

Data Tabulasi Karakteristik 30 Responden

Keterangan		Jumlah Responden	Jumlah Keseluruhan
JenisKelamin	Laki-laki	14 orang	30 orang
	Perempuan	11 orang	
Usia	17-22 tahun	11 orang	30 orang
	23-28 tahun	9 orang	
	29-34 tahun	8 orang	
	>35 tahun	2 orang	
Pekerjaan	Pelajar/Mahasiswa	9 orang	30 orang
	PNS	- orang	
	Wirausaha	7 orang	
	Karyawan Swasta	14 orang	
Pembelian Starbucks Coffee Aeon Mall BSD Dalam Satu Bulan	3-5 kali	13 orang	30 orang
	6-8 kali	9 orang	
	9-11 kali	7 orang	
	12-14 kali	1 orang	
Penghasilan Sebulan	Rp.1.000.000-Rp.3.000.000	9 orang	30 orang
	Rp.3.000.001 – Rp.4.000.000	9 orang	
	Rp.4.000.001 – Rp.5.000.000	7 orang	
	> Rp.5.000.000	5 orang	
Pertimbangan Ketika Memilih Starbucks	Mereknya terkenal	8 orang	30 orang
	Pelayanan yang memuaskan	12 orang	
	Tempat yang nyaman	10 orang	

Data Tabulasi Karakteristik 145 Responden

Keterangan		Jumlah Responden	Jumlah Keseluruhan
JenisKelamin	Laki-laki	84 orang	145 orang
	Perempuan	61 orang	
Usia	17-22 tahun	69 orang	145 orang
	23-28 tahun	42 orang	
	29-34 tahun	28 orang	
	>35 tahun	6 orang	
Pekerjaan	Pelajar/Mahasiswa	53 orang	145 orang
	PNS	7 orang	
	Wirausaha	18 orang	
	KaryawanSwasta	67 orang	
Pembelian Starbucks Coffee Aeon Mall BSD Dalam SatuBulan	3-5 kali	28 orang	145 orang
	6-8 kali	39 orang	
	9-11 kali	42 orang	
	12-14 kali	36 orang	
Penghasilan Sebulan	Rp.1.000.000-Rp.3.000.000	56 orang	145 orang
	Rp.3.000.001 – Rp.4.000.000	43 orang	
	Rp.4.000.001 – Rp.5.000.000	21 orang	
	> Rp.5.000.000	25 orang	
Pertimbangan Ketika Memilih Starbucks	Merekny terkenal	43 orang	145 orang
	Pelayanan yang memuaskan	66 orang	
	Tempat yang nyaman	36 orang	

Lampiran 3

Tabulasi 30 Responden (Pre-test)

Citra Merek (X1)				Kualitas Pelayanan (X2)																	Kepuasan Pelanggan (Z)			Loyalitas Pelanggan (Y)					Total
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	
3	3	3	3	4	3	3	3	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	91
4	3	3	4	4	3	4	4	3	3	4	3	3	3	3	3	4	4	3	3	4	4	3	4	3	3	3	3	3	98
3	4	4	4	3	4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	4	110
3	3	3	4	3	4	3	3	3	3	3	4	4	3	3	4	4	3	4	3	4	4	3	3	4	3	3	4	4	99
4	4	4	3	4	3	4	3	4	4	4	3	4	4	4	4	3	4	4	4	3	3	4	4	3	4	4	4	4	108
4	3	4	4	4	4	3	4	3	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	111
4	4	3	3	4	4	3	4	4	4	4	3	3	4	4	4	3	3	3	3	3	3	3	3	4	3	4	4	3	101
3	3	3	3	3	4	4	3	3	2	3	4	3	2	3	2	3	4	3	3	3	3	3	3	4	2	3	3	2	87
4	4	4	3	4	3	4	4	4	4	4	3	4	4	4	4	3	4	4	4	3	3	4	4	3	4	4	4	4	109
4	4	3	4	4	3	4	4	4	3	4	3	4	3	4	4	4	4	4	3	4	4	3	4	4	3	4	4	4	107
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	4	4	4	4	115
4	4	4	3	4	3	3	4	4	4	4	3	3	4	4	2	3	3	3	4	3	3	4	3	3	3	3	3	2	97
4	4	4	3	4	4	3	4	4	4	4	4	3	4	3	4	3	3	3	4	3	3	4	4	4	4	4	4	4	107
4	4	3	3	4	3	3	4	4	3	4	3	3	3	4	4	3	3	3	3	4	3	3	4	3	3	4	4	4	100
4	4	3	3	4	3	3	4	4	4	4	3	3	4	4	4	3	3	3	3	3	3	3	3	4	3	4	4	3	102
3	4	4	4	3	4	3	3	4	4	3	4	3	4	4	3	4	3	3	4	4	4	4	3	4	4	4	3	3	104
3	4	4	3	3	4	3	3	4	4	3	4	3	4	4	3	3	3	3	4	3	3	4	3	4	4	4	4	3	101
3	4	4	3	3	3	3	3	4	3	3	3	3	3	4	3	3	3	3	4	3	3	4	3	3	3	4	3	3	94
3	4	3	4	3	4	3	3	4	3	4	4	4	3	4	3	4	3	4	3	4	4	4	3	4	3	4	3	3	101
3	4	4	4	3	3	4	3	4	4	3	3	3	3	4	4	4	4	4	3	4	4	4	4	4	3	4	4	4	104
3	4	3	4	3	3	4	3	4	3	3	3	4	3	4	4	4	4	3	3	4	3	3	4	3	3	4	3	4	99
3	4	3	3	3	3	3	3	4	4	3	3	4	4	4	3	3	3	4	3	3	3	3	3	3	4	4	3	3	96
3	4	4	4	3	4	4	3	4	3	3	4	3	3	4	3	4	4	3	4	4	4	4	4	4	3	4	4	3	104
4	3	3	3	4	3	3	4	3	3	4	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	4	94
4	4	4	4	4	4	3	4	4	3	4	4	4	3	4	3	4	3	4	4	4	4	4	4	4	4	3	4	3	108
3	4	3	3	3	3	3	3	4	3	3	3	3	3	4	3	3	3	3	4	3	3	3	3	3	3	4	3	3	92
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2	85
4	4	4	4	4	4	4	4	4	3	4	4	4	3	4	3	4	4	4	4	4	4	4	4	4	3	4	3	3	110
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	88
4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	4	4	4	4	3	4	4	3	3	109

Lampiran 4
Hasil Tabulasi 145 Responden

No.	Citra Merek				Kualitas Pelayanan (X2)																	Kepuasan Pelayanan (Z)				Loyalitas Pelayanan (Y)						
	1	2	3	4	Total	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Total	22	23	24	Total	25	26	27	28	29
1	3	3	3	3	12	4	4	3	3	4	4	3	3	4	4	4	3	2	3	2	4	57	4	4	3	11	4	3	3	3	2	15
2	3	4	3	4	14	3	4	3	4	3	4	4	4	3	4	3	4	3	4	3	4	60	4	4	3	11	3	4	4	4	3	18
3	3	4	4	4	15	3	4	4	4	4	3	3	3	3	2	3	3	3	2	2	53	2	3	3	8	3	2	3	3	3	14	
4	3	3	3	3	12	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	50	3	3	3	9	2	3	3	3	3	14	
5	3	3	3	3	12	3	3	3	3	4	3	3	3	3	2	3	3	3	3	3	51	3	3	3	9	3	3	3	3	2	14	
6	4	4	3	3	14	4	3	4	3	4	4	3	4	4	3	3	4	3	4	3	4	61	3	4	3	10	3	4	4	4	3	18
7	2	4	3	3	12	4	3	4	4	4	3	2	3	4	1	2	4	3	2	3	1	51	3	3	3	9	3	2	2	3	2	12
8	3	3	4	3	13	4	3	4	4	3	4	3	4	3	2	4	3	4	3	4	3	59	4	3	4	11	3	3	4	3	4	17
9	3	3	3	3	12	3	3	3	4	4	3	3	3	3	2	3	3	3	3	3	3	52	3	3	3	9	2	3	3	3	2	13
10	3	3	3	4	13	3	4	3	4	3	3	4	3	4	3	4	3	4	3	4	3	59	4	3	4	11	3	4	3	4	3	17
11	4	4	4	3	15	3	4	3	3	4	3	3	3	4	3	3	3	3	4	3	3	56	3	4	4	11	3	3	4	3	3	16
12	4	4	3	4	15	3	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	59	3	4	3	10	4	3	4	3	4	18
13	3	4	4	3	14	2	3	4	3	4	3	1	2	2	1	4	2	3	3	2	4	47	3	3	3	9	3	2	3	3	3	14
14	4	4	4	4	16	4	4	4	4	4	4	4	4	4	1	1	2	3	3	3	2	55	4	4	4	12	4	3	4	4	4	19
15	3	3	3	3	12	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	3	3	3	9	3	3	3	3	3	15
16	3	3	3	3	12	3	4	4	4	4	3	3	3	3	2	2	3	2	2	2	2	50	2	3	2	7	3	3	2	2	1	11
17	3	2	3	2	10	3	1	3	3	4	2	3	3	3	1	3	4	3	4	2	1	46	2	3	3	8	3	1	1	3	2	10
18	3	3	3	3	12	4	4	3	3	3	4	3	3	3	2	3	3	3	3	3	3	54	4	2	3	9	2	3	3	3	3	14
19	3	3	3	3	12	4	4	3	4	4	3	3	3	3	4	3	4	3	4	3	3	60	3	3	3	9	3	3	3	4	4	17
20	3	3	3	3	12	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	50	3	3	2	8	4	2	3	2	2	13

No.	Citra Merek				Kualitas Pelayanan (X2)																	Kepuasan Pelayanan (Z)				Loyalitas Pelayanan (Y)				Total				
	1	2	3	4	Total	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Total	22	23	24	Total	25	26		27	28	29	Total
20	3	3	3	3	12	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	50	3	3	3	2	8	4	2	3	2	2	13
21	3	2	3	3	11	2	3	4	3	3	3	3	2	3	2	2	2	2	3	2	2	2	44	3	2	3	3	8	3	3	2	2	2	12
22	3	3	3	3	12	3	3	3	4	4	3	3	3	2	2	3	2	4	2	2	2	2	49	3	3	3	2	8	3	2	3	3	2	13
23	4	3	4	3	14	3	3	4	4	3	4	4	4	4	3	3	3	3	3	3	3	57	3	4	4	4	11	3	3	4	4	3	17	
24	3	4	4	4	15	3	4	4	3	4	3	3	4	3	4	3	4	3	4	4	3	3	59	4	4	4	3	11	3	3	4	4	3	17
25	3	4	4	3	14	3	4	4	3	4	4	3	3	4	4	3	4	3	3	3	3	58	3	4	4	4	11	3	4	3	4	3	17	
26	3	3	3	3	12	3	3	3	3	3	3	3	3	3	2	3	2	3	2	2	2	46	3	3	3	3	9	3	2	3	3	2	13	
27	3	4	4	3	14	1	1	1	1	1	1	1	1	1	4	1	1	1	1	1	1	20	1	1	1	1	3	1	1	1	1	1	5	
28	3	3	3	3	12	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	50	3	3	3	3	9	2	2	3	3	2	12	
29	4	3	4	4	15	3	3	3	4	4	3	3	3	3	4	3	4	3	3	3	3	55	3	3	3	4	10	3	3	3	3	3	15	
30	4	4	4	4	16	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	68	4	4	4	4	12	4	4	4	4	4	20	
31	3	3	4	4	14	4	3	4	4	4	3	4	4	4	3	3	3	4	3	4	3	60	4	3	4	3	11	3	4	3	3	4	17	
32	4	3	4	3	14	3	4	4	3	4	4	4	4	3	3	4	3	4	4	3	3	59	3	3	3	3	9	4	4	4	3	4	19	
33	3	3	3	4	13	3	3	4	4	3	3	4	3	4	4	3	4	3	3	4	3	58	3	4	4	4	11	3	4	3	4	3	17	
34	3	4	3	3	13	4	4	4	3	3	4	3	4	3	4	3	3	4	4	3	4	60	3	3	3	3	9	4	3	3	4	3	17	
35	3	4	3	3	13	3	4	4	3	3	4	3	4	3	4	3	4	3	4	3	3	58	4	3	4	3	11	3	4	3	3	4	17	
36	3	4	3	3	13	4	4	3	3	4	3	4	3	3	4	3	4	3	3	3	4	3	58	4	4	4	3	11	3	4	3	4	3	17
37	3	4	4	3	14	3	4	3	3	4	3	3	3	4	3	3	3	4	3	4	3	57	3	3	3	4	10	3	3	4	4	3	17	
38	3	4	4	3	14	4	3	4	3	3	4	4	3	4	3	4	3	4	4	3	3	58	4	3	3	3	10	3	4	3	3	4	17	
39	4	3	3	4	14	4	4	3	3	4	3	3	4	3	3	3	3	2	4	3	3	55	4	3	3	3	10	3	3	4	3	3	16	
40	4	3	3	3	13	3	3	4	3	4	4	3	3	3	3	2	3	3	3	3	3	53	3	3	3	3	9	2	3	3	3	3	14	

No.	Citra Merek				Kualitas Pelayanan (X2)																	Kepuasan Pelayanan (Z)				Loyalitas Pelayanan (Y)							
	1	2	3	4	Total	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Total	22	23	24	Total	25	26	27	28	29	Total
	3	3	3	3	12	3	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	53	3	3	3	9	3	3	4	4	3	17
41	3	3	3	3	12	3	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	53	3	3	3	9	3	3	2	3	3	14
42	3	4	3	3	13	3	3	4	4	3	4	3	3	3	3	2	3	3	3	3	3	3	55	3	3	3	9	3	3	3	3	2	14
43	4	4	4	4	16	3	3	4	3	4	4	3	4	3	4	3	3	3	3	3	3	2	68	4	4	4	12	4	4	4	4	3	19
44	3	3	3	4	13	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	49	4	4	4	10	4	3	3	3	3	16
45	3	4	4	4	15	4	3	3	3	3	4	4	3	3	3	2	2	2	3	3	2	2	65	4	4	4	12	4	4	4	4	4	20
46	4	4	4	4	16	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	55	3	3	2	8	3	2	3	3	3	14
47	4	3	4	4	15	3	4	4	4	4	4	4	4	4	4	4	2	2	3	3	2	2	46	3	3	2	8	3	2	3	3	2	13
48	3	3	3	3	12	3	3	3	3	3	3	3	3	3	3	3	2	3	3	2	2	1	57	3	3	3	9	3	3	3	3	3	15
49	3	4	4	4	15	4	3	4	4	4	3	4	4	4	4	3	3	3	3	3	3	2	37	2	2	3	7	3	2	2	3	1	11
50	2	2	3	3	10	2	2	3	3	2	3	2	3	1	2	1	1	2	3	2	2	3	52	3	3	3	9	4	3	3	3	3	16
51	3	3	4	3	13	3	3	3	3	4	4	3	3	3	3	2	2	3	4	3	3	3	54	3	3	3	9	2	3	3	3	3	14
52	3	3	3	3	12	3	2	4	4	4	3	3	4	3	3	3	3	3	3	3	3	3	44	2	2	2	7	3	2	3	3	2	13
53	3	3	3	3	12	2	3	3	3	3	3	2	3	3	2	2	2	2	3	2	3	2	45	3	3	2	8	3	2	3	3	2	13
54	3	3	3	3	12	3	3	3	3	3	3	3	3	3	3	2	2	2	3	2	2	2	52	3	3	3	9	3	3	3	3	2	14
55	3	4	3	3	13	3	3	4	3	4	3	3	3	3	3	3	3	3	3	3	2	3	57	3	3	3	9	2	2	3	3	3	13
56	3	3	4	4	14	4	3	3	3	3	4	3	4	3	3	3	3	4	3	4	3	4	58	4	2	2	8	3	2	3	3	2	13
57	3	4	3	4	14	4	3	4	4	4	4	3	3	4	3	2	2	3	4	4	3	4	60	4	4	4	10	4	2	4	3	2	15
58	4	4	4	4	16	4	4	4	4	3	4	4	4	4	4	4	2	4	4	3	2	4	53	3	3	3	9	3	2	3	3	2	13
59	4	4	4	3	15	3	3	3	3	3	4	3	3	4	4	2	3	3	3	3	3	3	54	4	3	3	10	4	2	3	3	2	14
60	4	4	2	3	13	3	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	54	4	3	3	10	4	2	3	3	2	14

No.	Citra Merek				Kualitas Pelayanan (X2)																	Kepuasan Pelayanan (Z)				Loyalitas Pelayanan (Y)				Total			
	1	2	3	4	Total	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Total	22	23	24	Total	25	26		27	28	29
61	3	3	3	3	12	3	2	3	3	4	3	3	3	3	3	3	3	3	3	3	2	3	50	3	3	2	8	3	2	2	3	2	12
62	3	3	3	3	12	3	3	3	3	3	3	3	3	3	3	2	3	3	2	2	2	47	3	3	2	8	3	2	3	3	2	13	
63	3	3	3	3	12	4	4	4	4	4	4	4	4	4	4	3	2	3	4	3	3	61	4	2	3	9	3	2	2	3	2	12	
64	4	4	3	3	14	4	4	4	4	4	4	4	4	4	3	2	2	3	2	3	2	55	4	4	3	11	3	2	3	3	2	13	
65	4	4	4	4	16	4	4	4	3	3	4	4	3	4	4	3	4	3	4	3	4	60	4	3	4	11	3	4	3	4	3	17	
66	3	3	2	3	11	3	3	3	3	3	3	3	3	2	3	2	2	3	3	3	3	47	3	3	3	9	3	2	3	3	2	13	
67	3	3	3	3	12	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	3	3	3	9	3	3	3	3	3	15	
68	3	4	3	3	13	2	3	4	4	4	3	3	2	3	2	2	3	2	3	2	2	48	3	3	3	9	2	3	3	3	4	15	
69	3	4	3	3	13	2	3	4	4	4	4	4	4	3	3	1	1	3	3	3	3	52	4	3	3	10	3	2	3	3	2	13	
70	4	3	3	4	14	4	3	3	4	4	4	3	3	4	3	4	3	4	3	4	3	58	4	4	3	11	4	3	3	3	4	17	
71	3	4	3	3	13	4	3	4	3	3	4	4	3	4	4	3	4	4	3	4	3	61	4	3	4	11	3	4	3	4	3	17	
72	3	3	4	4	14	3	3	3	3	3	3	3	3	3	4	2	3	3	3	3	3	51	3	2	2	7	3	3	3	3	2	14	
73	4	4	4	4	16	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	67	4	4	4	12	4	4	4	4	4	20	
74	4	3	3	3	13	4	3	4	3	3	4	4	3	4	3	4	3	4	3	4	3	60	3	4	4	11	3	3	4	3	4	17	
75	3	4	4	3	14	4	4	4	3	3	4	3	4	4	3	4	3	4	3	3	4	59	3	3	4	10	3	3	4	3	4	17	
76	3	3	4	4	14	3	4	3	4	3	3	4	4	3	3	3	3	4	4	3	3	58	3	3	4	10	3	4	4	3	3	17	
77	3	4	3	3	13	4	3	4	4	3	3	3	4	4	3	4	4	3	4	3	3	60	4	3	4	11	4	3	3	4	4	18	
78	3	4	4	3	14	3	4	4	3	3	4	4	3	4	3	4	3	3	4	3	3	59	3	4	4	11	3	4	4	3	3	17	
79	3	4	3	4	14	3	4	4	3	3	4	3	3	4	3	4	3	4	3	3	4	59	3	4	3	10	3	3	4	4	3	17	
80	3	4	3	4	14	3	4	4	3	3	4	4	3	3	4	3	3	4	4	3	3	59	3	3	3	9	4	3	3	3	3	16	

No.	Citra Merek				Kualitas Pelayanan (X2)																	Kepuasan Pelayanan (Z)				Loyalitas Pelayanan (Y)							
	1	2	3	4	Total	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Total	22	23	24	Total	25	26	27	28	29	Total
81	3	4	3	4	14	4	3	3	4	3	4	4	3	4	3	3	4	3	3	4	4	3	59	4	4	3	11	4	4	3	3	4	18
82	4	3	3	4	14	3	3	4	3	4	4	3	3	4	3	3	3	4	3	3	4	4	59	4	3	4	11	3	4	3	3	4	17
83	3	3	3	4	13	4	4	3	3	4	3	4	3	3	4	3	4	3	4	4	3	4	60	3	3	3	9	4	4	4	4	4	20
84	3	4	4	3	14	3	4	3	3	4	4	3	3	4	4	3	3	4	3	4	3	4	59	3	3	3	9	4	3	4	4	4	19
85	4	4	4	3	15	3	4	4	4	4	4	3	3	4	3	4	4	4	4	4	4	3	63	3	3	3	9	4	3	3	4	4	18
86	3	3	3	4	13	4	4	3	4	3	3	4	4	4	3	3	3	4	3	4	4	3	60	3	3	3	10	4	3	3	4	4	18
87	3	3	4	3	13	3	4	4	3	3	4	4	3	3	4	3	3	4	3	4	3	3	58	4	4	3	11	3	4	4	3	3	17
88	3	3	3	3	12	3	4	4	4	4	4	4	3	3	3	3	3	3	3	3	4	4	60	4	4	3	11	3	3	3	3	3	15
89	4	3	3	4	14	3	4	3	4	3	3	3	4	4	3	4	4	4	3	4	3	3	59	3	4	4	11	3	4	3	4	3	17
90	3	3	3	3	12	4	3	3	3	3	4	4	4	4	3	3	3	3	3	3	4	3	57	3	4	4	11	3	3	3	4	4	17
91	3	4	4	3	14	3	4	3	4	3	3	4	4	3	4	3	3	3	4	3	4	4	59	3	3	3	10	3	4	3	3	3	16
92	3	4	4	4	15	3	3	4	4	3	3	4	4	4	3	3	3	3	3	4	3	4	59	4	4	4	12	4	4	4	3	3	18
93	3	3	4	4	14	3	3	4	4	3	3	3	4	4	4	3	3	3	4	4	3	3	58	3	3	3	9	3	4	4	3	3	17
94	4	3	4	4	15	4	3	4	3	4	3	3	4	4	3	4	3	3	3	4	3	4	59	3	4	4	11	3	4	3	3	3	16
95	4	4	4	4	16	3	3	3	4	4	4	4	4	3	3	4	3	3	3	3	3	4	58	4	4	3	11	3	4	4	3	3	17
96	3	3	4	4	14	3	3	4	4	3	3	3	4	4	4	3	3	3	4	4	3	3	58	3	3	3	9	3	4	4	4	4	19
97	3	4	3	3	13	4	3	4	3	4	3	3	4	3	4	3	4	3	3	4	3	4	60	3	4	3	10	4	3	4	3	3	17
98	3	4	3	3	13	4	4	3	3	3	4	4	4	4	3	3	3	3	3	3	3	4	59	4	4	4	12	4	3	3	3	3	16
99	3	3	4	4	14	4	3	3	4	4	3	3	3	3	3	4	4	3	3	4	4	3	58	3	4	4	11	3	3	3	4	4	17
100	4	4	3	4	15	3	3	4	4	3	3	4	3	3	4	3	3	4	3	3	4	3	57	4	3	3	10	4	3	4	3	4	18

No.	Citra Merek				Kualitas Pelayanan (X2)																	Kepuasan Pelayanan (Z)				Loyalitas Pelayanan (Y)				Total			
	1	2	3	4	Total	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Total	22	23	24	Total	25	26		27	28	29
101	3	3	4	4	14	4	3	3	3	3	4	4	3	3	4	4	3	3	3	4	3	3	57	3	4	4	11	4	4	3	3	4	18
102	4	3	3	4	14	4	3	4	4	3	4	3	3	4	3	4	3	4	4	4	4	4	62	3	3	4	10	4	4	3	3	4	18
103	3	3	4	4	14	3	3	4	4	3	3	4	4	3	3	4	3	4	4	3	3	4	58	4	3	3	10	3	4	4	3	3	17
104	3	4	4	3	14	3	3	4	3	4	3	4	4	3	4	3	3	4	3	3	4	3	58	4	4	4	11	3	4	3	3	3	16
105	3	3	4	4	14	3	4	4	3	3	4	4	3	3	4	4	3	4	3	3	3	3	57	3	4	4	11	4	4	3	3	3	17
106	4	4	4	3	15	3	3	4	4	3	3	4	4	4	3	3	3	3	3	3	3	3	56	3	4	4	11	4	4	4	4	4	20
107	3	3	3	4	13	4	4	3	3	3	4	4	3	3	3	3	3	4	4	3	3	4	58	4	4	4	11	3	3	3	3	4	16
108	3	4	4	3	14	3	4	3	3	4	4	3	3	4	3	3	4	4	3	3	3	4	58	3	3	4	10	4	3	4	3	3	17
109	4	3	3	3	13	4	4	3	3	4	4	3	3	4	4	3	3	4	4	3	3	4	60	4	3	3	10	4	4	3	3	3	17
110	3	4	4	3	14	3	3	4	4	4	3	3	4	3	4	3	4	4	3	3	4	4	60	3	4	4	11	3	4	3	3	4	17
111	4	3	4	3	14	3	4	3	3	4	4	3	3	4	4	3	3	4	3	3	4	3	58	3	4	3	10	3	4	3	3	4	17
112	3	4	4	3	14	3	4	3	3	4	3	4	4	3	3	4	3	4	4	3	3	3	58	4	4	4	11	4	3	3	4	4	18
113	3	4	4	3	14	3	3	4	4	3	3	4	3	3	4	4	3	3	4	3	4	4	59	3	4	4	11	3	3	4	4	3	17
114	3	4	3	3	13	4	3	4	4	3	3	4	4	3	3	4	3	4	3	4	3	4	60	4	3	4	11	3	3	4	4	3	17
115	3	4	3	3	13	4	4	3	3	4	4	3	4	3	4	3	4	4	3	4	3	3	60	4	4	4	11	4	4	3	3	4	18
116	3	4	3	3	13	4	3	3	3	4	4	3	3	3	4	3	3	4	3	4	4	3	58	3	4	3	10	3	4	4	3	3	17
117	3	4	3	4	14	3	3	3	4	4	3	4	3	4	3	3	4	4	3	3	3	3	57	4	3	4	11	3	4	3	3	4	17
118	3	4	4	3	14	3	3	4	4	3	3	4	3	4	3	4	3	3	4	4	4	3	59	3	4	4	11	3	4	3	4	3	17
119	3	4	3	4	14	3	4	3	4	3	3	4	3	4	3	4	3	3	4	4	3	3	57	4	3	4	11	3	3	3	3	4	16
120	3	4	3	3	13	4	4	3	4	4	3	3	4	3	4	4	4	4	3	3	4	3	60	3	4	3	10	4	3	3	4	3	17

No.	Citra Merek				Kualitas Pelayanan (X2)																	Total	Kepuasan Pelayanan (Z)				Total	Loyalitas Pelayanan (Y)				Total		
	1	2	3	4	Total	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20		21	22	23	24		25	26	27	28		29	
121	3	4	3	3	13	4	3	3	4	4	3	3	4	4	3	3	4	3	3	4	4	3	59	3	3	4	4	10	4	3	4	4	3	18
122	3	4	3	4	14	3	4	3	3	4	3	4	3	4	3	3	3	3	3	4	3	3	56	4	4	3	4	11	3	3	3	4	4	17
123	4	4	3	4	15	3	3	3	4	4	3	3	4	3	3	4	4	3	3	4	3	4	58	3	3	3	4	10	3	3	4	3	4	17
124	3	4	3	3	13	4	4	3	3	4	3	4	4	3	3	4	3	4	3	4	3	3	59	4	3	3	4	10	3	4	3	4	3	17
125	4	3	3	4	14	3	4	3	4	3	3	4	3	3	4	3	3	4	3	4	3	4	58	3	3	3	4	10	3	3	4	4	3	17
126	3	4	3	3	13	4	3	4	3	4	3	3	4	3	4	4	3	4	3	4	4	3	60	3	3	3	4	10	4	3	4	3	4	18
127	3	4	3	3	13	3	4	4	3	3	4	3	4	3	3	4	3	3	4	3	3	4	58	3	3	3	3	9	4	4	4	3	4	19
128	3	4	3	3	13	3	4	4	3	3	4	4	3	4	4	3	4	3	4	3	4	4	61	3	3	3	4	10	3	4	4	3	3	17
129	3	3	2	2	10	2	3	3	4	4	3	3	2	1	2	2	3	2	3	2	2	2	45	3	2	2	2	7	3	2	2	3	2	12
130	3	4	3	4	14	4	3	3	4	4	3	4	4	3	3	4	3	3	4	4	3	3	59	4	4	3	3	10	4	4	3	4	3	18
131	3	4	3	3	13	4	3	4	3	3	4	4	3	4	4	3	3	4	4	3	4	4	61	3	3	3	3	9	4	3	4	3	3	17
132	3	4	3	3	13	4	4	3	4	3	3	4	4	3	3	4	4	3	3	4	3	4	60	3	3	3	4	10	3	4	3	3	4	17
133	3	3	4	3	13	4	3	4	3	4	4	3	3	3	3	4	3	4	4	3	3	3	59	4	4	3	3	10	4	3	3	3	4	17
134	3	3	4	4	14	3	4	3	3	4	3	4	4	3	3	3	4	3	4	4	3	3	58	4	4	3	3	10	3	4	4	3	3	17
135	3	3	4	3	13	3	3	3	4	4	4	4	4	4	3	3	3	3	3	3	3	3	57	4	4	4	3	11	3	4	4	4	3	18
136	4	3	3	4	14	3	3	3	4	4	3	3	4	3	4	3	3	4	3	3	3	4	57	4	4	3	4	11	3	4	3	4	3	17
137	3	4	3	4	14	3	3	4	4	3	3	4	3	3	4	3	3	4	4	3	4	3	59	3	4	4	4	11	3	4	3	4	3	17
138	3	3	4	4	14	4	3	3	3	4	4	4	4	4	4	3	3	3	4	4	4	3	60	3	3	4	4	10	4	3	3	3	4	17
139	4	4	3	4	15	4	4	4	3	4	4	4	3	3	3	4	4	4	3	3	4	4	62	3	3	4	4	10	4	3	4	4	3	18
140	3	4	3	4	14	4	4	4	3	4	4	4	4	4	4	4	3	4	3	4	4	4	64	3	4	3	4	10	3	4	3	4	4	18

No.	Citra Merek				Kualitas Pelayanan (X2)																	Kepuasan Pelayanan (Z)				Loyalitas Pelayanan (Y)							
	1	2	3	4	Total	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Total	22	23	24	Total	25	26	27	28	29	Total
141	4	2	3	3	12	3	3	3	3	3	3	3	3	3	3	3	2	3	2	2	4	3	49	4	3	3	10	3	3	3	3	4	16
142	3	4	4	4	15	3	3	4	4	4	3	4	3	4	4	3	4	4	3	3	4	3	60	4	4	4	12	4	3	3	4	4	18
143	3	3	3	3	12	3	4	3	4	4	3	3	4	4	4	4	3	3	3	4	4	3	60	4	4	3	11	3	3	3	3	3	15
144	4	3	4	3	14	4	3	4	4	4	4	4	4	3	3	3	4	4	4	3	3	4	62	4	4	4	12	4	3	4	3	4	18
145	3	4	4	3	14	3	4	4	3	3	4	4	3	3	3	3	3	4	4	4	4	4	60	4	4	3	11	3	3	3	4	4	17

Hasil Uji Validitas

		Correlations																													
		Pemayaan_1	Pemayaan_2	Pemayaan_3	Pemayaan_4	Pemayaan_5	Pemayaan_6	Pemayaan_7	Pemayaan_8	Pemayaan_9	Pemayaan_1_0	Pemayaan_1_1	Pemayaan_1_2	Pemayaan_1_3	Pemayaan_1_4	Pemayaan_1_5	Pemayaan_1_6	Pemayaan_1_7	Pemayaan_1_8	Pemayaan_1_9	Pemayaan_2_0	Pemayaan_2_1	Pemayaan_2_2	Pemayaan_2_3	Pemayaan_2_4	Pemayaan_2_5	Pemayaan_2_6	Pemayaan_2_7	Pemayaan_2_8	Pemayaan_2_9	Total
Pemayaan_1	Pearson Correlation	1	.151	.134	.000	.935	.000	.136	.935	.151	.237	.935	-.067	.202	.298	.073	.355	.067	.202	.272	.067	.067	.067	.067	.935	-.136	.241	.073	.136	.300	.529
	Sig. (2-tailed)		.426	.481	1.000	.000	1.000	.473	.000	.426	.207	.000	.724	.285	.109	.702	.054	.726	.285	.146	.726	.726	.724	.724	.000	.473	.200	.702	.473	.098	.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	30	30	30	30
Pemayaan_2	Pearson Correlation	.151	1	.413	.111	.040	.111	.185	.111	1.000	.367	.191	.071	.223	.333	.921	.222	.151	.071	.185	.452	.151	.071	.375	.111	.031	.299	.921	.031	.193	.547
	Sig. (2-tailed)	.426		.023	.560	.833	.560	.329	.560	.000	.046	.311	.709	.236	.072	.000	.239	.426	.709	.329	.012	.426	.709	.041	.560	.872	.108	.000	.872	.306	.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	30	30	30	30
Pemayaan_3	Pearson Correlation	.134	.413	1	.196	.071	.330	.191	.063	.413	.412	.071	.396	.126	.351	.321	.088	.134	.261	.191	.935	.134	.261	.935	.063	.464	.290	.321	.327	.137	.592
	Sig. (2-tailed)	.481	.023		.298	.708	.075	.312	.743	.023	.024	.708	.031	.508	.057	.084	.643	.481	.164	.312	.000	.481	.164	.000	.743	.010	.121	.084	.077	.470	.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	30	30	30	30
Pemayaan_4	Pearson Correlation	.000	.111	.196	1	-.063	.464	.464	.063	.111	-.063	.071	.530	.530	-.128	.175	.190	.935	.530	.464	.134	.935	.935	.126	.063	.464	-.072	.175	.055	.240	.566
	Sig. (2-tailed)	1.000	.560	.298		.743	.010	.010	.743	.560	.739	.708	.003	.003	.502	.355	.315	.000	.003	.010	.481	.000	.000	.508	.743	.010	.704	.355	.775	.202	.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	30	30	30	30
Pemayaan_5	Pearson Correlation	.935	.040	.071	-.063	1	-.063	.082	.975	.040	.301	.886	-.126	.144	.367	-.029	.318	.000	.144	.218	.000	.000	.009	.009	.875	-.191	.314	-.029	.082	.274	.442
	Sig. (2-tailed)	.000	.833	.708	.743		.743	.667	.000	.833	.106	.000	.508	.448	.046	.878	.086	1.000	.448	.247	1.000	1.000	.962	.962	.000	.312	.091	.878	.667	.143	.014
	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	30	30	30	30
Pemayaan_6	Pearson Correlation	.000	.111	.330	.464	-.063	1	.055	.063	.111	.056	.071	.935	.261	.112	.029	-.014	.401	.126	.327	.267	.401	.530	.261	.063	.873	.169	.175	.055	-.089	.480
	Sig. (2-tailed)	1.000	.560	.075	.010	.743		.775	.743	.560	.771	.708	.000	.164	.557	.878	.943	.028	.508	.077	.153	.028	.003	.164	.743	.000	.372	.355	.775	.719	.010
	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	30	30	30	30
Pemayaan_7	Pearson Correlation	.136	.185	.191	.464	.082	.055	1	.055	.185	-.073	.082	.110	.384	-.146	.238	.166	.408	.934	.306	.136	.408	.384	.110	.191	.028	-.098	.238	.167	.209	.425
	Sig. (2-tailed)	.473	.329	.312	.010	.667	.775		.775	.329	.703	.667	.563	.036	.441	.206	.382	.025	.000	.101	.473	.025	.036	.563	.312	.884	.605	.206	.379	.267	.019
	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	30	30	30	30
Pemayaan_8	Pearson Correlation	.935	.111	.063	.063	.875	.063	.055	1	.111	.174	.875	-.009	.126	.231	.029	.291	.134	.126	.191	.000	.134	.126	-.009	.886	-.082	.169	.029	.055	.240	.469
	Sig. (2-tailed)	.000	.560	.743	.743	.000	.743	.775		.560	.357	.000	.962	.508	.219	.878	.118	.481	.508	.312	1.000	.481	.508	.962	.000	.667	.372	.878	.775	.202	.009
	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	30	30	30	30
Pemayaan_9	Pearson Correlation	.151	1.000	.413	.111	.040	.111	.185	.111	1	.367	.191	.071	.223	.333	.921	.222	.151	.071	.185	.452	.151	.071	.375	.111	.031	.299	.921	.031	.193	.547
	Sig. (2-tailed)	.426	.000	.023	.560	.833	.560	.329	.560		.046	.311	.709	.236	.072	.000	.239	.426	.709	.329	.012	.426	.709	.041	.560	.872	.108	.000	.872	.306	.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	30	30	30	30
Pemayaan_10	Pearson Correlation	.237	.367	.412	-.063	.301	.056	-.073	.174	.367	1	.182	-.008	.112	.949	.285	.349	.000	-.008	.170	.356	-.119	-.008	.351	.174	-.073	.900	.285	.170	.304	.495
	Sig. (2-tailed)	.207	.046	.024	.739	.106	.771	.703	.357	.046		.335	.967	.557	.000	.127	.059	1.000	.967	.370	.053	.532	.967	.057	.357	.703	.000	.127	.370	.102	.005
	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	30	30	30	30

Pernyataan_11	Pearson Correlation	.935 ^{***}	.191	.071	.071	.866 ^{***}	.071	.082	.875 ^{***}	.191	.182	1	.009	.279	.247	.117	.318	.134	.144	.355	.000	.134	.144	.009	.875 ^{***}	-.055	.193	.117	.082	.274	.530 ^{***}
	Sig. (2-tailed)	.000	.311	.708	.708	.000	.708	.667	.000	.311	.335		.962	.136	.188	.539	.086	.481	.448	.055	1.000	.481	.448	.962	.000	.775	.307	.539	.667	.143	.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	30	30	30	30
Pernyataan_12	Pearson Correlation	-.067	.071	.396 [*]	.530 ^{***}	-.126	.935 ^{***}	.110	-.009	.071	-.008	.009	1	.321	.044	-.015	-.078	.471 ^{***}	.186	.384 [*]	.336	.471 ^{***}	.593 ^{***}	.321	-.009	.934 ^{***}	.097	.132	.110	-.035	.464 ^{***}
	Sig. (2-tailed)	.724	.709	.031	.003	.508	.000	.563	.962	.709	.967	.962		.083	.817	.939	.680	.009	.326	.036	.069	.009	.001	.083	.962	.000	.609	.488	.563	.856	.010
	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	30	30	30	30
Pernyataan_13	Pearson Correlation	.202	.223	.126	.530 ^{***}	.144	.261	.384 [*]	.126	.223	.112	.279	.321	1	.165	.279	.331	.471 ^{***}	.457 [*]	.934 ^{***}	.067	.471 ^{***}	.457 [*]	.050	.261	.247	.219	.279	.110	.380	.605 ^{***}
	Sig. (2-tailed)	.285	.236	.508	.003	.448	.164	.036	.508	.236	.557	.136	.083		.385	.136	.074	.009	.011	.000	.724	.009	.011	.794	.164	.188	.246	.136	.563	.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	30	30	30	30
Pernyataan_14	Pearson Correlation	.298	.333	.351	-.128	.367 [*]	.112	-.146	.231	.333	.949 ^{***}	.247	.044	.165	1	.247	.293	-.060	-.076	.219	.298	-.179	-.076	.265	.231	-.024	.948 ^{***}	.247	.097	.245	.474 ^{***}
	Sig. (2-tailed)	.109	.072	.057	.502	.046	.557	.441	.219	.072	.000	.188	.817	.385		.188	.116	.754	.689	.245	.109	.344	.689	.127	.219	.898	.000	.188	.609	.192	.008
	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	30	30	30	30
Pernyataan_15	Pearson Correlation	.073	.921 ^{***}	.321	.175	-.029	.029	.238	.029	.921 ^{***}	.285	.117	-.015	.279	.247	1	.144	.218	.132	.238	.364 [*]	.218	.132	.279	.029	-.059	.210	.841 ^{***}	-.059	.112	.470 ^{***}
	Sig. (2-tailed)	.702	.000	.084	.355	.878	.878	.206	.878	.000	.127	.539	.939	.136	.188		.448	.247	.486	.206	.048	.247	.486	.136	.878	.755	.265	.000	.755	.556	.009
	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	30	30	30	30
Pernyataan_16	Pearson Correlation	.355	.222	.088	.190	.318	-.014	.166	.291	.222	.349	.318	-.078	.331	.293	.144	1	.254	.229	.269	.051	.254	.126	.024	.495 ^{***}	-.041	.421 [*]	.365	.476	.662 ^{***}	.570 ^{***}
	Sig. (2-tailed)	.054	.239	.643	.315	.086	.943	.382	.118	.239	.059	.086	.680	.074	.116	.448		.176	.225	.150	.790	.176	.506	.900	.005	.828	.020	.047	.008	.000	.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	30	30	30	30
Pernyataan_17	Pearson Correlation	.067	.151	.134	.935 ^{***}	.000	.401 [*]	.408 [*]	.134	.151	.000	.134	.471 ^{***}	.471 ^{***}	-.060	.218	.254	1	.471 ^{***}	.408 [*]	.067	.867 ^{***}	.874 ^{***}	.067	.134	.408 [*]	.000	.218	.000	.308	.573 ^{***}
	Sig. (2-tailed)	.726	.426	.481	.000	1.000	.028	.025	.481	.426	1.000	.481	.009	.009	.754	.247	.176		.009	.025	.726	.000	.000	.724	.481	.025	1.000	.247	1.000	.098	.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	30	30	30	30
Pernyataan_18	Pearson Correlation	.202	.071	.261	.530 ^{***}	.144	.126	.934 ^{***}	.126	.071	-.008	.144	.186	.457 [*]	-.076	.132	.229	.471 ^{***}	1	.384 [*]	.202	.471 ^{***}	.457 [*]	.186	.261	.110	-.024	.132	.247	.276	.508 ^{***}
	Sig. (2-tailed)	.285	.709	.164	.003	.448	.508	.000	.508	.709	.967	.448	.326	.011	.689	.486	.225	.009		.036	.285	.009	.011	.326	.164	.563	.899	.486	.188	.140	.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	30	30	30	30
Pernyataan_19	Pearson Correlation	.272	.185	.191	.464 ^{***}	.218	.327	.306	.191	.185	.170	.355	.384 [*]	.934 ^{***}	.219	.238	.269	.408 [*]	.384 [*]	1	.136	.408 [*]	.522 ^{***}	.110	.327	.306	.270	.238	.167	.314	.830 ^{***}
	Sig. (2-tailed)	.146	.329	.312	.010	.247	.077	.101	.312	.329	.370	.055	.036	.000	.245	.206	.150	.025	.036		.473	.025	.003	.563	.077	.101	.149	.206	.379	.091	.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	30	30	30	30
Pernyataan_20	Pearson Correlation	.067	.452 [*]	.935 ^{***}	.134	.000	.267	.136	.000	.452 [*]	.356	.000	.336	.067	.298	.364 [*]	.051	.067	.202	.136	1	.067	.202	.874 ^{***}	.000	.408 [*]	.241	.364 [*]	.272	.103	.512 ^{***}
	Sig. (2-tailed)	.726	.012	.000	.481	1.000	.153	.473	1.000	.012	.053	1.000	.069	.724	.109	.048	.790	.726	.285	.473		.726	.285	.000	1.000	.025	.200	.048	.146	.590	.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	30	30	30	30

Pernyataan_21	Pearson Correlation	.067	.151	.134	.935**	.000	.401*	.408*	.134	.151	-.119	.134	.471**	.471**	-.179	.218	.254	.867**	.471**	.408*	.067	1	.874**	.067	.134	.408*	-.120	.218	.136	.308	.555**
	Sig. (2-tailed)	.726	.426	.481	.000	1.000	.028	.025	.481	.426	.532	.481	.009	.009	.344	.247	.176	.000	.009	.025	.726	.000	.724	.481	.025	.526	.247	.473	.098	.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	30	30	30	
Pernyataan_22	Pearson Correlation	.067	.071	.261	.935**	.009	.530**	.384*	.126	.071	-.008	.144	.593**	.457**	-.076	.132	.126	.874**	.457**	.522**	.202	.874**	1	.186	.126	.522**	-.024	.132	.110	.173	.587**
	Sig. (2-tailed)	.724	.709	.164	.000	.962	.003	.036	.508	.709	.967	.448	.001	.011	.689	.486	.506	.000	.011	.003	.285	.000	.326	.508	.003	.899	.486	.563	.362	.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	30	30	30	
Pernyataan_23	Pearson Correlation	.067	.375**	.935**	.126	.009	.261	.110	-.009	.375**	.351	.009	.321	.050	.285	.279	.024	.067	.186	.110	.874**	.067	.186	1	-.009	.384*	.219	.279	.247	.069	.473**
	Sig. (2-tailed)	.724	.041	.000	.508	.962	.164	.563	.962	.041	.057	.962	.083	.794	.127	.136	.900	.724	.326	.563	.000	.724	.326	.962	.036	.246	.136	.188	.717	.008	
	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	30	30	30	
Pernyataan_24	Pearson Correlation	.935**	.111	.063	.063	.875**	.063	.191	.866**	.111	.174	.875**	-.009	.261	.231	.029	.485**	.134	.261	.327	.000	.134	.126	-.009	1	-.082	.290	.175	.191	.446*	.566**
	Sig. (2-tailed)	.000	.560	.743	.743	.000	.743	.312	.000	.560	.357	.000	.962	.164	.219	.878	.005	.481	.164	.077	1.000	.481	.508	.962	.667	.121	.355	.312	.014	.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	30	30	30	
Pernyataan_25	Pearson Correlation	-.136	.031	.464**	.464**	-.191	.873**	.028	-.082	.031	-.073	-.055	.934**	.247	-.024	-.059	-.041	.408*	.110	.306	.408*	.408*	.522**	.384*	-.082	1	.025	.089	.167	.000	.398
	Sig. (2-tailed)	.473	.872	.010	.010	.312	.000	.884	.667	.872	.703	.775	.000	.188	.898	.755	.828	.025	.563	.101	.025	.025	.003	.036	.667	.897	.640	.379	1.000	.029	
	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	30	30	30	
Pernyataan_26	Pearson Correlation	.241	.299	.290	-.072	.314	.169	-.088	.169	.299	.900**	.193	.097	.219	.948**	.210	.421*	.000	-.024	.270	.241	-.120	-.024	.219	.290	.025	1	.342	.147	.371*	.510**
	Sig. (2-tailed)	.200	.108	.121	.704	.091	.372	.605	.372	.108	.000	.307	.609	.246	.000	.265	.020	1.000	.899	.149	.200	.526	.899	.246	.121	.897	.065	.437	.044	.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	30	30	30	
Pernyataan_27	Pearson Correlation	.073	.921**	.321	.175	-.029	.175	.238	.029	.921**	.285	.117	.132	.279	.247	.841**	.365*	.218	.132	.238	.364*	.218	.132	.279	.175	.089	.342	1	.089	.336	.566**
	Sig. (2-tailed)	.702	.000	.084	.355	.878	.355	.206	.878	.000	.127	.539	.486	.136	.188	.000	.047	.247	.486	.206	.048	.247	.486	.136	.355	.640	.065	.640	.070	.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	30	30	30	
Pernyataan_28	Pearson Correlation	.136	.031	.327	.055	.082	.055	.167	.055	.031	.170	.082	.110	.110	.097	-.059	.476**	.000	.247	.167	.272	.136	.110	.247	.191	.167	.147	.089	1	.524**	.362*
	Sig. (2-tailed)	.473	.872	.077	.775	.667	.775	.379	.775	.872	.370	.667	.563	.563	.609	.755	.008	1.000	.188	.379	.146	.473	.563	.188	.312	.379	.437	.640	.003	.049	
	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	30	30	30	
Pernyataan_29	Pearson Correlation	.308	.193	.137	.240	.274	-.069	.209	.240	.193	.304	.274	-.035	.380*	.245	.112	.962**	.308	.276	.314	.103	.308	.173	.069	.446*	.000	.371*	.336	.524**	1	.577**
	Sig. (2-tailed)	.098	.306	.470	.202	.143	.719	.267	.202	.306	.102	.143	.856	.039	.192	.556	.000	.098	.140	.091	.590	.098	.362	.717	.014	1.000	.044	.070	.003	.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	30	30	30	
Total	Pearson Correlation	.529**	.547**	.592**	.566**	.442*	.480*	.425*	.469*	.547**	.485**	.530**	.464**	.605**	.474**	.470**	.570**	.573**	.508**	.630**	.512**	.555**	.587**	.473**	.566**	.398**	.510**	.566**	.362*	.577**	1
	Sig. (2-tailed)	.003	.002	.001	.001	.014	.010	.019	.009	.002	.005	.003	.010	.000	.008	.009	.001	.001	.004	.000	.004	.001	.001	.008	.001	.029	.004	.001	.049	.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	30	30	30	

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

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

Lampiran 6
Hasil Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.901	29

Lampiran 7

Hasil Analisis Jalur (Path Analysis)

Tahap I

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 ^a	.571	.568	.873

a. Predictors: (Constant), Kualitas_Pelayanan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.220	.706		.312	.756
	Kualitas_Pelayanan	.172	.012	.756	13.792	.000

a. Dependent Variable: Kepuasan_Pelanggan

Tahap II

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845 ^a	.713	.707	1.245

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

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.137	1.264		-3.274	.001
	Citra_Merek	.237	.096	.127	2.473	.015
	Kualitas_Pelayanan	.227	.028	.574	8.091	.000
	Kepuasan_Pelanggan	.426	.120	.246	3.545	.001

a. Dependent Variable: Loyalitas_Pelanggan

Correlations

		Citra_Merek	Kualitas_Pelaya nan	Kepuasan_Pela nggan	Loyalitas_Pelan ggan
Citra_Merek	Pearson Correlation	1	.463**	.422**	.497**
	Sig. (2-tailed)		.000	.000	.000
	N	145	145	145	145
Kualitas_Pelayanan	Pearson Correlation	.463**	1	.756**	.819**
	Sig. (2-tailed)	.000		.000	.000
	N	145	145	145	145
Kepuasan_Pelanggan	Pearson Correlation	.422**	.756**	1	.733**
	Sig. (2-tailed)	.000	.000		.000
	N	145	145	145	145
Loyalitas_Pelanggan	Pearson Correlation	.497**	.819**	.733**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	145	145	145	145

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