

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. Hasil analisis regresi diketahui bahwa :

a. Kepercayaan merek memediasi sepenuhnya hubungan kualitas layanan dengan kesediaan konsumen melakukan *Word of Mouth* sebesar 0,32294.

Kepercayaan merek memediasi sepenuhnya hubungan dimensi kualitas layanan (dimensi responsiveness, empathy 1 dan empathy 3) dengan *Word of Mouth* yaitu dengan efek mediasi sebesar 0,069106, 0,054524, dan 0,080518. Kepercayaan merek memediasi sebagian hubungan dimensi kualitas layanan (dimensi reliability) dengan *Word of Mouth* yaitu dengan efek mediasi sebesar 0,084005 karena dimensi reliability mempunyai efek langsung yang lebih besar terhadap *Word of Mouth* .

b. Kualitas layanan berpengaruh secara signifikan terhadap kepercayaan merek.

Dimensi kualitas layanan (dimensi reliability, responsiveness, empathy 1 dan empathy 3) berpengaruh secara signifikan terhadap kepercayaan merek.

- c. Kualitas layanan berpengaruh secara signifikan terhadap *Word of Mouth*.

Dimensi kualitas layanan (dimensi reliability) berpengaruh secara signifikan terhadap *Word of Mouth*.

- d. Kepercayaan merek dan dimensi kualitas layanan (dimensi reliability) berpengaruh secara signifikan terhadap *Word of Mouth*.
- e. Frekuensi kunjungan tidak memperkuat (memoderasi) hubungan kualitas layanan dengan WOM
- f. Frekuensi kunjungan memperkuat (memoderasi) kualitas layanan (dimensi empathy 3) dengan kepercayaan merek. Sehingga semakin tinggi frekuensi kunjungan maka akan semakin mempengaruhi dimensi empathy 3 terhadap kepercayaan merek. Frekuensi kunjungan memoderasi hubungan antara kualitas layanan dimensi empathy 3 dengan kepercayaan merek secara positif sebesar 0,242.
- g. Frekuensi kunjungan tidak memperkuat (memoderasi) hubungan kepercayaan merek dan WOM

2. Hasil analisis one way ANOVA diketahui bahwa :

- a. Terdapat perbedaan penilaian konsumen pada dimensi reliability, responsiveness, assurance, empathy 1, empathy 3, kepercayaan merek, dan WOM berdasarkan frekuensi kunjungan.
- b. Terdapat perbedaan penilaian konsumen pada dimensi assurance, dan empathy 1 berdasarkan jarak tempat tinggal.

- c. Terdapat perbedaan penilaian konsumen pada empathy 2 berdasarkan melakukan kunjungan dengan siapa.
- d. Terdapat perbedaan penilaian konsumen pada Reliability, Responsiveness, Assurance, Empathy 1, Empathy 2 dan WOM berdasarkan pengeluaran konsumsi tiap bulan.
- e. Terdapat perbedaan penilaian konsumen pada WOM berdasarkan tempat makan yang sering dikunjungi.

3. Hasil analisis one sample t-test diketahui bahwa :

Semua dimensi kualitas layanan meliputi tangibles (3,9433), reliability (4,0453), responsiveness (3,9200), assurance (3,9150), empathy 1 (3,7467), empathy 2 (3,8400), dan empathy 3 (4,1867), kepercayaan merek (3,9933) serta WOM (3,8033) termasuk dalam interval kelas 3,41 sampai 4,21 yang berarti semua dimensi kualitas layanan dinilai baik oleh konsumen, disamping itu konsumen memiliki kepercayaan merek terhadap Mister Burger dan juga konsumen bersedia untuk melakukan WOM.

4. Hasil analisis Chi Square diketahui bahwa:

- a. Hubungan yang signifikan terjadi antara melakukan kunjungan dengan siapa dengan jenis pekerjaan, frekuensi kunjungan, produk yang sering dibeli, pengeluaran konsumsi tiap bulan dan jarak tempat tinggal. Mayoritas konsumen melakukan kunjungan ke Mister Burger bersama dengan teman memiliki pekerjaan sebagai pelajar / mahasiswa dan memiliki frekuensi kunjungan ke Mister Burger sebanyak 1 - 3 kali dan 4 - 6 kali dalam 2 bulan terakhir, membeli produk Chicken Prosperity Burger, Ring On Burger, Beef Burger, Cheese Burger, Ring On

Cheese Burger dan Classic Burger , memiliki pengeluaran konsumsi tiap bulan sebesar Rp 500.000 – Rp 1.000.000, dan memiliki jarak tempat tinggal dengan Mister Burger mulai sejauh < 1 km sampai > 5 km.

- b. Hubungan yang signifikan terjadi antara pengeluaran konsumsi tiap bulan dengan jenis pekerjaan, frekuensi kunjungan dan jarak tempat tinggal. Mayoritas konsumen yang memiliki pengeluaran konsumsi tiap bulan sebesar Rp 500.000 – Rp 1.000.000 memiliki pekerjaan sebagai pelajar / mahasiswa, memiliki frekuensi kunjungan ke Mister Burger sebanyak 4 – 6 kali dan 7 – 9 kali serta berjarak tempat tinggal sejauh 1-2 km, 2-3 km, 3-4 km dan > 5 km.
- c. Hubungan yang signifikan terjadi antara frekuensi kunjungan dengan produk yang sering dibeli. Mayoritas konsumen yang memiliki frekuensi kunjungan ke Mister Burger sebanyak 1 - 3 kali dalam 2 bulan terakhir lebih sering membeli produk Cheese Burger.

5. Hasil analisis persentase diketahui bahwa:

- a. Mayoritas responden memiliki pekerjaan sebagai pelajar / mahasiswa yaitu sebanyak 133 orang atau 88,7 %
- b. Mayoritas responden melakukan kunjungan ke Mister Burger 1 – 3 kali dalam 2 bulan terakhir, yaitu sebanyak 87 orang atau 58.0%.
- c. Mayoritas responden membeli produk Cheese Burger yaitu sebanyak 41 orang atau 27,3 %.

- d. Mayoritas responden memiliki jarak tempat tinggal dengan Mister Burger sejauh < 1 km sebanyak 44 orang atau 29,3 %.
- e. Mayoritas responden melakukan kunjungan ke Mister Burger bersama dengan teman sebanyak 112 orang atau 74,7 %
- f. Mayoritas responden yang memiliki pengeluaran konsumsi tiap bulan sebesar Rp 500.000 – Rp 1.000.000 sebanyak 67 orang atau 44,7 %.
- g. Mayoritas responden yang paling sering mengunjungi Mister Burger sebanyak 89 orang atau 59,3 %.

5.2. Saran

1. Bagi pihak Mister Burger :

Dalam melakukan peningkatan kualitas layanan pihak manajemen Mister Burger sebaiknya melatih para karyawannya agar dapat memberikan pelayanan yang sigap dan cepat, dapat menanggapi kritik dari pelanggan dengan baik, memberikan pelayanan secara personal kepada pelanggan, dan karyawan diharapkan mampu berkomunikasi dengan baik saat melayani pelanggan, membantu konsumen yang mengalami kesulitan dalam pemilihan menu, meningkatkan kemampuan karyawan dalam menjawab pertanyaan dari pelanggan serta memberikan pelayanan yang baik kepada konsumen dalam hal ini meminimalkan dalam melakukan kesalahan.

2. Bagi penelitian selanjutnya

Peneliti menyarankan agar penelitian selanjutnya mencoba meneliti obyek warung makan selain Mister Burger.

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LAMPIRAN 1

KUESIONER

No. Responden:

Kuesioner

Kepada Yth.

Bapak/Ibu/Sdr/i Pengunjung Mister Burger

Yogyakarta

Dengan hormat,

Dengan ini saya,

Nama : Lidwina Galuh Revembria

NIM : 05 03 15403

Adalah Mahasiswa Fakultas Ekonomi, Universitas Atma Jaya Yogyakarta,
Program Studi Manajemen Strata I.

Dalam rangka melakukan penelitian dengan maksud pembuatan skripsi, maka
dengan ini saya memohon kesediaan Bapak, Ibu, Saudara, Saudari untuk meluangkan
waktu guna mengisi kuesioner terlampir ini.

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

Oleh karena itu, saya sangat berharap agar Bapak, Ibu, Saudara, Saudari
berkenan memberikan jawaban yang sebenarnya.

Atas kesediaan dan waktu yang Anda berikan saya ucapkan terimakasih.

Hormat Saya,

Lidwina Galuh Revembria

Data Pribadi

Berilah tanda silang (x) pada tempat jawaban yang tersedia, sesuai dengan pendapat Anda yang dianggap paling tepat atau paling sesuai.

1. Pekerjaan :
 - a. PNS / TNI / Polri
 - b. Karyawan Swasta
 - c. Wiraswasta
 - d. Pelajar / mahasiswa
 - e. Lain-lain..... (sebutkan)
2. Berapa kali dalam dua bulan terakhir mengunjungi Mister Burger: kali
3. Jenis (nama produk) burger/hotdog yang paling sering dibeli :
.....
4. Jarak antara tempat tinggal dan Mister Burger:
 - a. < 1 km
 - b. 1 – 2 km
 - c. 2 – 3 km
 - d. 3 – 4 km
 - e. > 5 km
5. Biasanya datang / mengunjungi Mister Burger dengan :
 - a. Keluarga
 - b. Teman
 - c. Relasi bisnis / kolega
 - d. Sendirian
 - e. Lain-lain..... (sebutkan)

6. Rata-rata pengeluaran untuk konsumsi tiap bulan:

- a. < Rp 500.000,-
- b. Rp 500.000 – Rp 1.000.000
- c. Rp 1.000.000 – Rp 1.500.000
- d. > Rp 1.500.000

7. Tempat makan burger yang paling sering dikunjungi yaitu



Daftar Pertanyaan

Pilihlah jawaban yang sesuai dengan pengalaman Anda, dengan memberi tanda (√) untuk jawaban yang paling tepat menurut Anda.

Keterangan:

- SS : Sangat Setuju
- S : Setuju
- RR : Ragu-ragu
- TS : Tidak Setuju
- STS : Sangat Tidak Setuju

Pertanyaan-pertanyaan berikut berkaitan dengan dimensi-dimensi SERVICE QUALITY

TANGIBLES		SS	S	RR	TS	STS
1	Mister Burger menyediakan menu makanan dan minuman yang sesuai dengan selera saya					
2	Gerai Mister Burger memiliki fasilitas fisik (seperti penataan meja) yang baik dan menarik minat konsumen untuk datang					
3	Karyawan Mister Burger berpenampilan rapi, bersih dan menarik					
4	Mister Burger memiliki fasilitas pendukung (misalnya memiliki wastafel dan toilet) yang bersih dan terawat					
RELIABILITY						
5	Mister Burger mengusahakan memberikan pelayanan yang baik sejak awal kedatangan saya					
6	Ketika konsumen menemui masalah dalam memilih menu makanan yang ada maka Mister Burger memberikan penjelasan dengan ramah					
7	Mister Burger tepat dalam menyajikan makanan sesuai dengan yang dipesan					

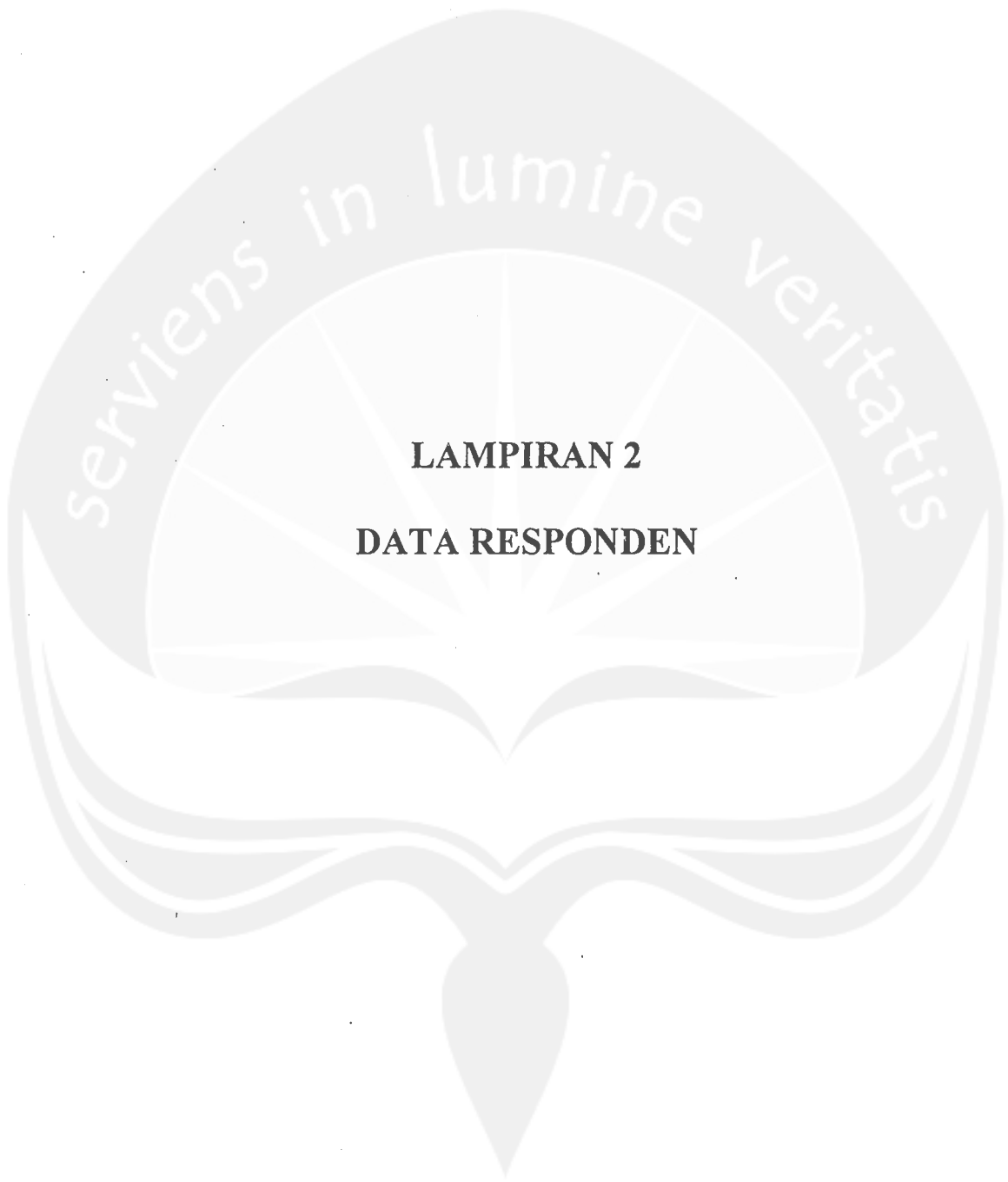
8	Mister Burger dapat diandalkan dan dipercaya sebagai tempat makan yang dapat memuaskan keinginan konsumen					
9	Mister Burger berusaha untuk tidak melakukan kesalahan dalam memberikan pelayanan kepada saya					
RESPONSIVENESS						
10	Karyawan Mister Burger sigap / tanggap dalam melayani pelanggan					
11	Mister Burger menanggapi kritik dan saran dengan baik					
12	Karyawan Mister Burger memberikan pelayanan yang cepat kepada pelanggan					
13	Karyawan Mister Burger menanggapi dengan baik pertanyaan pelanggan					
ASSURANCE						
14	Mutu / kualitas makanan dan minuman Mister Burger dapat dipercaya					
15	Karyawan Mister Burger memiliki pengetahuan yang luas					
16	Karyawan Mister Burger sopan dalam melayani pelanggan					
17	Saya merasa nyaman dalam bertransaksi di Mister Burger					
EMPHATY						
18	Mister Burger memberikan perhatian secara individual kepada setiap pelanggan					
19	Mister Burger memberikan perhatian pada setiap keluhan pelanggan					
20	Mister Burger memberikan perhatian yang sama baiknya kepada setiap pelanggan					
21	Saya merasa Mister Burger memahami dan berusaha memenuhi kebutuhan saya					
22	Jam operasional Mister Burger sesuai dengan kebutuhan saya					

Pertanyaan-pertanyaan berikut berkaitan dengan TRUST IN BRAND

No	Pernyataan	SS	S	RR	TS	STS
1	Saya percaya bahwa Mister Burger merupakan tempat makan yang baik					
2	Saya percaya bahwa Mister Burger memberikan perhatian yang baik kepada konsumen					
3	Jika saya ingin makan burger maka saya akan mengunjungi Mister Burger					
4	Saya percaya pada kemampuan pelayanan Mister Burger					

Pertanyaan-pertanyaan berikut berkaitan dengan WORD OF MOUTH

No	Pernyataan	SS	S	RR	TS	STS
1	Ketika keluarga ingin makan burger, saya menganjurkan untuk mengunjungi Mister Burger					
2	Saya merekomendasikan Mister Burger kepada teman-teman saya					
3	Saya merekomendasikan Mister Burger kepada siapapun yang menginginkan burger					
4	Ketika orang membicarakan topik tentang tempat makan burger. Saya akan langsung merekomendasikan Mister Burger					



LAMPIRAN 2
DATA RESPONDEN

r	pk	frek	jns	jrk	knjg	PK	tempat	tang	tangl	tang0	tang	tang0	rel0	rel0	rel03	rel04	rel05	res01	res02	res03	res04	as01	as02	as03	as04
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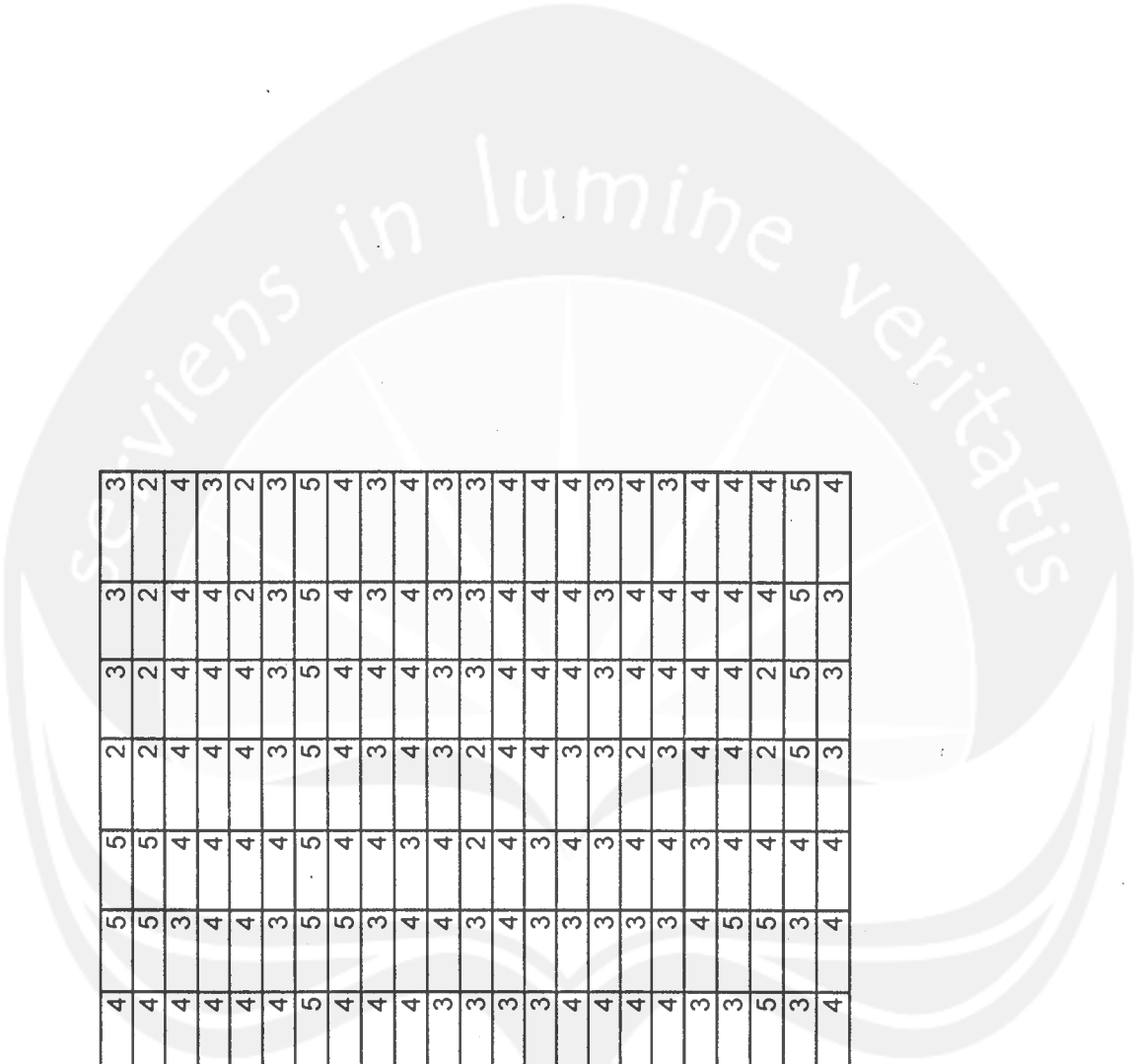
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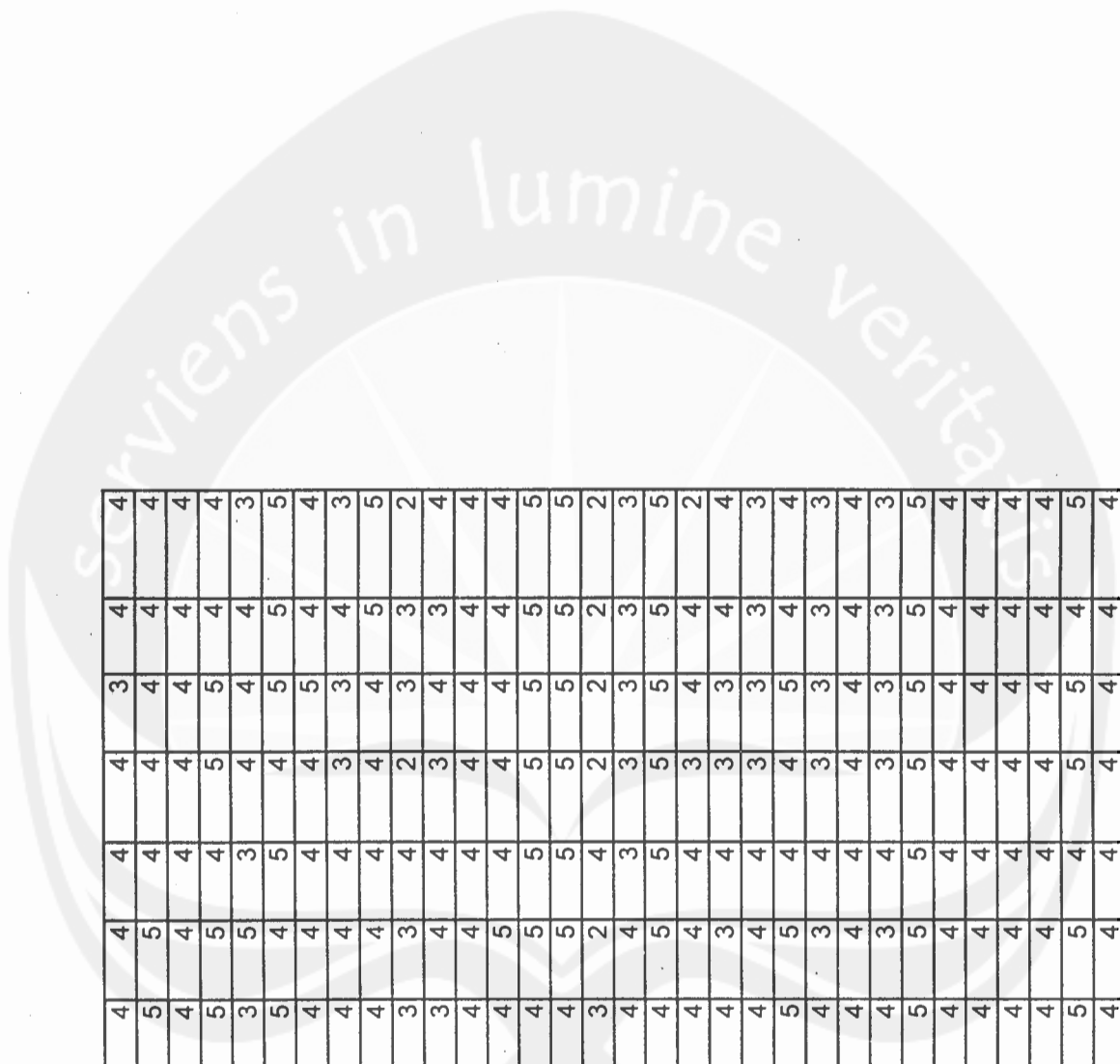
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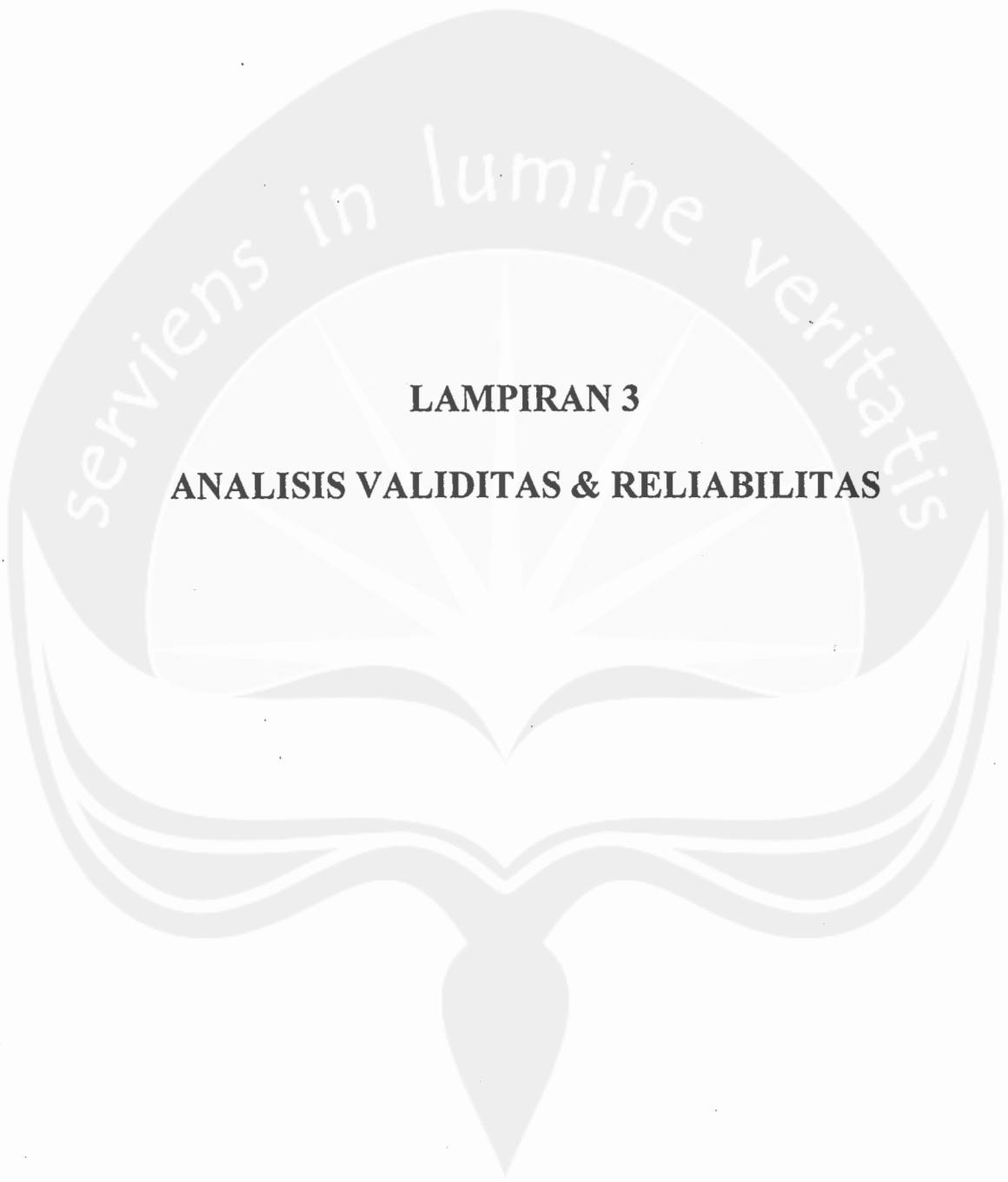
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LAMPIRAN 3

ANALISIS VALIDITAS & RELIABILITAS

Validity and Reliability Kualitas Layanan Dimensi Tangible

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.654	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
tangibles 01	11.65	2.136	.392	.613
tangibles 02	11.73	2.089	.430	.589
tangibles 03	11.75	2.056	.526	.536
tangibles 04	12.19	1.674	.429	.608

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.77	3.170	1.780	4

Validity and Reliability Kualitas Layanan Dimensi Reliability

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.753	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
reliability 01	16.21	2.769	.503	.715
reliability 02	16.26	2.221	.661	.651
reliability 03	15.98	3.026	.383	.753
reliability 04	16.19	2.801	.503	.716
reliability 05	16.27	2.506	.555	.696

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.23	3.921	1.980	5

Validity and Reliability Kualitas Layanan Dimensi Responsiveness

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.718	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
responsiveness 01	11.69	1.932	.553	.627
responsiveness 02	11.91	2.018	.506	.656
responsiveness 03	11.63	2.126	.515	.653
responsiveness 04	11.81	1.996	.457	.688

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.68	3.279	1.811	4

Validity and Reliability Kualitas Layanan Dimensi Assurance

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.659	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
assurance 01	11.54	1.727	.446	.589
assurance 02	12.11	1.443	.426	.615
assurance 03	11.67	1.647	.574	.516
assurance 04	11.66	1.770	.356	.647

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.66	2.629	1.621	4

Validity and Reliability Kualitas Layanan Dimensi Empathy

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.651	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
emphaty 01	15.59	2.485	.484	.558
emphaty 02	15.53	2.694	.450	.578
emphaty 03	15.44	2.543	.504	.549
emphaty 04	15.43	2.729	.379	.612
emphaty 05	15.08	3.215	.210	.678

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.27	3.928	1.982	5

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.697	3

Item Statistics

	Mean	Std. Deviation	N
emphaty 01	3.67	.660	150
emphaty 02	3.74	.596	150
emphaty 03	3.83	.621	150

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
emphaty 01	7.57	1.079	.497	.628
emphaty 02	7.50	1.164	.527	.588
emphaty 03	7.41	1.130	.516	.600

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.24	2.197	1.482	3

Validity and Reliability Kepercayaan Merek

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.712	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
trust in brand 01	11.95	2.118	.471	.665
trust in brand 02	11.97	2.147	.503	.649
trust in brand 03	11.97	1.744	.541	.626
trust in brand04	12.03	2.066	.492	.653

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.97	3.274	1.810	4

Validity and Reliability WOM

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

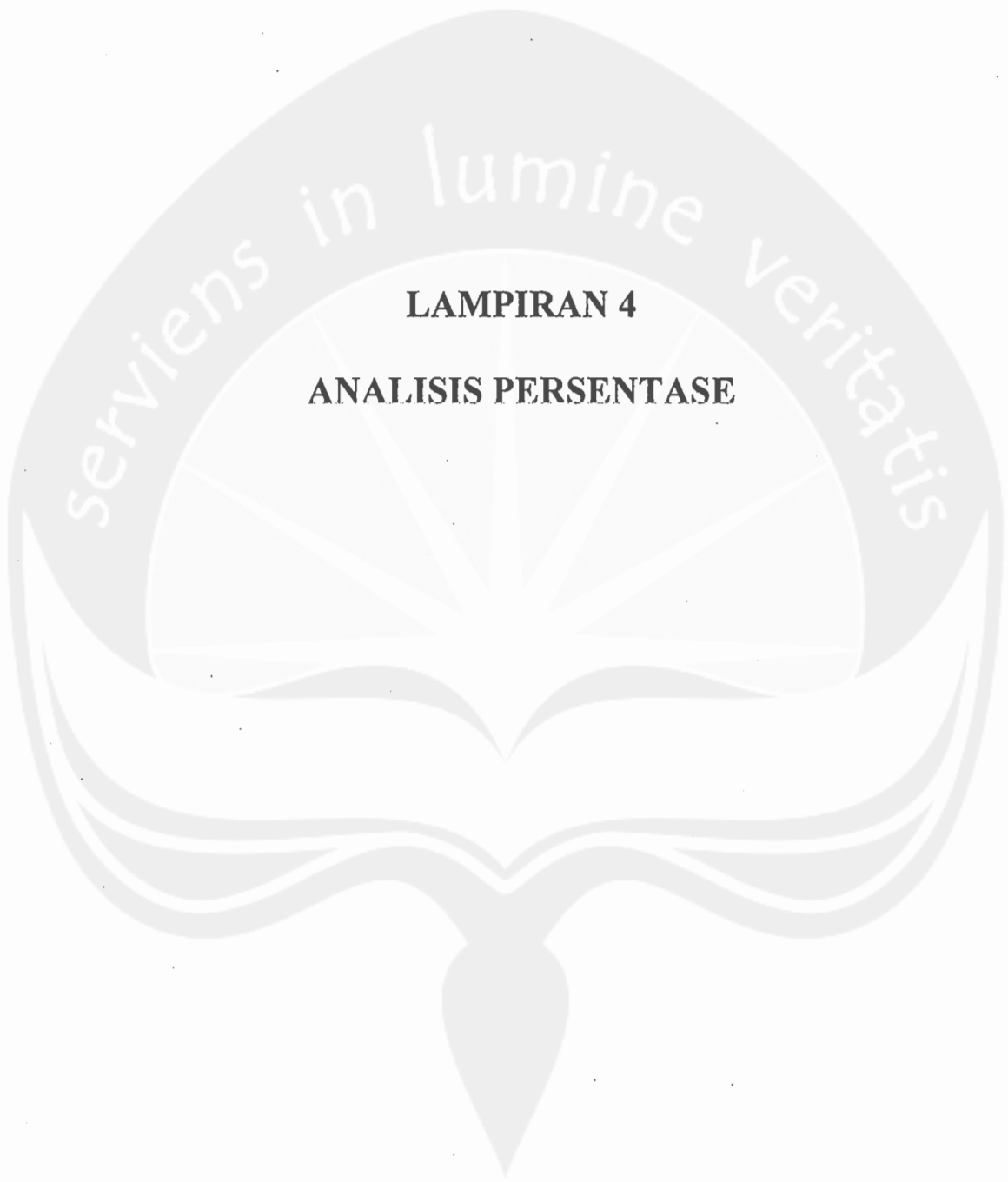
Cronbach's Alpha	N of Items
.914	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
word of mouth 01	11.49	4.185	.795	.893
word of mouth 02	11.33	4.436	.819	.884
word of mouth 03	11.39	4.521	.810	.887
word of mouth 04	11.43	4.274	.799	.890

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.21	7.525	2.743	4



LAMPIRAN 4

ANALISIS PERSENTASE

Persentase Responden

Statistics

		pekerjaan	frekuensi kunjungan ke MR.Burger	nama produk yang sering dibeli	jarak antara tempat tinggal dan mr burger	biasanya berkunjung dengan	pengeluaran untuk konsumsi tiap bulan	tempat makan yang paling sering dikunjungi
N	Valid	150	150	150	150	150	150	150
	Missing	0	0	0	0	0	0	0
Percentiles	100	4.00	4.00	9.00	5.00	4.00	4.00	5.00

pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PNS/TNI/POLRI	4	2.7	2.7	2.7
	karyawan swasta	7	4.7	4.7	7.3
	wiraswasta	6	4.0	4.0	11.3
	pelajar/mahasiswa	133	88.7	88.7	100.0
	Total	150	100.0	100.0	

frekuensi kunjungan ke MR.Burger

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 kali	87	58.0	58.0	58.0
	4-6 kali	50	33.3	33.3	91.3
	7-9 kali	11	7.3	7.3	98.7
	10-12 kali	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

nama produk yang sering dibeli

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	chick juicy	1	.7	.7	.7
	chicken prosperity	6	4.0	4.0	4.7
	ring on	17	11.3	11.3	16.0
	beef	28	18.7	18.7	34.7
	cheese	41	27.3	27.3	62.0
	ring on cheese	36	24.0	24.0	86.0
	classic burger	19	12.7	12.7	98.7
	original dog	1	.7	.7	99.3
	cheese dog	1	.7	.7	100.0
	Total	150	100.0	100.0	

jarak antara tempat tinggal dan mr burger

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 km	44	29.3	29.3	29.3
	1-2 km	42	28.0	28.0	57.3
	2-3 km	22	14.7	14.7	72.0
	3-4 km	14	9.3	9.3	81.3
	> 5 km	28	18.7	18.7	100.0
	Total	150	100.0	100.0	

biasanya berkunjung dengan

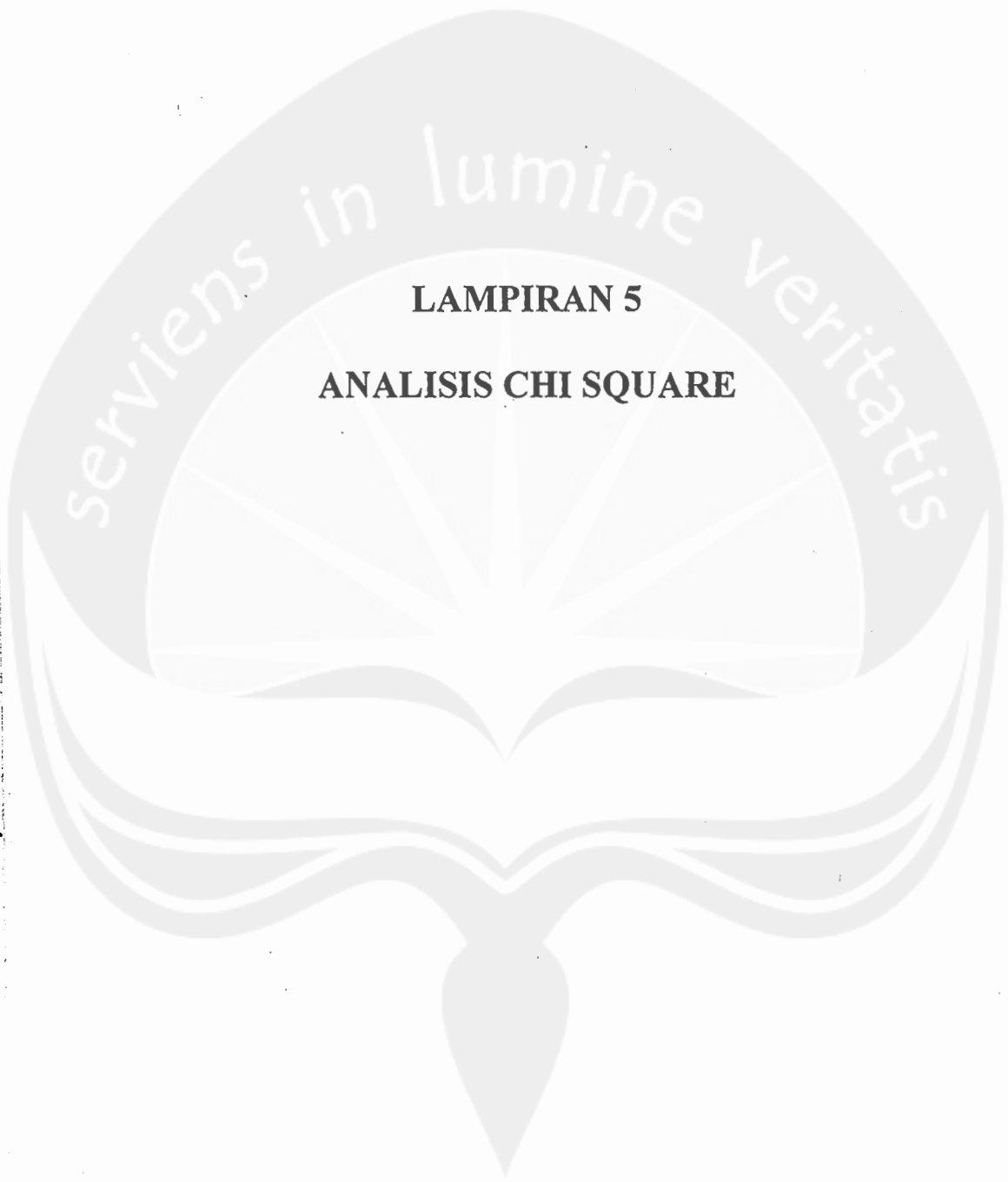
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	keluarga	18	12.0	12.0	12.0
	teman	112	74.7	74.7	86.7
	sendirian	20	13.3	13.3	100.0
	Total	150	100.0	100.0	

pengeluaran untuk konsumsi tiap bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp 500.000	61	40.7	40.7	40.7
	Rp 500.000 - Rp 1.000.000	67	44.7	44.7	85.3
	Rp 1.000.000 - Rp 1.500.000	19	12.7	12.7	98.0
	> Rp 1.500.000	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

tempat makan yang paling sering dikunjungi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mister Burger	89	59.3	59.3	59.3
	McDonald	58	38.7	38.7	98.0
	monalisa	2	1.3	1.3	99.3
	dixie	1	.7	.7	100.0
	Total	150	100.0	100.0	



LAMPIRAN 5

ANALISIS CHI SQUARE

Chi square Pekerjaan

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pekerjaan * frekuensi kunjungan ke MR.Burger	150	100.0%	0	.0%	150	100.0%

pekerjaan * frekuensi kunjungan ke MR.Burger Crosstabulation

Count		frekuensi kunjungan ke MR.Burger				Total
		1-3 kali	4-6 kali	7-9 kali	10-12 kali	
pekerjaan	PNS/TNI/POLRI	3	1	0	0	4
	karyawan swasta	6	1	0	0	7
	wiraswasta	3	2	0	1	6
	pelajar/mahasiswa	75	46	11	1	133
Total		87	50	11	2	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.630 ^a	9	.102
Likelihood Ratio	8.796	9	.456
Linear-by-Linear Association	1.456	1	.228
N of Valid Cases	150		

a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .05.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pekerjaan * nama produk yang sering dibeli	150	100.0%	0	.0%	150	100.0%

pekerjaan * nama produk yang sering dibeli Crosstabulation

Count

		nama produk yang sering dibeli									Total
		chick juicy	chicken prosperity	ring on	beef	cheese	ring on cheese	classic burger	original dog	cheese dog	
pekerjaan PNS/TNI/POLRI		0	0	0	1	0	2	1	0	0	4
karyawan swasta		0	0	0	2	0	0	5	0	0	7
wiraswasta		0	0	0	2	2	1	1	0	0	6
pelajar/mahasiswa		1	6	17	23	39	33	12	1	1	133
Total		1	6	17	28	41	36	19	1	1	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.892 ^a	24	.130
Likelihood Ratio	29.088	24	.217
Linear-by-Linear Association	5.525	1	.019
N of Valid Cases	150		

a. 30 cells (83.3%) have expected count less than 5. The minimum expected count is .03.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pekerjaan * jarak antara tempat tinggal dan mr burger	150	100.0%	0	.0%	150	100.0%

pekerjaan * jarak antara tempat tinggal dan mr burger Crosstabulation

Count

		jarak antara tempat tinggal dan mr burger					Total
		< 1 km	1-2 km	2-3 km	3-4 km	> 5 km	
pekerjaan	PNS/TNI/POLRI	2	0	0	2	0	4
	karyawan swasta	1	2	2	1	1	7
	wiraswasta	1	4	1	0	0	6
	pelajar/mahasiswa	40	36	19	11	27	133
Total		44	42	22	14	28	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.502 ^a	12	.132
Likelihood Ratio	16.970	12	.151
Linear-by-Linear Association	.011	1	.918
N of Valid Cases	150		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .37.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pekerjaan * biasanya berkunjung dengan	150	100.0%	0	.0%	150	100.0%

pekerjaan * biasanya berkunjung dengan Crosstabulation

Count^a:

		biasanya berkunjung dengan			Total
		keluarga	teman	sendirian	
pekerjaan	PNS/TNI/POLRI	3	0	1	4
	karyawan swasta	4	2	1	7
	wiraswasta	3	3	0	6
	pelajar/mahasiswa	8	107	18	133
Total		18	112	20	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	43.588 ^a	6	.000
Likelihood Ratio	32.645	6	.000
Linear-by-Linear Association	5.373	1	.020
N of Valid Cases	150		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .48.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pekerjaan * pengeluaran untuk konsumsi tiap bulan.	150	100.0%	0	.0%	150	100.0%

pekerjaan * pengeluaran untuk konsumsi tiap bulan Crosstabulation

Count

		pengeluaran untuk konsumsi tiap bulan				Total
		< Rp 500.000	Rp 500.000 - Rp 1.000.000	Rp 1.000. 000 - Rp 1. 500.000	> Rp 1. 500.000	
pekerjaan	PNS/TNI/POLRI	0	2	0	2	4
	karyawan swasta	3	1	3	0	7
	wiraswasta	1	1	3	1	6
	pelajar/mahasiswa	57	63	13	0	133
Total		61	67	19	3	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	73.742 ^a	9	.000
Likelihood Ratio	34.039	9	.000
Linear-by-Linear Association	15.866	1	.000
N of Valid Cases	150		

a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .08.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pekerjaan * tempat makan yang paling sering dikunjungi	150	100.0%	0	.0%	150	100.0%

pekerjaan * tempat makan yang paling sering dikunjungi Crosstabulation

Count

		tempat makan yang paling sering dikunjungi				Total
		Mister Burger	McDonald	monalisa	dixie	
pekerjaan	PNS/TNI/POLRI	3	1	0	0	4
	karyawan swasta	4	3	0	0	7
	wiraswasta	0	6	0	0	6
	pelajar/mahasiswa	82	48	2	1	133
Total		89	58	2	1	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.526 ^a	9	.310
Likelihood Ratio	12.647	9	.179
Linear-by-Linear Association	.009	1	.923
N of Valid Cases	150		

a. 14 cells (87.5%) have expected count less than 5. The minimum expected count is .03.

Chi Square Frekuensi Kunjungan

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
frekuensi kunjungan ke MR.Burger * nama produk yang sering dibeli	150	100.0%	0	.0%	150	100.0%

frekuensi kunjungan ke MR.Burger * nama produk yang sering dibeli Crosstabulation

Count

		nama produk yang sering dibeli									Total
		chick juicy	chicken prosperity	ring on	beef	cheese	ring on cheese	classic burge	original dog	cheese dog	
frekuensi kunjungan ke MR.Burger	1-3 kali	0	1	12	22	24	16	10	1	1	87
	4-6 kali	0	4	5	5	13	15	8	0	0	50
	7-9 kali	0	1	0	1	4	4	1	0	0	11
	10-12 kali	1	0	0	0	0	1	0	0	0	2
Total		1	6	17	28	41	36	19	1	1	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	91.954 ^a	24	.000
Likelihood Ratio	30.171	24	.179
Linear-by-Linear Association	.002	1	.963
N of Valid Cases	150		

a. 26 cells (72.2%) have expected count less than 5. The minimum expected count is .01.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
frekuensi kunjungan ke MR.Burger * jarak antara tempat tinggal dan mr burger	150	100.0%	0	.0%	150	100.0%

frekuensi kunjungan ke MR.Burger * jarak antara tempat tinggal dan mr burger Crosstabulation

Count

		jarak antara tempat tinggal dan mr burger					Total
		< 1 km	1-2 km	2-3 km	3-4 km	> 5 km	
frekuensi kunjungan ke MR.Burger	1-3 kali	21	27	12	10	17	87
	4-6 kali	21	13	5	2	9	50
	7-9 kali	2	2	4	2	1	11
	10-12 kali	0	0	1	0	1	2
Total		44	42	22	14	28	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.614 ^a	12	.165
Likelihood Ratio	16.166	12	.184
Linear-by-Linear Association	.021	1	.884
N of Valid Cases	150		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .19.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
frekuensi kunjungan ke MR.Burger * biasanya berkunjung dengan	150	100.0%	0	.0%	150	100.0%

frekuensi kunjungan ke MR.Burger * biasanya berkunjung dengan Crosstabulation

Count

		biasanya berkunjung dengan			Total
		keluarga	teman	sendirian	
frekuensi kunjungan ke MR.Burger	1-3 kali	16	55	16	87
	4-6 kali	1	45	4	50
	7-9 kali	0	11	0	11
	10-12 kali	1	1	0	2
Total		18	112	20	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.533 ^a	6	.003
Likelihood Ratio	23.264	6	.001
Linear-by-Linear Association	1.218	1	.270
N of Valid Cases	150		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .24.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
frekuensi kunjungan ke MR.Burger * pengeluaran untuk konsumsi tiap bulan	150	100.0%	0	.0%	150	100.0%

frekuensi kunjungan ke MR.Burger * pengeluaran untuk konsumsi tiap bulan Crosstabulation

Count

		pengeluaran untuk konsumsi tiap bulan				Total
		< Rp 500.000	Rp 500.000 - Rp 1.000.000	Rp 1.000.000 - Rp 1.500.000	> Rp 1.500.000	
frekuensi kunjungan ke MR.Burger	1-3 kali	47	29	9	2	87
	4-6 kali	13	28	9	0	50
	7-9 kali	1	9	1	0	11
	10-12 kali	0	1	0	1	2
Total		61	67	19	3	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	43.479 ^a	9	.000
Likelihood Ratio	27.890	9	.001
Linear-by-Linear Association	10.742	1	.001
N of Valid Cases	150		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .04.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
frekuensi kunjungan ke MR.Burger * tempat makan yang paling sering dikunjungi	150	100.0%	0	.0%	150	100.0%

frekuensi kunjungan ke MR.Burger * tempat makan yang paling sering dikunjungi Crosstabulation

Count

		tempat makan yang paling sering dikunjungi				Total
		Mister Burger	McDonald	monalisa	dixie	
frekuensi kunjungan ke MR.Burger	1-3 kali	47	37	2	1	87
	4-6 kali	31	19	0	0	50
	7-9 kali	10	1	0	0	11
	10-12 kali	1	1	0	0	2
Total		89	58	2	1	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.420 ^a	9	.593
Likelihood Ratio	9.375	9	.403
Linear-by-Linear Association	4.400	1	.036
N of Valid Cases	150		

a. 11 cells (68.8%) have expected count less than 5. The minimum expected count is .01.

Chi Square Jenis Produk

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
nama produk yang sering dibeli * jarak antara tempat tinggal dan mr burger	150	100.0%	0	.0%	150	100.0%

nama produk yang sering dibeli * jarak antara tempat tinggal dan mr burger Crosstabulation

Count

		jarak antara tempat tinggal dan mr burger					Total
		< 1 km	1-2 km	2-3 km	3-4 km	> 5 km	
nama produk yang sering dibeli	chick juicy	0	0	0	0	1	1
	chicken prosperity	4	1	0	0	1	6
	ring on	7	3	2	2	3	17
	beef	4	11	4	3	6	28
	cheese	14	10	8	2	7	41
	ring on cheese	10	11	5	3	7	36
	classic burger	3	6	3	4	3	19
	original dog	1	0	0	0	0	1
	cheese dog	1	0	0	0	0	1
Total		44	42	22	14	28	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.491 ^a	32	.786
Likelihood Ratio	25.287	32	.794
Linear-by-Linear Association	.005	1	.944
N of Valid Cases	150		

a. 32 cells (71.1%) have expected count less than 5. The minimum expected count is .09.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
nama produk yang sering dibeli * biasanya berkunjung dengan	150	100.0%	0	.0%	150	100.0%

nama produk yang sering dibeli * biasanya berkunjung dengan Crosstabulation

Count

		biasanya berkunjung dengan			Total
		keluarga	teman	sendirian	
nama produk yang sering dibeli	chick juicy	1	0	0	1
	chicken prosperity	0	6	0	6
	ring on	0	15	2	17
	beef	7	21	0	28
	cheese	5	31	5	41
	ring on cheese	2	28	6	36
	classic burger	3	11	5	19
	original dog	0	0	1	1
	cheese dog	0	0	1	1
Total		18	112	20	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.520 ^a	16	.002
Likelihood Ratio	35.556	16	.003
Linear-by-Linear Association	8.912	1	.003
N of Valid Cases	150		

a. 21 cells (77.8%) have expected count less than 5. The minimum expected count is .12.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
nama produk yang sering dibeli * pengeluaran untuk konsumsi tiap bulan	150	100.0%	0	.0%	150	100.0%

nama produk yang sering dibeli * pengeluaran untuk konsumsi tiap bulan Crosstabulation

Count

		pengeluaran untuk konsumsi tiap bulan				Total
		< Rp 500.000	Rp 500.000 - Rp 1.000.000	Rp 1.000.000 - Rp 1.500.000	> Rp 1.500.000	
nama produk yang sering dibeli	chick juicy	0	1	0	0	1
	chicken prosperity	4	2	0	0	6
	ring on.	8	7	2	0	17
	beef	13	11	3	1	28
	cheese	18	20	3	0	41
	ring on cheese	8	21	5	2	36
	classic burger	8	5	6	0	19
	original dog	1	0	0	0	1
	cheese dog	1	0	0	0	1
Total		61	67	19	3	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.644 ^a	24	.482
Likelihood Ratio	25.438	24	.382
Linear-by-Linear Association	2.672	1	.102
N of Valid Cases	150		

a. 25 cells (69.4%) have expected count less than 5. The minimum expected count is .02.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
nama produk yang sering dibeli * tempat makan yang paling sering dikunjungi	150	100.0%	0	.0%	150	100.0%

nama produk yang sering dibeli * tempat makan yang paling sering dikunjungi Crosstabulation
Count

		tempat makan yang paling sering dikunjungi				Total
		Mister Burger	McDonald	monalisa	dixie	
nama produk yang sering dibeli	chick juicy	1	0	0	0	1
	chicken prosperity	4	2	0	0	6
	ring on	12	5	0	0	17
	beef	18	10	0	0	28
	cheese	25	13	2	1	41
	ring on cheese	21	15	0	0	36
	classic burger	6	13	0	0	19
	original dog	1	0	0	0	1
	cheese dog	1	0	0	0	1
Total		89	58	2	1	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.428 ^a	24	.782
Likelihood Ratio	18.987	24	.753
Linear-by-Linear Association	2.152	1	.142
N of Valid Cases	150		

a. 26 cells (72.2%) have expected count less than 5. The minimum expected count is .01.

Chi Square Jarak Tempat Tinggal

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
jarak antara tempat tinggal dan mr burger * biasanya berkunjung dengan	150	100.0%	0	.0%	150	100.0%

jarak antara tempat tinggal dan mr burger * biasanya berkunjung dengan Crosstabulation

Count		biasanya berkunjung dengan			Total
		keluarga	teman	sendirian	
jarak antara tempat tinggal dan mr burger	< 1 km	3	32	9	44
	1-2 km	6	27	9	42
	2-3 km	3	19	0	22
	3-4 km	5	9	0	14
	> 5 km	1	25	2	28
Total		18	112	20	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.813 ^a	8	.008
Likelihood Ratio	23.705	8	.003
Linear-by-Linear Association	5.094	1	.024
N of Valid Cases	150		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 1.68.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
jarak antara tempat tinggal dan mr burger * pengeluaran untuk konsumsi tiap bulan	150	100.0%	0	.0%	150	100.0%

**jarak antara tempat tinggal dan mr burger * pengeluaran untuk konsumsi tiap bulan
Crosstabulation**

Count

		pengeluaran untuk konsumsi tiap bulan				Total
		< Rp 500.000	Rp 500.000 - Rp 1.000.000	Rp 1.000.000 - Rp 1.500.000	> Rp 1.500.000	
jarak antara tempat tinggal dan mr burger	< 1 km	22	20	2	0	44
	1-2 km	16	17	9	0	42
	2-3 km	7	8	6	1	22
	3-4 km	5	5	2	2	14
	> 5 km	11	17	0	0	28
Total		61	67	19	3	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.584 ^a	12	.003
Likelihood Ratio	28.321	12	.005
Linear-by-Linear Association	.752	1	.386
N of Valid Cases	150		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .28.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
jarak antara tempat tinggal dan mr burger * tempat makan yang paling sering dikunjungi	150	100.0%	0	.0%	150	100.0%

jarak antara tempat tinggal dan mr burger * tempat makan yang paling sering dikunjungi
Crosstabulation

Count

		tempat makan yang paling sering dikunjungi				Total
		Mister Burger	McDonald	monalisa	dixie	
jarak antara tempat tinggal dan mr burger	< 1 km	26	18	0	0	44
	1-2 km	27	14	0	1	42
	2-3 km	12	8	2	0	22
	3-4 km	5	9	0	0	14
	> 5 km	19	9	0	0	28
Total		89	58	2	1	150'

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.207 ^a	12	.084
Likelihood Ratio	15.061	12	.238
Linear-by-Linear Association	.000	1	.986
N of Valid Cases	150		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .09.

Chi Square Melakukan Kunjungan Dengan siapa

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
biasanya berkunjung dengan * pengeluaran untuk konsumsi tiap bulan	150	100.0%	0	.0%	150	100.0%

biasanya berkunjung dengan * pengeluaran untuk konsumsi tiap bulan Crosstabulation

Count

		pengeluaran untuk konsumsi tiap bulan				Total
		< Rp 500.000	Rp 500.000 - Rp 1.000.000	Rp 1.000.000 - Rp 1.500.000	> Rp 1.500.000	
biasanya berkunjung dengan	keluarga	6	4	6	2	18
	teman	45	57	9	1	112
	sendirian	10	6	4	0	20
Total		61	67	19	3	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.011 ^a	6	.001
Likelihood Ratio	17.494	6	.008
Linear-by-Linear Association	2.167	1	.141
N of Valid Cases	150		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .36.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
biasanya berkunjung dengan * tempat makan yang paling sering dikunjungi	150	100.0%	0	.0%	150	100.0%

biasanya berkunjung dengan * tempat makan yang paling sering dikunjungi Crosstabulation

Count

		tempat makan yang paling sering dikunjungi				Total
		Mister Burger	McDonald	monalisa	dixie	
biasanya berkunjung dengan	keluarga	10	6	2	0	18
	teman	69	42	0	1	112
	sendirian	10	10	0	0	20
Total		89	58	2	1	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.277 ^a	6	.012
Likelihood Ratio	10.303	6	.112
Linear-by-Linear Association	.100	1	.752
N of Valid Cases	150		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .12.

Chi Square Pengeluaran Konsumsi

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pengeluaran untuk konsumsi tiap bulan * tempat makan yang paling sering dikunjungi	150	100.0%	0	.0%	150	100.0%

pengeluaran untuk konsumsi tiap bulan * tempat makan yang paling sering dikunjungi Crosstabulation

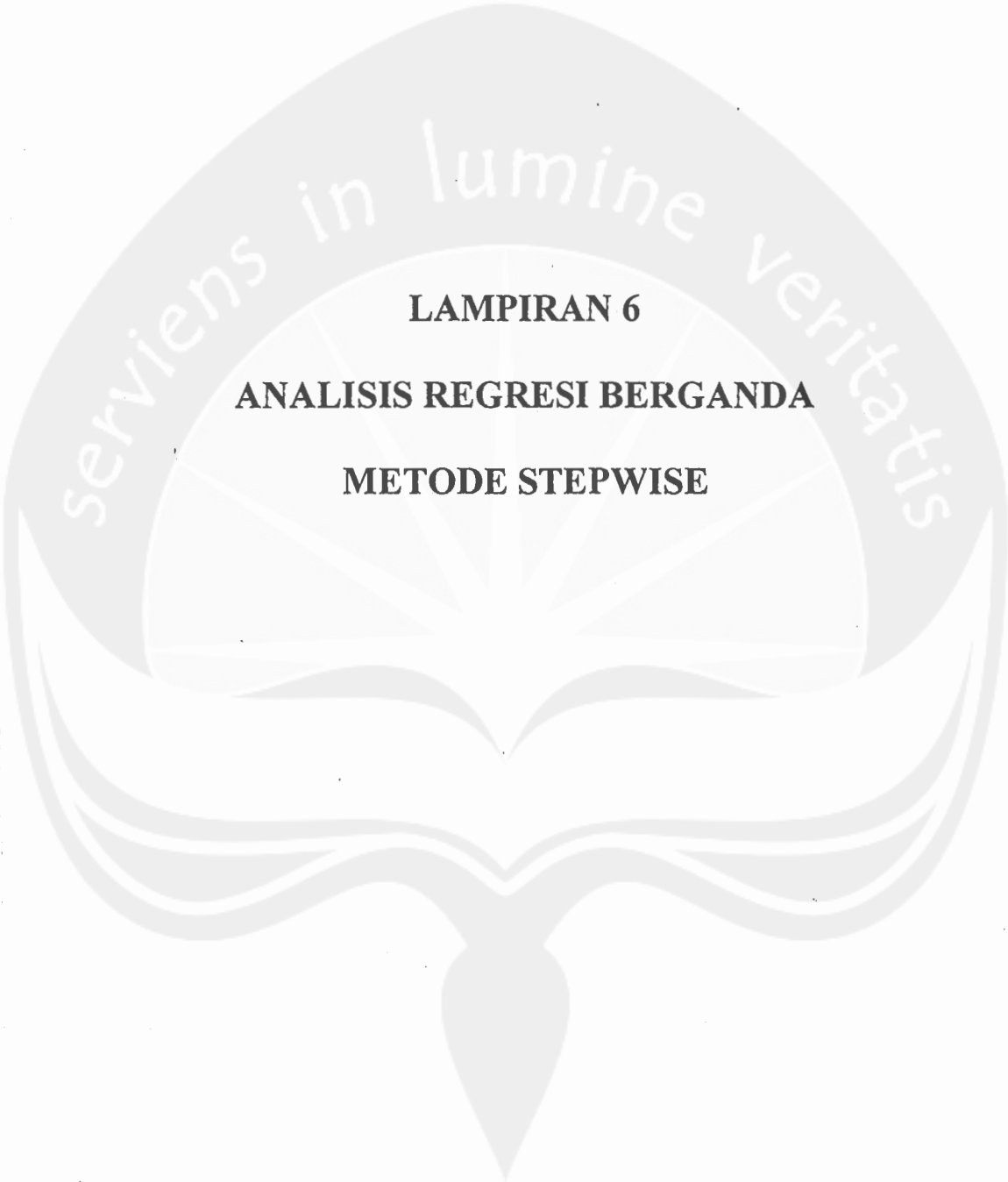
Count

		tempat makan yang paling sering dikunjungi				Total
		Mister Burger	McDonald	monalisa	dixie	
pengeluaran untuk konsumsi tiap bulan	< Rp 500.000	39	20	2	0	61
	Rp 500.000 - Rp 1.000.000	41	25	0	1	67
	Rp 1.000.000 - Rp 1.500.000	8	11	0	0	19
	> Rp 1.500.000	1	2	0	0	3
Total		89	58	2	1	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.708 ^a	9	.465
Likelihood Ratio	9.607	9	.383
Linear-by-Linear Association	.827	1	.363
N of Valid Cases	150		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .02.



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LAMPIRAN 6

ANALISIS REGRESI BERGANDA

METODE STEPWISE

Regression Pengaruh Dimensi Kualitas Layanan Terhadap WOM

Descriptive Statistics

	Mean	Std. Deviation	N
Y	3.8033	.68578	150
x1	3.9433	.44510	150
x2	4.0453	.39605	150
x3	3.9200	.45273	150
x4	3.9150	.40532	150
x51	3.7467	.49408	150
x52	3.8400	.63542	150
x53	4.1867	.54817	150

Correlations

	Y	x1	x2	x3	x4	x51	x52	x53	
Pearson Correlation	Y	1.000	.237	.473	.322	.345	.251	.151	.223
	x1	.237	1.000	.460	.435	.445	.430	.347	.339
	x2	.473	.460	1.000	.666	.676	.535	.354	.233
	x3	.322	.435	.666	1.000	.758	.631	.410	.169
	x4	.345	.445	.676	.758	1.000	.464	.344	.155
	x51	.251	.430	.535	.631	.464	1.000	.326	.143
	x52	.151	.347	.354	.410	.344	.326	1.000	.260
	x53	.223	.339	.233	.169	.155	.143	.260	1.000
Sig. (1-tailed)	Y		.002	.000	.000	.000	.001	.033	.003
	x1	.002		.000	.000	.000	.000	.000	.000
	x2	.000	.000		.000	.000	.000	.000	.002
	x3	.000	.000	.000		.000	.000	.000	.019
	x4	.000	.000	.000	.000		.000	.000	.029
	x51	.001	.000	.000	.000	.000		.000	.041
	x52	.033	.000	.000	.000	.000	.000		.001
	x53	.003	.000	.002	.019	.029	.041	.001	
N	Y	150	150	150	150	150	150	150	150
	x1	150	150	150	150	150	150	150	150
	x2	150	150	150	150	150	150	150	150
	x3	150	150	150	150	150	150	150	150
	x4	150	150	150	150	150	150	150	150
	x51	150	150	150	150	150	150	150	150
	x52	150	150	150	150	150	150	150	150
	x53	150	150	150	150	150	150	150	150

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	x2		Stepwise (Criteria: Probabilit y-of- F-to-enter <= .050, Probabilit y-of- F-to-remo ve >= . 100).

a. Dependent Variable: Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.473 ^a	.224	.218	.60629

a. Predictors: (Constant), x2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.670	1	15.670	42.629	.000 ^a
	Residual	54.403	148	.368		
	Total	70.073	149			

a. Predictors: (Constant), x2

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.491	.510		.963	.337
	x2	.819	.125	.473	6.529	.000

a. Dependent Variable: Y

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	x1	.024 ^a	.297	.767	.024	.788
	x3	.012 ^a	.128	.899	.011	.556
	x4	.047 ^a	.478	.634	.039	.543
	x51	-.002 ^a	-.023	.982	-.002	.714
	x52	-.019 ^a	-.249	.803	-.021	.874
	x53	.120 ^a	1.616	.108	.132	.946

a. Predictors in the Model: (Constant), x2

b. Dependent Variable: Y

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	x2		Stepwise (Criteria: Probabilit y-of- F-to-enter <= .050, Probabilit y-of- F-to-remo ve >= . 100).
2	x53		Stepwise (Criteria: Probabilit y-of- F-to-enter <= .050, Probabilit y-of- F-to-remo ve >= . 100).
3	x3		Stepwise (Criteria: Probabilit y-of- F-to-enter <= .050, Probabilit y-of- F-to-remo ve >= . 100).
4	x51		Stepwise (Criteria: Probabilit y-of- F-to-enter <= .050, Probabilit y-of- F-to-remo ve >= . 100).

a. Dependent Variable: M

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.562 ^a	.316	.311	.37554
2	.616 ^b	.380	.371	.35871
3	.656 ^c	.431	.419	.34479
4	.669 ^d	.448	.433	.34074

a. Predictors: (Constant), x2

b. Predictors: (Constant), x2, x53

c. Predictors: (Constant), x2, x53, x3

d. Predictors: (Constant), x2, x53, x3, x51

ANOVA^e

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.621	1	9.621	68.220	.000 ^a
	Residual	20.872	148	.141		
	Total	30.493	149			
2	Regression	11.579	2	5.789	44.993	.000 ^b
	Residual	18.915	147	.129		
	Total	30.493	149			
3	Regression	13.137	3	4.379	36.834	.000 ^c
	Residual	17.357	146	.119		
	Total	30.493	149			
4	Regression	13.658	4	3.415	29.409	.000 ^d
	Residual	16.835	145	.116		
	Total	30.493	149			

a. Predictors: (Constant), x2

b. Predictors: (Constant), x2, x53

c. Predictors: (Constant), x2, x53, x3

d. Predictors: (Constant), x2, x53, x3, x51

e. Dependent Variable: M

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.398	.316		4.427	.000
	x2	.642	.078	.562	8.260	.000
2	(Constant)	.778	.341		2.282	.024
	x2	.572	.076	.501	7.501	.000
	x53	.215	.055	.261	3.901	.000
3	(Constant)	.534	.335		1.596	.113
	x2	.343	.097	.300	3.538	.001
	x53	.211	.053	.256	3.989	.000
	x3	.303	.084	.303	3.620	.000
4	(Constant)	.445	.333		1.336	.184
	x2	.303	.098	.265	3.105	.002
	x53	.210	.052	.254	4.003	.000
	x3	.218	.092	.218	2.371	.019
	x51	.158	.074	.172	2.119	.036

a. Dependent Variable: M

Excluded Variables^e

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	x1	.259 ^a	3.509	.001	.278	.788
	x3	.309 ^a	3.522	.001	.279	.556
	x4	.230 ^a	2.537	.012	.205	.543
	x51	.263 ^a	3.375	.001	.268	.714
	x52	.195 ^a	2.744	.007	.221	.874
	x53	.261 ^a	3.901	.000	.306	.946
2	x1	.197 ^b	2.639	.009	.213	.731
	x3	.303 ^b	3.620	.000	.287	.556
	x4	.231 ^b	2.677	.008	.216	.543
	x51	.256 ^b	3.451	.001	.275	.714
	x52	.148 ^b	2.116	.036	.172	.841
3	x1	.150 ^c	2.040	.043	.167	.703
	x4	.087 ^c	.844	.400	.070	.372
	x51	.172 ^c	2.119	.036	.173	.578
	x52	.092 ^c	1.313	.191	.108	.788
4	x1	.126 ^d	1.691	.093	.140	.679
	x4	.111 ^d	1.088	.278	.090	.368
	x52	.082 ^d	1.178	.241	.098	.784

a. Predictors in the Model: (Constant), x2

b. Predictors in the Model: (Constant), x2, x53

c. Predictors in the Model: (Constant), x2, x53, x3

d. Predictors in the Model: (Constant), x2, x53, x3, x51

e. Dependent Variable: M

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	M		Stepwise (Criteria: Probabilit y-of- F-to-enter <= .050, Probabilit y-of- F-to-remo ve >= . 100).
2	x2		Stepwise (Criteria: Probabilit y-of- F-to-enter <= .050, Probabilit y-of- F-to-remo ve >= . 100).

a. Dependent Variable: Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.482 ^a	.233	.228	.60270
2	.541 ^b	.292	.283	.58081

a. Predictors: (Constant), M

b. Predictors: (Constant), M, x2

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.313	1	16.313	44.909	.000 ^a
	Residual	53.760	148	.363		
	Total	70.073	149			
2	Regression	20.485	2	10.242	30.363	.000 ^b
	Residual	49.588	147	.337		
	Total	70.073	149			

a. Predictors: (Constant), M

b. Predictors: (Constant), M, x2

c. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.883	.439		2.012	.046
	M	.731	.109	.482	6.701	.000
2	(Constant)	-.180	.520		-.347	.729
	M	.480	.127	.317	3.778	.000
	x2	.511	.145	.295	3.517	.001

a. Dependent Variable: Y

Excluded Variables^c

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	x1	.017 ^a	.211	.834	.017	.786
	x2	.295 ^a	3.517	.001	.279	.684
	x3	.083 ^a	.967	.335	.079	.702
	x4	.137 ^a	1.648	.101	.135	.745
	x51	.021 ^a	.255	.799	.021	.762
	x52	-.032 ^a	-.415	.679	-.034	.863
	x53	.048 ^a	.618	.538	.051	.858
2	x1	-.063 ^b	-.769	.443	-.064	.727
	x3	-.093 ^b	-.958	.340	-.079	.513
	x4	-.027 ^b	-.279	.781	-.023	.520
	x51	-.092 ^b	-1.077	.283	-.089	.663
	x52	-.085 ^b	-1.124	.263	-.093	.832
	x53	.041 ^b	.545	.586	.045	.857

a. Predictors in the Model: (Constant); M

b. Predictors in the Model: (Constant), M, x2

c. Dependent Variable: Y

Regression Pengaruh Kualitas Layanan terhadap WOM

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Y	3.8033	.68578	150
servqual	3.9424	.33327	150

Correlations

		Y	servqual
Pearson Correlation	Y	1.000	.395
	servqual	.395	1.000
Sig. (1-tailed)	Y		.000
	servqual	.000	
N	Y	150	150
	servqual	150	150

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	servqual		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	.395 ^a	.156	.150	.63224

a. Predictors: (Constant), servqual

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.914	1	10.914	27.305	.000 ^a
	Residual	59.159	148	.400		
	Total	70.073	149			

a. Predictors: (Constant), servqual

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.602	.615		.979	.329
	servqual	.812	.155	.395	5.225	.000

a. Dependent Variable: Y



Regression Pengaruh Kualitas Layanan terhadap Kepercayaan Merek

Descriptive Statistics

	Mean	Std. Deviation	N
M	3.9933	.45239	150
servqual	3.9424	.33327	150

Correlations

		M	servqual
Pearson Correlation	M	1.000	.670
	servqual	.670	1.000
Sig. (1-tailed)	M		.000
	servqual	.000	
N	M	150	150
	servqual	150	150

Variables Entered/Removed^a

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

a. Dependent Variable: M

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.449	.445	.33696

a. Predictors: (Constant), servqual

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.689	1	13.689	120.561	.000 ^a
	Residual	16.804	148	.114		
	Total	30.493	149			

a. Predictors: (Constant), servqual

b. Dependent Variable: M

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.408	.328		1.244	.215
	servqual	.909	.083	.670	10.980	.000

a. Dependent Variable: M



Regression Pengaruh Kualitas Layanan dan Kepercayaan Merek terhadap WOM

Descriptive Statistics

	Mean	Std. Deviation	N
Y	3.8033	.68578	150
servqual	3.9424	.33327	150
M	3.9933	.45239	150

Correlations

		Y	servqual	M
Pearson Correlation	Y	1.000	.395	.482
	servqual	.395	1.000	.670
	M	.482	.670	1.000
Sig. (1-tailed)	Y		.000	.000
	servqual	.000		.000
	M	.000	.000	
N	Y	150	150	150
	servqual	150	150	150
	M	150	150	150

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	M		Stepwise (Criteria: Probabilit y-of-F-to-enter <= .050, Probabilit y-of-F-to-remo ve >= .100).

a. Dependent Variable: Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.482 ^a	.233	.228	.60270

a. Predictors: (Constant), M

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.313	1	16.313	44.909	.000 ^a
	Residual	53.760	148	.363		
	Total	70.073	149			

a. Predictors: (Constant), M

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.883	.439		2.012	.046
	M	.731	.109	.482	6.701	.000

a. Dependent Variable: Y

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	servqual	.130 ^a	1.339	.183	.110	.551

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

b. Dependent Variable: Y

Regression Pengaruh Frekuensi Kunjungan Terhadap Interaksi Dimensi Reliability dengan Kepercayaan Merek

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
M	3.9933	.45239	150
x2frek	6.2320	3.15063	150
x2	4.0453	.39605	150
frekuensi kunjungan ke MR.Burger	1.52	.692	150

Correlations

		M	x2frek	x2	frekuensi kunjungan ke MR.Burger
Pearson Correlation	M	1.000	.374	.562	.284
	x2frek	.374	1.000	.487	.977
	x2	.562	.487	1.000	.305
	frekuensi kunjungan ke MR.Burger	.284	.977	.305	1.000
Sig. (1-tailed)	M	.000	.000	.000	.000
	x2frek	.000	.000	.000	.000
	x2	.000	.000	.000	.000
	frekuensi kunjungan ke MR.Burger	.000	.000	.000	.000
N	M	150	150	150	150
	x2frek	150	150	150	150
	x2	150	150	150	150
	frekuensi kunjungan ke MR.Burger	150	150	150	150

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	x2		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	.311	.37554

a. Predictors: (Constant), x2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.621	1	9.621	68.220	.000 ^a
	Residual	20.872	148	.141		
	Total	30.493	149			

a. Predictors: (Constant), x2

b. Dependent Variable: M

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.398	.316		4.427	.000	.774	2.022
	x2	.642	.078	.562	8.260	.000	.488	.795

a. Dependent Variable: M

Excluded Variables^b

Model		Beta in	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	x2frek	.131 ^a	1.697	.092	.139	.763
	frekuensi kunjungan ke MR.Burger	.125 ^a	1.757	.081	.143	.907

a. Predictors in the Model: (Constant), x2

b. Dependent Variable: M

Regression Pengaruh Frekuensi Kunjungan Terhadap Interaksi Dimensi Responsiveness dengan Kepercayaan Merek

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
M	3.9933	.45239	150
frekuensi kunjungan ke MR.Burger	1.52	.692	150
x3	3.9200	.45273	150
x3frek	6.0183	3.10108	150

Correlations

		M	frekuensi kunjungan ke MR.Burger	x3	x3frek
Pearson Correlation	M	1.000	.284	.546	.387
	frekuensi kunjungan ke MR.Burger	.284	1.000	.192	.964
	x3	.546	.192	1.000	.425
	x3frek	.387	.964	.425	1.000
Sig. (1-tailed)	M	.	.000	.000	.000
	frekuensi kunjungan ke MR.Burger	.000	.	.009	.000
	x3	.000	.009	.	.000
	x3frek	.000	.000	.000	.
N	M	150	150	150	150
	frekuensi kunjungan ke MR.Burger	150	150	150	150
	x3	150	150	150	150
	x3frek	150	150	150	150

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	x3		Stepwise (Criteria: Probabilit y-of-F-to-enter <= .050, Probabilit y-of-F-to-remo ve >= .100).
2	frekuensi kunjungan ke MR. Burger		Stepwise (Criteria: Probabilit y-of-F-to-enter <= .050, Probabilit y-of-F-to-remo ve >= .100).

a. Dependent Variable: M

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.546 ^a	.298	.294	.38020
2	.576 ^b	.332	.323	.37232

a. Predictors: (Constant), x3

b. Predictors: (Constant), x3, frekuensi kunjungan ke MR. Burger

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.099	1	9.099	62.946	.000 ^a
	Residual	21.394	148	.145		
	Total	30.493	149			
2	Regression	10.116	2	5.058	36.487	.000 ^b
	Residual	20.378	147	.139		
	Total	30.493	149			

a. Predictors: (Constant), x3

b. Predictors: (Constant), x3, frekuensi kunjungan ke MR. Burger

c. Dependent Variable: M

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.854	.271		6.828	.000	1.317	2.390
	x3	.546	.069	.546	7.934	.000	.410	.682
2	(Constant)	1.809	.266		6.792	.000	1.283	2.336
	x3	.510	.069	.510	7.429	.000	.374	.646
	frekuensi kunjungan ke MR.Burger	.122	.045	.186	2.708	.008	.033	.210

a. Dependent Variable: M

Excluded Variables^c

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	frekuensi kunjungan ke MR.Burger	.186 ^a	2.708	.008	.218	.963
	x3frek	.189 ^a	2.529	.012	.204	.819
2	x3frek	-.910 ^b	-1.376	.171	-.113	.010

a. Predictors in the Model: (Constant), x3

b. Predictors in the Model: (Constant), x3, frekuensi kunjungan ke MR.Burger

c. Dependent Variable: M

Regression Pengaruh Frekuensi Kunjungan Terhadap Interaksi Dimensi Empathy 1 dengan Kepercayaan Merek

Descriptive Statistics

	Mean	Std. Deviation	N
M	3.9933	.45239	150
frekuensi kunjungan ke MR.Burger	1.52	.692	150
x51	3.7467	.49408	150
x51frek	5.7867	3.08258	150

Correlations

		M	frekuensi kunjungan ke MR.Burger	x51	x51frek
Pearson Correlation	M	1.000	.284	.488	.374
	frekuensi kunjungan ke MR.Burger	.284	1.000	.270	.960
	x51	.488	.270	1.000	.504
	x51frek	.374	.960	.504	1.000
Sig. (1-tailed)	M	.	.000	.000	.000
	frekuensi kunjungan ke MR.Burger	.000	.	.000	.000
	x51	.000	.000	.	.000
	x51frek	.000	.000	.000	.
N	M	150	150	150	150
	frekuensi kunjungan ke MR.Burger	150	150	150	150
	x51	150	150	150	150
	x51frek	150	150	150	150

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	x51		Stepwise (Criteria: Probabilit y-of- F-to-enter <= .050, Probabilit y-of- F-to-remo ve >= . 100).
2	frekuensi kunjungan ke MR. Burger		Stepwise (Criteria: Probabilit y-of- F-to-enter <= .050, Probabilit y-of- F-to-remo ve >= . 100).

a. Dependent Variable: M

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.488 ^a	.238	.233	.39624
2	.513 ^b	.263	.253	.39097

a. Predictors: (Constant), x51

b. Predictors: (Constant), x51, frekuensi kunjungan ke MR.Burger

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.257	1	7.257	46.221	.000 ^a
	Residual	23.237	148	.157		
	Total	30.493	149			
2	Regression	8.023	2	4.012	26.243	.000 ^b
	Residual	22.470	147	.153		
	Total	30.493	149			

a. Predictors: (Constant), x51

b. Predictors: (Constant), x51, frekuensi kunjungan ke MR.Burger

c. Dependent Variable: M

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.320	.248		9.344	.000	1.829	2.810
	x51	.447	.066	.488	6.799	.000	.317	.576
2	(Constant)	2.309	.245		9.423	.000	1.825	2.793
	x51	.406	.067	.443	6.030	.000	.273	.539
	frekuensi kunjungan ke MR.Burger	.108	.048	.165	2.239	.027	.013	.202

a. Dependent Variable: M

Excluded Variables^c

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	frekuensi kunjungan ke MR.Burger	.165 ^a	2.239	.027	.182	.927
	x51frek	.172 ^a	2.091	.038	.170	.746
2	x51frek	-.539 ^b	-8.96	.372	-.074	.014

a. Predictors in the Model: (Constant), x51

b. Predictors in the Model: (Constant), x51, frekuensi kunjungan ke MR.Burger

c. Dependent Variable: M

Regression Pengaruh Frekuensi Kunjungan Terhadap Interaksi Dimensi Empathy 3 dengan Kepercayaan Merek

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
M	3.9933	.45239	150
frekuensi kunjungan ke MR.Burger	1.52	.692	150
x53	4.1867	.54817	150
x53frek	6.4400	3.30848	150

Correlations

		M	frekuensi kunjungan ke MR.Burger	x53	x53frek
Pearson Correlation	M	1.000	.284	.377	.364
	frekuensi kunjungan ke MR.Burger	.284	1.000	.202	.954
	x53	.377	.202	1.000	.458
	x53frek	.364	.954	.458	1.000
Sig. (1-tailed)	M	.	.000	.000	.000
	frekuensi kunjungan ke MR.Burger	.000	.	.007	.000
	x53	.000	.007	.	.000
	x53frek	.000	.000	.000	.
N	M	150	150	150	150
	frekuensi kunjungan ke MR.Burger	150	150	150	150
	x53	150	150	150	150
	x53frek	150	150	150	150

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	x53		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	x53frek		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	.377 ^a	.142	.136	.42039
2	.434 ^b	.189	.178	.41026

a. Predictors: (Constant), x53

b. Predictors: (Constant), x53, x53frek

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.338	1	4.338	24.547	.000 ^a
	Residual	26.155	148	.177		
	Total	30.493	149			
2	Regression	5.752	2	2.876	17.087	.000 ^b
	Residual	24.742	147	.168		
	Total	30.493	149			

a. Predictors: (Constant), x53

b. Predictors: (Constant), x53, x53frek

c. Dependent Variable: M

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.690	.265		10.141	.000	2.166	3.214
	x53	.311	.063	.377	4.955	.000	.187	.435
2	(Constant)	2.860	.265		10.775	.000	2.335	3.384
	x53	.220	.069	.266	3.187	.002	.084	.356
	x53frek	.033	.011	.242	2.898	.004	.011	.056

a. Dependent Variable: M

Excluded Variables^c

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	frekuensi kunjungan ke MR.Burger	.217 ^a	2.857	.005	.229	.959
	x53frek	.242 ^a	2.898	.004	.232	.791
2	frekuensi kunjungan ke MR.Burger	-.030 ^b	-.058	.954	-.005	.020

a. Predictors in the Model: (Constant), x53

b. Predictors in the Model: (Constant), x53, x53frek

c. Dependent Variable: M

Regression Pengaruh Frekuensi Kunjungan Terhadap Interaksi

Dimensi Reliability dengan WOM

Descriptive Statistics

	Mean	Std. Deviation	N
Y	3.8033	.68578	150
frekuensi kunjungan ke MR.Burger	1.52	.692	150
x2frek	6.2320	3.15063	150
x2	4.0453	.39605	150

Correlations

		Y	frekuensi kunjungan ke MR.Burger	x2frek	x2
Pearson Correlation	Y	1.000	.344	.404	.473
	frekuensi kunjungan ke MR.Burger	.344	1.000	.977	.305
	x2frek	.404	.977	1.000	.487
	x2	.473	.305	.487	1.000
Sig. (1-tailed)	Y		.000	.000	.000
	frekuensi kunjungan ke MR.Burger	.000		.000	.000
	x2frek	.000	.000		.000
	x2	.000	.000	.000	
N	Y	150	150	150	150
	frekuensi kunjungan ke MR.Burger	150	150	150	150
	x2frek	150	150	150	150
	x2	150	150	150	150

Variables Entered/Removed^d

Model	Variables Entered	Variables Removed	Method
1			Stepwise (Criteria: Probabilit y-of- F-to-enter <= .050, Probabilit y-of- F-to-remo ve >= . 100).
2	x2 frekuensi kunjungan ke MR. Burger		Stepwise (Criteria: Probabilit y-of- F-to-enter <= .050, Probabilit y-of- F-to-remo ve >= . 100).

a. Dependent Variable: Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.473 ^a	.224	.218	.60629
2	.517 ^b	.268	.258	.59086

a. Predictors: (Constant), x2

b. Predictors: (Constant), x2, frekuensi kunjungan ke MR. Burger

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.670	1	15.670	42.629	.000 ^a
	Residual	54.403	148	.368		
	Total	70.073	149			
2	Regression	18.753	2	9.377	26.858	.000 ^b
	Residual	51.320	147	.349		
	Total	70.073	149			

a. Predictors: (Constant), x2

b. Predictors: (Constant), x2, frekuensi kunjungan ke MR. Burger

c. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.491	.510		.963	.337	-.516	1.498
	x2	.819	.125	.473	6.529	.000	.571	1.067
2	(Constant)	.630	.499		1.263	.209	-.356	1.616
	x2	.702	.128	.406	5.474	.000	.449	.956
	frekuensi kunjungan ke MR.Burger	.218	.073	.220	2.972	.003	.073	.363

a. Dependent Variable: Y

Excluded Variables^c

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	frekuensi kunjungan ke MR.Burger	.220 ^a	2.972	.003	.238	.907
	x2frek	.228 ^a	2.810	.006	.226	.763
2	x2frek	-1.349 ^b	-1.542	.125	-.127	.006

a. Predictors in the Model: (Constant), x2

b. Predictors in the Model: (Constant), x2, frekuensi kunjungan ke MR.Burger

c. Dependent Variable: Y

Regression Pengaruh Frekuensi Kunjungan Terhadap Interaksi

Kepercayaan Merek dengan WOM

Descriptive Statistics

	Mean	Std. Deviation	N
Y	3.8033	.68578	150
frekuensi kunjungan ke MR.Burger	1.52	.692	150
M	3.9933	.45239	150
mfrek	6.1583	3.17715	150

Correlations

		Y	frekuensi kunjungan ke MR.Burger	M	mfrek
Pearson Correlation	Y	1.000	.344	.482	.417
	frekuensi kunjungan ke MR.Burger	.344	1.000	.284	.974
	M	.482	.284	1.000	.477
	mfrek	.417	.974	.477	1.000
Sig. (1-tailed)	Y		.000	.000	.000
	frekuensi kunjungan ke MR.Burger	.000		.000	.000
	M	.000	.000		.000
	mfrek	.000	.000	.000	
N	Y	150	150	150	150
	frekuensi kunjungan ke MR.Burger	150	150	150	150
	M	150	150	150	150
	mfrek	150	150	150	150

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1			Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	M frekuensi kunjungan ke MR. Burger		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	.482 ^a	.233	.228	.60270
2	.529 ^b	.279	.270	.58611

a. Predictors: (Constant), M

b. Predictors: (Constant), M, frekuensi kunjungan ke MR. Burger

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.313	1	16.313	44.909	.000 ^a
	Residual	53.760	148	.363		
	Total	70.073	149			
2	Regression	19.574	2	9.787	28.490	.000 ^b
	Residual	50.499	147	.344		
	Total	70.073	149			

a. Predictors: (Constant), M

b. Predictors: (Constant), M, frekuensi kunjungan ke MR. Burger

c. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.883	.439		2.012	.046	.016	1.749
	M	.731	.109	.482	6.701	.000	.516	.947
2	(Constant)	.931	.427		2.181	.031	.088	1.775
	M	.634	.111	.419	5.731	.000	.416	.853
	frekuensi kunjungan ke MR.Burger	.223	.072	.225	3.081	.002	.080	.366

a. Dependent Variable: Y

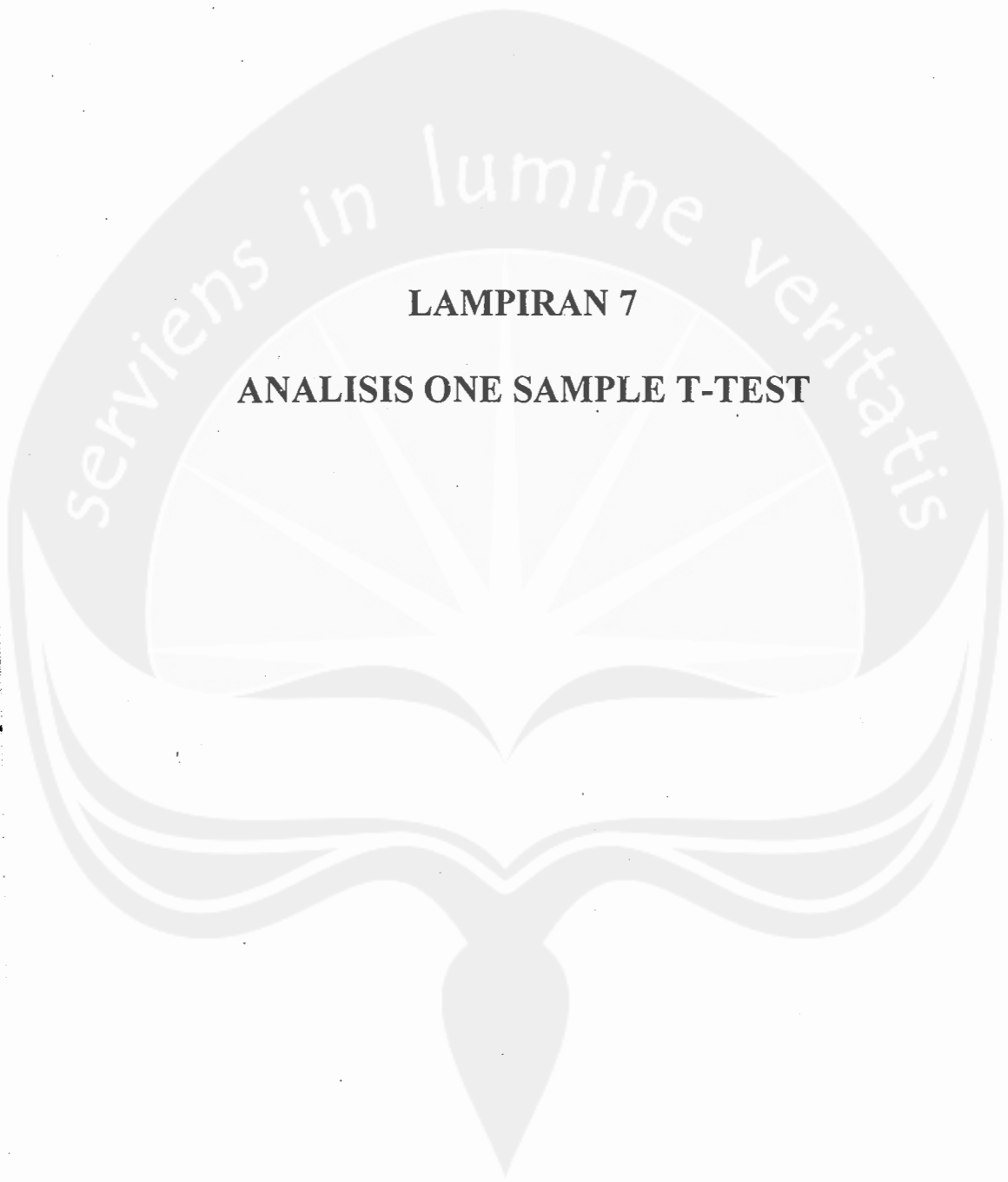
Excluded Variables^c

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	frekuensi kunjungan ke MR.Burger	.225 ^a	3.081	.002	.246	.919
	mfrek	.242 ^a	3.041	.003	.243	.773
2	mfrek	-.149 ^b	-.197	.844	-.016	.009

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

b. Predictors in the Model: (Constant), M, frekuensi kunjungan ke MR.Burger

c. Dependent Variable: Y



LAMPIRAN 7

ANALISIS ONE SAMPLE T-TEST

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
rel	150	4.0453	.39605	.03234
res	150	3.9200	.45273	.03697
ass	150	3.9150	.40532	.03309
em1	150	3.7467	.49408	.04034
em2	150	3.8400	.63542	.05188
em3	150	4.1867	.54817	.04476
tib	150	3.9933	.45239	.03694
wom	150	3.8033	.68578	.05599
tang	150	3.9433	.44510	.03634

One-Sample Test

	Test Value = 3.41					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
rel	19.647	149	.000	.63533	.5714	.6992
res	13.797	149	.000	.51000	.4370	.5830
ass	15.259	149	.000	.50500	.4396	.5704
em1	8.345	149	.000	.33667	.2570	.4164
em2	8.288	149	.000	.43000	.3275	.5325
em3	17.353	149	.000	.77667	.6882	.8651
tib	15.793	149	.000	.58333	.5103	.6563
wom	7.025	149	.000	.39333	.2827	.5040
tang	14.675	149	.000	.53333	.4615	.6051

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
rel	150	4.0453	.39605	.03234
res	150	3.9200	.45273	.03697
ass	150	3.9150	.40532	.03309
em1	150	3.7467	.49408	.04034
em2	150	3.8400	.63542	.05188
em3	150	4.1867	.54817	.04476
tib	150	3.9933	.45239	.03694
wom	150	3.8033	.68578	.05599
tang	150	3.9433	.44510	.03634

One-Sample Test

	Test Value = 4.21					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
rel	-5.092	149	.000	-.16467	-.2286	-.1008
res	-7.845	149	.000	-.29000	-.3630	-.2170
ass	-8.914	149	.000	-.29500	-.3604	-.2296
em1	-11.485	149	.000	-.46333	-.5430	-.3836
em2	-7.132	149	.000	-.37000	-.4725	-.2675
em3	-.521	149	.603	-.02333	-.1118	.0651
tib	-5.866	149	.000	-.21667	-.2897	-.1437
wom	-7.263	149	.000	-.40667	-.5173	-.2960
tang	-7.338	149	.000	-.26667	-.3385	-.1949



LAMPIRAN : 8

ANALISIS ONE WAY ANOVA

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
tang	PNS/TNI/POLRI	4	4.0000	.20412	.10206	3.6752	4.3248	3.75	4.25
	karyawan swasta	7	4.0000	.32275	.12199	3.7015	4.2985	3.50	4.50
	wiraswasta	6	3.9583	.10206	.04167	3.8512	4.0654	3.75	4.00
	pelajar/mahasiswa	133	3.9380	.46609	.04042	3.8580	4.0179	3.00	5.00
	Total	150	3.9433	.44510	.03634	3.8715	4.0151	3.00	5.00
rel	PNS/TNI/POLRI	4	4.2000	.23094	.11547	3.8325	4.5675	4.00	4.40
	karyawan swasta	7	4.0857	.22678	.08571	3.8760	4.2954	4.00	4.60
	wiraswasta	6	4.2667	.35024	.14298	3.8991	4.6342	3.80	4.80
	pelajar/mahasiswa	133	4.0286	.40687	.03528	3.9588	4.0984	3.20	5.00
	Total	150	4.0453	.39605	.03234	3.9814	4.1092	3.20	5.00
res	PNS/TNI/POLRI	4	4.1250	.14434	.07217	3.8953	4.3547	4.00	4.25
	karyawan swasta	7	4.1071	.19670	.07435	3.9252	4.2891	4.00	4.50
	wiraswasta	6	4.0417	.40052	.16351	3.6213	4.4620	3.50	4.50
	pelajar/mahasiswa	133	3.8985	.46775	.04056	3.8183	3.9787	2.75	5.00
	Total	150	3.9200	.45273	.03697	3.8470	3.9930	2.75	5.00
ass	PNS/TNI/POLRI	4	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	karyawan swasta	7	4.0714	.31339	.11845	3.7816	4.3613	3.75	4.75
	wiraswasta	6	4.0000	.22361	.09129	3.7653	4.2347	3.75	4.25
	pelajar/mahasiswa	133	3.9004	.42075	.03648	3.8282	3.9725	3.00	5.00
	Total	150	3.9150	.40532	.03309	3.8496	3.9804	3.00	5.00
em1	PNS/TNI/POLRI	4	4.0833	.16667	.08333	3.8181	4.3485	4.00	4.33
	karyawan swasta	7	3.8571	.60422	.22837	3.2983	4.4160	3.33	5.00
	wiraswasta	6	3.7778	.17213	.07027	3.5971	3.9584	3.67	4.00
	pelajar/mahasiswa	133	3.7293	.50277	.04360	3.6431	3.8156	2.67	5.00
	Total	150	3.7467	.49408	.04034	3.6670	3.8264	2.67	5.00
em2	PNS/TNI/POLRI	4	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	karyawan swasta	7	4.0000	.81650	.30861	3.2449	4.7551	3.00	5.00
	wiraswasta	6	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	pelajar/mahasiswa	133	3.3195	.64941	.05631	3.7082	3.9309	2.00	5.00
	Total	150	3.8400	.63542	.05188	3.7375	3.9425	2.00	5.00
em3	PNS/TNI/POLRI	4	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	karyawan swasta	7	4.1429	.69007	.26082	3.5047	4.7811	3.00	5.00
	wiraswasta	6	4.3333	.51640	.21082	3.7914	4.8753	4.00	5.00
	pelajar/mahasiswa	133	4.1880	.55255	.04791	4.0932	4.2827	3.00	5.00
	Total	150	4.1867	.54817	.04476	4.0982	4.2751	3.00	5.00
tib	PNS/TNI/POLRI	4	3.9375	.12500	.06250	3.7386	4.1364	3.75	4.00
	karyawan swasta	7	3.9643	.17252	.06521	3.8047	4.1238	3.75	4.25
	wiraswasta	6	4.1667	.66458	.27131	3.4692	4.8641	3.25	5.00
	pelajar/mahasiswa	133	3.9887	.45940	.03983	3.9099	4.0675	3.00	5.00
	Total	150	3.9933	.45239	.03694	3.9203	4.0663	3.00	5.00
wom	PNS/TNI/POLRI	4	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	karyawan swasta	7	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	wiraswasta	6	4.4583	.48520	.19808	3.9491	4.9675	3.75	5.00
	pelajar/mahasiswa	133	3.7575	.70505	.06114	3.6366	3.8785	2.00	5.00
	Total	150	3.8033	.68578	.05599	3.6927	3.9140	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
tang	Between Groups	.040	3	.013	.067	.977
	Within Groups	29.478	146	.202		
	Total	29.518	149			
rel	Between Groups	.438	3	.146	.930	.428
	Within Groups	22.933	146	.157		
	Total	23.372	149			
res	Between Groups	.564	3	.188	.915	.435
	Within Groups	29.976	146	.205		
	Total	30.540	149			
ass	Between Groups	.272	3	.091	.547	.651
	Within Groups	24.207	146	.166		
	Total	24.479	149			
em1	Between Groups	.585	3	.195	.795	.499
	Within Groups	35.789	146	.245		
	Total	36.373	149			
em2	Between Groups	.491	3	.164	.400	.753
	Within Groups	59.669	146	.409		
	Total	60.160	149			
em3	Between Groups	.282	3	.094	.309	.819
	Within Groups	44.491	146	.305		
	Total	44.773	149			
tib	Between Groups	.201	3	.067	.324	.808
	Within Groups	30.292	146	.207		
	Total	30.493	149			
wom	Between Groups	3.279	3	1.093	2.389	.071
	Within Groups	66.795	146	.457		
	Total	70.073	149			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
tang	1-3 kali	87	3.9540	.41855	.04487	3.8648	4.0432	3.25	5.00
	4-6 kali	50	3.9100	.48382	.06842	3.7725	4.0475	3.00	5.00
	7-9 kali	11	3.9545	.51012	.15381	3.6118	4.2973	3.00	4.75
	10-12 kali	2	4.2500	.35355	.25000	1.0734	7.4266	4.00	4.50
	Total	150	3.9433	.44510	.03634	3.8715	4.0151	3.00	5.00
rel	1-3 kali	87	3.9517	.31983	.03429	3.8836	4.0199	3.20	5.00
	4-6 kali	50	4.1360	.46850	.06626	4.0029	4.2691	3.40	5.00
	7-9 kali	11	4.3091	.39358	.11867	4.0447	4.5735	3.60	4.80
	10-12 kali	2	4.4000	.28284	.20000	1.8588	6.9412	4.20	4.60
	Total	150	4.0453	.39605	.03234	3.9814	4.1092	3.20	5.00
res	1-3 kali	87	3.8879	.37887	.04062	3.8072	3.9687	3.00	5.00
	4-6 kali	50	3.8800	.53509	.07567	3.7279	4.0321	2.75	5.00
	7-9 kali	11	4.2273	.43952	.13252	3.9320	4.5225	3.25	4.75
	10-12 kali	2	4.6250	.17678	.12500	3.0367	6.2133	4.50	4.75
	Total	150	3.9200	.45273	.03697	3.8470	3.9930	2.75	5.00
ass	1-3 kali	87	3.8391	.37350	.04004	3.7595	3.9187	3.00	5.00
	4-6 kali	50	3.9550	.41860	.05920	3.8360	4.0740	3.25	5.00
	7-9 kali	11	4.2500	.40311	.12154	3.9792	4.5208	3.50	4.75
	10-12 kali	2	4.3750	.17678	.12500	2.7867	5.9633	4.25	4.50
	Total	150	3.9150	.40532	.03309	3.8496	3.9804	3.00	5.00
em1	1-3 kali	87	3.6743	.44308	.04750	3.5799	3.7688	2.67	5.00
	4-6 kali	50	3.7467	.50647	.07163	3.6027	3.8906	2.67	5.00
	7-9 kali	11	4.2121	.56318	.16981	3.8338	4.5905	3.33	5.00
	10-12 kali	2	4.3333	.47140	.33333	.0979	8.5687	4.00	4.67
	Total	150	3.7467	.49408	.04034	3.6670	3.8264	2.67	5.00
em2	1-3 kali	87	3.8161	.58127	.06232	3.6922	3.9400	2.00	5.00
	4-6 kali	50	3.8200	.62890	.08894	3.6413	3.9987	2.00	5.00
	7-9 kali	11	4.0000	1.00000	.30151	3.3282	4.6718	2.00	5.00
	10-12 kali	2	4.5000	.70711	.50000	-1.8531	10.8531	4.00	5.00
	Total	150	3.8400	.63542	.05188	3.7375	3.9425	2.00	5.00
em3	1-3 kali	87	4.0920	.49725	.05331	3.9860	4.1979	3.00	5.00
	4-6 kali	50	4.3200	.55107	.07793	4.1634	4.4766	3.00	5.00
	7-9 kali	11	4.1818	.75076	.22636	3.6775	4.6862	3.00	5.00
	10-12 kali	2	5.0000	.00000	.00000	5.0000	5.0000	5.00	5.00
	Total	150	4.1867	.54817	.04476	4.0982	4.2751	3.00	5.00
tib	1-3 kali	87	3.9109	.42106	.04514	3.8212	4.0007	3.00	5.00
	4-6 kali	50	4.0350	.47918	.06777	3.8988	4.1712	3.00	5.00
	7-9 kali	11	4.3636	.34212	.10315	4.1338	4.5935	3.75	4.75
	10-12 kali	2	4.5000	.35355	.25000	1.3234	7.6766	4.25	4.75
	Total	150	3.9933	.45239	.03694	3.9203	4.0663	3.00	5.00
wom	1-3 kali	87	3.6034	.65542	.07027	3.4638	3.7431	2.00	5.00
	4-6 kali	50	4.0350	.65467	.09258	3.8489	4.2211	3.00	5.00
	7-9 kali	11	4.2273	.57505	.17338	3.8409	4.6136	3.00	5.00
	10-12 kali	2	4.3750	.17678	.12500	2.7867	5.9633	4.25	4.50
	Total	150	3.8033	.68578	.05599	3.6927	3.9140	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
tang	Between Groups	.255	3	.085	.424	.736
	Within Groups	29.263	146	.200		
	Total	29.518	149			
rel	Between Groups	2.190	3	.730	5.032	.002
	Within Groups	21.182	146	.145		
	Total	23.372	149			
res	Between Groups	2.202	3	.734	3.782	.012
	Within Groups	28.338	146	.194		
	Total	30.540	149			
ass	Between Groups	2.239	3	.746	4.900	.003
	Within Groups	22.240	146	.152		
	Total	24.479	149			
em1	Between Groups	3.527	3	1.176	5.225	.002
	Within Groups	32.847	146	.225		
	Total	36.373	149			
em2	Between Groups	1.223	3	.408	1.009	.390
	Within Groups	58.937	146	.404		
	Total	60.160	149			
em3	Between Groups	2.993	3	.998	3.486	.017
	Within Groups	41.781	146	.286		
	Total	44.773	149			
tib	Between Groups	2.700	3	.900	4.727	.004
	Within Groups	27.794	146	.190		
	Total	30.493	149			
wom	Between Groups	8.790	3	2.930	6.980	.000
	Within Groups	61.283	146	.420		
	Total	70.073	149			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
lang	chick juicy	1	4.5000					4.50	4.50
	chicken prosperity	6	3.7033	51031	20833	3.1728	4.2439	3.25	4.25
	ring on	17	3.6912	43776	10617	3.4651	3.9163	3.25	4.50
	beef	28	4.0357	38318	07241	3.8871	4.1843	3.50	5.00
	cheese	41	3.9329	46444	07253	3.7853	4.0795	3.00	5.00
	ring on cheese	36	4.0000	43916	07319	3.8514	4.1486	3.25	5.00
	classic burger	19	4.0132	44467	10201	3.7988	4.2275	3.50	5.00
	original dog	1	3.7500					3.75	3.75
	cheese dog	1	3.7500					3.75	3.75
	Total	150	3.9433	44510	03634	3.8715	4.0151	3.00	5.00
	rel	chick juicy	1	4.6000					4.60
chicken prosperity		6	3.9667	51251	20923	3.4288	4.5045	3.60	4.80
ring on		17	4.0000	26458	06417	3.6640	4.1360	3.40	4.40
beef		28	4.0143	33523	06335	3.8843	4.1443	3.20	4.80
cheese		41	4.0390	37741	05894	3.9199	4.1581	3.20	5.00
ring on cheese		36	4.0722	47124	07854	3.9120	4.2317	3.20	5.00
classic burger		19	4.1158	45858	10520	3.8948	4.3368	3.60	5.00
original dog		1	3.8000					3.80	3.80
cheese dog		1	3.8000					3.80	3.80
Total		150	4.0453	39605	03234	3.9814	4.1092	3.20	5.00
res		chick juicy	1	4.7500					4.75
	chicken prosperity	6	3.9167	46547	19003	3.4262	4.4052	3.50	4.75
	ring on	17	3.8824	48507	11765	3.6330	4.1318	3.50	5.00
	beef	28	3.9911	24039	04543	3.8979	4.0843	3.50	4.50
	cheese	41	3.8415	51768	08085	3.6781	4.0049	2.75	5.00
	ring on cheese	36	3.9375	53910	08985	3.7551	4.1199	2.75	5.00
	classic burger	19	3.9868	30589	07018	3.8394	4.1343	3.25	4.50
	original dog	1	3.5000					3.50	3.50
	cheese dog	1	3.5000					3.50	3.50
	Total	150	3.9200	45273	03697	3.8470	3.9930	2.75	5.00
	res	chick juicy	1	4.5000					4.50
chicken prosperity		6	3.7500	47434	19365	3.2522	4.2478	3.25	4.50
ring on		17	3.8676	44298	10744	3.6399	4.0954	3.50	5.00
beef		28	3.8839	38779	07329	3.7336	4.0343	3.00	4.75
cheese		41	3.8780	41504	06482	3.7470	4.0091	3.00	5.00
ring on cheese		36	4.0000	40532	06755	3.8629	4.1371	3.25	4.75
classic burger		19	4.0132	29432	06752	3.8713	4.1550	3.75	4.75
original dog		1	3.2500					3.25	3.25
cheese dog		1	3.2500					3.25	3.25
Total		150	3.9150	40532	03309	3.8496	3.9804	3.00	5.00
em1		chick juicy	1	4.6667					4.67
	chicken prosperity	6	3.9444	53403	21802	3.3840	4.5049	3.67	5.00
	ring on	17	3.8627	54082	13117	3.5847	4.1408	3.00	5.00
	beef	28	3.6786	34525	06525	3.5447	3.8124	3.00	4.33
	cheese	41	3.6992	42691	06667	3.5844	3.8339	2.67	5.00
	ring on cheese	36	3.6759	53740	08957	3.4841	3.8578	2.67	5.00
	classic burger	19	3.9123	62699	14384	3.6101	4.2145	3.00	5.00
	original dog	1	3.3333					3.33	3.33
	cheese dog	1	3.3333					3.33	3.33
	Total	150	3.7467	49408	04034	3.6670	3.8264	2.67	5.00
	em2	chick juicy	1	5.0000					5.00
chicken prosperity		8	5.8333	75277	30732	3.0433	4.6233	3.00	5.00
ring on		17	3.8824	33211	08055	3.7116	4.0531	3.00	4.00
beef		28	4.0714	37796	07143	3.9249	4.2180	3.00	5.00
cheese		41	3.6341	73335	11453	3.4027	3.8656	2.00	5.00
ring on cheese		36	3.8333	69693	11616	3.5975	4.0691	2.00	5.00
classic burger		19	3.8421	68825	15789	3.5104	4.1738	3.00	5.00
original dog		1	4.0000					4.00	4.00
cheese dog		1	4.0000					4.00	4.00
Total		150	3.8400	63542	05188	3.7375	3.9425	2.00	5.00
em3		chick juicy	1	5.0000					5.00
	chicken prosperity	6	4.0000	63246	25820	3.3363	4.6637	3.00	5.00
	ring on	17	4.0000	50000	12127	3.7429	4.2571	3.00	5.00
	beef	28	4.3214	47559	08988	4.1370	4.5058	4.00	5.00
	cheese	41	4.1951	55765	08709	4.0191	4.3711	3.00	5.00
	ring on cheese	36	4.2500	50000	08333	4.0808	4.4182	3.00	5.00
	classic burger	19	4.0526	70504	16175	3.7128	4.3924	3.00	5.00
	original dog	1	4.0000					4.00	4.00
	cheese dog	1	4.0000					4.00	4.00
	Total	150	4.1867	54817	04476	4.0982	4.2751	3.00	5.00
	bb	chick juicy	1	4.7500					4.75
chicken prosperity		6	4.0833	37639	15366	3.6883	4.4783	3.75	4.75
ring on		17	3.9265	64205	15572	3.5964	4.2566	3.00	5.00
beef		28	3.9732	22912	04330	3.8944	4.0621	3.50	4.50
cheese		41	3.9390	50243	07847	3.7804	4.0976	3.00	5.00
ring on cheese		36	4.1111	42022	07004	3.9689	4.2533	3.00	4.75
classic burger		19	3.9605	45080	10342	3.7432	4.1778	3.25	5.00
original dog		1	3.5000					3.50	3.50
cheese dog		1	3.5000					3.50	3.50
Total		150	3.9933	45239	03694	3.9203	4.0663	3.00	5.00
wom		chick juicy	1	4.2500					4.25
	chicken prosperity	6	4.0000	63246	25820	3.3363	4.6637	3.00	5.00
	ring on	17	3.6471	74508	18071	3.2640	4.0301	2.75	5.00
	beef	28	3.7946	58947	11140	3.5661	4.0232	2.50	4.75
	cheese	41	3.7683	62847	09815	3.5699	3.9667	2.75	5.00
	ring on cheese	36	3.8472	66866	14478	3.5533	4.1411	2.00	5.00
	classic burger	19	3.8947	59111	13561	3.6098	4.1796	2.50	5.00
	original dog	1	3.5000					3.50	3.50
	cheese dog	1	3.5000					3.50	3.50
	Total	150	3.8033	68578	05599	3.6927	3.9140	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
tang	Between Groups	2.249	8	.281	1.453	.180
	Within Groups	27.270	141	.193		
	Total	29.518	149			
rel	Between Groups	.649	8	.081	.503	.852
	Within Groups	22.723	141	.161		
	Total	23.372	149			
res	Between Groups	1.556	8	.195	.946	.481
	Within Groups	28.984	141	.206		
	Total	30.540	149			
ass	Between Groups	1.954	8	.244	1.529	.152
	Within Groups	22.524	141	.160		
	Total	24.479	149			
em1	Between Groups	2.575	8	.322	1.343	.227
	Within Groups	33.798	141	.240		
	Total	36.373	149			
em2	Between Groups	4.666	8	.583	1.482	.169
	Within Groups	55.494	141	.394		
	Total	60.160	149			
em3	Between Groups	2.530	8	.316	1.055	.398
	Within Groups	42.244	141	.300		
	Total	44.773	149			
tib	Between Groups	1.836	8	.229	1.129	.347
	Within Groups	28.657	141	.203		
	Total	30.493	149			
wom	Between Groups	1.311	8	.164	.336	.951
	Within Groups	68.762	141	.488		
	Total	70.073	149			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
tang	< 1 km	44	3.8011	.39096	.05894	3.6823	3.9200	3.25	4.75
	1-2 km	42	4.0536	.42245	.06519	3.9219	4.1852	3.00	5.00
	2-3 km	22	3.9886	.51453	.10970	3.7605	4.2168	3.00	5.00
	3-4 km	14	4.0536	.45127	.12061	3.7930	4.3141	3.50	5.00
	> 5 km	28	3.9107	.46255	.08741	3.7314	4.0901	3.25	5.00
	Total	150	3.9433	.44510	.03634	3.8715	4.0151	3.00	5.00
rel	< 1 km	44	3.9818	.37309	.05625	3.8684	4.0952	3.20	4.80
	1-2 km	42	4.1381	.37609	.05803	4.0209	4.2553	3.60	5.00
	2-3 km	22	4.0182	.28223	.06017	3.8930	4.1433	3.40	4.60
	3-4 km	14	4.2286	.47625	.12728	3.9536	4.5035	3.60	5.00
	> 5 km	28	3.9357	.45559	.08610	3.7591	4.1124	3.20	4.80
	Total	150	4.0453	.39605	.03234	3.9814	4.1092	3.20	5.00
res	< 1 km	44	3.8125	.36218	.05460	3.7024	3.9226	3.25	4.50
	1-2 km	42	3.9762	.54886	.08469	3.8052	4.1472	2.75	5.00
	2-3 km	22	4.1136	.35962	.07667	3.9542	4.2731	3.50	5.00
	3-4 km	14	3.9107	.37477	.10016	3.6943	4.1271	3.25	4.50
	> 5 km	28	3.8571	.48795	.09221	3.6679	4.0464	2.75	4.75
	Total	150	3.9200	.45273	.03697	3.8470	3.9930	2.75	5.00
ass	< 1 km	44	3.8068	.40657	.06129	3.6832	3.9304	3.25	4.75
	1-2 km	42	4.0655	.39067	.06028	3.9437	4.1872	3.75	5.00
	2-3 km	22	4.0568	.29813	.06356	3.9246	4.1890	3.50	4.50
	3-4 km	14	3.8929	.38871	.10389	3.6684	4.1173	3.25	4.75
	> 5 km	28	3.7589	.41657	.07872	3.5974	3.9205	3.00	4.50
	Total	150	3.9150	.40532	.03309	3.8496	3.9804	3.00	5.00
em1	< 1 km	44	3.5909	.38622	.05822	3.4735	3.7083	2.67	4.33
	1-2 km	42	3.7222	.48788	.07528	3.5702	3.8743	2.67	5.00
	2-3 km	22	4.0303	.58109	.12389	3.7727	4.2879	3.00	5.00
	3-4 km	14	4.0238	.49725	.13289	3.7367	4.3109	3.33	5.00
	> 5 km	28	3.6667	.46259	.08742	3.4873	3.8460	3.00	5.00
	Total	150	3.7467	.49408	.04034	3.6670	3.8264	2.67	5.00
em2	< 1 km	44	3.8636	.63212	.09530	3.6715	4.0558	2.00	5.00
	1-2 km	42	3.8333	.48973	.07557	3.6807	3.9859	3.00	5.00
	2-3 km	22	4.0455	.78542	.16745	3.6972	4.3937	2.00	5.00
	3-4 km	14	4.0000	.67937	.18157	3.6077	4.3923	3.00	5.00
	> 5 km	28	3.5714	.63413	.11984	3.3255	3.8173	3.00	5.00
	Total	150	3.8400	.63542	.05188	3.7375	3.9425	2.00	5.00
em3	< 1 km	44	4.2273	.47562	.07170	4.0827	4.3719	3.00	5.00
	1-2 km	42	4.1190	.50376	.07773	3.9621	4.2760	3.00	5.00
	2-3 km	22	4.4091	.50324	.10729	4.1860	4.6322	4.00	5.00
	3-4 km	14	4.0714	.61573	.16456	3.7159	4.4269	3.00	5.00
	> 5 km	28	4.1071	.68526	.12950	3.8414	4.3729	3.00	5.00
	Total	150	4.1867	.54817	.04476	4.0982	4.2751	3.00	5.00
tib	< 1 km	44	3.9773	.40997	.06181	3.8526	4.1019	3.25	5.00
	1-2 km	42	4.0060	.41865	.06460	3.8755	4.1364	3.25	5.00
	2-3 km	22	4.1136	.40626	.08661	3.9335	4.2938	3.50	5.00
	3-4 km	14	3.9821	.52316	.13982	3.6801	4.2842	3.00	5.00
	> 5 km	28	3.9107	.56197	.10620	3.6928	4.1286	3.00	4.75
	Total	150	3.9933	.45239	.03694	3.9203	4.0663	3.00	5.00
wom	< 1 km	44	3.8409	.64269	.09689	3.6455	4.0363	3.00	5.00
	1-2 km	42	3.7917	.70908	.10941	3.5707	4.0126	2.00	5.00
	2-3 km	22	3.7727	.73561	.15683	3.4466	4.0989	2.50	5.00
	3-4 km	14	3.7500	.79663	.21291	3.2900	4.2100	2.00	5.00
	> 5 km	28	3.8125	.66536	.12574	3.5545	4.0705	2.50	5.00
	Total	150	3.8033	.68578	.05599	3.6927	3.9140	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
tang	Between Groups	1.645	4	.411	2.140	.079
	Within Groups	27.873	145	.192		
	Total	29.518	149			
rel	Between Groups	1.362	4	.340	2.243	.067
	Within Groups	22.010	145	.152		
	Total	23.372	149			
res	Between Groups	1.578	4	.394	1.975	.101
	Within Groups	28.962	145	.200		
	Total	30.540	149			
ass	Between Groups	2.597	4	.649	4.303	.003
	Within Groups	21.881	145	.151		
	Total	24.479	149			
em1	Between Groups	4.117	4	1.029	4.627	.002
	Within Groups	32.256	145	.222		
	Total	36.373	149			
em2	Between Groups	3.333	4	.833	2.126	.080
	Within Groups	56.827	145	.392		
	Total	60.160	149			
em3	Between Groups	1.716	4	.429	1.445	.222
	Within Groups	43.057	145	.297		
	Total	44.773	149			
tib	Between Groups	.529	4	.132	.640	.635
	Within Groups	29.964	145	.207		
	Total	30.493	149			
wom	Between Groups	.131	4	.033	.068	.992
	Within Groups	69.943	145	.482		
	Total	70.073	149			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
tang	keluarga	18	3.9583	.27453	.06471	3.8218	4.0949	3.25	4.50
	teman	112	3.9509	.45624	.04311	3.8655	4.0363	3.00	5.00
	sendirian	20	3.8875	.51603	.11539	3.6460	4.1290	3.25	5.00
	Total	150	3.9433	.44510	.03634	3.8715	4.0151	3.00	5.00
rel	keluarga	18	4.1778	.25565	.06026	4.0506	4.3049	4.00	4.80
	teman	112	4.0250	.40637	.03840	3.9489	4.1011	3.20	5.00
	sendirian	20	4.0400	.43335	.09690	3.8372	4.2428	3.60	5.00
	Total	150	4.0453	.39605	.03234	3.9814	4.1092	3.20	5.00
res	keluarga	18	4.1111	.21390	.05042	4.0047	4.2175	4.00	4.75
	teman	112	3.9063	.45535	.04303	3.8210	3.9915	2.75	5.00
	sendirian	20	3.8250	.55666	.12447	3.5645	4.0855	2.75	5.00
	Total	150	3.9200	.45273	.03697	3.8470	3.9930	2.75	5.00
ass	keluarga	18	3.9861	.18134	.04274	3.8959	4.0763	3.75	4.50
	teman	112	3.9063	.43252	.04087	3.8253	3.9872	3.00	5.00
	sendirian	20	3.9000	.40066	.08959	3.7125	4.0875	3.25	4.75
	Total	150	3.9150	.40532	.03309	3.8496	3.9804	3.00	5.00
em1	keluarga	18	3.8148	.39971	.09421	3.6160	4.0136	3.00	4.67
	teman	112	3.7560	.50618	.04783	3.6612	3.8507	3.00	5.00
	sendirian	20	3.6333	.50610	.11317	3.3965	3.8702	2.67	4.33
	Total	150	3.7467	.49408	.04034	3.6670	3.8264	2.67	5.00
em2	keluarga	18	4.1111	.47140	.11111	3.8767	4.3455	3.00	5.00
	teman	112	3.8661	.62234	.05881	3.7495	3.9826	2.00	5.00
	sendirian	20	3.4500	.68633	.15347	3.1288	3.7712	2.00	4.00
	Total	150	3.8400	.63542	.05188	3.7375	3.9425	2.00	5.00
em3	keluarga	18	4.2222	.42779	.10083	4.0095	4.4350	4.00	5.00
	teman	112	4.2054	.57168	.05402	4.0983	4.3124	3.00	5.00
	sendirian	20	4.0500	.51042	.11413	3.8111	4.2889	3.00	5.00
	Total	150	4.1867	.54817	.04476	4.0982	4.2751	3.00	5.00
tib	keluarga	18	4.0556	.37920	.08938	3.8670	4.2441	3.75	5.00
	teman	112	4.0022	.47635	.04501	3.9130	4.0914	3.00	5.00
	sendirian	20	3.8875	.36702	.08207	3.7157	4.0593	3.25	4.50
	Total	150	3.9933	.45239	.03694	3.9203	4.0663	3.00	5.00
wom	keluarga	18	4.0417	.49445	.11654	3.7958	4.2876	3.00	5.00
	teman	112	3.8147	.70690	.06680	3.6824	3.9471	2.00	5.00
	sendirian	20	3.5250	.64329	.14384	3.2239	3.8261	2.00	4.00
	Total	150	3.8033	.68578	.05599	3.6927	3.9140	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
tang	Between Groups	.073	2	.036	.182	.834
	Within Groups	29.446	147	.200		
	Total	29.518	149			
rel	Between Groups	.363	2	.181	1.158	.317
	Within Groups	23.009	147	.157		
	Total	23.372	149			
res	Between Groups	.859	2	.430	2.127	.123
	Within Groups	29.681	147	.202		
	Total	30.540	149			
ass	Between Groups	.104	2	.052	.314	.731
	Within Groups	24.375	147	.166		
	Total	24.479	149			
em1	Between Groups	.350	2	.175	.714	.491
	Within Groups	36.023	147	.245		
	Total	36.373	149			
em2	Between Groups	4.441	2	2.221	5.858	.004
	Within Groups	55.719	147	.379		
	Total	60.160	149			
em3	Between Groups	.435	2	.218	.722	.488
	Within Groups	44.338	147	.302		
	Total	44.773	149			
tib	Between Groups	.303	2	.151	.737	.480
	Within Groups	30.191	147	.205		
	Total	30.493	149			
wom	Between Groups	2.586	2	1.293	2.817	.063
	Within Groups	67.487	147	.459		
	Total	70.073	149			

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
tang	< Rp 500.000	61	3.8607	.40703	.05212	3.7564	3.9649	3.00	5.00
	Rp 500.000 - Rp 1.000.000	67	3.9590	.41878	.05116	3.8568	4.0611	3.00	5.00
	Rp 1.000.000 - Rp 1.500.000	19	4.1316	.61446	.14097	3.8354	4.4277	3.25	5.00
	> Rp 1.500.000	3	4.0833	.14434	.08333	3.7248	4.4419	4.00	4.25
	Total	150	3.9433	.44510	.03634	3.8715	4.0151	3.00	5.00
rel	< Rp 500.000	61	3.9115	.31522	.04036	3.8307	3.9922	3.20	4.60
	Rp 500.000 - Rp 1.000.000	67	4.1045	.38981	.04762	4.0094	4.1996	3.20	5.00
	Rp 1.000.000 - Rp 1.500.000	19	4.2211	.53705	.12321	3.9622	4.4799	3.20	5.00
	> Rp 1.500.000	3	4.3333	.11547	.06667	4.0465	4.6202	4.20	4.40
	Total	150	4.0453	.39605	.03234	3.9814	4.1092	3.20	5.00
res	< Rp 500.000	61	3.8033	.31330	.04011	3.7230	3.8835	3.00	4.50
	Rp 500.000 - Rp 1.000.000	67	3.9739	.49836	.06088	3.8523	4.0954	2.75	5.00
	Rp 1.000.000 - Rp 1.500.000	19	4.0395	.59665	.13688	3.7519	4.3271	2.75	5.00
	> Rp 1.500.000	3	4.3333	.14434	.08333	3.9748	4.6919	4.25	4.50
	Total	150	3.9200	.45273	.03697	3.8470	3.9930	2.75	5.00
ass	< Rp 500.000	61	3.7869	.35892	.04596	3.6950	3.8788	3.00	4.75
	Rp 500.000 - Rp 1.000.000	67	3.9888	.44260	.05407	3.8808	4.0968	3.25	5.00
	Rp 1.000.000 - Rp 1.500.000	19	4.0395	.33606	.07710	3.8775	4.2015	3.50	4.75
	> Rp 1.500.000	3	4.0833	.14434	.08333	3.7248	4.4419	4.00	4.25
	Total	150	3.9150	.40532	.03309	3.8496	3.9804	3.00	5.00
em1	< Rp 500.000	61	3.6175	.39363	.05040	3.5167	3.7183	2.67	4.33
	Rp 500.000 - Rp 1.000.000	67	3.7861	.47034	.05746	3.6713	3.9008	3.00	5.00
	Rp 1.000.000 - Rp 1.500.000	19	3.9649	.74448	.17080	3.6061	4.3237	2.67	5.00
	> Rp 1.500.000	3	4.1111	.19245	.11111	3.6330	4.5892	4.00	4.33
	Total	150	3.7467	.49408	.04034	3.6670	3.8264	2.67	5.00
em2	< Rp 500.000	61	3.7541	.59598	.07631	3.6015	3.9067	2.00	5.00
	Rp 500.000 - Rp 1.000.000	67	3.8060	.65687	.08025	3.6457	3.9662	2.00	5.00
	Rp 1.000.000 - Rp 1.500.000	19	4.2105	.63060	.14467	3.9066	4.5145	3.00	5.00
	> Rp 1.500.000	3	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	Total	150	3.8400	.63542	.05188	3.7375	3.9425	2.00	5.00
em3	< Rp 500.000	61	4.0656	.54372	.06962	3.9263	4.2048	3.00	5.00
	Rp 500.000 - Rp 1.000.000	67	4.2239	.54553	.06665	4.0908	4.3569	3.00	5.00
	Rp 1.000.000 - Rp 1.500.000	19	4.4211	.50726	.11637	4.1766	4.6655	4.00	5.00
	> Rp 1.500.000	3	4.3333	.57735	.33333	2.8991	5.7676	4.00	5.00
	Total	150	4.1867	.54817	.04476	4.0982	4.2751	3.00	5.00
tib	< Rp 500.000	61	3.8852	.38615	.04944	3.7863	3.9841	3.00	5.00
	Rp 500.000 - Rp 1.000.000	67	4.0373	.48900	.05974	3.9180	4.1566	3.00	5.00
	Rp 1.000.000 - Rp 1.500.000	19	4.1711	.48629	.11156	3.9367	4.4054	3.50	5.00
	> Rp 1.500.000	3	4.0833	.14434	.08333	3.7248	4.4419	4.00	4.25
	Total	150	3.9933	.45239	.03694	3.9203	4.0663	3.00	5.00
wom	< Rp 500.000	61	3.6844	.57355	.07344	3.5375	3.8313	2.50	5.00
	Rp 500.000 - Rp 1.000.000	67	3.7985	.77635	.09485	3.6091	3.9879	2.00	5.00
	Rp 1.000.000 - Rp 1.500.000	19	4.1447	.61979	.14219	3.8460	4.4435	3.00	5.00
	> Rp 1.500.000	3	4.1667	.28868	.16667	3.4496	4.8838	4.00	4.50
	Total	150	3.8033	.68578	.05599	3.6927	3.9140	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
tang	Between Groups	1.165	3	.388	2.000	.117
	Within Groups	28.353	146	.194		
	Total	29.518	149			
rel	Between Groups	2.163	3	.721	4.963	.003
	Within Groups	21.209	146	.145		
	Total	23.372	149			
res	Between Groups	1.809	3	.603	3.065	.030
	Within Groups	28.731	146	.197		
	Total	30.540	149			
ass	Between Groups	1.746	3	.582	3.737	.013
	Within Groups	22.733	146	.156		
	Total	24.479	149			
em1	Between Groups	2.425	3	.808	3.477	.018
	Within Groups	33.948	146	.233		
	Total	36.373	149			
em2	Between Groups	3.213	3	1.071	2.746	.045
	Within Groups	56.947	146	.390		
	Total	60.160	149			
em3	Between Groups	2.096	3	.699	2.390	.071
	Within Groups	42.678	146	.292		
	Total	44.773	149			
tib	Between Groups	1.467	3	.489	2.459	.065
	Within Groups	29.027	146	.199		
	Total	30.493	149			
wom	Between Groups	3.475	3	1.158	2.539	.059
	Within Groups	66.599	146	.456		
	Total	70.073	149			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
tang	Mister Burger	89	3.9354	.45932	.04869	3.8386	4.0322	3.00	5.00
	McDonald	58	3.9569	.43714	.05740	3.8420	4.0718	3.25	5.00
	monalisa	2	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	dixie	1	3.7500					3.75	3.75
	Total	150	3.9433	.44510	.03634	3.8715	4.0151	3.00	5.00
rel	Mister Burger	89	4.0562	.38256	.04055	3.9756	4.1368	3.20	5.00
	McDonald	58	4.0345	.42738	.05612	3.9221	4.1469	3.20	5.00
	monalisa	2	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	dixie	1	3.8000					3.80	3.80
	Total	150	4.0453	.39605	.03234	3.9814	4.1092	3.20	5.00
res	Mister Burger	89	3.9663	.46951	.04977	3.8674	4.0652	2.75	5.00
	McDonald	58	3.8491	.43159	.05667	3.7357	3.9626	2.75	5.00
	monalisa	2	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	dixie	1	3.7500					3.75	3.75
	Total	150	3.9200	.45273	.03697	3.8470	3.9930	2.75	5.00
ass	Mister Burger	89	3.9242	.45290	.04801	3.8288	4.0196	3.00	5.00
	McDonald	58	3.9009	.33423	.04389	3.8130	3.9887	3.25	4.75
	monalisa	2	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	dixie	1	3.7500					3.75	3.75
	Total	150	3.9150	.40532	.03309	3.8496	3.9804	3.00	5.00
em1	Mister Burger	89	3.7640	.48773	.05170	3.6613	3.8668	2.67	5.00
	McDonald	58	3.7126	.51658	.06783	3.5768	3.8485	2.67	5.00
	monalisa	2	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	dixie	1	3.6667					3.67	3.67
	Total	150	3.7467	.49408	.04034	3.6670	3.8264	2.67	5.00
em2	Mister Burger	89	3.8090	.68881	.07301	3.6639	3.9541	2.00	5.00
	McDonald	58	3.8966	.55218	.07250	3.7514	4.0417	3.00	5.00
	monalisa	2	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	dixie	1	3.0000					3.00	3.00
	Total	150	3.8400	.63542	.05188	3.7375	3.9425	2.00	5.00
em3	Mister Burger	89	4.1798	.53432	.05664	4.0672	4.2923	3.00	5.00
	McDonald	58	4.2069	.58516	.07683	4.0530	4.3608	3.00	5.00
	monalisa	2	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	dixie	1	4.0000					4.00	4.00
	Total	150	4.1867	.54817	.04476	4.0982	4.2751	3.00	5.00
tib	Mister Burger	89	4.0421	.44949	.04765	3.9474	4.1368	3.00	5.00
	McDonald	58	3.9353	.45778	.06011	3.8150	4.0557	3.00	5.00
	monalisa	2	3.7500	.00000	.00000	3.7500	3.7500	3.75	3.75
	dixie	1	3.5000					3.50	3.50
	Total	150	3.9933	.45239	.03694	3.9203	4.0663	3.00	5.00
wom	Mister Burger	89	3.9157	.62947	.06672	3.7831	4.0483	2.50	5.00
	McDonald	58	3.6767	.73450	.09644	3.4836	3.8699	2.00	5.00
	monalisa	2	3.0000	.00000	.00000	3.0000	3.0000	3.00	3.00
	dixie	1	2.7500					2.75	2.75
	Total	150	3.8033	.68578	.05599	3.6927	3.9140	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
tang	Between Groups	.060	3	.020	.099	.960
	Within Groups	29.458	146	.202		
	Total	29.518	149			
rel	Between Groups	.082	3	.027	.171	.916
	Within Groups	23.290	146	.160		
	Total	23.372	149			
res	Between Groups	.524	3	.175	.849	.469
	Within Groups	30.016	146	.206		
	Total	30.540	149			
ass	Between Groups	.061	3	.020	.121	.948
	Within Groups	24.418	146	.167		
	Total	24.479	149			
em1	Between Groups	.229	3	.076	.308	.820
	Within Groups	36.145	146	.248		
	Total	36.373	149			
em2	Between Groups	1.028	3	.343	.846	.471
	Within Groups	59.132	146	.405		
	Total	60.160	149			
em3	Between Groups	.132	3	.044	.144	.933
	Within Groups	44.641	146	.306		
	Total	44.773	149			
tib	Between Groups	.769	3	.256	1.259	.291
	Within Groups	29.725	146	.204		
	Total	30.493	149			
wom	Between Groups	4.454	3	1.485	3.304	.022
	Within Groups	65.619	146	.449		
	Total	70.073	149			