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APPENDIX

Appendix 1:

Personal Data
DITA AURELIA DAMAYANTI EFFENDHI
Female
Islam
Indonesian Citizen
Born in Manado, 19 October 1998
Do not have physical disabilities
Single
Address
Perum. Griya Batas Kota Jl. Tulip Blok E2/3
Contact
Ditaurelia.damayanti effendhi@gmail.com
Social Media
IG: @ditaeffendhi

BIOGRAPHY**EDUCATION**

Bachelor of Management
Economics and Business Faculty
Universitas Hasanuddin

**EDUCATIONAL BACKGROUND**

Year	Education	Course	GPA
2016-2020	The Faculty of Economics and Business, Universitas Hasanuddin	Management	4.00
2013-2016	SMA Negeri 21 Makassar, Sulawesi Selatan	Science Class	-
2010-2013	SMP ISLAM ATHIRAH BUKIT BARUGA	-	-
2004-2010	SD Angkasa III	-	-

ORGANIZATIONAL EXPERIENCE

Year	Organization	Role
2019-2020	AIESEC In Universitas Hasanuddin	Customer Experience Manager of Incoming Global Volunteer
2019-2020	AIESEC In Universitas Hasanuddin	Learning and Development Staff of Talent Management
2018-2019	AIESEC In Universitas Hasanuddin	Physical Marketing Manager of Outgoing Global Talent
2011-2012	Students' Council	The Head Coordinator of Art and Cultural

Appendix 2: Questionnaire**RESEARCH QUESTIONNAIRE**

Dear:

FEB UH, UNM, and UMI Students

In Place,

Sincerely,

In connection with the preparation of a thesis in the Management Department of the Faculty of Economics and Business, Universitas Hasanuddin, entitled "The Effect of Wom and Brand Image on the Interest of Abroad Internship Program Participation in Aiesec (Association of Internationale Des Etudiants En Sciences Economiques Et Commerciales) Unhas Makassar", I:

Name : Dita Aurelia Damayanti Effendhi

NIM : A21116801

Requesting the willingness of students to fill out the questionnaire that I submit is in accordance with your knowledge of the internship abroad program by AIESEC UNHAS.

This research is expected to be a reference for studying issues related to student intentions in participating in foreign internship programs. All information that you provide will be guaranteed confidentiality and is only for academic purposes. Thank you for your willingness.

The researcher,



Dita Aurelia Damayanti Effendhi
A21116801

I. Identity of Respondents

1. Email :
2. Name (You may put your initial) :
3. Gender : Male/Female
4. University :
 - a. Universitas Hasanuddin
 - b. Universitas Negeri Makassar
 - c. Universitas Muslim Indonesia
5. Department :
 - a. Economics
 - b. Management
 - c. Accounting

Instructions:

Select the statement below that best fits with your choice by checking (√) in the column provided with the description:

- | | | |
|----|---------------------|-----|
| SA | : Strongly Agree | (5) |
| A | : Agree | (4) |
| N | : Neutral | (3) |
| D | : Disagree | (2) |
| SD | : Strongly Disagree | (1) |

II. Research Questionnaire

WORD-OF-MOUTH

No.	Question	STS	TS	N	S	SS
1.	I feel that the open booth/sharing session held by AIESEC UNHAS is an effective and efficient place to get information about internship abroad programs.					
2.	I understand about the internship abroad program that AIESEC UNHAS has after receiving relevant information from friends and relatives.					
3.	I got a recommendation related to an internship abroad program through an open booth/sharing session organized by AIESEC UNHAS.					
4.	I got a recommendation to join an internship abroad program through an open booth/sharing session organized by AIESEC UNHAS.					
5.	Through the open booth/sharing session held by AIESEC UNHAS I got information about the positive experience of the internship abroad program participants.					
6.	Through the open booth/sharing session held by AIESEC UNHAS, I can feel the benefits gained by the participants of the internship abroad program.					
7.	I want to promote to others to join an internship abroad program by AIESEC UNHAS.					
8.	Through sharing sessions and positive stories from the participants of the internship abroad program helped me find out about the AIESEC UNHAS program and brand.					

BRAND IMAGE

No.	Question	STS	TS	N	S	SS
1.	I feel that the internship abroad program by AIESEC UNHAS has a good reputation and can be trusted.					
2.	I feel that the program owned by AIESEC UNHAS can provide experience from international-level to the participants.					
3.	Through the vision and mission of AIESEC UNHAS I understand that this organization is known for its exchange program which can increase the leadership potential of young people.					
4.	Through the internship abroad program by AIESEC UNHAS I understand that this is the way AIESEC UNHAS has increased the leadership potential of young people.					
5.	I know that there is the Global Talent (Internship Abroad Program) by AIESEC UNHAS.					
6.	I agree that Global Talent (Internship Abroad Program) by AIESEC UNHAS has a high brand image among the people.					
7.	I followed the development of the youth organization AIESEC UNHAS.					
8.	I would like to know about the activities and programs of the AIESEC UNHAS organization.					

PURCHASE INTENTION

No.	Question	STS	TS	N	S	SS
1.	I am looking for information on procuring info booth/sharing sessions further and am willing to provide my telephone number so that I can be contacted for further participation in this program.					
2.	I'm looking for information on when the internship abroad program began.					
3.	I want to know the benefits provided by the internship abroad program that AIESEC UNHAS has.					
4.	I am considering to join this program when returning from an open booth/sharing session.					
5.	I am interested in participating in an internship abroad program because it can give me new experiences of an international standard.					
6.	I am willing to be further contacted by AIESEC UNHAS regarding the participation of the internship abroad program by AIESEC UNHAS.					
7.	I intend to join in this internship abroad program in the future.					
8.	I intend to register for this internship abroad program at an upcoming open booth.					

Appendix 3: AIESEC UNHAS Organizational Structure

The following is an overview of the organizational structure of AIESEC In Hasanuddin University, namely:

a. Executive Board

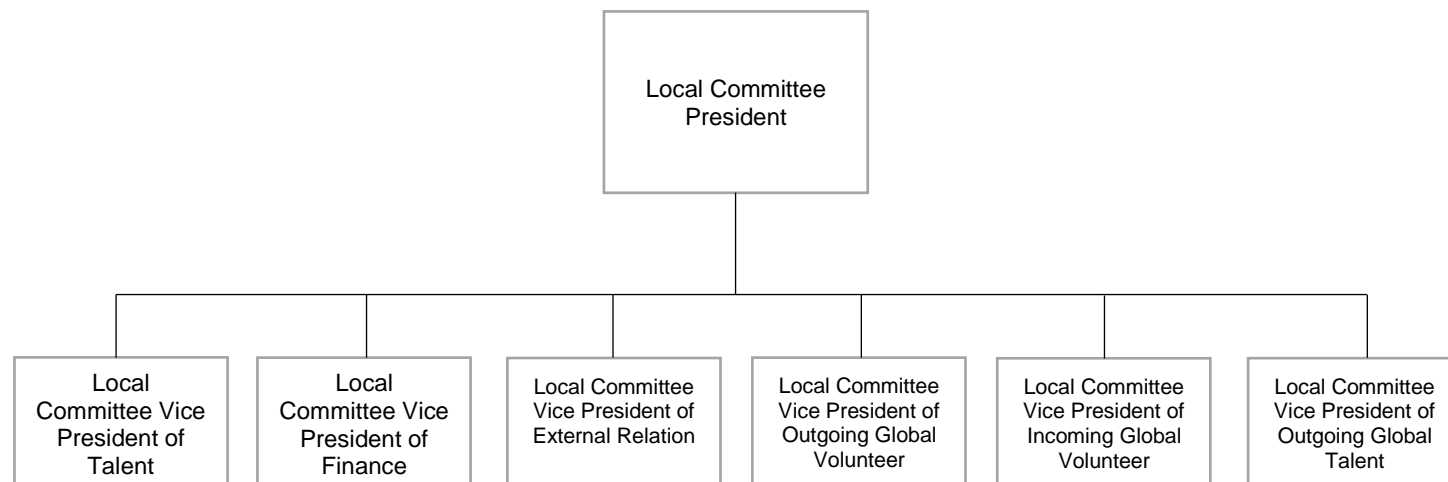


Figure 4.2 Executive board of AIESEC In UNHAS organizational structure

Source: (AIESEC In Universitas Hasanuddin, 2020)

b. Talent Management Functional (Management Board & Team Members)

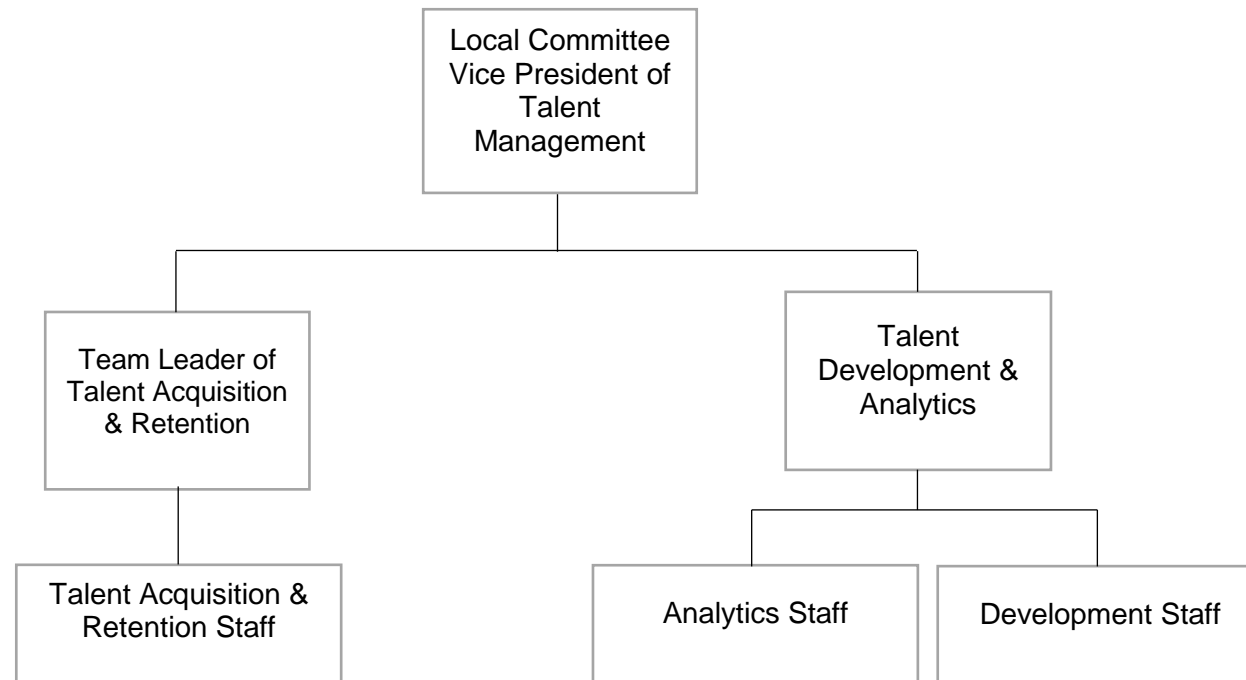


Figure 4.3 Talent management organizational structure

Source: (AIESEC In Universitas Hasanuddin, 2020)

c. Finance Functional (Management Board)

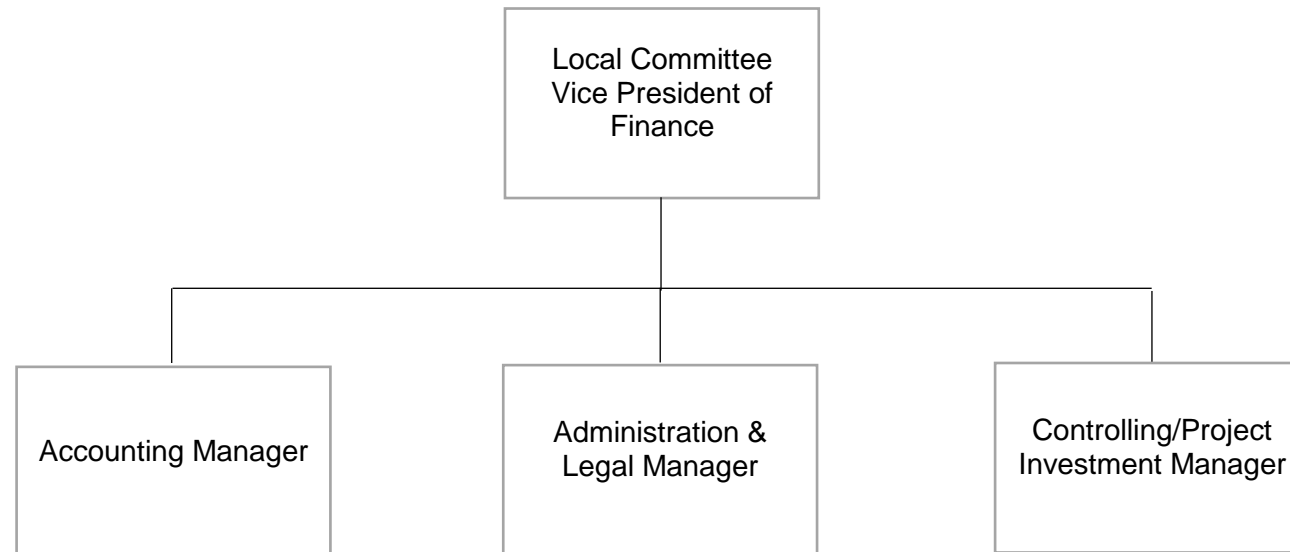


Figure 4.4 Finance organizational structure
Source: (AIESEC In Universitas Hasanuddin, 2020)

d. External Relation Functional (Management Board & Team Members)

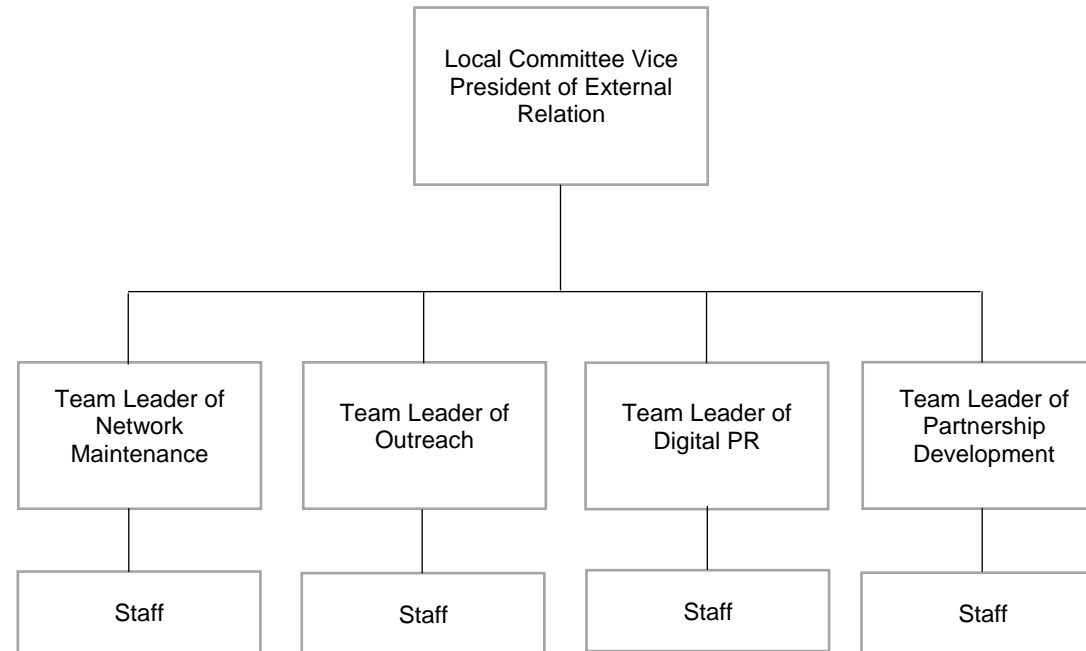


Figure 4.5 External relation organizational structure
Source: (AIESEC In Universitas Hasanuddin, 2020)

e. Outgoing Global Volunteer Functional (Management Board & Team Members)

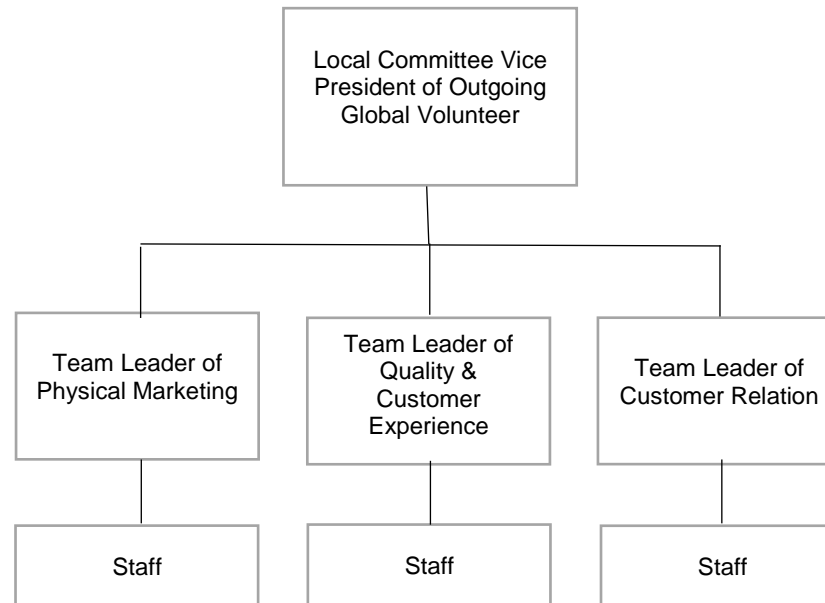


Figure 4.6 Outgoing global volunteer organizational structure
Source: (AIESEC In Universitas Hasanuddin, 2020)

f. Incoming Global Volunteer Functional (Management Board & Team Members)

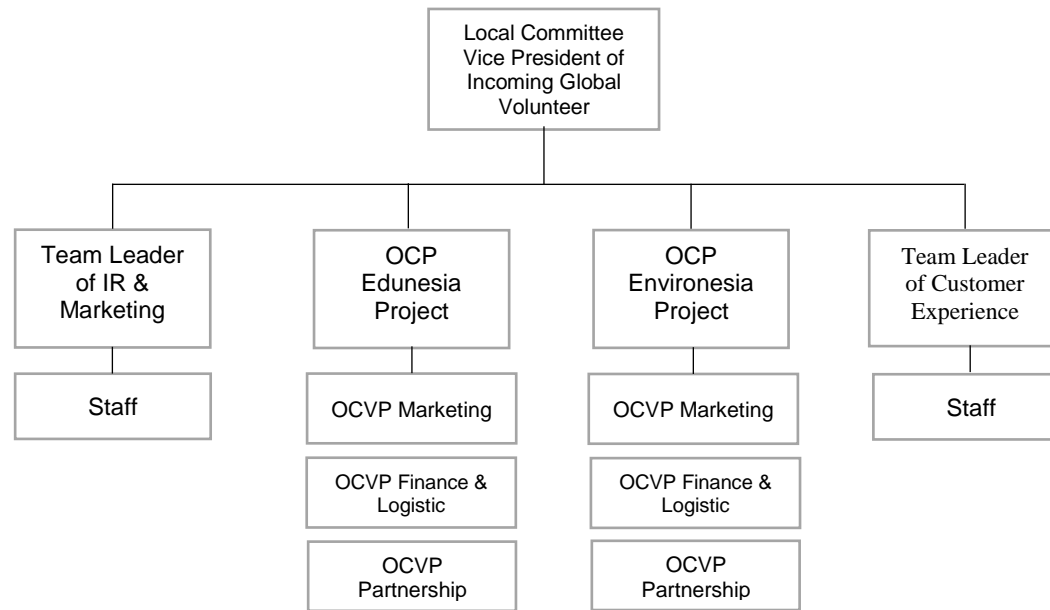


Figure 4.7 Incoming global volunteer organizational structure

Source: (AIESEC In Universitas Hasanuddin, 2020)

g. Outgoing Global Talent Functional (Management Board & Team Members)

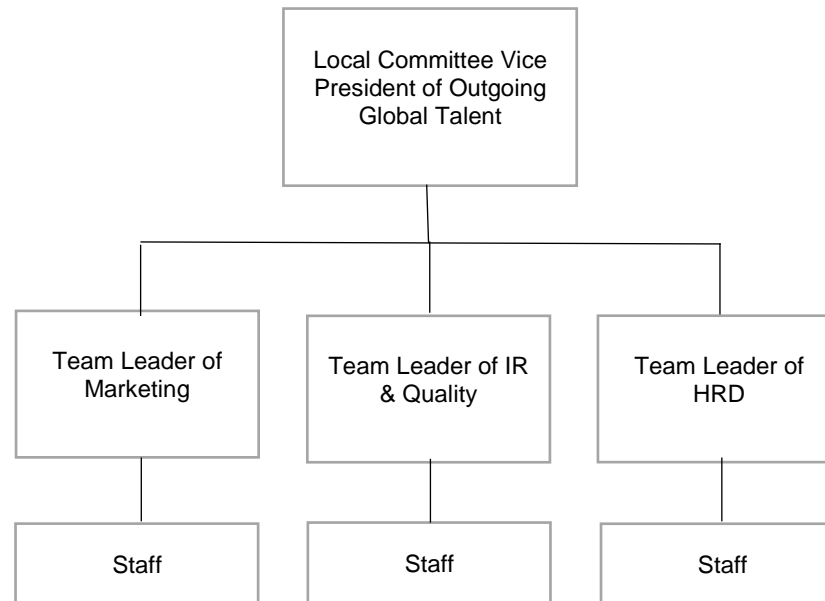


Figure 4.8 Outgoing global talent organizational structure
Source: (AIESEC In Universitas Hasanuddin, 2020)

Appendix 4: Identity Data and Respondents' Answers

No.	Jenis Kelamin	Universitas	Jurusan
1	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
2	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
3	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
4	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
5	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
6	Perempuan	UNIVERSITAS HASANUDDIN	AKUNTANSI
7	Perempuan	UNIVERSITAS HASANUDDIN	AKUNTANSI
8	Laki-Laki	UNIVERSITAS HASANUDDIN	MANAJEMEN
9	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
10	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
11	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
12	Perempuan	UNIVERSITAS HASANUDDIN	AKUNTANSI
13	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
14	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
15	Perempuan	UNIVERSITAS HASANUDDIN	AKUNTANSI
16	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
17	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
18	Laki-Laki	UNIVERSITAS HASANUDDIN	AKUNTANSI
19	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
20	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
21	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
22	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
23	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN

No.	Jenis Kelamin	Universitas	Jurusan
24	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
25	Laki-Laki	UNIVERSITAS HASANUDDIN	MANAJEMEN
26	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
27	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
28	Perempuan	UNIVERSITAS HASANUDDIN	AKUNTANSI
29	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
30	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
31	Perempuan	UNIVERSITAS HASANUDDIN	AKUNTANSI
32	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
33	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
34	Perempuan	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
35	Perempuan	UNIVERSITAS HASANUDDIN	AKUNTANSI
36	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
37	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
38	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
39	Perempuan	UNIVERSITAS NEGERI MAKASSAR	AKUNTANSI
40	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI

No.	Jenis Kelamin	Universitas	Jurusan
41	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
42	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
43	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
44	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
45	Laki-Laki	UNIVERSITAS HASANUDDIN	MANAJEMEN
46	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
47	Perempuan	UNIVERSITAS HASANUDDIN	AKUNTANSI
48	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
49	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
50	Laki-Laki	UNIVERSITAS HASANUDDIN	AKUNTANSI
51	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
52	Perempuan	UNIVERSITAS NEGERI MAKASSAR	AKUNTANSI
53	Laki-Laki	UNIVERSITAS HASANUDDIN	AKUNTANSI
54	Perempuan	UNIVERSITAS HASANUDDIN	AKUNTANSI
55	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
56	Perempuan	UNIVERSITAS MUSLIM INDONESIA	ILMU EKONOMI = STUDI PEMBANGUNAN
57	Perempuan	UNIVERSITAS HASANUDDIN	AKUNTANSI
58	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN

No.	Jenis Kelamin	Universitas	Jurusan
59	Perempuan	UNIVERSITAS MUSLIM INDONESIA	ILMU EKONOMI = STUDI PEMBANGUNAN
60	Perempuan	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN
61	Perempuan	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN
62	Perempuan	UNIVERSITAS HASANUDDIN	AKUNTANSI
63	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
64	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
65	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
66	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
67	Perempuan	UNIVERSITAS NEGERI MAKASSAR	AKUNTANSI
68	Perempuan	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
69	Perempuan	UNIVERSITAS MUSLIM INDONESIA	ILMU EKONOMI = STUDI PEMBANGUNAN
70	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
71	Perempuan	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN

No.	Jenis Kelamin	Universitas	Jurusan
72	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	AKUNTANSI
73	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
74	Laki-Laki	UNIVERSITAS HASANUDDIN	AKUNTANSI
75	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
76	Laki-Laki	UNIVERSITAS HASANUDDIN	MANAJEMEN
77	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
78	Perempuan	UNIVERSITAS NEGERI MAKASSAR	AKUNTANSI
79	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
80	Perempuan	UNIVERSITAS HASANUDDIN	AKUNTANSI
81	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
82	Perempuan	UNIVERSITAS NEGERI MAKASSAR	AKUNTANSI
83	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	AKUNTANSI
84	Perempuan	UNIVERSITAS NEGERI MAKASSAR	AKUNTANSI
85	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
86	Laki-Laki	UNIVERSITAS HASANUDDIN	AKUNTANSI
87	Perempuan	UNIVERSITAS HASANUDDIN	AKUNTANSI
88	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
89	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
90	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
91	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN

No.	Jenis Kelamin	Universitas	Jurusan
92	Laki-Laki	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN
93	Perempuan	UNIVERSITAS NEGERI MAKASSAR	AKUNTANSI
94	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
95	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
96	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
97	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
98	Perempuan	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN
99	Perempuan	UNIVERSITAS HASANUDDIN	AKUNTANSI
100	Perempuan	UNIVERSITAS HASANUDDIN	AKUNTANSI
101	Perempuan	UNIVERSITAS NEGERI MAKASSAR	AKUNTANSI
102	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
103	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
104	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
105	Perempuan	UNIVERSITAS MUSLIM INDONESIA	ILMU EKONOMI = STUDI PEMBANGUNAN
106	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	ILMU EKONOMI = STUDI PEMBANGUNAN

No.	Jenis Kelamin	Universitas	Jurusan
107	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
108	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
109	Perempuan	UNIVERSITAS MUSLIM INDONESIA	ILMU EKONOMI = STUDI PEMBANGUNAN
110	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	ILMU EKONOMI = STUDI PEMBANGUNAN
111	Perempuan	UNIVERSITAS HASANUDDIN	MANAJEMEN
112	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
113	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
114	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
115	Laki-Laki	UNIVERSITAS HASANUDDIN	MANAJEMEN
116	Laki-Laki	UNIVERSITAS HASANUDDIN	MANAJEMEN
117	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
118	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
119	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
120	Perempuan	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN
121	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI

No.	Jenis Kelamin	Universitas	Jurusan
122	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
123	Laki-Laki	UNIVERSITAS HASANUDDIN	AKUNTANSI
124	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
125	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
126	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
127	Perempuan	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN
128	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
129	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
130	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
131	Perempuan	UNIVERSITAS HASANUDDIN	AKUNTANSI
132	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
133	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
134	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
135	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
136	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
137	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN

No.	Jenis Kelamin	Universitas	Jurusan
138	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
139	Perempuan	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
140	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
141	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
142	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
143	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
144	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
145	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
146	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
147	Perempuan	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN
148	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
149	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
150	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
151	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
152	Laki-Laki	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN

No.	Jenis Kelamin	Universitas	Jurusan
153	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
154	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
155	Perempuan	UNIVERSITAS HASANUDDIN	AKUNTANSI
156	Perempuan	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
157	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
158	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
159	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
160	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
161	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
162	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
163	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
164	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
165	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
166	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
167	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI

No.	Jenis Kelamin	Universitas	Jurusan
168	Perempuan	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
169	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
170	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
171	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
172	Perempuan	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN
173	Perempuan	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
174	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
175	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
176	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
177	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
178	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
179	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
180	Perempuan	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN
181	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN

No.	Jenis Kelamin	Universitas	Jurusan
182	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
183	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
184	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
185	Laki-Laki	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN
186	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
187	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
188	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
189	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
190	Perempuan	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN
191	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
192	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
193	Perempuan	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
194	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
195	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI

No.	Jenis Kelamin	Universitas	Jurusan
196	Laki-Laki	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN
197	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
198	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
199	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
200	Laki-Laki	UNIVERSITAS HASANUDDIN	AKUNTANSI
201	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
202	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
203	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
204	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
205	Laki-Laki	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN
206	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
207	Perempuan	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
208	Laki-Laki	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN
209	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN

No.	Jenis Kelamin	Universitas	Jurusan
210	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
211	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
212	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
213	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
214	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
215	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
216	Laki-Laki	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN
217	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
218	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
219	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
220	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
221	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
222	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
223	Perempuan	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN
224	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI

No.	Jenis Kelamin	Universitas	Jurusan
225	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
226	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
227	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
228	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
229	Laki-Laki	UNIVERSITAS HASANUDDIN	ILMU EKONOMI = STUDI PEMBANGUNAN
230	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
231	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
232	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
233	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
234	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
235	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
236	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
237	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
238	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
239	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN

No.	Jenis Kelamin	Universitas	Jurusan
240	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
241	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
242	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
243	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
244	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
245	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
246	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
247	Perempuan	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
248	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
249	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
250	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
251	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
252	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
253	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
254	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
255	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI

No.	Jenis Kelamin	Universitas	Jurusan
256	Perempuan	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
257	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
258	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
259	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
260	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
261	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
262	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
263	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
264	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
265	Laki-Laki	UNIVERSITAS HASANUDDIN	MANAJEMEN
266	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	AKUNTANSI
267	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
268	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
269	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
270	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN

No.	Jenis Kelamin	Universitas	Jurusan
271	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
272	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
273	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
274	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
275	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
276	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
277	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
278	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
279	Perempuan	UNIVERSITAS MUSLIM INDONESIA	MANAJEMEN
280	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
281	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
282	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
283	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
284	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
285	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
286	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI

No.	Jenis Kelamin	Universitas	Jurusan
287	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
288	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
289	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
290	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
291	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
292	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
293	Laki-Laki	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
294	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
295	Perempuan	UNIVERSITAS MUSLIM INDONESIA	AKUNTANSI
296	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
297	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
298	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
299	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
300	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
301	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
302	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN

No.	Jenis Kelamin	Universitas	Jurusan
303	Perempuan	UNIVERSITAS NEGERI MAKASSAR	MANAJEMEN
304	Perempuan	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
305	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
306	Perempuan	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
307	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
308	Perempuan	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
309	Perempuan	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
310	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
311	Perempuan	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
312	Perempuan	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN
313	Laki-Laki	UNIVERSITAS NEGERI MAKASSAR	ILMU EKONOMI = STUDI PEMBANGUNAN

No. of respondents	Word-Of-Mouth (X1)									Brand Image (X2)									Purchase Intention (Y)								
	X11	X12	X13	X14	X15	X16	X17	X18	Total	X21	X22	X23	X24	X25	X26	X27	X28	Total	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total
1	4	3	2	3	3	3	3	5	26	4	4	4	4	4	3	3	3	29	2	3	3	3	4	4	4	4	27
2	4	3	4	4	4	2	3	4	28	4	4	4	4	5	4	2	4	31	3	3	4	3	3	3	4	3	26
3	5	4	4	4	4	3	3	4	31	4	3	4	5	5	4	3	3	31	3	4	4	4	4	3	3	3	28
4	4	4	2	2	4	4	3	4	27	4	4	5	3	4	3	2	4	29	3	4	4	4	4	4	4	4	31
5	4	5	5	4	4	5	4	5	36	5	5	5	5	5	5	5	5	40	5	3	4	4	4	4	4	4	32
6	4	3	4	4	4	4	4	3	30	4	4	4	4	4	4	2	3	29	3	3	3	3	3	3	3	3	24
7	1	5	3	3	5	5	5	5	32	5	3	5	5	5	5	5	5	38	4	4	5	5	5	5	5	5	38
8	5	4	5	4	5	5	5	5	38	5	5	5	4	5	5	4	5	38	5	5	5	4	4	3	4	3	33
9	5	5	4	5	4	5	4	4	36	4	4	5	5	5	5	3	4	35	4	4	4	4	4	4	4	4	32
10	3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	3	3	24
11	1	1	1	1	1	1	1	1	8	4	4	5	5	5	3	5	4	35	4	4	3	3	3	4	3	4	28
12	4	4	4	4	4	4	4	4	32	4	4	5	5	5	4	5	4	36	3	3	4	4	4	4	4	4	30
13	3	3	3	3	3	3	3	3	24	4	4	3	4	3	4	3	4	29	3	4	4	3	3	4	3	4	28
14	4	4	3	3	4	4	5	4	31	5	5	5	4	5	5	4	4	37	2	4	5	4	5	5	5	3	33
15	4	4	4	4	4	4	4	4	32	4	4	5	5	5	4	4	5	36	4	4	4	5	5	5	5	4	36
16	4	4	3	5	3	4	5	4	32	4	5	3	5	4	5	4	5	35	4	4	5	4	5	4	5	3	34
17	5	5	4	4	5	5	4	5	37	5	5	4	4	5	4	4	4	35	4	4	4	3	3	3	3	3	27
18	3	3	3	2	3	3	3	3	23	3	4	3	3	3	4	2	3	25	3	3	3	3	3	3	3	3	24
19	5	4	4	4	4	4	4	4	33	5	5	4	4	4	4	4	4	34	4	4	3	4	5	4	4	4	32
20	5	5	2	2	4	4	4	4	30	5	5	5	5	4	4	3	5	36	4	4	4	4	5	4	4	4	33

No. of respondents	Word-Of-Mouth (X1)								Brand Image (X2)								Purchase Intention (Y)										
	X11	X12	X13	X14	X15	X16	X17	X18	Total	X21	X22	X23	X24	X25	X26	X27	X28	Total	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total
21	4	4	4	5	5	5	4	4	35	4	5	4	4	3	5	5	5	35	4	4	4	4	3	4	5	5	33
22	5	5	5	2	5	4	4	4	34	4	4	4	5	4	3	1	4	29	5	4	4	4	5	3	4	3	32
23	4	4	4	4	4	4	4	4	32	5	4	4	3	5	5	5	3	34	3	5	5	5	5	5	5	5	38
24	3	2	3	3	3	3	3	3	23	3	3	3	3	3	3	3	3	24	3	4	4	3	4	3	4	3	28
25	4	4	4	2	4	4	2	4	28	4	4	4	4	4	4	2	4	30	2	2	4	4	4	4	2	2	24
26	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40	3	4	4	3	5	4	5	4	32
27	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	1	5	36	5	5	4	3	3	4	5	5	34
28	4	4	3	4	5	3	4	5	32	3	4	4	5	5	3	5	5	34	4	4	3	3	4	4	4	4	30
29	5	5	4	5	4	5	4	4	36	4	4	4	5	5	4	4	4	34	2	4	4	3	4	3	3	3	26
30	3	3	3	3	3	3	2	3	23	3	3	3	3	3	3	2	2	22	2	2	4	2	2	2	2	2	18
31	4	4	3	3	4	4	3	3	28	3	4	4	4	3	3	3	3	27	3	3	3	3	3	3	3	3	24
32	3	1	2	2	3	3	3	3	20	3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	3	3	24
33	3	3	2	3	3	3	3	3	23	3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	3	3	24
34	1	1	1	1	1	1	3	1	10	1	1	1	1	1	1	1	1	8	1	2	1	2	2	2	2	2	14
35	5	5	5	5	5	5	5	5	40	4	5	5	4	4	3	5	5	35	4	4	4	4	4	4	4	4	32
36	5	3	2	2	2	2	2	2	20	4	4	4	4	3	3	1	2	25	3	3	2	3	2	3	3	3	22
37	3	3	2	2	3	4	4	3	24	3	4	4	4	3	4	1	3	26	3	3	4	4	4	3	3	3	27
38	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40
39	3	4	3	3	4	4	3	4	28	3	3	2	4	3	3	2	3	23	3	4	4	4	3	2	3	3	26
40	4	3	4	2	3	4	5	3	28	3	4	5	3	4	5	3	4	31	4	3	5	5	5	5	5	4	36
41	3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	3	3	24
42	3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	3	3	24
43	5	5	5	5	5	5	5	5	40	4	4	4	5	4	4	4	4	33	4	4	4	4	4	4	4	4	32
44	4	2	2	2	2	3	3	3	21	3	4	4	4	3	4	4	4	30	4	5	5	4	5	4	5	4	36
45	3	3	2	1	2	2	3	2	18	4	4	1	2	1	3	1	4	20	4	4	4	4	5	4	5	4	34
46	4	1	1	1	1	1	1	1	11	1	1	1	1	1	1	1	5	12	5	5	5	4	5	5	5	5	39
47	5	5	4	4	5	5	5	5	38	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40
48	3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	3	3	24
49	4	5	4	4	4	5	5	5	36	4	4	5	5	5	4	5	4	36	4	4	4	5	5	4	5	5	36
50	2	2	3	3	4	4	5	5	28	5	5	5	5	5	5	3	5	38	5	5	5	5	5	5	5	3	38

No. of respondents	Word-Of-Mouth (X1)								Brand Image (X2)								Purchase Intention (Y)										
	X11	X12	X13	X14	X15	X16	X17	X18	Total	X21	X22	X23	X24	X25	X26	X27	X28	Total	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total
51	4	4	4	4	5	4	5	5	35	3	4	4	5	5	4	4	5	34	4	4	5	4	4	5	4	4	34
52	5	4	4	4	4	4	4	4	33	4	4	3	4	3	3	3	3	27	4	4	4	4	4	4	4	4	32
53	5	3	4	3	4	3	3	4	29	3	4	5	2	5	4	3	4	30	4	3	4	2	4	5	3	4	29
54	5	5	1	1	3	3	3	3	24	5	5	5	5	5	3	3	3	34	3	3	5	3	3	1	3	1	22
55	4	4	4	3	4	4	4	4	31	4	4	4	3	3	4	4	4	30	3	3	4	4	3	3	2	4	26
56	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40	5	5	3	5	3	5	3	5	34
57	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	3	38	4	5	4	4	3	4	4	4	32
58	3	4	3	4	3	3	3	3	26	3	3	3	3	3	3	2	4	24	3	3	3	3	3	3	3	3	24
59	4	4	1	4	4	4	4	4	29	5	4	4	4	4	5	4	5	35	4	3	5	4	5	4	4	3	32
60	5	5	5	5	5	5	5	5	40	5	5	5	4	4	4	4	5	36	4	4	4	4	4	4	4	4	32
61	5	5	5	5	5	4	5	5	39	5	5	5	5	5	5	5	5	40	5	4	5	4	3	5	5	5	36
62	5	4	4	4	5	3	4	5	34	4	4	4	5	5	5	3	5	35	5	5	5	5	4	5	5	4	38
63	4	5	5	5	5	5	5	5	39	4	5	5	5	4	3	5	5	36	4	5	5	5	5	5	5	5	39
64	3	3	3	3	5	4	4	4	29	4	4	5	4	4	3	3	5	32	4	5	5	5	3	3	4	3	32
65	3	3	3	3	4	3	4	4	27	3	3	3	4	3	4	3	3	26	3	3	3	4	4	4	3	3	27
66	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40	3	4	5	3	3	4	2	3	27
67	4	4	4	5	4	4	5	5	35	4	5	4	4	5	3	3	5	33	4	5	5	4	3	3	5	3	32
68	5	4	3	5	4	3	5	4	33	3	5	4	3	5	4	3	5	32	4	5	5	4	3	5	4	3	33
69	3	3	4	3	3	3	3	3	25	4	4	3	3	3	4	2	3	26	3	5	5	5	3	3	3	4	31
70	4	5	5	5	4	4	3	5	35	4	5	4	5	5	5	4	5	37	5	4	5	5	5	4	4	5	37
71	4	4	5	4	5	5	4	5	36	5	5	5	5	5	4	4	5	38	4	5	4	5	5	4	4	4	35
72	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	3	3	30	4	5	4	4	4	4	4	4	33
73	1	2	2	2	2	2	2	2	15	5	5	2	2	5	5	5	3	32	4	2	4	5	4	4	2	3	28
74	5	5	4	4	4	5	5	5	37	4	4	5	5	5	5	5	5	38	4	4	5	5	5	5	5	5	38
75	2	4	3	2	4	4	4	4	27	5	5	4	4	4	5	5	5	37	4	5	5	3	5	4	5	3	34
76	4	4	4	5	5	3	4	4	33	4	5	4	4	5	3	4	4	33	4	4	4	4	5	3	4	3	31
77	5	4	3	3	4	4	3	4	30	5	5	4	4	4	4	3	3	32	3	3	4	5	4	4	4	2	29
78	5	4	5	5	5	5	5	5	39	4	5	5	5	5	5	4	5	38	5	5	5	5	3	5	5	5	38
79	4	1	1	1	3	1	2	2	15	5	3	5	5	5	3	1	4	31	5	5	5	3	5	5	4	4	36
80	5	4	3	3	4	4	3	4	30	5	4	5	4	3	4	2	3	30	4	2	4	3	3	4	3	2	25

No. of respondents	Word-Of-Mouth (X1)									Brand Image (X2)								Purchase Intention (Y)									
	X11	X12	X13	X14	X15	X16	X17	X18	Total	X21	X22	X23	X24	X25	X26	X27	X28	Total	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total
81	4	2	2	2	3	3	5	4	25	4	5	5	5	2	4	3	5	33	4	3	5	4	4	5	5	5	35
82	4	4	3	4	4	4	4	4	31	5	5	4	4	4	4	4	5	35	4	4	4	5	4	3	3	3	30
83	5	4	5	4	5	4	5	5	37	4	5	5	4	5	5	4	4	36	5	5	5	4	5	5	5	5	39
84	4	5	5	5	5	5	4	5	38	5	5	4	5	5	5	3	3	35	5	5	5	4	5	5	5	5	39
85	4	5	2	1	1	5	1	4	23	5	4	2	5	5	3	1	2	27	1	2	2	4	5	1	5	2	22
86	2	1	3	3	3	3	3	3	21	5	5	2	5	5	1	5	2	30	2	4	2	2	3	2	2	2	19
87	4	5	3	2	3	4	5	5	31	4	5	2	5	2	5	3	5	31	1	4	4	5	5	2	5	1	27
88	5	4	1	4	5	5	3	5	32	4	5	2	5	5	4	1	4	30	5	5	4	5	4	1	4	3	31
89	4	4	3	3	2	2	3	5	26	5	4	4	3	1	2	2	1	22	4	5	4	4	3	4	3	5	32
90	4	3	4	4	4	3	4	4	30	4	4	5	5	4	4	3	3	32	3	3	4	3	4	3	3	3	26
91	4	4	4	3	4	4	4	4	31	4	5	4	5	4	4	4	4	34	4	4	5	4	4	4	5	4	34
92	4	2	3	5	2	3	4	2	25	4	3	2	4	5	4	2	5	29	2	1	3	2	4	2	5	4	23
93	4	3	4	5	5	3	4	4	32	5	4	3	5	2	4	2	4	29	5	5	4	3	4	5	4	3	33
94	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	32	4	5	5	4	5	5	5	5	38
95	3	4	4	3	4	4	5	4	31	4	4	5	5	4	4	3	4	33	3	4	4	4	5	4	4	5	33
96	4	3	3	3	4	3	4	4	28	4	4	4	4	4	3	3	3	29	4	4	4	3	4	4	4	4	31
97	5	4	5	5	5	4	4	5	37	4	5	5	4	4	5	4	5	36	5	5	4	2	5	5	5	5	36
98	3	4	2	2	3	3	4	4	25	3	4	4	4	4	4	4	4	31	2	3	4	3	5	4	5	3	29
99	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40
100	4	4	4	5	5	5	4	5	36	4	4	3	5	4	3	4	4	31	3	3	4	3	3	4	4	5	29
101	5	2	3	2	2	3	3	4	24	4	4	3	5	2	2	2	2	24	2	3	2	3	4	4	4	4	26
102	5	4	4	4	4	5	5	5	36	5	5	4	5	5	5	4	5	38	2	4	4	4	4	4	4	4	30
103	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	4	5	39	5	5	5	5	5	5	5	5	40
104	5	4	5	5	3	5	5	5	37	5	5	5	5	5	5	5	5	40	3	5	5	4	5	5	5	5	37
105	3	2	2	3	4	4	2	4	24	4	4	4	4	4	4	4	4	32	5	3	5	4	5	1	5	5	33
106	4	4	4	4	5	5	4	5	35	5	5	5	5	5	3	5	5	38	3	5	5	5	5	2	5	5	35
107	4	5	5	5	5	5	3	1	33	5	3	4	5	5	3	5	4	34	5	4	5	5	5	3	4	4	35
108	3	4	4	4	3	3	3	3	27	4	3	4	3	5	3	3	3	28	3	3	3	3	3	3	3	3	24
109	5	4	4	5	5	5	5	4	37	5	5	4	4	4	5	3	4	34	4	4	5	5	5	4	5	5	37
110	5	5	5	4	5	3	5	3	35	5	5	3	5	4	5	3	4	34	4	4	5	3	5	4	4	4	33

No. of respondents	Word-Of-Mouth (X1)								Total	Brand Image (X2)								Total	Purchase Intention (Y)								Total		
	X11	X12	X13	X14	X15	X16	X17	X18		X21	X22	X23	X24	X25	X26	X27	X28		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8			
111	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	5	5	40
112	5	5	5	5	5	5	5	4	39	4	4	5	5	5	5	5	5	38	5	5	5	5	5	5	5	5	5	5	40
113	5	3	3	4	3	5	5	5	33	5	5	5	5	5	5	5	5	40	4	4	4	4	4	4	4	4	4	4	32
114	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	5	5	40
115	3	2	4	4	3	3	2	3	24	3	4	4	3	2	2	1	1	20	5	5	5	4	4	1	3	2	2	29	
116	4	3	3	2	4	3	2	4	25	3	3	4	4	2	4	5	4	29	1	2	3	3	4	4	5	3	3	25	
117	5	5	5	4	4	4	4	4	35	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	4	4	32
118	4	4	3	4	4	3	3	3	28	4	4	4	4	4	3	3	3	29	4	3	3	3	4	4	4	4	4	4	29
119	4	3	3	3	4	2	2	2	23	4	4	3	4	5	4	2	4	30	3	3	4	3	3	3	4	3	3	26	
120	5	2	2	4	2	3	3	4	25	4	3	2	5	4	4	3	2	27	3	4	3	4	4	3	3	3	3	27	
121	4	5	1	2	2	4	5	4	27	4	4	2	3	4	4	5	3	29	3	4	3	3	4	4	4	4	4	29	
122	1	4	4	3	3	3	3	3	24	5	5	3	4	4	4	3	2	30	2	5	5	3	3	3	4	4	4	29	
123	4	5	5	4	4	5	4	5	36	5	5	4	4	4	4	5	3	34	5	3	4	4	3	3	4	4	4	30	
124	5	5	5	5	5	5	4	4	38	5	4	5	5	5	4	5	2	35	5	5	5	5	5	3	3	5	5	36	
125	4	3	4	4	4	4	4	3	30	4	4	3	4	4	4	2	3	28	3	3	3	3	3	3	3	3	3	24	
126	5	4	4	4	4	2	4	4	31	5	5	2	4	4	4	5	4	33	1	4	4	5	4	1	3	3	3	25	
127	1	5	3	3	5	5	5	5	32	5	5	5	4	5	5	5	4	38	5	5	5	3	5	5	5	5	5	38	
128	3	2	2	3	3	4	3	4	24	4	4	2	4	3	4	3	3	27	4	4	4	2	3	4	5	4	4	30	
129	5	4	5	4	5	5	5	5	38	4	5	4	4	5	5	4	2	33	5	5	5	2	5	5	5	5	5	37	
130	5	5	4	5	4	5	4	4	36	4	4	4	5	5	5	3	3	33	4	4	4	2	4	4	4	4	4	30	
131	3	3	3	3	3	3	3	3	24	4	3	3	3	3	5	5	2	28	3	3	3	2	3	3	3	3	3	23	
132	1	3	5	3	2	4	2	3	23	3	3	4	4	4	5	5	2	30	4	4	4	3	4	1	3	3	3	26	
133	4	4	4	4	4	4	4	4	32	4	3	2	5	5	4	5	3	31	3	3	4	4	5	4	4	3	3	30	
134	4	5	4	5	3	5	2	5	33	5	3	2	5	5	5	5	2	32	5	3	4	4	4	4	5	5	5	34	
135	3	4	3	4	3	3	4	3	27	4	4	3	3	3	4	3	3	27	3	4	4	3	3	3	3	4	4	27	
136	4	3	3	3	4	3	5	4	29	5	5	4	3	5	5	4	2	33	2	4	5	4	5	4	5	3	3	32	
137	4	4	3	2	3	3	4	4	27	4	4	5	3	3	4	4	3	30	4	4	4	5	5	3	5	4	4	34	
138	4	4	3	5	3	4	5	4	32	4	5	5	5	3	5	4	2	33	4	4	5	4	5	3	5	3	3	33	
139	5	3	5	4	2	4	3	5	31	5	5	4	5	5	5	5	3	37	5	5	5	5	5	4	5	5	5	39	
140	3	5	4	3	5	5	3	4	32	5	5	1	4	3	4	4	2	28	4	4	4	3	3	4	3	3	3	28	

No. of respondents	Word-Of-Mouth (X1)									Brand Image (X2)									Purchase Intention (Y)								
	X11	X12	X13	X14	X15	X16	X17	X18	Total	X21	X22	X23	X24	X25	X26	X27	X28	Total	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total
141	3	3	3	3	3	3	4	3	25	3	4	2	3	3	4	2	3	24	3	3	3	3	3	5	3	3	26
142	1	5	4	4	2	4	1	4	25	5	5	3	5	5	4	3	3	33	1	5	5	3	4	5	4	2	29
143	5	4	4	4	3	4	2	4	30	5	5	4	4	4	4	2	3	31	4	4	4	4	4	5	4	4	33
144	5	2	2	2	2	4	3	4	24	5	5	5	5	4	4	3	5	36	4	4	4	4	5	5	4	4	34
145	4	4	4	5	5	5	4	4	35	4	5	4	4	4	4	3	5	33	4	4	4	4	3	5	5	5	34
146	5	3	4	4	5	3	4	3	31	4	4	3	4	4	3	2	3	27	5	4	4	4	5	3	4	3	32
147	4	4	2	4	4	4	1	3	26	5	4	2	4	5	5	2	3	30	3	5	5	3	5	5	5	5	36
148	3	3	3	4	4	3	3	2	25	3	3	1	4	3	3	3	3	23	3	4	4	3	4	3	4	3	28
149	2	3	5	4	3	2	3	2	24	4	4	2	4	4	4	3	4	29	2	2	4	3	4	4	2	2	23
150	4	2	3	4	3	4	3	3	26	5	5	2	5	5	5	4	5	36	3	4	4	4	5	4	5	4	33
151	5	4	3	1	2	2	3	3	23	5	4	3	5	4	5	4	3	33	2	2	4	3	3	2	4	2	22
152	3	2	4	4	5	5	3	5	31	5	5	4	4	5	5	4	5	37	5	5	5	2	5	5	5	5	37
153	4	3	3	3	2	2	3	5	25	3	4	4	5	4	3	5	5	33	4	4	4	1	4	4	4	4	29
154	4	3	4	3	3	3	4	4	28	5	5	3	5	5	4	5	4	36	5	5	5	2	5	5	5	5	37
155	4	4	4	3	2	3	4	4	28	4	4	2	5	5	4	5	4	33	2	4	4	3	4	3	3	3	26
156	4	5	2	4	5	3	4	5	32	3	3	2	3	3	3	4	2	23	2	2	2	4	2	2	2	2	18
157	4	4	4	3	4	4	3	2	28	3	4	2	4	3	3	3	3	25	3	3	3	4	3	3	3	3	25
158	4	2	3	2	2	4	4	4	25	4	4	3	4	4	3	2	4	28	4	3	5	4	4	4	4	4	32
159	3	3	2	2	2	4	2	3	21	3	3	4	3	3	3	3	3	25	3	3	3	4	3	3	3	3	25
160	4	3	4	5	5	2	4	4	31	3	3	4	3	3	3	4	3	26	4	3	3	3	3	3	3	3	25
161	4	4	2	4	4	4	4	4	30	4	1	5	4	4	1	4	4	27	4	2	1	3	2	2	2	2	18
162	3	4	4	4	4	4	5	4	32	4	5	4	4	4	3	2	5	31	4	4	4	5	4	4	4	4	33
163	2	2	3	3	4	3	4	4	25	4	4	4	4	3	3	3	2	27	4	3	2	5	2	3	3	3	25
164	5	4	5	5	5	4	4	5	37	3	4	3	4	3	2	1	3	23	4	5	4	3	4	3	3	3	29
165	3	5	2	5	3	3	4	4	29	5	5	3	5	5	3	5	5	36	5	5	5	3	5	5	5	5	38
166	5	5	5	5	5	5	5	5	40	5	5	3	5	5	3	5	5	36	5	5	5	3	5	5	5	5	38
167	4	4	5	4	4	5	5	5	36	5	5	2	5	5	3	5	5	35	5	5	5	5	5	5	5	5	40
168	4	4	2	5	4	5	4	5	33	3	3	3	4	3	2	2	3	23	3	5	4	5	3	2	3	3	28
169	5	2	3	2	4	3	5	4	28	3	4	2	3	4	2	3	4	25	4	5	5	5	5	5	5	4	38
170	5	4	2	3	4	5	5	5	33	4	5	2	5	5	2	2	4	29	1	5	2	5	5	3	3	2	26

No. of respondents	Word-Of-Mouth (X1)								Brand Image (X2)								Purchase Intention (Y)										
	X11	X12	X13	X14	X15	X16	X17	X18	Total	X21	X22	X23	X24	X25	X26	X27	X28	Total	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total
171	5	5	5	5	4	3	2	5	34	3	3	3	3	3	2	3	3	23	3	3	3	5	3	5	3	3	28
172	4	5	5	5	3	2	2	5	31	3	3	1	3	3	3	3	3	22	3	3	3	4	3	5	3	3	27
173	5	3	5	3	3	5	5	5	34	3	3	2	4	5	3	3	4	27	4	4	4	4	4	5	5	4	34
174	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	3	4	31	3	4	4	4	4	3	3	3	28
175	3	4	2	3	4	4	2	4	26	4	4	1	5	4	4	4	4	30	4	4	4	4	4	5	4	4	33
176	4	5	4	5	5	5	4	5	37	3	4	2	4	3	4	4	4	28	4	5	5	5	5	5	5	4	38
177	4	5	5	5	5	4	3	1	32	4	4	1	2	1	3	1	4	20	4	4	4	4	4	4	5	4	33
178	4	4	4	4	5	5	4	4	34	1	4	4	4	1	2	4	5	25	5	5	5	4	5	5	5	5	39
179	5	4	2	4	4	2	5	3	29	5	5	3	5	5	2	5	5	35	5	5	4	3	5	4	5	5	36
180	3	4	4	3	3	2	3	2	24	3	3	4	3	3	5	3	3	27	3	3	4	3	3	4	3	3	26
181	5	4	4	3	5	5	5	4	35	4	4	5	5	5	5	4	4	37	4	4	5	5	5	4	5	5	37
182	5	5	2	2	5	3	5	3	30	5	5	5	5	5	4	3	5	37	5	5	5	5	5	5	5	3	38
183	5	5	3	5	5	5	5	5	38	3	4	5	5	5	4	4	5	35	4	4	4	4	4	5	4	4	33
184	5	5	4	4	5	5	5	4	37	4	4	4	4	3	3	3	3	28	4	4	5	4	4	4	4	4	33
185	4	4	4	2	4	4	4	4	30	3	4	3	2	5	3	3	4	27	4	3	4	2	4	5	3	4	29
186	3	3	2	2	3	5	5	5	28	4	4	2	3	5	2	5	5	30	4	3	4	4	5	4	3	4	31
187	5	5	3	4	5	5	5	5	37	3	4	2	3	2	4	4	4	26	5	5	4	5	5	5	4	4	37
188	2	2	4	4	5	3	5	3	28	3	5	4	4	3	3	5	5	32	2	3	4	4	5	3	5	5	31
189	4	4	5	4	4	4	3	3	31	5	5	3	5	3	3	3	3	30	3	4	5	3	3	1	1	1	21
190	4	4	5	4	3	3	3	5	31	5	5	2	5	2	5	5	5	34	5	5	5	5	5	5	5	5	40
191	4	3	4	4	4	2	4	4	29	4	4	1	3	2	4	4	4	26	3	2	4	4	3	3	4	4	27
192	5	4	4	4	4	3	3	4	31	5	5	2	5	3	5	5	5	35	5	3	5	5	5	5	5	5	38
193	4	4	2	2	4	4	3	4	27	5	5	3	5	2	5	5	3	33	4	4	4	4	4	4	4	4	32
194	3	5	5	4	4	3	5	3	32	5	5	4	5	4	5	5	5	38	5	4	5	5	5	5	5	5	39
195	4	5	5	2	3	5	4	5	33	5	5	4	5	3	5	5	5	37	5	4	5	5	5	5	5	5	39
196	5	5	5	5	3	5	4	4	36	3	3	5	3	2	3	5	4	28	3	4	3	3	3	3	3	3	25
197	4	4	4	5	2	3	4	4	30	4	4	2	4	3	3	5	4	29	3	5	5	3	4	4	4	4	32
198	5	4	3	3	3	4	3	4	29	5	4	3	4	3	5	3	5	32	4	3	4	4	5	4	4	3	31
199	4	4	5	5	2	5	4	4	33	5	5	2	4	5	4	3	5	33	4	4	4	4	4	4	4	4	32
200	5	4	5	5	3	3	2	2	29	5	5	3	4	5	5	3	5	35	5	5	4	5	5	5	5	5	39

No. of respondents	Word-Of-Mouth (X1)									Brand Image (X2)								Purchase Intention (Y)									
	X11	X12	X13	X14	X15	X16	X17	X18	Total	X21	X22	X23	X24	X25	X26	X27	X28	Total	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total
201	4	5	4	1	3	4	2	1	24	4	4	4	5	5	5	3	5	35	5	5	3	5	4	5	5	4	36
202	5	3	3	3	4	4	3	4	29	4	4	3	4	4	4	2	2	27	2	2	3	2	2	2	2	2	17
203	4	2	3	4	3	3	5	4	28	4	5	2	3	4	3	3	5	29	4	5	5	5	5	5	5	5	39
204	4	4	3	4	4	4	4	4	31	4	4	2	3	4	3	3	5	28	4	5	5	5	3	3	4	3	32
205	5	4	5	4	3	4	5	5	35	3	3	3	4	3	4	3	3	26	3	3	3	5	4	4	3	3	28
206	4	5	5	5	5	4	4	5	37	5	5	3	3	5	5	5	5	36	3	3	3	5	3	2	2	2	23
207	4	3	4	2	5	3	4	2	27	4	5	3	2	5	3	3	5	30	4	5	5	4	3	3	5	3	32
208	4	2	3	3	4	3	2	3	24	5	5	3	3	5	3	3	3	30	4	4	4	4	4	4	5	3	32
209	3	4	3	4	3	2	3	4	26	5	5	5	5	5	3	5	3	36	4	4	5	4	5	5	5	4	36
210	4	3	3	4	2	1	4	3	24	3	5	5	3	5	4	3	5	33	4	3	5	4	5	5	4	3	33
211	2	3	2	2	4	3	2	4	22	4	4	4	3	3	4	2	3	27	3	3	3	5	5	3	3	4	29
212	4	5	2	1	1	5	1	4	23	5	4	3	3	5	4	5	4	33	4	4	5	4	3	4	5	4	33
213	5	5	4	2	4	5	3	4	32	4	5	4	5	5	5	4	5	37	5	4	4	5	3	4	4	5	34
214	2	4	5	4	3	3	3	3	27	5	4	4	5	5	4	4	5	36	4	4	5	5	4	5	5	4	36
215	4	5	3	5	4	4	5	5	35	4	5	4	4	4	4	3	3	31	4	4	4	4	4	4	4	4	32
216	4	4	3	3	2	5	4	5	30	4	4	3	5	4	4	3	3	30	5	5	5	5	5	5	5	4	39
217	5	4	1	4	5	5	3	2	29	2	4	4	4	2	4	3	5	28	2	2	2	2	2	2	2	4	18
218	4	4	5	3	4	4	3	3	30	3	3	5	3	4	4	5	3	30	3	3	4	5	4	3	3	4	29
219	3	3	4	3	5	5	3	3	29	3	4	4	3	3	5	5	4	31	4	3	3	4	5	4	4	3	30
220	4	4	3	3	2	2	2	2	22	4	4	2	5	5	5	5	5	35	4	4	5	5	5	5	5	3	36
221	4	3	4	4	2	3	2	4	26	4	4	1	3	4	3	2	4	25	4	5	5	3	4	4	5	3	33
222	4	4	4	2	4	4	4	4	30	5	4	2	3	5	4	3	4	30	4	4	4	4	5	4	4	3	32
223	4	5	4	3	5	3	4	5	33	5	4	2	5	5	5	5	5	36	4	4	4	4	4	4	3	3	30
224	4	4	4	4	4	4	3	2	29	5	3	3	5	5	5	5	5	36	5	5	5	5	5	4	5	5	39
225	4	2	3	3	2	3	4	2	23	4	2	3	4	4	4	2	3	26	5	5	5	5	3	4	5	5	37
226	3	3	3	4	4	4	3	3	27	5	2	2	5	5	5	5	5	34	4	5	3	5	3	3	5	3	31
227	4	3	4	5	3	3	4	4	30	5	3	2	5	5	5	5	5	35	4	3	4	3	3	5	4	4	30
228	4	4	4	4	2	5	4	2	29	4	2	4	4	3	4	3	4	28	3	2	4	4	3	2	4	4	26
229	3	4	2	3	4	4	5	2	27	1	5	4	4	5	5	4	5	33	3	4	2	3	3	4	4	5	28
230	4	3	2	3	4	3	4	4	27	2	4	2	5	5	5	3	4	30	1	2	3	3	3	4	5	3	24

No. of respondents	Word-Of-Mouth (X1)								Brand Image (X2)								Purchase Intention (Y)										
	X11	X12	X13	X14	X15	X16	X17	X18	Total	X21	X22	X23	X24	X25	X26	X27	X28	Total	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total
231	5	2	1	5	5	4	4	5	31	3	3	2	3	3	3	5	3	25	1	2	2	3	5	1	5	2	21
232	3	2	2	2	3	3	4	4	23	4	3	3	4	5	5	5	1	30	4	4	3	3	4	4	3	4	29
233	5	2	5	5	5	5	5	5	37	2	4	5	5	5	4	5	4	34	2	4	2	3	3	2	2	2	20
234	4	4	2	4	4	4	5	4	31	3	5	2	5	5	5	5	5	35	1	4	4	3	5	2	5	1	25
235	1	1	2	5	5	5	4	5	28	4	4	2	4	3	4	3	4	28	4	3	4	3	3	4	3	5	29
236	2	2	3	2	2	3	3	4	21	3	5	2	4	5	5	4	4	32	4	4	4	5	4	1	4	3	29
237	3	4	4	4	4	5	5	5	34	2	4	1	5	5	4	4	5	30	4	3	4	4	3	4	3	5	30
238	4	5	5	5	5	5	5	5	39	3	5	1	5	4	5	4	5	32	4	3	4	3	4	3	3	3	27
239	4	4	5	5	5	4	5	5	37	4	5	3	5	5	5	5	5	37	4	4	5	4	4	4	5	4	34
240	4	4	5	5	3	5	5	5	36	4	5	3	4	5	4	4	4	33	4	3	4	4	4	4	5	3	31
241	4	2	2	3	4	4	2	4	25	4	4	3	3	3	4	2	3	26	2	3	3	4	3	3	3	2	23
242	4	4	4	4	5	5	4	5	35	4	5	2	5	5	4	1	1	27	2	3	4	3	4	2	5	4	27
243	5	5	5	5	5	5	3	1	34	4	5	3	4	4	4	4	4	32	3	3	4	4	4	3	4	3	28
244	5	4	5	5	4	5	4	4	36	3	5	4	5	4	4	3	5	33	5	5	4	3	4	5	4	3	33
245	5	4	2	4	5	2	5	5	32	3	5	2	4	3	5	5	5	32	4	5	5	4	5	5	5	5	38
246	3	4	4	4	3	3	3	3	27	3	4	2	5	4	3	1	4	26	3	4	4	4	5	4	4	5	33
247	5	4	4	5	5	3	5	4	35	2	4	3	3	5	5	5	3	30	4	4	4	5	4	4	4	4	33
248	5	5	5	4	3	3	5	3	33	2	3	2	3	3	3	3	3	22	5	5	4	2	4	5	5	5	35
249	5	4	4	4	3	3	3	4	30	2	3	3	3	3	3	2	2	21	2	3	4	3	4	4	5	3	28
250	4	4	2	2	3	4	4	4	27	3	4	2	4	3	3	3	3	25	5	5	5	5	4	5	5	5	39
251	3	5	5	3	3	3	3	3	28	2	4	3	4	4	3	4	4	28	4	4	4	5	3	4	5	4	33
252	4	5	5	4	4	5	2	5	34	3	3	2	3	3	3	3	3	23	3	3	4	3	3	4	4	5	29
253	5	5	5	5	5	5	2	4	36	4	3	3	3	3	3	3	3	25	2	2	2	2	4	4	4	4	24
254	4	3	4	4	4	4	2	3	28	5	4	2	4	3	2	5	3	28	4	4	4	4	4	3	4	4	31
255	5	4	4	4	4	2	4	4	31	4	4	3	4	4	3	5	5	32	2	3	3	3	4	4	4	4	27
256	1	5	3	3	5	3	5	5	30	4	4	4	4	3	3	1	2	25	3	3	4	3	3	3	3	4	26
257	3	2	2	3	3	3	3	4	23	3	4	4	4	3	4	1	3	26	3	4	4	4	4	3	3	3	28
258	5	4	5	4	5	3	5	5	36	5	5	4	5	5	4	5	5	38	3	4	4	4	4	3	3	4	29
259	5	5	4	5	4	3	4	4	34	5	5	3	5	5	5	5	5	38	2	5	5	5	5	3	4	4	33
260	3	3	3	3	3	3	3	3	24	5	5	4	5	5	5	5	5	39	5	3	4	4	4	3	4	4	31

No. of respondents	Word-Of-Mouth (X1)									Brand Image (X2)									Purchase Intention (Y)								
	X11	X12	X13	X14	X15	X16	X17	X18	Total	X21	X22	X23	X24	X25	X26	X27	X28	Total	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total
261	1	3	3	3	3	4	5	4	26	3	3	5	4	3	3	2	3	26	5	5	5	5	5	3	5	5	38
262	4	4	2	4	4	4	4	4	30	3	4	3	3	4	5	3	4	29	3	3	3	3	3	3	3	3	24
263	5	5	2	5	5	5	5	5	37	4	5	4	2	5	3	2	4	29	1	4	4	5	3	3	3	1	24
264	3	3	3	3	3	3	3	3	24	3	3	2	2	3	3	3	3	22	5	5	5	5	3	5	5	5	38
265	4	3	3	4	2	1	4	3	24	3	4	4	2	2	3	1	4	23	3	4	2	3	3	4	4	5	28
266	4	5	4	4	5	5	3	5	35	5	5	4	5	5	3	2	3	32	4	4	5	3	4	5	5	4	34
267	4	4	4	3	4	4	5	4	32	3	3	3	2	3	3	3	3	23	4	4	4	3	3	4	5	4	31
268	4	4	5	4	4	4	4	4	33	3	3	4	2	3	3	3	4	25	5	5	5	4	4	4	5	5	37
269	4	4	3	3	3	4	5	4	30	4	4	3	5	3	4	4	4	31	4	4	4	4	4	4	4	4	32
270	5	5	5	2	5	5	5	5	37	3	4	2	4	4	4	4	4	29	3	3	3	4	3	3	3	3	25
271	5	5	4	1	5	5	4	5	34	4	4	3	2	4	4	1	4	26	5	5	5	4	1	2	2	2	26
272	5	4	5	2	5	4	5	5	35	4	4	4	4	3	4	1	2	26	5	5	4	4	4	2	4	4	32
273	4	5	5	3	5	5	4	5	36	3	4	4	4	3	3	1	3	25	5	5	5	4	5	5	5	5	39
274	4	3	4	4	5	5	3	3	31	5	5	3	5	5	4	4	5	36	5	4	4	3	5	4	3	4	32
275	4	2	2	5	4	3	4	4	28	5	5	3	5	5	5	4	5	37	2	4	5	4	5	5	5	3	33
276	3	5	5	3	3	3	5	3	30	5	5	3	3	5	4	3	4	32	2	5	5	5	5	3	4	4	33
277	5	5	5	5	5	5	4	4	38	5	4	5	5	5	5	5	5	39	5	5	5	5	5	5	5	5	40
278	5	4	4	4	4	2	4	4	31	5	4	4	5	5	3	5	4	35	1	4	4	5	4	1	3	1	23
279	3	2	2	3	3	4	3	4	24	4	4	3	4	3	4	3	4	29	4	4	4	3	3	4	5	4	31
280	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40
281	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40	3	4	4	4	5	4	3	4	31
282	1	5	1	1	1	1	1	5	16	5	5	5	5	5	4	1	1	31	4	5	5	3	4	1	4	2	28
283	4	2	3	3	4	3	4	4	27	5	4	4	5	4	5	2	3	32	2	2	5	5	5	3	4	2	28
284	5	5	5	5	5	5	5	5	40	5	5	5	5	5	4	5	5	39	5	5	4	5	5	3	5	5	37
285	5	5	4	4	4	3	3	4	32	4	4	3	4	4	3	4	4	30	4	3	5	3	4	4	4	4	31
286	4	5	5	4	5	4	5	5	37	5	5	5	5	5	4	5	5	39	5	5	5	4	5	5	5	5	39
287	5	5	4	4	5	5	5	5	38	5	5	4	5	5	5	5	5	39	5	4	5	5	5	5	5	5	39
288	4	4	4	4	4	3	3	4	30	4	5	5	5	5	3	2	4	33	1	1	2	2	5	3	3	2	19
289	4	3	4	3	4	4	3	4	29	3	3	3	4	5	3	3	4	28	4	4	4	4	4	5	5	4	34
290	3	4	2	2	4	3	5	2	25	4	4	5	3	5	4	5	5	35	4	3	5	4	5	4	3	4	32

No. of respondents	Word-Of-Mouth (X1)									Brand Image (X2)								Purchase Intention (Y)									
	X11	X12	X13	X14	X15	X16	X17	X18	Total	X21	X22	X23	X24	X25	X26	X27	X28	Total	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total
291	5	5	4	5	3	5	5	5	37	3	4	5	3	4	4	4	4	31	5	5	4	5	5	5	4	4	37
292	5	5	5	5	4	4	5	4	37	3	5	5	4	5	3	5	5	35	2	2	5	4	5	3	5	5	31
293	5	4	4	5	5	5	5	5	38	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	2	5	37
294	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40	3	3	3	5	5	5	5	5	34
295	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40	5	3	2	5	3	5	5	5	33
296	4	4	4	4	4	4	4	4	32	4	4	4	4	4	3	5	4	32	3	3	4	3	4	4	4	4	29
297	3	3	2	2	3	3	3	3	22	4	4	3	4	4	4	2	2	27	2	3	3	2	2	2	2	2	18
298	5	4	5	4	4	4	3	4	33	5	5	5	5	5	3	3	3	34	4	4	4	3	4	4	5	3	31
299	3	4	5	4	4	4	3	4	31	5	5	5	3	5	4	5	4	36	4	4	5	4	5	4	5	4	35
300	4	4	4	3	3	4	4	4	30	4	3	4	5	4	4	3	3	30	5	5	5	5	5	5	5	4	39
301	4	4	5	5	4	5	4	4	35	5	5	4	5	5	4	3	4	35	4	5	4	5	4	4	4	4	34
302	4	3	4	2	5	2	4	3	27	4	4	4	4	3	4	5	4	32	4	5	3	3	4	3	5	3	30
303	4	2	2	2	4	3	4	3	24	4	4	3	2	2	3	2	5	25	4	3	4	3	4	5	4	4	31
304	3	4	2	4	4	2	3	4	26	4	3	4	3	2	4	4	3	27	3	2	4	4	3	2	4	4	26
305	4	3	4	2	4	5	3	4	29	3	4	3	4	4	3	2	4	27	4	4	3	4	4	4	3	4	30
306	4	4	3	3	2	2	3	5	26	5	4	4	3	1	2	2	1	22	4	5	4	4	3	4	3	5	32
307	4	5	4	4	5	3	4	5	34	5	5	4	4	5	4	3	4	34	4	4	4	4	4	4	5	3	32
308	4	4	4	3	4	4	3	2	28	4	3	4	4	4	4	2	2	27	4	4	4	2	3	3	3	4	27
309	3	3	3	4	4	4	3	3	27	4	4	4	4	4	3	3	3	29	3	3	4	4	4	3	4	3	28
310	4	4	5	4	4	4	5	4	34	4	4	4	4	4	5	4	4	33	4	4	4	5	4	4	5	4	34
311	4	5	5	5	5	4	5	5	38	5	5	5	5	5	5	5	5	40	5	5	5	5	5	4	4	4	37
312	4	4	4	4	4	5	4	4	33	4	4	4	4	4	4	4	2	30	3	3	3	3	2	3	4	5	26
313	5	4	2	4	4	2	5	5	31	5	5	4	3	5	5	4	5	36	4	5	5	4	5	5	5	4	37

Appendix 5: Validity and Reliability Test Results

Validity Test

1. X1

		Correlations								
		X11	X12	X13	X14	X15	X16	X17	X18	X1 Total
X11	Pearson Correlation	1	.614**	.597**	.513**	.568**	.509**	.449*	.544**	.738**
	Sig. (2-tailed)		.000	.001	.004	.001	.004	.013	.002	.000
	N	30	30	30	30	30	30	30	30	30
X12	Pearson Correlation	.614**	1	.575**	.458*	.795**	.846**	.705**	.775**	.875**
	Sig. (2-tailed)	.000		.001	.011	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X13	Pearson Correlation	.597**	.575**	1	.618**	.685**	.621**	.524**	.522**	.788**
	Sig. (2-tailed)	.001	.001		.000	.000	.000	.003	.003	.000
	N	30	30	30	30	30	30	30	30	30
X14	Pearson Correlation	.513**	.458*	.618**	1	.483**	.561**	.625**	.509**	.738**
	Sig. (2-tailed)	.004	.011	.000		.007	.001	.000	.004	.000
	N	30	30	30	30	30	30	30	30	30
X15	Pearson Correlation	.568**	.795**	.685**	.483**	1	.744**	.708**	.809**	.876**
	Sig. (2-tailed)	.001	.000	.000	.007		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X16	Pearson Correlation	.509**	.846**	.621**	.561**	.744**	1	.755**	.687**	.871**
	Sig. (2-tailed)	.004	.000	.000	.001	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X17	Pearson Correlation	.449*	.705**	.524**	.625**	.708**	.755**	1	.694**	.831**
	Sig. (2-tailed)	.013	.000	.003	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
X18	Pearson Correlation	.544**	.775**	.522**	.509**	.809**	.687**	.694**	1	.836**
	Sig. (2-tailed)	.002	.000	.003	.004	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
X1 Total	Pearson Correlation	.738**	.875**	.788**	.738**	.876**	.871**	.831**	.836**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

2. X2

		Correlations								
		X21	X22	X23	X24	X25	X26	X27	X28	X2 Total
X21	Pearson Correlation	1	.647**	.648**	.356	.574**	.670**	.302	.513**	.780**
	Sig. (2-tailed)		.000	.000	.053	.001	.000	.104	.004	.000
	N	30	30	30	30	30	30	30	30	30
X22	Pearson Correlation	.647**	1	.389*	.293	.266	.545**	.225	.629**	.656**
	Sig. (2-tailed)	.000		.034	.116	.155	.002	.232	.000	.000
	N	30	30	30	30	30	30	30	30	30
X23	Pearson Correlation	.648**	.389*	1	.543**	.734**	.381*	.298	.575**	.767**
	Sig. (2-tailed)	.000	.034		.002	.000	.038	.110	.001	.000
	N	30	30	30	30	30	30	30	30	30
X24	Pearson Correlation	.356	.293	.543**	1	.621**	.306	.293	.658**	.694**
	Sig. (2-tailed)	.053	.116	.002		.000	.100	.116	.000	.000
	N	30	30	30	30	30	30	30	30	30
X25	Pearson Correlation	.574**	.266	.734**	.621**	1	.402*	.392*	.438*	.757**
	Sig. (2-tailed)	.001	.155	.000	.000		.028	.032	.015	.000
	N	30	30	30	30	30	30	30	30	30
X26	Pearson Correlation	.670**	.545**	.381*	.306	.402*	1	.348	.513**	.704**
	Sig. (2-tailed)	.000	.002	.038	.100	.028		.059	.004	.000
	N	30	30	30	30	30	30	30	30	30
X27	Pearson Correlation	.302	.225	.298	.293	.392*	.348	1	.399*	.633**
	Sig. (2-tailed)	.104	.232	.110	.116	.032	.059		.029	.000
	N	30	30	30	30	30	30	30	30	30
X28	Pearson Correlation	.513**	.629**	.575**	.658**	.438*	.513**	.399*	1	.808**
	Sig. (2-tailed)	.004	.000	.001	.000	.015	.004	.029		.000
	N	30	30	30	30	30	30	30	30	30
X2 Total	Pearson Correlation	.780**	.656**	.767**	.694**	.757**	.704**	.633**	.808**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

3. Y

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y Total
Y1	Pearson Correlation	1	.522**	.108	.316	.164	.123	.399*	.417*	.558**
	Sig. (2-tailed)		.003	.571	.089	.386	.517	.029	.022	.001
	N	30	30	30	30	30	30	30	30	30
Y2	Pearson Correlation	.522**	1	.398*	.373*	.401*	.370*	.618**	.561**	.741**
	Sig. (2-tailed)	.003		.029	.042	.028	.044	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30
Y3	Pearson Correlation	.108	.398*	1	.536**	.426*	.326	.463**	.079	.550**
	Sig. (2-tailed)	.571	.029		.002	.019	.079	.010	.676	.002
	N	30	30	30	30	30	30	30	30	30
Y4	Pearson Correlation	.316	.373*	.536**	1	.724**	.695**	.551**	.421*	.792**
	Sig. (2-tailed)	.089	.042	.002		.000	.000	.002	.020	.000
	N	30	30	30	30	30	30	30	30	30
Y5	Pearson Correlation	.164	.401*	.426*	.724**	1	.616**	.606**	.254	.727**
	Sig. (2-tailed)	.386	.028	.019	.000		.000	.000	.176	.000
	N	30	30	30	30	30	30	30	30	30
Y6	Pearson Correlation	.123	.370*	.326	.695**	.616**	1	.670**	.676**	.772**
	Sig. (2-tailed)	.517	.044	.079	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y7	Pearson Correlation	.399*	.618**	.463**	.551**	.606**	.670**	1	.678**	.875**
	Sig. (2-tailed)	.029	.000	.010	.002	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
Y8	Pearson Correlation	.417*	.561**	.079	.421*	.254	.676**	.678**	1	.723**
	Sig. (2-tailed)	.022	.001	.676	.020	.176	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
Y Total	Pearson Correlation	.558**	.741**	.550**	.792**	.727**	.772**	.875**	.723**	1
	Sig. (2-tailed)	.001	.000	.002	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

Reliability Test

1. X1

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.928	.930	8

2. X2

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.854	.873	8

3. Y

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.863	.866	8

Appendix 6: Path Analysis Results

1. X1 on X2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	WOM ^b	.	Enter

a. Dependent Variable: Brand Image

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,535 ^a	,286	,284	4,393

a. Predictors: (Constant), WOM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2406,539	1	2406,539	124,709	,000 ^b
	Residual	6001,436	311	19,297		
	Total	8407,974	312			

a. Dependent Variable: Brand Image

b. Predictors: (Constant), WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,441	1,348		12,199	,000
	WOM	,486	,044	,535	11,167	,000

a. Dependent Variable: Brand Image

2. X1 and X2 on Y

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Image, WOM ^b		Enter

a. Dependent Variable: Purchase Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,502 ^a	,252	,247	4,626

a. Predictors: (Constant), Brand Image, WOM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2237,480	2	1118,740	52,284	,000 ^b
	Residual	6633,242	310	21,398		
	Total	8870,722	312			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Brand Image, WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,731	1,726		7,958	,000
	WOM	,154	,054	,165	2,835	,005
	Brand Image	,405	,060	,394	6,784	,000

a. Dependent Variable: Purchase Intention