**UJI ASUMSI KLASIK**

**1. Uji Normalitas**

**One-Sample Kolmogorov-Smirnov Test**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | kepuasan | diferensiasi | harga | citra |
| N | | 80 | 80 | 80 | 80 |
| Normal Parameters(a,b) | Mean | 4.0969 | 3.8125 | 4.0725 | 3.9625 |
| Std. Deviation | .57574 | .54250 | .57125 | .51670 |
| Most Extreme Differences | Absolute | .111 | .103 | .112 | .107 |
| Positive | .079 | .098 | .078 | .084 |
| Negative | -.111 | -.103 | -.112 | -.107 |
| Kolmogorov-Smirnov Z | | .992 | .917 | 1.002 | .954 |
| Asymp. Sig. (2-tailed) | | .279 | .370 | .268 | .322 |

a Test distribution is Normal.

b Calculated from data.

**2. Uji multikolinearitas**

**Coefficients(a)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model |  | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|  |  | B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | .073 | .124 |  | .593 | .555 |  |  |
|  | diferensiasi | .095 | .046 | .090 | 2.067 | .042 | .366 | 2.730 |
|  | harga | .979 | .040 | .971 | 24.582 | .000 | .443 | 2.260 |
|  | citra | .101 | .048 | .090 | 2.100 | .039 | .373 | 2.682 |

a Dependent Variable: kepuasan

**3. Uji Heteroskedastisitas**

**Coefficients(a)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta | B | Std. Error |
| 1 | (Constant) | .179 | .073 |  | 2.459 | .016 |
| diferensiasi | -.041 | .027 | -.275 | -1.501 | .137 |
| harga | -.023 | .023 | -.165 | -.991 | .325 |
| citra | .044 | .028 | .284 | 1.565 | .122 |

a Dependent Variable: absol