

Lampiran – Lampiran

Lampiran 1 : Kuesioner Penelitian**PENGARUH *SALES PROMOTION, STORE ATMOSPHERE, PERCEIVED VALUE* DAN *WORD OF MOUTH* TERHADAP *PURCHASE DECISION***

Responden yang saya hormati,

Dalam rangka penyelesaian tugas akhir yang sedang saya lakukan di Fakultas Ilmu Sosial Ilmu Politik Universitas Yudharta Pasuruan dengan judul ***Pengaruh Sales Promotion, Store Atmosphere, Perceived Value dan Word ofMouth terhadap Purchace Decision*** , dengan ini saya mohon kesediaan saudara/i untuk berpartisipasi dalam mengisi kuesioner ini. Setiap jawaban yang saudara/i berikan merupakan bantuan yang sangat berarti bagi penelitian saya.

Demikian, atas bantuannya saya ucapkan terimakasih.

Hormat Saya,

Zahro Mustofa

Bagian I. Identitas responden

1. Jenis Kelamin :
 - a. Laki – Laki
 - b. Perempuan
2. Usia :
3. Pekerjaan :
 - a. Pelajar/ Mahasiswa
 - b. Pegawai
 - c. Wiraswasta
 - d. Lain lain
4. Pendapatan rata – rata perbulan :
 - a. < Rp 1.000.000
 - b. Rp 1.000.000 - Rp 3.000.000
 - c. Rp 3.000.000 – Rp 5.000.000
 - d. Rp 5.000.000
5. Berapa kali pembelian:
 - a. Satu kali
 - b. Lebih dari satu kali

Bagian II . Petunjuk Pengisian

1. Pilihlah salah satu jawaban yang menurut anda sesuai dengan pilihan anda di setiap pertanyaan yang diberikan. Berilah tanda (✓) pada kolom yang tersedia.
2. Jawaban terdiri dari lima pilihan, antara lain :
 - a. Sangat Setuju (SS)
 - b. Setuju (ST)
 - c. Netral (N)
 - d. Tidak Setuju (TS)
 - e. Sangat Tidak Setuju (STS)

Bagian III. Kuesioner

No	Pernyataan	Jawaban				
		SS	ST	N	TS	STS
I	<i>SALES PROMOTION</i>					
	Frekuensi Promosi					
1	Saya mengetahui banyak promosi penjualan Kopi Janji Jiwa melalui media cetak maupun media elektronik.					
	Kualitas Promosi					
2	Promosi Produk Kedai Kopi Janji Jiwa mampu menarik perhatian saya.					
	Kuantitas Promosi					
3	Saya mengetahui Promosi Produk Kedai Kopi Janji Jiwa dari berbagai media.					
	Waktu Promosi					
4	Saya mengetahui promosi Produk Kedai Kopi Janji Jiwa sejak lama.					
	Ketetapan atau kesesuaian sasaran promosi					
5	Saya mengetahui bahwa Produk Kedai Kopi Janji Jiwa adalah yang saya butuhkan.					
II	<i>STORE ATMOSPHERE</i>					
	<i>Exterior</i>					
6	Menurut saya desain bangunan kedai Kopi Janji Jiwa terlihat menarik dari luar					
7	Menurut saya logo kedai Kopi Janji Jiwa mudah dikenali					
8	Menurut saya bangunan kedai Kopi Janji Jiwa luas					
9	Menurut saya tempat parkir kedai Kopi Janji Jiwa mudah dijangkau, luas dan aman					

No	Pernyataan	Jawaban				
		SS	ST	N	TS	STS
	<i>General Interior</i>					
10	Menurut saya lantai di kedai Kopi Janji Jiwa memudahkan saya berjalan					
11	Menurut saya pencahayaan di kedai Kopi Janji Jiwa sudah mencukupi					
12	Saya merasa suka terhadap aroma di kedai Kopi Janji Jiwa					
13	Musik yang dimainkan di dalam kedai Kopi janji Jiwa dapat membuat suasana menjadi lebih nyaman					
14	Menurut saya penempatan meja di kedai Kopi janji Jiwa sudah sesuai					
15	Menurut saya <i>layout</i> di kedai Kopi Janji Jiwa sudah sesuai					
	<i>Store Layout</i>					
16	Menurut saya tempat untuk memesan produk di kedai kopi Janji Jiwa sudah sesuai					
	<i>Display</i>					
17	Menurut saya dekorasi kedai Kopi Janji Jiwa sudah sesuai					
III	<i>PERCEIVED VALUE</i>					
	<i>Emotional Value</i>					
18	Saya merasa rileks saat berkunjung ke kedai Kopi Janji Jiwa					
19	Saya merasa senang saat membeli produk di kedai Kopi Janji Jiwa					
	<i>Social Value</i>					
20	Saya merasa bangga telah berkunjung ke kedai Kopi Janji Jiwa					

No	Pernyataan	Jawaban				
		SS	ST	N	TS	STS
	<i>Quality/ Performance Value</i>					
21	Saya merasa kedai Kopi Janji Jiwa memiliki standar kualitas yang dapat diterima					
22	Saya merasa produk kedai Kopi Janji Jiwa dijalankan dengan kualitas yang konsisten					
	<i>Price/ Value of Money</i>					
23	Kualitas produk kedai Kopi Janji Jiwa sesuai dengan harganya					
24	Harga produk yang ditetapkan kedai Kopi Janji Jiwa masuk akal					
IV	<i>WORD OF MOUTH</i>					
	<i>Mutual Dialogue</i>					
25	Saya pernah membicarakan hal – hal positif tentang produk kedai Kopi Janji Jiwa kepada orang lain					
	<i>Pass along effect</i>					
26	Saya mendapatkan kepuasan yang maksimal atas pelayanan kedai Kopi Janji Jiwa dan membicarakannya dengan orang lain					
	<i>Knowledge Diffusion</i>					
27	Saya merekomendasikan produk kedai Kopi janji Jiwa kepada orang lain					
	<i>Cause and Effect</i>					
28	Produk yang ditawarkan kedai kopi Janji Jiwa dapat memberikan kepuasan memberikan kepuasan sehingga dapat direkomendasikan pada orang lain					

No	Pernyataan	Jawaban				
		SS	ST	N	TS	STS
V	<i>PURCHASE DECISION</i>					
	Pemilihan Produk					
29	Saya membeli produk kedai kopi Janji Jiwa karena produk yang ditawarkan beragam.					
30	Saya membeli produk kedai kopi Janji Jiwa karena keunggulan produk					
	Pemilihan Merek					
31	Saya pergi ke kedai Kopi Janji Jiwa karena memiliki citra yang baik					
32	Saya membeli produk kedai kopi Janji Jiwa karena kepopuleran kedai Kopi Janji Jiwa					
	Pilihan Saluran Pembelian					
33	Saya membeli produk kedai kopi Janji Jiwa karena kestrategisan tempat kedai Kopi Janji Jiwa					
34	Saya merasa mudah membeli melalui <i>delivery order</i>					
	Waktu Pembelian					
35	Saya melakukan pembelian produk kedai kopi Janji Jiwa pada saat <i>weekday</i>					
36	Saya melakukan pembelian produk kedai kopi Janji Jiwa pada saat <i>weekend</i>					
37	Saya melakukan pembelian produk kedai kopi Janji Jiwa pada saat hari libur					
38	Saya melakukan pembelian produk kedai kopi Janji Jiwa berdasarkan promosi					
	Jumlah Pembelian					
39	Saya membeli produk kedai kopi Janji Jiwa sesuai dengan kebutuhan					
40	Saya sering membeli produk					

Lampiran 2 : Hasil Kuesioner**Lampiran hasil kuesioner Variabel *Sales Promotion* (X1)**

No	<i>Sales Promotion</i> (X1)					
	X1.1	X1.2	X1.3	X1.4	X1.5	Total X1
1	4	4	4	4	4	20
2	4	3	4	3	4	18
3	4	4	4	3	2	17
4	3	3	3	3	3	15
5	5	5	4	4	3	21
6	4	3	4	3	4	18
7	5	4	4	4	3	20
8	4	4	4	4	3	19
9	3	3	4	4	3	17
10	4	4	5	2	3	18
11	5	4	4	3	2	18
12	4	4	4	4	3	19
13	5	5	5	5	3	23
14	3	3	3	3	3	15
15	2	2	2	3	3	12
16	4	4	4	4	5	21
17	4	4	4	3	4	19
18	5	3	3	3	3	17
19	4	3	4	4	3	18
20	4	4	4	4	4	20
21	4	4	4	4	4	20
22	3	3	3	3	3	15
23	5	4	4	3	4	20
24	5	4	5	4	3	21
25	3	3	3	3	3	15
26	3	3	3	4	3	16
27	4	4	4	4	4	20
28	3	4	3	3	3	16
29	3	3	3	3	3	15
30	4	5	4	4	4	21
31	5	4	3	3	3	18
32	5	5	5	5	3	23
33	3	4	3	4	3	17
34	3	3	3	3	3	15
35	3	4	4	4	4	19
36	4	5	4	2	2	17
37	4	4	5	3	3	19
38	3	3	3	3	3	15
39	4	4	3	3	3	17
40	5	5	4	2	3	19
41	4	4	5	4	3	20
42	4	4	4	4	4	20
43	3	3	3	3	3	15
44	4	4	4	4	3	19
45	4	3	4	4	4	19
46	4	4	4	3	4	19

Lampiran hasil kuesioner Variabel *Sales Promotion* (X1)

No	<i>Sales Promotion</i> (X1)					
	X1.1	X1.2	X1.3	X1.4	X1.5	Total X1
47	5	5	4	4	4	22
48	3	4	3	3	2	15
49	4	4	4	4	3	19
50	4	4	4	3	3	18
51	4	4	4	4	4	20
52	3	3	3	3	3	15
53	5	5	5	5	5	25
54	4	4	4	4	4	20
55	4	4	4	4	3	19
56	3	4	3	3	3	16
57	5	4	5	3	3	20
58	5	4	5	3	5	22
59	4	4	4	4	4	20
60	5	5	5	5	5	25
61	4	4	4	4	4	20
62	4	4	4	4	4	20
63	5	5	5	5	5	25
64	4	4	4	4	4	20
65	5	4	5	4	3	21
66	4	4	4	4	3	19
67	5	5	5	5	5	25
68	4	4	4	3	4	19
69	5	5	5	5	5	25
70	4	5	4	4	4	21
71	4	4	4	4	4	20
72	2	2	5	4	3	16
73	4	4	5	3	3	19
74	4	4	4	4	3	19
75	4	3	4	2	4	17
76	3	3	3	4	3	16
77	4	4	4	3	3	18
78	4	4	4	4	4	20
79	4	4	4	4	4	20
80	4	4	4	4	4	20
81	5	4	4	4	4	21
82	5	4	5	4	3	21
83	5	4	5	4	4	22
84	3	3	3	3	3	15
85	4	4	4	4	4	20
86	4	3	4	4	2	17
87	4	3	3	4	3	17
88	4	4	4	4	4	20
89	3	4	3	3	4	17
90	3	3	2	3	3	14
91	3	3	4	4	3	17
92	4	4	4	4	3	19

Lampiran hasil kuesioner Variabel *Sales Promotion* (X1)

No	<i>Sales Promotion</i> (X1)					
	X1.1	X1.2	X1.3	X1.4	X1.5	Total X1
93	4	4	4	4	4	20
94	4	4	4	4	4	20
95	5	4	4	4	3	20
96	3	3	4	4	3	17
97	4	4	4	4	3	19
98	4	4	4	3	4	19
99	4	4	4	4	4	20
100	3	3	4	2	3	15
101	4	3	4	5	3	19
102	5	5	5	3	2	20
103	3	3	3	3	3	15
104	5	5	5	5	4	24
105	4	4	4	3	3	18
106	3	4	3	3	4	17
107	4	4	4	3	4	19
108	4	4	4	3	3	18
109	4	4	4	4	4	20
110	5	5	5	5	4	24
111	4	5	5	4	4	22
112	4	4	3	4	3	18
113	4	4	3	3	3	17
114	4	4	4	4	4	20
115	4	4	4	4	4	20
116	5	4	4	4	4	21

Lampiran hasil kuesioner Variabel *Store Atmosphere* (X2)

No	<i>Store Atmosphere</i> (X2)												Total X2
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	
1	4	4	3	5	3	3	3	3	3	3	4	4	42
2	5	4	4	4	4	4	3	4	4	4	4	4	48
3	4	4	2	4	4	4	3	4	4	2	3	5	43
4	3	3	3	3	3	3	3	3	3	3	3	3	36
5	4	5	3	4	4	5	5	4	4	4	5	5	52
6	4	4	3	3	3	4	3	3	3	3	3	4	40
7	3	4	2	3	3	3	3	3	2	3	3	3	35
8	3	3	3	4	4	3	3	3	3	3	3	3	38
9	3	4	3	3	4	4	4	4	4	3	3	4	43
10	4	3	3	4	4	4	4	4	3	3	4	4	44
11	4	5	1	2	4	4	4	5	5	3	3	3	43
12	4	4	3	3	4	4	4	4	3	3	3	3	42
13	3	5	4	4	4	4	5	4	4	4	4	4	49
14	3	3	3	3	3	3	3	3	3	3	4	4	38
15	2	4	3	3	3	4	4	3	3	3	3	4	39
16	4	5	4	3	4	4	4	4	4	4	4	4	48
17	4	4	4	4	4	4	4	4	4	4	4	4	48
18	3	3	3	3	3	3	3	4	3	3	4	4	39
19	3	4	3	4	4	4	4	3	4	4	4	4	45
20	4	4	4	4	4	4	4	4	4	4	4	4	48
21	4	4	4	4	4	4	4	4	4	4	4	4	48
22	3	4	3	4	3	3	4	3	3	3	3	4	40
23	4	4	4	4	4	4	4	4	4	4	4	4	48
24	4	4	4	4	4	4	4	4	3	4	4	4	47
25	3	3	3	4	3	3	3	3	3	3	3	3	37
26	4	4	3	3	3	3	3	3	3	3	3	3	38
27	4	4	3	4	4	4	4	4	4	4	4	4	47
28	4	4	3	3	4	4	4	3	4	4	4	4	45
29	3	3	3	3	3	3	3	3	3	3	3	3	36
30	3	4	3	3	3	5	5	4	4	4	4	4	46
31	4	4	4	3	3	4	4	5	4	4	4	4	47
32	5	4	3	4	4	4	4	4	4	3	4	4	47
33	4	4	4	4	4	4	4	4	4	4	4	4	48
34	3	3	3	3	3	3	3	3	3	3	3	3	36
35	4	4	4	4	5	4	5	4	4	5	5	4	52
36	4	4	3	4	4	4	4	4	3	3	4	4	45
37	3	4	3	5	4	4	4	4	4	4	4	4	47
38	3	3	3	3	3	3	3	3	3	3	3	3	36
39	4	4	3	4	4	4	3	4	3	4	4	4	45
40	5	5	4	4	4	3	5	3	3	4	4	4	48
41	4	4	4	4	4	4	4	4	4	4	4	4	48
42	3	3	3	4	4	4	4	4	4	4	4	4	45
43	3	3	3	3	3	3	3	3	3	3	3	3	36
44	4	3	3	3	4	4	4	4	4	4	4	4	45
45	4	5	4	4	4	4	4	4	5	4	4	4	50
46	4	5	4	4	4	5	4	4	4	4	4	4	50

Lampiran hasil kuesioner Variabel *Store Atmosphere* (X2)

No	<i>Store Atmosphere</i> (X2)												Total X2
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	
47	4	4	4	4	5	5	5	5	5	5	5	5	56
48	4	4	2	3	3	3	3	4	4	4	4	3	41
49	3	4	3	4	4	4	4	3	4	4	4	4	45
50	3	4	3	3	3	3	3	3	3	3	3	3	37
51	4	4	4	4	3	3	5	4	4	4	4	4	47
52	3	3	3	3	3	3	3	3	3	3	3	3	36
53	5	2	1	1	4	4	2	4	4	2	2	4	35
54	4	4	4	4	4	4	4	4	4	4	4	4	48
55	3	4	3	4	4	4	3	4	4	4	4	4	45
56	4	3	3	4	3	3	4	4	4	3	3	4	42
57	3	5	2	4	4	4	4	5	4	5	4	5	49
58	3	3	3	5	4	4	2	5	4	4	4	4	45
59	5	5	4	4	4	4	4	4	3	3	4	4	48
60	5	5	5	5	5	5	5	5	5	5	5	5	60
61	4	4	4	4	4	4	4	3	4	4	4	4	47
62	4	4	4	4	3	3	3	3	3	4	4	4	43
63	5	5	5	5	5	5	5	5	5	5	5	5	60
64	4	4	4	4	4	4	4	4	4	4	4	4	48
65	5	5	3	3	3	4	4	4	3	4	4	4	46
66	4	4	3	3	4	4	3	4	4	4	4	4	45
67	5	5	5	5	5	5	5	5	5	5	5	5	60
68	4	4	3	4	4	4	4	4	4	4	4	4	47
69	5	5	5	5	5	5	5	5	5	5	5	5	60
70	2	4	2	4	4	4	4	4	4	4	4	4	44
71	4	4	4	4	4	4	4	4	5	5	4	5	51
72	2	5	2	4	4	4	4	5	4	4	4	4	46
73	4	5	3	3	4	5	4	4	4	4	5	4	49
74	3	5	2	4	3	5	4	5	3	3	4	5	46
75	3	4	4	4	4	4	4	4	4	4	4	4	47
76	4	3	3	3	3	3	4	4	3	3	3	4	40
77	3	5	3	4	3	4	4	4	4	4	4	4	46
78	4	5	3	5	3	3	3	3	3	4	4	4	44
79	4	4	4	4	4	4	4	4	4	4	4	4	48
80	4	4	4	4	4	4	4	4	4	4	4	3	47
81	4	4	4	4	4	4	4	4	4	4	4	4	48
82	4	4	3	4	4	4	4	4	3	4	4	4	46
83	5	5	2	5	5	5	5	5	5	5	5	5	57
84	3	3	3	3	3	3	3	3	3	3	3	3	36
85	4	4	3	4	4	4	4	4	4	4	4	4	47
86	4	4	3	3	3	3	3	3	3	3	3	3	38
87	3	4	2	3	3	4	4	3	3	3	4	4	40
88	4	4	4	4	4	4	4	4	4	4	4	4	48
89	3	4	3	4	4	4	4	3	4	4	4	4	45
90	4	5	3	3	4	4	5	4	4	4	4	4	48
91	4	4	3	4	4	4	4	4	3	3	4	3	44
92	4	4	3	5	3	4	4	4	4	3	4	4	46

Lampiran hasil kuesioner Variabel *Store Atmosphere* (X2)

No	<i>Store Atmosphere</i> (X2)												Total X2
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	
93	4	4	3	4	4	4	4	4	4	4	4	4	47
94	4	4	4	4	4	4	4	4	4	4	4	4	48
95	4	5	2	4	4	4	4	4	4	4	4	4	47
96	4	4	3	4	3	3	3	3	3	3	3	3	39
97	3	4	3	4	3	4	4	3	4	3	3	4	42
98	4	4	4	4	3	4	5	5	4	5	4	5	51
99	4	5	3	5	4	4	4	4	4	4	4	4	49
100	3	3	3	3	3	3	3	3	3	3	3	3	36
101	5	5	3	5	5	5	4	3	3	4	4	4	50
102	3	3	3	4	3	3	3	5	3	3	3	3	39
103	3	3	3	3	3	3	3	3	3	3	3	3	36
104	5	5	5	5	4	4	4	4	4	4	4	4	52
105	4	3	2	4	4	4	4	4	4	4	4	4	45
106	4	4	4	4	4	4	4	3	4	4	4	4	47
107	4	4	4	3	4	4	4	4	4	3	4	5	47
108	4	4	3	4	4	3	4	3	4	3	4	4	44
109	3	3	4	4	4	4	4	4	4	4	4	4	46
110	5	5	5	5	5	5	5	5	5	5	5	5	60
111	5	4	4	5	4	5	5	5	4	5	4	4	54
112	4	4	3	4	4	4	3	4	4	4	4	4	46
113	3	5	3	3	4	4	4	3	3	3	3	4	42
114	4	4	4	4	4	4	4	4	4	4	4	4	48
115	4	4	4	4	4	4	4	4	4	4	4	4	48
116	4	4	4	4	4	4	5	4	4	4	4	4	49

Lampiran hasil kuesioner Variabel *Perceived Value* (X3)

No	<i>Perceived Value</i> (X3)							Total X3
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	
1	4	4	4	4	4	3	4	27
2	4	4	4	4	4	4	3	27
3	4	4	3	4	4	4	4	27
4	3	3	3	3	3	3	3	21
5	4	4	5	4	4	4	3	28
6	3	2	3	4	4	3	3	22
7	2	3	3	3	3	2	2	18
8	3	3	3	3	4	3	3	22
9	4	4	4	3	3	3	3	24
10	4	3	4	3	4	4	3	25
11	3	4	3	3	3	2	2	20
12	3	4	3	4	4	4	4	26
13	4	4	3	5	5	4	3	28
14	4	3	3	3	3	3	3	22
15	3	3	3	4	4	4	3	24
16	5	5	5	4	4	3	3	29
17	4	4	3	4	4	4	4	27
18	4	3	3	3	3	2	2	20
19	3	3	3	3	3	4	3	22
20	4	4	4	4	4	4	4	28
21	4	4	4	4	4	4	4	28
22	4	4	4	4	3	3	3	25
23	4	4	4	4	4	4	4	28
24	5	4	4	5	4	3	2	27
25	3	3	3	3	3	3	3	21
26	3	3	3	3	3	3	3	21
27	4	4	3	4	4	4	4	27
28	4	4	4	4	4	4	3	27
29	3	3	3	3	3	3	3	21
30	5	4	4	4	4	3	3	27
31	3	3	3	3	3	3	3	21
32	4	3	3	4	4	4	4	26
33	4	4	4	4	4	4	4	28
34	3	3	3	3	3	4	3	22
35	5	5	4	4	4	4	4	30
36	4	4	5	4	3	2	2	24
37	4	4	4	4	4	4	4	28
38	3	3	3	3	3	3	3	21
39	3	3	3	3	4	5	5	26
40	3	4	4	4	4	4	4	27
41	5	4	4	4	4	4	4	29
42	4	4	4	4	4	4	4	28
43	3	3	3	3	3	3	3	21
44	3	3	3	4	4	4	4	25
45	4	4	5	4	4	4	4	29
46	4	4	4	4	4	4	4	28

Lampiran hasil kuesioner Variabel *Perceived Value* (X3)

No	<i>Perceived Value</i> (X3)							Total X3
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	
47	4	5	4	4	5	5	5	32
48	5	5	4	4	4	3	2	27
49	4	4	3	4	3	3	4	25
50	3	4	2	3	4	4	4	24
51	4	3	4	3	3	4	4	25
52	3	4	3	3	3	3	3	22
53	4	4	4	4	4	4	4	28
54	4	4	4	4	4	4	4	28
55	3	4	3	4	3	4	4	25
56	4	3	3	3	3	4	4	24
57	4	4	5	5	4	5	5	32
58	3	3	2	3	3	3	4	21
59	4	4	4	4	4	4	4	28
60	5	5	5	5	5	5	5	35
61	4	4	4	4	4	4	4	28
62	4	4	4	4	4	4	4	28
63	5	5	5	5	5	5	5	35
64	4	4	4	4	4	4	4	28
65	3	3	3	4	4	3	3	23
66	3	4	4	4	4	4	4	27
67	5	5	5	5	5	5	5	35
68	4	4	4	4	4	4	4	28
69	5	5	5	5	5	5	5	35
70	4	4	3	4	4	4	4	27
71	5	5	4	4	4	4	5	31
72	5	4	3	4	2	4	4	26
73	5	4	4	5	4	5	4	31
74	5	5	4	4	4	3	2	27
75	4	4	4	4	4	4	4	28
76	4	4	3	4	3	4	4	26
77	4	4	4	4	4	3	3	26
78	4	3	3	3	3	3	3	22
79	4	4	3	3	3	3	3	23
80	3	3	3	3	3	3	3	21
81	4	4	4	4	4	4	2	26
82	4	4	3	4	4	4	4	27
83	5	5	5	5	5	5	5	35
84	3	3	3	3	3	3	3	21
85	4	4	4	4	4	4	4	28
86	3	3	3	3	3	3	3	21
87	3	3	2	4	4	3	3	22
88	4	4	4	4	4	3	3	26
89	4	4	4	4	4	4	4	28
90	4	4	3	4	4	5	4	28
91	4	4	3	4	4	4	4	27
92	4	4	4	4	4	4	3	27

Lampiran hasil kuesioner Variabel *Perceived Value* (X3)

No	<i>Perceived Value</i> (X3)							Total X3
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	
93	4	4	4	4	4	4	4	28
94	4	4	4	4	4	4	4	28
95	4	4	4	4	4	4	4	28
96	3	3	3	3	3	3	3	21
97	4	3	3	3	3	3	3	22
98	3	4	4	3	5	3	4	26
99	4	4	4	4	4	4	4	28
100	3	3	3	3	3	3	3	21
101	4	4	5	4	4	4	2	27
102	3	3	3	3	3	3	3	21
103	3	3	3	3	3	3	3	21
104	4	4	4	4	4	4	4	28
105	4	4	4	4	4	2	4	26
106	4	4	4	4	4	4	4	28
107	5	5	4	5	4	4	4	31
108	3	3	3	4	4	4	4	25
109	4	4	4	4	4	4	4	28
110	5	5	5	5	5	5	5	35
111	5	5	4	5	4	4	4	31
112	4	4	3	4	4	4	4	27
113	4	3	3	3	4	3	3	23
114	4	4	4	4	4	4	4	28
115	4	4	4	4	4	4	4	28
116	4	4	4	4	4	4	4	28

Lampiran hasil kuesioner Variabel *Word of Mouth* (X4)

No	<i>Word of Mouth</i> (X4)				
	X4.1	X4.2	X4.3	X4.4	Total X4
1	4	4	3	3	14
2	3	4	4	4	15
3	3	4	4	4	15
4	3	3	3	3	12
5	4	4	5	5	18
6	3	3	2	3	11
7	2	2	3	3	10
8	4	3	3	3	13
9	3	3	4	4	14
10	3	3	2	2	10
11	3	3	3	3	12
12	4	4	4	4	16
13	4	3	4	4	15
14	3	3	3	3	12
15	4	4	4	4	16
16	3	3	4	4	14
17	3	3	4	4	14
18	3	3	2	3	11
19	4	3	3	3	13
20	3	4	4	4	15
21	4	4	4	4	16
22	4	3	3	3	13
23	4	4	4	4	16
24	3	3	2	3	11
25	3	3	3	3	12
26	3	3	3	3	12
27	3	3	3	4	13
28	4	4	4	4	16
29	3	3	3	3	12
30	4	4	5	4	17
31	3	3	3	3	12
32	4	3	4	4	15
33	4	4	4	4	16
34	3	3	3	3	12
35	4	4	5	4	17
36	3	3	3	3	12
37	4	4	4	4	16
38	3	3	3	3	12
39	3	3	3	3	12
40	4	4	4	4	16
41	4	4	4	4	16
42	4	4	4	4	16
43	3	3	3	3	12
44	3	3	3	4	13
45	4	4	4	4	16
46	4	4	4	4	16

Lampiran hasil kuesioner Variabel *Word of Mouth* (X4)

No	<i>Word of Mouth</i> (X4)				
	X4.1	X4.2	X4.3	X4.4	Total X4
47	5	5	4	5	19
48	3	3	3	4	13
49	4	3	4	4	15
50	3	3	4	4	14
51	4	4	4	4	16
52	3	3	3	3	12
53	4	4	3	4	15
54	4	4	4	4	16
55	4	4	4	4	16
56	4	3	3	4	14
57	4	5	5	5	19
58	4	4	4	4	16
59	4	4	4	4	16
60	5	5	5	5	20
61	4	4	4	4	16
62	3	4	4	4	15
63	5	5	5	5	20
64	4	4	4	4	16
65	4	4	4	4	16
66	3	4	3	4	14
67	5	5	5	5	20
68	4	4	4	4	16
69	5	5	5	5	20
70	4	4	4	4	16
71	5	4	4	5	18
72	4	4	4	4	16
73	3	3	4	4	14
74	4	4	4	4	16
75	4	4	4	4	16
76	3	3	3	3	12
77	3	3	3	3	12
78	3	3	4	4	14
79	3	3	3	3	12
80	3	3	3	3	12
81	4	4	5	1	14
82	3	4	4	4	15
83	5	5	5	5	20
84	3	3	3	3	12
85	4	4	4	4	16
86	3	3	3	3	12
87	2	3	2	3	10
88	3	4	4	4	15
89	3	3	3	4	13
90	4	4	4	5	17
91	4	4	4	4	16
92	4	3	4	4	15

Lampiran hasil kuesioner Variabel *Word of Mouth* (X4)

No	<i>Word of Mouth</i> (X4)				
	X4.1	X4.2	X4.3	X4.4	Total X4
93	4	4	4	4	16
94	4	4	4	4	16
95	4	4	4	4	16
96	3	3	2	3	11
97	4	3	3	3	13
98	4	3	4	4	15
99	4	4	4	4	16
100	3	3	3	3	12
101	4	4	4	4	16
102	3	3	3	3	12
103	3	3	3	3	12
104	4	4	4	4	16
105	5	4	4	3	16
106	5	4	4	4	17
107	4	4	4	4	16
108	4	4	4	4	16
109	4	4	4	4	16
110	5	5	5	5	20
111	5	5	4	4	18
112	3	3	3	3	12
113	2	3	3	3	11
114	4	4	4	4	16
115	4	4	4	4	16
116	4	4	4	4	16

Lampiran hasil kuesioner Variabel *Purchase Decision* (Y)

No	<i>Purchase Decision</i> (Y)												Total Y1
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	Y1.11	Y1.12	
1	4	3	3	3	3	3	2	3	3	3	3	3	36
2	4	4	4	3	4	4	3	3	3	3	4	3	42
3	4	4	4	4	4	4	4	4	4	4	4	3	47
4	3	2	2	4	3	3	3	3	3	3	2	3	34
5	4	4	4	5	5	5	4	4	4	5	3	5	52
6	2	2	2	2	2	3	1	1	1	4	4	1	25
7	3	3	3	4	2	4	3	4	4	2	4	2	38
8	3	3	4	4	4	4	3	3	3	4	3	3	41
9	4	4	3	4	3	3	3	4	4	3	3	3	41
10	3	3	4	4	2	4	2	4	2	5	2	2	37
11	3	2	4	5	5	4	3	3	2	4	4	2	41
12	4	4	4	4	3	4	3	3	3	4	4	3	43
13	4	4	3	3	3	3	3	3	3	5	3	3	40
14	4	3	4	3	3	3	3	4	4	3	4	2	40
15	4	4	4	4	3	3	2	4	4	3	4	1	40
16	4	4	4	4	3	4	4	4	4	4	4	3	46
17	4	4	3	4	4	4	3	4	3	3	4	3	43
18	3	3	3	3	3	2	2	2	1	3	2	1	28
19	4	3	3	3	4	3	3	3	3	3	4	2	38
20	4	4	4	3	3	2	3	3	3	3	3	3	38
21	4	4	4	4	4	4	4	4	4	4	4	4	48
22	3	4	4	4	3	3	3	4	3	4	4	3	42
23	4	4	4	4	4	4	4	4	4	4	4	4	48
24	4	4	4	4	5	3	2	4	4	5	5	3	47
25	3	3	3	3	3	3	3	3	3	3	3	3	36
26	3	3	3	3	3	3	3	3	3	3	3	3	36
27	4	3	3	4	3	4	4	3	3	4	4	3	42
28	4	4	4	4	4	4	4	4	4	4	4	4	48
29	3	3	3	3	3	3	3	3	3	3	3	3	36
30	4	4	4	4	4	3	3	5	3	3	4	5	46
31	3	3	3	3	3	3	3	3	3	3	3	3	36
32	4	4	4	4	4	4	4	4	4	4	4	4	48
33	4	4	4	4	4	4	4	4	4	4	4	4	48
34	3	3	3	3	3	3	3	3	3	3	3	3	36
35	4	4	4	5	4	4	5	5	4	4	4	4	51
36	3	3	4	5	3	3	3	5	5	5	3	3	45
37	4	4	4	5	3	3	2	4	2	3	4	3	41
38	3	3	3	3	3	3	3	3	3	3	3	3	36
39	5	5	3	3	3	2	3	3	3	4	3	3	40
40	5	5	4	3	4	3	2	3	3	2	2	3	39
41	4	4	5	5	4	4	3	5	5	4	3	3	49
42	4	4	4	4	4	4	4	4	4	4	4	4	48
43	3	3	3	3	3	3	3	3	3	3	3	3	36
44	3	3	3	4	4	4	4	3	3	4	4	4	43
45	4	3	4	4	4	4	4	4	5	2	4	3	45
46	4	4	4	4	4	4	4	3	3	3	4	4	45

Lampiran hasil kuesioner Variabel *Purchase Decision* (Y)

No	<i>Purchase Decision</i> (Y)												Total Y1
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	Y1.11	Y1.12	
47	5	5	4	5	5	5	5	4	5	5	5	4	57
48	4	4	4	5	3	5	3	3	3	4	4	2	44
49	4	4	4	4	4	3	3	4	4	3	3	3	43
50	3	3	4	4	4	3	3	3	3	3	4	3	40
51	4	4	4	4	4	3	3	5	3	4	4	3	45
52	3	3	3	3	3	3	3	3	3	3	3	3	36
53	4	4	4	4	4	4	4	4	4	4	4	4	48
54	4	4	4	4	4	4	4	4	4	4	4	4	48
55	4	3	4	4	3	4	4	4	4	4	4	4	46
56	4	3	3	3	3	4	4	3	4	3	3	3	40
57	5	5	5	3	5	5	3	3	3	5	4	5	51
58	4	4	4	4	4	4	4	3	3	5	2	4	45
59	4	4	4	4	4	4	4	4	4	4	4	2	46
60	5	5	5	5	5	5	5	5	5	5	5	5	60
61	4	4	4	4	4	4	4	4	4	4	5	4	49
62	4	4	4	3	3	3	3	4	3	4	4	3	42
63	5	5	5	5	5	5	5	5	5	5	5	5	60
64	4	4	4	4	4	4	4	4	4	3	4	4	47
65	4	4	4	4	3	4	3	4	4	3	5	3	45
66	4	3	4	4	4	4	3	3	3	3	4	3	42
67	5	5	5	5	5	5	5	5	5	5	5	5	60
68	4	4	4	4	4	4	4	4	4	4	4	4	48
69	5	5	5	5	5	5	5	5	5	5	5	5	60
70	4	4	4	4	4	4	5	3	3	5	4	5	49
71	5	4	4	4	5	4	4	5	4	4	5	4	52
72	4	3	3	3	4	4	3	3	2	2	4	4	39
73	5	4	4	5	4	5	3	3	3	3	5	3	47
74	5	4	4	4	2	1	2	2	2	4	5	5	40
75	4	4	4	4	2	4	4	4	4	4	2	2	42
76	4	3	3	4	4	4	4	4	4	3	3	3	43
77	5	5	5	5	3	3	2	4	3	3	4	3	45
78	4	4	4	4	4	3	3	4	4	4	4	3	45
79	3	3	3	3	3	3	3	4	4	4	4	3	40
80	3	3	3	3	3	3	3	4	4	4	3	3	39
81	5	3	3	4	3	4	3	4	3	4	4	5	45
82	4	4	4	4	4	4	3	3	3	3	3	3	42
83	5	5	5	5	5	5	5	5	5	5	5	5	60
84	3	3	3	3	3	3	3	3	3	3	3	3	36
85	4	4	4	4	4	4	4	4	4	4	4	4	48
86	3	3	3	3	3	4	3	3	3	4	4	2	38
87	4	4	4	4	4	3	2	3	4	2	4	2	40
88	4	3	4	4	3	3	3	4	3	4	4	3	42
89	3	4	4	3	3	3	3	3	3	4	4	3	40
90	5	4	3	4	4	4	4	4	4	3	4	4	47
91	4	4	4	4	4	4	3	3	3	3	4	4	44
92	4	4	4	4	4	3	3	4	3	3	4	3	43

Lampiran hasil kuesioner Variabel *Purchase Decision* (Y)

[illegible]

Lampiran 3 : Uji Validitas

		Correlations																																									
		X1.1	X1.2	X1.3	X1.4	X1.5	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X4.1	X4.2	X4.3	X4.4	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	Y1.11	Y1.12	Total	
X1.1	Pearson Correlation	1	.687	.645	.348	.278	.457	.338	.194	.285	.402	.418	.280	.498	.337	.351	.409	.431	.155	.236	.296	.352	.469	.178	.194	.251	.325	.290	.241	.304	.300	.366	.263	.334	.264	.208	.184	.169	.409	.189	.268	.498	
	Sig (2-tailed)		.000	.000	.000	.003	.000	.000	.037	.002	.000	.000	.002	.000	.006	.011	.000	.000	.096	.011	.000	.006	.037	.007	.003	.002	.009	.001	.001	.000	.004	.000	.004	.005	.047	.070	.040	.042	.004	.000	.000	.000	
	N	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116
X1.2	Pearson Correlation	.687	1	.556	.357	.331	.468	.278	.285	.361	.464	.485	.427	.483	.448	.417	.467	.451	.389	.456	.410	.444	.553	.293	.353	.405	.387	.426	.398	.356	.431	.470	.425	.355	.323	.380	.375	.318	.526	.260	.487	.634	
	Sig (2-tailed)		.000	.000	.000	.000	.002	.002	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.005	.000	.000	
	N	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116
X1.3	Pearson Correlation	.645	.556	1	.424	.315	.387	.320	.195	.443	.482	.467	.280	.545	.367	.380	.410	.376	.392	.346	.368	.475	.372	.284	.319	.378	.422	.398	.341	.361	.343	.422	.336	.317	.350	.214	.283	.137	.416	.280	.356	.571	
	Sig (2-tailed)		.000	.000	.000	.001	.000	.006	.000	.000	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.001	.000	.021	.002	.144	.000	.002	.000	.000	
	N	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116
X1.4	Pearson Correlation	.349	.357	.424	1	.408	.387	.312	.271	.316	.406	.409	.294	.275	.359	.329	.320	.294	.349	.351	.268	.395	.353	.323	.268	.377	.365	.372	.376	.318	.286	.273	.264	.347	.220	.429	.328	.355	.339	.436	.371	.530	
	Sig (2-tailed)		.000	.000	.000	.000	.001	.003	.001	.000	.000	.000	.001	.003	.000	.000	.000	.001	.000	.000	.004	.000	.000	.000	.004	.000	.000	.000	.001	.004	.003	.004	.000	.018	.000	.000	.000	.000	.000	.000	.000	.000	
	N	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116
X1.5	Pearson Correlation	.278	.331	.315	.409	1	.358	.160	.556	.309	.448	.419	.294	.306	.498	.322	.438	.446	.406	.411	.434	.377	.466	.402	.507	.484	.525	.462	.424	.357	.425	.341	.182	.295	.391	.480	.388	.345	.361	.331	.442	.695	
	Sig (2-tailed)		.003	.000	.001	.000	.008	.000	.000	.000	.000	.001	.001	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.061	.001	.001	.000	.000	.000	.000	.000	.000		
	N	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116
X2.1	Pearson Correlation	.457	.468	.387	.387	.358	1	.361	.408	.299	.484	.398	.335	.342	.360	.351	.419	.363	.335	.387	.488	.435	.509	.388	.336	.363	.435	.320	.356	.360	.363	.356	.310	.360	.422	.363	.368	.396	.331	.314	.256	.542	
	Sig (2-tailed)		.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.001	.006	.000		
	N	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116
X2.2	Pearson Correlation	.338	.278	.320	.312	.160	.361	1	.232	.395	.411	.545	.558	.328	.366	.477	.543	.467	.407	.449	.439	.501	.427	.345	.190	.281	.383	.498	.471	.453	.420	.431	.334	.318	.238	.177	.227	.220	.200	.468	.222	.595	
	Sig (2-tailed)		.000	.002	.000	.001	.086	.000	.012	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.041	.002	.000	.000	.000	.000	.000	.000	.000	.005	.058	.014	.018	.031	.000	.017	.000	.000		
	N	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	
X2.3	Pearson Correlation	.194	.288	.195	.271	.556	.408	.232	1	.457	.366	.268	.445	.200	.341	.524	.478	.308	.313	.319	.401	.304	.389	.373	.350	.353	.359	.374	.278	.252	.351	.231	.128	.182	.171	.323	.383	.369	.264	.205	.246	.501	
	Sig (2-tailed)		.037	.002	.038	.003	.000	.012	.000	.000	.004	.000	.032	.000	.000	.000	.001	.001	.000	.000	.001	.000	.000	.000	.000	.000	.000	.003	.006	.000	.013	.179	.051	.067	.000	.000	.004	.027	.008	.000			
	N	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116
X2.4	Pearson Correlation	.285	.361	.443	.316	.369	.299	.395	.407	1	.456	.374	.397	.331	.355	.552	.601	.456	.397	.359	.418	.384	.375	.386	.405	.526	.475	.457	.351	.405	.449	.425	.263	.243	.171	.283	.351	.292	.396	.157	.350	.582	
	Sig (2-tailed)		.002	.000	.001	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.004	.009	.066	.002	.000	.001	.000	.093	.000	.000		
	N	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116
X2.5	Pearson Correlation	.402	.464	.482	.406	.448	.484	.411	.366	.456	1	.707	.526	.494	.657	.609	.647	.538	.504	.616	.548	.609	.598	.621	.544	.550	.643	.576	.547	.514	.486	.485	.519	.558	.531	.598	.406	.436	.517	.366	.446	.794	
	Sig (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116
X2.6	Pearson Correlation	.418	.466	.467	.409	.419	.388	.545	.268	.374	.707	1	.820	.821	.830	.886	.664	.681	.577	.590	.550	.655	.831	.504	.364	.526	.601	.568	.542	.523	.513	.538	.532	.445	.425	.427	.369	.324	.443	.521	.513	.766	
	Sig (2-tailed)		.000	.000	.000	.000	.000	.000	.004	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		
	N	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116
X2.7	Pearson Correlation	.280	.427	.280	.294	.294	.335	.558	.445	.397	.526	.820	1	.463	.545	.823	.646	.575	.524	.534	.528	.550	.548	.453	.369	.565	.497	.580	.508	.476	.496	.447	.426	.415	.350	.357	.506	.385	.314	.382	.448	.697	
	Sig (2-tailed)		.002	.000	.002	.001	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000						

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

Lampiran 4 : Uji Reliabilitas

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X1	129.97	276.886	.698	.901
X2	103.44	180.109	.869	.855
X3	122.70	231.065	.884	.855
X4	134.17	270.405	.850	.887
Y1	105.21	166.739	.854	.874

Lampiran 5 : Uji Normalitas

One-Sample Kolmogorov-Smirnov Test				Unstandardized Residual
N				116
Normal Parameters ^{a,b}	Mean			.0000000
	Std. Deviation			3.11166715
Most Extreme Differences	Absolute			.111
	Positive			.059
	Negative			-.111
Test Statistic				.111
Asymp. Sig. (2-tailed)				.001 ^c
Monte Carlo Sig. (2-tailed)	Sig.			.105 ^d
	99% Confidence Interval		Lower Bound	.097
			Upper Bound	.113

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

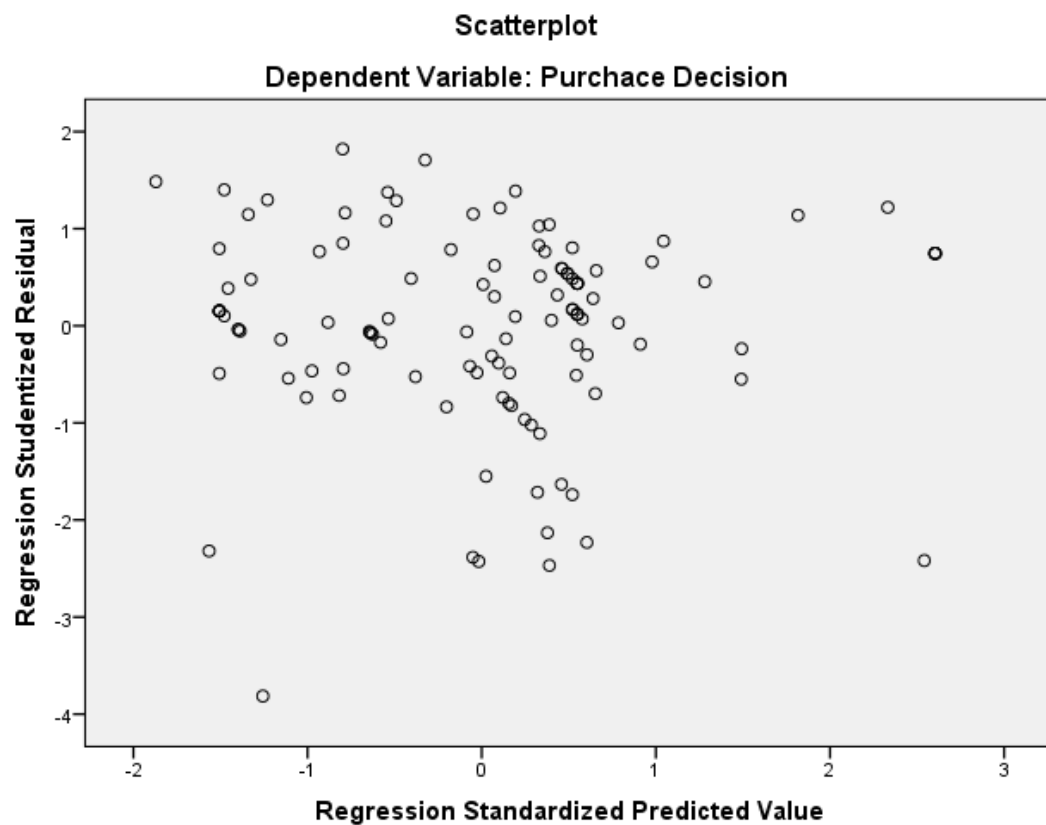
d. Based on 10000 sampled tables with starting seed 299883525.

Lampiran 6 : Uji Multikolinearitas

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.228	2.519		.884	.378		
	Sales Promotion	.336	.163	.138	2.063	.041	.501	1.997
	Store Atmosphere	.154	.111	.139	1.385	.169	.224	4.473
	Perceived Value	.590	.175	.347	3.370	.001	.212	4.712
	Word Of Mouth	.862	.231	.331	3.733	.000	.285	3.503

a. Dependent Variable: Purchase Decision

Lampiran 7 :Uji Heterokedastisitas



Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.227	1.667		.136	.892
Sales Promotion	.123	.108	.151	1.142	.256
Store Atmosphere	.034	.073	.091	.458	.648
Perceived Value	.035	.116	.062	.304	.762
Word Of Mouth	-.184	.153	-.211	-1.206	.230

a. Dependent Variable: ABS_RES

Lampiran 8 : Uji Regresi Linear Berganda**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.228	2.519		.884	.378
Sales Promotion	.336	.163	.138	2.063	.041
Store Atmosphere	.154	.111	.139	1.385	.169
Perceived Value	.590	.175	.347	3.370	.001
Word Of Mouth	.862	.231	.331	3.733	.000

a. Dependent Variable: Purchase Decision

Lampiran 9 : Uji Signifikasi Parsial (Uji t)**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.228	2.519		.884	.378
Sales Promotion	.336	.163	.138	2.063	.041
Store Atmosphere	.154	.111	.139	1.385	.169
Perceived Value	.590	.175	.347	3.370	.001
Word Of Mouth	.862	.231	.331	3.733	.000

a. Dependent Variable: Purchase Decision

Lampiran 10 : Uji Signifikasi Parsial (Uji F)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3354.404	4	838.601	83.598	.000 ^b
	Residual	1113.484	111	10.031		
	Total	4467.888	115			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Word Of Mouth, Sales Promotion, Store Atmosphere, Perceived Value

Lampiran 11 : Uji Koefisien Determinan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.866 ^a	.751	.742	3.167

a. Predictors: (Constant), Word Of Mouth, Sales Promotion, Store Atmosphere, Perceived Value