Responden Berdasarkan Gender

**Tabel 1**. Persentase Responden Berdasarkan Gender

|  |  |  |
| --- | --- | --- |
| **Jenis Kelamin** | **Jumlah** | **Persentase (%)** |
| Laki-laki | 47 | 47% |
| Perempuan | 53 | 53% |
| Total | 100 | 100% |

Responden Berdasarkan Usia

**Tabel 2**. Persentase Responden Berdasarkan Usia

|  |  |  |
| --- | --- | --- |
| **Jenis Kelamin** | **Jumlah** | **Persentase (%)** |
| <18 Tahun | 28 | 28% |
| 18-26 Tahun | 42 | 42% |
| >26 Tahun | 30 | 30% |
| Total | 100 | 100% |

Uji Validitas

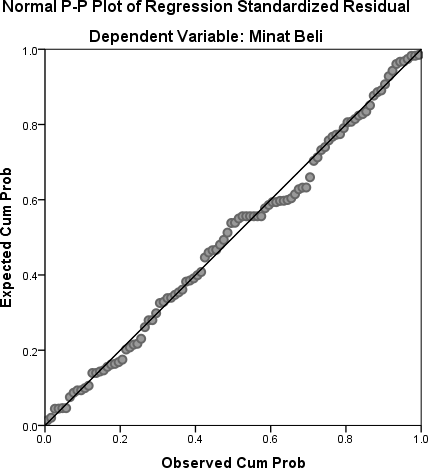
**Tabel 3**. Hasil Uji Validitas

|  |  |  |  |
| --- | --- | --- | --- |
| **Variabel Indikator** | **r-hitung** | **r-tabel** | **Keterangan** |
| 𝑋1.1 | 0,702 | 0,197 | Valid |
| Reputasi *Brand* (X1) 𝑋1.2 | 0,839 | 0,197 | Valid |
| 𝑋1.3 | 0,713 | 0,197 | Valid |
| 𝑋1.4 | 0,776 | 0,197 | Valid |
| 𝑋2.1 | 0,716 | 0,197 | Valid |
| 𝑋2.2 | 0,647 | 0,197 | Valid |
| *E-Service Quality* (X2) 𝑋2.3 | 0,708 | 0,197 | Valid |
| 𝑋2.4 | 0,769 | 0,197 | Valid |
| 𝑋2.5 | 0,694 | 0,197 | Valid |
| 𝑋2.6 | 0,645 | 0,197 | Valid |
| 𝑋3.1 | 0,696 | 0,197 | Valid |
| 𝑋3.2 | 0,744 | 0,197 | Valid |
| *Electronic Word of Mouth* (X3) 𝑋3.3 | 0,762 | 0,197 | Valid |
| 𝑋3.4 | 0,702 | 0,197 | Valid |
| 𝑋3.5 | 0,651 | 0,197 | Valid |
| 𝑌1 | 0,713 | 0,197 | Valid |
| Minat Beli (Y) 𝑌2 | 0,714 | 0,197 | Valid |
| 𝑌3 | 0,823 | 0,197 | Valid |
| 𝑌4 | 0,713 | 0,197 | Valid |

Uji Reliabilitas

**Tabel 4**. Hasil Uji Reliabilitas

|  |  |  |  |
| --- | --- | --- | --- |
| **Variabel** | ***Cronbach’s Alpha***  **Hitung** | **Standart** | **Keterangan** |
| Reputasi *Brand* (X1) | 0,753 | 0,70 | Reliabel |
| *E-Service Quality* (X2) | 0,786 | 0,70 | Reliabel |
| *Electronic Word of Mouth* (X3) | 0,753 | 0,70 | Reliabel |
| Minat Beli (Y) | 0,727 | 0,70 | Reliabel |

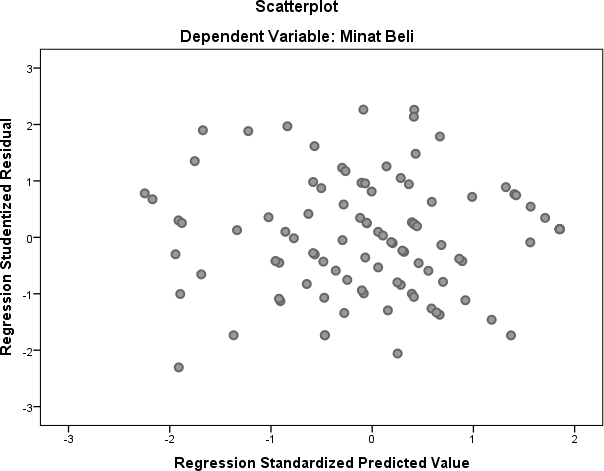


**Gambar 3.** *Plot* Hasil Uji Normalitas

Uji Multikolinearitas

**Tabel 5**. Hasil Uji Multikolinearitas

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
|  | (Constant) | 1,713 | 1,065 |  | 1,609 | 0,111 |  |  |
| Reputasi Brand | 0,212 | 0,075 | 0,220 | 2,819 | 0,006 | 0,585 | 1,710 |
| E-Service Quality | 0,314 | 0,060 | 0,466 | 5,220 | 0,000 | 0,446 | 2,241 |
| Electronic Word of Mouth | 0,176 | 0,070 | 0,233 | 2,526 | 0,013 | 0,420 | 2,382 |

Uji Heteroskedastisitas

**Gambar 4**. Plot Hasil Uji Heteroskedastisitas

Uji Regresi Linier Berganda

**Tabel 6**. Hasil Analisis Regresi Linier Berganda

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
|  | (Constant) | 1,713 | 1,065 |  | 1,609 | 0,111 |
| Reputasi Brand | 0,212 | 0,075 | 0,220 | 2,819 | 0,006 |
| E-Service Quality | 0,314 | 0,060 | 0,466 | 5,220 | 0,000 |
| Electronic Word of Mouth | 0,176 | 0,070 | 0,233 | 2,526 | 0,013 |

Uji Koefisien Determinasi (R2)

**Tabel 7**. Hasil Uji Koefisien Determinasi

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,811a | 0,658 | 0,648 | 1,60094 |

Uji Simultan (Uji F)

**Tabel 8**. Hasil Uji Simultan

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |  |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |  |
|  | Regression | 474,111 | 3 | 158,037 | 61,661 | .000b |  |
| Residual | 246,049 | 96 | 2,563 |  |  |  |
| Total | 720,160 | 99 |  |  |  |  |

Uji Parsial (Uji T)

**Tabel 9**. Hasil Uji Parsial

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
|  | (Constant) | 1,713 | 1,065 |  | 1,609 | 0,111 |
| Reputasi Brand | 0,212 | 0,075 | 0,220 | 2,819 | 0,006 |
| E-Service Quality | 0,314 | 0,060 | 0,466 | 5,220 | 0,000 |
| Electronic Word of Mouth | 0,176 | 0,070 | 0,233 | 2,526 | 0,013 |