

Lampiran 5 Uji Validitas

1. Kualitas pelayanan

Correlations

		P1	P2	P3	P4	P5	P6	TOTAL
P1	Pearson Correlation	1	.542**	.595**	.331	.579**	.254	.735**
	Sig. (2-tailed)		.002	.001	.074	.001	.176	.000
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	.542**	1	.733**	.508**	.415*	.546**	.875**
	Sig. (2-tailed)	.002		.000	.004	.023	.002	.000
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	.595**	.733**	1	.171	.611**	.232	.774**
	Sig. (2-tailed)	.001	.000		.366	.000	.216	.000
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	.331	.508**	.171	1	.280	.490**	.616**
	Sig. (2-tailed)	.074	.004	.366		.134	.006	.000
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	.579**	.415*	.611**	.280	1	.323	.712**
	Sig. (2-tailed)	.001	.023	.000	.134		.082	.000
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	.254	.546**	.232	.490**	.323	1	.665**
	Sig. (2-tailed)	.176	.002	.216	.006	.082		.000
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.735**	.875**	.774**	.616**	.712**	.665**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

2. Word Of Mouth

		Correlations								
		P1	P2	P3	P4	P5	P6	P7	P8	TOTAL
P1	Pearson Correlation	1	.431*	.442*	.666**	.399*	.406*	.479**	.336	.672**
	Sig. (2-tailed)		.017	.015	.000	.029	.026	.007	.069	.000
	N	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.431*	1	.421*	.663**	.633**	.613**	.239	.772**	.755**
	Sig. (2-tailed)	.017		.021	.000	.000	.000	.203	.000	.000
	N	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.442*	.421*	1	.650**	.625**	.602**	.572**	.676**	.799**
	Sig. (2-tailed)	.015	.021		.000	.000	.000	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.666**	.663**	.650**	1	.542**	.769**	.605**	.691**	.896**
	Sig. (2-tailed)	.000	.000	.000		.002	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.399*	.633**	.625**	.542**	1	.502**	.417*	.673**	.755**
	Sig. (2-tailed)	.029	.000	.000	.002		.005	.022	.000	.000
	N	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.406*	.613**	.602**	.769**	.502**	1	.699**	.712**	.853**
	Sig. (2-tailed)	.026	.000	.000	.000	.005		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.479**	.239	.572**	.605**	.417*	.699**	1	.282	.698**
	Sig. (2-tailed)	.007	.203	.001	.000	.022	.000		.131	.000
	N	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.336	.772**	.676**	.691**	.673**	.712**	.282	1	.817**
	Sig. (2-tailed)	.069	.000	.000	.000	.000	.000	.131		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.672**	.755**	.799**	.896**	.755**	.853**	.698**	.817**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

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

3. Kepercayaan Pelanggan

Correlations

		P1	P2	P3	P4	P5	P6	TOTAL
P1	Pearson Correlation	1	.385*	.776**	.402 [†]	.724**	.287	.726**
	Sig. (2-tailed)		.036	.000	.028	.000	.124	.000
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	.385*	1	.587**	.759**	.404 [†]	.608**	.826**
	Sig. (2-tailed)	.036		.001	.000	.027	.000	.000
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	.776**	.587**	1	.553**	.650**	.389 [†]	.824**
	Sig. (2-tailed)	.000	.001		.002	.000	.034	.000
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	.402 [†]	.759**	.553**	1	.429 [†]	.667**	.856**
	Sig. (2-tailed)	.028	.000	.002		.018	.000	.000
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	.724**	.404 [†]	.650**	.429 [†]	1	.303	.711**
	Sig. (2-tailed)	.000	.027	.000	.018		.104	.000
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	.287	.608**	.389 [†]	.667**	.303	1	.716**
	Sig. (2-tailed)	.124	.000	.034	.000	.104		.000
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.726**	.826**	.824**	.856**	.711**	.716**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

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

4. Kepuasan Pelanggan

Correlations

	P1	P2	P3	P4	P5	TOTAL
P1 Pearson Correlation	1	.409*	.366*	.195	.669**	.709**
P1 Sig. (2-tailed)		.025	.046	.303	.000	.000
P1 N	30	30	30	30	30	30
P2 Pearson Correlation	.409*	1	.183	.611**	.243	.665**
P2 Sig. (2-tailed)	.025		.333	.000	.195	.000
P2 N	30	30	30	30	30	30
P3 Pearson Correlation	.366*	.183	1	.550**	.623**	.750**
P3 Sig. (2-tailed)	.046	.333		.002	.000	.000
P3 N	30	30	30	30	30	30
P4 Pearson Correlation	.195	.611**	.550**	1	.441*	.764**
P4 Sig. (2-tailed)	.303	.000	.002		.015	.000
P4 N	30	30	30	30	30	30
P5 Pearson Correlation	.669**	.243	.623**	.441*	1	.797**
P5 Sig. (2-tailed)	.000	.195	.000	.015		.000
P5 N	30	30	30	30	30	30
TOTAL Pearson Correlation	.709**	.665**	.750**	.764**	.797**	1
TOTAL Sig. (2-tailed)	.000	.000	.000	.000	.000	
TOTAL N	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

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

Lampiran 6 Uji Reliabilitas

Kualitas pelayanan

Reliability Statistics

Cronbach's Alpha	N of Items
.825	6

Word Of Mouth

Reliability Statistics

Cronbach's Alpha	N of Items
.907	8

Kepercayaan Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
.864	6

Kepuasan Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
.786	5

Keseluruhan Variabel

Reliability Statistics

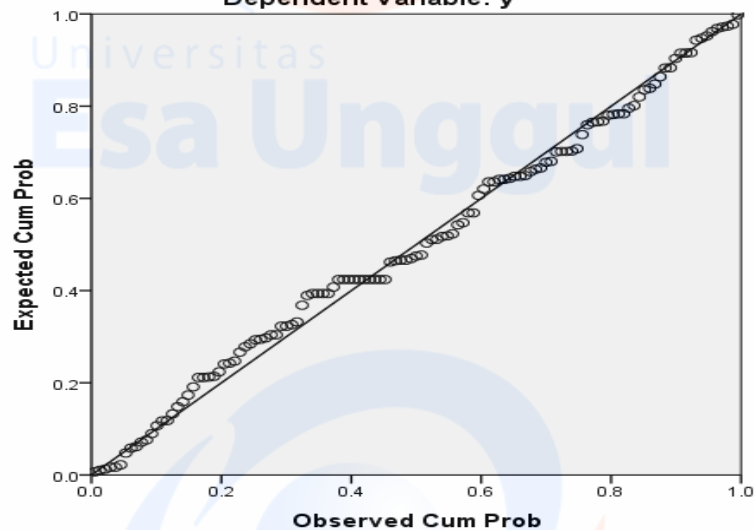
Cronbach's Alpha	N of Items
.949	25

Lampiran 7 Uji Asumsi Klasik

Uji Normalitas

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: y

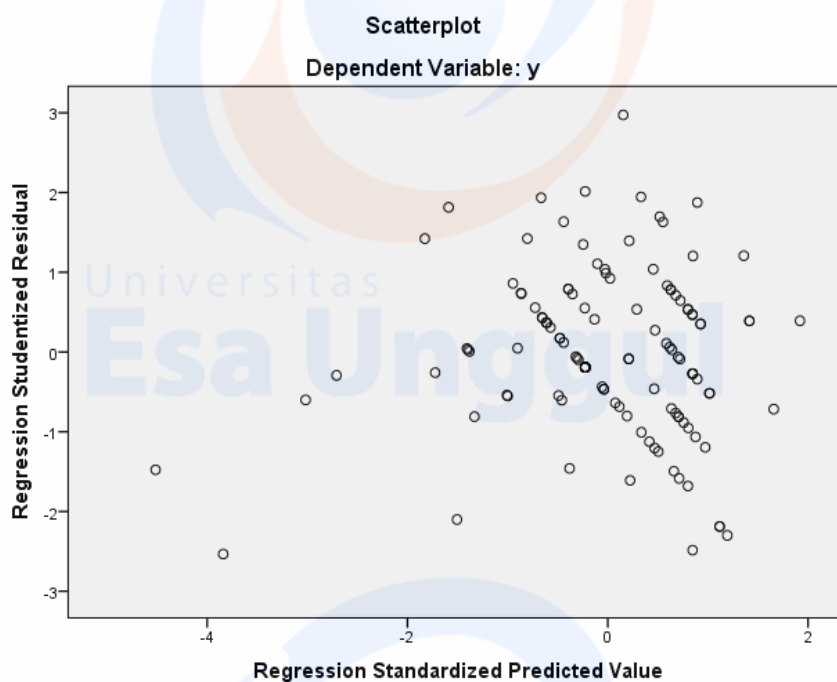


Uji Multikolinearitas

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Kualitas pelayanan	.321	3.115
<i>Word of mouth</i>	.297	3.364
Kepercayaan pelanggan	.372	2.691

a. Dependent Variable: kepuasan pelanggan

Uji Heteroskedastisitas



Lampiran 8 Uji regresi linear berganda

1. Analisis Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.619	0.827		3.169	0.002
	Kualitas Pelayanan	0.332	0.073	0.412	4,533	0.000
	Word Of Mouth	0.092	0.054	0.160	1.691	0.093
	Kepercayaan Pelanggan	0.249	0.065	0.323	3.826	0.000

a. Dependent Variable: KEPUASAN PELANGGAN

2. Uji t

Uji t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.619	.827		3.169	.002
Kualitas Pelayanan	.332	.073	.412	4.533	.000
<i>Word Of Mouth</i>	.092	.054	.160	1.691	.093
Kepercayaan Pelanggan	.248	.065	.323	3.826	.000

a. Dependent Variable: kepuasan pelanggan

3. Uji F

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	478.484	3	159.495	85.558	.000 ^b
	Residual	225.564	121	1.864		
	Total	704.048	124			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kepercayaan Pelanggan, Kualitas Pelayanan, *Word Of Mouth*)

4. Koefisien Determinasi (R^2)Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.824 ^a	0.680	0.672	1.36534	2.186

a. Predictors: (Constant), Kepercayaan Pelanggan, Kualitas Pelayanan, *Word Of Mouth*

b. Dependent Variable: Kepuasan Pelanggan

Lampiran 9 tabel r hitung

Tabel nilai kritis untuk r Pearson Product Moment								
dk=n-2	Probabilitas 1 ekor							
	0,10	0,05	0,025	0,01	0,005	0,0025	0,001	0,0005
	Probabilitas 2 ekor							
	0,20	0,10	0,05	0,02	0,01	0,01	0,002	0,001
1	0,951	0,988	0,997	1,000	1,000	1,000	1,000	1,000
2	0,800	0,900	0,950	0,980	0,990	0,995	0,998	0,999
3	0,687	0,805	0,878	0,934	0,959	0,974	0,986	0,991
4	0,608	0,729	0,811	0,882	0,917	0,942	0,963	0,974
5	0,551	0,669	0,754	0,833	0,875	0,906	0,935	0,951
6	0,507	0,621	0,707	0,789	0,834	0,870	0,905	0,925
7	0,472	0,582	0,666	0,750	0,798	0,836	0,875	0,898
8	0,443	0,549	0,632	0,715	0,765	0,805	0,847	0,872
9	0,419	0,521	0,602	0,685	0,735	0,776	0,820	0,847
10	0,398	0,497	0,576	0,658	0,708	0,750	0,795	0,823
11	0,380	0,476	0,553	0,634	0,684	0,726	0,772	0,801
12	0,365	0,458	0,532	0,612	0,661	0,703	0,750	0,780
13	0,351	0,441	0,514	0,592	0,641	0,683	0,730	0,760
14	0,338	0,426	0,497	0,574	0,623	0,664	0,711	0,742
15	0,327	0,412	0,482	0,558	0,606	0,647	0,694	0,725
16	0,317	0,400	0,468	0,543	0,590	0,631	0,678	0,708
17	0,308	0,389	0,456	0,529	0,575	0,616	0,662	0,693
18	0,299	0,378	0,444	0,516	0,561	0,602	0,648	0,679
19	0,291	0,369	0,433	0,503	0,549	0,589	0,635	0,665
20	0,284	0,360	0,423	0,492	0,537	0,576	0,622	0,652
21	0,277	0,352	0,413	0,482	0,526	0,565	0,610	0,640
22	0,271	0,344	0,404	0,472	0,515	0,554	0,599	0,629
23	0,265	0,337	0,396	0,462	0,505	0,543	0,588	0,618
24	0,260	0,330	0,388	0,453	0,496	0,534	0,578	0,607
25	0,255	0,323	0,381	0,445	0,487	0,524	0,568	0,597
26	0,250	0,317	0,374	0,437	0,479	0,515	0,559	0,588
27	0,245	0,311	0,367	0,430	0,471	0,507	0,550	0,579
28	0,241	0,306	0,361	0,423	0,463	0,499	0,541	0,570
29	0,237	0,301	0,355	0,416	0,456	0,491	0,533	0,562
30	0,233	0,296	0,349	0,409	0,449	0,484	0,526	0,554
35	0,216	0,275	0,325	0,381	0,418	0,452	0,492	0,519
40	0,202	0,257	0,304	0,358	0,393	0,425	0,463	0,490
45	0,190	0,243	0,288	0,338	0,372	0,403	0,439	0,465
50	0,181	0,231	0,273	0,322	0,354	0,384	0,419	0,443
60	0,165	0,211	0,250	0,295	0,325	0,352	0,385	0,408
70	0,153	0,195	0,232	0,274	0,302	0,327	0,358	0,380
80	0,143	0,183	0,217	0,257	0,283	0,307	0,336	0,357
90	0,135	0,173	0,205	0,242	0,267	0,290	0,318	0,338
100	0,128	0,164	0,195	0,230	0,254	0,276	0,303	0,321
150	0,105	0,134	0,159	0,189	0,208	0,227	0,249	0,264
200	0,091	0,116	0,138	0,164	0,181	0,197	0,216	0,230
300	0,074	0,095	0,113	0,134	0,148	0,161	0,177	0,188
400	0,064	0,082	0,098	0,116	0,128	0,140	0,154	0,164
500	0,057	0,073	0,088	0,104	0,115	0,125	0,138	0,146
1000	0,041	0,052	0,062	0,073	0,081	0,089	0,098	0,104

