

LAMPIRAN

LAMPIRAN 1
KUISONER PENELITIAN

KARAKTERISTIK RESPONDEN

1. Nama :
2. Usia :
 - a. 18 – 21
 - b. 22 – 25
 - c. > 26 (.....)
3. Jenis kelamin :
 - a. Laki – laki
 - b. Perempuan
4. Sudah berapa lama anda memakai Eiger :
 - a. < 6 bulan
 - b. 1 – 2 tahun
 - c. > 3 tahun (....)

PETUNJUK PENGISIAN

Di bawah ini terdapat sebuah pernyataan. Baca dan pahami setiap pernyataan secara seksama, kemudian berikan respon saudara dengan cara memberikan tanda silang (X) atau contrenng(√) dengan kolom yang tersedia dengan pilihan jawaban yang tersedia.

Keterangan:

- a. Sangatsetuju (SS) = 5
- b. Setuju (S) = 4
- c. Netral (N) = 3
- d. Tidaksetuju (TS) = 2
- e. Sangattidaksetuju (STS) = 1

No.	Keterangan (Word of Mouth)	STS	TS	N	S	SS
1	Eiger Menarik Untuk digunakan.					
2	Apakah anda senang memakai Produk Eiger.					
3	Apakah anda bangga menggunakan Produk Eiger.					
4	Eiger nyaman untuk digunakan.					
No.	Keteranagan (Persepsi Kualitas)					
1	Bahan yang digunakan produk Eiger sangat berkualitas.					
2	Model produk Eiger sangat bervariasi dan menarik.					
3	Umur ekonomis dan produk tahan lama.					
4	Desain produk Eiger sangat menarik dan mengikuti trend.					
No.	Keterangan (Harga)					
1	Harga Eiger terjangkau.					
2	Harga Eiger relative lebih murah dibandingkan / dengan kompetitornya.					
3	Harga Eiger sepadan dengan kualitas yang dimilikinya.					
4	Harga Eiger sesuai manfaat yang saya butuhkan.					
No.	Keterangan (Keputusan Pembelian)					
1	Outlet/tempat penjualan Eiger mudah ditemukan.					
2	Eiger sesuai dengan keadaan finansial pengguna.					
3	Produk eiger nyaman dipakai dan sesuai dengan kebutuhan pengguna.					
4	Desain produk Eiger sesuai dengan keinginan pengguna.					

LAMPIRAN 2
KARAKTERISTIK RESPONDEN

Karakteristik Responden

Karakteristik responden	Keterangan	Total reponden	Prosentase
Jenis kelamin	Laki-laki	83	83 %
	Perempuan	17	17 %
	Total	100	100 %
Usia	18-21	57	57 %
	22-25	32	32 %
	>26	11	11%
	Total	100	100 %
Lama kepemilikan	<6 bulan	12	12 %
	1-2 tahun	56	56 %
	>3 tahun	32	32 %
	Total	100	100 %

LAMPIRAN 3
TABULASI DATA KUISONER

No.	J.kelamin	Usia	LP	WOM1	WOM2	WOM3	WOM4	JUMLAH	PK1	PK2	PK3	PK4	JUMLAH	H1	H2	H3	H4	JUMLAH	KP1	KP2	KP3	KP4	JUMLAH
1	L	19	2	2	3	3	2	10	2	3	3	3	11	3	2	3	2	10	2	3	3	2	10
2	L	19	2	2	3	2	2	9	2	3	2	2	9	2	3	3	3	11	2	3	2	2	9
3	L	20	1	2	2	3	2	9	2	2	3	3	10	3	3	2	3	11	2	2	3	2	9
4	L	21	1	5	4	5	5	19	5	4	5	5	19	4	4	4	4	16	5	4	5	5	19
5	L	21	1	4	3	4	4	15	4	3	4	4	15	4	3	3	3	13	4	3	4	4	15
6	L	21	2	5	4	4	5	18	5	4	4	4	17	3	3	2	3	11	5	4	4	5	18
7	L	18	2	3	3	4	3	13	3	3	4	4	14	3	3	4	3	13	3	3	4	3	13
8	L	18	2	4	4	5	4	17	4	4	5	5	18	3	4	4	4	15	4	4	5	4	17
9	L	18	2	5	3	5	5	18	5	3	5	5	18	5	5	5	5	20	5	3	5	5	18
10	L	25	3	4	3	4	4	15	4	3	4	4	15	5	4	4	4	17	4	3	4	4	15
11	L	22	2	5	3	5	5	18	5	3	5	5	18	4	5	4	5	18	5	3	5	5	18
12	L	22	1	4	4	4	4	16	4	4	4	4	16	4	4	3	4	15	4	4	4	4	16
13	L	22	1	1	2	2	1	6	1	2	2	2	7	3	3	3	3	12	1	2	2	1	6
14	L	19	2	3	4	5	3	15	3	4	5	5	17	4	4	4	4	16	3	4	5	3	15
15	L	19	2	4	4	4	4	16	4	4	4	4	16	4	5	5	5	19	4	4	4	4	16
16	L	21	2	5	4	5	5	19	5	4	5	5	19	4	3	4	3	14	5	4	5	5	19
17	L	21	1	5	4	5	5	19	5	4	5	5	19	5	5	5	5	20	5	4	5	5	19
18	L	20	1	4	4	5	4	17	4	4	5	5	18	5	4	4	4	17	4	4	5	4	17
19	L	25	4	5	3	5	5	18	5	3	5	5	18	4	4	4	4	16	5	3	5	5	18
20	L	27	2	5	5	5	5	20	5	5	5	5	20	5	5	3	5	18	5	5	5	5	20
21	L	19	<6	4	3	4	4	15	4	3	4	4	15	3	4	3	4	14	4	3	4	4	15
22	L	20	2	4	3	5	4	16	4	3	5	5	17	4	3	4	3	14	4	3	5	4	16
23	P	20	2	5	3	5	5	18	5	3	5	5	18	4	4	3	4	15	5	3	5	5	18
24	L	22	2	5	5	4	5	19	4	4	5	5	18	4	4	4	4	16	5	5	4	5	19
25	L	29	4	3	2	3	3	11	2	3	3	3	11	3	3	3	3	12	3	2	3	3	11
26	L	29	4	4	5	4	4	17	4	3	4	4	15	4	4	4	4	16	4	5	4	4	17
27	P	22	2	4	3	4	4	15	4	4	4	4	16	3	4	4	4	15	4	3	4	4	15
28	L	21	<6	2	2	2	2	8	3	3	3	3	12	3	3	3	3	12	2	2	2	2	8
29	L	24	3	4	4	4	4	16	5	5	4	4	18	4	3	3	3	13	4	4	4	4	16
30	L	24	3	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
31	P	20	2	3	3	4	3	13	4	4	3	3	14	3	3	4	3	13	3	3	4	3	13
32	L	22	2	2	2	2	2	8	2	2	3	3	10	2	2	3	2	9	2	2	2	2	8
33	L	22	4	4	4	4	4	16	3	3	4	4	14	4	3	4	3	14	4	4	4	4	16
34	L	22	2	5	4	5	5	19	3	5	4	4	16	4	5	5	5	19	5	4	5	5	19
35	P	18	<6	4	3	5	4	16	4	4	4	4	16	3	4	4	4	15	4	3	5	4	16
36	P	18	<6	3	3	3	3	12	3	3	3	3	12	3	2	3	2	10	3	3	3	3	12
37	L	21	<6	4	3	2	4	13	3	3	3	3	12	3	3	4	3	13	4	3	2	4	13
38	L	23	4	2	2	3	2	9	2	2	3	3	10	2	2	3	2	9	2	2	3	2	9
39	L	22	2	3	4	3	3	13	5	4	4	4	17	4	4	5	4	17	3	4	3	3	13
40	L	21	1	4	4	5	4	17	4	4	4	4	16	3	3	4	3	13	4	4	5	4	17
41	L	20	2	3	3	4	3	13	3	4	5	5	17	3	3	4	3	13	3	3	4	3	13
42	L	21	1	2	2	2	2	8	2	3	2	2	9	3	2	3	2	10	2	2	2	2	8
43	L	21	1	4	4	4	4	16	4	4	4	4	16	4	3	4	3	14	4	4	4	4	16
44	L	30	3	4	4	5	4	17	4	4	4	4	16	4	4	4	4	16	4	4	5	4	17

LAMPIRAN 4
HASIL UJI VALIDITAS VARIABEL

```

CORRELATIONS
/VARIABLES=WOM_1 WOM_2 WOM_3 WOM_4 Jumlah
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

```

Correlations

[DataSet0]

Correlations

		Word Of Mouth 1	Word Of Mouth 2	Word Of Mouth 3	Word Of Mouth 4	Jumlah
Word Of Mouth 1	Pearson Correlation	1	.648**	.814**	1.000**	.964**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Word Of Mouth 2	Pearson Correlation	.648**	1	.632**	.648**	.789**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Word Of Mouth 3	Pearson Correlation	.814**	.632**	1	.814**	.901**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Word Of Mouth 4	Pearson Correlation	1.000**	.648**	.814**	1	.964**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Jumlah	Pearson Correlation	.964**	.789**	.901**	.964**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

```

CORRELATIONS
/VARIABLES=PK_1 PK_2 PK_3 PK_4 Jumlah
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

```

Correlations

[DataSet0]

Correlations

		Persepsi Kualitas 1	Persepsi Kualitas 2	Persepsi Kualitas 3	Persepsi Kualitas 4	Jumlah
Persepsi Kualitas 1	Pearson Correlation	1	.693**	.691**	.691**	.897**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Persepsi Kualitas 2	Pearson Correlation	.693**	1	.484**	.484**	.769**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Persepsi Kualitas 3	Pearson Correlation	.691**	.484**	1	1.000**	.905**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Persepsi Kualitas 4	Pearson Correlation	.691**	.484**	1.000**	1	.905**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Jumlah	Pearson Correlation	.897**	.769**	.905**	.905**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

```

CORRELATIONS
/VARIABLES=H_1 H_2 H_3 H_4 Jumlah
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

```

Correlations

[DataSet0]

Correlations

		Harga 1	Harga 2	Harga 3	Harga 4	Jumlah
Harga 1	Pearson Correlation	1	.780**	.557**	.780**	.881**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Harga 2	Pearson Correlation	.780**	1	.601**	1.000**	.958**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Harga 3	Pearson Correlation	.557**	.601**	1	.601**	.757**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Harga 4	Pearson Correlation	.780**	1.000**	.601**	1	.958**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Jumlah	Pearson Correlation	.881**	.958**	.757**	.958**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

```

CORRELATIONS
/VARIABLES=KP_1 KP_2 KP_3 KP_4 Jumlah
/PRINT=TWOTAIL NOSIG

```

```

/MISSING=PAIRWISE.

```

Correlations

[DataSet0]

Correlations

		Keputusan Pembelian 1	Keputusan Pembelian 2	Keputusan Pembelian 3	Keputusan Pembelian 4	Jumlah
Keputusan Pembelian 1	Pearson Correlation	1	.653**	.809**	1.000**	.962**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Keputusan Pembelian 2	Pearson Correlation	.653**	1	.630**	.653**	.792**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Keputusan Pembelian 3	Pearson Correlation	.809**	.630**	1	.809**	.901**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Keputusan Pembelian 4	Pearson Correlation	1.000**	.653**	.809**	1	.962**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Jumlah	Pearson Correlation	.962**	.792**	.901**	.962**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

LAMPIRAN 5
HASIL UJI REABILITAS


```

RELIABILITY
/VARIABLES=WOM_1 WOM_2 WOM_3 WOM_4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/SUMMARY=TOTAL.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

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
.929	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Word Of Mouth 1	11.2400	6.811	.930	.873
Word Of Mouth 2	11.6700	9.031	.670	.956
Word Of Mouth 3	10.9700	7.686	.824	.910
Word Of Mouth 4	11.2400	6.811	.930	.873

```

RELIABILITY
/VARIABLES=PK_1 PK_2 PK_3 PK_4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/SUMMARY=TOTAL.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

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
.889	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Persepsi Kualitas 1	11.3300	4.930	.789	.850
Persepsi Kualitas 2	11.3900	6.200	.609	.910
Persepsi Kualitas 3	11.2000	5.556	.830	.832
Persepsi Kualitas 4	11.2000	5.556	.830	.832

```

RELIABILITY
/VARIABLES=H_1 H_2 H_3 H_4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/SUMMARY=TOTAL.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

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
.914	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Harga 1	11.2300	5.654	.782	.897
Harga 2	11.2300	5.128	.918	.847
Harga 3	11.1900	6.762	.618	.946
Harga 4	11.2300	5.128	.918	.847

```

RELIABILITY
/VARIABLES=KP_1 KP_2 KP_3 KP_4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/SUMMARY=TOTAL.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

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
.914	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Harga 1	11.2300	5.654	.782	.897
Harga 2	11.2300	5.128	.918	.847
Harga 3	11.1900	6.762	.618	.946
Harga 4	11.2300	5.128	.918	.847

LAMPIRAN 6
HASIL UJI REGRESI LINIER BERGANDA

```

REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y

  /METHOD=ENTER X1 X2 X3.

```

Regression

[DataSet0]

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Pembelian	15.0600	3.56135	100
Word Of Mouth	15.0400	3.62906	100
Persepsi Kualitas	15.0400	3.08768	100
Harga	14.9600	3.12991	100

Correlations

		Keputusan Pembelian	Word Of Mouth	Persepsi Kualitas	Harga
Pearson Correlation	Keputusan Pembelian	1.000	.530	.757	.799
	Word Of Mouth	.530	1.000	.374	.375
	Persepsi Kualitas	.757	.374	1.000	.734
	Harga	.799	.375	.734	1.000
Sig. (1-tailed)	Keputusan Pembelian	.	.000	.000	.000
	Word Of Mouth	.000	.	.000	.000
	Persepsi Kualitas	.000	.000	.	.000
	Harga	.000	.000	.000	.
N	Keputusan Pembelian	100	100	100	100
	Word Of Mouth	100	100	100	100
	Persepsi Kualitas	100	100	100	100
	Harga	100	100	100	100

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Harga, Word Of Mouth, Persepsi Kualitas ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864 ^a	.747	.739	1.81943

a. Predictors: (Constant), Harga, Word Of Mouth, Persepsi Kualitas

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	937.850	3	312.617	94.437	.000 ^a
	Residual	317.790	96	3.310		
	Total	1255.640	99			

a. Predictors: (Constant), Harga, Word Of Mouth, Persepsi Kualitas

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-2.041	1.049		-1.945	.055
	Word Of Mouth	.228	.055	.232	4.138	.000
	Persepsi Kualitas	.367	.088	.319	4.161	.000
	Harga	.545	.087	.479	6.254	.000

a. Dependent Variable: Keputusan Pembelian