

## Appendix 1. Questionnaire of Research



**MINISTRY OF RESEARCH, TECHNOLOGY AND  
HIGHER EDUCATION  
JENDERAL SOEDIRMAN UNIVERSITY  
FACULTY OF ECONOMIC AND BUSINESS  
PURWOKERTO**

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**Penelitian :** THE ANALYSIS OF ANTECEDENTS AND OUTCOME OF BRAND LOVE: MODERATING ROLE OF BRAND COMMITMENT (Survey on Consumers of Honda Motorcycles in Purwokerto)

### I. Pengantar

Angket ini merupakan kuesioner penelitian yang bertujuan untuk menganalisis pengaruh brand image maupun brand identification terhadap brand love, untuk menganalisis pengaruh brand love terhadap word of mouth, dan untuk menganalisis pengaruh moderasi brand commitment terhadap hubungan kausal antara brand love dengan word of mouth (WOM). Demi tercapainya tujuan penelitian ini, maka penulis mohon kesediaan Saudara/i untuk mengisi (menjawab) daftar pertanyaan yang telah disediakan.

Penulis mengucapkan terima kasih yang sebesar-besarnya atas kesediaan Saudara/i, dan tidak lupa penulis juga memohon maaf apabila ada pertanyaan maupun pernyataan yang kurang berkenan.

Penulis,

Tiwi Aftia Handayani  
CIK010019

## II. Petunjuk Pengisian

- A. Bagian A : Berisi identitas responden, Saudara/i cukup mengisi pada tempat yang telah disediakan.
- B. Bagian B : Berisi daftar pertanyaan, Saudara/i cukup memberikan tanda *check list* ( ) pada jawaban yang tersedia (SS, S, AS, N, ATS, TS atau STS) sesuai dengan pendapat Saudara/i.

## III. Angket Penelitian

### A. Identitas Responden

Nama : .....

Alamat : .....

No. Telp./Hp. : .....

Jenis Kelamin :  Laki-laki  Perempuan

Umur :  < 30 Tahun  
 30 sampai 40 Tahun  
 > 40 Tahun

Pendidikan Terakhir :  SD  Diploma  
 SLTP  Sarjana  
 SLTA

Pekerjaan :  PNS  Wiraswasta  
 POLRI/ABRI  Lainnya  
 Pegawai Swasta

Pendapatan Per Bulan :  ≤ Rp 3.000.000,00  
 > Rp 3.000.000,00 s/d Rp 5.000.000,00  
 > Rp 5.000.000,00

Sudah berapa lama Anda:  < 1 Tahun

Menggunakan sepeda  1 – 3 Tahun

Motor Honda?  > 3 – 5 Tahun

> 5 Tahun

### B. Daftar Pertanyaan/Pernyataan

No.	Word of Mouth (WOM)	SS	S	AS	N	ATS	TS	STS
1.	Rasa suka terhadap merek sepeda motor Honda mendorong saya untuk menceritakannya kepada orang-orang terdekat.							
2.	Fokus pembicaraan saya tentang sepeda motor dengan orang lain adalah mengenai kualitas sepeda motor Honda.							
3.	Saya sering menceritakan kualitas sepeda motor Honda kepada orang lain.							
4.	Saya berusaha mengajak orang-orang terdekat untuk menceritakan hal-hal yang positif tentang sepeda motor Honda kepada orang lain.							
5.	Saya berusaha mempengaruhi orang-orang terdekat untuk menggunakan sepeda motor Honda.							

Apa yang menjadi alasan Anda melakukan atau tidak melakukan komunikasi dari mulut ke mulut (*Word Of Mouth*) mengenai sepeda motor Honda? Berikan penjelasan!.....

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No.	Brand Image	SS	S	AS	N	ATS	TS	STS
1.	Reputasi Honda sebagai merek sepeda motor berkualitas tidak perlu diragukan lagi.							

2.	Sepeda motor merek Honda memiliki desain yang elegan.						
3.	Honda merupakan merek sepeda motor yang dilengkapi dengan fitur-fitur berteknologi canggih.						
4.	Honda merupakan merek sepeda motor yang sangat terkenal.						
5.	Honda merupakan merek sepeda motor bergengsi.						

Apa yang menjadi alasan Anda menilai bahwa sepeda motor Honda memiliki citra merek (*brand image*) yang positif (baik) atau negatif (buruk)? Berikan penjelasan!

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No.	Brand Identification	Jawaban						
		SS	S	AS	N	ATS	TS	STS
1.	Honda merupakan merek sepeda motor yang sangat sesuai dengan kepribadian saya.							
2.	Honda merupakan merek sepeda motor yang mampu menunjukkan identitas diri saya kepada orang lain.							
3.	Bagi saya, Honda merupakan merek sepeda motor yang memiliki arti penting dalam membangun identitas diri.							

Apa yang menjadi alasan Anda menilai bahwa Honda merupakan merek sepeda motor yang khas atau tidak khas? Berikan penjelasan!.....

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No.	Brand Love	SS	S	AS	N	ATS	TS	STS
1.	Saya sangat antusias terhadap merek sepeda motor Honda.							

2.	Saya merasa memiliki ikatan dengan merek sepeda motor Honda.						
3.	Honda adalah merek sepeda motor yang sangat bagus.						
4.	Honda benar-benar merupakan merek sepeda motor yang mengagumkan.						
5.	Saya sangat mencintai merek sepeda motor Honda.						

Apa yang menjadi alasan Anda mencintai atau tidak mencintai merek sepeda motor Honda? Berikan penjelasan!.....

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No.	Brand Commitment	Jawaban						
		SS	S	AS	N	ATS	TS	STS
1.	Saya memiliki komitmen untuk terus menggunakan sepeda motor merek Honda karena adanya ikatan batin yang kuat dengan merek ini.							
2.	Saya berkomitmen untuk terus menggunakan sepeda motor merek Honda karena terlalu berisiko jika harus menggunakan merek lain.							
3.	Sebagai konsumen yang loyal, saya merasa memiliki kewajiban untuk terus menggunakan sepeda motor merek Honda.							

Apa yang menjadi alasan Anda memiliki atau tidak memiliki komitmen yang kuat terhadap merek sepeda motor Honda? Berikan penjelasan!.....

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Terima Kasih

## Appendix 2. Pilot Survey Tabulation

No.	Brand Image (X <sub>1</sub> )					Total	Brand Identification (X <sub>2</sub> )			Total	Brand Love (Y <sub>1</sub> )					Total	Brand Commitment (Z)			Total	Word of Mouth (Y <sub>2</sub> )					Total
	1	2	3	4	5		1	2	3		1	2	3	4	5		1	2	3		1	2	3	4	5	
	1	5	5	5	5		6	26	6		4	4	14	6	4		6	6	6		28	4	4	4	12	
2	6	5	5	6	6	28	4	4	4	12	4	4	6	6	4	24	4	4	4	12	5	6	7	6	5	29
3	7	6	7	7	7	34	6	6	7	19	6	6	7	7	7	33	6	6	7	19	4	4	4	4	4	20
4	6	6	7	5	6	30	5	5	5	15	4	4	5	5	4	22	4	4	3	11	4	4	6	4	4	22
5	5	6	5	7	6	29	5	7	5	17	5	6	5	6	5	27	5	6	5	16	6	6	6	6	4	28
6	7	6	7	7	7	34	6	7	6	19	6	5	7	7	7	32	6	6	5	17	5	6	7	6	5	29
7	6	6	6	6	6	30	6	6	6	18	6	6	6	6	6	30	6	6	6	18	5	6	5	6	7	29
8	5	6	5	7	6	29	5	6	7	18	5	6	5	7	6	29	5	6	7	18	6	6	5	4	4	25
9	5	6	6	6	6	29	5	6	6	17	6	5	6	5	5	27	6	5	6	17	6	6	6	6	6	30
10	7	6	6	6	5	30	6	6	5	17	6	6	6	5	6	29	6	6	6	18	5	7	6	5	6	29
11	6	6	7	6	7	32	6	7	6	19	6	7	7	7	5	32	7	6	7	20	6	6	6	6	6	30
12	7	7	7	7	7	35	6	6	7	19	6	6	6	7	7	32	7	7	6	20	6	5	6	4	4	25
13	6	6	6	7	6	31	7	7	7	21	6	6	6	6	6	30	6	6	6	18	7	7	7	6	6	33
14	6	6	6	6	6	30	6	6	6	18	6	6	6	6	6	30	6	6	6	18	6	6	6	5	5	28
15	6	6	6	7	6	31	6	6	6	18	6	6	4	5	6	27	6	6	3	15	7	7	6	5	6	31
16	6	6	6	6	6	30	5	5	6	16	7	7	6	7	6	33	7	7	5	19	6	6	6	6	6	30
17	7	7	7	7	7	35	7	7	6	20	7	7	7	7	7	35	7	7	6	20	7	6	6	5	6	30
18	5	6	6	6	6	29	6	6	6	18	7	6	6	6	6	31	6	6	6	18	6	6	7	6	6	31
19	6	6	6	6	6	30	6	6	4	16	6	6	6	6	6	30	6	5	5	16	6	6	4	7	6	29
20	6	5	5	6	6	28	5	5	5	15	6	5	5	6	5	27	4	5	4	13	6	6	6	3	6	27
21	6	7	6	6	5	30	7	6	7	20	5	7	7	6	6	31	6	7	6	19	4	4	4	4	4	20
22	6	5	6	7	5	29	3	4	4	11	6	7	5	5	6	29	6	6	7	19	5	5	4	4	5	23
23	6	7	6	7	5	31	6	7	7	20	4	4	5	5	4	22	7	6	7	20	6	7	7	6	7	33
24	7	6	6	7	6	32	7	6	7	20	6	7	6	6	7	32	7	7	7	21	7	6	7	7	7	34
25	5	6	4	5	7	27	6	6	7	19	4	3	4	3	3	17	7	6	7	20	7	7	7	5	6	32
26	5	6	5	6	4	26	7	7	4	18	6	6	7	5	5	29	7	7	7	21	7	7	6	6	6	32
27	5	6	5	6	7	29	7	4	6	17	7	6	7	6	7	33	6	5	6	17	5	7	5	6	7	30
28	7	6	6	5	4	28	7	6	4	17	4	5	5	3	4	21	7	6	6	19	6	7	6	5	7	31
29	6	7	6	6	7	32	4	6	7	17	6	7	5	6	3	27	7	7	6	20	7	7	5	5	6	30
30	4	3	3	4	3	17	6	7	6	19	5	4	7	7	3	26	7	6	7	20	6	5	6	6	7	30

### Appendix 3. Validity Test Results

#### Brand Image Variable ( $X_1$ )

##### Correlations

		Item 1	Item 2	Item 3	Item 4	Item 5	Total
Item 1	Pearson Correlation	1	.481**	.762**	.461**	.289	.761**
	Sig. (1-tailed)		.004	.000	.005	.061	.000
	N	30	30	30	30	30	30
Item 2	Pearson Correlation	.481**	1	.646**	.518**	.477**	.796**
	Sig. (1-tailed)	.004		.000	.002	.004	.000
	N	30	30	30	30	30	30
Item 3	Pearson Correlation	.762**	.646**	1	.518**	.465**	.875**
	Sig. (1-tailed)	.000	.000		.002	.005	.000
	N	30	30	30	30	30	30
Item 4	Pearson Correlation	.461**	.518**	.518**	1	.416*	.738**
	Sig. (1-tailed)	.005	.002	.002		.011	.000
	N	30	30	30	30	30	30
Item 5	Pearson Correlation	.289	.477**	.465**	.416*	1	.708**
	Sig. (1-tailed)	.061	.004	.005	.011		.000
	N	30	30	30	30	30	30
Total	Pearson Correlation	.761**	.796**	.875**	.738**	.708**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (1-tailed).

\* . Correlation is significant at the 0.05 level (1-tailed).

### Brand Identification Variable ( $X_2$ )

#### Correlations

		Item 1	Item 2	Item 3	Total
Item 1	Pearson Correlation	1	.447**	.238	.729**
	Sig. (1-tailed)		.007	.103	.000
	N	30	30	30	30
Item 2	Pearson Correlation	.447**	1	.400*	.798**
	Sig. (1-tailed)	.007		.014	.000
	N	30	30	30	30
Item 3	Pearson Correlation	.238	.400*	1	.745**
	Sig. (1-tailed)	.103	.014		.000
	N	30	30	30	30
Total	Pearson Correlation	.729**	.798**	.745**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (1-tailed).

\* . Correlation is significant at the 0.05 level (1-tailed).



### Brand Love Variable (Y<sub>1</sub>)

#### Correlations

	Item 1	Item 2	Item 3	Item 4	Item 5	Total
Item 1	1					
Pearson Correlation		.654**	.443**	.509**	.677**	.841**
Sig. (1-tailed)		.000	.007	.002	.000	.000
N	30	30	30	30	30	30
Item 2	.654**	1				
Pearson Correlation			.295	.417*	.555**	.764**
Sig. (1-tailed)			.056	.011	.001	.000
N	30	30	30	30	30	30
Item 3	.443**	.295	1			
Pearson Correlation				.594**	.425**	.684**
Sig. (1-tailed)				.000	.010	.000
N	30	30	30	30	30	30
Item 4	.509**	.417*	.594**	1		
Pearson Correlation					.479**	.764**
Sig. (1-tailed)					.004	.000
N	30	30	30	30	30	30
Item 5	.677**	.555**	.425**	.479**	1	
Pearson Correlation						.828**
Sig. (1-tailed)						.000
N	30	30	30	30	30	30
Total	.841**	.764**	.684**	.764**	.828**	1
Pearson Correlation						
Sig. (1-tailed)						.000
N	30	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (1-tailed).

\* . Correlation is significant at the 0.05 level (1-tailed).

### Brand Commitment Variable (Z)

#### Correlations

		Item 1	Item 2	Item 3	Total
Item 1	Pearson Correlation	1	.784**	.671**	.918**
	Sig. (1-tailed)		.000	.000	.000
	N	30	30	30	30
Item 2	Pearson Correlation	.784**	1	.565**	.862**
	Sig. (1-tailed)	.000		.001	.000
	N	30	30	30	30
Item 3	Pearson Correlation	.671**	.565**	1	.870**
	Sig. (1-tailed)	.000	.001		.000
	N	30	30	30	30
Total	Pearson Correlation	.918**	.862**	.870**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (1-tailed).

### Word Of Mouth Variable (Y<sub>2</sub>)

#### Correlations

	Item 1	Item 2	Item 3	Item 4	Item 5	Total
Item 1						
Pearson Correlation	1	.645**	.440**	.323*	.453**	.756**
Sig. (1-tailed)		.000	.007	.041	.006	.000
N	30	30	30	30	30	30
Item 2						
Pearson Correlation	.645**	1	.377*	.337*	.602**	.787**
Sig. (1-tailed)	.000		.020	.034	.000	.000
N	30	30	30	30	30	30
Item 3						
Pearson Correlation	.440**	.377*	1	.393*	.299	.673**
Sig. (1-tailed)	.007	.020		.016	.054	.000
N	30	30	30	30	30	30
Item 4						
Pearson Correlation	.323*	.337*	.393*	1	.541**	.712**
Sig. (1-tailed)	.041	.034	.016		.001	.000
N	30	30	30	30	30	30
Item 5						
Pearson Correlation	.453**	.602**	.299	.541**	1	.787**
Sig. (1-tailed)	.006	.000	.054	.001		.000
N	30	30	30	30	30	30
Total						
Pearson Correlation	.756**	.787**	.673**	.712**	.787**	1
Sig. (1-tailed)	.000	.000	.000	.000	.000	
N	30	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (1-tailed).

\* . Correlation is significant at the 0.05 level (1-tailed).

## Appendix 4. Reliability Test Results

### Brand Image Variable ( $X_1$ )

#### Reliability

##### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

Cronbach's Alpha	N of Items
.830	5

### Brand Identification Variable ( $X_2$ )

#### Reliability

##### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

Cronbach's Alpha	N of Items
.623	3

## Brand Love Variable (Y<sub>1</sub>)

### Reliability

#### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.832	5

## Brand Commitment Variable (Z)

### Reliability

#### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.849	3

**Word Of Mouth Variable (Y<sub>2</sub>)****Reliability****Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.796	5

### Appendix 5. Final Survey Tabulation

No.	Brand Image (X <sub>1</sub> )					Total	Brand Identification (X <sub>3</sub> )			Total	Brand Love (Y <sub>1</sub> )					Total	Brand Commitment (Z)			Total	Word of Mouth (Y <sub>2</sub> )					Total
	1	2	3	4	5		1	2	3		1	2	3	4	5		1	2	3		1	2	3	4	5	
1	5	5	6	5	5	26	5	5	5	15	5	5	5	6	5	26	6	7	5	18	5	5	6	5	5	26
2	6	6	5	6	6	29	6	5	6	17	6	6	6	6	6	30	6	6	6	18	7	6	6	5	5	29
3	6	5	5	6	5	27	5	5	5	15	5	5	6	5	5	26	5	6	5	16	6	5	5	6	5	27
4	5	7	6	5	5	28	6	5	5	16	5	6	5	5	7	28	5	6	7	18	6	7	5	5	5	28
5	5	6	5	7	5	28	5	6	6	17	5	6	5	5	7	28	5	6	5	16	6	5	7	7	6	31
6	5	5	6	5	7	28	5	6	7	18	5	6	5	7	6	29	5	6	7	18	5	6	7	6	5	29
7	5	5	5	5	6	26	6	4	4	14	6	4	6	6	6	28	4	4	4	12	4	4	4	4	4	20
8	6	5	5	6	6	28	4	4	4	12	4	4	6	6	4	24	4	4	4	12	4	4	6	4	4	22
9	7	6	7	7	7	34	6	6	7	19	6	6	7	7	7	33	6	6	7	19	6	6	6	6	4	28
10	6	6	7	5	6	30	5	5	5	15	4	4	5	5	4	22	4	4	3	11	5	6	7	6	5	29
11	5	6	5	7	6	29	5	7	5	17	5	6	5	6	5	27	5	6	5	16	5	6	5	6	7	29
12	7	6	7	7	7	34	6	7	6	19	6	5	7	7	7	32	6	6	5	17	6	6	5	4	4	25
13	6	6	6	6	6	30	6	6	6	18	6	6	6	6	6	30	6	6	6	18	6	6	6	6	6	30
14	5	6	5	7	6	29	5	6	7	18	5	6	5	7	6	29	5	6	7	18	5	7	6	5	6	29
15	5	6	6	6	6	29	5	6	6	17	6	5	6	5	5	27	6	5	6	17	6	6	6	6	6	30
16	7	6	6	6	5	30	6	6	5	17	6	6	6	5	6	29	6	6	6	18	6	5	6	4	4	25
17	6	6	7	6	7	32	6	7	6	19	6	7	7	7	5	32	7	6	7	20	7	7	7	6	6	33
18	7	7	7	7	7	35	6	6	7	19	6	6	6	7	7	32	7	7	6	20	6	6	6	5	5	28
19	6	6	6	7	6	31	7	7	7	21	5	6	6	5	6	28	6	6	6	18	7	7	6	5	6	31
20	7	6	6	6	6	31	6	6	6	18	6	5	5	6	5	27	6	6	6	18	6	6	6	6	6	30
21	7	6	6	7	6	32	6	6	6	18	6	6	4	5	6	27	6	6	6	18	7	6	6	5	6	30
22	7	6	6	6	6	31	7	5	6	18	7	7	4	5	6	29	7	7	5	19	6	6	7	6	6	31
23	7	7	7	7	7	35	7	7	6	20	5	6	5	5	7	28	7	7	4	18	6	6	4	7	6	29
24	5	6	6	6	6	29	6	6	6	18	7	7	6	7	7	34	6	6	6	18	6	6	6	3	6	27
25	6	6	6	6	6	30	6	6	4	16	6	5	5	6	5	27	6	5	5	16	6	4	6	6	6	28
26	6	5	5	6	6	28	5	5	5	15	6	5	5	6	5	27	6	5	4	15	5	5	6	6	5	27
27	6	7	6	6	5	30	7	6	7	20	7	7	7	6	6	33	6	7	6	19	6	7	7	4	7	31
28	6	5	6	7	5	29	7	6	4	17	7	7	5	5	6	30	6	6	7	19	7	6	7	5	7	32
29	6	7	6	7	5	31	6	7	7	20	5	4	5	7	6	27	7	6	7	20	7	7	7	5	6	32
30	7	6	6	7	6	32	4	6	7	17	4	5	6	6	5	26	7	7	7	21	7	7	6	6	6	32

31	7	6	4	5	7	29	6	6	7	19	4	5	6	7	7	29	7	6	7	20	5	7	5	6	7	30
32	5	6	5	6	4	26	7	7	4	18	7	6	7	6	7	33	7	7	7	21	6	7	6	5	7	31
33	5	6	5	6	7	29	7	4	6	17	7	7	7	6	5	32	6	5	6	17	7	7	6	6	6	32
34	7	6	6	5	4	28	7	6	4	17	6	5	5	6	7	29	7	6	6	19	6	5	6	6	7	30
35	6	7	4	6	5	28	4	6	7	17	6	7	5	6	5	29	7	7	6	20	6	6	7	6	6	31
36	6	6	6	7	5	30	6	7	6	19	5	6	7	7	6	31	7	6	7	20	7	7	6	6	7	33
37	7	5	6	7	5	30	7	7	7	21	7	7	7	7	6	34	6	6	7	19	7	7	6	6	6	32
38	6	7	6	5	6	30	7	6	7	20	4	5	6	7	5	27	7	6	5	18	5	6	7	6	6	30
39	5	6	4	5	7	27	6	7	7	20	4	3	6	5	4	22	6	7	7	20	5	6	4	6	5	26
40	6	7	6	5	5	29	4	7	6	17	6	5	5	6	5	27	5	4	4	13	6	5	4	7	5	27
41	7	6	5	5	6	29	7	4	5	16	7	6	6	7	6	32	6	6	5	17	6	5	6	7	6	30
42	7	6	5	4	7	29	7	4	4	15	4	3	3	5	4	19	5	6	4	15	5	6	5	5	5	26
43	3	3	5	6	4	21	4	7	6	17	3	3	5	7	5	23	6	7	4	17	3	4	4	4	4	19
44	5	6	5	5	6	27	7	6	6	19	3	5	4	7	3	22	4	6	5	15	6	5	6	7	5	29
45	6	7	4	4	7	28	5	5	4	14	4	4	4	6	3	21	5	7	4	16	5	6	6	7	6	30
46	7	7	5	6	6	31	7	6	7	20	3	4	3	3	3	16	7	6	6	19	6	5	5	5	6	27
47	7	7	4	5	6	29	6	7	7	20	4	4	4	7	4	23	7	7	7	21	5	6	6	4	5	26
48	5	5	4	5	5	24	7	7	7	21	3	4	3	7	3	20	6	7	7	20	5	5	5	5	5	25
49	7	6	6	4	7	30	6	7	7	20	3	4	3	6	3	19	6	6	6	18	5	4	4	5	4	22
50	7	7	6	5	7	32	5	6	7	18	3	3	3	5	5	19	7	7	6	20	7	7	6	4	7	31
51	6	5	5	5	6	27	4	3	3	10	3	4	3	5	5	20	6	4	6	16	3	4	3	4	3	17
52	5	5	5	4	5	24	7	6	7	20	3	3	3	6	4	19	5	5	6	16	7	7	7	5	6	32
53	5	5	4	4	5	23	6	7	6	19	4	4	4	4	3	19	4	4	4	12	7	7	5	7	5	31
54	7	6	5	5	7	30	3	3	2	8	6	6	4	5	3	24	6	7	7	20	5	4	5	4	4	22
55	5	5	4	5	5	24	3	4	5	12	3	5	4	6	5	23	6	5	6	17	5	4	6	4	6	25
56	7	7	6	5	6	31	7	4	4	15	5	3	3	7	3	21	7	6	5	18	7	7	4	4	6	28
57	7	7	5	5	7	31	6	7	4	17	5	5	5	6	4	25	5	6	6	17	5	5	7	6	7	30
58	7	6	5	5	7	30	7	5	4	16	3	3	4	6	6	22	6	4	4	14	5	4	5	5	6	25
59	3	2	7	6	3	21	3	3	2	8	3	3	3	6	5	20	5	6	6	17	5	6	5	6	6	28
60	3	2	4	5	2	16	4	6	7	17	4	5	4	6	3	22	6	5	6	17	4	5	5	4	5	23
61	6	6	6	6	7	31	6	6	6	18	4	4	4	3	5	20	4	6	4	14	7	7	6	4	6	30
62	4	4	4	4	3	19	5	4	7	16	6	5	4	7	5	27	4	4	6	14	7	4	5	6	6	28
63	6	5	7	7	6	31	4	4	3	11	6	7	7	7	6	33	6	5	5	16	7	4	6	6	5	28
64	6	6	7	6	6	31	2	3	3	8	4	4	3	5	4	20	5	5	6	16	4	4	5	4	5	22
65	7	7	7	7	7	35	3	2	3	8	6	5	6	7	7	31	5	6	5	16	5	6	6	7	6	30
66	6	6	6	7	6	31	3	4	3	10	5	3	5	3	5	21	5	5	6	16	5	5	4	3	7	24
67	7	6	4	5	6	28	2	3	4	9	6	7	7	7	7	34	5	4	5	14	5	4	4	6	5	24
68	6	6	4	4	6	26	4	5	5	14	6	5	5	6	5	27	4	4	5	13	6	6	6	6	6	30



69	7	6	6	7	7	33	6	5	7	18	6	7	6	6	6	31	5	6	6	17	7	7	7	7	7	35
70	5	5	6	5	5	26	4	4	6	14	5	6	4	5	7	27	6	7	6	19	6	6	6	6	6	30
71	6	7	4	4	7	28	4	4	5	13	6	7	7	6	6	32	5	6	6	17	6	6	6	7	6	31
72	5	3	3	5	3	19	5	5	5	15	5	3	5	4	5	22	6	6	5	17	4	5	4	3	4	20
73	4	5	6	6	4	25	4	4	4	12	6	6	7	6	7	32	5	6	4	15	7	7	7	6	7	34
74	5	7	5	5	7	29	5	7	4	16	7	5	5	7	7	31	4	6	5	15	7	6	7	7	7	34
75	6	6	5	5	7	29	4	4	4	12	3	5	5	3	5	21	6	6	6	18	6	4	6	4	6	26
76	6	7	4	4	6	27	4	5	5	14	4	3	5	6	5	23	6	5	5	16	5	4	7	5	6	27
77	5	6	5	5	6	27	4	4	4	12	5	6	6	6	6	29	5	4	6	15	6	4	4	7	3	24
78	5	6	5	4	6	26	4	4	4	12	7	7	7	6	6	33	6	6	5	17	5	3	3	4	5	20
79	5	5	4	5	6	25	4	4	6	14	6	5	7	6	7	31	6	6	6	18	7	7	7	5	7	33
80	6	6	4	5	5	26	7	6	7	20	7	7	6	6	7	33	7	7	7	21	7	7	7	7	7	35
81	4	4	6	5	5	24	5	4	4	13	5	3	5	3	3	19	5	5	5	15	7	5	5	6	5	28
82	6	6	4	5	7	28	6	6	7	19	5	6	5	6	6	28	7	4	5	16	6	7	7	4	7	31
83	7	7	5	4	4	27	7	7	5	19	6	6	6	7	3	28	6	5	6	17	5	4	4	4	5	22
84	7	7	5	5	7	31	6	7	7	20	7	7	7	6	4	31	6	5	5	16	5	5	7	4	7	28
85	7	6	5	5	7	30	6	5	6	17	6	6	7	6	6	31	6	7	7	20	7	7	7	7	6	34
86	3	2	7	6	3	21	3	3	5	11	3	3	3	6	5	20	6	6	6	18	4	4	4	4	4	20
87	3	2	4	5	2	16	4	3	3	10	4	5	3	6	3	21	7	5	6	18	4	5	5	6	7	27
88	6	6	6	6	7	31	3	4	6	13	3	3	3	5	5	19	5	5	5	15	7	7	6	3	6	29
89	4	4	4	4	3	19	4	3	2	9	3	5	5	3	5	21	6	7	7	20	4	4	5	6	6	25
90	6	5	7	7	6	31	2	2	3	7	4	3	3	4	3	17	6	6	7	19	5	4	6	6	5	26
91	6	6	7	6	6	31	4	2	3	9	4	4	6	5	4	23	5	5	6	16	4	4	5	5	5	23
92	7	7	7	7	7	35	5	7	6	18	6	5	5	7	4	27	5	6	5	16	5	4	4	7	4	24
93	6	6	6	7	6	31	3	4	3	10	5	3	5	6	5	24	4	4	5	13	5	5	4	6	7	27
94	7	6	4	5	6	28	2	4	4	10	5	3	3	7	4	22	6	7	7	20	5	4	4	4	5	22
95	6	6	4	4	6	26	6	5	5	16	3	5	5	6	5	24	6	5	5	16	6	6	6	4	6	28
96	7	6	4	4	7	28	4	5	3	12	6	4	3	6	3	22	6	5	6	17	5	5	7	4	7	28
97	5	5	4	5	5	24	4	4	6	14	5	6	4	5	3	23	5	6	4	15	6	6	6	6	6	30
98	6	7	4	4	7	28	4	4	5	13	6	4	5	6	6	27	5	6	7	18	6	6	6	7	6	31
99	7	7	5	5	7	31	5	5	5	15	5	3	5	4	5	22	6	7	7	20	4	5	4	4	4	21
100	4	5	6	6	4	25	4	4	4	12	6	6	4	6	3	25	7	6	7	20	6	6	6	5	6	29

### Appendix 6. Data of Research Variables

Resp.	X <sub>1</sub>	X <sub>2</sub>	Y <sub>1</sub>	Z	Y <sub>2</sub>
1	26	15	26	18	26
2	29	17	30	18	29
3	27	15	26	16	27
4	28	16	28	18	28
5	28	17	28	16	31
6	28	18	29	18	29
7	26	14	28	12	20
8	28	12	24	12	22
9	34	19	33	19	28
10	30	15	22	11	29
11	29	17	27	16	29
12	34	19	32	17	25
13	30	18	30	18	30
14	29	18	29	18	29
15	29	17	27	17	30
16	30	17	29	18	25
17	32	19	32	20	33
18	35	19	32	20	28
19	31	21	28	18	31
20	31	18	27	18	30
21	32	18	27	18	30
22	31	18	29	19	31
23	35	20	28	18	29
24	29	18	34	18	27
25	30	16	27	16	28
26	28	15	27	15	27
27	30	20	33	19	31
28	29	17	30	19	32
29	31	20	27	20	32
30	32	17	26	21	32
31	29	19	29	20	30
32	26	18	33	21	31
33	29	17	32	17	32
34	28	17	29	19	30
35	28	17	29	20	31
36	30	19	31	20	33
37	30	21	34	19	32
38	30	20	27	18	30
39	27	20	22	20	26
40	29	17	27	13	27
41	29	16	32	17	30
42	29	15	19	15	26
43	21	17	23	17	19
44	27	19	22	15	29
45	28	14	21	16	30
46	31	20	16	19	27
47	29	20	23	21	26
48	24	21	20	20	25
49	30	20	19	18	22
50	32	18	19	20	31

51	27	10	20	16	17
52	24	20	19	16	32
53	23	19	19	12	31
54	30	8	24	20	22
55	24	12	23	17	25
56	31	15	21	18	28
57	31	17	25	17	30
58	30	16	22	14	25
59	21	8	20	17	28
60	16	17	22	17	23
61	31	18	20	14	30
62	19	16	27	14	28
63	31	11	33	16	28
64	31	8	20	16	22
65	35	8	31	16	30
66	31	10	21	16	24
67	28	9	34	14	24
68	26	14	27	13	30
69	33	18	31	17	35
70	26	14	27	19	30
71	28	13	32	17	31
72	19	15	22	17	20
73	25	12	32	15	34
74	29	16	31	15	34
75	29	12	21	18	26
76	27	14	23	16	27
77	27	12	29	15	24
78	26	12	33	17	20
79	25	14	31	18	33
80	26	20	33	21	35
81	24	13	19	15	28
82	28	19	28	16	31
83	27	19	28	17	22
84	31	20	31	16	28
85	30	17	31	20	34
86	21	11	20	18	20
87	16	10	21	18	27
88	31	13	19	15	29
89	19	9	21	20	25
90	31	7	17	19	26
91	31	9	23	16	23
92	35	18	27	16	24
93	31	10	24	13	27
94	28	10	22	20	22
95	26	16	24	16	28
96	28	12	22	17	28
97	24	14	23	15	30
98	28	13	27	18	31
99	31	15	22	20	21
100	25	12	25	20	29
Mean	28.21	15.60	26.09	17.19	27.84
Std. Dev.	3.78	3.63	4.69	2.25	3.85

## Appendix 7. Output of Classical Assumption Tests

### Normality Test

#### One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.98984745
Most Extreme Differences	Absolute	.057
	Positive	.057
	Negative	-.050
Kolmogorov-Smirnov Z		.572
Asymp. Sig. (2-tailed)		.899

a. Test distribution is Normal.

b. Calculated from data.

### Multicollinearity Test

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	13.389	3.549			
	Brand Image (X1)	.292	.121	.235	.947	1.056
	Brand Identification (X2)	.287	.126	.221	.947	1.056

a. Dependent Variable: Brand Love (Y1)

### Heteroscedasticity Test

#### Regression

#### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	Brand Identification <sup>a</sup> (X2), Brand Image (X1)	.	Enter

a. All requested variables entered.

b. Dependent Variable: Abresid

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.138 <sup>a</sup>	.019	-.001	2.58254

a. Predictors: (Constant), Brand Identification (X2), Brand Image (X1)

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.580	2	6.290	.943	.393 <sup>a</sup>
	Residual	646.944	97	6.670		
	Total	659.524	99			

a. Predictors: (Constant), Brand Identification (X2), Brand Image (X1)

b. Dependent Variable: Abresid

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.963	2.071		.465	.643
	Brand Image (X1)	.096	.071	.141	1.360	.177
	Brand Identification (X2)	-.009	.074	-.013	-.128	.899

a. Dependent Variable: Abresid

## Appendix 8. Output of Multiple Regression Analysis

### Regression

#### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	Brand Identification (X2), Brand Image (X1) <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: Brand Love (Y1)

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.358 <sup>a</sup>	.128	.110	4.42608

a. Predictors: (Constant), Brand Identification (X2), Brand Image (X1)

#### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	279.940	2	139.970	7.145	.001 <sup>a</sup>
	Residual	1900.250	97	19.590		
	Total	2180.190	99			

a. Predictors: (Constant), Brand Identification (X2), Brand Image (X1)

b. Dependent Variable: Brand Love (Y1)

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.389	3.549		3.773	.000
	Brand Image (X1)	.292	.121	.235	2.414	.018
	Brand Identification (X2)	.287	.126	.221	2.273	.025

a. Dependent Variable: Brand Love (Y1)

**Appendix 9. Data of Y Predicted ( $\hat{Y}_1$ )**

No.	$X_1$	$X_2$	$\hat{Y}_1$ ( $\hat{Y}_1 = 13.389 + 0.292X_1 + 0.287X_2$ )
1	26	15	25.286
2	29	17	26.736
3	27	15	25.578
4	28	16	26.157
5	28	17	26.444
6	28	18	26.731
7	26	14	24.999
8	28	12	25.009
9	34	19	28.770
10	30	15	26.454
11	29	17	26.736
12	34	19	28.770
13	30	18	27.315
14	29	18	27.023
15	29	17	26.736
16	30	17	27.028
17	32	19	28.186
18	35	19	29.062
19	31	21	28.468
20	31	18	27.607
21	32	18	27.899
22	31	18	27.607
23	35	20	29.349
24	29	18	27.023
25	30	16	26.741
26	28	15	25.870
27	30	20	27.889
28	29	17	26.736
29	31	20	28.181
30	32	17	27.612
31	29	19	27.310
32	26	18	26.147
33	29	17	26.736
34	28	17	26.444
35	28	17	26.444
36	30	19	27.602
37	30	21	28.176
38	30	20	27.889
39	27	20	27.013
40	29	17	26.736
41	29	16	26.449
42	29	15	26.162
43	21	17	24.400
44	27	19	26.726
45	28	14	25.583
46	31	20	28.181
47	29	20	27.597
48	24	21	26.424
49	30	20	27.889
50	32	18	27.899

51	27	10	24.143
52	24	20	26.137
53	23	19	25.558
54	30	8	24.445
55	24	12	23.841
56	31	15	26.746
57	31	17	27.320
58	30	16	26.741
59	21	8	21.817
60	16	17	22.940
61	31	18	27.607
62	19	16	23.529
63	31	11	25.598
64	31	8	24.737
65	35	8	25.905
66	31	10	25.311
67	28	9	24.148
68	26	14	24.999
69	33	18	28.191
70	26	14	24.999
71	28	13	25.296
72	19	15	23.242
73	25	12	24.133
74	29	16	26.449
75	29	12	25.301
76	27	14	25.291
77	27	12	24.717
78	26	12	24.425
79	25	14	24.707
80	26	20	26.721
81	24	13	24.128
82	28	19	27.018
83	27	19	26.726
84	31	20	28.181
85	30	17	27.028
86	21	11	22.678
87	16	10	20.931
88	31	13	26.172
89	19	9	21.520
90	31	7	24.450
91	31	9	25.024
92	35	18	28.775
93	31	10	25.311
94	28	10	24.435
95	26	16	25.573
96	28	12	25.009
97	24	14	24.415
98	28	13	25.296
99	31	15	26.746
100	25	12	24.133



## Appendix 10. Output of Simple Regression Analysis

### Regression

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Brand Love (Y1) <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: Word Of Mouth (Y2)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.409 <sup>a</sup>	.167	.158	3.52935

a. Predictors: (Constant), Brand Love (Y1)

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	244.723	1	244.723	19.647	.000 <sup>a</sup>
	Residual	1220.717	98	12.456		
	Total	1465.440	99			

a. Predictors: (Constant), Brand Love (Y1)

b. Dependent Variable: Word Of Mouth (Y2)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.099	2.003		9.533	.000
	Brand Love (Y1)	.335	.076	.409	4.432	.000

a. Dependent Variable: Word Of Mouth (Y2)

### Appendix 11. Data of Research Variables

Resp.	Z-Score Y <sub>1</sub>	Z-Score Z	Moderator	Z-Score Y <sub>2</sub>
1	-0.0192	0.3606	-0.0069	-0.4782
2	0.8332	0.3606	0.3005	0.3015
3	-0.0192	-0.5298	0.0102	-0.2183
4	0.4070	0.3606	0.1468	0.0416
5	0.4070	-0.5298	-0.2156	0.8213
6	0.6201	0.3606	0.2236	0.3015
7	0.4070	-2.3108	-0.9405	-2.0377
8	-0.4454	-2.3108	1.0292	-1.5179
9	1.4725	0.8059	1.1867	0.0416
10	-0.8716	-2.7561	2.4021	0.3015
11	0.1939	-0.5298	-0.1027	0.3015
12	1.2594	-0.0846	-0.1065	-0.7382
13	0.8332	0.3606	0.3005	0.5614
14	0.6201	0.3606	0.2236	0.3015
15	0.1939	-0.0846	-0.0164	0.5614
16	0.6201	0.3606	0.2236	-0.7382
17	1.2594	1.2511	1.5757	1.3412
18	1.2594	1.2511	1.5757	0.0416
19	0.4070	0.3606	0.1468	0.8213
20	0.1939	0.3606	0.0699	0.5614
21	0.1939	0.3606	0.0699	0.5614
22	0.6201	0.8059	0.4997	0.8213
23	0.4070	0.3606	0.1468	0.3015
24	1.6856	0.3606	0.6079	-0.2183
25	0.1939	-0.5298	-0.1027	0.0416
26	0.1939	-0.9751	-0.1891	-0.2183
27	1.4725	0.8059	1.1867	0.8213
28	0.8332	0.8059	0.6715	1.0813
29	0.1939	1.2511	0.2426	1.0813
30	-0.0192	1.6964	-0.0325	1.0813
31	0.6201	1.2511	0.7758	0.5614
32	1.4725	1.6964	2.4979	0.8213
33	1.2594	-0.0846	-0.1065	1.0813
34	0.6201	0.8059	0.4997	0.5614
35	0.6201	1.2511	0.7758	0.8213
36	1.0463	1.2511	1.3090	1.3412
37	1.6856	0.8059	1.3584	1.0813
38	0.1939	0.3606	0.0699	0.5614
39	-0.8716	1.2511	-1.0904	-0.4782
40	0.1939	-1.8656	-0.3618	-0.2183
41	1.2594	-0.0846	-0.1065	0.5614
42	-1.5108	-0.9751	1.4732	-0.4782
43	-0.6585	-0.0846	0.0557	-2.2977
44	-0.8716	-0.9751	0.8498	0.3015
45	-1.0846	-0.5298	0.5747	0.5614
46	-2.1501	0.8059	-1.7328	-0.2183
47	-0.6585	1.6964	-1.1170	-0.4782
48	-1.2977	1.2511	-1.6236	-0.7382
49	-1.5108	0.3606	-0.5449	-1.5179
50	-1.5108	1.2511	-1.8903	0.8213

51	-1.2977	-0.5298	0.6876	-2.8175
52	-1.5108	-0.5298	0.8005	1.0813
53	-1.5108	-2.3108	3.4913	0.8213
54	-0.4454	1.2511	-0.5572	-1.5179
55	-0.6585	-0.0846	0.0557	-0.7382
56	-1.0846	0.3606	-0.3912	0.0416
57	-0.2323	-0.0846	0.0196	0.5614
58	-0.8716	-1.4203	1.2379	-0.7382
59	-1.2977	-0.0846	0.1098	0.0416
60	-0.8716	-0.0846	0.0737	-1.2580
61	-1.2977	-1.4203	1.8432	0.5614
62	0.1939	-1.4203	-0.2754	0.0416
63	1.4725	-0.5298	-0.7802	0.0416
64	-1.2977	-0.5298	0.6876	-1.5179
65	1.0463	-0.5298	-0.5544	0.5614
66	-1.0846	-0.5298	0.5747	-0.9981
67	1.6856	-1.4203	-2.3941	-0.9981
68	0.1939	-1.8656	-0.3618	0.5614
69	1.0463	-0.0846	-0.0885	1.8610
70	0.1939	0.8059	0.1563	0.5614
71	1.2594	-0.0846	-0.1065	0.8213
72	-0.8716	-0.0846	0.0737	-2.0377
73	1.2594	-0.9751	-1.2280	1.6011
74	1.0463	-0.9751	-1.0202	1.6011
75	-1.0846	0.3606	-0.3912	-0.4782
76	-0.6585	-0.5298	0.3489	-0.2183
77	0.6201	-0.9751	-0.6047	-0.9981
78	1.4725	-0.0846	-0.1246	-2.0377
79	1.0463	0.3606	0.3773	1.3412
80	1.4725	1.6964	2.4979	1.8610
81	-1.5108	-0.9751	1.4732	0.0416
82	0.4070	-0.5298	-0.2156	0.8213
83	0.4070	-0.0846	-0.0344	-1.5179
84	1.0463	-0.5298	-0.5544	0.0416
85	1.0463	1.2511	1.3090	1.6011
86	-1.2977	0.3606	-0.4680	-2.0377
87	-1.0846	0.3606	-0.3912	-0.2183
88	-1.5108	-0.9751	1.4732	0.3015
89	-1.0846	1.2511	-1.3570	-0.7382
90	-1.9370	0.8059	-1.5610	-0.4782
91	-0.6585	-0.5298	0.3489	-1.2580
92	0.1939	-0.5298	-0.1027	-0.9981
93	-0.4454	-1.8656	0.8309	-0.2183
94	-0.8716	1.2511	-1.0904	-1.5179
95	-0.4454	-0.5298	0.2360	0.0416
96	-0.8716	-0.0846	0.0737	0.0416
97	-0.6585	-0.9751	0.6421	0.5614
98	0.1939	0.3606	0.0699	0.8213
99	-0.8716	1.2511	-1.0904	-1.7778
100	-0.2323	1.2511	-0.2906	0.3015

## Appendix 12. Output of Moderated Regression Analysis

### Regression

#### Variables Entered/Removed<sup>d</sup>

Model	Variables Entered	Variables Removed	Method
1	Moderator (Y1.Z), Brand Love (Y1), Brand Commitment (Z) <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: Word Of Mouth (Y2)

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.505 <sup>a</sup>	.255	.231	.87675

a. Predictors: (Constant), Moderator (Y1.Z), Brand Love (Y1), Brand Commitment (Z)

#### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.206	3	8.402	10.930	.000 <sup>a</sup>
	Residual	73.794	96	.769		
	Total	99.000	99			

a. Predictors: (Constant), Moderator (Y1.Z), Brand Love (Y1), Brand Commitment (Z)

b. Dependent Variable: Word Of Mouth (Y2)

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.047	.089		-.529	.598
	Brand Love (Y1)	.358	.090	.358	3.982	.000
	Brand Commitment (Z)	.153	.090	.153	1.695	.093
	Moderator (Y1.Z)	.290	.093	.279	3.119	.002

a. Dependent Variable: Word Of Mouth (Y2)

**Appendix 13. Table of r Product Moment**

n	Interval Kepercayaan		N	Interval Kepercayaan	
	95%	99%		95%	99%
3	0,997	0,999	38	0,320	0,413
4	0,950	0,990	39	0,316	0,408
5	0,878	0,959	40	0,312	0,403
6	0,811	0,917	41	0,308	0,396
7	0,854	0,874	42	0,304	0,393
8	0,707	0,874	43	0,301	0,389
9	0,666	0,798	44	0,297	0,384
10	0,632	0,765	45	0,294	0,380
11	0,602	0,735	46	0,291	0,276
12	0,576	0,708	47	0,288	0,372
13	0,553	0,684	48	0,284	0,368
14	0,532	0,661	49	0,281	0,364
15	0,514	0,641	50	0,297	0,361
16	0,497	0,623	55	0,266	0,345
17	0,482	0,606	60	0,254	0,330
18	0,468	0,590	65	0,244	0,317
19	0,456	0,575	70	0,235	0,306
20	0,444	0,561	75	0,227	0,296
21	0,433	0,549	80	0,220	0,286
22	0,423	0,537	85	0,213	0,278
23	0,413	0,526	90	0,207	0,270
24	0,404	0,515	95	0,202	0,263
25	0,396	0,505	100	0,195	0,256
26	0,388	0,496	125	0,176	0,230
27	0,381	0,487	150	0,159	0,210
28	<b><u>0,374</u></b>	0,478	175	0,148	0,194
29	0,367	0,470	200	0,138	0,181
30	0,361	0,463	300	0,113	0,148
31	0,355	0,456	400	0,098	0,128
32	0,349	0,449	500	0,088	0,115
33	0,344	0,442	600	0,080	0,105
34	0,339	0,436	700	0,074	0,097
35	0,334	0,430	800	0,070	0,091
36	0,329	0,424	900	0,065	0,086
37	0,325	0,418	1000	0,062	0,081

### Appendix 14. Table of F-Distribution

V2	Vi								
	1	2	3	4	5	6	7	8	9
1	161.40	119.50	215.70	224.60	230.20	234.00	236.80	238.90	240.50
2	18.51	19.00	19.16	19.25	19.30	19.30	19.35	19.37	19.38
3	10.13	9.55	9.28	9.12	9.01	5.94	8.89	8.85	8.81
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80
13	4.67	3.81	3.41	3.18	3.03	2.92	2.73	2.77	2.71
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61	2.55	2.49
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44	2.37	2.32
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42	2.36	2.30
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25
28	4.20	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35	2.28	2.22
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04
120	<b><u>3.92</u></b>	<b><u>3.07</u></b>	<b><u>2.68</u></b>	2.45	2.29	2.17	2.09	2.02	1.96
-	3.84	3.00	2.60	2.37	2.21	2.10	2.01	1.94	1.88

### Appendix 15. Table of t-Distribution

<i>df</i>	= 0,05	= 0,025	<i>df</i>	= 0,05	= 0,025
1	6.3138	12.709	51	1.6753	2.0076
2	2.9200	4.3027	52	1.6747	2.0066
3	2.3534	3.1824	53	1.6410	2,0057
4	2.1318	2.7764	54	1.6736	2,0049
5	2.0150	2.5706	55	1.6730	2,0040
6	1.9432	2.4469	56	1.6725	2,0032
7	1.8946	2.3646	57	1.6720	2,0025
8	1.8595	2.3060	58	1.6716	2,0017
9	1.8331	2.2622	59	1.6711	2,0010
10	1.8125	2.2281	60	1.6706	2,0003
11	1.7959	2.2010	61	1.6702	1,9996
12	1.7823	2.1788	62	1.6698	1,9990
13	1.7709	2.1604	63	1.6694	1,9983
14	1.7613	2.1448	64	1.6690	1,9977
15	1.7531	2.1314	65	1.6686	1,9971
16	1.7459	2.1199	66	1.6683	1,9966
17	1.7396	2.1098	67	1.6679	1,9960
18	1.7341	2.1009	68	1.6676	1,9955
19	1.7291	2.0930	69	1.6672	1,9949
20	1.7247	2.0860	70	1.6669	1,9944
21	1.7207	2.0796	71	1.6666	1,9939
22	1.7171	2.0739	72	1.6663	1,9935
23	1.7139	2.0687	73	1.6660	1,9930
24	1.7109	2.0639	74	1.6657	1,9925
25	1.7081	2.0595	75	1.6654	1,9921
26	1.7056	2.0555	76	1.6652	1,9917
27	1.7033	2.0518	77	1.6649	1,9913
28	1.7011	2.0484	78	1.6646	1,9908
29	1.6991	2.0452	79	1.6644	1,9905
30	1.6973	2.0423	80	1.6641	1,9901
31	1.6955	2.0395	81	1.6639	1,9897
32	1.6939	2.0369	82	1.6636	1,9893
33	1.6924	2.0345	83	1.6634	1,9889
34	1.6909	2.0322	84	1.6632	1,9886
35	1.6896	2.0301	85	1.6630	1,9883
36	1.6833	2.0281	86	1.6628	1,9879
37	1.6871	2.0262	87	1.6626	1,9876
38	1.6860	2.0244	88	1.6624	1,9873
39	1.6849	2.0227	89	1.6622	1,9870
40	1.6939	2.0211	90	1.6620	1,9867
41	1.6829	2.0195	91	1.6618	1,9864
42	1.6820	2.0181	92	1.6616	1,9861
43	1.6811	2.0167	93	1.6614	1,9858
44	1.6802	2.0154	94	1.6612	1,9855
45	1.6794	2.0141	95	1.6611	1,9853
46	1.6887	2.0129	96	<b>1.6609</b>	1,9850
47	1.6779	2.0117	97	<b>1.6607</b>	1,9847
48	1.6772	2.0106	98	<b>1.6606</b>	1,9845
49	1.6766	2.0096	99	1.6604	1,9842
50	1.6590	2.0086	100	1.6602	1,9840