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# **LAMPIRAN**



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**Lampiran 01 : Data keluhan konsumen klinik kecantikan Naavagreen di Website dan Media Sosial**



**Yuni Halim**  
4 bulan lalu

★★★★★ Kalau ga punya waktu 4 jam. Mending jangan datang. Udah nunggu 2 jam ternyata facialnya disuruh nunggu 1-2 jam lg. Jd total nunggu bisa 3-4 jam. Blom termasuk perawatannya... kabur deh... sorry ya naava green. Ga tahan antrinyaaa

👍 Berguna?



**Prabowoningrum Hari Mukti Tjondrokoesoemo**  
> Naavagreen Indonesia

pencet nya gak bersih ,terapisny ngmg sm trapis lain ,ak masuk jam segitu keluar jam 5 ,gak masuk akal banget ! Pantes facialny ga bersih ,mana ada facial cuma 30 menit ? Terapisny juga ga ramah .

**Lampiran 02 : Ruang Perawatan Naavagreen**



### Lampiran 03 : Kuesioner

Dengan hormat,

Sehubungan dengan kegiatan penelitian dalam rangka penyusunan skripsi pada Fakultas Ekonomi dan Bisnis Universitas Esa Unggul Jakarta Barat dengan judul “**Pengaruh Kualitas Produk dan Pelayanan Terhadap Loyalitas Melalui Kepuasan Konsumen pada Naavagreen Natural Skin Care** ” Maka saya yang bertanda tangan dibawah ini :

Nama : Duwi Lisniyawati A  
NIM : 2013-11-460  
Fakultas : Ekonomi dan Bisnis  
Universitas : Esa Unggul Jakarta Barat

Memohon kesediaan Bapak/ Ibu/ Sdr/i untuk mengisi kuesioner sesuai dengan kondisi yang sebenarnya. Adapun jawaban yang dapat di berikan adalah **SS= Sangat Setuju, S= Setuju, TS= Tidak Setuju, STS= Sangat Tidak Setuju**. Atas perhatian dan kesediaan Bapak/Ibu/ Sdr/i, saya ucapkan terima kasih.

Hormat Saya,

Duwi Lisniyawati A

**A. DATA RESPONDEN****Petunjuk Pengisian**

Berilah tanda silang (X) pada setiap pilihan jawaban yang tersedia di bawah ini !

1. Jenis Kelamin :
  - a. Laki - laki
  - b. Perempuan
2. Usia :
  - a. 17 – 24 tahun
  - b. 25 – 30 tahun
  - c. 31 – 36 tahun
  - d.  $\geq$  36 tahun
3. Pekerjaan :
  - a. Pelajar/Mahasiswa
  - b. PNS
  - c. Wirausaha
  - d. Karyawan swasta
  - e. Ibu Rumah Tangga
4. Berapa kali anda berkunjung Ke Klinik Kecantikan Naavagreen dalam setahun:
  - a. 2-4 kali
  - b. 5-7 kali
  - c. 8-10 kali
  - d.  $\geq$  10 kali

## B. TANGGAPAN RESPONDEN

Isilah pernyataan di bawah ini sesuai dengan pengalaman anda dalam melakukan perawatan dan transaksi di Naavagreen Natural *Skin Care*, dengan memberikan tanda ceklis (✓) pada kolom yang tersedia.

| Kualitas Produk |                                                                                           | Keterangan |    |   |    |
|-----------------|-------------------------------------------------------------------------------------------|------------|----|---|----|
| No.             | Pernyataan                                                                                | STS        | TS | S | SS |
| 1               | Krim wajah Naavagreen tidak memberikan efek samping kerusakan kulit saat pemakaian        |            |    |   |    |
| 2               | Krim wajah Naavagreen dapat mencerahkan kulit wajah                                       |            |    |   |    |
| 3               | Krim wajah Naavagreen dapat bertahan lama tidak cepat berubah warna kecoklatan            |            |    |   |    |
| 4               | Produk Naavagreen berlabel halal                                                          |            |    |   |    |
| 5               | Kesesuaian produk dengan komposisi menggunakan bahan-bahan yang alami                     |            |    |   |    |
| 6               | Kesesuaian Produk Naavagreen dengan harapan konsumen                                      |            |    |   |    |
| 7               | Hasil perawatan yang diberikan Naavagreen sesuai dengan keinginan konsumen                |            |    |   |    |
| 8               | Setelah menggunakan produk Naavagreen dirasakan terdapat perbedaan kearah yang lebih baik |            |    |   |    |
| 9               | Krim Naavagreen memiliki aroma yang khas                                                  |            |    |   |    |
| 10              | Produk Naavagreen dapat dipesan melalui <i>online</i>                                     |            |    |   |    |
| 11              | Krim wajah Naavagreen mudah dalam penggunaanya                                            |            |    |   |    |

| Kualitas Pelayanan |                                                                                                     | Keterangan |    |   |    |
|--------------------|-----------------------------------------------------------------------------------------------------|------------|----|---|----|
| No.                | Pernyataan                                                                                          | STS        | TS | S | SS |
| 12                 | Naavagreen memiliki ruang perawatan/ <i>treatment</i> wajah yang nyaman                             |            |    |   |    |
| 13                 | Naavagreen memiliki ruang tunggu yang memadai                                                       |            |    |   |    |
| 14                 | Naavagreen memiliki ruang perawatan/ <i>treatment</i> wajah yang bersih                             |            |    |   |    |
| 15                 | Petugas Naavagreen berpenampilan rapi dan professional                                              |            |    |   |    |
| 16                 | Keandalan petugas Naavagreen dalam melayani masalah konsumen                                        |            |    |   |    |
| 17                 | Petugas Naavagreen mempunyai pengetahuan dalam menjawab pertanyaan konsumen dengan tepat            |            |    |   |    |
| 18                 | Ketanggapan petugas Naavagreen dalam merespon semua pertanyaan konsumen                             |            |    |   |    |
| 19                 | Proses pendaftaran hingga perawatan dilayani secara cepat sehingga saya tidak menunggu lama         |            |    |   |    |
| 20                 | Petugas Naavagreen bersikap ramah                                                                   |            |    |   |    |
| 21                 | Saat perawatan/ <i>treatment</i> wajah petugas Naavagreen melakukannya dengan terampil              |            |    |   |    |
| 22                 | Naavagreen menggunakan bahan-bahan alami sehingga aman untuk kulit                                  |            |    |   |    |
| 23                 | Petugas Naavagreen memperhatikan kebutuhan konsumen                                                 |            |    |   |    |
| 24                 | Petugas Naavagreen mengucapkan salam pembuka pada awal pelayanan dan terima kasih diakhir pelayanan |            |    |   |    |



| Kepuasan Konsumen |                                                                                                             | Keterangan |    |   |    |
|-------------------|-------------------------------------------------------------------------------------------------------------|------------|----|---|----|
| No                | Pernyataan                                                                                                  | STS        | TS | S | SS |
| 25                | Naavagreen memberikan kepuasan terhadap kualitas produk yang dijual                                         |            |    |   |    |
| 26                | Naavagreen memberikan kepuasan terhadap kualitas pelayanan yang diberikan                                   |            |    |   |    |
| 27                | Naavagreen memberikan kepuasan terhadap harga produk yang dijual                                            |            |    |   |    |
| 28                | Naavagreen memberikan kepuasan terhadap harga perawatan wajah yang ditawarkan                               |            |    |   |    |
| 29                | Naavagreen memberikan kepuasan dengan harga diskon/potongan harga kepada pelanggan                          |            |    |   |    |
| 30                | Karyawan Naavagreen memberikan pelayanan yang ramah                                                         |            |    |   |    |
| 31                | Terapis Naavagreen memberikan pelayanan <i>treatment</i> wajah yang memuaskan                               |            |    |   |    |
| 32                | Melakukan <i>treatment</i> wajah di Naavagreen memberikan rasa kebanggaan dan kepuasan                      |            |    |   |    |
| 33                | Setelah kembali melakukan <i>treatment</i> wajah di Naavagreen pelanggan masih merasa puas                  |            |    |   |    |
| 34                | Kepuasan dalam kemudahan mendapatkan produk Naavagreen                                                      |            |    |   |    |
| 35                | Naavagreen memberi kepuasan dalam kemudahan prosedur pembayaran baik secara <i>cash</i> maupun kartu debit. |            |    |   |    |



| Loyalitas Konsumen |                                                                                                         | Keterangan |    |   |    |
|--------------------|---------------------------------------------------------------------------------------------------------|------------|----|---|----|
| No.                | Pernyataan                                                                                              | STS        | TS | S | SS |
| 36                 | Saya melakukan perawatan/ <i>treatment</i> wajah secara rutin di Naavagreen                             |            |    |   |    |
| 37                 | Saya setia terhadap Naavagreen                                                                          |            |    |   |    |
| 38                 | Saya membeli produk tambahan lain di Naavagreen                                                         |            |    |   |    |
| 39                 | Saya selalu menjadikan Naavagreen pilihan utama dalam melakukan perawatan/ <i>treatment</i> wajah       |            |    |   |    |
| 40                 | Saya akan bertahan untuk selalu melakukan perawatan di Navagreen meskipun harga akan naik               |            |    |   |    |
| 41                 | Saya akan mereferensikan Naavagreen kepada orang lain                                                   |            |    |   |    |
| 42                 | Saya akan mengatakan hal positif tentang perawatan/ <i>treatment</i> wajah Naavagreen kepada orang lain |            |    |   |    |

Lampiran 04 : Tabulasi Pre-Test 30 Responden

| No | Kualitas Produk |    |    |    |    |    |    |    |    |     |     | Total | Kualitas Pelayanan |     |     |     |     |     |     |     |     |     |     |     | Total | Kepuasan Konsumen |     |     |     |     |     |     |     |     |    | Total | Loyalitas |     |     |     |     |     | Total |     |     |     |
|----|-----------------|----|----|----|----|----|----|----|----|-----|-----|-------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|----|-------|-----------|-----|-----|-----|-----|-----|-------|-----|-----|-----|
|    | p1              | p2 | p3 | p4 | p5 | p6 | p7 | p8 | p9 | p10 | p11 |       | p12                | p13 | p14 | p15 | p16 | p17 | p18 | p19 | p20 | p21 | p22 | p23 |       | p24               | p25 | p26 | p27 | p28 | p29 | p30 | p31 | p32 | p3 |       | p34       | p35 | p36 | p37 | p38 | p39 |       | p40 | p41 | p42 |
| 1  | 4               | 4  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 4   | 4   | 34    | 2                  | 2   | 2   | 3   | 2   | 3   | 3   | 2   | 2   | 2   | 4   | 4   | 2     | 33                | 4   | 4   | 4   | 2   | 2   | 4   | 2   | 2   | 2  | 2     | 3         | 31  | 4   | 4   | 4   | 2   | 2     | 4   | 3   | 23  |
| 2  | 4               | 1  | 4  | 4  | 4  | 2  | 2  | 2  | 4  | 4   | 4   | 35    | 2                  | 3   | 2   | 3   | 2   | 4   | 2   | 2   | 1   | 3   | 3   | 3   | 1     | 31                | 1   | 4   | 4   | 3   | 4   | 3   | 1   | 2   | 2  | 3     | 2         | 29  | 4   | 4   | 3   | 3   | 3     | 3   | 23  |     |
| 3  | 4               | 2  | 4  | 3  | 4  | 2  | 2  | 2  | 4  | 4   | 4   | 35    | 2                  | 1   | 1   | 3   | 3   | 4   | 2   | 2   | 2   | 1   | 4   | 3   | 2     | 30                | 4   | 3   | 4   | 2   | 2   | 3   | 3   | 1   | 1  | 3     | 1         | 27  | 2   | 2   | 2   | 3   | 3     | 3   | 2   | 17  |
| 4  | 3               | 2  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3   | 3   | 29    | 2                  | 3   | 2   | 4   | 3   | 3   | 3   | 2   | 2   | 2   | 3   | 4   | 3     | 36                | 3   | 1   | 4   | 2   | 4   | 2   | 4   | 1   | 2  | 2     | 2         | 27  | 4   | 2   | 2   | 2   | 2     | 4   | 4   | 20  |
| 5  | 3               | 1  | 2  | 3  | 4  | 2  | 1  | 2  | 2  | 3   | 3   | 26    | 3                  | 3   | 1   | 3   | 3   | 4   | 2   | 2   | 1   | 1   | 3   | 4   | 2     | 32                | 2   | 3   | 3   | 2   | 3   | 3   | 2   | 2   | 2  | 3     | 2         | 27  | 3   | 2   | 3   | 3   | 2     | 4   | 3   | 20  |
| 6  | 3               | 4  | 3  | 3  | 1  | 2  | 2  | 4  | 3  | 3   | 4   | 32    | 1                  | 2   | 2   | 4   | 4   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 3     | 33                | 2   | 1   | 3   | 2   | 3   | 2   | 3   | 2   | 2  | 2     | 2         | 24  | 2   | 2   | 2   | 2   | 2     | 3   | 3   | 16  |
| 7  | 2               | 4  | 4  | 4  | 3  | 1  | 4  | 1  | 3  | 4   | 3   | 33    | 1                  | 1   | 2   | 3   | 4   | 3   | 2   | 3   | 1   | 2   | 3   | 2   | 2     | 29                | 3   | 2   | 3   | 4   | 3   | 2   | 2   | 2   | 1  | 3     | 1         | 26  | 4   | 2   | 2   | 2   | 2     | 4   | 3   | 19  |
| 8  | 3               | 3  | 3  | 3  | 4  | 4  | 1  | 4  | 3  | 3   | 3   | 34    | 3                  | 2   | 2   | 3   | 4   | 4   | 2   | 2   | 3   | 2   | 4   | 4   | 3     | 38                | 2   | 1   | 4   | 3   | 4   | 3   | 3   | 1   | 2  | 4     | 1         | 28  | 2   | 2   | 2   | 3   | 2     | 2   | 3   | 16  |
| 9  | 3               | 4  | 3  | 4  | 3  | 4  | 3  | 2  | 3  | 3   | 3   | 35    | 2                  | 2   | 1   | 3   | 2   | 4   | 4   | 1   | 1   | 1   | 3   | 3   | 3     | 30                | 3   | 3   | 3   | 2   | 4   | 1   | 1   | 1   | 2  | 2     | 1         | 23  | 3   | 3   | 2   | 2   | 2     | 3   | 2   | 17  |
| 10 | 4               | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 44    | 2                  | 2   | 1   | 3   | 4   | 3   | 2   | 1   | 2   | 2   | 2   | 3   | 3     | 30                | 2   | 1   | 3   | 2   | 3   | 3   | 3   | 2   | 2  | 3     | 2         | 26  | 3   | 2   | 2   | 3   | 2     | 4   | 2   | 18  |
| 11 | 4               | 2  | 3  | 3  | 4  | 4  | 2  | 3  | 4  | 4   | 4   | 37    | 3                  | 1   | 2   | 1   | 3   | 1   | 3   | 2   | 2   | 2   | 4   | 2   | 2     | 28                | 3   | 2   | 3   | 2   | 1   | 1   | 3   | 1   | 1  | 4     | 1         | 22  | 2   | 3   | 3   | 3   | 3     | 3   | 2   | 19  |
| 12 | 3               | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 4   | 4   | 3     | 35                 | 2   | 1   | 1   | 2   | 2   | 1   | 2   | 2   | 2   | 2   | 2   | 3     | 25                | 2   | 2   | 2   | 1   | 1   | 2   | 2   | 1   | 1  | 2     | 2         | 18  | 3   | 3   | 3   | 3   | 3     | 3   | 3   | 21  |
| 13 | 3               | 3  | 3  | 4  | 4  | 3  | 1  | 4  | 4  | 4   | 4   | 37    | 1                  | 3   | 1   | 2   | 3   | 1   | 3   | 1   | 2   | 1   | 2   | 2   | 3     | 25                | 2   | 2   | 3   | 1   | 1   | 3   | 3   | 1   | 1  | 3     | 2         | 22  | 3   | 2   | 3   | 4   | 2     | 4   | 2   | 20  |
| 14 | 2               | 2  | 3  | 4  | 3  | 4  | 3  | 2  | 3  | 3   | 4   | 33    | 1                  | 2   | 1   | 2   | 3   | 2   | 3   | 2   | 2   | 4   | 2   | 4   | 4     | 32                | 1   | 2   | 2   | 2   | 2   | 1   | 2   | 2   | 2  | 1     | 1         | 18  | 3   | 3   | 4   | 3   | 2     | 3   | 3   | 21  |
| 15 | 4               | 4  | 4  | 2  | 4  | 3  | 3  | 4  | 3  | 3   | 4   | 38    | 1                  | 2   | 2   | 3   | 2   | 4   | 4   | 2   | 3   | 4   | 2   | 3   | 4     | 36                | 1   | 1   | 4   | 1   | 4   | 2   | 3   | 2   | 2  | 2     | 4         | 26  | 2   | 2   | 4   | 4   | 2     | 4   | 3   | 21  |
| 16 | 4               | 3  | 3  | 4  | 3  | 2  | 2  | 4  | 4  | 3   | 3   | 35    | 4                  | 2   | 2   | 4   | 4   | 4   | 3   | 2   | 2   | 4   | 4   | 4   | 4     | 43                | 1   | 1   | 4   | 1   | 4   | 1   | 3   | 1   | 2  | 3     | 4         | 25  | 3   | 4   | 3   | 3   | 3     | 3   | 2   | 21  |
| 17 | 4               | 4  | 3  | 3  | 3  | 4  | 2  | 3  | 4  | 4   | 4   | 38    | 4                  | 2   | 1   | 3   | 3   | 4   | 2   | 4   | 3   | 4   | 4   | 4   | 3     | 41                | 2   | 1   | 3   | 1   | 4   | 2   | 3   | 3   | 1  | 2     | 3         | 25  | 3   | 2   | 4   | 3   | 2     | 3   | 3   | 20  |
| 18 | 3               | 3  | 3  | 2  | 4  | 2  | 4  | 3  | 3  | 3   | 3   | 33    | 2                  | 2   | 2   | 3   | 4   | 4   | 3   | 2   | 2   | 3   | 3   | 4   | 4     | 38                | 1   | 2   | 3   | 2   | 4   | 2   | 2   | 4   | 1  | 3     | 3         | 27  | 2   | 3   | 2   | 2   | 2     | 2   | 2   | 15  |
| 19 | 3               | 4  | 3  | 4  | 4  | 1  | 2  | 2  | 4  | 4   | 4   | 35    | 4                  | 2   | 2   | 4   | 3   | 3   | 4   | 4   | 3   | 3   | 4   | 3   | 3     | 42                | 3   | 1   | 2   | 2   | 3   | 3   | 3   | 3   | 3  | 3     | 2         | 28  | 3   | 3   | 3   | 3   | 2     | 3   | 2   | 19  |
| 20 | 3               | 2  | 4  | 3  | 3  | 2  | 2  | 2  | 3  | 3   | 3   | 30    | 3                  | 3   | 2   | 4   | 3   | 3   | 3   | 2   | 3   | 4   | 3   | 4   | 3     | 40                | 1   | 3   | 2   | 1   | 3   | 3   | 3   | 3   | 2  | 3     | 2         | 26  | 3   | 4   | 2   | 2   | 2     | 4   | 2   | 19  |
| 21 | 4               | 3  | 4  | 3  | 4  | 2  | 2  | 2  | 3  | 3   | 4   | 34    | 2                  | 3   | 4   | 3   | 4   | 3   | 3   | 2   | 3   | 3   | 4   | 3   | 4     | 41                | 4   | 1   | 3   | 2   | 3   | 4   | 4   | 4   | 2  | 4     | 3         | 34  | 4   | 3   | 3   | 3   | 3     | 3   | 2   | 21  |
| 22 | 3               | 4  | 3  | 2  | 3  | 2  | 1  | 3  | 3  | 3   | 4   | 31    | 2                  | 3   | 2   | 4   | 4   | 4   | 2   | 4   | 3   | 4   | 3   | 2   | 1     | 38                | 3   | 4   | 4   | 2   | 4   | 3   | 4   | 3   | 2  | 3     | 3         | 35  | 4   | 4   | 4   | 2   | 1     | 4   | 3   | 22  |
| 23 | 4               | 3  | 3  | 3  | 3  | 1  | 1  | 3  | 3  | 3   | 3   | 30    | 2                  | 2   | 2   | 3   | 3   | 3   | 2   | 2   | 4   | 3   | 4   | 4   | 2     | 36                | 4   | 3   | 3   | 3   | 3   | 3   | 4   | 4   | 2  | 4     | 3         | 36  | 4   | 3   | 3   | 4   | 4     | 3   | 3   | 24  |
| 24 | 3               | 1  | 2  | 3  | 3  | 2  | 1  | 4  | 2  | 3   | 3   | 27    | 3                  | 2   | 2   | 3   | 4   | 4   | 4   | 2   | 3   | 3   | 2   | 4   | 4     | 40                | 3   | 2   | 4   | 3   | 4   | 3   | 3   | 3   | 3  | 3     | 4         | 35  | 2   | 3   | 3   | 4   | 2     | 3   | 4   | 21  |
| 25 | 3               | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 4   | 3   | 27    | 2                  | 3   | 2   | 3   | 3   | 2   | 4   | 2   | 4   | 3   | 3   | 4   | 3     | 38                | 4   | 3   | 4   | 2   | 3   | 3   | 4   | 4   | 3  | 3     | 4         | 37  | 4   | 4   | 2   | 3   | 2     | 4   | 3   | 22  |
| 26 | 3               | 2  | 2  | 3  | 2  | 2  | 1  | 3  | 2  | 3   | 2   | 25    | 3                  | 1   | 2   | 1   | 3   | 1   | 2   | 2   | 3   | 3   | 3   | 1   | 28    | 1                 | 4   | 4   | 3   | 3   | 3   | 3   | 2   | 2   | 3  | 4     | 32        | 3   | 4   | 3   | 3   | 2   | 4     | 3   | 22  |     |
| 27 | 3               | 2  | 3  | 2  | 2  | 1  | 2  | 1  | 3  | 4   | 3   | 26    | 2                  | 3   | 2   | 2   | 3   | 3   | 4   | 2   | 3   | 3   | 2   | 4   | 2     | 35                | 4   | 2   | 4   | 3   | 4   | 2   | 3   | 2   | 2  | 3     | 3         | 32  | 2   | 3   | 2   | 2   | 2     | 3   | 2   | 16  |
| 28 | 3               | 3  | 3  | 2  | 2  | 1  | 2  | 1  | 3  | 3   | 3   | 26    | 2                  | 2   | 2   | 1   | 3   | 4   | 4   | 2   | 4   | 4   | 4   | 3   | 2     | 37                | 3   | 3   | 3   | 2   | 3   | 2   | 4   | 4   | 4  | 3     | 3         | 34  | 4   | 3   | 3   | 2   | 3     | 4   | 2   | 21  |
| 29 | 4               | 3  | 4  | 3  | 3  | 2  | 1  | 4  | 3  | 3   | 4   | 34    | 2                  | 1   | 1   | 2   | 2   | 2   | 1   | 3   | 4   | 4   | 2   | 4   | 1     | 29                | 2   | 4   | 4   | 3   | 3   | 2   | 4   | 4   | 4  | 3     | 3         | 36  | 4   | 3   | 4   | 3   | 3     | 3   | 3   | 23  |
| 30 | 4               | 4  | 3  | 3  | 1  | 3  | 2  | 2  | 3  | 3   | 4   | 32    | 2                  | 1   | 2   | 2   | 2   | 2   | 1   | 2   | 3   | 4   | 4   | 3   | 3     | 31                | 3   | 2   | 4   | 3   | 4   | 3   | 3   | 4   | 1  | 2     | 3         | 32  | 4   | 4   | 3   | 4   | 3     | 4   | 4   | 26  |

**Kualitas Produk**

|    |                                   | Correlations |        |        |        |        |        |        |        |       |       |       |        |
|----|-----------------------------------|--------------|--------|--------|--------|--------|--------|--------|--------|-------|-------|-------|--------|
|    |                                   | P1           | P2     | P3     | P4     | P5     | P6     | P7     | P8     | P9    | P10   | P11   | TOTAL  |
| P1 | Pearson Correlation               | 1            | .132   | .258   | -.080  | .176   | .170   | -.167  | .305   | .422  | .114  | .431  | .435   |
|    | Sig. (2-tailed)                   |              | .488   | .169   | .675   | .352   | .369   | .377   | .101   | .020  | .548  | .017  | .016   |
|    | Sum of Squares and Cross-products | 10.667       | 2.333  | 3.000  | -1.000 | 2.667  | 3.000  | -2.667 | 5.333  | 4.667 | 1.000 | 4.333 | 33.333 |
|    | Covariance                        | .368         | .080   | .103   | -.034  | .092   | .103   | -.092  | .184   | .161  | .034  | .149  | 1.149  |
|    | N                                 | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30    | 30    | 30     |
| P2 | Pearson Correlation               | .132         | 1      | .227   | .067   | -.178  | .191   | .349   | .161   | .301  | .041  | .351  | .508   |
|    | Sig. (2-tailed)                   | .488         |        | .227   | .724   | .348   | .312   | .058   | .397   | .106  | .829  | .057  | .004   |
|    | Sum of Squares and Cross-products | 2.333        | 29.467 | 4.400  | 1.400  | -4.467 | 5.600  | 9.267  | 4.667  | 5.533 | .600  | 5.867 | 64.667 |
|    | Covariance                        | .080         | 1.016  | .152   | .048   | -.154  | .193   | .320   | .161   | .191  | .021  | .202  | 2.230  |
|    | N                                 | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30    | 30    | 30     |
| P3 | Pearson Correlation               | .258         | .227   | 1      | .198   | .279   | -.010  | .391   | .000   | .547  | .084  | .420  | .550   |
|    | Sig. (2-tailed)                   | .169         | .227   |        | .295   | .136   | .957   | .033   | 1.000  | .002  | .660  | .021  | .002   |
|    | Sum of Squares and Cross-products | 3.000        | 4.400  | 12.700 | 2.700  | 4.600  | -2.000 | 6.800  | .000   | 6.600 | .800  | 4.600 | 46.000 |
|    | Covariance                        | .103         | .152   | .438   | .093   | .159   | -.007  | .234   | .000   | .228  | .028  | .159  | 1.586  |
|    | N                                 | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30    | 30    | 30     |
| P4 | Pearson Correlation               | -.080        | .067   | .198   | 1      | .203   | .280   | .203   | .097   | .431  | .272  | .136  | .478   |
|    | Sig. (2-tailed)                   | .675         | .724   | .295   |        | .283   | .134   | .282   | .609   | .017  | .146  | .475  | .008   |
|    | Sum of Squares and Cross-products | -1.000       | 1.400  | 2.700  | 14.700 | 3.600  | 5.800  | 3.800  | 2.000  | 5.600 | 2.800 | 1.600 | 43.000 |
|    | Covariance                        | -.034        | .048   | .093   | .507   | .124   | .200   | .131   | .069   | .193  | .097  | .055  | 1.483  |
|    | N                                 | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30    | 30    | 30     |
| P5 | Pearson Correlation               | .176         | -.178  | .279   | .203   | 1      | .216   | .121   | .175   | .348  | .273  | .220  | .481   |
|    | Sig. (2-tailed)                   | .352         | .348   | .136   | .283   |        | .252   | .525   | .356   | .059  | .144  | .243  | .007   |
|    | Sum of Squares and Cross-products | 2.667        | -4.467 | 4.600  | 3.600  | 21.467 | 5.400  | 2.733  | 4.333  | 5.467 | 3.400 | 3.133 | 52.333 |
|    | Covariance                        | .092         | -.154  | .159   | .124   | .740   | .186   | .094   | .149   | .189  | .117  | .108  | 1.805  |
|    | N                                 | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30    | 30    | 30     |
| P6 | Pearson Correlation               | .170         | .191   | -.010  | .280   | .216   | 1      | .197   | .380   | .240  | .083  | .325  | .599   |
|    | Sig. (2-tailed)                   | .369         | .312   | .957   | .134   | .252   |        | .297   | .038   | .201  | .664  | .080  | .000   |
|    | Sum of Squares and Cross-products | 3.000        | 5.600  | -2.000 | 5.800  | 5.400  | 29.200 | 5.200  | 11.000 | 4.400 | 1.200 | 5.400 | 76.000 |
|    | Covariance                        | .103         | .193   | -.007  | .200   | .186   | 1.007  | .179   | .379   | .152  | .041  | .186  | 2.621  |
|    | N                                 | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30    | 30    | 30     |
| P7 | Pearson Correlation               | -.167        | .349   | .391   | .203   | .121   | .197   | 1      | -.204  | .226  | .244  | .071  | .451   |
|    | Sig. (2-tailed)                   | .377         | .058   | .033   | .282   | .525   | .297   |        | .280   | .230  | .194  | .709  | .012   |
|    | Sum of Squares and Cross-products | -2.667       | 9.267  | 6.800  | 3.800  | 2.733  | 5.200  | 23.867 | -5.333 | 3.733 | 3.200 | 1.067 | 51.667 |
|    | Covariance                        |              |        |        |        |        |        |        |        |       |       |       |        |
|    | N                                 |              |        |        |        |        |        |        |        |       |       |       |        |

|       |                                   |        |        |        |        |        |        |        |        |        |        |        |         |
|-------|-----------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
|       | Covariance                        | -.092  | .320   | .234   | .131   | .094   | .179   | .823   | -.184  | .129   | .110   | .037   | 1.782   |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |
| P8    | Pearson Correlation               | .305   | .161   | .000   | .097   | .175   | .380   | -.204  | 1      | .129   | -.209  | .162   | .419    |
|       | Sig. (2-tailed)                   | .101   | .397   | 1.000  | .609   | .356   | .038   | .280   |        | .498   | .268   | .393   | .021    |
|       | Sum of Squares and Cross-products | 5.333  | 4.667  | .000   | 2.000  | 4.333  | 11.000 | -5.333 | 28.667 | 2.333  | -3.000 | 2.667  | 52.667  |
|       | Covariance                        | .184   | .161   | .000   | .069   | .149   | .379   | -.184  | .989   | .080   | -.103  | .092   | 1.816   |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |
| P9    | Pearson Correlation               | .422   | .301   | .547** | .431*  | .348   | .240   | .226   | .129   | 1      | .484** | .589** | .759**  |
|       | Sig. (2-tailed)                   | .020   | .106   | .002   | .017   | .059   | .201   | .230   | .498   |        | .007   | .001   | .000    |
|       | Sum of Squares and Cross-products | 4.667  | 5.533  | 6.600  | 5.600  | 5.467  | 4.400  | 3.733  | 2.333  | 11.467 | 4.400  | 6.133  | 60.333  |
|       | Covariance                        | .161   | .191   | .228   | .193   | .189   | .152   | .129   | .080   | .395   | .152   | .211   | 2.080   |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |
| P10   | Pearson Correlation               | .114   | .041   | .084   | .272   | .273   | .083   | .244   | -.209  | .484** | 1      | .291   | .381*   |
|       | Sig. (2-tailed)                   | .548   | .829   | .660   | .146   | .144   | .664   | .194   | .268   | .007   |        | .119   | .038    |
|       | Sum of Squares and Cross-products | 1.000  | .600   | .800   | 2.800  | 3.400  | 1.200  | 3.200  | -3.000 | 4.400  | 7.200  | 2.400  | 24.000  |
|       | Covariance                        | .034   | .021   | .028   | .097   | .117   | .041   | .110   | -.103  | .152   | .248   | .083   | .828    |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |
| P11   | Pearson Correlation               | .431   | .351   | .420   | .136   | .220   | .325   | .071   | .162   | .589** | .291   | 1      | .646**  |
|       | Sig. (2-tailed)                   | .017   | .057   | .021   | .475   | .243   | .080   | .709   | .393   | .001   | .119   |        | .000    |
|       | Sum of Squares and Cross-products | 4.333  | 5.867  | 4.600  | 1.600  | 3.133  | 5.400  | 1.067  | 2.667  | 6.133  | 2.400  | 9.467  | 46.667  |
|       | Covariance                        | .149   | .202   | .159   | .055   | .108   | .186   | .037   | .092   | .211   | .083   | .326   | 1.609   |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |
| TOTAL | Pearson Correlation               | .435   | .508** | .550** | .478** | .481** | .599** | .451   | .419   | .759** | .381*  | .646** | 1       |
|       | Sig. (2-tailed)                   | .016   | .004   | .002   | .008   | .007   | .000   | .012   | .021   | .000   | .038   | .000   |         |
|       | Sum of Squares and Cross-products | 33.333 | 64.667 | 46.000 | 43.000 | 52.333 | 76.000 | 51.667 | 52.667 | 60.333 | 24.000 | 46.667 | 550.667 |
|       | Covariance                        | 1.149  | 2.230  | 1.586  | 1.483  | 1.805  | 2.621  | 1.782  | 1.816  | 2.080  | .828   | 1.609  | 18.989  |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |

### Kualitas pelayanan

|     |                                   | Correlations |       |      |       |       |       |       |       |       |       |       |       |       |        |
|-----|-----------------------------------|--------------|-------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
|     |                                   | P12          | P13   | P14  | P15   | P16   | P17   | P18   | P19   | P20   | P21   | P22   | P23   | P24   | TOTAL  |
| P12 | Pearson Correlation               | 1            | -.025 | .041 | .154  | .138  | .191  | .048  | .099  | .156  | .179  | .386* | .370* | .285  | .492** |
|     | Sig. (2-tailed)                   |              | .894  | .831 | .416  | .468  | .311  | .800  | .603  | .410  | .344  | .035  | .044  | .127  | .006   |
|     | Sum of Squares and Cross-products | 21.367       | -.467 | .633 | 3.400 | 2.533 | 5.000 | 1.100 | 1.767 | 3.500 | 4.633 | 7.533 | 6.900 | 7.300 | 65.200 |
|     | Covariance                        | .737         | -.016 | .022 | .117  | .087  | .172  | .038  | .061  | .121  | .160  | .260  | .238  | .252  | 2.248  |
|     | N                                 | 30           | 30    | 30   | 30    | 30    | 30    | 30    | 30    | 30    | 30    | 30    | 30    | 30    | 30     |
| P13 | Pearson Correlation               | -.025        | 1     | .258 | .442* | .181  | .311  | .387* | .061  | .000  | .021  | -.127 | .211  | .217  | .457   |
|     | Sig. (2-tailed)                   | .894         |       | .168 | .015  | .339  | .095  | .035  | .751  | 1.000 | .913  | .505  | .262  | .248  | .011   |

|     |                                   |       |        |        |        |        |        |        |        |        |        |        |        |        |        |
|-----|-----------------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|     | Sum of Squares and Cross-products | -.467 | 15.867 | 3.467  | 8.400  | 2.867  | 7.000  | 7.600  | .933   | .000   | .467   | -2.133 | 3.400  | 4.800  | 52.200 |
|     | Covariance                        | -.016 | .547   | .120   | .290   | .099   | .241   | .262   | .032   | .000   | .016   | -.074  | .117   | .166   | 1.800  |
|     | N                                 | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| P14 | Pearson Correlation               | .041  | .258   | 1      | .162   | .333   | .105   | .235   | .171   | .275   | .284   | .384   | -.066  | .359   | .536   |
|     | Sig. (2-tailed)                   | .831  | .168   |        | .394   | .073   | .581   | .212   | .366   | .141   | .128   | .036   | .728   | .052   | .002   |
|     | Sum of Squares and Cross-products | .633  | 3.467  | 11.367 | 2.600  | 4.467  | 2.000  | 3.900  | 2.233  | 4.500  | 5.367  | 5.467  | -.900  | 6.700  | 51.800 |
|     | Covariance                        | .022  | .120   | .392   | .090   | .154   | .069   | .134   | .077   | .155   | .185   | .189   | -.031  | .231   | 1.786  |
|     | N                                 | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| P15 | Pearson Correlation               | .154  | .442   | .162   | 1      | .336   | .555   | .051   | .281   | -.173  | -.015  | .069   | .145   | .249   | .522   |
|     | Sig. (2-tailed)                   | .416  | .015   | .394   |        | .069   | .001   | .789   | .132   | .361   | .937   | .716   | .444   | .184   | .003   |
|     | Sum of Squares and Cross-products | 3.400 | 8.400  | 2.600  | 22.800 | 6.400  | 15.000 | 1.200  | 5.200  | -4.000 | -.400  | 1.400  | 2.800  | 6.600  | 71.400 |
|     | Covariance                        | .117  | .290   | .090   | .786   | .221   | .517   | .041   | .179   | -.138  | -.014  | .048   | .097   | .228   | 2.462  |
|     | N                                 | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| P16 | Pearson Correlation               | .138  | .181   | .333   | .336   | 1      | .266   | .031   | .255   | .000   | -.024  | .111   | -.099  | .082   | .387   |
|     | Sig. (2-tailed)                   | .468  | .339   | .073   | .069   |        | .155   | .873   | .173   | 1.000  | .900   | .560   | .601   | .668   | .035   |
|     | Sum of Squares and Cross-products | 2.533 | 2.867  | 4.467  | 6.400  | 15.867 | 6.000  | .600   | 3.933  | .000   | -.533  | 1.867  | -1.600 | 1.800  | 44.200 |
|     | Covariance                        | .087  | .099   | .154   | .221   | .547   | .207   | .021   | .136   | .000   | -.018  | .064   | -.055  | .062   | 1.524  |
|     | N                                 | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| P17 | Pearson Correlation               | .191  | .311   | .105   | .555   | .266   | 1      | .179   | .228   | -.109  | .095   | .251   | .263   | .287   | .605   |
|     | Sig. (2-tailed)                   | .311  | .095   | .581   | .001   | .155   |        | .343   | .225   | .565   | .619   | .181   | .161   | .124   | .000   |
|     | Sum of Squares and Cross-products | 5.000 | 7.000  | 2.000  | 15.000 | 6.000  | 32.000 | 5.000  | 5.000  | -3.000 | 3.000  | 6.000  | 6.000  | 9.000  | 98.000 |
|     | Covariance                        | .172  | .241   | .069   | .517   | .207   | 1.103  | .172   | .172   | -.103  | .103   | .207   | .207   | .310   | 3.379  |
|     | N                                 | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| P18 | Pearson Correlation               | .048  | .387   | .235   | .051   | .031   | .179   | 1      | -.142  | .105   | .033   | -.163  | .136   | .399   | .387   |
|     | Sig. (2-tailed)                   | .800  | .035   | .212   | .789   | .873   | .343   |        | .455   | .582   | .864   | .389   | .475   | .029   | .035   |
|     | Sum of Squares and Cross-products | 1.100 | 7.600  | 3.900  | 1.200  | .600   | 5.000  | 24.300 | -2.700 | 2.500  | .900   | -3.400 | 2.700  | 10.900 | 54.600 |
|     | Covariance                        | .038  | .262   | .134   | .041   | .021   | .172   | .838   | -.093  | .086   | .031   | -.117  | .093   | .376   | 1.883  |
|     | N                                 | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| P19 | Pearson Correlation               | .099  | .061   | .171   | .281   | .255   | .228   | -.142  | 1      | .027   | .334   | .241   | -.211  | .135   | .384   |
|     | Sig. (2-tailed)                   | .603  | .751   | .366   | .132   | .173   | .225   | .455   |        | .889   | .071   | .200   | .262   | .476   | .036   |
|     | Sum of Squares and Cross-products | 1.767 | .933   | 2.233  | 5.200  | 3.933  | 5.000  | -2.700 | 14.967 | .500   | 7.233  | 3.933  | -3.300 | 2.900  | 42.600 |
|     | Covariance                        | .061  | .032   | .077   | .179   | .136   | .172   | -.093  | .516   | .017   | .249   | .136   | -.114  | .100   | 1.469  |
|     | N                                 | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| P20 | Pearson Correlation               | .156  | .000   | .275   | -.173  | .000   | -.109  | .105   | .027   | 1      | .608   | .098   | .281   | .316   | .432   |
|     | Sig. (2-tailed)                   | .410  | 1.000  | .141   | .361   | 1.000  | .565   | .582   | .889   |        | .000   | .608   | .133   | .088   | .017   |
|     | Sum of Squares and Cross-products | 3.500 | .000   | 4.500  | -4.000 | .000   | -3.000 | 2.500  | .500   | 23.500 | 16.500 | 2.000  | 5.500  | 8.500  | 60.000 |
|     | Covariance                        | .121  | .000   | .155   | -.138  | .000   | -.103  | .086   | .017   | .810   | .569   | .069   | .190   | .293   | 2.069  |
|     | N                                 | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |

|       |                                   |        |        |        |        |        |        |        |        |        |        |        |        |         |         |
|-------|-----------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|
| P21   | Pearson Correlation               | .179   | .021   | .284   | -.015  | -.024  | .095   | .033   | .334   | .608** | 1      | .020   | .270   | .184    | .503**  |
|       | Sig. (2-tailed)                   | .344   | .913   | .128   | .937   | .900   | .619   | .864   | .071   | .000   |        | .918   | .149   | .331    | .005    |
|       | Sum of Squares and Cross-products | 4.633  | .467   | 5.367  | -.400  | -.533  | 3.000  | .900   | 7.233  | 16.500 | 31.367 | .467   | 6.100  | 5.700   | 80.800  |
|       | Covariance                        | .160   | .016   | .185   | -.014  | -.018  | .103   | .031   | .249   | .569   | 1.082  | .016   | .210   | .197    | 2.786   |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      | 30      |
| P22   | Pearson Correlation               | .386   | -.127  | .384   | .069   | .111   | .251   | -.163  | .241   | .098   | .020   | 1      | .023   | .162    | .373    |
|       | Sig. (2-tailed)                   | .035   | .505   | .036   | .716   | .560   | .181   | .389   | .200   | .608   | .918   |        | .902   | .392    | .042    |
|       | Sum of Squares and Cross-products | 7.533  | -2.133 | 5.467  | 1.400  | 1.867  | 6.000  | -3.400 | 3.933  | 2.000  | .467   | 17.867 | .400   | 3.800   | 45.200  |
|       | Covariance                        | .260   | -.074  | .189   | .048   | .064   | .207   | -.117  | .136   | .069   | .016   | .616   | .014   | .131    | 1.559   |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      | 30      |
| P23   | Pearson Correlation               | .370   | .211   | -.066  | .145   | -.099  | .263   | .136   | -.211  | .281   | .270   | .023   | 1      | .273    | .436    |
|       | Sig. (2-tailed)                   | .044   | .262   | .728   | .444   | .601   | .161   | .475   | .262   | .133   | .149   | .902   |        | .145    | .016    |
|       | Sum of Squares and Cross-products | 6.900  | 3.400  | -.900  | 2.800  | -1.600 | 6.000  | 2.700  | -3.300 | 5.500  | 6.100  | .400   | 16.300 | 6.100   | 50.400  |
|       | Covariance                        | .238   | .117   | -.031  | .097   | -.055  | .207   | .093   | -.114  | .190   | .210   | .014   | .562   | .210    | 1.738   |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      | 30      |
| P24   | Pearson Correlation               | .285   | .217   | .359   | .249   | .082   | .287   | .399   | .135   | .316   | .184   | .162   | .273   | 1       | .660**  |
|       | Sig. (2-tailed)                   | .127   | .248   | .052   | .184   | .668   | .124   | .029   | .476   | .088   | .331   | .392   | .145   |         | .000    |
|       | Sum of Squares and Cross-products | 7.300  | 4.800  | 6.700  | 6.600  | 1.800  | 9.000  | 10.900 | 2.900  | 8.500  | 5.700  | 3.800  | 6.100  | 30.700  | 104.800 |
|       | Covariance                        | .252   | .166   | .231   | .228   | .062   | .310   | .376   | .100   | .293   | .197   | .131   | .210   | 1.059   | 3.614   |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      | 30      |
| TOTAL | Pearson Correlation               | .492** | .457** | .536** | .522** | .387** | .605** | .387** | .384** | .432** | .503** | .373** | .436** | .660**  | 1       |
|       | Sig. (2-tailed)                   | .006   | .011   | .002   | .003   | .035   | .000   | .035   | .036   | .017   | .005   | .042   | .016   | .000    |         |
|       | Sum of Squares and Cross-products | 65.200 | 52.200 | 51.800 | 71.400 | 44.200 | 98.000 | 54.600 | 42.600 | 60.000 | 80.800 | 45.200 | 50.400 | 104.800 | 821.200 |
|       | Covariance                        | 2.248  | 1.800  | 1.786  | 2.462  | 1.524  | 3.379  | 1.883  | 1.469  | 2.069  | 2.786  | 1.559  | 1.738  | 3.614   | 28.317  |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      | 30      |

### Kepuasan Konsumen

|     |                                   | Correlations |        |       |       |        |       |        |       |       |       |       |        |  |
|-----|-----------------------------------|--------------|--------|-------|-------|--------|-------|--------|-------|-------|-------|-------|--------|--|
|     |                                   | P25          | P26    | P27   | P28   | P29    | P30   | P31    | P32   | P33   | P34   | P35   | TOTAL  |  |
| P25 | Pearson Correlation               | 1            | .097   | .196  | .295  | -.114  | .332  | .357   | .195  | .098  | .261  | -.017 | .476** |  |
|     | Sig. (2-tailed)                   |              | .610   | .300  | .113  | .550   | .073  | .053   | .301  | .607  | .164  | .929  | .008   |  |
|     | Sum of Squares and Cross-products | 33.467       | 3.267  | 4.333 | 7.133 | -3.400 | 8.467 | 9.400  | 6.867 | 2.467 | 5.800 | -.533 | 77.267 |  |
|     | Covariance                        | 1.154        | .113   | .149  | .246  | -.117  | .292  | .324   | .237  | .085  | .200  | -.018 | 2.664  |  |
|     | N                                 | 30           | 30     | 30    | 30    | 30     | 30    | 30     | 30    | 30    | 30    | 30    | 30     |  |
| P26 | Pearson Correlation               | .097         | 1      | .239  | .285  | -.126  | .244  | -.121  | .200  | .247  | .071  | .103  | .410** |  |
|     | Sig. (2-tailed)                   | .610         |        | .203  | .127  | .506   | .194  | .525   | .290  | .188  | .707  | .587  | .024   |  |
|     | Sum of Squares and Cross-products | 3.267        | 33.867 | 5.333 | 6.933 | -3.800 | 6.267 | -3.200 | 7.067 | 6.267 | 1.600 | 3.267 | 66.867 |  |
|     | Covariance                        |              |        |       |       |        |       |        |       |       |       |       |        |  |



|     |                                   |        |        |        |        |        |        |        |        |        |        |        |         |
|-----|-----------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
|     | Covariance                        | .113   | 1.168  | .184   | .239   | -.131  | .216   | -.110  | .244   | .216   | .055   | .113   | 2.306   |
|     | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |
| P27 | Pearson Correlation               | .196   | .239   | 1      | .354   | .455   | .197   | .230   | -.029  | .140   | .136   | .449   | .553    |
|     | Sig. (2-tailed)                   | .300   | .203   |        | .055   | .012   | .296   | .222   | .881   | .461   | .474   | .013   | .002    |
|     | Sum of Squares and Cross-products | 4.333  | 5.333  | 14.667 | 5.667  | 9.000  | 3.333  | 4.000  | -.667  | 2.333  | 2.000  | 9.333  | 59.333  |
|     | Covariance                        | .149   | .184   | .506   | .195   | .310   | .115   | .138   | -.023  | .080   | .069   | .322   | 2.046   |
|     | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |
| P28 | Pearson Correlation               | .295   | .285   | .354   | 1      | .259   | .170   | -.032  | .218   | .172   | .299   | -.082  | .486    |
|     | Sig. (2-tailed)                   | .113   | .127   | .055   |        | .166   | .369   | .869   | .248   | .363   | .109   | .666   | .006    |
|     | Sum of Squares and Cross-products | 7.133  | 6.933  | 5.667  | 17.467 | 5.600  | 3.133  | -.600  | 5.533  | 3.133  | 4.800  | -1.867 | 56.933  |
|     | Covariance                        | .246   | .239   | .195   | .602   | .193   | .108   | -.021  | .191   | .108   | .166   | -.064  | 1.963   |
|     | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |
| P29 | Pearson Correlation               | -.114  | -.126  | .455   | .259   | 1      | -.018  | .055   | .283   | .227   | -.020  | .378   | .409    |
|     | Sig. (2-tailed)                   | .550   | .506   | .012   | .166   |        | .927   | .772   | .129   | .228   | .916   | .039   | .025    |
|     | Sum of Squares and Cross-products | -3.400 | -3.800 | 9.000  | 5.600  | 26.700 | -4.000 | 1.300  | 8.900  | 5.100  | -4.000 | 10.600 | 59.200  |
|     | Covariance                        | -.117  | -.131  | .310   | .193   | .921   | -.014  | .045   | .307   | .176   | -.014  | .366   | 2.041   |
|     | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |
| P30 | Pearson Correlation               | .332   | .244   | .197   | .170   | -.018  | 1      | .219   | .331   | .076   | .342   | .228   | .536    |
|     | Sig. (2-tailed)                   | .073   | .194   | .296   | .369   | .927   |        | .245   | .074   | .688   | .065   | .225   | .002    |
|     | Sum of Squares and Cross-products | 8.467  | 6.267  | 3.333  | 3.133  | -.400  | 19.467 | 4.400  | 8.867  | 1.467  | 5.800  | 5.467  | 66.267  |
|     | Covariance                        | .292   | .216   | .115   | .108   | -.014  | .671   | .152   | .306   | .051   | .200   | .189   | 2.285   |
|     | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |
| P31 | Pearson Correlation               | .357   | -.121  | .230   | -.032  | .055   | .219   | 1      | .437   | .399   | .366   | .421   | .571    |
|     | Sig. (2-tailed)                   | .053   | .525   | .222   | .869   | .772   | .245   |        | .016   | .029   | .047   | .020   | .001    |
|     | Sum of Squares and Cross-products | 9.400  | -3.200 | 4.000  | -.600  | 1.300  | 4.400  | 20.700 | 12.100 | 7.900  | 6.400  | 10.400 | 72.800  |
|     | Covariance                        | .324   | -.110  | .138   | -.021  | .045   | .152   | .714   | .417   | .272   | .221   | .359   | 2.510   |
|     | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |
| P32 | Pearson Correlation               | .195   | .200   | -.029  | .218   | .283   | .331   | .437   | 1      | .429   | .180   | .511   | .693    |
|     | Sig. (2-tailed)                   | .301   | .290   | .881   | .248   | .129   | .074   | .016   |        | .018   | .342   | .004   | .000    |
|     | Sum of Squares and Cross-products | 6.867  | 7.067  | -.667  | 5.533  | 8.900  | 8.867  | 12.100 | 36.967 | 11.367 | 4.200  | 16.867 | 118.067 |
|     | Covariance                        | .237   | .244   | -.023  | .191   | .307   | .306   | .417   | 1.275  | .392   | .145   | .582   | 4.071   |
|     | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |
| P33 | Pearson Correlation               | .098   | .247   | .140   | .172   | .227   | .076   | .399   | .429   | 1      | .107   | .358   | .567    |
|     | Sig. (2-tailed)                   | .607   | .188   | .461   | .363   | .228   | .688   | .029   | .018   |        | .572   | .052   | .001    |
|     | Sum of Squares and Cross-products | 2.467  | 6.267  | 2.333  | 3.133  | 5.100  | 1.467  | 7.900  | 11.367 | 18.967 | 1.800  | 8.467  | 69.267  |
|     | Covariance                        | .085   | .216   | .080   | .108   | .176   | .051   | .272   | .392   | .654   | .062   | .292   | 2.389   |
|     | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |
| P34 | Pearson Correlation               | .261   | .071   | .136   | .299   | -.020  | .342   | .366   | .180   | .107   | 1      | .038   | .441    |
|     | Sig. (2-tailed)                   | .164   | .707   | .474   | .109   | .916   | .065   | .047   | .342   | .572   |        | .841   | .015    |



|       |                                   |        |        |        |        |        |        |        |         |        |        |        |         |
|-------|-----------------------------------|--------|--------|--------|--------|--------|--------|--------|---------|--------|--------|--------|---------|
|       | Sum of Squares and Cross-products | 5.800  | 1.600  | 2.000  | 4.800  | -.400  | 5.800  | 6.400  | 4.200   | 1.800  | 14.800 | .800   | 47.600  |
|       | Covariance                        | .200   | .055   | .069   | .166   | -.014  | .200   | .221   | .145    | .062   | .510   | .028   | 1.641   |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      | 30     | 30     | 30     | 30      |
| P35   | Pearson Correlation               | -.017  | .103   | .449   | -.082  | .378   | .228   | .421   | .511    | .358   | .038   | 1      | .606    |
|       | Sig. (2-tailed)                   | .929   | .587   | .013   | .666   | .039   | .225   | .020   | .004    | .052   | .841   |        | .000    |
|       | Sum of Squares and Cross-products | -.533  | 3.267  | 9.333  | -1.867 | 10.600 | 5.467  | 10.400 | 16.867  | 8.467  | .800   | 29.467 | 92.267  |
|       | Covariance                        | -.018  | .113   | .322   | -.064  | .366   | .189   | .359   | .582    | .292   | .028   | 1.016  | 3.182   |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      | 30     | 30     | 30     | 30      |
| TOTAL | Pearson Correlation               | .476   | .410   | .553   | .486   | .409   | .536   | .571   | .693    | .567   | .441   | .606   | 1       |
|       | Sig. (2-tailed)                   | .008   | .024   | .002   | .006   | .025   | .002   | .001   | .000    | .001   | .015   | .000   |         |
|       | Sum of Squares and Cross-products | 77.267 | 66.867 | 59.333 | 56.933 | 59.200 | 66.267 | 72.800 | 118.067 | 69.267 | 47.600 | 92.267 | 785.867 |
|       | Covariance                        | 2.664  | 2.306  | 2.046  | 1.963  | 2.041  | 2.285  | 2.510  | 4.071   | 2.389  | 1.641  | 3.182  | 27.099  |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      | 30     | 30     | 30     | 30      |

### Loyalitas Konsumen

|     |                                   | Correlations |        |        |        |        |        |        |        |  |
|-----|-----------------------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--|
|     |                                   | P36          | P37    | P38    | P39    | P40    | P41    | P42    | TOTAL  |  |
| P36 | Pearson Correlation               | 1            | .394   | .259   | -.092  | .212   | .482   | .257   | .704   |  |
|     | Sig. (2-tailed)                   |              | .031   | .167   | .628   | .260   | .007   | .170   | .000   |  |
|     | Sum of Squares and Cross-products | 18.700       | 7.200  | 4.500  | -1.500 | 3.000  | 6.900  | 3.900  | 42.700 |  |
|     | Covariance                        | .645         | .248   | .155   | -.052  | .103   | .238   | .134   | 1.472  |  |
|     | N                                 | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     |  |
| P37 | Pearson Correlation               | .394         | 1      | .216   | -.084  | .121   | .124   | .027   | .526   |  |
|     | Sig. (2-tailed)                   | .031         |        | .252   | .660   | .525   | .514   | .887   | .003   |  |
|     | Sum of Squares and Cross-products | 7.200        | 17.867 | 3.667  | -1.333 | 1.667  | 1.733  | .400   | 31.200 |  |
|     | Covariance                        | .248         | .616   | .126   | -.046  | .057   | .060   | .014   | 1.076  |  |
|     | N                                 | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     |  |
| P38 | Pearson Correlation               | .259         | .216   | 1      | .341   | .051   | .138   | .248   | .630   |  |
|     | Sig. (2-tailed)                   | .167         | .252   |        | .065   | .790   | .468   | .186   | .000   |  |
|     | Sum of Squares and Cross-products | 4.500        | 3.667  | 16.167 | 5.167  | .667   | 1.833  | 3.500  | 35.500 |  |
|     | Covariance                        | .155         | .126   | .557   | .178   | .023   | .063   | .121   | 1.224  |  |
|     | N                                 | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     |  |
| P39 | Pearson Correlation               | -.092        | -.084  | .341   | 1      | .380   | -.013  | .265   | .464   |  |
|     | Sig. (2-tailed)                   | .628         | .660   | .065   |        | .039   | .944   | .157   | .010   |  |
|     | Sum of Squares and Cross-products | -1.500       | -1.333 | 5.167  | 14.167 | 4.667  | -.167  | 3.500  | 24.500 |  |
|     | Covariance                        | -.052        | -.046  | .178   | .489   | .161   | -.006  | .121   | .845   |  |
|     | N                                 | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     |  |
| P40 | Pearson Correlation               | .212         | .121   | .051   | .380   | 1      | -.247  | -.087  | .371   |  |
|     | Sig. (2-tailed)                   | .260         | .525   | .790   | .039   |        | .189   | .646   | .043   |  |
|     | Sum of Squares and Cross-products | 3.000        | 1.667  | .667   | 4.667  | 10.667 | -2.667 | -1.000 | 17.000 |  |

|       |                                   |        |        |        |        |        |        |        |         |
|-------|-----------------------------------|--------|--------|--------|--------|--------|--------|--------|---------|
|       | Covariance                        | .103   | .057   | .023   | .161   | .368   | -.092  | -.034  | .586    |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |
| P41   | Pearson Correlation               | .482** | .124   | .138   | -.013  | -.247  | 1      | .198   | .450*   |
|       | Sig. (2-tailed)                   | .007   | .514   | .468   | .944   | .189   |        | .294   | .013    |
|       | Sum of Squares and Cross-products | 6.900  | 1.733  | 1.833  | -.167  | -2.667 | 10.967 | 2.300  | 20.900  |
|       | Covariance                        | .238   | .060   | .063   | -.006  | -.092  | .378   | .079   | .721    |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |
| P42   | Pearson Correlation               | .257   | .027   | .248   | .265   | -.087  | .198   | 1      | .506**  |
|       | Sig. (2-tailed)                   | .170   | .887   | .186   | .157   | .646   | .294   |        | .004    |
|       | Sum of Squares and Cross-products | 3.900  | .400   | 3.500  | 3.500  | -1.000 | 2.300  | 12.300 | 24.900  |
|       | Covariance                        | .134   | .014   | .121   | .121   | -.034  | .079   | .424   | .859    |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |
| TOTAL | Pearson Correlation               | .704** | .526** | .630** | .464** | .371*  | .450*  | .506** | 1       |
|       | Sig. (2-tailed)                   | .000   | .003   | .000   | .010   | .043   | .013   | .004   |         |
|       | Sum of Squares and Cross-products | 42.700 | 31.200 | 35.500 | 24.500 | 17.000 | 20.900 | 24.900 | 196.700 |
|       | Covariance                        | 1.472  | 1.076  | 1.224  | .845   | .586   | .721   | .859   | 6.783   |
|       | N                                 | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30      |

### Lampiran 06 : Hasil Uji Reliabilitas

| Case Processing Summary |                       |    |       |
|-------------------------|-----------------------|----|-------|
|                         |                       | N  | %     |
| Cases                   | Valid                 | 30 | 100.0 |
|                         | Excluded <sup>a</sup> | 0  | .0    |
|                         | Total                 | 30 | 100.0 |

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

| Reliability Statistics |                                              |            |
|------------------------|----------------------------------------------|------------|
| Cronbach's Alpha       | Cronbach's Alpha Based on Standardized Items | N of Items |
| .619                   | .611                                         | 42         |

| Item-Total Statistics |                            |                                |                                  |                              |                                  |
|-----------------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
|                       | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| P1                    | 111.8667                   | 68.533                         | .456                             | .                            | .596                             |
| P2                    | 112.3333                   | 70.713                         | .103                             | .                            | .618                             |
| P3                    | 112.1000                   | 72.921                         | .010                             | .                            | .622                             |
| P4                    | 112.1000                   | 77.679                         | -.375                            | .                            | .648                             |
| P5                    | 112.0667                   | 73.030                         | -.020                            | .                            | .627                             |
| P6                    | 112.8000                   | 78.234                         | -.325                            | .                            | .657                             |
| P7                    | 113.1333                   | 78.051                         | -.337                            | .                            | .654                             |
| P8                    | 112.5333                   | 72.464                         | .001                             | .                            | .628                             |
| P9                    | 112.0667                   | 73.375                         | -.027                            | .                            | .624                             |
| P10                   | 111.8000                   | 75.062                         | -.212                            | .                            | .631                             |
| P11                   | 111.7333                   | 71.513                         | .169                             | .                            | .613                             |
| P12                   | 112.9667                   | 69.482                         | .228                             | .                            | .607                             |
| P13                   | 113.1333                   | 71.154                         | .142                             | .                            | .614                             |
| P14                   | 113.4333                   | 68.599                         | .432                             | .                            | .596                             |
| P15                   | 112.4000                   | 69.007                         | .250                             | .                            | .605                             |
| P16                   | 112.1333                   | 72.326                         | .048                             | .                            | .621                             |
| P17                   | 112.2000                   | 67.752                         | .267                             | .                            | .602                             |
| P18                   | 112.5000                   | 73.293                         | -.042                            | .                            | .630                             |
| P19                   | 113.0000                   | 69.655                         | .255                             | .                            | .606                             |
| P20                   | 112.7000                   | 65.114                         | .520                             | .                            | .580                             |
| P21                   | 112.4333                   | 64.116                         | .497                             | .                            | .578                             |
| P22                   | 112.1000                   | 69.059                         | .283                             | .                            | .603                             |

|     | Scale Mean if<br>Item Deleted | Scale Variance if<br>Item Deleted | Corrected<br>Item-Total<br>Correlation | Squared<br>Multiple<br>Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
|-----|-------------------------------|-----------------------------------|----------------------------------------|------------------------------------|----------------------------------------|
| P23 | 111.9000                      | 70.369                            | .202                                   | .                                  | .610                                   |
| P24 | 112.5333                      | 73.016                            | -.028                                  | .                                  | .630                                   |
| P25 | 112.7333                      | 70.133                            | .122                                   | .                                  | .617                                   |
| P26 | 112.9333                      | 75.030                            | -.145                                  | .                                  | .644                                   |
| P27 | 111.8667                      | 69.913                            | .257                                   | .                                  | .606                                   |
| P28 | 113.0667                      | 73.513                            | -.048                                  | .                                  | .628                                   |
| P29 | 112.1000                      | 66.507                            | .386                                   | .                                  | .591                                   |
| P30 | 112.7333                      | 68.202                            | .340                                   | .                                  | .598                                   |
| P31 | 112.3000                      | 66.700                            | .439                                   | .                                  | .589                                   |
| P32 | 112.8333                      | 62.489                            | .544                                   | .                                  | .569                                   |
| P33 | 113.2333                      | 68.392                            | .331                                   | .                                  | .599                                   |
| P34 | 112.4000                      | 70.317                            | .221                                   | .                                  | .609                                   |
| P35 | 112.7333                      | 64.271                            | .507                                   | .                                  | .578                                   |
| P36 | 112.1000                      | 68.783                            | .304                                   | .                                  | .601                                   |
| P37 | 112.2667                      | 69.582                            | .250                                   | .                                  | .606                                   |
| P38 | 112.3667                      | 69.826                            | .248                                   | .                                  | .606                                   |
| P39 | 112.3667                      | 71.206                            | .151                                   | .                                  | .614                                   |
| P40 | 112.8667                      | 72.395                            | .069                                   | .                                  | .619                                   |
| P41 | 111.8333                      | 73.661                            | -.053                                  | .                                  | .626                                   |
| P42 | 112.5000                      | 72.672                            | .034                                   | .                                  | .621                                   |

**Lampiran 07 : Data Karakteristik 100 Responden**

| <b>Jenis Kelamin</b> | <b>Jumlah</b> | <b>Persentase</b> |
|----------------------|---------------|-------------------|
| Laki-Laki            | 28            | 28%               |
| Perempuan            | 72            | 72%               |
| Total                | 100           | 100%              |

| <b>Usia</b> | <b>Jumlah</b> | <b>Persentase</b> |
|-------------|---------------|-------------------|
| 17-24 tahun | 42            | 42%               |
| 25-30 tahun | 38            | 38%               |
| 31-36 tahun | 11            | 11%               |
| ≥ 36 tahun  | 9             | 9%                |
| Total       | 100           | 100%              |

| <b>Pekerjaan</b>  | <b>Jumlah</b> | <b>Persentase</b> |
|-------------------|---------------|-------------------|
| Pelajar/Mahasiswa | 32            | 32%               |
| PNS               | 7             | 7%                |
| Wirausaha         | 8             | 18%               |
| Karyawan Swasta   | 39            | 39%               |
| Ibu Rumah Tangga  | 14            | 14%               |
| Total             | <b>100</b>    | <b>100%</b>       |

| <b>Intensitas kedatangan dalam setahun</b> | <b>Jumlah</b> | <b>Persentase</b> |
|--------------------------------------------|---------------|-------------------|
| 2-4 kali                                   | 20            | 20%               |
| 5-7 kali                                   | 37            | 37%               |
| 8-10 kali                                  | 27            | 27%               |
| ≥ 10 kali                                  | 16            | 16%               |
| Total                                      | <b>100</b>    | <b>100%</b>       |

Lampiran 08 : Tabulasi 100 Responden

| No. | Kualitas Produk |    |    |    |    |    |    |    |    |     |     | Total | Kualitas Pelayanan |     |     |     |     |     |     |     |     |     |     |     | Total | Kepuasan Konsumen |     |     |     |     |     |     |     |     |     | Total | Loyalitas Konsumen |     |     |     |     |     | Total |     |     |     |
|-----|-----------------|----|----|----|----|----|----|----|----|-----|-----|-------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|--------------------|-----|-----|-----|-----|-----|-------|-----|-----|-----|
|     | p1              | p2 | p3 | p4 | p5 | p6 | p7 | p8 | p9 | p10 | p11 |       | p12                | p13 | p14 | p15 | p16 | p17 | p18 | p19 | p20 | p21 | p22 | p23 |       | p24               | p25 | p26 | p27 | p28 | p29 | p30 | p31 | p32 | p33 |       | p34                | p35 | p36 | p37 | p38 | p39 |       | p40 | p41 | p42 |
| 1   | 2               | 4  | 2  | 3  | 3  | 4  | 4  | 2  | 4  | 3   | 3   | 34    | 2                  | 2   | 2   | 3   | 4   | 3   | 3   | 2   | 2   | 3   | 3   | 2   | 2     | 33                | 3   | 4   | 3   | 3   | 4   | 2   | 3   | 4   | 3   | 2     | 3                  | 34  | 3   | 4   | 4   | 4   | 1     | 3   | 3   | 22  |
| 2   | 4               | 3  | 1  | 1  | 3  | 4  | 3  | 2  | 3  | 4   | 4   | 32    | 2                  | 2   | 4   | 4   | 4   | 3   | 4   | 2   | 2   | 3   | 3   | 2   | 2     | 37                | 3   | 3   | 3   | 4   | 3   | 2   | 3   | 4   | 4   | 2     | 3                  | 34  | 3   | 4   | 3   | 2   | 1     | 3   | 2   | 18  |
| 3   | 3               | 3  | 2  | 2  | 1  | 3  | 4  | 2  | 3  | 4   | 4   | 31    | 2                  | 2   | 3   | 2   | 2   | 3   | 3   | 2   | 3   | 3   | 2   | 2   | 2     | 32                | 4   | 4   | 4   | 3   | 3   | 3   | 4   | 4   | 2   | 3     | 37                 | 2   | 4   | 3   | 1   | 2   | 3     | 2   | 17  |     |
| 4   | 4               | 3  | 2  | 2  | 4  | 1  | 2  | 3  | 3  | 3   | 3   | 29    | 2                  | 2   | 3   | 3   | 3   | 3   | 2   | 1   | 3   | 3   | 1   | 1   | 30    | 3                 | 3   | 3   | 3   | 4   | 1   | 1   | 3   | 3   | 1   | 4     | 29                 | 3   | 3   | 3   | 2   | 2   | 4     | 1   | 18  |     |
| 5   | 2               | 4  | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 3   | 3   | 27    | 2                  | 2   | 3   | 4   | 3   | 3   | 3   | 2   | 2   | 4   | 2   | 2   | 34    | 3                 | 4   | 4   | 4   | 3   | 2   | 2   | 4   | 4   | 2   | 3     | 35                 | 4   | 4   | 3   | 2   | 2   | 4     | 2   | 21  |     |
| 6   | 2               | 4  | 2  | 1  | 2  | 3  | 1  | 3  | 2  | 4   | 4   | 28    | 3                  | 2   | 3   | 4   | 3   | 3   | 3   | 2   | 1   | 2   | 4   | 1   | 1     | 33                | 2   | 4   | 4   | 4   | 3   | 1   | 2   | 3   | 1   | 2     | 3                  | 29  | 3   | 3   | 4   | 2   | 1     | 3   | 2   | 18  |
| 7   | 4               | 3  | 2  | 2  | 2  | 3  | 2  | 1  | 1  | 4   | 4   | 28    | 1                  | 3   | 3   | 3   | 3   | 1   | 3   | 3   | 2   | 1   | 2   | 2   | 29    | 1                 | 3   | 4   | 3   | 3   | 2   | 1   | 3   | 2   | 2   | 3     | 27                 | 3   | 3   | 2   | 1   | 2   | 3     | 2   | 16  |     |
| 8   | 4               | 4  | 3  | 1  | 2  | 4  | 2  | 2  | 2  | 4   | 4   | 32    | 1                  | 1   | 1   | 3   | 3   | 2   | 2   | 4   | 1   | 2   | 4   | 1   | 1     | 26                | 2   | 3   | 3   | 3   | 3   | 1   | 2   | 3   | 1   | 3     | 3                  | 27  | 3   | 3   | 2   | 2   | 2     | 3   | 2   | 17  |
| 9   | 2               | 4  | 1  | 2  | 2  | 3  | 2  | 2  | 2  | 3   | 3   | 26    | 1                  | 2   | 3   | 3   | 3   | 2   | 3   | 3   | 2   | 2   | 4   | 2   | 2     | 32                | 1   | 3   | 3   | 3   | 4   | 2   | 2   | 4   | 2   | 1     | 3                  | 28  | 4   | 4   | 1   | 1   | 2     | 3   | 2   | 17  |
| 10  | 2               | 1  | 2  | 2  | 2  | 3  | 1  | 2  | 2  | 4   | 4   | 25    | 2                  | 2   | 3   | 3   | 3   | 2   | 3   | 3   | 2   | 2   | 4   | 2   | 2     | 33                | 2   | 3   | 3   | 3   | 3   | 2   | 2   | 3   | 2   | 2     | 3                  | 28  | 3   | 3   | 1   | 2   | 2     | 2   | 3   | 16  |
| 11  | 2               | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 3  | 3   | 3   | 26    | 1                  | 2   | 2   | 2   | 3   | 2   | 3   | 3   | 2   | 2   | 4   | 3   | 2     | 32                | 2   | 2   | 3   | 4   | 3   | 2   | 2   | 3   | 2   | 2     | 4                  | 29  | 3   | 3   | 2   | 2   | 2     | 2   | 1   | 15  |
| 12  | 2               | 1  | 2  | 3  | 1  | 3  | 1  | 2  | 2  | 3   | 3   | 23    | 2                  | 2   | 3   | 2   | 3   | 2   | 3   | 2   | 1   | 2   | 4   | 2   | 1     | 29                | 2   | 2   | 4   | 4   | 3   | 1   | 2   | 3   | 1   | 2     | 4                  | 28  | 3   | 3   | 1   | 2   | 3     | 3   | 4   | 19  |
| 13  | 3               | 2  | 2  | 1  | 2  | 3  | 2  | 2  | 3  | 3   | 3   | 26    | 1                  | 3   | 3   | 3   | 3   | 3   | 2   | 2   | 2   | 3   | 3   | 2   | 2     | 34                | 3   | 3   | 3   | 4   | 3   | 2   | 3   | 3   | 2   | 2     | 4                  | 33  | 3   | 3   | 1   | 3   | 1     | 3   | 3   | 17  |
| 14  | 1               | 2  | 2  | 2  | 1  | 3  | 2  | 2  | 1  | 3   | 3   | 22    | 2                  | 3   | 3   | 3   | 3   | 1   | 2   | 3   | 1   | 1   | 3   | 3   | 2     | 30                | 1   | 3   | 3   | 2   | 3   | 1   | 1   | 3   | 1   | 2     | 3                  | 23  | 3   | 2   | 1   | 1   | 2     | 3   | 4   | 16  |
| 15  | 2               | 2  | 2  | 1  | 2  | 4  | 2  | 3  | 2  | 3   | 3   | 26    | 1                  | 1   | 2   | 3   | 4   | 2   | 2   | 2   | 3   | 2   | 4   | 2   | 2     | 30                | 2   | 3   | 3   | 1   | 1   | 2   | 2   | 3   | 2   | 2     | 3                  | 24  | 1   | 3   | 2   | 2   | 2     | 2   | 4   | 16  |
| 16  | 2               | 3  | 2  | 2  | 1  | 4  | 3  | 1  | 2  | 3   | 3   | 26    | 2                  | 2   | 2   | 2   | 4   | 2   | 2   | 4   | 3   | 2   | 4   | 1   | 2     | 32                | 1   | 2   | 3   | 2   | 2   | 2   | 4   | 2   | 1   | 3     | 24                 | 2   | 3   | 2   | 1   | 1   | 2     | 4   | 15  |     |
| 17  | 2               | 1  | 3  | 2  | 4  | 4  | 1  | 2  | 2  | 3   | 3   | 27    | 1                  | 2   | 2   | 2   | 3   | 1   | 2   | 3   | 2   | 2   | 2   | 3   | 2     | 27                | 2   | 2   | 3   | 2   | 2   | 2   | 1   | 4   | 2   | 3     | 3                  | 26  | 2   | 3   | 1   | 2   | 2     | 3   | 2   | 15  |
| 18  | 2               | 2  | 1  | 3  | 3  | 2  | 1  | 2  | 3  | 3   | 3   | 25    | 2                  | 2   | 3   | 3   | 3   | 2   | 3   | 4   | 3   | 2   | 4   | 1   | 3     | 25                | 2   | 3   | 2   | 2   | 2   | 2   | 4   | 3   | 2   | 4     | 30                 | 1   | 2   | 3   | 2   | 2   | 3     | 4   | 17  |     |
| 19  | 3               | 1  | 2  | 1  | 4  | 3  | 1  | 2  | 2  | 3   | 3   | 25    | 1                  | 1   | 3   | 3   | 3   | 2   | 3   | 3   | 1   | 2   | 3   | 2   | 2     | 29                | 2   | 3   | 1   | 3   | 2   | 4   | 2   | 3   | 1   | 2     | 3                  | 26  | 3   | 3   | 3   | 3   | 1     | 3   | 3   | 19  |
| 20  | 3               | 3  | 1  | 2  | 3  | 3  | 2  | 1  | 2  | 2   | 2   | 24    | 2                  | 2   | 3   | 3   | 3   | 1   | 3   | 4   | 2   | 2   | 3   | 1   | 2     | 31                | 4   | 3   | 2   | 1   | 2   | 2   | 1   | 3   | 2   | 2     | 3                  | 25  | 3   | 2   | 3   | 3   | 2     | 2   | 2   | 17  |
| 21  | 3               | 3  | 2  | 1  | 4  | 3  | 2  | 4  | 2  | 2   | 2   | 28    | 2                  | 2   | 3   | 2   | 3   | 2   | 3   | 4   | 1   | 2   | 3   | 2   | 2     | 31                | 4   | 2   | 2   | 2   | 2   | 4   | 2   | 3   | 1   | 2     | 3                  | 27  | 3   | 3   | 4   | 4   | 3     | 3   | 3   | 23  |
| 22  | 4               | 3  | 1  | 2  | 4  | 3  | 3  | 3  | 3  | 4   | 4   | 34    | 1                  | 1   | 4   | 3   | 4   | 3   | 4   | 4   | 2   | 3   | 3   | 3   | 2     | 37                | 4   | 3   | 2   | 1   | 2   | 4   | 3   | 3   | 2   | 2     | 3                  | 29  | 4   | 3   | 4   | 3   | 1     | 3   | 1   | 19  |
| 23  | 3               | 4  | 4  | 1  | 3  | 3  | 1  | 4  | 1  | 3   | 3   | 30    | 2                  | 2   | 3   | 3   | 4   | 1   | 3   | 2   | 2   | 1   | 3   | 3   | 2     | 30                | 4   | 3   | 3   | 2   | 2   | 4   | 1   | 3   | 2   | 3     | 4                  | 32  | 4   | 3   | 4   | 3   | 2     | 3   | 2   | 21  |
| 24  | 3               | 3  | 3  | 2  | 2  | 3  | 2  | 3  | 2  | 3   | 3   | 29    | 2                  | 2   | 3   | 3   | 3   | 2   | 3   | 4   | 2   | 2   | 1   | 3   | 2     | 32                | 3   | 3   | 1   | 2   | 1   | 4   | 2   | 3   | 3   | 3     | 4                  | 29  | 4   | 3   | 3   | 3   | 1     | 3   | 1   | 18  |
| 25  | 3               | 3  | 4  | 1  | 3  | 2  | 1  | 4  | 1  | 4   | 4   | 30    | 2                  | 2   | 3   | 3   | 3   | 1   | 2   | 3   | 3   | 1   | 2   | 2   | 3     | 30                | 2   | 3   | 2   | 2   | 2   | 4   | 1   | 3   | 1   | 4     | 2                  | 26  | 3   | 4   | 4   | 3   | 2     | 3   | 2   | 21  |
| 26  | 3               | 3  | 3  | 2  | 2  | 2  | 4  | 2  | 4  | 4   | 4   | 31    | 2                  | 2   | 3   | 3   | 3   | 2   | 1   | 4   | 1   | 2   | 2   | 3   | 1     | 29                | 3   | 3   | 1   | 3   | 1   | 3   | 2   | 2   | 2   | 3     | 4                  | 27  | 3   | 4   | 3   | 3   | 1     | 3   | 4   | 21  |
| 27  | 3               | 3  | 4  | 2  | 3  | 4  | 1  | 3  | 3  | 3   | 3   | 32    | 3                  | 3   | 3   | 3   | 3   | 1   | 2   | 4   | 2   | 1   | 2   | 3   | 3     | 33                | 2   | 3   | 2   | 1   | 2   | 3   | 1   | 2   | 1   | 4     | 4                  | 25  | 3   | 3   | 3   | 3   | 2     | 3   | 4   | 21  |
| 28  | 3               | 3  | 4  | 3  | 3  | 4  | 2  | 2  | 3  | 3   | 3   | 33    | 1                  | 1   | 3   | 3   | 4   | 1   | 3   | 1   | 2   | 2   | 2   | 3   | 29    | 3                 | 4   | 1   | 2   | 1   | 4   | 2   | 4   | 2   | 4   | 4     | 31                 | 4   | 2   | 1   | 1   | 2   | 3     | 3   | 16  |     |
| 29  | 2               | 2  | 3  | 3  | 2  | 3  | 1  | 3  | 3  | 4   | 4   | 30    | 2                  | 2   | 4   | 2   | 1   | 3   | 2   | 2   | 2   | 2   | 2   | 3   | 29    | 3                 | 4   | 2   | 1   | 2   | 4   | 2   | 4   | 1   | 3   | 3     | 29                 | 4   | 3   | 3   | 3   | 3   | 3     | 2   | 18  |     |
| 30  | 1               | 1  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3   | 3   | 25    | 1                  | 1   | 4   | 3   | 3   | 1   | 3   | 1   | 3   | 2   | 3   | 1   | 29    | 2                 | 4   | 1   | 2   | 2   | 2   | 3   | 3   | 2   | 2   | 4     | 27                 | 3   | 2   | 3   | 2   | 3   | 2     | 3   | 21  |     |
| 31  | 2               | 2  | 3  | 3  | 2  | 4  | 2  | 3  | 3  | 3   | 3   | 30    | 2                  | 2   | 3   | 2   | 3   | 4   | 2   | 2   | 2   | 3   | 2   | 3   | 2     | 32                | 2   | 3   | 2   | 1   | 3   | 4   | 3   | 3   | 1   | 3     | 3                  | 28  | 3   | 3   | 3   | 2   | 3     | 2   | 2   | 18  |
| 32  | 2               | 1  | 2  | 3  | 4  | 3  | 3  | 3  | 2  | 4   | 4   | 31    | 1                  | 1   | 3   | 3   | 3   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 30    | 3                 | 3   | 1   | 2   | 3   | 4   | 3   | 4   | 2   | 2   | 4     | 31                 | 3   | 3   | 4   | 3   | 3   | 2     | 3   | 21  |     |
| 33  | 2               | 2  | 3  | 2  | 2  | 3  | 3  | 2  | 3  | 4   | 4   | 30    | 2                  | 2   | 3   | 3   | 4   | 3   | 3   | 2   | 2   | 3   | 1   | 2   | 2     | 32                | 3   | 3   | 2   | 1   | 3   | 4   | 3   | 3   | 2   | 3     | 3                  | 30  | 3   | 2   | 3   | 3   | 2     | 3   | 3   | 19  |
| 34  | 3               | 2  | 3  | 1  | 2  | 3  | 3  | 3  | 3  | 4   | 4   | 31    | 1                  | 1   | 3   | 2   | 3   | 3   | 2   | 2   | 2   | 2   | 2   | 2   | 2     | 28                | 3   | 3   | 1   | 2   | 3   | 3   | 2   | 3   | 3   | 3     | 3                  | 29  | 1   | 3   | 3   | 3   | 2     | 3   | 2   | 17  |
| 35  | 1               | 2  | 2  | 2  | 3  | 4  | 3  | 2  | 2  | 4   | 4   | 29    | 3                  | 3   | 1   | 3   | 3   | 4   | 3   | 2   | 3   | 2   | 1   | 3   | 3     | 34                | 2   | 4   | 2   | 2   | 2   | 4   | 2   | 3   | 3   | 2     | 3                  | 29  | 2   | 2   | 4   | 4   | 2     | 4   | 3   | 21  |
| 36  | 2               | 1  | 3  | 2  | 3  | 4  | 3  | 4  | 3  | 4   | 4   | 33    | 3                  | 3   | 2   | 2   | 4   | 4   | 3   | 2   | 3   | 2   | 2   | 2   | 3     | 35                | 2   | 3   | 2   | 3   | 2   | 3   | 2   | 4   | 3   | 3     | 3                  | 30  | 3   | 4   | 2   | 3   | 2     | 4   | 2   | 20  |
| 37  | 1               | 2  | 2  | 2  | 4  | 4  | 2  | 2  | 2  | 3   | 3   | 27    | 2                  | 2   | 2   | 3   | 2   | 4   | 3   | 4   | 2   | 2   | 1   | 2   | 2     | 31                | 3   | 3   | 2   | 3   | 2   | 3   | 2   | 4   | 3   | 2     | 2                  | 29  | 4   | 3   | 2   | 4   | 4     | 4   | 4   | 25  |
| 38  | 2               | 1  | 4  | 2  | 3  | 3  | 1  | 2  | 2  | 3   | 3   | 26    | 3                  | 3   | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 3   | 3   | 3     | 35                | 4   | 3   | 2   | 2   | 2   | 3   | 2   | 4   | 3   | 4     | 2                  | 31  | 3   | 3   | 2   | 3   | 3     | 3   | 2   | 19  |
| 39  | 1               | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 4   | 4   | 28    | 3                  | 3   | 1   | 2   | 3   | 3   | 1   | 2   | 3   | 3   | 2   | 3   | 3     | 32                | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 2     | 2                  | 29  | 1   | 3   | 3   | 3   | 3     | 3   | 3   | 18  |
| 40  | 2               | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 4   | 4   | 27    | 4                  | 4   | 2   | 1   | 3   | 2   | 2   | 3   | 3   | 3   | 3   | 4   | 2     | 36                | 2   | 3   | 1   | 3   | 3   | 3   | 3   | 1   | 2   | 2     | 26                 | 2   | 3   | 3   | 3   | 3   | 3     | 3   | 20  |     |
| 41  | 1               | 2  | 3  | 2  | 2  | 2  | 2  | 4  | 3  | 4   | 4   | 29    | 3                  | 3   | 1   | 2   | 4   | 2   | 2   | 3   | 3   | 3   | 3   | 3   | 1     | 33                | 3   | 3   | 2   | 2   | 3   | 3   | 2   | 2   | 2   | 3     | 2                  | 27  | 2   | 1   | 3   | 2   | 3     |     |     |     |

| No. | Kualitas Produk |    |    |    |    |    |    |    |    |     |     | Total | Kualitas Pelayanan |     |     |     |     |     |     |     |     |     |     |     | Total | Kepuasan Konsumen |     |     |     |     |     |     |     |     |     | Total | Loyalitas Konsumen |     |     |     |     |     | Total |     |     |     |
|-----|-----------------|----|----|----|----|----|----|----|----|-----|-----|-------|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|--------------------|-----|-----|-----|-----|-----|-------|-----|-----|-----|
|     | p1              | p2 | p3 | p4 | p5 | p6 | p7 | p8 | p9 | p10 | p11 |       | p12                | p13 | p14 | p15 | p16 | p17 | p18 | p19 | p20 | p21 | p22 | p23 |       | p24               | p25 | p26 | p27 | p28 | p29 | p30 | p31 | p32 | p33 |       | p34                | p35 | p36 | p37 | p38 | p39 |       | p40 | p41 | p42 |
| 51  | 2               | 2  | 3  | 2  | 2  | 2  | 3  | 4  | 3  | 3   | 3   | 29    | 3                  | 3   | 4   | 3   | 3   | 2   | 3   | 4   | 2   | 3   | 4   | 2   | 2     | 38                | 3   | 3   | 3   | 3   | 3   | 2   | 4   | 3   | 4   | 3     | 2                  | 33  | 1   | 2   | 3   | 3   | 3     | 4   | 4   | 20  |
| 52  | 3               | 1  | 4  | 3  | 2  | 2  | 3  | 3  | 3  | 3   | 3   | 30    | 3                  | 3   | 4   | 2   | 3   | 2   | 3   | 4   | 3   | 3   | 3   | 4   | 3     | 40                | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 4     | 3                  | 32  | 2   | 3   | 2   | 4   | 3     | 3   | 3   | 20  |
| 53  | 2               | 2  | 4  | 3  | 2  | 1  | 4  | 3  | 3  | 3   | 3   | 30    | 3                  | 3   | 3   | 2   | 3   | 1   | 3   | 3   | 2   | 3   | 3   | 1   | 33    | 3                 | 3   | 3   | 3   | 3   | 2   | 4   | 2   | 3   | 4   | 3     | 33                 | 1   | 3   | 4   | 4   | 4   | 3     | 3   | 22  |     |
| 54  | 2               | 2  | 3  | 3  | 2  | 3  | 4  | 3  | 3  | 3   | 3   | 31    | 2                  | 2   | 4   | 2   | 4   | 2   | 4   | 3   | 2   | 3   | 3   | 4   | 2     | 37                | 3   | 3   | 3   | 2   | 3   | 2   | 2   | 1   | 3   | 3     | 3                  | 28  | 2   | 3   | 2   | 4   | 3     | 3   | 3   | 20  |
| 55  | 2               | 3  | 3  | 3  | 1  | 3  | 4  | 4  | 3  | 3   | 3   | 32    | 2                  | 2   | 3   | 2   | 3   | 3   | 3   | 4   | 2   | 2   | 4   | 3   | 1     | 34                | 3   | 3   | 3   | 2   | 3   | 1   | 2   | 2   | 4   | 3     | 3                  | 29  | 3   | 2   | 2   | 4   | 4     | 3   | 3   | 21  |
| 56  | 4               | 2  | 4  | 3  | 2  | 3  | 2  | 4  | 3  | 3   | 3   | 33    | 2                  | 2   | 3   | 3   | 3   | 3   | 4   | 4   | 2   | 3   | 3   | 2   | 2     | 36                | 4   | 3   | 3   | 2   | 2   | 2   | 3   | 3   | 3   | 4     | 3                  | 32  | 3   | 4   | 3   | 3   | 3     | 3   | 3   | 22  |
| 57  | 4               | 3  | 4  | 3  | 1  | 2  | 3  | 4  | 3  | 3   | 3   | 33    | 1                  | 1   | 3   | 3   | 3   | 2   | 2   | 4   | 2   | 2   | 4   | 2   | 2     | 31                | 3   | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 4   | 4     | 3                  | 32  | 3   | 4   | 3   | 3   | 1     | 3   | 3   | 20  |
| 58  | 4               | 2  | 4  | 2  | 2  | 1  | 3  | 4  | 3  | 3   | 3   | 31    | 2                  | 2   | 3   | 3   | 3   | 1   | 3   | 4   | 4   | 3   | 2   | 1   | 3     | 34                | 4   | 3   | 3   | 2   | 2   | 2   | 4   | 2   | 2   | 4     | 2                  | 30  | 3   | 4   | 4   | 4   | 2     | 3   | 3   | 23  |
| 59  | 3               | 2  | 4  | 4  | 3  | 3  | 2  | 4  | 3  | 3   | 3   | 34    | 2                  | 4   | 2   | 2   | 4   | 3   | 3   | 4   | 4   | 3   | 2   | 2   | 3     | 38                | 4   | 4   | 4   | 2   | 2   | 1   | 3   | 1   | 3   | 4     | 4                  | 32  | 3   | 4   | 4   | 4   | 1     | 3   | 3   | 22  |
| 60  | 4               | 2  | 4  | 4  | 3  | 2  | 4  | 3  | 3  | 4   | 4   | 37    | 2                  | 3   | 1   | 3   | 4   | 2   | 2   | 4   | 4   | 4   | 3   | 3   | 4     | 39                | 3   | 3   | 3   | 3   | 1   | 2   | 2   | 3   | 3   | 4     | 4                  | 31  | 3   | 4   | 2   | 3   | 4     | 4   | 4   | 24  |
| 61  | 3               | 2  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 4   | 4   | 38    | 2                  | 2   | 3   | 3   | 4   | 4   | 4   | 3   | 3   | 4   | 2   | 3   | 3     | 40                | 2   | 2   | 2   | 3   | 2   | 2   | 2   | 2   | 2   | 4     | 4                  | 27  | 3   | 3   | 3   | 3   | 3     | 3   | 3   | 21  |
| 62  | 3               | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3   | 3   | 30    | 2                  | 2   | 2   | 2   | 4   | 3   | 3   | 4   | 3   | 3   | 4   | 2   | 2     | 36                | 3   | 4   | 4   | 3   | 2   | 2   | 2   | 4   | 4   | 3     | 34                 | 3   | 4   | 4   | 4   | 4   | 4     | 4   | 27  |     |
| 63  | 3               | 3  | 4  | 3  | 3  | 2  | 3  | 3  | 3  | 4   | 4   | 35    | 2                  | 2   | 4   | 4   | 3   | 2   | 2   | 2   | 4   | 4   | 3   | 1   | 4     | 37                | 3   | 3   | 3   | 3   | 2   | 2   | 1   | 3   | 3   | 4     | 3                  | 30  | 3   | 4   | 3   | 3   | 3     | 4   | 4   | 24  |
| 64  | 3               | 3  | 2  | 3  | 3  | 3  | 3  | 4  | 3  | 4   | 4   | 35    | 3                  | 1   | 3   | 3   | 4   | 3   | 3   | 3   | 3   | 4   | 4   | 3   | 3     | 40                | 4   | 3   | 3   | 4   | 1   | 2   | 2   | 2   | 2   | 2     | 3                  | 28  | 3   | 4   | 3   | 3   | 3     | 3   | 3   | 22  |
| 65  | 2               | 2  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4   | 4   | 34    | 2                  | 2   | 2   | 2   | 2   | 4   | 4   | 4   | 3   | 4   | 4   | 1   | 3     | 37                | 4   | 3   | 3   | 3   | 2   | 3   | 2   | 3   | 3   | 3     | 32                 | 3   | 4   | 4   | 4   | 4   | 2     | 2   | 23  |     |
| 66  | 1               | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 3   | 3   | 35    | 3                  | 2   | 3   | 3   | 3   | 4   | 4   | 3   | 4   | 3   | 3   | 2   | 1     | 38                | 3   | 3   | 3   | 3   | 2   | 1   | 2   | 3   | 3   | 4     | 4                  | 31  | 4   | 3   | 3   | 3   | 4     | 3   | 3   | 23  |
| 67  | 3               | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 33    | 3                  | 2   | 3   | 3   | 4   | 3   | 3   | 4   | 3   | 3   | 4   | 1   | 2     | 38                | 4   | 4   | 4   | 4   | 2   | 2   | 2   | 4   | 4   | 3     | 4                  | 37  | 4   | 4   | 4   | 4   | 3     | 3   | 3   | 25  |
| 68  | 2               | 2  | 4  | 3  | 4  | 3  | 2  | 3  | 3  | 4   | 4   | 34    | 2                  | 2   | 4   | 4   | 3   | 2   | 2   | 4   | 4   | 4   | 3   | 2   | 3     | 39                | 3   | 3   | 3   | 3   | 2   | 3   | 2   | 3   | 3   | 4     | 4                  | 33  | 4   | 3   | 4   | 3   | 4     | 4   | 4   | 26  |
| 69  | 4               | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4   | 4   | 38    | 1                  | 2   | 3   | 3   | 4   | 3   | 3   | 2   | 3   | 4   | 3   | 3   | 1     | 35                | 3   | 3   | 3   | 4   | 2   | 1   | 2   | 3   | 3   | 3     | 4                  | 31  | 4   | 3   | 3   | 4   | 3     | 4   | 4   | 25  |
| 70  | 3               | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 3  | 3   | 3   | 37    | 2                  | 2   | 3   | 3   | 3   | 3   | 3   | 4   | 3   | 3   | 4   | 3   | 2     | 38                | 2   | 2   | 2   | 3   | 2   | 2   | 2   | 2   | 2   | 3     | 3                  | 25  | 4   | 3   | 3   | 3   | 4     | 3   | 3   | 23  |
| 71  | 4               | 3  | 3  | 3  | 1  | 2  | 2  | 3  | 3  | 3   | 3   | 30    | 1                  | 2   | 2   | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 1   | 32    | 4                 | 3   | 3   | 4   | 2   | 1   | 2   | 3   | 3   | 3   | 3     | 31                 | 4   | 4   | 4   | 4   | 4   | 4     | 4   | 28  |     |
| 72  | 3               | 3  | 4  | 4  | 2  | 3  | 4  | 3  | 3  | 3   | 3   | 35    | 2                  | 2   | 3   | 3   | 3   | 3   | 3   | 4   | 3   | 3   | 2   | 2   | 36    | 3                 | 3   | 3   | 3   | 2   | 2   | 3   | 3   | 3   | 4   | 4     | 33                 | 3   | 3   | 3   | 1   | 2   | 3     | 3   | 18  |     |
| 73  | 2               | 3  | 3  | 3  | 2  | 3  | 3  | 2  | 2  | 2   | 3   | 28    | 2                  | 3   | 3   | 3   | 4   | 3   | 3   | 4   | 4   | 4   | 3   | 2   | 41    | 4                 | 2   | 3   | 4   | 3   | 2   | 2   | 2   | 2   | 3   | 3     | 30                 | 4   | 3   | 3   | 2   | 3   | 3     | 3   | 21  |     |
| 74  | 3               | 4  | 3  | 3  | 2  | 4  | 3  | 3  | 3  | 4   | 4   | 36    | 2                  | 2   | 2   | 2   | 3   | 3   | 3   | 4   | 3   | 4   | 3   | 3   | 2     | 36                | 3   | 4   | 4   | 1   | 4   | 2   | 3   | 4   | 4   | 3     | 3                  | 35  | 4   | 2   | 2   | 2   | 2     | 2   | 2   | 16  |
| 75  | 3               | 3  | 2  | 4  | 3  | 3  | 4  | 4  | 3  | 3   | 3   | 35    | 1                  | 3   | 4   | 4   | 3   | 3   | 3   | 3   | 3   | 4   | 2   | 3   | 39    | 3                 | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 2   | 4     | 32                 | 4   | 4   | 4   | 2   | 3   | 4     | 4   | 25  |     |
| 76  | 3               | 3  | 3  | 4  | 2  | 3  | 4  | 2  | 3  | 3   | 3   | 33    | 1                  | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 3   | 4   | 4   | 2     | 37                | 1   | 4   | 3   | 2   | 4   | 2   | 4   | 4   | 3   | 3     | 4                  | 34  | 2   | 3   | 3   | 3   | 3     | 3   | 3   | 20  |
| 77  | 3               | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 3   | 3   | 38    | 2                  | 4   | 4   | 3   | 3   | 4   | 4   | 4   | 3   | 3   | 4   | 3   | 2     | 43                | 1   | 3   | 4   | 2   | 2   | 2   | 3   | 3   | 4   | 4     | 4                  | 32  | 3   | 3   | 3   | 2   | 4     | 4   | 3   | 22  |
| 78  | 3               | 4  | 2  | 4  | 3  | 4  | 3  | 4  | 3  | 3   | 3   | 36    | 3                  | 3   | 3   | 4   | 4   | 3   | 2   | 4   | 4   | 3   | 3   | 1   | 40    | 2                 | 3   | 4   | 3   | 2   | 2   | 3   | 3   | 4   | 2   | 4     | 32                 | 3   | 4   | 4   | 3   | 3   | 2     | 4   | 23  |     |
| 79  | 3               | 3  | 3  | 4  | 4  | 4  | 2  | 2  | 3  | 3   | 3   | 33    | 1                  | 3   | 3   | 4   | 2   | 3   | 2   | 3   | 4   | 3   | 3   | 1   | 35    | 2                 | 4   | 4   | 2   | 3   | 2   | 4   | 1   | 4   | 3   | 4     | 33                 | 2   | 4   | 4   | 3   | 3   | 4     | 4   | 24  |     |
| 80  | 3               | 3  | 4  | 3  | 4  | 4  | 2  | 3  | 3  | 3   | 3   | 35    | 2                  | 4   | 1   | 4   | 3   | 3   | 3   | 3   | 3   | 3   | 4   | 3   | 3     | 39                | 2   | 3   | 2   | 3   | 3   | 4   | 4   | 1   | 3   | 4     | 3                  | 32  | 3   | 4   | 4   | 4   | 4     | 4   | 4   | 27  |
| 81  | 3               | 3  | 2  | 4  | 3  | 4  | 4  | 3  | 3  | 3   | 3   | 35    | 2                  | 4   | 1   | 3   | 4   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3     | 38                | 1   | 4   | 2   | 3   | 2   | 4   | 3   | 2   | 2   | 4     | 29                 | 2   | 3   | 3   | 4   | 4   | 4     | 3   | 22  |     |
| 82  | 3               | 3  | 3  | 4  | 3  | 3  | 2  | 2  | 3  | 3   | 3   | 32    | 2                  | 3   | 2   | 2   | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 3     | 34                | 1   | 3   | 2   | 4   | 3   | 3   | 1   | 2   | 2   | 3     | 4                  | 28  | 3   | 4   | 4   | 3   | 3     | 3   | 2   | 22  |
| 83  | 3               | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4   | 3   | 38    | 2                  | 1   | 2   | 2   | 3   | 3   | 4   | 3   | 4   | 3   | 2   | 2   | 3     | 34                | 2   | 3   | 3   | 4   | 3   | 3   | 1   | 2   | 4   | 3     | 3                  | 31  | 3   | 4   | 4   | 3   | 1     | 4   | 2   | 21  |
| 84  | 3               | 3  | 2  | 3  | 3  | 4  | 4  | 2  | 3  | 3   | 3   | 32    | 3                  | 1   | 2   | 4   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 2   | 34    | 1                 | 3   | 3   | 3   | 3   | 2   | 4   | 2   | 1   | 2   | 2     | 3                  | 26  | 3   | 2   | 3   | 1   | 3     | 4   | 3   | 18  |
| 85  | 3               | 2  | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 3   | 3   | 36    | 3                  | 2   | 1   | 2   | 2   | 4   | 2   | 2   | 3   | 2   | 3   | 2   | 3     | 31                | 3   | 3   | 3   | 3   | 2   | 3   | 2   | 1   | 4   | 3     | 4                  | 31  | 4   | 2   | 2   | 3   | 2     | 3   | 2   | 18  |
| 86  | 4               | 2  | 2  | 4  | 4  | 3  | 3  | 3  | 3  | 3   | 3   | 34    | 3                  | 2   | 1   | 4   | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 3   | 3     | 34                | 3   | 3   | 3   | 3   | 2   | 3   | 2   | 2   | 4   | 2     | 4                  | 31  | 3   | 3   | 2   | 4   | 2     | 2   | 4   | 20  |
| 87  | 3               | 1  | 3  | 3  | 4  | 4  | 3  | 2  | 3  | 3   | 3   | 32    | 3                  | 2   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 3   | 3   | 3   | 3     | 34                | 3   | 3   | 2   | 3   | 3   | 2   | 1   | 1   | 4   | 3     | 3                  | 28  | 4   | 3   | 4   | 4   | 2     | 3   | 4   | 24  |
| 88  | 3               | 3  | 3  | 4  | 3  | 4  | 3  | 4  | 2  | 3   | 3   | 35    | 2                  | 1   | 1   | 3   | 3   | 4   | 4   | 1   | 3   | 3   | 3   | 3   | 3     | 34                | 3   | 2   | 3   | 4   | 3   | 3   | 1   | 1   | 3   | 3     | 29                 | 3   | 3   | 2   | 3   | 1   | 3     | 4   | 19  |     |
| 89  | 4               | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3   | 3   | 32    | 3                  | 1   | 1   | 3   | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 2   | 32    | 3                 | 4   | 2   | 4   | 3   | 3   | 2   | 3   | 4   | 3   | 4     | 35                 | 3   | 3   | 1   | 3   | 4   | 2     | 4   | 20  |     |
| 90  | 3               | 2  | 4  | 4  | 2  | 2  | 3  | 4  | 3  | 3   | 3   | 33    | 2                  | 2   | 3   | 4   | 3   | 2   | 3   | 2   | 1   | 2   | 3   | 2   | 2     | 31                | 4   | 3   | 2   | 3   | 3   | 2   | 1   | 4   | 3   | 4     | 4                  | 33  | 3   | 3   | 3   | 2   | 4     | 3   | 4   | 22  |
| 91  | 2               | 2  | 3  | 3  | 4  | 3  | 3  | 3  | 2  | 2   | 30  | 2     | 1                  | 4   | 3   | 4   | 3   | 3   | 3   | 2   | 3   | 3   | 4   | 2   | 37    | 4                 | 3   | 1   | 3   | 3   | 1   | 4   | 3   | 3   | 4   | 3     | 32                 | 4   | 3   | 4   | 2   | 2   | 3     | 4   | 24  |     |
| 92  | 3               | 3  | 4  | 3  |    |    |    |    |    |     |     |       |                    |     |     |     |     |     |     |     |     |     |     |     |       |                   |     |     |     |     |     |     |     |     |     |       |                    |     |     |     |     |     |       |     |     |     |



**Lampiran 09 : Hasil Uji Analisis Jalur (*Path Analysis*) Tahap I**

| <b>Coefficients<sup>a</sup></b> |                    |                             |            |                           |       |      |
|---------------------------------|--------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                           |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                                 |                    | B                           | Std. Error | Beta                      |       |      |
| 1                               | (Constant)         | 16.257                      | 2.955      |                           | 5.502 | .000 |
|                                 | Kualitas Produk    | .199                        | .091       | .231                      | 2.192 | .031 |
|                                 | Kualitas Pelayanan | .230                        | .089       | .272                      | 2.579 | .011 |

a. Dependent Variable: Kepuasan Konsumen

| <b>Model Summary</b> |                   |          |                   |                            |
|----------------------|-------------------|----------|-------------------|----------------------------|
| Model                | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                    | .436 <sup>a</sup> | .190     | .174              | 2.82045                    |

a. Predictors: (Constant), Kualitas Pelayanan, Kualitas Produk  
b. Dependent Variable: Kepuasan Konsumen

**Lampiran 10 : Hasil Uji Analisis Jalur (*Path Analysis*) Tahap II**

| <b>Coefficients<sup>a</sup></b> |                    |                             |            |                           |       |      |
|---------------------------------|--------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                           |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                                 |                    | B                           | Std. Error | Beta                      |       |      |
| 1                               | (Constant)         | 1.102                       | 3.019      |                           | .365  | .716 |
|                                 | Kualitas Produk    | .241                        | .083       | .291                      | 2.904 | .005 |
|                                 | Kualitas Pelayanan | .168                        | .082       | .207                      | 2.045 | .044 |
|                                 | Kepuasan Konsumen  | .204                        | .091       | .212                      | 2.255 | .026 |

a. Dependent Variable: Loyalitas

| <b>Model Summary</b> |                   |          |                   |                            |
|----------------------|-------------------|----------|-------------------|----------------------------|
| Model                | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                    | .558 <sup>a</sup> | .312     | .290              | 2.51594                    |

a. Predictors: (Constant), Kepuasan Konsumen, Kualitas Produk, Kualitas Pelayanan  
b. Dependent Variable: Loyalitas