

BAB V

KESIMPULAN DAN IMPLIKASI MANAJERIAL

5.1. Pendahuluan

Pada bab ini akan dibahas kesimpulan akhir dari penelitian tentang komitmen pelanggan terhadap Carrefour, dan implikasi manajerial dan saran untuk penelitian mendatang dari penelitian ini.

5.2. Kesimpulan

Kesimpulan utama yang diperoleh dari penelitian ini adalah sebagai berikut:

1. *Consumer relationship proneness* tidak memiliki pengaruh positif dan signifikan terhadap *Positive Affect* dengan hasil Sig. t $(0.065) \leq \alpha$ (0.05) dan citra toko memiliki pengaruh positif signifikan terhadap *positive affect*. Maka, semakin kuatnya citra toko dapat berpengaruh terhadap *positive affect*.
2. *Consumer relationship proneness*, *positive affect* dan citra toko berpengaruh positif signifikan terhadap kepuasan pelanggan, dengan sig. t ketiganya adalah $(0.000) \leq \alpha$ (0.05). Maka, semakin kuatnya *Consumer relationship proneness*, *positive affect* dan citra toko dapat berpengaruh terhadap kepuasan pelanggan.

3. Kepuasan pelanggan berpengaruh positif signifikan kepercayaan pelanggan (*trust*), dengan Sig. t (0.000) $\leq \alpha$ (0.05). Maka, semakin kuatnya kepuasan pelanggan dapat berpengaruh terhadap kepercayaan pelanggan.
4. Kepercayaan pelanggan (*trust*) berpengaruh positif signifikan terhadap komitmen pelanggan, dengan Sig. t (0.049) $\leq \alpha$ (0.05). Maka, semakin kuatnya kepercayaan pelanggan dapat berpengaruh terhadap komitmen pelanggan.
5. Komitmen tidak berpengaruh positif terhadap *word of mouth*, dan niat membeli. Sedangkan komitmen memiliki pengaruh positif signifikan terhadap keluhan pelanggan. Semakin kuatnya komitmen pelanggan maka keluhan pelanggan semakin rendah.

5.3. Implikasi Manajerial

1. Bagi perusahaan ritel, mereka harus serius mempertimbangkan pengaruh kuat *consumer relationship proneness*, citra toko, dan *positive affect* dalam kepuasan pelanggan. Para penjual harus memastikan citra tokonya sepositif mungkin dimata para konsumennya. Tingginya tingkat *consumer relationship proneness* dan konsumen yang menerima citra toko yang positif dapat menciptakan kepuasan dan loyalitas yang sangat kuat. Dan konsumen yang memiliki komitmen yang tinggi, mereka akan berkecenderungan lebih tinggi dalam memberikan complain. Keluhan pelanggan tidak

seharusnya dihindari, seharusnya keluhan pelanggan merupakan masukan yang berarti bagi perusahaan untuk menjadi lebih baik lagi.

2. Bagi Carrefour, hasil dari penelitian ini diharapkan dapat memberikan masukan yang berguna untuk memperbaiki kekurangan yang seharusnya menjadi kekuatan bagi Carrefour untuk memenuhi keinginan dan kebutuhan konsumen untuk mempertahankan konsumennya.

5.4. Kelemahan Penelitian

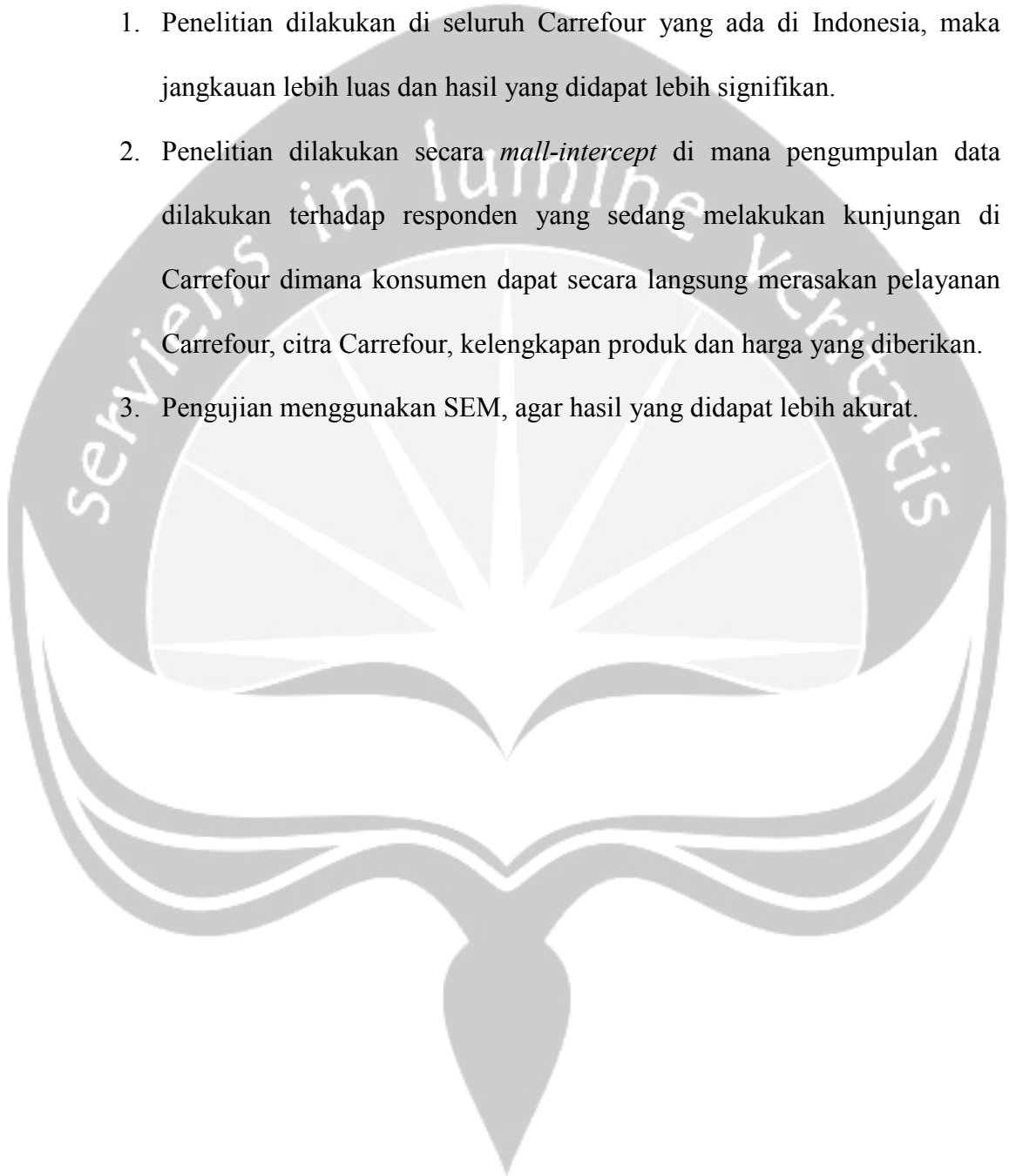
Kelemahan pada penelitian ini adalah:

1. Penelitian ini hanya dilakukan di Carrefour Yogyakarta sehingga jangkauannya sempit.
2. Penelitian dilakukan di lokasi daerah Babarsari, Godean, Kaliurang dan daerah Sagan. Pada penelitian orisinilnya penyebaran kuesioner dilakukan menggunakan *mall-intercept*.
3. Pengujian tidak menggunakan SEM. Sehingga pada uji regresi, pengolahan data tidak secara simultan atau sekaligus di uji. Apabila dengan SEM, maka pada tahap pengolahan seluruh variabel di uji secara simultan dan hasil yang didapat dapat berbeda dengan hasil yang diujikan dengan regresi.

5.5. Saran untuk Penelitian Selanjutnya

Saran untuk peneliti selanjutnya adalah:

1. Penelitian dilakukan di seluruh Carrefour yang ada di Indonesia, maka jangkauan lebih luas dan hasil yang didapat lebih signifikan.
2. Penelitian dilakukan secara *mall-intercept* di mana pengumpulan data dilakukan terhadap responden yang sedang melakukan kunjungan di Carrefour dimana konsumen dapat secara langsung merasakan pelayanan Carrefour, citra Carrefour, kelengkapan produk dan harga yang diberikan.
3. Pengujian menggunakan SEM, agar hasil yang didapat lebih akurat.



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LAMPIRAN I

KUESIONER

KUESIONER

Berikan tanda CENTANG (✓) pada jawaban yang anda pilih!

1. Gender:

- Pria Wanita

2. Usia anda saat ini:

- 15-18 27-30
 19-22 Di atas 31
 23-26

3. Pekerjaan anda saat ini:

- Mahasiswa/pelajar Ibu Rumah Tangga
 Pegawai swasta Wiraswasta
 Pegawai negeri Lainnya, yaitu.....
 Petani/ peternak

4. Berapa pendapatan atau uang saku anda perbulan?

- < 750.000 2250.001 - 3000.000
 750.001 - 1500.000 < 3000.001
 1500.001 - 2250.000

5. Berapa kali dalam satu bulan anda berbelanja ke Carrefour?

- 1-3 kali 7-9 kali
 4-6 kali Di atas 9 kali

6. Mengapa anda memilih Carrefour sebagai tujuan anda berbelanja?

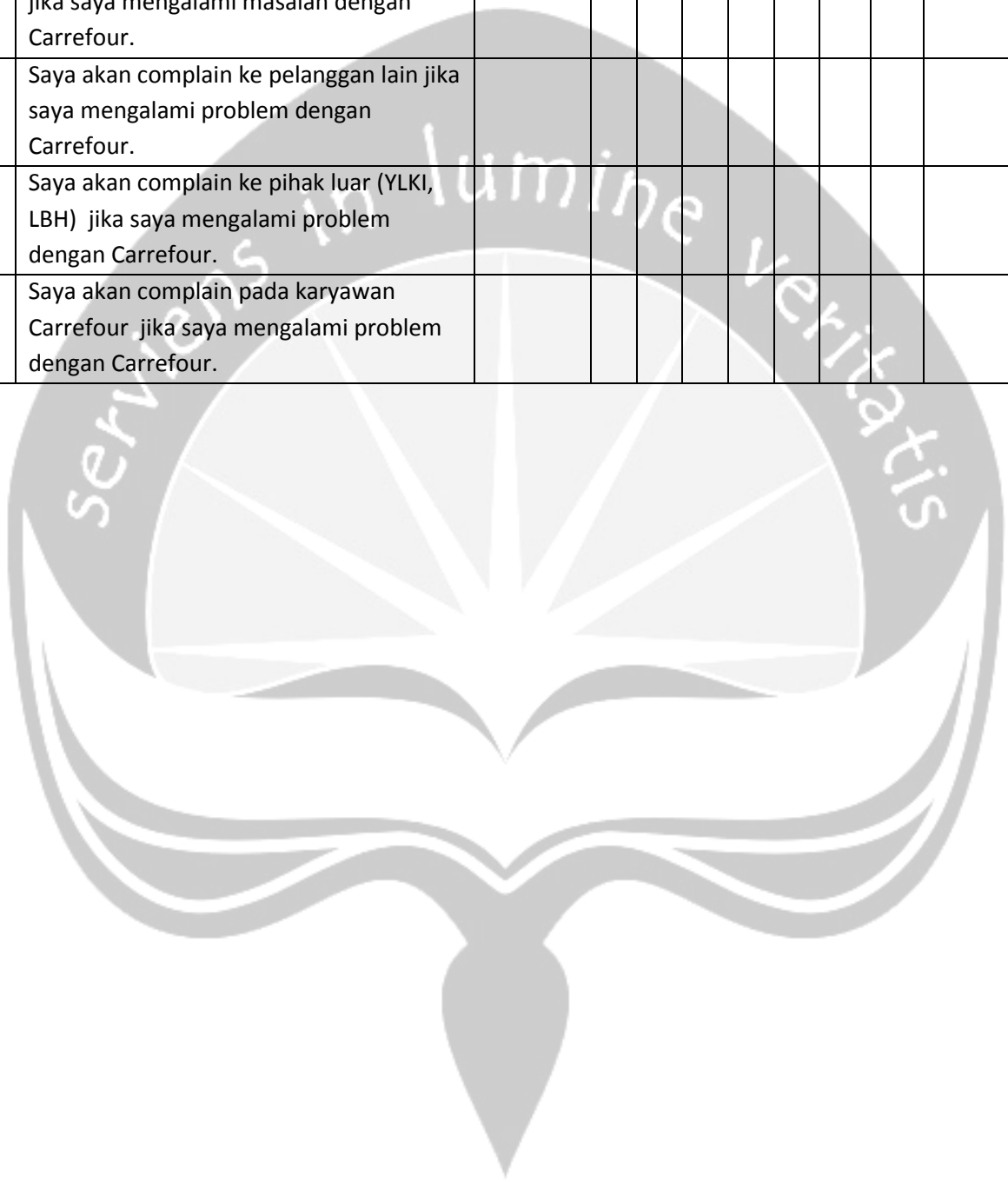
.....
.....

7. Barang apa yang sering anda beli di Carrefour?

.....
.....

Keluhan Pelanggan

		Sangat Tidak Mungkin 1	2	3	4	5	6	7	8	Sangat Mungkin 9
1	Saya akan pindah ke hypermarket lain jika saya mengalami masalah dengan Carrefour.									
2	Saya akan complain ke pelanggan lain jika saya mengalami problem dengan Carrefour.									
3	Saya akan complain ke pihak luar (YLKI, LBH) jika saya mengalami problem dengan Carrefour.									
4	Saya akan complain pada karyawan Carrefour jika saya mengalami problem dengan Carrefour.									





LAMPIRAN II

VALIDITAS DAN
RELIABILITAS

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	134	100.0
	Excluded ^a	0	.0
	Total	134	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.923	.923	8

Item Statistics

	Mean	Std. Deviation	N
CITRA TOKO 1	5.9627	1.68321	134
CITRA TOKO 2	7.0746	1.81732	134
CITRA TOKO 3	6.0299	1.92311	134
CITRA TOKO 4	6.1194	1.70821	134
CITRA TOKO 5	6.6418	1.73597	134
CITRA TOKO 6	6.1119	1.99496	134
CITRA TOKO 7	6.0821	1.75168	134
CITRA TOKO 8	6.1866	1.73928	134

Inter-Item Correlation Matrix

	CITRA TOKO 1	CITRA TOKO 2	CITRA TOKO 3	CITRA TOKO 4	CITRA TOKO 5	CITRA TOKO 6
CITRA TOKO 1	1.000	.564	.549	.532	.543	.617
CITRA TOKO 2	.564	1.000	.593	.506	.671	.572
CITRA TOKO 3	.549	.593	1.000	.523	.553	.497
CITRA TOKO 4	.532	.506	.523	1.000	.618	.563
CITRA TOKO 5	.543	.671	.553	.618	1.000	.772
CITRA TOKO 6	.617	.572	.497	.563	.772	1.000
CITRA TOKO 7	.656	.605	.597	.650	.719	.828
CITRA TOKO 8	.555	.478	.475	.643	.622	.594

Inter-Item Correlation Matrix

	CITRA TOKO 7	CITRA TOKO 8
CITRA TOKO 1	.656	.555
CITRA TOKO 2	.605	.478
CITRA TOKO 3	.597	.475
CITRA TOKO 4	.650	.643
CITRA TOKO 5	.719	.622
CITRA TOKO 6	.828	.594
CITRA TOKO 7	1.000	.720
CITRA TOKO 8	.720	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	6.276	5.963	7.075	1.112	1.186	.147	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CITRA TOKO 1	44.2463	106.683	.705	.520	.915
CITRA TOKO 2	43.1343	104.719	.699	.548	.916
CITRA TOKO 3	44.1791	104.479	.657	.480	.919
CITRA TOKO 4	44.0896	106.248	.706	.532	.915
CITRA TOKO 5	43.5672	102.759	.803	.711	.908
CITRA TOKO 6	44.0970	98.840	.786	.764	.909
CITRA TOKO 7	44.1269	100.758	.858	.797	.903
CITRA TOKO 8	44.0224	105.451	.715	.591	.914

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
50.2090	134.016	11.57653	8

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	134	100.0
	Excluded ^a	0	.0
	Total	134	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.594	.588	3

Item Statistics

	Mean	Std. Deviation	N
CONSUMER RELATIONSHIP 1	6.0970	1.96920	134
CONSUMER RELATIONSHIP 2	4.7836	2.09318	134
CONSUMER RELATIONSHIP 3	3.8507	2.22936	134

Inter-Item Correlation Matrix

	CONSUMER RELATIONS HIP 1	CONSUMER RELATIONS HIP 2	CONSUMER RELATIONS HIP 3
CONSUMER RELATIONSHIP 1	1.000	.253	.159
CONSUMER RELATIONSHIP 2	.253	1.000	.555
CONSUMER RELATIONSHIP 3	.159	.555	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.910	3.851	6.097	2.246	1.583	1.274	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CONSUMER RELATIONSHIP 1	8.6343	14.534	.232	.065	.713
CONSUMER RELATIONSHIP 2	9.9478	10.245	.543	.336	.273
CONSUMER RELATIONSHIP 3	10.8806	10.347	.459	.309	.404

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.7313	21.897	4.67945	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	134	100.0
	Excluded ^a	0	.0
	Total	134	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.684	.685	4

Item Statistics

	Mean	Std. Deviation	N
KELUHAN PELANGGAN 1	6.6343	2.04293	134
KELUHAN PELANGGAN 2	6.1269	2.17443	134
KELUHAN PELANGGAN 3	4.7910	2.50135	134
KELUHAN PELANGGAN 4	7.0970	1.94615	134

Inter-Item Correlation Matrix

	KELUHAN PELANGGAN 1	KELUHAN PELANGGAN 2	KELUHAN PELANGGAN 3	KELUHAN PELANGGAN 4
KELUHAN PELANGGAN 1	1.000	.534	.337	.200
KELUHAN PELANGGAN 2	.534	1.000	.464	.356
KELUHAN PELANGGAN 3	.337	.464	1.000	.220
KELUHAN PELANGGAN 4	.200	.356	.220	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	6.162	4.791	7.097	2.306	1.481	.993	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KELUHAN PELANGGAN 1	18.0149	24.977	.478	.295	.613
KELUHAN PELANGGAN 2	18.5224	21.394	.636	.419	.503
KELUHAN PELANGGAN 3	19.8582	22.032	.453	.230	.636
KELUHAN PELANGGAN 4	17.5522	28.384	.325	.131	.699

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
24.6493	38.921	6.23868	4

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	134	100.0
	Excluded ^a	0	.0
	Total	134	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.939	.940	3

Item Statistics

	Mean	Std. Deviation	N
KEPERCAYAAN 1	5.7836	1.66955	134
KEPERCAYAAN 2	5.8582	1.74353	134
KEPERCAYAAN 3	5.8731	1.73171	134

Inter-Item Correlation Matrix

	KEPERCAYAAN 1	KEPERCAYAAN 2	KEPERCAYAAN 3
KEPERCAYAAN 1	1.000	.896	.781
KEPERCAYAAN 2	.896	1.000	.838
KEPERCAYAAN 3	.781	.838	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.838	5.784	5.873	.090	1.015	.002	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KEPERCAYAAN 1	11.7313	11.100	.875	.806	.912
KEPERCAYAAN 2	11.6567	10.302	.918	.852	.877
KEPERCAYAAN 3	11.6418	11.044	.832	.707	.945

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.5149	23.620	4.86005	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	134	100.0
	Excluded ^a	0	.0
	Total	134	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.906	5

Item Statistics

	Mean	Std. Deviation	N
KEPUASAN 1	6.0597	1.60713	134
KEPUASAN 2	5.2612	1.75974	134
KEPUASAN 3	5.7985	1.63044	134
KEPUASAN 4	6.1866	1.66416	134
KEPUASAN 5	6.0821	1.65456	134

Inter-Item Correlation Matrix

	KEPUASAN 1	KEPUASAN 2	KEPUASAN 3	KEPUASAN 4	KEPUASAN 5
KEPUASAN 1	1.000	.369	.768	.763	.685
KEPUASAN 2	.369	1.000	.524	.433	.432
KEPUASAN 3	.768	.524	1.000	.879	.828
KEPUASAN 4	.763	.433	.879	1.000	.898
KEPUASAN 5	.685	.432	.828	.898	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.878	5.261	6.187	.925	1.176	.139	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KEPUASAN 1	23.3284	33.500	.744	.626	.885
KEPUASAN 2	24.1269	36.683	.476	.281	.943
KEPUASAN 3	23.5896	30.996	.896	.822	.852
KEPUASAN 4	23.2015	30.824	.884	.875	.854
KEPUASAN 5	23.3060	31.612	.837	.815	.865

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
29.3881	49.923	7.06565	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	134	100.0
	Excluded ^a	0	.0
	Total	134	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.818	.819	3

Item Statistics

	Mean	Std. Deviation	N
KOMITMEN 1	2.9403	1.95345	134
KOMITMEN 2	3.1791	2.07691	134
KOMITMEN 3	3.2910	2.09842	134

Inter-Item Correlation Matrix

	KOMITMEN 1	KOMITMEN 2	KOMITMEN 3
KOMITMEN 1	1.000	.694	.501
KOMITMEN 2	.694	1.000	.609
KOMITMEN 3	.501	.609	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.137	2.940	3.291	.351	1.119	.032	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KOMITMEN 1	6.4701	14.025	.666	.491	.757
KOMITMEN 2	6.2313	12.330	.750	.573	.667
KOMITMEN 3	6.1194	13.760	.605	.383	.818

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.4104	27.582	5.25187	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	134	100.0
	Excluded ^a	0	.0
	Total	134	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.746	.742	4

Item Statistics

	Mean	Std. Deviation	N
NIAT PEMBELIAN 1	2.9403	1.95345	134
NIAT PEMBELIAN 2	4.8881	1.97221	134
NIAT PEMBELIAN 3	4.4851	1.99524	134
NIAT PEMBELIAN 4	4.7761	2.14386	134

Inter-Item Correlation Matrix

	NIAT PEMBELIAN 1	NIAT PEMBELIAN 2	NIAT PEMBELIAN 3	NIAT PEMBELIAN 4
NIAT PEMBELIAN 1	1.000	.211	.166	.110
NIAT PEMBELIAN 2	.211	1.000	.618	.659
NIAT PEMBELIAN 3	.166	.618	1.000	.748
NIAT PEMBELIAN 4	.110	.659	.748	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.272	2.940	4.888	1.948	1.662	.817	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
NIAT PEMBELIAN 1	14.1493	29.301	.181	.053	.862
NIAT PEMBELIAN 2	12.2015	21.004	.667	.483	.615
NIAT PEMBELIAN 3	12.6045	20.421	.696	.590	.596
NIAT PEMBELIAN 4	12.3134	19.465	.682	.625	.599

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.0896	36.954	6.07901	4

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	134	100.0
	Excluded ^a	0	.0
	Total	134	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.944	.944	3

Item Statistics

	Mean	Std. Deviation	N
POSITIVE AFFECT 1	5.8955	1.74403	134
POSITIVE AFFECT 2	6.0597	1.70255	134
POSITIVE AFFECT 3	6.2313	1.68993	134

Inter-Item Correlation Matrix

	POSITIVE AFFECT 1	POSITIVE AFFECT 2	POSITIVE AFFECT 3
POSITIVE AFFECT 1	1.000	.871	.827
POSITIVE AFFECT 2	.871	1.000	.852
POSITIVE AFFECT 3	.827	.852	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	6.062	5.896	6.231	.336	1.057	.028	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
POSITIVE AFFECT 1	12.2910	10.659	.882	.785	.920
POSITIVE AFFECT 2	12.1269	10.773	.901	.813	.905
POSITIVE AFFECT 3	11.9552	11.111	.868	.756	.931

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.1866	23.747	4.87308	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	134	100.0
	Excluded ^a	0	.0
	Total	134	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.944	.944	3

Item Statistics

	Mean	Std. Deviation	N
POSITIVE AFFECT 1	5.8955	1.74403	134
POSITIVE AFFECT 2	6.0597	1.70255	134
POSITIVE AFFECT 3	6.2313	1.68993	134

Inter-Item Correlation Matrix

	POSITIVE AFFECT 1	POSITIVE AFFECT 2	POSITIVE AFFECT 3
POSITIVE AFFECT 1	1.000	.871	.827
POSITIVE AFFECT 2	.871	1.000	.852
POSITIVE AFFECT 3	.827	.852	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	6.062	5.896	6.231	.336	1.057	.028	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
POSITIVE AFFECT 1	12.2910	10.659	.882	.785	.920
POSITIVE AFFECT 2	12.1269	10.773	.901	.813	.905
POSITIVE AFFECT 3	11.9552	11.111	.868	.756	.931

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.1866	23.747	4.87308	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	134	100.0
	Excluded ^a	0	.0
	Total	134	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.401	.402	2

Item Statistics

	Mean	Std. Deviation	N
SENSITIVITAS HARGA 1	4.0448	2.18974	134
SENSITIVITAS HARGA 2	3.7313	2.30450	134

Inter-Item Correlation Matrix

	SENSITIVITAS HARGA 1	SENSITIVITAS HARGA 2
SENSITIVITAS HARGA 1	1.000	.251
SENSITIVITAS HARGA 2	.251	1.000



Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.888	3.731	4.045	.313	1.084	.049	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SENSITIVITAS HARGA 1	3.7313	5.311	.251	.063	a.
SENSITIVITAS HARGA 2	4.0448	4.795	.251	.063	a.

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.7761	12.641	3.5545	2



Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	134	100.0
	Excluded ^a	0	.0
	Total	134	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.927	.927	3

Item Statistics

	Mean	Std. Deviation	N
WOM 1	5.5149	1.77169	134
WOM 2	5.6567	1.84393	134
WOM 3	5.1343	1.92253	134

Inter-Item Correlation Matrix

	WOM 1	WOM 2	WOM 3
WOM 1	1.000	.796	.799
WOM 2	.796	1.000	.834
WOM 3	.799	.834	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.435	5.134	5.657	.522	1.102	.073	3



Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
WOM 1	10.7910	13.009	.832	.693	.909
WOM 2	10.6493	12.275	.860	.742	.886
WOM 3	11.1716	11.737	.862	.745	.886

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.3060	26.785	5.17546	3





LAMPPIRAN III

ANALISIS REGRESI LINIER SEDERHANA

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	KOMITMEN	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: KELUHAN PELANGGAN

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.447 ^a	.200	.194	1.40067	2.092

- a. Predictors: (Constant), KOMITMEN
 b. Dependent Variable: KELUHAN PELANGGAN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.566	1	64.566	32.910	.000 ^a
	Residual	258.966	132	1.962		
	Total	323.532	133			

- a. Predictors: (Constant), KOMITMEN
 b. Dependent Variable: KELUHAN PELANGGAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.411	.249		29.762	.000
	KOMITMEN	-.398	.069	-.447	-5.737	.000

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant) KOMITMEN	1.000	1.000

a. Dependent Variable: KELUHAN PELANGGAN

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	KOMITMEN
1	1	1.874	1.000	.06	.06
	2	.126	3.856	.94	.94

a. Dependent Variable: KELUHAN PELANGGAN

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.8288	7.0128	6.1623	.69675	134
Std. Predicted Value	-3.349	1.221	.000	1.000	134
Standard Error of Predicted Value	.121	.424	.165	.046	134
Adjusted Predicted Value	3.5082	7.0701	6.1596	.70436	134
Residual	-4.74743	3.31390	.00000	1.39539	134
Std. Residual	-3.389	2.366	.000	.996	134
Stud. Residual	-3.411	2.379	.001	1.005	134
Deleted Residual	-4.80882	3.49178	.00276	1.42072	134
Stud. Deleted Residual	-3.559	2.423	-.001	1.017	134
Mahal. Distance	.006	11.217	.993	1.360	134
Cook's Distance	.000	.285	.009	.027	134
Centered Leverage Value	.000	.084	.007	.010	134

a. Dependent Variable: KELUHAN PELANGGAN

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	KEPUASAN ^a	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: KEPERCAYAAN

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.777 ^a	.604	.601	1.02341	2.328

- a. Predictors: (Constant), KEPUASAN
 b. Dependent Variable: KEPERCAYAAN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	210.799	1	210.799	201.264	.000 ^a
	Residual	138.254	132	1.047		
	Total	349.052	133			

- a. Predictors: (Constant), KEPUASAN
 b. Dependent Variable: KEPERCAYAAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.602	.380		1.586	.115
	KEPUASAN	.891	.063	.777	14.187	.000

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant) KEPUASAN	1.000	1.000

a. Dependent Variable: KEPERCAYAAN

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	KEPUASAN
1	1	1.972	1.000	.01	.01
	2	.028	8.468	.99	.99

a. Dependent Variable: KEPERCAYAAN

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.4929	8.6200	5.8383	1.25895	134
Std. Predicted Value	-3.452	2.210	.000	1.000	134
Standard Error of Predicted Value	.089	.319	.119	.038	134
Adjusted Predicted Value	1.5458	8.6025	5.8374	1.26085	134
Residual	-4.05645	4.19080	.00000	1.01956	134
Std. Residual	-3.964	4.095	.000	.996	134
Stud. Residual	-3.984	4.151	.000	1.004	134
Deleted Residual	-4.09893	4.30707	.00092	1.03633	134
Stud. Deleted Residual	-4.232	4.435	.000	1.028	134
Mahal. Distance	.003	11.914	.993	1.638	134
Cook's Distance	.000	.239	.008	.027	134
Centered Leverage Value	.000	.090	.007	.012	134

a. Dependent Variable: KEPERCAYAAN

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	kepercayaan	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: komitmen

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.170 ^a	.029	.022	1.47981	2.069

- a. Predictors: (Constant), kepercayaan
 b. Dependent Variable: komitmen

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.649	1	8.649	3.949	.049 ^a
	Residual	289.060	132	2.190		
	Total	297.708	133			

- a. Predictors: (Constant), kepercayaan
 b. Dependent Variable: komitmen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.832	.480		5.903	.000
	kepercayaan	.157	.079	.170	1.987	.049

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant) kepercayaan	1.000	1.000

a. Dependent Variable: komitmen

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	kepercayaan
1	1	1.964	1.000	.02	.02
	2	.036	7.370	.98	.98

a. Dependent Variable: komitmen

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.9897	4.2489	3.7512	.25500	134
Std. Predicted Value	-2.987	1.952	.000	1.000	134
Standard Error of Predicted Value	.128	.404	.174	.051	134
Adjusted Predicted Value	3.1230	4.3456	3.7554	.25273	134
Residual	-2.82916	3.22330	.00000	1.47424	134
Std. Residual	-1.912	2.178	.000	.996	134
Stud. Residual	-1.920	2.186	-.001	1.004	134
Deleted Residual	-2.85245	3.24779	-.00419	1.49726	134
Stud. Deleted Residual	-1.940	2.219	-.001	1.009	134
Mahal. Distance	.010	8.920	.993	1.396	134
Cook's Distance	.000	.079	.008	.012	134
Centered Leverage Value	.000	.067	.007	.010	134

a. Dependent Variable: komitmen

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	KOMITMEN ^a	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: NIAT PEMBELIAN

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.120 ^a	.014	.007	1.39652	2.141

- a. Predictors: (Constant), KOMITMEN
 b. Dependent Variable: NIAT PEMBELIAN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.777	1	3.777	1.937	.166 ^a
	Residual	257.434	132	1.950		
	Total	261.211	133			

- a. Predictors: (Constant), KOMITMEN
 b. Dependent Variable: NIAT PEMBELIAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.330	.248		17.443	.000
	KOMITMEN	.096	.069	.120	1.392	.166

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant) KOMITMEN	1.000	1.000

a. Dependent Variable: NIAT PEMBELIAN

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	KOMITMEN
1	1	1.874	1.000	.06	.06
	2	.126	3.856	.94	.94

a. Dependent Variable: NIAT PEMBELIAN

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.4268	5.1969	4.6325	.16853	134
Std. Predicted Value	-1.221	3.349	.000	1.000	134
Standard Error of Predicted Value	.121	.423	.165	.045	134
Adjusted Predicted Value	4.3778	5.3179	4.6337	.17224	134
Residual	-2.99094	2.97697	.00000	1.39126	134
Std. Residual	-2.142	2.132	.000	.996	134
Stud. Residual	-2.156	2.143	.000	1.004	134
Deleted Residual	-3.02961	3.00897	-.00126	1.41287	134
Stud. Deleted Residual	-2.186	2.173	-.001	1.009	134
Mahal. Distance	.006	11.217	.993	1.360	134
Cook's Distance	.000	.067	.008	.011	134
Centered Leverage Value	.000	.084	.007	.010	134

a. Dependent Variable: NIAT PEMBELIAN

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	komitmen ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: WOM

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.108 ^a	.012	.004	1.64748

a. Predictors: (Constant), komitmen

b. Dependent Variable: WOM

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.215	1	4.215	1.553	.215 ^a
	Residual	358.273	132	2.714		
	Total	362.488	133			

a. Predictors: (Constant), komitmen

b. Dependent Variable: WOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.626	.293		15.796	.000
	komitmen	.102	.082	.108	1.246	.215

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant) komitmen	1.000	1.000

a. Dependent Variable: WOM

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	komitmen
1	1	1.874	1.000	.06	.06
	2	.126	3.856	.94	.94

a. Dependent Variable: WOM

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.7280	5.5415	4.9453	.17802	134
Std. Predicted Value	-1.221	3.349	.000	1.000	134
Standard Error of Predicted Value	.143	.499	.194	.054	134
Adjusted Predicted Value	4.6721	5.4614	4.9450	.17594	134
Residual	-3.93136	3.46976	.00000	1.64127	134
Std. Residual	-2.386	2.106	.000	.996	134
Stud. Residual	-2.395	2.116	.000	1.003	134
Deleted Residual	-3.96110	3.50144	.00029	1.66492	134
Stud. Deleted Residual	-2.440	2.144	.000	1.009	134
Mahal. Distance	.006	11.217	.993	1.360	134
Cook's Distance	.000	.050	.007	.009	134
Centered Leverage Value	.000	.084	.007	.010	134

a. Dependent Variable: WOM



LAMPIRAN IV

ANALISIS REGRESI BERGANDA

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	POSITIVE AFFECT, CONSUMER RELATIONSHIP, CITRA TOKO ^a		Enter

a. All requested variables entered.

b. Dependent Variable: KEPUASAN

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.847 ^a	.717	.710	.76075	1.878

a. Predictors: (Constant), POSITIVE AFFECT, CONSUMER RELATIONSHIP, CITRA TOKO

b. Dependent Variable: KEPUASAN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	190.357	3	63.452	109.639	.000 ^a
	Residual	75.236	130	.579		
	Total	265.593	133			

a. Predictors: (Constant), POSITIVE AFFECT, CONSUMER RELATIONSHIP, CITRA TOKO

b. Dependent Variable: KEPUASAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.632	.303		2.083	.039
	CONSUMER RELATIONSHIP	.150	.037	.203	4.086	.000
	CITRA TOKO	.376	.069	.385	5.454	.000
	POSITIVE AFFECT	.369	.062	.425	5.966	.000

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	CONSUMER RELATIONSHIP	.886	1.129
	CITRA TOKO	.438	2.283
	POSITIVE AFFECT	.430	2.325

a. Dependent Variable: KEPUASAN

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	CONSUMER RELATIONS HIP	CITRA TOKO	POSITIVE AFFECT
1	1	3.840	1.000	.00	.01	.00	.00
	2	.110	5.896	.03	.99	.02	.02
	3	.036	10.391	.84	.00	.03	.25
	4	.014	16.552	.13	.00	.95	.73

a. Dependent Variable: KEPUASAN

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.8967	8.4454	5.8776	1.19635	134
Std. Predicted Value	-3.328	2.146	.000	1.000	134
Standard Error of Predicted Value	.066	.285	.124	.044	134
Adjusted Predicted Value	2.0102	8.4172	5.8788	1.19558	134
Residual	-2.27927	2.23794	.00000	.75212	134
Std. Residual	-2.996	2.942	.000	.989	134
Stud. Residual	-3.040	2.960	-.001	1.007	134
Deleted Residual	-2.34653	2.26539	-.00114	.78052	134
Stud. Deleted Residual	-3.142	3.053	.000	1.018	134
Mahal. Distance	.015	17.663	2.978	3.145	134
Cook's Distance	.000	.196	.010	.022	134
Centered Leverage Value	.000	.133	.022	.024	134

a. Dependent Variable: KEPUASAN

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CITRA TOKO, CONSUME R RELATION SHIP ^a		Enter

a. All requested variables entered.

b. Dependent Variable: POSITIVE AFFECT

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.755 ^a	.570	.563	1.07348	1.904

a. Predictors: (Constant), CITRA TOKO, CONSUMER RELATIONSHIP

b. Dependent Variable: POSITIVE AFFECT

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	199.966	2	99.983	86.763	.000 ^a
	Residual	150.960	131	1.152		
	Total	350.926	133			

a. Predictors: (Constant), CITRA TOKO, CONSUMER RELATIONSHIP

b. Dependent Variable: POSITIVE AFFECT

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.623	.425		1.468	.144
	CONSUMER RELATIONSHIP	.095	.051	.112	1.864	.065
	CITRA TOKO	.801	.067	.714	11.872	.000

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	CONSUMER RELATIONSHIP	.909	1.100
	CITRA TOKO	.909	1.100

a. Dependent Variable: POSITIVE AFFECT

Collinearity Diagnostics^a

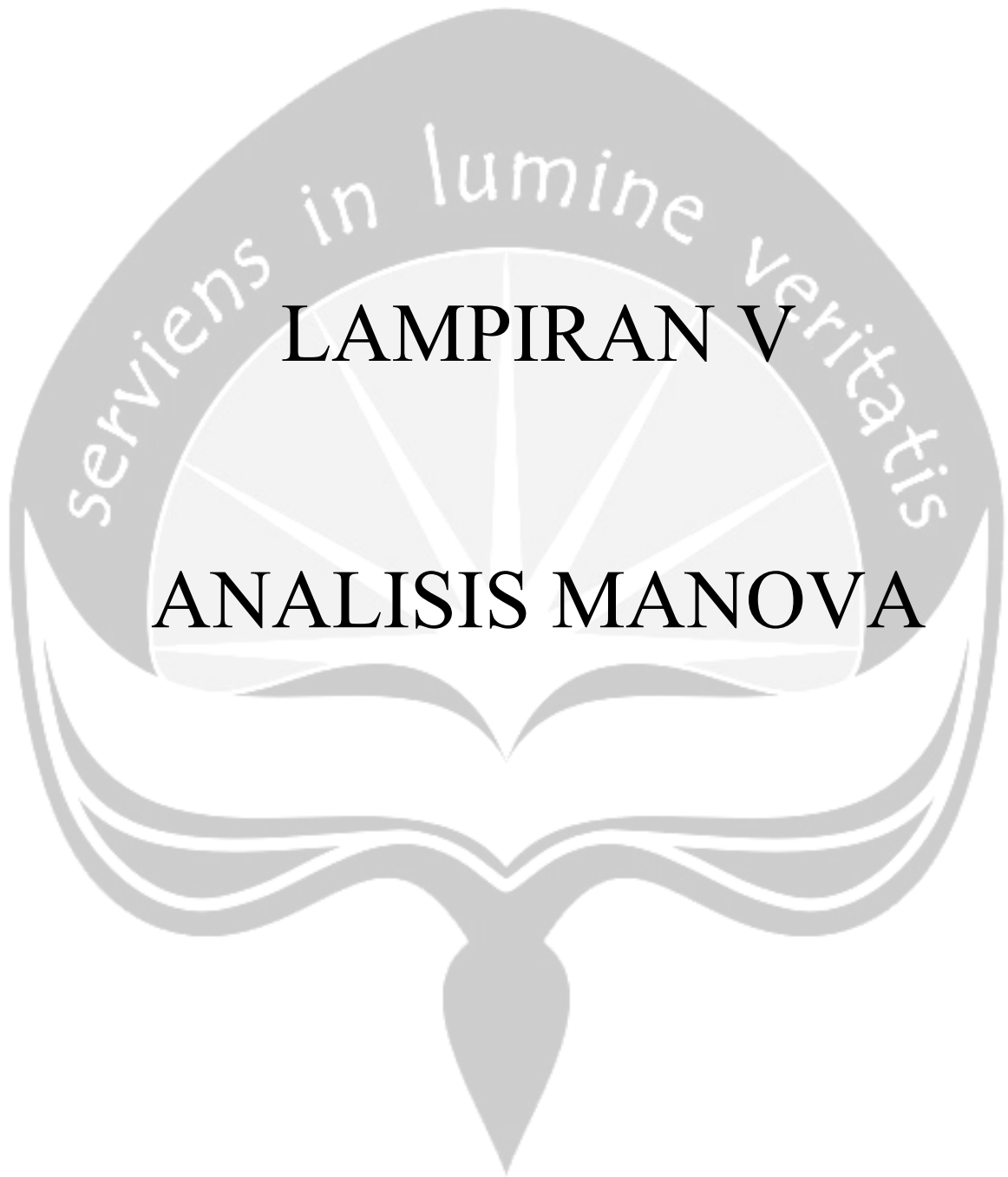
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	CONSUMER RELATIONS HIP	CITRA TOKO
1	1	2.873	1.000	.01	.02	.01
	2	.102	5.318	.08	.98	.07
	3	.025	10.654	.91	.00	.93

a. Dependent Variable: POSITIVE AFFECT

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.5198	8.4045	6.0622	1.22617	134
Std. Predicted Value	-3.705	1.910	.000	1.000	134
Standard Error of Predicted Value	.093	.357	.153	.050	134
Adjusted Predicted Value	1.4599	8.4915	6.0613	1.23251	134
Residual	-3.42665	2.08723	.00000	1.06538	134
Std. Residual	-3.192	1.944	.000	.992	134
Stud. Residual	-3.297	2.038	.000	1.007	134
Deleted Residual	-3.65505	2.29244	.00091	1.09801	134
Stud. Deleted Residual	-3.429	2.063	-.003	1.020	134
Mahal. Distance	.012	13.746	1.985	2.238	134
Cook's Distance	.000	.241	.010	.029	134
Centered Leverage Value	.000	.103	.015	.017	134

a. Dependent Variable: POSITIVE AFFECT



LAMPIRAN V

ANALISIS MANOVA

Explore

Descriptives

		Statistic	Std. Error	
Commitment	Mean	3.1368	.15123	
	95% Confidence Interval for Mean	Lower Bound	2.8377	
		Upper Bound	3.4359	
	5% Trimmed Mean	3.0318		
	Median	3.0000		
	Variance	3.065		
	Std. Deviation	1.75062		
	Minimum	1.00		
	Maximum	9.00		
	Range	8.00		
	Interquartile Range	2.67		
	Skewness	.688	.209	
	Kurtosis	-.097	.416	

General Linear Model

Between-Subjects Factors

	Value	Label	N
Commitment	1.00	Rendah	77
	2.00	Tinggi	57

Descriptive Statistics

	Commitment	Mean	Std. Deviation	N
Word of mouth	Rendah	5.5281	1.86797	77
	Tinggi	5.3099	1.51822	57
	Total	5.4353	1.72515	134
Purchase intention	Rendah	4.4416	1.56383	77
	Tinggi	4.7632	1.32828	57
	Total	4.5784	1.47167	134
Complain behavior	Rendah	6.6916	1.49280	77
	Tinggi	5.4474	1.35927	57
	Total	6.1623	1.55967	134

Multivariate Tests^b

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.963	1125.635 ^a	3.000	130.000	.000
	Wilks' Lambda	.037	1125.635 ^a	3.000	130.000	.000
	Hotelling's Trace	25.976	1125.635 ^a	3.000	130.000	.000
	Roy's Largest Root	25.976	1125.635 ^a	3.000	130.000	.000
Commitment	Pillai's Trace	.179	9.449 ^a	3.000	130.000	.000
	Wilks' Lambda	.821	9.449 ^a	3.000	130.000	.000
	Hotelling's Trace	.218	9.449 ^a	3.000	130.000	.000
	Roy's Largest Root	.218	9.449 ^a	3.000	130.000	.000

a. Exact statistic

b. Design: Intercept+Commitment

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Word of mouth	1.559 ^a	1	1.559	.522	.471
	Purchase intention	3.388 ^b	1	3.388	1.571	.212
	Complain behavior	50.703 ^c	1	50.703	24.531	.000
Intercept	Word of mouth	3847.384	1	3847.384	1288.092	.000
	Purchase intention	2775.119	1	2775.119	1286.832	.000
	Complain behavior	4826.378	1	4826.378	2335.095	.000
Commitment	Word of mouth	1.559	1	1.559	.522	.471
	Purchase intention	3.388	1	3.388	1.571	.212
	Complain behavior	50.703	1	50.703	24.531	.000
Error	Word of mouth	394.269	132	2.987		
	Purchase intention	284.665	132	2.157		
	Complain behavior	272.829	132	2.067		
Total	Word of mouth	4354.556	134			
	Purchase intention	3096.875	134			
	Complain behavior	5412.063	134			
Corrected Total	Word of mouth	395.828	133			
	Purchase intention	288.052	133			
	Complain behavior	323.532	133			

a. R Squared = .004 (Adjusted R Squared = -.004)

b. R Squared = .012 (Adjusted R Squared = .004)

c. R Squared = .157 (Adjusted R Squared = .150)

Estimated Marginal Means

Commitment

Dependent Variable	Commitment	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Word of mouth	Rendah	5.528	.197	5.139	5.918
	Tinggi	5.310	.229	4.857	5.763
Purchase intention	Rendah	4.442	.167	4.111	4.773
	Tinggi	4.763	.195	4.378	5.148
Complain behavior	Rendah	6.692	.164	6.367	7.016
	Tinggi	5.447	.190	5.071	5.824

General Linear Model

Between-Subjects Factors

	Value	Label	N
Commitment	1.00	Rendah	77
	2.00	Tinggi	57

Descriptive Statistics

	Commitment	Mean	Std. Deviation	N
Word of mouth	Rendah	5.5281	1.86797	77
	Tinggi	5.3099	1.51822	57
	Total	5.4353	1.72515	134
Purchase intention	Rendah	4.4416	1.56383	77
	Tinggi	4.7632	1.32828	57
	Total	4.5784	1.47167	134
Complain behavior	Rendah	6.6916	1.49280	77
	Tinggi	5.4474	1.35927	57
	Total	6.1623	1.55967	134

Box's Test of Equality of Covariance Matrices^a

Box's M	7.632
F	1.240
df1	6
df2	100530.8
Sig.	.282

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept+Commitment

Multivariate Tests^b

Effect		Value	F	Hypothesis df
Intercept	Pillai's Trace	.963	1125.635 ^a	3.000
	Wilks' Lambda	.037	1125.635 ^a	3.000
	Hotelling's Trace	25.976	1125.635 ^a	3.000
	Roy's Largest Root	25.976	1125.635 ^a	3.000
Commitment	Pillai's Trace	.179	9.449 ^a	3.000
	Wilks' Lambda	.821	9.449 ^a	3.000
	Hotelling's Trace	.218	9.449 ^a	3.000
	Roy's Largest Root	.218	9.449 ^a	3.000

Multivariate Tests^b

Effect		Error df	Sig.
Intercept	Pillai's Trace	130.000	.000
	Wilks' Lambda	130.000	.000
	Hotelling's Trace	130.000	.000
	Roy's Largest Root	130.000	.000
Commitment	Pillai's Trace	130.000	.000
	Wilks' Lambda	130.000	.000
	Hotelling's Trace	130.000	.000
	Roy's Largest Root	130.000	.000

a. Exact statistic

b. Design: Intercept+Commitment

Levene's Test of Equality of Error Variances^a

	F	df1	df2	Sig.
Word of mouth	3.040	1	132	.084
Purchase intention	2.336	1	132	.129
Complain behavior	1.484	1	132	.225

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept+Commitment

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square
Corrected Model	Word of mouth	1.559 ^a	1	1.559
	Purchase intention	3.388 ^b	1	3.388
	Complain behavior	50.703 ^c	1	50.703
Intercept	Word of mouth	3847.384	1	3847.384
	Purchase intention	2775.119	1	2775.119
	Complain behavior	4826.378	1	4826.378
Commitment	Word of mouth	1.559	1	1.559
	Purchase intention	3.388	1	3.388
	Complain behavior	50.703	1	50.703
Error	Word of mouth	394.269	132	2.987
	Purchase intention	284.665	132	2.157
	Complain behavior	272.829	132	2.067
Total	Word of mouth	4354.556	134	
	Purchase intention	3096.875	134	
	Complain behavior	5412.063	134	
Corrected Total	Word of mouth	395.828	133	
	Purchase intention	288.052	133	
	Complain behavior	323.532	133	

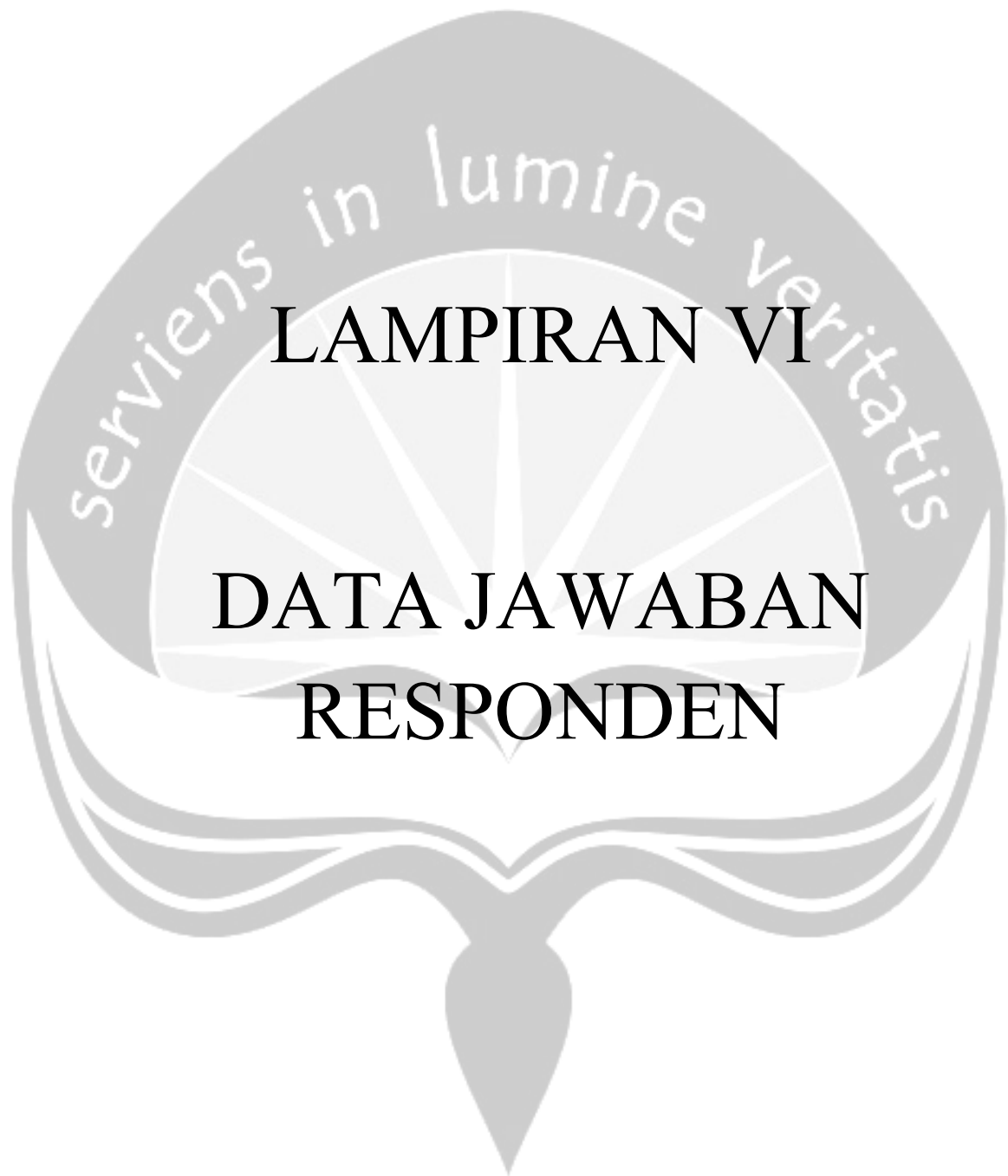
Tests of Between-Subjects Effects

Source	Dependent Variable	F	Sig.
Corrected Model	Word of mouth	.522	.471
	Purchase intention	1.571	.212
	Complain behavior	24.531	.000
Intercept	Word of mouth	1288.092	.000
	Purchase intention	1286.832	.000
	Complain behavior	2335.095	.000
Commitment	Word of mouth	.522	.471
	Purchase intention	1.571	.212
	Complain behavior	24.531	.000
Error	Word of mouth		
	Purchase intention		
	Complain behavior		
Total	Word of mouth		
	Purchase intention		
	Complain behavior		
Corrected Total	Word of mouth		
	Purchase intention		
	Complain behavior		

a. R Squared = .004 (Adjusted R Squared = -.004)

b. R Squared = .012 (Adjusted R Squared = .004)

c. R Squared = .157 (Adjusted R Squared = .150)



LAMPIRAN VI

**DATA JAWABAN
RESPONDEN**

STORE IMAGE

P1	P2	P3	P4	P5	P6	P7	P8	Rata-rata
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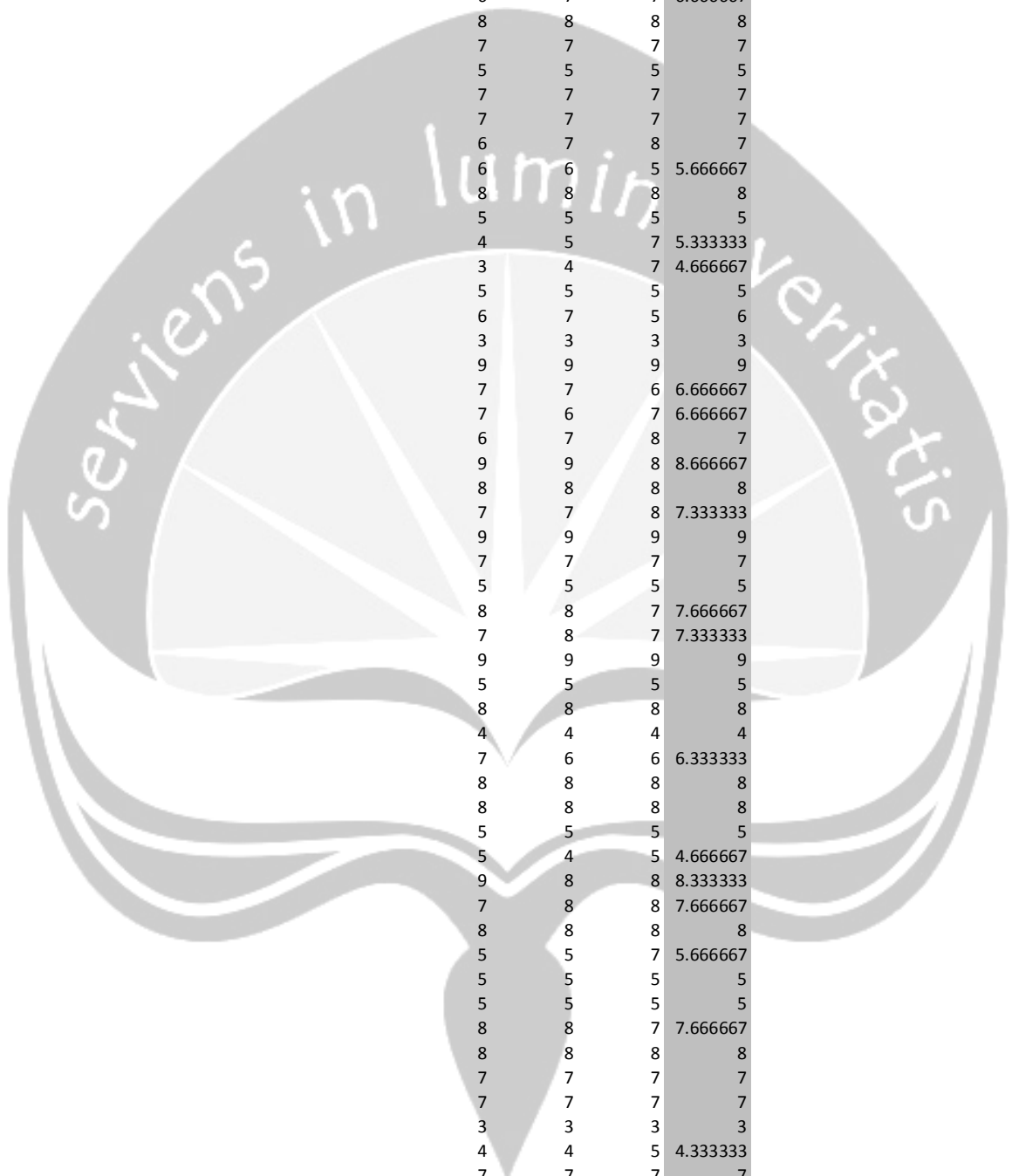
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6	6	3	4	6	5	4	5	3.875
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6	8	5	5	8	7	5	3	7.375
6	8	5	5	6	7	7	8	5.875
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4	9	6	7	5	7	5	5	5.625
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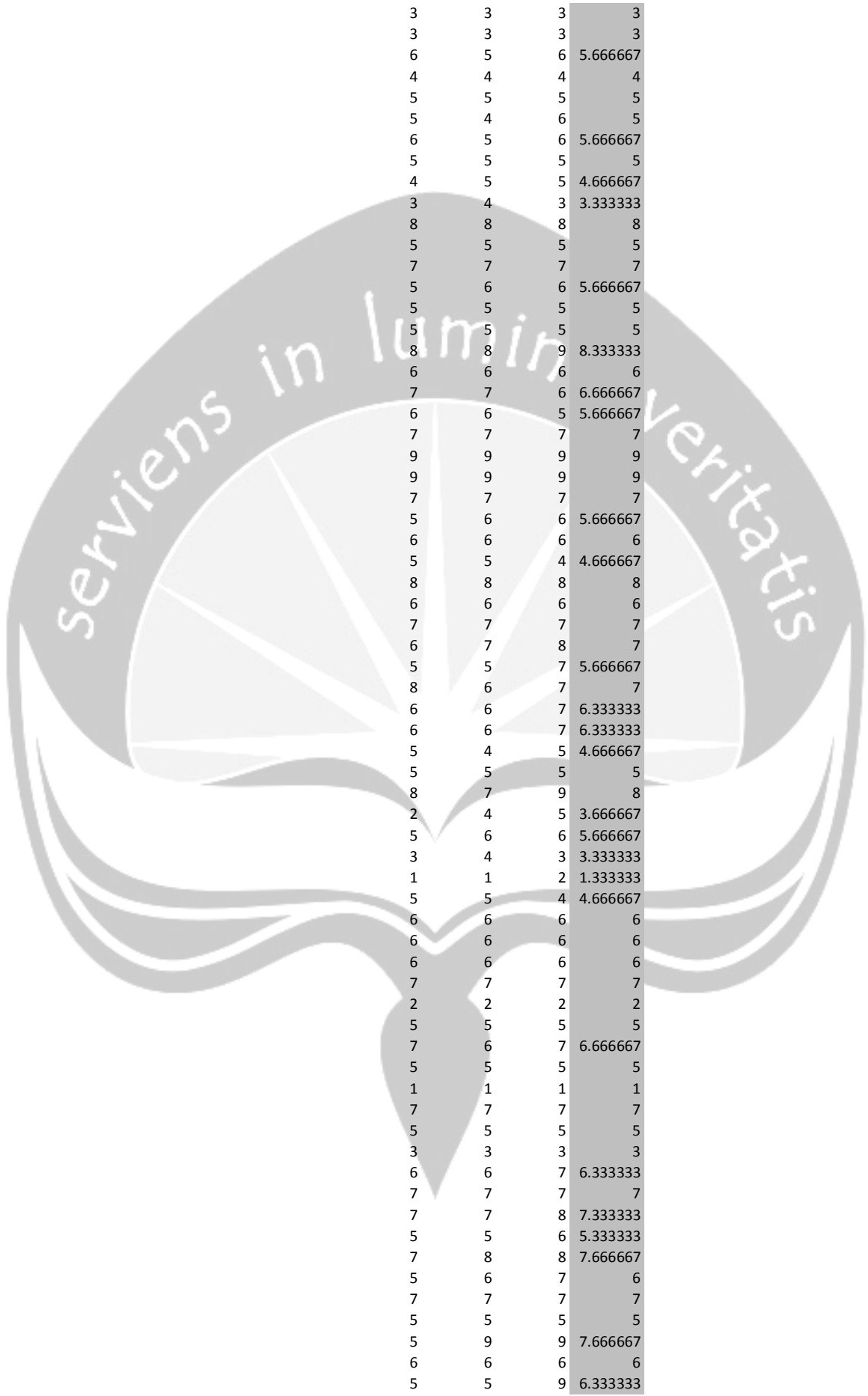
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6	8	7	7	7	8	7	7	7.125
TOTAL RATA-RATA								6.276119



POSITIVE AFFECT

P1	P2	P3	Rata-rata
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6	6	6	6
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6	7	6	6.333333
3	3	7	4.333333
6	7	7	6.666667
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6	7	8	7
6	6	5	5.666667
8	8	8	8
5	5	5	5
4	5	7	5.333333
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6	7	5	6
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9	9	9	9
7	7	6	6.666667
7	6	7	6.666667
6	7	8	7
9	9	8	8.666667
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7	7	7	7
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8	8	7	7.666667
7	8	7	7.333333
9	9	9	9
5	5	5	5
8	8	8	8
4	4	4	4
7	6	6	6.333333
8	8	8	8
8	8	8	8
5	5	5	5
5	4	5	4.666667
9	8	8	8.333333
7	8	8	7.666667
8	8	8	8
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5	5	5	5
8	8	7	7.666667
8	8	8	8
7	7	7	7
7	7	7	7
3	3	3	3
4	4	5	4.333333
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8	8	8	8
7	7	7	7
8	8	8	8
6	6	6	6
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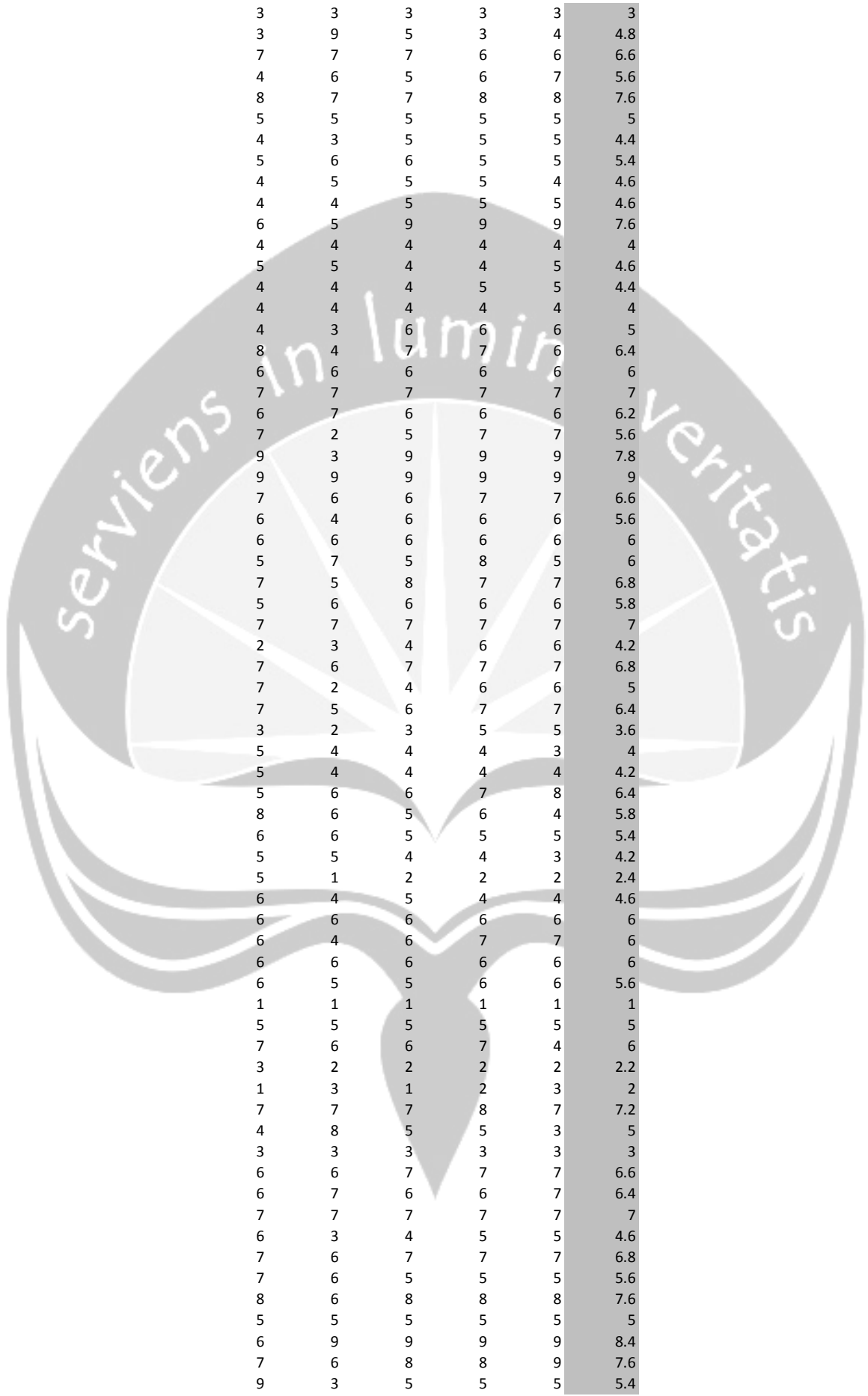
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4	5	5	4.666667
3	4	3	3.333333
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5	5	5	5
7	7	7	7
5	6	6	5.666667
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5	5	5	5
8	8	9	8.333333
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7	7	6	6.666667
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9	9	9	9
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5	6	6	5.666667
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5	5	4	4.666667
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6	6	7	6.333333
5	4	5	4.666667
5	5	5	5
8	7	9	8
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1	1	2	1.333333
5	5	4	4.666667
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6	6	6	6
6	6	6	6
7	7	7	7
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5	5	5	5
7	6	7	6.666667
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7	7	7	7
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5	5	6	5.333333
7	8	8	7.666667
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7	7	7	7
5	5	5	5
5	9	9	7.666667
6	6	6	6
5	5	9	6.333333

4	4	4	4
7	7	7	7
6	6	6	6
6	6	7	6.333333
TOTAL RATA-RATA			6.062189



KEPUASAN

P1	P2	P3	P4	P5	Rata-rata
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5	6	5	6	6	5.6
6	5	6	7	7	6.2
7	3	4	7	6	5.4
7	5	6	7	7	6.4
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7	6	6	6	6	6.2
5	6	5	5	5	5.2
7	6	6	7	7	6.6
7	7	7	8	7	7.2
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7	8	7	7	7	7.2
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7	4	6	7	8	6.4
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7	5	5	7	7	6.2
5	4	5	5	5	4.8
7	7	6	7	7	6.8
8	5	8	8	8	7.4
7	2	7	7	7	6
7	6	6	8	6	6.6
4	3	3	3	3	3.2
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7	7	7	7	7	7
8	6	8	8	8	7.6
6	6	6	6	6	6
5	7	6	7	7	6.4
5	7	5	4	4	5
9	1	9	9	6	6.8
5	4	4	5	5	4.6
8	6	8	8	8	7.6
5	4	5	5	5	4.8
4	4	3	4	4	3.8



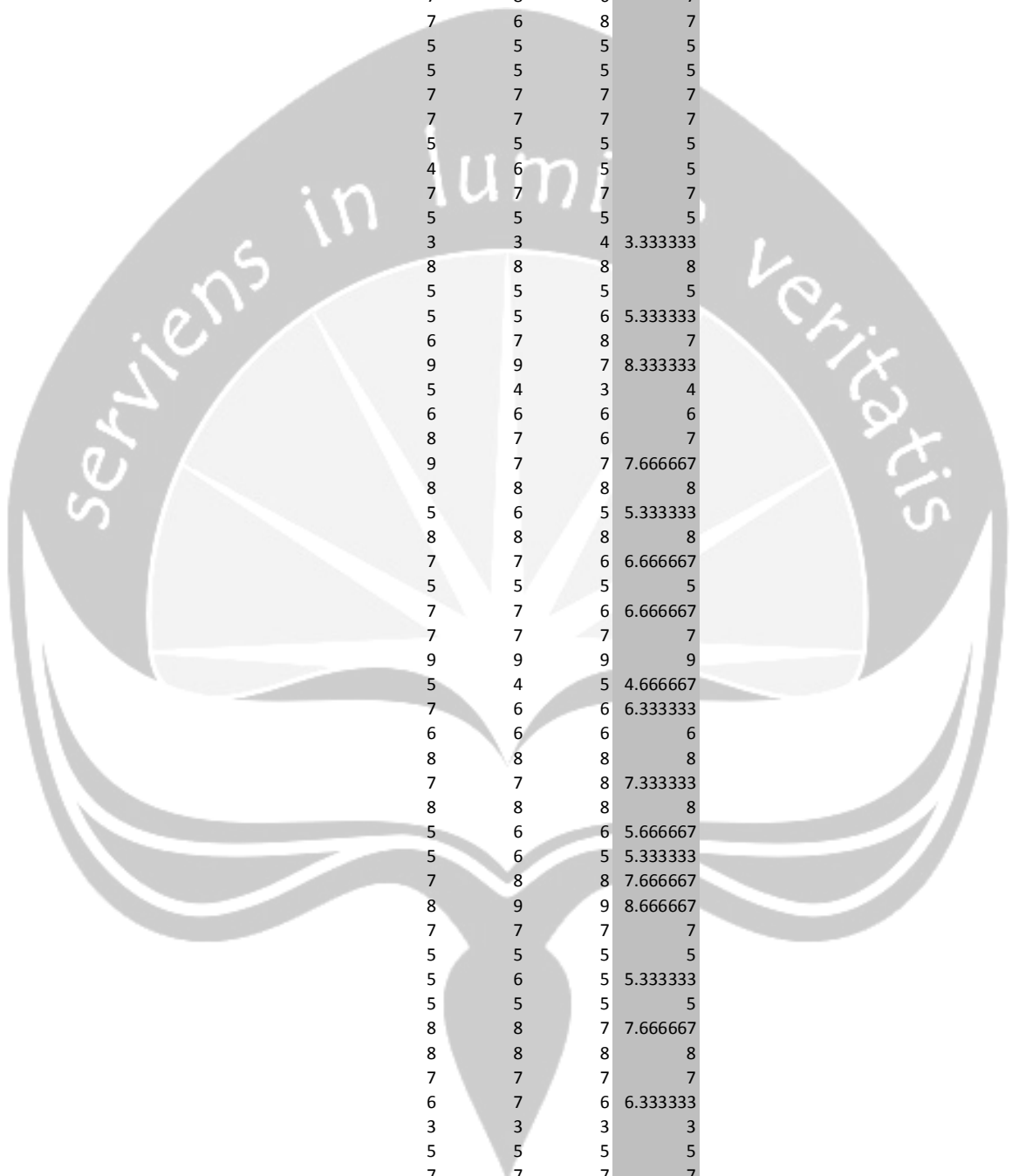
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8	7	7	8	8	7.6
5	5	5	5	5	5
4	3	5	5	5	4.4
5	6	6	5	5	5.4
4	5	5	5	4	4.6
4	4	5	5	5	4.6
6	5	9	9	9	7.6
4	4	4	4	4	4
5	5	4	4	5	4.6
4	4	4	5	5	4.4
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4	3	6	6	6	5
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7	6	7	7	7	6.8
7	2	4	6	6	5
7	5	6	7	7	6.4
3	2	3	5	5	3.6
5	4	4	4	3	4
5	4	4	4	4	4.2
5	6	6	7	8	6.4
8	6	5	6	4	5.8
6	6	5	5	5	5.4
5	5	4	4	3	4.2
5	1	2	2	2	2.4
6	4	5	4	4	4.6
6	6	6	6	6	6
6	4	6	7	7	6
6	6	6	6	6	6
6	5	5	6	6	5.6
1	1	1	1	1	1
5	5	5	5	5	5
7	6	6	7	4	6
3	2	2	2	2	2.2
1	3	1	2	3	2
7	7	7	8	7	7.2
4	8	5	5	3	5
3	3	3	3	3	3
6	6	7	7	7	6.6
6	7	6	6	7	6.4
7	7	7	7	7	7
6	3	4	5	5	4.6
7	6	7	7	7	6.8
7	6	5	5	5	5.6
8	6	8	8	8	7.6
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7	6	8	8	9	7.6
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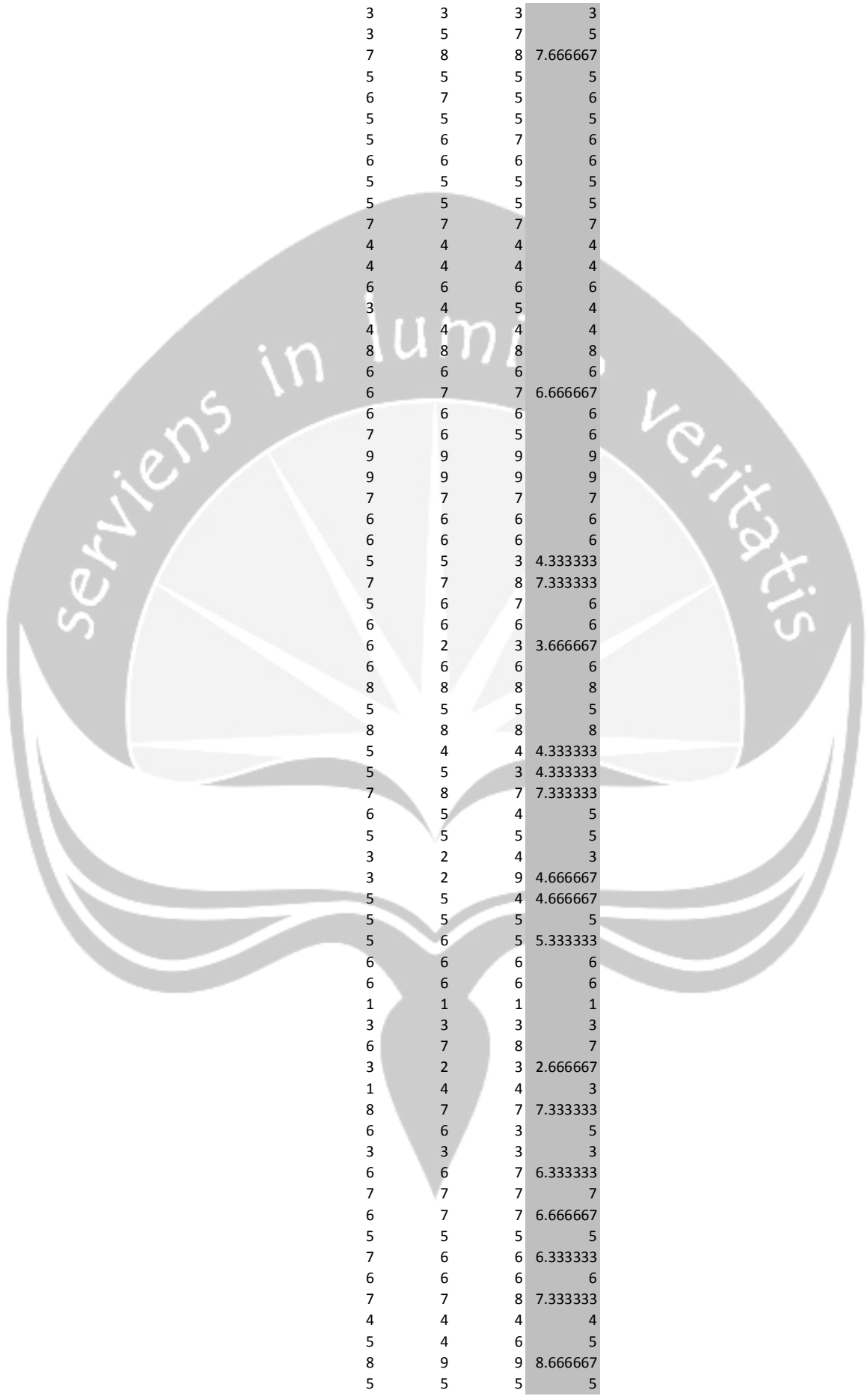
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TOTAL RATA-RATA					5.877612



KEPERCAYAAN

P1	P2	P3	Rata-rata
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7	7	7	7
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6	6	6	6
4	4	3	3.666667
7	8	6	7
7	6	8	7
5	5	5	5
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4	6	5	5
7	7	7	7
5	5	5	5
3	3	4	3.333333
8	8	8	8
5	5	5	5
5	5	6	5.333333
6	7	8	7
9	9	7	8.333333
5	4	3	4
6	6	6	6
8	7	6	7
9	7	7	7.666667
8	8	8	8
5	6	5	5.333333
8	8	8	8
7	7	6	6.666667
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7	7	6	6.666667
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9	9	9	9
5	4	5	4.666667
7	6	6	6.333333
6	6	6	6
8	8	8	8
7	7	8	7.333333
8	8	8	8
5	6	6	5.666667
5	6	5	5.333333
7	8	8	7.666667
8	9	9	8.666667
7	7	7	7
5	5	5	5
5	6	5	5.333333
5	5	5	5
8	8	7	7.666667
8	8	8	8
7	7	7	7
6	7	6	6.333333
3	3	3	3
5	5	5	5
7	7	7	7
8	8	8	8
6	6	6	6
6	6	7	6.333333
1	1	1	1
6	9	8	7.666667
4	4	4	4
8	8	8	8
5	5	4	4.666667
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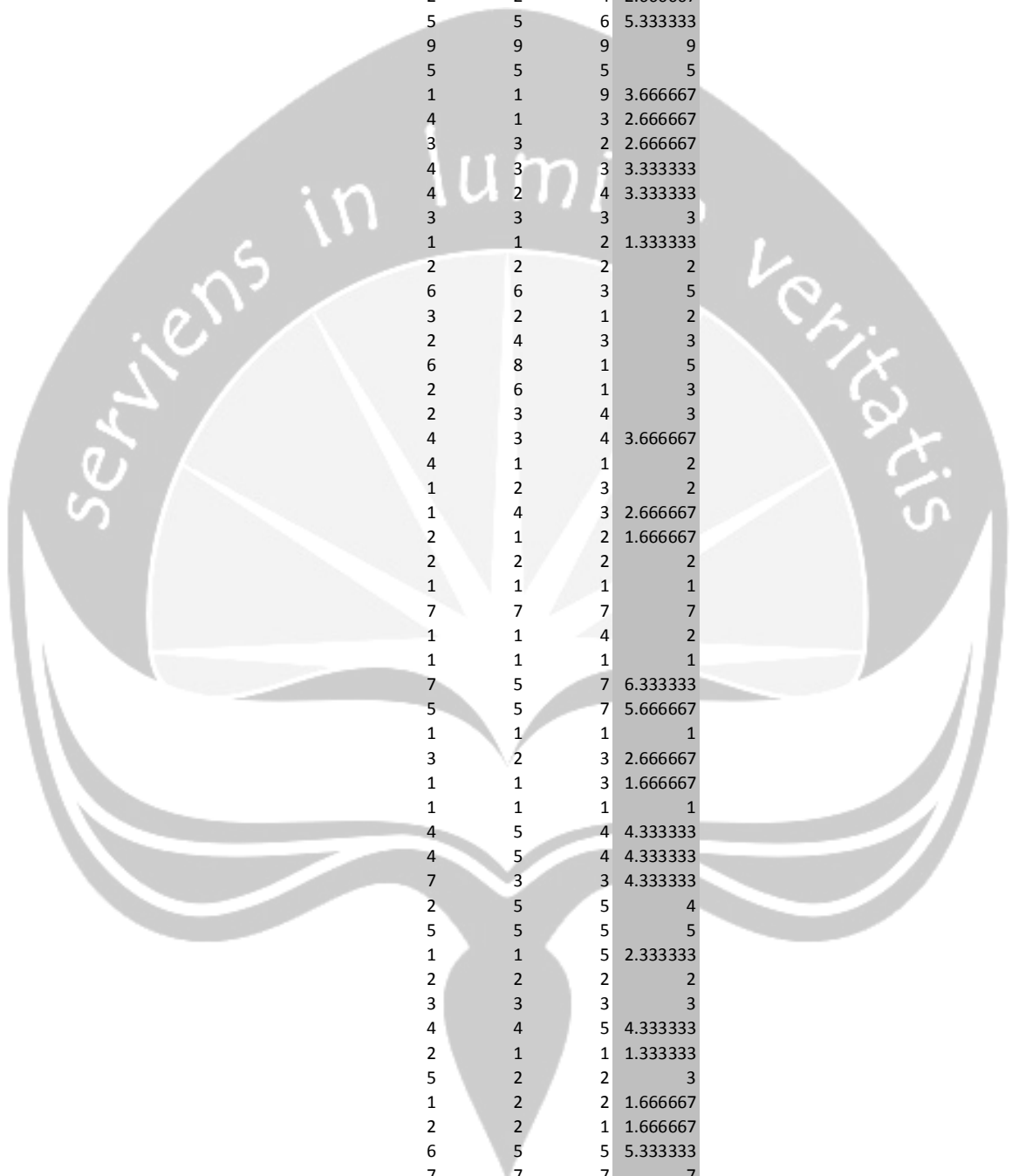
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5	6	7	6
6	6	6	6
5	5	5	5
5	5	5	5
7	7	7	7
4	4	4	4
4	4	4	4
6	4	6	6
3	4	5	4
4	4	4	4
8	8	8	8
6	6	6	6
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5	6	7	6
6	6	6	6
6	2	3	3.666667
6	6	6	6
8	8	8	8
5	5	5	5
8	8	8	8
5	4	4	4.333333
5	5	3	4.333333
7	8	7	7.333333
6	5	4	5
5	5	5	5
3	2	4	3
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5	5	5	5
5	6	5	5.333333
6	6	6	6
6	6	6	6
1	1	1	1
3	3	3	3
6	7	8	7
3	2	3	2.666667
1	4	4	3
8	7	7	7.333333
6	6	3	5
3	3	3	3
6	6	7	6.333333
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7	6	6	6.333333
6	6	6	6
7	7	8	7.333333
4	4	4	4
5	4	6	5
8	9	9	8.666667
5	5	5	5

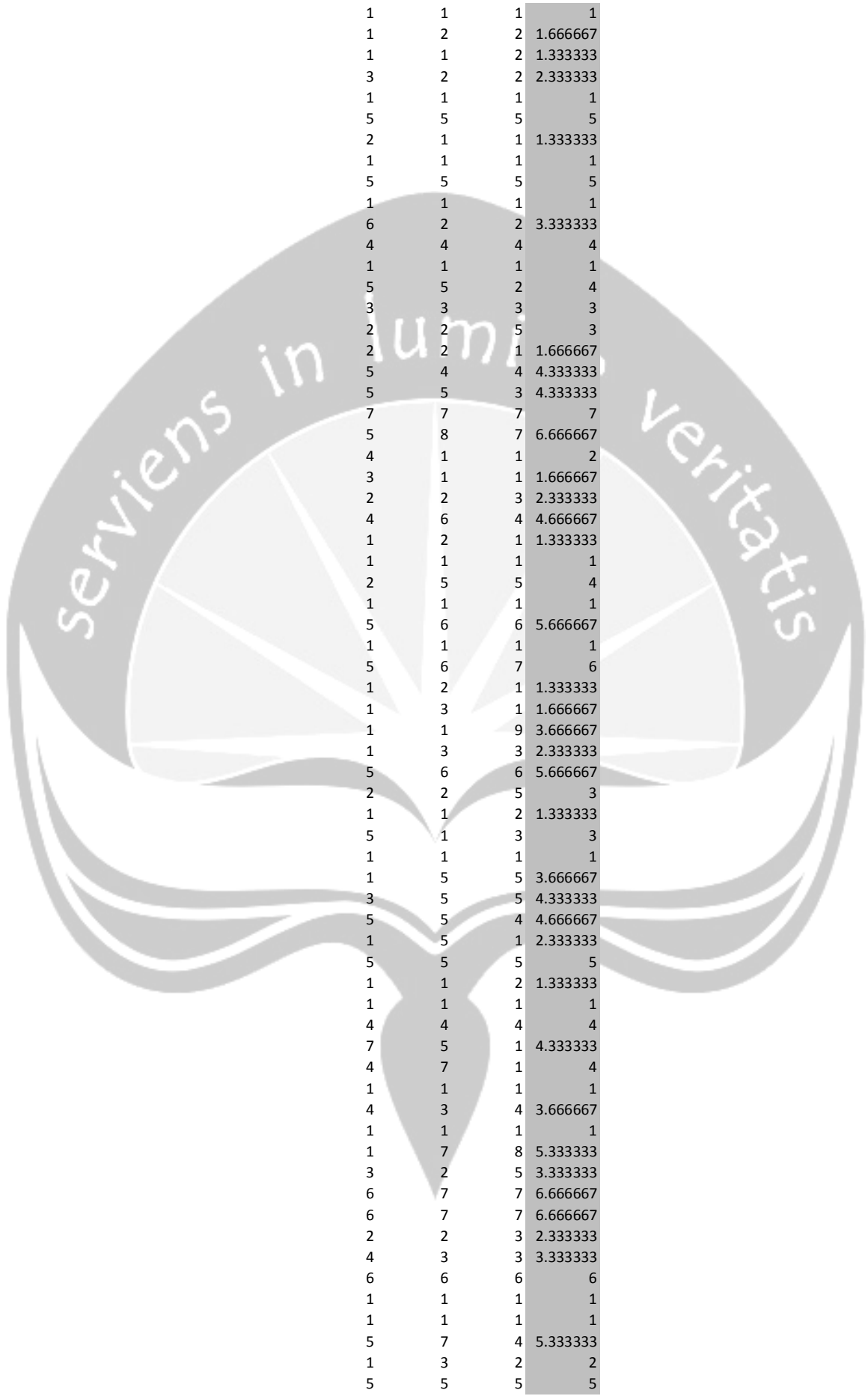
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7	7	7	7
TOTAL RATA-RATA			5.838308



KOMITMEN

P1	P2	P3	Rata-rata
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3	3	3	3
2	3	7	4
2	5	5	4
6	6	6	6
2	2	4	2.666667
5	5	6	5.333333
9	9	9	9
5	5	5	5
1	1	9	3.666667
4	1	3	2.666667
3	3	2	2.666667
4	3	3	3.333333
4	2	4	3.333333
3	3	3	3
1	1	2	1.333333
2	2	2	2
6	6	3	5
3	2	1	2
2	4	3	3
6	8	1	5
2	6	1	3
2	3	4	3
4	3	4	3.666667
4	1	1	2
1	2	3	2
1	4	3	2.666667
2	1	2	1.666667
2	2	2	2
1	1	1	1
7	7	7	7
1	1	4	2
1	1	1	1
7	5	7	6.333333
5	5	7	5.666667
1	1	1	1
3	2	3	2.666667
1	1	3	1.666667
1	1	1	1
4	5	4	4.333333
4	5	4	4.333333
7	3	3	4.333333
2	5	5	4
5	5	5	5
1	1	5	2.333333
2	2	2	2
3	3	3	3
4	4	5	4.333333
2	1	1	1.333333
5	2	2	3
1	2	2	1.666667
2	2	1	1.666667
6	5	5	5.333333
7	7	7	7
2	2	2	2
1	2	2	1.666667
1	1	1	1
2	1	1	1.333333
1	3	3	2.333333
3	3	3	3
4	4	4	4
2	6	6	4.666667
1	1	4	2





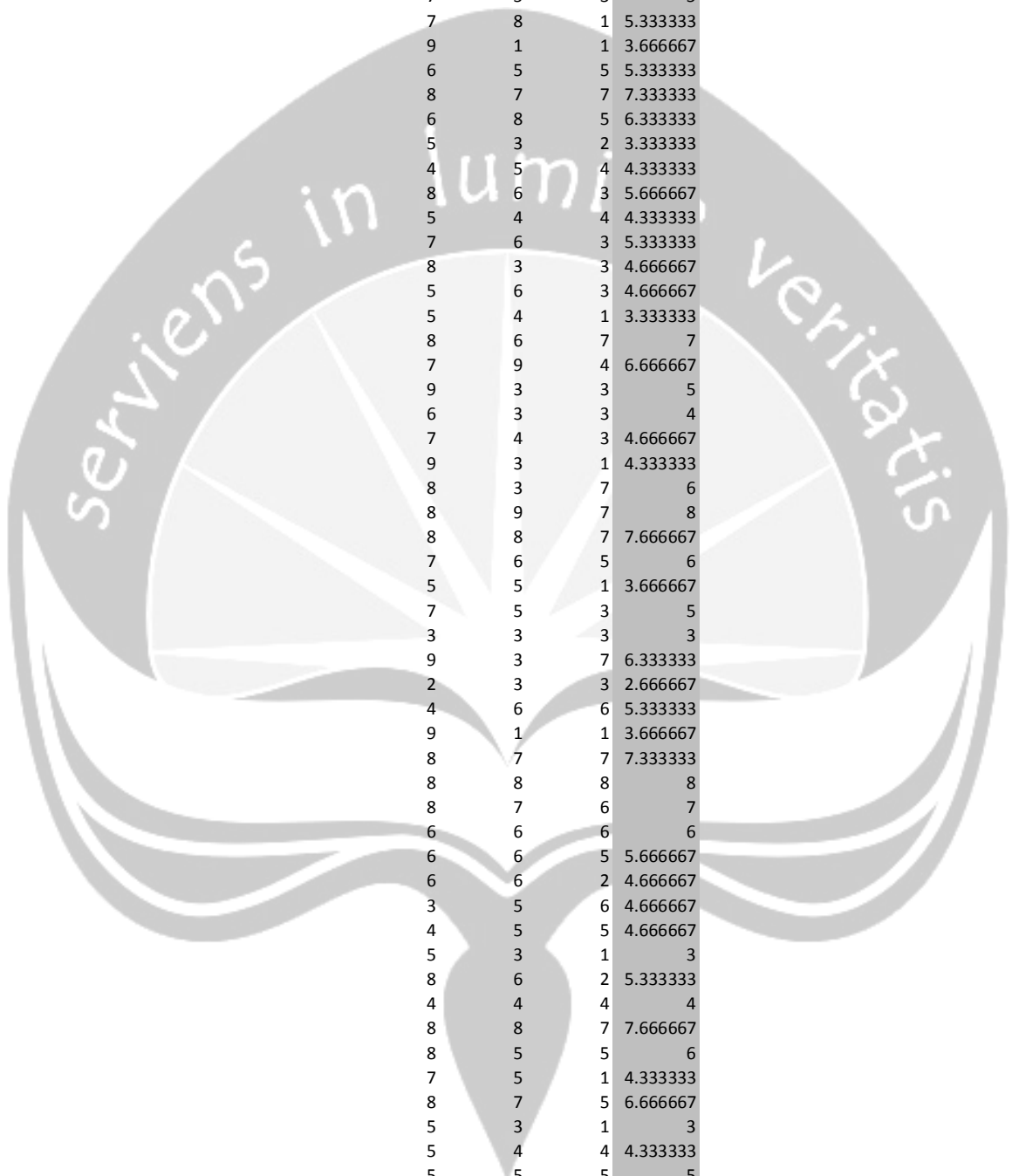
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1	1	1	1
5	5	5	5
1	1	1	1
6	2	2	3.333333
4	4	4	4
1	1	1	1
5	5	2	4
3	3	3	3
2	2	5	3
2	2	1	1.666667
5	4	4	4.333333
5	5	3	4.333333
7	7	7	7
5	8	7	6.666667
4	1	1	2
3	1	1	1.666667
2	2	3	2.333333
4	6	4	4.666667
1	2	1	1.333333
1	1	1	1
2	5	5	4
1	1	1	1
5	6	6	5.666667
1	1	1	1
5	6	7	6
1	2	1	1.333333
1	3	1	1.666667
1	1	9	3.666667
1	3	3	2.333333
5	6	6	5.666667
2	2	5	3
1	1	2	1.333333
5	1	3	3
1	1	1	1
1	5	5	3.666667
3	5	5	4.333333
5	5	4	4.666667
1	5	1	2.333333
5	5	5	5
1	1	2	1.333333
1	1	1	1
4	4	4	4
7	5	1	4.333333
4	7	1	4
1	1	1	1
4	3	4	3.666667
1	1	1	1
1	7	8	5.333333
3	2	5	3.333333
6	7	7	6.666667
6	7	7	6.666667
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4	3	3	3.333333
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1	1	1	1
5	7	4	5.333333
1	3	2	2
5	5	5	5

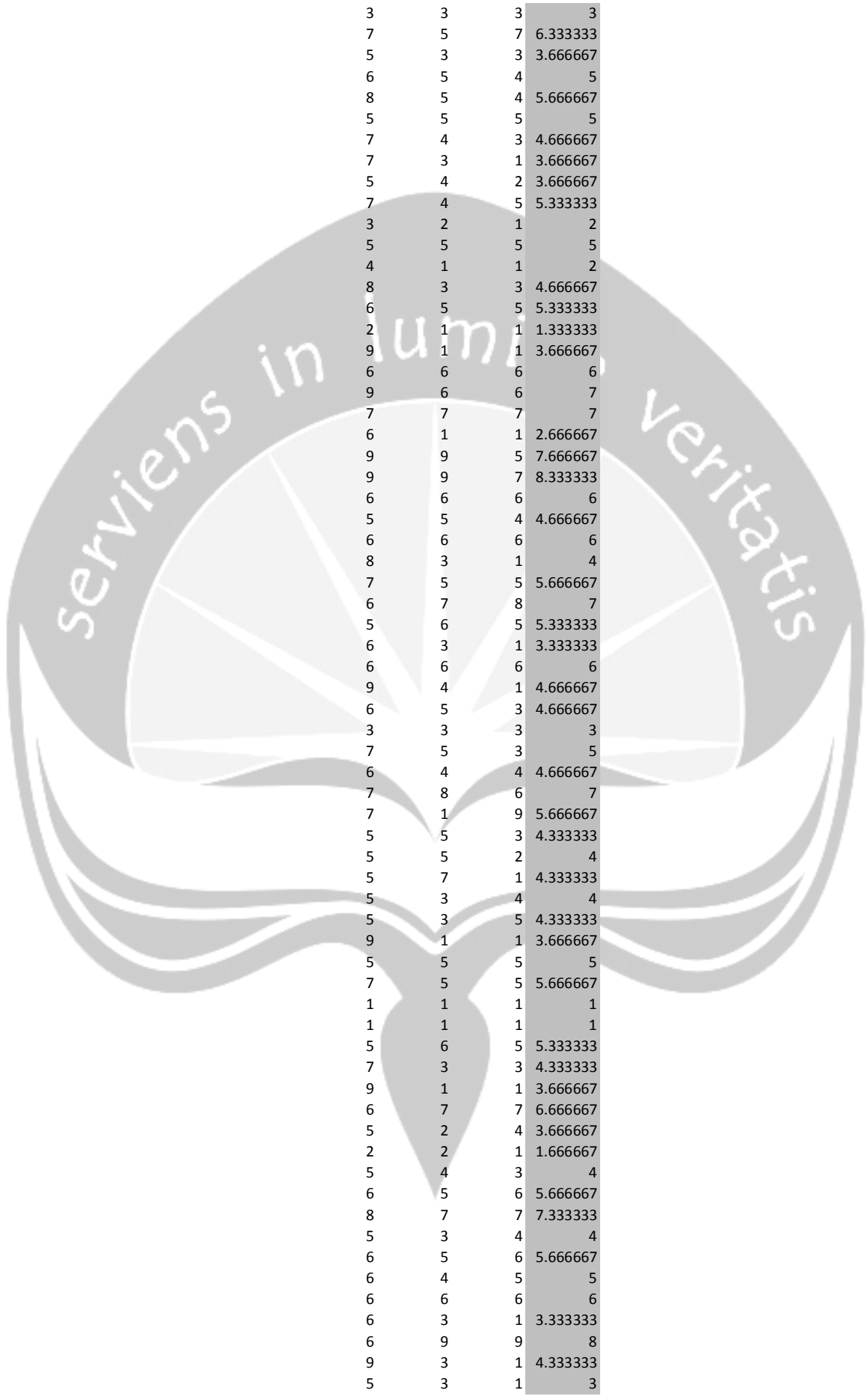
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1	5	2	2.666667
1	3	3	2.333333
TOTAL RATA-RATA			3.136816



CONSUMER RELATIONSHIP PRONENESS

P1	P2	P3	Rata-rata
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7	5	1	4.333333
7	5	5	5.666667
7	7	3	5.666667
5	7	4	5.333333
9	5	1	5
7	5	3	5
7	8	1	5.333333
9	1	1	3.666667
6	5	5	5.333333
8	7	7	7.333333
6	8	5	6.333333
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5	6	3	4.666667
5	4	1	3.333333
8	6	7	7
7	9	4	6.666667
9	3	3	5
6	3	3	4
7	4	3	4.666667
9	3	1	4.333333
8	3	7	6
8	9	7	8
8	8	7	7.666667
7	6	5	6
5	5	1	3.666667
7	5	3	5
3	3	3	3
9	3	7	6.333333
2	3	3	2.666667
4	6	6	5.333333
9	1	1	3.666667
8	7	7	7.333333
8	8	8	8
8	7	6	7
6	6	6	6
6	6	5	5.666667
6	6	2	4.666667
3	6	6	4.666667
4	5	5	4.666667
5	3	1	3
8	6	2	5.333333
4	4	4	4
8	8	7	7.666667
8	5	5	6
7	5	1	4.333333
8	7	5	6.666667
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1	1	1	1
1	2	1	1.333333
9	9	1	6.333333
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7	5	5	5.666667
6	5	1	4
1	9	4	4.666667





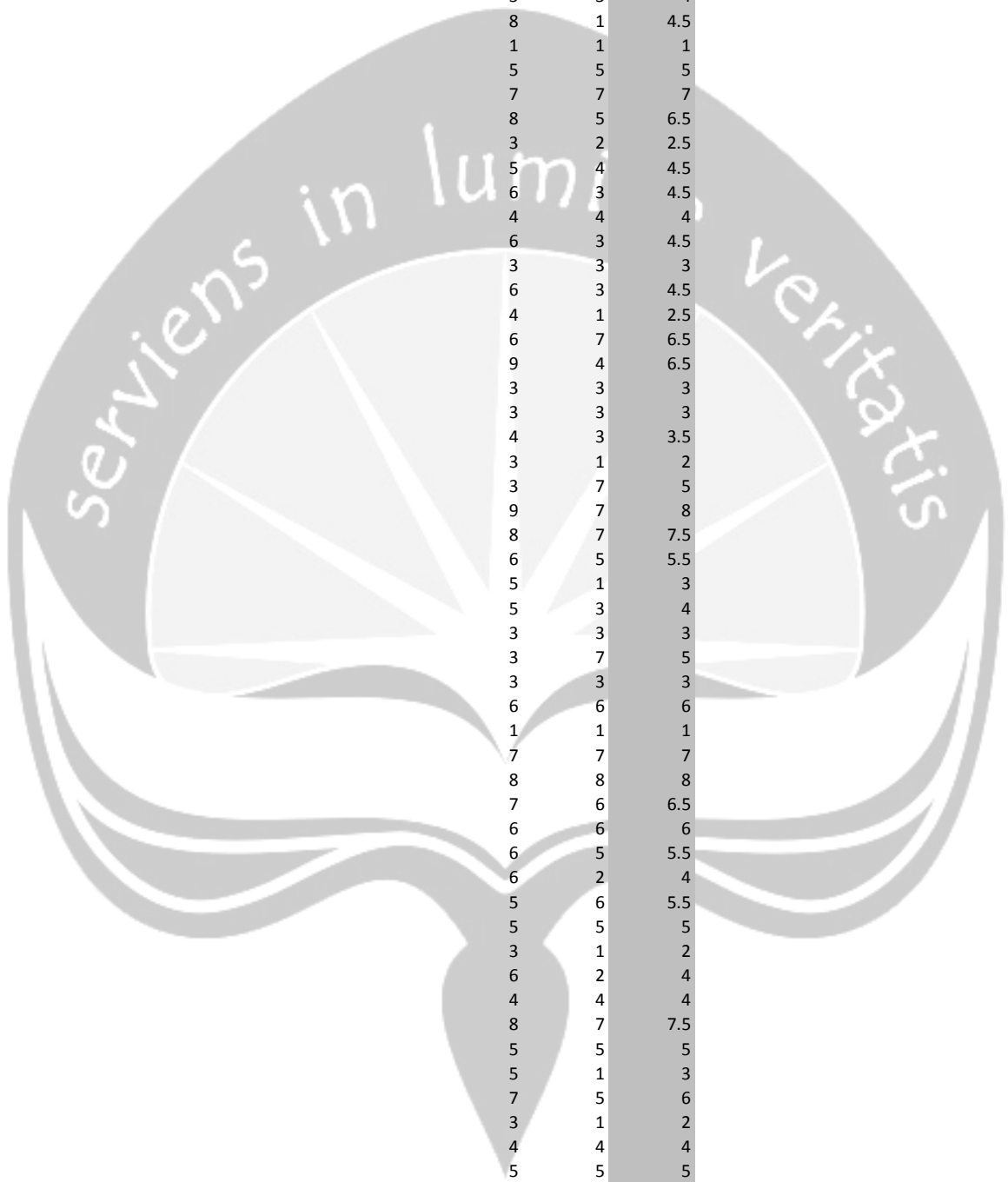
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7	4	3	4.666667
7	3	1	3.666667
5	4	2	3.666667
7	4	5	5.333333
3	2	1	2
5	5	5	5
4	1	1	2
8	3	3	4.666667
6	5	5	5.333333
2	1	1	1.333333
9	1	1	3.666667
6	6	6	6
9	6	6	7
7	7	7	7
6	1	1	2.666667
9	9	5	7.666667
9	9	7	8.333333
6	6	6	6
5	5	4	4.666667
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6	3	1	3.333333
6	6	6	6
9	4	1	4.666667
6	5	3	4.666667
3	3	3	3
7	5	3	5
6	4	4	4.666667
7	8	6	7
7	1	9	5.666667
5	5	3	4.333333
5	5	2	4
5	7	1	4.333333
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5	3	5	4.333333
9	1	1	3.666667
5	5	5	5
7	5	5	5.666667
1	1	1	1
1	1	1	1
5	6	5	5.333333
7	3	3	4.333333
9	1	1	3.666667
6	7	7	6.666667
5	2	4	3.666667
2	2	1	1.666667
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6	5	6	5.666667
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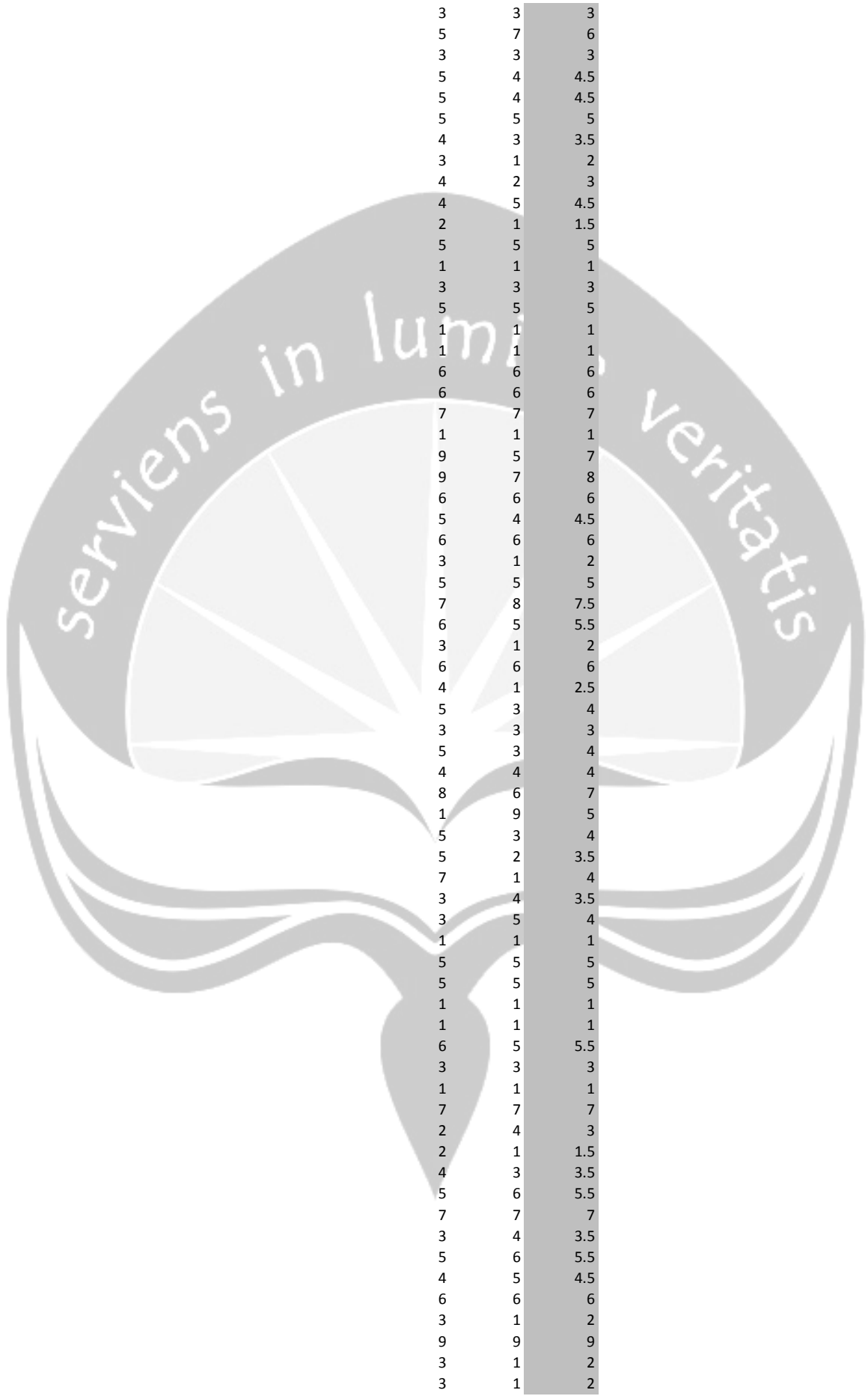
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4	4	7	5
TOTAL RATA-RATA			4.910448



CONSUMER RELATIONSHIP PRONENESS

P2	P3	Rata-rata
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5	5	5
7	3	5
7	4	5.5
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5	3	4
8	1	4.5
1	1	1
5	5	5
7	7	7
8	5	6.5
3	2	2.5
5	4	4.5
6	3	4.5
4	4	4
6	3	4.5
3	3	3
6	3	4.5
4	1	2.5
6	7	6.5
9	4	6.5
3	3	3
3	3	3
4	3	3.5
3	1	2
3	7	5
9	7	8
8	7	7.5
6	5	5.5
5	1	3
5	3	4
3	3	3
3	7	5
3	3	3
6	6	6
1	6	1
7	7	7
8	8	8
7	6	6.5
6	6	6
6	5	5.5
6	2	4
5	6	5.5
5	5	5
3	1	2
6	2	4
4	4	4
8	7	7.5
5	5	5
5	1	3
7	5	6
3	1	2
4	4	4
5	5	5
6	3	4.5
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2	1	1.5
9	1	5
5	4	4.5
5	5	5
5	1	3
9	4	6.5





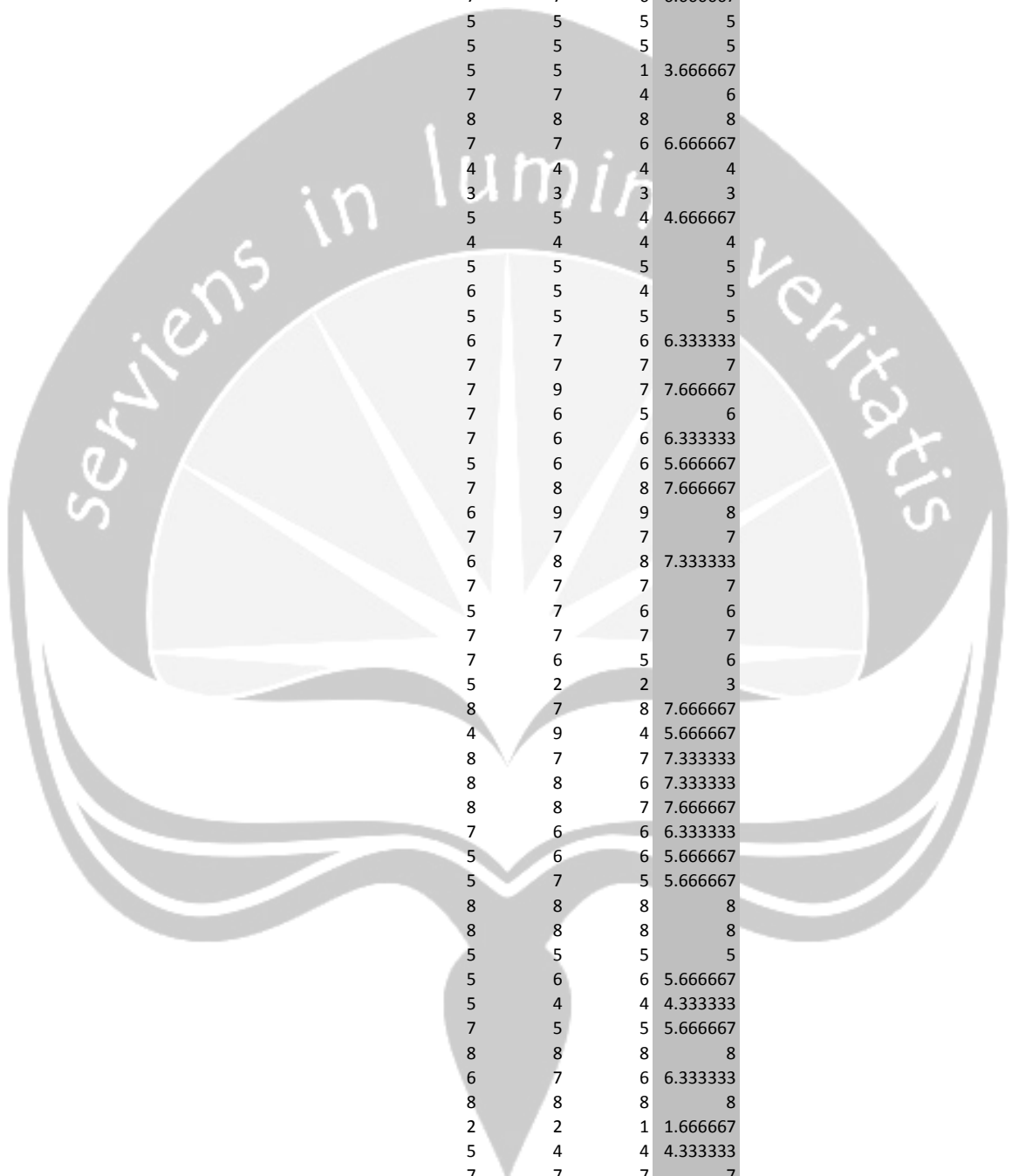
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7	7	7
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9	7	8
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4	1	2.5
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4	4	4
8	6	7
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5	3	4
5	2	3.5
7	1	4
3	4	3.5
3	5	4
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5	5	5
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6	5	5.5
3	3	3
1	1	1
7	7	7
2	4	3
2	4	3
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5	6	5.5
7	7	7
3	4	3.5
5	6	5.5
4	5	4.5
6	6	6
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9	9	9
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3	1	2

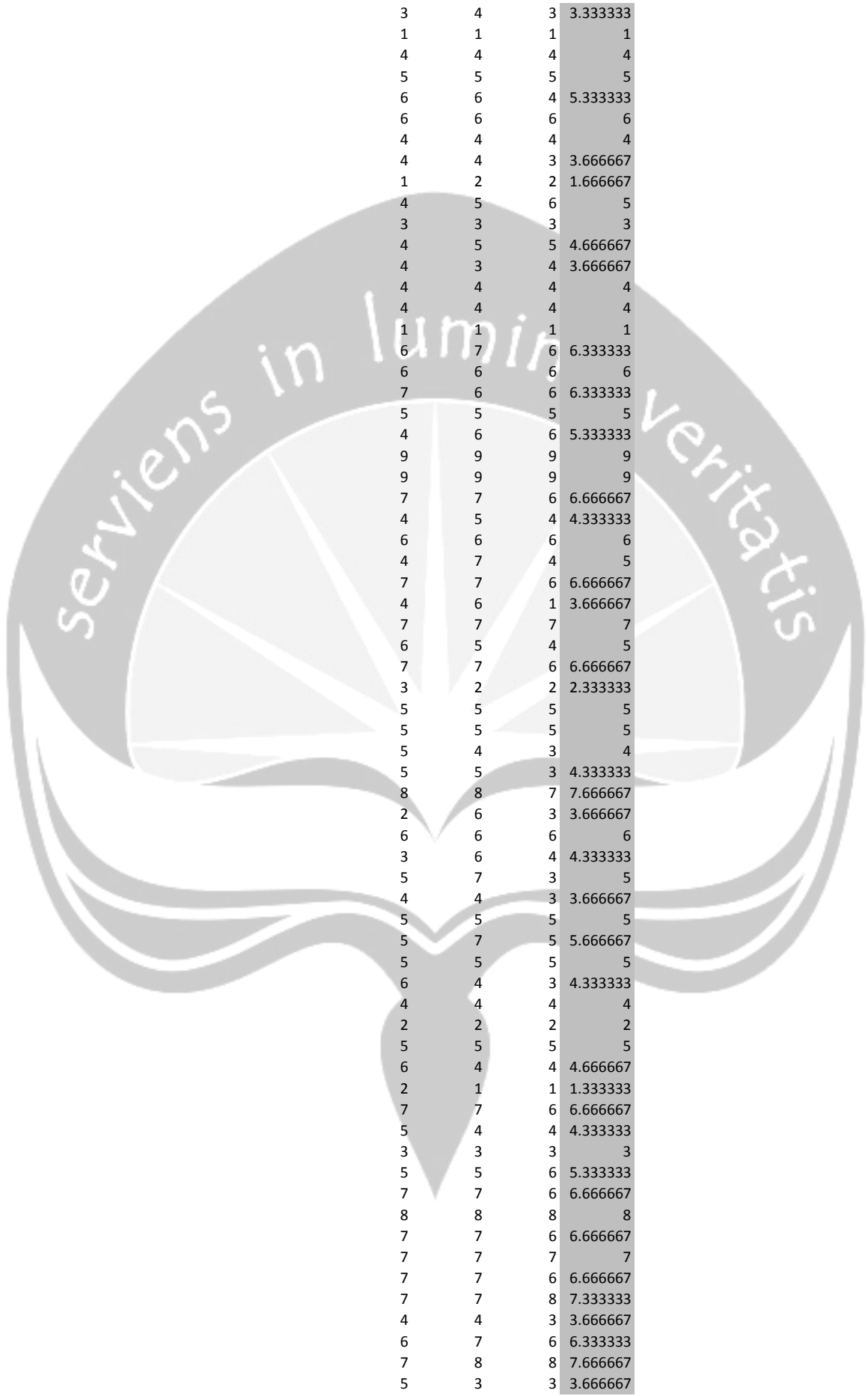
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8	8	8
4	7	5.5
TOTAL RATA-RATA		4.317164



WORD OF MOUTH

P1	P2	P3	Rata-rata
6	6	6	6
5	5	5	5
6	6	5	5.666667
5	5	5	5
7	7	7	7
1	3	3	2.333333
7	7	6	6.666667
5	5	5	5
5	5	5	5
5	5	1	3.666667
7	7	4	6
8	8	8	8
7	7	6	6.666667
4	4	4	4
3	3	3	3
5	5	4	4.666667
4	4	4	4
5	5	5	5
6	5	4	5
5	5	5	5
6	7	6	6.333333
7	7	7	7
7	9	7	7.666667
7	6	5	6
7	6	6	6.333333
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5	2	2	3
8	7	8	7.666667
4	9	4	5.666667
8	7	7	7.333333
8	8	6	7.333333
8	8	7	7.666667
7	6	6	6.333333
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5	7	5	5.666667
8	8	8	8
8	8	8	8
5	5	5	5
5	6	6	5.666667
5	4	4	4.333333
7	5	5	5.666667
8	8	8	8
6	7	6	6.333333
8	8	8	8
2	2	1	1.666667
5	4	4	4.333333
7	7	7	7
7	7	7	7
3	3	3	3
5	5	1	3.666667
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5	5	5	5
5	5	5	5
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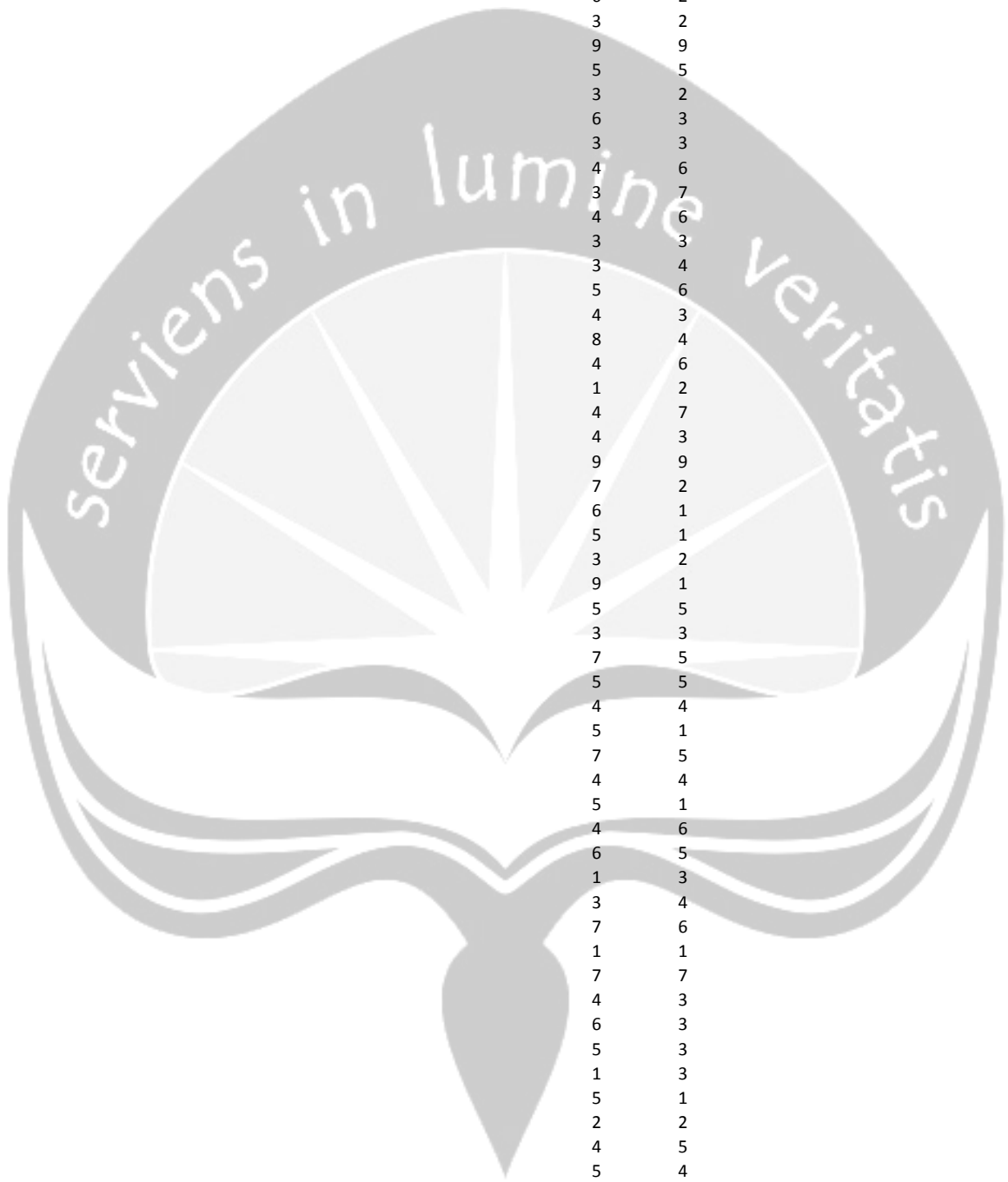
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3	3	3	3
4	5	5	4.666667
4	3	4	3.666667
4	4	4	4
4	4	4	4
1	1	1	1
6	7	6	6.333333
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4	7	4	5
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6	5	4	5
7	7	6	6.666667
3	2	2	2.333333
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5	4	3	4
5	5	3	4.333333
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3	6	4	4.333333
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4	4	3	3.666667
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5	7	5	5.666667
5	5	5	5
6	4	3	4.333333
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2	2	2	2
5	5	5	5
6	4	4	4.666667
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3	3	3	3
5	5	6	5.333333
7	7	6	6.666667
8	8	8	8
7	7	6	6.666667
7	7	7	7
7	7	6	6.666667
7	7	8	7.333333
4	4	3	3.666667
6	7	6	6.333333
7	8	8	7.666667
5	3	3	3.666667

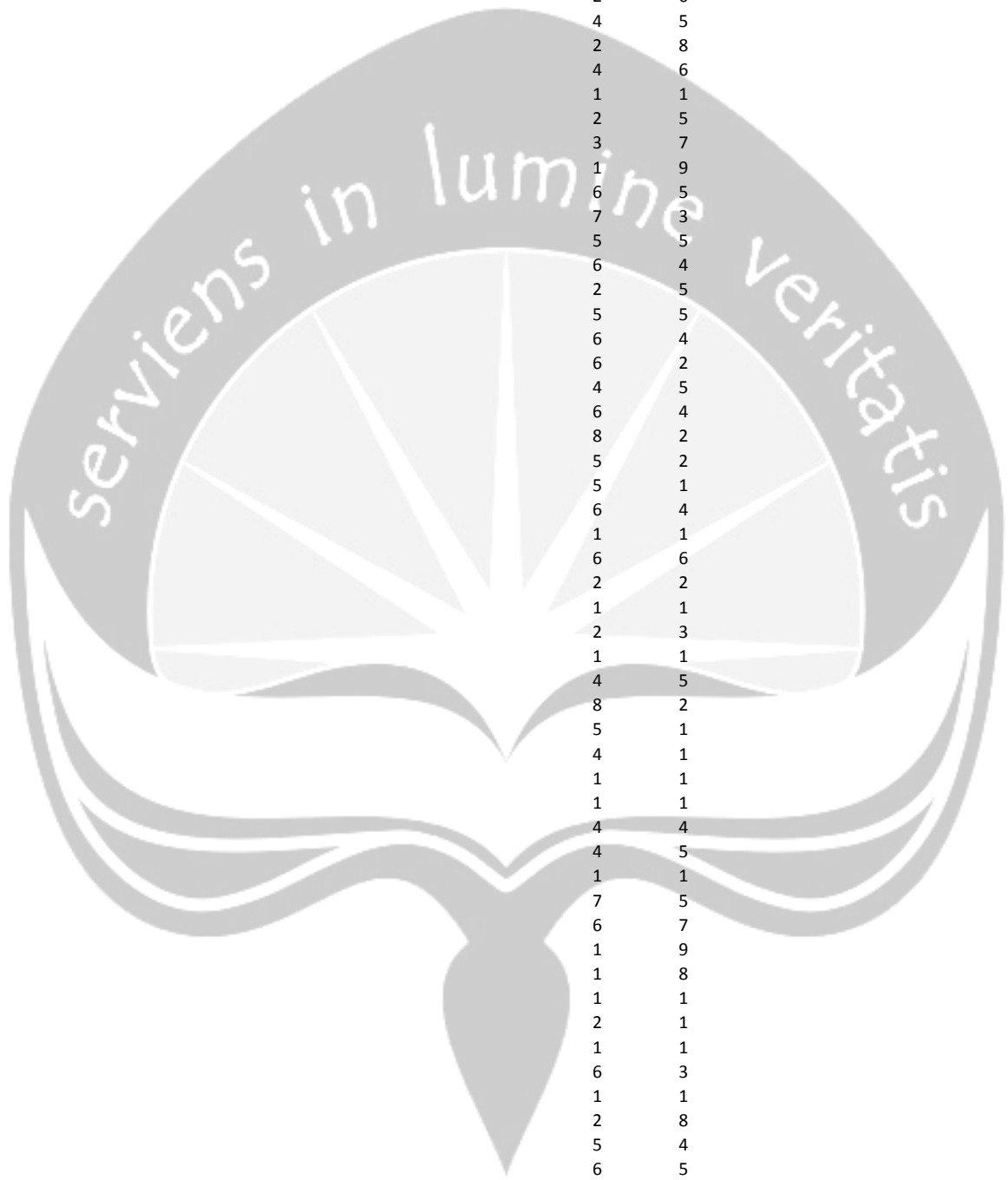
4	3	4	3.666667
7	7	5	6.333333
6	5	5	5.333333
6	6	7	6.333333
TOTAL RATA-RATA			5.435323



SENSITIVITAS HARGA

P1	P2
5	4
1	1
5	3
1	3
4	3
7	7
6	2
3	2
9	9
5	5
3	2
6	3
3	3
4	6
3	7
4	6
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3	4
5	6
4	3
8	4
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4	7
4	3
9	9
7	2
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7	6
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7	7
4	3
6	3
5	3
1	3
5	1
2	2
4	5
5	4
6	2
2	2
1	1
1	1
7	6
4	3
7	5
1	9
2	1





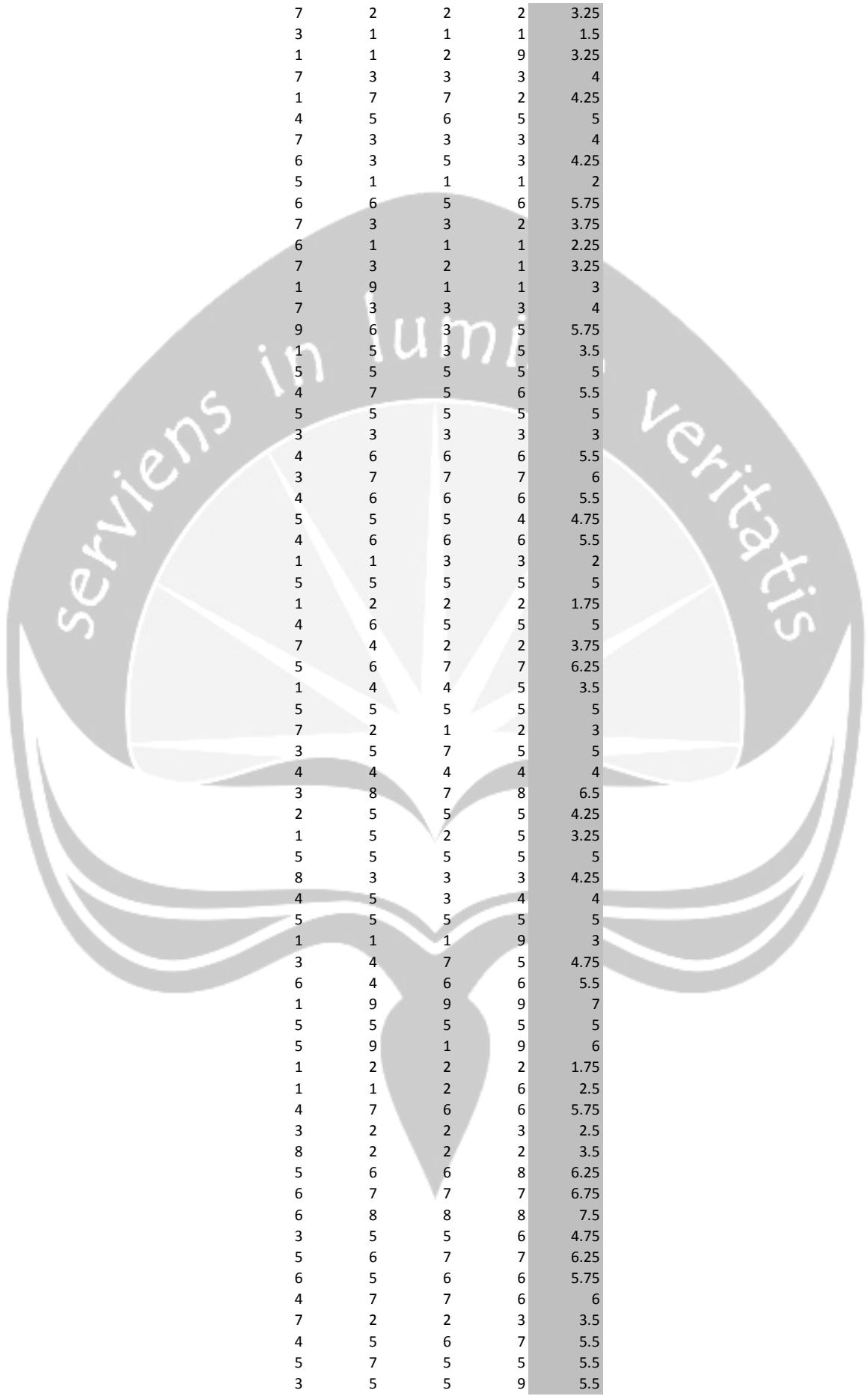
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5	5
3	8
5	1
2	6
4	5
2	8
4	6
1	1
2	5
3	7
1	9
6	5
7	3
5	5
6	4
2	5
5	5
6	4
6	2
4	5
6	4
8	2
5	2
5	1
6	4
1	1
6	6
2	2
1	1
2	3
1	1
4	5
8	2
5	1
4	1
1	1
1	1
4	4
4	5
1	1
7	5
6	7
1	9
1	8
1	1
2	1
1	1
6	3
1	1
2	8
5	4
6	5
7	6
3	7
5	4
5	5
8	3
3	7
6	4
1	1
1	1

3 1
4 3
5 2
4 6



NIAT PEMBELIAN

P1	P2	P3	P4	Rata-rata
3	9	1	4	4.25
1	9	1	1	3
3	5	5	6	4.75
5	2	2	2	2.75
4	5	8	5	5.5
5	7	3	2	4.25
3	5	9	5	5.5
2	3	9	8	5.5
5	9	1	1	4
9	4	5	5	5.75
3	9	1	2	3.75
1	8	6	6	5.25
4	1	6	9	5
9	3	3	3	4.5
6	9	4	4	5.75
6	4	4	3	4.25
6	6	3	5	5
7	7	5	1	5
3	3	3	3	3
3	5	9	4	5.25
3	6	8	7	6
4	7	1	4	4
1	8	8	8	6.25
5	5	5	6	5.25
4	5	5	7	5.25
2	1	7	1	2.75
2	8	3	6	4.75
1	9	9	1	5
1	7	7	7	5.5
2	5	3	4	3.5
1	1	9	5	4
3	6	3	3	3.75
7	6	9	7	7.25
5	8	6	6	6.25
6	3	5	4	4.5
7	9	7	1	6
1	2	1	5	2.25
3	8	7	8	6.5
1	1	1	9	3
3	5	5	5	4.5
2	5	5	4	4
4	5	6	5	5
4	5	3	5	4.25
3	8	7	8	6.5
8	6	9	8	7.75
5	3	6	6	5
9	3	9	9	7.5
3	9	9	4	6.25
2	2	7	9	5
4	5	9	9	6.75
5	5	5	5	5
3	8	7	8	6.5
3	3	2	1	2.25
5	4	4	1	3.5
5	5	5	5	5
3	7	7	7	6
1	5	1	1	2
9	9	9	1	7
9	1	1	1	3
1	8	1	1	2.75
3	5	4	5	4.25
5	5	6	7	5.75
3	3	3	3	3
9	9	1	9	7



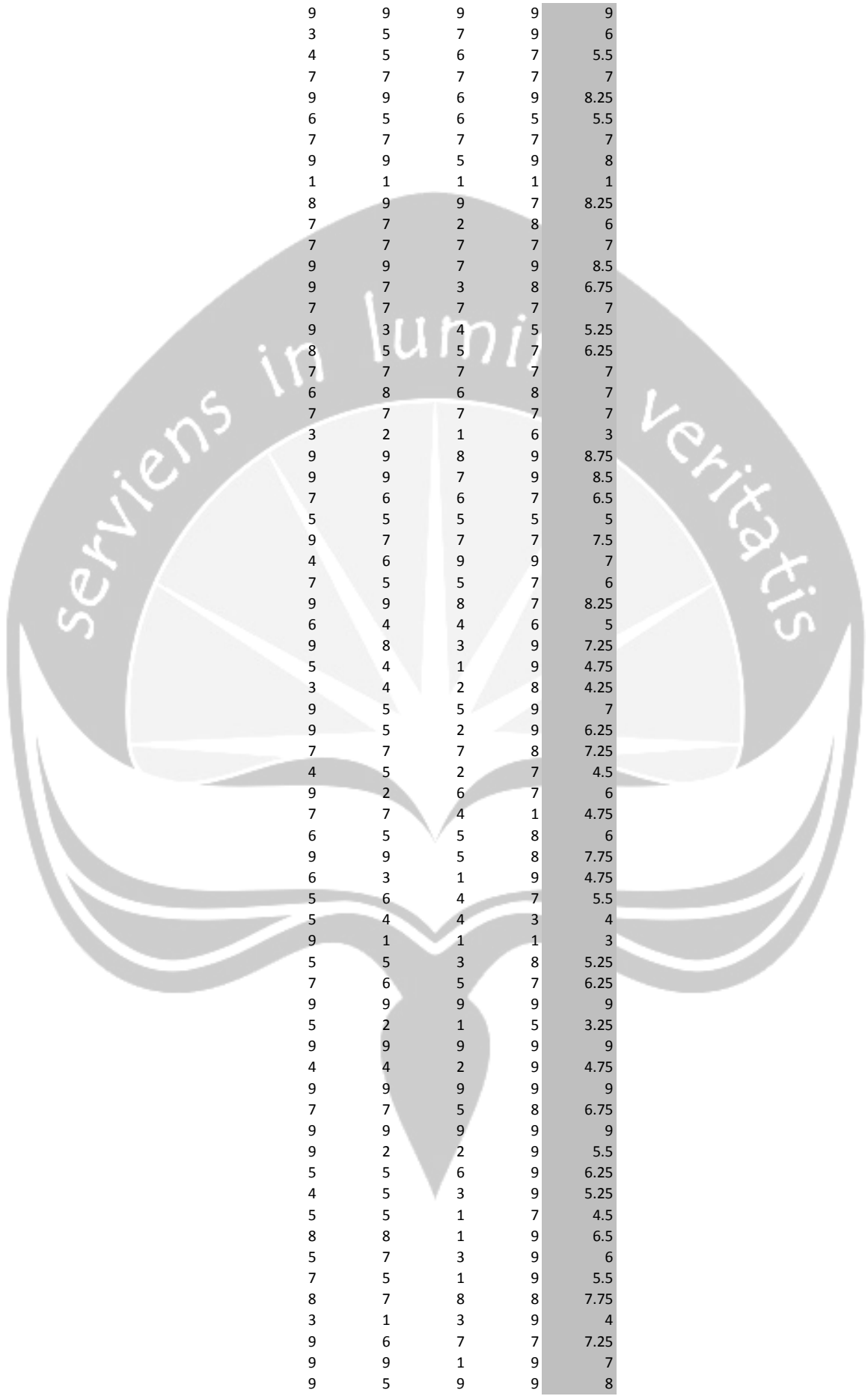
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1	7	7	2	4.25
4	5	6	5	5
7	3	3	3	4
6	3	5	3	4.25
5	1	1	1	2
6	6	5	6	5.75
7	3	3	2	3.75
6	1	1	1	2.25
7	3	2	1	3.25
1	9	1	1	3
7	3	3	3	4
9	6	3	5	5.75
1	5	3	5	3.5
5	5	5	5	5
4	7	5	6	5.5
5	5	5	5	5
3	3	3	3	3
4	6	6	6	5.5
3	7	7	7	6
4	6	6	6	5.5
5	5	5	4	4.75
4	6	6	6	5.5
1	1	3	3	2
5	5	5	5	5
1	2	2	2	1.75
4	6	5	5	5
7	4	2	2	3.75
5	6	7	7	6.25
1	4	4	5	3.5
5	5	5	5	5
7	2	1	2	3
3	5	7	5	5
4	4	4	4	4
3	8	7	8	6.5
2	5	5	5	4.25
1	5	2	5	3.25
5	5	5	5	5
8	3	3	3	4.25
4	5	3	4	4
5	5	5	5	5
1	1	1	9	3
3	4	7	5	4.75
6	4	6	6	5.5
1	9	9	9	7
5	5	5	5	5
5	9	1	9	6
1	2	2	2	1.75
1	1	2	6	2.5
4	7	6	6	5.75
3	2	2	3	2.5
8	2	2	2	3.5
5	6	6	8	6.25
6	7	7	7	6.75
6	8	8	8	7.5
3	5	5	6	4.75
5	6	7	7	6.25
6	5	6	6	5.75
4	7	7	6	6
7	2	2	3	3.5
4	5	6	7	5.5
5	7	5	5	5.5
3	5	5	9	5.5

7	3	4	1	3.75
3	4	7	7	5.25
2	2	2	2	2
5	5	5	5	5
TOTAL RATA-RATA				4.632463



KELUHAN PELANGGAN

P1	P2	P3	P4	Rata-rata
5	3	3	7	4.5
9	9	7	9	8.5
6	4	4	7	5.25
5	6	2	5	4.5
7	7	4	6	6
3	7	1	9	5
8	5	5	5	5.75
6	5	3	4	4.5
1	9	9	9	7
5	5	5	7	5.5
8	8	9	9	8.5
8	8	6	9	7.75
4	4	6	7	5.25
4	4	1	9	4.5
6	5	2	2	3.75
5	3	3	5	4
9	7	6	9	7.75
5	6	3	6	5
5	7	4	7	5.75
5	5	6	7	5.75
7	6	8	6	6.75
1	1	7	9	4.5
8	9	1	9	6.75
8	5	5	6	6
8	6	5	5	6
7	8	1	2	4.5
7	7	7	7	7
8	7	5	7	6.75
8	7	7	8	7.5
8	9	8	8	8.25
5	6	1	9	5.25
3	5	3	3	3.5
7	7	5	6	6.25
6	6	6	6	6
5	4	3	5	4.25
4	6	2	8	5
9	9	1	7	6.5
7	7	7	7	7
7	7	8	9	7.75
9	9	7	7	8
7	6	6	6	6.25
6	3	6	4	4.75
5	6	5	6	5.5
3	4	1	9	4.25
4	7	1	8	5
9	9	7	7	8
7	7	3	7	6
7	7	4	4	5.5
6	5	7	6	6
6	6	2	7	5.25
8	8	5	8	7.25
9	9	6	6	7.5
5	5	5	5	5
5	5	4	5	4.75
5	5	5	7	5.5
7	8	4	7	6.5
5	1	1	1	2
9	7	3	9	7
9	9	9	9	9
9	9	7	9	8.5
6	7	6	6	6.25
5	5	6	6	5.5
5	5	5	5	5
9	1	1	9	5



9	9	9	9	9
3	5	7	9	6
4	5	6	7	5.5
7	7	7	7	7
9	9	6	9	8.25
6	5	6	5	5.5
7	7	7	7	7
9	9	5	9	8
1	1	1	1	1
8	9	9	7	8.25
7	7	2	8	6
7	7	7	7	7
9	9	7	9	8.5
9	7	3	8	6.75
7	7	7	7	7
9	3	4	5	5.25
8	5	5	7	6.25
7	7	7	7	7
6	8	6	8	7
7	7	7	7	7
3	2	1	6	3
9	9	8	9	8.75
9	9	7	9	8.5
7	6	6	7	6.5
5	5	5	5	5
9	7	7	7	7.5
4	6	9	9	7
7	5	5	7	6
9	9	8	7	8.25
6	4	4	6	5
9	8	3	9	7.25
5	4	1	9	4.75
3	4	2	8	4.25
9	5	5	9	7
9	5	2	9	6.25
7	7	7	8	7.25
4	5	2	7	4.5
9	2	6	7	6
7	7	4	1	4.75
6	5	5	8	6
9	9	5	8	7.75
6	3	1	9	4.75
5	6	4	7	5.5
5	4	4	3	4
9	1	1	1	3
5	5	3	8	5.25
7	6	5	7	6.25
9	9	9	9	9
5	2	1	5	3.25
9	9	9	9	9
4	4	2	9	4.75
9	9	9	9	9
7	7	5	8	6.75
9	9	9	9	9
9	2	2	9	5.5
5	5	6	9	6.25
4	5	3	9	5.25
5	5	1	7	4.5
8	8	1	9	6.5
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7	5	1	9	5.5
8	7	8	8	7.75
3	1	3	9	4
9	6	7	7	7.25
9	9	1	9	7
9	5	9	9	8

9	9	7	8	8.25
7	8	4	7	6.5
8	8	1	8	6.25
9	9	8	6	8

TOTAL RATA-RATA 6.162313

