

# LAMPIRAN

## Lampiran 1 Kuesioner Penelitian

### KUESIONER PENELITIAN

#### A. Pembuka

Assalamu'alaikum Wr. Wb.

Responden yang saya hormati, perkenalkan nama saya Galih Setyotomo, mahasiswa Fakultas Ekonomi jurusan Manajemen Pemasaran di Universitas Darma Persada. Saat ini saya sedang melakukan penelitian tentang “PENGARUH *BRAND IMAGE* DAN *ELECTRONIC WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN PRODUK SUZUKI DI WILAYAH JAKARTA TIMUR” Bersama ini saya mengharapkan kesediaan Saudara/I untuk mengisi daftar pernyataan/pertanyaan dalam kuesioner ini dengan tujuan sebagai data untuk penyusunan skripsi. Setiap informasi yang didapatkan dalam kuesioner ini hanya untuk tujuan akademis, dan saya menjamin atas kerahasiaan dari informasi yang diberikan. Atas kesediaan Saudara/i dalam menjawab pernyataan/pertanyaan ini, saya ucapkan terima kasih.

#### Pertanyaan Penyaring

Untuk pertanyaan dibawah ini beri tanda (X) sesuai pilihan yang sudah disediakan.

- a. **Apakah anda bertempat tinggal di Jakarta Timur ?**
  - a. YA (Lanjutkan)
  - b. TIDAK (Stop, Terima Kasih)
- b. **Apakah anda merupakan pengguna produk Suzuki?**
  - a. YA (Lanjutkan)
  - b. TIDAK (Stop, Terima Kasih)
- c. **Apakah anda pernah melakukan pembelian produk Suzuki pada dealer resmi Suzuki di wilayah Jakarta Timur dalam 1 tahun terakhir ?**
  - a. YA (Lanjutkan)
  - b. TIDAK (Stop, Terima Kasih)
- d. **Apakah anda berusia 20 tahun ke atas?**
  - a. YA
  - b. TIDAK (Stop, Terima Kasih)

B.

#### Identitas Responden

Untuk pertanyaan dibawah ini beri tanda (X) sesuai pilihan yang sudah disediakan.

- |                       |   |              |
|-----------------------|---|--------------|
| a. Nama Responden     | : |              |
| b. Email Responden    | : |              |
| c. No. Telp Responden | : |              |
| d. Jenis Kelamin      | : |              |
| i. Laki-Laki          |   | b. Perempuan |

- e. Usia :
- i. 20-25 tahun
  - ii. 26-30 tahun
  - d. 31-35 tahun
  - e. >36 tahun
- f. Pendidikan Terakhir :
- i. SD
  - ii. SMP
  - iii. SMA/Sederajat
  - d. Diploma/Sarjana
  - e. Lainnya, Sebutkan .....
- g. Pekerjaan
- i. Pelajar/Mahasiswa
  - ii. Karyawan Swasta
  - iii. Wirausaha
  - d. Pegawai Negeri
  - e. Lainnya, Sebutkan .....
- h. Rata-rata pendapatan per Bulan:
- i. <5.000.000
  - ii. 5.000.000-7.000.000
  - iii. 7.000.000-10.000.000
  - d. >10.000.000

### Petunjuk Pengisian

- i. Beri tanda check list (✓) pada salah satu kotak yang sesuai dengan pendapat anda
- a. Kriteria Penilaian:
- Sangat Setuju (SS) : diberi nilai 5
  - Setuju (S) : diberi nilai 4
  - Netral (N) : diberi nilai 3
  - Tidak Setuju (TS) :
  - diberi nilai 2 Sangat Tidak Setuju (STS) :
  - diberi nilai 1

### Kuisisioner Penelitian

#### a. Brand Image

| No.                   | Pertanyaan                                                             | SS | S | N | TS | STS |
|-----------------------|------------------------------------------------------------------------|----|---|---|----|-----|
| <i>Brand Identity</i> |                                                                        |    |   |   |    |     |
| 1.                    | Warna dan desain Suzuki mempunyai ciri khas yang mudah diingat.        |    |   |   |    |     |
| 2.                    | Suzuki memiliki identitas yang berbeda disbanding merek otomotif lain. |    |   |   |    |     |
| 3.                    | Identitas merek Suzuki mencerminkan kepercayaan dan keandalan.         |    |   |   |    |     |

| No.                                 | Pertanyaan                                                                                   | SS | S | N | TS | STS |
|-------------------------------------|----------------------------------------------------------------------------------------------|----|---|---|----|-----|
| <i>Brand Personality</i>            |                                                                                              |    |   |   |    |     |
| 1.                                  | Suzuki memiliki citra sebagai merek otomotif yang dapat diandalkan.                          |    |   |   |    |     |
| 2.                                  | Merek Suzuki mencerminkan gaya hidup sederhana namun percaya diri.                           |    |   |   |    |     |
| 3.                                  | Saya memiliki pengalaman yang menyenangkan saat menggunakan produk Suzuki                    |    |   |   |    |     |
| <i>Brand Association</i>            |                                                                                              |    |   |   |    |     |
| 1.                                  | Suzuki memberikan manfaat fungsional yang sesuai dengan kebutuhan saya.                      |    |   |   |    |     |
| 2.                                  | Suzuki mampu memenuhi harapan saya terhadap kualitas kendaraan.                              |    |   |   |    |     |
| 3.                                  | Saya mengenal produk Suzuki dengan harga terjangkau namun tetap berkualitas.                 |    |   |   |    |     |
| <i>Brand Attitude and Behavior</i>  |                                                                                              |    |   |   |    |     |
| 1.                                  | Saya akan mempertimbangkan Suzuki saat menentukan keputusan pembelian.                       |    |   |   |    |     |
| 2.                                  | Saya bersedia merekomendasikan Suzuki kepada teman atau keluarga.                            |    |   |   |    |     |
| 3.                                  | Saya menunjukkan loyalitas terhadap Suzuki dengan tidak berpindah merek.                     |    |   |   |    |     |
| <i>Brand Benefit and Competence</i> |                                                                                              |    |   |   |    |     |
| 1.                                  | Produk Suzuki memberikan manfaat fungsional yang sesuai dengan kebutuhan saya.               |    |   |   |    |     |
| 2.                                  | Suzuki memiliki keahlian (kompetensi) dalam memproduksi produk yang aman dan nyaman.         |    |   |   |    |     |
| 3.                                  | Produk Suzuki menawarkan efisiensi bahan bakar yang sangat membantu dalam penggunaan harian. |    |   |   |    |     |

*b. Electronic Word Of Mouth*



| No.                                             | Pertanyaan                                                                                 | SS | S | N | TS | STS |
|-------------------------------------------------|--------------------------------------------------------------------------------------------|----|---|---|----|-----|
| 1.                                              | Saya memilih merek Suzuki karena memiliki reputasi yang baik.                              |    |   |   |    |     |
| 2.                                              | Merek Suzuki sesuai dengan gaya hidup atau kepribadian saya.                               |    |   |   |    |     |
| 3.                                              | Saya memilih merek Suzuki karena sering melihat iklannya di berbagai media sosial.         |    |   |   |    |     |
| Keputusan Toko Yang Dipilih                     |                                                                                            |    |   |   |    |     |
| 1.                                              | Saya memilih dealer Suzuki di wilayah Jakarta Timur karena lokasinya mudah terjangkau.     |    |   |   |    |     |
| 2.                                              | Saya memilih dealer Suzuki di wilayah Jakarta Timur karena menawarkan produk yang menarik. |    |   |   |    |     |
| 3.                                              | Saya memilih dealer Suzuki di wilayah Jakarta Timur karena memiliki stok yang lengkap.     |    |   |   |    |     |
| Keputusan Mengenai Waktu Pembelian Yang Dipilih |                                                                                            |    |   |   |    |     |
| 1.                                              | Saya mempertimbangkan waktu promo atau diskon sebelum membeli produk Suzuki.               |    |   |   |    |     |
| 2.                                              | Saya membeli produk Suzuki saat kondisi keuangan saya sedang stabil.                       |    |   |   |    |     |
| 3.                                              | Saya menyesuaikan waktu pembelian sesuai dengan kebutuhan transportasi saya.               |    |   |   |    |     |
| Keputusan Mengenai Keputusan Pembayaran         |                                                                                            |    |   |   |    |     |
| 1.                                              | Saya memilih metode pembayaran yang paling sesuai dengan kondisi keuangan saya.            |    |   |   |    |     |
| 2.                                              | Saya memilih cara pembayaran berdasarkan saran dari pihak dealer.                          |    |   |   |    |     |
| 3.                                              | Ketersediaan promo pembayaran mempengaruhi keputusan saya.                                 |    |   |   |    |     |

### Lampiran 2 Profil Responden

| Nama                  | Nomor Whatsapp | Email                            | Jenis Kelamin | Usia        | Pendidikan Terakhir | Pekerjaan Saat Ini | Rata-rata pendapatan per bulan: |
|-----------------------|----------------|----------------------------------|---------------|-------------|---------------------|--------------------|---------------------------------|
| Indra Gunawan         | 0882003335963  | kerjaanbembut@gmail.com          | Laki-Laki     | 26-30 tahun | Diploma/Sarjana     | Karyawan Swasta    | 5.000.000 - 7.000.000           |
| Jessica               | 085718068950   | Jessica10@gmail.com              | Perempuan     | 20-25 tahun | Diploma/Sarjana     | Pegawai Negeri     | >10.000.000                     |
| Angga aula            | 0881025356714  | aulacahyadiangga@gmail.com       | Laki-Laki     | 20-25 tahun | Diploma/Sarjana     | Karyawan Swasta    | 5.000.000 - 7.000.000           |
| Ulya Aziz Tamam       | 081313964510   | ulyaaziztamam34@gmail.com        | Perempuan     | 26-30 tahun | SMA/Sederajat       | Wirausaha          | <5.000.000                      |
| Desi Fitriani         | 089652320569   | desifitriani@gmail.com           | Laki-Laki     | 26-30 tahun | SMA/Sederajat       | Karyawan Swasta    | 5.000.000 - 7.000.000           |
| Rina Setiawan         | 082261644667   | rinasetiawan@gmail.com           | Perempuan     | 20-25 tahun | SMA/Sederajat       | Pegawai Negeri     | <5.000.000                      |
| Syazwana Brisam       | 088467483406   | syazwana.brisam7@gmail.com       | Perempuan     | 26-30 tahun | Diploma/Sarjana     | Karyawan Swasta    | <5.000.000                      |
| Sari Puspita          | 089846943088   | saripuspita58@gmail.com          | Laki-Laki     | >36 tahun   | Diploma/Sarjana     | Karyawan Swasta    | <5.000.000                      |
| Putri Aulia           | 081384377095   | putriaulia@gmail.com             | Laki-Laki     | 26-30 tahun | Diploma/Sarjana     | Karyawan Swasta    | <5.000.000                      |
| Aya Rasyidah          | 088154701697   | aya.rasyidah17@gmail.com         | Laki-Laki     | >36 tahun   | SMA/Sederajat       | Karyawan Swasta    | <5.000.000                      |
| Musa Xavier           | 081637068602   | musa.xavier@gmail.com            | Perempuan     | 26-30 tahun | Diploma/Sarjana     | Karyawan Swasta    | <5.000.000                      |
| Wadiyah Azharurruba   | 085255797627   | wadiyah.azharurruba@gmail.com    | Perempuan     | 26-30 tahun | SMA/Sederajat       | Pegawai Negeri     | <5.000.000                      |
| Tsabita Hatiqah Zayda | 081765359077   | tsabita.hatqiqah.zayda@gmail.com | Perempuan     | 31-35 tahun | SMA/Sederajat       | Karyawan Swasta    | <5.000.000                      |

| Nama             | Nomor<br>Whatsapp | Email                       | Jenis<br>Kelamin | Usia        | Pendidikan<br>Terakhir | Pekerjaan<br>Saat Ini | Rata-rata pendapatan per<br>bulan: |
|------------------|-------------------|-----------------------------|------------------|-------------|------------------------|-----------------------|------------------------------------|
| Kamil Baariq     | 083217790676      | kamilbaariq@gmail.com       | Perempuan        | 20-25 tahun | SMA/Sederajat          | Pegawai Negeri        | 7.000.000 - 10.000.000             |
| Qiya Szia        | 089974404413      | qiyaszia5@gmail.com         | Perempuan        | 26-30 tahun | Diploma/Sarjana        | Karyawan Swasta       | <5.000.000                         |
| Linda Prasetya   | 088888627762      | lindaprasetya63@gmail.com   | Laki-Laki        | 26-30 tahun | Diploma/Sarjana        | Pegawai Negeri        | <5.000.000                         |
| Ratih Wulandari  | 089939487804      | ratihwulandari46@gmail.com  | Perempuan        | 26-30 tahun | Diploma/Sarjana        | Pegawai Negeri        | <5.000.000                         |
| Yahya Alfarizqi  | 088266611941      | yahya.alfarizqi13@gmail.com | Perempuan        | 26-30 tahun | SMA/Sederajat          | Karyawan Swasta       | <5.000.000                         |
| Anhar Nadhir     | 085304737503      | anharnadhir@gmail.com       | Perempuan        | 26-30 tahun | Diploma/Sarjana        | Karyawan Swasta       | 5.000.000 - 7.000.000              |
| Chairil Khalis   | 083310481265      | chairil.khalis@gmail.com    | Perempuan        | 26-30 tahun | SMA/Sederajat          | Karyawan Swasta       | <5.000.000                         |
| Gafur Ehsa       | 081916807374      | gafurehsa@gmail.com         | Laki-Laki        | 26-30 tahun | Diploma/Sarjana        | Karyawan Swasta       | 7.000.000 - 10.000.000             |
| Saaqib Aqhar     | 087726863126      | saaqib.aqhar23@gmail.com    | Perempuan        | >36 tahun   | Diploma/Sarjana        | Pegawai Negeri        | 7.000.000 - 10.000.000             |
| Siti Kusuma      | 085984244224      | sitikusuma91@gmail.com      | Perempuan        | 26-30 tahun | Diploma/Sarjana        | Karyawan Swasta       | 5.000.000 - 7.000.000              |
| Labib Dary       | 088694160500      | labib.dary@gmail.com        | Laki-Laki        | 20-25 tahun | SMA/Sederajat          | Karyawan Swasta       | 7.000.000 - 10.000.000             |
| Anita Sari       | 083866127258      | anitasari@gmail.com         | Laki-Laki        | 26-30 tahun | SMA/Sederajat          | Karyawan Swasta       | <5.000.000                         |
| Naqib Ibni Humam | 081324004475      | naqibibni.humam@gmail.com   | Perempuan        | 26-30 tahun | SMA/Sederajat          | Karyawan Swasta       | <5.000.000                         |
| Rico Gunawan     | 082216705338      | ricogunawan@gmail.com       | Laki-Laki        | 31-35 tahun | SMA/Sederajat          | Wirausaha             | <5.000.000                         |

| Nama                  | Nomor Whatsapp | Email                           | Jenis Kelamin | Usia        | Pendidikan Terakhir | Pekerjaan Saat Ini | Rata-rata pendapatan per bulan: |
|-----------------------|----------------|---------------------------------|---------------|-------------|---------------------|--------------------|---------------------------------|
| Rifki Setiawan        | 088146805645   | rifki.setiawan@gmail.com        | Perempuan     | 26-30 tahun | SMA/Sederajat       | Karyawan Swasta    | 7.000.000 - 10.000.000          |
| Tariq Siraaj          | 085777839733   | tariq.siraaj@gmail.com          | Laki-Laki     | 20-25 tahun | Diploma/Sarjana     | Pegawai Negeri     | <5.000.000                      |
| Zharifa Sakinah Mecca | 089912946244   | zharifasakinah.mecca@gmail.com  | Perempuan     | 26-30 tahun | SMA/Sederajat       | Karyawan Swasta    | 7.000.000 - 10.000.000          |
| Issam Tabish          | 088566954756   | issamtabish18@gmail.com         | Perempuan     | 26-30 tahun | SMA/Sederajat       | Karyawan Swasta    | <5.000.000                      |
| Diana Lestari         | 085166166926   | dianalestari29@gmail.com        | Laki-Laki     | 26-30 tahun | SMA/Sederajat       | Wirausaha          | <5.000.000                      |
| Rika Permata          | 083338974115   | rikapermata@gmail.com           | Perempuan     | 26-30 tahun | Diploma/Sarjana     | Wirausaha          | <5.000.000                      |
| Yasir Abiyan          | 088349809772   | yasirabiyan48@gmail.com         | Perempuan     | 31-35 tahun | SMA/Sederajat       | Karyawan Swasta    | <5.000.000                      |
| Auni Khadijah         | 085576597362   | auni.khadijah9@gmail.com        | Perempuan     | 26-30 tahun | Diploma/Sarjana     | Wirausaha          | <5.000.000                      |
| Desi Wahyuni          | 085149942477   | desiwahyuni@gmail.com           | Perempuan     | >36 tahun   | Diploma/Sarjana     | Pegawai Negeri     | <5.000.000                      |
| Ghaffaruddin Mahud    | 081451987846   | ghaffaruddin.mahud@gmail.com    | Perempuan     | 31-35 tahun | Diploma/Sarjana     | Karyawan Swasta    | 5.000.000 - 7.000.000           |
| Yusrina Bariah Ihsana | 087773449274   | yusrina.bariah.ihsana@gmail.com | Laki-Laki     | 26-30 tahun | Diploma/Sarjana     | Karyawan Swasta    | <5.000.000                      |
| Gafu Rehsa            | 081809962239   | gafurehsa57@gmail.com           | Laki-Laki     | 20-25 tahun | Diploma/Sarjana     | Wirausaha          | 5.000.000 - 7.000.000           |
| Ivan Nugroho          | 081366368915   | ivan.nugroho@gmail.com          | Laki-Laki     | 26-30 tahun | SMA/Sederajat       | Pegawai Negeri     | <5.000.000                      |
| Lia Suryani           | 083274462106   | lia.suryani@gmail.com           | Perempuan     | 26-30 tahun | SMA/Sederajat       | Karyawan Swasta    | <5.000.000                      |

| Nama                   | Nomor Whatsapp | Email                            | Jenis Kelamin | Usia        | Pendidikan Terakhir | Pekerjaan Saat Ini | Rata-rata pendapatan per bulan: |
|------------------------|----------------|----------------------------------|---------------|-------------|---------------------|--------------------|---------------------------------|
| Tsani Fathimah Zahra   | 085205431703   | tsanifathimah.zahra@gmail.com    | Laki-Laki     | 20-25 tahun | Diploma/Sarjana     | Wirausaha          | 7.000.000 - 10.000.000          |
| Evi Lestari            | 081749222765   | evilestari@gmail.com             | Perempuan     | 26-30 tahun | SMA/Sederajat       | Karyawan Swasta    | <5.000.000                      |
| Faisal Nugroho         | 085928146724   | faisalnugroho12@gmail.com        | Perempuan     | >36 tahun   | Diploma/Sarjana     | Wirausaha          | 5.000.000 - 7.000.000           |
| Barra Hanif            | 085838795071   | barrahanif@gmail.com             | Perempuan     | 31-35 tahun | Diploma/Sarjana     | Pegawai Negeri     | <5.000.000                      |
| Zadah Umaimah          | 087783106860   | zadah.umaima16@gmail.com         | Laki-Laki     | 26-30 tahun | SMA/Sederajat       | Karyawan Swasta    | <5.000.000                      |
| Diana Wulandari        | 088815345011   | diana.wulandari@gmail.com        | Perempuan     | 31-35 tahun | SMA/Sederajat       | Wirausaha          | <5.000.000                      |
| Umaimah Maisun         | 085868500682   | umaimah.maisun@gmail.com         | Laki-Laki     | 26-30 tahun | SMA/Sederajat       | Karyawan Swasta    | <5.000.000                      |
| Ratna Fitri            | 085875645687   | ratnafitri@gmail.com             | Perempuan     | 26-30 tahun | Diploma/Sarjana     | Karyawan Swasta    | 7.000.000 - 10.000.000          |
| Yafiq Basman           | 085790834094   | yafiq.basman@gmail.com           | Perempuan     | 20-25 tahun | Diploma/Sarjana     | Karyawan Swasta    | <5.000.000                      |
| Zehan Atharrazka Malik | 082288128435   | zehan.atharrazka.malik@gmail.com | Laki-Laki     | 26-30 tahun | SMA/Sederajat       | Karyawan Swasta    | 7.000.000 - 10.000.000          |
| Mila Susanto           | 083300021688   | milasusanto@gmail.com            | Perempuan     | >36 tahun   | SMA/Sederajat       | Wirausaha          | <5.000.000                      |
| Bassam Raza            | 088668604532   | bassam.raza44@gmail.com          | Perempuan     | 20-25 tahun | Diploma/Sarjana     | Wirausaha          | <5.000.000                      |
| Rika Utami             | 085183679920   | rikautami@gmail.com              | Laki-Laki     | 26-30 tahun | Diploma/Sarjana     | Karyawan Swasta    | <5.000.000                      |
| Khalid Mahfuj          | 088576566751   | khalidmahfuj@gmail.com           | Laki-Laki     | 26-30 tahun | Diploma/Sarjana     | Pegawai Negeri     | 5.000.000 - 7.000.000           |

| Nama                    | Nomor<br>Whatsapp | Email                              | Jenis<br>Kelamin | Usia           | Pendidikan<br>Terakhir | Pekerjaan<br>Saat Ini | Rata-rata pendapatan per<br>bulan: |
|-------------------------|-------------------|------------------------------------|------------------|----------------|------------------------|-----------------------|------------------------------------|
| Rasyad Affiq            | 08190827024<br>4  | rasyad.affiq@gmail.com             | Laki-Laki        | 20-25<br>tahun | Diploma/Sarjan<br>a    | Pegawai<br>Negeri     | 5.000.000 - 7.000.000              |
| Faiq Muntasir           | 08967313692<br>8  | faiqmuntasir@gmail.com             | Perempua<br>n    | 26-30<br>tahun | Diploma/Sarjan<br>a    | Wirausaha             | <5.000.000                         |
| Aaqil Umais             | 08828146410<br>1  | aaqilumais@gmail.com               | Laki-Laki        | 26-30<br>tahun | Diploma/Sarjan<br>a    | Karyawan<br>Swasta    | <5.000.000                         |
| Habibi Zayan            | 08173918046<br>0  | habibi.zayan@gmail.com             | Laki-Laki        | 26-30<br>tahun | SMA/Sederajat          | Karyawan<br>Swasta    | <5.000.000                         |
| Nawwar Antarun<br>Asady | 08835645765<br>1  | nawwar.antarun.asady@gm<br>ail.com | Perempua<br>n    | 26-30<br>tahun | Diploma/Sarjan<br>a    | Karyawan<br>Swasta    | 7.000.000 - 10.000.000             |
| Omair Fauzi             | 08132866249<br>6  | omairfauzi@gmail.com               | Perempua<br>n    | 26-30<br>tahun | SMA/Sederajat          | Karyawan<br>Swasta    | <5.000.000                         |
| Amran Tabarik           | 08169903535<br>5  | amran.tabarik@gmail.com            | Perempua<br>n    | >36<br>tahun   | SMA/Sederajat          | Karyawan<br>Swasta    | 7.000.000 - 10.000.000             |
| Anita Puspita           | 08337273968<br>3  | anita.puspita@gmail.com            | Perempua<br>n    | 26-30<br>tahun | Diploma/Sarjan<br>a    | Karyawan<br>Swasta    | 7.000.000 - 10.000.000             |
| Siti Nurhayati          | 08114579467<br>8  | sitinurhayati@gmail.com            | Perempua<br>n    | 31-35<br>tahun | Diploma/Sarjan<br>a    | Karyawan<br>Swasta    | <5.000.000                         |
| Shakir Afnan            | 08139296187<br>3  | shakir.afnan@gmail.com             | Laki-Laki        | 26-30<br>tahun | Diploma/Sarjan<br>a    | Karyawan<br>Swasta    | 5.000.000 - 7.000.000              |
| Tika Pertiwi            | 08952455394<br>4  | tikapertiwi@gmail.com              | Perempua<br>n    | 26-30<br>tahun | Diploma/Sarjan<br>a    | Karyawan<br>Swasta    | <5.000.000                         |
| Zayyan Badir            | 08569792426<br>0  | zayyan.badir@gmail.com             | Laki-Laki        | 26-30<br>tahun | SMA/Sederajat          | Wirausaha             | <5.000.000                         |
| Yasmin Anisah           | 08815227478<br>0  | yasmin.anisah@gmail.com            | Laki-Laki        | 31-35<br>tahun | SMA/Sederajat          | Karyawan<br>Swasta    | <5.000.000                         |
| Aydin Keefe             | 08122344996<br>6  | aydin.keefe@gmail.com              | Laki-Laki        | 20-25<br>tahun | Diploma/Sarjan<br>a    | Karyawan<br>Swasta    | <5.000.000                         |

| Nama                   | Nomor<br>Whatsapp | Email                             | Jenis<br>Kelamin | Usia           | Pendidikan<br>Terakhir | Pekerjaan<br>Saat Ini | Rata-rata pendapatan per<br>bulan: |
|------------------------|-------------------|-----------------------------------|------------------|----------------|------------------------|-----------------------|------------------------------------|
| Layzal Alvan           | 08153412986<br>2  | layzal.alvan@gmail.com            | Perempua<br>n    | 26-30<br>tahun | Diploma/Sarjan<br>a    | Karyawan<br>Swasta    | 7.000.000 - 10.000.000             |
| Ratna Puspita          | 08991314189<br>1  | ratna.puspita@gmail.com           | Laki-Laki        | 26-30<br>tahun | SMA/Sederajat          | Karyawan<br>Swasta    | <5.000.000                         |
| Munifun Aliyul<br>Wafi | 08551968814<br>7  | munifun.aliyul.wafi@gmail.<br>com | Laki-Laki        | 26-30<br>tahun | Diploma/Sarjan<br>a    | Karyawan<br>Swasta    | <5.000.000                         |
| Durrani Osman          | 08977467863<br>2  | durrani.osman@gmail.com           | Laki-Laki        | >36<br>tahun   | Diploma/Sarjan<br>a    | Wirausaha             | <5.000.000                         |
| Dewi Susanti           | 08178350936<br>3  | dewi.susanti@gmail.com            | Perempua<br>n    | 26-30<br>tahun | SMA/Sederajat          | Karyawan<br>Swasta    | 5.000.000 - 7.000.000              |
| Linda Wulandari        | 08886207206<br>1  | linda.wulandari@gmail.com         | Perempua<br>n    | >36<br>tahun   | Diploma/Sarjan<br>a    | Karyawan<br>Swasta    | <5.000.000                         |
| Burhanuddin<br>Annail  | 08570951112<br>9  | burhanuddin.annail@gmail.<br>com  | Perempua<br>n    | 26-30<br>tahun | Diploma/Sarjan<br>a    | Karyawan<br>Swasta    | <5.000.000                         |
| Ghaffar Syarif         | 08133818979<br>0  | ghaffar.syarif@gmail.com          | Laki-Laki        | 31-35<br>tahun | SMA/Sederajat          | Karyawan<br>Swasta    | <5.000.000                         |
| Ifat Fadhlurrahman     | 08160611746<br>3  | ifat.fadhlurrahman@gmail.c<br>om  | Laki-Laki        | 26-30<br>tahun | SMA/Sederajat          | Wirausaha             | 7.000.000 - 10.000.000             |
| Evi Anggraeni          | 08192805639<br>6  | evi.anggraeni@gmail.com           | Perempua<br>n    | 26-30<br>tahun | Diploma/Sarjan<br>a    | Wirausaha             | <5.000.000                         |
| Dini Purnama           | 08150097083<br>6  | dinipurnama@gmail.com             | Laki-Laki        | 26-30<br>tahun | SMA/Sederajat          | Karyawan<br>Swasta    | <5.000.000                         |
| Lintang Ghassani       | 08214020089<br>7  | lintang.ghassani@gmail.co<br>m    | Perempua<br>n    | 26-30<br>tahun | Diploma/Sarjan<br>a    | Karyawan<br>Swasta    | <5.000.000                         |
| Saqif Dzuhairi         | 08597718051<br>2  | saqif.dzuhairi@gmail.com          | Perempua<br>n    | 26-30<br>tahun | SMA/Sederajat          | Karyawan<br>Swasta    | <5.000.000                         |
| Haris Zamir            | 08838852509<br>1  | haris.zamir@gmail.com             | Laki-Laki        | 20-25<br>tahun | SMA/Sederajat          | Karyawan<br>Swasta    | <5.000.000                         |

| Nama                 | Nomor<br>Whatsapp | Email                          | Jenis<br>Kelamin | Usia        | Pendidikan<br>Terakhir | Pekerjaan<br>Saat Ini | Rata-rata pendapatan per<br>bulan: |
|----------------------|-------------------|--------------------------------|------------------|-------------|------------------------|-----------------------|------------------------------------|
| Ummu Kultsum         | 089583716351      | ummu.kultsum@gmail.com         | Perempuan        | >36 tahun   | SMA/Sederajat          | Karyawan Swasta       | 5.000.000 - 7.000.000              |
| Uzma Rahilah Nadiyah | 088714381242      | uzma.rahilah.nadiyah@gmail.com | Laki-Laki        | 31-35 tahun | SMA/Sederajat          | Karyawan Swasta       | <5.000.000                         |
| Jalaluddin Wafi      | 088389591867      | jalaluddin.wafi@gmail.com      | Laki-Laki        | 26-30 tahun | SMA/Sederajat          | Karyawan Swasta       | <5.000.000                         |
| Dewi Anggraini       | 085857751907      | dewi.anggraini@gmail.com       | Perempuan        | 26-30 tahun | SMA/Sederajat          | Karyawan Swasta       | <5.000.000                         |
| Putu Nugraha         | 085544063033      | putu.nugraha@gmail.com         | Laki-Laki        | 26-30 tahun | SMA/Sederajat          | Pegawai Negeri        | <5.000.000                         |
| Usama Kiram          | 083219196044      | usama.kiram@gmail.com          | Perempuan        | 26-30 tahun | Diploma/Sarjana        | Karyawan Swasta       | 5.000.000 - 7.000.000              |
| Khalif Elyas         | 089846725236      | khalif.elyas@gmail.com         | Laki-Laki        | 26-30 tahun | SMA/Sederajat          | Karyawan Swasta       | 7.000.000 - 10.000.000             |
| Chokri Karem         | 085246255096      | chokri.karem@gmail.com         | Perempuan        | 26-30 tahun | Diploma/Sarjana        | Pegawai Negeri        | <5.000.000                         |
| Ayu Dewi             | 082130171185      | ayu.dewi93@gmail.com           | Laki-Laki        | >36 tahun   | SMA/Sederajat          | Karyawan Swasta       | <5.000.000                         |
| Zhafiratul Muna      | 085617364306      | zhafiratul.muna@gmail.com      | Perempuan        | 20-25 tahun | Diploma/Sarjana        | Karyawan Swasta       | <5.000.000                         |
| Eko Nugraha          | 088763903716      | eko.nugraha@gmail.com          | Laki-Laki        | 26-30 tahun | Diploma/Sarjana        | Pegawai Negeri        | <5.000.000                         |
| Ratih Novita         | 089778860386      | ratih.novita@gmail.com         | Laki-Laki        | 26-30 tahun | Diploma/Sarjana        | Pegawai Negeri        | <5.000.000                         |
| Muhammad Iman Kamil  | 081278946735      | muhammad.iman.kamil@gmail.com  | Perempuan        | 31-35 tahun | Diploma/Sarjana        | Karyawan Swasta       | <5.000.000                         |
| Yanuar Prasetya      | 083858905650      | yanuar.prasetya@gmail.com      | Perempuan        | 20-25 tahun | SMA/Sederajat          | Karyawan Swasta       | <5.000.000                         |

| Nama           | Nomor Whatsapp | Email                      | Jenis Kelamin | Usia        | Pendidikan Terakhir | Pekerjaan Saat Ini | Rata-rata pendapatan per bulan: |
|----------------|----------------|----------------------------|---------------|-------------|---------------------|--------------------|---------------------------------|
| Yasirah Alifah | 081597197394   | yasirah.alifah@gmail.com   | Perempuan     | 26-30 tahun | SMA/Sederajat       | Wirausaha          | 7.000.000 - 10.000.000          |
| Aditya Pratama | 088401695964   | aditya.pratama92@gmail.com | Perempuan     | 26-30 tahun | SMA/Sederajat       | Karyawan Swasta    | 5.000.000 - 7.000.000           |
| Siti Nurhaliza | 088526499461   | sitinur_88@gmail.com       | Laki-Laki     | 26-30 tahun | SMA/Sederajat       | Karyawan Swasta    | <5.000.000                      |



| N<br>o | Brand Image |         |         |         |         |         |         |         |         |          |          |          |          |          |          | T<br>O<br>T<br>A<br>L |
|--------|-------------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|-----------------------|
|        | B<br>I1     | B<br>I2 | B<br>I3 | B<br>I4 | B<br>I5 | B<br>I6 | B<br>I7 | B<br>I8 | B<br>I9 | B<br>I10 | B<br>I11 | BI<br>12 | BI<br>13 | B1<br>14 | B1<br>15 |                       |
| 42     | 4           | 5       | 3       | 5       | 4       | 5       | 4       | 5       | 3       | 4        | 5        | 3        | 5        | 4        | 4        | 63                    |
| 43     | 4           | 5       | 4       | 5       | 3       | 5       | 4       | 4       | 5       | 4        | 4        | 5        | 4        | 5        | 4        | 65                    |
| 44     | 5           | 5       | 4       | 5       | 4       | 5       | 3       | 5       | 4       | 3        | 5        | 4        | 5        | 4        | 4        | 65                    |
| 45     | 5           | 4       | 5       | 4       | 5       | 4       | 5       | 4       | 5       | 5        | 4        | 5        | 3        | 5        | 4        | 67                    |
| 46     | 5           | 5       | 4       | 5       | 4       | 5       | 3       | 5       | 4       | 3        | 5        | 4        | 5        | 4        | 4        | 65                    |
| 47     | 4           | 5       | 5       | 5       | 4       | 5       | 4       | 5       | 4       | 4        | 5        | 3        | 5        | 4        | 4        | 66                    |
| 48     | 4           | 5       | 4       | 5       | 3       | 5       | 4       | 5       | 4       | 4        | 5        | 4        | 5        | 4        | 5        | 66                    |
| 49     | 5           | 4       | 5       | 4       | 5       | 3       | 5       | 4       | 5       | 5        | 4        | 5        | 4        | 5        | 4        | 67                    |
| 50     | 5           | 5       | 4       | 5       | 4       | 5       | 4       | 5       | 4       | 4        | 5        | 4        | 5        | 4        | 5        | 68                    |
| 51     | 5           | 5       | 4       | 5       | 4       | 5       | 4       | 5       | 4       | 3        | 5        | 4        | 5        | 4        | 5        | 67                    |
| 52     | 5           | 4       | 4       | 5       | 4       | 5       | 5       | 4       | 5       | 5        | 4        | 5        | 5        | 5        | 4        | 69                    |
| 53     | 4           | 5       | 4       | 5       | 5       | 4       | 5       | 5       | 5       | 5        | 5        | 5        | 5        | 4        | 5        | 71                    |
| 54     | 4           | 5       | 5       | 5       | 4       | 5       | 5       | 5       | 4       | 5        | 5        | 4        | 5        | 4        | 5        | 70                    |
| 55     | 5           | 4       | 5       | 5       | 4       | 4       | 5       | 5       | 5       | 5        | 5        | 5        | 4        | 5        | 5        | 71                    |
| 56     | 4           | 5       | 5       | 5       | 5       | 4       | 5       | 5       | 5       | 5        | 5        | 5        | 4        | 5        | 5        | 72                    |
| 57     | 5           | 5       | 5       | 4       | 4       | 4       | 5       | 5       | 4       | 5        | 5        | 4        | 5        | 5        | 4        | 69                    |
| 58     | 4           | 5       | 4       | 5       | 5       | 4       | 5       | 5       | 5       | 5        | 5        | 5        | 5        | 5        | 4        | 71                    |
| 59     | 5           | 5       | 4       | 4       | 4       | 5       | 5       | 5       | 5       | 5        | 5        | 5        | 5        | 5        | 4        | 71                    |
| 60     | 5           | 4       | 4       | 4       | 5       | 5       | 4       | 5       | 5       | 4        | 5        | 5        | 5        | 4        | 4        | 68                    |
| 61     | 5           | 4       | 5       | 4       | 5       | 4       | 5       | 4       | 5       | 5        | 4        | 5        | 5        | 4        | 4        | 68                    |
| 62     | 5           | 5       | 4       | 4       | 4       | 4       | 4       | 5       | 4       | 4        | 5        | 4        | 4        | 4        | 4        | 64                    |
| 63     | 5           | 4       | 5       | 4       | 4       | 4       | 5       | 4       | 4       | 5        | 4        | 4        | 4        | 5        | 4        | 65                    |
| 64     | 5           | 4       | 5       | 5       | 5       | 4       | 5       | 4       | 5       | 5        | 4        | 5        | 4        | 5        | 3        | 68                    |
| 65     | 4           | 4       | 5       | 4       | 5       | 4       | 5       | 4       | 5       | 5        | 4        | 5        | 4        | 5        | 4        | 67                    |
| 66     | 4           | 5       | 4       | 5       | 4       | 5       | 4       | 5       | 4       | 3        | 5        | 4        | 5        | 4        | 5        | 66                    |
| 67     | 4           | 4       | 5       | 3       | 5       | 4       | 5       | 4       | 5       | 5        | 4        | 5        | 3        | 5        | 4        | 65                    |
| 68     | 4           | 5       | 3       | 5       | 5       | 4       | 5       | 4       | 5       | 5        | 4        | 5        | 4        | 5        | 4        | 67                    |
| 69     | 4           | 5       | 4       | 5       | 4       | 5       | 4       | 5       | 4       | 4        | 5        | 4        | 5        | 3        | 5        | 66                    |
| 70     | 4           | 5       | 4       | 5       | 4       | 5       | 4       | 5       | 4       | 4        | 5        | 4        | 5        | 3        | 5        | 66                    |
| 71     | 4           | 4       | 5       | 5       | 5       | 4       | 5       | 4       | 5       | 5        | 4        | 5        | 4        | 5        | 3        | 67                    |
| 72     | 5           | 5       | 5       | 4       | 4       | 4       | 4       | 4       | 5       | 4        | 4        | 5        | 4        | 4        | 5        | 66                    |
| 73     | 4           | 5       | 5       | 4       | 5       | 4       | 5       | 4       | 5       | 5        | 4        | 5        | 4        | 5        | 5        | 69                    |
| 74     | 4           | 4       | 5       | 4       | 5       | 4       | 5       | 5       | 4       | 5        | 5        | 4        | 5        | 4        | 5        | 68                    |
| 75     | 4           | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 4        | 4        | 4        | 4        | 4        | 4        | 60                    |
| 76     | 5           | 5       | 5       | 5       | 5       | 5       | 5       | 4       | 5       | 5        | 4        | 5        | 5        | 5        | 5        | 73                    |
| 77     | 5           | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 5        | 5        | 5        | 5        | 5        | 5        | 75                    |
| 78     | 4           | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 5       | 4        | 4        | 5        | 4        | 4        | 4        | 62                    |
| 79     | 5           | 5       | 4       | 5       | 5       | 4       | 4       | 5       | 5       | 4        | 5        | 5        | 4        | 4        | 5        | 69                    |
| 80     | 5           | 4       | 4       | 5       | 4       | 5       | 4       | 5       | 5       | 4        | 5        | 5        | 4        | 5        | 5        | 69                    |
| 81     | 5           | 4       | 5       | 4       | 4       | 5       | 4       | 5       | 4       | 4        | 5        | 4        | 4        | 4        | 4        | 65                    |
| 82     | 5           | 5       | 4       | 4       | 5       | 5       | 4       | 4       | 5       | 4        | 4        | 5        | 5        | 4        | 5        | 68                    |
| 83     | 4           | 4       | 5       | 4       | 5       | 3       | 5       | 4       | 4       | 5        | 4        | 4        | 3        | 5        | 5        | 64                    |



**Lampiran 4 Hasil Tabulasi *Electronic Word of Mouth***

| No | <i>Electronic Word Of Mouth</i> |           |           |           |           |           |           |           |           | TOT<br>AL |
|----|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|    | Ewo<br>m1                       | Ewo<br>m2 | Ewo<br>m3 | Ewo<br>m4 | Ewo<br>m5 | Ewo<br>m6 | Ewo<br>m7 | Ewo<br>m8 | Ewo<br>m9 |           |
| 1  | 5                               | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 45        |
| 2  | 4                               | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 36        |
| 3  | 5                               | 5         | 5         | 5         | 5         | 4         | 5         | 5         | 5         | 44        |
| 4  | 3                               | 4         | 4         | 3         | 4         | 5         | 5         | 5         | 4         | 37        |
| 5  | 5                               | 5         | 5         | 5         | 5         | 4         | 5         | 4         | 5         | 43        |
| 6  | 4                               | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 36        |
| 7  | 5                               | 5         | 5         | 5         | 4         | 4         | 4         | 5         | 5         | 42        |
| 8  | 5                               | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 45        |
| 9  | 4                               | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 44        |
| 10 | 4                               | 4         | 4         | 5         | 4         | 4         | 4         | 5         | 4         | 38        |
| 11 | 4                               | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 36        |
| 12 | 3                               | 3         | 3         | 3         | 3         | 3         | 3         | 3         | 3         | 27        |
| 13 | 5                               | 3         | 3         | 4         | 5         | 5         | 5         | 5         | 5         | 40        |
| 14 | 3                               | 4         | 4         | 4         | 4         | 4         | 3         | 3         | 4         | 33        |
| 15 | 5                               | 4         | 5         | 5         | 3         | 4         | 4         | 5         | 5         | 40        |
| 16 | 4                               | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 36        |
| 17 | 5                               | 4         | 5         | 5         | 5         | 4         | 5         | 5         | 4         | 42        |
| 18 | 4                               | 3         | 4         | 4         | 3         | 3         | 3         | 3         | 4         | 31        |
| 19 | 5                               | 5         | 4         | 4         | 4         | 5         | 5         | 5         | 5         | 42        |
| 20 | 5                               | 4         | 4         | 5         | 4         | 5         | 5         | 4         | 4         | 40        |
| 21 | 4                               | 4         | 4         | 5         | 4         | 4         | 4         | 4         | 4         | 37        |
| 22 | 5                               | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 45        |
| 23 | 3                               | 3         | 3         | 3         | 3         | 3         | 3         | 3         | 3         | 27        |
| 24 | 4                               | 5         | 4         | 5         | 5         | 4         | 4         | 4         | 4         | 39        |
| 25 | 5                               | 4         | 4         | 4         | 5         | 3         | 4         | 4         | 5         | 38        |
| 26 | 5                               | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 45        |
| 27 | 5                               | 5         | 5         | 5         | 5         | 5         | 4         | 4         | 4         | 42        |
| 28 | 5                               | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 45        |
| 29 | 5                               | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 45        |
| 30 | 5                               | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 45        |
| 31 | 5                               | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 45        |
| 32 | 5                               | 3         | 3         | 4         | 4         | 4         | 4         | 3         | 3         | 33        |
| 33 | 3                               | 3         | 3         | 3         | 3         | 3         | 3         | 3         | 3         | 27        |
| 34 | 4                               | 4         | 4         | 4         | 4         | 3         | 3         | 4         | 4         | 34        |
| 35 | 4                               | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 36        |
| 36 | 4                               | 4         | 5         | 5         | 5         | 4         | 4         | 4         | 5         | 40        |
| 37 | 5                               | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 45        |
| 38 | 4                               | 3         | 5         | 5         | 3         | 4         | 3         | 5         | 5         | 37        |
| 39 | 4                               | 3         | 4         | 5         | 3         | 4         | 3         | 4         | 5         | 35        |
| 40 | 4                               | 4         | 4         | 4         | 4         | 5         | 4         | 3         | 3         | 35        |
| 41 | 5                               | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 5         | 45        |
| 42 | 5                               | 4         | 5         | 4         | 5         | 3         | 5         | 4         | 5         | 40        |
| 43 | 5                               | 4         | 5         | 4         | 4         | 5         | 3         | 5         | 4         | 39        |
| 44 | 5                               | 4         | 5         | 4         | 5         | 4         | 5         | 4         | 4         | 40        |

| No | <i>Electronic Word Of Mouth</i> |           |           |           |           |           |           |           |           | TOT<br>AL |
|----|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|    | Ewo<br>m1                       | Ewo<br>m2 | Ewo<br>m3 | Ewo<br>m4 | Ewo<br>m5 | Ewo<br>m6 | Ewo<br>m7 | Ewo<br>m8 | Ewo<br>m9 |           |
| 45 | 5                               | 4         | 5         | 4         | 4         | 5         | 3         | 5         | 4         | 39        |
| 46 | 5                               | 4         | 5         | 4         | 5         | 4         | 5         | 4         | 5         | 41        |
| 47 | 5                               | 4         | 5         | 3         | 5         | 5         | 4         | 5         | 4         | 40        |
| 48 | 4                               | 4         | 5         | 4         | 5         | 4         | 5         | 3         | 5         | 39        |
| 49 | 5                               | 4         | 5         | 3         | 5         | 4         | 5         | 4         | 5         | 40        |
| 50 | 4                               | 5         | 3         | 5         | 4         | 4         | 5         | 4         | 5         | 39        |
| 51 | 4                               | 5         | 4         | 5         | 4         | 5         | 3         | 5         | 4         | 39        |
| 52 | 4                               | 5         | 5         | 5         | 5         | 4         | 4         | 5         | 5         | 42        |
| 53 | 5                               | 4         | 5         | 5         | 5         | 5         | 3         | 4         | 5         | 41        |
| 54 | 5                               | 5         | 4         | 5         | 4         | 5         | 5         | 5         | 5         | 43        |
| 55 | 5                               | 5         | 5         | 4         | 5         | 4         | 5         | 4         | 4         | 41        |
| 56 | 4                               | 5         | 4         | 5         | 4         | 4         | 4         | 5         | 5         | 40        |
| 57 | 4                               | 4         | 5         | 5         | 4         | 4         | 5         | 5         | 5         | 41        |
| 58 | 5                               | 4         | 5         | 5         | 4         | 5         | 5         | 5         | 4         | 42        |
| 59 | 5                               | 5         | 4         | 5         | 5         | 5         | 5         | 4         | 4         | 42        |
| 60 | 4                               | 5         | 5         | 4         | 5         | 5         | 4         | 5         | 5         | 42        |
| 61 | 4                               | 5         | 5         | 5         | 4         | 4         | 5         | 4         | 5         | 41        |
| 62 | 4                               | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 36        |
| 63 | 4                               | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 36        |
| 64 | 5                               | 4         | 5         | 3         | 5         | 4         | 4         | 5         | 3         | 38        |
| 65 | 5                               | 4         | 5         | 3         | 5         | 4         | 4         | 5         | 4         | 39        |
| 66 | 4                               | 5         | 4         | 5         | 4         | 5         | 4         | 4         | 5         | 40        |
| 67 | 5                               | 4         | 5         | 3         | 5         | 4         | 5         | 4         | 5         | 40        |
| 68 | 5                               | 3         | 5         | 4         | 5         | 4         | 5         | 4         | 5         | 40        |
| 69 | 4                               | 5         | 4         | 5         | 4         | 5         | 5         | 3         | 5         | 40        |
| 70 | 4                               | 5         | 4         | 5         | 4         | 5         | 3         | 5         | 4         | 39        |
| 71 | 5                               | 4         | 5         | 3         | 5         | 4         | 5         | 4         | 5         | 40        |
| 72 | 4                               | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 36        |
| 73 | 4                               | 5         | 4         | 5         | 3         | 5         | 4         | 5         | 4         | 39        |
| 74 | 3                               | 5         | 4         | 5         | 4         | 5         | 4         | 5         | 3         | 38        |
| 75 | 5                               | 4         | 5         | 4         | 4         | 4         | 4         | 5         | 4         | 39        |
| 76 | 4                               | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 36        |
| 77 | 4                               | 4         | 4         | 4         | 4         | 4         | 5         | 4         | 4         | 37        |
| 78 | 4                               | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 4         | 36        |
| 79 | 4                               | 4         | 5         | 5         | 4         | 5         | 5         | 5         | 5         | 42        |
| 80 | 4                               | 5         | 4         | 3         | 4         | 4         | 5         | 4         | 5         | 38        |
| 81 | 3                               | 3         | 4         | 5         | 4         | 4         | 5         | 4         | 5         | 37        |
| 82 | 4                               | 3         | 3         | 4         | 4         | 3         | 4         | 5         | 4         | 34        |
| 83 | 4                               | 5         | 3         | 5         | 4         | 4         | 5         | 3         | 5         | 38        |
| 84 | 5                               | 4         | 5         | 4         | 5         | 5         | 4         | 4         | 3         | 39        |
| 85 | 4                               | 4         | 5         | 4         | 4         | 5         | 3         | 5         | 4         | 38        |
| 86 | 5                               | 5         | 4         | 4         | 5         | 3         | 4         | 4         | 5         | 39        |
| 87 | 4                               | 3         | 5         | 5         | 3         | 4         | 4         | 5         | 3         | 36        |
| 88 | 5                               | 3         | 4         | 5         | 4         | 4         | 5         | 3         | 4         | 37        |
| 89 | 5                               | 3         | 4         | 4         | 3         | 4         | 5         | 4         | 4         | 36        |
| 90 | 5                               | 5         | 4         | 4         | 5         | 3         | 4         | 4         | 5         | 39        |





| N<br>o. | Keputusan Pembelian |             |             |             |             |             |             |             |             |              |              |              |              |              |              | T<br>o<br>t<br>a<br>l |
|---------|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------------------|
|         | K<br>P<br>1         | K<br>P<br>2 | L<br>B<br>3 | K<br>P<br>4 | K<br>P<br>5 | K<br>P<br>6 | K<br>P<br>7 | K<br>P<br>8 | K<br>P<br>9 | K<br>P<br>10 | K<br>P<br>11 | K<br>P<br>12 | K<br>P<br>13 | K<br>P<br>14 | K<br>P<br>15 |                       |
| 24      | 5                   | 5           | 5           | 5           | 5           | 4           | 5           | 4           | 5           | 5            | 5            | 5            | 5            | 5            | 5            | 73                    |
| 25      | 3                   | 4           | 5           | 5           | 4           | 3           | 5           | 4           | 3           | 4            | 5            | 4            | 5            | 4            | 5            | 63                    |
| 26      | 5                   | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | 5            | 5            | 5            | 5            | 5            | 75                    |
| 27      | 5                   | 5           | 4           | 4           | 5           | 5           | 5           | 4           | 5           | 4            | 4            | 5            | 5            | 5            | 5            | 70                    |
| 28      | 5                   | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | 5            | 5            | 5            | 5            | 5            | 75                    |
| 29      | 5                   | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 4           | 5            | 4            | 5            | 4            | 5            | 4            | 71                    |
| 30      | 5                   | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | 4            | 5            | 4            | 4            | 4            | 71                    |
| 31      | 5                   | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | 5            | 5            | 5            | 5            | 5            | 75                    |
| 32      | 4                   | 4           | 5           | 4           | 4           | 4           | 5           | 4           | 3           | 4            | 4            | 4            | 5            | 4            | 5            | 63                    |
| 33      | 3                   | 3           | 3           | 3           | 3           | 3           | 3           | 3           | 3           | 3            | 3            | 3            | 3            | 3            | 3            | 45                    |
| 34      | 4                   | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4            | 4            | 4            | 4            | 4            | 4            | 60                    |
| 35      | 4                   | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4            | 4            | 4            | 4            | 4            | 4            | 60                    |
| 36      | 4                   | 4           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 3            | 5            | 5            | 5            | 5            | 5            | 71                    |
| 37      | 5                   | 5           | 5           | 4           | 5           | 5           | 4           | 4           | 5           | 5            | 5            | 5            | 5            | 4            | 4            | 70                    |
| 38      | 3                   | 5           | 4           | 5           | 4           | 5           | 3           | 5           | 5           | 5            | 4            | 3            | 3            | 5            | 5            | 64                    |
| 39      | 5                   | 4           | 5           | 4           | 3           | 4           | 4           | 5           | 4           | 3            | 5            | 5            | 3            | 3            | 4            | 61                    |
| 40      | 3                   | 4           | 3           | 3           | 3           | 3           | 3           | 3           | 3           | 3            | 4            | 4            | 3            | 4            | 5            | 51                    |
| 41      | 5                   | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5           | 5            | 5            | 5            | 5            | 5            | 5            | 75                    |
| 42      | 4                   | 5           | 4           | 5           | 4           | 5           | 4           | 4           | 5           | 3            | 5            | 4            | 5            | 5            | 5            | 67                    |
| 43      | 5                   | 4           | 5           | 3           | 5           | 4           | 5           | 4           | 5           | 4            | 5            | 3            | 5            | 5            | 4            | 66                    |
| 44      | 5                   | 4           | 5           | 4           | 5           | 3           | 5           | 4           | 4           | 5            | 4            | 5            | 4            | 5            | 3            | 65                    |
| 45      | 5                   | 4           | 5           | 4           | 5           | 4           | 5           | 4           | 5           | 3            | 5            | 4            | 4            | 5            | 4            | 66                    |
| 46      | 4                   | 5           | 4           | 5           | 4           | 4           | 3           | 5           | 4           | 5            | 4            | 5            | 5            | 4            | 5            | 66                    |
| 47      | 5                   | 4           | 5           | 3           | 5           | 4           | 5           | 4           | 5           | 3            | 5            | 4            | 5            | 4            | 4            | 65                    |

| N<br>o. | Keputusan Pembelian |             |             |             |             |             |             |             |             |              |              |              |              |              |              | T<br>o<br>t<br>a<br>l |
|---------|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------------------|
|         | K<br>P<br>1         | K<br>P<br>2 | L<br>B<br>3 | K<br>P<br>4 | K<br>P<br>5 | K<br>P<br>6 | K<br>P<br>7 | K<br>P<br>8 | K<br>P<br>9 | K<br>P<br>10 | K<br>P<br>11 | K<br>P<br>12 | K<br>P<br>13 | K<br>P<br>14 | K<br>P<br>15 |                       |
| 48      | 4                   | 5           | 4           | 5           | 4           | 5           | 4           | 5           | 3           | 5            | 4            | 5            | 4            | 5            | 4            | 66                    |
| 49      | 3                   | 5           | 4           | 5           | 4           | 5           | 4           | 5           | 3           | 5            | 4            | 5            | 4            | 5            | 4            | 65                    |
| 50      | 4                   | 5           | 3           | 5           | 5           | 4           | 5           | 4           | 5           | 4            | 5            | 3            | 5            | 4            | 5            | 66                    |
| 51      | 5                   | 4           | 5           | 4           | 5           | 4           | 5           | 3           | 5           | 4            | 5            | 5            | 4            | 5            | 4            | 67                    |
| 52      | 5                   | 4           | 5           | 5           | 3           | 4           | 5           | 5           | 4           | 4            | 5            | 4            | 5            | 4            | 4            | 66                    |
| 53      | 5                   | 4           | 5           | 4           | 4           | 5           | 5           | 5           | 5           | 5            | 5            | 4            | 5            | 5            | 5            | 71                    |
| 54      | 4                   | 4           | 4           | 5           | 4           | 5           | 5           | 5           | 5           | 5            | 4            | 4            | 5            | 5            | 4            | 68                    |
| 55      | 5                   | 4           | 5           | 5           | 4           | 5           | 5           | 5           | 4           | 4            | 5            | 5            | 5            | 5            | 4            | 70                    |
| 56      | 5                   | 5           | 4           | 4           | 5           | 4           | 5           | 4           | 4           | 5            | 4            | 4            | 4            | 4            | 5            | 66                    |
| 57      | 5                   | 3           | 3           | 4           | 5           | 4           | 5           | 4           | 4           | 5            | 5            | 5            | 4            | 5            | 5            | 66                    |
| 58      | 5                   | 4           | 4           | 5           | 5           | 5           | 4           | 4           | 4           | 5            | 5            | 5            | 5            | 5            | 4            | 69                    |
| 59      | 4                   | 4           | 5           | 5           | 5           | 4           | 4           | 5           | 5           | 4            | 5            | 5            | 5            | 3            | 4            | 67                    |
| 60      | 5                   | 4           | 5           | 5           | 4           | 5           | 4           | 5           | 5           | 5            | 4            | 5            | 4            | 5            | 4            | 69                    |
| 61      | 4                   | 5           | 5           | 4           | 5           | 5           | 4           | 4           | 4           | 5            | 5            | 5            | 5            | 5            | 5            | 70                    |
| 62      | 4                   | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4            | 4            | 4            | 4            | 4            | 4            | 60                    |
| 63      | 5                   | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4            | 5            | 5            | 5            | 4            | 4            | 64                    |
| 64      | 5                   | 4           | 5           | 4           | 5           | 5           | 3           | 5           | 4           | 5            | 4            | 5            | 4            | 5            | 3            | 66                    |
| 65      | 5                   | 4           | 5           | 3           | 5           | 4           | 5           | 4           | 5           | 4            | 5            | 4            | 5            | 3            | 5            | 66                    |
| 66      | 3                   | 5           | 4           | 5           | 4           | 5           | 3           | 5           | 4           | 5            | 4            | 5            | 3            | 5            | 4            | 64                    |
| 67      | 4                   | 5           | 3           | 5           | 4           | 5           | 4           | 5           | 4           | 5            | 4            | 5            | 3            | 5            | 4            | 65                    |
| 68      | 4                   | 5           | 3           | 5           | 4           | 5           | 4           | 5           | 4           | 5            | 4            | 5            | 3            | 5            | 4            | 65                    |
| 69      | 4                   | 5           | 3           | 5           | 4           | 5           | 4           | 5           | 4           | 5            | 3            | 5            | 4            | 5            | 4            | 65                    |
| 70      | 4                   | 5           | 4           | 5           | 3           | 5           | 4           | 5           | 4           | 5            | 4            | 5            | 5            | 4            | 5            | 67                    |
| 71      | 4                   | 5           | 5           | 4           | 5           | 3           | 5           | 4           | 5           | 4            | 4            | 5            | 4            | 5            | 3            | 65                    |

| N<br>o. | Keputusan Pembelian |             |             |             |             |             |             |             |             |              |              |              |              |              |              | T<br>o<br>t<br>a<br>l |
|---------|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------------------|
|         | K<br>P<br>1         | K<br>P<br>2 | L<br>B<br>3 | K<br>P<br>4 | K<br>P<br>5 | K<br>P<br>6 | K<br>P<br>7 | K<br>P<br>8 | K<br>P<br>9 | K<br>P<br>10 | K<br>P<br>11 | K<br>P<br>12 | K<br>P<br>13 | K<br>P<br>14 | K<br>P<br>15 |                       |
| 72      | 5                   | 5           | 5           | 5           | 4           | 4           | 4           | 4           | 4           | 4            | 4            | 4            | 4            | 5            | 5            | 66                    |
| 73      | 5                   | 5           | 3           | 5           | 4           | 5           | 4           | 5           | 4           | 5            | 4            | 5            | 3            | 5            | 4            | 66                    |
| 74      | 5                   | 5           | 4           | 5           | 4           | 4           | 5           | 3           | 5           | 4            | 5            | 4            | 5            | 3            | 5            | 66                    |
| 75      | 4                   | 5           | 4           | 4           | 4           | 4           | 4           | 4           | 4           | 4            | 4            | 4            | 4            | 4            | 4            | 61                    |
| 76      | 5                   | 4           | 4           | 4           | 4           | 4           | 4           | 5           | 4           | 4            | 4            | 4            | 4            | 4            | 5            | 63                    |
| 77      | 4                   | 4           | 4           | 4           | 5           | 4           | 4           | 4           | 4           | 4            | 5            | 4            | 4            | 4            | 4            | 62                    |
| 78      | 4                   | 4           | 4           | 5           | 4           | 4           | 4           | 4           | 4           | 4            | 4            | 4            | 4            | 4            | 4            | 61                    |
| 79      | 4                   | 4           | 5           | 4           | 4           | 4           | 4           | 5           | 5           | 5            | 4            | 5            | 5            | 4            | 5            | 67                    |
| 80      | 4                   | 5           | 4           | 4           | 5           | 4           | 5           | 4           | 5           | 4            | 4            | 5            | 4            | 5            | 4            | 66                    |
| 81      | 5                   | 4           | 5           | 5           | 4           | 5           | 4           | 5           | 4           | 5            | 4            | 3            | 3            | 4            | 3            | 63                    |
| 82      | 5                   | 4           | 5           | 5           | 4           | 4           | 4           | 4           | 4           | 5            | 5            | 5            | 4            | 3            | 4            | 65                    |
| 83      | 4                   | 3           | 5           | 5           | 3           | 4           | 4           | 5           | 3           | 5            | 3            | 4            | 3            | 5            | 5            | 61                    |
| 84      | 5                   | 5           | 3           | 4           | 4           | 3           | 3           | 5           | 5           | 4            | 5            | 4            | 5            | 5            | 4            | 64                    |
| 85      | 4                   | 4           | 5           | 4           | 4           | 5           | 3           | 4           | 3           | 4            | 4            | 5            | 4            | 5            | 5            | 63                    |
| 86      | 5                   | 5           | 4           | 4           | 3           | 5           | 3           | 5           | 4           | 4            | 5            | 5            | 4            | 3            | 5            | 64                    |
| 87      | 5                   | 5           | 3           | 5           | 4           | 5           | 5           | 4           | 5           | 4            | 3            | 5            | 4            | 4            | 3            | 64                    |
| 88      | 5                   | 3           | 4           | 5           | 4           | 4           | 4           | 5           | 4           | 5            | 3            | 4            | 4            | 5            | 4            | 63                    |
| 89      | 5                   | 4           | 5           | 3           | 4           | 4           | 5           | 4           | 5           | 5            | 3            | 4            | 5            | 4            | 5            | 65                    |
| 90      | 5                   | 4           | 5           | 4           | 5           | 4           | 3           | 4           | 5           | 4            | 3            | 5            | 4            | 4            | 5            | 64                    |
| 91      | 5                   | 4           | 5           | 3           | 4           | 5           | 5           | 3           | 4           | 5            | 4            | 3            | 5            | 4            | 5            | 64                    |
| 92      | 5                   | 3           | 4           | 4           | 5           | 4           | 5           | 5           | 3           | 4            | 4            | 4            | 5            | 3            | 4            | 62                    |
| 93      | 5                   | 3           | 5           | 5           | 4           | 4           | 4           | 5           | 3           | 5            | 4            | 4            | 5            | 4            | 5            | 65                    |
| 94      | 5                   | 4           | 5           | 3           | 5           | 4           | 4           | 5           | 3           | 4            | 5            | 4            | 4            | 5            | 4            | 64                    |
| 95      | 5                   | 4           | 4           | 5           | 4           | 5           | 3           | 4           | 4           | 5            | 4            | 4            | 4            | 5            | 3            | 63                    |



## Lampiran 6 Hasil Uji Deskriptif

BI (X1)

| No.       | Variabel    | Jawaban             | X | F   | F.X  |
|-----------|-------------|---------------------|---|-----|------|
| 1         | Brand Image | Sangat Setuju       | 5 | 59  | 295  |
| 2         |             | Setuju              | 4 | 38  | 152  |
| 3         |             | Netral              | 3 | 3   | 9    |
| 4         |             | Tidak Setuju        | 2 | 0   | 0    |
| 5         |             | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |             |                     |   | 100 | 456  |
| RATA-RATA |             |                     |   |     | 4,56 |
| No.       | Variabel    | Jawaban             | X | F   | F.X  |
| 1         | Brand Image | Sangat Setuju       | 5 | 47  | 235  |
| 2         |             | Setuju              | 4 | 42  | 168  |
| 3         |             | Netral              | 3 | 11  | 33   |
| 4         |             | Tidak Setuju        | 2 | 0   | 0    |
| 5         |             | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |             |                     |   | 100 | 436  |
| RATA-RATA |             |                     |   |     | 4,36 |
| No.       | Variabel    | Jawaban             | X | F   | F.X  |
| 1         | Brand Image | Sangat Setuju       | 5 | 52  | 260  |
| 2         |             | Setuju              | 4 | 39  | 156  |
| 3         |             | Netral              | 3 | 9   | 27   |
| 4         |             | Tidak Setuju        | 2 | 0   | 0    |
| 5         |             | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |             |                     |   | 100 | 443  |
| RATA-RATA |             |                     |   |     | 4,43 |
| No.       | Variabel    | Jawaban             | X | F   | F.X  |
| 1         | Brand Image | Sangat Setuju       | 5 | 58  | 290  |
| 2         |             | Setuju              | 4 | 37  | 148  |
| 3         |             | Netral              | 3 | 5   | 15   |
| 4         |             | Tidak Setuju        | 2 | 0   | 0    |
| 5         |             | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |             |                     |   | 100 | 453  |
| RATA-RATA |             |                     |   |     | 4,53 |

| No.       | Variabel    | Jawaban             | X | F   | F.X  |
|-----------|-------------|---------------------|---|-----|------|
| 1         | Brand Image | Sangat Setuju       | 5 | 47  | 235  |
| 2         |             | Setuju              | 4 | 42  | 168  |
| 3         |             | Netral              | 3 | 11  | 33   |
| 4         |             | Tidak Setuju        | 2 | 0   | 0    |
| 5         |             | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |             |                     |   | 100 | 436  |
| RATA-RATA |             |                     |   |     | 4,36 |
| No.       | Variabel    | Jawaban             | X | F   | F.X  |
| 1         | Brand Image | Sangat Setuju       | 5 | 54  | 270  |
| 2         |             | Setuju              | 4 | 35  | 140  |
| 3         |             | Netral              | 3 | 11  | 33   |
| 4         |             | Tidak Setuju        | 2 | 0   | 0    |
| 5         |             | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |             |                     |   | 100 | 443  |
| RATA-RATA |             |                     |   |     | 4,43 |
| No.       | Variabel    | Jawaban             | X | F   | F.X  |
| 1         | Brand Image | Sangat Setuju       | 5 | 50  | 250  |
| 2         |             | Setuju              | 4 | 43  | 172  |
| 3         |             | Netral              | 3 | 7   | 21   |
| 4         |             | Tidak Setuju        | 2 | 0   | 0    |
| 5         |             | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |             |                     |   |     | 443  |
| RATA-RATA |             |                     |   |     | 4,43 |
| No.       | Variabel    | Jawaban             | X | F   | F.X  |
| 1         | Brand Image | Sangat Setuju       | 5 | 54  | 270  |
| 2         |             | Setuju              | 4 | 37  | 148  |
| 3         |             | Netral              | 3 | 9   | 27   |
| 4         |             | Tidak Setuju        | 2 | 0   | 0    |
| 5         |             | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |             |                     |   | 100 | 445  |
| RATA-RATA |             |                     |   |     | 4,45 |

| No.       | Variabel    | Jawaban             | X | F   | F.X  |
|-----------|-------------|---------------------|---|-----|------|
| 1         | Brand Image | Sangat Setuju       | 5 | 50  | 250  |
| 2         |             | Setuju              | 4 | 43  | 172  |
| 3         |             | Netral              | 3 | 7   | 21   |
| 4         |             | Tidak Setuju        | 2 | 0   | 0    |
| 5         |             | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |             |                     |   | 100 | 443  |
| RATA-RATA |             |                     |   |     | 4,43 |
| No.       | Variabel    | Jawaban             | X | F   | F.X  |
| 1         | Brand Image | Sangat Setuju       | 5 | 49  | 245  |
| 2         |             | Setuju              | 4 | 39  | 156  |
| 3         |             | Netral              | 3 | 12  | 36   |
| 4         |             | Tidak Setuju        | 2 | 0   | 0    |
| 5         |             | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |             |                     |   | 100 | 437  |
| RATA-RATA |             |                     |   |     | 4,37 |
| No.       | Variabel    | Jawaban             | X | F   | F.X  |
| 1         | Brand Image | Sangat Setuju       | 5 | 54  | 270  |
| 2         |             | Setuju              | 4 | 37  | 148  |
| 3         |             | Netral              | 3 | 9   | 27   |
| 4         |             | Tidak Setuju        | 2 | 0   | 0    |
| 5         |             | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |             |                     |   | 100 | 445  |
| RATA-RATA |             |                     |   |     | 4,45 |
| No.       | Variabel    | Jawaban             | X | F   | F.X  |
| 1         | Brand Image | Sangat Setuju       | 5 | 50  | 250  |
| 2         |             | Setuju              | 4 | 41  | 164  |
| 3         |             | Netral              | 3 | 9   | 27   |
| 4         |             | Tidak Setuju        | 2 | 0   | 0    |
| 5         |             | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |             |                     |   | 100 | 441  |
| RATA-RATA |             |                     |   |     | 4,41 |
| No.       | Variabel    | Jawaban             | X | F   | F.X  |
| 1         | Brand Image | Sangat Setuju       | 5 | 52  | 260  |
| 2         |             | Setuju              | 4 | 35  | 140  |
| 3         |             | Netral              | 3 | 13  | 39   |
| 4         |             | Tidak Setuju        | 2 | 0   | 0    |
| 5         |             | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |             |                     |   | 100 | 439  |
| RATA-RATA |             |                     |   |     | 4,39 |

| No.       | Variabel    | Jawaban             | X | F   | F.X  |
|-----------|-------------|---------------------|---|-----|------|
| 1         | Brand Image | Sangat Setuju       | 5 | 43  | 215  |
| 2         |             | Setuju              | 4 | 48  | 192  |
| 3         |             | Netral              | 3 | 9   | 27   |
| 4         |             | Tidak Setuju        | 2 | 0   | 0    |
| 5         |             | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |             |                     |   | 100 | 434  |
| RATA-RATA |             |                     |   |     | 4,34 |
| No.       | Variabel    | Jawaban             | X | F   | F.X  |
| 1         | Brand Image | Sangat Setuju       | 5 | 43  | 215  |
| 2         |             | Setuju              | 4 | 48  | 192  |
| 3         |             | Netral              | 3 | 9   | 27   |
| 4         |             | Tidak Setuju        | 2 | 0   | 0    |
| 5         |             | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |             |                     |   | 100 | 434  |
| RATA-RATA |             |                     |   |     | 4,34 |

## E-WOM (X2)

| No.       | Variabel | Jawaban             | X | F   | F.X  |
|-----------|----------|---------------------|---|-----|------|
| 1         | E-WOM    | Sangat Setuju       | 5 | 53  | 265  |
| 2         |          | Setuju              | 4 | 40  | 160  |
| 3         |          | Netral              | 3 | 7   | 21   |
| 4         |          | Tidak Setuju        | 2 | 0   | 0    |
| 5         |          | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |          |                     |   | 100 | 446  |
| RATA-RATA |          |                     |   |     | 4,46 |
| No.       | Variabel | Jawaban             | X | F   | F.X  |
| 1         | E-WOM    | Sangat Setuju       | 5 | 35  | 175  |
| 2         |          | Setuju              | 4 | 48  | 192  |
| 3         |          | Netral              | 3 | 17  | 51   |
| 4         |          | Tidak Setuju        | 2 | 0   | 0    |
| 5         |          | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |          |                     |   | 100 | 418  |
| RATA-RATA |          |                     |   |     | 4,18 |

|           |          |                     |   |     |      |
|-----------|----------|---------------------|---|-----|------|
| No.       | Variabel | Jawaban             | X | F   | F.X  |
| 1         | E-WOM    | Sangat Setuju       | 5 | 47  | 235  |
| 2         |          | Setuju              | 4 | 44  | 176  |
| 3         |          | Netral              | 3 | 9   | 27   |
| 4         |          | Tidak Setuju        | 2 | 0   | 0    |
| 5         |          | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |          |                     |   | 100 | 438  |
| RATA-RATA |          |                     |   |     | 4,38 |
| No.       | Variabel | Jawaban             | X | F   | F.X  |
| 1         | E-WOM    | Sangat Setuju       | 5 | 51  | 255  |
| 2         |          | Setuju              | 4 | 36  | 144  |
| 3         |          | Netral              | 3 | 13  | 39   |
| 4         |          | Tidak Setuju        | 2 | 0   | 0    |
| 5         |          | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |          |                     |   | 100 | 438  |
| RATA-RATA |          |                     |   |     | 4,38 |
| No.       | Variabel | Jawaban             | X | F   | F.X  |
| 1         | E-WOM    | Sangat Setuju       | 5 | 41  | 205  |
| 2         |          | Setuju              | 4 | 47  | 188  |
| 3         |          | Netral              | 3 | 12  | 36   |
| 4         |          | Tidak Setuju        | 2 | 0   | 0    |
| 5         |          | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |          |                     |   | 100 | 429  |
| RATA-RATA |          |                     |   |     | 4,29 |
| No.       | Variabel | Jawaban             | X | F   | F.X  |
| 1         | E-WOM    | Sangat Setuju       | 5 | 39  | 195  |
| 2         |          | Setuju              | 4 | 49  | 196  |
| 3         |          | Netral              | 3 | 12  | 36   |
| 4         |          | Tidak Setuju        | 2 | 0   | 0    |
| 5         |          | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |          |                     |   | 100 | 427  |
| RATA-RATA |          |                     |   |     | 4,27 |

| No.       | Variabel | Jawaban             | X | F   | F.X  |
|-----------|----------|---------------------|---|-----|------|
| 1         | E-WOM    | Sangat Setuju       | 5 | 43  | 215  |
| 2         |          | Setuju              | 4 | 40  | 160  |
| 3         |          | Netral              | 3 | 17  | 51   |
| 4         |          | Tidak Setuju        | 2 | 0   | 0    |
| 5         |          | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |          |                     |   | 100 | 426  |
| RATA-RATA |          |                     |   |     | 4,26 |
| No.       | Variabel | Jawaban             | X | F   | F.X  |
| 1         | E-WOM    | Sangat Setuju       | 5 | 44  | 220  |
| 2         |          | Setuju              | 4 | 44  | 176  |
| 3         |          | Netral              | 3 | 12  | 36   |
| 4         |          | Tidak Setuju        | 2 | 0   | 0    |
| 5         |          | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |          |                     |   | 100 | 432  |
| RATA-RATA |          |                     |   |     | 4,32 |
| No.       | Variabel | Jawaban             | X | F   | F.X  |
| 1         | E-WOM    | Sangat Setuju       | 5 | 46  | 230  |
| 2         |          | Setuju              | 4 | 45  | 180  |
| 3         |          | Netral              | 3 | 9   | 27   |
| 4         |          | Tidak Setuju        | 2 | 0   | 0    |
| 5         |          | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |          |                     |   | 100 | 437  |
| RATA-RATA |          |                     |   |     | 4,37 |

## KEPUTUSAN PEMBELIAN (Y)

| No.       | Variabel/Indikator/Pernyataa<br>n | Jawaban             | X | F   | F.X  |
|-----------|-----------------------------------|---------------------|---|-----|------|
| 1         | Keputusan Pembelian               | Sangat Setuju       | 5 | 60  | 300  |
| 2         |                                   | Setuju              | 4 | 32  | 128  |
| 3         |                                   | Netral              | 3 | 8   | 24   |
| 4         |                                   | Tidak Setuju        | 2 | 0   | 0    |
| 5         |                                   | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |                                   |                     |   | 100 | 452  |
| RATA-RATA |                                   |                     |   |     | 4,52 |
| No.       | Variabel/Indikator/Pernyataa<br>n | Jawaban             | X | F   | F.X  |
| 1         | Keputusan Pembelian               | Sangat Setuju       | 5 | 41  | 205  |
| 2         |                                   | Setuju              | 4 | 46  | 184  |
| 3         |                                   | Netral              | 3 | 13  | 39   |
| 4         |                                   | Tidak Setuju        | 2 | 0   | 0    |
| 5         |                                   | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |                                   |                     |   | 100 | 428  |
| RATA-RATA |                                   |                     |   |     | 4,28 |
| No.       | Variabel/Indikator/Pernyataa<br>n | Jawaban             | X | F   | F.X  |
| 1         | Keputusan Pembelian               | Sangat Setuju       | 5 | 51  | 255  |
| 2         |                                   | Setuju              | 4 | 36  | 144  |
| 3         |                                   | Netral              | 3 | 13  | 39   |
| 4         |                                   | Tidak Setuju        | 2 | 0   | 0    |
| 5         |                                   | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |                                   |                     |   | 100 | 438  |
| RATA-RATA |                                   |                     |   |     | 4,38 |
| No.       | Variabel/Indikator/Pernyataa<br>n | Jawaban             | X | F   | F.X  |
| 1         | Keputusan Pembelian               | Sangat Setuju       | 5 | 48  | 240  |
| 2         |                                   | Setuju              | 4 | 41  | 164  |
| 3         |                                   | Netral              | 3 | 11  | 33   |
| 4         |                                   | Tidak Setuju        | 2 | 0   | 0    |
| 5         |                                   | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |                                   |                     |   | 100 | 437  |
| RATA-RATA |                                   |                     |   |     | 4,37 |

| No<br>.   | Variabel/Indikator/Pernyataan | Jawaban             | X | F   | F.X  |
|-----------|-------------------------------|---------------------|---|-----|------|
| 1         | Keputusan Pembelian           | Sangat Setuju       | 5 | 39  | 195  |
| 2         |                               | Setuju              | 4 | 49  | 196  |
| 3         |                               | Netral              | 3 | 12  | 36   |
| 4         |                               | Tidak Setuju        | 2 | 0   | 0    |
| 5         |                               | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |                               |                     |   | 100 | 427  |
| RATA-RATA |                               |                     |   |     | 4,27 |

| No.       | Variabel/Indikator/Pernyataan | Jawaban             | X | F   | F.X  |
|-----------|-------------------------------|---------------------|---|-----|------|
| 1         | Keputusan Pembelian           | Sangat Setuju       | 5 | 44  | 220  |
| 2         |                               | Setuju              | 4 | 41  | 164  |
| 3         |                               | Netral              | 3 | 15  | 45   |
| 4         |                               | Tidak Setuju        | 2 | 0   | 0    |
| 5         |                               | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |                               |                     |   | 100 | 429  |
| RATA-RATA |                               |                     |   |     | 4,29 |

| No.       | Variabel/Indikator/Pernyataan | Jawaban             | X | F   | F.X  |
|-----------|-------------------------------|---------------------|---|-----|------|
| 1         | Keputusan Pembelian           | Sangat Setuju       | 5 | 52  | 260  |
| 2         |                               | Setuju              | 4 | 39  | 156  |
| 3         |                               | Netral              | 3 | 9   | 27   |
| 4         |                               | Tidak Setuju        | 2 | 0   | 0    |
| 5         |                               | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |                               |                     |   | 100 | 443  |
| RATA-RATA |                               |                     |   |     | 4,43 |

| No.       | Variabel/Indikator/Pernyataan | Jawaban             | X | F   | F.X  |
|-----------|-------------------------------|---------------------|---|-----|------|
| 1         | Keputusan Pembelian           | Sangat Setuju       | 5 | 45  | 225  |
| 2         |                               | Setuju              | 4 | 41  | 164  |
| 3         |                               | Netral              | 3 | 14  | 42   |
| 4         |                               | Tidak Setuju        | 2 | 0   | 0    |
| 5         |                               | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |                               |                     |   | 100 | 431  |
| RATA-RATA |                               |                     |   |     | 4,31 |

| No.       | Variabel/Indikator/Pernyataan | Jawaban             | X | F   | F.X  |
|-----------|-------------------------------|---------------------|---|-----|------|
| 1         | Keputusan Pembelian           | Sangat Setuju       | 5 | 47  | 235  |
| 2         |                               | Setuju              | 4 | 42  | 168  |
| 3         |                               | Netral              | 3 | 11  | 33   |
| 4         |                               | Tidak Setuju        | 2 | 0   | 0    |
| 5         |                               | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |                               |                     |   | 100 | 436  |
| RATA-RATA |                               |                     |   |     | 4,36 |
| No        | Variabel/Indikator/Pernyataan | Jawaban             | X | F   | F.X  |
| 1         | Keputusan Pembelian           | Sangat Setuju       | 5 | 42  | 210  |
| 2         |                               | Setuju              | 4 | 48  | 192  |
| 3         |                               | Netral              | 3 | 10  | 30   |
| 4         |                               | Tidak Setuju        | 2 | 0   | 0    |
| 5         |                               | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |                               |                     |   | 100 | 432  |
| RATA-RATA |                               |                     |   |     | 4,32 |

| No.       | Variabel/Indikator/Pernyataan | Jawaban             | X | F   | F.X  |
|-----------|-------------------------------|---------------------|---|-----|------|
| 1         | Keputusan Pembelian           | Sangat Setuju       | 5 | 36  | 180  |
| 2         |                               | Setuju              | 4 | 29  | 116  |
| 3         |                               | Netral              | 3 | 35  | 105  |
| 4         |                               | Tidak Setuju        | 2 | 0   | 0    |
| 5         |                               | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |                               |                     |   | 100 | 401  |
| RATA-RATA |                               |                     |   |     | 4,01 |

| No.       | Variabel/Indikator/Pernyataan | Jawaban             | X | F   | F.X  |
|-----------|-------------------------------|---------------------|---|-----|------|
| 1         | Keputusan Pembelian           | Sangat Setuju       | 5 | 37  | 185  |
| 2         |                               | Setuju              | 4 | 30  | 120  |
| 3         |                               | Netral              | 3 | 33  | 99   |
| 4         |                               | Tidak Setuju        | 2 | 0   | 0    |
| 5         |                               | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |                               |                     |   | 100 | 404  |
| RATA-RATA |                               |                     |   |     | 4,04 |

| No.       | Variabel/Indikator/Pernyataan | Jawaban             | X | F   | F.X  |
|-----------|-------------------------------|---------------------|---|-----|------|
| 1         | Keputusan Pembelian           | Sangat Setuju       | 5 | 39  | 195  |
| 2         |                               | Setuju              | 4 | 27  | 108  |
| 3         |                               | Netral              | 3 | 34  | 102  |
| 4         |                               | Tidak Setuju        | 2 | 0   | 0    |
| 5         |                               | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |                               |                     |   | 100 | 405  |
| RATA-RATA |                               |                     |   |     | 4,05 |
| No.       | Variabel/Indikator/Pernyataan | Jawaban             | X | F   | F.X  |
| 1         | Keputusan Pembelian           | Sangat Setuju       | 5 | 36  | 180  |
| 2         |                               | Setuju              | 4 | 39  | 156  |
| 3         |                               | Netral              | 3 | 25  | 75   |
| 4         |                               | Tidak Setuju        | 2 | 0   | 0    |
| 5         |                               | Sangat Tidak Setuju | 1 | 0   | 0    |
| TOTAL     |                               |                     |   | 100 | 411  |
| RATA-RATA |                               |                     |   |     | 4,11 |

## Lampiran 7 Hasil Output SPSS Uji Keabsahan Data

### Brand Image

#### Correlations

|     |                 | BI1   | BI2   | BI3   | BI4   | BI5   | BI6   | BI7   | BI8    | BI9   | BI10  | BI11   | BI12  | BI13  | BI14  | BI15  | TOTAL  |
|-----|-----------------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|--------|-------|-------|-------|-------|--------|
|     |                 |       |       |       |       |       |       |       |        |       |       |        |       |       |       |       | L      |
| BI1 | Pearson         | 1     | .157  | .330* | .285* | .103  | .236* | .143  | .160   | .201* | .139  | .160   | .224* | .311* | .226* | .226* | .452** |
|     | Correlation     |       |       | *     | *     |       |       |       |        |       |       |        | *     |       |       |       |        |
|     | Sig. (2-tailed) |       | .118  | .001  | .004  | .306  | .018  | .155  | .111   | .044  | .169  | .111   | .025  | .002  | .024  | .024  | .000   |
| BI2 | Pearson         | .157  | 1     | .126  | .351* | .223* | .492* | .253* | .406** | .373* | .210* | .406** | .350* | .316* | .322* | .393* | .648** |
|     | Correlation     |       |       |       | *     | *     | *     | *     | *      | *     | *     | *      | *     | *     | *     | *     | *      |
|     | Sig. (2-tailed) | .118  |       | .211  | .000  | .026  | .000  | .011  | .000   | .000  | .036  | .000   | .000  | .001  | .001  | .000  | .000   |
| BI3 | Pearson         | .330* | .126  | 1     | .161  | .378* | .146  | .359* | .133   | .309* | .381* | .133   | .268* | -.017 | .443* | .226* | .519** |
|     | Correlation     | *     |       |       |       | *     |       | *     |        | *     | *     |        | *     |       | *     | *     | *      |
|     | Sig. (2-tailed) | .001  | .211  |       | .109  | .000  | .146  | .000  | .189   | .002  | .000  | .189   | .007  | .869  | .000  | .024  | .000   |
| BI4 | Pearson         | .285* | .351* | .161  | 1     | .099  | .526* | .088  | .418** | .142  | .083  | .418** | .111  | .272* | .212* | .292* | .526** |
|     | Correlation     | *     | *     |       |       |       | *     |       | *      |       |       | *      | *     | *     | *     | *     | *      |
|     | Sig. (2-tailed) | .004  | .000  | .109  |       | .328  | .000  | .386  | .000   | .158  | .409  | .000   | .270  | .006  | .034  | .003  | .000   |
| BI5 | Pearson         | .103  | .223* | .378* | .099  | 1     | .142  | .397* | .155   | .445* | .405* | .155   | .418* | -.001 | .369* | .158  | .535** |
|     | Correlation     |       | *     | *     |       |       |       | *     | *      | *     | *     |        | *     | *     | *     |       | *      |
|     | Sig. (2-tailed) | .306  | .026  | .000  | .328  |       | .157  | .000  | .124   | .000  | .000  | .124   | .000  | .993  | .000  | .115  | .000   |
| BI6 | Pearson         | .236* | .492* | .146  | .526* | .142  | 1     | .036  | .306** | .225* | -.019 | .306** | .189  | .316* | .124  | .239* | .513** |
|     | Correlation     | *     | *     | *     | *     |       |       |       | *      | *     |       | *      | *     | *     |       | *     | *      |
|     | Sig. (2-tailed) | .018  | .000  | .146  | .000  | .157  |       | .725  | .002   | .025  | .848  | .002   | .060  | .001  | .219  | .016  | .000   |
| BI7 | Pearson         | .143  | .253* | .359* | .088  | .397* | .036  | 1     | .016   | .481* | .916* | .016   | .481* | .165  | .491* | .212* | .605** |
|     | Correlation     |       | *     | *     |       | *     |       |       |        | *     | *     |        | *     | *     | *     | *     | *      |
|     | Sig. (2-tailed) | .155  | .011  | .000  | .386  | .000  | .725  |       | .874   | .000  | .000  | .874   | .000  | .101  | .000  | .034  | .000   |
| BI8 | Pearson         | .160  | .406* | .133  | .418* | .155  | .306* | .016  | 1      | .016  | .008  | 1.000* | -.011 | .378* | .185  | .402* | .550** |
|     | Correlation     |       | *     |       | *     |       | *     |       |        |       |       | *      | *     | *     |       | *     | *      |
|     | Sig. (2-tailed) | .111  | .000  | .189  | .000  | .124  | .002  | .874  |        | .874  | .939  | .000   | .917  | .000  | .065  | .000  | .000   |

|              |                            |       |       |       |       |       |       |       |        |       |       |        |       |       |       |       |        |
|--------------|----------------------------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|--------|-------|-------|-------|-------|--------|
|              | <i>N</i>                   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    | 100   | 100   | 100    | 100   | 100   | 100   | 100   | 100    |
| <i>BI9</i>   | <i>Pearson Correlation</i> | .201* | .373* | .309* | .142  | .445* | .225* | .481* | .016   | 1     | .447* | .016   | .977* | -.018 | .516* | .187  | .632** |
|              | <i>Sig. (2-tailed)</i>     | .044  | .000  | .002  | .158  | .000  | .025  | .000  | .874   |       | .000  | .874   | .000  | .862  | .000  | .062  | .000   |
|              | <i>N</i>                   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    | 100   | 100   | 100    | 100   | 100   | 100   | 100   | 100    |
| <i>BI10</i>  | <i>Pearson Correlation</i> | .139  | .210* | .381* | .083  | .405* | -.019 | .916* | .008   | .447* | 1     | .008   | .444* | .177  | .513* | .215* | .591** |
|              | <i>Sig. (2-tailed)</i>     | .169  | .036  | .000  | .409  | .000  | .848  | .000  | .939   | .000  |       | .939   | .000  | .079  | .000  | .031  | .000   |
|              | <i>N</i>                   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    | 100   | 100   | 100    | 100   | 100   | 100   | 100   | 100    |
| <i>BI11</i>  | <i>Pearson Correlation</i> | .160  | .406* | .133  | .418* | .155  | .306* | .016  | 1.000* | .016  | .008  | 1      | -.011 | .378* | .185  | .402* | .550** |
|              | <i>Sig. (2-tailed)</i>     | .111  | .000  | .189  | .000  | .124  | .002  | .874  | .000   | .874  | .939  |        | .917  | .000  | .065  | .000  | .000   |
|              | <i>N</i>                   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    | 100   | 100   | 100    | 100   | 100   | 100   | 100   | 100    |
| <i>BI12</i>  | <i>Pearson Correlation</i> | .224* | .350* | .268* | .111  | .418* | .189  | .481* | -.011  | .977* | .444* | -.011  | 1     | -.022 | .510* | .171  | .605** |
|              | <i>Sig. (2-tailed)</i>     | .025  | .000  | .007  | .270  | .000  | .060  | .000  | .917   | .000  | .000  | .917   |       | .831  | .000  | .089  | .000   |
|              | <i>N</i>                   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    | 100   | 100   | 100    | 100   | 100   | 100   | 100   | 100    |
| <i>BI13</i>  | <i>Pearson Correlation</i> | .311* | .316* | -.017 | .272* | -.001 | .316* | .165  | .378** | -.018 | .177  | .378** | -.022 | 1     | .039  | .351* | .443** |
|              | <i>Sig. (2-tailed)</i>     | .002  | .001  | .869  | .006  | .993  | .001  | .101  | .000   | .862  | .079  | .000   | .831  |       | .702  | .000  | .000   |
|              | <i>N</i>                   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    | 100   | 100   | 100    | 100   | 100   | 100   | 100   | 100    |
| <i>BI14</i>  | <i>Pearson Correlation</i> | .226* | .322* | .443* | .212* | .369* | .124  | .491* | .185   | .516* | .513* | .185   | .510* | .039  | 1     | .233* | .638** |
|              | <i>Sig. (2-tailed)</i>     | .024  | .001  | .000  | .034  | .000  | .219  | .000  | .065   | .000  | .000  | .065   | .000  | .702  |       | .019  | .000   |
|              | <i>N</i>                   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    | 100   | 100   | 100    | 100   | 100   | 100   | 100   | 100    |
| <i>BI15</i>  | <i>Pearson Correlation</i> | .226* | .393* | .226* | .292* | .158  | .239* | .212* | .402** | .187  | .215* | .402** | .171  | .351* | .233* | 1     | .563** |
|              | <i>Sig. (2-tailed)</i>     | .024  | .000  | .024  | .003  | .115  | .016  | .034  | .000   | .062  | .031  | .000   | .089  | .000  | .019  |       | .000   |
|              | <i>N</i>                   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    | 100   | 100   | 100    | 100   | 100   | 100   | 100   | 100    |
| <i>TOTAL</i> | <i>Pearson Correlation</i> | .452* | .648* | .519* | .526* | .535* | .513* | .605* | .550** | .632* | .591* | .550** | .605* | .443* | .638* | .563* | 1      |
|              | <i>Sig. (2-tailed)</i>     | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000   | .000  | .000  | .000   | .000  | .000  | .000  | .000  |        |
|              | <i>N</i>                   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    | 100   | 100   | 100    | 100   | 100   | 100   | 100   | 100    |

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

\* . Correlation is significant at the 0.05 level (2-tailed).



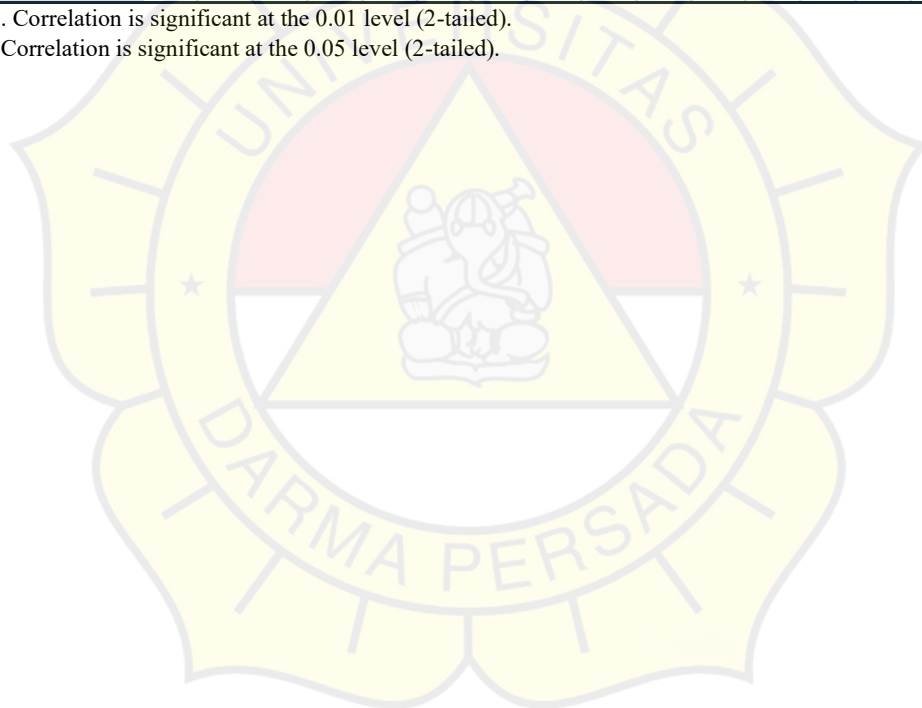




|       |                     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |        |
|-------|---------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| KP14  | Pearson Correlation | .105  | .335* | .094  | .356* | .373* | .490* | .175  | .300* | .183  | .427* | .061  | .297* | .143  | 1     | .126  | .541** |
|       | Sig. (2-tailed)     | .297  | .001  | .354  | .000  | .000  | .000  | .082  | .002  | .069  | .000  | .548  | .003  | .157  |       | .211  | .000   |
|       | N                   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    |
| KP15  | Pearson Correlation | .134  | .233* | .210* | .095  | .023  | .202* | .277* | .139  | .180  | .236* | .303* | .133  | .391* | .126  | 1     | .444** |
|       | Sig. (2-tailed)     | .185  | .020  | .036  | .346  | .823  | .044  | .005  | .169  | .073  | .018  | .002  | .187  | .000  | .211  |       | .000   |
|       | N                   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    |
| TOTAL | Pearson Correlation | .535* | .568* | .480* | .537* | .579* | .611* | .559* | .549* | .572* | .595* | .563* | .560* | .612* | .541* | .444* | 1      |
|       | Sig. (2-tailed)     | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  |        |
|       | N                   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100    |

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

\* . Correlation is significant at the 0.05 level (2-tailed).



**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|----------------------------------------------|------------|
| .841             | .842                                         | 15         |

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|----------------------------------------------|------------|
| .788             | .790                                         | 9          |

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|----------------------------------------------|------------|
| .838             | .838                                         | 15         |

## Lampiran 8 Hasil Output Uji Asumsi Klasik

### Regression

#### Variables Entered/Removed<sup>a</sup>

| Model | Variables Entered                                  | Variables Removed | Method |
|-------|----------------------------------------------------|-------------------|--------|
| 1     | Electronic Word of Mouth, Brand Image <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

#### Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .886 <sup>a</sup> | .786     | .781              | 2.64788                    |

a. Predictors: (Constant), Electronic Word of Mouth, Brand Image

b. Dependent Variable: Keputusan Pembelian

#### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 2493.299       | 2  | 1246.650    | 177.807 | .000 <sup>a</sup> |
|       | Residual   | 680.091        | 97 | 7.011       |         |                   |
|       | Total      | 3173.390       | 99 |             |         |                   |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Electronic Word of Mouth, Brand Image

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

| Model |                          | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|-------|--------------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|       |                          | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1     | (Constant)               | 6.302                       | 3.363      |                           | 1.874  | .064 |                         |       |
|       | Brand Image              | .269                        | .066       | .258                      | 4.072  | .000 | .551                    | 1.816 |
|       | Electronic Word of Mouth | 1.059                       | .097       | .693                      | 10.933 | .000 | .551                    | 1.816 |

a. Dependent Variable: Keputusan Pembelian

### Collinearity Diagnostics<sup>a</sup>

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |             |                          |
|-------|-----------|------------|-----------------|----------------------|-------------|--------------------------|
|       |           |            |                 | (Constant)           | Brand Image | Electronic Word of Mouth |
| 1     | 1         | 2.993      | 1.000           | .00                  | .00         | .00                      |
|       | 2         | .005       | 25.694          | .82                  | .02         | .41                      |
|       | 3         | .002       | 35.434          | .18                  | .98         | .59                      |

a. Dependent Variable: Keputusan Pembelian

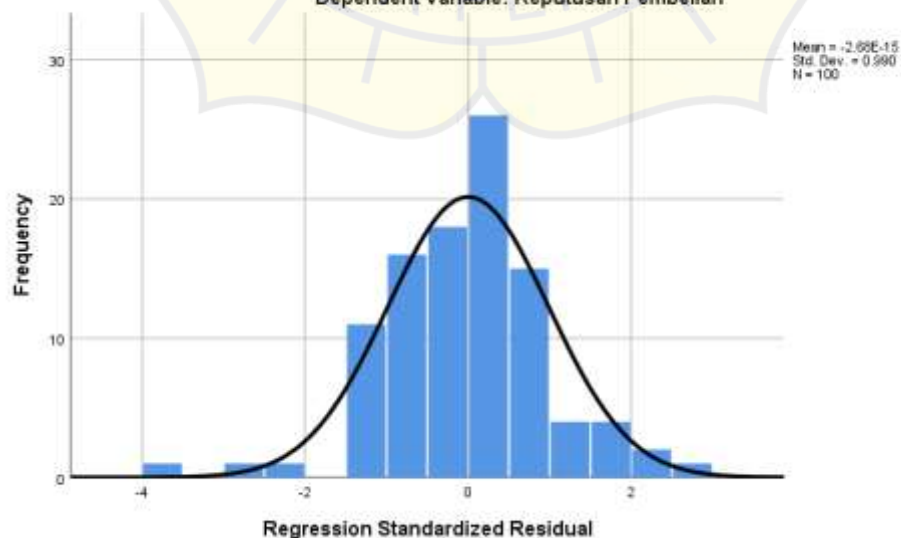
### Residuals Statistics<sup>a</sup>

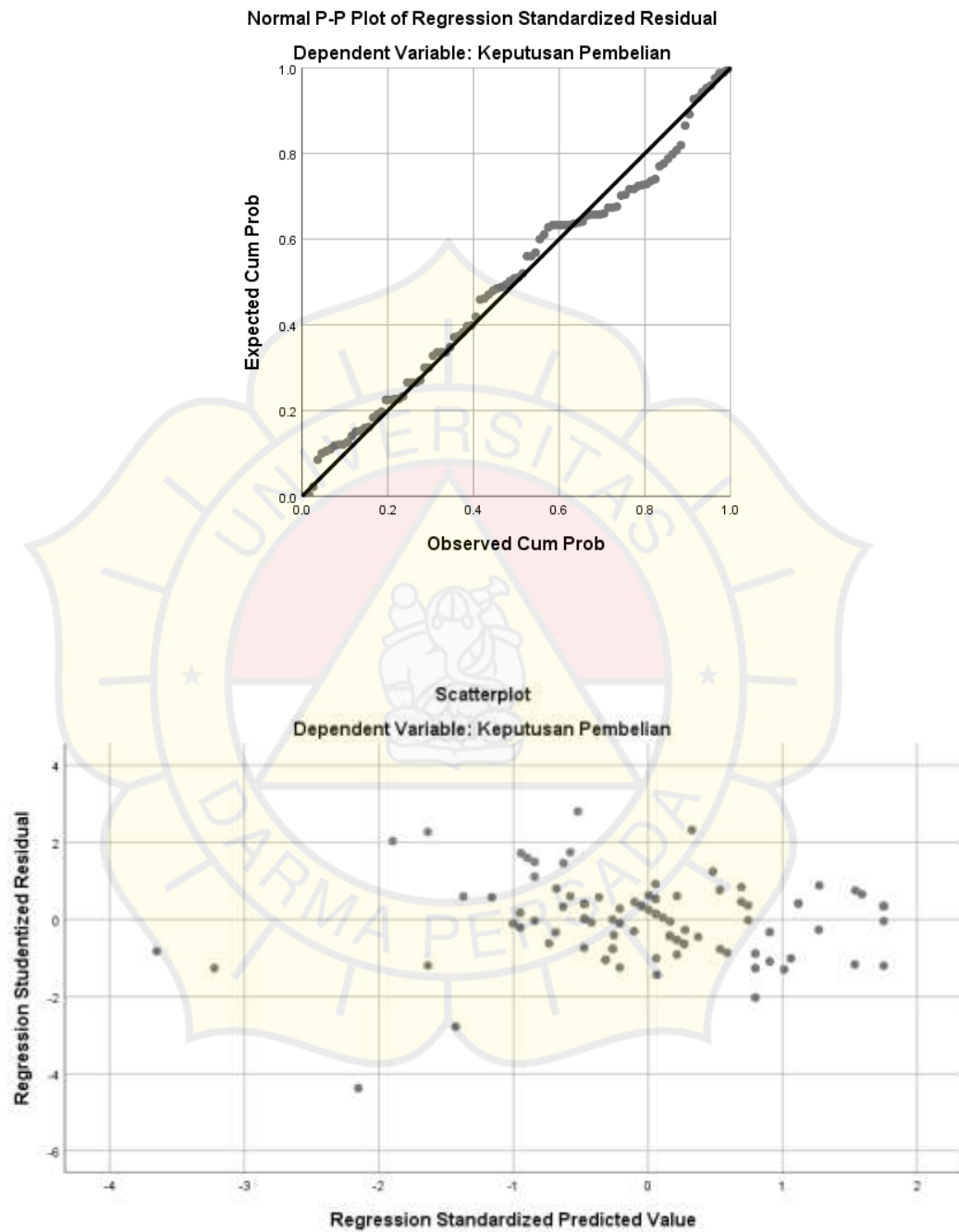
|                                   | Minimum   | Maximum | Mean    | Std. Deviation | N   |
|-----------------------------------|-----------|---------|---------|----------------|-----|
| Predicted Value                   | 46.9816   | 74.1010 | 65.3100 | 5.01845        | 100 |
| Std. Predicted Value              | -3.652    | 1.752   | .000    | 1.000          | 100 |
| Standard Error of Predicted Value | .266      | 1.511   | .423    | .177           | 100 |
| Adjusted Predicted Value          | 47.3913   | 74.2367 | 65.3615 | 4.92135        | 100 |
| Residual                          | -9.50867  | 7.30812 | .00000  | 2.62099        | 100 |
| Std. Residual                     | -3.591    | 2.760   | .000    | .990           | 100 |
| Stud. Residual                    | -4.373    | 2.801   | -.009   | 1.036          | 100 |
| Deleted Residual                  | -14.09901 | 7.52856 | -.05153 | 2.89718        | 100 |
| Stud. Deleted Residual            | -4.855    | 2.907   | -.012   | 1.067          | 100 |
| Mahal. Distance                   | .009      | 31.242  | 1.980   | 3.707          | 100 |
| Cook's Distance                   | .000      | 3.077   | .041    | .307           | 100 |
| Centered Leverage Value           | .000      | .316    | .020    | .037           | 100 |

a. Dependent Variable: Keputusan Pembelian

### Histogram

Dependent Variable: Keputusan Pembelian





## NPAR TESTS

```

/K-S (NORMAL)=RES_1
/MISSING ANALYSIS.

```

**NPar Tests****One-Sample Kolmogorov-Smirnov Test**

|                                  |                | Unstandardiz<br>ed Residual |
|----------------------------------|----------------|-----------------------------|
| N                                |                | 100                         |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                    |
|                                  | Std. Deviation | 2.62099266                  |
| Most Extreme Differences         | Absolute       | .088                        |
|                                  | Positive       | .088                        |
|                                  | Negative       | -.059                       |
| Test Statistic                   |                | .088                        |
| Asymp. Sig. (2-tailed)           |                | .056 <sup>c</sup>           |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

## Lampiran 9 Hasil Output SPSS Uji Regresi Linear Berganda dan Sederhana

### Regresi Linear Berganda

#### Descriptive Statistics

|                          | Mean    | Std. Deviation | N   |
|--------------------------|---------|----------------|-----|
| Keputusan Pembelian      | 65.3100 | 5.66166        | 100 |
| Brand Image              | 66.2800 | 5.43293        | 100 |
| Electronic Word of Mouth | 38.9100 | 3.70393        | 100 |

#### Correlations

|                     |                          | Keputusan Pembelian | Brand Image | Electronic Word of Mouth |
|---------------------|--------------------------|---------------------|-------------|--------------------------|
| Pearson Correlation | Keputusan Pembelian      | 1.000               | .722        | .865                     |
|                     | Brand Image              | .722                | 1.000       | .670                     |
|                     | Electronic Word of Mouth | .865                | .670        | 1.000                    |
| Sig. (1-tailed)     | Keputusan Pembelian      | .                   | .000        | .000                     |
|                     | Brand Image              | .000                | .           | .000                     |
|                     | Electronic Word of Mouth | .000                | .000        | .                        |
| N                   | Keputusan Pembelian      | 100                 | 100         | 100                      |
|                     | Brand Image              | 100                 | 100         | 100                      |
|                     | Electronic Word of Mouth | 100                 | 100         | 100                      |

#### Variables Entered/Removed<sup>a</sup>

| Model | Variables Entered                                  | Variables Removed | Method |
|-------|----------------------------------------------------|-------------------|--------|
| 1     | Electronic Word of Mouth, Brand Image <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

#### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics |     |     | Sig. F Change |
|-------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|
|       |                   |          |                   |                            |                 | F Change          | df1 | df2 |               |
| 1     | .885 <sup>a</sup> | .786     | .781              | 2.64788                    | .786            | 177.907           | 2   | 97  | .000          |

a. Predictors: (Constant), Electronic Word of Mouth, Brand Image

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 2493.299       | 2  | 1246.650    | 177.807 | .000 <sup>b</sup> |
|       | Residual   | 680.091        | 97 | 7.011       |         |                   |
|       | Total      | 3173.390       | 99 |             |         |                   |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Electronic Word of Mouth, Brand Image

**Coefficients<sup>a</sup>**

| Model |                          | Unstandardized Coefficients<br>B | Std. Error | Standardized Coefficients<br>Beta | t      | Sig. | Collinearity Statistics<br>Tolerance | VIF   |
|-------|--------------------------|----------------------------------|------------|-----------------------------------|--------|------|--------------------------------------|-------|
| 1     | (Constant)               | 6.302                            | 3.363      |                                   | 1.874  | .064 |                                      |       |
|       | Brand Image              | .269                             | .066       | .258                              | 4.072  | .000 | .551                                 | 1.816 |
|       | Electronic Word of Mouth | 1.059                            | .097       | .693                              | 10.933 | .000 | .551                                 | 1.816 |

a. Dependent Variable: Keputusan Pembelian

**Collinearity Diagnostics<sup>a</sup>**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |             |                          |
|-------|-----------|------------|-----------------|----------------------|-------------|--------------------------|
|       |           |            |                 | (Constant)           | Brand Image | Electronic Word of Mouth |
| 1     | 1         | 2.993      | 1.000           | .00                  | .00         | .00                      |
|       | 2         | .005       | 25.694          | .82                  | .02         | .41                      |
|       | 3         | .002       | 35.434          | .18                  | .98         | .59                      |

a. Dependent Variable: Keputusan Pembelian

**REGRESSION**

```

/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y
/METHOD=ENTER XL.

```

## Regresi Linear Sederhana *Brand Image* ( $X_1$ ) terhadap Keputusan Pembelian

### Regression

#### Descriptive Statistics

|                     | Mean    | Std. Deviation | N   |
|---------------------|---------|----------------|-----|
| Keputusan Pembelian | 65.3100 | 5.66166        | 100 |
| Brand Image         | 66.2800 | 5.43293        | 100 |

#### Correlations

|                     |                     | Keputusan Pembelian | Brand Image |
|---------------------|---------------------|---------------------|-------------|
| Pearson Correlation | Keputusan Pembelian | 1.000               | .722        |
|                     | Brand Image         | .722                | 1.000       |
| Sig. (1-tailed)     | Keputusan Pembelian | .                   | .000        |
|                     | Brand Image         | .000                | .           |
| N                   | Keputusan Pembelian | 100                 | 100         |
|                     | Brand Image         | 100                 | 100         |

#### Variables Entered/Removed<sup>a</sup>

| Model | Variables Entered        | Variables Removed | Method |
|-------|--------------------------|-------------------|--------|
| 1     | Brand Image <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

#### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics |     |     | Sig. F Change |
|-------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|
|       |                   |          |                   |                            |                 | F Change          | df1 | df2 |               |
| 1     | .722 <sup>a</sup> | .522     | .517              | 3.93584                    | .522            | 106.856           | 1   | 98  | .000          |

a. Predictors: (Constant), Brand Image

#### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 1655.285       | 1  | 1655.285    | 106.856 | .000 <sup>b</sup> |
|       | Residual   | 1518.105       | 98 | 15.491      |         |                   |
|       | Total      | 3173.390       | 99 |             |         |                   |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Image

**Coefficients<sup>a</sup>**

| Model |             | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|-------|-------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|       |             | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1     | (Constant)  | 15.425                      | 4.842      |                           | 3.186  | .002 |                         |       |
|       | Brand Image | .753                        | .073       | .722                      | 10.337 | .000 | 1.000                   | 1.000 |

a. Dependent Variable: Keputusan Pembelian

**Collinearity Diagnostics<sup>a</sup>**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |             |
|-------|-----------|------------|-----------------|----------------------|-------------|
|       |           |            |                 | (Constant)           | Brand Image |
| 1     | 1         | 1.997      | 1.000           | .00                  | .00         |
|       | 2         | .003       | 24.563          | 1.00                 | 1.00        |

a. Dependent Variable: Keputusan Pembelian

**REGRESSION**

```

/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y
/METHOD=ENTER X2.

```

**Regresi Linear Sederhana *Electronic Word Of Mouth* (X<sub>2</sub>) terhadap Keputusan Pembelian**

**Regression****Descriptive Statistics**

|                          | Mean    | Std. Deviation | N   |
|--------------------------|---------|----------------|-----|
| Keputusan Pembelian      | 65.3100 | 5.66166        | 100 |
| Electronic Word of Mouth | 38.9100 | 3.70393        | 100 |

**Correlations**

|                     |                          | Keputusan Pembelian | Electronic Word of Mouth |
|---------------------|--------------------------|---------------------|--------------------------|
| Pearson Correlation | Keputusan Pembelian      | 1.000               | .865                     |
|                     | Electronic Word of Mouth | .865                | 1.000                    |
| Sig. (1-tailed)     | Keputusan Pembelian      | .                   | .000                     |
|                     | Electronic Word of Mouth | .000                | .                        |
| N                   | Keputusan Pembelian      | 100                 | 100                      |
|                     | Electronic Word of Mouth | 100                 | 100                      |

**Variables Entered/Removed<sup>a</sup>**

| Model | Variables Entered                     | Variables Removed | Method |
|-------|---------------------------------------|-------------------|--------|
| 1     | Electronic Word of Mouth <sup>b</sup> |                   | Enter  |

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics |     |     | Sig. F Change |
|-------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|
|       |                   |          |                   |                            |                 | F Change          | df1 | df2 |               |
| 1     | .865 <sup>a</sup> | .749     | .746              | 2.85064                    | .749            | 292.516           | 1   | 98  | .000          |

a. Predictors: (Constant), Electronic Word of Mouth

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 2377.027       | 1  | 2377.027    | 292.516 | .000 <sup>b</sup> |
|       | Residual   | 796.363        | 98 | 8.126       |         |                   |
|       | Total      | 3173.390       | 99 |             |         |                   |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Electronic Word of Mouth

**Coefficients<sup>a</sup>**

| Model |                          | Unstandardized Coefficients |            | Standardized Coefficients |  | t      | Sig. | Collinearity Statistics |       |
|-------|--------------------------|-----------------------------|------------|---------------------------|--|--------|------|-------------------------|-------|
|       |                          | B                           | Std. Error | Beta                      |  |        |      | Tolerance               | VIF   |
| 1     | (Constant)               | 13.835                      | 3.023      |                           |  | 4.576  | .000 |                         |       |
|       | Electronic Word of Mouth | 1.323                       | .077       | .865                      |  | 17.103 | .000 | 1.000                   | 1.000 |

a. Dependent Variable: Keputusan Pembelian

**Collinearity Diagnostics<sup>a</sup>**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |                          |
|-------|-----------|------------|-----------------|----------------------|--------------------------|
|       |           |            |                 | (Constant)           | Electronic Word of Mouth |
| 1     | 1         | 1.996      | 1.000           | .00                  | .00                      |
|       | 2         | .004       | 21.163          | 1.00                 | 1.00                     |

a. Dependent Variable: Keputusan Pembelian

## Regression

### Variables Entered/Removed<sup>a</sup>

| Model | Variables Entered                                  | Variables Removed | Method |
|-------|----------------------------------------------------|-------------------|--------|
| 1     | Electronic Word of Mouth, Brand Image <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

### Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .886 <sup>a</sup> | .786     | .781              | 2.64788                    |

a. Predictors: (Constant), Electronic Word of Mouth, Brand Image

b. Dependent Variable: Keputusan Pembelian

### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 2493.299       | 2  | 1246.650    | 177.807 | .000 <sup>b</sup> |
|       | Residual   | 680.091        | 97 | 7.011       |         |                   |
|       | Total      | 3173.390       | 99 |             |         |                   |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Electronic Word of Mouth, Brand Image

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

| Model |                          | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|-------|--------------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|       |                          | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1     | (Constant)               | 6.302                       | 3.363      |                           | 1.874  | .064 |                         |       |
|       | Brand Image              | .269                        | .066       | .258                      | 4.072  | .000 | .551                    | 1.816 |
|       | Electronic Word of Mouth | 1.059                       | .097       | .693                      | 10.933 | .000 | .551                    | 1.816 |

a. Dependent Variable: Keputusan Pembelian

**Collinearity Diagnostics<sup>a</sup>**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |             |                          |
|-------|-----------|------------|-----------------|----------------------|-------------|--------------------------|
|       |           |            |                 | (Constant)           | Brand Image | Electronic Word of Mouth |
| 1     | 1         | 2.993      | 1.000           | .00                  | .00         | .00                      |
|       | 2         | .005       | 25.694          | .82                  | .02         | .41                      |
|       | 3         | .002       | 35.434          | .18                  | .98         | .59                      |

a. Dependent Variable: Keputusan Pembelian

**Residuals Statistics<sup>a</sup>**

|                                   | Minimum   | Maximum | Mean    | Std. Deviation | N   |
|-----------------------------------|-----------|---------|---------|----------------|-----|
| Predicted Value                   | 46.9816   | 74.1010 | 65.3100 | 5.01845        | 100 |
| Std. Predicted Value              | -3.652    | 1.752   | .000    | 1.000          | 100 |
| Standard Error of Predicted Value | .266      | 1.511   | .423    | .177           | 100 |
| Adjusted Predicted Value          | 47.3913   | 74.2367 | 65.3615 | 4.92135        | 100 |
| Residual                          | -9.50867  | 7.30812 | .00000  | 2.62099        | 100 |
| Std. Residual                     | -3.591    | 2.760   | .000    | .990           | 100 |
| Stud. Residual                    | -4.373    | 2.801   | -.009   | 1.036          | 100 |
| Deleted Residual                  | -14.09901 | 7.52856 | -.05153 | 2.89718        | 100 |
| Stud. Deleted Residual            | -4.855    | 2.907   | -.012   | 1.067          | 100 |
| Mahal. Distance                   | .009      | 31.242  | 1.980   | 3.707          | 100 |
| Cook's Distance                   | .000      | 3.077   | .041    | .307           | 100 |
| Centered Leverage Value           | .000      | .316    | .020    | .037           | 100 |

a. Dependent Variable: Keputusan Pembelian

Lampiran 10 Tabel R

| df = (N-2) | Tingkat signifikansi untuk uji satu arah |        |        |        |        |
|------------|------------------------------------------|--------|--------|--------|--------|
|            | 0.05                                     | 0.025  | 0.01   | 0.005  | 0.0005 |
|            | Tingkat signifikansi untuk uji dua arah  |        |        |        |        |
|            | 0.1                                      | 0.05   | 0.02   | 0.01   | 0.001  |
| 51         | 0.2284                                   | 0.2706 | 0.3188 | 0.3509 | 0.4393 |
| 52         | 0.2262                                   | 0.2681 | 0.3158 | 0.3477 | 0.4354 |
| 53         | 0.2241                                   | 0.2656 | 0.3129 | 0.3445 | 0.4317 |
| 54         | 0.2221                                   | 0.2632 | 0.3102 | 0.3415 | 0.4280 |
| 55         | 0.2201                                   | 0.2609 | 0.3074 | 0.3385 | 0.4244 |
| 56         | 0.2181                                   | 0.2586 | 0.3048 | 0.3357 | 0.4210 |
| 57         | 0.2162                                   | 0.2564 | 0.3022 | 0.3328 | 0.4176 |
| 58         | 0.2144                                   | 0.2542 | 0.2997 | 0.3301 | 0.4143 |
| 59         | 0.2126                                   | 0.2521 | 0.2972 | 0.3274 | 0.4110 |
| 60         | 0.2108                                   | 0.2500 | 0.2948 | 0.3248 | 0.4079 |
| 61         | 0.2091                                   | 0.2480 | 0.2925 | 0.3223 | 0.4048 |
| 62         | 0.2075                                   | 0.2461 | 0.2902 | 0.3198 | 0.4018 |
| 63         | 0.2058                                   | 0.2441 | 0.2880 | 0.3173 | 0.3988 |
| 64         | 0.2042                                   | 0.2423 | 0.2858 | 0.3150 | 0.3959 |
| 65         | 0.2027                                   | 0.2404 | 0.2837 | 0.3126 | 0.3931 |
| 66         | 0.2012                                   | 0.2387 | 0.2816 | 0.3104 | 0.3903 |
| 67         | 0.1997                                   | 0.2369 | 0.2796 | 0.3081 | 0.3876 |
| 68         | 0.1982                                   | 0.2352 | 0.2776 | 0.3060 | 0.3850 |
| 69         | 0.1968                                   | 0.2335 | 0.2756 | 0.3038 | 0.3823 |
| 70         | 0.1954                                   | 0.2319 | 0.2737 | 0.3017 | 0.3798 |
| 71         | 0.1940                                   | 0.2303 | 0.2718 | 0.2997 | 0.3773 |
| 72         | 0.1927                                   | 0.2287 | 0.2700 | 0.2977 | 0.3748 |
| 73         | 0.1914                                   | 0.2272 | 0.2682 | 0.2957 | 0.3724 |
| 74         | 0.1901                                   | 0.2257 | 0.2664 | 0.2938 | 0.3701 |
| 75         | 0.1888                                   | 0.2242 | 0.2647 | 0.2919 | 0.3678 |
| 76         | 0.1876                                   | 0.2227 | 0.2630 | 0.2900 | 0.3655 |
| 77         | 0.1864                                   | 0.2213 | 0.2613 | 0.2882 | 0.3633 |
| 78         | 0.1852                                   | 0.2199 | 0.2597 | 0.2864 | 0.3611 |
| 79         | 0.1841                                   | 0.2185 | 0.2581 | 0.2847 | 0.3589 |
| 80         | 0.1829                                   | 0.2172 | 0.2565 | 0.2830 | 0.3568 |
| 81         | 0.1818                                   | 0.2159 | 0.2550 | 0.2813 | 0.3547 |

|     |        |        |        |        |        |
|-----|--------|--------|--------|--------|--------|
| 82  | 0.1807 | 0.2146 | 0.2535 | 0.2796 | 0.3527 |
| 83  | 0.1796 | 0.2133 | 0.2520 | 0.2780 | 0.3507 |
| 84  | 0.1786 | 0.2120 | 0.2505 | 0.2764 | 0.3487 |
| 85  | 0.1775 | 0.2108 | 0.2491 | 0.2748 | 0.3468 |
| 86  | 0.1765 | 0.2096 | 0.2477 | 0.2732 | 0.3449 |
| 87  | 0.1755 | 0.2084 | 0.2463 | 0.2717 | 0.3430 |
| 88  | 0.1745 | 0.2072 | 0.2449 | 0.2702 | 0.3412 |
| 89  | 0.1735 | 0.2061 | 0.2435 | 0.2687 | 0.3393 |
| 90  | 0.1726 | 0.2050 | 0.2422 | 0.2673 | 0.3375 |
| 91  | 0.1716 | 0.2039 | 0.2409 | 0.2659 | 0.3358 |
| 92  | 0.1707 | 0.2028 | 0.2396 | 0.2645 | 0.3341 |
| 93  | 0.1698 | 0.2017 | 0.2384 | 0.2631 | 0.3323 |
| 94  | 0.1689 | 0.2006 | 0.2371 | 0.2617 | 0.3307 |
| 95  | 0.1680 | 0.1996 | 0.2359 | 0.2604 | 0.3290 |
| 96  | 0.1671 | 0.1986 | 0.2347 | 0.2591 | 0.3274 |
| 97  | 0.1663 | 0.1975 | 0.2335 | 0.2578 | 0.3258 |
| 98  | 0.1654 | 0.1966 | 0.2324 | 0.2565 | 0.3242 |
| 99  | 0.1646 | 0.1956 | 0.2312 | 0.2552 | 0.3226 |
| 100 | 0.1638 | 0.1946 | 0.2301 | 0.2540 | 0.3211 |

Lampiran 11 Tabel F

| df untuk penyebut (N2) | df untuk pembilang (N1) |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------------------------|-------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                        | 1                       | 2    | 3    | 4    | 5    | 6    | 7    | 8    | 9    | 10   | 11   | 12   | 13   | 14   | 15   |
| 91                     | 3.95                    | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |
| 92                     | 3.94                    | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |
| 93                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |
| 94                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.83 | 1.80 | 1.77 |
| 95                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.82 | 1.80 | 1.77 |
| 96                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| 97                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| 98                     | 3.94                    | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 99                     | 3.94                    | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 100                    | 3.94                    | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 101                    | 3.94                    | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 | 1.88 | 1.85 | 1.82 | 1.79 | 1.77 |
| 102                    | 3.93                    | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.77 |
| 103                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.76 |
| 104                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.76 |
| 105                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.81 | 1.79 | 1.76 |
| 106                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.79 | 1.76 |
| 107                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.79 | 1.76 |

|     |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 108 | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 109 | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 110 | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 111 | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 112 | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 113 | 3.93 | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 | 1.87 | 1.84 | 1.81 | 1.78 | 1.76 |
| 114 | 3.92 | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 115 | 3.92 | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 116 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 117 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.80 | 1.78 | 1.75 |
| 118 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.80 | 1.78 | 1.75 |
| 119 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.78 | 1.75 |
| 120 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.78 | 1.75 |
| 121 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 122 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 123 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 124 | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 125 | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 126 | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 127 | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.86 | 1.83 | 1.80 | 1.77 | 1.75 |
| 128 | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.86 | 1.83 | 1.80 | 1.77 | 1.75 |
| 129 | 3.91 | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| 130 | 3.91 | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| 131 | 3.91 | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| 132 | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.79 | 1.77 | 1.74 |

### Lampiran 12 Tabel t

#### Titik Persentase Distribusi t (df = 81 –120)

| Pr | 0.25    | 0.10    | 0.05    | 0.025   | 0.01    | 0.005   | 0.001   |
|----|---------|---------|---------|---------|---------|---------|---------|
| df | 0.50    | 0.20    | 0.10    | 0.050   | 0.02    | 0.010   | 0.002   |
| 81 | 0.67753 | 1.29209 | 1.66388 | 1.98969 | 2.37327 | 2.63790 | 3.19392 |
| 82 | 0.67749 | 1.29196 | 1.66365 | 1.98932 | 2.37269 | 2.63712 | 3.19262 |
| 83 | 0.67746 | 1.29183 | 1.66342 | 1.98896 | 2.37212 | 2.63637 | 3.19135 |
| 84 | 0.67742 | 1.29171 | 1.66320 | 1.98861 | 2.37156 | 2.63563 | 3.19011 |
| 85 | 0.67739 | 1.29159 | 1.66298 | 1.98827 | 2.37102 | 2.63491 | 3.18890 |
| 86 | 0.67735 | 1.29147 | 1.66277 | 1.98793 | 2.37049 | 2.63421 | 3.18772 |
| 87 | 0.67732 | 1.29136 | 1.66256 | 1.98761 | 2.36998 | 2.63353 | 3.18657 |
| 88 | 0.67729 | 1.29125 | 1.66235 | 1.98729 | 2.36947 | 2.63286 | 3.18544 |
| 89 | 0.67726 | 1.29114 | 1.66216 | 1.98698 | 2.36898 | 2.63220 | 3.18434 |
| 90 | 0.67723 | 1.29103 | 1.66196 | 1.98667 | 2.36850 | 2.63157 | 3.18327 |
| 91 | 0.67720 | 1.29092 | 1.66177 | 1.98638 | 2.36803 | 2.63094 | 3.18222 |
| 92 | 0.67717 | 1.29082 | 1.66159 | 1.98609 | 2.36757 | 2.63033 | 3.18119 |
| 93 | 0.67714 | 1.29072 | 1.66140 | 1.98580 | 2.36712 | 2.62973 | 3.18019 |
| 94 | 0.67711 | 1.29062 | 1.66123 | 1.98552 | 2.36667 | 2.62915 | 3.17921 |
| 95 | 0.67708 | 1.29053 | 1.66105 | 1.98525 | 2.36624 | 2.62858 | 3.17825 |
| 96 | 0.67705 | 1.29043 | 1.66088 | 1.98498 | 2.36582 | 2.62802 | 3.17731 |
| 97 | 0.67703 | 1.29034 | 1.66071 | 1.98472 | 2.36541 | 2.62747 | 3.17639 |

|     |         |         |         |         |         |         |         |
|-----|---------|---------|---------|---------|---------|---------|---------|
| 98  | 0.67700 | 1.29025 | 1.66055 | 1.98447 | 2.36500 | 2.62693 | 3.17549 |
| 99  | 0.67698 | 1.29016 | 1.66039 | 1.98422 | 2.36461 | 2.62641 | 3.17460 |
| 100 | 0.67695 | 1.29007 | 1.66023 | 1.98397 | 2.36422 | 2.62589 | 3.17374 |
| 101 | 0.67693 | 1.28999 | 1.66008 | 1.98373 | 2.36384 | 2.62539 | 3.17289 |
| 102 | 0.67690 | 1.28991 | 1.65993 | 1.98350 | 2.36346 | 2.62489 | 3.17206 |
| 103 | 0.67688 | 1.28982 | 1.65978 | 1.98326 | 2.36310 | 2.62441 | 3.17125 |
| 104 | 0.67686 | 1.28974 | 1.65964 | 1.98304 | 2.36274 | 2.62393 | 3.17045 |
| 105 | 0.67683 | 1.28967 | 1.65950 | 1.98282 | 2.36239 | 2.62347 | 3.16967 |
| 106 | 0.67681 | 1.28959 | 1.65936 | 1.98260 | 2.36204 | 2.62301 | 3.16890 |
| 107 | 0.67679 | 1.28951 | 1.65922 | 1.98238 | 2.36170 | 2.62256 | 3.16815 |
| 108 | 0.67677 | 1.28944 | 1.65909 | 1.98217 | 2.36137 | 2.62212 | 3.16741 |
| 109 | 0.67675 | 1.28937 | 1.65895 | 1.98197 | 2.36105 | 2.62169 | 3.16669 |
| 110 | 0.67673 | 1.28930 | 1.65882 | 1.98177 | 2.36073 | 2.62126 | 3.16598 |
| 111 | 0.67671 | 1.28922 | 1.65870 | 1.98157 | 2.36041 | 2.62085 | 3.16528 |
| 112 | 0.67669 | 1.28916 | 1.65857 | 1.98137 | 2.36010 | 2.62044 | 3.16460 |
| 113 | 0.67667 | 1.28909 | 1.65845 | 1.98118 | 2.35980 | 2.62004 | 3.16392 |
| 114 | 0.67665 | 1.28902 | 1.65833 | 1.98099 | 2.35950 | 2.61964 | 3.16326 |
| 115 | 0.67663 | 1.28896 | 1.65821 | 1.98081 | 2.35921 | 2.61926 | 3.16262 |
| 116 | 0.67661 | 1.28889 | 1.65810 | 1.98063 | 2.35892 | 2.61888 | 3.16198 |
| 117 | 0.67659 | 1.28883 | 1.65798 | 1.98045 | 2.35864 | 2.61850 | 3.16135 |
| 118 | 0.67657 | 1.28877 | 1.65787 | 1.98027 | 2.35837 | 2.61814 | 3.16074 |
| 119 | 0.67656 | 1.28871 | 1.65776 | 1.98010 | 2.35809 | 2.61778 | 3.16013 |
| 120 | 0.67654 | 1.28865 | 1.65765 | 1.97993 | 2.35782 | 2.61742 | 3.15954 |

**Lampiran 11 Bukti Penyebaran Kuesioner secara langsung pada 3 (tiga)  
Lokasi Dealer Suzuki di wilayah Jakarta Timur**



## Lampiran 12 Bukti Electronic Word Of Mouth pada 3 (tiga) Lokasi Google Maps Dealer Suzuki di Wilayah Jakarta Timur

### A. Positif



The screenshot displays a grid of Google Maps reviews for Suzuki dealers in East Jakarta. The reviews are organized into two columns. Each review includes the reviewer's profile picture, name, number of reviews, star rating, and the date of the review. The text of the reviews describes positive experiences with the service, such as quick response times, helpful staff, and good facilities. Some reviews include photos of the dealership or the service area.

| Reviewer                         | Reviews                    | Rating | Date                | Content                                                                                                                                                             |
|----------------------------------|----------------------------|--------|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Aldi Sunarto                     | 2 reviews                  | ★★★★★  | a year ago          | Ada layanan Emergency Call 24 jam, sangat membantu klo pas ada kendala di jalan, terimakasih Suzuki Dewi Sartika                                                    |
| RanRan Tea                       | 15 reviews in East Jakarta | ★★★★★  | 11 months ago       | Pelayanan OK, ruang tunggu nyaman, penjelasan soal item servis dan rincian biaya transparan...                                                                      |
| Frans Poedji                     | Local Guide - 152 reviews  | ★★★★★  | Edited 7 months ago | Pelayanan bagus dari sejak masuk melalui satpam di gerbang sudah kasih nomor antrian, lalu pendaftaran sesuai nomor antrian, setelah itu masuk ruang ... more       |
| Agus Tan18 (Agustan)             | Local Guide - 113 reviews  | ★★★★★  | 2 years ago         | Showroom Suzuki Trada Dewi Sartika tempat yang strategis dengan pelayanan terbaik. Di bawah naungan PT.Suzuki Indomobil Sales (ATPM). ... more                      |
| Syafrullah Biya                  | 13 reviews                 | ★★★★★  | 2 years ago         | Alhamdulillah sampe gratis service 50ribu KM berjalan lancar.... mekaniknya juga kooperatif dan ramah.... Hari ini Selasa 11 April 2023 aku service berkali... more |
| abraham sopaheluwakan            | 3 reviews                  | ★★★★★  | 8 months ago        | Pelayanan paling ok dehhehe dapet makan siang juga kalau kita servis kena jam istirahat mereka pertahanin pelayanannya yang baik                                    |
| Eggy Motovlog                    | 4 reviews                  | ★★★★★  | a year ago          | Good service, good staff, good everything. And got some padang Lunch here. The best lah pokoknya.                                                                   |
| poeji antoro                     | 4 reviews                  | ★★★★★  | a year ago          | Sangat memuaskan, sebelumnya sudah diinformasikan via WA dan langsung bisa booking. Sampai di dealer disambut sekuriti yang langs... more                           |
| muhammad sholahuddin zaky (Zaky) | Local Guide - 276 reviews  | ★★★★★  | 2 years ago         | Pelayanan yang super, bengkel jaga 24 jam dengan pelayanan yang solutif, cepat dan baik.                                                                            |
| Yanto Yanto                      | 19 reviews in East Jakarta | ★★★★★  | 2 years ago         | Pelayanan cepat. Sebagai masukan, customer pasti ingin melihat proses pengerjaan unitnya, karena customer tidak boleh masuk ke area workshop... more                |

**Lucius Eko**

Local Guide · 140 reviews

★★★★★ 2 years ago

Bengkel mobil Suzuki resmi dengan pelayanan yang prima. Lokasi strategis di pinggir jalan raya dekat tol Jagorawi. Area bengkel bersih dan bisa dilihat ... [more](#)

[See translation](#)**Agus Tan18 (Agustan)**

Local Guide · 113 reviews

★★★★★ 2 years ago

Pelayanan prima dan terletak di jalan utama mt Haryono .

[See translation](#)**zull kifly**

Local Guide · 67 reviews

★★★★★ Edited 2 years ago

Dekat dengan jl mt haryono

[See translation](#)**Budi Lengkoan**

10 reviews in East Jakarta

★★★★★ a year ago

Sebuah pilihan tempat guna melihat kendaraan keluarga

**july kristine laia**

Local Guide · 3 reviews

★★★★★ Edited a year ago

Pelayanan memuaskan

[See translation](#)**Kurniawan Kurniawan**

Local Guide · 102 reviews

★★★★★ 2 years ago

Adem, tempat tunggu nyaman. Parkiran banyak.

[See translation](#)**Hengky k. Linggadjaja**

Local Guide · 702 reviews

★★★★★ a year ago

Mantap dan ramai.

[See translation](#)**Raja Kurma Cibubur Cileungsi**

Local Guide · 56 reviews

★★★★★ 2 years ago

Baik sekali

[See translation](#)**Danis S**

13 reviews in East Jakarta

★★★★★ a year ago

Pusatnya Suzuki mobil !!!

[See translation](#)**TORINO EFFENDI 7**

Local Guide · 219 reviews

★★★★★ a year ago

Good

Press and hold to react


**Arie Bowo**  
 12 reviews in East Jakarta  
 ★★★★★ a year ago  
 Lengkap  
 See translation  
 Press and hold to react


**setia wan**  
 4 reviews  
 ★★★★★ 2 years ago  
 joss  
 Press and hold to react


**Rahmat Abdullah**  
 Local Guide · 72 reviews  
 ★★★★★ 2 years ago  
 Wow  
 Press and hold to react


**ayep. rosidi**  
 Local Guide · 99 reviews  
 ★★★★★ 2 years ago  
 Project Interior  
 Press and hold to react


**Salman Alfarizi (Msalmanalpha)**  
 Local Guide · 171 reviews  
 ★★★★★ 2 years ago  
 "Nyari mobil untuk ngedate, gaya, ngajak keluarga besar jalan-jalan sampai bawa produk sayur dari sawah sendiri ya cuma di Suzuki."... [more](#)  
 See translation


**moelyadi susanto**  
 10 reviews in East Jakarta  
 ★★★★★ a year ago  
 Langganan servis disini,bisa anter jemput ke rmh,pelayanan memuaskan untuk servis mobilnya,tersedia juga body repair dengan tem... [more](#)  
 See translation


**Rizky Rama**  
 Local Guide · 10 reviews  
 ★★★★★ 7 months ago  
 Alhamdulillah lancar bisa servis di suzuki pulo gadung pelayanan nya ramah mekanikny teliti terima kasih atas jasa pelayanan servis nya  
 See translation


**Syaifudin Zuhri**  
 Local Guide · 246 reviews  
 ★★★★★ a year ago  
 Tempatnya luas, bersih, nyaman. Pelayanan cepat dan ramah. Fasilitas lengkap.... [more](#)


**Agus Tan18 (Agustan)**  
 Local Guide · 113 reviews  
 ★★★★★ 2 years ago  
 Banyak pilihan menarik di outlet ini, tempat yang nyaman dengan pelayanan yang lengkap serta prima. Very recommed  
 See translation


**Puput Apriasih**  
 5 reviews  
 ★★★★★ 4 months ago  
 Ruang tunggu service nya bersih, nyaman luas ada area bermain anak juga. Dan disediakan minuman dan Snack...  
 See translation



**The Truth**

11 reviews

★★★★★ 2 years ago

Pelayanan cukup bagus, sayangnnya mrk punya jam istirahat shg semua pelayanan distop disaat itu, jadi customer tdk ada yg melayani, mestinya diatur... [more](#)

[See translation](#)



**Odih Driver**

57 reviews in East Jakarta

★★★★★ a year ago

Ajib pisan tempat bengkelnye.. nyaman deh... apalagi Masjid nye.... Maa Shaa Allah.... adem N bersih pula... semoga Allah Ta'ala memberikan keberkahan h... [more](#)

[See translation](#)



**All in one Pedia**

Local Guide - 33 reviews

★★★★★ 10 months ago

Sejauh ini saya belum kecewa. Tapi saran untuk jasa harus nya bisa lebih murah daripada kompetitor. Contoh jasa ganti karet aja 3 kali harga karet s... [more](#)

[See translation](#)



**Mayo**

Local Guide - 34 reviews

★★★★★ a year ago

Dibantu oleh Pak Endy selaku SA, membantu sekali dalam memberi saran penggantian spare part dan perawatan mobil.

[See translation](#)



**Yoga Saja**

49 reviews in East Jakarta

★★★★★ a year ago

Service rutin All New Ertiga, yang normalnya di Sun Motor Matraman, namun karena sudah tutup makanya pindah ke Suzuki Pulogadung.... [more](#)

[See translation](#)



**fitria susanti**

5 reviews

★★★★★ 3 years ago

Tempatnya luas. banyak penghijauan jadi adem.. satpamnya ramah2 bgt.. fasilitas juga lengkap.

[See translation](#)



**Dwi Dian setia lestari**

3 reviews

★★★★★ a year ago

Pelayanan bagus, awal mula datang ke sini mau reparasi body, bertemu dengan bapak Andang, beliau melayani dengan sangat ramah, merespon wa ... [more](#)

[See translation](#)



**setia maulana**

1 review

★★★★★ a year ago

Terima kasih pak Yosep atas bantuan dan pelayanan nya repaint bumper ignis saya 🙏

[See translation](#)



**Adjie Sakka**

24 reviews in East Jakarta

★★★★★ a year ago

Pelayanan oke,claim warranty ga ribet (s & k berlaku tentunya) ,SA Body Repair sungguh amat sangat solutif, kebetulan lupa namanya tadi karena SA... [more](#)

[See translation](#)



**Dewi Kristanti**

Local Guide - 20 reviews

★★★★★ a year ago

Servis ok, pelayanan memuaskan  
Kalo mau ke sini baiknya booking dulu, atau kalo mau langsung hrs lebih pagi, datang jam 9 aja antri... [more](#)

[See translation](#)

- 
**theresia veronica**  
 Local Guide · 137 reviews  
 ★★★★★ a year ago  
 Biayanya lebih murah, pelayanan oke banget, setiap ke situ dapat makan siang...  
 Padahal rumah saya di bekasi.... [more](#)  
[See translation](#)
- 
**elbanus tobing**  
 Local Guide · 14 reviews  
 ★★★★★ 2 years ago  
 Bengkel dengan layanan cukup memuaskan dengan ruang parkir dan tunggu yang luas. Dilengkapi dengan showroom mobil baru serta unit test dr... [more](#)  
[See translation](#)
- 
**buluh perindu**  
 5 reviews  
 ★★★★★ a year ago  
 The best lah servis disini, RAMAH, CEPET ngopi2 cantik juga bisa Gratis pula Wi fi kenceng hehehe....seppplah pokonya Terima kasih SUZUKI
- 
**Hesti W Sumadi**  
 2 reviews  
 ★★★★★ 10 months ago  
 Thank u so much to Mr. Yosef  
 Lovely insurance claim service from u to my son car (Espresso Ags)... [more](#)  
 ❤️ 1
- 
**Achmad Fadilah**  
 Local Guide · 36 reviews  
 ★★★★★ a year ago  
 Tempatnya bagus, rapih, banyak pohon, ada coffe shop juga, petugas keamanan & salesnya ramah2, ada masjid, showròom nya luas , bengkelnya jga luas
- 
**HermawanEko Pujiyanto (Doyok)**  
 Local Guide · 210 reviews  
 ★★★★★ a year ago  
 Komplit suku cadangnya, untuk merk Suzuki, halaman luas, rapi, dng tenaga ahli yg terlatih.  
[See translation](#)
- 
**Panji Prima Jaya**  
 4 reviews  
 ★★★★★ 2 years ago  
 Sangatttttttt puasssss pelayanan nya luarr  
 biasaaaaa belum pernah dpt pelayanan yang seramah ini dan fasilitas begkel yang sangat lusarr bias... [more](#)  
[See translation](#)
- 
**Eko Hartono**  
 35 reviews in East Jakarta  
 ★★★★★ Edited a year ago  
 Area parkir luas, security & service advisor ramah. Sebelum service booking dulu, penanganan service pertama lumayan memuaskan.
- 
**Vincent**  
 4 reviews  
 ★★★★★ a year ago  
 Pelayanan di Suzuki ini sangat bagus.. terutama Ka Rani yg sangat membantu saya.. maju terus Suzuki  
[See translation](#)
- 
**Rendy Novian**  
 Local Guide · 17 reviews  
 ★★★★★ 2 years ago  
 good service, karyawannya sangat ramah, pengerjaannya pun cukup cepat dan rapi.. sangat puas service disini. terimakasih  
[See translation](#)

**N** **Nadya Comaneci**  
12 reviews

★★★★★ a year ago

Lokasi strategis

Pelayanan SA dan teknisi nya baik, memahami kondisi kendaraan customer dan memberikan saran... [more](#)

[See translation](#)

**d** **djati prassetiawan**  
5 reviews

★★★★★ 2 years ago

Pertama kali service disini. (Sabtu, 21 Jan 2023)

-Booking melalui whatsapp... [more](#)

[See translation](#)

**Natanael Aubert**  
Local Guide · 93 reviews

★★★★★ 2 years ago

Superb customer service.

Service rutin disini... [more](#)

[See translation](#)

**N** **Nur Eka Susanti**  
5 reviews

★★★★★ Edited a year ago

Sangat puas service mobil di suzuki dewi sartika, pelayanannya ramah, cepat, dan memuaskan, pernah mobil saya ndet2an pas ngerem, trus karet re... [more](#)

[See translation](#)

**Khasan Kha**  
Local Guide · 15 reviews

★★★★★ a year ago

nyaman, pelayanan mantap

[See translation](#)

**M** **Marwanto Heru S**  
Local Guide · 238 reviews

★★★★★ Edited a year ago

BAGus BANget pelayannya, Minuman gratis sesukanya ambil. Snak dibagi .... eh Makan siang dikasih juga...emang terlalu bagusnye...

**Diah Novitasari**  
Local Guide · 38 reviews

★★★★★ 4 months ago

Easy to find, clean and nice place, nice and professional people

Press and hold to react

**Muhamad Gunawan (Abang dzakiyy)**  
Local Guide · 83 reviews

★★★★★ 2 years ago

Tempat tunggu'y bersih, pelayanan'y ramah n cepet, parkir luas, untuk mempermudah antrian ada lebih baik'y buat janji terlebih dahulu, karena keadaa... [more](#)

[See translation](#)

**E** **Edwin Sunarno**  
1 review

★★★★★ 2 years ago

Respon cepat dan pelayanannya bagus ,sangat membantu

[See translation](#)

**shinta yulianti**  
3 reviews

★★★★★ a year ago

kbetulan lagi uji emisi, pelayanan bagus dan cepat, biaya uji emisi terjangkau, officer dan petugas ramah, plus dpet makan siang, overall the customer is ... [more](#)

[See translation](#)

**Febrian Valentino**  
Local Guide · 82 reviews  
★★★★★ 2 years ago  
Service mobil udah termasuk cuci  
[See translation](#)

**nata nael**  
Local Guide · 132 reviews  
★★★★★ Edited 2 years ago  
Mekaniknya top, ruang tunggu nyaman.  
Children play ground.  
Kalo Hari minggu agak sepi, cocok until yang si... [more](#)  
[See translation](#)

**Eki Sapta wandana**  
11 reviews in East Jakarta  
★★★★★ Edited a year ago  
Tempat service resmi mobil suzuki, banyak promonya... kalau weekend rame yg service  
[See translation](#)

**Nina William**  
Local Guide · 83 reviews  
★★★★★ 2 years ago  
Bagi yg mau service berkala parkir bisa langsung ke slot antrian d samping showroom  
[See translation](#)  
 Press and hold to react



## B. Negatif

|                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Arkan-Rayyan Channel</b><br/>Local Guide · 18 reviews</p> <p>★★★★★ 6 months ago</p> <p>Di Jadwal Service sudah bisa mulai Pukul 07.30. Namun sampai dengan Pukul 08.30 karyawan yg standby di Depan hanya 1 orang. Pukul 08.45 b... <a href="#">more</a></p> <p><a href="#">See translation</a></p> | <p><b>Farid Ridho</b><br/>25 reviews in East Jakarta</p> <p>★★★★★ 2 years ago</p> <p>Pelayanan buruk, rencana mau body repair di sini, kontak lewat WA katanya ga perlu booking, info di google buka jam 7.30 saya konfirmasi lagi lew... <a href="#">more</a></p> <p><a href="#">See translation</a></p> |
| <p><b>Kartika Saridewi</b><br/>3 reviews</p> <p>★★★★★ 8 months ago</p> <p>Selesai servis disini malah muncul baret di kap mesin &amp; pilar pintu. Pelumas spion belepetan ke pintu, tidak rapih ketika serah terima mobil. Kecewa bange... <a href="#">more</a></p>                                      | <p><b>Nana Nubatonis</b><br/>9 reviews</p> <p>★★★★★ a year ago</p> <p>Proses refund pembelian sangat lama &amp; tidak Ada kejelasan. Hanya diminta nunggu antrian, padahal sdh lebih 1 bulan.... <a href="#">more</a></p>                                                                                 |
| <p><b>Irin Tohirin</b><br/>1 review</p> <p>★★★★★ a year ago</p> <p>Sekarang servis tidak boking dulu ga bisa, kenapa y? Padahal udah dateng pagi jam 8, jauh jauh ke bengkel di tolak karena ga boking, sekarang beda ama ... <a href="#">more</a></p>                                                    | <p><b>Sekartiera</b><br/>1 review</p> <p>★★★★★ 10 months ago</p> <p>Kapok beli mobil di Suzuki Pulogadung Sales ny seperti Calo / Makelar Cari tambahan sampe sbgtu ny Mbak... <a href="#">more</a></p>                                                                                                   |
| <p><b>Galih Prasetyo</b><br/>4 reviews</p> <p>★★★★★ 2 years ago</p> <p>Kecewa repaint asuransi disini. sisa dempul dimana2. Lalu kancing bumper depan rusak dan hilang setelah repaint. Sepertinya mobil keluar bengkel tidak ... <a href="#">more</a></p> <p><a href="#">See translation</a></p>         | <p><b>Ryan Cicos</b><br/>1 review</p> <p>★★★★★ 2 years ago</p> <p>Karna tdk di acc saya cancel utk pengambilan unit Sampai sekarang uang saya belom balik waktu spk turun saya disuruh transfer 1juta udah gitu sa... <a href="#">more</a></p> <p><a href="#">See translation</a></p>                     |
| <p><b>Shuu San</b><br/>1 review</p> <p>★★★★★ a year ago</p> <p>Security di pos belakang yg ciri2 nya "begitu" tidak ramah.. yg satunya sih ramah</p> <p><a href="#">See translation</a></p>                                                                                                               | <p><b>Thirty Thirty</b><br/>7 reviews</p> <p>★★★★★ 2 years ago</p> <p>Proses ANTRIAN SERVIS tidak BAGUS. SUDAH DAPAT URUTAN SERVIS TIDAK DIPANGGIL-PANGGIL PADAHAL URUTAN NO.6 &amp; SDH BOOKING! SAY... <a href="#">more</a></p> <p><a href="#">See translation</a></p>                                  |

|                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>George Blake Doe</b><br/>Local Guide · 19 reviews</p> <p>★★★★★ a year ago</p> <p>07:30 dan belum ada karyawan satupun. Padahal jam buka 07:30. Ada yang salah?</p> <p>See translation</p>                                                                       | <p><b>Fatahilah Raziqie Salihamidai</b><br/>4 reviews</p> <p>★★★★★ 2 years ago</p> <p>Pelayanan yg sangat mengecewakan...nunggu lama buat registrasi....masak kantor bisa kosong gada karyawan sama skali d bilang penerimaan service...</p> <p>See translation</p>            |
| <p><b>Twins heriambang</b><br/>Local Guide · 32 reviews</p> <p>★★★★★ 2 years ago</p> <p>Pelayanan ga mutu, kalo tidak siap kasih nomer kantor tidak usah dicantumkan saja karena saya hubungi tidak pernah diangkat padahal mau se... more</p> <p>See translation</p> | <p><b>Ange le Carré</b><br/>1 review</p> <p>★★★★★ a year ago</p> <p>ada salah satu Security di pos belakang yg sgt tidak ramah</p> <p>See translation</p>                                                                                                                      |
| <p><b>Afrizal Dwi Saputra</b><br/>2 reviews</p> <p>★★★★★ 2 years ago</p> <p>Beli suzuki new carry box terlalu lama hampir 1bulan 2 minggu itu pun nunggu stnk dan plat</p> <p>See translation</p>                                                                     | <p><b>Bayu Dwi Sahputra</b><br/>3 reviews</p> <p>★★★★★ a year ago</p> <p>Ninggalin mobil buat asuransi body repair, eh sepatu saya di mobil hilang huhuhu</p> <p>See translation</p>                                                                                           |
| <p><b>Aulia Safaat</b><br/>1 review</p> <p>★★★★★ a year ago</p> <p>Alamat tidak sesuai titik. Di aplikasi google maps. Tolong di benerin</p>                                                                                                                          | <p><b>Aditya Putra Patria</b><br/>5 reviews</p> <p>★★★★★ a year ago</p> <p>Antrian lama, 1,5 jam nunggu sia-sia</p> <p>See translation</p>                                                                                                                                     |
| <p><b>Wicky Febryanto</b><br/>2 reviews</p> <p>★★★★★ a year ago</p> <p>Worst customer service</p> <p>Press and hold to react</p>                                                                                                                                      | <p><b>adrian alexander</b><br/>Local Guide · 21 reviews</p> <p>★★★★★ 2 years ago</p> <p>Kemarin ngecat disini karena klaim asuransi, proses pengerjaannya cepat tapi hasilnya mengecewakan, titik yg di klaim sudah diperbaiki tp malah tam... more</p> <p>See translation</p> |



|                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>M</b> <b>Muhamad Indra Maulana</b><br/>7 reviews<br/>9 months ago</p> <p>Saya servis mobil pada tanggal 17 September 2024 mobil seperti tidak dibersihkan/di buka bagian mesin kotor sekali,, contoh filter udara tidak sa... <a href="#">more</a></p>                              | <p><b>agus setiobudi</b><br/>Local Guide · 44 reviews<br/>Edited a year ago</p> <p>Agak kecewa sama Suzuki ini, service di kilometer 18 rb, baru dapat km 20 iseng kemarin cek oli, malah item dn gosong olinya kek gak di ganti, mobil c... <a href="#">more</a></p> |
| <p><b>Indra Permana</b><br/>Local Guide · 16 reviews<br/>a year ago</p> <p>Saya ada maksud beli unit ignis, tapi setelah membaca banyak keluhan customer tentang pelayanan bengkel resmi Suzuki akhirnya saya ... <a href="#">more</a></p>                                                | <p><b>Sigit Ismatuloh</b><br/>Local Guide · 12 reviews<br/>2 years ago</p> <p>Payah. Baut-baut plastik d bawah untuk cover mesin g di pasang lgi. Pengerjaan kurang teliti. Buru2, jdi Kurang puas dengan pelayanan. Snack sering ... <a href="#">more</a></p>        |
| <p><b>Richard Raranta</b><br/>1 review<br/>10 months ago</p> <p>pelayanan lambat banget,tidak dibantu sama sekali kalau pic yg handle lagi off</p> <p><a href="#">See translation</a></p>                                                                                                 | <p><b>Surya Surya</b><br/>5 reviews<br/>2 years ago</p> <p>Book servis jam 13.00 , baru dilayanin SA jam 14!! Pdhl ude datang dari jam 12.45</p> <p><a href="#">See translation</a></p>                                                                               |
| <p><b>Aditya Rizki</b><br/>Local Guide · 16 reviews<br/>a year ago</p> <p>Bengkel/dealer suzuki itu memang macem-macem ya. Ada yang dealernya bagus dan salesnya baik-baik tapi bengkelnya jelek dan SA nya kayak udah... <a href="#">more</a></p> <p><a href="#">See translation</a></p> | <p><b>andi gunawan</b><br/>7 reviews<br/>3 years ago</p> <p>Jam 8.30 pagi hari Sabtu, Loket SA Body Repair ada 4 tapi yang ada petugasnya hanya 1</p> <p><a href="#">See translation</a></p>                                                                          |
| <p><b>Mohamad Norman</b><br/>8 reviews<br/>3 year ago</p> <p>Utk frontliner/customer service (kecuali montir) jam istirahat/mkn siang sebaiknya bergantian.. jadi customer yg datang jam mkn siang bisa te... <a href="#">more</a></p> <p><a href="#">See translation</a></p>             | <p><b>Surya</b><br/>Local Guide · 13 reviews<br/>2 years ago</p> <p>antrian ga jelas awal kedatangan ga disuruh ambil nomor tp setelah bbrp menit disuru ambil nomor antrian saya jd diserobot orang yg baru datang.</p> <p><a href="#">See translation</a></p>       |

|                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Qianna Humaira</b><br/>2 reviews</p> <p>★★★★★ 4 year ago</p> <p>HATI"<br/>Sales nya penipu terutama atas nama MUHAMMAD GUNTUR SUGI PRAMANSYAH.stelah boking fe... <a href="#">more</a></p> <p><a href="#">See translation</a></p>                                       |  <p><b>Berti kenedy</b><br/>5 reviews</p> <p>★★★★★ 1 year ago</p> <p>Untuk yang mau ambil mobil disini hati2 deh. Jangan asal booking fee aja. Booking fee saya di janjikan balik sebelum 14 hari kerja. Sampe sekarang g... <a href="#">more</a></p> <p><a href="#">See translation</a></p> |
|  <p><b>Jacky yamani</b><br/>7 reviews</p> <p>★★★★★ 2 years ago</p> <p>Entah yaa pada kerjasama satpam lobi dgn Phang penumpang online car yg pura2 bodoh untuk membayar tagihan argo dari goldcost tower ca... <a href="#">more</a></p> <p><a href="#">See translation</a></p> |  <p><b>Sahabat Tjipta Bangun</b><br/>1 review</p> <p>★★★★★ 2 years ago</p> <p>Hati2 dengan sales suzuki bernama Febry broery Stephen...dia penipu yang aktif di medsos</p> <p><a href="#">See translation</a></p>                                                                            |
|  <p><b>Samlijaya002 SIC</b><br/>Local Guide - 309 reviews</p> <p>★★★★★ 1 year ago</p> <p>Gak ada bengkel di sini, hy buat jualan saja</p> <p><a href="#">See translation</a></p>                                                                                               |  <p><b>Surya Adi</b><br/>Local Guide - 18 reviews</p> <p>★★★★★ 2 years ago</p> <p>Spare-part kritikal seperti flasher lampu sein harusnya selalu tersedia.</p> <p><a href="#">See translation</a></p>                                                                                        |



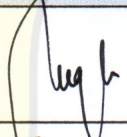
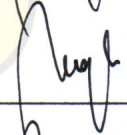
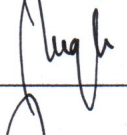
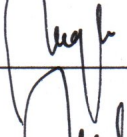
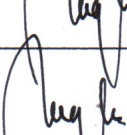
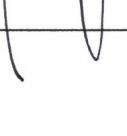
### Lampiran 15 Catatan Kegiatan Konsultasi Skripsi

Nama : Galih Setyotomo

Nim : 2021410086

Judul Skripsi : **PENGARUH BRAND IMAGE DAN ELECETRONIC  
WORD OF MOUTH TERHADAP KEPUTUSAN  
PEMBELIAN PRODUK SUZUKI DI WILAYAH  
JAKARTA TIMUR**

Dosen Pembimbing : Dr. Melani Quintania, S.E., M.Pd.

| Hari/Tanggal     | Pokok Bahasan                      | Paraf Pembimbing                                                                      |
|------------------|------------------------------------|---------------------------------------------------------------------------------------|
| 23 Mei 2025      | - Bimbingan skripsi.               |  |
| 20 Juni 2025     | - Bimbingan untuk sidang Proposal. |  |
| 28 Juni 2025     | - Revisiian bab 1-3.               |  |
| 1 Juli 2025      | - Kuisiioner Penelitian.           |  |
| 14 juli 2025     | - Bimbingan bab 1 sampai bab 5.    |  |
| 10 Februari 2025 | - Bimbingan untuk sidang skripsi.  |  |

**Lampiran 16 Daftar Riwayat Hidup****DAFTAR RIWAYAT HIDUP**

Nama : Galih Setyotomo

Tempat dan Tanggal Lahir : Jakarta, 22 Oktober 2002

Jenis Kelamin : Laki-Laki

Alamat : Rusunawa Cipinang Besar Selatan Blok E 505,  
RT.019/RW.005 Jakarta Timur

Riwayat Pendidikan : SDN 01 Pagi Bidara Cina  
SMPN 62 Jakarta Timur  
SMKN 2 Jakarta Timur

E-Mail : galihtomo66@gmail.com