

Lampiran VIII

Uji Validitas

1. Kualitas Produk (X1)

Correlations

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	Total
1 Pearson Correlation	1	,510**	,416*	,201	,347	,123	-,058	,318	,340	,393*	,615**
1 Sig. (2-tailed)		,004	,022	,286	,060	,516	,762	,087	,066	,032	,000
N	30	30	30	30	30	30	30	30	30	30	30
2 Pearson Correlation	,510**	1	,413*	,074	,293	,316	,094	,366*	,301	,221	,631**
2 Sig. (2-tailed)	,004		,023	,698	,116	,089	,623	,046	,106	,240	,000
N	30	30	30	30	30	30	30	30	30	30	30
3 Pearson Correlation	,416*	,413*	1	,005	,151	,398*	,082	,346	,284	,142	,545**
3 Sig. (2-tailed)	,022	,023		,980	,426	,029	,667	,061	,128	,453	,002
N	30	30	30	30	30	30	30	30	30	30	30
4 Pearson Correlation	,201	,074	,005	1	,532**	,048	,155	,197	,162	,446*	,516**
4 Sig. (2-tailed)	,286	,698	,980		,002	,800	,414	,297	,393	,013	,004
N	30	30	30	30	30	30	30	30	30	30	30
5 Pearson Correlation	,347	,293	,151	,532**	1	,491**	,479**	,087	-,071	,295	,672**
5 Sig. (2-tailed)	,060	,116	,426	,002		,006	,007	,648	,708	,114	,000
N	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	,123	,316	,398*	,048	,491**	1	,463**	,129	-,081	,000	,542**

6	PSig. (2-tailed)	,516	,089	,029	,800	,006	,010	,497	,671	1,000	,002	
	N	30	30	30	30	30	30	30	30	30	30	
7	PPearson Correlation	-,058	,094	,082	,155	,479**	,463**	1	,316	-,014	,226	,508**
	7Sig. (2-tailed)	,762	,623	,667	,414	,007	,010		,089	,943	,231	,004
	N	30	30	30	30	30	30	30	30	30	30	30
8	PPearson Correlation	,318	,366*	,346	,197	,087	,129	,316	1	,426*	,327	,579**
	8Sig. (2-tailed)	,087	,046	,061	,297	,648	,497	,089		,019	,078	,001
	N	30	30	30	30	30	30	30	30	30	30	30
9	PPearson Correlation	,340	,301	,284	,162	-,071	-,081	-,014	,426*	1	,336	,437*
	9Sig. (2-tailed)	,066	,106	,128	,393	,708	,671	,943	,019		,069	,016
	N	30	30	30	30	30	30	30	30	30	30	30
		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	Total
10	PPearson Correlation	,393*	,221	,142	,446*	,295	,000	,226	,327	,336	1	,602**
	10Sig. (2-tailed)	,032	,240	,453	,013	,114	1,000	,231	,078	,069		,000
	N	30	30	30	30	30	30	30	30	30	30	30
11	TPearson Correlation	,615**	,631**	,545**	,516**	,672**	,542**	,508**	,579**	,437*	,602**	1
	11Sig. (2-tailed)	,000	,000	,002	,004	,000	,002	,004	,001	,016	,000	
	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).

2. Citra Merek

Correlations

	p1	p2	p3	p4	p5	p6	total
p1 Pearson Correlation	1	,285	,125	1,000**	1,000**	,285	,880**
Sig. (2-tailed)		,127	,509	,000	,000	,127	,000
N	30	30	30	30	30	30	30
p2 Pearson Correlation	,285	1	,108	,285	,285	1,000**	,646**
Sig. (2-tailed)	,127		,570	,127	,127	,000	,000
N	30	30	30	30	30	30	30
p3 Pearson Correlation	,125	,108	1	,125	,125	,108	,374*
Sig. (2-tailed)	,509	,570		,509	,509	,570	,042
N	30	30	30	30	30	30	30
p4 Pearson Correlation	1,000**	,285	,125	1	1,000**	,285	,880**
Sig. (2-tailed)	,000	,127	,509		,000	,127	,000
N	30	30	30	30	30	30	30
p5 Pearson Correlation	1,000**	,285	,125	1,000**	1	,285	,880**
Sig. (2-tailed)	,000	,127	,509	,000		,127	,000
N	30	30	30	30	30	30	30
p6 Pearson Correlation	,285	1,000**	,108	,285	,285	1	,646**
Sig. (2-tailed)	,127	,000	,570	,127	,127		,000
N	30	30	30	30	30	30	30

	P1	P2	P3	P4	P5	P6	Total
total Pearson Correlation	,880**	,646**	,374*	,880**	,880**	,646**	1
al Sig. (2-tailed)	,000	,000	,042	,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).

### 3. Kepuasan Pelanggan

Correlations

	p1	p2	p3	p4	Total
p Pearson Correlation	1	,205	,129	,000	,621**
1 Sig. (2-tailed)		,277	,496	1,000	,000
N	30	30	30	30	30
p Pearson Correlation	,205	1	,111	-,052	,562**
2 Sig. (2-tailed)	,277		,560	,786	,001
N	30	30	30	30	30
p Pearson Correlation	,129	,111	1	,262	,660**
3 Sig. (2-tailed)	,496	,560		,162	,000
N	30	30	30	30	30
p Pearson Correlation	,000	-,052	,262	1	,452*
4 Sig. (2-tailed)	1,000	,786	,162		,012
N	30	30	30	30	30
T Pearson Correlation	,621**	,562**	,660**	,452*	1
o Sig. (2-tailed)	,000	,001	,000	,012	
t N	30	30	30	30	30
a					
l					

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

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

#### 4. Loyalitas

Correlations					
	p1	p2	p3	p4	Total
p Pearson Correlation	1	,514**	,659**	,493**	,852**
1 Sig. (2-tailed)		,003	,000	,005	,000
N	31	31	31	31	31
p Pearson Correlation	,514**	1	,539**	,216	,741**
2 Sig. (2-tailed)	,003		,002	,244	,000
N	31	31	31	31	31
p Pearson Correlation	,659**	,539**	1	,387*	,819**
3 Sig. (2-tailed)	,000	,002		,031	,000
N	31	31	31	31	31
p Pearson Correlation	,493**	,216	,387*	1	,687**
4 Sig. (2-tailed)	,005	,244	,031		,000
N	31	31	31	31	31
T Pearson Correlation	,852**	,741**	,819**	,687**	1
o Sig. (2-tailed)	,000	,000	,000	,000	
t N	31	31	31	31	31
a					
l					

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

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

## Lampiran IX

## Analisis Jalur Tahap 1

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,050	1,600		4,406	,000
	Kualitas Produk	,180	,060	,254	2,979	,004
	Citra Merek	,217	,065	,286	3,358	,001

a. Dependent Variable: Kepuasan Pelanggan

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,389 <sup>a</sup>	,151	,137	1,74314

a. Predictors: (Constant), Citra Merek, Kualitas Produk

## Lampiran X

## Analisis Jalur Tahap 2

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,824	1,286		2,974	,004
	Kualitas Produk	,369	,054	,521	6,778	,000
	Citra Merek	,027	,040	,055	,683	,496
	Kepuasan Pelanggan	,112	,053	,170	2,119	,036

a. Dependent Variable: Loyalitas Pelanggan

## Lampiran XI

### Metode *Trimming*



Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,403	,344		1,172	,244
	Kualitas Produk	,532	,014	,955	39,225	,000
	Kepuasan Pelanggan	,036	,016	,055	2,243	,027

a. Dependent Variable: Loyalitas

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,966 <sup>a</sup>	,933	,931	,32383

a. Predictors: (Constant), Kepuasan Pelanggan, Kualitas Produk

