

LAMPIRAN 1

KUESIONER PENELITIAN

DAFTAR PERNYATAAN

Identitas Responden

1. Nama Responden :
2. Jenis Kelamin : L / P
3. Usia : Tahun
4. Banyaknya Pembelian di Outlet Zoya Semarang
 - a. 1 kali
 - b. 2 kali
 - c. > 2 kali

Petunjuk :

Untuk menjawab isian dibawah, masing-masing disediakan alternatif jawaban, saudara/I hanya tinggal memilih alternatif jawaban yang telah sesuai, dengan mencontreng (√) jawaban yang telah tersedia. Adapun kriteria penilaian jawaban adalah :

- Sangat Tidak Setuju (STS) : Skor 1
- Tidak Setuju (TS) : Skor 2
- Netral (N) : Skor 3
- Setuju (S) : Skor 4
- Sangat Setuju (SS) : Skor 5

No.	<i>Sharia Relationship Marketing</i>	Pilihan Jawaban				
		STS	TS	N	S	SS
1.	Zoya memberikan informasi yang benar dan sesuai dengan kondisi produk sesungguhnya.					
2.	Pramuniaga Zoya menyambut konsumen yang datang dengan ucapan salam dan terima kasih.					
3.	Zoya mempercayai konsumen dengan pemberian jaminan berupa garansi terhadap produk.					
4.	Zoya memiliki desain dan kualitas produk yang eksklusif dalam setiap <i>mode</i> yang ditawarkan.					
No.	<i>Customer Value</i>	Pilihan Jawaban				
		STS	TS	N	S	SS
1.	Outlet Zoya Semarang					

	menyediakan busana muslim yang lengkap dan terbaru.					
2.	Zoya melayani transaksi penjualan via <i>online shop</i> dan menawarkan kemudahan dalam pembayaran dengan menggunakan kartu debit maupun kredit.					
3.	Saat berkunjung ke Outlet Zoya, karyawan memberikan pelayanan dengan sigap, ramah, dan ikhlas.					
4.	Hijab dan busana muslim yang Zoya tawarkan memiliki style yang <i>fashionable</i> , khususnya bagi pecinta <i>fashion</i> .					

No.	Customer Satisfaction	Pilihan Jawaban				
		STS	TS	N	S	SS
1.	Kualitas dan model produk yang dijual Zoya sesuai dengan harga yang ditawarkan.					
2.	Saya berniat akan membeli lagi produk dari Zoya.					
3.	Saya merasa puas setelah menggunakan produk dari Zoya dan akan merekomendasikan produk tersebut kepada kerabat.					
No.	Brand Image	Pilihan Jawaban				
		STS	TS	N	S	SS
1.	Zoya merupakan salah satu <i>brand</i> busana muslim yang dikenal luas oleh masyarakat dan cukup memiliki reputasi.					

2.	Zoya memiliki desain yang unik dan dibuat dari bahan yang berkualitas tinggi.					
3.	Zoya menjadikan saya tampil lebih percaya diri dalam berbusana muslim.					

LAMPIRAN 2

TABULASI RESPONDEN

No.	<i>Sharia Relationship Marketing</i>					<i>Customer Value</i>				
	SRM1	SRM2	SRM3	SRM4	SRM	CV1	CV2	CV3	CV4	CV
1	3	3	4	3	13	4	4	3	3	14
2	3	3	3	3	12	4	3	4	3	14
3	3	3	3	4	13	4	3	4	5	16
4	4	3	3	4	14	4	4	5	4	17
5	4	3	4	4	15	5	5	4	4	18
6	4	4	3	4	15	4	4	3	4	15
7	3	4	3	4	14	3	3	4	3	13
8	3	4	3	4	14	4	3	3	3	13
9	3	4	3	3	13	4	3	3	3	13
10	3	3	3	3	12	3	2	3	3	11
11	3	4	4	4	15	4	4	4	4	16
12	4	3	4	3	14	4	4	4	4	16
13	3	3	2	2	10	4	4	5	4	17

14	2	2	3	4	11	4	5	4	5	18
15	4	4	4	4	16	4	4	5	5	18
16	4	3	4	3	14	5	5	5	5	20
17	4	3	4	4	15	4	4	3	3	14
18	4	5	4	4	17	4	3	5	4	16
19	5	5	5	4	19	4	3	4	3	14
20	4	4	4	4	16	3	4	3	3	13
21	4	4	4	3	15	4	3	4	4	15
22	1	2	3	4	10	2	2	3	2	9
23	3	3	3	4	13	4	3	3	3	13
24	4	4	5	4	17	3	4	4	4	15
25	3	3	4	4	14	3	3	4	3	13
26	4	5	4	4	17	3	4	3	4	14
27	4	4	4	4	16	3	3	3	4	13
28	4	4	5	4	17	2	3	3	3	11
29	4	4	4	4	16	4	4	3	4	15
30	4	5	4	4	17	4	4	4	4	16

No.	<i>Sharia Relationship Marketing</i>					<i>Customer Value</i>				
	SRM1	SRM2	SRM3	SRM4	SRM	CV1	CV2	CV3	CV4	CV
31	4	3	3	4	14	3	5	5	4	17
32	4	4	4	4	16	4	3	4	4	15
33	4	4	5	5	18	4	4	4	4	16
34	3	3	4	4	14	4	4	3	4	15
35	3	4	3	4	14	3	4	4	4	15
36	1	1	2	3	7	3	3	2	2	10
37	4	4	4	4	16	4	3	4	4	15
38	1	3	3	4	11	2	3	3	3	11
39	4	4	4	3	15	5	4	5	5	19
40	3	3	2	4	12	3	3	4	4	14
41	3	3	3	4	13	4	4	5	5	18
42	4	5	5	4	18	3	3	4	4	14
43	4	4	4	5	17	4	4	4	4	16

44	4	4	4	4	16	3	4	4	4	15
45	4	4	5	5	18	3	3	3	3	12
46	4	3	5	5	17	4	3	3	3	13
47	3	3	4	4	14	4	4	5	5	18
48	4	5	5	4	18	3	3	4	4	14
49	3	3	3	3	12	4	4	3	3	14
50	3	4	4	4	15	3	4	5	5	17
51	3	3	4	3	13	4	4	5	5	18
52	4	3	5	5	17	3	3	3	3	12
53	2	2	3	3	10	4	3	4	4	15
54	3	4	4	4	15	4	4	5	5	18
55	4	5	4	3	16	4	4	5	5	18
56	5	5	4	3	17	4	3	3	3	13
57	4	3	5	4	16	3	3	3	3	12
58	5	4	5	3	17	3	4	3	3	13
59	5	4	4	4	17	4	4	4	4	16
60	5	3	4	5	17	4	4	3	3	14
61	5	4	3	5	17	4	4	4	4	16
62	3	3	4	5	15	4	3	4	4	15
63	3	5	4	5	17	4	3	4	4	15
64	4	4	4	4	16	5	4	3	3	15
65	4	4	3	3	14	3	3	4	4	14

No.	<i>Sharia Relationship Marketing</i>					<i>Customer Value</i>				
	SRM1	SRM2	SRM3	SRM4	SRM	CV1	CV2	CV3	CV4	CV
66	4	4	4	4	16	4	4	4	4	16
67	5	3	4	3	15	4	4	5	5	18
68	4	4	5	4	17	4	4	5	5	18
69	5	5	4	4	18	3	3	3	3	12
70	5	4	4	5	18	4	3	5	5	17
71	3	3	5	5	16	3	4	4	4	15
72	3	4	4	5	16	4	4	4	4	16
73	3	5	3	5	16	3	3	3	3	12
74	3	4	4	5	16	3	3	3	3	12
75	3	4	4	5	16	4	4	5	4	17
76	3	4	4	5	16	5	5	5	5	20
77	3	5	4	4	16	2	3	2	2	9
78	3	4	2	3	12	4	4	4	4	16

79	3	3	3	4	13	4	4	3	4	15
80	3	5	4	4	16	4	4	5	4	17
81	3	3	3	5	14	3	3	3	3	12
82	4	4	4	4	16	4	3	4	4	15
83	5	5	3	4	17	5	4	4	5	18
84	4	4	4	3	15	4	4	4	4	16
85	3	4	4	3	14	3	3	4	3	13
86	4	3	4	4	15	4	4	4	5	17
87	4	5	4	4	17	5	5	4	4	18
88	3	4	5	4	16	4	4	5	4	17
89	5	4	5	4	18	5	5	4	5	19
90	4	5	5	4	18	4	5	5	5	19
91	4	4	5	3	16	5	4	4	4	17
92	3	4	5	4	16	4	4	5	4	17
93	2	4	5	4	15	4	5	3	4	16
94	2	4	5	4	15	4	4	4	4	16
95	3	5	4	4	16	4	4	5	4	17
96	4	4	4	4	16	4	5	4	4	17
97	3	4	5	5	17	5	4	5	5	19
98	4	4	3	5	16	4	4	4	4	16
99	4	5	4	5	18	4	5	4	4	17
100	5	5	4	5	19	4	5	4	4	17

No.	<i>Customer Satisfaction</i>				<i>Brand Image</i>			
	CV1	CV2	CV3	CV	BI1	BI2	BI3	BI
1	4	4	4	12	4	3	4	11
2	4	3	4	11	4	3	4	11
3	4	4	5	13	4	4	4	12
4	5	5	4	14	4	4	5	13
5	4	5	5	14	4	4	5	13
6	5	5	5	15	4	5	5	14
7	3	4	3	10	3	4	4	11
8	4	3	4	11	4	4	4	12
9	3	4	4	11	4	4	4	12
10	4	3	3	10	3	3	4	10
11	4	4	4	12	4	5	3	12
12	3	5	4	12	4	4	4	12
13	2	2	3	9	4	5	3	12

14	4	3	3	10	4	5	4	13
15	5	5	4	14	5	5	5	15
16	5	4	5	14	5	5	5	15
17	3	4	4	11	3	4	4	11
18	4	4	5	13	5	4	5	14
19	4	5	5	14	4	4	4	12
20	3	3	3	10	3	4	3	10
21	4	4	4	12	5	4	3	12
22	2	3	3	8	1	2	3	6
23	4	5	4	13	4	3	4	11
24	5	5	5	15	4	5	4	13
25	4	3	4	11	4	5	3	12
26	4	4	4	12	5	4	4	13
27	4	4	4	12	4	5	4	13
28	4	4	5	13	3	3	4	10
29	3	4	5	12	3	5	4	12
30	4	4	4	12	4	4	5	13

No.	<i>Customer Satisfaction</i>				<i>Brand Image</i>			
	CV1	CV2	CV3	CV	BI1	BI2	BI3	BI
31	4	5	2	11	4	5	5	14
32	4	4	4	12	4	4	4	12
33	4	4	5	13	4	5	5	14
34	3	4	4	11	5	3	4	12
35	4	4	3	11	4	5	4	13
36	3	2	2	7	2	2	3	7
37	4	4	4	12	4	4	5	13
38	3	3	3	9	3	2	2	7
39	4	4	5	13	4	4	4	12
40	5	5	3	13	4	4	4	12
41	4	4	4	12	4	3	3	10
42	4	5	5	14	4	4	4	12
43	5	5	4	14	5	5	5	15

44	4	4	4	12	4	5	5	14
45	4	4	3	11	3	4	5	12
46	3	3	4	10	4	4	5	13
47	3	3	3	9	3	4	5	12
48	4	4	3	11	3	4	5	12
49	3	3	4	10	2	4	4	10
50	4	4	4	12	4	5	5	14
51	5	3	3	11	4	5	5	14
52	4	5	4	13	5	5	5	15
53	3	4	4	11	3	3	3	9
54	4	4	5	13	4	4	5	13
55	5	5	4	14	5	5	4	14
56	4	5	5	14	5	5	5	15
57	4	4	4	12	5	5	4	14
58	4	3	5	12	5	4	5	14
59	3	4	4	11	4	5	4	13
60	4	3	4	11	4	4	5	13
61	3	4	3	10	4	4	4	12
62	3	3	3	9	3	4	4	11
63	4	3	5	12	4	4	5	13
64	3	4	3	10	4	4	4	12
65	3	3	3	9	4	3	3	10

No.	<i>Customer Satisfaction</i>				<i>Brand Image</i>			
	CV1	CV2	CV3	CV	BI1	BI2	BI3	BI
66	3	3	3	9	3	3	4	10
67	4	5	4	13	4	5	4	13
68	5	4	5	14	5	4	4	13
69	5	5	5	15	5	5	5	15
70	5	5	5	15	5	5	5	15
71	4	5	4	13	4	5	4	13
72	4	4	5	13	5	4	4	13
73	4	5	4	13	5	3	5	13
74	4	4	3	11	4	3	4	11
75	3	3	4	10	4	4	4	12
76	3	4	5	12	5	4	5	14
77	4	4	4	12	5	4	5	14
78	5	3	3	11	3	5	4	12

79	4	4	4	12	4	5	4	13
80	4	4	5	13	5	4	5	14
81	3	4	4	11	3	4	4	11
82	4	4	5	13	4	4	4	12
83	5	5	5	15	4	5	5	14
84	5	3	4	12	4	5	3	12
85	5	3	3	11	3	5	3	11
86	4	4	4	12	4	4	5	13
87	4	3	4	11	4	5	5	14
88	3	3	4	10	3	4	5	12
89	4	3	4	11	5	5	4	14
90	4	4	3	11	4	5	5	14
91	3	4	3	10	5	4	3	12
92	3	3	4	10	4	4	4	12
93	4	4	4	12	4	5	5	14
94	3	4	4	11	3	3	5	11
95	4	4	4	12	4	5	4	13
96	4	4	4	12	4	5	4	13
97	4	3	4	11	4	4	4	12
98	3	3	5	11	4	4	4	12
99	4	3	5	12	5	4	5	14
100	4	5	3	12	5	4	5	14

LAMPIRAN 3

HASIL ANALISIS DATA

DESKRIPTIF VARIABEL

1. *Sharia Relationship Marketing*

		Statistics			
		SRM1	SRM2	SRM3	SRM4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.57	3.80	3.89	3.98
Std. Deviation		.868	.816	.777	.681

a) *Bonding*

SRM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.0	3.0	3.0
	TS	4	4.0	4.0	7.0
	N	38	38.0	38.0	45.0
	S	43	43.0	43.0	88.0
	SS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

b) *Emphaty*

SRM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	3	3.0	3.0	4.0
	N	30	30.0	30.0	34.0
	S	47	47.0	47.0	81.0
	SS	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

c) *Trust*

SRM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	24	24.0	24.0	28.0
	S	51	51.0	51.0	79.0
	SS	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

d) Commitment

SRM4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	21	21.0	21.0	22.0
	S	57	57.0	57.0	79.0
	SS	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

2. Customer Value

Statistics					
		CV1	CV2	CV3	CV4
N	Valid	100	100	100	100
	Missing	0	0	0	0
	Mean	3.76	3.72	3.90	3.87
	Std. Deviation	.683	.697	.785	.761

a) *Product Value*

CV1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	26	26.0	26.0	30.0
	S	60	60.0	60.0	90.0
	SS	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

b) *Service Value*

CV2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	36	36.0	36.0	38.0
	S	50	50.0	50.0	88.0
	SS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

c) *Personnel Value*

CV3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	30	30.0	30.0	32.0
	S	44	44.0	44.0	76.0
	SS	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

d) Image Value

CV4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.0	3.0	3.0
	N	27	27.0	27.0	30.0
	S	50	50.0	50.0	80.0
	SS	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

3. Customer Satisfaction

Statistics

		CS1	CS2	CS3
N	Valid	100	100	100
	Missing	0	0	0
	Mean	3.85	3.89	3.98
	Std. Deviation	.702	.764	.765

a) Minat Melakukan Pembelian Ulang

CS1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	27	27.0	27.0	29.0
	S	55	55.0	55.0	84.0
	SS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

b) Kesesuaian Antara Harga dan Manfaat Produk

CS2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	29	29.0	29.0	31.0
	S	47	47.0	47.0	78.0
	SS	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

c) Kesiediaan Merekomendasikan Produk

CS3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	24	24.0	24.0	26.0
	S	48	48.0	48.0	74.0
	SS	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

4. Brand Image

Statistics

		BI1	BI2	BI3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.99	4.18	4.24
Std. Deviation		.772	.770	.712

a) Reputasi Perusahaan

BI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	2	2.0	2.0	3.0
	N	18	18.0	18.0	21.0
	S	55	55.0	55.0	76.0
	SS	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

b) Uniqueness of Brand Association

BI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.0	3.0	3.0
	N	13	13.0	13.0	16.0
	S	47	47.0	47.0	63.0
	SS	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

c) Favorability of Brand Association

BI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	13	13.0	13.0	14.0
	S	47	47.0	47.0	61.0
	SS	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

UJI VALIDITAS

1. *Sharia Relationship Marketing (SRM)*

		Correlations				Sharia Relationship Marketing
		SRM1	SRM2	SRM3	SRM4	
SRM1	Pearson Correlation	1	.462**	.349**	.088	.729**
	Sig. (2-tailed)		.000	.000	.385	.000
	N	100	100	100	100	100
SRM2	Pearson Correlation	.462**	1	.363**	.192	.755**
	Sig. (2-tailed)	.000		.000	.055	.000
	N	100	100	100	100	100
SRM3	Pearson Correlation	.349**	.363**	1	.263**	.720**
	Sig. (2-tailed)	.000	.000		.008	.000
	N	100	100	100	100	100
SRM4	Pearson Correlation	.088	.192	.263**	1	.518**
	Sig. (2-tailed)	.385	.055	.008		.000
	N	100	100	100	100	100
Sharia Relationship Marketing	Pearson Correlation	.729**	.755**	.720**	.518**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

2. Customer Value

		Correlations				Customer Value
		CV1	CV2	CV3	CV4	
CV1	Pearson Correlation	1	.536**	.426**	.542**	.762**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
CV2	Pearson Correlation	.536**	1	.391**	.540**	.753**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
CV3	Pearson Correlation	.426**	.391**	1	.773**	.818**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
CV4	Pearson Correlation	.542**	.540**	.773**	1	.893**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Customer Value	Pearson Correlation	.762**	.753**	.818**	.893**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

3. Customer Satisfaction

		Correlations			
		CS1	CS2	CS3	Customer Satisfaction
CS1	Pearson Correlation	1	.440**	.295**	.738**
	Sig. (2-tailed)		.000	.003	.000
	N	100	100	100	100
CS2	Pearson Correlation	.440**	1	.324**	.776**
	Sig. (2-tailed)	.000		.001	.000
	N	100	100	100	100
CS3	Pearson Correlation	.295**	.324**	1	.728**
	Sig. (2-tailed)	.003	.001		.000
	N	100	100	100	100
Customer Satisfaction	Pearson Correlation	.738**	.776**	.728**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

4. Brand Image

		Correlations			
		BI1	BI2	BI3	Brand Image
BI1	Pearson Correlation	1	.377**	.335**	.770**
	Sig. (2-tailed)		.000	.001	.000
	N	100	100	100	100
BI2	Pearson Correlation	.377**	1	.307**	.758**
	Sig. (2-tailed)	.000		.002	.000
	N	100	100	100	100
BI3	Pearson Correlation	.335**	.307**	1	.715**
	Sig. (2-tailed)	.001	.002		.000
	N	100	100	100	100
Brand Image	Pearson Correlation	.770**	.758**	.715**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

UJI VALIDITAS

1. *Sharia Relationship Marketing*

Reliability Statistics

Cronbach's Alpha	N of Items
.623	4

2. *Customer Value*

Reliability Statistics

Cronbach's Alpha	N of Items
.822	4

3. *Customer Satisfaction*

Reliability Statistics

Cronbach's Alpha	N of Items
.619	3

4. *Brand Image*

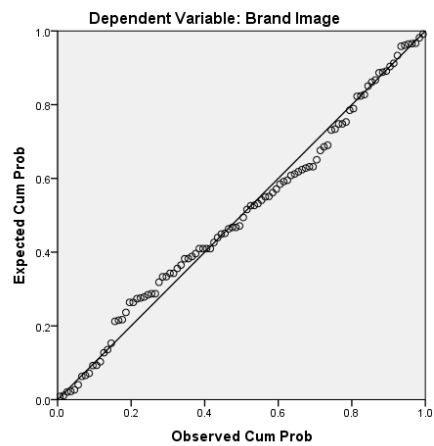
Reliability Statistics

Cronbach's Alpha	N of Items
.607	3

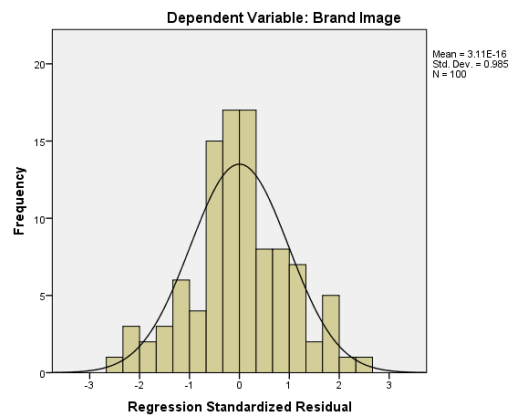
UJI ASUMSI KLASIK

1. Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



Histogram

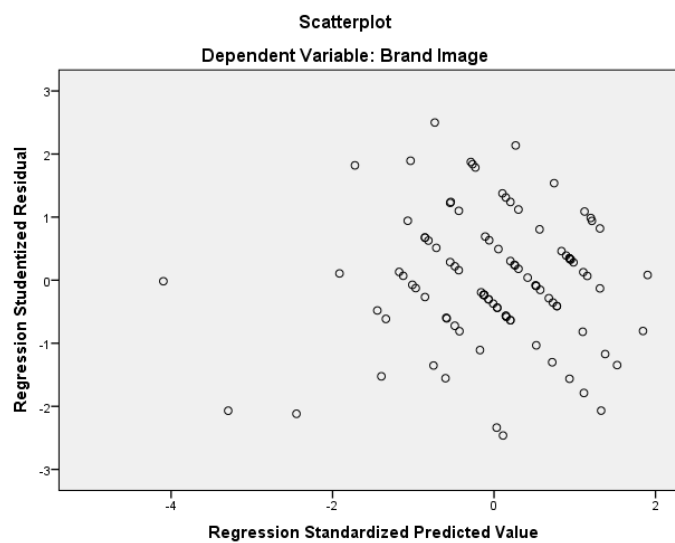


One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.05643023
Most Extreme Differences	Absolute	.071
	Positive	.066
	Negative	-.071
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

2. Uji Heteroskedastisitas



3. Uji Multikolonieritas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Sharia Relationship Marketing	.774	1.291
	Customer Value	.933	1.071
	Customer Satisfaction	.766	1.306

a. Dependent Variable: Brand Image

KOEFISIEN DETERMINASI (R^2)

Model 1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.207 ^a	.043	.033	2.328

a. Predictors: (Constant), Sharia Relationship Marketing

b. Dependent Variable: Customer Value

Model 2**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.464 ^a	.215	.207	1.445

a. Predictors: (Constant), Sharia Relationship Marketing

b. Dependent Variable: Customer Satisfaction

Model 3**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 ^a	.608	.596	1.073

a. Predictors: (Constant), Customer Satisfaction, Customer Value, Sharia Relationship Marketing

b. Dependent Variable: Brand Image

ANALISIS REGRESI BERGANDA**MODEL 1****Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.788	1.666		7.075	.000
	Sharia Relationship Marketing	.227	.108	.207	2.098	.038

a. Dependent Variable: Customer Value

MODEL 2

Model		Coefficient				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.442	1.035		6.227	.000
	Sharia Relationship Marketing	.348	.067	.464	5.182	.000

a. Dependent Variable: Customer Satisfaction

MODEL 3

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.044	1.026		.043	.966
	Sharia Relationship Marketing	.281	.057	.359	4.948	.000
	Customer Value	.206	.047	.288	4.362	.000
	Customer Satisfaction	.422	.076	.405	5.553	.000

a. Dependent Variable: Brand Image

UJI F**MODEL 1**

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.788	1.666		7.075	.000
	Sharia Relationship Marketing	.227	.108	.207	2.098	.038

a. Dependent Variable: Customer Value

MODEL 2**ANOVA^a**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	56.077	1	56.077	26.850	.000 ^b
	Residual	204.673	98	2.089		
	Total	260.750	99			

a. Dependent Variable: Customer Satisfaction

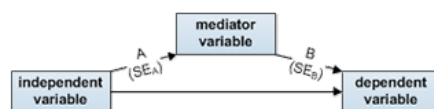
b. Predictors: (Constant), Sharia Relationship Marketing

MODEL 3**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	171.702	3	57.234	49.729	.000 ^b
	Residual	110.488	96	1.151		
	Total	282.190	99			

a. Dependent Variable: Brand Image

b. Predictors: (Constant), Customer Satisfaction, Customer Value, Sharia Relationship Marketing

SOBEL TEST**Pengaruh Tidak Langsung 1**

SEBUAH:

B:

SE_A:

SE_B:

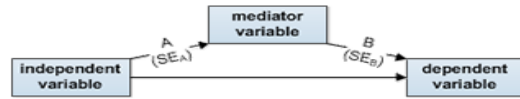
Menghitung!

Statistik uji tangis: 1.82926920

Probabilitas satu sisi: 0,03367964

Probabilitas dua sisi: 0,06735929

Pengaruh Tidak Langsung 2



SEBUAH: ?

B: ?

SE A : ?

SE B : ?

Menghitung!

Statistik uji tangis: 4.22333947

Probabilitas satu sisi: 0,00001204

Probabilitas dua sisi: 0,00002407