

LAMPIRAN

Lampiran 1. Kuisisioner Penelitian

KUESIONER PENELITIAN “ PENGARUH PRICE PERCEPTION, SERVICE QUALITY, DAN ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN (STUDI KASUS PEMBELIAN BAJU DI TOKO RH COLLECTION, KEBONSARI, MADIUN) “

A. Identitas Responden

1. Nama :
2. Alamat:
3. Jenis kelamin : a. laki – laki b. perempuan
4. Usia : a. < 20 c. 26 - 30 e. > 35
b. 21 - 25 d. 30 - 35
5. pekerjaan : a. pegawai negeri sipil (PNS) c. wiraswasta e. pelajar
b. karyawan swasta d. mahasiswa f. yang lain:
6. penghasilan perbulan : a. < Rp. 500.000
b. Rp. 500.000 – Rp. 1.000.000
c. Rp. 1.000.000 – Rp. 1.500.000
d. Rp. 1.500.000 – 2.000.000
e. > Rp. 2.000.000

B. Petunjuk Pengisian

Mohon saudara memberikan tanda check list (√) pada salah satu jawaban yang sesuai dengan pendapat saudara. Setiap orang dapat mempunyai jawaban yang berbeda dan tidak ada jawaban yang dianggap salah.

Keterangan jawaban :

- | | |
|---------------------------|----------|
| Sangat setuju (SS) | : skor 5 |
| Setuju (S) | : skor 4 |
| Netral (N) | : skor 3 |
| Tidak Setuju (TS) | : skor 2 |
| Sangat Tidak Setuju (STS) | : skor 1 |

KUISIONER :

1. *Price perception* (X1)

Tanggapan Responden Mengenai *Price perception* Pada Pembelian Produk Baju Di Rh Collection Madiun

| No | Pertanyaan | SS | S | N | TS | STS |
|----|---|----|---|---|----|-----|
| 1. | Produk Rh Collection Dijual Dengan Harga Terjangkau | | | | | |
| 2. | Harga Yang Diberikan Rh Collection Sesuai Dengan Kualitas Produk | | | | | |
| 3. | Rh Collection Memiliki Harga Yang Lebih Murah Dibandingkan Toko Lain | | | | | |
| 4. | RH Collection memiliki harga yang bisa bersaing dengan toko pakaian lainnya | | | | | |
| 5. | Harga di RH Collection sesuai dengan budget yang saya miliki | | | | | |

2. *Service Quality*

Tanggapan Responden Mengenai *Service Quality* Pada Pembelian Produk Baju Di Rh Collection Madiun

| No | Pertanyaan | SS | S | N | TS | STS |
|----|---|----|---|---|----|-----|
| 1. | Toko Rh collection menyediakan fasilitas umum yang bersih dan | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| | nyaman untuk konsumen | | | | | |
| 2. | Karyawan RH Collection Madiun cekatan dan teliti dalam melayani konsumen | | | | | |
| 3. | Karyawan Rh Collection Madiun sangat tanggap terhadap permintaan dan keluhan konsumen | | | | | |
| 4. | karyawan RH Collection Madiun mampu dengan baik memahami konsumen | | | | | |

3. *Electronic Word Of Mouth*

Tanggapan Responden Mengenai *Electronic Word Of Mouth* Pada Pembelian Produk Baju Di Rh Collection Madiun

| No | Pertanyaan | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
| 1. | Konsumen memberikan pendapat mengenai produk secara akurat mengenai Rh Collection | | | | | |
| 2. | Karyawan RH Collection mampu memberikan ulasan dengan baik di media sosial terhadap kesesuaian produk yang di perjual belikan. | | | | | |
| 3. | Pemasangan produk Rh Collection mampu | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| | menarik perhatian konsumen | | | | | |
| 4. | Karyawan RH Collection selalu memberikan penjelasan mengenai produk di jejaring sosial | | | | | |

4. Keputusan Pembelian

Tanggapan Responden Mengenai Keputusan Pembelian Pada Pembelian Produk Baju Di Rh Collection Madiun

| No | Pertanyaan | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
| 1. | Saya tertarik untuk membeli produk yang ditawarkan oleh Rh Collection Madiun | | | | | |
| 2. | Saya puas ketika datang dan membeli produk yang ditawarkan oleh Rh Collection Madiun | | | | | |
| 3. | Saya ingin membeli ulang dan pasti saya akan datang kembali di Rh Collection Madiun | | | | | |
| 4. | Saya akan merekomendasikan toko Rh Collection Madiun ke beberapa orang sekitar saya | | | | | |

Lampiran 2. Tabulasi Data Penelitian

TABULASI DATA PENELITIAN

| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | total X1 | X2.1 | X2.2 | X2.3 | X2.4 | total X2 | X3.1 | X3.2 | X3.3 | X3.4 | total X3 | Y1.1 | Y1.2 | Y1.3 | Y1.4 | total Y1 |
|------|------|------|------|------|----------|------|------|------|------|----------|------|------|------|------|----------|------|------|------|------|----------|
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 5 | 19 |
| 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 5 | 4 | 5 | 23 | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 5 | 19 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 4 | 24 | 4 | 4 | 4 | 5 | 17 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 19 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 5 | 5 | 4 | 22 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 20 | 4 | 3 | 3 | 5 | 15 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 19 | 5 | 4 | 4 | 5 | 18 |
| 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 5 | 4 | 18 | 4 | 4 | 5 | 5 | 18 | 5 | 4 | 4 | 3 | 16 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 5 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 5 | 5 | 19 | 5 | 4 | 4 | 4 | 17 |
| 5 | 4 | 4 | 4 | 4 | 21 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 5 | 19 |
| 5 | 4 | 5 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 19 |
| 4 | 5 | 5 | 4 | 5 | 23 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 | 3 | 4 | 5 | 5 | 17 |
| 5 | 4 | 3 | 4 | 5 | 21 | 5 | 4 | 5 | 5 | 19 | 4 | 5 | 4 | 4 | 17 | 5 | 4 | 4 | 4 | 17 |
| 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 3 | 4 | 17 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |

| | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 5 | 4 | 4 | 5 | 5 | 23 | 4 | 5 | 5 | 4 | 18 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 5 | 21 | 5 | 4 | 4 | 4 | 17 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 5 | 19 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 5 | 5 | 22 | 5 | 4 | 5 | 3 | 17 | 4 | 4 | 5 | 5 | 18 | 5 | 4 | 4 | 4 | 17 |
| 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 5 | 19 | 4 | 5 | 4 | 4 | 17 |
| 4 | 4 | 4 | 5 | 4 | 21 | 5 | 5 | 4 | 4 | 18 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 4 | 16 |
| 3 | 4 | 3 | 4 | 4 | 18 | 3 | 4 | 3 | 4 | 14 | 3 | 4 | 3 | 3 | 13 | 4 | 3 | 4 | 3 | 14 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 3 | 4 | 4 | 4 | 4 | 19 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 3 | 4 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 5 | 5 | 19 | 4 | 5 | 4 | 3 | 16 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 3 | 5 | 5 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 2 | 5 | 15 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 3 | 18 | 5 | 5 | 5 | 5 | 20 |
| 3 | 4 | 4 | 5 | 4 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 4 | 18 |
| 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 4 | 5 | 17 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 4 | 4 | 18 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 4 | 24 | 4 | 4 | 3 | 4 | 15 | 5 | 5 | 4 | 4 | 18 | 4 | 4 | 5 | 3 | 16 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 5 | 16 |
| 4 | 4 | 3 | 3 | 4 | 18 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 4 | 3 | 3 | 5 | 4 | 19 | 3 | 3 | 4 | 4 | 14 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 3 | 4 | 13 |
| 5 | 5 | 5 | 5 | 3 | 23 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 3 | 4 | 3 | 18 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 4 | 3 | 4 | 3 | 4 | 18 | 3 | 4 | 4 | 4 | 15 | 4 | 3 | 3 | 3 | 13 | 3 | 3 | 3 | 3 | 12 |
| 4 | 4 | 3 | 3 | 4 | 18 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 3 | 4 | 13 |

| | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 5 | 5 | 4 | 5 | 4 | 23 | 4 | 5 | 4 | 5 | 18 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 4 | 4 | 18 |
| 3 | 3 | 2 | 2 | 3 | 13 | 4 | 3 | 3 | 3 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 3 | 4 | 14 |
| 4 | 4 | 4 | 3 | 4 | 19 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 19 | 4 | 4 | 4 | 4 | 16 |
| 5 | 4 | 3 | 4 | 3 | 19 | 4 | 3 | 4 | 3 | 14 | 5 | 4 | 4 | 5 | 18 | 4 | 3 | 4 | 3 | 14 |
| 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 3 | 3 | 14 | 3 | 3 | 4 | 3 | 13 | 3 | 3 | 3 | 3 | 12 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 5 | 4 | 4 | 5 | 5 | 23 | 5 | 4 | 4 | 5 | 18 | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 5 | 5 | 19 | 4 | 4 | 4 | 4 | 16 |
| 3 | 4 | 4 | 4 | 5 | 20 | 4 | 5 | 4 | 3 | 16 | 4 | 5 | 5 | 4 | 18 | 4 | 4 | 4 | 4 | 16 |
| 3 | 4 | 4 | 4 | 5 | 20 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 4 | 17 | 5 | 5 | 4 | 4 | 18 |
| 4 | 4 | 5 | 4 | 5 | 22 | 4 | 3 | 4 | 4 | 15 | 4 | 5 | 5 | 5 | 19 | 3 | 4 | 4 | 4 | 15 |
| 3 | 4 | 4 | 3 | 5 | 19 | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 4 | 4 | 18 | 3 | 4 | 3 | 3 | 13 |
| 4 | 4 | 3 | 4 | 4 | 19 | 4 | 3 | 4 | 3 | 14 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 3 | 3 | 14 |
| 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 4 | 15 |
| 5 | 5 | 4 | 5 | 5 | 24 | 3 | 3 | 4 | 3 | 13 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 3 | 3 | 14 |
| 4 | 4 | 4 | 3 | 4 | 19 | 4 | 5 | 4 | 4 | 17 | 5 | 4 | 5 | 5 | 19 | 5 | 4 | 4 | 4 | 17 |
| 4 | 5 | 5 | 4 | 4 | 22 | 3 | 3 | 4 | 4 | 14 | 5 | 4 | 5 | 4 | 18 | 4 | 4 | 4 | 4 | 16 |
| 4 | 3 | 4 | 5 | 5 | 21 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 4 | 19 | 4 | 4 | 5 | 5 | 18 |
| 3 | 3 | 4 | 3 | 4 | 17 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 5 | 4 | 17 | 4 | 5 | 4 | 4 | 17 |
| 2 | 4 | 4 | 3 | 3 | 16 | 4 | 3 | 3 | 3 | 13 | 3 | 4 | 3 | 3 | 13 | 3 | 4 | 3 | 3 | 13 |
| 4 | 5 | 5 | 3 | 4 | 21 | 4 | 2 | 3 | 4 | 13 | 3 | 3 | 4 | 3 | 13 | 4 | 3 | 3 | 3 | 13 |
| 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 5 | 3 | 16 | 5 | 4 | 5 | 4 | 18 | 4 | 4 | 4 | 4 | 16 |

| | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 3 | 4 | 5 | 4 | 4 | 20 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 3 | 3 | 14 | 4 | 4 | 4 | 3 | 15 |
| 4 | 4 | 3 | 3 | 4 | 18 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 3 | 15 |
| 4 | 4 | 4 | 5 | 5 | 22 | 5 | 4 | 5 | 4 | 18 | 4 | 4 | 4 | 3 | 15 | 4 | 3 | 4 | 4 | 15 |
| 4 | 4 | 4 | 4 | 3 | 19 | 3 | 3 | 4 | 4 | 14 | 3 | 5 | 4 | 4 | 16 | 4 | 4 | 3 | 4 | 15 |
| 4 | 4 | 2 | 3 | 4 | 17 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 15 | 4 | 3 | 4 | 4 | 15 |
| 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 3 | 4 | 15 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 3 | 4 | 15 |
| 4 | 4 | 2 | 3 | 4 | 17 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 2 | 2 | 2 | 10 | 2 | 3 | 4 | 4 | 13 | 4 | 3 | 4 | 4 | 15 |
| 4 | 4 | 4 | 4 | 3 | 19 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 4 | 2 | 3 | 4 | 4 | 17 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 3 | 5 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 4 | 4 | 5 | 23 | 4 | 5 | 4 | 4 | 17 | 4 | 5 | 5 | 4 | 18 | 5 | 4 | 5 | 4 | 18 |
| 4 | 4 | 5 | 5 | 4 | 22 | 5 | 4 | 5 | 4 | 18 | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 4 | 4 | 18 |
| 5 | 4 | 4 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 5 | 18 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 4 | 5 | 4 | 23 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 19 |
| 5 | 4 | 3 | 5 | 4 | 21 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 4 | 18 |
| 5 | 4 | 3 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 5 | 17 |
| 4 | 3 | 3 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 4 | 3 | 4 | 21 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 5 | 4 | 19 |

Lampiran 3. Kriteria Responden

1. Berdasarkan Jenis Kelamin

JK

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | laki-laki | 12 | 12.4 | 12.4 | 12.4 |
| | Perempuan | 85 | 87.6 | 87.6 | 100.0 |
| | Total | 97 | 100.0 | 100.0 | |

2. Berdasarkan Usia

Usia

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 21-25 | 83 | 85.6 | 85.6 | 85.6 |
| | 25-30 | 6 | 6.2 | 6.2 | 91.8 |
| | 25-35 | 1 | 1.0 | 1.0 | 92.8 |
| | 31-35 | 3 | 3.1 | 3.1 | 95.9 |
| | 31-40 | 4 | 4.1 | 4.1 | 100.0 |
| | Total | 97 | 100.0 | 100.0 | |

3. Berdasarkan Pekerjaan

Pekerjaan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|--------------------|
| Valid | Karyawan | 6 | 6.2 | 6.2 | 6.2 |
| | Mahasiswa | 73 | 75.3 | 75.3 | 81.4 |
| | Wiraswasta | 18 | 18.6 | 18.6 | 100.0 |
| | Total | 97 | 100.0 | 100.0 | |

4. Berdasarkan Penghasilan

Penghasilan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------------|-----------|---------|---------------|--------------------|
| Valid | Rp. 1.500.000-2.000.000 | 21 | 21.6 | 21.6 | 21.6 |
| | Rp. 1000.000 | 9 | 9.3 | 9.3 | 30.9 |
| | Rp. 500.000 | 65 | 67.0 | 67.0 | 97.9 |
| | Rp.1.500.000-2.000.000 | 1 | 1.0 | 1.0 | 99.0 |
| | Rp1.500.000-2.000.000 | 1 | 1.0 | 1.0 | 100.0 |
| | Total | 97 | 100.0 | 100.0 | |



Lampiran 4. Uji Instrumen

Uji Validitas dan Uji Reliabilitas

1. Price Perception

Correlations

| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1 |
|------|---------------------|--------|--------|--------|--------|--------|--------|
| X1.1 | Pearson Correlation | 1 | .452** | .254* | .445** | .275** | .658** |
| | Sig. (2-tailed) | | .000 | .012 | .000 | .006 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 |
| X1.2 | Pearson Correlation | .452** | 1 | .593** | .394** | .315** | .743** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .002 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 |
| X1.3 | Pearson Correlation | .254* | .593** | 1 | .564** | .450** | .793** |
| | Sig. (2-tailed) | .012 | .000 | | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 |
| X1.4 | Pearson Correlation | .445** | .394** | .564** | 1 | .500** | .801** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 |
| X1.5 | Pearson Correlation | .275** | .315** | .450** | .500** | 1 | .675** |
| | Sig. (2-tailed) | .006 | .002 | .000 | .000 | | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 |
| X1 | Pearson Correlation | .658** | .743** | .793** | .801** | .675** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 97 | 97 | 97 | 97 | 97 | 97 |

** . 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 | 96 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 96 | 100.0 |

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

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .782 | 5 |

2. Service Quality

Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2 |
|------|---------------------|--------|--------|--------|--------|--------|
| X2.1 | Pearson Correlation | 1 | .562** | .613** | .537** | .799** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 |
| X2.2 | Pearson Correlation | .562** | 1 | .617** | .592** | .843** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 |
| X2.3 | Pearson Correlation | .613** | .617** | 1 | .637** | .862** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 |
| X2.4 | Pearson Correlation | .537** | .592** | .637** | 1 | .829** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 97 | 97 | 97 | 97 | 97 |
| X2 | Pearson Correlation | .799** | .843** | .862** | .829** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 97 | 97 | 97 | 97 | 97 |

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

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 96 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 96 | 100.0 |

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

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .850 | 4 |

3. Electronic Word Of Mouth

Correlations

| | | X3.1 | X3.2 | X3.3 | X3.4 | X3 |
|------|---------------------|--------|--------|--------|--------|--------|
| X3.1 | Pearson Correlation | 1 | .622** | .560** | .582** | .844** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 |
| X3.2 | Pearson Correlation | .622** | 1 | .527** | .553** | .816** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 |
| X3.3 | Pearson Correlation | .560** | .527** | 1 | .546** | .805** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 |
| X3.4 | Pearson Correlation | .582** | .553** | .546** | 1 | .819** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 97 | 97 | 97 | 97 | 97 |
| X3 | Pearson Correlation | .844** | .816** | .805** | .819** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 97 | 97 | 97 | 97 | 97 |

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

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 96 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 96 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .836 | 4 |

4. Keputusan Pembelian

Correlations

| | | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1 |
|------|---------------------|--------|--------|--------|--------|--------|
| Y1.1 | Pearson Correlation | 1 | .677** | .678** | .507** | .843** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 |
| Y1.2 | Pearson Correlation | .677** | 1 | .675** | .502** | .844** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 |
| Y1.3 | Pearson Correlation | .678** | .675** | 1 | .678** | .897** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 |
| Y1.4 | Pearson Correlation | .507** | .502** | .678** | 1 | .798** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 97 | 97 | 97 | 97 | 97 |
| Y1 | Pearson Correlation | .843** | .844** | .897** | .798** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 97 | 97 | 97 | 97 | 97 |

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

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 96 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 96 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .864 | 4 |

Uji Regresi Linier Berganda

Regression

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .831 ^a | .690 | .680 | 1.2653 |

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

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 328.324 | 3 | 109.441 | 68.354 | .000 ^b |
| | Residual | 147.301 | 92 | 1.601 | | |
| | Total | 475.625 | 95 | | | |

a. Dependent Variable: Y1

b. Predictors: (Constant), X3, X1, X2

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .023 | 1.229 | | .019 | .985 |
| | X1 | .187 | .068 | .214 | 2.730 | .008 |
| | X2 | .288 | .099 | .292 | 2.917 | .004 |
| | X3 | .454 | .104 | .419 | 4.379 | .000 |

a. Dependent Variable: Y1