BAB V

PENUTUP

5.1   Kesimpulan

Berdasarkan hasil penelitian yang telah diuraikan pada bab 4, maka dapat ditarik kesimpulan sebagai berikut:

1. Karakteristik Responden

   Responden dalam penelitian ini adalah kalangan muda (18 tahun sampai 34 tahun), mempunyai instagram, pernah melihat *review* atau ulasan, *comment*, *posting* dan *regram* mengenai Dirty Chicks baik dari akun Instagram Dirty Chiks, *foodblogger* dan konsumen Dirty Chiks, dan berdomisili di Yogyakarta.

   Total responden sebanyak 130 orang, 60 orang berjenis kelamin laki-laki dan 70 orang berjenis kelamin perempuan. Sebagian besar pendapatan atau uang saku responden sebesar Rp. 1.000.000 – Rp. 1.500.000 setiap bulannya dan semua responden berusia 18 tahun sampai 25 tahun.

2. Pengaruh *Electronic Word of Mouth* (*eWOM*) Terhadap Citra Merek

   eWOM berpengaruh signifikan terhadap citra merek dan pengaruhnya positif. Semakin konsumen melakukan *eWOM* atau menerima *eWOM* maka dapat meningkatkan citra merek.

3. Pengaruh *Electronic Word of Mouth* (*eWOM*) Terhadap Niat Beli

   eWOM berpengaruh signifikan terhadap niat beli dan pengaruhnya positif. Konsumen yang sering melakukan *eWOM* atau menerima *eWOM*, maka akan meningkatkan niat beli Dirty Chiks.

4. Pengaruh Citra Merek Terhadap Niat beli

   Citra merek berpengaruh signifikan terhadap niat beli dan pengaruhnya positif. Jika citra merek yang dirasakan konsumen baik atau meningkat maka niat beli juga meningkat.

5. Citra Merek Memediasi Pengaruh *eWOM* Terhadap Niat Beli

   Citra merek sebagai variabel mediasi dalam penelitian ini. Efek mediasinya ialah *partial mediation,* akan tetapi efek langsung *eWOM* terhadap niat beli lebih besar dibandingkan efek tidak langsung *eWOM* terhadap niat beli melalui citra merek.

6. Perbedaan penilaian *eWOM*, Citra Merek dan Niat Beli Dilihat Dari Jenis Kelamin dan Pendapatan atau Uang Saku Setiap Bulan

   Hasil penelitian ini adalah tidak ada perbedaan penilaian *eWOM*, citra merek dan niat beli dilihat dari jenis kelamin. Artinya penilaian yang dilakukan oleh laki-laki dan perempuan sama.

   Selanjutnya ialah tidak ada berbedaan penilaian *eWOM*, citra merek dan niat beli dilihat dari pendapatan atau uang saku setiap bulan. Artinya baik tingkat pendapatan < Rp 1.000.000, Rp 1.000.000 – Rp 1.500.000 dan > Rp. 1.500.001 sama dalam menilai *eWOM*, citra merek dan niat beli.

5.2   Implikasi Manajerial

Berdasarkan hasil penelitian dan kesimpulan, penulis merumuskan saran antara lain sebagai berikut:

1. Dibanding besar pengaruh citra merek terhadap niat beli, pengaruh eWOM terhadap citra merek dan niat beli lebih kecil dari pengaruh citra merek terhadap niat beli. Maka dari itu Dirty Chicks perlu meningkatkan pengaruh *eWOM* terhadap citra merek dan niat beli. Sehingga *eWOM* dapat memainkan peran penting terhadap citra merek dan niat beli. Mengacu pada indikator pertanyaan variabel *eWOM* , yang mana konsumen mencari informasi produk dari *review online* dan keputusan konsumen sangat bergantung pada *review online* tersebut (Bambauer-Sachse dan Mangold, 2011 dalam Abubakar *et. al.,* 2016). Oleh karena itu maka perusahaan harus melakukan pemasaran yang menarik di Instagram agar terdapat sebuah ulasan yang baik tentang Dirty Chiks. Pemasaran yang menarik dapat dilakukan Dirty Chiks dengan cara bekerjasama dengan *foodbloger* (@jogjafood, @kokokulineran) yang ada agar terus dapat mengulas menunya sehingga *follower* maupun bukan *follower* dari *foodblogge*r tersebut dapat melihat ulasannya. Dirty Chiks juga dapat menjalin hubungan dengan konsumennya dengan mengadakan *event* promo (*giveaway)* yang melibatkan konsumen agar mengulas Dirty Chiks di akun instagram mereka. Sehingga pemasaran yang ada di *online* (*eWOM*) dapat meningkatkan citra merek dan niat beli Dirty Chiks melalui *eWOM* yang terbentuk dari pemasaran yang menarik.

2. Hasil penelitian menyatakan citra merek berpengaruh signifikan terhadap niat beli dan pengaruhnya positif. Mengacu pada indikator pertanyaan variabel citra merek milik Davis *et. al.,* (2009) dalam Abubakar *et. al.,* (2016) yaitu kualitas menjadi salah satu kunci utama agar Dirty Chiks dapat di prediksi kualitas rasa oleh konsumen dengan baik. Maka Dirty Chiks dapat mempertahankan dan meningkatkan kualitas menu yang ada atau membuat menu baru untuk menarik perhatian yang tentunya sesuai dengan apa yang dijanjikan perusahaan bahkan pemasarannya juga terus diperhatikan sehingga dapat meningkatkan niat beli mereka.

3. Hasil penelitian ini ialah citra merek sebagai variabel mediasi pengaruh *eWOM* terhadap niat beli. Penulis menyarankan agar perusahaan lebih menggunakan adanya pengaruh langsung *eWOM* terhadap niat beli karena pengaruh tersebut lebih besar dibandingkan pengaruh tidak langsung *eWOM* terhadap niat beli melalui citra merek. Implikasi pengaruh langsung *eWOM* terhadap niat beli sama dengan poin nomor 1.

4. Hasil penelitian ini ialah tidak ada perbedaan penilaian *eWOM*, citra merek dan niat beli jika dilihat dari jenis kelamin dan pendapatan atau uang saku setiap bulan. Artinya baik itu laki-laki atau perempuan dan tingkat pendapatan atau uang saku setiap bulan sebesar < Rp 1.000.000, Rp 1.000.000 – Rp 1.500.000 dan > Rp. 1.500.001 itu sama dalam menilai *eWOM*, citra merek dan niat beli. Tidak adanya perbedaan tersebut maka penulis menyarankan tetap mempertahankan *eWOM*, citra merek dan niat beli pada Dirty Chicks, bahkan meningkatkan agar *eWOM*, citra merek

dan niat beli pada Dirty Chicks semakin baik. Penjelasan mengenai *eWOM*, citra merek dan niat beli sama dengan poin nomor 1 dan 2.

5.3 Keterbatasan Penelitian dan Saran

Penelitian ini tak lepas dari keterbatasan yang mungkin bisa diperbaiki di penelitian selanjutnya, yaitu sebagai berikut:

1. Penelitian ini hanya meneliti *eWOM* secara umum saja yang terjadi di Instagram. Tidak membahas secara detail pengaruh *eWOM* positif dan negatif. *eWOM* positif ialah ulasan baik atau positif seperti pujian akan sebuah produk. *eWOM* negatif ialah ulasan yang jelek atau negatif seperti komplain akan sebuah produk. Maka penulis menyarankan bahwa dipenelitian selanjutnya dapat menggunakan variabel *eWOM* positif dan negatif.

2. Masih banyak *platform* media sosial selain instagram, sehingga diharapkan penelitian selanjutnya dapat mencari objek penelitian yang memiliki banyak akun sosial media seperti Twitter, Facebook dan Youtube sehingga dapat meneliti eWOM yang ada di media sosial tersebut.

3. Pada penelitian selanjutnya penulis menyarankan untuk menambahkan variabel yang diteliti yaitu sikap merek seperti penelitian milik Kudeshia dan Kumar (2017) yang berjudul *Social eWOM: Does It Affect The Brand Attitude And Purchase Intention Of Brands?* dalam jurnal *Management Research Review, 40*(3), 310-330.

Sikap merek adalah keseluruhan akan evaluasi konsumen terhadap suatu merek (Olson dan Mitchell, 2000 dalam Kudeshia dan Kumar, 2017). Evaluasi tersebut dapat menguntungkan atau tidak menguntungkan terhadap keyakinan terkait merek (Murphy dan Zajonc, 1993 dalam Kudeshia dan Kumar, 2017). Yang mana ketika sikap positif terhadap merek yang dihasilkan dari evaluasinya tidak hanya menghasilkan pilihan konsumen terhadap merek (Wu dan Wang, 2011 dalam Kudeshia dan Kumar, 2017) tetapi juga memiliki efek positif pada niat beli (Aaker dan Keller, 1990 dalam Kudeshia dan Kumar, 2017).

Ulasan *online* dapat mempengaruhi dalam mengevaluasi produk (Hong dan Park, 2012 dalam Kudeshia dan Kumar, 2017). *eWOM* adalah cara untuk mengetahui lebih banyak tentang merek dan sangat berguna dalam mempengaruhi evaluasi konsumen terhadap produk (Chevalier dan Mayzlin, 2006 dalam Kudeshia dan Kumar, 2017).

Daftar Pustaka

Abubakar, A. M., Ilkan, M., dan Sahin, P. (2016), "eWOM, eReferral and Gender In The Virtual Community", *Marketing Intelligence & Planning, 34*(5), 692-710.

Adi, P. H., Wihuda, F., dan Adawiyah, W. R. (2017), "The Role of Social Media Browsing Intention for Behavioral Outcomes of Young Consumers", *Trziste = Market, 29*(1), 39-57.

Baron, R. M. dan Kenny, D. A. 1986. "The Moderator Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations", *Journal of Personality and Social Psychology*, 51(6), 1173-1182.

Chauhan, A., Kaur, A., dan Medury, Y. (2015), "Tourists Propensity For WOM and eWOM Across Selective Destinations Of India". Paper Presented at the *Twelfth AIMS International Conference on Management*, Kozhikode, Kerala.

Damayanti, A., Wibowo, L. A., dan Humaira, A. (2017), "Analyzing The Effect Of Electronic Word Of Mouth Towards Future Behavioral Intention Of Tourists", *Journal of Environmental Management & Tourism, 8*(4), 843-852.

Elseidi, R. I., dan El-Baz, D. (2016), " Electronic Word Of Mouth Effects On Consumers' Brand aAtitudes, Brand Image And Purchase Intention: An Empirical Study In Egypt*", The Business & Management Review*; London Vol. 7, Iss. 5, : 268-276.

Engelbertink, A., dan Hullebusch, S.V., (2013), "The Effects Of Education And Income On Consumers' Motivation To Read Online Hotel Reviews", *Research in Hospitality Management,* 2:1-2, 57 61.

Ghozali, I., (2011), *Aplikasi Analisis Multivariete dengan Program IBM SPSS 19*, Edisi 5, Badan Penerbit Universitas Diponegoro, Semarang.

Hafeez, H. A., Manzoor, A., dan Salman, F. (2017), "Impact Of Social Networking Sites On Consumer Purchase Intention:Aan Analysis of Restaurants In Karachi", *Journal of Business Strategies, 11*(1), 1-20,171-172.

Hanaysha, J., (2016), "Examining The Link Between Word of Mouth and Brand Equity: A Study On International Fast Food Restaurant In Malaysia", *Journal of Asian Business Strategy*, Volume 6, Issue 3, pp. 41-49.

Hsueh, S.C. dan Chen, J.M. (2010), "Sharing Secure m-Coupons For Peer Generated Targeting Via eWOM Communications ", *Electronic Commerce Research and Applications*, Vol. 9 No. 4, pp. 283 – 293.

Ishida, K., Slevitch, L., dan Siamionava, K. (2016), "The Effects Of Traditional And Electronic Word Of Mouth On Destination Image: A Case Of Vacation Tourists Visiting Branson, Missouri", *Administrative Sciences, 6*(4), 12.

Jalilvand, M.R. dan Samiei, N. (2012), "The Effect Of Electronic Word Of Mouth On Brand Image And Purchase Intention: An Empirical Study In The Automobile Industry In Iran", *Marketing Intelligence & Planning*, Vol. 30 No. 4, pp. 460-476.

Jalilvand, MR., Salimipour, S., Elyasi, M., dan Mohammadi, M., (2017), "Factors Influencing Word Of Mouth Behaviour In The Restaurant Ondustry", *Marketing Intelligence & Planning*, Vol. 35 No. 1, pp. 81-110.

Khan, K., dan Ali, M., PhD. (2017), "Impact of Electronic Word of Mouth on Consumer Purchase Intention in Footwear Industry of Pakistan", *Kuwait Chapter of the Arabian Journal of Business and Management Review, 6*(12), 52-63.

Kotler, P. dan Armstrong, G., (2012), *Principles Of Marketing, 14th Edition*, Pearson Education, United States.

Krishnapillai, G., dan Ying, K.S., (2017), "The Influence Of Electronic Word Of Mouth On Travel Intention Among Foreign Students In Malaysia: Does Gender Really Matter?", *International Review of Management and Marketing, 7*(1), 475-483.

Kudeshia, C., dan Kumar, A. (2017), "Social eWOM: Does It Affect The Brand Attitude And Purchase Intention Of Brands?", *Management Research Review, 40*(3), 310-330.

Li, M.H., (2011), "The Influence Of Perceived Service Quality On Brand Image, Word Of Mouth, And Repurchase Intention: A Case Study Of Min-Sheng General Hospital In Taoyuan, Taiwan", *AU-GSB e-JOURNAL*, Vol 4, No 1, pp. 91-105.

Li, J., Liu, J.L., dan Ji, H.Y., (2014), "Empirical Study Of Influence Factors Adoption Intention Of Mobile Payment Based On TAM Model In China", *International Journal of u- and e- Service Sciene and Technology*, Vol 7, No 1.

Meyer, C.F.D., dan Petzer, D.J., (2014), "Product Involvement And Online Word Of Mouth In The South African Fast Food Industry", *Journal of Global Business and Technology,* Volume 10, Number 1.

Rahim, R.A., Sulaiman, Z., Chin, T.A., Shoki, M., Arif, M., dan Hamid, M.H.A., (2017), "E-WOM Review Adoption: Consumers' Demographic Profile Influence On Green Purchase Intention", *IOP Conf. Series: Materials Science and Engineering*, Vol 215, 012020.

Rehman, H. I. U., dan Ishaq, Z. (2017), "The Impact Of Brand Image On Purchase Intention: Moderating Role Of Store Image In Pakistan's Retail Sector", *IUP Journal of Brand Management, 14*(3), 54-66.

Riaz, H.A., (2015), "Impact Of Brand Image On Consumer Buying Behavior In Clothing Sector: A Comparative Study Between Males And Females Of Central Punjab (Lahore) And Southern Punjab (Multan)", *Kuwait Chapter of Arabian Journal of Business and Management Review,* Vol. 4, No.9.

Sekaran, U., dan Bougie, R., (2013), *Research Methods for Business: A Skill Buliding Approach,* Sixth Edition, Jhon Wiley & Sons Ltd., United Kingdom

Shen,W., Huang, J., dan Li, D., (2016), "The Research Of Motivation For Word Of Mouth: Based On The Self Determination Theory", *Journal of Business and Retail Management Research (JBRMR)*, Vol. 10 Issue 2

Tariq, M., Abbas, T., Abrar, M. dan Iqbal, A. (2017), "EWOM and Brand Awareness Impact On Consumer Purchase Intention: Mediating Role Of Brand Image". *Pakistan Administrative Review,* 1(1), 84-102.

Torlak, O., Ozkara, B. Y., Tiltay, M. A., Cengiz, H., dan Dulger, M. F. (2014), "The Effect Of Electronic Word Of Mouth On Brand Image And Purchase Intention: An Application Concerning Cell Phone Brands For Youth Consumers In Turkey", *Journal of Marketing Development and Competitiveness, 8*(2), 61-68.

Wang, Y.J., (2014), "Does Investment Experience Affect Investors' Brand Preference and Purchase Intention?", *Journal of Applied Finance & Banking, vol. 4, no. 5, 2014, 69-81*

Wu, C.S. (2015), "A Study On Consumers' Attitude Towards Brand Image, Athelets' Endorsement, And Purchase Intention", *International Journal of Organizational Innovation,* Vol. 8 Issue 2, p233-253.

Referensi yang diambil dari internet:

Anggraini, Ervina, (2016), Instagram dan Snapchat Paling Digandrungi Netizen Indonesia, diakses dari https://www.cnnindonesia.com/teknologi/20161206085126-185-177611/instagram-dan-snapchat-paling-digandrungi-netizen-indonesia, diakses pada tanggal 14 Februari 2018.

Kemp, Simon, (2018), Digital In 2018: World's Internet Users Pass The 4 billion Mark, diakses dari https://wearesocial.com/blog/2018/01/global-digital-report-2018, diakses pada tanggal 14 Februari 2018.

Newswire, (2018), Tahun 2018, Instagram Prediksi Bisnis di Media Sosial Makin Marak, diakses dari http://industri.bisnis.com/read/20180127/105/731081/tahun-2018-instagram-prediksi-bisnis-di-media-sosial-makin-marak, diakses pada tanggal 14 Februari 2018.

Tempo.co, (2017), 45 Juta Pengguna Instagram, Indonesia Pasar Terbesar di Asia, diakses dari https://bisnis.tempo.co/read/894605/45-juta-pengguna-instagram-indonesia-pasar-terbesar-di-asia,diakses pada tanggal 14 februari 2018.

www.instagram.com/dirtychiks.id, Akun Instagram Dirty Chiks, diakses pada tanggal 23 Februari 2018.

www.instagram.com/geprekbensujogja, Akun Instagram Geprek Bensu Jogja, diakses pada 12 Juni 2018.

www.instagram.com/ayamkebrabonexp.seturanjogja, Akun Instagram Ayam Geprek Keprabon Jogja, diakses pada 12 Juni 2018.

www.instagram.com/preksu, Akun Instagram Preksu, diakses pada 12 Juni 2018.

LAMPIRAN 1 KUISONER

Kuesioner *Electronic Word of Mouth* (*eWOM*), Citra Merek dan Niat Beli

Saya Teofilus Putra Haryanto, NPM:140321353 mahasiswa S1 Universitas Atma Jaya Yogyakarta, saya sedang meneliti tentang pengaruh *Electronic Word of Mouth* (*eWOM*) terhadap citra merek dan niat beli pada Dirty Chiks Yogyakarta. Saya memohon ketersediaan teman-teman untuk meluangkan waktu menjawab pertanyaan dalam kuesioner penelitian dibawah ini. Terima kasih atas partisipasi Anda dalam pengisian kuesioner ini.

Bagian I : Pertanyaan *Filter*

1. Apakah anda mempunyai akun Instagram?

    ☐ Ya (lanjut kepertanyaan selanjutnya) ☐ Tidak (berhenti disini)

2. Apakah anda pernah melihat *review* atau ulasan, *comment*, *posting* dan *regram* mengenai Dirty Chicks baik dari akun Instagram Dirty Chiks, *foodblogger* dan konsumen Dirty Chiks?

    ☐ Ya (lanjut kepertanyaan selanjutnya) ☐ Tidak (berhenti disini)

3. Apakah anda berdomisili di Yogyakarta?

    ☐ Ya (lanjut kepertanyaan selanjutnya) ☐ Tidak (berhenti disini)

Bagian II Identitas Responden (Pilih Salah Satu)

4. Usia :

    ☐ 18 tahun – 25 tahun   ☐ > 34 tahun

    ☐ 26 tahun – 34 tahun

5. Jenis kelamin :

    ☐ Laki –laki   ☐ Perempuan

6. Pendapatan atau uang saku rata-rata setiap bulan :

☐ < Rp 1.000.000   ☐ Rp. 1.500.001 – Rp. 2.000.000

☐ Rp 1.000.000 – Rp 1.500.000   ☐ > Rp. 2.000.000

Bagian III Pengukuran Variabel *eWOM*, Citra Merek dan Niat Beli

PETUNJUK PENGISIAN

Berilah tanda (√) pada salah satu pilihan jawaban yang paling sesuai menurut

Anda. **(Pilih Salah Satu)**

STS   : Sangat Tidak Setuju   = 1
TS   : Tidak Setuju   = 2
N   : Netral   = 3
S   : Setuju   = 4
SS   : Sangat Setuju   = 5

Dibawah ini adalah tentang Dirty Chiks Yogyakarta:

		1	2	3	4	5
eWOM (Electronic Word of Mouth)						
1	Saya sering membaca *review online* dari konsumen lain untuk mengetahui apa produk atau merek yang membuat kesan baik pada orang lain.					
2	Untuk meyakinkan bahwa saya membeli produk yang benar, saya sering membaca *review* secara *online*.					
3	Saya sering berkonsultasi dengan konsumen lain secara *online* untuk membantu memilih produk atau merek yang tepat.					
4	Saya sering mengumpulkan informasi *review* produk dari konsumen *online* sebelum membeli produk atau merek tertentu.					
5	Jika saya tidak membaca review online konsumen ketika membeli produk, saya khawatir dengan keputusan saya.					
6	Ketika saya membeli sebuah produk,					

		1	2	3	4	5
	komentar *online* dari konsumen lain membuat saya percaya diri dalam membeli produk atau merek.					
Citra Merek						
7	Dibandingkan dengan produk sebanding, Dirty Chicks memiliki kualitas yang tinggi.					
8	Dirty Chiks memiliki sejarah yang kaya.					
9	Konsumen dapat dengan handal memprediksi bagaimana kinerja Dirty Chiks.					
10	Dirty Chiks dapat diandalkan.					
Niat Beli						
11	Saya akan membeli Dirty Chicks dari pada merek lain yang tersedia.					
12	Saya bersedia untuk merekomendasikan kepada orang lain untuk membeli Dirty Chiks					
13	Saya berniat untuk membeli Dirty Chiks lagi di masa depan.					

-THANK YOU-

LAMPIRAN 2 KUISONER

ONLINE

Pengaruh Electronic Word of Mouth Terhadap Citra Merek dan Niat Beli Pada Dirty Chicks Yogyakarta

Saya Teofilus Putra Haryanto, NPM:140321353 mahasiswa S1 Universitas Atma Jaya Yogyakarta, saya sedang meneliti tentang pengaruh Electronic Word of Mouth (eWOM) terhadap citra merek dan niat beli pada Dirty Chiks Yogyakarta. Saya memohon ketersediaan teman-teman untuk meluangkan waktu menjawab pertanyaan dalam kuesioner penelitian dibawah ini. Terima kasih atas partisipasi Anda dalam pengisian kuesioner ini.

NEXT

Pengaruh Electronic Word of Mouth Terhadap Citra Merek dan Niat Beli Pada Dirty Chicks Yogyakarta

* Required

Bagian I : Pertanyaan Filter

Pilih salah satu dari pilihan jawaban yang disediakan.

1. Apakah anda mempunyai akun Instagram? *

○ Ya (lanjut kepertanyaan selanjutnya)

○ Tidak (berhenti disini)

2. Apakah anda pernah melihat review atau ulasan, comment, posting dan regram mengenai Dirty Chicks baik dari akun Instagram Dirty Chiks, foodblogger dan konsumen Dirty Chiks? *

2. Apakah anda pernah melihat review atau ulasan, comment, posting dan regram mengenai Dirty Chicks baik dari akun Instagram Dirty Chiks, foodblogger dan konsumen Dirty Chiks? *

○ Ya (lanjut kepertanyaan selanjutnya)

○ Tidak (berhenti disini)

3. Apakah anda berdomisili di Yogyakarta? *

○ Ya (lanjut kepertanyaan selanjutnya)

○ Tidak (berhenti disini)

BACK   NEXT

Pengaruh Electronic Word of Mouth Terhadap Citra Merek dan Niat Beli Pada Dirty Chicks Yogyakarta

* Required

Bagian II Identitas Responden

Pilih salah satu dari pilihan jawaban yang disediakan

4. Usia : *

○ 18 tahun − 25 tahun

○ 26 tahun − 34 tahun

○ > 34 tahun

5. Jenis kelamin : *

○ Laki –laki

○ Perempuan

6. Pendapatan atau uang saku rata-rata setiap bulan : *

○ < Rp 1.000.000

○ Rp 1.000.000 – Rp 1.500.000

○ Rp. 1.500.001 – Rp. 2.000.000

○ > Rp. 2.000.000

BACK   NEXT

Pengaruh Electronic Word of Mouth Terhadap Citra Merek dan Niat Beli Pada Dirty Chicks Yogyakarta

Bagian III Pengukuran Variabel eWOM, Citra Merek dan Niat Beli

Pilih pada salah satu pilihan jawaban yang paling sesuai menurut Anda.

STS : Sangat Tidak Setuju   = 1
TS : Tidak Setuju   = 2
N   : Netral   = 3
S   : Setuju   = 4
SS : Sangat Setuju   = 5

Dibawah ini adalah tentang Dirty Chiks Yogyakarta:

BACK   NEXT

Pengaruh Electronic Word of Mouth Terhadap Citra Merek dan Niat Beli Pada Dirty Chicks Yogyakarta

* Required

Variabel eWOM

1. Saya sering membaca review online dari konsumen lain untuk mengetahui apa produk atau merek yang membuat kesan baik pada orang lain. *

	1	2	3	4	5	
STS	○	○	○	○	○	SS

2. Untuk meyakinkan bahwa saya membeli produk yang benar, saya sering membaca review secara online. *

	1	2	3	4	5	
STS	○	○	○	○	○	SS

3. Saya sering berkonsultasi dengan konsumen lain secara online untuk membantu memilih produk atau merek yang tepat. *

	1	2	3	4	5	
STS	○	○	○	○	○	SS

4. Saya sering mengumpulkan informasi review produk dari konsumen online sebelum membeli produk atau merek tertentu. *

	1	2	3	4	5

4. Saya sering mengumpulkan informasi review produk dari konsumen online sebelum membeli produk atau merek tertentu. *

	1	2	3	4	5	
STS	○	○	○	○	○	SS

5. Jika saya tidak membaca review online konsumen ketika membeli produk, saya khawatir dengan keputusan saya. *

	1	2	3	4	5	
STS	○	○	○	○	○	SS

6. Ketika saya membeli sebuah produk, komentar online dari konsumen lain membuat saya percaya diri dalam membeli produk atau merek. *

	1	2	3	4	5

	1	2	3	4	5	
STS	○	○	○	○	○	SS

6. Ketika saya membeli sebuah produk, komentar online dari konsumen lain membuat saya percaya diri dalam membeli produk atau merek. *

	1	2	3	4	5	
STS	○	○	○	○	○	SS

BACK   NEXT

Aman | https://docs.google.com/forms/d/e/1FAIpQLSf1vBe83r_5ZksYlJ8C4J3k27GoE_j3-qVnPKCbOOg5N_Pr1Q/formRespo...

Pengaruh Electronic Word of Mouth Terhadap Citra Merek dan Niat Beli Pada Dirty Chicks Yogyakarta

* Required

Variabel Citra Merek

7. Dibandingkan dengan produk sebanding, Dirty Chicks memiliki kualitas yang tinggi. *

	1	2	3	4	5	
STS	○	○	○	○	○	SS

8. Dirty Chiks memiliki sejarah yang kaya. *

Aman | https://docs.google.com/forms/d/e/1FAIpQLSf1vBe83r_5ZksYlJ8C4J3k27GoE_j3-qVnPKCbOOg5N_Pr1Q/formRespo...

8. Dirty Chiks memiliki sejarah yang kaya. *

	1	2	3	4	5	
STS	○	○	○	○	○	SS

9. Konsumen dapat dengan handal memprediksi bagaimana kinerja Dirty Chiks. *

	1	2	3	4	5	
STS	○	○	○	○	○	SS

10. Dirty Chiks dapat diandalkan. *

	1	2	3	4	5	
STS	○	○	○	○	○	SS

BACK   NEXT

Pengaruh Electronic Word of Mouth Terhadap Citra Merek dan Niat Beli Pada Dirty Chicks Yogyakarta

*Required

Variabel Niat Beli

11. Saya akan membeli Dirty Chicks dari pada merek lain yang tersedia. *

	1	2	3	4	5	
STS	○	○	○	○	○	SS

12. Saya bersedia untuk merekomendasikan kepada orang lain untuk membeli Dirty Chiks *

1 2 3 4 5

---

12. Saya bersedia untuk merekomendasikan kepada orang lain untuk membeli Dirty Chiks *

	1	2	3	4	5	
STS	○	○	○	○	○	SS

13. Saya berniat untuk membeli Dirty Chiks lagi di masa depan. *

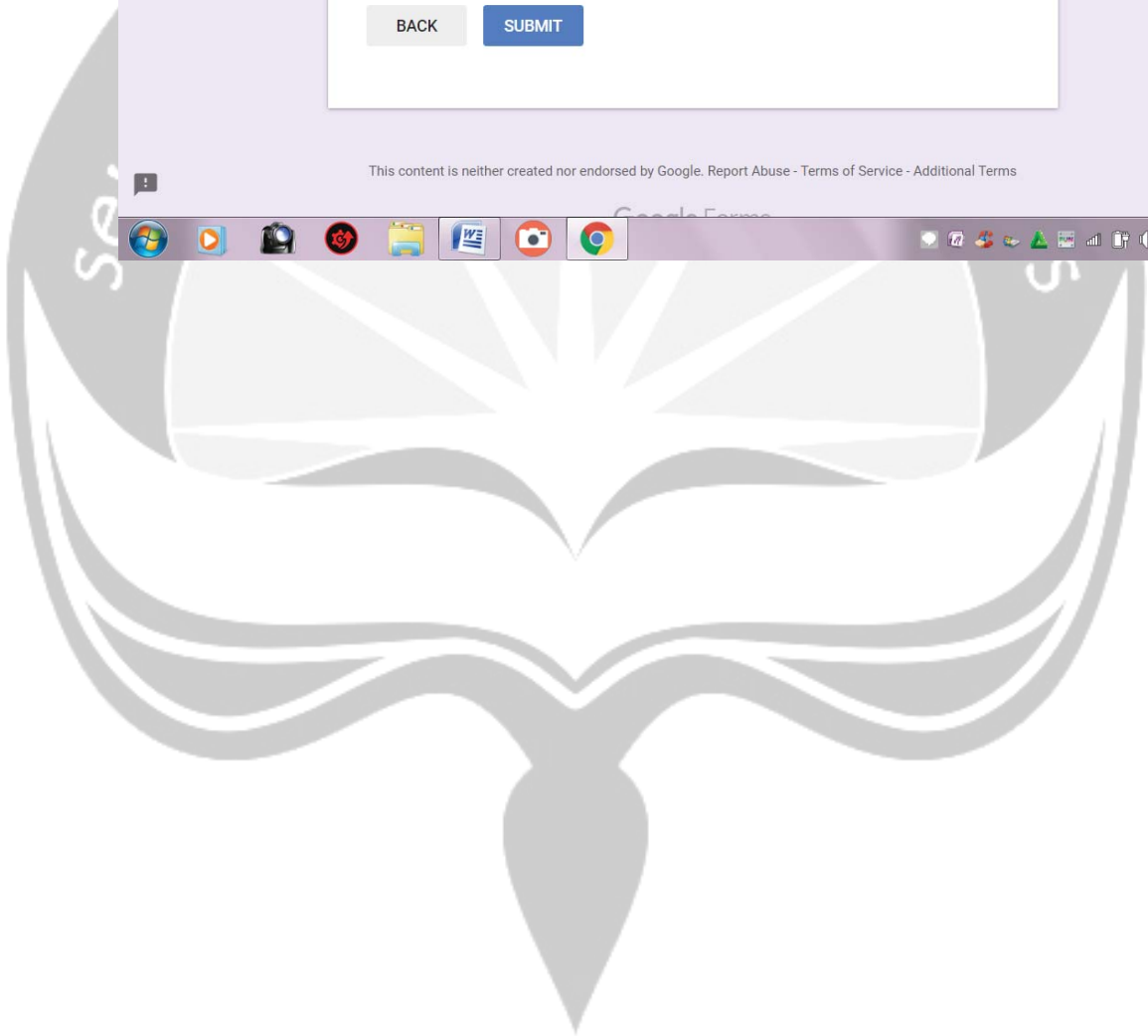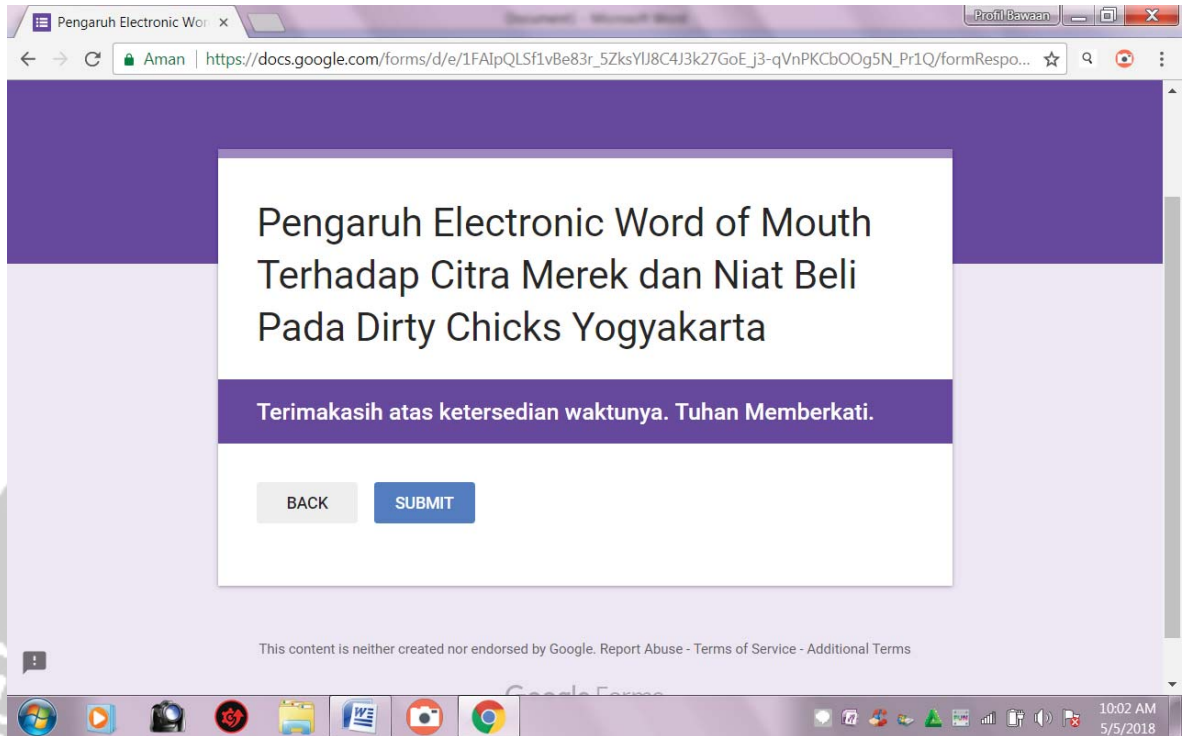|	1	2	3	4	5	
STS	○	○	○	○	○	SS

BACK   NEXT

Pengaruh Electronic Word of Mouth Terhadap Citra Merek dan Niat Beli Pada Dirty Chicks Yogyakarta

Terimakasih atas ketersedian waktunya. Tuhan Memberkati.

BACK   SUBMIT

LAMPIRAN 3 DATA RESPONDEN

(IDENTITAS DAN INSTRUMEN

PENELITIAN RESPONDEN)

No	Usia	Jenis kelamin	Pendapatan / uang saku rata-rata setiap bulan	eWOM						Citra Merek				Niat Beli		
1	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	5	5	5	5	5	5	5	5	5	5	5	5	5
2	18 tahun – 25 tahun	Laki –laki	> Rp. 2.000.000	3	3	3	3	3	3	3	3	3	3	3	3	3
3	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	2	2	2	4	4	4	4	2	2	3	4	5	3
4	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	2	3	4	4	4	4	4	3	4	4	4	4	4
5	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	3	3	2	2	4	4	3	3	3	3	3	3	3
6	18 tahun – 25 tahun	Perempuan	> Rp. 2.000.000	4	5	4	4	4	4	4	3	4	4	5	5	4
7	18 tahun – 25 tahun	Perempuan	< Rp 1.000.000	5	5	5	5	1	1	1	1	1	1	1	1	5
8	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	5	4	5	4	5	4	5	4	5	4	5	4	5
9	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	5	5	5	5	5	5	5	5	5	5	5	5	5
10	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	3	5	5	5	2	4	4	2	4	4	3	5	5
11	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	4	4	2	4	4	4	4	3	4	4	4	4	4
12	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	3	3	3	5	4	4	4	4	3	3	4	2	4
13	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	3	3	2	3	4	4	3	3	3	3	2	3	2
14	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	4	5	5	5	5	4	5	3	4	5	5	4	5
15	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	5	5	1	5	3	4	4	3	3	4	4	4	4
16	18 tahun – 25 tahun	Laki –laki	Rp. 1.500.001 – Rp. 2.000.000	3	3	2	3	3	3	5	5	5	5	5	3	5
17	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	3	3	2	4	3	3	4	3	3	3	3	3	5
18	18 tahun – 25 tahun	Laki –laki	Rp. 1.500.001 – Rp. 2.000.000	3	4	4	4	5	4	4	3	3	4	3	4	4
19	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	4	5	4	2	4	2	4	5	4	4	2	4	4
20	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	5	4	4	3	4	4	4	3	4	4	5	4	4
21	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	3	4	3	3	3	3	3	3	3	3	3	3	3
22	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	4	4	4	4	4	4	3	3	3	3	3	4	4
23	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	4	4	2	4	4	5	4	2	3	4	3	4	4
24	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	4	4	4	3	4	4	4	2	2	3	3	4	4
25	18 tahun – 25 tahun	Laki –laki	> Rp. 2.000.000	4	4	5	4	2	3	4	1	3	2	4	3	4
26	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	1	2	2	4	4	4	5	1	4	2	3	4	4
27	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	4	4	3	3	2	4	4	3	3	4	4	4	4
28	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	4	4	2	4	4	4	4	2	2	4	4	4	4
29	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	4	4	4	4	4	4	3	2	3	2	3	3	3
30	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	4	5	4	4	2	5	5	2	4	4	5	5	5
31	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	4	4	4	4	4	4	4	4	4	4	4	4	4
32	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	4	4	4	4	4	4	5	2	4	4	4	4	4
33	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	4	5	3	5	3	3	3	3	4	4	3	3	3

No	Usia	Jenis kelamin	Pendapatan / uang saku rata-rata setiap bulan	eWOM						Citra Merek				Niat Beli		
34	18 tahun – 25 tahun	Perempuan	> Rp. 2.000.000	5	5	5	5	4	5	5	5	2	5	4	5	5
35	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	4	4	4	5	4	4	5	3	4	5	5	5	5
36	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	2	2	3	2	2	2	2	3	2	3	3	3	3
37	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	4	4	5	4	1	5	4	2	2	2	4	5	4
38	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	4	4	3	4	3	4	3	3	3	2	3	4	3
39	18 tahun – 25 tahun	Perempuan	< Rp 1.000.000	2	4	2	3	2	3	4	3	4	4	4	4	4
40	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	5	5	4	5	2	5	4	3	4	4	1	5	5
41	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	5	5	4	5	4	5	4	2	4	4	4	4	4
42	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	4	3	4	4	4	5	5	4	4	4	4	5	5
43	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	2	3	1	2	3	4	3	2	3	3	3	3	4
44	18 tahun – 25 tahun	Laki –laki	Rp. 1.500.001 – Rp. 2.000.000	5	4	5	2	4	4	5	4	5	5	5	4	5
45	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	4	4	2	4	3	4	3	3	3	3	3	3	3
46	18 tahun – 25 tahun	Perempuan	> Rp. 2.000.000	5	5	4	4	4	4	4	3	3	4	3	4	4
47	18 tahun – 25 tahun	Laki –laki	Rp. 1.500.001 – Rp. 2.000.000	4	4	5	4	4	4	4	4	4	4	4	4	4
48	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	4	4	4	4	4	3	4	4	4	4	3	4	4
49	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	4	5	4	5	2	4	4	3	3	4	4	4	4
50	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	4	4	4	4	4	4	2	2	3	4	2	2	4
51	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	4	4	3	4	3	4	4	3	3	4	3	3	4
52	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	5	4	2	4	4	5	4	2	5	5	5	4	5
53	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	3	3	3	3	3	3	4	3	4	4	4	4	3
54	18 tahun – 25 tahun	Perempuan	> Rp. 2.000.000	5	4	5	4	4	4	4	2	3	3	2	4	5
55	18 tahun – 25 tahun	Perempuan	> Rp. 2.000.000	5	4	4	4	3	5	4	1	3	1	4	4	4
56	18 tahun – 25 tahun	Perempuan	< Rp 1.000.000	2	4	2	4	5	3	3	3	3	3	3	4	4
57	18 tahun – 25 tahun	Perempuan	> Rp. 2.000.000	4	4	4	4	4	4	4	4	2	3	4	4	4
58	18 tahun – 25 tahun	Perempuan	< Rp 1.000.000	4	5	4	4	4	5	4	3	4	4	3	4	4
59	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	5	5	4	5	5	5	5	4	4	4	5	4	5
60	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	4	4	5	5	4	4	4	3	4	4	5	4	4
61	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	3	3	4	1	1	3	4	3	3	4	4	3	4
62	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	4	3	2	2	1	2	3	3	3	3	3	3	3
63	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	4	5	4	5	5	5	4	3	2	4	4	5	5
64	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	4	4	4	4	4	4	5	2	4	4	4	4	4
65	18 tahun – 25 tahun	Laki –laki	> Rp. 2.000.000	4	4	4	4	3	4	4	3	4	3	3	4	4
66	18 tahun – 25 tahun	Laki –laki	> Rp. 2.000.000	4	3	3	3	2	4	4	4	4	4	4	4	5

No	Usia	Jenis kelamin	Pendapatan / uang saku rata-rata setiap bulan	eWOM						Citra Merek				Niat Beli		
67	18 tahun – 25 tahun	Perempuan	> Rp. 2.000.000	4	4	4	4	3	4	4	3	3	4	3	4	4
68	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	4	4	2	4	2	4	4	3	3	4	3	4	4
69	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	2	1	1	1	1	1	2	1	1	1	1	1	2
70	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	4	4	4	4	4	4	4	2	3	3	3	3	4
71	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	5	5	4	5	5	5	4	3	4	4	4	3	4
72	18 tahun – 25 tahun	Perempuan	> Rp. 2.000.000	4	3	3	3	3	3	5	5	3	5	5	5	5
73	18 tahun – 25 tahun	Laki –laki	Rp. 1.500.001 – Rp. 2.000.000	5	4	4	4	4	3	4	3	4	4	4	5	2
74	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	4	4	4	4	2	4	4	4	4	4	4	4	4
75	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	5	4	4	5	4	4	4	3	3	4	4	4	4
76	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	5	5	5	5	4	5	4	5	5	4	5	4	5
77	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	3	3	3	3	3	3	2	3	3	2	1	2	2
78	18 tahun – 25 tahun	Perempuan	< Rp 1.000.000	3	3	4	4	5	4	4	4	3	3	4	4	4
79	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	4	4	4	4	4	4	2	4	4	4	2	4	4
80	18 tahun – 25 tahun	Laki –laki	Rp. 1.500.001 – Rp. 2.000.000	4	4	3	3	2	4	4	3	3	4	4	3	4
81	18 tahun – 25 tahun	Laki –laki	Rp. 1.500.001 – Rp. 2.000.000	4	4	4	4	4	4	4	3	4	4	4	4	4
82	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	4	3	4	3	3	4	4	3	3	3	3	3	3
83	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	4	5	4	5	3	4	5	3	3	4	5	5	4
84	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	1	2	2	3	4	4	3	3	3	3	3	3	3
85	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	3	4	2	4	3	3	2	2	4	3	2	3	3
86	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	3	3	4	2	3	3	3	3	2	3	3	3	3
87	18 tahun – 25 tahun	Perempuan	> Rp. 2.000.000	4	4	2	5	4	4	4	3	3	3	3	5	5
88	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	3	4	2	3	3	4	4	4	3	4	3	4	5
89	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	3	4	1	2	1	4	4	2	3	4	3	2	4
90	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	5	5	4	5	5	5	4	3	4	4	4	4	5
91	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	3	4	4	5	4	5	3	3	3	4	3	3	3
92	18 tahun – 25 tahun	Perempuan	< Rp 1.000.000	4	4	4	4	4	4	4	3	4	4	4	4	4
93	18 tahun – 25 tahun	Laki –laki	> Rp. 2.000.000	5	5	5	5	5	5	4	1	2	5	5	5	5
94	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	4	4	2	4	3	4	4	3	2	3	3	3	4
95	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	4	5	5	5	5	4	5	4	4	5	5	5	5
96	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	5	5	2	2	5	5	3	2	5	5	2	4	5
97	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	5	5	4	4	4	4	4	4	4	4	3	4	4
98	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	5	5	4	4	4	5	4	4	4	4	4	4	4
99	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	4	4	2	4	2	4	4	2	4	4	3	4	4

No	Usia	Jenis kelamin	Pendapatan / uang saku rata-rata setiap bulan	eWOM						Citra Merek				Niat Beli		
100	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	3	3	2	5	2	5	4	3	3	3	3	4	4
101	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	3	3	5	5	3	5	5	5	5	5	5	5	5
102	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	5	5	4	5	5	5	4	3	4	4	3	4	4
103	18 tahun – 25 tahun	Laki –laki	Rp. 1.500.001 – Rp. 2.000.000	4	4	4	4	4	4	4	3	3	4	4	4	4
104	18 tahun – 25 tahun	Perempuan	> Rp. 2.000.000	4	5	3	5	5	5	4	3	3	4	3	4	3
105	18 tahun – 25 tahun	Perempuan	< Rp 1.000.000	5	5	5	5	5	5	3	3	4	3	3	4	3
106	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	4	4	2	5	3	5	4	3	4	5	5	4	4
107	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	3	4	4	4	2	3	5	3	3	4	5	5	5
108	18 tahun – 25 tahun	Perempuan	< Rp 1.000.000	3	3	3	3	3	3	4	3	4	4	4	4	4
109	18 tahun – 25 tahun	Perempuan	< Rp 1.000.000	3	3	3	4	4	5	3	2	3	4	4	4	4
110	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	5	5	4	5	3	4	3	3	3	3	3	3	3
111	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	5	5	2	4	5	5	2	4	2	2	1	2	2
112	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	5	5	4	4	5	5	5	4	4	5	5	4	5
113	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	3	4	2	4	4	4	5	2	4	5	5	5	5
114	18 tahun – 25 tahun	Laki –laki	Rp. 1.500.001 – Rp. 2.000.000	4	4	4	4	4	4	4	4	4	4	4	4	4
115	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	4	4	2	4	3	3	2	2	2	2	2	3	3
116	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	1	1	3	1	2	2	2	3	2	3	3	2	4
117	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	4	4	2	4	4	4	4	1	4	4	4	4	4
118	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	5	5	5	5	5	5	3	2	3	3	3	3	3
119	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	4	4	4	4	4	4	4	3	4	4	4	4	4
120	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	3	4	3	4	4	4	3	3	3	3	3	3	3
121	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	3	4	4	4	3	4	4	3	3	3	4	4	4
122	18 tahun – 25 tahun	Laki –laki	Rp 1.000.000 – Rp 1.500.000	3	3	4	4	5	3	4	4	4	5	4	4	4
123	18 tahun – 25 tahun	Laki –laki	Rp. 1.500.001 – Rp. 2.000.000	4	4	4	5	5	4	3	2	4	4	3	4	4
124	18 tahun – 25 tahun	Laki –laki	Rp. 1.500.001 – Rp. 2.000.000	4	4	5	5	5	4	5	3	4	4	2	3	4
125	18 tahun – 25 tahun	Perempuan	> Rp. 2.000.000	4	4	3	4	3	4	5	4	4	4	5	5	5
126	18 tahun – 25 tahun	Perempuan	Rp. 1.500.001 – Rp. 2.000.000	4	4	3	4	4	4	4	2	4	4	4	4	4
127	18 tahun – 25 tahun	Laki –laki	Rp. 1.500.001 – Rp. 2.000.000	4	5	4	4	4	4	5	4	4	4	4	5	4
128	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	5	5	4	5	5	5	5	4	4	5	5	5	5
129	18 tahun – 25 tahun	Laki –laki	< Rp 1.000.000	5	5	5	5	5	5	5	4	4	4	5	5	5
130	18 tahun – 25 tahun	Perempuan	Rp 1.000.000 – Rp 1.500.000	3	4	3	2	3	4	2	3	3	4	2	3	3

LAMPIRAN 4 UJI VALIDITAS

DAN RELIABILITAS

eWOM

Correlations

		ewom1	ewom2	ewom3	ewom4	ewom5	ewom6	totalEWOM
ewom1	Pearson Correlation	1	.777**	.417*	.228	.011	.041	.699**
	Sig. (2-tailed)		.000	.022	.225	.953	.830	.000
	N	30	30	30	30	30	30	30
ewom2	Pearson Correlation	.777**	1	.572**	.342	-.101	.027	.740**
	Sig. (2-tailed)	.000		.001	.065	.597	.888	.000
	N	30	30	30	30	30	30	30
ewom3	Pearson Correlation	.417*	.572**	1	.308	.037	-.052	.693**
	Sig. (2-tailed)	.022	.001		.098	.844	.784	.000
	N	30	30	30	30	30	30	30
ewom4	Pearson Correlation	.228	.342	.308	1	.021	.246	.571**
	Sig. (2-tailed)	.225	.065	.098		.914	.190	.001
	N	30	30	30	30	30	30	30
ewom5	Pearson Correlation	.011	-.101	.037	.021	1	.504**	.410*
	Sig. (2-tailed)	.953	.597	.844	.914		.004	.024
	N	30	30	30	30	30	30	30
ewom6	Pearson Correlation	.041	.027	-.052	.246	.504**	1	.448*
	Sig. (2-tailed)	.830	.888	.784	.190	.004		.013
	N	30	30	30	30	30	30	30
totalEWOM	Pearson Correlation	.699**	.740**	.693**	.571**	.410*	.448*	1
	Sig. (2-tailed)	.000	.000	.000	.001	.024	.013	
	N	30	30	30	30	30	30	30

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.737	7

Keterangan:
eWOM: *Electronic Word of Mouth*

Citra Merek

Correlations

		bi1	bi2	bi3	bi4	totalBI
bi1	Pearson Correlation	1	.381*	.730**	.696**	.801**
	Sig. (2-tailed)		.038	.000	.000	.000
	N	30	30	30	30	30
bi2	Pearson Correlation	.381*	1	.639**	.680**	.817**
	Sig. (2-tailed)	.038		.000	.000	.000
	N	30	30	30	30	30
bi3	Pearson Correlation	.730**	.639**	1	.680**	.891**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
bi4	Pearson Correlation	.696**	.680**	.680**	1	.896**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
totalBI	Pearson Correlation	.801**	.817**	.891**	.896**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.829	5

Keterangan:
Bi: Citra merek

Niat Beli

Correlations

		pi1	pi2	pi3	totalPI
pi1	Pearson Correlation	1	.544**	.400*	.872**
	Sig. (2-tailed)		.002	.028	.000
	N	30	30	30	30
pi2	Pearson Correlation	.544**	1	.210	.776**
	Sig. (2-tailed)	.002		.266	.000
	N	30	30	30	30
pi3	Pearson Correlation	.400*	.210	1	.650**
	Sig. (2-tailed)	.028	.266		.000
	N	30	30	30	30
totalPI	Pearson Correlation	.872**	.776**	.650**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.813	4

Keterangan:
Pi: Niat beli

LAMPIRAN 5 UJI LINIER

REGRESI SEDERHANA

eWOM terhadap citra merek

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	eWOM[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: BI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.438[a]	.192	.186	.610

a. Predictors: (Constant), Ewom

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.294	1	11.294	30.382	.000[a]
	Residual	47.579	128	.372		
	Total	58.873	129			

a. Predictors: (Constant), eWOM

b. Dependent Variable: BI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.883	.298		6.326	.000
	eWOM	.424	.077	.438	5.512	.000

a. Dependent Variable: BI

Keterangan:

eWOM: *Electronic Word of Mouth*

Bi: Citra merek

eWOM terhadap niat beli

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	eWOM[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: PI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.464[a]	.215	.209	.658

a. Predictors: (Constant), eWOM

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.219	1	15.219	35.150	.000[a]
	Residual	55.418	128	.433		
	Total	70.637	129			

a. Predictors: (Constant), Ewom

b. Dependent Variable: PI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.933	.321		6.018	.000
	eWOM	.492	.083	.464	5.929	.000

a. Dependent Variable: PI

Keterangan:

eWOM: *Electronic Word of Mouth*

Pi: Niat beli

Citra merek terhadap niat beli

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	BI[a]		. Enter

a. All requested variables entered.

b. Dependent Variable: PI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737[a]	.543	.539	.502

a. Predictors: (Constant), BI

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.329	1	38.329	151.851	.000[a]
	Residual	32.308	128	.252		
	Total	70.637	129			

a. Predictors: (Constant), BI

b. Dependent Variable: PI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.985	.233		4.224	.000
	BI	.807	.065	.737	12.323	.000

a. Dependent Variable: PI

Keterangan:

Bi: Citra merek

Pi :Niat beli

LAMPIRAN 6 UJI BEDA

INDEPENDENT SAMPLE t

TEST

Uji beda jenis kelamin

Group Statistics

	cGender	N	Mean	Std. Deviation	Std. Error Mean
eWOM	1	60	3.69	.749	.097
	2	70	3.90	.641	.077
BI	1	60	3.53	.719	.093
	2	70	3.47	.640	.076
PI	1	60	3.81	.792	.102
	2	70	3.81	.698	.083

Keterangan:
1: Laki-laki
2: Perempuan

eWOM: *Electronic Word of Mouth*
Bi: Citra merek
Pi: Niat beli

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
eWOM	Equal variances assumed	.784	.378	-1.680	128	.095	-.205	.122	-.446	.036
	Equal variances not assumed			-1.660	116.995	.100	-.205	.123	-.449	.040
BI	Equal variances assumed	1.170	.281	.514	128	.608	.061	.119	-.175	.297
	Equal variances not assumed			.510	119.267	.611	.061	.120	-.177	.299
PI	Equal variances assumed	1.015	.316	.009	128	.993	.001	.131	-.257	.260
	Equal variances not assumed			.009	118.784	.993	.001	.132	-.260	.262

Keterangan:
eWOM: *Electronic Word of Mouth*
Bi: Citra merek
Pi :Niat beli

LAMPIRAN 7 UJI BEDA *ONE*

WAY ANOVA

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
eWOM	1	28	3.61	.853	.161	3.28	3.94	1	5
	2	56	3.79	.720	.096	3.60	3.99	2	5
	3	46	3.94	.532	.078	3.78	4.10	3	5
	Total	130	3.81	.698	.061	3.68	3.93	1	5
BI	1	28	3.34	.834	.158	3.02	3.66	1	5
	2	56	3.43	.637	.085	3.26	3.60	2	5
	3	46	3.67	.587	.087	3.49	3.84	2	5
	Total	130	3.50	.676	.059	3.38	3.61	1	5
PI	1	28	3.64	.812	.153	3.33	3.96	1	5
	2	56	3.77	.725	.097	3.58	3.97	2	5
	3	46	3.94	.704	.104	3.73	4.15	2	5
	Total	130	3.81	.740	.065	3.68	3.93	1	5

Keterangan:
1: < Rp. 1.000.000
2: Rp. 1.000.000 – Rp 1.500.000
3: > Rp. 1.500.001

eWOM: *Electronic* Word of Mouth
Bi: Citra merek
Pi Niat beli

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
eWOM	Between Groups	1.920	2	.960	2.002	.139
	Within Groups	60.885	127	.479		
	Total	62.805	129			
BI	Between Groups	2.278	2	1.139	2.556	.082
	Within Groups	56.595	127	.446		
	Total	58.873	129			
PI	Between Groups	1.659	2	.830	1.528	.221
	Within Groups	68.978	127	.543		
	Total	70.637	129			

Keterangan:
eWOM: *Electronic Word of Mouth*
Bi: Citra merek
Pi: Niat beli
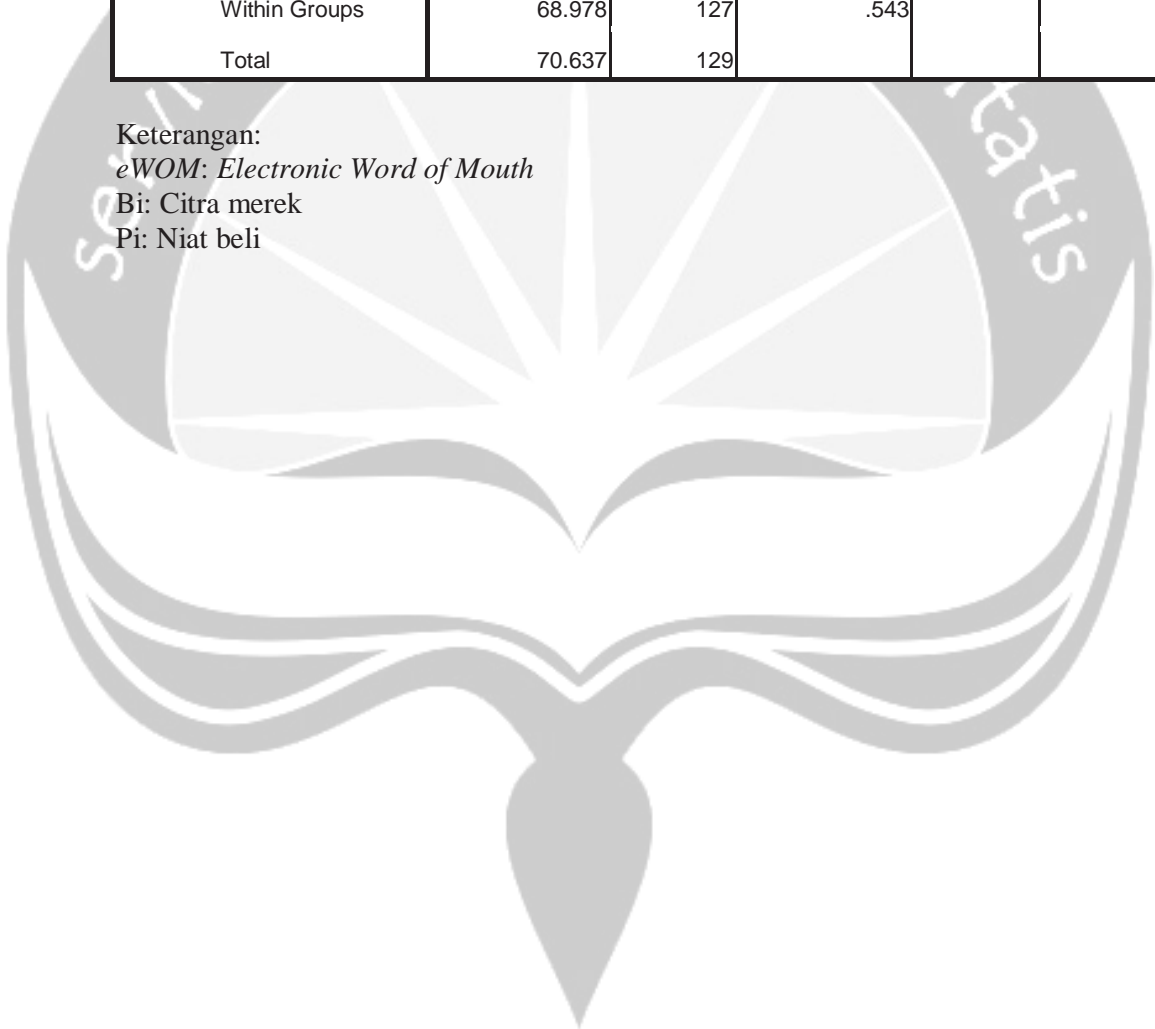
LAMPIRAN 8 UJI REGRESI

LINIER BERGANDA

eWOM dan citra merek terhadap niat beli

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	BI, eWOM[a]	.	Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753[a]	.567	.561	.491

a. Predictors: (Constant), BI, Ewom

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	40.079	2	20.040	83.287	.000[a]
	Residual	30.558	127	.241		
	Total	70.637	129			

a. Predictors: (Constant), BI, Ewom

b. Dependent Variable: PI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.572	.274		2.084	.039
	eWOM	.186	.069	.175	2.698	.008
	BI	.723	.071	.660	10.165	.000

a. Dependent Variable: PI

Keterangan:
eWOM: *Electronic Word of Mouth*
Bi: Citra merek
Pi: Niat beli

LAMPIRAN 9 JURNAL

ACUAN

Arabian Journal of Business and Management Review (Kuwait Chapter)
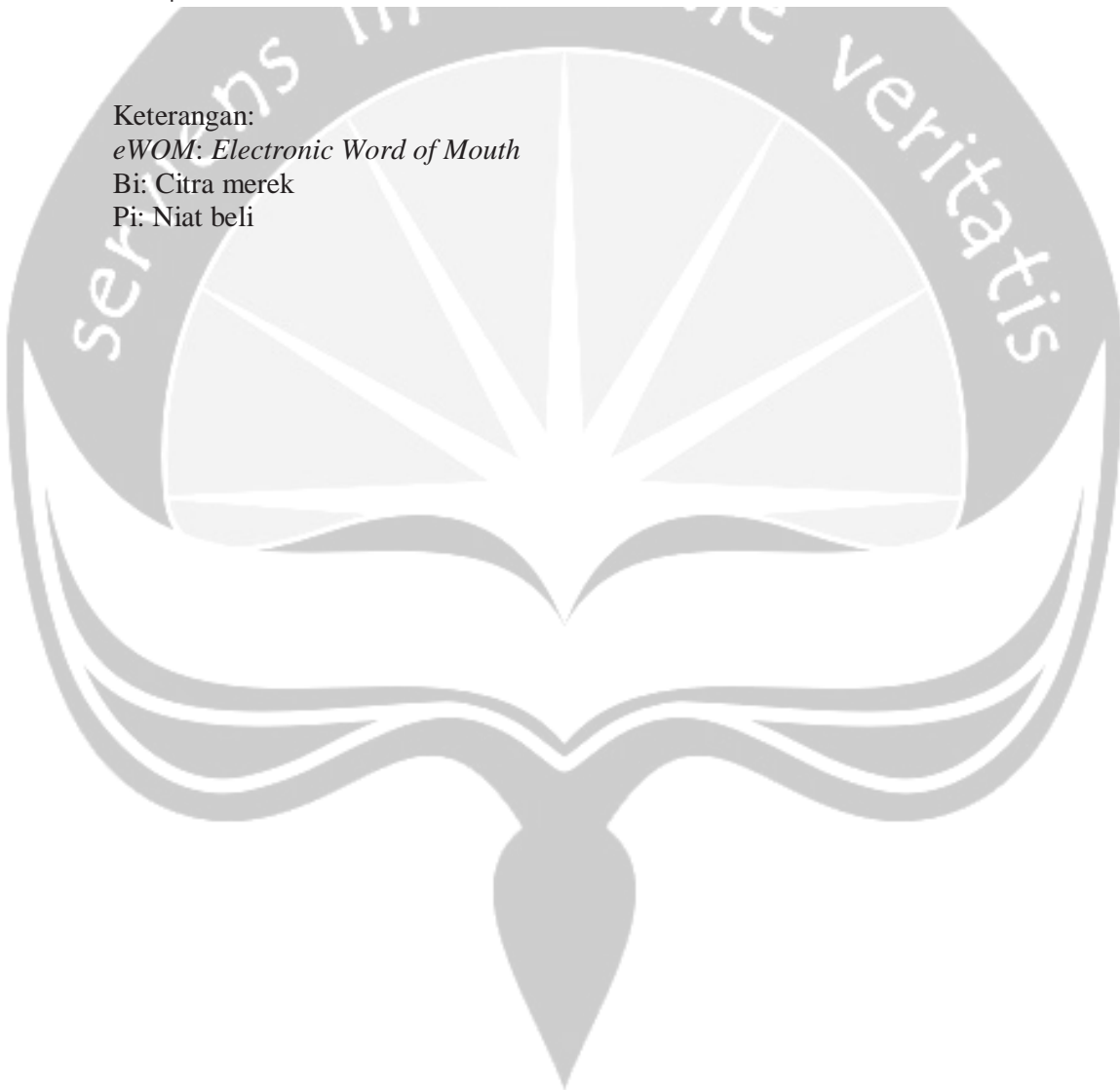
IMPACT OF ELECTRONIC WORD OF MOUTH ON CONSUMER PURCHASE INTENTION IN FOOTWEAR INDUSTRY OF PAKISTAN

Khuram Khan
Superior Universty, Pakistan

Mohammed Ali (PhD)
Professor, Superior Universty, Pakistan
Corresponding Email: aliatwork@gmail.com

Abstract

This research study looks at the impact of electronic word of mouth on consumer purchase intention. This study is specifically based in Lahore city. Electronic word of mouth is an independent variable, consumer perception is mediator and consumer purchase intention is dependent variable. This research is performed in footwear sector. For this study, 500 students of different universities were asked questions about effect of electronic word of mouth on consumer buying behavior in footwear industry of Pakistan. When the surveys were completed and returned, the data was entered into SPSS for analysis. Several tests were run on the data, and significant findings were present. It was found that electronic word of mouth have significant effects on consumer purchase intention. The results and data are discussed in depth within this report. There are also several recommendations as well as future research implications at the end of this research study.

Keywords: electronic word of mouth, consumer perception and consumer purchase intention

Introduction

The research explored in this proposal is on "Impact of online words of mouth on consumer purchase intention". The main aim behind this research is to learn about and determine the relationship between the different number of variables like word of mouth, brand image and consumer purchase intention. The information is gathered from internet and also from published studies. A number of different scholars conducted research on this topic. So, all information gathered from everywhere throughout the internet. From a scholarly point of view, the research is geared at the importance of electronic word on mouth on consumer purchase intention in Pakistan. The research proposal subject is determined "Impact of online words of mouth on consumer purchase intention". This research amalgamates the factors of online word of mouth on consumer purchase intention. As EWOM plays an important role to affect buying patterns of individuals. The basic reason behind this topic is as a lot of changes occurring in every field like technology and information. Online Buying and selling is increasing very fastly day by day. Online businesses are in increasing through a large number of commercial websites. Consumers are well aware and feel comfortable to make transaction online. (Hong, Thong and Tam, 2004).

Chen, Y., and Xie (2012) said that in a number of ways, traditional retail is found very differently with online as it is a new type of marketing channel which affects most individual's pre purchase issues. There is very differentiation point in traditional and online business as individual cannot touch or smell in online purchasing. Consumer performs online buying and selling only based on product specification information on website. Online consumer reviews who have experienced their product and share their experience with others. Online consumer reviews are developed to conquer these types of limitations. These online reviews played an important role in consumer decision making as their recommendations on indirect experience with product affects the consumer buying intention.

Problem Statement

This research is contributing from contextual point of view with respect to world as different researchers said that consumer's purchase intention studies compose one vital component of consumer's purchasing behaviors. The studies related with consumer's purchase intention explored in USA and Europe countries and very little explored in Middle east context. (Bansal and Voyer, 2016). As previous researches indicated that consumer purchase intention have a great scope on developed countries and a few studies explored in developing countries (Ramezani and Rasouli, 2011). This research is explored in developing country Pakistan so according to above discussion it will contribute contextually in developing countries studies. This research is significant from theory point of view as Khan, Ramzan, Shoaib and Adam Mohyuddin (2015) said that a lot of researches have been done to determine the effect of online word of mouth on consumer purchase intention. This research study makes contribution in form of theoretical framework. A lot of factors that plays an important role in creating electronic word of mouth are studied but a very little research conducted regarding dimensionality. These dimensions are explored in different studies but electronic word of mouth is merging in this research with brand image.

Park, Lee and Han (2007) conduct research on EWOM and consumer purchase intention. Prendergast, KO and Yin (2010) conduct research on EWOM and brand image. This research s contribution in theoretical form by investigating the impact of word of mouth with mediating factor of brand image on consumer purchase intention. Prior research on WOM has provided important findings related to the role of the perceived diagnosticity of WOM information in attitude formation and consumer decision-making (Bone, 1995; Herr et al., 1991; Van Hoye and Lievens, 2005). Thus, when it comes to understanding how WOM is processed, not only its diagnosticity but also less cognitive processing routes and forms of WOM may provide interesting insights into the impact of WOM on marketing-related outcomes. Less cognitive processing of information, such as information processed as simple cues or heuristics, is important to understand, since its impact on attitude strength differs from information processed through a more cognitive route (Petty et al., 2013).

This research is different because as mediation is exist with name of brand image and dependent variable of this research is consumer purchase intention. It is very little explored regarding electronic word of mouth as well as with mediation of consumer purchase intention. So its differentiate my research. At another point it makes differentiate as I select the footwear industry for research purpose. The study's problem can be formulated according to the following statement: "impact of electronic Word of mouth on consumer purchase intention with mediating effect of brand image in foot wear industry of Pakistan." This study as it deals with a contemporary theme, a shoe industry which is now in fierce competition. Organizations, in order to maintain its existence and continuity in the market, they must employ an integrated marketing strategies, investing their current customers as unpaid marketers through their word of mouth. Therefore, it is very important to conduct research on it.

Research Question

What is impact of electronic word of mouth on consumer purchase intention in footwear industry of pakistan?

Hypothesis

H1: There is relationship between electronic word of mouth and brand image.
H1: There is relationship between electronic word of mouth and consumer purchase intention
H1: There is relationship between consumer purchase intention and brand image

Literature Review

Lee, Noh, and Kim (2013) said that Electronic word of mouth is a word of mouth system that exists in virtual space in which messages are sent or received related to product or services and consumers may experience through chatting or online boards. This kind of communication plays a vital role in influencing consumers in positive or negative way. They found significant effect of electronic word of mouth on consumer buying behavior.Chen and Xie (2008) said that Quality of online review is described as the quality of a review's substance from the point of view of information attributes like pertinence, understandability, adequacy and objectivity. High quality reviews are more logical because they have convincing reasons and are based on the specific facts about the product. In contrast, low-quality reviews have emotional, subjective, and no

factual information and make a recommendation in simple manner. Users can treat the reviews as a source of WOM supplementary information. They said that a product reputation is measured by the amount or number of online reviews. They said that volume of the sales of a product is increased and affected by online word of mouth. The most famous and popular products have reviews in quantity. In fact, number of reviews, word of mouth referrals (comments of others) makes a risk reduction strategy "Many other people have bought this product." As a result, there will be an increase in the number of consumer reviews online purchase intent. The quantity of online consumer reviews is an important characteristic in affecting consumer information processing.

Elseidi and El-Baz (2016) said that Word of mouth communication has changed massively over the years, due to sophisticated technologies and new techniques, to a more ubiquitous form of communication called electronic word of mouth. The purpose of this paper is to examine the influence of e-WOM on purchase intention, as well as examining the mediating effect of brand image and consumer's attitude towards the brand on the relationship between e-WOM and purchase intention. To empirically test the hypothesized relationships between variables a model consisted of those variables was developed based on literature review. This model was analyzed using Structural Equation Modeling (SEM) using AMOS program 22. A quantitative, descriptive analysis a self-administered structured questionnaire was designed to investigate model relationships and was distributed on.469 undergraduates students from two large Business Schools affiliated to public and private universities operating in Cairo the capital of Egypt using the convenience sample technique. Empirical results indicated that eWOM had a significantly positive impact on brand image, brand attitudes and consumers' purchasing intention also findings revealed that brand image has a strong effect on the consumers' attitude toward a specific brand. The results could be useful for the organizations to better serve their consumers through the online buzz marketing strategies.

Sa'ait, Kanyan and Nazrin (2016) mentioned that in today's modern business, the practice of positive e-WOM is becoming more important to attract and sustain customers. Thus, this paper aim to identify the effect of e-WOM on customer purchases intention. Self-administered questionnaires were collected from 361 respondents and analyzed using correlation analysis and regression analysis. All the four main elements of e-WOM namely relevance, accuracy, timeliness and comprehensiveness were found to have significant relationship with customer purchase intention. A subsequent multiple regression analysis revealed that e-WOM has impact on customer purchase intention. The accuracy of e-WOM has the strongest relationship with customer purchase intention and most influencing elements among the four. Overall, this study provides a greater knowledge sharing in the subject of Consumer Behaviour whereby the elements of e-WOM have impact on the potential customer purchase intention.

Sharif, Ahmad and Ahmad (2016) said that present day's Purchasers are currently ending up less mindful towards conventional advancement systems and their concentration is presently more towards electronic medium. Regarding a service or product, Informal exchange is known as balanced verbal contact which contains a information's sources. Such correspondence when turns on electronic media end up noticeably electronic verbal correspondence. The part of informal correspondence in promoting is generally acknowledged, in any case, the components in charge of its constructive outcomes, for example, source believability, message offer and brand value have been disregarded in the literature of advertising and publicizing. For the respective brand, This examination explored the immediate impacts of brand equity, source credibility, message appeal and the indirect electronic word of mouth (EWOM) effects on message receiver purchase intent .Consequences of the investigation uncovered that message source believability, message offer and brand value have huge constructive outcomes on buyers' buy goal where as the intervening variable EWOM has likewise huge positive roundabout impact on customers' buying aim. In this way, all the estimated connections of the investigation are substantiated. The examination provided practical and managerial or administrative implications with conceivable future headings.

Lerrthaitrakul, and Panjakajornsak (2014) built up a theoretical system on the potential impacts of electronic word–of–mouth (eWOM) correspondence on purchasers' decision making process with regard to purchase in the minimal effort airline industry. A literature review thorough uncovers three standards of components influencing purchasers' purchasing process of decision making association in eWOM in the ease airline industry. These issues are the data or information gave by eWOM, for example, audits, the respectability of channels utilized, volume of eWOM; sorts of eWOM, for example, numerous transmission channels, one to many channels, coordinated channels and furthermore, their potential consequences for various forms of decision making. The examples are Thai shoppers, which surfed on the online and web networking for data about the minimal effort bearers. Surveys were circulated on-line to the examples from Thai famous site groups and

Thailand's ease bearers Facebook destinations (Air Asia Thailand, Fly Orient Thai, and Nok aircrafts). Basic condition demonstrating utilizing AMOS will be utilized to dissect the conjectured connections. The investigation hopes to make key commitments for minimal effort carrier organizations in setting their showcasing plans and creating on the web associations with clients and additionally commitments for e-promoting administration look into.

Evans and Erkan (2014) analyzed Electronic Word of Mouth (eWOM) on consumers` buy expectations has been known for quite a while. Be that as it may, eWOM has picked up another measurement with the appearance of online networking. Before this new wonder, individuals could chat with mysterious individuals on the Internet. Online networking empowers individuals to chat with companions and colleagues, on the Internet. This better approach for eWOM may be all the more intense regarding activating buying expectation. This examination make discussion on the electronic informal exchange inside the setting of web-based social networking. Especially, this investigation looks at the impact of eWOM in online networking on consumers` buy aims. The examination comprises of two stages. To start with, overview will be directed to comprehend the impact of eWOM in web-based social networking on intention of purchase. At that point meetings were made to uncover that how eWOM in online networking influences buyer intention of purchase. The outcomes should add to the two specialists and professionals.

Mahdi et al (2016) examined the intention of purchase of understudies in Kota Samarahan and its relationship with electronic informal exchange and image of brand. Likewise, this examination expects to distinguish which of the free factors (electronic verbal exchange and image of brand) give more effect toward buy aim. The informational index is gathered through self-administered poll and helpfully gathered utilizing non- likelihood irregular inspecting technique. A specimen of 380 was gathered from Kota Samarahan, Sarawak, Malaysia. The findings uncovered that there is a huge connection between image of brand and buy expectation however an inverse for electronic informal. In view of the outcomes, one might say that image of brand give more effect toward intention of purchase contrasted with electronic word of mouth. This investigation is more vital for advertisers to comprehend the customer's advanced mobile phone intention of purchase to be more focused. This investigation investigates the commitment of relational impact and image of brand on buy expectation in advanced cell industry. Moreover, examination demonstrated that e-WOM has no immediate impact on intention of purchase. When contrasted with different past examinations did, the outcome is novel as most investigations demonstrate that e-WOM has a solid direct impact on buy aim.

Shukla, (2010) found that the correspondence between person-to-person or word-of-mouth can be powerful in impacting intention of purchase. As WOM can be considered as an external factor, the study also support that there are positive relationship between external factors and purchase intention. This means, WOM have positive impact on purchase intention.Jalilvand and Samiei (2012) mentioned that Now days, this is period of technological advancement where data is being shared all over the place and this brought about shopper or consumers to utilize web all the more regularly with a specific end goal to search out data about a specific item in intrigue or a profile of some organization which will then causing the development of e-WOM. Electronic word-of- mouth (e-WOM) correspondence is any constructive or adverse proclamation made by potential, genuine, or previous shoppers about an item or organization, which is made accessible to a huge number of individuals and establishments by means of the Internet.

Wu (2014) recommended that organizations ought to effectively get engaged with some major online groups (for instance, cnet.com) by giving pertinent and ended information about the organization that will prompt more noteworthy data reception so customer will turn out to be more clearer in regards to the organization and this will prompts a positive e-WOM among buyer. Since online review had turned out to be a standout amongst the most famous path for shopper to get data, this is a standout amongst the most productive courses for organization to expand their image mindfulness and fabricate respectable notoriety. Arenas- Gaitan (2013) said that from the perspective of administration it is critical for make a trip industry pioneers to advance activities that reaffirm people's social position by furnishing them with the chance to share their interest in vacationer exercises and different administrations with their interpersonal organizations. This will at that point help organizations to accomplish positive e-WOM correspondence from customers who shared their encounters to their informal community contacts.

Model of Study

| Electronic Word of mouth | → | Brand Image | → | Consumer Purchase Intention |

Independent variable   **Mediating**   **Dependent variable**

Methodology

In this research, Positivisam is selected to analyze the effect of EWOM on consumer purchase intention with mediation effect of consumer perception in Pakistan. The reason of selecting this paradigm as past researches is available on this topic and we are verifying theory. Positivisam is depend upon hypothesis testing that is developed from past exploration. We are testing of theory and using deductive approach. It provide an easy way to find how electronic word of mouth affect the customer purchasing intention and purpose of this research is to explore relation among variables this paradigm will be used in this research as we are verifying theory. Quantitative approach is applied to determine relation among electronic word of mouth and consumer purchase intention in Pakistan. The purpose behind the selection of this approach as it will make available the fresh data which is collected from targeted sample in this exploration. Moreover the basic purpose of this study is to check the consumer attitude towards the independent and mediator variabels.

The investigation over and done with software is less demanding than different sorts of examination and our exploration territory is likewise extremely characterized in a way the shut finished inquiries are sufficient to get the proper data. So by utilizing quantitative research technique it is easiest to decipher the right examination that would be legitimate with the necessity of this exploration. A questionnaire is used to measure level of electronic word of mouth and its impact on consumer purchase intention. Participation is on voluntary base. The target population is consumer of foot wear industry. Five footwear brands are selected for research. Bata, Services, Stylo, Metro and Borjan are selected for data collection. Data will be collected from consumers at retail outlets of these brands.

Non-probability sampling techniques are chosen as people or individual of target population will be randomly selected in term of qualified random individual's groups. So, simple random sampling technique has been chosen for exploration. The sample size is 500 which mean that 500 questionnaire are filled from the consumers of footwear brands. Questionnaire is based on different questions that collect the enough information required by this research. The software named with SPSS 20 is applied to make analysis of the data either the data is valid or reliable or not. Some descriptive statistics are applied in data analysis that displays the collected data in graphical representation although inferential statistics describes the relationship among dependent and independent variables. Through SPSS software, Cronbach's Alpha value and KMO value is assessed to determine the reliability of data. This value of Cronbach's Alpha represents reliability or consistency of data. Closed ended format of questions is adopted for data collection through questionnaire.

Analysis

Frequency Distribution

Table1. Gender

	Frequency	Percent
Female	129	28.7
Male	321	71.3

The table shown above is frequency distribution table of gender for respondent's frequency distribution purpose. There are 450 respondents in this survey and the response is 100% with no missing value. There are 321 male respondents having 71.3% in the total 450 respondents. And female respondents are 129 having 28.7% in total 450 respondents. Table shows that male respondents are bigger in quantity than female respondents.

Table2. Education

|	Frequency	Percent
intermediate	107	23.8
Graduates	217	48.2
master or above	115	25.6
none of others	11	2.4

The table shown above is frequency distribution table of our 450 respondents for analyzing their education level. The results shows us that there are 107 intermediate having 23.8%, graduates are 217 having 48.2%, master or above are 115 having 25.6%, and none of others are 11 having 2.4% in total 450 respondents. After analyzing the results we can say that graduates are more than other participants.

Table3. Age

	Frequency	Percent
20-30	226	50.2
31-40	119	26.4
41-50	71	15.8
51or above	34	7.6

The table shown above is frequency distribution table of our 450 respondents for analyzing their age level. The results shows us that there are 226 respondents were for age level of 20-30 having 50.2%, 31-40 are 119 having 26.4%, 41-50 are 71 having 15.8%, and 51 or above are 34 having 7.6% in total 450 respondents. After analyzing the results we can say that 20-30 age level participants are more than other participants.

Table4.Income

	Frequency	Percent
25000-50000	360	80.0
51000-74000	67	14.9
75000-100000	20	4.4
above 100000	3	.7

The table shown above is frequency distribution table of our 450 respondents for analyzing their income level. The results shows us that there are 360 respondents were from income level of 25000-50000 having 80%, 51000-74000 are 67 having 14.9%, 75000-100000 are 20 having 4.4%, and above 100000 are 3 having 0.7% in total 450 respondents. After analyzing the results we can say that 25000-50000 income level participants are more than other participants.
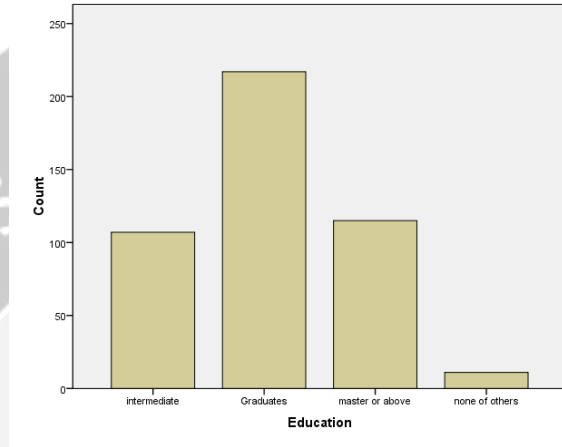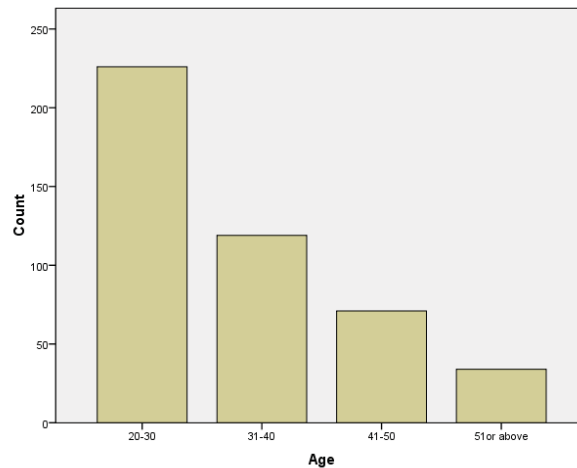
Bar Chart
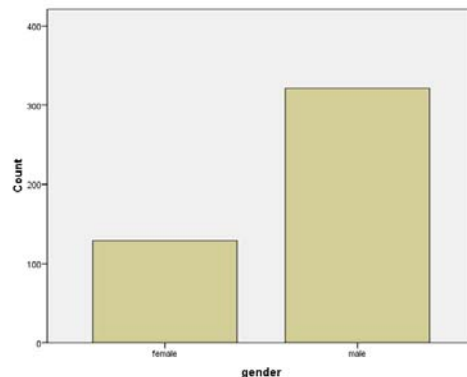
Gender

The graph is shown above named bar chart of Gender. Bar chart represents the grouped data with bars, in above graph horizontal bars shows us the values of Gender. X-axis shows the categories of gander. And on Y-axis frequency/counts are mentioned. There are two categories of Gender one is male and second is female. Height of the bars shows the frequency of given categories. First bar shows the frequency of male is 321 and second bar shows the frequency of female which is 129. By analyzing this graph we can say that the male participants of our survey are more than female participants.
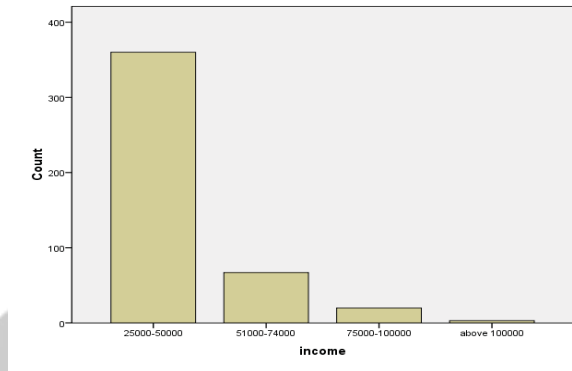
Education

The graph is shown above named bar chart of Education. Bar chart represents the grouped data with bars, in above graph horizontal bars shows us the values of Education. X-axis shows the categories of Education and on Y-axis frequency/counts are mentioned. There are four categories of education one is intermediate, second is graduates, third is master or above and fourth is none of others. Height of the bars shows the frequency of given categories. By analyzing this graph we can say that the graduate participants of our survey are more than other categories participants.

Age

The graph is shown above named bar chart of Age. Bar chart represents the grouped data with bars, in above graph horizontal bars shows us the values of Age. X-axis shows the categories of age and on Y-axis frequency/counts are mentioned. There are four categories of age. one is 20-30, second is 31-40, third is 41-50 and fourth is 51 and above. Height of the bars shows the frequency of given categories. By analyzing this graph we can say that the 20-30 age level participants of our survey are more than other categories participants.

Income

The graph is shown above named bar chart of Income. Bar chart represents the grouped data with bars, in above graph horizontal bars shows us the values of Income. X-axis shows the categories of income and on Y-axis frequency/counts are mentioned. There are four categories of income. One is 25000-50000, second is 51000-74000, third is 75000-100000 and fourth is 51 and above. Height of the bars shows the frequency of given categories. By analyzing this graph we can say that the 25000-50000 income level participants of our survey are more than other categories participants.

Reliability

Table5. Electronic Word of mouth

Variable	Cronbach's Alpha	N of Items
Electronic Word of mouth	0.803	6
Brand Image	0.807	7
Consumer Purchase Intention	0.738	6

In our reliability analysis test, Confident outcomes occur which prove the Cronbach's Alpha value. It proves the reliability of data consistency. Cronbach's Alpha value is 0.803 in variable Electronic Word of mouth. Six items used for compute variable. (0.8) shows the positivity in results and it is above to (0.7). Cronbach's Alpha value is 0.807 in variable brand image. Seven items used for compute variable. (0.8) shows the positivity in results and it is above to (0.7). Cronbach's Alpha value is 0.738 in variable consumer purchase intention. Six items used for compute variable. (0.7) shows the positivity in results and it is equal to (0.7).

KMO and Bartlett's Test for Factor Analysis

Factor analysis has been applied to explore the underlying factors associated with a number of items by using Principal Component Analysis (PCA). The value of KMO varies from 0 to 1, and KMO overall should be .60 or higher to perform factor analysis. If not then it is necessary to drop the variables with lowest anti image value until KMO overall rise above .60. Result for the Bartlett's Test of Sphericity and the KMO reveal that both were highly significant and concluded that this variable was suitable for the factor analysis.

Electronic word of mouth
Table.6

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.810
Bartlett's Test of Sphericity	Approx. Chi-Square	841.679
	df	15
	Sig.	.000

Our KMO is .810 which greater than 0.60 and sig value showed hypothesis is accepted.

Brand Image

Table.7

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.816
Bartlett's Test of Sphericity	Approx. Chi-Square	135.303
	df	21
	Sig.	.000

Our KMO is .816 which greater than 0.60 and sig value showed hypothesis is accepted.

Consumer Purchase Intention

Table.8

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.752
Bartlett's Test of Sphericity	Approx. Chi-Square	851.820
	df	15
	Sig.	.000

Our KMO is .752 which greater than 0.60 and sig value showed hypothesis is accepted.

Table.9

Component	Initial Eigen Value		
	Total	% of Variance	Cumulative %
EWOM	3.086	51.425	51.425
Brand Image	3.504	50.052	50.052
Consumer purchase Intention	2.784	46.400	46.400

The higher loading (factor) will show the stronger relationship of an item to a specific factor. Our finding in this study demonstrate that each of the variable (EWOM, brand image, consumer purchase intention) was homogeneously loaded to the different factors, Which means each of the dimensions that loaded into 6 to 7 different factors all are related to consumers' need and variance of all variables are inserted in table.

Regression Analysis

Table.10

Adj. R Square	0.341		
Sig.	.000		
F-Statistics	232.956		
Model 1	**B**	**T**	**Sig.**
EWOM	.641	15.263	.000

Above table showed model summary of regression analysis. This analysis is conducted among two variables. These variables are electronic word of mouth and consumer purchase intention. The effect of consumer purchase intention is on electronic word of mouth with beta value of 0.641 and highly significant with .000. It showed relation exist among electronic word of mouth and consumer purchase intention. Adj R² is 0.341 that showed 34.1% affect in consumer purchase intention due to electronic word of mouth. F statistics is greater than 10 that showed model is good fit.

Table.11

Adj. R Square	0.298
Sig.	.000

F-Statistics	191.703		
Model 1	**B**	**T**	**Sig.**
Brand image	.527	13.846	.000

Above table showed model summary of regression analysis. This analysis is conducted among two variables. These variables are brand image and consumer purchase intention. The effect of brand image is on consumer purchase intention with beta value of 0.527 and highly significant with .000. It showed weak relation exist among brand image and consumer purchase intention. Adj R^2 is 0.297 that showed 29.7% affect in consumer purchase intention due to brand image. F statistics is greater than 10 that showed model is good fit.

Table.12

Adj. R Square	0.211		
Sig.	.000		
F-Statistics	120.992		
Model 1	**B**	**t**	**Sig.**
Brand image	.527	13.846	.000

Above table showed model summary of regression analysis. This analysis is conducted among two variables. These variables are electronic word of mouth and brand image. The effect of electronic word of mouth is on brand image with beta value of 0.525 and highly significant with .000. It showed weak relation exist among electronic word of mouth and brand image. Adj R^2 is 0.211 that showed 21.1% affect in brand image due to electronic word of mouth. F statistics is greater than 10 that showed model is good fit.

Mediation

Table.13

Adj. R Square	0.438		
Sig.	.000		
F-Statistics	175.646		
Model 1	**B**	**t**	**Sig.**
Brand Image	.340	8.843	.000
EWOM	.463	10.586	.000

Above table showed model summary of mediation analysis. This analysis is conducted among three variables. These variables are electronic word of mouth, brand image and consumer purchase intention. The effect of electronic word of mouth and brand image is on consumer purchase intention with beta value of 0.340 and 0.463 and highly significant with .000. It showed partial mediation exist among variables. Adj R^2 is 0.438 that showed 43.8% affect in brand image and EWOM due to consumer purchase intention. F statistics is greater than 10 that showed model is good fit. There is moderate effect of brand image among the electronic word of mouth and consumer purchase intention.

Discussion/Conclusion

H1 of all hypothesis is accepted. The consistency was found with investigation of Bailey and Ball (2006) as they Customers recall the worth of that brand and also recall the equity of that brand which regard he received a positive online word of mouth regarding that brand whatever they perceive about that message or source but they also take into account the equity of the respective brand whatsoever customers observed regarding source or message nevertheless consumers also take into account the equity of the corresponding brand (Keller and Lehman 2006). The consistency was found with investigation of Sweeny et al (2012) purchase intention of customers are affected by brand equity, the source, electronic word of mouth and the message while buying a brand (Wu and Wang, 2011).According to Jalilvand (2012) developed a theoretical framework and took brand image being partial mediator variable with effect of electronic word of mouth on purchase intention of consumers.

He also mentioned about outcomes that there is full mediation exist among electronic word of mouth on purchase intention of consumers. The results showed that all hypothesis are supported. There is great impact of electronic word of mouth on consumer buying intention with mediating effect of brand image. Footwear industry has chosen for the research sector as well as has a huge impact on the lives of all. It plans to increase brand equity research for marketing managers to focus on the key elements that will help them. If the users think every marketing and sales promotion, word of mouth, and online chat, which translates to customer's ideas and dreams can be achieved by clear understanding. Marketers keep pace with changing trends is to be developed for each to make changes. Social media plays a great role in affecting buying intentions of consumers. It induced them to purchase and experience the product.

Recommendations/future research directions

The firm can also establish discussion forums or zones regarding diverse kinds of products on their website for the purpose of giving a place to customers for word of mouth communication so that customers can lay cost at their willingness as appeal channels and traditional complaint can not only answer the complaints of consumers and avert product information that is unfavorable from spreading out as well as gave awareness regarding improvement direction of the product/service. This will gave the opportunity to use advertisements to "sterilize" and damp down this "noise" as well as allow the firm to make improvement their brands regarding these charges. Receivers and senders have channels of communication over and done with sharing in a discussion zone as well as receivers with expertise and professional knowledge can transmit a set of information to get impact more individuals in the meantime. Such kind of discussion zone can also be utilized for a to new company information publish with irregularity as well as offer appropriate brands for members of website to practice so as to consumers who are more curious involved there for collection of information and thus accomplishing the purpose of transmission of word of mouth. Sample size was small. In future it can be increase.

References

Arenas-Gaitan, J., Rondan-Cataluna, F. J., and Ramirez-Correa, P. E. (2013). Social identitiy, electronic word-of-mouth and referrals in social network services. Kybernetes, vol. 42(8), pp. 1149--1165.

Bansal, H. S. & P. A. Voyer (2000). Word-of-mouth processes within a services purchase decision context. Journal of Service Research, 3(2), 166-177

Bone, P. F. (1995). Word-of-mouth effects on short-term and long-term product judgments. *Journal of business research*, *32*(3), 213-223.

Elseidi, R. I., & El-Baz, D. (2016). Electronic word of mouth effects on consumers' brand attitudes, brand image and purchase intention: an empirical study in Egypt. *The Business & Management Review*, *7*(5), 268.

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, *61*, 47-55.

Herr, P. M., Kardes, F. R., & Kim, J. (1991). Effects of word-of-mouth and product-attribute information on persuasion: An accessibility-diagnosticity perspective. *Journal of consumer research*, *17*(4), 454-462.

Jalilvand, M., and Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention. Marketing Intelligence and Planning, pp. 460-476.

Jalilvand, M.R. (2012). The effect of electronic word of mouth on brand image and purchase intention. Marketing Intelligence & Planning, 30, (4), 460-476.

Khan, S.A., Ramzan, N., Shoaib, M., & Mohyuddin, A. (2015). Impact Of Word Of Mouth On Consumer Purchase Intention. Sci.Int. (Lahore),27(1),479-482.

Lee, S. H., Noh, S. E., & Kim, H. W. (2013). A mixed methods approach to electronic word-of-mouth in the open-market context. *International Journal of Information Management*, *33*(4), 687-696.

Lerrthaitrakul, W., & Panjakajornsak, V. (2014). The impact of electronic word-of-mouth factors on consumers' buying decision-making processes in the low cost carriers: a conceptual framework. *International Journal of Trade, Economics and Finance*, *5*(2), 142.

Mahdi, A. F. (2016). Relationship and impact of e-WOM and brand image towards purchase intention of smartphone?.

Park, D. H., Lee, J., and Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International Journal of Electronic Commerce*, *11*(4), 125-148.

Petty, R. E. (2013). Two routes to persuasion: State of the art. *International perspectives on psychological science*, *2*, 229-247.

Prendergast, G., Ko, D., & Siu Yin, V. Y. (2010). Online word of mouth and consumer purchase intentions. *International Journal of Advertising*, *29*(5), 687-708.

Sa'ait, N., Kanyan, A., & Nazrin, M. F (2016) . The Effect of E-WOM on Customer Purchase Intention.

Sharif, M. A., Ahmad, W., & Ahmad, A. (2016). „Electronic word of mouth: investigating the influence of electronic message source credibility, message appeal and brand equity on consumer purchase intention". *City University Research Journal*, *6*(01), 151-165.

Shukla, P. (2010). Impact of interpersonal influences, brand origin and brand image on luxury purchase intentions: Measuring interfunctional interactions and a cross-national comparison. Journal of World Business, 46, (2), 242-252.

Van Hoye, G., & Lievens, F. (2005). Social influences on organizational attractiveness: Investigating if and when word of mouth matters. *Journal of Applied Social Psychology*, *37*(9), 2024-2047.

Wu, M.-H. (2014). Relationships Among Source Credibility of Electronic Word of Mouth, Percieved Risk, and Consumer Behavior on Consumer Generated Media. Master Thesis, pp. 1- 78.

LAMPIRAN 10 R TABEL

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432

LAMPIRAN 11 F TABEL

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.87	1.83	1.80	1.77	1.75
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74

LAMPIRAN 12 t TABEL

Titik Persentase Distribusi t (df = 121 –160)

Pr / df	0.25 / 0.50	0.10 / 0.20	0.05 / 0.10	0.025 / 0.050	0.01 / 0.02	0.005 / 0.010	0.001 / 0.002
121	0.67652	1.28859	1.65754	1.97976	2.35756	2.61707	3.15895
122	0.67651	1.28853	1.65744	1.97960	2.35730	2.61673	3.15838
123	0.67649	1.28847	1.65734	1.97944	2.35705	2.61639	3.15781
124	0.67647	1.28842	1.65723	1.97928	2.35680	2.61606	3.15726
125	0.67646	1.28836	1.65714	1.97912	2.35655	2.61573	3.15671
126	0.67644	1.28831	1.65704	1.97897	2.35631	2.61541	3.15617
127	0.67643	1.28825	1.65694	1.97882	2.35607	2.61510	3.15565
128	0.67641	1.28820	1.65685	1.97867	2.35583	2.61478	3.15512
129	0.67640	1.28815	1.65675	1.97852	2.35560	2.61448	3.15461
130	0.67638	1.28810	1.65666	1.97838	2.35537	2.61418	3.15411
131	0.67637	1.28805	1.65657	1.97824	2.35515	2.61388	3.15361
132	0.67635	1.28800	1.65648	1.97810	2.35493	2.61359	3.15312
133	0.67634	1.28795	1.65639	1.97796	2.35471	2.61330	3.15264
134	0.67633	1.28790	1.65630	1.97783	2.35450	2.61302	3.15217
135	0.67631	1.28785	1.65622	1.97769	2.35429	2.61274	3.15170
136	0.67630	1.28781	1.65613	1.97756	2.35408	2.61246	3.15124
137	0.67628	1.28776	1.65605	1.97743	2.35387	2.61219	3.15079
138	0.67627	1.28772	1.65597	1.97730	2.35367	2.61193	3.15034
139	0.67626	1.28767	1.65589	1.97718	2.35347	2.61166	3.14990
140	0.67625	1.28763	1.65581	1.97705	2.35328	2.61140	3.14947
141	0.67623	1.28758	1.65573	1.97693	2.35309	2.61115	3.14904
142	0.67622	1.28754	1.65566	1.97681	2.35289	2.61090	3.14862
143	0.67621	1.28750	1.65558	1.97669	2.35271	2.61065	3.14820
144	0.67620	1.28746	1.65550	1.97658	2.35252	2.61040	3.14779
145	0.67619	1.28742	1.65543	1.97646	2.35234	2.61016	3.14739
146	0.67617	1.28738	1.65536	1.97635	2.35216	2.60992	3.14699
147	0.67616	1.28734	1.65529	1.97623	2.35198	2.60969	3.14660
148	0.67615	1.28730	1.65521	1.97612	2.35181	2.60946	3.14621
149	0.67614	1.28726	1.65514	1.97601	2.35163	2.60923	3.14583
150	0.67613	1.28722	1.65508	1.97591	2.35146	2.60900	3.14545
151	0.67612	1.28718	1.65501	1.97580	2.35130	2.60878	3.14508
152	0.67611	1.28715	1.65494	1.97569	2.35113	2.60856	3.14471
153	0.67610	1.28711	1.65487	1.97559	2.35097	2.60834	3.14435
154	0.67609	1.28707	1.65481	1.97549	2.35081	2.60813	3.14400
155	0.67608	1.28704	1.65474	1.97539	2.35065	2.60792	3.14364
156	0.67607	1.28700	1.65468	1.97529	2.35049	2.60771	3.14330
157	0.67606	1.28697	1.65462	1.97519	2.35033	2.60751	3.14295
158	0.67605	1.28693	1.65455	1.97509	2.35018	2.60730	3.14261
159	0.67604	1.28690	1.65449	1.97500	2.35003	2.60710	3.14228
160	0.67603	1.28687	1.65443	1.97490	2.34988	2.60691	3.14195

Catatan: Probabilita yang lebih kecil yang ditunjukkan pada judul tiap kolom adalah luas daerah dalam satu ujung, sedangkan probabilitas yang lebih besar adalah luas daerah dalam kedua ujung