

Hasil Olah Data SPSS 25

A. Uji Validitas

- **Citra Merek**

		Correlations			
		X1.1	X1.2	X1.3	Citra Merek
X1.1	Pearson Correlation	1	.759**	.705**	.907**
	Sig. (2-tailed)		.000	.000	.000
	N	179	179	179	179
X1.2	Pearson Correlation	.759**	1	.710**	.911**
	Sig. (2-tailed)	.000		.000	.000
	N	179	179	179	179
X1.3	Pearson Correlation	.705**	.710**	1	.893**
	Sig. (2-tailed)	.000	.000		.000
	N	179	179	179	179
Citra Merek	Pearson Correlation	.907**	.911**	.893**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	179	179	179	179

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

- **Kualitas Pelayanan**

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	Kualitas Pelayanan
X2.1	Pearson Correlation	1	.723**	.539**	.665**	.669**	.844**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	179	179	179	179	179	179
X2.2	Pearson Correlation	.723**	1	.677**	.661**	.735**	.887**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	179	179	179	179	179	179
X2.3	Pearson Correlation	.539**	.677**	1	.608**	.611**	.805**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	179	179	179	179	179	179
X2.4	Pearson Correlation	.665**	.661**	.608**	1	.755**	.864**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	179	179	179	179	179	179
X2.5	Pearson Correlation	.669**	.735**	.611**	.755**	1	.878**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	179	179	179	179	179	179
Kualitas Pelayanan	Pearson Correlation	.844**	.887**	.805**	.864**	.878**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	179	179	179	179	179	179
**. Correlation is significant at the 0.01 level (2-tailed).							

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

- **Promosi**

Correlations

		X3.1	X3.2	X3.3	Promosi
X3.1	Pearson Correlation	1	.752**	.736**	.907**
	Sig. (2-tailed)		.000	.000	.000
	N	179	179	179	179
X3.2	Pearson Correlation	.752**	1	.783**	.922**
	Sig. (2-tailed)	.000		.000	.000
	N	179	179	179	179
X3.3	Pearson Correlation	.736**	.783**	1	.917**
	Sig. (2-tailed)	.000	.000		.000
	N	179	179	179	179
Promosi	Pearson Correlation	.907**	.922**	.917**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	179	179	179	179

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

- Kepuasan Guru**

Correlations

		Y1	Y2	Y3	Kepuasan Guru
Y1	Pearson Correlation	1	.725**	.770**	.912**
	Sig. (2-tailed)		.000	.000	.000
	N	179	179	179	179
Y2	Pearson Correlation	.725**	1	.735**	.903**
	Sig. (2-tailed)	.000		.000	.000
	N	179	179	179	179
Y3	Pearson Correlation	.770**	.735**	1	.917**
	Sig. (2-tailed)	.000	.000		.000
	N	179	179	179	179
Kepuasan Guru	Pearson Correlation	.912**	.903**	.917**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	179	179	179	179

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

B. Uji Reabilitas

- Citra Merek**

Reliability Statistics	
Cronbach's Alpha	N of Items
.887	3

- Kualitas Pelayanan**

Reliability Statistics	
Cronbach's Alpha	N of Items
.907	5

- Promosi**

➔

Reliability Statistics	
Cronbach's Alpha	N of Items
.903	3

- Kepuasan Guru

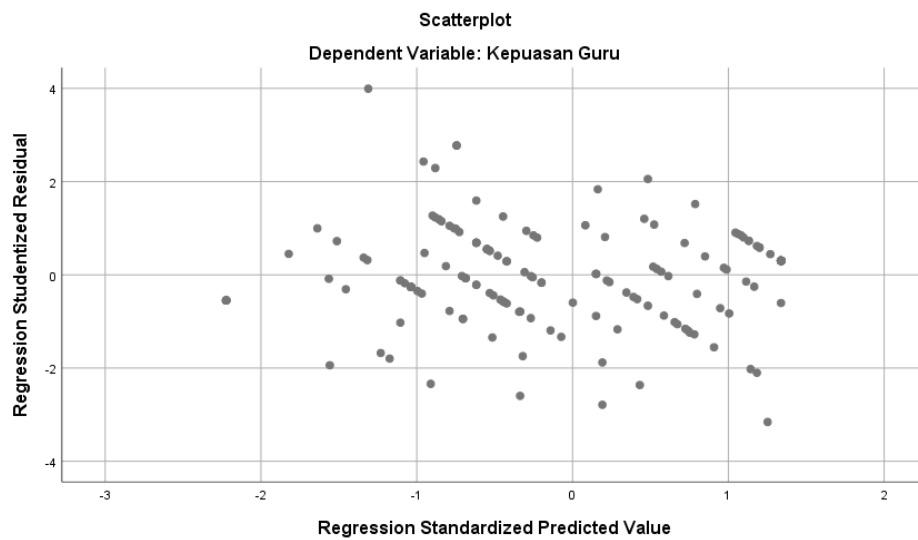
Reliability Statistics	
Cronbach's Alpha	N of Items
.896	3

C. Uji Asumsi Klasik

- Normalitas



- Heteroskedastisitas



- Multikolinearitas

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.222	.393		3.111	.002					
	Citra Merek	.195	.078	.207	2.501	.013	.851	.186	.083	.160	6.262
	Kualitas Pelayanan	.156	.050	.264	3.104	.002	.860	.228	.103	.151	6.619
	Promosi	.442	.075	.462	5.866	.000	.878	.405	.194	.177	5.662

a. Dependent Variable: Kepuasan Guru

- **Linearitas**
 - ✓ **Citra Merek**

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Guru * Citra Merek	Between Groups	(Combined)	858.523	9	95.391	59.515	.000
		Linearity	817.664	1	817.664	510.147	.000
		Deviation from Linearity	40.859	8	5.107	3.187	.002
	Within Groups		270.873	169	1.603		
	Total		1129.397	178			

- ✓ **Kualitas Pelayanan**

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Guru * Kualitas Pelayanan	Between Groups	(Combined)	875.820	14	62.559	40.460	.000
		Linearity	834.946	1	834.946	539.999	.000
		Deviation from Linearity	40.875	13	3.144	2.033	.021
	Within Groups		253.577	164	1.546		
	Total		1129.397	178			

- ✓ **Promosi**

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Guru * Promosi	Between Groups	(Combined)	905.479	9	100.609	75.934	.000
		Linearity	871.158	1	871.158	657.500	.000
		Deviation from Linearity	34.322	8	4.290	3.238	.002
	Within Groups		223.917	169	1.325		
	Total		1129.397	178			

- **Autokorelasi**

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.899 ^a	.809	.805	1.111	.809	246.456	3	175	.000	2.081

a. Predictors: (Constant), Promosi, Citra Merek, Kualitas Pelayanan

b. Dependent Variable: Kepuasan Guru

D. Uji Regresi Linear Berganda

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.222	.393		.002
	Citra Merek	.195	.078	.207	.013
	Kualitas Pelayanan	.156	.050	.264	.002
	Promosi	.442	.075	.462	.000

a. Dependent Variable: Kepuasan Guru

E. Uji Hipotesis

- Uji Parsial t

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.222	.393		.002
	Citra Merek	.195	.078	.207	.013
	Kualitas Pelayanan	.156	.050	.264	.002
	Promosi	.442	.075	.462	.000

a. Dependent Variable: Kepuasan Guru

- Uji Simultan f

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	913.243	3	304.414	.000 ^b
	Residual	216.154	175	1.235	
	Total	1129.397	178		

a. Dependent Variable: Kepuasan Guru
b. Predictors: (Constant), Promosi, Citra Merek, Kualitas Pelayanan

- Koefisien Kolerasi Berganda (R) dan Koefisiensi Determinan (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.899 ^a	.809	.805	1.111

a. Predictors: (Constant), Promosi, Citra Merek, Kualitas Pelayanan

b. Dependent Variable: Kepuasan Guru