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LAMPIRAN 1

KUESIONER PENELITIAN

PERMOHONAN PENGISIAN KUESIONER

Kepada Yth. Bapak/Ibu, Saudara/i

Dengan Hormat,

Dalam rangka menyelesaikan studi pada Program Magister Sains Manajemen di Universitas Hasanuddin saya mengadakan penelitian yang berjudul “**PENGARUH BRAND IMAGE DAN E-SERVICE QUALITY MELALUI E-WOM TERHADAP REPURCHASE INTENTION LAYANAN NETFLIX (STUDI KASUS PADA PENGGUNA NETFLIX KOTA MAKASSAR)**”.

Dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan mengisi kuisisioner in sesuai pendapat dan pengalaman masing-masingi. Atas kesediaan dan bantuan Bapak/Ibu, Saudara/i yang turut berpartisipasi dalam mengisi kuisisioner penelitian ini, saya ucapkan terima kasih.

Peneliti

Dinda Khairunnisa

PETUNJUK PENGISIAN KUESIONER

1. Isilah data diri Bapak/ibu, Saudara/i sesuai dengan keadaan yang sebenarnya pada "IDENTITAS RESPONDEN" 2)
2. Pada lembar-lembar berikut terdapat pernyataan yang membutuhkan tanggapan Saudara/i. Saudara/i dipersilahkan untuk memilih salah satu dari 5 (lima) jawaban yang dianggap paling sesuai dengan kondisi saat ini dengan memberi tanda check (√) pada jawaban yang tersedia untuk setiap nomor pernyataan. Tidak ada jawaban benar atau salah.

KETERANGAN ALTERNATIF JAWABAN:

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

IDENTITAS RESPONDEN:

Nama :

Jenis Kelamin : () Pria () Wanita

Usia : () 17-22 tahun () 23-28 tahun

() 29-34 tahun () > 35 tahun

Pekerjaan :

Berikut adalah pertanyaan yang telah disediakan pada setiap variabel yang ada dalam penelitian ini

1. *Brand image* (X1)

No.	Pernyataan	SS	S	N	TS	STS
Keunggulan (Favorable)						
1	Netflix menawarkan kualitas konten yang lebih baik dan beragam dibandingkan dengan <i>platform</i> streaming lainnya					
Kekuatan (Strenght)						
2	Konten Netflix dapat diterjemahkan ke banyak bahasa membuatnya lebih					

	mudah diakses oleh audiens di seluruh dunia					
3	Netflix membantu saya menemukan konten yang sesuai dengan preferensi saya dengan lebih mudah.					
Keunikan (Uniqueness)						
4	Netflix menawarkan konten orisinal dalam berbagai genre mulai dari drama hingga dokumenter dan acara realitas dengan konsep yang inovatif					

2. E-service quality

No.	Pernyataan	SS	S	N	TS	STS
Efisiensi Layanan (Service Efficiency)						
1	Netflix memberikan kemudahan dalam menggunakan aplikasi dan website untuk semua kalangan.					
2	Sistem rekomendasi Netflix membantu saya menemukan konten yang sesuai dengan preferensi saya dengan efisien.					
Pemenuhan pesanan (Fulfilment)						
3	Saya merasa bahwa Netflix secara konsisten meningkatkan dan memperbarui koleksi kontennya untuk memenuhi kebutuhan pelanggan.					
4	Layanan pelanggan Netflix memberikan respon yang cepat dan solusi yang memuaskan ketika saya mengalami masalah atau pertanyaan.					
Ketersediaan Layanan (Service Availability)						
5	Saya merasa puas dengan ketersediaan subtitle dan dubbing dalam berbagai bahasa untuk konten Netflix.					
6	Ketika saya mencari konten baru untuk ditonton, saya senang menemukan berbagai kategori dan genre yang tersedia di Netflix sehingga saya dapat mengeksplorasi berbagai jenis hiburan					
Privasi dan Keamanan Pelanggan (Customer's Privacy and Security)						
7	Saya merasa bahwa Netflix memberikan opsi yang cukup untuk mengontrol dan mengelola privasi dan keamanan akun saya.					

8	Saya merasa bahwa Netflix secara rutin melakukan pembaruan perangkat lunak dan sistem keamanan mereka untuk melindungi data pelanggan dari ancaman siber yang berkembang.					
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3. *Repurchase intention*

No.	Pernyataan	SS	S	N	TS	STS
Minat Transaksional						
1	Saya merasa bahwa harga langganan Netflix sebanding dengan manfaat yang saya terima dari akses ke beragam konten					
Minat Referensial						
2	Saya lebih memilih untuk menonton serial atau film yang mendapat ulasan positif dari pengguna lain di Netflix					
3	Saya akan merekomendasikan Netflix kepada teman atau keluarga saya untuk menggunakan.					
Minat Preferensial						
4	Saya merasa puas menggunakan Netflix dan tidak akan beralih ke <i>Platform</i> streaming lainnya					
Minat Eksploratif						
5	Saya mencari tahu tentang pengalaman pengguna melalui review di media sosial sebelum berlangganan Netflix .					
6	Mencari tahu tentang pengalaman pengguna Netflix melalui orang terdekat saya (keluarga, teman, dll) yang pernah menggunakan Netflix					

4. *E-WOM*

No.	Pernyataan	SS	S	N	TS	STS
Intensitas						
1	Saya akan melihat seberapa banyak review pengguna sebelum memutuskan untuk menggunakan Netflix					
Konten						
2	Saya mendapatkan informasi yang jelas tentang manfaat, variasi, dan harga layanan Netflix					

Komentar Positif					
3	Saya menggunakan Netflix karena banyaknya komentar positif yang ditulis oleh pengguna di media sosial.				
Komentar Negatif					
4	Setelah melihat review yang buruk, saya memutuskan tidak menggunakan layanan Netflix				

LAMPIRAN 2

HASIL OLAH DATA

BRAND IMAGE (X1)				TOTAL	E-SERVICE QUALITY (X2)								TOTAL
X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	
5	4	5	4	18	4	5	5	5	4	5	4	5	37
4	4	5	5	18	4	3	5	3	5	4	5	4	33
5	5	5	5	20	5	4	4	3	4	5	4	4	33
3	3	4	4	14	3	4	3	3	5	4	4	4	30
4	4	4	4	16	4	4	4	4	4	4	4	4	32
4	5	4	5	18	5	5	5	5	4	4	5	5	38
5	5	5	5	20	5	5	5	5	5	5	5	5	40
5	5	5	5	20	5	5	5	3	5	5	5	5	38
5	5	5	5	20	5	5	5	5	5	5	5	5	40
4	4	5	4	17	4	5	4	4	5	5	5	4	36
4	5	5	4	18	5	5	4	5	5	5	5	5	39
5	5	5	5	20	5	5	5	5	5	5	5	5	40
3	3	4	3	13	3	3	3	3	3	3	3	3	24
4	5	4	5	18	3	4	5	3	5	4	3	2	29
4	5	5	5	19	5	5	5	5	5	5	5	5	40
5	5	5	5	20	4	4	5	4	4	4	4	4	33
4	4	4	3	15	4	5	3	4	4	5	5	5	35
5	5	4	4	18	4	4	5	3	5	4	4	4	33
5	5	5	5	20	5	5	5	4	5	5	4	4	37
5	4	5	5	19	5	5	5	5	5	4	5	5	39
4	5	5	5	19	4	4	4	4	5	5	5	4	35
5	5	5	5	20	5	5	5	3	5	4	4	3	34
4	5	5	5	19	5	5	5	5	5	5	5	5	40
5	5	5	4	19	5	4	5	5	5	5	5	4	38
4	4	3	4	15	4	5	4	4	4	3	4	4	32
3	4	3	3	13	3	3	4	3	5	4	3	3	28
3	4	4	4	15	4	3	4	3	4	4	4	4	30
3	3	3	3	12	3	3	3	3	3	3	3	3	24

4	4	4	4	16	4	4	4	5	4	4	4	4	33
3	3	2	5	13	4	3	4	3	4	4	4	3	29
4	5	4	4	17	3	4	4	4	5	4	4	4	32
4	5	4	5	18	4	4	5	4	5	5	4	4	35
3	4	3	2	12	3	3	4	3	5	2	1	1	22
4	3	4	5	16	4	3	4	5	5	4	5	4	34
5	4	5	3	17	5	4	5	4	5	4	4	5	36
5	5	4	5	19	4	4	5	3	4	4	5	4	33
5	5	4	4	18	3	4	4	3	4	4	3	4	29
5	5	4	5	19	3	4	4	5	3	4	5	3	31
5	4	4	5	18	4	5	4	4	5	4	5	3	34
3	5	4	4	16	4	5	3	4	5	4	4	4	33
4	4	4	4	16	4	4	4	4	4	4	4	4	32
4	4	3	4	15	4	4	5	5	5	5	5	5	38
4	5	3	4	16	5	5	4	3	5	5	5	4	36
4	5	4	4	17	4	5	5	4	5	4	4	4	35
3	3	3	3	12	3	3	3	3	3	3	3	3	24
4	5	4	4	17	4	5	4	5	4	4	3	4	33
5	4	4	4	17	3	4	4	3	4	4	3	4	29
1	3	1	4	9	3	3	5	4	2	3	1	4	25
4	4	4	4	16	4	4	4	4	4	4	4	4	32
5	5	5	5	20	5	5	5	4	5	5	4	4	37
4	3	3	3	13	5	5	5	5	5	5	3	4	37
4	5	3	4	16	5	4	4	4	4	5	5	5	36
5	5	4	3	17	3	4	4	3	5	3	4	3	29
3	4	3	5	15	3	3	3	3	4	4	3	3	26
5	4	5	4	18	4	4	5	4	5	4	4	4	34
4	5	3	4	16	5	4	4	5	4	4	4	3	33
5	4	4	4	17	4	4	4	4	4	5	4	4	33
4	5	4	4	17	5	4	4	3	4	5	4	4	33

5	4	4	4	17	5	4	4	5	4	5	4	4	35
4	5	5	5	19	4	5	5	4	5	5	5	5	38
4	4	5	5	18	4	5	4	5	4	5	4	4	35
4	5	5	5	19	3	5	4	3	5	5	4	4	33
4	5	4	5	18	4	4	3	4	5	4	4	3	31
5	4	4	4	17	4	5	4	5	5	4	4	4	35
4	5	4	4	17	4	5	4	5	5	4	5	4	36
4	5	4	4	17	5	4	3	4	5	4	3	3	31
4	5	4	4	17	5	4	4	5	4	4	5	4	35
4	5	4	5	18	4	5	4	4	5	5	5	4	36
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REPURCHASE INTENTION (Y)						TOTAL	E-WOM (Z)				TOTAL
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4	4	4	5	5	4	26	4	4	4	4	16
4	4	5	4	4	5	26	4	4	4	4	16
4	4	5	4	4	3	24	4	4	4	3	15
4	4	4	2	3	4	21	3	3	4	1	11
4	5	4	4	4	5	26	4	5	4	4	17
4	5	5	5	5	5	29	4	4	4	2	14
4	4	4	4	4	4	24	4	4	4	4	16
4	5	4	4	5	4	26	4	5	4	4	17
4	5	4	4	5	4	26	4	5	5	4	18
4	5	4	5	4	5	27	3	4	5	1	13
4	5	4	4	5	4	26	4	5	4	4	17
5	4	4	5	4	5	27	4	5	5	4	18
4	5	5	4	4	5	27	5	4	5	4	18

4	5	4	4	4	5	26	4	5	4	4	17
5	4	4	4	5	4	26	5	4	5	4	18
5	4	4	5	4	4	26	4	4	4	5	17
4	4	5	4	4	4	25	5	5	4	5	19
4	5	4	4	4	5	26	4	4	5	4	17
4	5	4	4	4	4	25	5	5	4	4	18
4	5	4	4	5	4	26	4	5	4	5	18
4	5	4	4	3	4	24	4	4	5	2	15
4	4	5	4	4	4	25	4	5	4	4	17
4	4	5	4	4	5	26	4	4	4	4	16
4	4	4	5	4	4	25	4	5	4	4	17
4	4	5	4	5	4	26	4	5	4	4	17
4	5	4	4	5	4	26	5	5	4	4	18
4	5	4	4	4	5	26	5	4	4	4	17
4	4	5	4	4	4	25	5	5	4	4	18
5	5	4	4	4	4	26	4	5	4	4	17
4	4	4	4	4	5	25	4	5	4	5	18
4	4	4	4	4	4	24	4	4	5	2	15
4	4	4	4	3	4	23	4	4	5	3	16
4	5	4	5	4	5	27	4	3	5	3	15
4	4	5	4	4	4	25	5	4	4	3	16
4	4	4	3	4	5	24	4	4	4	2	14
4	4	4	5	4	5	26	4	4	4	2	14
5	4	4	4	4	5	26	4	5	5	3	17
5	4	4	4	4	5	26	4	5	4	4	17
4	5	4	4	4	4	25	3	3	4	3	13
4	5	4	3	4	4	24	4	5	4	4	17
4	5	4	4	5	4	26	4	3	4	2	13
4	4	5	4	4	5	26	4	3	4	3	14
4	5	5	4	4	4	26	4	5	4	4	17

4	4	5	4	4	4	25	4	4	4	4	16
4	4	4	4	4	5	25	5	5	4	3	17
5	5	4	4	4	4	26	5	5	4	2	16
4	4	5	4	5	4	26	4	4	5	3	16
4	4	4	5	4	4	25	4	5	4	3	16
4	4	4	4	3	4	23	4	3	3	3	13
5	4	4	5	4	4	26	4	3	4	3	14
4	5	4	4	5	5	27	3	3	4	3	13
3	4	4	4	4	4	23	4	3	4	3	14
4	4	4	4	4	4	24	4	5	4	4	17
4	4	5	4	4	4	25	4	4	4	1	13
4	4	5	4	4	4	25	4	4	4	3	15
4	4	5	4	4	4	25	4	5	5	4	18
4	4	5	4	4	4	25	4	4	4	2	14
4	4	4	5	5	5	27	3	4	5	3	15
4	5	5	4	4	4	26	5	3	4	2	14
4	4	4	5	4	4	25	4	4	4	3	15
4	4	5	5	4	4	26	4	5	5	3	17
4	5	4	4	4	5	26	4	4	4	2	14
5	4	4	4	5	4	26	4	3	4	3	14
4	4	4	3	4	4	23	4	4	4	3	15
5	5	5	5	4	5	29	4	5	4	3	16
4	4	5	5	4	5	27	4	4	5	4	17
4	4	4	4	4	5	25	4	5	5	4	18
4	4	5	4	4	5	26	4	4	4	3	15
4	5	4	4	4	5	26	4	4	4	4	16
5	4	5	5	4	5	28	4	5	5	4	18
5	4	4	4	5	4	26	4	5	4	3	16
4	5	5	4	4	4	26	5	4	4	5	18

LAMPIRAN 3

HASIL ANALISIS DATA

1. Hasil Uji Validitas

Brand image (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	TOTAL_X1
X1.1	Pearson Correlation	1	.163*	.574**	.242**	.696**
	Sig. (2-tailed)		.015	.000	.000	.000
	N	220	220	220	220	220
X1.2	Pearson Correlation	.163*	1	.150*	.332**	.656**
	Sig. (2-tailed)	.015		.026	.000	.000
	N	220	220	220	220	220
X1.3	Pearson Correlation	.574**	.150*	1	.254**	.708**
	Sig. (2-tailed)	.000	.026		.000	.000
	N	220	220	220	220	220
X1.4	Pearson Correlation	.242**	.332**	.254**	1	.660**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	220	220	220	220	220
TOTAL_X1	Pearson Correlation	.696**	.656**	.708**	.660**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	220	220	220	220	220

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

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

E-service quality (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TOTAL_X2
X2.1	Pearson Correlation	1	.145*	.207**	.369**	.172*	.312**	.302**	.300**	.583**
	Sig. (2-tailed)		.032	.002	.000	.011	.000	.000	.000	.000
	N	220	220	220	220	220	220	220	220	220
X2.2	Pearson Correlation	.145*	1	.113	.306**	.217**	.286**	.358**	.375**	.584**
	Sig. (2-tailed)	.032		.096	.000	.001	.000	.000	.000	.000
	N	220	220	220	220	220	220	220	220	220
X2.3	Pearson Correlation	.207**	.113	1	.208**	.150*	.294**	.290**	.284**	.511**
	Sig. (2-tailed)	.002	.096		.002	.026	.000	.000	.000	.000
	N	220	220	220	220	220	220	220	220	220
X2.4	Pearson Correlation	.369**	.306**	.208**	1	.019	.237**	.356**	.389**	.629**
	Sig. (2-tailed)	.000	.000	.002		.781	.000	.000	.000	.000
	N	220	220	220	220	220	220	220	220	220
X2.5	Pearson Correlation	.172*	.217**	.150*	.019	1	.140*	.213**	.160*	.405**
	Sig. (2-tailed)	.011	.001	.026	.781		.038	.001	.018	.000
	N	220	220	220	220	220	220	220	220	220
X2.6	Pearson Correlation	.312**	.286**	.294**	.237**	.140*	1	.328**	.331**	.591**
	Sig. (2-tailed)	.000	.000	.000	.000	.038		.000	.000	.000
	N	220	220	220	220	220	220	220	220	220
X2.7	Pearson Correlation	.302**	.358**	.290**	.356**	.213**	.328**	1	.539**	.738**
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.000		.000	.000
	N	220	220	220	220	220	220	220	220	220
X2.8	Pearson Correlation	.300**	.375**	.284**	.389**	.160*	.331**	.539**	1	.725**
	Sig. (2-tailed)	.000	.000	.000	.000	.018	.000	.000		.000
	N	220	220	220	220	220	220	220	220	220
TOTAL_X2	Pearson Correlation	.583**	.584**	.511**	.629**	.405**	.591**	.738**	.725**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	220	220	220	220	220	220	220	220	220

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

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

Repurchase intention (Y)

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	TOTAL_Y
Y1	Pearson Correlation	1	.277**	.329**	.450**	.386**	.334**	.690**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	220	220	220	220	220	220	220
Y2	Pearson Correlation	.277**	1	.160*	.275**	.295**	.341**	.588**
	Sig. (2-tailed)	.000		.017	.000	.000	.000	.000
	N	220	220	220	220	220	220	220
Y3	Pearson Correlation	.329**	.160*	1	.235**	.260**	.302**	.555**
	Sig. (2-tailed)	.000	.017		.000	.000	.000	.000
	N	220	220	220	220	220	220	220
Y4	Pearson Correlation	.450**	.275**	.235**	1	.298**	.401**	.682**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	220	220	220	220	220	220	220
Y5	Pearson Correlation	.386**	.295**	.260**	.298**	1	.497**	.697**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	220	220	220	220	220	220	220
Y6	Pearson Correlation	.334**	.341**	.302**	.401**	.497**	1	.746**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	220	220	220	220	220	220	220
TOTAL_Y	Pearson Correlation	.690**	.588**	.555**	.682**	.697**	.746**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	220	220	220	220	220	220	220

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

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

E-WOM (Z)

Correlations

		Z1	Z2	Z3	Z4	TOTAL_Z
Z1	Pearson Correlation	1	.283**	.314**	.368**	.697**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	220	220	220	220	220
Z2	Pearson Correlation	.283**	1	.299**	.229**	.625**
	Sig. (2-tailed)	.000		.000	.001	.000
	N	220	220	220	220	220
Z3	Pearson Correlation	.314**	.299**	1	.248**	.640**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	220	220	220	220	220
Z4	Pearson Correlation	.368**	.229**	.248**	1	.755**
	Sig. (2-tailed)	.000	.001	.000		.000
	N	220	220	220	220	220
TOTAL_Z	Pearson Correlation	.697**	.625**	.640**	.755**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	220	220	220	220	220

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

2. Hasil Uji Reliabilitas

Brand image (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.602	4

E-service quality (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.748	8

Repurchase intention (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.743	6

E-WOM (Z)

Reliability Statistics

Cronbach's Alpha	N of Items
.604	4

3. Hasil uji Koefisien Determinasi

Brand image (X1) dan E-service quality (X2) terhadap E-WOM (Z)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Sig. F Change	
					R Square Change	F Change	df1		df2
1	.491 ^a	.241	.234	1.791	.241	34.378	2	217	.000

a. Predictors: (Constant), E-SERVICE QUALITY, BRAND IMAGE

Brand image (X1), E-service quality (X2) dan E-WOM (Z) terhadap Repurchase intention (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.690 ^a	.477	.469	2.020	.477	65.580	3	216	.000

a. Predictors: (Constant), E-WOM, BRAND IMAGE, E-SERVICE QUALITY

4. Hasil Analisis Jalur dan Uji T

Brand image (X1) dan E-service quality (X2) terhadap E-WOM (Z)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.727	1.469		3.218	.001
	BRAND IMAGE	.063	.088	.050	.720	.472
	E-SERVICE QUALITY	.301	.045	.463	6.676	.000

a. Dependent Variable: E-WOM

Brand image (X1), E-service quality (X2) dan E-WOM (Z) terhadap Repurchase intention (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.739	1.695		2.206	.028
	BRAND IMAGE	.281	.099	.164	2.842	.005
	E-SERVICE QUALITY	.178	.056	.202	3.188	.002
	E-WOM	.654	.077	.483	8.549	.000

a. Dependent Variable: REPURCHASE INTENTION

5. Hasil Uji F

Brand image (X1) dan E-service quality (X2) terhadap E-WOM (Z)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	220.580	2	110.290	34.378	.000 ^b
	Residual	696.165	217	3.208		
	Total	916.745	219			

a. Dependent Variable: E-WOM

b. Predictors: (Constant), E-SERVICE QUALITY, BRAND IMAGE

**Brand image (X1), E-service quality (X2) dan E-WOM (Z) terhadap
Repurchase intention (Y)**

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	802.403	3	267.468	65.580	.000 ^b
	Residual	880.956	216	4.079		
	Total	1683.359	219			

a. Dependent Variable: REPURCHASE INTENTION

b. Predictors: (Constant), E-WOM, BRAND IMAGE, E-SERVICE QUALITY