

## LAMPIRAN

### Lampiran 1 Kuisisioner

#### KUESIONER PENELITIAN

Dengan Hormat,

Dalam rangka Menyusun skripsi sebagai salah satu syarat kelulusan program sarjana di Universitas 17 Agustus 195 Surabaya, peneliti berusaha untuk mengumpulkan data dan informasi mengenai “Pengaruh *Word Of Mouth* dan Cita Rasa terhadap keputusan pembelian ayam geprek juara”. Oleh karena itu saya ingin mengajak saudara/i berpartisipasi dalam pengisian kuisisioner ini agar hasil penelitian ini dapat memiliki kredibilitas yang tinggi. Saya sangat berterimakasih atas ketersediaan dan partisipasi saudara/i dalam meluangkan waktu mengisi kuisisioner ini.

**1. PROFIL RESPONDEN**

1. Nama Lengkap :
2. Jenis Kelamin : ( ) Laki-laki ( ) Perempuan
3. Usia :
  - ( ) 15 – 20 Tahun ( ) 21 – 25 Tahun
  - ( ) 26 – 30 Tahun ( ) 31 – 35 Tahun
4. Profesi
  - ( ) Mahasiswa ( ) Pelajar
  - ( ) Karyawan ( ) Pengusaha
5. Pendapatan :
  - ( ) < Rp. 1.000.000
  - ( ) > Rp. 1.000.000 - ≤ Rp. 2.000.000
  - ( ) > Rp. 2.000.000 - ≤ Rp. 3.000.000
  - ( ) > Rp. 3.000.000
6. Pernah melakukan pembelian ayam geprek juara minimal 2x
  - ( ) Iya
  - ( ) Tidak

**2. PETUNJUK PENGISIAN**

Pilihlah salah satu jawaban yang telah disediakan pada pertanyaan yang terdapat pada kuisisioner. Adapun 5 (Lima) pilihan jawaban yang wajib diisi salah satu oleh responden sebagai berikut :

- SS = Sangat Setuju
- S = Setuju
- KS = Kurang Setuju
- TS = Tidak Setuju
- STS = Sangat Tidak Setuju

**Word Of Mouth (X1)**

| No.                  | Pernyataan   | SS | S | KS | TS | STS |
|----------------------|--|----|---|----|----|-----|
| <b>Membicarakan</b>  |  |    |   |    |    |     |
| 1.                   | Saya sering membicarakan keunggulan ayam geprek juara kepada orang lain.   |    |   |    |    |     |
| 2.                   | Saya menceritakan pelayanan ayam geprek juara kepada orang lain.   |    |   |    |    |     |
| 3.                   | Saya sering mendengar orang lain menceritakan kepuasannya setelah setelah melakukan pembelian ayam geprek juara                              |    |   |    |    |     |
| <b>Mempromosikan</b> |  |    |   |    |    |     |
| 4.                   | Saya mempromosikan kepada teman maupun orang terdekat, tentang pengalaman pribadi saat mengonsumsi ayam geprek juara kepada orang lain.      |    |   |    |    |     |
| 5.                   | Saya tertarik untuk mempromosikan kualitas produk yang diberikan ayam geprek juara kepada teman maupun orang terdekat melalui mulut ke mulut |    |   |    |    |     |

|                  |  |  |  |  |  |  |
|------------------|--|--|--|--|--|--|
| 6.               | Memberikan rekomendasi ayam geprek juara tersebut kepada teman-teman terdekat lebih dari satu kali                     |  |  |  |  |  |
| 7.               | Saya merekomendasikan kepada tetangga, keluarga yang ingin membeli ayam geprek juara                                   |  |  |  |  |  |
| 8.               | Saya tertarik merekomendasikan ayam geprek juara kepada kerabat yang senang dengan makanan kuliner berjenis rasa pedas |  |  |  |  |  |
| <b>Mendorong</b> |  |  |  |  |  |  |
| 9.               | Saya sering menceritakan rasa yang dimiliki oleh ayam geprek juara dan mendorong teman-teman terdekat untuk mencoba    |  |  |  |  |  |
| 10.              | Saya sering merasa puas setelah mengonsumsi ayam geprek juara dan mendorong kerabat terdekat untuk membeli             |  |  |  |  |  |

**Cita Rasa (X2)**

| No.            | Pernyataan   | SS | S | KS | TS | STS |
|----------------|--|----|---|----|----|-----|
| <b>Bau</b>     |  |    |   |    |    |     |
| 1.             | Aroma makanan yang disebarkan oleh ayam geprek juara mempunyai daya tarik yang kuat pada indra penciuman           |    |   |    |    |     |
| 2.             | Bau yang ditawarkan oleh ayam geprek juara mengundang selera konsumen.   |    |   |    |    |     |
| <b>Rasa</b>    |  |    |   |    |    |     |
| 3.             | Rasa pedas yang diberikan oleh ayam geprek juara memiliki ciri khas tersendiri sehingga dikenali oleh konsumen     |    |   |    |    |     |
| 4.             | Semua rasa menu variant ayam geprek juara dan minuman yang dihidangkan di ayam geprek juara sangat nikmat di lidah |    |   |    |    |     |
| 5.             | Rasa makanan pada ayam geprek juara sudah sesuai dengan ekspektasi   |    |   |    |    |     |
| <b>Tekstur</b> |  |    |   |    |    |     |
| 6.             | Makanan yang disajikan oleh ayam geprek juara memiliki kepadatan yang sesuai                                       |    |   |    |    |     |
| 7.             | Sambal yang dihidangkan oleh ayam geprek juara memiliki tingkat kekentalan dan tingkat kecairan yang sesuai        |    |   |    |    |     |

| Suhu |  |  |  |  |  |  |
|------|--|--|--|--|--|--|
| 8.   | Suhu makanan yang disediakan oleh ayam geprek juara memiliki kehangatan yang pas |  |  |  |  |  |
| 9.   | Suhu minuman yang disediakan oleh ayam geprek juara memiliki dingin yang pas     |  |  |  |  |  |
| 10.  | Produk ayam geprek juara memiliki suhu yang aman dikonsumsi                      |  |  |  |  |  |

### Keputusan Pembelian (Y)

| No.                                    | Pernyataan  | SS | S | KS | TS | STS |
|--|---|----|---|----|----|-----|
| <b>Kemantapan Pada Sebuah Produk</b>   |   |    |   |    |    |     |
| 1.                                     | Saya memutuskan membeli produk ayam geprek juara setelah membeli salah satu dari beberapa kedai ayam geprek.                        |    |   |    |    |     |
| 2.                                     | Saya memutuskan membeli ayam geprek berulang-ulang.   |    |   |    |    |     |
| 3.                                     | Saya memutuskan membeli ayam geprek juara karena pelayanannya bagus.  |    |   |    |    |     |
| 4.                                     | Saya memutuskan membeli ayam geprek juara karena memiliki banyak variant ukuran ayam yang disediakan sesuai selera konsumen.        |    |   |    |    |     |
| <b>Kebiasaan Memilih Sebuah Produk</b> |   |    |   |    |    |     |
| 5.                                     | Saya memilih mengunjungi ayam geprek juara karena tempat tersebut sudah melekat di benak saya dan telah merasakan manfaat produknya |    |   |    |    |     |
| 6.                                     | Saya memilih membeli ayam geprek juara karena sesuai dengan lidah saya.   |    |   |    |    |     |

|   |  |  |  |  |  |  |
|---|--|--|--|--|--|--|
| 7.  | Saya memilih membeli makanan di ayam geprek juara karena memberikan kesan yang baik.                                     |  |  |  |  |  |
| <b>Memberikan Rekomendasi Kepada Orang Lain</b> |  |  |  |  |  |  |
| 8.  | Saya sering merekomendasikan ayam geprek juara kepada teman terdekat yang bertanya mengenai makanan olahan berjenis ayam |  |  |  |  |  |
| 9.  | Saya membeli ayam geprek juara karena mendapat rekomendasi dari teman terdekat.  |  |  |  |  |  |

## Lampiran 2 Uji Validitas

Hasil uji validitas variabel *word of mouth* (X1)

|       |                     | Correlations |        |        |        |        |        |        |        |        |        |        |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|       |                     | X01          | X02    | X03    | X04    | X05    | X06    | X07    | X08    | X09    | X10    | TOTAL  |
| X01   | Pearson Correlation | 1            | .167   | .235*  | .020   | .305** | .332** | .271** | .228*  | .262** | .313** | .573** |
|       | Sig. (2-tailed)     |              | .104   | .021   | .848   | .003   | .001   | .008   | .025   | .010   | .002   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X02   | Pearson Correlation | .167         | 1      | .329** | .253*  | .279** | .379** | .235*  | .440** | .198   | .306** | .616** |
|       | Sig. (2-tailed)     | .104         |        | .001   | .013   | .006   | .000   | .021   | .000   | .054   | .002   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X03   | Pearson Correlation | .235*        | .329** | 1      | .180   | .293** | .182   | .137   | .348** | .373** | .336** | .602** |
|       | Sig. (2-tailed)     | .021         | .001   |        | .080   | .004   | .075   | .185   | .001   | .000   | .001   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X04   | Pearson Correlation | .020         | .253*  | .180   | 1      | .193   | .039   | .167   | .229*  | .147   | .030   | .385** |
|       | Sig. (2-tailed)     | .848         | .013   | .080   |        | .060   | .705   | .104   | .025   | .152   | .775   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X05   | Pearson Correlation | .305**       | .279** | .293** | .193   | 1      | .277** | .395** | .164   | .427** | .366** | .665** |
|       | Sig. (2-tailed)     | .003         | .006   | .004   | .060   |        | .006   | .000   | .111   | .000   | .000   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X06   | Pearson Correlation | .332**       | .379** | .182   | .039   | .277** | 1      | .013   | .283** | .178   | .289** | .529** |
|       | Sig. (2-tailed)     | .001         | .000   | .075   | .705   | .006   |        | .899   | .005   | .083   | .004   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X07   | Pearson Correlation | .271**       | .235*  | .137   | .167   | .395** | .013   | 1      | .113   | .341** | .188   | .510** |
|       | Sig. (2-tailed)     | .008         | .021   | .185   | .104   | .000   | .899   |        | .274   | .001   | .066   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X08   | Pearson Correlation | .228*        | .440** | .348** | .229*  | .164   | .283** | .113   | 1      | .286** | .277** | .581** |
|       | Sig. (2-tailed)     | .025         | .000   | .001   | .025   | .111   | .005   | .274   |        | .005   | .006   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X09   | Pearson Correlation | .262**       | .198   | .373** | .147   | .427** | .178   | .341** | .286** | 1      | .229*  | .609** |
|       | Sig. (2-tailed)     | .010         | .054   | .000   | .152   | .000   | .083   | .001   | .005   |        | .025   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X10   | Pearson Correlation | .313**       | .306** | .336** | .030   | .366** | .289** | .188   | .277** | .229*  | 1      | .588** |
|       | Sig. (2-tailed)     | .002         | .002   | .001   | .775   | .000   | .004   | .066   | .006   | .025   |        | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| TOTAL | Pearson Correlation | .573**       | .616** | .602** | .385** | .665** | .529** | .510** | .581** | .609** | .588** | 1      |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |

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

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



## Hasil uji validitas variabel cita rasa (X2)

|       |                     | Correlations |        |        |        |        |        |        |        |        |        |        |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|       |                     | X01          | X02    | X03    | X04    | X05    | X06    | X07    | X08    | X09    | X10    | Total  |
| X01   | Pearson Correlation | 1            | .292** | .192   | .192   | .176   | .216*  | -.009  | .103   | .052   | -.023  | .382** |
|       | Sig. (2-tailed)     |              | .004   | .061   | .060   | .087   | .035   | .932   | .319   | .613   | .822   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X02   | Pearson Correlation | .292**       | 1      | .306** | .402** | .291** | .158   | .220*  | .197   | .284** | .268** | .619** |
|       | Sig. (2-tailed)     | .004         |        | .002   | .000   | .004   | .124   | .031   | .054   | .005   | .008   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X03   | Pearson Correlation | .192         | .306** | 1      | .429** | .365** | .195   | .150   | .048   | .406** | .362** | .625** |
|       | Sig. (2-tailed)     | .061         | .002   |        | .000   | .000   | .057   | .145   | .642   | .000   | .000   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X04   | Pearson Correlation | .192         | .402** | .429** | 1      | .450** | .284** | .207*  | .138   | .409** | .266** | .673** |
|       | Sig. (2-tailed)     | .060         | .000   | .000   |        | .000   | .005   | .044   | .180   | .000   | .009   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X05   | Pearson Correlation | .176         | .291** | .365** | .450** | 1      | .342** | .140   | .104   | .203*  | .289** | .593** |
|       | Sig. (2-tailed)     | .087         | .004   | .000   | .000   |        | .001   | .173   | .315   | .047   | .004   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X06   | Pearson Correlation | .216*        | .158   | .195   | .284** | .342** | 1      | .289** | .223*  | .102   | .283** | .531** |
|       | Sig. (2-tailed)     | .035         | .124   | .057   | .005   | .001   |        | .004   | .029   | .322   | .005   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X07   | Pearson Correlation | -.009        | .220*  | .150   | .207*  | .140   | .289** | 1      | .302** | .210*  | .406** | .509** |
|       | Sig. (2-tailed)     | .932         | .031   | .145   | .044   | .173   | .004   |        | .003   | .040   | .000   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X08   | Pearson Correlation | .103         | .197   | .048   | .138   | .104   | .223*  | .302** | 1      | .151   | .207*  | .436** |
|       | Sig. (2-tailed)     | .319         | .054   | .642   | .180   | .315   | .029   | .003   |        | .142   | .043   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X09   | Pearson Correlation | .052         | .284** | .406** | .409** | .203*  | .102   | .210*  | .151   | 1      | .415** | .594** |
|       | Sig. (2-tailed)     | .613         | .005   | .000   | .000   | .047   | .322   | .040   | .142   |        | .000   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X10   | Pearson Correlation | -.023        | .268** | .362** | .266** | .289** | .283** | .406** | .207*  | .415** | 1      | .636** |
|       | Sig. (2-tailed)     | .822         | .008   | .000   | .009   | .004   | .005   | .000   | .043   | .000   |        | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| Total | Pearson Correlation | .382**       | .619** | .625** | .673** | .593** | .531** | .509** | .436** | .594** | .636** | 1      |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |

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

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

### Hasil uji validitas variabel keputusan pembelian (Y)

|       |                     | Correlations |        |        |        |        |        |        |        |        |        |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|       |                     | X01          | X02    | X03    | X04    | X05    | X06    | X07    | X08    | X09    | TOTAL  |
| X01   | Pearson Correlation | 1            | .206*  | .200   | .245*  | .165   | -.028  | -.020  | .037   | .238*  | .396** |
|       | Sig. (2-tailed)     |              | .044   | .050   | .016   | .108   | .789   | .848   | .719   | .020   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X02   | Pearson Correlation | .206*        | 1      | .361** | .379** | .345** | .287** | .292** | .270** | .292** | .638** |
|       | Sig. (2-tailed)     | .044         |        | .000   | .000   | .001   | .005   | .004   | .008   | .004   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X03   | Pearson Correlation | .200         | .361** | 1      | .591** | .591** | .338** | .217*  | .140   | .553** | .766** |
|       | Sig. (2-tailed)     | .050         | .000   |        | .000   | .000   | .001   | .034   | .173   | .000   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X04   | Pearson Correlation | .245*        | .379** | .591** | 1      | .617** | .295** | .110   | .018   | .432** | .713** |
|       | Sig. (2-tailed)     | .016         | .000   | .000   |        | .000   | .004   | .287   | .859   | .000   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X05   | Pearson Correlation | .165         | .345** | .591** | .617** | 1      | .339** | .233*  | -.026  | .403** | .720** |
|       | Sig. (2-tailed)     | .108         | .001   | .000   | .000   |        | .001   | .022   | .799   | .000   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X06   | Pearson Correlation | -.028        | .287** | .338** | .295** | .339** | 1      | .241*  | .107   | .198   | .519** |
|       | Sig. (2-tailed)     | .789         | .005   | .001   | .004   | .001   |        | .018   | .300   | .053   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X07   | Pearson Correlation | -.020        | .292** | .217*  | .110   | .233*  | .241*  | 1      | .292** | .277** | .488** |
|       | Sig. (2-tailed)     | .848         | .004   | .034   | .287   | .022   | .018   |        | .004   | .006   | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X08   | Pearson Correlation | .037         | .270** | .140   | .018   | -.026  | .107   | .292** | 1      | .097   | .346** |
|       | Sig. (2-tailed)     | .719         | .008   | .173   | .859   | .799   | .300   | .004   |        | .349   | .001   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| X09   | Pearson Correlation | .238*        | .292** | .553** | .432** | .403** | .198   | .277** | .097   | 1      | .670** |
|       | Sig. (2-tailed)     | .020         | .004   | .000   | .000   | .000   | .053   | .006   | .349   |        | .000   |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |
| TOTAL | Pearson Correlation | .396**       | .638** | .766** | .713** | .720** | .519** | .488** | .346** | .670** | 1      |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .001   | .000   |        |
|       | N                   | 96           | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     | 96     |

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

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

Hasil Uji Realibilitas Variabel Word Of Mouth (X1)

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .764             | 10         |

Hasil Uji Realibilitas Cita Rasa (X2)

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .759             | 10         |

Hasil Uji Realibilitas Keputusan Pembelian (Y)

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .762             | 9          |

### Lampiran 3 Uji Asumsi Klasik

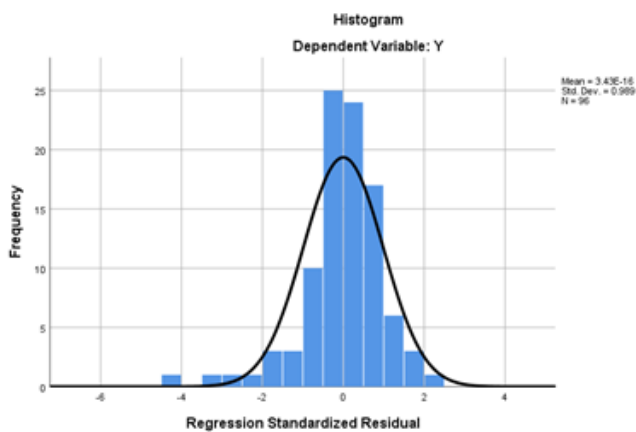
Uji linieritas word of mouth (X1) terhadap keputusan pembelian (Y)

|               |                |                          | ANOVA Table    |    |             |        |      |
|---------------|----------------|--------------------------|----------------|----|-------------|--------|------|
|               |                |                          | Sum of Squares | df | Mean Square | F      | Sig. |
| Y * X1        | Between Groups | (Combined)               | 1198.373       | 20 | 59.919      | 3.680  | .000 |
|               |                | Linearity                | 816.850        | 1  | 816.850     | 50.165 | .000 |
|               |                | Deviation from Linearity | 381.523        | 19 | 20.080      | 1.233  | .255 |
| Within Groups |                |                          | 1221.252       | 75 | 16.283      |        |      |
| Total         |                |                          | 2419.625       | 95 |             |        |      |

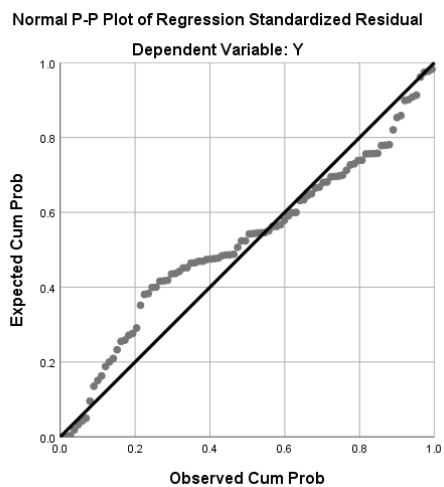
Uji linieritas cita rasa (X2) terhadap keputusan pembelian (Y)

|               |                |                          | ANOVA Table    |    |             |        |      |
|---------------|----------------|--------------------------|----------------|----|-------------|--------|------|
|               |                |                          | Sum of Squares | df | Mean Square | F      | Sig. |
| Y * X1        | Between Groups | (Combined)               | 1198.373       | 20 | 59.919      | 3.680  | .000 |
|               |                | Linearity                | 816.850        | 1  | 816.850     | 50.165 | .000 |
|               |                | Deviation from Linearity | 381.523        | 19 | 20.080      | 1.233  | .255 |
| Within Groups |                |                          | 1221.252       | 75 | 16.283      |        |      |
| Total         |                |                          | 2419.625       | 95 |             |        |      |

Hasil Uji Normalitas



(a) Model histogram



(b) Model P-plot

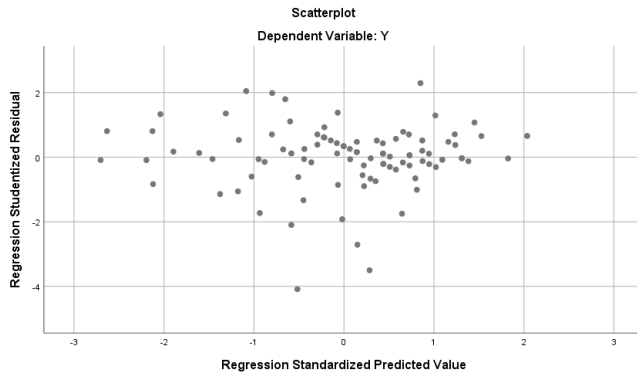
### Hasil Uji Multikolinieritas

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

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |            | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant) | 6.491                       | 3.749      |                           | 1.731 | .087 |                         |       |
|       | X1         | .352                        | .090       | .357                      | 3.894 | .000 | .785                    | 1.274 |
|       | X2         | .375                        | .092       | .372                      | 4.062 | .000 | .785                    | 1.274 |

a. Dependent Variable: Y

### Hasil Uji Heterokedasitisitas



### Hasil Uji Autokorelasi

#### Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .781 <sup>a</sup> | .610     | .602              | 3.18450                    | 1.780         |

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

### Hasil Uji Regresi Linier Berganda

#### Coefficients<sup>a</sup>

| Model |               | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|---------------|-----------------------------|------------|---------------------------|-------|------|
|       |               | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)    | .969                        | 2.876      |                           | .337  | .737 |
|       | Word Of Mouth | .292                        | .069       | .308                      | 4.211 | .000 |
|       | Cita Rasa     | .571                        | .071       | .589                      | 8.065 | .000 |

a. Dependent Variable: Keputusan pembelian

## Hasil Uji Koefisiensi Determinasi

### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .781 <sup>a</sup> | .610     | .602              | 3.18450                    |

a. Predictors: (Constant), Cita Rasa, Word Of Mouth

## Hasil Uji t (parsial)

### Coefficients<sup>a</sup>

| Model |               | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|---------------|-----------------------------|------------|---------------------------|-------|------|
|       |               | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)    | .969                        | 2.876      |                           | .337  | .737 |
|       | Word Of Mouth | .292                        | .069       | .308                      | 4.211 | .000 |
|       | Cita Rasa     | .571                        | .071       | .589                      | 8.065 | .000 |

a. Dependent Variable: Keputusan pembelian

## Hasil Uji F Simultan

### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 1476.509       | 2  | 738.254     | 72.799 | .000 <sup>b</sup> |
|       | Residual   | 943.116        | 93 | 10.141      |        |                   |
|       | Total      | 2419.625       | 95 |             |        |                   |

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

**Lampiran 4 Dokumentasi Penelitian Ayam Geprek Juara**



Gambar rumah makan ayam geprek juara Merr Surabaya



Gambar variant menu ayam geprek juara Merr Surabaya





Gambar foto Bersama pegawai ayam geprek juara Merr Surabaya



Gambar variant ukuran ayam geprek juara Merr Surabaya



Gambar sambal ayam geprek juara Merr Surabaya



Gambar ayam geprek juar

### Lampiran 5 Kartu Bimbingan

UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA  
**FAKULTAS ILMU SOSIAL DAN ILMU POLITIK**  
 Program Studi : Administrasi Publik • Administrasi Bisnis • Ilmu Komunikasi  
 • Magister Administrasi Publik • Magister Ilmu Komunikasi • Doktor Ilmu Administrasi  
 Gedung F 01 J. Sumbalangi 45 Surabaya 60118  
 Telp. 031-5991742, 5921800 psw. 159 email: fkip@untag-sby.ac.id

**KARTU BIMBINGAN SKRIPSI**

Nama : Lily Indah Wati  
 NBI : 112190002  
 Program Studi : Administrasi Niaga  
 Dosen Pembimbing I : Dra. Agung Pujianto, M.M.  
 Dosen Pembimbing II : Dra. Sri Andayani, M.M.  
 Judul Skripsi : Pengaruh word of mouth dan ora rasa terhadap keputusan pembelian konsumen pada pembelian produk kosmetik diagenes jawa timur

| No | Tanggal | Sesi/Pertemuan                     | Pembimbing         |                    |
|----|---------|------------------------------------|--------------------|--------------------|
|    |         |                                    | Paraf Dosen 1      | Paraf Dosen 2      |
| 1  | 7/2/21  | judul proposal bcc<br>revisi reb 9 | <i>[Signature]</i> |                    |
| 2  | 8/2/21  | Bab I bimbingan                    |                    | <i>[Signature]</i> |
| 3  | 12/2/21 | Bab II bimbingan                   |                    | <i>[Signature]</i> |
| 4  | 17/2/21 | Bab III bimbingan                  | <i>[Signature]</i> |                    |
| 5  | 15/3/21 | Bab IV bimbingan                   | <i>[Signature]</i> |                    |
| 6  | 23/3/21 | Bab V bimbingan                    |                    | <i>[Signature]</i> |
|    | 24/3/21 | Bab VI bimbingan                   | <i>[Signature]</i> |                    |

*[Signature]* Dipindai dengan CamScanner

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 Gedung F 01 J. Sumbalangi 45 Surabaya 60118  
 Telp. 031-5991742, 5921800 psw. 159 email: fkip@untag-sby.ac.id

**KARTU BIMBINGAN SKRIPSI**

| No      | Tanggal | Sesi/Pertemuan     | Pembimbing         |                    |
|---------|---------|--------------------|--------------------|--------------------|
|         |         |                    | Paraf Dosen 1      | Paraf Dosen 2      |
| 3/2/21  |         | Bab I bimbingan    |                    | <i>[Signature]</i> |
| 4/2/21  |         | Bab II bimbingan   | <i>[Signature]</i> |                    |
| 14/2/21 |         | Bab III bimbingan  | <i>[Signature]</i> |                    |
| 17/2/21 |         | Bab IV bimbingan   | <i>[Signature]</i> |                    |
| 18/2/21 |         | Bab V bimbingan    | <i>[Signature]</i> |                    |
| 25/2/21 |         | Bab VI bimbingan   |                    | <i>[Signature]</i> |
| 3/3/21  |         | Bab VII bimbingan  |                    | <i>[Signature]</i> |
| 11/3/21 |         | Bab VIII bimbingan | <i>[Signature]</i> |                    |

*[Signature]* Dipindai dengan CamScanner

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 • Magister Administrasi Publik • Magister Ilmu Komunikasi • Doktor Ilmu Administrasi  
 Gedung F 01 J. Sumbalangi 45 Surabaya 60118  
 Telp. 031-5991742, 5921800 psw. 159 email: fkip@untag-sby.ac.id

**KARTU BIMBINGAN SKRIPSI**

Nama : Lily Indah Wati  
 NBI : 112190002  
 Program Studi : Administrasi Niaga  
 Dosen Pembimbing I : Dra. Agung Pujianto, M.M.  
 Dosen Pembimbing II : Dra. Sri Andayani, M.M.  
 Judul Skripsi : Pengaruh Word of Mouth dan Ora Rasa Terhadap Keputusan Pembelian Ayam Geprek Jawa pada Masyarakat Merit Surabaya

| No      | Tanggal | Sesi/Pertemuan    | Pembimbing         |               |
|---------|---------|-------------------|--------------------|---------------|
|         |         |                   | Paraf Dosen 1      | Paraf Dosen 2 |
| 4/6/21  |         | Bab I bimbingan   | <i>[Signature]</i> |               |
| 11/6/21 |         | Bab II bimbingan  | <i>[Signature]</i> |               |
| 17/6/21 |         | Bab III bimbingan | <i>[Signature]</i> |               |
| 17/6/21 |         | Bab IV bimbingan  | <i>[Signature]</i> |               |
| 17/6/21 |         | Bab V bimbingan   | <i>[Signature]</i> |               |

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**FAKULTAS ILMU SOSIAL DAN ILMU POLITIK**  
 Program Studi : Administrasi Publik • Administrasi Bisnis • Ilmu Komunikasi  
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 Gedung F 01 J. Sumbalangi 45 Surabaya 60118  
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**KARTU BIMBINGAN SKRIPSI**

| No | Tanggal | Sesi/Pertemuan | Pembimbing    |               |
|----|---------|----------------|---------------|---------------|
|    |         |                | Paraf Dosen 1 | Paraf Dosen 2 |
|    |         |                |               |               |
|    |         |                |               |               |
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## Lampiran 6 Surat Keterangan Turnitin



**UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA**  
**FAKULTAS ILMU SOSIAL DAN ILMU POLITIK**  
**PROGRAM STUDI ILMU ADMINISTRASI BISNIS**  
**LABORATORIUM OTODAERAH**  
Gedung F Lantai 2 Universitas 17 Agustus 1945 Surabaya  
Jl. Semolowaru No. 45 Surabaya, Telp. (031) 5931800

### SURAT KETERANGAN

Nomor: 552/K/LOD/V/2023

Yang bertanda tangan di bawah ini penanggung jawab Uji Turnitin dari Fakultas Ilmu Sosial dan Ilmu Politik Universitas 17 Agustus 1945 (UNTAG) Surabaya

Nama : Yusuf Hariyoko, S.AP., M.AP  
NPP : 20110170735

Dengan ini menerangkan bahwa:

Nama : Lely Indah  
NBI : 1121900062

Berdasarkan hasil uji turnitin untuk Bab 1,4,5 skripsi mahasiswa tersebut telah di bawah 20%.  
Surat Keterangan ini di berikan atas permintaan yang bersangkutan untuk "Pendaftaran ujian skripsi".

Demikian surat keterangan ini dibuat untuk dapat dipergunakan sebagaimana mestinya.

Surabaya, 16 Juni 2023  
Kepala Lab. Otda,

Yusuf Hariyoko, S.AP., M.AP

The block contains a blue circular stamp for "LABORATORIUM OTONOMI" and a handwritten signature in blue ink over it. Below the signature is the typed name "Yusuf Hariyoko, S.AP., M.AP".

PROGRAM STUDI ADMINISTRASI NIAGA  
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK  
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA

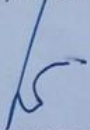
### LEMBAR REVISI UJIAN SKRIPSI

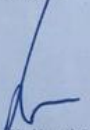
Nama : Lely indah wati  
NIM : 1121900062  
Hari/ Tanggal Ujian : Kamis, 22 Juni 2023

Catatan Perbaikan:

*Rak lebih operasional*

Surabaya, .....  
Persetujuan Dosen Penguji 1 Telah Revisi/Perbaikan, Revisi dari Dosen Penguji 1,

(  )  
Drs. Ute Ch. Nasution, MS

(  )  
Drs. Ute Ch. Nasution, MS

Catatan: Bila tidak ada revisi, dosen penguji wajib menuliskan "tidak ada revisi", dan menandatangani di sebelah kanan dan



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### LEMBAR REVISI UJIAN SKRIPSI

Nama : Lely indah wati

NIM : 1121900062

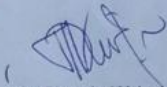
Hari/ Tanggal Ujian : Kamis, 22 Juni 2023

Catatan Perbaikan:

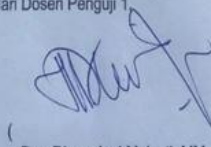
tambahkan rekomendasi berdasarkan  
hasil.

Surabaya, .....

Persetujuan Dosen Penguji 1 Telah Revisi/Perbaikan, Revisi dari Dosen Penguji 1



( Dra. Diana Juni Mulyati, MM )



( Dra. Diana Juni Mulyati, MM )

Catatan: Bila tidak ada revisi, dosen penguji wajib menuliskan "tidak ada revisi", dan menandatangani di sebelah kanan dan  
biri.



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PROGRAM STUDI ADMINISTRASI NIAGA  
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK  
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA

### LEMBAR REVISI UJIAN SKRIPSI

Nama : Lely indah wati

NIM : 1121900062

Hari/ Tanggal Ujian : Kamis, 22 Juni 2023

Catatan Perbaikan:

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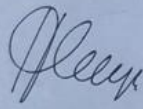
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Surabaya, 26 Juni 2023

Persetujuan Dosen Penguji 1 Telah Revisi/Perbaikan, Revisi dari Dosen Penguji 1,

(  )  
Drs. Agung pujianto M.M

(  )  
Drs. Agung pujianto M.M

Catatan: Bila tidak ada revisi, dosen penguji wajib menuliskan "tidak ada revisi", dan menandatangani di sebelah kanan dan kiri.