

## BAB IV

### KESIMPULAN DAN SARAN

#### A. KESIMPULAN

Berdasarkan analisis data dan hasil pengujian terhadap hipotesis yang telah peneliti jabarkan, maka dapat diambil kesimpulan, sebagai berikut:

1. Berdasarkan hasil penelitian dan analisis deskriptif, variabel *Electronic Word Of Mouth* (X) menurut tanggapan responden secara keseluruhan berada pada kriteria “kuat” dengan persentase rata-rata nilai skor sebesar 73%. Hal ini menunjukkan bahwa akun Instagram @Dimensiongym memiliki *electronic word of mouth* yang kuat dimata responden.
2. Berdasarkan hasil penelitian dan analisis deskriptif, variabel Keputusan Pembelian (Y) menurut tanggapan responden secara keseluruhan berada pada kriteria “kuat” dengan persentase rata-rata nilai skor sebesar 77%. Hal ini menunjukkan bahwa banyak responden yaitu *followers* akun instagram @Dimensiongym memiliki keputusan melakukan pembelian atau ingin mengunjungi dan mendaftar sebagai *member* di *Dimension Gym and Café*.
3. Berdasarkan persentase rata-rata nilai dari tanggapan 100 responden melalui uji statistik, diketahui dimensi *Word of Mouth Content* melalui instagram @Dimensiongym mempunyai pengaruh sangat kuat dengan nilai koefisien sebesar 1,411. Sedangkan *Word Of Mouth Intensity* berpengaruh kuat pada keputusan pembelian dengan nilai koefisien sebesar 0,787 dan dimensi *Positive*

*Valence Word Of Mouth* berpengaruh sedang pada keputusan pembelian dengan nilai koefisiensi sebesar 0,575, hal ini berarti *Positive Valence Word Of Mouth* mempunyai pengaruh paling rendah.

4. Berdasarkan analisis data, variabel *Electronic Word Of Mouth* (X) pada akun instagram @Dimensiongym berpengaruh positif dan signifikan terhadap variabel Keputusan Pembelian (Y) pada *followers* instagram @Dimensiongym. Berdasarkan hasil perhitungan koefisien determinasi pengaruh *electronic word of mouth* pada *followers* instagram di akun @dimensiongym terhadap keputusan pembelian adalah sebesar 51,4%. Sedangkan sisanya sebesar 48,6% dipengaruhi oleh variabel-variabel lain yang tidak diteliti dalam penelitian ini seperti *word of mouth* antara konsumen, promosi yang dilakukan oleh *Dimension Gym and Café*, kenyamanan tempat, *lifestyle* masyarakat, lokasi yang strategis dan harga yang ditawarkan.

## **B. SARAN**

### 1. Bagi Perusahaan:

- a. Akun instagram @dimensiongym harus meningkatkan dan mempertahankan peran konsumen dalam menyampaikan ulasan atau komentar positif diinstagram.
- b. Untuk meningkatkan pengaruh *electronic of mouth* melalui media Instagram @Dimensiongym, pihak *Dimension Gym and Café* diharapkan bisa lebih giat dalam melakukan promosi agar calon pembeli atau konsumen tertarik untuk datang atau berkunjung serta melakukan pembelian.

2. Bagi peneliti selanjutnya, jika ingin melakukan penelitian selanjutnya disarankan dapat meneliti dengan menggunakan variabel-variabel lain di luar variabel yang telah diteliti dalam penelitian ini agar memperoleh hasil yang lebih variatif serta memperkaya teori yang ada.

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## LAMPIRAN

### LAMPIRAN 1. KUISIONER

#### PETUNJUK PENGISIAN KUISIONER

Berilah tanda (√) pada kotak yang tersedia pada pertanyaan-pertanyaan dibawah ini sesuai dengan kenyataan yang sebenarnya dirasakan. Pernyataan pada kuesioner menyediakan jawaban

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

ST : Sangat Setuju

**Tabel. Kuisioner**

#### ***ELECTRONIC WORD OF MOUTH***

| No | Pernyataan   | Skala Likert |    |   |   |    |
|----|--|--------------|----|---|---|----|
|    |  | STS          | TS | N | S | SS |
|    | Melalui Instagram, saya mendapat rekomendasi dari orang lain ( <i>review</i> ) yang berkaitan dengan <i>Dimension Gym and Café</i> |              |    |   |   |    |
|    | Melalui Instagram, saya mendapatkan informasi lokasi <i>Dimension Gym and Café</i>   |              |    |   |   |    |
|    | Melalui Instagram, saya mengetahui detail harga untuk mendaftar sebagai anggota di <i>Dimension Gym and Café</i>                   |              |    |   |   |    |



|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
|  | Saya sering membaca <i>review online</i> dari konsumen lain tentang <i>Dimension Gym and Café</i>  |  |  |  |  |  |
|  | Melalui Instagram, saya memperoleh banyak ulasan informasi mengenai teknik olahraga  |  |  |  |  |  |
|  | Melalui Instagram, saya dapat melihat kepuasan seseorang yang telah menjadi anggota di <i>Dimension Gym and Café</i>   |  |  |  |  |  |
|  | Melalui Instagram, saya dapat melihat kesediaan orang lain dalam membantu mempublikasi melalui <i>repost</i> atau memberi <i>hashtag</i> pada foto atau video mengenai <i>Dimension Gym and Café</i> |  |  |  |  |  |
|  | <i>Dimension Gym and Café</i> menjadi rekomendasi dari pengguna lain di media sosial Instagram   |  |  |  |  |  |

#### KEPUTUSAN PEMBELIAN

| No | Pernyataan   | Skala Likert |    |   |   |    |
|----|--|--------------|----|---|---|----|
|    |  | STS          | TS | N | S | SS |
|    | Rutinitas padat membuat saya membutuhkan <i>refreshing</i> seperti berolahraga             |              |    |   |   |    |
|    | Saya memang menyukai olahraga  |              |    |   |   |    |
|    | Saya membutuhkan tempat <i>fitness</i> karena untuk mengisi waktu                          |              |    |   |   |    |
|    | Saya mencari informasi terlebih dahulu sebelum berkunjung ke <i>Dimension Gym and Café</i> |              |    |   |   |    |
|    | Saya mengetahui <i>Dimension Gym and Café</i> melalui informasi yang terdapat di Instagram |              |    |   |   |    |

|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
|  | Detail informasi mengenai <i>Dimension Gym and Café</i> yang dipromosikan sesuai dengan yang tertulis di Instagram |  |  |  |  |  |
|  | Gambar yang ditampilkan di Instagram @Dimensiongym sesuai dengan yang ada dilapangan                               |  |  |  |  |  |
|  | Ketersediaan fasilitas pada <i>account instagram</i> @Dimensiongym sesuai dengan yang ada di lapangan/lokasi       |  |  |  |  |  |
|  | Informasi yang disampaikan oleh @Dimensiongym sangat lengkap dan dapat dipercaya                                   |  |  |  |  |  |
|  | Saya tertarik untuk mencari informasi lebih lanjut mengenai <i>Dimension Gym and Café</i>                          |  |  |  |  |  |
|  | Saya mempertimbangkan untuk berkunjung atau mendaftar sebagai anggota di <i>Dimension Gym and Café</i>             |  |  |  |  |  |
|  | Saya ingin mendaftar sebagai anggota di <i>Dimension Gym and Café</i>  |  |  |  |  |  |
|  | Saya merasa puas berkunjung ke <i>Dimension Gym and Café</i>   |  |  |  |  |  |

## LAMPIRAN 2. UJI DATA REALIBILITAS KUISIONER KEPUTUSAN

### PEMBELIAN

Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .893             | 13         |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Q1  | 46.30                      | 46.778                         | .447                             | .893                             |
| Q2  | 46.28                      | 46.911                         | .431                             | .894                             |
| Q3  | 46.83                      | 45.961                         | .492                             | .891                             |
| Q4  | 46.28                      | 46.284                         | .627                             | .884                             |
| Q5  | 46.95                      | 43.624                         | .613                             | .885                             |
| Q6  | 46.53                      | 44.231                         | .782                             | .877                             |
| Q7  | 46.40                      | 45.838                         | .717                             | .881                             |
| Q8  | 46.50                      | 45.848                         | .704                             | .881                             |
| Q9  | 46.55                      | 44.997                         | .764                             | .878                             |
| Q10 | 46.67                      | 45.981                         | .636                             | .884                             |
| Q11 | 46.64                      | 47.849                         | .407                             | .894                             |
| Q12 | 46.67                      | 46.183                         | .582                             | .886                             |
| Q13 | 46.56                      | 45.360                         | .633                             | .883                             |

**LAMPIRAN 3. UJI REABILITAS DATA KUISIONER EWOM**

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .864             | 8          |

**Item-Total Statistics**

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Q1 | 25.65                      | 21.381                         | .673                             | .840                             |
| Q2 | 25.58                      | 20.832                         | .667                             | .841                             |
| Q3 | 25.84                      | 21.065                         | .595                             | .851                             |
| Q4 | 25.98                      | 22.262                         | .584                             | .850                             |
| Q5 | 25.57                      | 23.096                         | .548                             | .854                             |
| Q6 | 25.70                      | 22.192                         | .628                             | .846                             |
| Q7 | 25.54                      | 22.190                         | .710                             | .838                             |

**Item-Total Statistics**

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Q1 | 25.65                      | 21.381                         | .673                             | .840                             |
| Q2 | 25.58                      | 20.832                         | .667                             | .841                             |
| Q3 | 25.84                      | 21.065                         | .595                             | .851                             |
| Q8 | 25.66                      | 23.398                         | .525                             | .856                             |

**LAMPIRAN 4. UJI DATA VALIDITAS KEPUTUSAN PEMBELIAN**

**Correlations**

|                        | Q1     | Q2     | Q3     | Q4     | Q5     | Q6     | Q7     | Q8     | Q9     |
|------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Q1 Pearson Correlation | 1      | .585** | .463** | .466** | .374** | .417** | .611** | .466** | .561** |
| Q1 Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
| Q1 N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| Q2 Pearson Correlation | .585** | 1      | .606** | .359** | .349** | .496** | .541** | .382** | .555** |
| Q2 Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
| Q2 N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| Q3 Pearson Correlation | .463** | .606** | 1      | .419** | .316** | .473** | .414** | .298** | .360** |
| Q3 Sig. (2-tailed)     | .000   | .000   |        | .000   | .001   | .000   | .000   | .003   | .000   |
| Q3 N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| Q4 Pearson Correlation | .466** | .359** | .419** | 1      | .514** | .548** | .361** | .322** | .414** |
| Q4 Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   | .000   | .000   | .001   | .000   |
| Q4 N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| Q5 Pearson Correlation | .374** | .349** | .316** | .514** | 1      | .509** | .477** | .301** | .399** |
| Q5 Sig. (2-tailed)     | .000   | .000   | .001   | .000   |        | .000   | .000   | .002   | .000   |
| Q5 N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| Q6 Pearson Correlation | .417** | .496** | .473** | .548** | .509** | 1      | .461** | .259** | .485** |
| Q6 Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |        | .000   | .009   | .000   |
| Q6 N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| Q7 Pearson Correlation | .611** | .541** | .414** | .361** | .477** | .461** | 1      | .723** | .625** |
| Q7 Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   | .000   |
| Q7 N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| Q8 Pearson Correlation | .466** | .382** | .298** | .322** | .301** | .259** | .723** | 1      | .648** |
| Q8 Sig. (2-tailed)     | .000   | .000   | .003   | .001   | .002   | .009   | .000   |        | .000   |
| Q8 N                   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |

**Correlations**

|                        | Q1  | Q2     | Q3     | Q4     | Q5     | Q6     | Q7     | Q8     | Q9     |
|------------------------|-----|--------|--------|--------|--------|--------|--------|--------|--------|
| Q1 Pearson Correlation | 1   | .585** | .463** | .466** | .374** | .417** | .611** | .466** | .561** |
| Sig. (2-tailed)        |     | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
| N                      | 100 | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| N                      | 100 | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |

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

**LAMPIRAN 5. UJI DATA VALIDITAS EWOM**

|                        | Q1   | Q2   | Q3   | Q4   | Q5   | Q6   | Q7   | Q8   | Q9   | Q10  | Q11   | Q12  | Q13  | total |
|------------------------|------|------|------|------|------|------|------|------|------|------|-------|------|------|-------|
| Q1 Pearson Correlation | 1    | .628 | .375 | .446 | .398 | .246 | .222 | .178 | .253 | .183 | .138  | .228 | .265 | .546  |
| Sig. (2-tailed)        |      | .000 | .000 | .000 | .000 | .014 | .027 | .077 | .011 | .068 | .170  | .023 | .008 | .000  |
| N                      | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100   | 100  | 100  | 1000  |
| Q2 Pearson Correlation | .628 | 1    | .269 | .424 | .345 | .286 | .249 | .297 | .354 | .216 | -.024 | .127 | .330 | .533  |
| Sig. (2-tailed)        | .000 |      | .007 | .000 | .000 | .004 | .012 | .003 | .000 | .031 | .815  | .209 | .001 | .000  |
| N                      | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100   | 100  | 100  | 1000  |
| Q3 Pearson Correlation | .375 | .269 | 1    | .374 | .259 | .336 | .368 | .348 | .377 | .355 | .218  | .364 | .405 | .589  |
| Sig. (2-tailed)        | .000 | .007 |      | .000 | .009 | .001 | .000 | .000 | .000 | .000 | .029  | .000 | .000 | .000  |
| N                      | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100   | 100  | 100  | 1000  |
| Q4 Pearson Correlation | .446 | .424 | .374 | 1    | .489 | .502 | .457 | .459 | .473 | .438 | .271  | .320 | .376 | .688  |
| Sig. (2-tailed)        | .000 | .000 | .000 |      | .000 | .000 | .000 | .000 | .000 | .000 | .006  | .001 | .000 | .000  |
| N                      | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100   | 100  | 100  | 1000  |



**LAMPIRAN 5. UJI DATA VALIDITAS EWOM**

|                        | Q1   | Q2   | Q3   | Q4   | Q5   | Q6   | Q7   | Q8   | Q9   | Q10  | Q11  | Q12  | Q13  | total |
|------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|
| Q1 Pearson Correlation | 1    | .628 | .375 | .446 | .398 | .246 | .222 | .178 | .253 | .183 | .138 | .228 | .265 | .546  |
| Sig. (2-tailed)        |      | .000 | .000 | .000 | .000 | .014 | .027 | .077 | .011 | .068 | .170 | .023 | .008 | .000  |
| N                      | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 1000  |
| Q5 Pearson Correlation | .398 | .345 | .259 | .489 | 1    | .645 | .540 | .542 | .552 | .398 | .204 | .263 | .374 | .700  |
| Sig. (2-tailed)        | .000 | .000 | .009 | .000 |      | .000 | .000 | .000 | .000 | .000 | .041 | .008 | .000 | .000  |
| N                      | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 1000  |
| Q6 Pearson Correlation | .246 | .286 | .336 | .502 | .645 | 1    | .683 | .638 | .755 | .665 | .427 | .512 | .583 | .823  |
| Sig. (2-tailed)        | .014 | .004 | .001 | .000 | .000 |      | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000  |
| N                      | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 1000  |
| Q7 Pearson Correlation | .222 | .249 | .368 | .457 | .540 | .683 | 1    | .797 | .715 | .410 | .277 | .495 | .604 | .763  |
| Sig. (2-tailed)        | .027 | .012 | .000 | .000 | .000 | .000 |      | .000 | .000 | .000 | .005 | .000 | .000 | .000  |
| N                      | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 1000  |

**LAMPIRAN 5. UJI DATA VALIDITAS EWOM**

|                         | Q1   | Q2   | Q3   | Q4   | Q5   | Q6   | Q7   | Q8   | Q9   | Q10  | Q11  | Q12  | Q13  | total |
|-------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|
| Q1 Pearson Correlation  | 1    | .628 | .375 | .446 | .398 | .246 | .222 | .178 | .253 | .183 | .138 | .228 | .265 | .546  |
| Sig. (2-tailed)         |      | .000 | .000 | .000 | .000 | .014 | .027 | .077 | .011 | .068 | .170 | .023 | .008 | .000  |
| N                       | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 1000  |
| Q8 Pearson Correlation  | .178 | .297 | .348 | .459 | .542 | .638 | .797 | 1    | .719 | .379 | .255 | .429 | .671 | .752  |
| Sig. (2-tailed)         | .077 | .003 | .000 | .000 | .000 | .000 | .000 |      | .000 | .000 | .010 | .000 | .000 | .000  |
| N                       | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 1000  |
| Q9 Pearson Correlation  | .253 | .354 | .377 | .473 | .552 | .755 | .715 | .719 | 1    | .585 | .340 | .459 | .574 | .806  |
| Sig. (2-tailed)         | .011 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |      | .000 | .001 | .000 | .000 | .000  |
| N                       | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 1000  |
| Q10 Pearson Correlation | .183 | .216 | .355 | .438 | .398 | .665 | .410 | .379 | .585 | 1    | .597 | .605 | .349 | .698  |
| Sig. (2-tailed)         | .068 | .031 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |      | .000 | .000 | .000 | .000  |
| N                       | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 1000  |

**LAMPIRAN 5. UJI DATA VALIDITAS EWOM**

|                         | Q1   | Q2    | Q3   | Q4   | Q5   | Q6   | Q7   | Q8   | Q9   | Q10  | Q11  | Q12  | Q13  | total |
|-------------------------|------|-------|------|------|------|------|------|------|------|------|------|------|------|-------|
| Q1 Pearson Correlation  | 1    | .628  | .375 | .446 | .398 | .246 | .222 | .178 | .253 | .183 | .138 | .228 | .265 | .546  |
| Sig. (2-tailed)         |      | .000  | .000 | .000 | .000 | .014 | .027 | .077 | .011 | .068 | .170 | .023 | .008 | .000  |
| N                       | 100  | 100   | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 1000  |
| Q11 Pearson Correlation | .138 | -.024 | .218 | .271 | .204 | .427 | .277 | .255 | .340 | .597 | 1    | .555 | .201 | .501  |
| Sig. (2-tailed)         | .170 | .815  | .029 | .006 | .041 | .000 | .005 | .010 | .001 | .000 |      | .000 | .045 | .000  |
| N                       | 100  | 100   | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 1000  |
| Q12 Pearson Correlation | .228 | .127  | .364 | .320 | .263 | .512 | .495 | .429 | .459 | .605 | .555 | 1    | .449 | .653  |
| Sig. (2-tailed)         | .023 | .209  | .000 | .001 | .008 | .000 | .000 | .000 | .000 | .000 | .000 |      | .000 | .000  |
| N                       | 100  | 100   | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 1000  |
| Q13 Pearson Correlation | .265 | .330  | .405 | .376 | .374 | .583 | .604 | .671 | .574 | .349 | .201 | .449 | 1    | .700  |
| Sig. (2-tailed)         | .008 | .001  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .045 | .000 |      | .000  |
| N                       | 100  | 100   | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 1000  |

**LAMPIRAN 5. UJI DATA VALIDITAS EWOM**

|                           | Q1   | Q2   | Q3   | Q4   | Q5   | Q6   | Q7   | Q8   | Q9   | Q10  | Q11  | Q12  | Q13  | total |
|---------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|
| Q1 Pearson Correlation    | 1    | .628 | .375 | .446 | .398 | .246 | .222 | .178 | .253 | .183 | .138 | .228 | .265 | .546  |
| Sig. (2-tailed)           |      | .000 | .000 | .000 | .000 | .014 | .027 | .077 | .011 | .068 | .170 | .023 | .008 | .000  |
| N                         | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 1000  |
| total Pearson Correlation | .546 | .533 | .589 | .688 | .700 | .823 | .763 | .752 | .806 | .698 | .501 | .653 | .700 | .700  |
| Sig. (2-tailed)           | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000  |
| N                         | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 1000  |

**LAMPIRAN 6. HASIL KUISIONER KEPUTUSAN PEMBELIAN**

| Item         | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Q11 | Q12 | Q13 | TOTAL |
|--------------|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-------|
| Responden 1  | 5  | 5  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4   | 5   | 4   | 4   | 52    |
| Responden 2  | 4  | 3  | 3  | 5  | 2  | 3  | 3  | 3  | 3  | 4   | 2   | 4   | 3   | 42    |
| Responden 3  | 4  | 5  | 2  | 4  | 3  | 2  | 4  | 4  | 2  | 2   | 3   | 4   | 3   | 42    |
| Responden 4  | 4  | 5  | 2  | 4  | 2  | 4  | 4  | 4  | 4  | 3   | 3   | 3   | 4   | 46    |
| Responden 5  | 5  | 5  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3   | 3   | 3   | 3   | 46    |
| Responden 6  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 52    |
| Responden 7  | 4  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 3   | 3   | 3   | 51    |
| Responden 8  | 5  | 5  | 1  | 2  | 2  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 39    |
| Responden 9  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3   | 4   | 3   | 4   | 50    |
| Responden 10 | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 65    |

|              |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|--------------|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Responden 11 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 2 | 5 | 56 |
| Responden 12 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 55 |
| Responden 13 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |
| Responden 14 | 5 | 5 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 50 |
| Responden 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| Responden 16 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 52 |
| Responden 17 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 55 |
| Responden 18 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 48 |
| Responden 19 | 4 | 5 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| Responden 20 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 49 |
| Responden 21 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 49 |
| Responden 22 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 58 |
| Responden 23 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| Responden 24 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 58 |
| Responden 25 | 3 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 50 |
| Responden 26 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 2 | 3 | 5 | 53 |
| Responden 27 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 2 | 4 | 5 | 53 |
| Responden 28 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 42 |
| Responden 29 | 4 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 46 |
| Responden 30 | 4 | 3 | 3 | 3 | 1 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 3 | 46 |

|              |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|--------------|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Responden 31 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 61 |
| Responden 32 | 4 | 3 | 3 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 44 |
| Responden 33 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 53 |
| Responden 34 | 4 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 46 |
| Responden 35 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 47 |
| Responden 36 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 42 |
| Responden 37 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 39 |
| Responden 38 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 53 |
| Responden 39 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 54 |
| Responden 40 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 57 |
| Responden 41 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| Responden 42 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Responden 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| Responden 44 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 47 |
| Responden 45 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 56 |
| Responden 46 | 4 | 4 | 2 | 4 | 2 | 2 | 4 | 2 | 4 | 2 | 4 | 4 | 2 | 40 |
| Responden 47 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 61 |
| Responden 48 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 61 |
| Responden 49 | 4 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 46 |
| Responden 50 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 61 |

|              |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|--------------|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Responden 51 | 4 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 46 |
| Responden 52 | 4 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 46 |
| Responden 53 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 53 |
| Responden 54 | 5 | 5 | 5 | 5 | 2 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 3 | 56 |
| Responden 55 | 2 | 5 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 45 |
| Responden 56 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 39 |
| Responden 57 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 5 | 50 |
| Responden 58 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 60 |
| Responden 59 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 52 |
| Responden 60 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 64 |
| Responden 61 | 5 | 4 | 1 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 45 |
| Responden 62 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| Responden 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| Responden 64 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 5 | 50 |
| Responden 65 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 54 |
| Responden 66 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 49 |
| Responden 67 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 2 | 4 | 5 | 53 |
| Responden 68 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 63 |
| Responden 69 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 52 |
| Responden 70 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 54 |



|              |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|--------------|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Responden 71 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 53 |
| Responden 72 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 13 |
| Responden 73 | 5 | 5 | 2 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 1 | 44 |
| Responden 74 | 4 | 4 | 4 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 43 |
| Responden 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 50 |
| Responden 76 | 2 | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 56 |
| Responden 77 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 52 |
| Responden 78 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 51 |
| Responden 79 | 5 | 5 | 3 | 4 | 5 | 3 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 49 |
| Responden 80 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 44 |
| Responden 81 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 63 |
| Responden 82 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 5 | 54 |
| Responden 83 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 55 |
| Responden 84 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 2 | 5 | 5 | 59 |
| Responden 85 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 42 |
| Responden 86 | 3 | 4 | 4 | 4 | 2 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 50 |
| Responden 87 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 54 |
| Responden 88 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |
| Responden 89 | 3 | 5 | 3 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 49 |
| Responden 90 | 3 | 5 | 3 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 49 |

|               |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|---------------|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Responden 91  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| Responden 92  | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 42 |
| Responden 93  | 3 | 3 | 3 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 3 | 51 |
| Responden 94  | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 5 | 50 |
| Responden 95  | 1 | 1 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| Responden 96  | 1 | 1 | 1 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 43 |
| Responden 97  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 52 |
| Responden 98  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 39 |
| Responden 99  | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 54 |
| Responden 100 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 50 |

total            413   415   360   415   348   390   403   393   388   376   379   376   387

## LAMPIRAN 7. HASIL KUISIONER DATA *EWOM*

| Item         | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | TOTAL |
|--------------|----|----|----|----|----|----|----|----|-------|
| Responden 1  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 26    |
| Responden 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 17    |
| Responden 3  | 4  | 4  | 3  | 2  | 4  | 5  | 5  | 3  | 30    |
| Responden 4  | 2  | 2  | 2  | 4  | 4  | 4  | 3  | 3  | 24    |
| Responden 5  | 4  | 4  | 3  | 2  | 3  | 3  | 3  | 4  | 26    |
| Responden 6  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 32    |
| Responden 7  | 5  | 4  | 3  | 4  | 4  | 5  | 4  | 4  | 33    |
| Responden 8  | 2  | 2  | 2  | 4  | 5  | 3  | 4  | 3  | 25    |
| Responden 9  | 4  | 4  | 2  | 4  | 4  | 4  | 4  | 4  | 30    |
| Responden 10 | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40    |
| Responden 11 | 4  | 3  | 4  | 4  | 3  | 4  | 5  | 4  | 31    |
| Responden 12 | 5  | 5  | 4  | 3  | 3  | 3  | 5  | 5  | 33    |
| Responden 13 | 5  | 5  | 3  | 4  | 5  | 5  | 5  | 5  | 37    |
| Responden 14 | 4  | 3  | 3  | 3  | 4  | 4  | 5  | 4  | 30    |
| Responden 15 | 4  | 4  | 2  | 2  | 4  | 2  | 4  | 4  | 26    |
| Responden 16 | 4  | 5  | 4  | 3  | 4  | 3  | 4  | 4  | 31    |
| Responden 17 | 4  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 33    |
| Responden 18 | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 26    |
| Responden 19 | 2  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 28    |
| Responden 20 | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 31    |
| Responden 21 | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 31    |
| Responden 22 | 4  | 4  | 2  | 4  | 5  | 4  | 5  | 4  | 32    |
| Responden 23 | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 31    |
| Responden 24 | 4  | 4  | 2  | 4  | 5  | 4  | 5  | 4  | 32    |
| Responden 25 | 2  | 5  | 4  | 2  | 4  | 4  | 3  | 4  | 28    |
| Responden 26 | 5  | 5  | 5  | 3  | 4  | 3  | 4  | 3  | 32    |
| Responden 27 | 4  | 2  | 3  | 4  | 4  | 3  | 4  | 4  | 28    |
| Responden 28 | 2  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 20    |
| Responden 29 | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 30    |

|              |   |   |   |   |   |   |   |   |    |
|--------------|---|---|---|---|---|---|---|---|----|
| Responden 30 | 4 | 2 | 1 | 2 | 5 | 2 | 3 | 3 | 22 |
| Responden 31 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 36 |
| Responden 32 | 4 | 4 | 2 | 2 | 2 | 3 | 4 | 4 | 25 |
| Responden 33 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 29 |
| Responden 34 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 30 |
| Responden 35 | 3 | 4 | 2 | 2 | 3 | 3 | 4 | 4 | 25 |
| Responden 36 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 20 |
| Responden 37 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| Responden 38 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 29 |
| Responden 39 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 33 |
| Responden 40 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 35 |
| Responden 41 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 29 |
| Responden 42 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 29 |
| Responden 43 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 29 |
| Responden 44 | 2 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 28 |
| Responden 45 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 28 |
| Responden 46 | 2 | 1 | 2 | 4 | 4 | 4 | 2 | 2 | 21 |
| Responden 47 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 35 |
| Responden 48 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 34 |
| Responden 49 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 30 |
| Responden 50 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 35 |
| Responden 51 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 30 |
| Responden 52 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 30 |
| Responden 53 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 31 |
| Responden 54 | 3 | 5 | 5 | 5 | 4 | 5 | 2 | 3 | 32 |
| Responden 55 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 29 |
| Responden 56 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 29 |
| Responden 57 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| Responden 58 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| Responden 59 | 3 | 4 | 5 | 4 | 4 | 2 | 4 | 3 | 29 |
| Responden 60 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |

|              |   |   |   |   |   |   |   |   |    |
|--------------|---|---|---|---|---|---|---|---|----|
| Responden 61 | 4 | 4 | 5 | 3 | 2 | 4 | 4 | 3 | 29 |
| Responden 62 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 3 | 29 |
| Responden 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Responden 64 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| Responden 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Responden 66 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 4 | 28 |
| Responden 67 | 4 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 28 |
| Responden 68 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |
| Responden 69 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 30 |
| Responden 70 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 36 |
| Responden 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Responden 72 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8  |
| Responden 73 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 36 |
| Responden 74 | 2 | 2 | 2 | 3 | 4 | 2 | 2 | 3 | 20 |
| Responden 75 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 30 |
| Responden 76 | 4 | 3 | 4 | 1 | 2 | 2 | 4 | 4 | 24 |
| Responden 77 | 3 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 32 |
| Responden 78 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 32 |
| Responden 79 | 4 | 5 | 3 | 3 | 3 | 4 | 5 | 4 | 31 |
| Responden 80 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 |
| Responden 81 | 5 | 2 | 5 | 5 | 4 | 4 | 4 | 4 | 33 |
| Responden 82 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 28 |
| Responden 83 | 5 | 5 | 5 | 3 | 3 | 3 | 4 | 3 | 31 |
| Responden 84 | 2 | 5 | 5 | 2 | 5 | 3 | 5 | 3 | 30 |
| Responden 85 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 20 |
| Responden 86 | 3 | 2 | 4 | 3 | 4 | 3 | 3 | 4 | 26 |
| Responden 87 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 10 |
| Responden 88 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 36 |
| Responden 89 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 34 |
| Responden 90 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 34 |
| Responden 91 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |

|               |   |   |   |   |   |   |   |   |    |
|---------------|---|---|---|---|---|---|---|---|----|
| Responden 92  | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 20 |
| Responden 93  | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| Responden 94  | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 32 |
| Responden 95  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| Responden 96  | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 28 |
| Responden 97  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Responden 98  | 5 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 31 |
| Responden 99  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Responden 100 | 3 | 4 | 2 | 3 | 2 | 4 | 3 | 4 | 25 |

## LAMPIRAN 8. DATA RESPONDEN

| <b>NAMA LENGKAP</b>        | <b>JENIS KELAMIN</b> | <b>APAKAH ANDA BERSTATUS ANGGOTA DARI DEMENSION GYM</b> | <b>JIKA IYA, SUDAH BERAPA LAMA ANDA TERDAFTAR SEBAGAI ANGGOTA DARI DIMENSION GYM</b> | <b>JIKA TIDAK TERDAFTAR, APAKAH ANDA SUDAH BERKUNJUNG/MENGGUNAKAN FASILITAS DARI DIMENSION GYM</b> |
|----------------------------|----------------------|---|--|--|
| Videllia vio               | WANITA               | TIDAK   |  | YA, PERNAH   |
| Zita vangelisca            | WANITA               | TIDAK   | Tidak ada  | BELUM PERNAH   |
| Milli Jeffar               | WANITA               | YA  | 4 bulan  | YA, PERNAH   |
| Nicko Andrean              | PRIA                 | YA  | 2 tahun  |  |
| sandry purwanto            | WANITA               | TIDAK   |  | BELUM PERNAH   |
| Yurri wagiu                | PRIA                 | TIDAK   |  | BELUM PERNAH   |
| adi                        | PRIA                 | YA  | 3 bulan  | YA, PERNAH   |
| Dimas pramaditya           | PRIA                 | TIDAK   |  | YA, PERNAH   |
| Yohana Tyas Kristi Pratiwi | WANITA               | TIDAK   |  | YA, PERNAH   |
| Choirun amala              | PRIA                 | YA  | 3 bulan  | YA, PERNAH   |
| RIZKY DWI PUTRI            | WANITA               | TIDAK   |  | YA, PERNAH   |
| Echa Dennis                | WANITA               | YA  | 2 bulan  | YA, PERNAH   |
| Arya                       | PRIA                 | TIDAK   |  | BELUM PERNAH   |
| Heribertus P               | PRIA                 | TIDAK   |  | YA, PERNAH   |
| Muh. Syafwan               | PRIA                 | YA  | 1 bulan  | YA, PERNAH   |
| riyan                      | PRIA                 | TIDAK   |  | BELUM PERNAH   |
| Fitrah Febri               | PRIA                 | YA  | 1 bulan  | YA, PERNAH   |
| Aima                       | WANITA               | YA  | Beberapa bulan yg lalu   | YA, PERNAH   |
| Salvatore Deo              | PRIA                 | TIDAK   |  | YA, PERNAH   |
| Annissa Widyaningrum       | WANITA               | YA  | 1 bulan  | YA, PERNAH   |

|                                |        |       |                                 |              |
|--------------------------------|--------|-------|---------------------------------|--------------|
| Annissa Widyaningrum           | WANITA | YA    | 1 bulan                         | YA, PERNAH   |
| muhammad yusuf                 | PRIA   | YA    | 5 bulan                         | YA, PERNAH   |
| venny adella                   | WANITA | TIDAK |                                 | YA, PERNAH   |
| Yufi                           | PRIA   | YA    | 5 bulan                         | YA, PERNAH   |
| Eduardo Laiyan                 | PRIA   | YA    | 4 bulan                         |              |
| Agung Wisnu Anggoro            | PRIA   | TIDAK |                                 | YA, PERNAH   |
| Samuel hallatu                 | PRIA   | YA    | Selama 3 bulan                  |              |
| Garry sahetapy                 | PRIA   | TIDAK |                                 | BELUM PERNAH |
| Febri Arizmunandar             | PRIA   | YA    | September-noeember              | YA, PERNAH   |
| Vernaldi Agriansya Dwi Saputra | PRIA   | TIDAK |                                 | BELUM PERNAH |
| Derwin Arland Setiawan         | PRIA   | TIDAK | Belom terdaftar sebagai anggota | YA, PERNAH   |
| Ernanda                        | WANITA | YA    | setaun                          |              |
| Fachrul Affandi                | PRIA   | YA    | 3 bulan                         | YA, PERNAH   |
| Febri Arizmunandar             | PRIA   | YA    | September-noeember              | YA, PERNAH   |
| Jason Pasanova                 | PRIA   | TIDAK | Belum pernah                    | BELUM PERNAH |
| Garry sahetapy                 | PRIA   | TIDAK |                                 | BELUM PERNAH |
| Otniel christiawan             | PRIA   | YA    | 2bln                            | YA, PERNAH   |
| Fachrul Affandi                | PRIA   | YA    | 3 bulan                         | YA, PERNAH   |
| Shaqiel rashauna               | WANITA | TIDAK |                                 | BELUM PERNAH |
| Shally Fathia Rahma            | WANITA | TIDAK |                                 | YA, PERNAH   |
| Silvius Tedy Januardi          | PRIA   | YA    | 2 Bulan                         | YA, PERNAH   |
| Landri Angelii                 | WANITA | YA    | 2 tahun                         | YA, PERNAH   |
| Nadia Mega Vemitania           | WANITA | TIDAK | Belum                           | BELUM PERNAH |
| Vhinka                         | WANITA | TIDAK | Belum anggota                   | BELUM PERNAH |



|                             |        |       |                    |              |
|-----------------------------|--------|-------|--------------------|--------------|
| Pranata Yudha Bakti S       | PRIA   | TIDAK |                    | YA, PERNAH   |
| Faisal Abdullah             | PRIA   | TIDAK |                    | BELUM PERNAH |
| Rosalia Onlyvia Citara Dewi | WANITA | YA    | 2 tahun            |              |
| Julius Ariel Putra          | PRIA   | TIDAK |                    | YA, PERNAH   |
| Rudi                        | PRIA   | YA    | September-noeember | YA, PERNAH   |
| Rosalia Onlyvia Citara Dewi | WANITA | YA    | 2 tahun            |              |
| Febri Arizmunandar          | PRIA   | YA    | September-noeember | YA, PERNAH   |
| Eggie                       | PRIA   | YA    | September-noeember | YA, PERNAH   |
| Amelia Mayang Putri Surya   | WANITA | TIDAK |                    | YA, PERNAH   |
| Elisabeth Winda Alfanisa    | WANITA | TIDAK |                    | BELUM PERNAH |
| Ariyani dwi utami           | WANITA | TIDAK |                    | YA, PERNAH   |
| Faisal harits               | PRIA   | TIDAK |                    | BELUM PERNAH |
| Noor Binang                 | PRIA   | TIDAK |                    | YA, PERNAH   |
| Lia Angelica                | WANITA | YA    | satu tahun         | YA, PERNAH   |
| M A Faris                   | PRIA   | YA    | 1,5tahun           | YA, PERNAH   |
| GOGA GOBI                   | PRIA   | YA    | 7 bulan            |              |
| Dwi Sakti oktavian          | PRIA   | TIDAK |                    | BELUM PERNAH |
| Cendy Cahyo Rahmat          | PRIA   | TIDAK |                    | YA, PERNAH   |
| Irfanny novantoro           | PRIA   | YA    | 6 bulan            | YA, PERNAH   |
| Noor Binang                 | PRIA   | TIDAK |                    | YA, PERNAH   |
| Fenly mumek                 | PRIA   | TIDAK |                    | YA, PERNAH   |
| Candra Suparto              | PRIA   | TIDAK |                    | BELUM PERNAH |
| Samuel hallatu              | PRIA   | YA    | Selama 3 bulan     |              |
| Christian Galuh Hendratama  | PRIA   | YA    | 1 tahun            |              |

|                                |        |       |         |              |
|--------------------------------|--------|-------|---------|--------------|
| abriyantodwiprasetyo           | PRIA   | YA    | 3bulan  | YA, PERNAH   |
| Fathia Nurwasono               | WANITA | YA    | 1 tahun |              |
| Monica Cintya Dewi Kusumastuti | WANITA | TIDAK |         | BELUM PERNAH |
| Aulia Ramadan                  | PRIA   | TIDAK |         | YA, PERNAH   |
| Ghazalah Adyatma W             | PRIA   | TIDAK | -       | BELUM PERNAH |
| Yanuar sulistiyo               | PRIA   | TIDAK |         | YA, PERNAH   |
| Memey                          | WANITA | TIDAK |         | YA, PERNAH   |
| Abel nesta                     | PRIA   | YA    | 6 bulan |              |
| Naufal Muhammad                | PRIA   | YA    | 1 tahun | YA, PERNAH   |
| Mu'min Hilman Hawali           | PRIA   | TIDAK |         | YA, PERNAH   |
| Jordan Yudhistira              | PRIA   | TIDAK |         | YA, PERNAH   |
| Stefanus Andi Dwi Wasono MS    | PRIA   | TIDAK |         | YA, PERNAH   |
| Ridatul miftiyah susanto       | WANITA | YA    | 4bulan  |              |
| Yoga Arif Prasetyo             | PRIA   | TIDAK |         | YA, PERNAH   |
| Nitya Putri Djiwandari         | WANITA | YA    | 8 bulan |              |
| Gheavani R                     | WANITA | TIDAK |         | YA, PERNAH   |
| Garry sahetapy                 | PRIA   | TIDAK |         | BELUM PERNAH |
| I Gede Subandha Dharmasaka     | PRIA   | YA    | 4 bulan |              |
| Darryl Julian                  | PRIA   | TIDAK |         | BELUM PERNAH |
| Arya Galuh Fatahillah          | PRIA   | TIDAK |         | YA, PERNAH   |
| Fabio Matheus Mailangkay       | PRIA   | TIDAK | Belum   | YA, PERNAH   |
| FERDI                          | PRIA   | TIDAK | Belum   | YA, PERNAH   |
| nuzula ramadhan                | PRIA   | TIDAK |         | BELUM PERNAH |
| Garry sahetapy                 | PRIA   | TIDAK |         | BELUM PERNAH |
| Dian Astri                     | WANITA | TIDAK |         | BELUM PERNAH |

|                         |        |       |        |              |
|-------------------------|--------|-------|--------|--------------|
| annisa kurnia           | WANITA | YA    | 3bulan |              |
| Ririn                   | WANITA | TIDAK |        | YA, PERNAH   |
| Nicko Fernando          | PRIA   | TIDAK | Tidak  | BELUM PERNAH |
| Sabdani Anwarja Saragih | PRIA   | TIDAK |        | YA, PERNAH   |
| VENDA                   | PRIA   | TIDAK |        | YA, PERNAH   |
| CHANDRA K               | PRIA   | TIDAK |        | YA, PERNAH   |

## LAMPIRAN 9. UJI MASING-MASING VARIABEL

**Variables Entered/Removed<sup>a</sup>**

| Model | Variables Entered  | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1     | Content (X3),<br>Positive Valence (X2),<br>Intensity (X1) <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: Keputusan Pembelian (Y)

b. All requested variables entered.

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

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 2561,487       | 3  | 853,829     | 30,168 | ,000 <sup>b</sup> |
|       | Residual   | 2717,023       | 96 | 28,302      |        |                   |
|       | Total      | 5278,510       | 99 |             |        |                   |

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Content (X3), Positive Valence (X2), Intensity (X1)

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

| Model | Unstandardized Coefficients |            | Standardized Coefficients | t | Sig. |
|-------|-----------------------------|------------|---------------------------|---|------|
|       | B                           | Std. Error | Beta                      |   |      |
|       |                             |            |                           |   |      |

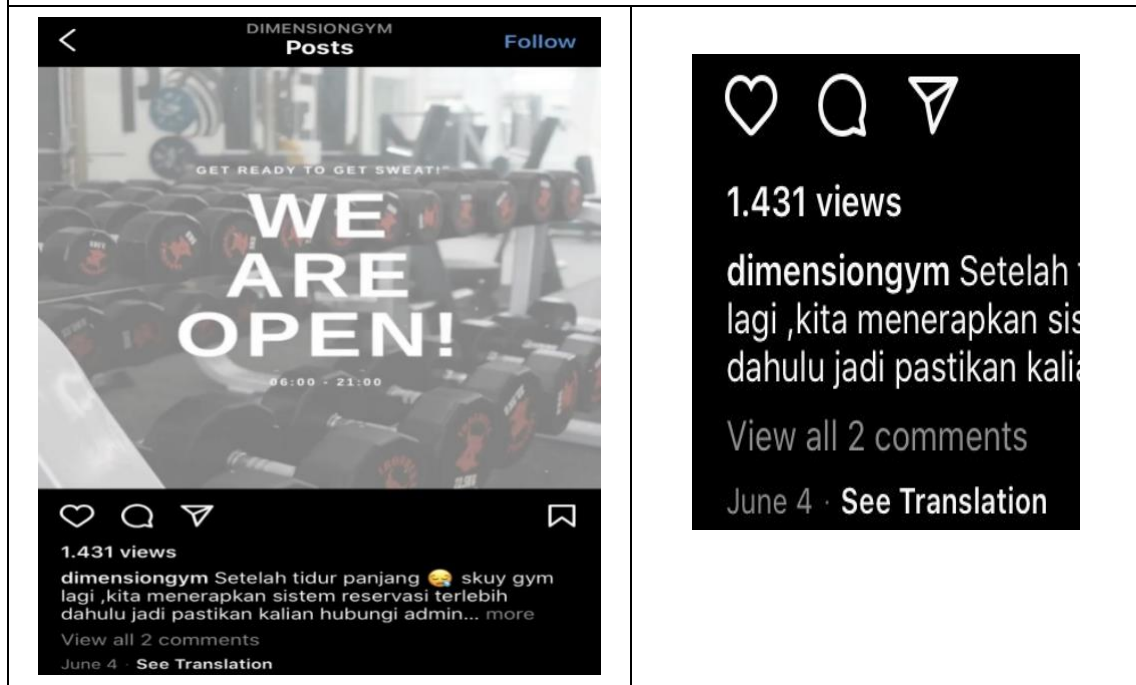
|   |                          |        |       |      |       |      |
|---|--------------------------|--------|-------|------|-------|------|
| 1 | (Constant)               | 21,819 | 3,159 |      | 6,908 | ,000 |
|   | Intensity (X1)           | ,787   | ,294  | ,279 | 2,671 | ,009 |
|   | Positive Valence<br>(X2) | ,575   | ,452  | ,122 | 1,273 | ,206 |
|   | Content (X3)             | 1,411  | ,425  | ,383 | 3,321 | ,001 |

a. Dependent Variable: Keputusan Pembelian (Y)

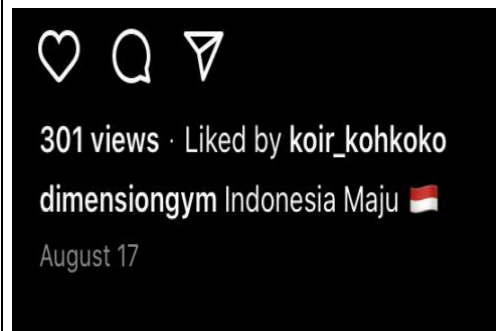
**LAMPIRAN 10. AKTIVITAS DI INSTAGRAM @DIMENSIONGYM**



Pada gambar diatas, diketahui pada unggahan yang dibagikan oleh pihak instagram @dimensiongym pada tanggal 1 September 2020, memiliki jumlah like sebanyak 9 likes dari pengguna lainnya. Dan terdapat 4 aktivitas komentar.



Pada gambar diatas, diketahui pada unggahan video pengumuman yang dibagikan oleh pihak instagram @dimensiongym pada tanggal 4 Juni 2020, memiliki 1.431 viewers (pengguna lain yang menonton dari pengguna lainnya. Dan terdapat 2 aktivitas komentar.



Pada gambar diatas, diketahui pada unggahan video memperingati hari kemedekaan RI yang dibagikan oleh pihak instagram @dimensiongym pada tanggal 17 Agustus 2020, memiliki 301 viewers dari pengguna lainnya. Dan tidak terdapat aktifitas interaksi dikolom komentar.



Gambar diatas merupakan bentuk tampilan instagram @Dimensioingym. Berdasarkan aktivitasnya akun instagram ini tergolong jarang aktif, terlihat dari periode unggahan gambar maupun video yang dibagikan dalam jangka waktu lebih lebih dari 1 bulan untuk melakukan atau berbagi informasi.

**Sumber: hasil observasi pada tanggal 3 Desember 2020.**