

KUESIONER PENELITIAN

Kuesioner ini ditunjukkan untuk membantu pengumpulan data penelitian guna menyusun skripsi yang berjudul **“Pengaruh Kepercayaan Merek, Kualitas Website, dan Promosi Penjualan Terhadap Loyalitas Pelanggan Tokopedia”** yang merupakan salah satu syarat bagi peneliti untuk dapat menyelesaikan study program S1 Jurusan Manajemen Fakultas Ekonomi dan Bisnis IIB DARMAJAYA. Oleh karena itu saya memohon ketersediaan Bapak/Ibu atau Saudara/i meluangkan waktunya untuk mengisi kuesioner ini dengan sebenar-benarnya. Informasi yang terkumpul hanya digunakan untuk kepentingan penelitian saja. Kerahasiaan rekan-rekan dapat saya jamin.

Berilah tanda ceklis (√) pada kolom yang sesuai dengan keadaan dan situasi saat ini.

1. Karakteristik Responden

Nomor : (diisi oleh peneliti)

1. Nama :
2. Jenis Kelamin : Laki-laki Perempuan
3. Usia : 17-25 Tahun 26-30 Tahun
31-34tahun 35-40 Tahun >40 Tahun
4. Pendidikan Terakhir :
 SD SMP/Sederajat SMA/Sederajat D3
 S1 S2 S3
5. Pekerjaan :
 Pelajar/Mahasiswa Wiraswasta
 Pegawai swasta Lainnya :.....
 PNS

6. Pengeluaran per 6 bulan untuk berbelanja melalui Tokopedia :

< Rp 250.000,00

Rp 250.000,00 – Rp 500.000,00

Rp 500.000,00 – Rp 1.000.000,00

>Rp 1.000.000,00

7. Berapa kali anda berbelanja melalui Tokopedia dalam 6 bulan

< 3 kali

12-15 kali

4-7 kali

>15 kali

8-11 kali

8. Berapa kali ada berbelanja melalui *e-commerce* lain dalam 6 bulan

< 3 kali

12-15 kali

4-7 kali

> 15 kali

8-11 kali

9. Sudah berapa lama anda menggunakan Tokopedia

< 1 tahun

> 6 tahun

1-3 tahun

4-6 tahun

10. Domisili (Provinsi)

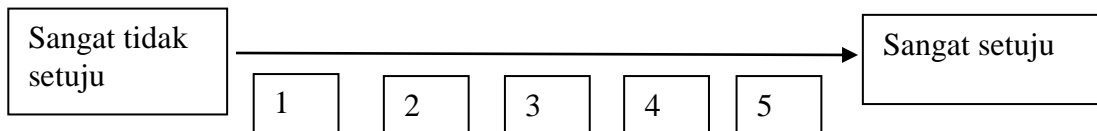
:.....

Petunjuk pengisian :

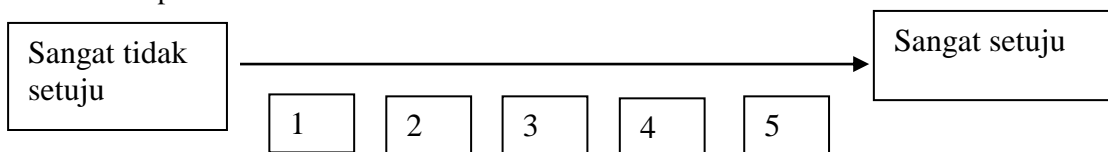
1. Isilah jawaban dengan jujur.
2. Pernyataan atau pertanyaan harus dijawab semua jangan sampai ada yang terlewatkan.
3. Berilah tanda ceklis pada kolom jawaban berupa angka yang sudah disediakan

1. Kepercayaan Merek

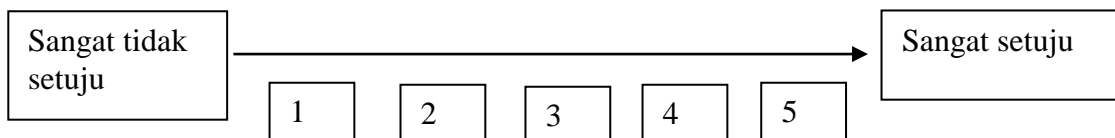
a. Tokopedia memberikan kompensasi ketika terjadi masalah pada produk.



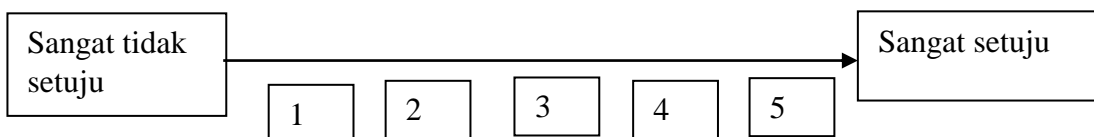
b. Tokopedia menyediakan layanan yang mempermudah saya ketika mengajukan
komplain



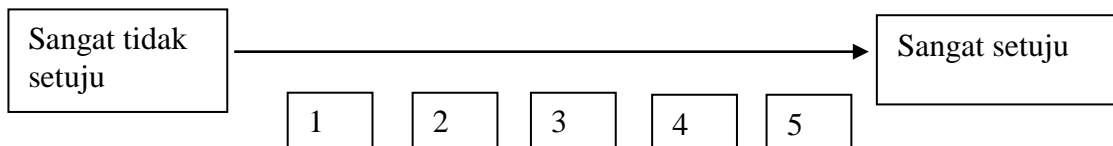
c. Tokopedia menanggapi komplain dari saya dengan baik



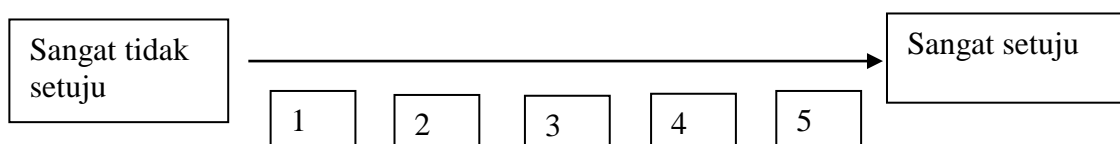
d. Saya selalu merasa puas setelah melakukan transaksi melalui Tokopedia



e. Tokopedia selalu memenuhi janjinya terkait informasi yang diberikan oleh
Tokopedia seperti : waktu pengiriman dan lain sebagainya

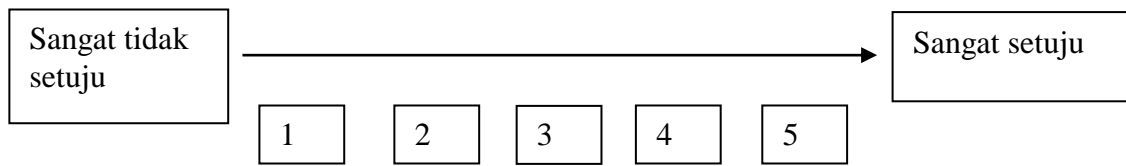


f. Tokopedia memberikan informasi produk yang sesuai

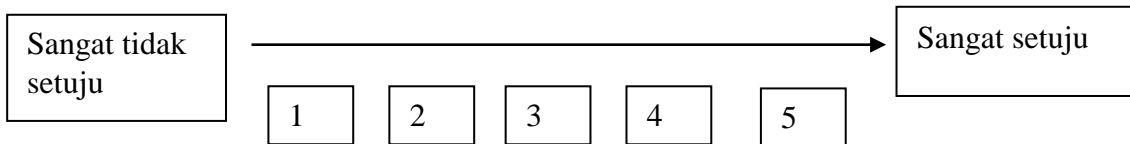


2. Kualitas Website

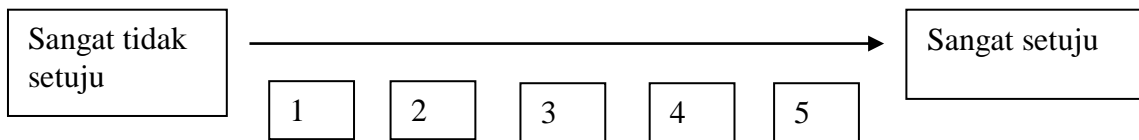
a. Aplikasi Tokopedia mudah untuk dioperasikan



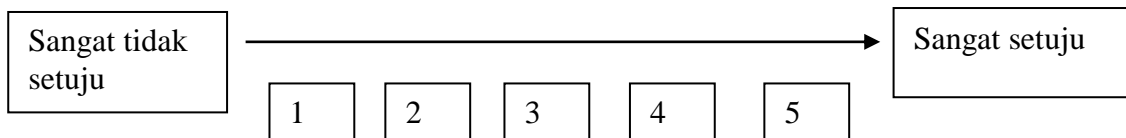
b. Interaksi dengan Aplikasi Tokopedia jelas dan dapat dimengerti



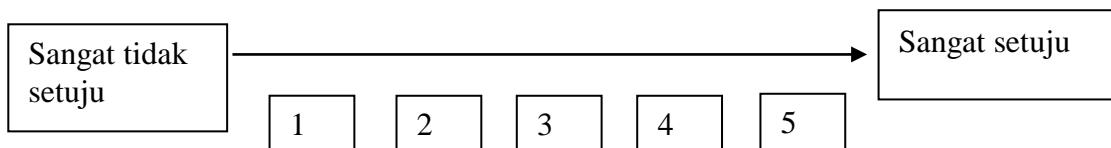
c. Tata letak informasi dalam aplikasi Tokopedia disusun dengan tepat



d. Tokopedia memberikan informasi yang dapat dipercaya



e. Tokopedia memberikan informasi yang mudah dipahami



f. Tokopedia memberikan informasi yang up to date



g. Secara keseluruhan tampilan Aplikasi Tokopedia baik

Sangat tidak setuju → Sangat setuju

1 2 3 4 5

h. Saya yakin bahwa Tokopedia akan mengirim barang yang sesuai dengan yang dijanjikan

Sangat tidak setuju → Sangat setuju

1 2 3 4 5

i. Tokopedia mempunyai reputasi yang baik

Sangat tidak setuju → Sangat setuju

1 2 3 4 5

j. Saya merasa aman untuk menyelesaikan transaksi melalui Aplikasi Tokopedia

Sangat tidak setuju → Sangat setuju

1 2 3 4 5

3. Promosi Penjualan

a. Aplikasi Tokopedia memberikan permainan berhadiah

Sangat tidak setuju → Sangat setuju

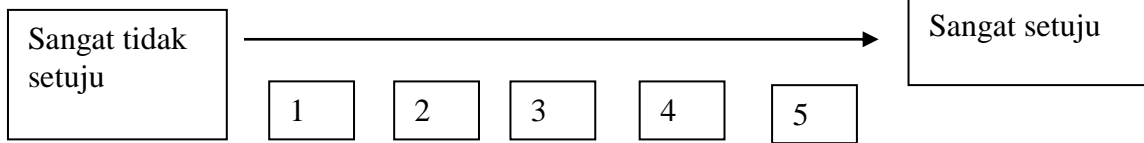
1 2 3 4 5

b. Permainan dalam Aplikasi Tokopedia menarik

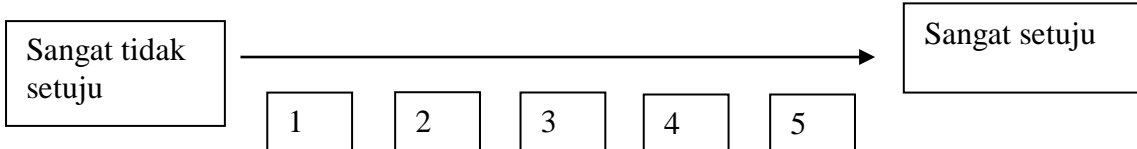
Sangat tidak setuju → Sangat setuju

1 2 3 4 5

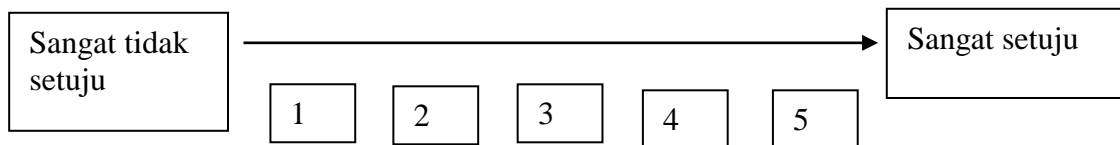
c. Permainan dalam aplikasi Tokopedia mudah untuk dimainkan



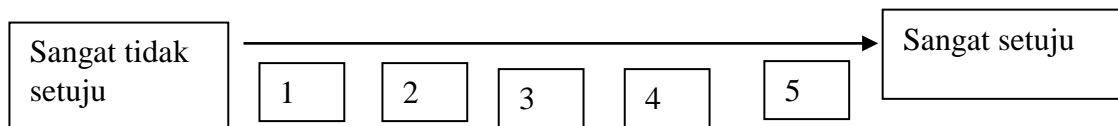
d. Tokopedia sering memberikan cashback



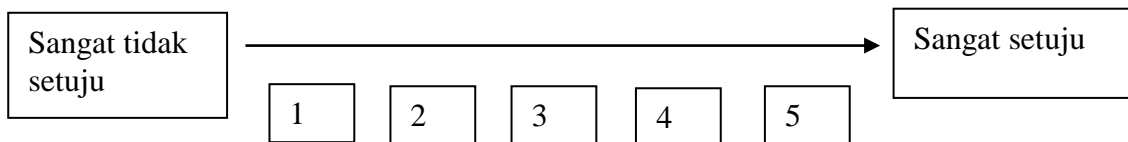
e. Tokopedia lebih sering memberikan cashback dari e-commerce lain



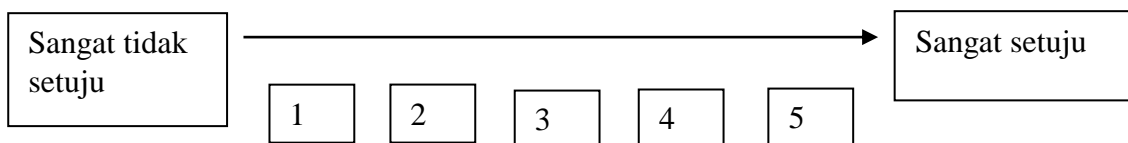
f. Cashback yang diberikan Tokopedia membuat saya tertarik untuk melakukan transaksi



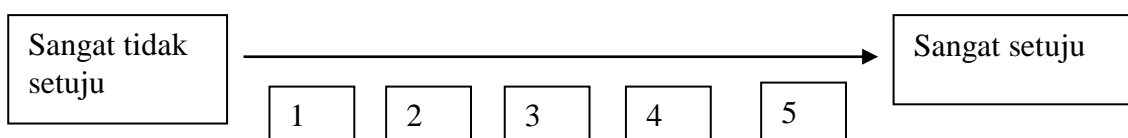
g. Tokopedia memberikan diskon pada produk tertentu



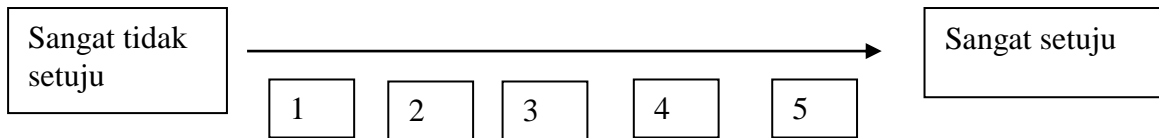
h. Tokopedia lebih sering memberikan diskon dari e-commerce lain



i. Proses klaim garansi produk pada Aplikasi Tokopedia mudah dilakukan



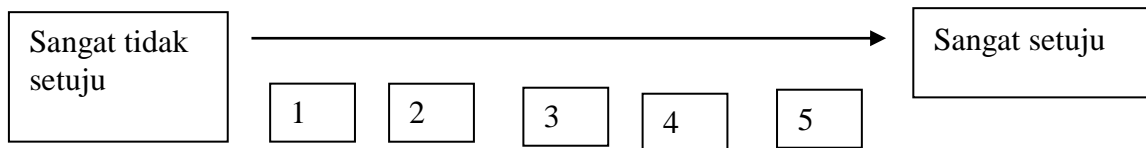
j. Tokopedia memberikan garansi pada produk



k. Tokopedia menanggapi klaim garansi produk dengan baik

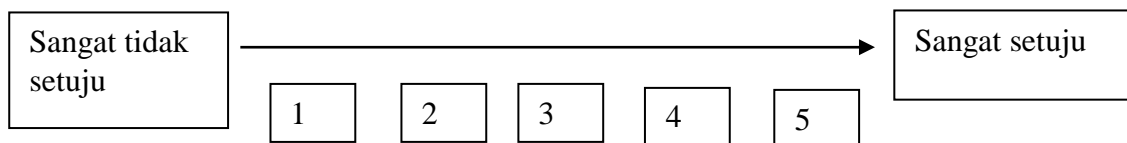


l. Saya tertarik untuk membeli produk yang diberi potongan harga oleh Tokopedia

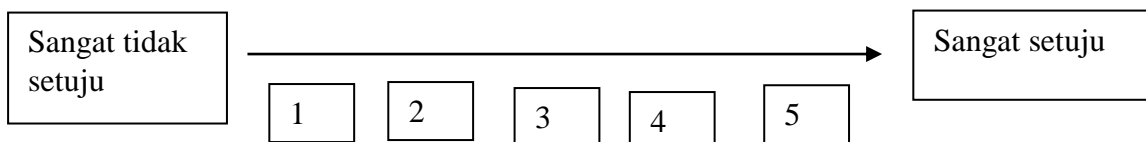


4. Loyalitas pelanggan

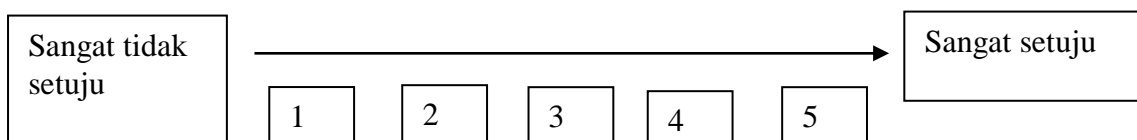
a. Saya akan melakukan transaksi melalui aplikasi Tokopedia kembali



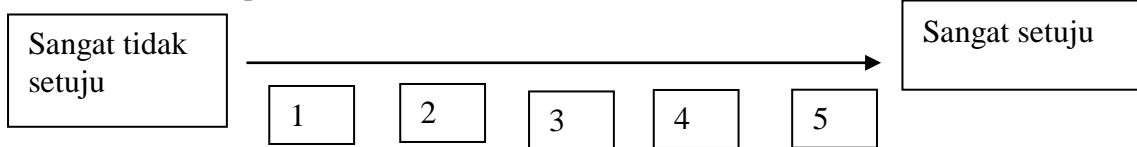
b. Saya selalu menggunakan aplikasi Tokopedia untuk pembelian pulsa, pulsa listrik dan sejenisnya



c. Saya tidak keberatan untuk menceritakan kemudahan dan keunggulan Tokopedia kepada orang lain



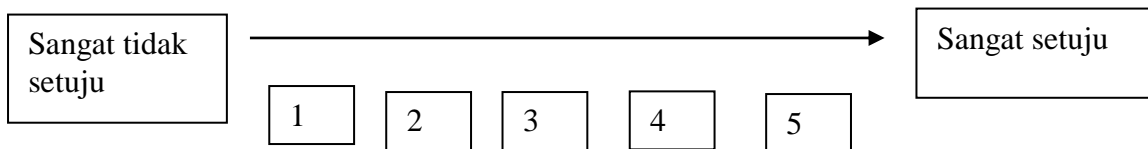
d. saya tidak keberatan mengajak orang lain untuk melakukan transaksi melalui Tokopedia



e. Saya akan tetap menggunakan Tokopedia meskipun e-commerce lain memberikan promo ataupun cashback lebih besar



f. Jika suatu saat saya merasa tidak puas dengan pelayanan Tokopedia, saya tidak langsung memutuskan untuk beralih pada e-commerce lain



1. Karakteristik Responden Uji Validitas dan Reliabilitas

		Capwaktu			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2020/07/16 10:15:02 PM GMT+7	1	2,9	2,9	2,9
	2020/07/16 7:42:48 PM GMT+7	1	2,9	2,9	5,7
	2020/07/16 7:47:29 PM GMT+7	1	2,9	2,9	8,6
	2020/07/16 7:55:21 PM GMT+7	1	2,9	2,9	11,4
	2020/07/17 1:42:42 PM GMT+7	1	2,9	2,9	14,3
	2020/07/17 11:11:29 AM GMT+7	1	2,9	2,9	17,1
	2020/07/17 11:57:28 AM GMT+7	1	2,9	2,9	20,0
	2020/07/17 2:33:03 PM GMT+7	1	2,9	2,9	22,9
	2020/07/17 4:34:11 PM GMT+7	1	2,9	2,9	25,7
	2020/07/17 4:34:21 PM GMT+7	1	2,9	2,9	28,6

2020/07/17 4:47:56 PM GMT+7	1	2,9	2,9	31,4
2020/07/17 4:48:27 PM GMT+7	1	2,9	2,9	34,3
2020/07/17 4:53:26 PM GMT+7	1	2,9	2,9	37,1
2020/07/17 4:53:39 PM GMT+7	1	2,9	2,9	40,0
2020/07/17 4:58:58 PM GMT+7	1	2,9	2,9	42,9
2020/07/17 4:59:43 PM GMT+7	1	2,9	2,9	45,7
2020/07/17 5:29:51 PM GMT+7	1	2,9	2,9	48,6
2020/07/17 5:31:11 PM GMT+7	1	2,9	2,9	51,4
2020/07/17 5:31:15 PM GMT+7	1	2,9	2,9	54,3
2020/07/17 5:39:28 PM GMT+7	1	2,9	2,9	57,1
2020/07/17 5:51:04 PM GMT+7	1	2,9	2,9	60,0
2020/07/17 5:56:53 PM GMT+7	1	2,9	2,9	62,9
2020/07/17 6:12:02 PM GMT+7	1	2,9	2,9	65,7
2020/07/17 6:39:50 PM GMT+7	1	2,9	2,9	68,6
2020/07/17 7:27:52 PM GMT+7	1	2,9	2,9	71,4
2020/07/17 7:50:28 PM GMT+7	1	2,9	2,9	74,3
2020/07/17 8:04:30 PM GMT+7	1	2,9	2,9	77,1
2020/07/17 9:22:16 AM GMT+7	1	2,9	2,9	80,0
2020/07/17 9:32:00 AM GMT+7	1	2,9	2,9	82,9
2020/07/17 9:36:20 AM GMT+7	1	2,9	2,9	85,7
2020/07/18 11:27:13 AM GMT+7	1	2,9	2,9	88,6
2020/07/18 2:44:39 PM GMT+7	1	2,9	2,9	91,4
2020/07/19 6:40:42 PM GMT+7	1	2,9	2,9	94,3
2020/07/19 6:50:06 PM GMT+7	1	2,9	2,9	97,1
2020/07/19 9:18:11 AM GMT+7	1	2,9	2,9	100,0
Total	35	100,0	100,0	

JenisKelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pria	21	60,0	60,0	60,0
Valid Wanita	14	40,0	40,0	100,0
Total	35	100,0	100,0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 - 25 Tahun	26	74,3	74,3	74,3
Valid 26 - 30 Tahun	5	14,3	14,3	88,6
Valid 31 - 34 Tahun	3	8,6	8,6	97,1
Valid 35 - 40 Tahun	1	2,9	2,9	100,0
Total	35	100,0	100,0	

PendidikanTerakhir

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid D3	4	11,4	11,4	11,4
Valid S1	11	31,4	31,4	42,9
Valid S3	1	2,9	2,9	45,7
Valid SMA/Sederajat	19	54,3	54,3	100,0
Total	35	100,0	100,0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Astronot	1	2,9	2,9	2,9
Valid Pawang	1	2,9	2,9	5,7
Valid Pegawaiswasta	5	14,3	14,3	20,0
Valid Pelajar/Mahasiswa	19	54,3	54,3	74,3
Valid PNS	3	8,6	8,6	82,9
Valid Wiraswasta	6	17,1	17,1	100,0
Total	35	100,0	100,0	

2. Uji Validitas

a. Variabel Kepercayaan Merek

		Correlations						
		KM1	KM2	KM3	KM4	KM5	KM6	SkorTotalKM
KM1	Pearson Correlation	1	,626**	,535**	,412*	,459**	,268	,759**
	Sig. (2-tailed)		,000	,001	,014	,006	,119	,000
	N	35	35	35	35	35	35	35
KM2	Pearson Correlation	,626**	1	,780**	,495**	,479**	,446**	,854**
	Sig. (2-tailed)	,000		,000	,003	,004	,007	,000
	N	35	35	35	35	35	35	35
KM3	Pearson Correlation	,535**	,780**	1	,441**	,401*	,478**	,840**
	Sig. (2-tailed)	,001	,000		,008	,017	,004	,000
	N	35	35	35	35	35	35	35
KM4	Pearson Correlation	,412*	,495**	,441**	1	,292	,298	,637**
	Sig. (2-tailed)	,014	,003	,008		,089	,082	,000
	N	35	35	35	35	35	35	35
KM5	Pearson Correlation	,459**	,479**	,401*	,292	1	,401*	,569**
	Sig. (2-tailed)	,006	,004	,017	,089		,017	,000
	N	35	35	35	35	35	35	35
KM6	Pearson Correlation	,268	,446**	,478**	,298	,401*	1	,630**
	Sig. (2-tailed)	,119	,007	,004	,082	,017		,000
	N	35	35	35	35	35	35	35
SkorTotalKM	Pearson Correlation	,759**	,854**	,840**	,637**	,569**	,630**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	35	35	35	35	35	35	35

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

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

b. Variabel Kualitas Website

Correlations

		KW1	KW2	KW3	KW4	KW5	KW6	KW7	KW8	KW9	KW10	SkorTotalKW
KW1	Pearson Correlation	1	,578**	,176	,337*	,266	,345*	,241	,503**	,474**	,559**	,596**
	Sig. (2-tailed)		,000	,313	,048	,122	,043	,164	,002	,004	,000	,000
	N	35	35	35	35	35	35	35	35	35	35	35
KW2	Pearson Correlation	,578**	1	,255	,378*	,406*	,647**	,426*	,477**	,671**	,354*	,692**
	Sig. (2-tailed)	,000		,140	,025	,016	,000	,011	,004	,000	,037	,000
	N	35	35	35	35	35	35	35	35	35	35	35
KW3	Pearson Correlation	,176	,255	1	,543**	,446**	,283	,345*	,724**	,398*	,246	,648**
	Sig. (2-tailed)	,313	,140		,001	,007	,100	,042	,000	,018	,154	,000
	N	35	35	35	35	35	35	35	35	35	35	35
KW4	Pearson Correlation	,337*	,378*	,543**	1	,742**	,482**	,582**	,678**	,510**	,545**	,810**
	Sig. (2-tailed)	,048	,025	,001		,000	,003	,000	,000	,002	,001	,000
	N	35	35	35	35	35	35	35	35	35	35	35
KW5	Pearson Correlation	,266	,406*	,446**	,742**	1	,564**	,601**	,424*	,454**	,478**	,745**
	Sig. (2-tailed)	,122	,016	,007	,000		,000	,000	,011	,006	,004	,000
	N	35	35	35	35	35	35	35	35	35	35	35
KW6	Pearson Correlation	,345*	,647**	,283	,482**	,564**	1	,721**	,413*	,636**	,384*	,737**
	Sig. (2-tailed)	,043	,000	,100	,003	,000		,000	,014	,000	,023	,000
	N	35	35	35	35	35	35	35	35	35	35	35
KW7	Pearson Correlation	,241	,426*	,345*	,582**	,601**	,721**	1	,475**	,486**	,502**	,742**
	Sig. (2-tailed)	,164	,011	,042	,000	,000	,000		,004	,003	,002	,000
	N	35	35	35	35	35	35	35	35	35	35	35
KW8	Pearson Correlation	,503**	,477**	,724**	,678**	,424*	,413*	,475**	1	,524**	,590**	,817**
	Sig. (2-tailed)	,002	,004	,000	,000	,011	,014	,004		,001	,000	,000
	N	35	35	35	35	35	35	35	35	35	35	35
KW9	Pearson Correlation	,474**	,671**	,398*	,510**	,454**	,636**	,486**	,524**	1	,356*	,747**
	Sig. (2-tailed)	,004	,000	,018	,002	,006	,000	,003	,001		,036	,000
	N	35	35	35	35	35	35	35	35	35	35	35
KW10	Pearson Correlation	,559**	,354*	,246	,545**	,478**	,384*	,502**	,590**	,356*	1	,696**
	Sig. (2-tailed)	,000	,037	,154	,001	,004	,023	,002	,000	,036		,000
	N	35	35	35	35	35	35	35	35	35	35	35
SkorTotalKW	Pearson Correlation	,596**	,692**	,648**	,810**	,745**	,737**	,742**	,817**	,747**	,696**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	35	35	35	35	35	35	35	35	35	35	35

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

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

c. Variabel Promosi Penjualan

Correlations

		PP1	PP2	PP3	PP4	PP5	PP6	PP7	PP8	PP9	PP10	PP11	PP12	SkorTotalPP
PP1	Pearson Correlation	1	,528**	,413*	,574**	,508**	,650**	,437**	,674**	,543**	,619**	,619**	,311	,792**
	Sig. (2-tailed)		,001	,014	,000	,002	,000	,009	,000	,001	,000	,000	,069	,000
	N	35	35	35	35	35	35	35	35	35	35	35	35	35
PP2	Pearson Correlation	,528**	1	,282	,529**	,159	,382*	,480**	,352*	,500**	,490**	,520**	,106	,637**
	Sig. (2-tailed)	,001		,101	,001	,361	,023	,003	,038	,002	,003	,001	,544	,000
	N	35	35	35	35	35	35	35	35	35	35	35	35	35
PP3	Pearson Correlation	,413*	,282	1	,651**	,630**	,434**	,371*	,423*	,166	,329	,376*	,239	,590**
	Sig. (2-tailed)	,014	,101		,000	,000	,009	,028	,011	,340	,054	,026	,167	,000
	N	35	35	35	35	35	35	35	35	35	35	35	35	35
PP4	Pearson Correlation	,574**	,529**	,651**	1	,662**	,576**	,568**	,631**	,450**	,605**	,563**	,247	,803**
	Sig. (2-tailed)	,000	,001	,000		,000	,000	,000	,000	,007	,000	,000	,152	,000
	N	35	35	35	35	35	35	35	35	35	35	35	35	35
PP5	Pearson Correlation	,508**	,159	,630**	,662**	1	,647**	,465**	,630**	,317	,563**	,563**	,307	,723**
	Sig. (2-tailed)	,002	,361	,000	,000		,000	,005	,000	,064	,000	,000	,073	,000
	N	35	35	35	35	35	35	35	35	35	35	35	35	35
PP6	Pearson Correlation	,650**	,382*	,434**	,576**	,647**	1	,714**	,637**	,416*	,589**	,752**	,383*	,817**
	Sig. (2-tailed)	,000	,023	,009	,000	,000		,000	,000	,013	,000	,000	,023	,000
	N	35	35	35	35	35	35	35	35	35	35	35	35	35
PP7	Pearson Correlation	,437**	,480**	,371*	,568**	,465**	,714**	1	,430**	,181	,378*	,622**	,204	,677**
	Sig. (2-tailed)	,009	,003	,028	,000	,005	,000		,010	,297	,025	,000	,241	,000
	N	35	35	35	35	35	35	35	35	35	35	35	35	35
PP8	Pearson Correlation	,674**	,352*	,423*	,631**	,630**	,637**	,430**	1	,575**	,735**	,735**	,477**	,821**
	Sig. (2-tailed)	,000	,038	,011	,000	,000	,000	,010		,000	,000	,000	,004	,000
	N	35	35	35	35	35	35	35	35	35	35	35	35	35
PP9	Pearson Correlation	,543**	,500**	,166	,450**	,317	,416*	,181	,575**	1	,799**	,728**	,384*	,698**
	Sig. (2-tailed)	,001	,002	,340	,007	,064	,013	,297	,000		,000	,000	,023	,000
	N	35	35	35	35	35	35	35	35	35	35	35	35	35
PP10	Pearson Correlation	,619**	,490**	,329	,605**	,563**	,589**	,378*	,735**	,799**	1	,841**	,404*	,839**
	Sig. (2-tailed)	,000	,003	,054	,000	,000	,000	,025	,000	,000		,000	,016	,000
	N	35	35	35	35	35	35	35	35	35	35	35	35	35
PP11	Pearson Correlation	,619**	,520**	,376*	,563**	,563**	,752**	,622**	,735**	,728**	,841**	1	,404*	,883**
	Sig. (2-tailed)	,000	,001	,026	,000	,000	,000	,000	,000	,000	,000		,016	,000
	N	35	35	35	35	35	35	35	35	35	35	35	35	35
PP12	Pearson Correlation	,311	,106	,239	,247	,307	,383*	,204	,477**	,384*	,404*	,404*	1	,481**

	Sig. (2-tailed)	,069	,544	,167	,152	,073	,023	,241	,004	,023	,016	,016		,003
	N	35	35	35	35	35	35	35	35	35	35	35	35	35
	Pearson Correlation	,792**	,637**	,590**	,803**	,723**	,817**	,677**	,821**	,698**	,839**	,883**	,481**	1
SkorTotalPP	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	
	N	35	35	35	35	35	35	35	35	35	35	35	35	35

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

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

d. Loyalitas Pelanggan

Correlations

		LP1	LP2	LP3	LP4	LP5	LP6	SkorTotalLP
LP1	Pearson Correlation	1	,474**	,564**	,526**	,292	,326	,628**
	Sig. (2-tailed)		,004	,000	,001	,089	,056	,000
	N	35	35	35	35	35	35	35
LP2	Pearson Correlation	,474**	1	,554**	,439**	,503**	,324	,737**
	Sig. (2-tailed)	,004		,001	,008	,002	,057	,000
	N	35	35	35	35	35	35	35
LP3	Pearson Correlation	,564**	,554**	1	,767**	,638**	,640**	,872**
	Sig. (2-tailed)	,000	,001		,000	,000	,000	,000
	N	35	35	35	35	35	35	35
LP4	Pearson Correlation	,526**	,439**	,767**	1	,537**	,648**	,820**
	Sig. (2-tailed)	,001	,008	,000		,001	,000	,000
	N	35	35	35	35	35	35	35
LP5	Pearson Correlation	,292	,503**	,638**	,537**	1	,720**	,818**
	Sig. (2-tailed)	,089	,002	,000	,001		,000	,000
	N	35	35	35	35	35	35	35
LP6	Pearson Correlation	,326	,324	,640**	,648**	,720**	1	,787**
	Sig. (2-tailed)	,056	,057	,000	,000	,000		,000
	N	35	35	35	35	35	35	35
SkorTotalLP	Pearson Correlation	,628**	,737**	,872**	,820**	,818**	,787**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	35	35	35	35	35	35	35

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

3. Uji Reliabilitas

a. Variabel Kepercayaan Merek

Case Processing Summary

		N	%
Cases	Valid	35	100,0
	Excluded ^a	0	,0
	Total	35	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,827	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KM1	19,89	7,163	,605	,801
KM2	19,83	7,323	,784	,760
KM3	19,89	7,516	,722	,773
KM4	19,74	8,961	,505	,819
KM5	20,06	8,232	,542	,810
KM6	20,03	7,911	,484	,826

b. Kualitas Website

Case Processing Summary

		N	%
Cases	Valid	35	100,0
	Excluded ^a	0	,0
	Total	35	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,891	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KW1	36,60	22,600	,514	,888
KW2	36,77	21,652	,616	,882
KW3	37,23	20,240	,510	,896
KW4	36,71	20,387	,751	,872
KW5	36,86	21,361	,680	,878
KW6	36,66	21,585	,675	,879
KW7	36,69	20,810	,666	,878
KW8	36,86	20,891	,768	,872
KW9	36,66	21,232	,681	,878
KW10	37,20	20,635	,596	,884

c. Promosi Penjualan

Case Processing Summary

		N	%
Cases	Valid	35	100,0
	Excluded ^a	0	,0
	Total	35	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,918	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PP1	42,03	48,911	,737	,908
PP2	41,86	49,950	,536	,919
PP3	41,60	53,835	,523	,916
PP4	41,97	50,558	,761	,907
PP5	41,71	50,092	,655	,911
PP6	41,66	50,055	,775	,906
PP7	42,11	50,634	,598	,914
PP8	41,66	50,820	,784	,907
PP9	41,83	50,382	,625	,913
PP10	41,89	49,516	,801	,905
PP11	41,89	48,928	,855	,903
PP12	41,40	55,365	,410	,920

d. Loyalitas Pelanggan

Case Processing Summary

		N	%
Cases	Valid	35	100,0
	Excluded ^a	0	,0
	Total	35	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,856	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
LP1	17,66	19,761	,531	,854
LP2	18,71	15,504	,556	,861
LP3	17,97	17,087	,820	,809
LP4	18,06	16,350	,728	,817
LP5	18,60	15,247	,701	,822
LP6	18,29	16,445	,676	,826

Tabulasi data 100 responden

Kepercayaan Merek

1	2	3	4	5	6	to tal
5	5	4	5	5	4	28
2	3	4	4	4	4	21
3	3	3	4	3	4	20
3	3	3	3	3	3	18
3	4	4	4	3	5	23
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4	5	3	4	5	4	25
3	3	4	4	4	4	22
3	3	3	4	4	4	21
4	4	4	5	4	4	25
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5	5	5	5	5	5	30
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4	5	4	5	3	5	26
5	4	4	4	3	3	23
5	5	5	4	5	4	28
4	4	4	4	5	5	26
1	1	3	3	2	2	12
4	4	4	5	4	4	25

Kualitas Website

1	2	3	4	5	6	7	8	9	10	To tal
4	5	5	5	4	4	5	4	5	4	45
5	4	3	3	4	4	4	5	4	4	40
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4	4	4	4	4	4	4	4	4	4	40
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5	2	5	5	4	5	5	5	4	4	44
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4	5	5	4	4	4	5	4	4	5	44
4	5	4	4	4	5	5	4	5	5	45
1	1	3	3	3	3	2	2	3		24
5	5	3	4	4	4	4	4	4	4	41

Promosi Penjualan

1	2	3	4	5	6	7	8	9	10	11	12	Tot al
4	5	4	5	4	5	4	5	5	5	5	4	55
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4	4	5	5	4	4	5	4	5	5	4	4	53
2	3	3	3	2	2	2	2	2	3	4	3	31

Promosi Penjualan

1	2	3	4	5	6	to tal
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5	4	5	5	4	3	26

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4	4	4	5	5	4	4	5	5	5	5	5	55
3	3	3	4	3	5	4	3	4	4	4	4	44
3	3	3	4	3	4	5	3	4	5	3	3	43
3	5	5	5	4	4	3	3	5	5	5	5	52
3	2	4	5	5	5	4	5	3	4	5	4	49
4	4	4	3	4	5	5	4	4	4	4	4	49
5	5	5	5	5	5	5	5	5	5	5	5	60
3	3	3	4	4	3	4	3	4	4	4	4	43
1	1	1	3	3	5	3	3	4	2	4	4	34
4	3	3	4	3	4	4	4	4	3	4	4	44
3	3	3	4	5	5	5	4	5	3	3	3	46
4	4	3	4	1	3	4	2	5	5	5	5	45
4	4	4	3	4	3	4	4	4	4	4	4	46
2	2	2	4	4	1	3	3	3	4	3	3	34
3	2	2	2	2	2	2	2	4	3	3	3	30
5	4	5	5	4	4	5	3	4	5	5	4	53
1	1	1	3	5	1	3	5	1	4	3	3	31
3	3	4	4	5	4	5	4	5	4	4	4	49
4	3	3	5	5	2	4	3	5	4	4	4	46
3	2	4	5	5	5	2	1	2	5	4	4	42
5	5	5	5	5	5	5	5	5	5	5	5	60
4	3	3	4	3	3	3	3	3	4	4	3	40
2	2	3	5	4	3	3	3	5	4	4	5	43
3	3	3	4	2	3	4	2	3	5	4	4	40
4	3	3	4	4	4	4	4	4	3	3	4	44
3	3	3	4	3	4	4	3	3	4	3	3	40
4	4	4	3	3	3	4	3	3	4	4	3	42

3	5	4	4	3	3	22
5	2	4	4	4	4	23
5	5	5	5	5	5	30
5	1	4	5	1	3	19
5	4	5	5	3	4	26
5	5	5	5	5	5	30
3	2	4	3	3	3	18
5	5	5	4	2	2	23
4	4	4	4	4	3	23
5	1	4	4	3	4	21
4	2	3	3	1	2	15
4	1	4	4	3	4	20
4	3	4	4	3	3	21
3	4	4	4	2	4	21
3	3	4	4	3	3	20
5	3	4	4	4	3	23
5	4	4	4	4	4	25
5	1	4	4	2	4	20
5	5	5	5	2	2	24
5	5	5	5	5	5	30
3	2	4	4	3	3	19
5	5	5	5	5	5	30
5	2	4	4	2	3	20
4	4	3	3	3	3	20
3	3	4	3	3	3	19
4	3	4	3	3	4	21
4	3	3	4	3	3	20

3	4	4	3	2	5	21
4	3	3	4	5	4	23
4	4	4	5	5	5	27
2	5	5	5	4	4	25
5	4	4	3	4	4	24
4	4	5	5	5	5	28
5	5	5	5	5	5	30
3	3	4	3	3	4	20
5	3	4	5	4	4	25
5	5	5	4	4	4	27
5	5	5	5	5	5	30
4	5	4	4	4	4	25
5	5	5	5	5	5	30
3	3	5	5	3	4	23
5	5	4	4	5	4	27
4	4	4	5	4	5	26
3	3	4	5	3	3	21
3	3	3	4	3	3	19
4	4	4	4	4	4	24
3	5	4	4	4	4	24
3	5	4	5	5	5	27
4	4	4	4	4	4	24
3	4	4	4	3	4	22
4	4	4	3	3	4	22

3	4	3	3	4	3	5	3	4	3	35
5	5	4	4	4	4	4	4	4	5	43
5	4	3	4	4	4	4	5	5	4	42
5	5	4	4	4	4	5	5	4	5	45
3	4	3	4	4	4	4	4	4	4	38
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4	5	5	5	5	5	5	5	5	4	48
5	4	4	4	4	5	4	5	4	4	43
5	5	4	4	4	4	5	5	4	5	45
4	4	4	4	5	5	5	4	4	4	43
5	5	5	5	5	5	5	5	5	5	50
5	5	4	4	4	3	3	4	4	3	39
5	5	5	5	5	5	5	5	5	5	50
4	4	3	4	3	5	3	5	3	4	38
5	5	4	4	5	4	5	4	5	4	45
5	5	4	5	4	4	4	5	4	5	45
5	4	5	4	4	5	5	4	5	4	45
3	4	4	3	3	4	4	3	3	4	35
4	4	4	4	4	4	4	4	4	4	40
4	3	4	3	3	3	4	4	4	4	36
5	5	5	5	5	5	5	5	5	5	50
5	5	4	4	4	4	5	5	4	4	44
5	5	5	3	4	4	5	5	5	5	46
4	5	5	4	4	4	5	2	4	3	40

3	4	3	3	3	3	4	3	3	4	3	4	40
1	3	4	5	4	5	4	2	3	2	2	3	38
4	5	5	3	3	3	4	3	4	4	3	3	44
3	4	4	4	5	3	3	3	4	5	3	3	44
5	4	4	5	4	5	5	4	5	4	4	4	53
4	5	3	3	3	3	4	4	5	4	4	4	46
4	5	5	4	5	5	5	5	4	5	4	5	56
3	3	3	3	3	4	5	4	5	4	3	3	43
1	2	2	2	2	3	5	5	5	5	5	5	42
2	1	5	1	1	1	3	1	2	2	3	1	23
5	5	5	5	5	5	4	5	4	5	5	5	58
5	5	5	5	5	5	5	5	5	5	5	5	60
4	3	4	5	3	4	4	2	4	4	4	4	45
5	5	5	5	5	5	5	5	5	5	5	5	60
4	5	4	5	3	5	4	4	3	4	4	3	48
5	5	5	4	5	5	4	4	4	5	4	4	54
4	4	4	5	4	5	5	4	5	4	5	4	53
3	3	3	5	3	4	4	3	3	3	4	3	41
4	4	3	2	2	3	4	2	3	3	3	3	36
4	4	4	4	4	4	4	4	4	4	4	4	48
4	4	3	3	3	4	4	4	4	4	4	3	44
5	3	3	5	4	4	4	4	5	5	5	5	52
4	3	4	5	3	5	4	3	5	3	4	5	48
4	2	3	4	4	5	4	3	4	4	4	3	44
5	5	5	4	3	3	4	3	4	3	4	3	46

5	5	4	4	3	3	24
4	3	4	3	3	3	20
5	2	4	4	3	2	20
5	3	5	4	4	4	25
4	3	5	5	4	4	25
4	5	3	4	4	2	22
5	3	3	4	5	4	24
5	4	4	4	4	4	25
3	2	5	3	1	5	19
4	4	4	4	4	4	24
5	5	5	5	5	5	30
4	1	5	5	3	2	20
5	5	5	5	5	5	30
4	5	4	5	3	4	25
5	4	5	4	4	5	27
5	5	4	4	5	4	27
3	3	3	3	3	3	18
4	2	4	4	2	3	19
4	2	4	4	4	4	22
4	3	4	3	2	3	19
4	2	2	2	2	2	14
4	2	4	4	2	3	19
5	5	4	3	1	3	21
3	3	3	4	1	1	15

2. Karakteristik Responden 100 orang

WaktuPengisian				
	Frequency	Percent	Valid Percent	Cumulative Percent
	2020/07/22 6:37:02 PM GMT+7	1	1,0	1,0
	2020/07/22 6:37:14 PM GMT+7	1	1,0	2,0
	2020/07/22 6:38:28 PM GMT+7	1	1,0	3,0
	2020/07/22 6:41:38 PM GMT+7	1	1,0	4,0
	2020/07/22 6:43:35 PM GMT+7	1	1,0	5,0
	2020/07/22 6:44:10 PM GMT+7	1	1,0	6,0
	2020/07/22 6:46:24 PM GMT+7	1	1,0	7,0
	2020/07/22 6:49:34 PM GMT+7	1	1,0	8,0
	2020/07/22 6:50:46 PM GMT+7	1	1,0	9,0
	2020/07/22 6:51:31 PM GMT+7	1	1,0	10,0
	2020/07/22 6:53:40 PM GMT+7	1	1,0	11,0
	2020/07/22 6:54:11 PM GMT+7	1	1,0	12,0
Valid	2020/07/22 6:54:22 PM GMT+7	1	1,0	13,0
	2020/07/22 6:55:27 PM GMT+7	1	1,0	14,0
	2020/07/22 6:56:02 PM GMT+7	1	1,0	15,0
	2020/07/22 6:56:43 PM GMT+7	1	1,0	16,0
	2020/07/22 6:58:18 PM GMT+7	1	1,0	17,0
	2020/07/22 7:00:52 PM GMT+7	1	1,0	18,0
	2020/07/22 7:15:34 PM GMT+7	1	1,0	19,0
	2020/07/22 7:15:46 PM GMT+7	1	1,0	20,0
	2020/07/22 7:28:34 PM GMT+7	1	1,0	21,0
	2020/07/22 8:00:41 PM GMT+7	1	1,0	22,0
	2020/07/22 8:05:06 PM GMT+7	1	1,0	23,0
	2020/07/22 8:05:58 PM GMT+7	1	1,0	24,0
	2020/07/22 8:48:53 PM GMT+7	1	1,0	25,0

2020/07/22 9:47:04 PM GMT+7	1	1,0	1,0	26,0
2020/07/23 1:17:42 PM GMT+7	1	1,0	1,0	27,0
2020/07/23 1:18:51 PM GMT+7	1	1,0	1,0	28,0
2020/07/23 1:19:11 PM GMT+7	1	1,0	1,0	29,0
2020/07/23 1:41:17 PM GMT+7	1	1,0	1,0	30,0
2020/07/23 1:57:30 AM GMT+7	1	1,0	1,0	31,0
2020/07/23 10:28:08 AM GMT+7	1	1,0	1,0	32,0
2020/07/23 11:17:53 AM GMT+7	1	1,0	1,0	33,0
2020/07/23 3:16:30 PM GMT+7	1	1,0	1,0	34,0
2020/07/24 10:20:51 AM GMT+7	1	1,0	1,0	35,0
2020/07/24 10:45:26 AM GMT+7	1	1,0	1,0	36,0
2020/07/24 11:13:27 PM GMT+7	1	1,0	1,0	37,0
2020/07/24 2:50:04 PM GMT+7	1	1,0	1,0	38,0
2020/07/24 2:59:39 PM GMT+7	1	1,0	1,0	39,0
2020/07/24 3:13:17 PM GMT+7	1	1,0	1,0	40,0
2020/07/24 3:38:43 PM GMT+7	1	1,0	1,0	41,0
2020/07/24 3:39:41 PM GMT+7	1	1,0	1,0	42,0
2020/07/24 3:55:17 PM GMT+7	1	1,0	1,0	43,0
2020/07/24 4:09:29 PM GMT+7	1	1,0	1,0	44,0
2020/07/24 4:28:51 PM GMT+7	1	1,0	1,0	45,0
2020/07/24 4:51:02 PM GMT+7	1	1,0	1,0	46,0
2020/07/24 4:57:25 PM GMT+7	1	1,0	1,0	47,0
2020/07/24 5:14:55 PM GMT+7	1	1,0	1,0	48,0
2020/07/24 5:25:55 PM GMT+7	1	1,0	1,0	49,0
2020/07/24 5:33:28 PM GMT+7	1	1,0	1,0	50,0
2020/07/24 5:35:10 PM GMT+7	1	1,0	1,0	51,0
2020/07/24 5:56:44 PM GMT+7	1	1,0	1,0	52,0
2020/07/24 6:01:33 PM GMT+7	1	1,0	1,0	53,0

2020/07/24 6:04:52 PM GMT+7	1	1,0	1,0	54,0
2020/07/24 6:11:10 PM GMT+7	1	1,0	1,0	55,0
2020/07/24 6:23:36 PM GMT+7	1	1,0	1,0	56,0
2020/07/24 6:33:31 PM GMT+7	1	1,0	1,0	57,0
2020/07/24 6:51:01 PM GMT+7	1	1,0	1,0	58,0
2020/07/24 7:09:01 PM GMT+7	1	1,0	1,0	59,0
2020/07/24 7:17:39 PM GMT+7	1	1,0	1,0	60,0
2020/07/24 7:26:39 PM GMT+7	1	1,0	1,0	61,0
2020/07/24 7:29:32 PM GMT+7	1	1,0	1,0	62,0
2020/07/24 8:30:03 PM GMT+7	1	1,0	1,0	63,0
2020/07/24 8:59:15 PM GMT+7	1	1,0	1,0	64,0
2020/07/24 9:13:09 PM GMT+7	1	1,0	1,0	65,0
2020/07/24 9:13:43 PM GMT+7	1	1,0	1,0	66,0
2020/07/24 9:44:58 PM GMT+7	1	1,0	1,0	67,0
2020/07/25 1:49:14 PM GMT+7	1	1,0	1,0	68,0
2020/07/25 10:00:33 PM GMT+7	1	1,0	1,0	69,0
2020/07/25 11:02:11 AM GMT+7	1	1,0	1,0	70,0
2020/07/25 2:29:23 PM GMT+7	1	1,0	1,0	71,0
2020/07/25 2:52:27 PM GMT+7	1	1,0	1,0	72,0
2020/07/25 2:57:11 PM GMT+7	1	1,0	1,0	73,0
2020/07/25 3:42:27 PM GMT+7	1	1,0	1,0	74,0
2020/07/25 4:11:40 PM GMT+7	1	1,0	1,0	75,0
2020/07/25 6:07:18 AM GMT+7	1	1,0	1,0	76,0
2020/07/25 6:10:56 PM GMT+7	1	1,0	1,0	77,0
2020/07/25 6:43:39 PM GMT+7	1	1,0	1,0	78,0
2020/07/25 6:44:57 PM GMT+7	1	1,0	1,0	79,0
2020/07/25 7:05:14 PM GMT+7	1	1,0	1,0	80,0
2020/07/25 7:10:42 PM GMT+7	1	1,0	1,0	81,0

2020/07/25 7:42:59 PM GMT+7	1	1,0	1,0	82,0
2020/07/25 7:44:20 PM GMT+7	1	1,0	1,0	83,0
2020/07/25 7:50:19 PM GMT+7	1	1,0	1,0	84,0
2020/07/25 8:08:35 PM GMT+7	1	1,0	1,0	85,0
2020/07/25 8:37:55 PM GMT+7	1	1,0	1,0	86,0
2020/07/25 9:07:45 PM GMT+7	1	1,0	1,0	87,0
2020/07/25 9:23:37 PM GMT+7	1	1,0	1,0	88,0
2020/07/25 9:36:14 AM GMT+7	1	1,0	1,0	89,0
2020/07/25 9:46:25 PM GMT+7	1	1,0	1,0	90,0
2020/07/26 1:40:43 PM GMT+7	1	1,0	1,0	91,0
2020/07/26 10:53:57 AM GMT+7	1	1,0	1,0	92,0
2020/07/26 12:39:46 AM GMT+7	1	1,0	1,0	93,0
2020/07/26 12:59:46 AM GMT+7	1	1,0	1,0	94,0
2020/07/26 2:24:09 PM GMT+7	1	1,0	1,0	95,0
2020/07/26 2:51:22 PM GMT+7	1	1,0	1,0	96,0
2020/07/26 3:28:04 AM GMT+7	1	1,0	1,0	97,0
2020/07/26 5:00:14 AM GMT+7	1	1,0	1,0	98,0
2020/07/26 5:00:39 PM GMT+7	1	1,0	1,0	99,0
2020/07/26 6:05:35 PM GMT+7	1	1,0	1,0	100,0
Total	100	100,0	100,0	

JenisKelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pria	44	44,0	44,0	44,0
Valid Wanita	56	56,0	56,0	100,0
Total	100	100,0	100,0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 - 25 Tahun	87	87,0	87,0	87,0
26 - 30 Tahun	6	6,0	6,0	93,0
31 - 34 Tahun	4	4,0	4,0	97,0
35 - 40 Tahun	3	3,0	3,0	100,0
Total	100	100,0	100,0	

PendidikanTerakhir

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid D3	6	6,0	6,0	6,0
S1	41	41,0	41,0	47,0
S2	1	1,0	1,0	48,0
S3	1	1,0	1,0	49,0
SMA/Sederajat	49	49,0	49,0	98,0
SMP/Sederajat	2	2,0	2,0	100,0
Total	100	100,0	100,0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lainnya	6	6,0	6,0	6,0
Pegawaiswasta	14	14,0	14,0	20,0
Pelajar/Mahasiswa	68	68,0	68,0	88,0
PNS	3	3,0	3,0	91,0
Wiraswasta	9	9,0	9,0	100,0
Total	100	100,0	100,0	

Pengeluaranper6bulanuntukberbelanjamelaluiTokopedia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <Rp 250.000,00	48	48,0	48,0	48,0
>Rp 1.000.000,00	11	11,0	11,0	59,0
Rp 250.000,00 - Rp 500.000,00	27	27,0	27,0	86,0
Rp 500.000 - Rp 1.000.000,00	14	14,0	14,0	100,0
Total	100	100,0	100,0	

BerapaliandaberbelanjamelaluiTokopediadalam6bulan

	Frequency	Percent	Valid Percent	Cumulative Percent
< 3 kali	53	53,0	53,0	53,0
> 15 kali	2	2,0	2,0	55,0
12-15 kali	2	2,0	2,0	57,0
Valid 4-7 kali	35	35,0	35,0	92,0
8-11 kali	8	8,0	8,0	100,0
Total	100	100,0	100,0	

Berapaliandaberberlanjamelaluiecommercelaindalam6bulan

	Frequency	Percent	Valid Percent	Cumulative Percent
< 3 kali	50	50,0	50,0	50,0
> 15 kali	7	7,0	7,0	57,0
12-15 kali	3	3,0	3,0	60,0
Valid 4-7 kali	31	31,0	31,0	91,0
8-11 kali	9	9,0	9,0	100,0
Total	100	100,0	100,0	

SudahberapalamaandamenggunakanTokopedia

	Frequency	Percent	Valid Percent	Cumulative Percent
< 1 tahun	36	36,0	36,0	36,0
> 6 tahun	2	2,0	2,0	38,0
Valid 1-3 tahun	49	49,0	49,0	87,0
4-6 tahun	13	13,0	13,0	100,0
Total	100	100,0	100,0	

Domisiliprovinsi

	Frequency	Percent	Valid Percent	Cumulative Percent
Bali	1	1,0	1,0	1,0
Banten	3	3,0	3,0	4,0
D.I Yogyakarta	6	6,0	6,0	10,0
D.K.I Jakarta	11	11,0	11,0	21,0
Jambi	1	1,0	1,0	22,0
Jawa Barat	23	23,0	23,0	45,0
Jawa Tengah	6	6,0	6,0	51,0
Jawa Timur	6	6,0	6,0	57,0
Kalimantan Barat	2	2,0	2,0	59,0
Kalimantan Selatan	2	2,0	2,0	61,0
Valid Kalimantan Timur	1	1,0	1,0	62,0
Kalimantan Utara	1	1,0	1,0	63,0
Kepulauan Bangka Belitung	1	1,0	1,0	64,0
Kepulauan Riau	3	3,0	3,0	67,0
Lampung	21	21,0	21,0	88,0
Nusa Tenggara Timur	1	1,0	1,0	89,0
Papua	1	1,0	1,0	90,0
Sulawesi Selatan	2	2,0	2,0	92,0
Sumatera Selatan	6	6,0	6,0	98,0
Sumatera Utara	2	2,0	2,0	100,0
Total	100	100,0	100,0	

5. Jawaban Responden

a) Kepercayaan Merek

KM1

	Frequency	Percent	Valid Percent	Cumulative Percent
SangatTidakSetuju	1	1,0	1,0	1,0
TidakSetuju	6	6,0	6,0	7,0
Valid Netral	31	31,0	31,0	38,0
Setuju	32	32,0	32,0	70,0
SangatSetuju	30	30,0	30,0	100,0
Total	100	100,0	100,0	

KM2

	Frequency	Percent	Valid Percent	Cumulative Percent
SangatTidakSetuju	1	1,0	1,0	1,0
TidakSetuju	2	2,0	2,0	3,0
Netral	23	23,0	23,0	26,0
Valid Setuju	40	40,0	40,0	66,0
SangatSetuju	34	34,0	34,0	100,0
Total	100	100,0	100,0	

KM3

	Frequency	Percent	Valid Percent	Cumulative Percent
SangatTidakSetuju	2	2,0	2,0	2,0
Netral	21	21,0	21,0	23,0
Valid Setuju	47	47,0	47,0	70,0
SangatSetuju	30	30,0	30,0	100,0
Total	100	100,0	100,0	

KM4

	Frequency	Percent	Valid Percent	Cumulative Percent
Netral	10	10,0	10,0	10,0
Valid Setuju	40	40,0	40,0	50,0
SangatSetuju	50	50,0	50,0	100,0
Total	100	100,0	100,0	

KM5

	Frequency	Percent	Valid Percent	Cumulative Percent
TidakSetuju	4	4,0	4,0	4,0
Netral	22	22,0	22,0	26,0
Valid Setuju	38	38,0	38,0	64,0
SangatSetuju	36	36,0	36,0	100,0
Total	100	100,0	100,0	

KM6

	Frequency	Percent	Valid Percent	Cumulative Percent
TidakSetuju	2	2,0	2,0	2,0
Netral	17	17,0	17,0	19,0
Setuju	48	48,0	48,0	67,0
SangatSetuju	33	33,0	33,0	100,0
Total	100	100,0	100,0	

TotalSkorKM

	Frequency	Percent	Valid Percent	Cumulative Percent
12	1	1,0	1,0	1,0
16	1	1,0	1,0	2,0
17	1	1,0	1,0	3,0
18	3	3,0	3,0	6,0
19	3	3,0	3,0	9,0
20	5	5,0	5,0	14,0
21	5	5,0	5,0	19,0
22	8	8,0	8,0	27,0
Valid 23	13	13,0	13,0	40,0
24	10	10,0	10,0	50,0
25	9	9,0	9,0	59,0
26	12	12,0	12,0	71,0
27	6	6,0	6,0	77,0
28	7	7,0	7,0	84,0
29	2	2,0	2,0	86,0
30	14	14,0	14,0	100,0
Total	100	100,0	100,0	

b) Kualitas Website

KW1

	Frequency	Percent	Valid Percent	Cumulative Percent
SangatTidakSetuju	1	1,0	1,0	1,0
Netral	10	10,0	10,0	11,0
Valid Setuju	36	36,0	36,0	47,0
SangatSetuju	53	53,0	53,0	100,0
Total	100	100,0	100,0	

KW2

	Frequency	Percent	Valid Percent	Cumulative Percent
SangatTidakSetuju	1	1,0	1,0	1,0
TidakSetuju	1	1,0	1,0	2,0
Valid Netral	12	12,0	12,0	14,0
Setuju	38	38,0	38,0	52,0
SangatSetuju	48	48,0	48,0	100,0
Total	100	100,0	100,0	

KW3

	Frequency	Percent	Valid Percent	Cumulative Percent
Netral	16	16,0	16,0	16,0
Valid Setuju	47	47,0	47,0	63,0
SangatSetuju	37	37,0	37,0	100,0
Total	100	100,0	100,0	

KW4

	Frequency	Percent	Valid Percent	Cumulative Percent
TidakSetuju	1	1,0	1,0	1,0
Netral	15	15,0	15,0	16,0
Valid Setuju	53	53,0	53,0	69,0
SangatSetuju	31	31,0	31,0	100,0
Total	100	100,0	100,0	

KW5

	Frequency	Percent	Valid Percent	Cumulative Percent
TidakSetuju	1	1,0	1,0	1,0
Netral	9	9,0	9,0	10,0
Valid Setuju	57	57,0	57,0	67,0
SangatSetuju	33	33,0	33,0	100,0
Total	100	100,0	100,0	

KW6

	Frequency	Percent	Valid Percent	Cumulative Percent
Netral	18	18,0	18,0	18,0
Valid Setuju	46	46,0	46,0	64,0
SangatSetuju	36	36,0	36,0	100,0
Total	100	100,0	100,0	

KW7

	Frequency	Percent	Valid Percent	Cumulative Percent
TidakSetuju	1	1,0	1,0	1,0
Netral	9	9,0	9,0	10,0
Valid Setuju	46	46,0	46,0	56,0
SangatSetuju	44	44,0	44,0	100,0
Total	100	100,0	100,0	

KW8

	Frequency	Percent	Valid Percent	Cumulative Percent
SangatTidakSetuju	1	1,0	1,0	1,0
TidakSetuju	4	4,0	4,0	5,0
Valid Netral	9	9,0	9,0	14,0
Setuju	40	40,0	40,0	54,0
SangatSetuju	46	46,0	46,0	100,0
Total	100	100,0	100,0	

KW9

	Frequency	Percent	Valid Percent	Cumulative Percent
TidakSetuju	2	2,0	2,0	2,0
Netral	11	11,0	11,0	13,0
Valid Setuju	56	56,0	56,0	69,0
SangatSetuju	31	31,0	31,0	100,0
Total	100	100,0	100,0	

KW10

	Frequency	Percent	Valid Percent	Cumulative Percent
Netral	13	13,0	13,0	13,0
Valid Setuju	47	47,0	47,0	60,0
SangatSetuju	40	40,0	40,0	100,0
Total	100	100,0	100,0	

TotalSkorKW

	Frequency	Percent	Valid Percent	Cumulative Percent
24	1	1,0	1,0	1,0
26	1	1,0	1,0	2,0
30	1	1,0	1,0	3,0
31	1	1,0	1,0	4,0
32	1	1,0	1,0	5,0
33	1	1,0	1,0	6,0
35	3	3,0	3,0	9,0
36	3	3,0	3,0	12,0
37	3	3,0	3,0	15,0
38	3	3,0	3,0	18,0
Valid 39	7	7,0	7,0	25,0
40	11	11,0	11,0	36,0
41	5	5,0	5,0	41,0
42	4	4,0	4,0	45,0
43	7	7,0	7,0	52,0
44	7	7,0	7,0	59,0
45	11	11,0	11,0	70,0
46	11	11,0	11,0	81,0
47	2	2,0	2,0	83,0
48	3	3,0	3,0	86,0
50	14	14,0	14,0	100,0
Total	100	100,0	100,0	

c) Promosi Penjualan

PP1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SangatTidakSetuju	4	4,0	4,0	4,0
TidakSetuju	10	10,0	10,0	14,0
Netral	31	31,0	31,0	45,0
Setuju	31	31,0	31,0	76,0
SangatSetuju	24	24,0	24,0	100,0
Total	100	100,0	100,0	

PP2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SangatTidakSetuju	5	5,0	5,0	5,0
TidakSetuju	15	15,0	15,0	20,0
Netral	35	35,0	35,0	55,0
Setuju	22	22,0	22,0	77,0
SangatSetuju	23	23,0	23,0	100,0
Total	100	100,0	100,0	

PP3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SangatTidakSetuju	4	4,0	4,0	4,0
TidakSetuju	9	9,0	9,0	13,0
Netral	36	36,0	36,0	49,0
Setuju	27	27,0	27,0	76,0
SangatSetuju	24	24,0	24,0	100,0
Total	100	100,0	100,0	

PP4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SangatTidakSetuju	1	1,0	1,0	1,0
TidakSetuju	5	5,0	5,0	6,0
Netral	21	21,0	21,0	27,0
Setuju	36	36,0	36,0	63,0
SangatSetuju	37	37,0	37,0	100,0
Total	100	100,0	100,0	

PP5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SangatTidakSetuju	2	2,0	2,0	2,0
TidakSetuju	9	9,0	9,0	11,0
Netral	39	39,0	39,0	50,0
Setuju	25	25,0	25,0	75,0
SangatSetuju	25	25,0	25,0	100,0
Total	100	100,0	100,0	

PP6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SangatTidakSetuju	5	5,0	5,0	5,0
TidakSetuju	8	8,0	8,0	13,0
Netral	28	28,0	28,0	41,0
Setuju	28	28,0	28,0	69,0
SangatSetuju	31	31,0	31,0	100,0
Total	100	100,0	100,0	

PP7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TidakSetuju	5	5,0	5,0	5,0
Netral	21	21,0	21,0	26,0
Setuju	43	43,0	43,0	69,0
SangatSetuju	31	31,0	31,0	100,0
Total	100	100,0	100,0	

PP8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SangatTidakSetuju	5	5,0	5,0	5,0
TidakSetuju	13	13,0	13,0	18,0
Netral	38	38,0	38,0	56,0
Setuju	26	26,0	26,0	82,0
SangatSetuju	18	18,0	18,0	100,0
Total	100	100,0	100,0	

PP9

	Frequency	Percent	Valid Percent	Cumulative Percent
SangatTidakSetuju	4	4,0	4,0	4,0
TidakSetuju	3	3,0	3,0	7,0
Netral	20	20,0	20,0	27,0
Setuju	32	32,0	32,0	59,0
SangatSetuju	41	41,0	41,0	100,0
Total	100	100,0	100,0	

PP10

	Frequency	Percent	Valid Percent	Cumulative Percent
TidakSetuju	7	7,0	7,0	7,0
Netral	19	19,0	19,0	26,0
Setuju	40	40,0	40,0	66,0
SangatSetuju	34	34,0	34,0	100,0
Total	100	100,0	100,0	

PP11

	Frequency	Percent	Valid Percent	Cumulative Percent
TidakSetuju	3	3,0	3,0	3,0
Netral	28	28,0	28,0	31,0
Setuju	39	39,0	39,0	70,0
SangatSetuju	30	30,0	30,0	100,0
Total	100	100,0	100,0	

PP12

	Frequency	Percent	Valid Percent	Cumulative Percent
SangatTidakSetuju	1	1,0	1,0	1,0
TidakSetuju	1	1,0	1,0	2,0
Netral	35	35,0	35,0	37,0
Setuju	38	38,0	38,0	75,0
SangatSetuju	25	25,0	25,0	100,0
Total	100	100,0	100,0	

SkorTotalPP

	Frequency	Percent	Valid Percent	Cumulative Percent
23	1	1,0	1,0	1,0
26	1	1,0	1,0	2,0
30	2	2,0	2,0	4,0
31	3	3,0	3,0	7,0
33	1	1,0	1,0	8,0
34	2	2,0	2,0	10,0
35	1	1,0	1,0	11,0
36	2	2,0	2,0	13,0
37	2	2,0	2,0	15,0
38	2	2,0	2,0	17,0
39	4	4,0	4,0	21,0
40	6	6,0	6,0	27,0
41	3	3,0	3,0	30,0
42	5	5,0	5,0	35,0
43	6	6,0	6,0	41,0
44	8	8,0	8,0	49,0
45	7	7,0	7,0	56,0
46	6	6,0	6,0	62,0
47	1	1,0	1,0	63,0
48	3	3,0	3,0	66,0
49	6	6,0	6,0	72,0
50	2	2,0	2,0	74,0
51	3	3,0	3,0	77,0
52	2	2,0	2,0	79,0
53	5	5,0	5,0	84,0
54	1	1,0	1,0	85,0
55	2	2,0	2,0	87,0
56	2	2,0	2,0	89,0
57	2	2,0	2,0	91,0
58	2	2,0	2,0	93,0
60	7	7,0	7,0	100,0
Total	100	100,0	100,0	

d) Loyalitas Pelanggan

LP1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SangatTidakSetuju	2	2,0	2,0
	TidakSetuju	1	1,0	3,0
	Netral	17	17,0	20,0
	Setuju	41	41,0	61,0
	SangatSetuju	39	39,0	100,0
	Total	100	100,0	100,0

LP2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SangatTidakSetuju	17	17,0	17,0
	TidakSetuju	21	21,0	38,0
	Netral	24	24,0	62,0
	Setuju	14	14,0	76,0
	SangatSetuju	24	24,0	100,0
	Total	100	100,0	100,0

LP3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SangatTidakSetuju	1	1,0	1,0
	TidakSetuju	3	3,0	4,0
	Netral	19	19,0	23,0
	Setuju	51	51,0	74,0
	SangatSetuju	26	26,0	100,0
	Total	100	100,0	100,0

LP4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TidakSetuju	5	5,0	5,0
	Netral	18	18,0	23,0
	Setuju	50	50,0	73,0
	SangatSetuju	27	27,0	100,0
	Total	100	100,0	100,0

LP5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SangatTidakSetuju	10	10,0	10,0
	TidakSetuju	20	20,0	30,0
	Netral	33	33,0	63,0
	Setuju	21	21,0	84,0
	SangatSetuju	16	16,0	100,0
	Total	100	100,0	100,0

LP6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SangatTidakSetuju	4	4,0	4,0	4,0
TidakSetuju	14	14,0	14,0	18,0
Netral	37	37,0	37,0	55,0
Setuju	29	29,0	29,0	84,0
SangatSetuju	16	16,0	16,0	100,0
Total	100	100,0	100,0	

SkorTotalLP

	Frequency	Percent	Valid Percent	Cumulative Percent
8	1	1,0	1,0	1,0
10	1	1,0	1,0	2,0
14	4	4,0	4,0	6,0
15	4	4,0	4,0	10,0
16	1	1,0	1,0	11,0
17	3	3,0	3,0	14,0
18	2	2,0	2,0	16,0
19	14	14,0	14,0	30,0
20	13	13,0	13,0	43,0
21	8	8,0	8,0	51,0
22	7	7,0	7,0	58,0
23	7	7,0	7,0	65,0
24	7	7,0	7,0	72,0
Valid 25	11	11,0	11,0	83,0
26	4	4,0	4,0	87,0
27	3	3,0	3,0	90,0
28	1	1,0	1,0	91,0
29	2	2,0	2,0	93,0
30	7	7,0	7,0	100,0
Total	100	100,0	100,0	

6. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	3,50710585
	Absolute	,062
Most Extreme Differences	Positive	,044
	Negative	-,062
Kolmogorov-Smirnov Z		,625
Asymp. Sig. (2-tailed)		,830

a. Test distribution is Normal.

b. Calculated from data.

7. Uji Linieritas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
LoyalitasPelanggan * KepercayaanMerek	Between Groups	(Combined)	637,655	15	42,510	2,686	,002
		Linearity	471,554	1	471,554	29,797	,000
		Deviation from Linearity	166,101	14	11,864	,750	,719
	Within Groups		1329,345	84	15,826		
Total			1967,000	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
LoyalitasPelanggan * KualitasWebsite	Between Groups	(Combined)	872,705	20	43,635	3,150	,000
		Linearity	468,071	1	468,071	33,791	,000
		Deviation from Linearity	404,634	19	21,297	1,537	,096
	Within Groups	1094,295	79	13,852			
	Total	1967,000	99				

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
LoyalitasPelanggan * PromosiPenjualan	Between Groups	(Combined)	1013,430	30	33,781	2,444	,001
		Linearity	651,938	1	651,938	47,174	,000
		Deviation from Linearity	361,492	29	12,465	,902	,611
	Within Groups	953,570	69	13,820			
	Total	1967,000	99				

8. Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	1,580	2,935		,538	,592		
	KepercayaanMerek	,088	,148	,073	,592	,555	,423	2,365
	Kualitas Website	,184	,092	,221	1,994	,049	,524	1,908
	PromosiPenjualan	,225	,058	,412	3,871	,000	,569	1,757

a. Dependent Variable: LoyalitasPelanggan

9. Uji Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,617 ^a	,381	,362	3,561	1,943

a. Predictors: (Constant), PromosiPenjualan, Kualitas Website, KepercayaanMerek

b. Dependent Variable: LoyalitasPelanggan

10. Uji Heteroskedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,185	1,748		,678	,499
	KepercayaanMerek	,143	,088	,249	1,615	,110
	Kualitas Website	-,006	,055	-,016	-,114	,910
	PromosiPenjualan	-,036	,035	-,139	-1,048	,297

a. Dependent Variable: Res2

11. Uji Regresi

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PromosiPenjualan, Kualitas Website, KepercayaanMerek ^b		Enter

a. Dependent Variable: LoyalitasPelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,617 ^a	,381	,362	3,561

a. Predictors: (Constant), PromosiPenjualan, Kualitas Website, KepercayaanMerek

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	749,321	3	249,774	19,692	,000 ^b
	Residual	1217,679	96	12,684		
	Total	1967,000	99			

a. Dependent Variable: LoyalitasPelanggan

b. Predictors: (Constant), PromosiPenjualan, Kualitas Website, KepercayaanMerek

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,580	2,935		,538	,592
	KepercayaanMerek	,088	,148	,073	,592	,555
	Kualitas Website	,184	,092	,221	1,994	,049
	PromosiPenjualan	,225	,058	,412	3,871	,000

a. Dependent Variable: LoyalitasPelanggan