



# LAMPIRAN

**LAMPIRAN 1**  
**KUESIONER PRA SURVEY**

Responden yang terhormat,

Terima kasih atas partisipasinya anda untuk meluangkan waktu untuk mengisi pra survey ini, yang bertujuan untuk data penelitian saya yang berjudul “Pengaruh Citra Merek dan Kualitas Produk Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel *Intervening* (Studi Kasus Pada Produk Bedak Padat Pixy di Wilayah Perum Puri Kartika Baru, Ciledug-Tangerang)”. Saya berharap responden menjawab pertanyaan dibawah ini dengan sebaik-baiknya.

Daftar Pertanyaan :

**Citra Merek (X<sub>1</sub>)**

No	Pertanyaan
1.	Menurut anda citra merek sudah dikenal dikalangan masyarakat ?  Alasan :
2.	Menurut anda citra merek sudah baik dimata masyarakat ?  Alasan :

**Kualitas Produk (X<sub>2</sub>)**

No	PERNYATAAN
1.	Menurut anda kualitas yang diberikan oleh produk berpengaruh terhadap loyalitas anda sebagai pelanggan?  Alasan :
2.	Menurut anda kualitas produk yang diberikan sudah baik ?  Alasan :

**Kepuasan Pelanggan (Z)**

No	PERNYATAAN
1.	Menurut anda hasil yang diberikan pada produk sudah cukup puas ?  Alasan :
2.	Menurut anda kualitas yang diberikan sudah sesuai yang diharapkan ?  Alasan :

**Loyalitas Pelanggan (Y)**

No	PERNYATAAN
1.	Menurut anda akan terus membeli ulang jika produk sudah habis ?  Alasan :
2.	Menurut anda akan selalu setia jika ada promosi yang diberikan produk lain ?  Alasan :

**LAMPIRAN 2****KUESIONER****PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP  
LOYALITAS PELANGGAN MELALUI KEPUASAN PELANGGAN  
SEBAGAI VARIABEL *INTERVENING***

(Studi Kasus pada Produk Bedak Padat Pixy di wilayah perum puri kartika baru, Ciledug – Tangerang).

Responden yang terhormat,

Saya Dewi Manurung mahasiswi UniversitasEsaUnggul Jurusan Manajemen angkatan 2013. Mohon kesediaan anda untuk mengisi kuesioner dalam penelitian proposal skripsi saya.

**Data Responden:**

1. JenisKelamin : Perempuan
2. Usia :  17 – 22 tahun  23 – 30 tahun  
 >31 tahun
3. Pekerjaan :  Pelajar/Mahasiswi  Karyawan swasta  
 Ibu rumah tangga
4. Frekuensi Pembelian :  3 – 5 kali  6-9 kali  > 10 kali

I. Variabel Citra Merek ( $X_1$ )

No	PERNYATAAN	SKALA			
		STS	TS	S	SS
1.	Bedak Pixy merupakan merek yang sudah dikenal banyak orang				
2.	Saya menggunakan bedak Pixy karena Pixy merek terkenal				
3.	Bedak Pixy merupakan merek terpercaya				
4.	Merek bedak Pixy mudah diingat				
5.	Merek bedak Pixy sudah melekat dihati saya				
6.	Merek bedak Pixy selalu berinovasi menarik perhatian pelanggan				
7.	Merek bedak pixy merupakan merek ternama				
8.	Merek bedak Pixy merupakan merek terbaik				

II. Variabel Kualitas Produk ( $X_2$ )

No	PERNYATAAN	SKALA			
		STS	TS	S	SS
1.	Saya menggunakan bedak Pixy karena lebih tahan lama dibandingkan produk bedak lainnya				
2.	Saya menggunakan bedak Pixy karena mampu melindungi kulit dari sengatan matahari				
3.	Saya menggunakan bedak pixy karena sudah berkualitas baik				
4.	Saya menggunakan bedak Pixy karena dapat menyamarkan noda				
5.	Saya menggunakan bedak Pixy karena dapat membuat kulit cerah				
6.	Saya menggunakan bedak Pixy karena memberikan hasil yang halus				
7.	Saya menggunakan bedak Pixy karena hasil tidak mengkilap				

## III. Kepuasan Pelanggan (Z)

No	PERNYATAAN	SKALA			
		STS	TS	S	SS
1.	Saya puas dengan kemasan produk bedak Pixy				
2.	Saya puas dengan kualitas produk yang diberikan bedak Pixy				
3.	Saya puas kualitas produk bedak Pixy sesuai yang saya inginkan				
4.	Saya puas setelah menggunakan produk bedak Pixy				
5.	Saya puas produk bedak Pixy selalu menjaga nama baik perusahaan				
6.	Saya puas dengan produk bedak Pixy selalu menjaga mutu kualitasnya				

## IV. Loyalitas Pelanggan (Y)

No	PERNYATAAN	SKALA			
		STS	TS	S	SS
1.	Saya akan membeli ulang pada produk bedak Pixy				
2.	Saya akan terus menggunakan produk bedak Pixy				
3.	Produk bedak Pixy merupakan pilihan saya				
4.	Saya akan terus membeli produk bedak Pixy ketika sudah habis				
5.	Saya akan menolak membeli produk bedak lain				
6.	Saya akan menyampaikan kelebihan pada produk bedak Pixy dengan orang lain				
7.	Saya akan mengajak orang lain menggunakan bedak Pixy				
8.	Saya tetap memilih produk bedak Pixy Meskipun harga naik				
9.	Saya tidak akan tergoda dengan promosi yang diberikan produk lain				

### Lampiran 3

#### Data Tabulasi Karakteristik 30 Responden

Keterangan		Jumlah Responden	Total
Jenis Kelamin	Perempuan	30	30
Usia	17-22 Tahun	10	30
	23-30 Tahun	12	
	>31 Tahun	8	
Pekerjaan	Pelajar/Mahasiswa	8	30
	Karyawan swasta	15	
	Ibu rumah tangga	7	
Frekuensi Pembelian	3-5 kali	8	30
	6-9 kali	10	
	>10 kali	12	

Sumber : Diolah oleh peneliti, 2017



**Lampiran 4**  
**Data Tabulasi Karakteristik 150 Responden**

Keterangan		Jumlah Responden	Total
Jenis Kelamin	Perempuan	150	150
Usia	17-22 Tahun	34	150
	23-30 Tahun	67	
	>31 Tahun	49	
Pekerjaan	Pelajar/Mahasiswa	39	150
	Karyawan swasta	62	
	Ibu rumah tangga	49	
Frekuensi Pembelian	3-5 kali	36	150
	6-9 kali	69	
	>10 kali	45	

Sumber : Diolah oleh peneliti, 2017

**Lampiran 5**  
**Tabulasi data *Pre-test* 30 responden**

no	variabel X1 citra merek								Kualitas Produk							Z= kepuasan Pelanggan						Loyalitas Pelanggan									Total	
	cm1	cm2	cm3	cm4	cm5	cm6	cm7	cm8	kp1	kp2	kp3	kp4	kp5	kp6	kp7	K.Pel1	K.Pel2	K.Pel3	K.Pel4	K.Pel5	K.Pel6	LP1	LP2	LP3	LP4	LP5	LP6	LP7	LP8	LP9		
1	2	3	3	2	3	3	3	3	2	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	87		
2	3	2	2	3	3	2	3	3	3	2	3	2	3	2	3	2	1	1	1	1	1	1	2	3	2	1	3	1	2	1	62	
3	3	1	1	3	1	1	3	1	3	1	1	1	1	3	1	3	3	3	1	4	4	1	1	3	3	1	3	3	3	3	64	
4	4	3	3	4	4	3	4	3	4	3	3	3	4	4	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	96	
5	4	3	3	4	3	3	4	4	4	3	3	3	3	3	4	3	3	3	3	4	3	4	3	4	3	3	3	3	3	3	99	
6	2	4	4	2	4	4	2	4	2	4	4	4	4	4	4	2	3	3	2	3	3	3	2	4	3	2	4	4	4	3	97	
7	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	4	3	3	2	4	3	2	3	3	3	3	89	
8	2	3	2	2	2	3	2	2	2	2	2	3	2	3	2	2	2	2	3	3	3	2	2	3	2	2	3	3	2	2	69	
9	2	2	2	2	3	2	2	2	2	2	2	2	3	3	2	3	3	3	2	3	3	4	2	3	3	2	3	3	3	3	76	
10	3	4	4	3	4	4	3	3	3	4	3	4	4	3	3	4	3	4	3	4	4	3	2	4	4	3	3	4	3	3	103	
11	3	2	2	3	2	2	3	2	3	2	2	2	2	2	2	3	2	2	2	3	3	2	2	3	3	2	2	3	2	2	70	
12	4	3	3	4	3	3	4	3	4	3	3	3	3	3	3	4	2	3	3	3	3	4	2	3	3	3	4	4	3	2	95	
13	3	3	3	3	3	3	3	2	3	3	3	3	3	3	2	3	2	3	3	3	3	2	2	3	3	3	3	3	3	2	84	
14	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	4	4	3	3	3	4	3	4	4	3	3	96	
15	3	3	3	3	3	3	3	4	3	3	3	3	3	3	4	3	3	3	3	4	4	2	2	4	3	3	3	3	3	3	93	
16	3	3	3	3	3	3	3	4	3	3	3	3	3	3	4	3	3	3	3	3	3	4	2	3	3	3	3	3	3	3	92	
17	3	2	2	3	2	2	3	3	3	2	2	2	2	2	3	3	3	2	1	3	3	2	3	2	3	1	3	4	3	3	75	
18	4	3	3	4	3	3	4	4	4	3	3	3	3	4	4	3	3	4	3	3	3	4	4	3	4	3	4	3	3	3	102	
19	3	2	2	3	3	2	3	2	3	2	2	2	3	2	2	2	4	2	2	2	2	2	2	2	3	2	3	3	3	4	74	
20	3	2	3	3	3	2	3	2	3	3	3	2	3	3	2	3	2	3	2	3	3	2	2	3	3	2	3	2	3	2	78	
21	4	3	3	4	4	3	4	3	4	3	3	3	4	3	3	3	3	3	2	3	3	2	3	3	3	2	3	3	3	3	93	
22	2	3	3	2	3	3	2	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	86	
23	2	4	4	2	4	4	2	4	2	4	4	4	4	4	4	2	3	3	3	3	3	4	2	3	3	3	4	4	3	3	98	
24	2	3	3	2	3	3	2	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2	3	4	3	3	3	3	3	3	86	
25	2	2	2	2	2	2	2	1	2	2	2	2	2	2	1	3	2	2	2	3	3	1	2	3	2	2	2	2	1	2	60	
26	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	90
27	4	4	3	4	4	4	4	3	4	3	3	4	4	3	3	3	2	2	1	4	3	4	3	3	3	1	2	4	2	2	93	
28	2	4	3	2	3	4	2	3	2	3	3	4	3	3	3	3	2	2	1	4	3	3	3	3	3	1	2	4	2	2	82	
29	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	3	3	2	2	2	3	2	3	3	3	2	82	
30	4	3	2	4	3	3	4	3	4	2	3	3	3	3	3	4	3	3	2	4	3	4	3	4	3	2	3	3	2	3	93	

Lampiran 6

Tabulasi data 150 Responden

no	variabel X1 citra merek								Kualitas Produk							Z= kepuasan Pelanggan						Loyalitas Pelanggan									Total
	cm1	cm2	cm3	cm4	cm5	cm6	cm7	cm8	kp1	kp2	kp3	kp4	kp5	kp6	kp7	K.Pel1	K.Pel2	K.Pel3	K.Pel4	K.Pel5	K.Pel6	LP1	LP2	LP3	LP4	LP5	LP6	LP7	LP8	LP9	
1	2	3	3	2	3	3	3	3	2	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	87	
2	3	2	2	3	3	2	3	3	3	2	3	2	3	2	3	2	1	1	1	1	1	1	2	3	2	1	3	1	2	1	62
3	3	1	1	3	1	1	3	1	3	1	1	1	1	3	1	3	3	3	1	4	4	1	1	3	3	1	3	3	3	3	64
4	4	3	3	4	4	3	4	3	4	3	3	3	4	4	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	96
5	4	3	3	4	3	3	4	4	4	3	3	3	3	3	4	3	3	3	3	4	3	4	3	4	3	3	3	3	3	3	99
6	2	4	4	2	4	4	2	4	2	4	4	4	4	4	4	2	3	3	2	3	3	3	2	4	3	2	4	4	4	3	97
7	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	4	3	3	3	2	4	3	2	3	3	3	3	89
8	2	3	2	2	2	3	2	2	2	2	2	2	3	2	2	2	2	2	3	3	3	2	2	3	2	2	3	3	2	2	69
9	2	2	2	2	3	2	2	2	2	2	2	2	3	3	2	3	3	3	2	3	3	4	2	3	3	2	3	3	3	3	76
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11	3	2	2	3	2	2	3	2	3	2	2	2	2	2	2	3	2	2	2	3	3	2	2	3	3	2	2	3	2	2	70
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28	2	4	3	2	3	4	2	3	2	3	3	4	3	3	3	3	2	2	1	4	3	3	3	3	3	1	2	4	2	2	82
29	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	3	3	2	2	2	3	2	3	3	3	2	82
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32	3	2	2	3	3	2	3	3	3	2	3	2	3	2	3	1	1	1	1	1	1	2	3	2	1	3	1	2	1	62		
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35	4	3	3	4	3	3	4	4	4	3	3	3	3	3	4	3	3	3	3	4	3	4	3	4	3	3	3	3	3	99		
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37	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	4	3	3	2	4	3	2	3	3	3	3	89	
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39	2	2	2	2	3	2	2	2	2	2	2	2	3	3	2	3	3	3	2	3	3	4	2	3	3	2	3	3	3	3	76	
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41	3	2	2	3	2	2	3	2	3	2	2	2	2	2	2	3	2	2	2	3	3	2	2	3	3	2	2	3	2	2	70	
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44	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	4	4	3	3	4	3	4	4	3	3	96	
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46	3	3	3	3	3	3	3	4	3	3	3	3	3	3	4	3	3	3	3	3	3	4	2	3	3	3	3	3	3	3	92	
47	3	2	2	3	2	2	3	3	3	2	2	2	2	2	3	3	3	2	1	3	3	2	3	2	3	1	3	4	3	3	75	
48	4	3	3	4	3	3	4	4	4	3	3	3	3	4	4	3	3	4	3	3	3	4	4	3	4	3	4	3	3	3	102	
49	3	2	2	3	3	2	3	2	3	2	2	2	3	2	2	2	4	2	2	2	2	2	2	2	3	2	3	3	3	4	74	
50	3	2	3	3	3	2	3	2	3	3	3	2	3	3	2	3	2	3	2	3	3	2	2	3	3	2	3	2	3	2	78	
51	4	3	3	4	4	3	4	3	4	3	3	3	4	3	3	3	3	3	3	2	3	3	2	3	3	3	2	3	3	3	93	
52	2	3	3	2	3	3	2	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	86	
53	2	4	4	2	4	4	2	4	2	4	4	4	4	4	4	2	3	3	3	3	3	4	2	3	3	3	4	4	3	3	98	
54	2	3	3	2	3	3	2	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	4	3	3	3	3	3	86	
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61	2	3	3	2	3	3	3	3	2	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	87	

62	3	2	2	3	3	2	3	3	3	2	3	2	3	2	3	2	1	1	1	1	1	1	2	3	2	1	3	1	2	1	62
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123	3	1	1	3	1	1	3	1	3	1	1	1	1	3	1	3	3	3	1	4	4	1	1	3	3	1	3	3	64
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137	3	2	2	3	2	2	3	3	3	2	2	2	2	2	3	3	3	2	1	3	3	2	3	2	3	1	3	4	75
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150	4	3	2	4	3	3	4	3	4	2	3	3	3	3	3	4	3	3	2	4	3	4	3	4	3	2	3	3	93

Lampiran 7

Uji Validitas

		Correlations																														
		cm1	cm2	cm3	cm4	cm5	cm6	cm7	cm8	kp1	kp2	kp3	kp4	kp5	kp6	kp7	k.pel1	k.pel2	k.pel3	k.pel4	k.pel5	k.pel6	lp1	lp2	lp3	lp4	lp5	lp6	lp7	lp8	lp9	total
cm1	Pearson Correlation	1	-.017	-.032	1,000**	.201	-.017	.969**	.212	1,000**	-.032	.046	-.017	.201	0,000	.212	.414*	.026	.180	.037	.089	.006	.260	.288	.022	.307	.037	.089	.018	.117	.026	.388
	Sig. (2-tailed)		.929	.867	0,000	.286	.929	.000	.260	0,000	.867	.810	.929	.286	1,000	.260	.023	.893	.342	.845	.640	.977	.165	.123	.909	.098	.845	.638	.924	.537	.893	.034
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
cm2	Pearson Correlation	-.017	1	.839**	-.017	.748**	1,000**	-.009	.661**	-.017	.839**	.789**	1,000**	.748**	.563**	.661**	.074	.052	.290	.327	.315	.181	.575**	.357	.375	.311	.327	.181	.591**	.157	.052	.748**
	Sig. (2-tailed)	.929		.000	.929	.000	0,000	.963	.000	.929	.000	.000	0,000	.001	.000	.699	.785	.120	.077	.090	.338	.001	.053	.041	.094	.077	.338	.001	.409	.785	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
cm3	Pearson Correlation	-.032	.839**	1	-.032	.804**	.839**	-.016	.686**	-.032	1,000**	.882**	.839**	.804**	.605**	.686**	.070	.140	.487**	.549**	.157	.204	.473**	.246	.350	.447**	.549**	.387**	.442**	.447**	.140	.794**
	Sig. (2-tailed)	.867	.000		.867	.000	.000	.931	.000	.867	0,000	.000	.000	.000	.000	.000	.713	.462	.006	.002	.406	.280	.008	.190	.058	.013	.002	.035	.014	.013	.462	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
cm4	Pearson Correlation	1,000**	-.017	-.032	1	.201	-.017	.969**	.212	1,000**	-.032	.046	-.017	.201	0,000	.212	.414*	.026	.180	.037	.089	.006	.260	.288	.022	.307	.037	.089	.018	.117	.026	.388
	Sig. (2-tailed)	0,000	.929	.867		.286	.929	.000	.260	0,000	.867	.810	.929	.286	1,000	.260	.023	.893	.342	.845	.640	.977	.165	.123	.909	.098	.845	.638	.924	.537	.893	.034
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
cm5	Pearson Correlation	.201	.748**	.804**	.201	1	.748**	.207	.606**	.201	.804**	.813**	.748**	1,000**	.507**	.606**	0,000	.164	.310	.331	-.071	-.089	.506**	.317	.261	.327	.331	.268	.291	.340	.164	.729**
	Sig. (2-tailed)	.286	.000	.000	.286		.000	.272	.000	.286	.000	.000	.000	0,000	.004	.000	1,000	.387	.095	.074	.709	.639	.004	.088	.164	.077	.074	.153	.118	.066	.387	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
cm6	Pearson Correlation	-.017	1,000**	.839**	-.017	.748**	1	-.009	.661**	-.017	.839**	.789**	1,000**	.748**	.563**	.661**	.074	.052	.290	.327	.315	.181	.575**	.357	.375	.311	.327	.181	.591**	.157	.052	.748**
	Sig. (2-tailed)	.929	0,000	.000	.929	.000		.963	.000	.929	.000	.000	0,000	.001	.000	.699	.785	.120	.077	.090	.338	.001	.053	.041	.094	.077	.338	.001	.409	.785	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
cm7	Pearson Correlation	.969**	-.009	-.016	.969**	.207	-.009	1	.227	.969**	-.016	.063	-.009	.207	.082	.227	.429*	.053	.205	.083	.080	.003	.281	.340	.011	.317	.083	.089	.009	.060	.053	.406
	Sig. (2-tailed)	.000	.963	.931	.000	.272	.963		.229	.000	.931	.741	.963	.272	.668	.229	.018	.782	.277	.662	.674	.988	.133	.066	.953	.088	.662	.639	.961	.751	.782	.026
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
cm8	Pearson Correlation	.212	.661**	.686**	.212	.606**	.661**	.227	1	.212	.686**	.772**	.661**	.606**	.502**	1,000**	-.010	.254	.325	.404*	.100	.010	.598**	.453**	.334	.370*	.404*	.464**	.342	.428**	.254	.778**
	Sig. (2-tailed)	.260	.000	.000	.260	.000	.000	.229		.260	.000	.000	.000	.005	0,000	.958	.175	.080	.027	.598	.958	.000	.012	.071	.044	.027	.010	.065	.018	.175	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
kp1	Pearson Correlation	1,000**	-.017	-.032	1,000**	.201	-.017	.969**	.212	1	-.032	.046	-.017	.201	0,000	.212	.414*	.026	.180	.037	.089	.006	.260	.288	.022	.307	.037	.089	.018	.117	.026	.388
	Sig. (2-tailed)	0,000	.929	.867	0,000	.286	.929	.000	.260		.867	.810	.929	.286	1,000	.260	.023	.893	.342	.845	.640	.977	.165	.123	.909	.098	.845	.638	.924	.537	.893	.034
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
kp2	Pearson Correlation	-.032	.839**	1,000**	-.032	.804**	.839**	-.016	.686**	-.032	1	.882**	.839**	.804**	.605**	.686**	.070	.140	.487**	.549**	.157	.204	.473**	.246	.350	.447**	.549**	.387**	.442**	.447**	.140	.794**
	Sig. (2-tailed)	.867	.000	0,000	.867	.000	.000	.931	.000	.867		.000	.000	.000	.000	.000	.713	.462	.006	.002	.406	.280	.008	.190	.058	.013	.002	.035	.014	.013	.462	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30



kp3	Pearson Correlation	.046	.789	.882	.046	.813	.789	.063	.772	.046	.882	1	.789	.813	.577	.772	-.020	.000	.300	.437	.000	-.081	.484	.325	.376	.248	.437	.427	.232	.329	.000	.727
	Sig. (2-tailed)	.810	.000	.000	.810	.000	.000	.741	.000	.810	.000	.000	.000	.000	.001	.000	.915	1.000	.107	.016	1.000	.669	.007	.080	.041	.186	.016	.019	.217	.076	1.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
kp4	Pearson Correlation	-.017	1.000	.839	-.017	.748	1.000	-.009	.661	-.017	.839	.789	1	.748	.563	.661	.074	.052	.290	.327	.315	.181	.575	.357	.375	.311	.327	.181	.591	.157	.052	.748
	Sig. (2-tailed)	.929	0.000	.000	.929	.000	0.000	.963	.000	.929	.000	.000	.000	.000	.001	.000	.699	.785	.120	.077	.090	.338	.001	.053	.041	.094	.077	.338	.001	.409	.785	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
kp5	Pearson Correlation	.201	.748	.804	.201	1.000	.748	.207	.606	.201	.804	.813	.748	1	.507	.606	0.000	.164	.310	.331	-.071	-.089	.506	.317	.261	.327	.331	.268	.291	.340	.164	.729
	Sig. (2-tailed)	.286	.000	.000	.286	0.000	.000	.272	.000	.286	.000	.000	.000	.004	.000	.000	1.000	.387	.095	.074	.709	.639	.004	.088	.164	.077	.074	.153	.118	.066	.387	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
kp6	Pearson Correlation	0.000	.563	.605	0.000	.507	.563	.082	.502	0.000	.605	.577	.563	.507	1	.502	0.000	.290	.643	.470	.168	.317	.539	.281	.308	.387	.470	.528	.345	.403	.290	.674
	Sig. (2-tailed)	1.000	.001	.000	1.000	.004	.001	.668	.005	1.000	.000	.001	.001	.004	.005	1.000	.119	.000	.009	.375	.088	.002	.132	.097	.034	.009	.003	.062	.027	.119	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
kp7	Pearson Correlation	.212	.661	.686	.212	.606	.661	.227	1.000	.212	.686	.772	.661	.606	.502	1	-.010	.254	.325	.404	.100	.010	.598	.453	.334	.370	.404	.464	.342	.428	.254	.778
	Sig. (2-tailed)	.260	.000	.000	.260	.000	.000	.229	0.000	.260	.000	.000	.000	.000	.005	.958	.175	.080	.027	.598	.958	.000	.012	.071	.044	.027	.010	.065	.018	.175	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
k.pel1	Pearson Correlation	.414	.074	.070	.414	0.000	.074	.429	-.010	.414	.070	-.020	.074	0.000	0.000	-.010	1	.068	.459	.273	.547	.561	.299	.241	.232	.545	.273	.004	.285	-.028	.068	.371
	Sig. (2-tailed)	.023	.699	.713	.023	1.000	.699	.018	.958	.023	.713	.915	.699	1.000	1.000	.958	.720	.011	.144	.002	.001	.108	.199	.218	.002	.144	.984	.127	.882	.720	.044	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
k.pel2	Pearson Correlation	.026	.052	.140	.026	.164	.052	.053	.254	.026	.140	.000	.052	.164	.290	.254	.068	1	.563	.379	.217	.341	.309	.212	.133	.500	.379	.341	.362	.520	1.000	.430
	Sig. (2-tailed)	.893	.785	.462	.893	.387	.785	.782	.175	.893	.462	1.000	.785	.387	.119	.175	.720	.001	.039	.250	.065	.096	.261	.485	.005	.039	.065	.050	.003	0.000	.018	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
k.pel3	Pearson Correlation	.180	.290	.487	.180	.310	.290	.205	.325	.180	.487	.300	.290	.310	.643	.325	.459	.563	1	.676	.411	.608	.488	.212	.478	.711	.676	.511	.322	.542	.563	.711
	Sig. (2-tailed)	.342	.120	.006	.342	.095	.120	.277	.080	.342	.006	.107	.120	.095	.000	.080	.011	.001	.000	.024	.000	.006	.260	.008	.000	.000	.004	.083	.002	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
k.pel4	Pearson Correlation	.037	.327	.549	.037	.331	.327	.083	.404	.037	.549	.437	.327	.331	.470	.404	.273	.379	.676	1	.033	.306	.394	.228	.306	.404	1.000	.471	.121	.347	.379	.614
	Sig. (2-tailed)	.845	.077	.002	.845	.074	.077	.662	.027	.845	.002	.016	.077	.074	.009	.027	.144	.039	.000	.863	.100	.031	.226	.100	.027	0.000	.009	.522	.060	.039	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
k.pel5	Pearson Correlation	.089	.315	.157	.089	-.071	.315	.080	.100	.089	.157	.000	.315	-.071	.168	.100	.547	.217	.411	.033	1	.784	.319	.066	.461	.434	.033	-.104	.531	.028	.217	.369
	Sig. (2-tailed)	.640	.090	.406	.640	.709	.090	.674	.598	.640	.406	1.000	.090	.709	.375	.598	.002	.250	.024	.863	.000	.000	.086	.730	.010	.017	.863	.586	.003	.882	.250	.045
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
k.pel6	Pearson Correlation	.006	.181	.204	.006	-.089	.181	.003	.010	.006	.204	-.081	.181	-.089	.317	.010	.561	.341	.608	.306	.784	1	.143	-.043	.311	.545	.306	.108	.534	.241	.341	.371
	Sig. (2-tailed)	.977	.338	.280	.977	.639	.338	.988	.958	.977	.280	.669	.338	.639	.088	.958	.001	.065	.000	.100	.000	.450	.822	.094	.002	.100	.571	.002	.200	.065	.043	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

**Lampiran 8****Uji Reliabilitas**

<b>Cronbach's Alpha</b>	<b>N of Items</b>
<b>,935</b>	<b>30</b>

## Lampiran 9

### Hasil Uji Alat Statistik

#### Hasil Uji Analisis Jalur Tahap I

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,194	1,025		4,093	,000
citra.merek	,354	,042	,480	8,366	,000
kualitas.produk	,346	,040	,492	8,588	,000

a. Dependent Variable: kepuasan.pelanggan

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,723 <sup>a</sup>	,522	,516	1,712

a. Predictors: (Constant), kualitas.produk, citra.merek

## Hasil Uji Analisis Jalur Tahap II

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,387	1,479		2,967	,004
citra.merek	,380	,070	,355	5,413	,000
kualitas.produk	,301	,067	,295	4,455	,000
kepuasan.pelanggan	,485	,113	,334	4,301	,000

a. Dependent Variable: loyalitas.pelanggan

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,761 <sup>a</sup>	,579	,571	2,340

a. Predictors: (Constant), kepuasan.pelanggan, citra.merek, kualitas.produk

**Lampiran 11**  
**Tabel Nilai r Product Moment**

Pada Sig.0,05 (Two Tail)

N	R	N	r	N	r	N	r	N	r	N	R
1	0.997	41	0.301	81	0.216	121	0.177	161	0.154	201	0.138
2	0.95	42	0.297	82	0.215	122	0.176	162	0.153	202	0.137
3	0.878	43	0.294	83	0.213	123	0.176	163	0.153	203	0.137
4	0.811	44	0.291	84	0.212	124	0.175	164	0.152	204	0.137
5	0.754	45	0.288	85	0.211	125	0.174	165	0.152	205	0.136
6	0.707	46	0.285	86	0.21	126	0.174	166	0.151	206	0.136
7	0.666	47	0.282	87	0.208	127	0.173	167	0.151	207	0.136
8	0.632	48	0.279	88	0.207	128	0.172	168	0.151	208	0.135
9	0.602	49	0.276	89	0.206	129	0.172	169	0.15	209	0.135
10	0.576	50	0.273	90	0.205	130	0.171	170	0.15	210	0.135
11	0.553	51	0.271	91	0.204	131	0.17	171	0.149	211	0.134
12	0.532	52	0.268	92	0.203	132	0.17	172	0.149	212	0.134
13	0.514	53	0.266	93	0.202	133	0.169	173	0.148	213	0.134
14	0.497	54	0.263	94	0.201	134	0.168	174	0.148	214	0.134
15	0.482	55	0.261	95	0.2	135	0.168	175	0.148	215	0.133
16	0.468	56	0.259	96	0.199	136	0.167	176	0.147	216	0.133
17	0.456	57	0.256	97	0.198	137	0.167	177	0.147	217	0.133
18	0.444	58	0.254	98	0.197	138	0.166	178	0.146	218	0.132
19	0.433	59	0.252	99	0.196	139	0.165	179	0.146	219	0.132
20	0.423	60	0.25	100	0.195	140	0.165	180	0.146	220	0.132
21	0.413	61	0.248	101	0.194	141	0.164	181	0.145	221	0.131
22	0.404	62	0.246	102	0.193	142	0.164	182	0.145	222	0.131
23	0.396	63	0.244	103	0.192	143	0.163	183	0.144	223	0.131
24	0.388	64	0.242	104	0.191	144	0.163	184	0.144	224	0.131
25	0.381	65	0.24	105	0.19	145	0.162	185	0.144	225	0.13
26	0.374	66	0.239	106	0.189	146	0.161	186	0.143	226	0.13
27	0.367	67	0.237	107	0.188	147	0.161	187	0.143	227	0.13
28	0.361	68	0.235	108	0.187	148	0.16	188	0.142	228	0.129
29	0.355	69	0.234	109	0.187	149	0.16	189	0.142	229	0.129
30	0.349	70	0.232	110	0.186	150	0.159	190	0.142	230	0.129
31	0.344	71	0.23	111	0.185	151	0.159	191	0.141	231	0.129
32	0.339	72	0.229	112	0.184	152	0.158	192	0.141	232	0.128
33	0.334	73	0.227	113	0.183	153	0.158	193	0.141	233	0.128
34	0.329	74	0.226	114	0.182	154	0.157	194	0.14	234	0.128
35	0.325	75	0.224	115	0.182	155	0.157	195	0.14	235	0.127
36	0.32	76	0.223	116	0.181	156	0.156	196	0.139	236	0.127
37	0.316	77	0.221	117	0.18	157	0.156	197	0.139	237	0.127
38	0.312	78	0.22	118	0.179	158	0.155	198	0.139	238	0.127
39	0.308	79	0.219	119	0.179	159	0.155	199	0.138	239	0.126
40	0.304	80	0.217	120	0.178	160	0.154	200	0.138	240	0.126

