



LAMPIRAN-LAMPIRAN

Lampiran 1. Hasil Perbandingan Dompot Digital OVO & DANA

	Aplikasi	Jumlah Ulasan	Rating Ulasan (0-5)
<i>APP STORE</i>	OVO	13rb	3,5
	DANA	158rb	4,8
<i>PLAY STORE</i>	OVO	605rb	4,0
	DANA	1jt	4,6

Sumber: *Data pada App Store & Play Store per September tahun 2021*



Lampiran 2. Kuesioner Penelitian



**KUESIONER PENELITIAN
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN
PROGRAM STUDI MANAJEMEN**

Kepada Yth. Bapak/Ibu, Saudara/i

Hal : Pengisian Kuesioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha pada program Studi Manajemen, dengan ini saya mengadakan penelitian yang berjudul **“Pengaruh Kualitas Pelayanan dan Citra Merek terhadap Kepuasan Pelanggan Dompot Digital OVO pada Masa Pandemi COVID-19”**.

Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan berpartisipasi dalam penelitian ini dengan mengisi kuesioner terlampir. Data yang saya kumpulkan adalah murni untuk tujuan penelitian dan diperlakukan secara konfidensial. Atas perhatian dan kesediaan bapak/ibu mengisi kuesioner ini, saya ucapkan terimakasih.

Singaraja, 25 November 2021

Peneliti

Vivi Aprilyanti
NIM. 1817041099

A. Identitas Responden

Responden diharapkan menjawab pertanyaan-pertanyaan berikut dengan mengisi bagian yang kosong atau memberi tanda (✓) pada jawaban yang tersedia.

1. Nama :
2. Usia :tahun
3. Alamat :
4. Jenis Kelamin : Laki-laki Perempuan
5. Pernah melakukan transaksi menggunakan dompet digital OVO pada masa pandemi COVID-19?
 IYA TIDAK

Jika anda menjawab IYA, silahkan lanjutkan mengisi kuesioner, namun jika menjawab TIDAK, silahkan berhenti untuk mengisi kuesioner.

B. Petunjuk Pengisian Kuesioner

Silakan Anda pilih jawaban yang menurut Anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (✓) pada pilihan jawaban yang tersedia.

Keterangan:

1. SS : Sangat Setuju
2. S : Setuju
3. R : Ragu-Ragu
4. TS : Tidak Setuju
5. STS : Sangat Tidak Setuju

C. Daftar Pernyataan

1. Kualitas Pelayanan

No.	Pernyataan	SS	S	R	TS	STS
		5	4	3	2	1
1.	Fitur layanan yang ditawarkan dompet digital OVO sangat lengkap.					
2.	Proses transaksi dompet digital OVO selalu akurat.					
3.	Prosedur transaksi online menggunakan dompet digital OVO sangat mudah dimengerti.					
4.	Transaksi menggunakan dompet					

No.	Pernyataan	SS	S	R	TS	STS
		5	4	3	2	1
	digital OVO sangat aman.					

2. Citra Merek

No.	Pernyataan	SS	S	R	TS	STS
		5	4	3	2	1
1.	Logo dompet digital OVO mudah dikenal oleh pelanggan.					
2.	Saya merasakan manfaat dari penggunaan aplikasi dompet digital OVO dalam melakukan transaksi digital.					
3.	Kredibilitas dompet digital OVO sangat baik.					

3. Kepuasan Pelanggan

No.	Pernyataan	SS	S	R	TS	STS
		5	4	3	2	1
1.	Saya merasa puas setelah melakukan transaksi digital menggunakan dompet digital OVO.					
2.	Saya akan melakukan transaksi secara berkesinambungan menggunakan dompet digital OVO.					
3.	Saya akan merekomendasikan kepada semua orang untuk melakukan transaksi menggunakan dompet digital OVO.					
4.	Dompet digital OVO memberikan pelayanan sesuai dengan harapan saya.					

Lampiran 3. DATA RESPONDEN SAMPEL KECIL

No	Kualitas Pelayanan					Citra Merek				Kepuasan Pelanggan				
	X1.1	X1.2	X1.3	X1.4	TX1	X2.1	X2.2	X2.3	TX2	Y.1	Y.2	Y.3	Y.4	TY
1	5	4	4	5	18	4	5	5	14	4	4	4	4	16
2	4	3	4	3	14	5	4	3	12	3	4	4	4	15
3	4	3	4	3	14	4	3	3	10	3	4	4	4	15
4	5	5	4	4	18	3	4	4	11	4	4	4	4	16
5	3	2	2	2	9	2	2	4	8	2	2	3	2	9
6	5	5	5	5	20	5	5	5	15	5	4	4	5	18
7	4	4	4	4	16	4	4	4	12	4	5	5	5	19
8	4	4	4	4	16	4	4	4	12	4	4	4	4	16
9	4	4	4	4	16	4	4	4	12	4	4	4	4	16
10	4	4	4	4	16	4	4	4	12	4	3	3	4	14
11	3	3	4	4	14	3	4	4	11	4	4	4	4	16
12	4	4	5	4	17	4	4	4	12	4	4	4	4	16
13	5	5	5	5	20	5	5	5	15	5	4	5	5	19
14	3	4	3	3	13	4	4	4	12	5	5	4	3	17
15	5	5	5	5	20	5	5	5	15	5	5	5	5	20
16	4	3	4	4	15	4	4	4	12	4	4	4	4	16
17	5	4	5	4	18	5	5	4	14	4	4	3	4	15
18	4	5	5	5	19	5	4	5	14	5	5	4	5	19
19	5	5	5	5	20	5	5	5	15	5	5	5	5	20
20	5	5	4	4	18	4	5	4	13	4	3	3	4	14

No	Kualitas Pelayanan					Citra Merek				Kepuasan Pelanggan				
	X1.1	X1.2	X1.3	X1.4	TX1	X2.1	X2.2	X2.3	TX2	Y.1	Y.2	Y.3	Y.4	TY
21	5	4	5	5	19	5	5	4	14	5	5	4	5	19
22	5	5	4	5	19	5	4	4	13	5	4	5	5	19
23	4	5	4	4	17	4	4	4	12	4	4	4	4	16
24	4	5	3	4	16	3	3	5	11	5	4	3	4	16
25	5	4	4	5	18	5	4	5	14	5	4	5	4	18
26	5	5	5	4	19	5	5	5	15	5	5	5	5	20
27	5	5	5	5	20	4	5	5	14	5	5	5	5	20
28	5	5	4	5	19	5	5	5	15	5	5	5	5	20
29	4	4	4	4	16	5	4	4	13	4	4	4	4	16
30	4	4	5	5	18	5	5	4	14	4	4	4	4	16



Lampiran 4. DATA RESPONDEN SAMPEL BESAR

No	Kualitas Pelayanan					Citra Merek				Kepuasan Pelanggan				
	X1.1	X1.2	X1.3	X1.4	TX1	X2.1	X2.2	X2.3	TX2	Y.1	Y.2	Y.3	Y.4	TY
1	4	4	5	5	18	5	5	5	15	5	5	5	5	20
2	4	5	5	5	19	5	5	5	15	5	5	5	5	20
3	4	4	5	5	18	5	4	4	13	5	4	4	4	17
4	4	4	5	4	17	5	5	4	14	5	4	4	4	17
5	5	4	4	4	17	5	5	4	14	5	4	4	5	18
6	5	5	5	5	20	5	5	5	15	5	5	5	5	20
7	5	5	5	5	20	5	5	5	15	5	4	4	5	18
8	5	4	4	4	17	4	4	5	13	4	4	4	4	16
9	4	4	4	4	16	4	4	4	12	4	4	4	4	16
10	5	5	5	5	20	5	5	5	15	5	5	5	5	20
11	5	5	5	5	20	5	5	5	15	5	5	5	5	20
12	3	3	4	3	13	3	3	4	10	4	3	4	3	14
13	5	4	5	4	18	5	4	4	13	4	5	4	5	18
14	5	4	4	5	18	5	5	4	14	5	4	4	4	17
15	4	5	5	5	19	5	4	4	13	5	4	4	4	17
16	5	4	4	5	18	5	5	5	15	4	5	4	5	18
17	5	5	4	4	18	4	4	4	12	5	4	4	4	17
18	5	4	5	5	19	5	5	5	15	5	5	5	5	20
19	5	5	5	4	19	5	5	4	14	5	5	5	5	20

No	Kualitas Pelayanan					Citra Merek				Kepuasan Pelanggan				
	X1.1	X1.2	X1.3	X1.4	TX1	X2.1	X2.2	X2.3	TX2	Y.1	Y.2	Y.3	Y.4	TY
20	5	5	5	5	20	5	5	5	15	5	5	5	5	20
21	4	5	5	5	19	4	4	5	13	4	4	5	4	17
22	4	4	4	5	17	4	4	5	13	4	4	5	5	18
23	4	4	4	3	15	4	5	4	13	4	5	5	4	18
24	4	4	5	3	16	5	5	4	14	5	4	3	5	17
25	4	4	4	5	17	4	5	5	14	4	4	5	5	18
26	5	5	5	5	20	5	5	5	15	5	5	5	5	20
27	4	4	4	4	16	4	5	5	14	5	4	3	4	16
28	5	5	5	5	20	5	5	5	15	5	5	5	5	20
29	4	5	5	5	19	4	5	4	13	5	4	5	5	19
30	5	4	5	5	19	5	5	5	15	5	5	5	5	20
31	5	4	5	5	19	5	4	5	14	5	5	4	4	18
32	4	5	4	3	16	4	4	5	13	4	4	4	4	16
33	4	5	4	4	17	5	4	4	13	5	4	4	5	18
34	4	5	4	4	17	5	4	4	13	5	4	4	5	18
35	5	4	4	5	18	4	4	5	13	4	5	5	4	18
36	5	4	5	4	18	4	5	4	13	5	4	5	4	18
37	5	5	5	5	20	5	5	5	15	5	5	5	5	20
38	4	4	3	4	15	4	4	4	12	4	3	4	4	15
39	4	4	4	4	16	4	4	4	12	4	4	4	4	16
40	2	3	4	4	13	5	4	4	13	4	3	4	3	14
41	5	5	5	5	20	5	5	5	15	5	5	5	5	20

No	Kualitas Pelayanan					Citra Merek				Kepuasan Pelanggan				
	X1.1	X1.2	X1.3	X1.4	TX1	X2.1	X2.2	X2.3	TX2	Y.1	Y.2	Y.3	Y.4	TY
42	4	4	4	4	16	4	4	3	11	4	3	3	4	14
43	5	4	5	5	19	5	5	5	15	5	5	5	5	20
44	4	5	4	5	18	4	4	4	12	4	4	4	4	16
45	3	4	4	5	16	5	5	4	14	5	3	3	4	15
46	4	4	4	4	16	5	4	4	13	4	4	4	4	16
47	5	5	5	5	20	5	5	5	15	5	5	5	5	20
48	4	3	4	4	15	3	3	4	10	4	3	4	3	14
49	5	4	4	5	18	4	3	3	10	5	3	4	4	16
50	5	4	5	4	18	5	4	4	13	5	4	5	4	18
51	4	4	4	4	16	4	4	4	12	4	5	4	5	18
52	4	3	5	3	15	5	5	3	13	5	3	2	3	13
53	4	5	5	5	19	5	5	5	15	5	4	4	5	18
54	4	4	4	4	16	4	4	4	12	4	4	4	4	16
55	3	3	4	3	13	3	3	4	10	4	4	3	4	15
56	4	4	4	5	17	5	5	4	14	4	3	3	4	14
57	5	5	5	5	20	5	5	5	15	4	3	5	5	17
58	4	5	5	4	18	5	5	4	14	4	4	5	5	18
59	4	5	5	5	19	5	5	5	15	5	4	5	4	18
60	4	5	3	4	16	5	4	5	14	4	4	4	4	16
61	4	5	5	5	19	4	5	5	14	4	5	5	4	18
62	5	5	4	4	18	4	5	5	14	5	4	5	5	19
63	4	4	5	5	18	5	5	5	15	5	4	4	5	18

No	Kualitas Pelayanan					Citra Merek				Kepuasan Pelanggan				
	X1.1	X1.2	X1.3	X1.4	TX1	X2.1	X2.2	X2.3	TX2	Y.1	Y.2	Y.3	Y.4	TY
64	4	4	5	4	17	5	4	4	13	5	5	5	4	19
65	4	4	5	5	18	5	4	4	13	5	4	4	5	18
66	5	5	5	5	20	5	5	5	15	5	5	5	5	20
67	4	5	4	4	17	5	4	4	13	4	4	4	5	17
68	5	5	5	5	20	5	5	5	15	5	5	5	5	20
69	4	4	4	4	16	4	4	4	12	4	4	4	5	17
70	4	4	4	4	16	5	5	4	14	5	4	5	4	18
71	4	4	4	4	16	4	4	4	12	5	4	3	5	17
72	5	5	5	5	20	4	5	5	14	5	5	5	4	19
73	5	4	5	5	19	5	3	3	11	5	4	4	5	18
74	3	4	4	2	13	4	4	3	11	5	3	2	4	14
75	5	4	5	4	18	5	5	5	15	5	4	4	5	18
76	5	4	4	5	18	5	5	5	15	5	5	5	5	20
77	5	5	5	4	19	3	4	5	12	5	5	4	4	18
78	5	5	5	5	20	4	5	4	13	5	4	5	5	19
79	3	5	4	3	15	4	4	3	11	3	3	4	5	15
80	5	4	5	4	18	4	4	4	12	4	5	4	5	18
81	4	4	4	4	16	5	5	4	14	5	5	4	4	18
82	4	5	5	5	19	5	5	5	15	5	5	4	5	19
83	3	4	5	5	17	5	5	4	14	5	4	4	4	17
84	4	5	5	4	18	5	5	5	15	5	4	4	5	18
85	4	4	5	4	17	5	5	4	14	4	4	5	4	17

No	Kualitas Pelayanan					Citra Merek				Kepuasan Pelanggan				
	X1.1	X1.2	X1.3	X1.4	TX1	X2.1	X2.2	X2.3	TX2	Y.1	Y.2	Y.3	Y.4	TY
86	5	4	4	5	18	5	5	4	14	5	5	5	5	20
87	4	4	5	4	17	5	5	5	15	4	4	5	4	17
88	5	3	5	4	17	5	5	5	15	5	4	4	5	18
89	4	5	4	5	18	4	5	4	13	5	4	5	5	19
90	4	4	4	4	16	5	5	4	14	4	4	5	4	17



Lampiran 5. Deskripsi Data Responden

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KualitasPelayanan	90	13	20	17.60	1.785
CitraMerek	90	10	15	13.51	1.392
KepuasanPelanggan	90	13	20	17.66	1.787
Valid N (listwise)	90				

1. Hasil Statistik Deskriptif

2. Frekuensi Usia Responden

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-20	20	22.2	22.2	22.2
21-24	66	73.3	73.3	95.6
25-28	2	2.2	2.2	97.8
29-32	2	2.2	2.2	100.0
Total	90	100.0	100.0	

3. Frekuensi Jenis Kelamin

JenisKelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-laki	34	37.8	37.8	37.8
Perempuan	56	62.2	62.2	100.0
Total	90	100.0	100.0	

Lampiran 6. Output SPSS

1. Hasil Uji Validitas Sampel Kecil

a) Variabel Kualitas Pelayanan (X_1)

Correlations

		X1.1	X1.2	X1.3	X1.4	KualitasPelayan
X1.1	Pearson Correlation	1	.675**	.589**	.656**	.843**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	50	50	50	50	50
X1.2	Pearson Correlation	.675**	1	.572**	.713**	.874**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	50	50	50	50	50
X1.3	Pearson Correlation	.589**	.572**	1	.644**	.819**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	50	50	50	50	50
X1.4	Pearson Correlation	.656**	.713**	.644**	1	.883**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	50	50	50	50	50
KualitasPelayan	Pearson Correlation	.843**	.874**	.819**	.883**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	50	50	50	50	50

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

b) Variabel Citra Merek (X_2)



Correlations

		X2.1	X2.2	X2.3	CitraMerek
X2.1	Pearson Correlation	1	.562**	.396**	.828**
	Sig. (2-tailed)		.000	.004	.000
	N	50	50	50	50
X2.2	Pearson Correlation	.562**	1	.445**	.836**
	Sig. (2-tailed)	.000		.001	.000
	N	50	50	50	50
X2.3	Pearson Correlation	.396**	.445**	1	.745**
	Sig. (2-tailed)	.004	.001		.000
	N	50	50	50	50
CitraMerek	Pearson Correlation	.828**	.836**	.745**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	50	50	50	50

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

c) Variabel Kepuasan Pelanggan (Y)

Correlations

		Y.1	Y.2	Y.3	Y.4	KepuasanPelanggan
Y.1	Pearson Correlation	1	.573**	.572**	.586**	.814**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	50	50	50	50	50
Y.2	Pearson Correlation	.573**	1	.578**	.718**	.852**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	50	50	50	50	50
Y.3	Pearson Correlation	.572**	.578**	1	.626**	.828**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	50	50	50	50	50
Y.4	Pearson Correlation	.586**	.718**	.626**	1	.868**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	50	50	50	50	50
KepuasanPelanggan	Pearson Correlation	.814**	.852**	.828**	.868**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	50	50	50	50	50

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

2. Hasil Uji Validitas Sampel Besar

a) Variabel Kualitas Pelayanan (X₁)

Correlations

		X1.1	X1.2	X1.3	X1.4	KualitasPelayanan
X1.1	Pearson Correlation	1	.304**	.357**	.428**	.742**
	Sig. (2-tailed)		.004	.001	.000	.000
	N	90	90	90	90	90
X1.2	Pearson Correlation	.304**	1	.267*	.371**	.673**
	Sig. (2-tailed)	.004		.011	.000	.000
	N	90	90	90	90	90
X1.3	Pearson Correlation	.357**	.267*	1	.368**	.667**
	Sig. (2-tailed)	.001	.011		.000	.000
	N	90	90	90	90	90
X1.4	Pearson Correlation	.428**	.371**	.368**	1	.777**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	90	90	90	90	90
KualitasPelayanan	Pearson Correlation	.742**	.673**	.667**	.777**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	90	90	90	90	90

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

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

b) Variabel Citra Merek (X₂)

Correlations

		X2.1	X2.2	X2.3	CitraMerek
X2.1	Pearson Correlation	1	.539**	.203	.738**
	Sig. (2-tailed)		.000	.056	.000
	N	90	90	90	90
X2.2	Pearson Correlation	.539**	1	.466**	.862**
	Sig. (2-tailed)	.000		.000	.000
	N	90	90	90	90
X2.3	Pearson Correlation	.203	.466**	1	.726**
	Sig. (2-tailed)	.056	.000		.000
	N	90	90	90	90
CitraMerek	Pearson Correlation	.738**	.862**	.726**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	90	90	90	90

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

c) Variabel Kepuasan Pelanggan (Y)

Correlations

		Y.1	Y.2	Y.3	Y.4	KepuasanPelanggan
Y.1	Pearson Correlation	1	.316**	.091	.287**	.534**
	Sig. (2-tailed)		.002	.394	.006	.000
	N	90	90	90	90	90
Y.2	Pearson Correlation	.316**	1	.554**	.467**	.838**
	Sig. (2-tailed)	.002		.000	.000	.000
	N	90	90	90	90	90
Y.3	Pearson Correlation	.091	.554**	1	.344**	.746**
	Sig. (2-tailed)	.394	.000		.001	.000
	N	90	90	90	90	90
Y.4	Pearson Correlation	.287**	.467**	.344**	1	.721**
	Sig. (2-tailed)	.006	.000	.001		.000
	N	90	90	90	90	90
KepuasanPelanggan	Pearson Correlation	.534**	.838**	.746**	.721**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	90	90	90	90	90

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

3. Hasil Uji Reliabilitas Sampel Kecil

Reliability Statistics

Cronbach's Alpha	N of Items
.876	4

a) Variabel Kualitas Pelayanan (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.726	3

b) Variabel Citra Merek (X₂)

Reliability Statistics

Cronbach's Alpha	N of Items
.861	4

c) Variabel Kepuasan Pelanggan (Y)

4. Hasil Uji Reliabilitas Sampel Besar

a) Variabel Kualitas Pelayanan (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.683	4

b) Variabel Citra Merek (X₂)

Reliability Statistics

Cronbach's Alpha	N of Items
.669	3

c) Variabel Kepuasan Pelanggan (Y)

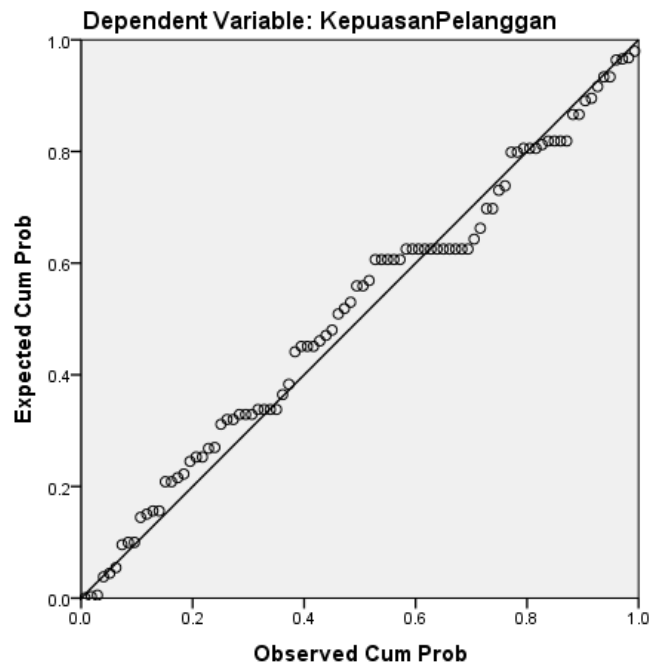
Reliability Statistics

Cronbach's Alpha	N of Items
.682	4



4. Hasil Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		90
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1.02936107
Most Extreme Differences	Absolute	.085
	Positive	.073
	Negative	-.085
Kolmogorov-Smirnov Z		.810
Asymp. Sig. (2-tailed)		.528

a. Test distribution is Normal.

b. Calculated from data.



5. Hasil Uji Multikolinearitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.971	1.206		1.634	.106					
	KualitasPelayanan	.616	.079	.615	7.845	.000	.787	.644	.484	.620	1.614
	CitraMerek	.358	.101	.279	3.558	.001	.659	.356	.220	.620	1.614

a. Dependent Variable: KepuasanPelanggan

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.617 ^a	.380	.373	1.413

a. Predictors: (Constant), CitraMerek

b. Dependent Variable: KualitasPelayanan

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818 ^a	.668	.661	1.041

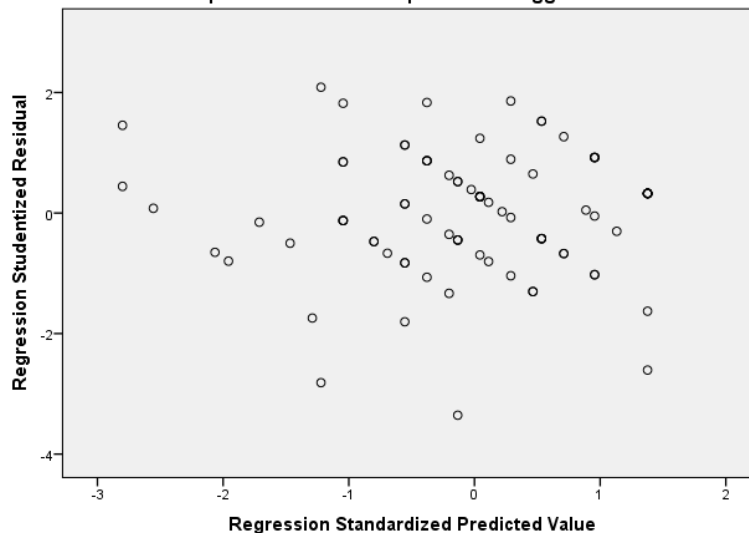
a. Predictors: (Constant), CitraMerek, KualitasPelayanan

b. Dependent Variable: KepuasanPelanggan

6. Hasil Uji Heteroskedastisitas

Scatterplot

Dependent Variable: KepuasanPelanggan



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.270	.762		1.668	.099
	KualitasPelayanan	-.081	.050	-.219	-1.636	.105
	CitraMerek	.070	.064	.147	1.098	.275

a. Dependent Variable: ABS_RES

7. Hasil Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1.971	1.206		1.634	.106			
	KualitasPelayanan	.616	.079	.615	7.845	.000	.787	.644	.484
	CitraMerek	.358	.101	.279	3.558	.001	.659	.356	.220

a. Dependent Variable: KepuasanPelanggan

8. Hasil Koefisien Determinasi (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818 ^a	.668	.661	1.041

a. Predictors: (Constant), CitraMerek, KualitasPelayanan

b. Dependent Variable: KepuasanPelanggan

9. Hasil Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	190.019	2	95.010	87.652	.000 ^b
	Residual	94.303	87	1.084		
	Total	284.322	89			

a. Dependent Variable: KepuasanPelanggan

b. Predictors: (Constant), CitraMerek, KualitasPelayanan

10. Hasil Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			
	B	Std. Error	Beta			Zero-order	Partial	Part	
1	(Constant)	1.971	1.206		1.634	.106			
	KualitasPelayanan	.616	.079	.615	7.845	.000	.787	.644	.484
	CitraMerek	.358	.101	.279	3.558	.001	.659	.356	.220

a. Dependent Variable: KepuasanPelanggan

