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TA-19.J2.0026.docx

WORD COUNT

6094 Words

CHARACTER COUNT

30501 Characters

PAGE COUNT

37 Pages

FILE SIZE

36.8KB

SUBMISSION DATE

Apr 17, 2023 3:02 PM GMT+7

REPORT DATE

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## APPENDIX

### Table of Questionnaire word of mouth (WOM)

*Question valid and reliable*

NO	QUESTION	ANSWER CHOICES			
		SA	A	D	SD
<b><i>Talker</i></b>					
1	I know about this tutoring service from other people who have tutored there.				
2	I want to try to take this course because of the influence of other people.				
<b><i>Topics</i></b>					
3	I know this tutoring service from other people.				
5	I got information from other people that this tutoring service has good quality.				
<b><i>Tools</i></b>					
6	I searched for information about this lesson myself, then I looked for testimonial information in the comments on social media posts.				

7	I found out about this lesson from other people, so I looked for testimonial information in the comments on social media posts.				
<b><i>Taking Part</i></b>					
8	After I found out and tried it, I gave positive feedback to people who told me about these tutoring services.				
9	After I found out and tried it, I shared my experience with others.				
<b><i>Tracking</i></b>					
10	I know from other people that this tutoring has guaranteed the quality of education from the tutoring.				
11	I know from others that the quality of these lessons is monitored by interested parties.				
<b><i>transactional Interest</i></b>					
12	I feel interested in using this tutoring service after being told by other people.				

<b><i>Referential Interest</i></b>					
16	After experiencing this course, I recommend it to others.				
<b><i>Preferential Interest</i></b>					
17	After I tried this tutoring service and liked it, I intend to invite other people to try it.				
<b><i>Explorative Interest</i></b>					
18	After being told by other people about this course, I wanted to know more by visiting it.				
19	After I got recommendations from other people and finally, I tried this recommended tutoring, I came again to try the tutoring products offered.				

The researcher distributed the valid questions in the form of Google Form to the sample of this study, then the researcher analysed the data from the questionnaire by using Microsoft Excel.

## 2. Table of Questionnaire Purchase Intention

There were 20 questions made by the researcher, and after counting the validity of the item test, there were 15 questions left. These questions were given to the students in form of Google Forms. Here is the basic questionnaire before the validity and reliability:

1. I want to buy a product provided by the tutor
2. I want to try more products in this tutoring places
3. I want to visit this tutoring place again
4. I would like to make a repurchase in the future
5. I want to invite my family and friends to try this tutoring place
6. The products offered in this tutoring place attract my attention
7. I believe the products offered are superior products
8. I find out many types of product classes offered at this tutoring place so that I can make a decision (quality)
9. I really enjoy the learning process in this tutoring place (quality)
10. I can make a choice on the product in this tutoring place that I will buy (quality)
11. The tutor provides a quality product that same as my expectations (quality)
12. I don't intend to move to another tutoring place after trying this tutoring place
13. The information provided is sufficient to support positive traits and become an interest in buying (quality)

14. I am sure the tutor will provide maximum quality for consumer satisfaction (quality)
15. I buy the products offered by this tutoring place according to my needs
16. I am sure after buying the product at this tutoring place is the right decision
17. I feel satisfied after making purchases at this tutoring place
18. I have no problems in obtaining information about product quality at this tutoring site
19. I am interested in buying this tutoring shop again because besides the affordable price, the quality is also good
20. This tutoring place is a quality tutoring place

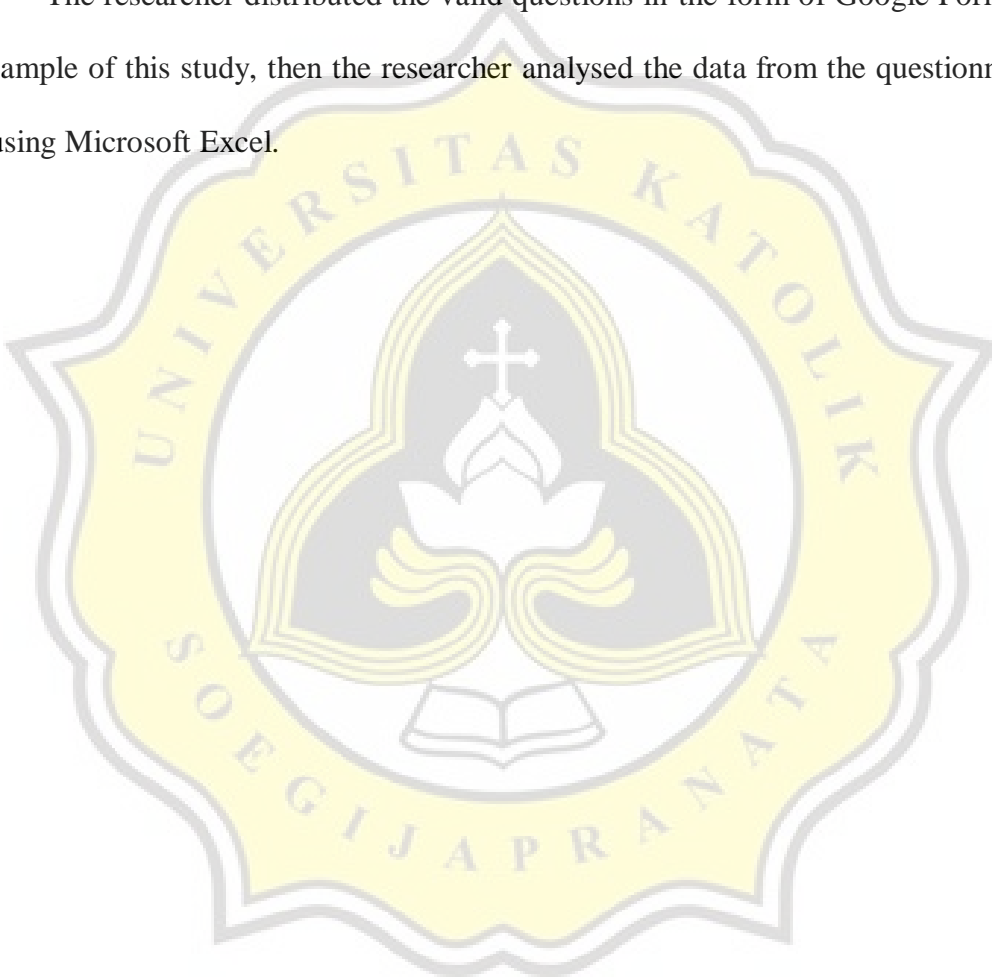
**3. Questions after validity and reliability test**

NO	QUESTION	ANSWER CHOICES			
		SA	A	D	SD
<i>Buying Interest</i>					
1	I want to buy a product provided by the tutor				
2	I want to try more products in this tutoring places				
4	I would like to make a repurchase in the future				
6	The products offered in this tutoring place attract my attention				

<b>Service Quality</b>					
8	I find out many types of product classes offered at this tutoring place so that I can make a decision (quality)				
9	I really enjoy the learning process in this tutoring place (quality)				
10	I can make a choice on the product in this tutoring place that I will buy (quality)				
11	The tutor provides a quality product that same as my expectations (quality)				
13	The information provided is sufficient to support positive traits and become an interest in buying (quality)				
14	I am sure the tutor will provide maximum quality for consumer satisfaction (quality)				
<b>Buying Decision</b>					
15	I buy the products offered by this tutoring place according to my needs				
16	I am sure after buying the product at this tutoring place is the right decision				
17	I feel satisfied after making purchases at this tutoring place				
18	I have no problems obtaining information about product quality at this tutoring				

19	I am interested in buying this tutoring again because, besides the affordable price, the quality is also good				
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The researcher distributed the valid questions in the form of Google Form to the sample of this study, then the researcher analysed the data from the questionnaire by using Microsoft Excel.

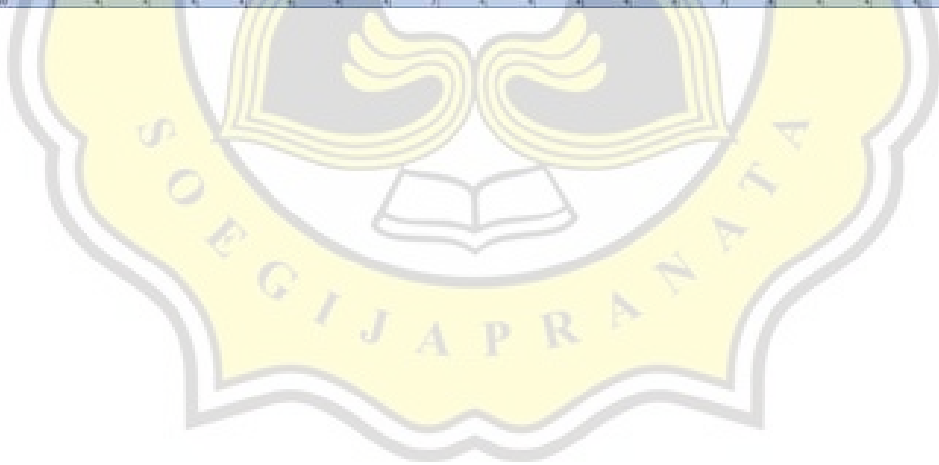




**Table 2.**

*The Data Test of 20 Items During SPSS*

RESPONDENTS	Q1	Q2	Q3	Q4	Q4	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q14	Q16	Q17	Q18	Q19	Q20	Total	
student 1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
student 2	4	3	4	3	4	4	3	4	4	3	4	4	4	2	4	4	4	3	4	2	4	73
student 3	3	4	4	3	4	4	3	4	4	3	2	2	2	2	4	4	4	2	2	2	4	64
student 4	4	2	4	4	2	2	3	4	1	4	4	4	3	4	2	4	2	4	1	4	4	65
student 5	3	4	2	2	3	2	3	2	2	2	4	4	4	4	4	4	4	4	4	4	4	63
student 6	4	4	4	4	4	4	2	2	3	4	4	4	4	4	4	4	4	3	4	4	4	72
student 7	4	4	4	3	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	77
student 8	4	4	4	4	4	4	2	3	4	4	4	4	4	2	3	3	4	4	4	4	4	74
student 9	4	4	2	3	3	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	74
student 10	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	2	3	4	4	4	4	75
student 11	4	4	3	4	3	4	4	4	3	4	4	4	4	2	3	4	4	4	4	2	2	69
student 12	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	1	1	1	69
student 13	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	4	4	4	76
student 14	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	79
student 14	3	4	4	3	4	4	4	4	4	4	4	4	4	4	3	4	4	3	3	3	3	73
student 16	3	4	4	4	4	4	3	3	3	3	4	4	4	4	3	4	4	3	4	4	4	73
student 17	4	3	4	4	3	4	2	2	2	3	4	4	4	2	3	4	4	3	4	3	4	64
student 18	4	4	4	4	3	4	4	3	4	3	4	4	4	4	4	4	4	3	4	4	4	76
student 19	3	4	4	4	4	3	4	4	3	4	3	4	3	4	4	3	4	4	3	3	3	72
student 20	4	4	3	3	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	74
student 21	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
student 22	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	2	76
student 23	4	2	4	2	4	4	3	2	4	4	4	4	4	4	4	4	4	4	4	4	4	73
student 24	4	4	2	4	3	2	4	4	2	4	4	4	4	4	4	4	4	4	2	2	4	67
student 24	3	3	4	4	3	4	2	2	4	2	4	4	4	4	4	4	3	4	4	4	4	70
student 26	4	4	3	4	4	2	4	4	4	4	4	4	4	4	4	3	4	4	3	3	3	71
student 27	4	4	4	4	4	4	4	4	4	2	3	4	4	4	4	4	4	4	3	3	3	75
student 28	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	77
student 29	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
student 30	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	78
student 31	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	79
student 32	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	2	76
student 33	4	2	4	2	4	4	3	2	4	4	4	4	4	4	4	4	4	4	4	4	4	73
student 34	4	4	2	4	3	2	4	4	3	4	2	4	4	4	4	4	4	4	4	2	2	67
student 34	3	3	4	4	3	4	2	2	4	2	4	4	4	4	4	4	4	3	4	4	4	70
student 36	4	4	3	4	4	2	4	4	4	2	4	4	4	4	4	3	3	4	3	3	3	71
student 37	4	4	4	4	4	4	4	4	4	2	3	4	4	4	4	4	4	4	4	3	3	75
student 38	4	4	4	4	4	4	3	4	4	3	4	4	4	2	3	4	4	4	4	4	4	77
student 39	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
student 40	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	4	4	4	4	4	4	78



**Table 3. Result Validation and Reliability Test Using SPSS**

*Below is the result of the validation and reliability item test by using SPSS version*



Based on the results of the validity above, there are 15 valid items of Word of Mouth and 5 invalid items. The researcher only used 15 items which would be distributed to customers via google form. The table below contains 15 questions taken by researchers to analyse the effect of purchase intention on consumers at *Brilliant Les Privat* and *Athena Study Center* in Semarang. This question is valid and reliable, it has been proven based on the results of the SPSS data.

