

LAMPIRAN



DAFTAR PERTANYAAN (KUESIONER)

PENINGKATAN KEPUASAN DAN LOYALITAS KONSUMEN MELALUI
KUALITAS PRODUK, DESAIN DAN CITRA MEREK PRODUK MEBEL
JEPARA

Hal : Permohonan Pengisian Kuesioner

Semarang, 27 Februari 2018

Yth. Bapak/Ibu Responden

Ditempat

Dengan ini saya memohon kepada Bapak/Ibu agar meluangkan waktu sejenak untuk mengisi daftar pernyataan untuk kesiapan penyelesaian penyusunan Skripsi. Daftar pernyataan ini dimaksudkan untuk mengetahui sejauh mana kepuasan dan loyalitas anda untuk membeli produk Mebel Jepara.

Untuk mendapatkan data yang maksimal maka saya mengharapkan partisipasi Bapak/Ibu untuk mengisi pernyataan dengan secara suka rela, jujur, dan benar sesuai pengetahuan dan pengalaman yang dimiliki.

Demikian surat permohonan ini saya sampaikan. Atas kesediaan dan partisipasi Bapak/Ibu saya ucapkan terimakasih.

Diketahui,

Dosen Pembimbing

Hormat Saya

Dra. Hj. Alifah Ratnawati, MM

Lutfi Ariansyah

Lampiran 1

KUESIONER PENELITIAN

Yth. Bapak/Ibu Responden

Bersama ini saya mohon kesediaan Bapak/Ibu untuk mengisi kuesioner dalam penelitian saya yang berjudul : **“PENINGKATAN KEPUASAN DAN LOYALITAS KONSUMEN MELALUI KUALITAS PRODUK, DESAIN DAN CITRA MEREK PRODUK MEUBEL JEPARA”**.

Mohon perhataan Bapak/Ibu untuk meluangkan waktu sebentar untuk mengisi kuesioner penelitian ini.

Karakteristik/Identitas Responden

1. Nama Responden :
2. Alamat :
3. Umur :
4. Sudah Membeli Berapa Kali :
5. Jenis Kelamin : a. Laki-laki
b. Perempuan

Cara Pengisian Kuesioner

Mohon tandai pertanyaan berikut ini dengan pemberian tanda silang (X) pada pilihan jawaban yang tersedia dan yang menurut Bapak/Ibu tepat atau paling sesuai menurut pendapat Bapak/Ibu. Setiap pertanyaan membutuhkan satu jawaban dengan skala penilaian :

1. Sangat tidak setuju (STS)
2. Tidak setuju (TS)
3. Cukup setuju (CS)
4. Setuju (S)
5. Sangat setuju (SS)

A. Kualitas Produk

1. Kualitas produk mebel Jepara sangat unggul.

STS	TS	CS	S	SS
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Menurut anda bagaimana kualitas mebel Jepara?

Jawab :

2. Mebel Jepara awet dan tidak mudah rusak serta mudah dalam proses perawatannya.

STS	TS	CS	S	SS
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Bagaimana perawatan yang anda lakukan terhadap mebel jepara yang anda miliki?

Jawab :

3. Hasil pengerjaan mebel Jepara sangat teliti dan hati-hati.

STS	TS	CS	S	SS
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Menurut anda bagaimana hasil dari pengerjaan mebel Jepara?

Jawab :

4. Mebel jepara terbuat dari kayu pilihan.

STS	TS	CS	S	SS
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Menurut anda seperti apa kayu yang bagus untuk pembuatan mebel jepara?

Jawab :

B. Desain

1. Penampilan mebel jepara sangat bagus.

STS	TS	CS	S	SS
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Menurut anda bagaimana penampilan mebel jepara?

Jawab :

2. Mebel Jepara mempunyai banyak model.

STS	TS	CS	S	SS
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Seperti apa model yang anda inginkan?

Jawab :

3. Mebel Jepara mempunyai warna yang khas dan alami.

STS	TS	CS	S	SS
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Menurut anda seperti apa warna yang bagus? Jelaskan.

Jawab :

4. Mebel jepara mempunyai ciri khas yang terdapat pada relief ukirannya.

STS	TS	CS	S	SS
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Menurut anda bagaimana corak relief ukiran mebel jepara?

Jawab :

C. Citra Merek

1. Semua produk mebel jepara sangat bagus, tidak salah apabila mebel jepara jadi pilihan konsumen.

STS	TS	CS	S	SS
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Produk mebel jepara apa yang anda ketahui?

Jawab :

2. Saya lebih Memilih produk mebel Jepara dari pada yang lainnya.

STS	TS	CS	S	SS
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Kenapa anda memilih produk mebel jepara?

Jawab :

3. Mebel jepara mempunyai citra positif dibenak konsumen, sehingga diingat terus oleh konsumen.

STS	TS	CS	S	SS
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Citra apa yang dibenak anda tentang mebel jepara? Mohon jelaskan

Jawab :

D. Kepuasan Konsumen

1. Mebel jepara yang saya beli sesuai dengan apa yang saya butuhkan.

STS	TS	CS	S	SS
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Kebutuhan apa yang anda inginkan dari mebel jepara ini? Mohon jelaskan.

Jawab :

2. Saya sangat puas dengan produk mebel jepara.

STS	TS	CS	S	SS
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Perasaan puas bagaimana yang anda rasakan dari produk mebel jepara?

Jawab :

3. Saya senang membeli produk mebel jepara.

STS	TS	CS	S	SS
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Perasaan senang seperti apa yang anda rasakan?

Jawab :

4. Saya tidak menyesal membeli produk mebel jepara.

STS	TS	CS	S	SS
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Kenapa anda tidak menyesal membeli produk mebel jepara?

Jawab :

E. Loyalitas Konsumen

1. Jika saya akan membeli prabotan rumah, saya akan Memilih produk mebel jepara.

STS	TS	CS	S	SS
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Kenapa anda ingin membeli produk mebel jepara lagi?

Jawab :

2. Saya menyarankan saudara saya untuk membeli produk mebel jepara.

STS	TS	CS	S	SS
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Mengapa anda menyarankan saudara anda untuk membeli produk mebel jepara?

Jawab :

3. Saya tidak mempunyai keinginan untuk beralih membeli prabotan rumah selain produk mebel jepara.

STS	TS	CS	S	SS
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Kenapa anda lebih Memilih produk mebel jepara?

Jawab :

NO	KUALITAS PRODUK				X1	DESAIN				X2	CITRA MEREK			X3	KEPUASAN				Y1	LOYALITAS			Y2
	1	2	3	4		1	2	3	4		1	2	3		1	2	3	4		1	2	3	
1	4	4	3	4	15	4	4	4	4	16	4	4	4	12	4	4	4	3	15	4	4	4	12
2	3	3	3	4	13	3	4	4	4	15	4	4	3	11	4	3	4	3	14	4	4	4	12
3	5	5	4	4	18	5	5	5	4	19	3	4	3	10	5	4	5	4	18	5	5	5	15
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100	4	4	4	4	16	5	4	4	4	17	4	4	4	12	4	4	5	4	17	4	4	4	12
Rata2	3,88	3,76	3,86	3,99	3,87	4,01	3,90	3,98	4,00	3,97	4,07	3,94	3,94	3,98	3,95	3,88	4,08	3,84	3,94	4,06	3,99	3,92	3,99

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
.723	4

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	11.6100	2.624	.550	.638
x1.2	11.7300	2.886	.474	.683
x1.3	11.6300	2.680	.508	.664
x1.4	11.5000	2.758	.514	.660

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
.704	4

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	11.8800	2.208	.415	.684
x2.2	11.9900	1.848	.473	.656
x2.3	11.9100	1.840	.587	.578
x2.4	11.8900	2.038	.495	.638

RELIABILITY

```

/VARIABLES=x3.1 x3.2 x3.3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.
    
```

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
.720	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	7.8800	1.278	.528	.652
x3.2	8.0100	1.000	.581	.583
x3.3	8.0100	1.141	.524	.652

RELIABILITY

```

/VARIABLES=y1.1 y1.2 y1.3 y1.4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

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
.706	4

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	11.8000	1.818	.632	.555
y1.2	11.8700	2.215	.396	.696
y1.3	11.6700	2.021	.471	.655
y1.4	11.9100	1.800	.485	.653

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
.701	3

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	7.9100	1.214	.622	.497
y2.2	7.9800	1.394	.459	.681
y2.3	8.0500	.997	.510	.651

Correlations

		Produk	x1.1	x1.2	x1.3	x1.4
Produk	Pearson Correlation	1	.768**	.706**	.744**	.738**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x1.1	Pearson Correlation	.768**	1	.368	.494	.392
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x1.2	Pearson Correlation	.706**	.368	1	.313	.436
	Sig. (2-tailed)	.000	.000		.002	.000
	N	100	100	100	100	100
x1.3	Pearson Correlation	.744**	.494	.313	1	.367
	Sig. (2-tailed)	.000	.000	.002		.000
	N	100	100	100	100	100
x1.4	Pearson Correlation	.738**	.392	.436	.367	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

CORRELATIONS

```

/VARIABLES=x2 x2.1 x2.2 x2.3 x2.4
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

Notes

Output Created		02-Apr-2019 14:52:54
Comments		
Input	Active Dataset Filter Weight Split File N of Rows in Working Data File	DataSet0 <none> <none> <none> 100
Missing Value Handling	Definition of Missing Cases Used	User-defined missing values are treated as missing. Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=x2 x2.1 x2.2 x2.3 x2.4 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time Elapsed Time	00:00:00.031 00:00:00.031

[DataSet0]

Correlations

		Desain	x2.1	x2.2	x2.3	x2.4
Desain	Pearson Correlation	1	.656	.744	.790	.722
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x2.1	Pearson Correlation	.656**	1	.291**	.321**	.370**
	Sig. (2-tailed)	.000		.003	.001	.000
	N	100	100	100	100	100
x2.2	Pearson Correlation	.744	.291**	1	.492	.300
	Sig. (2-tailed)	.000	.003		.000	.002
	N	100	100	100	100	100
x2.3	Pearson Correlation	.790**	.321**	.492**	1	.473**
	Sig. (2-tailed)	.000	.001	.000		.000
	N	100	100	100	100	100
x2.4	Pearson Correlation	.722**	.370**	.300**	.473**	1
	Sig. (2-tailed)	.000	.000	.002	.000	
	N	100	100	100	100	100

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

CORRELATIONS

/VARIABLES=x3 x3.1 x3.2 x3.3

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Notes

Output Created		02-Apr-2019 14:53:10
Comments		
Input	Active Dataset Filter Weight Split File N of Rows in Working Data File	DataSet0 <none> <none> <none> 100
Missing Value Handling	Definition of Missing Cases Used	User-defined missing values are treated as missing. Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=x3 x3.1 x3.2 x3.3 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time Elapsed Time	00:00:00.000 00:00:00.000

[DataSet0]

Correlations

		Citra Merek	x3.1	x3.2	x3.3
Citra Merek	Pearson Correlation	1	.768	.840	.795
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x3.1	Pearson Correlation	.768**	1	.494**	.415**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x3.2	Pearson Correlation	.840**	.494**	1	.485**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
x3.3	Pearson Correlation	.795**	.415**	.485**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

```
CORRELATIONS
/VARIABLES=y1 y1.1 y1.2 y1.3 y1.4
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
```


Correlations

Notes

Output Created		02-Apr-2019 14:53:21
Comments		
Input	Active Dataset Filter Weight Split File N of Rows in Working Data File	DataSet0 <none> <none> <none> 100
Missing Value Handling	Definition of Missing Cases Used	User-defined missing values are treated as missing. Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=y1 y1.1 y1.2 y1.3 y1.4 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time Elapsed Time	00:00:00.016 00:00:00.016

[DataSet0]

Correlations

		Kepuasan	y1.1	y1.2	y1.3	y1.4
Kepuasan	Pearson Correlation	1	.810	.642	.711	.753
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y1.1	Pearson Correlation	.810**	1	.473**	.411**	.498**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y1.2	Pearson Correlation	.642**	.473**	1	.273	.212
	Sig. (2-tailed)	.000	.000		.006	.034
	N	100	100	100	100	100
y1.3	Pearson Correlation	.711**	.411**	.273**	1	.397**
	Sig. (2-tailed)	.000	.000	.006		.000
	N	100	100	100	100	100
y1.4	Pearson Correlation	.753**	.498**	.212	.397**	1
	Sig. (2-tailed)	.000	.000	.034	.000	
	N	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

```

/VARIABLES=y2 y2.1 y2.2 y2.3
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

Notes

Output Created		02-Apr-2019 14:53:33
Comments		
Input	Active Dataset Filter Weight Split File N of Rows in Working Data File	DataSet0 <none> <none> <none> 100
Missing Value Handling	Definition of Missing Cases Used	User-defined missing values are treated as missing. Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=y2 y2.1 y2.2 y2.3 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time Elapsed Time	00:00:00.000 00:00:00.000

[DataSet0]

Correlations

		Loyalitas	y2.1	y2.2	y2.3
Loyalitas	Pearson Correlation	1	.827	.730	.828
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y2.1	Pearson Correlation	.827	1	.482	.535
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y2.2	Pearson Correlation	.730	.482	1	.343
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
y2.3	Pearson Correlation	.828	.535	.343	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

```

REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT y1
  /METHOD=ENTER x1 x2 x3
  /SCATTERPLOT=(*SRESID ,*ZPRED)
  /RESIDUALS HIST(ZRESID) NORM(ZRESID)
  /SAVE RESID.

```

Regression

Notes		
Output Created		02-Apr-2019 14:54:22
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT y1 /METHOD=ENTER x1 x2 x3 /SCATTERPLOT=(*SRESID *ZPRED) /RESIDUALS HIST(ZRESID) NORM(ZRESID) /SAVE RESID.
Resources	Processor Time	00:00:01.782
	Elapsed Time	00:00:01.890
	Memory Required	2340 bytes
	Additional Memory Required for Residual Plots	896 bytes
Variables Created or Modified	RES_1	Unstandardized Residual

Descriptive Statistics

	Mean	Std. Deviation	N
Kepuasan	15.7500	1.78306	100
Produk	15.4900	2.11056	100
Desain	15.8900	1.79165	100
Citra Merek	11.9500	1.50000	100

Correlations

		Kepuasan
Pearson Correlation	Kepuasan	1.000
	Produk	.672
	Desain	.668
	Citra Merek	.611
Sig. (1-tailed)	Kepuasan	.
	Produk	.000
	Desain	.000
	Citra Merek	.000
N	Kepuasan	100
	Produk	100
	Desain	100
	Citra Merek	100

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 ^a	.579	.566	1.17463

a. Predictors: (Constant), Citra Merek, Produk, Desain

b. Dependent Variable: Kepuasan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	182.294	3	60.765	44.041	.000 ^a
	Residual	132.456	96	1.380		
	Total	314.750	99			

a. Predictors: (Constant), Citra Merek, Produk, Desain

b. Dependent Variable: Kepuasan

Coefficients^a

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	3.037	1.141
	Produk	.277	.082
	Desain	.270	.099
	Citra Merek	.345	.097

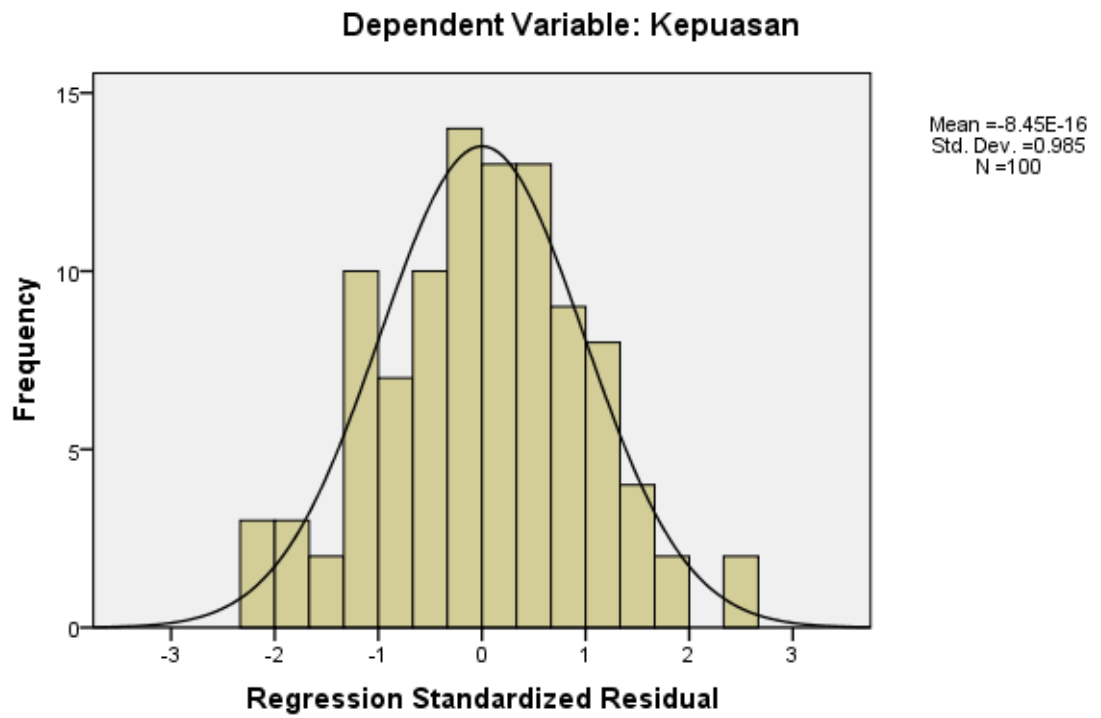
Coefficients^a

Model		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		Beta			Tolerance	VIF
1	(Constant)		2.662	.009		
	Produk	.328	3.399	.001	.470	2.127
	Desain	.272	2.723	.008	.441	2.269
	Citra Merek	.290	3.564	.001	.661	1.513

a. Dependent Variable: Kepuasan

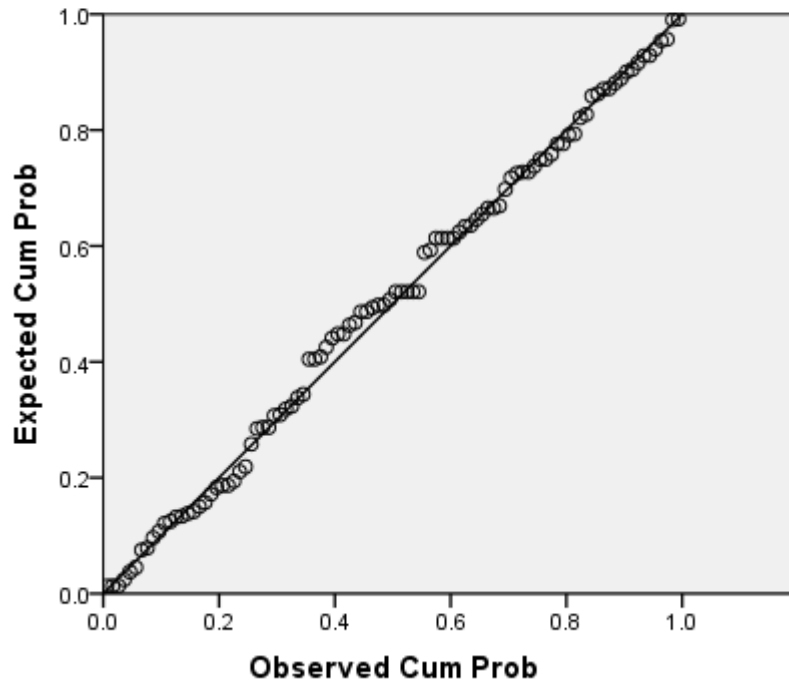
Charts

Histogram



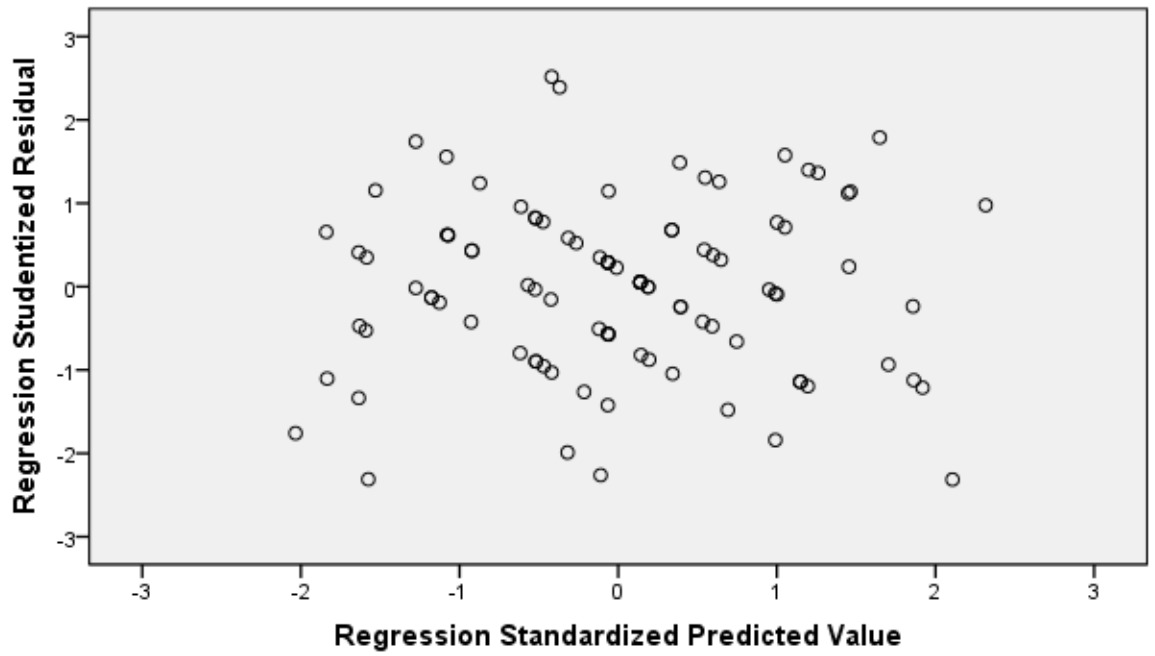
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Kepuasan



Scatterplot

Dependent Variable: Kepuasan



NPar Tests

Notes

Output Created		02-Apr-2019 14:54:40
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each test are based on all cases with valid data for the variable(s) used in that test.
Syntax		NPAR TESTS /K-S(NORMAL)=RES_1 /MISSING ANALYSIS.
Resources	Processor Time	00:00:00.000
	Elapsed Time	00:00:00.000
	Number of Cases Allowed ^a	196608

a. Based on availability of workspace memory.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.15669198
Most Extreme Differences	Absolute	.053
	Positive	.039
	Negative	-.053
Kolmogorov-Smirnov Z		.532
Asymp. Sig. (2-tailed)		.940

a. Test distribution is Normal.

b. Calculated from data.

Regression

Notes

Output Created		02-Apr-2019 14:55:17
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		<pre> REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT y2 /METHOD=ENTER x1 x2 x3 y1 /SCATTERPLOT=(*SRESID *ZPRED) /RESIDUALS HIST(ZRESID) NORM(ZRESID) /SAVE RESID. </pre>
Resources	Processor Time	00:00:01.000
	Elapsed Time	00:00:01.015
	Memory Required	2684 bytes
	Additional Memory Required for Residual Plots	888 bytes
Variables Created or Modified	RES_2	Unstandardized Residual

[DataSet0]

Descriptive Statistics

	Mean	Std. Deviation	N
Loyalitas	11.9700	1.53383	100
Produk	15.4900	2.11056	100
Desain	15.8900	1.79165	100
Citra Merek	11.9500	1.50000	100
Kepuasan	15.7500	1.78306	100

Correlations

		Loyalitas
Pearson Correlation	Loyalitas	1.000
	Produk	.691
	Desain	.693
	Citra Merek	.636
	Kepuasan	.732
Sig. (1-tailed)	Loyalitas	.
	Produk	.000
	Desain	.000
	Citra Merek	.000
	Kepuasan	.000
N	Loyalitas	100
	Produk	100
	Desain	100
	Citra Merek	100
	Kepuasan	100

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814 ^a	.663	.649	.90921

a. Predictors: (Constant), Kepuasan, Citra Merek, Produk, Desain

b. Dependent Variable: Loyalitas

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	154.377	4	38.594	46.687	.000 ^a
	Residual	78.533	95	.827		
	Total	232.910	99			

a. Predictors: (Constant), Kepuasan, Citra Merek, Produk, Desain

b. Dependent Variable: Loyalitas

Coefficients^a

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	-.207	.915
	Produk	.162	.067
	Desain	.174	.080
	Citra Merek	.220	.080
	Kepuasan	.271	.079

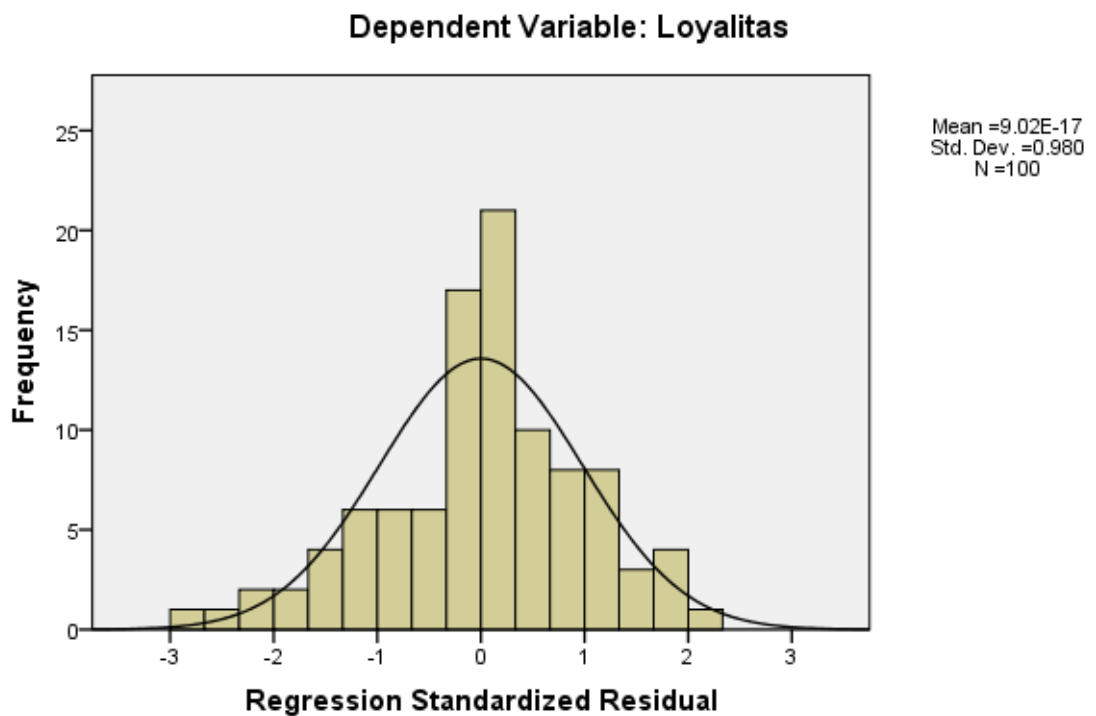
Coefficients^a

Model	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
				Tolerance	VIF
1 (Constant)		-.227	.821		
Produk	.223	2.428	.017	.420	2.383
Desain	.204	2.188	.031	.409	2.444
Citra Merek	.215	2.755	.007	.584	1.713
Kepuasan	.315	3.428	.001	.421	2.376

a. Dependent Variable: Loyalitas

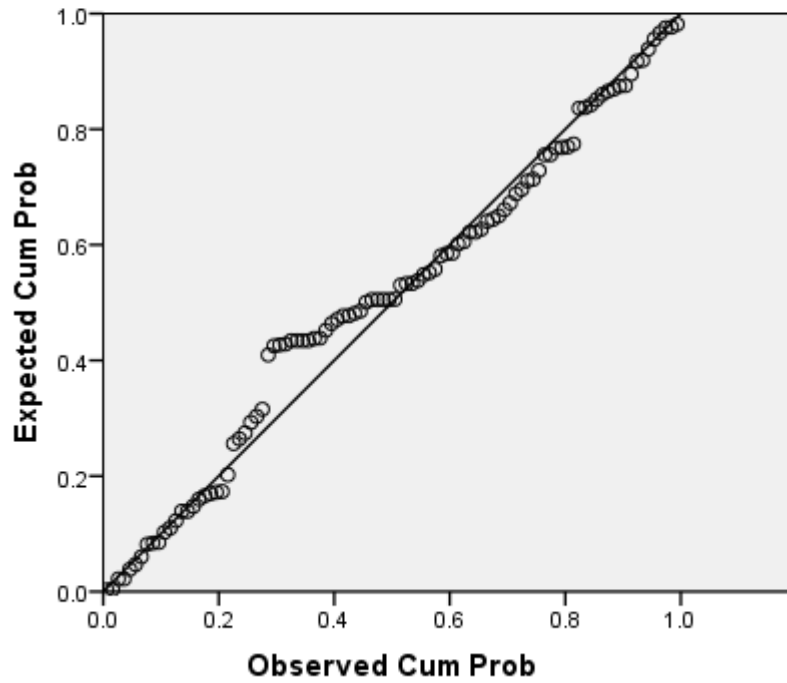
Charts

Histogram



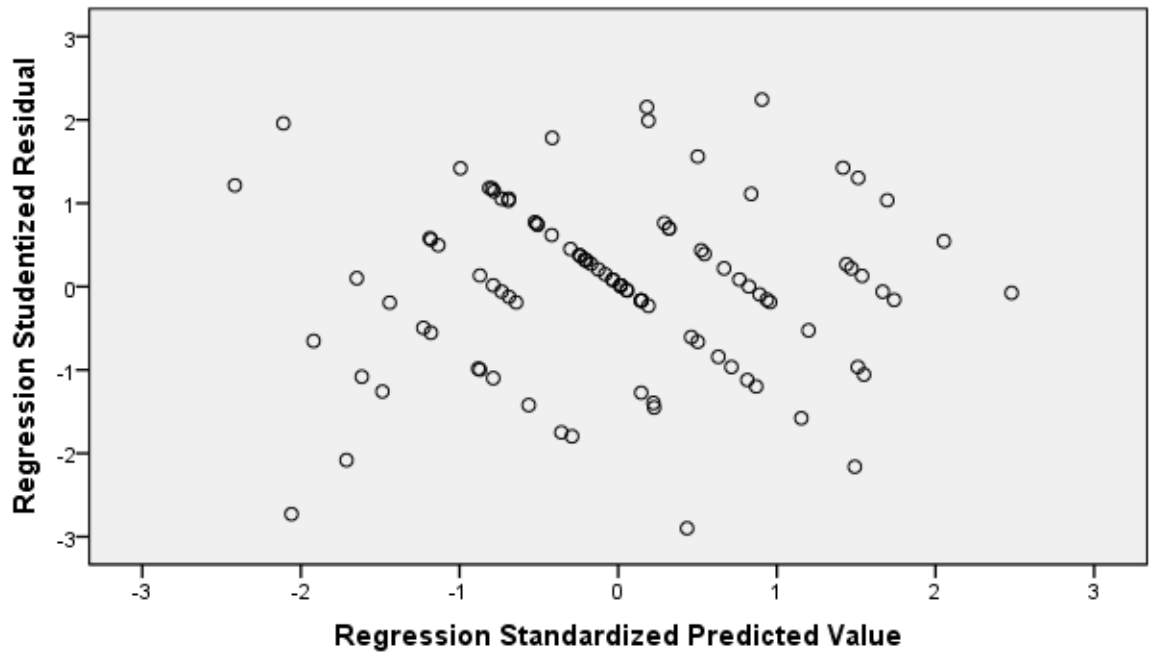
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Loyalitas



Scatterplot

Dependent Variable: Loyalitas



NPar Tests

Notes

Output Created		02-Apr-2019 14:55:48
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each test are based on all cases with valid data for the variable(s) used in that test.
Syntax		NPAR TESTS /K-S(NORMAL)=RES_2 /MISSING ANALYSIS.
Resources	Processor Time	00:00:00.016
	Elapsed Time	00:00:00.016
	Number of Cases Allowed ^a	196608

a. Based on availability of workspace memory.

[DataSet0]

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.89065189
Most Extreme Differences	Absolute	.134
	Positive	.042
	Negative	-.134
Kolmogorov-Smirnov Z		1.337
Asymp. Sig. (2-tailed)		.056

a. Test distribution is Normal.

b. Calculated from data.