

DAFTAR PUSTAKA

- Arikunto, Suharsimi. 2006. "*Prosedur Penelitian Suatu Pendekatan Praktik*". Jakarta: PT. Rineka Cipta.
- Ghozali, Imam. 2006. "*Aplikasi Analisis Multivariate dengan Program SPSS*". Semarang : Badan Penerbit Undip.
- Olaru, Doina dan Sharon Purchase. 2007. *From Customer Value to Repurchase Intentions and Recommendations*. The University of Western Australia Business School, Perth. Hal. 554.
- Lucy Nancy dan Dwi Wulandari. 2015. *Pengaruh harga, kualitas layanan dan nilai pelanggan terhadap kepuasan pelanggan*. Universitas Satya Negara Indonesia, Jakarta. Hal. 34-40.
- Allen, 2006. *Why Logic Often Takes a Backseat*. Business Wee.
- Aurimas dan Borisas, Melnikas . 2009. Influence of Price and Quality to Costumer Satisfaction: *Neuromarketing Approach*. Hal. 17.
- Ayse, 2007. *An Evaluation of Fast-Food Preferences According to Gender*. Humanity & Social Sciences Journal, Vol. 2 Hal. 43-50.
- Gujarati 2012. "*Dasar-dasar Ekonometrika*". Jakarta : Salemba Empat.
- Khan, Shahzad. 2012. *Determinants of Customer Satisfaction In Fast Food Industry*. International Journal of Management and Strategy, Vol. No. 3.
- Kurniawan. 2010. *Management Marketing*. Journal of A Case Study in Air Asia, Hal. 21.
- Lupiyoadi, dan Hamdani. 2008. *Manajemen Pemasaran Jasa Edisi 2*. Cetakan ke-4. Jakarta : Salemba Empat. View Stories And Merchandise. Lexington, MA: D.C. Health, 193-206.
- Oliver, 2007. *Measurement and Evaluation of Satisfaction Processes in Retail Settings*. Journal of Retailing. 57(3), 25-48.
- Parasuraman, A., Zeithaml, V.A. dan Berry, L.L . 2008. *Delivering Quality Service: Balancing Customer Perceptions and Exxceptions*, The free Press, New York: NY
- Plewa, C. dan Quester, Q. 2006. Satisfaction With University Industry Relationship: *The Impact of Commitment, Trust and Champinship*. International Journal of

Technology Transfer and Commercialitation. Vol. 5 No. 1 Hal. 79-101.

Rangkuti, Fredly. 2006. *Messuring Customer Satisfaction*. Jakarta : PT. Gramedia Pustaka Utama.

Sweeny, 2007. *How Functional Psychological and Social Relationship Benefit Influence Individual and Firm Commitment to the Relationship*. Journal of Business and Industrial Marketing. Vol. 22 No. 5.

Turel, O., Serenko, A dan Bontis, N. 2007. User acceptance of wireless short messaging services: Deconstructing perceived value, *Information and Management*, Hal, 66-73

LAMPIRAN

KISI-KISI ANGKET KUISIONER

No.	Variabel	Indikator	Nomor Item
1.	Harga	Kepastian Harga	1, 2, 3
		Syarat Pembayaran	4, 5, 6
2.	Kualitas Pelayanan	Bukti Fisik	7, 8, 9
		Daya Tanggap	10, 11
		Jaminan	12, 13, 14
		Empati	15, 16, 17
3.	Produk	Kepastian Harga	18, 19, 20, 21, 22
4.	Kepuasan Konsumen	Kesesuaian Harapan	23, 24, 25
		Minat membeli kembali	26, 27

Kepada Yth.

Bapak/ Ibu/ Saudara/ i

Customer PT. Kokoh Inti Arebama, Tbk

Dengan hormat,

Saya Mahasiswa program S2 Jurusan Manajemen Fakultas Ekonomi Universitas Satya Negara Indonesia, yang saat ini sedang menyelesaikan tesis dengan judul: **“Pengaruh Pelayanan, Harga, dan Produk Terhadap Kepuasan Pelanggan Proyek Pada PT. Kokoh Inti Arebama (KIA keramik)”**.

Sehubungan dengan hal tersebut, saya mohon kesediaan Bapak/Ibu/Saudara/i untuk mengisi daftar pernyataan ini. Data yang terkumpul nantinya akan dianalisis dan disajikan secara keseluruhan dan kerahasiaan data yang Bapak/Ibu/Saudara/i sampaikan akan dijaga kerahasiaannya.

Atas kesediannya dalam meluangkan waktu untuk mengisi kuesioner ini kami ucapkan terimakasih.

Penulis,

Gandhi Widiarnoko

NIM. 041401603125002

I. IDENTITAS RESPONDEN

Tanggal Pengisian :

1. Nama :
2. Jenis Kelamin (1). Laki-laki (2) Perempuan
3. Pendidikan Terakhir :
 - a. SMU/SMK
 - b. DIII
 - c. S1
 - d. S2/S3
4. Posisi Pekerjaan :
 - a. Project Management
 - b. Purchasing/procurement
 - c. Quantity Survey
 - d. Arsitek/Engineer
 - e. Lainnya :

II. PETUNJUK PENGISIAN :

1. Isilah daftar pernyataan berikut dengan cara memberi tanda cheklist (√) pada salah satu jawaban yang tersedia sesuai dengan persepsi saudara. Tidak ada jawaban benar atau salah, peneliti lebih melihat angka-angka terbaik dari persepsi saudara tentang kualitas pelayanan dan nilai pelanggan terhadap kepuasan membeli/menggunakan produk KIA keramik.
2. Jawaban tersedia berupa huruf yang mempunyai arti sebagai berikut :
 - a. **SS = Sangat Setuju**
 - b. **S = Setuju**
 - c. **KS = Kurang Setuju**
 - d. **TS = Tidak Setuju**
 - e. **STS = Tidak Setuju**

III. DAFTAR PERNYATAAN

VARIABEL HARGA

Indikator						
Kepastian Harga		Jawaban				
No.	Keterangan	SS	S	KS	TS	STS
1.	Harga yang ditetapkan KIA keramik terjangkau					
2.	Harga yang ditetapkan KIA keramik sesuai dengan spesifikasi yang diberikan					
3.	KIA keramik ini memberikan harga yang bersaing dengan keramik yang lain					
Syarat Pembayaran						
4.	Syarat pembayaran dilakukan secara tunai					
5.	Cara pembayaran yang ditetapkan cukup mudah					
6.	Waktu pembayaran relatif singkat					

VARIABEL KUALITAS PELAYANAN

Indikator						
Bukti Fisik (<i>Tangibles</i>)		Jawaban				
No.	Keterangan	SS	S	KS	TS	STS
7.	Kondisi pabrik menarik					
8.	Pakaian karyawan rapi					
9.	Karyawan KIA keramik ramah					
Daya Tanggap (<i>Responsiveness</i>)						
10.	Karyawan KIA keramik selalu mudah dihubungi ketika dibutuhkan					
11.	Pelanggan tidak perlu menunggu terlalu lama dari memesan sampai produk terkirim					
Jaminan (<i>Assurance</i>)						
12.	Karyawan KIA keramik memberikan pelayanan dengan sopan dan santun					
13.	Produk yang disediakan berkualitas baik					
14.	Pengelolaan pengiriman berjalan baik					
Empati (<i>Empathy</i>)						
15.	Karyawan ramah dan selalu memberikan senyuman saat memberikan pelayanan pada pelanggan					
16.	Karyawan KIA keramik selalu berusaha untuk mengerti keinginan dan kebutuhan pelanggan					
17.	Jika menambah produk, pelayanan selalu cepat respon					

VARIABEL PRODUK

Indikator						
Kualitas Produk		Jawaban				
No.	Keterangan	SS	S	KS	TS	STS
18.	Produk KIA keramik memiliki dus yang rapih					
19.	Design keramik memiliki varian yang dibutuhkan					
20.	Karyawan KIA keramik berpenampilan sopan & rapih dengan keramik yang lain					
21.	Mesin produksi yang digunakan KIA keramik canggih					
22.	Mesin produksi yang digunakan KIA keramik lengkap					

VARIABEL KEPUASAN PELANGGAN

Indikator						
Kesesuaian Harapan		Jawaban				
No.	Keterangan	SS	S	KS	TS	STS
23.	Karyawan memberikan pelayanan yang baik					
24.	Produk yang disediakan oleh KIA keramik sesuai dengan keinginan pelanggan					
25.	Fasilitas penunjang yang disediakan sangat memadai					
Minat Membeli Kembali						
26.	Saya berminat untuk membeli kembali karena pelayanan oleh pihak KIA keramik memuaskan					
27.	Saya berminat untuk membeli kembali karena produk yang disediakan memuaskan					

Komentar dan Saran:

***** TERIMAKASIH ATAS KERJASAMA SAUDARA *****

Frequencies

Notes

Output Created		06-AUG-2016 03:01:12
Comments		
	Active Dataset	DataSet0
	Filter	<none>
Input	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	33
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.
Syntax		<p>FREQUENCIES VARIABLES=HARGA Kepastian_Harga Syarat_Pembayaran KUALITAS_PELAYANAN Bukti_Fisik Daya_Tanggap Jaminan Empati PRODUK Kepastian_Harga_Produk KEPUTUSAN_PELANGGAN Kesesuaian_Harapan Minat_Membeli_Kembali</p> <p>/NTILES=4</p> <p>/STATISTICS=STDDEV MEAN SKEWNESS SESKEW</p> <p>/PIECHART FREQ</p> <p>/ORDER=ANALYSIS.</p>
Resources	Processor Time	00:00:07,30
	Elapsed Time	00:00:09,26

HARGA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 19	5	15,2	15,2	15,2
20	2	6,1	6,1	21,2
21	8	24,2	24,2	45,5
22	11	33,3	33,3	78,8
23	3	9,1	9,1	87,9
25	2	6,1	6,1	93,9
28	2	6,1	6,1	100,0
Total	33	100,0	100,0	

Kepastian_Harga

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 9	2	6,1	6,1	6,1
10	5	15,2	15,2	21,2
12	22	66,7	66,7	87,9
13	2	6,1	6,1	93,9
14	2	6,1	6,1	100,0
Total	33	100,0	100,0	

Syarat_Pembayaran

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 9	11	33,3	33,3	33,3

10	15	45,5	45,5	78,8
11	3	9,1	9,1	87,9
12	2	6,1	6,1	93,9
14	2	6,1	6,1	100,0
Total	33	100,0	100,0	

KUALITAS_PELAYANAN

	Frequency	Percent	Valid Percent	Cumulative Percent
43	9	27,3	27,3	27,3
44	15	45,5	45,5	72,7
46	2	6,1	6,1	78,8
47	4	12,1	12,1	90,9
52	3	9,1	9,1	100,0
Total	33	100,0	100,0	

Bukti_Fisik

	Frequency	Percent	Valid Percent	Cumulative Percent
11	3	9,1	9,1	9,1
12	25	75,8	75,8	84,8
13	3	9,1	9,1	93,9
14	2	6,1	6,1	100,0
Total	33	100,0	100,0	

Daya_Tanggap

	Frequency	Percent	Valid Percent	Cumulative Percent
7	5	15,2	15,2	15,2
8	19	57,6	57,6	72,7
9	9	27,3	27,3	100,0
Total	33	100,0	100,0	

Jaminan

	Frequency	Percent	Valid Percent	Cumulative Percent
11	6	18,2	18,2	18,2
12	22	66,7	66,7	84,8
13	2	6,1	6,1	90,9
15	3	9,1	9,1	100,0
Total	33	100,0	100,0	

Empati

	Frequency	Percent	Valid Percent	Cumulative Percent
11	2	6,1	6,1	6,1
12	21	63,6	63,6	69,7
13	3	9,1	9,1	78,8
14	4	12,1	12,1	90,9
15	3	9,1	9,1	100,0
Total	33	100,0	100,0	

PRODUK

	Frequency	Percent	Valid Percent	Cumulative Percent
18	3	9,1	9,1	9,1
19	16	48,5	48,5	57,6
Valid 20	9	27,3	27,3	84,8
21	5	15,2	15,2	100,0
Total	33	100,0	100,0	

Kepastian_Harga_Produk

	Frequency	Percent	Valid Percent	Cumulative Percent
18	3	9,1	9,1	9,1
19	16	48,5	48,5	57,6
Valid 20	9	27,3	27,3	84,8
21	5	15,2	15,2	100,0
Total	33	100,0	100,0	

Keputusan_Pelanggan

	Frequency	Percent	Valid Percent	Cumulative Percent
18	1	3,0	3,0	3,0
19	1	3,0	3,0	6,1
20	21	63,6	63,6	69,7
Valid 21	8	24,2	24,2	93,9
22	1	3,0	3,0	97,0
23	1	3,0	3,0	100,0
Total	33	100,0	100,0	

Kesesuaian_Harapan

	Frequency	Percent	Valid Percent	Cumulative Percent
11	1	3,0	3,0	3,0
12	22	66,7	66,7	69,7
Valid 13	8	24,2	24,2	93,9
14	2	6,1	6,1	100,0
Total	33	100,0	100,0	

Minat_Membeli_Kembali

	Frequency	Percent	Valid Percent	Cumulative Percent
6	1	3,0	3,0	3,0
Valid 8	31	93,9	93,9	97,0
9	1	3,0	3,0	100,0
Total	33	100,0	100,0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Kurtosis
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
HARGA	33	19	28	21,82	2,186	2,430
Kepastian_Harga	33	9	14	11,70	1,185	,696
Syarat_Pembayaran	33	9	14	10,12	1,293	3,394
KUALITAS_PELAYANAN	33	43	52	44,94	2,597	3,050
Bukti_Fisik	33	11	14	12,12	,650	3,345

Daya_Tanggap	33	7	9	8,12	,650	-,498
Jaminan	33	11	15	12,15	1,034	3,582
Empati	33	11	15	12,55	1,092	,409
PRODUK	33	18	21	19,48	,870	-,515
Kepastian_Harga_Produk	33	18	21	19,48	,870	-,515
Keputusan_Pelanggan	33	18	23	20,30	,847	3,595
Kesesuaian_Harapan	33	11	14	12,33	,645	1,137
Minat_Membeli_Kembali	33	6	9	7,97	,394	21,987
Valid N (listwise)	33					

Descriptive Statistics

	Kurtosis
	Std. Error
HARGA	,798
Kepastian_Harga	,798
Syarat_Pembayaran	,798
KUALITAS_PELAYANAN	,798
Bukti_Fisik	,798
Daya_Tanggap	,798
Jaminan	,798
Empati	,798
PRODUK	,798
Kepastian_Harga_Produk	,798
Keputusan_Pelanggan	,798
Kesesuaian_Harapan	,798
Minat_Membeli_Kembali	,798
Valid N (listwise)	

Frequency Table

Kepastian_Harga

Statistics

		Kepastian_Harga	Syarat_Pembayaran	Bukti_Fisik	Daya_Tanggap	Jaminan
N	Valid	33	33	33	33	33
	Missing	0	0	0	0	0
Mean		11,70	10,12	12,12	8,12	12,15
Std. Deviation		1,185	1,293	,650	,650	1,034
Skewness		-,683	1,792	1,336	-,118	1,843
Std. Error of Skewness		,409	,409	,409	,409	,409
Percentiles	25	12,00	9,00	12,00	8,00	12,00
	50	12,00	10,00	12,00	8,00	12,00
	75	12,00	10,00	12,00	9,00	12,00

Statistics

		Empati	Kepastian_Harga_Produk	Kesesuaian_Harapan	Minat_Membeli_Kembali
N	Valid	33	33	33	33
	Missing	0	0	0	0
Mean		12,55	19,48	12,33	7,97
Std. Deviation		1,092	,870	,645	,394
Skewness		1,178	,352	1,044	-3,559
Std. Error of Skewness		,409	,409	,409	,409
Percentiles	25	12,00	19,00	12,00	8,00
	50	12,00	19,00	12,00	8,00
	75	13,00	20,00	13,00	8,00

Daya_Tanggap

	Frequency	Percent	Valid Percent	Cumulative Percent
7	5	15,2	15,2	15,2
8	19	57,6	57,6	72,7
Valid 9	9	27,3	27,3	100,0
Total	33	100,0	100,0	
14	2	6,1	6,1	100,0
Total	33	100,0	100,0	

Syarat_Pembayaran

	Frequency	Percent	Valid Percent	Cumulative Percent
9	11	33,3	33,3	33,3
10	15	45,5	45,5	78,8
Valid 11	3	9,1	9,1	87,9
12	2	6,1	6,1	93,9
14	2	6,1	6,1	100,0
Total	33	100,0	100,0	

Bukti_Fisik

	Frequency	Percent	Valid Percent	Cumulative Percent
11	3	9,1	9,1	9,1
12	25	75,8	75,8	84,8
Valid 13	3	9,1	9,1	93,9
14	2	6,1	6,1	100,0
Total	33	100,0	100,0	

Jaminan

	Frequency	Percent	Valid Percent	Cumulative Percent
11	6	18,2	18,2	18,2
12	22	66,7	66,7	84,8
Valid 13	2	6,1	6,1	90,9
15	3	9,1	9,1	100,0
Total	33	100,0	100,0	

Empati

	Frequency	Percent	Valid Percent	Cumulative Percent
11	2	6,1	6,1	6,1
12	21	63,6	63,6	69,7
Valid 13	3	9,1	9,1	78,8
14	4	12,1	12,1	90,9
15	3	9,1	9,1	100,0
Total	33	100,0	100,0	

Kepastian_Harga_Produk

	Frequency	Percent	Valid Percent	Cumulative Percent
18	3	9,1	9,1	9,1
19	16	48,5	48,5	57,6
Valid 20	9	27,3	27,3	84,8
21	5	15,2	15,2	100,0
Total	33	100,0	100,0	

Kesesuaian_Harapan

	Frequency	Percent	Valid Percent	Cumulative Percent
11	1	3,0	3,0	3,0
12	22	66,7	66,7	69,7
Valid 13	8	24,2	24,2	93,9
14	2	6,1	6,1	100,0
Total	33	100,0	100,0	

Minat_Membeli_Kembali

	Frequency	Percent	Valid Percent	Cumulative Percent
6	1	3,0	3,0	3,0
8	31	93,9	93,9	97,0
Valid 9	1	3,0	3,0	100,0
Total	33	100,0	100,0	

Descriptive Statistics

	Mean	Std. Deviation	N
Kepastian_Harga	11,70	1,185	33
Syarat_Pembayaran	10,12	1,293	33
Bukti_Fisik	12,12	,650	33
Daya_Tanggap	8,12	,650	33
Jaminan	12,15	1,034	33
Empati	12,55	1,092	33
Kepastian_Harga_Produk	19,48	,870	33
Kesesuaian_Harapan	12,33	,645	33
Minat_Membeli_Kembali	7,97	,394	33

Correlations

		Kepastian_Harga	Syarat_Pembayaran	Bukti_Fisik
		a	aran	
Kepastian_Harga	Pearson Correlation	1	,555**	-,032
	Sig. (2-tailed)		,001	,860
	N	33	33	33
Syarat_Pembayaran	Pearson Correlation	,555**	1	,168
	Sig. (2-tailed)	,001		,350
	N	33	33	33
Bukti_Fisik	Pearson Correlation	-,032	,168	1
	Sig. (2-tailed)	,860	,350	
	N	33	33	33
Daya_Tanggap	Pearson Correlation	,211	,056	,186
	Sig. (2-tailed)	,238	,755	,300
	N	33	33	33
Jaminan	Pearson Correlation	-,369 ⁺	-,038	,204
	Sig. (2-tailed)	,035	,836	,254
	N	33	33	33
Empati	Pearson Correlation	-,351 ⁺	-,336	-,008
	Sig. (2-tailed)	,045	,056	,965
	N	33	33	33
Kepastian_Harga_Produk	Pearson Correlation	,026	,140	,445**
	Sig. (2-tailed)	,887	,435	,009
	N	33	33	33
Kesesuaian_Harapan	Pearson Correlation	-,599**	-,162	,124
	Sig. (2-tailed)	,000	,367	,491

	N	33	33	33
	Pearson Correlation	-,221	,007	,259
Minat_Membeli_Kembali	Sig. (2-tailed)	,217	,967	,146
	N	33	33	33

Correlations

		Daya_Tanggap	Jaminan	Empati
Kepastian_Harga	Pearson Correlation	,211	-,369**	-,351
	Sig. (2-tailed)	,238	,035	,045
	N	33	33	33
Syarat_Pembayaran	Pearson Correlation	,056**	-,038	-,336
	Sig. (2-tailed)	,755	,836	,056
	N	33	33	33
Bukti_Fisik	Pearson Correlation	,186	,204	-,008
	Sig. (2-tailed)	,300	,254	,965
	N	33	33	33
Daya_Tanggap	Pearson Correlation	1	,483	,652
	Sig. (2-tailed)		,004	,000
	N	33	33	33
Jaminan	Pearson Correlation	,483*	1	,727
	Sig. (2-tailed)	,004		,000
	N	33	33	33
Empati	Pearson Correlation	,652*	,727	1
	Sig. (2-tailed)	,000	,000	
	N	33	33	33
Kepastian_Harga_Produk	Pearson Correlation	,611	,228	,371**
	Sig. (2-tailed)	,000	,201	,034
	N	33	33	33

	N	33	33	33
Kesesuaian_Harapan	Pearson Correlation	,124**	,343	,488
	Sig. (2-tailed)	,491	,051	,004
	N	33	33	33
Minat_Membeli_Kembali	Pearson Correlation	-,107	,012	-,106
	Sig. (2-tailed)	,553	,949	,559
	N	33	33	33

Correlations

		Kepastian_Harga_Produk	Kesesuaian_Harapan	Minat_Membeli_Kembali
Kepastian_Harga	Pearson Correlation	,026	-,599**	-,221
	Sig. (2-tailed)	,887	,000	,217
	N	33	33	33
Syarat_Pembayaran	Pearson Correlation	,140**	-,162	,007
	Sig. (2-tailed)	,435	,367	,967
	N	33	33	33
Bukti_Fisik	Pearson Correlation	,445	,124	,259
	Sig. (2-tailed)	,009	,491	,146
	N	33	33	33
Daya_Tanggap	Pearson Correlation	,611	,124	-,107
	Sig. (2-tailed)	,000	,491	,553
	N	33	33	33
Jaminan	Pearson Correlation	,228 [†]	,343	,012
	Sig. (2-tailed)	,201	,051	,949
	N	33	33	33

Empati	Pearson Correlation	,371*	,488	-,106
	Sig. (2-tailed)	,034	,004	,559
	N	33	33	33
Kepastian_Harga_Produk	Pearson Correlation	1	,426	,226**
	Sig. (2-tailed)		,013	,205
	N	33	33	33
Kesesuaian_Harapan	Pearson Correlation	,426**	1	,287
	Sig. (2-tailed)	,013		,106
	N	33	33	33
Minat_Membeli_Kembali	Pearson Correlation	,226	,287	1
	Sig. (2-tailed)	,205	,106	
	N	33	33	33

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

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

Descriptive Statistics

	Mean	Std. Deviation	N
HARGA	21,82	2,186	33
KUALITAS_PELAYANAN	44,94	2,597	33
PRODUK	19,48	,870	33
KEPUTUSAN_PELANGGAN	20,30	,847	33

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method

1	PRODUK, HARGA, KUALITAS_PELAYANAN ^b	.	Enter
---	--	---	-------

a. Dependent Variable: KEPUTUSAN_PELANGGAN

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,600 ^a	,360	,294	,712	2,669

a. Predictors: (Constant), PRODUK, HARGA, KUALITAS_PELAYANAN

b. Dependent Variable: KEPUTUSAN_PELANGGAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,273	3	2,758	5,441	,004 ^b
	Residual	14,697	29	,507		
	Total	22,970	32			

a. Dependent Variable: KEPUTUSAN_PELANGGAN

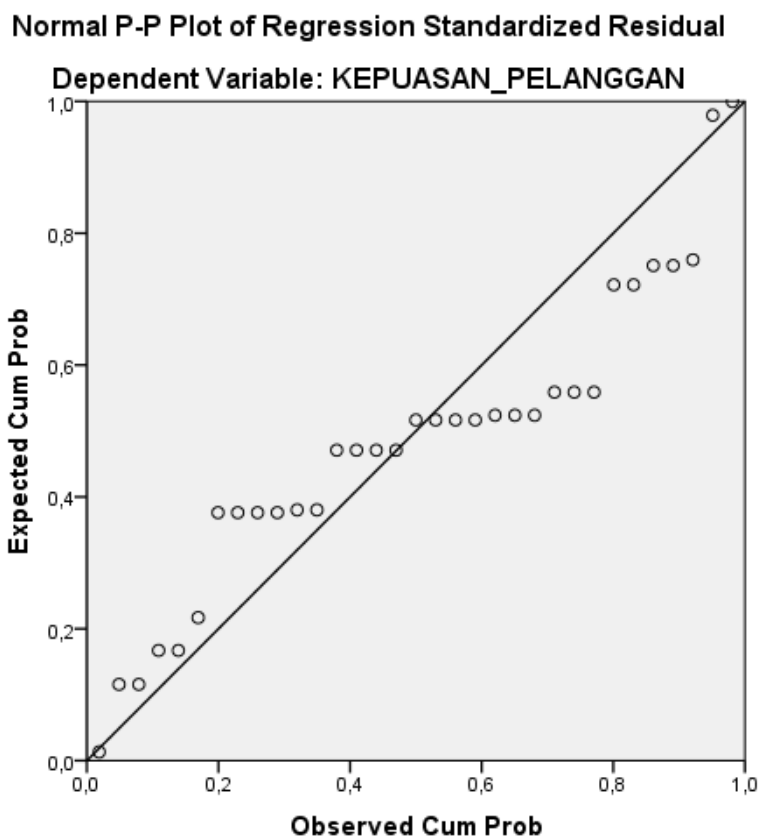
b. Predictors: (Constant), PRODUK, HARGA, KUALITAS_PELAYANAN

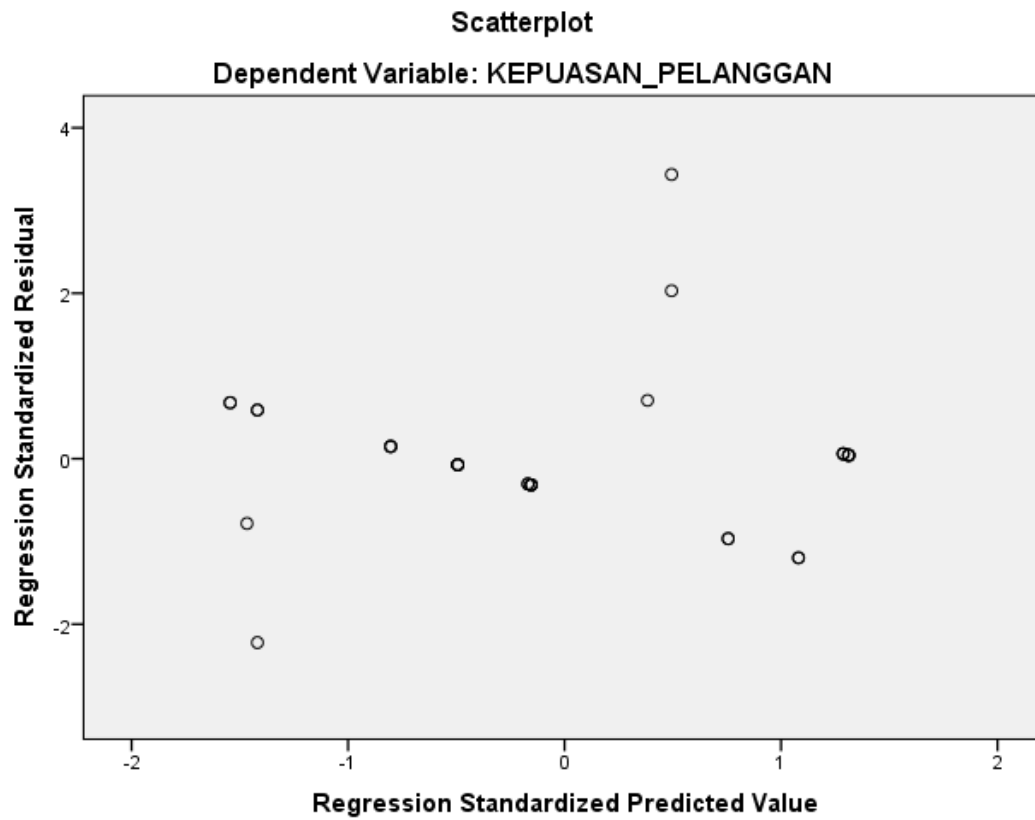
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15,074	3,216		4,687	,000
HARGA	-,165	,060	-,426	-2,733	,011
KUALITAS_PELAYANAN	-,007	,059	-,023	-,127	,899
PRODUK	,470	,173	,483	2,719	,011

a. Dependent Variable: KEPUTUSAN_PELANGGAN

Charts





Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepastian_Harga_Produk, Kepastian_Harga, Jaminan, Bukti_Fisik, Syarat_Pembayaran, Daya_Tanggap, Empati ^b		Enter

a. Dependent Variable: KEPUTUSAN_PELANGGAN

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,752 ^a	,566	,445	,631	2,425

a. Predictors: (Constant), Kepastian_Harga_Produk, Kepastian_Harga, Jaminan, Bukti_Fisik, Syarat_Pembayaran, Daya_Tanggap, Empati

b. Dependent Variable: KEPUTUSAN_PELANGGAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,004	7	1,858	4,660	,002 ^b
	Residual	9,966	25	,399		
	Total	22,970	32			

a. Dependent Variable: KEPUTUSAN_PELANGGAN

b. Predictors: (Constant), Kepastian_Harga_Produk, Kepastian_Harga, Jaminan, Bukti_Fisik, Syarat_Pembayaran, Daya_Tanggap, Empati

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	15,621	3,776		4,137
	Kepastian_Harga	-,436	,162	-,611	-2,688
	Syarat_Pembayaran	,166	,128	,253	1,299
	Bukti_Fisik	,022	,214	,017	,102

Daya_Tanggap	-,336	,355	-,258	-,947
Jaminan	-,122	,204	-,149	-,600
Empati	,225	,230	,290	,974
Kepastian_Harga_Produk	,474	,200	,487	2,374

Coefficients^a

Model	Sig.	Collinearity Statistics	
		Tolerance	VIF
1 (Constant)	,000		
1 Kepastian_Harga	,013	,336	2,974
1 Syarat_Pembayaran	,206	,456	2,194
1 Bukti_Fisik	,920	,643	1,555
1 Daya_Tanggap	,353	,234	4,276
1 Jaminan	,554	,280	3,567
1 Empati	,339	,197	5,088
1 Kepastian_Harga_Produk	,026	,412	2,428

a. Dependent Variable: KEPUTUSAN_PELANGGAN

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Kepastian_Harga	Syarat_Pembayaran
1	1	7,961	1,000	,00	,00	,00

2	,022	18,888	,00	,03	,13
3	,007	33,693	,00	,18	,36
4	,005	40,411	,02	,02	,07
5	,002	59,269	,04	,22	,08
6	,002	70,899	,09	,05	,12
7	,001	108,766	,15	,03	,12
8	,000	137,925	,70	,46	,12

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions				
		Bukti_Fisik	Daya_Tanggap	Jaminan	Empati	Kepastian_Harga _Produk
1	1	,00	,00	,00	,00	,00
	2	,00	,00	,01	,01	,00
	3	,00	,01	,05	,00	,00
	4	,16	,05	,01	,03	,01
	5	,02	,19	,18	,00	,06
	6	,23	,09	,21	,19	,05
	7	,58	,08	,31	,76	,17
	8	,01	,56	,22	,01	,70

a. Dependent Variable: KEPUTUSAN_PELANGGAN

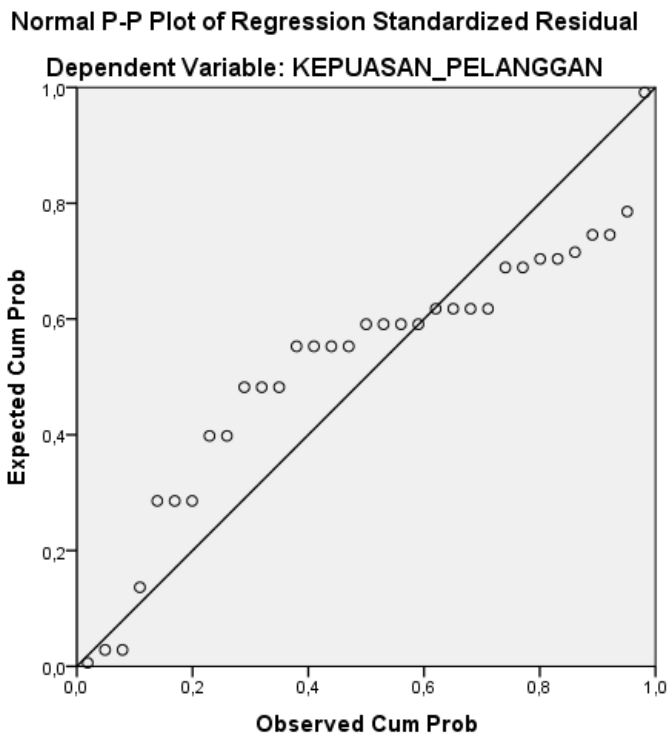
Residuals Statistics^a

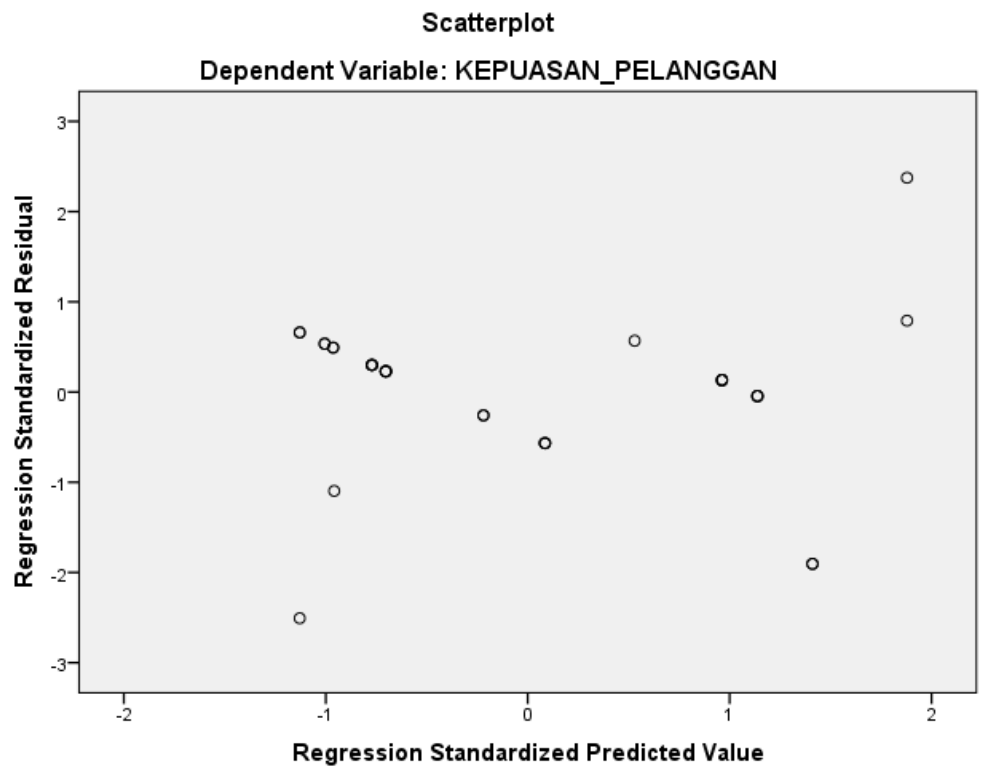
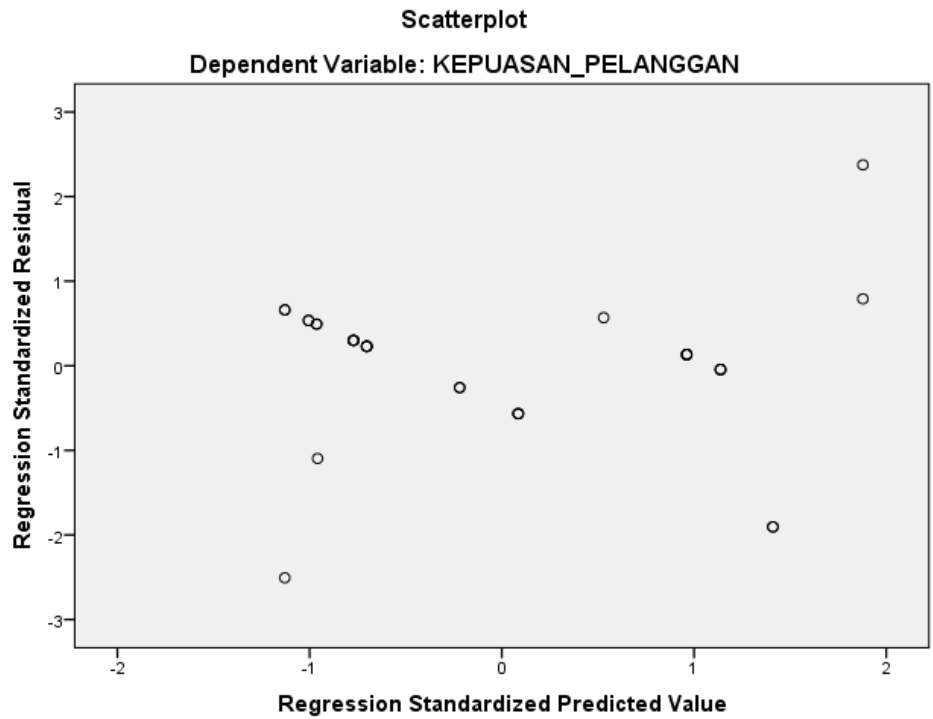
	Minimum	Maximum	Mean	Std. Deviation	N

Predicted Value	19,58	21,50	20,30	,637	33
Std. Predicted Value	-1,129	1,879	,000	1,000	33
Standard Error of Predicted Value	,153	,501	,299	,085	33
Adjusted Predicted Value	19,39	21,63	20,32	,662	33
Residual	-1,583	1,499	,000	,558	33
Std. Residual	-2,508	2,375	,000	,884	33
Stud. Residual	-2,847	2,884	-,012	1,060	33
Deleted Residual	-2,041	2,211	-,021	,820	33
Stud. Deleted Residual	-3,394	3,459	-,029	1,187	33
Mahal. Distance	,920	19,168	6,788	4,123	33
Cook's Distance	,000	,688	,068	,154	33
Centered Leverage Value	,029	,599	,212	,129	33

a. Dependent Variable: KEPUTUSAN_PELANGGAN

Charts





Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
HARGA	33	21,82	2,186	19	28
KUALITAS_PELAYANAN	33	44,94	2,597	43	52
PRODUK	33	19,48	,870	18	21
KEPUTUSAN_PELANGGAN	33	20,30	,847	18	23

One-Sample Kolmogorov-Smirnov Test

		HARGA	KUALITAS_PELAYANAN	PRODUK	KEPUASAN_PELANGGAN
N		33	33	33	33
Normal Parameters ^{a,b}	Mean	21,82	44,94	19,48	20,30
	Std. Deviation	2,186	2,597	,870	,847
	Absolute	,255	,368	,287	,337
Most Extreme Differences	Positive	,255	,368	,287	,337
	Negative	-,142	-,228	-,198	-,300
Kolmogorov-Smirnov Z		1,463	2,117	1,649	1,934
Asymp. Sig. (2-tailed)		,028	,002	,009	,001

a. Test distribution is Normal.

b. Calculated from data.

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Valid	33	100,0
Cases Excluded ^a	0	,0
Total	33	100,0

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

Reliability Statistics

Cronbach's Alpha ^a	Cronbach's Alpha Based on Standardized Items ^a	N of Items
-,675	-1,196	2

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Item Statistics

	Mean	Std. Deviation	N
HARGA	21,82	2,186	33
KEPUASAN_PELANGGAN	20,30	,847	33

Inter-Item Correlation Matrix

	HARGA	KEPUTUSAN_PELANGGAN
HARGA	1,000	-,374
KEPUASAN_PELANGGAN	-,374	1,000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	21,061	20,303	21,818	1,515	1,075	1,148	2

ANOVA

		Sum of Squares	df	Mean Square	F	Sig
Between People		65,758	32	2,055	11,007	,002
Between Items		37,879	1	37,879		
Within People	Residual	110,121	32	3,441		
Total		148,000	33	4,485		
Total		213,758	65	3,289		

Grand Mean = 21,06

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Valid		33	100,0
Cases	Excluded ^a	0	,0
Total		33	100,0

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

Reliability Statistics

Cronbach's Alpha ^a	Cronbach's Alpha Based on Standardized Items ^a	N of Items
-,675	-,196	2

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Item Statistics

	Mean	Std. Deviation	N
KEPUTUSAN_PELANGGAN	20,30	,847	33
HARGA	21,82	2,186	33

Inter-Item Correlation Matrix

	KEPUASAN_PELANGGAN	HARGA
KEPUTUSAN_PELANGGAN	1,000	-,374
HARGA	-,374	1,000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	21,061	20,303	21,818	1,515	1,075	1,148	2

ANOVA

	Sum of Squares	df	Mean Square	F	Sig
Between People	65,758	32	2,055		
Between Items	37,879	1	37,879	11,007	,002
Within People	Residual	110,121	32	3,441	
Total	148,000	33	4,485		
Total	213,758	65	3,289		

Grand Mean = 21,06

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	33	100,0
	Excluded ^a	0	,0
	Total	33	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,306	,470	2

Item Statistics

	Mean	Std. Deviation	N
KEPUTUSAN_PELANGGAN	20,30	,847	33
KUALITAS_PELAYANAN	44,94	2,597	33

Inter-Item Correlation Matrix

	KEPUASAN_PELANGGAN	KUALITAS_PELAYANAN
KEPUTUSAN_PELANGGAN	1,000	,307
KUALITAS_PELAYANAN	,307	1,000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	32,621	20,303	44,939	24,636	2,213	303,475	2

ANOVA

	Sum of Squares	df	Mean Square	F	Sig
Between People	141,030	32	4,407		
Between Items	10014,682	1	10014,682	3276,178	,000
Within People Residual	97,818	32	3,057		
Total	10112,500	33	306,439		
Total	10253,530	65	157,747		

Grand Mean = 32,62

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Valid	33	100,0
Cases Excluded ^a	0	,0
Total	33	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,601	,602	2

Item Statistics

	Mean	Std. Deviation	N
KEPUTUSAN_PELANGGAN	20,30	,847	33
PRODUK	19,48	,870	33

Inter-Item Correlation Matrix

	KEPUASAN_PELANGGAN	PRODUK
KEPUTUSAN_PELANGGAN	1,000	,430
PRODUK	,430	1,000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	19,894	19,485	20,303	,818	1,042	,335	2

ANOVA

	Sum of Squares	df	Mean Square	F	Sig
Between People	33,758	32	1,055		
Between Items	11,045	1	11,045	26,270	,000
Within People	Residual	13,455	,420		
Total	24,500	33	,742		
Total	58,258	65	,896		

Grand Mean = 19,89

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Valid	33	100,0
Cases Excluded ^a	0	,0
Total	33	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,101	,373	4

Item Statistics

	Mean	Std. Deviation	N
KEPUTUSAN_PELANGGAN	20,30	,847	33
PRODUK	19,48	,870	33
HARGA	21,82	2,186	33
KUALITAS_PELAYANAN	44,94	2,597	33

Inter-Item Correlation Matrix

	KEPUASAN_PELANGGAN	PRODUK	HARGA	KUALITAS_PELAYANAN
KEPUTUSAN_PELANGGAN	1,000	,430	-,374	,307
PRODUK	,430	1,000	,097	,511
HARGA	-,374	,097	1,000	-,195
KUALITAS_PELAYANAN	,307	,511	-,195	1,000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	26,636	19,485	44,939	25,455	2,306	149,824	4

ANOVA

	Sum of Squares	df	Mean Square	F	Sig
Between People	112,545	32	3,517		
Between Items	14832,545	3	4944,182	1564,127	,000
Within People					
Residual	303,455	96	3,161		
Total	15136,000	99	152,889		
Total	15248,545	131	116,401		

Grand Mean = 26,64