

## LAMPIRAN

### LAMPIRAN 1 KUESIONER PENELITIAN

#### KUESIONER PENELITIAN

Dengan Hormat,

Saya Memohon Kesediaan Bapak/Ibu Untuk Mengisi Daftar Pernyataan Sebagai Data Agar Dapat Menyusun Skripsi Saya. Data Yang Diberikan Akan Dijaga Kerahasiaannya Dan Hanya Digunakan Untuk Keperluan Penelitian Akademik Dengan Judul **Pengaruh *Brand Image* dan Kualitas Produk Terhadap Kepuasan Pelanggan di Keramik Dinoyo Kota Malang.**

Saya Mengharapkan Kesediaan Dari Bapak/Ibu Untuk Menjawab Beberapa Pernyataan Di Bawah Ini Dengan Baik. Atas Kerja Samanya Saya Ucapkan Terimakasih

Wassalamu'alaikum warahmatullahi wabarakatuh. Hormat saya,

Timotius Sala

Mahasiswa Fakultas Ekonomi

Universitas Tribhuwana Tungadewi Malang

#### IDENTITAS RESPONDEN

1. Nama :
2. Jenis Kelamin : ☐ Laki-laki, ☐ Perempuan
3. Usia ☐ : 18-29 Tahun ☐ 30-40 Tahun
4. Sudah Berapa Kali Membeli Produk Keramik Di Dinoyo  
☐ 1 kali

☐ 2-3 kali

☐ 3 kali

### **PETUNJUK PENGISIAN KUESIONER**

Mohon berikan tanda centang (✓) pada salah satu jawaban di bawa ini sesuai pilihan

Bapak/Ibu.

Gunakan skala penilaian berikut:

Keterangan :

STS : Sangat Tidak Setuju : 1

TS : Tidak Setuju : 2

KS : Kurang Setuju : 3

S : Setuju : 4

SS : Sangat Setuju : 5



## LAMPIRAN 2 PERNYATAAN PENELITIAN

### A. Brand Image (X1)

| No | Pernyataan                                                                               | Pilihan Jawaban |    |    |   |    |
|----|------------------------------------------------------------------------------------------|-----------------|----|----|---|----|
|    |                                                                                          | STS             | TS | KS | S | SS |
| 1  | Keramik Dinoyo memiliki reputasi yang baik di mata masyarakat.                           |                 |    |    |   |    |
| 2  | Keramik Dinoyo mudah dikenal dibandingkan produk keramik lain.                           |                 |    |    |   |    |
| 3  | Semua produk dari Keramik Dinoyo ini dikenal memiliki kualitas yang baik oleh pelanggan. |                 |    |    |   |    |
| 4  | Keramik Dinoyo memiliki citra sebagai produk khas Kota Malang.                           |                 |    |    |   |    |
| 5  | Pengguna produk Keramik Dinoyo memiliki citra yang positif di mata masyarakat.           |                 |    |    |   |    |
| 6  | Saya merasa bangga menggunakan produk Keramik Dinoyo.                                    |                 |    |    |   |    |

### B. Kualitas Produk (X2)

| No | Pernyataan                                                              | Pilihan Jawaban |    |    |   |    |
|----|-------------------------------------------------------------------------|-----------------|----|----|---|----|
|    |                                                                         | STS             | TS | KS | S | SS |
| 1  | Produk Keramik Dinoyo memiliki kualitas yang baik.                      |                 |    |    |   |    |
| 2  | Bahan yang di gunakan berkualitas.                                      |                 |    |    |   |    |
| 3  | Produk Keramik ini aman digunakan dalam aktivitas sehari-hari.          |                 |    |    |   |    |
| 4  | Saya tidak merasa khawatir terhadap risiko saat menggunakan produk ini. |                 |    |    |   |    |
| 5  | Variasi Produk yang di tawarkan cukup beragam.                          |                 |    |    |   |    |

|   |                                                             |  |  |  |  |  |
|---|-------------------------------------------------------------|--|--|--|--|--|
| 6 | Produk ini memiliki desain yang menarik.                    |  |  |  |  |  |
| 7 | Produk ini memberikan manfaat sesuai dengan kebutuhan saya. |  |  |  |  |  |
| 8 | Saya merasakan nilai guna yang tinggi dari produk ini.      |  |  |  |  |  |

### C. Kepuasan Pelanggan (Y)

| No | Pernyataan                                                    | Pilihan Jawaban |    |    |   |    |
|----|---------------------------------------------------------------|-----------------|----|----|---|----|
|    |                                                               | STS             | TS | KS | S | SS |
| 1  | Saya merasa puas setelah menggunakan produk ini.              |                 |    |    |   |    |
| 2  | Produk yang saya beli sesuai dengan harapan.                  |                 |    |    |   |    |
| 3  | Pelayanan yang diberikan kepada saya sangat memuaskan.        |                 |    |    |   |    |
| 4  | Karyawan memberikan pelayanan dengan ramah dan profesional.   |                 |    |    |   |    |
| 5  | Saya mudah mengakses layanan yang disediakan oleh perusahaan. |                 |    |    |   |    |
| 6  | Informasi layanan mudah ditemukan dan dipahami.               |                 |    |    |   |    |
| 7  | Proses pelayanan berlangsung dengan cepat dan efisien.        |                 |    |    |   |    |
| 8  | Prosedur pelayanan mudah dipahami dan tidak berbelit-belit.   |                 |    |    |   |    |

### LAMPIRAN 3 TABULASI DATA

| NO | Brand Image (X1) |       |       |       |       |       | Total(X1) | Kualitas Produk (X2) |       |       |       |       |       |       |       | Total (X2) |
|----|------------------|-------|-------|-------|-------|-------|-----------|----------------------|-------|-------|-------|-------|-------|-------|-------|------------|
|    | X1, 1            | X1, 2 | X1, 3 | X1, 4 | X1, 5 | X1, 6 |           | X2, 1                | X2, 2 | X2, 3 | X2, 4 | X2, 5 | X2, 6 | X2, 7 | X2, 8 |            |
| 1  | 4                | 4     | 4     | 4     | 4     | 4     | 24        | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 31         |
| 2  | 4                | 4     | 4     | 4     | 4     | 4     | 24        | 4                    | 4     | 4     | 4     | 4     | 4     | 1     | 4     | 29         |
| 3  | 5                | 4     | 5     | 5     | 4     | 4     | 27        | 4                    | 5     | 5     | 4     | 4     | 5     | 5     | 5     | 37         |
| 4  | 5                | 4     | 4     | 4     | 4     | 5     | 26        | 4                    | 4     | 4     | 5     | 4     | 5     | 4     | 4     | 34         |
| 5  | 4                | 4     | 4     | 4     | 4     | 4     | 24        | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 32         |
| 6  | 4                | 4     | 3     | 4     | 4     | 4     | 23        | 4                    | 4     | 4     | 3     | 4     | 4     | 4     | 4     | 31         |
| 7  | 4                | 4     | 4     | 4     | 4     | 4     | 24        | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 32         |
| 8  | 4                | 3     | 3     | 5     | 4     | 4     | 23        | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 32         |
| 9  | 5                | 5     | 4     | 4     | 4     | 5     | 27        | 5                    | 5     | 5     | 5     | 4     | 5     | 1     | 5     | 35         |
| 10 | 4                | 4     | 5     | 5     | 5     | 5     | 28        | 5                    | 5     | 5     | 5     | 5     | 5     | 1     | 5     | 36         |
| 11 | 4                | 4     | 5     | 5     | 5     | 5     | 28        | 5                    | 4     | 4     | 4     | 4     | 5     | 1     | 5     | 32         |
| 12 | 4                | 4     | 4     | 4     | 4     | 4     | 24        | 5                    | 4     | 5     | 5     | 4     | 4     | 4     | 4     | 35         |
| 13 | 5                | 5     | 5     | 5     | 5     | 5     | 30        | 5                    | 5     | 5     | 5     | 4     | 5     | 1     | 5     | 35         |
| 14 | 4                | 4     | 4     | 4     | 4     | 4     | 24        | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 32         |
| 15 | 4                | 4     | 4     | 5     | 4     | 4     | 25        | 4                    | 4     | 4     | 4     | 5     | 4     | 4     | 4     | 33         |
| 16 | 4                | 4     | 5     | 4     | 4     | 4     | 25        | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 32         |
| 17 | 5                | 4     | 5     | 5     | 5     | 4     | 28        | 4                    | 5     | 5     | 4     | 5     | 5     | 4     | 4     | 36         |
| 18 | 4                | 4     | 4     | 3     | 4     | 4     | 23        | 5                    | 4     | 4     | 3     | 4     | 4     | 5     | 4     | 33         |
| 19 | 4                | 4     | 4     | 4     | 5     | 4     | 25        | 4                    | 4     | 5     | 4     | 5     | 4     | 4     | 4     | 34         |
| 20 | 5                | 4     | 5     | 5     | 4     | 4     | 27        | 5                    | 5     | 5     | 4     | 5     | 5     | 4     | 5     | 38         |
| 21 | 4                | 3     | 4     | 5     | 3     | 5     | 24        | 4                    | 3     | 5     | 3     | 4     | 5     | 3     | 4     | 31         |
| 22 | 4                | 4     | 4     | 5     | 5     | 5     | 27        | 5                    | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 39         |
| 23 | 4                | 4     | 5     | 4     | 5     | 5     | 27        | 5                    | 5     | 4     | 5     | 4     | 5     | 4     | 5     | 37         |
| 24 | 4                | 2     | 4     | 4     | 4     | 4     | 22        | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 32         |
| 25 | 4                | 4     | 4     | 4     | 4     | 4     | 24        | 4                    | 4     | 3     | 4     | 4     | 4     | 4     | 4     | 31         |
| 26 | 4                | 4     | 4     | 4     | 4     | 4     | 24        | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 32         |
| 27 | 4                | 4     | 4     | 4     | 4     | 4     | 24        | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 32         |
| 28 | 5                | 4     | 4     | 4     | 5     | 5     | 27        | 4                    | 5     | 5     | 4     | 5     | 5     | 1     | 5     | 34         |
| 29 | 4                | 4     | 4     | 4     | 4     | 4     | 24        | 5                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 33         |
| 30 | 4                | 4     | 4     | 4     | 4     | 4     | 24        | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 32         |
| 31 | 5                | 5     | 5     | 5     | 5     | 5     | 30        | 5                    | 5     | 5     | 5     | 4     | 5     | 4     | 5     | 38         |
| 32 | 4                | 4     | 4     | 4     | 4     | 5     | 25        | 5                    | 5     | 5     | 5     | 5     | 5     | 4     | 5     | 39         |
| 33 | 5                | 4     | 4     | 5     | 4     | 4     | 26        | 4                    | 4     | 4     | 3     | 4     | 4     | 4     | 4     | 31         |
| 34 | 5                | 5     | 5     | 5     | 5     | 5     | 30        | 5                    | 5     | 5     | 5     | 5     | 5     | 1     | 5     | 36         |
| 35 | 4                | 3     | 4     | 3     | 4     | 4     | 22        | 4                    | 4     | 4     | 3     | 4     | 4     | 4     | 3     | 30         |
| 36 | 4                | 3     | 4     | 3     | 4     | 4     | 22        | 4                    | 4     | 5     | 4     | 5     | 4     | 4     | 4     | 34         |
| 37 | 5                | 5     | 5     | 5     | 5     | 5     | 30        | 5                    | 5     | 4     | 4     | 5     | 4     | 4     | 4     | 35         |
| 38 | 4                | 5     | 5     | 4     | 4     | 4     | 26        | 4                    | 5     | 4     | 4     | 5     | 5     | 4     | 4     | 35         |

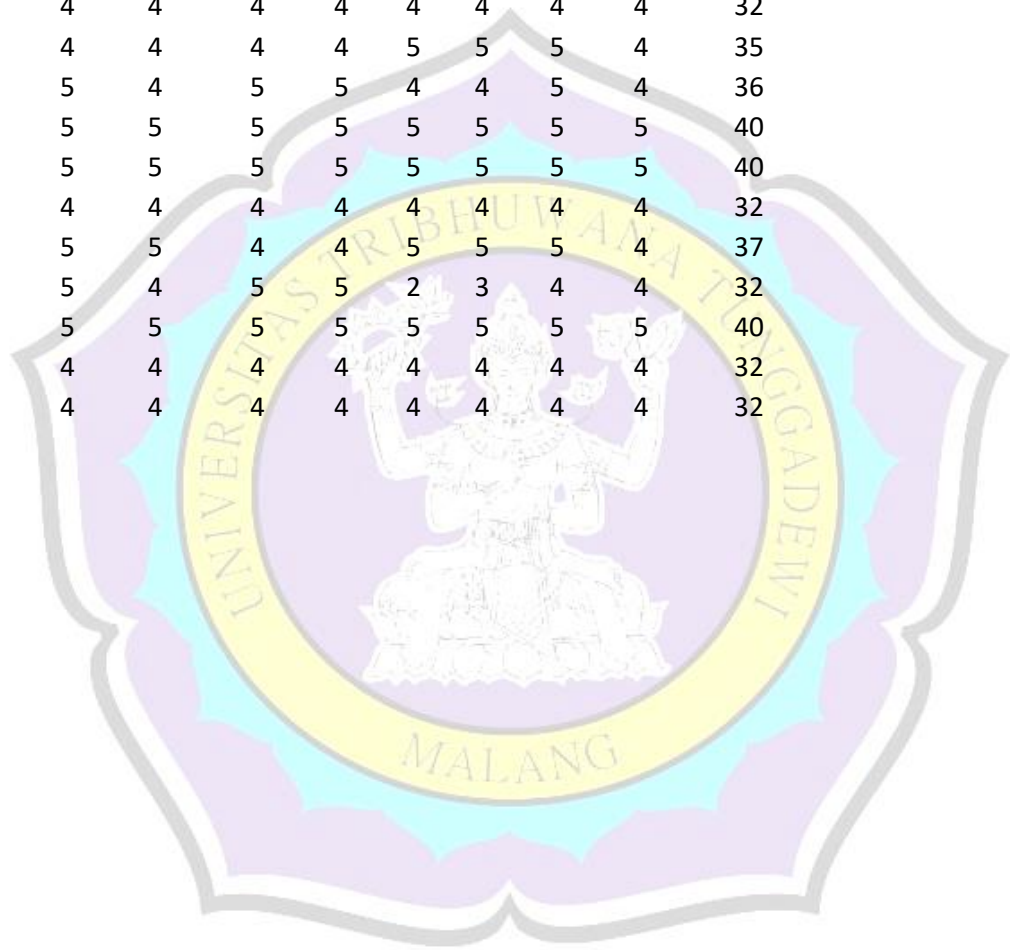
|    |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|----|---|---|---|---|---|---|---|---|----|
| 39 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 40 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 41 | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 34 |
| 42 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 44 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 37 |
| 45 | 5 | 5 | 4 | 4 | 5 | 4 | 27 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 36 |
| 46 | 5 | 4 | 4 | 4 | 5 | 4 | 26 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 34 |
| 47 | 4 | 3 | 4 | 3 | 3 | 4 | 21 | 4 | 4 | 3 | 4 | 5 | 3 | 5 | 3 | 31 |
| 48 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 50 | 3 | 5 | 2 | 4 | 5 | 3 | 22 | 1 | 4 | 3 | 4 | 4 | 2 | 4 | 3 | 25 |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 36 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 54 | 4 | 3 | 4 | 4 | 5 | 4 | 24 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 56 | 4 | 3 | 1 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 32 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 58 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 34 |
| 59 | 4 | 5 | 4 | 5 | 4 | 4 | 26 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 35 |
| 60 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 36 |
| 61 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 36 |
| 62 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 63 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 4 | 35 |
| 64 | 4 | 5 | 5 | 4 | 3 | 4 | 25 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 32 |
| 65 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |

Lanjutan Tabulasi Data

| Kepuasan Pelanggan (Y) |     |     |     |     |     |     |     | Total Y |
|------------------------|-----|-----|-----|-----|-----|-----|-----|---------|
| Y,1                    | Y,2 | Y,3 | Y,4 | Y,5 | Y,6 | Y,7 | Y,8 |         |
| 4                      | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 32      |
| 4                      | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 32      |
| 5                      | 4   | 4   | 4   | 5   | 5   | 4   | 4   | 35      |
| 4                      | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 32      |
| 4                      | 4   | 4   | 5   | 4   | 4   | 4   | 4   | 33      |

|   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|----|
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 28 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 38 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 39 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 34 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 34 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 36 |
| 3 | 3 | 4 | 5 | 3 | 4 | 3 | 4 | 29 |
| 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 37 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 36 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 |
| 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 |
| 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 37 |
| 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 35 |
| 4 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 32 |

|   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|----|
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 3 | 1 | 3 | 5 | 4 | 4 | 4 | 3 | 27 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 1 | 4 | 3 | 4 | 4 | 4 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 35 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 37 |
| 5 | 4 | 5 | 5 | 2 | 3 | 4 | 4 | 32 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |



## Uji Validitas

## Correlations

|       |                     | X1.1   | X1.2   | X1.3   | X1.4   | X1.5   | X1.6   | Total  |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| X1.1  | Pearson Correlation | 1      | .498** | .550** | .470** | .492** | .609** | .785** |
|       | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 67     | 67     | 67     | 67     | 67     | 67     | 67     |
| X1.2  | Pearson Correlation | .498** | 1      | .471** | .425** | .496** | .420** | .754** |
|       | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 67     | 67     | 67     | 67     | 67     | 67     | 67     |
| X1.3  | Pearson Correlation | .550** | .471** | 1      | .405** | .355** | .566** | .762** |
|       | Sig. (2-tailed)     | .000   | .000   |        | .001   | .003   | .000   | .000   |
|       | N                   | 67     | 67     | 67     | 67     | 67     | 67     | 67     |
| X1.4  | Pearson Correlation | .470** | .425** | .405** | 1      | .439** | .490** | .714** |
|       | Sig. (2-tailed)     | .000   | .000   | .001   |        | .000   | .000   | .000   |
|       | N                   | 67     | 67     | 67     | 67     | 67     | 67     | 67     |
| X1.5  | Pearson Correlation | .492** | .496** | .355** | .439** | 1      | .514** | .718** |
|       | Sig. (2-tailed)     | .000   | .000   | .003   | .000   |        | .000   | .000   |
|       | N                   | 67     | 67     | 67     | 67     | 67     | 67     | 67     |
| X1.6  | Pearson Correlation | .609** | .420** | .566** | .490** | .514** | 1      | .778** |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |        | .000   |
|       | N                   | 67     | 67     | 67     | 67     | 67     | 67     | 67     |
| Total | Pearson Correlation | .785** | .754** | .762** | .714** | .718** | .778** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   |        |
|       | N                   | 67     | 67     | 67     | 67     | 67     | 67     | 67     |

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

## Correlations

|      |                     | X2.1 | X2.2 | X2.3 | X2.4 | X2.5  | X2.6   | X2.7  | X2.8   | Total  |
|------|---------------------|------|------|------|------|-------|--------|-------|--------|--------|
| X2.1 | Pearson Correlation | 1    | .144 | .091 | .125 | .290* | .386** | .118  | .672** | .681** |
|      | Sig. (2-tailed)     |      | .245 | .463 | .313 | .017  | .001   | .341  | .000   | .000   |
|      | N                   | 67   | 67   | 67   | 67   | 67    | 67     | 67    | 67     | 67     |
| X2.2 | Pearson Correlation | .144 | 1    | .155 | .129 | .197  | .367** | .200  | .271*  | .519** |
|      | Sig. (2-tailed)     | .245 |      | .210 | .297 | .110  | .002   | .105  | .027   | .000   |
|      | N                   | 67   | 67   | 67   | 67   | 67    | 67     | 67    | 67     | 67     |
| X2.3 | Pearson Correlation | .091 | .155 | 1    | .007 | .293* | .316** | -.024 | .147   | .510** |
|      | Sig. (2-tailed)     | .463 | .210 |      | .955 | .016  | .009   | .849  | .235   | .000   |
|      | N                   | 67   | 67   | 67   | 67   | 67    | 67     | 67    | 67     | 67     |
| X2.4 | Pearson Correlation | .125 | .129 | .007 | 1    | .021  | .213   | -.111 | .078   | .316** |



|       |                     |        |        |        |        |        |        |        |        |        |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Y7    | Pearson Correlation | .665** | .556** | .467** | .404** | .565** | .824** | 1      | .616** | .811** |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .001   | .000   | .000   |        | .000   | .000   |
|       | N                   | 67     | 67     | 67     | 67     | 67     | 67     | 67     | 67     | 67     |
| Y8    | Pearson Correlation | .584** | .676** | .618** | .505** | .551** | .647** | .616** | 1      | .830** |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   |
|       | N                   | 67     | 67     | 67     | 67     | 67     | 67     | 67     | 67     | 67     |
| Total | Pearson Correlation | .815** | .808** | .759** | .645** | .747** | .800** | .811** | .830** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        |
|       | N                   | 67     | 67     | 67     | 67     | 67     | 67     | 67     | 67     | 67     |

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

## Uji Reliability

X1

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .838                   | 6          |

X2

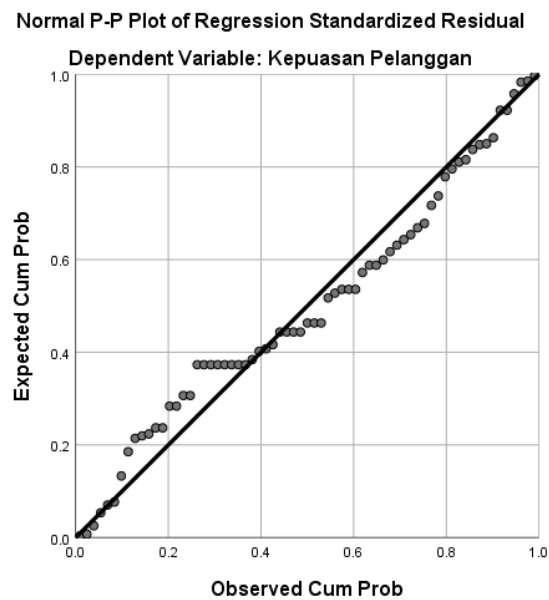
| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .638                   | 8          |

Y

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .903                   | 8          |

## Uji Asumsi Klasik

### Uji Normalitas



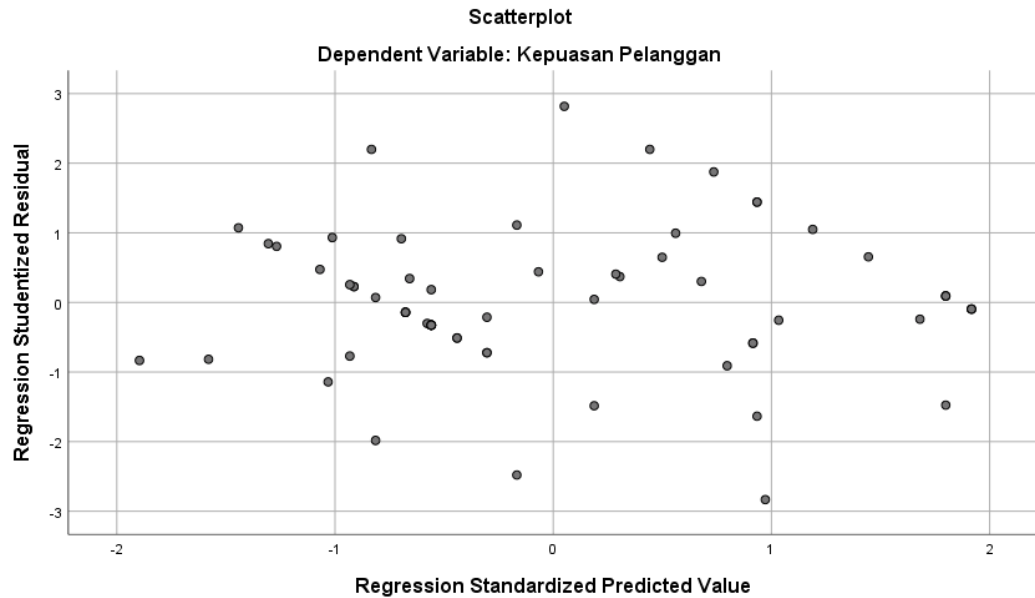
### Uji Multikolinearitas

#### Coefficients<sup>a</sup>

| Model |                 | Unstandardized Coefficients<br>B | Standard Error | Standardized Coefficients<br>Beta | t     | Sig. |
|-------|-----------------|----------------------------------|----------------|-----------------------------------|-------|------|
| 1     | (Constant)      | 2.470                            | 2.570          |                                   | .961  | .340 |
|       | Brand Image     | .777                             | .117           | .575                              | 6.652 | .000 |
|       | Kualitas Produk | .360                             | .088           | .353                              | 4.088 | .000 |

a. Dependent Variable: Kepuasan Pelanggan

## Uji Heteroskedastisitas



## Uji Regresi Linear Berganda

### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .842 <sup>a</sup> | .710     | .701              | 1.978                      |

a. Predictors: (Constant), Kualitas Produk, Brand Image

### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 612.596        | 2  | 306.298     | 78.253 | .000 <sup>b</sup> |
|       | Residual   | 250.508        | 64 | 3.914       |        |                   |
|       | Total      | 863.104        | 66 |             |        |                   |

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kualitas Produk, Brand Image

### Coefficients<sup>a</sup>

| Model |                 | Unstandardized Coefficients<br>B | Std. Error | Standardized Coefficients<br>Beta | t     | Sig. |
|-------|-----------------|----------------------------------|------------|-----------------------------------|-------|------|
| 1     | (Constant)      | 2.470                            | 2.570      |                                   | .961  | .340 |
|       | Brand Image     | .777                             | .117       | .575                              | 6.652 | .000 |
|       | Kualitas Produk | .360                             | .088       | .353                              | 4.088 | .000 |

a. Dependent Variable: Kepuasan Pelanggan

## LAMPIRAN 5 SURAT JALAN PENELITIAN



Yayasan Bina Patria Nusantara

**UNIVERSITAS TRIBHUWANA TUNGGADEWI MALANG**

**FAKULTAS EKONOMI**

Jl. Telaga Warna Tlogomas Malang, 65144,-Indonesia Telp. 0341-565500; Fax 0341-565522

Program Studi : MANAJEMEN, AKUNTANSI

Nomor : 327/TB- FE /DL-520 /04/2026  
Lampiran :  
Perihal : Permohonan Ijin Penelitian dan Permintaan / Pengambilan Data

Kepada Yth : Pimpinan / Kepala  
Keramik Dinoyo

Di Jln. MT. Haryono XI

Dengan Hormat

Dalam rangka menyelesaikan Tugas Akhir bagi mahasiswa Universitas Tribhuwana Tunggadewi Program Strata 1 (satu), diwajibkan melaksanakan Penelitian guna penyusunan Skripsi. Sehubungan dengan hal tersebut kami mohon untuk memperkenankan mahasiswa kami :

Nama : TIMOTIUS SALA  
NPM : 2022120224  
Fakultas : FAKULTAS EKONOMI  
Program Studi : MANAJEMEN  
Judul Skripsi : PENGARUH BRAND IMAGE DAN KUALITAS PRODUK TERHADAP KEPUASAN PELANGGAN DI KERAMIK DINOYO KOTA MALANG

Untuk dapat melaksanakan penelitian dan pengumpulan data yang diperlukan dari : Keramik Dinoyo

Demikian surat permohonan ini, atas perhatian dan kerjasama yang baik diucapkan terima kasih.

Tembusan , Kepada Yth :

1. Ketua Program Studi  
MANAJEMEN

2. ....

*\* Di Foto Copy sejumlah tembusan yang diperlukan*

Malang, 13/04/2026  
  
ANDHIKA D MUKOFFI, S.E., M.SA  
NPM : 6138752653130123



Yayasan Bina Patria Nusantara

**UNIVERSITAS TRIBHUWANA TUNGGADEWI MALANG**

**FAKULTAS EKONOMI**

Jl. Telaga Warna Tlogomas Malang, 65144, -Indonesia Telp. 0341-565500; Fax 0341-565522

Program Studi : MANAJEMEN, AKUNTANSI

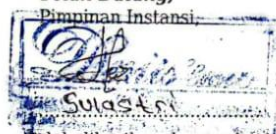
**SURAT JALAN PENELITIAN UNTUK TUGAS AKHIR/ SKRIPSI**

Nomor : 3522 /TB- FE /DL-420 /04/2026

|    |                                                         |                                                                                                             |
|----|---------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| 1. | Pejabat yang berwenang memberi tugas :                  | Dr. AHMAD MUKOFFI, S.E., M.SA<br>Jabatan Dekan Fakultas :<br>FAKULTAS EKONOMI                               |
| 2. | Mahasiswa yang ditugaskan                               | TIMOTIUS SALA<br><br>NIM : 2022120224<br>MANAJEMEN                                                          |
| 3. | Judul Penelitian / Skripsi                              | PENGARUH BRAND IMAGE DAN KUALITAS<br>PRODUK TERHADAP KEPUASAN<br>PELANGGAN DI KERAMIK DINOYO KOTA<br>MALANG |
| 4. | Tujuan                                                  | Keramik Dinoyo<br><br>Jln. MT. Haryono XI                                                                   |
| 5. | Lamanya Tugas :<br>Tanggal Berangkat<br>Tanggal Kembali | <br><br>13/Apr/2026<br>13/May/2026                                                                          |

**Telah Datang,**

Pimpinan Instansi,

  
Anung Prasetyo Nugroho, S.E., M.MA

**Mengetahui,**

Pembimbing Utama,

Anung Prasetyo Nugroho, S.E., M.MA

Telah diberikan dengan keterangan bahwa perjalanan tersebut diatas benar dilakukan atas tugasnya dan semata-mata untuk kepentingan studi dalam waktu yang telah di tentukan.

Telah Kembali,

  
Dr. AHMAD MUKOFFI, S.E., M.SA  
NUPTK : 338752653130123

  
Dr. AHMAD MUKOFFI, S.E., M.SA  
NIDN : 338752653130123

## LAMPIRAN 6 DOKUMENTASI

(Foto Dengan Pemilik Tokoh)



(Foto Produk)



