LAMPIRAN 1

KUESIONER PENELITIAN

Saudara/I responden yang terhormat,

Bersama ini, kami mohon kesediaan saudara/I untuk mengisi kuisioner di bawah ini. Atas bantuan dan perhatiannya kami ucapkan terima kasih.

I. Identitas Responden

Nama Lengkap		
NPM		
E-mail		
Jenis Kelamin	o Laki-laki	o Perempuan
Umur	o <21 Tahun o 21-30 Tahun o >30 Tahun	o <21 Tahun o 21-30 Tahun o >30 Tahun

II. Petunjuk Pengisian

Berikan tanda *chek list* (✓) pada salah satu jawaban yang paling sesuai dengan pendapat saudara/I. Kriteria penelitian:

    SS : Sangat Setuju
    S   : Setuju
    RR : Ragu-ragu
    TS : Tidak Setuju
    STS: Sangat Tidak Setuju

Daftar Pernyataan Variabel Promosi (Y_1)

No.	Pernyataan	SS	S	RR	TS	STS
1	Anda mengetahui angkutan Kota Kefamenanu dari media sosial, teman atau keluarga					
2	Anda tertarik dengan modif atau dekorasi angkutan Kota Kefamenanu ketika menggunakan jasa angkutan kota tersebut.					
3	Anda tertarik menggunakan angkutan Kota Kefamenanu karena teman anda menggunakannya					
4	Anda tertarik kepada penawaran yang ditawarkan ketika anda ingin bepergian ke tempat yang ingin dikunjungi.					
5	Anda tertarik jika pengemudi angkutan Kota Kefamenanu ramah kepada anda.					

Daftar Pernyataan Variabel Keputusan Penggunaan Jasa Transportasi Angkutan Kota Kefamenanu (Y_2)

No.	Pernyataan	SS	S	RR	TS	STS
1	Anda sering menggunakan jasa angkutan Kota Kefamenanu.					
2	Anda memutuskan untuk memakai jasa angkutan Kota Kefamenanu ketika anda sedang terburu-buru.					
3	Anda memutuskan untuk menggunakan jasa angkutan Kota Kefamenanu karena anda menyukainya					
4	Anda akan menggunakan angkutan Kota Kefamenanu karena harganya murah.					
5	Anda menggunakan jasa transportasi angkutan Kota Kefamenanu karena pembayaranya sangat mudah.					

Daftar Pernyataan Variabel *Brand Image* (X₁)

No.	Pernyataan	SS	S	RR	TS	STS
1	Anda menyukai angkutan kota yang memiliki modif atau dekorasi.					
2	Anda menyukai angkutan kota yang mempunyai music.					
3	Menurut anda modif atau dekorasi, musik dan pelayanan berpengaruh terhadap kepuasan anda untuk menggunakan jasa angkutan Kota Kefamenanu.					
4	Menurut anda angkutan Kota Kefamenanu mempunyai reputasi yang baik.					
5	Kualitas pelayanan pengemudi angkutan kota memberikan kepuasan ketika anda memakai jasa angkutan Kota Kefamenanu.					

Daftar Pernyataan Variabel Daya Tarik (X₂)

No.	Pernyataan	SS	S	RR	TS	STS
1	Menurut anda angkutan kota yang memiliki banyak modif mempunyai daya tarik.					
2	Menurut anda pengemudi yang ramah dan sopan membuat anda tertarik untuk menggunakan angkutan kota.					
3	Menurut anda musik juga membuat anda tertarik untuk menggunakan angkutan kota.					
4	Menurut anda kebersihan dan wewangian angkutan kota dapat membuat anda tertarik untuk menggunakannya.					
5	Menurut pelayanan pengemudi yang ramah juga menunjang anda untuk menggunakan angkutan kota.					

Tabel 4.10
Data Variabel X_1, X_2, Y_1 dan Y_2

No.	Y_1 (Promosi)	Y_2 (Penggunaan Jasa Transportasi)	X_1 (*Brand Image*)	X_2 (Daya Tarik)
1	17	19	21	17
2	18	20	18	18
3	14	15	13	14
4	14	18	17	14
5	16	19	16	13
6	17	20	22	19
7	16	22	18	17
8	15	23	20	18
9	24	23	17	22
10	21	20	21	21
11	18	20	18	17
12	20	20	20	20
13	18	20	20	21
14	18	20	21	19
15	22	24	17	21
16	23	23	20	22
17	18	20	18	20
18	20	18	20	20
19	20	20	20	20
20	21	19	22	23
21	20	20	21	18
22	20	20	20	20
23	22	20	22	24
24	24	23	23	25
25	24	23	22	25
26	23	22	21	23
27	25	25	23	24
28	17	15	14	18
29	19	22	18	20
30	20	22	22	21
31	20	18	19	20
32	24	24	18	22
33	20	19	21	20
34	23	24	17	22
35	17	22	17	19
36	20	20	20	20

37	21	23	17	20
38	21	23	17	20
39	24	25	19	23
40	21	18	18	21
41	21	19	17	19
42	22	24	24	22
43	23	21	19	23
44	15	19	13	13
45	20	20	21	20
46	21	23	17	21
47	20	21	17	20
48	20	21	17	20
49	20	20	18	20
50	21	18	16	21
51	24	21	16	23
52	25	22	25	25
53	21	23	21	21
54	19	20	20	17
55	17	20	18	16
56	19	19	15	18
57	17	17	15	18
58	23	22	19	22
59	22	25	22	24
60	21	22	12	21
61	21	21	17	22
62	21	23	15	21
63	19	16	15	18
64	24	23	25	25
65	25	20	22	25
66	20	23	19	20
67	20	25	21	20
68	20	25	20	20
69	20	20	18	20
70	19	20	14	18
71	14	20	18	15
72	24	25	21	25
73	20	20	20	20
74	20	20	21	20
75	19	18	22	20
76	21	21	20	20
77	20	20	18	20
78	20	20	18	20
79	21	20	22	21
80	24	25	21	25

Sumber Data: jumlah responden dari kuesioner yang dibagikan

HASIL UJI VALIDITAS DAN RELIABILITAS

1. BRAND IMAGE (X₁)

```
RELIABILITY
  /VARIABLES=x1.1 x1.2 x1.3 x1.4 x1.5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR

  /SUMMARY=TOTAL.
```

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded[a]	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.692	.702	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
x1.1	15.6250	4.263	.564	.466	.585
x1.2	15.6625	4.454	.475	.405	.636
x1.3	14.9250	5.716	.445	.302	.649
x1.4	14.8750	5.528	.497	.337	.630
x1.5	14.7625	5.905	.310	.187	.693

2. DAYA TARIK (X2)

```
RELIABILITY
  /VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR

  /SUMMARY=TOTAL.
```

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded[a]	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.821	.824	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	16.2375	4.943	.682	.467	.768
X2.2	16.2875	4.916	.618	.406	.785
X2.3	16.1625	4.872	.596	.404	.792
X2.4	16.0125	4.975	.649	.429	.777
X2.5	16.3000	5.048	.539	.355	.809

3. PROMOSI (Y1)

```
RELIABILITY
  /VARIABLES=Y1.1 Y1.2 Y1.3 Y1.4 Y1.5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR

  /SUMMARY=TOTAL.
```

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.792	.795	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1.1	16.1500	4.813	.529	.377	.767
Y1.2	15.9750	4.809	.656	.456	.730
Y1.3	16.2625	4.475	.664	.522	.722
Y1.4	16.1125	4.886	.518	.432	.770
Y1.5	16.4000	4.876	.506	.351	.775

PENGGUNAAN JASA TRANSPORTASI (Y2)

```
RELIABILITY
  /VARIABLES=Y2.1 Y2.2 Y2.3 Y2.4 Y2.5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR

  /SUMMARY=TOTAL.
```

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.791	.789	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y2.1	16.8250	4.070	.443	.217	.789
Y2.2	16.8625	3.867	.442	.249	.792
Y2.3	16.6375	3.323	.648	.510	.725
Y2.4	16.6125	3.278	.719	.572	.700
Y2.5	16.7125	3.549	.609	.388	.739

LAMPIRAN 4

UJI ASUMSI KLASIK

1. UJI MULTIKOLONIERITAS

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y2
  /METHOD=ENTER X1 X2 Y1
  /SCATTERPLOT=(*ZRESID ,*ZPRED)
  /RESIDUALS DURBIN HIST(ZRESID) NORM(ZRESID)

  /CASEWISE PLOT(ZRESID) OUTLIERS(3).
```

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	PROMOSI, BRAND IMAGE, DAYA TARIK[a]		. Enter

a. All requested variables entered.

b. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.878	1.885		5.241	.000		
	BRAND IMAGE	.088	.097	.104	.905	.368	.665	1.503
	DAYA TARIK	.129	.213	.152	.608	.545	.140	7.151
	PROMOSI	.334	.200	.384	1.667	.100	.164	6.082

a. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

2. UJI AUTOKORELASI

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y2
  /METHOD=ENTER X1 X2 Y1
  /SCATTERPLOT=(*ZRESID ,*ZPRED)
  /RESIDUALS DURBIN HIST(ZRESID) NORM(ZRESID)

  /CASEWISE PLOT(ZRESID) OUTLIERS(3).
```

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	PROMOSI, BRAND IMAGE, DAYA TARIK[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.581[a]	.338	.311	1.92329	1.842

a. Predictors: (Constant), PROMOSI, BRAND IMAGE, DAYA TARIK

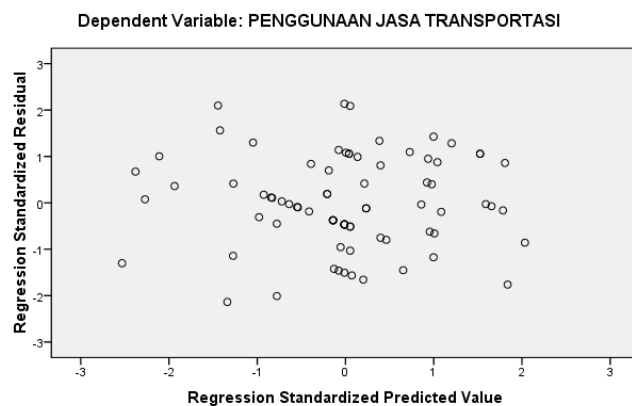b. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

3. UJI HETEROSKEDASTISITAS

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y2
  /METHOD=ENTER X1 X2 Y1
  /SCATTERPLOT=(*ZRESID ,*ZPRED)
  /RESIDUALS DURBIN HIST(ZRESID) NORM(ZRESID)

  /CASEWISE PLOT(ZRESID) OUTLIERS(3).
```

Scatterplot

Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

4. UJI NORMASLITAS

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y2
  /METHOD=ENTER X1 X2 Y1
  /SCATTERPLOT=(*ZRESID ,*ZPRED)
  /RESIDUALS DURBIN HIST(ZRESID) NORM(ZRESID)

  /CASEWISE PLOT(ZRESID) OUTLIERS(3).
```

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: PENGGUNAAN JASA TRANSPORTASI
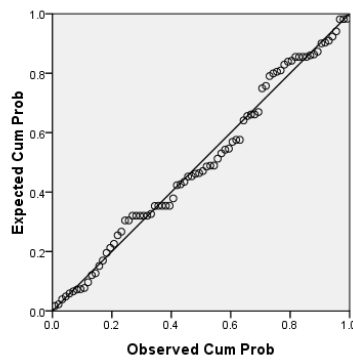
5. UJI LINEARITAS

```
MEANS TABLES=Y2 BY X1 X2 Y1
  /CELLS MEAN COUNT STDDEV

  /STATISTICS LINEARITY.
```

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
PENGGUNAAN JASA TRANSPORTASI * BRAND IMAGE	Between Groups	(Combined)	136.051	13	10.465	2.396	.011
		Linearity	51.499	1	51.499	11.788	.001
		Deviation from Linearity	84.552	12	7.046	1.613	.109
	Within Groups		288.336	66	4.369		
	Total		424.388	79			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
PENGGUNAAN JASA TRANSPORTASI * DAYA TARIK	Between Groups	(Combined)	171.944	12	14.329	3.803	.000
		Linearity	131.872	1	131.872	35.000	.000
		Deviation from Linearity	40.073	11	3.643	.967	.485
	Within Groups		252.443	67	3.768		
	Total		424.388	79			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
PENGGUNAAN JASA TRANSPORTASI * PROMOSI	Between Groups	(Combined)	184.644	11	16.786	4.761	.000
		Linearity	135.622	1	135.622	38.467	.000
		Deviation from Linearity	49.022	10	4.902	1.390	.204
	Within Groups		239.744	68	3.526		
	Total		424.387	79			

HASIL ANALISIS REGRESI SEDERHANA

1. X1 TERHADAP Y1

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y1

  /METHOD=ENTER X1.
```

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.421[a]	.177	.167	2.43010

a. Predictors: (Constant), BRAND IMAGE

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99.329	1	99.329	16.820	.000[a]
	Residual	460.621	78	5.905		
	Total	559.950	79			

a. Predictors: (Constant), BRAND IMAGE

b. Dependent Variable: PROMOSI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.463	1.912		6.519	.000
	BRAND IMAGE	.409	.100	.421	4.101	.000

a. Dependent Variable: PROMOSI

2. X2 TERHADAP Y1

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y1

  /METHOD=ENTER X2.
```

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	DAYA TARIK[a]	.	Enter

a. All requested variables entered.

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	DAYA TARIK[a]	.	Enter

b. Dependent Variable: PROMOSI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909[a]	.827	.825	1.11423

a. Predictors: (Constant), DAYA TARIK

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	463.112	1	463.112	373.020	.000[a]
	Residual	96.838	78	1.242		
	Total	559.950	79			

a. Predictors: (Constant), DAYA TARIK

b. Dependent Variable: PROMOSI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.208	.941		2.346	.022
	DAYA TARIK	.890	.046	.909	19.314	.000

a. Dependent Variable: PROMOSI

3. X1 TERHADAP Y2

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y2

  /METHOD=ENTER X1.
```

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	BRAND IMAGE[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.348[a]	.121	.110	2.18646

a. Predictors: (Constant), BRAND IMAGE

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.499	1	51.499	10.772	.002ᵃ
	Residual	372.888	78	4.781		
	Total	424.388	79			

a. Predictors: (Constant), BRAND IMAGE

b. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.324	1.720		8.908	.000
	BRAND IMAGE	.295	.090	.348	3.282	.002

a. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

4. X2 TERHADAP Y2

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y2

  /METHOD=ENTER X2.
```

Variables Entered/Removedᵇ

Model	Variables Entered	Variables Removed	Method
1	DAYA TARIKᵃ	.	Enter

a. All requested variables entered.

b. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.557ᵃ	.311	.302	1.93654

a. Predictors: (Constant), DAYA TARIK

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131.872	1	131.872	35.164	.000[a]
	Residual	292.516	78	3.750		
	Total	424.388	79			

a. Predictors: (Constant), DAYA TARIK

b. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.298	1.636		6.907	.000
	DAYA TARIK	.475	.080	.557	5.930	.000

a. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

5. Y1 TERHADAP Y2

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y2

  /METHOD=ENTER Y1.
```

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	PROMOSI[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.565[a]	.320	.311	1.92409

a. Predictors: (Constant), PROMOSI

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	135.622	1	135.622	36.634	.000^a
	Residual	288.765	78	3.702		
	Total	424.388	79			

a. Predictors: (Constant), PROMOSI

b. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.959	1.659		6.608	.000
	PROMOSI	.492	.081	.565	6.053	.000

a. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

6. X1, X2 DAN Y1 TERHADAP Y2

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y2

  /METHOD=ENTER X1 X2 Y1.
```

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.581^a	.338	.311	1.92329

a. Predictors: (Constant), PROMOSI, BRAND IMAGE, DAYA TARIK

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	143.260	3	47.753	12.910	.000^a
	Residual	281.128	76	3.699		
	Total	424.388	79			

a. Predictors: (Constant), PROMOSI, BRAND IMAGE, DAYA TARIK

b. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.878	1.885		5.241	.000
	BRAND IMAGE	.088	.097	.104	.905	.368
	DAYA TARIK	.129	.213	.152	.608	.545
	PROMOSI	.334	.200	.384	1.667	.100

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.878	1.885		5.241	.000
	BRAND IMAGE	.088	.097	.104	.905	.368
	DAYA TARIK	.129	.213	.152	.608	.545
	PROMOSI	.334	.200	.384	1.667	.100

a. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

LAMPIRAN 6

HASIL ANALISIS JALUR KRITIS

I : Y_1Promosi $= b1$ Bran Image $+ b2$ Daya Tarik $+ e1$ (Persamaan 1)

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y1

  /METHOD=ENTER X1 X2.
```

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.914a	.836	.831	1.09347

a. Predictors: (Constant), DAYA TARIK, BRAND IMAGE

ANOVAb

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	467.883	2	233.942	195.657	.000a
	Residual	92.067	77	1.196		
	Total	559.950	79			

a. Predictors: (Constant), DAYA TARIK, BRAND IMAGE

b. Dependent Variable: PROMOSI

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.043	1.014		3.001	.004
	BRAND IMAGE	.107	.054	.110	1.998	.049
	DAYA TARIK	.949	.054	.970	17.557	.000

a. Dependent Variable: PROMOSI

II : Y₂ Penggunaan Jasa Transportasi = b1 Brand Image + b2 Daya Tarik + b3 Promosi+ e2 (Persamaan 2)

```
REGRESSION

  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y2

  /METHOD=ENTER X1 X2 Y1.
```

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	PROMOSI, BRAND IMAGE, DAYA TARIK^a		. Enter

a. All requested variables entered.

b. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.581^a	.338	.311	1.92329

a. Predictors: (Constant), PROMOSI, BRAND IMAGE, DAYA TARIK

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	143.260	3	47.753	12.910	.000^a
	Residual	281.128	76	3.699		
	Total	424.388	79			

a. Predictors: (Constant), PROMOSI, BRAND IMAGE, DAYA TARIK

b. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI

Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	9.878	1.885		5.241	.000
	BRAND IMAGE	.088	.097	.104	.905	.368
	DAYA TARIK	.129	.213	.152	.608	.545
	PROMOSI	.334	.200	.384	1.667	.100

a. Dependent Variable: PENGGUNAAN JASA TRANSPORTASI