# Lampiran 1

# LEMBARAN PERNYATAAN KUESIONER

1. **IDENTITAS PEMBERI KUESIONER**

Nama :Pristiwati

NPM :173114268

Fakultas / Jurusan :Ekonomi / Manajemen

Perguruan Tinggi :Universitas Muslim Nusantara Al-Washliyah Medan

Responden yang terhormat,

Saya mahasiswa tingkat akhir di Universitas Muslim Nusantara Al- Washliyah Medan, sedang melakukan penelitian mengenai “Pengaruh Komunikasi *Word Of Mouth* Dan *Place* Terhadap Keputusan Pembelian Pada Usaha Susu Kambing Etawa Mulia Jaya Di Desa Melati II Kecamatan Perbaungan”. Saya mohon kesediaan Anda untuk menjawab pernyataan-pernyataan di kuesioner ini secara lengkap dan benar. Jawaban yang diberikan akan dirahasiakan dan hanya akan digunakan untuk keperluan penelitian. Atas perhatian dan kerjasamanya saya ucapkan terima kasih.

Medan, 7 Juni 2021

Hormat Saya

Pristiwati

NPM: 173114268

# IDENTITAS RESPONDEN

Nama : ....................................................

Alamat : ....................................................

Jenis Kelamin : ....................................................

Usia : ....................................................Tahun

Pendidikan : ....................................................

Pekerjaan : ....................................................

1. PETUNJUK PENGISIAN

Anda dapat memberikan tanda ceklis ( √ ) pada alteratif pilihan jawaban dari peryataan yang ada sesuai dengan persepsi Anda selama berbelanja di sebuah toko pakaian berdasarkan keterangan berikut:

|  |  |  |
| --- | --- | --- |
| No. | Pernyataan | Skor |
| 1 | Sangat Setuju (SS) | 5 |
| 2 | Setuju (S) | 4 |
| 3 | Kurang Setuju (KS) | 3 |
| 4 | Tidak Setuju (TS) | 2 |
| 5 | Sangat Tidak Setuju (STS) | 1 |

# DAFTAR KUESIONER

**Komunikasi *Word Of Mouth***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
|  | **Merekomondasikan** |  |  |  |  |  |
|  | Saya selalu merekomendasikan Susu Kambing etawa sagat murah dibandingkan Susu Sapi. |  |  |  |  |  |
|  | Saya merekomondasikan Susu Kambing Etawa karena harganya lebih murah dibandingkan Susu Sapi. |  |  |  |  |  |
|  | Konsumen menyarankan orang lain agar selalu mengkonsumsi Susu Kambing Etawa karena manfaatnya yang begitu banyak. |  |  |  |  |  |
|  | **Mendorong** |  |  |  |  |  |
|  | Saya mneyampaikan ke konsumen lain untuk membeli dan merasakan manfaat Susu Kambing Etawa Mulia Jaya Di Desa Melati II. |  |  |  |  |  |
|  | Saya mendorong konsumen untuk menceritakan tentang kepuasan setelah mengkomsumsi Susu Kambing Etawa Mulia Jaya. |  |  |  |  |  |
|  | **Membicarakan** |  |  |  |  |  |
|  | Konsumen membicarakan kepada konsumen lain,manfaat kencantikan apa saja yang dapat diperoleh jika mengkomsumsi Susu Kambing Etawa Mulia Jaya. |  |  |  |  |  |
|  | Saya mendapat informasi mengenai produk Susu Kambing Etawa yang cocok untuk meyembuhkan penyakit ASMA. |  |  |  |  |  |
|  | **Mengajak** |  |  |  |  |  |
|  | Saya mengajak orang lain untuk memperkenalkan produk Susu Kambing Etawa Mulia Jaya. |  |  |  |  |  |
|  | Saya mengajak orang lain untuk membeli produk Susu Kambing Etawa karena bagus untuk kecantikan. |  |  |  |  |  |
|  | Konsumen mengajak masyarakat lain untuk membagikan informasi tentang produk Susu Kambing Etawa. |  |  |  |  |  |

# *Place*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
|  | **Akses** |  |  |  |  |  |
| 1. | Akses menuju produksi Susu Kambing Etawa sangat mudah . |  |  |  |  |  |
| 2. | Akses yang terletak dijalan Dusun Durian Melati II dapat diketahui dengan mudah jika melihat gapura masuknya. |  |  |  |  |  |
| 3. | Konsumen memberikan informasi kepada orang lain tentang akses menuju usaha Susu Kambing Etawa. |  |  |  |  |  |
|  | **Lingkungan** |  |  |  |  |  |
| 4. | Kondisi lingkungan usaha Susu Kambng Etawa Mulia Jaya bersih dan nyaman. |  |  |  |  |  |
| 5. | Kondisi lingkugan kandang Kambing Etawa Mulia Jaya ditutupi tembok. |  |  |  |  |  |
|  | **Lalu lintas sekitar lokasi** |  |  |  |  |  |
| 6. | Lalu lintas sekitar hanya dapat dilalui oleh roda dua,roda tiga maupun empat. |  |  |  |  |  |
| 7. | Saya melihat lalu lintas sekitar tidak dapat dilalui dengan truk ataupun sejenisnya. |  |  |  |  |  |
|  | **Fasilitas Parkir** |  |  |  |  |  |
| 8. | Fasilitas parkir sangat luas dan nyaman. |  |  |  |  |  |
| 9. | Saya melihat tidak adanya fasilitas parkir yang disediakan pembisnis. |  |  |  |  |  |
| 10. | konsumen sering melihat adanya parkir bebas di usaha Susu Kambing Etawa. |  |  |  |  |  |

**Keputusan Pembelian**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
|  | **Identifikasi kebutuhan** |  |  |  |  |  |
| 1. | Saya tertarik untuk menidentifikasi kebutuhan terhadap Susu Kambing Etawa Mulia Jaya. |  |  |  |  |  |
| 2. | Saya suka meminum Susu Kambing Etawa oleh karena itu saya idetifikasikan kebutuhan yang sangat penting. |  |  |  |  |  |
|  | **Menggali informasi produk** |  |  |  |  |  |
| 3. | Konsumen menggali informasi produk kepada bisnis agar konsumen mengetahui kualitas Susu Kambing Etawa Mulia Jaya tersebut. |  |  |  |  |  |
| 4. | Menggali informasi produk agar dapat memasarkan produk tersebut semakin luas dipasaran. |  |  |  |  |  |
| 5. | Konsumen merasa lebih baik setelah mengkomsumsi Susu Kambing Etawa . |  |  |  |  |  |
|  | **Melakukan Pembelian** |  |  |  |  |  |
|  | Konsumen tidak butuh waktu lama untuk melakukan pembelian produk Susu Kambing Etawa. |  |  |  |  |  |
|  | Saya akan berbagi pengalaman saya kepada orang lain setelah saya melakukan pembelian Susu Kambing Etawa. |  |  |  |  |  |
|  | **Perilaku Setelah Pembelian** |  |  |  |  |  |
|  | Perilaku konsumen sangat senang karena sembuh dari penyakitnya sehabis meminum Susu Kambing Etawa. |  |  |  |  |  |
|  | Saya memutuskan untuk menjadi pelanggan tetep di usaha Susu Kambing Etawa. |  |  |  |  |  |
|  | Produk susu kambing etawa sangat bermanfaat bagi kecerdasan anak. |  |  |  |  |  |

**Lampiran 2**

**Data tabulasi jawaban 87 responden**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Jawaban Responden Variabel Komunikasi *Word Of Mouth* | | | | | | | | | | Jumlah |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 |
| 1 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 3 | 38 |
| 2 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 3 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 46 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 44 |
| 6 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 43 |
| 7 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 41 |
| 8 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 42 |
| 9 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 3 | 5 | 43 |
| 10 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 47 |
| 11 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 43 |
| 12 | 4 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 41 |
| 13 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 43 |
| 14 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 16 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 45 |
| 17 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 18 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 19 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 20 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 22 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 45 |
| 23 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 44 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 25 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 46 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 27 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 43 |
| 28 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 44 |
| 29 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 43 |
| 30 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 44 |
| 31 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 32 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 47 |
| 33 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 35 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |
| 36 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| 37 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 39 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 44 |
| 40 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 44 |
| 41 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 44 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 44 |
| 45 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 44 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 47 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 43 |
| 48 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 46 |
| 49 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 43 |
| 50 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 45 |
| 51 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 45 |
| 52 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 45 |
| 53 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 45 |
| 54 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 44 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 56 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 43 |
| 57 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 43 |
| 58 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 59 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 44 |
| 60 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 39 |
| 61 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 44 |
| 62 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 44 |
| 63 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 44 |
| 64 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 41 |
| 65 | 4 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 44 |
| 66 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 68 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 38 |
| 69 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 40 |
| 70 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 72 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 45 |
| 73 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 43 |
| 74 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 75 | 5 | 4 | 5 | 5 | 3 | 3 | 5 | 5 | 3 | 5 | 43 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 77 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 42 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 79 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 45 |
| 80 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 39 |
| 81 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 82 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 83 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 84 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 43 |
| 85 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 46 |
| 86 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 45 |
| 87 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| Jawaban | 381 | 380 | 374 | 381 | 381 | 380 | 382 | 383 | 368 | 385 | 3795 |

*Sumber : Data Diolah Peneliti 2021*

**Data Tabulasi Jawaban *Place* 87 Responden**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Jawaban Responden Variabel *Place* | | | | | | | | | | Jumlah |
|  | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 |
| 1 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 5 | 37 |
| 2 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 44 |
| 3 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 45 |
| 6 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 37 |
| 7 | 3 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 38 |
| 8 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 41 |
| 9 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 3 | 44 |
| 10 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 47 |
| 11 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 12 | 3 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 40 |
| 13 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 43 |
| 14 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 16 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 47 |
| 17 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 19 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 44 |
| 20 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 22 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 46 |
| 23 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 25 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 43 |
| 26 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 43 |
| 27 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 44 |
| 28 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 43 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 30 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 46 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 32 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 48 |
| 33 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 35 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 36 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 43 |
| 37 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 43 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 39 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 40 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 41 | 5 | 2 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 44 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 44 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 45 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 41 |
| 46 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 47 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 45 |
| 48 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 49 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 43 |
| 50 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 43 |
| 51 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 46 |
| 52 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 47 |
| 53 | 4 | 4 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 34 |
| 54 | 4 | 4 | 2 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 42 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 57 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 58 | 3 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 41 |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 62 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| 63 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 47 |
| 64 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 42 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 66 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 43 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 69 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 41 |
| 70 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 44 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 72 | 3 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 73 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 40 |
| 74 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 43 |
| 75 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 43 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 77 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 41 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 79 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 43 |
| 80 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 42 |
| 81 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 47 |
| 82 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 83 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 40 |
| 84 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 44 |
| 85 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 47 |
| 86 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 43 |
| 87 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 42 |
| Jawaban | 372 | 378 | 371 | 375 | 372 | 376 | 369 | 370 | 376 | 371 | 3730 |

*Sumber : Data Diolah Peneliti 2021*

**Data Tabulasi Jawaban Keputusan Pembelian 87 Responden**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Jawaban Responden Variabel Keputusan Pembelian | | | | | | | | | | Jumlah |
| Y.01 | Y.02 | Y.03 | Y.04 | Y.05 | Y.05 | Y.07 | Y.08 | Y.09 | Y.010 |
| 1 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 33 |
| 2 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 48 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 47 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 3 | 5 | 5 | 4 | 5 | 3 | 3 | 5 | 5 | 5 | 43 |
| 6 | 3 | 3 | 5 | 3 | 4 | 3 | 3 | 4 | 5 | 5 | 38 |
| 7 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 43 |
| 8 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 9 | 5 | 4 | 5 | 5 | 5 | 3 | 3 | 3 | 5 | 5 | 43 |
| 10 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 11 | 4 | 5 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 41 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 38 |
| 13 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 45 |
| 14 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 16 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 48 |
| 17 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 44 |
| 18 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 19 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 45 |
| 20 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 43 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 22 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 45 |
| 23 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 45 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 25 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 28 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 44 |
| 29 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 30 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 31 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 33 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 44 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 35 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 46 |
| 36 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 43 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 39 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 40 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 41 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 42 |
| 45 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 46 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 47 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 48 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 49 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 50 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 42 |
| 51 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 52 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 43 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 54 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 5 | 39 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 56 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 57 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 43 |
| 58 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 40 |
| 59 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 60 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 61 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 62 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 36 |
| 63 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 42 |
| 64 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 47 |
| 65 | 3 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 42 |
| 66 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 45 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 68 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 69 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 39 |
| 70 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 72 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 40 |
| 73 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 43 |
| 74 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 42 |
| 75 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 76 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 47 |
| 77 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 79 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 80 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 40 |
| 81 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 47 |
| 82 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 83 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 42 |
| 84 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 43 |
| 85 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
| 86 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 44 |
| 87 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 47 |
| Jawaban | 367 | 366 | 376 | 367 | 371 | 366 | 361 | 375 | 380 | 378 | 3707 |

*Sumber : Data Diolah Peneliti 2021*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 106  **Lampiran 3**  **Tabel Uji Validitas Variabel Komunikasi *Word Of Mouth* Menggunakan SPSS Versi 22**  **Correlations** | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | Total |
| X1.1 | Pearson Correlation | 1 | .147 | .081 | .058 | .054 | .066 | .160 | .184 | -.050 | .200 | .362\*\* |
| Sig. (2-tailed) |  | .176 | .455 | .592 | .619 | .545 | .138 | .088 | .643 | .063 | .001 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1.2 | Pearson Correlation | .147 | 1 | .169 | .192 | -.005 | .221\* | .059 | .201 | .116 | .056 | .420\*\* |
| Sig. (2-tailed) | .176 |  | .117 | .075 | .963 | .039 | .589 | .063 | .283 | .604 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1.3 | Pearson Correlation | .081 | .169 | 1 | .124 | .078 | .051 | -.006 | .138 | .065 | .119 | .352\*\* |
| Sig. (2-tailed) | .455 | .117 |  | .253 | .471 | .639 | .954 | .201 | .552 | .272 | .001 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1.4 | Pearson Correlation | .058 | .192 | .124 | 1 | .170 | .105 | .289\*\* | .313\*\* | .245\* | .334\*\* | .544\*\* |
| Sig. (2-tailed) | .592 | .075 | .253 |  | .116 | .332 | .007 | .003 | .022 | .002 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1.5 | Pearson Correlation | .054 | -.005 | .078 | .170 | 1 | .438\*\* | .192 | .215\* | .380\*\* | .232\* | .554\*\* |
| Sig. (2-tailed) | .619 | .963 | .471 | .116 |  | .000 | .074 | .046 | .000 | .031 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1.6 | Pearson Correlation | .066 | .221\* | .051 | .105 | .438\*\* | 1 | .238\* | .187 | .227\* | .090 | .528\*\* |
| Sig. (2-tailed) | .545 | .039 | .639 | .332 | .000 |  | .027 | .083 | .034 | .406 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1.7 | Pearson Correlation | .160 | .059 | -.006 | .289\*\* | .192 | .238\* | 1 | .456\*\* | .236\* | .231\* | .552\*\* |
| Sig. (2-tailed) | .138 | .589 | .954 | .007 | .074 | .027 |  | .000 | .028 | .031 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1.8 | Pearson Correlation | .184 | .201 | .138 | .313\*\* | .215\* | .187 | .456\*\* | 1 | .228\* | .420\*\* | .643\*\* |
| Sig. (2-tailed) | .088 | .063 | .201 | .003 | .046 | .083 | .000 |  | .034 | .000 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1.9 | Pearson Correlation | -.050 | .116 | .065 | .245\* | .380\*\* | .227\* | .236\* | .228\* | 1 | .322\*\* | .570\*\* |
| Sig. (2-tailed) | .643 | .283 | .552 | .022 | .000 | .034 | .028 | .034 |  | .002 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1.10 | Pearson Correlation | .200 | .056 | .119 | .334\*\* | .232\* | .090 | .231\* | .420\*\* | .322\*\* | 1 | .577\*\* |
| Sig. (2-tailed) | .063 | .604 | .272 | .002 | .031 | .406 | .031 | .000 | .002 |  | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Total | Pearson Correlation | .362\*\* | .420\*\* | .352\*\* | .544\*\* | .554\*\* | .528\*\* | .552\*\* | .643\*\* | .570\*\* | .577\*\* | 1 |
| Sig. (2-tailed) | .001 | .000 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed).  \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | |

*Sumber :Data Diolah Peneliti 2021*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 108  **Tabel Uji Validitas Variabel *Place* Menggunakan SPSS Versi 22**  **Correlations** | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 | Total |
| X2.1 | Pearson Correlation | 1 | .213\* | .231\* | .211\* | .243\* | .078 | .215\* | .148 | .322\*\* | .381\*\* | .545\*\* |
| Sig. (2-tailed) |  | .047 | .031 | .049 | .023 | .472 | .046 | .171 | .002 | .000 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X2.2 | Pearson Correlation | .213\* | 1 | .243\* | .183 | .319\*\* | .114 | .319\*\* | .091 | .169 | .145 | .511\*\* |
| Sig. (2-tailed) | .047 |  | .024 | .090 | .003 | .291 | .003 | .404 | .119 | .181 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X2.3 | Pearson Correlation | .231\* | .243\* | 1 | .302\*\* | .395\*\* | .280\*\* | .126 | .185 | .207 | .065 | .555\*\* |
| Sig. (2-tailed) | .031 | .024 |  | .005 | .000 | .009 | .246 | .086 | .055 | .549 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X2.4 | Pearson Correlation | .211\* | .183 | .302\*\* | 1 | .485\*\* | .220\* | .346\*\* | .312\*\* | .328\*\* | .212\* | .644\*\* |
| Sig. (2-tailed) | .049 | .090 | .005 |  | .000 | .041 | .001 | .003 | .002 | .048 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X2.5 | Pearson Correlation | .243\* | .319\*\* | .395\*\* | .485\*\* | 1 | .329\*\* | .253\* | .465\*\* | .253\* | .320\*\* | .722\*\* |
| Sig. (2-tailed) | .023 | .003 | .000 | .000 |  | .002 | .018 | .000 | .018 | .003 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X2.6 | Pearson Correlation | .078 | .114 | .280\*\* | .220\* | .329\*\* | 1 | .233\* | .281\*\* | .252\* | .177 | .520\*\* |
| Sig. (2-tailed) | .472 | .291 | .009 | .041 | .002 |  | .030 | .008 | .019 | .100 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X2.7 | Pearson Correlation | .215\* | .319\*\* | .126 | .346\*\* | .253\* | .233\* | 1 | .095 | .082 | .215\* | .535\*\* |
| Sig. (2-tailed) | .046 | .003 | .246 | .001 | .018 | .030 |  | .383 | .452 | .045 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X2.8 | Pearson Correlation | .148 | .091 | .185 | .312\*\* | .465\*\* | .281\*\* | .095 | 1 | .227\* | .177 | .509\*\* |
| Sig. (2-tailed) | .171 | .404 | .086 | .003 | .000 | .008 | .383 |  | .035 | .101 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X2.9 | Pearson Correlation | .322\*\* | .169 | .207 | .328\*\* | .253\* | .252\* | .082 | .227\* | 1 | .376\*\* | .547\*\* |
| Sig. (2-tailed) | .002 | .119 | .055 | .002 | .018 | .019 | .452 | .035 |  | .000 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X2.10 | Pearson Correlation | .381\*\* | .145 | .065 | .212\* | .320\*\* | .177 | .215\* | .177 | .376\*\* | 1 | .531\*\* |
| Sig. (2-tailed) | .000 | .181 | .549 | .048 | .003 | .100 | .045 | .101 | .000 |  | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Total | Pearson Correlation | .545\*\* | .511\*\* | .555\*\* | .644\*\* | .722\*\* | .520\*\* | .535\*\* | .509\*\* | .547\*\* | .531\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed).  \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | |

*Sumber :Data Diolah Peneliti 2021*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 110  **Tabel Uji Validitas Variabel Keputusan Pembelian Menggunakan SPSS Versi 22**  **Correlations** | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | Y.10 | Total |
| Y.1 | Pearson Correlation | 1 | .161 | .219\* | .592\*\* | .234\* | .456\*\* | .385\*\* | .256\* | .207 | .218\* | .653\*\* |
| Sig. (2-tailed) |  | .136 | .041 | .000 | .029 | .000 | .000 | .017 | .054 | .043 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.2 | Pearson Correlation | .161 | 1 | .178 | .448\*\* | .284\*\* | .114 | .073 | .146 | .014 | -.008 | .446\*\* |
| Sig. (2-tailed) | .136 |  | .099 | .000 | .008 | .295 | .500 | .177 | .895 | .944 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.3 | Pearson Correlation | .219\* | .178 | 1 | .196 | .309\*\* | .211\* | .216\* | .322\*\* | .298\*\* | .359\*\* | .569\*\* |
| Sig. (2-tailed) | .041 | .099 |  | .069 | .004 | .049 | .045 | .002 | .005 | .001 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.4 | Pearson Correlation | .592\*\* | .448\*\* | .196 | 1 | .324\*\* | .288\*\* | .192 | .237\* | .402\*\* | .235\* | .683\*\* |
| Sig. (2-tailed) | .000 | .000 | .069 |  | .002 | .007 | .075 | .027 | .000 | .029 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.5 | Pearson Correlation | .234\* | .284\*\* | .309\*\* | .324\*\* | 1 | .264\* | .219\* | .344\*\* | .182 | .157 | .591\*\* |
| Sig. (2-tailed) | .029 | .008 | .004 | .002 |  | .013 | .042 | .001 | .092 | .146 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.6 | Pearson Correlation | .456\*\* | .114 | .211\* | .288\*\* | .264\* | 1 | .464\*\* | .370\*\* | .152 | .209 | .612\*\* |
| Sig. (2-tailed) | .000 | .295 | .049 | .007 | .013 |  | .000 | .000 | .159 | .052 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.7 | Pearson Correlation | .385\*\* | .073 | .216\* | .192 | .219\* | .464\*\* | 1 | .214\* | .091 | .140 | .529\*\* |
| Sig. (2-tailed) | .000 | .500 | .045 | .075 | .042 | .000 |  | .046 | .399 | .195 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.8 | Pearson Correlation | .256\* | .146 | .322\*\* | .237\* | .344\*\* | .370\*\* | .214\* | 1 | .262\* | .362\*\* | .608\*\* |
| Sig. (2-tailed) | .017 | .177 | .002 | .027 | .001 | .000 | .046 |  | .014 | .001 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.9 | Pearson Correlation | .207 | .014 | .298\*\* | .402\*\* | .182 | .152 | .091 | .262\* | 1 | .572\*\* | .524\*\* |
| Sig. (2-tailed) | .054 | .895 | .005 | .000 | .092 | .159 | .399 | .014 |  | .000 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.10 | Pearson Correlation | .218\* | -.008 | .359\*\* | .235\* | .157 | .209 | .140 | .362\*\* | .572\*\* | 1 | .537\*\* |
| Sig. (2-tailed) | .043 | .944 | .001 | .029 | .146 | .052 | .195 | .001 | .000 |  | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Total | Pearson Correlation | .653\*\* | .446\*\* | .569\*\* | .683\*\* | .591\*\* | .612\*\* | .529\*\* | .608\*\* | .524\*\* | .537\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed).  \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | |

*Sumber :Data Diolah Peneliti 2021*

Cara perhitungan Pra Survey Custumer 30 Responden yaitu :

1. Perhitungan yang mengatakan Ya : 30 x 45% = 14 Responden

Perhitungan yang mengatakan Tidak : 30 x 55% = 16 Responden

1. Perhitungan yang mengatakan Ya : 30 x 49% = 15 Responden

Perhitungan yang mengatakan Tidak : 30 x 51% = 15 Responden

1. Perhitungan yang mengatakan Ya : 30 x 20% = 6 Responden

Perhitungan yang mengatakan Tidak : 30 x 80% = 24 Responden

1. Perhitungan yang mengatakan Ya : 30 x 35% =11 Responden

Perhitungan yang mengatakan Tidak : 30 x 65% =19 Responden

1. Perhitungan yang mengatakan Ya : 30 x 47% =14 Responden

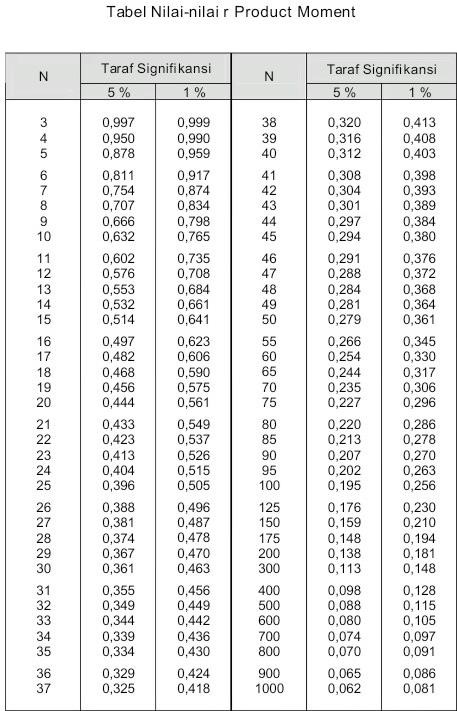
Perhitungan yang mengatakan Tidak : 30 x 53% =16 Responden

1. Perhitungan yang mengatakan Ya : 30 x 40% =12 Responden

Perhitungan yang mengatakan Tidak : 30 x 60 % =18 Responden

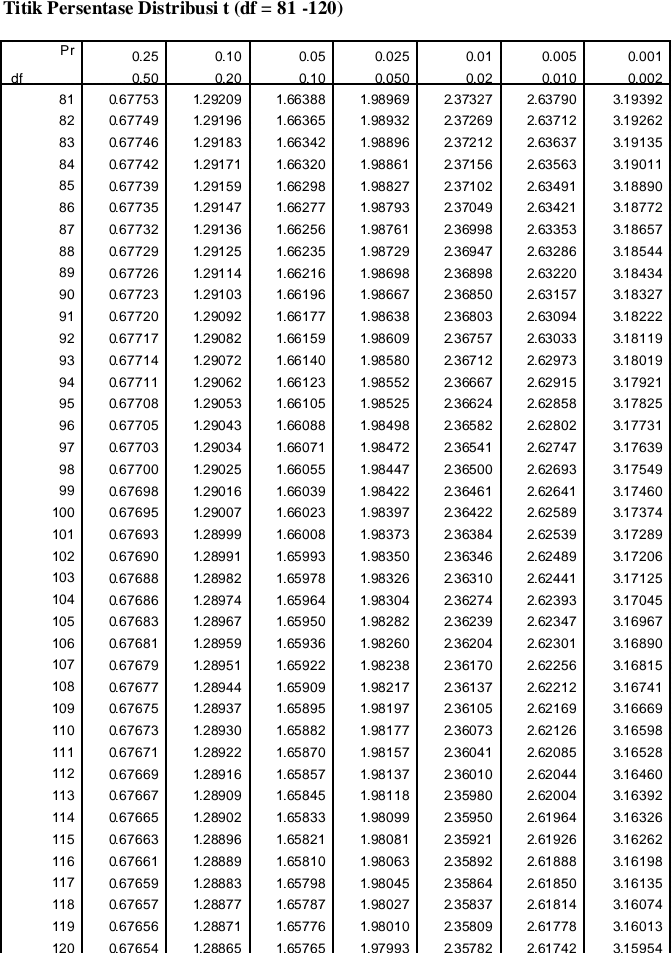
**Lampiran 4**

R tabel



**Lampiran 5**

ttabel



**Lampiran 6**

Ftabel

# Titik Persentase Distribusi F untuk Probabilitas = 0,05C:\Users\acer\Downloads\IMG_20200623_220032.jpg