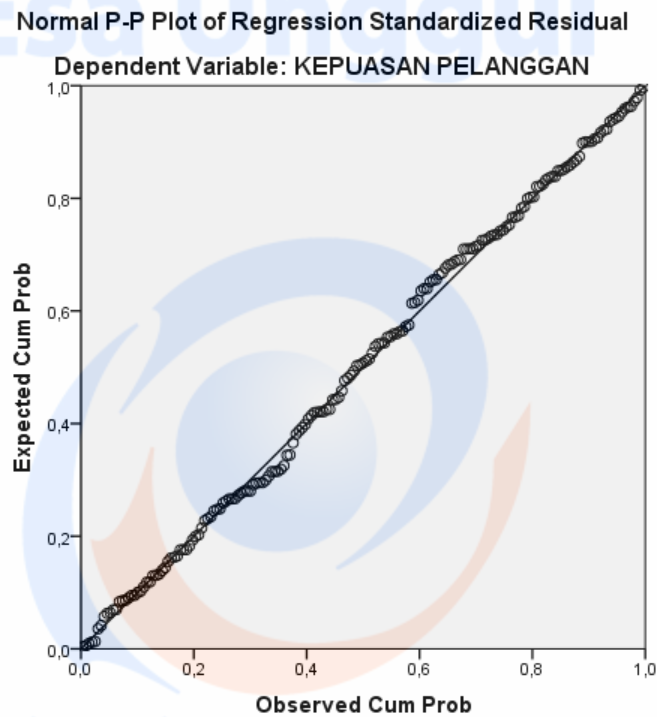


## Lampiran 9

**UJI ASUMSI KLASIK****1. Uji Normalitas**

Sumber : Hasil Output Software Statistik (2018)

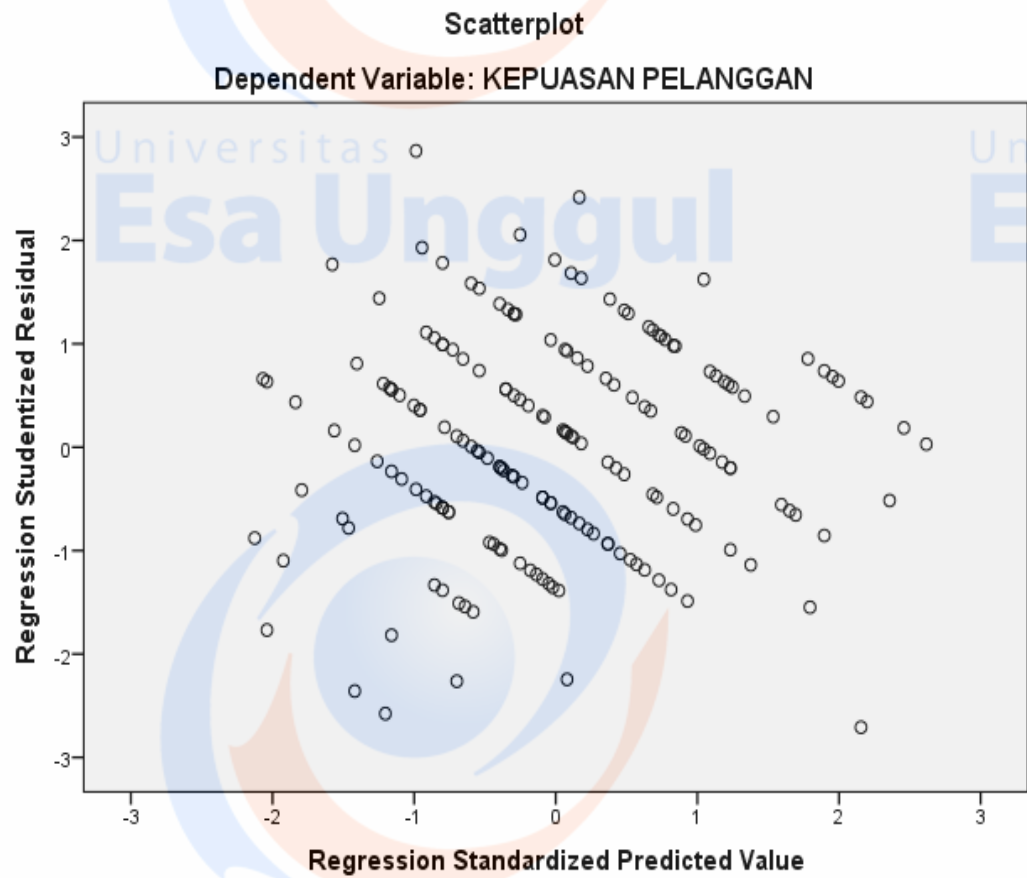
**2. Uji Multikolinieritas****Coefficients<sup>a</sup>**

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
KUALITAS PELAYANAN	,783	1,278
PERSEPSI HARGA	,793	1,261
CITRA MEREK	,784	1,275

a. Dependent Variable: KEPUASAN PELANGGAN

Sumber : Hasil Output Software Statistik (2018)

### 3. Uji Heteroskedastisitas



Sumber : Hasil Output Software Statistik (2018)