* **ROFIL RESPONDEN**

| **JenisKelamin** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pria | 30 | 21.7 | 21.7 | 21.7 |
| Wanita | 108 | 78.3 | 78.3 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Umur** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 25 - 29 Tahun | 28 | 20.3 | 20.3 | 20.3 |
| 30 - 34 Tahun | 37 | 26.8 | 26.8 | 47.1 |
| 35 - 39 Tahun | 33 | 23.9 | 23.9 | 71.0 |
| 40 - 44 Tahun | 24 | 17.4 | 17.4 | 88.4 |
| > 45 tahun | 16 | 11.6 | 11.6 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **PendidikanTerakhir** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | SMA | 58 | 42.0 | 42.0 | 42.0 |
| Diploma | 20 | 14.5 | 14.5 | 56.5 |
| Sarjana(S1) | 37 | 26.8 | 26.8 | 83.3 |
| Sarjana(S2) | 14 | 10.1 | 10.1 | 93.5 |
| Doktor(S3) | 6 | 4.3 | 4.3 | 97.8 |
| Profesi | 3 | 2.2 | 2.2 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |
|  |  |  |  |  |  |

| **PengeluaranPerbulan** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | <Rp 1.000.000 | 36 | 26.1 | 26.1 | 26.1 |
| Rp 1.000.001 - Rp 1.500.000 | 13 | 9.4 | 9.4 | 35.5 |
| Rp 1.500.001 - Rp 2.000.000 | 29 | 21.0 | 21.0 | 56.5 |
| Rp 2.000.001 - Rp 2.000.001 | 45 | 32.6 | 32.6 | 89.1 |
| >Rp 3.000.000 | 15 | 10.9 | 10.9 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Pekerjaan** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | IbuRumahTangga | 46 | 33.3 | 33.3 | 33.3 |
| PegawaiNegeri | 36 | 26.1 | 26.1 | 59.4 |
| PegawaiSwasta | 28 | 20.3 | 20.3 | 79.7 |
| Wiraswasta | 13 | 9.4 | 9.4 | 89.1 |
| Angkatan/TNI/Polri | 4 | 2.9 | 2.9 | 92.0 |
| Lainnya | 11 | 8.0 | 8.0 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

* **UJI VALIDITAS & UJI REABILITAS**
* **HARGA**

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 138 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 138 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .728 | 3 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Harga1 | 7.49 | 2.120 | .531 | .669 |
| Harga2 | 7.28 | 2.102 | .620 | .554 |
| Harga3 | 7.17 | 2.476 | .507 | .691 |

* PROMOSI

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 138 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 138 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .867 | 5 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Promosi1 | 14.48 | 8.003 | .725 | .830 |
| Promosi2 | 14.49 | 8.091 | .722 | .831 |
| Promosi3 | 14.51 | 8.485 | .613 | .857 |
| Promosi4 | 14.46 | 8.280 | .669 | .844 |
| Promosi5 | 14.47 | 7.798 | .719 | .831 |

* LOKASI

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 138 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 138 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .824 | 5 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Lokasi1 | 15.14 | 9.687 | .585 | .798 |
| Lokasi2 | 14.84 | 10.398 | .663 | .784 |
| Lokasi3 | 14.81 | 10.023 | .621 | .789 |
| Lokasi4 | 15.14 | 8.236 | .694 | .768 |
| Lokasi5 | 15.20 | 9.589 | .573 | .803 |

* KEPUASAN

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 138 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 138 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .729 | 5 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Kepuasan Konsumen1 | 15.57 | 3.926 | .510 | .675 |
| Kepuasan Konsumen2 | 15.33 | 4.019 | .616 | .636 |
| Kepuasan Konsumen3 | 15.48 | 4.704 | .368 | .724 |
| Kepuasan Konsumen4 | 15.44 | 4.059 | .515 | .672 |
| Kepuasan Konsumen5 | 15.37 | 4.162 | .451 | .698 |

* LOYALITAS KONSUMEN

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 138 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 138 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .790 | 4 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Loyalitas Konsumen1 | 11.58 | 3.530 | .606 | .734 |
| Loyalitas Konsumen2 | 11.28 | 3.781 | .599 | .738 |
| Loyalitas Konsumen3 | 11.38 | 3.682 | .731 | .685 |
| Loyalitas Konsumen4 | 11.28 | 3.416 | .509 | .798 |

* **RATA – RATA & STANDAR DEVIASI**
* HARGA

| **Descriptive Statistics** |
| --- |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| Harga1 | 138 | 1 | 5 | 3.48 | .930 |
| Harga2 | 138 | 1 | 5 | 3.69 | .870 |
| Harga3 | 138 | 2 | 5 | 3.80 | .809 |
| Valid N (listwise) | 138 |  |  |  |  |

| **Harga1** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 8 | 5.8 | 5.8 | 5.8 |
| tidaksetuju | 11 | 8.0 | 8.0 | 13.8 |
| ragu-ragu | 33 | 23.9 | 23.9 | 37.7 |
| setuju | 79 | 57.2 | 57.2 | 94.9 |
| sangatsetuju | 7 | 5.1 | 5.1 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Harga2** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 2 | 1.4 | 1.4 | 1.4 |
| tidaksetuju | 13 | 9.4 | 9.4 | 10.9 |
| ragu-ragu | 29 | 21.0 | 21.0 | 31.9 |
| setuju | 76 | 55.1 | 55.1 | 87.0 |
| sangatsetuju | 18 | 13.0 | 13.0 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Harga3** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidaksetuju | 13 | 9.4 | 9.4 | 9.4 |
| ragu-ragu | 22 | 15.9 | 15.9 | 25.4 |
| setuju | 82 | 59.4 | 59.4 | 84.8 |
| sangatsetuju | 21 | 15.2 | 15.2 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

* PROMOSI

| **Descriptive Statistics** |
| --- |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| Promosi1 | 138 | 1 | 5 | 3.62 | .865 |
| Promosi2 | 138 | 1 | 5 | 3.62 | .849 |
| Promosi3 | 138 | 1 | 5 | 3.59 | .860 |
| Promosi4 | 138 | 1 | 5 | 3.64 | .854 |
| Promosi5 | 138 | 1 | 5 | 3.63 | .913 |
| Valid N (listwise) | 138 |  |  |  |  |

| **Promosi1** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 1 | .7 | .7 | .7 |
| tidaksetuju | 12 | 8.7 | 8.7 | 9.4 |
| ragu-ragu | 45 | 32.6 | 32.6 | 42.0 |
| setuju | 60 | 43.5 | 43.5 | 85.5 |
| sangatsetuju | 20 | 14.5 | 14.5 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Promosi2** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 2 | 1.4 | 1.4 | 1.4 |
| tidaksetuju | 11 | 8.0 | 8.0 | 9.4 |
| ragu-ragu | 41 | 29.7 | 29.7 | 39.1 |
| setuju | 68 | 49.3 | 49.3 | 88.4 |
| sangatsetuju | 16 | 11.6 | 11.6 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Promosi3** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 2 | 1.4 | 1.4 | 1.4 |
| tidaksetuju | 13 | 9.4 | 9.4 | 10.9 |
| ragu-ragu | 39 | 28.3 | 28.3 | 39.1 |
| setuju | 69 | 50.0 | 50.0 | 89.1 |
| sangatsetuju | 15 | 10.9 | 10.9 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Promosi4** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 1 | .7 | .7 | .7 |
| tidaksetuju | 11 | 8.0 | 8.0 | 8.7 |
| ragu-ragu | 45 | 32.6 | 32.6 | 41.3 |
| setuju | 61 | 44.2 | 44.2 | 85.5 |
| sangatsetuju | 20 | 14.5 | 14.5 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Promosi5** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 2 | 1.4 | 1.4 | 1.4 |
| tidaksetuju | 15 | 10.9 | 10.9 | 12.3 |
| ragu-ragu | 35 | 25.4 | 25.4 | 37.7 |
| setuju | 66 | 47.8 | 47.8 | 85.5 |
| sangatsetuju | 20 | 14.5 | 14.5 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

* LOKASI

| **Descriptive Statistics** |
| --- |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| Lokasi1 | 138 | 1 | 5 | 3.64 | 1.003 |
| Lokasi2 | 138 | 2 | 5 | 3.94 | .781 |
| Lokasi3 | 138 | 1 | 5 | 3.97 | .896 |
| Lokasi4 | 138 | 1 | 5 | 3.64 | 1.183 |
| Lokasi5 | 138 | 1 | 5 | 3.59 | 1.037 |
| Valid N (listwise) | 138 |  |  |  |  |

| **Lokasi1** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 7 | 5.1 | 5.1 | 5.1 |
| tidaksetuju | 15 | 10.9 | 10.9 | 15.9 |
| ragu-ragu | 16 | 11.6 | 11.6 | 27.5 |
| setuju | 83 | 60.1 | 60.1 | 87.7 |
| sangatsetuju | 17 | 12.3 | 12.3 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Lokasi2** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidaksetuju | 8 | 5.8 | 5.8 | 5.8 |
| ragu-ragu | 22 | 15.9 | 15.9 | 21.7 |
| setuju | 78 | 56.5 | 56.5 | 78.3 |
| sangatsetuju | 30 | 21.7 | 21.7 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Lokasi3** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 1 | .7 | .7 | .7 |
| tidaksetuju | 15 | 10.9 | 10.9 | 11.6 |
| ragu-ragu | 6 | 4.3 | 4.3 | 15.9 |
| setuju | 81 | 58.7 | 58.7 | 74.6 |
| sangatsetuju | 35 | 25.4 | 25.4 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Lokasi4** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 7 | 5.1 | 5.1 | 5.1 |
| tidaksetuju | 24 | 17.4 | 17.4 | 22.5 |
| ragu-ragu | 15 | 10.9 | 10.9 | 33.3 |
| setuju | 57 | 41.3 | 41.3 | 74.6 |
| sangatsetuju | 35 | 25.4 | 25.4 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Lokasi5** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 6 | 4.3 | 4.3 | 4.3 |
| tidaksetuju | 16 | 11.6 | 11.6 | 15.9 |
| ragu-ragu | 30 | 21.7 | 21.7 | 37.7 |
| setuju | 63 | 45.7 | 45.7 | 83.3 |
| sangatsetuju | 23 | 16.7 | 16.7 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

* KEPUASAN

| **Descriptive Statistics** |
| --- |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| Kepuasan Konsumen1 | 138 | 1 | 5 | 3.73 | .779 |
| Kepuasan Konsumen2 | 138 | 1 | 5 | 3.96 | .666 |
| Kepuasan Konsumen3 | 138 | 2 | 5 | 3.82 | .631 |
| Kepuasan Konsumen4 | 138 | 1 | 5 | 3.86 | .730 |
| Kepuasan Konsumen5 | 138 | 1 | 5 | 3.93 | .751 |
| Valid N (listwise) | 138 |  |  |  |  |

| **Kepuasan Konsumen1** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 6 | 4.3 | 4.3 | 4.3 |
| tidaksetuju | 4 | 2.9 | 2.9 | 7.2 |
| ragu-ragu | 17 | 12.3 | 12.3 | 19.6 |
| setuju | 105 | 76.1 | 76.1 | 95.7 |
| sangatsetuju | 6 | 4.3 | 4.3 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Kepuasan Konsumen2** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 1 | .7 | .7 | .7 |
| tidaksetuju | 5 | 3.6 | 3.6 | 4.3 |
| ragu-ragu | 12 | 8.7 | 8.7 | 13.0 |
| setuju | 100 | 72.5 | 72.5 | 85.5 |
| sangatsetuju | 20 | 14.5 | 14.5 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Kepuasan Konsumen3** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidaksetuju | 1 | .7 | .7 | .7 |
| ragu-ragu | 39 | 28.3 | 28.3 | 29.0 |
| setuju | 82 | 59.4 | 59.4 | 88.4 |
| sangatsetuju | 16 | 11.6 | 11.6 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Kepuasan Konsumen4** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 1 | .7 | .7 | .7 |
| tidaksetuju | 6 | 4.3 | 4.3 | 5.1 |
| ragu-ragu | 24 | 17.4 | 17.4 | 22.5 |
| setuju | 88 | 63.8 | 63.8 | 86.2 |
| sangatsetuju | 19 | 13.8 | 13.8 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Kepuasan Konsumen5** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 1 | .7 | .7 | .7 |
| tidaksetuju | 6 | 4.3 | 4.3 | 5.1 |
| ragu-ragu | 20 | 14.5 | 14.5 | 19.6 |
| setuju | 86 | 62.3 | 62.3 | 81.9 |
| sangatsetuju | 25 | 18.1 | 18.1 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

* LOYALITAS KONSUMEN

| **Descriptive Statistics** |
| --- |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| Loyalitas Konsumen1 | 138 | 1 | 5 | 3.59 | .798 |
| Loyalitas Konsumen2 | 138 | 2 | 5 | 3.89 | .722 |
| Loyalitas Konsumen3 | 138 | 1 | 5 | 3.80 | .664 |
| Loyalitas Konsumen4 | 138 | 1 | 5 | 3.89 | .918 |
| Valid N (listwise) | 138 |  |  |  |  |

| **Loyalitas Konsumen1** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 3 | 2.2 | 2.2 | 2.2 |
| tidaksetuju | 9 | 6.5 | 6.5 | 8.7 |
| ragu-ragu | 38 | 27.5 | 27.5 | 36.2 |
| setuju | 79 | 57.2 | 57.2 | 93.5 |
| sangatsetuju | 9 | 6.5 | 6.5 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Loyalitas Konsumen2** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidaksetuju | 6 | 4.3 | 4.3 | 4.3 |
| ragu-ragu | 26 | 18.8 | 18.8 | 23.2 |
| setuju | 83 | 60.1 | 60.1 | 83.3 |
| sangatsetuju | 23 | 16.7 | 16.7 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Loyalitas Konsumen3** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 2 | 1.4 | 1.4 | 1.4 |
| tidaksetuju | 2 | 1.4 | 1.4 | 2.9 |
| ragu-ragu | 29 | 21.0 | 21.0 | 23.9 |
| setuju | 94 | 68.1 | 68.1 | 92.0 |
| sangatsetuju | 11 | 8.0 | 8.0 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

| **Loyalitas Konsumen4** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangattidaksetuju | 3 | 2.2 | 2.2 | 2.2 |
| tidaksetuju | 10 | 7.2 | 7.2 | 9.4 |
| ragu-ragu | 18 | 13.0 | 13.0 | 22.5 |
| setuju | 75 | 54.3 | 54.3 | 76.8 |
| sangatsetuju | 32 | 23.2 | 23.2 | 100.0 |
| Total | 138 | 100.0 | 100.0 |  |

* **UJI NORMALITAS DAN LINEARITAS**

| **One-Sample Kolmogorov-Smirnov Test** |
| --- |
|  |  | Harga | Promosi | Lokasi | Kepuasan | Loyalitas |
| N | 138 | 138 | 138 | 138 | 138 |
| Normal Parametersa | Mean | 3.6570 | 3.6203 | 3.7565 | 3.8594 | 3.0348 |
| Std. Deviation | .70099 | .70132 | .75754 | .49429 | .48925 |
| Most Extreme Differences | Absolute | .195 | .123 | .184 | .199 | .190 |
| Positive | .124 | .106 | .089 | .130 | .119 |
| Negative | -.195 | -.123 | -.184 | -.199 | -.190 |
| Kolmogorov-Smirnov Z | 2.290 | 1.446 | 2.162 | 2.337 | 2.234 |
| Asymp. Sig. (2-tailed) | .000 | .031 | .000 | .000 | .000 |
| a. Test distribution is Normal. |  |  |  |  |  |
|  |  |  |  |  |  |  |

TAHAP KEDUA MENORMALKAN HARGA, LOKASI, KEPUASAN DAN LOYALITAS

| **One-Sample Kolmogorov-Smirnov Test** |
| --- |
|  |  | Unstandardized Residual |
| N | 138 |
| Normal Parametersa | Mean | .0000000 |
| Std. Deviation | .38317732 |
| Most Extreme Differences | Absolute | .078 |
| Positive | .050 |
| Negative | -.078 |
| Kolmogorov-Smirnov Z | .910 |
| Asymp. Sig. (2-tailed) | .378 |
| a. Test distribution is Normal. |  |
|  |  |  |

* UJI MULTIKOLINEARITAS

| **Coefficientsa** |
| --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | .998 | .326 |  | 3.058 | .003 |  |  |
| Harga | -.032 | .061 | -.046 | -.532 | .595 | .604 | 1.655 |
| Promosi | .015 | .048 | .022 | .315 | .753 | .983 | 1.017 |
| Lokasi | .344 | .054 | .532 | 6.370 | .000 | .661 | 1.513 |
| Kepuasan | .210 | .079 | .212 | 2.656 | .009 | .724 | 1.382 |
| a. Dependent Variable: Loyalitas |  |  |  |  |  |

* UJI HETEROSKEDASTISITAS

| **Coefficientsa** |
| --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .868 | .197 |  | 4.402 | .000 |
| Harga | .004 | .037 | .013 | .119 | .905 |
| Promosi | -.025 | .029 | -.072 | -.857 | .393 |
| Lokasi | -.075 | .033 | -.233 | -2.290 | .024 |
| Kepuasan | -.057 | .048 | -.115 | -1.185 | .238 |
| a. Dependent Variable: RES1 |  |  |  |  |

* UJI HIPOTESIS

| **Model Summary** |
| --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .622a | .387 | .368 | .38890 |
| a. Predictors: (Constant), Kepuasan, Promosi, Lokasi, Harga |

| **ANOVAb** |
| --- |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 12.678 | 4 | 3.170 | 20.957 | .000a |
| Residual | 20.115 | 133 | .151 |  |  |
| Total | 32.793 | 137 |  |  |  |
| a. Predictors: (Constant), Kepuasan, Promosi, Lokasi, Harga |  |  |
| b. Dependent Variable: Loyalitas |  |  |  |  |

| **Coefficientsa** |
| --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .998 | .326 |  | 3.058 | .003 |
| Harga | -.032 | .061 | -.046 | -.532 | .595 |
| Promosi | .015 | .048 | .022 | .315 | .753 |
| Lokasi | .344 | .054 | .532 | 6.370 | .000 |
| Kepuasan | .210 | .079 | .212 | 2.656 | .009 |
| a. Dependent Variable: Loyalitas |  |  |  |

LAMPIRAN 1

KUESIONER

LAMPIRAN 2

TABULASI DATA

LAMPIRAN 3

PROFIL RESPONDEN

LAMPIRAN 4

UJI VALIDITAS & REABILITAS

LAMPIRAN 5

RATA – RATA & STANDAR DEVIASI

LAMPIRAN 6

UJI ASUMSI KLASIK

LAMPIRAN 7

UJI HIPOTESIS