

Lampiran 1**KUESIONER PENELITIAN**

Dengan Hormat,

Perkenalkan nama saya Adi Mulyono mahasiswa Universitas Esa Unggul Fakultas Ekonomi dan Bisnis program studi Manajemen. Saat ini saya sedang melakukan penelitian mengenai pengaruh kualitas pelayanan terhadap pembelian ulang pada transjakarta. Penelitian ini saya ajukan sebagai skripsi, yang merupakan salah satu syarat guna untuk memperoleh gelar sarjana di fakultas ekonomi dan bisnis universitas esa unggul.

Maka saya mengharapkan ketersediaan saudara/i untuk menjadi responden dari penelitian ini, Responden di harapkan mengisi kuesioner dengan lengkap dan sesuai dengan keadaan sebenarnya. Karena hasil dari survei ini sangat berpengaruh terhadap hasil penelitian saya.

PETUNJUK PENGISIAN

1. Isilah data responden berikut berdasarkan kereteria saudara/i miliki
2. Pilihlah salah satu jawaban yang memenuhi presepsi saudara/i dengan cara memberikan tanda centang (√)
3. Keterangan jawaban :
 - 1) STS : sangat tidak setuju
 - 2) TS : tidak setuju
 - 3) S : setuju
 - 4) SS : sangat setuju
4. Jawaban saudara/i akan di jamin kerahasiaannya, untuk itu saya mengharapkan jawaban dengan sejujur-jujurnya

DATA RESPONDEN

1. Jenis Kelamin :

<input type="checkbox"/>	Laki-laki
<input type="checkbox"/>	Perempuan
2. Usia :

<input type="checkbox"/>	17 – 21 tahun
<input type="checkbox"/>	22 – 26 tahun
<input type="checkbox"/>	27 – 31 tahun
<input type="checkbox"/>	>31tahun
3. Pendidikan Terakhir :

<input type="checkbox"/>	SLTA/Sederajat
<input type="checkbox"/>	Sarjana (S1)

Pascasarjana (S2/S3)
 _____ (yang lainnya)

4. Pekerjaan :

Mahasiswa/Pelajar
 Karyawan Swasta
 Wiraswasta
 _____ (yang lainnya)

5. Rata-rata penghasilan perbulan :

≤ Rp 1.000.000
 Rp 1.000.001 – Rp 3.000.000
 Rp 3.000.001 – Rp 5.000.000
 >Rp 5.000.000

6. Sudah berapa lama menggunakan jasa transportasi Transjakarta:

1 tahun
 1 -3 tahun
 >3 tahun

7. Faktor yang menyebabkan tertarik menggunakan Jasa Transportasi Transjakarta :

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KUESIONER

No	Dimensi	Pernyataan	Jawaban			
			STS	TS	S	SS
1	<i>Tangible</i>	1. Halte bus Transjakarta terjaga kebersihannya 2. Toilet di dalam halte terjaga kebersihannya 3. Karyawan Transjakarta berpakaian rapi 4. Bus Transjakarta selalu terjaga kebersihannya 5. Peralatan komunikasi seperti petunjuk jalur rute Bus Jakarta lengkap 6. Kursi bus Transjakarta				

		nyaman digunakan	
2	<i>Emphaty</i>	<p>7. Petugas transjakarta selalu memberikan perhatian kepada penumpang</p> <p>8. Petugas Transjakarta memahami kebutuhan penumpang</p> <p>9. Petugas Transjakarta mudah untuk dihubungi</p> <p>10. Petugas Transjakarta sigap dalam melayani penumpang</p> <p>11. Petugas Transjakarta memberikan rasa aman kepada penumpang</p> <p>12. Petugas Transjakarta memberikan perhatian khusus kepada penumpang prioritas</p>	
3	<i>Responsiveness</i>	<p>13. Petugas Transjakarta cepat dalam memberikan pelayanan kepada penumpang</p> <p>14. Petugas Transjakarta mampu menjelaskan rute dari semua koridor</p> <p>15. Petugas Transjakarta selalu bersedia membantu penumpang yang kebingungan</p> <p>16. Petugas Transjakarta selalu mengingatkan hal-hal penting yang perlu diketahui penumpang seperti tujuan bis</p>	
4	<i>Reliability</i>	<p>17. Ketepatan waktu keberangkatan bus Transjakarta</p>	

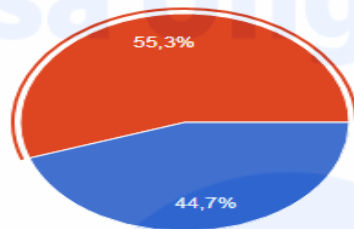
		<p>18. Ketepatan waktu kedatangan Bus Transjakarta</p> <p>19. Terdapat informasi kedatangan Bus Transjakarta di setiap Halte</p> <p>20. Petugas Transjakarta mampu menjelaskan berapa lama lagi bus akan sampai</p> <p>21. Petugas Transjakarta memberikan informasi yang akurat tentang rute bus</p>	
5	<i>Assurance</i>	<p>22. Petugas Transjakarta mengetahui semua informasi tentang info rute transjakarta</p> <p>23. Petugas Transjakarta mengetahui semua informasi tentang info Jadwal Bus transjakarta</p> <p>24. Petugas Transjakarta selalu sopan dalam memberikan pelayanan kepada penumpang</p> <p>25. Informasi yang disampaikan oleh petugas Transjakarta terpercaya</p>	
6	Pembelian ulang	<p>26. Kemantapan menggunakan Transjakarta</p> <p>27. Menggunakan Transjakarta kembali karena memiliki kepercayaan yang tinggi dengan pelayanan yang di berikan Transjakarta</p> <p>28. Rute Transjakarta sesuai keinginan atau kebutuhan</p> <p>29. Ketertarikan untuk menggunakan ulang Transjakarta untuk berbagai kegiatan</p> <p>30. Menggunakan ulang</p>	

		Transjakarta karena mendapatkan kemudahan pelayanan	
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Lampiran 2

Data Karakteristik 150 Responden

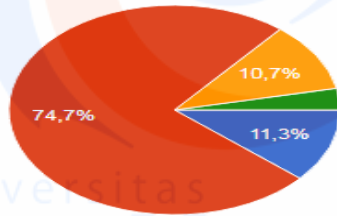
Jenis Kelamin
150 tanggapan



● Laki-laki
● Perempuan

Data karakteristik Berdasarkan Usia

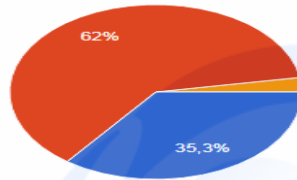
Usia
150 tanggapan



- 17-21
- 22-26
- 27-32
- >32

Data Responden Berdasarkan Tingkat Pendidikan

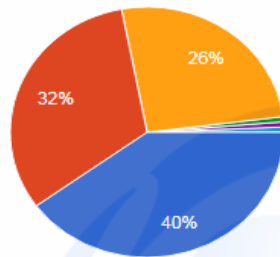
Pendidikan Terakhir
150 tanggapan



- SLTA/ sederajat
- S1
- Pasca sarjana (S2/S3)

Data Responden Berdasarkan Pekerjaan

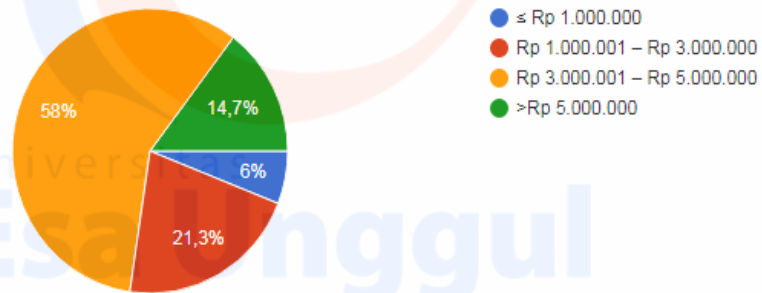
Pekerjaan
150 tanggapan



- Mahasiswa/ pelajar
- Karyawan swasta
- Wiraswasta
- Belum bekerja
- CALON PRESIDEN
- Pns

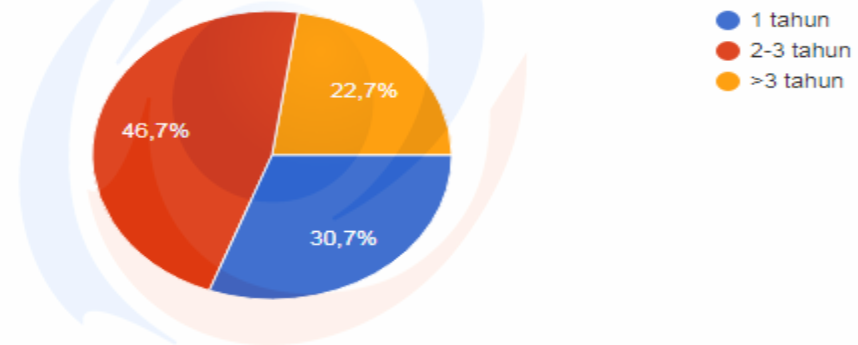
Data responden berdasarkan Rata – rata pendapatan perbulan

Penghasilan perbulan
150 tanggapan



Data responden berdasarkan lama menggunakan jasa transportasi Transjakarta

Sudah berapa lama menggunakan jasa transportasi Transjakarta
150 tanggapan

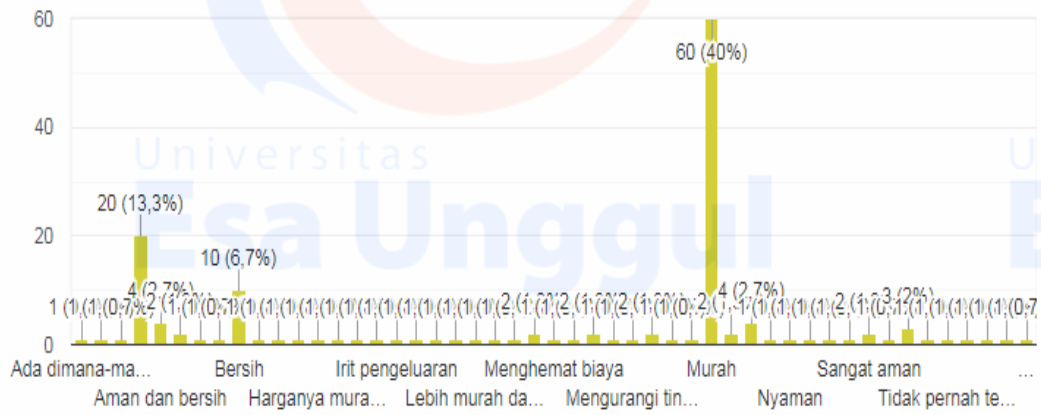


Data responden berdasarkan Faktor yang menyebabkan tertarik menggunakan Jasa Transportasi Transjakarta

Faktor yang menyebabkan tertarik menggunakan Jasa Transportasi Transjakarta



150 tanggapan



Lampiran 3
Tabulasi Pre-Test (30 Responden)

Universitas
Esa Unggul

Universitas
Esa Unggul

Universitas
Esa Unggul

Universitas
Esa U

Universitas
Esa U

Universitas
Esa U

Column 1	x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	total skor	x2.7	x2.8	x2.9	x2.10	x2.11	x2.12	total skor	x3.1	x3.4	x3.5	x3.6	total skor	x4.7	x4.8	x4.9	x4.20	x4.21	total skor	x5.2	x5.3	x5.4	x5.5	total skor	y1	y2	y3	y4	y5	total skor	Jumlah Score keseluruhan
1	3	2	3	3	3	3	17	3	3	3	3	3	3	18	3	3	3	3	12	3	3	3	3	3	15	3	3	3	3	12	3	3	3	3	3	15	89
2	3	3	3	3	4	3	19	3	3	3	3	3	3	18	3	3	3	3	12	3	3	3	3	3	15	3	3	3	3	12	3	3	3	3	3	15	167
3	3	4	3	3	3	3	19	4	4	4	3	3	3	21	4	4	3	4	15	3	2	3	3	3	14	3	3	3	3	12	3	3	4	4	4	18	99
4	3	4	4	3	3	4	21	2	3	3	3	3	3	17	4	3	3	4	14	4	4	3	3	3	17	4	3	3	3	13	3	3	4	4	3	17	99
5	3	3	3	3	3	3	18	3	3	3	3	3	3	18	3	3	3	3	12	3	3	3	3	2	14	2	2	3	2	9	2	2	3	3	3	13	84
6	2	2	3	3	2	3	15	2	2	2	2	2	2	12	2	2	2	2	8	3	3	2	2	3	13	3	2	3	3	11	2	2	2	3	3	12	71
7	2	2	3	3	3	3	16	3	3	3	3	3	3	18	2	3	3	3	11	3	3	3	3	3	15	3	3	3	3	12	3	3	3	3	3	15	87
8	3	2	3	3	3	3	17	3	2	1	1	1	1	9	1	1	1	1	4	2	2	2	2	2	10	1	1	3	1	6	2	2	3	2	2	11	57
9	2	2	3	2	3	3	15	2	2	1	1	3	3	12	2	3	2	3	10	2	3	4	2	2	13	2	4	2	4	12	3	3	4	4	4	18	80
10	3	3	4	4	4	4	22	3	3	3	3	3	3	18	3	3	1	1	8	3	3	1	2	2	11	1	1	3	3	8	3	3	3	3	3	15	82
11	4	2	3	1	3	3	16	2	2	2	3	3	1	13	2	3	3	3	11	2	2	2	3	2	11	3	3	3	3	12	3	4	4	4	3	18	81
12	4	2	2	1	1	1	11	2	2	2	2	3	3	14	3	1	2	2	8	2	3	2	2	3	12	3	3	2	2	10	2	2	2	2	2	10	65

13	4	4	4	4	4	4	2 4	3	3	3	3	3	3	3	1 8	3	3	3	1	1 0	1	1	1	1	1	5	1	3	3	3	1 0	1	1	1	1	1	5	72
14	1	1	4	2	2	2	1 2	2	2	2	2	2	2	1 2	1	2	1	2	6	3	1	1	1	1	7	3	3	3	2	1 1	2	2	2	3	3	1 2	10 8	
15	4	2	4	2	2	2	1 6	3	3	3	2	2	3	1 6	3	2	2	1	8	3	3	3	3	3	15	1	1	3	3	8	3	3	4	4	4	1 8	81	
16	4	4	4	4	4	4	2 4	3	3	3	3	3	3	1 8	4	4	4	4	1 6	3	3	3	3	3	15	4	4	3	4	1 5	3	4	4	3	4	1 8	10 6	
17	4	4	3	3	3	4	2 1	2	3	2	2	2	2	1 3	2	3	3	2	1 0	3	4	4	1	1	13	3	3	3	3	1 2	3	3	4	4	3	1 7	86	
18	3	3	3	4	4	4	2 1	3	3	3	4	3	3	1 9	3	3	3	3	1 2	4	4	4	4	4	20	3	3	3	3	1 2	3	3	3	3	3	1 5	99	
19	2	1	3	4	3	4	1 7	2	3	2	3	3	3	1 6	3	3	3	4	1 3	4	4	4	3	3	18	4	4	3	3	1 4	3	3	3	4	4	1 7	95	
20	4	3	4	4	4	3	2 2	3	3	3	2	3	2	1 6	3	2	3	4	1 2	4	4	4	4	4	20	4	4	4	4	1 6	2	2	3	4	3	1 4	10 0	
21	3	3	3	3	3	3	1 8	3	3	3	3	3	3	1 8	3	3	3	3	1 2	3	3	2	2	2	12	3	3	3	2	1 1	3	3	3	3	3	1 5	86	
22	3	1	3	3	2	2	1 4	3	2	3	2	2	2	1 4	3	2	2	2	9	3	3	4	2	1	13	2	2	3	3	1 0	1	2	3	3	3	1 2	13 2	
23	3	1	3	3	3	3	1 6	2	2	2	1	1	3	1 1	1	1	3	3	8	3	3	3	3	3	15	3	1	3	1	8	1	1	3	3	3	1 1	12 7	
24	3	3	3	3	3	3	1 8	2	2	3	2	2	3	1 4	3	3	2	2	1 0	3	3	3	3	3	15	3	3	2	2	1 0	2	2	2	2	2	1 0	14 4	
25	3	3	3	3	3	3	1 8	3	2	3	2	2	2	1 4	2	3	2	2	9	3	2	3	2	3	13	3	2	3	2	1 0	3	3	3	4	4	1 7	14 5	
26	3	3	1	1	1	1	1 0	3	3	3	3	3	3	1 8	3	3	3	3	1 2	3	4	4	3	3	17	3	3	3	3	1 2	3	3	3	4	3	1 6	15 4	
27	3	3	3	4	4	4	2 1	1	1	2	2	1	2	9	2	3	3	1	9	1	2	4	3	1	11	2	2	3	3	1 0	2	1	3	3	4	1 3	13 3	
28	3	2	3	3	2	2	1 5	3	3	2	2	1	2	1 3	3	3	3	3	1 2	2	2	3	1	3	11	3	3	1	2	9	2	2	3	3	2	1 2	13 2	

29	3	3	3	3	3	3	3	1 8	3	2	2	2	2	2	2	1 3	2	3	3	3	1 1	2	2	4	3	3	14	3	3	3	3	1 2	3	3	4	3	3	1 6	15 2
30	3	3	3	3	3	3	3	1 8	3	3	3	3	3	3	3	1 8	3	3	3	3	1 2	2	2	3	3	3	13	3	3	3	3	1 2	3	3	3	3	3	1 5	16 1

Lampiran 4
Uji Hipotesis
Variabel *Tengible*

Correlations

		x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	totalx1
x1.1	Pearson Correlation	1	.484**	.066	.004	.178	.058	.406*
	Sig. (2-tailed)		.007	.728	.985	.347	.762	.026
	N	30	30	30	30	30	30	30
x1.2	Pearson Correlation	.484**	1	.153	.307	.456*	.445*	.689**
	Sig. (2-tailed)	.007		.420	.099	.011	.014	.000
	N	30	30	30	30	30	30	30
x1.3	Pearson Correlation	.066	.153	1	.522**	.548**	.528**	.624**
	Sig. (2-tailed)	.728	.420		.003	.002	.003	.000
	N	30	30	30	30	30	30	30
x1.4	Pearson Correlation	.004	.307	.522**	1	.761**	.765**	.793**
	Sig. (2-tailed)	.985	.099	.003		.000	.000	.000
	N	30	30	30	30	30	30	30
ex1.5	Pearson Correlation	.178	.456*	.548**	.761**	1	.853**	.892**
	Sig. (2-tailed)	.347	.011	.002	.000		.000	.000
	N	30	30	30	30	30	30	30
x1.6	Pearson Correlation	.058	.445*	.528**	.765**	.853**	1	.862**
	Sig. (2-tailed)	.762	.014	.003	.000	.000		.000
	N	30	30	30	30	30	30	30
totalx1	Pearson Correlation	.406*	.689**	.624**	.793**	.892**	.862**	1
	Sig. (2-tailed)	.026	.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).

Uji Validitas Variabel *Emphaty*

Correlations

		x2.7	x2.8	x2.9	x2.10	x2.11	x2.12	totalx2
x2.7	Pearson Correlation	1	.686**	.597**	.367*	.317	.200	.664**
	Sig. (2-tailed)		.000	.000	.046	.087	.289	.000
	N	30	30	30	30	30	30	30
x2.8	Pearson Correlation	.686**	1	.637**	.625**	.577**	.514**	.858**
	Sig. (2-tailed)	.000		.000	.000	.001	.004	.000
	N	30	30	30	30	30	30	30
x2.9	Pearson Correlation	.597**	.637**	1	.672**	.491**	.517**	.838**
	Sig. (2-tailed)	.000	.000		.000	.006	.003	.000
	N	30	30	30	30	30	30	30
x2.10	Pearson Correlation	.367*	.625**	.672**	1	.709**	.426*	.829**
	Sig. (2-tailed)	.046	.000	.000		.000	.019	.000
	N	30	30	30	30	30	30	30
x2.11	Pearson Correlation	.317	.577**	.491**	.709**	1	.533**	.792**
	Sig. (2-tailed)	.087	.001	.006	.000		.002	.000
	N	30	30	30	30	30	30	30
x2.12	Pearson Correlation	.200	.514**	.517**	.426*	.533**	1	.680**
	Sig. (2-tailed)	.289	.004	.003	.019	.002		.000
	N	30	30	30	30	30	30	30
totalx2	Pearson Correlation	.664**	.858**	.838**	.829**	.792**	.680**	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).

Uji Validitas Responsiveness

Correlations

		x3.13	x3.14	x3.15	x3.16	totax3
x3.13	Pearson Correlation	1	.552**	.448*	.423*	.761**
	Sig. (2-tailed)		.002	.013	.020	.000
	N	30	30	30	30	30
x3.14	Pearson Correlation	.552**	1	.534**	.399*	.766**
	Sig. (2-tailed)	.002		.002	.029	.000
	N	30	30	30	30	30
x3.15	Pearson Correlation	.448*	.534**	1	.649**	.823**
	Sig. (2-tailed)	.013	.002		.000	.000
	N	30	30	30	30	30
x3.16	Pearson Correlation	.423*	.399*	.649**	1	.809**
	Sig. (2-tailed)	.020	.029	.000		.000
	N	30	30	30	30	30
totax3	Pearson Correlation	.761**	.766**	.823**	.809**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

Uji Validitas Reliability

Correlations

		x4.17	x4.18	x4.19	x4.20	x4.21	jumlahx4
x4.17	Pearson Correlation	1	.716**	.261	.421*	.504**	.744**
	Sig. (2-tailed)		.000	.163	.021	.005	.000
	N	30	30	30	30	30	30
x4.18	Pearson Correlation	.716**	1	.543**	.457*	.435*	.823**
	Sig. (2-tailed)	.000		.002	.011	.016	.000
	N	30	30	30	30	30	30
x4.19	Pearson Correlation	.261	.543**	1	.493**	.300	.701**
	Sig. (2-tailed)	.163	.002		.006	.107	.000
	N	30	30	30	30	30	30
x4.20	Pearson Correlation	.421*	.457*	.493**	1	.659**	.793**
	Sig. (2-tailed)	.021	.011	.006		.000	.000
	N	30	30	30	30	30	30
x4.21	Pearson Correlation	.504**	.435*	.300	.659**	1	.755**
	Sig. (2-tailed)	.005	.016	.107	.000		.000
	N	30	30	30	30	30	30
jumlahx4	Pearson Correlation	.744**	.823**	.701**	.793**	.755**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	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).

Uji Validitas Assurance

		Correlations				
		x5.22	x5.23	x5.24	x5.25	totalx5
x5.22	Pearson Correlation	1	.661**	.073	.208	.771**
	Sig. (2-tailed)		.000	.701	.271	.000
	N	30	30	30	30	30
x5.23	Pearson Correlation	.661**	1	-.093	.564**	.857**
	Sig. (2-tailed)	.000		.625	.001	.000
	N	30	30	30	30	30
x5.24	Pearson Correlation	.073	-.093	1	.269	.324
	Sig. (2-tailed)	.701	.625		.150	.081
	N	30	30	30	30	30
x5.25	Pearson Correlation	.208	.564**	.269	1	.730**
	Sig. (2-tailed)	.271	.001	.150		.000
	N	30	30	30	30	30
totalx5	Pearson Correlation	.771**	.857**	.324	.730**	1
	Sig. (2-tailed)	.000	.000	.081	.000	
	N	30	30	30	30	30

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

Uji Validitas Variabel Pembelian Ulang

Correlations

		y1	y2	y3	y4	y5	totaly
y1	Pearson Correlation	1	.882**	.615**	.575**	.528**	.851**
	Sig. (2-tailed)		.000	.000	.001	.003	.000
	N	30	30	30	30	30	30
y2	Pearson Correlation	.882**	1	.655**	.547**	.461*	.842**
	Sig. (2-tailed)	.000		.000	.002	.010	.000
	N	30	30	30	30	30	30
y3	Pearson Correlation	.615**	.655**	1	.728**	.645**	.865**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
y4	Pearson Correlation	.575**	.547**	.728**	1	.761**	.857**
	Sig. (2-tailed)	.001	.002	.000		.000	.000
	N	30	30	30	30	30	30
y5	Pearson Correlation	.528**	.461*	.645**	.761**	1	.803**
	Sig. (2-tailed)	.003	.010	.000	.000		.000
	N	30	30	30	30	30	30
totaly	Pearson Correlation	.851**	.842**	.865**	.857**	.803**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	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).

Uji Reliabilitas

Variabel *Tengible*

Reliability Statistics

Cronbach's Alpha	N of Items
.810	6

Variabel *Empathy*

Reliability Statistics

Cronbach's Alpha	N of Items
.869	6

Variabel *Responsiveness*

Reliability Statistics

Cronbach's Alpha	N of Items
.792	4

Variabel *Reliability*

Reliability Statistics

Cronbach's Alpha	N of Items
.817	5

Variabel *Assurance*

Reliability Statistics

Cronbach's Alpha	N of Items
.738	4

Variabel *Pembelian Ulang*

Reliability Statistics

Cronbach's Alpha	N of Items
.898	5

Lampiran 6

Tabulasi 150 Responden

X1 Tangible						Total	X2 Emphaty						Total	X3 responsiveness				total
3	4	3	4	3	3	20	4	3	4	3	4	3	21	3	4	4	3	14
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X4 Reliability					Total	X5 assurance			total	(Y) pembelian Ulang					Total
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No	Variabel	Pernyataan	Nilai Tertinggi
1	Tengible	Bus Transjakarta selalu terjaga kebersihannya	483
2	Emphaty	Petugas Transjakarta sigap dalam melayani penumpang	481
3	Responsiveness	Petugas Transjakarta cepat dalam melayani penumpang	480
4	Reliability	Ketepatan waktu keberangkatan bus Transjakarta	477
5	Assurance	Petugas Transjakarta Selalu sopam dalam memberikan pelayanan kepada penumpang	515
6	Pembelian Ulang	Kemantapan menggunakan Transjakarta	468

Lampiran 7

Hasil Uji Normalitas

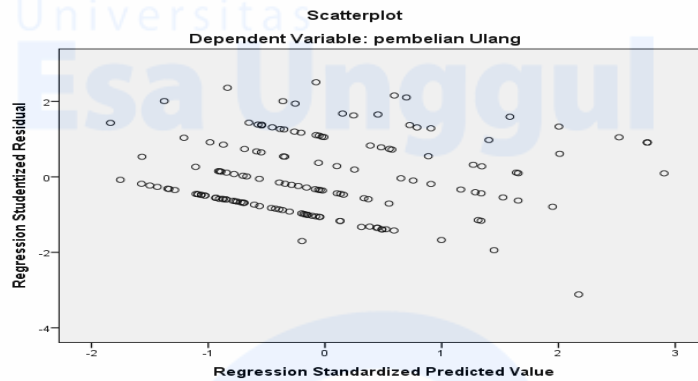
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1.39513624
Most Extreme Differences	Absolute	.105
	Positive	.105
	Negative	-.055
Kolmogorov-Smirnov Z		1.282
Asymp. Sig. (2-tailed)		.075
a. Test distribution is Normal.		
b. Calculated from data.		

Hasil Uji Multikolinieritas

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Toleran	VIF
1	(Constant)	7.131	1.713		4.163	.000		
	Tangible	.195	.065	.233	2.983	.003	.849	1.178
	Emphaty	-.023	.053	-.035	-.439	.661	.814	1.228
	Responsiveness	.146	.076	.159	1.931	.055	.771	1.297
	Reliability	.260	.068	.307	3.842	.000	.815	1.227

Assurance	-.003	.089	-.003	-.037	.971	.980	1.020
a. Dependent Variable: pembelian Ulang							

Grafik Scatter Plot



Hasil Uji Regresi Linier Berganda

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.658	1.337		-.492	.623
Tangibel	.171	.054	.209	3.143	.002
emphaty	.113	.063	.120	1.807	.073
responsiveness	.383	.080	.333	4.794	.000
reliability	.162	.062	.171	2.609	.010
assurance	.328	.061	.334	5.408	.000

a. Dependent Variable: pembelian ulang

Hasil Uji F

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	229.616	5	45.923	33.833	.000 ^b
Residual	195.457	144	1.357		
Total	425.073	149			

Hasil Uji t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.658	1.337		-.492	.623
1 Tangibel	.171	.054	.209	3.143	.002
emphaty	.113	.063	.120	1.807	.073
responsiveness	.383	.080	.333	4.794	.000
reliability	.162	.062	.171	2.609	.010
assurance	.328	.061	.334	5.408	.000

a. Dependent Variable: pembelian ulang

Hasil uji koefisien Determinasi (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735 ^a	.540	.524	1.16505

a. Predictors: (Constant), responsive, assurance, reliability, tangible , empathy