

Hasil Uji Reliabilitas dan Validitas Sense

Reliability Statistics

Cronbach's Alpha	N of Items
.844	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SNS1	11.00	3.806	.793	.753
SNS2	10.92	3.688	.780	.756
SNS3	10.85	3.741	.730	.779
SNS4	10.92	4.743	.440	.895

Hasil Uji Reliabilitas dan Validitas Feel

Reliability Statistics

Cronbach's Alpha	N of Items
.652	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
F1	7.92	1.049	.396	.647
F2	7.62	1.045	.536	.468
F3	7.75	.966	.467	.549

Hasil Uji Reliabilitas dan Validitas *Think*

Reliability Statistics

Cronbach's Alpha	N of Items
.767	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
T1	7.38	1.906	.608	.677
T2	7.37	1.986	.568	.724
T3	7.47	2.086	.628	.660

Hasil Uji Reliabilitas dan Validitas *Act*

Reliability Statistics

Cronbach's Alpha	N of Items
.826	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ACT1	8.15	1.852	.644	.798
ACT2	7.97	1.666	.694	.750
ACT	7.99	1.791	.714	.731

Hasil Uji Reliabilitas dan Validitas *Relate*

Reliability Statistics

Cronbach's Alpha	N of Items
.845	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RLT1	6.63	3.264	.755	.746
RLT2	6.34	3.701	.690	.813
RLT3	6.75	2.744	.722	.793

Hasil Uji Reliabilitas dan Validitas Kepuasan Konsumen

Reliability Statistics

Cronbach's Alpha	N of Items
.938	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KK1	11.00	5.250	.802	.935
KK2	10.92	4.743	.925	.895
KK3	10.85	5.102	.767	.947
KK4	10.92	4.743	.925	.895

Hasil Analisis 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)	-.680	.929				-.731	.467		
SENSE	1.225	.037	1.083	33.373	.000	.959	.971	.829	.585	1.708
FEEL	.096	.055	.046	1.752	.084	.306	.209	.044	.908	1.101
THINK	-.342	.047	-.233	7.347	.000	.397	-.668	-.182	.612	1.634
TX4	-.003	.040	-.002	-.084	.933	.148	-.010	-.002	.921	1.086
RELATE	.012	.028	.011	.436	.665	-.039	.053	.011	.975	1.026

a. Dependent Variable: KEPUASAN KONSUMEN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	596.281	5	119.256	311.000	.000 ^a
	Residual	25.692	67	.383		
	Total	621.973	72			

a. Predictors: (Constant), RELATE, SENSE, TX4, FEEL, THINK

b. Dependent Variable: KEPUASAN KONSUMEN

Model Summary^b

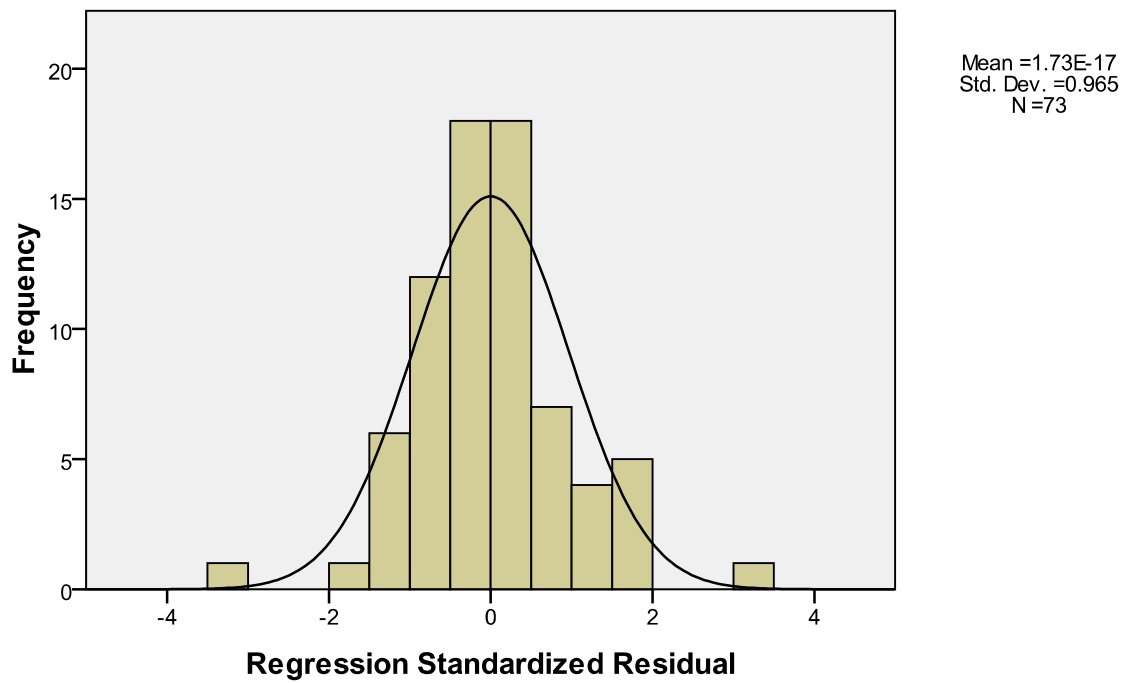
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.979 ^a	.959	.956	.619	.959	311.000	5	67	.000	2.505

a. Predictors: (Constant), RELATE, SENSE, TX4, FEEL, THINK

b. Dependent Variable: KEPUASAN KONSUMEN

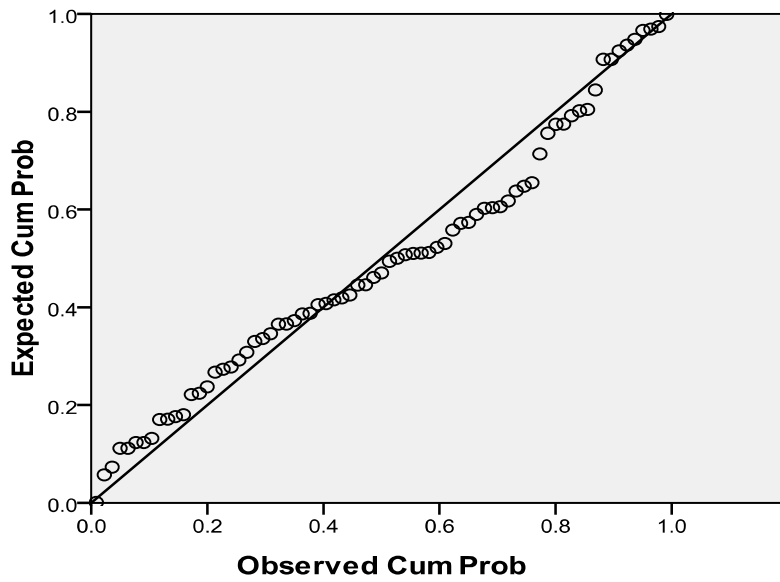
Histogram

Dependent Variable: KEPUASAN KONSUMEN



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: KEPUASAN KONSUMEN



Scatterplot

Dependent Variable: KEPUASAN KONSUMEN

