BAB V

KESIMPULAN DAN SARAN

5.1. Kesimpulan

Berdasarkan hasil analisis data yang telah dibahas pada bab empat didepan maka pada bab lima ini penulis membuat suatu kesimpulan hasil penelitian sebagai berikut:

1. *Brand trust* memediasi sebagian hubungan kausal kepuasan atas kualitas pelayanan (dimensi-dimensinya) dengan kesediaan untuk melakukan WOM..

    a. Kepuasan atas kualitas pelayanan (dimensi *empathy*) berpengaruh signifikan terhadap WOM.

    b. Pengaruh kepuasan atas kualitas pelayanan (pada dimensi *empathy* dan dimensi *responsiveness*) berpengaruh signifikan terhadap kesediaan pengguna jasa untuk memiliki *brand trust.*

    c. *Brand trust* berpengaruh signifikan terhadap kesediaan untuk melakukan WOM.

    d. Kepuasan atas kualitas pelayanan (dimensi-dimensinya) dan *brand trust* berpengaruh signifikan terhadap kesediaan untuk melakukan WOM.

2. *Brand trust* memoderasi sebagian hubungan kausal kepuasan atas kualitas pelayanan (dimensi-dimensinya) dengan kesediaan untuk melakukan WOM.

3. Karakteristik responden tertentu memoderasi hubungan kausal anatara kepuasan atas kualitas pelayanan (dimensi-dimensinya), *brand trust* dan WOM.

    a. Jenis kelamin dan penghasilan memoderasi hubungan kausal kepuasan atas kualitas pelayanan (dimensi-dimensinya) dengan kesediaan penerima layanan untuk melakukan komunikasi WOM.

    b. Penghasilan, jarak tempat kerja dengan My Little World, penilaian responden terhadap My Little World, dan preschool yang baik yang diketahui responden memoderasi hubungan kausal kepuasan atas kualitas pelayanan (dimensi-dimensinya) dengan *brand trust*.

    c. Jarak tempat tinggal dan jarak tempat kerja memoderasi hubungan *brand trust* dan kesediaan penerima layanan untuk melakukan komunikasi WOM.

    d. Jarak tempat kerja memoderasi hubungan kausal kepuasan atas kualitas pelayanan (dimensi-dimensinya), brand trust, dengan kesediaan penerima layanan melakukan komunikasi WOM.

4. Perbedaan penilaian terhadap kepuasan atas kualitas pelayanan (dimensi-dimensinya), *brand trust*, dan kesediaan melakukan komunikasi WOM

berdasarkan pada jarak tempat tinggal dan jarak tempat kerja dengan My Little World.

Fokus sasaran untuk meningkatkan kemampuan dalam memberikan layanan cepat terhadap anak, daya tanggap dalam membantu anak dalam menghadapi kesulitan dan kemampuan untuk menindaklanjuti keluhan anak, lalu sikap sopan-santun, kesabaran, dan memberikan pelayanan tanpa memandang status sosial bagi semua anak adalah yang memiliki karakteristik responden perempuan, dengan penghasilan Rp. 3.000.000 - Rp. 3.500.000, dengan jarak tempat tinggal ke My Little World sejauh 4 - 5 km, jarak tempat kerja ke My Little World sejauh 4 - 5 km, yang menilai My Little World sebagai *preschool* yang bagus, dan menyebutkan My Little World sebagai *preschool* yang baik yang mereka ketahui.

5.2. Saran

1. Bagi pihak My Little World :
    a. Mengadakan pelatihan untuk melatih karyawan agar dapat memberikan pelayanan yang sigap dan cepat terhadap anak serta dapat menindaklanjuti keluhan anak.
    b. Mengadakan pelaporan kegiatan anak secara berkala kepada orang tua dalam bentuk buku *report* perkembangan anak.
    c. Tetap menjaga sikap sopan-santun, kesabaran, dan memberikan pelayanan tanpa memandang status sosial bagi semua anak.

2. Bagi penelitian selanjutnya :

Peneliti menyarankan agar penelitian selanjutnya mencoba meneliti obyek *preschool* selain My Little World di Yogyakarta untuk mengetahui tingkat brand trust dan perannya dalam menciptakan komunikasi WOM, sehingga dapat diperoleh gambaran tentang *preschool* di Yogyakarta.

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LAMPIRAN 1

KUESIONER

No. Responden : ……

Kuesioner

Kepada Yth,

Bapak/Ibu Orang Tua Murid My Little World

Di tempat

Dengan Hormat,

Dalam rangka penelitian yang nantinya saya susun berbentuk skripsi, maka dengan ini saya memohon kesediaan Bapak/Ibu untuk meluangkan waktu guna mengisi kuesioner terlampir.

Tujuan penelitian ini semata-mata untuk kepentingan ilmiah, yakni dalam rangka penulisan skripsi guna memenuhi salah satu persyaratan untuk mencapai gelar Sarjana Ekonomi Universitas Atma Jaya Yogyakarta.

Oleh karena itu, saya sangat mengharapkan Bapak/Ibu berkenan memberikan jawaban yang sebenarnya.

Atas kesediaan dan waktu yang Bapak/Ibu berikan saya ucapkan terimakasih.

Hormat Saya,

Yosaphat Osa Sumanohara

Petunjuk : Pertanyaan-pertanyaan di bawah ini berhubungan dengan pendapat atau penilaian Bapak/Ibu mengenai kualitas pelayanan yang diberikan My Little World Yogyakarta.
Berilah tanda silang (×) pada kotak-kotak angka, dengan ketentuan :

1 = tidak puas
2 = kurang puas
3 = cukup puas
4 = puas
5 = sangat puas

TANGIBLES						
	Seberapa puaskah Anda dengan	1	2	3	4	5
1	Arena bermain yang tersedia di My Little World					
2	Kenyamanan dan kebersihan fasilitas fisik di My Little World, seperti ruang kelas dan kamar mandi.					
3	Ketersediaan fasilitas fisik pendukung, seperti halaman di My Little World					
4	Lokasi My Little World					
5	Kerapian penampilan staff / pegawai My Little World					
RELIABILITY						
6	Kesesuaian pelaksanaan pelayanan My Little World dengan program yang direncanakan sebelumnya					
7	Biaya atas jasa My Little World yang dikenakan kepada Anda					
8	Jam kerja My Little World					
9	Kemampuan staff / pegawai My Little World dalam menangani masalah anak-anak					

Seberapa puaskah Anda dengan		1	2	3	4	5
10	Kemampuan penanganan masalah administrasi My Little World					
RESPONSIVENESS						
11	Kemampuan staff / pegawai My Little World dalam memberikan layanan yang cepat terhadap anak					
12	Daya tanggap atau ketanggapan staff / pegawai My Little World dalam membantu anak-anak yang menghadapi kesulitan					
13	Kemampuan My Little World dalam menindaklanjuti keluhan anak					
ASSURANCE						
14	Jaminan rasa aman selama menitipkan anak di My Little World					
15	Jaminan bahwa anak Anda tidak akan mengalami pelecehan selama berada di My Little World					
16	Kemampuan atau keterampilan dan pengetahuan staff / pegawai My Little World dalam merawat anak					
EMPATHY						
17	Sikap sopan-santun staff / pegawai My Little World dalam melayani anak-anak					
18	Kesabaran staff / pegawai My Little World dalam menangani anak-anak					
19	Staff / pegawai My Little World dalam memberikan pelayanan bagi semua anak tanpa memandang status sosialnya					

Pilihlah jawaban yang paling tepat berdasarkan pengalaman Bapak/Ibu, dengan memberi tanda silang (×) pada alternatif jawaban yang terpilih

Keterangan:

- SS : Sangat Setuju
- S : Setuju
- RR : Ragu-Ragu/cenderung setuju
- TS : Tidak Setuju
- STS : Sangat Tidak Setuju

No	Pernyataan	SS	S	RR	TS	STS
BRAND TRUST						
1.	Saya percaya bahwa My Little World merupakan pra sekolah yang baik					
2.	Saya percaya bahwa My Little World memberikan perhatian yang baik kepada pengguna jasanya					
3.	Saya percaya pada kemampuan pelayanan My Little World					
WORD OF MOUTH						
4.	Saya akan mengatakan kepada orang lain hal-hal positif mengenai My Little World					
5.	Saya akan merekomendasikan My Little World kepada siapapun yang meminta pendapat, saran atau nasehat saya					
6.	Saya akan meyakinkan teman-teman dan keluarga saya agar menggunakan jasa My Little World					
7.	Ketika orang membicarakan topik tentang Day Care, saya akan merekomendasikan My Little World					

Data Responden :

1. Jenis Kelamin : L / P
2. Tingkat Pendidikan : …….
3. Pekerjaan : …….
4. Penghasilan /bulan : Rp …….
5. Jarak antara tempat-tinggal dengan My Little World : ……. km
6. Jarak antara tempat kerja dengan My Little World : …….. km
7. Jumlah anak Anda yang sedang dan pernah pre-school di My Little World : … orang
8. Sejak kapan Anda mengenal My Little World ? : ……. tahun yang lalu
9. Sumber informasi sehingga Anda mengenal My Little World adalah : …….
10. Pembiayaan di pre-school My Little World termasuk
    a. sangat murah
    b. murah
    c. wajar
    d. mahal
    e. sangat mahal
11. Secara keseluruhan, My Little World termasuk pre-school yang
    a. sangat bagus
    b. bagus
    c. biasa-biasa saja
    d. buruk
    e. sangat buruk
12. Pre-school yang baik yang Anda ketahui adalah : …….

LAMPIRAN 2

DATA RESPONDEN

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	4	2	3	2	2	7	2	6	2	7	3	1
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LAMPIRAN 3

RELIABILITY

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded[a]	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.615	5

Item Statistics

	Mean	Std. Deviation	N
t1	3.79	.755	110
t2	3.94	.610	110
t3	3.88	.631	110
t4	3.97	.735	110
t5	3.84	.583	110

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
t1	15.63	2.786	.403	.543
t2	15.48	3.151	.393	.551
t3	15.54	2.985	.454	.519
t4	15.45	3.185	.247	.630
t5	15.58	3.236	.380	.558

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.42	4.374	2.091	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded[a]	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.781	5

Item Statistics

	Mean	Std. Deviation	N
r1	3.85	.680	110
r2	3.65	.642	110
r3	3.82	.453	110
r4	3.99	.583	110
r5	3.89	.580	110

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
r1	15.35	2.910	.562	.741
r2	15.55	3.186	.470	.771
r3	15.38	3.431	.619	.731
r4	15.21	3.158	.569	.736
r5	15.31	3.096	.608	.723

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.20	4.675	2.162	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded[a]	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.732	3

Item Statistics

	Mean	Std. Deviation	N
rp1	3.85	.572	110
rp2	3.85	.618	110
rp3	3.75	.706	110

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
rp1	7.61	1.341	.523	.686
rp2	7.61	1.213	.562	.638
rp3	7.71	1.016	.595	.602

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.46	2.361	1.537	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded[a]	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.753	3

Item Statistics

	Mean	Std. Deviation	N
a1	4.01	.670	110
a2	4.08	.577	110
a3	3.80	.675	110

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
a1	7.88	1.224	.546	.713
a2	7.81	1.293	.653	.601
a3	8.09	1.203	.558	.699

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.89	2.483	1.576	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded[a]	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.755	3

Item Statistics

	Mean	Std. Deviation	N
e1	3.86	.628	110
e2	3.93	.687	110
e3	3.85	.744	110

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
e1	7.77	1.608	.537	.725
e2	7.71	1.364	.637	.610
e3	7.79	1.305	.588	.673

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.64	2.857	1.690	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded[a]	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.800	3

Item Statistics

	Mean	Std. Deviation	N
bt1	3.86	.748	110
bt2	4.05	.588	110
bt3	3.98	.649	110

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
bt1	8.04	1.210	.653	.731
bt2	7.85	1.545	.652	.730
bt3	7.92	1.415	.651	.721

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.90	2.843	1.686	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded[a]	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.801	4

Item Statistics

	Mean	Std. Deviation	N
wm1	3.92	.731	110
wm2	3.80	.799	110
wm3	3.79	.679	110
wm4	3.96	.574	110

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
wm1	11.55	2.965	.561	.778
wm2	11.67	2.644	.627	.749
wm3	11.68	2.751	.755	.681
wm4	11.51	3.427	.545	.785

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.47	4.912	2.216	4

LAMPIRAN 4

VALIDITY FACTOR

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.674
Bartlett's Test of Sphericity	Approx. Chi-Square	61.588
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
t1	1.000	.487
t2	1.000	.410
t3	1.000	.515
t4	1.000	.213
t5	1.000	.392

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.017	40.342	40.342	2.017	40.342	40.342
2	.978	19.559	59.901			
3	.814	16.271	76.172			
4	.669	13.380	89.552			
5	.522	10.448	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
t1	.698
t2	.640
t3	.717
t4	.462
t5	.626

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.803
Bartlett's Test of Sphericity	Approx. Chi-Square	144.562
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
r1	1.000	.545
r2	1.000	.431
r3	1.000	.601
r4	1.000	.556
r5	1.000	.596

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.729	54.582	54.582	2.729	54.582	54.582
2	.767	15.336	69.917			
3	.585	11.705	81.623			
4	.491	9.810	91.433			
5	.428	8.567	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
r1	.738
r2	.656
r3	.775
r4	.746
r5	.772

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.678
Bartlett's Test of Sphericity	Approx. Chi-Square	69.137
	df	3
	Sig.	.000

Communalities

	Initial	Extraction
rp1	1.000	.609
rp2	1.000	.655
rp3	1.000	.695

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.959	65.315	65.315	1.959	65.315	65.315
2	.575	19.156	84.471			
3	.466	15.529	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
rp1	.781
rp2	.809
rp3	.834

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.675
Bartlett's Test of Sphericity	Approx. Chi-Square	81.616
	df	3
	Sig.	.000

Communalities

	Initial	Extraction
a1	1.000	.632
a2	1.000	.744
a3	1.000	.649

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.025	67.514	67.514	2.025	67.514	67.514
2	.570	19.016	86.530			
3	.404	13.470	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
a1	.795
a2	.863
a3	.806

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.681
Bartlett's Test of Sphericity	Approx. Chi-Square	79.521
	df	3
	Sig.	.000

Communalities

	Initial	Extraction
e1	1.000	.617
e2	1.000	.727
e3	1.000	.674

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.018	67.262	67.262	2.018	67.262	67.262
2	.563	18.768	86.031			
3	.419	13.969	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
e1	.785
e2	.852
e3	.821

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.714
Bartlett's Test of Sphericity	Approx. Chi-Square	103.460
	df	3
	Sig.	.000

Communalities

	Initial	Extraction
bt1	1.000	.721
bt2	1.000	.720
bt3	1.000	.720

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.160	72.009	72.009	2.160	72.009	72.009
2	.421	14.021	86.030			
3	.419	13.970	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
bt1	.849
bt2	.848
bt3	.848

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.716
Bartlett's Test of Sphericity	Approx. Chi-Square	154.519
	df	6
	Sig.	.000

Communalities

	Initial	Extraction
wm1	1.000	.550
wm2	1.000	.636
wm3	1.000	.794
wm4	1.000	.557

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.536	63.409	63.409	2.536	63.409	63.409
2	.715	17.879	81.288			
3	.476	11.889	93.177			
4	.273	6.823	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
wm1	.741
wm2	.797
wm3	.891
wm4	.746

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

LAMPIRAN 5

PRESENTASE

PRESENTASE

Frequencies

Statistics

kelamin

N	Valid	110
	Missing	0
Std. Deviation		.402
Minimum		1
Maximum		2
Sum		198

kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki-laki	22	20.0	20.0	20.0
	perempuan	88	80.0	80.0	100.0
	Total	110	100.0	100.0	

Frequencies

Statistics

pendidikan

N	Valid	110
	Missing	0
Std. Deviation		.747
Minimum		1
Maximum		5
Sum		302

pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sma	9	8.2	8.2	8.2
	Diploma	19	17.3	17.3	25.5
	S1	75	68.2	68.2	93.6
	S2	5	4.5	4.5	98.2
	S3	2	1.8	1.8	100.0
	Total	110	100.0	100.0	

Frequencies

Statistics

kerja

N	Valid	110
	Missing	0
Std. Deviation		1.002
Minimum		1
Maximum		4
Sum		260

kerja

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	pns,dosen,guru,dll.....	20	18.2	18.2	18.2
	swasta	52	47.3	47.3	65.5
	ibu rumah tangga	16	14.5	14.5	80.0
	wiraswasta	22	20.0	20.0	100.0
	Total	110	100.0	100.0	

Frequencies

Statistics

gaji

N	Valid	110
	Missing	0
Std. Deviation		.979
Minimum		1
Maximum		4
Sum		293

gaji

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	800rb-1,5jt	15	13.6	13.6	13.6
	2-2,5jt	32	29.1	29.1	42.7
	3-3,5jt	38	34.5	34.5	77.3
	4jt-ke atas	25	22.7	22.7	100.0
	Total	110	100.0	100.0	

Frequencies

Statistics

rmh_MLW

N	Valid	110
	Missing	0
Std. Deviation		1.064
Minimum		1
Maximum		4
Sum		272

rmh_MLW

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0,5-3km	25	22.7	22.7	22.7
	4-5km	31	28.2	28.2	50.9
	6-7km	31	28.2	28.2	79.1
	8km ke atas	23	20.9	20.9	100.0
	Total	110	100.0	100.0	

Frequencies

Statistics

MLW_t4kerja

N	Valid	110
	Missing	0
Std. Deviation		.980
Minimum		1
Maximum		4
Sum		285

MLW_t4kerja

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0,5-2km	19	17.3	17.3	17.3
	2,5-3km	27	24.5	24.5	41.8
	4-5km	44	40.0	40.0	81.8
	8km ke atas	20	18.2	18.2	100.0
	Total	110	100.0	100.0	

Frequencies

Statistics

jmlhank

N	Valid	110
	Missing	0
Std. Deviation		.410
Minimum		1
Maximum		3
Sum		130

jmlhank

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	91	82.7	82.7	82.7
	2	18	16.4	16.4	99.1
	3	1	.9	.9	100.0
	Total	110	100.0	100.0	

Frequencies

Statistics

lama_mengenal

N	Valid	110
	Missing	0
Std. Deviation		.947
Minimum		1
Maximum		4
Sum		289

lama_mengenal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0,5-1,5thn	11	10.0	10.0	10.0
	2thn	44	40.0	40.0	50.0
	3thn	30	27.3	27.3	77.3
	4thn ke atas	25	22.7	22.7	100.0
	Total	110	100.0	100.0	

Frequencies

Statistics

info_MLW

N	Valid	110
	Missing	0
Std. Deviation		.791
Minimum		1
Maximum		3
Sum		177

info_MLW

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	teman	64	58.2	58.2	58.2
	media(koran,spanduk,brosur)	25	22.7	22.7	80.9
	lain-lain(kakak,istri,saudara,tetangga,dokterprobadi)	21	19.1	19.1	100.0
	Total	110	100.0	100.0	

Frequencies

Statistics

biaya

N	Valid	110
	Missing	0
Std. Deviation		.434
Minimum		2
Maximum		4
Sum		337

biaya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	mahal	7	6.4	6.4	6.4
	wajar	89	80.9	80.9	87.3
	murah	14	12.7	12.7	100.0
	Total	110	100.0	100.0	

Frequencies

Statistics

preschoolyang

N	Valid	110
	Missing	0
Std. Deviation		.515
Minimum		3
Maximum		5
Sum		437

preschoolyang

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	biasa-biasa saja	16	14.5	14.5	14.5
	bagus	81	73.6	73.6	88.2
	sangat bagus	13	11.8	11.8	100.0
	Total	110	100.0	100.0	

Frequencies

Statistics

preschool2

N	Valid	110
	Missing	0
Std. Deviation		.685
Minimum		1
Maximum		3
Sum		159

preschool2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MLW	73	66.4	66.4	66.4
	(olifant,ceria,komimo,bambini)	25	22.7	22.7	89.1
	dan lain-lain...(mataair,budiutama,biangla la,happholykids,tumbletooth)	12	10.9	10.9	100.0
	Total	110	100.0	100.0	

LAMPIRAN 6

ANALISIS CHI SQUARE

Chi Square

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
kelamin * pendidikan	110	100.0%	0	.0%	110	100.0%

kelamin * pendidikan Crosstabulation

Count

		pendidikan					
		sma	Diploma	S1	S2	S3	Total
kelamin	laki-laki	3	1	15	1	2	22
	perempuan	6	18	60	4	0	88
Total		9	19	75	5	2	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.579[a]	4	.021
Likelihood Ratio	10.732	4	.030
Linear-by-Linear Association	1.319	1	.251
N of Valid Cases	110		

a. 6 cells (60,0%) have expected count less than 5. The minimum expected count is ,40.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pendidikan * kerja	110	100.0%	0	.0%	110	100.0%

pendidikan * kerja Crosstabulation

Count

		kerja				Total
		pns,dosen,guru,dll.	swasta	ibu rumah tangga	wiraswasta	
pendidikan	sma	2	3	2	2	9
	Diploma	2	7	7	3	19
	S1	9	42	7	17	75
	S2	5	0	0	0	5
	S3	2	0	0	0	2
Total		20	52	16	22	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.502[a]	12	.000
Likelihood Ratio	35.402	12	.000
Linear-by-Linear Association	5.194	1	.023
N of Valid Cases	110		

a. 15 cells (75,0%) have expected count less than 5. The minimum expected count is ,29.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
kerja * gaji	110	100.0%	0	.0%	110	100.0%

kerja * gaji Crosstabulation

Count

		gaji				
		800rb-1,5jt	2-2,5jt	3-3,5jt	4jt-ke atas	Total
kerja	pns,dosen,guru,dll.....	2	4	5	9	20
	swasta	6	17	17	12	52
	ibu rumah tangga	6	5	5	0	16
	wiraswasta	1	6	11	4	22
Total		15	32	38	25	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.583[a]	9	.021
Likelihood Ratio	20.509	9	.015
Linear-by-Linear Association	1.499	1	.221
N of Valid Cases	110		

a. 6 cells (37,5%) have expected count less than 5. The minimum expected count is 2,18.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pendidikan * gaji	110	100.0%	0	.0%	110	100.0%

pendidikan * gaji Crosstabulation

Count

		gaji				Total
		800rb-1,5jt	2-2,5jt	3-3,5jt	4jt-ke atas	
pendidikan	sma	3	5	1	0	9
	Diploma	7	4	4	4	19
	S1	5	23	33	14	75
	S2	0	0	0	5	5
	S3	0	0	0	2	2
Total		15	32	38	25	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.174[a]	12	.000
Likelihood Ratio	42.785	12	.000
Linear-by-Linear Association	21.683	1	.000
N of Valid Cases	110		

a. 14 cells (70,0%) have expected count less than 5. The minimum expected count is ,27.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pendidikan * jmlhank	110	100.0%	0	.0%	110	100.0%

pendidikan * jmlhank Crosstabulation

Count

		jmlhank			Total
		1	2	3	
pendidikan	sma	9	0	0	9
	Diploma	16	3	0	19
	S1	62	13	0	75
	S2	4	1	0	5
	S3	0	1	1	2
Total		91	18	1	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	58.932[a]	8	.000
Likelihood Ratio	15.555	8	.049
Linear-by-Linear Association	8.059	1	.005
N of Valid Cases	110		

a. 11 cells (73,3%) have expected count less than 5. The minimum expected count is ,02.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
kerja * preschool2	110	100.0%	0	.0%	110	100.0%

kerja * preschool2 Crosstabulation

Count

		preschool2			
		MLW	(olifant,ceria,komimo,bambini)	dan lain-lain...(mataair,budiutama,bianglala,happholykids,tumbletooth)	Total
kerja	pns,dosen,guru,dll.....	8	9	3	20
	swasta	41	7	4	52
	ibu rumah tangga	14	2	0	16
	wiraswasta	10	7	5	22
Total		73	25	12	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.070[a]	6	.004
Likelihood Ratio	19.944	6	.003
Linear-by-Linear Association	.197	1	.657
N of Valid Cases	110		

a. 5 cells (41,7%) have expected count less than 5. The minimum expected count is 1,75.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
rmh_MLW * MLW_t4kerja	110	100.0%	0	.0%	110	100.0%

rmh_MLW * MLW_t4kerja Crosstabulation

Count

		MLW_t4kerja				Total
		0,5-2km	2,5-3km	4-5km	8km ke atas	
rmh_MLW	0,5-3km	8	6	9	2	25
	4-5km	4	4	17	6	31
	6-7km	4	12	13	2	31
	8km ke atas	3	5	5	10	23
Total		19	27	44	20	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.028[a]	9	.004
Likelihood Ratio	22.540	9	.007
Linear-by-Linear Association	3.821	1	.051
N of Valid Cases	110		

a. 4 cells (25,0%) have expected count less than 5. The minimum expected count is 3,97.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
rmh_MLW * jmlhank	110	100.0%	0	.0%	110	100.0%

rmh_MLW * jmlhank Crosstabulation

Count

		jmlhank			Total
		1	2	3	
rmh_MLW	0,5-3km	25	0	0	25
	4-5km	29	2	0	31
	6-7km	21	9	1	31
	8km ke atas	16	7	0	23
Total		91	18	1	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.988[a]	6	.009
Likelihood Ratio	20.490	6	.002
Linear-by-Linear Association	11.622	1	.001
N of Valid Cases	110		

a. 6 cells (50,0%) have expected count less than 5. The minimum expected count is ,21.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
rmh_MLW * lama_mengenal	110	100.0%	0	.0%	110	100.0%

rmh_MLW * lama_mengenal Crosstabulation

Count

		lama_mengenal				Total
		0,5-1,5thn	2thn	3thn	4thn ke atas	
rmh_MLW	0,5-3km	5	13	6	1	25
	4-5km	4	16	8	3	31
	6-7km	1	5	9	16	31
	8km ke atas	1	10	7	5	23
Total		11	44	30	25	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.163[a]	9	.001
Likelihood Ratio	30.053	9	.000
Linear-by-Linear Association	11.963	1	.001
N of Valid Cases	110		

a. 4 cells (25,0%) have expected count less than 5. The minimum expected count is 2,30.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
rmh_MLW * preschool2	110	100.0%	0	.0%	110	100.0%

rmh_MLW * preschool2 Crosstabulation

Count

		preschool2			
		MLW	(olifant,ceria,komimo,bambini)	dan lain-lain...(mataair,budiutama,bianglala,happholykids,tumbletooth)	Total
rmh_MLW	0,5-3km	21	3	1	25
	4-5km	23	8	0	31
	6-7km	16	8	7	31
	8km ke atas	13	6	4	23
Total		73	25	12	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.682[a]	6	.033
Likelihood Ratio	16.608	6	.011
Linear-by-Linear Association	8.229	1	.004
N of Valid Cases	110		

a. 4 cells (33,3%) have expected count less than 5. The minimum expected count is 2,51.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
MLW_t4kerja * preschool2	110	100.0%	0	.0%	110	100.0%

MLW_t4kerja * preschool2 Crosstabulation

Count

		preschool2			
		MLW	(olifant,ceria,komimo,bambini)	dan lain-lain...(mataair,budiutama,bianglala,happholykids,tumbletooth)	Total
MLW_t4kerja	0,5-2km	14	3	2	19
	2,5-3km	10	11	6	27
	4-5km	36	7	1	44
	8km ke atas	13	4	3	20
Total		73	25	12	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.950[a]	6	.009
Likelihood Ratio	17.606	6	.007
Linear-by-Linear Association	.985	1	.321
N of Valid Cases	110		

a. 6 cells (50,0%) have expected count less than 5. The minimum expected count is 2,07.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
jmlhank * lama_mengenal	110	100.0%	0	.0%	110	100.0%

jmlhank * lama_mengenal Crosstabulation

Count

		lama_mengenal				Total
		0,5-1,5thn	2thn	3thn	4thn ke atas	
jmlhank	1	11	40	27	13	91
	2	0	4	3	11	18
	3	0	0	0	1	1
Total		11	44	30	25	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.831[a]	6	.001
Likelihood Ratio	21.262	6	.002
Linear-by-Linear Association	16.446	1	.000
N of Valid Cases	110		

a. 7 cells (58,3%) have expected count less than 5. The minimum expected count is ,10.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
jmlhank * preschool2	110	100.0%	0	.0%	110	100.0%

jmlhank * preschool2 Crosstabulation

Count

		preschool2			
		MLW	(olifant,ceria,komimo,bambini)	dan lain-lain...(mataair,budiutama,bianglala,happholykids,tumbletooth)	Total
jmlhank	1	64	18	9	91
	2	9	7	2	18
	3	0	0	1	1
Total		73	25	12	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.612[a]	4	.020
Likelihood Ratio	7.593	4	.108
Linear-by-Linear Association	4.303	1	.038
N of Valid Cases	110		

a. 5 cells (55,6%) have expected count less than 5. The minimum expected count is ,11.

LAMPIRAN 7

REGRESI

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	x5	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	x3	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: m

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.595[a]	.355	.349	.45362
2	.628[b]	.394	.382	.44169

a. Predictors: (Constant), x5

b. Predictors: (Constant), x5, x3

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.210	1	12.210	59.336	.000[a]
	Residual	22.224	108	.206		
	Total	34.433	109			
2	Regression	13.559	2	6.779	34.751	.000[b]
	Residual	20.874	107	.195		
	Total	34.433	109			

a. Predictors: (Constant), x5

b. Predictors: (Constant), x5, x3

c. Dependent Variable: m

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.663	.302		5.502	.000
	x5	.594	.077	.595	7.703	.000
2	(Constant)	1.173	.348		3.368	.001
	x5	.464	.090	.465	5.165	.000
	x3	.260	.099	.237	2.630	.010

a. Dependent Variable: m

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	x1	.108[a]	1.389	.168	.133	.981
	x2	.138[a]	1.743	.084	.166	.938
	x3	.237[a]	2.630	.010	.246	.698
	x4	.024[a]	.226	.822	.022	.555
2	x1	.058[b]	.731	.467	.071	.908
	x2	.062[b]	.725	.470	.070	.769
	x4	-.033[b]	-.314	.754	-.031	.532

a. Predictors in the Model: (Constant), x5

b. Predictors in the Model: (Constant), x5, x3

c. Dependent Variable: m

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	m	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	x5	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.705[a]	.497	.492	.39474
2	.743[b]	.551	.543	.37455

a. Predictors: (Constant), m

b. Predictors: (Constant), m, x5

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.635	1	16.635	106.760	.000[a]
	Residual	16.828	108	.156		
	Total	33.464	109			
2	Regression	18.453	2	9.226	65.768	.000[b]
	Residual	15.011	107	.140		
	Total	33.464	109			

a. Predictors: (Constant), m

b. Predictors: (Constant), m, x5

c. Dependent Variable: y

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.111	.269		4.123	.000
	m	.695	.067	.705	10.332	.000
2	(Constant)	.680	.282		2.409	.018
	m	.525	.079	.532	6.605	.000
	x5	.285	.079	.290	3.600	.000

a. Dependent Variable: y

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	x1	-.068[a]	-.975	.332	-.094	.964
	x2	.024[a]	.334	.739	.032	.923
	x3	.149[a]	1.928	.056	.183	.757
	x4	.182[a]	2.488	.014	.234	.832
	x5	.290[a]	3.600	.000	.329	.645
2	x1	-.076[b]	-1.154	.251	-.111	.963
	x2	-.002[b]	-.036	.972	-.003	.912
	x3	.059[b]	.738	.462	.072	.656
	x4	.052[b]	.592	.555	.057	.555

a. Predictors in the Model: (Constant), m

b. Predictors in the Model: (Constant), m, x5

c. Dependent Variable: y

Regresi Mediasi

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
m	3.9667	.56205	110
x	3.8775	.35636	110

Correlations

		m	x
Pearson Correlation	m	1.000	.562
	x	.562	1.000
Sig. (1-tailed)	m	.	.000
	x	.000	.
N	m	110	110
	x	110	110

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	x	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: m

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.562[a]	.316	.310	.46686

a. Predictors: (Constant), x

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.894	1	10.894	49.979	.000[a]
	Residual	23.540	108	.218		
	Total	34.433	109			

a. Predictors: (Constant), x

b. Dependent Variable: m

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.527	.489		1.078	.283
	x	.887	.125	.562	7.070	.000

a. Dependent Variable: m

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
y	3.8682	.55408	110
x	3.8775	.35636	110
m	3.9667	.56205	110

Correlations

		y	x	m
Pearson Correlation	y	1.000	.523	.705
	x	.523	1.000	.562
	m	.705	.562	1.000

Sig. (1-tailed)	y	.	.000	.000
	x	.000	.	.000
	m	.000	.000	.
N	y	110	110	110
	x	110	110	110
	m	110	110	110

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	m	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	x	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.705[a]	.497	.492	.39474
2	.721[b]	.520	.511	.38727

a. Predictors: (Constant), m

b. Predictors: (Constant), m, x

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.635	1	16.635	106.760	.000[a]
	Residual	16.828	108	.156		
	Total	33.464	109			
2	Regression	17.416	2	8.708	58.061	.000[b]
	Residual	16.048	107	.150		
	Total	33.464	109			

a. Predictors: (Constant), m

b. Predictors: (Constant), m, x

c. Dependent Variable: y

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.111	.269		4.123	.000
	m	.695	.067	.705	10.332	.000
2	(Constant)	.404	.407		.991	.324
	m	.593	.080	.601	7.425	.000
	x	.287	.126	.185	2.282	.024

a. Dependent Variable: y

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	x	.185[a]	2.282	.024	.215	.684

a. Predictors in the Model: (Constant), m

b. Dependent Variable: y

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
y	3.8682	.55408	110
x	3.8775	.35636	110
m	3.9667	.56205	110
interaksi_xm	15.4922	3.24611	110

Correlations

		y	x	m	interaksi_xm
Pearson Correlation	y	1.000	.523	.705	.696
	x	.523	1.000	.562	.835
	m	.705	.562	1.000	.920
	interaksi_xm	.696	.835	.920	1.000
Sig. (1-tailed)	y	.	.000	.000	.000
	x	.000	.	.000	.000
	m	.000	.000	.	.000
	interaksi_xm	.000	.000	.000	.
N	y	110	110	110	110
	x	110	110	110	110
	m	110	110	110	110
	interaksi_xm	110	110	110	110

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	m	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

2	x	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	interaksi_xm	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.705[a]	.497	.492	.39474
2	.721[b]	.520	.511	.38727
3	.737[c]	.543	.530	.37973

a. Predictors: (Constant), m

b. Predictors: (Constant), m, x

c. Predictors: (Constant), m, x, interaksi_xm

ANOVA[d]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.635	1	16.635	106.760	.000[a]
	Residual	16.828	108	.156		
	Total	33.464	109			
2	Regression	17.416	2	8.708	58.061	.000[b]
	Residual	16.048	107	.150		
	Total	33.464	109			
3	Regression	18.179	3	6.060	42.025	.000[c]
	Residual	15.284	106	.144		
	Total	33.464	109			

a. Predictors: (Constant), m

b. Predictors: (Constant), m, x

c. Predictors: (Constant), m, x, interaksi_xm

d. Dependent Variable: y

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.111	.269		4.123	.000
	m	.695	.067	.705	10.332	.000
2	(Constant)	.404	.407		.991	.324
	m	.593	.080	.601	7.425	.000
	x	.287	.126	.185	2.282	.024
3	(Constant)	-5.039	2.399		-2.100	.038
	m	1.885	.567	1.912	3.324	.001
	x	1.727	.638	1.111	2.708	.008
	interaksi_xm	-.340	.148	-1.991	-2.301	.023

a. Dependent Variable: y

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	x	.185[a]	2.282	.024	.215	.684
	interaksi_xm	.308[a]	1.786	.077	.170	.154
2	interaksi_xm	-1.991[b]	-2.301	.023	-.218	.006

a. Predictors in the Model: (Constant), m

b. Predictors in the Model: (Constant), m, x

c. Dependent Variable: y

LAMPIRAN 8

ONE SAMPLE T TEST

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
responsiveness	110	3.8212	.51219	.04884
empathy	110	3.8788	.56346	.05372
brand_trust	110	3.9667	.56205	.05359
word_of_mouth	110	3.8682	.55408	.05283

One-Sample Test

	Test Value = 3.41					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
responsiveness	8.420	109	.000	.41121	.3144	.5080
empathy	8.726	109	.000	.46879	.3623	.5753
brand_trust	10.388	109	.000	.55667	.4505	.6629
word_of_mouth	8.673	109	.000	.45818	.3535	.5629

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
responsiveness	110	3.8212	.51219	.04884
empathy	110	3.8788	.56346	.05372
brand_trust	110	3.9667	.56205	.05359
word_of_mouth	110	3.8682	.55408	.05283

One-Sample Test

	Test Value = 4.21					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
responsiveness	-7.961	109	.000	-.38879	-.4856	-.2920
empathy	-6.165	109	.000	-.33121	-.4377	-.2247
brand_trust	-4.541	109	.000	-.24333	-.3495	-.1371
word_of_mouth	-6.470	109	.000	-.34182	-.4465	-.2371

LAMPIRAN 9

INDEPENDENT SAMPLE T TEST

T-Test

Group Statistics

	kelamin	N	Mean	Std. Deviation	Std. Error Mean
x3	laki-laki	22	3.8485	.54167	.11549
	perempuan	88	3.8144	.50756	.05411
x5	laki-laki	22	3.9394	.62264	.13275
	perempuan	88	3.8636	.55048	.05868
m	laki-laki	22	3.8939	.56705	.12090
	perempuan	88	3.9848	.56258	.05997
y	laki-laki	22	3.7273	.46233	.09857
	perempuan	88	3.9034	.57164	.06094

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
x3	Equal variances assumed	.226	.635	.278	108	.782	.03409	.12261	-.20894	.27712
	Equal variances not assumed			.267	30.872	.791	.03409	.12753	-.22606	.29424
x5	Equal variances assumed	.685	.410	.562	108	.575	.07576	.13473	-.19131	.34282
	Equal variances not assumed			.522	29.735	.606	.07576	.14514	-.22077	.37228
m	Equal variances assumed	.151	.698	-.677	108	.500	-.09091	.13431	-.35713	.17531
	Equal variances not assumed			-.674	32.137	.505	-.09091	.13495	-.36575	.18394
y	Equal variances assumed	.490	.485	-1.338	108	.184	-.17614	.13160	-.43698	.08471
	Equal variances not assumed			-1.520	38.753	.137	-.17614	.11588	-.41058	.05831

LAMPIRAN 10

ONE WAY ANOVA

ONE WAY ANOVA

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
x3	0,5-3km	25	3.5733	.55711	.11142	3.3434	3.8033	2.33	5.00
	4-5km	31	3.9247	.50706	.09107	3.7387	4.1107	3.33	5.00
	6-7km	31	3.8387	.40250	.07229	3.6911	3.9863	3.00	5.00
	8km ke atas	23	3.9275	.54082	.11277	3.6937	4.1614	3.00	5.00
	Total	110	3.8212	.51219	.04884	3.7244	3.9180	2.33	5.00
x5	0,5-3km	25	3.7067	.66889	.13378	3.4306	3.9828	2.67	5.00
	4-5km	31	3.8925	.54696	.09824	3.6918	4.0931	3.00	5.00
	6-7km	31	3.9355	.50493	.09069	3.7503	4.1207	3.00	5.00
	8km ke atas	23	3.9710	.53099	.11072	3.7414	4.2006	3.00	5.00
	Total	110	3.8788	.56346	.05372	3.7723	3.9853	2.67	5.00
m	0,5-3km	25	3.8533	.74585	.14917	3.5455	4.1612	2.33	5.00
	4-5km	31	3.9677	.59848	.10749	3.7482	4.1873	3.00	5.00
	6-7km	31	3.9247	.46912	.08426	3.7527	4.0968	2.67	5.00
	8km ke atas	23	4.1449	.34562	.07207	3.9955	4.2944	3.33	5.00
	Total	110	3.9667	.56205	.05359	3.8605	4.0729	2.33	5.00
y	0,5-3km	25	3.6200	.65796	.13159	3.3484	3.8916	2.25	5.00
	4-5km	31	3.9355	.53606	.09628	3.7389	4.1321	3.00	5.00
	6-7km	31	3.8387	.47235	.08484	3.6654	4.0120	3.00	5.00
	8km ke atas	23	4.0870	.47439	.09892	3.8818	4.2921	3.00	5.00
	Total	110	3.8682	.55408	.05283	3.7635	3.9729	2.25	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
x3	Between Groups	2.138	3	.713	2.855	.041
	Within Groups	26.457	106	.250		
	Total	28.595	109			
x5	Between Groups	1.042	3	.347	1.097	.354
	Within Groups	33.564	106	.317		
	Total	34.606	109			
m	Between Groups	1.107	3	.369	1.173	.324
	Within Groups	33.327	106	.314		
	Total	34.433	109			
y	Between Groups	2.808	3	.936	3.237	.025
	Within Groups	30.656	106	.289		
	Total	33.464	109			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
x3	0,5-2km	19	3.7193	.53591	.12295	3.4610	3.9776	3.00	5.00
	2,5-3km	27	3.7407	.43690	.08408	3.5679	3.9136	3.00	4.33
	4-5km	44	3.8712	.53418	.08053	3.7088	4.0336	2.33	5.00
	8km ke atas	20	3.9167	.53938	.12061	3.6642	4.1691	3.00	5.00
	Total	110	3.8212	.51219	.04884	3.7244	3.9180	2.33	5.00
x5	0,5-2km	19	3.6316	.78485	.18006	3.2533	4.0099	2.67	5.00
	2,5-3km	27	3.8642	.43618	.08394	3.6917	4.0367	3.00	4.67
	4-5km	44	3.9924	.53066	.08000	3.8311	4.1538	3.00	5.00
	8km ke atas	20	3.8833	.49883	.11154	3.6499	4.1168	3.00	4.67
	Total	110	3.8788	.56346	.05372	3.7723	3.9853	2.67	5.00

m	0,5-2km	19	3.6667	.70273	.16122	3.3280	4.0054	2.33	5.00
	2,5-3km	27	3.8519	.45605	.08777	3.6714	4.0323	2.67	4.67
	4-5km	44	4.0379	.50942	.07680	3.8830	4.1928	3.00	5.00
	8km ke atas	20	4.2500	.51725	.11566	4.0079	4.4921	3.00	5.00
	Total	110	3.9667	.56205	.05359	3.8605	4.0729	2.33	5.00
y	0,5-2km	19	3.4868	.74756	.17150	3.1265	3.8472	2.25	5.00
	2,5-3km	27	3.8519	.41172	.07924	3.6890	4.0147	3.00	4.50
	4-5km	44	3.9886	.49987	.07536	3.8367	4.1406	3.25	5.00
	8km ke atas	20	3.9875	.48986	.10954	3.7582	4.2168	3.00	5.00
	Total	110	3.8682	.55408	.05283	3.7635	3.9729	2.25	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
x3	Between Groups	.664	3	.221	.841	.475
	Within Groups	27.931	106	.263		
	Total	28.595	109			
x5	Between Groups	1.735	3	.578	1.866	.140
	Within Groups	32.871	106	.310		
	Total	34.606	109			
m	Between Groups	3.895	3	1.298	4.506	.005
	Within Groups	30.539	106	.288		
	Total	34.433	109			
y	Between Groups	3.693	3	1.231	4.383	.006
	Within Groups	29.770	106	.281		
	Total	33.464	109			

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
x3	biasa-biasa saja	16	3.7500	.46348	.11587	3.5030	3.9970	3.00	4.33
	bagus	81	3.8230	.50576	.05620	3.7112	3.9349	2.33	5.00
	sangat bagus	13	3.8974	.62929	.17453	3.5172	4.2777	3.33	5.00
	Total	110	3.8212	.51219	.04884	3.7244	3.9180	2.33	5.00
x5	biasa-biasa saja	16	3.5208	.60820	.15205	3.1967	3.8449	2.67	4.67
	bagus	81	3.9177	.52844	.05872	3.8008	4.0345	2.67	5.00
	sangat bagus	13	4.0769	.57981	.16081	3.7265	4.4273	3.33	5.00
	Total	110	3.8788	.56346	.05372	3.7723	3.9853	2.67	5.00
m	biasa-biasa saja	16	3.6042	.64657	.16164	3.2596	3.9487	2.33	4.33
	bagus	81	4.0206	.48404	.05378	3.9135	4.1276	2.67	5.00
	sangat bagus	13	4.0769	.75955	.21066	3.6179	4.5359	3.00	5.00
	Total	110	3.9667	.56205	.05359	3.8605	4.0729	2.33	5.00
y	biasa-biasa saja	16	3.4688	.67623	.16906	3.1084	3.8291	2.25	4.50
	bagus	81	3.9321	.49531	.05503	3.8226	4.0416	2.75	5.00
	sangat bagus	13	3.9615	.57596	.15974	3.6135	4.3096	3.25	5.00
	Total	110	3.8682	.55408	.05283	3.7635	3.9729	2.25	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
x3	Between Groups	.157	2	.078	.295	.745
	Within Groups	28.438	107	.266		
	Total	28.595	109			
x5	Between Groups	2.683	2	1.342	4.497	.013
	Within Groups	31.923	107	.298		
	Total	34.606	109			
m	Between Groups	2.496	2	1.248	4.181	.018
	Within Groups	31.937	107	.298		
	Total	34.433	109			
y	Between Groups	2.997	2	1.498	5.263	.007
	Within Groups	30.467	107	.285		
	Total	33.464	109			

LAMPIRAN 11

TABEL T

t Table

cum. prob	$t_{.50}$	$t_{.75}$	$t_{.80}$	$t_{.85}$	$t_{.90}$	$t_{.95}$	$t_{.975}$	$t_{.99}$	$t_{.995}$	$t_{.999}$	$t_{.9995}$
one-tail	0.50	0.25	0.20	0.15	0.10	0.05	0.025	0.01	0.005	0.001	0.0005
two-tails	1.00	0.50	0.40	0.30	0.20	0.10	0.05	0.02	0.01	0.002	0.001
df											
1	0.000	1.000	1.376	1.963	3.078	6.314	12.71	31.82	63.66	318.31	636.62
2	0.000	0.816	1.061	1.386	1.886	2.920	4.303	6.965	9.925	22.327	31.599
3	0.000	0.765	0.978	1.250	1.638	2.353	3.182	4.541	5.841	10.215	12.924
4	0.000	0.741	0.941	1.190	1.533	2.132	2.776	3.747	4.604	7.173	8.610
5	0.000	0.727	0.920	1.156	1.476	2.015	2.571	3.365	4.032	5.893	6.869
6	0.000	0.718	0.906	1.134	1.440	1.943	2.447	3.143	3.707	5.208	5.959
7	0.000	0.711	0.896	1.119	1.415	1.895	2.365	2.998	3.499	4.785	5.408
8	0.000	0.706	0.889	1.108	1.397	1.860	2.306	2.896	3.355	4.501	5.041
9	0.000	0.703	0.883	1.100	1.383	1.833	2.262	2.821	3.250	4.297	4.781
10	0.000	0.700	0.879	1.093	1.372	1.812	2.228	2.764	3.169	4.144	4.587
11	0.000	0.697	0.876	1.088	1.363	1.796	2.201	2.718	3.106	4.025	4.437
12	0.000	0.695	0.873	1.083	1.356	1.782	2.179	2.681	3.055	3.930	4.318
13	0.000	0.694	0.870	1.079	1.350	1.771	2.160	2.650	3.012	3.852	4.221
14	0.000	0.692	0.868	1.076	1.345	1.761	2.145	2.624	2.977	3.787	4.140
15	0.000	0.691	0.866	1.074	1.341	1.753	2.131	2.602	2.947	3.733	4.073
16	0.000	0.690	0.865	1.071	1.337	1.746	2.120	2.583	2.921	3.686	4.015
17	0.000	0.689	0.863	1.069	1.333	1.740	2.110	2.567	2.898	3.646	3.965
18	0.000	0.688	0.862	1.067	1.330	1.734	2.101	2.552	2.878	3.610	3.922
19	0.000	0.688	0.861	1.066	1.328	1.729	2.093	2.539	2.861	3.579	3.883
20	0.000	0.687	0.860	1.064	1.325	1.725	2.086	2.528	2.845	3.552	3.850
21	0.000	0.686	0.859	1.063	1.323	1.721	2.080	2.518	2.831	3.527	3.819
22	0.000	0.686	0.858	1.061	1.321	1.717	2.074	2.508	2.819	3.505	3.792
23	0.000	0.685	0.858	1.060	1.319	1.714	2.069	2.500	2.807	3.485	3.768
24	0.000	0.685	0.857	1.059	1.318	1.711	2.064	2.492	2.797	3.467	3.745
25	0.000	0.684	0.856	1.058	1.316	1.708	2.060	2.485	2.787	3.450	3.725
26	0.000	0.684	0.856	1.058	1.315	1.706	2.056	2.479	2.779	3.435	3.707
27	0.000	0.684	0.855	1.057	1.314	1.703	2.052	2.473	2.771	3.421	3.690
28	0.000	0.683	0.855	1.056	1.313	1.701	2.048	2.467	2.763	3.408	3.674
29	0.000	0.683	0.854	1.055	1.311	1.699	2.045	2.462	2.756	3.396	3.659
30	0.000	0.683	0.854	1.055	1.310	1.697	2.042	2.457	2.750	3.385	3.646
40	0.000	0.681	0.851	1.050	1.303	1.684	2.021	2.423	2.704	3.307	3.551
60	0.000	0.679	0.848	1.045	1.296	1.671	2.000	2.390	2.660	3.232	3.460
80	0.000	0.678	0.846	1.043	1.292	1.664	1.990	2.374	2.639	3.195	3.416
100	0.000	0.677	0.845	1.042	1.290	1.660	1.984	2.364	2.626	3.174	3.390
1000	0.000	0.675	0.842	1.037	1.282	1.646	1.962	2.330	2.581	3.098	3.300
z	0.000	0.674	0.842	1.036	1.282	1.645	1.960	2.326	2.576	3.090	3.291
	0%	50%	60%	70%	80%	90%	95%	98%	99%	99.8%	99.9%
	Confidence Level										