

LAMPIRAN

Lampiran 1. Kuesioner

Peran E-Service Quality dan Product Quality dalam meningkatkan

loyalitas pelanggan berbasis E-Word Of Mouth :

(Studi kasus pengguna Tokopedia di Jawa Tengah)

Assalamualikum wr.wb yang terhormat kepada responden, perkenalkan nama saya Bagas Khairul Huda saat ini saya sedang menyelesaikan tugas skripsi sebagai salah satu syarat untuk menyelesaikan program S-1 jurusan manajemen Fakultas Ekonomi di Universitas Islam Sultan Agung Semarang. Skripsi ini ditujukan untuk melakukan penelitian tentang “Peran e- Service Quality, Product Quality terhadap loyalitas konsumen berbasis e- Word Of Mouth pada (Studi kasus pengguna Tokopedia di Jawa Tengah)”. Saya menjamin kerahasiaan anda terkait dengan kuesioner. Saya sangat menghargai anda dalam mengisi kuesioner ini.

Terima kasih telah meluangkan waktu anda untuk mengisi kuesioner ini

Bagas Khairul huda



tokopedia

Beri tanda silang (x) untuk jawaban dibawah ini.

Apakah anda berdomisili di jawa tengah dan pernah membeli produk dari tokopedia ?

- Iya saya berdomisili di jawa tengah dan pernah melakukan pembelian di tokopedia.
- Saya tidak berdomisili di jawa tengah dan tidak pernah melakukan pembelian di tokopedia maka kuesioner cukup sampai disini. Terima kasih atas partisipasi anda.

Mohon di isi data diri pribadi anda dengan benar dibawah ini :

Nama/Inisial :

Alamat :

Umur :

Jenis kelamin :

Pekerjaan :

Perunjuk pengisian Kuisisioner

1. Pilihlah jawaban sesuai dengan yang Bapak/Ibu/Saudara rasakan

2. Keterangan alternatif jawaban dan skor nilai

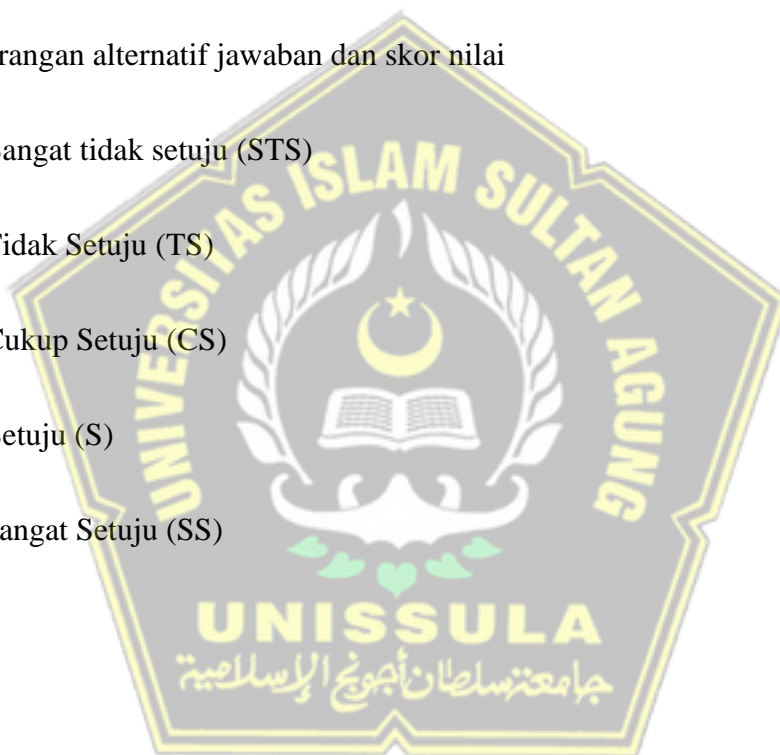
A. Sangat tidak setuju (STS)

B. Tidak Setuju (TS)

C. Cukup Setuju (CS)

D. Setuju (S)

E. Sangat Setuju (SS)



E-Service Quality

No.	PERNYATAAN	SS	S	CS	TS	STS
1	Situs di tokopedia memudahkan saya untuk bertransaksi dengan cepat mudah.					

2	Situs di tokopedia telah mengirimkan pesanan saya sesuai yang di janjikan					
3	Situs tokopedia menyediakan barang yang saya cari.					
4	Situs tokopedia melindungi data diri saya dengan aman.					

Product quality

No.	PERNYATAAN	S	S	CS	TS	STS
1	Produk yang saya beli di tokopedia sudah sesuai yang saya pesan.					
2	Kualitas produk yang saya beli di tokopedia sangat bagus dan sesuai harapan saya					
3	Produk yang saya kenakan tahan lama					
4.	Produk yang saya pesan di kemas dengan baik dan menarik					
5.	Produk yang saya beli di tokopedia berfungsi dengan baik dan bermanfaat buat saya.					

E- Word Of Mouth

No.	PERNYATAAN	S	S	CS	TS	STS
		S				
1	Saya sering melihat orang membagikan pengalamannya belanja di tokopedia di sosial media (whatshap,instagram,twitter,youtube facebook ,dsb)					
2	Saya bangga untuk mengatakan di sosial media bahwa saya pernah belanja di tokopedia .					
3	Saya sering mengakses informasi mengenai produk yang berkualitas di tokopedia					

Loyalitas

No.	PERNYATAAN	SS	S	CS	TS	STS
1	Saya sering melakukan pembelian secara berulang produk lewat situs tokopedia					
2	Saya akan merekomendasikan kepada teman saya untuk belanja di situs tokopedia secara keseluruhan.					
3	Saya akan membeli semua produk lain lewat situs tokoepdia.					
4	Saya tetap belanja menggunakan situs tokopedia tanpa memperdulikan situs e-commerce lain.					

Lampiran 2. Tabulasi Data

no	<i>E-Service Quality</i>					<i>Product Quality</i>					
	X1.1	X1.2	X1.3	X1.4	TOTAL X1	X2.1	X2.2	X2.3	X2.4	X2.5	TOTALX2
1	4	3	3	4	14	4	4	3	4	4	19
2	5	5	4	5	19	4	4	4	4	4	20
3	5	4	4	4	17	4	4	4	4	4	20
4	5	2	4	5	16	3	4	3	3	3	16
5	4	5	5	4	18	4	4	4	4	5	21
6	4	4	4	5	17	5	4	4	5	4	22
7	5	4	5	5	19	5	5	5	5	5	25
8	5	5	5	5	20	5	5	3	4	4	21
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12	5	5	5	3	18	4	4	4	4	4	20
13	3	2	5	5	14	5	5	4	4	5	23
14	4	5	3	3	15	4	3	3	4	4	18
15	4	4	4	3	15	4	3	3	3	3	16
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17	5	4	5	4	18	5	4	4	5	4	22
18	4	4	4	4	16	4	5	3	4	4	20
19	4	5	3	3	15	4	3	3	4	4	18
20	5	5	5	4	19	5	5	4	4	4	22
21	5	5	5	4	19	4	4	4	5	4	21
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24	5	5	4	5	19	5	4	5	5	5	24
25	4	5	4	4	17	4	4	4	4	4	20
26	4	5	4	3	16	4	5	5	4	5	23
27	3	3	3	3	12	4	4	4	4	3	19
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33	4	4	4	4	16	4	4	4	4	4	20
34	3	4	4	3	14	5	4	4	4	4	21
35	4	5	5	5	19	5	4	3	4	5	21
36	4	4	4	4	16	4	3	3	4	4	18
37	4	3	4	4	15	4	3	4	3	4	18
38	5	5	5	5	20	5	5	5	5	5	25
39	4	4	4	4	16	3	3	3	4	4	17

40	5	5	4	3	17	5	4	4	4	5	22
41	5	5	5	5	20	5	5	5	5	5	25
42	5	5	5	5	20	5	5	5	5	5	25
43	4	3	4	3	14	4	5	3	4	4	20
44	4	4	4	4	16	3	3	3	4	4	17
45	4	4	4	4	16	4	4	4	4	4	20
46	5	5	5	5	20	5	4	4	4	4	21
47	4	4	4	4	16	4	4	4	4	4	20
48	3	3	3	3	12	3	3	3	3	3	15
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56	5	5	5	5	20	4	4	4	4	4	20
57	4	4	3	3	14	4	4	4	4	4	20
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64	5	4	5	5	19	5	5	4	4	5	23
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67	4	4	4	4	16	4	4	3	3	3	17
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85	3	3	3	4	13	4	4	3	3	4	18

86	5	5	5	3	18	5	5	5	5	5	25
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88	5	5	5	5	20	5	5	5	5	5	25
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129	4	5	4	3	16	4	4	4	3	3	18
130	5	5	5	5	20	5	4	4	3	4	20
131	4	4	3	4	15	4	4	4	4	4	20

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179	5	5	5	5	20	5	5	5	5	5	25
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181	4	4	5	4	17	5	4	5	5	5	24
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183	4	4	4	4	16	5	5	4	4	4	22
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195	4	3	3	3	13	3	3	3	3	3	15
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197	4	5	5	5	19	5	4	5	5	5	24
198	3	5	5	5	18	3	3	2	2	3	13
199	4	4	4	4	16	4	4	4	4	4	20
200	4	4	4	5	17	5	4	4	5	5	23

E-Word Of Mouth					Loyalitas				
no	Y1.1	Y1.2	Y1.3	TOTALY1	Y2.1	Y2.2	Y2.3	Y2.4	TOTAL Y2
1	2	3	4	9	5	3	3	2	13
2	4	3	3	10	3	3	3	3	12
3	4	4	4	12	4	4	4	4	16
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42	5	5	5	15	5	5	5	5	20
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45	4	3	3	10	2	3	3	2	10
46	4	3	4	11	4	4	4	2	14
47	4	4	4	12	4	4	4	4	16
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49	5	5	5	15	5	5	5	5	20
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80	3	3	3	9	4	4	4	4	16
81	4	4	3	11	4	3	4	4	15
82	3	3	3	9	4	4	4	4	16
83	4	5	5	14	5	4	4	4	17
84	5	5	4	14	5	4	5	5	19
85	3	5	5	13	3	2	2	2	9
86	3	4	5	12	5	5	4	3	17
87	5	5	4	14	4	4	4	4	16
88	5	5	5	15	5	5	5	5	20
89	5	5	5	15	4	4	4	3	15
90	3	4	5	12	4	4	5	3	16
91	3	4	2	9	3	3	2	3	11
92	3	3	3	9	4	3	3	3	13
93	5	3	5	13	4	4	3	4	15
94	4	4	4	12	2	4	4	2	12
95	3	3	2	8	3	3	3	2	11
96	3	2	2	7	3	3	2	1	9
97	5	4	5	14	5	5	5	5	20
98	5	4	5	14	4	3	5	5	17
99	4	4	4	12	3	3	3	1	10

100	3	3	4	10	4	4	3	3	14
101	5	4	5	14	5	5	4	4	18
102	5	4	3	12	3	3	2	2	10
103	3	4	3	10	3	4	3	3	13
104	4	4	4	12	4	5	4	4	17
105	4	3	4	11	3	5	4	4	16
106	4	4	4	12	5	5	4	5	19
107	3	3	3	9	2	2	2	2	8
108	4	3	4	11	3	3	3	4	13
109	5	4	3	12	3	5	1	1	10
110	3	4	4	11	4	4	4	4	16
111	3	5	4	12	5	3	4	2	14
112	3	2	3	8	3	3	3	2	11
113	3	3	3	9	3	4	3	3	13
114	5	5	4	14	3	4	4	3	14
115	5	3	1	9	1	3	2	2	8
116	3	3	3	9	3	3	3	3	12
117	3	4	3	10	4	4	3	4	15
118	3	3	3	9	2	2	3	3	10
119	5	5	5	15	5	5	5	5	20
120	2	3	3	8	2	3	2	3	10
121	3	3	3	9	3	3	3	2	11
122	4	4	3	11	3	3	3	2	11
123	2	2	4	8	4	4	2	3	13
124	3	4	3	10	3	3	3	3	12
125	3	3	3	9	4	3	2	1	10
126	5	4	3	12	3	4	3	3	13
127	4	4	5	13	4	5	4	4	17
128	5	5	5	15	4	5	5	5	19
129	3	3	3	9	3	3	4	3	13
130	3	5	4	12	4	4	4	3	15
131	2	4	4	10	3	4	3	1	11
132	3	3	3	9	3	3	3	3	12
133	4	4	4	12	5	3	4	3	15
134	3	3	4	10	4	4	2	2	12
135	5	5	5	15	5	4	4	4	17
136	3	3	3	9	3	2	3	3	11
137	4	4	3	11	3	4	3	2	12
138	4	3	3	10	4	3	3	3	13
139	2	2	4	8	4	3	3	2	12
140	4	4	4	12	2	4	4	2	12

141	4	3	4	11	4	4	4	4	16
142	4	4	4	12	4	3	4	3	14
143	5	4	4	13	4	3	5	5	17
144	4	4	4	12	4	4	4	4	16
145	5	5	5	15	5	5	5	5	20
146	4	4	5	13	4	4	3	4	15
147	4	4	3	11	4	3	4	3	14
148	3	3	3	9	3	3	3	3	12
149	4	3	4	11	4	5	3	3	15
150	4	4	4	12	4	4	4	4	16
151	3	3	3	9	2	3	3	1	9
152	4	2	4	10	4	3	4	2	13
153	5	3	3	11	4	3	3	4	14
154	4	3	4	11	4	3	3	3	13
155	4	4	4	12	3	3	3	3	12
156	5	3	4	12	4	3	3	2	12
157	4	4	4	12	5	5	3	3	16
158	4	4	4	12	4	4	4	3	15
159	5	3	5	13	3	5	3	3	14
160	2	3	4	9	4	4	5	3	16
161	3	4	5	12	4	3	4	3	14
162	4	4	4	12	4	3	3	4	14
163	4	4	5	13	4	5	5	5	19
164	5	4	4	13	5	5	4	3	17
165	2	1	3	6	3	4	4	1	12
166	4	4	5	13	4	4	5	5	18
167	4	3	4	11	3	3	2	2	10
168	3	3	4	10	3	3	2	4	12
169	3	3	2	8	4	3	3	3	13
170	4	5	4	13	4	4	4	4	16
171	4	4	4	12	4	4	3	3	14
172	5	4	5	14	5	5	4	5	19
173	4	4	5	13	4	4	4	4	16
174	3	3	5	11	3	4	4	1	12
175	5	4	4	13	4	4	4	3	15
176	4	3	5	12	4	4	3	2	13
177	4	4	4	12	4	4	4	4	16
178	4	4	4	12	4	4	4	4	16
179	5	5	5	15	5	5	5	3	18
180	3	3	4	10	3	4	3	3	13
181	4	5	4	13	4	4	4	4	16

182	3	3	3	9	3	3	3	3	12
183	4	4	4	12	4	3	3	3	13
184	2	3	3	8	3	3	3	3	12
185	5	5	5	15	5	5	3	5	18
186	4	3	5	12	3	5	5	4	17
187	1	3	2	6	3	4	3	2	12
188	4	3	3	10	4	3	3	2	12
189	3	3	3	9	3	3	3	3	12
190	3	3	3	9	3	4	3	2	12
191	5	5	5	15	5	5	5	5	20
192	5	4	4	13	3	4	4	2	13
193	3	2	4	9	3	4	2	2	11
194	4	4	3	11	2	4	2	2	10
195	2	3	3	8	3	3	3	3	12
196	4	3	4	11	4	3	4	3	14
197	5	5	5	15	5	5	5	5	20
198	3	3	3	9	5	5	5	5	20
199	4	4	4	12	4	4	4	4	16
200	4	5	4	13	4	5	4	5	18

Lampiran 3. Hasil Olah Data SPSS

Hasil Uji Validitas dan Uji Reabilitas

A. Variabel *E-Service Quality* (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	E-Service Quality
X1.1	Pearson Correlation	1	,490**	,464**	,344**	,770**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	200	200	200	200	200
X1.2	Pearson Correlation	,490**	1	,304**	,324**	,732**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	200	200	200	200	200
X1.3	Pearson Correlation	,464**	,304**	1	,333**	,708**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	200	200	200	200	200

X1.4	Pearson Correlation	,344**	,324**	,333**	1	,705**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	200	200	200	200	200
E-Service Quality	Pearson Correlation	,770**	,732**	,708**	,705**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	200	200	200	200	200

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

B. Variabel Product Quality

		Correlations					Product Quality
		X2.1	X2.2	X2.3	X2.4	X2.5	
X2.1	Pearson Correlation	1	,636**	,487**	,465**	,530**	,792**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	200	200	200	200	200	200
X2.2	Pearson Correlation	,636**	1	,535**	,436**	,502**	,796**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	200	200	200	200	200	200
X2.3	Pearson Correlation	,487**	,535**	1	,534**	,495**	,795**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	200	200	200	200	200	200
X2.4	Pearson Correlation	,465**	,436**	,534**	1	,541**	,761**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	200	200	200	200	200	200
X2.5	Pearson Correlation	,530**	,502**	,495**	,541**	1	,767**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	200	200	200	200	200	200
Product Quality	Pearson Correlation	,792**	,796**	,795**	,761**	,767**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	200	200	200	200	200	200

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

C. Variabel E-Word Of Mouth

		Correlations			E-Word Of Mouth
		Y1.1	Y1.2	Y1.3	
Y1.1	Pearson Correlation	1	,629**	,484**	,855**
	Sig. (2-tailed)		,000	,000	,000
	N	200	200	200	200
Y1.2	Pearson Correlation	,629**	1	,510**	,857**
	Sig. (2-tailed)	,000		,000	,000
	N	200	200	200	200
Y1.3	Pearson Correlation	,484**	,510**	1	,786**
	Sig. (2-tailed)	,000	,000		,000
	N	200	200	200	200
E-Word Of Mouth	Pearson Correlation	,855**	,857**	,786**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	200	200	200	200

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

D. Variabel Loyalitas

		Correlations				Loyalitas
		Y2.1	Y2.2	Y2.3	Y2.4	
Y2.1	Pearson Correlation	1	,545**	,624**	,534**	,810**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	200	200	200	200	200
Y2.2	Pearson Correlation	,545**	1	,565**	,513**	,770**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	200	200	200	200	200
Y2.3	Pearson Correlation	,624**	,565**	1	,668**	,870**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	200	200	200	200	200

Y2.4	Pearson Correlation	,534**	,513**	,668**	1	,847**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	200	200	200	200	200
Loyalitas	Pearson Correlation	,810**	,770**	,870**	,847**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	200	200	200	200	200

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

A. Variabel *E-Service Quality* (X1)

Case Processing Summary

		N	%
Cases	Valid	200	100,0
	Excluded ^a	0	,0
	Total	200	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,701	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	12,25	2,930	,581	,585
X1.2	12,31	2,898	,481	,640
X1.3	12,27	3,000	,473	,645
X1.4	12,49	2,874	,426	,679

B. Variabel Product Quality

Case Processing Summary

		N	%
Cases	Valid	200	100,0
	Excluded ^a	0	,0
	Total	200	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,840	5

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

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	15,97	5,160	,665	,801
X2.2	16,19	5,059	,663	,801
X2.3	16,41	4,845	,643	,809
X2.4	16,22	5,210	,613	,816
X2.5	16,02	5,482	,647	,809

C. Variabel E-Word Of Mouth

Case Processing Summary			
		N	%
Cases	Valid	200	100,0
	Excluded ^a	0	,0
	Total	200	100,0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
,780	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	7,56	2,258	,643	,675
Y1.2	7,63	2,336	,664	,650
Y1.3	7,46	2,691	,550	,772

D. Variabel Loyalitas

Case Processing Summary			
		N	%
Cases	Valid	200	100,0
	Excluded ^a	0	,0
	Total	200	100,0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
,840	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	10,54	5,727	,664	,801
Y2.2	10,46	6,239	,627	,819
Y2.3	10,73	5,226	,752	,761
Y2.4	11,03	4,884	,678	,803

Lampiran 4. Hasil Olah Data SPSS

Hasil Uji Asumsi Klasik

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		200
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,78496650
Most Extreme Differences	Absolute	,053
	Positive	,047
	Negative	-,053
Test Statistic		,053
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

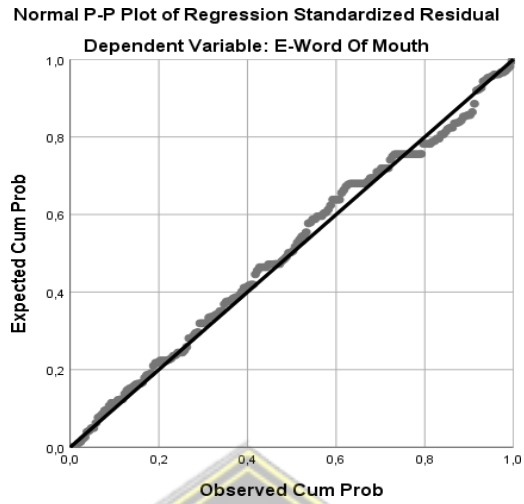
b. Calculated from data.

c. Lilliefors Significance Correction.

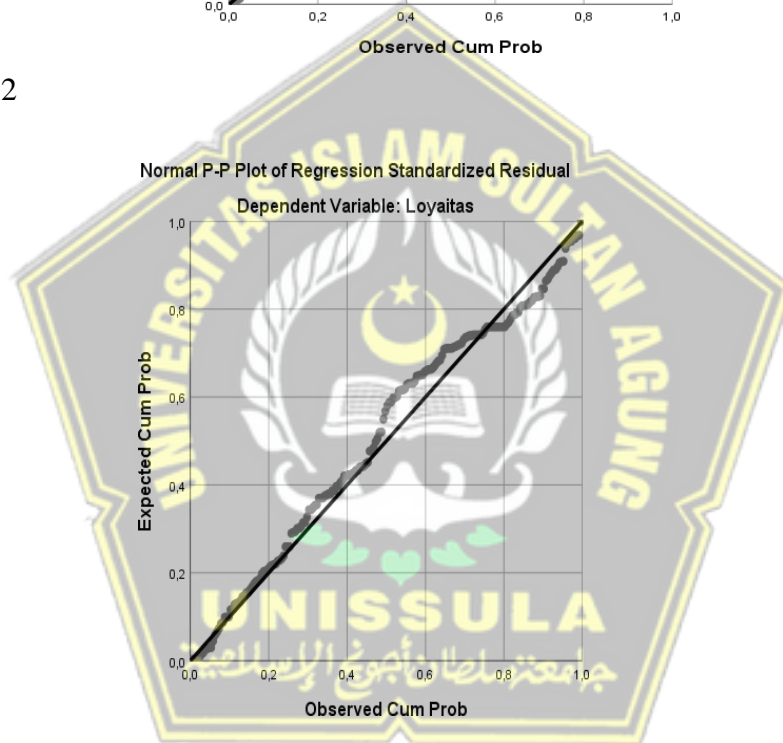
d. This is a lower bound of the true significance.

Uji p-plot

Model 1



Model 2



Uji Multikolinieritas

MODEL 1

Coefficients ^a					
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics

		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,773	1,051		,736	,463		
	E-Service Quality	,203	,075	,199	2,701	,008	,602	1,660
	Product Quality	,357	,059	,448	6,060	,000	,602	1,660

a. Dependent Variable: E-Word Of Mouth

Model 2

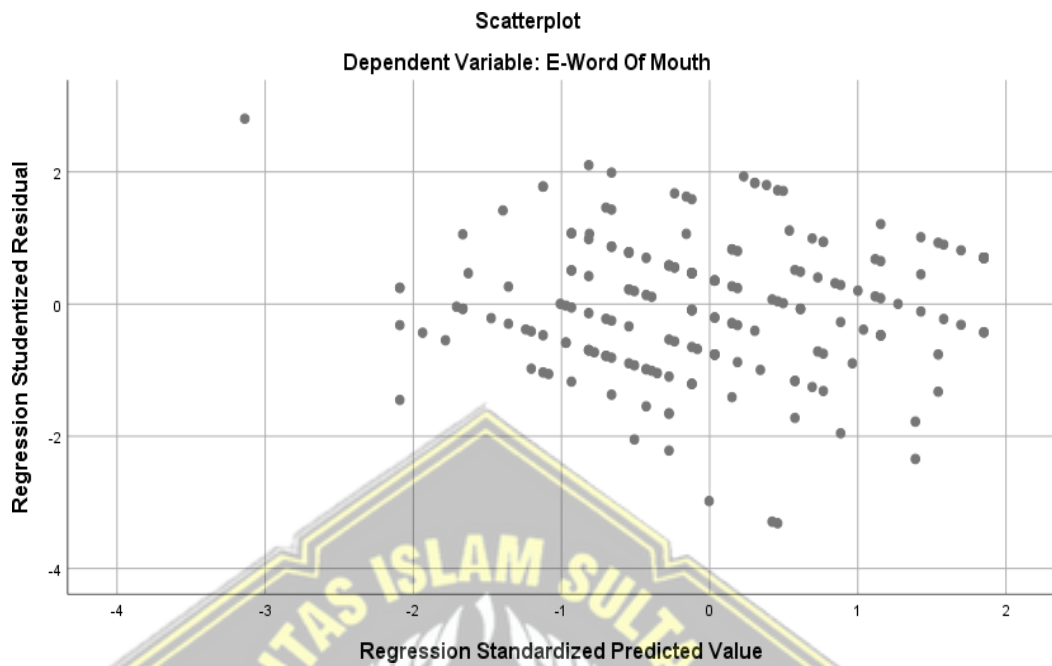
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,864	1,213		-,712	,477		
	E-Service Quality	,189	,088	,135	2,139	,034	,581	1,722
	Product Quality	,163	,074	,148	2,199	,029	,508	1,970
	E-Word Of Mouth	,771	,082	,560	9,379	,000	,647	1,545

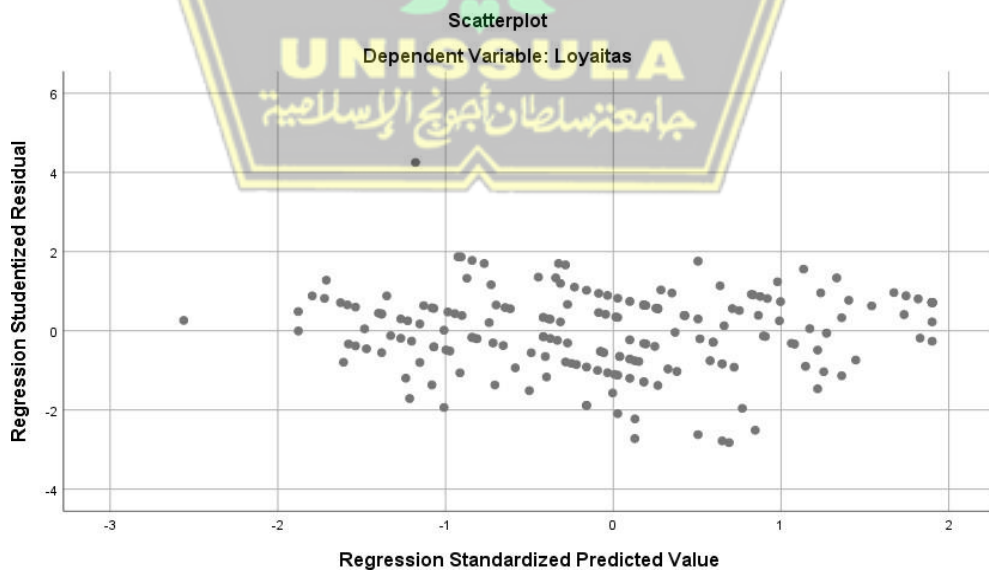
a. Dependent Variable: Loyalitas

Uji Heteroskedastisitas

MODEL 1



Model 2



Lampiran 5. Hasil Olah Data SPSS

Hasil Uji Regresi Linier Berganda

Model Regresi 1

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Product Quality, E-Service Quality ^b	.	Enter

a. Dependent Variable: E-Word Of Mouth

b. All requested variables entered.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,594 ^a	,353	,346	1,794

a. Predictors: (Constant), Product Quality, E-Service Quality

b. Dependent Variable: E-Word Of Mouth

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	345,485	2	172,743	53,673	,000 ^b
	Residual	634,035	197	3,218		
	Total	979,520	199			

a. Dependent Variable: E-Word Of Mouth

b. Predictors: (Constant), Product Quality, E-Service Quality

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
-------	-----------------------------	---------------------------	---	------

		B	Std. Error	Beta		
1	(Constant)	,773	1,051		,736	,463
	E-Service Quality	,203	,075	,199	2,701	,008
	Product Quality	,357	,059	,448	6,060	,000

a. Dependent Variable: E-Word Of Mouth

Model Regresi 2

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	E-Word Of Mouth, E-Service Quality, Product Quality ^b		Enter
a. Dependent Variable: Loyaitas			
b. All requested variables entered.			

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,740 ^a	,547	,540	2,069
a. Predictors: (Constant), E-Word Of Mouth, E-Service Quality, Product Quality				
b. Dependent Variable: Loyaitas				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1014,558	3	338,186	79,010	,000 ^b
	Residual	838,942	196	4,280		

Total	1853,500	199		
a. Dependent Variable: Loyaitas				
b. Predictors: (Constant), E-Word Of Mouth, E-Service Quality, Product Quality				

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,864	1,213		-,712	,477
	E-Service Quality	,189	,088	,135	2,139	,034
	Product Quality	,163	,074	,148	2,199	,029
	E-Word Of Mouth	,771	,082	,560	9,379	,000

a. Dependent Variable: Loyaitas

Regresi Tahap 1

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	E-Service Quality ^b		Enter

a. Dependent Variable: Loyaitas

b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,498 ^a	,248	,245	2,653

a. Predictors: (Constant), E-Service Quality

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	460,244	1	460,244	65,407	,000 ^b
	Residual	1393,256	198	7,037		
	Total	1853,500	199			
a. Dependent Variable: Loyaitas						
b. Predictors: (Constant), E-Service Quality						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,784	1,430		1,947	,053
	E-Service Quality	,698	,086	,498	8,087	,000
a. Dependent Variable: Loyaitas						

Regresi Tahap 2

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	E-Word Of Mouth, E-Service Quality ^b		Enter
a. Dependent Variable: Loyaitas			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,732 ^a	,536	,531	2,089

a. Predictors: (Constant), E-Word Of Mouth, E-Service Quality

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	993,857	2	496,928	113,879	,000 ^b
	Residual	859,643	197	4,364		
	Total	1853,500	199			
a. Dependent Variable: Loyaitas						
b. Predictors: (Constant), E-Word Of Mouth, E-Service Quality						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,037	1,153		,032	,975
	E-Service Quality	,285	,078	,203	3,673	,000
	E-Word Of Mouth	,842	,076	,612	11,058	,000
a. Dependent Variable: Loyaitas						

Regresi Tahap 3

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Product Quality ^b	.	Enter
a. Dependent Variable: Loyaitas			
b. All requested variables entered.			

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,555 ^a	,308	,304	2,546

a. Predictors: (Constant), Product Quality

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	570,110	1	570,110	87,956	,000 ^b
	Residual	1283,390	198	6,482		
	Total	1853,500	199			

a. Dependent Variable: Loyaitas
b. Predictors: (Constant), Product Quality

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,959	1,323		1,481	,140
	Product Quality	,608	,065	,555	9,378	,000

a. Dependent Variable: Loyaitas

Regresi tahap 4

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	E-Word Of Mouth, Product Quality ^b	.	Enter

a. Dependent Variable: Loyaitas
b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,733 ^a	,537	,532	2,088
a. Predictors: (Constant), E-Word Of Mouth, Product Quality				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	994,971	2	497,485	114,154	,000 ^b
	Residual	858,529	197	4,358		
	Total	1853,500	199			
a. Dependent Variable: Loyaitas						
b. Predictors: (Constant), E-Word Of Mouth, Product Quality						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,285	1,098		,260	,795
	Product Quality	,241	,065	,220	3,710	,000
	E-Word Of Mouth	,804	,081	,584	9,874	,000
a. Dependent Variable: Loyaitas						