

LAMPIRAN

Hasil Uji Validitas

No	Variabel	Item	Koefisien korelasi (r)	Sig.	keterangan
1	Kualitas Produk (X1)	X1.1	0,753	0,000	Valid
		X1.2	0,624	0,000	Valid
		X1.3	0,708	0,000	Valid
2	Brand Image (X2)	X2.1	0,525	0,000	Valid
		X2.2	0,587	0,000	Valid
		X2.3	0,530	0,000	Valid
		X2.4	0,512	0,000	Valid
		X2.5	0,577	0,000	Valid
		X2.6	0,717	0,000	Valid
3	Kepercayaan Pelanggan (X3)	X3.1	0,700	0,000	Valid
		X3.2	0,700	0,000	Valid
		X3.3	0,759	0,000	Valid
4	Word Of Mouth (Y)	Y1	0,699	0,000	Valid
		Y2	0,536	0,000	Valid
		Y3	0,504	0,000	Valid

Hasil Uji Reliabilitas

No	Variabel	Alpha	keterangan
1	Kualitas Produk	0,711	reliabel
2	Brand Image	0,719	reliabel
3	Kepercayaan Pelanggan	0,785	reliabel
4	Word Of Mouth	0,707	reliabel

HASIL UJI LINIERITAS KUALITAS PRODUK

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
VAR00027 * VAR00024	Between Groups	(Combined)	19,646	6	3,274	1,900	,089
		Linearity	17,248	1	17,248	10,006	,002
		Deviation from Linearity	2,398	5	,480	,278	,924
Within Groups			160,314	93	1,724		
Total			179,960	99			

HASIL UJI LINIERITAS BRAND IMAGE

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
VAR00027 * VAR00025	Between Groups	(Combined)	84,005	11	7,637	7,004	,000
		Linearity	71,064	1	71,064	65,172	,000
		Deviation from Linearity	12,941	10	1,294	1,187	,311
Within Groups			95,955	88	1,090		
Total			179,960	99			

HASIL UJI LINIERITAS KEPERCAYAAN PELANGGAN

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
VAR00027 * VAR00026	Between Groups	(Combined)	56,433	7	8,062	6,004	,000
		Linearity	38,687	1	38,687	28,813	,000
		Deviation from Linearity	17,745	6	2,958	2,203	,050
Within Groups			123,527	92	1,343		
Total			179,960	99			

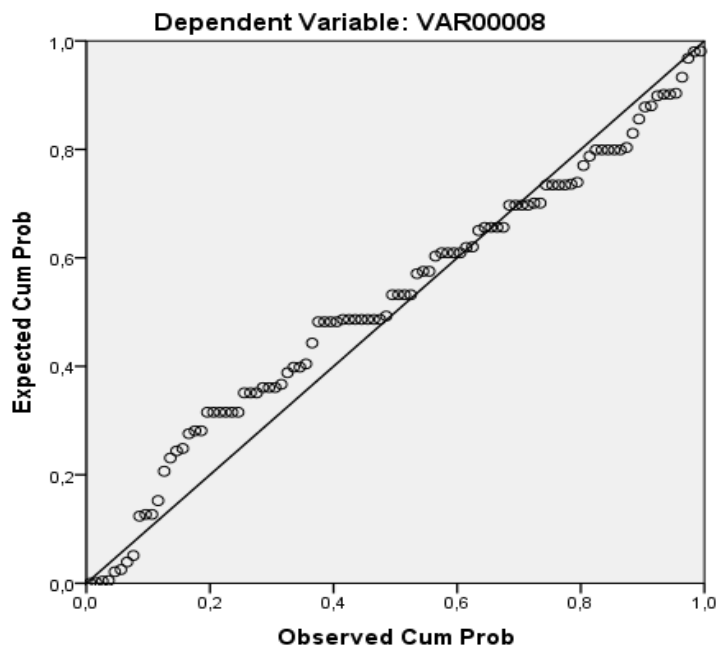
HASIL UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,98733113
Most Extreme Differences	Absolute	,123
	Positive	,073
	Negative	-,123
Test Statistic		,123
Asymp. Sig. (2-tailed)		,001 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Normal P-P Plot of Regression Standardized Residual



Distribusi jawaban Responden pada variabel Kualitas Produk

<i>Item</i>	STS		TS		N		S		SS		Mean
	F	%	F	%	F	%	F	%	F	%	
KP₁	0	0,0	3	3,0	33	33,0	56	56,0	8	8,0	3,69
KP₂	0	0,0	2	2,0	47	47,0	50	50,0	1	1,0	3,50
KP₃	0	0,0	4	4,0	53	53,0	39	39,0	4	4,0	3,43
<i>Grand Mean</i>											3,54

Distribusi jawaban Responden variabel *Brand Image*

<i>Item</i>	STS		TS		N		S		SS		Mean
	F	%	F	%	F	%	F	%	F	%	
BI₁	0	0,0	3	3,0	31	31,0	57	57,0	9	9,0	3,72
BI₂	1	1,0	5	5,0	45	45,0	46	46,0	3	3,0	3,45
BI₃	0	0,0	3	3,0	55	55,0	35	35,0	7	7,0	3,46
BI₄	0	0,0	3	3,0	44	44,0	47	47,0	6	6,0	3,56
BI₅	0	0,0	3	3,0	21	21,0	61	61,0	3	3,0	3,88
BI₆	0	0,0	11	11,0	40	40,0	46	46,0	3	3,0	3,41
<i>Grand Mean</i>											3,58

Distribusi Jawaban Responden Variabel Kepercayaan Pelanggan

<i>Item</i>	STS		TS		N		S		SS		Mean
	F	%	F	%	F	%	F	%	F	%	
KP₁	0	0,0	2	2,0	35	35,0	56	56,0	7	7,0	3,68
KP₂	0	0,0	4	4,0	45	45,0	50	50,0	1	1,0	3,48
KP₃	1	1,0	4	4,0	54	54,0	36	36,0	5	5,0	3,40
<i>Grand Mean</i>											3,52

Distribusi Jawaban Responden Variabel Word of Mouth

<i>Item</i>	STS		TS		N		S		SS		Mea n
	F	%	F	%	F	%	F	%	F	%	
KeP₁	1	1,0	6	6,0	45	45,0	43	43,0	5	5,0	3,45
KeP₂	1	1,0	5	5,0	18	18,0	56	56,0	20	20, 0	3,89
KeP₃	0	0,0	2	2,0	35	35,0	56	56,0	7	7,0	3,68
<i>Grand Mean</i>											3.67

HASIL UJI LINIER BERGANDA , UJI R, DAN UJI F SIMULTAN

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,681 ^a	,464	,447	1,00264

a. Predictors: (Constant), VAR00003, VAR00002, VAR00001

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83,453	3	27,818	27,671	,000 ^b
	Residual	96,507	96	1,005		
	Total	179,960	99			

a. Dependent Variable: VAR00004

b. Predictors: (Constant), VAR00003, VAR00002, VAR00001

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,723	1,040		2,618	,010
	VAR00001	-,310	,125	-,299	-2,471	,015
	VAR00002	,339	,051	,575	6,592	,000
	VAR00003	,409	,116	,421	3,510	,001

a. Dependent Variable: VAR00004

HASIL UJI HIPOTESIS 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,723	1.040		2.618	.010
	Kualitas Produk	-.310	.125	.299	-2.471	.015

HASIL UJI HIPOTESIS 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,723	1.040		2.618	.010
<i>Brand Image</i>	.339	.051	.575	6.592	.000

HASIL UJI HIPOTESIS 3

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,723	1.040		2.618	.010
Kepercayaan Pelanggan	.409	.116	.421	3.510	.001

HASIL UJI HIPOTESIS 4

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	83.453	3	27.818	27.671	.000^b
Residual	96.507	96	1.005		
Total	179.960	99			