

BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan analisis data yang telah dilakukan maka secara umum dapat disimpulkan: bahwa *brand image* (citra merek) produk *smartphone android* merek Samsung memegang peranan penting yaitu sepenuhnya menentukan tingginya kesediaan pengguna/ konsumen untuk melakukan komunikasi *word of mouth* dan *brand image* (citra merek) sepenuhnya ditentukan oleh variabel dimensi kualitas produk yaitu daya tahan dan kesan kualitas.

1. Hasil analisis regresi mediasi adalah sebagai berikut:
 - a. Kualitas produk berpengaruh signifikan terhadap *word of mouth* sehingga H1a diterima.
 - b. Dimensi kualitas produk (reliabilitas, kesesuaian dengan spesifikasi, estetika, dan daya tahan) berpengaruh signifikan terhadap *word of mouth*.
 - c. Kualitas produk berpengaruh signifikan terhadap *brand image* sehingga H1b diterima.
 - d. Dimensi kualitas produk (kesan kualitas, estetika, fitur, dan daya tahan) berpengaruh signifikan terhadap *brand image*.
 - e. Kualitas produk dan *brand image* berpengaruh secara signifikan terhadap *word of mouth* sehingga H1c diterima.

- f. Dimensi-dimensi kualitas produk (estetika, kesesuaian dengan spesifikasi, fitur, dan reliabilitas) dan *brand image* berpengaruh secara signifikan terhadap *word of mouth*.
- g. *Brand image* berpengaruh signifikan terhadap *word of mouth* sehingga H1d diterima.

Dari hasil regresi mediasi diatas dapat diketahui bahwa:

- a. Dimensi kualitas produk (kinerja) bukan merupakan prediktor dari *word of mouth*.
- b. Dimensi kualitas produk (daya tahan) terhadap *word of mouth* sepenuhnya dimediasi oleh *brand image*.
- c. Dimensi kualitas produk (kesesuaian dengan spesifikasi) terhadap *word of mouth* tidak melalui *brand image* atau terjadi secara langsung.
- d. Dimensi kualitas produk (fitur) terhadap *word of mouth* dimediasi sebagian oleh *brand image*.
- e. Dimensi kualitas produk (reliabilitas) terhadap *word of mouth* tidak melalui *brand image* atau terjadi secara langsung.
- f. Dimensi kualitas produk (estetika) terhadap *word of mouth* dimediasi sebagian oleh *brand image*.
- g. Dimensi kualitas produk (kesan kualitas) terhadap *word of mouth* sepenuhnya dimediasi oleh *brand image*.

2. Hasil analisis regresi moderasi adalah sebagai berikut:

- a. *Brand image* memoderasi pengaruh kualitas produk terhadap *word of mouth* sehingga H2a diterima.

- b. *Country of origin* memoderasi pengaruh dimensi kualitas produk (kesesuaian dengan spesifikasi dan estetika) terhadap *word of mouth* sehingga H2b diterima.
 - c. *Country of origin* memoderasi pengaruh dimensi kualitas produk (daya tahan) terhadap *brand image* sehingga H2c diterima.
 - d. *Country of origin* memoderasi pengaruh *brand image* sehingga H2d diterima.
3. Hasil analisis *Independent Sample T-test* dan *One way ANOVA* pengguna produk *smartphone android* merek Samsung untuk membuktikan H3:
- a. Terdapat perbedaan penilaian perseptif pengguna produk *smartphone android* merek Samsung pada kualitas produk (kinerja, daya tahan, kesesuaian dengan spesifikasi, fitur, reliabilitas, estetika, dan kesan kualitas), *brand image*, dan *word of mouth* ditinjau dari perbedaan jenis kelamin pada variabel reliabilitas pengguna produk *smartphone android* merek Samsung pengguna produk dengan kelompok jenis kelamin perempuan memiliki penilaian perseptif lebih tinggi dibanding pengguna produk dengan jenis kelamin laki-laki.
 - b. Terdapat perbedaan penilaian perseptif pengguna produk *smartphone android* merek Samsung pada kualitas produk (kinerja, daya tahan, kesesuaian dengan spesifikasi, fitur, reliabilitas, estetika, dan kesan kualitas), *brand image*, dan *word of mouth* ditinjau dari perbedaan usia pada variabel daya tahan pengguna produk *smartphone android* merek Samsung dengan kelompok usia 21-28 tahun memiliki penilaian

perseptif lebih tinggi dibanding pengguna produk dengan kelompok usia 17-20 tahun.

- c. Terdapat perbedaan penilaian perseptif pengguna produk *smartphone android* merek Samsung pada kualitas produk (kinerja, daya tahan, kesesuaian dengan spesifikasi, fitur, reliabilitas, estetika, dan kesan kualitas), *brand image*, dan *word of mouth* ditinjau dari perbedaan tipe *smartphone android* merek Samsung yang digunakan pada variabel daya tahan dan reliabilitas kelompok pengguna produk *smartphone android* merek Samsung yang menggunakan tipe Samsung Galaxy Note memiliki penilaian perseptif lebih tinggi dibanding kelompok pengguna produk dengan tipe lain, sedangkan pada variabel kesan kualitas pengguna produk *smartphone android* merek Samsung yang menggunakan tipe Samsung Galaxy S mempunyai penilaian perseptif lebih tinggi dibanding pengguna dengan tipe lain.
- d. Terdapat perbedaan penilaian perseptif pengguna produk *smartphone android* merek Samsung pada kualitas produk (kinerja, daya tahan, kesesuaian dengan spesifikasi, fitur, reliabilitas, estetika, dan kesan kualitas), *brand image*, dan *word of mouth* ditinjau dari perbedaan penggunaan pulsa/paket internet perbulan *smartphone android* merek Samsung pada variabel kinerja dengan kelompok responden dengan penggunaan pulsa/paket internet perbulan sebesar Rp.85.000-Rp250.000 mempunyai penilaian perseptif yang lebih tinggi dibandingkan

kelompok responden dengan penggunaan pulsa/paket internet perbulan lainnya.

- e. Terdapat perbedaan penilaian perseptif pengguna produk *smartphone android* merek Samsung pada kualitas produk (kinerja, daya tahan, kesesuaian dengan spesifikasi, fitur, reliabilitas, estetika, dan kesan kualitas), *brand image*, dan *word of mouth* ditinjau dari perbedaan penggunaan fungsi utama *smartphone android* merek Samsung pada variabel kinerja kelompok responden dengan fungsi utama BBM dan Line mempunyai penilaian perseptif yang lebih tinggi dibandingkan kelompok responden fungsi utama lainnya.
- f. Terdapat perbedaan penilaian perseptif pengguna produk *smartphone android* merek Samsung pada kualitas produk (kinerja, daya tahan, kesesuaian dengan spesifikasi, fitur, reliabilitas, estetika, dan kesan kualitas), *brand image*, dan *word of mouth* ditinjau dari perbedaan merek hp sebelum menggunakan *smartphone android* merek Samsung pada variabel daya tahan yaitu Iphone mempunyai penilaian perseptif yang lebih tinggi dibandingkan kelompok merek hp lainnya, sedangkan pada variabel reliabilitas yaitu Nokia mempunyai penilaian perseptif yang lebih tinggi dibandingkan kelompok merek hp lainnya.
- g. Terdapat perbedaan penilaian perseptif pengguna produk *smartphone android* merek Samsung pada kualitas produk (kinerja, daya tahan, kesesuaian dengan spesifikasi, fitur, reliabilitas, estetika, dan kesan kualitas), *brand image*, dan *word of mouth* ditinjau dari perbedaan

pendapat bahwa *COO* mencerminkan kualitas dari produk tersebut pada variabel reliabilitas dengan kelompok responden dengan pendapat sangat tidak setuju dan tidak setuju mempunyai penilaian perseptif yang lebih tinggi dibandingkan kelompok responden dengan pendapat lainnya, sedangkan pada variabel kesan kualitas, *brand image*, dan *WOM* dengan kelompok responden dengan pendapat setuju mempunyai penilaian perseptif yang lebih tinggi dibandingkan kelompok responden dengan pendapat lainnya.

- h. Terdapat perbedaan penilaian perseptif pengguna produk *smartphone android* merek Samsung pada kualitas produk (kinerja, daya tahan, kesesuaian dengan spesifikasi, fitur, reliabilitas, estetika, dan kesan kualitas), *brand image*, dan *word of mouth* ditinjau dari perbedaan pendapat bahwa *COO* mencerminkan kualitas dari produk tersebut pada variabel kinerja, daya tahan, reliabilitas, estetika, dan *WOM* dengan kelompok responden dengan pendapat setuju mempunyai penilaian perseptif yang lebih tinggi dibandingkan kelompok responden dengan pendapat lainnya.
- i. Terdapat perbedaan penilaian perseptif pengguna produk *smartphone android* merek Samsung pada kualitas produk (kinerja, daya tahan, kesesuaian dengan spesifikasi, fitur, reliabilitas, estetika, dan kesan kualitas), *brand image*, dan *word of mouth* ditinjau dari perbedaan pihak yang menyarankan untuk menggunakan produk *smartphone android* merek Samsung pada variabel daya tahan dan *word of mouth*

pada kelompok responden yang menjawab teman yang menyarankan mempunyai penilaian perseptif yang lebih tinggi dibandingkan kelompok responden yang menjawab pihak yang menyarankan lainnya.

4. Hasil analisis prosentase/ frekuensi adalah sebagai berikut:
 - a. Mayoritas responden berjenis kelamin laki-laki sebesar 59,4% atau sebanyak 81 orang.
 - b. Mayoritas responden berusia 21-28 tahun sebesar 56,9% atau sebanyak 91 orang.
 - c. Mayoritas responden menggunakan produk *smartphone android* merek Samsung dengan durasi 1-7 bulan sebesar 63,1% atau sebanyak 101 orang.
 - d. Mayoritas responden menggunakan tipe *smartphone android merek* Samsung pada tipe Samsung Galaxy Note (1,2,3,10.1) sebesar 29,4% atau sebanyak 47 orang.
 - e. Mayoritas responden mengeluarkan biaya pulsa/paket internet perbulan sebesar Rp.25.000-Rp.50.000 sebesar 49,4% atau sebanyak 79 orang.
 - f. Mayoritas responden memanfaatkan fungsi utama *smartphone android* merek Samsung adalah untuk browsing dan sosial media sebesar 68,1% atau sebanyak 109 orang.
 - g. Mayoritas responden menggunakan merek hp Blackberry sebelum menggunakan *smartphone android* merek Samsung yaitu sebesar 64,4% atau sebanyak 103 orang.

- h. Mayoritas responden berpendapat setuju bahwa *COO* suatu produk mencerminkan kualitas dari produk tersebut yaitu sebesar 53,5% atau sebanyak 86 orang.
 - i. Mayoritas responden berpendapat setuju bahwa *COO* dapat mempengaruhi *brand image* produk tersebut sebesar 60,6% atau sebanyak 97 orang.
 - j. Mayoritas responden disarankan untuk menggunakan *smartphone android* merek Samsung oleh teman yaitu sebesar 36,3% atau sebanyak 58 orang.
5. Hasil analisis *One Sample T-test* dapat disimpulkan bahwa variabel-variabel penelitian yaitu kualitas produk (kinerja, daya tahan, kesesuaian dengan spesifikasi, fitur, reliabilitas, estetika, dan kesan kualitas), *brand image*, dan *word of mouth* termasuk pada kategori tinggi/baik.

5.2 Saran

1. Bagi pihak manajemen PT. Samsung Electronics Indonesia antara lain dalam menentukan program pemasaran produk *smartphone android* Samsung yang sesuai dengan harapan konsumen. Ditinjau dari hasil penelitian ini saran yang peneliti ajukan yaitu untuk meningkatkan dimensi kesesuaian dengan spesifikasi produk yaitu dengan menginovasi atau mengembangkan spesifikasi produk yang ada pada produk agar produk dapat sesuai dengan kepribadian konsumen misalnya bagi konsumen berjenis kelamin perempuan agar sesuai dengan kepribadiannya diberikan pilihan warna-warna yang feminim seperti warna merah muda, biru muda,

ungu, dan lain sebagainya. Sedangkan untuk konsumen berjenis kelamin laki-laki agar sesuai dengan kepribadiannya diberikan pilihan warna yang lebih gelap seperti silver, biru tua, hijau tua dan lain sebagainya. Kemudian selain warna agar sesuai dengan kepribadian konsumen yang mementingkan kinerja, daya tahan, fitur dan dimensi kualitas produk lainnya sebaiknya produsen menginovasi produk sehingga menjadi lebih baik dari produk pesaing misalnya menambah kapasitas RAM sehingga produk dapat lebih lancar saat digunakan, memberikan fitur yang lebih menarik dibanding produk pesaing misalnya resolusi kamera yang lebih baik bagi konsumen yang senang dengan fotografi, daya tahan produk yang lebih baik dibanding produk pesaing misalnya produk yang tahan banting, tahan air, dan lain sebagainya. Kemudian difokuskan pada konsumen yang memiliki pendapat cukup setuju terhadap negara asal produk (*COO*) mencerminkan kualitas dari produk sehingga terjadinya komunikasi getok-tular atau *WOM* semakin meningkat.

2. Bagi pihak peneliti selanjutnya jika menggunakan topik yang sama sebaiknya memperluas ruang lingkup penelitian misalnya pengguna *smartphone android* Samsung di Daerah Istimewa Yogyakarta sehingga responden penelitian lebih heterogen.

5.3 Kelemahan Penelitian

1. Kelemahan dari penelitian ini adalah ruang lingkup penelitian yang sempit yaitu hanya terbatas pada mahasiswa Universitas Atma Jaya Yogyakarta pengguna produk *smartphone android* merek Samsung sehingga

responden yang didapat homogen yaitu hanya mahasiswa Universitas Atma Jaya Yogyakarta.

2. Spesifikasi responden yang sudah sangat menguasai pengoprasian dan kinerja yang ada pada produk *smartphone android* merek Samsung menyebabkan variabel dimensi kualitas produk X1 yaitu kinerja bukan merupakan prediktor terciptanya *word of mouth* produk *smartphone android* merek Samsung.

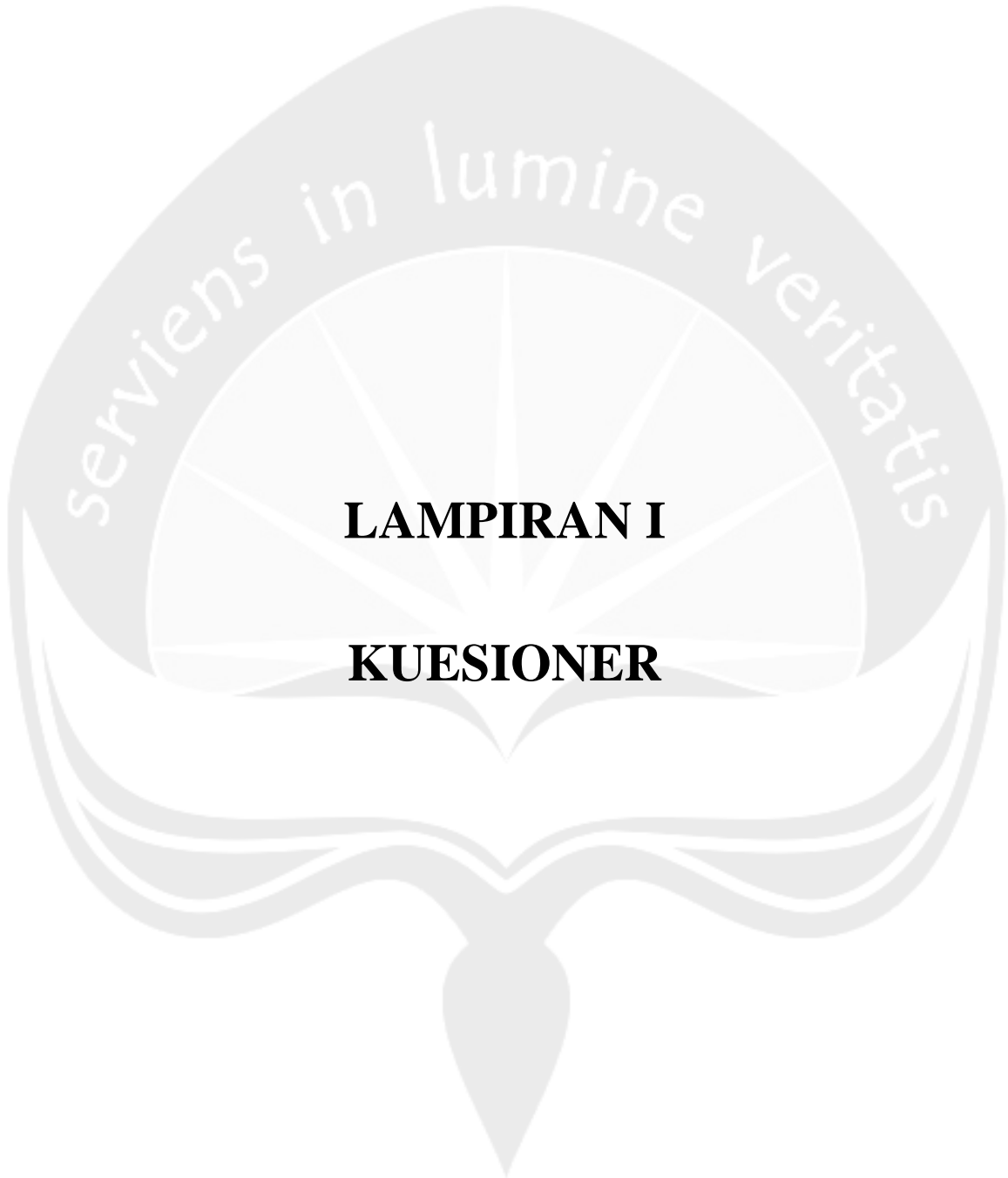


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LAMPIRAN I

KUESIONER

Kuesioner

No. Responden...

Kepada Yth.

Saudara/i mahasiswa Universitas Atmajaya Yogyakarta pengguna *smartphone android* merek Samsung

Dengan hormat,

Bersama ini saya :

Nama : Patricia Dessy Andriani

NPM : EM/ 100318125

Mahasiswi Program Studi Manajemen Fakultas Ekonomi Universitas Atma Jaya Yogyakarta yang sedang menyusun skripsi dengan topik peran citra merek (*brand image*) dan negara asal produk (*country of origin*) dalam hubungan kausal antara kualitas produk dan kesediaan konsumen untuk melakukan komunikasi getok tular (*word of mouth communication*) pada produk *smartphone android* merek Samsung.

Saya memohon bantuan Anda untuk menjawab pertanyaan-pertanyaan yang tersusun dalam kuesioner terlampir guna memperoleh data yang dibutuhkan dalam penyusunan skripsi ini.

Semua jawaban Anda, hanya saya pergunakan untuk kepentingan penulisan skripsi ini. Untuk itu, saya memohon kesediaan Anda untuk menjawab pertanyaan kuesioner ini sesuai dengan keadaan Anda yang sebenarnya.

Sebelumnya saya ucapkan terimakasih atas kesediaan Anda yang telah meluangkan waktu untuk menjawab kuesioner ini.

Hormat saya,

Patricia Dessy Andriani

Kuesioner

A. Pernyataan-pernyataan di bawah ini berhubungan dengan pendapat atau penilaian Anda mengenai *smartphone android* merek Samsung. Anda diminta menjawab dengan sebenar-benarnya dengan memberi tanda silang (x) pada salah satu dari 5 alternatif jawaban sebagai berikut :

1. Sangat Tidak Setuju (STS) Skor 1
2. Tidak Setuju (TS) Skor 2
3. Netral (N) Skor 3
4. Setuju (S) Skor 4
5. Sangat Setuju (SS) Skor 5

Kualitas Produk						
NO	PERNYATAAN	STS	TS	N	S	SS
X1	Kinerja (<i>Performance</i>)					
1	Menurut saya, <i>smartphone android</i> merek Samsung mudah dalam pengoperasiannya					
2	Menurut saya, secara fungsional <i>smartphone android</i> merek Samsung mampu bekerja sesuai dengan yang dijanjikan					
3	Menurut saya, hasil kerja fungsional <i>smartphone android</i> merek Samsung baik					
X2	Daya tahan (<i>Durability</i>)					
4	Menurut saya <i>smartphone android</i> merek Samsung tidak mudah rusak					
5	Menurut saya, <i>smartphone android</i> merek Samsung penggunaannya awet					
6	Menurut saya, keawetan <i>smartphone android</i> merek Samsung mampu bersaing dengan keawetan <i>smartphone</i> lain dalam kelas yang sama					
X3	Kesesuaian dengan spesifikasi (<i>Conformance to Specifications</i>)					
7	Spesifikasi dari <i>smartphone android</i> merek Samsung sesuai dengan keperluan yang saya butuhkan					
8	Spesifikasi dari <i>smartphone android</i> merek Samsung sesuai dengan yang saya harapkan					
9	Spesifikasi dari <i>smartphone android</i> merek Samsung mampu mencerminkan kepribadian saya					
X4	Fitur (<i>Features</i>)					
10	Fitur-fitur yang ditawarkan <i>smartphone android</i> merek Samsung menarik perhatian saya					
11	Saya membutuhkan atau menginginkan fitur-fitur yang ditawarkan <i>smartphone android</i> merek Samsung					
12	Saya tertarik dengan fitur-fitur yang ditawarkan					

	oleh <i>smartphone android</i> merek Samsung					
X5	Reliabilitas (<i>Reliability</i>)					
13	Menurut saya, <i>smartphone android</i> merek Samsung kualitas baik					
14	<i>Smartphone android</i> merek Samsung merupakan produk <i>smartphone</i> yang terpercaya					
15	<i>Smartphone android</i> merek Samsung memiliki <i>value-for-money</i> (nilai ekonomis) yang tinggi					
X6	Estetika (<i>Asthetics</i>)					
16	Tampilan bentuk <i>smartphone android</i> merek Samsung menarik perhatian saya					
17	Model <i>smartphone android</i> merek Samsung menarik perhatian saya					
18	<i>Design smartphone android</i> merek Samsung menarik perhatian saya.					
19	Warna <i>smartphone android</i> merek Samsung menarik perhatian saya.					
X7	Kesan kualitas (<i>Perceived Quality</i>)					
20	Kinerja yang bagus dan kemudahan dalam pengoperasian <i>smartphone android</i> merek Samsung mampu mendorong saya sehingga memilikinya					
21	Keawetan <i>smartphone android</i> merek Samsung yang terpercaya mampu mendorong saya sehingga memilikinya					
22	Spesifikasi <i>smartphone android</i> merek Samsung yang bagus dan kesesuaian spesifikasi dengan kebutuhan mampu mendorong saya sehingga memilikinya					
23	Fitur-fitur <i>smartphone android</i> merek Samsung yang bagus mampu mendorong saya sehingga memilikinya					
24	Kualitas <i>smartphone android</i> merek Samsung yang baik mampu mendorong saya sehingga memilikinya					
25	Daya tarik <i>smartphone android</i> merek Samsung yang memikat mampu mendorong saya sehingga memilikinya					

Brand Images (M)						
NO	PERNYATAAN	STS	TS	N	S	SS
1	Saya mengenal dengan jelas <i>smartphone android</i> merek Samsung					
2	Merek yang muncul di pemikiran saya ketika hendak membeli <i>smartphone android</i> adalah Samsung					
3	Saya merasa produk <i>smartphone android</i> merek					

	Samsung mempunyai desain yang <i>elegant</i> dan mudah dipahami					
4	Menurut saya, pengguna <i>smartphone android</i> merek Samsung adalah orang-orang kelas menengah ke atas.					

Word of Mouth (Y)						
NO	PERNYATAAN	STS	TS	N	S	SS
1	Saya menganjurkan teman-teman dan keluarga saya serta orang lain untuk memiliki/menggunakan <i>smartphone android</i> merek Samsung					
2	Saya merekomendasikan <i>smartphone android</i> merek Samsung kepada siapapun yang meminta pendapat saya tentang <i>smartphone android</i>					
3	Saya akan mengatakan hal-hal positif mengenai <i>smartphone android</i> merek Samsung kepada orang lain					

B. Pilihlah salah satu jawaban yang sesuai keadaan anda yang sebenarnya dengan cara menuliskan atau memberi tanda silang (x) pada jawaban Anda pada tempat yang telah tersedia.

1. Jenis kelamin :
 - a. Laki-laki
 - b. Perempuan
2. Usia Anda saat ini..... tahun
3. Durasi Anda telah menggunakan *smartphone android* merek Samsung hingga saat ini bulan.
4. Tipe/jenis *smartphone android* merek Samsung yang Anda pakai saat ini.....
5. Biaya rata-rata untuk menggunakan *smartphone android* merek Samsung anda termasuk untuk membayar pulsa/paket internet dalam sebulan..... ribu rupiah
6. Fungsi *smartphone android* merek Samsung yang paling sering digunakan adalah untuk.....
7. Apa merek HP Anda sebelum membeli *smartphone android* merek Samsung?
 - a. Blackberry
 - b. iPhone
 - c. Nokia
 - d. Smartfren Andromax
 - e. Lainnya, sebutkan.....
8. *Country of Origin* (negara asal) suatu produk mencerminkan kualitas dari produk tersebut. Pendapat Anda?
 - a. Sangat Tidak Setuju (STS)
 - b. Tidak Setuju (TS)
 - c. Cukup Setuju (CS)
 - d. Setuju (S)
 - e. Sangat Setuju (SS)
9. *Country of Origin* (negara asal) suatu produk dapat mempengaruhi *brand Images* atau citra merek produk tersebut. Pendapat Anda?
 - a. Sangat Tidak Setuju (STS)
 - b. Tidak Setuju (TS)
 - c. Cukup Setuju (CS)
 - d. Setuju (S)
 - e. Sangat Setuju (SS)
10. Siapakah yang menyarankan Anda menggunakan *smartphone android* merek Samsung?
 - a. Anggota keluarga
 - b. Teman
 - c. Inisiatif sendiri
 - d. *Counter* HP/kenalan yang bekerja di bidang telekomunikasi
 - e. Lainnya, sebutkan.....



LAMPIRAN II

UJI VALIDITAS & RELIABILITAS

Kinerja

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.617	.642	3

Item Statistics

	Mean	Std. Deviation	N
kinerja 1	4.43	.504	30
kinerja 2	4.13	.346	30
kinerja 3	4.13	.346	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.233	4.133	4.433	.300	1.073	.030	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
kinerja 1	8.27	.340	.414	.206	.595
kinerja 2	8.57	.530	.374	.184	.590
kinerja 3	8.57	.461	.548	.304	.379

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.70	.838	.915	3

Daya Tahan

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.690	.699	3

Item Statistics

	Mean	Std. Deviation	N
daya tahan 1	3.90	.481	30
daya tahan 2	3.87	.629	30
daya tahan 3	4.10	.607	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.956	3.867	4.100	.233	1.060	.016	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
daya tahan 1	7.97	1.068	.548	.409	.568
daya tahan 2	8.00	.759	.630	.462	.418
daya tahan 3	7.77	1.013	.378	.158	.763

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.87	1.844	1.358	3

Kesesuaian Dengan Spesifikasi

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.631	.656	3

Item Statistics

	Mean	Std. Deviation	N
kesesuaian 1	4.30	.596	30
kesesuaian 2	4.13	.507	30
kesesuaian 3	4.20	.407	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.211	4.133	4.300	.167	1.040	.007	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
kesesuaian 1	8.33	.644	.361	.130	.686
kesesuaian 2	8.50	.672	.497	.311	.451
kesesuaian 3	8.43	.806	.510	.308	.479

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.63	1.344	1.159	3

Fitur

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.723	.728	3

Item Statistics

	Mean	Std. Deviation	N
fitur 1	4.07	.583	30
fitur 2	4.13	.571	30
fitur 3	4.00	.525	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.067	4.000	4.133	.133	1.033	.004	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
fitur 1	8.13	1.016	.395	.159	.814
fitur 2	8.07	.823	.648	.502	.503
fitur 3	8.20	.924	.615	.481	.557

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.20	1.821	1.349	3

Reliabilitas

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.808	.796	3

Item Statistics

	Mean	Std. Deviation	N
reliabilitas 1	4.33	.547	30
reliabilitas 2	4.37	.556	30
reliabilitas 3	4.27	.450	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.322	4.267	4.367	.100	1.023	.003	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
reliabilitas 1	8.63	.723	.791	.900	.585
reliabilitas 2	8.60	.662	.869	.908	.486
reliabilitas 3	8.70	1.183	.381	.228	.972

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.97	1.757	1.326	3

Estetika

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.916	.916	4

Item Statistics

	Mean	Std. Deviation	N
estetika 1	3.93	.785	30
estetika 2	3.93	.785	30
estetika 3	3.57	.817	30
estetika 4	3.57	.817	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.750	3.567	3.933	.367	1.103	.045	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
estetika 1	11.07	4.823	.803	.	.893
estetika 2	11.07	4.823	.803	.	.893
estetika 3	11.43	4.668	.813	.	.889
estetika 4	11.43	4.668	.813	.	.889

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.00	8.207	2.865	4

Kesan Kualitas

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.844	.850	6

Item Statistics

	Mean	Std. Deviation	N
kesan kualitas 1	4.17	.379	30
kesan kualitas 2	4.13	.346	30
kesan kualitas 3	4.13	.346	30
kesan kualitas 4	4.20	.484	30
kesan kualitas 5	4.20	.407	30
kesan kualitas 6	4.17	.531	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.167	4.133	4.200	.067	1.016	.001	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
kesan kualitas 1	20.83	2.626	.664	.745	.812
kesan kualitas 2	20.87	2.878	.502	.664	.840
kesan kualitas 3	20.87	2.809	.567	.422	.830
kesan kualitas 4	20.80	2.441	.602	.666	.825
kesan kualitas 5	20.80	2.372	.836	.885	.776
kesan kualitas 6	20.83	2.282	.638	.684	.821

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
25.00	3.586	1.894	6

Brand Image

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.816	.821	4

Item Statistics

	Mean	Std. Deviation	N
brand image 1	4.40	.498	30
brand image 2	4.27	.450	30
brand image 3	4.33	.479	30
brand image 4	4.30	.535	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.325	4.267	4.400	.133	1.031	.003	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
brand image 1	12.90	1.541	.569	.564	.801
brand image 2	13.03	1.482	.739	.640	.726
brand image 3	12.97	1.482	.670	.513	.754
brand image 4	13.00	1.448	.589	.505	.795

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.30	2.493	1.579	4

Word Of Mouth (WOM)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.946	.946	3

Item Statistics

	Mean	Std. Deviation	N
WOM 1	3.93	.785	30
WOM 2	3.93	.785	30
WOM 3	4.03	.765	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.967	3.933	4.033	.100	1.025	.003	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
WOM 1	7.97	2.171	.922	.897	.894
WOM 2	7.97	2.171	.922	.897	.894
WOM 3	7.87	2.395	.819	.672	.971

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.90	4.921	2.218	3



LAMPIRAN III

ANALISIS PROSENTASE

Frequencies Table

Jenis Kelamin

		jenis kelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	95	59.4	59.4	59.4
	Perempuan	65	40.6	40.6	100.0
	Total	160	100.0	100.0	

Usia

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17	2	1.3	1.3	1.3
	18	10	6.3	6.3	7.5
	19	19	11.9	11.9	19.4
	20	37	23.1	23.1	42.5
	21	50	31.3	31.3	73.8
	22	28	17.5	17.5	91.3
	23	9	5.6	5.6	96.9
	24	2	1.3	1.3	98.1
	25	2	1.3	1.3	99.4
	28	1	.6	.6	100.0
	Total	160	100.0	100.0	

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-20 tahun	69	43.1	43.1	43.1
	21-28 tahun	91	56.9	56.9	100.0
	Total	160	100.0	100.0	

Durasi

durasi				
	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.3	1.3	1.3
2	15	9.4	9.4	10.6
3	22	13.8	13.8	24.4
4	22	13.8	13.8	38.1
5	13	8.1	8.1	46.3
6	21	13.1	13.1	59.4
7	8	5.0	5.0	64.4
8	6	3.8	3.8	68.1
9	7	4.4	4.4	72.5
10	3	1.9	1.9	74.4
11	1	.6	.6	75.0
Valid 12	18	11.3	11.3	86.3
13	1	.6	.6	86.9
14	7	4.4	4.4	91.3
15	3	1.9	1.9	93.1
18	2	1.3	1.3	94.4
23	1	.6	.6	95.0
24	4	2.5	2.5	97.5
29	1	.6	.6	98.1
30	1	.6	.6	98.8
48	2	1.3	1.3	100.0
Total	160	100.0	100.0	

durasi				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-7 bulan	101	63.1	63.1	63.1
8-48 bulan	59	36.9	36.9	100.0
Total	160	100.0	100.0	

Tipe Smartphone Android Merek Samsung

		tipe smartphone			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Samsung Galaxy Note 1	17	10.6	10.6	10.6
	Samsung Galaxy Note 2	18	11.3	11.3	21.9
	Samsung Galaxy Note 3	10	6.3	6.3	28.1
	Samsung Galaxy Grand 1	15	9.4	9.4	37.5
	Samsung Galaxy Grand 2	4	2.5	2.5	40.0
	Samsung Galaxy Grand Duos	4	2.5	2.5	42.5
	Samsung Galaxy Ace 1	4	2.5	2.5	45.0
	Samsung Galaxy Ace 2	6	3.8	3.8	48.8
	Samsung Galaxy S3	12	7.5	7.5	56.3
	Samsung Galaxy S3 Mini	3	1.9	1.9	58.1
	Samsung Galaxy S4	20	12.5	12.5	70.6
	Samsung Galaxy Tab 2	7	4.4	4.4	75.0
	Samsung Galaxy Tab 3	9	5.6	5.6	80.6
	Samsung Galaxy Mega	10	6.3	6.3	86.9
	Samsung Galaxy Young	12	7.5	7.5	94.4
	Samsung Galaxy Core	4	2.5	2.5	96.9
	Samsung Galaxy Note 10.1	2	1.3	1.3	98.1
	Samsung Galaxy Chat	1	.6	.6	98.8
	Samsung Galaxy Mini 2	1	.6	.6	99.4
	Samsung Galaxy Mini 1	1	.6	.6	100.0
Total		160	100.0	100.0	

		tipe smartphone			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Samsung Galaxy Note (1,2,3,10.1)	47	29.4	29.4	29.4
	Samsung Galaxy Grand (1,2,Duos)	22	13.8	13.8	43.1
	Samsung Galaxy S (3,Mini,4)	35	21.9	21.9	65.0
	Samsung Galaxy Tab (1,2)	16	10.0	10.0	75.0
	Samsung Galaxy Tipe Lainnya (Ace 1&2,Mega,Young,Core,Chat ,Mini 1&2)	40	25.0	25.0	100.0
	Total	160	100.0	100.0	

Biaya Penggunaan Pulsa/Paket Internet Perbulan

Biaya				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25.000	1	.6	.6
	30.000	7	4.4	5.0
	45.000	3	1.9	6.9
	50.000	68	42.5	49.4
	60.000	18	11.3	60.6
	70.000	3	1.9	62.5
	80.000	2	1.3	63.8
	100.000	49	30.6	94.4
	150.000	4	2.5	96.9
	200.000	3	1.9	98.8
	250.000	2	1.3	100.0
	Total	160	100.0	100.0

biaya				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp.25.000-Rp.50.000	79	49.4	49.4
	Rp.55.000-Rp.80.000	23	14.4	63.8
	Rp.85.000-Rp.250.000	58	36.3	100.0
	Total	160	100.0	100.0

Fungsi Utama Smartphone Android Merek Samsung

Fungsi				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sosial media	72	45.0	45.0
	BBM	15	9.4	54.4
	browsing internet	37	23.1	77.5
	game	7	4.4	81.9
	musik	1	.6	82.5
	foto selfie	10	6.3	88.8
	office	5	3.1	91.9
	komunikasi	7	4.4	96.3
	Line	5	3.1	99.4
	video call	1	.6	100.0
	Total	160	100.0	100.0

fungsi				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	browsing & sosial media	109	68.1	68.1
	BBM & Line	20	12.5	80.6
	game & musik, komunikasi & video call, office & foto selfie	31	19.4	100.0
	Total	160	100.0	100.0

Merek Hp Sebelum Menggunakan Smartphone Android Merek Samsung

merek hp sebelum

	Frequency	Percent	Valid Percent	Cumulative Percent
Blackberry	103	64.4	64.4	64.4
iPhone	18	11.3	11.3	75.6
Nokia	21	13.1	13.1	88.8
Smartfren Andromax	8	5.0	5.0	93.8
Samsung	2	1.3	1.3	95.0
Valid Sony Erricson	3	1.9	1.9	96.9
LG	1	.6	.6	97.5
Lenovo	2	1.3	1.3	98.8
OPPO	1	.6	.6	99.4
Esia	1	.6	.6	100.0
Total	160	100.0	100.0	

merek hp sebelum

	Frequency	Percent	Valid Percent	Cumulative Percent
Blackberry	103	64.4	64.4	64.4
Iphone	18	11.3	11.3	75.6
Nokia	21	13.1	13.1	88.8
Valid Smartfren Andromax dan Lain-lain	18	11.3	11.3	100.0
Total	160	100.0	100.0	

Pendapat Responden (COO 1)

COO 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju	2	1.3	1.3	1.3
Tidak Setuju	18	11.3	11.3	12.5
Valid Cukup Setuju	35	21.9	21.9	34.4
Setuju	87	54.4	54.4	88.8
Sangat Setuju	18	11.3	11.3	100.0
Total	160	100.0	100.0	

Pendapat Responden (COO 2)

COO 2

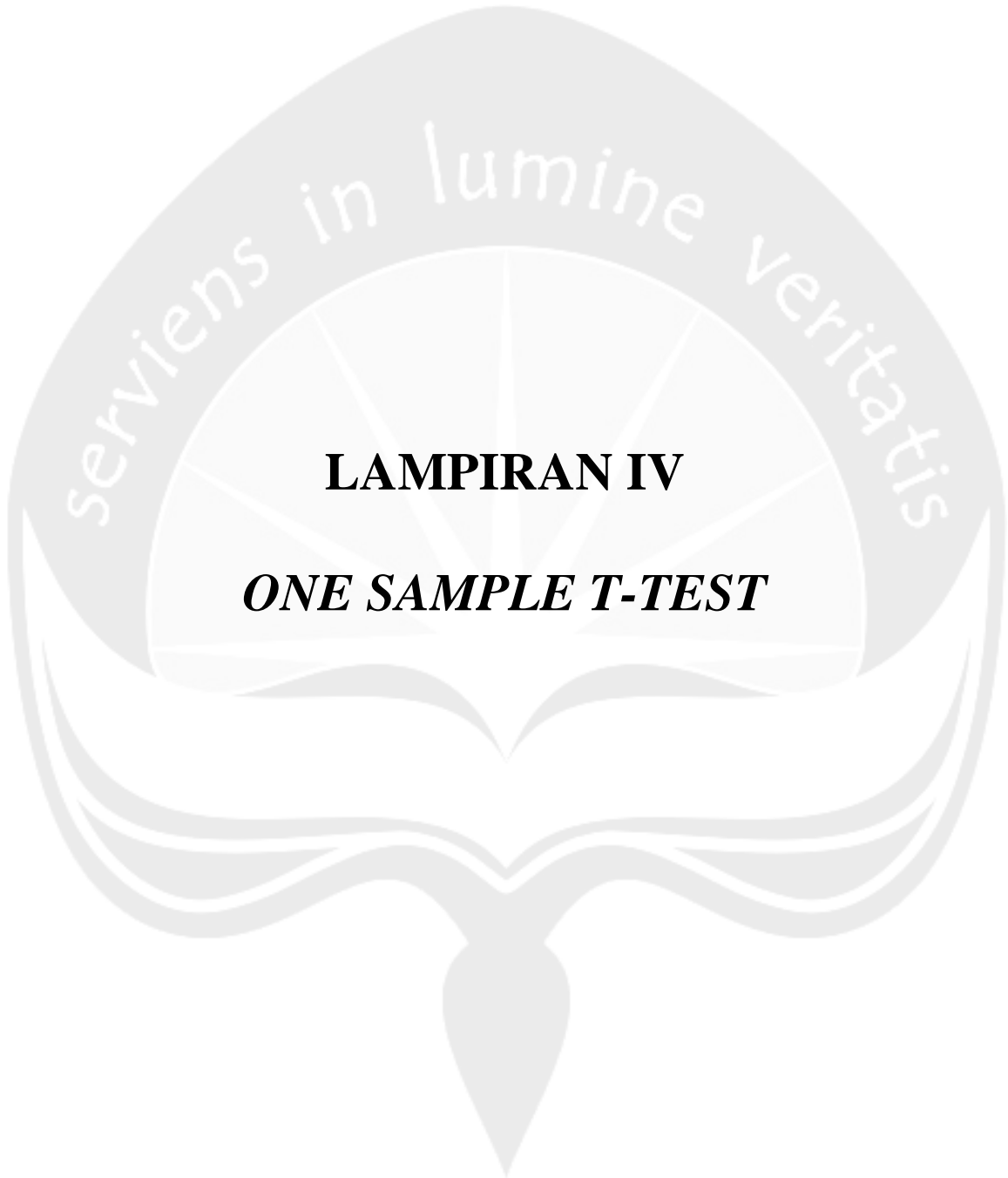
	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju	2	1.3	1.3	1.3
Tidak Setuju	9	5.6	5.6	6.9
Valid Cukup Setuju	32	20.0	20.0	26.9
Setuju	97	60.6	60.6	87.5
Sangat Setuju	20	12.5	12.5	100.0
Total	160	100.0	100.0	

Pihak Yang Menyarankan Menggunakan *Smartphone Android* Merek Samsung

saran

	Frequency	Percent	Valid Percent	Cumulative Percent
Anggota Keluarga	45	28.1	28.1	28.1
Teman	58	36.3	36.3	64.4
Inisiatif Sendiri	53	33.1	33.1	97.5
Valid Counter HP/ kenalan yang bekerja di bidang telekomunikasi	4	2.5	2.5	100.0
Total	160	100.0	100.0	





LAMPIRAN IV

ONE SAMPLE T-TEST

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
KINERJA	160	4.0542	.50558	.03997
DAYA_TAHAN	160	3.5042	.65502	.05178
KESESUAIAN	160	3.8771	.49543	.03917
FITUR	160	4.0063	.50362	.03981
RELIABILITAS	160	3.9896	.55251	.04368
ESTETIKA	160	3.7969	.68519	.05417
KESAN_KUALITAS	160	3.9427	.48169	.03808
BRAND_IMAGE	160	3.7281	.58236	.04604
WOM	160	3.6583	.75601	.05977

One-Sample Test

	Test Value = 3.41					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
KINERJA	16.117	159	.000	.64417	.5652	.7231
DAYA_TAHAN	1.818	159	.071	.09417	-.0081	.1964
KESESUAIAN	11.925	159	.000	.46708	.3897	.5444
FITUR	14.976	159	.000	.59625	.5176	.6749
RELIABILITAS	13.269	159	.000	.57958	.4933	.6659
ESTETIKA	7.142	159	.000	.38687	.2799	.4939
KESAN_KUALITAS	13.989	159	.000	.53271	.4575	.6079
BRAND_IMAGE	6.910	159	.000	.31812	.2272	.4091
WOM	4.155	159	.000	.24833	.1303	.3664

One-Sample Test

	Test Value = 4.21					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
KINERJA	-3.899	159	.000	-.15583	-.2348	-.0769
DAYA_TAHAN	-13.630	159	.000	-.70583	-.8081	-.6036
KESESUAIAN	-8.500	159	.000	-.33292	-.4103	-.2556
FITUR	-5.117	159	.000	-.20375	-.2824	-.1251
RELIABILITAS	-5.046	159	.000	-.22042	-.3067	-.1341
ESTETIKA	-7.627	159	.000	-.41312	-.5201	-.3061
KESAN_KUALITAS	-7.019	159	.000	-.26729	-.3425	-.1921
BRAND_IMAGE	-10.467	159	.000	-.48188	-.5728	-.3909
WOM	-9.230	159	.000	-.55167	-.6697	-.4336

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
kinerja 1	160	4.23	.571	.045
kinerja 2	160	4.02	.658	.052
kinerja 3	160	3.92	.700	.055

One-Sample Test

	Test Value = 4.0542					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
kinerja 1	3.781	159	.000	.171	.08	.26
kinerja 2	-.681	159	.497	-.035	-.14	.07
kinerja 3	-2.447	159	.015	-.135	-.24	-.03

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
daya tahan 1	160	3.36	.843	.067
daya tahan 2	160	3.40	.746	.059
daya tahan 3	160	3.75	.769	.061

One-Sample Test

	Test Value = 3.5042					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
daya tahan 1	-2.126	159	.035	-.142	-.27	-.01
daya tahan 2	-1.768	159	.079	-.104	-.22	.01
daya tahan 3	4.044	159	.000	.246	.13	.37

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
kesesuaian 1	160	4.09	.581	.046
kesesuaian 2	160	3.96	.667	.053
kesesuaian 3	160	3.58	.820	.065

One-Sample Test

	Test Value = 3.8771					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
kesesuaian 1	4.720	159	.000	.217	.13	.31
kesesuaian 2	1.501	159	.135	.079	-.02	.18
kesesuaian 3	-4.563	159	.000	-.296	-.42	-.17

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
fitur 1	160	3.99	.566	.045
fitur 2	160	3.99	.629	.050
fitur 3	160	4.03	.598	.047

One-Sample Test

	Test Value = 4.0063					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
fitur 1	-.280	159	.780	-.013	-.10	.08
fitur 2	-.252	159	.801	-.013	-.11	.09
fitur 3	.528	159	.598	.025	-.07	.12

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
estetika 1	160	3.88	.755	.060
estetika 2	160	3.88	.755	.060
estetika 3	160	3.71	.788	.062
estetika 4	160	3.71	.788	.062

One-Sample Test

	Test Value = 3.7969					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
estetika 1	1.412	159	.160	.084	-.03	.20
estetika 2	1.412	159	.160	.084	-.03	.20
estetika 3	-1.354	159	.178	-.084	-.21	.04
estetika 4	-1.354	159	.178	-.084	-.21	.04

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
kesan kualitas 1	160	4.03	.619	.049
kesan kualitas 2	160	3.82	.808	.064
kesan kualitas 3	160	3.92	.663	.052
kesan kualitas 4	160	4.00	.604	.048
kesan kualitas 5	160	4.00	.604	.048
kesan kualitas 6	160	3.89	.682	.054

One-Sample Test

	Test Value = 3.9427					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
kesan kualitas 1	1.811	159	.072	.089	-.01	.19
kesan kualitas 2	-1.941	159	.054	-.124	-.25	.00
kesan kualitas 3	-.457	159	.648	-.024	-.13	.08
kesan kualitas 4	1.200	159	.232	.057	-.04	.15
kesan kualitas 5	1.200	159	.232	.057	-.04	.15
kesan kualitas 6	-1.024	159	.308	-.055	-.16	.05

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
brand image 1	160	3.73	.846	.067
brand image 2	160	3.79	.978	.077
brand image 3	160	3.98	.696	.055
brand image 4	160	3.41	.934	.074

One-Sample Test

	Test Value = 3.7281					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
brand image 1	-.046	159	.963	-.003	-.14	.13
brand image 2	.849	159	.397	.066	-.09	.22
brand image 3	4.603	159	.000	.253	.14	.36
brand image 4	-4.273	159	.000	-.316	-.46	-.17

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
WOM 1	160	3.56	.963	.076
WOM 2	160	3.66	.832	.066
WOM 3	160	3.76	.750	.059

One-Sample Test

	Test Value = 3.6583						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference		
					Lower	Upper	
WOM 1	-1.259	159	.210	-.096	-.25	.05	
WOM 2	-.031	159	.975	-.002	-.13	.13	
WOM 3	1.651	159	.101	.098	-.02	.22	





LAMPIRAN V
REGRESI MEDIASI

Pengaruh Kualitas Produk Terhadap *Word Of Mouth*

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	.564 ^a	.318	.314	.62613

a. Predictors: (Constant), KUALITAS_PRODUK

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	28.936	1	28.936	73.809	.000 ^b
	Residual	61.942	158	.392		
	Total	90.878	159			

a. Dependent Variable: WOM

b. Predictors: (Constant), KUALITAS_PRODUK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.541	.491		-1.101	.273
	KUALITAS_PRODUK	1.082	.126	.564	8.591	.000

a. Dependent Variable: WOM

Pengaruh Dimesi-Dimensi Kualitas Produk Terhadap *Word Of Mouth*

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	reliabilitas		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	kesesuaian		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	estetika		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	daya.tahan		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	.453 ^a	.205	.200	.67606
2	.542 ^b	.294	.285	.63938
3	.579 ^c	.335	.322	.62253
4	.599 ^d	.359	.342	.61319

a. Predictors: (Constant), reliabilitas

b. Predictors: (Constant), reliabilitas, kesesuaian

c. Predictors: (Constant), reliabilitas, kesesuaian, estetika

d. Predictors: (Constant), reliabilitas, kesesuaian, estetika, daya.tahan

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	18.662	1	18.662	40.832	.000 ^b
	Residual	72.215	158	.457		
	Total	90.878	159			
2	Regression	26.695	2	13.348	32.650	.000 ^c
	Residual	64.183	157	.409		
	Total	90.878	159			
3	Regression	30.421	3	10.140	26.166	.000 ^d
	Residual	60.457	156	.388		
	Total	90.878	159			
4	Regression	32.598	4	8.150	21.674	.000 ^e
	Residual	58.280	155	.376		
	Total	90.878	159			

a. Dependent Variable: WOM

b. Predictors: (Constant), reliabilitas

- c. Predictors: (Constant), reliabilitas, kesesuaian
 d. Predictors: (Constant), reliabilitas, kesesuaian, estetika
 e. Predictors: (Constant), reliabilitas, kesesuaian, estetika, daya.tahan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.185	.391		3.031	.003
	reliabilitas	.620	.097	.453	6.390	.000
2	(Constant)	-.031	.460		-.067	.946
	reliabilitas	.445	.100	.325	4.448	.000
	kesesuaian	.494	.111	.324	4.433	.000
3	(Constant)	-.264	.454		-.582	.561
	reliabilitas	.326	.105	.238	3.113	.002
	kesesuaian	.427	.111	.280	3.855	.000
	estetika	.255	.082	.231	3.101	.002
4	(Constant)	-.332	.448		-.741	.460
	reliabilitas	.288	.104	.210	2.761	.006
	kesesuaian	.315	.118	.207	2.660	.009
	estetika	.231	.082	.209	2.826	.005
	daya.tahan	.212	.088	.184	2.406	.017

a. Dependent Variable: WOM

Excluded Variables^a

Model		Beta In	T	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	kinerja	.179 ^d	2.381	.018	.187	.869
	daya.tahan	.307 ^d	4.240	.000	.321	.869
	kesesuaian	.324 ^d	4.433	.000	.334	.843
	fitur	.062 ^b	.782	.435	.062	.798
	estetika	.288 ^b	3.772	.000	.288	.796
	kesankualitas	.273 ^b	3.193	.002	.247	.649
2	kinerja	.092 ^c	1.222	.224	.097	.792
	daya.tahan	.211 ^c	2.717	.007	.213	.720
	fitur	-.133 ^c	-1.549	.123	-.123	.606
	estetika	.231 ^c	3.101	.002	.241	.766
3	kesankualitas	.118 ^c	1.234	.219	.098	.487
	kinerja	.043 ^d	.573	.567	.046	.753
	daya.tahan	.184 ^d	2.406	.017	.190	.709
	fitur	-.124 ^d	-1.482	.140	-.118	.605
4	kesankualitas	.093 ^d	.988	.325	.079	.483
	kinerja	.013 ^e	.169	.866	.014	.730
	fitur	-.106 ^e	-1.282	.202	-.103	.600
	kesankualitas	.036 ^e	.377	.706	.030	.449

a. Dependent Variable: WOM

b. Predictors in the Model: (Constant), reliabilitas

c. Predictors in the Model: (Constant), reliabilitas, kesesuaian

d. Predictors in the Model: (Constant), reliabilitas, kesesuaian, estetika

e. Predictors in the Model: (Constant), reliabilitas, kesesuaian, estetika, daya.tahan

Pengaruh Kualitas Produk Terhadap *Brand Image*

Regression

Variables Entered/Removed^a

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

a. Dependent Variable: brandimage

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.688 ^a	.473	.470	.42404

a. Predictors: (Constant), KUALITAS_PRODUK

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	25.513	1	25.513	141.889	.000 ^b
	Residual	28.410	158	.180		
	Total	53.923	159			

a. Dependent Variable: brandimage

b. Predictors: (Constant), KUALITAS_PRODUK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.215	.333		-.646	.519
	KUALITAS_PRODUK	1.016	.085	.688	11.912	.000

a. Dependent Variable: brandimage

Pengaruh Dimensi-Dimensi Kualitas Produk Terhadap *Brand Image*

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	kesankualitas		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	estetika		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	fitur		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	daya.tahan		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: brandimage

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.678 ^a	.460	.457	.42921
2	.692 ^b	.478	.472	.42326
3	.704 ^c	.496	.486	.41757
4	.714 ^d	.510	.497	.41305

a. Predictors: (Constant), kesankualitas

b. Predictors: (Constant), kesankualitas, estetika

c. Predictors: (Constant), kesankualitas, estetika, fitur

d. Predictors: (Constant), kesankualitas, estetika, fitur, daya.tahan

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	24.817	1	24.817	134.715	.000 ^b
	Residual	29.106	158	.184		
	Total	53.923	159			
2	Regression	25.797	2	12.898	71.996	.000 ^c
	Residual	28.127	157	.179		
	Total	53.923	159			
3	Regression	26.723	3	8.908	51.088	.000 ^d
	Residual	27.200	156	.174		
	Total	53.923	159			
4	Regression	27.478	4	6.870	40.264	.000 ^e
	Residual	26.445	155	.171		
	Total	53.923	159			

a. Dependent Variable: brandimage

b. Predictors: (Constant), kesankualitas

- c. Predictors: (Constant), kesankualitas, estetika
d. Predictors: (Constant), kesankualitas, estetika, fitur
e. Predictors: (Constant), kesankualitas, estetika, fitur, daya.tahan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.494	.281		1.761	.080
	kesankualitas	.820	.071	.678	11.607	.000
2	(Constant)	.296	.289		1.023	.308
	kesankualitas	.750	.076	.621	9.902	.000
3	estetika	.125	.053	.147	2.338	.021
	(Constant)	.011	.311		.036	.972
	kesankualitas	.633	.090	.524	7.001	.000
	estetika	.121	.053	.143	2.308	.022
4	fitur	.190	.082	.164	2.305	.022
	(Constant)	-.066	.310		-.214	.831
	kesankualitas	.543	.099	.449	5.464	.000
	estetika	.105	.053	.123	1.994	.048
	fitur	.204	.082	.176	2.493	.014
	daya.tahan	.126	.060	.142	2.104	.037

a. Dependent Variable: brandimage

Excluded Variables^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	kinerja	.124 ^b	1.878	.062	.148	.765
	daya.tahan	.149 ^b	2.180	.031	.171	.717
	kesesuaian	.138 ^b	1.894	.060	.149	.635
	fitur	.168 ^b	2.336	.021	.183	.639
	reliabilitas	.155 ^b	2.163	.032	.170	.649
	estetika	.147 ^b	2.338	.021	.183	.845
2	kinerja	.093 ^c	1.366	.174	.109	.720
	daya.tahan	.128 ^c	1.877	.062	.149	.702
	kesesuaian	.117 ^c	1.603	.111	.127	.623
	fitur	.164 ^c	2.305	.022	.182	.639
3	reliabilitas	.116 ^c	1.555	.122	.124	.593
	kinerja	.064 ^d	.935	.351	.075	.691
	daya.tahan	.142 ^d	2.104	.037	.167	.697
	kesesuaian	.068 ^d	.884	.378	.071	.550
4	reliabilitas	.093 ^d	1.252	.213	.100	.580
	kinerja	.042 ^e	.610	.543	.049	.672
	kesesuaian	.023 ^e	.291	.771	.023	.503
	reliabilitas	.087 ^e	1.182	.239	.095	.579

- a. Dependent Variable: brandimage
b. Predictors in the Model: (Constant), kesankualitas
c. Predictors in the Model: (Constant), kesankualitas, estetika
d. Predictors in the Model: (Constant), kesankualitas, estetika, fitur
e. Predictors in the Model: (Constant), kesankualitas, estetika, fitur, daya.tahan

Pengaruh Kualitas Produk Dan *Brand Image* Terhadap *Word Of Mouth* Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	KUALITAS_PROD DUK		Stepwise (Criteria: Probability-of-F- to-enter <= .050, Probability-of-F- to-remove >= .100).
2	brandimage		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	.564 ^a	.318	.314	.62613
2	.608 ^b	.369	.361	.60420

a. Predictors: (Constant), KUALITAS_PROD
DUK

b. Predictors: (Constant), KUALITAS_PROD
DUK, brandimage

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	28.936	1	28.936	73.809	.000 ^b
	Residual	61.942	158	.392		
	Total	90.878	159			
2	Regression	33.564	2	16.782	45.971	.000 ^c
	Residual	57.314	157	.365		
	Total	90.878	159			

a. Dependent Variable: WOM

b. Predictors: (Constant), KUALITAS_PROD
DUK

c. Predictors: (Constant), KUALITAS_PROD
DUK, brandimage

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.541	.491		-1.101	.273
	KUALITAS_PROD DUK	1.082	.126	.564	8.591	.000
2	(Constant)	-.454	.475		-.957	.340
	KUALITAS_PROD DUK	.672	.167	.350	4.013	.000
	brandimage	.404	.113	.311	3.561	.000

a. Dependent Variable: WOM

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics	
					Tolerance	
1	brandimage	.311 ^o	3.561	.000	.273	.527

a. Dependent Variable: WOM

b. Predictors in the Model: (Constant), KUALITAS_PRODUK



Pengaruh Dimensi-Dimensi Kualitas Produk Dan *Brand Image* Terhadap *WOM*

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	brandimage		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	estetika		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	kesesuaian		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	fitur		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
5	reliabilitas		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	.552 ^a	.305	.300	.63242
2	.601 ^b	.361	.353	.60827
3	.623 ^c	.388	.376	.59713
4	.638 ^d	.407	.391	.58980
5	.654 ^e	.427	.409	.58139

a. Predictors: (Constant), brandimage

b. Predictors: (Constant), brandimage, estetika

c. Predictors: (Constant), brandimage, estetika, kesesuaian

d. Predictors: (Constant), brandimage, estetika, kesesuaian, fitur

e. Predictors: (Constant), brandimage, estetika, kesesuaian, fitur, reliabilitas

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	27.685	1	27.685	69.219	.000 ^b
	Residual	63.193	158	.400		
	Total	90.878	159			
2	Regression	32.788	2	16.394	44.309	.000 ^c
	Residual	58.089	157	.370		
	Total	90.878	159			
3	Regression	35.254	3	11.751	32.957	.000 ^d
	Residual	55.624	156	.357		
	Total	90.878	159			
4	Regression	36.958	4	9.240	26.561	.000 ^e
	Residual	53.919	155	.348		
	Total	90.878	159			
5	Regression	38.823	5	7.765	22.971	.000 ^f
	Residual	52.055	154	.338		
	Total	90.878	159			

a. Dependent Variable: WOM

b. Predictors: (Constant), brandimage

c. Predictors: (Constant), brandimage, estetika

d. Predictors: (Constant), brandimage, estetika, kesesuaian

e. Predictors: (Constant), brandimage, estetika, kesesuaian, futur

f. Predictors: (Constant), brandimage, estetika, kesesuaian, futur, reliabilitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.987	.325		3.038	.003
	brandimage	.717	.086	.552	8.320	.000
2	(Constant)	.395	.351		1.127	.261
	brandimage	.586	.090	.451	6.511	.000
	estetika	.284	.076	.257	3.714	.000
3	(Constant)	-.206	.413		-.498	.619
	brandimage	.478	.097	.368	4.908	.000
	estetika	.247	.076	.224	3.241	.001
	kesesuaian	.295	.112	.193	2.629	.009
4	(Constant)	.154	.439		.350	.727
	brandimage	.548	.101	.422	5.412	.000
	estetika	.246	.075	.223	3.256	.001
	kesesuaian	.412	.123	.270	3.356	.001
	fitur	-.266	.120	-.178	-2.214	.028
5	(Constant)	-.109	.447		-.244	.808
	brandimage	.488	.103	.376	4.728	.000
	estetika	.190	.078	.172	2.435	.016
	kesesuaian	.399	.121	.261	3.296	.001
	fitur	-.326	.121	-.217	-2.686	.008
	reliabilitas	.247	.105	.181	2.349	.020

a. Dependent Variable: WOM

Excluded Variables^a

Model	Beta In	T	Sig.	Partial Correlation	Collinearity Statistics	
					Tolerance	
1	kinerja	.104 ^d	1.423	.157	.113	.820
	daya.tahan	.221 ^d	3.016	.003	.234	.782
	kesesuaian	.236 ^d	3.180	.002	.246	.753
	fitur	-.042 ^b	-.542	.588	-.043	.735
	reliabilitas	.235 ^b	3.150	.002	.244	.747
	estetika	.257 ^b	3.714	.000	.284	.847
2	kesankualitas	.132 ^b	1.470	.144	.116	.540
	kinerja	.037 ^c	.510	.611	.041	.763
	daya.tahan	.180 ^c	2.495	.014	.196	.758
	kesesuaian	.193 ^c	2.629	.009	.206	.728
	fitur	-.061 ^c	-.823	.412	-.066	.731
	reliabilitas	.164 ^c	2.131	.035	.168	.671
3	kesankualitas	.074 ^c	.832	.406	.067	.520
	kinerja	.000 ^d	-.005	.996	.000	.732
	daya.tahan	.132 ^d	1.751	.082	.139	.678
	fitur	-.178 ^d	-2.214	.028	-.175	.595
	reliabilitas	.138 ^d	1.794	.075	.143	.656
	kesankualitas	-.020 ^d	-.214	.831	-.017	.438
4	kinerja	.034 ^e	.457	.649	.037	.702
	daya.tahan	.112 ^e	1.480	.141	.118	.666
	reliabilitas	.181 ^e	2.349	.020	.186	.628
	kesankualitas	.038 ^e	.390	.697	.031	.406
5	kinerja	.026 ^f	.350	.727	.028	.700
	daya.tahan	.094 ^f	1.252	.213	.101	.658
	kesankualitas	-.031 ^f	-.306	.760	-.025	.371

a. Dependent Variable: WOM

b. Predictors in the Model: (Constant), brandimage

c. Predictors in the Model: (Constant), brandimage, estetika

d. Predictors in the Model: (Constant), brandimage, estetika, kesesuaian

e. Predictors in the Model: (Constant), brandimage, estetika, kesesuaian, fitur

f. Predictors in the Model: (Constant), brandimage, estetika, kesesuaian, fitur, reliabilitas



Pengaruh *Brand Image* Terhadap *WOM*

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	brandimage		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	.552 ^a	.305	.300	.63242

a. Predictors: (Constant), brandimage

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	27.685	1	27.685	69.219	.000 ^b
	Residual	63.193	158	.400		
	Total	90.878	159			

a. Dependent Variable: WOM

b. Predictors: (Constant), brandimage

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.987	.325		3.038	.003
	brandimage	.717	.086	.552	8.320	.000

a. Dependent Variable: WOM



LAMPIRAN VI
REGRESI MODERASI

Peran *Brand Image* Dalam Memperkuat/Memperlemah (Memoderasi) Pengaruh Dimensi-Dimensi Kualitas Produk Terhadap (*WOM*)

Regression

Variables Entered/Removed^a

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

a. Dependent Variable: Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.552 ^a	.305	.300	.63242

a. Predictors: (Constant), M

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.685	1	27.685	69.219	.000 ^b
	Residual	63.193	158	.400		
	Total	90.878	159			

a. Dependent Variable: Y

b. Predictors: (Constant), M

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.987	.325		3.038	.003
	M	.717	.086	.552	8.320	.000

a. Dependent Variable: Y

Excluded Variables^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	X4	-.042 ^b	-.542	.588	-.043	.735
	INTERAKSI_X4M	-.095 ^b	-.624	.534	-.050	.190

a. Dependent Variable: Y

b. Predictors in the Model: (Constant), M

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_X6M		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	M		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.579 ^a	.335	.331	.61849
2	.598 ^b	.358	.350	.60968

a. Predictors: (Constant), INTERAKSI_X6M

b. Predictors: (Constant), INTERAKSI_X6M, M

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.439	1	30.439	79.573	.000 ^b
	Residual	60.439	158	.383		
	Total	90.878	159			
2	Regression	32.520	2	16.260	43.744	.000 ^c
	Residual	58.358	157	.372		
	Total	90.878	159			

a. Dependent Variable: Y

b. Predictors: (Constant), INTERAKSI_X6M

c. Predictors: (Constant), INTERAKSI_X6M, M

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.070	.185		11.214	.000
	INTERAKSI_X6M	.111	.012	.579	8.920	.000
	(Constant)	1.407	.334		4.210	.000
2	INTERAKSI_X6M	.073	.020	.380	3.607	.000
	M	.324	.137	.250	2.366	.019

a. Dependent Variable: Y

Excluded Variables^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	X6	-.238 ^d	-1.897	.060	-.150	.264
	M	.250 ^b	2.366	.019	.186	.368
2	X6	.302 ^c	.859	.392	.069	.033

a. Dependent Variable: Y

b. Predictors in the Model: (Constant), INTERAKSI_X6M

c. Predictors in the Model: (Constant), INTERAKSI_X6M, M



Peran Country Of Origin Dalam Memperkuat/Memperlemah (Memoderasi) Pengaruh Dimensi-Dimensi Kualitas Produk Terhadap WOM

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO1X3, kesesuaian, COO 1 ^b		Enter

a. Dependent Variable: WOM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.543 ^a	.295	.281	.64096

a. Predictors: (Constant), INTERAKSI_COO1X3, kesesuaian, COO 1

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	26.788	3	8.929	21.735	.000 ^b
	Residual	64.090	156	.411		
	Total	90.878	159			

a. Dependent Variable: WOM

b. Predictors: (Constant), INTERAKSI_COO1X3, kesesuaian, COO 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.500	1.396		1.791	.075
	COO 1	-.461	.413	-.533	-1.115	.266
	keseuaian	.061	.364	.040	.167	.867
	INTERAKSI_COO1X3	.184	.107	.933	1.714	.088

a. Dependent Variable: WOM

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO1X4, fitur, COO 1 ^b		Enter

a. Dependent Variable: WOM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.398 ^a	.158	.142	.70024

a. Predictors: (Constant), INTERAKSI_COO1X4, fitur, COO 1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.386	3	4.795	9.779	.000 ^b
	Residual	76.492	156	.490		
	Total	90.878	159			

a. Dependent Variable: WOM

b. Predictors: (Constant), INTERAKSI_COO1X4, fitur, COO 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.583	1.436		.406	.685
	COO 1	.452	.409	.522	1.106	.270
	fitur	.530	.356	.353	1.486	.139
	INTERAKSI_COO1X4	-.047	.101	-.246	-.466	.642

a. Dependent Variable: WOM

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO1X5, reliabilitas, COO 1 ^b		Enter

a. Dependent Variable: WOM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.533 ^a	.284	.271	.64562

a. Predictors: (Constant), INTERAKSI_COO1X5, reliabilitas, COO 1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.853	3	8.618	20.675	.000 ^b
	Residual	65.024	156	.417		
	Total	90.878	159			

a. Dependent Variable: WOM

b. Predictors: (Constant), INTERAKSI_COO1X5, reliabilitas, COO 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.793	1.293		.613	.541
	COO 1	.135	.346	.155	.389	.698
	reliabilitas	.491	.337	.359	1.458	.147
	INTERAKSI_COO1X5	.029	.090	.152	.320	.750

a. Dependent Variable: WOM

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO1X5, reliabilitas, COO 1 ^b		Enter

a. Dependent Variable: WOM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.533 ^a	.284	.271	.64562

a. Predictors: (Constant), INTERAKSI_COO1X5, reliabilitas, COO 1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.853	3	8.618	20.675	.000 ^b
	Residual	65.024	156	.417		
	Total	90.878	159			

a. Dependent Variable: WOM

b. Predictors: (Constant), INTERAKSI_COO1X5, reliabilitas, COO 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.793	1.293		.613	.541
	COO 1	.135	.346	.155	.389	.698
	reliabilitas	.491	.337	.359	1.458	.147
	INTERAKSI_COO1X5	.029	.090	.152	.320	.750

a. Dependent Variable: WOM

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO1X6, estetika, COO 1 ^b		Enter

a. Dependent Variable: WOM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.550 ^a	.302	.289	.63756

a. Predictors: (Constant), INTERAKSI_COO1X6, estetika, COO 1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.467	3	9.156	22.524	.000 ^b
	Residual	63.411	156	.406		
	Total	90.878	159			

a. Dependent Variable: WOM

b. Predictors: (Constant), INTERAKSI_COO1X6, estetika, COO 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.712	1.072		2.530	.012
	COO 1	-.289	.308	-.333	-.936	.351
	estetika	-.008	.275	-.008	-.031	.976
	INTERAKSI_COO1X6	.147	.079	.791	1.852	.066

a. Dependent Variable: WOM

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO2X3, kesesuaian, COO 2 ^b		Enter

a. Dependent Variable: WOM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.495 ^a	.245	.231	.66308

a. Predictors: (Constant), INTERAKSI_COO2X3, kesesuaian, COO 2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.288	3	7.429	16.897	.000 ^b
	Residual	68.590	156	.440		
	Total	90.878	159			

a. Dependent Variable: WOM

b. Predictors: (Constant), INTERAKSI_COO2X3, kesesuaian, COO 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.844	2.147		1.325	.187
	COO 2	-.517	.559	-.536	-.924	.357
	kesesuaian	.056	.536	.037	.104	.917
	INTERAKSI_COO2X3	.174	.140	.815	1.247	.214

a. Dependent Variable: WOM

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO2X4, fitur, COO 2 ^b	.	Enter

a. Dependent Variable: WOM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.299 ^a	.090	.072	.72827

a. Predictors: (Constant), INTERAKSI_COO2X4, fitur, COO 2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.139	3	2.713	5.115	.002 ^b
	Residual	82.738	156	.530		
	Total	90.878	159			

a. Dependent Variable: WOM

b. Predictors: (Constant), INTERAKSI_COO2X4, fitur, COO 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.719	2.130		1.277	.204
	COO 2	-.174	.577	-.181	-.302	.763
	fitur	.105	.509	.070	.207	.836
	INTERAKSI_COO2X4	.078	.138	.382	.563	.574

a. Dependent Variable: WOM

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO2X5, reliabilitas, COO 2 ^b		Enter

a. Dependent Variable: WOM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.479 ^a	.229	.214	.67016

a. Predictors: (Constant), INTERAKSI_COO2X5, reliabilitas, COO 2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.815	3	6.938	15.449	.000 ^b
	Residual	70.063	156	.449		
	Total	90.878	159			

a. Dependent Variable: WOM

b. Predictors: (Constant), INTERAKSI_COO2X5, reliabilitas, COO 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.365	1.569		.233	.816
	COO 2	.215	.403	.223	.533	.595
	reliabilitas	.687	.397	.502	1.730	.086
	INTERAKSI_COO2X5	-.017	.102	-.085	-.169	.866

a. Dependent Variable: WOM

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO2X6, estetika, COO 2 ^b		Enter

a. Dependent Variable: WOM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.501 ^a	.251	.236	.66070

a. Predictors: (Constant), INTERAKSI_COO2X6, estetika, COO 2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.781	3	7.594	17.396	.000 ^b
	Residual	68.097	156	.437		
	Total	90.878	159			

a. Dependent Variable: WOM

b. Predictors: (Constant), INTERAKSI_COO2X6, estetika, COO 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.025	.990		3.057	.003
	COO 2	-.390	.271	-.405	-1.441	.152
	estetika	-.035	.254	-.032	-.138	.891
	INTERAKSI_COO2X6	.157	.071	.749	2.217	.028

a. Dependent Variable: WOM

Peran *Country Of Origin* Dalam Memperkuat/Memperlemah (Memoderasi) Pengaruh Dimensi-Dimensi Kualitas Produk Terhadap *Brand Image*

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO1X2, daya.tahan, COO 1 ^b		Enter

a. Dependent Variable: brandimage
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.536 ^a	.288	.274	.49624

a. Predictors: (Constant), INTERAKSI_COO1X2, daya.tahan, COO 1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.508	3	5.169	20.992	.000 ^b
	Residual	38.415	156	.246		
	Total	53.923	159			

a. Dependent Variable: brandimage
 b. Predictors: (Constant), INTERAKSI_COO1X2, daya.tahan, COO 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.567	.684		.829	.408
	COO 1	.484	.183	.725	2.640	.009
	daya.tahan	.759	.198	.854	3.827	.000
	INTERAKSI_COO1X2	-.099	.053	-.655	-1.855	.066

a. Dependent Variable: brandimage

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO1X4, fitur, COO 1 ^b		Enter

a. Dependent Variable: brandimage

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.584 ^a	.341	.328	.47724

a. Predictors: (Constant), INTERAKSI_COO1X4, fitur, COO 1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.394	3	6.131	26.921	.000 ^b
	Residual	35.530	156	.228		
	Total	53.923	159			

a. Dependent Variable: brandimage

b. Predictors: (Constant), INTERAKSI_COO1X4, fitur, COO 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.192	.979		-1.218	.225
	COO 1	.752	.279	1.127	2.699	.008
	fitur	1.089	.243	.942	4.482	.000
	INTERAKSI_COO1X4	-.149	.069	-1.006	-2.158	.032

a. Dependent Variable: brandimage

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO1X6, estetika, COO 1 ^b		Enter

a. Dependent Variable: brandimage

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.497 ^a	.247	.233	.51009

a. Predictors: (Constant), INTERAKSI_COO1X6, estetika, COO 1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.333	3	4.444	17.081	.000 ^b
	Residual	40.590	156	.260		
	Total	53.923	159			

a. Dependent Variable: brandimage

b. Predictors: (Constant), INTERAKSI_COO1X6, estetika, COO 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.221	.858		-.257	.797
	COO 1	.788	.247	1.181	3.194	.002
	estetika	.877	.220	1.032	3.987	.000
	INTERAKSI_COO1X6	-.163	.064	-1.137	-2.561	.011

a. Dependent Variable: brandimage

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO1X7, kesankualitas, COO 1 ^b		Enter

a. Dependent Variable: brandimage

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.700 ^a	.490	.481	.41971

a. Predictors: (Constant), INTERAKSI_COO1X7, kesankualitas, COO 1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.443	3	8.814	50.036	.000 ^p
	Residual	27.481	156	.176		
	Total	53.923	159			

a. Dependent Variable: brandimage

b. Predictors: (Constant), INTERAKSI_COO1X7, kesankualitas, COO 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.310	.839		-1.561	.120
	COO 1	.590	.251	.884	2.352	.020
	kesankualitas	1.217	.221	1.006	5.509	.000
	INTERAKSI_COO1X7	-.132	.065	-.893	-2.027	.044

a. Dependent Variable: brandimage

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO2X2, daya.tahan, COO 2 ^b		Enter

a. Dependent Variable: brandimage

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472 ^a	.223	.208	.51827

a. Predictors: (Constant), INTERAKSI_COO2X2, daya.tahan, COO 2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.021	3	4.007	14.917	.000 ^b
	Residual	41.903	156	.269		
	Total	53.923	159			

a. Dependent Variable: brandimage

b. Predictors: (Constant), INTERAKSI_COO2X2, daya.tahan, COO 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.831	.837		2.188	.030
	COO 2	.113	.213	.152	.529	.597
	daya.tahan	.494	.241	.556	2.053	.042
	INTERAKSI_COO2X2	-.020	.062	-.119	-.319	.750

a. Dependent Variable: brandimage

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO2X4, fitur, COO 2 ^b	.	Enter

a. Dependent Variable: brandimage

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527 ^a	.278	.264	.49951

a. Predictors: (Constant), INTERAKSI_COO2X4, fitur, COO 2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.999	3	5.000	20.038	.000 ^b
	Residual	38.924	156	.250		
	Total	53.923	159			

a. Dependent Variable: brandimage

b. Predictors: (Constant), INTERAKSI_COO2X4, fitur, COO 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.001	1.461		-.685	.494
	COO 2	.649	.396	.875	1.641	.103
	fitur	1.138	.349	.984	3.259	.001
	INTERAKSI_COO2X4	-.151	.095	-.962	-1.592	.113

a. Dependent Variable: brandimage

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO2X6, estetika, COO 2 ^b		Enter

a. Dependent Variable: brandimage

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.397 ^a	.158	.142	.53957

a. Predictors: (Constant), INTERAKSI_COO2X6, estetika, COO 2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.506	3	2.835	9.739	.000 ^b
	Residual	45.418	156	.291		
	Total	53.923	159			

a. Dependent Variable: brandimage

b. Predictors: (Constant), INTERAKSI_COO2X6, estetika, COO 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.000	.808		2.475	.014
	COO 2	.124	.221	.167	.562	.575
	estetika	.407	.208	.479	1.960	.052
	INTERAKSI_COO2X6	-.020	.058	-.125	-.348	.728

a. Dependent Variable: brandimage

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO2X7, kesankualitas, COO 2 ^b		Enter

a. Dependent Variable: brandimage

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682 ^a	.465	.455	.43000

a. Predictors: (Constant), INTERAKSI_COO2X7, kesankualitas, COO 2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.079	3	8.360	45.210	.000 ^p
	Residual	28.845	156	.185		
	Total	53.923	159			

a. Dependent Variable: brandimage

b. Predictors: (Constant), INTERAKSI_COO2X7, kesankualitas, COO 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.722	1.101		-.656	.513
	COO 2	.339	.297	.457	1.141	.256
	kesankualitas	1.137	.278	.941	4.093	.000
	INTERAKSI_COO2X7	-.088	.075	-.551	-1.178	.241

a. Dependent Variable: brandimage

Peran Country Of Origin Dalam Memperkuat/Memperlemah (Memoderasi) Pengaruh Brand Image Terhadap WOM

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO 1.BRAND.IMAGE, brandimage, COO 1 ^b		Enter

a. Dependent Variable: WOM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.594 ^a	.352	.340	.61418

a. Predictors: (Constant), INTERAKSI_COO1.BRAND.IMAGE, brandimage, COO 1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.032	3	10.677	28.305	.000 ^b
	Residual	58.846	156	.377		
	Total	90.878	159			

a. Dependent Variable: WOM

b. Predictors: (Constant), INTERAKSI_COO1.BRAND.IMAGE, brandimage, COO 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.346	.945		2.483	.014
	COO 1	-.404	.295	-.467	-1.371	.172
	Brandimage	.180	.259	.139	.696	.488
	INTERAKSI_COO1.BRAND.IM AGE	.154	.079	.833	1.951	.053

a. Dependent Variable: WOM

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INTERAKSI_COO 2.BRAND.IMAGE, brandimage, COO 2 ^b		Enter

a. Dependent Variable: WOM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.575 ^a	.331	.318	.62430

a. Predictors: (Constant), INTERAKSI_COO2.BRAND.IMAGE, brandimage, COO 2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.076	3	10.025	25.723	.000 ^b
	Residual	60.801	156	.390		
	Total	90.878	159			

a. Dependent Variable: WOM

b. Predictors: (Constant), INTERAKSI_COO2.BRAND.IMAGE, brandimage, COO 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.289	1.372		1.668	.097
	COO 2	-.366	.372	-.380	-.983	.327
	Brandimage	.244	.356	.188	.684	.495
	INTERAKSI_COO2.BRAND.IM AGE	.131	.096	.642	1.355	.177

a. Dependent Variable: WOM



LAMPIRAN VII

INDEPENDENT SAMPLE T-TEST

T-Test

Group Statistics

	jenis kelamin	N	Mean	Std. Deviation	Std. Error Mean
kinerja	Laki-laki	95	4.0316	.48882	.05015
	Perempuan	65	4.0872	.53124	.06589
daya.tahan	Laki-laki	95	3.5544	.60653	.06223
	Perempuan	65	3.4308	.71861	.08913
kesesuaian	Laki-laki	95	3.8140	.51849	.05320
	Perempuan	65	3.9692	.44769	.05553
fitur	Laki-laki	95	3.9684	.56926	.05840
	Perempuan	65	4.0615	.38592	.04787
reliabilitas	Laki-laki	95	3.9088	.61008	.06259
	Perempuan	65	4.1077	.43344	.05376
estetika	Laki-laki	95	3.7368	.74677	.07662
	Perempuan	65	3.8846	.57804	.07170
kesankualitas	Laki-laki	95	3.9404	.47943	.04919
	Perempuan	65	3.9462	.48868	.06061
brandimage	Laki-laki	95	3.6895	.60221	.06179
	Perempuan	65	3.7846	.55177	.06844
WOM	Laki-laki	95	3.5965	.76089	.07807
	Perempuan	65	3.7487	.74543	.09246

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
kinerja	Equal variances assumed	1.118	.292	-.682	158	.496	-.05560	.08152	-.21661	.10541
	Equal variances not assumed			-.671	129.940	.503	-.05560	.08281	-.21942	.10822
daya.tahan	Equal variances assumed	2.726	.101	1.174	158	.242	.12362	.10531	-.08439	.33162
	Equal variances not assumed			1.137	121.880	.258	.12362	.10871	-.09158	.33881
kesesuaian	Equal variances assumed	5.266	.023	-1.963	158	.051	-.15520	.07904	-.31131	.00092
	Equal variances not assumed			-2.018	149.591	.045	-.15520	.07690	-.30714	-.00325
fitur	Equal variances assumed	1.802	.181	-1.150	158	.252	-.09312	.08098	-.25307	.06683
	Equal variances not assumed			-1.233	157.993	.219	-.09312	.07551	-.24226	.05603
reliabilitas	Equal variances assumed	5.182	.024	-2.266	158	.025	-.19892	.08780	-.37234	-.02550
	Equal variances not assumed			-2.411	157.752	.017	-.19892	.08251	-.36189	-.03595
estetika	Equal variances assumed	4.815	.030	-1.343	158	.181	-.14777	.11002	-.36507	.06952
	Equal variances not assumed			-1.408	155.535	.161	-.14777	.10493	-.35505	.05950
kesankualitas	Equal variances assumed	.016	.899	-.075	158	.941	-.00580	.07778	-.15943	.14782
	Equal variances not assumed			-.074	135.918	.941	-.00580	.07806	-.16017	.14857
brandimage	Equal variances assumed	1.899	.170	-1.015	158	.312	-.09514	.09373	-.28027	.08999
	Equal variances not assumed			-1.032	145.177	.304	-.09514	.09220	-.27737	.08709
WOM	Equal variances assumed	.463	.497	-1.253	158	.212	-.15223	.12148	-.39216	.08770
	Equal variances not assumed			-1.258	139.504	.210	-.15223	.12101	-.39147	.08702

T-Test

Group Statistics

	usia	N	Mean	Std. Deviation	Std. Error Mean
kinerja	17-20 tahun	69	4.0000	.55129	.06637
	21-28 tahun	91	4.0952	.46689	.04894
daya.tahan	17-20 tahun	69	3.2995	.67433	.08118
	21-28 tahun	91	3.6593	.59831	.06272
kesesuaian	17-20 tahun	69	3.8213	.42618	.05131
	21-28 tahun	91	3.9194	.54055	.05667
fitur	17-20 tahun	69	4.0290	.51048	.06145
	21-28 tahun	91	3.9890	.50049	.05247
reliabilitas	17-20 tahun	69	4.0048	.58436	.07035
	21-28 tahun	91	3.9780	.53009	.05557
estetika	17-20 tahun	69	3.7319	.73555	.08855
	21-28 tahun	91	3.8462	.64417	.06753
kesankualitas	17-20 tahun	69	3.9058	.44965	.05413
	21-28 tahun	91	3.9707	.50528	.05297
brandimage	17-20 tahun	69	3.7536	.53118	.06395
	21-28 tahun	91	3.7088	.62056	.06505
WOM	17-20 tahun	69	3.5845	.74625	.08984
	21-28 tahun	91	3.7143	.76266	.07995

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
kinerja	Equal variances assumed	1.078	.301	-1.182	158	.239	-.09524	.08060	-.25444	.06396
	Equal variances not assumed			-1.155	132.472	.250	-.09524	.08246	-.25835	.06788
daya.tahan	Equal variances assumed	.854	.357	-3.566	158	.000	-.35982	.10091	-.55913	-.16052
	Equal variances not assumed			-3.508	136.627	.001	-.35982	.10259	-.56269	-.15696
kesesuaian	Equal variances assumed	1.181	.279	-1.243	158	.216	-.09816	.07895	-.25409	.05778
	Equal variances not assumed			-1.284	157.740	.201	-.09816	.07644	-.24914	.05282
fitur	Equal variances assumed	1.494	.223	.496	158	.621	.03997	.08058	-.11919	.19913
	Equal variances not assumed			.495	145.036	.622	.03997	.08080	-.11973	.19968
reliabilitas	Equal variances assumed	.979	.324	.303	158	.762	.02681	.08845	-.14789	.20151
	Equal variances not assumed			.299	138.569	.765	.02681	.08965	-.15045	.20406
estetika	Equal variances assumed	1.733	.190	-1.045	158	.298	-.11427	.10935	-.33024	.10170
	Equal variances not assumed			-1.026	135.472	.307	-.11427	.11136	-.33450	.10596
kesankualitas	Equal variances assumed	.044	.835	-.843	158	.400	-.06490	.07696	-.21691	.08711
	Equal variances not assumed			-.857	153.932	.393	-.06490	.07574	-.21451	.08472
brandimage	Equal variances assumed	1.366	.244	.481	158	.631	.04483	.09319	-.13922	.22889
	Equal variances not assumed			.491	155.633	.624	.04483	.09122	-.13536	.22502
WOM	Equal variances assumed	.015	.904	-1.076	158	.284	-.12974	.12062	-.36799	.10850
	Equal variances not assumed			-1.079	148.151	.282	-.12974	.12026	-.36739	.10790

T-Test

Group Statistics

	durasi	N	Mean	Std. Deviation	Std. Error Mean
kinerja	1-7 bulan	101	4.0957	.51712	.05146
	8-48 bulan	59	3.9831	.48115	.06264
daya.tahan	1-7 bulan	101	3.5182	.56070	.05579
	8-48 bulan	59	3.4802	.79575	.10360
kesesuaian	1-7 bulan	101	3.8812	.42054	.04185
	8-48 bulan	59	3.8701	.60653	.07896
fitur	1-7 bulan	101	4.0132	.47357	.04712
	8-48 bulan	59	3.9944	.55533	.07230
reliabilitas	1-7 bulan	101	4.0528	.49381	.04914
	8-48 bulan	59	3.8814	.63052	.08209
estetika	1-7 bulan	101	3.8564	.58454	.05816
	8-48 bulan	59	3.6949	.82534	.10745
kesankualitas	1-7 bulan	101	3.9158	.47471	.04724
	8-48 bulan	59	3.9887	.49409	.06432
brandimage	1-7 bulan	101	3.7129	.60662	.06036
	8-48 bulan	59	3.7542	.54237	.07061
WOM	1-7 bulan	101	3.7195	.81341	.08094
	8-48 bulan	59	3.5537	.63912	.08321

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
kinerja	Equal variances assumed	.178	.673	1.364	158	.175	.11266	.08262	-.05053	.27584
	Equal variances not assumed			1.390	128.695	.167	.11266	.08107	-.04773	.27305
daya.tahan	Equal variances assumed	6.614	.011	.352	158	.725	.03793	.10763	-.17465	.25050
	Equal variances not assumed			.322	92.032	.748	.03793	.11767	-.19577	.27162
kesesuaian	Equal variances assumed	11.209	.001	.137	158	.891	.01113	.08143	-.14971	.17197
	Equal variances not assumed			.125	90.988	.901	.01113	.08937	-.16638	.18865
fitur	Equal variances assumed	3.092	.081	.228	158	.820	.01885	.08277	-.14463	.18233
	Equal variances not assumed			.218	106.588	.828	.01885	.08630	-.15223	.18994
reliabilitas	Equal variances assumed	5.832	.017	1.909	158	.058	.17145	.08979	-.00590	.34879
	Equal variances not assumed			1.792	99.594	.076	.17145	.09567	-.01837	.36126
estetika	Equal variances assumed	7.045	.009	1.444	158	.151	.16152	.11189	-.05948	.38252
	Equal variances not assumed			1.322	92.370	.189	.16152	.12218	-.08113	.40417
kesankualitas	Equal variances assumed	.489	.485	-.923	158	.358	-.07286	.07897	-.22882	.08311
	Equal variances not assumed			-.913	117.585	.363	-.07286	.07980	-.23090	.08518
brandimage	Equal variances assumed	.501	.480	-.432	158	.666	-.04137	.09567	-.23032	.14759
	Equal variances not assumed			-.445	132.654	.657	-.04137	.09289	-.22511	.14238
WOM	Equal variances assumed	1.376	.243	1.342	158	.182	.16580	.12357	-.07826	.40986
	Equal variances not assumed			1.428	144.600	.155	.16580	.11608	-.06363	.39523



LAMPIRAN VIII
ONEWAY ANOVA

Oneway

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
kinerja	Samsung Galaxy Note (1,2,3,10.1)	47	4.0355	.67828	.09894	3.8363	4.2346	2.67	5.00
	Samsung Galaxy Grand (1,2,Duos)	22	3.8788	.46627	.09941	3.6721	4.0855	2.00	4.33
	Samsung Galaxy S (3,Mini,4)	35	4.1524	.41494	.07014	4.0098	4.2949	3.33	5.00
	Samsung Galaxy Tab (1,2)	16	4.0208	.42979	.10745	3.7918	4.2499	3.67	5.00
	Samsung Galaxy Tipe Lainnya (Ace 1&2,Mega,Young,Core,Chat,Mini 1&2)	40	4.1000	.36358	.05749	3.9837	4.2163	3.33	5.00
	Total	160	4.0542	.50558	.03997	3.9752	4.1331	2.00	5.00
daya.tahan	Samsung Galaxy Note (1,2,3,10.1)	47	3.6454	.55344	.08073	3.4829	3.8079	2.33	5.00
	Samsung Galaxy Grand (1,2,Duos)	22	3.6061	.56001	.11939	3.3578	3.8544	2.00	4.33
	Samsung Galaxy S (3,Mini,4)	35	3.6286	.53487	.09041	3.4448	3.8123	2.33	5.00
	Samsung Galaxy Tab (1,2)	16	3.0833	.85635	.21409	2.6270	3.5396	1.67	4.00
	Samsung Galaxy Tipe Lainnya (Ace 1&2,Mega,Young,Core,Chat,Mini 1&2)	40	3.3417	.73762	.11663	3.1058	3.5776	1.67	4.67
	Total	160	3.5042	.65502	.05178	3.4019	3.6064	1.67	5.00
kesesuaian	Samsung Galaxy Note (1,2,3,10.1)	47	3.9716	.46537	.06788	3.8350	4.1083	2.67	5.00
	Samsung Galaxy Grand (1,2,Duos)	22	3.8636	.38019	.08106	3.6951	4.0322	3.33	4.33
	Samsung Galaxy S (3,Mini,4)	35	3.9333	.47002	.07945	3.7719	4.0948	3.00	5.00
	Samsung Galaxy Tab (1,2)	16	3.7708	.33816	.08454	3.5906	3.9510	2.67	4.00
	Samsung Galaxy Tipe Lainnya (Ace 1&2,Mega,Young,Core,Chat,Mini 1&2)	40	3.7667	.63246	.10000	3.5644	3.9689	2.33	5.00
	Total	160	3.8771	.49543	.03917	3.7997	3.9544	2.33	5.00
fitur	Samsung Galaxy Note (1,2,3,10.1)	47	4.0851	.48885	.07131	3.9416	4.2286	3.00	5.00

reliabilitas	Samsung Galaxy Grand (1,2,Duos)	22	3.8939	.45293	.09657	3.6931	4.0948	2.00	4.33
	Samsung Galaxy S (3,Mini,4)	35	4.0667	.70386	.11897	3.8249	4.3085	2.33	5.00
	Samsung Galaxy Tab (1,2)	16	4.1042	.23472	.05868	3.9791	4.2292	4.00	4.67
	Samsung Galaxy Tipe Lainnya (Ace 1&2,Mega,Young,Core,Chat,Mini 1&2)	40	3.8833	.38895	.06150	3.7589	4.0077	3.00	5.00
	Total	160	4.0063	.50362	.03981	3.9276	4.0849	2.00	5.00
	Samsung Galaxy Note (1,2,3,10.1)	47	4.1489	.44401	.06477	4.0186	4.2793	3.33	5.00
	Samsung Galaxy Grand (1,2,Duos)	22	3.8788	.46627	.09941	3.6721	4.0855	3.00	4.67
	Samsung Galaxy S (3,Mini,4)	35	3.9048	.66456	.11233	3.6765	4.1330	2.33	5.00
	Samsung Galaxy Tab (1,2)	16	3.7292	.58650	.14662	3.4166	4.0417	2.67	4.67
	Samsung Galaxy Tipe Lainnya (Ace 1&2,Mega,Young,Core,Chat,Mini 1&2)	40	4.0417	.55051	.08704	3.8656	4.2177	2.33	5.00
estetika	Total	160	3.9896	.55251	.04368	3.9033	4.0759	2.33	5.00
	Samsung Galaxy Note (1,2,3,10.1)	47	3.9255	.61661	.08994	3.7445	4.1066	2.00	5.00
	Samsung Galaxy Grand (1,2,Duos)	22	3.6818	.73266	.15620	3.3570	4.0067	2.50	5.00
	Samsung Galaxy S (3,Mini,4)	35	3.6714	.83086	.14044	3.3860	3.9568	1.50	5.00
	Samsung Galaxy Tab (1,2)	16	3.6875	.54391	.13598	3.3977	3.9773	2.00	4.00
	Samsung Galaxy Tipe Lainnya (Ace 1&2,Mega,Young,Core,Chat,Mini 1&2)	40	3.8625	.64039	.10125	3.6577	4.0673	2.50	5.00
	Total	160	3.7969	.68519	.05417	3.6899	3.9039	1.50	5.00
	Samsung Galaxy Note (1,2,3,10.1)	47	4.0426	.43609	.06361	3.9145	4.1706	2.83	5.00
	Samsung Galaxy Grand (1,2,Duos)	22	3.8788	.57317	.12220	3.6247	4.1329	2.00	4.67
	Samsung Galaxy S (3,Mini,4)	35	4.1048	.43926	.07425	3.9539	4.2557	3.17	5.00
kesankualitas	Samsung Galaxy Tab (1,2)	16	3.6771	.44501	.11125	3.4400	3.9142	2.83	4.00
	Samsung Galaxy Tipe Lainnya (Ace 1&2,Mega,Young,Core,Chat,Mini 1&2)	40	3.8250	.46830	.07404	3.6752	3.9748	3.00	5.00
	Total	160	3.9427	.48169	.03808	3.8675	4.0179	2.00	5.00

brandimage	Samsung Galaxy Note (1,2,3,10.1)	47	3.8351	.63903	.09321	3.6475	4.0227	2.00	5.00
	Samsung Galaxy Grand (1,2,Duos)	22	3.6364	.57594	.12279	3.3810	3.8917	1.75	4.50
	Samsung Galaxy S (3,Mini,4)	35	3.7357	.54551	.09221	3.5483	3.9231	2.25	4.75
	Samsung Galaxy Tab (1,2)	16	3.5938	.68237	.17059	3.2301	3.9574	2.00	4.50
	Samsung Galaxy Tipe Lainnya (Ace 1&2,Mega,Young,Core,Chat,Mini 1&2)	40	3.7000	.50700	.08016	3.5379	3.8621	2.75	5.00
	Total	160	3.7281	.58236	.04604	3.6372	3.8191	1.75	5.00
WOM	Samsung Galaxy Note (1,2,3,10.1)	47	3.8794	.75638	.11033	3.6574	4.1015	2.00	5.00
	Samsung Galaxy Grand (1,2,Duos)	22	3.6212	.75098	.16011	3.2882	3.9542	1.33	5.00
	Samsung Galaxy S (3,Mini,4)	35	3.5905	.92562	.15646	3.2725	3.9084	2.00	5.00
	Samsung Galaxy Tab (1,2)	16	3.5208	.54391	.13598	3.2310	3.8107	2.67	4.00
	Samsung Galaxy Tipe Lainnya (Ace 1&2,Mega,Young,Core,Chat,Mini 1&2)	40	3.5333	.63515	.10043	3.3302	3.7365	1.33	4.33
	Total	160	3.6583	.75601	.05977	3.5403	3.7764	1.33	5.00

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
kinerja	Between Groups	1.133	4	.283	1.111	.354
	Within Groups	39.509	155	.255		
	Total	40.642	159			
daya.tahan	Between Groups	5.597	4	1.399	3.464	.010
	Within Groups	62.622	155	.404		
	Total	68.219	159			
kesesuaian	Between Groups	1.203	4	.301	1.233	.299
	Within Groups	37.824	155	.244		
	Total	39.027	159			
fitur	Between Groups	1.455	4	.364	1.451	.220
	Within Groups	38.872	155	.251		
	Total	40.327	159			
reliabilitas	Between Groups	2.909	4	.727	2.470	.047
	Within Groups	45.629	155	.294		
	Total	48.538	159			
estetika	Between Groups	1.984	4	.496	1.058	.379
	Within Groups	72.665	155	.469		
	Total	74.648	159			
kesankualitas	Between Groups	3.161	4	.790	3.631	.007
	Within Groups	33.731	155	.218		
	Total	36.891	159			
brandimage	Between Groups	1.046	4	.261	.766	.549
	Within Groups	52.878	155	.341		
	Total	53.923	159			
WOM	Between Groups	3.417	4	.854	1.514	.201
	Within Groups	87.461	155	.564		
	Total	90.878	159			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
kinerja	Rp.25.000-Rp.50.000	79	4.0042	.49641	.05585	3.8930	4.1154	2.00	5.00
	Rp.55.000-Rp.80.000	23	3.8551	.49058	.10229	3.6429	4.0672	2.67	4.33
	Rp.85.000-Rp.250.000	58	4.2011	.49141	.06452	4.0719	4.3304	3.33	5.00
	Total	160	4.0542	.50558	.03997	3.9752	4.1331	2.00	5.00
daya.tahan	Rp.25.000-Rp.50.000	79	3.5190	.60564	.06814	3.3833	3.6546	2.00	5.00
	Rp.55.000-Rp.80.000	23	3.6522	.65504	.13658	3.3689	3.9354	1.67	4.33
	Rp.85.000-Rp.250.000	58	3.4253	.71681	.09412	3.2368	3.6138	1.67	4.33
	Total	160	3.5042	.65502	.05178	3.4019	3.6064	1.67	5.00
kesesuaian	Rp.25.000-Rp.50.000	79	3.9072	.42680	.04802	3.8116	4.0028	3.00	5.00
	Rp.55.000-Rp.80.000	23	3.9565	.44158	.09208	3.7656	4.1475	2.67	5.00
	Rp.85.000-Rp.250.000	58	3.8046	.59246	.07779	3.6488	3.9604	2.33	5.00
	Total	160	3.8771	.49543	.03917	3.7997	3.9544	2.33	5.00
fitur	Rp.25.000-Rp.50.000	79	3.9789	.52932	.05955	3.8603	4.0975	2.00	5.00
	Rp.55.000-Rp.80.000	23	4.0290	.22277	.04645	3.9327	4.1253	3.67	5.00
	Rp.85.000-Rp.250.000	58	4.0345	.55035	.07226	3.8898	4.1792	2.33	5.00
	Total	160	4.0063	.50362	.03981	3.9276	4.0849	2.00	5.00
reliabilitas	Rp.25.000-Rp.50.000	79	4.0591	.48850	.05496	3.9497	4.1685	3.00	5.00
	Rp.55.000-Rp.80.000	23	4.0435	.40582	.08462	3.8680	4.2190	2.67	4.67
	Rp.85.000-Rp.250.000	58	3.8736	.66323	.08709	3.6992	4.0480	2.33	5.00
	Total	160	3.9896	.55251	.04368	3.9033	4.0759	2.33	5.00
estetika	Rp.25.000-Rp.50.000	79	3.7911	.70986	.07986	3.6321	3.9501	2.00	5.00
	Rp.55.000-Rp.80.000	23	3.8913	.56320	.11744	3.6478	4.1349	2.50	5.00
	Rp.85.000-Rp.250.000	58	3.7672	.70222	.09221	3.5826	3.9519	1.50	5.00
	Total	160	3.7969	.68519	.05417	3.6899	3.9039	1.50	5.00
kesankualitas	Rp.25.000-Rp.50.000	79	3.9557	.49550	.05575	3.8447	4.0667	2.00	5.00
	Rp.55.000-Rp.80.000	23	3.9710	.43418	.09053	3.7833	4.1588	2.83	5.00
	Rp.85.000-Rp.250.000	58	3.9138	.48691	.06393	3.7858	4.0418	2.83	4.83
	Total	160	3.9427	.48169	.03808	3.8675	4.0179	2.00	5.00
brandimage	Rp.25.000-Rp.50.000	79	3.7278	.54182	.06096	3.6065	3.8492	1.75	5.00
	Rp.55.000-Rp.80.000	23	3.7065	.54174	.11296	3.4723	3.9408	2.50	4.25
	Rp.85.000-Rp.250.000	58	3.7371	.65632	.08618	3.5645	3.9096	2.00	4.75
	Total	160	3.7281	.58236	.04604	3.6372	3.8191	1.75	5.00
WOM	Rp.25.000-Rp.50.000	79	3.6498	.69981	.07874	3.4930	3.8065	1.33	5.00
	Rp.55.000-Rp.80.000	23	3.8696	.79607	.16599	3.5253	4.2138	2.00	5.00
	Rp.85.000-Rp.250.000	58	3.5862	.81005	.10636	3.3732	3.7992	2.00	5.00
	Total	160	3.6583	.75601	.05977	3.5403	3.7764	1.33	5.00

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
kinerja	Between Groups	2.362	2	1.181	4.843	.009
	Within Groups	38.280	157	.244		
	Total	40.642	159			
daya.tahan	Between Groups	.882	2	.441	1.028	.360
	Within Groups	67.337	157	.429		
	Total	68.219	159			
kesesuaian	Between Groups	.521	2	.261	1.063	.348
	Within Groups	38.506	157	.245		
	Total	39.027	159			
fitur	Between Groups	.117	2	.059	.229	.796
	Within Groups	40.210	157	.256		
	Total	40.327	159			
reliabilitas	Between Groups	1.229	2	.614	2.039	.134
	Within Groups	47.309	157	.301		
	Total	48.538	159			
estetika	Between Groups	.259	2	.129	.273	.762
	Within Groups	74.390	157	.474		
	Total	74.648	159			
kesankualitas	Between Groups	.080	2	.040	.171	.843
	Within Groups	36.811	157	.234		
	Total	36.891	159			
brandimage	Between Groups	.015	2	.008	.022	.978
	Within Groups	53.908	157	.343		
	Total	53.923	159			
WOM	Between Groups	1.334	2	.667	1.169	.313
	Within Groups	89.544	157	.570		
	Total	90.878	159			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
kinerja	browsing & sosial media	109	4.1040	.44606	.04272	4.0193	4.1887	2.67	5.00
	BBM & Line	20	4.1500	.63499	.14199	3.8528	4.4472	2.00	5.00
	game & musik, komunikasi & video call, office & foto selfie	31	3.8172	.55670	.09999	3.6130	4.0214	2.67	5.00
	Total	160	4.0542	.50558	.03997	3.9752	4.1331	2.00	5.00
daya.tahan	browsing & sosial media	109	3.4618	.62675	.06003	3.3428	3.5808	1.67	5.00
	BBM & Line	20	3.5833	.64776	.14484	3.2802	3.8865	2.00	4.00
	game & musik, komunikasi & video call, office & foto selfie	31	3.6022	.75728	.13601	3.3244	3.8799	1.67	5.00
	Total	160	3.5042	.65502	.05178	3.4019	3.6064	1.67	5.00
kesesuaian	browsing & sosial media	109	3.8899	.44225	.04236	3.8059	3.9739	2.33	5.00
	BBM & Line	20	3.9500	.39403	.08811	3.7656	4.1344	3.33	5.00
	game & musik, komunikasi & video call, office & foto selfie	31	3.7849	.69681	.12515	3.5294	4.0405	2.67	5.00
	Total	160	3.8771	.49543	.03917	3.7997	3.9544	2.33	5.00
fitur	browsing & sosial media	109	4.0336	.52105	.04991	3.9347	4.1326	2.33	5.00
	BBM & Line	20	3.9833	.53503	.11964	3.7329	4.2337	2.00	5.00
	game & musik, komunikasi & video call, office & foto selfie	31	3.9247	.41908	.07527	3.7710	4.0785	3.00	5.00
	Total	160	4.0063	.50362	.03981	3.9276	4.0849	2.00	5.00
reliabilitas	browsing & sosial media	109	4.0031	.59576	.05706	3.8899	4.1162	2.33	5.00
	BBM & Line	20	4.0000	.43259	.09673	3.7975	4.2025	3.00	5.00
	game & musik, komunikasi & video call, office & foto selfie	31	3.9355	.46682	.08384	3.7643	4.1067	3.00	5.00
	Total	160	3.9896	.55251	.04368	3.9033	4.0759	2.33	5.00
estetika	browsing & sosial media	109	3.8028	.67364	.06452	3.6749	3.9306	1.50	5.00
	BBM & Line	20	3.8250	.59105	.13216	3.5484	4.1016	2.00	5.00
	game & musik, komunikasi & video call, office & foto selfie	31	3.7581	.79447	.14269	3.4667	4.0495	2.00	5.00
	Total	160	3.7969	.68519	.05417	3.6899	3.9039	1.50	5.00
kesankualitas	browsing & sosial media	109	3.9771	.41293	.03955	3.8987	4.0555	2.83	5.00
	BBM & Line	20	3.8833	.59506	.13306	3.6048	4.1618	2.00	5.00
	game & musik, komunikasi & video call, office & foto selfie	31	3.8602	.61478	.11042	3.6347	4.0857	2.83	5.00
	Total	160	3.9427	.48169	.03808	3.8675	4.0179	2.00	5.00
brandimage	browsing & sosial media	109	3.7477	.52759	.05053	3.6475	3.8479	2.00	4.75

	BBM & Line	20	3.7625	.63596	.14220	3.4649	4.0601	1.75	4.25
	game & musik, komunikasi & video call, office & foto selfie	31	3.6371	.72698	.13057	3.3704	3.9038	2.00	5.00
	Total	160	3.7281	.58236	.04604	3.6372	3.8191	1.75	5.00
	browsing & sosial media	109	3.6483	.79716	.07635	3.4970	3.7997	1.33	5.00
WOM	BBM & Line	20	3.9167	.58114	.12995	3.6447	4.1886	2.67	5.00
	game & musik, komunikasi & video call, office & foto selfie	31	3.5269	.68190	.12247	3.2768	3.7770	2.33	5.00
	Total	160	3.6583	.75601	.05977	3.5403	3.7764	1.33	5.00



ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
kinerja	Between Groups	2.195	2	1.097	4.481	.013
	Within Groups	38.447	157	.245		
	Total	40.642	159			
daya.tahan	Between Groups	.619	2	.309	.719	.489
	Within Groups	67.601	157	.431		
	Total	68.219	159			
kesesuaian	Between Groups	.387	2	.194	.787	.457
	Within Groups	38.640	157	.246		
	Total	39.027	159			
fitur	Between Groups	.298	2	.149	.585	.558
	Within Groups	40.029	157	.255		
	Total	40.327	159			
reliabilitas	Between Groups	.113	2	.056	.183	.833
	Within Groups	48.426	157	.308		
	Total	48.538	159			
estetika	Between Groups	.066	2	.033	.070	.933
	Within Groups	74.582	157	.475		
	Total	74.648	159			
kesankualitas	Between Groups	.410	2	.205	.882	.416
	Within Groups	36.481	157	.232		
	Total	36.891	159			
brandimage	Between Groups	.322	2	.161	.472	.625
	Within Groups	53.601	157	.341		
	Total	53.923	159			
WOM	Between Groups	1.881	2	.941	1.659	.194
	Within Groups	88.996	157	.567		
	Total	90.878	159			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
kinerja	Blackberry	103	4.0906	.53463	.05268	3.9861	4.1951	2.00	5.00
	iPhone	18	4.0000	.42779	.10083	3.7873	4.2127	3.33	5.00
	Nokia	21	3.9365	.54384	.11868	3.6890	4.1841	2.67	5.00
	Smartfren Andromax dan Lain-lain	18	4.0370	.34087	.08034	3.8675	4.2065	3.33	4.67
	Total	160	4.0542	.50558	.03997	3.9752	4.1331	2.00	5.00
daya.tahan	Blackberry	103	3.5275	.65931	.06496	3.3987	3.6564	1.67	5.00
	iPhone	18	3.7778	.63658	.15004	3.4612	4.0943	2.33	4.67
	Nokia	21	3.1905	.61075	.13328	2.9125	3.4685	2.33	4.00
	Smartfren Andromax dan Lain-lain	18	3.4630	.59561	.14039	3.1668	3.7592	2.67	4.33
	Total	160	3.5042	.65502	.05178	3.4019	3.6064	1.67	5.00
kesesuaian	Blackberry	103	3.8738	.46936	.04625	3.7821	3.9655	2.67	5.00
	iPhone	18	3.9259	.51836	.12218	3.6682	4.1837	3.00	5.00
	Nokia	21	3.7778	.66109	.14426	3.4769	4.0787	2.33	5.00
	Smartfren Andromax dan Lain-lain	18	3.9630	.41047	.09675	3.7588	4.1671	3.33	5.00
	Total	160	3.8771	.49543	.03917	3.7997	3.9544	2.33	5.00
fitur	Blackberry	103	4.0129	.50038	.04930	3.9152	4.1107	2.00	5.00
	iPhone	18	3.8333	.62883	.14822	3.5206	4.1460	2.33	4.67
	Nokia	21	4.0635	.49011	.10695	3.8404	4.2866	3.33	5.00
	Smartfren Andromax dan Lain-lain	18	4.0741	.38866	.09161	3.8808	4.2673	3.33	5.00
	Total	160	4.0063	.50362	.03981	3.9276	4.0849	2.00	5.00
reliabilitas	Blackberry	103	4.0194	.53591	.05280	3.9147	4.1242	2.33	5.00
	iPhone	18	3.6481	.68095	.16050	3.3095	3.9868	2.33	4.67
	Nokia	21	4.1746	.35931	.07841	4.0110	4.3382	3.67	4.67
	Smartfren Andromax dan Lain-lain	18	3.9444	.58578	.13807	3.6531	4.2357	2.67	5.00
	Total	160	3.9896	.55251	.04368	3.9033	4.0759	2.33	5.00
estetika	Blackberry	103	3.7718	.66707	.06573	3.6415	3.9022	2.00	5.00
	iPhone	18	3.9722	.46880	.11050	3.7391	4.2053	3.50	5.00
	Nokia	21	3.9286	.50709	.11066	3.6977	4.1594	3.00	5.00
	Smartfren Andromax dan Lain-lain	18	3.6111	1.05099	.24772	3.0885	4.1338	1.50	5.00
	Total	160	3.7969	.68519	.05417	3.6899	3.9039	1.50	5.00

kesankualitas	Blackberry	103	3.9417	.48994	.04827	3.8460	4.0375	2.00	5.00
	iPhone	18	3.8981	.53973	.12721	3.6297	4.1665	2.83	4.83
	Nokia	21	3.9206	.36370	.07937	3.7551	4.0862	3.33	5.00
	Smartfren Andromax dan Lain-lain	18	4.0185	.52359	.12341	3.7581	4.2789	3.00	5.00
	Total	160	3.9427	.48169	.03808	3.8675	4.0179	2.00	5.00
brandimage	Blackberry	103	3.7621	.54613	.05381	3.6554	3.8689	1.75	5.00
	iPhone	18	3.6528	.90805	.21403	3.2012	4.1043	2.00	5.00
	Nokia	21	3.6786	.55982	.12216	3.4237	3.9334	2.50	4.50
	Smartfren Andromax dan Lain-lain	18	3.6667	.41124	.09693	3.4622	3.8712	2.75	4.25
	Total	160	3.7281	.58236	.04604	3.6372	3.8191	1.75	5.00
WOM	Blackberry	103	3.6893	.76876	.07575	3.5391	3.8396	1.33	5.00
	iPhone	18	3.6667	.66667	.15713	3.3351	3.9982	2.33	4.33
	Nokia	21	3.5079	.63787	.13919	3.2176	3.7983	2.00	4.00
	Smartfren Andromax dan Lain-lain	18	3.6481	.91803	.21638	3.1916	4.1047	2.33	5.00
	Total	160	3.6583	.75601	.05977	3.5403	3.7764	1.33	5.00

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
kinerja	Between Groups	.486	3	.162	.629	.597
	Within Groups	40.156	156	.257		
	Total	40.642	159			
daya.tahan	Between Groups	3.501	3	1.167	2.813	.041
	Within Groups	64.719	156	.415		
	Total	68.219	159			
kesesuaian	Between Groups	.384	3	.128	.517	.671
	Within Groups	38.643	156	.248		
	Total	39.027	159			
fitur	Between Groups	.694	3	.231	.911	.437
	Within Groups	39.633	156	.254		
	Total	40.327	159			
reliabilitas	Between Groups	2.946	3	.982	3.360	.020
	Within Groups	45.593	156	.292		
	Total	48.538	159			
estetika	Between Groups	1.603	3	.534	1.141	.334
	Within Groups	73.045	156	.468		
	Total	74.648	159			
kesankualitas	Between Groups	.150	3	.050	.212	.888
	Within Groups	36.742	156	.236		
	Total	36.891	159			
brandimage	Between Groups	.341	3	.114	.331	.803
	Within Groups	53.583	156	.343		
	Total	53.923	159			
WOM	Between Groups	.577	3	.192	.332	.802
	Within Groups	90.301	156	.579		
	Total	90.878	159			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Kinerja	Sangat Tidak Setuju dan Tidak Setuju	20	3.8833	.55436	.12396	3.6239	4.1428	2.00	5.00
	Cukup Setuju	36	4.0093	.41775	.06962	3.8679	4.1506	3.33	5.00
	Setuju	86	4.1163	.52585	.05670	4.0035	4.2290	2.67	5.00
	Sangat Setuju	18	4.0370	.49690	.11712	3.7899	4.2841	3.33	5.00
	Total	160	4.0542	.50558	.03997	3.9752	4.1331	2.00	5.00
daya.tahan	Sangat Tidak Setuju dan Tidak Setuju	20	3.4167	.92953	.20785	2.9816	3.8517	2.00	5.00
	Cukup Setuju	36	3.4259	.62035	.10339	3.2160	3.6358	1.67	4.33
	Setuju	86	3.6163	.47833	.05158	3.5137	3.7188	2.33	4.33
	Sangat Setuju	18	3.2222	.97014	.22866	2.7398	3.7047	1.67	5.00
	Total	160	3.5042	.65502	.05178	3.4019	3.6064	1.67	5.00
kesesuaian	Sangat Tidak Setuju dan Tidak Setuju	20	3.7500	.75607	.16906	3.3961	4.1039	2.33	5.00
	Cukup Setuju	36	3.8426	.54328	.09055	3.6588	4.0264	2.67	5.00
	Setuju	86	3.9380	.40426	.04359	3.8513	4.0247	2.67	5.00
	Sangat Setuju	18	3.7963	.42991	.10133	3.5825	4.0101	3.00	4.67
	Total	160	3.8771	.49543	.03917	3.7997	3.9544	2.33	5.00
Fitur	Sangat Tidak Setuju dan Tidak Setuju	20	3.9167	.80840	.18076	3.5383	4.2950	2.00	5.00
	Cukup Setuju	36	4.0463	.47243	.07874	3.8864	4.2061	3.00	5.00
	Setuju	86	4.0155	.39575	.04268	3.9307	4.1004	2.67	5.00
	Sangat Setuju	18	3.9815	.62069	.14630	3.6728	4.2901	2.33	5.00
	Total	160	4.0063	.50362	.03981	3.9276	4.0849	2.00	5.00
reliabilitas	Sangat Tidak Setuju dan Tidak Setuju	20	3.8500	.70483	.15760	3.5201	4.1799	2.67	5.00
	Cukup Setuju	36	3.8148	.57152	.09525	3.6214	4.0082	2.67	5.00
	Setuju	86	4.1822	.35666	.03846	4.1057	4.2586	3.33	5.00
	Sangat Setuju	18	3.5741	.73035	.17214	3.2109	3.9373	2.33	4.67
	Total	160	3.9896	.55251	.04368	3.9033	4.0759	2.33	5.00
Estetika	Sangat Tidak Setuju dan Tidak Setuju	20	3.9500	.90175	.20164	3.5280	4.3720	2.00	5.00
	Cukup Setuju	36	3.6111	.77562	.12927	3.3487	3.8735	1.50	5.00
	Setuju	86	3.8605	.59730	.06441	3.7324	3.9885	2.00	5.00
	Sangat Setuju	18	3.6944	.57238	.13491	3.4098	3.9791	2.50	4.50
	Total	160	3.7969	.68519	.05417	3.6899	3.9039	1.50	5.00

kesankualitas	Sangat Tidak Setuju dan Tidak Setuju	20	3.6583	.77700	.17374	3.2947	4.0220	2.00	5.00
	Cukup Setuju	36	3.9074	.49191	.08198	3.7410	4.0738	3.00	5.00
	Setuju	86	4.0465	.33397	.03601	3.9749	4.1181	2.83	5.00
	Sangat Setuju	18	3.8333	.52394	.12349	3.5728	4.0939	3.00	4.83
	Total	160	3.9427	.48169	.03808	3.8675	4.0179	2.00	5.00
brandimage	Sangat Tidak Setuju dan Tidak Setuju	20	3.3625	1.04023	.23260	2.8757	3.8493	1.75	5.00
	Cukup Setuju	36	3.6250	.43712	.07285	3.4771	3.7729	3.00	4.25
	Setuju	86	3.8430	.46185	.04980	3.7440	3.9420	2.50	4.75
	Sangat Setuju	18	3.7917	.50183	.11828	3.5421	4.0412	2.25	4.75
	Total	160	3.7281	.58236	.04604	3.6372	3.8191	1.75	5.00
WOM	Sangat Tidak Setuju dan Tidak Setuju	20	3.2333	.65872	.14730	2.9250	3.5416	2.33	4.33
	Cukup Setuju	36	3.2315	.64152	.10692	3.0144	3.4485	2.00	4.00
	Setuju	86	3.9535	.70509	.07603	3.8023	4.1047	1.33	5.00
	Sangat Setuju	18	3.5741	.69363	.16349	3.2291	3.9190	2.33	4.67
	Total	160	3.6583	.75601	.05977	3.5403	3.7764	1.33	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kinerja	Between Groups	.993	3	.331	1.303	.276
	Within Groups	39.648	156	.254		
	Total	40.642	159			
daya.tahan	Between Groups	2.885	3	.962	2.296	.080
	Within Groups	65.334	156	.419		
	Total	68.219	159			
kesesuaian	Between Groups	.802	3	.267	1.091	.355
	Within Groups	38.225	156	.245		
	Total	39.027	159			
Fitur	Between Groups	.237	3	.079	.307	.820
	Within Groups	40.090	156	.257		
	Total	40.327	159			
reliabilitas	Between Groups	7.787	3	2.596	9.936	.000
	Within Groups	40.752	156	.261		
	Total	48.538	159			
estetika	Between Groups	2.248	3	.749	1.614	.188
	Within Groups	72.401	156	.464		
	Total	74.648	159			
kesankualitas	Between Groups	2.804	3	.935	4.278	.006
	Within Groups	34.087	156	.219		
	Total	36.891	159			
brandimage	Between Groups	4.264	3	1.421	4.466	.005
	Within Groups	49.659	156	.318		
	Total	53.923	159			
WOM	Between Groups	17.792	3	5.931	12.659	.000
	Within Groups	73.086	156	.469		
	Total	90.878	159			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Kinerja	Sangat Tidak Setuju, Tidak Setuju, & Cukup Setuju	43	3.9225	.45331	.06913	3.7830	4.0620	2.00	5.00
	Setuju	97	4.1443	.49043	.04980	4.0455	4.2432	2.67	5.00
	Sangat Setuju	20	3.9000	.60311	.13486	3.6177	4.1823	2.67	5.00
	Total	160	4.0542	.50558	.03997	3.9752	4.1331	2.00	5.00
daya.tahan	Sangat Tidak Setuju, Tidak Setuju, & Cukup Setuju	43	3.5426	.69015	.10525	3.3302	3.7550	2.00	5.00
	Setuju	97	3.5601	.56835	.05771	3.4456	3.6747	1.67	4.33
	Sangat Setuju	20	3.1500	.86839	.19418	2.7436	3.5564	1.67	5.00
	Total	160	3.5042	.65502	.05178	3.4019	3.6064	1.67	5.00
kesesuaian	Sangat Tidak Setuju, Tidak Setuju, & Cukup Setuju	43	3.8760	.48808	.07443	3.7258	4.0262	3.00	5.00
	Setuju	97	3.8832	.51154	.05194	3.7801	3.9863	2.33	5.00
	Sangat Setuju	20	3.8500	.45209	.10109	3.6384	4.0616	3.00	5.00
	Total	160	3.8771	.49543	.03917	3.7997	3.9544	2.33	5.00
Fitur	Sangat Tidak Setuju, Tidak Setuju, & Cukup Setuju	43	3.9457	.65840	.10041	3.7431	4.1484	2.00	5.00
	Setuju	97	4.0206	.41055	.04169	3.9379	4.1034	2.33	5.00
	Sangat Setuju	20	4.0667	.54719	.12236	3.8106	4.3228	3.33	5.00
	Total	160	4.0063	.50362	.03981	3.9276	4.0849	2.00	5.00
reliabilitas	Sangat Tidak Setuju, Tidak Setuju, & Cukup Setuju	43	3.9070	.59239	.09034	3.7247	4.0893	2.67	5.00
	Setuju	97	4.0722	.47926	.04866	3.9756	4.1688	2.33	5.00
	Sangat Setuju	20	3.7667	.71818	.16059	3.4305	4.1028	2.33	5.00
	Total	160	3.9896	.55251	.04368	3.9033	4.0759	2.33	5.00
Estetika	Sangat Tidak Setuju, Tidak Setuju, & Cukup Setuju	43	3.8140	.91952	.14023	3.5310	4.0969	1.50	5.00
	Setuju	97	3.8608	.50899	.05168	3.7582	3.9634	2.00	5.00
	Sangat Setuju	20	3.4500	.77629	.17358	3.0867	3.8133	2.00	5.00
	Total	160	3.7969	.68519	.05417	3.6899	3.9039	1.50	5.00
kesankualitas	Sangat Tidak Setuju, Tidak Setuju, & Cukup Setuju	43	3.8721	.56676	.08643	3.6977	4.0465	2.00	5.00
	Setuju	97	3.9708	.43635	.04430	3.8828	4.0587	2.83	5.00
	Sangat Setuju	20	3.9583	.50400	.11270	3.7225	4.1942	3.00	4.83
	Total	160	3.9427	.48169	.03808	3.8675	4.0179	2.00	5.00

brandimage	Sangat Tidak Setuju, Tidak Setuju, & Cukup Setuju	43	3.5988	.67731	.10329	3.3904	3.8073	1.75	5.00
	Setuju	97	3.7835	.54082	.05491	3.6745	3.8925	2.00	4.75
	Sangat Setuju	20	3.7375	.54092	.12095	3.4843	3.9907	2.50	4.75
	Total	160	3.7281	.58236	.04604	3.6372	3.8191	1.75	5.00
WOM	Sangat Tidak Setuju, Tidak Setuju, & Cukup Setuju	43	3.3256	.65258	.09952	3.1247	3.5264	2.33	4.33
	Setuju	97	3.8488	.68553	.06961	3.7106	3.9870	2.00	5.00
	Sangat Setuju	20	3.4500	.99281	.22200	2.9854	3.9146	1.33	4.67
	Total	160	3.6583	.75601	.05977	3.5403	3.7764	1.33	5.00



ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Kinerja	Between Groups	2.010	2	1.005	4.083	.019
	Within Groups	38.632	157	.246		
	Total	40.642	159			
daya.tahan	Between Groups	2.876	2	1.438	3.455	.034
	Within Groups	65.343	157	.416		
	Total	68.219	159			
kesesuaian	Between Groups	.018	2	.009	.037	.964
	Within Groups	39.009	157	.248		
	Total	39.027	159			
fitur	Between Groups	.250	2	.125	.491	.613
	Within Groups	40.077	157	.255		
	Total	40.327	159			
reliabilitas	Between Groups	1.949	2	.974	3.284	.040
	Within Groups	46.589	157	.297		
	Total	48.538	159			
estetika	Between Groups	2.816	2	1.408	3.077	.049
	Within Groups	71.833	157	.458		
	Total	74.648	159			
kesankualitas	Between Groups	.296	2	.148	.635	.532
	Within Groups	36.596	157	.233		
	Total	36.891	159			
brandimage	Between Groups	1.018	2	.509	1.511	.224
	Within Groups	52.905	157	.337		
	Total	53.923	159			
WOM	Between Groups	9.148	2	4.574	8.786	.000
	Within Groups	81.730	157	.521		
	Total	90.878	159			

Oneway



Descriptives

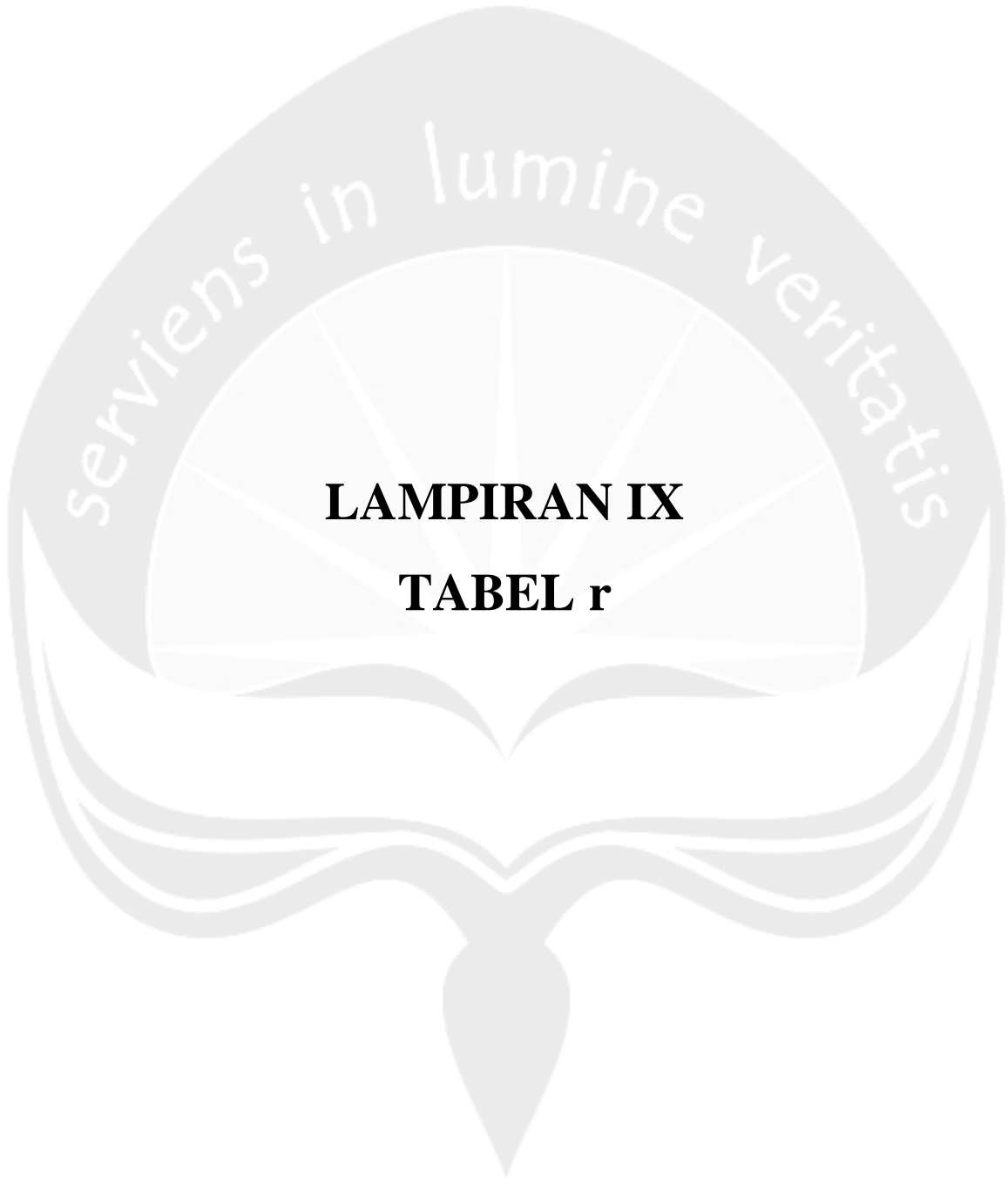
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
kinerja	Anggota Keluarga	45	4.0815	.51813	.07724	3.9258	4.2371	2.67	5.00
	Teman	58	4.0920	.38890	.05106	3.9897	4.1942	3.33	5.00
	Inisiatif Sendiri & Counter HP/ kenalan yang bekerja di bidang telekomunikasi	57	3.9942	.59592	.07893	3.8360	4.1523	2.00	5.00
	Total	160	4.0542	.50558	.03997	3.9752	4.1331	2.00	5.00
daya.tahan	Anggota Keluarga	45	3.4519	.56028	.08352	3.2835	3.6202	2.33	4.00
	Teman	58	3.6724	.48563	.06377	3.5447	3.8001	2.33	4.67
	Inisiatif Sendiri & Counter HP/ kenalan yang bekerja di bidang telekomunikasi	57	3.3743	.82633	.10945	3.1550	3.5935	1.67	5.00
	Total	160	3.5042	.65502	.05178	3.4019	3.6064	1.67	5.00
kesesuaian	Anggota Keluarga	45	3.9037	.49555	.07387	3.7548	4.0526	2.33	5.00
	Teman	58	3.9310	.45353	.05955	3.8118	4.0503	2.67	5.00
	Inisiatif Sendiri & Counter HP/ kenalan yang bekerja di bidang telekomunikasi	57	3.8012	.53400	.07073	3.6595	3.9429	2.67	5.00
	Total	160	3.8771	.49543	.03917	3.7997	3.9544	2.33	5.00
fitur	Anggota Keluarga	45	3.9037	.45295	.06752	3.7676	4.0398	2.33	5.00
	Teman	58	4.0345	.34590	.04542	3.9435	4.1254	3.00	5.00
	Inisiatif Sendiri & Counter HP/ kenalan yang bekerja di bidang telekomunikasi	57	4.0585	.65199	.08636	3.8855	4.2315	2.00	5.00
	Total	160	4.0063	.50362	.03981	3.9276	4.0849	2.00	5.00
reliabilitas	Anggota Keluarga	45	4.0519	.43202	.06440	3.9221	4.1816	2.33	4.67
	Teman	58	4.0057	.51296	.06735	3.8709	4.1406	2.67	5.00
	Inisiatif Sendiri & Counter HP/ kenalan yang bekerja di bidang telekomunikasi	57	3.9240	.66672	.08831	3.7471	4.1009	2.33	5.00
	Total	160	3.9896	.55251	.04368	3.9033	4.0759	2.33	5.00
estetika	Anggota Keluarga	45	3.8667	.51566	.07687	3.7117	4.0216	3.00	5.00
	Teman	58	3.7931	.75530	.09918	3.5945	3.9917	1.50	5.00
	Inisiatif Sendiri & Counter HP/ kenalan yang bekerja di bidang telekomunikasi	57	3.7456	.73267	.09705	3.5512	3.9400	2.50	5.00



	Total	160	3.7969	.68519	.05417	3.6899	3.9039	1.50	5.00
	Anggota Keluarga	45	3.9222	.31703	.04726	3.8270	4.0175	3.17	4.67
	Teman	58	4.0316	.39175	.05144	3.9286	4.1346	3.17	5.00
kesankualitas	Inisiatif Sendiri & Counter HP/ kenalan yang bekerja di bidang telekomunikasi	57	3.8684	.63989	.08476	3.6986	4.0382	2.00	5.00
	Total	160	3.9427	.48169	.03808	3.8675	4.0179	2.00	5.00
	Anggota Keluarga	45	3.7389	.50553	.07536	3.5870	3.8908	2.25	4.50
	Teman	58	3.8491	.53175	.06982	3.7093	3.9890	2.00	5.00
brandimage	Inisiatif Sendiri & Counter HP/ kenalan yang bekerja di bidang telekomunikasi	57	3.5965	.66439	.08800	3.4202	3.7728	1.75	5.00
	Total	160	3.7281	.58236	.04604	3.6372	3.8191	1.75	5.00
	Anggota Keluarga	45	3.7185	.68886	.10269	3.5116	3.9255	2.00	5.00
	Teman	58	3.9828	.64110	.08418	3.8142	4.1513	2.33	5.00
WOM	Inisiatif Sendiri & Counter HP/ kenalan yang bekerja di bidang telekomunikasi	57	3.2807	.75800	.10040	3.0796	3.4818	1.33	5.00
	Total	160	3.6583	.75601	.05977	3.5403	3.7764	1.33	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
kinerja	Between Groups	.322	2	.161	.626	.536
	Within Groups	40.320	157	.257		
	Total	40.642	159			
daya.tahan	Between Groups	2.727	2	1.363	3.268	.041
	Within Groups	65.493	157	.417		
	Total	68.219	159			
kesesuaian	Between Groups	.529	2	.265	1.079	.342
	Within Groups	38.498	157	.245		
	Total	39.027	159			
fitur	Between Groups	.675	2	.337	1.336	.266
	Within Groups	39.652	157	.253		
	Total	40.327	159			
reliabilitas	Between Groups	.435	2	.217	.710	.493
	Within Groups	48.103	157	.306		
	Total	48.538	159			
estetika	Between Groups	.370	2	.185	.391	.677
	Within Groups	74.279	157	.473		
	Total	74.648	159			
kesankualitas	Between Groups	.792	2	.396	1.722	.182
	Within Groups	36.100	157	.230		
	Total	36.891	159			
brandimage	Between Groups	1.842	2	.921	2.777	.065
	Within Groups	52.081	157	.332		
	Total	53.923	159			
WOM	Between Groups	14.396	2	7.198	14.776	.000
	Within Groups	76.482	157	.487		
	Total	90.878	159			



LAMPIRAN IX

TABEL r

Tabel r Product Moment

Pada Sig.0,05 (Two Tail)

N	r	N	r	N	r	N	r	N	R	N	r
1	0.997	41	0.301	81	0.216	121	0.177	161	0.154	201	0.138
2	0.95	42	0.297	82	0.215	122	0.176	162	0.153	202	0.137
3	0.878	43	0.294	83	0.213	123	0.176	163	0.153	203	0.137
4	0.811	44	0.291	84	0.212	124	0.175	164	0.152	204	0.137
5	0.754	45	0.288	85	0.211	125	0.174	165	0.152	205	0.136
6	0.707	46	0.285	86	0.21	126	0.174	166	0.151	206	0.136
7	0.666	47	0.282	87	0.208	127	0.173	167	0.151	207	0.136
8	0.632	48	0.279	88	0.207	128	0.172	168	0.151	208	0.135
9	0.602	49	0.276	89	0.206	129	0.172	169	0.15	209	0.135
10	0.576	50	0.273	90	0.205	130	0.171	170	0.15	210	0.135
11	0.553	51	0.271	91	0.204	131	0.17	171	0.149	211	0.134
12	0.532	52	0.268	92	0.203	132	0.17	172	0.149	212	0.134
13	0.514	53	0.266	93	0.202	133	0.169	173	0.148	213	0.134
14	0.497	54	0.263	94	0.201	134	0.168	174	0.148	214	0.134
15	0.482	55	0.261	95	0.2	135	0.168	175	0.148	215	0.133
16	0.468	56	0.259	96	0.199	136	0.167	176	0.147	216	0.133
17	0.456	57	0.256	97	0.198	137	0.167	177	0.147	217	0.133
18	0.444	58	0.254	98	0.197	138	0.166	178	0.146	218	0.132
19	0.433	59	0.252	99	0.196	139	0.165	179	0.146	219	0.132
20	0.423	60	0.25	100	0.195	140	0.165	180	0.146	220	0.132
21	0.413	61	0.248	101	0.194	141	0.164	181	0.145	221	0.131
22	0.404	62	0.246	102	0.193	142	0.164	182	0.145	222	0.131
23	0.396	63	0.244	103	0.192	143	0.163	183	0.144	223	0.131
24	0.388	64	0.242	104	0.191	144	0.163	184	0.144	224	0.131
25	0.381	65	0.24	105	0.19	145	0.162	185	0.144	225	0.13
26	0.374	66	0.239	106	0.189	146	0.161	186	0.143	226	0.13
27	0.367	67	0.237	107	0.188	147	0.161	187	0.143	227	0.13
28	0.361	68	0.235	108	0.187	148	0.16	188	0.142	228	0.129
29	0.355	69	0.234	109	0.187	149	0.16	189	0.142	229	0.129
30	0.349	70	0.232	110	0.186	150	0.159	190	0.142	230	0.129
31	0.344	71	0.23	111	0.185	151	0.159	191	0.141	231	0.129
32	0.339	72	0.229	112	0.184	152	0.158	192	0.141	232	0.128
33	0.334	73	0.227	113	0.183	153	0.158	193	0.141	233	0.128
34	0.329	74	0.226	114	0.182	154	0.157	194	0.14	234	0.128
35	0.325	75	0.224	115	0.182	155	0.157	195	0.14	235	0.127
36	0.32	76	0.223	116	0.181	156	0.156	196	0.139	236	0.127
37	0.316	77	0.221	117	0.18	157	0.156	197	0.139	237	0.127
38	0.312	78	0.22	118	0.179	158	0.155	198	0.139	238	0.127
39	0.308	79	0.219	119	0.179	159	0.155	199	0.138	239	0.126
40	0.304	80	0.217	120	0.178	160	0.154	200	0.138	240	0.126