

## BAB V

### KESIMPULAN DAN SARAN

#### 5.1. Kesimpulan

Berdasarkan hasil analisis statistik dan pembahasan dapat diambil kesimpulan sebagai berikut:

1. Kualitas pelayanan dan *marketing stimuli* berpengaruh secara positif signifikan terhadap niat pembelian ulang.
2. Kualitas pelayanan dan *marketing stimuli* berpengaruh secara positif signifikan terhadap kepuasan konsumen.
3. Kualitas pelayanan, *marketing stimuli*, serta kepuasan konsumen berpengaruh secara positif signifikan terhadap niat pembelian ulang.
4. Dimensi-dimensi kualitas pelayanan dan *marketing stimuli* memediasi hubungan antara kepuasan konsumen dengan kesediaan melakukan pembelian ulang.
5. Kepuasan konsumen memediasi sekaligus memoderasi hubungan kualitas pelayanan dan *marketing stimuli* dengan kesediaan melakukan pembelian ulang.
6. Sebagian karakteristik responden memoderasi hubungan antara kualitas pelayanan, *marketing stimuli*, kepuasan konsumen dan kesediaan melakukan pembelian ulang.

7. Sebagian dimensi-dimensi kualitas pelayanan dan *marketing stimuli* mempunyai pengaruh langsung yang lebih besar terhadap kesediaan melakukan pembelian ulang.
8. Apabila dilihat dari karakteristik responden dapat diketahui bahwa responden mayoritas adalah laki-laki, berprofesi sebagai pelajar/mahasiswa, mempunyai pengeluaran konsumsi per bulan Rp500.000-Rp1.000.000, mempunyai keputusan berbelanja sendiri, berbelanja terakhir kurang dari 1 minggu, nilai belanja terbesar kurang dari Rp25.000, barang yang paling sering dibeli adalah makanan, jarak tempat tinggal kurang dari 500 meter, paling sering mengunjungi minimarket Circle K, dan mempunyai kesan belanja yang positif.

## 5.2. Saran

1. Prioritas untuk meningkatkan kesediaan melakukan pembelian ulang, yaitu meningkatkan *marketing stimuli* dimensi *price item* indikator 3, *place item* indikator 4 dan kualitas pelayanan *empathy item* indikator 1. *Price item* 3 tentang belanja di Circle K terasa menguntungkan, *place item* 4 tentang kerapian penataan barang-barang yang dijual di minimarket, dan *empathy item* 1 tentang pemberian perhatian secara individual kepada konsumen.

Untuk *price item* 3 sasarannya konsumen perempuan yang lebih sensitif dengan harga, dengan belanja terakhir 1 bulan lalu, berjarak tempat tinggal 500m-1km dan >1 km, yang lebih sering mengunjungi

minimarket lainnya, mempunyai kesan belanja negatif dan yang tanpa kesan. Salah satunya bisa dilakukan dengan memberikan diskon untuk produk yang berkaitan dengan kewanitaan (contoh: pembalut).

Untuk *place item* 4 yang disasar adalah konsumen dengan pengeluaran konsumsi per bulan <Rp500.000, terakhir kali berbelanja 1 bulan yang lalu, dengan nilai belanja terbesar >Rp50.000, berjarak tempat tinggal 500m-1 km dan >1 km, yang lebih sering mengunjungi minimarket lainnya, mempunyai kesan belanja negatif dan tanpa kesan. Salah satu caranya bisa lebih ditingkatkan lagi penempatan barang-barang yang dijual sehingga semakin mudah terlihat dan mudah diambil, sehingga konsumen juga semakin nyaman dalam berbelanja.

Untuk *empathy item* 1 sasarannya adalah konsumen yang lebih sering mengunjungi minimarket lainnya, dengan pengeluaran konsumsi per bulan <Rp500.000 dan >Rp1.000.000, terakhir kali berbelanja 1 bulan yang lalu, berjarak tempat tinggal 500m-1 km dan >1 km, mempunyai kesan belanja negatif dan tanpa kesan. Salah satunya bisa dilakukan dengan memberikan perhatian lebih individual pada konsumen mayoritas yaitu laki-laki, misalnya: memberikan perhatian dengan menanyakan apa yang dibutuhkan, menawarkan kebutuhan spesifik laki-laki (contoh: pencukur jenggot)

2. Diketahui bahwa kepuasan konsumen memediasi sekaligus memoderasi hubungan antara kualitas pelayanan dan *marketing stimuli* dengan kesediaan melakukan pembelian ulang. Oleh karena itu kepuasan

konsumen juga perlu lebih ditingkatkan lagi agar pengaruhnya juga meningkatkan kesediaan untuk melakukan pembelian ulang.

### 5.3 Keterbatasan Penelitian

Dalam penelitian ini, peneliti mengambil sampel konsumen yang sedang berbelanja di Minimarket Circle K. Kondisi responden yang sedang berbelanja memungkinkan responden dalam kondisi terburu-buru dalam mengisi kuesioner, hal tersebut memberikan kemungkinan bias. Peneliti juga tidak membandingkan kualitas dan kinerja dengan minimarket lain yang sejenis jadi tidak dapat diketahui *positioning* Minimarket Circle K dihadapan para pesaingnya.

Kendala lain, pengambilan sampel yang paling banyak dilakukan di malam hari ketika responden mengunjungi minimarket Circle K, jadi kemungkinan bias juga terjadi karena mayoritas yang berkunjung ke minimarket Circle K pada waktu-waktu tersebut adalah laki-laki.

## DAFTAR PUSTAKA

- Assel, Henry. (1998). *Consumer Behaviour and Marketing Action*. Boston : Wadswort, Inc.
- Aswinarto, Theodorus; 2009, " *Pengaruh Dimensi-Dimensi Kualitas Pelayanan Terhadap Kepuasan Konsumen dan Niat Pembelian Ulang di Minimarket Indomaret Jalan Babarsari Yogyakarta*." Skripsi S1 Program Manajemen. Yogyakarta: Universitas Atmajaya Yogyakarta (tidak dipublikasikan).
- Jogiyanto, H. M., 2004. *Metodologi Penelitian Bisnis*, Penerbit: BPFE. Yogyakarta.
- Kotler, Philip. 1997. *Dasar-dasar Pemasaran*. Edisi Bahasa Indonesia. Jilid Kedua.
- Kuncoro, Mudrajad, 2003. *Metode Riset Untuk Bisnis dan Ekonomi*. Jakarta: Erlangga.
- Lupiyoadi, Rambat. 2001. *Manajemen Pemasaran Jasa : Teori Dan Praktik*. Penerbit : PT. Salemba Empat, Jakarta.
- MacKinnon, 1994. *Mediation Analysis*.  
[http:// www.public.asu.edu/~davidpm/ripl/q&a.htm#q6](http://www.public.asu.edu/~davidpm/ripl/q&a.htm#q6).
- Santoso, Singgih dan Fandy Tjiptono. (2002). *Riset Pemasaran Konsep dan Aplikasi dengan SPSS*. Jakarta: Elex Media Komputindo.
- Setiawati, Erma., Sri Murwanti, 2006. *Pengaruh Kualitas Pelayanan dan Kepuasan Pelanggan Dalam Pembentukan Intensi Pembelian Konsumen*. *Benefit*, Vol. 10, No 1, p 76-88
- Tjiptono, Fandy. 1997. *Strategi Pemasaran*. Yogyakarta: Andi Offset

Tjiptono, Fandy. 2002. *Strategi Pemasaran. Edisi Kedua*, Cetakan Keenam.

Penerbit: CV. Andi Offset, Yogyakarta.

Tjiptono, Fandy. 2004. *Manajemen Jasa. Edisi Ketiga*. Penerbit: CV. Andi Offset,

Yogyakarta.



No. Responden: .....

**Kuesioner**

Kepada Yth.  
Sdr/ i Pengunjung Minimarket CIRCLE K Jl.Babarsari  
Yogyakarta

Dengan hormat,

Dengan ini, saya:

Nama : Agustinus Yudo Prakosa

No. Mahasiswa : 03 03 14606

Fakultas/ Jurusan : Ekonomi/ Manajemen

Dalam rangka penelitian untuk penyusunan skripsi, saya memohon kesediaan Saudara/i berkenan meluangkan waktu untuk mengisi kuesioner terlampir.

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 mohon bantuan Anda untuk menjawab/menanggapi pertanyaan – pertanyaan dan pernyataan - pernyataan yang tersusun dalam kuesioner ini, guna memperoleh data yang dibutuhkan dalam penyusunan skripsi saya.

Sebelumnya, saya ucapkan terimakasih atas kesediaan Anda yang telah meluangkan waktu untuk mengisi kuesioner ini.

Hormat saya,

Agustinus Yudo Prakosa

Berdasarkan pengalaman dalam membeli barang di Minimarket CIRCLE K Jl. Babarsari, Saudarawi dimohon untuk menanggapi pernyataan – pernyataan di bawah ini dengan cara memberikan tanda centang ( √ ) pada salah 1 kolom yang sesuai dengan pilihan Anda.

Keterangan :

SS : Sangat Setuju

TS : Tidak Setuju

S : Setuju

STS : Sangat Tidak Setuju

CS : Cenderung Setuju

### **MARKETING STIMULII**

<b>PRODUCT</b>						
No.	Pernyataan	SS	S	CS	TS	STS
1.	Barang – barang yang dijual di Minimarket CIRCLE K lengkap					
2.	Barang – barang yang dijual di Minimarket CIRCLE K berkualitas baik					
3.	Tampilan barang – barang yang dijual di Minimarket CIRCLE K menarik					
4.	Jumlah barang – barang yang dijual di Minimarket CIRCLE K mencukupi					
5.	Minimarket CIRCLE K memberikan garansi yang memadai atas barang – barang yang dijualnya					

<b>PRICE</b>						
No.	Pernyataan	SS	S	CS	TS	STS
6.	Minimarket CIRCLE K memberikan potongan harga ( <i>discount</i> ) yang menarik					



7.	Harga barang – barang yang dijual Minimarket CIRCLE K wajar					
8.	Belanja di Minimarket CIRCLE K terasa menguntungkan					

**PROMOTION**

No	Pernyataan	SS	S	CS	TS	STS
9.	Minimarket CIRCLE K melakukan promosi penjualan yang menarik untuk produk – produk tertentu					
10.	Minimarket CIRCLE K memberikan brosur mengenai barang baru yang berkualitas baik					
11.	Masyarakat mengenal dengan baik Minimarket CIRCLE K					

**PLACE**

No.	Pernyataan	SS	S	CS	TS	STS
12.	Letak Minimarket CIRCLE K mudah dijangkau atau dicapai					
13.	Penempatan barang di Minimarket CIRCLE K memudahkan pencarian.					
14.	Penataan rak di Minimarket CIRCLE K membuat pengunjung leluasa dalam melihat barang yang ingin dibeli					
15.	Penataan barang – barang di Minimarket CIRCLE K termasuk rapi					

16.	Parkir di Minimarket CIRCLE K memadai, aman dan nyaman					
-----	--	--	--	--	--	--

**SERVICE QUALITY****TANGIBLES**

No.	Pernyataan	SS	S	CS	TS	STS
17.	Toilet yang tersedia di Minimarket CIRCLE K layak dipakai					
18.	CIRCLE K, minimarket modern					
19.	Fasilitas fisik yang disediakan Minimarket CIRCLE K menarik					

**RELIABILITY**

No.	Pernyataan	SS	S	CS	TS	STS
20.	Karyawan Minimarket CIRCLE K professional					
21.	Jikalau pelanggan menghadapi masalah saat membeli barang, karyawan Minimarket CIRCLE K bersungguh – sungguh membantu menyelesaikannya					
22.	Sejak awal kedatangan pelanggan, karyawan Minimarket CIRCLE K melayaninya dengan baik					
23.	Minimarket CIRCLE K melayani pelanggan sesuai dengan yang pernah dijanjikan atau ditawarkan					

<b>RESPONSIVENESS</b>						
No.	Pernyataan	SS	S	CS	TS	STS
24.	Minimarket CIRCLE K menginformasikan secara rinci dan jelas tentang barang yang dibeli pelanggan					
25.	Karyawan Minimarket CIRCLE K cepat tanggap, sigap dan tepat dalam melayani pelanggan					
26.	Karyawan Minimarket CIRCLE K siap membantu pelanggan saat dibutuhkan					

<b>ASSURANCE</b>						
No.	Pernyataan	SS	S	CS	TS	STS
27.	Perilaku karyawan Minimarket CIRCLE K mampu menumbuhkan rasa percaya terhadap pelanggan					
28.	Pelanggan merasa nyaman saat berinteraksi dengan karyawan Minimarket CIRCLE K					
29.	Karyawan bersikap ramah dan sopan terhadap pelanggan					
30.	Karyawan Minimarket CIRCLE K memberikan jawaban yang tepat untuk setiap pertanyaan pelanggan					

<b>EMPATHY</b>						
No.	Pernyataan	SS	S	CS	TS	STS
31.	Minimarket CIRCLE K memberikan perhatian secara individual kepada pelanggannya					
32.	Minimarket CIRCLE K memiliki jam kerja yang memadai bagi pelanggannya (24 jam)					
33.	Karyawan Minimarket CIRCLE K memberi perhatian secara personal atau mempribadi kepada pelanggan					
34.	Minimarket CIRCLE K mengutamakan kepentingan pelanggannya					
35.	Minimarket CIRCLE K memahami kebutuhan khas atau spesifik pelanggan					

**CUSTOMER SATISFACTION**

No.	Pernyataan	SS	S	CS	TS	STS
36.	Saya puas terhadap produk dan layanan Minimarket CIRCLE K					
37.	Saya puas terhadap harga yang diberlakukan di Minimarket CIRCLE K					
38.	Saya puas terhadap kenyamanan dan tata-ruang Minimarket CIRCLE K					
39.	Promosi yang dilakukan oleh Minimarket CIRCLE K sudah tepat dan menyenangkan					
40.	Tampilan fisik dan para karyawan					

	<b>Minimarket CIRCLE K memuaskan</b>					
41.	Saya puas atas layanan Minimarket CIRCLE K yang dapat diandalkan					
42.	Saya puas terhadap sikap tanggap yang diberikan oleh para karyawan Minimarket CIRCLE K					
43.	Saya puas terhadap kemampuan Minimarket CIRCLE K dan karyawannya dalam meyakinkan saya					
44.	Saya puas terhadap sikap empati Minimarket CIRCLE K beserta para karyawannya (misal bersikap mempribadi)					
45.	Saya yakin bahwa saya telah melakukan hal yang benar dengan membeli barang di Minimarket CIRCLE K					
46.	Saya senang atas keputusan saya mendapat layanan dari Minimarket CIRCLE K					

***REPURCHASE INTENTION***

No.	Pernyataan	SS	S	CS	TS	STS
47.	Apabila di kemudian hari saya membutuhkan barang – barang yang siap dikonsumsi, saya akan membeli di Minimarket CIRCLE K					
48.	CIRCLE K merupakan minimarket yang tepat untuk mendapatkan/membeli barang – barang yang siap dikonsumsi					

No.	Pernyataan	SS	S	CS	TS	STS
49.	Saya mendapat lebih banyak keuntungan jika membeli barang – barang yang siap dikonsumsi di Minimarket CIRCLE K daripada membelinya di minimarket lain					

### Karakteristik Konsumen

#### 1. Jenis Kelamin

- a. Laki-laki
- b. Perempuan

#### 2. Pekerjaan

- a. Pelajar\Mahasiswa
- b. Pegawai Negeri Sipil\TNI\POLRI
- c. Pegawai Swasta
- d. Wiraswasta
- e. Lain-lain .....

#### 3. Rata-rata pengeluaran konsumsi Anda per 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

#### 4. Atas keputusan siapakah Anda memilih berbelanja di Minimarket CIRCLE K Jl.Babarsari?

- a. Keputusan saya sendiri
- b. Keputusan orang lain, yakni (sebutkan):.....

5. Sebelum ini, kapan Anda terakhir kali berbelanja di Minimarket CIRCLE K Jl.Babarsari?  
..... hari\ minggu\ bulan yang lalu
6. Berapa nilai belanja terbesar Anda di Minimarket CIRCLE K Jl.Babarsari?  
Rp. ....
7. Barang yang paling sering Anda beli di Minimarket CIRCLE K Jl.Babarsari .....
8. Jarak antara Minimarket CIRCLE K Jl.Babarsari dengan rumah/kost Anda ..... m\km
9. Minimarket yang paling sering Anda kunjungi .....
10. Adakah kesan Anda berbelanja di Minimarket Circle K?
  - a. Tidak ada
  - b. Ada dan positif, yaitu.....
  - c. Ada dan negatif, yaitu.....



# **LAMPIRAN**

## **2**

# **UJI VALIDITAS RELIABILITAS**



## Reliability

### Scale: Product

#### Case Processing Summary

		N	%
Cases	Valid	197	98.5
	Excluded <sup>a</sup>	3	1.5
	Total	200	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.842	5

#### Item Statistics

	Mean	Std. Deviation	N
Prod1	3.63	.788	197
Prod2	3.83	.532	197
Prod3	4.43	.632	197
Prod4	3.73	.738	197
Prod5	3.47	.912	197

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Prod1	15.46	5.250	.645	.810
Prod2	15.26	6.542	.505	.845
Prod3	14.67	5.539	.761	.784
Prod4	15.37	5.264	.706	.793
Prod5	15.62	4.685	.679	.808

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
19.10	8.200	2.864	5

**Scale: Price****Case Processing Summary**

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.829	3

**Item Statistics**

	Mean	Std. Deviation	N
Price1	2.82	.777	200
Price2	2.98	.839	200
Price3	2.88	.756	200

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Price1	5.86	2.185	.615	.833
Price2	5.69	1.913	.683	.771
Price3	5.80	1.983	.773	.682

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
8.67	4.202	2.050	3

**Scale: Promotion****Case Processing Summary**

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.781	3

**Item Statistics**

	Mean	Std. Deviation	N
Prom1	3.13	.739	200
Prom2	3.31	.791	200
Prom3	3.77	.833	200

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Prom1	7.07	1.995	.646	.678
Prom2	6.90	1.773	.708	.602
Prom3	6.44	1.986	.516	.821

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
10.20	3.889	1.972	3

**Scale: Place****Case Processing Summary**

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.923	5

**Item Statistics**

	Mean	Std. Deviation	N
Place1	4.46	.715	200
Place2	4.38	.713	200
Place3	4.31	.785	200
Place4	4.49	.642	200
Place5	4.31	.840	200

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Place1	17.48	7.125	.755	.914
Place2	17.56	6.700	.897	.887
Place3	17.63	6.435	.870	.891
Place4	17.46	7.365	.787	.909
Place5	17.63	6.685	.720	.925

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
21.94	10.519	3.243	5

**Scale: Tangibles****Case Processing Summary**

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.631	3

**Item Statistics**

	Mean	Std. Deviation	N
Tang1	2.96	.620	200
Tang2	4.43	.726	200
Tang3	3.88	.558	200

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Tang1	8.31	1.248	.346	.656
Tang2	6.83	.956	.443	.544
Tang3	7.39	1.132	.564	.388

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
11.26	2.113	1.454	3

**Scale: Reliability****Case Processing Summary**

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.681	4

**Item Statistics**

	Mean	Std. Deviation	N
Rel1	4.24	.834	200
Rel2	3.79	.590	200
Rel3	4.29	.779	200
Rel4	3.25	.526	200

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Rel1	11.32	1.877	.596	.516
Rel2	11.77	2.419	.637	.521
Rel3	11.28	1.949	.635	.484
Rel4	12.32	3.554	.054	.803

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
15.56	3.936	1.984	4



## Scale: Responsiveness

### Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.781	3

### Item Statistics

	Mean	Std. Deviation	N
Res1	3.59	.809	200
Res2	3.88	.584	200
Res3	3.92	.624	200

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Res1	7.79	1.222	.566	.804
Res2	7.50	1.568	.671	.667
Res3	7.46	1.486	.666	.659

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
11.38	2.890	1.700	3

**Scale: Assurance****Case Processing Summary**

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.724	4

**Item Statistics**

	Mean	Std. Deviation	N
As1	4.20	.833	200
As2	4.32	.762	200
As3	4.43	.705	200
As4	3.33	.568	200

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
As1	12.08	2.009	.796	.455
As2	11.95	2.174	.814	.456
As3	11.85	2.490	.717	.538
As4	12.94	4.585	-.134	.921

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16.28	4.582	2.141	4

**Scale: Emphaty****Case Processing Summary**

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.841	5

**Item Statistics**

	Mean	Std. Deviation	N
Emp1	3.65	.678	200
Emp2	4.60	.594	200
Emp3	4.11	.984	200
Emp4	3.77	.692	200
Emp5	4.11	.984	200

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Emp1	16.58	7.321	.570	.829
Emp2	15.63	7.832	.508	.844
Emp3	16.12	5.192	.828	.753
Emp4	16.46	7.284	.564	.830
Emp5	16.12	5.222	.819	.756

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
20.23	9.874	3.142	5

**Scale: Customer Satisfaction****Case Processing Summary**

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.914	11

**Item Statistics**

	Mean	Std. Deviation	N
CS1	4.27	.843	200
CS2	2.88	.918	200
CS3	3.93	.575	200
CS4	3.23	.645	200
CS5	3.85	.673	200
CS6	3.82	.602	200
CS7	3.89	.532	200
CS8	3.81	.624	200
CS9	4.13	.942	200
CS10	3.60	.665	200
CS11	3.76	.654	200

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CS1	36.86	25.799	.742	.903
CS2	38.26	26.181	.622	.912
CS3	37.21	29.078	.557	.912
CS4	37.91	29.503	.420	.918
CS5	37.29	27.451	.704	.905
CS6	37.32	27.332	.822	.900
CS7	37.25	27.955	.823	.902
CS8	37.33	26.864	.869	.898
CS9	37.00	25.749	.652	.910
CS10	37.53	28.170	.603	.910
CS11	37.38	27.271	.757	.903

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
41.13	32.867	5.733	11

**Scale: Repurchase Intention****Case Processing Summary**

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.898	3

**Item Statistics**

	Mean	Std. Deviation	N
RI1	3.66	.780	200
RI2	4.18	.950	200
RI3	3.39	.955	200

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RI1	7.56	3.232	.781	.878
RI2	7.04	2.632	.811	.845
RI3	7.83	2.591	.823	.833

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
11.22	6.032	2.456	3



**LAMPIRAN**  
**3**  
**PERSENTASE**



## Frequencies

### Statistics

		Prod1	Prod2	Prod3	Prod4	Prod5
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0

## Frequency Table

### Prod1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	2.0	2.0	2.0
	2	19	9.5	9.5	11.5
	3	32	16.0	16.0	27.5
	4	138	69.0	69.0	96.5
	5	7	3.5	3.5	100.0
Total		200	100.0	100.0	

### Prod2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	2.0	2.0	2.0
	3	35	17.5	17.5	19.5
	4	150	75.0	75.0	94.5
	5	11	5.5	5.5	100.0
Total		200	100.0	100.0	

**Prod3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	7.5	7.5	7.5
	4	83	41.5	41.5	49.0
	5	102	51.0	51.0	100.0
	Total	200	100.0	100.0	

**Prod4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.0	1.0	1.0
	2	11	5.5	5.5	6.5
	3	42	21.0	21.0	27.5
	4	128	64.0	64.0	91.5
	5	17	8.5	8.5	100.0
	Total	200	100.0	100.0	

**Prod5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	5.0	5.0	5.0
	2	21	10.5	10.5	15.5
	3	41	20.5	20.5	36.0
	4	121	60.5	60.5	96.5
	5	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

## Frequencies

		Statistics		
		Price1	Price2	Price3
N	Valid	200	200	200
	Missing	0	0	0

## Frequency Table

		Price1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	7.5	7.5	7.5
	2	35	17.5	17.5	25.0
	3	124	62.0	62.0	87.0
	4	24	12.0	12.0	99.0
	5	2	1.0	1.0	100.0
Total		200	100.0	100.0	

		Price2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	6.0	6.0	6.0
	2	26	13.0	13.0	19.0
	3	126	63.0	63.0	82.0
	4	26	13.0	13.0	95.0
	5	10	5.0	5.0	100.0
Total		200	100.0	100.0	

**Price3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	7.0	7.0	7.0
	2	29	14.5	14.5	21.5
	3	125	62.5	62.5	84.0
	4	32	16.0	16.0	100.0
	Total	200	100.0	100.0	

**Frequencies****Statistics**

		Prom1	Prom2	Prom3
N	Valid	200	200	200
	Missing	0	0	0

**Frequency Table****Prom1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	2.5	2.5	2.5
	2	27	13.5	13.5	16.0
	3	106	53.0	53.0	69.0
	4	61	30.5	30.5	99.5
	5	1	.5	.5	100.0
	Total	200	100.0	100.0	

**Prom2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	3.0	3.0	3.0
	2	22	11.0	11.0	14.0
	3	78	39.0	39.0	53.0
	4	93	46.5	46.5	99.5
	5	1	.5	.5	100.0
	Total	200	100.0	100.0	

**Prom3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	3.0	3.0	3.0
	3	80	40.0	40.0	43.0
	4	69	34.5	34.5	77.5
	5	45	22.5	22.5	100.0
	Total	200	100.0	100.0	

**Frequencies****Statistics**

		Place1	Place2	Place3	Place4	Place5
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0

## Frequency Table

Place1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	2.0	2.0	2.0
	3	14	7.0	7.0	9.0
	4	68	34.0	34.0	43.0
	5	114	57.0	57.0	100.0
	Total	200	100.0	100.0	

Place2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	2.0	2.0	2.0
	3	15	7.5	7.5	9.5
	4	82	41.0	41.0	50.5
	5	99	49.5	49.5	100.0
	Total	200	100.0	100.0	

Place3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.5	.5	.5
	2	2	1.0	1.0	1.5
	3	28	14.0	14.0	15.5
	4	72	36.0	36.0	51.5
	5	97	48.5	48.5	100.0
	Total	200	100.0	100.0	

**Place4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	13	6.5	6.5	7.0
	4	74	37.0	37.0	44.0
	5	112	56.0	56.0	100.0
	Total	200	100.0	100.0	

**Place5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.0	1.0	1.0
	2	4	2.0	2.0	3.0
	3	25	12.5	12.5	15.5
	4	69	34.5	34.5	50.0
	5	100	50.0	50.0	100.0
	Total	200	100.0	100.0	

**Frequencies****Statistics**

		Tang1	Tang2	Tang3
N	Valid	200	200	200
	Missing	0	0	0

## Frequency Table

### Tang1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	2.5	2.5	2.5
	2	28	14.0	14.0	16.5
	3	138	69.0	69.0	85.5
	4	29	14.5	14.5	100.0
	Total	200	100.0	100.0	

### Tang2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	1.5	1.5	1.5
	3	19	9.5	9.5	11.0
	4	67	33.5	33.5	44.5
	5	111	55.5	55.5	100.0
	Total	200	100.0	100.0	

### Tang3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	3.0	3.0	3.0
	3	27	13.5	13.5	16.5
	4	153	76.5	76.5	93.0
	5	14	7.0	7.0	100.0
	Total	200	100.0	100.0	



## Frequencies

Statistics

		Rel1	Rel2	Rel3	Rel4
N	Valid	200	200	200	200
	Missing	0	0	0	0

## Frequency Table

Rel1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	4.0	4.0	4.0
	3	27	13.5	13.5	17.5
	4	74	37.0	37.0	54.5
	5	91	45.5	45.5	100.0
	Total	200	100.0	100.0	

Rel2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	5.5	5.5	5.5
	3	27	13.5	13.5	19.0
	4	155	77.5	77.5	96.5
	5	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

Rel3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	3.0	3.0	3.0
	3	22	11.0	11.0	14.0
	4	81	40.5	40.5	54.5
	5	91	45.5	45.5	100.0
	Total	200	100.0	100.0	

Rel4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	4.0	4.0	4.0
	3	136	68.0	68.0	72.0
	4	55	27.5	27.5	99.5
	5	1	.5	.5	100.0
	Total	200	100.0	100.0	

## Frequencies

Statistics

		Res1	Res2	Res3
N	Valid	200	200	200
	Missing	0	0	0

## Frequency Table

Res1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.5	1.5	1.5
	2	19	9.5	9.5	11.0
	3	48	24.0	24.0	35.0
	4	117	58.5	58.5	93.5
	5	13	6.5	6.5	100.0
	Total	200	100.0	100.0	

Res2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	4.0	4.0	4.0
	3	24	12.0	12.0	16.0
	4	153	76.5	76.5	92.5
	5	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

Res3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.0	1.0	1.0
	3	42	21.0	21.0	22.0
	4	127	63.5	63.5	85.5
	5	29	14.5	14.5	100.0
	Total	200	100.0	100.0	

## Frequencies

Statistics

		As1	As2	As3	As4
N	Valid	200	200	200	200
	Missing	0	0	0	0

## Frequency Table

As1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	3.5	3.5	3.5
	3	32	16.0	16.0	19.5
	4	75	37.5	37.5	57.0
	5	86	43.0	43.0	100.0
	Total	200	100.0	100.0	

As2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	2.0	2.0	2.0
	3	24	12.0	12.0	14.0
	4	76	38.0	38.0	52.0
	5	96	48.0	48.0	100.0
	Total	200	100.0	100.0	

As3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	1.5	1.5	1.5
	3	16	8.0	8.0	9.5
	4	74	37.0	37.0	46.5
	5	107	53.5	53.5	100.0
	Total	200	100.0	100.0	

As4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	2.0	2.0	2.0
	3	132	66.0	66.0	68.0
	4	58	29.0	29.0	97.0
	5	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

## Frequency Table

Emp1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.0	1.0	1.0
	2	15	7.5	7.5	8.5
	3	36	18.0	18.0	26.5
	4	145	72.5	72.5	99.0
	5	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Emp2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.0	1.0	1.0
	3	5	2.5	2.5	3.5
	4	65	32.5	32.5	36.0
	5	128	64.0	64.0	100.0
	Total	200	100.0	100.0	

Emp3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.5	.5	.5
	2	12	6.0	6.0	6.5
	3	45	22.5	22.5	29.0
	4	49	24.5	24.5	53.5
	5	93	46.5	46.5	100.0
	Total	200	100.0	100.0	

Emp4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.0	1.0	1.0
	2	6	3.0	3.0	4.0
	3	46	23.0	23.0	27.0
	4	128	64.0	64.0	91.0
	5	18	9.0	9.0	100.0
	Total	200	100.0	100.0	

Emp5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.5	.5	.5
	2	14	7.0	7.0	7.5
	3	39	19.5	19.5	27.0
	4	55	27.5	27.5	54.5
	5	91	45.5	45.5	100.0
	Total	200	100.0	100.0	

## Frequencies

Statistics

		CS1	CS2	CS3	CS4	CS5	CS6	CS7
N	Valid	200	200	200	200	200	200	200
	Missing	0	0	0	0	0	0	0

**Statistics**

		CS8	CS9	CS10	CS11
N	Valid	200	200	200	200
	Missing	0	0	0	0

**Frequency Table****CS1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	3.5	3.5	3.5
	3	30	15.0	15.0	18.5
	4	65	32.5	32.5	51.0
	5	98	49.0	49.0	100.0
	Total	200	100.0	100.0	

**CS2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	10.0	10.0	10.0
	2	27	13.5	13.5	23.5
	3	122	61.0	61.0	84.5
	4	20	10.0	10.0	94.5
	5	11	5.5	5.5	100.0
Total	200	100.0	100.0		

**Statistics**

		Emp1	Emp2	Emp3	Emp4	Emp5
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0



CS3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	3.0	3.0	3.0
	3	23	11.5	11.5	14.5
	4	151	75.5	75.5	90.0
	5	20	10.0	10.0	100.0
	Total	200	100.0	100.0	

CS4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.0	1.0	1.0
	2	16	8.0	8.0	9.0
	3	119	59.5	59.5	68.5
	4	61	30.5	30.5	99.0
	5	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

CS5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.5	1.5	1.5
	2	6	3.0	3.0	4.5
	3	27	13.5	13.5	18.0
	4	147	73.5	73.5	91.5
	5	17	8.5	8.5	100.0
	Total	200	100.0	100.0	

CS6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	3.5	3.5	3.5
	3	37	18.5	18.5	22.0
	4	142	71.0	71.0	93.0
	5	14	7.0	7.0	100.0
	Total	200	100.0	100.0	

CS7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	1.5	1.5	1.5
	3	32	16.0	16.0	17.5
	4	150	75.0	75.0	92.5
	5	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

CS8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	4.5	4.5	4.5
	3	35	17.5	17.5	22.0
	4	142	71.0	71.0	93.0
	5	14	7.0	7.0	100.0
	Total	200	100.0	100.0	

**CS9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.5	.5	.5
	2	8	4.0	4.0	4.5
	3	47	23.5	23.5	28.0
	4	52	26.0	26.0	54.0
	5	92	46.0	46.0	100.0
	Total	200	100.0	100.0	

**CS10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	15	7.5	7.5	7.5
	3	55	27.5	27.5	35.0
	4	125	62.5	62.5	97.5
	5	5	2.5	2.5	100.0
	Total	200	100.0	100.0	

**CS11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	5.5	5.5	5.5
	3	40	20.0	20.0	25.5
	4	136	68.0	68.0	93.5
	5	13	6.5	6.5	100.0
	Total	200	100.0	100.0	

## Frequency Table

R11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.0	1.0	1.0
	2	21	10.5	10.5	11.5
	3	32	16.0	16.0	27.5
	4	134	67.0	67.0	94.5
	5	11	5.5	5.5	100.0
	Total	200	100.0	100.0	

R12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.5	1.5	1.5
	2	12	6.0	6.0	7.5
	3	21	10.5	10.5	18.0
	4	74	37.0	37.0	55.0
	5	90	45.0	45.0	100.0
	Total	200	100.0	100.0	

**RI3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	9	4.5	4.5	4.5
2	30	15.0	15.0	19.5
3	46	23.0	23.0	42.5
4	105	52.5	52.5	95.0
5	10	5.0	5.0	100.0
Total	200	100.0	100.0	

**Frequencies****Statistics**

		Jenis Kelamin	Pekerjaan	Pengeluaran Konsumsi per Bulan	Keputusan Memilih Berbelanja di Circle K	Terakhir Kali Berbelanja di Circle K
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0

**Statistics**

		Nilai Belanja Terbesar di Circle K	Barang Paling Sering Dibeli di Circle K	Jarak Circle K dengan Rumah/Kost	Minimarket Paling Sering Dikunjungi	Kesan Berbelanja di Circle K
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0

## Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	133	66.5	66.5	66.5
	Perempuan	67	33.5	33.5	100.0
	Total	200	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	176	88.0	88.0	88.0
	PNS/TNI/POLRI	1	.5	.5	88.5
	Pegawai Swasta	20	10.0	10.0	98.5
	Wiraswasta	1	.5	.5	99.0
	Lain-lain	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Pengeluaran Konsumsi per Bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Dari Rp 500.000	60	30.0	30.0	30.0
	Rp 500.000 - Rp 1.000.000	119	59.5	59.5	89.5
	Rp 1.000.000 - Rp 1.500.000	19	9.5	9.5	99.0
	Lebih Dari Rp 1.500.000	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

**Keputusan Memilih Berbelanja di Circle K**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Keputusan Sendiri	193	96.5	96.5	96.5
	Keputusan Orang Lain	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

**Terakhir Kali Berbelanja di Circle K**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Dari 1 Minggu	103	51.5	51.5	51.5
	1 - 4 Minggu	55	27.5	27.5	79.0
	Lebih Dari 1 Bulan	42	21.0	21.0	100.0
	Total	200	100.0	100.0	

**Nilai Belanja Terbesar di Circle K**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Dari Rp 25.000	116	58.0	58.0	58.0
	Rp 25.000 - Rp 50.000	49	24.5	24.5	82.5
	Lebih Dari 50.000	35	17.5	17.5	100.0
	Total	200	100.0	100.0	

**Barang Paling Sering Dibeli di Circle K**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Minuman	74	37.0	37.0	37.0
	Makanan	51	25.5	25.5	62.5
	Rokok	69	34.5	34.5	97.0
	Lain-lain	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

**Jarak Circle K dengan Rumah/Kost**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Dari 500 m	131	65.5	65.5	65.5
	500 m - 1 km	35	17.5	17.5	83.0
	Lebih Dari 1 km	34	17.0	17.0	100.0
	Total	200	100.0	100.0	

**Minimarket Paling Sering Dikunjungi**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Circle-K	115	57.5	57.5	57.5
	Indomaret	19	9.5	9.5	67.0
	Citrouli	26	13.0	13.0	80.0
	Lain-lain	40	20.0	20.0	100.0
	Total	200	100.0	100.0	



**Kesan Berbelanja di Circle K**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Ada Kesan	50	25.0	25.0	25.0
	Kesan Positif	126	63.0	63.0	88.0
	Kesan Negatif	24	12.0	12.0	100.0
	Total	200	100.0	100.0	

**Pekerjaan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	176	88.0	88.0	88.0
	Non Pelajar/Mahasiswa	24	12.0	12.0	100.0
	Total	200	100.0	100.0	

**Statistics**

		RI1	RI2	RI3
N	Valid	200	200	200
	Missing	0	0	0

**Konsumsi**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang Dari Rp 500.000	60	30.0	30.0	30.0
	Rp 500.000 - Rp 1.000.000	119	59.5	59.5	89.5
	Lebih Dari Rp 1.000.000	21	10.5	10.5	100.0
	Total	200	100.0	100.0	



*serviens in lumine veritatis*

# **LAMPIRAN**

## **4**

# **REGRESI**

## Regression

Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Place		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Price		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Emphaty		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
4	Tangibles		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: Repurchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729 <sup>a</sup>	.531	.529	.561757
2	.819 <sup>b</sup>	.671	.668	.471547
3	.836 <sup>c</sup>	.699	.695	.452324
4	.841 <sup>d</sup>	.706	.700	.448030

a. Predictors: (Constant), Place

b. Predictors: (Constant), Place, Price

c. Predictors: (Constant), Place, Price, Emphaty

d. Predictors: (Constant), Place, Price, Emphaty, Tangibles

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.858	1	70.858	224.541	.000 <sup>a</sup>
	Residual	62.483	198	.316		
	Total	133.341	199			

2	Regression	89.537	2	44.769	201.337	.000 <sup>b</sup>
	Residual	43.804	197	.222		
	Total	133.341	199			
3	Regression	93.240	3	31.080	151.909	.000 <sup>c</sup>
	Residual	40.101	196	.205		
	Total	133.341	199			
4	Regression	94.199	4	23.550	117.320	.000 <sup>d</sup>
	Residual	39.142	195	.201		
	Total	133.341	199			

a. Predictors: (Constant), Place

b. Predictors: (Constant), Place, Price

c. Predictors: (Constant), Place, Price, Emphaty

d. Predictors: (Constant), Place, Price, Emphaty, Tangibles

e. Dependent Variable: Repurchase Intention

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.297	.272		-1.090	.277
	Place	.920	.061	.729	14.985	.000
2	(Constant)	-.763	.234		-3.260	.001
	Place	.701	.057	.555	12.333	.000
	Price	.494	.054	.413	9.165	.000
3	(Constant)	-.964	.230		-4.200	.000
	Place	.440	.082	.348	5.357	.000
	Price	.449	.053	.375	8.504	.000
	Emphaty	.365	.086	.280	4.254	.000
4	(Constant)	-1.244	.261		-4.767	.000

Place	.413	.082	.327	5.019	.000
Price	.432	.053	.360	8.159	.000
Emphaty	.287	.092	.220	3.112	.002
Tangibles	.204	.093	.121	2.185	.030

a. Dependent Variable: Repurchase Intention

#### Excluded Variables<sup>a</sup>

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Product	.385 <sup>a</sup>	6.083	.000	.398	.499
	Price	.413 <sup>a</sup>	9.165	.000	.547	.823
	Promotion	.239 <sup>a</sup>	5.030	.000	.337	.936
	Tangibles	.282 <sup>a</sup>	4.783	.000	.323	.611
	Reliability	.244 <sup>a</sup>	3.730	.000	.257	.518
	Responsiveness	.266 <sup>a</sup>	4.714	.000	.318	.670
	Assurance	.165 <sup>a</sup>	2.037	.043	.144	.357
	Emphaty	.393 <sup>a</sup>	5.218	.000	.348	.368
2	Product	.183 <sup>b</sup>	2.864	.005	.200	.396
	Promotion	.067 <sup>b</sup>	1.401	.163	.100	.717
	Tangibles	.187 <sup>b</sup>	3.601	.000	.249	.582
	Reliability	.156 <sup>b</sup>	2.756	.006	.193	.502
	Responsiveness	.076 <sup>b</sup>	1.369	.173	.097	.535
	Assurance	.202 <sup>b</sup>	3.006	.003	.210	.356
	Emphaty	.280 <sup>b</sup>	4.254	.000	.291	.354
3	Product	.120 <sup>c</sup>	1.872	.063	.133	.368
	Promotion	.055 <sup>c</sup>	1.191	.235	.085	.714
	Tangibles	.121 <sup>c</sup>	2.185	.030	.155	.495
	Reliability	.032 <sup>c</sup>	.467	.641	.033	.336

	<b>Responsiveness</b>	<b>-.075<sup>c</sup></b>	<b>-1.156</b>	<b>.249</b>	<b>-.082</b>	<b>.367</b>
	Assurance	.054 <sup>c</sup>	.659	.511	.047	.229
4	Product	.098 <sup>d</sup>	1.512	.132	.108	.356
	Promotion	.027 <sup>d</sup>	.563	.574	.040	.648
	Reliability	-.017 <sup>d</sup>	-.238	.812	-.017	.302
	Responsiveness	-.097 <sup>d</sup>	-1.507	.133	-.108	.359
	Assurance	.063 <sup>d</sup>	.778	.438	.056	.228

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

b. Predictors in the Model: (Constant), Place, Price

c. Predictors in the Model: (Constant), Place, Price, Emphaty

d. Predictors in the Model: (Constant), Place, Price, Emphaty, Tangibles

e. Dependent Variable: Repurchase Intention

## Regression

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Emphaty		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Price		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Tangibles		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
4	Place		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
5	Responsiveness		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
6	Promotion		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: Customer Satisfaction

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768 <sup>a</sup>	.590	.588	.334439
2	.837 <sup>b</sup>	.701	.698	.286505
3	.858 <sup>c</sup>	.737	.733	.269322
4	.869 <sup>d</sup>	.756	.751	.260280
5	.878 <sup>e</sup>	.771	.765	.252667
6	.881 <sup>f</sup>	.777	.770	.249973

a. Predictors: (Constant), Emphaty

b. Predictors: (Constant), Emphaty, Price

c. Predictors: (Constant), Emphaty, Price, Tangibles

d. Predictors: (Constant), Emphaty, Price, Tangibles, Place

e. Predictors: (Constant), Emphaty, Price, Tangibles, Place, Responsiveness

f. Predictors: (Constant), Emphaty, Price, Tangibles, Place, Responsiveness, Promotion

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.907	1	31.907	285.269	.000 <sup>a</sup>
	Residual	22.146	198	.112		
	Total	54.053	199			
2	Regression	37.883	2	18.941	230.753	.000 <sup>b</sup>
	Residual	16.171	197	.082		
	Total	54.053	199			
3	Regression	39.837	3	13.279	183.071	.000 <sup>c</sup>
	Residual	14.217	196	.073		
	Total	54.053	199			
4	Regression	40.843	4	10.211	150.723	.000 <sup>d</sup>

	<b>Residual</b>	<b>13.210</b>	<b>195</b>	<b>.068</b>		
	<b>Total</b>	<b>54.053</b>	<b>199</b>			
<b>5</b>	<b>Regression</b>	<b>41.668</b>	<b>5</b>	<b>8.334</b>	<b>130.539</b>	<b>.000<sup>e</sup></b>
	<b>Residual</b>	<b>12.385</b>	<b>194</b>	<b>.064</b>		
	<b>Total</b>	<b>54.053</b>	<b>199</b>			
<b>6</b>	<b>Regression</b>	<b>41.994</b>	<b>6</b>	<b>6.999</b>	<b>112.007</b>	<b>.000<sup>f</sup></b>
	<b>Residual</b>	<b>12.060</b>	<b>193</b>	<b>.062</b>		
	<b>Total</b>	<b>54.053</b>	<b>199</b>			

a. Predictors: (Constant), Emphaty

b. Predictors: (Constant), Emphaty, Price

c. Predictors: (Constant), Emphaty, Price, Tangibles

d. Predictors: (Constant), Emphaty, Price, Tangibles, Place

e. Predictors: (Constant), Emphaty, Price, Tangibles, Place, Responsiveness

f. Predictors: (Constant), Emphaty, Price, Tangibles, Place, Responsiveness, Promotion

g. Dependent Variable: Customer Satisfaction

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.162	.154		7.523	.000
	Emphaty	.637	.038	.768	16.890	.000
2	(Constant)	.898	.136		6.610	.000
	Emphaty	.500	.036	.603	13.853	.000
	Price	.283	.033	.371	8.532	.000
3	(Constant)	.465	.152		3.052	.003
	Emphaty	.360	.043	.434	8.301	.000
	Price	.256	.032	.335	8.076	.000
	Tangibles	.287	.055	.267	5.190	.000



4	(Constant)	.329	.152		2.172	.031
	Emphaty	.231	.054	.279	4.317	.000
	Price	.244	.031	.320	7.938	.000
	Tangibles	.256	.054	.238	4.731	.000
	Place	.184	.048	.229	3.854	.000
5	(Constant)	.191	.152		1.255	.211
	Emphaty	.124	.060	.150	2.076	.039
	Price	.197	.033	.259	6.060	.000
	Tangibles	.228	.053	.212	4.294	.000
	Place	.205	.047	.255	4.387	.000
	Responsiveness	.190	.053	.206	3.595	.000
6	(Constant)	.133	.153		.875	.383
	Emphaty	.154	.061	.186	2.544	.012
	Price	.171	.034	.225	5.024	.000
	Tangibles	.194	.055	.180	3.552	.000
	Place	.208	.046	.259	4.505	.000
	Responsiveness	.150	.055	.163	2.724	.007
	Promotion	.081	.035	.102	2.281	.024

a. Dependent Variable: Customer Satisfaction

#### Excluded Variables<sup>a</sup>

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics	
					Tolerance	
1	Product	.356 <sup>a</sup>	6.055	.000	.396	.507
	Price	.371 <sup>a</sup>	8.532	.000	.519	.802
	Promotion	.306 <sup>a</sup>	7.212	.000	.457	.916
	Place	.335 <sup>a</sup>	4.701	.000	.318	.368
	Tangibles	.337 <sup>a</sup>	5.767	.000	.380	.521

	Reliability	.292 <sup>a</sup>	3.908	.000	.268	.345
	Responsiveness	.380 <sup>a</sup>	6.055	.000	.396	.445
	Assurance	.035 <sup>a</sup>	.410	.683	.029	.286
2	Product	.189 <sup>b</sup>	3.191	.002	.222	.412
	Promotion	.183 <sup>b</sup>	4.129	.000	.283	.714
	Place	.271 <sup>b</sup>	4.385	.000	.299	.363
	Tangibles	.267 <sup>b</sup>	5.190	.000	.348	.506
	Reliability	.242 <sup>b</sup>	3.752	.000	.259	.342
	Responsiveness	.212 <sup>b</sup>	3.403	.001	.236	.371
	Assurance	.129 <sup>b</sup>	1.760	.080	.125	.280
3	Product	.131 <sup>c</sup>	2.263	.025	.160	.392
	Promotion	.127 <sup>c</sup>	2.859	.005	.201	.651
	Place	.229 <sup>c</sup>	3.854	.000	.266	.355
	Reliability	.150 <sup>c</sup>	2.290	.023	.162	.304
	Responsiveness	.175 <sup>c</sup>	2.939	.004	.206	.365
	Assurance	.122 <sup>c</sup>	1.777	.077	.126	.280
4	Product	.071 <sup>d</sup>	1.195	.233	.085	.356
	Promotion	.140 <sup>d</sup>	3.262	.001	.228	.648
	Reliability	.129 <sup>d</sup>	2.024	.044	.144	.302
	Responsiveness	.206 <sup>d</sup>	3.595	.000	.250	.359
	Assurance	.014 <sup>d</sup>	.189	.850	.014	.228
5	Product	.075 <sup>e</sup>	1.300	.195	.093	.355
	Promotion	.102 <sup>e</sup>	2.281	.024	.162	.583
	Reliability	.055 <sup>e</sup>	.819	.414	.059	.262
	Assurance	-.031 <sup>e</sup>	-.424	.672	-.031	.221
6	Product	.064 <sup>f</sup>	1.123	.263	.081	.353
	Reliability	.050 <sup>f</sup>	.745	.457	.054	.262
	Assurance	-.016 <sup>f</sup>	-.217	.828	-.016	.219

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

b. Predictors in the Model: (Constant), Emphaty, Price

c. Predictors in the Model: (Constant), Emphaty, Price, Tangibles

d. Predictors in the Model: (Constant), Emphaty, Price, Tangibles, Place

e. Predictors in the Model: (Constant), Emphaty, Price, Tangibles, Place, Responsiveness

f. Predictors in the Model: (Constant), Emphaty, Price, Tangibles, Place, Responsiveness, Promotion

g. Dependent Variable: Customer Satisfaction

## Regression

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	Customer Satisfaction		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Place		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Price		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
4	Emphaty		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
5	Responsiveness		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: Repurchase Intention

## Regression

Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Price		Stepwise (Criteria: Probability-of-F-t o-enter <= .050, Probability-of-F-t o-remove >= .100).
2	Kelamin		Stepwise (Criteria: Probability-of-F-t o-enter <= .050, Probability-of-F-t o-remove >= .100).
3	int_PriceKelamin		Stepwise (Criteria: Probability-of-F-t o-enter <= .050, Probability-of-F-t o-remove >= .100).
4		Price	Stepwise (Criteria: Probability-of-F-t o-enter <= .050, Probability-of-F-t o-remove >= .100).

a. Dependent Variable: RI

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646 <sup>a</sup>	.418	.415	.62627
2	.663 <sup>b</sup>	.439	.434	.61601
3	.681 <sup>c</sup>	.463	.455	.60433
4	.679 <sup>d</sup>	.460	.455	.60439

a. Predictors: (Constant), Price

b. Predictors: (Constant), Price, Kelamin

c. Predictors: (Constant), Price, Kelamin, int\_PriceKelamin

d. Predictors: (Constant), Kelamin, int\_PriceKelamin

**ANOVA<sup>e</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.711	1	55.711	142.045	.000 <sup>a</sup>
	Residual	77.658	198	.392		
	Total	133.369	199			
2	Regression	58.614	2	29.307	77.232	.000 <sup>b</sup>
	Residual	74.755	197	.379		
	Total	133.369	199			
3	Regression	61.787	3	20.596	56.394	.000 <sup>c</sup>
	Residual	71.582	196	.365		
	Total	133.369	199			
4	Regression	61.408	2	30.704	84.056	.000 <sup>d</sup>
	Residual	71.961	197	.365		
	Total	133.369	199			

a. Predictors: (Constant), Price

b. Predictors: (Constant), Price, Kelamin

c. Predictors: (Constant), Price, Kelamin, int\_PriceKelamin

d. Predictors: (Constant), Kelamin, int\_PriceKelamin

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.711	1	55.711	142.045	.000 <sup>a</sup>
	Residual	77.658	198	.392		
	Total	133.369	199			
2	Regression	58.614	2	29.307	77.232	.000 <sup>b</sup>
	Residual	74.755	197	.379		
	Total	133.369	199			
3	Regression	61.787	3	20.596	56.394	.000 <sup>c</sup>
	Residual	71.582	196	.365		
	Total	133.369	199			
4	Regression	61.408	2	30.704	84.056	.000 <sup>d</sup>
	Residual	71.961	197	.365		
	Total	133.369	199			

a. Predictors: (Constant), Price

b. Predictors: (Constant), Price, Kelamin

c. Predictors: (Constant), Price, Kelamin, int\_PriceKelamin

d. Predictors: (Constant), Kelamin, int\_PriceKelamin

e. Dependent Variable: RI

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.502	.193		7.786	.000
	Price	.774	.065	.646	11.918	.000
2	(Constant)	1.965	.253		7.767	.000
	Price	.735	.065	.614	11.228	.000
	Kelamin	-.261	.095	-.151	-2.766	.006

3	(Constant)	3.500	.577		6.067	.000
	Price	.197	.193	.164	1.019	.310
	Kelamin	-1.355	.382	-.783	-3.544	.000
	int_PriceKelamin	.391	.132	.708	2.948	.004
4	(Constant)	4.072	.131		31.051	.000
	Kelamin	-1.718	.138	-.993	-12.449	.000
	int_PriceKelamin	.518	.044	.939	11.773	.000

a. Dependent Variable: RI

#### Excluded Variables<sup>d</sup>

						Collinearity Statistics
Model		Beta In	t	Sig.	Partial Correlation	Tolerance
1	Kelamin	-.151 <sup>a</sup>	-2.766	.006	-.193	.953
	int_PriceKelamin	-.118 <sup>a</sup>	-1.963	.051	-.139	.806
2	int_PriceKelamin	.708 <sup>b</sup>	2.948	.004	.206	.047
4	Price	.164 <sup>c</sup>	1.019	.310	.073	.105

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

b. Predictors in the Model: (Constant), Price, Kelamin

c. Predictors in the Model: (Constant), Kelamin, int\_PriceKelamin

d. Dependent Variable: RI

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 <sup>a</sup>	.629	.627	.500159
2	.822 <sup>b</sup>	.675	.672	.468703
3	.846 <sup>c</sup>	.716	.712	.439343
4	.851 <sup>d</sup>	.724	.718	.434535

5	.856 <sup>e</sup>	.733	.726	.428762
---	-------------------	------	------	---------

a. Predictors: (Constant), Customer Satisfaction

b. Predictors: (Constant), Customer Satisfaction, Place

c. Predictors: (Constant), Customer Satisfaction, Place, Price

d. Predictors: (Constant), Customer Satisfaction, Place, Price, Emphaty

e. Predictors: (Constant), Customer Satisfaction, Place, Price, Emphaty, Responsiveness

ANOVA<sup>f</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.810	1	83.810	335.028	.000 <sup>a</sup>
	Residual	49.531	198	.250		
	Total	133.341	199			
2	Regression	90.064	2	45.032	204.986	.000 <sup>b</sup>
	Residual	43.278	197	.220		
	Total	133.341	199			
3	Regression	95.509	3	31.836	164.936	.000 <sup>c</sup>
	Residual	37.832	196	.193		
	Total	133.341	199			
4	Regression	96.521	4	24.130	127.795	.000 <sup>d</sup>
	Residual	36.820	195	.189		
	Total	133.341	199			
5	Regression	97.677	5	19.535	106.265	.000 <sup>e</sup>
	Residual	35.664	194	.184		
	Total	133.341	199			

a. Predictors: (Constant), Customer Satisfaction

b. Predictors: (Constant), Customer Satisfaction, Place

c. Predictors: (Constant), Customer Satisfaction, Place, Price

d. Predictors: (Constant), Customer Satisfaction, Place, Price, Emphaty

e. Predictors: (Constant), Customer Satisfaction, Place, Price, Emphaty, Responsiveness



**ANOVA<sup>f</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.810	1	83.810	335.028	.000 <sup>a</sup>
	Residual	49.531	198	.250		
	Total	133.341	199			
2	Regression	90.064	2	45.032	204.986	.000 <sup>b</sup>
	Residual	43.278	197	.220		
	Total	133.341	199			
3	Regression	95.509	3	31.836	164.936	.000 <sup>c</sup>
	Residual	37.832	196	.193		
	Total	133.341	199			
4	Regression	96.521	4	24.130	127.795	.000 <sup>d</sup>
	Residual	36.820	195	.189		
	Total	133.341	199			
5	Regression	97.677	5	19.535	106.265	.000 <sup>e</sup>
	Residual	35.664	194	.184		
	Total	133.341	199			

a. Predictors: (Constant), Customer Satisfaction

b. Predictors: (Constant), Customer Satisfaction, Place

c. Predictors: (Constant), Customer Satisfaction, Place, Price

d. Predictors: (Constant), Customer Satisfaction, Place, Price, Emphaty

e. Predictors: (Constant), Customer Satisfaction, Place, Price, Emphaty, Responsiveness

f. Dependent Variable: Repurchase Intention

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.916	.257		-3.567	.000

	<b>Customer Satisfaction</b>	<b>1.245</b>	<b>.068</b>	<b>.793</b>	<b>18.304</b>	<b>.000</b>
2	(Constant)	-1.307	.252		-5.196	.000
	Customer Satisfaction	.878	.094	.559	9.350	.000
	Place	.402	.075	.319	5.336	.000
3	(Constant)	-1.263	.236		-5.354	.000
	Customer Satisfaction	.580	.104	.369	5.562	.000
	Place	.437	.071	.347	6.162	.000
	Price	.316	.060	.264	5.311	.000
4	(Constant)	-1.285	.234		-5.503	.000
	Customer Satisfaction	.472	.113	.301	4.168	.000
	Place	.337	.083	.267	4.076	.000
	Price	.324	.059	.270	5.485	.000
	Emphaty	.210	.090	.161	2.315	.022
5	(Constant)	-1.126	.239		-4.707	.000
	Customer Satisfaction	.554	.116	.353	4.759	.000
	Place	.298	.083	.238	3.589	.000
	Price	.362	.060	.302	6.012	.000
	Emphaty	.326	.101	.250	3.239	.001
	Responsiveness	-.231	.092	-.160	-2.507	.013

a. Dependent Variable: Repurchase Intention

## Regression

Variables Entered/Removed<sup>a</sup>

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

a. Dependent Variable: CS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707 <sup>a</sup>	.501	.498	.36927
2	.715 <sup>b</sup>	.512	.507	.36607

a. Predictors: (Constant), Tangibles

b. Predictors: (Constant), Tangibles, int\_TanKelamin

ANOVA<sup>c</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.055	1	27.055	198.401	.000 <sup>a</sup>
	Residual	27.000	198	.136		

	<b>Total</b>	<b>54.055</b>	<b>199</b>			
2	Regression	27.655	2	13.827	103.182	.000 <sup>b</sup>
	Residual	26.400	197	.134		
	<b>Total</b>	<b>54.055</b>	<b>199</b>			

a. Predictors: (Constant), Tangibles

b. Predictors: (Constant), Tangibles, int\_TanKelamin

c. Dependent Variable: CS

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.883	.204		4.318	.000
	Tangibles	.761	.054	.707	14.086	.000
2	(Constant)	.949	.205		4.627	.000
	Tangibles	.785	.055	.730	14.338	.000
	int_TanKelamin	-.032	.015	-.108	-2.116	.036

a. Dependent Variable: CS

#### Excluded Variables<sup>c</sup>

Model					Collinearity Statistics	
		Beta In	t	Sig.	Partial Correlation	Tolerance
1	Kelamin	-.104 <sup>a</sup>	-2.051	.042	-.145	.971
	int_TanKelamin	-.108 <sup>a</sup>	-2.116	.036	-.149	.957
2	Kelamin	.126 <sup>b</sup>	.333	.739	.024	.017

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

b. Predictors in the Model: (Constant), Tangibles, int\_TanKelamin

c. Dependent Variable: CS

## Regression

Variables Entered/Removed<sup>a</sup>

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

a. Dependent Variable: CS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768 <sup>a</sup>	.590	.588	.33447
2	.781 <sup>b</sup>	.609	.606	.32735
3	.787 <sup>c</sup>	.619	.613	.32414

a. Predictors: (Constant), Empathy

b. Predictors: (Constant), Empathy, Sering

c. Predictors: (Constant), Empathy, Sering, int\_EmpSering

ANOVA<sup>d</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.905	1	31.905	285.198	.000 <sup>a</sup>
	Residual	22.150	198	.112		
	Total	54.055	199			
2	Regression	32.945	2	16.472	153.723	.000 <sup>b</sup>
	Residual	21.110	197	.107		
	Total	54.055	199			
3	Regression	33.462	3	11.154	106.161	.000 <sup>c</sup>
	Residual	20.593	196	.105		
	Total	54.055	199			

a. Predictors: (Constant), Empathy

b. Predictors: (Constant), Empathy, Sering

c. Predictors: (Constant), Empathy, Sering, int\_EmpSering

d. Dependent Variable: CS

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.162	.154		7.524	.000
	Empathy	.637	.038	.768	16.888	.000
2	(Constant)	1.379	.166		8.286	.000
	Empathy	.612	.038	.739	16.220	.000
	Sering	-.060	.019	-.142	-3.116	.002
3	(Constant)	1.972	.314		6.279	.000

Empathy	.469	.075	.565	6.263	.000
Sering	-.335	.125	-.790	-2.672	.008
int_EmpSering	.068	.031	.643	2.218	.028

a. Dependent Variable: CS

#### Excluded Variables<sup>c</sup>

Model						Collinearity Statistics
		Beta In	t	Sig.	Partial Correlation	Tolerance
1	Sering	-.142 <sup>a</sup>	-3.116	.002	-.217	.956
	int_EmpSering	-.122 <sup>a</sup>	-2.729	.007	-.191	.997
2	int_EmpSering	.643 <sup>b</sup>	2.218	.028	.156	.023

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

b. Predictors in the Model: (Constant), Empathy, Sering

c. Dependent Variable: CS

## Regression

#### Variables Entered/Removed<sup>a</sup>

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

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

a. Dependent Variable: CS

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 <sup>a</sup>	.539	.536	.35491
2	.752 <sup>b</sup>	.566	.562	.34507
3	.764 <sup>c</sup>	.584	.577	.33888

a. Predictors: (Constant), Place

b. Predictors: (Constant), Place, Sering

c. Predictors: (Constant), Place, Sering, int\_PlaSering

**ANOVA<sup>d</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.114	1	29.114	231.136	.000 <sup>a</sup>
	Residual	24.940	198	.126		
	Total	54.055	199			
2	Regression	30.597	2	15.298	128.476	.000 <sup>b</sup>



	Residual	23.458	197	.119		
	Total	54.055	199			
3	Regression	31.546	3	10.515	91.562	.000 <sup>a</sup>
	Residual	22.509	196	.115		
	Total	54.055	199			

a. Predictors: (Constant), Place

b. Predictors: (Constant), Place, Sering

c. Predictors: (Constant), Place, Sering, int\_PlaSering

d. Dependent Variable: CS

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.152	.172		6.694	.000
	Place	.590	.039	.734	15.203	.000
2	(Constant)	1.399	.181		7.714	.000
	Place	.565	.038	.703	14.732	.000
	Sering	-.071	.020	-.168	-3.528	.001
3	(Constant)	2.278	.354		6.439	.000
	Place	.369	.078	.459	4.737	.000
	Sering	-.488	.146	-1.151	-3.336	.001
	int_PlaSering	.094	.033	.977	2.874	.004

a. Dependent Variable: CS

**Excluded Variables<sup>c</sup>**

					Collinearity Statistics	
Model		Beta In	t	Sig.	Partial Correlation	Tolerance
1	Sering	-.168 <sup>a</sup>	-3.528	.001	-.244	.967
	int_PlaSering	-.146 <sup>a</sup>	-3.090	.002	-.215	.996
2	int_PlaSering	.977 <sup>b</sup>	2.874	.004	.201	.018

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

b. Predictors in the Model: (Constant), Place, Sering

c. Dependent Variable: CS

**Regression****Variables Entered/Removed<sup>a</sup>**

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

a. Dependent Variable: CS

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 <sup>a</sup>	.550	.548	.35058
2	.752 <sup>b</sup>	.565	.560	.34554

a. Predictors: (Constant), Responsiveness

b. Predictors: (Constant), Responsiveness, int\_ResKonsumsi

**ANOVA<sup>c</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.720	1	29.720	241.815	.000 <sup>a</sup>
	Residual	24.335	198	.123		
	Total	54.055	199			
2	Regression	30.533	2	15.267	127.864	.000 <sup>b</sup>
	Residual	23.521	197	.119		
	Total	54.055	199			

a. Predictors: (Constant), Responsiveness

b. Predictors: (Constant), Responsiveness, int\_ResKonsumsi

c. Dependent Variable: CS

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.152	.168		6.850	.000
	Responsiveness	.682	.044	.741	15.550	.000
2	(Constant)	1.185	.166		7.127	.000
	Responsiveness	.625	.048	.680	12.912	.000
	int_ResKonsumsi	.026	.010	.137	2.610	.010

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.152	.168		6.850	.000
	Responsiveness	.682	.044	.741	15.550	.000
2	(Constant)	1.185	.166		7.127	.000
	Responsiveness	.625	.048	.680	12.912	.000
	int_ResKonsumsi	.026	.010	.137	2.610	.010

a. Dependent Variable: CS

**Excluded Variables<sup>c</sup>**

Model						Collinearity Statistics
		Beta In	t	Sig.	Partial Correlation	Tolerance
1	Konsumsi	.116 <sup>a</sup>	2.462	.015	.173	.993
	int_ResKonsumsi	.137 <sup>a</sup>	2.610	.010	.183	.797
2	Konsumsi	-.207 <sup>b</sup>	-.696	.487	-.050	.025

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

b. Predictors in the Model: (Constant), Responsiveness, int\_ResKonsumsi

c. Dependent Variable: CS

## Regression

Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Promotion		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Kelamin		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	int_PromKelamin		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4		Promotion	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: CS

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503 <sup>a</sup>	.253	.249	.45158
2	.520 <sup>b</sup>	.270	.263	.44751
3	.537 <sup>c</sup>	.288	.277	.44318
4	.536 <sup>d</sup>	.287	.280	.44234

a. Predictors: (Constant), Promotion

b. Predictors: (Constant), Promotion, Kelamin

c. Predictors: (Constant), Promotion, Kelamin, int\_PromKelamin

d. Predictors: (Constant), Kelamin, int\_PromKelamin

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.678	1	13.678	67.072	.000 <sup>a</sup>
	Residual	40.377	198	.204		
	Total	54.055	199			
2	Regression	14.603	2	7.302	36.460	.000 <sup>b</sup>
	Residual	39.452	197	.200		
	Total	54.055	199			
3	Regression	15.559	3	5.188	26.406	.000 <sup>c</sup>
	Residual	38.496	196	.196		
	Total	54.055	199			
4	Regression	15.509	2	7.755	39.633	.000 <sup>d</sup>
	Residual	38.545	197	.196		
	Total	54.055	199			

a. Predictors: (Constant), Promotion

b. Predictors: (Constant), Promotion, Kelamin

c. Predictors: (Constant), Promotion, Kelamin, int\_PromKelamin

d. Predictors: (Constant), Kelamin, int\_PromKelamin

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.678	1	13.678	67.072	.000 <sup>a</sup>
	Residual	40.377	198	.204		
	Total	54.055	199			
2	Regression	14.603	2	7.302	36.460	.000 <sup>b</sup>
	Residual	39.452	197	.200		
	Total	54.055	199			
3	Regression	15.559	3	5.186	26.406	.000 <sup>c</sup>
	Residual	38.496	196	.196		
	Total	54.055	199			
4	Regression	15.509	2	7.755	39.633	.000 <sup>d</sup>
	Residual	38.545	197	.196		
	Total	54.055	199			

a. Predictors: (Constant), Promotion

b. Predictors: (Constant), Promotion, Kelamin

c. Predictors: (Constant), Promotion, Kelamin, int\_PromKelamin

d. Predictors: (Constant), Kelamin, int\_PromKelamin

e. Dependent Variable: CS

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.383	.169		14.134	.000
	Promotion	.399	.049	.503	8.190	.000
2	(Constant)	2.645	.207		12.786	.000
	Promotion	.379	.049	.478	7.723	.000
	Kelamin	-.147	.068	-.133	-2.150	.033

3	(Constant)	3.675	.510		7.209	.000
	Promotion	.074	.147	.093	.503	.616
	Kelamin	-.880	.339	-.799	-2.594	.010
	int_PromKelamin	.220	.100	.717	2.206	.029
4	(Constant)	3.927	.095		41.183	.000
	Kelamin	-1.040	.118	-.944	-8.780	.000
	int_PromKelamin	.268	.033	.872	8.104	.000

a. Dependent Variable: CS

#### Excluded Variables<sup>d</sup>

						Collinearity Statistics
Model		Beta In	t	Sig.	Partial Correlation	Tolerance
1	Kelamin	-.133 <sup>a</sup>	-2.150	.033	-.151	.966
	int_PromKelamin	-.109 <sup>a</sup>	-1.664	.098	-.118	.867
2	int_PromKelamin	.717 <sup>b</sup>	2.206	.029	.156	.034
4	Promotion	.093 <sup>c</sup>	.503	.616	.036	.106

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

b. Predictors in the Model: (Constant), Promotion, Kelamin

c. Predictors in the Model: (Constant), Kelamin, int\_PromKelamin

d. Dependent Variable: CS



## Regression

Variables Entered/Removed<sup>a</sup>

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

a. Dependent Variable: RI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 <sup>a</sup>	.628	.627	.50025
2	.798 <sup>b</sup>	.636	.632	.49637

a. Predictors: (Constant), CS

b. Predictors: (Constant), CS, int\_CsKeputusan

ANOVA<sup>c</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.820	1	83.820	334.944	.000 <sup>b</sup>
	Residual	49.549	198	.250		

	<b>Total</b>	<b>133.369</b>	<b>199</b>			
2	Regression	84.831	2	42.415	172.149	.000 <sup>b</sup>
	Residual	48.538	197	.246		
	Total	133.369	199			

a. Predictors: (Constant), CS

b. Predictors: (Constant), CS, int\_CsKeputusan

c. Dependent Variable: RI

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.916	.257		-3.567	.000
	CS	1.245	.068	.793	18.301	.000
2	(Constant)	-.879	.256		-3.442	.001
	CS	1.348	.084	.858	15.956	.000
	int_CsKeputusan	-.109	.054	-.109	-2.026	.044

a. Dependent Variable: RI

#### Excluded Variables<sup>c</sup>

Model					Partial	Collinearity
		Beta In	t	Sig.	Correlation	Tolerance
1	Keputusan	-.076 <sup>a</sup>	-1.755	.081	-.124	.991
	int_CsKeputusan	-.109 <sup>a</sup>	-2.026	.044	-.143	.639
2	Keputusan	.280 <sup>b</sup>	1.224	.223	.087	.035

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

b. Predictors in the Model: (Constant), CS, int\_CsKeputusan

c. Dependent Variable: RI

## Regression

Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Empathy		Stepwise (Criteria: Probability-of-F-to-enter ≤ .050, Probability-of-F-to-remove ≥ .100).
2	Sering		Stepwise (Criteria: Probability-of-F-to-enter ≤ .050, Probability-of-F-to-remove ≥ .100).
3	int_EmpSering		Stepwise (Criteria: Probability-of-F-to-enter ≤ .050, Probability-of-F-to-remove ≥ .100).

a. Dependent Variable: RI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 <sup>a</sup>	.524	.522	.56600
2	.748 <sup>b</sup>	.559	.555	.54615
3	.755 <sup>c</sup>	.570	.563	.54093

a. Predictors: (Constant), Empathy

b. Predictors: (Constant), Empathy, Sering

c. Predictors: (Constant), Empathy, Sering, int\_EmpSering

ANOVA<sup>d</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.938	1	69.938	218.309	.000 <sup>a</sup>
	Residual	63.431	198	.320		
	Total	133.369	199			
2	Regression	74.608	2	37.304	125.063	.000 <sup>b</sup>
	Residual	58.761	197	.298		
	Total	133.369	199			
3	Regression	76.018	3	25.339	86.599	.000 <sup>c</sup>
	Residual	57.351	196	.293		
	Total	133.369	199			

a. Predictors: (Constant), Empathy

b. Predictors: (Constant), Empathy, Sering

c. Predictors: (Constant), Empathy, Sering, int\_EmpSering

d. Dependent Variable: RI

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.076	.261		-.290	.772
	Empathy	.943	.064	.724	14.775	.000
2	(Constant)	.385	.278		1.385	.168
	Empathy	.891	.063	.684	14.144	.000
	Sering	-.127	.032	-.191	-3.957	.000
3	(Constant)	1.365	.524		2.603	.010

Empathy	.654	.125	.502	5.233	.000
Sering	-.582	.209	-.873	-2.779	.006
int_EmpSering	.112	.051	.676	2.196	.029

a. Dependent Variable: RI

#### Excluded Variables<sup>c</sup>

						Collinearity Statistics
Model		Beta In	t	Sig.	Partial Correlation	Tolerance
1	Sering	-.191 <sup>a</sup>	-3.957	.000	-.271	.956
	int_EmpSering	-.170 <sup>a</sup>	-3.554	.000	-.245	.997
2	int_EmpSering	.676 <sup>b</sup>	2.196	.029	.155	.023

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

b. Predictors in the Model: (Constant), Empathy, Sering

c. Dependent Variable: RI

## Regression

#### Variables Entered/Removed<sup>a</sup>

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

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

a. Dependent Variable: RI

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.597 <sup>a</sup>	.357	.354	.65823
2	.635 <sup>b</sup>	.404	.398	.63541

a. Predictors: (Constant), Responsiveness

b. Predictors: (Constant), Responsiveness, int\_ResSering

#### ANOVA<sup>c</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.583	1	47.583	109.825	.000 <sup>a</sup>
	Residual	85.786	198	.433		
	Total	133.369	199			
2	Regression	53.832	2	26.916	66.666	.000 <sup>b</sup>
	Residual	79.537	197	.404		
	Total	133.369	199			

a. Predictors: (Constant), Responsiveness

b. Predictors: (Constant), Responsiveness, int\_ResSering

c. Dependent Variable: RI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.467	.316		1.478	.141
	Responsiveness	.863	.082	.597	10.480	.000
2	(Constant)	.657	.309		2.129	.034
	Responsiveness	.886	.080	.613	11.112	.000
	int_ResSering	-.038	.010	-.217	-3.934	.000

a. Dependent Variable: RI

**Excluded Variables<sup>c</sup>**

Model					Partial Correlation	Collinearity Statistics
		Beta In	t	Sig.	Tolerance	
1	Sering	-.213 <sup>a</sup>	-3.773	.000	-.260	.951
	int_ResSering	-.217 <sup>a</sup>	-3.934	.000	-.270	.995
2	Sering	.279 <sup>b</sup>	.727	.468	.052	.021

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

b. Predictors in the Model: (Constant), Responsiveness, int\_ResSering

c. Dependent Variable: RI

## Regression

Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Promotion		Stepwise (Criteria: Probability-of-F-t o-enter <= .050, Probability-of-F-t o-remove >= .100).
2	Kelamin		Stepwise (Criteria: Probability-of-F-t o-enter <= .050, Probability-of-F-t o-remove >= .100).
3	int_PromKelamin		Stepwise (Criteria: Probability-of-F-t o-enter <= .050, Probability-of-F-t o-remove >= .100).
4		Promotion	Stepwise (Criteria: Probability-of-F-t o-enter <= .050, Probability-of-F-t o-remove >= .100).

a. Dependent Variable: RI



**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.408 <sup>a</sup>	.166	.162	.74932
2	.460 <sup>b</sup>	.212	.204	.73062
3	.496 <sup>c</sup>	.246	.235	.71619
4	.493 <sup>d</sup>	.243	.235	.71585

a. Predictors: (Constant), Promotion

b. Predictors: (Constant), Promotion, Kelamin

c. Predictors: (Constant), Promotion, Kelamin, int\_PromKelamin

d. Predictors: (Constant), Kelamin, int\_PromKelamin

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.194	1	22.194	39.528	.000 <sup>a</sup>
	Residual	111.174	198	.561		
	Total	133.369	199			
2	Regression	28.210	2	14.105	26.424	.000 <sup>b</sup>
	Residual	105.159	197	.534		
	Total	133.369	199			
3	Regression	32.836	3	10.945	21.339	.000 <sup>c</sup>
	Residual	100.533	196	.513		
	Total	133.369	199			
4	Regression	32.419	2	16.210	31.633	.000 <sup>d</sup>
	Residual	100.950	197	.512		
	Total	133.369	199			

a. Predictors: (Constant), Promotion

b. Predictors: (Constant), Promotion, Kelamin

c. Predictors: (Constant), Promotion, Kelamin, int\_PromKelamin

d. Predictors: (Constant), Kelamin, int\_PromKelamin

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.194	1	22.194	39.528	.000 <sup>a</sup>
	Residual	111.174	198	.561		
	Total	133.369	199			
2	Regression	28.210	2	14.105	26.424	.000 <sup>b</sup>
	Residual	105.159	197	.534		
	Total	133.369	199			
3	Regression	32.836	3	10.945	21.339	.000 <sup>c</sup>
	Residual	100.533	196	.513		
	Total	133.369	199			
4	Regression	32.419	2	16.210	31.633	.000 <sup>d</sup>
	Residual	100.950	197	.512		
	Total	133.369	199			

a. Predictors: (Constant), Promotion

b. Predictors: (Constant), Promotion, Kelamin

c. Predictors: (Constant), Promotion, Kelamin, int\_PromKelamin

d. Predictors: (Constant), Kelamin, int\_PromKelamin

e. Dependent Variable: RI

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.013	.280		7.194	.000
	Promotion	.508	.081	.408	6.287	.000
2	(Constant)	2.681	.338		7.938	.000
	Promotion	.458	.080	.368	5.715	.000
	Kelamin	-.374	.111	-.216	-3.357	.001

3	(Constant)	4.947	.824		6.004	.000
	Promotion	-.214	.237	-.172	-.901	.368
	Kelamin	-1.987	.548	-1.149	-3.625	.000
	int_PromKelamin	.485	.161	1.005	3.003	.003
4	(Constant)	4.218	.154		27.329	.000
	Kelamin	-1.525	.192	-.881	-7.952	.000
	int_PromKelamin	.348	.053	.720	6.499	.000

a. Dependent Variable: RI

#### Excluded Variables<sup>d</sup>

						Collinearity Statistics
Model		Beta In	t	Sig.	Partial Correlation	Tolerance
1	Kelamin	-.216 <sup>a</sup>	-3.357	.001	-.233	.966
	int_PromKelamin	-.184 <sup>a</sup>	-2.677	.008	-.187	.867
2	int_PromKelamin	1.005 <sup>b</sup>	3.003	.003	.210	.034
4	Promotion	-.172 <sup>c</sup>	-.901	.368	-.064	.106

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

b. Predictors in the Model: (Constant), Promotion, Kelamin

c. Predictors in the Model: (Constant), Kelamin, int\_PromKelamin

d. Dependent Variable: RI

## Regression

Variables Entered/Removed<sup>a</sup>

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

a. Dependent Variable: CS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.640 <sup>a</sup>	.410	.407	.40151
2	.663 <sup>b</sup>	.439	.434	.39221

a. Predictors: (Constant), Price

b. Predictors: (Constant), Price, int\_PriceKonsumsi

ANOVA<sup>c</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.136	1	22.136	137.313	.000 <sup>a</sup>
	Residual	31.919	198	.161		

	<b>Total</b>	<b>54.055</b>	<b>199</b>			
2	Regression	23.751	2	11.875	77.199	.000 <sup>b</sup>
	Residual	30.304	197	.154		
	<b>Total</b>	<b>54.055</b>	<b>199</b>			

a. Predictors: (Constant), Price

b. Predictors: (Constant), Price, int\_PriceKonsumsi

c. Dependent Variable: CS

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.328	.124		18.826	.000
	Price	.488	.042	.640	11.718	.000
2	(Constant)	2.346	.121		19.399	.000
	Price	.396	.050	.520	8.002	.000
	int_PriceKonsumsi	.047	.014	.210	3.240	.001

a. Dependent Variable: CS

#### Excluded Variables<sup>c</sup>

Model					Partial	Collinearity
		Beta In	t	Sig.	Correlation	Tolerance
1	Konsumsi	.151 <sup>a</sup>	2.820	.005	.197	.998
	int_PriceKonsumsi	.210 <sup>a</sup>	3.240	.001	.225	.674
2	Konsumsi	-.225 <sup>b</sup>	-1.105	.271	-.079	.069

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

b. Predictors in the Model: (Constant), Price, int\_PriceKonsumsi

c. Dependent Variable: CS

## Regression

Variables Entered/Removed<sup>a</sup>

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

a. Dependent Variable: RI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.627 <sup>a</sup>	.393	.390	.63924
2	.642 <sup>b</sup>	.412	.406	.63101
3	.654 <sup>c</sup>	.427	.419	.62416

a. Predictors: (Constant), Tangibles

b. Predictors: (Constant), Tangibles, Jarak

c. Predictors: (Constant), Tangibles, Jarak, int\_TanJarak

ANOVA<sup>d</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.460	1	52.460	128.378	.000 <sup>a</sup>
	Residual	80.909	198	.409		
	Total	133.369	199			
2	Regression	54.929	2	27.465	68.977	.000 <sup>b</sup>
	Residual	78.440	197	.398		
	Total	133.369	199			
3	Regression	57.011	3	19.004	48.780	.000 <sup>c</sup>
	Residual	76.358	196	.390		
	Total	133.369	199			

a. Predictors: (Constant), Tangibles

b. Predictors: (Constant), Tangibles, Jarak

c. Predictors: (Constant), Tangibles, Jarak, int\_TanJarak

d. Dependent Variable: RI

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.237	.354		-.670	.503
	Tangibles	1.060	.094	.627	11.330	.000
2	(Constant)	.240	.398		.603	.547
	Tangibles	.993	.096	.588	10.337	.000
	Jarak	-.151	.060	-.142	-2.491	.014
3	(Constant)	1.865	.806		2.314	.022

Tangibles	.554	.212	.328	2.612	.010
Jarak	-1.184	.451	-1.114	-2.625	.009
int_TanJarak	.284	.123	.942	2.311	.022

a. Dependent Variable: RI

#### Excluded Variables<sup>c</sup>

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Jarak	-.142 <sup>a</sup>	-2.491	.014	-.175	.923
	int_TanJarak	-.118 <sup>a</sup>	-2.157	.032	-.152	1.000
2	int_TanJarak	.942 <sup>b</sup>	2.311	.022	.163	.018

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

b. Predictors in the Model: (Constant), Tangibles, Jarak

c. Dependent Variable: RI

#### Excluded Variables<sup>f</sup>

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Product	.286 <sup>a</sup>	4.827	.000	.325	.482
	Price	.236 <sup>a</sup>	4.366	.000	.297	.591
	Promotion	.012 <sup>a</sup>	.247	.805	.018	.747
	Place	.319 <sup>a</sup>	5.336	.000	.355	.461
	Tangibles	.133 <sup>a</sup>	2.188	.030	.154	.500
	Reliability	.125 <sup>a</sup>	2.009	.046	.142	.478
	Responsiveness	.021 <sup>a</sup>	.324	.746	.023	.450
	Assurance	.213 <sup>a</sup>	3.831	.000	.263	.565



	Emphaty	.281 <sup>a</sup>	4.330	.000	.295	.410
2	Product	.195 <sup>b</sup>	3.152	.002	.220	.412
	Price	.264 <sup>b</sup>	5.311	.000	.355	.585
	Promotion	.064 <sup>b</sup>	1.347	.180	.096	.718
	Tangibles	.069 <sup>b</sup>	1.182	.239	.084	.476
	Reliability	.018 <sup>b</sup>	.284	.777	.020	.420
	Responsiveness	.000 <sup>b</sup>	-.010	.992	.000	.448
	Assurance	.056 <sup>b</sup>	.806	.421	.057	.346
	Emphaty	.141 <sup>b</sup>	1.893	.060	.134	.294
3	Product	.111 <sup>c</sup>	1.790	.075	.127	.375
	Promotion	-.009 <sup>c</sup>	-.187	.852	-.013	.652
	Tangibles	.083 <sup>c</sup>	1.516	.131	.108	.475
	Reliability	.041 <sup>c</sup>	.692	.490	.049	.418
	Responsiveness	-.065 <sup>c</sup>	-1.114	.267	-.080	.430
	Assurance	.123 <sup>c</sup>	1.874	.062	.133	.335
	Emphaty	.161 <sup>c</sup>	2.315	.022	.164	.293
4	Product	.088 <sup>d</sup>	1.379	.170	.098	.361
	Promotion	-.001 <sup>d</sup>	-.027	.979	-.002	.648
	Tangibles	.055 <sup>d</sup>	.967	.335	.069	.444
	Reliability	-.033 <sup>d</sup>	-.491	.624	-.035	.318
	Responsiveness	-.160 <sup>d</sup>	-2.507	.013	-.177	.338
	Assurance	.055 <sup>d</sup>	.701	.484	.050	.229
5	Product	.081 <sup>e</sup>	1.317	.190	.094	.360
	Promotion	.034 <sup>e</sup>	.708	.480	.051	.597
	Tangibles	.064 <sup>e</sup>	1.138	.257	.082	.442
	Reliability	.027 <sup>e</sup>	.389	.698	.028	.280
	Assurance	.091 <sup>e</sup>	1.153	.251	.083	.222

a. Predictors in the Model: (Constant), Customer Satisfaction

b. Predictors in the Model: (Constant), Customer Satisfaction, Place

- c. Predictors in the Model: (Constant), Customer Satisfaction, Place, Price
- d. Predictors in the Model: (Constant), Customer Satisfaction, Place, Price, Emphaty
- e. Predictors in the Model: (Constant), Customer Satisfaction, Place, Price, Emphaty, Responsiveness
- f. Dependent Variable: Repurchase Intention



# **LAMPIRAN**

## **5**

**One Sample T-test**

**Independent T-test**

**One Way Anova**

**T-Test****One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Price	200	2.88995	.683267	.048314
Place	200	4.38800	.648660	.045867
Emphaty	200	4.04500	.628450	.044438
Customer Satisfaction	200	3.73904	.521177	.036853
Repurchase Intention	200	3.73990	.818570	.057882

**One-Sample Test**

	Test Value = 3.41			
	t	df	Sig. (2-tailed)	Mean Difference
Price	-10.764	199	.000	-.520050
Place	21.322	199	.000	.978000
Emphaty	14.290	199	.000	.635000
Customer Satisfaction	8.928	199	.000	.329040
Repurchase Intention	5.700	199	.000	.329900

**One-Sample Test**

	Test Value = 3.41	
	95% Confidence Interval of the Difference	
	Lower	Upper
Price	-.61532	-.42478
Place	.88755	1.06845
Emphaty	.54737	.72263
Customer Satisfaction	.25637	.40171
Repurchase Intention	.21576	.44404

**T-Test****One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Price	200	2.88995	.683267	.048314
Place	200	4.38800	.648660	.045867
Emphaty	200	4.04500	.628450	.044438
Customer Satisfaction	200	3.73904	.521177	.036853
Repurchase Intention	200	3.73990	.818570	.057882

**One-Sample Test**

	Test Value = 4.21			
	t	df	Sig. (2-tailed)	Mean Difference
Price	-27.322	199	.000	-1.320050
Place	3.881	199	.000	.178000
Emphaty	-3.713	199	.000	-.165000
Customer Satisfaction	-12.779	199	.000	-.470960
Repurchase Intention	-8.122	199	.000	-.470100

**One-Sample Test**

	Test Value = 4.21	
	95% Confidence Interval of the Difference	
	Lower	Upper
Price	-1.41532	-1.22478
Place	.08755	.26845
Emphaty	-.25263	-.07737
Customer Satisfaction	-.54363	-.39829
Repurchase Intention	-.58424	-.35596

**T-Test****Group Statistics**

	Jenis Kelamin	N	Mean	Std. Deviation	Std. Error Mean
Price	Laki-laki	133	2.99493	.646081	.056022
	Perempuan	67	2.68155	.711685	.086946
Place	Laki-laki	133	4.48271	.579513	.050250
	Perempuan	67	4.20000	.736906	.090027
Emphaty	Laki-laki	133	4.14135	.577236	.050053
	Perempuan	67	3.85373	.684532	.083629
Customer Satisfaction	Laki-laki	133	3.82086	.469701	.040728
	Perempuan	67	3.57661	.580930	.070972
Repurchase Intention	Laki-laki	133	3.90466	.678548	.058838
	Perempuan	67	3.41284	.967560	.118206

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Price	Equal variances assumed	5.489	.020	3.128	198	.002
	Equal variances not assumed			3.030	121.690	.003
Place	Equal variances assumed	3.089	.080	2.966	198	.003
	Equal variances not assumed			2.742	108.276	.007
Emphaty	Equal variances assumed	1.601	.207	3.121	198	.002
	Equal variances not assumed			2.951	114.413	.004

Customer Satisfaction	Equal variances assumed	10.121	.002	3.200	198	.002
	Equal variances not assumed			2.985	110.629	.003
Repurchase Intention	Equal variances assumed	19.351	.000	4.173	198	.000
	Equal variances not assumed			3.725	99.696	.000

#### Independent Samples Test

		t-test for Equality of Means			
		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Price	Equal variances assumed	.313380	.100175	.115833	.510927
	Equal variances not assumed	.313380	.103432	.108621	.518139
Place	Equal variances assumed	.282707	.095329	.094716	.470698
	Equal variances not assumed	.282707	.103102	.078347	.487067
Emphaty	Equal variances assumed	.287622	.092148	.105904	.469340
	Equal variances not assumed	.287622	.097463	.094556	.480688
Customer Satisfaction	Equal variances assumed	.244253	.076328	.093734	.394772
	Equal variances not assumed	.244253	.081828	.082099	.406406
Repurchase Intention	Equal variances assumed	.491826	.117869	.259386	.724266

### Independent Samples Test

		t-test for Equality of Means			
		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Price	Equal variances assumed	.313380	.100175	.115833	.510927
	Equal variances not assumed	.313380	.103432	.108621	.518139
Place	Equal variances assumed	.282707	.095329	.094716	.470698
	Equal variances not assumed	.282707	.103102	.078347	.487067
Empathy	Equal variances assumed	.287622	.092148	.105904	.469340
	Equal variances not assumed	.287622	.097463	.094556	.480688
Customer Satisfaction	Equal variances assumed	.244253	.076328	.093734	.394772
	Equal variances not assumed	.244253	.081828	.082099	.406406
Repurchase Intention	Equal variances assumed	.491826	.117869	.259386	.724266
	Equal variances not assumed	.491826	.132040	.229852	.753799

### T-Test

#### Group Statistics

Keputusan Memilih Berbelanja di Circle K		N	Mean
Price	Keputusan Sendiri	193	2.89632
	Keputusan Orang Lain	7	2.71443



Place	Keputusan Sendiri	193	4.40104
	Keputusan Orang Lain	7	4.02857
Emphaty	Keputusan Sendiri	193	4.06218
	Keputusan Orang Lain	7	3.57143
Customer Satisfaction	Keputusan Sendiri	193	3.74842
	Keputusan Orang Lain	7	3.48043
Repurchase Intention	Keputusan Sendiri	193	3.76328
	Keputusan Orang Lain	7	3.09514

#### Group Statistics

	Keputusan Memilih Berbelanja di Circle K	Std. Deviation	Std. Error Mean
Price	Keputusan Sendiri	.691912	.049805
	Keputusan Orang Lain	.356326	.134679
Place	Keputusan Sendiri	.638520	.045962
	Keputusan Orang Lain	.867399	.327846
Emphaty	Keputusan Sendiri	.620710	.044680
	Keputusan Orang Lain	.706433	.267007
Customer Satisfaction	Keputusan Sendiri	.512178	.036867
	Keputusan Orang Lain	.730499	.276103
Repurchase Intention	Keputusan Sendiri	.809918	.058299
	Keputusan Orang Lain	.854419	.322940

## Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Price	Equal variances assumed	1.331	.250	.691	198	.490
	Equal variances not assumed			1.267	7.749	.242
Place	Equal variances assumed	1.789	.183	1.497	198	.136
	Equal variances not assumed			1.125	6.238	.302
Emphaty	Equal variances assumed	.013	.909	2.046	198	.042
	Equal variances not assumed			1.813	6.341	.117
Customer Satisfaction	Equal variances assumed	1.892	.170	1.339	198	.182
	Equal variances not assumed			.962	6.216	.372
Repurchase Intention	Equal variances assumed	.044	.835	2.140	198	.034
	Equal variances not assumed			2.036	6.397	.085

**Independent Samples Test**

		t-test for Equality of Means			
		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Price	Equal variances assumed	.181887	.263238	-.337222	.700997
	Equal variances not assumed	.181887	.143593	-.151116	.514891
Place	Equal variances assumed	.372465	.248802	-.118178	.863107
	Equal variances not assumed	.372465	.331052	-.430155	1.175084
Emphaty	Equal variances assumed	.490748	.239889	.017682	.963813
	Equal variances not assumed	.490748	.270719	-.163148	1.144643
Customer Satisfaction	Equal variances assumed	.267991	.200128	-.126666	.662648
	Equal variances not assumed	.267991	.278553	-.407909	.943891
Repurchase Intention	Equal variances assumed	.668142	.312155	.052567	1.283717
	Equal variances not assumed	.668142	.328160	-.122904	1.459188

**T-Test****One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
E1	200	3.65	.678	.048
E2	200	4.60	.594	.042
E3	200	4.11	.984	.070
E4	200	3.77	.692	.049
E5	200	4.11	.984	.070

**One-Sample Test**

	Test Value = 4.0450					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
E1	-8.238	199	.000	-.395	-.49	-.30
E2	13.096	199	.000	.550	.47	.63
E3	.862	199	.390	.060	-.08	.20
E4	-5.616	199	.000	-.275	-.37	-.18
E5	.862	199	.390	.060	-.08	.20

**T-Test****One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Place1	200	4.46	.715	.051
Place2	200	4.38	.713	.050
Place3	200	4.31	.785	.056
Place4	200	4.49	.642	.045
Place5	200	4.31	.840	.059

**One-Sample Test**

	Test Value = 4.3880					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Place1	1.424	199	.156	.072	-.03	.17
Place2	-.159	199	.874	-.008	-.11	.09
Place3	-1.404	199	.162	-.078	-.19	.03
Place4	2.138	199	.034	.097	.01	.19
Place5	-1.397	199	.164	-.083	-.20	.03

**T-Test****One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Price1	200	2.82	.777	.055
Price2	200	2.98	.839	.059
Price3	200	2.88	.756	.053

**One-Sample Test**

	Test Value = 2.8899					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Price1	-1.363	199	.174	-.075	-.18	.03
Price2	1.520	199	.130	.090	-.03	.21
Price3	-.279	199	.781	-.015	-.12	.09

**Oneway****Descriptives**

		N	Mean	Std. Deviation	Std. Error
Price	Pelajar/Mahasiswa	176	2.87494	.712324	.053693
	PNS/TNI/POLRI	1	2.66700	.	.
	Pegawai Swasta	20	3.05000	.248340	.055530
	Wiraswasta	1	4.00000	.	.
	Lain-lain	2	2.16650	.235467	.166500
	Total	200	2.88995	.683267	.048314
Place	Pelajar/Mahasiswa	176	4.34659	.656301	.049471
	PNS/TNI/POLRI	1	4.00000	.	.
	Pegawai Swasta	20	4.87000	.319704	.071488
	Wiraswasta	1	3.80000	.	.
	Lain-lain	2	3.70000	.141421	.100000
	Total	200	4.38800	.648660	.045867
Emphaty	Pelajar/Mahasiswa	176	4.00341	.637307	.048039
	PNS/TNI/POLRI	1	3.80000	.	.
	Pegawai Swasta	20	4.49000	.263379	.058893
	Wiraswasta	1	3.60000	.	.
	Lain-lain	2	3.60000	1.131371	.800000
	Total	200	4.04500	.628450	.044438
Customer Satisfaction	Pelajar/Mahasiswa	176	3.71791	.541366	.040807
	PNS/TNI/POLRI	1	3.45500	.	.
	Pegawai Swasta	20	3.99095	.179162	.040062
	Wiraswasta	1	3.72700	.	.
	Lain-lain	2	3.22700	.449720	.318000
	Total	200	3.73904	.521177	.036853
Repurchase Intention	Pelajar/Mahasiswa	176	3.69689	.847157	.063857
	PNS/TNI/POLRI	1	3.33300	.	.

Pegawai Swasta	20	4.18305	.366273	.081901
Wiraswasta	1	3.33300	.	.
Lain-lain	2	3.50000	.707107	.500000
Total	200	3.73990	.818570	.057882

## Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Price	Pelajar/Mahasiswa	2.76897	2.98091	1.000	4.333
	PNS/TNI/POLRI	.	.	2.667	2.667
	Pegawai Swasta	2.93377	3.16623	2.667	4.000
	Wiraswasta	.	.	4.000	4.000
	Lain-lain	.05092	4.28208	2.000	2.333
	Total	2.79468	2.98522	1.000	4.333
Place	Pelajar/Mahasiswa	4.24896	4.44423	2.200	5.000
	PNS/TNI/POLRI	.	.	4.000	4.000
	Pegawai Swasta	4.72037	5.01963	4.000	5.000
	Wiraswasta	.	.	3.800	3.800
	Lain-lain	2.42938	4.97062	3.600	3.800
	Total	4.29755	4.47845	2.200	5.000
Emphaty	Pelajar/Mahasiswa	3.90860	4.09822	2.200	4.800
	PNS/TNI/POLRI	.	.	3.800	3.800
	Pegawai Swasta	4.36673	4.61327	3.600	4.600
	Wiraswasta	.	.	3.600	3.600
	Lain-lain	-6.56496	13.76496	2.800	4.400
	Total	3.95737	4.13263	2.200	4.800
Customer Satisfaction	Pelajar/Mahasiswa	3.63738	3.79845	2.182	4.818
	PNS/TNI/POLRI	.	.	3.455	3.455
	Pegawai Swasta	3.90710	4.07480	3.364	4.455

	<b>Wiraswasta</b>			<b>3.727</b>	<b>3.727</b>
	Lain-lain	-0.81357	7.26757	2.909	3.545
	<b>Total</b>	<b>3.66637</b>	<b>3.81171</b>	<b>2.182</b>	<b>4.818</b>
Repurchase Intention	Pelajar/Mahasiswa	3.57086	3.82292	1.000	4.667
	PNS/TNI/POLRI			3.333	3.333
	Pegawai Swasta	4.01163	4.35447	3.000	4.333
	Wiraswasta			3.333	3.333
	Lain-lain	-2.85310	9.85310	3.000	4.000
	<b>Total</b>	<b>3.62576</b>	<b>3.85404</b>	<b>1.000</b>	<b>4.667</b>

## ANOVA

		Sum of Squares	df	Mean Square
Price	Between Groups	2.881	4	.720
	Within Groups	90.023	195	.462
	<b>Total</b>	<b>92.904</b>	<b>199</b>	
Place	Between Groups	6.391	4	1.598
	Within Groups	77.340	195	.397
	<b>Total</b>	<b>83.731</b>	<b>199</b>	
Emphaty	Between Groups	4.919	4	1.230
	Within Groups	73.676	195	.378
	<b>Total</b>	<b>78.595</b>	<b>199</b>	
Customer Satisfaction	Between Groups	1.953	4	.488
	Within Groups	52.101	195	.267
	<b>Total</b>	<b>54.053</b>	<b>199</b>	
Repurchase Intention	Between Groups	4.699	4	1.175
	Within Groups	128.642	195	.660
	<b>Total</b>	<b>133.341</b>	<b>199</b>	



**ANOVA**

		F	Sig.
Price	Between Groups	1.560	.187
Place	Between Groups	4.029	.004
Emphaty	Between Groups	3.255	.013
Customer Satisfaction	Between Groups	1.827	.125
Repurchase Intention	Between Groups	1.781	.134

**Oneway****Descriptives**

		N	Mean	Std. Deviation	Std. Error
Price	Kurang Dari Rp 500.000	60	2.84440	.740173	.095556
	Rp 500.000 - Rp 1.000.000	119	2.91871	.612089	.056110
	Rp 1.000.000 - Rp 1.500.000	19	2.77189	.896132	.205587
	Lebih Dari Rp 1.500.000	2	3.66650	.471640	.333500
	Total	200	2.88995	.683267	.048314
Place	Kurang Dari Rp 500.000	60	4.12667	.673938	.087005
	Rp 500.000 - Rp 1.000.000	119	4.51429	.598060	.054824
	Rp 1.000.000 - Rp 1.500.000	19	4.42105	.666316	.152863
	Lebih Dari Rp 1.500.000	2	4.40000	.848528	.600000
	Total	200	4.38800	.648660	.045867
Emphaty	Kurang Dari Rp 500.000	60	3.80333	.672452	.086813
	Rp 500.000 - Rp 1.000.000	119	4.17143	.567053	.051982
	Rp 1.000.000 - Rp 1.500.000	19	4.06316	.673474	.154506
	Lebih Dari Rp 1.500.000	2	3.60000	.000000	.000000
	Total	200	4.04500	.628450	.044438
Customer Satisfaction	Kurang Dari Rp 500.000	60	3.56813	.552756	.071360
	Rp 500.000 - Rp 1.000.000	119	3.81888	.477753	.043796
	Rp 1.000.000 - Rp 1.500.000	19	3.74163	.580678	.133217

	Lebih Dari Rp 1.500.000	2	4.09100	.514774	.364000
	Total	200	3.73904	.521177	.036853
Repurchase Intention	Kurang Dari Rp 500.000	60	3.49995	.853656	.110207
	Rp 500.000 - Rp 1.000.000	119	3.86542	.785032	.071964
	Rp 1.000.000 - Rp 1.500.000	19	3.71921	.818369	.187747
	Lebih Dari Rp 1.500.000	2	3.66650	.471640	.333500
	Total	200	3.73990	.818570	.057882

#### Descriptives

		95% Confidence Interval for Mean	
		Lower Bound	Upper Bound
Price	Kurang Dari Rp 500.000	2.65319	3.03561
	Rp 500.000 - Rp 1.000.000	2.80760	3.02983
	Rp 1.000.000 - Rp 1.500.000	2.33997	3.20382
	Lebih Dari Rp 1.500.000	-.57102	7.90402
	Total	2.79468	2.98522
Place	Kurang Dari Rp 500.000	3.95257	4.30076
	Rp 500.000 - Rp 1.000.000	4.40572	4.62285
	Rp 1.000.000 - Rp 1.500.000	4.09990	4.74221
	Lebih Dari Rp 1.500.000	-3.22372	12.02372
	Total	4.29755	4.47845
Emphaty	Kurang Dari Rp 500.000	3.62962	3.97705
	Rp 500.000 - Rp 1.000.000	4.06849	4.27437
	Rp 1.000.000 - Rp 1.500.000	3.73855	4.38776
	Lebih Dari Rp 1.500.000	3.60000	3.60000
	Total	3.95737	4.13263
Customer Satisfaction	Kurang Dari Rp 500.000	3.42534	3.71093
	Rp 500.000 - Rp 1.000.000	3.73216	3.90561
	Rp 1.000.000 - Rp 1.500.000	3.46175	4.02151

	Lebih Dari Rp 1.500.000	-53406	8.71606
	Total	3.66637	3.81171
Repurchase Intention	Kurang Dari Rp 500.000	3.27943	3.72047
	Rp 500.000 - Rp 1.000.000	3.72291	4.00793
	Rp 1.000.000 - Rp 1.500.000	3.32477	4.11365
	Lebih Dari Rp 1.500.000	-57102	7.90402
	Total	3.62576	3.85404

### Descriptives

		Minimum	Maximum
Price	Kurang Dari Rp 500.000	1.000	4.333
	Rp 500.000 - Rp 1.000.000	1.000	4.333
	Rp 1.000.000 - Rp 1.500.000	1.000	4.333
	Lebih Dari Rp 1.500.000	3.333	4.000
	Total	1.000	4.333
Place	Kurang Dari Rp 500.000	2.200	5.000
	Rp 500.000 - Rp 1.000.000	2.600	5.000
	Rp 1.000.000 - Rp 1.500.000	3.200	5.000
	Lebih Dari Rp 1.500.000	3.800	5.000
	Total	2.200	5.000
Emphaty	Kurang Dari Rp 500.000	2.200	4.800
	Rp 500.000 - Rp 1.000.000	2.400	4.800
	Rp 1.000.000 - Rp 1.500.000	2.200	4.800
	Lebih Dari Rp 1.500.000	3.600	3.600
	Total	2.200	4.800
Customer Satisfaction	Kurang Dari Rp 500.000	2.364	4.818
	Rp 500.000 - Rp 1.000.000	2.182	4.818
	Rp 1.000.000 - Rp 1.500.000	2.182	4.818
	Lebih Dari Rp 1.500.000	3.727	4.455

	<b>Total</b>	<b>2.182</b>	<b>4.818</b>
Repurchase Intention	Kurang Dari Rp 500.000	1.000	4.667
	Rp 500.000 - Rp 1.000.000	1.000	4.667
	Rp 1.000.000 - Rp 1.500.000	1.667	4.667
	Lebih Dari Rp 1.500.000	3.333	4.000
	<b>Total</b>	<b>1.000</b>	<b>4.667</b>

## ANOVA

		Sum of Squares	df	Mean Square
Price	Between Groups	1.694	3	.565
	Within Groups	91.210	196	.465
	Total	92.904	199	
Place	Between Groups	6.017	3	2.006
	Within Groups	77.715	196	.397
	Total	83.731	199	
Empathy	Between Groups	5.809	3	1.936
	Within Groups	72.786	196	.371
	Total	78.595	199	
Customer Satisfaction	Between Groups	2.759	3	.920
	Within Groups	51.294	196	.262
	Total	54.053	199	
Repurchase Intention	Between Groups	5.348	3	1.783
	Within Groups	127.993	196	.653
	Total	133.341	199	

## ANOVA

		F	Sig.
Price	Between Groups	1.213	.306
Place	Between Groups	5.058	.002

Emphaty	Between Groups	5.214	.002
Customer Satisfaction	Between Groups	3.514	.016
Repurchase Intention	Between Groups	2.730	.045

## Oneway

### Descriptives

		N	Mean	Std. Deviation	Std. Error
Price	Kurang Dari 1 Minggu	103	3.05172	.661274	.065157
	1 - 4 Minggu	55	2.75147	.574585	.077477
	Lebih Dari 1 Bulan	42	2.67457	.777339	.119946
	Total	200	2.88995	.683267	.048314
Place	Kurang Dari 1 Minggu	103	4.45631	.581018	.057249
	1 - 4 Minggu	55	4.43273	.609509	.082186
	Lebih Dari 1 Bulan	42	4.16190	.803939	.124051
	Total	200	4.38800	.648660	.045867
Emphaty	Kurang Dari 1 Minggu	103	4.13592	.583575	.057501
	1 - 4 Minggu	55	4.04727	.610966	.082383
	Lebih Dari 1 Bulan	42	3.81905	.710629	.109653
	Total	200	4.04500	.628450	.044438
Customer Satisfaction	Kurang Dari 1 Minggu	103	3.86929	.477099	.047010
	1 - 4 Minggu	55	3.71404	.438613	.059143
	Lebih Dari 1 Bulan	42	3.45236	.609149	.093994
	Total	200	3.73904	.521177	.036853
Repurchase Intention	Kurang Dari 1 Minggu	103	3.92875	.652790	.064321
	1 - 4 Minggu	55	3.72105	.758285	.102247
	Lebih Dari 1 Bulan	42	3.30145	1.071346	.165312
	Total	200	3.73990	.818570	.057882

**Descriptives**

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Price	Kurang Dari 1 Minggu	2.92248	3.18096	1.000	4.333
	1 - 4 Minggu	2.59614	2.90680	1.000	4.000
	Lebih Dari 1 Bulan	2.43234	2.91681	1.000	4.333
	Total	2.79468	2.98522	1.000	4.333
Place	Kurang Dari 1 Minggu	4.34276	4.56986	3.000	5.000
	1 - 4 Minggu	4.26795	4.59750	2.600	5.000
	Lebih Dari 1 Bulan	3.91138	4.41243	2.200	5.000
	Total	4.29755	4.47845	2.200	5.000
Emphaty	Kurang Dari 1 Minggu	4.02187	4.24998	2.200	4.800
	1 - 4 Minggu	3.88211	4.21244	2.400	4.800
	Lebih Dari 1 Bulan	3.59760	4.04050	2.200	4.600
	Total	3.95737	4.13263	2.200	4.800
Customer Satisfaction	Kurang Dari 1 Minggu	3.77605	3.96254	2.455	4.818
	1 - 4 Minggu	3.59546	3.83261	2.636	4.455
	Lebih Dari 1 Bulan	3.26253	3.64218	2.182	4.273
	Total	3.66637	3.81171	2.182	4.818
Repurchase Intention	Kurang Dari 1 Minggu	3.80117	4.05633	1.667	4.667
	1 - 4 Minggu	3.51606	3.92605	1.000	4.333
	Lebih Dari 1 Bulan	2.96760	3.63531	1.000	4.333
	Total	3.62576	3.85404	1.000	4.667

**ANOVA**

		Sum of Squares	df	Mean Square
Price	Between Groups	5.698	2	2.849
	Within Groups	87.205	197	.443
	Total	92.904	199	

Place	Between Groups	2.738	2	1.369
	Within Groups	80.994	197	.411
	Total	83.731	199	
Emphaty	Between Groups	2.996	2	1.498
	Within Groups	75.599	197	.384
	Total	78.595	199	
Customer Satisfaction	Between Groups	5.234	2	2.617
	Within Groups	48.820	197	.248
	Total	54.053	199	
Repurchase Intention	Between Groups	11.767	2	5.883
	Within Groups	121.575	197	.617
	Total	133.341	199	

## ANOVA

		F	Sig.
Price	Between Groups	6.436	.002
Place	Between Groups	3.329	.038
Emphaty	Between Groups	3.904	.022
Customer Satisfaction	Between Groups	10.560	.000
Repurchase Intention	Between Groups	9.533	.000

## Oneway

## Descriptives

		N	Mean	Std. Deviation	Std. Error
Price	Kurang Dari Rp 25.000	116	2.94534	.687935	.063873
	Rp 25.000 - Rp 50.000	49	2.81631	.694074	.099153
	Lebih Dari 50.000	35	2.80949	.653224	.110415
	Total	200	2.88995	.683267	.048314
Place	Kurang Dari Rp 25.000	116	4.45172	.652018	.060538

	Rp 25.000 - Rp 50.000	49	4.41224	.642142	.091735
	Lebih Dari 50.000	35	4.14286	.605021	.102267
	Total	200	4.38800	.648660	.045867
Emphaty	Kurang Dari Rp 25.000	116	4.10862	.622697	.057816
	Rp 25.000 - Rp 50.000	49	4.00000	.684349	.097764
	Lebih Dari 50.000	35	3.89714	.547446	.092535
	Total	200	4.04500	.628450	.044438
Customer Satisfaction	Kurang Dari Rp 25.000	116	3.77579	.563522	.052322
	Rp 25.000 - Rp 50.000	49	3.69014	.496161	.070880
	Lebih Dari 50.000	35	3.68569	.396476	.067017
	Total	200	3.73904	.521177	.036853
Repurchase Intention	Kurang Dari Rp 25.000	116	3.77576	.849788	.078901
	Rp 25.000 - Rp 50.000	49	3.71418	.827667	.118238
	Lebih Dari 50.000	35	3.65706	.706938	.119494
	Total	200	3.73990	.818570	.057882

#### Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Price	Kurang Dari Rp 25.000	2.81882	3.07186	1.000	4.333
	Rp 25.000 - Rp 50.000	2.61694	3.01567	1.000	4.333
	Lebih Dari 50.000	2.58510	3.03388	1.000	4.000
	Total	2.79468	2.98522	1.000	4.333
Place	Kurang Dari Rp 25.000	4.33181	4.57164	2.200	5.000
	Rp 25.000 - Rp 50.000	4.22780	4.59669	3.000	5.000
	Lebih Dari 50.000	3.93503	4.35069	3.000	5.000
	Total	4.29755	4.47845	2.200	5.000
Emphaty	Kurang Dari Rp 25.000	3.99410	4.22314	2.200	4.800
	Rp 25.000 - Rp 50.000	3.80343	4.19657	2.200	4.800



	Lebih Dari 50.000	3.70909	4.08520	2.800	4.600
	Total	3.95737	4.13263	2.200	4.800
Customer Satisfaction	Kurang Dari Rp 25.000	3.67215	3.87943	2.182	4.818
	Rp 25.000 - Rp 50.000	3.54763	3.83266	2.636	4.818
	Lebih Dari 50.000	3.54949	3.82188	2.727	4.455
	Total	3.66637	3.81171	2.182	4.818
Repurchase Intention	Kurang Dari Rp 25.000	3.61947	3.93205	1.000	4.667
	Rp 25.000 - Rp 50.000	3.47645	3.95192	1.000	4.667
	Lebih Dari 50.000	3.41422	3.89990	1.667	4.333
	Total	3.62576	3.85404	1.000	4.667

## ANOVA

		Sum of Squares	df	Mean Square
Price	Between Groups	.848	2	.424
	Within Groups	92.056	197	.467
	Total	92.904	199	
Place	Between Groups	2.603	2	1.302
	Within Groups	81.128	197	.412
	Total	83.731	199	
Emphaty	Between Groups	1.334	2	.667
	Within Groups	77.261	197	.392
	Total	78.595	199	
Customer Satisfaction	Between Groups	.373	2	.187
	Within Groups	53.680	197	.272
	Total	54.053	199	
Repurchase Intention	Between Groups	.422	2	.211
	Within Groups	132.920	197	.675
	Total	133.341	199	

## ANOVA

		F	Sig.
Price	Between Groups	.908	.405
Place	Between Groups	3.161	.045
Emphaty	Between Groups	1.701	.185
Customer Satisfaction	Between Groups	.685	.505
Repurchase Intention	Between Groups	.313	.732

## Oneway

## Descriptives

		N	Mean	Std. Deviation	Std. Error
Price	Minuman	74	2.93688	.771733	.089712
	Makanan	51	2.83004	.626722	.087759
	Rokok	69	2.91781	.569938	.068612
	Lain-lain	6	2.50000	1.130290	.461439
	Total	200	2.88995	.683267	.048314
Place	Minuman	74	4.42703	.723253	.084076
	Makanan	51	4.26275	.601984	.084295
	Rokok	69	4.45507	.603796	.072688
	Lain-lain	6	4.20000	.489898	.200000
	Total	200	4.38800	.648660	.045867
Emphaty	Minuman	74	4.07027	.681202	.079188
	Makanan	51	3.91373	.578626	.081024
	Rokok	69	4.13043	.583928	.070297
	Lain-lain	6	3.86667	.796660	.325235
	Total	200	4.04500	.628450	.044438
Customer Satisfaction	Minuman	74	3.78373	.634616	.073773
	Makanan	51	3.64343	.421242	.058986
	Rokok	69	3.76807	.415030	.049964

	Lain-lain	6	3.66667	.820344	.334904
	Total	200	3.73904	.521177	.036853
Repurchase Intention	Minuman	74	3.71618	.922675	.107259
	Makanan	51	3.57510	.832748	.116608
	Rokok	69	3.91286	.655799	.078949
	Lain-lain	6	3.44433	.807584	.329695
	Total	200	3.73990	.818570	.057882

#### Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Price	Minuman	2.75808	3.11567	1.000	4.333
	Makanan	2.65377	3.00631	1.000	4.000
	Rokok	2.78090	3.05473	1.000	4.333
	Lain-lain	1.31383	3.68617	1.000	4.333
	Total	2.79468	2.98522	1.000	4.333
Place	Minuman	4.25946	4.59459	2.200	5.000
	Makanan	4.09343	4.43206	3.000	5.000
	Rokok	4.31002	4.60012	2.600	5.000
	Lain-lain	3.68588	4.71412	3.800	5.000
	Total	4.29755	4.47845	2.200	5.000
Emphaty	Minuman	3.91245	4.22809	2.200	4.800
	Makanan	3.75098	4.07647	2.200	4.600
	Rokok	3.99016	4.27071	2.400	4.600
	Lain-lain	3.03062	4.70271	3.000	4.800
	Total	3.95737	4.13263	2.200	4.800
Customer Satisfaction	Minuman	3.63670	3.93076	2.182	4.818
	Makanan	3.52496	3.76191	2.182	4.000
	Rokok	3.66837	3.86777	2.364	4.455

	Lain-lain	2.80577	4.52756	2.455	4.818
	Total	3.66637	3.81171	2.182	4.818
Repurchase Intention	Minuman	3.50241	3.92994	1.000	4.667
	Makanan	3.34088	3.80931	1.000	4.333
	Rokok	3.75532	4.07040	2.000	4.333
	Lain-lain	2.59683	4.29184	2.333	4.667
	Total	3.62576	3.85404	1.000	4.667

## ANOVA

		Sum of Squares	df	Mean Square
Price	Between Groups	1.312	3	.437
	Within Groups	91.592	196	.467
	Total	92.904	199	
Place	Between Groups	1.435	3	.478
	Within Groups	82.296	196	.420
	Total	83.731	199	
Emphaty	Between Groups	1.621	3	.540
	Within Groups	76.974	196	.393
	Total	78.595	199	
Customer Satisfaction	Between Groups	.704	3	.235
	Within Groups	53.350	196	.272
	Total	54.053	199	
Repurchase Intention	Between Groups	4.015	3	1.338
	Within Groups	129.326	196	.660
	Total	133.341	199	

## ANOVA

		F	Sig.
Price	Between Groups	.936	.424
Place	Between Groups	1.139	.334
Emphaty	Between Groups	1.376	.251
Customer Satisfaction	Between Groups	.862	.462
Repurchase Intention	Between Groups	2.028	.111

## Oneway

## Descriptives

		N	Mean	Std. Deviation	Std. Error
Price	Kurang Dari 500 m	131	3.04575	.617036	.053911
	500 m - 1 km	35	2.53329	.677365	.114496
	Lebih Dari 1 km	34	2.65682	.745257	.127811
	Total	200	2.88995	.683267	.048314
Place	Kurang Dari 500 m	131	4.47786	.594629	.051953
	500 m - 1 km	35	4.21143	.687609	.116227
	Lebih Dari 1 km	34	4.22353	.751184	.128827
	Total	200	4.38800	.648660	.045867
Emphaty	Kurang Dari 500 m	131	4.15267	.582214	.050868
	500 m - 1 km	35	3.84571	.632615	.106931
	Lebih Dari 1 km	34	3.83529	.707485	.121333
	Total	200	4.04500	.628450	.044438
Customer Satisfaction	Kurang Dari 500 m	131	3.85559	.444192	.038809
	500 m - 1 km	35	3.52986	.589421	.099630
	Lebih Dari 1 km	34	3.50532	.588355	.100902
	Total	200	3.73904	.521177	.036853
Repurchase Intention	Kurang Dari 500 m	131	3.93376	.644960	.056350
	500 m - 1 km	35	3.38086	.997118	.168544

Lebih Dari 1 km	34	3.36259	.972117	.166717
Total	200	3.73990	.818570	.057882

## Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Price	Kurang Dari 500 m	2.93909	3.15240	1.000	4.333
	500 m - 1 km	2.30060	2.76597	1.000	3.333
	Lebih Dari 1 km	2.39679	2.91686	1.000	4.333
	Total	2.79468	2.98522	1.000	4.333
Place	Kurang Dari 500 m	4.37508	4.58065	2.600	5.000
	500 m - 1 km	3.97523	4.44763	3.000	5.000
	Lebih Dari 1 km	3.96143	4.48563	2.200	5.000
	Total	4.29755	4.47845	2.200	5.000
Emphaty	Kurang Dari 500 m	4.05203	4.25331	2.200	4.800
	500 m - 1 km	3.62840	4.06303	2.200	4.600
	Lebih Dari 1 km	3.58844	4.08215	2.400	4.800
	Total	3.95737	4.13263	2.200	4.800
Customer Satisfaction	Kurang Dari 500 m	3.77881	3.93237	2.182	4.818
	500 m - 1 km	3.32738	3.73233	2.182	4.455
	Lebih Dari 1 km	3.30004	3.71061	2.182	4.273
	Total	3.66637	3.81171	2.182	4.818
Repurchase Intention	Kurang Dari 500 m	3.82227	4.04524	1.333	4.667
	500 m - 1 km	3.03834	3.72338	1.000	4.333
	Lebih Dari 1 km	3.02340	3.70178	1.667	4.333
	Total	3.62576	3.85404	1.000	4.667

**ANOVA**

		Sum of Squares	df	Mean Square
Price	Between Groups	9.480	2	4.740
	Within Groups	83.424	197	.423
	Total	92.904	199	
Place	Between Groups	3.069	2	1.534
	Within Groups	80.662	197	.409
	Total	83.731	199	
Emphaty	Between Groups	4.404	2	2.202
	Within Groups	74.191	197	.377
	Total	78.595	199	
Customer Satisfaction	Between Groups	5.168	2	2.584
	Within Groups	48.885	197	.248
	Total	54.053	199	
Repurchase Intention	Between Groups	14.275	2	7.138
	Within Groups	119.066	197	.604
	Total	133.341	199	

**ANOVA**

		F	Sig.
Price	Between Groups	11.193	.000
Place	Between Groups	3.747	.025
Emphaty	Between Groups	5.847	.003
Customer Satisfaction	Between Groups	10.413	.000
Repurchase Intention	Between Groups	11.810	.000

**Oneway****Descriptives**

		N	Mean	Std. Deviation	Std. Error
Price	Circle-K	115	3.12747	.488783	.045579
	Indomaret	19	2.19305	.747989	.171600
	Citrouli	26	2.65385	.791509	.155228
	Lain-lain	40	2.69158	.737221	.116565
	Total	200	2.88995	.683267	.048314
Place	Circle-K	115	4.57217	.540232	.050377
	Indomaret	19	3.50526	.500526	.114829
	Citrouli	26	4.34615	.680136	.133386
	Lain-lain	40	4.30500	.627551	.099225
	Total	200	4.38800	.648660	.045867
Empathy	Circle-K	115	4.22087	.539248	.050285
	Indomaret	19	3.36842	.542681	.124500
	Citrouli	26	3.93846	.621660	.121918
	Lain-lain	40	3.93000	.668024	.105624
	Total	200	4.04500	.628450	.044438
Customer Satisfaction	Circle-K	115	3.92483	.358497	.033430
	Indomaret	19	3.10053	.477156	.109467
	Citrouli	26	3.66077	.574705	.112709
	Lain-lain	40	3.55905	.596478	.094311
	Total	200	3.73904	.521177	.036853
Repurchase Intention	Circle-K	115	4.07521	.445952	.041585
	Indomaret	19	2.56142	.629059	.144316
	Citrouli	26	3.58973	.844846	.165688
	Lain-lain	40	3.43327	1.038227	.164158
	Total	200	3.73990	.818570	.057882



**Descriptives**

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Price	Circle-K	3.03718	3.21776	1.333	4.333
	Indomaret	1.83253	2.55357	1.000	3.667
	Citrouli	2.33415	2.97354	1.000	4.333
	Lain-lain	2.45580	2.92735	1.000	4.333
	Total	2.79468	2.98522	1.000	4.333
Place	Circle-K	4.47238	4.67197	2.600	5.000
	Indomaret	3.26402	3.74651	2.200	4.200
	Citrouli	4.07144	4.62087	2.600	5.000
	Lain-lain	4.10430	4.50570	3.000	5.000
	Total	4.29755	4.47845	2.200	5.000
Emphaty	Circle-K	4.12126	4.32048	2.400	4.800
	Indomaret	3.10686	3.62999	2.200	4.200
	Citrouli	3.68737	4.18956	2.600	4.800
	Lain-lain	3.71636	4.14364	2.200	4.800
	Total	3.95737	4.13263	2.200	4.800
Customer Satisfaction	Circle-K	3.85861	3.99106	2.727	4.818
	Indomaret	2.87054	3.33051	2.182	4.273
	Citrouli	3.42864	3.89290	2.182	4.818
	Lain-lain	3.36829	3.74981	2.182	4.818
	Total	3.66637	3.81171	2.182	4.818
Repurchase Intention	Circle-K	3.99283	4.15759	2.667	4.667
	Indomaret	2.25822	2.86462	1.667	3.667
	Citrouli	3.24849	3.93097	1.333	4.667
	Lain-lain	3.10123	3.76532	1.000	4.667
	Total	3.62576	3.85404	1.000	4.667

**ANOVA**

		Sum of Squares	df	Mean Square
Price	Between Groups	18.739	3	6.246
	Within Groups	74.165	196	.378
	Total	92.904	199	
Place	Between Groups	19.027	3	6.342
	Within Groups	64.704	196	.330
	Total	83.731	199	
Emphaty	Between Groups	13.078	3	4.359
	Within Groups	65.517	196	.334
	Total	78.595	199	
Customer Satisfaction	Between Groups	13.171	3	4.390
	Within Groups	40.882	196	.209
	Total	54.053	199	
Repurchase Intention	Between Groups	43.664	3	14.555
	Within Groups	89.677	196	.458
	Total	133.341	199	

**ANOVA**

		F	Sig.
Price	Between Groups	16.507	.000
Place	Between Groups	19.212	.000
Emphaty	Between Groups	13.042	.000
Customer Satisfaction	Between Groups	21.049	.000
Repurchase Intention	Between Groups	31.811	.000

**Oneway****Descriptives**

		N	Mean	Std. Deviation	Std. Error
Price	Tidak Ada Kesan	50	2.62000	.743873	.105200
	Kesan Positif	126	3.06343	.577610	.051458
	Kesan Negatif	24	2.54158	.772838	.157755
	Total	200	2.88995	.683267	.048314
Place	Tidak Ada Kesan	50	4.01600	.604527	.085493
	Kesan Positif	126	4.59365	.531224	.047325
	Kesan Negatif	24	4.08333	.835967	.170641
	Total	200	4.38800	.648660	.045867
Emphaty	Tidak Ada Kesan	50	3.68000	.641427	.090711
	Kesan Positif	126	4.22222	.542127	.048297
	Kesan Negatif	24	3.87500	.671954	.137162
	Total	200	4.04500	.628450	.044438
Customer Satisfaction	Tidak Ada Kesan	50	3.46718	.485594	.068673
	Kesan Positif	126	3.92203	.398436	.035496
	Kesan Negatif	24	3.34471	.691838	.141221
	Total	200	3.73904	.521177	.036853
Repurchase Intention	Tidak Ada Kesan	50	3.37334	.757786	.107167
	Kesan Positif	126	4.03160	.558381	.049745
	Kesan Negatif	24	2.97212	1.227275	.250516
	Total	200	3.73990	.818570	.057882

**Descriptives**

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Price	Tidak Ada Kesan	2.40859	2.83141	1.000	4.000
	Kesan Positif	2.96159	3.16527	1.000	4.333

	Kesan Negatif	2.21524	2.86792	1.000	4.333
	Total	2.79468	2.98522	1.000	4.333
Place	Tidak Ada Kesan	3.84420	4.18780	3.000	5.000
	Kesan Positif	4.49999	4.68731	2.600	5.000
	Kesan Negatif	3.73034	4.43633	2.200	5.000
	Total	4.29755	4.47845	2.200	5.000
Emphaty	Tidak Ada Kesan	3.49771	3.86229	2.200	4.600
	Kesan Positif	4.12664	4.31781	2.400	4.800
	Kesan Negatif	3.59126	4.15874	2.400	4.600
	Total	3.95737	4.13263	2.200	4.800
Customer Satisfaction	Tidak Ada Kesan	3.32918	3.60518	2.182	4.455
	Kesan Positif	3.85178	3.99228	2.455	4.818
	Kesan Negatif	3.05257	3.63685	2.182	4.273
	Total	3.66637	3.81171	2.182	4.818
Repurchase Intention	Tidak Ada Kesan	3.15798	3.58870	1.667	4.333
	Kesan Positif	3.93315	4.13005	1.667	4.667
	Kesan Negatif	2.45389	3.49036	1.000	4.333
	Total	3.62576	3.85404	1.000	4.667

## ANOVA

		Sum of Squares	df	Mean Square
Price	Between Groups	10.348	2	5.174
	Within Groups	82.556	197	.419
	Total	92.904	199	
Place	Between Groups	14.476	2	7.238
	Within Groups	69.255	197	.352
	Total	83.731	199	
Emphaty	Between Groups	11.312	2	5.656
	Within Groups	67.283	197	.342

	<b>Total</b>	<b>78.595</b>	<b>199</b>	
<b>Customer Satisfaction</b>	<b>Between Groups</b>	<b>11.647</b>	<b>2</b>	<b>5.823</b>
	<b>Within Groups</b>	<b>42.407</b>	<b>197</b>	<b>.215</b>
	<b>Total</b>	<b>54.053</b>	<b>199</b>	
<b>Repurchase Intention</b>	<b>Between Groups</b>	<b>31.587</b>	<b>2</b>	<b>15.794</b>
	<b>Within Groups</b>	<b>101.754</b>	<b>197</b>	<b>.517</b>
	<b>Total</b>	<b>133.341</b>	<b>199</b>	

## ANOVA

		<b>F</b>	<b>Sig.</b>
<b>Price</b>	<b>Between Groups</b>	<b>12.347</b>	<b>.000</b>
<b>Place</b>	<b>Between Groups</b>	<b>20.588</b>	<b>.000</b>
<b>Emphaty</b>	<b>Between Groups</b>	<b>16.561</b>	<b>.000</b>
<b>Customer Satisfaction</b>	<b>Between Groups</b>	<b>27.052</b>	<b>.000</b>
<b>Repurchase Intention</b>	<b>Between Groups</b>	<b>30.577</b>	<b>.000</b>