

## DAFTAR LAMPIRAN

### 1. Kuesioner Penelitian

|            |                                                                                                 |                                                              |
|------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------|
| <b>A.</b>  | <b>Identitas Responden</b>                                                                      |                                                              |
|            |                                                                                                 |                                                              |
| <b>No.</b> | <b>Kategori</b>                                                                                 | <b>Jawaban</b>                                               |
| 1.         | Jenis Kelamin                                                                                   | Laki-laki                                                    |
|            |                                                                                                 | Perempuan                                                    |
| 2.         | Usia                                                                                            | 17-30 Tahun                                                  |
|            |                                                                                                 | 31-44 Tahun                                                  |
|            |                                                                                                 | 45-60 Tahun                                                  |
|            |                                                                                                 | Diatas 60 Tahun                                              |
| 3.         | Domisili Saat Ini                                                                               | Jakarta                                                      |
|            |                                                                                                 | Diluar Jakarta (Terima kasih, kuesioner cukup sampai disini) |
| 4.         | Pekerjaan                                                                                       | Pelajar/Mahasiswa                                            |
|            |                                                                                                 | Karyawan                                                     |
|            |                                                                                                 | Wirausaha                                                    |
| 5.         | Pendapatan Per Bulan                                                                            | Dibawah Rp5 Juta                                             |
|            |                                                                                                 | Rp5.000.000 – Rp10.000.000                                   |
|            |                                                                                                 | Diatas Rp 10Juta                                             |
| <b>B.</b>  | <b>Screening</b>                                                                                |                                                              |
| 1.         | Seberapa sering Anda menggunakan media sosial untuk mencari informasi atau ulasan produk?       | Setiap hari                                                  |
|            |                                                                                                 | Beberapa kali seminggu                                       |
|            |                                                                                                 | Hanya ketika ingin melakukan pembelian                       |
|            |                                                                                                 | Tidak pernah (Terima kasih, kuesioner cukup sampai disini)   |
| <b>C.</b>  | <b>Petunjuk Pengerjaan</b>                                                                      |                                                              |
|            | Petunjuk:<br>Mohon untuk mengisi kuesioner ini dengan jujur dan cermat.<br>Berikan jawaban yang |                                                              |

|            |                                                                                                                                                                                                                                                                                                      |                        |           |          |          |           |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-----------|----------|----------|-----------|
|            | <p>paling sesuai dengan pendapat Anda berdasarkan skala berikut:</p> <p>1 = Sangat Tidak Setuju,</p> <p>2 = Tidak Setuju,</p> <p>3 = Netral,</p> <p>4 = Setuju,</p> <p>5 = Sangat Setuju</p> <p>Tidak ada jawaban benar atau salah. Semua berdasarkan pada pengalaman dan persepsi pribadi Anda.</p> |                        |           |          |          |           |
| <b>No.</b> | <b>Pernyataan</b>                                                                                                                                                                                                                                                                                    | <b>Pilihan Jawaban</b> |           |          |          |           |
|            | <b><i>e-WOM</i></b>                                                                                                                                                                                                                                                                                  | <b>STS</b>             | <b>TS</b> | <b>N</b> | <b>S</b> | <b>SS</b> |
|            | <b>Kredibilitas <i>e-WOM</i></b>                                                                                                                                                                                                                                                                     |                        |           |          |          |           |
|            | Saya percaya bahwa ulasan <i>online</i> tentang Suzuki GSX-R150 dapat dipercaya.                                                                                                                                                                                                                     |                        |           |          |          |           |
|            | <b>Kegunaan <i>e-WOM</i></b>                                                                                                                                                                                                                                                                         |                        |           |          |          |           |
|            | Ulasan <i>online</i> mengenai GSX-R150 sangat membantu saya dalam memahami kualitas produk.                                                                                                                                                                                                          |                        |           |          |          |           |
|            | <b>Sikap terhadap <i>e-WOM</i></b>                                                                                                                                                                                                                                                                   |                        |           |          |          |           |
|            | Saya merasa ulasan <i>online</i> memberikan manfaat yang nyata dalam keputusan pembelian saya.                                                                                                                                                                                                       |                        |           |          |          |           |

|  |                                                                                  |  |  |  |  |  |
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|  | <b>Adopsi informasi <i>e-WOM</i></b>                                             |  |  |  |  |  |
|  | Saya menggunakan ulasan <i>online</i> saat mempertimbangkan membeli GSX-R150.    |  |  |  |  |  |
|  | <b>Volume dan intensitas <i>e-WOM</i></b>                                        |  |  |  |  |  |
|  | Saya sering menjumpai ulasan atau diskusi <i>online</i> tentang Suzuki GSX-R150. |  |  |  |  |  |
|  | <b>Brand Image</b>                                                               |  |  |  |  |  |
|  | <b>Keunikan Merek</b>                                                            |  |  |  |  |  |
|  | Saya menganggap Suzuki GSX-R150 memiliki keunikan dibanding motor sport lain.    |  |  |  |  |  |
|  | <b>Keaslian Citra Merek</b>                                                      |  |  |  |  |  |
|  | Saya merasa citra GSX-R150 mencerminkan identitas Suzuki dengan baik.            |  |  |  |  |  |
|  | <b>Kebanggaan menggunakan merek</b>                                              |  |  |  |  |  |
|  | Saya merasa bangga menggunakan motor merek Suzuki.                               |  |  |  |  |  |
|  | <b>Daya tarik visual merek</b>                                                   |  |  |  |  |  |
|  | Saya menilai desain GSX-R150 sangat menarik secara visual.                       |  |  |  |  |  |
|  | <b>Asosiasi positif terhadap merek</b>                                           |  |  |  |  |  |
|  | Saya memiliki asosiasi positif dengan merek Suzuki di benak saya.                |  |  |  |  |  |

|  |                                                                               |  |  |  |  |  |
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|  | <b>Persepsi Kualitas</b>                                                      |  |  |  |  |  |
|  | <b>Kualitas performa motor</b>                                                |  |  |  |  |  |
|  | Saya merasa performa mesin GSX-R150 sesuai dengan yang saya harapkan.         |  |  |  |  |  |
|  | <b>Keandalan fitur &amp; teknologi</b>                                        |  |  |  |  |  |
|  | Saya menilai fitur GSX-R150 cukup andal                                       |  |  |  |  |  |
|  | <b>Reputasi merek Suzuki</b>                                                  |  |  |  |  |  |
|  | Suzuki dikenal sebagai produsen motor dengan reputasi yang baik.              |  |  |  |  |  |
|  | <b>Kepuasan pengalaman awal</b>                                               |  |  |  |  |  |
|  | Saya puas dengan pengalaman pertama saya dalam mencoba atau melihat GSX-R150. |  |  |  |  |  |
|  | <b>Nilai manfaat terhadap harga</b>                                           |  |  |  |  |  |
|  | Saya merasa harga GSX-R150 sepadan dengan kualitas yang ditawarkan.           |  |  |  |  |  |
|  | <b>Keputusan Pembelian</b>                                                    |  |  |  |  |  |
|  | <b>Keinginan membeli</b>                                                      |  |  |  |  |  |
|  | Saya memiliki keinginan kuat untuk membeli GSX-R150 dalam waktu dekat.        |  |  |  |  |  |
|  | <b>Kemantapan keputusan</b>                                                   |  |  |  |  |  |
|  | Saya yakin bahwa memilih GSX-R150                                             |  |  |  |  |  |

|                                           |                                                                       |  |  |  |  |  |
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|                                           | adalah keputusan yang tepat.                                          |  |  |  |  |  |
| <b>Rekomendasi kepada orang lain</b>      |                                                                       |  |  |  |  |  |
|                                           | Saya bersedia merekomendasikan GSX-R150 kepada teman atau keluarga.   |  |  |  |  |  |
| <b>Pengaruh ulasan/konten</b>             |                                                                       |  |  |  |  |  |
|                                           | Ulasan di internet memengaruhi keputusan saya untuk membeli GSX-R150. |  |  |  |  |  |
| <b>Pertimbangan alternatif kompetitor</b> |                                                                       |  |  |  |  |  |
|                                           | Saya membandingkan GSX-R150 dengan motor lain sebelum membeli.        |  |  |  |  |  |

## 2. Data Kuesioner e-WOM

| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 |
|------|------|------|------|------|
| 4    | 4    | 4    | 4    | 4    |
| 4    | 4    | 5    | 5    | 5    |
| 3    | 4    | 5    | 5    | 5    |
| 4    | 4    | 5    | 5    | 5    |
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| 4    | 4    | 4    | 4    | 4    |

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| 5 | 5 | 4 | 5 | 3 |
| 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 4 |
| 4 | 4 | 5 | 5 | 4 |
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| 5 | 4 | 4 | 5 | 5 |
| 5 | 5 | 4 | 4 | 5 |
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| 4 | 3 | 3 | 4 | 4 |
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| 3 | 4 | 4 | 4 | 2 |
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| 4 | 5 | 5 | 5 | 5 |
| 4 | 5 | 4 | 4 | 2 |
| 2 | 2 | 1 | 2 | 1 |
| 2 | 2 | 1 | 2 | 2 |
| 2 | 2 | 1 | 2 | 1 |
| 2 | 2 | 1 | 2 | 1 |
| 2 | 2 | 2 | 2 | 2 |
| 2 | 2 | 1 | 2 | 2 |
| 4 | 5 | 4 | 5 | 5 |
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| 3 | 4 | 4 | 4 | 2 |
| 3 | 4 | 4 | 4 | 5 |
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| 4 | 5 | 5 | 5 | 4 |

### 3. Data Kuesioner Brand Image

| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 |
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| 2 | 4 | 5 | 5 | 4 |
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| 3 | 4 | 4 | 5 | 3 |
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| 5 | 4 | 5 | 5 | 5 |
| 4 | 3 | 3 | 4 | 3 |
| 5 | 3 | 3 | 4 | 5 |
| 5 | 4 | 4 | 5 | 5 |
| 1 | 4 | 4 | 5 | 5 |
| 2 | 4 | 5 | 5 | 4 |

|   |   |   |   |   |
|---|---|---|---|---|
| 3 | 4 | 3 | 4 | 5 |
| 2 | 4 | 4 | 5 | 4 |
| 4 | 4 | 5 | 2 | 3 |
| 5 | 4 | 5 | 5 | 3 |
| 5 | 4 | 5 | 3 | 4 |
| 4 | 5 | 5 | 3 | 3 |
| 4 | 5 | 3 | 5 | 5 |
| 2 | 4 | 4 | 5 | 3 |
| 5 | 4 | 4 | 5 | 5 |
| 2 | 3 | 3 | 4 | 4 |

#### 4. Data Kuesioner Persepsi Kualitas

| Z1 | Z2 | Z3 | Z4 | Z5 |
|----|----|----|----|----|
| 5  | 5  | 4  | 5  | 5  |
| 5  | 5  | 5  | 5  | 5  |
| 5  | 5  | 5  | 5  | 5  |
| 5  | 5  | 5  | 5  | 5  |
| 5  | 3  | 5  | 5  | 5  |
| 3  | 2  | 3  | 3  | 2  |
| 5  | 5  | 4  | 4  | 5  |
| 4  | 3  | 4  | 4  | 3  |
| 5  | 4  | 5  | 5  | 5  |
| 5  | 5  | 5  | 5  | 5  |
| 4  | 4  | 4  | 4  | 3  |
| 5  | 3  | 4  | 4  | 4  |
| 3  | 3  | 4  | 3  | 3  |
| 5  | 5  | 5  | 4  | 5  |
| 3  | 3  | 4  | 4  | 4  |
| 4  | 4  | 5  | 5  | 5  |
| 5  | 5  | 5  | 5  | 5  |
| 4  | 3  | 3  | 4  | 5  |
| 5  | 4  | 5  | 4  | 4  |
| 4  | 5  | 3  | 3  | 4  |
| 4  | 4  | 3  | 4  | 5  |
| 3  | 4  | 4  | 4  | 5  |
| 5  | 4  | 5  | 4  | 5  |
| 4  | 4  | 4  | 5  | 4  |
| 5  | 4  | 5  | 5  | 5  |



|   |   |   |   |   |
|---|---|---|---|---|
| 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 3 | 5 | 5 |
| 5 | 5 | 3 | 5 | 5 |
| 5 | 4 | 4 | 5 | 5 |
| 5 | 3 | 3 | 4 | 5 |
| 5 | 2 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 5 |
| 4 | 4 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 5 | 5 |
| 4 | 5 | 3 | 4 | 5 |
| 4 | 4 | 5 | 5 | 4 |
| 3 | 3 | 4 | 5 | 4 |
| 3 | 4 | 4 | 5 | 4 |
| 5 | 5 | 3 | 3 | 4 |
| 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 5 | 5 | 4 |
| 3 | 4 | 4 | 5 | 3 |
| 5 | 5 | 4 | 3 | 5 |
| 4 | 4 | 5 | 3 | 4 |
| 4 | 4 | 5 | 5 | 4 |
| 5 | 5 | 4 | 4 | 4 |
| 4 | 3 | 4 | 4 | 5 |
| 5 | 4 | 4 | 5 | 1 |
| 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 3 | 4 |
| 5 | 5 | 5 | 4 | 4 |
| 3 | 4 | 4 | 3 | 5 |
| 5 | 5 | 4 | 4 | 3 |
| 4 | 5 | 4 | 3 | 5 |
| 5 | 5 | 4 | 5 | 5 |
| 4 | 4 | 5 | 5 | 5 |
| 4 | 4 | 4 | 5 | 4 |
| 4 | 5 | 5 | 4 | 4 |
| 4 | 4 | 5 | 4 | 3 |
| 5 | 5 | 4 | 5 | 4 |

|   |   |   |   |   |
|---|---|---|---|---|
| 4 | 4 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 4 |
| 5 | 4 | 4 | 5 | 4 |
| 4 | 4 | 5 | 5 | 3 |
| 4 | 4 | 5 | 4 | 4 |
| 5 | 5 | 4 | 4 | 5 |
| 5 | 4 | 5 | 5 | 5 |
| 5 | 5 | 4 | 4 | 5 |
| 4 | 4 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 5 |
| 5 | 4 | 5 | 5 | 5 |
| 4 | 5 | 5 | 4 | 5 |
| 5 | 5 | 5 | 4 | 4 |
| 5 | 5 | 4 | 4 | 5 |
| 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 4 | 5 |
| 1 | 3 | 4 | 5 | 4 |
| 5 | 5 | 3 | 4 | 1 |
| 5 | 5 | 4 | 5 | 5 |
| 5 | 4 | 5 | 5 | 3 |
| 5 | 4 | 4 | 5 | 2 |
| 2 | 2 | 5 | 3 | 3 |
| 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 4 | 5 | 4 |
| 5 | 5 | 4 | 4 | 5 |
| 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 5 |
| 5 | 4 | 4 | 4 | 5 |
| 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 4 | 5 | 3 |
| 4 | 4 | 4 | 5 | 5 |
| 4 | 4 | 5 | 4 | 3 |
| 5 | 3 | 4 | 5 | 3 |
| 3 | 3 | 5 | 4 | 3 |
| 5 | 4 | 4 | 5 | 5 |

|   |   |   |   |   |
|---|---|---|---|---|
| 2 | 4 | 5 | 4 | 3 |
| 5 | 4 | 3 | 4 | 3 |
| 1 | 4 | 5 | 3 | 2 |
| 4 | 4 | 5 | 5 | 4 |
| 3 | 3 | 3 | 4 | 3 |
| 4 | 5 | 4 | 4 | 5 |
| 3 | 4 | 4 | 4 | 4 |
| 4 | 3 | 3 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 2 | 2 |
| 5 | 5 | 3 | 5 | 5 |
| 5 | 4 | 5 | 5 | 5 |
| 4 | 4 | 3 | 3 | 2 |
| 4 | 5 | 5 | 4 | 4 |
| 5 | 4 | 5 | 5 | 4 |
| 4 | 5 | 4 | 5 | 5 |
| 3 | 3 | 4 | 3 | 4 |
| 3 | 3 | 4 | 3 | 4 |
| 3 | 3 | 3 | 4 | 3 |
| 3 | 3 | 4 | 4 | 4 |
| 4 | 3 | 4 | 4 | 2 |
| 4 | 3 | 3 | 4 | 3 |
| 4 | 3 | 3 | 4 | 3 |
| 3 | 4 | 4 | 3 | 3 |
| 4 | 4 | 3 | 3 | 4 |
| 3 | 5 | 3 | 3 | 4 |
| 4 | 4 | 5 | 4 | 3 |
| 4 | 4 | 3 | 4 | 4 |
| 3 | 4 | 4 | 2 | 3 |
| 4 | 5 | 3 | 4 | 5 |
| 4 | 5 | 5 | 5 | 3 |
| 4 | 4 | 5 | 5 | 2 |
| 3 | 4 | 4 | 4 | 5 |
| 5 | 4 | 5 | 5 | 5 |
| 4 | 5 | 3 | 4 | 4 |
| 4 | 5 | 3 | 4 | 5 |
| 2 | 1 | 1 | 2 | 2 |

|   |   |   |   |   |
|---|---|---|---|---|
| 2 | 3 | 4 | 2 | 3 |
| 5 | 4 | 4 | 5 | 5 |
| 2 | 1 | 1 | 2 | 2 |
| 1 | 2 | 2 | 1 | 1 |
| 1 | 1 | 2 | 2 | 2 |
| 2 | 2 | 1 | 2 | 1 |
| 1 | 2 | 2 | 2 | 1 |
| 2 | 2 | 1 | 1 | 2 |
| 5 | 5 | 5 | 4 | 5 |
| 4 | 4 | 5 | 5 | 4 |
| 4 | 4 | 5 | 5 | 4 |
| 5 | 5 | 4 | 4 | 5 |
| 5 | 4 | 4 | 5 | 5 |
| 4 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 4 | 3 |
| 4 | 5 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 5 | 5 |
| 4 | 4 | 5 | 4 | 5 |
| 5 | 5 | 4 | 4 | 5 |
| 4 | 4 | 5 | 5 | 4 |
| 5 | 5 | 4 | 4 | 5 |
| 5 | 5 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 5 | 4 |
| 4 | 5 | 4 | 5 | 5 |
| 4 | 5 | 4 | 4 | 5 |
| 4 | 5 | 5 | 4 | 4 |
| 5 | 5 | 3 | 4 | 2 |
| 5 | 4 | 5 | 4 | 2 |
| 5 | 4 | 5 | 4 | 5 |
| 4 | 5 | 4 | 5 | 5 |
| 3 | 4 | 4 | 5 | 3 |
| 4 | 3 | 3 | 4 | 2 |
| 4 | 5 | 5 | 4 | 4 |
| 5 | 5 | 4 | 4 | 2 |
| 4 | 5 | 5 | 4 | 4 |

|   |   |   |   |   |
|---|---|---|---|---|
| 4 | 5 | 5 | 4 | 3 |
| 3 | 4 | 4 | 5 | 3 |
| 4 | 5 | 5 | 4 | 5 |
| 3 | 4 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 1 | 3 | 3 | 4 |
| 4 | 3 | 3 | 3 | 4 |
| 3 | 3 | 3 | 2 | 2 |
| 5 | 5 | 4 | 5 | 5 |
| 3 | 3 | 4 | 5 | 3 |
| 3 | 4 | 4 | 3 | 4 |
| 3 | 3 | 4 | 2 | 1 |
| 3 | 4 | 3 | 5 | 5 |
| 4 | 5 | 5 | 4 | 1 |
| 4 | 5 | 4 | 5 | 5 |
| 5 | 4 | 3 | 3 | 3 |
| 4 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 5 | 4 |
| 4 | 5 | 5 | 4 | 4 |
| 2 | 4 | 5 | 3 | 3 |
| 5 | 5 | 4 | 5 | 5 |
| 4 | 5 | 4 | 4 | 5 |
| 4 | 5 | 5 | 4 | 3 |
| 4 | 5 | 4 | 3 | 2 |

##### 5. Data Kuesioner Keputusan Pembelian

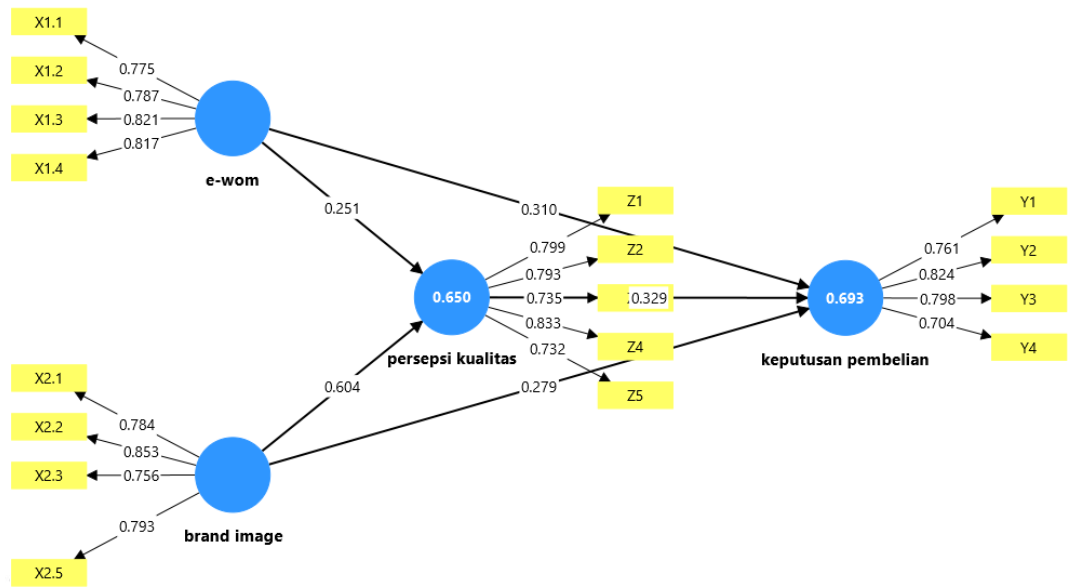
| Y1 | Y2 | Y3 | Y4 | Y5 |
|----|----|----|----|----|
| 5  | 5  | 5  | 4  | 5  |
| 5  | 5  | 5  | 5  | 5  |
| 1  | 5  | 4  | 5  | 5  |
| 5  | 5  | 5  | 5  | 5  |
| 5  | 5  | 5  | 5  | 5  |
| 2  | 3  | 3  | 2  | 4  |
| 5  | 5  | 5  | 5  | 5  |
| 4  | 4  | 3  | 4  | 4  |
| 5  | 4  | 5  | 2  | 4  |
| 5  | 5  | 5  | 4  | 4  |
| 3  | 3  | 4  | 3  | 3  |

|   |   |   |   |   |
|---|---|---|---|---|
| 3 | 3 | 4 | 4 | 5 |
| 1 | 1 | 3 | 3 | 1 |
| 5 | 4 | 3 | 4 | 3 |
| 5 | 5 | 4 | 2 | 5 |
| 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 3 | 5 |
| 4 | 3 | 4 | 4 | 5 |
| 5 | 5 | 4 | 5 | 5 |
| 4 | 5 | 4 | 4 | 4 |
| 5 | 3 | 4 | 5 | 5 |
| 4 | 4 | 3 | 3 | 4 |
| 5 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 |

#### 6. Hasil Uji *Outer Loadings*

| Outer loadings - Matrix |             |       |                     |                   |
|-------------------------|-------------|-------|---------------------|-------------------|
|                         | brand image | e-wom | keputusan pembelian | persepsi kualitas |
| X1.1                    |             | 0.775 |                     |                   |
| X1.2                    |             | 0.787 |                     |                   |
| X1.3                    |             | 0.821 |                     |                   |
| X1.4                    |             | 0.817 |                     |                   |
| X2.1                    | 0.784       |       |                     |                   |
| X2.2                    | 0.853       |       |                     |                   |
| X2.3                    | 0.756       |       |                     |                   |
| X2.5                    | 0.793       |       |                     |                   |
| Y1                      |             |       | 0.761               |                   |
| Y2                      |             |       | 0.824               |                   |
| Y3                      |             |       | 0.798               |                   |
| Y4                      |             |       | 0.704               |                   |
| Z1                      |             |       |                     | 0.799             |
| Z2                      |             |       |                     | 0.793             |
| Z3                      |             |       |                     | 0.735             |
| Z4                      |             |       |                     | 0.833             |
| Z5                      |             |       |                     | 0.732             |

## 7. Grafik Model Hasil Analisis Data SmartPLS4.0



## 8. Hasil Uji Cronbach's Alpha, Composite Reliability, dan Average Variance Extracted

| Construct reliability and validity - Overview |                  |                                 |                               |                              |
|-----------------------------------------------|------------------|---------------------------------|-------------------------------|------------------------------|
|                                               | Cronbach's alpha | Composite reliability (rho_...) | Composite reliability (rho_c) | Average variance extracte... |
| brand image                                   | 0.809            | 0.814                           | 0.875                         | 0.636                        |
| e-wom                                         | 0.813            | 0.815                           | 0.877                         | 0.640                        |
| keputusan pembelian                           | 0.775            | 0.784                           | 0.855                         | 0.598                        |
| persepsi kualitas                             | 0.838            | 0.842                           | 0.885                         | 0.608                        |

## 9. Hasil Uji Diskriminan Fornell-Larcker Criterion

| Discriminant validity - Fornell-Larcker criterion |             |       |                     |                   |
|---------------------------------------------------|-------------|-------|---------------------|-------------------|
|                                                   | brand image | e-wom | keputusan pembelian | persepsi kualitas |
| brand image                                       | 0.798       |       |                     |                   |
| e-wom                                             | 0.729       | 0.800 |                     |                   |
| keputusan pembelian                               | 0.764       | 0.741 | 0.773               |                   |
| persepsi kualitas                                 | 0.788       | 0.692 | 0.763               | 0.780             |

## 10. Hasil Uji R Square

| R-square - Overview |          |                   |
|---------------------|----------|-------------------|
|                     | R-square | R-square adjusted |
| keputusan pembelian | 0.693    | 0.689             |
| persepsi kualitas   | 0.650    | 0.646             |

## 11. Hasil Uji F Square

| f-square - Matrix   |             |       |                     |                   |
|---------------------|-------------|-------|---------------------|-------------------|
|                     | brand image | e-wom | keputusan pembelian | persepsi kualitas |
| brand image         |             |       | 0.080               | 0.489             |
| e-wom               |             |       | 0.136               | 0.085             |
| keputusan pembelian |             |       |                     |                   |
| persepsi kualitas   |             |       | 0.123               |                   |

## 12. Hasil Uji Hipotesis t-statistics dan p-value

| Path coefficients - Mean, STDEV, T values, p values |                     |                 |                            |                          |          | Copy to Excel |
|-----------------------------------------------------|---------------------|-----------------|----------------------------|--------------------------|----------|---------------|
|                                                     | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics ( O/STDEV ) | P values |               |
| brand image -> keputusan ...                        | 0.279               | 0.276           | 0.070                      | 3.973                    | 0.000    |               |
| brand image -> persepsi k...                        | 0.604               | 0.597           | 0.065                      | 9.271                    | 0.000    |               |
| e-wom -> keputusan pemb...                          | 0.310               | 0.312           | 0.060                      | 5.137                    | 0.000    |               |
| e-wom -> persepsi kualitas                          | 0.251               | 0.256           | 0.066                      | 3.828                    | 0.000    |               |
| persepsi kualitas -> keputu...                      | 0.329               | 0.330           | 0.077                      | 4.278                    | 0.000    |               |



### 13. Lembar Bimbingan Seminar Proposal hingga Seminar Hasil

|                                                                                                                      |                                         |                      |
|----------------------------------------------------------------------------------------------------------------------|-----------------------------------------|----------------------|
| <br>Universitas<br>Pembangunan Jaya | <b>FORMULIR PEMBIMBINGAN SKRIPSI/TA</b> | SPT-I/03/SOP-28/F-03 |
|                                                                                                                      |                                         | No. Bimbingan        |

Nama Mahasiswa : AXEL  
 Prodi/NIM : 2021021142  
 Judul Skripsi/TA yang diajukan : Pengaruh E-wom dan Brand Image terhadap keputusan pembelian Suzuki GSX-R150 di Jakarta dengan persepsi kualitas sebagai Mediasi.

| No | Tanggal    | Materi Pembimbingan                                  | Paraf Mahasiswa                                                                               | Paraf Dosen Pembimbing                                                                |
|----|------------|------------------------------------------------------|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| 1  | 25-02-2025 | Pengajuan judul, informasi ketentuan penulisan bab 1 | <br>Axel   |    |
| 2  | 13-03-2025 | Revisi Bab 1 & 2                                     | <br>Axel   |    |
| 3  | 11-04-2025 | Revisi Bab 1 & 2                                     | <br>Axel   |    |
| 4  | 14-04-2025 | Revisi Bab 1 & 2, Revisi Bab 3                       | <br>Axel  |   |
| 5  | 16-04-2025 | Revisi Bab 1 sampai Bab 3                            | <br>Axel |  |
| 6  | 17-04-2025 | Revisi Bab 1 sampai Bab 3                            | <br>Axel |  |
| 7  |            |                                                      |                                                                                               |                                                                                       |
| 8  |            |                                                      |                                                                                               |                                                                                       |

\* Jika pembimbingan lebih dari minimal 8 kali, mohon membuat salinan formulir ini

|                                                                                             |                                                                                                                                                      |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br>Axel | <br>Dr. Edi Purwanto, S.E, M.M., M.M.T., M.H.,<br>M.MIS., M.T.H. |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                                                                                                      |                                         |                      |
|----------------------------------------------------------------------------------------------------------------------|-----------------------------------------|----------------------|
| <br>Universitas<br>Pembangunan Jaya | <b>FORMULIR PEMBIMBINGAN SKRIPSI/TA</b> | SPT-I/03/SOP-28/F-03 |
|                                                                                                                      |                                         | No. Dokumen          |

Nama Mahasiswa : Axel  
 Prodi/NIM : Manajemen Blended / 20210212142  
 Judul Skripsi/TA yang diajukan : Pengaruh e-WOM Dan *Brand Image* Terhadap Keputusan Pembelian Suzuki Gsx-R150 Di Jakarta Dengan Persepsi Kualitas Sebagai Mediasi

| No | Tanggal      | Materi Pembimbingan | Paraf Mahasiswa                                                                    | Paraf Dosen Pembimbing                                                              |
|----|--------------|---------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| 1  | 27 Mei 2016  | Pengisian kuesioner |  |  |
| 2  | 01 Juni 2016 | Uji Pilot           |  |  |
| 3  | 08 Juni 2016 | Pengumpulan bab 1-5 |  |  |
| 4  | 23 Juni 2016 | Revisi bab 1-5      |  |  |
| 5  |              |                     |                                                                                    |                                                                                     |
| 6  |              |                     |                                                                                    |                                                                                     |
| 7  |              |                     |                                                                                    |                                                                                     |
| 8  |              |                     |                                                                                    |                                                                                     |

\* Jika pembimbingan lebih dari minimal 8 kali, mohon membuat salinan formulir ini

|                                                                                             |                                                                                                                                                      |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br>Axel | <br>Dr. Edi Purwanto, S.E., M.M., M.M.T., M.H.,<br>M.MIS., M.Th. |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|

#### 14. Form Revisi Mahasiswa

|                                                                                                                      |                                     |                      |
|----------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------------------|
| <br>Universitas<br>Pembangunan Jaya | <b>FORMULIR REVISI SKRIPSI / TA</b> | SPT-I/04/SOP-06/F-05 |
|                                                                                                                      |                                     | No. Rekaman          |

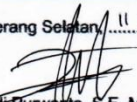
Nama Mahasiswa : Axel  
Program Studi/NIM : Manajemen/2021021142  
Judul Skripsi : Pengaruh e-WOM dan *Brand Image* terhadap Keputusan Pembelian Suzuki GSX-R150 di Jakarta dengan Persepsi Kualitas sebagai Mediasi  
Jadwal Sidang : Senin, 07 Juli 2025  
Dosen Pembimbing : Dr. Edi Purwanto, S.E, M.M., M.M.T., M.H., M.MIS., M.TH.

Berdasarkan hasil evaluasi pada Sidang Skripsi, maka Skripsi yang disusun oleh mahasiswa tersebut perlu dilakukan revisi, dengan rincian sebagai berikut:

— Revisi sesuai arahan pengaji

— Tambahkan implikasi pada pembahasan

Tangerang Selatan, 11 Juli 2025

  
Dr. Edi Purwanto, S.E, M.M., M.M.T., M.H., M.MIS., M.TH.\*  
\*Ditandatangani setelah mahasiswa menyelesaikan revisi

|                                                                                                                      |                                     |                      |
|----------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------------------|
| <br>Universitas<br>Pembangunan Jaya | <b>FORMULIR REVISI SKRIPSI / TA</b> | SPT-I/04/SOP-06/F-05 |
|                                                                                                                      |                                     | No. Rekaman          |

Nama Mahasiswa : Axel  
 Program Studi/NIM : Manajemen/2021021142  
 Judul Skripsi : Pengaruh e-WOM dan *Brand Image* terhadap Keputusan Pembelian Suzuki GSX-R150 di Jakarta dengan Persepsi Kualitas sebagai Mediasi  
 Jadwal Sidang : Senin, 07 Juli 2025  
 Dosen Pembimbing : Dr. Dede Suleman, S.E., M.M., CMA.

Berdasarkan hasil evaluasi pada Sidang Skripsi, maka Skripsi yang disusun oleh mahasiswa tersebut perlu dilakukan revisi, dengan rincian sebagai berikut:

- 1) bold : digunakan sisi tulisan rangkai solid
- 2) penulisan diujikan dgn lebih banyak dan akan di median' atau yg tidak di median'
- 3) penulisan diujikan dgn
  - 1) hasil & rumus
  - 2) korelasikan dgn propul Responden
  - 3) kaitan indukan apa yg bisa penguatnya juga Hipotesis

Tangerang Selatan, 11 Juli 2025

  
 Dr. Dede Suleman, S.E., M.M., CMA.\*  
 \*Ditandatangani setelah mahasiswa menyelesaikan revisi

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SPT-I/04/SOP-06/F-05

No. Rekaman

Nama Mahasiswa : Axel  
Program Studi/NIM : Manajemen/2021021142  
Judul Skripsi : Pengaruh e-Wom dan *Brand Image* Terhadap Keputusan Pembelian Suzuki Gsx-R150 Di Jakarta Dengan Persepsi Kualitas Sebagai Mediasi  
Jadwal Sidang : Senin, 07 Juli 2025  
Dosen Penguji 1 : Dr. Mohamad Zein Saleh, S.H., M.M.

Berdasarkan hasil evaluasi pada Sidang Skripsi, maka Skripsi yang disusun oleh mahasiswa tersebut perlu dilakukan revisi, dengan rincian sebagai berikut:

- Typo diperbaiki
- Persepsi kualitas
- Latar Belakang teks Paragraf 4, Cukung Paragraf 2 saja
- Sampelnya yg sudah beli atau belum
- Kerangka konseptual diperbaiki.

Tangerang Selatan, 11 Juli 2025

Dr. Mohamad Zein Saleh, S.H., M.M.\*

\*Ditandatangani setelah mahasiswa menyelesaikan revisi

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