

LAMPIRAN
Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN



PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI
UNIVERSITAS TRIBHUWANA TUNGGADDEWI
MALANG

Bapak/Ibu Saudara/i yang saya hormati,

Saya mahasiswa Universitas Tribhuwana Tungadewi Malang Fakultas Ekonomi Program Studi Manajemen, dalam hal ini saya meminta izin untuk mengadakan penelitian sebagai syarat untuk memperoleh gelar Sarjana Ekonomi. Judul penelitian “Pengaruh Kualitas Produk, Harga, dan Kepuasan Terhadap Loyalitas Pelanggan”. Hasil penelitian ini tidak dipublikasikan, melainkan untuk kepentingan peneliti. Atas bantuan, kesediaan waktu dan kerjasama yang baik saya ucapkan terimakasih.

Hormat saya,

Zakaria

I. DATA RESPONDEN

Nama :

Jenis Kelamin : (Laki-laki/Perempuan)

Frekuensi Pembelai :

II. PETUNJUK PENGISIAN

- 1) Sebelum mengisi pernyataan berikut, saya memohon kesediaan Bapak/Ibu untuk membaca terlebih dahulu petunjuk pengisian ini.
- 2) Pilih salah satu jawaban yang paling tepat dan sesuai dengan keadaan Bapak/Ibu, lalu berilah tanda checklist (√) pada kolom yang telah disediakan.

Setiap pernyataan mempunyai lima alternatif jawaban yaitu :

- a) Sangat Setuju (SS) : 5
 - b) Setuju (S) : 4
 - c) Kurang Setuju (KS) : 3
 - d) Tidak Setuju (TS) : 2
 - e) Sangat Tidak Setuju (STS): 1
- 3) Mohon setiap pernyataan dapat diisi seluruhnya dengan jawaban yang sejujur-jujurnya.

A. Pertanyaan Variabel X1 (Kualitas Produk)

No	Pertanyaan	Alternatif Jawaban				
		5	4	3	2	1
1	Rasa produk sesuai harapan					
2	Rasa produk konsisten					
3	Fitur produk lengkap					
4	Fitur produk diperbarui sesuai kebutuhan					
5	Desain kemasan produk menarik					
6	Kemasan produk melindungi isi dengan baik					

B. Pertanyaan Variabel X2 (Kepuasan Pelanggan)

No	Pertanyaan	Alternatif Jawaban				
		5	4	3	2	1
1	Harga produk sesuai dengan kualitas					
2	Harga produk wajar dibandingkan kompetitor					
3	Sering memanfaatkan diskon yang ditawarkan					
4	Besaran diskon yang ditawarkan menarik					
5	Syarat pembayaran disampaikan dengan jelas					
6	Syarat pembayaran yang ditetapkan fleksibel					
7	Fasilitas kredit membantu dalam membeli produk					
8	Pengajuan kredit pembelian mudah dilakukan					
9	Periode pembayaran sesuai kemampuan finansial					
10	Periode pembayaran yang diberikan fleksibel					

C. Pertanyaan Variabel X3 (Kepuasan Pelanggan)

No	Pertanyaan	Alternatif Jawaban				
		5	4	3	2	1
1	Tetap membeli produk di masa mendatang					
2	Mengulangi pembelian produk dalam 6 bulan terakhir					
3	Tertarik mencoba produk baru yang keluaran					
4	Kepuasan meningkatkan minat pada produk baru					
5	Merekomendasikan produk ke orang lain					
6	Kepuasan mendorong untuk mempromosikan produk					
7	Sering memilih produk meskipun harganya lebih tinggi					
8	Kualitas produk membuat membayar harga premium					
9	Sering memberikan masukan untuk perbaikan produk					
10	Kritik atau saran mudah disampaikan					

D. Pertanyaan Variabel Y (Loyalitas Pelanggan)

No	Pertanyaan	Alternatif Jawaban				
		5	4	3	2	1
1	Merasa dekat dengan produk					
2	Sering berinteraksi dengan layanan pelanggan perusahaan					
3	Percaya dengan kualitas produk					
4	Produk memberikan kualitas yang sesuai					
5	Proses pembelian produk efisien					
6	Produk mudah ditemukan di pasaran					
7	Memilih produk meskipun ada alternatif lebih murah					
8	Rela menghadapi kendala demi tetap menggunakan produk ini					
9	Bangga sebagai pelanggan setia					
10	Sulit untuk beralih ke produk kompetitor					

Lampiran 2. Karakteristik Responden Berdasarkan Jenis Kelamin

JK					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	15	30.0	30.0	30.0
	PEREMPUAN	35	70.0	70.0	100.0
	Total	50	100.0	100.0	

Lampiran 3. Karakteristik Responden Berdasarkan Frekuensi Pembelian

FREKUENSI					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	12.0	12.0	12.0
	>2	44	88.0	88.0	100.0
	Total	50	100.0	100.0	

Lampiran 4. Analisa Variabel X1**X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT SETUJU	10	20.0	20.0	20.0
	NETRAL	18	36.0	36.0	56.0
	SETUJU	22	44.0	44.0	100.0
	Total	50	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	9	18.0	18.0	18.0
	SANGAT SETUJU	16	32.0	32.0	50.0
	SETUJU	25	50.0	50.0	100.0

	Total	50	100.0	100.0	
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X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	12	24.0	24.0	24.0
	SETUJU	16	32.0	32.0	56.0
	SANGAT SETUJU	22	44.0	44.0	100.0
	Total	50	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	10	20.0	20.0	20.0
	SETUJU	20	40.0	40.0	60.0
	SANGAT SETUJU	20	40.0	40.0	100.0
	Total	50	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	7	14.0	14.0	14.0
	SETUJU	21	42.0	42.0	56.0
	SANGAT SETUJU	22	44.0	44.0	100.0
	Total	50	100.0	100.0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	8	16.0	16.0	16.0
	SANGAT SETUJU	16	32.0	32.0	48.0
	SETUJU	26	52.0	52.0	100.0
	Total	50	100.0	100.0	

Lampiran 5. Analisa Variabel X2**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	3	6.0	6.0	6.0
	SANGAT SETUJU	20	40.0	40.0	46.0
	SETUJU	27	54.0	54.0	100.0
	Total	50	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	7	14.0	14.0	14.0
	SETUJU	21	42.0	42.0	56.0
	SANGAT SETUJU	22	44.0	44.0	100.0
	Total	50	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	9	18.0	18.0	18.0
	SETUJU	19	38.0	38.0	56.0
	SANGAT SETUJU	22	44.0	44.0	100.0
	Total	50	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	8	16.0	16.0	16.0
	SANGAT SETUJU	19	38.0	38.0	54.0
	SETUJU	23	46.0	46.0	100.0
	Total	50	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	6	12.0	12.0	12.0
	SETUJU	22	44.0	44.0	56.0
	SANGAT SETUJU	22	44.0	44.0	100.0
	Total	50	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	7	14.0	14.0	14.0
	SETUJU	15	30.0	30.0	44.0
	SANGAT SETUJU	28	56.0	56.0	100.0
	Total	50	100.0	100.0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	8	16.0	16.0	16.0
	SETUJU	17	34.0	34.0	50.0
	SANGAT SETUJU	25	50.0	50.0	100.0
	Total	50	100.0	100.0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	6	12.0	12.0	12.0
	SETUJU	22	44.0	44.0	56.0
	SANGAT SETUJU	22	44.0	44.0	100.0
	Total	50	100.0	100.0	

X2.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	6	12.0	12.0	12.0
	SANGAT SETUJU	21	42.0	42.0	54.0
	SETUJU	23	46.0	46.0	100.0
	Total	50	100.0	100.0	

X2.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	5	10.0	10.0	10.0
	SETUJU	22	44.0	44.0	54.0
	SANGAT SETUJU	23	46.0	46.0	100.0
	Total	50	100.0	100.0	

Lampiran 6. Analisa Variabel X3**X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	7	14.0	14.0	14.0
	SETUJU	19	38.0	38.0	52.0
	SANGAT SETUJU	24	48.0	48.0	100.0
	Total	50	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	2	4.0	4.0	4.0
	SETUJU	21	42.0	42.0	46.0
	SANGAT SETUJU	27	54.0	54.0	100.0
	Total	50	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	3	6.0	6.0	6.0
	SETUJU	19	38.0	38.0	44.0
	SANGAT SETUJU	28	56.0	56.0	100.0
	Total	50	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	3	6.0	6.0	6.0
	SETUJU	19	38.0	38.0	44.0
	SANGAT SETUJU	28	56.0	56.0	100.0
	Total	50	100.0	100.0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	1	2.0	2.0	2.0
	SETUJU	15	30.0	30.0	32.0
	SANGAT SETUJU	34	68.0	68.0	100.0
	Total	50	100.0	100.0	

X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	4	8.0	8.0	8.0
	SETUJU	16	32.0	32.0	40.0
	SANGAT SETUJU	30	60.0	60.0	100.0
	Total	50	100.0	100.0	

X3.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	5	10.0	10.0	10.0
	SETUJU	15	30.0	30.0	40.0
	SANGAT SETUJU	30	60.0	60.0	100.0
	Total	50	100.0	100.0	

X3.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	5	10.0	10.0	10.0
	SETUJU	13	26.0	26.0	36.0
	SANGAT SETUJU	32	64.0	64.0	100.0
	Total	50	100.0	100.0	

X3.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	1	2.0	2.0	2.0
	SETUJU	22	44.0	44.0	46.0
	SANGAT SETUJU	27	54.0	54.0	100.0
	Total	50	100.0	100.0	

X3.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	3	6.0	6.0	6.0
	SETUJU	15	30.0	30.0	36.0
	SANGAT SETUJU	32	64.0	64.0	100.0
	Total	50	100.0	100.0	

Lampiran 7. Analisa Variabel Y**Y1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	2	4.0	4.0	4.0
	SETUJU	24	48.0	48.0	52.0
	SANGAT SETUJU	24	48.0	48.0	100.0
	Total	50	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	2	4.0	4.0	4.0
	SETUJU	18	36.0	36.0	40.0
	SANGAT SETUJU	30	60.0	60.0	100.0
	Total	50	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	3	6.0	6.0	6.0
	SANGAT SETUJU	21	42.0	42.0	48.0
	SETUJU	26	52.0	52.0	100.0
	Total	50	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	8	16.0	16.0	16.0
	SETUJU	18	36.0	36.0	52.0
	SANGAT SETUJU	24	48.0	48.0	100.0
	Total	50	100.0	100.0	

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	1	2.0	2.0	2.0
	SETUJU	21	42.0	42.0	44.0
	SANGAT SETUJU	28	56.0	56.0	100.0
	Total	50	100.0	100.0	

Y1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	2	4.0	4.0	4.0
	SETUJU	23	46.0	46.0	50.0
	SANGAT SETUJU	25	50.0	50.0	100.0
	Total	50	100.0	100.0	

Y1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	3	6.0	6.0	6.0
	SANGAT SETUJU	23	46.0	46.0	52.0
	SETUJU	24	48.0	48.0	100.0
	Total	50	100.0	100.0	

Y1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	4	8.0	8.0	8.0
	SETUJU	22	44.0	44.0	52.0
	SANGAT SETUJU	24	48.0	48.0	100.0
	Total	50	100.0	100.0	

Y1.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	5	10.0	10.0	10.0
	SANGAT SETUJU	22	44.0	44.0	54.0
	SETUJU	23	46.0	46.0	100.0
	Total	50	100.0	100.0	

Y1.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NETRAL	1	2.0	2.0	2.0
	SETUJU	20	40.0	40.0	42.0
	SANGAT SETUJU	29	58.0	58.0	100.0
	Total	50	100.0	100.0	

Lampiran 8. Uji Validitas Variabel X1
Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTAL_X1
X1.1	Pearson Correlation	1	.281	-.219	.241	.016	.133	.374
	Sig. (2-tailed)		.048	.127	.091	.914	.357	.007
	N	50	50	50	50	50	50	50
X1.2	Pearson Correlation	.281	1	.274	.679	.326	.594	.817
	Sig. (2-tailed)	.048		.054	.000	.021	.000	.000
	N	50	50	50	50	50	50	50
X1.3	Pearson Correlation	-.219	.274	1	.301	.286	.274	.522
	Sig. (2-tailed)	.127	.054		.034	.044	.054	.000
	N	50	50	50	50	50	50	50
X1.4	Pearson Correlation	.241	.679	.301	1	.305	.611	.819
	Sig. (2-tailed)	.091	.000	.034		.031	.000	.000
	N	50	50	50	50	50	50	50
X1.5	Pearson Correlation	.016	.326	.286	.305	1	.237	.563
	Sig. (2-tailed)	.914	.021	.044	.031		.097	.000
	N	50	50	50	50	50	50	50
X1.6	Pearson Correlation	.133	.594	.274	.611	.237	1	.734
	Sig. (2-tailed)	.357	.000	.054	.000	.097		.000
	N	50	50	50	50	50	50	50
TOTAL_X1	Pearson Correlation	.374	.817	.522	.819	.563	.734	1
	Sig. (2-tailed)	.007	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50	50

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

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

Lampiran 9. Uji Validitas Variabel X2

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	TOTAL_X2
X2.1	Pearson Correlation	1	-.054	.210	.013	.532	.135	.287	-.022	.097	.254	.441
	Sig. (2-tailed)		.712	.143	.931	.000	.351	.043	.879	.505	.076	.001
	N	50	50	50	50	50	50	50	50	50	50	50
X2.2	Pearson Correlation	-.054	1	.234	.151	.051	-.012	.112	.135	.106	.375	.404
	Sig. (2-tailed)	.712		.101	.296	.727	.935	.437	.349	.462	.007	.004
	N	50	50	50	50	50	50	50	50	50	50	50
X2.3	Pearson Correlation	.210	.234	1	.159	.352	.132	.276	-.046	.245	.095	.516
	Sig. (2-tailed)	.143	.101		.270	.012	.362	.052	.750	.087	.511	.000
	N	50	50	50	50	50	50	50	50	50	50	50
X2.4	Pearson Correlation	.013	.151	.159	1	.147	.370	-.067	.231	-.013	.306	.440
	Sig. (2-tailed)	.931	.296	.270		.309	.008	.643	.106	.930	.031	.001
	N	50	50	50	50	50	50	50	50	50	50	50
X2.5	Pearson Correlation	.532	.051	.352	.147	1	.297	.423	.170	.185	.371	.660
	Sig. (2-tailed)	.000	.727	.012	.309		.036	.002	.239	.198	.008	.000
	N	50	50	50	50	50	50	50	50	50	50	50
X2.6	Pearson Correlation	.135	-.012	.132	.370	.297	1	.145	.461	.276	.271	.588
	Sig. (2-tailed)	.351	.935	.362	.008	.036		.316	.001	.052	.057	.000
	N	50	50	50	50	50	50	50	50	50	50	50
X2.7	Pearson Correlation	.287	.112	.276	-.067	.423	.145	1	.143	.238	.326	.552
	Sig. (2-tailed)	.043	.437	.052	.643	.002	.316		.323	.095	.021	.000
	N	50	50	50	50	50	50	50	50	50	50	50
X2.8	Pearson Correlation	-.022	.135	-.046	.231	.170	.461	.143	1	.317	.326	.514
	Sig. (2-tailed)	.879	.349	.750	.106	.239	.001	.323		.025	.021	.000
	N	50	50	50	50	50	50	50	50	50	50	50
X2.9	Pearson Correlation	.097	.106	.245	-.013	.185	.276	.238	.317	1	.209	.503
	Sig. (2-tailed)	.505	.462	.087	.930	.198	.052	.095	.025		.145	.000
	N	50	50	50	50	50	50	50	50	50	50	50
X2.10	Pearson Correlation	.254	.375	.095	.306	.371	.271	.326	.326	.209	1	.661
	Sig. (2-tailed)	.076	.007	.511	.031	.008	.057	.021	.021	.145		.000
	N	50	50	50	50	50	50	50	50	50	50	50
TOTAL_X2	Pearson Correlation	.441	.404	.516	.440	.660	.588	.552	.514	.503	.661	1
	Sig. (2-tailed)	.001	.004	.000	.001	.000	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50	50	50	50	50	50

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

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

Lampiran 10. Uji Validitas Variabel X3

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	TOTAL_X3
X3.1	Pearson Correlation	1	.172	-.069	.116	-.067	.007	-.105	.287	.113	.147	.335
	Sig. (2-tailed)		.234	.632	.423	.645	.961	.468	.043	.434	.310	.017
	N	50	50	50	50	50	50	50	50	50	50	50
X3.2	Pearson Correlation	.172	1	.143	.143	.305	.163	.389	.338	.259	.202	.585
	Sig. (2-tailed)	.234		.322	.322	.031	.257	.005	.016	.070	.159	.000
	N	50	50	50	50	50	50	50	50	50	50	50
X3.3	Pearson Correlation	-.069	.143	1	.189	.416	.257	.466	.270	.367	.245	.614
	Sig. (2-tailed)	.632	.322		.188	.003	.072	.001	.058	.009	.086	.000
	N	50	50	50	50	50	50	50	50	50	50	50
X3.4	Pearson Correlation	.116	.143	.189	1	-.160	.103	.025	.319	.244	.354	.450
	Sig. (2-tailed)	.423	.322	.188		.267	.478	.866	.024	.087	.012	.001
	N	50	50	50	50	50	50	50	50	50	50	50
X3.5	Pearson Correlation	-.067	.305	.416	-.160	1	.173	.609	.359	.278	-.009	.529
	Sig. (2-tailed)	.645	.031	.003	.267		.231	.000	.010	.051	.950	.000
	N	50	50	50	50	50	50	50	50	50	50	50
X3.6	Pearson Correlation	.007	.163	.257	.103	.173	1	.233	.138	.202	.151	.465
	Sig. (2-tailed)	.961	.257	.072	.478	.231		.104	.339	.159	.294	.001
	N	50	50	50	50	50	50	50	50	50	50	50
X3.7	Pearson Correlation	-.105	.389	.466	.025	.609	.233	1	.289	.277	.124	.621
	Sig. (2-tailed)	.468	.005	.001	.866	.000	.104		.042	.051	.392	.000
	N	50	50	50	50	50	50	50	50	50	50	50
X3.8	Pearson Correlation	.287	.338	.270	.319	.359	.138	.289	1	.220	.116	.647
	Sig. (2-tailed)	.043	.016	.058	.024	.010	.339	.042		.125	.423	.000
	N	50	50	50	50	50	50	50	50	50	50	50
X3.9	Pearson Correlation	.113	.259	.367	.244	.278	.202	.277	.220	1	.057	.553
	Sig. (2-tailed)	.434	.070	.009	.087	.051	.159	.051	.125		.696	.000
	N	50	50	50	50	50	50	50	50	50	50	50
X3.10	Pearson Correlation	.147	.202	.245	.354	-.009	.151	.124	.116	.057	1	.458
	Sig. (2-tailed)	.310	.159	.086	.012	.950	.294	.392	.423	.696		.001
	N	50	50	50	50	50	50	50	50	50	50	50
TOTAL_X3	Pearson Correlation	.335	.585	.614	.450	.529	.465	.621	.647	.553	.458	1
	Sig. (2-tailed)	.017	.000	.000	.001	.000	.001	.000	.000	.000	.001	
	N	50	50	50	50	50	50	50	50	50	50	50

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

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

Lampiran 11. Uji Validitas Variabel Y
Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	TOTAL_Y
Y1.1	Pearson Correlation	1	.164	.360	.171	.138	.115	.420	.399	.243	.175	.589
	Sig. (2-tailed)		.254	.010	.235	.339	.427	.002	.004	.089	.223	.000
	N	50	50	50	50	50	50	50	50	50	50	50
Y1.2	Pearson Correlation	.164	1	.054	.158	.057	.130	.338	.210	.133	.152	.441
	Sig. (2-tailed)	.254		.707	.274	.692	.370	.016	.143	.356	.293	.001
	N	50	50	50	50	50	50	50	50	50	50	50
Y1.3	Pearson Correlation	.360	.054	1	.415	.332	-.134	.158	.203	.357	.184	.556
	Sig. (2-tailed)	.010	.707		.003	.018	.352	.274	.157	.011	.200	.000
	N	50	50	50	50	50	50	50	50	50	50	50
Y1.4	Pearson Correlation	.171	.158	.415	1	.287	.387	.241	.187	.105	.118	.604
	Sig. (2-tailed)	.235	.274	.003		.043	.006	.091	.194	.470	.413	.000
	N	50	50	50	50	50	50	50	50	50	50	50
Y1.5	Pearson Correlation	.138	.057	.332	.287	1	-.027	.199	.130	.276	.061	.452
	Sig. (2-tailed)	.339	.692	.018	.043		.851	.167	.370	.053	.673	.001
	N	50	50	50	50	50	50	50	50	50	50	50
Y1.6	Pearson Correlation	.115	.130	-.134	.387	-.027	1	.105	.155	.170	.203	.399
	Sig. (2-tailed)	.427	.370	.352	.006	.851		.469	.284	.237	.156	.004
	N	50	50	50	50	50	50	50	50	50	50	50
Y1.7	Pearson Correlation	.420	.338	.158	.241	.199	.105	1	.264	.266	.299	.612
	Sig. (2-tailed)	.002	.016	.274	.091	.167	.469		.064	.062	.035	.000
	N	50	50	50	50	50	50	50	50	50	50	50
Y1.8	Pearson Correlation	.399	.210	.203	.187	.130	.155	.264	1	.252	.284	.580
	Sig. (2-tailed)	.004	.143	.157	.194	.370	.284	.064		.077	.046	.000
	N	50	50	50	50	50	50	50	50	50	50	50
Y1.9	Pearson Correlation	.243	.133	.357	.105	.276	.170	.266	.252	1	.314	.585
	Sig. (2-tailed)	.089	.356	.011	.470	.053	.237	.062	.077		.026	.000
	N	50	50	50	50	50	50	50	50	50	50	50
Y1.10	Pearson Correlation	.175	.152	.184	.118	.061	.203	.299	.284	.314	1	.506
	Sig. (2-tailed)	.223	.293	.200	.413	.673	.156	.035	.046	.026		.000
	N	50	50	50	50	50	50	50	50	50	50	50
TOTAL_Y	Pearson Correlation	.589	.441	.556	.604	.452	.399	.612	.580	.585	.506	1
	Sig. (2-tailed)	.000	.001	.000	.000	.001	.004	.000	.000	.000	.000	
	N	50	50	50	50	50	50	50	50	50	50	50

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

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

Lampiran 12. Uji Reliabilitas Variabel X1
Reliability Statistics

Cronbach's	
Alpha	N of Items
.702	6

Lampiran 13. Uji Reliabilitas Variabel X2
Reliability Statistics

Cronbach's	
Alpha	N of Items
.712	10

Lampiran 14. Uji Reliabilitas Variabel X3

Reliability Statistics

Cronbach's	
Alpha	N of Items
.703	10

Lampiran 15. Uji Reliabilitas Variabel Y

Reliability Statistics

Cronbach's	
Alpha	N of Items
.722	10

Lampiran 16. Uji Normalitas One-Sample Kolmogorov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		50
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.13211204
Most Extreme Differences	Absolute	.086
	Positive	.068
	Negative	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.200 ^{c,d}

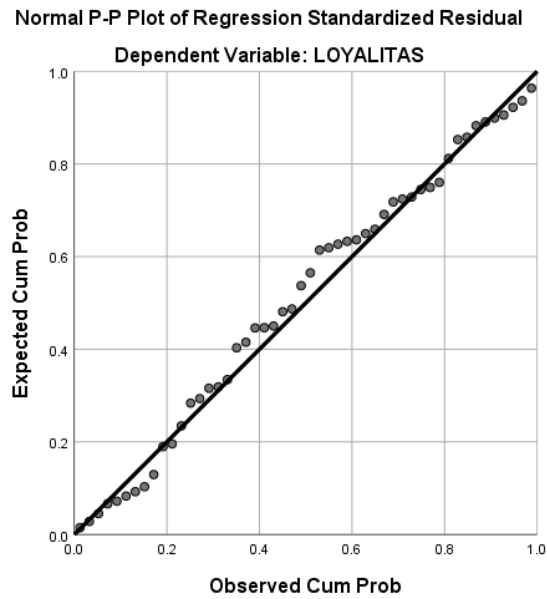
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Lampiran 17. Uji Normalitas P-P Plot of Regression Standardized Residual

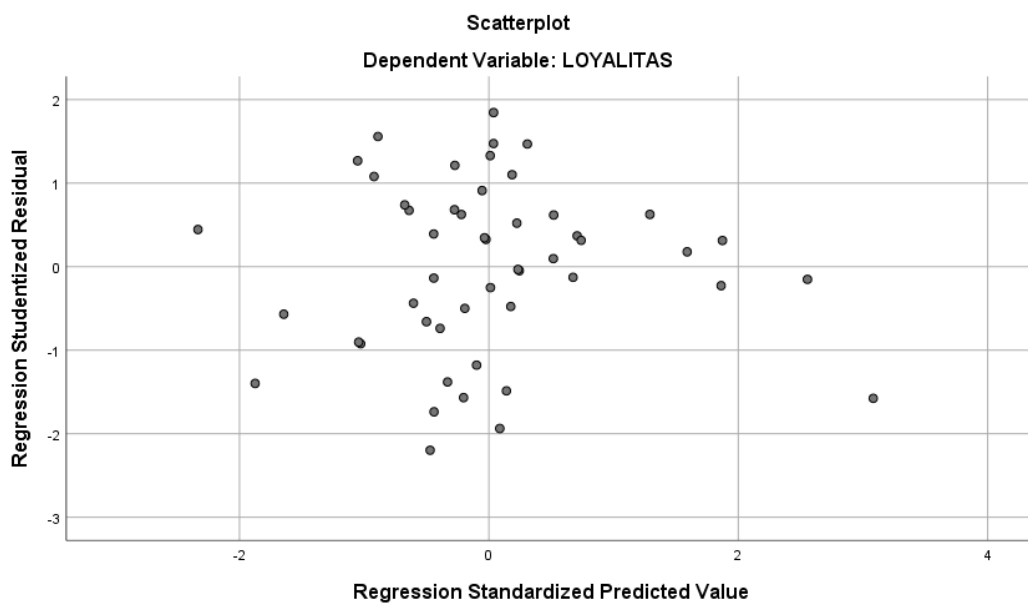


Lampiran 18. Uji Multikolinearitas

Model	Collinearity statistics	
1	<i>Tolerance</i>	VIF
<i>(Constant)</i>		
Kualitas	0,848	1,179
Harga	0,810	1,234
Kepuasan	0,939	1,065

a. Dependent Variable : Loyalitas

Lampiran 19. Uji Heteroskedastisitas



Lampiran 20. Analisis Regresi Linear Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	64.471	5.175		12.457	.000					
Kualitas	.782	.094	.765	8.334	.000	-.663	-.776	-.704	.848	1.179
Harga	.272	.083	.306	3.263	.002	.092	.434	.276	.810	1.234
Kepuasan	.273	.073	.326	3.732	.001	-.419	-.482	-.315	.939	1.065

a. Dependent Variable: Loyalitas

Lampiran 21. Uji F ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	349.333	3	116.444	31.327	.000 ^b
	Residual	170.987	46	3.717		
	Total	520.320	49			

a. Dependent Variable: Loyalitas

b. Predictors: (Constant), Kepuasan, Kualitas, Harga

Lampiran 22. Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.819	.671	.650	1.92798	1.611

a. Predictors: (Constant), Kepuasan, Kualitas, Harga

b. Dependent Variable: Loyalitas

Lampiran 23. Tabulasi Data Penelitian

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTAL X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	TOTAL X2	
5	5	5	5	4	5	29	4	5	4	5	4	5	4	5	4	5	45	
3	4	4	5	4	5	25	4	5	4	5	4	4	3	3	3	4	39	
5	5	3	4	5	4	26	5	4	5	4	5	5	4	4	5	5	46	
4	5	3	5	5	4	26	4	4	5	4	4	5	4	5	5	4	44	
4	4	4	4	4	4	24	4	4	4	4	4	5	5	5	5	5	45	
5	4	5	4	4	4	26	5	5	5	5	5	4	3	4	4	5	45	
3	4	4	5	4	4	24	5	4	4	5	4	5	4	5	5	5	46	
3	4	4	4	3	4	22	5	5	4	3	4	5	4	5	5	4	44	
5	5	4	5	4	5	28	4	5	4	5	4	3	5	4	4	5	43	
4	5	4	5	5	5	28	4	5	4	5	5	4	5	4	4	4	44	
5	5	5	5	5	5	30	5	4	5	4	5	5	5	5	5	5	48	
3	4	5	4	5	4	25	5	4	5	4	5	4	5	4	5	4	45	
4	5	5	5	5	5	29	4	5	4	4	5	5	4	5	5	5	46	
4	5	5	5	5	5	29	4	4	4	4	4	5	5	5	5	4	44	
3	4	5	4	5	4	25	5	3	4	5	4	5	4	5	4	3	42	
4	5	5	4	5	4	27	5	4	5	4	5	4	5	4	4	5	45	
4	4	4	5	4	5	26	4	3	4	4	5	5	5	4	4	4	42	
3	4	5	4	5	4	25	5	4	5	4	5	4	4	4	5	3	43	
5	4	3	4	5	4	25	4	4	5	4	3	4	5	4	3	4	40	
3	4	5	5	4	4	25	5	4	3	3	4	4	5	4	5	4	41	
4	4	5	4	3	3	23	4	5	5	4	4	4	5	4	3	4	42	
4	5	5	5	4	4	27	4	5	5	4	4	5	4	3	4	5	43	
3	4	5	4	3	4	23	5	4	3	4	5	5	5	4	4	5	44	

3	3	5	5	5	5	26	4	3	4	4	4	5	5	4	4	4	41
4	4	5	4	5	4	26	4	5	4	5	4	5	4	5	4	4	44
4	4	4	4	4	5	25	4	5	4	5	4	5	5	4	5	5	46
4	5	4	5	4	5	27	4	5	5	4	5	4	5	4	4	4	44
4	5	5	5	5	4	28	5	5	5	5	5	5	5	4	4	5	48
3	4	5	4	5	4	25	5	4	3	5	4	5	4	5	4	5	44
3	4	5	4	5	4	25	5	5	5	5	5	4	5	5	4	5	48
3	4	5	4	5	4	25	5	4	5	4	5	4	5	4	5	4	45
3	4	5	3	4	5	24	4	5	4	3	5	5	5	5	4	4	44
4	5	3	5	4	5	26	4	5	4	5	4	4	4	5	5	5	45
4	5	4	5	4	5	27	4	5	4	3	3	3	4	5	4	5	40
3	4	5	4	5	4	25	5	4	5	4	5	4	5	4	5	5	46
5	4	4	5	5	4	27	4	5	5	5	4	5	4	5	4	4	45
4	4	5	4	5	4	26	5	4	5	4	5	5	5	4	4	4	45
5	5	4	5	4	4	27	5	5	5	4	5	5	5	4	5	5	48
4	4	4	3	4	5	24	4	5	5	4	5	5	4	5	5	5	47
4	3	4	3	3	3	20	3	3	3	3	3	3	3	3	4	3	31
3	3	3	3	3	3	18	4	5	3	5	4	5	5	5	5	5	46
3	4	3	3	4	3	20	5	4	3	4	4	3	3	3	3	4	36
4	3	3	4	4	4	22	4	3	3	3	3	3	3	3	3	3	31
3	3	3	3	4	3	19	4	3	4	5	5	5	3	5	4	4	42
3	4	3	3	5	4	22	4	5	5	3	3	3	4	3	5	3	38
4	5	4	5	4	5	27	4	4	3	4	4	5	3	5	3	4	39
5	3	3	3	3	4	21	3	4	4	5	3	5	3	4	5	4	40
4	3	4	3	4	3	21	5	3	5	5	5	5	5	4	4	5	46
5	3	3	4	5	3	23	3	4	5	5	4	4	4	5	5	4	43
4	3	3	3	3	3	19	4	4	3	3	5	3	5	5	4	5	41

X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	TOTAL X3	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	TOTAL Y
5	5	5	5	5	4	4	5	4	5	47	4	5	4	5	4	5	4	5	4	5	45
5	3	4	5	4	3	4	5	4	5	42	4	5	4	5	4	5	4	4	4	4	43
4	4	5	4	5	5	4	5	4	5	45	4	5	4	3	3	4	4	5	5	5	42
5	4	5	5	4	3	3	4	5	4	42	5	5	5	4	5	4	5	4	5	4	46
5	4	5	4	5	5	5	5	5	5	48	5	4	3	3	4	5	4	5	4	3	40
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