

KUESIONER PENELITIAN
Analisis Pengaruh Kemampuan Penjualan, Distribusi Produk, Keberagaman Produk, Kualitas Informasi dan Komitmen Bisnis e-Commerce terhadap Kepuasan Pelanggan

Selamat pagi/ siang/ sore/ malam.

Perkenalkan nama saya adalah Yoga Hari Sanjaya, mahasiswa Univ. Esa Unggul yang sedang mengadakan penelitian sebagai bagian dari syarat kelulusan. Penelitian ini berjudul “Analisis Pengaruh Kemampuan Penjualan, Distribusi Produk, Keberagaman Produk, Kualitas Informasi dan Komitmen Bisnis e-Commerce terhadap Kepuasan Pelanggan”.

Tujuan dari penelitian ini adalah untuk menganalisis kepuasan pelanggan dalam bertransaksi di e-Commerce. Halaman pertama adalah screening awal untuk mendapatkan responden yang sesuai dengan tujuan penelitian. Halaman kedua adalah profil responden dan halaman-halaman selanjutnya berisi pertanyaan penelitian.

Mohon untuk mengisi dengan jujur dan jangan ada pertanyaan yang dilewati karena jawaban Anda akan sangat membantu penelitian ini. Saya menjamin data Anda akan terjaga dengan baik. Akhir kata saya ucapkan terima kasih atas kesediaan Anda untuk berpartisipasi.

Selamat mengisi.

Pilihlah salah satu jawaban yang sesuai dengan keadaan sebenarnya.

1. Seberapa sering anda bertransaksi menggunakan e-commerce dalam tiga bulan terakhir?
 - a. 1 kali
 - b. 2 – 3 kali
 - c. Lebih dari 3 kali
 - d. Tidak pernah (pertanyaan selesai)

2. Berapakah usia anda saat ini?
 - a. < 19 tahun
 - b. >=19 tahun

3. E-commerce manakah yang anda gunakan/akses dalam tiga bulan terakhir?
 1. Lazada
 2. Tokopedia
 3. Bukalapak
 4. Blibli
 5. Shopee
 6. JD ID
 7. Bhineka
 8. Elevenia
 9. Zalora
 10. Matahari mall

A. KEMAMPUAN PENJUALAN

Berikan tanda silang (X) pada pernyataan dibawah ini sesuai dengan penilaian anda dimana :

- 1=Sangat Tidak Setuju (STS) 3=Setuju (S)
 2=Tidak Setuju (TS) 4=Sangat Setuju (SS)

No	Pernyataan	STS	TS	S	SS
1.	Saya rasa bisnis online e-commerce dapat menawarkan harga produk yang lebih murah dari bisnis konvensional				
2.	Saya lebih sering melakukan transaksi online daripada transaksi di toko konvensional /mall				
3.	Saya rasa jenis pembayaran yang disediakan bisnis online e-commerce lebih bervariasi dari bisnis konvensional				

B. DISTRIBUSI PRODUK

Berikan tanda silang (X) pada pernyataan dibawah ini sesuai dengan penilaian anda dimana :

- 1=Sangat Tidak Setuju (STS) 3=Setuju (S)
 2=Tidak Setuju (TS) 4=Sangat Setuju (SS)

4.	Penerimaan barang yang saya pesan melalui bisnis online e-commerce dapat diterima dalam batas waktu yang dijanjikan				
5.	Saya dapat memilih kurir pengiriman yang disediakan bisnis online e-commerce sesuai dengan kebutuhan				
6.	Status pengiriman barang yang saya beli pada bisnis online e-commerce dapat dilacak keberadaannya				

C. KEBERAGAMAN PRODUK

Berikan tanda silang (X) pada pernyataan dibawah ini sesuai dengan penilaian anda dimana :

- 1=Sangat Tidak Setuju (STS) 3=Setuju (S)
 2=Tidak Setuju (TS) 4=Sangat Setuju (SS)

7.	Bisnis online e-commerce tempat saya bertransaksi menyediakan banyak pilihan produk yang saya butuhkan dari pada toko konvensional				
8.	Saya dapat memenuhi mayoritas kebutuhan belanja saya pada bisnis online e-commerce ini daripada belanja di toko konvensional				
9.	Saya rasa pilihan produk pada website bisnis online e-commerce ini terbatas dibandingkan toko konvensional				

D. KUALITAS INFORMASI

Berikan tanda silang (X) pada pernyataan dibawah ini sesuai dengan penilaian anda dimana :

1=Sangat Tidak Setuju (STS)

3=Setuju (S)

2=Tidak Setuju (TS)

4=Sangat Setuju (SS)

10.	Saya berpendapat informasi yang diperoleh dari e-commerce tersebut relevan dengan kebutuhan				
11.	Saya mendapat informasi yang mutakhir/up to date				
12.	Saya mendapatkan informasi cara bertransaksi di e-commerce				
13.	Isi informasi yang dihasilkan e-commerce, memang saya butuhkan				

E. KOMITMEN

Berikan tanda silang (X) pada pernyataan dibawah ini sesuai dengan penilaian anda dimana :

1=Sangat Tidak Setuju (STS)

3=Setuju (S)

2=Tidak Setuju (TS)

4=Sangat Setuju (SS)

14.	Barang-barang yang saya beli di bisnis online e-commerce selalu sesuai dengan deskripsi yang di informasikan				
15.	Saya rasa kebijakan pengembalian barang yang tertera di bisnis online e-commerce <i>customer friendly</i>				
16.	Saya percaya bahwa bisnis online e-commerce selalu "menjaga" pembelinya				

F. KEPUASAN PELANGGAN

Berikan tanda silang (X) pada pernyataan dibawah ini sesuai dengan penilaian anda dimana :

1=Sangat Tidak Setuju (STS)

3=Setuju (S)

2=Tidak Setuju (TS)

4=Sangat Setuju (SS)

17.	Saya puas dengan keputusan saya untuk melakukan transaksi di bisnis online e-commerce				
18.	Saya akan berpikir ulang untuk melakukan transaksi melalui bisnis online e-commerce				
19.	Saya merasa puas karena bisnis online e-commerce memiliki fitur return barang bila barang yang kita terima terjadi kecacatan				
20.	Saya pikir saya melakukan hal yang benar dengan berbelanja melalui bisnis online e-commerce				

Reliability

Notes

Output Created		19-AUG-2018 01:06:49
Comments		
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		GOGA\30Kues.sav
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	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=P1 P2 P3 P4 P5 P6 P7 P8 P9_2 P10 P11 P12 P13 P14 P15 P16 P17 P18 P19 P20 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
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	Elapsed Time	00:00:00,02

Scale: ALL VARIABLES**Case Processing Summary**

		N	%
Cases	Valid	20	66,7
	Excluded ^a	10	33,3
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,841	20

Item Statistics

	Mean	Std. Deviation	N
P1	3,3000	,47016	20
P2	3,0500	,82558	20
P3	3,4000	,50262	20
P4	3,1000	,55251	20
P5	3,4500	,75915	20
P6	3,5500	,51042	20
P7	3,4000	,59824	20
P8	3,0000	,72548	20
P9_2	2,9000	,71818	20
P10	3,0500	,39403	20
P11	3,2500	,44426	20
P12	3,3500	,48936	20
P13	3,1500	,36635	20
P14	3,2000	,52315	20
P15	3,1000	,71818	20
P16	3,1500	,48936	20
P17	3,3500	,48936	20
P18	2,3500	,87509	20
P19	3,3000	,73270	20
P20	3,3000	,47016	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
P1	60,4000	33,937	,319	,838
P2	60,6500	32,345	,307	,842
P3	60,3000	32,853	,486	,832
P4	60,6000	34,463	,175	,844
P5	60,2500	29,671	,684	,819
P6	60,1500	33,187	,418	,834
P7	60,3000	31,905	,539	,829
P8	60,7000	30,537	,604	,824
P9_2	60,8000	34,379	,120	,850
P10	60,6500	35,292	,098	,844
P11	60,4500	33,313	,467	,833
P12	60,3500	32,345	,597	,828
P13	60,5500	33,313	,581	,831
P14	60,5000	32,263	,567	,828
P15	60,6000	31,726	,453	,833
P16	60,5500	32,050	,653	,826
P17	60,3500	32,976	,479	,832
P18	61,3500	32,871	,226	,848
P19	60,4000	30,779	,565	,827
P20	60,4000	33,305	,438	,834

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
63,7000	35,905	5,99210	20

Reliability

		Notes
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Comments		
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=P1 P2 P3 P5 P6 P7 P8 P11 P12 P13 P14 P15 P16 P17 P19 P20 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
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Scale: ALL VARIABLES

		N	%
Cases	Valid	20	66,7
	Excluded ^a	10	33,3
	Total	30	100,0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
,864	16

Item Statistics

	Mean	Std. Deviation	N
P1	3,3000	,47016	20
P2	3,0500	,82558	20
P3	3,4000	,50262	20
P5	3,4500	,75915	20
P6	3,5500	,51042	20
P7	3,4000	,59824	20
P8	3,0000	,72548	20
P11	3,2500	,44426	20
P12	3,3500	,48936	20
P13	3,1500	,36635	20
P14	3,2000	,52315	20
P15	3,1000	,71818	20
P16	3,1500	,48936	20
P17	3,3500	,48936	20
P19	3,3000	,73270	20
P20	3,3000	,47016	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	49,0000	26,737	,368	,861
P2	49,2500	25,987	,247	,874
P3	48,9000	26,095	,467	,857
P5	48,8500	23,292	,666	,846
P6	48,7500	26,513	,375	,861
P7	48,9000	25,253	,522	,854
P8	49,3000	23,800	,625	,849
P11	49,0500	26,576	,431	,859
P12	48,9500	25,629	,581	,853
P13	49,1500	26,450	,574	,855
P14	49,1000	25,358	,591	,852
P15	49,2000	24,800	,480	,857
P16	49,1500	25,187	,676	,849
P17	48,9500	25,945	,514	,855
P19	49,0000	23,895	,602	,850
P20	49,0000	26,421	,436	,858

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
52,3000	28,747	5,36166	16

Reliability

		Notes
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Comments		
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	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=P1 P3 P5 P6 P7 P8 P11 P12 P13 P14 P15 P16 P17 P19 P20 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
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Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	20	66,7
	Excluded ^a	10	33,3
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,874	15

Item Statistics

	Mean	Std. Deviation	N
P1	3,3000	,47016	20
P3	3,4000	,50262	20
P5	3,4500	,75915	20
P6	3,5500	,51042	20
P7	3,4000	,59824	20
P8	3,0000	,72548	20
P11	3,2500	,44426	20
P12	3,3500	,48936	20
P13	3,1500	,36635	20
P14	3,2000	,52315	20
P15	3,1000	,71818	20
P16	3,1500	,48936	20
P17	3,3500	,48936	20
P19	3,3000	,73270	20
P20	3,3000	,47016	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	45,9500	24,261	,325	,874
P3	45,8500	23,187	,526	,866
P5	45,8000	21,011	,632	,861
P6	45,7000	23,589	,431	,870
P7	45,8500	22,766	,502	,867
P8	46,2500	21,250	,630	,861
P11	46,0000	24,105	,386	,872
P12	45,9000	23,147	,552	,865
P13	46,1000	23,779	,580	,866
P14	46,0500	22,787	,586	,863
P15	46,1500	22,134	,494	,869
P16	46,1000	22,621	,672	,860
P17	45,9000	23,358	,505	,867
P19	45,9500	20,997	,663	,859
P20	45,9500	23,629	,467	,869

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
49,2500	25,987	5,09773	15

Intensitas

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Kali	92	23,7	23,7	23,7
2-3 kali	113	29,0	29,0	52,7
>3 kali	151	38,8	38,8	91,5
tdk pernah	33	8,5	8,5	100,0
Total	389	100,0	100,0	

Jenis_eCom

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	lazada	59	15,2	16,6	16,6
	tokopedia	69	17,7	19,4	36,0
	bukalapak	43	11,1	12,1	48,0
	blibli	17	4,4	4,8	52,8
	shopee	80	20,6	22,5	75,3
	JD IFD	34	8,7	9,6	84,8
	bhineka	15	3,9	4,2	89,0
	elevenia	14	3,6	3,9	93,0
	zalora	20	5,1	5,6	98,6
	matahari mall	5	1,3	1,4	100,0
	Total	356	91,5	100,0	
Missing	System	33	8,5		
Total		389	100,0		

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<19 tahun	129	33,2	36,2	36,2
	>=19 tahun	227	58,4	63,8	100,0
	Total	356	91,5	100,0	
Missing	System	33	8,5		
Total		389	100,0		

Statistics

		Kemampuan_Pe nj	Dist_Produk	Keberagaman_P rod	Kualitas_Inf	Komitmen	Kepuasan_Pela nggan
N	Valid	356	356	356	356	356	356
	Missing	33	33	33	33	33	33
Mean		6,4747	6,4270	6,2500	9,6236	9,2978	9,7275
Median		6,0000	6,0000	6,0000	9,0000	9,0000	9,0000
Minimum		2,00	3,00	3,00	5,00	3,00	4,00
Maximum		8,00	8,00	8,00	12,00	12,00	12,00

KP_kat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	35	9,0	9,8	9,8
	Tinggi	321	82,5	90,2	100,0
	Total	356	91,5	100,0	
Missing	System	33	8,5		
Total		389	100,0		

DP_kat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	52	13,4	14,6	14,6
	Tinggi	304	78,1	85,4	100,0
	Total	356	91,5	100,0	
Missing	System	33	8,5		
Total		389	100,0		

KbrPro_kat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	94	24,2	26,4	26,4
	Tinggi	262	67,4	73,6	100,0
	Total	356	91,5	100,0	
Missing	System	33	8,5		
Total		389	100,0		

Kuallnf_kat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	59	15,2	16,6	16,6
	Tinggi	297	76,3	83,4	100,0
	Total	356	91,5	100,0	
Missing	System	33	8,5		
Total		389	100,0		

Komitmen_kat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	96	24,7	27,0	27,0
	Tinggi	260	66,8	73,0	100,0
	Total	356	91,5	100,0	
Missing	System	33	8,5		
Total		389	100,0		

KepPelgn_kat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	60	15,4	16,9	16,9
	Tinggi	296	76,1	83,1	100,0
	Total	356	91,5	100,0	
Missing	System	33	8,5		
Total		389	100,0		

DP_kat * KepPelgn_kat

Crosstab

			KepPelgn_kat		Total
			Rendah	Tinggi	
DP_kat	Buruk	Count	25	27	52
		% within DP_kat	48,1%	51,9%	100,0%
	Baik	Count	35	269	304
		% within DP_kat	11,5%	88,5%	100,0%
Total		Count	60	296	356
		% within DP_kat	16,9%	83,1%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	42,363 ^a	1	,000		
Continuity Correction ^b	39,794	1	,000		
Likelihood Ratio	33,802	1	,000		
Fisher's Exact Test				,000	,000
Linear-by-Linear Association	42,244	1	,000		
N of Valid Cases	356				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8,76.

b. Computed only for a 2x2 table

Risk Estimate

	Value	95% Confidence Interval	
		Lower	Upper
Odds Ratio for DP_kat (Buruk / Baik)	7,116	3,722	13,605
For cohort KepPelgn_kat = Rendah	4,176	2,742	6,359
For cohort KepPelgn_kat = Tinggi	,587	,450	,765
N of Valid Cases	356		

KbrPro_kat * KepPelgn_kat

Crosstab

			KepPelgn_kat		Total
			Rendah	Tinggi	
KbrPro_kat	Buruk	Count	27	67	94
		% within KbrPro_kat	28,7%	71,3%	100,0%
	Baik	Count	33	229	262
		% within KbrPro_kat	12,6%	87,4%	100,0%
Total		Count	60	296	356
		% within KbrPro_kat	16,9%	83,1%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	12,841 ^a	1	,000		
Continuity Correction ^b	11,716	1	,001		
Likelihood Ratio	11,803	1	,001		
Fisher's Exact Test				,001	,000
Linear-by-Linear Association	12,805	1	,000		
N of Valid Cases	356				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15,84.

b. Computed only for a 2x2 table

Risk Estimate

	Value	95% Confidence Interval	
		Lower	Upper
Odds Ratio for KbrPro_kat (Buruk / Baik)	2,796	1,571	4,979
For cohort KepPelgn_kat = Rendah	2,280	1,453	3,579
For cohort KepPelgn_kat = Tinggi	,815	,712	,935
N of Valid Cases	356		

Kuallnf_kat * KepPelgn_kat

Crosstab

			KepPelgn_kat		Total
			Rendah	Tinggi	
Kuallnf_kat	Buruk	Count	27	32	59
		% within Kuallnf_kat	45,8%	54,2%	100,0%
	Baik	Count	33	264	297
		% within Kuallnf_kat	11,1%	88,9%	100,0%
Total		Count	60	296	356
		% within Kuallnf_kat	16,9%	83,1%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	42,176 ^a	1	,000		
Continuity Correction ^b	39,739	1	,000		
Likelihood Ratio	34,363	1	,000		
Fisher's Exact Test				,000	,000
Linear-by-Linear Association	42,057	1	,000		
N of Valid Cases	356				

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 9,94.

b. Computed only for a 2x2 table

Risk Estimate

	Value	95% Confidence Interval	
		Lower	Upper
Odds Ratio for KualInf_kat (Buruk / Baik)	6,750	3,605	12,637
For cohort KepPelgn_kat = Rendah	4,119	2,693	6,300
For cohort KepPelgn_kat = Tinggi	,610	,481	,774
N of Valid Cases	356		

Komitmen_kat * KepPelgn_kat

Crosstab

			KepPelgn_kat		Total
			Rendah	Tinggi	
Komitmen_kat	Buruk	Count	48	48	96
		% within Komitmen_kat	50,0%	50,0%	100,0%
	Baik	Count	12	248	260
		% within Komitmen_kat	4,6%	95,4%	100,0%
Total	Count	60	296	356	
	% within Komitmen_kat	16,9%	83,1%	100,0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	103,055 ^a	1	,000		
Continuity Correction ^b	99,842	1	,000		
Likelihood Ratio	92,596	1	,000		
Fisher's Exact Test				,000	,000
Linear-by-Linear Association	102,765	1	,000		
N of Valid Cases	356				

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 16,18.

b. Computed only for a 2x2 table

Risk Estimate

	Value	95% Confidence Interval	
		Lower	Upper
Odds Ratio for Komitmen_kat (Buruk / Baik)	20,667	10,221	41,786
For cohort KepPelgn_kat = Rendah	10,833	6,019	19,498
For cohort KepPelgn_kat = Tinggi	,524	,428	,641
N of Valid Cases	356		

Logistic Regression

Notes

Output Created	25-AUG-2018 10:19:45	
Comments		
Input	Data	C:\Users\Admint\Desktop\DATA GOGA\kues full 15q no out.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	389
	File	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing
Syntax	LOGISTIC REGRESSION VARIABLES KepPelgn_kat /METHOD=ENTER KP_kat DP_kat KbrPro_kat KualInf_kat Komitmen_kat /PRINT=CI(95) /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).	
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,17

Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	356	91,5
	Missing Cases	33	8,5
	Total	389	100,0
Unselected Cases		0	,0
Total		389	100,0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
Rendah	0
Tinggi	1

Block 0: Beginning Block**Classification Table^{a,b}**

Observed			Predicted		
			KepPelgn_kat		Percentage Correct
			Rendah	Tinggi	
Step 0	KepPelgn_kat	Rendah	0	60	,0
		Tinggi	0	296	100,0
Overall Percentage					83,1

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1,596	,142	127,077	1	,000	4,933

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	KP_kat	5,884	1	,015
		DP_kat	42,363	1	,000
		KbrPro_kat	12,841	1	,000
		Kuallnf_kat	42,176	1	,000
		Komitmen_kat	103,055	1	,000
Overall Statistics			125,841	5	,000

Block 1: Method = Enter**Omnibus Tests of Model Coefficients**

		Chi-square	df	Sig.
Step 1	Step	114,203	5	,000
	Block	114,203	5	,000
	Model	114,203	5	,000

Model Summary

		Cox & Snell R Square	Nagelkerke R Square
Step	-2 Log likelihood		
1	208,733 ^a	,274	,460

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than ,001.

Classification Table^a

	Observed	Predicted			
		KepPelgn_kat		Percentage Correct	
		Rendah	Tinggi		
Step 1	KepPelgn_kat	Rendah	29	31	48,3
		Tinggi	18	278	93,9
	Overall Percentage				86,2

a. The cut value is ,500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for	
							Lower	Upper
Step 1 ^a	KP_kat	-,808	,578	1,949	1	,163	,446	,144
	DP_kat	1,217	,415	8,595	1	,003	3,378	1,497
	KbrPro_kat	,144	,412	,123	1	,726	1,155	,516
	Kuallnf_kat	1,413	,452	9,766	1	,002	4,107	1,693
	Komitmen_kat	2,609	,383	46,383	1	,000	13,584	6,412
	Constant	-6,548	1,063	37,962	1	,000	,001	

a. Variable(s) entered on step 1: KP_kat, DP_kat, KbrPro_kat, Kuallnf_kat, Komitmen_kat.

Logistic Regression

Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	356	91,5
	Missing Cases	33	8,5
	Total	389	100,0
Unselected Cases		0	,0
Total		389	100,0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
Rendah	0
Tinggi	1

Block 0: Beginning Block**Classification Table^{a,b}**

	Observed	Predicted			
		KepPelgn_kat		Percentage Correct	
		Rendah	Tinggi		
Step 0	KepPelgn_kat	Rendah	0	60	,0
		Tinggi	0	296	100,0
Overall Percentage					83,1

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	1,596	,142	127,077	1	,000	4,933

Variables not in the Equation

	Score	df	Sig.
Step 0 Variables			
KP_kat	5,884	1	,015
DP_kat	42,363	1	,000
Kuallnf_kat	42,176	1	,000
Komitmen_kat	103,055	1	,000
Overall Statistics	125,832	4	,000

Block 1: Method = Enter**Omnibus Tests of Model Coefficients**

	Chi-square	df	Sig.
Step 1 Step	114,081	4	,000
Block	114,081	4	,000
Model	114,081	4	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	208,855 ^a	,274	,460

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than ,001.

Classification Table^a

	Observed	Predicted			
		KepPelgn_kat		Percentage Correct	
		Rendah	Tinggi		
Step 1	KepPelgn_kat	Rendah	29	31	48,3
		Tinggi	18	278	93,9
	Overall Percentage				86,2

a. The cut value is ,500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for	
							Lower	Upper
Step 1 ^a	KP_kat	-,796	,577	1,902	1	,168	,451	,145
	DP_kat	1,235	,412	8,975	1	,003	3,439	1,533
	KualInf_kat	1,472	,421	12,221	1	,000	4,358	1,909
	Komitmen_kat	2,606	,383	46,276	1	,000	13,551	6,395
	Constant	-6,449	1,019	40,041	1	,000	,002	

a. Variable(s) entered on step 1: KP_kat, DP_kat, KualInf_kat, Komitmen_kat.

Logistic Regression

Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	356	91,5
	Missing Cases	33	8,5
	Total	389	100,0
Unselected Cases		0	,0
Total		389	100,0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
Rendah	0
Tinggi	1

Block 0: Beginning Block**Classification Table^{a,b}**

		Observed	Predicted		
			KepPelgn_kat		Percentage Correct
			Rendah	Tinggi	
Step 0	KepPelgn_kat	Rendah	0	60	,0
		Tinggi	0	296	100,0
Overall Percentage					83,1

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1,596	,142	127,077	1	,000	4,933

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	DP_kat	42,363	1	,000
		Kuallnf_kat	42,176	1	,000
		Komitmen_kat	103,055	1	,000
Overall Statistics			124,380	3	,000

Block 1: Method = Enter**Omnibus Tests of Model Coefficients**

		Chi-square	df	Sig.
Step 1	Step	112,076	3	,000
	Block	112,076	3	,000
	Model	112,076	3	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	210,860 ^a	,270	,453

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than ,001.

Classification Table^a

	Observed	Predicted			
		KepPelgn_kat		Percentage Correct	
		Rendah	Tinggi		
Step 1	KepPelgn_kat	Rendah	32	28	53,3
		Tinggi	21	275	92,9
	Overall Percentage				86,2

a. The cut value is ,500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for	
							Lower	Upper
Step 1 ^a	DP_kat	1,138	,404	7,923	1	,005	3,122	1,413
	KualInf_kat	1,261	,390	10,461	1	,001	3,530	1,644
	Komitmen_kat	2,557	,378	45,688	1	,000	12,897	6,144
	Constant	-6,540	1,031	40,235	1	,000	,001	

a. Variable(s) entered on step 1: DP_kat, KualInf_kat, Komitmen_kat.

Logistic Regression

Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	356	91,5
	Missing Cases	33	8,5
	Total	389	100,0
Unselected Cases		0	,0
Total		389	100,0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
Rendah	0
Tinggi	1

Block 0: Beginning Block**Classification Table^{a,b}**

		Predicted			
		KepPelgn_kat		Percentage	
Observed		Rendah	Tinggi	Correct	
		Step 0	KepPelgn_kat	Rendah	0
		Tinggi	0	296	100,0
Overall Percentage					83,1

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1,596	,142	127,077	1	,000	4,933

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	DP_kat	42,363	1	,000
		Kuallnf_kat	42,176	1	,000
		Komitmen_kat	103,055	1	,000
		Kemampuan_Penj	11,621	1	,001
Overall Statistics			124,381	4	,000

Block 1: Method = Enter**Omnibus Tests of Model Coefficients**

		Chi-square	df	Sig.
Step 1	Step	112,077	4	,000
	Block	112,077	4	,000
	Model	112,077	4	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	210,860 ^a	,270	,453

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than ,001.

Classification Table^a

	Observed	Predicted			
		KepPelgn_kat		Percentage Correct	
		Rendah	Tinggi		
Step 1	KepPelgn_kat	Rendah	32	28	53,3
		Tinggi	21	275	92,9
Overall Percentage					86,2

a. The cut value is ,500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)		
							Lower	Upper	
Step 1 ^a	DP_kat	1,137	,413	7,569	1	,006	3,117	1,387	7,005
	KualInf_kat	1,259	,401	9,865	1	,002	3,524	1,606	7,732
	Komitmen_kat	2,556	,381	44,917	1	,000	12,885	6,102	27,210
	Kemampuan_Penj	,004	,186	,000	1	,985	1,004	,697	1,445
	Constant	-6,555	1,302	25,354	1	,000	,001		

a. Variable(s) entered on step 1: DP_kat, KualInf_kat, Komitmen_kat, Kemampuan_Penj.

Logistic Regression

Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	356	91,5
	Missing Cases	33	8,5
	Total	389	100,0
Unselected Cases		0	,0
Total		389	100,0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
Rendah	0
Tinggi	1

Block 0: Beginning Block**Classification Table^{a,b}**

	Observed	Predicted			
		KepPelgn_kat		Percentage Correct	
		Rendah	Tinggi		
Step 0	KepPelgn_kat	Rendah	0	60	,0
		Tinggi	0	296	100,0
Overall Percentage					83,1

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	1,596	,142	127,077	1	,000	4,933

Variables not in the Equation

	Score	df	Sig.
Step 0 Variables			
DP_kat	42,363	1	,000
KualInf_kat	42,176	1	,000
Komitmen_kat	103,055	1	,000
KP_kat	5,884	1	,015
Overall Statistics	125,832	4	,000

Block 1: Method = Enter**Omnibus Tests of Model Coefficients**

	Chi-square	df	Sig.
Step 1 Step	114,081	4	,000
Block	114,081	4	,000
Model	114,081	4	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	208,855 ^a	,274	,460

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than ,001.

Classification Table^a

	Observed	Predicted			
		KepPelgn_kat		Percentage Correct	
		Rendah	Tinggi		
Step 1	KepPelgn_kat	Rendah	29	31	48,3
		Tinggi	18	278	93,9
	Overall Percentage				86,2

a. The cut value is ,500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)		
							Lower	Upper	
Step 1 ^a	DP_kat	1,235	,412	8,975	1	,003	3,439	1,533	7,714
	KualInf_kat	1,472	,421	12,221	1	,000	4,358	1,909	9,948
	Komitmen_kat	2,606	,383	46,276	1	,000	13,551	6,395	28,715
	KP_kat	-,796	,577	1,902	1	,168	,451	,145	1,399
	Constant	-6,449	1,019	40,041	1	,000	,002		

a. Variable(s) entered on step 1: DP_kat, KualInf_kat, Komitmen_kat, KP_kat.

Correlations

		Correlations					
		Kemampuan_Pe nj	Dist_Produk	Keberagaman_Pr od	Kualitas_Inf	Komitmen	Kepuasan_Pelan ggan
Kemampuan _Penj	Pearson Correlation	1	.296**	.355**	.393**	.281**	.307**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	356	356	356	356	356	356
Dist_Produk	Pearson Correlation	.296**	1	.286**	.312**	.397**	.402**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	356	356	356	356	356	356
Keberagama n_Prod	Pearson Correlation	.355**	.286**	1	.509**	.369**	.363**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	356	356	356	356	356	356
Kualitas_Inf	Pearson Correlation	.393**	.312**	.509**	1	.463**	.523**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	356	356	356	356	356	356
Komitmen	Pearson Correlation	.281**	.397**	.369**	.463**	1	.702**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	356	356	356	356	356	356
Kepuasan_P elanggan	Pearson Correlation	.307**	.402**	.363**	.523**	.702**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	356	356	356	356	356	356

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

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Komitmen, Kemampuan_Pe nj, Dist_Produk, Keberagaman_Pr od, Kualitas_Inf ^b		Enter

a. Dependent Variable: Kepuasan_Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744 ^a	.554	.547	1.11230

a. Predictors: (Constant), Komitmen, Kemampuan_Penj, Dist_Produk, Keberagaman_Prod, Kualitas_Inf

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	537.545	5	107.509	86.896	.000 ^b
	Residual	433.025	350	1.237		
	Total	970.570	355			

a. Dependent Variable: Kepuasan_Pelanggan

b. Predictors: (Constant), Komitmen, Kemampuan_Penj, Dist_Produk, Keberagaman_Prod, Kualitas_Inf

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.329	.488		2.723	.007
	Kemampuan_Penj	.052	.063	.033	.826	.409
	Dist_Produk	.155	.059	.105	2.609	.009
	Keberagaman_Prod	.009	.052	.007	.169	.866
	Kualitas_Inf	.237	.049	.220	4.852	.000
	Komitmen	.510	.040	.547	12.813	.000

a. Dependent Variable: Kepuasan_Pelanggan

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Komitmen, Kemampuan_Penj, Dist_Produk, Kualitas_Inf ^b		Enter

a. Dependent Variable: Kepuasan_Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744 ^a	.554	.549	1.11076

a. Predictors: (Constant), Komitmen, Kemampuan_Penj, Dist_Produk, Kualitas_Inf

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	537.510	4	134.378	108.914	.000 ^b
	Residual	433.060	351	1.234		
	Total	970.570	355			

a. Dependent Variable: Kepuasan_Pelanggan

b. Predictors: (Constant), Komitmen, Kemampuan_Penj, Dist_Produk, Kualitas_Inf

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.332	.487		2.736	.007
	Kemampuan_Penj	.054	.062	.034	.866	.387
	Dist_Produk	.155	.059	.105	2.635	.009
	Kualitas_Inf	.239	.046	.223	5.243	.000
	Komitmen	.510	.039	.547	12.956	.000

a. Dependent Variable: Kepuasan_Pelanggan

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Komitmen, Dist_Produk, Kualitas_Inf ^b		Enter

a. Dependent Variable: Kepuasan_Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744 ^a	.553	.549	1.11037

a. Predictors: (Constant), Komitmen, Dist_Produk, Kualitas_Inf

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	536.585	3	178.862	145.072	.000 ^b
	Residual	433.986	352	1.233		
	Total	970.570	355			

a. Dependent Variable: Kepuasan_Pelanggan

b. Predictors: (Constant), Komitmen, Dist_Produk, Kualitas_Inf

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.493	.450		3.319	.001
	Dist_Produk	.164	.058	.111	2.826	.005
	Kualitas_Inf	.251	.044	.233	5.731	.000
	Komitmen	.513	.039	.550	13.048	.000

a. Dependent Variable: Kepuasan_Pelanggan

Regression**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	Kemampuan_Penjualan, Komitmen, Dist_Produk, Kualitas_Inf ^b		Enter

a. Dependent Variable: Kepuasan_Pelanggan

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.744 ^a	.554	.549	1.11076	.320

a. Predictors: (Constant), Kemampuan_Penj, Komitmen, Dist_Produk, Kualitas_Inf

b. Dependent Variable: Kepuasan_Pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	537.510	4	134.378	108.914	.000 ^b
	Residual	433.060	351	1.234		
	Total	970.570	355			

a. Dependent Variable: Kepuasan_Pelanggan

b. Predictors: (Constant), Kemampuan_Penj, Komitmen, Dist_Produk, Kualitas_Inf

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.332	.487		2.736	.007		
	Dist_Produk	.155	.059	.105	2.635	.009	.797	1.254
	Kualitas_Inf	.239	.046	.223	5.243	.000	.703	1.422
	Komitmen	.510	.039	.547	12.956	.000	.712	1.405
	Kemampuan_Penj	.054	.062	.034	.866	.387	.809	1.237

a. Dependent Variable: Kepuasan_Pelanggan

Coefficient Correlations^a

Model		Kemampuan_Pe nj	Komitmen	Dist_Produk	Kualitas_Inf
Correlations	Kemampuan_Penj	1.000	-.067	-.171	-.286
	Komitmen	-.067	1.000	-.283	-.353
	Dist_Produk	-.171	-.283	1.000	-.100
	Kualitas_Inf	-.286	-.353	-.100	1.000
Covariances	Kemampuan_Penj	.004	.000	-.001	-.001
	Komitmen	.000	.002	-.001	-.001
	Dist_Produk	-.001	-.001	.003	.000
	Kualitas_Inf	-.001	-.001	.000	.002

a. Dependent Variable: Kepuasan_Pelanggan

Collinearity Diagnostics^a

Model	Dimensi	Eigenvalue	Condition Index	Variance Proportions				Kemampuan_Pelanggan
				(Constant)	Dist_Produk	Kualitas_Inf	Komitmen	
1	1	4.932	1.000	.00	.00	.00	.00	.00
	2	.023	14.704	.03	.01	.00	.61	.34
	3	.020	15.711	.00	.84	.14	.11	.04
	4	.014	18.878	.05	.01	.60	.27	.50
	5	.011	21.011	.92	.14	.26	.01	.11

a. Dependent Variable: Kepuasan_Pelanggan

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5.5304	12.0019	9.7275	1.23049	356
Std. Predicted Value	-3.411	1.848	.000	1.000	356
Standard Error of Predicted Value	.068	.289	.126	.039	356
Adjusted Predicted Value	5.5084	12.0318	9.7270	1.23116	356
Residual	-3.35317	2.87224	.00000	1.10449	356
Std. Residual	-3.019	2.586	.000	.994	356
Stud. Residual	-3.068	2.601	.000	1.002	356
Deleted Residual	-3.46233	2.90638	.00057	1.12260	356
Stud. Deleted Residual	-3.105	2.623	.001	1.006	356
Mahal. Distance	.322	22.962	3.989	3.247	356
Cook's Distance	.000	.061	.003	.007	356
Centered Leverage Value	.001	.065	.011	.009	356

a. Dependent Variable: Kepuasan_Pelanggan

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Komitmen, Dist_Produk, Kualitas_Inf ^b		Enter

a. Dependent Variable: Kepuasan_Pelanggan

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.744 ^a	.553	.549	1.11037	.323

a. Predictors: (Constant), Komitmen, Dist_Produk, Kualitas_Inf

b. Dependent Variable: Kepuasan_Pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	536.585	3	178.862	145.072	.000 ^b
	Residual	433.986	352	1.233		
	Total	970.570	355			

a. Dependent Variable: Kepuasan_Pelanggan

b. Predictors: (Constant), Komitmen, Dist_Produk, Kualitas_Inf

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.493	.450		3.319	.001		
	Dist_Produk	.164	.058	.111	2.826	.005	.821	1.217
	Kualitas_Inf	.251	.044	.233	5.731	.000	.766	1.306
	Komitmen	.513	.039	.550	13.048	.000	.715	1.398

a. Dependent Variable: Kepuasan_Pelanggan

Coefficient Correlations^a

Model			Komitmen	Dist_Produk	Kualitas_Inf
1	Correlations	Komitmen	1.000	-.299	-.389
		Dist_Produk	-.299	1.000	-.158
		Kualitas_Inf	-.389	-.158	1.000
Covariances	Komitmen	.002	-.001	-.001	
	Dist_Produk	-.001	.003	.000	
	Kualitas_Inf	-.001	.000	.002	

a. Dependent Variable: Kepuasan_Pelanggan

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Dist_Produk	Kualitas_Inf	Komitmen
1	1	3.950	1.000	.00	.00	.00	.00
	2	.020	13.929	.03	.57	.06	.51
	3	.018	14.879	.16	.25	.36	.44
	4	.012	18.525	.80	.18	.58	.05

a. Dependent Variable: Kepuasan_Pelanggan

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5.6066	11.9669	9.7275	1.22943	356
Std. Predicted Value	-3.352	1.821	.000	1.000	356
Standard Error of Predicted Value	.066	.218	.112	.035	356
Adjusted Predicted Value	5.5908	11.9936	9.7274	1.22950	356
Residual	-3.38911	2.92767	.00000	1.10566	356
Std. Residual	-3.052	2.637	.000	.996	356
Stud. Residual	-3.099	2.648	.000	1.002	356
Deleted Residual	-3.49440	2.95255	.00012	1.12009	356
Stud. Deleted Residual	-3.138	2.671	.000	1.005	356
Mahal. Distance	.248	12.641	2.992	2.568	356
Cook's Distance	.000	.075	.003	.007	356
Centered Leverage Value	.001	.036	.008	.007	356

a. Dependent Variable: Kepuasan_Pelanggan

Charts

