

LAMPIRAN – LAMPIRAN

Lampiran 1. Kuesioner Penelitian



KUESIONER PENELITIAN UNIVERSITAS PENDIDIKAN GANESHA FAKULTAS EKONOMI JURUSAN MANAJEMEN

Hal: pengisian Kuesioner

Kepada
Yth. Saudara/i
Di-
Tempat

Dengan hormat,

Perkenalkan saya Ni Kadek Yunda Cahyanti, mahasiswa Program studi S1 Manajemen, jurusan Manajemen, Fakultas Ekonomi, Universitas Pendidikan Ganesha. Dalam Rangka menyelesaikan studi pada Program sarjana di Universitas Pendidikan Ganesha, saya melakukan penelitian dengan judul “Pengaruh Kualitas Pelayanan dan *Brand Image* terhadap Kepuasan Pelanggan di Bank BRI Cabang Kintamani” sehubungan dengan hal tersebut, saya memohon kesediaan saudara/i untuk berpartisipasi mengisi kuesioner penelitian ini. Seluruh data yang diberikan akan dijaga kerahasiannya dan hanya digunakan untuk keperluan akademik. Atas waktu dan kesediaan saudara/i dalam mengisi kuesioner ini, saya ucapkan Terimakasih

Singaraja, 20 Januari 2026
Peneliti

Ni Kadek Yunda Cahyanti
Nim.2217041218

IDENTITAS RESPONDEN

Lengkapi dengan jawaban anda dan Berikan tanda centang (✓) pada kotak jawaban

1. Nama :
2. Usia :
3. Jenis Kelamin :
☐ Laki – laki
☐ Perempuan
4. Berapa lama menjadi Nasabah di Bank BRI Cabang Kintamani?
☐ 1 Tahun
☐ 2 Tahun
☐ 3 Tahun
☐ 4 Tahun
☐ 5 tahun

PETUNJUK PENGISIAN KUESIONER

Pengisian kuesioner ini menggunakan metode Skala Interval. Mohon kepada responden untuk memilih jawaban yang paling sesuai dengan kondisi dan pendapat yang sebenarnya dengan memberikan tanda centang (✓) pada kolom yang dianggap tepat.

Keterangan:

Kategori Jawaban	Keterangan	Nilai
SS	Sangat Setuju	5
S	Setuju	4
CS	Cukup Setuju	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

PERNYATAAN-PERNYATAAN

No	Kualitas Pelayanan (X ₁)	SS	S	CS	TS	STS
		5	4	3	2	1
1	Petugas di Bank BRI Cabang Kintamani melayani saya sesuai dengan SOP yang ditetapkan					
2	Petugas di Bank BRI Cabang Kintamani melayani saya dengan cepat & Efisien					
3	Transaksi yang saya lakukan jarang mengalami kesalahan					
4	Petugas di Bank BRI Tanggap dalam membantu Ketika saya mengalami kesulitan.					
5	Petugas di Bank BRI memiliki pengetahuan yang baik tentang produk & Layanan					
6	Saya merasa Aman dan percaya saat bertransaksi di Bank BRI cabang Kintamani					
7	Petugas di Bank BRI memberikan perhatian secara pribadi kepada Nasabah					
8	Petugas di Bank BRI memahami kebutuhan dan keluhan saya sebagai nasabah					

No	Brand Image (X ₂)	SS	S	CS	TS	STS
		5	4	3	2	1
1	Fasilitas Fisik di Bank BRI cabang kintamani terlihat bersih dan rapi.					
2	Petugas di Bank BRI cabang kintamani berpenampilan profesional dan rapi					
3	Di Bank BRI cabang kintamani memiliki reputasi baik dibandingkan Bank lain					
4	Produk dan layanan Di Bank BRI cabang kintamani sesuai dengan kebutuhan saya.					
5	Bank BRI cabang Kintamani merupakan Bank terpercaya dan profesional					
6	Informasi dan promosi di Bank BRI Cabang Kintamani mudah dipahami dan dapat meyakinkan					

No	Kepuasan Pelanggan (Y)	SS	S	CS	TS	STS
		5	4	3	2	1
1	Saya merasa senang setelah menggunakan layanan di Bank BRI Cabang kintamani					
2	Saya sangat puas dengan pelayanan yang saya terima di Bank BRI Cabang Kintamani					

3	Saya tidak pernah kecewa saat bertransaksi di bank BRI Cabang kintamani					
4	Pelayanan di Bank BRI Cabang kintamani tidak menimbulkan keluhan Bagi saya					
5	Pelayanan di Bank BRI Cabang Kintamani sesuai dengan harapan saya sebagai nasabah					
6	Di Bank BRI cabang Kintamani telah memberikan layanan sesuai dengan promosi					



Lampiran 2. Tabulasi Data Sampel

Kualitas Pelayanan (X ₁)									Brand Image (X ₂)						
X1. 1	X1. 2	X1. 3	X1. 4	X1. 5	X1. 6	X1. 7	X1. 8	tot al	X2. 1	X2. 2	X2. 3	X2. 4	X2. 5	X2. 6	tot al
4	5	5	5	4	4	5	5	37	5	4	4	4	5	2	24
4	4	4	4	4	4	4	4	32	5	5	5	5	5	4	29
3	4	3	4	5	5	3	4	31	3	3	3	3	2	3	17
4	4	4	4	3	3	3	4	29	5	5	5	5	3	3	26
4	4	4	4	3	3	4	4	30	5	5	5	5	3	3	26
3	3	4	2	2	2	3	2	21	3	5	5	4	4	3	24
5	4	4	5	3	3	5	5	34	4	5	5	4	3	3	24
4	4	4	4	3	3	4	4	30	5	5	5	5	3	3	26
3	3	3	4	3	3	4	4	27	5	5	5	3	5	2	25
3	3	3	4	4	4	3	3	27	3	5	5	5	3	3	24
4	3	3	4	3	3	4	4	28	5	3	3	4	3	3	21
4	4	4	4	4	4	4	4	32	5	5	5	5	5	4	29
5	4	4	5	3	3	5	5	34	4	5	5	4	3	3	24
4	4	5	5	4	4	4	5	35	5	5	4	4	4	3	25
4	4	4	4	4	4	4	4	32	5	5	5	5	5	4	29
3	3	3	4	4	4	3	5	29	5	5	5	5	3	2	25
5	5	5	5	5	5	3	4	37	2	3	3	3	3	4	18
4	4	5	4	3	3	4	4	31	5	5	4	5	3	2	24
4	4	5	5	4	4	4	5	35	5	5	4	4	4	3	25
5	4	4	5	3	3	5	5	34	4	5	5	4	3	3	24
4	3	4	4	4	4	4	3	30	5	4	5	5	4	4	27
4	4	4	4	4	4	5	4	33	5	5	5	5	5	4	29
4	3	3	3	4	4	4	3	28	5	5	5	4	5	4	28
3	3	3	3	4	4	3	3	26	3	3	3	3	3	2	17
4	4	3	5	3	3	4	5	31	4	4	4	4	3	4	23
4	3	3	3	4	4	4	3	28	5	4	4	4	4	4	25
3	3	3	4	4	4	3	4	28	3	5	5	5	5	3	26
3	3	3	4	4	4	3	4	28	5	4	4	4	4	5	26
4	4	3	4	4	4	4	4	31	5	5	5	4	3	3	25
4	4	4	4	3	3	4	4	30	5	5	5	5	3	2	25
4	5	4	5	3	3	4	5	33	5	4	5	4	3	2	23
4	4	3	3	4	4	4	3	29	5	5	5	5	3	3	26
4	4	4	4	3	3	4	4	30	5	5	5	5	3	2	25
4	3	4	3	3	3	4	3	27	4	4	4	3	3	3	21
5	5	5	5	5	5	4	5	39	2	3	3	3	3	4	18
3	3	3	4	4	4	3	4	28	3	4	4	4	4	4	23
3	3	4	5	5	5	3	5	33	5	4	5	5	4	4	27
4	4	4	4	4	4	4	4	32	5	5	5	5	5	4	29
4	4	3	4	4	4	4	4	31	5	4	4	4	4	5	26

3	3	3	4	3	3	5	5	29	3	3	3	4	3	3	19
3	3	3	4	3	3	4	4	27	3	3	3	4	3	3	19
3	3	3	5	3	3	3	5	28	5	5	5	5	4	3	27
4	3	3	5	5	5	3	5	33	4	5	5	5	4	3	26
3	4	4	4	3	3	3	4	28	3	5	5	5	3	3	24
4	4	4	4	3	3	3	4	29	5	5	5	5	3	2	25
5	4	4	5	3	3	3	5	32	4	5	5	4	3	3	24
4	4	4	4	3	3	4	4	30	5	5	5	5	3	2	25
3	4	4	4	3	3	4	4	29	3	5	5	5	3	3	24
4	4	4	4	3	3	4	4	30	5	5	5	5	3	3	26
3	3	4	3	4	4	3	3	27	5	4	4	3	3	2	21
3	3	2	5	5	5	3	3	29	2	3	3	2	2	2	14
3	4	2	3	3	3	3	3	24	5	5	5	5	4	3	27
4	4	3	4	4	4	4	4	31	4	4	5	3	3	3	22
5	5	5	4	3	3	5	4	34	4	4	3	4	3	3	21
4	4	3	3	3	3	4	4	28	5	5	4	4	5	3	26
4	4	3	3	3	3	4	3	27	4	4	3	4	3	3	21
4	4	4	3	3	3	4	3	28	2	2	1	2	2	1	10
4	4	4	3	3	3	4	4	29	5	5	5	5	3	2	25
3	4	3	4	4	4	3	3	28	3	3	4	5	2	2	19
3	3	3	3	4	4	3	3	26	5	5	3	5	3	2	23
4	4	2	5	5	5	4	5	34	5	4	5	4	3	3	24
4	3	5	4	4	4	4	4	32	3	3	3	3	3	2	17
1	1	2	2	3	1	1	2	13	2	1	2	2	2	2	11
3	3	3	5	4	4	3	5	30	5	4	4	5	4	4	26
4	5	4	4	3	3	3	4	30	5	4	5	4	3	2	23
4	3	3	3	3	3	4	3	26	3	3	3	3	3	3	18
4	4	4	4	3	3	4	4	30	4	4	4	4	3	3	22
2	3	1	2	1	1	2	2	14	1	3	1	2	2	2	11
3	3	2	3	4	4	3	3	25	3	5	3	4	2	2	19
4	4	3	5	5	5	4	5	35	3	4	5	5	3	2	22
5	5	5	4	4	4	3	4	34	4	4	4	4	5	2	23
4	4	4	4	4	4	4	4	32	5	5	5	5	5	3	28
3	3	3	3	3	3	3	3	24	3	3	5	5	2	2	20
3	3	3	3	4	4	3	3	26	5	5	5	5	5	5	30
4	4	4	4	4	4	4	4	32	5	5	5	5	5	4	29
4	4	4	4	4	4	3	4	31	5	5	5	5	5	4	29
4	4	3	3	3	3	3	3	26	5	5	3	3	3	3	22
4	5	5	4	3	3	4	4	32	5	4	4	5	3	3	24
4	4	5	5	4	4	4	5	35	5	5	4	4	4	3	25
4	4	2	4	4	4	4	4	30	3	3	3	2	2	2	15
4	4	5	5	4	4	4	5	35	5	5	4	4	4	3	25
3	4	4	4	4	4	3	5	31	3	4	4	3	4	3	21

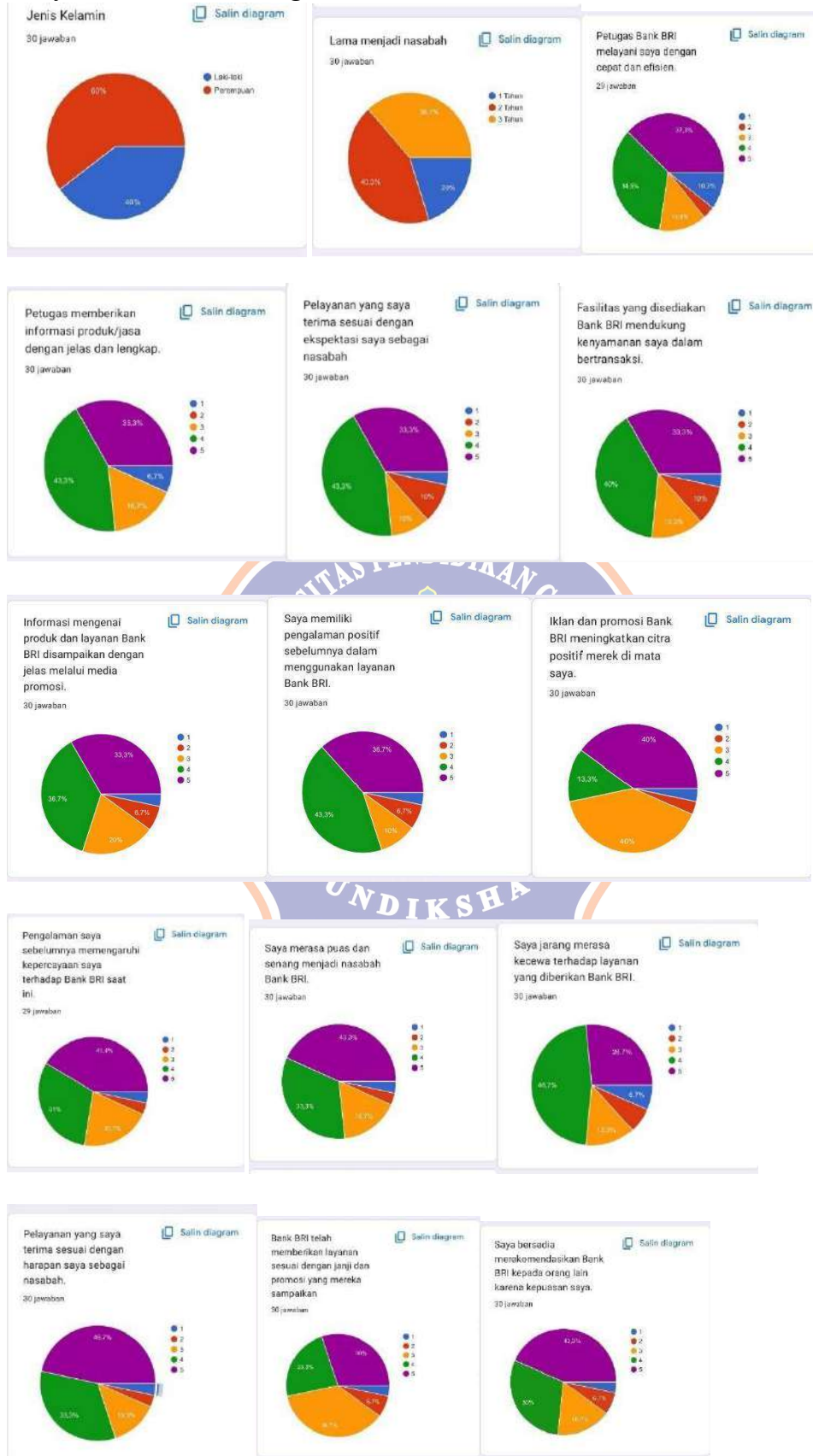
3	4	4	4	3	3	3	4	28	3	5	5	5	3	3	24
4	4	4	4	3	3	3	4	29	5	5	5	5	3	3	26
4	3	5	5	3	3	4	5	32	5	3	4	4	3	3	22
4	4	3	3	4	4	4	3	29	5	4	4	4	5	5	27
4	4	4	4	4	4	3	4	31	5	5	5	5	5	4	29
4	4	3	4	4	4	4	4	31	5	5	5	5	3	3	26
4	4	4	4	3	3	3	4	29	5	5	5	5	3	3	26
3	3	3	4	4	4	3	4	28	4	5	4	4	4	4	25
3	3	4	3	3	3	3	3	25	4	5	5	5	5	3	27
5	5	4	4	3	3	5	4	33	4	4	4	5	3	2	22
4	4	3	4	4	4	4	4	31	4	4	5	5	5	3	26
4	4	5	5	4	4	4	5	35	5	5	4	4	4	3	25
3	4	4	4	3	3	3	4	28	3	5	5	4	3	3	23
3	3	3	2	3	3	3	2	22	5	4	3	4	3	2	21
3	4	4	4	4	4	3	3	29	3	4	4	3	4	3	21
3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	18
3	4	4	4	3	3	3	4	28	3	5	5	5	3	3	24
4	4	3	5	4	4	4	5	33	5	5	5	5	3	3	26

Kepuasan Pelanggan (Y)						
Y _{1.1}	Y _{1.2}	Y _{1.3}	Y _{1.4}	Y _{1.5}	Y _{1.6}	Total
4	5	3	4	4	3	23
4	4	4	5	4	4	25
3	3	3	5	3	3	20
4	4	4	4	3	3	22
4	4	3	4	3	3	21
4	4	4	3	2	1	18
3	4	4	3	2	4	20
4	4	3	3	3	3	20
4	4	4	4	3	3	22
5	4	3	4	3	3	22
3	3	3	4	2	3	18
4	4	4	4	4	4	24
3	4	4	4	2	4	21
3	5	4	4	4	4	24
4	4	4	4	4	4	24
3	4	4	4	4	2	21
3	5	5	5	4	4	26
5	5	4	5	4	3	26
3	5	4	5	4	4	25
3	4	4	4	2	4	21
4	4	4	4	3	2	21
4	4	4	4	4	4	24
4	3	4	3	4	2	20

3	3	4	3	2	4	19
5	5	4	5	3	4	26
3	3	4	3	3	3	19
4	4	5	4	4	4	25
4	4	4	4	4	3	23
4	4	4	4	4	4	24
3	4	4	4	4	4	23
5	4	4	4	4	3	24
4	4	3	4	4	3	22
3	4	4	4	4	4	23
4	4	4	4	3	3	22
3	5	5	5	4	4	26
5	5	3	5	3	3	24
4	4	5	4	4	3	24
4	4	4	4	4	4	24
3	3	3	3	3	3	18
3	3	5	3	2	3	19
3	3	5	3	2	3	19
4	4	4	4	3	3	22
4	4	4	4	3	2	21
4	4	4	4	3	4	23
3	4	4	4	4	4	23
3	4	4	4	2	4	21
3	4	4	4	4	4	23
4	4	4	4	3	4	23
4	4	3	4	3	3	21
4	5	4	5	2	2	22
3	3	3	3	4	2	18
3	4	4	4	2	3	20
5	5	5	5	4	4	28
5	5	5	5	3	4	27
5	4	5	4	3	2	23
5	4	4	4	3	4	24
2	2	3	2	3	2	14
5	4	4	4	3	2	22
3	4	4	4	3	3	21
3	3	4	3	3	3	19
4	4	4	4	3	2	21
3	3	3	3	3	3	18
3	2	3	2	2	1	13
5	5	4	5	4	4	27
4	4	3	4	3	4	22
4	4	4	4	3	3	22

4	4	5	4	3	4	24
2	3	3	3	2	2	15
4	3	3	3	3	3	19
4	4	4	4	4	2	22
4	5	5	5	3	4	26
4	4	4	4	4	4	24
3	4	4	4	3	3	21
3	3	3	3	4	3	19
4	4	4	4	4	4	24
4	4	4	4	4	4	24
4	3	5	3	3	3	21
5	5	4	5	3	4	26
3	5	4	5	4	4	25
4	4	4	4	3	3	22
4	5	4	5	3	4	25
3	4	3	4	3	4	21
4	4	4	4	3	4	23
4	4	4	4	4	3	23
4	5	5	5	3	4	26
5	5	5	4	2	3	24
4	4	4	5	4	4	25
3	4	4	5	3	3	22
4	4	3	4	3	3	21
4	3	4	4	3	2	20
4	4	5	3	3	3	22
5	4	3	3	3	3	21
5	4	3	3	3	2	20
3	5	4	4	4	4	24
4	4	4	4	3	4	23
4	3	4	4	2	1	18
3	4	3	4	3	4	21
3	2	3	4	3	3	18
4	4	4	4	3	4	23
4	4	4	4	4	4	24

Lampiran 3. Hasil Observasi Awal Variabel Kepuasan Pelanggan, Kualitas Pelayanan dan *Brand Image*



Lampiran 4. Uji SPSS Statistik Deskriptif

1. Uji Kualitas Data (Validitas dan Reliabilitas)

• Kualitas Produk

		Correlations								Kualitas Pelayanan (X1)
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	
X1.1	Pearson Correlation	1	.691**	.527**	.450**	.116	.217*	.679**	.444**	.752**
	Sig. (2-tailed)		.000	.000	.000	.249	.030	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.691**	1	.521**	.407**	.052	.160	.455**	.404**	.672**
	Sig. (2-tailed)	.000		.000	.000	.608	.111	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.527**	.521**	1	.408**	.011	.063	.357**	.415**	.625**
	Sig. (2-tailed)	.000	.000		.000	.911	.532	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.450**	.407**	.408**	1	.409**	.454**	.361**	.885**	.820**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.116	.052	.011	.409**	1	.963**	.014	.272**	.522**
	Sig. (2-tailed)	.249	.608	.911	.000		.000	.892	.006	.000
	N	100	100	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.217*	.160	.063	.454**	.963**	1	.116	.322**	.605**
	Sig. (2-tailed)	.030	.111	.532	.000	.000		.252	.001	.000
	N	100	100	100	100	100	100	100	100	100
X1.7	Pearson Correlation	.679**	.455**	.357**	.361**	.014	.116	1	.428**	.621**
	Sig. (2-tailed)	.000	.000	.000	.000	.892	.252		.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.8	Pearson Correlation	.444**	.404**	.415**	.885**	.272**	.322**	.428**	1	.784**
	Sig. (2-tailed)	.000	.000	.000	.000	.006	.001	.000		.000
	N	100	100	100	100	100	100	100	100	100
Kualitas Pelayanan (X1)	Pearson Correlation	.752**	.672**	.625**	.820**	.522**	.605**	.621**	.784**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.829	8



- **Brand Image**

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Brand Image (X2)
X2.1	Pearson Correlation	1	.584**	.530**	.542**	.458**	.251*	.772**
	Sig. (2-tailed)		.000	.000	.000	.000	.012	.000
	N	100	100	100	100	100	100	100
X2.2	Pearson Correlation	.584**	1	.734**	.658**	.440**	.216*	.816**
	Sig. (2-tailed)	.000		.000	.000	.000	.031	.000
	N	100	100	100	100	100	100	100
X2.3	Pearson Correlation	.530**	.734**	1	.736**	.409**	.250*	.824**
	Sig. (2-tailed)	.000	.000		.000	.000	.012	.000
	N	100	100	100	100	100	100	100
X2.4	Pearson Correlation	.542**	.658**	.736**	1	.339**	.223*	.786**
	Sig. (2-tailed)	.000	.000	.000		.001	.026	.000
	N	100	100	100	100	100	100	100
X2.5	Pearson Correlation	.458**	.440**	.409**	.339**	1	.555**	.714**
	Sig. (2-tailed)	.000	.000	.000	.001		.000	.000
	N	100	100	100	100	100	100	100
X2.6	Pearson Correlation	.251*	.216*	.250*	.223*	.555**	1	.541**
	Sig. (2-tailed)	.012	.031	.012	.026	.000		.000
	N	100	100	100	100	100	100	100
Brand Image (X2)	Pearson Correlation	.772**	.816**	.824**	.786**	.714**	.541**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.839	6



- **Kepuasan Pelanggan**

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Kepuasan Pelanggan (Y)
Y.1	Pearson Correlation	1	.444**	.178	.330**	.139	-.004	.532**
	Sig. (2-tailed)		.000	.076	.001	.167	.966	.000
	N	100	100	100	100	100	100	100
Y.2	Pearson Correlation	.444**	1	.366**	.744**	.293**	.449**	.843**
	Sig. (2-tailed)	.000		.000	.000	.003	.000	.000
	N	100	100	100	100	100	100	100
Y.3	Pearson Correlation	.178	.366**	1	.302**	.069	.246*	.531**
	Sig. (2-tailed)	.076	.000		.002	.498	.013	.000
	N	100	100	100	100	100	100	100
Y.4	Pearson Correlation	.330**	.744**	.302**	1	.299**	.441**	.796**
	Sig. (2-tailed)	.001	.000	.002		.002	.000	.000
	N	100	100	100	100	100	100	100
Y.5	Pearson Correlation	.139	.293**	.069	.299**	1	.323**	.546**
	Sig. (2-tailed)	.167	.003	.498	.002		.001	.000
	N	100	100	100	100	100	100	100
Y.6	Pearson Correlation	-.004	.449**	.246*	.441**	.323**	1	.653**
	Sig. (2-tailed)	.966	.000	.013	.000	.001		.000
	N	100	100	100	100	100	100	100
Kepuasan Pelanggan (Y)	Pearson Correlation	.532**	.843**	.531**	.796**	.546**	.653**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.725	6



2. Uji Asumsi Klasik

a) Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.01208059
Most Extreme Differences	Absolute	.055
	Positive	.055
	Negative	-.049
Test Statistic		.055
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	.656
	99% Confidence Interval Lower Bound	.644
	Upper Bound	.668

a. Test distribution is Normal.

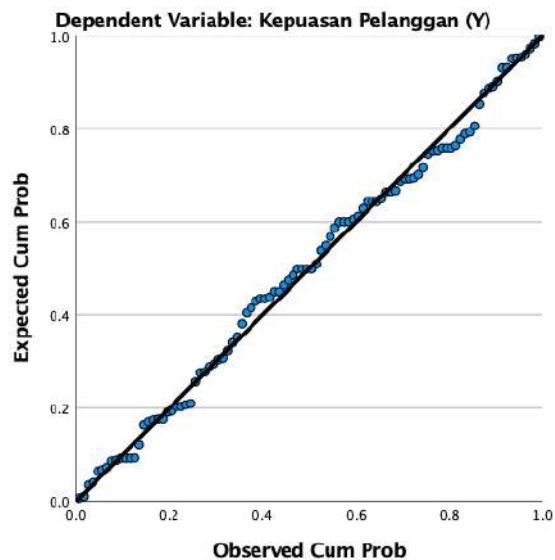
b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

Normal P-P Plot of Regression Standardized Residual



b) Heteroskedastisitas

Correlations

			Kualitas Pelayanan (X1)	Brand Image (X2)	Unstandardized Residual
Spearman's rho	Kualitas Pelayanan (X1)	Correlation Coefficient	1.000	.207*	-.037
		Sig. (2-tailed)	.	.039	.712
		N	100	100	100
	Brand Image (X2)	Correlation Coefficient	.207*	1.000	-.101
		Sig. (2-tailed)	.039	.	.319
		N	100	100	100
	Unstandardized Residual	Correlation Coefficient	-.037	-.101	1.000
		Sig. (2-tailed)	.712	.319	.
		N	100	100	100

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

c) 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)	6.770	1.686		4.015	.000					
	Kualitas Pelayanan (X1)	.354	.055	.514	6.459	.000	.620	.548	.481	.874	1.144
	Brand Image (X2)	.204	.054	.298	3.745	.000	.481	.355	.279	.874	1.144

a. Dependent Variable: Kepuasan Pelanggan (Y)

3. Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	6.770	1.686		4.015	.000					
	Kualitas Pelayanan (X1)	.354	.055	.514	6.459	.000	.620	.548	.481	.874	1.144
	Brand Image (X2)	.204	.054	.298	3.745	.000	.481	.355	.279	.874	1.144

a. Dependent Variable: Kepuasan Pelanggan (Y)

4. Uji ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	344.842	2	172.421	41.729	.000 ^b
	Residual	400.798	97	4.132		
	Total	745.640	99			

a. Dependent Variable: Kepuasan Pelanggan (Y)

b. Predictors: (Constant), Brand Image (X2), Kualitas Pelayanan (X1)

5. Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680 ^a	.462	.451	2.03272

a. Predictors: (Constant), Brand Image (X2), Kualitas Pelayanan (X1)

b. Dependent Variable: Kepuasan Pelanggan (Y)



Lampiran 5. Dokumentasi penyebaran kuesioner



