

KUESIONER PENELITIAN

Analisis Pengaruh Ekuitas Merek dan *E-Servqual* Terhadap Keputusan Pembelian Konsumen JD.ID
(Studi Kasus Pada Mahasiswa Ekonomi Manajemen Angkatan 2017 Universitas Muhammadiyah Jember)

Kepada :

Yth. Bapak/ibu/saudara/sendiri

Ditempat

Dengan Hormat,

Kuisisioner ini diajukan guna membantu pengumpulan data penelitian skripsi dengan judul **Analisis Pengaruh Ekuitas Merek dan *E-Servqual* Terhadap Keputusan Pembelian Konsumen (Studi Kasus Pada *E-Commerce* JD.ID)**, merupakan salah satu syarat bagi penelitian untuk dapat menyelesaikan studi S1 jurusan Manajemen Fakultas Ekonomi Universitas Muhammadiyah Jember.

Untuk itu penelitian ini membutuhkan bantuan bapak/ibu/sdr/sdri untuk bersedia meluangkan waktu untuk mengisi kuisisioner ini dengan sebenar benarnya. Peneliti berjanji akan menjaga kerahasiaan jawaban saudara dan hanya digunakan dalam kepentingan akademis, atas perhatiannya saya ucapkan terimakasih.

Hormat Saya,

Aditya Tri Firmanzah

A. PENILAIAN KEPUTUSAN PELANGGAN

1. Jawablah pertanyaan ini sesuai dengan pendapat Bapak/Ibu.
 2. Pilihlah jawaban dari tabel daftar pertanyaan dengan memberi **tanda checklist** (√) pada salah satu jawaban yang paling sesuai menurut Bapak/Ibu.
- Adapun makna tanda jawaban tersebut sebagai berikut: **1 – 5**

B. Identitas Responden

Nama :
 Jenis kelamin : - Laki-laki -Perempuan
 Berapa Kali bertransaksi :
 Mengakses JD.ID : - Aplikasi Smartphone - Situs Web

No	Pertanyaan	1	2	3	4	5
A Ekuitas Merek						
1	JD.ID selalu muncul dibenak saya ketika ingin membeli barang.					
2	Saya yakin JD.ID adalah toko online yang bisa dipercaya					
3	Bagi saya Produk yang ada di JD.ID semua berkualitas original.					
4	Saya pasti akan kembali membeli barang yang saya inginkan di JD.ID.					
B E- Servqual						
1	JD.ID Selalu memberi konfirmasi apabila barang tidak tersedia					
2	JD.ID selalu mengemas barang dengan rapih dan aman					
3	Pengiriman barang selalu cepat					
4	JD.ID melindungi informasi pribadi saya					
5	Selalu tertera informasi tentang spesifikasi barang					
6	Mudah mengakses apa yang saya butuhkan pada situs web ataupun aplikasi JD.ID pada smartphone					
7	Pihak JD.ID selalu merespon dengan cepat					
C Keputusan Pembelian						
1	Aplikasi JD.ID pada smartphone mudah digunakan					
2	Menurut saya harga dan kualitas barang pada JD.ID bersaing dengan <i>e-commerce</i> lainnya					
3	Saya merasa aman bertransaksi pada JD.ID					

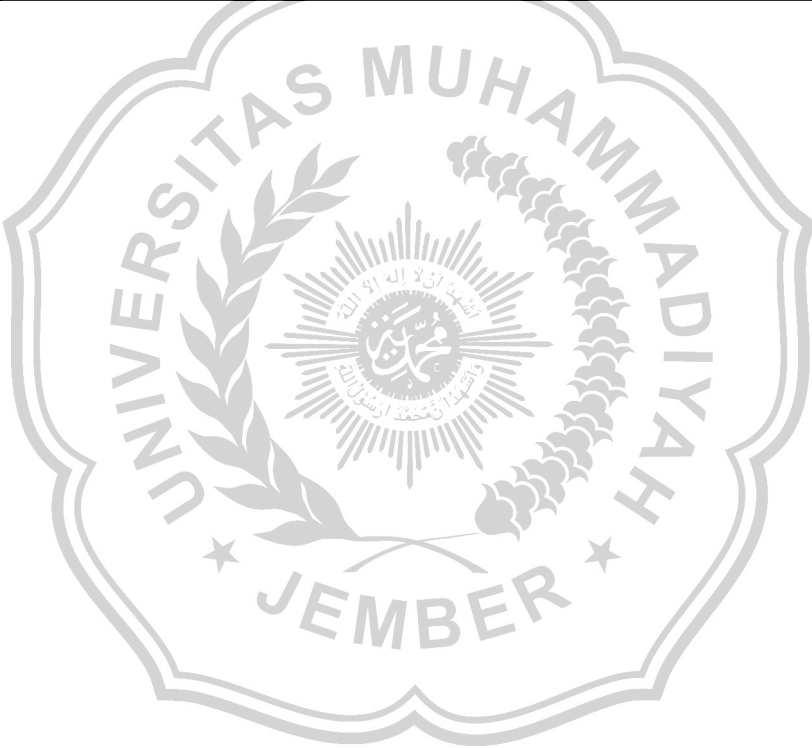
LAMPIRAN 1 : DATA RESPONDEN

NO	X1				Total	X2							Total	Y			Total
	X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7		Y1	Y2	Y3	
1	4	4	4	4	16	4	4	4	4	4	4	5	29	4	4	4	12
2	5	5	5	5	20	5	5	5	5	5	5	5	35	5	5	5	15
3	4	5	4	5	18	5	5	5	5	5	5	5	35	5	5	5	15
4	4	5	4	5	18	4	4	4	5	5	5	5	32	5	5	5	15
5	4	4	3	3	14	4	3	3	4	3	3	3	23	3	3	4	10
6	4	4	3	4	15	4	5	4	3	4	4	3	27	5	4	4	13
7	3	4	5	4	16	5	5	4	3	4	4	4	29	5	4	4	13
8	3	3	3	3	12	4	4	3	4	4	4	3	26	4	3	4	11
9	5	4	5	5	19	4	4	4	4	5	5	4	30	4	5	5	14
10	5	5	5	5	20	5	5	5	5	5	5	5	35	5	5	5	15
11	4	5	5	4	18	5	5	5	5	5	5	4	34	4	5	5	14
12	5	5	5	5	20	5	5	5	5	5	5	5	35	5	5	5	15
13	5	4	5	4	18	3	5	4	4	5	4	4	29	5	5	5	15
14	3	4	4	3	14	3	3	3	3	3	3	3	21	3	3	4	10
15	3	3	3	3	12	4	4	3	4	4	4	3	26	3	3	3	9
16	3	4	4	4	15	5	4	4	4	5	5	4	31	4	4	4	12
17	4	5	4	4	17	4	4	3	3	4	4	3	25	3	3	4	10
18	4	5	4	4	17	4	4	4	4	4	5	4	29	4	4	4	12
19	3	5	5	3	16	4	4	4	5	4	3	3	27	3	3	4	10
20	4	4	3	5	16	4	4	5	3	3	3	3	25	4	3	4	11
21	5	5	5	5	20	5	5	5	5	5	5	5	35	5	5	5	15

22	3	4	5	4	16	4	5	5	5	4	4	5	32	4	4	5	13
23	1	3	2	3	9	3	4	2	3	4	3	5	24	2	1	3	6
24	3	3	3	3	12	4	4	4	4	4	4	4	28	3	3	3	9
25	2	2	4	3	11	5	3	3	4	5	4	3	27	3	3	3	9
26	2	3	2	1	8	3	4	3	3	3	4	2	22	4	3	5	12
27	4	3	4	4	15	5	3	3	4	4	5	5	29	4	4	5	13
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29	5	5	4	4	18	3	5	4	5	5	5	5	32	4	4	4	12
30	2	4	2	2	10	4	2	2	2	5	4	2	21	5	2	4	11
31	2	3	3	3	11	5	4	3	4	4	3	3	26	5	4	4	13
32	5	4	5	5	19	4	5	4	4	4	5	5	31	5	4	5	14
33	2	4	3	3	12	4	3	3	4	4	4	3	25	4	4	4	12
34	3	3	4	3	13	3	4	3	4	5	4	4	27	3	4	3	10
35	4	5	5	4	18	4	5	3	5	5	5	5	32	4	3	5	12
36	5	5	4	5	19	4	5	3	5	5	3	5	30	4	4	4	12
37	4	5	4	3	16	5	5	4	4	5	4	4	31	5	4	3	12
38	4	5	4	3	16	5	5	5	4	5	4	3	31	5	4	5	14
39	4	5	4	4	17	4	4	5	3	5	4	4	29	5	5	4	14
40	5	5	4	4	18	5	4	5	5	3	5	4	31	5	4	5	14
41	5	5	4	4	18	5	5	5	4	5	5	4	33	4	4	4	12
42	5	4	4	4	17	4	5	4	4	4	5	4	30	3	5	4	12
43	5	5	4	5	19	4	4	4	4	4	4	5	29	4	5	4	13
44	5	4	5	4	18	3	4	5	4	4	4	5	29	3	3	5	11
45	5	5	4	4	18	5	4	4	5	5	4	3	30	4	4	5	13

46	4	5	4	5	18	4	5	5	4	3	4	5	30	4	4	5	13
47	5	4	4	5	18	3	4	5	4	4	4	5	29	4	4	4	12
48	4	4	5	4	17	5	4	4	5	5	4	5	32	4	5	4	13
49	4	5	5	4	18	5	4	5	4	5	4	5	32	5	4	5	14
50	5	4	5	5	19	4	3	5	4	4	5	4	29	5	5	4	14
51	5	4	5	5	19	4	4	5	5	5	4	4	31	4	5	4	13
52	4	4	3	3	14	3	3	3	3	3	3	3	21	3	3	4	10
53	4	4	5	4	17	3	4	4	4	3	5	5	28	5	5	5	15
54	4	3	5	5	17	4	4	3	5	3	4	4	27	3	5	4	12
55	5	4	4	3	16	4	4	4	4	5	5	5	31	5	5	5	15
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58	5	4	5	4	18	5	4	5	4	3	5	5	31	4	4	5	13
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60	5	5	4	4	18	5	4	5	4	5	4	5	32	3	5	5	13
61	5	4	5	3	17	3	4	5	4	3	4	4	27	5	5	4	14
62	5	4	3	5	17	5	4	4	5	4	5	4	31	5	4	4	13
63	4	4	5	3	16	5	5	4	4	5	5	5	33	5	5	5	15
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66	4	5	4	3	16	4	4	4	5	5	4	5	31	3	5	4	12
67	4	5	4	5	18	5	5	4	5	3	4	4	30	4	5	5	14
68	5	5	5	4	19	5	3	5	4	4	5	4	30	5	5	4	14
69	4	5	5	5	19	4	4	3	5	4	5	4	29	4	5	5	14

70	5	5	4	4	18	4	3	3	5	4	4	4	27	5	4	5	14
71	5	4	5	4	18	5	4	5	4	3	5	5	31	4	4	5	13
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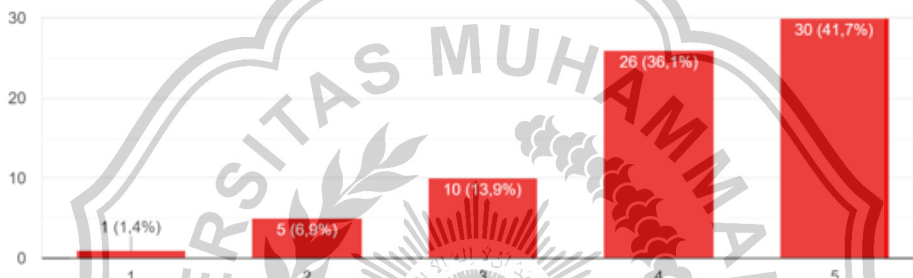
LAMPIRAN 2 : KARAKTERISTIK RESPONDEN

Karakteristik Responden	Frekuensi	Persentase
Jenis Kelamin	- Laki-Laki	- 45,8%
	- Perempuan	- 54,2%
Berapa Kali Bertransaksi	- 1 Kali	- 58,3%
	- Lebih Dari Satu Kali	- 41,7%
	- Aplikasi Smartphone	- 88,9%
Mengakses JD.ID Melalui	- Situs Web	- 11,1%

LAMPIRAN 3 : HASIL TANGGAPAN RESPONDEN

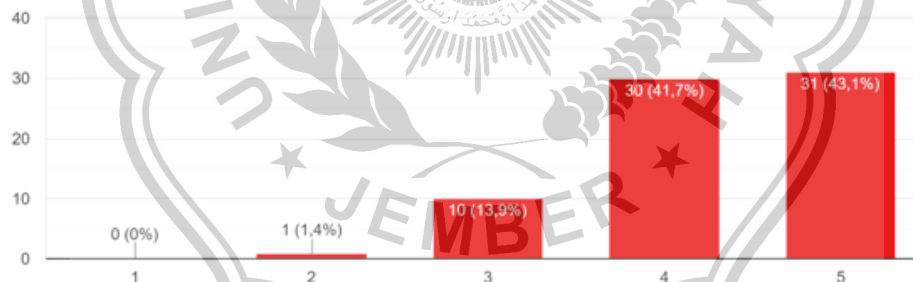
1. JD.ID selalu muncul dibenak saya ketika ingin membeli barang.

72 tanggapan



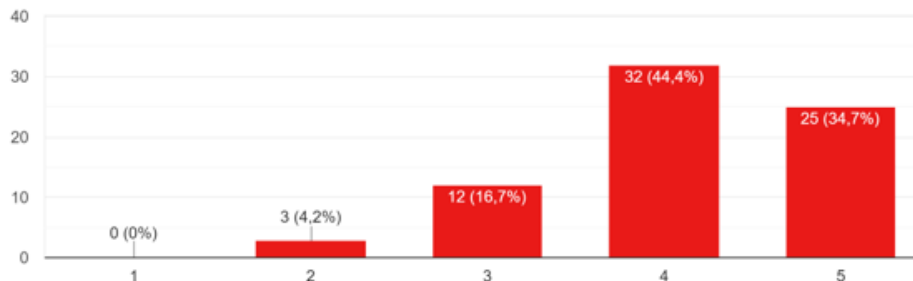
2. Saya yakin JD.ID adalah toko online yang bisa dipercaya

72 tanggapan



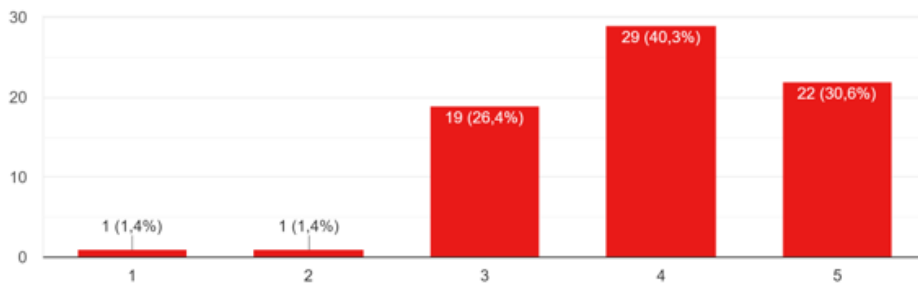
3. Bagi saya Produk yang ada di JD.ID semua berkualitas original.

72 tanggapan



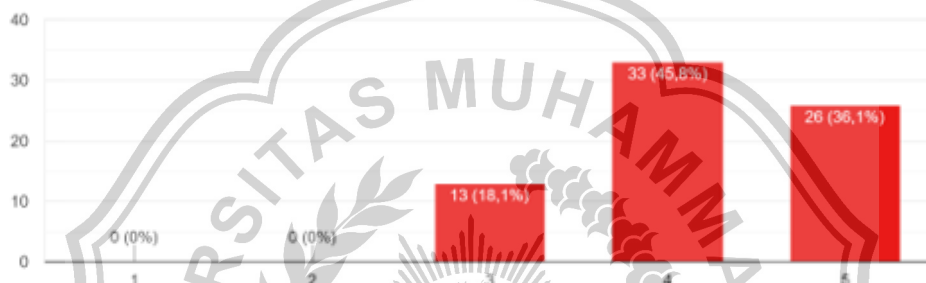
4. Saya pasti akan kembali membeli barang yang saya inginkan di JD.ID.

72 tanggapan



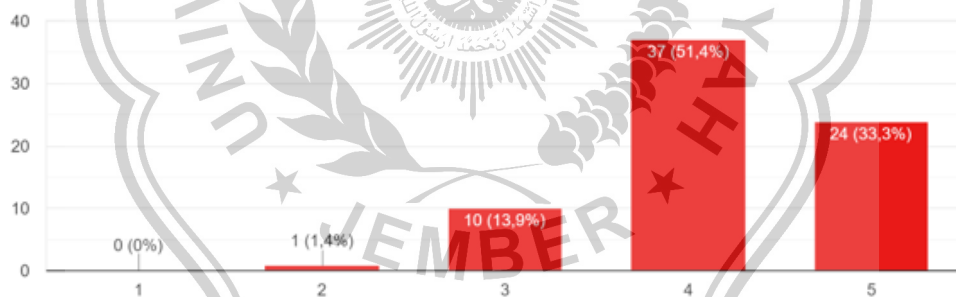
5. JD.ID Selalu memberi konfirmasi apabila barang tidak tersedia

72 tanggapan



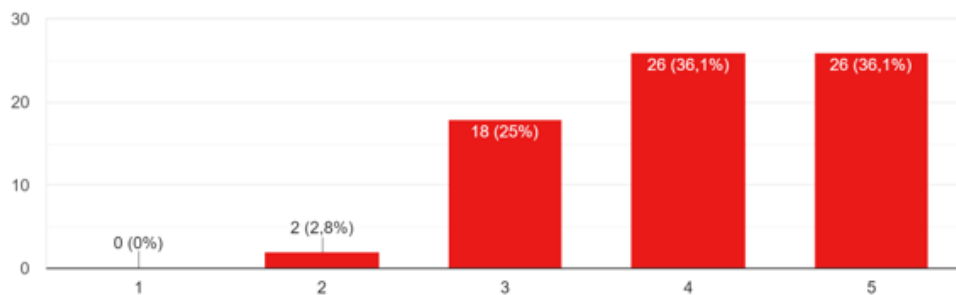
6. JD.ID selalu mengemas barang dengan rapih dan aman

72 tanggapan



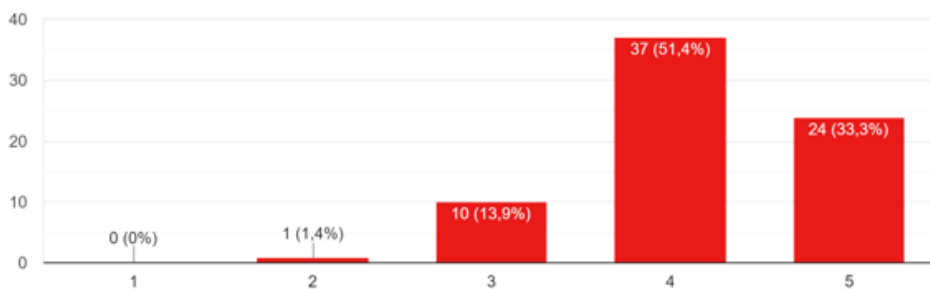
7. Pengiriman barang selalu cepat

72 tanggapan



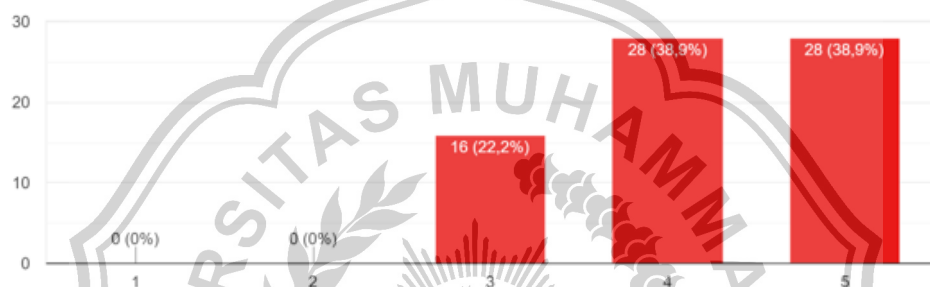
8. JD.ID melindungi informasi pribadi saya

72 tanggapan



9. Selalu tertera informasi tentang spesifikasi barang

72 tanggapan



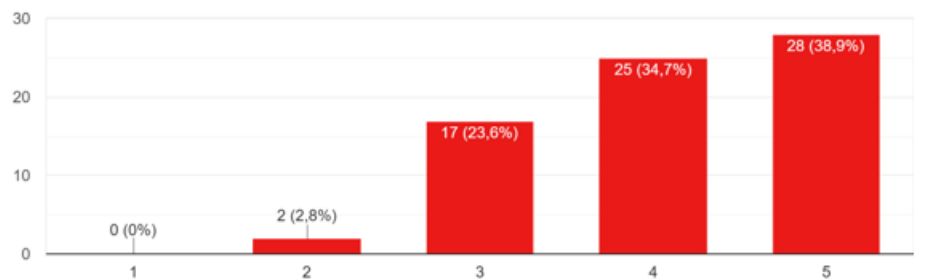
10. Mudah mengakses apa yang saya butuhkan pada situs web ataupun aplikasi JD.ID pada smartphone

72 tanggapan



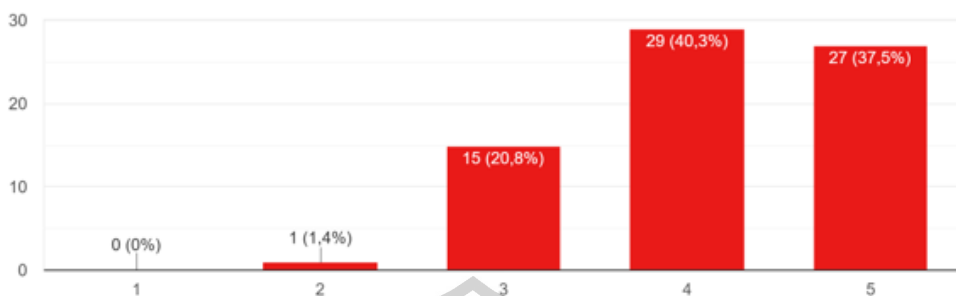
11. Pihak JD.ID selalu merespon dengan cepat

72 tanggapan



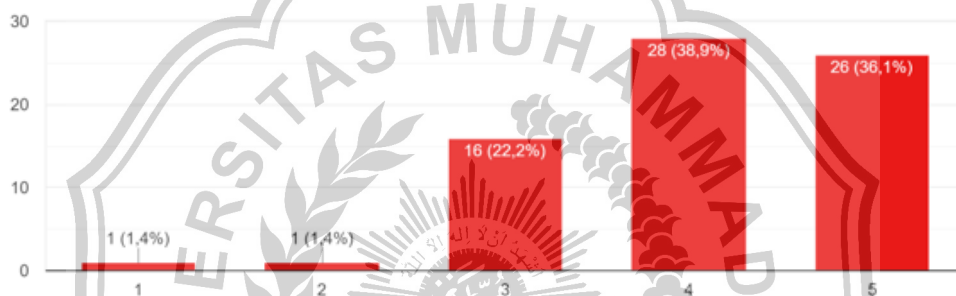
12. Aplikasi JD.ID pada smartphone mudah digunakan

72 tanggapan



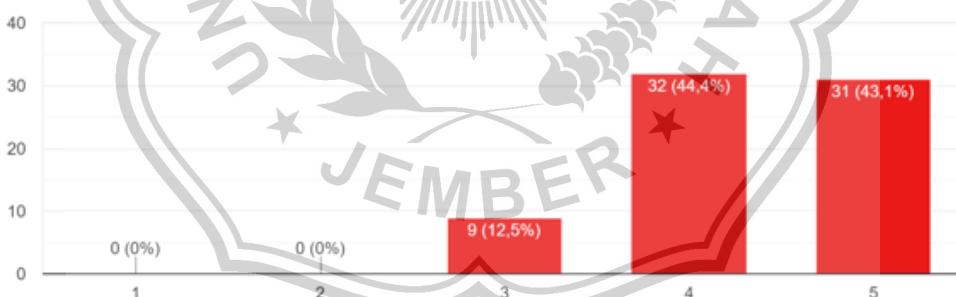
13. Menurut saya harga dan kualitas barang pada JD.ID bersaing dengan e-commerce lainnya

72 tanggapan



14. Saya merasa aman bertransaksi pada JD.ID

72 tanggapan



LAMPIRAN 4 : UJI VALIDITAS DAN RELIABILITAS

Uji Validitas Ekuitas Merek (X1)

		Correlations				
		X1.1	X1.2	X1.3	X1.4	TOTALX1
X1.1	Pearson Correlation	1	.539**	.528**	.646**	.876**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	72	72	72	72	72
X1.2	Pearson Correlation	.539**	1	.367**	.420**	.716**
	Sig. (2-tailed)	.000		.001	.000	.000
	N	72	72	72	72	72
X1.3	Pearson Correlation	.528**	.367**	1	.474**	.747**
	Sig. (2-tailed)	.000	.001		.000	.000
	N	72	72	72	72	72
X1.4	Pearson Correlation	.646**	.420**	.474**	1	.813**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	72	72	72	72	72
TOTALX1	Pearson Correlation	.876**	.716**	.747**	.813**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	72	72	72	72	72

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

Uji Validitas *E-Servqual* (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	TOTAL X2
X2.1	Pearson Correlation	1	.161	.305**	.298*	.302*	.367**	.199	.576**
	Sig. (2-tailed)		.178	.009	.011	.010	.002	.093	.000
	N	72	72	72	72	72	72	72	72
X2.2	Pearson Correlation	.161	1	.425**	.361**	.283*	.290*	.388**	.646**
	Sig. (2-tailed)	.178		.000	.002	.016	.014	.001	.000
	N	72	72	72	72	72	72	72	72
X2.3	Pearson Correlation	.305**	.425**	1	.239*	.114	.367**	.396**	.654**
	Sig. (2-tailed)	.009	.000		.043	.339	.002	.001	.000
	N	72	72	72	72	72	72	72	72
X2.4	Pearson Correlation	.298*	.361**	.239*	1	.231	.378**	.457**	.652**
	Sig. (2-tailed)	.011	.002	.043		.050	.001	.000	.000
	N	72	72	72	72	72	72	72	72
X2.5	Pearson Correlation	.302*	.283*	.114	.231	1	.268*	.252*	.544**
	Sig. (2-tailed)	.010	.016	.339	.050		.023	.032	.000
	N	72	72	72	72	72	72	72	72
X2.6	Pearson Correlation	.367**	.290*	.367**	.378**	.268*	1	.468**	.687**
	Sig. (2-tailed)	.002	.014	.002	.001	.023		.000	.000
	N	72	72	72	72	72	72	72	72
X2.7	Pearson Correlation	.199	.388**	.396**	.457**	.252*	.468**	1	.722**
	Sig. (2-tailed)	.093	.001	.001	.000	.032	.000		.000
	N	72	72	72	72	72	72	72	72
TOTAL X2	Pearson Correlation	.576**	.646**	.654**	.652**	.544**	.687**	.722**	1

Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
N	72	72	72	72	72	72	72	72

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

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

Uji Validitas Keputusan Pembelian (Y)

Correlations

		Y1	Y2	Y3	TOTALY3
Y1	Pearson Correlation	1	.492**	.466**	.813**
	Sig. (2-tailed)		.000	.000	.000
	N	72	72	72	72
Y2	Pearson Correlation	.492**	1	.457**	.832**
	Sig. (2-tailed)	.000		.000	.000
	N	72	72	72	72
Y3	Pearson Correlation	.466**	.457**	1	.766**
	Sig. (2-tailed)	.000	.000		.000
	N	72	72	72	72
TOTALY3	Pearson Correlation	.813**	.832**	.766**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	72	72	72	72

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

Uji Reabilitas Ekuitas Merek (X1)

Case Processing Summary

		N	%
Cases	Valid	72	100.0
	Excluded ^a	0	.0
	Total	72	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.799	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	12.3333	3.690	.730	.686
X1.2	12.1667	5.042	.534	.785
X1.3	12.3333	4.732	.555	.776
X1.4	12.4583	4.308	.646	.732

Uji Reabilitas *E-Servqual* (X2)**Case Processing Summary**

		N	%
Cases	Valid	72	100.0
	Excluded ^a	0	.0
	Total	72	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.758	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	24.9167	9.232	.407	.742

X2.2	24.9306	8.911	.496	.724
X2.3	25.0417	8.463	.470	.731
X2.4	24.9306	8.882	.503	.723
X2.5	24.9306	9.277	.354	.754
X2.6	24.8333	8.845	.559	.713
X2.7	25.0000	8.056	.561	.708

Uji Reabilitas Keputusan Pembelian (Y)

Case Processing Summary

		N	%
Cases	Valid	72	100.0
	Excluded ^a	0	.0
	Total	72	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.723	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	8.3750	1.787	.562	.614
Y2	8.4444	1.603	.555	.631
Y3	8.2083	2.083	.533	.657

LAMPIRAN 5 : UJI ASUMSI KLASIK

Uji Multikolonieritas

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Ekuitas merek, E-servqual ^b		Enter

- a. Dependent Variable: Keputusan Pembelian
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717 ^a	.513	.499	1.343

- a. Predictors: (Constant), e-servqual(X2), ekuitas merek(X1)
b. Dependent Variable: Keputusan(Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.633	1.377		1.186	.240		
	Ekuitas Merek	.274	.079	.393	3.481	.001	.554	1.805
	E-Servqual	.219	.063	.392	3.473	.001	.554	1.805

- a. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131.422	2	65.711	36.399	.000 ^b
	Residual	124.565	69	1.805		
	Total	255.986	71			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Ekuitas Merek, E-Servqual

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ekuitas Merek	E-Servqual
1	1	2.982	1.000	.00	.00	.00
	2	.013	14.989	.47	.58	.00
	3	.005	24.712	.53	.42	1.00

a. Dependent Variable: Keputusan Pembelian

Uji Heteroskedastisitas**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	Ekuitas Merek, E-Servqual ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717 ^a	.513	.499	1.34361

a. Predictors: (Constant), *e-servqual*(X2), ekuitas merek(X1)

b. Dependent Variable: Keputusan(Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131.422	2	65.711	36.399	.000 ^b
	Residual	124.565	69	1.805		
	Total	255.986	71			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Ekuitas Merek, E-Servqual

Coefficients^a

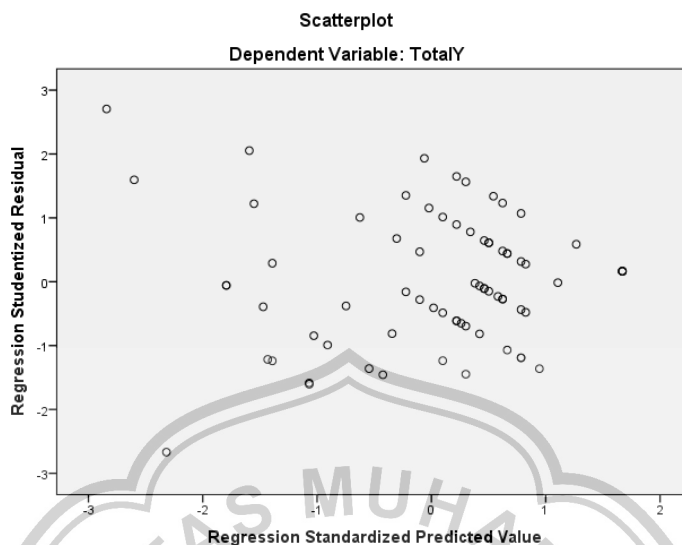
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.633	1.377		1.186	.240		
	TOTALX1	.274	.079	.393	3.481	.001	.554	1.805
	TOTALX2	.219	.063	.392	3.473	.001	.554	1.805

a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8.6477	14.7860	12.5139	1.36052	72
Std. Predicted Value	-2.842	1.670	.000	1.000	72
Standard Error of Predicted Value	.161	.519	.261	.084	72
Adjusted Predicted Value	8.0602	14.7730	12.5134	1.37302	72
Residual	-3.36010	3.35234	.00000	1.32455	72
Std. Residual	-2.501	2.495	.000	.986	72
Stud. Residual	-2.668	2.705	.000	1.018	72
Deleted Residual	-3.82511	3.93981	.00048	1.41291	72
Stud. Deleted Residual	-2.797	2.840	.001	1.033	72
Mahal. Distance	.036	9.601	1.972	2.032	72
Cook's Distance	.000	.427	.023	.065	72
Centered Leverage Value	.001	.135	.028	.029	72

a. Dependent Variable: Keputusan Pembelian



Uji Normalitas

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Ekuitas Merek, E-Servqual ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.717 ^a	.513	.499	1.34361	1.561

a. Predictors: (Constant), Ekuitas Merek, E-Servqual

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131.422	2	65.711	36.399	.000 ^b
	Residual	124.565	69	1.805		
	Total	255.986	71			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Ekuitas Merek, E-Servqual

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.633	1.377		1.186	.240		
	TOTALX1	.274	.079	.393	3.481	.001	.554	1.805
	TOTALX2	.219	.063	.392	3.473	.001	.554	1.805

a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	X1	X2
1	1	2.982	1.000	.00	.00	.00
	2	.013	14.989	.47	.58	.00
	3	.005	24.712	.53	.42	1.00

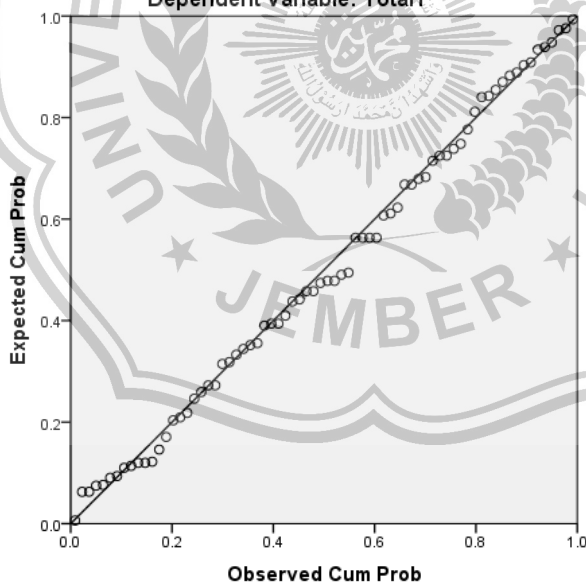
a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8.6477	14.7860	12.5139	1.36052	72
Std. Predicted Value	-2.842	1.670	.000	1.000	72
Standard Error of Predicted Value	.161	.519	.261	.084	72
Adjusted Predicted Value	8.0602	14.7730	12.5134	1.37302	72
Residual	-3.36010	3.35234	.00000	1.32455	72
Std. Residual	-2.501	2.495	.000	.986	72
Stud. Residual	-2.668	2.705	.000	1.018	72
Deleted Residual	-3.82511	3.93981	.00048	1.41291	72
Stud. Deleted Residual	-2.797	2.840	.001	1.033	72
Mahal. Distance	.036	9.601	1.972	2.032	72
Cook's Distance	.000	.427	.023	.065	72
Centered Leverage Value	.001	.135	.028	.029	72

a. Dependent Variable: Keputusan Pembelian

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: TotalY



Uji Regresi Linier Berganda, Uji t dan Uji F

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Ekuitas Merek, E-Servqual ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717 ^a	.513	.499	1.343

a. Predictors: (Constant), e-servqual(X2), ekuitas merek(X1)

b. Dependent Variable: Keputusan(Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131.422	2	65.711	36.399	.000 ^b
	Residual	124.565	69	1.805		
	Total	255.986	71			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Ekuitas Merek, E-Servqual

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.633	1.377		1.186	.240		
	TOTALX1	.274	.079	.393	3.481	.001	.554	1.805
	TOTALX2	.219	.063	.392	3.473	.001	.554	1.805

a. Dependent Variable: Keputusan Pembelian

Uji Koefisiensi Determinasi Berganda (R^2)**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	Ekuitas Merek, E-Servqual ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717 ^a	.513	.499	1.343

a. Predictors: (Constant), e-servqual(X2), ekuitas merek(X1)

b. Dependent Variable: Keputusan(Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131.422	2	65.711	36.399	.000 ^b
	Residual	124.565	69	1.805		
	Total	255.986	71			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Ekuitas Merek, E-Servqual

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.633	1.377		1.186	.240		
TOTALX1	.274	.079	.393	3.481	.001	.554	1.805
TOTALX2	.219	.063	.392	3.473	.001	.554	1.805

a. Dependent Variable: Keputusan Pembelian



LAMPIRAN 6 : DOKUMENTASI RESPONDEN

