3.523 | 4.289 | 4.763 | 23.877 |
| 3.721 | 3.757 | 3.824 | 2.182 | 4.289 | 4.763 | 22.536 |
| 3.721 | 3.757 | 2.401 | 3.523 | 2.752 | 4.763 | 20.918 |
| 2.319 | 1.000 | 2.401 | 1.000 | 1.000 | 3.354 | 11.074 |
| 2.319 | 2.360 | 2.401 | 2.182 | 4.289 | 3.354 | 16.905 |
| 3.721 | 2.360 | 2.401 | 2.182 | 2.752 | 3.354 | 16.772 |
| 3.721 | 3.757 | 3.824 | 3.523 | 4.289 | 4.763 | 23.877 |
| 1.000 | 2.360 | 1.000 | 2.182 | 4.289 | 2.051 | 12.883 |
| 2.319 | 3.757 | 3.824 | 2.182 | 4.289 | 4.763 | 21.133 |
| 3.721 | 3.757 | 2.401 | 3.523 | 4.289 | 3.354 | 21.046 |
| 3.721 | 3.757 | 2.401 | 3.523 | 4.289 | 4.763 | 22.454 |
| 2.319 | 2.360 | 3.824 | 2.182 | 2.752 | 3.354 | 16.792 |
| 2.319 | 1.000 | 2.401 | 2.182 | 2.752 | 3.354 | 14.009 |
| 3.721 | 3.757 | 3.824 | 2.182 | 2.752 | 3.354 | 19.591 |
| 1.000 | 1.000 | 1.000 | 1.000 | 2.752 | 2.051 | 8.804 |
| 2.319 | 2.360 | 1.000 | 2.182 | 1.000 | 2.051 | 10.913 |
| 2.319 | 2.360 | 2.401 | 2.182 | 4.289 | 3.354 | 16.905 |
| 3.721 | 2.360 | 2.401 | 3.523 | 2.752 | 3.354 | 18.113 |
| 2.319 | 2.360 | 1.000 | 2.182 | 1.000 | 3.354 | 12.216 |
| 2.319 | 2.360 | 2.401 | 3.523 | 2.752 | 3.354 | 16.710 |
| 3.721 | 3.757 | 3.824 | 2.182 | 4.289 | 3.354 | 21.128 |
| 2.319 | 2.360 | 2.401 | 2.182 | 2.752 | 3.354 | 15.369 |
| 2.319 | 3.757 | 2.401 | 2.182 | 2.752 | 3.354 | 16.766 |
| 3.721 | 3.757 | 2.401 | 2.182 | 2.752 | 3.354 | 18.168 |
| 3.721 | 2.360 | 2.401 | 2.182 | 2.752 | 4.763 | 18.180 |
| 3.721 | 2.360 | 3.824 | 2.182 | 2.752 | 3.354 | 18.195 |
| 2.319 | 2.360 | 2.401 | 2.182 | 2.752 | 4.763 | 16.777 |
| 3.721 | 3.757 | 2.401 | 3.523 | 2.752 | 3.354 | 19.509 |
| 3.721 | 2.360 | 2.401 | 1.000 | 2.752 | 3.354 | 15.589 |
| 2.319 | 2.360 | 3.824 | 3.523 | 2.752 | 3.354 | 18.133 |
| 2.319 | 3.757 | 3.824 | 3.523 | 4.289 | 4.763 | 22.474 |
| 3.721 | 3.757 | 3.824 | 3.523 | 4.289 | 4.763 | 23.877 |
| 3.721 | 2.360 | 2.401 | 3.523 | 4.289 | 4.763 | 21.057 |
| 2.319 | 3.757 | 1.000 | 2.182 | 2.752 | 3.354 | 15.365 |
| 2.319 | 2.360 | 2.401 | 2.182 | 2.752 | 3.354 | 15.369 |
| 2.319 | 2.360 | 3.824 | 3.523 | 2.752 | 4.763 | 19.541 |
| 2.319 | 2.360 | 2.401 | 3.523 | 2.752 | 3.354 | 16.710 |
| 2.319 | 2.360 | 3.824 | 3.523 | 2.752 | 3.354 | 18.133 |
| 2.319 | 1.000 | 1.000 | 3.523 | 2.752 | 2.051 | 12.646 |
| 2.319 | 3.757 | 3.824 | 3.523 | 4.289 | 4.763 | 22.474 |
| 2.319 | 3.757 | 3.824 | 3.523 | 4.289 | 3.354 | 21.066 |
| 1.000 | 2.360 | 2.401 | 1.000 | 2.752 | 3.354 | 12.868 |
| 3.721 | 2.360 | 3.824 | 1.000 | 4.289 | 3.354 | 18.548 |
| 2.319 | 3.757 | 3.824 | 3.523 | 2.752 | 3.354 | 19.530 |
| 3.721 | 3.757 | 2.401 | 3.523 | 2.752 | 4.763 | 20.918 |
| 2.319 | 2.360 | 3.824 | 2.182 | 2.752 | 3.354 | 16.792 |
| 2.319 | 1.000 | 2.401 | 2.182 | 4.289 | 3.354 | 15.545 |
| 3.721 | 3.757 | 2.401 | 3.523 | 4.289 | 4.763 | 22.454 |
| 3.721 | 3.757 | 3.824 | 3.523 | 4.289 | 4.763 | 23.877 |
| 3.721 | 2.360 | 2.401 | 3.523 | 2.752 | 3.354 | 18.113 |
| 2.319 | 2.360 | 2.401 | 1.000 | 2.752 | 2.051 | 12.884 |
| 1.000 | 3.757 | 2.401 | 3.523 | 4.289 | 3.354 | 18.324 |

**Lampiran 21**

**Tabulasi Data MSI Penelitian Responden Variabel Desain Produk (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | |  |  |  |  |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** |  |
| 3.939 | 2.442 | 3.996 | 3.736 | 4.289 | 2.141 | 20.543 |
| 2.484 | 3.875 | 2.524 | 3.736 | 4.289 | 3.509 | 20.415 |
| 3.939 | 3.875 | 3.996 | 3.736 | 2.752 | 3.509 | 21.806 |
| 2.484 | 2.442 | 3.996 | 5.154 | 4.289 | 3.509 | 21.873 |
| 3.939 | 2.442 | 2.524 | 3.736 | 2.752 | 3.509 | 18.901 |
| 3.939 | 2.442 | 2.524 | 2.382 | 2.752 | 3.509 | 17.548 |
| 3.939 | 3.875 | 3.996 | 3.736 | 4.289 | 3.509 | 23.343 |
| 1.000 | 1.000 | 2.524 | 3.736 | 4.289 | 1.000 | 13.548 |
| 3.939 | 3.875 | 2.524 | 3.736 | 2.752 | 3.509 | 20.334 |
| 1.000 | 1.000 | 2.524 | 2.382 | 2.752 | 2.141 | 11.799 |
| 3.939 | 2.442 | 3.996 | 3.736 | 2.752 | 3.509 | 20.374 |
| 2.484 | 1.000 | 2.524 | 2.382 | 2.752 | 2.141 | 13.283 |
| 1.000 | 2.442 | 1.000 | 2.382 | 2.752 | 1.000 | 10.577 |
| 3.939 | 2.442 | 2.524 | 3.736 | 2.752 | 3.509 | 18.901 |
| 2.484 | 2.442 | 1.000 | 3.736 | 2.752 | 2.141 | 14.555 |
| 2.484 | 2.442 | 2.524 | 1.000 | 2.752 | 2.141 | 13.343 |
| 3.939 | 3.875 | 3.996 | 3.736 | 4.289 | 3.509 | 23.343 |
| 3.939 | 2.442 | 2.524 | 3.736 | 2.752 | 3.509 | 18.901 |
| 3.939 | 2.442 | 3.996 | 5.154 | 4.289 | 3.509 | 23.328 |
| 2.484 | 2.442 | 2.524 | 2.382 | 4.289 | 2.141 | 16.262 |
| 3.939 | 3.875 | 2.524 | 3.736 | 2.752 | 3.509 | 20.334 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 2.141 | 16.079 |
| 3.939 | 2.442 | 2.524 | 3.736 | 4.289 | 3.509 | 20.438 |
| 2.484 | 3.875 | 2.524 | 5.154 | 4.289 | 3.509 | 21.833 |
| 3.939 | 2.442 | 3.996 | 3.736 | 2.752 | 3.509 | 20.374 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 2.141 | 16.079 |
| 3.939 | 2.442 | 3.996 | 3.736 | 4.289 | 3.509 | 21.910 |
| 2.484 | 2.442 | 3.996 | 2.382 | 2.752 | 2.141 | 16.198 |
| 2.484 | 1.000 | 1.000 | 3.736 | 2.752 | 2.141 | 13.113 |
| 1.000 | 2.442 | 1.000 | 3.736 | 2.752 | 1.000 | 11.930 |
| 2.484 | 3.875 | 3.996 | 5.154 | 2.752 | 3.509 | 21.769 |
| 2.484 | 2.442 | 2.524 | 5.154 | 4.289 | 2.141 | 19.033 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 3.509 | 17.446 |
| 2.484 | 1.000 | 2.524 | 3.736 | 4.289 | 3.509 | 17.540 |
| 3.939 | 3.875 | 3.996 | 5.154 | 4.289 | 3.509 | 24.761 |
| 2.484 | 2.442 | 1.000 | 3.736 | 4.289 | 3.509 | 17.459 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 2.141 | 16.079 |
| 2.484 | 3.875 | 2.524 | 5.154 | 2.752 | 3.509 | 20.297 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 3.509 | 17.446 |
| 2.484 | 3.875 | 3.996 | 5.154 | 2.752 | 2.141 | 20.402 |
| 3.939 | 2.442 | 3.996 | 3.736 | 2.752 | 3.509 | 20.374 |
| 3.939 | 3.875 | 2.524 | 3.736 | 2.752 | 2.141 | 18.966 |
| 2.484 | 3.875 | 3.996 | 3.736 | 4.289 | 1.000 | 19.379 |
| 3.939 | 2.442 | 2.524 | 2.382 | 2.752 | 3.509 | 17.548 |
| 2.484 | 2.442 | 2.524 | 5.154 | 2.752 | 2.141 | 17.497 |
| 3.939 | 3.875 | 3.996 | 3.736 | 2.752 | 2.141 | 20.439 |
| 2.484 | 2.442 | 2.524 | 3.736 | 4.289 | 3.509 | 18.983 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 3.509 | 17.446 |
| 3.939 | 3.875 | 3.996 | 5.154 | 4.289 | 3.509 | 24.761 |
| 2.484 | 3.875 | 2.524 | 5.154 | 4.289 | 2.141 | 20.466 |
| 1.000 | 2.442 | 2.524 | 3.736 | 2.752 | 3.509 | 15.963 |
| 3.939 | 2.442 | 2.524 | 2.382 | 1.000 | 2.141 | 14.428 |
| 2.484 | 2.442 | 2.524 | 3.736 | 4.289 | 3.509 | 18.983 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 3.509 | 17.446 |
| 3.939 | 3.875 | 3.996 | 5.154 | 4.289 | 3.509 | 24.761 |
| 2.484 | 2.442 | 2.524 | 2.382 | 4.289 | 2.141 | 16.262 |
| 3.939 | 2.442 | 3.996 | 3.736 | 4.289 | 3.509 | 21.910 |
| 2.484 | 2.442 | 2.524 | 5.154 | 4.289 | 2.141 | 19.033 |
| 3.939 | 2.442 | 3.996 | 3.736 | 4.289 | 2.141 | 20.543 |
| 1.000 | 3.875 | 2.524 | 2.382 | 2.752 | 1.000 | 13.533 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 1.000 | 14.938 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 3.509 | 17.446 |
| 2.484 | 2.442 | 2.524 | 2.382 | 2.752 | 2.141 | 14.725 |
| 3.939 | 1.000 | 2.524 | 2.382 | 1.000 | 1.000 | 11.844 |
| 2.484 | 2.442 | 3.996 | 3.736 | 4.289 | 3.509 | 20.455 |
| 2.484 | 1.000 | 1.000 | 2.382 | 2.752 | 2.141 | 11.759 |
| 2.484 | 2.442 | 1.000 | 2.382 | 1.000 | 2.141 | 11.450 |
| 2.484 | 2.442 | 2.524 | 5.154 | 2.752 | 3.509 | 18.864 |
| 2.484 | 2.442 | 2.524 | 3.736 | 4.289 | 3.509 | 18.983 |
| 3.939 | 2.442 | 2.524 | 3.736 | 2.752 | 3.509 | 18.901 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 2.141 | 16.079 |
| 1.000 | 3.875 | 2.524 | 5.154 | 2.752 | 3.509 | 18.813 |
| 2.484 | 2.442 | 3.996 | 3.736 | 2.752 | 2.141 | 17.552 |
| 3.939 | 2.442 | 2.524 | 3.736 | 2.752 | 3.509 | 18.901 |
| 2.484 | 3.875 | 3.996 | 3.736 | 2.752 | 3.509 | 20.351 |
| 2.484 | 2.442 | 3.996 | 2.382 | 2.752 | 3.509 | 17.565 |
| 2.484 | 3.875 | 2.524 | 3.736 | 2.752 | 2.141 | 17.512 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 3.509 | 17.446 |
| 2.484 | 3.875 | 2.524 | 3.736 | 4.289 | 2.141 | 19.048 |
| 3.939 | 2.442 | 2.524 | 2.382 | 4.289 | 2.141 | 17.717 |
| 2.484 | 1.000 | 2.524 | 2.382 | 4.289 | 1.000 | 13.678 |
| 3.939 | 1.000 | 2.524 | 3.736 | 2.752 | 3.509 | 17.459 |
| 2.484 | 2.442 | 1.000 | 2.382 | 2.752 | 2.141 | 13.202 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 3.509 | 17.446 |
| 2.484 | 2.442 | 3.996 | 3.736 | 2.752 | 3.509 | 18.919 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 3.509 | 17.446 |
| 3.939 | 1.000 | 2.524 | 2.382 | 2.752 | 3.509 | 16.105 |
| 3.939 | 2.442 | 3.996 | 5.154 | 4.289 | 2.141 | 21.961 |
| 2.484 | 3.875 | 2.524 | 3.736 | 4.289 | 3.509 | 20.415 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 3.509 | 17.446 |
| 3.939 | 3.875 | 2.524 | 2.382 | 4.289 | 2.141 | 19.149 |
| 2.484 | 2.442 | 3.996 | 3.736 | 2.752 | 3.509 | 18.919 |
| 3.939 | 2.442 | 3.996 | 3.736 | 2.752 | 2.141 | 19.007 |
| 3.939 | 2.442 | 2.524 | 3.736 | 2.752 | 1.000 | 16.393 |
| 3.939 | 1.000 | 2.524 | 5.154 | 4.289 | 3.509 | 20.413 |
| 3.939 | 3.875 | 3.996 | 3.736 | 4.289 | 2.141 | 21.975 |
| 2.484 | 1.000 | 2.524 | 2.382 | 4.289 | 2.141 | 14.819 |
| 2.484 | 3.875 | 3.996 | 3.736 | 2.752 | 3.509 | 20.351 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 3.509 | 17.446 |
| 2.484 | 1.000 | 3.996 | 3.736 | 4.289 | 3.509 | 19.013 |

**Lampiran 22**

**Tabulasi Data MSI Penelitian Responden Variabel Electronic Word of Mouth (X3)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | |  |  |  |  |  |  |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** |  |
| 2.730 | 2.921 | 4.369 | 2.742 | 2.714 | 2.562 | 4.213 | 1.000 | 23.251 |
| 2.730 | 2.921 | 2.824 | 2.742 | 4.265 | 2.562 | 4.213 | 1.000 | 23.257 |
| 2.730 | 4.539 | 2.824 | 2.742 | 2.714 | 2.562 | 2.688 | 2.633 | 23.433 |
| 4.272 | 2.921 | 4.369 | 2.742 | 2.714 | 2.562 | 4.213 | 1.000 | 24.793 |
| 2.730 | 4.539 | 4.369 | 2.742 | 2.714 | 2.562 | 4.213 | 1.000 | 24.869 |
| 4.272 | 2.921 | 2.824 | 2.742 | 2.714 | 2.562 | 2.688 | 2.633 | 23.356 |
| 4.272 | 4.539 | 2.824 | 4.310 | 2.714 | 4.047 | 4.213 | 1.000 | 27.919 |
| 2.730 | 2.921 | 2.824 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 13.475 |
| 2.730 | 2.921 | 2.824 | 2.742 | 4.265 | 4.047 | 2.688 | 2.633 | 24.850 |
| 2.730 | 2.921 | 1.000 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 18.358 |
| 2.730 | 2.921 | 4.369 | 2.742 | 2.714 | 4.047 | 4.213 | 2.633 | 26.369 |
| 1.000 | 2.921 | 2.824 | 1.000 | 2.714 | 1.000 | 2.688 | 1.000 | 15.148 |
| 4.272 | 2.921 | 2.824 | 2.742 | 1.000 | 2.562 | 2.688 | 1.000 | 20.009 |
| 2.730 | 2.921 | 4.369 | 4.310 | 2.714 | 2.562 | 4.213 | 2.633 | 26.452 |
| 2.730 | 2.921 | 2.824 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 20.182 |
| 2.730 | 2.921 | 2.824 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 20.182 |
| 4.272 | 4.539 | 2.824 | 4.310 | 2.714 | 4.047 | 4.213 | 1.000 | 27.919 |
| 4.272 | 2.921 | 4.369 | 2.742 | 4.265 | 4.047 | 2.688 | 1.000 | 26.304 |
| 2.730 | 2.921 | 4.369 | 4.310 | 2.714 | 4.047 | 4.213 | 2.633 | 27.937 |
| 2.730 | 2.921 | 2.824 | 2.742 | 4.265 | 4.047 | 2.688 | 2.633 | 24.850 |
| 4.272 | 2.921 | 2.824 | 4.310 | 4.265 | 4.047 | 2.688 | 1.000 | 26.327 |
| 4.272 | 2.921 | 2.824 | 4.310 | 4.265 | 2.562 | 2.688 | 2.633 | 26.475 |
| 2.730 | 2.921 | 4.369 | 2.742 | 4.265 | 2.562 | 2.688 | 2.633 | 24.911 |
| 2.730 | 4.539 | 4.369 | 4.310 | 2.714 | 4.047 | 4.213 | 1.000 | 27.922 |
| 2.730 | 2.921 | 2.824 | 2.742 | 2.714 | 2.562 | 4.213 | 2.633 | 23.339 |
| 4.272 | 4.539 | 2.824 | 2.742 | 2.714 | 4.047 | 2.688 | 2.633 | 26.459 |
| 2.730 | 2.921 | 4.369 | 2.742 | 2.714 | 4.047 | 2.688 | 1.000 | 23.212 |
| 2.730 | 2.921 | 4.369 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 21.727 |
| 2.730 | 2.921 | 2.824 | 2.742 | 2.714 | 2.562 | 1.000 | 1.000 | 18.493 |
| 2.730 | 1.000 | 2.824 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 18.261 |
| 4.272 | 4.539 | 4.369 | 2.742 | 2.714 | 4.047 | 4.213 | 1.000 | 27.896 |
| 4.272 | 4.539 | 2.824 | 2.742 | 2.714 | 4.047 | 2.688 | 2.633 | 26.459 |
| 4.272 | 4.539 | 4.369 | 2.742 | 4.265 | 2.562 | 2.688 | 1.000 | 26.437 |
| 2.730 | 4.539 | 2.824 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 21.800 |
| 4.272 | 2.921 | 2.824 | 2.742 | 4.265 | 2.562 | 4.213 | 1.000 | 24.798 |
| 2.730 | 4.539 | 2.824 | 2.742 | 4.265 | 2.562 | 2.688 | 1.000 | 23.350 |
| 2.730 | 2.921 | 4.369 | 2.742 | 2.714 | 2.562 | 4.213 | 1.000 | 23.251 |
| 2.730 | 2.921 | 4.369 | 4.310 | 4.265 | 2.562 | 4.213 | 1.000 | 26.370 |
| 2.730 | 2.921 | 4.369 | 4.310 | 4.265 | 2.562 | 2.688 | 1.000 | 24.846 |
| 2.730 | 4.539 | 2.824 | 2.742 | 2.714 | 4.047 | 2.688 | 2.633 | 24.917 |
| 2.730 | 2.921 | 4.369 | 2.742 | 2.714 | 4.047 | 4.213 | 2.633 | 26.369 |
| 1.000 | 2.921 | 2.824 | 1.000 | 2.714 | 1.000 | 2.688 | 1.000 | 15.148 |
| 4.272 | 2.921 | 2.824 | 2.742 | 1.000 | 2.562 | 2.688 | 1.000 | 20.009 |
| 2.730 | 2.921 | 4.369 | 4.310 | 2.714 | 2.562 | 4.213 | 2.633 | 26.452 |
| 2.730 | 2.921 | 2.824 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 20.182 |
| 2.730 | 2.921 | 2.824 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 20.182 |
| 4.272 | 4.539 | 2.824 | 4.310 | 2.714 | 4.047 | 4.213 | 1.000 | 27.919 |
| 4.272 | 2.921 | 4.369 | 2.742 | 4.265 | 4.047 | 2.688 | 1.000 | 26.304 |
| 2.730 | 2.921 | 4.369 | 4.310 | 2.714 | 4.047 | 4.213 | 2.633 | 27.937 |
| 2.730 | 2.921 | 2.824 | 2.742 | 4.265 | 4.047 | 2.688 | 2.633 | 24.850 |
| 4.272 | 2.921 | 2.824 | 4.310 | 4.265 | 4.047 | 2.688 | 1.000 | 26.327 |
| 4.272 | 2.921 | 2.824 | 4.310 | 4.265 | 2.562 | 2.688 | 2.633 | 26.475 |
| 2.730 | 2.921 | 4.369 | 2.742 | 4.265 | 2.562 | 2.688 | 2.633 | 24.911 |
| 2.730 | 4.539 | 4.369 | 4.310 | 2.714 | 4.047 | 4.213 | 1.000 | 27.922 |
| 2.730 | 2.921 | 2.824 | 2.742 | 2.714 | 2.562 | 4.213 | 2.633 | 23.339 |
| 4.272 | 4.539 | 2.824 | 2.742 | 2.714 | 4.047 | 2.688 | 2.633 | 26.459 |
| 2.730 | 2.921 | 4.369 | 2.742 | 2.714 | 4.047 | 2.688 | 1.000 | 23.212 |
| 2.730 | 2.921 | 4.369 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 21.727 |
| 2.730 | 2.921 | 2.824 | 2.742 | 2.714 | 2.562 | 1.000 | 1.000 | 18.493 |
| 2.730 | 1.000 | 2.824 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 18.261 |
| 2.730 | 2.921 | 1.000 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 18.358 |
| 2.730 | 2.921 | 4.369 | 2.742 | 2.714 | 4.047 | 4.213 | 2.633 | 26.369 |
| 1.000 | 2.921 | 2.824 | 1.000 | 2.714 | 1.000 | 2.688 | 1.000 | 15.148 |
| 4.272 | 2.921 | 2.824 | 2.742 | 1.000 | 2.562 | 2.688 | 1.000 | 20.009 |
| 2.730 | 2.921 | 4.369 | 4.310 | 2.714 | 2.562 | 4.213 | 2.633 | 26.452 |
| 2.730 | 2.921 | 2.824 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 20.182 |
| 2.730 | 2.921 | 2.824 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 20.182 |
| 4.272 | 4.539 | 2.824 | 4.310 | 2.714 | 4.047 | 4.213 | 1.000 | 27.919 |
| 4.272 | 2.921 | 4.369 | 2.742 | 4.265 | 4.047 | 2.688 | 1.000 | 26.304 |
| 2.730 | 2.921 | 4.369 | 4.310 | 2.714 | 4.047 | 4.213 | 2.633 | 27.937 |
| 2.730 | 2.921 | 2.824 | 2.742 | 4.265 | 4.047 | 2.688 | 2.633 | 24.850 |
| 4.272 | 2.921 | 2.824 | 4.310 | 4.265 | 4.047 | 2.688 | 1.000 | 26.327 |
| 4.272 | 2.921 | 2.824 | 4.310 | 4.265 | 2.562 | 2.688 | 2.633 | 26.475 |
| 2.730 | 2.921 | 4.369 | 2.742 | 4.265 | 2.562 | 2.688 | 2.633 | 24.911 |
| 2.730 | 4.539 | 4.369 | 4.310 | 2.714 | 4.047 | 4.213 | 1.000 | 27.922 |
| 2.730 | 2.921 | 2.824 | 2.742 | 2.714 | 2.562 | 4.213 | 2.633 | 23.339 |
| 4.272 | 4.539 | 2.824 | 2.742 | 2.714 | 4.047 | 2.688 | 2.633 | 26.459 |
| 2.730 | 2.921 | 4.369 | 2.742 | 2.714 | 4.047 | 2.688 | 1.000 | 23.212 |
| 2.730 | 2.921 | 4.369 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 21.727 |
| 2.730 | 2.921 | 2.824 | 2.742 | 2.714 | 2.562 | 1.000 | 1.000 | 18.493 |
| 2.730 | 1.000 | 2.824 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 18.261 |
| 4.272 | 4.539 | 4.369 | 2.742 | 2.714 | 4.047 | 4.213 | 1.000 | 27.896 |
| 4.272 | 4.539 | 2.824 | 2.742 | 2.714 | 4.047 | 2.688 | 2.633 | 26.459 |
| 4.272 | 4.539 | 4.369 | 2.742 | 4.265 | 2.562 | 2.688 | 1.000 | 26.437 |
| 2.730 | 4.539 | 2.824 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 21.800 |
| 4.272 | 2.921 | 2.824 | 2.742 | 4.265 | 2.562 | 4.213 | 1.000 | 24.798 |
| 2.730 | 4.539 | 2.824 | 2.742 | 4.265 | 2.562 | 2.688 | 1.000 | 23.350 |
| 2.730 | 2.921 | 4.369 | 2.742 | 2.714 | 2.562 | 4.213 | 1.000 | 23.251 |
| 2.730 | 2.921 | 4.369 | 4.310 | 4.265 | 2.562 | 4.213 | 1.000 | 26.370 |
| 2.730 | 2.921 | 4.369 | 4.310 | 4.265 | 2.562 | 2.688 | 1.000 | 24.846 |
| 2.730 | 4.539 | 2.824 | 2.742 | 2.714 | 4.047 | 2.688 | 2.633 | 24.917 |
| 2.730 | 2.921 | 4.369 | 2.742 | 2.714 | 4.047 | 4.213 | 2.633 | 26.369 |
| 1.000 | 2.921 | 2.824 | 1.000 | 2.714 | 1.000 | 2.688 | 1.000 | 15.148 |
| 4.272 | 2.921 | 2.824 | 2.742 | 1.000 | 2.562 | 2.688 | 1.000 | 20.009 |
| 2.730 | 2.921 | 4.369 | 4.310 | 2.714 | 2.562 | 4.213 | 2.633 | 26.452 |
| 2.730 | 2.921 | 2.824 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 20.182 |
| 2.730 | 2.921 | 2.824 | 2.742 | 2.714 | 2.562 | 2.688 | 1.000 | 20.182 |
| 4.272 | 4.539 | 2.824 | 4.310 | 2.714 | 4.047 | 4.213 | 1.000 | 27.919 |
| 4.272 | 2.921 | 4.369 | 2.742 | 4.265 | 4.047 | 2.688 | 1.000 | 26.304 |
| 2.730 | 2.921 | 4.369 | 4.310 | 2.714 | 4.047 | 4.213 | 2.633 | 27.937 |

**Lampiran 23**

**Uji Asumsi Klasik (Uji Normalitas)**

|  |  |
| --- | --- |
|  |  |

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 1.47194893 |
| Most Extreme Differences | Absolute | .081 |
| Positive | .051 |
| Negative | -.081 |
| Test Statistic | | .081 |
| Asymp. Sig. (2-tailed) | | .101c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

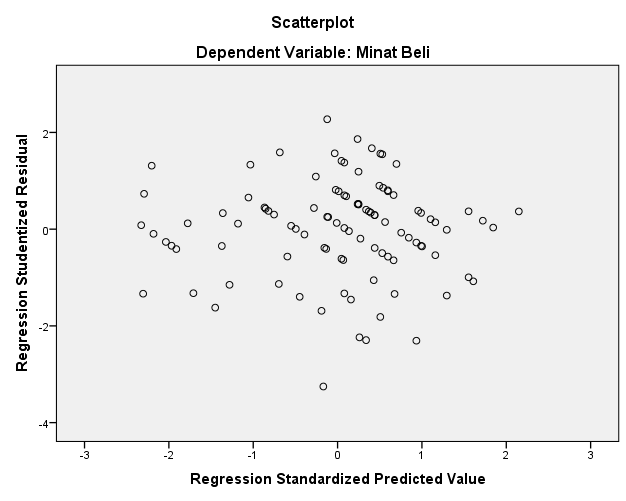
**Lampiran 24**

**Uji Asumsi Klasik (Uji Multikolonieritas)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | | | |
| Model | | Unstandardized Coefficients | | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | |  |  | Tolerance | VIF |
| 1 | (Constant) | 1.420 | 2.590 |  | | .548 | .585 |  |  |
| Citra Merek | .285 | .084 | .308 | | 3.393 | .001 | .544 | 1.838 |
| Persepsi Desain Produk | .438 | .106 | .424 | | 4.138 | .000 | .426 | 2.346 |
| Electronic Word of Mouth | .172 | .079 | .172 | | 2.182 | .032 | .723 | 1.383 |
| a. Dependent Variable: Minat Beli | | | | | | | | | | |

**Lampiran 25**

**Uji Asumsi Klasik (Uji Heteroskedastisitas)**



**Lampiran 26**

**Analisis Regresi Linier Berganda**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | | | |
| Model | | Unstandardized Coefficients | | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | |  |  | Tolerance | VIF |
| 1 | (Constant) | 1.420 | 2.590 |  | | .548 | .585 |  |  |
| Citra Merek | .285 | .084 | .308 | | 3.393 | .001 | .544 | 1.838 |
| Persepsi Desain Produk | .438 | .106 | .424 | | 4.138 | .000 | .426 | 2.346 |
| Electronic Word of Mouth | .172 | .079 | .172 | | 2.182 | .032 | .723 | 1.383 |
| a. Dependent Variable: Minat Beli | | | | | | | | | | |

**Lampiran 27**

**Uji Signifikansi Parsial (Uji t)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | | | |
| Model | | Unstandardized Coefficients | | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | |  |  | Tolerance | VIF |
| 1 | (Constant) | 1.420 | 2.590 |  | | .548 | .585 |  |  |
| Citra Merek | .285 | .084 | .308 | | 3.393 | .001 | .544 | 1.838 |
| Persepsi Desain Produk | .438 | .106 | .424 | | 4.138 | .000 | .426 | 2.346 |
| Electronic Word of Mouth | .172 | .079 | .172 | | 2.182 | .032 | .723 | 1.383 |
| a. Dependent Variable: Minat Beli | | | | | | | | | | |

**Lampiran 28**

**Uji Signifikansi Simultan (Uji F)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 283.613 | 3 | 94.538 | 42.311 | .000b |
| Residual | 214.497 | 96 | 2.234 |  |  |
| Total | 498.110 | 99 |  |  |  |
| a. Dependent Variable: Minat Beli | | | | | | |
| b. Predictors: (Constant), Electronic Word of Mouth, Citra Merek, Persepsi Desain Produk | | | | | | |

**Lampiran 29**

**Analisis Koefisien Determinasi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .755a | .569 | .556 | 1.49477 |
| a. Predictors: (Constant), Electronic Word of Mouth, Citra Merek, Persepsi Desain Produk | | | | |
| b. Dependent Variable: Minat Beli | | | | |

**Lampiran 30**

**Wawancara dengan konsumen Dan Ulasan Di Media Sosial**

Berikut adalah bukti pendukung berdasarkan data lapangan yang dapat digunakan untuk memperkuat fenomena terkait citra merek, desain produk, dan *electronic word of mouth* (e-WOM) pada minat beli smartphone Xiaomi di CV. William Jaya Cellular:

**1. Citra Merek**

* **Wawancara dengan Konsumen:**

Seorang konsumen menyebutkan:

Nama : Nesha

Alamat : Procot, Kec. Slawi. Kab. Tegal

Pertanyaan : Apakah anda langsung mengingat Xiaomi saat mencari smartphone dengan spesifikasi tinggi dan harga terjangkau?

Jawaban :

*"Iya. Saya membeli smartphone Xiaomi karena harganya sangat terjangkau, tetapi spesifikasinya setara dengan merek lain yang lebih mahal. Ini sangat cocok untuk kebutuhan saya sebagai pelajar."*

TTD Responden

( )

Bukti ini menunjukkan bahwa konsumen dengan anggaran terbatas melihat Xiaomi sebagai pilihan terbaik untuk harga dan performa.

* **Pengamatan di Toko:**

Staf penjualan CV. William Jaya Cellular mengungkapkan bahwa banyak konsumen datang setelah melihat promosi yang menonjolkan spesifikasi tinggi dengan harga rendah, seperti seri Redmi Note.

**2. Desain Produk**

* **Wawancara dengan Konsumen:**

Seorang konsumen menyebutkan:

Nama : Bowo

Alamat : Trayeman, Kec. Slawi. Kab. Tegal

Pertanyaan : Apakah desain visual smartphone Xiaomi menarik perhatian anda?

Jawaban :

*"Iya. Saya suka desain Xiaomi karena terlihat modern dan ramping, cocok untuk gaya saya. Selain itu, warnanya menarik dan terlihat mahal meskipun harganya terjangkau."*

TTD Responden

( )

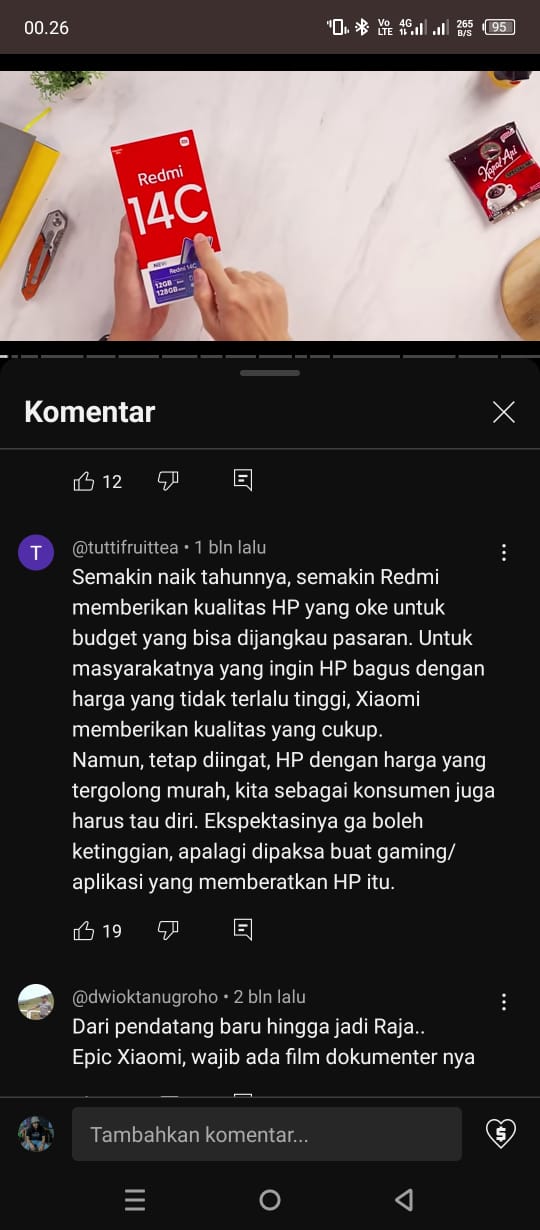
Ini menunjukkan bahwa desain produk Xiaomi yang estetis sangat menarik bagi segmen anak muda.

**3. *Electronic Word of Mouth* (e-WOM)**

* **Ulasan Media Sosial:**

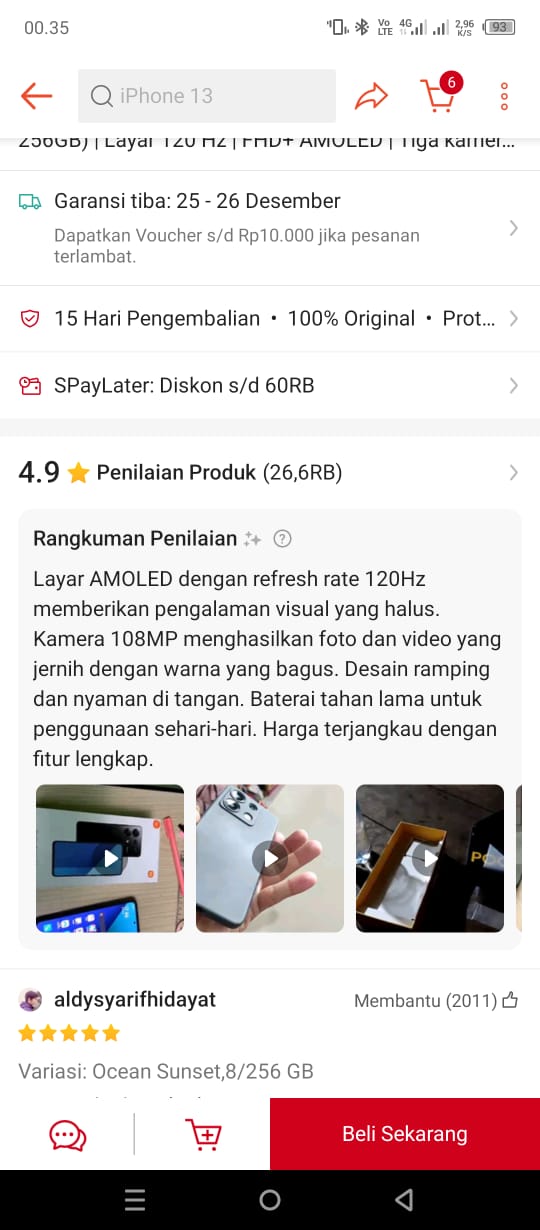
Salah satu komentar di forum online:

*"Semakin naik tahunnya, semakin Redmi memberikan kualitas HP yang oke untuk bugdet yang bisa dijangkau pasaran. Untuk masyarakat yang ingin HP bagus dengan harga yang tidak terlalu tinggi, Xiaomi memberikan kualitas yang cukup. Namun, tetap diingat, HP dengan harga yang tergolong murah, kita sebagai konsumen juga harus tau diri. Ekspetasinya ga boleh ketinggian, apalagi dipaksa buat gaming/ aplikasi yang memberatkan HP itu."* Review Smarhphone Xiaomi Redmi 14C (Cahenel review smarthphone @GadgetIn di Youtube).



Ulasan di platform *e-commerce*:

*"Layar AMOLED dengan refresh rate 120Hz memberikan pengalaman visual yang halus. Kamera 108MP menghasilkan foto dan video yang jernih dengan warna yang bagus. Desain ramping dan nyaman ditangan. Baterai tahan lama untuk penggunaan sehari-hari. Harga terjangkau dengan fitur lengkap."* (Rating 5/5 dari pembeli di Shoppe).

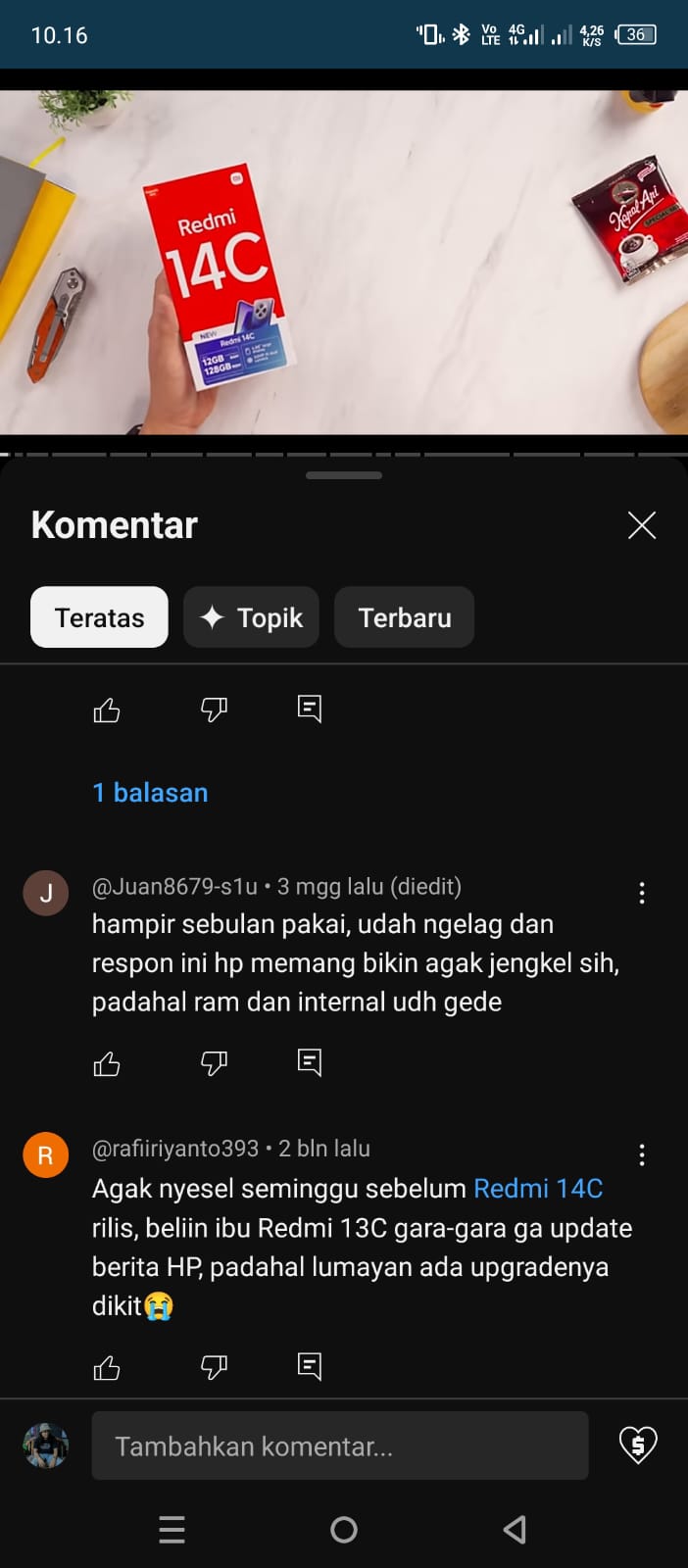


*“Xiaomi Redmi 13 memiliki harga yang terjangkau. Produk ini memiliki kualitas yang bagus. Kualitas kamera 50MP yang oke. Desainnya cocok untuk berbagi kebutuhan.”* (Rating 5/5 dari pembeli di Shoppe).



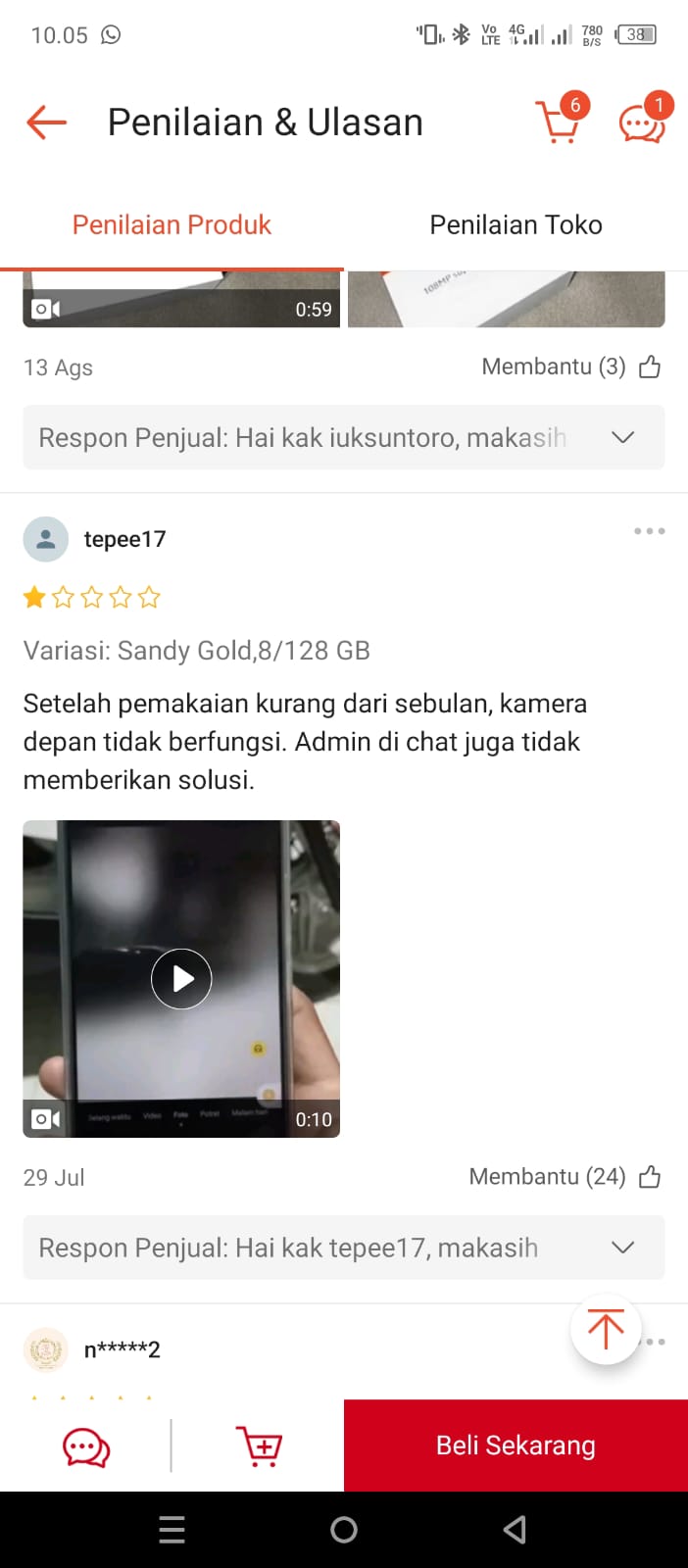
Salah satu komentar negatif di forum online:

*“Hampir sebulan pakai, udah ngelag dan respon ini hp memang bikin agak jengkel sih, padahal ram dan internaludah gede”.* Review Smarhphone Xiaomi Redmi 14C (Cahenel review smarthphone @GadgetIn di Youtube).

**

Ulasan negatif di platform *e-commerce*:

*“Setelah pemakaian kurang dari sebulan, kamera depan tidak berfungsi. Admin dichat juga tidak memberikan solusi.”* (Rating 1/5 dari pembeli di Shoppe)



**Lampiran 31**

**Surat Balasan Ijin Penelitian**

