

No.	Nama	JK	Umur	Dissatisfaction(X1)				Total	Variety Seeking(X2)			Total	E-Wom(X3)			Total	Religiosity(X4)			Total	Brand Switching(Y)				Total
				X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3		X3.2	X3.3	X3.4		X4.1	X4.2	X4.3		Y.1	Y.2	Y.3	Y.4	
1	Sesilia Atini	p	21	2	2	2	2	8	3	4	3	10	2	2	2	6	2	2	3	7	3	4	3	4	14
2	Maria Yornita Subay	p	22	3	3	4	4	14	3	3	3	9	3	3	4	10	4	4	4	12	3	3	3	3	12
3	Maria M. Neno	p	19	3	3	4	3	13	2	2	3	7	3	3	4	10	3	2	2	7	2	2	3	3	10
4	Videlis Seko	p	25	4	4	3	4	15	4	4	4	12	4	4	3	11	4	4	3	11	4	4	4	3	15
5	Adelina Funan	p	19	4	3	3	4	14	3	3	4	10	4	3	3	10	3	2	2	7	3	3	4	2	12
6	Magdalena M. Manehat	p	19	3	3	4	4	14	4	3	3	10	3	3	4	10	3	2	3	8	4	3	3	3	13
7	Diku WI Nenomet a	p	22	4	4	3	3	14	4	4	3	11	4	4	3	11	3	3	4	10	4	4	3	3	14
8	Maria Rosari Meo	p	21	4	2	2	2	10	4	3	3	10	4	2	2	8	3	2	4	9	4	3	3	3	13
9	Gradiana Neonbenu	p	22	4	4	4	3	15	4	4	2	10	4	4	4	12	4	3	2	9	4	4	2	2	12
10	Elisabeth F. Bidasi	p	24	3	3	4	4	14	3	3	3	9	3	3	4	10	4	3	3	10	3	3	3	3	12
11	Elfrida Hoar	p	29	4	3	4	3	14	4	4	4	12	4	3	4	11	3	3	3	9	4	4	4	3	15
12	Felisita N. Ampolo	p	24	4	4	3	3	14	4	4	4	12	4	4	3	11	3	4	4	11	4	4	4	4	16
13	Priska Dium	p	22	3	4	3	4	14	4	3	4	11	3	4	3	10	4	3	3	10	4	3	4	3	14
14	Yiska L. Telnoni	p	22	4	3	3	3	13	4	4	4	12	4	3	3	10	3	3	3	9	4	4	4	3	15
15	Katarina Destilia Mau	p	22	4	3	3	3	13	4	4	4	12	4	3	3	10	2	3	4	9	4	4	4	3	15
16	Sisilia Atini	p	21	4	3	4	3	14	4	4	4	12	4	3	4	11	3	4	4	11	4	4	4	3	15

17	Esterlina Feri M. Atok	p	21	3	3	2	3	11	3	3	3	9	3	3	2	8	2	3	3	8	3	3	3	2	11
18	Julia F. Kenat	p	21	4	4	4	4	16	2	2	4	8	4	4	4	12	4	4	4	12	2	2	4	4	12
19	Maria I. Fernandes	p	22	3	3	3	3	12	4	4	3	11	3	3	3	9	3	3	3	9	4	4	3	3	14
20	Gemagal ani Seran	p	22	2	2	2	2	8	2	2	3	7	2	2	2	6	2	2	3	7	2	2	3	3	10
21	Maria Fatima F. Lelo	p	22	3	3	3	3	12	3	3	3	9	3	3	3	9	2	3	3	8	3	3	3	3	12
22	Florayani Sifa	p	24	3	3	3	3	12	3	3	3	9	3	3	3	9	3	3	3	9	3	3	3	3	12
23	Maria S. Dalu	p	23	4	4	4	4	16	3	3	3	9	4	4	4	12	3	3	3	9	3	3	3	3	12
24	Benedikta B. Seran	p	23	4	4	3	4	15	4	4	3	11	4	4	3	11	4	3	4	11	4	4	3	4	15
25	Videlis Seko	p	25	3	3	3	3	12	2	2	2	6	3	3	3	9	3	3	2	8	2	2	2	2	8
26	adelina O. Suri	p	23	3	3	3	3	12	4	4	4	12	3	3	3	9	4	4	3	11	4	4	4	4	16
27	Maria N. C Taek	p	24	4	4	3	4	15	3	3	4	10	4	4	3	11	2	2	2	6	3	3	4	3	13
28	Marselina S. U Salem	p	23	3	3	3	3	12	3	3	3	9	3	3	3	9	3	2	3	8	3	3	3	2	11
29	Martha A. Kamlasi	p	26	3	3	3	3	12	4	4	3	11	3	3	3	9	2	2	2	6	4	4	3	3	14
30	Natasya A. E Peihiadang	p	22	3	3	4	3	13	3	3	3	9	3	3	4	10	3	2	3	8	3	3	3	4	13
31	Maria A. Oki	p	24	3	3	3	3	12	3	3	3	9	3	3	3	9	3	3	3	9	3	3	3	3	12
32	Yuni V. Bere	p	25	3	3	3	3	12	3	3	4	10	3	3	3	9	2	2	2	6	3	3	4	3	13
33	Yustina Bauk	p	25	3	3	2	3	11	3	3	4	10	3	3	2	8	2	2	2	6	3	3	4	3	13
34	Yosefina E. Toli	p	22	3	3	4	4	14	3	3	4	10	3	3	4	10	3	3	3	9	3	3	4	4	14

35	Yosriyanti Sanbein	p	22	3	4	3	3	13	3	3	4	10	3	4	3	10	3	3	3	9	3	3	4	4	14
36	Gradiana K. Ceunfin	p	23	3	3	3	3	12	3	3	3	9	3	3	3	9	2	2	2	6	3	3	3	4	13
37	Maria O. Tamelab	p	20	2	3	2	3	10	3	3	3	9	2	3	2	7	3	3	2	8	3	3	3	4	13
38	Anselina D. Paebesi	p	21	3	3	4	4	14	3	3	4	10	3	3	4	10	3	3	3	9	3	3	4	3	13
39	Kristina Tefa	p	21	4	4	4	4	16	3	3	4	10	4	4	4	12	2	2	2	6	3	3	4	3	13
40	Febronia Sau	p	22	3	3	3	3	12	3	3	3	9	3	3	3	9	3	3	3	9	3	3	3	3	12
41	Maria Yenitriana Sila	p	20	3	3	3	2	11	1	1	1	3	3	3	3	9	4	3	3	10	1	1	1	3	6
42	Odelia Y. Sila	p	23	3	2	1	1	7	1	1	2	4	3	2	1	6	4	1	2	7	1	1	2	3	7
43	Melania Otu	p	19	3	4	4	4	15	4	4	4	12	3	4	4	11	4	4	3	11	4	4	4	4	16
44	Maria D. Siki	p	20	3	3	3	4	13	4	4	3	11	3	3	3	9	4	3	1	8	4	4	3	2	13
45	Debora Ewalde Moni	p	19	4	2	4	4	14	2	2	3	7	4	2	4	10	4	3	2	9	2	2	3	2	9
46	Irma Angreni H. Seran	p	19	4	4	3	3	14	3	3	3	9	4	4	3	11	3	3	3	9	3	3	3	3	12
47	Ermalinda Taek	p	21	3	3	3	3	12	3	3	3	9	3	3	3	9	2	2	3	7	3	3	3	3	12
48	Desriyanti Yublina Suri	p	21	3	3	3	4	13	3	3	2	8	3	3	3	9	3	2	3	8	3	3	2	2	10
49	Maria Getrudis Feka	p	22	3	4	3	4	14	3	4	3	10	3	4	3	10	2	2	4	8	3	4	3	3	13
50	Rosa V. T. Naimnule	p	24	3	3	3	3	12	3	3	3	9	3	3	3	9	2	2	3	7	3	3	3	3	12
51	Yulianti Nenotek	p	22	4	4	3	3	14	3	3	3	9	4	4	3	11	3	3	4	10	3	3	3	3	12
52	Eva Sovia Bau	p	24	4	3	3	4	14	3	4	4	11	4	3	3	10	3	3	3	9	3	4	4	3	14

53	Felicitas Bano	p	20	3	3	3	3	12	3	3	4	10	3	3	3	9	2	2	3	7	3	3	4	3	13
54	Vebriani Bria	p	18	3	3	3	3	12	3	3	3	9	3	3	3	9	3	3	2	8	3	3	3	3	12
55	Delviana H. Klau	p	21	3	3	3	3	12	3	3	3	9	3	3	3	9	3	3	4	10	3	3	3	3	12
56	Oktavina Seuk	p	21	3	2	2	2	9	3	3	3	9	3	2	2	7	4	4	4	12	3	3	3	4	13
57	Emiliana Seuk Teti	p	22	4	4	4	4	16	4	4	4	12	4	4	4	12	4	3	3	10	4	4	4	4	16
58	Marselina Rika	p	20	4	4	4	4	16	1	2	3	6	4	4	4	12	4	4	4	12	1	2	3	4	10
59	Ludowika J.Jelita Ninu	p	21	4	3	3	2	12	4	4	3	11	4	3	3	10	4	3	3	10	4	4	3	2	13
60	Helidora Nuryati	p	20	3	3	3	3	12	3	3	3	9	3	3	3	9	3	3	3	9	3	3	3	4	13
61	Maria F. H Klau	p	20	4	3	3	4	14	3	3	3	9	2	2	2	6	4	4	4	12	3	3	3	3	12
62	Yuliana S. Daul	p	21	4	2	3	3	12	4	4	3	11	3	3	3	9	4	2	3	9	4	4	3	3	14
63	Anita F. Sanbein	p	22	3	2	1	3	9	4	3	2	9	3	3	2	8	4	3	3	10	4	3	2	1	10
64	Veronika Sanbein	p	20	4	4	3	4	15	4	4	3	11	2	3	2	7	4	4	4	12	4	4	3	4	15
65	Yosefa S. Tulasi	p	21	2	1	2	2	7	2	2	2	6	2	2	3	7	4	1	2	7	2	2	2	1	7
66	Florida Owa	p	20	4	4	4	4	16	4	3	4	11	3	3	4	10	4	3	4	11	4	3	4	4	15
67	Rut Tae	p	19	1	1	1	2	5	2	2	1	5	3	2	3	8	4	2	3	9	2	2	1	2	7
68	Maria M Klau	p	20	4	4	3	3	14	3	3	3	9	3	4	2	9	3	3	4	10	3	3	3	4	13
69	Maria V. Solo	p	19	3	3	3	4	13	2	2	2	6	2	3	2	7	3	3	3	9	2	2	2	2	8
70	Marta M. Nifu	p	19	3	3	3	3	12	3	3	3	9	3	4	4	11	3	3	4	10	3	3	3	3	12
71	Maria F. Kase	p	20	4	4	4	4	16	3	3	3	9	3	2	1	6	3	3	3	9	3	3	3	3	12
72	Maria D. Oemenu	p	22	4	4	4	4	16	3	3	3	9	2	1	3	6	3	3	3	9	3	3	3	3	12

73	Maria P. Banusu	p	22	4	4	3	3	14	4	4	3	11	3	1	2	6	3	3	4	10	4	4	3	3	14
74	Helensiana Jelita	p	23	3	3	3	3	12	3	3	3	9	2	3	2	7	4	4	4	12	3	3	3	3	12
75	Maria A. Naipone	p	23	3	3	3	3	12	2	2	2	6	2	2	2	6	2	2	2	6	2	2	2	2	8
76	Maria K. Sene	p	24	3	3	3	3	12	3	3	3	9	3	2	3	8	2	2	3	7	3	3	3	2	11
77	Felisita Bone	p	23	3	3	3	3	12	3	3	3	9	3	1	2	6	3	3	2	8	3	3	3	2	11
78	Paskalia R. Tetik	p	22	4	4	4	3	15	3	3	3	9	4	3	2	9	3	2	3	8	3	3	3	2	11
79	Maria E. Klau	p	22	3	3	3	3	12	3	3	3	9	2	2	2	6	3	3	3	9	3	3	3	4	13
80	Maria Kiik	p	23	3	3	3	3	12	3	3	3	9	3	2	3	8	3	3	3	9	3	3	3	3	12
81	Yanti Hoar	p	24	2	3	4	3	12	4	3	4	11	4	3	2	9	2	2	2	6	3	3	4	2	12
82	Maria K. Bau	p	21	3	3	3	2	11	3	3	4	10	2	3	2	7	3	3	3	9	3	3	3	2	11
83	Maria I. Kefi	p	23	4	2	3	3	12	4	3	3	10	4	3	2	9	3	2	2	7	4	4	4	2	14
84	Adriana Uluk	p	22	3	3	2	3	11	3	4	3	10	2	2	2	6	2	3	2	7	3	3	3	3	12
85	Yunita Kehi	p	23	3	3	3	3	12	4	4	4	12	3	3	2	8	3	3	2	8	3	3	3	2	11

HASIL OLAHAN DATA

A. UJI INSTRUMEN 1. UJI VALIDITAS

X1

		Correlations				
		Item1	Item2	Item3	Item4	Dissatisfaction
Item1	Pearson Correlation	1	.569**	.448**	.405**	.742**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	85	85	85	85	85
Item2	Pearson Correlation	.569**	1	.564**	.573**	.842**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	85	85	85	85	85
Item3	Pearson Correlation	.448**	.564**	1	.623**	.827**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	85	85	85	85	85
Item4	Pearson Correlation	.405**	.573**	.623**	1	.809**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	85	85	85	85	85
Dissatisfaction	Pearson Correlation	.742**	.842**	.827**	.809**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	85	85	85	85	85

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

X2

		Correlations			
		Item1	Item2	Item3	Variety Seeking
Item1	Pearson Correlation	1	.865**	.474**	.913**
	Sig. (2-tailed)		.000	.000	.000
	N	85	85	85	85
Item2	Pearson Correlation	.865**	1	.488**	.915**
	Sig. (2-tailed)	.000		.000	.000
	N	85	85	85	85
Item3	Pearson Correlation	.474**	.488**	1	.752**
	Sig. (2-tailed)	.000	.000		.000
	N	85	85	85	85
Variety Seeking	Pearson Correlation	.913**	.915**	.752**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	85	85	85	85

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

X3

Correlations

		Item1	Item2	Item3	Elektronic Word Of Mount
Item1	Pearson Correlation	1	.497**	.405**	.774**
	Sig. (2-tailed)		.000	.000	.000
	N	85	85	85	85
Item2	Pearson Correlation	.497**	1	.459**	.822**
	Sig. (2-tailed)	.000		.000	.000
	N	85	85	85	85
Item3	Pearson Correlation	.405**	.459**	1	.795**
	Sig. (2-tailed)	.000	.000		.000
	N	85	85	85	85
Elektronic Word Of Mount	Pearson Correlation	.774**	.822**	.795**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	85	85	85	85

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

X4

Correlations

		Item1	Item2	Item3	Religiosity
Item1	Pearson Correlation	1	.473**	.231*	.733**
	Sig. (2-tailed)		.000	.034	.000
	N	85	85	85	85
Item2	Pearson Correlation	.473**	1	.491**	.843**
	Sig. (2-tailed)	.000		.000	.000
	N	85	85	85	85
Item3	Pearson Correlation	.231*	.491**	1	.746**
	Sig. (2-tailed)	.034	.000		.000
	N	85	85	85	85
Religiosity	Pearson Correlation	.733**	.843**	.746**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	85	85	85	85

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

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

Y

Correlations

		Item1	Item2	Item3	Item4	Y
Item1	Pearson Correlation	1	.896**	.473**	.121	.821**
	Sig. (2-tailed)		.000	.000	.271	.000
	N	85	85	85	85	85
Item2	Pearson Correlation	.896**	1	.504**	.197	.855**
	Sig. (2-tailed)	.000		.000	.071	.000
	N	85	85	85	85	85
Item3	Pearson Correlation	.473**	.504**	1	.395**	.776**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	85	85	85	85	85
Item4	Pearson Correlation	.121	.197	.395**	1	.575**
	Sig. (2-tailed)	.271	.071	.000		.000
	N	85	85	85	85	85
Y	Pearson Correlation	.821**	.855**	.776**	.575**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	85	85	85	85	85

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

1. X1 UJI RELIABILITAS

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded ^a	0	.0
	Total	85	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.819	4

Item Statistics

	Mean	Std. Deviation	N
Item1	3.2941	.63290	85
Item2	3.1294	.68640	85
Item3	3.0824	.71066	85
Item4	3.1882	.66358	85

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item1	9.4000	3.076	.558	.809
Item2	9.5647	2.677	.697	.746
Item3	9.6118	2.669	.664	.763
Item4	9.5059	2.824	.650	.769

X2

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded ^a	0	.0
	Total	85	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.826	3

Item Statistics

	Mean	Std. Deviation	N
Item1	3.1412	.74247	85
Item2	3.1176	.69713	85
Item3	3.1529	.68149	85

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item1	6.2706	1.414	.779	.656
Item2	6.2941	1.496	.797	.642
Item3	6.2588	1.932	.498	.926

X3

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded ^a	0	.0
	Total	85	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.711	3

Item Statistics

	Mean	Std. Deviation	N
Item1	3.1412	.65743	85
Item2	2.9765	.73963	85
Item3	2.9059	.76569	85

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item1	5.8824	1.653	.527	.628
Item2	6.0471	1.426	.567	.572
Item3	6.1176	1.462	.501	.661

X4

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded ^a	0	.0
	Total	85	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.664	3

Item Statistics

	Mean	Std. Deviation	N
Item1	3.0706	.72026	85
Item2	2.7882	.70869	85
Item3	2.9647	.73106	85

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item1	5.7529	1.545	.405	.658
Item2	6.0353	1.296	.614	.375
Item3	5.8588	1.504	.419	.642

Y

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded ^a	0	.0
	Total	85	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.747	4

Item Statistics

	Mean	Std. Deviation	N
Item1	3.1176	.73049	85
Item2	3.1059	.69047	85
Item3	3.1412	.67529	85
Item4	2.9529	.73850	85

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item1	9.2000	2.543	.644	.628
Item2	9.2118	2.526	.717	.588
Item3	9.1765	2.790	.590	.664
Item4	9.3647	3.306	.270	.835

B. UJI ASUMSI KLASIK

1. UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Dissatisfactio n	Variety Seeking	Elektronic Word Of Mount	Religiosity	Brand Switching
N		85	85	85	85	85
Normal Parameters ^{a,b}	Mean	12.6941	9.4118	9.0235	8.8235	12.3176
	Std. Deviation	2.17137	1.82766	1.72500	1.67030	2.13927
Most Extreme Differences	Absolute	.210	.258	.189	.152	.206
	Positive	.131	.119	.105	.152	.104
	Negative	-.210	-.258	-.189	-.142	-.206
Kolmogorov-Smirnov Z		1.935	2.378	1.740	1.402	1.896
Asymp. Sig. (2-tailed)		.051	.060	.054	.093	.052

a. Test distribution is Normal.

b. Calculated from data.

2. UJI MULTIKOLONIARITAS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1							
	(Constant)	.520	.720		.722		
	Dissatisfaction	.050	.056	.051	.890	.376	1.717
	Variety Seeking	1.007	.056	.860	18.031	.000	1.211
	Elektronic Word Of Mount	.050	.066	.040	.763	.447	1.492
	Religiosity	.140	.059	.109	2.380	.020	1.121

a. Dependent Variable: Brand Switching

3. UJI AUTOKORELASI

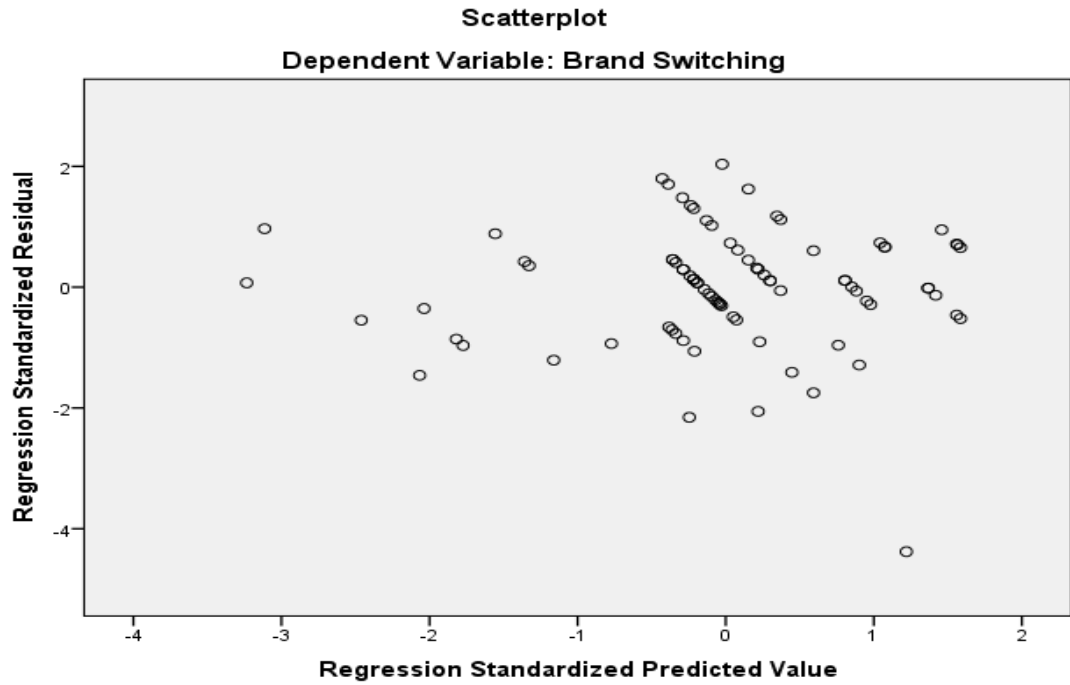
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.922 ^a	.850	.842	.85005	1.962

a. Predictors: (Constant), Religiosity, Variety Seeking, Elektronic Word Of Mount, Dissatisfaction

b. Dependent Variable: Brand Switching

4. UJI HETEROSKEDASTITA



5. UJI LINEARITAS

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Brand Switching * Dissatisfaction	Between Groups	(Combined)	132.318	10	13.232	3.884	.000
		Linearity	81.136	1	81.136	23.816	.000
		Deviation from Linearity	51.182	9	5.687	1.669	.112
	Within Groups	252.105	74	3.407			
Total			384.424	84			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
		(Combined)	321.093	9	35.677	42.251	.000
Brand Switching * Variety Seeking	Between Groups	Linearity	318.369	1	318.369	377.031	.000
		Deviation from Linearity	2.723	8	.340	.403	.915
	Within Groups		63.331	75	.844		
	Total		384.424	84			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
		(Combined)	74.680	6	12.447	3.134	.008
Brand Switching * Elektronic Word Of Mount	Between Groups	Linearity	48.731	1	48.731	12.271	.001
		Deviation from Linearity	25.950	5	5.190	1.307	.270
	Within Groups		309.743	78	3.971		
	Total		384.424	84			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
		(Combined)	91.644	6	15.274	4.069	.001
Brand Switching * Religiosity	Between Groups	Linearity	27.149	1	27.149	7.233	.009
		Deviation from Linearity	64.495	5	12.899	1.436	.057
	Within Groups		292.780	78	3.754		
	Total		384.424	84			

C. ANALISIS INFERENSIAL
1. PENGARUH X1 TERHADAP Y

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Dissatisfaction ^b		Enter

a. Dependent Variable: Brand Switching

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.459 ^a	.211	.202	1.91156

a. Predictors: (Constant), Dissatisfaction

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	81.136	1	81.136	22.204	.000 ^b
	Residual	303.287	83	3.654		
	Total	384.424	84			

a. Dependent Variable: Brand Switching

b. Predictors: (Constant), Dissatisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.572	1.237		5.314	.000
	Dissatisfaction	.453	.096	.459	4.712	.000

a. Dependent Variable: Brand Switching

2. PENGARUH X2 TERHADAP Y

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Variety Seeking ^b		Enter

a. Dependent Variable: Brand Switching

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.910 ^a	.828	.826	.89210

a. Predictors: (Constant), Variety Seeking

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	318.369	1	318.369	400.044	.000 ^b
	Residual	66.054	83	.796		
	Total	384.424	84			

a. Dependent Variable: Brand Switching

b. Predictors: (Constant), Variety Seeking

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.292	.510		4.490	.000
	Variety Seeking	1.065	.053	.910	20.001	.000

a. Dependent Variable: Brand Switching

3. PENGARUH X3 TERHADAP Y

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Elektronic Word Of Mount ^b		Enter

a. Dependent Variable: Brand Switching

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.356 ^a	.127	.116	2.01109

a. Predictors: (Constant), Elektronic Word Of Mount

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	48.731	1	48.731	12.049	.001 ^b
	Residual	335.693	83	4.044		
	Total	384.424	84			

a. Dependent Variable: Brand Switching

b. Predictors: (Constant), Elektronic Word Of Mount

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.333	1.168		7.132	.000
	Elektronic Word Of Mount	.442	.127	.356	3.471	.001

a. Dependent Variable: Brand Switching

4. PENGARUH X4 TERHADAP Y

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Religiosity ^b	.	Enter

a. Dependent Variable: Brand Switching

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.266 ^a	.071	.059	2.07473

a. Predictors: (Constant), Religiosity

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	27.149	1	27.149	6.307	.014 ^b
	Residual	357.275	83	4.305		
	Total	384.424	84			

a. Dependent Variable: Brand Switching

b. Predictors: (Constant), Religiosity

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.314	1.217		7.655	.000
	Religiosity	.340	.136	.266	2.511	.014

a. Dependent Variable: Brand Switching

5. PENGARUH X1,X2,X3 DAN X4 TERHADAP Y

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Religiosity, Variety Seeking, Elektronik Word Of Mount, Dissatisfaction ^b		Enter

a. Dependent Variable: Brand Switching

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.922 ^a	.850	.842	.85005

a. Predictors: (Constant), Religiosity, Variety Seeking, Elektronik Word Of Mount, Dissatisfaction

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	326.617	4	81.654	113.003	.000 ^b
	Residual	57.807	80	.723		
	Total	384.424	84			

a. Dependent Variable: Brand Switching

b. Predictors: (Constant), Religiosity, Variety Seeking, Elektronik Word Of Mount, Dissatisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.520	.720		.722	.472
	Dissatisfaction	.050	.056	.051	.890	.376
	Variety Seeking	1.007	.056	.860	18.031	.000
	Elektronik Word Of Mount	.050	.066	.040	.763	.447
	Religiosity	.140	.059	.109	2.380	.020

a. Dependent Variable: Brand Switching