# Lampiran 1

## KUISIONER PENELITIAN

"PENGARUH BRAND AMBASSADOR, BRAND IMAGE, DAN WORD OF MOUTH TERHADAP MINAT BELI RICHEESE FACTORY DI RANTAUPRAPAT"

**A.Karakteristik Responden**

Nama :

Usia :
Tahun :
Jenis Kelamin : Laki-laki ☐ Perempuan ☐
Pekerjaan :

**B.Petunjuk Pengisian**

1. Bacalah seluruh petunjuk dengan seksama
2. Berilah tanda centang (√) pada pilihan jawaban yang disediakan sesuai dengan kondisi anda yang sebenar-benarnya demi keakuratan data.
3. Terdapat lima pilihan jawaban yang dapat anda pilih:

   SS : Sangat Setuju

   S : Setuju

   KS : Kurang Setuju

   TS : Tidak Setuju

   STS : Sangat Tidak Setuju

1.Brand Ambassador

| No | Pernyataan | SS | S | KS | TS | STS |
|---|---|---|---|---|---|---|
| 1 | Saya mengetahui bahwa TWICE adalah brand ambassador Richeese Factory | | | | | |
| 2 | Saya percaya bahwa TWICE dapat dipercaya dalam mempromosikan Richeese Factory | | | | | |
| 3 | Penampilan dan kepribadian TWICE menarik perhatian saya terhadap Richeese Factory | | | | | |
| 4 | Promosi Richeese Factory oleh TWICE mendorong saya untuk mempertimbangkan membeli produk tersebut | | | | | |

2. Brand Image

| No | Pernyataan | SS | S | KS | TS | STS |
|---|---|---|---|---|---|---|
| 1 | Saya langsung teringat Richeese Factory ketika memikirkan restoran makanan cepat saji | | | | | |
| 2 | Saya memiliki kesan positif terhadap Richeese Factory dibandingkan merek makanan cepat saji lainnya | | | | | |
| 3 | Richeese Factory memiliki ciri khas yang membedakannya dari restoran cepat saji lainnya | | | | | |

3. Word Of Mouth

| No | Pernyataan | SS | S | KS | TS | STS |
|---|---|---|---|---|---|---|
| 1 | Saya bersedia menceritakan pengalaman positif saya tentang Richeese Factory kepada orang lain | | | | | |
| 2 | Saya akan merekomendasikan Richeese Factory kepada teman atau keluarga | | | | | |
| 3 | Saya mendorong orang lain untuk mencoba atau membeli produk Richeese Factory | | | | | |

4. Minat Beli

| No | Pernyataan | SS | S | KS | TS | STS |
|---|---|---|---|---|---|---|
| 1 | Saya berniat membeli produk Richeese Factory dalam waktu dekat | | | | | |
| 2 | Saya bersedia menyarankan produk Richeese Factory kepada orang lain | | | | | |
| 3 | Richeese Factory menjadi pilihan utama saya dibandingkan restoran cepat saji lainnya | | | | | |
| 4 | Saya tertarik mencari informasi lebih lanjut mengenai produk Richeese Factory | | | | | |

# Lampiran 2

## Tabulasi Data Kuesioner

| BRAND AMBASSADOR X1 | | | | TOTAL | BRAND IMAGE X2 | | | TOTAL |
|---|---|---|---|---|---|---|---|---|
| X1.1 | X1.2 | X1.3 | X1.4 | | X2.1 | X2.2 | X2.3 | |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 4 | 5 | 4 | 4 | 17 | 4 | 5 | 3 | 12 |
| 4 | 5 | 3 | 1 | 13 | 3 | 1 | 5 | 9 |
| 4 | 4 | 4 | 4 | 16 | 3 | 3 | 4 | 10 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 11 |
| 5 | 4 | 4 | 5 | 18 | 5 | 4 | 4 | 13 |
| 4 | 5 | 4 | 4 | 17 | 4 | 4 | 5 | 13 |
| 3 | 3 | 3 | 3 | 12 | 3 | 4 | 3 | 10 |
| 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 13 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 5 | 17 | 4 | 3 | 4 | 11 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 4 | 5 | 4 | 5 | 18 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 3 | 12 | 4 | 3 | 4 | 11 |
| 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 12 |
| 4 | 5 | 5 | 4 | 18 | 4 | 5 | 4 | 13 |
| 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 4 | 19 | 5 | 4 | 4 | 13 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 |
| 4 | 4 | 5 | 4 | 17 | 3 | 4 | 4 | 11 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 5 | 4 | 5 | 5 | 19 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 |
| 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 4 | 5 | 5 | 4 | 18 | 4 | 5 | 5 | 14 |
| 4 | 5 | 5 | 5 | 19 | 4 | 4 | 4 | 12 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 11 |
| 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 14 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 4 | 4 | 5 | 3 | 16 | 4 | 4 | 3 | 11 |
| 3 | 4 | 4 | 3 | 14 | 5 | 4 | 3 | 12 |
| 5 | 5 | 4 | 5 | 19 | 4 | 5 | 5 | 14 |
| 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 11 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 4 | 5 | 5 | 5 | 19 | 4 | 5 | 5 | 14 |
| 4 | 5 | 4 | 4 | 17 | 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 4 | 19 | 5 | 5 | 3 | 13 |
| 4 | 4 | 5 | 5 | 18 | 4 | 3 | 4 | 11 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 13 |
| 3 | 4 | 3 | 4 | 14 | 3 | 5 | 4 | 12 |
| 5 | 4 | 5 | 5 | 19 | 4 | 5 | 4 | 13 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 |
| 5 | 4 | 4 | 5 | 18 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 5 | 20 | 3 | 5 | 5 | 13 |
| 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 |
| 5 | 4 | 5 | 3 | 17 | 4 | 3 | 5 | 12 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 3 | 18 | 5 | 5 | 5 | 15 |
| 4 | 5 | 4 | 5 | 18 | 5 | 4 | 4 | 13 |
| 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 5 | 20 | 3 | 5 | 5 | 13 |
| 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 12 |
| 1 | 4 | 3 | 2 | 10 | 2 | 2 | 5 | 9 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 2 | 2 | 3 | 4 | 11 | 4 | 4 | 2 | 10 |
| 4 | 3 | 4 | 5 | 16 | 4 | 3 | 4 | 11 |
| 4 | 5 | 3 | 4 | 16 | 5 | 3 | 3 | 11 |
| 4 | 4 | 3 | 5 | 16 | 5 | 3 | 4 | 12 |
| 4 | 3 | 4 | 3 | 14 | 4 | 5 | 5 | 14 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 3 | 18 | 5 | 3 | 5 | 13 |
| 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 5 | 20 | 3 | 5 | 3 | 11 |
| 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 12 |

| WORD OF MOUTH X3 | | | TOTAL | MINAT BELI Y | | | | TOTAL |
|---|---|---|---|---|---|---|---|---|
| X3.1 | X3.2 | X3.3 | | Y.1 | Y.2 | Y.3 | Y.4 | |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 4 | 13 | 4 | 4 | 5 | 4 | 17 |
| 4 | 5 | 4 | 13 | 2 | 3 | 1 | 2 | 8 |
| 4 | 4 | 3 | 11 | 3 | 4 | 3 | 3 | 13 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 12 | 3 | 4 | 3 | 2 | 12 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 5 | 4 | 5 | 14 | 4 | 5 | 4 | 4 | 17 |
| 4 | 4 | 4 | 12 | 4 | 4 | 3 | 4 | 15 |
| 4 | 4 | 4 | 12 | 4 | 5 | 5 | 5 | 19 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 12 | 4 | 4 | 3 | 4 | 15 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 16 |
| 4 | 3 | 3 | 10 | 3 | 4 | 4 | 3 | 14 |
| 5 | 5 | 4 | 14 | 5 | 5 | 5 | 4 | 19 |
| 4 | 5 | 4 | 13 | 5 | 4 | 4 | 5 | 18 |
| 4 | 4 | 4 | 12 | 3 | 4 | 4 | 4 | 15 |
| 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 12 | 4 | 4 | 3 | 4 | 15 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 5 | 13 | 5 | 3 | 5 | 5 | 18 |
| 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 4 | 14 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 15 | 3 | 5 | 5 | 5 | 18 |
| 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 12 | 3 | 4 | 3 | 3 | 13 |
| 5 | 5 | 5 | 15 | 3 | 5 | 5 | 5 | 18 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 12 | 4 | 4 | 3 | 3 | 14 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 4 | 13 | 5 | 4 | 3 | 5 | 17 |
| 5 | 5 | 5 | 15 | 3 | 5 | 5 | 5 | 18 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 3 | 4 | 4 | 11 | 1 | 2 | 1 | 3 | 7 |
| 4 | 4 | 3 | 11 | 5 | 5 | 4 | 5 | 19 |
| 5 | 5 | 5 | 15 | 5 | 5 | 4 | 5 | 19 |
| 4 | 4 | 4 | 12 | 3 | 4 | 2 | 3 | 12 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 |
| 5 | 4 | 5 | 14 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 15 | 5 | 4 | 5 | 5 | 19 |
| 4 | 4 | 4 | 12 | 3 | 5 | 3 | 4 | 15 |
| 5 | 5 | 4 | 14 | 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 5 | 14 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 12 | 3 | 4 | 2 | 2 | 11 |
| 5 | 4 | 5 | 14 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 12 | 4 | 3 | 4 | 4 | 15 |
| 4 | 4 | 4 | 12 | 2 | 4 | 4 | 4 | 14 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 5 | 14 | 5 | 5 | 5 | 4 | 19 |
| 5 | 5 | 5 | 15 | 5 | 5 | 4 | 5 | 19 |
| 4 | 2 | 1 | 7 | 4 | 3 | 3 | 2 | 12 |
| 4 | 4 | 4 | 12 | 3 | 4 | 3 | 4 | 14 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 5 | 14 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 12 | 3 | 4 | 4 | 4 | 15 |
| 5 | 5 | 5 | 15 | 5 | 3 | 5 | 5 | 18 |
| 4 | 4 | 4 | 12 | 3 | 4 | 4 | 4 | 15 |
| 4 | 3 | 2 | 9 | 2 | 4 | 3 | 3 | 12 |
| 3 | 3 | 2 | 8 | 4 | 4 | 2 | 3 | 13 |
| 4 | 4 | 2 | 10 | 3 | 3 | 4 | 3 | 13 |
| 5 | 4 | 4 | 13 | 5 | 4 | 3 | 4 | 16 |
| 5 | 4 | 3 | 12 | 4 | 3 | 4 | 3 | 14 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 4 | 5 | 3 | 12 | 4 | 3 | 4 | 5 | 16 |
| 4 | 4 | 4 | 12 | 3 | 4 | 4 | 4 | 15 |
| 5 | 5 | 5 | 15 | 5 | 3 | 5 | 5 | 18 |
| 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 16 |
| 3 | 5 | 2 | 10 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 12 | 3 | 4 | 4 | 4 | 15 |

# Lampiran 3

## Hasil Analisis Data

### A. DESKRIPTIF RESPONDEN

| Jenis Kelamin | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki laki | 37 | 38.5 | 38.5 | 38.5 |
| | Perempuan | 59 | 61.5 | 61.5 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

| Usia | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 17-22 | 60 | 62.5 | 62.5 | 62.5 |
| | 23-28 | 32 | 33.3 | 33.3 | 95.8 |
| | 29-34 | 2 | 2.1 | 2.1 | 97.9 |
| | 35-40 | 2 | 2.1 | 2.1 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

| Domisili | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | RANTAUPRAPAT | 96 | 100.0 | 100.0 | 100.0 |

## B. DESKRIPTIF JAWABAN RESPONDEN

### 1. BRAND AMBASSADOR

**Statistics**

| | | Saya mengetahui bahwa TWICE adalah brand ambassador Richeese Factory | Saya percaya bahwa TWICE dapat dipercaya dalam mempromosikan Richeese Factory | Penampilan dan kepribadian TWICE menarik perhatian saya terhadap Richeese Factory | Promosi Richeese Factory oleh TWICE mendorong saya untuk mempertimbangkan membeli produk tersebut |
|---|---|---|---|---|---|
| N | Valid | 96 | 96 | 96 | 96 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 4.38 | 4.46 | 4.39 | 4.29 |
| Std. Deviation | | .715 | .631 | .639 | .794 |
| Variance | | .511 | .398 | .408 | .630 |
| Sum | | 420 | 428 | 421 | 412 |

**Saya mengetahui bahwa TWICE adalah brand ambassador Richeese Factory**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Tidak Setuju | 1 | 1.0 | 1.0 | 2.1 |
| | Kurang Setuju | 4 | 4.2 | 4.2 | 6.3 |
| | Setuju | 45 | 46.9 | 46.9 | 53.1 |
| | Sangat Setuju | 45 | 46.9 | 46.9 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

**Saya percaya bahwa TWICE dapat dipercaya dalam mempromosikan Richeese Factory**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Kurang Setuju | 4 | 4.2 | 4.2 | 5.2 |
| | Setuju | 41 | 42.7 | 42.7 | 47.9 |
| | Sangat Setuju | 50 | 52.1 | 52.1 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

**Penampilan dan kepribadian TWICE menarik perhatian saya terhadap Richeese Factory**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Kurang Setuju | 8 | 8.3 | 8.3 | 8.3 |
| | Setuju | 43 | 44.8 | 44.8 | 53.1 |
| | Sangat Setuju | 45 | 46.9 | 46.9 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

**Promosi Richeese Factory oleh TWICE mendorong saya untuk mempertimbangkan membeli produk tersebut**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Tidak Setuju | 1 | 1.0 | 1.0 | 2.1 |
| | Kurang Setuju | 11 | 11.5 | 11.5 | 13.5 |
| | Setuju | 39 | 40.6 | 40.6 | 54.2 |
| | Sangat Setuju | 44 | 45.8 | 45.8 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

2. Brand image

| Statistics | | | | |
|---|---|---|---|---|
| | | Saya langsung teringat Richeese Factory ketika memikirkan restoran makanan cepat saji | Saya memiliki kesan positif terhadap Richeese Factory dibandingkan merek makanan cepat saji lainnya | Richeese Factory memiliki ciri khas yang membedakannya dari restoran cepat saji lainnya |
| N | Valid | 96 | 96 | 96 |
| | Missing | 0 | 0 | 0 |
| Mean | | 4.27 | 4.30 | 4.35 |
| Std. Deviation | | .703 | .769 | .665 |
| Variance | | .494 | .592 | .442 |
| Sum | | 410 | 413 | 418 |

| Saya langsung teringat Richeese Factory ketika memikirkan restoran makanan cepat saji | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Kurang Setuju | 11 | 11.5 | 11.5 | 12.5 |
| | Setuju | 45 | 46.9 | 46.9 | 59.4 |
| | Sangat Setuju | 39 | 40.6 | 40.6 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

| Saya memiliki kesan positif terhadap Richeese Factory dibandingkan merek makanan cepat saji lainnya | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Tidak Setuju | 1 | 1.0 | 1.0 | 2.1 |
| | Kurang Setuju | 9 | 9.4 | 9.4 | 11.5 |
| | Setuju | 42 | 43.8 | 43.8 | 55.2 |
| | Sangat Setuju | 43 | 44.8 | 44.8 | 100.0 |

| Saya memiliki kesan positif terhadap Richeese Factory dibandingkan merek makanan cepat saji lainnya | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| | Total | 96 | 100.0 | 100.0 | |

| Richeese Factory memiliki ciri khas yang membedakannya dari restoran cepat saji lainnya | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Kurang Setuju | 7 | 7.3 | 7.3 | 8.3 |
| | Setuju | 45 | 46.9 | 46.9 | 55.2 |
| | Sangat Setuju | 43 | 44.8 | 44.8 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

**3. WORD OF MOUTH**

| Statistics | | | | |
|---|---|---|---|---|
| | | Saya bersedia menceritakan pengalaman positif saya tentang Richeese Factory kepada orang lain | Saya akan merekomendasikan Richeese Factory kepada teman atau keluarga | Saya mendorong orang lain untuk mencoba atau membeli produk Richeese Factory |
| N | Valid | 96 | 96 | 96 |
| | Missing | 0 | 0 | 0 |
| Mean | | 4.41 | 4.41 | 4.24 |
| Std. Deviation | | .573 | .608 | .830 |
| Variance | | .328 | .370 | .689 |
| Sum | | 423 | 423 | 407 |

**Saya bersedia menceritakan pengalaman positif saya tentang Richeese Factory kepada orang lain**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Kurang Setuju | 4 | 4.2 | 4.2 | 4.2 |
| | Setuju | 49 | 51.0 | 51.0 | 55.2 |
| | Sangat Setuju | 43 | 44.8 | 44.8 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

**Saya akan merekomendasikan Richeese Factory kepada teman atau keluarga**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Kurang Setuju | 3 | 3.1 | 3.1 | 4.2 |
| | Setuju | 48 | 50.0 | 50.0 | 54.2 |
| | Sangat Setuju | 44 | 45.8 | 45.8 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

**Saya mendorong orang lain untuk mencoba atau membeli produk Richeese Factory**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Tidak Setuju | 4 | 4.2 | 4.2 | 5.2 |
| | Kurang Setuju | 6 | 6.3 | 6.3 | 11.5 |
| | Setuju | 45 | 46.9 | 46.9 | 58.3 |
| | Sangat Setuju | 40 | 41.7 | 41.7 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

**4. MINAT BELI**

**Statistics**

| | | Saya berniat membeli produk Richeese Factory dalam waktu dekat | Saya bersedia menyarankan produk Richeese Factory kepada orang lain | Richeese Factory menjadi pilihan utama saya dibandingkan restoran cepat saji lainnya | Saya tertarik mencari informasi lebih lanjut mengenai produk Richeese Factory |
|---|---|---|---|---|---|
| N | Valid | 96 | 96 | 96 | 96 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 4.20 | 4.34 | 4.20 | 4.28 |
| Std. Deviation | | .913 | .693 | .936 | .817 |
| Variance | | .834 | .481 | .876 | .667 |
| Sum | | 403 | 417 | 403 | 411 |

**Saya berniat membeli produk Richeese Factory dalam waktu dekat**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Tidak Setuju | 3 | 3.1 | 3.1 | 4.2 |
| | Kurang Setuju | 17 | 17.7 | 17.7 | 21.9 |
| | Setuju | 30 | 31.3 | 31.3 | 53.1 |
| | Sangat Setuju | 45 | 46.9 | 46.9 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

**Saya bersedia menyarankan produk Richeese Factory kepada orang lain**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Kurang Setuju | 9 | 9.4 | 9.4 | 10.4 |
| | Setuju | 42 | 43.8 | 43.8 | 54.2 |

**Saya bersedia menyarankan produk Richeese Factory kepada orang lain**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | Sangat Setuju | 44 | 45.8 | 45.8 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

**Richeese Factory menjadi pilihan utama saya dibandingkan restoran cepat saji lainnya**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Sangat Tidak Setuju | 2 | 2.1 | 2.1 | 2.1 |
| | Tidak Setuju | 3 | 3.1 | 3.1 | 5.2 |
| | Kurang Setuju | 13 | 13.5 | 13.5 | 18.8 |
| | Setuju | 34 | 35.4 | 35.4 | 54.2 |
| | Sangat Setuju | 44 | 45.8 | 45.8 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

**Saya tertarik mencari informasi lebih lanjut mengenai produk Richeese Factory**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Tidak Setuju | 4 | 4.2 | 4.2 | 4.2 |
| | Kurang Setuju | 10 | 10.4 | 10.4 | 14.6 |
| | Setuju | 37 | 38.5 | 38.5 | 53.1 |
| | Sangat Setuju | 45 | 46.9 | 46.9 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

**C. UJI VALIDITAS**

**Correlations**

| | | X1.1 | X1.2 | X1.3 | X1.4 | TOTALX1 |
|---|---|---|---|---|---|---|
| X1.1 | Pearson Correlation | 1 | .595*** | .741*** | .585*** | .879*** |
| | Sig. (2-tailed) | | <,001 | <,001 | <,001 | <,001 |
| | N | 96 | 96 | 96 | 96 | 96 |
| X1.2 | Pearson Correlation | .595*** | 1 | .628*** | .424*** | .777*** |
| | Sig. (2-tailed) | <,001 | | <,001 | <,001 | <,001 |
| | N | 96 | 96 | 96 | 96 | 96 |
| X1.3 | Pearson Correlation | .741*** | .628*** | 1 | .565*** | .872*** |
| | Sig. (2-tailed) | <,001 | <,001 | | <,001 | <,001 |
| | N | 96 | 96 | 96 | 96 | 96 |
| X1.4 | Pearson Correlation | .585*** | .424*** | .565*** | 1 | .797*** |
| | Sig. (2-tailed) | <,001 | <,001 | <,001 | | <,001 |
| | N | 96 | 96 | 96 | 96 | 96 |
| TOTALX1 | Pearson Correlation | .879*** | .777*** | .872*** | .797*** | 1 |
| | Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 | |
| | N | 96 | 96 | 96 | 96 | 96 |

***. Correlation at 0.001(2-tailed)

**Correlations**

| | | X2.1 | X2.2 | X2.3 | TOTALX2 |
|---|---|---|---|---|---|
| X2.1 | Pearson Correlation | 1 | .470*** | .378*** | .795*** |
| | Sig. (2-tailed) | | <,001 | <,001 | <,001 |
| | N | 96 | 96 | 96 | 96 |
| X2.2 | Pearson Correlation | .470*** | 1 | .344*** | .802*** |
| | Sig. (2-tailed) | <,001 | | <,001 | <,001 |
| | N | 96 | 96 | 96 | 96 |
| X2.3 | Pearson Correlation | .378*** | .344*** | 1 | .722*** |
| | Sig. (2-tailed) | <,001 | <,001 | | <,001 |

**Correlations**

| | | X2.1 | X2.2 | X2.3 | TOTALX2 |
|---|---|---|---|---|---|
| | N | 96 | 96 | 96 | 96 |
| TOTALX2 | Pearson Correlation | .795*** | .802*** | .722*** | 1 |
| | Sig. (2-tailed) | <,001 | <,001 | <,001 | |
| | N | 96 | 96 | 96 | 96 |

***. Correlation at 0.001(2-tailed)

**Correlations**

| | | X3.1 | X3.2 | X3.3 | TOTALX3 |
|---|---|---|---|---|---|
| X3.1 | Pearson Correlation | 1 | .609*** | .679*** | .847*** |
| | Sig. (2-tailed) | | <,001 | <,001 | <,001 |
| | N | 96 | 96 | 96 | 96 |
| X3.2 | Pearson Correlation | .609*** | 1 | .701*** | .865*** |
| | Sig. (2-tailed) | <,001 | | <,001 | <,001 |
| | N | 96 | 96 | 96 | 96 |
| X3.3 | Pearson Correlation | .679*** | .701*** | 1 | .925*** |
| | Sig. (2-tailed) | <,001 | <,001 | | <,001 |
| | N | 96 | 96 | 96 | 96 |
| TOTALX3 | Pearson Correlation | .847*** | .865*** | .925*** | 1 |
| | Sig. (2-tailed) | <,001 | <,001 | <,001 | |
| | N | 96 | 96 | 96 | 96 |

***. Correlation at 0.001(2-tailed)

**Correlations**

| | | Y.1 | Y.2 | Y.3 | Y.4 | TOTALY |
|---|---|---|---|---|---|---|
| Y.1 | Pearson Correlation | 1 | .556*** | .692*** | .701*** | .864*** |
| | Sig. (2-tailed) | | <,001 | <,001 | <,001 | <,001 |
| | N | 96 | 96 | 96 | 96 | 96 |
| Y.2 | Pearson Correlation | .556*** | 1 | .624*** | .608*** | .783*** |
| | Sig. (2-tailed) | <,001 | | <,001 | <,001 | <,001 |

| Correlations | | | | | | |
|---|---|---|---|---|---|---|
| | | Y.1 | Y.2 | Y.3 | Y.4 | TOTALY |
| | N | 96 | 96 | 96 | 96 | 96 |
| Y.3 | Pearson Correlation | .692*** | .624*** | 1 | .794*** | .908*** |
| | Sig. (2-tailed) | <,001 | <,001 | | <,001 | <,001 |
| | N | 96 | 96 | 96 | 96 | 96 |
| Y.4 | Pearson Correlation | .701*** | .608*** | .794*** | 1 | .899*** |
| | Sig. (2-tailed) | <,001 | <,001 | <,001 | | <,001 |
| | N | 96 | 96 | 96 | 96 | 96 |
| TOTALY | Pearson Correlation | .864*** | .783*** | .908*** | .899*** | 1 |
| | Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 | |
| | N | 96 | 96 | 96 | 96 | 96 |

***. Correlation at 0.001(2-tailed)

**D. UJI RELIABILITAS**

X1

| Reliability Statistics | |
|---|---|
| Cronbach's Alpha | N of Items |
| .846 | 4 |

X2

| Reliability Statistics | |
|---|---|
| Cronbach's Alpha | N of Items |
| .664 | 3 |

X3

| Reliability Statistics | |
|---|---|
| Cronbach's Alpha | N of Items |
| .843 | 3 |

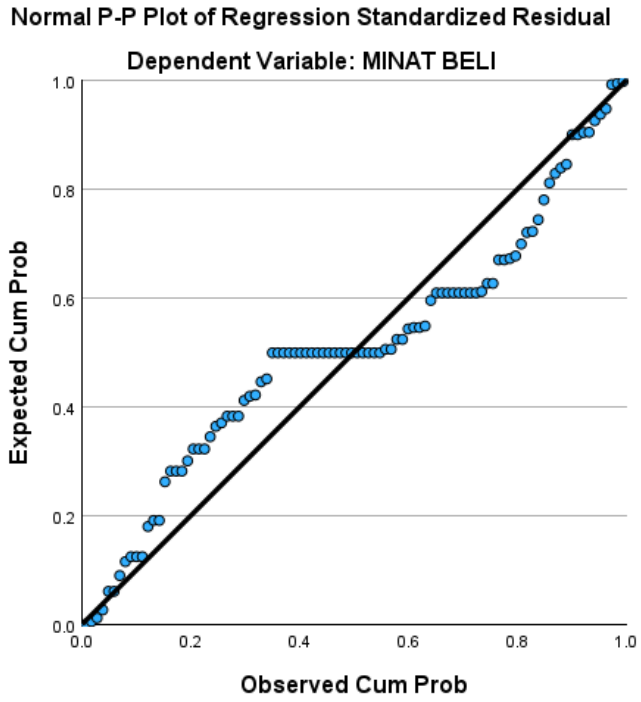
Y

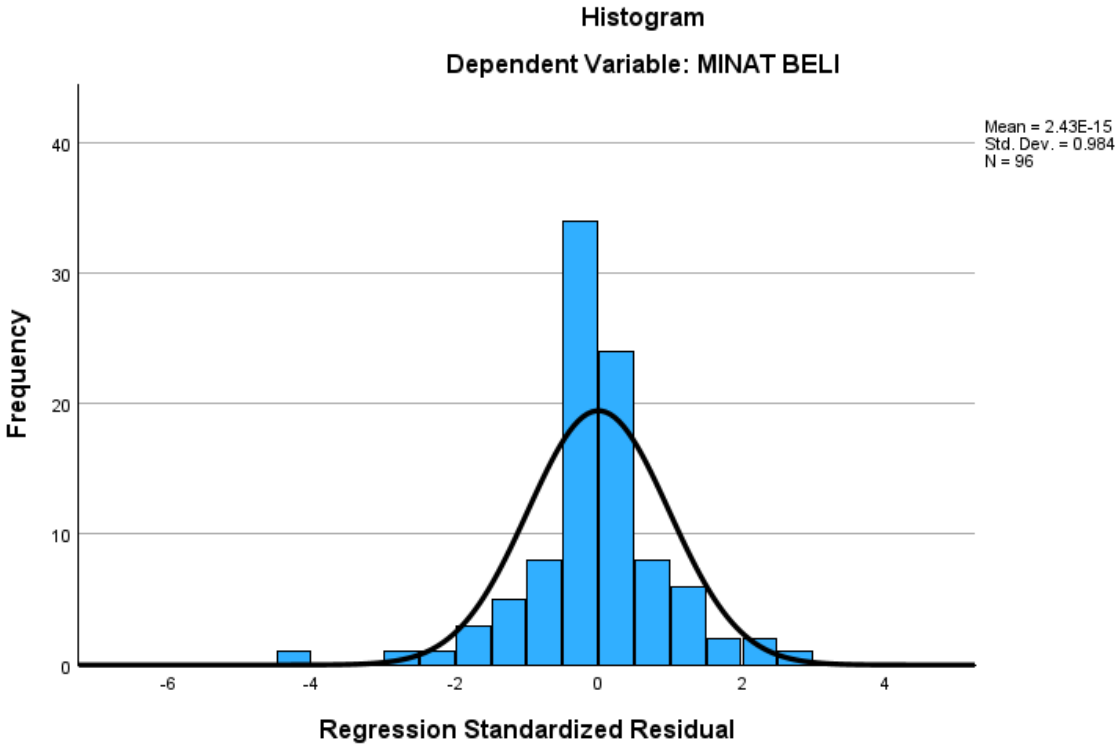
| Reliability Statistics | |
|---|---|
| Cronbach's Alpha | N of Items |
| .885 | 4 |

## E. ANALISIS VARIABEL PENELITIAN

| Descriptive Statistics | | | | | |
|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| BRAND AMBASSADOR | 96 | 10 | 20 | 17.51 | 2.308 |
| BRAND IMAGE | 96 | 9 | 15 | 12.93 | 1.656 |
| WORD OF MOUTH | 96 | 7 | 15 | 13.05 | 1.779 |
| MINAT BELI | 96 | 7 | 20 | 17.02 | 2.916 |
| Valid N (listwise) | 96 | | | | |

## F. UJI NORMALITAS

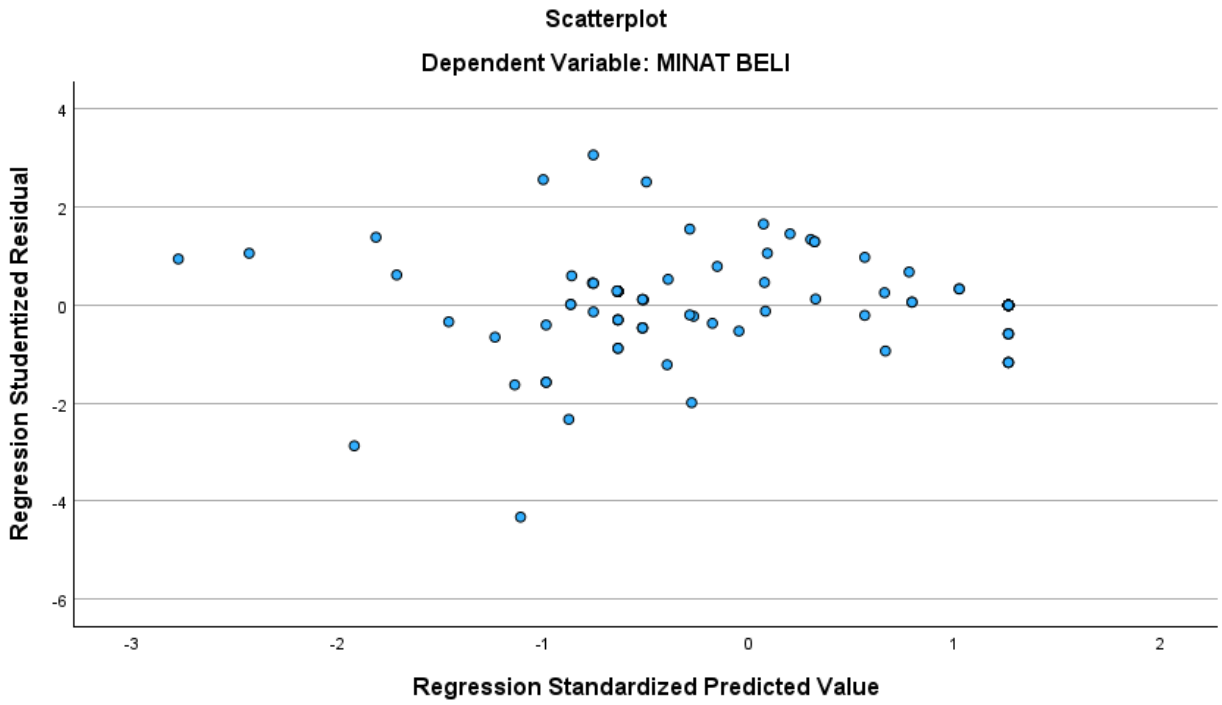



## G. UJI MULTIKOLINEARITAS

| Coefficients[a] | | | |
|---|---|---|---|
| Model | | Collinearity Statistics | |
| | | Tolerance | VIF |
| 1 | BRAND AMBASSADOR | .352 | 2.845 |
| | BRAND IMAGE | .301 | 3.318 |
| | WORD OF MOUTH | .319 | 3.139 |
| a. Dependent Variable: MINAT BELI | | | |

## H. UJI HETEROSKEDASTISITAS




## I. Analisis Regresi Linear Berganda

| Coefficients[a] | | | |
|---|---|---|---|
| Model | | Unstandardized Coefficients | |
| | | B | Std. Error |
| 1 | (Constant) | -2.421 | 1.481 |
| | BRAND AMBASSADOR | .282 | .130 |
| | BRAND IMAGE | .825 | .196 |

| | | | |
|---|---|---|---|
| | WORD OF MOUTH | .294 | .177 |
| a. Dependent Variable: MINAT BELI | | | |

**J. UJI F**

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 530.390 | 3 | 176.797 | 58.599 | <,001[b] |
| | Residual | 277.568 | 92 | 3.017 | | |
| | Total | 807.958 | 95 | | | |
| a. Dependent Variable: MINAT BELI | | | | | | |
| b. Predictors: (Constant), WORD OF MOUTH, BRAND AMBASSADOR, BRAND IMAGE | | | | | | |

**K. UJI T**

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -2.421 | 1.481 | | -1.634 | .106 |
| | BRAND AMBASSADOR | .282 | .130 | .223 | 2.168 | .033 |
| | BRAND IMAGE | .825 | .196 | .469 | 4.209 | <,001 |
| | WORD OF MOUTH | .294 | .177 | .179 | 1.654 | .101 |
| a. Dependent Variable: MINAT BELI | | | | | | |

**L. UJI DETERMINASI**

| Model Summary[b] | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .810[a] | .656 | .645 | 1.737 |
| a. Predictors: (Constant), WORD OF MOUTH, BRAND AMBASSADOR, BRAND IMAGE | | | | |
| b. Dependent Variable: MINAT BELI | | | | |

## LAMPIRAN 4

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

| | | | | | |
|---|---|---|---|---|---|
| **41** | 0.2542 | 0.3008 | 0.3536 | 0.3887 | 0.4843 |
| **42** | 0.2512 | 0.2973 | 0.3496 | 0.3843 | 0.4791 |
| **43** | 0.2483 | 0.2940 | 0.3457 | 0.3801 | 0.4742 |
| **44** | 0.2455 | 0.2907 | 0.3420 | 0.3761 | 0.4694 |
| **45** | 0.2429 | 0.2876 | 0.3384 | 0.3721 | 0.4647 |
| **46** | 0.2403 | 0.2845 | 0.3348 | 0.3683 | 0.4601 |
| **47** | 0.2377 | 0.2816 | 0.3314 | 0.3646 | 0.4557 |
| **48** | 0.2353 | 0.2787 | 0.3281 | 0.3610 | 0.4514 |
| **49** | 0.2329 | 0.2759 | 0.3249 | 0.3575 | 0.4473 |
| **50** | 0.2306 | 0.2732 | 0.3218 | 0.3542 | 0.4432 |

| **df = (N-2)** | **Tingkat signifikansi untuk uji satu arah** | | | | |
|---|---|---|---|---|---|
| | **0.05** | **0.025** | **0.01** | **0.005** | **0.0005** |
| | **Tingkat signifikansi untuk uji dua arah** | | | | |
| | **0.1** | **0.05** | **0.02** | **0.01** | **0.001** |
| **51** | 0.2284 | 0.2706 | 0.3188 | 0.3509 | 0.4393 |
| **52** | 0.2262 | 0.2681 | 0.3158 | 0.3477 | 0.4354 |
| **53** | 0.2241 | 0.2656 | 0.3129 | 0.3445 | 0.4317 |
| **54** | 0.2221 | 0.2632 | 0.3102 | 0.3415 | 0.4280 |
| **55** | 0.2201 | 0.2609 | 0.3074 | 0.3385 | 0.4244 |
| **56** | 0.2181 | 0.2586 | 0.3048 | 0.3357 | 0.4210 |
| **57** | 0.2162 | 0.2564 | 0.3022 | 0.3328 | 0.4176 |
| **58** | 0.2144 | 0.2542 | 0.2997 | 0.3301 | 0.4143 |
| **59** | 0.2126 | 0.2521 | 0.2972 | 0.3274 | 0.4110 |
| **60** | 0.2108 | 0.2500 | 0.2948 | 0.3248 | 0.4079 |
| **61** | 0.2091 | 0.2480 | 0.2925 | 0.3223 | 0.4048 |
| **62** | 0.2075 | 0.2461 | 0.2902 | 0.3198 | 0.4018 |
| **63** | 0.2058 | 0.2441 | 0.2880 | 0.3173 | 0.3988 |
| **64** | 0.2042 | 0.2423 | 0.2858 | 0.3150 | 0.3959 |
| **65** | 0.2027 | 0.2404 | 0.2837 | 0.3126 | 0.3931 |
| **66** | 0.2012 | 0.2387 | 0.2816 | 0.3104 | 0.3903 |
| **67** | 0.1997 | 0.2369 | 0.2796 | 0.3081 | 0.3876 |
| **68** | 0.1982 | 0.2352 | 0.2776 | 0.3060 | 0.3850 |
| **69** | 0.1968 | 0.2335 | 0.2756 | 0.3038 | 0.3823 |
| **70** | 0.1954 | 0.2319 | 0.2737 | 0.3017 | 0.3798 |
| **71** | 0.1940 | 0.2303 | 0.2718 | 0.2997 | 0.3773 |
| **72** | 0.1927 | 0.2287 | 0.2700 | 0.2977 | 0.3748 |
| **73** | 0.1914 | 0.2272 | 0.2682 | 0.2957 | 0.3724 |
| **74** | 0.1901 | 0.2257 | 0.2664 | 0.2938 | 0.3701 |
| **75** | 0.1888 | 0.2242 | 0.2647 | 0.2919 | 0.3678 |
| **76** | 0.1876 | 0.2227 | 0.2630 | 0.2900 | 0.3655 |
| **77** | 0.1864 | 0.2213 | 0.2613 | 0.2882 | 0.3633 |
| **78** | 0.1852 | 0.2199 | 0.2597 | 0.2864 | 0.3611 |
| **79** | 0.1841 | 0.2185 | 0.2581 | 0.2847 | 0.3589 |
| **80** | 0.1829 | 0.2172 | 0.2565 | 0.2830 | 0.3568 |

| | | | | | |
|---|---|---|---|---|---|
| **81** | 0.1818 | 0.2159 | 0.2550 | 0.2813 | 0.3547 |
| **82** | 0.1807 | 0.2146 | 0.2535 | 0.2796 | 0.3527 |
| **83** | 0.1796 | 0.2133 | 0.2520 | 0.2780 | 0.3507 |
| **84** | 0.1786 | 0.2120 | 0.2505 | 0.2764 | 0.3487 |
| **85** | 0.1775 | 0.2108 | 0.2491 | 0.2748 | 0.3468 |
| **86** | 0.1765 | 0.2096 | 0.2477 | 0.2732 | 0.3449 |
| **87** | 0.1755 | 0.2084 | 0.2463 | 0.2717 | 0.3430 |
| **88** | 0.1745 | 0.2072 | 0.2449 | 0.2702 | 0.3412 |
| **89** | 0.1735 | 0.2061 | 0.2435 | 0.2687 | 0.3393 |
| **90** | 0.1726 | 0.2050 | 0.2422 | 0.2673 | 0.3375 |
| **91** | 0.1716 | 0.2039 | 0.2409 | 0.2659 | 0.3358 |
| **92** | 0.1707 | 0.2028 | 0.2396 | 0.2645 | 0.3341 |
| **93** | 0.1698 | 0.2017 | 0.2384 | 0.2631 | 0.3323 |
| **94** | 0.1689 | 0.2006 | 0.2371 | 0.2617 | 0.3307 |
| **95** | 0.1680 | 0.1996 | 0.2359 | 0.2604 | 0.3290 |
| **96** | 0.1671 | 0.1986 | 0.2347 | 0.2591 | 0.3274 |
| **97** | 0.1663 | 0.1975 | 0.2335 | 0.2578 | 0.3258 |
| **98** | 0.1654 | 0.1966 | 0.2324 | 0.2565 | 0.3242 |
| **99** | 0.1646 | 0.1956 | 0.2312 | 0.2552 | 0.3226 |
| **100** | 0.1638 | 0.1946 | 0.2301 | 0.2540 | 0.3211 |

## LAMPIRAN 5

# Tabel Uji F

| $\alpha$ = 0,05 | $df_1=(k-1)$ | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| $df_2=(n-k-1)$ | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
| 1 | 161.448 | 199,500 | 215.707 | 224,583 | 230,162 | 233.986 | 236,768 | 238,883 |
| 2 | 18,513 | 19,000 | 19,164 | 19,247 | 19,296 | 19,330 | 19,353 | 19,371 |
| 3 | 10,128 | 9,552 | 9,277 | 9,117 | 9,013 | 8,941 | 8,887 | 8,845 |
| 4 | 7,709 | 6,944 | 6,591 | 6,388 | 6,256 | 6,163 | 6,094 | 6,041 |
| 5 | 6,608 | 5,786 | 5,409 | 5,192 | 5,050 | 4,950 | 4,876 | 4,818 |
| 6 | 5,987 | 5,143 | 4,757 | 4,534 | 4,387 | 4,284 | 4,207 | 4,147 |
| 7 | 5,591 | 4,737 | 4,347 | 4,120 | 3,972 | 3,866 | 3,787 | 3,726 |
| 8 | 5,318 | 4,459 | 4,066 | 3,838 | 3,687 | 3,581 | 3,500 | 3,438 |
| 9 | 5,117 | 4,256 | 3,863 | 3,633 | 3,482 | 3,374 | 3,293 | 3,230 |
| 10 | 4,965 | 4,103 | 3,708 | 3,478 | 3,326 | 3,217 | 3,135 | 3,072 |
| 11 | 4,844 | 3,982 | 3,587 | 3,357 | 3,204 | 3,095 | 3,012 | 2,948 |
| 12 | 4,747 | 3,885 | 3,490 | 3,259 | 3,106 | 2,996 | 2,913 | 2,849 |
| 13 | 4,667 | 3,806 | 3,411 | 3,179 | 3,025 | 2,915 | 2,832 | 2,767 |
| 14 | 4,600 | 3,739 | 3,344 | 3,112 | 2,958 | 2,848 | 2,764 | 2,699 |
| 15 | 4,543 | 3,682 | 3,287 | 3,056 | 2,901 | 2,790 | 2,707 | 2,641 |
| 16 | 4,494 | 3,634 | 3,239 | 3,007 | 2,852 | 2,741 | 2,657 | 2,591 |
| 17 | 4,451 | 3,592 | 3,197 | 2,965 | 2,810 | 2,699 | 2,614 | 2,548 |
| 18 | 4,414 | 3,555 | 3,160 | 2,928 | 2,773 | 2,661 | 2,577 | 2,510 |
| 19 | 4,381 | 3,522 | 3,127 | 2,895 | 2,740 | 2,628 | 2,544 | 2,477 |
| 20 | 4,351 | 3,493 | 3,098 | 2,866 | 2,711 | 2,599 | 2,514 | 2,447 |
| 21 | 4,325 | 3,467 | 3,072 | 2,840 | 2,685 | 2,573 | 2,488 | 2,420 |
| 22 | 4,301 | 3,443 | 3,049 | 2,817 | 2,661 | 2,549 | 2,464 | 2,397 |
| 23 | 4,279 | 3,422 | 3,028 | 2,796 | 2,640 | 2,528 | 2,442 | 2,375 |
| 24 | 4,260 | 3,403 | 3,009 | 2,776 | 2,621 | 2,508 | 2,423 | 2,355 |
| 25 | 4,242 | 3,385 | 2,991 | 2,759 | 2,603 | 2,490 | 2,405 | 2,337 |
| 26 | 4,225 | 3,369 | 2,975 | 2,743 | 2,587 | 2,474 | 2,388 | 2,321 |
| 27 | 4,210 | 3,354 | 2,960 | 2,728 | 2,572 | 2,459 | 2,373 | 2,305 |
| 28 | 4,196 | 3,340 | 2,947 | 2,714 | 2,558 | 2,445 | 2,359 | 2,291 |
| 29 | 4,183 | 3,328 | 2,934 | 2,701 | 2,545 | 2,432 | 2,346 | 2,278 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 30 | 4,171 | 3,316 | 2,922 | 2,690 | 2,534 | 2,421 | 2,334 | 2,266 |
| 31 | 4,160 | 3,305 | 2,911 | 2,679 | 2,523 | 2,409 | 2,323 | 2,255 |
| 32 | 4,149 | 3,295 | 2,901 | 2,668 | 2,512 | 2,399 | 2,313 | 2,244 |
| 33 | 4,139 | 3,285 | 2,892 | 2,659 | 2,503 | 2,389 | 2,303 | 2,235 |
| 34 | 4,130 | 3,276 | 2,883 | 2,650 | 2,494 | 2,380 | 2,294 | 2,225 |
| 35 | 4,121 | 3,267 | 2,874 | 2,641 | 2,485 | 2,372 | 2,285 | 2,217 |
| 36 | 4,113 | 3,259 | 2,866 | 2,634 | 2,477 | 2,364 | 2,277 | 2,209 |
| 37 | 4,105 | 3,252 | 2,859 | 2,626 | 2,470 | 2,356 | 2,270 | 2,201 |
| 38 | 4,098 | 3,245 | 2,852 | 2,619 | 2,463 | 2,349 | 2,262 | 2,194 |
| 39 | 4,091 | 3,238 | 2,845 | 2,612 | 2,456 | 2,342 | 2,255 | 2,187 |
| 40 | 4,085 | 3,232 | 2,839 | 2,606 | 2,449 | 2,336 | 2,249 | 2,180 |
| 41 | 4,079 | 3,226 | 2,833 | 2,600 | 2,443 | 2,330 | 2,243 | 2,174 |
| 42 | 4,073 | 3,220 | 2,827 | 2,594 | 2,438 | 2,324 | 2,237 | 2,168 |
| 43 | 4,067 | 3,214 | 2,822 | 2,589 | 2,432 | 2,318 | 2,232 | 2,163 |
| 44 | 4,062 | 3,209 | 2,816 | 2,584 | 2,427 | 2,313 | 2,226 | 2,157 |
| 45 | 4,057 | 3,204 | 2,812 | 2,579 | 2,422 | 2,308 | 2,221 | 2,152 |
| 46 | 4,052 | 3,200 | 2,807 | 2,574 | 2,417 | 2,304 | 2,216 | 2,147 |
| 47 | 4,047 | 3,195 | 2,802 | 2,570 | 2,413 | 2,299 | 2,212 | 2,143 |
| 48 | 4,043 | 3,191 | 2,798 | 2,565 | 2,409 | 2,295 | 2,207 | 2,138 |
| 49 | 4,038 | 3,187 | 2,794 | 2,561 | 2,404 | 2,290 | 2,203 | 2,134 |
| 50 | 4,034 | 3,183 | 2,790 | 2,557 | 2,400 | 2,286 | 2,199 | 2,130 |
| 51 | 4,030 | 3,179 | 2,786 | 2,553 | 2,397 | 2,283 | 2,195 | 2,126 |
| 52 | 4,027 | 3,175 | 2,783 | 2,550 | 2,393 | 2,279 | 2,192 | 2,122 |
| 53 | 4,023 | 3,172 | 2,779 | 2,546 | 2,389 | 2,275 | 2,188 | 2,119 |
| 54 | 4,020 | 3,168 | 2,776 | 2,543 | 2,386 | 2,272 | 2,185 | 2,115 |
| 55 | 4,016 | 3,165 | 2,773 | 2,540 | 2,383 | 2,269 | 2,181 | 2,112 |
| 56 | 4,013 | 3,162 | 2,769 | 2,537 | 2,380 | 2,266 | 2,178 | 2,109 |
| 57 | 4,010 | 3,159 | 2,766 | 2,534 | 2,377 | 2,263 | 2,175 | 2,106 |
| 58 | 4,007 | 3,156 | 2,764 | 2,531 | 2,374 | 2,260 | 2,172 | 2,103 |
| 59 | 4,004 | 3,153 | 2,761 | 2,528 | 2,371 | 2,257 | 2,169 | 2,100 |
| 60 | 4,001 | 3,150 | 2,758 | 2,525 | 2,368 | 2,254 | 2,167 | 2,097 |
| 61 | 3,998 | 3,148 | 2,755 | 2,523 | 2,366 | 2,251 | 2,164 | 2,094 |
| 62 | 3,996 | 3,145 | 2,753 | 2,520 | 2,363 | 2,249 | 2,161 | 2,092 |
| 63 | 3,993 | 3,143 | 2,751 | 2,518 | 2,361 | 2,246 | 2,159 | 2,089 |
| 64 | 3,991 | 3,140 | 2,748 | 2,515 | 2,358 | 2,244 | 2,156 | 2,087 |
| 65 | 3,989 | 3,138 | 2,746 | 2,513 | 2,356 | 2,242 | 2,154 | 2,084 |
| 66 | 3,986 | 3,136 | 2,744 | 2,511 | 2,354 | 2,239 | 2,152 | 2,082 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 67 | 3,984 | 3,134 | 2,742 | 2,509 | 2,352 | 2,237 | 2,150 | 2,080 |
| 68 | 3,982 | 3,132 | 2,740 | 2,507 | 2,350 | 2,235 | 2,148 | 2,078 |
| 69 | 3,980 | 3,130 | 2,737 | 2,505 | 2,348 | 2,233 | 2,145 | 2,076 |
| 70 | 3,978 | 3,128 | 2,736 | 2,503 | 2,346 | 2,231 | 2,143 | 2,074 |
| 71 | 3,976 | 3,126 | 2,734 | 2,501 | 2,344 | 2,229 | 2,142 | 2,072 |
| 72 | 3,974 | 3,124 | 2,732 | 2,499 | 2,342 | 2,227 | 2,140 | 2,070 |
| 73 | 3,972 | 3,122 | 2,730 | 2,497 | 2,340 | 2,226 | 2,138 | 2,068 |
| 74 | 3,970 | 3,120 | 2,728 | 2,495 | 2,338 | 2,224 | 2,136 | 2,066 |
| 75 | 3,968 | 3,119 | 2,727 | 2,494 | 2,337 | 2,222 | 2,134 | 2,064 |
| 76 | 3,967 | 3,117 | 2,725 | 2,492 | 2,335 | 2,220 | 2,133 | 2,063 |
| 77 | 3,965 | 3,115 | 2,723 | 2,490 | 2,333 | 2,219 | 2,131 | 2,061 |
| 78 | 3,963 | 3,114 | 2,722 | 2,489 | 2,332 | 2,217 | 2,129 | 2,059 |
| 79 | 3,962 | 3,112 | 2,720 | 2,487 | 2,330 | 2,216 | 2,128 | 2,058 |
| 80 | 3,960 | 3,111 | 2,719 | 2,486 | 2,329 | 2,214 | 2,126 | 2,056 |
| 81 | 3,959 | 3,109 | 2,717 | 2,484 | 2,327 | 2,213 | 2,125 | 2,055 |
| 82 | 3,957 | 3,108 | 2,716 | 2,483 | 2,326 | 2,211 | 2,123 | 2,053 |
| 83 | 3,956 | 3,107 | 2,715 | 2,482 | 2,324 | 2,210 | 2,122 | 2,052 |
| 84 | 3,955 | 3,105 | 2,713 | 2,480 | 2,323 | 2,209 | 2,121 | 2,051 |
| 85 | 3,953 | 3,104 | 2,712 | 2,479 | 2,322 | 2,207 | 2,119 | 2,049 |
| 86 | 3,952 | 3,103 | 2,711 | 2,478 | 2,321 | 2,206 | 2,118 | 2,048 |
| 87 | 3,951 | 3,101 | 2,709 | 2,476 | 2,319 | 2,205 | 2,117 | 2,047 |
| 88 | 3,949 | 3,100 | 2,708 | 2,475 | 2,318 | 2,203 | 2,115 | 2,045 |
| 89 | 3,948 | 3,099 | 2,707 | 2,474 | 2,317 | 2,202 | 2,114 | 2,044 |
| 90 | 3,947 | 3,098 | 2,706 | 2,473 | 2,316 | 2,201 | 2,113 | 2,043 |
| 91 | 3,946 | 3,097 | 2,705 | 2,472 | 2,315 | 2,200 | 2,112 | 2,042 |
| 92 | 3,945 | 3,095 | 2,704 | 2,471 | 2,313 | 2,199 | 2,111 | 2,041 |
| 93 | 3,943 | 3,094 | 2,703 | 2,470 | 2,312 | 2,198 | 2,110 | 2,040 |
| 94 | 3,942 | 3,093 | 2,701 | 2,469 | 2,311 | 2,197 | 2,109 | 2,038 |
| 95 | 3,941 | 3,092 | 2,700 | 2,467 | 2,310 | 2,196 | 2,108 | 2,037 |
| 96 | 3,940 | 3,091 | 2,699 | 2,466 | 2,309 | 2,195 | 2,106 | 2,036 |
| 97 | 3,939 | 3,090 | 2,698 | 2,465 | 2,308 | 2,194 | 2,105 | 2,035 |
| 98 | 3,938 | 3,089 | 2,697 | 2,465 | 2,307 | 2,193 | 2,104 | 2,034 |
| 99 | 3,937 | 3,088 | 2,696 | 2,464 | 2,306 | 2,192 | 2,103 | 2,033 |
| 100 | 3,936 | 3,087 | 2,696 | 2,463 | 2,305 | 2,191 | 2,103 | 2,032 |

## LAMPIRAN 6 ( UJI T )

| df=(n-k) | α = 0.05 | α = 0.025 |
|---|---|---|
| 1 | 6,314 | 12,706 |
| 2 | 2,920 | 4,303 |
| 3 | 2,353 | 3,182 |
| 4 | 2,132 | 2,776 |
| 5 | 2,015 | 2,571 |
| 6 | 1,943 | 2,447 |
| 7 | 1,895 | 2,365 |
| 8 | 1,860 | 2,306 |
| 9 | 1,833 | 2,262 |
| 10 | 1,812 | 2,228 |
| 11 | 1,796 | 2,201 |
| 12 | 1,782 | 2,179 |
| 13 | 1,771 | 2,160 |
| 14 | 1,761 | 2,145 |
| 15 | 1,753 | 2,131 |
| 16 | 1,746 | 2,120 |
| 17 | 1,740 | 2,110 |
| 18 | 1,734 | 2,101 |
| 19 | 1,729 | 2,093 |
| 20 | 1,725 | 2,086 |
| 21 | 1,721 | 2,080 |
| 22 | 1,717 | 2,074 |
| 23 | 1,714 | 2,069 |
| 24 | 1,711 | 2,064 |
| 25 | 1,708 | 2,060 |
| 26 | 1,706 | 2,056 |
| 27 | 1,703 | 2,052 |
| 28 | 1,701 | 2,048 |
| 29 | 1,699 | 2,045 |
| 30 | 1,697 | 2,042 |
| 31 | 1,696 | 2,040 |
| 32 | 1,694 | 2,037 |
| 33 | 1,692 | 2,035 |
| 34 | 1,691 | 2,032 |
| 35 | 1,690 | 2,030 |
| 36 | 1,688 | 2,028 |
| 37 | 1,687 | 2,026 |
| 38 | 1,686 | 2,024 |
| 39 | 1,685 | 2,023 |
| 40 | 1,684 | 2,021 |
| 41 | 1,683 | 2,020 |

| | | |
|---|---|---|
| 42 | 1,682 | 2,018 |
| 43 | 1,681 | 2,017 |
| 44 | 1,680 | 2,015 |
| 45 | 1,679 | 2,014 |
| 46 | 1,679 | 2,013 |
| 47 | 1,678 | 2,012 |
| 48 | 1,677 | 2,011 |
| 49 | 1,677 | 2,010 |
| df=(n-k) | α = 0.05 | α = 0.025 |
| 51 | 1,675 | 2,008 |
| 52 | 1,675 | 2,007 |
| 53 | 1,674 | 2,006 |
| 54 | 1,674 | 2,005 |
| 55 | 1,673 | 2,004 |
| 56 | 1,673 | 2,003 |
| 57 | 1,672 | 2,002 |
| 58 | 1,672 | 2,002 |
| 59 | 1,671 | 2,001 |
| 60 | 1,671 | 2,000 |
| 61 | 1,670 | 2,000 |
| 62 | 1,670 | 1,999 |
| 63 | 1,669 | 1,998 |
| 64 | 1,669 | 1,998 |
| 65 | 1,669 | 1,997 |
| 66 | 1,668 | 1,997 |
| 67 | 1,668 | 1,996 |
| 68 | 1,668 | 1,995 |
| 69 | 1,667 | 1,995 |
| 70 | 1,667 | 1,994 |
| 71 | 1,667 | 1,994 |
| 72 | 1,666 | 1,993 |
| 73 | 1,666 | 1,993 |
| 74 | 1,666 | 1,993 |
| 75 | 1,665 | 1,992 |
| 76 | 1,665 | 1,992 |
| 77 | 1,665 | 1,991 |
| 78 | 1,665 | 1,991 |
| 79 | 1,664 | 1,990 |
| 80 | 1,664 | 1,990 |
| 81 | 1,664 | 1,990 |
| 82 | 1,664 | 1,989 |
| 83 | 1,663 | 1,989 |
| 84 | 1,663 | 1,989 |

| | | |
|---|---|---|
| 85 | 1,663 | 1,988 |
| 86 | 1,663 | 1,988 |
| 87 | 1,663 | 1,988 |
| 88 | 1,662 | 1,987 |
| 89 | 1,662 | 1,987 |
| 90 | 1,662 | 1,987 |
| 91 | 1,662 | 1,986 |
| 92 | 1,662 | 1,986 |
| 93 | 1,661 | 1,986 |
| 94 | 1,661 | 1,986 |
| 95 | 1,661 | 1,985 |
| 96 | 1,661 | 1,985 |
| 97 | 1,661 | 1,985 |
| 98 | 1,661 | 1,984 |
| 99 | 1,660 | 1,984 |