LAMPIRAN-LAMPIRAN

Lampiran 1 Perbandingan Harga Sate dengan Pesaing di Sekitar Karawaci Tangerang

Warung Sate Barokah H. Wahab

Sate Pak Min

MACAM2 MAKANAN / MINUMAN	PORSI	HARGA
SATE KAMBING	10	Rp 27 000
SATE ATI	10	Rp 27 000
SATE AYAM	10	Rp 24 000
TONGSENG KAMBING	1	Rp 20 000
TONGSENG AYAM	1	Rp 20 000
SOP KAMBING	1	Rp 22 000
GULE KAMBING	1	Rp 18 000
NASI GORENG KAMBING	1	Rp 20 000
NASI GORENG AYAM	1	Rp 20 000
NASI PUTIH	1	Rp 5 000
EMPING	1	Rp 2 000
FANTA ES	1	Rp 4 000
SPRITE ES	1	Rp 4 000
COCA COLA ES	1	Rp 4 000
TEH BOTOL	1	Rp 4 000
TEH ES MANIS	1	Rp 3 000
TEH ES TAWAR	1	Rp 1 000
TEH MANIS HANGAT	1	Rp 2 500
TEH TAWAR HANGAT	1	Rp 500
AIR JERUK PANAS	1	Rp 6 000

Pondok Sate Tegal Ibu Rita

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Lampiran 2 Kuesioner Pra Survei

PENILAIAN TERHADAP LOYALITAS
(Warung Sate Barokah Bang H. Wahab)

I.   IDENTITAS

Nama   : _____

Jenis Kelamin   : ☐ Laki – Laki ☐ Perempuan

Umur   : ☐ Dibawah <20 tahun ☐ 21-30 tahun ☐ 31-40 tahun

☐ 41-50 tahun   ☐ > Diatas 50 tahun

Pendidikan Terakhir   : ☐ SD ☐ SMP ☐ SMA ☐ Akademi

☐ Universitas S1/S2/S3 ☐ lain-lain.

Penghasilan   : ☐ Dibawah < 2 Jt   ☐ 2 Jt – 5 Jt

☐ 5 Jt – 10 Jt   ☐ Diatas > 10 Jt

Alamat   : _____

_____

Pekerjaan   : ☐ Karyawan Swasta ☐ Wiraswasta ☐ PNS

☐ ABRI   ☐ Pelajar/Mahasiswa ☐ Lainnya

II.   PETUNJUK PENGISIAN KUESIONER
1. Mohon dengan hormat, bantuan, Bapak/Ibu/Saudara/saudari untuk menjawab seluruh pertanyaan yang ada dalam pertanyaan ini.
2. Berikan tanda centang (√) untuk identitas data dan menjawab pertanyaan secara detail yang sesuai dengan keadaan yang sesungguhnya.

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1. **Loyalitas**
   a. Berapa kali anda berkunjung di Warung Sate Barokah H. Wahab dalam 2 (dua) bulan ?

   ☐ < 2 kali   ☐ 1-5 kali   ☐ > 5 kali

   b. Apakah Warung Sate Barokah H. Wahab menjadi tempat yang akan anda rekomendasikan kepada orang-orang terdekat anda ?

   ☐ Ya   ☐ Tidak

2. **Kualitas Pelayanan**
   a. Menurut anda apakah pelayanan di Warung Sate Barokah H. Wahab ramah ?

   ☐ Ya   ☐ Tidak

   b. Menurut anda apakah ketersediaan tempat di Warung Sate Barokah H. Wahab sudah baik ?

   ☐ Ya   ☐ Tidak

3. **Harga**
   a. Menurut anda apakah harga yang ditawarkan Warung Sate Barokah H. Wahab cukup murah dibandingkan dengan pesaing ?

   ☐ Ya   ☐ Tidak

   b. Menurut anda apakah cita rasa yang didapatkan sesuai dengan harga yang ditawarkan Warung Sate Barokah H. Wahab ?

   ☐ Ya   ☐ Tidak

4. **Kepuasan Pelanggan**
   a. Apakah makanan yang disajikan mempunyai cita rasa yang khas ?

   ☐ Ya   ☐ Tidak

   b. Menurut anda apakah porsi yang diberikan sudah cukup ?

   ☐ Ya   ☐ Tidak

Lampiran 3 Kuesioner Penelitian

KUESIONER PENELITIAN

Demi tercapainya tujuan penelitian dan pengembangan usaha ini saya mengharapkan ketersediaan Bapak/Ibu/Saudara/i untuk meluangkan sedikit waktu guna mengisi kuesioner penelitian.

Atas kerja sama dan kesediaan dalam berpasrtisipasi mengisi kuesioner peneitian ini saya ucapkan terima kasih.

A. Data Responden

Silahkan beri tanda ceklis (✓) untuk jawaban yang sesuai

1. Jenis Kelamin :
   - [ ] Pria
   - [ ] Wanita

2. Usia :
   - [ ] 17 – 23 tahun
   - [ ] 24 – 29 tahun
   - [ ] 30 – 40 tahun
   - [ ] Diatas > 40 tahun

3. Pendidikan Terakhir :
   - [ ] SMP
   - [ ] SMA
   - [ ] Akademik (D3)
   - [ ] S1/S2/S3 Sederajat

4. Pekerjaan saat ini :
   - [ ] Mahasiswa
   - [ ] Pegawai Negeri
   - [ ] Pegawai Swasta
   - [ ] Lainnya, tuliskan…………..
   - [ ] Wirausaha

5. Penghasilan perbulan :
   - [ ] Rp. 1.000.000.
   - [ ] Rp.1.100.000 – Rp.3.000.000
   - [ ] Rp.3.100.000 – Rp. 5.000.000.
   - [ ] Diatas > Rp.5.000.000

6. Frekuensi membeli diwarung sate selama 2 bulan terakhir :

☐ 1 kali   ☐ 2-3 kali

☐ 4-5 kali   ☐ Diatas > 5 kali

7. Kebiasan membeli :

☐ Makan ditempat   ☐ Dibawa pulang atau dibungkus

8. Kebiasaan makan diwarung sate :

☐ Sendiri   ☐ Bersama teman atau kerabat

☐ Bersama keluarga

9. Saran untuk fasilitas yang diinginkan diwarung sate :

……………………………………………………………….…………………

………………………………………………………………....……………………

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B. Daftar Pertanyaan

Kuesioner ini mengenai penelitian dan pendapat anda mengenai harga, kualitas pelayanan, terhadap loyalitas pelanggan, melalui kepuasan konsumen dengan memberikan tanda ceklis (✓) pada jawaban yang anda pilih sesuai dengan pendapat anda pada kolom di bawah ini dengan ketentuan sebagai berikut:

1 = Sangat Tidak Setuju   = STS

2 = Tidak Setuju   = TS

3 = Setuju   = S

4 = Sangat Setuju   = SS

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No	Pertanyaan	BOBOT			
		1	2	3	4
		STS	TS	S	SS
1	Warung Sate Barokah H. Wahab menawarkan harga yang lebih murah dari pesaing lainnya				
2	Harga yang ditawarkan Warung Sate Barokah H. Wahab sesuai dengan manfaat yang didapatkan				
3	Warung Sate Barokah H. Wahab menawarkan harga sesuai dengan kemampuan konsumen				
4	Warung Sate Barokah H. Wahab menetapkan harga sesuai dengan cita rasa				
5	Harga yang diberikan Warung Sate Barokah H. Wahab sesuai dengan kuantitas (porsinya)				
6	Warung Sate Barokah H. Wahab menawarkan harga yang sangat terjangkau				
7	Warung Sate Barokah H. Wahab selalu memberikan cita rasa makanan sesuai selera konsumen				
8	Warung Sate Barokah H. Wahab sudah memiliki jumlah meja makan yang memadai				
9	Warung Sate Barokah H. Wahab memberikan kenyamanan tempat dalam melakukan pelayanan				
10	Karyawan Warung Sate Barokah H. Wahab melakukan pelayanan dengan cepat				
11	Karyawan Warung Sate Barokah H. Wahab merespon semua keluhan pelanggan				
12	Karyawan Warung Sate Barokah H. Wahab Sopan santun dalam memberikan pelayanan				
13	Pelayanan yang diberikan Warung Sate Barokah H. Wahab tepat waktu				
14	Karyawan Warung Sate Barokah H. Wahab selalu mendahulukan kepentingan pelanggan				
15	Pelayanan yang diberikan karyawan Warung Sate Barokah H. Wahab ramah				
16	Karyawan Warung Sate Barokah H. Wahab melayani dan menghargai setiap pelanggan				
17	Saya puas dengan makanan yang diperoleh pada Warung Sate Barokah H. Wahab karena sesuai dengan harga yang ditawarkan				
18	Saya puas dengan pelayanan yang dilakukan oleh karyawan Warung Sate Barokah H. Wahab.				

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19	Saya berminat untuk berkunjung kembali karena pelayanan dan fasilitas penunjang yang diberikan oleh karyawan Warung Sate Barokah H. Wahab memuaskan				
20	Saya akan berkunjung kembali karena harga yang ditawarkan terjangkau dan sesuai dengan cita rasa yang diberikan Warung Sate Barokah H. Wahab.				
21	Saya akan merekomendasikan untuk membeli produk yang ditawarkan karena harga dan pelayanan yang diberikan memuaskan.				
22	Bersedia untuk membeli kembali karena harga yang sesuai dengan manfaat yang didapatkan Warung Sate Barokah H. Wahab				
23	Saya akan setia pada Warung Sate Barokah H. Wahab karena cita rasa yang khas dan harga yang terjangkau				
24	Warung Sate Barokah H. Wahab menjadi pilihan utama ketika ingin membeli produk sejenis setelah mengkonsumsi.				
25	Menyarankan teman atau kerabat Warung Sate Barokah H. Wahab sebagai tempat makan yang bersahabat.				

Lampiran 4 Karakteristik Responden

NO	1		2				3				4					5				6				7		8		
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%	75	25	15	13	32	40	2	33	13	52	11	36	32	12	9	7	15	30	48	25	54	12	9	82	18	23	34	43

Keterangan :

1 = Jenis Kelamin

1a = Pria

1b = Wanita

2 = Usia

2a = 17-23 Tahun

2b = 24-29 Tahun

2c = 30-40 Tahun

2d = > 40 Tahun

3 = Pendidikan Terakhir

3a = SMP

3b = SMA /SMK

3c = Akademi (D3)

3d = S1/S2/S3 Sederajat

4 = Pekerjaan

4a = Mahasiswa

4b = Pegawai Swasta

4c = Wirausaha

4d = Pegawai Negeri

4e = Lain-lain

5 = Penghasilan Perbulan

5a = Rp. 1.000.000

5b = Rp. 1.100.000 – Rp. 3.000.000

5c = Rp. 3.100.000 – Rp. 5.000.000

5d = > Rp. 5.000.000

6 = Berapa Kali Membeli

6a = 1 Kali

6b = 2 – 3 Kali

6c = 4 – 5 Kali

6d = > 5 Kali

7 = Kebiasaan Membeli

7a = Makan Ditempat

7b = Dibawa Pulang

8 = Kebiasaan Makan

8a = Sendiri

8b = Bersama Keluarga

8c = Bersama Teman atau Kerabat

Lampiran 5 Tabulasi Pra Survei

NO	HARGA						KUALITAS PELAYANAN										KEPUASAN					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	
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8	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	2	3	3	73
9	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	100
10	2	1	1	1	1	1	2	3	2	3	3	2	2	2	2	2	3	2	2	3	1	1	1	1	3	47
11	2	3	2	3	3	3	3	3	2	3	3	3	3	3	2	3	3	3	3	2	2	3	2	2	2	66
12	3	2	2	2	3	2	2	3	2	3	2	2	3	2	2	3	2	3	2	2	3	3	2	3	2	60
13	2	2	3	3	3	3	3	3	3	3	3	2	2	3	2	2	3	2	3	2	1	2	3	3	3	64
14	3	3	3	3	4	3	3	3	2	3	2	3	3	2	3	3	2	3	2	3	4	3	3	3	2	71
15	3	3	3	2	2	2	2	2	3	3	2	3	3	2	2	3	3	3	2	3	2	2	3	3	2	63
16	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	2	3	3	3	3	72
17	3	2	3	2	3	3	2	2	2	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	2	67
18	3	3	2	2	3	3	3	2	2	3	2	3	2	3	3	2	3	3	3	3	3	3	2	3	3	67
19	3	3	2	3	2	3	3	2	3	3	3	3	2	3	2	3	2	3	2	3	3	3	2	2	3	66
20	4	3	3	3	3	2	4	3	2	4	3	3	4	3	3	2	3	3	2	3	3	3	1	2	4	73
21	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	4	72
22	4	3	3	3	3	3	4	3	3	2	4	2	4	3	4	3	2	3	1	3	3	3	1	3	4	74
23	3	1	3	2	3	4	3	3	2	1	3	4	4	3	3	1	1	3	2	3	4	3	2	4	4	69
24	4	3	2	3	1	3	3	4	3	4	4	3	4	3	1	3	2	1	3	4	2	2	4	3	4	73
25	4	3	2	3	3	4	4	3	3	3	3	3	4	3	1	2	3	2	3	3	4	3	4	3	4	77
26	4	3	2	3	1	3	4	3	3	4	3	3	1	3	3	2	3	2	3	4	2	3	3	4	4	73
27	3	4	3	2	3	4	4	2	3	4	3	4	4	3	3	2	2	3	4	3	3	3	2	1	2	74

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NO	HARGA						KUALITAS PELAYANAN										KEPUASAN					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	
28	4	3	2	3	2	4	4	3	3	2	3	3	4	3	2	3	3	2	3	3	2	1	3	2	4	71
29	1	3	4	3	1	4	4	3	1	3	3	3	3	1	3	2	3	4	3	1	4	3	1	3	4	68
30	3	3	4	3	1	3	4	1	4	2	2	3	3	3	3	3	3	1	3	3	3	2	3	3	4	70

Correlations

		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	Butir_Total
	Sig. (2-tailed)	.019	.000	.008	.000	.739	.000		.433	.070	.270	.017	.019	.032	.025	.018	.660	.137	.553	.023	.184	.016	.083	.465	.359	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.415*	.219	.135	.505**	.307	.284	.149	1	.093	.446*	.629**	.263	.386*	.329	.228	.260	.252	.330	.164	.404*	.222	.256	.237	.288	.401*	.549**
	Sig. (2-tailed)	.023	.244	.478	.004	.098	.129	.433		.623	.014	.000	.161	.035	.076	.226	.166	.180	.075	.388	.027	.238	.173	.208	.122	.028	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	.580**	.554**	.275	.521**	.144	.268	.336	.093	1	.292	.206	.399*	.200	.749**	.292	.476**	.489**	-.042	.386*	.647**	.074	.207	.611**	.319	.402*	.630**
	Sig. (2-tailed)	.001	.001	.142	.003	.448	.153	.070	.623		.118	.276	.029	.290	.000	.117	.008	.006	.825	.035	.000	.696	.272	.000	.086	.028	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	.322	.567**	.147	.396*	.063	.042	.208	.446*	.292	1	.316	.336	.117	.218	.073	.345	.448*	.263	.417*	.403*	.048	.367*	.303	.012	.126	.480**
	Sig. (2-tailed)	.082	.001	.438	.030	.742	.828	.270	.014	.118		.089	.069	.537	.248	.703	.062	.013	.160	.022	.027	.802	.046	.104	.951	.506	.007
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P11	Pearson Correlation	.398*	.265	.182	.404*	.138	.401*	.432*	.629**	.206	.316	1	.235	.416*	.444*	.231	.264	.138	.182	.206	.418*	.122	.219	.191	.086	.480**	.527**
	Sig. (2-tailed)	.029	.157	.337	.027	.466	.028	.017	.000	.276	.089		.212	.022	.014	.218	.159	.466	.337	.276	.021	.520	.246	.312	.650	.007	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P12	Pearson Correlation	.414*	.524**	.512**	.445*	.297	.636**	.426*	.263	.399*	.336	.235	1	.498**	.481**	.418*	.142	.172	.438*	.559**	.528**	.601**	.493**	.353	.254	.289	.720**
	Sig. (2-tailed)	.023	.003	.004	.014	.111	.000	.019	.161	.029	.069	.212		.005	.007	.021	.454	.364	.016	.001	.003	.000	.006	.055	.176	.121	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P13	Pearson Correlation	.476**	.356	.411*	.347	.401*	.493**	.393*	.386*	.200	.117	.416*	.498**	1	.356	.189	.278	.022	.243	.200	.254	.504**	.261	.212	.067	.348	.575**
	Sig. (2-tailed)	.008	.053	.024	.060	.028	.006	.032	.035	.290	.537	.022	.005		.053	.317	.136	.910	.195	.290	.175	.005	.163	.261	.724	.059	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P14	Pearson Correlation	.597**	.412*	.175	.584**	.427*	.388*	.408*	.329	.749**	.218	.444*	.481**	.356	1	.354	.322	.389*	.031	.439*	.617**	.135	.384*	.474**	.261	.437*	.691**

Correlations

		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	Butir_Total
	Sig. (2-tailed)	.000	.024	.354	.001	.018	.034	.025	.076	.000	.248	.014	.007	.053		.055	.083	.034	.870	.015	.000	.476	.036	.008	.164	.016	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P15	Pearson Correlation	.252	.392*	.654**	.417*	.415*	.291	.429*	.228	.292	.073	.231	.418*	.189	.354	1	.221	.247	.596**	.104	.308	.489**	.514**	-.152	.316	.280	.575**
	Sig. (2-tailed)	.180	.032	.000	.022	.022	.118	.018	.226	.117	.703	.218	.021	.317	.055		.241	.188	.001	.583	.098	.006	.004	.423	.089	.135	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P16	Pearson Correlation	.350	.514**	.348	.476**	.304	.203	.084	.260	.476**	.345	.264	.142	.278	.322	.221	1	.435*	.281	.262	.351	.148	.297	.448*	.227	.018	.539**
	Sig. (2-tailed)	.058	.004	.060	.008	.103	.283	.660	.166	.008	.062	.159	.454	.136	.083	.241		.016	.132	.162	.057	.435	.112	.013	.228	.925	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P17	Pearson Correlation	.108	.459*	.227	.481**	.097	.089	.278	.252	.489**	.448*	.138	.172	.022	.389*	.247	.435*	1	.227	.489**	.174	-.040	.223	.367*	.206	.371*	.483**
	Sig. (2-tailed)	.572	.011	.227	.007	.611	.641	.137	.180	.006	.013	.466	.364	.910	.034	.188	.016		.227	.006	.357	.834	.236	.046	.276	.044	.007
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P18	Pearson Correlation	.035	.377*	.470**	.256	.564**	.302	.113	.330	-.042	.263	.182	.438*	.243	.031	.596**	.281	.227	1	.085	.011	.575**	.687**	-.157	.225	.005	.484**
	Sig. (2-tailed)	.853	.040	.009	.172	.001	.104	.553	.075	.825	.160	.337	.016	.195	.870	.001	.132	.227		.657	.955	.001	.000	.407	.232	.978	.007
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P19	Pearson Correlation	.100	.490**	.338	.372*	.144	.577**	.413*	.164	.386*	.417*	.206	.559**	.200	.439*	.104	.262	.489**	.085	1	.231	.186	.276	.503**	.127	.115	.542**
	Sig. (2-tailed)	.599	.006	.068	.043	.448	.001	.023	.388	.035	.022	.276	.001	.290	.015	.583	.162	.006	.657		.219	.325	.140	.005	.502	.546	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P20	Pearson Correlation	.844**	.412*	.140	.341	.156	.230	.250	.404*	.647**	.403*	.418*	.528**	.254	.617**	.308	.351	.174	.011	.231	1	.208	.176	.475**	.259	.380*	.616**
	Sig. (2-tailed)	.000	.024	.461	.065	.411	.220	.184	.027	.000	.027	.021	.003	.175	.000	.098	.057	.357	.955	.219		.269	.353	.008	.166	.039	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P21	Pearson Correlation	.331	.437*	.575**	.402*	.466**	.580**	.436*	.222	.074	.048	.122	.601**	.504**	.135	.489**	.148	-.040	.575**	.186	.208	1	.656**	.100	.386*	.273	.615**

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Correlations

		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	Butir_Total
	Sig. (2-tailed)	.074	.016	.001	.027	.009	.001	.016	.238	.696	.802	.520	.000	.005	.476	.006	.435	.834	.001	.325	.269		.000	.599	.035	.145	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P22	Pearson Correlation	.225	.453*	.430*	.475**	.607**	.400*	.322	.256	.207	.367*	.219	.493**	.261	.384*	.514**	.297	.223	.687**	.276	.176	.656**	1	.207	.529**	.169	.668**
	Sig. (2-tailed)	.233	.012	.018	.008	.000	.028	.083	.173	.272	.046	.246	.006	.163	.036	.004	.112	.236	.000	.140	.353	.000		.271	.003	.373	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P23	Pearson Correlation	.404*	.320	.144	.459*	.211	.345	.139	.237	.611**	.303	.191	.353	.212	.474**	-.152	.448*	.367*	-.157	.503**	.475**	.100	.207	1	.514**	.200	.534**
	Sig. (2-tailed)	.027	.084	.449	.011	.264	.062	.465	.208	.000	.104	.312	.055	.261	.008	.423	.013	.046	.407	.005	.008	.599	.271		.004	.290	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P24	Pearson Correlation	.269	.120	.403*	.431*	.222	.323	.174	.288	.319	.012	.086	.254	.067	.261	.316	.227	.206	.225	.127	.259	.386*	.529**	.514**	1	.408*	.509**
	Sig. (2-tailed)	.151	.529	.027	.017	.238	.081	.359	.122	.086	.951	.650	.176	.724	.164	.089	.228	.276	.232	.502	.166	.035	.003	.004		.025	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P25	Pearson Correlation	.459*	.269	.219	.495**	-.168	.374*	.606**	.401*	.402*	.126	.480**	.289	.348	.437*	.280	.018	.371*	.005	.115	.380*	.273	.169	.200	.408*	1	.529**
	Sig. (2-tailed)	.011	.150	.245	.005	.374	.042	.000	.028	.028	.506	.007	.121	.059	.016	.135	.925	.044	.978	.546	.039	.145	.373	.290	.025		.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Butir_Total	Pearson Correlation	.651**	.736**	.624**	.788**	.503**	.677**	.627**	.549**	.630**	.480**	.527**	.720**	.575**	.691**	.575**	.539**	.483**	.484**	.542**	.615**	.616**	.668**	.534**	.509**	.529**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.005	.000	.000	.002	.000	.007	.003	.000	.001	.000	.001	.002	.007	.007	.002	.000	.000	.000	.002	.004	.003	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Lampiran 7 Tabulasi Data Responden

Lampiran 7.1 Variabel Harga

NO	HARGA						TOTAL
	P1	P2	P3	P4	P5	P6	
1	2	2	2	2	2	2	12
2	3	3	3	3	3	3	18
3	2	2	2	3	2	2	13
4	2	2	2	2	2	2	12
5	2	2	2	2	3	3	14
6	4	4	4	4	4	4	24
7	3	2	3	3	3	3	17
8	3	3	3	3	3	3	18
9	4	4	4	4	4	4	24
10	2	1	1	1	1	1	7
11	2	3	2	3	3	3	16
12	3	2	2	2	3	2	14
13	2	2	3	3	3	3	16
14	3	3	3	3	4	3	19
15	3	3	3	2	2	2	15
16	3	2	3	3	3	3	17
17	3	2	3	2	3	3	16
18	3	3	2	2	3	3	16
19	3	3	2	3	2	3	16
20	4	3	3	3	3	2	18
21	3	3	2	3	3	2	16
22	4	3	3	3	3	3	19
23	3	1	3	2	3	4	16
24	4	3	2	3	1	3	16
25	4	3	2	3	3	4	19
26	4	3	2	3	1	3	16
27	3	4	3	2	3	4	19
28	4	3	2	3	2	4	18
29	1	3	4	3	1	4	16
30	3	3	4	3	1	3	17
31	3	3	3	4	3	3	19
32	3	4	4	4	3	4	22
33	4	4	4	4	4	4	24
34	4	4	3	4	3	3	21

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NO	HARGA						TOTAL
	P1	**P2**	**P3**	**P4**	**P5**	**P6**	
35	3	3	3	4	3	3	**19**
36	3	3	3	4	4	3	**20**
37	4	4	4	4	4	4	**24**
38	4	4	3	3	4	3	**21**
39	3	3	3	3	3	3	**18**
40	3	3	3	3	4	3	**19**
41	3	3	3	2	2	2	**15**
42	3	3	3	3	3	3	**18**
43	4	3	4	4	4	4	**23**
44	4	4	4	4	4	4	**24**
45	4	4	4	4	4	4	**24**
46	4	3	3	4	3	3	**20**
47	3	3	3	3	3	3	**18**
48	4	3	4	4	3	3	**21**
49	3	4	3	4	4	3	**21**
50	3	3	3	3	3	3	**18**
51	3	3	3	4	4	3	**20**
52	4	3	4	4	4	4	**23**
53	3	4	3	3	3	3	**19**
54	3	3	3	3	3	4	**19**
55	3	3	4	4	3	3	**20**
56	4	3	4	4	4	4	**23**
57	3	4	3	4	4	3	**21**
58	4	4	4	4	4	4	**24**
59	4	3	3	4	3	3	**20**
60	3	3	3	4	4	3	**20**
61	3	3	2	4	3	2	**17**
62	3	3	3	3	3	3	**18**
63	3	3	4	4	4	4	**22**
64	3	3	4	4	3	3	**20**
65	3	3	3	3	3	4	**19**
66	3	3	3	3	3	3	**18**
67	4	4	4	4	4	4	**24**
68	3	3	4	3	3	3	**19**
69	3	3	3	3	3	3	**18**
70	4	4	4	4	3	3	**22**
71	2	3	3	3	2	3	**16**
72	3	3	3	3	4	3	**19**
73	3	3	3	3	2	3	**17**

NO	HARGA						TOTAL
	P1	P2	P3	P4	P5	P6	
74	4	4	4	4	4	4	24
75	4	3	4	3	3	3	20
76	3	3	3	3	3	2	17
77	3	3	3	4	3	3	19
78	3	3	3	4	4	3	20
79	3	3	3	4	3	3	19
80	3	3	4	4	3	4	21
81	3	3	4	3	3	3	19
82	3	3	3	3	3	3	18
83	4	4	3	4	4	4	23
84	3	3	3	3	3	3	18
85	3	3	3	3	3	3	18
86	3	3	3	4	3	3	19
87	3	4	4	4	4	4	23
88	3	3	4	4	3	4	21
89	4	4	4	4	3	3	22
90	3	3	3	4	4	3	20
91	2	2	2	2	2	2	12
92	3	3	3	3	3	3	18
93	2	2	2	3	2	2	13
94	2	2	2	2	2	2	12
95	2	2	2	2	3	3	14
96	4	4	4	4	4	4	24
97	3	2	3	3	3	3	17
98	3	3	3	3	3	3	18
99	4	4	4	4	4	4	24
100	2	1	1	1	1	1	7
101	2	3	2	3	3	3	16
102	3	2	2	2	3	2	14
103	2	2	3	3	3	3	16
104	3	3	3	3	4	3	19
105	3	3	3	2	2	2	15
106	3	2	3	3	3	3	17
107	3	2	3	2	3	3	16
108	3	3	2	2	3	3	16
109	3	3	2	3	2	3	16
110	4	3	3	3	3	2	18
111	3	3	2	3	3	2	16
112	4	3	3	3	3	3	19

NO	HARGA						TOTAL
	P1	**P2**	**P3**	**P4**	**P5**	**P6**	
113	3	1	3	2	3	4	**16**
114	4	3	2	3	1	3	**16**
115	4	3	2	3	3	4	**19**
116	4	3	2	3	1	3	**16**
117	3	4	3	2	3	4	**19**
118	4	3	2	3	2	4	**18**
119	1	3	4	3	1	4	**16**
120	3	3	4	3	1	3	**17**
121	3	3	3	3	3	3	**18**
122	4	4	4	4	4	3	**23**
123	3	3	3	4	4	2	**19**
124	4	4	4	4	4	4	**24**
125	3	3	3	3	3	3	**18**
TOTAL	**393**	**374**	**377**	**396**	**372**	**386**	
MAX	**396**						

Lampiran 7.2 Variabel Kualitas Pelayanan

NO	KUALITAS PELAYANAN										TOTAL
	P7	**P8**	**P9**	**P10**	**P11**	**P12**	**P13**	**P14**	**P15**	**P16**	
1	3	2	2	2	2	2	2	2	2	2	**21**
2	3	3	3	3	3	3	3	3	3	3	**30**
3	3	2	3	3	2	3	3	3	2	2	**26**
4	3	2	2	2	3	2	2	2	2	2	**22**
5	3	2	2	2	3	2	3	3	2	3	**25**
6	4	4	4	4	4	4	4	4	4	4	**40**
7	3	3	2	2	3	3	3	3	3	2	**27**
8	3	3	3	3	2	3	3	3	3	3	**29**
9	4	4	4	4	4	4	4	4	4	4	**40**
10	2	3	2	3	3	2	2	2	2	2	**23**
11	3	3	2	3	3	3	3	3	2	3	**28**
12	2	3	2	3	2	2	3	2	2	3	**24**
13	3	3	3	3	3	2	2	3	2	2	**26**
14	3	3	2	3	2	3	3	2	3	3	**27**
15	2	2	3	3	2	3	3	2	2	3	**25**
16	3	3	3	3	3	3	3	3	3	3	**30**

NO	KUALITAS PELAYANAN										TOTAL
	P7	**P8**	**P9**	**P10**	**P11**	**P12**	**P13**	**P14**	**P15**	**P16**	
17	3	2	2	3	3	3	3	2	2	3	**26**
18	3	2	3	2	2	3	2	3	3	2	**25**
19	3	2	3	3	3	3	2	3	2	3	**27**
20	4	3	2	4	3	3	4	3	3	2	**31**
21	3	3	3	3	3	3	3	3	3	2	**29**
22	4	3	3	2	4	2	4	3	4	3	**32**
23	3	3	2	1	3	4	4	3	3	1	**27**
24	3	4	3	4	4	3	4	3	1	3	**32**
25	4	3	3	3	3	3	4	3	1	2	**29**
26	4	3	3	4	3	3	1	3	3	2	**29**
27	4	2	3	4	3	4	4	3	3	2	**32**
28	4	3	3	2	3	3	4	3	2	3	**30**
29	4	3	1	3	3	3	3	1	3	2	**26**
30	4	1	4	2	2	3	3	3	3	3	**28**
31	4	3	2	4	3	4	2	2	3	3	**30**
32	4	3	4	4	4	4	4	4	3	3	**37**
33	3	3	4	4	4	1	3	3	3	2	**30**
34	3	3	3	3	3	3	4	3	2	3	**30**
35	3	3	3	1	4	2	4	3	4	4	**31**
36	3	3	3	3	3	3	3	3	3	3	**30**
37	2	2	3	3	4	4	4	1	4	4	**31**
38	3	3	3	3	3	3	3	3	3	3	**30**
39	3	4	4	4	3	3	4	4	1	2	**32**
40	3	4	4	4	4	4	4	4	4	3	**38**
41	3	2	2	2	3	3	3	3	4	4	**29**
42	3	3	3	3	3	3	3	3	3	3	**30**
43	4	3	3	3	3	3	3	3	3	3	**31**
44	3	4	4	4	4	2	4	4	4	4	**37**
45	2	4	4	4	4	4	3	3	3	3	**34**
46	4	3	3	2	3	2	2	3	1	2	**25**
47	3	3	3	3	3	3	3	3	3	3	**30**
48	4	3	3	3	3	3	3	4	4	4	**34**
49	3	3	4	3	4	3	3	3	3	3	**32**
50	4	2	3	4	1	3	4	3	3	3	**30**
51	3	3	3	3	3	3	3	3	3	3	**30**
52	4	3	4	4	4	3	4	4	4	4	**38**

NO	KUALITAS PELAYANAN										TOTAL
	P7	**P8**	**P9**	**P10**	**P11**	**P12**	**P13**	**P14**	**P15**	**P16**	
53	3	4	4	4	4	4	3	4	3	4	37
54	3	3	3	3	3	3	3	3	1	2	27
55	4	3	4	3	4	4	4	4	4	4	38
56	3	4	4	4	3	2	3	4	3	4	34
57	3	4	4	4	4	3	3	4	3	4	36
58	3	3	2	3	2	3	3	4	3	3	29
59	3	3	3	4	3	4	4	4	4	4	36
60	2	3	2	4	4	4	2	3	2	3	29
61	1	2	3	4	2	3	3	4	2	3	27
62	2	3	4	2	4	2	2	4	3	1	27
63	3	4	3	4	3	4	4	3	4	3	35
64	4	3	2	3	2	3	2	4	4	4	31
65	4	4	4	4	4	4	4	4	4	2	38
66	4	4	4	4	4	3	3	4	4	4	38
67	4	3	4	3	4	1	4	2	3	4	32
68	2	2	3	3	3	3	2	1	3	2	24
69	3	4	3	3	3	3	3	3	3	4	32
70	3	4	3	4	3	4	2	3	3	3	32
71	4	4	4	4	4	4	4	4	4	4	40
72	3	4	3	4	3	4	4	3	4	4	36
73	4	4	4	4	4	4	4	4	4	4	40
74	3	4	3	4	3	4	4	3	3	3	34
75	3	3	3	3	3	3	3	3	3	3	30
76	3	3	2	3	3	2	2	3	3	3	27
77	3	3	3	3	3	3	3	3	4	4	32
78	4	4	4	4	3	4	3	4	4	4	38
79	4	4	4	3	4	4	4	4	4	4	39
80	3	3	3	3	3	4	4	4	3	4	34
81	3	2	1	2	3	2	3	3	3	3	25
82	3	3	3	3	3	3	1	2	3	4	28
83	3	3	3	3	3	3	3	4	3	3	31
84	3	3	3	3	3	3	2	4	3	3	30
85	4	3	3	3	4	4	4	3	4	4	36
86	3	3	3	3	3	3	3	3	3	3	30
87	4	4	4	4	4	4	4	4	4	4	40
88	3	3	3	3	3	3	3	3	3	3	30

NO	KUALITAS PELAYANAN										TOTAL
	P7	**P8**	**P9**	**P10**	**P11**	**P12**	**P13**	**P14**	**P15**	**P16**	
89	3	3	3	3	3	3	3	3	3	4	**31**
90	4	3	4	4	4	4	4	4	4	4	**39**
91	3	3	3	3	3	3	3	3	2	3	**29**
92	4	4	3	4	4	4	4	4	4	4	**39**
93	4	3	4	4	4	4	4	4	4	3	**38**
94	3	4	3	3	3	3	3	3	3	3	**31**
95	3	3	3	3	3	3	3	3	3	3	**30**
96	3	3	3	3	1	2	3	1	2	1	**22**
97	3	3	3	3	3	3	3	3	3	3	**30**
98	4	4	4	4	4	4	4	4	4	4	**40**
99	3	3	3	3	3	4	4	4	4	4	**35**
100	3	3	3	4	4	4	4	3	3	3	**34**
101	3	4	3	4	3	4	4	3	3	3	**34**
102	4	3	4	3	4	4	4	4	4	3	**37**
103	3	3	2	1	3	3	3	2	3	3	**26**
104	4	4	4	4	4	4	4	4	4	4	**40**
105	4	3	3	3	4	3	3	3	3	3	**32**
106	4	4	4	4	4	4	4	4	4	4	**40**
107	4	4	3	4	3	4	4	4	4	4	**38**
108	4	4	4	4	4	4	4	4	4	4	**40**
109	4	4	3	4	3	4	4	3	4	3	**36**
110	4	4	4	4	4	4	4	4	4	3	**39**
111	2	3	2	3	3	3	2	3	2	3	**26**
112	3	3	3	3	3	3	3	3	3	3	**30**
113	3	3	3	3	3	3	3	3	3	4	**31**
114	3	3	3	3	3	1	2	3	4	4	**29**
115	4	4	4	4	4	4	3	4	4	4	**39**
116	4	4	4	4	4	4	4	4	4	4	**40**
117	3	3	3	4	4	4	4	4	4	4	**37**
118	4	4	4	4	3	4	4	3	3	3	**36**
119	3	3	3	3	3	3	3	2	3	3	**29**
120	3	3	3	3	3	3	3	3	3	3	**30**
121	3	3	3	3	3	4	3	3	3	3	**31**
122	4	4	4	4	3	3	3	3	3	3	**34**
123	3	3	3	3	3	3	3	3	4	4	**32**
124	3	3	3	3	3	3	3	3	3	3	**30**

104

NO	KUALITAS PELAYANAN										TOTAL
	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	
125	3	4	4	4	4	4	4	4	3	3	37
TOTAL	408	395	389	406	401	399	403	397	388	392	
MAX	408										

Lampiran 7.3 Variabel Kepuasan Konsumen

NO	KEPUASAN KONSUMEN					TOTAL
	P17	P18	P19	P20	P21	
1	2	2	2	2	2	10
2	3	3	3	3	3	15
3	3	2	2	2	2	11
4	2	2	2	2	2	10
5	3	2	2	2	2	11
6	4	4	4	4	4	20
7	3	3	3	3	2	14
8	3	3	3	3	3	15
9	4	4	4	4	4	20
10	2	3	1	2	1	9
11	3	2	2	2	3	12
12	2	2	3	3	2	12
13	3	2	1	2	2	10
14	2	3	4	3	3	15
15	2	3	2	3	3	13
16	2	3	2	3	2	12
17	3	3	3	3	2	14
18	3	3	3	3	3	15
19	2	3	3	3	3	14
20	2	3	3	4	3	15
21	2	3	3	3	3	14
22	1	3	3	4	3	14
23	2	3	4	3	1	13
24	3	4	2	4	3	16
25	3	3	4	4	3	17
26	3	4	2	4	3	16
27	4	3	3	3	4	17

NO	KEPUASAN KONSUMEN					TOTAL
	P17	**P18**	**P19**	**P20**	**P21**	
28	3	3	2	4	3	**15**
29	3	1	4	1	3	**12**
30	3	3	3	3	3	**15**
31	3	3	2	3	3	**14**
32	3	2	4	4	3	**16**
33	3	4	4	4	4	**19**
34	4	4	3	3	3	**17**
35	3	3	3	3	3	**15**
36	3	2	3	3	3	**14**
37	3	3	3	3	3	**15**
38	4	4	4	4	4	**20**
39	4	4	4	4	4	**20**
40	4	4	4	4	4	**20**
41	3	3	2	3	3	**14**
42	3	3	3	3	3	**15**
43	4	4	1	4	2	**15**
44	4	4	4	4	4	**20**
45	4	4	3	3	3	**17**
46	3	3	3	3	3	**15**
47	3	3	3	3	1	**13**
48	4	3	4	3	4	**18**
49	3	2	1	2	3	**11**
50	4	4	4	4	4	**20**
51	4	4	3	3	3	**17**
52	3	3	3	3	3	**15**
53	3	4	3	1	4	**15**
54	3	3	3	3	3	**15**
55	2	4	4	4	4	**18**
56	3	4	3	4	3	**17**
57	1	3	3	4	4	**15**
58	4	3	2	3	4	**16**
59	4	3	4	4	4	**19**
60	3	3	4	3	2	**15**
61	3	3	3	3	3	**15**
62	3	3	3	3	3	**15**
63	4	4	4	3	4	**19**

NO	KEPUASAN KONSUMEN					TOTAL
	P17	**P18**	**P19**	**P20**	**P21**	
64	4	4	4	4	4	20
65	3	4	3	4	3	17
66	4	4	4	4	4	20
67	3	4	4	4	3	18
68	3	2	3	2	3	13
69	4	2	4	3	4	17
70	4	4	4	4	4	20
71	3	3	3	3	3	15
72	3	3	3	3	3	15
73	4	4	4	4	4	20
74	3	3	3	3	3	15
75	3	1	2	3	3	12
76	4	4	4	4	4	20
77	4	4	3	3	3	17
78	4	4	4	4	4	20
79	4	3	4	3	1	15
80	3	3	3	3	3	15
81	3	1	3	3	4	14
82	3	3	3	3	3	15
83	3	4	4	4	4	19
84	4	4	4	4	4	20
85	4	4	4	4	4	20
86	3	3	3	3	3	15
87	3	4	3	4	3	17
88	3	3	3	3	3	15
89	4	4	4	3	2	17
90	3	3	3	3	3	15
91	1	3	3	3	3	13
92	4	4	4	4	4	20
93	4	4	4	4	4	20
94	3	3	3	3	3	15
95	1	3	3	3	3	13
96	3	4	3	3	3	16
97	3	3	3	3	3	15
98	4	4	4	4	4	20
99	3	3	3	3	3	15

NO	KEPUASAN KONSUMEN					TOTAL
	P17	**P18**	**P19**	**P20**	**P21**	
100	4	4	4	4	1	**17**
101	3	3	3	3	3	**15**
102	3	3	2	2	3	**13**
103	3	3	3	3	3	**15**
104	4	2	2	3	3	**14**
105	3	3	3	3	3	**15**
106	4	4	3	4	3	**18**
107	4	4	4	4	4	**20**
108	4	4	4	4	4	**20**
109	4	3	3	3	3	**16**
110	4	3	3	3	1	**14**
111	2	2	2	2	2	**10**
112	4	4	3	4	4	**19**
113	4	4	4	4	3	**19**
114	3	3	3	3	4	**16**
115	3	3	3	3	3	**15**
116	3	3	3	4	4	**17**
117	3	3	3	3	3	**15**
118	4	4	4	3	3	**18**
119	4	4	4	4	4	**20**
120	3	3	3	4	3	**16**
121	3	3	4	3	3	**16**
122	4	4	4	4	4	**20**
123	4	4	4	3	4	**19**
124	4	4	4	3	4	**19**
125	3	3	3	3	3	**15**
TOTAL	**399**	**402**	**394**	**405**	**389**	
MAX	**405**					

Lampiran 7.4 Variabel Loyalitas Pelanggan

NO	LOYALITAS PELANGGAN				TOTAL
	P22	**P23**	**P24**	**P25**	
1	2	2	2	2	**8**
2	3	3	3	3	**12**
3	2	3	2	2	**9**
4	2	2	2	2	**8**

NO	LOYALITAS PELANGGAN				TOTAL
	P22	**P23**	**P24**	**P25**	
5	2	2	3	3	**10**
6	4	4	4	4	**16**
7	3	3	3	3	**12**
8	3	3	3	3	**12**
9	4	4	4	4	**16**
10	1	1	1	1	**4**
11	2	3	3	3	**11**
12	2	2	3	2	**9**
13	3	3	3	3	**12**
14	3	3	4	3	**13**
15	3	2	2	2	**9**
16	3	3	3	3	**12**
17	3	2	3	3	**11**
18	2	2	3	3	**10**
19	2	3	2	3	**10**
20	3	3	3	2	**11**
21	2	3	3	2	**10**
22	3	3	3	3	**12**
23	3	2	3	4	**12**
24	2	3	1	3	**9**
25	2	3	3	4	**12**
26	2	3	1	3	**9**
27	3	2	3	4	**12**
28	2	3	2	4	**11**
29	4	3	1	4	**12**
30	4	3	1	3	**11**
31	3	3	2	4	**12**
32	3	4	2	3	**12**
33	4	4	2	3	**13**
34	3	3	2	4	**12**
35	4	4	4	4	**16**
36	3	3	3	3	**12**
37	3	3	3	3	**12**
38	3	3	3	3	**12**
39	4	4	4	4	**16**
40	1	4	3	4	**12**
41	3	4	4	4	**15**
42	3	3	3	3	**12**
43	4	4	4	4	**16**

NO	LOYALITAS PELANGGAN				TOTAL
	P22	P23	P24	P25	
44	4	4	4	4	16
45	3	3	3	3	12
46	3	3	3	3	12
47	4	4	4	4	16
48	3	4	3	4	14
49	2	4	3	4	13
50	4	4	4	4	16
51	3	3	3	3	12
52	3	3	3	4	13
53	3	2	4	3	12
54	3	3	3	4	13
55	4	4	4	4	16
56	4	4	4	4	16
57	3	4	3	4	14
58	2	4	3	4	13
59	4	4	4	4	16
60	3	2	3	2	10
61	3	3	3	3	12
62	3	4	3	3	13
63	3	4	4	4	15
64	3	4	3	4	14
65	4	4	4	3	15
66	4	4	3	4	15
67	3	2	3	3	11
68	2	2	2	3	9
69	3	4	3	2	12
70	4	4	4	4	16
71	3	3	3	4	13
72	3	3	3	4	13
73	4	3	3	3	13
74	3	3	3	3	12
75	3	3	4	4	14
76	4	4	4	4	16
77	4	4	4	4	16
78	4	4	4	4	16
79	3	4	3	4	14
80	3	3	3	3	12
81	3	3	3	3	12
82	3	3	3	3	12

110

NO	LOYALITAS PELANGGAN				TOTAL
	P22	P23	P24	P25	
83	4	4	4	4	16
84	4	4	4	4	16
85	4	4	4	4	16
86	3	3	3	3	12
87	4	3	4	3	14
88	3	3	3	3	12
89	3	4	2	3	12
90	3	3	3	4	13
91	3	3	3	4	13
92	4	4	4	4	16
93	4	4	3	3	14
94	3	4	3	4	14
95	2	2	1	2	7
96	3	3	3	3	12
97	3	3	3	3	12
98	4	4	4	3	15
99	3	3	3	3	12
100	3	4	4	4	15
101	3	4	4	4	15
102	1	3	3	3	10
103	3	2	3	4	12
104	4	4	3	3	14
105	3	3	3	3	12
106	4	4	4	4	16
107	4	4	4	4	16
108	4	3	4	4	15
109	3	3	3	4	13
110	3	3	3	3	12
111	2	2	2	3	9
112	4	4	4	4	16
113	4	2	3	3	12
114	3	3	3	2	11
115	3	3	3	2	11
116	4	4	4	4	16
117	3	3	3	3	12
118	3	3	2	3	11
119	3	3	3	3	12
120	4	4	4	4	16
121	4	3	4	4	15

NO	LOYALITAS PELANGGAN				TOTAL
	P22	P23	P24	P25	
122	4	4	4	4	16
123	3	4	3	4	14
124	3	4	4	4	15
125	3	3	3	3	12
TOTAL	389	405	387	419	
MAX	419				

Lampiran 8 Output Analisis Jalur SPSS IMB Versi 23

Lampiran 8.1 Analisis Jalur Tahap 1

```
REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS CI(95) R ANOVA CHANGE
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT KEPUASAN
/METHOD=ENTER HARGA KUALITAS
/SCATTERPLOT=(*SRESID ,*ZPRED)
/RESIDUALS DURBIN NORMPROB(ZRESID)
/CASEWISE PLOT(ZRESID) OUTLIERS(3).
```

Regression

Notes

Output Created		15-JAN-2019 05:08:47
Comments		
Input	Data	F:\BAHAN KESUKSESAN MASA DEPAN\FOCUS\DATA KUESIONER\Untitled3 Tabulasi Kuesioner 100 New.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	125
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

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	Syntax		REGRESSION
			/MISSING LISTWISE
			/STATISTICS COEFF OUTS CI(95) R
			ANOVA CHANGE
			/CRITERIA=PIN(.05) POUT(.10)
			/NOORIGIN
			/DEPENDENT KEPUASAN
			/METHOD=ENTER HARGA KUALITAS
			/SCATTERPLOT=(*SRESID ,*ZPRED)
			/RESIDUALS DURBIN
			NORMPROB(ZRESID)
			/CASEWISE PLOT(ZRESID)
			OUTLIERS(3).
	Resources	Processor Time	00:00:03.98
		Elapsed Time	00:00:03.22
		Memory Required	2944 bytes
		Additional Memory Required for Residual Plots	320 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	KUALITAS, HARGA[b]	.	Enter

a. Dependent Variable: KEPUASAN

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.830[a]	.688	.683	1.46042	.688	134.579	2

Model Summary[b]

	Change Statistics		
Model	df2	Sig. F Change	
1	122	.000	2.037

a. Predictors: (Constant), KUALITAS, HARGA

b. Dependent Variable: KEPUASAN

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ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1　Regression	574.067	2	287.033	134.579	.000[b]
Residual	260.205	122	2.133		
Total	834.272	124			

a. Dependent Variable: KEPUASAN

b. Predictors: (Constant), KUALITAS, HARGA

Coefficients^a

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1　(Constant)	3.632	1.555		2.335	.021
HARGA	.227	.064	.273	3.556	.001
KUALITAS	.255	.044	.445	5.800	.000

Coefficients^a

	95.0% Confidence Interval for B	
Model	Lower Bound	Upper Bound
1　(Constant)	.553	6.711
HARGA	.101	.353
KUALITAS	.168	.342

a. Dependent Variable: KEPUASAN

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.0813	19.2695	15.9120	1.61871	125
Std. Predicted Value	-2.984	2.074	.000	1.000	125
Standard Error of Predicted Value	.204	.786	.334	.106	125
Adjusted Predicted Value	11.3349	19.2360	15.9133	1.61512	125
Residual	-5.55012	5.63138	.00000	2.24169	125
Std. Residual	-2.456	2.492	.000	.992	125
Stud. Residual	-2.472	2.512	.000	1.004	125

Deleted Residual	-5.62501	5.72410	-.00133	2.29687	125
Stud. Deleted Residual	-2.526	2.569	.001	1.011	125
Mahal. Distance	.019	13.993	1.984	2.166	125
Cook's Distance	.000	.099	.008	.013	125
Centered Leverage Value	.000	.113	.016	.017	125

a. Dependent Variable: KEPUASAN

Lampiran 8.2 Analisis Jalur Tahap 2

```
REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS CI(95) R ANOVA CHANGE
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT LOYALITAS
/METHOD=ENTER HARGA KUALITAS KEPUASAN
/SCATTERPLOT=(*SRESID ,*ZPRED)
/RESIDUALS DURBIN NORMPROB(ZRESID)
/CASEWISE PLOT(ZRESID) OUTLIERS(3).
```

Regression

Notes

Output Created		15-JAN-2019 05:09:35
Comments		
Input	Data	F:\BAHAN KESUKSESAN MASA DEPAN\FOCUS\DATA KUESIONER\Untitled3 Tabulasi Kuesioner 100 New.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	125
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

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Syntax		REGRESSION
		/MISSING LISTWISE
		/STATISTICS COEFF OUTS CI(95) R
		ANOVA CHANGE
		/CRITERIA=PIN(.05) POUT(.10)
		/NOORIGIN
		/DEPENDENT LOYALITAS
		/METHOD=ENTER HARGA KUALITAS
		KEPUASAN
		/SCATTERPLOT=(*SRESID ,*ZPRED)
		/RESIDUALS DURBIN
		NORMPROB(ZRESID)
		/CASEWISE PLOT(ZRESID)
		OUTLIERS(3).
Resources	Processor Time	00:00:03.11
	Elapsed Time	00:00:01.53
	Memory Required	3472 bytes
	Additional Memory Required for Residual Plots	304 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	KEPUASAN, HARGA, KUALITAS[b]	.	Enter

a. Dependent Variable: LOYALITAS

b. All requested variables entered.

Model Summary[b]

Mod el	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.764[a]	.584	.574	1.50929	.584	56.613	3

Model Summary[b]

	Change Statistics		
Model	df2	Sig. F Change	
1	121	.000	1.859

a. Predictors: (Constant), KEPUASAN, HARGA, KUALITAS

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b. Dependent Variable: LOYALITAS

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	386.881	3	128.960	56.613	.000ᵇ
	Residual	275.631	121	2.278		
	Total	662.512	124			

a. Dependent Variable: LOYALITAS

b. Predictors: (Constant), KEPUASAN, HARGA, KUALITAS

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.024	1.189		.862	.391
	HARGA	.143	.067	.205	2.117	.036
	KUALITAS	.112	.037	.231	3.023	.003
	KEPUASAN	.413	.068	.488	6.109	.000

Coefficientsᵃ

Model		95.0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	-1.329	3.377
	HARGA	.009	.276
	KUALITAS	.039	.186
	KEPUASAN	.279	.547

a. Dependent Variable: LOYALITAS

Residuals Statisticsᵃ

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7.9449	15.9044	12.8000	1.64265	125
Std. Predicted Value	-2.956	1.890	.000	1.000	125
Standard Error of Predicted Value	.156	.624	.290	.086	125
Adjusted Predicted Value	8.4605	15.8999	12.8010	1.63557	125
Residual	-4.00345	4.64263	.00000	1.66900	125
Std. Residual	-2.370	2.748	.000	.988	125

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Stud. Residual	-2.483	2.773	.000	1.005	125
Deleted Residual	-4.46046	4.72817	-.00105	1.72847	125
Stud. Deleted Residual	-2.538	2.854	.000	1.014	125
Mahal. Distance	.063	15.924	2.976	2.486	125
Cook's Distance	.000	.201	.009	.021	125
Centered Leverage Value	.001	.128	.024	.020	125

a. Dependent Variable: LOYALITAS