

LAMPIRAN KARAKTERISTIK RESPONDEN

a. Berdasarkan Jenis Kelamin

Jenis Kelamin	Jumlah	Persentase
Laki-laki	43	41.3
Perempuan	61	58.7
Total	104	100.0

b. Berdasarkan Usia Responden

Usia	Jumlah	Persentase
< 25 tahun	36	34.6
25 s/d 35 Tahun	27	26.0
36 s/d 45 Tahun	24	23.1
> 45 Tahun	17	16.3
Total	104	100.0

LAMPIRAN FREKUENSI JAWABAN RESPONDEN

a. Variabel Kreativitas Iklan

X1.1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	5	4,8	4,8	4,8
	3,00	36	34,6	34,6	39,4
	4,00	51	49,0	49,0	88,5
	5,00	12	11,5	11,5	100,0
	Total	104	100,0	100,0	

X1.1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	5	4,8	4,8	4,8
	3,00	36	34,6	34,6	39,4
	4,00	43	41,3	41,3	80,8
	5,00	20	19,2	19,2	100,0
	Total	104	100,0	100,0	

X1.2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	2,9	2,9	2,9
	3,00	30	28,8	28,8	31,7
	4,00	56	53,8	53,8	85,6
	5,00	15	14,4	14,4	100,0
	Total	104	100,0	100,0	

X1.2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	3,8	3,8	3,8
	3,00	29	27,9	27,9	31,7
	4,00	50	48,1	48,1	79,8
	5,00	21	20,2	20,2	100,0
	Total	104	100,0	100,0	

X1.3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	6	5,8	5,8	5,8
	3,00	29	27,9	27,9	33,7
	4,00	53	51,0	51,0	84,6
	5,00	16	15,4	15,4	100,0
	Total	104	100,0	100,0	

X1.3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	2,9	2,9	2,9
	3,00	27	26,0	26,0	28,8
	4,00	52	50,0	50,0	78,8
	5,00	22	21,2	21,2	100,0
	Total	104	100,0	100,0	

X1.4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	6	5,8	5,8	5,8
	3,00	23	22,1	22,1	27,9
	4,00	52	50,0	50,0	77,9
	5,00	23	22,1	22,1	100,0

Total	104	100,0	100,0
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X1.4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	5	4,8	4,8	4,8
	3,00	26	25,0	25,0	29,8
	4,00	52	50,0	50,0	79,8
	5,00	21	20,2	20,2	100,0
	Total	104	100,0	100,0	

X1.5_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	3,8	3,8	3,8
	3,00	23	22,1	22,1	26,0
	4,00	55	52,9	52,9	78,8
	5,00	22	21,2	21,2	100,0
	Total	104	100,0	100,0	

X1.5_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	3,8	3,8	3,8
	3,00	28	26,9	26,9	30,8
	4,00	55	52,9	52,9	83,7
	5,00	17	16,3	16,3	100,0
	Total	104	100,0	100,0	

b. Variabel *Electronic Word Of Mouth / e-Wom*

X2.1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	4	3,8	3,8	4,8
	3,00	26	25,0	25,0	29,8
	4,00	55	52,9	52,9	82,7
	5,00	18	17,3	17,3	100,0
	Total	104	100,0	100,0	

X2.1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	5	4,8	4,8	5,8
	3,00	26	25,0	25,0	30,8
	4,00	48	46,2	46,2	76,9
	5,00	24	23,1	23,1	100,0
	Total	104	100,0	100,0	

X2.2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	6	5,8	5,8	6,7
	3,00	26	25,0	25,0	31,7
	4,00	55	52,9	52,9	84,6
	5,00	16	15,4	15,4	100,0
	Total	104	100,0	100,0	

X2.2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	6	5,8	5,8	5,8
3,00	22	21,2	21,2	26,9
4,00	55	52,9	52,9	79,8
5,00	21	20,2	20,2	100,0
Total	104	100,0	100,0	

X2.3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	6	5,8	5,8	5,8
3,00	23	22,1	22,1	27,9
4,00	49	47,1	47,1	75,0
5,00	26	25,0	25,0	100,0
Total	104	100,0	100,0	

X2.3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,0	1,0	1,0
2,00	5	4,8	4,8	5,8
3,00	22	21,2	21,2	26,9
4,00	55	52,9	52,9	79,8
5,00	21	20,2	20,2	100,0
Total	104	100,0	100,0	

X2.4_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,0	1,0	1,0
2,00	5	4,8	4,8	5,8
3,00	27	26,0	26,0	31,7

	4,00	47	45,2	45,2	76,9
	5,00	24	23,1	23,1	100,0
	Total	104	100,0	100,0	

X2.4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	3	2,9	2,9	3,8
	3,00	25	24,0	24,0	27,9
	4,00	53	51,0	51,0	78,8
	5,00	22	21,2	21,2	100,0
	Total	104	100,0	100,0	

c. Variabel Minat Beli

Y.1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	10	9,6	9,6	9,6
	3,00	24	23,1	23,1	32,7
	4,00	48	46,2	46,2	78,8
	5,00	22	21,2	21,2	100,0
	Total	104	100,0	100,0	

Y.1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	3	2,9	2,9	2,9
	2,00	2	1,9	1,9	4,8
	3,00	26	25,0	25,0	29,8
	4,00	54	51,9	51,9	81,7
	5,00	19	18,3	18,3	100,0
	Total	104	100,0	100,0	

Y.2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,0	1,0	1,0
2,00	9	8,7	8,7	9,6
3,00	30	28,8	28,8	38,5
4,00	41	39,4	39,4	77,9
5,00	23	22,1	22,1	100,0
Total	104	100,0	100,0	

Y.2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,0	1,0	1,0
2,00	4	3,8	3,8	4,8
3,00	25	24,0	24,0	28,8
4,00	59	56,7	56,7	85,6
5,00	15	14,4	14,4	100,0
Total	104	100,0	100,0	

Y.3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	9	8,7	8,7	8,7
3,00	28	26,9	26,9	35,6
4,00	51	49,0	49,0	84,6
5,00	16	15,4	15,4	100,0
Total	104	100,0	100,0	

Y.3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	2	1,9	1,9	1,9
2,00	15	14,4	14,4	16,3
3,00	34	32,7	32,7	49,0
4,00	35	33,7	33,7	82,7
5,00	18	17,3	17,3	100,0
Total	104	100,0	100,0	

Y.4_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	1,0	1,0	1,0
2,00	11	10,6	10,6	11,5
3,00	27	26,0	26,0	37,5
4,00	44	42,3	42,3	79,8
5,00	21	20,2	20,2	100,0
Total	104	100,0	100,0	

Y.4_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	5	4,8	4,8	4,8
3,00	19	18,3	18,3	23,1
4,00	65	62,5	62,5	85,6
5,00	15	14,4	14,4	100,0
Total	104	100,0	100,0	

N

104

104

104

104

104

104

104

104

104

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

c. Variabel Minat Beli

Correlations

	Y.1_1	Y.1_2	Y.2_1	Y.2_2	Y.3_1	Y.3_2	Y.4_1	Y.4_2	Y_TOTAL
Y.1_1 Pearson Correlation	1	,772**	,782**	,762**	,744**	,685**	,757**	,661**	,883**
Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000
N	104	104	104	104	104	104	104	104	104
Y.1_2 Pearson Correlation	,772**	1	,634**	,690**	,695**	,618**	,611**	,687**	,813**
Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000	,000
N	104	104	104	104	104	104	104	104	104
Y.2_1 Pearson Correlation	,782**	,634**	1	,787**	,783**	,763**	,962**	,761**	,931**
Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000
N	104	104	104	104	104	104	104	104	104
Y.2_2 Pearson Correlation	,762**	,690**	,787**	1	,743**	,660**	,773**	,767**	,879**
Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000	,000

	N	104	104	104	104	104	104	104	104	104
Y.3_1	Pearson Correlation	,744**	,695**	,783**	,743**	1	,697**	,742**	,770**	,880**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000	,000
	N	104	104	104	104	104	104	104	104	104
Y.3_2	Pearson Correlation	,685**	,618**	,763**	,660**	,697**	1	,711**	,679**	,840**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000	,000
	N	104	104	104	104	104	104	104	104	104
Y.4_1	Pearson Correlation	,757**	,611**	,962**	,773**	,742**	,711**	1	,721**	,903**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,000
	N	104	104	104	104	104	104	104	104	104
Y.4_2	Pearson Correlation	,661**	,687**	,761**	,767**	,770**	,679**	,721**	1	,856**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000
	N	104	104	104	104	104	104	104	104	104
Y_TO TAL	Pearson Correlation	,883**	,813**	,931**	,879**	,880**	,840**	,903**	,856**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	104	104	104	104	104	104	104	104	104

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

LAMPIRAN UJI RELIABILITAS

a. Variabel Kreativitas Iklan

Case Processing Summary

		N	%
Cases	Valid	104	100,0
	Excluded ^a	0	,0
	Total	104	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,949	10

b. Variabel *Electronic Word Of Mouth / e-Wom*

Case Processing Summary

		N	%
Cases	Valid	104	100,0
	Excluded ^a	0	,0
	Total	104	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,961	8

c. Variabel Minat Beli

Case Processing Summary

		N	%
Cases	Valid	104	100,0
	Excluded ^a	0	,0
	Total	104	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,954	8

LAMPIRAN UJI ASUMSI KLASIK

a. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		104
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.97042379
Most Extreme Differences	Absolute	.062
	Positive	.062
	Negative	-.056
Test Statistic		.062
Asymp. Sig. (2-tailed)		.200 ^{c,d}

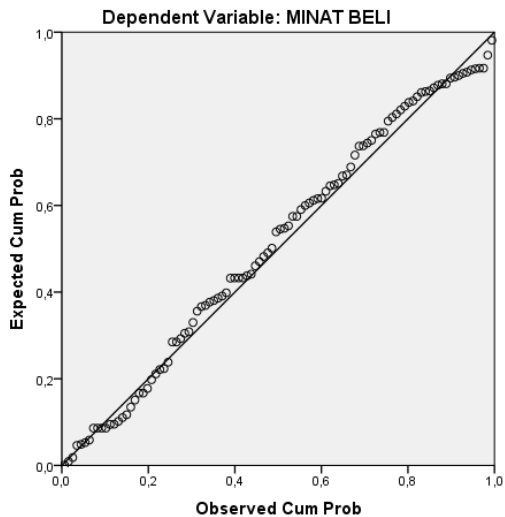
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Normal P-P Plot of Regression Standardized Residual



b. Uji Multikoloieritas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	KREATIVITAS IKLAN	,733	1,364
	E-WOM	,733	1,364

a. Dependent Variable: MINAT BELI

c. Uji Autokorelasi

Model Summary^b

Model	Durbin-Watson
1	1,844 ^a

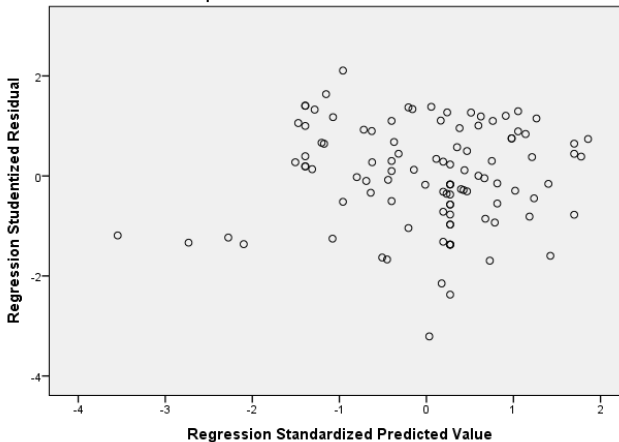
a. Predictors: (Constant), E-WOM, KREATIVITAS IKLAN

b. Dependent Variable: MINAT BELI

d. Uji Heterokedastisitas

Scatterplot

Dependent Variable: MINAT BELI



LAMPIRAN ANALISIS REGRESI LINIER BERGANDA

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,574 ^a	,329	,316	5,01939

a. Predictors: (Constant), E-WOM, KREATIVITAS IKLAN

b. Dependent Variable: MINAT BELI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1250,412	2	625,206	24,815	,000 ^b
	Residual	2544,627	101	25,194		
	Total	3795,038	103			

a. Dependent Variable: MINAT BELI

b. Predictors: (Constant), E-WOM, KREATIVITAS IKLAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,652	3,243		2,359	,020
	KREATIVITAS IKLAN	,278	,090	,294	3,086	,003
	E-WOM	,377	,099	,364	3,830	,000

a. Dependent Variable: MINAT BELI

