

DAFTAR LAMPIRAN

1. Kuesioner Penelitian	89
2. Data Kuesioner e-WOM	93
3. Data Kuesioner Brand Image	98
4. Data Kuesioner Persepsi Kualitas	104
5. Data Kuesioner Keputusan Pembelian.....	109
6. Hasil Uji Outer Loadings.....	110
7. Grafik Model Hasil Analisis Data SmartPLS4.0	111
8. Hasil Uji Cronbach's Alpha, Composite Reliability, dan Average Variance Extracted.....	111
9. Hasil Uji Diskriminan Fornell-Larcker Criterion.....	111
10. Hasil Uji R Square.....	111
11. Hasil Uji F Square	112
12. Hasil Uji Hipotesis t-statistics dan p-value.....	112
13. Lembar Bimbingan Seminar Proposal hingga Seminar Hasil.....	113