



# Lampiran

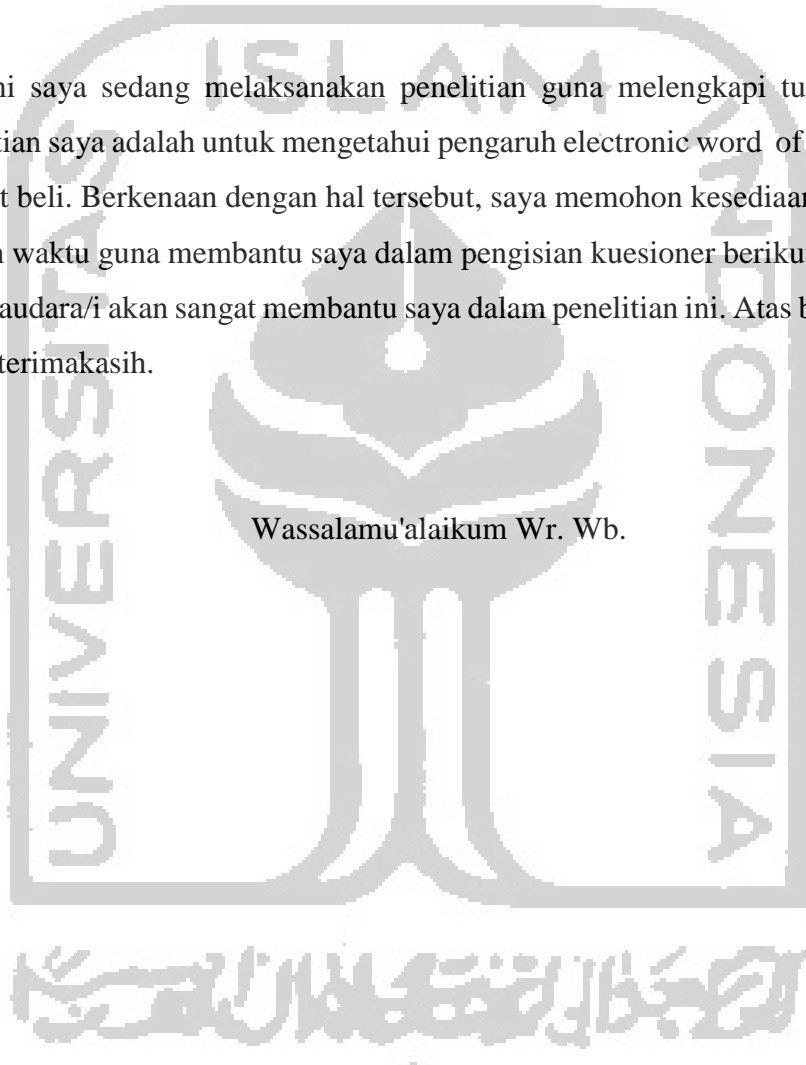
**Lampiran 1: Kuisisioner**

Assalamu'alaikum Wr. Wb.

Bersama ini, saya Arief Suryadi mahasiswa Program studi Manajemen Fakultas Ekonomi Universitas Islam Indonesia sedang mengadakan penelitian dengan judul "Pengaruh *Electronic Word Of Mouth* di Sosial Media dan Harga Terhadap Minat Beli Smartphone Samsung".

Saat ini saya sedang melaksanakan penelitian guna melengkapi tugas askhir saya. Tujuan penelitian saya adalah untuk mengetahui pengaruh *electronic word of mouth* dan harga terhadap minat beli. Berkenaan dengan hal tersebut, saya memohon kesediaan saudara/i untuk meluangkan waktu guna membantu saya dalam pengisian kuesioner berikut. Kebenaran dan kelengkapan saudara/i akan sangat membantu saya dalam penelitian ini. Atas bantuan saudara/i saya ucapkan terimakasih.

Wassalamu'alaikum Wr. Wb.



## Identitas Reponden

1. Nama :
2. Usia :
  - 17 – 24 Tahun
  - 25 – 34 Tahun
  - 35 – 44 Tahun
  - >45 Tahun
3. Jenis Kelamin :
  - Laki-laki
  - Perempuan
4. Pekerjaan :
  - Pelajar/Mahasiswa
  - PNS/BUMN
  - wirausaha
  - Pegawai Swasta
  - lain lain
5. Apakah anda pengguna sosial media?
  - Ya
  - Tidak
6. Apa sosial media yang anda gunakan? (boleh memilih lebih dari satu)
  - Twitter
  - Facebook
  - WhatsApp
  - Instagram
  - Youtube
  - Lainnya/Sebutkan
7. Intensitas penggunaan sosial media dalam 1 hari
  - 1-2 jam
  - 3-4 jam
  - 5-6 jam
  - >7 jam

8. Apakah anda pengguna smartphone merk samsung?

- Ya
- Tidak

9. Apakah anda mencari informasi melalui sosial media sebelum membeli smartphone samsung?

- Ya
- Tidak

Di bawah ini terdapat beberapa pernyataan. Baca dan pahamiilah setiap pernyataan dengan seksama, kemudian berikan respon Saudara dengan cara memilih jawaban yang sesuai menurut saudara.

kriteria penilaian:

1 = STS (Sangat Tidak Setuju)

2 = TS (Tidak Setuju)

3 = ATS (Agak Tidak Setuju)

4 = AS (Agak Setuju)

5 = S (Setuju)

6 = SS (Sangat Setuju)

### 1. Variabel *Usefulness*

No	Pertanyaan	STS	TS	ATS	AS	S	SS
1	Informasi smartphone samsung untuk pelanggan dalam sosial media ini informatif						
2	Informasi smartphone samsung untuk pelanggan dalam sosial media ini berharga						
3	Informasi smartphone samsung untuk pelanggan dalam sosial media ini penting						
4	Informasi smartphone samsung untuk pelanggan dalam sosial media ini bermanfaat untuk mendukung keputusan pembelian saya						

### 2. Variabel *Credibility*

No	Pertanyaan	STS	TS	ATS	AS	S	SS
1	Saya pikir informasi smartphone samsung yang ada di sosial media faktual						

2	Saya pikir informasi smartphome samsung yang ada di sosial media akurat						
3	Saya pikir informasi smartphome samsung yang ada di sosial media kredibel						
4	Kontak di sosial media saya selalu memberikan pendapat (informasi) jujur						

### 3. Variabel Adopsi

No	Pertanyaan	STS	TS	ATS	AS	S	SS
1	Sejauh mana anda setuju dengan informasi yang ada di sosial media?						
2	Informasi dari ulasan ini berkontribusi pada pengetahuan saya tentang smartphome Samsung						
3	Informasi di sosial media memudahkan saya untuk membuat keputusan pembelian smartphome samsung. (mis., membeli atau tidak membeli)						
4	Informasi di sosial media memotivasi saya untuk melakukan tindakan pembelian smartphome samsung.						
5	Informasi di sosial media telah meningkatkan keefektifan saya dalam membuat keputusan pembelian smartphome samsung						

### 4. Variabel Niat Beli

No	Pertanyaan	STS	TS	ATS	AS	S	SS
1	Saya bermaksud mencari lebih banyak Informasi di sosial media yang diberikan oleh pengguna smartphome samsung yang akan saya beli.						
2	Setelah mendapat informasi di sosial media yang disediakan oleh konsumen, saya ingin membeli smartphome samsung tersebut						
3	Di masa depan, saya akan mempertimbangkan smartphome samsung yang dibahas dalam review sebagai pilihan pertama saya.						
4	Sangat mungkin saya akan membeli smartphome samsung.						
5	Saya pasti akan membeli smartphome samsung yang direkomendasikan di sosial media ini dalam waktu dekat.						
6	Saya bermaksud membeli smartphome samsung yang direkomendasikan di sosial media ini dalam waktu dekat.						

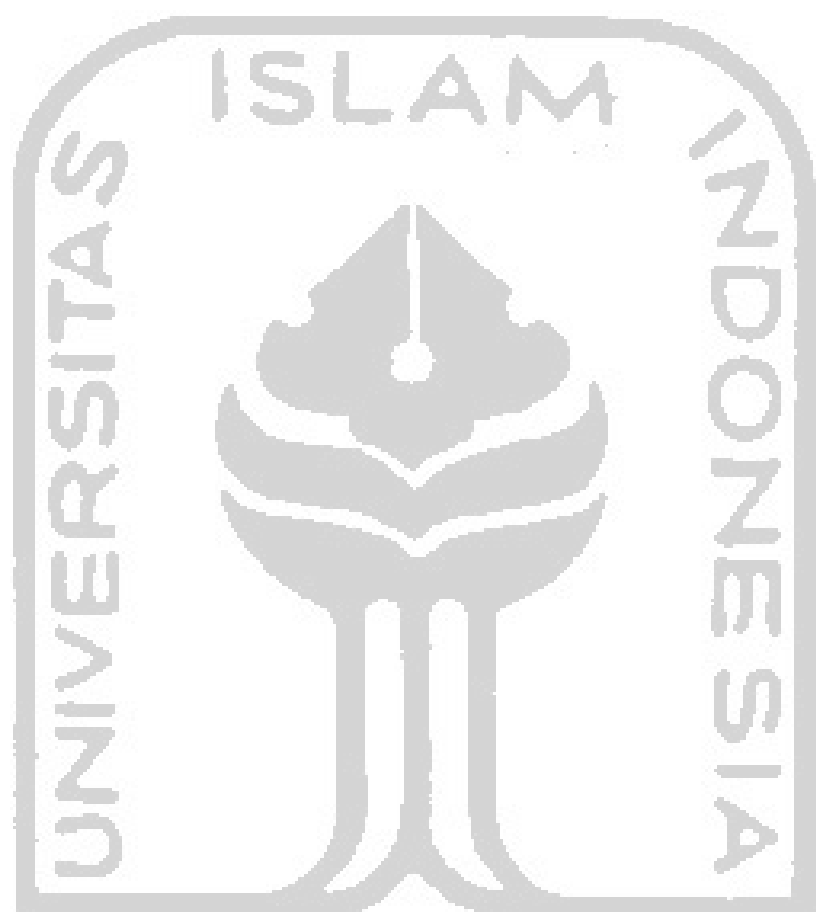
**Lampiran 2**  
**Data dengan 50 Responden**

US 1	US 2	US 3	US 4	Usefulness	CR 1	CR 2	CR 3	CR 4	Credibility	AD 1	AD 2	AD 3	AD 4	AD 5	Adoption	NB 1	NB 2	NB 3	NB 4	NB 5	NB 6	Ni at Beli
4	4	4	5	17	3	3	3	4	13	4	4	5	4	5	22	4	3	3	4	3	4	21
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4	4	6	5	19	5	6	5	6	22	5	6	5	6	5	27	6	5	5	5	4	4	29
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6	6	6	6	24	6	6	6	6	24	6	6	6	6	6	30	6	6	6	6	6	6	36
5	4	5	5	19	4	4	5	5	18	5	5	5	5	5	25	6	6	5	5	4	4	30
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6	6	6	6	24	5	5	4	4	18	5	5	6	6	6	28	4	4	5	5	3	3	24
6	5	5	5	21	5	5	5	5	20	5	5	5	4	5	24	5	5	5	5	4	4	28





جامعة الإسلام في إندونيسيا

### Lampiran 3: Uji Validitas

#### Usefulness

##### Correlations

		US1	US2	US3	US4	USEFULNESS
US1	Pearson Correlation	1	.693**	.559**	.426**	.847**
	Sig. (2-tailed)		.000	.000	.002	.000
	N	50	50	50	50	50
US2	Pearson Correlation	.693**	1	.568**	.426**	.836**
	Sig. (2-tailed)	.000		.000	.002	.000
	N	50	50	50	50	50
US3	Pearson Correlation	.559**	.568**	1	.577**	.811**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	50	50	50	50	50
US4	Pearson Correlation	.426**	.426**	.577**	1	.742**
	Sig. (2-tailed)	.002	.002	.000		.000
	N	50	50	50	50	50
USEFULNESS	Pearson Correlation	.847**	.836**	.811**	.742**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	50	50	50	50	50

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

#### Credibility

##### Correlations

		CR1	CR2	CR3	CR4	CREDIBILITY
CR1	Pearson Correlation	1	.746**	.732**	.738**	.916**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	50	50	50	50	50
CR2	Pearson Correlation	.746**	1	.804**	.545**	.878**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	50	50	50	50	50
CR3	Pearson Correlation	.732**	.804**	1	.602**	.888**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	50	50	50	50	50
CR4	Pearson Correlation	.738**	.545**	.602**	1	.830**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	50	50	50	50	50
CREDIBILITY	Pearson Correlation	.916**	.878**	.888**	.830**	1

Sig. (2-tailed)	.000	.000	.000	.000	
N	50	50	50	50	50

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

## Adoption

		Correlations					
		AD1	AD2	AD3	AD4	AD5	ADOPTION
AD1	Pearson Correlation	1	.804**	.660**	.560**	.695**	.845**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	50	50	50	50	50	50
AD2	Pearson Correlation	.804**	1	.636**	.676**	.766**	.886**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	50	50	50	50	50	50
AD3	Pearson Correlation	.660**	.636**	1	.631**	.724**	.844**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	50	50	50	50	50	50
AD4	Pearson Correlation	.560**	.676**	.631**	1	.810**	.853**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	50	50	50	50	50	50
AD5	Pearson Correlation	.695**	.766**	.724**	.810**	1	.921**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	50	50	50	50	50	50
ADOPTION	Pearson Correlation	.845**	.886**	.844**	.853**	.921**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50

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

## Niat Beli

		Correlations						
		NB1	NB2	NB3	NB4	NB5	NB6	NIATBELI
NB1	Pearson Correlation	1	.691**	.740**	.607**	.384**	.470**	.795**
	Sig. (2-tailed)		.000	.000	.000	.006	.001	.000
	N	50	50	50	50	50	50	50
NB2	Pearson Correlation	.691**	1	.640**	.520**	.511**	.498**	.802**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	50	50	50	50	50	50	50
NB3	Pearson Correlation	.740**	.640**	1	.669**	.283*	.283*	.723**
	Sig. (2-tailed)	.000	.000		.000	.046	.046	.000
	N	50	50	50	50	50	50	50

NB4	Pearson Correlation	.607**	.520**	.669**	1	.439**	.502**	.762**
	Sig. (2-tailed)	.000	.000	.000		.001	.000	.000
	N	50	50	50	50	50	50	50
NB5	Pearson Correlation	.384**	.511**	.283*	.439**	1	.876**	.794**
	Sig. (2-tailed)	.006	.000	.046	.001		.000	.000
	N	50	50	50	50	50	50	50
NB6	Pearson Correlation	.470**	.498**	.283*	.502**	.876**	1	.819**
	Sig. (2-tailed)	.001	.000	.046	.000	.000		.000
	N	50	50	50	50	50	50	50
NIATBELI	Pearson Correlation	.795**	.802**	.723**	.762**	.794**	.819**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50	50

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

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

#### Lampiran 4: Uji Reliabilitas

##### Usefulness

###### Reliability Statistics

Cronbach's Alpha	N of Items
.819	4

##### Credibility

###### Reliability Statistics

Cronbach's Alpha	N of Items
.899	4

## Adoption

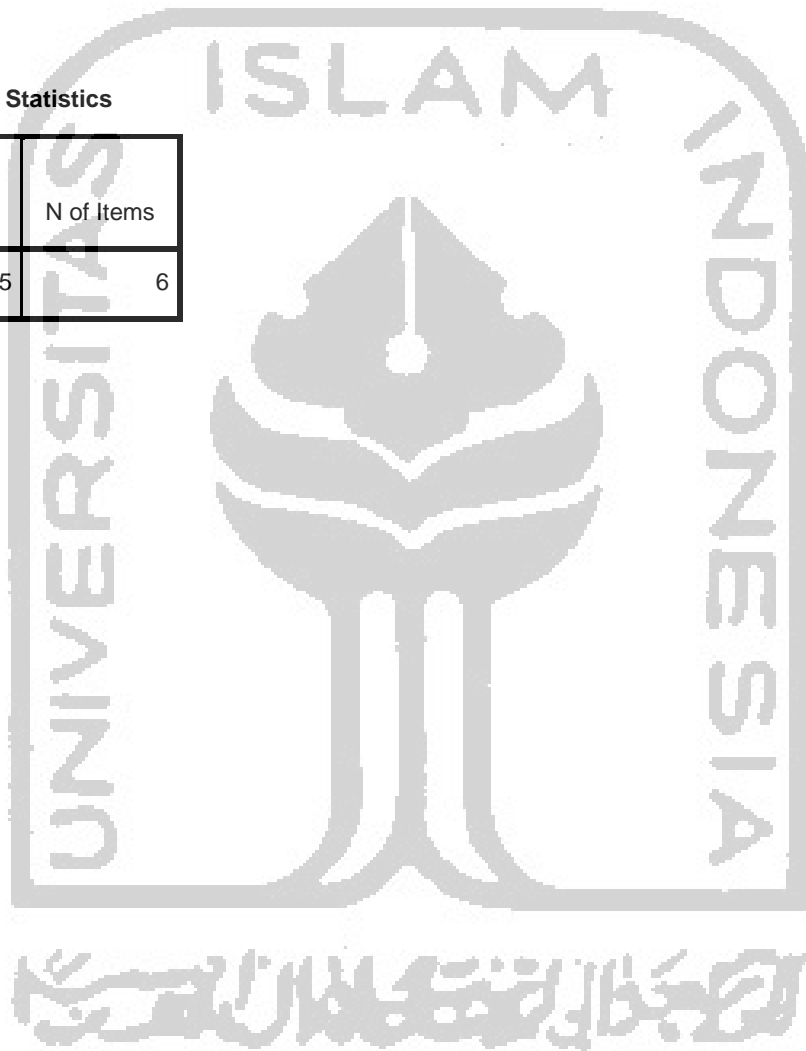
## Reliability Statistics

Cronbach's Alpha	N of Items
.918	5

## Niat Beli

## Reliability Statistics

Cronbach's Alpha	N of Items
.865	6



## Lampiran 5: Data

No	Kegunaan				Kredibilitas				Adoption					Niat Beli					
	US 1	US 2	US 3	US 4	CR 1	CR 2	CR 3	CR 4	AD 1	AD 2	AD 3	AD 4	AD 5	PI1	PI2	PI3	PI4	PI5	PI6
1	4	4	4	4	4	5	4	4	5	5	5	4	5	4	4	4	4	4	4
2	6	5	5	6	4	5	5	5	6	5	6	6	6	5	4	5	5	4	5
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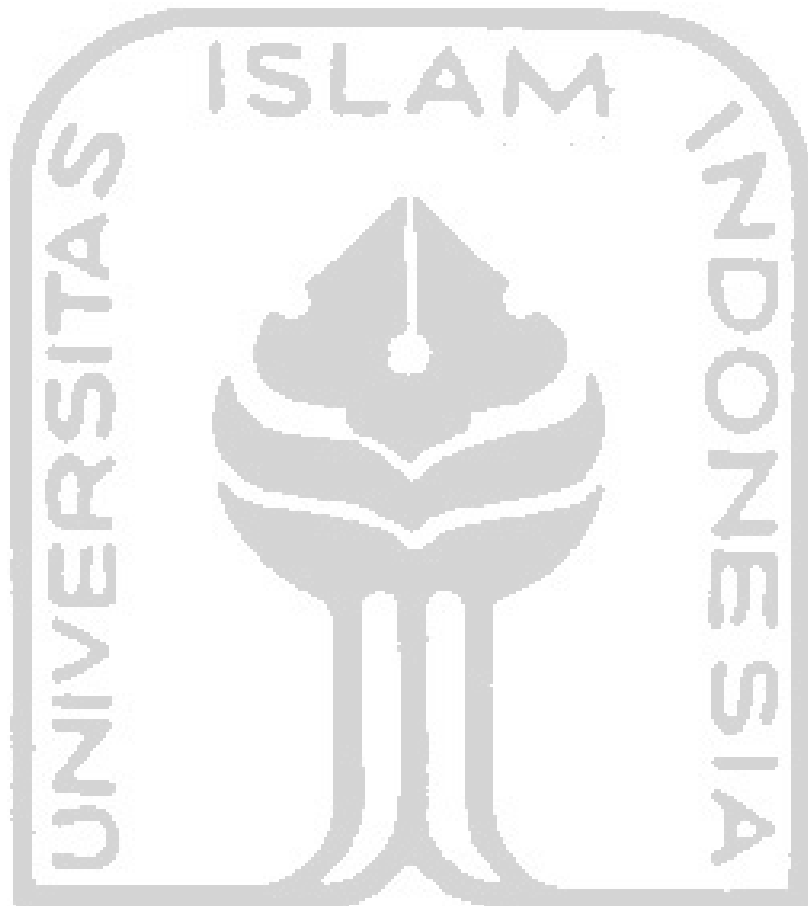


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لَا إِلَهَ إِلَّا اللَّهُ مُحَمَّدٌ رَسُوْلُهُ

## Lampiran 6: Statistik Deskriptif

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
US1	210	2	6	4,47	,993
US2	210	2	6	4,47	,989
US3	210	2	6	4,50	,919
US4	210	2	6	4,45	,997
Valid N (listwise)	210				

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CR1	210	2	6	4,49	,955
CR2	210	2	6	4,51	1,027
CR3	210	2	6	4,47	,993
CR4	210	2	6	4,47	,998
Valid N (listwise)	210				

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
AD1	210	2	6	4,48	1,003
AD2	210	2	6	4,46	1,026
AD3	210	2	6	4,53	1,072
AD4	210	2	6	4,50	,989
AD5	210	2	6	4,52	,999
Valid N (listwise)	210				

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
P11	210	2	6	4,49	,979
P12	210	2	6	4,53	1,022
P13	210	2	6	4,54	,998
P14	210	2	6	4,53	,964
P15	210	2	6	4,51	1,004
P16	210	2	6	4,53	1,013
Valid N (listwise)	210				

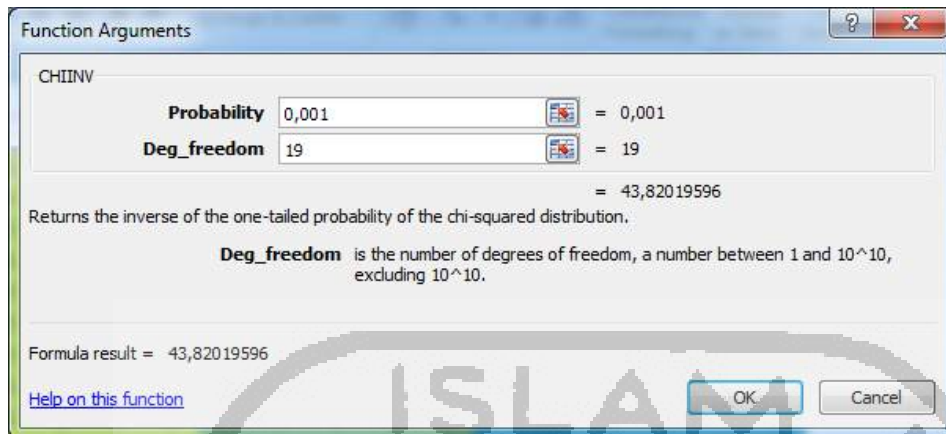
## Lampiran 7: Uji Kualitas Data

### Uji Normalitas

#### Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
PI6	2,000	6,000	-,437	-2,588	-,268	-,792
PI5	2,000	6,000	-,240	-1,418	-,602	-1,780
PI4	2,000	6,000	-,239	-1,415	-,391	-1,158
PI3	2,000	6,000	-,466	-2,756	-,162	-,478
PI2	2,000	6,000	-,346	-2,049	-,439	-1,299
PI1	2,000	6,000	-,249	-1,473	-,632	-1,870
AD5	2,000	6,000	-,210	-1,244	-,569	-1,685
AD4	2,000	6,000	-,400	-2,365	-,175	-,516
AD3	2,000	6,000	-,401	-2,373	-,594	-1,757
AD2	2,000	6,000	-,470	-2,781	-,068	-,200
AD1	2,000	6,000	-,275	-1,628	-,518	-1,533
CR4	2,000	6,000	-,499	-2,955	,050	,147
CR3	2,000	6,000	-,421	-2,492	-,151	-,446
CR2	2,000	6,000	-,583	-3,451	,033	,097
CR1	2,000	6,000	-,273	-1,617	-,250	-,739
US4	2,000	6,000	-,348	-2,060	-,316	-,934
US3	2,000	6,000	-,357	-2,111	,142	,419
US2	2,000	6,000	-,486	-2,876	-,118	-,350
US1	2,000	6,000	-,333	-1,971	-,257	-,761
Multivariate					-1,780	-,457

## Uji Outlier



### Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
53	43,047	,001	,235
183	40,565	,003	,115
124	33,106	,023	,870
187	31,349	,037	,953
175	31,156	,039	,913
117	30,862	,042	,876
126	30,670	,044	,818
193	29,372	,060	,942
138	29,327	,061	,899
37	28,899	,068	,907
106	28,513	,074	,914
142	27,813	,087	,959
135	27,585	,092	,954
204	27,213	,100	,963
167	26,960	,106	,964
19	26,866	,108	,950
77	26,660	,113	,947
78	26,499	,117	,940
18	26,166	,126	,955
98	26,061	,128	,944
39	26,017	,130	,921
74	25,534	,144	,961
178	25,212	,154	,974
15	25,152	,156	,964
99	24,979	,161	,965
8	24,955	,162	,949
83	24,856	,165	,940
161	24,336	,184	,979
133	24,307	,185	,970

Observation number	Mahalanobis d-squared	p1	p2
200	24,293	,185	,956
188	23,972	,197	,974
96	23,890	,200	,969
150	23,779	,205	,967
196	23,705	,208	,961
102	23,656	,210	,950
205	23,384	,221	,968
195	23,366	,222	,955
2	23,058	,235	,975
169	23,026	,236	,967
163	23,015	,237	,954
16	22,970	,239	,943
203	22,922	,241	,931
127	22,819	,245	,929
9	22,741	,249	,922
181	22,719	,250	,900
153	22,673	,252	,882
90	22,649	,253	,855
174	22,613	,255	,829
103	22,291	,270	,900
173	22,288	,270	,870
143	22,244	,272	,850
86	22,156	,277	,845
85	22,121	,278	,819
105	22,054	,282	,806
206	21,946	,287	,810
202	21,877	,290	,797
65	21,821	,293	,778
36	21,768	,296	,757
146	21,567	,306	,808
101	21,532	,308	,781
172	21,516	,309	,742
60	21,494	,310	,704
152	21,441	,313	,681
129	21,394	,315	,655
20	21,380	,316	,608
89	21,376	,316	,552
10	21,337	,318	,519
24	21,198	,326	,552
170	21,061	,333	,585
120	20,911	,342	,626
168	20,910	,342	,571
160	20,905	,342	,516
155	20,880	,343	,475

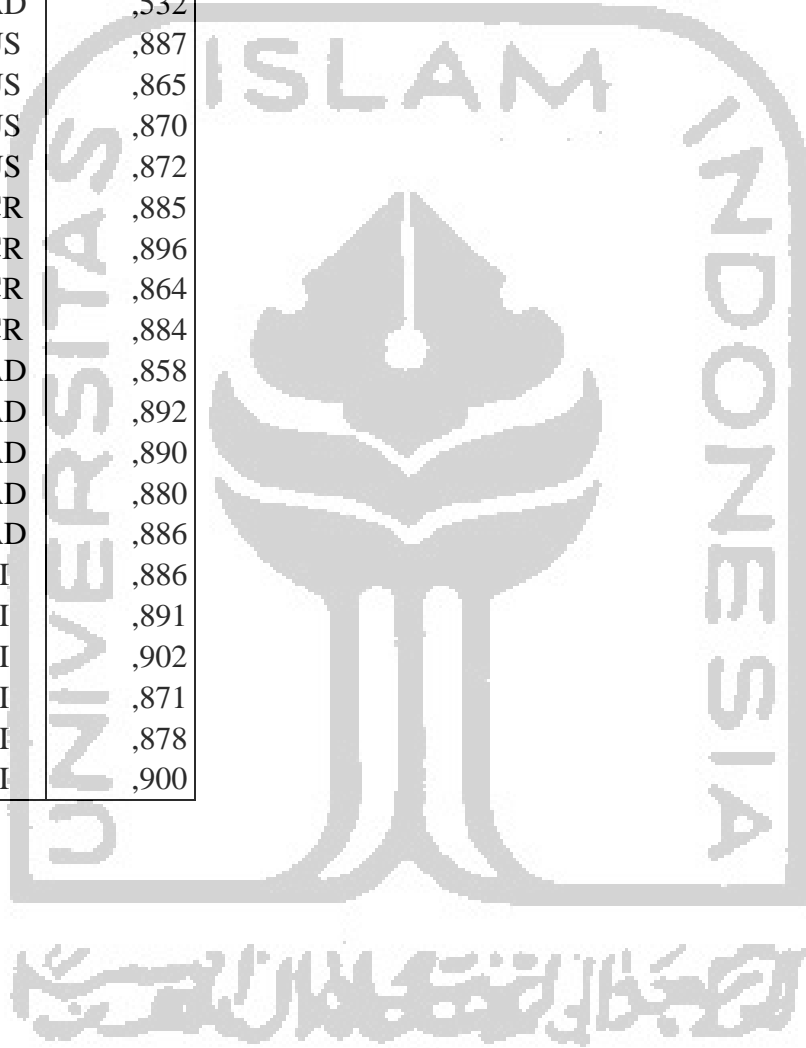


Observation number	Mahalanobis d-squared	p1	p2
177	20,874	,344	,423
100	20,826	,346	,398
165	20,749	,351	,393
207	20,601	,359	,437
123	20,574	,361	,399
190	20,565	,361	,351
171	20,524	,364	,325
113	20,413	,370	,344
116	20,361	,373	,325
87	20,327	,375	,297
109	20,293	,377	,269
84	20,155	,385	,304
110	20,147	,386	,261
43	20,055	,391	,269
180	19,901	,401	,315
17	19,842	,404	,303
75	19,683	,414	,358
145	19,640	,417	,335
166	19,557	,422	,339
151	19,507	,425	,322
111	19,451	,428	,309
122	19,369	,433	,313
140	19,197	,444	,379
57	19,182	,445	,338
158	19,176	,446	,293
95	19,084	,451	,304
97	19,061	,453	,271

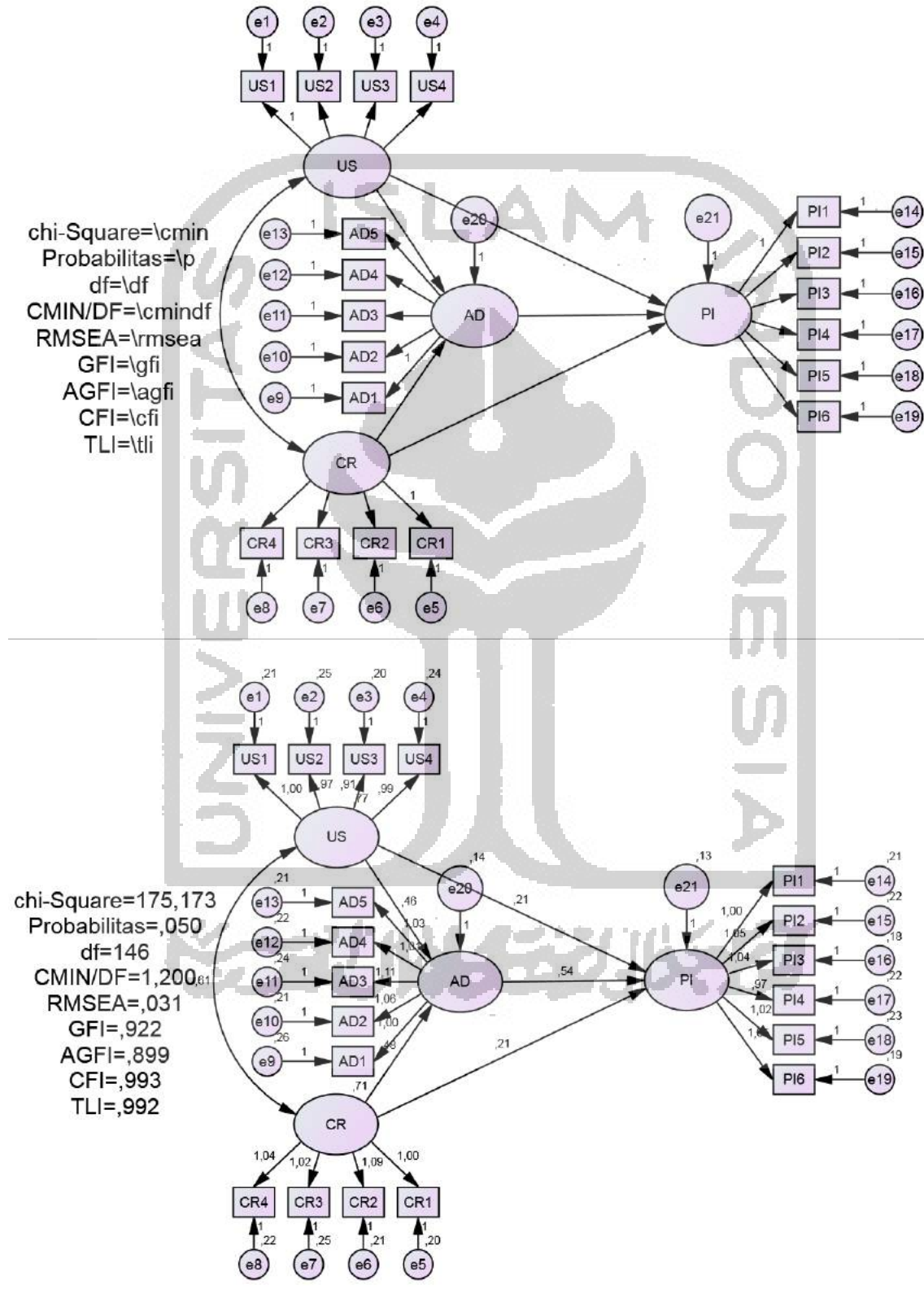
## Lampiran 8: Uji Validitas

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
AD <--- US	,470
AD <--- CR	,472
PI <--- US	,215
PI <--- CR	,207
PI <--- AD	,532
US1 <--- US	,887
US2 <--- US	,865
US3 <--- US	,870
US4 <--- US	,872
CR1 <--- CR	,885
CR2 <--- CR	,896
CR3 <--- CR	,864
CR4 <--- CR	,884
AD1 <--- AD	,858
AD2 <--- AD	,892
AD3 <--- AD	,890
AD4 <--- AD	,880
AD5 <--- AD	,886
PI1 <--- PI	,886
PI2 <--- PI	,891
PI3 <--- PI	,902
PI4 <--- PI	,871
PI5 <--- PI	,878
PI6 <--- PI	,900



Lampiran 9: Model Penelitian



### Lampiran 10: Degree Of Freedom

#### Computation of degrees of freedom (Default model)

Number of distinct sample moments:	190
Number of distinct parameters to be estimated:	44
Degrees of freedom (190 - 44):	146

### Lampiran 11: Model Fit

#### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	44	175,173	146	,050	1,200
Saturated model	190	,000	0		
Independence model	19	4558,067	171	,000	26,655

#### RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,021	,922	,899	,709
Saturated model	,000	1,000		
Independence model	,653	,103	,004	,093

#### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,962	,955	,993	,992	,993
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

#### RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,031	,000	,047	,979
Independence model	,350	,342	,359	,000

## Lampiran 12: Uji Hipotesis

### Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
AD <--- US	,459	,079	5,778	***	par_17
AD <--- CR	,481	,083	5,781	***	par_18
PI <--- US	,212	,084	2,517	,012	par_19
PI <--- CR	,212	,087	2,439	,015	par_20
PI <--- AD	,536	,099	5,428	***	par_21
US1 <--- US	1,000				
US2 <--- US	,970	,055	17,533	***	par_1
US3 <--- US	,907	,051	17,893	***	par_2
US4 <--- US	,986	,055	17,966	***	par_3
CR1 <--- CR	1,000				
CR2 <--- CR	1,089	,057	18,995	***	par_4
CR3 <--- CR	1,016	,057	17,698	***	par_5
CR4 <--- CR	1,044	,057	18,382	***	par_6
AD1 <--- AD	1,000				
AD2 <--- AD	1,063	,060	17,836	***	par_7
AD3 <--- AD	1,108	,062	17,786	***	par_8
AD4 <--- AD	1,011	,058	17,362	***	par_9
AD5 <--- AD	1,027	,058	17,653	***	par_10
PI1 <--- PI	1,000				
PI2 <--- PI	1,049	,055	19,236	***	par_11
PI3 <--- PI	1,037	,052	19,874	***	par_12
PI4 <--- PI	,968	,053	18,412	***	par_13
PI5 <--- PI	1,015	,055	18,610	***	par_14
PI6 <--- PI	1,051	,053	19,745	***	par_15