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Lampiran 1 Kuesioner Penelitian

# KUESIONER PENELITIAN

*Assalamualaikum Wr. Wb,*

Sehubungan dengan pelaksanaan tugas akhir untuk menempuh gelar Sarjana S1 di Fakultas Ekonomi Universitas Islam Batik Surakarta, penelitian saya yang berjudul “**Loyalitas Pelanggan ditinjau dari *Customer bonding, Brand image,* dan Kepercayaan (Studi pada Ms Glow Skincare di Kota Solo)”.** membutuhkan kerjasama dari para pembeli **Ms Glow Skincare**.

Mohon dengan Hormat kesediaan Bapak/Ibu/Saudara untuk mengisi kuesioner, sehingga penelitian yang saya kerjakan ini dapat diselesaikan dengan baik dan bermanfaat kepada berbagai pihak. Perlu dipahami bahwa penelitian ini tidak ada tujuan lain semata-mata hanya pengembang ilmu pengetahuan khususnya dalam bidang pemasaran jasa dan semua jawaban Bapak/Ibu/Saudara saya jaga kerahasiaannya.

Atas kesediaannya saya ucapkan terima kasih, semoga penelitian ini bermanfaat.

*Wassalamualaikum Wr. Wb*

Hormat Saya

# NURUL HIDAYAH

1. **Petunjuk pengisian**
   1. Mohon memberi tanda centang (√) pada jawaban yang menurut Bapak/Ibu/Sdr/I anggap paling sesuai.
   2. Mohon mengisi bagian yang membutuhkan jawaban tertulis.
   3. Isilah jawaban pernyataan berikut ini sesuai pendapat anda dengan memberikan tanda centang (√ ) pada kolom yang tersedia.

Sangat Setuju = 5

Setuju (S) = 4

Kurang Setuju (KS) = 3

Tidak Setuju (TS) = 2 Sangat Tidak Setuju (STS) = 1

# Identitas responden

* 1. Nama :
  2. Jenis kelamin : Laki-laki Perempuan
  3. Usia : 21 – 30 tahun > 40 tahun

31 – 40 tahun

# Pertanyaan kuesioner

* 1. **Loyalitas Pelanggan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | KS | TS | STS |
| 1 | Saya menjadi member produk Ms Glow untuk kebutuhan perawatan kecantikan. |  |  |  |  |  |
| 2 | Saya merekomendasikan perawatan  kecantikan Ms. Glow setelah tau manfaat penggunaanya |  |  |  |  |  |
| 3 | Saya membeli produk Ms Glow untuk kebutuhan kecantikan saya |  |  |  |  |  |
| 4 | Saya merasa puas dan tidak akan pindah produk selain Ms Glow |  |  |  |  |  |
| 5 | Saya lebih tertarik Ms Glow daripada produk merek lain |  |  |  |  |  |

## Customer bonding (X1)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | KS | TS | STS |
| 1 | Karyawan memberikan informasi berkala akan  perawatan yang dilakukan secara berkala. |  |  |  |  |  |
| 2 | Tertatik iklan Ms Glow dalam memperkenalkan produk dengam artis sebagai  Promosinya |  |  |  |  |  |
| 3 | Ms Glow selalu ada diskon proomo dalam  setiap pembelian. |  |  |  |  |  |
| 4 | Ms Glow memberi wadah komunikasi sebagai tukar pendapat antar pelanggan |  |  |  |  |  |
| 5 | Saya setia menggunaka produk Ms Glow. |  |  |  |  |  |

* 1. ***Brand image* (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Keterangan | SS | S | N | TS | STS |
| 1 | Saya mengetahui Ms Glow memiliki produk  kecantikan yang baik. |  |  |  |  |  |
| 2 | Saya mengetahui Ms Glow memiliki reputasi  baik sebagaiproduk kecantikan. |  |  |  |  |  |
| 3 | Ms Glow produk unggulan dalam dunia  kecantikan. |  |  |  |  |  |
| 4 | Saya tertarik akan manfaat yang ada dalam  setiap produk Ms Glow. |  |  |  |  |  |
| 5 | Saya tidak tidak tertarik dengan produk lain  selain Ms Glow |  |  |  |  |  |

# Kepercayaan

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Keterangan | SS | S | N | TS | STS |
| 1 | Saya percaya produk Ms Glow terbaik daripada  yang lain. |  |  |  |  |  |
| 2 | Saya percaya informasi Ms Glow sesuai  realitas yanng ada. |  |  |  |  |  |
| 3 | Informasi yang akurat membuat saya yakin  menggunakan Ms Glow |  |  |  |  |  |
| 4 | Karyawan memberi solusi alternatif pada  permasalahan kecantikan yang sesuai kebutuhan |  |  |  |  |  |
| 5 | Karyawan mengutamakan pelanggan dalam  proses pembelian |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | Loyalitas pelanggan | | | | |  | *Customer bonding* | | | | |  | *Brand image* | | | | |  | Kepercayaan | | | | |  |
| 1 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 4 | 3 | 4 | 3 | 19 |
| 2 | 4 | 5 | 5 | 4 | 5 | 23 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 5 | 5 | 3 | 5 | 22 | 3 | 5 | 4 | 4 | 3 | 19 |
| 3 | 3 | 3 | 4 | 3 | 4 | 17 | 4 | 4 | 5 | 3 | 5 | 21 | 5 | 3 | 4 | 4 | 4 | 20 | 5 | 4 | 5 | 5 | 4 | 23 |
| 4 | 5 | 3 | 4 | 3 | 5 | 20 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 4 | 3 | 5 | 4 | 21 |
| 5 | 4 | 4 | 3 | 4 | 5 | 20 | 3 | 5 | 4 | 5 | 5 | 22 | 4 | 5 | 5 | 3 | 5 | 22 | 5 | 5 | 5 | 5 | 5 | 25 |
| 6 | 4 | 4 | 5 | 3 | 4 | 20 | 3 | 3 | 2 | 3 | 4 | 15 | 2 | 3 | 5 | 3 | 4 | 17 | 4 | 5 | 3 | 4 | 3 | 19 |
| 7 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 3 | 3 | 5 | 21 | 3 | 3 | 3 | 3 | 5 | 17 | 4 | 5 | 3 | 5 | 4 | 21 |
| 8 | 4 | 5 | 5 | 4 | 3 | 21 | 3 | 3 | 3 | 3 | 5 | 17 | 3 | 3 | 4 | 4 | 3 | 17 | 4 | 5 | 3 | 4 | 4 | 20 |
| 9 | 5 | 5 | 4 | 3 | 4 | 21 | 5 | 5 | 3 | 4 | 5 | 22 | 3 | 4 | 5 | 3 | 4 | 19 | 2 | 3 | 3 | 3 | 3 | 14 |
| 10 | 4 | 5 | 3 | 4 | 4 | 20 | 3 | 3 | 3 | 3 | 4 | 16 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 5 | 3 | 3 | 4 | 18 |
| 11 | 3 | 4 | 3 | 4 | 4 | 18 | 5 | 5 | 5 | 3 | 5 | 23 | 3 | 3 | 3 | 3 | 4 | 16 | 3 | 5 | 4 | 3 | 3 | 18 |
| 12 | 4 | 4 | 3 | 3 | 3 | 17 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 4 | 5 | 24 |
| 13 | 2 | 3 | 3 | 3 | 2 | 13 | 5 | 4 | 5 | 4 | 5 | 23 | 4 | 4 | 4 | 4 | 5 | 21 | 3 | 2 | 3 | 3 | 3 | 14 |
| 14 | 4 | 4 | 3 | 5 | 4 | 20 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 5 | 4 | 5 | 4 | 22 | 3 | 3 | 4 | 3 | 3 | 16 |
| 15 | 4 | 5 | 5 | 4 | 3 | 21 | 5 | 5 | 5 | 3 | 5 | 23 | 5 | 4 | 5 | 4 | 4 | 22 | 2 | 3 | 2 | 3 | 3 | 13 |
| 16 | 3 | 4 | 4 | 4 | 3 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 3 | 4 | 4 | 3 | 18 |
| 17 | 4 | 3 | 3 | 3 | 3 | 16 | 4 | 3 | 4 | 5 | 5 | 21 | 3 | 3 | 4 | 4 | 3 | 17 | 4 | 5 | 3 | 4 | 3 | 19 |
| 18 | 3 | 3 | 2 | 3 | 3 | 14 | 4 | 4 | 4 | 5 | 5 | 22 | 3 | 3 | 3 | 4 | 5 | 18 | 4 | 3 | 3 | 4 | 3 | 17 |
| 19 | 4 | 4 | 3 | 3 | 5 | 19 | 3 | 5 | 3 | 4 | 4 | 19 | 4 | 5 | 3 | 5 | 4 | 21 | 5 | 4 | 5 | 4 | 4 | 22 |
| 20 | 4 | 4 | 4 | 3 | 3 | 18 | 4 | 3 | 4 | 5 | 5 | 21 | 3 | 4 | 5 | 5 | 5 | 22 | 5 | 4 | 3 | 5 | 3 | 20 |

VALIDITAS LOYALITAS PELANGGAN

**Correlations**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.TOTA  L |
| Y.1 | Pearson Correlation Sig. (2-tailed) | 1 | .389  .090 | .401  .080 | .187  .430 | .571\*\*  .008 | .742\*\*  .000 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y.2 | Pearson Correlation Sig. (2-tailed)  N | .389  .090  20 | 1  20 | .457\*  .043  20 | .426  .061  20 | .155  .513  20 | .676\*\*  .001  20 |
| Y.3 | Pearson Correlation Sig. (2-tailed)  N | .401  .080  20 | .457\*  .043  20 | 1  20 | .276  .238  20 | .261  .267  20 | .722\*\*  .000  20 |
| Y.4 | Pearson Correlation Sig. (2-tailed) | .187  .430 | .426  .061 | .276  .238 | 1 | .315  .176 | .604\*\*  .005 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y.5 | Pearson Correlation Sig. (2-tailed) | .571\*\*  .008 | .155  .513 | .261  .267 | .315  .176 | 1 | .694\*\*  .001 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y.TOTA Pearson Correlation L Sig. (2-tailed) | | .742\*\*  .000 | .676\*\*  .001 | .722\*\*  .000 | .604\*\*  .005 | .694\*\*  .001 | 1 |
| N | | 20 | 20 | 20 | 20 | 20 | 20 |

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

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

RELIABITAS LOYALITAS PELANGGAN

**Case Processing Summary**

|  |  |  |  |
| --- | --- | --- | --- |
|  | | N | % |
| Cases | Valid | 20 | 100.0 |
|  | Excludeda | 0 | .0 |
|  | Total | 20 | 100.0 |

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

**Reliability Statistics**

|  |  |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .716 | 5 |

**Item-Total Statistics**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Scale Mean if  Item Deleted | Scale Variance if  Item Deleted | | | Corrected Item-  Total Correlation | | Cronbach's Alpha  if Item Deleted | | |
| Y.1 | 15.2500 | 5.250 | | | .578 | | .631 | | |
| Y.2 | 15.1000 | 5.568 | | | .492 | | .664 | | |
| Y.3 | 15.3000 | 4.853 | | | .482 | | .670 | | |
| Y.4 | 15.5000 | 5.947 | | | .412 | | .693 | | |
| Y.5 | 15.2500 | 5.039 | | | .446 | | .685 | | |
|  |  |  | | |  | |  | | |
|  | | | X1.1 | X1.2 | | X1.3 | | X1.4 | X1.5 | | X1.TOTA L |
| X1.1 | Pearson Correlation Sig. (2-tailed)  N | | 1  20 | .529\*  .017  20 | | .509\*  .022  20 | | .059  .806  20 | .376  .102  20 | | .749\*\*  .000  20 |
| X1.2 | Pearson Correlation Sig. (2-tailed)  N | | .529\*  .017  20 | 1  20 | | .275  .240  20 | | .111  .642  20 | .142  .550  20 | | .651\*\*  .002  20 |
| X1.3 | Pearson Correlation  Sig. (2-tailed) | | .509\*  .022 | .275  .240 | | 1 | | .314  .177 | .387  .092 | | .784\*\*  .000 |
|  | N | | 20 | 20 | | 20 | | 20 | 20 | | 20 |
| X1.4 | Pearson Correlation  Sig. (2-tailed) | | .059  .806 | .111  .642 | | .314  .177 | | 1 | .065  .786 | | .534\*  .015 |
|  | N | | 20 | 20 | | 20 | | 20 | 20 | | 20 |
| X1.5 | Pearson Correlation Sig. (2-tailed) | | .376  .102 | .142  .550 | | .387  .092 | | .065  .786 | 1 | | .497\*  .026 |
|  | N | | 20 | 20 | | 20 | | 20 | 20 | | 20 |
| X1.TOTA Pearson Correlation L Sig. (2-tailed) | | | .749\*\*  .000 | .651\*\*  .002 | | .784\*\*  .000 | | .534\*  .015 | .497\*  .026 | | 1 |
| N | | | 20 | 20 | | 20 | | 20 | 20 | | 20 |

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

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

RELIABITAS *CUSTOMER BONDING*

**Case Processing Summary**

|  |  |  |  |
| --- | --- | --- | --- |
|  | | N | % |
| Cases | Valid | 20 | 100.0 |
|  | Excludeda | 0 | .0 |
|  | Total | 20 | 100.0 |

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

**Reliability Statistics**

|  |  |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .642 | 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 | 17.0500 | 4.155 | .554 | .510 |
| X1.2 | 16.9500 | 4.471 | .394 | .590 |
| X1.3 | 17.1500 | 3.713 | .566 | .491 |
| X1.4 | 17.0500 | 4.892 | .206 | .691 |
| X1.5 | 16.4000 | 5.621 | .350 | .624 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.TOTA  L |
| X2.1 | Pearson Correlation | 1 | .554\* | .115 | .443 | .249 | .742\*\* |
|  | Sig. (2-tailed) |  | .011 | .629 | .050 | .291 | .000 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2.2 | Pearson Correlation | .554\* | 1 | .354 | .380 | .429 | .844\*\* |
|  | Sig. (2-tailed) | .011 |  | .126 | .098 | .059 | .000 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2.3 | Pearson Correlation | .115 | .354 | 1 | -.080 | .169 | .469\* |
|  | Sig. (2-tailed) | .629 | .126 |  | .738 | .475 | .037 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2.4 | Pearson Correlation | .443 | .380 | -.080 | 1 | .111 | .593\*\* |
|  | Sig. (2-tailed)  N | .050  20 | .098  20 | .738  20 | 20 | .641  20 | .006  20 |
| X2.5 | Pearson Correlation | .249 | .429 | .169 | .111 | 1 | .583\*\* |
|  | Sig. (2-tailed)  N | .291  20 | .059  20 | .475  20 | .641  20 | 20 | .007  20 |
| X2.TOTA Pearson Correlation  L | | .742\*\* | .844\*\* | .469\* | .593\*\* | .583\*\* | 1 |
| Sig. (2-tailed) | | .000 | .000 | .037 | .006 | .007 |  |
| N | | 20 | 20 | 20 | 20 | 20 | 20 |

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

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

RELIABITAS *BRAND IMAGE*

**Case Processing Summary**

|  |  |  |  |
| --- | --- | --- | --- |
|  | | N | % |
| Cases | Valid | 20 | 100.0 |
|  | Excludeda | 0 | .0 |
|  | Total | 20 | 100.0 |

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

**Reliability Statistics**

|  |  |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .657 | 5 |

**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 | 16.1000 | 4.095 | .534 | .542 |
| X2.2 | 15.9000 | 3.674 | .699 | .451 |
| X2.3 | 15.7000 | 5.274 | .190 | .697 |
| X2.4 | 15.8000 | 4.695 | .318 | .649 |
| X2.5 | 15.5000 | 4.895 | .349 | .631 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.TOTA  L |
| X3.1 | Pearson Correlation Sig. (2-tailed) | 1 | .330  .155 | .471\*  .036 | .808\*\*  .000 | .524\*  .018 | .846\*\*  .000 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3.2 | Pearson Correlation | .330 | 1 | .239 | .365 | .474\* | .657\*\* |
|  | Sig. (2-tailed)  N | .155  20 | 20 | .310  20 | .113  20 | .035  20 | .002  20 |
| X3.3 | Pearson Correlation | .471\* | .239 | 1 | .277 | .560\* | .680\*\* |
|  | Sig. (2-tailed)  N | .036  20 | .310  20 | 20 | .236  20 | .010  20 | .001  20 |
| X3.4 | Pearson Correlation | .808\*\* | .365 | .277 | 1 | .453\* | .773\*\* |
|  | Sig. (2-tailed)  N | .000  20 | .113  20 | .236  20 | 20 | .045  20 | .000  20 |
| X3.5 | Pearson Correlation | .524\* | .474\* | .560\* | .453\* | 1 | .782\*\* |
|  | Sig. (2-tailed)  N | .018  20 | .035  20 | .010  20 | .045  20 | 20 | .000  20 |
| X3.TOTA Pearson Correlation | | .846\*\* | .657\*\* | .680\*\* | .773\*\* | .782\*\* | 1 |
| L Sig. (2-tailed) | | .000 | .002 | .001 | .000 | .000 |  |
| N | | 20 | 20 | 20 | 20 | 20 | 20 |

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

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

RELIABITAS KEPERCAYAAN

**Case Processing Summary**

|  |  |  |  |
| --- | --- | --- | --- |
|  | | N | % |
| Cases | Valid | 20 | 100.0 |
|  | Excludeda | 0 | .0 |
|  | Total | 20 | 100.0 |

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

**Reliability Statistics**

|  |  |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .792 | 5 |

**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 | 15.1000 | 5.884 | .706 | .705 |
| X3.2 | 14.9000 | 7.253 | .428 | .804 |
| X3.3 | 15.4500 | 7.313 | .484 | .781 |
| X3.4 | 15.0500 | 7.208 | .647 | .734 |
| X3.5 | 15.5000 | 7.421 | .674 | .733 |

# TABULASI 100 RESPONDEN

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | Loyalitas  pelanggan | | | | |  | *Customer bonding* | | | | |  | *Brand image* | | | | |  | Kepercayaan | | | | |  |
| 1 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 4 | 3 | 4 | 3 | 19 |
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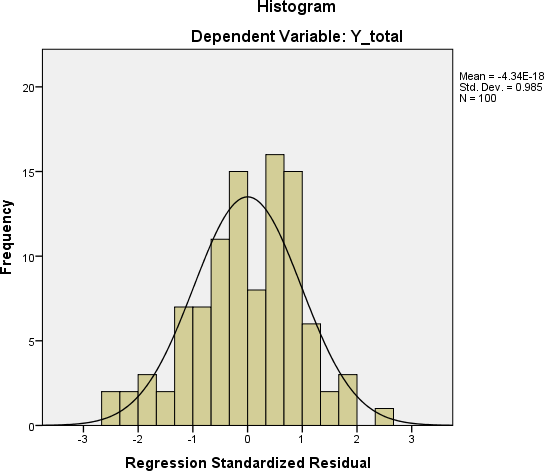
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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
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| 59 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 3 | 4 | 4 | 18 |
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| 73 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 5 | 4 | 5 | 22 |
| 74 | 4 | 3 | 3 | 3 | 5 | 18 | 4 | 3 | 3 | 5 | 4 | 19 | 4 | 3 | 3 | 3 | 4 | 17 | 3 | 4 | 4 | 5 | 4 | 20 |
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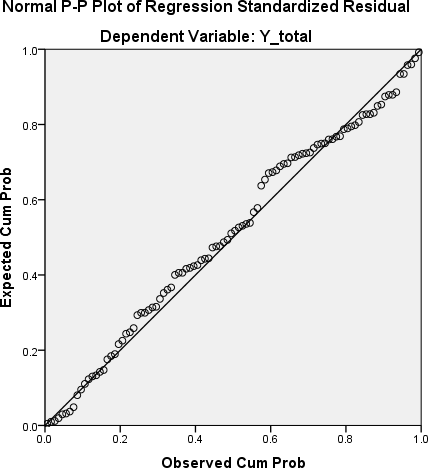
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 80 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 3 | 3 | 3 | 3 | 16 | 4 | 3 | 3 | 5 | 4 | 19 | 3 | 4 | 5 | 5 | 5 | 22 |
| 81 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 4 | 5 | 23 | 5 | 5 | 4 | 4 | 5 | 23 |
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| 83 | 5 | 5 | 2 | 5 | 5 | 22 | 2 | 5 | 4 | 5 | 5 | 21 | 2 | 5 | 4 | 5 | 5 | 21 | 4 | 5 | 4 | 3 | 4 | 20 |
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| 100 | 5 | 2 | 4 | 4 | 3 | 18 | 3 | 3 | 4 | 3 | 4 | 17 | 3 | 3 | 4 | 4 | 3 | 17 | 4 | 4 | 3 | 3 | 4 | 18 |

**One-Sample Kolmogorov-Smirnov Test**

|  |  |  |
| --- | --- | --- |
|  | | Unstandardized  Residual |
| N |  | 100 |
| Normal Parametersa,b | Mean | .0000000 |
|  | Std. Deviation | 2.39729598 |
| Most Extreme Differences | Absolute | .083 |
|  | Positive | .050 |
|  | Negative | -.083 |
| Test Statistic |  | .083 |
| Asymp. Sig. (2-tailed) |  | .083c |

1. Test distribution is Normal.
2. Calculated from data.
3. Lilliefors Significance Correction.





**Coefficientsa**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Model | Unstandardized  Coefficients | | Standardized  Coefficients | t | Sig. | Collinearity  Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 (Constant) | .107 | 2.525 |  | .042 | .966 |  |  |
| X1\_total | .178 | .088 | .170 | 2.017 | .046 | .821 | 1.218 |
| X2\_total | .509 | .100 | .449 | 5.095 | .000 | .751 | 1.332 |
| X3\_total | .319 | .092 | .281 | 3.475 | .001 | .890 | 1.124 |

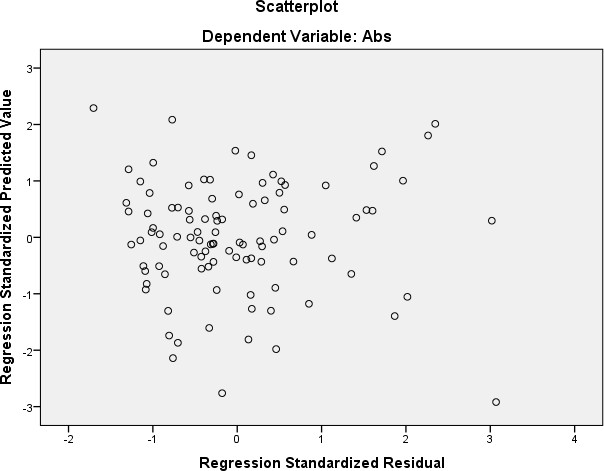
a. Dependent Variable: Y\_total

# Hasil Uji Heteroskedastisitas

**Coefficientsa**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Model | Unstandardized Coefficients | | Standardized  Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 (Constant) | 2.439 | 1.502 |  | 1.624 | .108 |
| X1\_total | .071 | .052 | .149 | 1.346 | .182 |
| X2\_total | -.105 | .059 | -.205 | -1.775 | .079 |
| X3\_total | .010 | .055 | .019 | .175 | .862 |

a. Dependent Variable: Abs



# Hasil Uji Analisis Regresi Linier Berganda

**Coefficientsa**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Model | Unstandardized  Coefficients | | Standardized  Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 (Constant) | .107 | 2.525 |  | .042 | .966 |  |  |
| X1\_total | .178 | .088 | .170 | 2.017 | .046 | .821 | 1.218 |
| X2\_total | .509 | .100 | .449 | 5.095 | .000 | .751 | 1.332 |
| X3\_total | .319 | .092 | .281 | 3.475 | .001 | .890 | 1.124 |

a. Dependent Variable: Y\_total

**ANOVAa**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 449.234 | 3 | 149.745 | 25.266 | .000b |
|  | Residual | 568.956 | 96 | 5.927 |  |  |
|  | Total | 1018.190 | 99 |  |  |  |

1. Dependent Variable: Y\_total
2. Predictors: (Constant), X3\_total, X1\_total, X2\_total

# Hasil Uji t

**Coefficientsa**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Model | Unstandardized  Coefficients | | Standardized  Coefficients | t | Sig. | Collinearity  Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 (Constant) | .107 | 2.525 |  | .042 | .966 |  |  |
| X1\_total | .178 | .088 | .170 | 2.017 | .046 | .821 | 1.218 |
| X2\_total | .509 | .100 | .449 | 5.095 | .000 | .751 | 1.332 |
| X3\_total | .319 | .092 | .281 | 3.475 | .001 | .890 | 1.124 |

a. Dependent Variable: Y\_total

# Hasil Uji Koefisien Determinasi (R2)

**Model Summaryb**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R  Square | Std. Error of the  Estimate |
| 1 | .664a | .441 | .424 | 2.43447 |

1. Predictors: (Constant), X3\_total, X1\_total, X2\_total
2. Dependent Variable: Y\_total