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## Lampiran 1 Surat Izin Penelitian



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI DAN BISNIS

Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234  
Website : <http://www.fe.unipasby.ac.id>

Nomor : 200664 /01/FEB/VI/2021  
Lampiran : -  
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:  
Bapak/Ibu Ds. Suwaluh  
Kecamatan Balongbendo  
Sidoarjo

Sesuai Kurikulum Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya, maka mahasiswa wajib menulis Skripsi/Tugas Akhir dalam bentuk Laporan Penelitian dan Artikel Ilmiah. Berkaitan dengan hal tersebut mohon perkenan Bapak/Ibu untuk memberikan ijin penelitian kepada mahasiswa kami yang tersebut dibawah ini :

Nama : Mega Dewi Oen Liana Setyalikman  
NIM : 171500142  
Prodi : Manajemen  
Judul Skripsi : Pengaruh Word Of Mouth, Brand Trust, dan Kualitas Produk Minyak Goreng Sunco Terhadap Minat Beli Masyarakat Suwaluh Sidoarjo

Demikian atas perkenan serta kebijaksanaan Bapak/Ibu kami sampaikan terima kasih.

Surabaya, 22 Juni 2021  
Dek 90.  
  
Drs. H. Teguh Furwanto M.M.  
NIP. 19601222.199003.1001

## Lampiran 2 Lembar Persetujuan

### LEMBAR PERSETUJUAN

Skripsi penelitian ini telah disetujui  
oleh dosen pembimbing dan layak  
untuk diuji :

Mengetahui  
Dosen Pembimbing



Drs. I Ketut Surabagiarta, SE., MM

### Lampiran 3 Berita Acara Bimbingan Revisi Skripsi



**UNIVERSITAS PGRI ADI BUANA SURABAYA**  
**FAKULTAS EKONOMI dan BISNIS**

Kampus : Jl. DukuhMenanggal XI/4 , Telp- Fax. 031-8281183 Surabaya 60234  
 Website : <http://www.unipasby.ac.id>

**BERITA ACARA**  
**BIMBINGAN REVISI SKRIPSI**

Nama : Mega Dwi Den Liana S  
 NIM/Program Studi : 171500142 / Manajemen  
 Judul Skripsi : Pengaruh Word of Mouth, Brand Trust, dan Kualitas Produk Minyak Goreng Sunco Terhadap Minat Beli Masyarakat Sulawesi Gidoarjo  
 Tanggal Ujian Skripsi : 22 Januari 2022  
 Penguji : 1. Martha Suhardiyah, Dra., SE., M. Ak  
2. Subakir, H., Drs., M.M

| No | Tanggal | Materi Konsultasi | Paraf Penguji |
|----|---------|-------------------|---------------|
| 1  |         | Pengujian data    |               |
| 2  | 3/22    | uji hipotesis     |               |
| 3  | 1/2     | kesimpulan        |               |
| 4  |         |                   |               |
| 5  |         |                   |               |
| 6  |         |                   |               |
| 7  |         |                   |               |
| 8  |         |                   |               |

Penguji I,

Surabaya, 3 Feb 2022

Penguji II,

Martha

## Lampiran 4 Kartu Bimbingan Skripsi



**UNIVERSITAS PGRI ADI BUANA SURABAYA**  
**FAKULTAS EKONOMI DAN BISNIS**  
 Kampus : Jl. Dukuh Menanggal XII/4, Telp- Fax 031-8281183 Surabaya 60234  
 Website : <http://www.unipasby.ac.id>

**KARTU PERPANJANGAN BIMBINGAN SKRIPSI**

|                        |  |
|------------------------|--|
| Nama                   | : Mega Dewi Cenrana S.   |
| Prodi / NIM            | : Manajemen / 17150042   |
| Judul Skripsi          | : Pengaruh Word of Mouth / Brand Trust, dan Kualitas produk Minyak Goreng Sunco Terhadap Minat Beli Masyarakat Swaluh Sidoarjo |
| Dosen Pembimbing       | : Ds. I Ketut Surabagajarta, SE., MM   |
| Periode Kepembimbingan | : 26 Maret s.d 27 Juni 2021  |

## URAIAN KEGIATAN KEPEMBIMBINGAN :

| NO | TANGGAL | MATERI BIMBINGAN | KET. | TANDA TANGAN |
|----|---------|------------------|------|--------------|
| 1. | 7/21    | judul            | ada  |              |
| 2. | 14/21   | bab I            | ada  |              |
| 3. | 29/21   | bab II           | ada  |              |
| 4. | 7/21    | bab III          | ada  |              |
| 5. | 15/21   | bab IV           | ada  |              |
| 6. | 15/21   | bab V            | ada  |              |
| 7. | 27/21   | bab VI           | ada  |              |
| 8. | 7/21    | revisi           | ada  |              |

Bimbingan selesai pada tanggal  
 Dosen Pembimbing

Mahasiswa





## Lampiran 5 Berita Acara Ujian Proposal Skripsi



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI DAN BISNIS

Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234  
Website : <http://www.fe.unipasby.ac.id>

#### BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini Sabtu tanggal 07 bulan Agustus tahun 2021 bertempat di Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil / Genap \*) Tahun Akademik 2020/2021

|                |   |   |
|----------------|---|---|
| Nama Mahasiswa | : | MEGA DEWI OEN LIANA SETYALIKMAN   |
| NIM            | : | 171500142   |
| Program Studi  | : | MANAJEMEN   |
| Judul Proposal | : | PENGARUH WORD OF MOUTH, BRAND TRUST, DAN KUALITAS PRODUK MINYAK GORENG SUNCO TERHADAP MINAT BELI MASYARAKAT SUWALUH SIDOARJO. |

Dihadiri oleh :

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|----|-----------|-----------------------------|-------------------------------|
| 1  | 171500113 | FITRA DWI PRAYOGO           | Fdp170845@gmail.com           |
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| 15 | 171500071 | AURA MANIK NUR JANNAH       | Auramaniknur@gmail.com        |

Surabaya, 10 Agustus 2021

Penguji : Tri Ari Prabowo, S.E., M.Si  
(NPP. 1809867/DY)

Pembimbing : Drs. I Ketut Surabagiarta, S.E., M.M  
(NPP. 1701834/DY)

## Lampiran 6 Lembar Bebas Plagiasi



**FAKULTAS EKONOMI DAN BISNIS**  
**UNIVERSITAS PGRI ADI BUANA SURABAYA**  
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Website : <http://www.unipasby.ac.id>

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### SURAT PERNYATAAN BEBAS PLAGIASI

Yang bertanda tangan di bawah ini :  
Nama : I Made Bagus Dwiarta, S.E., M.M.  
Jabatan : Ketua Program Studi Manajemen

Menyatakan bahwa :

Nama : Mega Dewi Oen Liana S  
NIM : 171500042  
Prodi : Manajemen

telah melakukan uji plagiasi dengan judul artikel PENGARUH WORD OF MOUTH, BRAND TRUST, DAN KUALITAS PRODUK MINYAK GORENG SUNCO TERHADAP MINAT BELI MASYARAKAT SUWALUH SIDOARJO, dengan hasil Similarity Index 17% sehingga layak untuk mengikuti sidang skripsi.

Demikian surat pernyataan ini kami buat untuk dipergunakan sebagaimana mestinya.

Surabaya, 18 Januari 2022  
Ketua Program Studi Manajemen,

I Made Bagus Dwiarta, S.E., M.M.

## Lampiran 7 Catatan Ujian Proposal Skripsi



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI DAN BISNIS

Kampus : Jl. DukuhMenanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234  
Website : <http://www.fe.unipasby.ac.id>

#### CATATAN UJIANPROPOSALSKRIPSI

|    |               |   |   |
|----|---------------|---|---|
| 1. | Nama          | : | MEGA DEWI OEN LIANA SETYALIKMAN   |
| 2. | NIM           | : | 171500142   |
| 3. | Program Studi | : | MANAJEMEN   |
| 4. | JudulProposal | : | PENGARUH WORD OF MOUTH, BRAND TRUST,<br>DAN KUALITAS PRODUK MINYAK GORENG<br>SUNCO TERHADAP MINAT BELI MASYARAKAT<br>SUWALUH SIDOARJO |

| Bab/<br>Halaman                 | Perbaikan/Koreksi  |
|---------------------------------|--|
| BAB I<br>Pendahuluan            | Tidak boleh ada pengulangan kata / hilangkan kata yang tidak perlu |
| BAB II<br>Landasan<br>Teori     | Kaitkan setiap variabel  |
| BAB III<br>Metode<br>Penelitian | Wilayah untuk populasi diperjelas lagi                             |

Surabaya, 07 Agustus 2021  
Penguji,

Tri Ari Prabowo, S.E., M.Si  
NPP : 1809867/DY

## Lampiran 8 Kuisisioner

### Kuisisioner Penelitian

Kepada :

Yth. Bapak/Ibu Warga Desa Suwaluh

Dengan Hormat,

Dalam rangka memenuhi tugas akhir Perguruan Tinggi yang berkaitan dengan penelitian, saya mahasiswi Prodi Manajemen Fakultas Ekonomi dan Bisnis dari Universitas PGRI Adi Buana Surabaya memohon kesediaan Bapak/Ibu untuk memberikan dukungan kepada saya dengan mengisi kuisisioner dibawah ini. Adapun judul penelitian saya tentang “Pengaruh *Word Of Mouth, Brand Trust*, Dan Kualitas Produk Minyak Goreng Sunco Terhadap Minat Beli Masyarakat Suwaluh Sidoarjo”.

Kuisisioner ini hanya dipergunakan untuk kepentingan akademis, sifatnya rahasia, terbatas dan tidak di publikasikan. Atas kesedian dan waktunya saya sampaikan terimakasih.

## I. Identitas Responden

1. Nama : .....
2. Usia : ..... tahun
3. Jenis Kelamin :

Cara pengisian kuesioner :

Pilihlah jawaban yang sesuai pendapat Bapak/Ibu dengan memberi tanda (√) pada kolom yang tersedia dengan keterangan sebagai berikut :

- SS : Sangat Setuju  
 S : Setuju  
 N : Netral  
 TS : Tidak Setuju  
 STS : Sangat Tidak Setuju

### 1. Variabel *Word Of Mouth* ( $X_1$ )

| No                        | Pernyataan  | Pilihan Jawaban |   |   |    |     |
|---------------------------|---|-----------------|---|---|----|-----|
|                           |   | SS              | S | N | TS | STS |
| <b><i>Credible</i></b>    |   |                 |   |   |    |     |
| 1.                        | Pemberi informasi adalah pemakai minyak goreng Sunco                  |                 |   |   |    |     |
| 2.                        | Informasi yang diberikan mengenai minyak goreng Sunco sangat jelas    |                 |   |   |    |     |
| <b><i>Personality</i></b> |   |                 |   |   |    |     |
| 3.                        | Pemberi informasi mengenai minyak goreng Sunco dapat dipercaya        |                 |   |   |    |     |
| 4.                        | Pemberi informasi mengenai minyak goreng Sunco bukan sales dari Sunco |                 |   |   |    |     |
| <b><i>Timely</i></b>      |   |                 |   |   |    |     |

|    |   |  |  |  |  |  |
|----|---|--|--|--|--|--|
| 5. | Informasi yang diberikan mengenai minyak goreng sunco tidak begitu lama       |  |  |  |  |  |
| 6. | Keterbaruan informasi mengenai minyak goreng sunco menentukan minat beli saya |  |  |  |  |  |

## 2. Variabel *Brand Trust* (X<sub>2</sub>)

| No                           | Pernyataan   | Pilihan Jawaban |   |   |    |     |
|------------------------------|--|-----------------|---|---|----|-----|
|                              |  | SS              | S | N | TS | STS |
| <i>Achieving result</i>      |  |                 |   |   |    |     |
| 1.                           | Kualitas minyak goreng Sunco sesuai dengan harapan konsumen  |                 |   |   |    |     |
| 2.                           | Harga minyak goreng Sunco sesuai dengan harapan konsumen   |                 |   |   |    |     |
| <i>Acting with integrity</i> |  |                 |   |   |    |     |
| 3.                           | Minyak goreng Sunco tetap memberikan kualitas produk yang baik   |                 |   |   |    |     |
| 4.                           | Minyak goreng Sunco memberikan pelayanan yang baik kepada konsumen   |                 |   |   |    |     |
| <i>Demonstrate concern</i>   |  |                 |   |   |    |     |
| 5.                           | PT Mikie Oleo Nabati Industri sebagai produsen minyak goreng Sunco membuka layanan pengaduan konsumen apabila ada keluhan                |                 |   |   |    |     |
| 6.                           | PT Mikie Oleo Nabati Industri sebagai produsen minyak goreng Sunco menerima keluhan konsumen dan memberikan solusi atas keluhan tersebut |                 |   |   |    |     |

### 3. Variabel Kualitas produk (X<sub>3</sub>)

| No  | Pernyataan  | Pilihan Jawaban |   |   |    |     |
|---|---|-----------------|---|---|----|-----|
|   |   | SS              | S | N | TS | STS |
| <i>Performance</i> (kinerja)              |   |                 |   |   |    |     |
| 1.  | Minyak goreng Sunco mempunyai kualitas produk yang baik         |                 |   |   |    |     |
| 2.  | Minyak goreng Sunco disukai konsumen untuk memasak              |                 |   |   |    |     |
| <i>Durability</i> (daya tahan)            |   |                 |   |   |    |     |
| 3.  | Minyak goreng Sunco bisa dipakai untuk menggoreng lebih dari 2x |                 |   |   |    |     |
| 4.  | Minyak goreng Sunco tidak mudah berubah warna                   |                 |   |   |    |     |
| <i>Reliability</i> (reliabilitas)         |   |                 |   |   |    |     |
| 5.  | Minyak goreng Sunco tahan lama                                  |                 |   |   |    |     |
| 6.  | Kemasan minyak goreng kuat dan tidak mudah pecah                |                 |   |   |    |     |
| <i>Aesthetics</i> (estetika)              |   |                 |   |   |    |     |
| 7   | Kemasan minyak goreng Sunco sangat menarik                      |                 |   |   |    |     |
| 8   | Kemasan minyak goreng Sunco memiliki ukuran yang berbeda-beda   |                 |   |   |    |     |
| <i>Perceived quality</i> (kesan kualitas) |   |                 |   |   |    |     |
|   | Minyak goreng Sunco memiliki kesan yang menarik                 |                 |   |   |    |     |
|   | Minyak goreng Sunco memiliki kesan kualitas yang baik           |                 |   |   |    |     |



#### 4. Variabel Minat Beli (Y)

| No                     | Pernyataan  | Pilihan Jawaban |   |   |    |     |
|------------------------|---|-----------------|---|---|----|-----|
|                        |   | SS              | S | N | TS | STS |
| <i>Product quality</i> |   |                 |   |   |    |     |
| 1.                     | Saya berminat melakukan pembelian minyak goreng Sunco karena mempunyai kualitas produk yang baik          |                 |   |   |    |     |
| 2.                     | Saya berminat melakukan pembelian minyak goreng Sunco karena harganya cukup terjangkau                    |                 |   |   |    |     |
| <i>Reputable</i>       |   |                 |   |   |    |     |
| 3                      | Saya berminat melakukan pembelian minyak goreng Sunco karena mempunyai reputasi yang baik                 |                 |   |   |    |     |
| 4.                     | Saya berminat melakukan pembelian minyak goreng Sunco karena mereknya sudah terkenal                      |                 |   |   |    |     |
| <i>Benefit</i>         |   |                 |   |   |    |     |
| 5.                     | Saya berminat melakukan pembelian minyak goreng Sunco karena kualitas produknya sebanding dengan harganya |                 |   |   |    |     |
| 6.                     | Saya berminat melakukan pembelian minyak goreng Sunco karena saya membutuhkan                             |                 |   |   |    |     |
| <i>Promotion</i>       |   |                 |   |   |    |     |
| 7                      | Saya berminat melakukan pembelian minyak goreng Sunco karena terpengaruh dengan promosi yang dilakukan    |                 |   |   |    |     |
| 8                      | Saya berminat melakukan pembelian minyak goreng Sunco karena ada discount                                 |                 |   |   |    |     |

## Lampiran 9 Hasil Tabulasi Kuisiner

### 1. Variabel Word Of Mouth

| Resp    | VARIABLE WORD OF MOUTH |      |      |      |      |      | TOTAL |
|---------|------------------------|------|------|------|------|------|-------|
|         | X1_1                   | X1_2 | X1_3 | X1_4 | X1_5 | X1_6 |       |
| Resp_1  | 5                      | 5    | 5    | 5    | 5    | 5    | 30    |
| Resp_2  | 5                      | 5    | 5    | 5    | 5    | 5    | 30    |
| Resp_3  | 1                      | 1    | 1    | 2    | 2    | 1    | 8     |
| Resp_4  | 4                      | 4    | 4    | 4    | 4    | 4    | 24    |
| Resp_5  | 4                      | 4    | 4    | 4    | 5    | 4    | 25    |
| Resp_6  | 3                      | 3    | 3    | 4    | 4    | 3    | 20    |
| Resp_7  | 4                      | 4    | 3    | 4    | 4    | 3    | 22    |
| Resp_8  | 4                      | 4    | 4    | 4    | 4    | 4    | 24    |
| Resp_9  | 4                      | 4    | 4    | 4    | 4    | 4    | 24    |
| Resp_10 | 2                      | 2    | 2    | 3    | 2    | 2    | 13    |
| Resp_11 | 4                      | 4    | 4    | 4    | 4    | 2    | 22    |
| Resp_12 | 3                      | 3    | 3    | 3    | 3    | 3    | 18    |
| Resp_13 | 3                      | 3    | 3    | 4    | 3    | 3    | 19    |
| Resp_14 | 4                      | 4    | 4    | 4    | 4    | 4    | 24    |
| Resp_15 | 5                      | 5    | 4    | 4    | 4    | 4    | 26    |
| Resp_16 | 3                      | 3    | 4    | 3    | 3    | 4    | 20    |
| Resp_17 | 4                      | 4    | 4    | 4    | 4    | 4    | 24    |
| Resp_18 | 4                      | 4    | 4    | 4    | 4    | 4    | 24    |
| Resp_19 | 5                      | 5    | 4    | 4    | 4    | 4    | 26    |
| Resp_20 | 4                      | 4    | 4    | 4    | 4    | 4    | 24    |
| Resp_21 | 3                      | 3    | 3    | 3    | 3    | 3    | 18    |
| Resp_22 | 4                      | 4    | 4    | 4    | 3    | 4    | 23    |
| Resp_23 | 4                      | 4    | 4    | 4    | 4    | 4    | 24    |

|         |   |   |   |   |   |   |    |
|---------|---|---|---|---|---|---|----|
| Resp_24 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| Resp_25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_26 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| Resp_27 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| Resp_28 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| Resp_29 | 3 | 3 | 3 | 4 | 4 | 3 | 20 |
| Resp_30 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| Resp_31 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_32 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_33 | 2 | 2 | 2 | 3 | 2 | 2 | 13 |
| Resp_34 | 4 | 4 | 4 | 4 | 4 | 2 | 22 |
| Resp_35 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| Resp_36 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| Resp_37 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_38 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| Resp_39 | 3 | 3 | 4 | 3 | 3 | 4 | 20 |
| Resp_40 | 3 | 3 | 3 | 4 | 4 | 3 | 20 |
| Resp_41 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| Resp_42 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_43 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_44 | 2 | 2 | 2 | 3 | 2 | 2 | 13 |
| Resp_45 | 4 | 4 | 4 | 4 | 4 | 2 | 22 |
| Resp_46 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| Resp_47 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| Resp_48 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_49 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| Resp_50 | 3 | 3 | 4 | 3 | 3 | 4 | 20 |
| Resp_51 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_52 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

|         |   |   |   |   |   |   |    |
|---------|---|---|---|---|---|---|----|
| Resp_53 | 3 | 3 | 3 | 4 | 4 | 3 | 20 |
| Resp_54 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| Resp_55 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_56 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_57 | 2 | 2 | 2 | 3 | 2 | 2 | 13 |
| Resp_58 | 4 | 4 | 4 | 4 | 4 | 2 | 22 |
| Resp_59 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| Resp_60 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| Resp_61 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_62 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| Resp_63 | 3 | 3 | 4 | 3 | 3 | 4 | 20 |
| Resp_64 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_65 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_66 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| Resp_67 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_68 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| Resp_69 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| Resp_70 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_71 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| Resp_72 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

## 2. Variabel Brand Trust

| Resp    | VARIABEL BRAND TRUST |      |      |      |      |      | TOTAL |
|---------|----------------------|------|------|------|------|------|-------|
|         | X2_1                 | X2_2 | X2_3 | X2_4 | X2_5 | X2_6 |       |
| Resp_1  | 5                    | 5    | 5    | 5    | 5    | 5    | 30    |
| Resp_2  | 2                    | 2    | 2    | 2    | 2    | 2    | 12    |
| Resp_3  | 3                    | 3    | 3    | 3    | 4    | 4    | 20    |
| Resp_4  | 2                    | 2    | 2    | 2    | 2    | 2    | 12    |
| Resp_5  | 5                    | 4    | 5    | 5    | 4    | 4    | 27    |
| Resp_6  | 3                    | 3    | 4    | 3    | 3    | 3    | 19    |
| Resp_7  | 4                    | 3    | 4    | 3    | 4    | 4    | 22    |
| Resp_8  | 4                    | 4    | 4    | 4    | 4    | 4    | 24    |
| Resp_9  | 4                    | 4    | 4    | 4    | 3    | 3    | 22    |
| Resp_10 | 4                    | 3    | 2    | 2    | 4    | 4    | 19    |
| Resp_11 | 4                    | 4    | 4    | 2    | 3    | 3    | 20    |
| Resp_12 | 3                    | 3    | 3    | 3    | 3    | 3    | 18    |
| Resp_13 | 3                    | 3    | 3    | 3    | 3    | 3    | 18    |
| Resp_14 | 4                    | 4    | 4    | 4    | 4    | 4    | 24    |
| Resp_15 | 5                    | 4    | 4    | 4    | 5    | 4    | 26    |
| Resp_16 | 3                    | 4    | 3    | 4    | 3    | 4    | 21    |
| Resp_17 | 4                    | 4    | 4    | 4    | 4    | 4    | 24    |
| Resp_18 | 4                    | 4    | 4    | 4    | 4    | 4    | 24    |
| Resp_19 | 5                    | 4    | 4    | 4    | 5    | 4    | 26    |
| Resp_20 | 4                    | 4    | 4    | 4    | 4    | 4    | 24    |
| Resp_21 | 3                    | 3    | 3    | 3    | 3    | 3    | 18    |
| Resp_22 | 4                    | 4    | 3    | 4    | 4    | 4    | 23    |
| Resp_23 | 4                    | 4    | 4    | 4    | 4    | 4    | 24    |
| Resp_24 | 3                    | 3    | 3    | 3    | 3    | 3    | 18    |
| Resp_25 | 4                    | 4    | 4    | 4    | 4    | 4    | 24    |

|         |   |   |   |   |   |   |    |
|---------|---|---|---|---|---|---|----|
| Resp_26 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| Resp_27 | 4 | 3 | 3 | 3 | 4 | 3 | 20 |
| Resp_28 | 4 | 3 | 3 | 3 | 4 | 3 | 20 |
| Resp_29 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| Resp_30 | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| Resp_31 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_32 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_33 | 4 | 3 | 2 | 2 | 2 | 2 | 15 |
| Resp_34 | 4 | 4 | 4 | 2 | 4 | 4 | 22 |
| Resp_35 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| Resp_36 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| Resp_37 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_38 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| Resp_39 | 3 | 4 | 3 | 4 | 3 | 4 | 21 |
| Resp_40 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| Resp_41 | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| Resp_42 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_43 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_44 | 4 | 3 | 2 | 2 | 2 | 2 | 15 |
| Resp_45 | 4 | 4 | 4 | 2 | 4 | 4 | 22 |
| Resp_46 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| Resp_47 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| Resp_48 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_49 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| Resp_50 | 3 | 4 | 3 | 4 | 3 | 4 | 21 |
| Resp_51 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_52 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_53 | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| Resp_54 | 4 | 3 | 4 | 3 | 4 | 3 | 21 |

|         |   |   |   |   |   |   |    |
|---------|---|---|---|---|---|---|----|
| Resp_55 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_56 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_57 | 4 | 3 | 2 | 2 | 2 | 2 | 15 |
| Resp_58 | 4 | 4 | 4 | 2 | 4 | 4 | 22 |
| Resp_59 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| Resp_60 | 3 | 3 | 3 | 3 | 3 | 5 | 20 |
| Resp_61 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_62 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| Resp_63 | 3 | 4 | 3 | 4 | 3 | 4 | 21 |
| Resp_64 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_65 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_66 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| Resp_67 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_68 | 3 | 3 | 3 | 3 | 5 | 3 | 20 |
| Resp_69 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| Resp_70 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Resp_71 | 3 | 3 | 3 | 3 | 3 | 5 | 20 |
| Resp_72 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |











|         |   |   |   |   |   |   |   |   |    |
|---------|---|---|---|---|---|---|---|---|----|
| Resp_26 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| Resp_27 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 29 |
| Resp_28 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 27 |
| Resp_29 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 27 |
| Resp_30 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 30 |
| Resp_31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Resp_32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Resp_33 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 18 |
| Resp_34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 30 |
| Resp_35 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| Resp_36 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 26 |
| Resp_37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Resp_38 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 35 |
| Resp_39 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 26 |
| Resp_40 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 27 |
| Resp_41 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 30 |
| Resp_42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Resp_43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Resp_44 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 18 |
| Resp_45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 30 |
| Resp_46 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| Resp_47 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 26 |
| Resp_48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Resp_49 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 35 |
| Resp_50 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 26 |
| Resp_51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Resp_52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Resp_53 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 27 |
| Resp_54 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 30 |



## Lampiran 10 Output SPSS Karakteristik Responden

### 1. DISTRIBUSI FREKUENSI JAWABAN RESPONDEN

#### a. Variabel Word Of Mouth

**X1\_1**

|       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-----------|---------|------------------|-----------------------|
| 1.00  | 1         | 1.4     | 1.4              | 1.4                   |
| 2.00  | 4         | 5.6     | 5.6              | 6.9                   |
| 3.00  | 21        | 29.2    | 29.2             | 36.1                  |
| 4.00  | 38        | 52.8    | 52.8             | 88.9                  |
| 5.00  | 8         | 11.1    | 11.1             | 100.0                 |
| Total | 72        | 100.0   | 100.0            |                       |

**X1\_2**

|       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-----------|---------|------------------|-----------------------|
| 1.00  | 1         | 1.4     | 1.4              | 1.4                   |
| 2.00  | 4         | 5.6     | 5.6              | 6.9                   |
| 3.00  | 21        | 29.2    | 29.2             | 36.1                  |
| 4.00  | 38        | 52.8    | 52.8             | 88.9                  |
| 5.00  | 8         | 11.1    | 11.1             | 100.0                 |
| Total | 72        | 100.0   | 100.0            |                       |

**X1\_3**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| Valid 1.00 | 1         | 1.4     | 1.4              | 1.4                   |
| 2.00       | 4         | 5.6     | 5.6              | 6.9                   |
| 3.00       | 23        | 31.9    | 31.9             | 38.9                  |
| 4.00       | 42        | 58.3    | 58.3             | 97.2                  |
| 5.00       | 2         | 2.8     | 2.8              | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

**X1\_4**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| Valid 2.00 | 1         | 1.4     | 1.4              | 1.4                   |
| 3.00       | 18        | 25.0    | 25.0             | 26.4                  |
| 4.00       | 51        | 70.8    | 70.8             | 97.2                  |
| 5.00       | 2         | 2.8     | 2.8              | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

**X1\_5**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 5         | 6.9     | 6.9              | 6.9                   |
| 3.00       | 21        | 29.2    | 29.2             | 36.1                  |
| Valid 4.00 | 43        | 59.7    | 59.7             | 95.8                  |
| 5.00       | 3         | 4.2     | 4.2              | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

**X1\_6**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 1.00       | 1         | 1.4     | 1.4              | 1.4                   |
| 2.00       | 8         | 11.1    | 11.1             | 12.5                  |
| Valid 3.00 | 23        | 31.9    | 31.9             | 44.4                  |
| 4.00       | 38        | 52.8    | 52.8             | 97.2                  |
| 5.00       | 2         | 2.8     | 2.8              | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |



## b. Variabel Brand Trust

**X2\_1**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 2         | 2.8     | 2.8              | 2.8                   |
| 3.00       | 22        | 30.6    | 30.6             | 33.3                  |
| Valid 4.00 | 40        | 55.6    | 55.6             | 88.9                  |
| 5.00       | 8         | 11.1    | 11.1             | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

**X2\_2**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 2         | 2.8     | 2.8              | 2.8                   |
| 3.00       | 28        | 38.9    | 38.9             | 41.7                  |
| Valid 4.00 | 41        | 56.9    | 56.9             | 98.6                  |
| 5.00       | 1         | 1.4     | 1.4              | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

**X2\_3**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 6         | 8.3     | 8.3              | 8.3                   |
| 3.00       | 22        | 30.6    | 30.6             | 38.9                  |
| Valid 4.00 | 42        | 58.3    | 58.3             | 97.2                  |
| 5.00       | 2         | 2.8     | 2.8              | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

**X2\_4**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 10        | 13.9    | 13.9             | 13.9                  |
| 3.00       | 24        | 33.3    | 33.3             | 47.2                  |
| Valid 4.00 | 36        | 50.0    | 50.0             | 97.2                  |
| 5.00       | 2         | 2.8     | 2.8              | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

**X2\_5**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 5         | 6.9     | 6.9              | 6.9                   |
| 3.00       | 22        | 30.6    | 30.6             | 37.5                  |
| Valid 4.00 | 36        | 50.0    | 50.0             | 87.5                  |
| 5.00       | 9         | 12.5    | 12.5             | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

**X2\_6**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 5         | 6.9     | 6.9              | 6.9                   |
| 3.00       | 22        | 30.6    | 30.6             | 37.5                  |
| Valid 4.00 | 40        | 55.6    | 55.6             | 93.1                  |
| 5.00       | 5         | 6.9     | 6.9              | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

## c. Variabel Kualitas Produk

**X3\_1**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 7         | 9.7     | 9.7              | 9.7                   |
| 3.00       | 17        | 23.6    | 23.6             | 33.3                  |
| Valid 4.00 | 38        | 52.8    | 52.8             | 86.1                  |
| 5.00       | 10        | 13.9    | 13.9             | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

**X3\_2**

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| 2.00       | 7         | 9.7     | 9.7           | 9.7                |
| 3.00       | 18        | 25.0    | 25.0          | 34.7               |
| Valid 4.00 | 36        | 50.0    | 50.0          | 84.7               |
| 5.00       | 11        | 15.3    | 15.3          | 100.0              |
| Total      | 72        | 100.0   | 100.0         |                    |

**X3\_3**

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| 2.00       | 7         | 9.7     | 9.7           | 9.7                |
| 3.00       | 22        | 30.6    | 30.6          | 40.3               |
| Valid 4.00 | 37        | 51.4    | 51.4          | 91.7               |
| 5.00       | 6         | 8.3     | 8.3           | 100.0              |
| Total      | 72        | 100.0   | 100.0         |                    |

**X3\_4**

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| 2.00       | 7         | 9.7     | 9.7           | 9.7                |
| Valid 3.00 | 23        | 31.9    | 31.9          | 41.7               |
| 4.00       | 36        | 50.0    | 50.0          | 91.7               |

|       |    |       |       |       |
|-------|----|-------|-------|-------|
| 5.00  | 6  | 8.3   | 8.3   | 100.0 |
| Total | 72 | 100.0 | 100.0 |       |

**X3\_5**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 7         | 9.7     | 9.7              | 9.7                   |
| 3.00       | 17        | 23.6    | 23.6             | 33.3                  |
| Valid 4.00 | 39        | 54.2    | 54.2             | 87.5                  |
| 5.00       | 9         | 12.5    | 12.5             | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

**X3\_6**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 8         | 11.1    | 11.1             | 11.1                  |
| 3.00       | 22        | 30.6    | 30.6             | 41.7                  |
| Valid 4.00 | 35        | 48.6    | 48.6             | 90.3                  |
| 5.00       | 7         | 9.7     | 9.7              | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

**X3\_7**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| Valid 1.00 | 1         | 1.4     | 1.4              | 1.4                   |
| 2.00       | 7         | 9.7     | 9.7              | 11.1                  |

|       |    |       |       |       |
|-------|----|-------|-------|-------|
| 3.00  | 17 | 23.6  | 23.6  | 34.7  |
| 4.00  | 36 | 50.0  | 50.0  | 84.7  |
| 5.00  | 11 | 15.3  | 15.3  | 100.0 |
| Total | 72 | 100.0 | 100.0 |       |

**X3\_8**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 7         | 9.7     | 9.7              | 9.7                   |
| 3.00       | 18        | 25.0    | 25.0             | 34.7                  |
| Valid 4.00 | 37        | 51.4    | 51.4             | 86.1                  |
| 5.00       | 10        | 13.9    | 13.9             | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

**X3\_9**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 7         | 9.7     | 9.7              | 9.7                   |
| 3.00       | 19        | 26.4    | 26.4             | 36.1                  |
| Valid 4.00 | 35        | 48.6    | 48.6             | 84.7                  |
| 5.00       | 11        | 15.3    | 15.3             | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

**X3\_10**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| Valid 1.00 | 1         | 1.4     | 1.4              | 1.4                   |
| 2.00       | 5         | 6.9     | 6.9              | 8.3                   |
| 3.00       | 19        | 26.4    | 26.4             | 34.7                  |
| 4.00       | 37        | 51.4    | 51.4             | 86.1                  |
| 5.00       | 10        | 13.9    | 13.9             | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

d. Variabel Minat Beli

**Y\_1**

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| Valid 2.00 | 8         | 11.1    | 11.1             | 11.1                  |
| 3.00       | 17        | 23.6    | 23.6             | 34.7                  |
| 4.00       | 31        | 43.1    | 43.1             | 77.8                  |
| 5.00       | 16        | 22.2    | 22.2             | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

Y\_2

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 7         | 9.7     | 9.7              | 9.7                   |
| 3.00       | 18        | 25.0    | 25.0             | 34.7                  |
| Valid 4.00 | 32        | 44.4    | 44.4             | 79.2                  |
| 5.00       | 15        | 20.8    | 20.8             | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

Y\_3

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 6         | 8.3     | 8.3              | 8.3                   |
| 3.00       | 25        | 34.7    | 34.7             | 43.1                  |
| Valid 4.00 | 28        | 38.9    | 38.9             | 81.9                  |
| 5.00       | 13        | 18.1    | 18.1             | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |



Y\_4

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 4         | 5.6     | 5.6              | 5.6                   |
| 3.00       | 15        | 20.8    | 20.8             | 26.4                  |
| Valid 4.00 | 41        | 56.9    | 56.9             | 83.3                  |
| 5.00       | 12        | 16.7    | 16.7             | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

Y\_5

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 6         | 8.3     | 8.3              | 8.3                   |
| 3.00       | 19        | 26.4    | 26.4             | 34.7                  |
| Valid 4.00 | 34        | 47.2    | 47.2             | 81.9                  |
| 5.00       | 13        | 18.1    | 18.1             | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

Y\_6

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 7         | 9.7     | 9.7              | 9.7                   |
| 3.00       | 18        | 25.0    | 25.0             | 34.7                  |
| Valid 4.00 | 34        | 47.2    | 47.2             | 81.9                  |
| 5.00       | 13        | 18.1    | 18.1             | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

Y\_7

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 1         | 1.4     | 1.4              | 1.4                   |
| 3.00       | 18        | 25.0    | 25.0             | 26.4                  |
| Valid 4.00 | 43        | 59.7    | 59.7             | 86.1                  |
| 5.00       | 10        | 13.9    | 13.9             | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

Y\_8

|            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|------------|-----------|---------|------------------|-----------------------|
| 2.00       | 9         | 12.5    | 12.5             | 12.5                  |
| 3.00       | 25        | 34.7    | 34.7             | 47.2                  |
| Valid 4.00 | 25        | 34.7    | 34.7             | 81.9                  |
| 5.00       | 13        | 18.1    | 18.1             | 100.0                 |
| Total      | 72        | 100.0   | 100.0            |                       |

2. PENGUJIAN VALIDITAS DATA  
 a. Variabel Word Of Mouth

|      |                     | Correlations |        |        |      |      |      |                    |
|------|---------------------|--------------|--------|--------|------|------|------|--------------------|
|      |                     | X1_1         | X1_2   | X1_3   | X1_4 | X1_5 | X1_6 | Word Of Mouth (X1) |
| X1_1 | Pearson Correlation | 1            |        |        |      |      |      |                    |
|      | Sig. (2-tailed)     | .000         | .000   | .000   | .000 | .000 | .000 | .000               |
|      | N                   | 72           | 72     | 72     | 72   | 72   | 72   | 72                 |
| X1_2 | Pearson Correlation | 1.000**      | 1      |        |      |      |      |                    |
|      | Sig. (2-tailed)     | .000         | .000   | .000   | .000 | .000 | .000 | .000               |
|      | N                   | 72           | 72     | 72     | 72   | 72   | 72   | 72                 |
| X1_3 | Pearson Correlation | .822**       | .822** | 1      |      |      |      |                    |
|      | Sig. (2-tailed)     | .000         | .000   | .000   | .000 | .000 | .000 | .000               |
|      | N                   | 72           | 72     | 72     | 72   | 72   | 72   | 72                 |
| X1_4 | Pearson Correlation | .768**       | .768** | .822** | 1    |      |      |                    |
|      | Sig. (2-tailed)     | .000         | .000   | .000   | .000 | .000 | .000 | .000               |
|      | N                   | 72           | 72     | 72     | 72   | 72   | 72   | 72                 |

|                     |        |        |        |        |        |        |        |        |        |
|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| N                   | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     |
| Pearson Correlation | .811** | .772** | .826** | .814** | .548** | .616** | .616** | .819** | .892** |
| Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
| N                   | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     |
| Pearson Correlation | .683** | .814** | .548** | .616** | .616** | .819** | .819** | .819** | .819** |
| Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
| N                   | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     |
| Pearson Correlation | .952** | .918** | .836** | .892** | .892** | .892** | .892** | .892** | .892** |
| Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
| N                   | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     |

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

## b. Variabel Brand Trust

|      |                     | Correlations |        |        |        |        |        |                  |
|------|---------------------|--------------|--------|--------|--------|--------|--------|------------------|
|      |                     | X2_1         | X2_2   | X2_3   | X2_4   | X2_5   | X2_6   | Brand Trust (X2) |
| X2_1 | Pearson Correlation | 1            | .684** | .595** | .469** | .739** | .491** | .792**           |
|      | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000   | .000   | .000             |
|      | N                   | 72           | 72     | 72     | 72     | 72     | 72     | 72               |
| X2_2 | Pearson Correlation | .684**       | 1      | .680** | .731** | .625** | .724** | .878**           |
|      | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000   | .000   | .000             |
|      | N                   | 72           | 72     | 72     | 72     | 72     | 72     | 72               |
| X2_3 | Pearson Correlation | .595**       | .680** | 1      | .623** | .671** | .567** | .826**           |
|      | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000   | .000   | .000             |
|      | N                   | 72           | 72     | 72     | 72     | 72     | 72     | 72               |

|      |                     |        |        |        |        |        |        |        |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| X2_4 | Pearson Correlation | .469** | .731** | .623** | 1      | .578** | .645** | .813** |
|      | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   | .000   | .000   |
|      | N                   | 72     | 72     | 72     | 72     | 72     | 72     | 72     |
|      | Pearson Correlation | .739** | .625** | .671** | .578** | 1      | .682** | .867** |
| X2_5 | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|      | N                   | 72     | 72     | 72     | 72     | 72     | 72     | 72     |
|      | Pearson Correlation | .491** | .724** | .567** | .645** | .682** | 1      | .824** |
|      | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
| X2_6 | N                   | 72     | 72     | 72     | 72     | 72     | 72     | 72     |
|      | Pearson Correlation | .792** | .878** | .826** | .813** | .867** | .824** | 1      |
|      | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|      | N                   | 72     | 72     | 72     | 72     | 72     | 72     | 72     |

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











|        |                     |        |        |        |        |        |        |        |        |        |
|--------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Y_5    | Pearson Correlation | .870** | .863** | .853** | .873** | 1      | .801** | .844** | .791** | .936** |
|        | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        | .000   | .000   | .000   | .000   |
|        | N                   | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     |
| Y_6    | Pearson Correlation | .950** | .947** | .809** | .785** | .801** | 1      | .747** | .713** | .922** |
|        | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |        | .000   | .000   | .000   |
|        | N                   | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     |
| Y_7    | Pearson Correlation | .779** | .781** | .730** | .913** | .844** | .747** | 1      | .665** | .867** |
|        | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   | .000   |
|        | N                   | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     |
| Y_8    | Pearson Correlation | .782** | .776** | .885** | .703** | .791** | .713** | .665** | 1      | .866** |
|        | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   |
|        | N                   | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     |
| Mina   | Pearson Correlation | .965** | .958** | .922** | .907** | .936** | .922** | .867** | .866** | 1      |
| t Beli | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
| (Y)    | N                   | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     | 72     |

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

## 3. PENGUJIAN RELIABILITAS DATA

## a. Variabel Word Of Mouth

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 72 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 72 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .947             | 6          |

## b. Variabel Brand Trust

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 72 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 72 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .909             | 6          |

## c. Variabel Kualitas Produk

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 72 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 72 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .987             | 10         |

## d. Variabel Minat Beli

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 72 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 72 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .972             | 8          |

## 4. PENGUJIAN ASUMSI KLASIK

## a. Uji Normalitas

**One-Sample Kolmogorov-Smirnov Test**

|                                  |                | Unstandardized<br>Residual |
|----------------------------------|----------------|----------------------------|
| N                                |                | 72                         |
| Normal Parameters <sup>a,b</sup> | Mean           | 0E-7                       |
|                                  | Std. Deviation | 5.01156883                 |
|                                  | Absolute       | .120                       |
| Most Extreme Differences         | Positive       | .120                       |
|                                  | Negative       | -.091                      |
| Kolmogorov-Smirnov Z             |                | 1.020                      |
| Asymp. Sig. (2-tailed)           |                | .250                       |

a. Test distribution is Normal.

b. Calculated from data.

## b. Uji Multikolinieritas

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

| Model |                      | Collinearity Statistics |       |
|-------|----------------------|-------------------------|-------|
|       |                      | Tolerance               | VIF   |
| 1     | Word Of Mouth (X1)   | .585                    | 1.709 |
|       | Brand Trust (X2)     | .585                    | 1.709 |
|       | Kualitas Produk (X3) | .998                    | 1.002 |

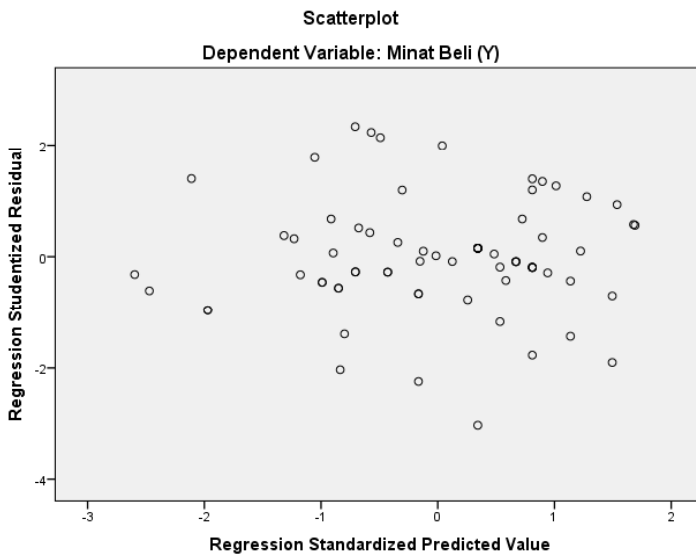
a. Dependent Variable: Minat Beli (Y)

## c. Uji Autokorelasi

| Model Summary <sup>b</sup> |                    |
|----------------------------|--------------------|
| Model                      | Durbin-Watson      |
| 1                          | 1.971 <sup>a</sup> |

- a. Predictors: (Constant), Kualitas Produk (X3), Word Of Mouth (X1), Brand Trust (X2)
- b. Dependent Variable: Minat Beli (Y)

## d. Uji Heterokedastisitas



## 5. ANALISIS REGRESI LINIER BERGANDA

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .593 <sup>a</sup> | .352     | .323              | 5.12093                    |

a. Predictors: (Constant), Kualitas Produk (X3), Word Of Mouth (X1), Brand Trust (X2)

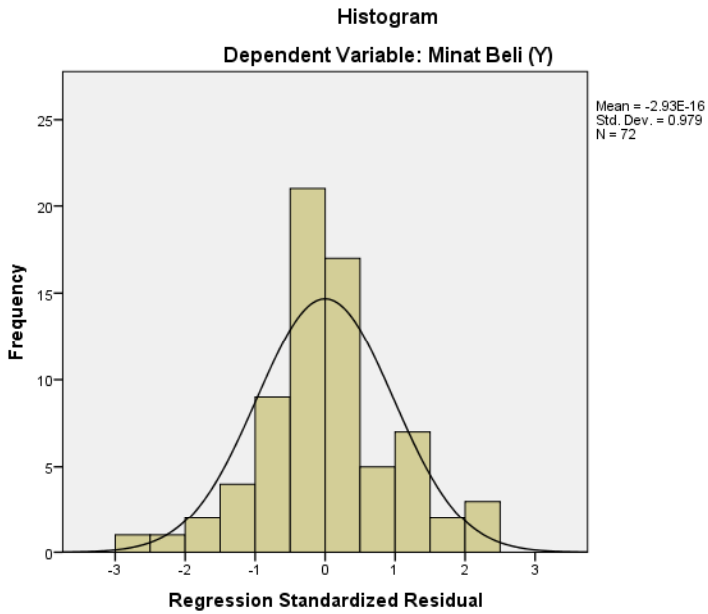
b. Dependent Variable: Minat Beli (Y)

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

| Model                | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|----------------------|-----------------------------|------------|---------------------------|-------|------|
|                      | B                           | Std. Error | Beta                      |       |      |
| 1                    |                             |            |                           |       |      |
| (Constant)           | 1.531                       | 4.914      |                           | .312  | .756 |
| Word Of Mouth (X1)   | .535                        | .205       | .333                      | 2.610 | .011 |
| Brand Trust (X2)     | .487                        | .226       | .275                      | 2.154 | .035 |
| Kualitas Produk (X3) | .172                        | .077       | .218                      | 2.228 | .029 |

a. Dependent Variable: Minat Beli (Y)





## 6. PENGUJIAN HIPOTESIS

## a. Uji t

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

| Model                | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|----------------------|-----------------------------|------------|---------------------------|-------|------|
|                      | B                           | Std. Error | Beta                      |       |      |
|                      | (Constant)                  | 1.531      | 4.914                     |       |      |
| 1 Word Of Mouth (X1) | .535                        | .205       | .333                      | 2.610 | .011 |
| Brand Trust (X2)     | .487                        | .226       | .275                      | 2.154 | .035 |
| Kualitas Produk (X3) | .172                        | .077       | .218                      | 2.228 | .029 |

a. Dependent Variable: Minat Beli (Y)

## b. Uji F

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

| Model        | Sum of Squares | df | Mean Square | F      | Sig.              |
|--------------|----------------|----|-------------|--------|-------------------|
| 1 Regression | 968.721        | 3  | 322.907     | 12.313 | .000 <sup>b</sup> |
| Residual     | 1783.223       | 68 | 26.224      |        |                   |
| Total        | 2751.944       | 71 |             |        |                   |

a. Dependent Variable: Minat Beli (Y)

b. Predictors: (Constant), Kualitas Produk (X3), Word Of Mouth (X1), Brand Trust (X2)