



Lampiran I. Kuesioner Penelitian

Petunjuk Umum

Isilah pertanyaan yang telah disusun pada lembar kuesioner ini sesuai dengan kondisi riil di Institusi anda bekerja. Jawaban Anda tidak ada yang salah dan data yang Anda berikan hanya untuk keperluan ilmiah sehingga kerahasiaan Anda kami jamin.

IDENTITAS RESPONDEN

Mohon Bapak/Ibu/Sdr memberi tanda (X) pada jawaban berikut ini:

1. Jenis kelamin:

- a. Laki-laki
- b. Perempuan

2. Umur/usia: tahun

3. Tingkat Pendidikan:

- a. Tidak Sekolah
- b. SD/Sederajat
- c. SMP/Sederajat
- d. SMA/Sederajat
- e. D3
- f. S1
- g. S2



KUESIONER

Berilah tanda silang (X) pada jawaban yang sesuai dengan pendapat Bapak/Ibu/Saudara(i) pada kolom yang tersedia, dengan kriteria sebagai berikut :

STS	1	2	3	4	5	SS
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A. Word of Mouth

No.	Pernyataan	Skor
1.	Saya mendapatkan informasi mengenai UD. Sri Mulyo Agung sangat baik	1 2 3 4 5
	Informasi baik seperti apa?	
2.	Saya akan menceritakan hal-hal positif mengenai UD. Sri Mulyo Agung	1 2 3 4 5
	Hal-hal positif seperti apa?	
3.	Saya akan merekomendasikan UD. Sri Mulyo Agung kepada setiap orang yang ingin menjadi pelanggan	1 2 3 4 5
	Rekomendasi seperti apa?	

B. Pelayanan

No.	Pernyataan	Skor
1.	UD Sri Mulyo Agung sangat baik merespon keluhan dan masukan dari pelanggan	1 2 3 4 5
	Respon seperti apa?	
2.	UD Sri Mulyo Agung memberikan jaminan kepada pelanggan atas produk yang telah dibeli	1 2 3 4 5
	Jaminan seperti apa?	
3.	UD Sri Mulyo Agung memberikan fasilitas layanan yang sangat efektif dan efisien	1 2 3 4 5
	Fasilitas layanan seperti apa?	
4.	UD Sri Mulyo Agung memberikan layanan secara akurat kepada pelanggan	1 2 3 4 5
	Akurat seperti apa?	
5.	UD Sri Mulyo Agung memahami dan mengerti masalah yang dihadapi para pelanggannya dan segera bertindak serta memberikan perhatian personal kepada para pelanggan.	1 2 3 4 5
	Perhatian personal seperti apa?	

C. Kepercayaan Pelanggan

No.	Pernyataan	Skor
1.	UD. Sri Mulyo Agung menerapkan perilaku sesuai etika dan jujur kepada pelanggan	1 2 3 4 5
	Informasi baik seperti apa?	
2.	UD. Sri Mulyo Agung mampu membentuk komitmen dengan konsumen yang memiliki tujuan untuk memenuhi kebutuhan pelanggan	1 2 3 4 5
	Komitmen seperti apa?	
3.	UD. Sri Mulyo Agung mampu memecahkan permasalahan yang diperoleh konsumen secara tepat dan cepat	1 2 3 4 5
	Contohnya seperti apa?	

D. Keputusan Pembelian

No.	Pernyataan	Skor
1.	Saya mengetahui kebutuhan yang saya inginkan di UD. Sri Mulyo Agung	1 2 3 4 5
	Kebutuhan seperti apa?	
2.	Saya bisa mencari alternatif lain dalam melakukan pembelian selain di UD. Sri Mulyo Agung	1 2 3 4 5
	Contoh seperti apa?	
3.	Saya memutuskan untuk membeli Produk UD. Sri Mulyo Agung karena memiliki kualitas yang sangat baik	1 2 3 4 5
	Kualitas seperti apa?	
4.	Produk UD. Sri Mulyo Agung memiliki kualitas yang sangat baik sehingga saya merekomendasikan kepada orang lain	1 2 3 4 5
	Rekomendasi seperti apa?	

Lampiran II

DATA TABULASI RESPONDEN

No.	WOM			Jumlah	Pelayanan					Jumlah	Kepercayaan			Jumlah	Keputusan Pembelian					Jumlah
Res p	X1.1	X1.2	X1.3	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2	X3.1	X3.2	X3.3	X3	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y
1	5	5	4	14	4	4	5	4	3	20	5	5	5	15	4	4	4	4	4	20
2	4	4	4	12	3	3	3	3	4	16	4	5	4	13	3	4	4	4	4	19
3	4	4	4	12	4	4	3	3	4	18	5	4	4	13	4	4	4	4	4	20
4	4	3	4	11	2	3	3	3	3	14	4	4	4	12	4	3	3	3	4	17
5	4	4	5	13	5	5	4	5	5	24	4	4	5	13	4	5	4	4	5	22
6	4	4	3	11	4	3	3	3	4	17	4	3	4	11	3	4	3	4	3	17
7	3	3	3	9	4	4	3	4	3	18	3	3	4	10	4	3	4	3	3	17
8	4	5	4	13	5	4	4	5	4	22	5	5	4	14	4	4	5	4	4	21
9	3	3	3	9	3	3	3	3	3	15	3	3	3	9	3	3	4	3	3	16
10	4	4	3	11	4	4	3	3	4	18	3	4	4	11	4	4	4	3	3	18
11	3	4	3	10	4	3	4	4	3	18	4	4	3	11	3	3	4	3	3	16
12	4	4	4	12	4	4	4	4	3	19	4	4	4	12	4	4	4	4	4	20
13	3	3	3	9	3	3	3	3	3	15	3	3	3	9	3	3	3	3	3	15
14	2	3	3	8	3	2	3	3	2	13	2	3	3	8	2	2	3	2	3	12
15	4	4	4	12	4	4	4	4	4	20	4	4	4	12	4	4	4	4	4	20
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50	3	4	3	10	3	4	3	3	4	17	3	4	4	11	3	4	4	3	3	17
51	3	3	3	9	3	3	3	3	3	15	3	3	3	9	3	3	3	3	3	15
52	3	4	4	11	4	4	4	3	3	18	3	4	4	11	4	4	4	3	4	19
53	4	3	5	12	4	3	5	5	4	21	5	4	3	12	5	4	4	3	3	19
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59	5	5	4	14	4	4	4	4	3	19	4	5	4	13	4	5	5	4	4	22
60	5	5	4	14	4	4	5	4	4	21	5	4	4	13	5	5	5	4	4	23



LAMPIRAN III - KARAKTERISTIK RESPONDEN

Statistics

		Jenis Kelamin	Tingkat Pendidikan	Pekerjaan
N	Valid	60	60	60
	Missing	0	0	0

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	27	45.0	45.0	45.0
	Perempuan	33	55.0	55.0	100.0
	Total	60	100.0	100.0	

Tingkat Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	7	11.7	11.7	11.7
	SMA/SMK	42	70.0	70.0	81.7
	DIII/ S1/ S2	11	18.3	18.3	100.0
	Total	60	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wiraswasta	20	33.3	33.3	33.3
	Karyawan Swasta	13	21.7	21.7	55.0
	Pegawai Negeri Sipil	7	11.7	11.7	66.7
	Pedagang	6	10.0	10.0	76.7
	Lain-Lain	14	23.3	23.3	100.0
	Total	60	100.0	100.0	

Lampiran IV – Deskripsi Responden

VARIABEL *Word of Mouth*

Statistics

		X1.1	X1.2	X1.3
N	Valid	60	60	60
	Missing	0	0	0
Mean		3.7833	3.9167	3.8500
Median		4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00
Sum		227.00	235.00	231.00

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	3.3	3.3	3.3
	3	17	28.3	28.3	31.7
	4	33	55.0	55.0	86.7
	5	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	25.0	25.0	25.0
	4	35	58.3	58.3	83.3
	5	10	16.7	16.7	100.0
	Total	60	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	20	33.3	33.3	33.3
	4	29	48.3	48.3	81.7
	5	11	18.3	18.3	100.0
	Total	60	100.0	100.0	

VARIABEL Pelayanan

Statistics

		X2.1	X2.2	X2.3	X2.4	X2.5
N	Valid	60	60	60	60	60
	Missing	0	0	0	0	0
Mean		3.8167	3.8500	3.9167	3.8500	3.7333
Median		4.0000	4.0000	4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00	3.00	4.00
Sum		229.00	231.00	235.00	231.00	224.00

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	3.3	3.3	3.3
	3	15	25.0	25.0	28.3
	4	35	58.3	58.3	86.7
	5	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.7	1.7	1.7
	3	16	26.7	26.7	28.3
	4	34	56.7	56.7	85.0
	5	9	15.0	15.0	100.0
	Total	60	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	21	35.0	35.0	35.0
	4	23	38.3	38.3	73.3
	5	16	26.7	26.7	100.0
	Total	60	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	24	40.0	40.0	40.0
4	21	35.0	35.0	75.0
5	15	25.0	25.0	100.0
Total	60	100.0	100.0	

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.7	1.7	1.7
3	21	35.0	35.0	36.7
4	31	51.7	51.7	88.3
5	7	11.7	11.7	100.0
Total	60	100.0	100.0	

VARIABEL Kepercayaan Pelanggan**Statistics**

	X3.1	X3.2	X3.3
N Valid	60	60	60
Missing	0	0	0
Mean	3.9333	3.9667	4.0000
Median	4.0000	4.0000	4.0000
Mode	4.00	4.00	4.00
Sum	236.00	238.00	240.00

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.7	1.7	1.7
3	18	30.0	30.0	31.7
4	25	41.7	41.7	73.3
5	16	26.7	26.7	100.0
Total	60	100.0	100.0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.7	1.7	1.7
3	13	21.7	21.7	23.3
4	33	55.0	55.0	78.3
5	13	21.7	21.7	100.0
Total	60	100.0	100.0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	15	25.0	25.0	25.0
4	30	50.0	50.0	75.0
5	15	25.0	25.0	100.0
Total	60	100.0	100.0	

VARIABEL Keputusan Pembelian**Statistics**

	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5
N Valid	60	60	60	60	60
Missing	0	0	0	0	0
Mean	3.8167	3.8333	3.9500	3.7333	3.8500
Median	4.0000	4.0000	4.0000	4.0000	4.0000
Mode	4.00	4.00	4.00	4.00	4.00
Sum	229.00	230.00	237.00	224.00	231.00

Y1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.7	1.7	1.7
3	20	33.3	33.3	35.0
4	28	46.7	46.7	81.7
5	11	18.3	18.3	100.0
Total	60	100.0	100.0	

Y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	3.3	3.3	3.3
3	15	25.0	25.0	28.3
4	34	56.7	56.7	85.0
5	9	15.0	15.0	100.0
Total	60	100.0	100.0	

Y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	14	23.3	23.3	23.3
4	35	58.3	58.3	81.7
5	11	18.3	18.3	100.0
Total	60	100.0	100.0	

Y1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.7	1.7	1.7
3	21	35.0	35.0	36.7
4	31	51.7	51.7	88.3
5	7	11.7	11.7	100.0
Total	60	100.0	100.0	

Y1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	22	36.7	36.7	36.7
4	25	41.7	41.7	78.3
5	13	21.7	21.7	100.0
Total	60	100.0	100.0	

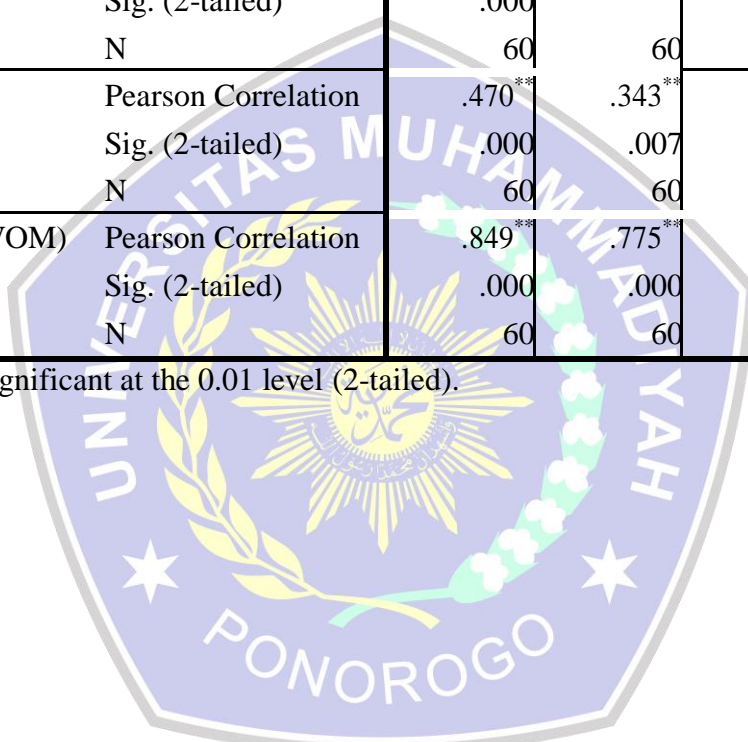
Lampiran V – Uji Validitas

VARIABEL WORD OF MOUTH

Correlations

		X1.1	X1.2	X1.3	Word Of Mouth (WOM) (X1)
X1.1	Pearson Correlation	1	.548**	.470**	.849**
	Sig. (2-tailed)		.000	.000	.000
	N	60	60	60	60
X1.2	Pearson Correlation	.548**	1	.343**	.775**
	Sig. (2-tailed)	.000		.007	.000
	N	60	60	60	60
X1.3	Pearson Correlation	.470**	.343**	1	.767**
	Sig. (2-tailed)	.000	.007		.000
	N	60	60	60	60
Word Of Mouth (WOM) (X1)	Pearson Correlation	.849**	.775**	.767**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

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



VARAIBEL PELAYANAN

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	Pelayanan (X2)
X2.1	Pearson Correlation	1	.542**	.555**	.555**	.531**	.811**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	60	60	60	60	60	60
X2.2	Pearson Correlation	.542**	1	.417**	.454**	.491**	.732**
	Sig. (2-tailed)	.000		.001	.000	.000	.000
	N	60	60	60	60	60	60
X2.3	Pearson Correlation	.555**	.417**	1	.788**	.303*	.804**
	Sig. (2-tailed)	.000	.001		.000	.018	.000
	N	60	60	60	60	60	60
X2.4	Pearson Correlation	.555**	.454**	.788**	1	.452**	.850**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	60	60	60	60	60	60
X2.5	Pearson Correlation	.531**	.491**	.303*	.452**	1	.697**
	Sig. (2-tailed)	.000	.000	.018	.000		.000
	N	60	60	60	60	60	60
Pelayanan (X2)	Pearson Correlation	.811**	.732**	.804**	.850**	.697**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	60	60	60	60	60	60

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

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

VARIABEL KEPERCAYAAN PELANGGAN

Correlations

		X3.1	X3.2	X3.3	Kepercayaan Pelanggan (X3)
X3.1	Pearson Correlation	1	.591**	.357**	.832**
	Sig. (2-tailed)		.000	.005	.000
	N	60	60	60	60
X3.2	Pearson Correlation	.591**	1	.400**	.830**
	Sig. (2-tailed)	.000		.002	.000
	N	60	60	60	60
X3.3	Pearson Correlation	.357**	.400**	1	.724**
	Sig. (2-tailed)	.005	.002		.000
	N	60	60	60	60
Kepercayaan Pelanggan (X3)	Pearson Correlation	.832**	.830**	.724**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

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



VARIABEL KEPUTUSAN PEMBELIAN

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Keputusan Pembelian (Y)
Y1.1	Pearson Correlation	1	.701**	.540**	.498**	.311*	.800**
	Sig. (2-tailed)		.000	.000	.000	.016	.000
	N	60	60	60	60	60	60
Y1.2	Pearson Correlation	.701**	1	.601**	.494**	.360**	.824**
	Sig. (2-tailed)	.000		.000	.000	.005	.000
	N	60	60	60	60	60	60
Y1.3	Pearson Correlation	.540**	.601**	1	.427**	.330**	.744**
	Sig. (2-tailed)	.000	.000		.001	.010	.000
	N	60	60	60	60	60	60
Y1.4	Pearson Correlation	.498**	.494**	.427**	1	.576**	.781**
	Sig. (2-tailed)	.000	.000	.001		.000	.000
	N	60	60	60	60	60	60
Y1.5	Pearson Correlation	.311*	.360**	.330**	.576**	1	.682**
	Sig. (2-tailed)	.016	.005	.010	.000		.000
	N	60	60	60	60	60	60
Keputusan Pembelian (Y)	Pearson Correlation	.800**	.824**	.744**	.781**	.682**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	60	60	60	60	60	60

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

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

Lampiran VI - Uji Reliabilitas

VARIABEL WORD OF MOUTH (X1)

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.713	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	7.7667	1.233	.618	.509
X1.2	7.6333	1.490	.520	.639
X1.3	7.7000	1.434	.465	.705

VARIABEL PELAYANAN (X2)

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.839	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	15.3500	5.418	.695	.793
X2.2	15.3167	5.779	.585	.821
X2.3	15.2500	5.174	.665	.800
X2.4	15.3167	4.932	.734	.779
X2.5	15.4333	5.911	.538	.833

VARIABEL KEPERCAYAAN PELANGGAN (X3)

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.710	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	7.9667	1.423	.566	.572
X3.2	7.9333	1.555	.608	.523
X3.3	7.9000	1.820	.423	.740

VARIABEL KEPUTUSAN PEMBELIAN (Y)

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

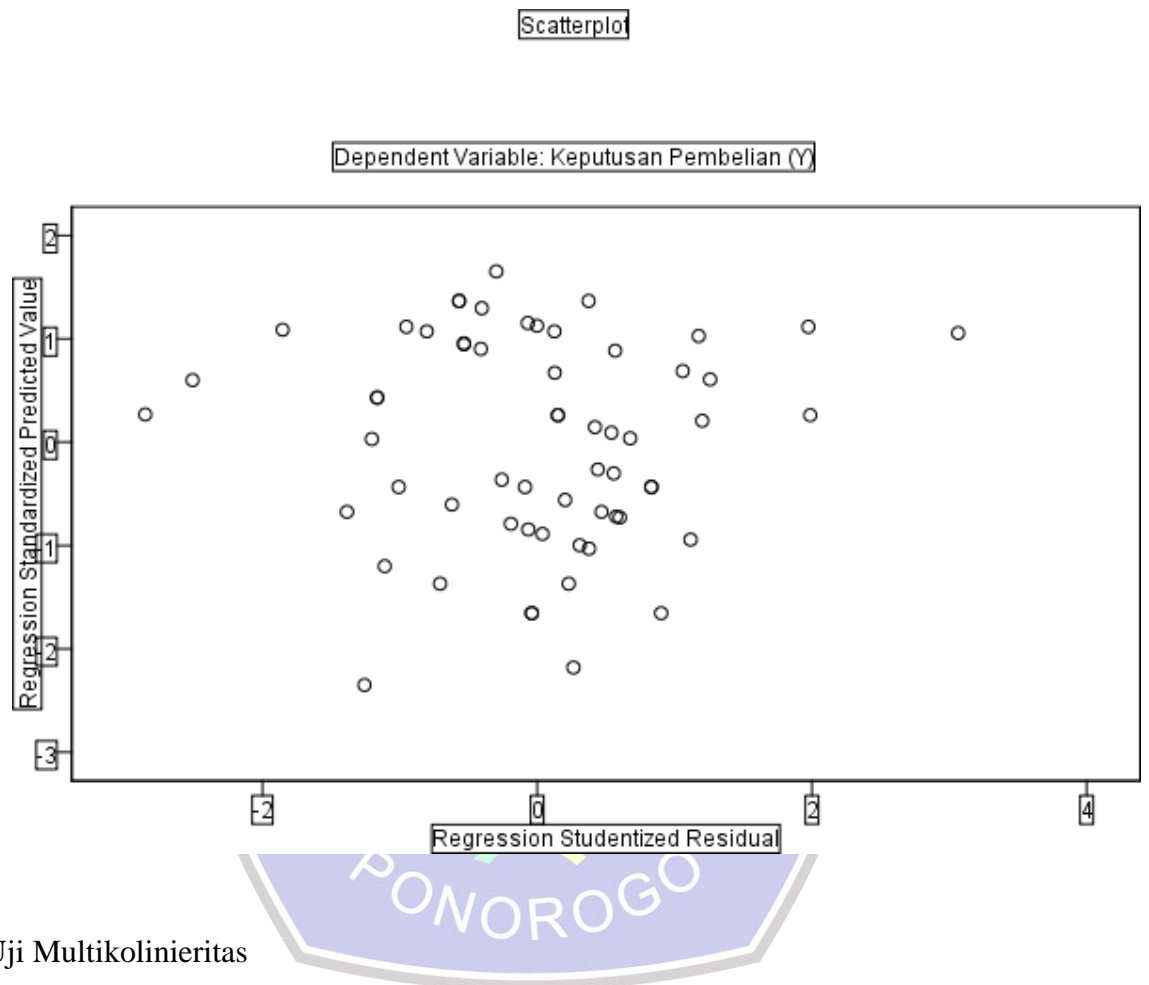
Cronbach's Alpha	N of Items
.822	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	15.3667	4.711	.658	.774
Y1.2	15.3500	4.706	.703	.761
Y1.3	15.2333	5.199	.604	.791
Y1.4	15.4500	4.964	.646	.779
Y1.5	15.3333	5.175	.483	.827

Lampiran VII– Uji Asumsi Klasik

a. Uji Heterokedatisitas



b. Uji Multikolinieritas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	.657	1.076			
	Word Of Mouth (WOM) (X1)	.602	.153	.365	.323	3.099
	Pelayanan (X2)	.425	.084	.446	.355	2.820
	Kepercayaan Pelanggan (X3)	.289	.131	.188	.381	2.628

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	.657	1.076			
	Word Of Mouth (WOM) (X1)	.602	.153	.365	.323	3.099
	Pelayanan (X2)	.425	.084	.446	.355	2.820
	Kepercayaan Pelanggan (X3)	.289	.131	.188	.381	2.628

a. Dependent Variable: Keputusan Pembelian (Y)

c. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		60
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.07066359
Most Extreme Differences	Absolute	.081
	Positive	.075
	Negative	-.081
Kolmogorov-Smirnov Z		.624
Asymp. Sig. (2-tailed)		.831

a. Test distribution is Normal.

Lampiran VIII – Analisis Regresi

1. Analisis Regresi Linier Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.657	1.076		.610	.544
Word Of Mouth (WOM) (X1)	.602	.153	.365	3.947	.000
Pelayanan (X2)	.425	.084	.446	5.053	.000
Kepercayaan Pelanggan (X3)	.289	.131	.188	2.206	.031

a. Dependent Variable: Keputusan Pembelian (Y)

2. Determinasi (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.919 ^a	.845	.837	1.09897	2.540

a. Predictors: (Constant), Kepercayaan Pelanggan (X3), Pelayanan (X2), Word Of Mouth (WOM) (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

3. Uji T (Parsial)

Coefficients^a

Model	t	Sig.
1 (Constant)	.610	.544
Word Of Mouth (WOM) (X1)	3.947	.000
Pelayanan (X2)	5.053	.000
Kepercayaan Pelanggan (X3)	2.206	.031

a. Dependent Variable: Keputusan Pembelian (Y)

4. Uji F (Simultan)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	369.350	3	123.117	101.941	.000 ^a
	Residual	67.633	56	1.208		
	Total	436.983	59			

a. Predictors: (Constant), Kepercayaan Pelanggan (X3), Pelayanan (X2), Word Of Mouth (WOM) (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

