

Lampiran 8

Hasil Uji Asumsi Klasik

1. Uji Multikolinearitas

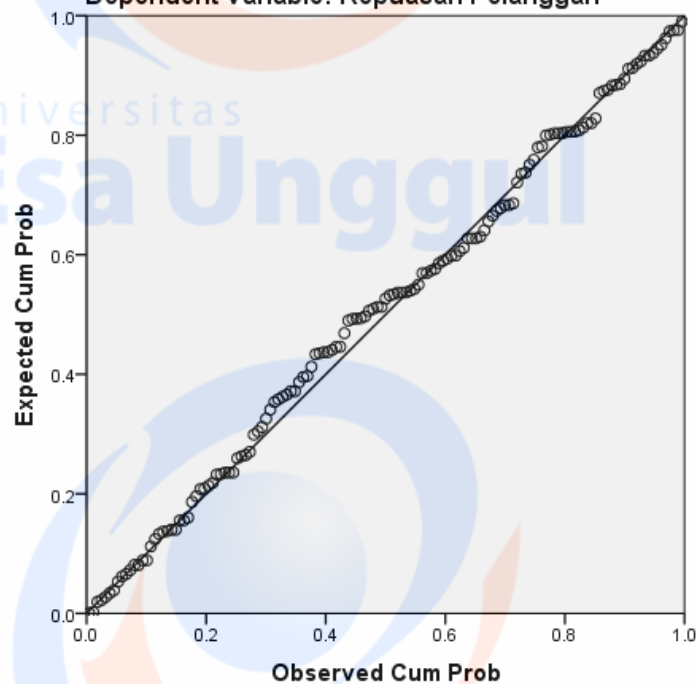
Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.712	1.887		2.497	.014		
1 Brand Image	.205	.047	.146	4.359	.000	.759	1.318
E-Service Quality	.410	.016	.857	25.611	.000	.759	1.318

a. Dependent Variable: Kepuasan Pelanggan

2. Uji Normalitas

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Kepuasan Pelanggan



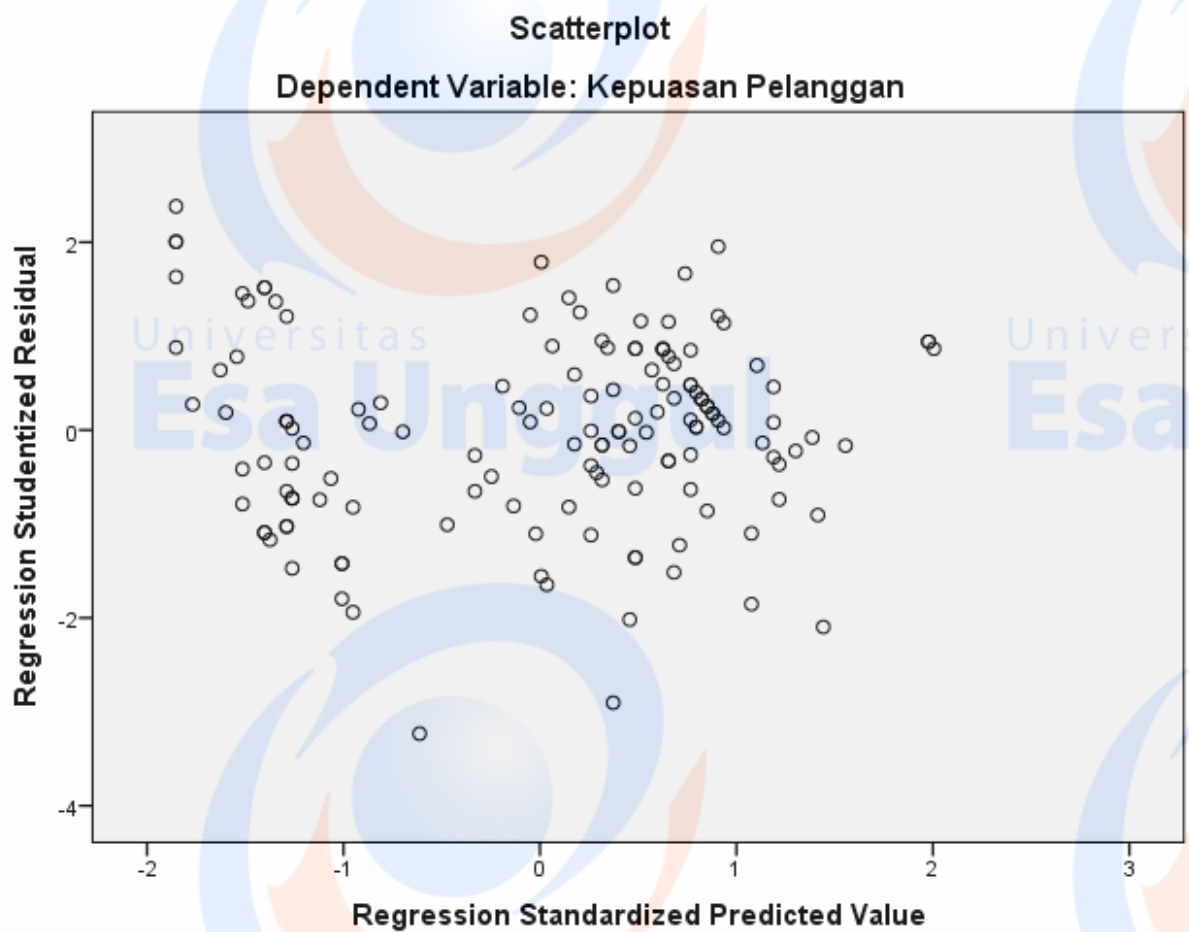
3. Hasil Uji Kolmogorov Smirnov

		Unstandardized Residual
N		145
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.69576807
	Absolute	.055
Most Extreme Differences	Positive	.031
	Negative	-.055
Kolmogorov-Smirnov Z		.667
Asymp. Sig. (2-tailed)		.766

a. Test distribution is Normal.

b. Calculated from data.

4. Hasil Uji Heteroskedastisitas



5. Uji Heteroskedastisitas Secara Glejser

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.619	1.137		4.940	.000
Brand Image	-.072	.028	-.237	-2.549	.012
E-Service Quality	-.006	.010	-.053	-.574	.567

a. Dependent Variable: RES2

Lampiran 9

Hasil Uji Hipotesis

1. Regresi Linier Berganda

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.712	1.887		2.497	.014		
1 Brand Image	.205	.047	.146	4.359	.000	.759	1.318
E-Service Quality	.410	.016	.857	25.611	.000	.759	1.318

a. Dependent Variable: Kepuasan Pelanggan

2. Hasil Uji F

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	7620.039	2	3810.019	516.997	.000 ^b
1 Residual	1046.472	142	7.370		
Total	8666.510	144			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), EService_Quality, Brand_Image

3. Hasil Uji t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.712	1.887		2.497	.014		
1 Brand Image	.205	.047	.146	4.359	.000	.759	1.318
E-Service Quality	.410	.016	.857	25.611	.000	.759	1.318

a. Dependent Variable: Kepuasan Pelanggan

4. Hasil Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.938 ^a	.879	.878	2.71469

a. Predictors: (Constant), EService_Quality, Brand_Image