

LAMPIRAN 2

Uji Validitas Ketidakpuasan Kosumen

Correlations

		kk1	kk2	kk3	kkt
kk1	Pearson Correlation	1	.704**	.452**	.858**
	Sig. (2-tailed)		.000	.000	.000
	N	110	110	110	110
kk2	Pearson Correlation	.704**	1	.563**	.893**
	Sig. (2-tailed)	.000		.000	.000
	N	110	110	110	110
kk3	Pearson Correlation	.452**	.563**	1	.786**
	Sig. (2-tailed)	.000	.000		.000
	N	110	110	110	110
kkt	Pearson Correlation	.858**	.893**	.786**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	110	110	110	110

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

Uji Validitas Kebutuhan Mencari Variasi

Correlations

		kmv1	kmv2	kmv3	kmvt
kmv1	Pearson Correlation	1	.656**	.498**	.877**
	Sig. (2-tailed)		.000	.000	.000
	N	110	110	110	110
kmv2	Pearson Correlation	.656**	1	.413**	.835**
	Sig. (2-tailed)	.000		.000	.000

	N	110	110	110	110
kmv3	Pearson Correlation	.498**	.413**	1	.765**
	Sig. (2-tailed)	.000	.000		.000
	N	110	110	110	110
kmvt	Pearson Correlation	.877**	.835**	.765**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	110	110	110	110

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

Uji Validitas Iklan Pesaing

Correlations

		ip1	ip2	ip3	ip4	ipt
ip1	Pearson Correlation	1	.595**	.412**	.464**	.754**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	110	110	110	110	110
ip2	Pearson Correlation	.595**	1	.544**	.514**	.833**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	110	110	110	110	110
ip3	Pearson Correlation	.412**	.544**	1	.481**	.796**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	110	110	110	110	110
ip4	Pearson Correlation	.464**	.514**	.481**	1	.779**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	110	110	110	110	110
ipt	Pearson Correlation	.754**	.833**	.796**	.779**	1
	Sig. (2-tailed)	.000	.000	.000	.000	

N	110	110	110	110	110
---	-----	-----	-----	-----	-----

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

Uji Validitas Perpindahan Merek

Correlations

		pm1	pm2	pm3	pm4	pmt
pm1	Pearson Correlation	1	.291**	.250**	.377**	.691**
	Sig. (2-tailed)		.002	.009	.000	.000
	N	110	110	110	110	110
pm2	Pearson Correlation	.291**	1	.364**	.189*	.685**
	Sig. (2-tailed)	.002		.000	.048	.000
	N	110	110	110	110	110
pm3	Pearson Correlation	.250**	.364**	1	.221*	.699**
	Sig. (2-tailed)	.009	.000		.020	.000
	N	110	110	110	110	110
pm4	Pearson Correlation	.377**	.189*	.221*	1	.641**
	Sig. (2-tailed)	.000	.048	.020		.000
	N	110	110	110	110	110
pmt	Pearson Correlation	.691**	.685**	.699**	.641**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	110	110	110	110	110

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

* . Correlation is significant at the 0.05 level (2-tailed).

Uji Realibilitas

Uji Realibilitas Ketidakpuasan Konsumen

Reliability Statistics

Cronbach's Alpha	N of Items
.801	3

Uji Realibilitas Kebutuhan Mencari Variasi

Reliability Statistics

Cronbach's Alpha	N of Items
.768	3

Uji Realibilitas Iklan Pesaing

Reliability Statistics

Cronbach's Alpha	N of Items
.796	4

Uji realibilitas Perpindahan Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.727	4

Uji Regresi

Uji R²

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.668 ^a	.446	.431	1.966

Uji F

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	330.193	3	110.064	28.469	.000 ^a
	Residual	409.807	106	3.866		
	Total	740.000	109			

Uji t

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.150	1.113		4.626	.000
	ketidakpuasan konsumen	.185	.081	.179	2.288	.024
	kebutuhan mencari variasi	.395	.095	.373	4.169	.000
	iklan pesaing	.248	.081	.280	3.077	.003