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Lampiran 1. Kuesioner Penelitian



STEI – SEKOLAH TINGGI ILMU EKONOMI INDONESIA

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KUESIONER PENELITIAN

PENGARUH HARGA, KUALITAS PRODUK DAN *BRAND IMAGE* TERHADAP LOYALITAS MELALUI KEPUASAN PELANGGAN MOTOR MIO FINO PADA YAMAHA *FLAGSHIP SHOP* JAKARTA

Yth. Bapak/Ibu/Sdr responden

Dalam rangka penyusunan skripsi menyangkut loyalitas dan kepuasan pelanggan, saya membutuhkan data dan informasi terkait. Untuk itu, saya sangat mengharapakan partisipasi Bapak/Ibu/Sdr sebagai responden.

Data Responden

Berikan tanda (X) sesuai dengan data diri Anda :

Jenis Kelamin : a.Laki-laki b.Perempuan
Usia : a.21-30th b.31-40th c.41-50th d. >50 th
Status perkawinan : a.Menikah b. Belum Menikah
Tingkat Pendidikan : a.SMU b.Diploma c.S1 d.S2

Lainnya, mohon disebutkan.....

Seluruh jawaban dan informasi yang Anda berikan hanya digunakan untuk keperluan skripsi. Terimakasih atas partisipasi dan respon Anda.

Petunjuk pengisian kuesioner

Berilah tanda silang (X) pada kotak yang tersedia untuk masing-masing jawaban pernyataan kuesioner sesuai dengan yang saudara rasakan. Tiap pertanyaan hanya boleh ada satu jawaban.

- 1 : Sangat Tidak Setuju (STS)
2 : Tidak Setuju (TS)
3 : Setuju (S)
4 : Sangat Setuju (SS)

DAFTAR PERNYATAAN

Berilah tanda (\checkmark) pada pilihan pernyataan pada kolom jawaban yang sesuai dengan pendapat anda.

1. Harga (X₁)

No	Pernyataan Harga (X ₁)	Jawaban			
		1	2	3	4
		Sangat tidak setuju	Tidak setuju	Setuju	Sangat Setuju
1.	Harga sepeda motor Yamaha Mio Fino di Yamaha <i>Flagship Shop</i> Jakarta terjangkau				
2.	Harga sepeda motor Yamaha Mio Fino di Yamaha <i>Flagship Shop</i> Jakarta dijual dengan harga standar				
3.	Harga sepeda motor Yamaha Mio Fino di PT Yamaha <i>Flagship Shop</i> Jakarta bersaing dengan daerah lain				
4.	Harga sepeda motor Yamaha Mio Fino di Yamaha <i>Flagship Shop</i> Jakarta relatif lebih murah dibanding daerah lain				
5.	Harga yang ditawarkan di Yamaha <i>Flagship Shop</i> Jakarta sesuai dengan manfaat yang diperoleh				
6.	Harga sepeda motor Yamaha Mio Fino di Yamaha <i>Flagship Shop</i> Jakarta sesuai dengan kualitas produk nya				
7.	Harga jual sepeda motor Yamaha Mio Fino di Yamaha <i>Flagship Shop</i> Jakarta sesuai dengan pelayanan diberikan				

2. Kualitas Produk (X₂)

No	Pernyataan Kualitas Produk (X ₂)	Jawaban			
		1	2	3	4
		Sangat tidak setuju	Tidak setuju	Setuju	Sangat Setuju
1.	Produk motor Mio Fino yang dijual Yamaha <i>Flagship Shop</i> Jakarta mudah dioperasikan				
2.	Produk motor Mio Fino yang dijual Yamaha <i>Flagship Shop</i> Jakarta mudah dalam maintenance				
3.	Produk motor Mio Fino yang dijual Yamaha <i>Flagship Shop</i> Jakarta dilengkapi teknologi terbaru				
4.	Produk motor Mio Fino yang dijual Yamaha <i>Flagship Shop</i> Jakarta dilengkapi kecanggihan				
5.	Yamaha <i>Flagship Shop</i> Jakarta memberikan layanan service atas produk yang dibeli pelanggan				
6.	Yamaha <i>Flagship Shop</i> Jakarta memberikan layanan garansi atas produknya				
7.	Produk motor Mio Fino yang dijual Yamaha <i>Flagship Shop</i> Jakarta tidak mudah mengalami kerusakan selama masa operasional				
8.	Produk motor Mio Fino yang dijual Yamaha <i>Flagship Shop</i> Jakarta menunjukkan manfaat yang tidak menurun selama masa operasional				

3. Brand Image (X₃)

No	Pernyataan <i>Brand Image (X₃)</i>	Jawaban			
		1	2	3	4
		Sangat tidak setuju	Tidak setuju	Setuju	Sangat Setuju
1.	Identitas merek produk motor Mio Fino yang dijual Yamaha <i>Flagship Shop</i> Jakarta jelas dikenali				
2.	Slogan merek produk motor Mio Fino yang dijual Yamaha <i>Flagship Shop</i> Jakarta mudah diingat				
3.	Merek produk motor Mio Fino yang dijual Yamaha <i>Flagship Shop</i> Jakarta mendukung human-life				
4.	Merek produk motor Mio Fino yang dijual Yamaha <i>Flagship Shop</i> Jakarta mendukung kreativitas				
5.	Merek produk motor Mio Fino yang dijual Yamaha <i>Flagship Shop</i> Jakarta sering digunakan dalam alat transportasi				
6.	Merek motor Mio Fino yang dijual Yamaha <i>Flagship Shop</i> Jakarta sudah umum digunakan				
7.	Merek produk motor Mio Fino yang dijual Yamaha <i>Flagship Shop</i> Jakarta Indonesia mendukung manfaat dari produk				
8.	Merek produk motor Mio Fino yang dijual Yamaha <i>Flagship Shop</i> Jakarta menunjukkan kekuatan hubungan atas produk				

4. Kepuasan Pelanggan (Z)

No	Pernyataan Kepuasan Pelanggan (Z)	Jawaban			
		1	2	3	4
		Sangat tidak setuju	Tidak setuju	Setuju	Sangat Setuju
1.	Pelanggan merasa puas terhadap spesifikasi produk motor Mio Fino yang ditawarkan Yamaha <i>Flagship Shop</i> Jakarta.				
2.	Pelanggan puas terhadap jaminan motor Mio Fino di yang dijual Yamaha <i>Flagship Shop</i> Jakarta				
3.	Pelanggan merasakan kepuasan terhadap kehandalan layanan yang diberikan motor Mio Fino di yang dijual Yamaha <i>Flagship Shop</i> Jakarta.				
4.	Pelanggan merasa puas terhadap manfaat yang dirasakan motor Mio Fino di yang dijual Yamaha <i>Flagship Shop</i> Jakarta.				
5.	Pelanggan merasakan kepuasan terhadap kemudahan dalam pembelian motor Mio Fino di Yamaha <i>Flagship Shop</i> Jakarta.				
6.	Pelanggan merasakan kepuasan terhadap keramahan layanan yang diberikan Yamaha <i>Flagship Shop</i> Jakarta atas motor Mio Fino di yang dijualnya				

5. Loyalitas Pelanggan (Y)

No	Pernyataan Loyalitas Pelanggan (Y)	Jawaban			
		1	2	3	4
		Sangat tidak setuju	Tidak setuju	Setuju	Sangat Setuju
1.	Adanya kepercayaan pelanggan terhadap motor Mio Fino yang dijual Yamaha <i>Flagship Shop</i> Jakarta telah memenuhi seluruh kebutuhan pelanggannya				
2.	Pelanggan bangga dan senang menjadi pelanggan motor Mio Fino di Yamaha <i>Flagship Shop</i> Jakarta				
3.	Pelanggan merekomendasikan produk motor Mio Fino di Yamaha <i>Flagship Shop</i> Jakarta				
4.	Pelanggan merasa puas dengan pelayanan yang diberikan atas motor Mio Fino di Yamaha <i>Flagship Shop</i> Jakarta				
5.	Pelanggan tidak berkeinginan pindah ke produk sepeda motor yang lain selain sepeda motor Yamaha Mio Fino				
6.	Setelah merasakan layanan produk motor Mio Fino di Yamaha <i>Flagship Shop</i> Jakarta pelanggan akan berusaha menarik calon pelanggan lain.				
7.	Untuk urusan motor Mio Fino, pelanggan hanya merekomendasikan pembelian di Yamaha <i>Flagship Shop</i> Jakarta				
8.	Sampai saat ini pelanggan tidak tertarik dengan tawaran produk motor Mio Fino dari dealer lain.				

Lampiran 2. Tabulasi Uji Coba Kuesioner Variabel Harga (X₁)

Responden	No Pernyataan							Total (X ₁)
	1	2	3	4	5	6	7	
1	3	4	3	4	3	4	4	25
2	2	2	1	3	2	3	2	15
3	4	4	4	3	3	3	3	24
4	3	4	4	4	3	4	3	25
5	4	4	4	4	4	4	3	27
6	2	2	2	4	4	4	2	20
7	2	2	1	3	2	3	2	15
8	3	2	2	3	2	4	2	18
9	4	4	4	4	4	4	3	27
10	4	4	4	4	4	4	4	28
11	2	4	4	3	4	3	2	22
12	4	4	4	4	4	4	4	28
13	3	2	4	3	2	4	4	22
14	4	4	4	4	4	4	4	28
15	2	2	1	3	3	3	2	16
16	3	3	3	4	4	4	3	24
17	4	4	4	4	4	4	4	28
18	3	3	4	4	3	4	4	25
19	2	2	4	4	4	4	4	24
20	4	4	4	4	1	2	4	23
21	4	4	4	4	1	4	3	24
22	4	4	4	4	4	4	3	27
23	3	3	4	4	4	4	3	25
24	4	4	4	4	4	4	4	28
25	4	4	4	4	3	4	4	27
26	2	2	1	3	2	3	2	15
27	4	4	4	4	3	4	4	27
28	3	3	3	2	2	3	3	19
29	2	2	1	3	2	3	2	15
30	4	4	4	4	4	4	4	28
Total	96	98	98	109	93	110	95	699

Lampiran 3. Tabulasi Uji Coba Kuesioner Variabel Kualitas Produk (X₂)

Responden	No Pernyataan								Total (X ₁)
	1	2	3	4	5	6	7	8	
1	4	3	4	4	4	4	3	3	29
2	2	1	3	2	2	2	1	1	14
3	3	3	3	3	4	4	4	3	27
4	4	4	4	3	3	4	4	4	30
5	4	4	4	3	4	4	4	4	31
6	2	3	4	2	2	2	2	2	19
7	2	4	3	2	2	2	1	1	17
8	3	3	4	2	3	2	2	4	23
9	4	4	4	3	3	4	4	4	30
10	4	4	4	4	4	4	4	4	32
11	2	4	3	2	2	4	4	4	25
12	4	4	4	4	4	4	4	4	32
13	4	4	4	4	3	2	4	4	29
14	4	4	4	4	4	4	4	4	32
15	2	4	3	2	2	2	1	4	20
16	4	4	4	3	3	3	3	4	28
17	4	4	4	4	4	4	4	4	32
18	2	4	4	4	3	3	4	3	27
19	4	4	4	4	4	2	4	4	30
20	4	4	2	4	3	4	4	4	29
21	2	3	4	3	3	4	4	4	27
22	4	4	4	3	3	4	4	4	30
23	4	4	4	3	3	3	4	4	29
24	4	4	4	4	4	4	4	4	32
25	4	4	4	4	4	4	4	2	30
26	2	4	3	2	2	2	1	1	17
27	4	4	4	4	4	4	4	4	32
28	3	3	3	3	3	3	3	3	24
29	2	4	3	2	2	2	1	1	17
30	4	4	4	4	4	4	4	4	32
Total	99	111	110	95	95	98	98	100	806

Lampiran 4. Tabulasi Uji Coba Kuesioner Variabel Brand Image (X_3)

Responden	No Pernyataan								Total (X_3)
	1	2	3	4	5	6	7	8	
1	4	4	4	3	3	4	3	4	29
2	2	2	2	2	1	2	1	3	15
3	3	4	3	4	4	4	4	3	29
4	3	3	3	3	3	4	4	4	27
5	3	4	4	3	3	4	4	4	29
6	2	2	1	3	3	2	2	4	19
7	2	2	2	1	1	2	1	3	14
8	2	3	3	4	4	2	2	3	23
9	3	3	4	3	3	4	4	4	28
10	4	4	3	4	4	4	4	4	31
11	2	2	2	4	4	4	4	3	25
12	4	4	4	4	4	4	4	4	32
13	4	3	2	3	3	2	4	3	24
14	4	4	4	4	4	4	4	4	32
15	2	2	2	4	4	2	1	3	20
16	3	3	3	3	3	3	3	4	25
17	4	4	4	4	4	4	4	4	32
18	4	3	2	4	4	3	4	4	28
19	4	4	3	4	4	2	4	4	29
20	4	3	3	4	4	4	4	4	30
21	3	3	4	4	4	4	4	4	30
22	3	3	3	3	3	4	4	4	27
23	3	3	3	3	3	3	4	4	26
24	4	4	4	4	4	4	4	4	32
25	4	4	4	4	4	4	4	4	32
26	2	2	2	1	1	2	1	3	14
27	4	4	4	4	4	4	4	4	32
28	3	3	2	3	3	3	3	2	22
29	2	2	2	1	1	2	1	3	14
30	4	4	4	4	4	4	4	4	32
Total	95	95	90	99	98	98	98	109	782

Lampiran 5. Tabulasi Uji Coba Kuesioner Variabel Kepuasan pelanggan (Z)

Responden	No Pernyataan						Total (Z)
	1	2	3	4	5	6	
1	3	3	3	4	4	4	21
2	2	2	2	2	2	2	12
3	3	3	4	3	4	3	20
4	4	4	3	3	3	3	20
5	4	4	3	3	4	4	22
6	2	2	3	2	2	1	12
7	1	1	1	2	2	2	9
8	4	3	4	2	3	3	19
9	4	4	3	3	3	4	21
10	4	4	4	4	4	3	23
11	4	4	4	2	2	2	18
12	4	4	4	4	4	4	24
13	4	4	3	4	3	2	20
14	4	4	4	4	4	4	24
15	4	4	4	2	2	2	18
16	4	4	3	3	3	3	20
17	4	4	4	4	4	4	24
18	3	3	4	4	3	2	19
19	4	4	4	4	4	3	23
20	4	4	4	4	3	3	22
21	4	4	4	3	3	4	22
22	4	4	3	3	3	3	20
23	4	4	3	3	3	3	20
24	4	4	4	4	4	4	24
25	2	4	4	4	4	4	22
26	1	1	1	2	2	2	9
27	4	4	4	4	4	4	24
28	3	3	3	3	3	2	17
29	1	1	1	2	2	2	9
30	4	4	4	4	4	4	24
Total	101	102	99	95	95	90	582

Lampiran 6. Tabulasi Uji Coba Kuesioner Variabel Loyalitas Pelanggan (Y)

Responden	No Pernyataan								Total (Y)
	1	2	3	4	5	6	7	8	
1	4	2	2	3	4	4	3	3	25
2	2	2	2	1	3	2	1	1	14
3	4	3	4	3	3	3	3	3	26
4	3	1	4	4	4	4	4	4	28
5	4	3	4	4	4	4	4	4	31
6	2	4	4	2	4	2	3	3	24
7	2	2	2	1	4	2	4	4	21
8	3	2	2	3	4	3	3	3	23
9	3	4	4	4	2	4	4	4	29
10	4	4	3	4	4	4	4	4	31
11	2	2	4	4	3	2	4	4	25
12	4	4	2	4	4	4	4	4	30
13	3	1	3	4	2	4	4	4	25
14	4	4	4	4	3	4	4	4	31
15	2	2	2	4	4	2	4	4	24
16	3	4	4	4	2	4	4	4	29
17	4	4	4	4	4	4	4	4	32
18	3	3	4	3	4	2	4	4	27
19	4	4	4	4	4	4	4	4	32
20	3	3	4	4	4	4	4	4	30
21	3	3	4	4	4	2	3	3	26
22	3	4	4	4	4	4	4	4	31
23	3	4	4	4	4	4	4	4	31
24	4	4	4	4	4	4	4	4	32
25	4	2	4	4	4	4	4	4	30
26	2	2	2	1	3	2	4	4	20
27	4	2	4	4	4	4	4	4	30
28	3	1	2	3	3	3	3	3	21
29	2	2	2	1	4	2	4	4	21
30	4	4	4	4	4	4	4	4	32
Total	95	86	100	101	108	99	111	111	811

Lampiran 7. Tabulasi Uji Coba Data Berpasangan

n	X1	X2	X3	Z	Y
1	25	29	29	21	25
2	15	14	15	12	14
3	24	27	29	20	26
4	25	30	27	20	28
5	27	31	29	22	31
6	20	19	19	12	24
7	15	17	14	9	21
8	18	23	23	19	23
9	27	30	28	21	29
10	28	32	31	23	31
11	22	25	25	18	25
12	28	32	32	24	30
13	22	29	24	20	25
14	28	32	32	24	31
15	16	20	20	18	24
16	24	28	25	20	29
17	28	32	32	24	32
18	25	27	28	19	27
19	24	30	29	23	32
20	23	29	30	22	30
21	24	27	30	22	26
22	27	30	27	20	31
23	25	29	26	20	31
24	28	32	32	24	32
25	27	30	32	22	30
26	15	17	14	9	20
27	27	32	32	24	30
28	19	24	22	17	21
29	15	17	14	9	21
30	28	32	32	24	32
	699	806	782	582	811

Lampiran 8. Hasil Uji Coba Validitas Variabel Harga (X₁)

Correlations

		Correlations							
		x1_1	x1_2	x1_3	x1_4	x1_5	x1_6	x1_7	totalx1
x1_1	Pearson Correlation	1	,826**	,743**	,527**	,221	,372*	,684**	,822**
	Sig. (2-tailed)		,000	,000	,003	,241	,043	,000	,000
	N	30	30	30	30	30	30	30	30
x1_2	Pearson Correlation	,826**	1	,774**	,542**	,352	,255	,577**	,829**
	Sig. (2-tailed)	,000		,000	,002	,057	,174	,001	,000
	N	30	30	30	30	30	30	30	30
x1_3	Pearson Correlation	,743**	,774**	1	,578**	,420*	,466**	,764**	,906**
	Sig. (2-tailed)	,000	,000		,001	,021	,009	,000	,000
	N	30	30	30	30	30	30	30	30
x1_4	Pearson Correlation	,527**	,542**	,578**	1	,505**	,605**	,583**	,765**
	Sig. (2-tailed)	,003	,002	,001		,004	,000	,001	,000
	N	30	30	30	30	30	30	30	30
x1_5	Pearson Correlation	,221	,352	,420*	,505**	1	,571**	,270	,616**
	Sig. (2-tailed)	,241	,057	,021	,004		,001	,149	,000
	N	30	30	30	30	30	30	30	30
x1_6	Pearson Correlation	,372*	,255	,466**	,605**	,571**	1	,429*	,636**
	Sig. (2-tailed)	,043	,174	,009	,000	,001		,018	,000
	N	30	30	30	30	30	30	30	30
x1_7	Pearson Correlation	,684**	,577**	,764**	,583**	,270	,429*	1	,802**
	Sig. (2-tailed)	,000	,001	,000	,001	,149	,018		,000
	N	30	30	30	30	30	30	30	30
totalx1	Pearson Correlation	,822**	,829**	,906**	,765**	,616**	,636**	,802**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30

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

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

Lampiran 9. Hasil Uji Coba Validitas Variabel Kualitas Produk (X₂)

Correlations

		Correlations								
		x2_1	x2_2	x2_3	x2_4	x2_5	x2_6	x2_7	x2_8	totalx2
x2_1	Pearson Correlation	1	,388*	,482**	,745**	,785**	,565**	,694**	,620**	,857**
	Sig. (2-tailed)		,034	,007	,000	,000	,001	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
x2_2	Pearson Correlation	,388*	1	,194	,349	,234	,257	,379*	,387*	,493**
	Sig. (2-tailed)	,034		,305	,059	,213	,171	,039	,034	,006
	N	30	30	30	30	30	30	30	30	30
x2_3	Pearson Correlation	,482**	,194	1	,429*	,531**	,255	,466**	,423*	,574**
	Sig. (2-tailed)	,007	,305		,018	,003	,174	,009	,020	,001
	N	30	30	30	30	30	30	30	30	30
x2_4	Pearson Correlation	,745**	,349	,429*	1	,845**	,577**	,764**	,504**	,846**
	Sig. (2-tailed)	,000	,059	,018		,000	,001	,000	,004	,000
	N	30	30	30	30	30	30	30	30	30
x2_5	Pearson Correlation	,785**	,234	,531**	,845**	1	,656**	,731**	,531**	,860**
	Sig. (2-tailed)	,000	,213	,003	,000		,000	,000	,003	,000
	N	30	30	30	30	30	30	30	30	30
x2_6	Pearson Correlation	,565**	,257	,255	,577**	,656**	1	,774**	,533**	,774**
	Sig. (2-tailed)	,001	,171	,174	,001	,000		,000	,002	,000
	N	30	30	30	30	30	30	30	30	30
x2_7	Pearson Correlation	,694**	,379*	,466**	,764**	,731**	,774**	1	,735**	,922**
	Sig. (2-tailed)	,000	,039	,009	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30
x2_8	Pearson Correlation	,620**	,387*	,423*	,504**	,531**	,533**	,735**	1	,794**
	Sig. (2-tailed)	,000	,034	,020	,004	,003	,002	,000		,000
	N	30	30	30	30	30	30	30	30	30
totalx2	Pearson Correlation	,857**	,493**	,574**	,846**	,860**	,774**	,922**	,794**	1
	Sig. (2-tailed)	,000	,006	,001	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30

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

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

Lampiran 10. Hasil Uji Coba Validitas Variabel Brand Image (X₃)

Correlations

		Correlations								
		x3_1	x3_2	x3_3	x3_4	x3_5	x3_6	x3_7	x3_8	totalx3
x3_1	Pearson Correlation	1	,845**	,636**	,586**	,598**	,577**	,764**	,583**	,840**
	Sig. (2-tailed)		,000	,000	,001	,000	,001	,000	,001	,000
	N	30	30	30	30	30	30	30	30	30
x3_2	Pearson Correlation	,845**	1	,814**	,618**	,630**	,656**	,731**	,535**	,877**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,002	,000
	N	30	30	30	30	30	30	30	30	30
x3_3	Pearson Correlation	,636**	,814**	1	,478**	,486**	,752**	,614**	,614**	,804**
	Sig. (2-tailed)	,000	,000		,008	,007	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
x3_4	Pearson Correlation	,586**	,618**	,478**	1	,985**	,543**	,698**	,410*	,825**
	Sig. (2-tailed)	,001	,000	,008		,000	,002	,000	,024	,000
	N	30	30	30	30	30	30	30	30	30
x3_5	Pearson Correlation	,598**	,630**	,486**	,985**	1	,557**	,721**	,424*	,838**
	Sig. (2-tailed)	,000	,000	,007	,000		,001	,000	,020	,000
	N	30	30	30	30	30	30	30	30	30
x3_6	Pearson Correlation	,577**	,656**	,752**	,543**	,557**	1	,774**	,542**	,822**
	Sig. (2-tailed)	,001	,000	,000	,002	,001		,000	,002	,000
	N	30	30	30	30	30	30	30	30	30
x3_7	Pearson Correlation	,764**	,731**	,614**	,698**	,721**	,774**	1	,578**	,903**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,001	,000
	N	30	30	30	30	30	30	30	30	30
x3_8	Pearson Correlation	,583**	,535**	,614**	,410*	,424*	,542**	,578**	1	,676**
	Sig. (2-tailed)	,001	,002	,000	,024	,020	,002	,001		,000
	N	30	30	30	30	30	30	30	30	30
totalx3	Pearson Correlation	,840**	,877**	,804**	,825**	,838**	,822**	,903**	,676**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30

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

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

Lampiran 11. Hasil Uji Coba Validitas Variabel Kepuasan pelanggan (Z)

Correlations

		Correlations						
		z 1	z 2	z 3	z 4	z 5	z 6	totalz
z_1	Pearson Correlation	1	,918**	,760**	,487**	,513**	,514**	,848**
	Sig. (2-tailed)		,000	,000	,006	,004	,004	,000
	N	30	30	30	30	30	30	30
z_2	Pearson Correlation	,918**	1	,808**	,618**	,608**	,604**	,915**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30
z_3	Pearson Correlation	,760**	,808**	1	,586**	,618**	,478**	,849**
	Sig. (2-tailed)	,000	,000		,001	,000	,008	,000
	N	30	30	30	30	30	30	30
z_4	Pearson Correlation	,487**	,618**	,586**	1	,845**	,636**	,807**
	Sig. (2-tailed)	,006	,000	,001		,000	,000	,000
	N	30	30	30	30	30	30	30
z_5	Pearson Correlation	,513**	,608**	,618**	,845**	1	,814**	,850**
	Sig. (2-tailed)	,004	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30	30
z_6	Pearson Correlation	,514**	,604**	,478**	,636**	,814**	1	,788**
	Sig. (2-tailed)	,004	,000	,008	,000	,000		,000
	N	30	30	30	30	30	30	30
totalz	Pearson Correlation	,848**	,915**	,849**	,807**	,850**	,788**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30

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

Lampiran 12. Hasil Uji Coba Validitas Variabel Loyalitas Pelanggan (Y)

Correlations

		Correlations								
		y_1	y_2	y_3	y_4	y_5	y_6	y_7	y_8	totaly
y_1	Pearson Correlation	1	,392*	,394*	,620**	,194	,785**	,234	,234	,746**
	Sig. (2-tailed)		,032	,031	,000	,305	,000	,213	,213	,000
	N	30	30	30	30	30	30	30	30	30
y_2	Pearson Correlation	,392*	1	,499**	,345	,114	,358	,237	,237	,644**
	Sig. (2-tailed)	,032		,005	,062	,548	,052	,208	,208	,000
	N	30	30	30	30	30	30	30	30	30
y_3	Pearson Correlation	,394*	,499**	1	,608**	,000	,408*	,344	,344	,713**
	Sig. (2-tailed)	,031	,005		,000	1,000	,025	,062	,062	,000
	N	30	30	30	30	30	30	30	30	30
y_4	Pearson Correlation	,620**	,345	,608**	1	,019	,696**	,462*	,462*	,823**
	Sig. (2-tailed)	,000	,062	,000		,920	,000	,010	,010	,000
	N	30	30	30	30	30	30	30	30	30
y_5	Pearson Correlation	,194	,114	,000	,019	1	-,022	,110	,110	,441**
	Sig. (2-tailed)	,305	,548	1,000	,920		,907	,563	,563	,000
	N	30	30	30	30	30	30	30	30	30
y_6	Pearson Correlation	,785**	,358	,408*	,696**	-,022	1	,388*	,388*	,777**
	Sig. (2-tailed)	,000	,052	,025	,000	,907		,034	,034	,000
	N	30	30	30	30	30	30	30	30	30
y_7	Pearson Correlation	,234	,237	,344	,462*	,110	,388*	1	1,000**	,656**
	Sig. (2-tailed)	,213	,208	,062	,010	,563	,034		,000	,000
	N	30	30	30	30	30	30	30	30	30
y_8	Pearson Correlation	,234	,237	,344	,462*	,110	,388*	1,000**	1	,656**
	Sig. (2-tailed)	,213	,208	,062	,010	,563	,034	,000		,000
	N	30	30	30	30	30	30	30	30	30
totaly	Pearson Correlation	,746**	,644**	,713**	,823**	,441**	,777**	,656**	,656**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30

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

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

Kesimpulan Hasil Keseluruhan Uji Validitas

No	Pernyataan	r_{hitung} Variabel X_1	r_{hitung} Variabel X_2	r_{hitung} Variabel X_3	r_{hitung} Variabel Z	r_{hitung} Variabel Y	r_{kritis}	Keterangan
1	Q1	0,822	0,857	0,840	0,848	0,746	0,30	Valid
2	Q2	0,829	0,493	0,877	0,915	0,644	0,30	Valid
3	Q3	0,906	0,574	0,804	0,849	0,713	0,30	Valid
4	Q4	0,765	0,846	0,825	0,807	0,823	0,30	Valid
5	Q5	0,616	0,860	0,838	0,850	0,441	0,30	Valid
6	Q6	0,636	0,774	0,822	0,788	0,777	0,30	Valid
7	Q7	0,802	0,922	0,903		0,656	0,30	Valid
8	Q8		0,794	0,676		0,656	0,30	Valid

Sumber : data olahan SPSS (2019)

Dari semua butir pernyataan yang diuji seluruhnya memiliki nilai r_{hitung} lebih besar dari r_{kritis} 0,30. Berdasarkan hasil tersebut dapat dikatakan bahwa seluruh butir pernyataan dalam penelitian ini adalah valid.

Lampiran 13. Hasil Uji Realibilitas Uji Cronbach Alpha

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,875	7

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,902	8

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,929	8

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,917	6

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

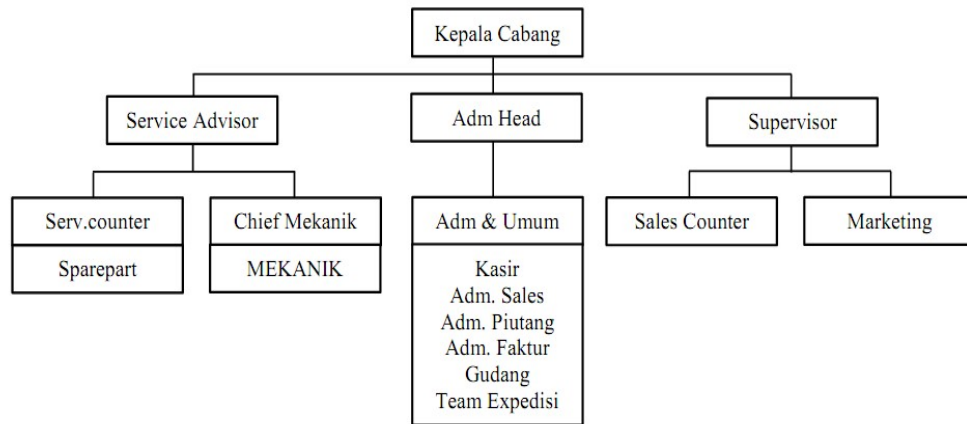
Reliability Statistics

Cronbach's Alpha	N of Items
,816	8

Kesimpulan Hasil Keseluruhan Uji Reliabilitas

Variabel	<i>Alpha Cronbach</i>	>/<	Tetapan	Keterangan
Harga (X ₁)	0,875	>	0,60	<i>Reliabel</i>
Kualitas Produk (X ₂)	0,902	>	0,60	<i>Reliabel</i>
<i>Brand Image</i> (X ₃)	0,929	>	0,60	<i>Reliabel</i>
Kepuasan Pelanggan (Z)	0,917	>	0,60	<i>Reliabel</i>
Loyalitas Pelanggan (Y)	0,816	>	0,60	<i>Reliabel</i>

Dari tabel output hasil uji reliabilitas di atas terlihat nilai *Alpha Cronbach* untuk kelima variabel yang digunakan dalam penelitian ini lebih besar dari 0,60. Sehingga dapat disimpulkan bahwa seluruh variabel dalam penelitian ini adalah reliabel.

Lampiran 14. Struktur Organisasi Perusahaan

Lampiran 15. Tabulasi Data Variabel Harga (X_1)

No. Resp	No. Pernyataan							Total X_1
	1	2	3	4	5	6	7	
1	3	3	2	2	2	2	2	16
2	3	3	3	2	2	2	1	16
3	2	2	2	1	1	3	1	12
4	2	2	2	2	1	2	2	13
5	2	2	2	2	2	2	2	14
6	2	2	3	2	2	2	2	15
7	2	2	2	2	2	2	2	14
8	3	4	4	3	3	4	4	25
9	2	3	2	3	2	2	3	17
10	4	4	4	4	2	2	3	23
11	3	3	3	2	2	2	3	18
12	4	4	4	4	2	2	3	23
13	4	4	4	3	2	2	3	22
14	3	2	3	2	2	2	2	16
15	2	2	2	2	2	2	2	14
16	3	3	3	3	2	2	2	18
17	4	4	4	4	2	2	3	23
18	2	2	3	2	1	2	1	13
19	3	3	3	3	2	2	2	18
20	3	3	3	2	2	2	2	17
21	2	3	3	2	4	3	2	19
22	3	3	3	2	2	2	3	18
23	2	3	2	2	1	1	2	13
24	3	4	4	3	3	3	3	23
25	3	4	3	2	1	3	3	19
26	4	4	4	4	2	2	4	24
27	4	4	3	3	2	3	3	22
28	3	3	3	3	2	2	3	19
29	3	3	3	3	2	2	3	19
30	3	3	3	3	1	2	3	18
31	4	4	3	1	3	2	4	21
32	4	4	3	3	2	2	3	21
33	3	3	3	2	2	2	3	18
34	3	3	3	2	2	2	3	18
35	3	3	3	3	1	1	3	17
36	3	3	3	1	1	2	3	16
37	3	3	3	2	2	2	3	18
38	4	4	4	4	4	4	3	27
39	3	3	4	3	4	3	2	22
40	3	3	3	4	3	4	2	22
41	2	2	3	2	3	2	3	17
42	3	3	3	2	2	3	3	19
43	3	3	3	3	1	2	2	17
44	2	2	3	2	2	2	3	16
45	3	3	3	2	2	2	3	18
46	2	3	2	2	2	2	3	16

No. Resp	No. Pernyataan							Total X_1
	1	2	3	4	5	6	7	
47	3	3	3	3	2	2	3	19
48	3	3	3	3	3	3	3	21
49	3	3	3	3	2	3	3	20
50	3	3	3	3	2	3	3	20
51	2	3	3	4	2	3	2	19
52	3	2	2	3	2	2	3	17
53	3	3	3	2	2	2	2	17
54	2	2	3	2	1	3	3	16
55	2	2	1	1	1	2	2	11
56	4	4	3	2	1	2	3	19
57	2	2	2	2	2	2	3	15
58	2	2	2	2	2	2	2	14
59	2	2	2	2	2	2	3	15
60	3	4	4	2	2	3	3	21
61	4	4	3	3	2	3	3	22
62	3	4	3	2	2	3	3	20
63	3	3	3	3	2	2	3	19
64	3	4	3	1	2	3	4	20
65	3	3	3	2	2	2	3	18
66	3	3	1	3	4	3	3	20
67	3	3	2	3	2	3	3	19
68	3	3	3	3	2	3	3	20
69	3	3	3	3	1	2	3	18
70	3	4	4	3	4	4	3	25
71	3	3	3	4	2	2	3	20
72	3	3	3	3	2	2	2	18
73	4	3	3	3	3	3	3	22
74	3	3	3	2	2	2	3	18
75	3	3	3	1	2	2	3	17
76	2	2	2	1	1	2	1	11
77	3	3	2	2	2	2	2	16
78	3	3	3	2	2	2	1	16
79	2	2	2	1	1	3	1	12
80	2	2	2	2	1	2	2	13
81	2	2	2	2	2	2	2	14
82	2	2	3	2	2	2	2	15
83	2	2	2	2	2	2	2	14
84	3	4	4	3	3	4	4	25
85	2	3	2	3	2	2	3	17
86	4	4	4	4	2	2	3	23
87	3	3	3	2	2	2	3	18
88	4	4	4	4	2	2	3	23
89	4	4	4	3	2	2	3	22
90	3	2	3	2	2	2	2	16
91	2	2	2	2	2	2	2	14
92	3	3	3	3	2	2	2	18
93	4	4	4	4	2	2	3	23
94	2	2	3	2	1	2	1	13

No. Resp	No. Pernyataan							Total X_1
	1	2	3	4	5	6	7	
95	3	3	3	3	2	2	2	18
96	3	3	3	2	2	2	2	17
97	2	3	3	2	4	3	2	19
98	3	3	3	2	2	2	3	18
99	2	3	2	2	1	1	2	13
100	3	4	4	3	3	3	3	23
101	3	4	3	2	1	3	3	19
102	4	4	4	4	2	2	4	24
103	4	4	3	3	2	3	3	22
104	3	3	3	3	2	2	3	19
105	3	3	3	3	2	2	3	19
106	3	3	3	3	1	2	3	18
107	4	4	3	1	3	2	4	21
108	4	4	3	3	2	2	3	21
109	3	3	3	2	2	2	3	18
110	3	3	3	2	2	2	3	18
111	3	3	3	3	1	1	3	17
112	3	3	3	1	1	2	3	16
113	3	3	3	2	2	2	3	18
114	4	4	4	4	4	4	3	27
115	3	3	4	3	4	3	2	22
116	3	3	3	4	3	4	2	22
117	2	2	3	2	3	2	3	17
118	3	3	3	2	2	3	3	19
119	3	3	3	3	1	2	2	17
120	2	2	3	2	2	2	3	16
121	3	3	3	2	2	2	3	18
122	2	3	2	2	2	2	3	16
123	3	3	3	3	2	2	3	19
124	3	3	3	3	3	3	3	21
125	3	3	3	3	2	3	3	20
126	3	3	3	3	2	3	3	20
127	2	3	3	4	2	3	2	19
128	3	2	2	3	2	2	3	17
129	3	3	3	2	2	2	2	17
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131	2	2	1	1	1	2	2	11
132	4	4	3	2	1	2	3	19
133	2	2	2	2	2	2	3	15
134	2	2	2	2	2	2	2	14
135	2	2	2	2	2	2	3	15
136	3	4	4	2	2	3	3	21
137	4	4	3	3	2	3	3	22
138	3	4	3	2	2	3	3	20
139	3	3	3	3	2	2	3	19
140	3	4	3	1	2	3	4	20
141	3	3	3	2	2	2	3	18
142	3	3	1	3	4	3	3	20

No. Resp	No. Pernyataan							Total X ₁
	1	2	3	4	5	6	7	
191	3	3	4	3	4	3	2	22
192	3	3	3	4	3	4	2	22
193	2	2	3	2	3	2	3	17
194	3	3	3	2	2	3	3	19
195	3	3	3	3	1	2	2	17
196	2	2	3	2	2	2	3	16
197	3	3	3	2	2	2	3	18
198	2	3	2	2	2	2	3	16
199	3	3	3	3	2	2	3	19
200	3	3	3	3	3	3	3	21
201	3	3	3	3	2	3	3	20
202	3	3	3	3	2	3	3	20
203	2	3	3	4	2	3	2	19
204	3	2	2	3	2	2	3	17
205	3	3	3	2	2	2	2	17
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207	2	2	1	1	1	2	2	11
208	4	4	3	2	1	2	3	19
209	2	2	2	2	2	2	3	15
210	2	2	2	2	2	2	2	14
211	2	2	2	2	2	2	3	15
212	3	4	4	2	2	3	3	21
213	4	4	3	3	2	3	3	22
214	3	4	3	2	2	3	3	20
215	3	3	3	3	2	2	3	19
216	3	4	3	1	2	3	4	20
217	3	3	3	2	2	2	3	18
218	3	3	1	3	4	3	3	20
219	3	3	2	3	2	3	3	19
220	3	3	3	3	2	3	3	20
221	3	3	3	3	1	2	3	18
222	3	4	4	3	4	4	3	25
223	3	3	3	4	2	2	3	20
224	3	3	3	3	2	2	2	18
225	4	3	3	3	3	3	3	22
226	3	3	3	2	2	2	3	18
227	3	3	3	1	2	2	3	17
228	2	2	2	1	1	2	1	11
229	3	3	3	3	2	2	2	18
230	4	3	3	3	3	3	3	22
231	3	3	3	2	2	2	3	18
232	3	3	3	1	2	2	3	17
233	2	2	2	1	1	2	1	11
234	2	2	2	1	1	2	1	11
	677	703	676	578	476	547	625	4282

Lampiran 16. Tabulasi Data Variabel Koalitas Produk (X₂)

No. Resp	No. Pernyataan								Total
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3	3	3	2	1	3	2	2	2	18
4	2	4	3	3	2	3	3	3	23
5	2	3	3	3	2	3	3	3	22
6	3	3	3	2	2	3	3	3	22
7	2	3	3	3	2	3	3	3	22
8	4	3	4	3	4	3	3	4	28
9	2	4	4	4	3	2	3	3	25
10	3	4	4	4	4	4	4	4	31
11	3	3	3	3	3	3	3	3	24
12	4	4	4	4	4	4	4	4	32
13	4	4	4	4	4	4	4	4	32
14	3	3	3	3	2	2	3	3	22
15	2	3	3	3	2	2	3	3	21
16	2	3	3	3	3	2	4	4	24
17	4	4	4	4	4	3	4	4	31
18	3	4	3	3	2	3	3	4	25
19	4	4	4	2	3	3	3	3	26
20	3	3	3	2	3	3	3	3	23
21	3	2	2	3	3	3	3	3	22
22	3	3	3	3	3	3	3	3	24
23	2	3	2	2	3	3	3	3	21
24	3	3	3	3	4	3	3	3	25
25	3	3	3	3	4	3	3	3	25
26	4	4	4	4	4	4	4	4	32
27	3	3	3	4	4	3	3	4	27
28	4	4	4	3	3	3	3	4	28
29	4	4	4	2	3	2	3	4	26
30	3	3	3	2	3	2	3	4	23
31	3	3	4	4	4	3	3	3	27
32	4	4	4	4	4	3	3	3	29
33	3	3	3	2	3	3	4	4	25
34	3	3	3	3	3	3	3	4	25
35	4	4	4	4	3	3	3	4	29
36	3	3	3	3	3	3	4	4	26
37	3	3	3	3	3	3	4	4	26
38	3	4	4	3	4	4	3	4	29
39	3	3	3	4	3	3	4	4	27
40	3	3	3	4	3	3	3	3	25
41	2	3	2	3	2	4	3	2	21
42	3	3	3	3	3	2	3	4	24
43	4	3	3	3	3	3	3	4	26
44	3	3	3	3	2	3	3	3	23
45	4	4	4	4	3	4	4	3	30
46	3	3	3	2	3	3	3	4	24

No. Resp	No. Pernyataan								Total
	1	2	3	4	5	6	7	8	
47	4	4	3	3	3	3	4	4	28
48	3	3	4	3	3	4	4	4	28
49	3	3	3	3	3	4	4	4	27
50	3	3	3	3	3	2	3	3	23
51	3	2	4	4	3	3	3	3	25
52	2	3	4	3	2	2	3	3	22
53	3	3	3	3	3	3	4	4	26
54	4	3	3	3	2	3	4	4	26
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56	4	4	3	3	4	3	3	4	28
57	4	4	4	4	2	4	4	3	29
58	2	3	3	2	2	2	3	3	20
59	3	3	3	2	2	2	3	3	21
60	4	3	4	3	4	4	3	4	29
61	4	4	4	4	4	4	4	4	32
62	4	3	4	3	4	3	4	4	29
63	4	4	3	3	3	3	4	4	28
64	4	3	3	3	4	3	4	4	28
65	3	4	3	3	3	3	4	4	27
66	4	4	4	4	3	2	3	3	27
67	2	3	1	2	3	4	2	2	19
68	3	4	4	2	3	2	4	4	26
69	4	4	4	3	3	3	3	4	28
70	3	4	4	4	4	3	4	4	30
71	3	3	3	4	3	3	3	4	26
72	3	3	2	3	3	3	3	3	23
73	3	3	3	4	3	3	3	3	25
74	3	3	3	3	3	3	3	4	25
75	4	3	3	3	3	3	3	4	26
76	2	2	2	1	2	2	3	3	17
77	3	3	3	3	3	3	3	3	24
78	3	3	3	2	3	4	4	4	26
79	3	3	2	1	2	2	2	2	17
80	2	4	3	3	2	3	3	3	23
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84	4	3	4	3	4	3	3	4	28
85	2	4	4	4	3	2	3	3	25
86	3	4	4	4	4	4	4	4	31
87	3	3	3	3	3	3	3	3	24
88	4	4	4	4	4	4	4	4	32
89	4	4	4	4	4	4	4	4	32
90	3	3	3	3	2	2	3	3	22
91	2	3	3	3	2	2	3	3	21
92	2	3	3	3	3	2	4	4	24
93	4	4	4	4	4	3	4	4	31
94	3	4	3	3	2	3	3	4	25

No. Resp	No. Pernyataan								Total
	1	2	3	4	5	6	7	8	
95	4	4	4	2	3	3	3	3	26
96	3	3	3	2	3	3	3	3	23
97	3	2	2	3	3	3	3	3	22
98	3	3	3	3	3	3	3	3	24
99	2	3	2	2	3	3	3	3	21
100	3	3	3	3	4	3	3	3	25
101	3	3	3	3	4	3	3	3	25
102	4	4	4	4	4	4	4	4	32
103	3	3	3	4	4	3	3	4	27
104	4	4	4	3	3	3	3	4	28
105	4	4	4	2	3	2	3	4	26
106	3	3	3	2	3	2	3	4	23
107	3	3	4	4	4	3	3	3	27
108	4	4	4	4	4	3	3	3	29
109	3	3	3	2	3	3	4	4	25
110	3	3	3	3	3	3	3	4	25
111	4	4	4	4	3	3	3	4	29
112	3	3	3	3	3	3	4	4	26
113	3	3	3	3	3	3	4	4	26
114	3	4	4	3	4	4	3	4	29
115	3	3	3	4	3	3	4	4	27
116	3	3	3	4	3	3	3	3	25
117	2	3	2	3	2	4	3	2	21
118	3	3	3	3	3	2	3	4	24
119	4	3	3	3	3	3	3	4	26
120	3	3	3	3	2	3	3	3	23
121	4	4	4	4	3	4	4	3	30
122	3	3	3	2	3	3	3	4	24
123	4	4	3	3	3	3	4	4	28
124	3	3	4	3	3	4	4	4	28
125	3	3	3	3	3	4	4	4	27
126	3	3	3	3	3	2	3	3	23
127	3	2	4	4	3	3	3	3	25
128	2	3	4	3	2	2	3	3	22
129	3	3	3	3	3	3	4	4	26
130	4	3	3	3	2	3	4	4	26
131	4	4	4	3	2	1	4	4	26
132	4	4	3	3	4	3	3	4	28
133	4	4	4	4	2	4	4	3	29
134	2	3	3	2	2	2	3	3	20
135	3	3	3	2	2	2	3	3	21
136	4	3	4	3	4	4	3	4	29
137	4	4	4	4	4	4	4	4	32
138	4	3	4	3	4	3	4	4	29
139	4	4	3	3	3	3	4	4	28
140	4	3	3	3	4	3	4	4	28
141	3	4	3	3	3	3	4	4	27
142	4	4	4	4	3	2	3	3	27

No. Resp	No. Pernyataan								Total
	1	2	3	4	5	6	7	8	
143	2	3	1	2	3	4	2	2	19
144	3	4	4	2	3	2	4	4	26
145	4	4	4	3	3	3	3	4	28
146	3	4	4	4	4	3	4	4	30
147	3	3	3	4	3	3	3	4	26
148	3	3	2	3	3	3	3	3	23
149	3	3	3	4	3	3	3	3	25
150	3	3	3	3	3	3	3	4	25
151	4	3	3	3	3	3	3	4	26
152	2	2	2	1	2	2	3	3	17
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154	3	3	3	2	3	4	4	4	26
155	3	3	2	1	2	2	2	2	17
156	2	4	3	3	2	3	3	3	23
157	2	3	3	3	2	3	3	3	22
158	3	3	3	2	2	3	3	3	22
159	2	3	3	3	2	3	3	3	22
160	4	3	4	3	4	3	3	4	28
161	2	4	4	4	3	2	3	3	25
162	3	4	4	4	4	4	4	4	31
163	3	3	3	3	3	3	3	3	24
164	4	4	4	4	4	4	4	4	32
165	4	4	4	4	4	4	4	4	32
166	3	3	3	3	2	2	3	3	22
167	2	3	3	3	2	2	3	3	21
168	2	3	3	3	3	2	4	4	24
169	4	4	4	4	4	3	4	4	31
170	3	4	3	3	2	3	3	4	25
171	4	4	4	2	3	3	3	3	26
172	3	3	3	2	3	3	3	3	23
173	3	2	2	3	3	3	3	3	22
174	3	3	3	3	3	3	3	3	24
175	2	3	2	2	3	3	3	3	21
176	3	3	3	3	4	3	3	3	25
177	3	3	3	3	4	3	3	3	25
178	4	4	4	4	4	4	4	4	32
179	3	3	3	4	4	3	3	4	27
180	4	4	4	3	3	3	3	4	28
181	4	4	4	2	3	2	3	4	26
182	3	3	3	2	3	2	3	4	23
183	3	3	4	4	4	3	3	3	27
184	4	4	4	4	4	3	3	3	29
185	3	3	3	2	3	3	4	4	25
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187	4	4	4	4	3	3	3	4	29
188	3	3	3	3	3	3	4	4	26
189	3	3	3	3	3	3	4	4	26
190	3	4	4	3	4	4	3	4	29

No. Resp	No. Pernyataan								Total
	1	2	3	4	5	6	7	8	
191	3	3	3	4	3	3	4	4	27
192	3	3	3	4	3	3	3	3	25
193	2	3	2	3	2	4	3	2	21
194	3	3	3	3	3	2	3	4	24
195	4	3	3	3	3	3	3	4	26
196	3	3	3	3	2	3	3	3	23
197	4	4	4	4	3	4	4	3	30
198	3	3	3	2	3	3	3	4	24
199	4	4	3	3	3	3	4	4	28
200	3	3	4	3	3	4	4	4	28
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208	4	4	3	3	4	3	3	4	28
209	4	4	4	4	2	4	4	3	29
210	2	3	3	2	2	2	3	3	20
211	3	3	3	2	2	2	3	3	21
212	4	3	4	3	4	4	3	4	29
213	4	4	4	4	4	4	4	4	32
214	4	3	4	3	4	3	4	4	29
215	4	4	3	3	3	3	4	4	28
216	4	3	3	3	4	3	4	4	28
217	3	4	3	3	3	3	4	4	27
218	4	4	4	4	3	2	3	3	27
219	2	3	1	2	3	4	2	2	19
220	3	4	4	2	3	2	4	4	26
221	4	4	4	3	3	3	3	4	28
222	3	4	4	4	4	3	4	4	30
223	3	3	3	4	3	3	3	4	26
224	3	3	2	3	3	3	3	3	23
225	3	3	3	4	3	3	3	3	25
226	3	3	3	3	3	3	3	4	25
227	4	3	3	3	3	3	3	4	26
228	2	2	2	1	2	2	3	3	17
229	3	3	2	3	3	3	3	3	23
230	3	3	3	4	3	3	3	3	25
231	3	3	3	3	3	3	3	4	25
232	4	3	3	3	3	3	3	4	26
233	2	2	2	1	2	2	3	3	17
234	2	2	2	1	2	2	3	3	17
	739	768	755	708	704	689	772	821	5956

Lampiran 17. Tabulasi Data Variabel *Brand Image* (X_3)

No. Resp	No. Pernyataan								Total
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1	2	2	2	2	1	2	2	3	16
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5	3	3	3	3	3	3	3	2	23
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12	3	3	3	4	4	4	3	4	28
13	4	4	4	4	4	4	3	4	31
14	2	3	3	3	3	4	3	2	23
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16	3	3	3	3	4	4	3	3	26
17	3	3	3	3	4	3	4	4	27
18	3	3	3	3	3	4	2	2	23
19	3	3	3	3	3	4	3	3	25
20	3	3	3	3	4	3	3	3	25
21	3	4	3	2	2	3	3	3	23
22	4	4	4	4	4	4	4	3	31
23	2	2	2	2	4	4	3	3	22
24	3	3	3	3	3	3	3	4	25
25	3	3	3	3	4	4	4	4	28
26	3	3	3	3	4	3	4	4	27
27	4	4	4	4	3	3	4	4	30
28	3	3	3	3	4	3	4	3	26
29	4	4	4	4	4	4	4	3	31
30	3	3	3	3	4	3	3	3	25
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35	2	3	3	3	4	3	3	3	24
36	3	3	3	3	4	3	3	3	25
37	4	4	4	4	4	3	3	3	29
38	4	3	4	4	3	4	3	4	29
39	3	3	3	3	4	3	3	3	25
40	2	2	3	4	3	3	3	3	23
41	3	3	4	2	2	3	2	2	21
42	3	3	3	3	2	3	3	3	23
43	3	3	3	3	4	3	3	3	25
44	2	2	3	4	4	4	3	2	24
45	3	4	3	3	2	3	3	3	24
46	3	3	3	4	3	3	3	3	25

No. Resp	No. Pernyataan								Total
	1	2	3	4	5	6	7	8	
47	4	3	3	4	2	3	4	3	26
48	3	3	4	4	3	3	3	3	26
49	3	3	3	3	4	3	3	3	25
50	3	3	4	4	3	4	2	3	26
51	3	3	3	3	2	3	4	3	24
52	3	3	3	3	2	3	3	2	22
53	3	3	3	3	3	4	3	3	25
54	4	3	3	4	1	3	3	2	23
55	4	3	4	3	3	3	3	2	25
56	3	3	3	4	4	4	3	4	28
57	3	4	3	4	3	3	3	2	25
58	3	3	3	3	4	3	3	2	24
59	4	4	3	3	3	3	3	2	25
60	4	4	4	4	3	4	3	4	30
61	3	3	3	4	4	3	3	4	27
62	4	3	4	3	3	4	3	4	28
63	3	3	4	3	4	4	3	3	27
64	4	4	3	3	4	3	3	4	28
65	3	3	3	3	3	4	3	3	25
66	3	3	3	3	3	3	3	3	24
67	3	3	2	3	2	3	2	3	21
68	4	4	4	4	3	3	3	3	28
69	4	4	4	4	3	4	3	3	29
70	3	4	4	3	3	3	4	4	28
71	3	3	3	3	2	3	3	3	23
72	3	3	3	3	2	3	3	3	23
73	3	3	3	3	3	3	3	3	24
74	2	3	2	3	3	3	3	3	22
75	3	3	3	3	2	3	3	3	23
76	2	1	2	3	3	2	2	2	17
77	2	3	3	3	2	3	3	3	22
78	2	3	3	3	3	4	3	3	24
79	3	3	3	3	1	3	2	2	20
80	2	3	3	4	4	4	3	2	25
81	3	3	3	3	3	3	3	2	23
82	3	3	3	3	4	3	3	2	24
83	2	3	3	3	4	4	3	2	24
84	3	4	3	3	2	4	4	4	27
85	3	3	3	3	3	3	3	3	24
86	3	3	3	4	4	4	3	4	28
87	3	3	3	3	4	4	3	3	26
88	3	3	3	4	4	4	3	4	28
89	4	4	4	4	4	4	3	4	31
90	2	3	3	3	3	4	3	2	23
91	3	3	3	3	2	3	3	2	22
92	3	3	3	3	4	4	3	3	26
93	3	3	3	3	4	3	4	4	27
94	3	3	3	3	3	4	2	2	23

No. Resp	No. Pernyataan								Total
	1	2	3	4	5	6	7	8	
143	3	3	2	3	2	3	2	3	21
144	4	4	4	4	3	3	3	3	28
145	4	4	4	4	3	4	3	3	29
146	3	4	4	3	3	3	4	4	28
147	3	3	3	3	2	3	3	3	23
148	3	3	3	3	2	3	3	3	23
149	3	3	3	3	3	3	3	3	24
150	2	3	2	3	3	3	3	3	22
151	3	3	3	3	2	3	3	3	23
152	2	1	2	3	3	2	2	2	17
153	2	3	3	3	2	3	3	3	22
154	2	3	3	3	3	4	3	3	24
155	3	3	3	3	1	3	2	2	20
156	2	3	3	4	4	4	3	2	25
157	3	3	3	3	3	3	3	2	23
158	3	3	3	3	4	3	3	2	24
159	2	3	3	3	4	4	3	2	24
160	3	4	3	3	2	4	4	4	27
161	3	3	3	3	3	3	3	3	24
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163	3	3	3	3	4	4	3	3	26
164	3	3	3	4	4	4	3	4	28
165	4	4	4	4	4	4	3	4	31
166	2	3	3	3	3	4	3	2	23
167	3	3	3	3	2	3	3	2	22
168	3	3	3	3	4	4	3	3	26
169	3	3	3	3	4	3	4	4	27
170	3	3	3	3	3	4	2	2	23
171	3	3	3	3	3	4	3	3	25
172	3	3	3	3	4	3	3	3	25
173	3	4	3	2	2	3	3	3	23
174	4	4	4	4	4	4	4	3	31
175	2	2	2	2	4	4	3	3	22
176	3	3	3	3	3	3	3	4	25
177	3	3	3	3	4	4	4	4	28
178	3	3	3	3	4	3	4	4	27
179	4	4	4	4	3	3	4	4	30
180	3	3	3	3	4	3	4	3	26
181	4	4	4	4	4	4	4	3	31
182	3	3	3	3	4	3	3	3	25
183	3	3	3	4	4	3	4	4	28
184	3	3	3	3	4	3	3	4	26
185	3	3	3	3	4	3	3	3	25
186	3	3	3	3	4	3	3	3	25
187	2	3	3	3	4	3	3	3	24
188	3	3	3	3	4	3	3	3	25
189	4	4	4	4	4	3	3	3	29
190	4	3	4	4	3	4	3	4	29

No. Resp	No. Pernyataan								Total
	1	2	3	4	5	6	7	8	
191	3	3	3	3	4	3	3	3	25
192	2	2	3	4	3	3	3	3	23
193	3	3	4	2	2	3	2	2	21
194	3	3	3	3	2	3	3	3	23
195	3	3	3	3	4	3	3	3	25
196	2	2	3	4	4	4	3	2	24
197	3	4	3	3	2	3	3	3	24
198	3	3	3	4	3	3	3	3	25
199	4	3	3	4	2	3	4	3	26
200	3	3	4	4	3	3	3	3	26
201	3	3	3	3	4	3	3	3	25
202	3	3	4	4	3	4	2	3	26
203	3	3	3	3	2	3	4	3	24
204	3	3	3	3	2	3	3	2	22
205	3	3	3	3	3	4	3	3	25
206	4	3	3	4	1	3	3	2	23
207	4	3	4	3	3	3	3	2	25
208	3	3	3	4	4	4	3	4	28
209	3	4	3	4	3	3	3	2	25
210	3	3	3	3	4	3	3	2	24
211	4	4	3	3	3	3	3	2	25
212	4	4	4	4	3	4	3	4	30
213	3	3	3	4	4	3	3	4	27
214	4	3	4	3	3	4	3	4	28
215	3	3	4	3	4	4	3	3	27
216	4	4	3	3	4	3	3	4	28
217	3	3	3	3	3	4	3	3	25
218	3	3	3	3	3	3	3	3	24
219	3	3	2	3	2	3	2	3	21
220	4	4	4	4	3	3	3	3	28
221	4	4	4	4	3	4	3	3	29
222	3	4	4	3	3	3	4	4	28
223	3	3	3	3	2	3	3	3	23
224	3	3	3	3	2	3	3	3	23
225	3	3	3	3	3	3	3	3	24
226	2	3	2	3	3	3	3	3	22
227	3	3	3	3	2	3	3	3	23
228	2	1	2	3	3	2	2	2	17
229	3	3	3	3	2	3	3	3	23
230	3	3	3	3	3	3	3	3	24
231	2	3	2	3	3	3	3	3	22
232	3	3	3	3	2	3	3	3	23
233	2	1	2	3	3	2	2	2	17
234	2	1	2	3	3	2	2	2	17
	711	727	734	761	744	774	717	704	5872

Lampiran 18. Tabulasi Data Variabel Kepuasan Pelanggan (Z)

No. Resp	No. Pernyataan						Total
	1	2	3	4	5	6	
1	2	2	3	2	3	2	14
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3	3	2	3	2	1	2	13
4	2	1	2	2	3	3	13
5	2	2	2	2	3	3	14
6	2	2	2	3	2	3	14
7	2	2	2	2	3	3	14
8	3	2	4	4	3	2	18
9	2	3	3	2	4	2	16
10	2	2	4	4	4	4	20
11	3	3	3	3	3	3	18
12	2	3	4	4	4	4	21
13	4	3	4	4	4	4	23
14	1	2	2	3	3	2	13
15	2	2	2	2	3	2	13
16	3	3	3	3	3	2	17
17	3	3	4	4	4	3	21
18	1	2	2	3	3	2	13
19	3	2	3	3	2	3	16
20	3	3	3	3	2	2	16
21	2	2	3	3	3	2	15
22	3	3	3	3	3	3	18
23	3	3	3	2	2	2	15
24	3	3	4	4	3	3	20
25	3	3	4	3	3	3	19
26	4	4	4	4	4	4	24
27	3	3	4	3	4	3	20
28	3	3	3	3	3	3	18
29	3	3	3	3	2	3	17
30	3	3	3	3	2	2	16
31	3	3	4	3	4	3	20
32	2	3	4	3	4	3	19
33	3	3	3	3	2	3	17
34	3	3	3	3	3	3	18
35	3	3	3	3	4	3	19
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37	3	3	3	3	3	3	18
38	4	4	4	4	3	4	23
39	3	3	3	4	4	3	20
40	3	3	3	3	4	2	18
41	2	3	2	3	3	2	15
42	3	3	3	3	3	2	17
43	3	3	3	3	3	3	18
44	2	2	2	3	3	2	14
45	3	3	3	3	4	4	20
46	2	3	3	2	2	2	14
47	3	3	3	3	3	2	17
48	3	3	3	3	3	3	18
49	3	3	3	3	3	3	18
50	3	3	3	3	3	4	19

51	3	3	3	3	4	3	19
52	2	2	2	2	3	2	13
53	3	3	3	3	3	3	18
54	2	2	2	3	3	3	15
55	3	3	2	1	3	2	14
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72	3	2	3	3	3	2	16
73	2	3	3	3	4	2	17
74	3	3	3	3	3	3	18
75	3	3	3	3	3	3	18
76	1	2	2	2	1	1	9
77	2	2	3	2	3	2	14
78	2	2	3	3	2	2	14
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84	3	2	4	4	3	2	18
85	2	3	3	2	4	2	16
86	2	2	4	4	4	4	20
87	3	3	3	3	3	3	18
88	2	3	4	4	4	4	21
89	4	3	4	4	4	4	23
90	1	2	2	3	3	2	13
91	2	2	2	2	3	2	13
92	3	3	3	3	3	2	17
93	3	3	4	4	4	3	21
94	1	2	2	3	3	2	13
95	3	2	3	3	2	3	16
96	3	3	3	3	2	2	16
97	2	2	3	3	3	2	15
98	3	3	3	3	3	3	18
99	3	3	3	2	2	2	15
100	3	3	4	4	3	3	20
101	3	3	4	3	3	3	19
102	4	4	4	4	4	4	24
103	3	3	4	3	4	3	20
104	3	3	3	3	3	3	18

105	3	3	3	3	2	3	17
106	3	3	3	3	2	2	16
107	3	3	4	3	4	3	20
108	2	3	4	3	4	3	19
109	3	3	3	3	2	3	17
110	3	3	3	3	3	3	18
111	3	3	3	3	4	3	19
112	3	3	3	3	3	3	18
113	3	3	3	3	3	3	18
114	4	4	4	4	3	4	23
115	3	3	3	4	4	3	20
116	3	3	3	3	4	2	18
117	2	3	2	3	3	2	15
118	3	3	3	3	3	2	17
119	3	3	3	3	3	3	18
120	2	2	2	3	3	2	14
121	3	3	3	3	4	4	20
122	2	3	3	2	2	2	14
123	3	3	3	3	3	2	17
124	3	3	3	3	3	3	18
125	3	3	3	3	3	3	18
126	3	3	3	3	3	4	19
127	3	3	3	3	4	3	19
128	2	2	2	2	3	2	13
129	3	3	3	3	3	3	18
130	2	2	2	3	3	3	15
131	3	3	2	1	3	2	14
132	3	3	4	3	3	2	18
133	3	3	2	2	4	4	18
134	2	2	2	2	2	2	12
135	3	2	2	2	2	2	13
136	2	2	4	4	3	3	18
137	3	3	4	3	4	4	21
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139	3	3	3	3	3	4	19
140	3	3	4	3	3	2	18
141	3	3	3	3	3	3	18
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143	2	3	3	2	2	3	15
144	3	3	3	3	2	2	16
145	3	3	3	3	3	3	18
146	3	4	4	4	4	3	22
147	3	3	3	3	4	2	18
148	3	2	3	3	3	2	16
149	2	3	3	3	4	2	17
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154	2	2	3	3	2	2	14
155	1	1	2	2	1	2	9
156	2	1	2	2	3	3	13
157	2	2	2	2	3	3	14
158	2	2	2	3	2	3	14

159	2	2	2	2	3	3	14
160	3	2	4	4	3	2	18
161	2	3	3	2	4	2	16
162	2	2	4	4	4	4	20
163	3	3	3	3	3	3	18
164	2	3	4	4	4	4	21
165	4	3	4	4	4	4	23
166	1	2	2	3	3	2	13
167	2	2	2	2	3	2	13
168	3	3	3	3	3	2	17
169	3	3	4	4	4	3	21
170	1	2	2	3	3	2	13
171	3	2	3	3	2	3	16
172	3	3	3	3	2	2	16
173	2	2	3	3	3	2	15
174	3	3	3	3	3	3	18
175	3	3	3	2	2	2	15
176	3	3	4	4	3	3	20
177	3	3	4	3	3	3	19
178	4	4	4	4	4	4	24
179	3	3	4	3	4	3	20
180	3	3	3	3	3	3	18
181	3	3	3	3	2	3	17
182	3	3	3	3	2	2	16
183	3	3	4	3	4	3	20
184	2	3	4	3	4	3	19
185	3	3	3	3	2	3	17
186	3	3	3	3	3	3	18
187	3	3	3	3	4	3	19
188	3	3	3	3	3	3	18
189	3	3	3	3	3	3	18
190	4	4	4	4	3	4	23
191	3	3	3	4	4	3	20
192	3	3	3	3	4	2	18
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194	3	3	3	3	3	2	17
195	3	3	3	3	3	3	18
196	2	2	2	3	3	2	14
197	3	3	3	3	4	4	20
198	2	3	3	2	2	2	14
199	3	3	3	3	3	2	17
200	3	3	3	3	3	3	18
201	3	3	3	3	3	3	18
202	3	3	3	3	3	4	19
203	3	3	3	3	4	3	19
204	2	2	2	2	3	2	13
205	3	3	3	3	3	3	18
206	2	2	2	3	3	3	15
207	3	3	2	1	3	2	14
208	3	3	4	3	3	2	18
209	3	3	2	2	4	4	18
210	2	2	2	2	2	2	12
211	3	2	2	2	2	2	13
212	2	2	4	4	3	3	18

213	3	3	4	3	4	4	21
214	3	3	4	3	3	2	18
215	3	3	3	3	3	4	19
216	3	3	4	3	3	2	18
217	3	3	3	3	3	3	18
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221	3	3	3	3	3	3	18
222	3	4	4	4	4	3	22
223	3	3	3	3	4	2	18
224	3	2	3	3	3	2	16
225	2	3	3	3	4	2	17
226	3	3	3	3	3	3	18
227	3	3	3	3	3	3	18
228	1	2	2	2	1	1	9
229	3	2	3	3	3	2	16
230	2	3	3	3	4	2	17
231	3	3	3	3	3	3	18
232	3	3	3	3	3	3	18
233	1	2	2	2	1	1	9
234	1	2	2	2	1	1	9
	621	637	704	676	708	627	3973

Lampiran 19. Tabulasi Data Variabel Loyalitas Pelanggan (Y)

No. Resp	No. Pernyataan								Total
	1	2	3	4	5	6	7	8	
1	3	2	3	3	3	3	3	2	22
2	2	2	3	3	3	3	3	3	22
3	1	2	3	3	3	2	2	2	18
4	3	3	3	3	2	2	2	2	20
5	3	3	3	3	2	2	2	2	20
6	2	3	3	3	2	2	2	3	20
7	3	3	4	3	2	2	2	2	21
8	3	2	3	3	4	3	4	4	26
9	4	2	3	3	3	2	3	2	22
10	4	4	4	3	4	4	4	4	31
11	3	3	3	3	3	3	3	3	24
12	4	4	4	4	4	4	4	4	32
13	4	4	4	4	4	4	4	4	32
14	3	2	3	3	2	3	2	3	21
15	3	2	3	3	2	2	2	2	19
16	3	2	4	4	3	3	3	3	25
17	4	3	4	4	4	4	4	4	31
18	3	2	3	4	2	2	2	3	21
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21	3	2	3	3	3	2	3	3	22
22	3	3	4	4	3	3	3	3	26
23	2	2	3	3	3	2	3	2	20
24	3	3	3	3	4	3	4	4	27
25	3	3	3	3	4	3	4	3	26
26	4	4	4	4	4	4	4	4	32
27	4	3	4	4	4	4	4	3	30
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29	2	3	4	4	3	3	3	3	25
30	2	2	3	3	3	3	3	3	22
31	4	3	4	3	4	4	4	3	29
32	4	3	3	3	4	4	4	3	28
33	2	3	4	4	3	3	3	3	25
34	3	3	4	4	3	3	3	3	26
35	4	3	4	3	3	3	3	3	26
36	3	3	4	4	3	3	3	3	26
37	3	3	4	4	3	3	3	3	26
38	3	4	3	3	4	4	4	4	29
39	4	3	2	3	3	3	3	4	25
40	4	2	3	3	3	3	3	3	24
41	3	2	2	3	2	2	2	3	19
42	3	2	3	3	3	3	3	3	23
43	3	3	4	3	3	3	3	3	25
44	3	2	1	2	2	2	2	3	17
45	4	4	1	3	3	3	3	3	24
46	2	2	1	3	3	2	3	2	18

No. Resp	No. Pernyataan								Total
	1	2	3	4	5	6	7	8	
47	3	2	3	3	3	3	3	3	23
48	3	3	3	4	3	3	3	3	25
49	3	3	2	3	3	3	3	3	23
50	3	4	3	2	3	3	3	3	24
51	4	3	4	2	3	2	3	3	24
52	3	2	3	3	2	3	2	2	20
53	3	3	3	3	3	3	3	3	24
54	3	3	1	3	2	2	2	3	19
55	3	2	4	4	2	2	2	1	20
56	3	2	1	3	4	4	4	3	24
57	4	4	3	3	2	2	2	2	22
58	2	2	2	3	2	2	2	2	17
59	2	2	3	3	2	2	2	2	18
60	3	3	1	3	4	3	4	4	25
61	4	4	3	4	4	4	4	3	30
62	3	2	4	3	4	3	4	3	26
63	3	4	1	3	3	3	3	3	23
64	3	2	3	4	4	3	4	3	26
65	3	3	4	3	3	3	3	3	25
66	4	2	3	4	3	3	3	1	23
67	2	3	3	3	3	3	3	2	22
68	2	2	4	4	3	3	3	3	24
69	3	3	4	4	3	3	3	3	26
70	4	3	2	4	4	3	4	4	28
71	4	2	2	3	3	3	3	3	23
72	3	2	3	3	3	3	3	3	23
73	4	2	3	3	3	4	3	3	25
74	3	3	3	3	3	3	3	3	24
75	3	3	4	4	3	3	3	3	26
76	1	1	3	3	2	2	2	2	16
77	3	2	3	3	3	3	3	2	22
78	2	2	3	3	3	3	3	3	22
79	1	2	3	3	2	2	2	2	17
80	3	3	3	3	2	2	2	2	20
81	3	3	3	3	2	2	2	2	20
82	2	3	3	3	2	2	2	3	20
83	3	3	4	3	2	2	2	2	21
84	3	2	3	3	4	3	4	4	26
85	4	2	3	3	3	2	3	2	22
86	4	4	4	3	4	4	4	4	31
87	3	3	3	3	3	3	3	3	24
88	4	4	4	4	4	4	4	4	32
89	4	4	4	4	4	4	4	4	32
90	3	2	3	3	2	3	2	3	21
91	3	2	3	3	2	2	2	2	19
92	3	2	4	4	3	3	3	3	25
93	4	3	4	4	4	4	4	4	31
94	3	2	3	4	2	2	2	3	21

No. Resp	No. Pernyataan								Total
	1	2	3	4	5	6	7	8	
95	2	3	4	4	3	3	3	3	25
96	2	2	4	4	3	3	3	3	24
97	3	2	3	3	3	2	3	3	22
98	3	3	4	4	3	3	3	3	26
99	2	2	3	3	3	2	3	2	20
100	3	3	3	3	4	3	4	4	27
101	3	3	3	3	4	3	4	3	26
102	4	4	4	4	4	4	4	4	32
103	4	3	4	4	4	4	4	3	30
104	3	3	4	4	3	3	3	3	26
105	2	3	4	4	3	3	3	3	25
106	2	2	3	3	3	3	3	3	22
107	4	3	4	3	4	4	4	3	29
108	4	3	3	3	4	4	4	3	28
109	2	3	4	4	3	3	3	3	25
110	3	3	4	4	3	3	3	3	26
111	4	3	4	3	3	3	3	3	26
112	3	3	4	4	3	3	3	3	26
113	3	3	4	4	3	3	3	3	26
114	3	4	3	3	4	4	4	4	29
115	4	3	2	3	3	3	3	4	25
116	4	2	3	3	3	3	3	3	24
117	3	2	2	3	2	2	2	3	19
118	3	2	3	3	3	3	3	3	23
119	3	3	4	3	3	3	3	3	25
120	3	2	1	2	2	2	2	3	17
121	4	4	1	3	3	3	3	3	24
122	2	2	1	3	3	2	3	2	18
123	3	2	3	3	3	3	3	3	23
124	3	3	3	4	3	3	3	3	25
125	3	3	2	3	3	3	3	3	23
126	3	4	3	2	3	3	3	3	24
127	4	3	4	2	3	2	3	3	24
128	3	2	3	3	2	3	2	2	20
129	3	3	3	3	3	3	3	3	24
130	3	3	1	3	2	2	2	3	19
131	3	2	4	4	2	2	2	1	20
132	3	2	1	3	4	4	4	3	24
133	4	4	3	3	2	2	2	2	22
134	2	2	2	3	2	2	2	2	17
135	2	2	3	3	2	2	2	2	18
136	3	3	1	3	4	3	4	4	25
137	4	4	3	4	4	4	4	3	30
138	3	2	4	3	4	3	4	3	26
139	3	4	1	3	3	3	3	3	23
140	3	2	3	4	4	3	4	3	26
141	3	3	4	3	3	3	3	3	25
142	4	2	3	4	3	3	3	1	23

No. Resp	No. Pernyataan								Total
	1	2	3	4	5	6	7	8	
143	2	3	3	3	3	3	3	2	22
144	2	2	4	4	3	3	3	3	24
145	3	3	4	4	3	3	3	3	26
146	4	3	2	4	4	3	4	4	28
147	4	2	2	3	3	3	3	3	23
148	3	2	3	3	3	3	3	3	23
149	4	2	3	3	3	4	3	3	25
150	3	3	3	3	3	3	3	3	24
151	3	3	4	4	3	3	3	3	26
152	1	1	3	3	2	2	2	2	16
153	3	2	3	3	3	3	3	2	22
154	2	2	3	3	3	3	3	3	22
155	1	2	3	3	2	2	2	2	17
156	3	3	3	3	2	2	2	2	20
157	3	3	3	3	2	2	2	2	20
158	2	3	3	3	2	2	2	3	20
159	3	3	4	3	2	2	2	2	21
160	3	2	3	3	4	3	4	4	26
161	4	2	3	3	3	2	3	2	22
162	4	4	4	3	4	4	4	4	31
163	3	3	3	3	3	3	3	3	24
164	4	4	4	4	4	4	4	4	32
165	4	4	4	4	4	4	4	4	32
166	3	2	3	3	2	3	2	3	21
167	3	2	3	3	2	2	2	2	19
168	3	2	4	4	3	3	3	3	25
169	4	3	4	4	4	4	4	4	31
170	3	2	3	4	2	2	2	3	21
171	2	3	4	4	3	3	3	3	25
172	2	2	4	4	3	3	3	3	24
173	3	2	3	3	3	2	3	3	22
174	3	3	4	4	3	3	3	3	26
175	2	2	3	3	3	2	3	2	20
176	3	3	3	3	4	3	4	4	27
177	3	3	3	3	4	3	4	3	26
178	4	4	4	4	4	4	4	4	32
179	4	3	4	4	4	4	4	3	30
180	3	3	4	4	3	3	3	3	26
181	2	3	4	4	3	3	3	3	25
182	2	2	3	3	3	3	3	3	22
183	4	3	4	3	4	4	4	3	29
184	4	3	3	3	4	4	4	3	28
185	2	3	4	4	3	3	3	3	25
186	3	3	4	4	3	3	3	3	26
187	4	3	4	3	3	3	3	3	26
188	3	3	4	4	3	3	3	3	26
189	3	3	4	4	3	3	3	3	26
190	3	4	3	3	4	4	4	4	29

No. Resp	No. Pernyataan								Total
	1	2	3	4	5	6	7	8	
191	4	3	2	3	3	3	3	4	25
192	4	2	3	3	3	3	3	3	24
193	3	2	2	3	2	2	2	3	19
194	3	2	3	3	3	3	3	3	23
195	3	3	4	3	3	3	3	3	25
196	3	2	1	2	2	2	2	3	17
197	4	4	1	3	3	3	3	3	24
198	2	2	1	3	3	2	3	2	18
199	3	2	3	3	3	3	3	3	23
200	3	3	3	4	3	3	3	3	25
201	3	3	2	3	3	3	3	3	23
202	3	4	3	2	3	3	3	3	24
203	4	3	4	2	3	2	3	3	24
204	3	2	3	3	2	3	2	2	20
205	3	3	3	3	3	3	3	3	24
206	3	3	1	3	2	2	2	3	19
207	3	2	4	4	2	2	2	1	20
208	3	2	1	3	4	4	4	3	24
209	4	4	3	3	2	2	2	2	22
210	2	2	2	3	2	2	2	2	17
211	2	2	3	3	2	2	2	2	18
212	3	3	1	3	4	3	4	4	25
213	4	4	3	4	4	4	4	3	30
214	3	2	4	3	4	3	4	3	26
215	3	4	1	3	3	3	3	3	23
216	3	2	3	4	4	3	4	3	26
217	3	3	4	3	3	3	3	3	25
218	4	2	3	4	3	3	3	1	23
219	2	3	3	3	3	3	3	2	22
220	2	2	4	4	3	3	3	3	24
221	3	3	4	4	3	3	3	3	26
222	4	3	2	4	4	3	4	4	28
223	4	2	2	3	3	3	3	3	23
224	3	2	3	3	3	3	3	3	23
225	4	2	3	3	3	4	3	3	25
226	3	3	3	3	3	3	3	3	24
227	3	3	4	4	3	3	3	3	26
228	1	1	3	3	2	2	2	2	16
229	3	2	3	3	3	3	3	3	23
230	4	2	3	3	3	4	3	3	25
231	3	3	3	3	3	3	3	3	24
232	3	3	4	4	3	3	3	3	26
233	1	1	3	3	2	2	2	2	16
234	1	1	3	3	2	2	2	2	16
	708	627	724	769	704	677	703	676	5588

Lampiran 20. Tabulasi Data Berpasangan

No. Resp	X₁	X₂	X₃	Z	Y
1	16	24	16	14	22
2	16	19	24	14	22
3	12	18	21	13	18
4	13	23	25	13	20
5	14	22	23	14	20
6	15	22	24	14	20
7	14	22	24	14	21
8	25	28	27	18	26
9	17	25	24	16	22
10	23	31	28	20	31
11	18	24	26	18	24
12	23	32	28	21	32
13	22	32	31	23	32
14	16	22	23	13	21
15	14	21	22	13	19
16	18	24	26	17	25
17	23	31	27	21	31
18	13	25	23	13	21
19	18	26	25	16	25
20	17	23	25	16	24
21	19	22	23	15	22
22	18	24	31	18	26
23	13	21	22	15	20
24	23	25	25	20	27
25	19	25	28	19	26
26	24	32	27	24	32
27	22	27	30	20	30
28	19	28	26	18	26
29	19	26	31	17	25
30	18	23	25	16	22
31	21	27	28	20	29
32	21	29	26	19	28
33	18	25	25	17	25
34	18	25	25	18	26
35	17	29	24	19	26
36	16	26	25	18	26
37	18	26	29	18	26
38	27	29	29	23	29
39	22	27	25	20	25
40	22	25	23	18	24
41	17	21	21	15	19
42	19	24	23	17	23
43	17	26	25	18	25
44	16	23	24	14	17
45	18	30	24	20	24
46	16	24	25	14	18

No. Resp	X₁	X₂	X₃	Z	Y
47	19	28	26	17	23
48	21	28	26	18	25
49	20	27	25	18	23
50	20	23	26	19	24
51	19	25	24	19	24
52	17	22	22	13	20
53	17	26	25	18	24
54	16	26	23	15	19
55	11	26	25	14	20
56	19	28	28	18	24
57	15	29	25	18	22
58	14	20	24	12	17
59	15	21	25	13	18
60	21	29	30	18	25
61	22	32	27	21	30
62	20	29	28	18	26
63	19	28	27	19	23
64	20	28	28	18	26
65	18	27	25	18	25
66	20	27	24	16	23
67	19	19	21	15	22
68	20	26	28	16	24
69	18	28	29	18	26
70	25	30	28	22	28
71	20	26	23	18	23
72	18	23	23	16	23
73	22	25	24	17	25
74	18	25	22	18	24
75	17	26	23	18	26
76	11	17	17	9	16
77	16	24	22	14	22
78	16	26	24	14	22
79	12	17	20	9	17
80	13	23	25	13	20
81	14	22	23	14	20
82	15	22	24	14	20
83	14	22	24	14	21
84	25	28	27	18	26
85	17	25	24	16	22
86	23	31	28	20	31
87	18	24	26	18	24
88	23	32	28	21	32
89	22	32	31	23	32
90	16	22	23	13	21
91	14	21	22	13	19
92	18	24	26	17	25
93	23	31	27	21	31
94	13	25	23	13	21
95	18	26	25	16	25

No. Resp	X₁	X₂	X₃	Z	Y
96	17	23	25	16	24
97	19	22	23	15	22
98	18	24	31	18	26
99	13	21	22	15	20
100	23	25	25	20	27
101	19	25	28	19	26
102	24	32	27	24	32
103	22	27	30	20	30
104	19	28	26	18	26
105	19	26	31	17	25
106	18	23	25	16	22
107	21	27	28	20	29
108	21	29	26	19	28
109	18	25	25	17	25
110	18	25	25	18	26
111	17	29	24	19	26
112	16	26	25	18	26
113	18	26	29	18	26
114	27	29	29	23	29
115	22	27	25	20	25
116	22	25	23	18	24
117	17	21	21	15	19
118	19	24	23	17	23
119	17	26	25	18	25
120	16	23	24	14	17
121	18	30	24	20	24
122	16	24	25	14	18
123	19	28	26	17	23
124	21	28	26	18	25
125	20	27	25	18	23
126	20	23	26	19	24
127	19	25	24	19	24
128	17	22	22	13	20
129	17	26	25	18	24
130	16	26	23	15	19
131	11	26	25	14	20
132	19	28	28	18	24
133	15	29	25	18	22
134	14	20	24	12	17
135	15	21	25	13	18
136	21	29	30	18	25
137	22	32	27	21	30
138	20	29	28	18	26
139	19	28	27	19	23
140	20	28	28	18	26
141	18	27	25	18	25
142	20	27	24	16	23
143	19	19	21	15	22
144	20	26	28	16	24

No. Resp	X₁	X₂	X₃	Z	Y
145	18	28	29	18	26
146	25	30	28	22	28
147	20	26	23	18	23
148	18	23	23	16	23
149	22	25	24	17	25
150	18	25	22	18	24
151	17	26	23	18	26
152	11	17	17	9	16
153	16	24	22	14	22
154	16	26	24	14	22
155	12	17	20	9	17
156	13	23	25	13	20
157	14	22	23	14	20
158	15	22	24	14	20
159	14	22	24	14	21
160	25	28	27	18	26
161	17	25	24	16	22
162	23	31	28	20	31
163	18	24	26	18	24
164	23	32	28	21	32
165	22	32	31	23	32
166	16	22	23	13	21
167	14	21	22	13	19
168	18	24	26	17	25
169	23	31	27	21	31
170	13	25	23	13	21
171	18	26	25	16	25
172	17	23	25	16	24
173	19	22	23	15	22
174	18	24	31	18	26
175	13	21	22	15	20
176	23	25	25	20	27
177	19	25	28	19	26
178	24	32	27	24	32
179	22	27	30	20	30
180	19	28	26	18	26
181	19	26	31	17	25
182	18	23	25	16	22
183	21	27	28	20	29
184	21	29	26	19	28
185	18	25	25	17	25
186	18	25	25	18	26
187	17	29	24	19	26
188	16	26	25	18	26
189	18	26	29	18	26
190	27	29	29	23	29
191	22	27	25	20	25
192	22	25	23	18	24
193	17	21	21	15	19

No. Resp	X₁	X₂	X₃	Z	Y
194	19	24	23	17	23
195	17	26	25	18	25
196	16	23	24	14	17
197	18	30	24	20	24
198	16	24	25	14	18
199	19	28	26	17	23
200	21	28	26	18	25
201	20	27	25	18	23
202	20	23	26	19	24
203	19	25	24	19	24
204	17	22	22	13	20
205	17	26	25	18	24
206	16	26	23	15	19
207	11	26	25	14	20
208	19	28	28	18	24
209	15	29	25	18	22
210	14	20	24	12	17
211	15	21	25	13	18
212	21	29	30	18	25
213	22	32	27	21	30
214	20	29	28	18	26
215	19	28	27	19	23
216	20	28	28	18	26
217	18	27	25	18	25
218	20	27	24	16	23
219	19	19	21	15	22
220	20	26	28	16	24
221	18	28	29	18	26
222	25	30	28	22	28
223	20	26	23	18	23
224	18	23	23	16	23
225	22	25	24	17	25
226	18	25	22	18	24
227	17	26	23	18	26
228	11	17	17	9	16
229	18	23	23	16	23
230	22	25	24	17	25
231	18	25	22	18	24
232	17	26	23	18	26
233	11	17	17	9	16
234	11	17	17	9	16
	4282	5956	5872	3973	5588

Lampiran 21. Outputs SPSS Deskripsi Data

Descriptives

Descriptive Statistics							
	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation
x1_1	234	2,00	2,00	4,00	677,00	2,8932	,64298
x1_2	234	2,00	2,00	4,00	703,00	3,0043	,67765
x1_3	234	3,00	1,00	4,00	676,00	2,8889	,65875
x1_4	234	3,00	1,00	4,00	578,00	2,4701	,81375
x1_5	234	3,00	1,00	4,00	476,00	2,0342	,73457
x1_6	234	3,00	1,00	4,00	547,00	2,3376	,61571
x1_7	234	3,00	1,00	4,00	625,00	2,6709	,66701
x2_1	234	2,00	2,00	4,00	739,00	3,1581	,68444
x2_2	234	2,00	2,00	4,00	768,00	3,2821	,55351
x2_3	234	3,00	1,00	4,00	755,00	3,2265	,66486
x2_4	234	3,00	1,00	4,00	708,00	3,0256	,75224
x2_5	234	2,00	2,00	4,00	704,00	3,0085	,67443
x2_6	234	3,00	1,00	4,00	689,00	2,9444	,65603
x2_7	234	2,00	2,00	4,00	772,00	3,2991	,52023
x2_8	234	2,00	2,00	4,00	821,00	3,5085	,57293
x3_1	234	2,00	2,00	4,00	711,00	3,0385	,58835
x3_2	234	3,00	1,00	4,00	727,00	3,1068	,55716
x3_3	234	2,00	2,00	4,00	734,00	3,1368	,50586
x3_4	234	2,00	2,00	4,00	761,00	3,2521	,52460
x3_5	234	3,00	1,00	4,00	744,00	3,1795	,83502
x3_6	234	2,00	2,00	4,00	774,00	3,3077	,51520
x3_7	234	2,00	2,00	4,00	717,00	3,0641	,49042
x3_8	234	2,00	2,00	4,00	704,00	3,0085	,67443
z_1	234	3,00	1,00	4,00	621,00	2,6538	,64509
z_2	234	3,00	1,00	4,00	637,00	2,7222	,56714
z_3	234	2,00	2,00	4,00	704,00	3,0085	,67443
z_4	234	3,00	1,00	4,00	676,00	2,8889	,65875
z_5	234	3,00	1,00	4,00	708,00	3,0256	,75224
z_6	234	3,00	1,00	4,00	627,00	2,6795	,72052
y_1	234	3,00	1,00	4,00	708,00	3,0256	,75224
y_2	234	3,00	1,00	4,00	627,00	2,6795	,72052
y_3	234	3,00	1,00	4,00	724,00	3,0940	,88364
y_4	234	2,00	2,00	4,00	769,00	3,2863	,53148
y_5	234	2,00	2,00	4,00	704,00	3,0085	,67443
y_6	234	2,00	2,00	4,00	677,00	2,8932	,64298
y_7	234	2,00	2,00	4,00	703,00	3,0043	,67765
y_8	234	3,00	1,00	4,00	676,00	2,8889	,65875
Valid N (listwise)	234						

Lampiran 22. Hasil Output SPSS Substruktur 1

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Image (X3), Harga (X1), Kualitas Produk (X2) ^b		Enter

a. Dependent Variable: Kepuasan Pelanggan (Z)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,913 ^a	,833	,831	1,20776

a. Predictors: (Constant), Brand Image (X3), Harga (X1), Kualitas Produk (X2)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1673,393	3	557,798	382,395	,000 ^b
	Residual	335,500	230	1,459		
	Total	2008,893	233			

a. Dependent Variable: Kepuasan Pelanggan (Z)

b. Predictors: (Constant), Brand Image (X3), Harga (X1), Kualitas Produk (X2)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,056	,736		4,151	,000
	Harga (X1)	,409	,034	,461	12,094	,000
	Kualitas Produk (X2)	,401	,036	,464	11,051	,000
	Brand Image (X3)	,093	,040	,088	2,342	,020

a. Dependent Variable: Kepuasan Pelanggan (Z)

Lampiran 23. Hasil Output SPSS Substruktur 2

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Pelanggan (Z), Brand Image (X3), Harga (X1), Kualitas Produk (X2) ^b		Enter

a. Dependent Variable: Loyalitas Pelanggan (Y)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,916 ^a	,839	,837	1,49757

a. Predictors: (Constant), Kepuasan Pelanggan (Z), Brand Image (X3), Harga (X1), Kualitas Produk (X2)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2685,065	4	671,266	299,308	,000 ^b
	Residual	513,584	229	2,243		
	Total	3198,650	233			

a. Dependent Variable: Loyalitas Pelanggan (Y)

b. Predictors: (Constant), Kepuasan Pelanggan (Z), Brand Image (X3), Harga (X1), Kualitas Produk (X2)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,631	,946		,666	,506
	Harga (X1)	,181	,054	,162	3,375	,001
	Kualitas Produk (X2)	,153	,056	,140	2,742	,007
	Brand Image (X3)	,148	,050	,111	2,965	,003
	Kepuasan Pelanggan (Z)	,726	,082	,576	8,883	,000

a. Dependent Variable: Loyalitas Pelanggan (Y)

Lampiran 24. Surat Riset

DAFTAR RIWAYAT HIDUP PENELITI

Data Pribadi

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Pendidikan Formal

2003-2009 : SDN Penggilingan 09 Jakarta
2009-2012 : SMPN 236 Jakarta
2012-2015 : SMAN 76 Jakarta
2015 – Sekarang : STIE INDONESIA JAKARTA

Pengalaman Organisasi

Anggota MPK SMPN 236 Jakarta
Anggota Team Futsal SMPN 236 Jakarta
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Anggota OSIS SMAN 76 Jakarta