

Lampiran 1. KUESIONER

No Responden:.....(diisi peneliti)

Kepada

Yth. Para Responden

Dalam rangka memenuhi persyaratan tugas akhir (skripsi), saya: Mesak Pekei, mahasiswa Fakultas Bisnis, Jurusan Manajemen, Konsentrasi Manajemen Pemasaran, Universitas Katolik Widya Mandala Surabaya, melakukan penelitian dengan judul: “Pengaruh *Brand Experience*, *Product Quality*, dan *Brand Trust* Terhadap *Satisfaction* Pelanggan Shampo Clear”. Untuk itu, apabila anda pelanggan shampo Clear, selalu menggunakan shampo Clear minimal dalam 1 tahun terakhir ini, berumur minimum 17 tahun dan berdomisili di Surabaya, saya mohon kesediaan anda untuk mengisi kuesioner di bawah ini dengan jujur dan benar.

Data dan informasi yang terkumpul, hanya akan saya gunakan untuk kepentingan skripsi (TA). Atas kesediaan anda menjadi responden penelitian, saya mengucapkan banyak terimakasih.

Hormat Saya

Mesak Pekei

NRP: 310 300 9283

Bagian I

Karakteristik Responden

Berilah tanda silang (X) pada jawaban yang anda pilih.

1. Usia Anda saat ini
 - a. 17-25 tahun
 - b. 26-35 tahun
 - c. 36-45 tahun
 - d. > 45 tahun
2. Tingkat pendidikan terakhir:
 - a. SLTP
 - b. SLTA
 - c. Perguruan Tinggi
3. Pekerjaan Anda:
 - a. Pelajar/Mahasiswa
 - b. Karyawan Swasta
 - c. Wiraswasta
 - d. PNS
 - e. Profesional
 - f. Ibu rumah tangga
 - g. lain-lain (Sebutkan)
4. Lama menggunakan shampo Clear:
 - a. 1 – 2 tahun
 - b. 2 – 3 tahun
 - c. > 3 tahun

Bagian II

Pertanyaan Inti

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

ST = Sangat Setuju

Kode	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
<i>Brand Experience (X₁)</i>						
X ₁₋₁	Kemasan Shampo Clear menarik					
X ₁₋₂	Shampo Clear memberikan kesan yang baik					
X ₁₋₃	Kelembutan Shampo Clear membuat saya nyaman					
X ₁₋₄	Aroma keharuman Shampo Clear memiliki ciri khas					
X ₁₋₅	Shampo Clear membangkitkan kegairahan saya dalam penggunaan					
X ₁₋₆	Shampo Clear menumbuhkan percaya diri saya					
X ₁₋₇	Shampo Clear dapat menggugah kesegaran saya					
X ₁₋₈	Shampo Clear memberikan pengalaman positif					
X ₁₋₉	Clear merupakan merek shampo yang ternama					
X ₁₋₁₀	Shampo Clear unggul dalam mengatasi ketombe					
X ₁₋₁₁	Shampo Clear dibedakan untuk pria dan wanita					
X ₁₋₁₂	Shampo Clear memiliki bermacam-macam varian (jenis, ukuran, kemasan dan aroma)					
X ₁₋₁₃	Shampo Clear diproduksi dengan teknologi canggih					
<i>Product Quality (X₂)</i>						
X _{2.1}	Shampo Clear mampu membersihkan rambut					
X _{2.2}	Shampo Clear mampu menyehatkan rambut					
X _{2.3}	Shampo Clear mampu menghilangkan ketombe					
X _{2.4}	Kinerja Shampo Clear berbeda dengan shampo merek lain					
X _{2.5}	Shampo Clear sesuai untuk rambut orang Indonesia					
X _{2.6}	Shampo Clear sesuai untuk konsumen yang berdomisili di iklim tropis					
X _{2.7}	Shampo Clear membebaskan ketombe					

Kode	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
X _{2.8}	Rambut tidak mengalami kerontokan ketika menggunakan Shampo Clear					
X _{2.9}	Masa penggunaan Shampo Clear cukup lama					
X _{2.10}	Kemasan Shampo Clear kuat					
X _{2.11}	Shampo Clear mudah didapatkan di berbagai gerai terdekat					
X _{2.12}	Shampo Clear menyediakan layanan konsumen					
X _{2.13}	Desain kemasan Shampo Clear menarik					
X _{2.14}	Shampo Clear memiliki reputasi yang baik					
X _{2.15}	Shampo Clear pernah mendapat <i>Top Brand Award</i> kategori shampo					
X _{2.16}	Shampo Clear adalah shampo pertama yang memposisikan sebagai shampo anti ketombe					
Brand Trust (X₃)						
X ₃₋₁	Saya percaya terhadap perusahaan yang memproduksi shampo Clear					
X ₃₋₂	Saya percaya terhadap merek Clear					
X ₃₋₃	Saya percaya terhadap kualitas produk yang dihasilkan perusahaan					
X ₃₋₄	Saya percaya akan keamanan produk					
X ₃₋₅	Saya percaya akan keandalan produk					
X ₃₋₆	Saya percaya tidak akan dikecewakan					
Satisfaction (Y)						
Y ₁₋₁	Berdasarkan pengalaman, saya merasa senang menggunakan shampo Clear					
Y ₁₋₂	Harga jual produk Shampo Clear sesuai dengan kualitasnya					
Y ₁₋₃	Harapan saya terpenuhi dengan menggunakan shampo Clear					
Y ₁₋₄	Secara keseluruhan saya merasa puas dengan Shampo Clear					

TERIMAKASIH

Lampiran 2. Karakteristik Responden Penelitian

Usia Responden saat ini

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-25 tahun	43	43,0	43,0	43,0
26-35 tahun	34	34,0	34,0	77,0
36-45 tahun	12	12,0	12,0	89,0
> 45 tahun	11	11,0	11,0	100,0
Total	100	100,0	100,0	

Pendidikan Terakhir Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SLTP	9	9,0	9,0	9,0
SLTA	34	34,0	34,0	43,0
Perguruan Tinggi	57	57,0	57,0	100,0
Total	100	100,0	100,0	

Pekerjaan Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar/Mahasiswa	23	23,0	23,0	23,0
Karyawan Swasta	44	44,0	44,0	67,0
Wiraswasta	15	15,0	15,0	82,0
PNS	6	6,0	6,0	88,0
Profesional	2	2,0	2,0	90,0
Ibu rumah tangga	8	8,0	8,0	98,0
Lain-Lain	2	2,0	2,0	100,0
Total	100	100,0	100,0	

Lama Menggunakan Shampo Clear

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - 2 tahun	30	30,0	30,0	30,0
2 - 3 tahun	59	59,0	59,0	89,0
> 3 tahun	11	11,0	11,0	100,0
Total	100	100,0	100,0	

Lampiran 3. Uji Validitas

Correlations

		X1.01	X1.02	X1.03	X1.04	X1.05	X1.06	X1.07	X1.08	X1.09	X1.10	X1.11	X1.12	X1.13	Total Xi
X1.01	Pearson Correlation	1													
	Sig. (2-tailed)		,729**	,637**	,587**	,547**	,422**	,521**	,492**	,428**	,327**	,403**	,412**	,750**	,749**
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.02	Pearson Correlation		1												
	Sig. (2-tailed)	,729**		,694**	,575**	,623**	,487**	,528**	,546**	,457**	,414**	,490**	,558**	,665**	,806**
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.03	Pearson Correlation			1											
	Sig. (2-tailed)	,637**	,694**		,434**	,524**	,501**	,477**	,507**	,517**	,439**	,589**	,586**	,624**	,785**
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.04	Pearson Correlation				1										
	Sig. (2-tailed)	,587**	,575**	,434**		,589**	,366**	,496**	,492**	,280**	,161	,354**	,390**	,561**	,648**
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.05	Pearson Correlation					1									
	Sig. (2-tailed)	,547**	,623**	,524**	,589**		,694**	,445**	,524**	,427**	,340**	,474**	,449**	,488**	,744**
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.06	Pearson Correlation						1								
	Sig. (2-tailed)	,422**	,487**	,501**	,366**	,694**		,421**	,436**	,460**	,416**	,419**	,435**	,364**	,671**
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.07	Pearson Correlation							1							
	Sig. (2-tailed)	,521**	,528**	,477**	,496**	,445**	,421**		,549**	,355**	,302**	,388**	,362**	,497**	,649**
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.08	Pearson Correlation								1						
	Sig. (2-tailed)	,492**	,546**	,507**	,492**	,524**	,436**	,549**		,412**	,380**	,612**	,589**	,655**	,743**
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.09	Pearson Correlation									1					
	Sig. (2-tailed)	,428**	,457**	,517**	,280**	,427**	,460**	,355**	,412**		,774**	,657**	,632**	,425**	,716**
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.10	Pearson Correlation										1				
	Sig. (2-tailed)	,327**	,414**	,439**	,161	,340**	,416**	,302**	,380**	,774**		,703**	,738**	,404**	,679**
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.11	Pearson Correlation											1			
	Sig. (2-tailed)	,403**	,490**	,589**	,354**	,474**	,419**	,388**	,612**	,657**	,703**		,828**	,596**	,792**
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.12	Pearson Correlation												1		
	Sig. (2-tailed)	,412**	,558**	,586**	,390**	,449**	,435**	,362**	,589**	,632**	,738**	,828**		,658**	,807**
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.13	Pearson Correlation													1	
	Sig. (2-tailed)	,750**	,665**	,624**	,561**	,488**	,364**	,497**	,655**	,425**	,404**	,596**	,658**		,799**
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Xi	Pearson Correlation														1
	Sig. (2-tailed)	,749**	,806**	,785**	,648**	,744**	,671**	,649**	,743**	,716**	,679**	,792**	,807**	,799**	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

Correlations

Correlations																	
	X2_01	X2_02	X2_03	X2_04	X2_05	X2_06	X2_07	X2_08	X2_09	X2_10	X2_11	X2_12	X2_13	X2_14	X2_15	X2_16	Total X2
X2.01 Pearson Correlation	1	.583**	.272**	.375**	.444**	.452**	.373**	.374**	.268**	.345**	.376**	.278**	.251**	.398**	.335**	.350**	.573**
Sig. (2-tailed)		.000	.006	.000	.000	.000	.000	.000	.007	.000	.000	.005	.012	.000	.001	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.02 Pearson Correlation	.583**	1	.453**	.508**	.610**	.480**	.384**	.466**	.334**	.333**	.331**	.252**	.236**	.474**	.522**	.512**	.667**
Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.001	.001	.001	.011	.018	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.03 Pearson Correlation	.272**	.453**	1	.684**	.587**	.381**	.350**	.387**	.364**	.387**	.340**	.242**	.030	.417**	.553**	.569**	.636**
Sig. (2-tailed)	.006	.000		.000	.000	.000	.000	.000	.000	.000	.001	.015	.768	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.04 Pearson Correlation	.375**	.508**	.684**	1	.679**	.460**	.375**	.490**	.388**	.448**	.439**	.277**	.094	.509**	.524**	.623**	.711**
Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.005	.354	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.05 Pearson Correlation	.444**	.610**	.587**	.679**	1	.696**	.640**	.549**	.452**	.390**	.581**	.389**	.262**	.585**	.660**	.617**	.817**
Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.008	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.06 Pearson Correlation	.452**	.480**	.381**	.460**	.696**	1	.800**	.661**	.528**	.581**	.605**	.468**	.515**	.574**	.649**	.526**	.824**
Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.07 Pearson Correlation	.379**	.384**	.350**	.375**	.640**	.800**	1	.689**	.492**	.473**	.525**	.480**	.451**	.558**	.568**	.511**	.760**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.08 Pearson Correlation	.376**	.466**	.387**	.490**	.548**	.661**	.689**	1	.544**	.482**	.625**	.460**	.483**	.594**	.569**	.588**	.783**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.09 Pearson Correlation	.268**	.334**	.364**	.388**	.452**	.528**	.492**	.544**	1	.557**	.635**	.474**	.439**	.395**	.516**	.577**	.688**
Sig. (2-tailed)	.007	.001	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.10 Pearson Correlation	.345**	.333**	.387**	.448**	.390**	.581**	.473**	.482**	.557**	1	.560**	.373**	.330**	.555**	.495**	.559**	.689**
Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000	.000	.000		.000	.000	.001	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.11 Pearson Correlation	.376**	.331**	.340**	.439**	.581**	.605**	.525**	.625**	.635**	.560**	1	.605**	.541**	.512**	.528**	.520**	.758**
Sig. (2-tailed)	.000	.001	.001	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.12 Pearson Correlation	.278**	.252**	.242**	.277**	.389**	.468**	.480**	.460**	.474**	.373**	.605**	1	.458**	.430**	.497**	.397**	.612**
Sig. (2-tailed)	.005	.011	.015	.005	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.13 Pearson Correlation	.251**	.236**	.030	.094	.262**	.515**	.451**	.483**	.439**	.330**	.541**	.458**	1	.493**	.269**	.275**	.517**
Sig. (2-tailed)	.012	.018	.768	.354	.008	.000	.000	.000	.000	.001	.000	.000		.000	.007	.006	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.14 Pearson Correlation	.398**	.474**	.417**	.509**	.585**	.574**	.558**	.594**	.595**	.555**	.512**	.430**	.493**	1	.456**	.478**	.736**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.15 Pearson Correlation	.335**	.522**	.553**	.524**	.660**	.649**	.568**	.569**	.516**	.495**	.528**	.497**	.269**	.456**	1	.806**	.792**
Sig. (2-tailed)	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.007	.000		.000	.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.16 Pearson Correlation	.358**	.512**	.569**	.623**	.617**	.526**	.511**	.588**	.577**	.559**	.520**	.397**	.275**	.478**	.806**	1	.791**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.006	.000	.000		.000
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total X2 Pearson Correlation	.573**	.667**	.636**	.711**	.817**	.824**	.760**	.783**	.688**	.689**	.758**	.612**	.517**	.736**	.792**	.791**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	100	100	100	100	100	100	100	100	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).

Correlations

Correlations

		X3.01	X3.02	X3.03	X3.04	X3.05	X3.06	Total X3
X3.01	Pearson Correlation	1	,465**	,518**	,454**	,554**	,359**	,751**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
X3.02	Pearson Correlation	,465**	1	,597**	,549**	,305**	,231*	,720**
	Sig. (2-tailed)	,000		,000	,000	,002	,021	,000
	N	100	100	100	100	100	100	100
X3.03	Pearson Correlation	,518**	,597**	1	,564**	,504**	,394**	,810**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100
X3.04	Pearson Correlation	,454**	,549**	,564**	1	,474**	,474**	,796**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100
X3.05	Pearson Correlation	,554**	,305**	,504**	,474**	1	,477**	,732**
	Sig. (2-tailed)	,000	,002	,000	,000		,000	,000
	N	100	100	100	100	100	100	100
X3.06	Pearson Correlation	,359**	,231*	,394**	,474**	,477**	1	,642**
	Sig. (2-tailed)	,000	,021	,000	,000	,000		,000
	N	100	100	100	100	100	100	100
Total X3	Pearson Correlation	,751**	,720**	,810**	,796**	,732**	,642**	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).

Correlations

Correlations

		Y1.01	Y1.02	Y1.03	Y1.04	Total Y
Y1.01	Pearson Correlation	1	,668**	,598**	,495**	,855**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
Y1.02	Pearson Correlation	,668**	1	,484**	,529**	,814**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
Y1.03	Pearson Correlation	,598**	,484**	1	,455**	,803**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
Y1.04	Pearson Correlation	,495**	,529**	,455**	1	,759**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
Total Y	Pearson Correlation	,855**	,814**	,803**	,759**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Lampiran 4. Uji Reliabilitas

Variabel brand experience

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,929	13

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.01	47,0400	59,897	,674	,924
X1.02	46,9000	59,222	,753	,922
X1.03	47,0100	58,818	,709	,923
X1.04	47,0000	60,465	,601	,927
X1.05	47,0100	57,929	,698	,923
X1.06	47,0200	60,343	,602	,927
X1.07	46,9100	60,911	,589	,927
X1.08	46,8600	60,061	,695	,924
X1.09	47,2500	59,866	,674	,924
X1.10	47,1500	59,159	,607	,927
X1.11	47,1400	57,738	,755	,921
X1.12	47,1000	56,374	,764	,921
X1.13	46,8900	58,099	,766	,921

Variabel product quality

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,933	16

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.01	55,1500	81,381	,536	,932
X2.02	55,1400	79,617	,593	,931
X2.03	55,1200	78,773	,565	,932
X2.04	55,1900	76,822	,675	,929
X2.05	55,0100	75,727	,772	,926
X2.06	55,0100	76,394	,779	,926
X2.07	54,9500	78,715	,700	,928
X2.08	54,7100	78,067	,739	,927
X2.09	54,7000	80,939	,656	,929
X2.10	54,8600	79,374	,633	,930
X2.11	54,7900	79,319	,666	,929
X2.12	54,7800	81,224	,550	,932
X2.13	54,5800	82,408	,519	,932
X2.14	54,5300	80,575	,694	,929
X2.15	54,8300	78,486	,755	,927
X2.16	54,9000	76,697	,749	,927

Variabel brand trust

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,838	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.01	18,7300	5,957	,624	,810
X3.02	18,5800	5,983	,573	,820
X3.03	18,7300	5,633	,701	,793
X3.04	18,6400	5,667	,678	,798
X3.05	18,6800	6,159	,609	,813
X3.06	18,3900	6,523	,498	,833

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22,3500	8,351	2,88981	6

Variabel satisfaction

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,820	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.01	12,1500	4,210	,722	,736
Y1.02	12,0800	4,680	,678	,761
Y1.03	12,2300	4,260	,611	,793
Y1.04	12,0500	4,775	,577	,803

Lampiran 5. Regression & Uji Multikolinieritas

Descriptive Statistics

	Mean	Std. Deviation	N
Satisfaction	4,0425	,68540	100
Brand Experience	3,9185	,63897	100
Product Quality	3,6596	,59137	100
Brand Trust	3,7251	,48162	100

Correlations

		Satisfaction	Brand Experience	Product Quality	Brand Trust
Pearson Correlation	Satisfaction	1,000	,667	,699	,427
	Brand Experience	,667	1,000	,613	,348
	Product Quality	,699	,613	1,000	,321
	Brand Trust	,427	,348	,321	1,000
Sig. (1-tailed)	Satisfaction	.	,000	,000	,000
	Brand Experience	,000	.	,000	,000
	Product Quality	,000	,000	.	,001
	Brand Trust	,000	,000	,001	.
N	Satisfaction	100	100	100	100
	Brand Experience	100	100	100	100
	Product Quality	100	100	100	100
	Brand Trust	100	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Trust , Product Quality, Brand Experience ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,777 ^a	,604	,592	,43789	,604	48,846	3	96	,000

a. Predictors: (Constant), Brand Trust , Product Quality, Brand Experience

b. Dependent Variable: Satisfaction

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28,099	3	9,366	48,846	,000 ^a
	Residual	18,408	96	,192		
	Total	46,507	99			

a. Predictors: (Constant), Brand Trust , Product Quality, Brand Experience

b. Dependent Variable: Satisfaction

Coefficients^b

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	-,135	,392		-,343	,732						
	Brand Experience	,365	,089	,340	4,099	,000	,667	,386	,263	,598	1,671	
	Product Quality	,506	,095	,436	5,311	,000	,699	,477	,341	,611	1,637	
	Brand Trust	,240	,098	,169	2,442	,016	,427	,242	,157	,861	1,162	

a. Dependent Variable: Satisfaction

Lampiran 6. Uji heterokedastisitas Dengan Uji Park

Descriptive Statistics

	Mean	Std. Deviation	N
Abs_res	,3295	,27617	100
Brand Experience	3,9185	,63897	100
Product Quality	3,6596	,59137	100
Brand Trust	3,7251	,48162	100

Correlations

		Abs_res	Brand Experience	Product Quality	Brand Trust
Pearson Correlation	Abs_res	1,000	-,105	-,155	-,223
	Brand Experience	-,105	1,000	,613	,348
	Product Quality	-,155	,613	1,000	,321
	Brand Trust	-,223	,348	,321	1,000
Sig. (1-tailed)	Abs_res	.	,149	,061	,013
	Brand Experience	,149	.	,000	,000
	Product Quality	,061	,000	.	,001
	Brand Trust	,013	,000	,001	.
N	Abs_res	100	100	100	100
	Brand Experience	100	100	100	100
	Product Quality	100	100	100	100
	Brand Trust	100	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Trust , Product Quality, Brand Experience ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Abs_res

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,241 ^a	,058	,029	,27219	,058	1,972	3	96	,123

a. Predictors: (Constant), Brand Trust , Product Quality, Brand Experience

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,438	3	,146	1,972	,123 ^a
	Residual	7,112	96	,074		
	Total	7,551	99			

a. Predictors: (Constant), Brand Trust , Product Quality, Brand Experience

b. Dependent Variable: Abs_res

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	,889	,244		3,649	,000			
	Brand Experience	,014	,055	,032	,249	,804	-,105	,025	,025
	Product Quality	-,052	,059	-,111	-,879	,381	-,155	-,089	-,087
	Brand Trust	-,114	,061	-,198	-1,855	,067	-,223	-,186	-,184

a. Dependent Variable: Abs_res

