

LAMPIRAN.3 TABULASI DATA PRETEST 30 RESPONDEN

TABULASI 30 RESPONDEN

N	Citra Merek (X ₁)						Total	N	Loyalitas Pelanggan (Y)							Total
	P 1	P 2	P 3	P 4	P 5	P 6			P 51	P 52	P 53	P 54	P 55	P 56	P 57	
1	3	4	4	4	4	4	23	1	3	3	3	3	4	4	4	24
2	3	3	3	3	3	3	18	2	3	4	3	4	3	3	3	23
3	4	4	4	4	4	4	24	3	4	3	4	4	4	4	3	26
4	4	4	4	4	4	4	24	4	3	3	4	4	4	3	4	25
5	3	3	3	3	3	3	18	5	3	3	3	3	3	3	3	21
6	4	3	3	3	4	4	21	6	4	3	3	3	4	4	4	25
7	4	4	4	3	3	3	21	7	3	3	3	4	3	3	3	22
8	4	4	4	4	4	4	24	8	4	4	3	4	4	4	4	27
9	4	4	4	3	3	3	21	9	3	3	4	3	4	3	3	23
10	4	3	4	4	4	4	23	10	4	4	4	4	3	4	4	27
11	3	3	3	3	3	3	18	11	3	3	3	3	3	3	3	21
12	3	4	4	4	4	4	23	12	4	4	4	3	4	4	3	26
13	4	4	3	3	3	3	20	13	3	3	3	3	3	4	4	23
14	3	3	4	4	4	4	22	14	2	2	3	3	3	3	3	19
15	4	4	4	3	3	3	21	15	3	3	3	3	3	3	4	22
16	3	4	4	4	4	4	23	16	2	2	3	3	3	3	4	20
17	3	3	3	3	3	3	18	17	3	3	3	3	3	3	3	21
18	4	4	3	3	3	4	21	18	4	4	4	3	4	4	4	27
19	3	3	3	3	3	3	18	19	3	4	3	3	3	3	3	22
20	3	4	4	4	4	4	23	20	4	2	2	4	4	4	4	24
21	3	4	3	3	3	3	19	21	3	3	3	3	4	3	3	22
22	3	4	4	4	4	3	22	22	3	3	3	2	2	2	2	17
23	4	3	3	3	3	3	19	23	3	3	4	3	3	3	3	22
24	4	4	4	4	4	4	24	24	4	4	4	4	4	4	4	28
25	4	4	3	3	3	3	20	25	3	3	3	3	3	3	4	22
26	4	4	4	4	4	4	24	26	4	4	4	3	3	4	4	26
27	3	3	3	3	3	3	18	27	4	4	4	3	3	3	3	24
28	4	4	4	4	4	4	24	28	4	4	4	4	4	4	4	28
29	3	3	3	3	3	3	18	29	3	3	3	3	3	3	3	21
30	4	4	4	4	4	4	24	30	3	3	3	4	4	4	4	25

N	Kualitas Pelayanan (X ₂)																					Total	
	P 7	P 8	P 9	P 10	P 11	P 12	P 13	P 14	P 15	P 16	P 17	P 18	P 19	P 20	P 21	P 22	P 23	P 24	P 25	P 26	P 27		P 28
22	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	2	2	3	3	3	74
23	4	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	68
24	3	4	4	4	4	3	4	4	4	3	3	3	3	4	4	4	4	3	2	2	3	3	75
25	3	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	69
26	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	2	2	3	3	78
27	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	3	3	3	3	4	71
28	4	4	4	4	4	4	4	4	4	2	3	3	3	3	3	4	4	2	2	2	2	2	71
29	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	68
30	4	4	4	4	4	3	4	4	4	2	2	3	3	4	4	4	4	2	2	2	3	3	73

N	Kepuasan Pelanggan (Z)																						Total
	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9	P 10	P 11	P 12	P 13	P 14	P 15	P 16	P 17	P 18	P 19	P 20	P 21	P 22	
1	3	3	3	4	4	4	3	4	4	3	3	4	3	3	4	4	3	4	2	4	3	3	75
2	3	4	3	4	3	4	3	4	3	3	3	3	3	3	3	3	3	4	3	4	3	3	72
3	3	4	3	4	4	3	4	3	4	2	2	3	3	3	4	4	3	3	2	3	3	3	70
4	3	3	3	3	3	3	4	4	4	4	4	3	3	3	4	4	3	3	3	3	3	4	74
5	3	3	3	4	3	3	3	3	3	3	3	3	3	3	4	3	2	3	3	3	3	3	67
6	3	3	2	4	4	3	2	2	3	2	2	3	2	2	4	4	2	2	3	3	3	4	62
7	3	3	2	3	3	3	4	3	4	3	3	3	3	3	3	3	2	3	1	3	3	2	63
8	3	4	2	4	4	3	3	2	4	2	2	2	2	3	4	4	3	2	1	3	3	3	63
9	4	3	4	3	3	3	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	4	71
10	3	4	3	4	4	3	4	3	4	4	4	3	4	3	4	4	3	3	2	3	2	2	73
11	3	3	3	3	3	2	3	2	3	3	3	3	3	3	3	3	3	2	3	2	3	3	62
12	4	3	3	4	4	3	3	3	4	2	2	3	2	3	4	4	3	3	2	3	2	2	66
13	3	3	3	4	4	3	4	3	3	2	2	2	2	2	3	3	3	3	3	3	3	3	64
14	4	4	3	4	4	4	3	3	4	4	4	3	4	4	4	3	3	3	3	4	3	4	79
15	3	3	2	3	3	2	4	3	4	3	3	3	3	3	2	3	3	3	3	2	3	3	64
16	3	3	2	4	4	3	3	3	4	4	4	3	3	3	4	4	3	3	2	3	3	3	71
17	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	66
18	4	3	2	4	4	3	4	3	3	3	3	4	3	3	4	4	3	3	3	3	3	4	73
19	4	3	4	3	3	4	3	4	3	3	3	4	3	4	3	3	4	4	3	4	3	3	75
20	3	4	3	4	4	3	3	3	4	2	2	3	3	3	4	4	3	3	2	3	2	3	68
21	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	65

N	Kepuasan Pelanggan (Z)																						Total
	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9	P 10	P 11	P 12	P 13	P 14	P 15	P 16	P 17	P 18	P 19	P 20	P 21	P 22	
22	3	3	3	3	3	3	3	3	4	4	4	2	4	3	4	4	3	3	2	3	3	3	70
23	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	68
24	3	4	3	4	4	3	4	3	4	3	3	4	3	3	4	4	3	3	2	3	3	3	73
25	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	66
26	3	3	3	4	4	3	4	3	4	4	4	3	4	3	4	4	3	3	2	3	3	3	74
27	3	3	3	3	3	3	3	3	3	3	3	2	3	3	4	4	2	3	3	4	3	4	68
28	3	4	3	4	4	3	4	3	4	2	3	3	3	3	3	4	3	3	2	3	2	2	68
29	3	3	2	3	3	3	3	3	3	3	3	3	4	2	3	3	2	3	3	3	3	3	64
30	3	4	3	4	4	3	4	4	4	2	2	2	3	3	4	4	2	3	2	3	3	3	69

LAMPIRAN.4 HASIL UJI VALIDITAS

1. Hasil Uji Validitas Citra Merek (X_1)

		P1	P2	P3	P4	P5	P6	Total
P1	Pearson Correlation	1	,397*	,261	,071	,134	,267	,462*
	Sig. (2-tailed)		,030	,164	,708	,481	,153	,010
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	,397*	1	,591**	,434*	,346	,346	,672**
	Sig. (2-tailed)	,030		,001	,016	,061	,061	,000
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	,261	,591**	1	,818**	,740**	,605**	,871**
	Sig. (2-tailed)	,164	,001		,000	,000	,000	,000
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	,071	,434*	,818**	1	,935**	,802**	,883**
	Sig. (2-tailed)	,708	,016	,000		,000	,000	,000
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	,134	,346	,740**	,935**	1	,867**	,875**
	Sig. (2-tailed)	,481	,061	,000	,000		,000	,000
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	,267	,346	,605**	,802**	,867**	1	,846**
	Sig. (2-tailed)	,153	,061	,000	,000	,000		,000
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	,462*	,672**	,871**	,883**	,875**	,846**	1
	Sig. (2-tailed)	,010	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30

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

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

2. Hasil Uji Validitas Variabel Kualitas Pelayanan (X_2)Uji Validitas Pada dimensi *Tangible*

		Correlations				
		P1	P2	P3	P4	Total
P1	Pearson Correlation	1	,085	,272	,272	,571**
	Sig. (2-tailed)		,656	,146	,146	,001
	N	30	30	30	30	30
P2	Pearson Correlation	,085	1	,346	,484**	,667**
	Sig. (2-tailed)	,656		,061	,007	,000
	N	30	30	30	30	30
P3	Pearson Correlation	,272	,346	1	,600**	,782**
	Sig. (2-tailed)	,146	,061		,000	,000
	N	30	30	30	30	30
P4	Pearson Correlation	,272	,484**	,600**	1	,829**
	Sig. (2-tailed)	,146	,007	,000		,000
	N	30	30	30	30	30
Total	Pearson Correlation	,571**	,667**	,782**	,829**	1
	Sig. (2-tailed)	,001	,000	,000	,000	
	N	30	30	30	30	30

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

Uji Validitas Pada Dimensi *Reliability*

		Correlations					
		P1	P2	P3	P4	P5	Total
P1	Pearson Correlation	1	,471**	,267	,272	,471**	,708**
	Sig. (2-tailed)		,009	,153	,146	,009	,000
	N	30	30	30	30	30	30
P2	Pearson Correlation	,471**	1	,413	,302	,222	,686**
	Sig. (2-tailed)	,009		,023	,105	,239	,000
	N	30	30	30	30	30	30
P3	Pearson Correlation	,267	,413	1	,464**	,261	,686**
	Sig. (2-tailed)	,153	,023		,010	,164	,000
	N	30	30	30	30	30	30
P4	Pearson Correlation	,272	,302	,464**	1	,522**	,727**
	Sig. (2-tailed)	,146	,105	,010		,003	,000
	N	30	30	30	30	30	30
P5	Pearson Correlation	,471**	,222	,261	,522**	1	,704**
	Sig. (2-tailed)	,009	,239	,164	,003		,000
	N	30	30	30	30	30	30
Total	Pearson Correlation	,708**	,686**	,686**	,727**	,704**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30

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

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

Uji Validitas Pada Dimensi *Responsiveness*

Correlations

		P1	P2	P3	P4	Total
P1	Pearson Correlation	1	,935**	,738**	,690**	,901**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	30	30	30	30	30
P2	Pearson Correlation	,935**	1	,816**	,774**	,947**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	30	30	30	30	30
P3	Pearson Correlation	,738**	,816**	1	,969**	,948**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	30	30	30	30	30
P4	Pearson Correlation	,690**	,774**	,969**	1	,924**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	30	30	30	30	30
Total	Pearson Correlation	,901**	,947**	,948**	,924**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

Uji Validitas Pada Dimensi *Assurance*

Correlations

		P1	P2	P3	P4	Total
P1	Pearson Correlation	1	,658**	,607**	,196	,768**
	Sig. (2-tailed)		,000	,000	,298	,000
	N	30	30	30	30	30
P2	Pearson Correlation	,658**	1	,769*	,420	,897**
	Sig. (2-tailed)	,000		,000	,021	,000
	N	30	30	30	30	30
P3	Pearson Correlation	,607**	,769*	1	,473	,889**
	Sig. (2-tailed)	,000	,000		,008	,000
	N	30	30	30	30	30
P4	Pearson Correlation	,196	,420	,473	1	,647**
	Sig. (2-tailed)	,298	,021	,008		,000
	N	30	30	30	30	30
Total	Pearson Correlation	,768**	,897**	,889**	,647**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

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

Uji Validitas Pada Dimensi *Empathy*

		Correlations					
		P1	P2	P3	P4	P5	Total
P1	Pearson Correlation	1	,671**	,294	,151	,524**	,722**
	Sig. (2-tailed)		,000	,114	,425	,003	,000
	N	30	30	30	30	30	30
P2	Pearson Correlation	,671**	1	,701	,317	,563**	,875**
	Sig. (2-tailed)	,000		,000	,088	,001	,000
	N	30	30	30	30	30	30
P3	Pearson Correlation	,294	,701	1	,487**	,613**	,803**
	Sig. (2-tailed)	,114	,000		,006	,000	,000
	N	30	30	30	30	30	30
P4	Pearson Correlation	,151	,317	,487**	1	,559**	,584**
	Sig. (2-tailed)	,425	,088	,006		,001	,001
	N	30	30	30	30	30	30
P5	Pearson Correlation	,524**	,563**	,613**	,559**	1	,843**
	Sig. (2-tailed)	,003	,001	,000	,001		,000
	N	30	30	30	30	30	30
Total	Pearson Correlation	,722**	,875**	,803**	,584**	,843**	1
	Sig. (2-tailed)	,000	,000	,000	,001	,000	
	N	30	30	30	30	30	30

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

3. Hasil Uji Validitas Kepuasan Pelanggan (Z)

Uji Validitas Pada Dimensi *Tangible*

		Correlations				
		P1	P2	P3	P4	Total
P1	Pearson Correlation	1	-,098	,314	,030	,466**
	Sig. (2-tailed)		,608	,091	,875	,009
	N	30	30	30	30	30
P2	Pearson Correlation	-,098	1	,070	,572**	,682**
	Sig. (2-tailed)	,608		,714	,001	,000
	N	30	30	30	30	30
P3	Pearson Correlation	,314	,070	1	-,150	,548**
	Sig. (2-tailed)	,091	,714		,428	,002
	N	30	30	30	30	30
P4	Pearson Correlation	,030	,572**	-,150	1	,635**
	Sig. (2-tailed)	,875	,001	,428		,000
	N	30	30	30	30	30
Total	Pearson Correlation	,466**	,682**	,548**	,635**	1
	Sig. (2-tailed)	,009	,000	,002	,000	
	N	30	30	30	30	30

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

Uji Validitas Pada Dimensi *Reliability*

Correlations

		P1	P2	P3	P4	P5	Total
P1	Pearson Correlation	1	,151	,120	-,186	,471	,529
	Sig. (2-tailed)		,426	,526	,326	,009	,003
	N	30	30	30	30	30	30
P2	Pearson Correlation	,151	1	-,245	,532	-,020	,454
	Sig. (2-tailed)	,426		,192	,002	,915	,012
	N	30	30	30	30	30	30
P3	Pearson Correlation	,120	-,245	1	,313	,389	,598
	Sig. (2-tailed)	,526	,192		,092	,034	,000
	N	30	30	30	30	30	30
P4	Pearson Correlation	-,186	,532	,313	1	,037	,602
	Sig. (2-tailed)	,326	,002	,092		,844	,000
	N	30	30	30	30	30	30
P5	Pearson Correlation	,471	-,020	,389	,037	1	,661
	Sig. (2-tailed)	,009	,915	,034	,844		,000
	N	30	30	30	30	30	30
Total	Pearson Correlation	,529	,454	,598	,602	,661	1
	Sig. (2-tailed)	,003	,012	,000	,000	,000	
	N	30	30	30	30	30	30

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

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

Uji Validitas Pada Dimensi *Responsiveness*

Correlations

		P1	P2	P3	P4	Total
P1	Pearson Correlation	1	,965**	,173	,723**	,931**
	Sig. (2-tailed)		,000	,360	,000	,000
	N	30	30	30	30	30
P2	Pearson Correlation	,965**	1	,182	,745**	,939**
	Sig. (2-tailed)	,000		,335	,000	,000
	N	30	30	30	30	30
P3	Pearson Correlation	,173	,182	1	,115	,437
	Sig. (2-tailed)	,360	,335		,544	,016
	N	30	30	30	30	30
P4	Pearson Correlation	,723**	,745**	,115	1	,821**
	Sig. (2-tailed)	,000	,000	,544		,000
	N	30	30	30	30	30
Total	Pearson Correlation	,931**	,939**	,437	,821**	1
	Sig. (2-tailed)	,000	,000	,016	,000	
	N	30	30	30	30	30

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

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

Uji Validitas Pada Dimensi *Assurance*

		Correlations				
		P1	P2	P3	P4	Total
P1	Pearson Correlation	1	,078	-,077	,482**	,517**
	Sig. (2-tailed)		,683	,687	,007	,003
	N	30	30	30	30	30
P2	Pearson Correlation	,078	1	,769**	-,100	,749**
	Sig. (2-tailed)	,683		,000	,600	,000
	N	30	30	30	30	30
P3	Pearson Correlation	-,077	,769**	1	,028	,736**
	Sig. (2-tailed)	,687	,000		,883	,000
	N	30	30	30	30	30
P4	Pearson Correlation	,482**	-,100	,028	1	,508**
	Sig. (2-tailed)	,007	,600	,883		,004
	N	30	30	30	30	30
Total	Pearson Correlation	,517**	,749**	,736**	,508**	1
	Sig. (2-tailed)	,003	,000	,000	,004	
	N	30	30	30	30	30

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

Uji Validitas Pada Dimensi *Empathy*

		Correlations					
		P1	P2	P3	P4	P5	Total
P1	Pearson Correlation	1	,120	,631**	,000	-,130	,476**
	Sig. (2-tailed)		,526	,000	1,000	,494	,008
	N	30	30	30	30	30	30
P2	Pearson Correlation	,120	1	,057	,317	,563**	,722**
	Sig. (2-tailed)	,526		,765	,088	,001	,000
	N	30	30	30	30	30	30
P3	Pearson Correlation	,631**	,057	1	,083	,221	,604**
	Sig. (2-tailed)	,000	,765		,663	,240	,000
	N	30	30	30	30	30	30
P4	Pearson Correlation	,000	,317	,083	1	,559**	,572**
	Sig. (2-tailed)	1,000	,088	,663		,001	,001
	N	30	30	30	30	30	30
P5	Pearson Correlation	-,130	,563**	,221	,559**	1	,740**
	Sig. (2-tailed)	,494	,001	,240	,001		,000
	N	30	30	30	30	30	30
Total	Pearson Correlation	,476**	,722**	,604**	,572**	,740**	1
	Sig. (2-tailed)	,008	,000	,000	,001	,000	
	N	30	30	30	30	30	30

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

4. Uji Validitas Variabel Loyalitas Pelanggan (Y)

		Correlations							
		P1	P2	P3	P4	P5	P6	P7	Total
P1	Pearson Correlation	1	,638**	,423*	,357	,452*	,657**	,284	,805**
	Sig. (2-tailed)		,000	,020	,053	,012	,000	,129	,000
	N	30	30	30	30	30	30	30	30
P2	Pearson Correlation	,638**	1	,571**	,196	,117	,313	,071	,623**
	Sig. (2-tailed)	,000		,001	,300	,537	,092	,710	,000
	N	30	30	30	30	30	30	30	30
P3	Pearson Correlation	,423*	,571**	1	,118	,224	,224	,037	,545**
	Sig. (2-tailed)	,020	,001		,535	,234	,234	,847	,002
	N	30	30	30	30	30	30	30	30
P4	Pearson Correlation	,357	,196	,118	1	,504**	,504**	,429*	,638**
	Sig. (2-tailed)	,053	,300	,535	,005	,005	,005	,018	,000
	N	30	30	30	30	30	30	30	30
P5	Pearson Correlation	,452*	,117	,224	,504**	1	,674**	,471**	,711**
	Sig. (2-tailed)	,012	,537	,234	,005	,000	,009	,009	,000
	N	30	30	30	30	30	30	30	30
P6	Pearson Correlation	,657**	,313	,224	,504**	,674**	1	,686**	,845**
	Sig. (2-tailed)	,000	,092	,234	,005	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30
P7	Pearson Correlation	,284	,071	,037	,429*	,471**	,686**	1	,616**
	Sig. (2-tailed)	,129	,710	,847	,018	,009	,000		,000
	N	30	30	30	30	30	30	30	30
Total	Pearson Correlation	,805**	,623**	,545**	,638**	,711**	,845**	,616**	1
	Sig. (2-tailed)	,000	,000	,002	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30

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

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

LAMPIRAN.5 HASIL UJI RELIABILITAS

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,870	57

LAMPIRAN.6 TABULASI 100 RESPONDEN

N	Citra Merek (X ₁)						Total	N	Loyalitas Pelanggan (Y)							Total
	P 1	P 2	P 3	P 4	P 5	P 6			P 51	P 52	P 53	P 54	P 55	P 56	P 57	
1	3	3	3	3	3	3	18	1	2	2	4	4	3	3	3	21
2	4	3	3	3	3	3	19	2	2	2	3	4	4	3	3	21
3	4	4	4	4	4	4	24	3	2	2	3	3	4	3	3	20
4	3	4	3	3	4	4	21	4	3	2	3	3	3	3	3	20
5	3	3	3	3	3	3	18	5	3	2	3	4	3	3	2	20
6	3	3	4	4	3	3	20	6	3	3	3	3	2	2	2	18
7	4	4	4	4	3	3	22	7	4	3	4	4	3	3	2	23
8	3	3	3	2	2	4	17	8	3	2	3	2	2	3	3	18
9	3	3	3	3	3	4	19	9	3	3	3	3	4	3	3	22
10	3	3	3	2	2	3	16	10	3	2	3	3	3	3	3	20
11	3	3	3	3	3	3	18	11	3	1	3	2	2	3	2	16
12	4	4	4	4	4	4	24	12	3	4	3	3	4	4	3	24
13	4	4	4	4	3	3	22	13	3	2	3	3	3	4	3	21
14	3	3	3	3	3	3	18	14	3	3	3	3	3	3	3	21
15	3	3	3	3	3	3	18	15	2	2	4	3	4	3	4	22
16	3	3	3	3	3	3	18	16	3	2	2	3	3	3	3	19
17	3	3	3	3	3	4	19	17	2	3	3	3	3	2	3	19
18	4	4	4	4	4	4	24	18	4	3	4	4	3	3	4	25
19	3	4	3	3	2	3	18	19	3	3	3	3	3	3	3	21
20	3	4	3	4	3	4	21	20	3	3	3	4	3	4	4	24
21	3	3	3	3	3	3	18	21	3	3	3	3	3	3	3	21
22	4	4	4	4	4	4	24	22	4	4	4	3	3	4	3	25
23	4	4	4	4	4	4	24	23	3	3	4	4	3	4	4	25
24	4	4	4	4	4	3	23	24	4	4	4	4	4	4	4	28
25	4	4	4	4	3	3	22	25	3	2	3	2	3	3	2	18
26	4	4	3	4	4	4	23	26	3	3	3	3	3	3	3	21
27	3	3	3	3	3	3	18	27	3	3	3	3	3	3	3	21
28	3	3	3	2	2	2	15	28	3	2	3	3	3	3	3	20
29	3	3	3	3	3	3	18	29	3	3	3	3	3	3	3	21
30	4	4	4	4	4	4	24	30	3	2	3	3	3	3	3	20
31	4	3	3	4	3	3	20	31	4	2	3	3	3	4	3	22
32	4	4	3	4	3	3	21	32	3	3	3	3	3	3	3	21
33	4	4	3	3	3	3	20	33	4	2	3	3	3	3	3	21

N	Citra Merek (X ₁)						Total	N	Loyalitas Pelanggan (Y)							Total
	P 1	P 2	P 3	P 4	P 5	P 6			P 51	P 52	P 53	P 54	P 55	P 56	P 57	
34	4	4	3	3	4	3	21	34	3	2	4	3	3	3	3	21
35	4	4	3	3	3	3	20	35	3	3	4	4	4	3	4	25
36	4	3	3	4	3	3	20	36	3	4	4	3	3	3	3	23
37	3	4	3	4	3	3	20	37	3	4	3	3	4	4	4	25
38	4	4	4	4	4	3	23	38	3	4	3	4	3	3	3	23
39	3	3	4	3	4	3	20	39	3	3	4	4	3	3	3	23
40	3	3	4	4	3	3	17	40	3	3	3	3	3	3	3	21
41	3	3	3	4	3	4	20	41	3	3	3	3	3	3	2	20
42	3	3	3	3	3	4	19	42	2	2	3	3	3	3	3	19
43	4	4	2	4	3	3	20	43	3	3	3	3	3	3	3	21
44	4	4	3	3	3	3	20	44	3	2	3	4	3	3	3	21
45	4	3	2	4	3	4	20	45	4	2	3	3	3	3	3	21
46	4	4	3	3	3	3	20	46	3	3	3	3	3	4	3	22
47	4	4	2	4	3	4	21	47	4	3	3	4	4	4	3	25
48	3	3	3	3	3	3	18	48	3	2	3	3	3	3	3	20
49	4	3	3	4	4	4	22	49	3	2	3	3	3	3	3	20
50	4	4	3	3	3	3	20	50	3	2	4	4	3	4	3	23
51	3	3	3	3	3	3	18	51	3	3	2	3	3	3	3	20
52	2	2	3	3	3	3	16	52	3	2	3	3	3	3	3	20
53	3	3	3	3	3	3	18	53	3	3	3	3	3	3	3	21
54	4	4	3	4	3	3	21	54	3	3	3	4	3	3	3	22
55	3	3	3	3	3	3	18	55	3	2	4	4	4	4	4	25
56	3	3	3	3	3	3	18	56	3	2	3	3	3	3	3	20
57	3	3	3	3	3	3	18	57	3	3	4	4	3	4	3	24
58	3	3	3	3	3	3	18	58	3	3	3	3	3	3	3	21
59	3	3	3	3	3	3	18	59	3	2	3	3	3	3	3	20
60	4	4	3	3	3	3	20	60	3	3	3	3	3	3	3	21
61	3	3	3	3	4	4	20	61	3	3	4	3	3	4	4	24
62	3	3	3	3	3	3	18	62	3	2	3	3	3	3	3	20
63	4	4	4	4	3	3	22	63	3	2	3	3	3	4	3	21
64	4	4	4	4	3	3	22	64	4	3	3	3	3	4	3	23
65	4	3	3	3	3	3	19	65	2	2	3	2	3	3	3	18
66	3	3	3	3	3	3	18	66	3	3	3	3	3	3	3	21
67	4	4	4	4	4	3	23	67	3	3	4	4	4	3	4	25
68	2	2	3	2	3	3	15	68	3	1	1	4	3	3	1	16

N	Citra Merek (X ₁)						Total	N	Loyalitas Pelanggan (Y)							Total
	P 1	P 2	P 3	P 4	P 5	P 6			P 51	P 52	P 53	P 54	P 55	P 56	P 57	
69	4	4	3	3	4	4	22	69	3	2	4	3	3	4	4	23
70	4	4	4	4	4	4	24	70	3	3	4	3	3	4	4	24
71	3	1	4	3	1	2	14	71	3	2	2	4	1	2	2	16
72	4	4	4	3	4	4	23	72	3	2	3	4	4	4	3	23
73	3	3	3	3	3	3	18	73	3	3	4	3	4	4	4	25
74	4	4	4	4	4	4	24	74	3	3	3	3	3	3	3	21
75	2	4	4	3	4	4	21	75	3	2	3	3	2	3	3	19
76	4	4	3	4	4	3	22	76	3	4	3	3	3	3	3	22
77	3	4	2	2	2	2	15	77	2	3	3	2	3	3	3	19
78	4	4	4	4	4	4	24	78	4	4	4	3	4	4	4	27
79	4	4	3	4	4	4	23	79	3	2	3	3	3	3	3	20
80	3	3	3	3	2	3	17	80	3	3	3	4	3	3	3	22
81	3	3	3	3	3	3	18	81	3	3	3	3	3	3	3	21
82	4	4	3	4	3	3	21	82	3	2	3	3	3	3	3	20
83	4	3	3	3	3	3	19	83	3	3	3	3	3	3	3	21
84	3	4	3	4	3	4	21	84	3	4	3	4	3	4	4	25
85	4	4	3	3	3	3	20	85	3	2	3	3	3	3	3	20
86	3	4	3	4	3	4	21	86	3	4	3	4	3	4	4	25
87	4	3	3	3	3	3	19	87	3	2	3	3	3	3	3	20
88	3	3	3	3	3	3	18	88	4	2	3	3	3	3	3	21
89	4	3	3	3	3	3	19	89	3	2	3	3	3	3	3	20
90	3	3	3	3	3	3	18	90	3	3	3	3	3	3	3	21
91	3	3	3	3	3	3	18	91	3	2	3	3	3	3	3	20
92	3	3	3	3	3	3	18	92	3	3	3	3	3	3	3	21
93	3	3	3	3	3	3	18	93	3	3	3	3	3	3	3	21
94	4	1	3	3	2	3	16	94	3	2	3	3	3	3	3	20
95	3	3	4	3	3	3	19	95	3	2	3	3	3	3	3	20
96	3	3	3	3	3	3	18	96	3	3	3	3	3	3	3	21
97	3	3	3	3	3	3	18	97	3	2	3	3	3	3	3	20
98	3	3	3	3	3	3	18	98	3	3	3	3	3	3	3	21
99	3	3	3	3	3	3	18	99	3	2	2	2	2	3	3	17
100	4	3	4	3	3	4	21	100	3	3	4	4	3	3	3	23

N	Kualitas Pelayanan (X_2)																						Total
	P 7	P 8	P 9	P 10	P 11	P 12	P 13	P 14	P 15	P 16	P 17	P 18	P 19	P 20	P 21	P 22	P 23	P 24	P 25	P 26	P 27	P 28	
1	2	2	2	2	2	2	2	2	2	3	3	3	3	2	2	2	2	2	3	3	2	2	50
2	2	2	2	2	2	2	2	3	2	4	3	3	3	2	2	2	2	2	2	3	3	3	53
3	2	2	3	3	3	2	3	3	2	3	3	3	3	3	3	3	3	2	2	2	3	2	58
4	3	2	3	3	3	3	4	3	3	2	2	2	2	4	4	4	3	2	1	1	3	2	59
5	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	64
6	3	3	4	4	3	3	4	4	3	4	3	3	3	3	3	3	3	1	1	3	3	3	67
7	4	3	3	4	3	4	4	3	3	2	1	1	1	3	4	2	3	2	2	3	2	3	60
8	3	2	2	4	3	3	3	3	3	2	2	4	3	3	3	3	3	2	3	3	3	4	64
9	3	3	3	3	3	3	3	3	3	2	2	2	2	3	4	4	4	2	2	2	2	4	62
10	3	2	2	2	2	2	3	2	3	3	3	2	2	3	3	3	3	2	3	2	2	2	54
11	3	1	2	2	2	3	3	2	3	2	2	3	3	3	2	3	2	2	3	2	3	3	54
12	3	4	3	4	3	2	4	3	3	1	4	4	4	4	4	3	3	2	2	2	3	4	69
13	3	2	3	2	3	3	3	2	3	3	3	2	3	3	3	3	3	2	2	2	3	4	60
14	3	3	2	3	3	3	3	2	3	3	3	2	3	3	3	3	3	2	3	3	3	3	62
15	2	2	2	3	3	3	2	3	3	2	2	3	3	3	4	3	3	2	2	3	3	3	59
16	3	2	2	3	3	3	3	3	3	3	3	3	3	2	2	3	3	2	2	2	3	4	60
17	2	3	2	3	2	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	2	3	57
18	4	3	3	4	4	4	4	4	3	3	3	3	3	4	3	2	4	2	2	2	2	3	69
19	3	3	3	3	3	4	2	3	3	3	3	3	3	3	2	3	3	2	2	2	2	3	61
20	3	3	3	3	4	3	4	3	4	3	3	3	2	3	4	3	4	2	2	2	2	3	66

N	Kualitas Pelayanan (X_2)																						Total
	P 7	P 8	P 9	P 10	P 11	P 12	P 13	P 14	P 15	P 16	P 17	P 18	P 19	P 20	P 21	P 22	P 23	P 24	P 25	P 26	P 27	P 28	
21	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	2	3	62
22	4	4	4	4	3	4	4	4	4	3	3	3	3	4	3	3	4	2	2	2	2	3	72
23	3	3	3	3	4	3	3	3	3	2	3	3	3	3	4	4	4	2	2	2	2	2	64
24	4	4	4	3	4	4	3	3	3	3	3	4	3	4	3	4	4	1	1	2	2	3	69
25	3	2	2	3	3	3	2	2	2	3	3	3	2	2	3	2	2	1	1	2	2	3	51
26	3	3	3	3	3	4	3	3	3	2	3	3	2	3	3	3	4	1	1	1	2	2	58
27	3	3	3	3	4	3	3	3	3	3	3	3	2	3	3	3	3	1	1	1	2	3	59
28	3	2	3	3	3	3	3	3	3	4	3	3	2	3	3	3	3	1	2	1	2	3	59
29	3	3	3	3	3	3	3	2	2	3	4	4	3	3	3	3	3	1	1	2	2	4	61
30	3	2	3	3	3	3	3	3	3	3	3	4	2	4	3	3	3	2	1	2	2	3	61
31	4	2	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	1	1	2	2	3	58
32	3	3	3	3	3	3	3	3	3	2	3	3	2	4	4	3	3	1	1	2	2	3	60
33	4	2	2	2	2	2	3	3	3	3	3	3	3	4	4	3	3	1	1	2	2	3	58
34	3	2	2	3	3	3	3	3	3	2	3	3	3	4	3	3	3	2	2	2	2	3	60
35	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	1	1	2	2	3	64
36	3	4	3	3	3	3	3	3	4	2	3	3	2	4	4	4	4	1	1	2	2	3	64
37	3	4	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	2	2	2	2	3	65
38	3	4	3	3	4	3	3	4	4	2	3	3	3	3	3	3	3	1	2	2	2	3	64
39	3	3	4	4	4	3	3	4	3	3	3	3	3	3	3	2	3	1	1	1	2	2	61
40	3	3	4	3	3	4	4	3	3	2	3	3	2	3	4	4	3	1	2	2	1	3	63

N	Kualitas Pelayanan (X ₂)																						Total
	P 7	P 8	P 9	P 10	P 11	P 12	P 13	P 14	P 15	P 16	P 17	P 18	P 19	P 20	P 21	P 22	P 23	P 24	P 25	P 26	P 27	P 28	
41	3	3	4	3	3	3	3	3	3	3	4	3	4	3	3	3	3	1	1	2	2	4	64
42	2	2	2	2	3	3	3	3	3	2	4	4	2	3	3	3	3	2	2	2	2	2	57
43	3	3	4	3	3	4	3	4	3	2	4	4	3	3	3	3	3	1	1	1	2	2	62
44	3	2	2	3	3	3	3	3	3	3	4	4	2	3	3	3	3	2	2	2	2	2	60
45	4	2	2	3	3	2	3	3	3	2	4	3	2	4	4	3	3	2	2	3	2	3	62
46	3	3	4	3	3	4	4	3	3	2	4	4	2	4	4	4	4	1	1	2	2	3	67
47	4	3	2	4	4	3	3	4	4	4	4	3	2	3	3	3	3	2	2	2	1	3	66
48	3	2	3	4	3	3	3	3	3	3	4	4	2	3	3	3	3	2	2	2	2	4	64
49	3	2	2	3	3	3	3	3	3	2	3	3	2	3	3	3	3	1	1	2	2	4	57
50	3	2	2	3	3	3	3	3	3	2	3	3	2	3	3	3	3	2	2	2	2	3	58
51	3	3	3	3	3	3	3	3	3	2	3	4	2	3	3	3	3	2	2	3	2	3	62
52	3	2	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	4	60
53	3	3	3	3	3	3	3	3	3	2	3	3	2	3	3	3	3	2	2	2	2	3	60
54	3	3	3	3	3	3	3	3	3	2	3	3	2	3	3	3	3	1	1	2	2	3	58
55	3	2	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	3	59
56	3	2	2	3	3	3	3	3	3	2	2	2	2	3	3	3	3	1	1	2	2	3	54
57	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	3	61
58	3	3	3	3	3	3	3	3	3	2	2	3	2	3	3	3	3	2	2	2	2	3	59
59	3	2	2	3	3	3	3	3	3	2	3	3	2	4	4	4	3	2	2	3	2	3	62
60	3	3	3	3	3	3	3	3	3	2	3	3	2	3	3	3	3	2	2	2	2	3	60

N	Kualitas Pelayanan (X ₂)																						Total
	P 7	P 8	P 9	P 10	P 11	P 12	P 13	P 14	P 15	P 16	P 17	P 18	P 19	P 20	P 21	P 22	P 23	P 24	P 25	P 26	P 27	P 28	
61	3	3	3	3	3	3	3	3	3	2	3	3	2	3	3	3	3	2	2	2	2	3	60
62	3	2	2	3	3	3	3	3	3	2	3	3	2	3	3	3	3	2	2	2	2	3	58
63	3	2	3	3	2	1	4	3	3	3	3	3	1	3	4	4	4	2	3	3	3	3	63
64	4	3	4	4	4	3	4	4	4	2	3	3	3	4	4	4	4	3	2	2	2	3	73
65	2	2	3	2	3	3	2	2	3	2	3	3	3	3	2	3	3	3	2	2	2	3	56
66	3	3	3	3	3	4	3	3	3	2	3	3	3	3	3	3	3	3	2	2	2	3	63
67	3	3	3	3	3	4	3	3	3	2	3	3	3	3	4	4	4	3	2	2	2	4	67
68	3	1	2	1	3	2	2	2	2	2	3	3	3	2	2	2	2	3	2	2	2	3	49
69	3	2	2	3	3	3	4	3	3	2	4	3	3	3	2	4	3	3	2	2	2	4	63
70	3	3	3	3	4	4	3	4	3	2	4	3	3	3	2	3	3	3	2	2	2	4	66
71	3	2	2	4	2	1	1	3	3	2	4	3	3	2	2	3	2	3	2	2	2	4	55
72	3	2	3	3	3	3	2	3	3	2	4	3	3	4	4	2	3	3	2	2	2	3	62
73	3	3	3	3	3	3	2	3	3	2	4	3	3	3	3	3	3	3	2	2	2	3	62
74	3	3	3	3	4	4	3	3	3	2	3	3	3	3	3	3	3	3	2	2	2	3	64
75	3	2	3	3	3	4	3	3	3	2	4	3	3	3	2	3	3	2	2	2	2	2	60
76	3	4	3	3	3	4	3	3	3	2	4	3	3	3	3	3	3	2	2	2	2	4	65
77	2	3	3	3	3	2	2	2	2	2	3	3	3	2	2	3	2	2	2	2	2	3	53
78	4	4	3	4	3	4	3	3	3	2	3	3	3	3	3	4	4	2	2	2	2	3	67
79	3	2	3	2	3	2	2	2	2	2	4	3	3	3	4	4	4	2	2	2	2	4	60
80	3	3	2	3	3	3	4	4	2	2	3	3	3	2	3	2	3	2	2	2	2	3	59

N	Kualitas Pelayanan (X ₂)																						Total
	P 7	P 8	P 9	P 10	P 11	P 12	P 13	P 14	P 15	P 16	P 17	P 18	P 19	P 20	P 21	P 22	P 23	P 24	P 25	P 26	P 27	P 28	
81	3	3	3	3	3	3	3	3	3	2	1	3	3	3	3	3	3	2	2	2	2	4	60
82	3	2	2	3	3	3	3	3	4	2	3	3	3	3	3	3	3	2	2	2	2	3	60
83	3	3	2	2	3	3	3	3	2	2	4	3	3	2	2	2	2	2	2	2	2	3	55
84	3	4	3	4	3	4	3	4	3	2	3	3	3	4	3	4	3	2	2	2	2	4	68
85	3	2	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	3	59
86	3	4	3	4	3	4	3	4	3	2	3	3	3	4	3	4	3	2	2	2	2	1	65
87	3	2	2	3	3	3	3	3	3	2	4	3	3	3	3	3	3	2	2	2	2	4	61
88	4	2	2	3	3	3	3	3	3	2	4	3	3	3	3	3	3	2	2	2	2	4	62
89	3	2	3	3	3	3	2	3	3	2	4	3	3	2	2	3	3	2	2	2	2	3	58
90	3	3	3	3	3	3	2	3	3	2	3	3	3	3	3	3	3	2	2	2	2	4	61
91	3	2	3	3	3	3	2	3	3	2	3	3	3	3	3	3	3	2	2	2	2	3	59
92	3	3	3	3	3	3	3	3	3	2	4	4	4	3	3	3	3	2	2	2	2	4	65
93	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	2	2	2	2	4	65
94	3	2	3	3	4	4	2	3	3	3	4	3	3	4	4	3	3	2	2	2	2	4	66
95	3	2	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	3	60
96	3	3	3	3	3	3	3	3	3	2	4	3	3	3	2	2	3	2	2	2	2	3	60
97	3	2	2	3	3	3	3	2	2	2	3	3	3	3	3	3	3	2	2	2	2	4	58
98	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	3	61
99	3	2	2	2	3	3	2	2	3	2	3	3	3	3	3	3	3	2	2	2	2	4	57
100	3	3	2	3	4	4	2	4	3	2	4	3	3	3	2	3	4	2	2	2	2	4	64

N	Kepuasan Pelanggan (Z)																				Total		
	P 29	P 30	P 31	P 32	P 33	P 34	P 35	P 36	P 37	P 38	P 39	P 40	P 41	P 42	P 43	P 44	P 45	P 46	P 47	P 48		P 49	P 50
1	3	3	4	4	2	2	4	3	3	3	2	3	4	3	3	3	1	3	4	4	3	3	67
2	3	4	4	3	3	2	3	4	3	3	3	3	3	4	3	4	4	3	4	3	3	3	72
3	3	3	3	3	3	2	2	3	2	3	2	3	3	3	3	3	3	3	3	3	3	2	61
4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	65
5	3	3	3	3	1	1	4	1	1	1	1	1	3	3	3	3	3	3	3	3	3	3	53
6	3	2	2	2	2	2	2	2	2	3	2	3	3	3	2	3	3	3	2	2	3	3	54
7	2	1	3	3	2	1	2	3	3	2	1	3	3	3	2	3	2	2	3	3	3	3	53
8	3	3	3	3	3	3	2	3	3	2	3	3	3	3	3	3	3	3	3	3	3	2	63
9	4	3	4	4	3	2	3	4	3	3	3	3	3	3	3	4	3	3	4	4	4	3	73
10	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	64
11	3	1	2	2	2	3	3	2	3	2	2	3	3	3	2	3	2	2	3	2	3	3	54
12	3	4	3	4	3	2	4	3	3	1	4	4	4	4	4	3	3	2	2	2	3	4	69
13	3	2	3	2	3	3	3	2	3	3	3	2	3	3	3	3	3	2	2	2	3	3	59
14	3	3	2	3	3	3	3	2	3	3	3	2	3	3	3	3	3	2	3	3	3	3	62
15	2	2	2	3	3	3	2	3	3	2	2	3	3	3	4	3	3	2	2	3	3	3	59
16	3	2	2	3	3	3	3	3	3	3	3	3	3	2	2	3	3	2	2	2	3	3	59
17	2	3	2	3	2	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	2	3	57
18	4	3	3	4	4	4	4	4	3	3	3	3	3	4	3	2	4	2	2	2	2	4	70
19	3	3	3	3	3	4	2	3	3	3	3	3	3	3	2	3	3	2	2	2	2	2	60
20	3	3	3	3	4	3	4	3	4	3	3	3	2	3	4	3	4	2	2	2	2	3	66

N	Kepuasan Pelanggan (Z)																				Total			
	P 29	P 30	P 31	P 32	P 33	P 34	P 35	P 36	P 37	P 38	P 39	P 40	P 41	P 42	P 43	P 44	P 45	P 46	P 47	P 48		P 49	P 50	
21	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	2	3	62	
22	4	4	4	4	3	4	4	4	4	3	3	3	3	4	3	3	4	2	2	2	2	4	73	
23	3	3	3	3	4	3	3	3	3	2	3	3	3	3	4	4	4	2	2	2	2	4	66	
24	4	4	4	3	4	4	3	3	3	3	3	4	3	4	3	4	4	1	1	2	2	4	70	
25	3	3	2	3	3	2	2	2	2	3	3	3	3	3	3	3	2	3	1	2	2	3	56	
26	3	3	3	3	3	2	3	3	3	3	1	3	3	3	3	3	3	3	1	1	2	4	59	
27	3	3	3	3	2	2	2	2	3	3	3	3	2	3	3	3	3	3	1	1	2	3	56	
28	3	3	3	3	2	2	2	4	2	3	2	3	3	3	3	3	3	3	2	1	2	2	57	
29	3	3	3	3	2	2	3	3	2	2	3	3	4	3	3	3	3	3	1	2	2	3	59	
30	3	3	3	3	2	2	2	3	3	3	2	3	3	3	3	3	3	3	1	2	2	4	59	
31	4	2	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	1	1	2	2	3	58	
32	3	3	3	3	3	3	3	3	3	3	2	3	3	2	4	4	3	3	1	1	2	2	3	60
33	4	2	2	2	2	2	3	3	3	3	3	3	3	4	4	3	3	1	1	2	2	3	58	
34	3	2	2	3	3	3	3	3	3	2	3	3	3	4	3	3	3	2	2	2	2	4	61	
35	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	1	1	2	2	3	64	
36	3	4	3	3	3	3	3	3	4	2	3	3	2	4	4	4	4	1	1	2	2	3	64	
37	3	4	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	2	2	2	2	3	65	
38	3	4	3	3	4	3	3	4	4	2	3	3	3	3	3	3	3	1	2	2	2	4	65	
39	3	3	4	4	4	3	3	4	3	3	3	3	3	3	3	2	3	1	1	1	2	4	63	
40	3	3	4	3	3	4	4	3	3	2	3	3	2	3	4	4	3	1	2	2	1	3	63	

N	Kepuasan Pelanggan (Z)																				Total		
	P 29	P 30	P 31	P 32	P 33	P 34	P 35	P 36	P 37	P 38	P 39	P 40	P 41	P 42	P 43	P 44	P 45	P 46	P 47	P 48		P 49	P 50
41	3	3	4	3	3	3	3	3	3	3	4	3	4	3	3	3	3	1	1	2	2	3	63
42	2	2	2	2	3	3	3	3	3	2	4	4	2	3	3	3	3	2	2	2	2	3	58
43	3	3	4	3	3	4	3	4	3	2	4	4	3	3	3	3	3	1	1	1	2	3	63
44	3	2	2	3	3	3	3	3	3	3	4	4	2	3	3	3	3	2	2	2	2	3	61
45	4	2	2	3	3	2	3	3	3	2	4	3	2	4	4	3	3	2	2	3	2	3	62
46	3	3	4	3	3	4	4	3	3	2	4	4	2	4	4	4	4	1	1	2	2	3	67
47	4	3	2	4	4	3	3	4	4	4	4	3	2	3	3	3	3	2	2	2	1	3	66
48	3	2	3	4	3	3	3	3	3	3	4	4	2	3	3	3	3	2	2	2	2	3	63
49	3	2	2	3	3	3	3	3	3	2	3	3	2	3	3	3	3	1	1	2	2	4	57
50	3	2	2	3	3	3	3	3	3	2	3	3	2	3	3	3	3	2	2	2	2	3	58
51	3	3	3	3	3	3	3	3	3	2	3	4	2	3	3	3	3	2	2	3	2	3	62
52	3	2	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	3	59
53	3	3	3	3	3	3	3	3	3	2	3	3	2	3	3	3	3	2	2	2	2	3	60
54	3	3	3	3	3	3	3	3	3	2	3	3	2	3	3	3	3	1	1	2	2	3	58
55	3	2	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	3	59
56	3	2	2	3	3	3	3	3	3	2	2	2	2	3	3	3	3	1	1	2	2	3	54
57	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	3	61
58	3	3	3	3	3	3	3	3	3	2	2	3	2	3	3	3	3	2	2	2	2	3	59
59	3	2	2	3	3	3	3	3	3	2	3	3	2	4	4	4	3	2	2	3	2	3	62
60	3	3	3	3	3	3	3	3	3	2	3	3	2	3	3	3	3	2	2	2	2	3	60

N	Kepuasan Pelanggan (Z)																				Total		
	P 29	P 30	P 31	P 32	P 33	P 34	P 35	P 36	P 37	P 38	P 39	P 40	P 41	P 42	P 43	P 44	P 45	P 46	P 47	P 48		P 49	P 50
61	3	3	3	3	3	3	3	3	3	2	3	3	2	3	3	3	3	2	2	2	2	4	61
62	3	2	2	3	3	3	3	3	3	2	3	3	2	3	3	3	3	2	2	2	2	3	58
63	3	2	3	3	2	1	4	3	3	3	3	3	1	3	4	4	4	2	3	3	3	3	63
64	4	3	4	4	4	3	4	4	4	2	3	3	3	4	4	4	4	3	2	2	2	3	73
65	2	2	3	2	3	3	2	2	3	2	3	3	3	3	2	3	3	3	2	2	2	3	56
66	3	3	3	3	3	4	3	3	3	2	3	3	3	3	3	3	3	3	2	2	2	3	63
67	3	3	3	3	3	4	3	3	3	2	3	3	3	3	4	4	4	3	2	2	2	4	67
68	3	1	2	1	3	2	2	2	2	2	3	3	3	2	2	2	2	3	2	2	2	3	49
69	3	2	2	3	3	3	4	3	3	2	4	3	3	3	2	4	3	3	2	2	2	4	63
70	3	3	3	3	4	4	3	4	3	2	4	3	3	3	2	3	3	3	2	2	2	4	66
71	3	2	2	4	2	1	1	3	3	2	4	3	3	2	2	3	2	3	2	2	2	1	52
72	3	2	3	3	3	3	2	3	3	2	4	3	3	4	4	2	3	3	2	2	2	4	63
73	3	3	3	3	3	3	2	3	3	2	4	3	3	3	3	3	3	3	2	2	2	3	62
74	3	3	3	3	4	4	3	3	3	2	3	3	3	3	3	3	3	3	2	2	2	4	65
75	3	2	3	3	3	4	3	3	3	2	4	3	3	3	2	3	3	2	2	2	2	4	62
76	3	4	3	3	3	4	3	3	3	2	4	3	3	3	3	3	3	2	2	2	2	4	65
77	2	3	3	3	3	2	2	2	2	2	3	3	3	2	2	3	2	2	2	2	2	2	52
78	4	4	3	4	3	4	3	3	3	2	3	3	3	3	3	4	4	2	2	2	2	4	68
79	3	2	3	2	3	2	2	2	2	2	4	3	3	3	4	4	4	2	2	2	2	4	60
80	3	3	2	3	3	3	4	4	2	2	3	3	3	2	3	2	3	2	2	2	2	2	58

N	Kepuasan Pelanggan (Z)																					Total	
	P 29	P 30	P 31	P 32	P 33	P 34	P 35	P 36	P 37	P 38	P 39	P 40	P 41	P 42	P 43	P 44	P 45	P 46	P 47	P 48	P 49		P 50
81	3	3	3	3	3	3	3	3	3	2	1	3	3	3	3	3	3	2	2	2	2	3	59
82	3	2	2	3	3	3	3	3	4	2	3	3	3	3	3	3	3	2	2	2	2	3	60
83	3	3	2	2	3	3	3	3	2	2	4	3	3	2	2	2	2	2	2	2	2	3	55
84	3	4	3	4	3	4	3	4	3	2	3	3	3	4	3	4	3	2	2	2	2	3	67
85	3	2	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	3	59
86	3	4	3	4	3	4	3	4	3	2	3	3	3	4	3	4	3	2	2	2	2	3	67
87	3	2	2	3	3	3	3	3	3	2	4	3	3	3	3	3	3	2	2	2	2	3	60
88	4	2	2	3	3	3	3	3	3	2	4	3	3	3	3	3	3	2	2	2	2	3	61
89	3	2	3	3	3	3	2	3	3	2	4	3	3	2	2	3	3	2	2	2	2	3	58
90	3	3	3	3	3	3	2	3	3	2	3	3	3	3	3	3	3	2	2	2	2	3	60
91	3	2	3	3	3	3	2	3	3	2	3	3	3	3	3	3	3	2	2	2	2	3	59
92	3	3	3	3	3	3	3	3	3	2	4	4	4	3	3	3	3	2	2	2	2	3	64
93	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	2	2	2	2	3	64
94	3	2	3	3	4	4	2	3	3	3	4	3	3	4	4	3	3	2	2	2	2	2	64
95	3	2	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	3	60
96	3	3	3	3	3	3	3	3	3	2	4	3	3	3	2	2	3	2	2	2	2	3	60
97	3	2	2	3	3	3	3	2	2	2	3	3	3	3	3	3	3	2	2	2	2	3	57
98	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	3	61
99	3	2	2	2	3	3	2	2	3	2	3	3	3	3	3	3	3	2	2	2	2	3	56
100	3	3	2	3	4	4	2	4	3	2	4	3	3	3	2	3	4	2	2	2	2	3	63

LAMPIRAN.7 ANALISIS JALUR (*PATH ANALYSIS*)

Persamaan Substruktur 1

Pengaruh Citra Merek dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas_Pelayanan, Citra_Merek ^b	.	Enter

a. Dependent Variable: Kepuasan_Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,694 ^a	,482	,471	3,42401

a. Predictors: (Constant), Kualitas_Pelayanan, Citra_Merek

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1057,785	2	528,892	45,112	,000 ^b
	Residual	1137,215	97	11,724		
	Total	2195,000	99			

a. Dependent Variable: Kepuasan_Pelanggan

b. Predictors: (Constant), Kualitas_Pelayanan, Citra_Merek

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,231	4,891		3,114	,002
	Citra_Merek	,410	,164	,205	2,501	,014
	Kualitas_Pelayanan	,623	,089	,576	7,021	,000

a. Dependent Variable: Kepuasan_Pelanggan

Persamaan Substruktur 2

Pengaruh Citra Merek, Kualitas Pelayanan dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepuasan_Pelanggan, Citra_Merek, Kualitas_Pelayanan ^b	.	Enter

a. Dependent Variable: Loyalitas_Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,717 ^a	,515	,499	1,60297

a. Predictors: (Constant), Kepuasan_Pelanggan, Citra_Merek, Kualitas_Pelayanan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	261,437	3	87,146	33,915	,000 ^b
	Residual	246,673	96	2,570		
	Total	508,110	99			

a. Dependent Variable: Loyalitas_Pelanggan

b. Predictors: (Constant), Kepuasan_Pelanggan, Citra_Merek, Kualitas_Pelayanan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,177	2,402		,906	,367
	Citra_Merek	,212	,079	,221	2,681	,009
	Kualitas_Pelayanan	,147	,051	,282	2,879	,005
	Kepuasan_Pelanggan	,169	,048	,352	3,559	,001

a. Dependent Variable: Loyalitas_Pelanggan