**Hasil Uji Validitas**

| **Item** | **R hitung** | **R tabel** | **Kesimpulan** |
| --- | --- | --- | --- |
| X1.1 | 0,791 | 0,195 | Valid |
| X1.2 | 0,825 | 0,195 | Valid |
| X1.3 | 0,732 | 0,195 | Valid |
| X1.4 | 0,815 | 0,195 | Valid |
| X2.1 | 0,824 | 0,195 | Valid |
| X2.2 | 0,856 | 0,195 | Valid |
| X2.3 | 0,834 | 0,195 | Valid |
| X2.4 | 0,839 | 0,195 | Valid |
| X3.1 | 0,781 | 0,195 | Valid |
| X3.2 | 0,839 | 0,195 | Valid |
| X3.3 | 0,886 | 0,195 | Valid |
| X3.4 | 0,793 | 0,195 | Valid |
| X3.5 | 0,802 | 0,195 | Valid |
| Y.1 | 0,902 | 0,195 | Valid |
| Y.2 | 0,894 | 0,195 | Valid |

Berdasarkan hasil uji validitas di atas, diketahui bahwa setiap item pada setiap variabel memiliki nilai r hitung yang lebih besar dari r tabel (0,195). Maka dapat disimpulkan bahwa instrument penelitian sudah dinyatakan valid dan dapat digunakan dalam penelitian.

**Hasil Uji Reliabilitas**

Uji reliabilitas dalam penelitian ini bertujuan untuk mengetahui apakah data yang didapatkan melalui kuesioner dapat dipercaya dan mampu mengungkapkan informasi yang sebenarnya. Uji reliabilitas dilakukan dengan melihat nilai *Cronbach’ch Alpha* masing-masing variabel. Suatu variabel dapat dikatakan reliabel jika mendapatkan nilai *Cronbach’ch Alpha* lebih dari 0,60 (Ursachi, Horodnic, & Zait, 2015).Berikut hasil uji reliabilitas dari setiap variabel dalam penelitian ini:

|  |  |  |
| --- | --- | --- |
| Variabel | Alpha | Keterangan |
| X1 | 0,795 | Reliabel |
| X2 | 0,855 | Reliabel |
| X3 | 0,875 | Reliabel |
| Y | 0,760 | Reliabel |

Berdasarkan hasil uji reliabilitas diatas, dapat diketahui bahwa setiap variabel instrumen penelitian berhasil mendapatkan nilai *Cronbach’ch Alpha* diatas 0.6. Sehingga dapat dikatakan kuesioner yang digunakan dalam penelitian sudah reliabel.

**Hasil Uji Asumsi Klasik**

**A. Uji Normalitas**

Versi SPSS 16 (Normal)

| **One-Sample Kolmogorov-Smirnov Test** | | |
| --- | --- | --- |
|  |  | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa | Mean | .0000000 |
| Std. Deviation | .92474793 |
| Most Extreme Differences | Absolute | .126 |
| Positive | .126 |
| Negative | -.103 |
| Kolmogorov-Smirnov Z | | 1.259 |
| Asymp. Sig. (2-tailed) | | .084 |
| a. Test distribution is Normal. | |
| b. Calculated from data. | |
| c. Lilliefors Significance Correction. | |

Versi SPSS 25 (Tidak Normal)

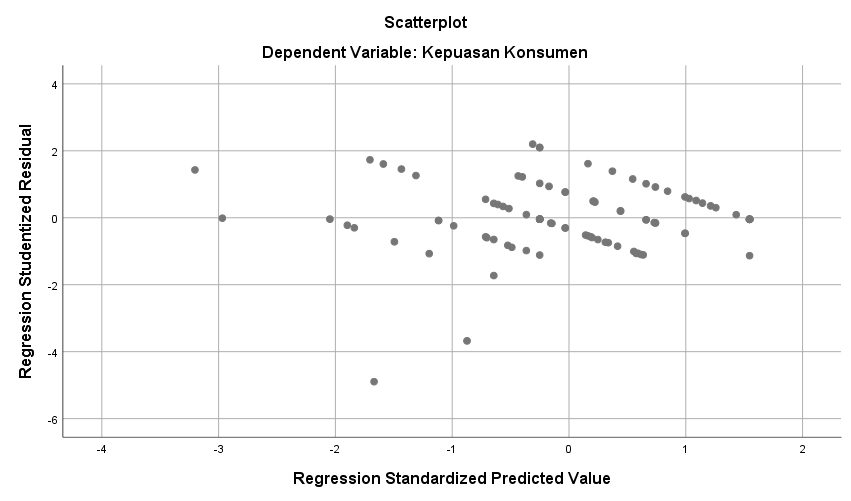
|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | .16067789 |
| Most Extreme Differences | Absolute | .187 |
| Positive | .123 |
| Negative | -.187 |
| Test Statistic | | .187 |
| Asymp. Sig. (2-tailed) | | .000c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

**B. Uji Multikolinearitas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | .026 | .741 |  | .036 | .972 |  |  |
| Harga | .128 | .062 | .205 | 2.065 | .042 | .432 | 2.315 |
| Kualitas Produk | .117 | .068 | .213 | 1.706 | .091 | .273 | 3.660 |
| Kualitas Pelayanan | .205 | .050 | .433 | 4.141 | .000 | .389 | 2.570 |
| a. Dependent Variable: Kepuasan Konsumen | | | | | | | | |

Tidak terjadi multikolinearitas karena > 0,1

**C. Uji Heteroskedastisitas**



Tidak terjadi heteroskedastisitas, karena titik-titiknya menyebar

**Hasil Uji Regresi LB**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .026 | .741 |  | .036 | .972 |
| Harga | .128 | .062 | .205 | 2.065 | .042 |
| Kualitas Produk | .117 | .068 | .213 | 1.706 | .091 |
| Kualitas Pelayanan | .205 | .050 | .433 | 4.141 | .000 |
| a. Dependent Variable: Kepuasan Konsumen | | | | | | |

**Hasil Uji Koefisien Determinasi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .770a | .593 | .580 | .93909 |
| a. Predictors: (Constant), Kualitas Pelayanan, Harga, Kualitas Produk | | | | |

**Uji F**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 123.099 | 3 | 41.033 | 46.529 | .000b |
| Residual | 84.661 | 96 | .882 |  |  |
| Total | 207.760 | 99 |  |  |  |
| a. Dependent Variable: Kepuasan Konsumen | | | | | | |
| b. Predictors: (Constant), Kualitas Pelayanan, Harga, Kualitas Produk | | | | | | |
| **Uji T**   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Coefficientsa** | | | | | | | | Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | | B | Std. Error | Beta | | 1 | (Constant) | .026 | .741 |  | .036 | .972 | | Harga | .128 | .062 | .205 | 2.065 | .042 | | Kualitas Produk | .117 | .068 | .213 | 1.706 | .091 | | Kualitas Pelayanan | .205 | .050 | .433 | 4.141 | .000 | | a. Dependent Variable: Kepuasan Konsumen | | | | | | | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .026 | .741 |  | .036 | .972 |
| Harga | .128 | .062 | .205 | 2.065 | .042 |
| Kualitas Produk | .117 | .068 | .213 | 1.706 | .091 |
| Kualitas Pelayanan | .205 | .050 | .433 | 4.141 | .000 |
| a. Dependent Variable: Kepuasan Konsumen | | | | | | |