

LAMPIRAN. 3 TABULASI DATA PRETEST 30 RESPONDEN

TABULASI 30 RESPONDEN

Citra Merek (X ₂)						
Responden	P1	P2	P3	P4	P5	P6
1	4	4	4	4	4	4
2	3	3	3	2	2	3
3	3	3	3	3	3	3
4	4	4	4	4	4	4
5	3	3	3	3	3	3
6	4	4	4	4	4	4
7	3	3	3	3	3	3
8	3	3	3	3	2	3
9	4	4	4	4	4	4
10	4	4	4	4	4	4
11	3	4	3	3	3	3
12	4	4	3	3	3	3
13	3	3	2	3	3	3
14	3	3	3	4	4	3
15	3	3	3	4	4	3
16	4	4	3	4	4	4
17	4	4	4	4	4	4
18	4	4	2	4	3	4
19	4	3	3	3	3	3
20	4	4	4	4	3	2
21	4	4	4	4	2	2
22	4	3	3	4	2	3
23	3	3	3	3	1	3
24	4	3	2	3	1	3
25	4	4	4	4	4	4
26	4	3	2	4	2	3
27	4	3	1	4	1	4
28	3	3	2	3	3	3
29	3	3	4	4	4	3
30	3	3	3	3	3	3

Kepuasan Pelanggan (Z)						
Responden	P1	P2	P3	P4	P5	P6
1	3	3	3	3	3	3
2	2	2	2	2	2	3
3	3	2	3	3	3	3
4	4	4	4	4	4	4
5	3	3	3	3	3	3
6	4	3	4	4	4	4
7	3	3	3	3	3	3
8	3	3	3	3	2	2
9	4	4	4	3	2	4
10	3	3	3	3	3	4
11	3	3	3	3	3	3
12	2	2	2	2	2	3
13	2	2	2	3	3	3
14	3	3	3	2	2	4
15	3	3	3	3	3	3
16	4	4	4	4	4	4
17	3	3	3	3	3	2
18	4	4	3	3	2	3
19	3	3	3	3	3	3
20	3	3	3	2	3	2
21	3	3	3	3	3	4
22	3	3	2	4	3	2
23	3	3	1	2	3	1
24	3	3	4	2	1	2
25	3	3	4	4	2	3
26	3	3	3	4	4	1
27	3	3	2	3	2	2
28	2	3	4	3	3	3
29	3	3	3	3	4	1
30	3	3	3	4	2	4

Loyalitas pelanggan (Y)					
Responden	P1	P2	P3	P4	P5
1	3	3	3	3	3
2	3	3	3	3	3
3	3	3	3	3	3
4	3	2	2	2	2
5	4	4	4	3	4
6	3	4	3	3	3
7	3	3	3	3	2
8	3	2	3	2	1
9	3	3	3	3	2
10	3	4	4	4	3
11	3	3	3	3	3
12	4	4	4	4	4
13	2	3	2	3	3
14	2	2	2	2	2
15	3	3	3	3	3
16	3	2	4	1	3
17	3	4	3	2	2
18	3	3	3	3	3
19	2	2	2	2	2
20	3	2	3	4	2
21	3	3	4	3	4
22	3	3	3	3	3
23	3	4	3	3	4
24	3	3	3	2	2
25	2	2	2	3	1
25	3	3	3	3	4
27	4	3	3	2	3
28	3	3	3	3	2
29	4	3	2	3	1
30	3	2	4	4	4

Kualitas Produk (X ₁)										
Responden	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
1	3	3	3	3	3	3	4	4	3	4
2	4	3	3	3	3	3	2	3	2	3
3	3	3	3	3	3	3	3	3	3	3
4	2	3	3	3	2	3	4	4	4	4
5	3	4	3	3	4	3	3	3	3	3
6	4	4	4	4	3	3	4	4	4	4
7	4	3	3	3	3	3	3	3	3	3
8	3	3	3	4	3	3	3	3	3	3
9	3	3	3	3	2	2	4	4	4	4
10	4	4	3	4	3	4	4	4	3	4
11	4	3	2	3	3	4	3	4	3	3
12	3	3	3	3	3	3	3	4	2	3
13	2	3	3	2	4	4	3	3	2	3
14	3	3	4	3	2	3	4	3	3	3
15	2	3	3	3	4	4	4	3	3	3
16	2	3	3	3	4	1	4	4	4	4
17	3	3	3	3	4	4	4	4	3	4
18	3	3	3	3	4	4	4	4	3	4
19	2	2	2	2	2	2	3	3	3	3
20	3	3	3	3	4	3	4	4	3	2
21	3	2	3	3	3	3	4	4	3	2
22	3	2	3	2	3	2	4	3	2	3
23	4	3	3	2	2	3	3	3	1	3

Kualitas Produk (X_1)										
Responden	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
24	3	3	3	3	3	3	3	3	4	3
25	3	3	2	2	3	3	4	4	4	4
26	1	2	3	3	2	3	4	3	3	3
27	3	3	3	3	2	3	4	3	2	4
28	2	2	2	3	2	2	3	3	4	3
29	3	4	3	3	3	4	4	3	3	3
30	3	2	2	2	3	4	3	3	3	3

LAMPIRAN. 4 HASIL UJI VALIDITAS

1. Hasil Uji Validitas Citra Merek (X₂)

		Correlations						
		P1	P2	P3	P4	P5	P6	Total
P1	Pearson Correlation	1	.629**	.196	.591**	.070	.407*	.575**
	Sig. (2-tailed)		.000	.299	.001	.715	.026	.001
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	.629**	1	.571**	.487**	.487**	.414*	.808**
	Sig. (2-tailed)	.000		.001	.006	.006	.023	.000
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	.196	.571**	1	.331	.612**	.088	.720**
	Sig. (2-tailed)	.299	.001		.074	.000	.642	.000
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	.591**	.487**	.331	1	.430*	.386*	.719**
	Sig. (2-tailed)	.001	.006	.074		.018	.035	.000
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	.070	.487**	.612**	.430*	1	.421*	.796**
	Sig. (2-tailed)	.715	.006	.000	.018		.020	.000
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	.407*	.414*	.088	.386*	.421*	1	.604**
	Sig. (2-tailed)	.026	.023	.642	.035	.020		.000
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	.575**	.808**	.720**	.719**	.796**	.604**	1
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000	
	N	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).

2. Hasil Uji Validitas Kualitas Produk (X1)

		Correlations										
		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	Total
P1	Pearson Correlation	1	.469**	.175	.238	.061	.261	-.239	.173	-.251	.043	.406*
	Sig. (2-tailed)		.009	.356	.205	.751	.164	.203	.362	.181	.823	.026
	N	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.469**	1	.467**	.518**	.324	.330	.110	.219	.080	.358	.764**
	Sig. (2-tailed)	.009		.009	.003	.081	.075	.562	.245	.676	.052	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.175	.467**	1	.485**	.090	.019	.326	.043	-.097	.098	.461*
	Sig. (2-tailed)	.356	.009		.007	.637	.919	.078	.823	.612	.605	.010
	N	30	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.238	.518**	.485**	1	.079	.102	.176	.287	.339	.194	.649**
	Sig. (2-tailed)	.205	.003	.007		.679	.591	.351	.124	.067	.304	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.061	.324	.090	.079	1	.329	.045	.232	.000	-.060	.450*
	Sig. (2-tailed)	.751	.081	.637	.679		.076	.814	.218	1.000	.751	.013
	N	30	30	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.261	.330	.019	.102	.329	1	-.005	.012	-.251	-.043	.395*
	Sig. (2-tailed)	.164	.075	.919	.591	.076		.977	.948	.181	.823	.031
	N	30	30	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	-.239	.110	.326	.176	.045	-.005	1	.487**	.325	.386*	.471**
	Sig. (2-tailed)	.203	.562	.078	.351	.814	.977		.006	.080	.035	.009
	N	30	30	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.173	.219	.043	.287	.232	.012	.487**	1	.368*	.414*	.618**
	Sig. (2-tailed)	.362	.245	.823	.124	.218	.948	.006		.045	.023	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	-.251	.080	-.097	.339	.000	-.251	.325	.368*	1	.318	.361*
	Sig. (2-tailed)	.181	.676	.612	.067	1.000	.181	.080	.045		.086	.050
	N	30	30	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	.043	.358	.098	.194	-.060	-.043	.386*	.414*	.318	1	.509**
	Sig. (2-tailed)	.823	.052	.605	.304	.751	.823	.035	.023	.086		.004
	N	30	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.406*	.764**	.461*	.649**	.450*	.395*	.471**	.618**	.361*	.509**	1
	Sig. (2-tailed)	.026	.000	.010	.000	.013	.031	.009	.000	.050	.004	
	N	30	30	30	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).

3. Hasil Uji Validitas Kepuasan Pelanggan (Z)

		Correlations						
		P1	P2	P3	P4	P5	P6	Total
P1	Pearson Correlation	1	.826**	.501**	.461*	.261	.274	.765**
	Sig. (2-tailed)		.000	.005	.010	.164	.144	.000
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	.826**	1	.530**	.393*	.173	.210	.709**
	Sig. (2-tailed)	.000		.003	.032	.362	.265	.000
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	.501**	.530**	1	.417*	.122	.446*	.752**
	Sig. (2-tailed)	.005	.003		.022	.521	.014	.000
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	.461*	.393*	.417*	1	.488**	.227	.729**
	Sig. (2-tailed)	.010	.032	.022		.006	.227	.000
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	.261	.173	.122	.488**	1	-.039	.496**
	Sig. (2-tailed)	.164	.362	.521	.006		.839	.005
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	.274	.210	.446*	.227	-.039	1	.595**
	Sig. (2-tailed)	.144	.265	.014	.227	.839		.001
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	.765**	.709**	.752**	.729**	.496**	.595**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.005	.001	
	N	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).

4. Hasil Uji Validitas Loyalitas Pelanggan (Y)

Correlations

		P1	P2	P3	P4	P5	Total
P1	Pearson Correlation	1	.475**	.510**	.188	.287	.626**
	Sig. (2-tailed)		.008	.004	.320	.124	.000
	N	30	30	30	30	30	30
P2	Pearson Correlation	.475**	1	.388*	.333	.458*	.732**
	Sig. (2-tailed)	.008		.034	.072	.011	.000
	N	30	30	30	30	30	30
P3	Pearson Correlation	.510**	.388*	1	.307	.644**	.789**
	Sig. (2-tailed)	.004	.034		.099	.000	.000
	N	30	30	30	30	30	30
P4	Pearson Correlation	.188	.333	.307	1	.350	.615**
	Sig. (2-tailed)	.320	.072	.099		.058	.000
	N	30	30	30	30	30	30
P5	Pearson Correlation	.287	.458*	.644**	.350	1	.812**
	Sig. (2-tailed)	.124	.011	.000	.058		.000
	N	30	30	30	30	30	30
Total	Pearson Correlation	.626**	.732**	.789**	.615**	.812**	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).

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
.818	27

LAMPIRAN. 6 TABULASI 100 RESPONDEN

Citra Merek (X_1)						
Responden	P1	P2	P3	P4	P5	P6
1	3	3	3	3	3	3
2	4	3	3	3	3	3
3	4	4	4	4	4	4
4	4	4	4	4	4	4
5	3	3	3	3	3	3
6	3	3	3	3	3	3
7	4	4	3	4	4	3
8	4	4	4	4	4	4
9	4	4	4	4	4	4
10	3	3	3	3	3	3
11	3	3	3	3	3	3
12	4	4	4	4	4	4
13	4	4	4	4	4	3
14	3	3	3	3	3	3
15	3	3	3	3	3	3
16	3	3	3	3	2	4
17	3	3	3	3	3	3
18	4	4	4	4	4	4
19	3	4	3	3	2	3
20	3	4	3	4	3	4
21	3	3	3	3	4	3
22	4	4	4	4	4	4
23	4	4	4	4	4	4
24	3	3	3	3	4	4
25	3	3	4	4	4	3
26	4	4	3	4	4	4
27	3	3	3	3	3	3
28	3	3	3	3	2	3
29	3	3	3	3	3	3
30	4	4	4	4	4	4
31	4	3	3	4	3	3
32	4	4	3	4	3	3
33	4	4	3	3	3	3
34	4	4	3	3	4	3
35	4	4	3	3	3	3
36	4	3	3	4	3	4
37	3	4	3	4	3	4

Citra Merek (X ₁)						
Responden	P1	P2	P3	P4	P5	P6
38	4	4	4	4	4	3
39	3	3	4	3	4	3
40	3	3	4	4	3	3
41	3	3	3	4	3	4
42	3	3	3	3	3	4
43	4	4	2	4	3	3
44	4	4	3	3	3	3
45	4	3	3	3	3	3
46	4	4	3	3	3	3
47	4	4	2	3	3	4
48	3	3	3	3	3	4
49	2	3	4	3	3	3
50	4	3	4	4	3	3
51	3	3	3	3	3	3
52	4	4	3	4	2	3
53	3	3	3	4	3	4
54	3	3	3	3	3	4
55	3	3	3	4	2	3
56	3	3	3	3	3	3
57	3	3	3	3	2	4
58	3	4	3	3	3	3
59	3	3	3	4	3	3
60	4	4	3	3	3	3
61	3	3	3	3	4	4
62	3	3	3	4	3	3
63	4	4	4	4	4	3
64	4	4	4	4	3	3
65	4	3	3	3	3	4
66	3	3	3	3	3	3
67	4	4	4	4	4	3
68	3	3	3	2	3	3
69	4	4	3	3	4	4
70	4	4	4	4	4	4
71	3	1	4	3	3	2
72	4	4	4	3	4	4
73	3	3	3	3	3	3
74	4	4	4	4	4	4
75	2	4	4	3	4	4

Citra Merek (X ₁)						
Responden	P1	P2	P3	P4	P5	P6
76	4	4	3	4	4	3
77	3	4	3	3	3	3
78	4	4	4	4	4	4
79	4	4	3	4	4	4
80	3	3	3	3	3	3
81	3	3	3	3	3	4
82	4	4	3	4	3	3
83	4	3	4	3	3	3
84	3	4	4	4	3	4
85	4	4	3	3	3	3
86	3	4	3	4	3	4
87	4	3	3	3	3	3
88	3	3	3	3	3	3
89	4	3	3	3	3	3
90	3	3	3	3	3	3
91	3	3	3	3	3	3
92	3	3	3	3	3	3
93	2	3	2	2	2	2
94	4	4	3	3	2	3
95	3	3	4	3	3	3
96	3	3	3	3	3	3
97	3	3	3	3	3	3
98	3	3	3	2	2	2
99	3	3	3	2	3	3
100	4	3	4	4	4	4

Kepuasan Pelanggan (Z)						
Responden	P1	P2	P3	P4	P5	P6
1	3	3	3	3	3	3
2	4	3	3	4	4	3
3	3	3	4	3	3	3
4	4	4	4	4	4	4
5	3	3	3	3	3	3
6	3	2	3	3	3	3
7	3	4	4	2	3	4
8	4	3	4	4	4	4
9	4	4	4	4	4	4
10	2	3	2	3	3	3
11	3	2	2	2	2	3
12	4	3	3	3	3	3
13	3	3	3	3	3	3
14	3	3	3	3	3	3
15	3	3	4	3	3	3
16	3	3	2	3	3	3
17	3	3	3	3	3	3
18	4	4	4	4	4	4
19	3	3	3	3	3	3
20	3	4	3	4	3	4
21	3	3	3	3	2	3
22	3	3	2	4	3	3
23	3	4	4	3	3	3
24	3	3	3	3	3	3
25	4	4	4	4	4	4
26	3	3	3	3	3	3
27	3	2	2	2	2	3
28	3	3	3	3	3	2
29	3	3	3	3	3	3
30	3	4	4	4	3	3
31	3	3	3	3	3	3
32	3	2	2	2	2	3
33	4	4	3	3	3	3
34	4	4	3	3	3	3
35	3	4	4	4	4	3
36	4	4	4	4	3	3

Kepuasan Pelanggan (Z)						
Responden	P1	P2	P3	P4	P5	P6
37	3	3	3	3	4	4
38	3	3	4	4	4	2
39	4	3	4	4	3	3
40	3	3	3	3	3	3
41	3	3	2	2	3	4
42	3	3	3	3	3	3
43	4	4	4	3	3	3
44	3	3	3	3	3	3
45	3	3	3	3	2	2
46	4	4	4	3	3	3
47	3	3	3	3	3	3
48	3	3	3	2	2	2
49	3	3	3	3	3	3
50	4	4	3	3	3	3
51	3	3	3	3	3	3
52	3	3	3	3	3	3
53	2	2	2	3	3	3
54	3	3	3	3	3	3
55	3	3	3	3	3	3
56	4	4	4	4	2	2
57	3	3	3	3	3	3
58	3	3	3	3	3	3
59	4	3	4	4	3	4
60	3	3	3	3	3	3
61	4	4	4	3	3	3
62	3	3	3	3	3	3
63	3	3	3	3	3	3
64	3	4	3	4	3	4
65	4	4	3	4	3	3
66	3	3	3	3	3	3
67	2	2	2	2	3	3
68	3	3	3	3	3	3
69	2	2	3	3	3	3
70	4	4	4	4	3	3
71	1	3	2	3	3	3
72	3	3	1	3	3	2

Kepuasan Pelanggan (Z)						
Responden	P1	P2	P3	P4	P5	P6
73	3	3	3	3	3	3
74	3	3	3	3	2	2
75	3	3	3	3	3	3
76	3	3	3	2	2	2
77	4	4	4	2	2	2
78	3	3	3	2	2	3
79	3	3	3	3	3	3
80	4	4	4	3	3	4
81	3	3	3	3	3	3
82	3	3	3	3	4	1
83	3	3	3	3	3	3
84	2	3	3	3	3	2
85	3	3	3	3	3	4
86	3	3	3	3	3	3
87	4	3	1	2	2	2
88	3	3	3	3	3	3
89	3	4	3	4	3	3
90	3	3	3	3	3	3
91	3	3	3	3	2	2
92	3	3	3	3	3	3
93	3	3	3	3	2	2
94	3	3	3	3	3	3
95	3	3	3	2	2	3
96	4	3	3	4	3	3
97	3	3	3	3	3	3
98	3	3	3	3	2	2
99	2	3	2	3	2	2
100	2	3	4	4	3	3

Loyalitas Pelanggan (Y)					
Responden	P1	P2	P3	P4	P5
1	4	4	4	3	4
2	3	3	3	3	3
3	4	4	4	3	3
4	4	4	3	4	3
5	4	3	3	2	3
6	4	3	3	3	4
7	3	3	3	3	3
8	3	3	2	3	3
9	4	4	4	3	3
10	4	3	4	3	3
11	4	3	4	3	3
12	4	4	4	3	4
13	4	3	4	3	4
14	3	3	3	3	2
15	3	3	3	3	3
16	3	3	3	3	3
17	3	3	3	3	3
18	3	3	3	3	3
19	4	4	4	4	4
20	3	3	2	3	3
21	3	3	3	3	3
22	4	4	4	4	4
23	3	3	3	3	3
24	4	3	4	4	4
25	3	3	2	3	2
26	4	4	3	3	3
27	3	3	3	3	2
28	2	2	3	3	3
29	4	4	4	4	4
30	3	3	3	3	3
31	3	3	3	3	2
32	4	3	3	3	3
33	4	4	3	4	3
34	4	4	4	3	3
35	4	4	4	4	4
36	3	3	4	4	4
37	3	3	3	3	3

Loyalitas Pelanggan (Y)					
Responden	P1	P2	P3	P4	P5
38	4	3	3	3	3
39	3	3	3	3	3
40	3	3	4	3	3
41	3	4	3	3	3
42	3	3	3	3	3
43	4	4	2	2	1
44	4	4	4	3	3
45	4	3	4	3	4
46	4	4	4	4	4
47	3	3	3	3	3
48	2	3	2	2	3
49	3	3	3	3	3
50	3	3	3	3	3
51	3	3	3	2	3
52	3	3	3	3	3
53	3	3	3	3	3
54	3	3	4	4	4
55	3	3	3	3	3
56	3	3	3	3	3
57	3	3	3	2	2
58	3	3	3	3	3
59	3	3	3	3	3
60	3	2	3	3	3
61	4	4	4	4	4
62	4	3	4	4	3
63	3	3	3	3	3
64	4	4	4	4	4
65	4	4	3	3	3
66	4	4	4	4	4
67	3	3	3	3	3
68	3	3	2	3	3
69	3	3	3	3	3
70	4	3	4	4	4
71	4	3	4	4	3
72	3	3	3	3	3
73	3	3	3	3	3
74	3	2	3	3	3

Loyalitas Pelanggan (Y)					
Responden	P1	P2	P3	P4	P5
75	3	3	3	3	3
76	3	3	3	3	3
77	4	4	4	4	3
78	4	3	3	3	3
79	3	3	2	4	3
80	3	2	2	2	3
81	2	4	2	2	4
82	3	3	3	3	3
83	4	4	4	4	4
84	4	2	3	3	3
85	3	3	3	3	4
86	3	2	3	3	3
87	4	3	3	3	3
88	3	3	3	3	3
89	4	3	3	4	3
90	3	2	3	3	3
91	3	3	3	3	3
92	4	3	3	4	3
93	3	2	3	3	3
94	3	3	4	3	3
95	4	3	3	4	3
96	3	3	3	3	3
97	4	3	3	4	3
98	4	2	3	3	3
99	4	3	3	4	3
100	3	4	3	3	3

Kualitas Produk (X_1)										
Responden	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
1	3	3	3	3	3	3	4	4	4	4
2	3	3	3	3	3	3	3	3	3	3
3	3	4	4	2	2	2	3	3	4	3
4	4	4	4	4	4	4	4	4	4	4
5	3	3	3	3	3	3	3	3	3	3
6	3	3	3	3	3	2	4	4	4	4
7	3	4	3	4	2	2	3	3	3	3
8	3	3	4	3	3	3	3	3	3	3
9	4	3	3	3	3	3	4	4	4	4
10	3	3	4	2	3	2	4	4	3	4
11	3	3	3	3	3	3	3	4	3	3
12	4	4	3	4	4	4	3	4	3	3
13	3	3	3	3	3	3	3	3	4	3
14	3	3	3	3	4	3	4	3	3	3
15	3	4	3	4	4	4	4	3	3	3
16	3	3	3	4	4	2	4	4	4	4
17	3	3	3	3	3	3	4	4	3	4
18	3	3	4	3	4	2	4	4	3	4
19	4	4	3	3	3	3	3	3	3	3
20	3	3	4	4	3	3	3	4	3	2
21	4	3	3	4	2	4	4	4	3	2
22	3	3	3	3	2	3	4	3	3	3

Kualitas Produk (X ₁)										
Responden	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
23	3	4	3	3	3	3	3	3	3	3
24	2	2	3	3	3	3	3	3	4	3
25	3	3	3	4	3	3	4	4	4	4
26	3	3	3	3	4	2	4	3	3	3
27	4	4	4	3	3	3	3	3	3	4
28	3	3	3	3	3	3	3	4	4	3
29	4	4	3	3	3	2	4	3	4	3
30	3	3	4	3	3	3	3	3	3	3
31	4	3	3	3	2	2	4	4	3	3
32	3	3	3	2	3	3	3	3	2	2
33	3	4	4	3	3	3	3	3	3	3
34	3	3	3	3	3	3	4	4	4	4
35	2	3	3	2	3	3	3	3	3	3
36	3	4	4	3	3	3	4	4	3	4
37	3	3	3	2	4	2	3	3	3	3
38	4	3	3	2	3	3	3	3	3	3
39	3	3	2	4	2	3	4	4	4	4
40	3	3	3	3	3	2	4	3	3	3
41	2	4	2	3	3	3	3	3	3	3
42	3	3	3	3	3	2	3	2	2	2
43	4	3	3	3	2	3	3	4	3	2
44	2	4	3	2	3	3	3	3	3	3

Kualitas Produk (X ₁)										
Responden	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
45	3	3	3	2	4	3	3	3	3	3
46	3	3	3	3	3	4	4	4	4	4
47	2	2	3	3	2	2	4	3	3	3
48	3	3	3	3	4	3	4	4	4	3
49	3	3	3	2	3	3	3	3	3	3
50	4	3	4	3	3	1	2	3	3	3
51	3	3	2	3	2	3	2	3	3	3
52	4	3	3	3	3	3	3	3	3	2
53	2	2	2	3	2	3	3	3	3	1
54	3	3	3	3	3	4	3	3	3	4
55	4	3	2	3	2	2	4	3	3	4
56	2	3	3	3	3	3	3	3	3	3
57	3	3	3	3	3	4	4	3	3	2
58	3	3	2	4	3	3	3	2	3	4
59	3	3	3	3	3	2	3	3	4	3
60	4	3	4	3	2	2	3	3	3	3
61	3	3	3	3	4	3	3	3	3	3
62	3	3	2	3	3	3	3	3	3	3
63	3	3	3	3	3	4	3	3	3	3
64	2	3	2	2	4	3	2	3	4	2
65	4	3	3	4	3	1	4	4	3	4
66	2	2	2	3	3	3	3	3	3	3

Kualitas Produk (X ₁)										
Responden	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
67	3	3	3	3	3	2	3	3	3	2
68	4	3	3	3	4	2	4	3	2	1
69	3	1	3	3	3	3	3	3	3	2
70	3	4	3	3	3	3	4	4	4	3
71	3	3	3	3	3	3	4	3	3	3
72	2	3	2	3	3	3	4	4	4	4
73	2	3	2	4	4	3	3	4	3	3
74	3	3	3	3	2	2	2	2	4	2
75	4	3	3	2	2	3	3	3	3	3
76	3	3	3	2	4	3	2	4	3	3
77	4	4	3	3	3	4	4	3	2	2
78	3	4	3	3	2	3	4	4	3	3
79	3	3	3	2	4	3	2	4	2	2
80	4	3	2	3	4	3	2	3	4	2
81	3	3	3	4	2	4	3	4	3	4
82	4	3	3	3	3	3	3	3	3	3
83	3	3	3	3	3	2	4	3	3	4
84	4	3	3	4	4	3	3	3	2	4
85	3	3	2	4	3	2	3	2	3	1
86	3	4	2	2	2	2	3	4	3	4
87	3	3	3	3	3	3	3	3	2	3
88	4	3	3	2	3	2	3	3	3	2

Kualitas Produk (X_1)										
Responden	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
89	3	3	3	3	3	3	3	3	3	3
90	4	3	3	3	3	3	2	4	4	4
91	3	3	3	3	4	3	3	3	2	2
92	3	3	3	2	3	2	3	3	3	3
93	4	3	3	3	4	4	4	4	4	4
94	3	3	3	3	3	3	3	3	3	3
95	4	2	4	3	4	4	4	4	4	4
96	3	3	3	2	4	4	3	3	3	3
97	4	3	4	4	4	2	3	3	3	2
98	4	3	2	1	2	3	4	4	4	4
99	4	4	4	4	4	3	4	4	4	4
100	4	3	3	3	3	4	3	3	3	3

LAMPIRAN. 7 ANALISIS JALUR (PATH ANALYSIS)

Persamaan Substruktur 1

Pengaruh Kualitas Produk dan Citra Merek Terhadap Kepuasan Pelanggan

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Citra_Merek, Kualitas_Produk 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	.578 ^a	.334	.320	2.32327

a. Predictors: (Constant), Citra_Merek, Kualitas_Produk

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	262.143	2	131.072	24.283	.000 ^b
	Residual	523.567	97	5.398		
	Total	785.710	99			

a. Dependent Variable: Kepuasan_Pelanggan

b. Predictors: (Constant), Citra_Merek, Kualitas_Produk

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.415	2.929		.142	.888
	Kualitas_Produk	.174	.059	.281	2.951	.004
	Citra_Merek	.732	.180	.386	4.060	.000

a. Dependent Variable: Kepuasan_Pelanggan

Persamaan Substruktur 2

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

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepuasan_Pelanggan, Kualitas_Produk, Citra_Merek ^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	.677 ^a	.458	.441	1.12667

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

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.129	3	34.376	27.081	.000 ^b
	Residual	121.861	96	1.269		
	Total	224.990	99			

a. Dependent Variable: Loyalitas_Pelanggan

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

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.870	1.421		4.132	.000
Kualitas_Produk	.116	.030	.349	3.884	.000
Citra_Merek	.201	.095	.198	2.123	.036
Kepuasan_Pelanggan	.151	.049	.281	3.057	.003

a. Dependent Variable: Loyalitas_Pelanggan