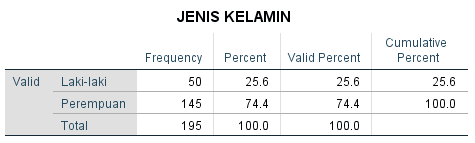
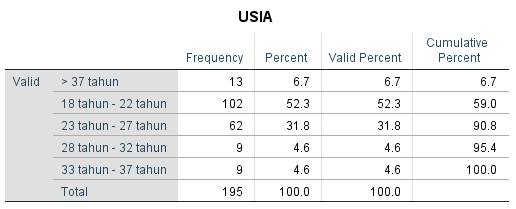
**Peran Pengalaman Pelanggan, Citra Merek dan Trust terhadap Minat Beli**

**Ulang Konsumen Indomaret Cabang Porong**

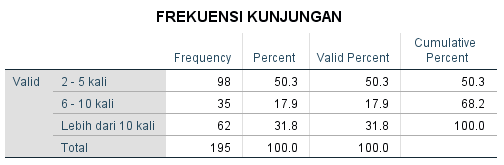
1. **ANALISIS DESKRIPTIF**
2. **Gambaran responden berdasarkan Jenis Kelamin**

****

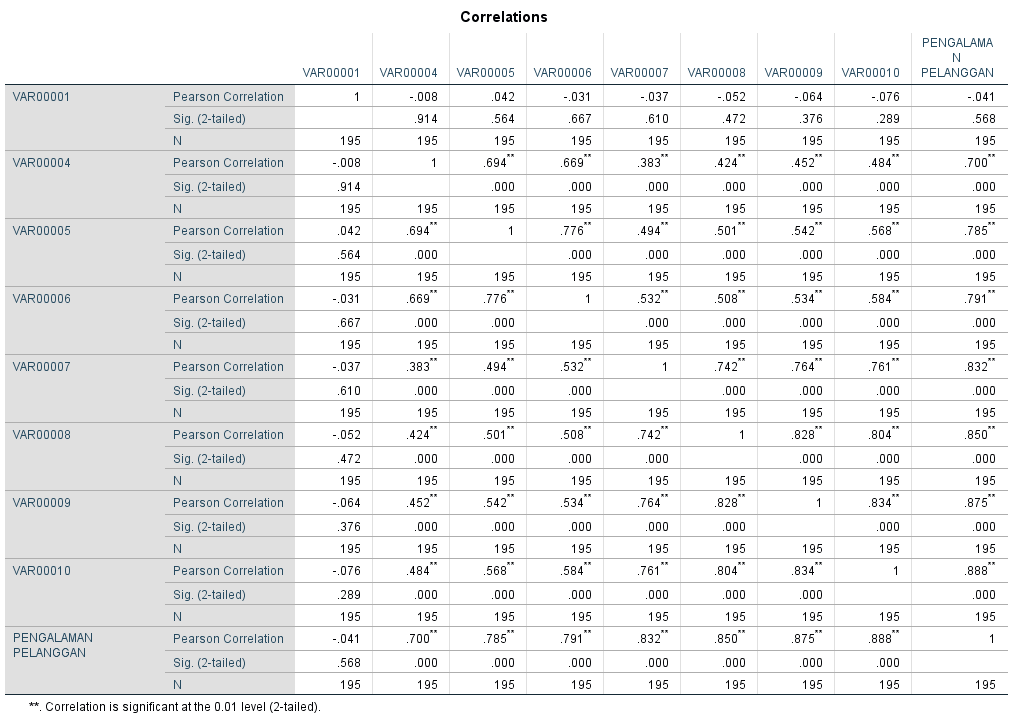
1. **Gambaran responden berdasarkan usia**

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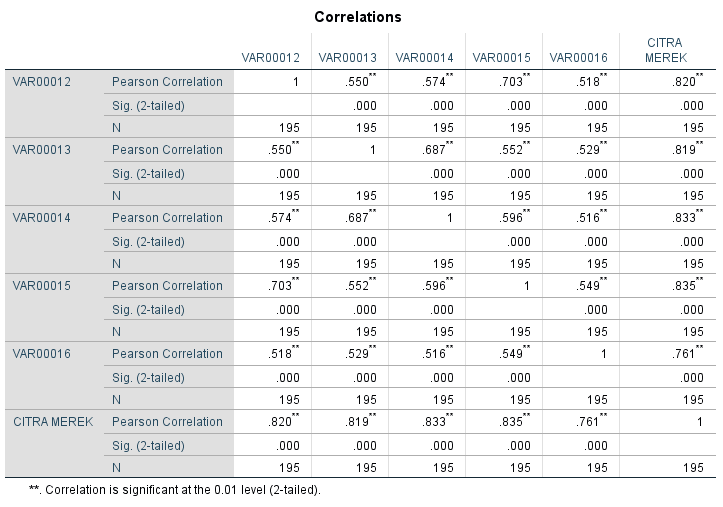
1. **Gambaran responden berdasarkan Frekuensi Kunjungan**

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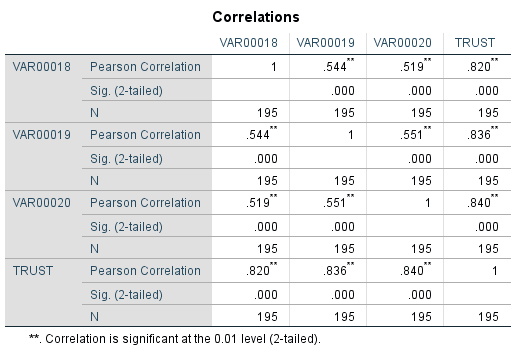
1. **UJI VALIDITAS**
2. **Pengalaman Pelanggan (X1)**



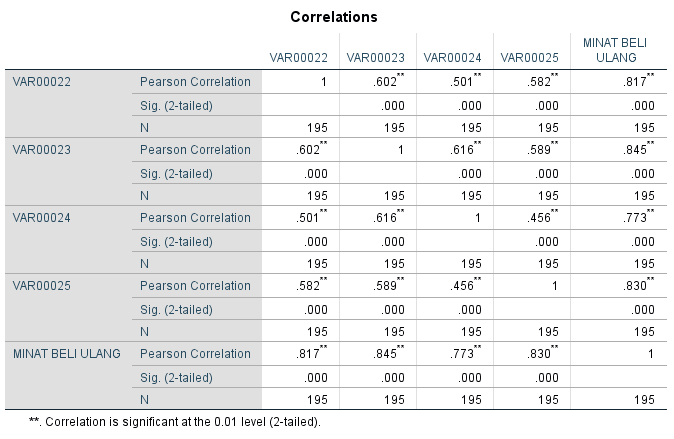
1. **Citra merk (X2)**

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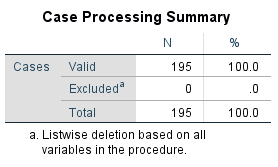
1. **Trust (X3)**

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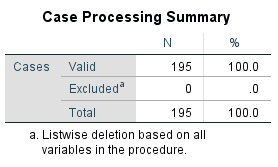
1. **Minat Beli (Y)**

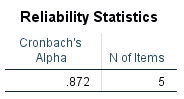
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1. **UJI RELIABILITAS**
2. **Pengalaman (X1)**

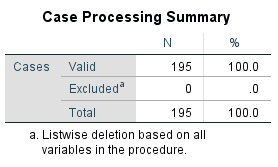
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1. **Citra Merk (X2)**

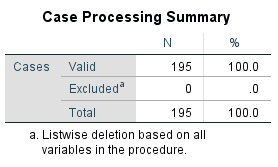
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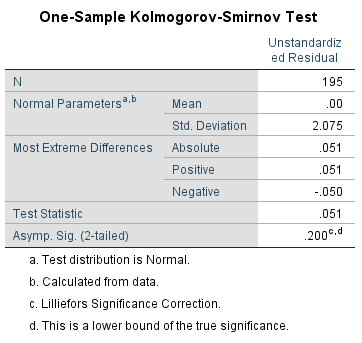
1. **Trust (X3)**

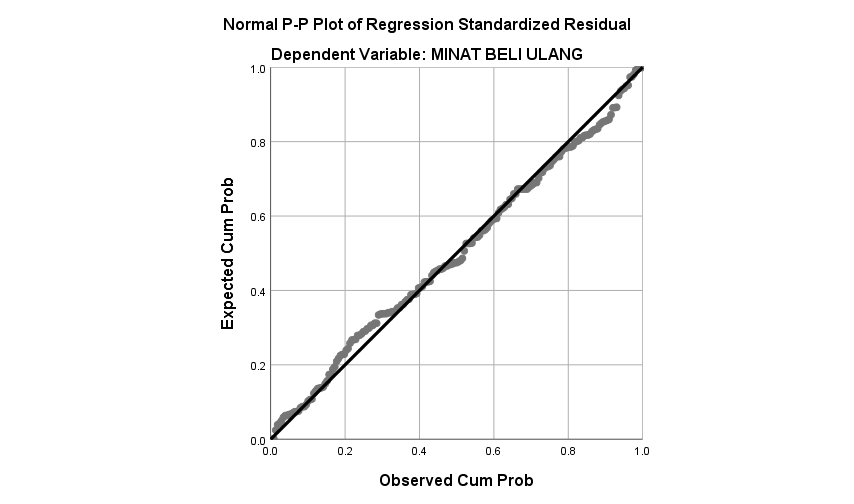
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1. **Minat beli (Y)**

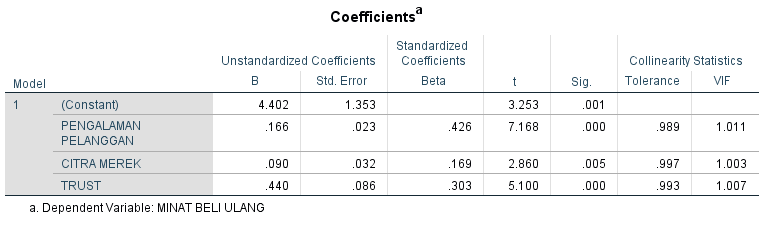
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1. **UJI NORMALITAS**

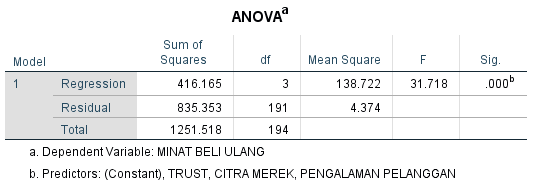
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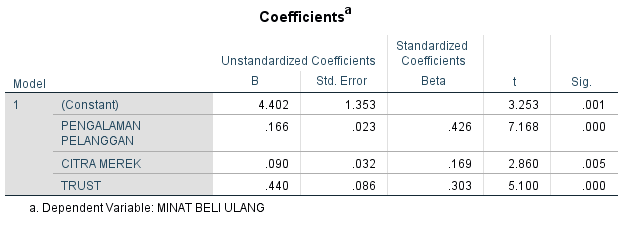
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1. **UJI MULTIKOLINEARITAS**

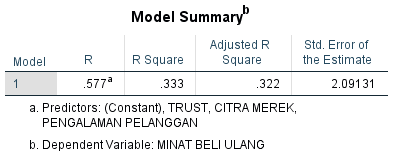
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1. **UJI HIPOTESIS (ANALISIS REGRESI LINEAR BERGANDA)**
2. **UJI T DAN UJI F**

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1. **KOEFISIEN DETERMINASI**

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