

## Lampiran 1 : Berita Acara Bimbingan Skripsi

### BERITA ACARA BIMBINGAN SKRIPSI

#### IDENTITAS MAHASISWA:

Nama Mahasiswa : Yodika Rizky Irwansyah  
Prodi/NIM : Manajemen 2020/161500227  
Judul Skripsi : Pengaruh Kualitas Pelayanan,  
Kualitas Produk dan  
Kepercayaan Merek Terhadap  
Minat Beli Kembali Cafe Kebun  
Coklat Mojokerto

Dosen Pembimbing : I Made Bagus D S.E., M.M.

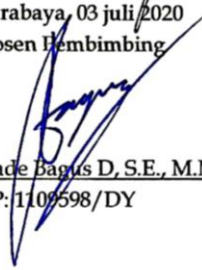
Periode Kepembimbingan : 20 Maret – 18 September 2020

#### URAIAN KEGIATAN KEPEMBIMBINGAN:

NO	TANGGAL	PARAF PEMBIMBING	KET	TTD
1	31 Maret 2020	Pengajuan judul	ACC	
2	10 April 2020	Pengajuan Bab 1	Revisi	
3	27 Mei 2020	Pengajuan Bab 1	Revisi	
4	16 Juni 2020	Pengajuan Bab 1	ACC	
5	7 Juli 2020	Pengajuan Bab 2	Revisi	
6	20 Juli 2020	Pengajuan Bab 2	Revisi	
7	21 Juli 2020	Pengajuan Bab 2	ACC	
8	22 Juli 2020	Pengajuan Bab 3	Revisi	
9	11 Agustus 2020	Pengajuan Bab 3	ACC	
10	14 September 2020	Pengajuan Bab 4	revisi	
11	15 September 2020	Pengajuan Bab 4	ACC	

12	17 September 2020	Pengajuan Bab 5	ACC	
13	18 September 2020	Artikel	ACC	

Surabaya, 03 juli 2020  
Dosen Pembimbing

  
I Made Bagus D, S.E., M.M.  
NPP: 1101598/DY

## Lampiran 2 : Surat Izin Penelitian



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI DAN BISNIS

Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234  
Website : <http://www.unipasby.ac.id>


Nomor : 200396/01/FEB/VII /2020  
Lampiran : -  
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:  
Bapak/Ibu Pimpinan  
Café Kebun Coklat Mojokerto  
Jl. Kedung Sari no 10  
di -  
Mojokerto

Sesuai kurikulum Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya, maka mahasiswa wajib menulis Skripsi/Tugas Akhir dalam bentuk Laporan Penelitian dan Artikel Ilmiah. Berkaitan dengan hal tersebut mohon perkenan Bapak/Ibu untuk memberikan ijin penelitian kepada mahasiswa kami yang tersebut dibawah ini :

Nama : Yodika Rizky Irwansyah  
NIM : 161500227  
Prodi : Manajemen  
Judul Skripsi : Pengaruh Kualitas Pelayanan, Kualitas Produk, dan Kepercayaan Merek Terhadap Minat Beli Ulang Di Café Kebun Coklat Mojokerto.

Demikian atas perkenan serta kebijaksanaan Bapak/Ibu kami sampaikan terima kasih.

Surabaya, 21 Juli 2020  
Dekan,  
  
**Drs. H. Teguh Purwanto M.M**  
NIP. 19601222.199003.1001

## Lampiran 3 : Surat Balasan Penelitian



**CAFE KEBUN COKLAT**  
Jl. Kedung Sari No. 10 Mojokerto  
Jawa Timur  
Telp / Fax : 085607302340

### SURAT KETERANGAN SELESSAI PENELITIAN

Yang bertanda tangan dibawah ini penanggung jawab Cafe Kebun Coklat Mojokerto menerangkan bahwa :

Nama : Yodika Rizky Irwansyah  
Nim : 161500227  
Jurusan : Manajemen  
Fakultas : Ekonomi  
Universitas : Universitas PGRI Adi Buana Surabaya

Telah selesai melakukan penelitian pada outlet Cafe Kebun Coklat selama 3 bulan terhitung mulai bulan Januari 2020 sampai dengan Maret 2020 untuk memperoleh data dalam penyusunan skripsi yang berjudul " **Pengaruh Kualitas Pelayanan, Kualitas Produk, dan Kepercayaan Merek Terhadap Minat Beli Kembali di Cafe Kebun Coklat Mojokerto** " .

Demikian surat keterangan ini dibuat dan diberikan kepada yang bersangkutan untuk dipergunakan sebagaimana mestinya.

Mojokerto, 31 Maret 2020



Fahmi Gea Valendra

## Lampiran 4 : kuisioner penelitian

### Kualitas Pelayanan (X1)

NO	PERNYATAAN	KATEGORI PENILAIAN				
		SS	S	R	TS	STS
Bukti langsung ( <i>Tangible</i> )						
1	Staff Cafe Kebun Coklat berpenampilan Rapi dan bersih					
2	Cafe Kebun Coklat memiliki fasilitas yang lengkap					
Keandalan ( <i>Reliability</i> )						
3	Cafe Kebun Coklat memiliki standar pelayanan yang jelas					
4	Fasilitas yang diberikan Cafe Kebun Coklat (WiFi, Colokan listrik, dll) dapat digunakan dengan baik					
Daya tanggap ( <i>responsiveness</i> )						
5	Staff Cafe Kebun Coklat mudah ditemui saat dibutuhkan					
6	Staff Cafe Kebun Coklat tidak membiarkan konsumen berdiri untuk menunggu saat tempat penuh					
Jaminan ( <i>assurance</i> )						
7	Staff Cafe Kebun Coklat memiliki pengetahuan tentang menu yang dipesan					
8	Staff Cafe Kebun Coklat memberikan jaminan tepat waktu terhadap produk yang dipesan					

Empati ( <i>empathy</i> )						
9	Staff Cafe Kebun Coklat memberikan perhatian khusus terhadap keluhan konsumen					
10	Staff Cafe Kebun Coklat tidak membedakan dalam melayani konsumen					

### Kualitas Produk (X2)

NO	PERNYATAAN	KATEGORI PENILAIAN				
		SS	S	R	TS	STS
<i>Presentation of food</i>						
11	Produk yang disajikan Cafe Kebun Coklat memiliki tampilan yang menarik					
12	Kemasan <i>Take Away</i> Cafe Kebun Coklat memiliki desain yang praktis dan menarik					
<i>Taste</i>						
13	Produk yang disajikan Cafe Kebun Coklat memiliki Rasa yang nikmat					
14	Bumbu yang digunakan dalam Produk Cafe Kebun Coklat terasa di lidah					
<i>Diversity of choice</i>						
15	Produk yang ditawarkan Cafe Kebun Coklat beragam					

16	Cafe Kebun Coklat selalu berinovasi dengan menyediakan menu baru					
<i>Healty</i>						
17	Produk yang disajikan Cafe Kebun Coklat terjamin higienis					
18	Produk yang disajikan Cafe Kebun Coklat dapat dikonsumsi anak-anak					
<i>Freshness</i>						
19	Bahan-bahan yang digunakan Cafe Kebun Coklat masih segar dan berkualitas					
20	Produk yang disajikan Cafe Kebun Coklat layak dikonsumsi					
<i>Temperature</i>						
21	Tingkat kematangan Produk yang disajikan Cafe Kebun Coklat sesuai dengan harapan					
22	Produk yang disajikan Cafe Kebun Coklat tidak berubah rasa meskipun terjadi perubahan suhu produk					

### Kepercayaan Merek (X3)

NO	PERNYATAAN	KATEGORI PENILAIAN				
		SS	S	R	TS	STS
Karakteristik merek (brand characteristic)						
23	Cafe Kebun Coklat memiliki brand yang mudah di ingat					

24	Cafe Kebun Coklat memiliki karakteristik yang berbeda dngan cafe lainnya					
Karakteristik perusahaan (Company Characteristic)						
25	Perusahaan Cafe Kebun Coklat menerapkan konsep yang menarik					
26	Perusahaan Cafe Kebun Coklat memiliki karakteristik yang unik					
Karakteristik konsumen-merek (Consumer-brand Characteristic).						
27	Saya memiliki kepercayaan terhadap Cafe Kebun Coklat					
28	Cafe Kebun Coklat sudah tidak asing bagi saya					

### Minat Beli Ulang (Y)

NO	PERNYATAAN	KATEGORI PENILAIAN				
		SS	S	R	TS	STS
Minat transaksional						
29	Saya berminat untuk kembali ke Cafe Kebun Coklat					
30	Saya memiliki produk favorit di Cafe Kebun Coklat					
Minat referensial						
31	Saya akan menyarankan teman, keluarga dsb untuk berkunjung ke Cafe Kebun Coklat					
32	Saya akan membagikan					



	pengalaman saya di Cafe Kebun Coklat kepada teman, keluarga dan masyarakat					
Minat preferensial						
33	Saya ingin mncoba produk-produk yan lain dari Cafe Kebun Coklat					
34	Saya memilih Cafe Kebun Coklat karena produk yang saya sukai					

**TERIMA KASIH ATAS PARTISIPASINYA**

## Lampiran 5 : Tabulasi

X1

	Kualitas Pelayanan (X1)										
	X1.1_1	X1.1_2	X1.2_1	X1.2_2	X1.3_1	X1.3_2	X1.4_1	X1.4_2	X1.5_1	X1.5_2	TOTAL
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### X3

#### Kepercayaan Merek (X3)

X3.1_1	X3.1_2	X3.2_1	X3.2_2	X3.3_1	X3.3_2	TOTAL
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5	5	5	5	5	5	30
4	4	4	3	4	4	23

Y

Minat Beli Ulang (Y)						
Y.1_1	Y.1_2	Y.2_1	Y.2_2	Y.3_1	Y.3_2	TOTAL
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4	4	4	4	4	4	24
5	5	5	5	5	5	30
5	5	5	5	5	4	29
3	2	3	3	4	4	19
5	4	4	4	4	5	26
5	4	5	5	5	4	28

4	4	5	5	5	5	28
4	5	3	5	5	4	26
4	4	3	3	3	4	21
3	4	3	4	4	4	22
5	5	5	5	4	4	28
4	4	4	5	4	5	26
5	4	4	5	5	4	27
2	2	4	5	5	3	21
4	4	5	5	5	5	28
3	3	5	4	4	4	23
5	5	4	5	5	5	29
4	3	5	4	4	5	25
4	5	5	4	4	5	27
4	4	4	4	5	4	25
4	4	4	4	4	4	24
4	4	4	4	4	4	24
4	4	4	4	4	4	24
4	4	4	4	4	4	24

4	4	4	4	4	4	24
4	2	4	4	4	4	22
4	4	5	4	5	4	26
4	4	3	3	3	4	21
4	3	3	3	4	3	20
4	4	4	4	4	4	24
4	4	4	4	4	4	24
4	5	4	5	4	4	26
4	5	5	5	3	5	27
3	3	3	4	4	4	21
2	2	4	3	4	3	18
4	4	3	5	5	5	26
5	5	4	5	5	4	28
3	4	5	4	4	4	24
4	4	5	5	5	4	27
4	4	4	4	4	4	24
5	5	5	5	5	5	30
5	5	5	5	5	4	29

3	2	3	5	5	4	22
4	4	5	4	4	4	25
4	4	5	4	4	5	26
5	4	5	5	5	4	28
5	4	4	5	5	4	27
4	4	4	5	5	4	26
5	5	5	4	4	4	27
5	5	5	5	5	5	30
3	4	5	4	4	4	24
4	4	4	4	4	5	25
4	5	5	4	4	4	26
3	4	5	4	5	4	25
4	3	4	4	4	3	22
3	4	4	4	4	2	21
4	4	4	4	4	4	24
5	5	3	2	3	3	21
4	5	5	5	5	5	29
3	3	4	4	4	4	22



2	2	4	3	3	3	17
4	4	3	5	5	5	26
5	5	4	5	5	4	28
3	4	5	4	5	4	25
4	4	5	4	5	4	26
4	4	5	4	4	4	25
5	5	5	5	4	5	29
5	5	5	5	5	4	29
5	2	4	4	4	4	23
4	4	5	4	4	4	25
4	4	5	4	4	5	26
5	4	5	5	5	4	28
5	4	5	5	5	4	28
4	4	4	4	5	4	25
5	3	4	4	4	4	24

### Lampiran 6 : Rekapitulasi Total Skor Jawaban Responden

NO	X1	X2	X3	Y
1	34	44	18	96
2	33	40	18	91
3	46	40	18	104
4	43	49	25	117
5	50	39	13	102
6	49	49	19	117
7	40	50	24	114
8	32	42	18	92
9	48	33	12	93
10	44	46	24	114
11	32	44	18	94
12	41	42	12	95
13	49	47	23	119
14	50	42	13	105
15	40	43	19	102
16	33	41	18	92
17	50	38	12	100
18	33	46	22	101
19	50	44	20	114
20	37	51	23	111
21	48	38	12	98
22	42	48	18	108
23	35	49	24	108
24	47	46	23	116
25	42	43	19	104
26	50	38	12	100
27	40	40	18	98
28	47	49	23	119
29	42	53	24	119
30	49	36	12	97
31	46	43	18	107

32	44	50	24	118
33	50	36	12	98
34	40	38	18	96
35	49	46	24	119
36	46	44	18	108
37	42	42	18	102
38	49	39	21	109
39	48	49	23	120
40	35	51	24	110
41	40	46	18	104
42	50	40	12	102
43	37	52	24	113
44	42	50	24	116
45	32	44	18	94
46	47	39	11	97
47	48	54	24	126
48	45	41	11	97
49	31	42	18	91
50	41	42	12	95
51	38	54	26	118
52	35	54	28	117
53	42	53	27	122
54	41	55	29	125
55	33	58	28	119
56	41	47	25	113
57	35	33	10	78
58	40	49	23	112
59	41	42	18	101
60	39	55	29	123
61	40	50	26	116
62	41	53	28	122
63	33	38	13	84
64	34	37	12	83
65	36	39	13	88

66	38	51	25	114
67	41	50	24	115
68	34	47	23	104
69	38	41	18	97
70	41	52	29	122
71	41	50	26	117
72	40	49	28	117
73	46	53	27	126
74	42	59	29	130
75	37	50	28	115
76	38	51	25	114
77	34	50	24	108
78	41	47	23	111
79	46	46	18	110
80	46	29	29	104
81	42	26	26	94
82	45	12	12	69
83	41	27	27	95
84	46	12	12	70
85	45	28	28	101
86	42	25	25	92
87	48	22	22	92
88	47	24	24	95
89	44	24	24	92
90	46	24	24	94
91	40	30	30	100
92	49	11	11	71
93	34	18	18	70
94	40	18	18	76
95	39	18	18	75
96	50	24	24	98
97	43	27	27	97
98	42	21	21	84
99	44	24	24	92

100	47	30	30	107
101	42	22	22	86
102	48	30	30	108

## LAMPIRAN 7 : OUTPUT SPSS

### Validitas Kualitas Pelayanan (X<sub>1</sub>)

		Correlations										
		X1.1_1	X1.1_2	X1.2_1	X1.2_2	X1.3_1	X1.3_2	X1.4_1	X1.4_2	X1.5_1	X1.5_2	TOTAL
X1.1_1	Pearson Correlation	1	,424**	,477**	,238*	,764**	,397**	,397**	,457**	,338**	,310**	,724**
	Sig. (2-tailed)		,000	,000	,016	,000	,000	,000	,000	,001	,001	,000
	N	102	102	102	102	102	102	102	102	102	102	102
X1.1_2	Pearson Correlation	,424**	1	,410**	,315**	,455**	,704**	,603**	,356**	,108	,244*	,699**
	Sig. (2-tailed)	,000		,000	,001	,000	,000	,000	,000	,281	,014	,000
	N	102	102	102	102	102	102	102	102	102	102	102
X1.2_1	Pearson Correlation	,477**	,410**	1	,308**	,513**	,457**	,417**	,737**	,337**	,415**	,746**
	Sig. (2-tailed)	,000	,000		,002	,000	,000	,000	,000	,001	,000	,000
	N	102	102	102	102	102	102	102	102	102	102	102
X1.2_2	Pearson Correlation	,238*	,315**	,308**	1	,294**	,254*	,230*	,324**	,199*	,173	,485**
	Sig. (2-tailed)	,016	,001	,002		,003	,010	,020	,001	,045	,083	,000
	N	102	102	102	102	102	102	102	102	102	102	102
X1.3_1	Pearson Correlation	,764**	,455**	,513**	,294**	1	,552**	,538**	,517**	,358**	,286**	,795**
	Sig. (2-tailed)	,000	,000	,000	,003		,000	,000	,000	,000	,004	,000
	N	102	102	102	102	102	102	102	102	102	102	102
X1.3_2	Pearson Correlation	,397**	,704**	,457**	,254*	,552**	1	,804**	,446**	,105	,214*	,748**
	Sig. (2-tailed)	,000	,000	,000	,010	,000		,000	,000	,295	,031	,000
	N	102	102	102	102	102	102	102	102	102	102	102
X1.4_1	Pearson Correlation	,397**	,603**	,417**	,230*	,538**	,804**	1	,433**	,080	,197*	,714**
	Sig. (2-tailed)	,000	,000	,000	,020	,000	,000		,000	,422	,047	,000
	N	102	102	102	102	102	102	102	102	102	102	102
X1.4_2	Pearson Correlation	,457**	,356**	,737**	,324**	,517**	,446**	,433**	1	,418**	,351**	,741**
	Sig. (2-tailed)	,000	,000	,000	,001	,000	,000	,000		,000	,000	,000
	N	102	102	102	102	102	102	102	102	102	102	102
X1.5_1	Pearson Correlation	,338**	,108	,337**	,199*	,358**	,105	,080	,418**	1	,593**	,508**
	Sig. (2-tailed)	,001	,281	,001	,045	,000	,295	,422	,000		,000	,000
	N	102	102	102	102	102	102	102	102	102	102	102
X1.5_2	Pearson Correlation	,310**	,244*	,415**	,173	,286**	,214*	,197*	,351**	,593**	1	,552**
	Sig. (2-tailed)	,001	,014	,000	,083	,004	,031	,047	,000	,000		,000
	N	102	102	102	102	102	102	102	102	102	102	102
TOTAL	Pearson Correlation	,724**	,699**	,746**	,485**	,795**	,748**	,714**	,741**	,508**	,552**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	102	102	102	102	102	102	102	102	102	102	102

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

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

## Validitas Kualitas Produk (X<sub>2</sub>)

### Correlations

		X2.1_1	X2.1_2	X2.2_1	X2.2_2	X2.3_1	X2.3_2	X2.4_1	X2.4_2	X2.5_1	X2.5_2	X2.6_1	X2.6_2	TOTAL
X2.1_1	Pearson Correlation	1	,394**	,440**	,323**	,410**	,430**	,390**	,490**	,529**	,555**	,474**	,312**	,662**
	Sig. (2-tailed)		,000	,000	,001	,000	,000	,000	,000	,000	,000	,000	,001	,000
	N	102	102	102	102	102	102	102	102	102	102	102	102	102
X2.1_2	Pearson Correlation	,394**	1	,549**	,310**	,784**	,448**	,492**	,843**	,386**	,552**	,446**	,216**	,762**
	Sig. (2-tailed)	,000		,000	,002	,000	,000	,000	,000	,000	,000	,000	,029	,000
	N	102	102	102	102	102	102	102	102	102	102	102	102	102
X2.2_1	Pearson Correlation	,440**	,549**	1	,415**	,526**	,416**	,852**	,549**	,522**	,521**	,484**	,312**	,770**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,001	,000
	N	102	102	102	102	102	102	102	102	102	102	102	102	102
X2.2_2	Pearson Correlation	,323**	,310**	,415**	1	,288**	,286**	,321**	,378**	,377**	,432**	,422**	,249**	,566**
	Sig. (2-tailed)	,001	,002	,000		,003	,004	,001	,000	,000	,000	,012	,000	,000
	N	102	102	102	102	102	102	102	102	102	102	102	102	102
X2.3_1	Pearson Correlation	,410**	,784**	,526**	,288**	1	,491**	,507**	,870**	,444**	,566**	,464**	,332**	,788**
	Sig. (2-tailed)	,000	,000	,000	,003		,000	,000	,000	,000	,000	,000	,001	,000
	N	102	102	102	102	102	102	102	102	102	102	102	102	102
X2.3_2	Pearson Correlation	,430**	,448**	,416**	,286**	,491**	1	,329**	,584**	,430**	,436**	,396**	,223**	,627**
	Sig. (2-tailed)	,000	,000	,000	,004	,000		,001	,000	,000	,000	,000	,024	,000
	N	102	102	102	102	102	102	102	102	102	102	102	102	102
X2.4_1	Pearson Correlation	,390**	,492**	,852**	,321**	,507**	,329**	1	,511**	,402**	,447**	,426**	,296**	,700**
	Sig. (2-tailed)	,000	,000	,000	,001	,000	,001		,000	,000	,000	,000	,002	,000
	N	102	102	102	102	102	102	102	102	102	102	102	102	102
X2.4_2	Pearson Correlation	,490**	,843**	,549**	,378**	,870**	,584**	,511**	1	,449**	,594**	,514**	,335**	,838**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,001	,000
	N	102	102	102	102	102	102	102	102	102	102	102	102	102
X2.5_1	Pearson Correlation	,529**	,386**	,522**	,377**	,444**	,430**	,402**	,449**	1	,845**	,773**	,558**	,756**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000
	N	102	102	102	102	102	102	102	102	102	102	102	102	102
X2.5_2	Pearson Correlation	,555**	,552**	,521**	,432**	,566**	,436**	,447**	,594**	,845**	1	,887**	,647**	,849**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000
	N	102	102	102	102	102	102	102	102	102	102	102	102	102
X2.6_1	Pearson Correlation	,474**	,446**	,484**	,422**	,464**	,396**	,426**	,514**	,773**	,887**	1	,518**	,769**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000
	N	102	102	102	102	102	102	102	102	102	102	102	102	102
X2.6_2	Pearson Correlation	,312**	,216**	,312**	,249**	,332**	,223**	,296**	,335**	,558**	,647**	,518**	1	,553**
	Sig. (2-tailed)	,001	,029	,001	,012	,001	,024	,002	,001	,000	,000	,000		,000
	N	102	102	102	102	102	102	102	102	102	102	102	102	102
TOTAL	Pearson Correlation	,662**	,762**	,770**	,566**	,788**	,627**	,700**	,838**	,756**	,849**	,769**	,553**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	102	102	102	102	102	102	102	102	102	102	102	102	102

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

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

### Validitas Kepercayaan Merk (X<sub>3</sub>)

		<b>Correlations</b>						
		X3.1_1	X3.1_2	X3.2_1	X3.2_2	X3.3_1	X3.3_2	TOTAL
X3.1_1	Pearson Correlation	1	,260**	,272**	,443**	,704**	,606**	,736**
	Sig. (2-tailed)		,008	,006	,000	,000	,000	,000
	N	102	102	102	102	102	102	102
X3.1_2	Pearson Correlation	,260**	1	,338**	,375**	,450**	,442**	,635**
	Sig. (2-tailed)	,008		,001	,000	,000	,000	,000
	N	102	102	102	102	102	102	102
X3.2_1	Pearson Correlation	,272**	,338**	1	,389**	,461**	,521**	,663**
	Sig. (2-tailed)	,006	,001		,000	,000	,000	,000
	N	102	102	102	102	102	102	102
X3.2_2	Pearson Correlation	,443**	,375**	,389**	1	,434**	,393**	,687**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	102	102	102	102	102	102	102
X3.3_1	Pearson Correlation	,704**	,450**	,461**	,434**	1	,852**	,878**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	102	102	102	102	102	102	102
X3.3_2	Pearson Correlation	,606**	,442**	,521**	,393**	,852**	1	,859**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	102	102	102	102	102	102	102
TOTAL	Pearson Correlation	,736**	,635**	,663**	,687**	,878**	,859**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	102	102	102	102	102	102	102

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



## Validitas Minat Beli Ulang (Y)

		Correlations						
		Y.1_1	Y.1_2	Y.2_1	Y.2_2	Y.3_1	Y.3_2	TOTAL
Y.1_1	Pearson Correlation	1	,614**	,253*	,264**	,303**	,385**	,721**
	Sig. (2-tailed)		,000	,010	,007	,002	,000	,000
	N	102	102	102	102	102	102	102
Y.1_2	Pearson Correlation	,614**	1	,360**	,305**	,256**	,404**	,756**
	Sig. (2-tailed)	,000		,000	,002	,009	,000	,000
	N	102	102	102	102	102	102	102
Y.2_1	Pearson Correlation	,253*	,360**	1	,251*	,282**	,315**	,610**
	Sig. (2-tailed)	,010	,000		,011	,004	,001	,000
	N	102	102	102	102	102	102	102
Y.2_2	Pearson Correlation	,264**	,305**	,251*	1	,670**	,283**	,669**
	Sig. (2-tailed)	,007	,002	,011		,000	,004	,000
	N	102	102	102	102	102	102	102
Y.3_1	Pearson Correlation	,303**	,256**	,282**	,670**	1	,203*	,650**
	Sig. (2-tailed)	,002	,009	,004	,000		,040	,000
	N	102	102	102	102	102	102	102
Y.3_2	Pearson Correlation	,385**	,404**	,315**	,283**	,203*	1	,627**
	Sig. (2-tailed)	,000	,000	,001	,004	,040		,000
	N	102	102	102	102	102	102	102
TOTAL	Pearson Correlation	,721**	,756**	,610**	,669**	,650**	,627**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	102	102	102	102	102	102	102

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

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

## RELIABILITAS

### Reliabilitas Kualitas Pelayanan ( $X_1$ )

#### Case Processing Summary

		N	%
Cases	Valid	102	100,0
	Excluded <sup>a</sup>	0	,0
	Total	102	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,867	10

## Reliabilitas Kualitas Produk (X<sub>2</sub>)

### Case Processing Summary

		N	%
Cases	Valid	102	100,0
	Excluded <sup>a</sup>	0	,0
	Total	102	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,914	12

## Reliabilitas Kepercayaan Merk (X<sub>3</sub>)

### Case Processing Summary

		N	%
Cases	Valid	102	100,0
	Excluded <sup>a</sup>	0	,0
	Total	102	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,840	6

## Reliabilitas Minat Beli Ulang (Y)

### Case Processing Summary

		N	%
Cases	Valid	102	100,0
	Excluded <sup>a</sup>	0	,0
	Total	102	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,758	6

## ASUMSI KLASIK

### Normalitas

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		102
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,43281756
Most Extreme Differences	Absolute	,067
	Positive	,065
	Negative	-,067
Test Statistic		,067
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

## Multikolineritas

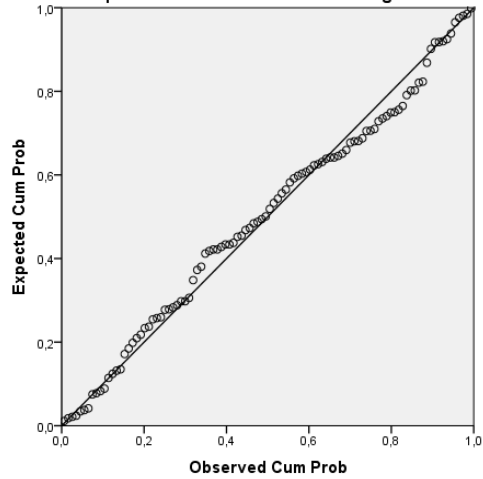
### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,240	1,733		1,293	,199		
	Kualitas Pelayanan	,059	,029	,101	2,016	,047	,986	1,014
	Kualitas Produk	,089	,034	,178	2,645	,010	,545	1,833
	Kepercayaan Merk	,626	,057	,733	10,915	,000	,550	1,818

a. Dependent Variable: Minat Beli Ulang

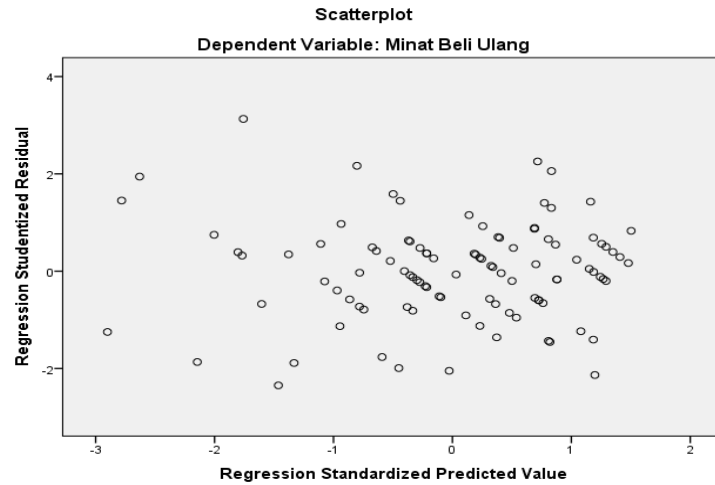
**Normal P-P Plot of Regression Standardized Residual**

**Dependent Variable: Minat Beli Ulang**





# Heteroskedastisitas



## REGRESI BERGANDA

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Kepercayaan Merk, Kualitas Pelayanan, Kualitas Produk <sup>b</sup>	.	Enter

a. Dependent Variable: Minat Beli Ulang

b. All requested variables entered.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,870 <sup>a</sup>	,757	,750	1,45458

a. Predictors: (Constant), Kepercayaan Merk, Kualitas Pelayanan, Kualitas Produk

b. Dependent Variable: Minat Beli Ulang

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	646,611	3	215,537	101,870	,000 <sup>b</sup>
	Residual	207,350	98	2,116		
	Total	853,961	101			

a. Dependent Variable: Minat Beli Ulang

b. Predictors: (Constant), Kepercayaan Merk, Kualitas Pelayanan, Kualitas Produk

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,240	1,733		1,293	,199
	Kualitas Pelayanan	,059	,029	,101	2,016	,047
	Kualitas Produk	,089	,034	,178	2,645	,010
	Kepercayaan Merk	,626	,057	,733	10,915	,000

a. Dependent Variable: Minat Beli Ulang

## Autokorelasi

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,870 <sup>a</sup>	,757	,750	1,45458	2,141

a. Predictors: (Constant), Kepercayaan Merk, Kualitas Pelayanan, Kualitas Produk

b. Dependent Variable: Minat Beli Ulang

UJI-t

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,240	1,733		1,293	,199
	Kualitas Pelayanan	,059	,029	,101	2,016	,047
	Kualitas Produk	,089	,034	,178	2,645	,010
	Kepercayaan Merk	,626	,057	,733	10,915	,000

a. Dependent Variable: Minat Beli Ulang

## UJI-F

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	646,611	3	215,537	101,870	,000 <sup>b</sup>
	Residual	207,350	98	2,116		
	Total	853,961	101			

a. Dependent Variable: Minat Beli Ulang

b. Predictors: (Constant), Kepercayaan Merk, Kualitas Pelayanan, Kualitas Produk