

## LAMPIRAN

### Lampiran 1 Kuisisioner Penelitian

#### A. IDENTITAS RESPONDEN

1. NAMA :
2. USIA :
  - 20 th – 25 th.  31 th. – 40 th.
  - 26 th. - 30 th.  > 41 th.
3. JENIS KELAMIN :
  - Laki-Laki  Perempuan
4. PENDIDIKAN :
  - SMA/SMK  SMP/MTS
  - D1  S1
  - D2  S2
  - D3  S3
  - D4
5. PEKERJAAN :
  - PNS / PPPK  PEGAWAI BUMN
  - TNI/ POLRI  SWASTA
6. PENDAPATAN :
  - < Rp5.000.000
  - Rp5.000.000 – Rp10.000.000
  - > Rp10.000.000

#### B. PETUNJUK PENGISIAN

1. Sebelum mengisi kuisisioner bacalah terlebih dulu dengan teliti.
2. Mohon pengisian kuisisioner diisi dengan lengkap dari seluruh pertanyaan yang tercantum didalamnya.
3. Diharapkan tidak menjawab lebih dari satu pilihan jawaban.
4. Berikan tanda centang pada jawaban yang paling mewakili diri anda pada kolonm yang sudah disediakan.

5. Terdapat 5 poin penilaian sesuai dengan pendapat masing-masing responden dalam menjawab pertanyaan tersebut.

| Jawaban                   | Skor |
|---------------------------|------|
| Sangat Setuju (SS)        | 5    |
| Setuju (S)                | 4    |
| Ragu-Ragu (R)             | 3    |
| Tidak Setuju (TS)         | 2    |
| Sangat Tidak Setuju (STS) | 1    |

### C. DAFTAR PERTANYAAN

#### 1. MINAT BELI

| NO.                               | PERTANYAAN   | STS | TS | R | S | SS |
|-----------------------------------|--|-----|----|---|---|----|
| <b>Indikator <i>Attention</i></b> |  |     |    |   |   |    |
| 1.                                | Saya merasa tertarik terhadap produk mobil listrik                   |     |    |   |   |    |
| <b>Indikator <i>Interst</i></b>   |  |     |    |   |   |    |
| 2.                                | Saya senang dengan produk yang ditawarkan memiliki banyak kelebihan. |     |    |   |   |    |
| <b>Indikator <i>Desire</i></b>    |  |     |    |   |   |    |
| 3.                                | Saya merasa puas apabila memiliki produk mobil listrik tersebut.     |     |    |   |   |    |

#### 2. PERSEPSI KONSUMEN

| NO.  | PERTANYAAN  | STS | TS | R | S | SS |
|--|---|-----|----|---|---|----|
| <b>Indikator <i>Kualitas Produk</i></b>      |   |     |    |   |   |    |
| 1.   | Produk mobil listrik yang digunakan sangatlah efektif dalam penggunaannya.                                    |     |    |   |   |    |
| <b>Indikator <i>Reputasi Produk</i></b>      |   |     |    |   |   |    |
| 2.   | Produk tersebut digunakan secara semestinya memiliki keunggulan terhadap tingkat kenyamanan ramah lingkungan. |     |    |   |   |    |
| <b>Indikator <i>Karakteristik Produk</i></b> |   |     |    |   |   |    |
| 3.   | Produk mobil listrik ini memiliki tingkat kemewahan yang tertinggi dibandingkan produk lainnya.               |     |    |   |   |    |
| <b>Indikator <i>Kinerja Produk</i></b>       |   |     |    |   |   |    |
| 4.   | Produk ini memberikan   |     |    |   |   |    |

|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
|  | performa yang cukup optimal dalam penggunaannya. |  |  |  |  |  |
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### 3. GAYA HIDUP

| NO.                                  | PERTANYAAN   | STS | TS | R | S | SS |
|--------------------------------------|--|-----|----|---|---|----|
| <b>Indikator Kegiatan (Activity)</b> |  |     |    |   |   |    |
| 1.                                   | Mobil listrik dapat menunjang kegiatan keseharian saya.                                    |     |    |   |   |    |
| <b>Indikator Minat (Interest)</b>    |  |     |    |   |   |    |
| 2.                                   | Mobil listrik juga merupakan produk bentuk pengembangan inovasi terhadap ramah lingkungan. |     |    |   |   |    |
| <b>Indikator Opini (Opinion)</b>     |  |     |    |   |   |    |
| 3.                                   | Produk mobil listrik telah mengalami perkembangan terhadap inovasi yang kian meningkat.    |     |    |   |   |    |

### 4. ELECTRONIC WORD OF MOUTH (E-WOM)

| NO.                                 | PERTANYAAN  | STS | TS | R | S | SS |
|-------------------------------------|---|-----|----|---|---|----|
| <b>Indikator Intensity</b>          |   |     |    |   |   |    |
| 1.                                  | Saya sering kali berinteraksi dengan pengguna lain tentang mobil listrik. |     |    |   |   |    |
| <b>Indikator Valence Of Opinion</b> |   |     |    |   |   |    |
| 2.                                  | Saya mendapatkan informasi positif tentang mobil listrik.                 |     |    |   |   |    |
| <b>Indikator Content</b>            |   |     |    |   |   |    |
| 3.                                  | Saya memperoleh informasi terkait harga                                   |     |    |   |   |    |

### Lampiran 2 Data Kuesioner

| MINAT BELI |    |    |         |
|------------|----|----|---------|
| Y          |    |    |         |
| Y1         | Y2 | Y3 | Y.TOTAL |
| 4          | 4  | 4  | 12      |
| 4          | 4  | 4  | 12      |
| 4          | 4  | 4  | 12      |
| 4          | 4  | 4  | 12      |

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| 4 | 4 | 4 | 12 |
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| 2 | 3 | 3 | 8  |
| 5 | 5 | 5 | 15 |
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| 4 | 3 | 4 | 11 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 3 | 4 | 4 | 11 |
| 4 | 4 | 4 | 12 |
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| 4 | 4 | 4 | 12 |
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| 3 | 4 | 4 | 11 |
| 4 | 5 | 4 | 13 |
| 5 | 5 | 4 | 14 |
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| 5 | 4 | 5 | 14 |
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| 2 | 3 | 3 | 8  |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 4 | 13 |
| 5 | 5 | 4 | 14 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9  |
| 4 | 5 | 4 | 13 |
| 5 | 4 | 5 | 14 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 4 | 14 |
| 3 | 3 | 3 | 9  |
| 5 | 5 | 5 | 15 |
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| 4 | 4 | 5 | 13 |
| 3 | 2 | 2 | 7  |
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| 2 | 3 | 2 | 7  |
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| 5 | 4 | 3 | 12 |
| 2 | 1 | 2 | 5  |
| 5 | 4 | 5 | 14 |
| 4 | 5 | 3 | 12 |
| 5 | 4 | 5 | 14 |
| 1 | 2 | 2 | 5  |
| 5 | 4 | 4 | 13 |
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| PERSEPSI KONSUMEN |      |      |      |          |
|-------------------|------|------|------|----------|
| X1                |      |      |      |          |
| X1.1              | X1.2 | X1.3 | X1.4 | X2.TOTAL |
| 5                 | 4    | 5    | 4    | 18       |
| 4                 | 4    | 4    | 4    | 16       |
| 4                 | 4    | 4    | 4    | 16       |
| 4                 | 5    | 4    | 5    | 18       |
| 4                 | 4    | 4    | 4    | 16       |
| 4                 | 4    | 4    | 4    | 16       |
| 5                 | 5    | 4    | 4    | 18       |
| 3                 | 4    | 3    | 3    | 13       |
| 5                 | 5    | 4    | 5    | 19       |

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| 4 | 5 | 5 | 4 | 18 |
| 4 | 5 | 3 | 3 | 15 |
| 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 5 | 20 |
| 3 | 4 | 4 | 4 | 15 |
| 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 2 | 4 | 14 |
| 4 | 4 | 3 | 4 | 15 |
| 5 | 5 | 5 | 4 | 19 |
| 4 | 4 | 4 | 5 | 17 |
| 4 | 5 | 2 | 2 | 13 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 5 | 4 | 17 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 4 | 4 | 17 |
| 5 | 4 | 5 | 4 | 18 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
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| 4 | 5 | 4 | 4 | 17 |
| 3 | 4 | 3 | 3 | 13 |
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| 5 | 4 | 4 | 4 | 17 |
| 4 | 5 | 5 | 4 | 18 |
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| 4 | 4 | 3 | 3 | 14 |
| 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 4 | 4 | 17 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 5 | 4 | 18 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 3 | 3 | 14 |
| 3 | 4 | 3 | 3 | 13 |
| 5 | 5 | 5 | 5 | 20 |
| 3 | 4 | 2 | 2 | 11 |
| 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 3 | 4 | 15 |
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| 4 | 5 | 4 | 5 | 18 |
| 4 | 4 | 4 | 4 | 16 |
| 5 | 4 | 4 | 5 | 18 |
| 4 | 5 | 3 | 3 | 15 |
| 4 | 2 | 3 | 2 | 11 |
| 3 | 4 | 4 | 4 | 15 |
| 5 | 2 | 2 | 2 | 11 |
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| 3 | 4 | 3 | 4 | 14 |
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| 4 | 5 | 3 | 3 | 15 |
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| 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 4 | 4 | 17 |
| 2 | 4 | 3 | 3 | 12 |
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| 4 | 4 | 3 | 3 | 14 |
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| 5 | 4 | 5 | 4 | 18 |
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| 4 | 4 | 5 | 5 | 18 |
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| 4 | 5 | 5 | 5 | 19 |

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| 5 | 5 | 5 | 4 | 19 |
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| 5 | 5 | 4 | 5 | 19 |
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| 4 | 5 | 4 | 4 | 17 |
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| 4 | 5 | 5 | 4 | 18 |
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| 4 | 5 | 4 | 5 | 18 |
| 5 | 4 | 5 | 5 | 19 |
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| 4 | 4 | 5 | 3 | 16 |
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| 4 | 5 | 2 | 4 | 15 |
| 4 | 5 | 4 | 4 | 17 |
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| 5 | 4 | 5 | 5 | 19 |
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| 4 | 4 | 5 | 4 | 17 |
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| 5 | 4 | 5 | 5 | 19 |
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| 3 | 5 | 4 | 4 | 16 |
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| 4 | 5 | 5 | 5 | 19 |
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| 5 | 4 | 4 | 4 | 17 |
| 5 | 4 | 4 | 5 | 18 |
| 4 | 4 | 5 | 4 | 17 |
| 5 | 4 | 5 | 5 | 19 |
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| 3 | 5 | 4 | 4 | 16 |
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| 4 | 5 | 5 | 4 | 18 |
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| 4 | 5 | 4 | 5 | 18 |
| 5 | 4 | 4 | 5 | 18 |
| 5 | 5 | 4 | 5 | 19 |
| 5 | 4 | 2 | 4 | 15 |
| 4 | 5 | 4 | 4 | 17 |
| 5 | 4 | 5 | 5 | 19 |
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| 4 | 5 | 4 | 4 | 17 |
| 4 | 4 | 5 | 4 | 17 |
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| 3 | 4 | 5 | 4 | 16 |
| 4 | 4 | 5 | 5 | 18 |
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| 5 | 4 | 5 | 4 | 18 |
| 4 | 4 | 5 | 4 | 17 |
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| 4 | 4 | 4 | 5 | 17 |
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| 4 | 4 | 5 | 4 | 17 |
| 4 | 4 | 5 | 4 | 17 |
| 4 | 5 | 4 | 4 | 17 |
| 4 | 5 | 4 | 4 | 17 |
| 3 | 4 | 5 | 4 | 16 |
| 5 | 4 | 4 | 5 | 18 |
| 4 | 5 | 4 | 4 | 17 |

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| 4 | 5 | 4 | 4 | 17 |
| 2 | 5 | 4 | 5 | 16 |
| 4 | 4 | 5 | 2 | 15 |
| 4 | 5 | 3 | 4 | 16 |
| 5 | 3 | 4 | 5 | 17 |
| 5 | 4 | 5 | 4 | 18 |
| 4 | 4 | 4 | 5 | 17 |
| 5 | 5 | 4 | 5 | 19 |
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| 4 | 5 | 4 | 4 | 17 |
| 4 | 4 | 5 | 4 | 17 |
| 5 | 4 | 4 | 5 | 18 |
| 4 | 5 | 4 | 4 | 17 |
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| 5 | 4 | 4 | 4 | 17 |
| 4 | 4 | 5 | 4 | 17 |
| 5 | 4 | 3 | 4 | 16 |
| 4 | 5 | 4 | 4 | 17 |
| 5 | 4 | 4 | 4 | 17 |
| 4 | 4 | 5 | 4 | 17 |
| 5 | 4 | 4 | 5 | 18 |
| 4 | 2 | 5 | 4 | 15 |
| 4 | 4 | 5 | 4 | 17 |
| 5 | 4 | 5 | 4 | 18 |
| 5 | 5 | 4 | 4 | 18 |
| 5 | 4 | 5 | 4 | 18 |
| 4 | 4 | 5 | 4 | 17 |
| 5 | 4 | 4 | 5 | 18 |
| 4 | 5 | 4 | 5 | 18 |
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| 2 | 4 | 5 | 4 | 15 |
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| 5 | 4 | 4 | 5 | 18 |
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| 5 | 4 | 3 | 5 | 17 |
| 5 | 4 | 5 | 5 | 19 |
| 4 | 4 | 3 | 4 | 15 |
| 5 | 4 | 3 | 4 | 16 |
| 5 | 2 | 4 | 4 | 15 |
| 4 | 5 | 4 | 5 | 18 |
| 4 | 5 | 4 | 4 | 17 |
| 2 | 3 | 2 | 2 | 9  |

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| 3 | 4 | 4 | 2 | 13 |
| 4 | 5 | 4 | 4 | 17 |
| 4 | 5 | 4 | 4 | 17 |
| 5 | 3 | 5 | 2 | 15 |
| 4 | 5 | 4 | 5 | 18 |
| 4 | 5 | 5 | 5 | 19 |
| 5 | 4 | 4 | 5 | 18 |
| 4 | 4 | 3 | 5 | 16 |
| 4 | 4 | 4 | 5 | 17 |
| 2 | 4 | 5 | 4 | 15 |
| 4 | 5 | 5 | 4 | 18 |
| 4 | 5 | 4 | 5 | 18 |
| 4 | 4 | 2 | 4 | 14 |
| 1 | 2 | 2 | 1 | 6  |
| 4 | 5 | 4 | 5 | 18 |
| 4 | 4 | 5 | 3 | 16 |
| 4 | 4 | 5 | 4 | 17 |
| 1 | 2 | 3 | 2 | 8  |
| 5 | 4 | 3 | 4 | 16 |
| 5 | 4 | 5 | 5 | 19 |
| 5 | 4 | 5 | 4 | 18 |
| 5 | 4 | 5 | 5 | 19 |
| 5 | 4 | 5 | 4 | 18 |
| 5 | 4 | 5 | 4 | 18 |

| GAYA HIDUP |      |      |          |
|------------|------|------|----------|
| X2         |      |      |          |
| X2.1       | X2.2 | X2.3 | X2.TOTAL |
| 5          | 4    | 5    | 14       |
| 4          | 4    | 4    | 12       |
| 4          | 4    | 4    | 12       |
| 4          | 5    | 4    | 13       |
| 4          | 4    | 4    | 12       |
| 4          | 4    | 4    | 12       |
| 5          | 5    | 4    | 14       |
| 3          | 4    | 4    | 11       |
| 5          | 5    | 5    | 15       |
| 5          | 2    | 5    | 12       |
| 4          | 4    | 4    | 12       |
| 4          | 4    | 4    | 12       |
| 4          | 4    | 4    | 12       |
| 4          | 4    | 4    | 12       |

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|---|---|---|----|
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| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 4 | 11 |
| 2 | 4 | 4 | 10 |
| 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 15 |
| 5 | 5 | 4 | 14 |
| 4 | 5 | 4 | 13 |
| 5 | 4 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 4 | 5 | 5 | 14 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 5 | 4 | 13 |
| 3 | 4 | 4 | 11 |
| 4 | 4 | 4 | 12 |
| 3 | 5 | 5 | 13 |
| 4 | 5 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 5 | 4 | 13 |
| 4 | 5 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 3 | 11 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 5 | 5 | 14 |
| 4 | 5 | 5 | 14 |
| 2 | 4 | 4 | 10 |
| 5 | 5 | 5 | 15 |
| 2 | 4 | 3 | 9  |
| 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 3 | 5 | 5 | 13 |
| 3 | 5 | 5 | 13 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 4 | 11 |
| 5 | 5 | 5 | 15 |

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| 4 | 4 | 5 | 13 |
| 3 | 4 | 4 | 11 |
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| 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 4 | 11 |
| 5 | 5 | 5 | 15 |
| 3 | 5 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 4 | 11 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 3 | 2 | 4 | 9  |
| 5 | 5 | 5 | 15 |
| 4 | 5 | 4 | 13 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 3 | 11 |
| 4 | 4 | 5 | 13 |
| 4 | 4 | 4 | 12 |
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| 5 | 5 | 5 | 15 |
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| 5 | 4 | 5 | 14 |
| 4 | 4 | 4 | 12 |
| 4 | 5 | 5 | 14 |
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| 5 | 5 | 5 | 15 |
| 3 | 4 | 4 | 11 |
| 4 | 5 | 5 | 14 |

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| 4 | 5 | 4 | 13 |
| 4 | 4 | 4 | 12 |
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| 4 | 5 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 4 | 11 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 4 | 11 |
| 4 | 5 | 5 | 14 |
| 4 | 5 | 4 | 13 |
| 4 | 5 | 5 | 14 |
| 5 | 5 | 5 | 15 |
| 3 | 3 | 3 | 9  |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 5 | 5 | 14 |
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| 4 | 5 | 5 | 14 |
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| 4 | 4 | 5 | 13 |
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| 4 | 2 | 1 | 7  |
| 4 | 4 | 1 | 9  |
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| 4 | 4 | 4 | 12 |
| 5 | 5 | 4 | 14 |
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| 4 | 4 | 5 | 13 |



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| 4 | 4 | 5 | 13 |
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| 4 | 5 | 5 | 14 |
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| 4 | 4 | 4 | 12 |
| 4 | 5 | 5 | 14 |
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| 5 | 3 | 5 | 13 |
| 5 | 4 | 5 | 14 |
| 5 | 4 | 5 | 14 |
| 4 | 5 | 4 | 13 |
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| 4 | 5 | 4 | 13 |
| 4 | 5 | 3 | 12 |
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| 4 | 5 | 3 | 12 |
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| 4 | 5 | 3 | 12 |
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| 5 | 4 | 5 | 14 |
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| 4 | 5 | 4 | 13 |
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| 4 | 4 | 4 | 12 |
| 5 | 4 | 5 | 14 |
| 3 | 4 | 5 | 12 |
| 3 | 4 | 3 | 10 |
| 5 | 4 | 3 | 12 |
| 5 | 4 | 5 | 14 |
| 5 | 4 | 5 | 14 |
| 4 | 5 | 4 | 13 |
| 3 | 5 | 5 | 13 |
| 2 | 3 | 2 | 7  |
| 5 | 4 | 4 | 13 |
| 5 | 4 | 4 | 13 |
| 5 | 4 | 5 | 14 |
| 4 | 4 | 4 | 12 |
| 4 | 5 | 4 | 13 |

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| 4 | 5 | 5 | 14 |
| 4 | 5 | 5 | 14 |
| 4 | 5 | 5 | 14 |
| 5 | 3 | 4 | 12 |
| 5 | 4 | 5 | 14 |
| 5 | 4 | 5 | 14 |
| 5 | 4 | 5 | 14 |
| 5 | 4 | 5 | 14 |
| 2 | 3 | 2 | 7  |
| 4 | 5 | 4 | 13 |
| 4 | 5 | 5 | 14 |
| 5 | 4 | 4 | 13 |
| 2 | 1 | 1 | 4  |
| 5 | 4 | 4 | 13 |
| 5 | 4 | 4 | 13 |
| 5 | 4 | 4 | 13 |
| 5 | 4 | 4 | 13 |
| 5 | 4 | 4 | 13 |
| 5 | 4 | 4 | 13 |

| <i>ELECTRONIC WORD OF MOUTH (E-WOM)</i> |      |      |      |          |
|---|------|------|------|----------|
| X3                                      |      |      |      |          |
| X3.1                                    | X3.2 | X3.3 | X3.4 | X3,TOTAL |
| 4                                       | 5    | 5    | 5    | 19       |
| 4                                       | 4    | 4    | 4    | 16       |
| 4                                       | 4    | 4    | 4    | 16       |
| 4                                       | 4    | 4    | 4    | 16       |
| 4                                       | 4    | 4    | 4    | 16       |
| 4                                       | 4    | 4    | 4    | 16       |
| 4                                       | 5    | 4    | 4    | 17       |
| 2                                       | 4    | 4    | 2    | 12       |
| 4                                       | 5    | 5    | 4    | 18       |
| 3                                       | 3    | 5    | 3    | 14       |
| 4                                       | 4    | 4    | 4    | 16       |
| 3                                       | 4    | 4    | 4    | 15       |
| 5                                       | 4    | 5    | 4    | 18       |
| 3                                       | 3    | 3    | 4    | 13       |
| 4                                       | 4    | 4    | 4    | 16       |
| 5                                       | 5    | 5    | 5    | 20       |
| 3                                       | 4    | 4    | 4    | 15       |
| 3                                       | 4    | 4    | 4    | 15       |

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| 2 | 4 | 4 | 2 | 12 |
| 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 20 |
| 2 | 4 | 5 | 2 | 13 |
| 5 | 4 | 5 | 4 | 18 |
| 4 | 5 | 4 | 5 | 18 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 5 | 5 | 19 |
| 4 | 4 | 4 | 4 | 16 |
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| 5 | 4 | 4 | 4 | 17 |
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| 3 | 5 | 5 | 3 | 16 |
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| 3 | 5 | 5 | 4 | 17 |
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| 4 | 4 | 5 | 4 | 17 |
| 5 | 4 | 4 | 4 | 17 |
| 4 | 4 | 3 | 3 | 14 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 4 | 4 | 17 |
| 3 | 3 | 4 | 4 | 14 |
| 4 | 5 | 4 | 5 | 18 |
| 3 | 3 | 4 | 4 | 14 |
| 3 | 4 | 5 | 2 | 14 |
| 2 | 3 | 4 | 3 | 12 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 3 | 4 | 4 | 15 |
| 5 | 5 | 5 | 3 | 18 |
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| 4 | 4 | 5 | 4 | 17 |
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| 3 | 4 | 4 | 5 | 16 |
| 2 | 3 | 5 | 5 | 15 |
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| 3 | 3 | 3 | 3 | 12 |
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| 4 | 4 | 4 | 4 | 16 |
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| 4 | 4 | 5 | 4 | 17 |
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| 4 | 5 | 4 | 5 | 18 |
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| 4 | 4 | 4 | 4 | 16 |
| 3 | 3 | 4 | 3 | 13 |
| 4 | 4 | 5 | 4 | 17 |
| 3 | 3 | 5 | 3 | 14 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 4 | 5 | 18 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 3 | 15 |
| 2 | 3 | 4 | 4 | 13 |
| 5 | 5 | 5 | 5 | 20 |
| 3 | 4 | 5 | 3 | 15 |
| 5 | 5 | 5 | 4 | 19 |
| 2 | 4 | 3 | 2 | 11 |
| 3 | 4 | 4 | 4 | 15 |
| 4 | 4 | 4 | 4 | 16 |
| 5 | 4 | 5 | 5 | 19 |
| 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 5 | 20 |
| 2 | 4 | 4 | 4 | 14 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 3 | 4 | 5 | 4 | 16 |
| 4 | 5 | 4 | 5 | 18 |
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| 4 | 5 | 5 | 5 | 19 |
| 3 | 4 | 2 | 1 | 10 |
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| 4 | 4 | 4 | 4 | 16 |
| 2 | 2 | 2 | 3 | 9  |
| 3 | 4 | 4 | 4 | 15 |
| 4 | 5 | 4 | 5 | 18 |
| 4 | 5 | 5 | 4 | 18 |
| 5 | 5 | 5 | 5 | 20 |
| 1 | 3 | 2 | 3 | 9  |
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| 4 | 4 | 4 | 4 | 16 |
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| 5 | 4 | 4 | 2 | 15 |
| 5 | 5 | 4 | 5 | 19 |
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| 5 | 4 | 5 | 3 | 17 |
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| 4 | 4 | 5 | 5 | 18 |
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| 4 | 5 | 4 | 4 | 17 |
| 5 | 4 | 5 | 5 | 19 |
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| 4 | 4 | 5 | 5 | 18 |
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| 4 | 5 | 5 | 4 | 18 |
| 4 | 4 | 3 | 5 | 16 |
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| 4 | 5 | 4 | 3 | 16 |
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| 5 | 5 | 4 | 5 | 19 |
| 3 | 4 | 5 | 5 | 17 |
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| 3 | 5 | 4 | 4 | 16 |
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| 5 | 4 | 4 | 5 | 18 |
| 5 | 4 | 5 | 2 | 16 |
| 4 | 5 | 5 | 4 | 18 |
| 2 | 5 | 5 | 4 | 16 |
| 5 | 5 | 4 | 5 | 19 |
| 4 | 5 | 5 | 4 | 18 |
| 4 | 4 | 5 | 3 | 16 |
| 4 | 5 | 5 | 4 | 18 |
| 5 | 4 | 5 | 4 | 18 |
| 5 | 4 | 5 | 5 | 19 |
| 5 | 5 | 4 | 5 | 19 |
| 2 | 5 | 4 | 4 | 15 |
| 4 | 5 | 5 | 4 | 18 |
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| 5 | 4 | 4 | 4 | 17 |
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| 4 | 4 | 5 | 3 | 16 |
| 5 | 4 | 5 | 5 | 19 |
| 4 | 5 | 4 | 4 | 17 |
| 3 | 4 | 5 | 5 | 17 |
| 5 | 4 | 4 | 5 | 18 |
| 5 | 4 | 5 | 5 | 19 |
| 4 | 3 | 5 | 4 | 16 |
| 5 | 5 | 4 | 5 | 19 |
| 2 | 4 | 5 | 4 | 15 |
| 5 | 4 | 4 | 4 | 17 |
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| 5 | 4 | 5 | 4 | 18 |
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| 4 | 4 | 4 | 4 | 16 |
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| 4 | 5 | 5 | 5 | 19 |
| 4 | 4 | 5 | 4 | 17 |
| 5 | 4 | 5 | 5 | 19 |
| 5 | 4 | 5 | 5 | 19 |
| 5 | 4 | 3 | 5 | 17 |
| 5 | 4 | 5 | 5 | 19 |
| 4 | 5 | 5 | 4 | 18 |
| 3 | 4 | 4 | 5 | 16 |
| 4 | 5 | 4 | 5 | 18 |
| 4 | 5 | 4 | 4 | 17 |
| 4 | 2 | 4 | 5 | 15 |
| 5 | 4 | 5 | 4 | 18 |
| 4 | 4 | 5 | 4 | 17 |
| 4 | 5 | 4 | 5 | 18 |
| 4 | 5 | 4 | 5 | 18 |
| 4 | 5 | 5 | 5 | 19 |
| 5 | 2 | 4 | 4 | 15 |
| 4 | 5 | 4 | 5 | 18 |
| 2 | 1 | 1 | 2 | 6  |
| 5 | 4 | 5 | 4 | 18 |
| 5 | 4 | 4 | 4 | 17 |
| 5 | 4 | 5 | 5 | 19 |
| 4 | 4 | 5 | 5 | 18 |
| 5 | 4 | 4 | 5 | 18 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 4 | 4 | 17 |
| 4 | 4 | 5 | 4 | 17 |
| 5 | 5 | 5 | 4 | 19 |

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| 5 | 5 | 4 | 4 | 18 |
| 4 | 4 | 5 | 4 | 17 |
| 4 | 5 | 4 | 5 | 18 |
| 5 | 4 | 5 | 5 | 19 |
| 4 | 3 | 3 | 2 | 12 |
| 5 | 4 | 4 | 4 | 17 |
| 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 4 | 5 | 18 |
| 2 | 1 | 2 | 2 | 7  |
| 5 | 4 | 4 | 4 | 17 |
| 5 | 5 | 4 | 4 | 18 |
| 5 | 4 | 4 | 5 | 18 |
| 5 | 5 | 4 | 4 | 18 |
| 5 | 4 | 4 | 5 | 18 |
| 5 | 4 | 4 | 5 | 18 |

### Lampiran 3 Uji Validitas

#### Hasil Uji Validitas Variabel Persepsi Konsumen (X1)

|          |                     | Correlations |        |        |        |          |
|----------|---------------------|--------------|--------|--------|--------|----------|
|          |                     | X1.1         | X1.2   | X1.3   | X1.4   | X1.TOTAL |
| X1.1     | Pearson Correlation | 1            | ,147** | ,258** | ,411** | ,663**   |
|          | Sig. (2-tailed)     |              | ,004   | ,000   | ,000   | ,000     |
|          | N                   | 384          | 384    | 384    | 384    | 384      |
| X1.2     | Pearson Correlation | ,147**       | 1      | ,171** | ,276** | ,540**   |
|          | Sig. (2-tailed)     | ,004         |        | ,001   | ,000   | ,000     |
|          | N                   | 384          | 384    | 384    | 384    | 384      |
| X1.3     | Pearson Correlation | ,258**       | ,171** | 1      | ,442** | ,716**   |
|          | Sig. (2-tailed)     | ,000         | ,001   |        | ,000   | ,000     |
|          | N                   | 384          | 384    | 384    | 384    | 384      |
| X1.4     | Pearson Correlation | ,411**       | ,276** | ,442** | 1      | ,798**   |
|          | Sig. (2-tailed)     | ,000         | ,000   | ,000   |        | ,000     |
|          | N                   | 384          | 384    | 384    | 384    | 384      |
| X1.TOTAL | Pearson Correlation | ,663**       | ,540** | ,716** | ,798** | 1        |
|          | Sig. (2-tailed)     | ,000         | ,000   | ,000   | ,000   |          |
|          | N                   | 384          | 384    | 384    | 384    | 384      |

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

#### Hasil Uji Validitas Variabel Gaya Hidup (X2)

### Correlations

|          |                     | X2.1   | X2.2   | X2.3   | X2.TOTAL |
|----------|---------------------|--------|--------|--------|----------|
| X2.1     | Pearson Correlation | 1      | ,167** | ,290** | ,722**   |
|          | Sig. (2-tailed)     |        | ,001   | ,000   | ,000     |
|          | N                   | 384    | 384    | 384    | 384      |
| X2.2     | Pearson Correlation | ,167** | 1      | ,221** | ,634**   |
|          | Sig. (2-tailed)     | ,001   |        | ,000   | ,000     |
|          | N                   | 384    | 384    | 384    | 384      |
| X2.3     | Pearson Correlation | ,290** | ,221** | 1      | ,730**   |
|          | Sig. (2-tailed)     | ,000   | ,000   |        | ,000     |
|          | N                   | 384    | 384    | 384    | 384      |
| X2.TOTAL | Pearson Correlation | ,722** | ,634** | ,730** | 1        |
|          | Sig. (2-tailed)     | ,000   | ,000   | ,000   |          |
|          | N                   | 384    | 384    | 384    | 384      |

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

### Hasil Uji Validitas Variabel *Electronic Word Of Mouth (E-WOM) (X3)*

#### Correlations

|          |                     | X3.1   | X3.2   | X3.3   | X3.4   | X3.TOTAL |
|----------|---------------------|--------|--------|--------|--------|----------|
| X3.1     | Pearson Correlation | 1      | ,309** | ,262** | ,338** | ,734**   |
|          | Sig. (2-tailed)     |        | ,000   | ,000   | ,000   | ,000     |
|          | N                   | 384    | 384    | 384    | 384    | 384      |
| X3.2     | Pearson Correlation | ,309** | 1      | ,238** | ,296** | ,647**   |
|          | Sig. (2-tailed)     | ,000   |        | ,000   | ,000   | ,000     |
|          | N                   | 384    | 384    | 384    | 384    | 384      |
| X3.3     | Pearson Correlation | ,262** | ,238** | 1      | ,329** | ,635**   |
|          | Sig. (2-tailed)     | ,000   | ,000   |        | ,000   | ,000     |
|          | N                   | 384    | 384    | 384    | 384    | 384      |
| X3.4     | Pearson Correlation | ,338** | ,296** | ,329** | 1      | ,724**   |
|          | Sig. (2-tailed)     | ,000   | ,000   | ,000   |        | ,000     |
|          | N                   | 384    | 384    | 384    | 384    | 384      |
| X3.TOTAL | Pearson Correlation | ,734** | ,647** | ,635** | ,724** | 1        |
|          | Sig. (2-tailed)     | ,000   | ,000   | ,000   | ,000   |          |
|          | N                   | 384    | 384    | 384    | 384    | 384      |

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



## Hasil Uji Validitas Variabel Minat Beli (Y)

|          |                     | Correlations |        |        |          |
|----------|---------------------|--------------|--------|--------|----------|
|          |                     | Y1.1         | Y1.2   | Y1.3   | Y1.TOTAL |
| Y1.1     | Pearson Correlation | 1            | ,392** | ,392** | ,794**   |
|          | Sig. (2-tailed)     |              | ,000   | ,000   | ,000     |
|          | N                   | 384          | 384    | 384    | 384      |
| Y1.2     | Pearson Correlation | ,392**       | 1      | ,367** | ,748**   |
|          | Sig. (2-tailed)     | ,000         |        | ,000   | ,000     |
|          | N                   | 384          | 384    | 384    | 384      |
| Y1.3     | Pearson Correlation | ,392**       | ,367** | 1      | ,760**   |
|          | Sig. (2-tailed)     | ,000         | ,000   |        | ,000     |
|          | N                   | 384          | 384    | 384    | 384      |
| Y1.TOTAL | Pearson Correlation | ,794**       | ,748** | ,760** | 1        |
|          | Sig. (2-tailed)     | ,000         | ,000   | ,000   |          |
|          | N                   | 384          | 384    | 384    | 384      |

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

## Lampiran 4 Uji Reliabilitas

### Hasil Uji Reliabilitas Variabel Persepsi Konsumen (X1)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,622             | 4          |

### Hasil Uji Reliabilitas Variabel Gaya Hidup (X2)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,469             | 3          |

### Hasil Uji Reliabilitas *Electronic Word Of Mouth (E-WOM)* (X3)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,624             | 4          |

## Hasil Uji Reliabilitas Variabel Minat Beli (Y)

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,650             | 3          |

## Lampiran 5 Hasil Uji Asumsi Klasik

### Hasil Uji Normalitas

#### One-Sample Kolmogorov-Smirnov Test

|                                  |                         | Unstandardized Residual |      |
|----------------------------------|-------------------------|-------------------------|------|
| N                                |                         | 384                     |      |
| Normal Parameters <sup>a,b</sup> | Mean                    | ,0000000                |      |
|                                  | Std. Deviation          | 1,15331062              |      |
| Most Extreme Differences         | Absolute                | ,075                    |      |
|                                  | Positive                | ,075                    |      |
|                                  | Negative                | -,071                   |      |
| Test Statistic                   |                         | ,071                    |      |
| Asymp. Sig. (2-tailed)           |                         | ,000 <sup>c</sup>       |      |
| Monte Carlo Sig. (2-tailed)      | Sig.                    | ,071 <sup>d</sup>       |      |
|                                  | 99% Confidence Interval | Lower Bound             | ,063 |
|                                  |                         | Upper Bound             | ,065 |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

### Hasil Uji Heteroskedastisitas

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

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | 2,434                       | ,448       |                           | 5,440  | ,004 |
|       | X1.TOTAL   | ,105                        | ,027       | ,061                      | 1,175  | ,064 |
|       | X2.TOTAL   | ,121                        | ,037       | ,235                      | 3,563  | ,574 |
|       | X3.TOTAL   | -,084                       | ,029       | -,198                     | -2,922 | ,064 |

a. Dependent Variable: RES2

### Hasil Uji Multikolinearitas

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

| Model |          | Collinearity Statistics |       |
|-------|----------|-------------------------|-------|
|       |          | Tolerance               | VIF   |
| 1     | X1.TOTAL | ,585                    | 1,710 |
|       | X2.TOTAL | ,668                    | 1,496 |
|       | X3.TOTAL | ,547                    | 1,830 |

a. Dependent Variable: Y1.TOTAL

### Lampiran 6 Uji Hipotesis

#### Hasil Uji Signifikansi Parsial (Uji t)

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

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | 2,434                       | ,448       |                           | 5,440  | ,004 |
|       | X1.TOTAL   | ,105                        | ,027       | ,061                      | 1,175  | ,064 |
|       | X2.TOTAL   | ,121                        | ,037       | ,235                      | 3,563  | ,574 |
|       | X3.TOTAL   | -,084                       | ,029       | -,198                     | -2,922 | ,064 |

a. Dependent Variable: RES2

#### Hasil Uji Analisis Koefisien Determinasi ( $R^2$ )

#### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,706 <sup>a</sup> | ,498     | ,494              | 1,158                      |

a. Predictors: (Constant), X3.TOTAL, X2.TOTAL, X1.TOTAL

**VALIDASI SUMBER PUSTAKA PENULISAN SKRIPSI**

Nama : Assaduddin Mazda Fuadya  
 NIM : 2003102174  
 Program Studi : Manajemen  
 Fakultas : Ekonomi dan Bisnis  
 Dosen Pembimbing I : Dr. Rizal Ula Ananta Fauzi, S.E., M.M.  
 Dosen Pembimbing II : Dian Citaningtyas Ari Kadi, S.E., M.M.  
 Judul : PENGARUH PERSEPSI KONSUMEN,  
 GAYA HIDUP, DAN *ELEKTRONIC*  
*WORD OF MOUTH (E-WOM)* TERHADAP  
 MINAT BELI PADA MOBIL LISTRIK DI  
 MADIUN.

| No | Sumber Pustaka  | Halaman |         | Hasil Validasi |              |
|----|---|---------|---------|----------------|--------------|
|    |   | Pustaka | Skripsi | Sesuai         | Tidak Sesuai |
| 1  | Agatha, C., Tumbel, A., & Soepeno, D. (2019). the Effect of Brand Image and Electronic Word of Mouth on Interest To Buy Oriflame Consumers in Manado. <i>Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi</i> , 7(1), 131-140. <a href="https://ejournal.unsrat.ac.id/index.php/emba/article/view/22291">https://ejournal.unsrat.ac.id/index.php/emba/article/view/22291</a> | 133     | 22      | ✓              |              |
| 2  | Aliva Rahma, D., Hartono, & Nawangsih. (2023). Analisis Pengaruh Gaya Hidup dan Citra Merek Terhadap Minat Beli Ulang Smartphone Apple pada Kalangan Mahasiswa Institut Teknologi dan   | 271-272 | 10, 44  | ✓              |              |

|   |   |                      |  |   |  |
|---|---|----------------------|--|---|--|
|   | Bisnis Widya Gama Lumajang. <i>Of Organization and Bussiness Management</i> , 5, 266–273  |                      |  |   |  |
| 3 | Andini, P. N., & Lestari, M. T. (2021). Pengaruh Brand Ambassador Dan Brand Image Terhadap Minat Beli Pengguna Aplikasi Tokopedia. <i>E-Proceeding of Management</i> , 8(2), 2074–2082.   | 2074 ,2081           | 40, 41                                 | ✓ |  |
| 4 | Anisa, N. A., & Widjatmiko, A. G. (2020). Electronic Word of Mouth (E-Wom) , Celebrity Endorsement Dan Gaya Hidup Pada Minat Beli Produk Online Shop. <i>Jurnal Mitra Manajemen</i> , 4(10), 1514–1522. <a href="https://doi.org/10.52160/ejmm.v4i10.480">https://doi.org/10.52160/ejmm.v4i10.480</a> | 1516-1518, 1520-1521 | 6, 10, 12, 21, 38, 41, 44, 45, 53, 85, | ✓ |  |
| 5 | Ardhianti, D., & Kusuma, P. J. (2023). Pengaruh Harga Produk, Kualitas Produk, Gaya Hidup Terhadap Minat Beli Ulang (Body Scrub Scarlett Di Aplikasi Shopee). <i>Jurnal Maneksi</i> , 12(4), 950–962. <a href="https://doi.org/10.31959/jm.v12i4.2026">https://doi.org/10.31959/jm.v12i4.2026</a>     | 954, 955             | 10                                     | ✓ |  |
| 6 | Ariyono, K. Y., Irdiana, S., & Khairullah, M. N. (2023). Pengaruh Gaya Hidup, Label Halal Dan Iklan Terhadap Keputusan Pembelian dan Minat Beli Ulang Kosmetik Wardah. <i>Journal of Innovation Research and Knowledge</i> , 3(2), 53–62  | 55                   | 10                                     | ✓ |  |

|    |  |                                    |                              |   |  |
|----|--|------------------------------------|------------------------------|---|--|
| 7  | Dana, A. S. (2015). Analisis Pengaruh Persepsi Konsumen Mengenai Harga, Kualitas Pelayanan, Tingkat Pendapatan Terhadap Minat Beli Produk Jasa Hiburan Dan Rekreasi Di .... <i>Skripsi Pendidikan Ekonomi. FE-Universitas Negeri ....</i>  | 30-31, 107-108                     | 6, 8, 19, 40, 41, 43, 80, 81 | ✓ |  |
| 8  | Ghozali. (2018). <i>Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25</i> . Badan Penerbit Universitas Diponegoro.   | 5, 7, 87, 58, 74, 76-77, 79-80, 81 | 58, 72, 73, 74               | ✓ |  |
| 9  | Ghozali. (2021). <i>Metode Penelitian</i> .  | 1-3                                | 56, 57, 58,                  | ✓ |  |
| 10 | James W, Elston D, T. J. et al. (20 C.E.). 濟無No Title No Title No Title. <i>Andrew's Disease of the Skin Clinical Dermatology</i> , 1-16.  | 5, 1, 11                           | 41, 43                       | ✓ |  |
| 11 | Lemeshow. (1990). <i>Metode penelitian</i> .   | 31, 32                             | 50                           |   |  |
| 12 | Lombogia S J, Santoso T, & Marchyta N K. (2021). Pengaruh Citra Merek Dan Gaya Hidup Terhadap Minat Beli Konsumen Dalam Penggunaan Layanan Langganan Aplikasi Streaming Musik Online Youtube Pada Generasi Milenial. <i>Agora</i> , 9(1), 1-6. <a href="https://publication.petra.ac.id/index.php/manajemenbisnis/article/view/10991">https://publication.petra.ac.id/index.php/manajemenbisnis/article/view/10991</a> | 1, 5                               | 43, 44                       | ✓ |  |
| 13 | MAHENDRA, R. R. (2021). Pengaruh Kualitas Produk, Online Marketing,  | 257, 258, 259, 262                 | 10, 12, 22, 38, 44, 45       | ✓ |  |

|    |  |     |          |   |  |
|----|--|-----|----------|---|--|
|    | Electronic Word Of Mouth, Dan Harga Terhadap Minat Beli Produk Fellas.Co. <i>Performa</i> , 6(3), 255-264. <a href="https://doi.org/10.37715/jp.v6i3.2528">https://doi.org/10.37715/jp.v6i3.2528</a>   |     |          |   |  |
| 14 | Mardikaningsih R and Darmawan D. (2021). Pengaruh Gaya Hidup, Lokasi, dan Kelompok Acuan terhadap Minat Kunjung Kembali Tujungan Plaza Surabaya. <i>Journal of Trends Economics and Accounting Research</i> , 2(2), 43-48. <a href="file:///D:/Download/233-Article%20Text-871-2-10-20220628.pdf">file:///D:/Download/233-Article Text-871-2-10-20220628.pdf</a> | 43  | 10       | ✓ |  |
| 15 | Mustofa, A. N., & Wiyadi, W. (2023). Pengaruh Brand Image, Kualitas Produk, Persepsi Harga, Gaya Hidup Terhadap Keputusan Pembelian. <i>Value : Jurnal Manajemen Dan Akuntansi</i> , 18(1), 136-147. <a href="https://doi.org/10.32534/jv.v18i1.3875">https://doi.org/10.32534/jv.v18i1.3875</a>   | 137 | 20, 81   | ✓ |  |
| 16 | Nur, Y. (2022). The Effect of Lifestyle, Brand Image, and Product Quality on Iphone Purchase Decisions. <i>Jurnal Economic Resources</i> , 5(2), 443-455. <a href="https://id.fxssi.com">https://id.fxssi.com</a>  | 452 | 6        | ✓ |  |
| 17 | Nurfaizal, A. (2021). Pengaruh Persepsi Konsumen, Gaya Hidup dan Citra Merek Terhadap Keputusan Pembelian WiFi Indihome di Kelurahan Kalidoni Kota   | 6   | 6, 8, 81 | ✓ |  |



|    |   |               |                |   |  |
|----|---|---------------|----------------|---|--|
|    | Palembang. <i>Seminar Nasional Teknik, 4(1).</i>  |               |                |   |  |
| 18 | Oktavianingsih, I., & Setyawati, H. A. (2020). Pengaruh Kelompok Acuan, Gaya Hidup dan Citra Merek terhadap Keputusan Pembelian Helm Merek INK. <i>Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)</i> , 2(4), 619–630. <a href="https://doi.org/10.32639/jimmba.v2i4.616">https://doi.org/10.32639/jimmba.v2i4.616</a>  | 623, 626, 627 | 39, 83         | ✓ |  |
| 19 | Putra, R. H., & Fauzi, R. U. A. (2023). Pengaruh Kualitas Produk, Citra Merek Gaya Hidup, Dan Electronic Word Of Mouth (E-WOM) Terhadap Keputusan Pembelian Air Mineral Aqua (Studi Kasus Di Kabupaten Ponorogo). <i>Seminar Inovasi Manajemen Dan Akuntansi (SIMBA)</i> , 5(September).  | 3, 10, 11     | 12, 37, 45, 83 | ✓ |  |
| 20 | Rani, P., Chakraborty, M. K., Sah, R. P. R. P. R. P., Subhashi, A., Disna, R., UIP, P., Chaudhary, D. P., Kumar, A. A. A. A. A., Kumar, R. R., Singode, A., Mukri, G., Sah, R. P. R. P. R. P., Tiwana, U. S., Kumar, B., Madhav, P., Manigopa, C., Z, A. H., Anita, P., Rameshwar, P. S., ... Kumar, A. A. A. A. A. (2020). No Title'الأناس والأخر ودوي ز الغرب <i>Range Management and</i> | 14, 28        | 23, 53, 85     | ✓ |  |



|    |  |           |          |   |  |
|----|--|-----------|----------|---|--|
|    | <i>Agroforestry</i> , 4(1), 1–15.<br><a href="https://doi.org/10.1016/j.fer.2017.06.020">https://doi.org/10.1016/j.fer.2017.06.020</a>   |           |          |   |  |
| 21 | Rehansyah, F., & Simatupang, L. N. (2023). Pengaruh Desain Produk, Citra Merek Dan Gaya Hidup Terhadap Keputusan Pembelian Sepatu Olahraga Merek Adidas (Studi Pada Mahasiswa Feb Universitas Satya Negara Indonesia). <i>Jurnal Manajemen</i> , 7(2), 20–32.<br><a href="https://doi.org/10.54964/manajemen.v7i2.244">https://doi.org/10.54964/manajemen.v7i2.244</a> | 29-30, 31 | 35, 83   | ✓ |  |
| 22 | Sardanto, R., & Ratnanto, S. (2016). Pengaruh Persepsi Konsumen Terhadap Keputusan Pada Angkringan Kota Kediri. <i>Jurnal Benefit</i> , 3(1), 31–45.   | 35, 42-43 | 6, 8, 40 | ✓ |  |
| 23 | Schindler, R. C. dan P. S. (2017). <i>Desain Penelitian</i> .  | 1         | 48       | ✓ |  |
| 24 | Shije, P. R., & Fitriyah, Z. (2023). The Influence Of Electronic Word Of Mouth And Perceived Value On Purchase Intention On Uniqlo Products In Surabaya. <i>Management Studies and Entrepreneurship Journal</i> , 4(6), 6095–6101.<br><a href="http://journal.yrpioku.com/index.php/msej">http://journal.yrpioku.com/index.php/msej</a>                                | 6097-6098 | 6        | ✓ |  |
| 25 | Siska. (2015). <i>Pengaruh Brand Image Dan Brand Ambassador Terhadap Minat Beli Produk Wardah (Studi Kasus Mahasiswa Program Studi Manajemen</i>   | 14-15     | 20, 53   | ✓ |  |

|    |   |                 |                                |   |  |
|----|---|-----------------|--------------------------------|---|--|
|    | <i>Fakultas Ekonomi Dan Bisnis Universitas Hkbp Nommensen Medan) 8(2), 1-29.</i>  |                 |                                |   |  |
| 26 | Sugiyono. (2015). <i>Metode Penelitian Manajemen.</i> Alfabeta.   | 9-17,147        | 41                             | ✓ |  |
| 27 | Sugiyono. (2020). <i>Metodologi Penelitian.</i>   | 4               | 48, 49, 50, 51, 52, 54, 55, 61 | ✓ |  |
| 28 | Wulandari, E., Sumar, & Altin, D. (2023). Pengaruh Electronic Word Of Mouth (E-Wom) dan Viral Marketing terhadap Minat Beli Konsumen Pawon Steak Pangkalpinang. <i>CEBONG Journal</i> , 3(1), 1-13. | 3, 7, 10, 11-12 | 6, 7, 10, 12, 33, 36, 45       | ✓ |  |

Catatan Dosen Pembimbing

Layak / Tidak layak untuk diuji (coret yang tidak perlu)

Madiun, 19 Agustus 2024

Pembimbing I

Dr. Rizal Uta Ananta Fauzi, S.E., M.M.  
NIDN. 0708108702

## DAFTAR RIWAYAT HIDUP



Assaduddin Mazda Fuadya lahir di Madiun pada tanggal 07 Juli 2001, anak bungsu dari pasangan Bapak Pepen dan Ibu Tari. Dan dibesarkan oleh Bapak Pepen, Ibu Tari. Bertempat tinggal di Jalan Yos Sudarso. RT. 07/ RW. 02 Kecamatan Geger, Kabupaten Madiun. Menempuh Pendidikan Sekolah Menengah Pertama di Mts 01 Dolopo tamat pada tahun 2017. Dilanjutkan Sekolah Menengah Keatas di SMAN 01 Dolopo tamat pada tahun 2020. Pendidikan berikutnya ditempuh di Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas PGRI Madiun kemudian diselesaikan pada tahun 2024.