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LAMPIRAN

Lampiran 1 Word of mouth

NO	X1	X2	X3	X4	TOTAL X
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	3	3	4	4	14
	5	5	5	4	19
	4	4	4	5	17



Optimization Software:
www.balesio.com

42	4	4	4	5	17
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Persepsi kemudahan

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299	4	3	4	4	15
300	5	5	5	5	20
301	3	4	4	3	14
302	5	4	5	5	19
303	5	4	5	5	19
304	5	3	3	5	16
305	5	5	5	4	19
306	5	4	4	4	17
307	5	5	5	3	18
308	3	4	3	4	14
	3	4	4	3	14
	4	3	4	3	14
	5	3	5	3	16
	4	3	5	5	17
	5	5	5	3	18
	5	5	5	5	20



315	4	4	4	3	15
316	3	3	3	3	12
317	4	4	4	4	16
318	5	4	4	3	16
319	3	4	5	4	16
320	4	5	4	4	17
321	5	5	5	5	20
322	5	5	5	5	20
323	5	5	5	5	20
324	5	5	5	3	18
325	4	4	4	2	14
326	4	5	4	4	17
327	5	4	5	5	19
328	3	3	3	3	12
329	5	3	4	3	15
330	3	3	3	3	12
331	4	4	4	4	16
332	5	5	5	3	18
333	5	5	4	4	18
334	5	4	4	4	17
335	5	5	5	5	20
336	1	1	1	1	4
337	5	5	5	5	20
338	5	5	5	5	20
339	5	4	5	3	17
340	4	3	4	4	15
341	5	5	5	5	20
342	5	5	5	3	18
343	5	5	5	5	20
344	5	4	5	5	19
345	4	3	4	3	14
346	5	4	4	3	16
347	5	5	5	4	19
348	5	5	3	5	18
349	3	3	3	3	12
350	2	2	1	2	7
351	4	4	4	4	16
352	5	3	3	5	16
353	5	4	4	3	16
	5	3	5	3	16
	5	5	5	5	20
	4	4	4	4	16
	5	2	3	3	13
	3	1	1	4	9
	4	4	4	2	14



360	5	5	5	5	20
361	4	4	4	3	15
362	5	4	5	4	18
363	3	5	3	3	14
364	1	1	1	1	4
365	4	3	4	4	15
366	3	3	3	5	14
367	5	4	5	4	18
368	4	3	4	5	16
369	2	2	2	3	9
370	3	4	4	4	15
371	5	3	3	3	14
372	3	3	3	1	10
373	4	4	4	5	17
374	2	3	4	5	14
375	3	4	3	3	13
376	2	4	3	4	13
377	1	2	3	5	11
378	3	3	3	3	12
379	3	4	3	5	15
380	3	4	4	5	16
381	5	4	5	4	18
382	5	3	5	3	16
383	4	3	5	4	16
384	5	5	3	3	16
385	3	3	5	3	14
386	4	4	4	4	16
387	3	3	3	5	14
388	4	4	4	3	15
389	5	4	4	3	16
390	3	4	5	3	15
391	4	5	4	4	17
392	5	5	5	3	18
393	5	5	5	4	19
394	5	5	3	2	15
395	3	3	5	5	16
396	4	4	4	3	15
397	3	4	3	3	13
398	5	5	5	5	20
	4	4	5	1	14

n 4

Correlations

	x1	x2	x3	x4	totalx
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x1	Pearson Correlation	1	.544**	.597**	.482**	.792**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	399	399	399	399	399
x2	Pearson Correlation	.544**	1	.706**	.534**	.849**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	399	399	399	399	399
x3	Pearson Correlation	.597**	.706**	1	.568**	.872**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	399	399	399	399	399
x4	Pearson Correlation	.482**	.534**	.568**	1	.783**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	399	399	399	399	399
totalx	Pearson Correlation	.792**	.849**	.872**	.783**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	399	399	399	399	399

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

Correlations

		m1	m2	m3	m4	totalm
m1	Pearson Correlation	1	.534**	.523**	.204**	.758**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	399	399	399	399	399
m2	Pearson Correlation	.534**	1	.644**	.349**	.827**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	399	399	399	399	399
m3	Pearson Correlation	.523**	.644**	1	.371**	.839**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	399	399	399	399	399
m4	Pearson Correlation	.204**	.349**	.371**	1	.617**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	399	399	399	399	399
totalm	Pearson Correlation	.758**	.827**	.839**	.617**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	399	399	399	399	399

tion is significant at the 0.01 level (2-tailed).



Correlations

		y1	y2	y3	y4	totaly
y1	Pearson Correlation	1	.550**	.552**	.363**	.771**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	399	399	399	399	399
y2	Pearson Correlation	.550**	1	.695**	.510**	.848**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	399	399	399	399	399
y3	Pearson Correlation	.552**	.695**	1	.556**	.865**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	399	399	399	399	399
y4	Pearson Correlation	.363**	.510**	.556**	1	.749**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	399	399	399	399	399
totaly	Pearson Correlation	.771**	.848**	.865**	.749**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	399	399	399	399	399

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

Lampiran 4

Reliability Statistics (X)

Cronbach's Alpha	N of Items
.823	5

Reliability Statistics (M)

Cronbach's Alpha	N of Items
.803	5

Reliability Statistics (Y)

Cronbach's Alpha	N of Items
.817	5



Lampiran 5

x1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	4	1.0	1.0	1.0
	tidak setuju	7	1.8	1.8	2.8
	ragu-ragu	62	15.5	15.5	18.3
	setuju	196	49.0	49.1	67.4
	sangat setuju	130	32.5	32.6	100.0
	Total	399	99.8	100.0	
Missing	System	1	.3		
Total		400	100.0		

x2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	5	1.3	1.3	1.3
	tidak setuju	14	3.5	3.5	4.8
	ragu-ragu	64	16.0	16.0	20.8
	setuju	199	49.8	49.9	70.7
	sangat setuju	117	29.3	29.3	100.0
	Total	399	99.8	100.0	
Missing	System	1	.3		
Total		400	100.0		

x3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	5	1.3	1.3	1.3
	tidak setuju	9	2.3	2.3	3.5
	ragu-ragu	70	17.5	17.5	21.1
	setuju	196	49.0	49.1	70.2



	sangat setuju	119	29.8	29.8	100.0
	Total	399	99.8	100.0	
Missing	System	1	.3		
Total		400	100.0		

x4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	7	1.8	1.8	1.8
	tidak setuju	4	1.0	1.0	2.8
	ragu-ragu	69	17.3	17.3	20.1
	setuju	203	50.7	50.9	70.9
	sangat setuju	116	29.0	29.1	100.0
	Total	399	99.8	100.0	
Missing	System	1	.3		
Total		400	100.0		

m1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	16	4.0	4.0	4.0
	tidak setuju	33	8.3	8.3	12.3
	ragu-ragu	117	29.3	29.3	41.6
	setuju	154	38.5	38.6	80.2
	sangat setuju	79	19.8	19.8	100.0
	Total	399	99.8	100.0	
Missing	System	1	.3		
		400	100.0		



m2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	7	1.8	1.8	1.8
	tidak setuju	22	5.5	5.5	7.3
	ragu-ragu	111	27.8	27.8	35.1
	setuju	171	42.8	42.9	77.9
	sangat setuju	88	22.0	22.1	100.0
	Total	399	99.8	100.0	
Missing	System	1	.3		
Total		400	100.0		

m3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	15	3.8	3.8	3.8
	tidak setuju	18	4.5	4.5	8.3
	ragu-ragu	107	26.8	26.8	35.1
	setuju	164	41.0	41.1	76.2
	sangat setuju	95	23.8	23.8	100.0
	Total	399	99.8	100.0	
Missing	System	1	.3		
Total		400	100.0		

m4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	5	1.3	1.3	1.3
	tidak setuju	14	3.5	3.5	4.8
	ragu-ragu	115	28.7	28.8	33.6
	setuju	152	38.0	38.1	71.7
	sangat setuju	113	28.2	28.3	100.0
	Total	399	99.8	100.0	



Missing	System	1	.3	
Total		400	100.0	

y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	8	2.0	2.0	2.0
	tidak setuju	15	3.8	3.8	5.8
	ragu-ragu	56	14.0	14.0	19.8
	setuju	156	39.0	39.1	58.9
	sangat setuju	164	41.0	41.1	100.0
	Total	399	99.8	100.0	
Missing	System	1	.3		
Total		400	100.0		

y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	6	1.5	1.5	1.5
	tidak setuju	8	2.0	2.0	3.5
	ragu-ragu	64	16.0	16.0	19.5
	setuju	176	44.0	44.1	63.7
	sangat setuju	145	36.3	36.3	100.0
	Total	399	99.8	100.0	
Missing	System	1	.3		
Total		400	100.0		

y3

		Frequency	Percent	Valid Percent	Cumulative Percent
	sangat tidak setuju	8	2.0	2.0	2.0



	tidak setuju	9	2.3	2.3	4.3
	ragu-ragu	59	14.8	14.8	19.0
	setuju	182	45.5	45.6	64.7
	sangat setuju	141	35.3	35.3	100.0
	Total	399	99.8	100.0	
Missing	System	1	.3		
Total		400	100.0		

y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	6	1.5	1.5	1.5
	tidak setuju	10	2.5	2.5	4.0
	ragu-ragu	89	22.3	22.3	26.3
	setuju	169	42.3	42.4	68.7
	sangat setuju	125	31.3	31.3	100.0
	Total	399	99.8	100.0	
Missing	System	1	.3		
Total		400	100.0		

Lampiran 6

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
x1	399	1	5	4.11	.795
x2	399	1	5	4.03	.841
x3	399	1	5	4.04	.823
x4	399	1	5	4.05	.813
m1	399	1	5	3.62	1.020
	399	1	5	3.78	.911
	399	1	5	3.77	.986
	399	1	5	3.89	.902
	399	1	5	4.14	.931
	399	1	5	4.12	.853



y3	399	1	5	4.10	.874
y4	399	1	5	3.99	.880
Valid N (listwise)	399				

Lampiran 7

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.578 ^a	.334	.332	2.378

a. Predictors: (Constant), totalx

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.943	.726		6.805	.000
	totalx	.623	.044	.578	14.111	.000

a. Dependent Variable: totalm

Lampiran 8

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.151 ^a	.023	.018	2.830

a. Predictors: (Constant), totalm, totalx

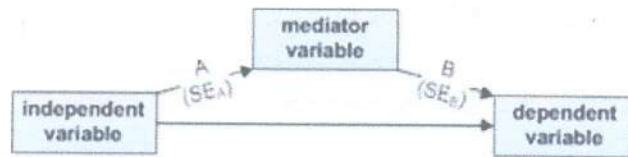
Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	13.799	.913		15.112	.000
	totalx	.047	.064	.045	.735	.463
	totalm	.118	.060	.121	1.982	.048

Dependent Variable: totaly



Lampiran 9

A: ?B: ? SE_A : ? SE_B : ?

Sobel test statistic: 1.94796577

One-tailed probability: 0.02570953

Two-tailed probability: 0.05141906

