

Lampiran 1. Kuesioner Penelitian

KUESIONER

Kepada Yth,

Konsumen KFC Di Kota Semarang

Ditempat

Dengan hormat,

Sehubungan dengan pengumpulan data untuk penelitian Skripsi dengan judul “ANALISIS PENGARUH KUALITAS LAYANAN, CITRA MEREK, INOVASI PRODUK TERHADAP KEPUTUSAN PEMBELIAN DENGAN KEPERCAYAAN KONSUMEN SEBAGAI VARIABEL INTERVENING (Studi Empiris di KFC Kota Semarang)”, maka peneliti mohon kerjasama pada Konsumen KFC untuk mengisi koesioner dibawah ini.

Dari jawaban Bapak/Ibu/saudara/i sangat bermanfaat untuk kelancaran penelitian ini, sehingga kejujuran Bapak/Ibu/saudara/i dalam menjawab pertanyaan-pertanyaan sangat peneliti harapkan, agar keabsahan dan kebenaran dalam penelitian ini bisa dipertanggungjawabkan.

I. Identitas responden

Nama :

Alamat :

Jenis kelamin : L / P

Mohon diisi dengan memberikan tanda silang (X) pada jawaban yang sesuai dengan pendapat anda.

1. Berapa usia anda saat ini?

a. Kurang dari 20 tahun

b. 20 tahun – 30 tahun

c. 31 tahun – 40 tahun

d. 41 tahun – 50 tahun

e. Lebih dari 50 tahun

2. Tingkat pendidikan terakhir anda?
 - a. SLTP atau sederajat
 - b. SLTA atau sederajat
 - c. Akademi / perguruan tinggi
 - d. Lain lain
3. Pendapatan pribadi yang anda terima setiap bulan
 - a. Di bawah Rp 5.000.000.
 - b. Rp 5.000.000.00 – Rp 7.500.000.
 - c. Rp 7.500.000.00 – Rp 10.000.000.
 - d. Diatas Rp 10.000.000.
4. Pekerjaan anda sekarang?
 - a. Pegawai negeri
 - b. Pegawai swasta
 - c. Wiraswasta
 - d. Lainnya

II. Butir pertanyaan kelompok acuan terhadap keputusan pembelian.

Berilah tanda centang untuk memberi jawaban dari masing-masing pertanyaan sesuai dengan pendapat anda.

Ketentuan :

STS : Sangat tidak setuju skor 1

TS : Tidak setuju skor 2

N : Netral skor 3

S : Setuju skor 4

SS : Sangat setuju skor 5

1. KUALITAS PELAYANAN

No	Pertanyaan	Alternatif Jawaban				
		STS	TS	N	S	SS
1.	Kemudahan dalam proses pelayanan KFC					
2.	Karyawan KFC ahli dalam mengoprasikan alat bantu					
3.	Kesigapan merespon keluhan konsumen di restorann					
4.	Ketepatan dalam membuat pesanan konsumen					
5	Keramah tamahan karyawan KFC dalam melayani					

Apakah anda puas dengan pelayanan KFC? Jelaskan.

2. CITRA MEREK

No	Pertanyaan	Alternatif Jawaban				
		STS	TS	N	S	SS
1.	Merek KFC Mudah diingat					
2.	Merek KFC mudah diucapkan					
3.	Merek KFC mempunyai citra yang baik.					
Menurut anda merek apakah yang terkenal selain KFC?						

3. INOVASI PRODUK

No	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
1.	KFC menginovasi produk lamanya					
2.	KFC membuat produk baru yang telah ada di pasaran					
3.	KFC menciptakan produk baru yang belum ada di pasaran					
Apakah produk baru yang ditawarkan KFC memuaskan anda?						

4. KEPELAYAKAN KONSUMEN

No	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
1.	Karyawan KFC mampu berinteraksi dengan baik					
2.	Saya percaya pihak penjual pada produk KFC memberikan informasi yang benar terkait produknya.					
3.	Saya percaya pihak penjual pada produk KFC selalu mengutamakan keterusterangan dalam menjual produknya					
Apakah informasi yang diberikan pihak penjual KFC sesuai harapan anda?						

5. KEPUTUSAN PEMBELIAN

No	Pertanyaan	Alternatif Jawaban				
		STS	TS	N	S	SS
1.	Saya merasa yakin untuk membeli produk KFC					
2.	Saya mempertimbangkan produk KFC yang akan saya beli					
3.	Pihak penjual memberikan kelengkapan atribut produk					
4.	Proses pembelian KFC sangat mudah					
Apakah anda akan membeli ulang produk KFC? jelaskan						

Lampiran 2. Tabulasi Data Responden

No	Kualitas Pelayanan						Citra Merek				Inovasi Produk				Kepercayaan				Keputusan Pembelian				
	1	2	3	4	5	jml	1	2	3	jml	1	2	3	jml	1	2	3	jml	1	2	3	4	jml
1	4	3	2	4	4	17	4	4	4	12	4	3	2	9	4	4	3	11	3	4	4	4	15
2	5	5	2	5	5	22	4	4	4	12	4	3	2	9	2	4	3	9	4	5	4	3	16
3	4	5	2	4	4	19	3	3	3	9	5	4	2	11	2	4	3	9	3	3	3	3	12
4	3	4	2	3	4	16	4	4	4	12	4	5	2	11	2	3	4	9	4	4	4	4	16
5	4	4	4	4	4	20	4	4	4	12	4	4	2	10	2	4	3	9	3	4	3	3	13
6	3	4	3	4	4	18	4	3	4	11	5	4	2	11	5	5	2	12	5	4	5	5	19
7	4	4	3	3	4	18	4	3	4	11	3	4	3	10	3	3	4	10	3	3	3	3	12
8	3	3	3	4	3	16	4	3	4	11	4	3	3	10	3	4	2	9	3	3	3	3	12
9	3	2	3	3	3	14	4	3	3	10	4	4	5	13	3	4	3	10	4	3	3	3	13
10	4	3	4	3	3	17	4	3	4	11	3	3	3	9	3	4	4	11	4	4	4	4	16
11	4	4	4	4	4	20	5	3	5	13	4	4	4	12	4	4	3	11	4	4	4	3	15
12	4	3	4	3	3	17	4	3	4	11	3	3	3	9	3	4	4	11	4	4	4	4	16
13	3	4	3	3	4	17	5	3	4	12	2	2	2	6	4	3	4	11	3	3	3	3	12
14	4	5	4	5	4	22	4	4	4	12	3	2	2	7	3	3	4	10	3	3	3	3	12
15	4	4	5	4	4	21	4	3	4	11	3	5	5	13	4	4	5	13	4	4	4	4	16
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17	3	2	3	4	2	14	4	4	4	12	2	2	2	6	3	3	3	9	3	3	3	3	12
18	4	4	5	4	3	20	2	2	4	8	4	5	4	13	3	3	4	10	3	3	3	3	12
19	3	4	5	4	4	20	4	4	4	12	5	4	5	14	5	5	5	15	5	5	5	5	20
20	4	4	1	4	4	17	4	4	3	11	3	4	3	10	3	3	3	9	4	3	3	3	13
21	5	5	2	5	5	22	3	4	4	11	5	5	5	15	5	5	2	12	5	5	5	5	20
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23	4	4	2	4	4	18	2	2	4	8	4	5	4	13	3	3	2	8	3	3	3	3	12
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43	4	4	4	4	4	20	4	4	5	13	4	4	2	10	3	4	3	10	4	4	4	3	15
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66	4	2	2	4	4	16	4	2	4	10	4	5	5	14	4	4	5	13	4	5	4	3	16
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89	3	1	2	3	5	14	5	4	4	13	4	3	4	11	4	4	4	12	4	4	4	4	16
90	4	1	2	4	4	15	1	5	5	11	3	5	1	9	5	4	5	14	4	5	4	5	18
91	4	1	2	4	4	15	1	4	1	6	3	4	3	10	3	3	3	9	4	4	4	4	16
92	4	1	2	3	3	13	3	3	1	7	4	4	4	12	3	3	3	9	3	3	3	3	12
93	3	1	5	4	5	18	5	4	1	10	4	3	4	11	4	4	4	12	3	4	4	4	15
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99	5	5	2	5	5	22	1	4	5	10	5	5	2	12	2	4	2	8	4	4	4	3	15
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Lampiran 3. Hasil Output SPSS

		Correlations					
		x1.1	x1.2	x1.3	x1.4	x1.5	tot..x1
x1.1	Pearson Correlation	1	.425**	.053	.507**	.364**	.684**
	Sig. (2-tailed)		.000	.601	.000	.000	.000
	N	100	100	100	100	100	100
x1.2	Pearson Correlation	.425**	1	.312**	.409**	.406**	.791**
	Sig. (2-tailed)	.000		.002	.000	.000	.000
	N	100	100	100	100	100	100
x1.3	Pearson Correlation	.053	.312**	1	.093	.266**	.548**
	Sig. (2-tailed)	.601	.002		.359	.007	.000
	N	100	100	100	100	100	100
x1.4	Pearson Correlation	.507**	.409**	.093	1	.248*	.684**
	Sig. (2-tailed)	.000	.000	.359		.013	.000
	N	100	100	100	100	100	100
x1.5	Pearson Correlation	.364**	.406**	.266**	.248*	1	.619**
	Sig. (2-tailed)	.000	.000	.007	.013		.000
	N	100	100	100	100	100	100
tot..x1	Pearson Correlation	.684**	.791**	.548**	.684**	.619**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

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

Correlations

		x2.1	x2.2	x2.3	tot.x2
x2.1	Pearson Correlation	1	.305**	.341**	.783**
	Sig. (2-tailed)		.002	.001	.000
	N	100	100	100	100
x2.2	Pearson Correlation	.305**	1	.210*	.683**
	Sig. (2-tailed)	.002		.036	.000
	N	100	100	100	100
x2.3	Pearson Correlation	.341**	.210*	1	.703**
	Sig. (2-tailed)	.001	.036		.000
	N	100	100	100	100
tot.x2	Pearson Correlation	.783**	.683**	.703**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).					
*. Correlation is significant at the 0.05 level (2-tailed).					

Correlations

		x3.1	x3.2	x3.3	tot.x3
x3.1	Pearson Correlation	1	.425**	.295**	.724**
	Sig. (2-tailed)		.000	.003	.000
	N	100	100	100	100
x3.2	Pearson Correlation	.425**	1	.266**	.720**
	Sig. (2-tailed)	.000		.007	.000
	N	100	100	100	100
x3.3	Pearson Correlation	.295**	.266**	1	.773**
	Sig. (2-tailed)	.003	.007		.000
	N	100	100	100	100
tot.x3	Pearson Correlation	.724**	.720**	.773**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		y1.1	y1.2	y1.3	tot.y1
y1.1	Pearson Correlation	1	.424**	.297**	.795**
	Sig. (2-tailed)		.000	.003	.000
	N	100	100	100	100
y1.2	Pearson Correlation	.424**	1	.148	.652**
	Sig. (2-tailed)	.000		.141	.000
	N	100	100	100	100
y1.3	Pearson Correlation	.297**	.148	1	.719**
	Sig. (2-tailed)	.003	.141		.000
	N	100	100	100	100
tot.y1	Pearson Correlation	.795**	.652**	.719**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		y2.1	y2.2	y2.3	y2.4	tot.y2
y2.1	Pearson Correlation	1	.496**	.717**	.516**	.813**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y2.2	Pearson Correlation	.496**	1	.678**	.503**	.826**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y2.3	Pearson Correlation	.717**	.678**	1	.528**	.886**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
y2.4	Pearson Correlation	.516**	.503**	.528**	1	.773**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
tot.y2	Pearson Correlation	.813**	.826**	.886**	.773**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Reability

Scale : all variable

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.675	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	14.5200	8.333	.483	.602
x1.2	14.6600	6.792	.582	.544
x1.3	14.9900	8.919	.242	.714
x1.4	14.5500	8.028	.452	.613
x1.5	14.2400	9.457	.467	.626

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.547	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	7.5200	1.868	.415	.347
x2.2	7.5600	2.370	.318	.505
x2.3	7.3800	2.299	.346	.465

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.571	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	7.2600	2.841	.438	.406
x3.2	7.4200	2.792	.409	.435
x3.3	8.1200	2.187	.332	.596

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.537	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
y1.1	7.3600	1.647	.457	.246
y1.2	7.1500	2.311	.348	.457
y1.3	7.4500	1.846	.274	.581

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.841	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y2.1	11.4400	3.299	.680	.799
y2.2	11.3900	2.947	.660	.807
y2.3	11.4100	2.891	.781	.750
y2.4	11.7200	3.254	.593	.833

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Inovasi Produk, Citra Merek, Kualitas Pelayanan ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Kepercayaan

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.490 ^a	.240	.216	1.66457

a. Predictors: (Constant), Inovasi Produk, Citra Merek, Kualitas Pelayanan

b. Dependent Variable: Kepercayaan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.965	3	27.988	10.101	.000 ^a
	Residual	265.995	96	2.771		
	Total	349.960	99			

a. Predictors: (Constant), Inovasi Produk, Citra Merek, Kualitas Pelayanan

b. Dependent Variable: Kepercayaan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3.541	1.406		2.518	.013	.750	6.331					
	Kualitas Pelayanan	.026	.054	.048	.484	.630	-.080	.132	.246	.049	.043	.812	1.232
	Citra Merek	.271	.090	.288	3.012	.003	.092	.449	.257	.294	.268	.868	1.153
	Inovasi Produk	.345	.081	.403	4.248	.000	.184	.506	.383	.398	.378	.881	1.135

a. Dependent Variable: Kepercayaan

Coefficient Correlations^a

Model		Inovasi Produk	Citra Merek	Kualitas Pelayanan
1	Correlations			
		Inovasi Produk	.214	-.328
		Citra Merek	1.000	-.348
		Kualitas Pelayanan	-.328	1.000
	Covariances			
		Inovasi Produk	.007	-.001
		Citra Merek	.002	-.002
		Kualitas Pelayanan	-.001	.003

a. Dependent Variable: Kepercayaan

Collinearity Diagnostics^a

Model	Dimensi on	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Kualitas Pelayanan	Citra Merek	Inovasi Produk
1	1	3.932	1.000	.00	.00	.00	.00
	2	.037	10.334	.00	.00	.31	.47
	3	.021	13.690	.06	1.00	.14	.08
	4	.010	20.016	.94	.00	.55	.44

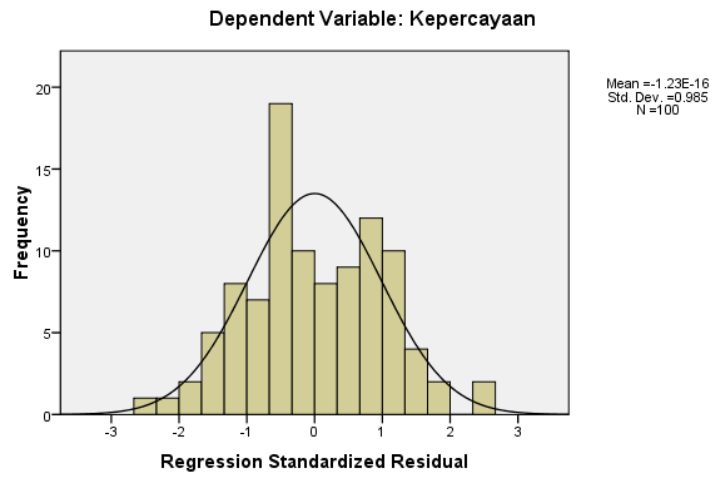
a. Dependent Variable: Kepercayaan

Residuals Statistics^a

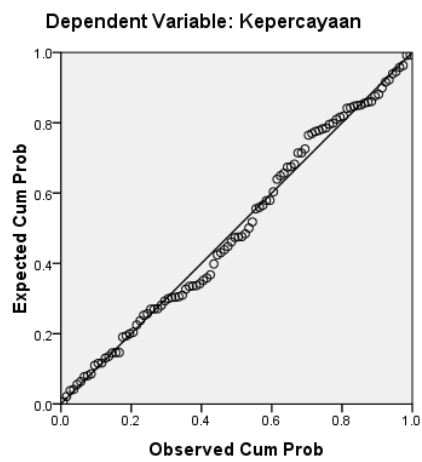
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8.8284	13.3379	10.9800	.92094	100
Std. Predicted Value	-2.336	2.560	.000	1.000	100
Standard Error of Predicted Value	.171	.495	.321	.089	100
Adjusted Predicted Value	8.8947	13.1913	10.9767	.92181	100
Residual	-4.14865	4.03726	.00000	1.63915	100
Std. Residual	-2.492	2.425	.000	.985	100
Stud. Residual	-2.587	2.493	.001	1.006	100
Deleted Residual	-4.46865	4.26476	.00328	1.71190	100
Stud. Deleted Residual	-2.668	2.564	.001	1.015	100
Mahal. Distance	.053	7.751	2.970	2.096	100
Cook's Distance	.000	.129	.011	.019	100
Centered Leverage Value	.001	.078	.030	.021	100

a. Dependent Variable: Kepercayaan

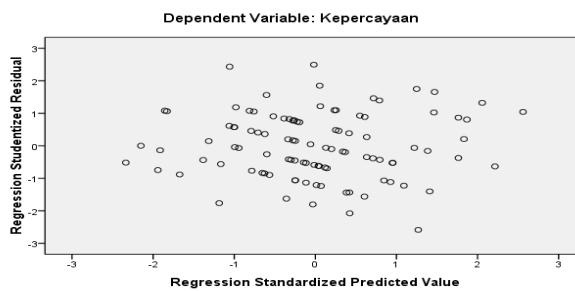
Histogram



Normal P-P Plot of Regression Standardized Residual



Scatterplot



Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Inovasi Produk, Citra Merek, Kualitas Pelayanan ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.494 ^a	.244	.220	2.01935

a. Predictors: (Constant), Inovasi Produk, Citra Merek, Kualitas Pelayanan

b. Dependent Variable: Keputusan Pembelian

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	126.292	3	42.097	10.324	.000 ^a
	Residual	391.468	96	4.078		
	Total	517.760	99			

a. Predictors: (Constant), Inovasi Produk, Citra Merek, Kualitas Pelayanan

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	4.517	1.620		2.788	.006	1.301	7.733						
	Kualitas Pelayanan	.045	.060	.068	.748	.456	-.074	.164	.275	.077	.061	.810	1.235	
	Citra Merek	.154	.105	.135	1.473	.144	-.054	.363	.231	.149	.120	.793	1.262	
	Inovasi Produk	.253	.099	.243	2.561	.012	.057	.449	.400	.254	.209	.742	1.348	
	Kepercayaan	.489	.114	.402	4.294	.000	.263	.715	.547	.403	.351	.760	1.316	

a. Dependent Variable: Keputusan Pembelian

Coefficient Correlations^a

Model		Inovasi Produk	Citra Merek	Kualitas Pelayanan
1	Correlations	Inovasi Produk	1.000	.214
		Citra Merek	.214	1.000
		Kualitas Pelayanan	-.328	-.348
	Covariances	Inovasi Produk	.010	.002
		Citra Merek	.002	.012
		Kualitas Pelayanan	-.002	-.002

a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics^a

Model	Dimensi on	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Kualitas Pelayanan	Citra Merek	Inovasi Produk
1	1	3.932	1.000	.00	.00	.00	.00
	2	.037	10.334	.00	.00	.31	.47
	3	.021	13.690	.06	1.00	.14	.08
	4	.010	20.016	.94	.00	.55	.44

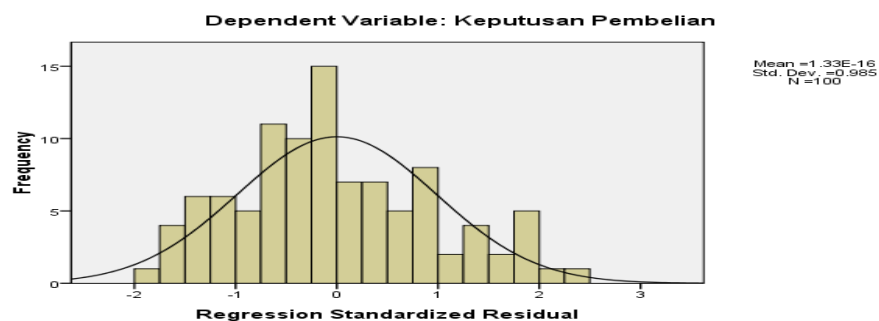
a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

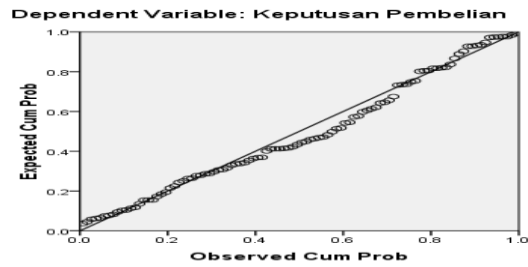
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	12.7559	18.1337	15.3200	1.12946	100
Std. Predicted Value	-2.270	2.491	.000	1.000	100
Standard Error of Predicted Value	.207	.600	.389	.108	100
Adjusted Predicted Value	12.7578	17.9691	15.3268	1.12960	100
Residual	-3.62662	5.00512	.00000	1.98852	100
Std. Residual	-1.796	2.479	.000	.985	100
Stud. Residual	-1.844	2.499	-.002	1.004	100
Deleted Residual	-3.82335	5.08729	-.00680	2.06863	100
Stud. Deleted Residual	-1.868	2.571	.001	1.013	100
Mahal. Distance	.053	7.751	2.970	2.096	100
Cook's Distance	.000	.062	.010	.014	100
Centered Leverage Value	.001	.078	.030	.021	100

a. Dependent Variable: Keputusan Pembelian

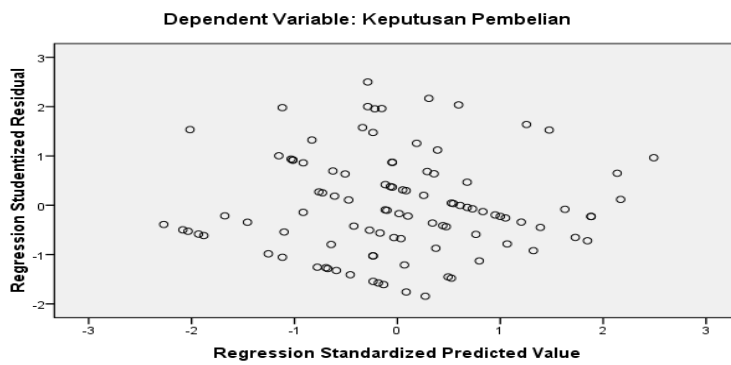
Histogram



Normal P-P Plot of Regression Standardized Residual



Scatterplot



		Unstandardized Residual 1	Unstandardized Residual 2
Normal Parameters ^a	N	100	100
	Mean	.0000000	.0000000
	Std. Deviation	1.63915038	1.98852171
Most Extreme Differences	Absolute	.068	.089
	Positive	.064	.089
	Negative	-.068	-.051
	Kolmogorov-Smirnov Z	.680	.888
	Asymp. Sig. (2-tailed)	.744	.410

a. Test distribution is Normal.

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Inovasi Produk, Citra Merek, Kualitas Pelayanan ^a		Enter

a. All requested variables entered.

b. Dependent Variable: abs_RES1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.178 ^a	.032	.002	.92076

a. Predictors: (Constant), Inovasi Produk, Citra Merek, Kualitas Pelayanan

b. Dependent Variable: abs_RES1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.673	3	.891	1.051	.374 ^a
	Residual	81.388	96	.848		
	Total	84.061	99			

a. Predictors: (Constant), Inovasi Produk, Citra Merek, Kualitas Pelayanan

b. Dependent Variable: abs_RES1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.218	.778		.280	.780
	Kualitas Pelayanan	-.017	.030	-.064	-.574	.567
	Citra Merek	.079	.050	.172	1.596	.114
	Inovasi Produk	.048	.045	.115	1.077	.284

a. Dependent Variable: abs_RES1

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Inovasi Produk, Citra Merek, Kualitas Pelayanan ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: abs_RES2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.215 ^a	.046	.016	1.17233

a. Predictors: (Constant), Inovasi Produk, Citra Merek, Kualitas Pelayanan

b. Dependent Variable: abs_RES2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.406	3	2.135	1.554	.206 ^a
	Residual	131.938	96	1.374		
	Total	138.343	99			

a. Predictors: (Constant), Inovasi Produk, Citra Merek, Kualitas Pelayanan

b. Dependent Variable: abs_RES2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.276	.990		3.309	.001
	Kualitas Pelayanan	-.036	.038	-.106	-.962	.338
	Citra Merek	-.093	.063	-.158	-1.475	.143
	Inovasi Produk	.002	.057	.004	.039	.969

a. Dependent Variable: abs_RES2

