BAB V

PENUTUP

5.1. Kesimpulan

Berdasarkan hasil analisis data penelitian ini dapat disimpulkan sebagai berikut:

1. *Brand switching* memediasi sebagian hubungan kausal antara kualitas produk dengan kesediaan untuk melakukan WOM, hal ini menunjukkan bahwa H1 diterima.
2. Kualitas produk berpengaruh secara positif dan signifikan terhadap kesediaan untuk melakukan WOM, hal ini menunjukkan bahwa H1a diterima.
3. Kualitas produk berpengaruh positif dan signifikan terhadap *brand switching*, hal ini menunjukkan bahwa H1b diterima.
4. Kualitas produk dan *brand switching* berpengaruh positif dan signifikan terhadap kesediaan untuk melakukan komunikasi WOM, hal ini menunjukkan bahwa H1c diterima.
5. Karakteristik responden memperkuat (memoderasi) hubungan kausal antara kualitas produk dengan kesediaan pengguna produk untuk melakukan komunikasi WOM, hal ini menunjukkan bahwa H2a diterima.
6. Karakteristik responden tidak memperkuat (memoderasi) hubungan kausal antara kualitas produk dengan *brand switching*, hal ini menunjukkan bahwa H2b ditolak.

7. Karakteristik responden tidak memperkuat (memoderasi) hubungan kausal antara *brand switching* dengan kesediaan untuk melakukan komunikasi WOM, hal ini menunjukkan bahwa H2c ditolak.
8. *Brand switching* tidak memperkuat (memoderasi) hubungan kausal antara kualitas produk dengan kesediaan untuk melakukan komunikasi WOM, hal ini menunjukkan bahwa H2d ditolak.
9. Terdapat perbedaan penilaian derajat kualitas produk, *brand switching*, dan WOM jika ditinjau dari perbedaan karakteristik responden, hal ini menunjukkan bahwa H3 diterima.

5.2. Saran

Peningkatan *word of mouth* dapat dilakukan melalui peningkatan variabel kualitas produk terutama pada indikator fungsional, hasil kerja fungsional dan selanjutnya indikator fitur Blackberry mampu bersaing dengan HP GSM lain sehingga *brand swithcing* untuk menggunakan HP Blackberry semakin tinggi. Pada saat peningkatkannya diharapkan untuk mempertimbangkan jenis kelamin dan pengguna HP.

Reliability

Case Processing Summary

		N	%
Cases	Valid	191	100.0
	Excluded[a]	0	.0
	Total	191	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.935	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Hrg1	7.99	3.037	.905	.887
Hrg2	7.99	2.921	.918	.872
Hrg3	8.38	2.352	.829	.969

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.18	6.035	2.457	3

Reliability

Case Processing Summary

		N	%
Cases	Valid	191	100.0
	Excluded[a]	0	.0
	Total	191	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.936	22

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Prdk4	84.58	126.213	.549	.934
Prdk5	84.66	124.457	.633	.933
Prdk6	84.80	123.784	.640	.933
Prdk7	84.57	125.541	.529	.935
Prdk8	84.72	126.741	.492	.935
Prdk9	84.59	125.412	.625	.933
Prdk10	85.02	126.568	.623	.933
Prdk11	84.97	125.636	.635	.933
Prdk12	85.02	126.321	.597	.933
Prdk13	85.00	125.042	.672	.932
Prdk14	85.09	125.587	.637	.933
Prdk15	85.15	125.747	.652	.932
Prdk16	84.55	127.217	.514	.935
Prdk17	84.69	125.288	.559	.934
Prdk18	84.94	125.838	.598	.933
Prdk19	84.25	128.692	.582	.934
Prdk20	84.31	127.417	.560	.934
Prdk21	84.64	125.937	.629	.933
Prdk22	84.55	123.880	.709	.931
Prdk23	84.75	122.473	.729	.931
Prdk24	84.97	124.652	.709	.932
Prdk25	85.13	126.310	.629	.933

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
88.81	137.504	11.726	22

Reliability

Case Processing Summary

		N	%
Cases	Valid	191	100.0
	Excluded[a]	0	.0
	Total	191	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.893	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BS26	31.61	21.554	.584	.886
BS27	31.47	21.103	.620	.884
BS28	31.37	20.076	.726	.875
BS29	31.10	20.621	.690	.878
BS30	30.94	20.434	.680	.879
BS31	31.01	20.547	.586	.887
BS32	31.44	20.816	.702	.877
BS33	31.24	20.226	.705	.877
BS34	31.32	21.503	.581	.886

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
35.19	25.933	5.092	9

Reliability

Case Processing Summary

		N	%
Cases	Valid	191	100.0
	Excluded[a]	0	.0
	Total	191	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.888	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
WOM35	7.81	2.010	.781	.841
WOM36	7.76	2.057	.789	.835
WOM37	7.72	2.023	.774	.848

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.64	4.325	2.080	3

Frequencies

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	74	38.7	38.7	38.7
	Perempuan	117	61.3	61.3	100.0
	Total	191	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 18 tahun	17	8.9	8.9	8.9
	18 - 40 tahun	169	88.5	88.5	97.4
	> 40 tahun	5	2.6	2.6	100.0
	Total	191	100.0	100.0	

Durasi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6 bulan	52	27.2	27.2	27.2
	12 bulan	86	45.0	45.0	72.3
	18 bulan	49	25.7	25.7	97.9
	24 bulan	4	2.1	2.1	100.0
	Total	191	100.0	100.0	

Rata-rata biaya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp. 100.000,00	64	33.5	33.5	33.5
	Rp. 100.000,00 - Rp. 150.000,00	98	51.3	51.3	84.8
	Rp. 150.000,00 - Rp. 200.000,00	29	15.2	15.2	100.0
	Total	191	100.0	100.0	

Merek HP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nokia	95	49.7	49.7	49.7
	Sony Erickson	29	15.2	15.2	64.9
	Siemens	46	24.1	24.1	89.0
	Samsung	21	11.0	11.0	100.0
	Total	191	100.0	100.0	

Tipe HP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Blackberry gemini	59	30.9	30.9	30.9
	Blackberry javelin	64	33.5	33.5	64.4
	Blackberry bold	10	5.2	5.2	69.6
	Blackberry onyx	31	16.2	16.2	85.9
	Blackberry torc	27	14.1	14.1	100.0
	Total	191	100.0	100.0	

Kepentingan Desain

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak penting	1	.5	.5	.5
	Cukup penting	67	35.1	35.1	35.6
	Penting	108	56.5	56.5	92.1
	Sangat penting	15	7.9	7.9	100.0
	Total	191	100.0	100.0	

Kepentingan Warna

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cukup penting	59	30.9	30.9	30.9
	Penting	87	45.5	45.5	76.4
	Sangat penting	45	23.6	23.6	100.0
	Total	191	100.0	100.0	

Yang Mendorong

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Iseng-iseng	2	1.0	1.0	1.0
	Kelompok	55	28.8	28.8	29.8
	Jati diri	124	64.9	64.9	94.8
	Accesoris	10	5.2	5.2	100.0
	Total	191	100.0	100.0	

Saran

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Anggota keluarga	14	7.3	7.3	7.3
	Teman	77	40.3	40.3	47.6
	Inisiatif sendiri	58	30.4	30.4	78.0
	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	42	22.0	22.0	100.0
	Total	191	100.0	100.0	

Jenis Kelamin * Usia

Crosstab

Count

		Usia			
		< 18 tahun	18 - 40 tahun	> 40 tahun	Total
Jenis Kelamin	Laki-laki	5	68	1	74
	Perempuan	12	101	4	117
Total		17	169	5	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.523[a]	2	.467
Likelihood Ratio	1.619	2	.445
Linear-by-Linear Association	.083	1	.773
N of Valid Cases	191		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.94.

Jenis Kelamin * Durasi

Crosstab

Count

		Durasi				
		6 bulan	12 bulan	18 bulan	24 bulan	Total
Jenis Kelamin	Laki-laki	21	34	18	1	74
	Perempuan	31	52	31	3	117
Total		52	86	49	4	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.483[a]	3	.923
Likelihood Ratio	.504	3	.918
Linear-by-Linear Association	.309	1	.578
N of Valid Cases	191		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.55.

Jenis Kelamin * Rata-rata biaya

Crosstab

Count

		Rata-rata biaya			
		< Rp. 100.000,00	Rp. 100.000,00 - Rp. 150.000,00	Rp. 150.000,00 - Rp. 200.000,00	Total
Jenis Kelamin	Laki-laki	21	40	13	74
	Perempuan	43	58	16	117
Total		64	98	29	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.578[a]	2	.454
Likelihood Ratio	1.591	2	.451
Linear-by-Linear Association	1.497	1	.221
N of Valid Cases	191		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.24.

Jenis Kelamin * Merek HP

Crosstab

Count

		Merek HP				
		Nokia	Sony Erickson	Siemens	Samsung	Total
Jenis Kelamin	Laki-laki	43	11	12	8	74
	Perempuan	52	18	34	13	117
Total		95	29	46	21	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.818[a]	3	.186
Likelihood Ratio	4.963	3	.175
Linear-by-Linear Association	2.816	1	.093
N of Valid Cases	191		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.14.

Jenis Kelamin * Tipe HP

Crosstab

Count

		Tipe HP			
		Blackberry gemini	Blackberry javelin	Blackberry bold	Blackberry onyx
Jenis Kelamin	Laki-laki	15	26	4	11
	Perempuan	44	38	6	20
Total		59	64	10	31

Crosstab

Count

		Tipe HP	
		Blackberry torc	Total
Jenis Kelamin	Laki-laki	18	74
	Perempuan	9	117
Total		27	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.522[a]	4	.009
Likelihood Ratio	13.503	4	.009
Linear-by-Linear Association	8.785	1	.003
N of Valid Cases	191		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.87.

Jenis Kelamin * Kepentingan Desain

Crosstab

Count

		Kepentingan Desain				
		Tidak penting	Cukup penting	Penting	Sangat penting	Total
Jenis Kelamin	Laki-laki	0	32	36	6	74
	Perempuan	1	35	72	9	117
Total		1	67	108	15	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.270[a]	3	.234
Likelihood Ratio	4.593	3	.204
Linear-by-Linear Association	1.528	1	.216
N of Valid Cases	191		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .39.

Jenis Kelamin * Kepentingan Warna

Crosstab

Count

		Kepentingan Warna			
		Cukup penting	Penting	Sangat penting	Total
Jenis Kelamin	Laki-laki	28	42	4	74
	Perempuan	31	45	41	117
Total		59	87	45	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.119[a]	2	.000
Likelihood Ratio	25.879	2	.000
Linear-by-Linear Association	14.046	1	.000
N of Valid Cases	191		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.43.

Jenis Kelamin * Yang Mendorong

Crosstab

Count

		Yang Mendorong				
		Iseng-iseng	Kelompok	Jati diri	Accesoris	Total
Jenis Kelamin	Laki-laki	2	30	42	0	74
	Perempuan	0	25	82	10	117
Total		2	55	124	10	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.514[a]	3	.001
Likelihood Ratio	20.463	3	.000
Linear-by-Linear Association	15.639	1	.000
N of Valid Cases	191		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .77.

Jenis Kelamin * Saran

Crosstab

Count

		Saran				
		Anggota keluarga	Teman	Inisiatif sendiri	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	Total
Jenis Kelamin	Laki-laki	5	37	18	14	74
	Perempuan	9	40	40	28	117
Total		14	77	58	42	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.836[a]	3	.184
Likelihood Ratio	4.826	3	.185
Linear-by-Linear Association	2.006	1	.157
N of Valid Cases	191		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.42.

Usia * Durasi

Crosstab

Count

		Durasi				
		6 bulan	12 bulan	18 bulan	24 bulan	Total
Usia	< 18 tahun	15	2	0	0	17
	18 - 40 tahun	37	84	45	3	169
	> 40 tahun	0	0	4	1	5
Total		52	86	49	4	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	51.891[a]	6	.000
Likelihood Ratio	46.354	6	.000
Linear-by-Linear Association	34.762	1	.000
N of Valid Cases	191		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .10.

Usia * Rata-rata biaya

Crosstab

Count

		Rata-rata biaya			
		< Rp. 100.000,00	Rp. 100.000,00 - Rp. 150.000,00	Rp. 150.000,00 - Rp. 200.000,00	Total
Usia	< 18 tahun	10	6	1	17
	18 - 40 tahun	53	90	26	169
	> 40 tahun	1	2	2	5
Total		64	98	29	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.857[a]	4	.097
Likelihood Ratio	7.081	4	.132
Linear-by-Linear Association	6.285	1	.012
N of Valid Cases	191		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is .76.

Usia * Merek HP

Crosstab

Count

		Merek HP				
		Nokia	Sony Erickson	Siemens	Samsung	Total
Usia	< 18 tahun	10	3	3	1	17
	18 - 40 tahun	81	25	43	20	169
	> 40 tahun	4	1	0	0	5
Total		95	29	46	21	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.164[a]	6	.655
Likelihood Ratio	5.857	6	.439
Linear-by-Linear Association	.012	1	.911
N of Valid Cases	191		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .55.

Usia * Tipe HP

Crosstab

Count

		Tipe HP			
		Blackberry gemini	Blackberry javelin	Blackberry bold	Blackberry onyx
Usia	< 18 tahun	7	6	1	0
	18 - 40 tahun	50	57	9	30
	> 40 tahun	2	1	0	1
Total		59	64	10	31

Crosstab

Count

		Tipe HP	
		Blackberry torc	Total
Usia	< 18 tahun	3	17
	18 - 40 tahun	23	169
	> 40 tahun	1	5
Total		27	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.725[a]	8	.786
Likelihood Ratio	7.691	8	.464
Linear-by-Linear Association	.800	1	.371
N of Valid Cases	191		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .26.

Usia * Kepentingan Desain

Crosstab

Count

		Kepentingan Desain				
		Tidak penting	Cukup penting	Penting	Sangat penting	Total
Usia	< 18 tahun	0	2	12	3	17
	18 - 40 tahun	1	63	93	12	169
	> 40 tahun	0	2	3	0	5
Total		1	67	108	15	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.295[a]	6	.391
Likelihood Ratio	7.131	6	.309
Linear-by-Linear Association	5.167	1	.023
N of Valid Cases	191		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .03.

Usia * Kepentingan Warna

Crosstab

Count

		Kepentingan Warna			
		Cukup penting	Penting	Sangat penting	Total
Usia	< 18 tahun	4	10	3	17
	18 - 40 tahun	55	74	40	169
	> 40 tahun	0	3	2	5
Total		59	87	45	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.821[a]	4	.431
Likelihood Ratio	5.239	4	.264
Linear-by-Linear Association	.390	1	.532
N of Valid Cases	191		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.18.

Usia * Yang Mendorong

Crosstab

Count

		Yang Mendorong				
		Iseng-iseng	Kelompok	Jati diri	Accesoris	Total
Usia	< 18 tahun	0	6	8	3	17
	18 - 40 tahun	2	47	114	6	169
	> 40 tahun	0	2	2	1	5
Total		2	55	124	10	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.266[a]	6	.114
Likelihood Ratio	7.928	6	.243
Linear-by-Linear Association	.172	1	.678
N of Valid Cases	191		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .05.

Usia * Saran

Crosstab

Count

		Saran				
		Anggota keluarga	Teman	Inisiatif sendiri	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	Total
Usia	< 18 tahun	1	7	6	3	17
	18 - 40 tahun	12	69	50	38	169
	> 40 tahun	1	1	2	1	5
Total		14	77	58	42	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.178[a]	6	.903
Likelihood Ratio	1.935	6	.926
Linear-by-Linear Association	.000	1	.992
N of Valid Cases	191		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .37.

Durasi * Rata-rata biaya

Crosstab

Count

		Rata-rata biaya			
		< Rp. 100.000,00	Rp. 100.000,00 - Rp. 150.000,00	Rp. 150.000,00 - Rp. 200.000,00	Total
Durasi	6 bulan	21	27	4	52
	12 bulan	25	48	13	86
	18 bulan	15	22	12	49
	24 bulan	3	1	0	4
Total		64	98	29	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.018[a]	6	.124
Likelihood Ratio	10.189	6	.117
Linear-by-Linear Association	1.493	1	.222
N of Valid Cases	191		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is .61.

Durasi * Merek HP

Crosstab

Count

		Merek HP				
		Nokia	Sony Erickson	Siemens	Samsung	Total
Durasi	6 bulan	26	9	12	5	52
	12 bulan	41	11	22	12	86
	18 bulan	27	7	11	4	49
	24 bulan	1	2	1	0	4
Total		95	29	46	21	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.278[a]	9	.712
Likelihood Ratio	5.606	9	.779
Linear-by-Linear Association	.105	1	.745
N of Valid Cases	191		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is .44.

Durasi * Tipe HP

Crosstab

Count

		Tipe HP					
		Blackberry gemini	Blackberry javelin	Blackberry bold	Blackberry onyx	Blackberry torc	Total
Durasi	6 bulan	15	19	3	6	9	52
	12 bulan	23	31	4	18	10	86
	18 bulan	21	13	3	5	7	49
	24 bulan	0	1	0	2	1	4
Total		59	64	10	31	27	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.400[a]	12	.414
Likelihood Ratio	12.750	12	.387
Linear-by-Linear Association	.025	1	.874
N of Valid Cases	191		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .21.

Durasi * Kepentingan Desain

Crosstab

Count

		Kepentingan Desain				
		Tidak penting	Cukup penting	Penting	Sangat penting	Total
Durasi	6 bulan	0	13	31	8	52
	12 bulan	0	25	58	3	86
	18 bulan	0	27	18	4	49
	24 bulan	1	2	1	0	4
Total		1	67	108	15	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	67.155[a]	9	.000
Likelihood Ratio	28.097	9	.001
Linear-by-Linear Association	13.894	1	.000
N of Valid Cases	191		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .02.

Durasi * Kepentingan Warna

Crosstab

Count

		Kepentingan Warna			
		Cukup penting	Penting	Sangat penting	Total
Durasi	6 bulan	17	27	8	52
	12 bulan	31	37	18	86
	18 bulan	11	22	16	49
	24 bulan	0	1	3	4
Total		59	87	45	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.060[a]	6	.061
Likelihood Ratio	11.804	6	.066
Linear-by-Linear Association	6.549	1	.010
N of Valid Cases	191		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is .94.

Durasi * Yang Mendorong

Crosstab

Count

		Yang Mendorong				
		Iseng-iseng	Kelompok	Jati diri	Accesoris	Total
Durasi	6 bulan	2	18	29	3	52
	12 bulan	0	19	64	3	86
	18 bulan	0	16	31	2	49
	24 bulan	0	2	0	2	4
Total		2	55	124	10	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.624[a]	9	.001
Likelihood Ratio	21.228	9	.012
Linear-by-Linear Association	1.062	1	.303
N of Valid Cases	191		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .04.

Durasi * Saran

Crosstab

Count

		Saran				
		Anggota keluarga	Teman	Inisiatif sendiri	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	Total
Durasi	6 bulan	4	24	14	10	52
	12 bulan	7	29	29	21	86
	18 bulan	3	22	14	10	49
	24 bulan	0	2	1	1	4
Total		14	77	58	42	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.287[a]	9	.952
Likelihood Ratio	3.604	9	.935
Linear-by-Linear Association	.140	1	.708
N of Valid Cases	191		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is .29.

Rata-rata biaya * Merek HP

Crosstab

Count

		Merek HP				
		Nokia	Sony Erickson	Siemens	Samsung	Total
Rata-rata biaya	< Rp. 100.000,00	27	12	19	6	64
	Rp. 100.000,00 - Rp. 150.000,00	56	14	18	10	98
	Rp. 150.000,00 - Rp. 200.000,00	12	3	9	5	29
Total		95	29	46	21	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.240[a]	6	.299
Likelihood Ratio	7.145	6	.308
Linear-by-Linear Association	.029	1	.865
N of Valid Cases	191		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 3.19.

Rata-rata biaya * Tipe HP

Crosstab

Count

		Tipe HP			
		Blackberry gemini	Blackberry javelin	Blackberry bold	Blackberry onyx
Rata-rata biaya	< Rp. 100.000,00	21	29	4	6
	Rp. 100.000,00 - Rp. 150.000,00	32	28	4	17
	Rp. 150.000,00 - Rp. 200.000,00	6	7	2	8
Total		59	64	10	31

Crosstab

Count

		Tipe HP	
		Blackberry torc	Total
Rata-rata biaya	< Rp. 100.000,00	4	64
	Rp. 100.000,00 - Rp. 150.000,00	17	98
	Rp. 150.000,00 - Rp. 200.000,00	6	29
Total		27	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.458[a]	8	.071
Likelihood Ratio	14.957	8	.060
Linear-by-Linear Association	9.110	1	.003
N of Valid Cases	191		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 1.52.

Rata-rata biaya * Kepentingan Desain

Crosstab

Count

		Kepentingan Desain				
		Tidak penting	Cukup penting	Penting	Sangat penting	Total
Rata-rata biaya	< Rp. 100.000,00	1	18	40	5	64
	Rp. 100.000,00 - Rp. 150.000,00	0	35	53	10	98
	Rp. 150.000,00 - Rp. 200.000,00	0	14	15	0	29
Total		1	67	108	15	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.911[a]	6	.245
Likelihood Ratio	10.234	6	.115
Linear-by-Linear Association	2.455	1	.117
N of Valid Cases	191		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .15.

Rata-rata biaya * Kepentingan Warna

Crosstab

Count

		Kepentingan Warna			
		Cukup penting	Penting	Sangat penting	Total
Rata-rata biaya	< Rp. 100.000,00	18	26	20	64
	Rp. 100.000,00 - Rp. 150.000,00	34	44	20	98
	Rp. 150.000,00 - Rp. 200.000,00	7	17	5	29
Total		59	87	45	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.994[a]	4	.288
Likelihood Ratio	4.858	4	.302
Linear-by-Linear Association	.919	1	.338
N of Valid Cases	191		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.83.

Rata-rata biaya * Yang Mendorong

Crosstab

Count

		Yang Mendorong				
		Iseng-iseng	Kelompok	Jati diri	Accesoris	Total
Rata-rata biaya	< Rp. 100.000,00	0	19	39	6	64
	Rp. 100.000,00 - Rp. 150.000,00	0	27	67	4	98
	Rp. 150.000,00 - Rp. 200.000,00	2	9	18	0	29
Total		2	55	124	10	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.527[a]	6	.017
Likelihood Ratio	13.032	6	.043
Linear-by-Linear Association	2.928	1	.087
N of Valid Cases	191		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .30.

Rata-rata biaya * Saran

Crosstab

Count

		Saran				
		Anggota keluarga	Teman	Inisiatif sendiri	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	Total
Rata-rata biaya	< Rp. 100.000,00	6	24	15	19	64
	Rp. 100.000,00 - Rp. 150.000,00	7	33	38	20	98
	Rp. 150.000,00 - Rp. 200.000,00	1	20	5	3	29
Total		14	77	58	42	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.632[a]	6	.011
Likelihood Ratio	16.251	6	.012
Linear-by-Linear Association	2.610	1	.106
N of Valid Cases	191		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 2.13.

Merek HP * Tipe HP

Crosstab

Count

		Tipe HP			
		Blackberry gemini	Blackberry javelin	Blackberry bold	Blackberry onyx
Merek HP	Nokia	28	36	4	12
	Sony Erickson	10	9	1	6
	Siemens	16	11	3	10
	Samsung	5	8	2	3
Total		59	64	10	31

Crosstab

Count

		Tipe HP	
		Blackberry torc	Total
Merek HP	Nokia	15	95
	Sony Erickson	3	29
	Siemens	6	46
	Samsung	3	21
Total		27	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.534[a]	12	.887
Likelihood Ratio	6.527	12	.887
Linear-by-Linear Association	.120	1	.729
N of Valid Cases	191		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is 1.10.

Merek HP * Kepentingan Desain

Crosstab

Count

		Kepentingan Desain				
		Tidak penting	Cukup penting	Penting	Sangat penting	Total
Merek HP	Nokia	0	31	57	7	95
	Sony Erickson	0	14	15	0	29
	Siemens	1	13	27	5	46
	Samsung	0	9	9	3	21
Total		1	67	108	15	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.724[a]	9	.295
Likelihood Ratio	12.356	9	.194
Linear-by-Linear Association	.000	1	.998
N of Valid Cases	191		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .11.

Merek HP * Kepentingan Warna

Crosstab

Count

		Kepentingan Warna			
		Cukup penting	Penting	Sangat penting	Total
Merek HP	Nokia	33	45	17	95
	Sony Erickson	9	13	7	29
	Siemens	10	18	18	46
	Samsung	7	11	3	21
Total		59	87	45	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.245[a]	6	.160
Likelihood Ratio	8.833	6	.183
Linear-by-Linear Association	1.969	1	.161
N of Valid Cases	191		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.95.

Merek HP * Yang Mendorong

Crosstab

Count

		Yang Mendorong				
		Iseng-iseng	Kelompok	Jati diri	Accesoris	Total
Merek HP	Nokia	2	27	60	6	95
	Sony Erickson	0	11	15	3	29
	Siemens	0	13	32	1	46
	Samsung	0	4	17	0	21
Total		2	55	124	10	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.952[a]	9	.442
Likelihood Ratio	10.735	9	.294
Linear-by-Linear Association	.144	1	.705
N of Valid Cases	191		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .22.

Merek HP * Saran

Crosstab

Count

		Saran				
		Anggota keluarga	Teman	Inisiatif sendiri	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	Total
Merek HP	Nokia	6	43	26	20	95
	Sony Erickson	4	9	11	5	29
	Siemens	4	16	15	11	46
	Samsung	0	9	6	6	21
Total		14	77	58	42	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.774[a]	9	.661
Likelihood Ratio	7.972	9	.537
Linear-by-Linear Association	1.028	1	.311
N of Valid Cases	191		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 1.54.

Tipe HP * Kepentingan Desain

Crosstab

Count

		Kepentingan Desain				
		Tidak penting	Cukup penting	Penting	Sangat penting	Total
Tipe HP	Blackberry gemini	0	24	33	2	59
	Blackberry javelin	0	20	38	6	64
	Blackberry bold	0	3	7	0	10
	Blackberry onyx	1	11	15	4	31
	Blackberry torc	0	9	15	3	27
Total		1	67	108	15	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.681[a]	12	.556
Likelihood Ratio	10.116	12	.606
Linear-by-Linear Association	.632	1	.427
N of Valid Cases	191		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .05.

Tipe HP * Kepentingan Warna

Crosstab

Count

		Kepentingan Warna			
		Cukup penting	Penting	Sangat penting	Total
Tipe HP	Blackberry gemini	24	24	11	59
	Blackberry javelin	20	28	16	64
	Blackberry bold	6	3	1	10
	Blackberry onyx	5	14	12	31
	Blackberry torc	4	18	5	27
Total		59	87	45	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.302[a]	8	.027
Likelihood Ratio	17.090	8	.029
Linear-by-Linear Association	4.815	1	.028
N of Valid Cases	191		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 2.36.

Tipe HP * Yang Mendorong

Crosstab

Count

		Yang Mendorong				
		Iseng-iseng	Kelompok	Jati diri	Accesoris	Total
Tipe HP	Blackberry gemini	0	14	40	5	59
	Blackberry javelin	1	23	38	2	64
	Blackberry bold	1	1	8	0	10
	Blackberry onyx	0	7	22	2	31
	Blackberry torc	0	10	16	1	27
Total		2	55	124	10	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.477[a]	12	.170
Likelihood Ratio	13.514	12	.333
Linear-by-Linear Association	.382	1	.536
N of Valid Cases	191		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .10.

Tipe HP * Saran

Crosstab

Count

		Saran				
		Anggota keluarga	Teman	Inisiatif sendiri	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	Total
Tipe HP	Blackberry gemini	7	22	18	12	59
	Blackberry javelin	3	28	17	16	64
	Blackberry bold	0	5	4	1	10
	Blackberry onyx	1	10	10	10	31
	Blackberry torc	3	12	9	3	27
Total		14	77	58	42	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.060[a]	12	.611
Likelihood Ratio	11.031	12	.526
Linear-by-Linear Association	.013	1	.910
N of Valid Cases	191		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .73.

Kepentingan Desain * Kepentingan Warna

Crosstab

Count

		Kepentingan Warna			
		Cukup penting	Penting	Sangat penting	Total
Kepentingan Desain	Tidak penting	0	0	1	1
	Cukup penting	24	32	11	67
	Penting	32	49	27	108
	Sangat penting	3	6	6	15
Total		59	87	45	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.844[a]	6	.250
Likelihood Ratio	7.423	6	.284
Linear-by-Linear Association	2.630	1	.105
N of Valid Cases	191		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .24.

Kepentingan Desain * Yang Mendorong

Crosstab

Count

		Yang Mendorong				Total
		Iseng-iseng	Kelompok	Jati diri	Accesoris	
Kepentingan Desain	Tidak penting	0	1	0	0	1
	Cukup penting	2	18	43	4	67
	Penting	0	32	72	4	108
	Sangat penting	0	4	9	2	15
Total		2	55	124	10	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.844[a]	9	.452
Likelihood Ratio	8.827	9	.453
Linear-by-Linear Association	.764	1	.382
N of Valid Cases	191		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .01.

Kepentingan Desain * Saran

Crosstab

Count

		Saran				
		Anggota keluarga	Teman	Inisiatif sendiri	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	Total
Kepentingan Desain	Tidak penting	0	0	0	1	1
	Cukup penting	5	30	16	16	67
	Penting	8	42	37	21	108
	Sangat penting	1	5	5	4	15
Total		14	77	58	42	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.213[a]	9	.718
Likelihood Ratio	5.747	9	.765
Linear-by-Linear Association	.025	1	.875
N of Valid Cases	191		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .07.

Kepentingan Warna * Yang Mendorong

Crosstab

Count

		Yang Mendorong				
		Iseng-iseng	Kelompok	Jati diri	Accesoris	Total
Kepentingan Warna	Cukup penting	1	17	40	1	59
	Penting	1	29	53	4	87
	Sangat penting	0	9	31	5	45
Total		2	55	124	10	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.394[a]	6	.286
Likelihood Ratio	7.726	6	.259
Linear-by-Linear Association	3.308	1	.069
N of Valid Cases	191		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .47.

Kepentingan Warna * Saran

Crosstab

Count

		Saran				
		Anggota keluarga	Teman	Inisiatif sendiri	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	Total
Kepentingan Warna	Cukup penting	3	23	21	12	59
	Penting	6	39	22	20	87
	Sangat penting	5	15	15	10	45
Total		14	77	58	42	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.829[a]	6	.700
Likelihood Ratio	3.791	6	.705
Linear-by-Linear Association	.082	1	.775
N of Valid Cases	191		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 3.30.

Crosstabs

Yang Mendorong * Saran Crosstabulation

Count

		Saran				
		Anggota keluarga	Teman	Inisiatif sendiri	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	Total
Yang Mendorong	Iseng-iseng	0	2	0	0	2
	Kelompok	4	24	16	11	55
	Jati diri	8	45	41	30	124
	Accesoris	2	6	1	1	10
Total		14	77	58	42	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.611[a]	9	.383
Likelihood Ratio	10.108	9	.342
Linear-by-Linear Association	.001	1	.982
N of Valid Cases	191		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .15.

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Harga	191	4.0611	.81885	.05925
Kualitas Produk	191	4.0366	.53301	.03857
Brand Switching	191	3.9098	.56582	.04094
WOM	191	3.8813	.69324	.05016

One-Sample Test

	Test Value = 3.41					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Harga	10.989	190	.000	.65108	.5342	.7680
Kualitas Produk	16.248	190	.000	.62665	.5506	.7027
Brand Switching	12.208	190	.000	.49983	.4191	.5806
WOM	9.396	190	.000	.47133	.3724	.5703

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Harga	191	4.0611	.81885	.05925
Kualitas Produk	191	4.0366	.53301	.03857
Brand Switching	191	3.9098	.56582	.04094
WOM	191	3.8813	.69324	.05016

One-Sample Test

	Test Value = 4.21					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Harga	-2.513	190	.013	-.14892	-.2658	-.0320
Kualitas Produk	-4.495	190	.000	-.17335	-.2494	-.0973
Brand Switching	-7.332	190	.000	-.30017	-.3809	-.2194
WOM	-6.552	190	.000	-.32867	-.4276	-.2297

T-Test

Group Statistics

	Jenis Kelamin	N	Mean	Std. Deviation	Std. Error Mean
Harga	Laki-laki	74	4.2387	.76554	.08899
	Perempuan	117	3.9487	.83461	.07716
Kualitas Produk	Laki-laki	74	4.2033	.50388	.05857
	Perempuan	117	3.9312	.52596	.04862
Brand Switching	Laki-laki	74	4.0706	.54976	.06391
	Perempuan	117	3.8082	.55433	.05125
WOM	Laki-laki	74	4.0676	.74019	.08605
	Perempuan	117	3.7635	.63737	.05893

Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
Harga	Equal variances assumed	.486	.486
	Equal variances not assumed		
Kualitas Produk	Equal variances assumed	.025	.875
	Equal variances not assumed		
Brand Switching	Equal variances assumed	.043	.836
	Equal variances not assumed		
WOM	Equal variances assumed	.818	.367
	Equal variances not assumed		

Independent Samples Test

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
Harga	Equal variances assumed	2.415	189	.017	.29002
	Equal variances not assumed	2.462	165.243	.015	.29002
Kualitas Produk	Equal variances assumed	3.540	189	.001	.27208
	Equal variances not assumed	3.574	160.357	.000	.27208
Brand Switching	Equal variances assumed	3.197	189	.002	.26240
	Equal variances not assumed	3.203	156.376	.002	.26240
WOM	Equal variances assumed	3.015	189	.003	.30403
	Equal variances not assumed	2.915	138.373	.004	.30403

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Harga	Equal variances assumed	.12011	.05310	.52694
	Equal variances not assumed	.11779	.05746	.52258
Kualitas Produk	Equal variances assumed	.07687	.12045	.42371
	Equal variances not assumed	.07613	.12174	.42242
Brand Switching	Equal variances assumed	.08207	.10051	.42430
	Equal variances not assumed	.08192	.10059	.42421
WOM	Equal variances assumed	.10084	.10512	.50295
	Equal variances not assumed	.10429	.09783	.51024

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error
Harga	< 18 tahun	17	4.3725	.63336	.15361
	18 - 40 tahun	169	4.0138	.83203	.06400
	> 40 tahun	5	4.6000	.54772	.24495
	Total	191	4.0611	.81885	.05925
Kualitas Produk	< 18 tahun	17	4.0829	.22107	.05362
	18 - 40 tahun	169	4.0212	.55445	.04265
	> 40 tahun	5	4.4000	.45158	.20195
	Total	191	4.0366	.53301	.03857
Brand Switching	< 18 tahun	17	3.9739	.32520	.07887
	18 - 40 tahun	169	3.8895	.58248	.04481
	> 40 tahun	5	4.3778	.47532	.21257
	Total	191	3.9098	.56582	.04094
WOM	< 18 tahun	17	4.1569	.47313	.11475
	18 - 40 tahun	169	3.8560	.70779	.05445
	> 40 tahun	5	3.8000	.73030	.32660
	Total	191	3.8813	.69324	.05016

Descriptives

		95% Confidence Interval for Mean			
		Lower Bound	Upper Bound	Minimum	Maximum
Harga	< 18 tahun	4.0469	4.6982	3.67	5.00
	18 - 40 tahun	3.8875	4.1402	1.67	5.00
	> 40 tahun	3.9199	5.2801	4.00	5.00
	Total	3.9442	4.1780	1.67	5.00
Kualitas Produk	< 18 tahun	3.9692	4.1966	3.73	4.45
	18 - 40 tahun	3.9370	4.1054	2.36	5.00
	> 40 tahun	3.8393	4.9607	4.05	5.00
	Total	3.9606	4.1127	2.36	5.00
Brand Switching	< 18 tahun	3.8067	4.1411	3.22	4.44
	18 - 40 tahun	3.8011	3.9780	2.22	5.00
	> 40 tahun	3.7876	4.9680	4.00	5.00
	Total	3.8291	3.9906	2.22	5.00
WOM	< 18 tahun	3.9136	4.4001	3.67	5.00
	18 - 40 tahun	3.7485	3.9635	2.00	5.00
	> 40 tahun	2.8932	4.7068	3.00	5.00
	Total	3.7824	3.9803	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Harga	Between Groups	3.479	2	1.740	2.639	.074
	Within Groups	123.919	188	.659		
	Total	127.398	190			
Kualitas Produk	Between Groups	.737	2	.368	1.300	.275
	Within Groups	53.242	188	.283		
	Total	53.979	190			
Brand Switching	Between Groups	1.234	2	.617	1.947	.146
	Within Groups	59.596	188	.317		
	Total	60.830	190			
WOM	Between Groups	1.432	2	.716	1.498	.226
	Within Groups	89.878	188	.478		
	Total	91.310	190			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error
Harga	6 bulan	52	4.2244	.85742	.11890
	12 bulan	86	3.9574	.78847	.08502
	18 bulan	49	4.0544	.81464	.11638
	24 bulan	4	4.2500	.95743	.47871
	Total	191	4.0611	.81885	.05925
Kualitas Produk	6 bulan	52	3.9895	.52799	.07322
	12 bulan	86	4.0312	.57166	.06164
	18 bulan	49	4.0696	.44999	.06428
	24 bulan	4	4.3636	.74505	.37252
	Total	191	4.0366	.53301	.03857
Brand Switching	6 bulan	52	3.8782	.62478	.08664
	12 bulan	86	3.8786	.54769	.05906
	18 bulan	49	3.9728	.51397	.07342
	24 bulan	4	4.2222	.82152	.41076
	Total	191	3.9098	.56582	.04094
WOM	6 bulan	52	3.8462	.75685	.10496
	12 bulan	86	3.9341	.68945	.07435
	18 bulan	49	3.8163	.63121	.09017
	24 bulan	4	4.0000	.81650	.40825
	Total	191	3.8813	.69324	.05016

Descriptives

		95% Confidence Interval for Mean			
		Lower Bound	Upper Bound	Minimum	Maximum
Harga	6 bulan	3.9857	4.4631	1.67	5.00
	12 bulan	3.7883	4.1264	2.33	5.00
	18 bulan	3.8204	4.2884	1.67	5.00
	24 bulan	2.7265	5.7735	3.00	5.00
	Total	3.9442	4.1780	1.67	5.00
Kualitas Produk	6 bulan	3.8425	4.1365	2.36	4.86
	12 bulan	3.9086	4.1537	2.36	5.00
	18 bulan	3.9403	4.1988	2.77	5.00
	24 bulan	3.1781	5.5492	3.41	5.00
	Total	3.9606	4.1127	2.36	5.00
Brand Switching	6 bulan	3.7043	4.0521	2.22	4.89
	12 bulan	3.7611	3.9960	2.22	5.00
	18 bulan	3.8252	4.1204	2.56	5.00
	24 bulan	2.9150	5.5294	3.22	5.00
	Total	3.8291	3.9906	2.22	5.00
WOM	6 bulan	3.6354	4.0569	2.00	5.00
	12 bulan	3.7863	4.0819	2.00	5.00
	18 bulan	3.6350	3.9976	3.00	5.00
	24 bulan	2.7008	5.2992	3.00	5.00
	Total	3.7824	3.9803	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Harga	Between Groups	2.456	3	.819	1.225	.302
	Within Groups	124.942	187	.668		
	Total	127.398	190			
Kualitas Produk	Between Groups	.599	3	.200	.699	.554
	Within Groups	53.380	187	.285		
	Total	53.979	190			
Brand Switching	Between Groups	.721	3	.240	.747	.525
	Within Groups	60.109	187	.321		
	Total	60.830	190			
WOM	Between Groups	.567	3	.189	.390	.761
	Within Groups	90.743	187	.485		
	Total	91.310	190			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error
Harga	< Rp. 100.000,00	64	3.9479	.74705	.09338
	Rp. 100.000,00 - Rp. 150.000,00	98	4.1327	.83418	.08426
	Rp. 150.000,00 - Rp. 200.000,00	29	4.0690	.91452	.16982
	Total	191	4.0611	.81885	.05925
Kualitas Produk	< Rp. 100.000,00	64	3.9247	.52061	.06508
	Rp. 100.000,00 - Rp. 150.000,00	98	4.1034	.49064	.04956
	Rp. 150.000,00 - Rp. 200.000,00	29	4.0580	.66282	.12308
	Total	191	4.0366	.53301	.03857
Brand Switching	< Rp. 100.000,00	64	3.8403	.51162	.06395
	Rp. 100.000,00 - Rp. 150.000,00	98	3.9274	.56388	.05696
	Rp. 150.000,00 - Rp. 200.000,00	29	4.0038	.67878	.12605
	Total	191	3.9098	.56582	.04094
WOM	< Rp. 100.000,00	64	3.7812	.64575	.08072
	Rp. 100.000,00 - Rp. 150.000,00	98	3.9184	.66677	.06735
	Rp. 150.000,00 - Rp. 200.000,00	29	3.9770	.86341	.16033
	Total	191	3.8813	.69324	.05016

Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Harga	< Rp. 100.000,00	3.7613	4.1345	2.67	5.00
	Rp. 100.000,00 - Rp. 150.000,00	3.9654	4.2999	1.67	5.00
	Rp. 150.000,00 - Rp. 200.000,00	3.7211	4.4168	1.67	5.00
	Total	3.9442	4.1780	1.67	5.00
Kualitas Produk	< Rp. 100.000,00	3.7947	4.0548	2.36	5.00
	Rp. 100.000,00 - Rp. 150.000,00	4.0051	4.2018	2.50	5.00
	Rp. 150.000,00 - Rp. 200.000,00	3.8059	4.3101	2.36	5.00
	Total	3.9606	4.1127	2.36	5.00
Brand Switching	< Rp. 100.000,00	3.7125	3.9681	2.22	5.00
	Rp. 100.000,00 - Rp. 150.000,00	3.8144	4.0405	2.22	5.00
	Rp. 150.000,00 - Rp. 200.000,00	3.7456	4.2620	2.22	4.89
	Total	3.8291	3.9906	2.22	5.00
WOM	< Rp. 100.000,00	3.6199	3.9426	2.00	5.00
	Rp. 100.000,00 - Rp. 150.000,00	3.7847	4.0520	2.00	5.00
	Rp. 150.000,00 - Rp. 200.000,00	3.6486	4.3054	2.00	5.00
	Total	3.7824	3.9803	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Harga	Between Groups	1.323	2	.662	.987	.375
	Within Groups	126.075	188	.671		
	Total	127.398	190			
Kualitas Produk	Between Groups	1.252	2	.626	2.232	.110
	Within Groups	52.727	188	.280		
	Total	53.979	190			
Brand Switching	Between Groups	.596	2	.298	.930	.396
	Within Groups	60.234	188	.320		
	Total	60.830	190			
WOM	Between Groups	1.041	2	.520	1.084	.340
	Within Groups	90.269	188	.480		
	Total	91.310	190			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error
Harga	Nokia	95	4.0316	.81079	.08319
	Sony Erickson	29	4.0805	.94556	.17559
	Siemens	46	4.0362	.78009	.11502
	Samsung	21	4.2222	.79115	.17264
	Total	191	4.0611	.81885	.05925
Kualitas Produk	Nokia	95	4.0364	.49437	.05072
	Sony Erickson	29	4.0392	.60980	.11324
	Siemens	46	3.9753	.57366	.08458
	Samsung	21	4.1688	.51207	.11174
	Total	191	4.0366	.53301	.03857
Brand Switching	Nokia	95	3.9146	.53959	.05536
	Sony Erickson	29	3.8889	.62006	.11514
	Siemens	46	3.8478	.56915	.08392
	Samsung	21	4.0529	.61224	.13360
	Total	191	3.9098	.56582	.04094
WOM	Nokia	95	3.8596	.67298	.06905
	Sony Erickson	29	3.9885	.63921	.11870
	Siemens	46	3.8043	.74561	.10993
	Samsung	21	4.0000	.75277	.16427
	Total	191	3.8813	.69324	.05016

Descriptives

		95% Confidence Interval for Mean			
		Lower Bound	Upper Bound	Minimum	Maximum
Harga	Nokia	3.8664	4.1967	1.67	5.00
	Sony Erickson	3.7208	4.4401	1.67	5.00
	Siemens	3.8046	4.2679	2.67	5.00
	Samsung	3.8621	4.5824	2.33	5.00
	Total	3.9442	4.1780	1.67	5.00
Kualitas Produk	Nokia	3.9357	4.1371	2.50	5.00
	Sony Erickson	3.8072	4.2711	2.41	5.00
	Siemens	3.8049	4.1457	2.36	5.00
	Samsung	3.9357	4.4019	3.00	5.00
	Total	3.9606	4.1127	2.36	5.00
Brand Switching	Nokia	3.8047	4.0245	2.22	5.00
	Sony Erickson	3.6530	4.1247	2.56	5.00
	Siemens	3.6788	4.0168	2.22	5.00
	Samsung	3.7742	4.3316	3.00	5.00
	Total	3.8291	3.9906	2.22	5.00
WOM	Nokia	3.7226	3.9967	2.00	5.00
	Sony Erickson	3.7454	4.2316	2.67	5.00
	Siemens	3.5829	4.0258	2.00	5.00
	Samsung	3.6573	4.3427	3.00	5.00
	Total	3.7824	3.9803	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Harga	Between Groups	.667	3	.222	.328	.805
	Within Groups	126.731	187	.678		
	Total	127.398	190			
Kualitas Produk	Between Groups	.540	3	.180	.630	.596
	Within Groups	53.439	187	.286		
	Total	53.979	190			
Brand Switching	Between Groups	.622	3	.207	.644	.588
	Within Groups	60.208	187	.322		
	Total	60.830	190			
WOM	Between Groups	.946	3	.315	.653	.582
	Within Groups	90.364	187	.483		
	Total	91.310	190			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error
Harga	Blackberry gemini	59	3.8475	.77143	.10043
	Blackberry javelin	64	3.8854	.82342	.10293
	Blackberry bold	10	3.3667	.88122	.27867
	Blackberry onyx	31	4.4731	.57590	.10343
	Blackberry torc	27	4.7284	.49818	.09587
	Total	191	4.0611	.81885	.05925
Kualitas Produk	Blackberry gemini	59	3.9260	.42614	.05548
	Blackberry javelin	64	3.8189	.54035	.06754
	Blackberry bold	10	3.8227	.54900	.17361
	Blackberry onyx	31	4.3651	.39039	.07012
	Blackberry torc	27	4.4966	.41582	.08002
	Total	191	4.0366	.53301	.03857
Brand Switching	Blackberry gemini	59	3.7740	.46640	.06072
	Blackberry javelin	64	3.6979	.53065	.06633
	Blackberry bold	10	3.7333	.55481	.17545
	Blackberry onyx	31	4.1685	.47994	.08620
	Blackberry torc	27	4.4774	.47021	.09049
	Total	191	3.9098	.56582	.04094
WOM	Blackberry gemini	59	3.7401	.59393	.07732
	Blackberry javelin	64	3.7031	.70302	.08788
	Blackberry bold	10	3.7333	.87206	.27577
	Blackberry onyx	31	4.1613	.64905	.11657
	Blackberry torc	27	4.3457	.57350	.11037
	Total	191	3.8813	.69324	.05016

Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Harga	Blackberry gemini	3.6464	4.0485	2.33	5.00
	Blackberry javelin	3.6797	4.0911	1.67	5.00
	Blackberry bold	2.7363	3.9971	1.67	5.00
	Blackberry onyx	4.2619	4.6844	3.00	5.00
	Blackberry torc	4.5313	4.9255	3.67	5.00
	Total	3.9442	4.1780	1.67	5.00
Kualitas Produk	Blackberry gemini	3.8150	4.0371	2.36	4.59
	Blackberry javelin	3.6839	3.9539	2.36	4.59
	Blackberry bold	3.4300	4.2155	2.50	4.41
	Blackberry onyx	4.2219	4.5083	3.68	5.00
	Blackberry torc	4.3321	4.6611	3.64	5.00
	Total	3.9606	4.1127	2.36	5.00
Brand Switching	Blackberry gemini	3.6525	3.8956	2.22	4.56
	Blackberry javelin	3.5654	3.8305	2.22	4.78
	Blackberry bold	3.3364	4.1302	2.56	4.78
	Blackberry onyx	3.9924	4.3445	3.11	5.00
	Blackberry torc	4.2914	4.6634	3.56	5.00
	Total	3.8291	3.9906	2.22	5.00
WOM	Blackberry gemini	3.5853	3.8949	2.00	5.00
	Blackberry javelin	3.5275	3.8787	2.00	5.00
	Blackberry bold	3.1095	4.3572	2.00	5.00
	Blackberry onyx	3.9232	4.3994	3.00	5.00
	Blackberry torc	4.1188	4.5725	3.00	5.00
	Total	3.7824	3.9803	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Harga	Between Groups	26.776	4	6.694	12.374	.000
	Within Groups	100.623	186	.541		
	Total	127.398	190			
Kualitas Produk	Between Groups	13.271	4	3.318	15.160	.000
	Within Groups	40.708	186	.219		
	Total	53.979	190			
Brand Switching	Between Groups	15.044	4	3.761	15.279	.000
	Within Groups	45.786	186	.246		
	Total	60.830	190			
WOM	Between Groups	11.680	4	2.920	6.820	.000
	Within Groups	79.631	186	.428		
	Total	91.310	190			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error
Harga	Tidak penting	1	4.0000	.	.
	Cukup penting	67	4.0398	.80512	.09836
	Penting	108	4.0000	.84770	.08157
	Sangat penting	15	4.6000	.45774	.11819
	Total	191	4.0611	.81885	.05925
Kualitas Produk	Tidak penting	1	4.1364	.	.
	Cukup penting	67	4.0739	.55591	.06791
	Penting	108	3.9823	.53922	.05189
	Sangat penting	15	4.2545	.30915	.07982
	Total	191	4.0366	.53301	.03857
Brand Switching	Tidak penting	1	3.8889	.	.
	Cukup penting	67	3.9221	.57930	.07077
	Penting	108	3.8920	.58390	.05619
	Sangat penting	15	3.9852	.38459	.09930
	Total	191	3.9098	.56582	.04094
WOM	Tidak penting	1	4.0000	.	.
	Cukup penting	67	3.8955	.69923	.08542
	Penting	108	3.8611	.71350	.06866
	Sangat penting	15	3.9556	.56155	.14499
	Total	191	3.8813	.69324	.05016

Descriptives

		95% Confidence Interval for Mean			
		Lower Bound	Upper Bound	Minimum	Maximum
Harga	Tidak penting	.	.	4.00	4.00
	Cukup penting	3.8434	4.2362	2.33	5.00
	Penting	3.8383	4.1617	1.67	5.00
	Sangat penting	4.3465	4.8535	3.67	5.00
	Total	3.9442	4.1780	1.67	5.00
Kualitas Produk	Tidak penting	.	.	4.14	4.14
	Cukup penting	3.9384	4.2095	2.36	5.00
	Penting	3.8795	4.0852	2.36	5.00
	Sangat penting	4.0833	4.4257	3.91	5.00
	Total	3.9606	4.1127	2.36	5.00
Brand Switching	Tidak penting	.	.	3.89	3.89
	Cukup penting	3.7808	4.0634	2.22	5.00
	Penting	3.7806	4.0034	2.22	5.00
	Sangat penting	3.7722	4.1982	3.22	5.00
	Total	3.8291	3.9906	2.22	5.00
WOM	Tidak penting	.	.	4.00	4.00
	Cukup penting	3.7250	4.0661	2.00	5.00
	Penting	3.7250	3.9972	2.00	5.00
	Sangat penting	3.6446	4.2665	3.00	5.00
	Total	3.7824	3.9803	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Harga	Between Groups	4.794	3	1.598	2.437	.066
	Within Groups	122.605	187	.656		
	Total	127.398	190			
Kualitas Produk	Between Groups	1.134	3	.378	1.338	.263
	Within Groups	52.845	187	.283		
	Total	53.979	190			
Brand Switching	Between Groups	.130	3	.043	.134	.940
	Within Groups	60.700	187	.325		
	Total	60.830	190			
WOM	Between Groups	.154	3	.051	.106	.957
	Within Groups	91.156	187	.487		
	Total	91.310	190			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error
Harga	Cukup penting	59	3.8927	.83607	.10885
	Penting	87	4.1494	.79201	.08491
	Sangat penting	45	4.1111	.83182	.12400
	Total	191	4.0611	.81885	.05925
Kualitas Produk	Cukup penting	59	3.9484	.52247	.06802
	Penting	87	4.1181	.47494	.05092
	Sangat penting	45	3.9949	.63305	.09437
	Total	191	4.0366	.53301	.03857
Brand Switching	Cukup penting	59	3.8286	.51181	.06663
	Penting	87	3.9847	.53587	.05745
	Sangat penting	45	3.8716	.67418	.10050
	Total	191	3.9098	.56582	.04094
WOM	Cukup penting	59	3.8023	.65249	.08495
	Penting	87	3.9962	.67532	.07240
	Sangat penting	45	3.7630	.75753	.11293
	Total	191	3.8813	.69324	.05016

Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Harga	Cukup penting	3.6748	4.1105	1.67	5.00
	Penting	3.9806	4.3182	1.67	5.00
	Sangat penting	3.8612	4.3610	2.67	5.00
	Total	3.9442	4.1780	1.67	5.00
Kualitas Produk	Cukup penting	3.8122	4.0845	2.45	5.00
	Penting	4.0169	4.2193	2.36	5.00
	Sangat penting	3.8048	4.1851	2.36	5.00
	Total	3.9606	4.1127	2.36	5.00
Brand Switching	Cukup penting	3.6952	3.9620	2.56	5.00
	Penting	3.8705	4.0989	2.22	5.00
	Sangat penting	3.6691	4.0742	2.22	5.00
	Total	3.8291	3.9906	2.22	5.00
WOM	Cukup penting	3.6322	3.9723	2.00	5.00
	Penting	3.8522	4.1401	2.00	5.00
	Sangat penting	3.5354	3.9905	2.00	5.00
	Total	3.7824	3.9803	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Harga	Between Groups	2.465	2	1.233	1.855	.159
	Within Groups	124.933	188	.665		
	Total	127.398	190			
Kualitas Produk	Between Groups	1.115	2	.557	1.982	.141
	Within Groups	52.864	188	.281		
	Total	53.979	190			
Brand Switching	Between Groups	.942	2	.471	1.479	.231
	Within Groups	59.888	188	.319		
	Total	60.830	190			
WOM	Between Groups	2.147	2	1.073	2.263	.107
	Within Groups	89.163	188	.474		
	Total	91.310	190			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error
Harga	Iseng-iseng	2	3.6667	1.41421	1.00000
	Kelompok	55	4.1818	.74485	.10044
	Jati diri	124	4.0134	.85053	.07638
	Accesoris	10	4.0667	.75031	.23727
	Total	191	4.0611	.81885	.05925
Kualitas Produk	Iseng-iseng	2	3.2955	1.12494	.79545
	Kelompok	55	4.0727	.52074	.07022
	Jati diri	124	4.0323	.53616	.04815
	Accesoris	10	4.0409	.41353	.13077
	Total	191	4.0366	.53301	.03857
Brand Switching	Iseng-iseng	2	3.2778	1.02138	.72222
	Kelompok	55	3.9960	.49689	.06700
	Jati diri	124	3.8853	.58742	.05275
	Accesoris	10	3.8667	.54885	.17356
	Total	191	3.9098	.56582	.04094
WOM	Iseng-iseng	2	3.0000	1.41421	1.00000
	Kelompok	55	3.9515	.64603	.08711
	Jati diri	124	3.8844	.69978	.06284
	Accesoris	10	3.6333	.67495	.21344
	Total	191	3.8813	.69324	.05016

Descriptives

		95% Confidence Interval for Mean			
		Lower Bound	Upper Bound	Minimum	Maximum
Harga	Iseng-iseng	-9.0395	16.3729	2.67	4.67
	Kelompok	3.9805	4.3832	2.33	5.00
	Jati diri	3.8623	4.1646	1.67	5.00
	Accesoris	3.5299	4.6034	3.00	5.00
	Total	3.9442	4.1780	1.67	5.00
Kualitas Produk	Iseng-iseng	-6.8118	13.4027	2.50	4.09
	Kelompok	3.9320	4.2135	2.41	5.00
	Jati diri	3.9370	4.1276	2.36	5.00
	Accesoris	3.7451	4.3367	3.41	5.00
	Total	3.9606	4.1127	2.36	5.00
Brand Switching	Iseng-iseng	-5.8989	12.4545	2.56	4.00
	Kelompok	3.8616	4.1303	2.78	5.00
	Jati diri	3.7809	3.9897	2.22	5.00
	Accesoris	3.4740	4.2593	3.22	5.00
	Total	3.8291	3.9906	2.22	5.00
WOM	Iseng-iseng	-9.7062	15.7062	2.00	4.00
	Kelompok	3.7769	4.1262	2.67	5.00
	Jati diri	3.7600	4.0088	2.00	5.00
	Accesoris	3.1505	4.1162	3.00	5.00
	Total	3.7824	3.9803	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Harga	Between Groups	1.395	3	.465	.690	.559
	Within Groups	126.004	187	.674		
	Total	127.398	190			
Kualitas Produk	Between Groups	1.173	3	.391	1.385	.249
	Within Groups	52.806	187	.282		
	Total	53.979	190			
Brand Switching	Between Groups	1.300	3	.433	1.361	.256
	Within Groups	59.530	187	.318		
	Total	60.830	190			
WOM	Between Groups	2.441	3	.814	1.712	.166
	Within Groups	88.869	187	.475		
	Total	91.310	190			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error
Harga	Anggota keluarga	14	4.1429	.75915	.20289
	Teman	77	3.9524	.88475	.10083
	Inisiatif sendiri	58	4.1667	.80990	.10635
	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	42	4.0873	.72156	.11134
	Total	191	4.0611	.81885	.05925
Kualitas Produk	Anggota keluarga	14	3.9318	.71354	.19070
	Teman	77	4.0708	.52589	.05993
	Inisiatif sendiri	58	4.0306	.52785	.06931
	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	42	4.0173	.49873	.07696
	Total	191	4.0366	.53301	.03857
Brand Switching	Anggota keluarga	14	3.9206	.62919	.16816
	Teman	77	3.9625	.56645	.06455
	Inisiatif sendiri	58	3.8697	.54239	.07122
	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	42	3.8651	.58719	.09061
	Total	191	3.9098	.56582	.04094
WOM	Anggota keluarga	14	3.7619	.76715	.20503
	Teman	77	3.9091	.73277	.08351
	Inisiatif sendiri	58	3.9195	.64075	.08414
	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	42	3.8175	.67956	.10486
	Total	191	3.8813	.69324	.05016

Descriptives

		95% Confidence Interval for Mean			
		Lower Bound	Upper Bound	Minimum	Maximum
Harga	Anggota keluarga	3.7045	4.5812	3.00	5.00
	Teman	3.7516	4.1532	1.67	5.00
	Inisiatif sendiri	3.9537	4.3796	2.33	5.00
	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	3.8624	4.3122	2.67	5.00
	Total	3.9442	4.1780	1.67	5.00
Kualitas Produk	Anggota keluarga	3.5198	4.3438	2.36	4.82
	Teman	3.9515	4.1902	2.50	5.00
	Inisiatif sendiri	3.8918	4.1694	2.45	5.00
	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	3.8619	4.1727	2.36	5.00
	Total	3.9606	4.1127	2.36	5.00
Brand Switching	Anggota keluarga	3.5574	4.2839	2.22	4.78
	Teman	3.8339	4.0910	2.56	5.00
	Inisiatif sendiri	3.7271	4.0123	2.22	5.00
	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	3.6821	4.0481	2.22	5.00
	Total	3.8291	3.9906	2.22	5.00
WOM	Anggota keluarga	3.3190	4.2048	2.00	5.00
	Teman	3.7428	4.0754	2.00	5.00
	Inisiatif sendiri	3.7511	4.0880	2.00	5.00
	Counter Hape/kenalan yang bekerja dibidang telekomunikasi	3.6057	4.0292	2.00	5.00
	Total	3.7824	3.9803	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Harga	Between Groups	1.679	3	.560	.832	.478
	Within Groups	125.720	187	.672		
	Total	127.398	190			
Kualitas Produk	Between Groups	.262	3	.087	.304	.823
	Within Groups	53.717	187	.287		
	Total	53.979	190			
Brand Switching	Between Groups	.392	3	.131	.405	.750
	Within Groups	60.437	187	.323		
	Total	60.830	190			
WOM	Between Groups	.515	3	.172	.354	.787
	Within Groups	90.795	187	.486		
	Total	91.310	190			

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660[a]	.435	.432	.52236

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.740	1	39.740	145.645	.000[a]
	Residual	51.570	189	.273		
	Total	91.310	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.418	.289		1.443	.151
	Kualitas Produk	.858	.071	.660	12.068	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Harga	.025[a]	.349	.727	.025	.598

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Switching

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	.696	.695	.31261

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.360	1	42.360	433.476	.000[a]
	Residual	18.470	189	.098		
	Total	60.830	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.334	.173		1.927	.055
	Kualitas Produk	.886	.043	.834	20.820	.000

a. Dependent Variable: Brand Switching

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Harga	-.005[a]	-.087	.931	-.006	.598

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Switching	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.493	.49357
2	.716[b]	.513	.508	.48640

a. Predictors: (Constant), Brand Switching

b. Predictors: (Constant), Brand Switching, Kualitas Produk

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.267	1	45.267	185.816	.000[a]
	Residual	46.043	189	.244		
	Total	91.310	190			
2	Regression	46.833	2	23.416	98.978	.000[b]
	Residual	44.477	188	.237		
	Total	91.310	190			

a. Predictors: (Constant), Brand Switching

b. Predictors: (Constant), Brand Switching, Kualitas Produk

c. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.509	.250		2.034	.043
	Brand Switching	.863	.063	.704	13.631	.000
2	(Constant)	.211	.272		.775	.440
	Brand Switching	.620	.113	.506	5.475	.000
	Kualitas Produk	.309	.120	.238	2.572	.011

a. Dependent Variable: WOM

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Harga	.086[a]	1.426	.156	.103	.723
	Kualitas Produk	.238[a]	2.572	.011	.184	.304
2	Harga	.027[b]	.410	.682	.030	.598

a. Predictors in the Model: (Constant), Brand Switching

b. Predictors in the Model: (Constant), Brand Switching, Kualitas Produk

c. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Switching

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	.696	.695	.31261

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.360	1	42.360	433.476	.000[a]
	Residual	18.470	189	.098		
	Total	60.830	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.334	.173		1.927	.055
	Kualitas Produk	.886	.043	.834	20.820	.000

a. Dependent Variable: Brand Switching

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Jenis Kelamin	-.020[a]	-.474	.636	-.035	.938
	Jenis Kelamin*Kualitas Produk	-.021[a]	-.518	.605	-.038	.965

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Switching

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	.696	.695	.31261

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.360	1	42.360	433.476	.000[a]
	Residual	18.470	189	.098		
	Total	60.830	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.334	.173		1.927	.055
	Kualitas Produk	.886	.043	.834	20.820	.000

a. Dependent Variable: Brand Switching

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Usia	.009[a]	.234	.815	.017	.999
	Usia*Kualitas Produk	.019[a]	.370	.712	.027	.611

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Switching

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	.696	.695	.31261

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.360	1	42.360	433.476	.000[a]
	Residual	18.470	189	.098		
	Total	60.830	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.334	.173		1.927	.055
	Kualitas Produk	.886	.043	.834	20.820	.000

a. Dependent Variable: Brand Switching

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Durasi	.016[a]	.388	.698	.028	.993
	Durasi*Kualitas Produk	.015[a]	.347	.729	.025	.854

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Switching

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	.696	.695	.31261

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.360	1	42.360	433.476	.000[a]
	Residual	18.470	189	.098		
	Total	60.830	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.334	.173		1.927	.055
	Kualitas Produk	.886	.043	.834	20.820	.000

a. Dependent Variable: Brand Switching

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Rata-rata biaya	.004[a]	.098	.922	.007	.987
	Rata-rata biaya*Kualitas Produk	.014[a]	.311	.757	.023	.807

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Switching

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	.696	.695	.31261

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.360	1	42.360	433.476	.000[a]
	Residual	18.470	189	.098		
	Total	60.830	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.334	.173		1.927	.055
	Kualitas Produk	.886	.043	.834	20.820	.000

a. Dependent Variable: Brand Switching

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Merek HP	.002[a]	.055	.956	.004	.999
	Merek HP*Kualitas Produk	.005[a]	.132	.895	.010	.932

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Tipe HP*Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Switching

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	.696	.695	.31261
2	.840[b]	.706	.703	.30827

a. Predictors: (Constant), Kualitas Produk

b. Predictors: (Constant), Kualitas Produk, Tipe HP*Kualitas Produk

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.360	1	42.360	433.476	.000[a]
	Residual	18.470	189	.098		
	Total	60.830	190			
2	Regression	42.964	2	21.482	226.047	.000[b]
	Residual	17.866	188	.095		
	Total	60.830	190			

a. Predictors: (Constant), Kualitas Produk

b. Predictors: (Constant), Kualitas Produk, Tipe HP*Kualitas Produk

c. Dependent Variable: Brand Switching

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.334	.173		1.927	.055
	Kualitas Produk	.886	.043	.834	20.820	.000
2	(Constant)	.530	.188		2.823	.005
	Kualitas Produk	.811	.051	.764	15.790	.000
	Tipe HP*Kualitas Produk	.010	.004	.122	2.520	.013

a. Dependent Variable: Brand Switching

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Tipe HP	.106[a]	2.418	.017	.174	.817
	Tipe HP*Kualitas Produk	.122[a]	2.520	.013	.181	.667
2	Tipe HP	-.278[b]	-.722	.471	-.053	.011

a. Predictors in the Model: (Constant), Kualitas Produk

b. Predictors in the Model: (Constant), Kualitas Produk, Tipe HP*Kualitas Produk

c. Dependent Variable: Brand Switching

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Switching

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	.696	.695	.31261

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.360	1	42.360	433.476	.000[a]
	Residual	18.470	189	.098		
	Total	60.830	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.334	.173		1.927	.055
	Kualitas Produk	.886	.043	.834	20.820	.000

a. Dependent Variable: Brand Switching

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Kepentingan Desain	-.002[a]	-.058	.954	-.004	1.000
	Kepentingan Desain*Kualitas Produk	-.002[a]	-.048	.962	-.003	.756

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Switching

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	.696	.695	.31261

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.360	1	42.360	433.476	.000[a]
	Residual	18.470	189	.098		
	Total	60.830	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.334	.173		1.927	.055
	Kualitas Produk	.886	.043	.834	20.820	.000

a. Dependent Variable: Brand Switching

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Kepentingan Warna	.002[a]	.038	.970	.003	.998
	Kepentingan Warna*Kualitas Produk	.012[a]	.264	.792	.019	.740

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Switching

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	.696	.695	.31261

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.360	1	42.360	433.476	.000[a]
	Residual	18.470	189	.098		
	Total	60.830	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.334	.173		1.927	.055
	Kualitas Produk	.886	.043	.834	20.820	.000

a. Dependent Variable: Brand Switching

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Yang Mendorong	-.059[a]	-1.464	.145	-.106	1.000
	Yang Mendorong*Kualitas Produk	-.056[a]	-1.180	.239	-.086	.706

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Switching

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	.696	.695	.31261

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.360	1	42.360	433.476	.000[a]
	Residual	18.470	189	.098		
	Total	60.830	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.334	.173		1.927	.055
	Kualitas Produk	.886	.043	.834	20.820	.000

a. Dependent Variable: Brand Switching

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Saran	-.060[a]	-1.495	.137	-.108	1.000
	Saran*Kualitas Produk	-.059[a]	-1.389	.166	-.101	.881

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660[a]	.435	.432	.52236

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.740	1	39.740	145.645	.000[a]
	Residual	51.570	189	.273		
	Total	91.310	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.418	.289		1.443	.151
	Kualitas Produk	.858	.071	.660	12.068	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Jenis Kelamin	-.053[a]	-.939	.349	-.068	.938
	Jenis Kelamin*Kualitas Produk	-.056[a]	-1.012	.313	-.074	.965

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Usia	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660[a]	.435	.432	.52236
2	.674[b]	.454	.448	.51513

a. Predictors: (Constant), Kualitas Produk

b. Predictors: (Constant), Kualitas Produk, Usia

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.740	1	39.740	145.645	.000[a]
	Residual	51.570	189	.273		
	Total	91.310	190			
2	Regression	41.422	2	20.711	78.048	.000[b]
	Residual	49.888	188	.265		
	Total	91.310	190			

a. Predictors: (Constant), Kualitas Produk

b. Predictors: (Constant), Kualitas Produk, Usia

c. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.418	.289		1.443	.151
	Kualitas Produk	.858	.071	.660	12.068	.000
2	(Constant)	.941	.353		2.665	.008
	Kualitas Produk	.863	.070	.664	12.309	.000
	Usia	-.281	.112	-.136	-2.518	.013

a. Dependent Variable: WOM

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Usia	-.136[a]	-2.518	.013	-.181	.999
	Usia*Kualitas Produk	-.167[a]	-2.422	.016	-.174	.611
2	Usia*Kualitas Produk	1.132[b]	1.192	.235	.087	.003

a. Predictors in the Model: (Constant), Kualitas Produk

b. Predictors in the Model: (Constant), Kualitas Produk, Usia

c. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660[a]	.435	.432	.52236

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.740	1	39.740	145.645	.000[a]
	Residual	51.570	189	.273		
	Total	91.310	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.418	.289		1.443	.151
	Kualitas Produk	.858	.071	.660	12.068	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Durasi	-.060[a]	-1.091	.276	-.079	.993
	Durasi*Kualitas Produk	-.078[a]	-1.317	.189	-.096	.854

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660[a]	.435	.432	.52236

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.740	1	39.740	145.645	.000[a]
	Residual	51.570	189	.273		
	Total	91.310	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.418	.289		1.443	.151
	Kualitas Produk	.858	.071	.660	12.068	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Rata-rata biaya	.029[a]	.517	.606	.038	.987
	Rata-rata biaya*Kualitas Produk	.036[a]	.589	.556	.043	.807

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660[a]	.435	.432	.52236

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.740	1	39.740	145.645	.000[a]
	Residual	51.570	189	.273		
	Total	91.310	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.418	.289		1.443	.151
	Kualitas Produk	.858	.071	.660	12.068	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Merek HP	.008[a]	.145	.885	.011	.999
	Merek HP*Kualitas Produk	.009[a]	.156	.876	.011	.932

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660[a]	.435	.432	.52236

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.740	1	39.740	145.645	.000[a]
	Residual	51.570	189	.273		
	Total	91.310	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.418	.289		1.443	.151
	Kualitas Produk	.858	.071	.660	12.068	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Tipe HP	.056[a]	.924	.357	.067	.817
	Tipe HP*Kualitas Produk	.058[a]	.862	.390	.063	.667

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660[a]	.435	.432	.52236

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.740	1	39.740	145.645	.000[a]
	Residual	51.570	189	.273		
	Total	91.310	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.418	.289		1.443	.151
	Kualitas Produk	.858	.071	.660	12.068	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Kepentingan Desain	-.007[a]	-.128	.898	-.009	1.000
	Kepentingan Desain*Kualitas Produk	-.010[a]	-.161	.872	-.012	.756

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660[a]	.435	.432	.52236

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.740	1	39.740	145.645	.000[a]
	Residual	51.570	189	.273		
	Total	91.310	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.418	.289		1.443	.151
	Kualitas Produk	.858	.071	.660	12.068	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Kepentingan Warna	-.036[a]	-.664	.508	-.048	.998
	Kepentingan Warna*Kualitas Produk	-.037[a]	-.580	.563	-.042	.740

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660[a]	.435	.432	.52236

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.740	1	39.740	145.645	.000[a]
	Residual	51.570	189	.273		
	Total	91.310	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.418	.289		1.443	.151
	Kualitas Produk	.858	.071	.660	12.068	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Yang Mendorong	-.050[a]	-.909	.364	-.066	1.000
	Yang Mendorong*Kualitas Produk	-.053[a]	-.810	.419	-.059	.706

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660[a]	.435	.432	.52236

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.740	1	39.740	145.645	.000[a]
	Residual	51.570	189	.273		
	Total	91.310	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.418	.289		1.443	.151
	Kualitas Produk	.858	.071	.660	12.068	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Saran	-.009[a]	-.160	.873	-.012	1.000
	Saran*Kualitas Produk	-.007[a]	-.113	.910	-.008	.881

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Switching	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.493	.49357

a. Predictors: (Constant), Brand Switching

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.267	1	45.267	185.816	.000[a]
	Residual	46.043	189	.244		
	Total	91.310	190			

a. Predictors: (Constant), Brand Switching

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.509	.250		2.034	.043
	Brand Switching	.863	.063	.704	13.631	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Jenis Kelamin	-.058[a]	-1.088	.278	-.079	.949
	Jenis Kelamin*Brand Switching	-.069[a]	-1.306	.193	-.095	.941

a. Predictors in the Model: (Constant), Brand Switching

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Switching	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Usia	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.493	.49357
2	.718[b]	.515	.510	.48515

a. Predictors: (Constant), Brand Switching

b. Predictors: (Constant), Brand Switching, Usia

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.267	1	45.267	185.816	.000[a]
	Residual	46.043	189	.244		
	Total	91.310	190			
2	Regression	47.061	2	23.531	99.975	.000[b]
	Residual	44.249	188	.235		
	Total	91.310	190			

a. Predictors: (Constant), Brand Switching

b. Predictors: (Constant), Brand Switching, Usia

c. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.509	.250		2.034	.043
	Brand Switching	.863	.063	.704	13.631	.000
2	(Constant)	1.048	.314		3.338	.001
	Brand Switching	.869	.062	.709	13.956	.000
	Usia	-.291	.105	-.140	-2.761	.006

a. Dependent Variable: WOM

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Usia	-.140[a]	-2.761	.006	-.197	.999
	Usia*Brand Switching	-.180[a]	-2.680	.008	-.192	.574
2	Usia*Brand Switching	.488[b]	.689	.492	.050	.005

a. Predictors in the Model: (Constant), Brand Switching

b. Predictors in the Model: (Constant), Brand Switching, Usia

c. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Switching	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.493	.49357

a. Predictors: (Constant), Brand Switching

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.267	1	45.267	185.816	.000[a]
	Residual	46.043	189	.244		
	Total	91.310	190			

a. Predictors: (Constant), Brand Switching

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.509	.250		2.034	.043
	Brand Switching	.863	.063	.704	13.631	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Durasi	-.065[a]	-1.251	.212	-.091	.993
	Durasi*Brand Switching	-.076[a]	-1.351	.178	-.098	.839

a. Predictors in the Model: (Constant), Brand Switching

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Switching	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.493	.49357

a. Predictors: (Constant), Brand Switching

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.267	1	45.267	185.816	.000[a]
	Residual	46.043	189	.244		
	Total	91.310	190			

a. Predictors: (Constant), Brand Switching

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.509	.250		2.034	.043
	Brand Switching	.863	.063	.704	13.631	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Rata-rata biaya	.034[a]	.653	.515	.048	.990
	Rata-rata biaya*Brand Switching	.040[a]	.684	.495	.050	.793

a. Predictors in the Model: (Constant), Brand Switching

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Switching	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.493	.49357

a. Predictors: (Constant), Brand Switching

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.267	1	45.267	185.816	.000[a]
	Residual	46.043	189	.244		
	Total	91.310	190			

a. Predictors: (Constant), Brand Switching

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.509	.250		2.034	.043
	Brand Switching	.863	.063	.704	13.631	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Merek HP	.008[a]	.158	.875	.012	.999
	Merek HP*Brand Switching	.006[a]	.120	.905	.009	.922

a. Predictors in the Model: (Constant), Brand Switching

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Switching	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.493	.49357

a. Predictors: (Constant), Brand Switching

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.267	1	45.267	185.816	.000[a]
	Residual	46.043	189	.244		
	Total	91.310	190			

a. Predictors: (Constant), Brand Switching

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.509	.250		2.034	.043
	Brand Switching	.863	.063	.704	13.631	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Tipe HP	.019[a]	.336	.737	.025	.804
	Tipe HP*Brand Switching	.025[a]	.378	.706	.028	.632

a. Predictors in the Model: (Constant), Brand Switching

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Switching	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.493	.49357

a. Predictors: (Constant), Brand Switching

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.267	1	45.267	185.816	.000[a]
	Residual	46.043	189	.244		
	Total	91.310	190			

a. Predictors: (Constant), Brand Switching

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.509	.250		2.034	.043
	Brand Switching	.863	.063	.704	13.631	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Kepentingan Desain	-.005[a]	-.091	.927	-.007	1.000
	Kepentingan Desain*Brand Switching	-.004[a]	-.060	.952	-.004	.717

a. Predictors in the Model: (Constant), Brand Switching

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Switching	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.493	.49357

a. Predictors: (Constant), Brand Switching

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.267	1	45.267	185.816	.000[a]
	Residual	46.043	189	.244		
	Total	91.310	190			

a. Predictors: (Constant), Brand Switching

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.509	.250		2.034	.043
	Brand Switching	.863	.063	.704	13.631	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Kepentingan Warna	-.034[a]	-.660	.510	-.048	.998
	Kepentingan Warna*Brand Switching	-.039[a]	-.635	.526	-.046	.705

a. Predictors in the Model: (Constant), Brand Switching

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Switching	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.493	.49357

a. Predictors: (Constant), Brand Switching

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.267	1	45.267	185.816	.000[a]
	Residual	46.043	189	.244		
	Total	91.310	190			

a. Predictors: (Constant), Brand Switching

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.509	.250		2.034	.043
	Brand Switching	.863	.063	.704	13.631	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Yang Mendorong	-.007[a]	-.140	.889	-.010	.998
	Yang Mendorong*Brand Switching	-.017[a]	-.271	.786	-.020	.694

a. Predictors in the Model: (Constant), Brand Switching

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Switching	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.493	.49357

a. Predictors: (Constant), Brand Switching

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.267	1	45.267	185.816	.000[a]
	Residual	46.043	189	.244		
	Total	91.310	190			

a. Predictors: (Constant), Brand Switching

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.509	.250		2.034	.043
	Brand Switching	.863	.063	.704	13.631	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Saran	.033[a]	.637	.525	.046	.996
	Saran*Brand Switching	.033[a]	.601	.549	.044	.885

a. Predictors in the Model: (Constant), Brand Switching

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Switching	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.493	.49357
2	.716[b]	.513	.508	.48640

a. Predictors: (Constant), Brand Switching

b. Predictors: (Constant), Brand Switching, Kualitas Produk

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.267	1	45.267	185.816	.000[a]
	Residual	46.043	189	.244		
	Total	91.310	190			
2	Regression	46.833	2	23.416	98.978	.000[b]
	Residual	44.477	188	.237		
	Total	91.310	190			

a. Predictors: (Constant), Brand Switching

b. Predictors: (Constant), Brand Switching, Kualitas Produk

c. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.509	.250		2.034	.043
	Brand Switching	.863	.063	.704	13.631	.000
2	(Constant)	.211	.272		.775	.440
	Brand Switching	.620	.113	.506	5.475	.000
	Kualitas Produk	.309	.120	.238	2.572	.011

a. Dependent Variable: WOM

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Kualitas Produk	.238[a]	2.572	.011	.184	.304
	Kualitas Produk*Brand Switching	.328[a]	1.747	.082	.126	.075
2	Kualitas Produk*Brand Switching	-.599[b]	-1.358	.176	-.099	.013

a. Predictors in the Model: (Constant), Brand Switching

b. Predictors in the Model: (Constant), Brand Switching, Kualitas Produk

c. Dependent Variable: WOM

Frequencies

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	74	38.7	38.7	38.7
	Perempuan	117	61.3	61.3	100.0
	Total	191	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 18 tahun	17	8.9	8.9	8.9
	18 - 40 tahun	169	88.5	88.5	97.4
	> 40 tahun	5	2.6	2.6	100.0
	Total	191	100.0	100.0	

Durasi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6 bulan	52	27.2	27.2	27.2
	12 bulan	86	45.0	45.0	72.3
	18 bulan	49	25.7	25.7	97.9
	24 bulan	4	2.1	2.1	100.0
	Total	191	100.0	100.0	

Rata-rata biaya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp. 100.000,00	64	33.5	33.5	33.5
	Rp. 100.000,00 - Rp. 150.000,00	98	51.3	51.3	84.8
	Rp. 150.000,00 - Rp. 200.000,00	29	15.2	15.2	100.0
	Total	191	100.0	100.0	

Merek HP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nokia	95	49.7	49.7	49.7
	Sony Erickson	29	15.2	15.2	64.9
	Siemens	46	24.1	24.1	89.0
	Samsung	21	11.0	11.0	100.0
	Total	191	100.0	100.0	

Tipe HP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Blackberry gemini	59	30.9	30.9	30.9
	Blackberry javelin	64	33.5	33.5	64.4
	Blackberry bold	10	5.2	5.2	69.6
	Blackberry onyx	31	16.2	16.2	85.9
	Blackberry torc	27	14.1	14.1	100.0
	Total	191	100.0	100.0	

Kepentingan Desain

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak penting	68	35.6	35.6	35.6
	Penting	123	64.4	64.4	100.0
	Total	191	100.0	100.0	

Kepentingan Warna

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cukup penting	59	30.9	30.9	30.9
	Penting	87	45.5	45.5	76.4
	Sangat penting	45	23.6	23.6	100.0
	Total	191	100.0	100.0	

Yang Mendorong

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kelompok dan lainnya	67	35.1	35.1	35.1
	Jati diri	124	64.9	64.9	100.0
	Total	191	100.0	100.0	

Saran

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	56	29.3	29.3	29.3
	Teman	77	40.3	40.3	69.6
	Inisiatif sendiri	58	30.4	30.4	100.0
	Total	191	100.0	100.0	

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Switching

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	.696	.695	.31261

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.360	1	42.360	433.476	.000[a]
	Residual	18.470	189	.098		
	Total	60.830	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.334	.173		1.927	.055
	Kualitas Produk	.886	.043	.834	20.820	.000

a. Dependent Variable: Brand Switching

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Kepentingan Desain	.029[a]	.727	.468	.053	.997
	Kepentingan Desain*Kualitas Produk	.034[a]	.779	.437	.057	.869

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660[a]	.435	.432	.52236

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.740	1	39.740	145.645	.000[a]
	Residual	51.570	189	.273		
	Total	91.310	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.418	.289		1.443	.151
	Kualitas Produk	.858	.071	.660	12.068	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Kepentingan Desain	.018[a]	.335	.738	.024	.997
	Kepentingan Desain*Kualitas Produk	.019[a]	.325	.745	.024	.869

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Switching	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.493	.49357

a. Predictors: (Constant), Brand Switching

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.267	1	45.267	185.816	.000[a]
	Residual	46.043	189	.244		
	Total	91.310	190			

a. Predictors: (Constant), Brand Switching

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.509	.250		2.034	.043
	Brand Switching	.863	.063	.704	13.631	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Kepentingan Desain	-.006[a]	-.116	.907	-.008	1.000
	Kepentingan Desain*Brand Switching	-.004[a]	-.068	.946	-.005	.818

a. Predictors in the Model: (Constant), Brand Switching

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Switching

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	.696	.695	.31261

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.360	1	42.360	433.476	.000[a]
	Residual	18.470	189	.098		
	Total	60.830	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.334	.173		1.927	.055
	Kualitas Produk	.886	.043	.834	20.820	.000

a. Dependent Variable: Brand Switching

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Yang Mendorong	-.050[a]	-1.243	.215	-.090	1.000
	Yang Mendorong*Kualitas Produk	-.042[a]	-.967	.335	-.070	.837

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660[a]	.435	.432	.52236

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.740	1	39.740	145.645	.000[a]
	Residual	51.570	189	.273		
	Total	91.310	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.418	.289		1.443	.151
	Kualitas Produk	.858	.071	.660	12.068	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Yang Mendorong	.013[a]	.246	.806	.018	1.000
	Yang Mendorong*Kualitas Produk	.019[a]	.316	.753	.023	.837

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Switching	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.493	.49357

a. Predictors: (Constant), Brand Switching

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.267	1	45.267	185.816	.000[a]
	Residual	46.043	189	.244		
	Total	91.310	190			

a. Predictors: (Constant), Brand Switching

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.509	.250		2.034	.043
	Brand Switching	.863	.063	.704	13.631	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Yang Mendorong	.048[a]	.925	.356	.067	.997
	Yang Mendorong*Brand Switching	.045[a]	.792	.429	.058	.833

a. Predictors in the Model: (Constant), Brand Switching

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Switching

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	.696	.695	.31261

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.360	1	42.360	433.476	.000[a]
	Residual	18.470	189	.098		
	Total	60.830	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.334	.173		1.927	.055
	Kualitas Produk	.886	.043	.834	20.820	.000

a. Dependent Variable: Brand Switching

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Saran	-.028[a]	-.690	.491	-.050	.999
	Saran*Kualitas Produk	-.025[a]	-.593	.554	-.043	.885

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: Brand Switching

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660[a]	.435	.432	.52236

a. Predictors: (Constant), Kualitas Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.740	1	39.740	145.645	.000[a]
	Residual	51.570	189	.273		
	Total	91.310	190			

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.418	.289		1.443	.151
	Kualitas Produk	.858	.071	.660	12.068	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Saran	.048[a]	.882	.379	.064	.999
	Saran*Kualitas Produk	.052[a]	.891	.374	.065	.885

a. Predictors in the Model: (Constant), Kualitas Produk

b. Dependent Variable: WOM

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Switching	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: WOM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.493	.49357

a. Predictors: (Constant), Brand Switching

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.267	1	45.267	185.816	.000[a]
	Residual	46.043	189	.244		
	Total	91.310	190			

a. Predictors: (Constant), Brand Switching

b. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.509	.250		2.034	.043
	Brand Switching	.863	.063	.704	13.631	.000

a. Dependent Variable: WOM

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Saran	.069[a]	1.348	.179	.098	1.000
	Saran*Brand Switching	.072[a]	1.313	.191	.095	.886

a. Predictors in the Model: (Constant), Brand Switching

b. Dependent Variable: WOM

Crosstabs

Kepentingan Desain * Jenis Kelamin

Crosstab

Count

		Jenis Kelamin		Total
		Laki-laki	Perempuan	
Kepentingan Desain	Tidak penting	32	36	68
	Penting	42	81	123
Total		74	117	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.076[b]	1	.079		
Continuity Correction[a]	2.556	1	.110		
Likelihood Ratio	3.053	1	.081		
Fisher's Exact Test				.089	.055
Linear-by-Linear Association	3.060	1	.080		
N of Valid Cases	191				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 26.35.

Kepentingan Desain * Usia

Crosstab

Count

		Usia			Total
		< 18 tahun	18 - 40 tahun	> 40 tahun	
Kepentingan Desain	Tidak penting	2	64	2	68
	Penting	15	105	3	123
Total		17	169	5	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.635[a]	2	.099
Likelihood Ratio	5.436	2	.066
Linear-by-Linear Association	3.727	1	.054
N of Valid Cases	191		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.78.

Kepentingan Desain * Durasi

Crosstab

Count

		Durasi				
		6 bulan	12 bulan	18 bulan	24 bulan	Total
Kepentingan Desain	Tidak penting	13	25	27	3	68
	Penting	39	61	22	1	123
Total		52	86	49	4	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.985[a]	3	.002
Likelihood Ratio	14.642	3	.002
Linear-by-Linear Association	12.324	1	.000
N of Valid Cases	191		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.42.

Kepentingan Desain * Rata-rata biaya

Crosstab

Count

		Rata-rata biaya			
		< Rp. 100.000,00	Rp. 100.000,00 - Rp. 150.000,00	Rp. 150.000,00 - Rp. 200.000,00	Total
Kepentingan Desain	Tidak penting	19	35	14	68
	Penting	45	63	15	123
Total		64	98	29	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.009[a]	2	.222
Likelihood Ratio	2.957	2	.228
Linear-by-Linear Association	2.789	1	.095
N of Valid Cases	191		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.32.

Kepentingan Desain * Merek HP

Crosstab

Count

		Merek HP				
		Nokia	Sony Erickson	Siemens	Samsung	Total
Kepentingan Desain	Tidak penting	31	14	14	9	68
	Penting	64	15	32	12	123
Total		95	29	46	21	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.415[a]	3	.332
Likelihood Ratio	3.341	3	.342
Linear-by-Linear Association	.235	1	.628
N of Valid Cases	191		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.48.

Kepentingan Desain * Tipe HP

Crosstab

Count

		Tipe HP			
		Blackberry gemini	Blackberry javelin	Blackberry bold	Blackberry onyx
Kepentingan Desain	Tidak penting	24	20	3	12
	Penting	35	44	7	19
Total		59	64	10	31

Crosstab

Count

		Tipe HP	
		Blackberry torc	Total
Kepentingan Desain	Tidak penting	9	68
	Penting	18	123
Total		27	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.520[a]	4	.823
Likelihood Ratio	1.521	4	.823
Linear-by-Linear Association	.134	1	.715
N of Valid Cases	191		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.56.

Kepentingan Desain * Kepentingan Warna

Crosstab

Count

		Kepentingan Warna			
		Cukup penting	Penting	Sangat penting	Total
Kepentingan Desain	Tidak penting	24	32	12	68
	Penting	35	55	33	123
Total		59	87	45	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.283[a]	2	.319
Likelihood Ratio	2.343	2	.310
Linear-by-Linear Association	2.074	1	.150
N of Valid Cases	191		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.02.

Kepentingan Desain * Yang Mendorong

Crosstab

Count

		Yang Mendorong		
		Kelompok dan lainnya	Jati diri	Total
Kepentingan Desain	Tidak penting	25	43	68
	Penting	42	81	123
Total		67	124	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.132[b]	1	.717		
Continuity Correction[a]	.042	1	.838		
Likelihood Ratio	.131	1	.717		
Fisher's Exact Test				.753	.417
Linear-by-Linear Association	.131	1	.717		
N of Valid Cases	191				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 23.85.

Kepentingan Desain * Saran

Crosstab

Count

		Saran			
		Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	Teman	Inisiatif sendiri	Total
Kepentingan Desain	Tidak penting	22	30	16	68
	Penting	34	47	42	123
Total		56	77	58	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.336[a]	2	.311
Likelihood Ratio	2.392	2	.302
Linear-by-Linear Association	1.715	1	.190
N of Valid Cases	191		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 19.94.

Crosstabs

Yang Mendorong * Jenis Kelamin

Crosstab

Count

		Jenis Kelamin		
		Laki-laki	Perempuan	Total
Yang Mendorong	Kelompok dan lainnya	32	35	67
	Jati diri	42	82	124
Total		74	117	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.536[b]	1	.060		
Continuity Correction[a]	2.975	1	.085		
Likelihood Ratio	3.507	1	.061		
Fisher's Exact Test				.064	.043
Linear-by-Linear Association	3.518	1	.061		
N of Valid Cases	191				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 25.96.

Yang Mendorong * Usia

Crosstab

Count

		Usia			
		< 18 tahun	18 - 40 tahun	> 40 tahun	Total
Yang Mendorong	Kelompok dan lainnya	9	55	3	67
	Jati diri	8	114	2	124
Total		17	169	5	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.222[a]	2	.121
Likelihood Ratio	4.026	2	.134
Linear-by-Linear Association	.659	1	.417
N of Valid Cases	191		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.75.

Yang Mendorong * Durasi

Crosstab

Count

		Durasi				
		6 bulan	12 bulan	18 bulan	24 bulan	Total
Yang Mendorong	Kelompok dan lainnya	23	22	18	4	67
	Jati diri	29	64	31	0	124
Total		52	86	49	4	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.781[a]	3	.005
Likelihood Ratio	13.874	3	.003
Linear-by-Linear Association	.058	1	.810
N of Valid Cases	191		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.40.

Yang Mendorong * Rata-rata biaya

Crosstab

Count

		Rata-rata biaya			
		< Rp. 100.000,00	Rp. 100.000,00 - Rp. 150.000,00	Rp. 150.000,00 - Rp. 200.000,00	Total
Yang Mendorong	Kelompok dan lainnya	25	31	11	67
	Jati diri	39	67	18	124
Total		64	98	29	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.061[a]	2	.588
Likelihood Ratio	1.061	2	.588
Linear-by-Linear Association	.150	1	.699
N of Valid Cases	191		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.17.

Yang Mendorong * Merek HP

Crosstab

Count

		Merek HP		
		Nokia	Sony Erickson	Siemens
Yang Mendorong	Kelompok dan lainnya	35	14	14
	Jati diri	60	15	32
Total		95	29	46

Crosstab

Count

		Merek HP	
		Samsung	Total
Yang Mendorong	Kelompok dan lainnya	4	67
	Jati diri	17	124
Total		21	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.153[a]	3	.161
Likelihood Ratio	5.316	3	.150
Linear-by-Linear Association	2.161	1	.142
N of Valid Cases	191		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.37.

Yang Mendorong * Tipe HP

Crosstab

Count

		Tipe HP			
		Blackberry gemini	Blackberry javelin	Blackberry bold	Blackberry onyx
Yang Mendorong	Kelompok dan lainnya	19	26	2	9
	Jati diri	40	38	8	22
Total		59	64	10	31

Crosstab

Count

		Tipe HP	
		Blackberry torc	Total
Yang Mendorong	Kelompok dan lainnya	11	67
	Jati diri	16	124
Total		27	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.955[a]	4	.565
Likelihood Ratio	3.042	4	.551
Linear-by-Linear Association	.012	1	.913
N of Valid Cases	191		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.51.

Yang Mendorong * Kepentingan Warna

Crosstab

Count

		Kepentingan Warna			
		Cukup penting	Penting	Sangat penting	Total
Yang Mendorong	Kelompok dan lainnya	19	34	14	67
	Jati diri	40	53	31	124
Total		59	87	45	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.137[a]	2	.566
Likelihood Ratio	1.136	2	.567
Linear-by-Linear Association	.000	1	.985
N of Valid Cases	191		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.79.

Yang Mendorong * Saran

Crosstab

Count

		Saran			
		Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	Teman	Inisiatif sendiri	Total
Yang Mendorong	Kelompok dan lainnya	18	32	17	67
	Jati diri	38	45	41	124
Total		56	77	58	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.479[a]	2	.290
Likelihood Ratio	2.472	2	.291
Linear-by-Linear Association	.111	1	.739
N of Valid Cases	191		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 19.64.

Crosstabs

Saran * Jenis Kelamin

Crosstab

Count

		Jenis Kelamin		Total
		Laki-laki	Perempuan	
Saran	Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	19	37	56
	Teman	37	40	77
	Inisiatif sendiri	18	40	58
Total		74	117	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.811[a]	2	.090
Likelihood Ratio	4.800	2	.091
Linear-by-Linear Association	.116	1	.734
N of Valid Cases	191		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.70.

Saran * Usia

Crosstab

Count

		Usia			Total
		< 18 tahun	18 - 40 tahun	> 40 tahun	
Saran	Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	4	50	2	56
	Teman	7	69	1	77
	Inisiatif sendiri	6	50	2	58
Total		17	169	5	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.242[a]	4	.871
Likelihood Ratio	1.333	4	.856
Linear-by-Linear Association	.276	1	.600
N of Valid Cases	191		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.47.

Saran * Durasi

Crosstab

Count

		Durasi				Total
		6 bulan	12 bulan	18 bulan	24 bulan	
Saran	Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	14	28	13	1	56
	Teman	24	29	22	2	77
	Inisiatif sendiri	14	29	14	1	58
Total		52	86	49	4	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.892[a]	6	.822
Likelihood Ratio	2.910	6	.820
Linear-by-Linear Association	.013	1	.910
N of Valid Cases	191		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 1.17.

Saran * Rata-rata biaya

Crosstab

Count

		Rata-rata biaya			
		< Rp. 100.000,00	Rp. 100.000,00 - Rp. 150.000,00	Rp. 150.000,00 - Rp. 200.000,00	Total
Saran	Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	25	27	4	56
	Teman	24	33	20	77
	Inisiatif sendiri	15	38	5	58
Total		64	98	29	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.603[a]	4	.002
Likelihood Ratio	16.225	4	.003
Linear-by-Linear Association	2.487	1	.115
N of Valid Cases	191		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.50.

Saran * Merek HP

Crosstab

Count

		Merek HP				
		Nokia	Sony Erickson	Siemens	Samsung	Total
Saran	Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	26	9	15	6	56
	Teman	43	9	16	9	77
	Inisiatif sendiri	26	11	15	6	58
Total		95	29	46	21	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.832[a]	6	.830
Likelihood Ratio	2.844	6	.828
Linear-by-Linear Association	.000	1	.995
N of Valid Cases	191		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.16.

Saran * Tipe HP

Crosstab

Count

		Tipe HP			
		Blackberry gemini	Blackberry javelin	Blackberry bold	Blackberry onyx
Saran	Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	19	19	1	11
	Teman	22	28	5	10
	Inisiatif sendiri	18	17	4	10
Total		59	64	10	31

Crosstab

Count

		Tipe HP	
		Blackberry torc	Total
Saran	Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	6	56
	Teman	12	77
	Inisiatif sendiri	9	58
Total		27	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.202[a]	8	.838
Likelihood Ratio	4.651	8	.794
Linear-by-Linear Association	.429	1	.512
N of Valid Cases	191		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 2.93.

Saran * Kepentingan Warna

Crosstab

Count

		Kepentingan Warna			
		Cukup penting	Penting	Sangat penting	Total
Saran	Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	15	26	15	56
	Teman	23	39	15	77
	Inisiatif sendiri	21	22	15	58
Total		59	87	45	191

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.972[a]	4	.563
Likelihood Ratio	3.008	4	.556
Linear-by-Linear Association	.555	1	.456
N of Valid Cases	191		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.19.

T-Test

Group Statistics

	Kepentingan Desain	N	Mean	Std. Deviation	Std. Error Mean
Harga	Tidak penting	68	4.0392	.79911	.09691
	Penting	123	4.0732	.83255	.07507
Kualitas Produk	Tidak penting	68	4.0749	.55179	.06691
	Penting	123	4.0155	.52343	.04720
Brand Switching	Tidak penting	68	3.9216	.57497	.06973
	Penting	123	3.9033	.56297	.05076
WOM	Tidak penting	68	3.8971	.69411	.08417
	Penting	123	3.8726	.69544	.06271

Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
Harga	Equal variances assumed	.264	.608
	Equal variances not assumed		
Kualitas Produk	Equal variances assumed	.065	.798
	Equal variances not assumed		
Brand Switching	Equal variances assumed	.010	.920
	Equal variances not assumed		
WOM	Equal variances assumed	.093	.760
	Equal variances not assumed		

Independent Samples Test

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
Harga	Equal variances assumed	-.274	189	.785	-.03396
	Equal variances not assumed	-.277	143.216	.782	-.03396
Kualitas Produk	Equal variances assumed	.736	189	.463	.05935
	Equal variances not assumed	.725	132.265	.470	.05935
Brand Switching	Equal variances assumed	.213	189	.832	.01823
	Equal variances not assumed	.211	135.879	.833	.01823
WOM	Equal variances assumed	.233	189	.816	.02443
	Equal variances not assumed	.233	138.565	.816	.02443

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Harga	Equal variances assumed	.12404	-.27864	.21073
	Equal variances not assumed	.12258	-.27626	.20835
Kualitas Produk	Equal variances assumed	.08064	-.09973	.21842
	Equal variances not assumed	.08188	-.10263	.22132
Brand Switching	Equal variances assumed	.08572	-.15087	.18732
	Equal variances not assumed	.08625	-.15233	.18878
WOM	Equal variances assumed	.10502	-.18273	.23159
	Equal variances not assumed	.10496	-.18310	.23197

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error
Harga	Tidak penting	68	4.0392	.79911	.09691
	Penting	123	4.0732	.83255	.07507
	Total	191	4.0611	.81885	.05925
Kualitas Produk	Tidak penting	68	4.0749	.55179	.06691
	Penting	123	4.0155	.52343	.04720
	Total	191	4.0366	.53301	.03857
Brand Switching	Tidak penting	68	3.9216	.57497	.06973
	Penting	123	3.9033	.56297	.05076
	Total	191	3.9098	.56582	.04094
WOM	Tidak penting	68	3.8971	.69411	.08417
	Penting	123	3.8726	.69544	.06271
	Total	191	3.8813	.69324	.05016

Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Harga	Tidak penting	3.8458	4.2326	2.33	5.00
	Penting	3.9246	4.2218	1.67	5.00
	Total	3.9442	4.1780	1.67	5.00
Kualitas Produk	Tidak penting	3.9413	4.2084	2.36	5.00
	Penting	3.9221	4.1089	2.36	5.00
	Total	3.9606	4.1127	2.36	5.00
Brand Switching	Tidak penting	3.7824	4.0607	2.22	5.00
	Penting	3.8029	4.0038	2.22	5.00
	Total	3.8291	3.9906	2.22	5.00
WOM	Tidak penting	3.7290	4.0651	2.00	5.00
	Penting	3.7485	3.9968	2.00	5.00
	Total	3.7824	3.9803	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Harga	Between Groups	.050	1	.050	.075	.785
	Within Groups	127.348	189	.674		
	Total	127.398	190			
Kualitas Produk	Between Groups	.154	1	.154	.542	.463
	Within Groups	53.825	189	.285		
	Total	53.979	190			
Brand Switching	Between Groups	.015	1	.015	.045	.832
	Within Groups	60.815	189	.322		
	Total	60.830	190			
WOM	Between Groups	.026	1	.026	.054	.816
	Within Groups	91.284	189	.483		
	Total	91.310	190			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error
Harga	Kelompok dan lainnya	67	4.1493	.75497	.09223
	Jati diri	124	4.0134	.85053	.07638
	Total	191	4.0611	.81885	.05925
Kualitas Produk	Kelompok dan lainnya	67	4.0448	.53106	.06488
	Jati diri	124	4.0323	.53616	.04815
	Total	191	4.0366	.53301	.03857
Brand Switching	Kelompok dan lainnya	67	3.9552	.52476	.06411
	Jati diri	124	3.8853	.58742	.05275
	Total	191	3.9098	.56582	.04094
WOM	Kelompok dan lainnya	67	3.8756	.68617	.08383
	Jati diri	124	3.8844	.69978	.06284
	Total	191	3.8813	.69324	.05016

Descriptives

		95% Confidence Interval for Mean			
		Lower Bound	Upper Bound	Minimum	Maximum
Harga	Kelompok dan lainnya	3.9651	4.3334	2.33	5.00
	Jati diri	3.8623	4.1646	1.67	5.00
	Total	3.9442	4.1780	1.67	5.00
Kualitas Produk	Kelompok dan lainnya	3.9152	4.1743	2.41	5.00
	Jati diri	3.9370	4.1276	2.36	5.00
	Total	3.9606	4.1127	2.36	5.00
Brand Switching	Kelompok dan lainnya	3.8272	4.0832	2.56	5.00
	Jati diri	3.7809	3.9897	2.22	5.00
	Total	3.8291	3.9906	2.22	5.00
WOM	Kelompok dan lainnya	3.7083	4.0430	2.00	5.00
	Jati diri	3.7600	4.0088	2.00	5.00
	Total	3.7824	3.9803	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Harga	Between Groups	.802	1	.802	1.198	.275
	Within Groups	126.596	189	.670		
	Total	127.398	190			
Kualitas Produk	Between Groups	.007	1	.007	.024	.877
	Within Groups	53.972	189	.286		
	Total	53.979	190			
Brand Switching	Between Groups	.213	1	.213	.663	.417
	Within Groups	60.617	189	.321		
	Total	60.830	190			
WOM	Between Groups	.003	1	.003	.007	.934
	Within Groups	91.307	189	.483		
	Total	91.310	190			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error
Harga	Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	56	4.1012	.72452	.09682
	Teman	77	3.9524	.88475	.10083
	Inisiatif sendiri	58	4.1667	.80990	.10635
	Total	191	4.0611	.81885	.05925
Kualitas Produk	Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	56	3.9959	.55422	.07406
	Teman	77	4.0708	.52589	.05993
	Inisiatif sendiri	58	4.0306	.52785	.06931
	Total	191	4.0366	.53301	.03857
Brand Switching	Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	56	3.8790	.59261	.07919
	Teman	77	3.9625	.56645	.06455
	Inisiatif sendiri	58	3.8697	.54239	.07122
	Total	191	3.9098	.56582	.04094
WOM	Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	56	3.8036	.69566	.09296
	Teman	77	3.9091	.73277	.08351
	Inisiatif sendiri	58	3.9195	.64075	.08414
	Total	191	3.8813	.69324	.05016

Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Harga	Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	3.9072	4.2952	2.67	5.00
	Teman	3.7516	4.1532	1.67	5.00
	Inisiatif sendiri	3.9537	4.3796	2.33	5.00
	Total	3.9442	4.1780	1.67	5.00
Kualitas Produk	Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	3.8475	4.1444	2.36	5.00
	Teman	3.9515	4.1902	2.50	5.00
	Inisiatif sendiri	3.8918	4.1694	2.45	5.00
	Total	3.9606	4.1127	2.36	5.00
Brand Switching	Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	3.7203	4.0377	2.22	5.00
	Teman	3.8339	4.0910	2.56	5.00
	Inisiatif sendiri	3.7271	4.0123	2.22	5.00
	Total	3.8291	3.9906	2.22	5.00
WOM	Anggota keluarga dan Counter HP/kenalan yang bekerja di bidang telekomunikasi	3.6173	3.9899	2.00	5.00
	Teman	3.7428	4.0754	2.00	5.00
	Inisiatif sendiri	3.7511	4.0880	2.00	5.00
	Total	3.7824	3.9803	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Harga	Between Groups	1.647	2	.823	1.231	.294
	Within Groups	125.752	188	.669		
	Total	127.398	190			
Kualitas Produk	Between Groups	.185	2	.092	.323	.724
	Within Groups	53.794	188	.286		
	Total	53.979	190			
Brand Switching	Between Groups	.360	2	.180	.560	.572
	Within Groups	60.470	188	.322		
	Total	60.830	190			
WOM	Between Groups	.483	2	.241	.499	.608
	Within Groups	90.827	188	.483		
	Total	91.310	190			

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Kualitas Produk	191	2.36	5.00	4.0366	.53301
Brand Switching	191	2.22	5.00	3.9098	.56582
Valid N (listwise)	191				

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Prdk4	191	4.23	.856	.062
Prdk5	191	4.15	.870	.063
Prdk6	191	4.01	.906	.066
Prdk7	191	4.24	.936	.068
Prdk8	191	4.09	.899	.065
Prdk9	191	4.22	.817	.059
Prdk10	191	3.79	.741	.054
Prdk11	191	3.83	.790	.057
Prdk12	191	3.79	.787	.057
Prdk13	191	3.81	.788	.057
Prdk14	191	3.72	.791	.057
Prdk15	191	3.66	.764	.055
Prdk16	191	4.26	.829	.060
Prdk17	191	4.12	.910	.066
Prdk18	191	3.87	.820	.059
Prdk19	191	4.56	.637	.046
Prdk20	191	4.49	.753	.054
Prdk21	191	4.17	.777	.056
Prdk22	191	4.25	.821	.059
Prdk23	191	4.06	.884	.064
Prdk24	191	3.84	.774	.056
Prdk25	191	3.68	.752	.054

One-Sample Test

	Test Value = 4.03664921466					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference Lower	Upper
Prdk4	3.042	190	.003	.188	.07	.31
Prdk5	1.746	190	.082	.110	-.01	.23
Prdk6	-.399	190	.690	-.026	-.16	.10
Prdk7	2.938	190	.004	.199	.07	.33
Prdk8	.805	190	.422	.052	-.08	.18
Prdk9	3.100	190	.002	.183	.07	.30
Prdk10	-4.690	190	.000	-.251	-.36	-.15
Prdk11	-3.571	190	.000	-.204	-.32	-.09
Prdk12	-4.322	190	.000	-.246	-.36	-.13
Prdk13	-4.043	190	.000	-.230	-.34	-.12
Prdk14	-5.583	190	.000	-.319	-.43	-.21
Prdk15	-6.820	190	.000	-.377	-.49	-.27
Prdk16	3.668	190	.000	.220	.10	.34
Prdk17	1.192	190	.235	.079	-.05	.21
Prdk18	-2.824	190	.005	-.168	-.28	-.05
Prdk19	11.362	190	.000	.524	.43	.61
Prdk20	8.360	190	.000	.455	.35	.56
Prdk21	2.329	190	.021	.131	.02	.24
Prdk22	3.615	190	.000	.215	.10	.33
Prdk23	.328	190	.744	.021	-.11	.15
Prdk24	-3.550	190	.000	-.199	-.31	-.09
Prdk25	-6.541	190	.000	-.356	-.46	-.25